

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

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Base : All parents	
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Base : All parents	

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Base : All parents	
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Base : Parents of children with their own mobile phone	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : Parents whose child watches broadcast television	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents with broadband at home whose child goes online	
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Base : Parents with broadband at home whose child goes online	
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Base : Parents with broadband at home whose child goes online	
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Base : Parents with broadband at home whose child goes online	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	

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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents of children with their own mobile phone	
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Base : All parents	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)	109
Base : Parents whose child ever plays games	
QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)	110
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Base : Parents whose child ever plays games	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	

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QP90. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE) 125
Base : All parents

QP91. 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. Please note - if you or anyone in the household is currently on furlough please respond based on your usual household income (SINGLE CODE) 127
Base : All parents

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
England	368	184	184	81	106	56	124	187	180	368	368	-	-	**	325	43	368
	83%	83%	83%	87%	82%	77%	85%	84%	82%	83%	100%	-%	-%	**	85%	74%	83%
											kl				kl	kl	kl
Scotland	40	20	20	7	13	9	10	20	20	40	-	40	-	**	32	8	40
	9%	9%	9%	8%	10%	13%	7%	9%	9%	9%	-%	100%	-%	**	8%	13%	9%
												jl			jl	jl	jl
Wales	22	11	11	3	6	5	8	9	13	22	-	-	22	**	18	4	22
	5%	5%	5%	3%	5%	6%	6%	4%	6%	5%	-%	-%	100%	**	5%	6%	5%
													jk		j	j	j
Northern Ireland	13	7	7	2	4	3	4	5	7	13	-	-	-	**	9	4	13
	3%	3%	3%	2%	3%	4%	3%	2%	3%	3%	-%	-%	-%	**	2%	6%	3%
															j	j	j

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

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REGION/ NATION

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
North East	18 4%	10 4%	8 4%	2 2%	5 4%	1 1%	10 7%	7 3%	11 5%	18 4%	18 5%	- -%	- -%	** **	16 4%	1 3%	18 4%
North West	47 11%	27 12%	20 9%	7 8%	12 9%	7 10%	20 14%	19 9%	28 13%	47 11%	47 13% kl	- -%	- -%	** **	44 11% kl	3 5%	47 11% kl
Yorkshire and The Humber	43 10%	26 12%	18 8%	6 6%	16 12%	6 9%	15 10%	22 10%	22 10%	43 10%	43 12% kl	- -%	- -%	** **	40 10% kl	4 6%	43 10% kl
West Midlands	36 8%	21 10%	15 7%	7 8%	8 6%	6 9%	15 10%	15 7%	21 10%	36 8%	36 10% kl	- -%	- -%	** **	36 9% kl	1 1%	36 8% kl
East Midlands	30 7%	13 6%	17 8%	4 5%	14 11% e	1 2%	9 6%	18 8%	11 5%	30 7%	30 8% kl	- -%	- -%	** **	24 6% kl	6 10% kl	30 7% kl
East of England	50 11%	18 8%	32 14%	10 11%	11 9%	12 16%	16 11%	21 10%	28 13%	50 11%	50 13% kl	- -%	- -%	** **	42 11% kl	8 14% kl	50 11% kl
South West	42 9%	21 10%	20 9%	8 9%	12 9%	10 14%	12 8%	20 9%	22 10%	42 9%	42 11% kl	- -%	- -%	** **	31 8% kl	11 19% kl	42 9% kl
South East	61 14%	31 14%	30 13%	14 15%	18 14%	9 12%	20 14%	32 15%	29 13%	61 14%	61 17% kl	- -%	- -%	** **	52 13% kl	9 15% kl	61 14% kl
London	42 9%	18 8%	24 11%	22 23% defhi	11 9%	3 4%	6 4%	33 15% efh	9 4%	42 9%	42 11% klo	- -%	- -%	** **	42 11% klo	- -%	42 9% kl
Wales	22 5%	11 5%	11 5%	3 3%	6 5%	5 6%	8 6%	9 4%	13 6%	22 5%	- -%	- -%	22 100% jknop	** **	18 5% j	4 6% j	22 5% j
Scotland	40 9%	20 9%	20 9%	7 8%	13 10%	9 13%	10 7%	20 9%	20 9%	40 9%	- -%	40 100% jinop	- -%	** **	32 8% jl	8 13% jl	40 9% jl
Northern Ireland	13 3%	7 3%	7 3%	2 2%	4 3%	3 4%	4 3%	5 2%	7 3%	13 3%	- -%	- -%	- -%	** **	9 2% j	4 6% j	13 3% j

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URBANITY

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Urban	384	195	189	81	104	65	133	185	198	384	325	32	18	**	384	-	384
	87%	88%	85%	87%	81%	88%	91%	83%	90%	87%	88%	80%	81%	**	100%	-%	87%
									d		o	o	o		jklop		o
Rural	58	26	32	12	25	8	13	36	21	58	43	8	4	**	-	58	58
	13%	12%	14%	13%	19%	11%	9%	16%	10%	13%	12%	20%	17%	**	-%	100%	13%
					fh						n	n	n		jklnp		n
Unknown/ refused	2	*	1	1	*	*	*	1	1	2	1	*	*	**	-	-	2
	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%	1%	2%	**	-%	-%	*%
													n				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
AGED 3	222	119	103	46	57	39	80	103	118	222	184	20	11	**	195	27	222
	50%	53%	47%	50%	44%	53%	54%	46%	54%	50%	50%	50%	50%	**	51%	46%	50%
AGED 4	222	103	119	47	72	35	67	119	101	222	184	20	11	**	189	31	222
	50%	47%	53%	50%	56%	47%	46%	54%	46%	50%	50%	50%	50%	**	49%	54%	50%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP2. GENDER OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Male	222 50%	222 100%	- -%	50 53%	62 48%	38 52%	71 48%	112 50%	109 50%	222 50%	184 50%	20 50%	11 50%	** **	195 51%	26 45%	222 50%
Female	222 50%	- -%	222 100%	44 47%	67 52%	35 48%	75 52%	110 50%	111 50%	222 50%	184 50%	20 50%	11 50%	** **	189 49%	32 55%	222 50%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

CHILD'S AGE AND GENDER

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
MALE 3-4	222	222	-	50	62	38	71	112	109	222	184	20	11	**	195	26	222
	50%	100%	-%	53%	48%	52%	48%	50%	50%	50%	50%	50%	50%	**	51%	45%	50%
		b															
FEMALE 3-4	222	-	222	44	67	35	75	110	111	222	184	20	11	**	189	32	222
	50%	-%	100%	47%	52%	48%	52%	50%	50%	50%	50%	50%	50%	**	49%	55%	50%
			a														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

INTERVIEW - AGE GROUP OF THE CHILD DISCUSSED/ INTERVIEWED

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
3-4	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	100%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
A	17 4%	10 4%	8 3%	17 19% defghi	- -%	- -%	- -%	17 8% defh	- -%	17 4% h	16 4%	1 2%	* 2%	** **	16 4%	1 2%	17 4%
B	76 17%	40 18%	36 16%	76 81% defghi	- -%	- -%	- -%	76 34% defhi	- -%	76 17% defh	65 18%	7 16%	3 12%	** **	64 17%	11 19%	76 17%
C1	129 29%	62 28%	67 30%	- -% cefg	129 100%	- -%	- -%	129 58% ceghi	- -%	129 29% cefh	106 29%	13 32%	6 27%	** **	104 27%	25 42%	129 29%
C2	73 17%	38 17%	35 16%	- -%	- -%	73 100% cdfghi	- -%	- -%	73 33% cdfgi	73 17% cdfg	56 15%	9 23%	5 21%	** **	65 17%	8 14%	73 17%
D	64 14%	34 15%	30 14%	- -%	- -%	- -%	64 44% cdeghi	- -%	64 29% cdegi	64 14% cdeg	53 14%	6 15%	4 18%	** **	60 16%	4 7%	64 14%
E	82 19%	37 17%	45 20%	- -%	- -%	- -%	82 56% cdeghi	- -%	82 37% cdegi	82 19% cdeg	71 19%	4 11%	4 19%	** **	73 19%	9 15%	82 19%
Don't know	2 *%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	1 *%	* 1%	* 1%	** **	2 *%	* 1%	2 *%
SUMMARY																	
AB	93 21%	50 22%	44 20%	93 100% defghi	- -%	- -%	- -%	93 42% defhi	- -%	93 21% defh	81 22%	7 18%	3 14%	** **	81 21%	12 20%	93 21%
DE	146 33%	71 32%	75 34%	- -%	- -%	- -%	146 100% cdeghi	- -%	146 67% cdegi	146 33% cdeg	124 34%	10 26%	8 36%	** **	133 35%	13 22%	146 33%
ABC1	222 50%	112 50%	110 50%	93 100% efhi	129 100% efhi	- -%	- -%	222 100% efhi	- -%	222 50% efh	187 51%	20 50%	9 41%	** **	185 48%	36 63% i	222 50%
C2DE	220 50%	109 49%	111 50%	- -%	- -%	73 100% cdgi	146 100% cdgi	- -%	220 100% cdgi	220 50% cdg	180 49%	20 49%	13 58%	** **	198 51%	21 36%	220 50%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QA. What is the total number of people in the household (please include yourself in this total)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
2	28 6%	13 6%	15 7%	1 1%	7 6%	1 1%	19 13% cegi	9 4%	20 9%	28 6%	22 6%	3 8%	2 8%	** **	25 7%	3 5%	28 6%
3	114 26%	62 28%	52 23%	25 27%	38 30%	14 19%	36 25%	63 28%	51 23%	114 26%	95 26%	9 22%	6 26%	** **	101 26%	13 23%	114 26%
4	175 40%	83 38%	92 41%	36 39%	56 43%	35 47%	48 33%	92 41%	83 38%	175 40%	143 39%	19 48%	9 40%	** **	144 38%	30 52%	175 40%
5-6	106 24%	54 24%	51 23%	28 31% d	22 17%	20 27%	34 23%	51 23%	54 24%	106 24%	91 25%	7 19%	5 21%	** **	94 24%	11 19%	106 24%
7-9	16 4%	8 4%	8 4%	2 2%	5 4%	4 5%	5 4%	7 3%	9 4%	16 4%	14 4%	1 2%	* 1%	** **	16 4%	1 1%	16 4%
10 or more	4 1%	1 1%	3 1%	* *% d	* *% d	* 1%	3 2%	1 *% d	4 2%	4 1%	3 1%	1 2%	1 3%	** **	4 1%	- -% d	4 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QB. And what is the total number of children aged under 18 in the household. If you are aged under 18, please include yourself in this total. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
1	123 28%	65 29%	59 26%	27 29%	40 31%	16 22%	39 27%	68 30%	55 25%	123 28%	102 28%	11 27%	7 30%	** **	109 28%	14 24%	123 28%
2	197 44%	98 44%	99 45%	40 42%	63 49%	34 47%	59 41%	102 46%	94 43%	197 44%	159 43%	21 52%	10 46%	** **	162 42%	34 58%	197 44%
3	77 17%	36 16%	41 18%	18 19%	17 14%	16 21%	26 18%	36 16%	41 19%	77 17%	66 18%	6 14%	3 15%	** **	70 18%	6 11%	77 17%
4	32 7%	15 7%	17 8%	7 7%	5 4%	5 6%	15 10%	11 5%	19 9%	32 7%	28 8%	2 5%	1 5%	** **	28 7%	3 6%	32 7%
5 or more	15 3%	9 4%	6 3%	2 2%	3 3%	3 4%	7 5%	5 2%	10 5%	15 3%	13 4%	* 1%	1 4%	** **	14 4%	1 1%	15 3%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF ALL CHILDREN AGED UNDER 18 IN THE HOUSEHOLD. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Aged under 1	45 10%	20 9%	25 11%	7 8%	18 14%	4 5%	15 10%	26 12%	18 8%	45 10%	38 10%	4 10%	2 9%	** **	39 10%	6 11%	45 10%
Aged 1	50 11%	28 12%	22 10%	12 13%	10 8%	9 12%	19 13%	22 10%	28 13%	50 11%	43 12%	3 7%	3 13%	** **	44 12%	5 9%	50 11%
Aged 2	43 10%	20 9%	23 10%	7 8%	14 11%	7 10%	14 10%	21 10%	21 10%	43 10%	35 10%	4 9%	3 12%	** **	37 10%	6 10%	43 10%
Aged 3	227 51%	121 55%	106 48%	46 50%	58 45%	40 54%	82 56%	104 47%	122 55%	227 51%	188 51%	20 51%	11 51%	** **	198 52%	28 48%	227 51%
Aged 4	227 51%	106 48%	121 55%	47 51%	73 57%	36 48%	70 48%	120 54%	105 48%	227 51%	189 51%	20 51%	12 52%	** **	195 51%	31 54%	227 51%
Aged 5	33 8%	16 7%	17 8%	8 8%	7 5%	7 10%	11 8%	15 7%	18 8%	33 8%	26 7%	4 10%	3 12%	** **	26 7%	7 12%	33 8%
Aged 6	45 10%	23 10%	23 10%	12 13%	16 12%	6 9%	11 8%	28 13%	17 8%	45 10%	38 10%	4 11%	1 4%	** **	37 10%	8 14%	45 10%
Aged 7	52 12%	23 10%	29 13%	10 11%	11 9%	16 21%	15 10%	21 10%	31 14%	52 12%	46 12%	4 9%	2 8%	** **	44 12%	8 14%	52 12%
Aged 8	31 7%	15 7%	16 7%	7 7%	6 5%	6 9%	11 7%	13 6%	17 8%	31 7%	25 7%	3 7%	1 6%	** **	26 7%	5 8%	31 7%
Aged 9	24 5%	14 6%	10 4%	5 5%	7 5%	3 4%	9 6%	11 5%	12 6%	24 5%	20 5%	2 4%	2 7%	** **	22 6%	2 3%	24 5%
Aged 10	35 8%	18 8%	17 8%	6 6%	6 5%	6 8%	17 12%	11 5%	23 11%	35 8%	29 8%	3 9%	2 8%	** **	33 9%	1 2%	35 8%
Aged 11	23 5%	12 5%	11 5%	5 5%	5 4%	3 5%	10 7%	10 4%	13 6%	23 5%	20 5%	2 4%	1 3%	** **	21 6%	2 3%	23 5%
Aged 12	27 6%	11 5%	17 7%	3 3%	7 5%	3 4%	15 10%	10 4%	18 8%	27 6%	23 6%	2 5%	2 8%	** **	24 6%	3 6%	27 6%
Aged 13	24 6%	15 7%	9 4%	4 4%	5 4%	6 8%	8 6%	9 4%	15 7%	24 6%	22 6%	1 3%	1 3%	** **	24 6%	* 1%	24 6%
Aged 14	23 5%	8 4%	14 6%	4 4%	4 3%	4 5%	11 7%	8 4%	15 7%	23 5%	20 6%	1 3%	1 5%	** **	23 6%	* *%	23 5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF ALL CHILDREN AGED UNDER 18 IN THE HOUSEHOLD. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Aged 15	20 5%	11 5%	9 4%	5 5%	4 3%	3 4%	8 6%	9 4%	11 5%	20 5%	18 5%	1 3%	1 2%	** **	18 5%	2 4%	20 5%
Aged 16	9 2%	4 2%	5 2%	2 2%	2 2%	2 3%	3 2%	4 2%	5 2%	9 2%	8 2%	* 1%	1 3%	** **	9 2%	- -%	9 2%
Aged 17	9 2%	5 2%	4 2%	2 2%	1 *%	1 1%	5 3%	3 1%	6 3%	9 2%	7 2%	1 2%	* 2%	** **	8 2%	* 1%	9 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	40 9%	22 10%	18 8%	7 7%	7 5%	8 11%	18 12%	13 6%	26 12%	40 9%	30 8%	5 14%	4 16%	** **	35 9%	5 8%	40 9%
Household has & child makes use of	301 68%	148 67%	152 69%	72 78% fn	86 67%	48 66%	92 63%	159 71%	141 64%	301 68%	251 68%	27 67%	14 63%	** **	263 69%	36 62%	301 68%
Household has but child does not use	35 8%	17 8%	18 8%	6 6%	11 9%	10 14%	8 5%	17 8%	18 8%	35 8%	29 8%	3 8%	2 9%	** **	31 8%	4 7%	35 8%
Do not have in the household	68 15%	34 15%	34 15%	8 8%	25 19% c	7 9%	28 19% c	33 15%	35 16%	68 15%	58 16%	5 12%	3 11%	** **	55 14%	13 23%	68 15%
Don't know	1 *%	1 *%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3B. EQUIPMENT IN THE HOME - Standard TV set (that is not connected to the internet) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	68 15%	31 14%	37 17%	5 5%	13 10%	16 22%	34 23%	18 8%	50 23%	68 15%	55 15%	7 17%	4 20%	** **	59 15%	9 15%	68 15%
Household has & child makes use of	178 40%	88 40%	90 41%	30 32%	69 54%	24 33%	53 37%	99 45%	78 35%	178 40%	150 41%	14 36%	8 38%	** **	155 40%	23 39%	178 40%
Household has but child does not use	55 12%	29 13%	26 12%	12 13%	16 13%	11 14%	16 11%	28 13%	26 12%	55 12%	47 13%	4 10%	2 10%	** **	47 12%	8 13%	55 12%
Do not have in the household	140 32%	73 33%	67 30%	46 49%	30 23%	22 30%	42 29%	76 34%	64 29%	140 32%	114 31%	15 37%	7 32%	** **	121 31%	19 33%	140 32%
Don't know	2 *%	1 *%	1 *%	- -%	- -%	1 1%	1 1%	- -%	2 1%	2 *%	2 1%	- -%	- -%	** **	2 1%	- -%	2 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3C. EQUIPMENT IN THE HOME - Desktop computer / laptop/ netbook – with internet access (Access to websites) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	26 6%	13 6%	13 6%	4 4%	6 5%	4 6%	12 8%	10 4%	16 7%	26 6%	22 6%	2 4%	1 5%	** **	22 6%	4 7%	26 6%
Household has & child makes use of	108 24%	57 26%	51 23%	32 34% efh	33 26%	14 18%	29 20%	65 29% h	42 19%	108 24%	91 25%	10 25%	5 24%	** **	95 25%	13 23%	108 24%
Household has but child does not use	237 53%	121 54%	116 52%	52 56%	78 61% f	43 59%	63 43%	130 59% f	106 48%	237 53%	192 52%	24 61%	13 56%	** **	201 52%	34 59%	237 53%
Do not have in the household	71 16%	31 14%	40 18%	6 6%	11 9%	11 15%	43 29% cdgi	17 8%	54 24% cdgi	71 16% cg	61 17%	4 10%	3 13%	** **	66 17%	5 8%	71 16%
Don't know	2 *%	- -%	2 1%	- -%	- -%	1 2%	* *%	- -%	2 1%	2 *%	1 *%	- -%	* 1%	** **	- -%	1 2% n	2 *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3D. EQUIPMENT IN THE HOME - Tablet computer – like an iPad, Kindle Fire, Samsung Galaxy Tab (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	215 48%	110 50%	105 47%	31 34%	54 42%	40 55%	89 61%	85 38%	129 59%	215 48%	175 48%	21 53%	12 55%	** **	184 48%	30 52%	215 48%
Household has & child makes use of	148 33%	71 32%	77 35%	40 43%	56 43%	20 27%	30 21%	96 43%	50 23%	148 33%	127 35%	11 28%	6 27%	** **	130 34%	17 30%	148 33%
Household has but child does not use	48 11%	20 9%	28 13%	16 17%	9 7%	10 14%	14 10%	24 11%	24 11%	48 11%	38 10%	6 14%	3 12%	** **	39 10%	9 16%	48 11%
Do not have in the household	33 7%	20 9%	12 5%	5 6%	11 8%	3 4%	13 9%	16 7%	16 7%	33 7%	28 8%	2 5%	1 6%	** **	31 8%	2 3%	33 7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3E. EQUIPMENT IN THE HOME - Any type of mobile phone, including smartphone – (iPhone/ Samsung Galaxy etc.) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	18 4%	7 3%	12 5%	3 3%	7 6%	1 1%	8 5%	10 5%	8 4%	18 4%	15 4%	2 6%	1 5%	** **	17 5%	1 2%	18 4%
Household has & child makes use of	169 38%	80 36%	89 40%	41 44%	54 42%	24 33%	50 34%	95 43%	74 34%	169 38%	142 39%	14 36%	8 36%	** **	140 37%	29 49%	169 38%
Household has but child does not use	248 56%	132 59%	116 53%	48 51%	65 51%	47 64%	87 59%	113 51%	133 61%	248 56%	204 56%	23 57%	12 56%	** **	218 57%	28 49%	248 56%
Do not have in the household	8 2%	3 1%	5 2%	2 2%	2 2%	2 3%	2 2%	4 2%	4 2%	8 2%	7 2%	* 1%	1 3%	** **	8 2%	* *%	8 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. EQUIPMENT IN THE HOME - Games console or games player – like a PlayStation, Xbox, Nintendo Switch and so on (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	21 5%	14 6%	7 3%	6 7%	4 3%	1 1%	9 6%	10 5%	10 5%	21 5%	16 4%	2 6%	2 8%	** **	18 5%	3 4%	21 5%
Household has & child makes use of	138 31%	76 34%	62 28%	25 27%	39 31%	24 32%	48 33%	65 29%	72 33%	138 31%	118 32%	11 28%	6 28%	** **	120 31%	17 29%	138 31%
Household has but child does not use	169 38%	78 35%	91 41%	33 35%	49 38%	31 42%	56 38%	82 37%	86 39%	169 38%	138 37%	17 43%	9 42%	** **	144 38%	24 41%	169 38%
Do not have in the household	115 26%	54 24%	61 27%	29 31%	36 28%	17 23%	33 23%	64 29%	50 23%	115 26%	96 26%	9 23%	5 22%	** **	100 26%	15 26%	115 26%
Don't know	1 *0%	- -0%	1 *0%	- -0%	- -0%	1 1%	- -0%	- -0%	1 *0%	1 *0%	1 *0%	- -0%	- -0%	** **	1 *0%	- -0%	1 *0%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3G. EQUIPMENT IN THE HOME - Smart speaker which can respond to voice commands - e.g. Amazon Echo (Alexa), Google Home, Apple HomePod (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	12 3%	4 2%	8 4%	2 2%	7 5%	1 2%	2 1%	9 4%	3 1%	12 3%	9 2%	1 3%	1 5%	** **	8 2%	4 7%	12 3%
Household has & child makes use of	155 35%	72 32%	84 38%	42 45% fh	48 38%	24 33%	40 27%	90 41% fh	65 29%	155 35%	125 34%	19 46% jn	7 33%	** **	131 34%	24 41%	155 35%
Household has but child does not use	92 21%	53 24%	39 17%	22 24%	21 16%	21 29%	28 19%	43 19%	49 22%	92 21%	77 21%	6 14%	6 26%	** **	82 21%	9 16%	92 21%
Do not have in the household	181 41%	92 41%	89 40%	27 29%	53 41%	26 36%	73 50% cg	80 36%	100 45% c	181 41% c	154 42%	14 36%	8 34%	** **	160 42%	21 36%	181 41%
Don't know	3 1%	1 1%	2 1%	- -%	- -%	* *%	3 2%	- -%	3 1%	3 1%	3 1%	- -%	* 1%	** **	3 1%	- -%	3 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	9 2%	4 2%	6 3%	1 1%	4 3%	1 1%	2 2%	5 2%	3 1%	9 2%	9 2%	* *%	* 2%	** **	8 2%	1 2%	9 2%
Household has & child makes use of	61 14%	32 14%	29 13%	16 18%	21 16%	11 15%	12 8%	38 17%	23 10%	61 14%	49 13%	6 14%	4 20%	** **	52 14%	9 15%	61 14%
Household has but child does not use	177 40%	89 40%	88 40%	43 46%	48 37%	34 46%	52 36%	90 41%	86 39%	177 40%	148 40%	15 38%	8 38%	** **	149 39%	26 45%	177 40%
Do not have in the household	194 44%	96 43%	98 44%	32 34%	56 43%	25 35%	80 55%	88 39%	105 48%	194 44%	160 43%	19 47%	9 40%	** **	171 45%	22 38%	194 44%
Don't know	4 1%	1 1%	2 1%	1 1%	* *%	2 3%	* *%	1 1%	2 1%	4 1%	3 1%	* 1%	* 1%	** **	3 1%	* 1%	4 1%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Tablet computer	215 48%	110 50%	105 47%	31 34%	54 42%	40 55% cg	89 61% cdgi	85 38%	129 59% cdgi	215 48% cg	175 48%	21 53%	12 55%	** **	184 48%	30 52%	215 48%
Standard TV set	68 15%	31 14%	37 17%	5 5%	13 10%	16 22% cg	34 23% cdg	18 8%	50 23% cdg	68 15% cg	55 15%	7 17%	4 20%	** **	59 15%	9 15%	68 15%
Smart TV set	40 9%	22 10%	18 8%	7 7%	7 5%	8 11%	18 12%	13 6%	26 12%	40 9%	30 8%	5 14%	4 16% j	** **	35 9%	5 8%	40 9%
Desktop computer/ laptop/ netbook - with internet access	26 6%	13 6%	13 6%	4 4%	6 5%	4 6%	12 8%	10 4%	16 7%	26 6%	22 6%	2 4%	1 5%	** **	22 6%	4 7%	26 6%
Games console or games player	21 5%	14 6%	7 3%	6 7%	4 3%	1 1%	9 6%	10 5%	10 5%	21 5%	16 4%	2 6%	2 8%	** **	18 5%	3 4%	21 5%
Any type of mobile phone, including smartphone	18 4%	7 3%	12 5%	3 3%	7 6%	1 1%	8 5%	10 5%	8 4%	18 4%	15 4%	2 6%	1 5%	** **	17 5%	1 2%	18 4%
Smart speaker	12 3%	4 2%	8 4%	2 2%	7 5%	1 2%	2 1%	9 4%	3 1%	12 3%	9 2%	1 3%	1 5%	** **	8 2%	4 7%	12 3%
Radio	9 2%	4 2%	6 3%	1 1%	4 3%	1 1%	2 2%	5 2%	3 1%	9 2%	9 2%	* * **	* 2%	** **	8 2%	1 2%	9 2%
ANY STANDARD/ SMART TV	93 21%	44 20%	49 22%	10 11%	18 14%	21 29% cdg	43 30% cdg	28 13%	64 29% cdgi	93 21% cg	72 20%	10 26%	7 33% jnp	** **	82 21%	11 18%	93 21%
None of these	189 43%	99 45%	90 41%	53 56% efhi	66 51% fh	25 34%	45 31%	118 53% efhi	70 32%	189 43% fh	160 44%	15 39%	7 31%	** **	164 43%	25 42%	189 43%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	.9	.9	.9	.6	.8	1.0 cg	1.2 cdgi	.7	1.1 cdgi	.9 cg	.9	1.0	1.2	**	.9	1.0	.9
Standard deviation	1.10	1.11	1.10	.90	1.15	.94 cg	1.20 cdgi	1.05	1.13 cdgi	1.10 cg	1.09	1.22	1.11	**	1.09	1.22	1.10
Standard error	.04	.06	.06	.06	.08	.08	.08	.05	.06	.04	.05	.10	.10	**	.04	.12	.04

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 8

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
NONE	189	99	90	53	66	25	45	118	70	189	160	15	7	**	164	25	189
	43%	45%	41%	56%	51%	34%	31%	53%	32%	43%	44%	39%	31%	**	43%	42%	43%
				efhi	fh			efhi		fh							
1-2	217	103	114	37	52	43	83	89	127	217	178	20	13	**	190	26	217
	49%	47%	51%	40%	41%	59%	57%	40%	58%	49%	48%	51%	58%	**	50%	45%	49%
						cdg	cdg		cdg								
3-4	34	19	15	3	9	5	17	13	21	34	28	4	2	**	27	6	34
	8%	8%	7%	3%	7%	6%	11%	6%	10%	8%	8%	9%	10%	**	7%	11%	8%
						c											
5-8	4	1	2	1	1	*	1	2	2	4	3	1	*	**	3	1	4
	1%	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	2%	1%	**	1%	2%	1%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	.9	.9	.9	.6	.8	1.0	1.2	.7	1.1	.9	.9	1.0	1.2	**	.9	1.0	.9
						cg	cdgi		cdgi	cg							
Standard deviation	1.10	1.11	1.10	.90	1.15	.94	1.20	1.05	1.13	1.10	1.09	1.22	1.11	**	1.09	1.22	1.10
Standard error	.04	.06	.06	.06	.08	.08	.08	.05	.06	.04	.05	.10	.10	**	.04	.12	.04

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE						NATION							
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Tablet computer	363 82%	181 82%	182 82%	72 77%	109 85%	60 82%	119 81%	181 82%	179 82%	363 82%	302 82%	32 81%	18 82%	** **	314 82%	47 82%	363 82%
Smart TV set	340 77%	170 77%	170 77%	79 85% d	93 72%	57 77%	110 76%	172 77%	167 76%	340 77%	281 76%	32 80%	18 80%	** **	298 78%	41 70%	340 77%
Standard TV set	246 55%	119 54%	127 57%	35 38%	82 64% c	40 55% c	87 60% c	117 53% c	128 58% c	246 55% c	205 56%	21 53%	13 58%	** **	214 56%	31 54%	246 55%
Any type of mobile phone, including smartphone	187 42%	87 39%	101 45%	44 47%	61 47%	25 34%	57 39%	105 47%	82 37%	187 42%	157 43%	17 41%	9 41%	** **	158 41%	30 51%	187 42%
Smart speaker	167 38%	75 34%	92 42%	44 47% fh	55 43%	26 35%	42 29%	99 45% fh	68 31%	167 38%	134 36%	20 50% jn	9 39%	** **	139 36%	28 48%	167 38%
Games console or games player	158 36%	90 40%	69 31%	31 34%	44 34%	25 34%	57 39%	75 34%	82 37%	158 36%	133 36%	14 34%	8 36%	** **	138 36%	19 33%	158 36%
Desktop computer/ laptop/ netbook - with internet access	134 30%	70 32%	64 29%	35 38%	39 31%	18 24%	41 28%	75 34%	58 27%	134 30%	114 31%	11 29%	6 29%	** **	116 30%	18 30%	134 30%
Radio	70 16%	35 16%	34 15%	17 19%	25 20%	12 17%	14 10%	43 19% f	26 12%	70 16%	57 16%	6 14%	5 21%	** **	60 16%	10 17%	70 16%
ANY STANDARD/ SMART TV	415 94%	208 94%	207 93%	87 93%	120 93%	66 90%	140 96%	207 93%	206 94%	415 94%	344 94%	38 95%	20 92%	** **	359 94%	54 93%	415 94%
None of these	4 1%	2 1%	2 1%	1 1%	1 1%	* **	2 2%	2 1%	2 1%	4 1%	4 1%	- -%	* 1%	** **	4 1%	- -%	4 1%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	3.8	3.7	3.8	3.8	4.0	3.6	3.6	3.9	3.6	3.8	3.8	3.8	3.9	**	3.7	3.8	3.8
Standard deviation	1.66	1.65	1.67	1.71	1.66	1.50	1.71	1.68	1.64	1.66	1.66	1.69	1.76	**	1.66	1.71	1.66
Standard error	.06	.08	.09	.12	.11	.13	.12	.08	.09	.06	.08	.14	.16	**	.06	.17	.06

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Any type of mobile phone, including smartphone	435 98%	218 99%	217 98%	92 98%	126 98%	71 97%	144 98%	218 98%	215 98%	435 98%	361 98%	39 99%	22 97%	** **	376 98%	58 100%	435 98%
Tablet computer	411 93%	201 91%	210 95%	88 94%	118 92%	70 96%	133 91%	206 93%	203 93%	411 93%	340 92%	38 95%	21 94%	** **	353 92%	56 97%	411 93%
Smart TV set	375 85%	187 84%	188 85%	85 91% df	104 81%	67 91%	118 81%	189 85%	185 84%	375 85%	309 84%	35 88%	20 89%	** **	328 86%	45 77%	375 85%
Desktop computer/ laptop/ netbook - with internet access	371 84%	191 86%	180 81%	87 94% efhi	118 91% fh	61 83%	103 71%	205 92% fhi	164 75%	371 84% fh	305 83%	36 90%	19 86%	** **	317 83%	52 90%	371 84%
Games console or games player	328 74%	168 76%	160 72%	64 69%	93 72%	55 75%	113 77%	158 71%	168 77%	328 74%	271 74%	31 77%	17 78%	** **	283 74%	43 74%	328 74%
Standard TV set	301 68%	148 67%	153 69%	47 51%	99 77% c	51 69% c	103 70% c	146 66% c	154 70% c	301 68% c	252 68%	25 63%	15 68%	** **	261 68%	39 67%	301 68%
Smart speaker	259 58%	129 58%	131 59%	66 71% fhi	76 59%	47 64%	70 48%	142 64% f	117 53%	259 58%	211 57%	26 64%	14 65%	** **	221 58%	37 64%	259 58%
Radio	246 56%	124 56%	122 55%	60 65% fh	73 57%	46 62% f	66 45%	133 60% f	112 51%	246 56%	205 56%	21 52%	13 59%	** **	209 54%	36 62%	246 56%
ANY STANDARD/ SMART TV	439 99%	220 99%	219 99%	92 99%	128 99%	72 98%	145 99%	220 99%	217 99%	439 99%	364 99%	40 99%	22 99%	** **	379 99%	58 100%	439 99%
None of these	1 *%	1 *%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	6.1	6.2	6.1	6.3 fh	6.3 f	6.4 fh	5.8	6.3 fh	6.0	6.1 f	6.1	6.3	6.4	**	6.1	6.3	6.1
Standard deviation	1.37	1.42	1.32	1.30	1.31	1.34	1.43	1.31	1.42	1.37	1.38	1.27	1.24	**	1.40	1.14	1.37
Standard error	.05	.07	.07	.09	.09	.12	.10	.06	.08	.05	.07	.11	.11	**	.05	.11	.05

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 99%																	
Unweighted total	31	11	20	5	16	2	8	21	10	31	17	7	6	1	28	3	31
Effective Weighted Sample	23	9	15	5	11	2	7	16	8	23	16	7	6	1	21	3	23
Total	18	7	12	3	7	1	8	10	8	18	15	2	1	*	17	1	18
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 99%																	
Unweighted total	31	11	20	5	16	2	8	21	10	31	17	7	6	1	28	3	31
Effective Weighted Sample	23	9	15	5	11	2	7	16	8	23	16	7	6	1	21	3	23
Total	18	7	12	3	7	1	8	10	8	18	15	2	1	*	17	1	18
SMARTPHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT SMARTPHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
SMARTPHONE	16 4%	6 3%	10 4%	3 3%	7 5%	* *%	5 4%	10 4%	6 3%	16 4%	13 3%	2 4%	1 5%	** **	15 4%	1 1%	16 4%
NOT SMARTPHONE	3 1%	1 *%	2 1%	- -%	* *%	* *%	2 1%	* *%	2 1%	3 1%	2 1%	1 2%	- -%	** **	2 1%	* 1%	3 1%
NO MOBILE PHONE	425 96%	215 97%	210 95%	90 97%	122 94%	73 99%	139 95%	212 95%	211 96%	425 96%	353 96%	38 94%	21 95%	** **	366 95%	57 98%	425 96%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A. Are you able to go online at home in any of these ways? We are interested in finding out about all the ways in which you could go online at home, even if is a way that you tend not to use very often or at all. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Using a fixed broadband connection (including Wi-Fi)	414 93%	209 94%	206 93%	91 98% efh	127 99% efh	63 85%	131 90%	218 98% efhi	194 88%	414 93% e	344 93%	37 93%	21 94%	** **	355 93%	57 99%	414 93%
Using 3G or 4G or 5G on a mobile phone or tablet	293 66%	152 69%	141 64%	66 70%	92 71%	46 62%	89 61%	157 71%	135 61%	293 66%	242 66%	27 68%	15 68%	** **	255 66%	38 65%	293 66%
Neither of these	5 1%	1 *% 2%	5 2%	* *% 1%	1 1%	1 2%	3 2%	1 *% 2%	4 2%	5 1%	5 1%	* 1%	* 1%	** **	5 1%	- -% 1%	5 1%
Don't know	3 1%	1 1%	1 1%	- -% 1%	- -% 1%	* *% 1%	2 2%	- -% 1%	3 1%	3 1%	2 1%	- -% 1%	- -% 1%	** **	2 1%	* *% 1%	3 1%
SUMMARY																	
EITHER OF THESE	436 98%	220 99%	216 97%	93 100%	128 99%	72 98%	141 96%	221 100% f	213 97%	436 98%	361 98%	40 99%	22 99%	** **	376 98%	58 100%	436 98%
BOTH OF THESE	272 61%	141 64%	131 59%	64 69% efh	91 71% efh	36 49%	79 54%	155 70% efh	116 53%	272 61%	225 61%	25 62%	14 62%	** **	234 61%	37 64%	272 61%
FIXED BROADBAND ONLY AVAILABLE	142 32%	68 30%	75 34%	27 29%	36 28%	26 36%	52 35%	63 29%	78 36%	142 32%	119 32%	12 31%	7 32%	** **	121 32%	20 35%	142 32%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	22 5%	11 5%	10 5%	1 2%	1 1%	9 13% cdgi	10 7% dg	2 1%	19 9% cdg	22 5% g	17 5%	2 6%	1 6%	** **	21 5%	1 1%	22 5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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, 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). Please note that we do not mean DVDs or short video clips. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
A television set	371 84%	185 83%	186 84%	81 87%	112 87%	62 84%	116 79%	192 87%	177 81%	371 84%	307 83%	35 87%	17 79%	** **	316 82%	54 92%	371 84%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	309 70%	156 70%	153 69%	69 74%	89 69%	50 69%	100 68%	157 71%	150 68%	309 70%	258 70%	27 67%	16 70%	** **	269 70%	38 66%	309 70%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	185 42%	89 40%	97 44%	46 49%	58 45%	28 38%	53 36%	104 47%	81 37%	185 42%	159 43%	13 31%	8 37%	** **	161 42%	23 40%	185 42%
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch and so on)	69 16%	40 18%	29 13%	14 15%	18 14%	10 14%	27 19%	32 14%	37 17%	69 16%	57 15%	7 16%	4 19%	** **	67 17%	2 4%	69 16%
A desktop computer/ laptop/ netbook	60 14%	26 12%	34 15%	19 20%	22 17%	10 14%	9 6%	41 18%	19 9%	60 14%	54 15%	3 8%	2 9%	** **	54 14%	6 11%	60 14%
Other type of device	8 2%	4 2%	4 2%	2 2%	2 2%	* 1%	4 2%	4 2%	4 2%	8 2%	8 2%	1 1%	* 1%	** **	7 2%	1 3%	8 2%
NONE OF THESE/ Does not watch TV programmes	10 2%	4 2%	6 3%	* *% c	7 5%	* *% c	2 2%	7 3%	2 1%	10 2%	8 2%	1 2%	* 2%	** **	7 2%	3 5%	10 2%
Don't know	5 1%	* *% g	4 2%	- -%	- -%	1 1%	4 3%	- -%	5 2%	5 1%	4 1%	- -%	1 2%	** **	4 1%	* 1%	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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, 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). Please note that we do not mean DVDs or short video clips. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
SUMMARY																	
EVER WATCHES TV PROGRAMMES	429	218	211	93	122	72	140	215	213	429	356	39	21	**	372	55	429
	97%	98%	95%	100%	95%	98%	96%	97%	97%	97%	97%	98%	96%	**	97%	94%	97%
				d													
ONLY THROUGH A TV SET	62	31	31	11	15	10	25	26	35	62	48	8	3	**	51	10	62
	14%	14%	14%	12%	12%	14%	17%	12%	16%	14%	13%	20%	12%	**	13%	18%	14%
ANY DEVICE OTHER THAN A TV SET	367	187	181	82	107	62	115	189	177	367	308	31	19	**	321	44	367
	83%	84%	81%	88%	83%	85%	79%	85%	81%	83%	84%	79%	84%	**	84%	76%	83%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	58	33	25	12	10	11	25	22	35	58	48	5	4	**	56	1	58
	13%	15%	11%	13%	8%	15%	17%	10%	16%	13%	13%	12%	17%	**	15%	2%	13%
												o	o		o		
THROUGH A COMPUTER/ LAPTOP/ TABLET	325	163	161	73	94	55	101	167	157	325	273	27	16	**	284	39	325
	73%	74%	73%	78%	73%	75%	69%	75%	71%	73%	74%	68%	73%	**	74%	67%	73%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Any break column with 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. In which, if any, of these ways does your child ever watch TV programmes or films? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Watching through any paid-for on-demand services like Netflix, Amazon Prime Video or Disney+ (SVoD)	399 90%	201 91%	198 89%	84 90%	118 92%	67 91%	129 88%	202 91%	196 89%	399 90%	328 89%	38 95%	21 97%	** **	344 90%	54 93%	399 90%
Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch, Pluto TV and Snapchat (Avod)	247 56%	127 57%	119 54%	52 56%	81 63%	40 55%	73 50%	133 60%	113 51%	247 56%	209 57%	20 50%	11 49%	** **	211 55%	35 60%	247 56%
Watching programmes at the time they are broadcast on scheduled TV – so, for example, watching Britain's Got Talent on ITV on Saturday night (BROADCAST/ LIVE TV)	208 47%	101 46%	107 48%	52 56% fh	61 47%	33 45%	61 42%	113 51%	94 43%	208 47%	178 48%	16 40%	10 44%	** **	185 48%	23 39%	208 47%
Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All 4 (BVoD)	195 44%	101 46%	93 42%	53 57% fhi	65 50% fh	33 44%	44 30%	118 53% fhi	77 35%	195 44% f	163 44%	16 40%	11 48%	** **	164 43%	30 51%	195 44%
Watching something that was shown on TV that has been recorded to watch at another time (TIME SHIFTED TV)	170 38%	89 40%	81 36%	42 45% fh	57 44% f	32 43% f	39 27%	99 45% fh	71 32%	170 38% f	143 39%	14 35%	8 36%	** **	141 37%	29 51%	170 38%
Watching Blu rays/ DVDs/ videos	130 29%	70 32%	60 27%	29 32%	40 31%	22 29%	39 27%	70 31%	61 28%	130 29%	110 30%	11 27%	6 28%	** **	110 29%	21 36%	130 29%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Through renting or buying programmes or films from online stores like Apple TV, Google Play Store or Sky Store (TVoD)	50 11%	21 10%	29 13%	12 13%	17 14%	10 13%	10 7%	30 13%	20 9%	50 11%	38 10%	5 14%	4 19%	** **	45 12%	4 7%	50 11%
None of these	6 1%	3 1%	3 2%	* **	1 1%	* 1%	3 2%	2 1%	4 2%	6 1%	4 1%	1 2%	* 2%	** **	6 2%	* **	6 1%
SUMMARY																	
ANY VoD	421 95%	211 95%	210 94%	89 96%	126 98%	70 96%	134 92%	215 97%	204 93%	421 95%	348 95%	38 96%	22 98%	** **	362 94%	56 97%	421 95%
DOES NOT WATCH ANY VoD	23 5%	11 5%	12 6%	4 4%	3 2%	3 4%	12 8%	7 3%	16 7%	23 5%	20 5%	1 4%	* 2%	** **	21 6%	2 3%	23 5%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Netflix	347 78%	173 78%	174 79%	74 80%	104 81%	52 70%	116 79%	178 80%	167 76%	347 78%	282 77%	34 86%	20 89%	** **	297 78%	48 83%	347 78%
Disney+ (formerly Disney Life)	250 56%	116 52%	134 60%	59 63%	70 54%	41 55%	79 54%	129 58%	120 55%	250 56%	204 55%	24 59%	15 66%	** **	216 56%	33 57%	250 56%
Amazon Prime Video	204 46%	102 46%	102 46%	53 57%	60 46%	36 49%	54 37%	113 51%	90 41%	204 46%	172 47%	19 48%	9 40%	** **	171 45%	32 55%	204 46%
NOW TV	65 15%	37 17%	28 12%	14 15%	22 17%	3 4%	25 17%	36 16%	29 13%	65 15%	56 15%	4 10%	4 16%	** **	53 14%	11 19%	65 15%
Apple TV +	21 5%	9 4%	13 6%	8 8%	6 5%	4 6%	3 2%	14 6%	7 3%	21 5%	19 5%	1 3%	* 2%	** **	19 5%	2 4%	21 5%
Britbox	9 2%	5 2%	4 2%	4 4%	4 3%	1 1%	- -%	8 3%	1 *%	9 2%	8 2%	* 1%	* 1%	** **	9 2%	- -%	9 2%
Hayu	6 1%	4 2%	2 1%	2 2%	3 2%	- -%	1 1%	5 2%	1 *%	6 1%	6 2%	- -%	* 1%	** **	6 2%	* 1%	6 1%
Any other paid-for on-demand television services	7 2%	2 1%	5 2%	1 1%	4 3%	1 1%	1 1%	5 2%	2 1%	7 2%	5 1%	1 3%	1 2%	** **	3 1%	3 6%	7 2%
No - they do not watch any of these	43 10%	21 9%	23 10%	9 10%	10 8%	6 9%	17 12%	19 9%	24 11%	43 10%	40 11%	2 5%	1 3%	** **	39 10%	4 7%	43 10%
Don't know	1 *%	* *%	1 *%	1 1%	- -%	- -%	* *%	1 *%	* *%	1 *%	1 *%	- -%	* 1%	** **	1 *%	- -%	1 *%
SUMMARY																	
CONTENT WATCHED ON PAID-FOR ON-DEMAND TELEVISION SERVICES	399 90%	201 91%	198 89%	84 90%	118 92%	67 91%	129 88%	202 91%	196 89%	399 90%	328 89%	38 95%	21 97%	** **	344 90%	54 93%	399 90%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE ~f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	360	180	180	114	105	57	83	219	140	360	210	55	58	37	321	38	360
Effective Weighted Sample	260	130	130	93	73	40	63	160	103	260	197	53	53	35	237	23	260
Total	208	101	107	52	61	33	61	113	94	208	178	16	10	5	185	23	208
Rules about what they watch	165 79%	76 75%	88 82%	40 76%	51 85%	** **	** **	92 81%	72 77%	165 79%	142 80%	** **	** **	** **	147 79%	** **	165 79%
Rules about how much time they spend watching	131 63%	65 65%	66 61%	32 62%	39 65%	** **	** **	72 63%	58 62%	131 63%	113 63%	** **	** **	** **	119 64%	** **	131 63%
Rules about when they watch	127 61%	59 59%	68 63%	33 63%	41 67%	** **	** **	74 65%	53 56%	127 61%	111 63%	** **	** **	** **	116 62%	** **	127 61%
Rules about who they are watching with/ can only watch when supervised	66 32%	31 31%	35 33%	17 33%	22 35%	** **	** **	39 34%	27 29%	66 32%	58 33%	** **	** **	** **	59 32%	** **	66 32%
Other rules	2 1%	1 1%	1 1%	1 1%	* 1%	** **	** **	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
ANY RULES	192 92%	90 89%	102 95%	47 89%	54 89%	** **	** **	101 89%	90 96%	192 92%	165 93%	** **	** **	** **	172 93%	** **	192 92%
No, do not have any rules	17 8%	11 11%	5 5%	6 11%	7 11%	** **	** **	12 11%	4 4%	17 8%	13 7%	** **	** **	** **	13 7%	** **	17 8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP13A. Still thinking about any programmes that your child watches live or as the programmes are broadcast. Please tell me the extent to which you are concerned about the content of the TV programmes that they watch. (SINGLE CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE ~f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	360	180	180	114	105	57	83	219	140	360	210	55	58	37	321	38	360
Effective Weighted Sample	260	130	130	93	73	40	63	160	103	260	197	53	53	35	237	23	260
Total	208	101	107	52	61	33	61	113	94	208	178	16	10	5	185	23	208
Very concerned	20 9%	8 8%	12 11%	6 11%	7 12%	** **	** **	13 11%	7 7%	20 9%	17 10%	** **	** **	** **	19 10%	** **	20 9%
Fairly concerned	52 25%	23 23%	29 27%	15 28%	16 26%	** **	** **	31 27%	21 22%	52 25%	47 26%	** **	** **	** **	44 24%	** **	52 25%
Neither/ nor	36 17%	17 16%	20 18%	10 19%	7 12%	** **	** **	17 15%	19 20%	36 17%	31 17%	** **	** **	** **	32 17%	** **	36 17%
Not very concerned	59 28%	30 30%	29 27%	11 22%	22 37%	** **	** **	34 30%	25 26%	59 28%	46 26%	** **	** **	** **	51 27%	** **	59 28%
Not at all concerned	42 20%	24 23%	18 17%	10 20%	8 14%	** **	** **	19 16%	23 24%	42 20%	37 21%	** **	** **	** **	40 22%	** **	42 20%
SUMMARY CODES																	
TOTAL CONCERNED	72 35%	31 31%	41 38%	21 39%	23 38%	** **	** **	44 39%	27 29%	72 35%	64 36%	** **	** **	** **	63 34%	** **	72 35%
TOTAL NOT CONCERNED	100 48%	54 53%	47 43%	22 42%	30 50%	** **	** **	52 46%	48 51%	100 48%	83 47%	** **	** **	** **	90 49%	** **	100 48%
TOTAL NEITHER/ DON'T KNOW	36 17%	17 16%	20 18%	10 19%	7 12%	** **	** **	17 15%	19 20%	36 17%	31 17%	** **	** **	** **	32 17%	** **	36 17%

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

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QP23. Now some questions about the internet and going online. 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, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	296 67%	154 69%	142 64%	62 66%	83 64%	53 72%	97 66%	144 65%	150 68%	296 67%	245 66%	28 70%	15 69%	** **	256 67%	40 68%	296 67%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	155 35%	80 36%	75 34%	44 47% fhi	45 35%	24 33%	41 28%	89 40%	65 30%	155 35%	131 36%	12 30%	7 34%	** **	135 35%	20 34%	155 35%
A smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	135 30%	70 32%	65 29%	28 30%	45 35%	28 38%	33 23%	73 33%	62 28%	135 30%	113 31%	12 31%	5 24%	** **	117 31%	17 30%	135 30%
A laptop/ netbook	132 30%	68 31%	63 29%	33 36%	40 31%	18 24%	39 27%	73 33%	57 26%	132 30%	111 30%	10 26%	7 31%	** **	114 30%	17 30%	132 30%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	64 14%	39 18%	25 11%	13 13%	19 15%	5 6%	27 18% e	31 14%	32 14%	64 14%	54 15%	6 14%	3 12%	** **	58 15%	6 10%	64 14%
A smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	59 13%	27 12%	32 15%	18 19% fh	23 18% fh	10 13%	9 6%	41 18% fh	18 8%	59 13%	50 14%	5 11%	3 15%	** **	50 13%	10 17%	59 13%
A desktop computer (PC or Mac)	37 8%	19 8%	18 8%	9 10%	12 9%	8 11%	7 5%	21 10%	15 7%	37 8%	32 9%	3 7%	1 5%	** **	31 8%	6 10%	37 8%

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

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QP23. Now some questions about the internet and going online. 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, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	9 2%	4 2%	4 2%	3 3%	4 3%	1 2%	1 1%	6 3%	3 1%	9 2%	7 2%	* 1%	1 4%	** **	7 2%	1 2%	9 2%
NONE OF THESE/ Does not go online	79 18%	35 16%	43 19%	15 16%	24 19%	10 14%	28 19%	40 18%	39 18%	79 18%	64 17%	7 18%	4 18%	** **	67 17%	11 18%	79 18%
Don't know	3 1%	1 1%	2 1%	* **	- -%	1 1%	2 1%	* **	3 1%	3 1%	3 1%	- -%	- -%	** **	3 1%	* **	3 1%
SUMMARY																	
GOES ONLINE THROUGH ANY TYPE OF DEVICE	362 82%	185 84%	177 80%	78 83%	105 81%	62 84%	116 79%	182 82%	178 81%	362 82%	301 82%	33 82%	18 82%	** **	314 82%	47 81%	362 82%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	147 33%	77 35%	70 31%	37 39%	43 34%	24 33%	42 29%	80 36%	66 30%	147 33%	125 34%	12 29%	7 34%	** **	128 33%	19 32%	147 33%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	350 79%	179 81%	171 77%	77 83%	101 78%	60 81%	111 76%	178 80%	171 78%	350 79%	291 79%	31 78%	18 80%	** **	303 79%	47 80%	350 79%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	215 48%	108 49%	107 48%	41 44%	61 48%	38 52%	74 50%	102 46%	112 51%	215 48%	176 48%	21 53%	11 48%	** **	186 48%	28 49%	215 48%
ONLY GOES ONLINE ON A MOBILE PHONE	7 2%	4 2%	3 2%	2 2%	3 2%	1 1%	2 1%	5 2%	2 1%	7 2%	6 1%	1 2%	* 2%	** **	7 2%	* **	7 2%
ONLY GOES ONLINE ON A TABLET	76 17%	39 18%	37 17%	13 14%	21 16%	11 15%	30 21%	34 15%	41 19%	76 17%	61 17%	8 19%	4 20%	** **	66 17%	9 16%	76 17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP23. Now some questions about the internet and going online. 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, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	782	345	112	104	77	638
Effective Weighted Sample	546	325	107	97	71	446
Total	444	301	33	18	10	362
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	296	245	28	15	**	296
	67%	81%	86%	85%	**	82%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	155	131	12	7	**	155
	35%	44%	37%	41%	**	43%
A smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	135	113	12	5	**	135
	30%	38%	38%	30%	**	37%
A laptop/ netbook	132	111	10	7	**	132
	30%	37%	32%	38%	**	36%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	64	54	6	3	**	64
	14%	18%	18%	15%	**	18%
A smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	59	50	5	3	**	59
	13%	17%	14%	18%	**	16%
A desktop computer (PC or Mac)	37	32	3	1	**	37
	8%	11%	8%	6%	**	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP23. Now some questions about the internet and going online. 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, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	782	345	112	104	77	638
Effective Weighted Sample	546	325	107	97	71	446
Total	444	301	33	18	10	362
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	9 2%	7 2%	* 1%	1 5%	** **	9 2%
NONE OF THESE/ Does not go online	79 18%	- -%	- -%	- -%	** **	- -%
Don't know	3 1%	- -%	- -%	- -%	** **	- -%
SUMMARY						
GOES ONLINE THROUGH ANY TYPE OF DEVICE	362 82%	301 100%	33 100%	18 100%	** **	362 100%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	147 33%	125 42%	12 36%	7 41%	** **	147 41%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	350 79%	291 97%	31 95%	18 97%	** **	350 97%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	215 48%	176 58%	21 64%	11 59%	** **	215 59%
ONLY GOES ONLINE ON A MOBILE PHONE	7 2%	6 2%	1 3%	* 3%	** **	7 2%
ONLY GOES ONLINE ON A TABLET	76 17%	61 20%	8 24%	4 24%	** **	76 21%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Do you have any of these rules about what your child does online? Please think about the sorts of things they do online on any device? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Rules about the video content they watch online	276 76%	140 75%	136 77%	57 74%	81 78%	47 76%	89 76%	138 76%	136 76%	276 76%	229 76%	26 79%	12 68%	** **	234 75%	** **	276 76%
Rules about the types of websites or apps they can use	267 74%	134 72%	133 75%	54 70%	82 79%	42 68%	87 75%	137 75%	129 73%	267 74%	224 74%	22 68%	13 73%	** **	226 72%	** **	267 74%
Rules about how much time they spend online	239 66%	124 67%	115 65%	50 64%	79 76% fh	40 65%	69 59%	129 71%	109 61%	239 66%	204 68%	18 55%	10 58%	** **	203 65%	** **	239 66%
Rules about when they can go online	210 58%	109 59%	101 57%	41 53%	71 68%	32 52%	64 55%	113 62%	96 54%	210 58%	182 61% k	14 42%	9 47%	** **	175 56%	** **	210 58% k
Rules about who they can contact online	197 54%	99 54%	98 55%	41 53%	61 59%	34 55%	59 51%	102 56%	93 52%	197 54%	166 55%	17 52%	8 45%	** **	164 52%	** **	197 54%
Rules about spending money online	187 52%	102 55%	86 49%	35 45%	58 55%	33 53%	61 52%	93 51%	94 53%	187 52%	159 53%	15 45%	8 45%	** **	152 48%	** **	187 52%
Rules about the information they can share online	180 50%	91 49%	89 51%	38 48%	54 52%	34 54%	53 46%	92 50%	87 49%	180 50%	153 51%	15 46%	7 39%	** **	148 47%	** **	180 50%
Other rules	14 4%	7 4%	7 4%	5 7%	5 5%	2 3%	1 1%	10 6%	3 2%	14 4%	12 4%	1 2%	1 3%	** **	10 3%	** **	14 4%
ANY RULES	340 94%	173 94%	167 95%	72 93%	98 93%	61 98%	108 93%	170 93%	169 95%	340 94%	283 94%	30 92%	17 95%	** **	295 94%	** **	340 94%
No, do not have any rules	22 6%	12 6%	10 5%	5 7%	7 7%	1 2%	8 7%	12 7%	9 5%	22 6%	17 6%	3 8%	1 5%	** **	18 6%	** **	22 6%

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

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QP26. Do you have any of these rules about what your child does online? Please think about the sorts of things they do online on any device? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Rules about the video content they watch online	276 76%	229 76%	26 79%	12 68%	** **	276 76%
Rules about the types of websites or apps they can use	267 74%	224 74%	22 68%	13 73%	** **	267 74%
Rules about how much time they spend online	239 66%	204 68%	18 55%	10 58%	** **	239 66%
Rules about when they can go online	210 58%	182 61%	14 42%	9 47%	** **	210 58%
Rules about who they can contact online	197 54%	166 55%	17 52%	8 45%	** **	197 54%
Rules about spending money online	187 52%	159 53%	15 45%	8 45%	** **	187 52%
Rules about the information they can share online	180 50%	153 51%	15 46%	7 39%	** **	180 50%
Other rules	14 4%	12 4%	1 2%	1 3%	** **	14 4%
ANY RULES	340 94%	283 94%	30 92%	17 95%	** **	340 94%
No, do not have any rules	22 6%	17 6%	3 8%	1 5%	** **	22 6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26A. Due to the situation with COVID this year, many children have been at home much more than usual. To what extent do you agree or disagree with the following statement about any use of rules at this time? - "As a result of my child being at home more than usual this year, I have had to relax some of the rules about what my child does online" (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Strongly disagree	77 21%	38 21%	39 22%	16 21%	17 16%	13 21%	30 26%	33 18%	43 24%	77 21%	67 22%	6 17%	3 17%	** **	63 20%	** **	77 21%
Slightly disagree	58 16%	29 16%	30 17%	11 14%	17 17%	8 12%	22 19%	28 15%	30 17%	58 16%	50 16%	4 14%	3 18%	** **	51 16%	** **	58 16%
Neither agree nor disagree	59 16%	33 18%	26 15%	7 10%	13 13%	12 20%	25 22%	21 11%	38 21%	59 16%	46 15%	8 24%	3 18%	** **	54 17%	** **	59 16%
Slightly agree	110 30%	51 28%	59 33%	27 35%	36 35%	19 31%	26 23%	64 35%	46 26%	110 30%	91 30%	10 32%	5 29%	** **	94 30%	** **	110 30%
Strongly agree	55 15%	34 18%	21 12%	16 20%	20 19%	9 15%	10 9%	35 19%	19 11%	55 15%	47 16%	3 9%	3 17%	** **	49 16%	** **	55 15%
Don't know	3 1%	1 **%	2 1%	* **%	1 1%	* 1%	1 1%	1 **%	2 1%	3 1%	1 **%	1 4%	* 1%	** **	3 1%	** **	3 1%
SUMMARY CODES																	
TOTAL DISAGREE	136 38%	67 36%	69 39%	27 35%	34 33%	21 33%	52 45%	61 34%	73 41%	136 38%	116 39%	10 31%	6 35%	** **	114 36%	** **	136 38%
TOTAL AGREE	164 45%	85 46%	79 45%	43 55%	56 54%	29 46%	36 31%	99 55%	65 36%	164 45%	138 46%	13 41%	8 46%	** **	143 46%	** **	164 45%
TOTAL NEITHER/ DON'T KNOW	62 17%	33 18%	29 16%	8 10%	14 13%	13 21%	27 23%	22 12%	40 22%	62 17%	47 16%	9 28%	4 19%	** **	57 18%	** **	62 17%

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

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QP26A. Due to the situation with COVID this year, many children have been at home much more than usual. To what extent do you agree or disagree with the following statement about any use of rules at this time? - "As a result of my child being at home more than usual this year, I have had to relax some of the rules about what my child does online" (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					
	Total	ENG- LAND a	SCOT- LAND b	WALES c	IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Strongly disagree	77 21%	67 22%	6 17%	3 17%	** **	77 21%
Slightly disagree	58 16%	50 16%	4 14%	3 18%	** **	58 16%
Neither agree nor disagree	59 16%	46 15%	8 24%	3 18%	** **	59 16%
Slightly agree	110 30%	91 30%	10 32%	5 29%	** **	110 30%
Strongly agree	55 15%	47 16%	3 9%	3 17%	** **	55 15%
Don't know	3 1%	1 *%	1 4%	* 1%	** **	3 1%
			a			
SUMMARY CODES						
TOTAL DISAGREE	136 38%	116 39%	10 31%	6 35%	** **	136 38%
TOTAL AGREE	164 45%	138 46%	13 41%	8 46%	** **	164 45%
TOTAL NEITHER/ DON'T KNOW	62 17%	47 16%	9 28%	4 19%	** **	62 17%
			a			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Sitting beside them and watching or helping them while they are online	212 59%	112 60%	100 57%	45 58%	66 63%	30 48%	69 60%	111 61%	99 56%	212 59%	174 58%	21 65%	11 60%	** **	180 57%	** **	212 59%
Being nearby and regularly checking what they do	252 70%	126 68%	126 72%	52 67%	83 79%	41 66%	75 65%	135 74%	116 65%	252 70%	211 70%	21 63%	12 64%	** **	213 68%	** **	252 70%
Asking about what they are doing or have been doing online	142 39%	75 40%	68 38%	26 34%	49 47%	22 36%	44 38%	75 41%	66 37%	142 39%	119 39%	13 39%	7 38%	** **	125 40%	** **	142 39%
Check the browser/ device history after they have been online	82 23%	39 21%	44 25%	16 20%	25 24%	14 22%	28 25%	40 22%	42 24%	82 23%	71 24%	4 13%	5 26%	** **	75 24%	** **	82 23%
Other types of supervision	5 1%	1 1%	4 2%	3 4%	1 1%	* 1%	* *%	4 2%	1 *%	5 1%	4 1%	* 1%	1 4%	** **	5 1%	** **	5 1%
ANY TYPE OF SUPERVISION	360 99%	183 99%	177 100%	76 98%	104 100%	62 100%	116 100%	181 99%	178 100%	360 99%	300 100%	32 99%	18 98%	** **	312 99%	** **	360 99%
No, don't supervise their online access and use	2 1%	2 1%	- -%	1 2%	* *%	* *%	- -%	2 1%	* *%	2 1%	1 *%	* 1%	* 2%	** **	2 1%	** **	2 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					ALL
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Sitting beside them and watching or helping them while they are online	212 59%	174 58%	21 65%	11 60%	** **	212 59%
Being nearby and regularly checking what they do	252 70%	211 70%	21 63%	12 64%	** **	252 70%
Asking about what they are doing or have been doing online	142 39%	119 39%	13 39%	7 38%	** **	142 39%
Check the browser/ device history after they have been online	82 23%	71 24%	4 13%	5 26%	** **	82 23%
Other types of supervision	5 1%	4 1%	* 1%	1 4%	** **	5 1%
ANY TYPE OF SUPERVISION	360 99%	300 100%	32 99%	18 98%	** **	360 99%
No, don't supervise their online access and use	2 1%	1 *%	* 1%	* 2%	** **	2 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 etc. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Yes	184 51%	92 49%	93 52%	35 45%	51 48%	31 51%	66 57%	85 47%	98 55%	184 51%	154 51%	14 44%	11 58%	** **	159 51%	** **	184 51%
No	172 48%	90 49%	82 47%	42 54%	52 50%	30 49%	47 41%	94 52%	77 44%	172 48%	143 47%	18 54%	7 40%	** **	150 48%	** **	172 48%
Don't know	5 1%	4 2%	2 1%	1 1%	2 2%	* **	3 2%	2 1%	3 2%	5 1%	4 1%	* 1%	* 2%	** **	5 2%	** **	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 etc. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					ALL
	Total	ENG-LAND a	SCOT-LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Yes	184 51%	154 51%	14 44%	11 58%	** **	184 51%
No	172 48%	143 47%	18 54%	7 40%	** **	172 48%
Don't know	5 1%	4 1%	* 1%	* 2%	** **	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 about how to stay safe online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	320	154	166	82	85	54	96	167	150	320	172	50	59	39	280	38	320
Effective Weighted Sample	222	111	112	63	60	38	69	117	106	222	163	48	56	36	199	24	222
Total	184	92	93	35	51	31	66	85	98	184	154	14	11	6	159	25	184
At least every few weeks	102 56%	50 54%	53 57%	** **	** **	** **	** **	46 54%	55 57%	102 56%	82 53%	** **	** **	** **	90 56%	** **	102 56%
At least every few months	42 23%	23 25%	19 21%	** **	** **	** **	** **	21 25%	20 21%	42 23%	37 24%	** **	** **	** **	36 23%	** **	42 23%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144 78%	72 79%	72 77%	** **	** **	** **	** **	67 79%	76 77%	144 78%	119 77%	** **	** **	** **	125 79%	** **	144 78%
Less often than every few months, but more than once	26 14%	11 12%	14 16%	** **	** **	** **	** **	16 19%	10 10%	26 14%	22 14%	** **	** **	** **	21 13%	** **	26 14%
Have talked to them once, and not since then	13 7%	8 8%	5 6%	** **	** **	** **	** **	2 2%	11 11%	13 7%	12 8%	** **	** **	** **	11 7%	** **	13 7%
Don't know	1 1%	* *%	1 1%	** **	** **	** **	** **	- -%	1 1%	1 1%	1 1%	** **	** **	** **	1 1%	** **	1 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 about how to stay safe online

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND ~b	WALES ~c	N IRELAND ~d	
Significance Level: 99%		a	~b	~c	~d	e
Unweighted total	320	172	50	59	39	320
Effective Weighted Sample	222	163	48	56	36	222
Total	184	154	14	11	6	184
At least every few weeks	102 56%	82 53%	** **	** **	** **	102 56%
At least every few months	42 23%	37 24%	** **	** **	** **	42 23%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144 78%	119 77%	** **	** **	** **	144 78%
Less often than every few months, but more than once	26 14%	22 14%	** **	** **	** **	26 14%
Have talked to them once, and not since then	13 7%	12 8%	** **	** **	** **	13 7%
Don't know	1 1%	1 1%	** **	** **	** **	1 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
At least every few weeks	102 28%	50 27%	53 30%	19 25%	27 26%	16 26%	39 34%	46 25%	55 31%	102 28%	82 27%	10 30%	7 41%	** **	90 29%	** **	102 28%
At least every few months	42 12%	23 12%	19 11%	9 12%	13 12%	7 11%	14 12%	21 12%	20 11%	42 12%	37 12%	3 10%	1 6%	** **	36 11%	** **	42 12%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144 40%	72 39%	72 41%	28 36%	39 38%	23 37%	53 45%	67 37%	76 42%	144 40%	119 39%	13 40%	8 47%	** **	125 40%	** **	144 40%
Less often than every few months, but more than once	26 7%	11 6%	14 8%	6 8%	10 10%	2 4%	7 6%	16 9%	10 5%	26 7%	22 7%	1 3%	2 10%	** **	21 7%	** **	26 7%
Have talked to them once, and not since then	13 4%	8 4%	5 3%	1 1%	1 1%	5 8%	6 5%	2 1%	11 6%	13 4%	12 4%	* 1%	* 2%	** **	11 4%	** **	13 4%
Don't know	1 *%	* *%	1 1%	- -%	- -%	1 2%	- -%	- -%	1 1%	1 *%	1 *%	- -%	- -%	** **	1 *%	** **	1 *%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	178 49%	94 51%	84 48%	43 55%	54 52%	31 49%	50 43%	97 53%	80 45%	178 49%	147 49%	18 56%	8 42%	** **	155 49%	** **	178 49%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
At least every few weeks	102 28%	82 27%	10 30%	7 41%	** **	102 28%
At least every few months	42 12%	37 12%	3 10%	1 6%	** **	42 12%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144 40%	119 39%	13 40%	8 47%	** **	144 40%
Less often than every few months, but more than once	26 7%	22 7%	1 3%	2 10%	** **	26 7%
Have talked to them once, and not since then	13 4%	12 4%	* 1%	* 2%	** **	13 4%
Don't know	1 *%	1 *%	- -%	- -%	** **	1 *%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	178 49%	147 49%	18 56%	8 42%	** **	178 49%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	232 69%	111 64%	120 73%	52 68%	79 76%	** **	69 67%	130 72%	100 64%	232 69%	193 69%	20 67%	** **	** **	196 68%	** **	232 69%
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)	205 61%	104 60%	101 61%	48 62%	69 66%	** **	57 56%	116 65%	87 56%	205 61%	168 60%	22 72%	** **	** **	171 59%	** **	205 61%
AWARE OF EITHER OF THESE CONTENT FILTERS	274 81%	135 78%	138 84%	60 79%	88 85%	** **	84 81%	149 82%	124 79%	274 81%	227 81%	26 86%	** **	** **	232 80%	** **	274 81%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	193 57%	105 61%	87 53%	47 61%	59 57%	** **	55 54%	106 59%	86 55%	193 57%	157 56%	21 68%	** **	** **	161 55%	** **	193 57%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	181 54%	99 57%	82 50%	38 49%	64 61%	** **	52 51%	101 56%	78 50%	181 54%	149 53%	18 60%	** **	** **	149 51%	** **	181 54%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE OF ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	302 89%	155 89%	147 90%	66 86%	96 92%	** **	90 88%	162 90%	139 89%	302 89%	250 89%	29 95%	** **	** **	258 89%	** **	302 89%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	202 60%	106 61%	96 59%	46 60%	67 64%	** **	59 57%	113 62%	88 56%	202 60%	166 59%	22 72% n	** **	** **	166 57%	** **	202 60%
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	178 53%	102 58%	76 47%	40 52%	61 59%	** **	50 48%	100 56%	77 49%	178 53%	147 52%	18 61%	** **	** **	150 52%	** **	178 53%
AWARE OF EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	230 68%	127 73%	104 63%	51 66%	74 72%	** **	69 67%	125 69%	104 67%	230 68%	190 68%	24 80%	** **	** **	194 67%	** **	230 68%
AWARE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	317 94%	164 94%	153 93%	69 90%	99 95%	** **	98 95%	168 93%	148 95%	317 94%	264 94%	29 96%	** **	** **	273 94%	** **	317 94%
None of these / Not aware of any of these	13 4%	7 4%	6 4%	4 5%	4 3%	** **	3 3%	8 4%	6 4%	13 4%	11 4%	1 3%	** **	** **	13 4%	** **	13 4%
Don't know	8 2%	3 2%	5 3%	4 5%	2 2%	** **	2 2%	5 3%	2 1%	8 2%	7 2%	* 1%	** **	** **	5 2%	** **	8 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	232 69%	193 69%	20 67%	** **	** **	232 69%
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)	205 61%	168 60%	22 72%	** **	** **	205 61%
AWARE OF EITHER OF THESE CONTENT FILTERS	274 81%	227 81%	26 86%	** **	** **	274 81%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	193 57%	157 56%	21 68%	** **	** **	193 57%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	181 54%	149 53%	18 60%	** **	** **	181 54%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE OF ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	302 89%	250 89%	29 95%	** **	** **	302 89%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	202 60%	166 59%	22 72%	** **	** **	202 60%
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	178 53%	147 52%	18 61%	** **	** **	178 53%
AWARE OF EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	230 68%	190 68%	24 80%	** **	** **	230 68%
AWARE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	317 94%	264 94%	29 96%	** **	** **	317 94%
None of these / Not aware of any of these	13 4%	11 4%	1 3%	** **	** **	13 4%
Don't know	8 2%	7 2%	* 1%	** **	** **	8 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
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)	107 32%	57 33%	50 31%	23 30%	35 34%	** **	30 29%	58 32%	49 31%	107 32%	91 32%	8 27%	** **	** **	92 32%	** **	107 32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	106 31%	48 27%	58 36%	24 32%	35 34%	** **	32 31%	60 33%	47 30%	106 31%	87 31%	10 32%	** **	** **	92 32%	** **	106 31%
USE EITHER OF THESE CONTENT FILTERS	154 46%	72 41%	82 50%	34 44%	51 49%	** **	46 45%	84 47%	69 45%	154 46%	127 45%	13 44%	** **	** **	131 45%	** **	154 46%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	125 37%	69 40%	56 34%	22 29%	43 42%	** **	39 38%	66 36%	59 38%	125 37%	107 38%	9 31%	** **	** **	101 35%	** **	125 37%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	104 31%	56 32%	49 30%	23 30%	31 30%	** **	32 32%	54 30%	50 32%	104 31%	85 30%	11 36%	** **	** **	86 30%	** **	104 31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
USE ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	224 66%	112 64%	112 68%	45 59%	69 66%	** **	73 71%	114 63%	109 70%	224 66%	186 66%	21 69%	** **	** **	191 66%	** **	224 66%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	134 40%	69 40%	65 40%	24 31%	48 46%	** **	42 41%	72 40%	62 40%	134 40%	110 39%	13 43%	** **	** **	108 37%	** **	134 40%
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	108 32%	63 36%	44 27%	24 31%	35 33%	** **	35 34%	58 32%	49 32%	108 32%	90 32%	9 29%	** **	** **	92 32%	** **	108 32%
USE EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	162 48%	89 51%	73 45%	30 40%	54 52%	** **	51 50%	84 47%	78 50%	162 48%	135 48%	15 49%	** **	** **	134 46%	** **	162 48%
USE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	261 77%	135 78%	126 77%	51 67%	82 79%	** **	84 82% c	133 74%	127 82% c	261 77%	217 77%	24 78%	** **	** **	221 76%	** **	261 77%
None of these / Do not use any of these	53 16%	28 16%	26 16%	18 23%	15 15%	** **	12 12%	33 18%	19 12%	53 16%	45 16%	5 15%	** **	** **	49 17%	** **	53 16%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	13 4%	7 4%	6 4%	4 5%	4 3%	** **	3 3%	8 4%	6 4%	13 4%	11 4%	1 3%	** **	** **	13 4%	** **	13 4%
Don't know	10 3%	4 2%	7 4%	4 5%	3 3%	** **	4 3%	7 4%	4 2%	10 3%	9 3%	1 4%	** **	** **	8 3%	** **	10 3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
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)	107 32%	91 32%	8 27%	** **	** **	107 32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	106 31%	87 31%	10 32%	** **	** **	106 31%
USE EITHER OF THESE CONTENT FILTERS	154 46%	127 45%	13 44%	** **	** **	154 46%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	125 37%	107 38%	9 31%	** **	** **	125 37%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	104 31%	85 30%	11 36%	** **	** **	104 31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
USE ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	224 66%	186 66%	21 69%	**	**	224 66%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	134 40%	110 39%	13 43%	**	**	134 40%
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	108 32%	90 32%	9 29%	**	**	108 32%
USE EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	162 48%	135 48%	15 49%	**	**	162 48%
USE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	261 77%	217 77%	24 78%	**	**	261 77%
None of these / Do not use any of these	53 16%	45 16%	5 15%	**	**	53 16%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	13 4%	11 4%	1 3%	**	**	13 4%
Don't know	10 3%	9 3%	1 4%	**	**	10 3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	107 32%	57 33%	50 31%	23 30%	35 34%	** **	30 29%	58 32%	49 31%	107 32%	91 32%	8 27%	** **	** **	92 32%	** **	107 32%
AWARE BUT DO NOT USE	98 29%	47 27%	51 31%	25 33%	33 32%	** **	27 26%	58 32%	39 25%	98 29%	77 27%	14 45%	** **	** **	79 27%	** **	98 29%
												jnp					
TOTAL AWARE	205 61%	104 60%	101 61%	48 62%	69 66%	** **	57 56%	116 65%	87 56%	205 61%	168 60%	22 72%	** **	** **	171 59%	** **	205 61%
TOTAL NOT AWARE	133 39%	70 40%	63 39%	29 38%	35 34%	** **	46 44%	64 35%	69 44%	133 39%	113 40%	9 28%	** **	** **	119 41%	** **	133 39%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	107	91	8	**	**	107
	32%	32%	27%	**	**	32%
AWARE BUT DO NOT USE	98	77	14	**	**	98
	29%	27%	45%	**	**	29%
			ae			
TOTAL AWARE	205	168	22	**	**	205
	61%	60%	72%	**	**	61%
TOTAL NOT AWARE	133	113	9	**	**	133
	39%	40%	28%	**	**	39%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	106	48	58	24	35	**	32	60	47	106	87	10	**	**	92	**	106
	31%	27%	36%	32%	34%	**	31%	33%	30%	31%	31%	32%	**	**	32%	**	31%
AWARE BUT DO NOT USE	125	64	62	28	43	**	37	71	53	125	106	11	**	**	104	**	125
	37%	37%	38%	36%	42%	**	36%	39%	34%	37%	38%	35%	**	**	36%	**	37%
TOTAL AWARE	232	111	120	52	79	**	69	130	100	232	193	20	**	**	196	**	232
	69%	64%	73%	68%	76%	**	67%	72%	64%	69%	69%	67%	**	**	68%	**	69%
TOTAL NOT AWARE	106	62	44	25	25	**	34	50	56	106	88	10	**	**	94	**	106
	31%	36%	27%	32%	24%	**	33%	28%	36%	31%	31%	33%	**	**	32%	**	31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					
	Total	ENG- LAND a	SCOT- LAND b	WALES ~c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	106 31%	87 31%	10 32%	** **	** **	106 31%
AWARE BUT DO NOT USE	125 37%	106 38%	11 35%	** **	** **	125 37%
TOTAL AWARE	232 69%	193 69%	20 67%	** **	** **	232 69%
TOTAL NOT AWARE	106 31%	88 31%	10 33%	** **	** **	106 31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	104	56	49	23	31	**	32	54	50	104	85	11	**	**	86	**	104
	31%	32%	30%	30%	30%	**	32%	30%	32%	31%	30%	36%	**	**	30%	**	31%
AWARE BUT DO NOT USE	88	50	39	24	28	**	23	52	35	88	72	10	**	**	75	**	88
	26%	29%	24%	31%	27%	**	22%	29%	23%	26%	26%	32%	**	**	26%	**	26%
TOTAL AWARE	193	105	87	47	59	**	55	106	86	193	157	21	**	**	161	**	193
	57%	61%	53%	61%	57%	**	54%	59%	55%	57%	56%	68%	**	**	55%	**	57%
TOTAL NOT AWARE	145	68	77	30	44	**	48	74	70	145	124	10	**	**	130	**	145
	43%	39%	47%	39%	43%	**	46%	41%	45%	43%	44%	32%	**	**	45%	**	43%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	104	85	11	**	**	104
	31%	30%	36%	**	**	31%
AWARE BUT DO NOT USE	88	72	10	**	**	88
	26%	26%	32%	**	**	26%
TOTAL AWARE	193	157	21	**	**	193
	57%	56%	68%	**	**	57%
TOTAL NOT AWARE	145	124	10	**	**	145
	43%	44%	32%	**	**	43%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31D/ QP32D SUMMARY OF AWARENESS AND USE - Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	125 37%	69 40%	56 34%	22 29%	43 42%	** **	39 38%	66 36%	59 38%	125 37%	107 38%	9 31%	** **	** **	101 35%	** **	125 37%
AWARE BUT DO NOT USE	56 17%	30 17%	27 16%	15 20%	20 20%	** **	14 13%	36 20%	20 13%	56 17%	43 15%	9 29%	** **	** **	48 16%	** **	56 17%
TOTAL AWARE	181 54%	99 57%	82 50%	38 49%	64 61%	** **	52 51%	101 56%	78 50%	181 54%	149 53%	18 60%	** **	** **	149 51%	** **	181 54%
TOTAL NOT AWARE	157 46%	75 43%	82 50%	39 51%	40 39%	** **	51 49%	79 44%	78 50%	157 46%	132 47%	12 40%	** **	** **	141 49%	** **	157 46%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31D/ QP32D SUMMARY OF AWARENESS AND USE - Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND b	WALES ~c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	125 37%	107 38%	9 31%	** **	** **	125 37%
AWARE BUT DO NOT USE	56 17%	43 15%	9 29%	** **	** **	56 17%
			ae			
TOTAL AWARE	181 54%	149 53%	18 60%	** **	** **	181 54%
TOTAL NOT AWARE	157 46%	132 47%	12 40%	** **	** **	157 46%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31E/ QP32E SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	631	322	309	171	179	107	167	350	274	631	344	111	105	71	546	79	631
Effective Weighted Sample	443	227	217	133	128	74	124	249	197	443	324	106	98	66	396	47	443
Total	363	181	182	73	109	60	119	182	179	363	303	32	18	10	314	47	363
AWARE AND USE	144 40%	73 40%	72 39%	24 33%	49 45%	25 41%	46 39%	73 40%	71 39%	144 40%	118 39%	14 43%	7 40%	** **	118 38%	** **	144 40%
AWARE BUT DO NOT USE	75 21%	34 19%	40 22%	20 27%	23 21%	9 16%	21 18%	43 24%	31 17%	75 21%	61 20%	11 33%	3 14%	** **	64 20%	** **	75 21%
TOTAL AWARE	219 60%	107 59%	112 61%	44 60%	72 66%	34 56%	68 57%	116 64%	102 57%	219 60%	179 59%	25 76%	10 54%	** **	183 58%	** **	219 60%
TOTAL NOT AWARE	144 40%	74 41%	70 39%	29 40%	37 34%	26 44%	52 43%	66 36%	78 43%	144 40%	123 41%	8 24%	8 46%	** **	132 42%	** **	144 40%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31E/ QP32E SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND ~b	WALES ~c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	631	299	98	90	60	547
Effective Weighted Sample	443	281	94	84	56	385
Total	363	262	28	16	8	315
AWARE AND USE	144	110	**	**	**	133
	40%	42%	**	**	**	42%
AWARE BUT DO NOT USE	75	50	**	**	**	61
	21%	19%	**	**	**	19%
TOTAL AWARE	219	159	**	**	**	194
	60%	61%	**	**	**	62%
TOTAL NOT AWARE	144	103	**	**	**	121
	40%	39%	**	**	**	38%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31F/ QP32F SUMMARY OF AWARENESS AND USE - 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

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	631	322	309	171	179	107	167	350	274	631	344	111	105	71	546	79	631
Effective Weighted Sample	443	227	217	133	128	74	124	249	197	443	324	106	98	66	396	47	443
Total	363	181	182	73	109	60	119	182	179	363	303	32	18	10	314	47	363
AWARE AND USE	113 31%	68 37%	45 25%	23 31%	34 31%	17 28%	39 33%	57 31%	56 31%	113 31%	94 31%	10 30%	6 31%	** **	97 31%	** **	113 31%
AWARE BUT DO NOT USE	78 21%	35 20%	42 23%	15 21%	31 28%	14 23%	17 14%	46 25%	30 17%	78 21%	63 21%	10 32%	2 12%	** **	64 20%	** **	78 21%
TOTAL AWARE	190 52%	103 57%	87 48%	38 52%	65 59%	30 50%	56 47%	103 57%	86 48%	190 52%	158 52%	20 62%	8 43%	** **	161 51%	** **	190 52%
TOTAL NOT AWARE	173 48%	78 43%	95 52%	34 48%	44 41%	30 50%	63 53%	79 43%	93 52%	173 48%	145 48%	12 38%	10 57%	** **	153 49%	** **	173 48%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31F/ QP32F SUMMARY OF AWARENESS AND USE - 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

Base : Parents whose child uses a smartphone or tablet computer

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	~b	~c	~d	e
Unweighted total	631	299	98	90	60	547
Effective Weighted Sample	443	281	94	84	56	385
Total	363	262	28	16	8	315
AWARE AND USE	113	87	**	**	**	104
	31%	33%	**	**	**	33%
AWARE BUT DO NOT USE	78	50	**	**	**	61
	21%	19%	**	**	**	19%
TOTAL AWARE	190	137	**	**	**	166
	52%	52%	**	**	**	53%
TOTAL NOT AWARE	173	125	**	**	**	149
	48%	48%	**	**	**	47%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
SUPERVISE & TALK TO CHILD & TOOLS & RULES	111 31%	54 29%	57 32%	21 27%	34 32%	18 29%	38 33%	54 30%	56 32%	111 31%	89 30%	12 37%	7 39%	** **	96 31%	** **	111 31%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	32 9%	17 9%	15 8%	7 9%	5 5%	5 9%	14 12%	12 6%	20 11%	32 9%	29 10%	1 3%	1 8%	** **	28 9%	** **	32 9%
SUPERVISE & TOOLS & RULES & NOT TALK	121 33%	60 32%	61 35%	22 29%	34 33%	24 39%	41 35%	56 31%	65 36%	121 33%	103 34%	10 30%	5 26%	** **	104 33%	** **	121 33%
SUPERVISE & TALK TO CHILD ONLY	1 *% *% *% *%	1 *% *% *% *%	- -% -% -% -%	- -% -% -% -%	1 1% 1% 1% 1%	- -% -% -% -%	- -% -% -% -%	1 *% *% *% *%	- -% -% -% -%	1 *% *% *% *%	1 *% *% *% *%	- -% -% -% -%	- -% -% -% -%	** ** ** **	1 *% *% *% *%	** ** ** **	1 *% *% *% *%
SUPERVISE & TOOLS ONLY	7 2%	5 3%	2 1%	3 4%	2 2%	- -%	2 2%	5 3%	2 1%	7 2%	6 2%	1 3%	* 1%	** **	6 2%	** **	7 2%
SUPERVISE & RULES ONLY	75 21%	41 22%	34 19%	22 28% fh	25 24%	14 22%	15 13%	47 26% f	28 16%	75 21%	62 21%	7 21%	4 21%	** **	67 21%	** **	75 21%
TALK TO CHILD & TOOLS ONLY	* *% *% *% *%	* *% *% *% *%	- -% -% -% -%	* *% *% *% *%	- -% -% -% -%	- -% -% -% -%	- -% -% -% -%	* *% *% *% *%	- -% -% -% -%	* *% *% *% *%	- -% -% -% -%	- -% -% -% -%	- -% -% -% -%	** ** ** **	* *% *% *% *%	** ** ** **	* *% *% *% *%
PARENTAL SUPERVISION WHEN ONLINE ONLY	12 3%	5 3%	7 4%	2 2%	4 4%	1 2%	5 5%	6 3%	7 4%	12 3%	10 3%	2 5%	1 4%	** **	11 3%	** **	12 3%
RULES ONLY	1 *% *% *% *%	1 *% *% *% *%	- -% -% -% -%	1 1% 1% 1% 1%	- -% -% -% -%	* *% *% *% *%	- -% -% -% -%	1 *% *% *% *%	* *% *% *% *%	1 *% *% *% *%	1 *% *% *% *%	- -% -% -% -%	* 1% 1% 1% 1%	** ** ** **	1 *% *% *% *%	** ** ** **	1 *% *% *% *%
NONE OF THESE	1 *% *% *% *%	1 1% 1% 1% 1%	- -% -% -% -%	1 1% 1% 1% 1%	* *% *% *% *%	* *% *% *% *%	- -% -% -% -%	1 *% *% *% *%	* *% *% *% *%	1 *% *% *% *%	1 *% *% *% *%	* 1% 1% 1% 1%	* 1% 1% 1% 1%	** ** ** **	1 *% *% *% *%	** ** ** **	1 *% *% *% *%
ANY OF THE FOUR TECHNICAL MEDIATION TOOLS (THAT ARE NOT DEVICE SPECIFIC)	239 66%	119 64%	120 68%	46 59%	70 67%	42 67%	81 70%	116 64%	123 69%	239 66%	197 66%	23 70%	12 66%	** **	206 66%	** **	239 66%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
ANY PARENTAL SUPERVISION WHEN ONLINE	360 99%	183 99%	177 100%	76 98%	104 100%	62 100%	116 100%	181 99%	178 100%	360 99%	300 100%	32 99%	18 98%	** **	312 99%	** **	360 99%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	340 94%	173 94%	167 95%	72 93%	98 93%	61 98%	108 93%	170 93%	169 95%	340 94%	283 94%	30 92%	17 95%	** **	295 94%	** **	340 94%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	144 40%	72 39%	72 41%	28 36%	39 38%	23 37%	53 45%	67 37%	76 42%	144 40%	119 39%	13 40%	8 47%	** **	125 40%	** **	144 40%
ANY THREE	153 42%	77 42%	76 43%	29 38%	39 37%	29 47%	55 47%	68 37%	84 47%	153 42%	132 44%	11 33%	6 34%	** **	132 42%	** **	153 42%
ANY TWO	83 23%	47 25%	36 21%	25 32% fh	28 27%	14 22%	17 15%	52 29% fh	31 17%	83 23%	69 23%	8 24%	4 22%	** **	73 23%	** **	83 23%
ANY ONE	13 4%	6 3%	7 4%	3 3%	4 4%	1 2%	5 5%	6 4%	7 4%	13 4%	11 4%	2 5%	1 5%	** **	12 4%	** **	13 4%
AT LEAST THREE OUT OF FOUR	264 73%	131 71%	133 75%	50 65%	73 69%	47 76%	93 80%	123 67%	140 79%	264 73%	221 73%	23 70%	13 73%	** **	228 73%	** **	264 73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
SUPERVISE & TALK TO CHILD & TOOLS & RULES	111 31%	89 30%	12 37%	7 39%	** **	111 31%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	32 9%	29 10%	1 3%	1 8%	** **	32 9%
SUPERVISE & TOOLS & RULES & NOT TALK	121 33%	103 34%	10 30%	5 26%	** **	121 33%
SUPERVISE & TALK TO CHILD ONLY	1 *%	1 *%	- -%	- -%	** **	1 *%
SUPERVISE & TOOLS ONLY	7 2%	6 2%	1 3%	* 1%	** **	7 2%
SUPERVISE & RULES ONLY	75 21%	62 21%	7 21%	4 21%	** **	75 21%
TALK TO CHILD & TOOLS ONLY	* *%	- -%	- -%	- -%	** **	* *%
PARENTAL SUPERVISION WHEN ONLINE ONLY	12 3%	10 3%	2 5%	1 4%	** **	12 3%
RULES ONLY	1 *%	1 *%	- -%	* 1%	** **	1 *%
NONE OF THESE	1 *%	1 *%	* 1%	* 1%	** **	1 *%
ANY OF THE FOUR TECHNICAL MEDIATION TOOLS (THAT ARE NOT DEVICE SPECIFIC)	239 66%	197 66%	23 70%	12 66%	** **	239 66%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
ANY PARENTAL SUPERVISION WHEN ONLINE	360	300	32	18	**	360
	99%	100%	99%	98%	**	99%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	340	283	30	17	**	340
	94%	94%	92%	95%	**	94%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	144	119	13	8	**	144
	40%	39%	40%	47%	**	40%
ANY THREE	153	132	11	6	**	153
	42%	44%	33%	34%	**	42%
ANY TWO	83	69	8	4	**	83
	23%	23%	24%	22%	**	23%
ANY ONE	13	11	2	1	**	13
	4%	4%	5%	5%	**	4%
AT LEAST THREE OUT OF FOUR	264	221	23	13	**	264
	73%	73%	70%	73%	**	73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Strongly disagree	24 7%	9 5%	14 8%	3 4%	7 6%	5 8%	8 7%	10 5%	13 7%	24 7%	20 7%	1 4%	1 7%	** **	20 6%	** **	24 7%
Slightly disagree	57 16%	27 15%	30 17%	18 23% f	14 13%	15 25% f	9 8%	32 18%	25 14%	57 16%	47 16%	5 15%	3 15%	** **	50 16%	** **	57 16%
Neither agree nor disagree	110 30%	63 34%	47 27%	19 24%	30 28%	13 21%	48 41% ceg	48 27%	61 34%	110 30%	89 30%	12 36%	6 31%	** **	99 31%	** **	110 30%
Slightly agree	117 32%	56 30%	61 34%	28 35%	39 37%	20 32%	30 26%	66 36%	50 28%	117 32%	97 32%	12 35%	6 31%	** **	92 29%	** **	117 32%
Strongly agree	47 13%	28 15%	19 11%	10 13%	15 14%	7 12%	15 13%	25 13%	22 13%	47 13%	41 14%	3 8%	3 15%	** **	46 15%	** **	47 13%
Don't know	8 2%	2 1%	6 3%	* *% g	1 1%	1 2%	5 5%	1 1%	7 4%	8 2%	7 2%	* 1%	* 2%	** **	8 3%	** **	8 2%
SUMMARY CODES																	
TOTAL DISAGREE	81 22%	37 20%	44 25%	21 27%	21 20%	20 33% f	18 15%	42 23%	38 21%	81 22%	68 23%	6 19%	4 22%	** **	70 22%	** **	81 22%
TOTAL AGREE	164 45%	84 45%	80 45%	38 48%	53 51%	27 44%	45 39%	91 50%	73 41%	164 45%	137 46%	14 44%	8 46%	** **	138 44%	** **	164 45%
TOTAL NEITHER/ DON'T KNOW	118 33%	65 35%	53 30%	19 24%	31 29%	14 23%	53 46% cdegi	49 27%	67 38% c	118 33%	96 32%	12 37%	6 32%	** **	107 34%	** **	118 33%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Strongly disagree	24 7%	20 7%	1 4%	1 7%	** **	24 7%
Slightly disagree	57 16%	47 16%	5 15%	3 15%	** **	57 16%
Neither agree nor disagree	110 30%	89 30%	12 36%	6 31%	** **	110 30%
Slightly agree	117 32%	97 32%	12 35%	6 31%	** **	117 32%
Strongly agree	47 13%	41 14%	3 8%	3 15%	** **	47 13%
Don't know	8 2%	7 2%	* 1%	* 2%	** **	8 2%
SUMMARY CODES						
TOTAL DISAGREE	81 22%	68 23%	6 19%	4 22%	** **	81 22%
TOTAL AGREE	164 45%	137 46%	14 44%	8 46%	** **	164 45%
TOTAL NEITHER/ DON'T KNOW	118 33%	96 32%	12 37%	6 32%	** **	118 33%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Strongly disagree	6 2%	4 2%	3 2%	* **%	2 2%	1 2%	3 2%	2 1%	4 2%	6 2%	5 2%	1 2%	1 3%	** **	6 2%	** **	6 2%
Slightly disagree	28 8%	16 9%	11 6%	7 10%	6 6%	5 8%	9 8%	13 7%	14 8%	28 8%	22 7%	2 8%	2 11%	** **	22 7%	** **	28 8%
Neither agree nor disagree	46 13%	24 13%	22 12%	9 12%	17 16%	7 11%	13 11%	26 14%	20 11%	46 13%	42 14%	3 8%	1 6%	** **	41 13%	** **	46 13%
Slightly agree	117 32%	49 27%	68 39% a	26 34%	41 39%	21 34%	28 24%	67 37%	49 28%	117 32%	95 31%	13 41%	6 33%	** **	95 30%	** **	117 32%
Strongly agree	161 45%	90 49%	71 40%	35 45%	38 37%	27 43%	61 53%	73 40%	88 49%	161 45%	134 45%	13 41%	9 47%	** **	147 47%	** **	161 45%
Don't know	3 1%	2 1%	1 1%	- -%	- -%	1 1%	2 2%	- -%	3 2%	3 1%	3 1%	- -%	* 1%	** **	3 1%	** **	3 1%
SUMMARY CODES																	
TOTAL DISAGREE	34 9%	20 11%	14 8%	8 10%	8 8%	6 10%	12 10%	16 9%	18 10%	34 9%	27 9%	3 9%	2 13%	** **	28 9%	** **	34 9%
TOTAL AGREE	279 77%	139 75%	139 79%	61 78%	79 76%	48 77%	89 77%	140 77%	137 77%	279 77%	229 76%	27 82%	15 80%	** **	242 77%	** **	279 77%
TOTAL NEITHER/ DON'T KNOW	49 14%	26 14%	23 13%	9 12%	17 16%	8 13%	15 13%	26 14%	23 13%	49 14%	45 15%	3 8%	1 7%	** **	44 14%	** **	49 14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Strongly disagree	6 2%	5 2%	1 2%	1 3%	** **	6 2%
Slightly disagree	28 8%	22 7%	2 8%	2 11%	** **	28 8%
Neither agree nor disagree	46 13%	42 14%	3 8%	1 6%	** **	46 13%
Slightly agree	117 32%	95 31%	13 41%	6 33%	** **	117 32%
Strongly agree	161 45%	134 45%	13 41%	9 47%	** **	161 45%
Don't know	3 1%	3 1%	- -%	* 1%	** **	3 1%
SUMMARY CODES						
TOTAL DISAGREE	34 9%	27 9%	3 9%	2 13%	** **	34 9%
TOTAL AGREE	279 77%	229 76%	27 82%	15 80%	** **	279 77%
TOTAL NEITHER/ DON'T KNOW	49 14%	45 15%	3 8%	1 7%	** **	49 14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	49 13%	25 14%	23 13%	16 21% f	13 12%	11 18%	8 7%	29 16%	19 11%	49 13%	39 13%	4 13%	4 20%	** **	36 12%	** **	49 13%
Fairly concerned	100 28%	45 24%	55 31%	17 22%	34 33%	21 33%	27 23%	51 28%	48 27%	100 28%	84 28%	9 28%	4 25%	** **	93 30%	** **	100 28%
Neither/ nor	60 16%	33 18%	26 15%	6 8%	12 11%	11 18%	30 26% cdg	18 10%	41 23% cdg	60 16%	50 17%	5 16%	3 15%	** **	56 18%	** **	60 16%
Not very concerned	85 24%	41 22%	44 25%	21 27%	29 27%	10 16%	25 22%	50 27%	35 20%	85 24%	70 23%	8 26%	4 20%	** **	68 22%	** **	85 24%
Not at all concerned	67 19%	40 22%	28 16%	16 21%	17 16%	9 15%	25 21%	33 18%	34 19%	67 19%	56 19%	6 17%	4 19%	** **	59 19%	** **	67 19%
Don't know	1 *%	1 1%	- -%	1 1%	* *%	- -%	* *%	1 *%	* *%	1 *%	1 *%	* 1%	* 1%	** **	1 *%	** **	1 *%
SUMMARY CODES																	
TOTAL CONCERNED	149 41%	70 38%	79 44%	33 43%	47 45%	32 51% f	35 31%	80 44%	67 38%	149 41%	123 41%	13 40%	8 45%	** **	129 41%	** **	149 41%
TOTAL NOT CONCERNED	153 42%	81 44%	72 41%	38 48%	46 44%	19 30%	50 43%	83 46%	69 39%	153 42%	127 42%	14 43%	7 39%	** **	128 41%	** **	153 42%
TOTAL NEITHER/ DON'T KNOW	61 17%	34 19%	26 15%	7 9%	12 11%	11 18%	30 26% cdg	19 10%	42 23% cdg	61 17%	51 17%	5 17%	3 16%	** **	57 18%	** **	61 17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	49 13%	39 13%	4 13%	4 20%	** **	49 13%
Fairly concerned	100 28%	84 28%	9 28%	4 25%	** **	100 28%
Neither/ nor	60 16%	50 17%	5 16%	3 15%	** **	60 16%
Not very concerned	85 24%	70 23%	8 26%	4 20%	** **	85 24%
Not at all concerned	67 19%	56 19%	6 17%	4 19%	** **	67 19%
Don't know	1 *%	1 *%	* 1%	* 1%	** **	1 *%
SUMMARY CODES						
TOTAL CONCERNED	149 41%	123 41%	13 40%	8 45%	** **	149 41%
TOTAL NOT CONCERNED	153 42%	127 42%	14 43%	7 39%	** **	153 42%
TOTAL NEITHER/ DON'T KNOW	61 17%	51 17%	5 17%	3 16%	** **	61 17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	43 12%	18 10%	25 14%	12 16%	14 13%	8 13%	9 8%	26 14%	17 9%	43 12%	34 11%	5 14%	4 21%	** **	38 12%	** **	43 12%
Fairly concerned	97 27%	45 24%	52 30%	20 25%	35 33%	19 31%	23 20%	54 30%	42 24%	97 27%	79 26%	9 28%	6 31%	** **	80 25%	** **	97 27%
Neither/ nor	69 19%	39 21%	30 17%	15 19%	19 18%	11 18%	25 21%	34 18%	36 20%	69 19%	58 19%	6 18%	4 20%	** **	63 20%	** **	69 19%
Not very concerned	101 28%	53 29%	48 27%	21 27%	27 26%	15 24%	38 33%	48 26%	53 30%	101 28%	85 28%	8 26%	4 23%	** **	92 29%	** **	101 28%
Not at all concerned	50 14%	29 15%	21 12%	10 13%	10 10%	8 13%	21 18%	20 11%	29 16%	50 14%	43 14%	4 13%	1 5%	** **	40 13%	** **	50 14%
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%	1 *%	1 *%	- -%	- -%	** **	1 *%	** **	1 *%
SUMMARY CODES																	
TOTAL CONCERNED	141 39%	63 34%	77 44%	32 41%	49 47%	27 44%	32 28%	80 44%	59 33%	141 39%	113 38%	14 42%	9 52%	** **	117 37%	** **	141 39%
TOTAL NOT CONCERNED	151 42%	82 44%	69 39%	31 40%	37 35%	23 37%	59 51%	68 37%	82 46%	151 42%	128 43%	13 39%	5 28%	** **	132 42%	** **	151 42%
TOTAL NEITHER/ DON'T KNOW	70 19%	40 22%	30 17%	15 19%	19 18%	12 19%	25 21%	34 18%	36 21%	70 19%	59 20%	6 18%	4 20%	** **	64 20%	** **	70 19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	43 12%	34 11%	5 14%	4 21%	** **	43 12%
Fairly concerned	97 27%	79 26%	9 28%	6 31%	** **	97 27%
Neither/ nor	69 19%	58 19%	6 18%	4 20%	** **	69 19%
Not very concerned	101 28%	85 28%	8 26%	4 23%	** **	101 28%
Not at all concerned	50 14%	43 14%	4 13%	1 5%	** **	50 14%
Don't know	1 *%	1 *%	- -%	- -%	** **	1 *%
SUMMARY CODES						
TOTAL CONCERNED	141 39%	113 38%	14 42%	9 52%	** **	141 39%
TOTAL NOT CONCERNED	151 42%	128 43%	13 39%	5 28%	** **	151 42%
TOTAL NEITHER/ DON'T KNOW	70 19%	59 20%	6 18%	4 20%	** **	70 19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	66 18%	30 16%	36 20%	16 21%	16 15%	13 21%	20 17%	32 17%	33 19%	66 18%	50 17%	7 22%	6 33%	** **	57 18%	** **	66 18%
Fairly concerned	58 16%	32 17%	26 15%	12 16%	14 13%	18 30%	14 12%	26 14%	32 18%	58 16%	49 16%	5 16%	3 14%	** **	50 16%	** **	58 16%
Neither/ nor	37 10%	20 11%	17 10%	8 10%	7 7%	6 10%	16 14%	15 8%	22 12%	37 10%	31 10%	4 11%	2 11%	** **	36 11%	** **	37 10%
Not very concerned	74 21%	35 19%	39 22%	11 15%	25 24%	8 13%	30 26%	36 20%	38 21%	74 21%	65 21%	6 18%	2 11%	** **	65 21%	** **	74 21%
Not at all concerned	122 34%	68 37%	55 31%	29 37%	41 40%	16 25%	36 31%	70 38%	52 29%	122 34%	103 34%	11 32%	6 31%	** **	103 33%	** **	122 34%
Don't know	4 1%	1 *	3 2%	2 2%	1 1%	1 2%	- -%	3 1%	1 1%	4 1%	4 1%	- -%	- -%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	124 34%	62 33%	63 35%	28 36%	30 28%	31 50%	34 29%	58 32%	65 37%	124 34%	99 33%	12 38%	8 47%	** **	107 34%	** **	124 34%
TOTAL NOT CONCERNED	197 54%	103 56%	94 53%	40 51%	67 64%	24 38%	66 57%	107 58%	90 51%	197 54%	167 56%	16 51%	8 42%	** **	167 53%	** **	197 54%
TOTAL NEITHER/ DON'T KNOW	41 11%	20 11%	20 11%	10 12%	8 8%	7 11%	16 14%	18 10%	23 13%	41 11%	34 11%	4 11%	2 11%	** **	40 13%	** **	41 11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	66 18%	50 17%	7 22%	6 33%	** **	66 18%
				ae		
Fairly concerned	58 16%	49 16%	5 16%	3 14%	** **	58 16%
Neither/ nor	37 10%	31 10%	4 11%	2 11%	** **	37 10%
Not very concerned	74 21%	65 21%	6 18%	2 11%	** **	74 21%
Not at all concerned	122 34%	103 34%	11 32%	6 31%	** **	122 34%
Don't know	4 1%	4 1%	- -%	- -%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	124 34%	99 33%	12 38%	8 47%	** **	124 34%
TOTAL NOT CONCERNED	197 54%	167 56%	16 51%	8 42%	** **	197 54%
TOTAL NEITHER/ DON'T KNOW	41 11%	34 11%	4 11%	2 11%	** **	41 11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	71 20%	30 16%	41 23%	14 18%	21 20%	12 20%	23 20%	35 19%	35 20%	71 20%	56 19%	5 17%	7 39%	** **	62 20%	** **	71 20%
Fairly concerned	57 16%	26 14%	31 17%	16 20%	13 12%	14 23%	14 12%	28 16%	29 16%	57 16%	47 16%	6 18%	2 13%	** **	51 16%	** **	57 16%
Neither/ nor	49 14%	29 16%	20 11%	8 11%	13 13%	11 18%	17 14%	22 12%	28 16%	49 14%	40 13%	6 20%	2 11%	** **	45 14%	** **	49 14%
Not very concerned	68 19%	34 18%	35 20%	12 16%	23 22%	9 15%	23 20%	35 19%	33 18%	68 19%	59 20%	5 16%	2 13%	** **	57 18%	** **	68 19%
Not at all concerned	109 30%	64 34%	45 25%	26 34%	34 32%	12 20%	37 32%	60 33%	49 28%	109 30%	93 31%	9 26%	5 25%	** **	91 29%	** **	109 30%
Don't know	7 2%	2 1%	5 3%	1 2%	1 1%	3 5%	2 2%	2 1%	5 3%	7 2%	6 2%	1 3%	- -%	** **	7 2%	** **	7 2%
SUMMARY CODES																	
TOTAL CONCERNED	128 35%	57 31%	72 41%	30 38%	34 32%	27 43%	37 32%	63 35%	64 36%	128 35%	103 34%	11 35%	9 52%	** **	114 36%	** **	128 35%
TOTAL NOT CONCERNED	177 49%	98 53%	80 45%	38 49%	57 54%	21 34%	60 52%	95 52%	82 46%	177 49%	152 51%	14 42%	7 38%	** **	148 47%	** **	177 49%
TOTAL NEITHER/ DON'T KNOW	56 16%	31 17%	25 14%	10 12%	14 14%	14 22%	18 16%	24 13%	32 18%	56 16%	46 15%	7 22%	2 11%	** **	52 17%	** **	56 16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	71 20%	56 19%	5 17%	7 39%	** **	71 20%
				abe		
Fairly concerned	57 16%	47 16%	6 18%	2 13%	** **	57 16%
Neither/ nor	49 14%	40 13%	6 20%	2 11%	** **	49 14%
Not very concerned	68 19%	59 20%	5 16%	2 13%	** **	68 19%
Not at all concerned	109 30%	93 31%	9 26%	5 25%	** **	109 30%
Don't know	7 2%	6 2%	1 3%	- -%	** **	7 2%
SUMMARY CODES						
TOTAL CONCERNED	128 35%	103 34%	11 35%	9 52%	** **	128 35%
				ae		
TOTAL NOT CONCERNED	177 49%	152 51%	14 42%	7 38%	** **	177 49%
TOTAL NEITHER/ DON'T KNOW	56 16%	46 15%	7 22%	2 11%	** **	56 16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	52 14%	22 12%	31 17%	12 16%	14 13%	10 17%	15 13%	26 14%	26 14%	52 14%	41 14%	5 16%	4 22%	** **	45 14%	** **	52 14%
Fairly concerned	69 19%	32 17%	37 21%	18 24%	16 15%	14 22%	21 18%	34 19%	35 20%	69 19%	60 20%	5 16%	3 15%	** **	60 19%	** **	69 19%
Neither/ nor	65 18%	35 19%	30 17%	12 15%	17 17%	13 22%	22 19%	29 16%	35 20%	65 18%	53 17%	6 19%	4 24%	** **	57 18%	** **	65 18%
Not very concerned	71 20%	31 17%	39 22%	11 14%	26 25%	12 19%	22 19%	37 20%	34 19%	71 20%	58 19%	8 24%	3 15%	** **	59 19%	** **	71 20%
Not at all concerned	100 28%	63 34%	38 21%	23 30%	31 30%	12 19%	34 30%	54 30%	46 26%	100 28%	86 29%	7 23%	4 23%	** **	89 28%	** **	100 28%
Don't know	4 1%	3 1%	2 1%	1 2%	1 1%	1 2%	1 *	2 1%	2 1%	4 1%	3 1%	1 3%	* 2%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	121 34%	54 29%	68 38%	31 39%	29 28%	24 39%	37 32%	60 33%	61 34%	121 34%	101 34%	10 31%	7 37%	** **	104 33%	** **	121 34%
TOTAL NOT CONCERNED	171 47%	94 51%	77 44%	34 44%	57 54%	23 38%	57 49%	91 50%	80 45%	171 47%	144 48%	15 47%	7 37%	** **	148 47%	** **	171 47%
TOTAL NEITHER/ DON'T KNOW	69 19%	37 20%	32 18%	13 17%	18 18%	15 24%	23 20%	31 17%	37 21%	69 19%	56 18%	7 21%	5 26%	** **	62 20%	** **	69 19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	52 14%	41 14%	5 16%	4 22%	** **	52 14%
Fairly concerned	69 19%	60 20%	5 16%	3 15%	** **	69 19%
Neither/ nor	65 18%	53 17%	6 19%	4 24%	** **	65 18%
Not very concerned	71 20%	58 19%	8 24%	3 15%	** **	71 20%
Not at all concerned	100 28%	86 29%	7 23%	4 23%	** **	100 28%
Don't know	4 1%	3 1%	1 3%	* 2%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	121 34%	101 34%	10 31%	7 37%	** **	121 34%
TOTAL NOT CONCERNED	171 47%	144 48%	15 47%	7 37%	** **	171 47%
TOTAL NEITHER/ DON'T KNOW	69 19%	56 18%	7 21%	5 26%	** **	69 19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	88 24%	38 20%	51 29%	17 22%	23 22%	19 30%	29 25%	40 22%	48 27%	88 24%	70 23%	7 22%	7 41%	** **	73 23%	** **	88 24%
Fairly concerned	98 27%	49 26%	49 28%	20 26%	27 26%	21 33%	29 25%	47 26%	50 28%	98 27%	82 27%	10 32%	3 16%	** **	88 28%	** **	98 27%
Neither/ nor	47 13%	22 12%	25 14%	8 10%	13 12%	7 12%	19 16%	21 11%	26 15%	47 13%	40 13%	4 12%	2 9%	** **	41 13%	** **	47 13%
Not very concerned	48 13%	27 14%	22 12%	15 19%	15 15%	7 11%	12 10%	30 16%	18 10%	48 13%	41 14%	4 13%	2 14%	** **	44 14%	** **	48 13%
Not at all concerned	76 21%	46 25%	29 17%	17 22%	26 25%	6 10%	27 23%	43 23%	33 18%	76 21%	65 22%	6 19%	3 17%	** **	63 20%	** **	76 21%
Don't know	4 1%	3 2%	1 1%	1 1%	1 1%	2 4%	* **	2 1%	3 2%	4 1%	3 1%	1 3%	1 3%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	186 52%	87 47%	100 56%	37 48%	50 48%	40 64%	58 50%	87 48%	98 55%	186 52%	152 51%	17 54%	10 57%	** **	161 51%	** **	186 52%
TOTAL NOT CONCERNED	124 34%	73 39%	51 29%	32 41%	41 39%	13 21%	38 33%	73 40%	51 29%	124 34%	106 35%	10 31%	6 31%	** **	107 34%	** **	124 34%
TOTAL NEITHER/ DON'T KNOW	51 14%	25 14%	26 15%	9 12%	14 13%	10 15%	19 17%	23 12%	29 16%	51 14%	43 14%	5 15%	2 12%	** **	46 15%	** **	51 14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	88 24%	70 23%	7 22%	7 41% abe	** **	88 24%
Fairly concerned	98 27%	82 27%	10 32%	3 16%	** **	98 27%
Neither/ nor	47 13%	40 13%	4 12%	2 9%	** **	47 13%
Not very concerned	48 13%	41 14%	4 13%	2 14%	** **	48 13%
Not at all concerned	76 21%	65 22%	6 19%	3 17%	** **	76 21%
Don't know	4 1%	3 1%	1 3%	1 3%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	186 52%	152 51%	17 54%	10 57%	** **	186 52%
TOTAL NOT CONCERNED	124 34%	106 35%	10 31%	6 31%	** **	124 34%
TOTAL NEITHER/ DON'T KNOW	51 14%	43 14%	5 15%	2 12%	** **	51 14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	64 18%	29 16%	35 20%	13 17%	18 18%	10 17%	21 18%	32 17%	31 18%	64 18%	53 18%	4 11%	5 28%	** **	55 17%	** **	64 18%
Fairly concerned	67 18%	32 18%	34 19%	13 17%	18 17%	18 29%	17 15%	31 17%	36 20%	67 18%	53 18%	8 26%	3 16%	** **	59 19%	** **	67 18%
Neither/ nor	58 16%	29 16%	28 16%	11 14%	15 15%	14 22%	17 15%	26 15%	31 17%	58 16%	49 16%	4 11%	3 16%	** **	51 16%	** **	58 16%
Not very concerned	62 17%	30 16%	33 18%	13 17%	20 19%	7 12%	21 18%	34 18%	29 16%	62 17%	50 17%	8 24%	3 14%	** **	51 16%	** **	62 17%
Not at all concerned	107 30%	63 34%	44 25%	27 34%	30 29%	12 19%	39 33%	57 31%	50 28%	107 30%	93 31%	7 22%	4 25%	** **	95 30%	** **	107 30%
Don't know	4 1%	2 1%	2 1%	- -%	2 2%	1 1%	1 1%	2 1%	2 1%	4 1%	2 1%	2 6%	* 1%	** **	4 1%	** **	4 1%
jnp																	
SUMMARY CODES																	
TOTAL CONCERNED	131 36%	61 33%	69 39%	27 34%	36 34%	29 46%	38 33%	63 34%	67 38%	131 36%	107 35%	12 36%	8 44%	** **	113 36%	** **	131 36%
TOTAL NOT CONCERNED	170 47%	93 50%	77 44%	40 51%	51 49%	19 31%	60 52%	91 50%	79 44%	170 47%	143 48%	15 46%	7 39%	** **	146 46%	** **	170 47%
TOTAL NEITHER/ DON'T KNOW	62 17%	31 17%	30 17%	11 14%	18 17%	14 23%	18 15%	29 16%	32 18%	62 17%	51 17%	6 18%	3 17%	** **	55 17%	** **	62 17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	64 18%	53 18%	4 11%	5 28% b	** **	64 18%
Fairly concerned	67 18%	53 18%	8 26%	3 16%	** **	67 18%
Neither/ nor	58 16%	49 16%	4 11%	3 16%	** **	58 16%
Not very concerned	62 17%	50 17%	8 24%	3 14%	** **	62 17%
Not at all concerned	107 30%	93 31%	7 22%	4 25%	** **	107 30%
Don't know	4 1%	2 1%	2 6% ae	* 1%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	131 36%	107 35%	12 36%	8 44%	** **	131 36%
TOTAL NOT CONCERNED	170 47%	143 48%	15 46%	7 39%	** **	170 47%
TOTAL NEITHER/ DON'T KNOW	62 17%	51 17%	6 18%	3 17%	** **	62 17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	75 21%	31 17%	44 25%	14 19%	20 19%	20 33%	19 17%	34 19%	40 22%	75 21%	63 21%	5 14%	6 31%	** **	65 21%	** **	75 21%
Fairly concerned	106 29%	55 30%	51 29%	25 32%	35 33%	18 29%	29 25%	60 33%	46 26%	106 29%	90 30%	9 28%	5 29%	** **	87 28%	** **	106 29%
Neither/ nor	79 22%	48 26%	31 18%	16 21%	22 21%	14 22%	27 23%	38 21%	41 23%	79 22%	66 22%	9 27%	3 15%	** **	72 23%	** **	79 22%
Not very concerned	48 13%	20 11%	27 15%	11 14%	12 11%	5 8%	20 17%	22 12%	25 14%	48 13%	38 13%	4 14%	3 17%	** **	43 14%	** **	48 13%
Not at all concerned	50 14%	31 16%	19 11%	11 15%	15 14%	4 7%	19 16%	27 15%	23 13%	50 14%	43 14%	5 14%	1 7%	** **	44 14%	** **	50 14%
Don't know	4 1%	* *%	3 2%	- -%	1 1%	1 1%	2 2%	1 1%	3 1%	4 1%	2 1%	1 3%	* 2%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	181 50%	86 46%	95 54%	39 50%	55 52%	38 61%	48 42%	94 52%	86 48%	181 50%	152 51%	14 43%	11 59%	** **	152 48%	** **	181 50%
TOTAL NOT CONCERNED	97 27%	51 27%	46 26%	22 28%	27 26%	9 15%	39 34%	49 27%	48 27%	97 27%	81 27%	9 28%	4 24%	** **	87 28%	** **	97 27%
TOTAL NEITHER/ DON'T KNOW	83 23%	48 26%	35 20%	16 21%	23 22%	15 24%	29 25%	39 22%	44 24%	83 23%	68 22%	10 30%	3 17%	** **	75 24%	** **	83 23%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	75 21%	63 21%	5 14%	6 31% b	** **	75 21%
Fairly concerned	106 29%	90 30%	9 28%	5 29%	** **	106 29%
Neither/ nor	79 22%	66 22%	9 27%	3 15%	** **	79 22%
Not very concerned	48 13%	38 13%	4 14%	3 17%	** **	48 13%
Not at all concerned	50 14%	43 14%	5 14%	1 7%	** **	50 14%
Don't know	4 1%	2 1%	1 3%	* 2%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	181 50%	152 51%	14 43%	11 59%	** **	181 50%
TOTAL NOT CONCERNED	97 27%	81 27%	9 28%	4 24%	** **	97 27%
TOTAL NEITHER/ DON'T KNOW	83 23%	68 22%	10 30%	3 17%	** **	83 23%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	68 19%	29 15%	40 22%	15 19%	19 18%	13 21%	20 18%	34 19%	33 19%	68 19%	57 19%	4 12%	5 29%	** **	59 19%	** **	68 19%
Fairly concerned	58 16%	30 16%	28 16%	10 13%	11 11%	19 30%	18 16%	21 12%	37 21%	58 16%	47 16%	6 19%	3 17%	** **	50 16%	** **	58 16%
Neither/ nor	47 13%	24 13%	24 13%	7 9%	13 13%	9 15%	18 15%	20 11%	27 15%	47 13%	40 13%	4 12%	2 12%	** **	43 14%	** **	47 13%
Not very concerned	71 20%	32 18%	39 22%	16 21%	23 22%	9 14%	23 20%	40 22%	31 18%	71 20%	59 19%	7 21%	3 19%	** **	61 20%	** **	71 20%
Not at all concerned	113 31%	69 37%	44 25%	29 37%	37 36%	11 18%	35 31%	66 36%	47 26%	113 31%	96 32%	10 31%	4 22%	** **	96 31%	** **	113 31%
Don't know	4 1%	1 *%	3 2%	1 1%	1 1%	1 2%	1 1%	1 1%	3 2%	4 1%	3 1%	1 4%	* 1%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	126 35%	59 32%	67 38%	25 32%	30 29%	31 51%	38 33%	55 30%	70 39%	126 35%	104 35%	10 32%	8 46%	** **	110 35%	** **	126 35%
TOTAL NOT CONCERNED	184 51%	102 55%	82 47%	45 58%	61 58%	20 32%	58 50%	106 58%	78 44%	184 51%	155 51%	17 52%	7 41%	** **	158 50%	** **	184 51%
TOTAL NEITHER/ DON'T KNOW	52 14%	25 13%	27 15%	8 10%	14 13%	11 17%	19 17%	22 12%	30 17%	52 14%	42 14%	5 16%	2 13%	** **	47 15%	** **	52 14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	68 19%	57 19%	4 12%	5 29%	** **	68 19%
Fairly concerned	58 16%	47 16%	6 19%	3 17%	** **	58 16%
Neither/ nor	47 13%	40 13%	4 12%	2 12%	** **	47 13%
Not very concerned	71 20%	59 19%	7 21%	3 19%	** **	71 20%
Not at all concerned	113 31%	96 32%	10 31%	4 22%	** **	113 31%
Don't know	4 1%	3 1%	1 4%	* 1%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	126 35%	104 35%	10 32%	8 46%	** **	126 35%
TOTAL NOT CONCERNED	184 51%	155 51%	17 52%	7 41%	** **	184 51%
TOTAL NEITHER/ DON'T KNOW	52 14%	42 14%	5 16%	2 13%	** **	52 14%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Your child's school	142 39%	78 42%	64 36%	33 43%	40 38%	24 38%	44 38%	73 40%	68 38%	142 39%	122 41%	9 27%	8 44%	** **	120 38%	** **	142 39%
Family or friends	113 31%	58 31%	54 31%	25 33%	36 34%	18 30%	33 28%	61 34%	51 29%	113 31%	91 30%	11 35%	7 38%	** **	98 31%	** **	113 31%
Other websites or apps with information about how to stay safe online	69 19%	39 21%	30 17%	14 18%	24 23%	10 16%	21 18%	37 21%	31 18%	69 19%	55 18%	8 26%	3 18%	** **	55 18%	** **	69 19%
Internet service providers/ ISPs	62 17%	33 18%	28 16%	17 22%	17 17%	8 12%	20 17%	35 19%	27 15%	62 17%	50 16%	6 18%	5 25%	** **	51 16%	** **	62 17%
BBC	61 17%	26 14%	35 20%	11 14%	23 22%	14 23%	12 11%	34 19%	27 15%	61 17%	54 18%	3 10%	3 15%	** **	55 18%	** **	61 17%
Government or local authority	55 15%	29 15%	26 15%	13 17%	16 16%	10 16%	15 13%	30 16%	25 14%	55 15%	44 15%	5 15%	4 21%	** **	48 15%	** **	55 15%
TV, radio, newspapers or magazines	48 13%	23 12%	26 15%	13 16%	13 13%	9 15%	13 11%	26 14%	22 13%	48 13%	41 14%	3 11%	3 17%	** **	44 14%	** **	48 13%
Manufacturers or retailers selling the product	33 9%	16 9%	17 10%	9 12%	11 11%	4 6%	9 8%	21 11%	12 7%	33 9%	27 9%	2 7%	2 14%	** **	29 9%	** **	33 9%
From your child themselves	29 8%	12 6%	17 9%	8 10%	11 10%	1 2%	8 7%	19 10%	9 5%	29 8%	24 8%	2 7%	2 11%	** **	28 9%	** **	29 8%
Other sources	4 1%	1 1%	3 1%	1 1%	1 1%	2 3%	- -%	2 1%	2 1%	4 1%	3 1%	1 2%	* 2%	** **	2 1%	** **	4 1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	245 68%	124 67%	122 69%	54 70%	69 66%	46 75%	74 64%	123 67%	120 68%	245 68%	203 68%	23 71%	13 72%	** **	212 67%	** **	245 68%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
No, have not looked for or received any information or advice	110 30%	59 32%	51 29%	21 28%	35 33%	15 25%	39 33%	56 31%	54 30%	110 30%	94 31%	8 25%	4 23%	** **	96 31%	** **	110 30%
Don't know	7 2%	3 1%	4 2%	2 3%	1 1%	* *%	3 3%	3 2%	3 2%	7 2%	4 1%	1 4%	1 5%	** **	6 2%	** **	7 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Your child's school	142	122	9	8	**	142
	39%	41%	27%	44%	**	39%
Family or friends	113	91	11	7	**	113
	31%	30%	35%	38%	**	31%
Other websites or apps with information about how to stay safe online	69	55	8	3	**	69
	19%	18%	26%	18%	**	19%
Internet service providers/ ISPs	62	50	6	5	**	62
	17%	16%	18%	25%	**	17%
BBC	61	54	3	3	**	61
	17%	18%	10%	15%	**	17%
Government or local authority	55	44	5	4	**	55
	15%	15%	15%	21%	**	15%
TV, radio, newspapers or magazines	48	41	3	3	**	48
	13%	14%	11%	17%	**	13%
Manufacturers or retailers selling the product	33	27	2	2	**	33
	9%	9%	7%	14%	**	9%
From your child themselves	29	24	2	2	**	29
	8%	8%	7%	11%	**	8%
Other sources	4	3	1	*	**	4
	1%	1%	2%	2%	**	1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	245	203	23	13	**	245
	68%	68%	71%	72%	**	68%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
No, have not looked for or received any information or advice	110	94	8	4	**	110
	30%	31%	25%	23%	**	30%
Don't know	7	4	1	1	**	7
	2%	1%	4%	5%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
To develop creative skills	243 67%	124 67%	118 67%	51 66%	73 70%	39 63%	78 67%	124 68%	117 66%	243 67%	199 66%	24 73%	12 64%	** **	211 67%	** **	243 67%
To learn a new skill	243 67%	127 69%	115 65%	57 73%	74 71%	39 63%	72 62%	131 72%	111 62%	243 67%	200 67%	21 65%	13 73%	** **	206 66%	** **	243 67%
With their schoolwork/ homework	140 39%	70 38%	70 40%	32 41%	45 43%	20 33%	41 36%	77 42%	62 35%	140 39%	117 39%	9 28%	9 52% kn	** **	117 37%	** **	140 39%
To understand what other people think and feel about things	61 17%	33 18%	29 16%	14 19%	21 20%	11 17%	14 12%	35 19%	25 14%	61 17%	50 17%	6 17%	4 24%	** **	51 16%	** **	61 17%
To find out about the news	47 13%	22 12%	25 14%	14 18%	11 11%	11 18%	11 9%	25 14%	22 12%	47 13%	41 13%	3 10%	3 14%	** **	40 13%	** **	47 13%
To build or maintain friendships	46 13%	20 11%	26 15%	12 16%	10 10%	8 14%	15 13%	23 12%	24 13%	46 13%	39 13%	4 12%	2 13%	** **	41 13%	** **	46 13%
To find useful information about any problems or issues they may have	46 13%	20 11%	25 14%	11 15%	19 19% fh	7 11%	8 7%	31 17% h	15 8%	46 13%	37 12%	4 11%	4 25% jnp	** **	37 12%	** **	46 13%
To find out about or to support causes or organisations	24 7%	14 7%	10 6%	5 7%	8 8%	2 3%	8 7%	14 7%	10 6%	24 7%	20 7%	1 3%	2 12%	** **	19 6%	** **	24 7%
ANY OF THESE	327 91%	167 90%	160 91%	73 94%	95 91%	58 93%	99 86%	169 93%	157 88%	327 91%	272 90%	29 88%	17 95%	** **	284 91%	** **	327 91%
None of these apply	30 8%	15 8%	14 8%	5 6%	8 8%	4 7%	13 11%	13 7%	17 9%	30 8%	25 8%	3 9%	1 5%	** **	27 9%	** **	30 8%
Don't know	5 1%	3 2%	2 1%	- -%	1 1%	- -%	4 3%	1 *%	4 2%	5 1%	4 1%	1 3%	- -%	** **	3 1%	** **	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				ALL
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	
Significance Level: 99%						e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
To develop creative skills	243 67%	199 66%	24 73%	12 64%	** **	243 67%
To learn a new skill	243 67%	200 67%	21 65%	13 73%	** **	243 67%
With their schoolwork/ homework	140 39%	117 39%	9 28%	9 52%	** **	140 39%
To understand what other people think and feel about things	61 17%	50 17%	6 17%	4 24%	** **	61 17%
To find out about the news	47 13%	41 13%	3 10%	3 14%	** **	47 13%
To build or maintain friendships	46 13%	39 13%	4 12%	2 13%	** **	46 13%
To find useful information about any problems or issues they may have	46 13%	37 12%	4 11%	4 25%	** **	46 13%
To find out about or to support causes or organisations	24 7%	20 7%	1 3%	2 12%	** **	24 7%
ANY OF THESE	327 91%	272 90%	29 88%	17 95%	** **	327 91%
None of these apply	30 8%	25 8%	3 9%	1 5%	** **	30 8%
Don't know	5 1%	4 1%	1 3%	- -%	** **	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 99%																	
Unweighted total	31	11	20	5	16	2	8	21	10	31	17	7	6	1	28	3	31
Effective Weighted Sample	23	9	15	5	11	2	7	16	8	23	16	7	6	1	21	3	23
Total	18	7	12	3	7	1	8	10	8	18	15	2	1	*	17	1	18
Rules about how much time they spend using their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about when they can use their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about downloading apps onto their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about who they are in contact with on their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about how much money they can spend on their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other rules	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY RULES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, do not have any rules	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	277 62%	142 64%	135 61%	53 57%	88 68%	48 65%	87 59%	141 64%	135 61%	277 62%	226 62%	27 68%	15 69%	** **	235 61%	41 71%	277 62%
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	128 29%	78 35% b	50 22%	28 30%	37 29%	20 27%	42 29%	65 29%	62 28%	128 29%	108 29%	11 28%	6 27%	** **	111 29%	16 28%	128 29%
On a mobile phone or smartphone (like an iPhone, Samsung Galaxy)	123 28%	56 25%	67 30%	34 37% efh	44 34% fh	14 19%	30 21%	78 35% efh	44 20%	123 28%	102 28%	10 25%	8 34%	** **	102 27%	21 36%	123 28%
On a desktop computer/ laptop/ netbook	39 9%	21 9%	19 8%	11 12%	12 9%	7 9%	10 7%	23 10%	16 7%	39 9%	36 10%	2 6%	1 4%	** **	37 10%	3 5%	39 9%
On a smart TV directly – not using a games console connected to the TV	30 7%	19 9%	11 5%	7 7%	10 8%	5 7%	8 6%	17 8%	13 6%	30 7%	27 7%	1 3%	1 5%	** **	29 8%	1 2%	30 7%
On a virtual reality gaming headset/ device (like Oculus Rift, Samsung Gear VR)	7 2%	4 2%	4 2%	2 3%	2 2%	2 3%	* *%	5 2%	2 1%	7 2%	6 2%	* 1%	1 4%	** **	7 2%	- -%	7 2%
TOTAL - EVER PLAYS GAMES	346 78%	176 79%	170 77%	72 78%	102 79%	60 81%	110 76%	174 78%	170 77%	346 78%	287 78%	30 76%	18 82%	** **	299 78%	45 78%	346 78%
No, never/ Child does not play games	98 22%	46 21%	52 23%	21 22%	27 21%	14 19%	36 24%	48 22%	49 23%	98 22%	81 22%	10 24%	4 18%	** **	85 22%	13 22%	98 22%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Rules about only playing games with an age appropriate rating	235 68%	123 70%	112 66%	46 63%	79 78%	37 62%	72 65%	125 72%	108 64%	235 68%	196 68%	19 63%	12 69%	** **	199 67%	** **	235 68%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	224 65%	113 64%	111 65%	45 62%	76 75% fh	38 64%	64 58%	121 69%	102 60%	224 65%	188 65%	18 61%	12 69%	** **	190 64%	** **	224 65%
Rules about when they can play games	210 61%	110 62%	101 59%	47 65%	69 68%	30 50%	64 58%	116 66% e	94 55%	210 61%	180 63%	17 55%	9 50%	** **	181 61%	** **	210 61%
Rules about how much time they spend playing games	208 60%	111 63%	98 58%	48 66%	69 67%	33 55%	59 53%	116 67% h	91 54%	208 60%	174 60%	18 60%	10 55%	** **	178 59%	** **	208 60%
Rules about purchasing or downloading games or apps / in-app purchasing	175 51%	95 54%	80 47%	37 51%	61 59%	29 49%	48 43%	98 56%	77 45%	175 51%	147 51%	14 46%	9 50%	** **	142 48%	** **	175 51%
Rules about whether they can play games online	146 42%	76 43%	71 42%	32 44%	46 46%	27 45%	41 38%	78 45%	68 40%	146 42%	126 44%	10 33%	7 36%	** **	120 40%	** **	146 42%
Rules about who they can play games with or against	133 39%	72 41%	62 36%	26 36%	40 39%	24 41%	43 39%	66 38%	67 39%	133 39%	115 40%	9 29%	6 35%	** **	109 36%	** **	133 39%
Other rules	6 2%	4 2%	3 2%	3 5%	2 2%	1 2%	- -%	5 3%	1 1%	6 2%	6 2%	- -%	* 1%	** **	5 2%	** **	6 2%
ANY RULES	325 94%	164 93%	161 95%	67 92%	97 95%	57 95%	103 93%	164 94%	160 94%	325 94%	271 94%	28 91%	17 94%	** **	282 94%	** **	325 94%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
No, do not have any rules	21	13	8	6	5	3	8	10	11	21	16	3	1	**	17	**	21
	6%	7%	5%	8%	5%	5%	7%	6%	6%	6%	6%	9%	6%	**	6%	**	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Yes	103 30%	57 32%	46 27%	27 37%	29 28%	17 29%	30 27%	55 32%	47 28%	103 30%	83 29%	10 33%	7 38%	** **	95 32%	** **	103 30%
No	241 70%	117 67%	123 73%	45 62%	72 71%	42 70%	81 73%	117 67%	122 72%	241 70%	202 70%	20 66%	11 61%	** **	201 67%	** **	241 70%
Don't know	3 1%	2 1%	1 *%	1 1%	1 1%	1 2%	- -%	2 1%	1 1%	3 1%	2 1%	* 1%	* 1%	** **	3 1%	** **	3 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Playing on their own - against the games console/ player/ computer	72 21%	41 23%	30 18%	20 28%	20 20%	10 17%	20 18%	41 23%	31 18%	72 21%	56 20%	8 27%	5 29%	** **	68 23%	** **	72 21%
Playing against or with someone else they know/ they have met in person	41 12%	24 13%	18 10%	14 19%	10 10%	7 12%	11 10%	24 14%	17 10%	41 12%	33 12%	4 14%	3 17%	** **	35 12%	** **	41 12%
Playing against or with people they do not know/ they have not met in person	16 4%	11 6%	4 3%	3 4%	3 3%	5 8%	5 4%	6 4%	9 6%	16 4%	13 5%	1 4%	1 5%	** **	14 5%	** **	16 4%
Don't know	3 1%	1 1%	2 1%	- -%	1 1%	- -%	2 2%	1 1%	2 1%	3 1%	3 1%	- -%	- -%	** **	3 1%	** **	3 1%
CHILD PLAYS GAMES ONLINE	103 30%	57 32%	46 27%	27 37%	29 28%	17 29%	30 27%	55 32%	47 28%	103 30%	83 29%	10 33%	7 38%	** **	95 32%	** **	103 30%
CHILD DOES NOT PLAY GAMES ONLINE	243 70%	119 68%	124 73%	46 63%	73 72%	43 71%	81 73%	119 68%	123 72%	243 70%	204 71%	20 67%	11 62%	** **	204 68%	** **	243 70%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 g	C2DE ~h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	195	106	89	66	51	28	49	117	77	195	100	36	39	20	182	12	195
Effective Weighted Sample	135	76	59	50	36	20	34	83	54	135	94	34	37	18	127	8	135
Total	103	57	46	27	29	17	30	55	47	103	83	10	7	2	95	8	103
Playing on their own - against the games console/ player/ computer	72	41	**	**	**	**	**	41	**	72	56	**	**	**	68	**	72
	70%	72%	**	**	**	**	**	74%	**	70%	68%	**	**	**	71%	**	70%
Playing against or with someone else they know/ they have met in person	41	24	**	**	**	**	**	24	**	41	33	**	**	**	35	**	41
	40%	42%	**	**	**	**	**	43%	**	40%	40%	**	**	**	37%	**	40%
Playing against or with people they do not know/ they have not met in person	16	11	**	**	**	**	**	6	**	16	13	**	**	**	14	**	16
	15%	20%	**	**	**	**	**	11%	**	15%	16%	**	**	**	14%	**	15%
Don't know	3	1	**	**	**	**	**	1	**	3	3	**	**	**	3	**	3
	3%	2%	**	**	**	**	**	2%	**	3%	4%	**	**	**	3%	**	3%
CHILD PLAYS GAMES ONLINE	103	57	**	**	**	**	**	55	**	103	83	**	**	**	95	**	103
	100%	100%	**	**	**	**	**	100%	**	100%	100%	**	**	**	100%	**	100%

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

Any break column with 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 GAME PLAYING - The content of the games they are playing (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Very concerned	52 15%	23 13%	29 17%	13 18%	13 12%	9 15%	16 15%	26 15%	25 15%	52 15%	40 14%	6 18%	5 27%	** **	45 15%	** **	52 15%
Fairly concerned	78 23%	36 21%	42 25%	21 29%	25 25%	16 27%	17 15%	46 26%	33 19%	78 23%	64 22%	8 26%	4 21%	** **	65 22%	** **	78 23%
Neither/ nor	64 19%	34 19%	30 18%	9 12%	17 16%	12 20%	27 25%	25 15%	39 23%	64 19%	55 19%	4 14%	4 20%	** **	62 21%	** **	64 19%
Not very concerned	59 17%	32 18%	27 16%	11 15%	17 17%	8 14%	23 20%	28 16%	31 18%	59 17%	50 17%	5 16%	3 17%	** **	52 17%	** **	59 17%
Not at all concerned	90 26%	48 27%	41 24%	19 26%	30 29%	14 23%	27 25%	48 28%	41 24%	90 26%	77 27%	7 24%	3 15%	** **	74 25%	** **	90 26%
Don't know	2 1%	2 1%	* **	* **	1 1%	1 2%	* **	1 1%	1 1%	2 1%	2 1%	* 1%	* 1%	** **	2 1%	** **	2 1%
SUMMARY CODES																	
TOTAL CONCERNED	130 38%	59 34%	71 42%	34 47%	38 37%	25 42%	33 30%	71 41%	58 34%	130 38%	104 36%	13 45%	9 48%	** **	110 37%	** **	130 38%
TOTAL NOT CONCERNED	149 43%	81 46%	68 40%	30 41%	47 46%	22 37%	50 45%	76 44%	72 42%	149 43%	127 44%	12 40%	6 32%	** **	125 42%	** **	149 43%
TOTAL NEITHER/ DON'T KNOW	67 19%	36 20%	31 18%	9 12%	18 17%	13 21%	28 25%	26 15%	40 24%	67 19%	56 20%	5 16%	4 21%	** **	64 21%	** **	67 19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAME 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 ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Very concerned	62 18%	27 15%	35 21%	14 19%	19 18%	13 21%	16 15%	32 18%	29 17%	62 18%	51 18%	6 19%	4 23%	** **	50 17%	** **	62 18%
Fairly concerned	82 24%	44 25%	38 23%	20 28%	25 25%	20 33%	17 15%	45 26%	37 22%	82 24%	67 23%	8 25%	4 24%	** **	70 23%	** **	82 24%
Neither/ nor	60 17%	28 16%	32 19%	8 11%	20 20%	8 13%	24 22%	28 16%	32 19%	60 17%	51 18%	4 12%	4 21%	** **	56 19%	** **	60 17%
Not very concerned	44 13%	24 13%	20 12%	10 14%	8 8%	6 9%	20 18%	18 10%	26 15%	44 13%	36 12%	4 14%	3 16%	** **	37 12%	** **	44 13%
Not at all concerned	89 26%	49 28%	40 23%	20 28%	29 28%	12 20%	28 25%	49 28%	40 23%	89 26%	76 26%	8 28%	3 14%	** **	79 26%	** **	89 26%
Don't know	8 2%	4 2%	4 3%	1 1%	1 1%	2 3%	5 5%	2 1%	7 4%	8 2%	7 2%	1 2%	* 2%	** **	8 3%	** **	8 2%
SUMMARY CODES																	
TOTAL CONCERNED	144 42%	70 40%	74 43%	34 46%	44 43%	33 55%	33 30%	77 44%	66 39%	144 42%	118 41%	13 44%	9 47%	** **	120 40%	** **	144 42%
TOTAL NOT CONCERNED	133 39%	73 42%	60 35%	30 42%	37 36%	18 30%	48 44%	67 38%	66 39%	133 39%	112 39%	12 41%	5 30%	** **	116 39%	** **	133 39%
TOTAL NEITHER/ DON'T KNOW	68 20%	32 18%	36 21%	8 12%	21 21%	9 16%	29 26%	30 17%	38 23%	68 20%	58 20%	4 15%	4 23%	** **	64 21%	** **	68 20%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Very concerned	56 16%	27 15%	29 17%	13 18%	13 13%	9 15%	20 18%	26 15%	29 17%	56 16%	43 15%	4 14%	6 32%	** **	47 16%	** **	56 16%
Fairly concerned	51 15%	25 14%	26 15%	13 18%	16 16%	12 20%	9 8%	30 17%	21 13%	51 15%	41 14%	5 16%	3 16%	** **	42 14%	** **	51 15%
Neither/ nor	60 17%	32 18%	28 17%	11 15%	13 13%	11 19%	24 22%	24 14%	35 21%	60 17%	50 17%	6 19%	3 16%	** **	54 18%	** **	60 17%
Not very concerned	56 16%	29 16%	27 16%	9 13%	14 14%	10 16%	23 20%	24 14%	32 19%	56 16%	46 16%	6 20%	2 11%	** **	50 17%	** **	56 16%
Not at all concerned	114 33%	60 34%	55 32%	25 34%	42 41%	15 24%	33 30%	66 38%	47 28%	114 33%	99 34%	8 28%	4 25%	** **	96 32%	** **	114 33%
Don't know	9 2%	4 2%	4 3%	1 2%	3 3%	3 5%	1 1%	4 2%	5 3%	9 2%	8 3%	1 2%	- -%	** **	9 3%	** **	9 2%
SUMMARY CODES																	
TOTAL CONCERNED	107 31%	52 29%	55 32%	26 36%	30 29%	21 35%	29 27%	56 32%	50 30%	107 31%	85 29%	9 30%	9 48%	** **	90 30%	** **	107 31%
TOTAL NOT CONCERNED	170 49%	88 50%	82 48%	34 47%	56 55%	24 41%	56 50%	90 52%	80 47%	170 49%	145 50%	15 48%	6 36%	** **	146 49%	** **	170 49%
TOTAL NEITHER/ DON'T KNOW	68 20%	36 20%	33 19%	12 17%	16 16%	15 24%	26 23%	28 16%	40 24%	68 20%	58 20%	7 22%	3 16%	** **	63 21%	** **	68 20%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Disagree a lot	141 32%	76 34%	65 29%	30 32%	35 27%	20 27%	54 37%	65 29%	74 33%	141 32%	119 32%	11 28%	7 31%	** **	126 33%	15 25%	141 32%
Disagree a little	102 23%	46 21%	56 25%	21 23%	31 24%	17 23%	33 23%	52 23%	50 23%	102 23%	82 22%	11 27%	5 23%	** **	85 22%	15 26%	102 23%
Neither agree nor disagree	63 14%	29 13%	33 15%	13 14%	15 12%	11 15%	24 17%	28 13%	35 16%	63 14%	54 15%	5 12%	2 11%	** **	56 15%	7 11%	63 14%
Agree a little	99 22%	48 22%	51 23%	23 24%	34 26%	20 27%	22 15%	57 26%	42 19%	99 22%	81 22%	9 24%	5 24%	** **	80 21%	19 32%	99 22%
Agree a lot	35 8%	19 9%	16 7%	6 7%	14 11%	3 4%	12 8%	20 9%	15 7%	35 8%	29 8%	3 8%	2 11%	** **	32 8%	3 5%	35 8%
Don't know	4 1%	3 1%	1 1%	* **	- -%	3 4%	1 1%	* **	4 2%	4 1%	4 1%	1 1%	- -%	** **	4 1%	* **	4 1%
g																	
SUMMARY CODES																	
TOTAL DISAGREE	242 55%	122 55%	121 54%	51 55%	66 51%	37 50%	87 59%	117 53%	124 56%	242 55%	201 54%	22 55%	12 54%	** **	211 55%	30 52%	242 55%
TOTAL AGREE	134 30%	68 30%	66 30%	29 31%	48 37%	23 31%	34 23%	77 35%	57 26%	134 30%	110 30%	12 31%	8 35%	** **	112 29%	21 37%	134 30%
f																	
TOTAL NEITHER/ DON'T KNOW	67 15%	33 15%	35 16%	13 14%	15 12%	13 18%	26 17%	28 13%	39 18%	67 15%	58 16%	5 14%	2 11%	** **	60 16%	7 12%	67 15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Disagree a lot	9 2%	5 2%	4 2%	- -%	2 2%	2 3%	5 3%	2 1%	7 3%	9 2%	8 2%	1 2%	* 1%	** **	8 2%	* 1%	9 2%
Disagree a little	37 8%	22 10%	16 7%	9 9%	11 9%	6 8%	12 8%	20 9%	17 8%	37 8%	31 9%	3 8%	1 7%	** **	36 9%	1 1%	37 8%
Neither agree nor disagree	58 13%	28 13%	31 14%	9 9%	20 16%	9 13%	20 14%	29 13%	29 13%	58 13%	50 13%	5 12%	2 10%	** **	50 13%	9 15%	58 13%
Agree a little	122 28%	62 28%	61 27%	26 28%	38 30%	24 33%	33 22%	64 29%	57 26%	122 28%	97 26%	13 33%	8 35%	** **	101 26%	21 37%	122 28%
Agree a lot	214 48%	104 47%	110 50%	50 53%	57 44%	30 41%	76 52%	107 48%	107 49%	214 48%	180 49%	18 44%	10 46%	** **	187 49%	27 46%	214 48%
Don't know	3 1%	2 1%	1 *%	- -%	- -%	2 2%	1 *%	- -%	3 1%	3 1%	2 *%	* 1%	* 2%	** **	3 1%	- -%	3 1%
g																	
SUMMARY CODES																	
TOTAL DISAGREE	46 10%	27 12%	20 9%	9 9%	13 10%	8 11%	16 11%	22 10%	24 11%	46 10%	39 11%	4 10%	2 8%	** **	44 12%	1 2%	46 10%
TOTAL AGREE	336 76%	165 75%	171 77%	76 81%	95 74%	55 74%	109 75%	171 77%	164 74%	336 76%	277 75%	31 77%	18 81%	** **	287 75%	48 83%	336 76%
TOTAL NEITHER/ DON'T KNOW	61 14%	30 13%	31 14%	9 9%	20 16%	11 15%	21 14%	29 13%	32 15%	61 14%	52 14%	5 13%	3 11%	** **	52 14%	9 15%	61 14%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP80. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	331 75%	163 73%	168 76%	64 68%	93 72%	59 81%	115 78%	156 71%	174 79%	331 75%	273 74%	32 79%	17 78%	** **	275 72%	54 94% jlnp	331 75%
WHITE - Irish	5 1%	3 1%	2 1%	2 2%	2 2%	1 1%	1 1%	4 2%	2 1%	5 1%	2 1%	- -%	* 1%	** **	4 1%	1 2%	5 1%
WHITE - Gypsy, Traveller or Irish Traveller	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* 1%	** **	* *%	- -%	* *%
WHITE - Any other white background	16 4%	10 5%	6 3%	3 3%	5 4%	5 7%	4 2%	7 3%	9 4%	16 4%	13 4%	2 6%	1 4%	** **	15 4%	2 3%	16 4%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Black Caribbean	10 2%	5 2%	6 3%	2 2%	4 3%	- -%	5 3%	6 3%	5 2%	10 2%	10 3%	* *%	1 3%	** **	10 3%	- -%	10 2%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Black African	3 1%	2 1%	1 *%	1 2%	1 1%	- -%	- -%	3 1%	- -%	3 1%	2 1%	* 1%	* 2%	** **	3 1%	- -%	3 1%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Asian	7 1%	3 2%	3 1%	3 3%	2 1%	1 2%	1 1%	4 2%	2 1%	7 1%	6 2%	* *%	- -%	** **	7 2%	- -%	7 1%
MIXED/ MULTIPLE ETHNIC GROUPS - Any other mixed/ multiple ethnic background	8 2%	5 2%	3 1%	1 1%	2 1%	- -%	5 4%	3 1%	5 2%	8 2%	8 2%	* *%	* 1%	** **	8 2%	- -%	8 2%
ASIAN AND BRITISH ASIAN - Indian	8 2%	2 1%	7 3%	2 2%	5 4%	- -%	1 1%	7 3%	1 1%	8 2%	7 2%	1 2%	* 1%	** **	8 2%	- -%	8 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP80. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
ASIAN AND BRITISH ASIAN - Pakistani	19 4%	10 5%	9 4%	3 4%	6 5%	3 4%	6 4%	10 4%	9 4%	19 4%	18 5%	1 2%	* 1%	** **	19 5%	- -%	19 4%
ASIAN AND BRITISH ASIAN - Bangladeshi	1 *%	1 *%	1 *%	1 1%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
ASIAN AND BRITISH ASIAN - Chinese	2 1%	2 1%	- -%	1 1%	2 1%	- -%	- -%	2 1%	- -%	2 1%	2 1%	- -%	- -%	** **	2 1%	- -%	2 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	5 1%	1 1%	4 2%	1 1%	* *%	2 3%	2 1%	1 *%	4 2%	5 1%	5 1%	* 1%	* 2%	** **	5 1%	* *%	5 1%
BLACK AND BLACK BRITISH - Caribbean	4 1%	2 1%	2 1%	1 1%	1 1%	- -%	1 1%	2 1%	1 *%	4 1%	3 1%	- -%	* 1%	** **	4 1%	- -%	4 1%
BLACK AND BLACK BRITISH - African	9 2%	4 2%	4 2%	4 5%	2 2%	* *%	1 1%	7 3%	2 1%	9 2%	7 2%	2 4%	* 1%	** **	9 2%	- -%	9 2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	1 *%	- -%	1 *%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
OTHER ETHNIC GROUP - Arab	2 *%	1 *%	1 1%	* *%	- -%	- -%	2 1%	* *%	2 1%	2 *%	2 1%	- -%	* 1%	** **	2 1%	- -%	2 *%
OTHER ETHNIC GROUP -Any other ethnic background	1 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
Prefer not to say	10 2%	6 3%	4 2%	5 5%	2 2%	2 2%	2 1%	7 3%	3 2%	10 2%	7 2%	2 4%	1 4%	** **	10 3%	* 1%	10 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP83. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	13 3%	8 4%	5 2%	* *%	4 3%	1 2%	8 5%	4 2%	9 4%	13 3%	8 2%	3 6%	1 5%	** **	11 3%	2 3%	13 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	8 2%	2 1%	6 3%	2 2%	1 1%	1 2%	4 3%	3 1%	5 2%	8 2%	7 2%	1 3%	- -%	** **	8 2%	- -%	8 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	8 2%	5 2%	3 1%	1 1%	3 2%	- -%	4 3%	4 2%	4 2%	8 2%	6 2%	* 1%	* 2%	** **	8 2%	- -%	8 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	6 1%	3 2%	3 1%	1 1%	* *%	1 2%	3 2%	1 1%	5 2%	6 1%	5 1%	1 2%	- -%	** **	6 1%	* 1%	6 1%
Hearing? Poor hearing, partial hearing, or are deaf	6 1%	2 1%	3 2%	1 1%	3 2%	* *%	3 2%	3 1%	3 1%	6 1%	5 1%	- -%	1 2%	** **	5 1%	1 2%	6 1%
Breathing? Breathlessness or chest pains	5 1%	1 1%	4 2%	1 1%	- -%	1 2%	2 2%	1 1%	3 2%	5 1%	4 1%	* 1%	* 1%	** **	5 1%	* 1%	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP83. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4 1%	2 1%	2 1%	2 3%	1 1%	* *%	* *%	4 2%	* *%	4 1%	3 1%	* 1%	* 1%	** **	4 1%	* 1%	4 1%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	3 1%	1 *%	2 1%	1 1%	* *%	- -%	2 2%	1 *%	2 1%	3 1%	3 1%	- -%	* 1%	** **	3 1%	- -%	3 1%
Other illnesses/ conditions which impact or limit their daily activities	8 2%	1 *%	7 3%	1 1%	3 2%	2 2%	1 1%	4 2%	3 1%	8 2%	5 1%	2 4%	* 2%	** **	6 1%	2 3%	8 2%
Nothing – no impairments or conditions that impact or limit their daily activities	363 82%	183 82%	180 81%	79 85%	113 88% f	63 86%	107 73%	191 86% fh	170 77%	363 82%	302 82%	33 83%	18 79%	** **	310 81%	52 89%	363 82%
Prefer not to say	23 5%	11 5%	12 5%	7 7%	4 3%	3 4%	9 6%	11 5%	12 5%	23 5%	19 5%	2 4%	2 8%	** **	22 6%	1 2%	23 5%
Don't know	11 2%	8 4%	3 1%	1 1%	* *%	1 2%	8 6% dg	2 1%	9 4% g	11 2%	9 3%	1 1%	1 4%	** **	10 3%	* 1%	11 2%
SUMMARY																	
ANY IMPAIRMENT OR CONDITION	47 11%	20 9%	27 12%	6 7%	12 9%	6 9%	22 15%	18 8%	29 13%	47 11%	38 10%	5 12%	2 9%	** **	41 11%	5 9%	47 11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP83. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
NO IMPAIRMENT OR CONDITION	363	183	180	79	113	63	107	191	170	363	302	33	18	**	310	52	363
	82%	82%	81%	85%	88% f	86%	73%	86% fh	77%	82%	82%	83%	79%	**	81%	89%	82%
PREFER NOT TO SAY/ DON'T KNOW	34	19	15	8	4	4	17	12	21	34	28	2	3	**	32	1	34
	8%	9%	7%	9%	3%	5%	12% d	6%	10%	8%	8%	6%	12%	**	8%	2%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP87. What is your working status? If currently on furlough please respond based on your usual employment status. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Working full time (30hrs/wk+)	188	102	86	60	77	35	16	137	51	188	154	19	9	**	159	28	188
	42%	46%	39%	64%	60%	47%	11%	62%	23%	42%	42%	47%	42%	**	42%	48%	42%
				efhi	fhi	fh		fhi	f	fh							
Working part time (8-29 hrs/wk)	111	58	53	23	37	18	33	60	51	111	93	11	5	**	97	14	111
	25%	26%	24%	25%	29%	25%	22%	27%	23%	25%	25%	28%	22%	**	25%	23%	25%
Not working (i.e. under 8hrs/wk) - retired	3	3	*	-	-	*	3	-	3	3	3	-	-	**	3	-	3
	1%	1%	*%	-%	-%	*%	2%	-%	1%	1%	1%	-%	-%	**	1%	-%	1%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	15	7	8	-	-	*	14	-	14	15	11	2	1	**	15	-	15
	3%	3%	3%	-%	-%	*%	9%	-%	6%	3%	3%	4%	6%	**	4%	-%	3%
							cdegi		cdg	g							
Not working (i.e. under 8hrs/wk) - student	6	5	1	*	5	1	-	5	1	6	4	2	*	**	4	2	6
	1%	2%	1%	*%	4%	1%	-%	2%	*%	1%	1%	4%	1%	**	1%	3%	1%
					h							n					
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	107	41	66	9	9	18	71	19	88	107	93	6	5	**	95	11	107
	24%	19%	30%	10%	7%	24%	48%	8%	40%	24%	25%	15%	24%	**	25%	20%	24%
			a			cdg	cdegi		cdegi	cdg							
Prefer not to say	11	5	6	*	-	2	8	*	10	11	9	*	1	**	7	4	11
	2%	2%	3%	*%	-%	3%	5%	*%	5%	2%	2%	*%	4%	**	2%	6%	2%
						g	cdg		cdg	g							
Don't know	2	*	1	*	-	-	1	*	1	2	1	*	1	**	2	-	2
	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%	*%	*%	3%	**	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP87. What is your working status? If currently on furlough please respond based on your usual employment status. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
WORKING STATUS SUMMARY																	
WORKING	299	160	140	83	114	53	49	198	102	299	247	30	14	**	257	41	299
	68%	72%	63%	89%	89%	72%	33%	89%	46%	68%	67%	76%	63%	**	67%	71%	68%
				efhi	efhi	fh		efhi		fh							
NOT WORKING	131	57	75	10	14	19	88	24	107	131	111	9	7	**	118	13	131
	30%	26%	34%	10%	11%	26%	60%	11%	49%	30%	30%	23%	30%	**	31%	22%	30%
						cdg	cdegi		cdegi	cdg							
PREFER NOT TO SAY/ DON'T KNOW	13	5	8	*	-	2	9	*	11	13	10	*	1	**	9	4	13
	3%	2%	3%	***	-	3%	6%	***	5%	3%	3%	1%	6%	**	2%	6%	3%
							cdg		cdg	g							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP88. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
16-24	28 6%	16 7%	12 5%	1 1%	4 3%	4 6%	19 13% cdgi	5 2%	23 11% cdg	28 6% cg	23 6%	2 5%	2 9%	** **	25 7%	3 5%	28 6%
25-34	211 48%	106 48%	105 47%	31 34%	68 53% c	36 49%	75 52% c	99 45%	112 51% c	211 48% c	175 48%	18 44%	12 54%	** **	187 49%	24 41%	211 48%
35-44	180 41%	85 38%	95 43%	56 61% defhi	51 39%	30 41%	42 29%	107 48% fn	72 33%	180 41% f	149 41%	18 44%	8 34%	** **	150 39%	30 51%	180 41%
45-54	21 5%	12 5%	10 4%	4 5%	6 5%	3 4%	8 6%	10 5%	11 5%	21 5%	19 5%	2 6%	* 1% **	** **	20 5%	1 2%	21 5%
55-64	2 *% **	1 1% **	* *% **	- -% **	1 1% **	* *% **	1 *% **	1 *% **	1 *% **	2 *% **	1 *% **	* 1% **	* 2% **	** **	1 *% **	* 1% **	2 *% **
Refused	1 *% **	1 1% **	- -% **	* *% **	- -% **	- -% **	1 1% **	* *% **	1 *% **	1 *% **	1 *% **	* *% **	- -% **	** **	1 *% **	- -% **	1 *% **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP89. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Male	110	58	51	33	33	24	19	66	42	110	90	10	6	**	97	12	110
	25%	26%	23%	36%	26%	32%	13%	30%	19%	25%	24%	24%	29%	**	25%	20%	25%
				fhi	f	f		fh		f							
Female	330	161	169	59	95	49	126	154	175	330	275	30	16	**	284	46	330
	74%	73%	76%	64%	74%	67%	86%	70%	80%	74%	75%	75%	71%	**	74%	80%	74%
							cdegi		cg	c							
Prefer not to say	3	1	1	*	1	*	1	1	1	3	2	*	-	**	3	-	3
	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	-%	**	1%	-%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP90. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Working Tax Credit	3 1%	1 1%	1 1%	- -%	1 *%	1 1%	1 1%	1 *%	2 1%	3 1%	2 1%	* 1%	* 2%	** **	3 1%	* *%	3 1%
Disabilty living allowance	1 *%	1 *%	- -%	- -%	* *%	- -%	* *%	* *%	* *%	1 *%	- -%	1 2%	- -%	** **	1 *%	- -%	1 *%
Other	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* 1%	** **	- -%	* 1%	* *%
RECEIVES ANY OF THESE BENEFITS	181 41%	87 39%	94 42%	13 14%	29 23%	30 41%	109 75%	42 19%	139 63%	181 41%	152 41%	15 38%	9 40%	** **	163 43%	17 29%	181 41%
None of these /do not receive any of these benefits	239 54%	123 56%	116 52%	78 83%	94 73%	38 52%	29 20%	171 77%	68 31%	239 54%	197 54%	24 59%	11 51%	** **	199 52%	40 69%	239 54%
Don't know	3 1%	1 1%	2 1%	1 1%	1 1%	1 1%	- -%	2 1%	1 *%	3 1%	2 1%	* *%	* 1%	** **	3 1%	- -%	3 1%
Prefer not to say	20 5%	10 4%	10 5%	2 2%	5 4%	4 5%	8 5%	7 3%	12 5%	20 5%	16 4%	1 2%	2 7%	** **	19 5%	1 2%	20 5%

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

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP91. 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. Please note - if you or anyone in the household is currently on furlough please respond based on your usual household income (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Up to £199 per week / Up to £10,399 per year	43 10%	19 8%	24 11%	1 1%	1 1%	6 9%	34 23%	3 1%	40 18%	43 10%	37 10%	2 5%	2 9%	** **	39 10%	4 7%	43 10%
						cdg	cdegi		cdgi	cdg							
From £200 to £299 per week / From £10,400 to £15,599 per year	39 9%	18 8%	21 10%	2 2%	7 6%	9 12%	21 15%	9 4%	30 14%	39 9%	31 8%	4 11%	2 8%	** **	36 9%	3 5%	39 9%
						cg	cdg		cg	cg							
From £300 to £499 per week / From £15,600 to £25,999 per year	66 15%	34 15%	32 15%	5 5%	21 17%	14 19%	26 18%	26 12%	40 18%	66 15%	53 14%	7 18%	4 20%	** **	59 15%	7 13%	66 15%
					c	c	c		c	c							
From £500 to £699 per week / From £26,000 to £36,399 per year	70 16%	34 15%	36 16%	9 10%	23 17%	18 24%	20 14%	32 14%	38 17%	70 16%	56 15%	8 20%	4 18%	** **	57 15%	12 21%	70 16%
						c											
From £700 to £999 per week / From £36,400 to £51,999 per year	65 15%	32 14%	33 15%	19 21%	32 25%	10 13%	4 3%	51 23%	14 6%	65 15%	52 14%	6 16%	4 17%	** **	58 15%	7 12%	65 15%
				fh	fhi	f		fhi	fh	fh							
£1,000 and above per week / £52,000 and above per year	85 19%	47 21%	38 17%	46 49%	29 22%	7 10%	3 2%	74 33%	10 5%	85 19%	73 20%	7 19%	2 11%	** **	66 17%	18 30%	85 19%
				defghi	fh	f		efhi	fh	fh						l	
Don't know	23 5%	13 6%	10 5%	2 2%	2 2%	3 4%	15 10%	4 2%	18 8%	23 5%	20 5%	1 2%	2 8%	** **	21 5%	2 4%	23 5%
							cdg		cdg								
Prefer not to say	53 12%	26 12%	27 12%	10 10%	13 10%	7 9%	22 15%	23 10%	29 13%	53 12%	47 13%	3 9%	2 10%	** **	48 13%	5 9%	53 12%

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