

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

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

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Base : Parents whose child aged 3-17 plays games	
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Base : All parents of 3-17 year olds	
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Base : All parents of 3-17 year olds	

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

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

QD1. NATION

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
England	2095	**	219	**	338	122	407	134	392	78	181
	84%	**	84%	**	84%	86%	84%	84%	84%	85%	85%
Wales	118	**	13	**	18	6	23	8	23	4	10
	5%	**	5%	**	5%	4%	5%	5%	5%	5%	5%
Scotland	189	**	19	**	33	11	34	12	36	8	14
	8%	**	7%	**	8%	8%	7%	8%	8%	8%	7%
Northern Ireland	78	**	9	**	12	3	17	5	15	2	7
	3%	**	3%	**	3%	2%	4%	3%	3%	2%	3%

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

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QD1. NATION

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
England	2095	74	73	85	95	128	138	**	186	154	**	168	156	**	109	66
	84%	87%	78%	88%	85%	79%	88%	**	82%	86%	**	81%	84%	**	90%	84%
Wales	118	4	6	4	5	12	5	**	13	7	**	11	10	**	3	4
	5%	5%	7%	4%	4%	7%	3%	**	6%	4%	**	5%	5%	**	3%	5%
Scotland	189	5	11	5	8	15	11	**	19	14	**	20	15	**	6	7
	8%	6%	12%	5%	7%	9%	7%	**	8%	8%	**	10%	8%	**	5%	8%
Northern Ireland	78	3	3	3	4	7	3	**	8	5	**	8	5	**	3	2
	3%	3%	4%	3%	4%	4%	2%	**	3%	3%	**	4%	3%	**	2%	2%

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

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Table 2

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
North East	96 4%	** **	4 1%	** **	13 3%	9 6%	18 4%	6 4%	17 4%	8 9%	10 5%
Yorkshire and Humberside	206 8%	** **	26 10%	** **	36 9%	9 7%	42 9%	6 4%	41 9%	6 7%	18 8%
North West	276 11%	** **	36 14%	** **	40 10%	19 14%	49 10%	22 14%	45 10%	8 9%	28 13%
West Midlands	228 9%	** **	30 12%	** **	30 7%	6 4%	25 5%	20 13%	51 11%	13 14%	23 11%
East Midlands	178 7%	** **	16 6%	** **	28 7%	7 5%	46 9%	12 7%	34 7%	6 7%	15 7%
East of England	238 10%	** **	22 8%	** **	42 10%	30 22%	43 9%	14 9%	39 8%	9 10%	16 7%
South West	198 8%	** **	25 10%	** **	33 8%	10 7%	40 8%	12 8%	41 9%	11 11%	13 6%
South East	345 14%	** **	30 12%	** **	66 16%	14 10%	81 17%	16 10%	60 13%	11 12%	29 14%
London	330 13%	** **	31 12%	** **	50 13%	17 12%	63 13%	27 17%	65 14%	6 7%	30 14%
England	2095 84%	** **	219 84%	** **	338 84%	122 86%	407 84%	134 84%	392 84%	78 85%	181 85%
Wales	118 5%	** **	13 5%	** **	18 5%	6 4%	23 5%	8 5%	23 5%	4 5%	10 5%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Scotland	189	**	19	**	33	11	34	12	36	8	14
	8%	**	7%	**	8%	8%	7%	8%	8%	8%	7%
Northern Ireland	78	**	9	**	12	3	17	5	15	2	7
	3%	**	3%	**	3%	2%	4%	3%	3%	2%	3%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
North East	96	2	2	2	9	6	3	**	22	5	**	9	-	**	6	2
	4%	2%	2%	2%	8%	4%	2%	**	10%	3%	**	4%	-%	**	5%	2%
Yorkshire and Humberside	206	5	5	12	8	20	11	**	20	9	**	20	13	**	12	3
	8%	6%	5%	12%	7%	12%	7%	**	9%	5%	**	10%	7%	**	10%	4%
North West	276	19	15	8	14	18	11	**	27	17	**	11	9	**	14	11
	11%	22%	16%	8%	12%	11%	7%	**	12%	9%	**	6%	5%	**	12%	14%
West Midlands	228	13	12	11	8	19	7	**	9	7	**	29	22	**	18	5
	9%	16%	13%	12%	7%	12%	5%	**	4%	4%	**	14%	12%	**	15%	6%
East Midlands	178	-	8	6	8	10	10	**	32	8	**	16	8	**	14	4
	7%	-%	9%	6%	7%	6%	6%	**	14%	5%	**	8%	4%	**	11%	6%
East of England	238	11	7	11	11	8	21	**	20	25	**	10	24	**	10	7
	10%	13%	7%	11%	10%	5%	14%	**	9%	14%	**	5%	13%	**	8%	9%
South West	198	4	9	11	10	8	15	**	6	15	**	18	16	**	11	4
	8%	5%	10%	12%	9%	5%	9%	**	3%	8%	**	9%	9%	**	9%	5%
South East	345	12	9	11	17	21	26	**	31	44	**	21	40	**	12	17
	14%	14%	9%	11%	15%	13%	17%	**	14%	25%	**	10%	22%	**	10%	22% b
London	330	8	6	13	10	18	34	**	19	25	**	33	24	**	13	12
	13%	10%	6%	14%	9%	11%	21%	**	8%	14%	**	16%	13%	**	11%	16%
England	2095	74	73	85	95	128	138	**	186	154	**	168	156	**	109	66
	84%	87%	78%	88%	85%	79%	88%	**	82%	86%	**	81%	84%	**	90%	84%
Wales	118	4	6	4	5	12	5	**	13	7	**	11	10	**	3	4
	5%	5%	7%	4%	4%	7%	3%	**	6%	4%	**	5%	5%	**	3%	5%
Scotland	189	5	11	5	8	15	11	**	19	14	**	20	15	**	6	7
	8%	6%	12%	5%	7%	9%	7%	**	8%	8%	**	10%	8%	**	5%	8%

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

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

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Northern Ireland	78	3	3	3	4	7	3	**	8	5	**	8	5	**	3	2
	3%	3%	4%	3%	4%	4%	2%	**	3%	3%	**	4%	3%	**	2%	2%

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

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

Table 4

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

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Large city	517	**	61	**	83	31	89	34	86	16	54
	21%	**	24%	**	21%	22%	18%	21%	18%	17%	25%
Smaller city or large town	522	**	53	**	79	25	95	22	116	18	47
	21%	**	20%	**	20%	17%	20%	14%	25%	19%	22%
Medium town	674	**	55	**	111	42	137	45	131	28	57
	27%	**	21%	**	28%	30%	28%	28%	28%	30%	27%
Small town	484	**	52	**	78	24	108	33	93	18	29
	20%	**	20%	**	20%	17%	22%	21%	20%	20%	14%
Rural area	283	**	38	**	50	20	54	26	40	12	26
	11%	**	15%	**	12%	14%	11%	16%	9%	13%	12%

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

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

Table 4

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

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Large city	517	20	18	20	18	43	47	**	37	34	**	39	31	**	26	19
	21%	24%	20%	21%	16%	26%	30%	**	16%	19%	**	19%	17%	**	21%	24%
Smaller city or large town	522	23	24	15	30	30	28	**	53	31	**	52	40	**	34	13
	21%	27%	26%	16%	27%	19%	18%	**	23%	17%	**	25%	21%	**	28%	16%
Medium town	674	17	24	25	27	48	37	**	58	60	**	65	49	**	28	26
	27%	20%	25%	26%	24%	30%	23%	**	26%	33%	**	32%	27%	**	23%	34%
Small town	484	17	15	21	22	24	30	**	47	36	**	33	39	**	18	13
	20%	20%	16%	22%	20%	15%	19%	**	21%	20%	**	16%	21%	**	15%	17%
Rural area	283	8	12	15	15	17	16	**	31	20	**	17	26	**	16	7
	11%	9%	13%	16%	13%	10%	10%	**	14%	11%	**	8%	14%	**	13%	9%

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

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

Table 5

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
A	125 5%	** **	14 6%	** **	21 5%	6 4%	15 3%	5 3%	35 8%	4 4%	12 5%
B	569 23%	** **	60 23%	** **	103 26%	31 22%	108 22%	24 15%	136 29%	16 17%	50 23%
C1	689 28%	** **	78 30%	** **	114 28%	32 22%	149 31%	56 35%	121 26%	30 32%	57 27%
C2	471 19%	** **	51 20%	** **	63 16%	39 28%	95 20%	27 17%	82 18%	18 19%	47 22%
D	331 13%	** **	26 10%	** **	59 15%	11 8%	80 16%	25 16%	46 10%	7 8%	25 12%
E	264 11%	** **	30 12%	** **	38 9%	23 16%	34 7%	18 12%	35 8%	19 20%	21 10%
Don't know	30 1%	** **	* *%	** **	3 1%	- -%	1 *%	3 2%	11 2%	- -%	2 1%
SUMMARY											
AB	694 28%	** **	74 29%	** **	124 31%	36 26%	123 25%	29 18%	171 37%	19 21%	61 29%
DE	595 24%	** **	56 22%	** **	97 24%	34 24%	114 24%	44 27%	81 17%	26 28%	46 22%
ABC1	1384 56%	** **	152 59%	** **	238 59%	68 48%	272 56%	85 53%	292 63%	49 53%	118 55%
C2DE	1066 43%	** **	107 41%	** **	160 40%	73 52%	209 43%	71 45%	163 35%	44 47%	93 44%

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

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

Table 5

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
A	125 5%	1 2%	5 5%	8 8%	* *%	12 7%	14 9%	** **	5 2%	11 6%	** **	7 3%	29 15% b	** **	3 2%	11 14% b
B	569 23%	5 6%	17 18%	40 42% ab	10 9%	32 19%	61 39% ab	** **	36 16%	87 48% b	** **	48 23%	88 48% b	** **	18 15%	33 43% b
C1	689 28%	16 19%	36 38%	31 33%	26 23%	43 26%	54 34%	** **	84 37%	57 32%	** **	71 34%	46 25%	** **	47 39%	21 26%
C2	471 19%	23 27% c	18 19%	10 11%	13 11%	34 21%	22 14%	** **	53 23%	21 12%	** **	48 23%	19 10%	** **	29 24%	11 14%
D	331 13%	15 18% c	12 13%	3 3%	33 30% c	31 19% c	6 4%	** **	32 14% c	5 3%	** **	25 12% c	1 1%	** **	15 12% c	1 2%
E	264 11%	23 27% bc	7 7%	3 4%	30 27% bc	11 7%	2 1%	** **	16 7%	- -%	** **	8 4%	2 1%	** **	9 7%	1 1%
Don't know	30 1%	2 2%	* *%	- -%	1 *%	* *%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	1 1%	- -%
SUMMARY																
AB	694 28%	6 7%	21 22%	48 50% ab	10 9%	43 27% a	75 47% ab	** **	41 18%	98 54% b	** **	55 26%	117 63% b	** **	21 17%	44 57% b
DE	595 24%	38 45% bc	19 21%	7 7%	63 56% bc	41 26% c	7 5%	** **	48 21% c	5 3%	** **	33 16% c	4 2%	** **	24 20% c	2 3%

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

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

Table 5

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
ABC1	1384	22	57	80	36	86	128	**	125	154	**	126	163	**	68	65
	56%	26%	61%	83%	32%	53%	81%	**	55%	86%	**	61%	88%	**	56%	83%
			a	ab			ab			b			b		b	
C2DE	1066	61	37	17	75	75	29	**	101	26	**	81	22	**	53	13
	43%	72%	39%	17%	67%	47%	19%	**	45%	14%	**	39%	12%	**	43%	17%
		bc	c		c	c			c			c			c	

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

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

Table 8

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
3	159	**	133	**	-	-	-	-	-	-	-
	6%	**	51%	**	-%	-%	-%	-%	-%	-%	-%
4	169	**	126	**	-	-	-	-	-	-	-
	7%	**	49%	**	-%	-%	-%	-%	-%	-%	-%
5	171	**	-	**	128	-	-	-	-	-	-
	7%	**	-%	**	32%	-%	-%	-%	-%	-%	-%
6	174	**	-	**	130	-	-	-	-	-	-
	7%	**	-%	**	32%	-%	-%	-%	-%	-%	-%
7	174	**	-	**	143	-	-	-	-	-	-
	7%	**	-%	**	36%	-%	-%	-%	-%	-%	-%
8	174	**	-	**	-	50	116	-	-	-	-
	7%	**	-%	**	-%	35%	24%	-%	-%	-%	-%
9	169	**	-	**	-	34	128	-	-	-	-
	7%	**	-%	**	-%	24%	27%	-%	-%	-%	-%
10	157	**	-	**	-	32	118	-	-	-	-
	6%	**	-%	**	-%	23%	24%	-%	-%	-%	-%
11	154	**	-	**	-	26	120	-	-	-	-
	6%	**	-%	**	-%	18%	25%	-%	-%	-%	-%
12	159	**	-	**	-	-	-	42	108	-	-
	6%	**	-%	**	-%	-%	-%	26%	23%	-%	-%
13	169	**	-	**	-	-	-	28	136	-	-
	7%	**	-%	**	-%	-%	-%	18%	29%	-%	-%
14	169	**	-	**	-	-	-	42	112	-	-
	7%	**	-%	**	-%	-%	-%	26%	24%	-%	-%

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

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

Table 8

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
15	164	**	-	**	-	-	-	47	110	-	-
	7%	**	-%	**	-%	-%	-%	30%	24%	-%	-%
16	164	**	-	**	-	-	-	-	-	46	113
	7%	**	-%	**	-%	-%	-%	-%	-%	50%	53%
17	154	**	-	**	-	-	-	-	-	46	100
	6%	**	-%	**	-%	-%	-%	-%	-%	50%	47%

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

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

Table 8

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
3	159	40	45	51	-	-	-	**	-	-	**	-	-	**	-	-
	6%	47%	48%	53%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
4	169	45	49	45	-	-	-	**	-	-	**	-	-	**	-	-
	7%	53%	52%	47%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
5	171	-	-	-	33	54	62	**	-	-	**	-	-	**	-	-
	7%	-%	-%	-%	30%	33%	40%	**	-%	-%	**	-%	-%	**	-%	-%
6	174	-	-	-	47	50	49	**	-	-	**	-	-	**	-	-
	7%	-%	-%	-%	42%	31%	31%	**	-%	-%	**	-%	-%	**	-%	-%
7	174	-	-	-	31	57	46	**	-	-	**	-	-	**	-	-
	7%	-%	-%	-%	28%	35%	29%	**	-%	-%	**	-%	-%	**	-%	-%
8	174	-	-	-	-	-	-	**	61	28	**	-	-	**	-	-
	7%	-%	-%	-%	-%	-%	-%	**	27%	16%	**	-%	-%	**	-%	-%
9	169	-	-	-	-	-	-	**	70	50	**	-	-	**	-	-
	7%	-%	-%	-%	-%	-%	-%	**	31%	28%	**	-%	-%	**	-%	-%
10	157	-	-	-	-	-	-	**	48	44	**	-	-	**	-	-
	6%	-%	-%	-%	-%	-%	-%	**	21%	24%	**	-%	-%	**	-%	-%
11	154	-	-	-	-	-	-	**	47	58	**	-	-	**	-	-
	6%	-%	-%	-%	-%	-%	-%	**	21%	32%	**	-%	-%	**	-%	-%
12	159	-	-	-	-	-	-	**	-	-	**	51	43	**	-	-
	6%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	25%	23%	**	-%	-%
13	169	-	-	-	-	-	-	**	-	-	**	53	37	**	-	-
	7%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	26%	20%	**	-%	-%
14	169	-	-	-	-	-	-	**	-	-	**	53	47	**	-	-
	7%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	26%	26%	**	-%	-%

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

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

Table 8

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
15	164	-	-	-	-	-	-	**	-	-	**	49	59	**	-	-
	7%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	24%	32%	**	-%	-%
16	164	-	-	-	-	-	-	**	-	-	**	-	-	**	69	42
	7%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	-%	**	57%	54%
17	154	-	-	-	-	-	-	**	-	-	**	-	-	**	53	36
	6%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	-%	**	43%	46%

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

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

Table 9

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

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Boy	1239	**	119	**	184	76	246	81	224	46	107
	50%	**	46%	**	46%	54%	51%	51%	48%	50%	50%
Girl	1219	**	139	**	215	65	227	78	232	47	105
	49%	**	54%	**	54%	46%	47%	49%	50%	50%	49%
Prefer not to say	22	**	-	**	3	-	9	*	9	-	1
	1%	**	-%	**	1%	-%	2%	*%	2%	-%	*%

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

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

Table 9

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

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Boy	1239	35	49	51	67	67	86	**	117	79	**	105	95	**	53	40
	50%	41%	53%	53%	60%	42%	54%	**	52%	44%	**	51%	51%	**	43%	52%
Girl	1219	50	44	45	45	95	69	**	106	101	**	100	87	**	69	38
	49%	59%	47%	47%	40%	58%	44%	**	47%	56%	**	48%	47%	**	57%	48%
Prefer not to say	22	-	-	-	-	-	3	**	3	-	**	2	4	**	-	-
	1%	-%	-%	-%	-%	-%	2%	**	1%	-%	**	1%	2%	**	-%	-%

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

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

Table 10

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

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
3 TO 4	328	**	259	**	-	-	-	-	-	-	-
	13%	**	100%	**	-%	-%	-%	-%	-%	-%	-%
5 TO 7	519	**	-	**	401	-	-	-	-	-	-
	21%	**	-%	**	100%	-%	-%	-%	-%	-%	-%
8 TO 11	654	**	-	**	-	141	482	-	-	-	-
	26%	**	-%	**	-%	100%	100%	-%	-%	-%	-%
12 TO 15	661	**	-	**	-	-	-	159	466	-	-
	27%	**	-%	**	-%	-%	-%	100%	100%	-%	-%
16 TO 17	318	**	-	**	-	-	-	-	-	93	213
	13%	**	-%	**	-%	-%	-%	-%	-%	100%	100%

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

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

Table 10

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

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
3 TO 4	328	85	94	96	-	-	-	**	-	-	**	-	-	**	-	-
	13%	100%	100%	100%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
5 TO 7	519	-	-	-	112	162	157	**	-	-	**	-	-	**	-	-
	21%	-%	-%	-%	100%	100%	100%	**	-%	-%	**	-%	-%	**	-%	-%
8 TO 11	654	-	-	-	-	-	-	**	226	180	**	-	-	**	-	-
	26%	-%	-%	-%	-%	-%	-%	**	100%	100%	**	-%	-%	**	-%	-%
12 TO 15	661	-	-	-	-	-	-	**	-	-	**	207	186	**	-	-
	27%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	100%	100%	**	-%	-%
16 TO 17	318	-	-	-	-	-	-	**	-	-	**	-	-	**	122	78
	13%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	-%	**	100%	100%

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

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

Table 11

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754	**	112	**	172	109	333	153	451	87	210
	71%	**	43%	**	43%	77%	69%	96%	97%	94%	99%
Tablet (like an iPad or Amazon Fire)	1521	**	178	**	321	107	321	79	220	39	93
	61%	**	69%	**	80%	76%	66%	49%	47%	43%	44%
Games console or handheld games player	1137	**	32	**	140	91	273	99	230	55	116
	46%	**	12%	**	35%	64%	57%	62%	49%	60%	54%
Laptop or netbook	932	**	21	**	79	50	180	82	267	52	140
	38%	**	8%	**	20%	35%	37%	51%	57%	56%	66%
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432	**	21	**	34	15	76	48	98	31	59
	17%	**	8%	**	9%	11%	16%	30%	21%	34%	28%
Other type of device	84	**	12	**	35	4	9	3	7	-	1
	3%	**	5%	**	9%	3%	2%	2%	1%	-%	*%
None of these/ Child does not go online	88	**	37	**	15	-	9	-	*	-	-
	4%	**	14%	**	4%	-%	2%	-%	*%	-%	-%

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

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

Table 11

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
SUMMARY											
GOES ONLINE USING ANY TYPE OF DEVICE	2392	**	222	**	386	141	474	159	465	93	213
	96%	**	86%	**	96%	100%	98%	100%	100%	100%	100%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	**	37	**	107	53	223	103	337	65	161
	47%	**	14%	**	27%	38%	46%	64%	72%	70%	76%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	**	215	**	384	141	466	159	459	91	212
	95%	**	83%	**	96%	100%	97%	100%	99%	99%	100%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	**	185	**	279	88	251	57	129	28	52
	49%	**	71%	**	70%	62%	52%	36%	28%	30%	24%
ONLY GOES ONLINE USING A MOBILE PHONE	148	**	16	**	11	8	31	10	34	7	16
	6%	**	6%	**	3%	5%	7%	6%	7%	7%	8%
ONLY GOES ONLINE USING A TABLET	297	**	76	**	100	11	46	3	7	-	1
	12%	**	30%	**	25%	8%	10%	2%	1%	-%	*%

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

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

Table 11

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754	39	35	48	50	78	64	**	183	124	**	205	182	**	118	77
	71%	46%	38%	49%	45%	48%	41%	**	81%	69%	**	99%	98%	**	97%	99%
Tablet (like an iPad or Amazon Fire)	1521	64	59	62	75	122	133	**	149	140	**	110	112	**	56	36
	61%	74%	63%	64%	67%	76%	84%	**	66%	78%	**	53%	61%	**	46%	47%
Games console or handheld games player	1137	14	18	6	50	48	52	**	132	98	**	119	105	**	65	44
	46%	16%	19%	6%	44%	30%	33%	**	58%	54%	**	57%	56%	**	53%	57%
Laptop or netbook	932	11	9	7	27	33	38	**	75	84	**	107	127	**	77	54
	38%	13%	9%	7%	24%	21%	24%	**	33%	47%	**	52%	69%	**	63%	69%
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432	6	13	12	12	21	9	**	22	41	**	57	51	**	28	32
	17%	7%	14%	12%	10%	13%	6%	**	10%	23%	**	28%	28%	**	23%	41%
																b
Other type of device	84	*	3	8	8	9	20	**	8	4	**	4	4	**	-	1
	3%	*%	3%	9%	7%	5%	12%	**	4%	2%	**	2%	2%	**	-%	1%
None of these/ Child does not go online	88	10	15	16	7	6	5	**	*	-	**	-	-	**	-	-
	4%	12%	16%	16%	6%	4%	3%	**	*%	-%	**	-%	-%	**	-%	-%

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

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

Table 11

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
SUMMARY																
GOES ONLINE USING ANY TYPE OF DEVICE	2392	75	79	81	105	156	152	**	226	180	**	207	186	**	122	78
	96%	88%	84%	84%	94%	96%	97%	**	100%	100%	**	100%	100%	**	100%	100%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1168	13	19	14	35	45	44	**	90	104	**	143	153	**	85	63
	47%	15%	20%	15%	31%	28%	28%	**	40%	58%	**	69%	82%	**	70%	81%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2360	72	73	79	103	156	148	**	225	180	**	207	186	**	121	78
	95%	84%	78%	82%	93%	96%	94%	**	100%	100%	**	100%	100%	**	99%	100%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1224	62	60	66	70	111	108	**	136	76	**	63	33	**	36	15
	49%	73%	64%	69%	63%	68%	69%	**	60%	42%	**	31%	18%	**	30%	19%
ONLY GOES ONLINE USING A MOBILE PHONE	148	3	6	10	2	9	4	**	24	5	**	10	3	**	9	5
	6%	3%	6%	10%	2%	5%	3%	**	11%	3%	**	5%	2%	**	8%	6%
ONLY GOES ONLINE USING A TABLET	297	28	27	22	12	46	41	**	13	19	**	-	1	**	2	-
	12%	32%	29%	23%	11%	28%	26%	**	6%	11%	**	-%	*%	**	1%	-%

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

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

Table 12

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

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1754	68	73	65	73	85	96	98	117	139	146	166	156	163	161	147
	71%	43%	43%	38%	42%	49%	55%	58%	75%	90%	92%	98%	93%	99%	98%	95%
								abcde	abcdefg	abcdefgh						
Tablet (like an iPad or Amazon Fire)	1521	103	117	139	118	140	112	136	105	100	99	70	72	72	77	60
	61%	65%	70%	81%	68%	80%	65%	80%	67%	65%	63%	41%	42%	44%	47%	39%
		klmno	klmno	jklmno	klmno	klmno	ko	klmno	klmno	klo	o					
Games console or handheld games player	1137	14	29	43	69	72	92	101	109	78	69	78	103	102	98	79
	46%	9%	17%	25%	40%	42%	53%	60%	70%	50%	44%	46%	61%	62%	60%	51%
				a	ab	ab	abc	abc	abcdejko	abc	ab	abc	abcd	abcde	abcde	abc
Laptop or netbook	932	11	19	25	39	48	45	44	60	85	82	90	92	94	97	101
	38%	7%	11%	15%	23%	28%	26%	26%	38%	55%	52%	53%	55%	57%	59%	65%
				a	ab	ab	ab	ab	abc	abcdefg	abcdefg	abcdefg	abcdefg	abcdefg	abcdefgh	abcdefgh
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	432	14	19	8	25	14	12	16	41	22	25	43	49	51	46	48
	17%	9%	11%	5%	14%	8%	7%	10%	26%	14%	16%	25%	29%	31%	28%	31%
									abcef			acef	abcefg	abcdefg	abcdefg	abcdefgi
Other type of device	84	7	12	16	17	7	5	*	3	4	4	6	1	2	1	-
	3%	4%	7%	9%	10%	4%	3%	3%	2%	3%	3%	3%	1%	1%	1%	0%
			no	no	no											
None of these/ Child does not go online	88	30	22	11	6	6	8	*	-	3	*	-	-	-	-	1
	4%	19%	13%	6%	3%	3%	5%	3%	0%	2%	3%	0%	0%	0%	0%	1%
		cdefghijklmno	ghijklmno	no												

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

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

Table 12

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

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

Base : All parents of 3-17 year olds

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

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

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

Table 13

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Yes – it's a smartphone	1530	**	58	**	87	79	298	147	449	89	211
	62%	**	22%	**	22%	56%	62%	92%	96%	96%	99%
Yes – but it's not a smartphone	35	**	5	**	8	5	7	3	1	2	2
	1%	**	2%	**	2%	3%	1%	2%	*%	2%	1%
No – my child does not have a mobile phone	908	**	197	**	307	58	177	10	15	2	-
	37%	**	76%	**	76%	41%	37%	6%	3%	2%	-%
Don't know	7	**	-	**	-	-	*	-	-	-	-
	*%	**	-%	**	-%	-%	*%	-%	-%	-%	-%
SUMMARY											
CHILD HAS THEIR OWN MOBILE PHONE	1565	**	62	**	94	84	306	150	450	91	213
	63%	**	24%	**	24%	59%	63%	94%	97%	98%	100%

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

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

Table 13

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Yes – it's a smartphone	1530	24	31	23	31	50	25	**	152	110	**	199	185	**	119	78
	62%	29%	33%	24%	28%	31%	16%	**	68%	61%	**	96%	100%	**	98%	100%
Yes – but it's not a smartphone	35	3	1	*	2	2	3	**	6	2	**	3	-	**	2	-
	1%	4%	2%	*%	2%	1%	2%	**	3%	1%	**	2%	-%	**	2%	-%
No – my child does not have a mobile phone	908	58	61	73	79	110	130	**	67	67	**	4	*	**	-	-
	37%	68%	65%	76%	70%	68%	82%	**	30%	37%	**	2%	*%	**	-%	-%
Don't know	7	-	-	-	-	-	-	**	-	-	**	-	-	**	-	-
	*%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
SUMMARY																
CHILD HAS THEIR OWN MOBILE PHONE	1565	27	33	23	33	52	28	**	158	113	**	203	185	**	122	78
	63%	32%	35%	24%	30%	32%	18%	**	70%	63%	**	98%	100%	**	100%	100%

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

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

Table 15

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

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

Base : All parents of 3-17 year olds

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

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

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

Table 16

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Yes	1470	**	109	**	233	95	318	106	268	63	118
	59%	**	42%	**	58%	67%	66%	67%	58%	68%	55%
No	979	**	150	**	167	46	163	53	195	27	88
	39%	**	58%	**	42%	33%	34%	33%	42%	29%	41%
Don't know	31	**	*	**	*	*	1	-	2	2	8
	1%	**	*%	**	*%	*%	*%	-%	1%	3%	4%

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

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

Table 16

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Yes	1470	34	48	52	64	111	95	**	162	126	**	134	121	**	73	49
	59%	40%	51%	54%	58%	69%	60%	**	72%	70%	**	65%	65%	**	60%	62%
No	979	50	44	44	47	50	63	**	63	54	**	73	64	**	45	28
	39%	59%	47%	46%	42%	31%	40%	**	28%	30%	**	35%	35%	**	37%	36%
Don't know	31	1	1	*	*	-	-	**	1	-	**	-	-	**	3	1
	1%	1%	2%	*%	*%	-%	-%	**	*%	-%	**	-%	-%	**	3%	1%

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

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

Table 17

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Yes	2420	**	252	**	387	141	474	159	463	91	210
	98%	**	97%	**	96%	100%	98%	100%	99%	98%	99%
No	53	**	7	**	12	1	8	*	3	2	2
	2%	**	3%	**	3%	*%	2%	*%	1%	2%	1%
Don't know	7	**	-	**	2	-	-	-	-	-	1
	*%	**	-%	**	*%	-%	-%	-%	-%	-%	*%

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

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

Table 17

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Yes	2420	83	88	96	103	161	148	**	223	180	**	204	183	**	119	78
	98%	98%	94%	100%	92%	100%	94%	**	99%	100%	**	99%	99%	**	98%	100%
					a											
No	53	2	6	*	9	*	7	**	3	-	**	3	3	**	2	-
	2%	2%	6%	*%	8%	*%	5%	**	1%	-%	**	1%	1%	**	2%	-%
					b											
Don't know	7	-	-	-	*	-	2	**	-	-	**	-	-	**	1	-
	*%	-%	-%	-%	*%	-%	1%	**	-%	-%	**	-%	-%	**	1%	-%

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

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

Table 18

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
HAVE BROADBAND AT HOME	2420	**	252	**	387	141	474	159	463	91	210
	98%	**	97%	**	96%	100%	98%	100%	99%	98%	99%
Yes	27	**	1	**	5	-	5	-	3	1	2
	1%	**	*%	**	1%	-%	1%	-%	1%	1%	1%
No	25	**	6	**	7	1	3	*	-	-	-
	1%	**	2%	**	2%	*%	1%	*%	-%	-%	-%
Don't know	8	**	-	**	2	-	-	-	-	1	1
	*%	**	-%	**	*%	-%	-%	-%	-%	1%	*%

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

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

Table 18

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
HAVE BROADBAND AT HOME	2420	83	88	96	103	161	148	**	223	180	**	204	183	**	119	78
	98%	98%	94%	100%	92%	100%	94%	**	99%	100%	**	99%	99%	**	98%	100%
					a											
Yes	27	2	2	*	7	-	2	**	2	-	**	3	-	**	2	-
	1%	2%	2%	*%	6%	-%	1%	**	1%	-%	**	1%	-%	**	2%	-%
No	25	-	4	-	2	*	5	**	1	-	**	-	3	**	-	-
	1%	-%	4%	-%	2%	*%	3%	**	*%	-%	**	-%	1%	**	-%	-%
Don't know	8	-	-	*	*	-	2	**	-	-	**	-	-	**	1	-
	*%	-%	-%	*%	*%	-%	1%	**	-%	-%	**	-%	-%	**	1%	-%

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

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

Table 19

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
A television set	2105	**	219	**	339	123	438	131	399	74	184
	85%	**	84%	**	85%	87%	91%	82%	86%	80%	87%
A tablet (like an iPad or Amazon Fire)	1241	**	161	**	279	90	248	63	166	31	65
	50%	**	62%	**	70%	63%	51%	40%	36%	33%	31%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1101	**	92	**	108	79	182	88	265	61	127
	44%	**	36%	**	27%	56%	38%	55%	57%	66%	60%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	669	**	24	**	68	63	127	72	146	35	72
	27%	**	9%	**	17%	44%	26%	45%	31%	38%	34%
						b					
A desktop computer/ laptop/ netbook	450	**	22	**	24	15	72	35	137	29	72
	18%	**	9%	**	6%	10%	15%	22%	29%	32%	34%
Other type of device	49	**	7	**	8	7	2	7	8	2	4
	2%	**	3%	**	2%	5%	*%	4%	2%	2%	2%
						b					
None of these/ Child does not watch TV programmes or films	83	**	12	**	10	*	12	8	13	5	8
	3%	**	5%	**	2%	*%	2%	5%	3%	6%	4%

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

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

Table 19

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Don't know	11	**	-	**	2	-	-	1	*	-	1
	*%	**	-%	**	1%	-%	-%	1%	*%	-%	*%
SUMMARY											
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2386	**	247	**	389	141	471	150	452	87	204
	96%	**	95%	**	97%	100%	98%	94%	97%	94%	96%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1941	**	201	**	324	128	352	126	376	78	166
	78%	**	78%	**	81%	90%	73%	79%	81%	84%	78%
						b					
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	281	**	28	**	49	18	33	18	53	14	20
	11%	**	11%	**	12%	12%	7%	12%	11%	15%	9%

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

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

Table 19

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
A television set	2105	61	75	90	82	143	141	**	211	164	**	177	171	**	106	68
	85%	72%	79%	94%	73%	88%	89%	**	93%	91%	**	86%	92%	**	87%	88%
			a													
A tablet (like an iPad or Amazon Fire)	1241	54	58	63	64	106	117	**	127	106	**	99	88	**	41	29
	50%	63%	62%	65%	57%	65%	74%	**	56%	59%	**	48%	47%	**	34%	38%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1101	30	31	50	25	44	49	**	104	68	**	126	111	**	71	55
	44%	35%	33%	52%	23%	27%	31%	**	46%	38%	**	61%	60%	**	58%	71%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	669	9	13	5	29	17	30	**	71	35	**	97	40	**	40	30
	27%	11%	14%	5%	26%	11%	19%	**	32%	20%	**	47%	21%	**	33%	39%
												c				
A desktop computer/ laptop/ netbook	450	9	15	8	9	11	12	**	25	27	**	58	53	**	40	30
	18%	10%	16%	8%	8%	7%	7%	**	11%	15%	**	28%	28%	**	32%	38%
Other type of device	49	4	2	1	-	3	4	**	7	-	**	5	7	**	3	1
	2%	4%	2%	1%	-%	2%	2%	**	3%	-%	**	2%	4%	**	2%	1%
None of these/ Child does not watch TV programmes or films	83	6	5	2	14	1	2	**	*	-	**	9	3	**	6	-
	3%	7%	6%	2%	12%	*%	1%	**	*%	-%	**	4%	1%	**	5%	-%
					bc											

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

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

Table 19

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Don't know	11	-	-	-	2	-	-	**	-	-	**	*	-	**	1	-
	%	-%	-%	-%	2%	-%	-%	**	-%	-%	**	*%	-%	**	1%	-%
SUMMARY																
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2386	79	89	94	96	161	156	**	225	180	**	198	183	**	115	78
	96%	93%	94%	98%	86%	100%	99%	**	100%	100%	**	96%	99%	**	94%	100%
						a	a									
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1941	69	70	79	78	128	139	**	171	144	**	178	147	**	93	68
	78%	81%	75%	82%	70%	79%	88%	**	76%	80%	**	86%	79%	**	77%	87%
							a									
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	281	18	14	4	14	18	15	**	15	16	**	20	12	**	9	9
	11%	21%	15%	4%	12%	11%	10%	**	7%	9%	**	10%	6%	**	7%	12%
			c													

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

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

Table 20

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1911	**	188	**	330	121	354	130	382	71	166
	77%	**	73%	**	82%	85%	73%	82%	82%	77%	78%
On other websites or apps like YouTube or Vimeo	1229	**	140	**	197	86	231	83	236	49	106
	50%	**	54%	**	49%	61%	48%	52%	51%	53%	50%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1195	**	124	**	187	62	231	91	237	44	122
	48%	**	48%	**	47%	44%	48%	57%	51%	48%	57%
As they are broadcast on scheduled TV	987	**	110	**	173	45	208	77	172	34	87
	40%	**	43%	**	43%	32%	43%	48%	37%	36%	41%
TV that has been recorded by someone in the household	626	**	50	**	109	43	119	40	128	22	49
	25%	**	19%	**	27%	31%	25%	25%	27%	24%	23%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	322	**	17	**	38	28	67	40	59	14	23
	13%	**	7%	**	10%	20%	14%	25%	13%	15%	11%
Blu rays/ DVDs/ videos	291	**	21	**	63	19	58	35	47	9	18
	12%	**	8%	**	16%	13%	12%	22%	10%	9%	8%

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

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

Table 20

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
None of these	60	**	9	**	9	*	13	1	2	5	9
	2%	**	3%	**	2%	*%	3%	1%	1%	6%	4%
Don't know	16	**	-	**	2	-	-	1	*	2	1
	1%	**	-%	**	1%	-%	-%	*%	*%	3%	1%
SUMMARY											
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2404	**	250	**	390	141	469	158	463	85	203
	97%	**	97%	**	97%	100%	97%	99%	99%	92%	95%

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

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

Table 20

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1911	50	64	77	69	139	138	**	166	158	**	175	163	**	90	69
	77%	59%	69%	80%	62%	86%	87%	**	73%	88%	**	84%	88%	**	74%	89%
			a		a	a									b	
On other websites or apps like YouTube or Vimeo	1229	47	46	56	61	64	83	**	103	95	**	119	99	**	53	51
	50%	55%	49%	58%	54%	39%	53%	**	46%	53%	**	58%	53%	**	44%	66%
															b	
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1195	30	42	60	29	84	93	**	99	114	**	97	124	**	75	48
	48%	35%	45%	62%	26%	52%	59%	**	44%	63%	**	47%	67%	**	62%	62%
			a		a	a							b			
As they are broadcast on scheduled TV	987	29	40	45	33	76	62	**	104	69	**	83	94	**	57	31
	40%	34%	43%	46%	29%	47%	40%	**	46%	38%	**	40%	51%	**	47%	40%
TV that has been recorded by someone in the household	626	19	22	24	25	49	53	**	62	55	**	46	67	**	30	24
	25%	23%	23%	25%	22%	30%	34%	**	28%	31%	**	22%	36%	**	24%	31%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	322	10	7	9	9	13	26	**	46	37	**	42	25	**	15	12
	13%	12%	8%	10%	8%	8%	16%	**	20%	21%	**	20%	13%	**	12%	16%
Blu rays/ DVDs/ videos	291	8	8	5	11	25	19	**	35	30	**	40	21	**	12	7
	12%	9%	9%	5%	10%	15%	12%	**	15%	17%	**	19%	11%	**	10%	9%

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

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

Table 20

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
None of these	60	6	7	-	9	1	*	**	*	2	**	1	2	**	5	*
	2%	7%	7%	-%	8%	1%	*%	**	*%	1%	**	1%	1%	**	4%	*%
Don't know	16	-	-	-	2	-	-	**	-	-	**	-	-	**	1	-
	1%	-%	-%	-%	2%	-%	-%	**	-%	-%	**	-%	-%	**	1%	-%

SUMMARY

WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2404	79	87	96	101	161	157	**	225	178	**	206	183	**	115	78
	97%	93%	93%	100%	90%	99%	100%	**	100%	99%	**	99%	99%	**	95%	100%
						a	a									

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

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

Table 21

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
A lot	1304	**	162	**	295	68	300	73	186	25	62
	55%	**	73%	**	77%	48%	63%	46%	40%	27%	29%
Some	849	**	31	**	72	67	139	68	235	46	115
	36%	**	14%	**	19%	47%	29%	43%	51%	49%	54%
Not very much	214	**	20	**	15	7	31	19	41	18	34
	9%	**	9%	**	4%	5%	6%	12%	9%	19%	16%
Nothing	20	**	8	**	3	-	3	-	2	3	1
	1%	**	4%	**	1%	-%	1%	-%	*%	3%	*%
Don't know	5	**	-	**	*	-	-	-	-	1	1
	*%	**	-%	**	*%	-%	-%	-%	-%	1%	1%

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

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

Table 21

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
A lot	1304	46	54	68	**	121	112	**	142	115	**	94	77	**	38	21
	55%	61%	69%	84%	**	78%	74%	**	63%	64%	**	46%	41%	**	31%	27%
				a												
Some	849	16	17	6	**	29	31	**	67	61	**	97	91	**	64	39
	36%	21%	22%	7%	**	19%	21%	**	30%	34%	**	47%	49%	**	52%	50%
Not very much	214	10	5	7	**	5	9	**	17	5	**	15	18	**	18	17
	9%	14%	6%	8%	**	4%	6%	**	7%	3%	**	7%	10%	**	15%	22%
Nothing	20	3	3	*	**	-	-	**	-	-	**	-	-	**	1	1
	1%	4%	3%	*%	**	-%	-%	**	-%	-%	**	-%	-%	**	1%	1%
Don't know	5	-	-	-	**	-	-	**	-	-	**	-	-	**	1	-
	*%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%	**	1%	-%

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

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

Table 22

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 99%											
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Rules about the video content they watch online	1638 68%	** **	144 65%	** **	313 81%	112 79%	391 83%	120 75%	311 67%	39 42%	70 33%
Rules about the types of websites or apps they can use	1611 67%	** **	140 63%	** **	288 75%	117 83%	383 81%	114 72%	308 66%	40 44%	83 39%
Rules about spending money online	1547 65%	** **	89 40%	** **	235 61%	105 74%	363 77%	124 78%	341 73%	50 54%	112 53%
Rules about who they can contact online	1518 63%	** **	105 47%	** **	232 60%	110 78%	384 81%	117 73%	312 67%	41 44%	86 40%
Rules about the information they can share online	1449 61%	** **	95 43%	** **	215 56%	98 70%	340 72%	115 72%	324 70%	45 49%	104 49%
Rules about how much time they spend online	1381 58%	** **	133 60%	** **	289 75%	93 65%	312 66%	77 48%	264 57%	26 29%	66 31%
Rules about when they can go online	1220 51%	** **	123 55%	** **	259 67%	85 60%	306 65%	76 48%	200 43%	19 20%	39 18%
Other rules	68 3%	** **	15 7%	** **	13 3%	5 3%	15 3%	1 1%	14 3%	1 1%	1 *

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

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

Table 22

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
No, do not have any rules	136	**	19	**	7	-	1	5	19	14	49
	6%	**	9%	**	2%	-%	*%	3%	4%	15%	23%
SUMMARY											
ANY RULES	2256	**	202	**	379	141	472	155	446	78	164
	94%	**	91%	**	98%	100%	100%	97%	96%	85%	77%

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

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

Table 22

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Rules about the video content they watch online	1638 68%	53 70%	40 51%	56 70%	** **	115 74%	133 87%	** **	169 75%	163 90%	** **	142 69%	131 71%	** **	45 37%	24 30%
Rules about the types of websites or apps they can use	1611 67%	43 57%	41 52%	54 67%	** **	109 70%	113 74%	** **	173 77%	161 90%	** **	142 68%	130 70%	** **	54 44%	29 37%
Rules about spending money online	1547 65%	31 41%	26 32%	37 46%	** **	95 61%	83 55%	** **	161 71%	151 84%	** **	152 74%	141 76%	** **	63 52%	43 55%
Rules about who they can contact online	1518 63%	40 54%	31 39%	37 46%	** **	90 58%	84 55%	** **	172 76%	164 91%	** **	151 73%	131 71%	** **	53 44%	30 38%
Rules about the information they can share online	1449 61%	33 45%	26 33%	36 44%	** **	84 54%	79 52%	** **	165 73%	138 77%	** **	144 70%	141 76%	** **	61 50%	39 50%
Rules about how much time they spend online	1381 58%	43 57%	39 50%	50 62%	** **	118 76%	110 72%	** **	132 59%	137 76%	** **	108 52%	97 52%	** **	34 28%	21 27%
Rules about when they can go online	1220 51%	40 53%	39 49%	47 58%	** **	100 64%	108 71%	** **	136 60%	142 79%	** **	89 43%	94 51%	** **	24 20%	13 16%
Other rules	68 3%	* 1%	3 3%	6 8%	** **	3 2%	6 4%	** **	9 4%	10 6%	** **	12 6%	* *%	** **	1 1%	2 2%

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

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

Table 22

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
No, do not have any rules	136	4	10	7	**	2	5	**	*	1	**	9	2	**	21	18
	6%	5%	13%	9%	**	2%	3%	**	*%	*%	**	4%	1%	**	18%	23%
SUMMARY																
ANY RULES	2256	71	68	74	**	153	147	**	225	179	**	198	184	**	100	60
	94%	95%	87%	91%	**	98%	97%	**	100%	100%	**	96%	99%	**	82%	77%

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

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

Table 23

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Asking about what they are doing or have been doing online	1400	**	80	**	194	79	343	120	327	42	103
	59%	**	36%	**	50%	56%	72%	75%	70%	46%	48%
Being nearby and regularly checking what they do	1322	**	148	**	309	109	331	84	147	14	32
	55%	**	67%	**	80%	77%	70%	53%	32%	15%	15%
								b			
Check the browser/ device history after they have been online	840	**	53	**	101	70	242	73	178	19	33
	35%	**	24%	**	26%	50%	51%	46%	38%	21%	16%
Sitting beside them and watching or helping them while they are online	655	**	132	**	193	45	120	30	32	11	14
	27%	**	60%	**	50%	32%	25%	19%	7%	12%	6%
								b			
Other types of supervision	209	**	12	**	24	17	56	19	38	9	11
	9%	**	5%	**	6%	12%	12%	12%	8%	10%	5%
No, don't supervise their online access and use	230	**	9	**	5	4	7	10	74	33	77
	10%	**	4%	**	1%	3%	1%	6%	16%	36%	36%

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

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

Table 23

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
SUMMARY											
ANY TYPES OF SUPERVISION	2162	**	213	**	381	137	467	150	391	60	136
	90%	**	96%	**	99%	97%	99%	94%	84%	64%	64%

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

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

Table 23

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Asking about what they are doing or have been doing online	1400	28	35	28	**	65	75	**	151	142	**	147	137	**	68	33
	59%	37%	45%	35%	**	42%	49%	**	67%	79%	**	71%	74%	**	56%	42%
Being nearby and regularly checking what they do	1322	56	48	54	**	117	115	**	161	135	**	81	78	**	23	10
	55%	75%	61%	67%	**	75%	76%	**	71%	75%	**	39%	42%	**	19%	13%
Check the browser/ device history after they have been online	840	17	19	24	**	42	34	**	111	97	**	98	80	**	24	14
	35%	23%	24%	29%	**	27%	22%	**	49%	54%	**	47%	43%	**	19%	17%
Sitting beside them and watching or helping them while they are online	655	35	47	54	**	84	76	**	53	51	**	27	17	**	9	4
	27%	47%	59%	66%	**	54%	50%	**	24%	28%	**	13%	9%	**	7%	6%
Other types of supervision	209	5	3	2	**	8	19	**	29	28	**	22	14	**	10	3
	9%	6%	3%	2%	**	5%	13%	**	13%	15%	**	11%	7%	**	8%	3%
No, don't supervise their online access and use	230	1	2	5	**	*	5	**	1	10	**	29	27	**	35	34
	10%	2%	3%	6%	**	*%	4%	**	*%	6%	**	14%	14%	**	28%	44%
SUMMARY																
ANY TYPES OF SUPERVISION	2162	73	76	76	**	155	147	**	225	170	**	178	159	**	87	44
	90%	98%	97%	94%	**	100%	96%	**	100%	94%	**	86%	86%	**	72%	56%

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

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

Table 24

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Yes	2056	**	100	**	289	138	453	155	444	87	196
	86%	**	45%	**	75%	97%	96%	97%	95%	94%	92%
No	305	**	117	**	90	4	18	1	16	4	14
	13%	**	53%	**	23%	3%	4%	*%	3%	4%	7%
Don't know	31	**	5	**	7	-	2	4	6	2	3
	1%	**	2%	**	2%	-%	1%	2%	1%	2%	1%

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

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

Table 24

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Yes	2056	43	41	34	**	130	104	**	207	179	**	204	182	**	114	72
	86%	58%	52%	42%	**	83%	68%	**	92%	99%	**	99%	98%	**	93%	92%
No	305	31	35	47	**	23	47	**	18	1	**	3	3	**	6	6
	13%	42%	44%	58%	**	15%	31%	**	8%	1%	**	1%	2%	**	5%	8%
Don't know	31	*	3	*	**	3	2	**	*	*	**	-	-	**	2	-
	1%	*%	4%	*%	**	2%	1%	**	*%	*%	**	-%	-%	**	2%	-%

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

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

Table 25

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	1973	31	170	76	286	95	361	120	355	114	275
Effective Weighted Sample	1012	18	80	38	154	55	182	62	188	103	245
Total	2056	27	100	74	289	138	453	155	444	87	196
At least every few weeks	1029	**	65	**	157	**	238	78	216	23	63
	50%	**	65%	**	54%	**	53%	50%	49%	27%	32%
At least every few months	584	**	9	**	77	**	136	49	130	29	59
	28%	**	9%	**	27%	**	30%	32%	29%	33%	30%
Less often than every few months, but more than once	348	**	22	**	44	**	72	15	78	28	54
	17%	**	22%	**	15%	**	16%	10%	18%	33%	27%
Have talked to them once, and not since then	76	**	1	**	5	**	7	10	20	6	15
	4%	**	1%	**	2%	**	2%	7%	5%	7%	8%
Don't know	20	**	3	**	5	**	-	3	-	1	4
	1%	**	3%	**	2%	**	-%	2%	-%	1%	2%

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

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

Table 25

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1973	63	73	55	77	146	101	93	168	146	85	169	158	81	143	114
Effective Weighted Sample	1012	34	34	26	41	72	56	52	80	81	45	85	88	76	131	101
Total	2056	43	41	34	83	130	104	135	207	179	117	204	182	64	114	72
At least every few weeks	1029	**	**	**	**	67	56	**	111	89	**	97	78	**	36	21
	50%	**	**	**	**	52%	54%	**	54%	50%	**	47%	43%	**	31%	29%
At least every few months	584	**	**	**	**	42	27	**	70	61	**	67	52	**	38	17
	28%	**	**	**	**	32%	26%	**	34%	34%	**	33%	29%	**	33%	24%
Less often than every few months, but more than once	348	**	**	**	**	16	18	**	24	27	**	30	45	**	30	28
	17%	**	**	**	**	12%	18%	**	11%	15%	**	15%	25%	**	27%	39%
Have talked to them once, and not since then	76	**	**	**	**	2	-	**	2	1	**	11	7	**	9	5
	4%	**	**	**	**	2%	-%	**	1%	1%	**	5%	4%	**	8%	7%
Don't know	20	**	**	**	**	3	2	**	-	-	**	-	-	**	2	1
	1%	**	**	**	**	2%	2%	**	-%	-%	**	-%	-%	**	1%	1%

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

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

Table 26

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
At least every few weeks	1029	**	65	**	157	71	238	78	216	23	63
	43%	**	29%	**	41%	50%	50%	49%	46%	25%	30%
At least every few months	584	**	9	**	77	53	136	49	130	29	59
	24%	**	4%	**	20%	38%	29%	31%	28%	31%	28%
Less often than every few months, but more than once	348	**	22	**	44	9	72	15	78	28	54
	15%	**	10%	**	11%	6%	15%	9%	17%	31%	25%
Have talked to them once, and not since then	76	**	1	**	5	4	7	10	20	6	15
	3%	**	*%	**	1%	3%	1%	6%	4%	6%	7%
Don't know	20	**	3	**	5	-	-	3	-	1	4
	1%	**	2%	**	1%	-%	-%	2%	-%	1%	2%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	336	**	122	**	97	4	21	4	21	6	17
	14%	**	55%	**	25%	3%	4%	3%	5%	6%	8%

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

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

Table 26

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
At least every few weeks	1029	30	19	22	**	67	56	**	111	89	**	97	78	**	36	21
	43%	41%	25%	28%	**	43%	37%	**	49%	50%	**	47%	42%	**	29%	27%
At least every few months	584	6	7	4	**	42	27	**	70	61	**	67	52	**	38	17
	24%	8%	9%	5%	**	27%	18%	**	31%	34%	**	32%	28%	**	31%	22%
Less often than every few months, but more than once	348	6	12	7	**	16	18	**	24	27	**	30	45	**	30	28
	15%	7%	15%	9%	**	10%	12%	**	10%	15%	**	14%	24%	**	25%	36%
Have talked to them once, and not since then	76	*	1	*	**	2	-	**	2	1	**	11	7	**	9	5
	3%	*%	1%	*%	**	2%	-%	**	1%	1%	**	5%	4%	**	7%	6%
Don't know	20	2	2	-	**	3	2	**	-	-	**	-	-	**	2	1
	1%	2%	2%	-%	**	2%	2%	**	-%	-%	**	-%	-%	**	1%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	336	32	38	47	**	26	49	**	19	1	**	3	3	**	8	6
	14%	42%	48%	58%	**	17%	32%	**	8%	1%	**	1%	2%	**	7%	8%

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

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

Table 27

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1558 63%	** **	149 58%	** **	264 66%	106 75%	310 64%	111 70%	306 66%	55 59%	118 56%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1437 58%	** **	152 59%	** **	239 60%	97 68%	299 62%	100 63%	292 63%	47 51%	99 47%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1378 56%	** **	128 50%	** **	210 52%	80 56%	268 56%	110 69%	279 60%	44 48%	119 56%

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

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

Table 27

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1256 51%	**	142 55%	**	215 54%	88 62%	255 53%	92 57%	241 52%	38 41%	85 40%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1157 47%	**	112 43%	**	214 53%	67 48%	251 52%	89 56%	233 50%	29 31%	65 31%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1124 45%	**	110 42%	**	191 48%	67 47%	235 49%	88 55%	249 53%	33 36%	63 30%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	842 34%	**	86 33%	**	141 35%	39 28%	177 37%	73 46%	181 39%	27 29%	52 25%
None of these	161 7%	**	16 6%	**	27 7%	1 1%	30 6%	4 3%	27 6%	11 12%	25 12%

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

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

Table 27

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Don't know	52	**	9	**	5	1	1	3	12	6	3
	2%	**	4%	**	1%	*/%	*/%	2%	3%	6%	1%
										b	
SUMMARY											
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2266	**	233	**	369	140	451	153	427	76	185
	91%	**	90%	**	92%	99%	93%	96%	92%	82%	87%

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

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

Table 27

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1558 63%	53 62%	53 56%	56 58%	66 59%	116 72%	102 65%	** **	149 66%	129 72%	** **	156 76%	114 61%	** **	65 54%	53 68%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1437 58%	49 57%	46 49%	56 59%	41 36%	92 57%	114 72%	** **	123 54%	133 74%	** **	132 64%	118 63%	** **	56 46%	45 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)	1378 56%	46 53%	46 49%	49 51%	52 47%	88 54%	97 61%	** **	135 60%	105 58%	** **	132 64%	125 67%	** **	60 49%	54 69%

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

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

Table 27

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1256 51%	42 49%	44 47%	59 61%	41 37%	79 49%	98 62%	** **	106 47%	113 63%	** **	130 63%	104 56%	** **	44 36%	41 53%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1157 47%	28 33%	36 39%	52 54%	43 38%	80 49%	89 56%	** **	98 43%	123 68%	** **	126 61%	101 55%	** **	38 31%	34 44%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1124 45%	38 44%	31 33%	44 45%	54 48%	72 44%	79 50%	** **	91 40%	108 60%	** **	128 62%	100 54%	** **	36 30%	33 42%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	842 34%	30 36%	18 19%	34 35%	32 29%	49 30%	59 38%	** **	57 25%	86 48%	** **	102 49%	84 45%	** **	30 25%	27 35%

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

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

Table 27

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
None of these	161	4	4	7	10	6	8	**	15	5	**	11	10	**	17	5
	7%	5%	5%	7%	9%	4%	5%	**	7%	3%	**	5%	6%	**	14%	6%
Don't know	52	1	6	3	3	3	-	**	1	*	**	*	5	**	2	1
	2%	1%	7%	3%	2%	2%	-%	**	*%	*%	**	*%	2%	**	2%	1%

SUMMARY

AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2266	80	83	86	99	153	149	**	210	174	**	196	171	**	102	72
	91%	94%	89%	89%	88%	94%	95%	**	93%	97%	**	95%	92%	**	84%	93%

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

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

Table 28

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	734 30%	** **	61 24%	** **	104 26%	47 33%	133 28%	66 42%	143 31%	30 33%	53 25%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	711 29%	** **	78 30%	** **	132 33%	48 34%	136 28%	41 26%	138 30%	20 21%	38 18%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	804 32%	** **	87 33%	** **	148 37%	56 39%	187 39%	51 32%	160 34%	19 20%	36 17%

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

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

Table 28

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	746 30%	** **	84 33%	** **	147 37%	63 44%	176 36%	54 34%	128 28%	14 15%	23 11%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	336 14%	** **	34 13%	** **	55 14%	23 17%	73 15%	24 15%	78 17%	11 12%	9 4%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	692 28%	** **	72 28%	** **	148 37%	46 32%	183 38%	43 27%	115 25%	11 12%	18 8%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	640 26%	** **	62 24%	** **	126 31%	38 27%	163 34%	38 24%	123 27%	11 12%	19 9%
None of these	570 23%	** **	64 25%	** **	79 20%	15 11%	75 16%	19 12%	136 29%	34 37%	95 45%

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

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

Table 28

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Don't know	98	**	15	**	10	1	7	7	25	6	5
	4%	**	6%	**	2%	*%	2%	4%	5%	6%	2%
SUMMARY											
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1812	**	179	**	312	126	400	134	304	52	113
	73%	**	69%	**	78%	89%	83%	84%	65%	56%	53%
								b			

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

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

Table 28

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

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	734 30%	25 29%	21 23%	27 29%	26 24%	54 33%	54 34%	** **	76 34%	49 27%	** **	73 35%	75 40%	** **	34 28%	22 28%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	711 29%	33 39%	32 34%	25 26%	36 32%	64 40%	49 31%	** **	74 33%	54 30%	** **	69 34%	45 25%	** **	30 25%	15 19%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	804 32%	28 32%	26 27%	34 36%	28 25%	54 34%	65 42%	** **	63 28%	93 52%	** **	74 36%	54 29%	** **	23 19%	16 21%

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

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

Table 28

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	746 30%	25 29%	23 25%	34 35%	26 24%	60 37%	56 35%	** **	81 36%	76 42%	** **	69 33%	60 33%	** **	17 14%	10 12%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	336 14%	16 19%	5 5%	11 11%	11 10%	20 12%	27 17%	** **	21 9%	38 21%	** **	38 18%	21 11%	** **	11 9%	4 5%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	692 28%	19 23%	18 20%	34 35%	31 28%	67 41%	57 36%	** **	69 30%	90 50% b	** **	65 31%	37 20%	** **	11 9%	9 12%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	640 26%	25 29%	17 18%	22 22%	37 33%	51 31%	49 31%	** **	67 30%	64 35%	** **	65 31%	39 21%	** **	14 11%	8 10%
None of these	570 23%	15 18%	22 24%	25 26%	26 23%	15 9%	30 19%	** **	43 19%	14 8%	** **	59 29%	48 26%	** **	49 40%	35 45%

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

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

Table 28

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

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Don't know	98	4	8	6	3	5	-	**	2	2	**	*	5	**	2	1
	4%	4%	9%	6%	2%	3%	-%	**	1%	1%	**	*%	2%	**	2%	2%
SUMMARY																
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1812	67	64	65	83	142	127	**	182	164	**	147	133	**	71	42
	73%	78%	68%	68%	74%	88%	81%	**	80%	91%	**	71%	72%	**	58%	54%

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

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

Table 29

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

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	~a	b
Unweighted total	1416	32	219	51	221	59	224	84	228	63	174
Effective Weighted Sample	702	19	105	25	117	33	111	43	117	56	155
Total	1378	27	128	50	210	80	268	110	279	44	119
I can trust my child to be sensible/ responsible	591	**	18	**	54	**	124	**	164	**	77
	43%	**	14%	**	26%	**	46%	**	59%	**	65%
I prefer to supervise my child's online use by talking to them and setting rules	537	**	38	**	97	**	139	**	112	**	28
	39%	**	30%	**	46%	**	52%	**	40%	**	24%
My child is too young/ don't need to worry about this yet	244	**	71	**	85	**	23	**	12	**	1
	18%	**	55%	**	40%	**	9%	**	4%	**	1%
Content filters block too much/ get in the way	201	**	13	**	27	**	39	**	41	**	14
	15%	**	10%	**	13%	**	14%	**	15%	**	12%
Content filters don't block enough	185	**	10	**	18	**	42	**	33	**	9
	13%	**	8%	**	9%	**	16%	**	12%	**	8%
My child can find a way around content filters	168	**	11	**	17	**	30	**	29	**	21
	12%	**	8%	**	8%	**	11%	**	10%	**	18%
Content filters are complicated to use	128	**	9	**	22	**	17	**	22	**	12
	9%	**	7%	**	11%	**	6%	**	8%	**	10%

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

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

Table 29

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	~a	b
Unweighted total	1416	32	219	51	221	59	224	84	228	63	174
Effective Weighted Sample	702	19	105	25	117	33	111	43	117	56	155
Total	1378	27	128	50	210	80	268	110	279	44	119
None of these apply	135	**	12	**	26	**	28	**	32	**	10
	10%	**	10%	**	12%	**	10%	**	11%	**	8%
Don't know	53	**	3	**	5	**	14	**	17	**	2
	4%	**	2%	**	3%	**	5%	**	6%	**	2%

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

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

Table 29

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

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
Significance Level: 99%		~a	~b	~c	~a	b	~c	~a	b	~c	~a	b	c	~a	~b	~c
Unweighted total	1416	65	90	81	49	100	97	52	103	95	49	102	113	47	80	86
Effective Weighted Sample	702	35	39	42	26	49	55	29	52	50	23	51	62	43	72	76
Total	1378	46	46	49	52	88	97	71	135	105	59	132	125	35	60	54
I can trust my child to be sensible/responsible	591 43%	** **	** **	** **	** **	24 28%	** **	** **	49 37%	** **	** **	77 58%	77 62%	** **	** **	** **
I prefer to supervise my child's online use by talking to them and setting rules	537 39%	** **	** **	** **	** **	43 49%	** **	** **	56 42%	** **	** **	52 40%	55 44%	** **	** **	** **
My child is too young/ don't need to worry about this yet	244 18%	** **	** **	** **	** **	35 40%	** **	** **	9 6%	** **	** **	5 4%	6 5%	** **	** **	** **
Content filters block too much/ get in the way	201 15%	** **	** **	** **	** **	6 7%	** **	** **	25 19%	** **	** **	35 27%	12 9%	** **	** **	** **
Content filters don't block enough	185 13%	** **	** **	** **	** **	10 12%	** **	** **	20 15%	** **	** **	22 17%	17 14%	** **	** **	** **
My child can find a way around content filters	168 12%	** **	** **	** **	** **	13 15%	** **	** **	22 17%	** **	** **	25 19%	14 11%	** **	** **	** **
Content filters are complicated to use	128 9%	** **	** **	** **	** **	7 8%	** **	** **	17 13%	** **	** **	15 11%	13 11%	** **	** **	** **

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

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

Table 29

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

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
Significance Level: 99%		~a	~b	~c	~a	b	~c	~a	b	~c	~a	b	c	~a	~b	~c
Unweighted total	1416	65	90	81	49	100	97	52	103	95	49	102	113	47	80	86
Effective Weighted Sample	702	35	39	42	26	49	55	29	52	50	23	51	62	43	72	76
Total	1378	46	46	49	52	88	97	71	135	105	59	132	125	35	60	54
None of these apply	135	**	**	**	**	8	**	**	21	**	**	11	15	**	**	**
	10%	**	**	**	**	10%	**	**	16%	**	**	9%	12%	**	**	**
Don't know	53	**	**	**	**	3	**	**	6	**	**	7	1	**	**	**
	4%	**	**	**	**	3%	**	**	5%	**	**	5%	1%	**	**	**

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

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

Table 30

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

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

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

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

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

Columns Tested: a,b

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

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

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

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

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

Columns Tested: a,b

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

Table 31

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Strongly disagree	465 19%	** **	67 30%	** **	119 31%	28 20%	112 24%	11 7%	62 13%	6 6%	12 6%
Slightly disagree	554 23%	** **	48 22%	** **	108 28%	47 33%	99 21%	63 40%	100 21%	20 21%	39 18%
Neither agree nor disagree	663 28%	** **	53 24%	** **	79 21%	31 22%	148 31%	42 26%	139 30%	20 22%	70 33%
Slightly agree	458 19%	** **	26 12%	** **	38 10%	24 17%	77 16%	38 24%	124 27%	32 35%	64 30%
Strongly agree	192 8%	** **	20 9%	** **	25 7%	8 5%	31 6%	6 3%	34 7%	11 12%	25 12%
Don't know	60 2%	** **	8 3%	** **	16 4%	4 3%	7 1%	1 1%	6 1%	4 4%	3 1%
SUMMARY											
TOTAL DISAGREE	1019 43%	** **	115 52%	** **	227 59%	75 53%	210 44%	74 46%	161 35%	25 27%	51 24%
TOTAL AGREE	651 27%	** **	46 21%	** **	63 16%	32 22%	108 23%	43 27%	159 34%	43 47%	89 42%
TOTAL NEITHER/ DON'T KNOW	722 30%	** **	61 27%	** **	95 25%	35 25%	155 33%	43 27%	145 31%	24 26%	73 34%

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

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

Table 31

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Strongly disagree	465 19%	18 24%	16 20%	27 34%	** **	41 26%	49 32%	** **	57 25%	50 28%	** **	20 10%	24 13%	** **	9 7%	2 2%
Slightly disagree	554 23%	14 19%	13 16%	24 30%	** **	31 20%	52 34%	** **	40 18%	55 31%	** **	53 25%	54 29%	** **	20 17%	16 20%
Neither agree nor disagree	663 28%	19 25%	22 28%	14 18%	** **	48 31%	23 15%	** **	64 28%	36 20%	** **	58 28%	33 18%	** **	41 34%	22 28%
Slightly agree	458 19%	10 13%	19 25%	4 4%	** **	18 12%	17 11%	** **	57 25%	27 15%	** **	56 27%	58 31%	** **	42 34%	25 32%
Strongly agree	192 8%	13 17%	6 8%	8 10%	** **	13 9%	8 6%	** **	8 4%	12 7%	** **	19 9%	15 8%	** **	9 7%	13 17%
Don't know	60 2%	2 2%	2 3%	3 4%	** **	3 2%	3 2%	** **	1 *%	* *%	** **	- -%	1 *%	** **	1 1%	- -%
SUMMARY																
TOTAL DISAGREE	1019 43%	32 42%	28 36%	51 64%	** **	72 46%	101 66%	** **	96 43%	105 58%	** **	73 35%	79 42%	** **	29 24%	17 22%
TOTAL AGREE	651 27%	23 30%	25 32%	12 15%	** **	32 20%	26 17%	** **	65 29%	39 22%	** **	76 37%	73 40%	** **	50 41%	39 50%
TOTAL NEITHER/ DON'T KNOW	722 30%	20 27%	25 31%	17 22%	** **	52 33%	26 17%	** **	64 28%	36 20%	** **	58 28%	34 18%	** **	42 35%	22 28%

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

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

Table 33

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Strongly disagree	178 7%	** **	13 6%	** **	33 9%	9 6%	55 12%	6 4%	29 6%	6 7%	9 4%
Slightly disagree	385 16%	** **	38 17%	** **	63 16%	26 18%	81 17%	37 23%	78 17%	11 12%	26 12%
Neither agree nor disagree	831 35%	** **	70 32%	** **	134 35%	44 31%	164 35%	59 37%	150 32%	33 36%	83 39%
Slightly agree	679 28%	** **	62 28%	** **	101 26%	39 28%	131 28%	51 32%	145 31%	24 26%	68 32%
Strongly agree	269 11%	** **	30 14%	** **	45 12%	16 11%	38 8%	7 4%	57 12%	14 16%	23 11%
Don't know	50 2%	** **	9 4%	** **	10 3%	7 5%	5 1%	- -	7 2%	4 4%	4 2%
SUMMARY											
TOTAL DISAGREE	563 24%	** **	51 23%	** **	96 25%	35 24%	136 29%	43 27%	107 23%	17 19%	34 16%
TOTAL AGREE	948 40%	** **	92 41%	** **	145 38%	56 39%	169 36%	58 36%	201 43%	38 41%	91 43%
TOTAL NEITHER/ DON'T KNOW	881 37%	** **	79 36%	** **	145 37%	51 36%	169 36%	59 37%	157 34%	37 40%	87 41%

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

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

Table 33

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Strongly disagree	178 7%	4 5%	1 2%	9 12%	** **	15 9%	9 6%	** **	37 16%	13 7%	** **	18 9%	10 5%	** **	3 2%	4 5%
Slightly disagree	385 16%	9 11%	14 18%	16 19%	** **	17 11%	32 21%	** **	37 16%	29 16%	** **	32 16%	43 23%	** **	14 11%	11 14%
Neither agree nor disagree	831 35%	28 37%	28 36%	23 29%	** **	54 35%	46 30%	** **	73 33%	56 31%	** **	37 18%	49 26%	** **	48 40%	27 35%
Slightly agree	679 28%	15 21%	24 30%	18 22%	** **	35 22%	51 34%	** **	60 27%	60 33%	** **	82 40%	64 34%	** **	44 36%	23 29%
Strongly agree	269 11%	16 21%	10 13%	12 14%	** **	32 21%	12 8%	** **	18 8%	18 10%	** **	33 16%	17 9%	** **	11 9%	13 17%
Don't know	50 2%	3 5%	* 1%	3 4%	** **	4 2%	2 2%	** **	- -%	5 3%	** **	4 2%	3 2%	** **	2 2%	1 1%
SUMMARY																
TOTAL DISAGREE	563 24%	13 17%	16 20%	25 31%	** **	31 20%	41 27%	** **	73 33%	42 23%	** **	51 24%	53 29%	** **	16 14%	14 19%
TOTAL AGREE	948 40%	31 41%	34 43%	29 36%	** **	67 43%	64 42%	** **	79 35%	78 43%	** **	116 56%	81 44%	** **	55 45%	36 46%
TOTAL NEITHER/ DON'T KNOW	881 37%	31 42%	29 37%	27 33%	** **	58 37%	48 31%	** **	73 33%	60 33%	** **	41 20%	52 28%	** **	50 41%	28 36%

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

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

Table 35

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Strongly disagree	122 5%	** **	14 6%	** **	26 7%	4 3%	32 7%	8 5%	12 3%	5 5%	6 3%
Slightly disagree	275 11%	** **	27 12%	** **	54 14%	18 13%	68 14%	23 14%	34 7%	7 7%	18 8%
Neither agree nor disagree	642 27%	** **	71 32%	** **	108 28%	35 25%	146 31%	35 22%	103 22%	26 28%	44 21%
Slightly agree	808 34%	** **	66 30%	** **	130 34%	47 33%	145 31%	60 38%	189 41%	29 31%	76 36%
Strongly agree	494 21%	** **	29 13%	** **	66 17%	37 26%	76 16%	30 19%	119 26%	22 24%	65 31%
Don't know	50 2%	** **	15 7%	** **	3 1%	- -%	7 1%	4 2%	7 2%	4 4%	3 2%
SUMMARY											
TOTAL DISAGREE	397 17%	** **	40 18%	** **	79 21%	22 16%	100 21%	31 19%	47 10%	12 13%	24 11%
TOTAL AGREE	1302 54%	** **	95 43%	** **	195 51%	84 60%	221 47%	90 56%	308 66%	51 55%	141 66%
TOTAL NEITHER/ DON'T KNOW	693 29%	** **	86 39%	** **	111 29%	35 25%	152 32%	39 24%	110 24%	30 32%	48 22%

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

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

Table 35

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Strongly disagree	122 5%	8 10%	3 4%	6 8%	** **	8 5%	10 7%	** **	24 11%	7 4%	** **	10 5%	8 4%	** **	3 3%	3 4%
Slightly disagree	275 11%	10 13%	15 18%	8 10%	** **	19 12%	20 13%	** **	27 12%	13 7%	** **	23 11%	18 10%	** **	12 10%	3 3%
Neither agree nor disagree	642 27%	24 32%	25 32%	21 26%	** **	48 31%	45 30%	** **	66 29%	42 23%	** **	30 15%	21 11%	** **	32 26%	11 15%
Slightly agree	808 34%	12 16%	26 33%	30 38%	** **	42 27%	57 37%	** **	79 35%	63 35%	** **	90 44%	78 42%	** **	43 36%	27 34%
Strongly agree	494 21%	15 20%	8 11%	11 14%	** **	38 24%	20 13%	** **	29 13%	55 31%	** **	53 26%	56 30%	** **	30 25%	33 43%
Don't know	50 2%	7 9%	2 2%	4 5%	** **	1 *%	- -%	** **	- -%	- -%	** **	* *%	4 2%	** **	1 1%	1 1%
SUMMARY																
TOTAL DISAGREE	397 17%	17 23%	18 22%	14 18%	** **	27 17%	30 20%	** **	51 23%	20 11%	** **	33 16%	26 14%	** **	15 13%	6 7%
TOTAL AGREE	1302 54%	27 36%	34 43%	41 51%	** **	80 51%	77 50%	** **	109 48%	118 66%	** **	143 69%	134 72%	** **	74 61%	60 77%
TOTAL NEITHER/ DON'T KNOW	693 29%	30 41%	27 34%	25 31%	** **	49 31%	45 30%	** **	66 29%	42 23%	** **	31 15%	26 14%	** **	33 27%	12 16%

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

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

Table 37

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Strongly disagree	99 4%	** **	8 4%	** **	14 4%	2 2%	22 5%	10 6%	21 4%	4 4%	7 3%
Slightly disagree	166 7%	** **	15 7%	** **	26 7%	13 9%	27 6%	13 8%	31 7%	9 10%	19 9%
Neither agree nor disagree	270 11%	** **	22 10%	** **	30 8%	7 5%	53 11%	21 13%	57 12%	11 12%	25 12%
Slightly agree	870 36%	** **	69 31%	** **	145 37%	65 46%	149 31%	65 41%	189 41%	33 35%	82 38%
Strongly agree	977 41%	** **	107 48%	** **	171 44%	54 39%	224 47%	50 31%	168 36%	33 35%	77 36%
Don't know	9 *%	** **	- -%	** **	- -%	- -%	- -%	- -%	- -%	3 4%	4 2%
SUMMARY											
TOTAL DISAGREE	265 11%	** **	23 10%	** **	40 10%	15 10%	48 10%	24 15%	52 11%	13 14%	26 12%
TOTAL AGREE	1848 77%	** **	176 80%	** **	316 82%	120 85%	372 79%	115 72%	356 77%	66 71%	158 74%
TOTAL NEITHER/ DON'T KNOW	279 12%	** **	22 10%	** **	30 8%	7 5%	53 11%	21 13%	57 12%	14 15%	29 14%

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

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

Table 37

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Strongly disagree	99 4%	2 3%	2 3%	3 4%	** **	3 2%	5 3%	** **	4 2%	2 1%	** **	12 6%	5 3%	** **	4 3%	3 3%
Slightly disagree	166 7%	5 7%	5 6%	7 8%	** **	6 4%	16 10%	** **	6 3%	24 14% b	** **	14 7%	19 10%	** **	11 9%	10 13%
Neither agree nor disagree	270 11%	8 10%	7 9%	7 9%	** **	14 9%	11 7%	** **	22 10%	12 7%	** **	19 9%	12 7%	** **	13 11%	5 7%
Slightly agree	870 36%	23 31%	24 30%	25 31%	** **	61 39%	66 44%	** **	102 45%	55 31%	** **	74 36%	89 48%	** **	48 40%	34 44%
Strongly agree	977 41%	37 49%	41 52%	39 48%	** **	71 46%	55 36%	** **	91 40%	86 48%	** **	88 43%	60 32%	** **	44 36%	26 33%
Don't know	9 *%	- -%	- -%	- -%	** **	* *%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	2 2%	1 1%
SUMMARY																
TOTAL DISAGREE	265 11%	7 10%	7 9%	10 12%	** **	9 6%	20 13%	** **	11 5%	27 15%	** **	26 12%	24 13%	** **	14 12%	13 16%
TOTAL AGREE	1848 77%	60 80%	64 82%	63 78%	** **	133 85%	121 80%	** **	193 86%	141 78%	** **	162 78%	149 80%	** **	92 75%	60 76%
TOTAL NEITHER/ DON'T KNOW	279 12%	8 10%	7 9%	7 9%	** **	14 9%	11 7%	** **	22 10%	12 7%	** **	19 9%	12 7%	** **	16 13%	6 7%

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

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

Table 39

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	842 35%	** **	95 43%	** **	152 39%	52 37%	160 34%	65 41%	140 30%	29 31%	61 29%
Fairly concerned	704 29%	** **	43 20%	** **	108 28%	53 37%	159 34%	46 29%	147 32%	28 30%	57 27%
Neither/ nor	298 12%	** **	28 13%	** **	44 11%	9 7%	57 12%	18 11%	61 13%	11 12%	30 14%
Not very concerned	377 16%	** **	22 10%	** **	46 12%	23 16%	70 15%	24 15%	100 22%	16 17%	46 22%
Not at all concerned	148 6%	** **	29 13%	** **	30 8%	4 3%	22 5%	6 4%	17 4%	7 7%	17 8%
Don't know	23 1%	** **	4 2%	** **	6 2%	- -%	5 1%	- -%	- -%	3 3%	2 1%
SUMMARY											
TOTAL CONCERNED	1546 65%	** **	138 62%	** **	259 67%	105 74%	320 67%	111 70%	287 62%	56 61%	118 55%
TOTAL NOT CONCERNED	525 22%	** **	51 23%	** **	76 20%	27 19%	91 19%	30 19%	117 25%	23 25%	63 30%
TOTAL NEITHER/ DON'T KNOW	321 13%	** **	32 15%	** **	51 13%	9 7%	63 13%	18 11%	61 13%	13 14%	32 15%

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

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

Table 39

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	842	31	27	40	**	48	74	**	81	65	**	83	43	**	36	22
	35%	42%	35%	49%	**	31%	49%	**	36%	36%	**	40%	23%	**	30%	29%
Fairly concerned	704	14	18	15	**	53	36	**	76	65	**	63	72	**	34	25
	29%	19%	23%	19%	**	34%	23%	**	34%	36%	**	30%	39%	**	28%	32%
Neither/ nor	298	10	13	5	**	13	19	**	30	8	**	14	27	**	23	7
	12%	14%	17%	7%	**	8%	13%	**	13%	4%	**	7%	15%	**	19%	9%
Not very concerned	377	12	11	9	**	24	14	**	30	31	**	33	40	**	19	20
	16%	16%	14%	11%	**	16%	9%	**	13%	17%	**	16%	22%	**	16%	25%
Not at all concerned	148	8	7	12	**	14	10	**	8	9	**	14	4	**	9	4
	6%	10%	9%	15%	**	9%	7%	**	4%	5%	**	7%	2%	**	7%	5%
Don't know	23	*	2	*	**	3	-	**	*	2	**	-	-	**	-	-
	1%	*%	2%	*%	**	2%	-%	**	*%	1%	**	-%	-%	**	-%	-%
SUMMARY																
TOTAL CONCERNED	1546	45	46	55	**	101	110	**	157	130	**	146	115	**	71	47
	65%	60%	58%	68%	**	65%	72%	**	70%	72%	**	70%	62%	**	58%	61%
TOTAL NOT CONCERNED	525	19	18	21	**	38	24	**	38	40	**	47	44	**	28	23
	22%	26%	23%	25%	**	25%	16%	**	17%	22%	**	23%	23%	**	23%	30%
TOTAL NEITHER/ DON'T KNOW	321	11	15	6	**	16	19	**	30	10	**	14	27	**	23	7
	13%	14%	19%	7%	**	10%	13%	**	13%	5%	**	7%	15%	**	19%	9%

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

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

Table 41

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	870 36%	** **	88 40%	** **	151 39%	60 42%	190 40%	68 43%	146 31%	24 26%	55 26%
Fairly concerned	801 33%	** **	59 26%	** **	104 27%	49 35%	155 33%	57 36%	198 43%	33 36%	68 32%
Neither/ nor	320 13%	** **	26 12%	** **	52 14%	17 12%	80 17%	23 15%	52 11%	13 15%	31 14%
Not very concerned	237 10%	** **	19 8%	** **	35 9%	11 8%	40 8%	11 7%	51 11%	12 13%	37 18%
Not at all concerned	148 6%	** **	29 13%	** **	35 9%	4 3%	8 2%	* *%	17 4%	6 6%	21 10%
Don't know	17 1%	** **	2 1%	** **	8 2%	- -%	- -%	- -%	- -%	4 4%	1 *%
SUMMARY											
TOTAL CONCERNED	1671 70%	** **	146 66%	** **	255 66%	109 77%	346 73%	125 78%	345 74%	57 62%	123 58%
TOTAL NOT CONCERNED	384 16%	** **	47 21%	** **	70 18%	16 11%	48 10%	11 7%	68 15%	18 19%	59 28%
TOTAL NEITHER/ DON'T KNOW	337 14%	** **	28 12%	** **	61 16%	17 12%	80 17%	23 15%	52 11%	17 19%	32 15%

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

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

Table 41

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	870	32	23	33	**	50	61	**	87	69	**	70	67	**	28	19
	36%	43%	30%	41%	**	32%	40%	**	38%	39%	**	34%	36%	**	23%	25%
Fairly concerned	801	14	27	25	**	52	48	**	77	67	**	83	70	**	46	26
	33%	18%	34%	31%	**	33%	32%	**	34%	37%	**	40%	37%	**	38%	33%
Neither/ nor	320	15	9	4	**	18	16	**	39	21	**	29	18	**	18	10
	13%	19%	12%	5%	**	12%	11%	**	17%	12%	**	14%	10%	**	15%	13%
Not very concerned	237	8	8	9	**	15	11	**	19	19	**	17	24	**	17	18
	10%	11%	10%	11%	**	10%	7%	**	8%	10%	**	8%	13%	**	14%	23%
Not at all concerned	148	7	10	9	**	18	16	**	4	5	**	9	7	**	10	5
	6%	9%	12%	12%	**	11%	11%	**	2%	3%	**	4%	4%	**	8%	7%
Don't know	17	*	2	-	**	3	-	**	-	-	**	-	-	**	2	-
	1%	*%	2%	-%	**	2%	-%	**	-%	-%	**	-%	-%	**	2%	-%
SUMMARY																
TOTAL CONCERNED	1671	46	50	58	**	102	109	**	164	136	**	152	137	**	75	45
	70%	61%	64%	72%	**	65%	72%	**	72%	75%	**	74%	74%	**	61%	58%
TOTAL NOT CONCERNED	384	15	17	18	**	33	27	**	23	23	**	26	31	**	27	23
	16%	19%	22%	22%	**	21%	18%	**	10%	13%	**	12%	17%	**	22%	30%
TOTAL NEITHER/ DON'T KNOW	337	15	11	4	**	21	16	**	39	21	**	29	18	**	20	10
	14%	20%	14%	5%	**	14%	11%	**	17%	12%	**	14%	10%	**	17%	13%

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

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

Table 43

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	635 27%	** **	65 29%	** **	98 25%	46 32%	124 26%	46 29%	124 27%	24 26%	55 26%
Fairly concerned	680 28%	** **	53 24%	** **	93 24%	38 27%	125 26%	60 37%	149 32%	36 39%	57 27%
Neither/ nor	479 20%	** **	41 18%	** **	77 20%	28 20%	120 25%	21 13%	84 18%	15 16%	41 19%
Not very concerned	396 17%	** **	31 14%	** **	73 19%	28 20%	80 17%	20 13%	79 17%	11 12%	39 18%
Not at all concerned	159 7%	** **	27 12%	** **	40 10%	2 1%	24 5%	7 4%	19 4%	4 4%	16 8%
Don't know	42 2%	** **	4 2%	** **	5 1%	- -%	1 *%	5 3%	10 2%	3 3%	5 2%
SUMMARY											
TOTAL CONCERNED	1315 55%	** **	118 53%	** **	191 50%	84 59%	248 52%	106 66%	273 59%	60 65%	112 53%
TOTAL NOT CONCERNED	555 23%	** **	58 26%	** **	112 29%	29 21%	104 22%	27 17%	98 21%	15 16%	55 26%
TOTAL NEITHER/ DON'T KNOW	521 22%	** **	45 20%	** **	83 21%	28 20%	121 26%	27 17%	94 20%	18 19%	46 21%

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

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

Table 43

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	635	22	17	29	**	33	35	**	59	51	**	60	40	**	28	23
	27%	29%	22%	36%	**	21%	23%	**	26%	29%	**	29%	21%	**	23%	29%
Fairly concerned	680	15	20	18	**	41	50	**	61	56	**	71	68	**	35	27
	28%	21%	25%	23%	**	26%	33%	**	27%	31%	**	34%	37%	**	28%	35%
Neither/ nor	479	17	15	9	**	33	25	**	48	35	**	27	44	**	31	9
	20%	23%	19%	12%	**	21%	17%	**	21%	20%	**	13%	24%	**	25%	11%
															c	
Not very concerned	396	9	15	14	**	26	31	**	45	33	**	35	29	**	22	16
	17%	13%	19%	18%	**	17%	20%	**	20%	19%	**	17%	16%	**	18%	21%
Not at all concerned	159	9	8	9	**	20	12	**	13	4	**	11	5	**	4	3
	7%	12%	10%	11%	**	13%	8%	**	6%	2%	**	5%	3%	**	3%	4%
Don't know	42	2	4	*	**	3	-	**	*	-	**	4	-	**	2	1
	2%	3%	5%	*%	**	2%	-%	**	*%	-%	**	2%	-%	**	2%	1%
SUMMARY																
TOTAL CONCERNED	1315	37	37	48	**	74	85	**	120	107	**	131	108	**	63	49
	55%	50%	47%	59%	**	47%	55%	**	53%	60%	**	63%	58%	**	51%	64%
TOTAL NOT CONCERNED	555	18	23	23	**	46	43	**	58	38	**	45	34	**	26	19
	23%	24%	29%	29%	**	30%	28%	**	26%	21%	**	22%	18%	**	21%	24%
TOTAL NEITHER/ DON'T KNOW	521	19	19	10	**	36	25	**	48	35	**	31	44	**	33	9
	22%	26%	24%	12%	**	23%	17%	**	21%	20%	**	15%	24%	**	27%	12%
															c	

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

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

Table 45

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	950	**	104	**	176	56	178	67	170	27	72
	40%	**	47%	**	46%	39%	38%	42%	37%	29%	34%
Fairly concerned	676	**	50	**	84	34	141	60	156	35	44
	28%	**	23%	**	22%	24%	30%	37%	34%	37%	21%
										b	
Neither/ nor	300	**	27	**	55	17	77	14	45	8	24
	13%	**	12%	**	14%	12%	16%	9%	10%	8%	11%
Not very concerned	292	**	17	**	38	24	59	12	64	12	44
	12%	**	8%	**	10%	17%	12%	8%	14%	13%	21%
Not at all concerned	161	**	21	**	29	10	18	7	30	8	27
	7%	**	10%	**	7%	7%	4%	4%	6%	9%	12%
Don't know	13	**	2	**	3	-	*	-	-	3	2
	1%	**	1%	**	1%	-%	*%	-%	-%	3%	1%
SUMMARY											
TOTAL CONCERNED	1625	**	155	**	260	90	319	127	326	62	116
	68%	**	70%	**	67%	64%	67%	80%	70%	67%	54%
TOTAL NOT CONCERNED	453	**	38	**	67	34	77	19	94	21	71
	19%	**	17%	**	17%	24%	16%	12%	20%	22%	33%
TOTAL NEITHER/ DON'T KNOW	313	**	29	**	59	17	78	14	45	10	27
	13%	**	13%	**	15%	12%	16%	9%	10%	11%	12%

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

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

Table 45

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	950	37	29	39	**	62	68	**	71	68	**	82	70	**	38	26
	40%	50%	37%	49%	**	40%	45%	**	32%	38%	**	40%	37%	**	31%	33%
Fairly concerned	676	15	20	23	**	38	39	**	77	54	**	78	61	**	34	20
	28%	20%	26%	29%	**	24%	26%	**	34%	30%	**	38%	33%	**	28%	26%
Neither/ nor	300	11	14	5	**	21	18	**	34	23	**	10	17	**	11	7
	13%	15%	18%	6%	**	14%	11%	**	15%	13%	**	5%	9%	**	9%	9%
Not very concerned	292	4	8	7	**	17	22	**	39	19	**	24	28	**	24	17
	12%	5%	11%	9%	**	11%	14%	**	17%	10%	**	12%	15%	**	20%	22%
Not at all concerned	161	8	5	6	**	15	5	**	4	16	**	12	10	**	12	8
	7%	11%	6%	8%	**	10%	4%	**	2%	9%	**	6%	6%	**	10%	10%
Don't know	13	*	2	-	**	3	*	**	-	*	**	-	-	**	2	-
	1%	1%	2%	-%	**	2%	*%	**	-%	*%	**	-%	-%	**	2%	-%
SUMMARY																
TOTAL CONCERNED	1625	52	49	62	**	99	108	**	149	122	**	161	130	**	72	46
	68%	69%	63%	77%	**	64%	71%	**	66%	68%	**	78%	70%	**	59%	59%
TOTAL NOT CONCERNED	453	12	13	14	**	32	27	**	43	35	**	37	38	**	36	25
	19%	15%	17%	17%	**	21%	18%	**	19%	19%	**	18%	20%	**	30%	32%
TOTAL NEITHER/ DON'T KNOW	313	11	16	5	**	24	18	**	34	23	**	10	17	**	13	7
	13%	15%	20%	6%	**	15%	12%	**	15%	13%	**	5%	9%	**	11%	9%

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

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

Table 47

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	494	**	59	**	94	26	96	33	79	15	40
	21%	**	27%	**	24%	18%	20%	21%	17%	17%	19%
Fairly concerned	737	**	60	**	120	56	148	48	142	28	52
	31%	**	27%	**	31%	40%	31%	30%	30%	31%	25%
Neither/ nor	458	**	39	**	56	35	98	33	89	19	40
	19%	**	18%	**	15%	25%	21%	21%	19%	20%	19%
Not very concerned	415	**	27	**	59	15	83	36	100	18	52
	17%	**	12%	**	15%	11%	18%	23%	21%	19%	24%
Not at all concerned	260	**	34	**	45	9	48	9	50	9	27
	11%	**	15%	**	12%	6%	10%	6%	11%	10%	13%
Don't know	27	**	2	**	12	-	-	-	6	3	1
	1%	**	1%	**	3%	-%	-%	-%	1%	3%	1%
SUMMARY											
TOTAL CONCERNED	1232	**	119	**	215	82	244	81	220	44	93
	51%	**	54%	**	56%	58%	52%	51%	47%	47%	43%
TOTAL NOT CONCERNED	675	**	61	**	104	24	131	46	150	27	79
	28%	**	27%	**	27%	17%	28%	29%	32%	30%	37%
TOTAL NEITHER/ DON'T KNOW	485	**	41	**	68	35	98	33	95	21	41
	20%	**	19%	**	17%	25%	21%	21%	20%	23%	19%

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

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

Table 47

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	494	20	19	24	**	31	42	**	47	27	**	40	20	**	22	13
	21%	27%	24%	30%	**	20%	28%	**	21%	15%	**	19%	11%	**	18%	17%
Fairly concerned	737	19	24	20	**	50	54	**	70	62	**	65	63	**	31	23
	31%	25%	30%	25%	**	32%	36%	**	31%	35%	**	31%	34%	**	25%	30%
Neither/ nor	458	16	17	9	**	29	19	**	54	25	**	49	25	**	27	8
	19%	21%	21%	11%	**	18%	12%	**	24%	14%	**	24%	13%	**	22%	10%
Not very concerned	415	9	7	15	**	16	24	**	35	48	**	42	47	**	29	25
	17%	12%	9%	19%	**	10%	15%	**	15%	27%	**	20%	25%	**	23%	32%
Not at all concerned	260	11	10	13	**	23	13	**	20	18	**	11	30	**	13	9
	11%	14%	12%	16%	**	15%	9%	**	9%	10%	**	5%	16%	**	10%	11%
Don't know	27	*	2	*	**	8	*	**	-	-	**	-	-	**	1	*
	1%	*%	2%	*%	**	5%	*%	**	-%	-%	**	-%	-%	**	*%	*%
SUMMARY																
TOTAL CONCERNED	1232	39	43	44	**	81	96	**	117	89	**	105	83	**	53	37
	51%	52%	55%	55%	**	52%	63%	**	52%	49%	**	51%	45%	**	43%	47%
TOTAL NOT CONCERNED	675	20	17	28	**	38	37	**	55	66	**	53	77	**	41	33
	28%	26%	21%	34%	**	25%	24%	**	24%	37%	**	26%	42%	**	34%	43%
TOTAL NEITHER/ DON'T KNOW	485	16	19	9	**	36	19	**	54	25	**	49	25	**	28	8
	20%	21%	24%	11%	**	23%	12%	**	24%	14%	**	24%	13%	**	23%	10%

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

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

Table 49

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	581 24%	** **	57 26%	** **	101 26%	23 16%	108 23%	49 31%	117 25%	21 23%	51 24%
Fairly concerned	905 38%	** **	78 35%	** **	126 33%	71 50%	165 35%	62 39%	196 42%	37 40%	76 36%
Neither/ nor	484 20%	** **	38 17%	** **	67 17%	25 18%	123 26%	35 22%	84 18%	14 15%	48 23%
Not very concerned	295 12%	** **	29 13%	** **	63 16%	15 10%	56 12%	9 5%	55 12%	14 16%	28 13%
Not at all concerned	85 4%	** **	14 6%	** **	18 5%	8 6%	14 3%	4 3%	6 1%	3 4%	4 2%
Don't know	42 2%	** **	5 2%	** **	11 3%	- -%	7 2%	* *%	7 1%	3 3%	5 2%
SUMMARY											
TOTAL CONCERNED	1485 62%	** **	135 61%	** **	226 59%	94 66%	273 58%	112 70%	314 67%	58 63%	128 60%
TOTAL NOT CONCERNED	381 16%	** **	43 20%	** **	82 21%	22 16%	70 15%	13 8%	61 13%	18 19%	32 15%
TOTAL NEITHER/ DON'T KNOW	526 22%	** **	43 20%	** **	78 20%	25 18%	130 27%	35 22%	91 19%	16 18%	53 25%

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

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

Table 49

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	581	14	16	24	**	32	43	**	30	43	**	57	49	**	24	18
	24%	19%	21%	29%	**	21%	28%	**	13%	24%	**	28%	26%	**	20%	24%
Fairly concerned	905	22	25	34	**	62	54	**	101	67	**	92	70	**	53	29
	38%	29%	32%	43%	**	40%	35%	**	45%	37%	**	45%	38%	**	43%	38%
Neither/ nor	484	20	18	8	**	22	22	**	46	41	**	34	32	**	26	14
	20%	26%	23%	10%	**	14%	14%	**	20%	23%	**	16%	17%	**	21%	17%
Not very concerned	295	8	14	12	**	20	31	**	33	20	**	15	34	**	15	16
	12%	11%	18%	15%	**	13%	20%	**	15%	11%	**	7%	18%	**	12%	20%
Not at all concerned	85	9	3	2	**	10	2	**	11	6	**	8	*	**	1	1
	4%	13%	4%	3%	**	7%	2%	**	5%	4%	**	4%	*%	**	1%	1%
Don't know	42	1	2	-	**	8	-	**	5	2	**	-	-	**	3	-
	2%	2%	2%	-%	**	5%	-%	**	2%	1%	**	-%	-%	**	2%	-%
SUMMARY																
TOTAL CONCERNED	1485	36	41	58	**	94	97	**	131	110	**	149	119	**	77	48
	62%	49%	52%	72%	**	61%	64%	**	58%	61%	**	72%	64%	**	63%	61%
			a													
TOTAL NOT CONCERNED	381	17	17	14	**	31	33	**	44	27	**	24	34	**	16	16
	16%	23%	22%	18%	**	20%	22%	**	19%	15%	**	12%	18%	**	13%	21%
TOTAL NEITHER/ DON'T KNOW	526	21	20	8	**	30	22	**	51	43	**	34	32	**	29	14
	22%	28%	25%	10%	**	20%	14%	**	23%	24%	**	16%	17%	**	24%	17%

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

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

Table 51

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	679	**	87	**	126	38	129	45	110	21	45
	28%	**	39%	**	33%	27%	27%	28%	24%	23%	21%
Fairly concerned	732	**	48	**	108	56	163	56	152	30	49
	31%	**	22%	**	28%	39%	34%	35%	33%	32%	23%
Neither/ nor	378	**	30	**	47	23	87	26	76	14	41
	16%	**	13%	**	12%	16%	18%	16%	16%	16%	19%
Not very concerned	383	**	29	**	56	20	69	21	91	16	50
	16%	**	13%	**	15%	14%	15%	13%	20%	17%	24%
Not at all concerned	185	**	24	**	40	5	27	7	29	9	26
	8%	**	11%	**	10%	4%	6%	5%	6%	10%	12%
Don't know	35	**	4	**	10	-	-	4	8	3	2
	1%	**	2%	**	2%	-%	-%	2%	2%	3%	1%
SUMMARY											
TOTAL CONCERNED	1411	**	135	**	233	94	291	101	261	51	94
	59%	**	61%	**	60%	66%	62%	64%	56%	55%	44%
TOTAL NOT CONCERNED	569	**	53	**	96	25	95	29	120	25	76
	24%	**	24%	**	25%	18%	20%	18%	26%	27%	36%
TOTAL NEITHER/ DON'T KNOW	412	**	33	**	56	23	87	29	84	17	43
	17%	**	15%	**	15%	16%	18%	18%	18%	19%	20%

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

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

Table 51

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	679	31	27	32	**	43	54	**	50	36	**	63	25	**	27	15
	28%	41%	34%	40%	**	28%	35%	**	22%	20%	**	30%	13%	**	22%	19%
												c				
Fairly concerned	732	14	19	20	**	42	58	**	85	71	**	52	75	**	28	25
	31%	18%	24%	25%	**	27%	38%	**	38%	40%	**	25%	40%	**	23%	32%
Neither/ nor	378	7	16	9	**	21	8	**	47	26	**	33	27	**	29	8
	16%	9%	21%	11%	**	13%	6%	**	21%	15%	**	16%	14%	**	23%	11%
															c	
Not very concerned	383	13	8	12	**	24	25	**	38	34	**	34	48	**	26	22
	16%	17%	10%	14%	**	16%	16%	**	17%	19%	**	16%	26%	**	21%	29%
Not at all concerned	185	8	7	8	**	23	8	**	6	12	**	21	10	**	12	8
	8%	11%	9%	10%	**	15%	5%	**	3%	7%	**	10%	5%	**	9%	10%
Don't know	35	2	2	-	**	3	-	**	-	-	**	4	2	**	1	-
	1%	2%	2%	-%	**	2%	-%	**	-%	-%	**	2%	1%	**	1%	-%
SUMMARY																
TOTAL CONCERNED	1411	44	46	52	**	85	111	**	136	107	**	115	100	**	55	39
	59%	59%	58%	64%	**	55%	73%	**	60%	59%	**	55%	54%	**	45%	51%
TOTAL NOT CONCERNED	569	22	15	20	**	47	33	**	44	47	**	55	57	**	37	30
	24%	29%	19%	25%	**	30%	21%	**	19%	26%	**	27%	31%	**	31%	39%
TOTAL NEITHER/ DON'T KNOW	412	9	18	9	**	24	8	**	47	26	**	37	29	**	29	8
	17%	12%	23%	11%	**	15%	6%	**	21%	15%	**	18%	15%	**	24%	11%
															c	

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

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

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	1028 43%	** **	107 48%	** **	181 47%	71 50%	240 51%	69 43%	176 38%	25 27%	62 29%
Fairly concerned	757 32%	** **	59 27%	** **	96 25%	42 30%	128 27%	61 39%	197 42%	32 34%	66 31%
Neither/ nor	267 11%	** **	20 9%	** **	29 7%	6 4%	70 15%	19 12%	38 8%	15 17%	36 17%
Not very concerned	192 8%	** **	14 6%	** **	37 10%	11 8%	20 4%	6 4%	44 10%	13 14%	31 15%
Not at all concerned	130 5%	** **	21 10%	** **	34 9%	11 8%	15 3%	4 3%	10 2%	4 4%	16 8%
Don't know	18 1%	** **	* *%	** **	9 2%	- -%	1 *%	- -%	* *%	4 5%	2 1%
SUMMARY											
TOTAL CONCERNED	1785 75%	** **	166 75%	** **	277 72%	113 80%	368 78%	130 82%	373 80%	56 61%	128 60%
TOTAL NOT CONCERNED	322 13%	** **	35 16%	** **	71 18%	22 16%	35 7%	11 7%	54 12%	16 18%	47 22%
TOTAL NEITHER/ DON'T KNOW	285 12%	** **	20 9%	** **	38 10%	6 4%	71 15%	19 12%	38 8%	20 21%	38 18%

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

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

Table 53

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	1028	38	32	39	**	59	78	**	110	89	**	71	67	**	28	20
	43%	51%	40%	48%	**	38%	51%	**	49%	50%	**	34%	36%	**	23%	26%
Fairly concerned	757	17	24	21	**	50	39	**	70	60	**	96	82	**	46	27
	32%	23%	31%	26%	**	32%	26%	**	31%	33%	**	47%	44%	**	38%	35%
Neither/ nor	267	8	13	7	**	12	12	**	28	18	**	16	17	**	22	14
	11%	10%	17%	8%	**	8%	8%	**	12%	10%	**	8%	9%	**	18%	18%
Not very concerned	192	4	4	8	**	19	10	**	15	8	**	12	18	**	19	11
	8%	6%	5%	10%	**	12%	6%	**	7%	5%	**	6%	10%	**	16%	14%
Not at all concerned	130	7	5	6	**	13	11	**	2	5	**	12	1	**	4	6
	5%	10%	7%	7%	**	8%	7%	**	1%	3%	**	6%	1%	**	4%	7%
Don't know	18	*	-	-	**	3	2	**	*	-	**	-	-	**	2	-
	1%	*%	-%	-%	**	2%	2%	**	*%	-%	**	-%	-%	**	2%	-%
SUMMARY																
TOTAL CONCERNED	1785	55	56	60	**	109	117	**	180	149	**	167	149	**	75	47
	75%	74%	71%	75%	**	70%	77%	**	80%	83%	**	81%	80%	**	61%	61%
TOTAL NOT CONCERNED	322	12	9	14	**	32	20	**	18	13	**	24	20	**	23	16
	13%	15%	12%	17%	**	20%	13%	**	8%	7%	**	11%	11%	**	19%	21%
TOTAL NEITHER/ DON'T KNOW	285	8	13	7	**	15	15	**	28	18	**	16	17	**	24	14
	12%	11%	17%	8%	**	10%	10%	**	12%	10%	**	8%	9%	**	19%	18%

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

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

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 99%											
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Very concerned	934 39%	** **	102 46%	** **	172 45%	70 49%	193 41%	50 31%	174 37%	23 25%	57 27%
Fairly concerned	900 38%	** **	73 33%	** **	127 33%	54 38%	185 39%	84 53%	187 40%	32 35%	67 32%
Neither/ nor	289 12%	** **	19 9%	** **	35 9%	13 9%	61 13%	14 9%	58 13%	16 17%	40 19%
Not very concerned	161 7%	** **	13 6%	** **	24 6%	2 2%	29 6%	8 5%	34 7%	12 13%	33 16%
Not at all concerned	86 4%	** **	14 7%	** **	22 6%	3 2%	4 1%	4 2%	9 2%	5 5%	12 6%
Don't know	22 1%	** **	* *%	** **	7 2%	- -%	1 *%	- -%	3 1%	4 4%	3 1%
SUMMARY											
TOTAL CONCERNED	1835 77%	** **	175 79%	** **	298 77%	124 88%	378 80%	134 84%	361 78%	55 60%	124 58%
TOTAL NOT CONCERNED	246 10%	** **	27 12%	** **	46 12%	5 3%	34 7%	12 7%	43 9%	17 19%	46 21%
TOTAL NEITHER/ DON'T KNOW	311 13%	** **	19 9%	** **	42 11%	13 9%	62 13%	14 9%	61 13%	20 22%	43 20%

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

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

Table 55

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Very concerned	934	39	31	37	**	61	75	**	95	78	**	73	55	**	30	21
	39%	52%	39%	46%	**	39%	49%	**	42%	44%	**	35%	30%	**	24%	27%
Fairly concerned	900	16	30	30	**	53	54	**	85	77	**	94	100	**	46	23
	38%	22%	38%	37%	**	34%	36%	**	38%	43%	**	45%	54%	**	38%	29%
Neither/ nor	289	12	14	3	**	21	10	**	30	13	**	22	17	**	23	15
	12%	17%	18%	3%	**	13%	6%	**	13%	7%	**	11%	9%	**	19%	19%
			c													
Not very concerned	161	3	1	8	**	12	6	**	14	9	**	9	13	**	17	14
	7%	4%	1%	10%	**	8%	4%	**	6%	5%	**	4%	7%	**	14%	18%
Not at all concerned	86	4	3	3	**	6	7	**	1	3	**	9	*	**	3	5
	4%	5%	4%	3%	**	4%	5%	**	1%	2%	**	4%	*%	**	3%	6%
Don't know	22	*	-	-	**	3	-	**	-	-	**	-	-	**	3	-
	1%	*%	-%	-%	**	2%	-%	**	-%	-%	**	-%	-%	**	2%	-%
SUMMARY																
TOTAL CONCERNED	1835	55	60	67	**	114	129	**	180	155	**	167	155	**	76	44
	77%	74%	77%	83%	**	73%	85%	**	80%	86%	**	81%	84%	**	62%	56%
TOTAL NOT CONCERNED	246	7	4	11	**	18	13	**	15	12	**	18	14	**	21	19
	10%	9%	5%	14%	**	11%	9%	**	7%	7%	**	9%	7%	**	17%	24%
TOTAL NEITHER/ DON'T KNOW	311	13	14	3	**	24	10	**	30	13	**	22	17	**	26	15
	13%	17%	18%	3%	**	15%	6%	**	13%	7%	**	11%	9%	**	21%	19%
			c													

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

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

Table 57

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
Yes	489 20%	** **	27 12%	** **	86 22%	50 36% b	87 18%	48 30%	74 16%	22 23%	31 15%
No	1849 77%	** **	190 86%	** **	292 76%	86 60%	384 81% a	104 65%	384 83% a	67 73%	178 84%
Don't know	55 2%	** **	5 2%	** **	8 2%	5 4%	3 1%	7 5%	7 2%	4 4%	4 2%

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

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

Table 57

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
Yes	489	12	11	15	**	46	35	**	59	38	**	45	44	**	20	16
	20%	16%	14%	18%	**	29%	23%	**	26%	21%	**	22%	23%	**	16%	20%
No	1849	63	64	65	**	109	115	**	166	142	**	158	142	**	100	60
	77%	84%	82%	80%	**	70%	76%	**	74%	79%	**	76%	77%	**	82%	77%
Don't know	55	-	4	2	**	1	2	**	*	*	**	4	-	**	2	2
	2%	-%	5%	2%	**	1%	1%	**	*%	*%	**	2%	-%	**	1%	2%

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

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

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~a	~b	~a	~b
Unweighted total	513	14	52	35	87	37	80	36	75	30	45
Effective Weighted Sample	255	7	24	17	46	20	39	19	37	27	41
Total	489	11	27	30	86	50	87	48	74	22	31
Talked to my child about what had happened	397	**	**	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to block certain people/ types of content	264	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to stop using certain apps/ sites	258	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**
Reported the content to the website/ app it appeared on	156	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Set up filters/ parental controls	113	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Sought advice on how to handle the situation	95	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Reported the content another way	42	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Anything else	12	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**

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

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

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b	ANY ~a	NONE ~b
Significance Level: 99%											
Unweighted total	513	14	52	35	87	37	80	36	75	30	45
Effective Weighted Sample	255	7	24	17	46	20	39	19	37	27	41
Total	489	11	27	30	86	50	87	48	74	22	31
No particular action taken	4	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Prefer not to say	*	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
SUMMARY											
ANY ACTION TAKEN	485	**	**	**	**	**	**	**	**	**	**
	99%	**	**	**	**	**	**	**	**	**	**

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

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

Table 58

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 99%																
Unweighted total	513	22	21	23	27	52	36	21	50	36	20	38	36	18	26	26
Effective Weighted Sample	255	10	9	11	15	26	19	10	24	18	9	18	21	17	23	23
Total	489	12	11	15	29	46	35	23	59	38	13	45	44	13	20	16
Talked to my child about what had happened	397	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to block certain people/ types of content	264	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to stop using certain apps/ sites	258	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content to the website/ app it appeared on	156	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Set up filters/ parental controls	113	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sought advice on how to handle the situation	95	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content another way	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Anything else	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 99%																
Unweighted total	513	22	21	23	27	52	36	21	50	36	20	38	36	18	26	26
Effective Weighted Sample	255	10	9	11	15	26	19	10	24	18	9	18	21	17	23	23
Total	489	12	11	15	29	46	35	23	59	38	13	45	44	13	20	16
No particular action taken	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Prefer not to say	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
ANY ACTION TAKEN	485	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	99%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Table 59

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
With their schoolwork/ homework	1692	**	60	**	251	116	377	137	404	61	165
	71%	**	27%	**	65%	82%	80%	86%	87%	66%	77%
To develop creative skills	1290	**	109	**	210	77	294	99	235	46	98
	54%	**	49%	**	54%	54%	62%	62%	50%	50%	46%
To develop skills with reading and numbers	1284	**	146	**	285	81	276	76	205	33	57
	54%	**	66%	**	74%	58%	58%	48%	44%	36%	27%
To learn a new skill	1142	**	101	**	162	75	239	79	227	41	101
	48%	**	46%	**	42%	53%	50%	49%	49%	44%	47%
To build or maintain friendships	972	**	17	**	40	53	214	101	314	54	133
	41%	**	8%	**	10%	38%	45%	63%	67%	58%	63%
To find useful information about any problems or issues they may have	798	**	25	**	68	51	159	75	210	45	106
	33%	**	12%	**	18%	36%	34%	47%	45%	49%	50%
To find out about news	766	**	16	**	73	39	142	77	230	44	110
	32%	**	7%	**	19%	28%	30%	49%	49%	48%	52%
To understand what other people think and feel about things	561	**	41	**	39	42	107	52	134	29	59
	23%	**	18%	**	10%	29%	23%	32%	29%	31%	28%

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

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

Table 59

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

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

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

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2374	51	355	87	376	100	378	122	370	123	297
Effective Weighted Sample	1206	28	178	43	203	56	191	63	197	111	265
Total	2392	40	222	82	386	141	474	159	465	93	213
To find out about or to support causes or organisations	366 15%	** **	16 7%	** **	29 7%	27 19%	67 14%	27 17%	86 18%	22 24%	54 25%
None of these	67 3%	** **	18 8%	** **	24 6%	3 2%	7 1%	* *%	5 1%	2 2%	2 1%
Don't know	33 1%	** **	4 2%	** **	4 1%	- -%	2 *%	3 2%	6 1%	3 3%	2 1%
SUMMARY											
ANY OF THESE BENEFITS	2292 96%	** **	200 90%	** **	358 93%	139 98%	465 98%	157 98%	454 98%	87 95%	209 98%

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

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

Table 59

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
With their schoolwork/ homework	1692	26	20	16	**	91	107	**	168	154	**	180	170	**	89	60
	71%	35%	25%	20%	**	58%	70%	**	74%	86%	**	87%	91%	**	73%	78%
To develop creative skills	1290	43	28	38	**	71	89	**	115	130	**	120	100	**	55	43
	54%	57%	35%	47%	**	46%	58%	**	51%	72%	**	58%	54%	**	45%	55%
										b						
To develop skills with reading and numbers	1284	54	35	55	**	110	118	**	104	126	**	98	88	**	35	20
	54%	73%	45%	68%	**	70%	78%	**	46%	70%	**	47%	48%	**	29%	25%
		b	b	b						b						
To learn a new skill	1142	38	26	40	**	64	76	**	96	96	**	112	94	**	57	38
	48%	51%	32%	49%	**	41%	50%	**	42%	54%	**	54%	50%	**	47%	48%
To build or maintain friendships	972	4	8	9	**	15	9	**	88	97	**	137	124	**	69	55
	41%	5%	11%	11%	**	9%	6%	**	39%	54%	**	66%	67%	**	57%	71%
To find useful information about any problems or issues they may have	798	10	11	12	**	23	31	**	74	69	**	100	93	**	67	43
	33%	13%	14%	14%	**	15%	21%	**	33%	38%	**	48%	50%	**	55%	56%
To find out about news	766	7	10	7	**	34	28	**	66	44	**	101	107	**	67	41
	32%	9%	12%	9%	**	22%	18%	**	29%	24%	**	49%	57%	**	55%	53%
To understand what other people think and feel about things	561	13	19	13	**	16	21	**	60	40	**	58	66	**	34	22
	23%	18%	25%	16%	**	10%	13%	**	27%	22%	**	28%	35%	**	28%	29%

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

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

Table 59

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

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

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

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2374	109	143	130	95	177	144	96	182	151	93	172	162	87	153	123
Effective Weighted Sample	1206	58	66	66	52	85	81	53	87	82	49	86	89	81	140	109
Total	2392	75	79	81	105	156	152	136	226	180	128	207	186	68	122	78
To find out about or to support causes or organisations	366	8	9	3	**	18	14	**	39	30	**	43	37	**	30	23
	15%	11%	12%	3%	**	12%	9%	**	17%	17%	**	21%	20%	**	25%	29%
None of these	67	1	11	8	**	11	8	**	8	1	**	2	-	**	1	-
	3%	1%	14%	10%	**	7%	5%	**	4%	*%	**	1%	-%	**	1%	-%
Don't know	33	-	*	1	**	*	2	**	-	-	**	1	-	**	1	-
	1%	-%	1%	1%	**	*%	2%	**	-%	-%	**	*%	-%	**	1%	-%
SUMMARY																
ANY OF THESE BENEFITS	2292	74	67	72	**	145	142	**	217	179	**	204	186	**	119	78
	96%	99%	86%	89%	**	93%	93%	**	96%	100%	**	99%	100%	**	98%	100%

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

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

Table 60

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 99%											
Unweighted total	1529	18	94	42	104	59	240	116	364	121	297
Effective Weighted Sample	792	10	50	20	52	33	124	59	192	109	265
Total	1565	15	62	31	94	84	306	150	450	91	213
Rules about who they are in contact with on their phone	885	**	**	**	42	**	236	108	268	31	64
	57%	**	**	**	44%	**	77%	72%	59%	34%	30%
Rules about downloading apps onto their phone	776	**	**	**	45	**	216	73	234	24	51
	50%	**	**	**	48%	**	71%	49%	52%	26%	24%
Rules about how much time they spend using their phone	748	**	**	**	54	**	179	69	233	21	63
	48%	**	**	**	57%	**	59%	46%	52%	23%	29%
Rules about when they can use their phone	701	**	**	**	53	**	187	72	213	19	43
	45%	**	**	**	56%	**	61%	48%	47%	20%	20%
Rules about not taking their phone to bed	701	**	**	**	44	**	184	90	208	22	49
	45%	**	**	**	46%	**	60%	60%	46%	24%	23%
Rules about how much money they can spend on their phone	686	**	**	**	28	**	180	75	193	34	75
	44%	**	**	**	30%	**	59%	50%	43%	37%	35%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	211	**	**	**	24	**	38	15	46	12	15
	14%	**	**	**	26%	**	12%	10%	10%	13%	7%
Other rules	30	**	**	**	5	**	4	1	10	1	4
	2%	**	**	**	5%	**	1%	*%	2%	1%	2%

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

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

Table 60

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	b	~a	b	a	b	a	b
Unweighted total	1529	18	94	42	104	59	240	116	364	121	297
Effective Weighted Sample	792	10	50	20	52	33	124	59	192	109	265
Total	1565	15	62	31	94	84	306	150	450	91	213
No, do not have any rules	181	**	**	**	3	**	7	5	49	27	67
	12%	**	**	**	3%	**	2%	4%	11%	30%	32%
SUMMARY											
ANY RULES	1384	**	**	**	91	**	299	145	401	64	146
	88%	**	**	**	97%	**	98%	96%	89%	70%	68%
SUMMARY											
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1361	**	**	**	87	**	298	145	396	60	143
	87%	**	**	**	92%	**	98%	96%	88%	66%	67%

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

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

Table 60

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1529	42	47	29	33	70	32	63	125	96	88	170	161	85	153	123
Effective Weighted Sample	792	22	25	17	17	33	15	36	61	53	46	85	89	79	140	109
Total	1565	27	33	23	33	52	28	93	158	113	119	203	185	67	122	78
Rules about who they are in contact with on their phone	885	**	**	**	**	**	**	**	116	**	**	121	115	**	46	21
	57%	**	**	**	**	**	**	**	74%	**	**	60%	62%	**	37%	28%
Rules about downloading apps onto their phone	776	**	**	**	**	**	**	**	89	**	**	107	92	**	36	17
	50%	**	**	**	**	**	**	**	56%	**	**	53%	49%	**	30%	22%
Rules about how much time they spend using their phone	748	**	**	**	**	**	**	**	81	**	**	88	103	**	35	20
	48%	**	**	**	**	**	**	**	51%	**	**	43%	56%	**	28%	26%
Rules about when they can use their phone	701	**	**	**	**	**	**	**	85	**	**	84	100	**	25	19
	45%	**	**	**	**	**	**	**	54%	**	**	41%	54%	**	20%	25%
Rules about not taking their phone to bed	701	**	**	**	**	**	**	**	85	**	**	89	111	**	33	20
	45%	**	**	**	**	**	**	**	54%	**	**	44%	60%	**	27%	25%
Rules about how much money they can spend on their phone	686	**	**	**	**	**	**	**	83	**	**	83	99	**	47	33
	44%	**	**	**	**	**	**	**	52%	**	**	41%	54%	**	38%	43%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	211	**	**	**	**	**	**	**	34	**	**	27	9	**	11	5
	14%	**	**	**	**	**	**	**	22%	**	**	13%	5%	**	9%	7%
Other rules	30	**	**	**	**	**	**	**	1	**	**	8	2	**	2	2
	2%	**	**	**	**	**	**	**	1%	**	**	4%	1%	**	2%	2%

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

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

Table 60

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1529	42	47	29	33	70	32	63	125	96	88	170	161	85	153	123
Effective Weighted Sample	792	22	25	17	17	33	15	36	61	53	46	85	89	79	140	109
Total	1565	27	33	23	33	52	28	93	158	113	119	203	185	67	122	78
No, do not have any rules	181	**	**	**	**	**	**	**	4	**	**	25	7	**	32	21
	12%	**	**	**	**	**	**	**	3%	**	**	12%	4%	**	26%	27%
SUMMARY																
ANY RULES	1384	**	**	**	**	**	**	**	154	**	**	178	179	**	90	57
	88%	**	**	**	**	**	**	**	97%	**	**	88%	96%	**	74%	73%
SUMMARY																
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1361	**	**	**	**	**	**	**	154	**	**	170	179	**	88	56
	87%	**	**	**	**	**	**	**	97%	**	**	84%	96%	**	72%	72%

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

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

Table 61

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE ~b	ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 99%											
Unweighted total	1529	18	94	42	104	59	240	116	364	121	297
Effective Weighted Sample	792	10	50	20	52	33	124	59	192	109	265
Total	1565	15	62	31	94	84	306	150	450	91	213
Very concerned	240	**	**	**	18	**	43	25	55	12	28
	15%	**	**	**	20%	**	14%	17%	12%	13%	13%
Fairly concerned	427	**	**	**	20	**	82	38	146	23	46
	27%	**	**	**	21%	**	27%	26%	32%	26%	21%
Neither/ nor	373	**	**	**	19	**	77	44	111	25	54
	24%	**	**	**	20%	**	25%	29%	25%	28%	25%
Not very concerned	367	**	**	**	17	**	84	34	110	20	55
	23%	**	**	**	18%	**	27%	23%	24%	22%	26%
Not at all concerned	146	**	**	**	19	**	20	9	26	10	27
	9%	**	**	**	20%	**	6%	6%	6%	11%	13%
Don't know	13	**	**	**	*	**	*	-	4	1	3
	1%	**	**	**	*%	**	*%	-%	1%	1%	1%
SUMMARY											
TOTAL CONCERNED	667	**	**	**	38	**	125	63	201	35	73
	43%	**	**	**	41%	**	41%	42%	45%	39%	34%
TOTAL NOT CONCERNED	512	**	**	**	36	**	103	43	135	29	83
	33%	**	**	**	38%	**	34%	29%	30%	32%	39%
TOTAL NEITHER/ DON'T KNOW	386	**	**	**	20	**	78	44	114	26	57
	25%	**	**	**	21%	**	25%	29%	25%	29%	27%

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

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

Table 61

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1529	42	47	29	33	70	32	63	125	96	88	170	161	85	153	123
Effective Weighted Sample	792	22	25	17	17	33	15	36	61	53	46	85	89	79	140	109
Total	1565	27	33	23	33	52	28	93	158	113	119	203	185	67	122	78
Very concerned	240	**	**	**	**	**	**	**	30	**	**	27	18	**	17	7
	15%	**	**	**	**	**	**	**	19%	**	**	13%	10%	**	14%	9%
Fairly concerned	427	**	**	**	**	**	**	**	33	**	**	59	52	**	27	19
	27%	**	**	**	**	**	**	**	21%	**	**	29%	28%	**	23%	25%
Neither/ nor	373	**	**	**	**	**	**	**	45	**	**	57	41	**	35	19
	24%	**	**	**	**	**	**	**	29%	**	**	28%	22%	**	29%	24%
Not very concerned	367	**	**	**	**	**	**	**	40	**	**	49	66	**	26	22
	23%	**	**	**	**	**	**	**	25%	**	**	24%	36%	**	22%	28%
Not at all concerned	146	**	**	**	**	**	**	**	10	**	**	10	9	**	14	9
	9%	**	**	**	**	**	**	**	6%	**	**	5%	5%	**	12%	12%
Don't know	13	**	**	**	**	**	**	**	-	**	**	-	-	**	1	2
	1%	**	**	**	**	**	**	**	-%	**	**	-%	-%	**	1%	2%
SUMMARY																
TOTAL CONCERNED	667	**	**	**	**	**	**	**	63	**	**	87	69	**	45	27
	43%	**	**	**	**	**	**	**	40%	**	**	43%	37%	**	37%	34%
TOTAL NOT CONCERNED	512	**	**	**	**	**	**	**	50	**	**	59	75	**	41	31
	33%	**	**	**	**	**	**	**	32%	**	**	29%	41%	**	33%	40%
TOTAL NEITHER/ DON'T KNOW	386	**	**	**	**	**	**	**	45	**	**	57	41	**	36	20
	25%	**	**	**	**	**	**	**	29%	**	**	28%	22%	**	30%	26%

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

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

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	~b	~a	b	~a	b	a	b	a	b
Unweighted total	1529	18	94	42	104	59	240	116	364	121	297
Effective Weighted Sample	792	10	50	20	52	33	124	59	192	109	265
Total	1565	15	62	31	94	84	306	150	450	91	213
Very concerned	386	**	**	**	25	**	69	35	103	23	42
	25%	**	**	**	27%	**	23%	24%	23%	25%	20%
Fairly concerned	501	**	**	**	11	**	115	81	147	23	50
	32%	**	**	**	12%	**	38%	54%	33%	25%	23%
								b			
Neither/ nor	282	**	**	**	23	**	59	10	101	24	40
	18%	**	**	**	24%	**	19%	6%	22%	27%	19%
								a			
Not very concerned	250	**	**	**	15	**	46	15	74	11	50
	16%	**	**	**	16%	**	15%	10%	16%	13%	24%
Not at all concerned	137	**	**	**	20	**	17	9	22	8	29
	9%	**	**	**	21%	**	5%	6%	5%	9%	14%
Don't know	8	**	**	**	*	**	-	*	4	1	1
	1%	**	**	**	*%	**	-%	*%	1%	1%	1%
SUMMARY											
TOTAL CONCERNED	888	**	**	**	36	**	184	116	250	46	91
	57%	**	**	**	39%	**	60%	77%	56%	50%	43%
								b			
TOTAL NOT CONCERNED	387	**	**	**	35	**	63	24	96	20	80
	25%	**	**	**	37%	**	21%	16%	21%	22%	37%
										a	
TOTAL NEITHER/ DON'T KNOW	290	**	**	**	23	**	59	10	105	25	42
	19%	**	**	**	25%	**	19%	7%	23%	28%	20%
								a			

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

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

Table 63

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

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

Base : Parents whose child aged 3-17 has their own mobile phone

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	~b	~c	~a	~b	~c	~a	b	~c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	1529	42	47	29	33	70	32	63	125	96	88	170	161	85	153	123
Effective Weighted Sample	792	22	25	17	17	33	15	36	61	53	46	85	89	79	140	109
Total	1565	27	33	23	33	52	28	93	158	113	119	203	185	67	122	78
Very concerned	386	**	**	**	**	**	**	**	36	**	**	57	31	**	26	13
	25%	**	**	**	**	**	**	**	23%	**	**	28%	17%	**	21%	16%
Fairly concerned	501	**	**	**	**	**	**	**	67	**	**	78	72	**	30	20
	32%	**	**	**	**	**	**	**	42%	**	**	38%	39%	**	25%	26%
Neither/ nor	282	**	**	**	**	**	**	**	32	**	**	41	32	**	27	15
	18%	**	**	**	**	**	**	**	20%	**	**	20%	17%	**	23%	20%
Not very concerned	250	**	**	**	**	**	**	**	18	**	**	20	43	**	22	23
	16%	**	**	**	**	**	**	**	12%	**	**	10%	23%	**	18%	29%
Not at all concerned	137	**	**	**	**	**	**	**	5	**	**	8	7	**	15	7
	9%	**	**	**	**	**	**	**	3%	**	**	4%	4%	**	13%	9%
Don't know	8	**	**	**	**	**	**	**	-	**	**	-	-	**	1	-
	1%	**	**	**	**	**	**	**	-%	**	**	-%	-%	**	1%	-%
SUMMARY																
TOTAL CONCERNED	888	**	**	**	**	**	**	**	103	**	**	135	103	**	56	33
	57%	**	**	**	**	**	**	**	65%	**	**	66%	55%	**	46%	42%
TOTAL NOT CONCERNED	387	**	**	**	**	**	**	**	24	**	**	27	51	**	37	30
	25%	**	**	**	**	**	**	**	15%	**	**	14%	27%	**	31%	38%
TOTAL NEITHER/ DON'T KNOW	290	**	**	**	**	**	**	**	32	**	**	41	32	**	28	15
	19%	**	**	**	**	**	**	**	20%	**	**	20%	17%	**	23%	20%

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

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

Table 65

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

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432	**	53	**	221	109	326	115	293	61	130
	58%	**	21%	**	55%	77%	68%	72%	63%	66%	61%
On a mobile phone or smartphone	1153	**	56	**	131	82	258	111	268	52	111
	46%	**	22%	**	33%	58%	53%	69%	57%	57%	52%
On a tablet	1021	**	122	**	242	87	227	41	128	22	35
	41%	**	47%	**	60%	61%	47%	26%	28%	24%	16%
On a desktop computer, laptop, or netbook	527	**	22	**	43	23	104	48	145	36	54
	21%	**	9%	**	11%	16%	22%	30%	31%	39%	25%
										b	
Through an app on a smart TV	230	**	22	**	50	18	47	8	24	6	15
	9%	**	8%	**	12%	13%	10%	5%	5%	6%	7%
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	204	**	10	**	10	6	35	25	49	14	21
	8%	**	4%	**	2%	5%	7%	16%	10%	15%	10%
Using wearable technology like a smartwatch (such as an Apple Watch)	112	**	10	**	15	13	12	14	18	4	10
	5%	**	4%	**	4%	9%	3%	9%	4%	4%	5%
No, never play games	259	**	72	**	41	2	25	3	47	9	26
	10%	**	28%	**	10%	1%	5%	2%	10%	9%	12%

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

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

Table 65

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

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
SUMMARY											
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221	**	187	**	360	140	457	157	419	84	187
	90%	**	72%	**	90%	99%	95%	98%	90%	91%	88%

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

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

Table 65

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

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432 58%	19 22%	26 28%	17 18%	68 61%	81 50%	91 58%	** **	153 68%	128 71%	** **	134 65%	127 68%	** **	72 59%	53 68%
On a mobile phone or smartphone	1153 46%	20 23%	18 20%	21 22%	41 37%	55 34%	50 32%	** **	119 53%	100 55%	** **	123 59%	130 70%	** **	59 49%	48 61%
On a tablet	1021 41%	49 57%	33 35%	47 49%	58 52%	77 48%	108 69%	** **	111 49%	98 55%	** **	70 34%	55 29%	** **	26 21%	14 18%
On a desktop computer, laptop, or netbook	527 21%	11 12%	11 12%	7 7%	22 20%	15 9%	20 13%	** **	37 16%	44 24%	** **	78 38%	65 35%	** **	29 24%	27 34%
Through an app on a smart TV	230 9%	7 8%	12 12%	11 12%	16 14%	28 17%	14 9%	** **	20 9%	21 12%	** **	13 6%	10 6%	** **	11 9%	5 6%
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	204 8%	5 5%	10 10%	4 4%	10 9%	7 4%	11 7%	** **	14 6%	13 7%	** **	22 10%	25 14%	** **	10 8%	11 15%
Using wearable technology like a smartwatch (such as an Apple Watch)	112 5%	5 6%	8 8%	2 2%	7 6%	7 5%	3 2%	** **	14 6%	8 5%	** **	11 5%	8 4%	** **	6 5%	3 4%
No, never play games	259 10%	19 22%	21 23%	31 32%	5 4%	19 12%	14 9%	** **	8 4%	9 5%	** **	11 5%	13 7%	** **	17 14%	5 6%

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

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

Table 65

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

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
SUMMARY																
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221	66	73	66	107	142	143	**	218	171	**	196	173	**	105	73
	90%	78%	77%	68%	96%	88%	91%	**	96%	95%	**	95%	93%	**	86%	94%

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

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

Table 66

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

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1432 58%	30 19%	43 26%	75 44%	96 55%	115 66%	111 64%	115 68%	117 75%	104 67%	98 61%	103 61%	109 65%	120 73%	109 66%	89 58%
				ab	ab	abc	ab	abc	abc	abc	ab	ab	abc	abc	abc	ab
On a mobile phone or smartphone	1153 46%	32 20%	41 24%	46 27%	60 35%	66 38%	70 41%	81 48%	95 61%	102 66%	102 64%	116 69%	86 51%	88 54%	88 54%	80 52%
					a	a	abc	abcde	abcdef	abcdef	abcdef	abcdef	abc	abc	abcd	abcd
On a tablet	1021 41%	70 44%	83 49%	100 58%	90 52%	107 61%	95 55%	99 58%	77 49%	64 42%	77 49%	40 24%	18 11%	42 25%	39 23%	20 13%
		klmno	klmno	klmno	klmno	klmno	klmno	klmno	klmno	lno	klmno				o	
On a desktop computer, laptop, or netbook	527 21%	9 6%	21 12%	9 6%	23 13%	33 19%	23 13%	25 15%	42 27%	40 26%	40 25%	57 33%	54 32%	58 36%	44 27%	48 31%
					ac	ac	ac	ac	ac	ac	ac	abcdf	abcdf	abcdfg	abc	abcdfg
Through an app on a smart TV	230 9%	16 10%	17 10%	10 6%	29 16%	26 15%	10 6%	29 17%	16 10%	14 9%	7 4%	11 7%	11 7%	11 7%	13 8%	11 7%
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	204 8%	6 4%	12 7%	13 8%	13 8%	2 1%	6 4%	12 7%	6 4%	20 13%	24 15%	18 11%	14 8%	22 13%	19 11%	17 11%
									e	ae	e	e	e	e	e	e
Using wearable technology like a smartwatch (such as an Apple Watch)	112 5%	9 5%	8 5%	* *%	15 9%	4 2%	10 6%	4 3%	6 4%	5 4%	10 6%	4 2%	9 5%	14 8%	6 4%	8 5%
					c									c		

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

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

Table 66

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

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	259	249	170	166	172	123	126	130	127	129	128	127	135	219	220
Effective Weighted Sample	1259	129	131	88	91	91	64	67	66	68	70	64	67	74	196	197
Total	2480	159	169	171	174	174	174	169	157	154	159	169	169	164	164	154
No, never play games	259	50	37	33	9	9	13	4	3	11	9	14	17	12	13	24
	10%	32%	22%	19%	5%	5%	7%	2%	2%	7%	6%	9%	10%	7%	8%	15%
		defghijklmno	deghijmn	deghn												gh
SUMMARY																
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2221	109	132	138	165	165	161	165	154	143	150	155	152	152	151	130
	90%	68%	78%	81%	95%	95%	93%	98%	98%	93%	94%	91%	90%	93%	92%	85%
					abc	abc	a	abco	abco	ab	ab	a	a	ab	abc	a

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

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

Table 67

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

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2182	46	299	87	357	99	366	117	337	112	255
Effective Weighted Sample	1112	25	150	43	190	56	184	61	180	101	230
Total	2221	36	187	84	360	140	457	157	419	84	187
Rules about purchasing or downloading games or apps/ in-app purchasing	1366 62%	** **	98 52%	** **	227 63%	** **	334 73%	98 62%	264 63%	44 53%	77 41%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1198 54%	** **	94 50%	** **	212 59%	** **	304 66%	74 47%	233 56%	20 24%	44 24%
Rules about how much time they spend playing games	1192 54%	** **	95 51%	** **	226 63%	** **	293 64%	82 52%	220 53%	28 33%	54 29%
Rules about only playing games with an age appropriate rating	1151 52%	** **	103 55%	** **	231 64%	** **	295 64%	74 47%	201 48%	14 17%	38 20%
Rules about when they can play games	1048 47%	** **	97 52%	** **	216 60%	** **	248 54%	64 41%	186 44%	20 23%	43 23%
Rules about who they can play games with or play against	959 43%	** **	63 34%	** **	154 43%	** **	268 59%	70 44%	187 45%	17 20%	33 18%
Rules about whether they can play games online	822 37%	** **	69 37%	** **	184 51%	** **	224 49%	33 21%	114 27%	10 12%	20 11%

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

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

Table 67

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

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2182	46	299	87	357	99	366	117	337	112	255
Effective Weighted Sample	1112	25	150	43	190	56	184	61	180	101	230
Total	2221	36	187	84	360	140	457	157	419	84	187
Other rules	32	**	6	**	11	**	3	*	-	-	3
	1%	**	3%	**	3%	**	1%	*%	-%	-%	1%
No, do not have any rules	210	**	17	**	15	**	13	11	58	19	56
	9%	**	9%	**	4%	**	3%	7%	14%	22%	30%
SUMMARY											
ANY RULES	2011	**	170	**	345	**	444	146	360	65	131
	91%	**	91%	**	96%	**	97%	93%	86%	78%	70%

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

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

Table 67

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

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2182	97	128	103	93	167	139	97	174	146	83	163	149	77	132	112
Effective Weighted Sample	1112	51	60	54	52	80	76	53	84	78	43	83	82	72	121	100
Total	2221	66	73	66	107	142	143	137	218	171	110	196	173	61	105	73
Rules about purchasing or downloading games or apps/ in-app purchasing	1366 62%	** **	34 47%	38 58%	** **	85 60%	97 68%	** **	143 66%	142 83%	** **	126 64%	119 69%	** **	52 50%	33 46%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1198 54%	** **	34 46%	32 49%	** **	88 62%	87 61%	** **	139 64%	133 78%	** **	84 43%	111 64% b	** **	30 29%	14 20%
Rules about how much time they spend playing games	1192 54%	** **	30 41%	40 60%	** **	81 57%	100 70%	** **	133 61%	120 70%	** **	95 48%	96 56%	** **	30 28%	20 28%
Rules about only playing games with an age appropriate rating	1151 52%	** **	29 39%	39 59%	** **	88 62%	95 66%	** **	141 65%	123 72%	** **	85 43%	96 55%	** **	24 23%	11 14%
Rules about when they can play games	1048 47%	** **	36 50%	37 56%	** **	80 56%	102 71%	** **	91 42%	122 71% b	** **	92 47%	81 47%	** **	31 29%	13 18%
Rules about who they can play games with or play against	959 43%	** **	22 31%	22 33%	** **	67 47%	46 32%	** **	118 54%	117 68%	** **	92 47%	85 49%	** **	22 21%	13 18%

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

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

Table 67

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

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2182	97	128	103	93	167	139	97	174	146	83	163	149	77	132	112
Effective Weighted Sample	1112	51	60	54	52	80	76	53	84	78	43	83	82	72	121	100
Total	2221	66	73	66	107	142	143	137	218	171	110	196	173	61	105	73
Rules about whether they can play games online	822	**	23	30	**	66	74	**	99	100	**	49	53	**	16	7
	37%	**	32%	45%	**	46%	51%	**	46%	58%	**	25%	31%	**	15%	10%
Other rules	32	**	*	3	**	4	6	**	5	-	**	*	-	**	1	1
	1%	**	*%	4%	**	3%	4%	**	2%	-%	**	*%	-%	**	1%	1%
No, do not have any rules	210	**	10	4	**	8	2	**	7	3	**	19	13	**	20	24
	9%	**	14%	6%	**	5%	1%	**	3%	2%	**	10%	7%	**	19%	32%
SUMMARY																
ANY RULES	2011	**	63	62	**	135	142	**	211	168	**	177	160	**	85	49
	91%	**	86%	94%	**	95%	99%	**	97%	98%	**	90%	93%	**	81%	68%

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

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

Table 68

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

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2182	46	299	87	357	99	366	117	337	112	255
Effective Weighted Sample	1112	25	150	43	190	56	184	61	180	101	230
Total	2221	36	187	84	360	140	457	157	419	84	187
Very concerned	496 22%	** **	61 33%	** **	111 31%	** **	90 20%	24 15%	78 19%	15 18%	24 13%
Fairly concerned	620 28%	** **	38 20%	** **	89 25%	** **	156 34%	41 26%	125 30%	14 17%	43 23%
Neither/ nor	437 20%	** **	24 13%	** **	46 13%	** **	108 24%	42 27%	80 19%	23 28%	46 24%
Not very concerned	424 19%	** **	22 12%	** **	64 18%	** **	76 17%	37 23%	106 25%	21 25%	43 23%
Not at all concerned	226 10%	** **	41 22%	** **	48 13%	** **	27 6%	13 8%	23 6%	10 12%	28 15%
Don't know	19 1%	** **	1 1%	** **	3 1%	** **	* *%	* *%	6 1%	- -%	3 1%
SUMMARY											
TOTAL CONCERNED	1116 50%	** **	99 53%	** **	199 55%	** **	246 54%	65 41%	204 49%	29 35%	67 36%
TOTAL NOT CONCERNED	650 29%	** **	63 34%	** **	112 31%	** **	103 23%	50 32%	129 31%	31 37%	71 38%
TOTAL NEITHER/ DON'T KNOW	455 20%	** **	25 13%	** **	49 14%	** **	108 24%	42 27%	86 21%	23 28%	48 26%

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

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

Table 68

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

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2182	97	128	103	93	167	139	97	174	146	83	163	149	77	132	112
Effective Weighted Sample	1112	51	60	54	52	80	76	53	84	78	43	83	82	72	121	100
Total	2221	66	73	66	107	142	143	137	218	171	110	196	173	61	105	73
Very concerned	496	**	16	21	**	31	48	**	44	23	**	40	27	**	17	7
	22%	**	21%	31%	**	22%	33%	**	20%	14%	**	20%	15%	**	16%	10%
Fairly concerned	620	**	22	13	**	39	42	**	75	61	**	62	41	**	20	20
	28%	**	30%	20%	**	28%	29%	**	35%	36%	**	32%	24%	**	19%	27%
Neither/ nor	437	**	15	4	**	23	9	**	54	31	**	36	34	**	28	14
	20%	**	20%	7%	**	16%	6%	**	25%	18%	**	18%	20%	**	27%	20%
Not very concerned	424	**	7	11	**	33	22	**	35	41	**	39	58	**	25	20
	19%	**	10%	17%	**	23%	16%	**	16%	24%	**	20%	34%	**	24%	28%
Not at all concerned	226	**	13	15	**	16	22	**	9	16	**	19	13	**	14	11
	10%	**	18%	23%	**	11%	15%	**	4%	9%	**	10%	7%	**	13%	15%
Don't know	19	**	*	1	**	*	*	**	1	-	**	-	-	**	1	-
	1%	**	*%	2%	**	*%	*%	**	*%	-%	**	-%	-%	**	1%	-%
SUMMARY																
TOTAL CONCERNED	1116	**	38	34	**	71	90	**	119	84	**	102	68	**	37	27
	50%	**	52%	51%	**	50%	63%	**	55%	49%	**	52%	39%	**	35%	37%
TOTAL NOT CONCERNED	650	**	20	27	**	49	44	**	44	56	**	58	71	**	39	32
	29%	**	28%	40%	**	34%	31%	**	20%	33%	**	30%	41%	**	37%	44%
TOTAL NEITHER/ DON'T KNOW	455	**	15	5	**	23	9	**	54	31	**	36	34	**	29	14
	20%	**	20%	8%	**	16%	7%	**	25%	18%	**	18%	20%	**	28%	20%

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

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

Table 70

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

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2182	46	299	87	357	99	366	117	337	112	255
Effective Weighted Sample	1112	25	150	43	190	56	184	61	180	101	230
Total	2221	36	187	84	360	140	457	157	419	84	187
Very concerned	498 22%	** **	58 31%	** **	106 29%	** **	95 21%	23 14%	66 16%	19 23%	31 17%
Fairly concerned	674 30%	** **	46 24%	** **	99 27%	** **	153 33%	55 35%	147 35%	19 23%	42 22%
Neither/ nor	414 19%	** **	21 11%	** **	56 16%	** **	88 19%	40 25%	79 19%	17 20%	39 21%
Not very concerned	370 17%	** **	22 12%	** **	44 12%	** **	93 20%	22 14%	84 20%	22 26%	46 25%
Not at all concerned	241 11%	** **	40 21%	** **	50 14%	** **	29 6%	17 11%	37 9%	6 7%	28 15%
Don't know	24 1%	** **	1 1%	** **	6 2%	** **	* *%	* *%	6 1%	1 1%	1 1%
SUMMARY											
TOTAL CONCERNED	1171 53%	** **	103 55%	** **	204 57%	** **	247 54%	78 49%	212 51%	38 46%	73 39%
TOTAL NOT CONCERNED	612 28%	** **	62 33%	** **	93 26%	** **	122 27%	39 25%	121 29%	28 34%	74 39%
TOTAL NEITHER/ DON'T KNOW	438 20%	** **	22 12%	** **	62 17%	** **	88 19%	40 26%	86 20%	17 21%	40 21%

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

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

Table 70

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

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2182	97	128	103	93	167	139	97	174	146	83	163	149	77	132	112
Effective Weighted Sample	1112	51	60	54	52	80	76	53	84	78	43	83	82	72	121	100
Total	2221	66	73	66	107	142	143	137	218	171	110	196	173	61	105	73
Very concerned	498	**	21	22	**	38	40	**	38	21	**	29	17	**	18	15
	22%	**	28%	34%	**	27%	28%	**	17%	12%	**	15%	10%	**	18%	20%
Fairly concerned	674	**	24	11	**	39	43	**	77	64	**	74	59	**	27	16
	30%	**	32%	17%	**	27%	30%	**	35%	37%	**	38%	34%	**	26%	22%
Neither/ nor	414	**	10	7	**	32	18	**	49	35	**	31	41	**	16	13
	19%	**	14%	11%	**	23%	13%	**	23%	21%	**	16%	24%	**	15%	17%
Not very concerned	370	**	7	11	**	11	24	**	40	41	**	40	32	**	29	22
	17%	**	10%	17%	**	8%	17%	**	19%	24%	**	20%	19%	**	27%	30%
Not at all concerned	241	**	11	13	**	19	17	**	13	9	**	23	24	**	12	8
	11%	**	15%	20%	**	14%	12%	**	6%	5%	**	12%	14%	**	12%	11%
Don't know	24	**	*	1	**	2	*	**	-	-	**	-	-	**	2	-
	1%	**	*%	1%	**	2%	*%	**	-%	-%	**	-%	-%	**	2%	-%
SUMMARY																
TOTAL CONCERNED	1171	**	44	34	**	77	84	**	115	85	**	102	75	**	45	30
	53%	**	61%	51%	**	54%	58%	**	53%	50%	**	52%	44%	**	43%	41%
TOTAL NOT CONCERNED	612	**	18	24	**	31	41	**	54	51	**	63	57	**	41	30
	28%	**	25%	37%	**	22%	29%	**	25%	30%	**	32%	33%	**	39%	41%
TOTAL NEITHER/ DON'T KNOW	438	**	10	8	**	34	19	**	49	35	**	31	41	**	19	13
	20%	**	14%	12%	**	24%	13%	**	23%	21%	**	16%	24%	**	18%	17%

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

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

Table 72

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

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

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2182	46	299	87	357	99	366	117	337	112	255
Effective Weighted Sample	1112	25	150	43	190	56	184	61	180	101	230
Total	2221	36	187	84	360	140	457	157	419	84	187
Very concerned	527	**	59	**	105	**	115	24	72	17	34
	24%	**	31%	**	29%	**	25%	15%	17%	20%	18%
Fairly concerned	653	**	40	**	68	**	156	66	153	22	42
	29%	**	21%	**	19%	**	34%	42%	36%	26%	23%
Neither/ nor	455	**	22	**	51	**	113	32	102	17	34
	20%	**	12%	**	14%	**	25%	20%	24%	20%	18%
Not very concerned	366	**	20	**	76	**	61	26	74	21	45
	16%	**	11%	**	21%	**	13%	16%	18%	26%	24%
Not at all concerned	211	**	45	**	56	**	11	9	19	7	31
	9%	**	24%	**	16%	**	2%	6%	4%	8%	17%
Don't know	9	**	1	**	3	**	*	*	-	-	1
	*%	**	1%	**	1%	**	*%	*%	-%	-%	*%
SUMMARY											
TOTAL CONCERNED	1179	**	98	**	173	**	271	90	224	39	76
	53%	**	53%	**	48%	**	59%	57%	54%	46%	41%
TOTAL NOT CONCERNED	577	**	65	**	132	**	72	35	93	29	76
	26%	**	35%	**	37%	**	16%	22%	22%	34%	41%
TOTAL NEITHER/ DON'T KNOW	464	**	24	**	54	**	113	32	102	17	35
	21%	**	13%	**	15%	**	25%	21%	24%	20%	19%

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

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

Table 72

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

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

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2182	97	128	103	93	167	139	97	174	146	83	163	149	77	132	112
Effective Weighted Sample	1112	51	60	54	52	80	76	53	84	78	43	83	82	72	121	100
Total	2221	66	73	66	107	142	143	137	218	171	110	196	173	61	105	73
Very concerned	527	**	18	21	**	26	44	**	49	30	**	40	16	**	21	13
	24%	**	24%	32%	**	18%	31%	**	23%	17%	**	21%	9%	**	20%	18%
Fairly concerned	653	**	26	12	**	43	30	**	72	65	**	71	70	**	26	16
	29%	**	35%	19%	**	30%	21%	**	33%	38%	**	36%	40%	**	24%	22%
Neither/ nor	455	**	7	9	**	26	16	**	64	36	**	49	40	**	19	12
	20%	**	10%	13%	**	18%	11%	**	30%	21%	**	25%	23%	**	18%	16%
Not very concerned	366	**	6	10	**	28	31	**	28	34	**	21	34	**	26	22
	16%	**	8%	15%	**	20%	22%	**	13%	20%	**	11%	20%	**	25%	30%
Not at all concerned	211	**	16	13	**	20	21	**	4	7	**	15	13	**	13	10
	9%	**	22%	19%	**	14%	15%	**	2%	4%	**	8%	7%	**	12%	14%
Don't know	9	**	*	1	**	-	*	**	*	*	**	-	-	**	1	-
	*%	**	*%	2%	**	-%	*%	**	*%	*%	**	-%	-%	**	1%	-%
SUMMARY																
TOTAL CONCERNED	1179	**	43	33	**	69	74	**	121	95	**	111	86	**	46	29
	53%	**	60%	50%	**	48%	52%	**	56%	55%	**	57%	50%	**	44%	39%
TOTAL NOT CONCERNED	577	**	22	23	**	47	52	**	32	40	**	36	47	**	39	32
	26%	**	30%	35%	**	33%	37%	**	15%	24%	**	18%	27%	**	37%	44%
TOTAL NEITHER/ DON'T KNOW	464	**	8	10	**	26	17	**	65	36	**	49	40	**	20	12
	21%	**	11%	15%	**	18%	12%	**	30%	21%	**	25%	23%	**	19%	16%

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

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

Table 74

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

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	a	b	a	b
Unweighted total	2182	46	299	87	357	99	366	117	337	112	255
Effective Weighted Sample	1112	25	150	43	190	56	184	61	180	101	230
Total	2221	36	187	84	360	140	457	157	419	84	187
Very concerned	652 29%	** **	67 36%	** **	130 36%	** **	155 34%	29 19%	93 22%	18 21%	41 22%
Fairly concerned	692 31%	** **	34 18%	** **	82 23%	** **	159 35%	81 52%	157 38%	31 37%	43 23%
Neither/ nor	336 15%	** **	21 11%	** **	41 11%	** **	62 14%	19 12%	64 15%	14 17%	38 20%
Not very concerned	334 15%	** **	21 11%	** **	47 13%	** **	65 14%	20 13%	86 20%	15 17%	43 23%
Not at all concerned	191 9%	** **	44 24%	** **	58 16%	** **	16 4%	8 5%	11 3%	6 7%	20 10%
Don't know	16 1%	** **	- -%	** **	3 1%	** **	- -%	* *%	7 2%	- -%	1 1%
SUMMARY											
TOTAL CONCERNED	1343 60%	** **	101 54%	** **	212 59%	** **	313 69%	111 70%	251 60%	49 59%	85 45%
TOTAL NOT CONCERNED	525 24%	** **	66 35%	** **	105 29%	** **	81 18%	27 17%	97 23%	20 24%	62 33%
TOTAL NEITHER/ DON'T KNOW	352 16%	** **	21 11%	** **	43 12%	** **	62 14%	19 12%	71 17%	14 17%	39 21%

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

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

Table 74

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

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		~a	b	c	~a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2182	97	128	103	93	167	139	97	174	146	83	163	149	77	132	112
Effective Weighted Sample	1112	51	60	54	52	80	76	53	84	78	43	83	82	72	121	100
Total	2221	66	73	66	107	142	143	137	218	171	110	196	173	61	105	73
Very concerned	652	**	22	22	**	46	51	**	60	55	**	47	32	**	24	14
	29%	**	30%	33%	**	32%	36%	**	28%	32%	**	24%	18%	**	22%	19%
Fairly concerned	692	**	18	14	**	38	37	**	77	59	**	69	72	**	27	21
	31%	**	25%	21%	**	27%	26%	**	36%	34%	**	35%	42%	**	25%	29%
Neither/ nor	336	**	13	6	**	19	11	**	36	27	**	32	16	**	25	11
	15%	**	17%	10%	**	14%	8%	**	17%	16%	**	16%	9%	**	24%	15%
Not very concerned	334	**	8	10	**	20	18	**	30	26	**	37	46	**	20	20
	15%	**	12%	15%	**	14%	13%	**	14%	15%	**	19%	27%	**	19%	28%
Not at all concerned	191	**	12	14	**	20	25	**	14	4	**	11	7	**	9	6
	9%	**	16%	21%	**	14%	18%	**	6%	2%	**	6%	4%	**	8%	8%
Don't know	16	**	-	-	**	-	*	**	-	-	**	-	-	**	1	-
	1%	**	-%	-%	**	-%	%	**	-%	-%	**	-%	-%	**	1%	-%
SUMMARY																
TOTAL CONCERNED	1343	**	40	35	**	83	89	**	138	114	**	116	104	**	50	35
	60%	**	54%	54%	**	59%	62%	**	63%	67%	**	59%	60%	**	48%	48%
TOTAL NOT CONCERNED	525	**	20	24	**	40	43	**	44	30	**	48	53	**	29	26
	24%	**	28%	36%	**	28%	30%	**	20%	18%	**	25%	31%	**	27%	36%
TOTAL NEITHER/ DON'T KNOW	352	**	13	6	**	19	11	**	36	27	**	32	16	**	26	11
	16%	**	17%	10%	**	14%	8%	**	17%	16%	**	16%	9%	**	25%	15%

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

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

Table 76

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

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Strongly disagree	544 22%	** **	87 33%	** **	117 29%	17 12%	131 27%	31 20%	73 16%	9 10%	33 15%
Slightly disagree	544 22%	** **	54 21%	** **	108 27%	35 25%	122 25%	26 16%	102 22%	12 13%	35 17%
Neither agree nor disagree	397 16%	** **	32 12%	** **	49 12%	16 11%	75 16%	13 8%	89 19%	18 20%	45 21%
Slightly agree	661 27%	** **	66 25%	** **	89 22%	55 39%	105 22%	64 40%	129 28%	29 31%	60 28%
Strongly agree	316 13%	** **	20 8%	** **	38 10%	18 13%	50 10%	25 16%	72 16%	22 24%	39 18%
Don't know	18 1%	** **	1 1%	** **	- -%	- -%	* *%	- -%	- -%	2 3%	1 *%
SUMMARY											
TOTAL DISAGREE	1088 44%	** **	140 54%	** **	225 56%	53 37%	253 52%	57 36%	175 38%	21 23%	68 32%
TOTAL AGREE	977 39%	** **	86 33%	** **	127 32%	73 52%	154 32%	89 56%	201 43%	51 55%	99 46%
TOTAL NEITHER/ DON'T KNOW	415 17%	** **	33 13%	** **	49 12%	16 11%	75 16%	13 8%	89 19%	21 22%	46 22%

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

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

Table 76

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

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Strongly disagree	544	17	30	31	32	54	31	**	58	32	**	27	26	**	19	6
	22%	20%	32%	33%	28%	33%	19%	**	26%	18%	**	13%	14%	**	15%	8%
Slightly disagree	544	25	14	18	22	48	46	**	45	53	**	55	39	**	25	12
	22%	29%	15%	19%	19%	30%	29%	**	20%	30%	**	27%	21%	**	21%	16%
Neither agree nor disagree	397	11	20	11	18	19	23	**	38	18	**	26	22	**	28	9
	16%	13%	21%	11%	17%	11%	14%	**	17%	10%	**	12%	12%	**	23%	11%
Slightly agree	661	22	20	27	24	29	41	**	70	54	**	65	63	**	29	28
	27%	25%	21%	28%	21%	18%	26%	**	31%	30%	**	32%	34%	**	24%	36%
Strongly agree	316	10	10	6	16	12	17	**	15	24	**	32	36	**	20	22
	13%	12%	10%	6%	14%	8%	11%	**	7%	13%	**	15%	19%	**	17%	29%
Don't know	18	1	-	3	-	-	-	**	-	-	**	2	-	**	-	-
	1%	2%	-%	3%	-%	-%	-%	**	-%	-%	**	1%	-%	**	-%	-%
SUMMARY																
TOTAL DISAGREE	1088	41	44	50	53	102	76	**	103	85	**	82	65	**	44	18
	44%	48%	47%	51%	48%	63%	49%	**	46%	47%	**	40%	35%	**	36%	24%
TOTAL AGREE	977	32	30	33	40	41	58	**	85	77	**	97	99	**	50	51
	39%	37%	32%	34%	36%	26%	37%	**	38%	43%	**	47%	53%	**	41%	65%
																b
TOTAL NEITHER/ DON'T KNOW	415	12	20	14	18	19	23	**	38	18	**	28	22	**	28	9
	17%	15%	21%	15%	17%	11%	14%	**	17%	10%	**	14%	12%	**	23%	11%

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

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

Table 78

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

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Strongly disagree	160 6%	** **	9 3%	** **	9 2%	7 5%	32 7%	24 15%	31 7%	14 15%	17 8%
Slightly disagree	397 16%	** **	23 9%	** **	64 16%	37 26%	68 14%	20 13%	100 22%	18 20%	34 16%
Neither agree nor disagree	360 15%	** **	27 10%	** **	46 12%	15 10%	64 13%	27 17%	75 16%	14 15%	35 16%
Slightly agree	787 32%	** **	73 28%	** **	117 29%	59 42%	162 33%	56 35%	147 32%	27 29%	70 33%
Strongly agree	762 31%	** **	128 49%	** **	165 41%	24 17%	156 32%	33 21%	112 24%	18 19%	55 26%
Don't know	14 1%	** **	- -%	** **	- -%	- -%	- -%	- -%	- -%	2 2%	2 1%
SUMMARY											
TOTAL DISAGREE	557 22%	** **	32 12%	** **	73 18%	44 31%	100 21%	44 28%	131 28%	32 35%	51 24%
TOTAL AGREE	1549 62%	** **	201 77%	** **	282 70%	83 59%	318 66%	89 56%	259 56%	45 48%	125 59%
TOTAL NEITHER/ DON'T KNOW	374 15%	** **	27 10%	** **	46 12%	15 10%	64 13%	27 17%	75 16%	16 17%	36 17%

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

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

Table 78

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

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Strongly disagree	160 6%	6 8%	3 3%	1 1%	3 2%	7 4%	* **	** **	13 6%	8 5%	** **	14 7%	20 11%	** **	12 10%	10 13%
Slightly disagree	397 16%	12 14%	3 4%	10 11%	30 27%	19 12%	16 10%	** **	50 22%	35 19%	** **	30 15%	40 21%	** **	16 13%	18 23%
Neither agree nor disagree	360 15%	12 14%	16 17%	7 7%	14 13%	27 17%	19 12%	** **	23 10%	11 6%	** **	32 16%	24 13%	** **	19 15%	13 17%
Slightly agree	787 32%	21 25%	31 33%	23 24%	24 22%	43 27%	59 38%	** **	87 39%	65 36%	** **	73 35%	57 31%	** **	42 35%	21 27%
Strongly agree	762 31%	34 39%	40 43%	51 53%	41 36%	66 41%	63 40%	** **	53 24%	61 34%	** **	58 28%	44 24%	** **	31 26%	15 20%
Don't know	14 1%	- -%	- -%	3 3%	- -%	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	1 1%	1 1%
SUMMARY																
TOTAL DISAGREE	557 22%	19 22%	6 6%	12 12%	32 29%	26 16%	17 11%	** **	63 28%	43 24%	** **	44 21%	60 32%	** **	28 23%	28 36%
TOTAL AGREE	1549 62%	55 64%	72 76%	75 77%	65 58%	109 67%	122 77%	** **	140 62%	126 70%	** **	131 63%	102 55%	** **	74 61%	37 47%
TOTAL NEITHER/ DON'T KNOW	374 15%	12 14%	16 17%	10 11%	14 13%	27 17%	19 12%	** **	23 10%	11 6%	** **	32 16%	24 13%	** **	20 16%	14 17%

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

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

Table 80

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

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Strongly disagree	506 20%	** **	52 20%	** **	80 20%	22 16%	93 19%	45 28%	114 24%	12 13%	52 24%
Slightly disagree	533 22%	** **	43 17%	** **	81 20%	36 26%	115 24%	35 22%	123 26%	17 19%	54 25%
Neither agree nor disagree	405 16%	** **	39 15%	** **	52 13%	13 9%	88 18%	20 13%	67 14%	23 25%	34 16%
Slightly agree	689 28%	** **	78 30%	** **	117 29%	54 38%	125 26%	45 28%	122 26%	26 28%	48 22%
Strongly agree	333 13%	** **	47 18%	** **	71 18%	16 11%	61 13%	14 9%	36 8%	12 13%	24 11%
Don't know	12 *%	** **	* *%	** **	1 *%	* *%	- -%	- -%	3 1%	2 2%	2 1%
SUMMARY											
TOTAL DISAGREE	1040 42%	** **	95 37%	** **	160 40%	58 41%	208 43%	80 50%	237 51%	29 32%	106 50% a
TOTAL AGREE	1023 41%	** **	125 48%	** **	188 47%	70 49%	186 39%	60 37%	158 34%	38 41%	72 34%
TOTAL NEITHER/ DON'T KNOW	418 17%	** **	39 15%	** **	53 13%	13 9%	88 18%	20 13%	71 15%	25 27%	35 17%

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

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

Table 80

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

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Strongly disagree	506	18	16	17	27	25	31	**	50	33	**	50	48	**	25	12
	20%	21%	17%	17%	24%	16%	20%	**	22%	18%	**	24%	26%	**	21%	15%
Slightly disagree	533	14	13	11	10	30	34	**	51	50	**	49	55	**	30	21
	22%	17%	14%	11%	9%	19%	22%	**	23%	28%	**	24%	30%	**	25%	28%
Neither agree nor disagree	405	14	16	12	23	25	13	**	28	19	**	33	10	**	28	10
	16%	16%	17%	13%	21%	15%	8%	**	12%	11%	**	16%	6%	**	23%	13%
Slightly agree	689	20	30	37	28	51	43	**	61	60	**	63	50	**	21	27
	28%	23%	32%	39%	25%	31%	27%	**	27%	33%	**	30%	27%	**	17%	34%
																b
Strongly agree	333	19	19	19	23	31	36	**	36	18	**	12	22	**	17	8
	13%	23%	20%	20%	21%	19%	23%	**	16%	10%	**	6%	12%	**	14%	10%
Don't know	12	-	*	-	*	-	-	**	*	-	**	-	-	**	1	-
	*%	-%	*%	-%	*%	-%	-%	**	*%	-%	**	-%	-%	**	1%	-%
SUMMARY																
TOTAL DISAGREE	1040	32	29	28	37	55	66	**	101	83	**	99	103	**	55	33
	42%	38%	31%	29%	33%	34%	42%	**	45%	46%	**	48%	55%	**	45%	42%
TOTAL AGREE	1023	39	48	57	52	82	79	**	97	78	**	75	72	**	38	35
	41%	46%	51%	59%	46%	51%	50%	**	43%	43%	**	36%	39%	**	31%	45%
TOTAL NEITHER/ DON'T KNOW	418	14	16	12	23	25	13	**	28	19	**	33	10	**	29	10
	17%	16%	17%	13%	21%	15%	8%	**	12%	11%	**	16%	6%	**	24%	13%

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

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

Table 82

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

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Strongly disagree	102 4%	** **	11 4%	** **	19 5%	7 5%	19 4%	10 6%	17 4%	4 4%	7 3%
Slightly disagree	341 14%	** **	40 16%	** **	65 16%	29 21%	75 16%	24 15%	47 10%	11 12%	20 10%
Neither agree nor disagree	419 17%	** **	33 13%	** **	74 18%	28 20%	101 21%	22 14%	55 12%	14 16%	24 11%
Slightly agree	853 34%	** **	95 37%	** **	126 32%	52 37%	161 33%	58 36%	160 34%	34 36%	84 39%
Strongly agree	752 30%	** **	78 30%	** **	116 29%	24 17%	126 26%	46 29%	183 39%	28 30%	77 36%
Don't know	13 1%	** **	1 *%	** **	- -%	- -%	* *%	- -%	3 1%	2 2%	- -%
SUMMARY											
TOTAL DISAGREE	444 18%	** **	51 20%	** **	85 21%	36 26%	95 20%	34 21%	64 14%	14 15%	27 13%
TOTAL AGREE	1605 65%	** **	173 67%	** **	242 60%	76 54%	286 59%	104 65%	343 74%	62 67%	161 76%
TOTAL NEITHER/ DON'T KNOW	431 17%	** **	34 13%	** **	74 18%	28 20%	101 21%	22 14%	58 13%	16 18%	24 11%

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

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

Table 82

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

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Strongly disagree	102 4%	5 6%	3 3%	3 3%	5 4%	2 1%	11 7%	** **	16 7%	1 1%	** **	13 6%	8 4%	** **	6 5%	2 3%
Slightly disagree	341 14%	10 12%	13 14%	16 16%	19 17%	24 15%	28 18%	** **	36 16%	38 21%	** **	19 9%	19 10%	** **	12 10%	12 15%
Neither agree nor disagree	419 17%	16 19%	17 18%	9 9%	21 18%	40 25%	19 12%	** **	36 16%	28 15%	** **	34 16%	19 10%	** **	15 12%	6 8%
Slightly agree	853 34%	22 25%	43 46%	35 36%	29 26%	47 29%	59 37%	** **	81 36%	69 38%	** **	70 34%	63 34%	** **	46 37%	33 42%
Strongly agree	752 30%	32 38%	18 19%	32 33%	38 34%	50 31%	42 26%	** **	57 25%	44 24%	** **	71 34%	78 42%	** **	43 36%	25 33%
Don't know	13 1%	- -%	- -%	3 3%	* *%	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%
SUMMARY																
TOTAL DISAGREE	444 18%	15 18%	16 17%	19 19%	24 22%	25 15%	39 25%	** **	52 23%	39 22%	** **	32 16%	26 14%	** **	18 15%	14 18%
TOTAL AGREE	1605 65%	54 63%	61 65%	66 69%	67 60%	97 60%	100 64%	** **	138 61%	113 63%	** **	141 68%	140 76%	** **	89 73%	58 74%
TOTAL NEITHER/ DON'T KNOW	431 17%	16 19%	17 18%	11 12%	21 19%	40 25%	19 12%	** **	36 16%	28 15%	** **	34 16%	19 10%	** **	15 12%	6 8%

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

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

Table 84

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

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
BOTH CHILD AND PARENT HARD TO CONTROL	191	**	20	**	49	15	39	4	28	3	7
	8%	**	8%	**	12%	10%	8%	3%	6%	4%	3%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1105	**	101	**	154	51	213	78	233	46	113
	45%	**	39%	**	38%	36%	44%	49%	50%	50%	53%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	352	**	33	**	59	21	83	22	74	8	28
	14%	**	13%	**	15%	15%	17%	14%	16%	9%	13%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	832	**	105	**	139	55	147	55	130	34	65
	34%	**	40%	**	35%	39%	30%	35%	28%	37%	31%

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

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

Table 84

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

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
BOTH CHILD AND PARENT HARD TO CONTROL	191	11	5	10	9	20	22	**	17	22	**	21	3	**	4	4
	8%	13%	5%	10%	8%	12%	14%	**	7%	12%	**	10%	1%	**	4%	5%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1105	33	37	31	47	52	55	**	101	71	**	97	77	**	63	34
	45%	39%	39%	32%	42%	32%	35%	**	45%	39%	**	47%	42%	**	52%	44%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	352	13	9	9	13	28	23	**	28	32	**	34	36	**	21	9
	14%	15%	9%	9%	11%	17%	15%	**	12%	18%	**	17%	19%	**	17%	11%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	832	28	43	47	43	62	56	**	80	56	**	55	70	**	33	31
	34%	33%	46%	49%	38%	38%	36%	**	35%	31%	**	26%	38%	**	27%	40%

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

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

Table 85

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

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
BOTH CHILD AND PARENT HAVE GOOD BALANCE	215 9%	** **	10 4%	** **	36 9%	19 13%	32 7%	12 8%	58 12%	10 11%	24 11%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	693 28%	** **	73 28%	** **	131 33%	47 33%	160 33%	48 30%	79 17%	23 24%	41 19%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	182 7%	** **	12 5%	** **	28 7%	18 13%	36 7%	8 5%	43 9%	8 9%	11 5%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1390 56%	** **	163 63%	** **	206 51%	58 41%	254 53%	92 57%	286 61%	51 56%	138 65%

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

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

Table 85

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

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
BOTH CHILD AND PARENT HAVE GOOD BALANCE	215	9	*	3	13	8	11	**	21	21	**	15	22	**	11	13
	9%	11%	*%	4%	12%	5%	7%	**	9%	12%	**	7%	12%	**	9%	17%
		b														
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	693	28	30	23	28	53	52	**	59	54	**	51	28	**	28	15
	28%	33%	32%	24%	25%	33%	33%	**	26%	30%	**	24%	15%	**	23%	20%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	182	3	3	7	17	11	6	**	29	13	**	16	18	**	4	5
	7%	4%	3%	7%	15%	7%	4%	**	13%	7%	**	8%	10%	**	4%	6%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1390	45	61	63	54	89	89	**	117	91	**	126	118	**	77	45
	56%	53%	65%	65%	48%	55%	57%	**	52%	51%	**	61%	64%	**	64%	58%

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

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

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

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
I talk to my child	985	**	52	**	139	70	233	61	229	38	92
	40%	**	20%	**	35%	50%	48%	38%	49%	41%	43%
I can trust my child to be sensible	585	**	21	**	53	20	95	47	160	35	94
	24%	**	8%	**	13%	14%	20%	29%	34%	38%	44%
I directly supervise my child	480	**	130	**	147	23	67	21	18	6	7
	19%	**	50%	**	37%	16%	14%	13%	4%	7%	3%
								b			
I use technical tools or controls	329	**	38	**	47	26	78	30	46	6	12
	13%	**	15%	**	12%	18%	16%	19%	10%	7%	5%
Another approach	11	**	2	**	*	-	5	1	2	-	1
	*%	**	1%	**	*%	-%	1%	*%	*%	-%	*%
I don't have an approach	49	**	12	**	7	3	1	*	6	3	7
	2%	**	5%	**	2%	2%	*%	*%	1%	3%	3%
Don't know	42	**	3	**	7	-	4	-	6	4	1
	2%	**	1%	**	2%	-%	1%	-%	1%	4%	*%

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

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

Table 86

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

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
I talk to my child	985	26	18	13	47	53	37	**	101	106	**	100	88	**	52	35
	40%	31%	19%	13%	42%	33%	24%	**	45%	59%	**	48%	47%	**	43%	46%
I can trust my child to be sensible	585	3	12	12	12	27	21	**	43	29	**	69	66	**	51	36
	24%	4%	13%	13%	10%	17%	13%	**	19%	16%	**	33%	36%	**	42%	46%
I directly supervise my child	480	46	44	45	29	62	59	**	33	17	**	4	2	**	7	1
	19%	54%	47%	46%	26%	38%	37%	**	15%	9%	**	2%	1%	**	6%	1%
I use technical tools or controls	329	10	13	16	18	12	33	**	42	27	**	31	27	**	8	4
	13%	12%	14%	16%	16%	7%	21%	**	19%	15%	**	15%	15%	**	6%	5%
Another approach	11	*	1	1	*	-	*	**	3	2	**	1	2	**	1	-
	*%	*%	1%	1%	*%	-%	*%	**	1%	1%	**	*%	1%	**	1%	-%
I don't have an approach	49	-	4	9	3	5	5	**	*	-	**	2	*	**	2	1
	2%	-%	4%	9%	3%	3%	3%	**	*%	-%	**	1%	*%	**	2%	2%
Don't know	42	-	2	2	3	3	2	**	4	-	**	-	-	**	-	-
	2%	-%	2%	2%	2%	2%	1%	**	2%	-%	**	-%	-%	**	-%	-%

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

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

Table 87

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

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
PRE-SCHOOL	202	**	166	**	-	-	-	-	-	-	-
	8%	**	64%	**	-%	-%	-%	-%	-%	-%	-%
PRIMARY	1168	**	88	**	401	121	389	-	-	-	-
	47%	**	34%	**	100%	86%	81%	-%	-%	-%	-%
SECONDARY	1040	**	-	**	-	19	89	159	466	72	185
	42%	**	-%	**	-%	14%	18%	100%	100%	77%	87%
POST-SCHOOL	30	**	-	**	-	-	-	-	-	13	17
	1%	**	-%	**	-%	-%	-%	-%	-%	14%	8%
UNKNOWN	39	**	5	**	-	1	5	-	-	8	11
	2%	**	2%	**	-%	1%	1%	-%	-%	8%	5%

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

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

Table 87

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

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
PRE-SCHOOL	202	49	59	64	-	-	-	**	-	-	**	-	-	**	-	-
	8%	57%	63%	66%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
PRIMARY	1168	37	28	32	112	162	157	**	187	135	**	-	-	**	-	-
	47%	43%	29%	33%	100%	100%	100%	**	83%	75%	**	-%	-%	**	-%	-%
SECONDARY	1040	-	-	-	-	-	-	**	35	45	**	207	186	**	104	73
	42%	-%	-%	-%	-%	-%	-%	**	15%	25%	**	100%	100%	**	85%	93%
POST-SCHOOL	30	-	-	-	-	-	-	**	-	-	**	-	-	**	10	5
	1%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	-%	**	8%	7%
UNKNOWN	39	-	7	*	-	-	-	**	3	-	**	-	-	**	8	-
	2%	-%	8%	*%	-%	-%	-%	**	2%	-%	**	-%	-%	**	7%	-%

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

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

Table 88

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

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Yes	2214	**	225	**	347	140	440	150	421	81	199
	89%	**	87%	**	86%	99%	91%	94%	90%	88%	94%
No	62	**	5	**	17	1	8	-	9	3	3
	2%	**	2%	**	4%	*%	2%	-%	2%	3%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	186	**	30	**	37	1	32	9	35	8	11
	8%	**	11%	**	9%	1%	7%	6%	8%	9%	5%
Prefer not to say	19	**	-	**	*	-	2	-	-	-	-
	1%	**	-%	**	*%	-%	1%	-%	-%	-%	-%

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

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

Table 88

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

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Yes	2214	75	82	83	89	147	136	**	217	168	**	196	169	**	112	72
	89%	88%	88%	86%	80%	91%	86%	**	96%	93%	**	95%	91%	**	92%	92%
No	62	3	3	2	12	4	4	**	1	*	**	1	5	**	4	1
	2%	4%	3%	2%	11%	3%	2%	**	*%	*%	**	*%	3%	**	3%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	186	7	7	10	10	10	18	**	8	12	**	10	12	**	5	5
	8%	8%	8%	10%	9%	6%	11%	**	3%	7%	**	5%	6%	**	4%	6%
Prefer not to say	19	-	1	2	-	-	-	**	-	-	**	-	-	**	-	-
	1%	-%	2%	2%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%

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

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

Table 89

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	1836	**	180	**	293	109	352	135	344	74	165
	74%	**	70%	**	73%	77%	73%	85%	74%	80%	78%
Irish	25	**	3	**	2	1	10	1	3	*	2
	1%	**	1%	**	*%	1%	2%	1%	1%	*%	1%
Gypsy, Traveller or Irish Traveller	3	**	1	**	-	-	-	-	-	*	-
	*%	**	1%	**	-%	-%	-%	-%	-%	*%	-%
Any other white background	89	**	8	**	22	-	27	-	16	2	2
	4%	**	3%	**	5%	-%	6%	-%	3%	2%	1%
MIXED OR MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	60	**	4	**	16	9	8	4	3	6	3
	2%	**	2%	**	4%	6%	2%	2%	1%	6%	1%
White and Black African	15	**	3	**	3	3	1	-	4	-	1
	1%	**	1%	**	1%	2%	*%	-%	1%	-%	*%
White and Asian	59	**	4	**	15	4	8	*	15	3	2
	2%	**	2%	**	4%	3%	2%	*%	3%	3%	1%
Any other mixed/ multiple ethnic background	31	**	8	**	1	-	8	-	9	1	3
	1%	**	3%	**	*%	-%	2%	-%	2%	1%	1%

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

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

Table 89

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
ASIAN AND BRITISH ASIAN											
Indian	89 4%	** **	8 3%	** **	10 2%	3 2%	21 4%	7 5%	25 5%	1 1%	7 3%
Pakistani	55 2%	** **	9 3%	** **	9 2%	3 2%	11 2%	- -%	6 1%	2 2%	8 4%
Bangladeshi	26 1%	** **	1 1%	** **	3 1%	- -%	3 1%	3 2%	6 1%	- -%	1 *%
Chinese	17 1%	** **	3 1%	** **	4 1%	- -%	- -%	- -%	6 1%	- -%	2 1%
Any other Asian background	35 1%	** **	5 2%	** **	7 2%	* *%	2 *%	2 1%	3 1%	2 2%	4 2%
BLACK AND BLACK BRITISH											
Caribbean	12 *%	** **	1 *%	** **	2 *%	3 2%	1 *%	- -%	4 1%	- -%	2 1%
African	62 2%	** **	14 5%	** **	5 1%	4 3%	10 2%	* *%	14 3%	1 1%	8 4%
Any other black/ African/ Caribbean background	7 *%	** **	2 1%	** **	- -%	- -%	3 1%	- -%	- -%	- -%	1 1%
OTHER ETHNIC GROUPS											
Arab	11 *%	** **	2 1%	** **	- -%	- -%	1 *%	4 2%	- -%	1 1%	1 1%

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

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

Table 89

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Any other ethnic background	4	**	1	**	-	-	3	-	*	-	-
	*%	**	*%	**	-%	-%	1%	-%	*%	-%	-%
Prefer not to say	46	**	2	**	9	4	13	2	6	-	1
	2%	**	1%	**	2%	3%	3%	1%	1%	-%	1%

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

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

Table 89

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
WHITE																
English/ Welsh/ Scottish/ Northern Irish/ British	1836	66	67	68	76	129	108	**	178	137	**	173	146	**	95	61
	74%	78%	71%	70%	68%	79%	69%	**	79%	76%	**	84%	79%	**	78%	78%
Irish	25	*	2	2	1	1	1	**	4	5	**	1	1	**	1	*
	1%	*%	2%	2%	1%	1%	1%	**	2%	3%	**	1%	1%	**	*%	1%
Gypsy, Traveller or Irish Traveller	3	-	-	-	1	-	-	**	-	-	**	-	-	**	-	*
	*%	-%	-%	-%	1%	-%	-%	**	-%	-%	**	-%	-%	**	-%	1%
Any other white background	89	1	1	5	12	5	9	**	16	9	**	1	7	**	3	1
	4%	2%	1%	6%	11%	3%	5%	**	7%	5%	**	*%	4%	**	3%	1%
MIXED OR MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	60	3	1	-	-	10	3	**	9	-	**	4	-	**	4	1
	2%	3%	1%	-%	-%	6%	2%	**	4%	-%	**	2%	-%	**	4%	2%
White and Black African	15	2	*	1	3	-	1	**	1	3	**	-	2	**	1	-
	1%	2%	*%	1%	2%	-%	*%	**	*%	2%	**	-%	1%	**	1%	-%
White and Asian	59	1	*	3	2	5	10	**	*	7	**	11	4	**	1	3
	2%	1%	*%	3%	2%	3%	6%	**	*%	4%	**	5%	2%	**	1%	4%
Any other mixed/ multiple ethnic background	31	*	3	1	1	1	*	**	3	2	**	-	2	**	4	-
	1%	*%	3%	1%	1%	1%	*%	**	1%	1%	**	-%	1%	**	3%	-%

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

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

Table 89

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
ASIAN AND BRITISH ASIAN																
Indian	89 4%	* *%	2 2%	2 2%	3 3%	- -%	9 6%	** **	* *%	11 6%	** **	3 1%	9 5%	** **	4 3%	3 3%
Pakistani	55 2%	5 5%	6 6%	1 1%	1 1%	2 1%	7 5%	** **	8 4%	2 1%	** **	- -%	- -%	** **	3 3%	1 1%
Bangladeshi	26 1%	* *%	1 1%	* *%	2 2%	3 2%	- -%	** **	3 1%	- -%	** **	- -%	2 1%	** **	- -%	1 1%
Chinese	17 1%	- -%	* *%	1 1%	- -%	- -%	4 3%	** **	- -%	- -%	** **	4 2%	- -%	** **	- -%	2 3%
Any other Asian background	35 1%	1 1%	2 2%	4 4%	- -%	- -%	3 2%	** **	- -%	- -%	** **	3 2%	- -%	** **	1 1%	3 4%
BLACK AND BLACK BRITISH																
Caribbean	12 *%	* *%	* *%	* *%	- -%	2 1%	- -%	** **	* *%	1 *%	** **	2 1%	3 1%	** **	- -%	1 1%
African	62 2%	3 3%	7 8%	5 5%	4 4%	4 2%	* *%	** **	2 1%	4 2%	** **	5 3%	2 1%	** **	4 3%	2 2%
Any other black/ African/ Caribbean background	7 *%	- -%	- -%	2 2%	- -%	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%
OTHER ETHNIC GROUPS																
Arab	11 *%	* *%	- -%	- -%	2 2%	- -%	- -%	** **	- -%	- -%	** **	- -%	4 2%	** **	1 1%	1 1%
Columns Tested: a,b,c - a,b,c - a,b,c - a,b,c - a,b,c																

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

Table 89

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Any other ethnic background	4	-	-	1	-	-	-	**	-	-	**	-	*	**	-	-
	*%	-%	-%	1%	-%	-%	-%	**	-%	-%	**	-%	*%	**	-%	-%
Prefer not to say	46	2	1	-	3	*	3	**	-	-	**	-	2	**	-	-
	2%	2%	2%	-%	2%	*%	2%	**	-%	-%	**	-%	1%	**	-%	-%

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Hearing? Poor hearing, partial hearing, or are deaf	44 2%	** **	- -%	** **	- -%	8 6% b	- -%	8 5% b	- -%	6 7% b	- -%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	112 5%	** **	- -%	** **	- -%	34 24% b	- -%	26 16% b	- -%	16 17% b	- -%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	50 2%	** **	- -%	** **	- -%	13 9% b	- -%	12 8% b	- -%	6 6% b	- -%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	** **	- -%	** **	- -%	8 5% b	- -%	9 6% b	- -%	4 4% b	- -%

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Breathing? Breathlessness or chest pains	28	**	-	**	-	5	-	4	-	3	-
	1%	**	-%	**	-%	4%	-%	2%	-%	3%	-%
						b				b	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	119	**	-	**	-	31	-	42	-	21	-
	5%	**	-%	**	-%	22%	-%	27%	-%	23%	-%
						b		b		b	
Difficulty with speech? E.g. due to a stroke, stutter or stammer	25	**	-	**	-	5	-	3	-	3	-
	1%	**	-%	**	-%	4%	-%	2%	-%	3%	-%
						b				b	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250	**	-	**	-	76	-	73	-	38	-
	10%	**	-%	**	-%	54%	-%	46%	-%	41%	-%
						b		b		b	

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Their mental health? Anxiety, depression, or trauma-related conditions, for example	138 6%	** **	- -%	** **	- -%	33 23% b	- -%	58 36% b	- -%	35 37% b	- -%
Other illnesses/ conditions which impact or limit their daily activities	39 2%	** **	- -%	** **	- -%	13 9% b	- -%	10 7% b	- -%	10 11% b	- -%
Nothing – no impairments or conditions that impact or limit their daily activities	1821 73%	** **	259 100%	** **	401 100%	- -%	482 100% a	- -%	466 100% a	- -%	213 100% a
Don't know	57 2%	** **	- -%	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Prefer not to say	79 3%	** **	- -%	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%
SUMMARY											
ANY IMPACTING OR LIMITING CONDITIONS	524 21%	** **	- -%	** **	- -%	141 100% b	- -%	159 100% b	- -%	93 100% b	- -%

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
MULTIPLE IMPACTING OR LIMITING CONDITIONS	184	**	-	**	-	42	-	63	-	29	-
	7%	**	-%	**	-%	30%	-%	39%	-%	32%	-%
						b		b		b	

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Hearing? Poor hearing, partial hearing, or are deaf	44 2%	3 3%	* *%	4 4%	4 4%	6 4%	5 3%	** **	8 3%	* *%	** **	1 1%	- -%	** **	3 2%	2 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	112 5%	1 2%	2 2%	2 2%	9 8%	6 4%	6 4%	** **	18 8%	12 7%	** **	8 4%	5 3%	** **	5 4%	2 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	50 2%	2 2%	2 2%	2 2%	5 5%	5 3%	2 1%	** **	8 4%	5 3%	** **	5 3%	- -%	** **	2 2%	2 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	- -%	1 1%	4 4%	3 2%	1 *%	- -%	** **	3 2%	4 2%	** **	1 *%	- -%	** **	1 1%	1 1%
Breathing? Breathlessness or chest pains	28 1%	5 6%	* *%	2 2%	6 5%	3 2%	- -%	** **	5 2%	- -%	** **	1 *%	- -%	** **	* *%	1 1%

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	119 5%	2 2%	5 5%	4 4%	8 7%	2 1%	* *%	** **	10 4%	3 2%	** **	15 7%	8 4%	** **	9 7%	2 2%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	25 1%	- -%	4 4%	5 5%	2 2%	1 1%	* *%	** **	- -%	5 3%	** **	1 *%	- -%	** **	1 1%	1 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250 10%	5 6%	8 8%	6 6%	17 15%	6 4%	7 4%	** **	22 10%	17 9%	** **	20 10%	24 13%	** **	13 11%	9 11%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	138 6%	* *%	- -%	3 3%	3 3%	* *%	3 2%	** **	8 3%	8 5%	** **	25 12%	15 8%	** **	13 10%	4 5%
Other illnesses/ conditions which impact or limit their daily activities	39 2%	* *%	* *%	2 2%	* *%	1 1%	- -%	** **	4 2%	* *%	** **	6 3%	3 2%	** **	1 1%	3 4%

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

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

Table 90

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST	MOST	POTEN- TIAL- LY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Nothing – no impairments or conditions that impact or limit their daily activities	1821 73%	70 82%	71 76%	81 84%	77 69%	135 83%	130 82%	** **	174 77%	137 76%	** **	147 71%	136 73%	** **	86 71%	58 74%
Don't know	57 2%	1 1%	6 7%	3 3%	5 4%	5 3%	8 5%	** **	1 *%	2 1%	** **	4 2%	3 1%	** **	1 1%	- -%
Prefer not to say	79 3%	1 1%	5 5%	* *%	2 2%	* *%	2 1%	** **	1 *%	- -%	** **	2 1%	* *%	** **	2 2%	1 2%
SUMMARY																
ANY IMPACTING OR LIMITING CONDITIONS	524 21%	14 16%	12 12%	12 13%	28 25%	21 13%	18 11%	** **	50 22%	41 23%	** **	53 26%	47 25%	** **	33 27%	19 24%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	184 7%	4 4%	5 5%	10 10%	15 14%	5 3%	5 3%	** **	12 5%	7 4%	** **	21 10%	9 5%	** **	9 7%	4 5%

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

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

Table 91

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY ~a	NONE b	ANY ~a	NONE b	ANY a	NONE b	ANY a	NONE b	ANY a	NONE b
Significance Level: 99%											
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
16 TO 24	27 1%	** **	13 5%	** **	4 1%	- -%	- -%	- -%	- -%	- -%	- -%
25 TO 34	465 19%	** **	108 42%	** **	112 28%	43 30%	71 15%	4 3%	21 5%	8 8%	11 5%
35 TO 44	1111 45%	** **	114 44%	** **	217 54%	78 55%	257 53%	96 61%	154 33%	25 27%	73 34%
45 TO 54	619 25%	** **	16 6%	** **	45 11%	20 14%	131 27%	49 31%	187 40%	41 44%	90 42%
55 TO 64	145 6%	** **	1 *%	** **	8 2%	1 *%	1 *%	2 1%	71 15%	15 17%	31 15%
65 TO 74	2 *%	** **	- -%	** **	- -%	* *%	- -%	* *%	1 *%	- -%	1 *%
80+	1 *%	** **	- -%	** **	- -%	- -%	- -%	- -%	- -%	1 1%	- -%
Refused	111 4%	** **	7 3%	** **	15 4%	- -%	22 5%	7 5%	31 7%	3 3%	7 3%

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

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

Table 91

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
16 TO 24	27	6	7	4	1	5	2	**	-	-	**	-	-	**	-	-
	1%	8%	7%	4%	1%	3%	1%	**	-%	-%	**	-%	-%	**	-%	-%
25 TO 34	465	38	45	37	51	51	27	**	40	22	**	6	6	**	10	5
	19%	44%	48%	38%	46%	32%	17%	**	18%	12%	**	3%	3%	**	8%	6%
35 TO 44	1111	37	34	45	40	81	103	**	111	112	**	92	60	**	39	20
	45%	43%	37%	46%	36%	50%	66%	**	49%	62%	**	45%	32%	**	32%	26%
45 TO 54	619	4	5	8	13	16	23	**	71	44	**	80	94	**	44	42
	25%	5%	6%	9%	11%	10%	15%	**	31%	24%	**	39%	51%	**	36%	53%
55 TO 64	145	*	1	-	4	4	-	**	*	1	**	19	25	**	26	11
	6%	*%	1%	-%	4%	2%	-%	**	*%	1%	**	9%	14%	**	21%	14%
65 TO 74	2	-	-	-	-	-	-	**	*	-	**	*	*	**	-	-
	*%	-%	-%	-%	-%	-%	-%	**	*%	-%	**	*%	*%	**	-%	-%
80+	1	-	-	-	-	-	-	**	-	-	**	-	-	**	-	-
	*%	-%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
Refused	111	-	2	3	3	5	2	**	3	1	**	9	*	**	4	1
	4%	-%	2%	3%	2%	3%	1%	**	1%	*%	**	4%	*%	**	3%	1%

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

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

Table 92

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Man	726	**	66	**	107	35	143	37	164	19	75
	29%	**	26%	**	27%	25%	30%	23%	35%	21%	35%
											a
Woman	1735	**	190	**	293	106	333	122	301	72	137
	70%	**	73%	**	73%	75%	69%	77%	65%	78%	64%
Non-binary	2	**	-	**	*	-	-	-	1	1	-
	*%	**	-%	**	*%	-%	-%	-%	*%	1%	-%
Prefer not to say	17	**	3	**	1	-	6	-	-	-	1
	1%	**	1%	**	*%	-%	1%	-%	-%	-%	*%

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

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

Table 92

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Man	726	11	24	41	25	41	61	**	61	81	**	72	66	**	39	33
	29%	13%	26%	43%	23%	25%	39%	**	27%	45%	**	35%	36%	**	32%	42%
				a												
Woman	1735	74	70	55	86	121	96	**	165	99	**	135	119	**	83	44
	70%	87%	74%	57%	77%	75%	61%	**	73%	55%	**	65%	64%	**	68%	56%
				c												
Non-binary	2	-	-	-	-	-	*	**	-	-	**	-	-	**	-	1
	*%	-%	-%	-%	-%	-%	*%	**	-%	-%	**	-%	-%	**	-%	1%
Prefer not to say	17	-	-	-	-	*	-	**	-	-	**	-	-	**	-	1
	1%	-%	-%	-%	-%	*%	-%	**	-%	-%	**	-%	-%	**	-%	1%

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

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

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
In full time employment	1286	**	118	**	196	66	285	76	262	48	123
	52%	**	45%	**	49%	47%	59%	48%	56%	51%	58%
In part time employment	603	**	74	**	110	36	119	40	104	17	41
	24%	**	28%	**	28%	25%	25%	25%	22%	18%	19%
Unemployed	140	**	13	**	23	11	15	8	28	7	11
	6%	**	5%	**	6%	8%	3%	5%	6%	8%	5%
A student	40	**	7	**	12	3	11	1	3	1	2
	2%	**	3%	**	3%	2%	2%	*%	1%	1%	1%
Full-time responsibility for home/ family	297	**	41	**	52	20	33	25	48	12	22
	12%	**	16%	**	13%	14%	7%	16%	10%	13%	10%
Retired	23	**	2	**	2	1	*	1	7	2	8
	1%	**	1%	**	*%	*%	*%	*%	2%	2%	4%
Other	51	**	3	**	6	4	10	2	9	5	5
	2%	**	1%	**	1%	3%	2%	1%	2%	5%	2%
Prefer not to say	39	**	*	**	-	1	9	8	4	1	1
	2%	**	*%	**	-%	*%	2%	5%	1%	1%	*%

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

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

Table 93

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
In full time employment	1286	21	41	64	31	79	112	**	132	145	**	121	123	**	74	60
	52%	25%	44%	67%	28%	49%	71%	**	58%	81%	**	59%	66%	**	61%	77%
				ab			ab			b					b	b
In part time employment	603	26	31	22	21	54	35	**	54	21	**	44	43	**	23	14
	24%	31%	33%	23%	18%	33%	22%	**	24%	12%	**	21%	23%	**	19%	18%
Unemployed	140	15	5	2	18	4	-	**	10	-	**	9	2	**	5	-
	6%	17%	6%	2%	16%	2%	-%	**	5%	-%	**	4%	1%	**	4%	-%
		c			bc											
A student	40	2	2	*	4	6	2	**	1	5	**	1	*	**	2	-
	2%	3%	2%	*%	4%	3%	1%	**	1%	3%	**	1%	*%	**	1%	-%
Full-time responsibility for home/ family	297	21	11	7	27	19	9	**	21	4	**	24	12	**	12	3
	12%	24%	11%	7%	24%	12%	5%	**	9%	2%	**	11%	6%	**	10%	4%
		c			c											
Retired	23	-	2	-	2	-	-	**	1	*	**	3	-	**	4	1
	1%	-%	2%	-%	2%	-%	-%	**	*%	*%	**	1%	-%	**	3%	1%
Other	51	*	2	1	9	1	*	**	6	5	**	2	5	**	3	1
	2%	*%	2%	1%	8%	1%	*%	**	3%	3%	**	1%	3%	**	2%	1%
Prefer not to say	39	*	-	-	-	-	-	**	1	-	**	3	-	**	-	-
	2%	*%	-%	-%	-%	-%	-%	**	*%	-%	**	1%	-%	**	-%	-%

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

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

Table 94

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Income Support	57 2%	** **	4 2%	** **	7 2%	4 3%	4 1%	8 5%	10 2%	4 4%	4 2%
Income-based Jobseeker's Allowance	26 1%	** **	3 1%	** **	* *%	5 4%	- -%	2 1%	7 2%	2 2%	1 *%
Pensions Credit (Guaranteed Credit)	17 1%	** **	2 1%	** **	2 1%	1 *%	3 1%	1 *%	3 1%	2 2%	1 1%
Pensions Credit (no Guaranteed Credit)	14 1%	** **	1 1%	** **	2 *%	2 2%	- -%	- -%	1 *%	- -%	- -%
Employment and Support Allowance (ESA)	74 3%	** **	10 4%	** **	8 2%	1 1%	1 *%	12 8%	14 3%	8 9%	6 3%
Universal Credit (and household has other earnings)	399 16%	** **	50 19%	** **	53 13%	42 30%	82 17%	25 16%	48 10%	16 17%	28 13%
Universal Credit (and household has no other earnings)	203 8%	** **	24 9%	** **	30 7%	10 7%	23 5%	15 9%	29 6%	11 12%	14 7%
Personal Independence Payment (PIP)	157 6%	** **	13 5%	** **	17 4%	16 11%	19 4%	23 15%	19 4%	19 20%	15 7%

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

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

Table 94

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C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Carer's allowance	112	**	4	**	7	21	18	20	11	10	4
	5%	**	2%	**	2%	15%	4%	13%	2%	11%	2%
						b		b		b	
Disability Living Allowance (DLA)	120	**	7	**	10	31	4	29	8	10	7
	5%	**	3%	**	2%	22%	1%	18%	2%	11%	3%
						b		b		b	
Other	58	**	3	**	3	1	23	2	12	5	1
	2%	**	1%	**	1%	1%	5%	1%	3%	6%	1%
										b	
None of these - Do not receive any of these benefits	1417	**	159	**	270	53	305	60	317	32	144
	57%	**	61%	**	67%	37%	63%	38%	68%	35%	68%
						a		a		a	
Don't know	40	**	4	**	7	2	1	1	7	1	*
	2%	**	1%	**	2%	1%	*%	1%	2%	1%	*%
Prefer not to say	137	**	1	**	12	9	29	11	23	4	7
	6%	**	1%	**	3%	6%	6%	7%	5%	5%	3%
SUMMARY											
ANY BENEFITS	887	**	95	**	112	78	147	87	118	55	61
	36%	**	37%	**	28%	55%	31%	54%	25%	60%	29%
						b		b		b	

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

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

Table 94

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Income Support	57 2%	4 5%	1 2%	4 4%	4 3%	7 4%	1 *%	** **	3 1%	3 2%	** **	6 3%	* *%	** **	2 2%	1 1%
Income-based Jobseeker's Allowance	26 1%	2 2%	1 1%	- -%	* *%	3 2%	3 2%	** **	* *%	5 3%	** **	5 3%	- -%	** **	1 1%	1 1%
Pensions Credit (Guaranteed Credit)	17 1%	* *%	- -%	3 3%	* *%	3 2%	- -%	** **	3 2%	- -%	** **	1 *%	* *%	** **	2 1%	1 1%
Pensions Credit (no Guaranteed Credit)	14 1%	1 2%	1 2%	- -%	* *%	4 3%	3 2%	** **	* *%	2 1%	** **	- -%	- -%	** **	- -%	- -%
Employment and Support Allowance (ESA)	74 3%	6 8%	* *%	8 9% b	3 3%	3 2%	4 2%	** **	1 1%	* *%	** **	7 3%	2 1%	** **	6 5%	2 2%
Universal Credit (and household has other earnings)	399 16%	33 39% c	20 21% c	5 5%	41 37% bc	27 17% c	2 2%	** **	53 23% c	10 6%	** **	29 14% c	4 2%	** **	20 17% c	2 2%
Universal Credit (and household has no other earnings)	203 8%	20 24% c	10 11%	3 3%	23 21% c	16 10%	1 1%	** **	11 5%	- -%	** **	9 4%	3 2%	** **	11 9%	1 2%
Personal Independence Payment (PIP)	157 6%	7 9%	4 4%	3 3%	9 8%	8 5%	5 3%	** **	23 10%	3 1%	** **	13 6%	8 4%	** **	11 9%	3 4%

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

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

Table 94

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Carer's allowance	112	4	3	2	8	6	3	**	15	7	**	9	6	**	5	1
	5%	5%	3%	2%	7%	4%	2%	**	7%	4%	**	4%	3%	**	4%	1%
Disability Living Allowance (DLA)	120	5	2	2	10	6	3	**	13	9	**	17	5	**	10	2
	5%	6%	2%	2%	9%	4%	2%	**	6%	5%	**	8%	3%	**	8%	2%
Other	58	3	*	1	7	1	-	**	14	-	**	4	-	**	2	1
	2%	4%	*%	1%	6%	1%	-%	**	6%	-%	**	2%	-%	**	1%	1%
None of these - Do not receive any of these benefits	1417	17	53	79	26	100	138	**	121	152	**	139	161	**	72	66
	57%	20%	57%	82%	24%	62%	88%	**	54%	85%	**	67%	86%	**	59%	85%
			a	ab		a	ab			b			b			b
Don't know	40	2	2	-	2	3	4	**	1	2	**	1	3	**	-	-
	2%	2%	3%	-%	2%	2%	3%	**	*%	1%	**	*%	1%	**	-%	-%
Prefer not to say	137	1	2	-	1	1	2	**	6	-	**	1	-	**	2	1
	6%	2%	2%	-%	1%	1%	1%	**	3%	-%	**	1%	-%	**	1%	1%
SUMMARY																
ANY BENEFITS	887	65	36	17	82	57	13	**	98	26	**	67	22	**	48	10
	36%	76%	38%	18%	74%	36%	8%	**	43%	14%	**	32%	12%	**	40%	13%
		bc	c		bc	c			c			c			c	

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

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

Table 95

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Up to £199 per week / Up to £10,399 per year	160 6%	** **	21 8%	** **	22 5%	14 10%	31 7%	9 5%	30 6%	6 7%	11 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	156 6%	** **	25 10%	** **	22 6%	7 5%	31 6%	9 6%	22 5%	5 5%	11 5%
From £300 to £499 per week / From £15,600 to £25,999 per year	387 16%	** **	38 15%	** **	54 14%	18 12%	81 17%	31 19%	77 17%	22 23%	30 14%
From £500 to £699 per week / From £26,000 to £36,399 per year	322 13%	** **	26 10%	** **	55 14%	28 20%	66 14%	13 8%	54 12%	17 18%	35 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	340 14%	** **	34 13%	** **	60 15%	14 10%	69 14%	25 15%	69 15%	14 15%	39 18%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	393 16%	** **	42 16%	** **	68 17%	29 20%	86 18%	36 23%	57 12%	11 11%	30 14%
£1,500 and above per week / £78,000 and above per year	282 11%	** **	35 14%	** **	60 15%	11 8%	50 10%	8 5%	71 15%	7 8%	26 12%

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

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

Table 95

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Don't know	99	**	10	**	20	7	9	6	16	4	9
	4%	**	4%	**	5%	5%	2%	4%	3%	4%	4%
Prefer not to say	342	**	27	**	40	15	60	24	69	8	22
	14%	**	11%	**	10%	11%	12%	15%	15%	9%	10%

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

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

Table 95

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C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Up to £199 per week / Up to £10,399 per year	160	25	-	-	31	-	-	**	-	-	**	-	-	**	-	-
	6%	29%	-%	-%	28%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
		bc			bc											
From £200 to £299 per week / From £10,400 to £15,599 per year	156	21	12	-	21	15	-	**	7	-	**	8	-	**	9	-
	6%	24%	13%	-%	19%	10%	-%	**	3%	-%	**	4%	-%	**	7%	-%
		c	c		c	c			c			c			c	
From £300 to £499 per week / From £15,600 to £25,999 per year	387	29	20	-	40	32	-	**	61	-	**	69	-	**	21	-
	16%	34%	21%	-%	36%	20%	-%	**	27%	-%	**	33%	-%	**	18%	-%
		c	c		c	c			c			c			c	
From £500 to £699 per week / From £26,000 to £36,399 per year	322	8	28	-	11	55	-	**	82	-	**	48	-	**	45	-
	13%	10%	30%	-%	10%	34%	-%	**	36%	-%	**	23%	-%	**	37%	-%
		c	ac		c	ac			c			c			c	
From £700 to £999 per week / From £36,400 to £51,999 per year	340	3	34	5	9	58	2	**	75	3	**	82	11	**	47	3
	14%	4%	37%	5%	8%	36%	1%	**	33%	2%	**	39%	6%	**	39%	3%
			ac			ac			c			c			c	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	393	-	-	51	-	-	88	**	-	117	**	-	96	**	-	41
	16%	-%	-%	53%	-%	-%	56%	**	-%	65%	**	-%	52%	**	-%	53%
				ab			ab			b			b		b	

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

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

Table 95

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST	MOST	POTENTIALLY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
£1,500 and above per week / £78,000 and above per year	282 11%	- -%	- -%	40 41% ab	- -%	- -%	68 43% ab	** **	- -%	60 33% b	** **	- -%	79 43% b	** **	- -%	34 44% b
Don't know	99 4%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%
Prefer not to say	342 14%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%

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

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

Table 96

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

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	a	b	a	b	a	b
Unweighted total	2480	57	410	91	393	100	384	122	371	123	297
Effective Weighted Sample	1259	32	208	44	211	56	194	63	197	111	265
Total	2480	46	259	85	401	141	482	159	466	93	213
Doing well	373 15%	** **	38 15%	** **	67 17%	13 10%	67 14%	15 9%	87 19%	14 15%	36 17%
Getting by	1343 54%	** **	143 55%	** **	228 57%	80 57%	259 54%	99 62%	264 57%	40 43%	110 52%
Struggling	662 27%	** **	76 29%	** **	95 24%	46 33%	130 27%	46 29%	90 19%	36 39%	63 30%
Don't know	13 1%	** **	- -%	** **	2 1%	- -%	3 1%	- -%	- -%	1 1%	1 *%
Prefer not to say	88 4%	** **	2 1%	** **	9 2%	1 1%	24 5%	* *%	24 5%	2 2%	3 1%

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

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

Table 96

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

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Significance Level: 99%																
Unweighted total	2480	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1259	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2480	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Doing well	373	4	8	29	9	30	47	**	17	53	**	19	63	**	15	23
	15%	4%	8%	30%	8%	18%	30%	**	8%	29%	**	9%	34%	**	12%	30%
				ab			a			b			b			b
Getting by	1343	38	55	54	39	97	92	**	131	111	**	142	112	**	63	48
	54%	45%	58%	56%	35%	60%	58%	**	58%	62%	**	69%	60%	**	52%	62%
						a	a									
Struggling	662	43	31	12	59	35	19	**	71	15	**	43	11	**	43	6
	27%	51%	33%	12%	53%	22%	12%	**	31%	9%	**	21%	6%	**	36%	8%
		c	c		bc				c			c			c	
Don't know	13	-	-	2	2	-	-	**	-	-	**	-	-	**	1	-
	1%	-%	-%	2%	2%	-%	-%	**	-%	-%	**	-%	-%	**	1%	-%
Prefer not to say	88	-	-	-	2	*	*	**	7	*	**	3	-	**	-	*
	4%	-%	-%	-%	2%	*%	*%	**	3%	*%	**	1%	-%	**	-%	1%

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

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

Table 97

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGED 3-4 IMPACTING OR LIMITING CONDITIONS		AGED 5-7 IMPACTING OR LIMITING CONDITIONS		AGED 8-11 IMPACTING OR LIMITING CONDITIONS		AGED 12-15 IMPACTING OR LIMITING CONDITIONS		AGED 16-17 IMPACTING OR LIMITING CONDITIONS	
		ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE	ANY	NONE
Significance Level: 99%		~a	b	~a	b	~a	b	~a	b	a	b
Unweighted total	2098	50	361	77	342	89	333	98	320	104	250
Effective Weighted Sample	1060	28	181	35	181	49	168	50	169	95	225
Total	2040	38	221	67	342	119	413	130	380	81	182
Most Financially Vulnerable	532	**	70	**	77	**	102	**	97	29	38
	26%	**	31%	**	23%	**	25%	**	26%	36%	21%
										b	
Potentially Financially Vulnerable	810	**	71	**	135	**	174	**	147	33	86
	40%	**	32%	**	40%	**	42%	**	39%	41%	47%
Least Financially Vulnerable	697	**	81	**	130	**	137	**	136	19	58
	34%	**	36%	**	38%	**	33%	**	36%	23%	32%

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

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

Table 97

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGED 3-4 FINANCIAL VULNERABILITY INDEX			AGED 5-7 FINANCIAL VULNERABILITY INDEX			AGED 8-11 FINANCIAL VULNERABILITY INDEX			AGED 12-15 FINANCIAL VULNERABILITY INDEX			AGED 16-17 FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c	a	b	c	~a	b	c	~a	b	c	~a	b	c
Unweighted total	2098	118	170	149	104	184	149	99	183	151	94	172	162	87	153	123
Effective Weighted Sample	1060	65	78	80	55	88	84	54	87	82	49	86	89	81	140	109
Total	2040	85	94	96	112	162	157	139	226	180	128	207	186	68	122	78
Most Financially Vulnerable	532	85	-	-	112	-	-	**	-	-	**	-	-	**	-	-
	26%	100%	-%	-%	100%	-%	-%	**	-%	-%	**	-%	-%	**	-%	-%
		bc			bc											
Potentially Financially Vulnerable	810	-	94	-	-	162	-	**	226	-	**	207	-	**	122	-
	40%	-%	100%	-%	-%	100%	-%	**	100%	-%	**	100%	-%	**	100%	-%
			ac			ac			c			c			c	
Least Financially Vulnerable	697	-	-	96	-	-	157	**	-	180	**	-	186	**	-	78
	34%	-%	-%	100%	-%	-%	100%	**	-%	100%	**	-%	100%	**	-%	100%
				ab			ab			b			b		b	

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