OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 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.

NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
England	244	122	122	**	**	**	**	134	109	244	244	**	**	**	222	**	244
	83%	83%	83%	**	**	**	**	87%	79%	83%	100% np	**	**	**	85%	**	83%
Scotland	27	14	13	**	**	**	**	12	15	27	-	**	**	**	21	**	27
	9%	9%	9%	**	**	**	**	8%	11%	9%	-%	**	**	**	8% j	**	9% j
Wales	14	7	7	**	**	**	**	6	8	14	-	**	**	**	12	**	14
	5%	5%	5%	**	**	**	**	4%	6%	5%	-%	**	**	**	5% j	**	5% j
Northern Ireland	9	5	4	**	**	**	**	3	6	9	-	**	**	**	6	**	9
	3%	3%	3%	**	**	**	**	2%	4%	3%	-%	**	**	**	2%	**	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.

REGION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
North East	9	5	4	**	**	**	**	9	-	9	9	**	**	**	9	**	9
	3%	3%	3%	**	**	**	**	6% h	-%	3%	4%	**	**	**	3%	**	3%
Yorkshire and Humberside	25	15	9	**	**	**	**	10	15	25	25	**	**	**	22	**	25
	8%	10%	6%	**	**	**	**	6%	11%	8%	10%	**	**	**	9%	**	8%
North West	32	19	13	**	**	**	**	13	19	32	32	**	**	**	30	**	32
	11%	13%	9%	**	**	**	**	9%	13%	11%	13%	**	**	**	12%	**	11%
West Midlands	21	9	12	**	**	**	**	10	10	21	21	**	**	**	20	**	21
	7%	6%	8%	**	**	**	**	7%	8%	7%	9%	**	**	**	8%	**	7%
East Midlands	27	12	15	**	**	**	**	17	10	27	27	**	**	**	22	**	27
	9%	8%	10%	**	**	**	**	11%	7%	9%	11%	**	**	**	9%	**	9%
East of England	21	12	9	**	**	**	**	10	11	21	21	**	**	**	21	**	21
	7%	8%	6%	**	**	**	**	7%	8%	7%	9%	**	**	**	8%	**	7%
South West	29	14	16	**	**	**	**	16	14	29	29	**	**	**	19	**	29
	10%	9%	11%	**	**	**	**	10%	10%	10%	12%	**	**	**	7%	**	10%
South East	42	21	21	**	**	**	**	23	19	42	42	**	**	**	39	**	42
	14%	14%	14%	**	**	**	**	15%	14%	14%	17%	**	**	**	15%	**	14%
London	39	17	23	**	**	**	**	26	12	39	39	**	**	**	39	**	39
	13%	11%	15%	**	**	**	**	17%	9%	13%	16%	**	**	**	15%	**	13%
Scotland	27	14	13	**	**	**	**	12	15	27	-	**	**	**	21	**	27
	9%	9%	9%	**	**	**	**	8%	11%	9%	-%	**	**	**	8% j	**	9% j
Wales	14	7	7	**	**	**	**	6	8	14	-	**	**	**	12	**	14
	5%	5%	5%	**	**	**	**	4%	6%	5%	-%	**	**	**	5% j	**	5% j
Northern Ireland	9	5	4	**	**	**	**	3	6	9	-	**	**	**	6	**	9
	3%	3%	3%	**	**	**	**	2%	4%	3%	-%	**	**	**	2%	**	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.

URBANITY

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Urban	260	128	132	**	**	**	**	136	122	260	222	**	**	**	260	**	260
	88%	87%	90%	**	**	**	**	88%	88%	88%	91%	**	**	**	100%	**	88%
															jp		
Rural	32	17	15	**	**	**	**	16	16	32	21	**	**	**	-	**	32
	11%	12%	10%	**	**	**	**	11%	12%	11%	9%	**	**	**	-%	**	11%
											n						n
Refused/ Unknown	2	2	-	**	**	**	**	2	-	2	2	**	**	**	-	**	2
	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.

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
AGED 3	141	64	77	**	**	**	**	60	80	141	119	**	**	**	129	**	141
	48%	44%	53%	**	**	**	**	39%	58%	48%	49%	**	**	**	50%	**	48%
									g								
AGED 4	153	83	70	**	**	**	**	95	58	153	125	**	**	**	131	**	153
	52%	56%	47%	**	**	**	**	61%	42%	52%	51%	**	**	**	50%	**	52%
								h									

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Male	147	147	-	**	**	**	**	88	59	147	122	**	**	**	128	**	147
	50%	100%	-%	**	**	**	**	57%	42%	50%	50%	**	**	**	49%	**	50%
		b															
Female	147	-	147	**	**	**	**	66	80	147	122	**	**	**	132	**	147
	50%	-%	100%	**	**	**	**	43%	58%	50%	50%	**	**	**	51%	**	50%
			a														

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 6

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

CHILD'S AGE AND GENDER

Base : All parents

		CHILD'S GENDER		SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
MALE 3-4	147	147	-	**	**	**	**	88	59	147	122	**	**	**	128	**	147
	50%	100%	-%	**	**	**	**	57%	42%	50%	50%	**	**	**	49%	**	50%
		b															
FEMALE 3-4	147	-	147	**	**	**	**	66	80	147	122	**	**	**	132	**	147
	50%	-%	100%	**	**	**	**	43%	58%	50%	50%	**	**	**	51%	**	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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
3-4	294	147	147	**	**	**	**	154	138	294	244	**	**	**	260	**	294
	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 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
A	16	8	8	**	**	**	**	16	-	16	16	**	**	**	16	**	16
	5%	5%	6%	**	**	**	**	10% h	-%	5% h	6%	**	**	**	6%	**	5%
B	52	34	18	**	**	**	**	52	-	52	42	**	**	**	45	**	52
	18%	23%	12%	**	**	**	**	34% hi	-%	18% h	17%	**	**	**	17%	**	18%
C1	87	47	40	**	**	**	**	87	-	87	75	**	**	**	75	**	87
	29%	32%	27%	**	**	**	**	56% hi	-%	29% h	31%	**	**	**	29%	**	29%
C2	51	24	27	**	**	**	**	-	51	51	39	**	**	**	44	**	51
	17%	16%	18%	**	**	**	**	-%	37% gi	17% g	16%	**	**	**	17%	**	17%
D	43	14	29	**	**	**	**	-	43	43	35	**	**	**	42	**	43
	15%	9%	20%	**	**	**	**	-%	31% gi	15% g	14%	**	**	**	16%	**	15%
E	44	21	23	**	**	**	**	-	44	44	35	**	**	**	36	**	44
	15%	14%	16%	**	**	**	**	-%	32% gi	15% g	15%	**	**	**	14%	**	15%
Don't know	1	-	1	**	**	**	**	-	-	1	1	**	**	**	1	**	1
	*%	-%	1%	**	**	**	**	-%	-%	*%	1%	**	**	**	1%	**	*%
SUMMARY																	
AB	68	41	26	**	**	**	**	68	-	68	58	**	**	**	61	**	68
	23%	28%	18%	**	**	**	**	44% hi	-%	23% h	24%	**	**	**	24%	**	23%
DE	87	35	53	**	**	**	**	-	87	87	71	**	**	**	78	**	87
	30%	24%	36%	**	**	**	**	-%	63% gi	30% g	29%	**	**	**	30%	**	30%
ABC1	154	88	66	**	**	**	**	154	-	154	134	**	**	**	136	**	154
	52%	60%	45%	**	**	**	**	100% hi	-%	52% h	55%	**	**	**	52%	**	52%
C2DE	138	59	80	**	**	**	**	-	138	138	109	**	**	**	122	**	138
	47%	40%	54%	**	**	**	**	-%	100% gi	47% g	45%	**	**	**	47%	**	47%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
2	18	6	12	**	**	**	**	5	13	18	14	**	**	**	13	**	18
	6%	4%	8%	**	**	**	**	3%	9%	6%	6%	**	**	**	5%	**	6%
3	68	37	32	**	**	**	**	35	33	68	58	**	**	**	64	**	68
	23%	25%	21%	**	**	**	**	23%	24%	23%	24%	**	**	**	24%	**	23%
4	109	53	56	**	**	**	**	64	46	109	89	**	**	**	97	**	109
	37%	36%	38%	**	**	**	**	41%	33%	37%	36%	**	**	**	37%	**	37%
5-6	84	42	43	**	**	**	**	43	40	84	68	**	**	**	75	**	84
	29%	28%	29%	**	**	**	**	28%	29%	29%	28%	**	**	**	29%	**	29%
7-9	9	5	4	**	**	**	**	5	4	9	9	**	**	**	7	**	9
	3%	3%	3%	**	**	**	**	3%	3%	3%	4%	**	**	**	3%	**	3%
10 or more	6	5	1	**	**	**	**	3	2	6	6	**	**	**	5	**	6
	2%	3%	1%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 10

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
1	81	41	40	**	**	**	**	38	42	81	68	**	**	**	70	**	81
	27%	28%	27%	**	**	**	**	25%	30%	27%	28%	**	**	**	27%	**	27%
2	116	58	58	**	**	**	**	66	50	116	96	**	**	**	105	**	116
	40%	39%	40%	**	**	**	**	43%	36%	40%	39%	**	**	**	40%	**	40%
3	68	35	33	**	**	**	**	35	32	68	53	**	**	**	59	**	68
	23%	24%	22%	**	**	**	**	22%	23%	23%	22%	**	**	**	23%	**	23%
4	20	8	12	**	**	**	**	11	9	20	19	**	**	**	19	**	20
	7%	5%	8%	**	**	**	**	7%	6%	7%	8%	**	**	**	7%	**	7%
5 or more	9	5	4	**	**	**	**	4	5	9	9	**	**	**	7	**	9
	3%	3%	3%	**	**	**	**	3%	4%	3%	4%	**	**	**	3%	**	3%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 11

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION				URBAN	RURAL	ALL
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND			
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Aged under 1	17	9	8	**	**	**	**	9	8	17	15	**	**	**	16	**	17
	6%	6%	5%	**	**	**	**	6%	6%	6%	6%	**	**	**	6%	**	6%
Aged 1	23	11	12	**	**	**	**	11	12	23	19	**	**	**	17	**	23
	8%	7%	8%	**	**	**	**	7%	9%	8%	8%	**	**	**	7%	**	8%
Aged 2	9	3	6	**	**	**	**	6	3	9	7	**	**	**	9	**	9
	3%	2%	4%	**	**	**	**	4%	2%	3%	3%	**	**	**	3%	**	3%
Aged 3	146	67	79	**	**	**	**	63	82	146	124	**	**	**	133	**	146
	50%	46%	54%	**	**	**	**	41%	59% g	50%	51%	**	**	**	51%	**	50%
Aged 4	157	86	71	**	**	**	**	98	59	157	129	**	**	**	135	**	157
	53%	58%	48%	**	**	**	**	64% h	43%	53%	53%	**	**	**	52%	**	53%
Aged 5	37	15	21	**	**	**	**	20	17	37	30	**	**	**	34	**	37
	12%	10%	15%	**	**	**	**	13%	12%	12%	12%	**	**	**	13%	**	12%
Aged 6	34	18	16	**	**	**	**	17	18	34	30	**	**	**	32	**	34
	12%	12%	11%	**	**	**	**	11%	13%	12%	12%	**	**	**	12%	**	12%
Aged 7	39	19	20	**	**	**	**	19	21	39	33	**	**	**	36	**	39
	13%	13%	14%	**	**	**	**	12%	15%	13%	14%	**	**	**	14%	**	13%
Aged 8	31	18	13	**	**	**	**	20	11	31	26	**	**	**	21	**	31
	10%	12%	9%	**	**	**	**	13%	8%	10%	11%	**	**	**	8%	**	10%
Aged 9	28	15	13	**	**	**	**	15	12	28	25	**	**	**	27	**	28
	10%	10%	9%	**	**	**	**	10%	8%	10%	10%	**	**	**	10%	**	10%
Aged 10	28	13	15	**	**	**	**	15	13	28	23	**	**	**	25	**	28
	10%	9%	10%	**	**	**	**	10%	10%	10%	9%	**	**	**	10%	**	10%
Aged 11	22	10	12	**	**	**	**	8	14	22	20	**	**	**	21	**	22
	8%	7%	8%	**	**	**	**	5%	10%	8%	8%	**	**	**	8%	**	8%
Aged 12	19	11	8	**	**	**	**	10	10	19	15	**	**	**	15	**	19
	7%	7%	6%	**	**	**	**	6%	7%	7%	6%	**	**	**	6%	**	7%
Aged 13	13	7	6	**	**	**	**	7	6	13	9	**	**	**	12	**	13
	4%	5%	4%	**	**	**	**	4%	5%	4%	4%	**	**	**	4%	**	4%
Aged 14	15	5	10	**	**	**	**	8	6	15	14	**	**	**	12	**	15
	5%	3%	7%	**	**	**	**	5%	4%	5%	6%	**	**	**	5%	**	5%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 11

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

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Aged 15	6	5	1	**	**	**	**	4	2	6	5	**	**	**	6	**	6
	2%	4%	1%	**	**	**	**	3%	2%	2%	2%	**	**	**	2%	**	2%
Aged 16	10	5	4	**	**	**	**	4	5	10	8	**	**	**	8	**	10
	3%	4%	3%	**	**	**	**	3%	4%	3%	3%	**	**	**	3%	**	3%
Aged 17	8	7	2	**	**	**	**	4	4	8	8	**	**	**	8	**	8
	3%	5%	1%	**	**	**	**	3%	3%	3%	3%	**	**	**	3%	**	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.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	253	132	121	72	56	53	71	128	124	253	212	21	12	8	229	22	253
Effective Weighted Sample	242	126	116	71	56	52	70	121	121	242	202	20	12	8	220	21	242
Total	284	144	141	67	81	49	86	148	135	284	237	25	14	8	253	29	284
Make a drawing or picture	175	88	86	**	**	**	**	95	80	175	144	**	**	**	155	**	175
	61%	61%	62%	**	**	**	**	64%	59%	61%	61%	**	**	**	61%	**	61%
Make a video	81	38	43	**	**	**	**	46	34	81	68	**	**	**	72	**	81
	28%	26%	31%	**	**	**	**	31%	25%	28%	29%	**	**	**	28%	**	28%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	29	15	14	**	**	**	**	15	14	29	28	**	**	**	29	**	29
	10%	11%	10%	**	**	**	**	10%	11%	10%	12%	**	**	**	11%	**	10%
Change or edit a photo	28	14	14	**	**	**	**	17	11	28	28	**	**	**	28	**	28
	10%	10%	10%	**	**	**	**	12%	8%	10%	12%	**	**	**	11%	**	10%
Make their own music	28	11	16	**	**	**	**	14	14	28	24	**	**	**	24	**	28
	10%	8%	12%	**	**	**	**	9%	10%	10%	10%	**	**	**	9%	**	10%
Make an app or game	21	13	8	**	**	**	**	10	11	21	17	**	**	**	16	**	21
	7%	9%	5%	**	**	**	**	7%	8%	7%	7%	**	**	**	6%	**	7%
Make an animation/ moving picture or image	20	15	5	**	**	**	**	15	5	20	19	**	**	**	19	**	20
	7%	10%	4%	**	**	**	**	10%	4%	7%	8%	**	**	**	8%	**	7%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	15	8	7	**	**	**	**	9	6	15	15	**	**	**	14	**	15
	5%	5%	5%	**	**	**	**	6%	4%	5%	6%	**	**	**	5%	**	5%
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji	14	8	6	**	**	**	**	8	6	14	14	**	**	**	14	**	14
	5%	5%	4%	**	**	**	**	5%	5%	5%	6%	**	**	**	5%	**	5%
Make a website	13	8	5	**	**	**	**	7	7	13	10	**	**	**	10	**	13
	5%	6%	4%	**	**	**	**	4%	5%	5%	4%	**	**	**	4%	**	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.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	253	132	121	72	56	53	71	128	124	253	212	21	12	8	229	22	253
Effective Weighted Sample	242	126	116	71	56	52	70	121	121	242	202	20	12	8	220	21	242
Total	284	144	141	67	81	49	86	148	135	284	237	25	14	8	253	29	284
Coding/ learning to code/ writing (computer) code)/ programming	12	9	3	**	**	**	**	4	8	12	11	**	**	**	11	**	12
	4%	6%	2%	**	**	**	**	3%	6%	4%	5%	**	**	**	4%	**	4%
Written a review about something they've used or somewhere they've been	9	3	6	**	**	**	**	5	4	9	8	**	**	**	9	**	9
	3%	2%	4%	**	**	**	**	3%	3%	3%	3%	**	**	**	4%	**	3%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	6	3	3	**	**	**	**	3	3	6	6	**	**	**	6	**	6
	2%	2%	2%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
ANY OF THESE	205	108	98	**	**	**	**	107	98	205	171	**	**	**	185	**	205
	72%	75%	69%	**	**	**	**	73%	72%	72%	72%	**	**	**	73%	**	72%
None of these	68	33	35	**	**	**	**	38	30	68	57	**	**	**	59	**	68
	24%	23%	25%	**	**	**	**	26%	22%	24%	24%	**	**	**	23%	**	24%
Don't know	11	3	8	**	**	**	**	2	7	11	10	**	**	**	9	**	11
	4%	2%	6%	**	**	**	**	2%	5%	4%	4%	**	**	**	4%	**	4%
SUMMARY																	
CREATING CONTENT	204	107	98	**	**	**	**	106	98	204	170	**	**	**	184	**	204
	72%	74%	69%	**	**	**	**	72%	72%	72%	72%	**	**	**	73%	**	72%
EDITING CONTENT	32	15	17	**	**	**	**	20	12	32	32	**	**	**	31	**	32
	11%	11%	12%	**	**	**	**	13%	9%	11%	14%	**	**	**	12%	**	11%

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

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QP22A. Which, if any, of these apps or sites does your child ever watch videos on? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
YouTube	254	131	123	**	**	**	**	130	123	254	209	**	**	**	228	**	254
	86%	89%	84%	**	**	**	**	84%	89%	86%	86%	**	**	**	88%	**	86%
TikTok	45	23	22	**	**	**	**	23	22	45	39	**	**	**	40	**	45
	15%	15%	15%	**	**	**	**	15%	16%	15%	16%	**	**	**	15%	**	15%
Facebook	37	20	17	**	**	**	**	23	15	37	33	**	**	**	35	**	37
	13%	14%	12%	**	**	**	**	15%	10%	13%	13%	**	**	**	13%	**	13%
Instagram	28	17	11	**	**	**	**	18	10	28	27	**	**	**	25	**	28
	10%	12%	8%	**	**	**	**	12%	7%	10%	11%	**	**	**	10%	**	10%
Snapchat	26	11	15	**	**	**	**	15	10	26	24	**	**	**	25	**	26
	9%	7%	10%	**	**	**	**	10%	7%	9%	10%	**	**	**	10%	**	9%
GoNoodle	19	9	10	**	**	**	**	14	5	19	18	**	**	**	18	**	19
	6%	6%	7%	**	**	**	**	9%	4%	6%	7%	**	**	**	7%	**	6%
Dailymotion	13	7	5	**	**	**	**	11	2	13	13	**	**	**	13	**	13
	4%	5%	4%	**	**	**	**	7%	1%	4%	5%	**	**	**	5%	**	4%
Dubsmash	10	6	4	**	**	**	**	9	1	10	9	**	**	**	10	**	10
	3%	4%	3%	**	**	**	**	6%	1%	3%	4%	**	**	**	4%	**	3%
Vimeo	5	2	4	**	**	**	**	5	1	5	5	**	**	**	5	**	5
	2%	1%	3%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
Triller	5	3	2	**	**	**	**	5	-	5	5	**	**	**	4	**	5
	2%	2%	1%	**	**	**	**	3%	-%	2%	2%	**	**	**	1%	**	2%
GROM Social	4	3	1	**	**	**	**	4	1	4	4	**	**	**	4	**	4
	1%	2%	1%	**	**	**	**	2%	1%	1%	2%	**	**	**	2%	**	1%
Imgur	2	1	1	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	1%	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
LiveLeak	2	1	1	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	1%	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
ANY OF THESE	268	139	129	**	**	**	**	136	131	268	220	**	**	**	240	**	268
	91%	94%	88%	**	**	**	**	88%	94%	91%	90%	**	**	**	92%	**	91%
None of these	27	8	18	**	**	**	**	19	8	27	24	**	**	**	20	**	27
	9%	6%	12%	**	**	**	**	12%	6%	9%	10%	**	**	**	8%	**	9%

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

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QP22AA. And which, if any, of these apps or sites does your child ever use to post videos online or use to share videos? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
YouTube	50	31	20	**	**	**	**	27	23	50	42	**	**	**	47	**	50
	17%	21%	13%	**	**	**	**	18%	17%	17%	17%	**	**	**	18%	**	17%
Facebook	20	12	8	**	**	**	**	10	10	20	18	**	**	**	17	**	20
	7%	8%	5%	**	**	**	**	6%	7%	7%	8%	**	**	**	7%	**	7%
TikTok	15	8	6	**	**	**	**	12	3	15	14	**	**	**	14	**	15
	5%	5%	4%	**	**	**	**	7%	2%	5%	6%	**	**	**	5%	**	5%
Instagram	14	9	6	**	**	**	**	12	3	14	14	**	**	**	12	**	14
	5%	6%	4%	**	**	**	**	7%	2%	5%	6%	**	**	**	5%	**	5%
Snapchat	14	7	8	**	**	**	**	6	9	14	13	**	**	**	13	**	14
	5%	4%	5%	**	**	**	**	4%	6%	5%	5%	**	**	**	5%	**	5%
Dailymotion	6	2	4	**	**	**	**	4	2	6	5	**	**	**	6	**	6
	2%	1%	3%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
GoNoodle	6	3	3	**	**	**	**	4	2	6	5	**	**	**	6	**	6
	2%	2%	2%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
Dubsmash	5	3	2	**	**	**	**	2	3	5	3	**	**	**	5	**	5
	2%	2%	1%	**	**	**	**	1%	2%	2%	1%	**	**	**	2%	**	2%
Vimeo	4	1	3	**	**	**	**	2	2	4	4	**	**	**	4	**	4
	1%	1%	2%	**	**	**	**	1%	1%	1%	2%	**	**	**	2%	**	1%
GROM Social	2	-	2	**	**	**	**	-	2	2	1	**	**	**	2	**	2
	1%	-%	1%	**	**	**	**	-%	2%	1%	*%	**	**	**	1%	**	1%
LiveLeak	2	1	1	**	**	**	**	1	1	2	1	**	**	**	2	**	2
	1%	1%	1%	**	**	**	**	1%	1%	1%	*%	**	**	**	1%	**	1%
Imgur	1	-	1	**	**	**	**	-	1	1	-	**	**	**	1	**	1
	*%	-%	1%	**	**	**	**	-%	1%	*%	-%	**	**	**	*%	**	*%
ANY OF THESE	77	45	32	**	**	**	**	40	37	77	66	**	**	**	72	**	77
	26%	30%	22%	**	**	**	**	26%	26%	26%	27%	**	**	**	28%	**	26%
None of these	217	102	115	**	**	**	**	114	102	217	178	**	**	**	188	**	217
	74%	70%	78%	**	**	**	**	74%	74%	74%	73%	**	**	**	72%	**	74%

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.

QP22C. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these types of things do they watch? (MULTI CODE)

Base : Parents whose child watches videos on video sharing platforms

	Total	CHILD'S GENDER MALE	FEMALE	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL	NATION ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	239	127	112	67	51	51	69	118	120	239	197	23	11	8	217	20	239
Effective Weighted Sample	229	121	108	66	51	50	68	111	117	229	188	22	11	8	208	19	229
Total	268	139	129	62	74	47	84	136	131	268	220	27	13	8	240	26	268
Cartoons/ animations/ mini-movies or songs	215	112	104	**	**	**	**	109	105	215	176	**	**	**	194	**	215
	81%	81%	80%	**	**	**	**	80%	80%	81%	80%	**	**	**	81%	**	81%
Funny videos/ jokes/ pranks/ challenges	152	79	74	**	**	**	**	78	75	152	127	**	**	**	134	**	152
	57%	57%	57%	**	**	**	**	57%	57%	57%	58%	**	**	**	56%	**	57%
Music videos	88	42	46	**	**	**	**	47	41	88	74	**	**	**	84	**	88
	33%	31%	35%	**	**	**	**	35%	31%	33%	33%	**	**	**	35%	**	33%
Whole programmes or films	73	40	34	**	**	**	**	37	36	73	55	**	**	**	64	**	73
	27%	29%	26%	**	**	**	**	27%	28%	27%	25%	**	**	**	27%	**	27%
Videos that help with their schoolwork or homework	66	39	27	**	**	**	**	37	27	66	59	**	**	**	63	**	66
	25%	28%	21%	**	**	**	**	27%	21%	25%	27%	**	**	**	26%	**	25%
Vloggers or YouTube influencers (such as Zoella or Dan TDM)	59	32	26	**	**	**	**	32	27	59	53	**	**	**	53	**	59
	22%	23%	21%	**	**	**	**	24%	20%	22%	24%	**	**	**	22%	**	22%
Game tutorials/ walk-throughs/ watching other people play games	55	32	23	**	**	**	**	28	27	55	49	**	**	**	47	**	55
	20%	23%	18%	**	**	**	**	21%	20%	20%	22%	**	**	**	20%	**	20%
'How-to' videos or tutorials about hobbies/ things they are interested in	50	30	20	**	**	**	**	29	21	50	46	**	**	**	46	**	50
	19%	22%	15%	**	**	**	**	22%	16%	19%	21%	**	**	**	19%	**	19%
Film trailers, clips of programmes, 'best-bits' or programme highlights	36	19	17	**	**	**	**	21	15	36	30	**	**	**	30	**	36
	13%	14%	13%	**	**	**	**	16%	12%	13%	14%	**	**	**	12%	**	13%

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

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

QP22C. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these types of things do they watch? (MULTI CODE)

Base : Parents whose child watches videos on video sharing platforms

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	239	127	112	67	51	51	69	118	120	239	197	23	11	8	217	20	239
Effective Weighted Sample	229	121	108	66	51	50	68	111	117	229	188	22	11	8	208	19	229
Total	268	139	129	62	74	47	84	136	131	268	220	27	13	8	240	26	268
Sports/ football clips or interviews	21	16	5	**	**	**	**	16	6	21	21	**	**	**	19	**	21
	8%	12%	4%	**	**	**	**	11%	4%	8%	10%	**	**	**	8%	**	8%
Other types of video	4	3	1	**	**	**	**	2	2	4	3	**	**	**	3	**	4
	2%	2%	1%	**	**	**	**	1%	2%	2%	1%	**	**	**	1%	**	2%
Don't know	4	1	3	**	**	**	**	2	2	4	2	**	**	**	2	**	4
	2%	1%	2%	**	**	**	**	1%	2%	2%	1%	**	**	**	1%	**	2%
SUMMARY																	
ANY ENTERTAINMENT	261	136	126	**	**	**	**	132	128	261	217	**	**	**	236	**	261
	98%	98%	98%	**	**	**	**	97%	98%	98%	99%	**	**	**	99%	**	98%
ANY FACTUAL	97	59	38	**	**	**	**	57	38	97	87	**	**	**	90	**	97
	36%	42%	30%	**	**	**	**	42%	29%	36%	40%	**	**	**	38%	**	36%

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.

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

Base : Parents whose child watches, posts or shares videos on YouTube

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	230	122	108	65	50	49	65	115	114	230	190	21	11	8	209	19	230
Effective Weighted Sample	220	117	104	64	50	48	64	109	111	220	181	20	11	8	201	18	220
Total	258	133	124	60	72	45	79	132	124	258	212	24	13	8	231	25	258
Uses YouTube Kids app	177	90	86	**	**	**	**	92	85	177	147	**	**	**	160	**	177
	69%	68%	69%	**	**	**	**	69%	68%	69%	69%	**	**	**	69%	**	69%
Uses 'main' YouTube website/ app	140	66	73	**	**	**	**	72	67	140	114	**	**	**	121	**	140
	54%	50%	59%	**	**	**	**	54%	54%	54%	54%	**	**	**	52%	**	54%
Don't know	8	5	2	**	**	**	**	4	3	8	8	**	**	**	8	**	8
	3%	4%	2%	**	**	**	**	3%	3%	3%	4%	**	**	**	3%	**	3%
SUMMARY																	
ONLY USES YOUTUBE KIDS APP	110	62	49	**	**	**	**	56	54	110	91	**	**	**	102	**	110
	43%	46%	39%	**	**	**	**	43%	43%	43%	43%	**	**	**	44%	**	43%
ONLY USES THE MAIN YOUTUBE WEBSITE/ APP	73	38	36	**	**	**	**	36	36	73	58	**	**	**	63	**	73
	28%	28%	29%	**	**	**	**	27%	29%	28%	27%	**	**	**	27%	**	28%
USES BOTH YOUTUBE SITES/ APPS	66	29	37	**	**	**	**	35	31	66	56	**	**	**	58	**	66
	26%	22%	30%	**	**	**	**	27%	25%	26%	26%	**	**	**	25%	**	26%

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

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

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	268	139	129	**	**	**	**	136	131	268	220	**	**	**	240	**	268
	91%	94%	88%	**	**	**	**	88%	94%	91%	90%	**	**	**	92%	**	91%
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	77	45	32	**	**	**	**	40	37	77	66	**	**	**	72	**	77
	26%	30%	22%	**	**	**	**	26%	26%	26%	27%	**	**	**	28%	**	26%
TOTAL - EITHER OF THESE ACTIVITIES	270	139	131	**	**	**	**	136	132	270	222	**	**	**	242	**	270
	92%	94%	89%	**	**	**	**	88%	95%	92%	91%	**	**	**	93%	**	92%
TOTAL - BOTH OF THESE ACTIVITIES	75	45	30	**	**	**	**	39	35	75	64	**	**	**	70	**	75
	25%	30%	20%	**	**	**	**	26%	26%	25%	26%	**	**	**	27%	**	25%
NEITHER OF THESE ACTIVITIES	25	8	16	**	**	**	**	18	7	25	22	**	**	**	18	**	25
	8%	6%	11%	**	**	**	**	12%	5%	8%	9%	**	**	**	7%	**	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.

QP44A. Which, if any, of these social media apps or sites does your child use? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Facebook	32	19	13	**	**	**	**	21	10	32	29	**	**	**	29	**	32
	11%	13%	9%	**	**	**	**	14%	8%	11%	12%	**	**	**	11%	**	11%
Snapchat	19	7	12	**	**	**	**	12	7	19	19	**	**	**	18	**	19
	7%	5%	8%	**	**	**	**	8%	5%	7%	8%	**	**	**	7%	**	7%
Instagram	19	12	7	**	**	**	**	15	4	19	19	**	**	**	17	**	19
	6%	8%	5%	**	**	**	**	10%	3%	6%	8%	**	**	**	6%	**	6%
Twitter	6	4	2	**	**	**	**	4	2	6	6	**	**	**	5	**	6
	2%	3%	1%	**	**	**	**	3%	2%	2%	3%	**	**	**	2%	**	2%
Pinterest	6	3	3	**	**	**	**	5	1	6	6	**	**	**	5	**	6
	2%	2%	2%	**	**	**	**	3%	1%	2%	3%	**	**	**	2%	**	2%
PopJam	6	4	2	**	**	**	**	4	2	6	6	**	**	**	6	**	6
	2%	3%	2%	**	**	**	**	3%	1%	2%	3%	**	**	**	2%	**	2%
Reddit	5	4	1	**	**	**	**	4	1	5	5	**	**	**	5	**	5
	2%	3%	1%	**	**	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%
Momio	4	3	1	**	**	**	**	3	1	4	4	**	**	**	4	**	4
	1%	2%	1%	**	**	**	**	2%	1%	1%	2%	**	**	**	1%	**	1%
Whisper	4	3	1	**	**	**	**	3	1	4	4	**	**	**	4	**	4
	1%	2%	1%	**	**	**	**	2%	1%	1%	2%	**	**	**	1%	**	1%
MySpace	3	1	2	**	**	**	**	3	-	3	3	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
GoBubble	3	2	1	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
YuBo	2	2	-	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	1%	-%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
Tumblr	2	1	1	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	1%	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
ANY OF THESE	53	28	25	**	**	**	**	33	20	53	51	**	**	**	50	**	53
	18%	19%	17%	**	**	**	**	21%	14%	18%	21%	**	**	**	19%	**	18%
None of these	241	119	122	**	**	**	**	121	119	241	194	**	**	**	210	**	241
	82%	81%	83%	**	**	**	**	79%	86%	82%	79%	**	**	**	81%	**	82%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 19

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

QP44B. And which, if any, of these chat or messaging apps or sites does your child use? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
WhatsApp	43	21	21	**	**	**	**	28	14	43	42	**	**	**	41	**	43
	15%	15%	14%	**	**	**	**	18%	10%	15%	17%	**	**	**	16%	**	15%
(Facebook) Messenger	19	12	8	**	**	**	**	13	7	19	17	**	**	**	18	**	19
	7%	8%	5%	**	**	**	**	8%	5%	7%	7%	**	**	**	7%	**	7%
Skype	18	11	7	**	**	**	**	13	5	18	17	**	**	**	17	**	18
	6%	8%	5%	**	**	**	**	8%	4%	6%	7%	**	**	**	6%	**	6%
Discord	8	4	4	**	**	**	**	7	1	8	8	**	**	**	8	**	8
	3%	3%	3%	**	**	**	**	4%	1%	3%	3%	**	**	**	3%	**	3%
HouseParty	6	4	3	**	**	**	**	5	1	6	5	**	**	**	6	**	6
	2%	2%	2%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
Viber	5	4	2	**	**	**	**	5	1	5	5	**	**	**	4	**	5
	2%	2%	1%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
Kik	3	3	-	**	**	**	**	3	-	3	3	**	**	**	3	**	3
	1%	2%	-%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
(Google) Hangouts	3	2	1	**	**	**	**	1	2	3	2	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Line	3	2	1	**	**	**	**	3	-	3	3	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
WeChat	2	-	2	**	**	**	**	2	-	2	2	**	**	**	2	**	2
	1%	-%	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
Threads (from Instagram)	1	-	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	-%	1%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
ANY OF THESE	60	32	28	**	**	**	**	40	20	60	56	**	**	**	58	**	60
	20%	22%	19%	**	**	**	**	26%	15%	20%	23%	**	**	**	22%	**	20%
None of these	234	115	119	**	**	**	**	115	118	234	189	**	**	**	202	**	234
	80%	78%	81%	**	**	**	**	74%	85%	80%	77%	**	**	**	78%	**	80%

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.

QP44C. And which, if any, of these live streaming apps or sites does your child ever use to watch or to post their own live streams? Live streaming allows you to 'go live' by sharing videos in real time with other people rather than sharing recorded videos. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
YouTube Live	62	30	32	**	**	**	**	37	25	62	51	**	**	**	59	**	62
	21%	21%	22%	**	**	**	**	24%	18%	21%	21%	**	**	**	23%	**	21%
Facebook Live	19	11	9	**	**	**	**	15	4	19	19	**	**	**	18	**	19
	7%	7%	6%	**	**	**	**	10%	3%	7%	8%	**	**	**	7%	**	7%
Instagram Live	13	8	5	**	**	**	**	11	2	13	13	**	**	**	12	**	13
	4%	6%	3%	**	**	**	**	7%	1%	4%	5%	**	**	**	5%	**	4%
Twitch	4	2	2	**	**	**	**	3	1	4	4	**	**	**	4	**	4
	1%	1%	2%	**	**	**	**	2%	1%	1%	2%	**	**	**	2%	**	1%
Periscope	4	3	1	**	**	**	**	2	2	4	3	**	**	**	4	**	4
	1%	2%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	2%	**	1%
YouNow	1	1	-	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	1%	-%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
ANY OF THESE	70	38	33	**	**	**	**	44	26	70	59	**	**	**	67	**	70
	24%	26%	22%	**	**	**	**	29%	19%	24%	24%	**	**	**	26%	**	24%
None of these	224	109	115	**	**	**	**	110	112	224	185	**	**	**	193	**	224
	76%	74%	78%	**	**	**	**	71%	81%	76%	76%	**	**	**	74%	**	76%

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.

QP44D. And finally, which, if any, of these Q and A apps or sites does your child use? Q and A stands for 'Question and Answer' (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Ask.fm	11	7	4	**	**	**	**	9	2	11	11	**	**	**	11	**	11
	4%	5%	3%	**	**	**	**	6%	1%	4%	4%	**	**	**	4%	**	4%
YoLo	9	7	2	**	**	**	**	9	1	9	9	**	**	**	8	**	9
	3%	5%	1%	**	**	**	**	6%	1%	3%	4%	**	**	**	3%	**	3%
Tellonym	6	3	3	**	**	**	**	5	1	6	5	**	**	**	6	**	6
	2%	2%	2%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
Piksa	3	2	1	**	**	**	**	2	1	3	2	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
ANY OF THESE	19	14	6	**	**	**	**	17	3	19	18	**	**	**	18	**	19
	7%	9%	4%	**	**	**	**	11% h	2%	7%	8%	**	**	**	7%	**	7%
None of these	275	133	141	**	**	**	**	138	136	275	226	**	**	**	242	**	275
	93%	91%	96%	**	**	**	**	89%	98% g	93%	92%	**	**	**	93%	**	93%

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 USE OF SOCIAL MEDIA/ CHAT/ MESSAGING/ LIVE STREAMING/ Q&A AND VIDEO SHARING PLATFORMS

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	270	139	131	**	**	**	**	136	132	270	222	**	**	**	242	**	270
	92%	94%	89%	**	**	**	**	88%	95%	92%	91%	**	**	**	93%	**	92%
USES LIVE STREAMING APPS OR SITES	70	38	33	**	**	**	**	44	26	70	59	**	**	**	67	**	70
	24%	26%	22%	**	**	**	**	29%	19%	24%	24%	**	**	**	26%	**	24%
USES CHAT OR MESSAGING APPS OR SITES	60	32	28	**	**	**	**	40	20	60	56	**	**	**	58	**	60
	20%	22%	19%	**	**	**	**	26%	15%	20%	23%	**	**	**	22%	**	20%
USES SOCIAL MEDIA APPS OR SITES	53	28	25	**	**	**	**	33	20	53	51	**	**	**	50	**	53
	18%	19%	17%	**	**	**	**	21%	14%	18%	21%	**	**	**	19%	**	18%
USES Q&A APPS OR SITES	19	14	6	**	**	**	**	17	3	19	18	**	**	**	18	**	19
	7%	9%	4%	**	**	**	**	11% h	2%	7%	8%	**	**	**	7%	**	7%
USES ANY OF THESE 5 TYPES OF APPS/ SITES	271	139	132	**	**	**	**	137	132	271	223	**	**	**	243	**	271
	92%	94%	90%	**	**	**	**	89%	95%	92%	91%	**	**	**	93%	**	92%
USES NONE OF THESE	24	8	15	**	**	**	**	17	7	24	21	**	**	**	17	**	24
	8%	6%	10%	**	**	**	**	11%	5%	8%	9%	**	**	**	7%	**	8%
USES ALL 5 TYPES OF APPS/ SITES	17	11	6	**	**	**	**	14	3	17	16	**	**	**	15	**	17
	6%	8%	4%	**	**	**	**	9%	2%	6%	6%	**	**	**	6%	**	6%
USES SOCIAL MEDIA OR CHAT/ MESSAGING APPS/ SITES	77	41	36	**	**	**	**	48	29	77	71	**	**	**	74	**	77
	26%	28%	25%	**	**	**	**	31%	21%	26%	29%	**	**	**	28%	**	26%
ONLY USES VIDEO SHARING PLATFORMS AND NONE OF THE OTHER FOUR TYPES OF APPS/ SITES	165	84	81	**	**	**	**	74	90	165	131	**	**	**	142	**	165
	56%	57%	55%	**	**	**	**	48%	65% g	56%	54%	**	**	**	55%	**	56%

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

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

QP46A. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites. So sites or apps like Instagram, Snapchat, Facebook or TikTok? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Yes – there is a minimum age requirement	243	120	123	**	**	**	**	121	121	243	199	**	**	**	215	**	243
	83%	82%	84%	**	**	**	**	79%	87%	83%	81%	**	**	**	83%	**	83%
No – there is not a minimum age requirement	18	11	6	**	**	**	**	10	7	18	15	**	**	**	16	**	18
	6%	8%	4%	**	**	**	**	7%	5%	6%	6%	**	**	**	6%	**	6%
Don't know	33	16	18	**	**	**	**	23	11	33	30	**	**	**	29	**	33
	11%	11%	12%	**	**	**	**	15%	8%	11%	12%	**	**	**	11%	**	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.

QP46B. And, for most social media apps or sites, what is this age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Age under 10	11	5	6	**	**	**	**	5	7	11	10	**	**	**	10	**	11
	4%	3%	4%	**	**	**	**	3%	5%	4%	4%	**	**	**	4%	**	4%
Aged 10	4	3	2	**	**	**	**	4	-	4	4	**	**	**	4	**	4
	1%	2%	1%	**	**	**	**	3%	-%	1%	2%	**	**	**	2%	**	1%
Aged 11	3	2	1	**	**	**	**	2	1	3	3	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Aged 12	22	10	12	**	**	**	**	10	12	22	17	**	**	**	15	**	22
	7%	7%	8%	**	**	**	**	7%	9%	7%	7%	**	**	**	6%	**	7%
Aged 13	89	44	45	**	**	**	**	44	45	89	75	**	**	**	81	**	89
	30%	30%	31%	**	**	**	**	29%	33%	30%	31%	**	**	**	31%	**	30%
Aged 14	30	15	15	**	**	**	**	15	15	30	24	**	**	**	24	**	30
	10%	10%	10%	**	**	**	**	10%	11%	10%	10%	**	**	**	9%	**	10%
Aged 15	10	5	5	**	**	**	**	7	3	10	8	**	**	**	8	**	10
	3%	4%	3%	**	**	**	**	5%	2%	3%	3%	**	**	**	3%	**	3%
Aged 16	37	16	21	**	**	**	**	13	24	37	27	**	**	**	34	**	37
	13%	11%	15%	**	**	**	**	9%	17%	13%	11%	**	**	**	13%	**	13%
Aged 17	1	1	-	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	1%	-%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
Aged 18 or over	20	10	9	**	**	**	**	11	7	20	17	**	**	**	20	**	20
	7%	7%	6%	**	**	**	**	7%	5%	7%	7%	**	**	**	8%	**	7%
Don't know (what the minimum age requirement is)	16	9	6	**	**	**	**	8	7	16	12	**	**	**	15	**	16
	5%	6%	4%	**	**	**	**	5%	5%	5%	5%	**	**	**	6%	**	5%
SUMMARY																	
AWARE OF MINIMUM AGE REQUIREMENT	243	120	123	**	**	**	**	121	121	243	199	**	**	**	215	**	243
	83%	82%	84%	**	**	**	**	79%	87%	83%	81%	**	**	**	83%	**	83%
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	89	44	45	**	**	**	**	44	45	89	75	**	**	**	81	**	89
	30%	30%	31%	**	**	**	**	29%	33%	30%	31%	**	**	**	31%	**	30%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 25

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

QP46B. And, for most social media apps or sites, what is this age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
AWARE BUT GIVES AN INCORRECT AGE (TOO YOUNG - AGED 12 OR UNDER)	41	20	21	**	**	**	**	21	20	41	35	**	**	**	33	**	41
	14%	14%	14%	**	**	**	**	14%	14%	14%	14%	**	**	**	13%	**	14%
AWARE BUT GIVES AN INCORRECT AGE (TOO OLD - AGED 14 AND OVER)	97	47	50	**	**	**	**	48	48	97	77	**	**	**	86	**	97
	33%	32%	34%	**	**	**	**	31%	35%	33%	32%	**	**	**	33%	**	33%
AWARE BUT GIVES AN INCORRECT AGE/ DOES NOT KNOW THE AGE	154	76	78	**	**	**	**	77	75	154	124	**	**	**	134	**	154
	52%	52%	53%	**	**	**	**	50%	54%	52%	51%	**	**	**	52%	**	52%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	18	11	6	**	**	**	**	10	7	18	15	**	**	**	16	**	18
	6%	8%	4%	**	**	**	**	7%	5%	6%	6%	**	**	**	6%	**	6%
UNAWARE OF WHETHER MINIMUM AGE REQUIREMENT	33	16	18	**	**	**	**	23	11	33	30	**	**	**	29	**	33
	11%	11%	12%	**	**	**	**	15%	8%	11%	12%	**	**	**	11%	**	11%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 26

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

QP47. To what extent do you agree or disagree with this statement about social media sites or apps? - I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Strongly disagree	110	61	49	**	**	**	**	63	46	110	94	**	**	**	96	**	110
	37%	41%	33%	**	**	**	**	41%	33%	37%	39%	**	**	**	37%	**	37%
Slightly disagree	66	31	35	**	**	**	**	38	28	66	55	**	**	**	60	**	66
	22%	21%	24%	**	**	**	**	25%	20%	22%	22%	**	**	**	23%	**	22%
Neither agree nor disagree	48	22	26	**	**	**	**	23	25	48	43	**	**	**	41	**	48
	16%	15%	18%	**	**	**	**	15%	18%	16%	18%	**	**	**	16%	**	16%
Slightly agree	36	17	19	**	**	**	**	16	20	36	27	**	**	**	34	**	36
	12%	12%	13%	**	**	**	**	10%	15%	12%	11%	**	**	**	13%	**	12%
Strongly agree	24	15	10	**	**	**	**	11	13	24	18	**	**	**	20	**	24
	8%	10%	7%	**	**	**	**	7%	10%	8%	7%	**	**	**	8%	**	8%
Don't know	10	2	8	**	**	**	**	4	6	10	7	**	**	**	9	**	10
	3%	1%	5%	**	**	**	**	2%	4%	3%	3%	**	**	**	3%	**	3%
SUMMARY CODES																	
TOTAL DISAGREE	176	92	84	**	**	**	**	101	74	176	149	**	**	**	156	**	176
	60%	62%	57%	**	**	**	**	65%	53%	60%	61%	**	**	**	60%	**	60%
TOTAL AGREE	60	32	29	**	**	**	**	27	33	60	45	**	**	**	54	**	60
	21%	22%	19%	**	**	**	**	18%	24%	21%	18%	**	**	**	21%	**	21%
TOTAL NEITHER/ DON'T KNOW	58	24	34	**	**	**	**	26	31	58	50	**	**	**	50	**	58
	20%	16%	23%	**	**	**	**	17%	23%	20%	21%	**	**	**	19%	**	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.

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	208	102	105	**	**	**	**	106	101	208	169	**	**	**	178	**	208
	71%	70%	72%	**	**	**	**	69%	73%	71%	69%	**	**	**	69%	**	71%
WHITE - Irish	3	2	1	**	**	**	**	2	1	3	1	**	**	**	1	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	*%	**	**	**	*%	**	1%
WHITE - Gypsy, Traveller or Irish Traveller	1	1	-	**	**	**	**	-	1	1	-	**	**	**	1	**	1
	*%	1%	-%	**	**	**	**	-%	1%	*%	-%	**	**	**	*%	**	*%
WHITE - Any other white background	16	7	9	**	**	**	**	10	6	16	14	**	**	**	14	**	16
	5%	5%	6%	**	**	**	**	6%	5%	5%	6%	**	**	**	6%	**	5%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Black Caribbean	4	2	2	**	**	**	**	1	3	4	4	**	**	**	4	**	4
	1%	1%	2%	**	**	**	**	1%	2%	1%	2%	**	**	**	1%	**	1%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Black African	5	5	-	**	**	**	**	5	-	5	5	**	**	**	5	**	5
	2%	4%	-%	**	**	**	**	3%	-%	2%	2%	**	**	**	2%	**	2%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Asian	10	3	7	**	**	**	**	4	6	10	8	**	**	**	10	**	10
	3%	2%	5%	**	**	**	**	3%	4%	3%	3%	**	**	**	4%	**	3%
MIXED/ MULTIPLE ETHNIC GROUPS - Any other mixed/ multiple ethnic background	8	3	6	**	**	**	**	4	4	8	8	**	**	**	8	**	8
	3%	2%	4%	**	**	**	**	3%	3%	3%	3%	**	**	**	3%	**	3%
ASIAN AND BRITISH ASIAN - Indian	5	4	1	**	**	**	**	4	1	5	5	**	**	**	5	**	5
	2%	3%	1%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
ASIAN AND BRITISH ASIAN - Pakistani	10	5	5	**	**	**	**	6	4	10	10	**	**	**	10	**	10
	3%	3%	3%	**	**	**	**	4%	3%	3%	4%	**	**	**	4%	**	3%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
ASIAN AND BRITISH ASIAN - Bangladeshi	2	-	2	**	**	**	**	-	1	2	2	**	**	**	2	**	2
	1%	-%	2%	**	**	**	**	-%	1%	1%	1%	**	**	**	1%	**	1%
ASIAN AND BRITISH ASIAN - Chinese	1	1	-	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	1%	-%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
ASIAN AND BRITISH ASIAN - Any other Asian background	1	1	-	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	1%	-%	**	**	**	**	1%	-%	*%	*%	**	**	**	*%	**	*%
BLACK AND BLACK BRITISH - Caribbean	2	2	-	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	1%	1%	-%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
BLACK AND BLACK BRITISH - African	6	5	2	**	**	**	**	4	2	6	5	**	**	**	6	**	6
	2%	3%	1%	**	**	**	**	3%	2%	2%	2%	**	**	**	2%	**	2%
OTHER ETHNIC GROUP - Arab	2	1	1	**	**	**	**	1	1	2	1	**	**	**	2	**	2
	1%	1%	1%	**	**	**	**	1%	1%	1%	*%	**	**	**	1%	**	1%
OTHER ETHNIC GROUP - Any other ethnic background	1	1	-	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	1%	-%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
Prefer not to say	8	2	6	**	**	**	**	2	6	8	6	**	**	**	7	**	8
	3%	2%	4%	**	**	**	**	2%	4%	3%	2%	**	**	**	3%	**	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.

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	13	11	2	**	**	**	**	4	8	13	9	**	**	**	11	**	13
	4%	7%	1%	**	**	**	**	3%	6%	4%	4%	**	**	**	4%	**	4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	8	4	4	**	**	**	**	3	5	8	8	**	**	**	7	**	8
	3%	3%	3%	**	**	**	**	2%	4%	3%	3%	**	**	**	3%	**	3%
Hearing? Poor hearing, partial hearing, or are deaf	8	4	4	**	**	**	**	4	4	8	8	**	**	**	8	**	8
	3%	3%	2%	**	**	**	**	3%	3%	3%	3%	**	**	**	3%	**	3%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	7	5	2	**	**	**	**	6	1	7	5	**	**	**	7	**	7
	2%	3%	2%	**	**	**	**	4%	1%	2%	2%	**	**	**	3%	**	2%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	4	2	1	**	**	**	**	2	1	4	2	**	**	**	4	**	4
	1%	2%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	3	2	1	**	**	**	**	1	2	3	3	**	**	**	3	**	3
	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.

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Breathing? Breathlessness or chest pains	3	1	2	**	**	**	**	1	2	3	2	**	**	**	2	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
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	3	2	1	**	**	**	**	2	1	3	2	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Other illnesses/ conditions which impact or limit their daily activities	1	1	-	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	*%	1%	-%	**	**	**	**	1%	-%	*%	1%	**	**	**	*%	**	*%
Nothing – no impairments or conditions that impact or limit their daily activities	235	110	125	**	**	**	**	126	108	235	198	**	**	**	209	**	235
	80%	75%	85%	**	**	**	**	81%	78%	80%	81%	**	**	**	80%	**	80%
Prefer not to say	9	6	3	**	**	**	**	3	6	9	7	**	**	**	6	**	9
	3%	4%	2%	**	**	**	**	2%	4%	3%	3%	**	**	**	2%	**	3%
Don't know	13	7	6	**	**	**	**	6	7	13	11	**	**	**	11	**	13
	4%	5%	4%	**	**	**	**	4%	5%	4%	4%	**	**	**	4%	**	4%
SUMMARY																	
ANY IMPAIRMENT OR CONDITION	37	24	13	**	**	**	**	20	17	37	29	**	**	**	34	**	37
	13%	16%	9%	**	**	**	**	13%	12%	13%	12%	**	**	**	13%	**	13%
NO IMPAIRMENT OR CONDITION	235	110	125	**	**	**	**	126	108	235	198	**	**	**	209	**	235
	80%	75%	85%	**	**	**	**	81%	78%	80%	81%	**	**	**	80%	**	80%

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
PREFER NOT TO SAY/ DON'T KNOW	22	13	9	**	**	**	**	9	13	22	17	**	**	**	18	**	22
	7%	9%	6%	**	**	**	**	6%	9%	7%	7%	**	**	**	7%	**	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.

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Working full time (30hrs/wk+)	126	65	61	**	**	**	**	91	35	126	107	**	**	**	107	**	126
	43%	44%	42%	**	**	**	**	59% hi	25%	43% h	44%	**	**	**	41%	**	43%
Working part time (8-29 hrs/wk)	73	35	37	**	**	**	**	39	33	73	60	**	**	**	70	**	73
	25%	24%	25%	**	**	**	**	25%	24%	25%	24%	**	**	**	27%	**	25%
Not working (i.e. under 8hrs/wk) - retired	3	1	2	**	**	**	**	1	2	3	3	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	1%	2%	1%	1%	**	**	**	1%	**	1%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	8	6	2	**	**	**	**	1	7	8	5	**	**	**	6	**	8
	3%	4%	1%	**	**	**	**	1%	5%	3%	2%	**	**	**	2%	**	3%
Not working (i.e. under 8hrs/wk) - student	7	3	3	**	**	**	**	5	2	7	4	**	**	**	5	**	7
	2%	2%	2%	**	**	**	**	3%	1%	2%	2%	**	**	**	2%	**	2%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	74	36	37	**	**	**	**	17	55	74	62	**	**	**	67	**	74
	25%	25%	25%	**	**	**	**	11%	40% gi	25% g	25%	**	**	**	26%	**	25%
Don't know	4	-	4	**	**	**	**	-	4	4	4	**	**	**	3	**	4
	1%	-%	3%	**	**	**	**	-%	3%	1%	2%	**	**	**	1%	**	1%
WORKING STATUS SUMMARY																	
WORKING	199	100	98	**	**	**	**	130	68	199	167	**	**	**	177	**	199
	68%	68%	67%	**	**	**	**	85% hi	49%	68% h	68%	**	**	**	68%	**	68%
NOT WORKING	92	47	45	**	**	**	**	24	66	92	74	**	**	**	81	**	92
	31%	32%	30%	**	**	**	**	15%	48% gi	31% g	30%	**	**	**	31%	**	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.

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
PREFER NOT TO SAY/ DON'T KNOW	4	-	4	**	**	**	**	-	4	4	4	**	**	**	3	**	4
	1%	-%	3%	**	**	**	**	-%	3%	1%	2%	**	**	**	1%	**	1%

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

OFCOM MEDIA LITERACY TRACKER 2020 - SURVEY 2 - PARENTS OF CHILDREN AGED 3-4 - 27th November 2020 to 15th January 2021.

Table 51

Any break column with 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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
16-24	13	7	5	**	**	**	**	3	9	13	13	**	**	**	11	**	13
	4%	5%	4%	**	**	**	**	2%	7%	4%	5%	**	**	**	4%	**	4%
25-34	147	66	81	**	**	**	**	66	80	147	116	**	**	**	128	**	147
	50%	45%	55%	**	**	**	**	43%	58%	50%	47%	**	**	**	49%	**	50%
35-44	113	62	50	**	**	**	**	67	46	113	98	**	**	**	101	**	113
	38%	42%	34%	**	**	**	**	43%	33%	38%	40%	**	**	**	39%	**	38%
45-54	22	12	10	**	**	**	**	18	4	22	18	**	**	**	21	**	22
	7%	8%	7%	**	**	**	**	12% h	3%	7%	7%	**	**	**	8%	**	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.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Male	72	44	28	**	**	**	**	52	20	72	61	**	**	**	64	**	72
	25%	30%	19%	**	**	**	**	34% h	15%	25%	25%	**	**	**	25%	**	25%
Female	222	103	119	**	**	**	**	103	118	222	183	**	**	**	196	**	222
	75%	70%	81%	**	**	**	**	66%	85% g	75%	75%	**	**	**	75%	**	75%

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Universal Credit (and household has other earnings)	37	15	22	**	**	**	**	11	26	37	32	**	**	**	34	**	37
	13%	10%	15%	**	**	**	**	7%	19% g	13%	13%	**	**	**	13%	**	13%
Income Support	25	15	11	**	**	**	**	11	14	25	23	**	**	**	21	**	25
	9%	10%	7%	**	**	**	**	7%	10%	9%	9%	**	**	**	8%	**	9%
Universal Credit (and household has no other earnings)	24	12	13	**	**	**	**	4	20	24	19	**	**	**	21	**	24
	8%	8%	9%	**	**	**	**	3%	15% g	8%	8%	**	**	**	8%	**	8%
Employment and Support Allowance (ESA)	15	3	12	**	**	**	**	4	11	15	11	**	**	**	13	**	15
	5%	2%	8%	**	**	**	**	3%	8%	5%	5%	**	**	**	5%	**	5%
Carer's allowance	14	10	4	**	**	**	**	6	8	14	8	**	**	**	13	**	14
	5%	7%	3%	**	**	**	**	4%	6%	5%	3%	**	**	**	5%	**	5%
Personal Independence Payment (PIP)	12	8	4	**	**	**	**	5	7	12	6	**	**	**	9	**	12
	4%	5%	3%	**	**	**	**	3%	5%	4%	2%	**	**	**	3%	**	4%
Income-based Jobseeker's Allowance	8	7	1	**	**	**	**	4	4	8	7	**	**	**	7	**	8
	3%	5%	1%	**	**	**	**	3%	3%	3%	3%	**	**	**	3%	**	3%
Pensions Credit (Guaranteed Credit)	5	2	3	**	**	**	**	3	2	5	5	**	**	**	5	**	5
	2%	1%	2%	**	**	**	**	2%	1%	2%	2%	**	**	**	2%	**	2%
Pensions Credit (no Guaranteed Credit)	2	1	1	**	**	**	**	-	2	2	2	**	**	**	2	**	2
	1%	1%	1%	**	**	**	**	-%	1%	1%	1%	**	**	**	1%	**	1%
SPONTANEOUS RESPONSES																	
(Child) tax credits	3	1	1	**	**	**	**	3	-	3	3	**	**	**	3	**	3
	1%	1%	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Working Tax Credit	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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Child benefit	1	-	1	**	**	**	**	-	1	1	1	**	**	**	1	**	1
	*%	-%	1%	**	**	**	**	-%	1%	*%	*%	**	**	**	*%	**	*%
RECEIVES ANY OF THESE BENEFITS	111	54	57	**	**	**	**	38	74	111	90	**	**	**	98	**	111
	38%	37%	39%	**	**	**	**	24%	53% gi	38% g	37%	**	**	**	38%	**	38%
None of these /do not receive any of these benefits	167	88	79	**	**	**	**	110	56	167	140	**	**	**	147	**	167
	57%	60%	54%	**	**	**	**	71% hi	40%	57% h	57%	**	**	**	57%	**	57%
Don't know	3	2	1	**	**	**	**	2	1	3	3	**	**	**	2	**	3
	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
Prefer not to say	13	3	10	**	**	**	**	5	8	13	12	**	**	**	13	**	13
	4%	2%	7%	**	**	**	**	3%	6%	4%	5%	**	**	**	5%	**	4%

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.

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	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT-LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	261	135	126	73	60	55	72	133	127	261	217	23	12	9	235	24	261
Effective Weighted Sample	249	129	121	72	59	54	71	126	123	249	207	22	12	9	225	23	249
Total	294	147	147	68	87	51	87	154	138	294	244	27	14	9	260	32	294
Up to £199 per week / Up to £10,399 per year	19	7	13	**	**	**	**	2	18	19	15	**	**	**	18	**	19
	7%	5%	9%	**	**	**	**	1%	13%	7%	6%	**	**	**	7%	**	7%
									g								
From £200 to £299 per week / From £10,400 to £15,599 per year	37	23	15	**	**	**	**	11	26	37	30	**	**	**	33	**	37
	13%	15%	10%	**	**	**	**	7%	19%	13%	12%	**	**	**	13%	**	13%
									g								
From £300 to £499 per week / From £15,600 to £25,999 per year	51	28	23	**	**	**	**	21	30	51	43	**	**	**	47	**	51
	17%	19%	16%	**	**	**	**	14%	22%	17%	18%	**	**	**	18%	**	17%
From £500 to £699 per week / From £26,000 to £36,399 per year	57	26	31	**	**	**	**	29	28	57	48	**	**	**	48	**	57
	19%	18%	21%	**	**	**	**	19%	21%	19%	20%	**	**	**	18%	**	19%
From £700 to £999 per week / From £36,400 to £51,999 per year	46	25	22	**	**	**	**	35	11	46	39	**	**	**	43	**	46
	16%	17%	15%	**	**	**	**	23%	8%	16%	16%	**	**	**	17%	**	16%
								h									
£1,000 and above per week / £52,000 and above per year	39	22	18	**	**	**	**	35	5	39	31	**	**	**	32	**	39
	13%	15%	12%	**	**	**	**	22%	3%	13%	13%	**	**	**	12%	**	13%
								h		h							
Don't know	23	8	15	**	**	**	**	10	13	23	20	**	**	**	19	**	23
	8%	6%	10%	**	**	**	**	6%	9%	8%	8%	**	**	**	7%	**	8%
Prefer not to say	20	9	12	**	**	**	**	11	8	20	17	**	**	**	20	**	20
	7%	6%	8%	**	**	**	**	7%	5%	7%	7%	**	**	**	8%	**	7%

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