OF COM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

REGION/ NATION.........................................................................................................................1
Base : All parents of children aged 5-15

URBANITY INDICATOR .........................................................................................................................4
Base : All parents of children aged 5-15

LOCATION .........................................................................................................................................................6
Base : All parents of children aged 5-15

NATION .........................................................................................................................................................8
Base : All parents of children aged 5-15

AGE OF CHILD INTERVIEWED .........................................................................................................................10
Base : All parents of children aged 5-15

QP2 GENDER OF CHILD INTERVIEWED ........................................................................................................................13
Base : All parents of children aged 5-15

QP2A What is the occupation of the main wage earner in your household? ........................................................................................................................15
Base : All parents of children aged 5-15

QP3A EQUIPMENT IN THE HOME - TV ........................................................................................................................17
Base : All parents of children aged 5-15

QP3B EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR ........................................................................................................................19
Base : All parents of children aged 5-15

QP3C EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITH internet access ........................................................................................................................21
Base : All parents of children aged 5-15

QP3D EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITHOUT internet access ........................................................................................................................23
Base : All parents of children aged 5-15

QP3E EQUIPMENT IN THE HOME - Tablet computer ........................................................................................................................25
Base : All parents of children aged 5-15

QP3F EQUIPMENT IN THE HOME - Mobile phone (including Smartphone) ........................................................................................................................27
Base : All parents of children aged 5-15

QP3G EQUIPMENT IN THE HOME - Portable media player ........................................................................................................................29
Base : All parents of children aged 5-15

QP3H EQUIPMENT IN THE HOME - Games console connected to a TV ........................................................................................................................31
Base : All parents of children aged 5-15

QP3I EQUIPMENT IN THE HOME - Handheld/ portable games player ........................................................................................................................33
Base : All parents of children aged 5-15

QP3J EQUIPMENT IN THE HOME - Radio (FM/ AM or digital DAB) ........................................................................................................................35
Base : All parents of children aged 5-15

QP3K EQUIPMENT IN THE HOME - DVD player/ DVD recorder/ Blu-ray recorder (Fixed or portable) ........................................................................................................................37
Base : All parents of children aged 5-15

QP3L EQUIPMENT IN THE HOME - Webcam ........................................................................................................................39
Base : All parents of children aged 5-15
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

QP3M EQUIPMENT IN THE HOME - E-Book reader ........................................................................................................................41
Base: All parents of children aged 5-15

QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM ........................................................................................................................43
Base: All parents of children aged 5-15

QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME) ........................................................................................................................47
Base: All parents of children aged 5-15

QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S) ........................................................................................................................51
Base: All parents of children aged 5-15

QP3A-M - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD ........................................................................................................................55
Base: All parents of children aged 5-15

NQP3P 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 files as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and HTC........................................................................................................................59
Base: Parents of children aged 5-15 with a mobile phone

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP ........................................................................................................................61
Base: All parents of children aged 5-15

QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV? ........................................................................................................................63
Base: Parents of children aged 5-15 with a TV in the household

QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV? ........................................................................................................................66
Base: All parents of children aged 5-15

NQP4B I would like to ask you about 'on demand' television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF 'ON DEMAND' TELEVISION SERVICES) Do you, personally use the television to watch any of these 'on demand' services at all? ........................................................................................................................70
Base: Parents of children aged 5-15 with multichannel TV in the household

NQP4C Does your child use the television to watch any of these 'on demand' services at all? ........................................................................................................................72
Base: Parents of children aged 5-15 with multichannel TV in the household

QP6 Does your child's TV set receive a service with extra channels? ........................................................................................................................74
Base: Parents of children aged 5-15 whose child watches TV at home

SUMMARY OF TV IN CHILD'S BEDROOM ........................................................................................................................76
Base: All parents of children aged 5-15

NQP7 You mentioned that you have a Digital Video Recorder (DVR). Does your child ever watch TV programmes or films that have been recorded on this (DVR)? ........................................................................................................................78
Base: Parents of children aged 5-15 with a DVR in the household

QP8A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) ........................................................................................................................80
Base: Parents of children aged 5-15 whose child watches TV at home

QP8B And how many hours would you say he/she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) ........................................................................................................................82
Base: Parents of children aged 5-15 whose child watches TV at home

QP8A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) ........................................................................................................................86
Base: Parents of children aged 5-15 whose child watches TV at home

QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? ........................................................................................................................89
Base: Parents of children aged 5-15 whose child watches TV at home
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

QP10A EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch............................................................93
Base : Parents of children aged 5-15 whose child watches TV at home

QP10B EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television..................................................95
Base : Parents of children aged 5-15 whose child watches TV at home

NQP11 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?..................................................97
Base : Parents of children aged 5-15 with multichannel TV in the household that the child watches

NQP11 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?..................................................99
Base : Parents of children aged 5-15 with multichannel TV in the household that the child watches

QP12 And can you tell me why that is? .......................................................................................................................100
Base : Parents of children aged 5-15 who do not have controls set on their multichannel TV service

QP13 Do you use these parental controls in any of these ways?.........................................................................................104
Base : Parents of children aged 5-15 who have controls set on their multichannel TV service

QP13 Do you use these parental controls in any of these ways?.........................................................................................106
Base : Parents of children aged 5-15 who have controls set on their multichannel TV service

QP14 Does your child know the PIN or password to override these controls?...............................................................108
Base : Parents of children aged 5-15 whose have controls set on their multichannel TV service and a DVR in the household

NQP15 Does your child ever listen to the radio in these ways in your home?.................................................................110
Base : All parents of children aged 5-15

QP16A Please think about the time your child spends listening to radio on a typical school day. How many hours would you say he/ she spends listening to radio on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15).................................................................114
Base : Parents of children aged 5-15 whose child listens to the radio at home

QP16B And how many hours would you say he/ she listens to radio on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15).................................................................116
Base : Parents of children aged 5-15 whose child listens to the radio at home

QP16A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15).................................................................119
Base : Parents of children aged 5-15 whose child listens to the radio at home

QP17 Do you have any of these rules or restrictions about radio that your child listens to?.................................................................122
Base : Parents of children aged 5-15 whose child listens to the radio at home

QP18A EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - The content of the radio shows that they listen to........................................124
Base : Parents of children aged 5-15 whose child listens to the radio at home

QP18B EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio..................................................................................................................126
Base : Parents of children aged 5-15 whose child listens to the radio at home

NQP19 Does your child ever go online at home using a USB stick or dongle to get access to the internet on a computer or laptop through a mobile network?.................................................................128
Base : Parents of children aged 5-15 whose child has access to the internet at home through a PCI/ laptop

NQP20A Do you have a wireless internet connection at home?.................................................................................................130
Base : Parents of children aged 5-15 whose child has access to the internet at home through a PCI/ laptop

NQP21A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home?.................................................................................................132
Base : All parents of children aged 5-15

NQP21B And when your child goes online at home, which device do they mostly use?.................................................................................................137
Base : All parents of children aged 5-15
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

QP30B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely ......................................................... 188
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

QP30C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely ......................................................... 190
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

QP30D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do ......................................................... 192
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

QP31 Does your child watch TV programmes or films in any of the following ways? ......................................................... 194
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

QP32 Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?
QP33 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? IF YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films? ......................................................... 196
Base: Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster's websites

NQP33 And can you tell me why that is? ......................................................... 198
Base: Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster's websites and has not set PIN/Password controls

SUMMARY OF ONLINE PARENTAL MEDIATION ....................................................................................................................... 202
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33A Have you talked to your child about staying safe when they are online? ......................................................... 208
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33B Generally speaking, do you feel you know enough about how to help your child to stay safe when they are online? ......................................................... 210
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CA EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - The content on the websites that they visit ......................................................... 212
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CB EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - How much time they spend online ......................................................... 214
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CC EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Who they are in contact with online ......................................................... 216
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CD EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Any illegal downloading or downloading of copyrighted material ......................................................... 218
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CE EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online ......................................................... 220
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CF EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Them giving out their personal details to inappropriate people ......................................................... 222
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33CG EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Them being bullied online/cyber bullying ......................................................... 224
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

NQP33D In the last year, do you think your child has seen anything online that is worrying, nasty or offensive in some way? ......................................................... 226
Base: Parents of children aged 5-15 whose child uses the internet at home through any device

QP35A Please think about how your child uses his/her mobile phone on a typical school day. How many calls would you say he/she makes on his/her mobile phone - both before and after school? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15) ......................................................... 228
Base: Parents of children aged 5-15 with a mobile phone
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

QP46 Do you have any of these rules or restrictions about the games your child plays at home - whether on a games console, a computer, or any other device?
Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

NQP46A Does your child ever play games at home over the internet on any of these devices which is often referred to as online gaming?
Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

NQP46B When your child plays games at home over the internet, which of these describes how they are playing?
Base: Parents of children aged 5-15 whose child plays games over the internet at home

NQP46C Are there any parental controls set on the handheld games console?
Base: Parents of children aged 5-15 whose child plays games at home on a handheld games console

NQP46D Are there any parental controls set on the games console that is connected to a TV?
Base: Parents of children aged 5-15 whose child plays games at home on a games console connected to a TV

NQP46E And can you tell me why there are no parental controls set on the handheld games console?
Base: Parents of children aged 5-15 who have set controls on the handheld games console

NQP46F And can you tell me why there are no parental controls set on the games console connected to a TV?
Base: Parents of children aged 5-15 who have not set controls on the games console connected to a TV

QP47A EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games that they are playing
Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

QP47B EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - How much time they spend playing games
Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

QP47C EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - Who they are playing online games with through the games player
Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device (and who were able to answer the question)

NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?
Base: Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV

NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?
Base: Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV and who do not only use for playing games

QC0 Was the child to be interviewed present during the interview with their parent?
Base: All children aged 5-15

QC4A Are you confident getting the TV to do what you want it to do?
Base: Children aged 8-15 who watch TV at home

QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?
Base: Children aged 8-15 who watch TV at home

QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?
Base: Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?
Base: Children aged 8-15 who watch TV at home

QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?
Base: Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?
Base: Children aged 8-15 who watch TV at home
<table>
<thead>
<tr>
<th>Question</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?</td>
<td>Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme</td>
</tr>
<tr>
<td>NQC4E I'd like you to think about the ways that TV programme makers in the UK get money to make their programmes. Do you know whether they are allowed to receive money for particular products to appear in their programmes? So, for example, could a fashion company pay for a presenter to wear its clothes during a programme? Or could, a car manufacturer pay for a character to mention one of its cars in a scene in a drama?</td>
<td>Children aged 12-15 who watch TV at home</td>
</tr>
<tr>
<td>QC5 Which of these things, if any, are things that you don't like about TV?</td>
<td>Children aged 8-15 who watch TV at home</td>
</tr>
<tr>
<td>NQC6 Now we're going to talk about radio and how you listen to radio. Do you ever listen to the radio in the following ways at home?</td>
<td>All children aged 12-15</td>
</tr>
<tr>
<td>NQC10A In which rooms do you use the internet at home?</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC10B In which room do you use the internet most often at home?</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>QC11 Thinking about when you're using the internet at home, do you spend most of the time?</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?</td>
<td>All children aged 12-15</td>
</tr>
<tr>
<td>NQC11B And when you go online at home, which device do you mostly use?</td>
<td>All children aged 12-15</td>
</tr>
<tr>
<td>NQC13A HOW OFTEN USE INTERNET FOR - Send or receive emails</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13B HOW OFTEN USE INTERNET FOR - Instant Messaging</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13C HOW OFTEN USE INTERNET FOR - Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13D HOW OFTEN USE INTERNET FOR - Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13E HOW OFTEN USE INTERNET FOR - School work or homework</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13F HOW OFTEN USE INTERNET FOR - Playing games on websites or online</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13G HOW OFTEN USE INTERNET FOR - Downloading or playing music</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13H HOW OFTEN USE INTERNET FOR - Listening to radio over the internet</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13I HOW OFTEN USE INTERNET FOR - Going to a TV channel's website or to particular TV programme websites.</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
<tr>
<td>NQC13J HOW OFTEN USE INTERNET FOR - General surfing/ browsing/ looking around the internet</td>
<td>Children aged 5-15 who use the internet at home through any device</td>
</tr>
</tbody>
</table>
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

NQC13K HOW OFTEN USE INTERNET FOR - Watching or downloading clips or whole TV programmes or films ............................................................ 371
Base : Children aged 5-15 who use the internet at home through any device

NQC13L HOW OFTEN USE INTERNET FOR - Going to sites about news and what is going on in the world .............................................................. 373
Base : Children aged 8-15 who use the internet at home through any device

NQC13M HOW OFTEN USE INTERNET FOR - Going to sites where people can add and change information, like blogs or sites like Wikipedia .............................................................. 375
Base : Children aged 8-15 who use the internet at home through any device

NQC13N HOW OFTEN USE INTERNET FOR - Watching or downloading videos made by people/the general public like on YouTube .............................................................. 377
Base : Children aged 8-15 who use the internet at home through any device

NQC13O HOW OFTEN USE INTERNET FOR - Watching or downloading music videos .............................................................................................. 379
Base : Children aged 8-15 who use the internet at home through any device

NQC13P HOW OFTEN USE INTERNET FOR - Going to photo sharing websites like Flickr or Snapfish ........................................................................ 381
Base : Children aged 8-15 who use the internet at home through any device

NQC13Q HOW OFTEN USE INTERNET FOR - Making or receiving telephone calls using a webcam over the internet using services like Skype ........................................................................... 383
Base : Children aged 8-15 who use the internet at home through any device

NQC13R HOW OFTEN USE INTERNET FOR - Buying things online ....................................................................................................................... 385
Base : Children aged 8-15 who use the internet at home through any device

NQC13S HOW OFTEN USE INTERNET FOR - Sell things online ....................................................................................................................... 387
Base : Children aged 8-15 who use the internet at home through any device

SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT LEAST WEEKLY .............................................................. 389
Base : Children aged 5-15 who use the internet at home through any device

SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT ALL .............................................................................................. 394
Base : Children aged 5-15 who use the internet at home through any device

SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY .............................................................. 398
Base : Children aged 8-15 who use the internet at home through any device

SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT ALL .............................................................................................. 406
Base : Children aged 8-15 who use the internet at home through any device

QC14A When you use the internet to visit social networking websites like Facebook, Bebo, MySpace, hi5 or Twitter, do you believe that all of the information you see is true, most of it is true or just some of it is true? ........................................................................................................... 414
Base : Children aged 8-15 who use the internet at home to visit social networking sites

QC14B When you use the internet to visit sites you use for school work or homework, do you believe that all of the information you see is true, most of it is true or just some of it is true? ........................................................................................................... 416
Base : Children aged 8-15 who use the internet at home to visit sites for school work or homework

QC14C When you use the internet to visit sites about news and what is going on in the world, do you believe that all of the information you see is true, most of it is true or just some of it is true? ........................................................................................................... 418
Base : Children aged 8-15 who use the internet at home to visit sites about news and what is going on in the world

QC14D When you use the internet to visit sites where people can add and change information, like blogs or sites like Wikipedia, do you believe that all of the information you see is true, most of it is true or just some of it is true? ........................................................................................................... 420
Base : Children aged 8-15 who use the internet at home to visit sites where people can add and change information, like blogs or sites like Wikipedia

NQC15A AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - I find it easier to be myself online than when I am with people face to face ........................................................................................................... 422
Base : Children aged 8-15 who use the internet at home through any device

NQC15B AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It's easier to keep things secret or private on the internet than in real life ........................................................................................................... 424
Base : Children aged 8-15 who use the internet at home through any device

Base : Children aged 8-15 who use the internet at home through any device
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

NQC15C AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It's fun being silly or rude on the internet

Base: Children aged 8-15 who use the internet at home through any device

NQC15D AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It's easier to talk about personal things on the internet

Base: Children aged 8-15 who use the internet at home through any device

NQC15E AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - When I'm on the internet I forget about the safety rules

Base: Children aged 8-15 who use the internet at home through any device

NQC15F AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - I feel more confident on the internet than I do in real life

Base: Children aged 8-15 who use the internet at home through any device

QC15 Which of these things, if any, are things that you don't like about the internet?

Base: Children aged 8-15 who use the internet at home through any device

NQC16 In most weeks when you use the internet on any type of computer, mobile phone or games player, would you say that you...

Base: Children aged 8-15 who use the internet at home through any device

NQC16B Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online Which, if any, of these things would you check?

Base: Children aged 12-15 who use the internet at home through any device

QC17F How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?

Base: Children aged 8-15 who use the internet at home through any device

QC17A How confident are you that you can find what you want when you go online?

Base: Children aged 12-15 who use the internet at home through any device

QC17B How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?

Base: Children aged 12-15 who use the internet at home through any device

QC17C How confident are you in judging whether a website you use is truthful?

Base: Children aged 12-15 who use the internet at home through any device

QC17H How confident are you that you know how to stay safe while you are online?

Base: Children aged 8-15 who use the internet at home through any device

QC17D Overall how confident are you as an internet user?

Base: Children aged 12-15 who use the internet at home through any device

QC17A EXPERIENCE OR LEVEL OF INTEREST - Set up your own page or profile on a social networking website like Facebook, Bebo, MySpace, Hi5 or Twitter

Base: Children aged 8-15 who use the internet at home through any device

QC18B EXPERIENCE OR LEVEL OF INTEREST - Created a character that lives or plays in the online world on websites like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia

Base: Children aged 8-15 who use the internet at home through any device

QC18C EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website

Base: Children aged 8-15 who use the internet at home through any device

QC18D EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website

Base: Children aged 8-15 who use the internet at home through any device

QC18E EXPERIENCE OR LEVEL OF INTEREST - Set up your own website

Base: Children aged 8-15 who use the internet at home through any device

QC18F EXPERIENCE OR LEVEL OF INTEREST - Set up your own blog/weblog

Base: Children aged 8-15 who use the internet at home through any device
QC18G EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition ................................................................. 468
   Base : Children aged 8-15 who use the internet at home through any device
QC18H EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues ................................................................. 470
   Base : Children aged 12-15 who use the internet at home through any device
NQC19 Which different social networking sites do you have a page or profile on? (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15) ....................................................................................................................... 472
   Base : Children aged 5-15 with a social networking site profile
QC20 Do you know if your social networking site profile can be seen by other people? Which one of these options best describes who can see it? ....................................................................................................................... 474
   Base : Children aged 8-15 with a social networking site profile that is currently active
QC21 Do you regularly use social networking sites for any of the things shown on this card? ................................................................. 476
   Base : Children aged 8-15 with a social networking site profile that is currently active
QC22 Which of these things, if any, are things that you don't like about social networking sites? ................................................................. 480
   Base : Children aged 8-15 with a social networking site profile that is currently active
QC23 Do you ever use search engine websites like Google, Yahoo, or Bing to find out about other websites or to search for information? ....................................................................................................................... 484
   Base : Children aged 8-15 who use the internet at home through any device
NQC24 When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages? ....................................................................................................................... 486
   Base : Children aged 12-15 who use search engine websites
QC25 Do you use the internet anywhere apart from home at all? ....................................................................................................................... 488
   Base : All children aged 5-15
SUMMARY OF WHERE THE INTERNET IS USED ....................................................................................................................... 492
   Base : All children aged 5-15
NQC26A ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Information about what you are doing ....................................................................................................................... 494
   Base : Children aged 12-15 who use the internet at home or elsewhere
NQC26B ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Information about how you are feeling ....................................................................................................................... 496
   Base : Children aged 12-15 who use the internet at home or elsewhere
NQC26C ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Photos from your holidays ....................................................................................................................... 498
   Base : Children aged 12-15 who use the internet at home or elsewhere
NQC26D ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Photos from being out with your friends ....................................................................................................................... 500
   Base : Children aged 12-15 who use the internet at home or elsewhere
NQC26E ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your home address ....................................................................................................................... 502
   Base : Children aged 12-15 who use the internet at home or elsewhere
NQC26F ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your email address ....................................................................................................................... 504
   Base : Children aged 12-15 who use the internet at home or elsewhere
NQC26G ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your mobile phone number ....................................................................................................................... 506
   Base : Children aged 12-15 who use the internet at home or elsewhere
QC27 Music and films can be downloaded from the internet in two main ways - by paying at an online shop like iTunes, or Tesco.com or by downloading for free from a site where someone else has shared their copy of the music or the film. Sharing content in this way is often illegal Do you think that sharing music and films in this way should be illegal? ....................................................................................................................... 508
   Base : All children aged 12-15
QC27A If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it? ....................................................................................................................... 510
   Base : Children aged 8-15 who use the internet at home or elsewhere
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

NQC27B And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way?
Base: Children aged 8-15 who use the internet at home or elsewhere

NQC28 Have you ever been given any information or advice about how to stay safe while you are online?
Base: Children aged 8-15 who use the internet at home or elsewhere

NQC29 Do you ever play games at home in any of these ways?
Base: All children aged 12-15

QC30 Do you ever play games at home over the internet on any of these devices which is often referred to as online game playing?
Base: Children aged 12-15 who say they ever play games at home on any type of game playing device

NQC31 When you play games at home over the internet, which of these describes how you are playing? Please choose as many as apply...
Base: Children aged 12-15 who say they play games over the internet at home

QC33 Which of these things, if any, are things that you don’t like about playing games over the internet?
Base: Children aged 8-11 and children aged 12-15 who say they play games over the internet at home

QC36A HOW OFTEN USE MOBILE PHONE TO - Make or receive calls.
Base: Children aged 8-15 with a mobile phone

QC36B HOW OFTEN USE MOBILE PHONE TO - Send or receive texts.
Base: Children aged 8-15 with a mobile phone

QC36C HOW OFTEN USE MOBILE PHONE TO - Send or receive photos.
Base: Children aged 8-15 with a mobile phone

QC36D HOW OFTEN USE MOBILE PHONE TO - Send or receive video clips.
Base: Children aged 8-15 with a mobile phone

QC36E HOW OFTEN USE MOBILE PHONE TO - Play games that are loaded on the phone.
Base: Children aged 8-15 with a mobile phone

QC36F HOW OFTEN USE MOBILE PHONE TO - Play games over the internet using your phone.
Base: Children aged 8-15 with a mobile phone

QC36G HOW OFTEN USE MOBILE PHONE TO - Visit websites using your phone.
Base: Children aged 8-15 with a mobile phone

QC36H HOW OFTEN USE MOBILE PHONE TO - Listen to music.
Base: Children aged 8-15 with a mobile phone

QC36I HOW OFTEN USE MOBILE PHONE TO - Take photos.
Base: Children aged 8-15 with a mobile phone

QC36J HOW OFTEN USE MOBILE PHONE TO - Take videos.
Base: Children aged 8-15 with a mobile phone

QC36K HOW OFTEN USE MOBILE PHONE TO - Watch TV programmes or clips.
Base: Children aged 8-15 with a mobile phone

QC36L HOW OFTEN USE MOBILE PHONE TO - Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter.
Base: Children aged 8-15 with a mobile phone

QC36M HOW OFTEN USE MOBILE PHONE TO - Look at videos or clips posted by other people on sites like YouTube.
Base: Children aged 8-15 with a mobile phone
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

QC36N HOW OFTEN USE MOBILE PHONE TO - Put photos or videos on sites like YouTube for others to see .......................................................................................................................556
Base : Children aged 8-15 with a mobile phone

QC36O HOW OFTEN USE MOBILE PHONE TO - Send or receive Twitter updates using your phone .......................................................................................................................558
Base : Children aged 8-15 with a mobile phone

QC36P HOW OFTEN USE MOBILE PHONE TO - Send or receive emails .......................................................................................................................560
Base : Children aged 8-15 with a mobile phone

QC36Q HOW OFTEN USE MOBILE PHONE TO - Use Instant Messaging applications such as Ping or BlackBerry Messenger/ BBM or MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc...............................................................................................562
Base : Children aged 8-15 with a mobile phone

QC36R HOW OFTEN USE MOBILE PHONE TO - Update your location on a service like FourSquare or Facebook Places .......................................................................................................................564
Base : Children aged 8-15 with a mobile phone

SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY .......................................................................................................................566
Base : Children aged 8-15 with a mobile phone

SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL .......................................................................................................................572
Base : Children aged 8-15 with a mobile phone

QC38 Which of these things, if any, are things that you don't like about mobile phones? .......................................................................................................................578
Base : Children aged 8-15 with a mobile phone

QC39A Which of the following do you do almost every day? .......................................................................................................................582
Base : All children aged 5-15

QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away? .......................................................................................................................584
Base : All children aged 5-15

NQC39C In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone? .......................................................................................................................588
Base : All children aged 5-15

NQC39D In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone? .......................................................................................................................590
Base : All children aged 5-15

NQC39E In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online? .......................................................................................................................592
Base : All children aged 5-15

NQC39F In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online? .......................................................................................................................594
Base : All children aged 5-15

NQC39G Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year. .......................................................................................................................596
Base : All children aged 12-15

NQC39H Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone. .......................................................................................................................600
Base : All children aged 12-15

NQC39I Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card...604
Base : Children aged 12-15 who use the internet at home or elsewhere

NQC39J Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this. .......................................................................................................................608
Base : Children aged 12-15 who use the internet at home or elsewhere

NQC39K And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year. .......................................................................................................................612
Base : Children aged 12-15 who use the internet at home or elsewhere
QP59 WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW?

Base: All parents of children aged 5-15
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 1**

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

**REGION/NATION**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Signed Level: 95%</td>
<td>a,b,c</td>
<td>d,e</td>
</tr>
<tr>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

**Unweighted total**

<table>
<thead>
<tr>
<th>REGION/NATION</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Base: All parents of children aged 5-15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Effective Weighted Sample**

<table>
<thead>
<tr>
<th>REGION/NATION</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Base: All parents of children aged 5-15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### REGION/ NATION

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>London</strong></td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>107</td>
<td>107</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>107</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td><strong>South East</strong></td>
<td>131</td>
<td>131</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>109</td>
<td>21</td>
<td>131</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>13%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>13%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>South West</strong></td>
<td>75</td>
<td>75</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>57</td>
<td>18</td>
<td>75</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>7%</td>
<td>9%</td>
<td>-</td>
<td>-</td>
<td>7%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Eastern</strong></td>
<td>103</td>
<td>103</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>84</td>
<td>19</td>
<td>103</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>10%</td>
<td>13%</td>
<td>-</td>
<td>-</td>
<td>10%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>East Midlands</strong></td>
<td>87</td>
<td>87</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>68</td>
<td>19</td>
<td>87</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>9%</td>
<td>11%</td>
<td>-</td>
<td>-</td>
<td>8%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>West Midlands</strong></td>
<td>89</td>
<td>89</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>83</td>
<td>6</td>
<td>89</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>9%</td>
<td>11%</td>
<td>-</td>
<td>-</td>
<td>10%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Wales</strong></td>
<td>40</td>
<td>-</td>
<td>-</td>
<td>40</td>
<td>-</td>
<td>32</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>4%</td>
<td>-%</td>
<td>100%</td>
<td>-%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>-%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Yorkshire &amp; Humber</strong></td>
<td>88</td>
<td>88</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>82</td>
<td>6</td>
<td>88</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>9%</td>
<td>11%</td>
<td>-</td>
<td>-</td>
<td>9%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>North East</strong></td>
<td>44</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>44</td>
<td>-</td>
<td>44</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>4%</td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>4%</td>
<td>-%</td>
<td>4%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>North West</strong></td>
<td>127</td>
<td>127</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>113</td>
<td>14</td>
<td>127</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td>13%</td>
<td>16%</td>
<td>-</td>
<td>-</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td>-%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-%</td>
<td>10%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**REGION/ NATION**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Scotland</td>
<td>90</td>
<td>-</td>
<td>90</td>
<td>-</td>
<td>-</td>
<td>75</td>
<td>15</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>-%</td>
<td>100%</td>
<td>-%</td>
<td>-%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>20</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>20</td>
<td>12</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>100%</td>
<td>1%</td>
<td>6%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 2**

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**URBANITY INDICATOR**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>356</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 2

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

URBANITY INDICATOR

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Large city</td>
<td>142</td>
<td>130</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>142</td>
<td>-</td>
<td>142</td>
</tr>
<tr>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>-%</td>
<td>-%</td>
<td>16%</td>
<td>-%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Smaller city/ Large town</td>
<td>209</td>
<td>182</td>
<td>9</td>
<td>8</td>
<td>3</td>
<td>209</td>
<td>-</td>
<td>209</td>
</tr>
<tr>
<td>21%</td>
<td>23%</td>
<td>10%</td>
<td>21%</td>
<td>17%</td>
<td>24%</td>
<td>-%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Medium town</td>
<td>331</td>
<td>269</td>
<td>22</td>
<td>10</td>
<td>6</td>
<td>331</td>
<td>-</td>
<td>331</td>
</tr>
<tr>
<td>33%</td>
<td>33%</td>
<td>24%</td>
<td>25%</td>
<td>31%</td>
<td>38%</td>
<td>-%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Small town within 10 miles</td>
<td>163</td>
<td>109</td>
<td>24</td>
<td>13</td>
<td>2</td>
<td>163</td>
<td>-</td>
<td>163</td>
</tr>
<tr>
<td>16%</td>
<td>14%</td>
<td>27%</td>
<td>33%</td>
<td>8%</td>
<td>19%</td>
<td>-%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Small town more than 10 miles</td>
<td>21</td>
<td>13</td>
<td>7</td>
<td>-%</td>
<td>1</td>
<td>21</td>
<td>-</td>
<td>21</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>-%</td>
<td>4%</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Rural area within 10 miles</td>
<td>111</td>
<td>96</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>-</td>
<td>111</td>
<td>111</td>
</tr>
<tr>
<td>11%</td>
<td>12%</td>
<td>4%</td>
<td>14%</td>
<td>25%</td>
<td>-%</td>
<td>83%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Rural area more than 10 miles</td>
<td>23</td>
<td>6</td>
<td>11</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>13%</td>
<td>7%</td>
<td>15%</td>
<td>-%</td>
<td>17%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

### Table 3

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

### LOCATION

**Base**: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>1000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>655</td>
</tr>
<tr>
<td>Urban</td>
<td>866</td>
<td>313</td>
<td>314</td>
<td>433</td>
</tr>
<tr>
<td>Rural</td>
<td>134</td>
<td>51</td>
<td>49</td>
<td>67</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**LOCATION**
Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Urban</td>
<td>866</td>
<td>704</td>
<td>75</td>
<td>32</td>
<td>12</td>
<td>866</td>
<td>-</td>
<td>866</td>
</tr>
<tr>
<td>Rural</td>
<td>134</td>
<td>102</td>
<td>15</td>
<td>8</td>
<td>8</td>
<td>-</td>
<td>134</td>
<td>134</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NATION

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DE</td>
<td>ABC1</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 4

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

### NATION

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>England</td>
<td>850</td>
<td>100%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>748</td>
<td>102</td>
<td>850</td>
</tr>
<tr>
<td>Scotland</td>
<td>90</td>
<td>9%</td>
<td>100%</td>
<td>-</td>
<td>-</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Wales</td>
<td>40</td>
<td>4%</td>
<td>-</td>
<td>-</td>
<td>100%</td>
<td>-%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>20</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>100%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 5

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

**AGE OF CHILD INTERVIEWED**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>7-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>AB</td>
<td>C1</td>
<td>DE</td>
</tr>
<tr>
<td>Unweighted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1717</td>
<td>573</td>
<td>556</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Unweighted total: 1717

Effective Weighted Sample: 1349

Total: 1000

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 5**

**AGE OF CHILD INTERVIEWED**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

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

Columns Tested: a,b,c - e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### AGE OF CHILD INTERVIEWED

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Age 5</td>
<td>91</td>
<td>74</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>76</td>
<td>15</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 6</td>
<td>91</td>
<td>69</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>83</td>
<td>8</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 7</td>
<td>91</td>
<td>76</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>80</td>
<td>11</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 8</td>
<td>91</td>
<td>71</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>77</td>
<td>13</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 9</td>
<td>91</td>
<td>74</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>79</td>
<td>12</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 10</td>
<td>91</td>
<td>74</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>78</td>
<td>13</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 11</td>
<td>91</td>
<td>74</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>79</td>
<td>12</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 12</td>
<td>91</td>
<td>75</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>79</td>
<td>12</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 13</td>
<td>91</td>
<td>76</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>77</td>
<td>14</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 14</td>
<td>91</td>
<td>72</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>80</td>
<td>11</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Age 15</td>
<td>91</td>
<td>71</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>78</td>
<td>13</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2 GENDER OF CHILD INTERVIEWED
Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB C1 C2 DE ABC1 C2DE ALL</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717 573 586 558</td>
<td>841 876</td>
<td>277 296 292 294 272 286</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349 452 469 448</td>
<td>665 684</td>
<td>219 233 235 234 220 228</td>
</tr>
<tr>
<td>Total</td>
<td>1000 273 364 364</td>
<td>500 500</td>
<td>136 137 183 180 181 183</td>
</tr>
<tr>
<td>Male</td>
<td>500 136 183 181</td>
<td>500 -</td>
<td>136 - 183 - 181 -</td>
</tr>
<tr>
<td>50% 50% 50% 50%</td>
<td>100% -%</td>
<td>100% -% 100% -%</td>
<td>100% -%</td>
</tr>
<tr>
<td>Female</td>
<td>500 137 180 183</td>
<td>- 500</td>
<td>- 137 - 180 - 183</td>
</tr>
<tr>
<td>50% 50% 50% 50%</td>
<td>-% 100%</td>
<td>-% 100% -%</td>
<td>-% 100%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Table 6

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

QP2 GENDER OF CHILD INTERVIEWED
Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total N</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>Ireland</th>
<th>Urban</th>
<th>Rural</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Male</td>
<td>500</td>
<td>403</td>
<td>45</td>
<td>20</td>
<td>10</td>
<td>433</td>
<td>67</td>
<td>500</td>
</tr>
<tr>
<td>Female</td>
<td>500</td>
<td>402</td>
<td>45</td>
<td>20</td>
<td>10</td>
<td>433</td>
<td>67</td>
<td>500</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 7**

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

**QP2A What is the occupation of the main wage earner in your household?**

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
<td><strong>5-7</strong></td>
<td><strong>8-11</strong></td>
<td><strong>5-7</strong></td>
<td><strong>8-11</strong></td>
<td><strong>12-15</strong></td>
<td><strong>12-15</strong></td>
<td><strong>AB</strong></td>
<td><strong>C1</strong></td>
<td><strong>C2</strong></td>
<td><strong>DE</strong></td>
<td><strong>ABC1</strong></td>
<td><strong>C2DE</strong></td>
</tr>
<tr>
<td><strong>Significance Level:</strong> 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
<td>876</td>
<td>277</td>
<td>296</td>
<td>292</td>
<td>294</td>
<td>272</td>
<td>286</td>
<td>386</td>
<td>463</td>
<td>332</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>209</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>230</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>198</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 7

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

QP2A What is the occupation of the main wage earner in your household?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>A</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>B</td>
<td>991</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>C1</td>
<td>806</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>C2</td>
<td>90</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>D</td>
<td>40</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>E</td>
<td>20</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>AB</td>
<td>134</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>DE</td>
<td>134</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>ABC1</td>
<td>134</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>C2DE</td>
<td>134</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

<table>
<thead>
<tr>
<th>QP3A EQUIPMENT IN THE HOME</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All parents of children aged 5-15</td>
<td></td>
</tr>
<tr>
<td><strong>CHILD'S AGE</strong></td>
<td><strong>CHILD'S GENDER</strong></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1717</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1349</td>
</tr>
<tr>
<td><strong>Child has own one - in their bedroom</strong></td>
<td>612</td>
</tr>
</tbody>
</table>
| **Hol...
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3A EQUIPMENT IN THE HOME - TV

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>612</td>
<td>467</td>
<td>71</td>
<td>27</td>
<td>12</td>
<td>537</td>
<td>75</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>61%</td>
<td>58%</td>
<td>78%</td>
<td>69%</td>
<td>61%</td>
<td>62%</td>
<td>56%</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>375</td>
<td>327</td>
<td>19</td>
<td>12</td>
<td>7</td>
<td>318</td>
<td>56</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>3</td>
<td>3</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 9

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

QP3B EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7 a</td>
<td>8 TO 11 b</td>
<td>12 TO 15 c</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>MALE d</td>
<td>FEMALE e</td>
<td>MALE f</td>
</tr>
<tr>
<td>Total</td>
<td>136</td>
<td>137</td>
<td>183</td>
</tr>
</tbody>
</table>

Child has own one - in their bedroom

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7 a</td>
<td>8 TO 11 b</td>
<td>12 TO 15 c</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE d</td>
<td>FEMALE e</td>
<td></td>
</tr>
</tbody>
</table>
| Child has own one - elsewhere

<table>
<thead>
<tr>
<th>HOUSEHOLD HAS &amp; CHILD MAKES USE OF</th>
<th>527</th>
<th>140</th>
<th>193</th>
<th>195</th>
<th>255</th>
<th>272</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household has &amp; child makes use</td>
<td>70</td>
<td>70</td>
<td>87</td>
<td>105</td>
<td>98</td>
<td>97</td>
</tr>
<tr>
<td>of</td>
<td>125</td>
<td>169</td>
<td>122</td>
<td>112</td>
<td>294</td>
<td>234</td>
</tr>
<tr>
<td>Households has but child does not</td>
<td>50</td>
<td>23</td>
<td>15</td>
<td>12</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>use</td>
<td>9</td>
<td>9</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Households that do not have a D V R

<table>
<thead>
<tr>
<th>HOUSEHOLD HAS BUT CHILD DOES NOT USE</th>
<th>333</th>
<th>94</th>
<th>126</th>
<th>112</th>
<th>173</th>
<th>160</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not have in the household</td>
<td>46</td>
<td>48</td>
<td>71</td>
<td>55</td>
<td>55</td>
<td>57</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>HOUSEHOLD HAS BUT CHILD DOES NOT USE</th>
<th>5</th>
<th>1</th>
<th>1</th>
<th>3</th>
<th>4</th>
<th>1</th>
</tr>
</thead>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### QP3B EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR

**Base**: All parents of children aged 5-15

**Significance Level**: 95%

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td><strong>Child has own one - in their bedroom</strong></td>
<td>82</td>
<td>60</td>
<td>14</td>
<td>4</td>
<td>3</td>
<td>66</td>
<td>17</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td></td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td></td>
<td>8%</td>
<td>7%</td>
<td>16%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Child has own one - elsewhere</strong></td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*%</td>
<td>-*%</td>
<td>-*%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
</tr>
<tr>
<td><strong>Household has &amp; child makes use of</strong></td>
<td>527</td>
<td>440</td>
<td>40</td>
<td>18</td>
<td>11</td>
<td>448</td>
<td>79</td>
<td>527</td>
</tr>
<tr>
<td></td>
<td></td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>b</td>
<td>b</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td></td>
<td>53%</td>
<td>55%</td>
<td>45%</td>
<td>45%</td>
<td>54%</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Household has but child does not use</strong></td>
<td>50</td>
<td>34</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>45</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>adef</td>
<td>adef</td>
<td>adef</td>
<td>adef</td>
<td>adef</td>
<td>adef</td>
<td>adef</td>
</tr>
<tr>
<td><strong>Do not have in the household</strong></td>
<td>333</td>
<td>265</td>
<td>29</td>
<td>13</td>
<td>5</td>
<td>301</td>
<td>32</td>
<td>333</td>
</tr>
<tr>
<td></td>
<td></td>
<td>df</td>
<td>f</td>
<td>f</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td></td>
<td>33%</td>
<td>33%</td>
<td>32%</td>
<td>33%</td>
<td>25%</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>5</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*%</td>
<td>1%</td>
<td>-*%</td>
<td>-*%</td>
<td>-%</td>
<td>1%</td>
<td>-*%</td>
</tr>
</tbody>
</table>

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

---

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

### QP3C EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITH internet access

**Base**: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>MALE</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1717</td>
<td>1349</td>
</tr>
</tbody>
</table>

Child has own one - in their bedroom

- Total: 219
- 22% Male
- 50% Male
- 12% Male
- 8% Male

Child has own one - elsewhere

- 1717
- 1349

Household has & child makes use of

- 588
- 161
- 253
- 288

Household has but child does not use

- 332
- 264
- 588

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3C EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITH internet access

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>219</td>
<td>181</td>
<td>16</td>
<td>9</td>
<td>4</td>
<td>186</td>
<td>33</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>22%</td>
<td>17%</td>
<td>23%</td>
<td>19%</td>
<td>22%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>17</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>16</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>588</td>
<td>487</td>
<td>44</td>
<td>20</td>
<td>12</td>
<td>508</td>
<td>80</td>
<td>588</td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>60%</td>
<td>49%</td>
<td>50%</td>
<td>58%</td>
<td>59%</td>
<td>60%</td>
<td>59%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>82</td>
<td>61</td>
<td>13</td>
<td>4</td>
<td>2</td>
<td>71</td>
<td>11</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>14%</td>
<td>11%</td>
<td>10%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>93</td>
<td>62</td>
<td>17</td>
<td>6</td>
<td>2</td>
<td>85</td>
<td>8</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>8%</td>
<td>19%</td>
<td>15%</td>
<td>8%</td>
<td>10%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 11

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

QP3D EQUIPMENT IN THE HOME - PC/ laptop/ netbook WITHOUT internet access

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE FEMALE</td>
<td>MALE FEMALE 8-11</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>566</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>37</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>48</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>24</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>856</td>
<td>227</td>
<td>311</td>
</tr>
<tr>
<td>Don't know</td>
<td>31</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - e,f,g,h,i,j,k,l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 11

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

QP3D EQUIPMENT IN THE HOME - PC/laptop/netbook WITHOUT internet access

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
<td>IRELAND</td>
<td>URBAN</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>134</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>37</td>
<td>28</td>
<td>4</td>
<td>2</td>
<td>*</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td>*%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>48</td>
<td>38</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>18</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>856</td>
<td>692</td>
<td>77</td>
<td>35</td>
<td>16</td>
<td>745</td>
</tr>
<tr>
<td></td>
<td>86%</td>
<td>86%</td>
<td>85%</td>
<td>87%</td>
<td>81%</td>
<td>86%</td>
</tr>
<tr>
<td>Don't know</td>
<td>31</td>
<td>27</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 12

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

**QP3E EQUIPMENT IN THE HOME - Tablet computer**

*Base: All parents of children aged 5-15*

<table>
<thead>
<tr>
<th>SIGNIFICANCE LEVEL: 95%</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td></td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
</tr>
<tr>
<td></td>
<td>m</td>
<td>n</td>
<td>o</td>
<td>p</td>
</tr>
<tr>
<td></td>
<td>q</td>
<td>r</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Unweighted total** | 1717 | 573 | 586 | 558 | 841 | 876 | 277 | 296 | 292 | 294 | 272 | 286 | 386 | 493 | 332 | 506 | 879 | 838 | 1717 |
| **Effective Weighted Sample** | 1349 | 452 | 469 | 448 | 665 | 684 | 219 | 233 | 235 | 234 | 220 | 228 | 292 | 393 | 270 | 395 | 684 | 665 | 1349 |

| **Child has own one - in their bedroom** | | | | |
| Total                                   | 20 | 1  | 7  | 13 | 10 | 10 | -  | 1  | 3  | 3  | 7  | 6  | 6  | 4  | 6  | 4  | 4  | 4  | 4  | 4  | 10 | 10 | 20 |
| Child has own one - elsewhere           | 2  | *  | x  | 2  | 1  | 1  | -  | -  | -  | -  | -  | -  | 1  | 1  | -  | -  | 2  | 2  | -  | *  | 2  | 2  |
| Household has & child makes use of      | 27 | 5  | 14 | 8  | 19 | 9  | 4  | 1  | 9  | 4  | 5  | 3  | 9  | 8  | 5  | 5  | 17 | 10 | 27 |
| Household has but child does not use    | 20 | 8  | 8  | 4  | 12 | 8  | 4  | 3  | 4  | 4  | 3  | 1  | 7  | 6  | 2  | 5  | 13 | 7  | 20 |
| Do not have in the household            | 901 | 250 | 328 | 323 | 447 | 454 | 124 | 126 | 164 | 163 | 159 | 164 | 176 | 277 | 180 | 268 | 453 | 448 | 901 |
| Don't know                              | 30 | 9  | 7  | 14 | 13 | 17 | 3  | 5  | 2  | 5  | 7  | 7  | 9  | 8  | 5  | 9  | 17 | 13 | 30 |

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

Prepared by Saville Rossiter-Base : 01727 899 399
### QP3E EQUIPMENT IN THE HOME - Tablet computer

**Base:** All parents of children aged 5-15

**Significance Level:** 95%

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>20</td>
<td>15</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>aeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-*%</td>
<td>-%</td>
<td>-*%</td>
<td>*%</td>
<td>*%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>aeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>27</td>
<td>25</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>21</td>
<td>6</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>aeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>20</td>
<td>16</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>17</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>aeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do not have in the household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>901</td>
<td>723</td>
<td>83</td>
<td>35</td>
<td>17</td>
<td>766</td>
<td>114</td>
<td>901</td>
</tr>
<tr>
<td></td>
<td></td>
<td>90%</td>
<td>90%</td>
<td>93%</td>
<td>88%</td>
<td>87%</td>
<td>91%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>f</td>
<td></td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td>30</td>
<td>26</td>
<td>3</td>
<td>*</td>
<td>*</td>
<td>24</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Columns Tested: a,b,c,d,e,f,g*
### QP3F EQUIPMENT IN THE HOME - Mobile phone (including Smartphone)

Base: All parents of children aged 5-15

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>5 TO 7 MALE</td>
<td>5 TO 7 FEMALE</td>
<td>8 TO 11 MALE</td>
<td>8 TO 11 FEMALE</td>
</tr>
<tr>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>12 TO 15 MALE</td>
<td>12 TO 15 FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>m</td>
<td>n</td>
<td>o</td>
<td>p</td>
</tr>
<tr>
<td>q</td>
<td>r</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**Table Notes:**
- Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
- Child has own one - in their bedroom
  - Percentage: 51%
  - Base: 52%
  - 52% of children aged 5-7 have their own mobile phone in their bedroom.

- Household has & child makes use of
  - Percentage: 82%
  - Base: 52%
  - 82% of households have a mobile phone and children make use of it.

- Household has but child does not use
  - Percentage: 33%
  - Base: 33%
  - 33% of households have a mobile phone but children do not use it.

- Do not have in the household
  - Percentage: 7%
  - Base: 7%
  - 7% of households do not have a mobile phone.

- Don't know
  - Percentage: 2%
  - Base: 2%
  - 2% of respondents do not know if their child has a mobile phone.
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3F EQUIPMENT IN THE HOME - Mobile phone (including Smartphone)

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL  g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>515</td>
<td>408</td>
<td>50</td>
<td>24</td>
<td>11</td>
<td>446</td>
<td>70</td>
<td>515</td>
</tr>
<tr>
<td></td>
<td>52%</td>
<td>51%</td>
<td>56%</td>
<td>59%</td>
<td>53%</td>
<td>51%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>82</td>
<td>68</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>72</td>
<td>9</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>3%</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>332</td>
<td>269</td>
<td>28</td>
<td>13</td>
<td>7</td>
<td>286</td>
<td>46</td>
<td>332</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
<td>31%</td>
<td>34%</td>
<td>33%</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>69</td>
<td>59</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>60</td>
<td>8</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-*</td>
<td>-*</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3G EQUIPMENT IN THE HOME - Portable media player

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base: All parents of children aged 5-15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>7-11</th>
<th>8-11</th>
<th>12-15</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>CZDE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child has own one - in their bedroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
<td>876</td>
<td>277</td>
<td>296</td>
<td>292</td>
<td>294</td>
<td>272</td>
<td>286</td>
<td>386</td>
<td>493</td>
<td>332</td>
<td>506</td>
<td>879</td>
<td>838</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
<td>684</td>
<td>665</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>298</td>
<td>301</td>
<td>511</td>
<td>489</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
<td>876</td>
<td>277</td>
<td>296</td>
<td>292</td>
<td>294</td>
<td>272</td>
<td>286</td>
<td>386</td>
<td>493</td>
<td>332</td>
<td>506</td>
<td>879</td>
<td>838</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
<td>684</td>
<td>665</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>298</td>
<td>301</td>
<td>511</td>
<td>489</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
<td>876</td>
<td>277</td>
<td>296</td>
<td>292</td>
<td>294</td>
<td>272</td>
<td>286</td>
<td>386</td>
<td>493</td>
<td>332</td>
<td>506</td>
<td>879</td>
<td>838</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
<td>684</td>
<td>665</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>298</td>
<td>301</td>
<td>511</td>
<td>489</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
<td>876</td>
<td>277</td>
<td>296</td>
<td>292</td>
<td>294</td>
<td>272</td>
<td>286</td>
<td>386</td>
<td>493</td>
<td>332</td>
<td>506</td>
<td>879</td>
<td>838</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
<td>684</td>
<td>665</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>298</td>
<td>301</td>
<td>511</td>
<td>489</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>552</td>
<td>192</td>
<td>202</td>
<td>158</td>
<td>293</td>
<td>259</td>
<td>102</td>
<td>90</td>
<td>108</td>
<td>94</td>
<td>83</td>
<td>75</td>
<td>90</td>
<td>160</td>
<td>105</td>
<td>198</td>
<td>250</td>
<td>303</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>455</td>
<td>132</td>
<td>151</td>
<td>114</td>
<td>239</td>
<td>251</td>
<td>100</td>
<td>90</td>
<td>108</td>
<td>94</td>
<td>83</td>
<td>75</td>
<td>90</td>
<td>160</td>
<td>105</td>
<td>198</td>
<td>250</td>
<td>303</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>298</td>
<td>301</td>
<td>511</td>
<td>489</td>
</tr>
<tr>
<td>Don't know</td>
<td>17</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>17</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3G EQUIPMENT IN THE HOME - Portable media player

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>274</td>
<td>221</td>
<td>23</td>
<td>9</td>
<td>5</td>
<td>228</td>
<td>47</td>
<td>274</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>27%</td>
<td>22%</td>
<td>23%</td>
<td>26%</td>
<td>35%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>14</td>
<td>13</td>
<td>*</td>
<td>*</td>
<td>1</td>
<td>12</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>2%</td>
<td>*%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>67</td>
<td>59</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>53</td>
<td>14</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
<td>11%</td>
<td>6%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>75</td>
<td>59</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>67</td>
<td>8</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>552</td>
<td>439</td>
<td>55</td>
<td>27</td>
<td>11</td>
<td>495</td>
<td>57</td>
<td>552</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>54%</td>
<td>61%</td>
<td>67%</td>
<td>54%</td>
<td>57%</td>
<td>43%</td>
<td>55%</td>
</tr>
<tr>
<td>Don't know</td>
<td>17</td>
<td>14</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>13</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3H EQUIPMENT IN THE HOME - Games console connected to a TV

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Unweighted total

<table>
<thead>
<tr>
<th>Base</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>558</td>
<td>568</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>448</td>
<td>469</td>
</tr>
</tbody>
</table>

#### Child has own one - in their bedroom

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Child has own one - elsewhere

<table>
<thead>
<tr>
<th>Child has own one - elsewhere</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>
| Household has & child makes use of

<table>
<thead>
<tr>
<th>Household has &amp; child makes use of</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>
| Household has but child does not use

<table>
<thead>
<tr>
<th>Household has but child does not use</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>
| Do not have in the household

<table>
<thead>
<tr>
<th>Do not have in the household</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>
| Don't know

<table>
<thead>
<tr>
<th>Don't know</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3H EQUIPMENT IN THE HOME - Games console connected to a TV

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>356</td>
<td>265</td>
<td>48</td>
<td>16</td>
<td>6</td>
<td>312</td>
<td>44</td>
<td>356</td>
</tr>
<tr>
<td>Unweighted</td>
<td>36%</td>
<td>33%</td>
<td>54%</td>
<td>40%</td>
<td>32%</td>
<td>36%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>393</td>
<td>333</td>
<td>25</td>
<td>15</td>
<td>9</td>
<td>334</td>
<td>60</td>
<td>393</td>
</tr>
<tr>
<td>Unweighted</td>
<td>39%</td>
<td>41%</td>
<td>28%</td>
<td>38%</td>
<td>43%</td>
<td>39%</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>43</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>43</td>
<td>9</td>
<td>52</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>52</td>
<td>43</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>43</td>
<td>9</td>
<td>52</td>
</tr>
<tr>
<td>Unweighted</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>168</td>
<td>138</td>
<td>11</td>
<td>5</td>
<td>3</td>
<td>150</td>
<td>18</td>
<td>168</td>
</tr>
<tr>
<td>Unweighted</td>
<td>17%</td>
<td>17%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>17%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 16

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

**QP3I EQUIPMENT IN THE HOME - Handheld/ portable games player**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
</tbody>
</table>

| Significance Level: 95% | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total       | 1717 | 573 | 558 | 841 | 876 | 277 | 296 | 292 | 294 | 272 | 286 | 386 | 493 | 332 | 506 | 879 | 838 | 1717 |
| Effective Weighted Sample | 1349 | 452 | 448 | 665 | 684 | 219 | 233 | 235 | 234 | 220 | 228 | 292 | 393 | 270 | 395 | 684 | 665 | 1349 |
| Child has own one - in their bedroom | 539 | 106 | 226 | 207 | 274 | 265 | 55 | 51 | 118 | 108 | 101 | 106 | 117 | 160 | 119 | 143 | 277 | 262 | 539 |
| Child has own one - elsewhere | 40 | 18 | 18 | 4 | 18 | 22 | 8 | 11 | 10 | 7 | * | 4 | 12 | 18 | 5 | 4 | 30 | 10 | 40 |
| Household has & child makes use of | 134 | 54 | 47 | 33 | 69 | 65 | 26 | 28 | 26 | 21 | 17 | 16 | 24 | 43 | 26 | 40 | 68 | 66 | 134 |
| Household has but child does not use | 32 | 9 | 4 | 18 | 15 | 17 | 4 | 5 | 1 | 4 | 10 | 8 | 7 | 12 | 5 | 8 | 18 | 14 | 32 |
| Do not have in the household | 248 | 83 | 66 | 99 | 121 | 127 | 42 | 41 | 27 | 39 | 52 | 47 | 48 | 69 | 42 | 90 | 117 | 131 | 248 |
| Don’t know | 8 | 3 | 3 | 2 | 4 | 4 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | - | 1 | 6 | 1 | 6 | 8 |

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3I EQUIPMENT IN THE HOME - Handheld/ portable games player

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>539</td>
<td>419</td>
<td>54</td>
<td>21</td>
<td>10</td>
<td>459</td>
<td>80</td>
<td>539</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>40</td>
<td>33</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>36</td>
<td>4</td>
<td>40</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QPJ Equipment in the Home - Radio (FM/AM or Digital DAB)

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>841</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

**Columns Tested:** a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

QP3J EQUIPMENT IN THE HOME - Radio (FM/ AM or digital DAB)

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>241</td>
<td>192</td>
<td>17</td>
<td>8</td>
<td>6</td>
<td>196</td>
<td>45</td>
<td>241</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>256</td>
<td>224</td>
<td>12</td>
<td>8</td>
<td>6</td>
<td>218</td>
<td>38</td>
<td>256</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>344</td>
<td>259</td>
<td>44</td>
<td>20</td>
<td>6</td>
<td>311</td>
<td>33</td>
<td>344</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>148</td>
<td>122</td>
<td>17</td>
<td>4</td>
<td>3</td>
<td>130</td>
<td>18</td>
<td>148</td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>7</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>*</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 18

**QP3K EQUIPMENT IN THE HOME - DVD player/ DVD recorder/ Blu-ray recorder (Fixed or portable)**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
<th>QP3K EQUIPMENT IN THE HOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child has own one - in their bedroom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3K EQUIPMENT IN THE HOME - DVD player/ DVD recorder/ Blu-ray recorder (Fixed or portable)

Base: All parents of children aged 5-15

### NATION

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
</tbody>
</table>

**Child has own one - in their bedroom**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>355</td>
<td>273</td>
<td>37</td>
<td>11</td>
<td>8</td>
<td>299</td>
<td>57</td>
<td>355</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>36%</td>
<td>34%</td>
<td>41%</td>
<td>27%</td>
<td>39%</td>
<td>34%</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>5</td>
<td>4</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>5</td>
<td>*</td>
<td>5</td>
</tr>
</tbody>
</table>

**Household has & child makes use of**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>452</td>
<td>380</td>
<td>28</td>
<td>19</td>
<td>9</td>
<td>388</td>
<td>64</td>
<td>452</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>45%</td>
<td>47%</td>
<td>31%</td>
<td>48%</td>
<td>46%</td>
<td>45%</td>
<td>48%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Household has but child does not use**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>63</td>
<td>41</td>
<td>12</td>
<td>7</td>
<td>1</td>
<td>58</td>
<td>6</td>
<td>63</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>6%</td>
<td>5%</td>
<td>13%</td>
<td>17%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Do not have in the household**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>121</td>
<td>103</td>
<td>13</td>
<td>3</td>
<td>1</td>
<td>113</td>
<td>8</td>
<td>121</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>12%</td>
<td>13%</td>
<td>14%</td>
<td>6%</td>
<td>7%</td>
<td>13%</td>
<td>6%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Don't know**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 19

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

### QP3L EQUIPMENT IN THE HOME - Webcam

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB  C1  C2  DE  ABC1  C2DE  ALL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>a  b  c  d  e  f  g  h  i  j  k  l  m  n  o  p  q  r</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
<td>684</td>
<td>665</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>234</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
<td>684</td>
<td>665</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7 male</td>
<td>97</td>
<td>2</td>
<td>19</td>
<td>76</td>
<td>43</td>
<td>54</td>
<td>1</td>
<td>1</td>
<td>9</td>
<td>10</td>
<td>33</td>
<td>44</td>
<td>22</td>
<td>30</td>
<td>20</td>
<td>25</td>
<td>52</td>
<td>45</td>
</tr>
<tr>
<td>8-11 male</td>
<td>10%</td>
<td>1%</td>
<td>5%</td>
<td>21%</td>
<td>9%</td>
<td>11%</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
<td>5%</td>
<td>18%</td>
<td>24%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>12-15 male</td>
<td>11%</td>
<td>10%</td>
<td>8%</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
<td>8%</td>
<td>7%</td>
<td>17%</td>
<td>15%</td>
<td>16%</td>
<td>21%</td>
<td>21%</td>
<td>17%</td>
<td>13%</td>
<td>19%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7 male</td>
<td>115</td>
<td>17%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
<td>13%</td>
<td>30</td>
<td>24</td>
<td>21</td>
<td>25</td>
<td>14</td>
<td>3</td>
<td>35</td>
<td>41</td>
<td>13</td>
<td>28</td>
<td>76</td>
<td>42</td>
</tr>
<tr>
<td>8-11 male</td>
<td>12%</td>
<td>20%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
<td>13%</td>
<td>22%</td>
<td>17%</td>
<td>11%</td>
<td>14%</td>
<td>8%</td>
<td>2%</td>
<td>17%</td>
<td>14%</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>12-15 male</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7 male</td>
<td>608</td>
<td>191</td>
<td>229</td>
<td>187</td>
<td>302</td>
<td>305</td>
<td>92</td>
<td>99</td>
<td>117</td>
<td>133</td>
<td>94</td>
<td>93</td>
<td>103</td>
<td>175</td>
<td>130</td>
<td>201</td>
<td>277</td>
<td>331</td>
</tr>
<tr>
<td>8-11 male</td>
<td>61%</td>
<td>70%</td>
<td>63%</td>
<td>51%</td>
<td>60%</td>
<td>61%</td>
<td>68%</td>
<td>73%</td>
<td>64%</td>
<td>63%</td>
<td>52%</td>
<td>51%</td>
<td>49%</td>
<td>58%</td>
<td>65%</td>
<td>69%</td>
<td>54%</td>
<td>68%</td>
</tr>
<tr>
<td>12-15 male</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3L EQUIPMENT IN THE HOME - Webcam

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>97</td>
<td>81</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>83</td>
<td>14</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>8</td>
<td>8</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>8</td>
<td>*</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>*%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>150</td>
<td>131</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>119</td>
<td>31</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>16%</td>
<td>9%</td>
<td>8%</td>
<td>13%</td>
<td>14%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>117</td>
<td>91</td>
<td>9</td>
<td>7</td>
<td>3</td>
<td>98</td>
<td>20</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>18%</td>
<td>14%</td>
<td>11%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>608</td>
<td>477</td>
<td>65</td>
<td>25</td>
<td>13</td>
<td>540</td>
<td>68</td>
<td>608</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>59%</td>
<td>72%</td>
<td>63%</td>
<td>63%</td>
<td>62%</td>
<td>51%</td>
<td>61%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>20</td>
<td>18</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>19</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3M EQUIPMENT IN THE HOME - E-Book reader

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

### Significance Level: 95%

- **a**
- **b**
- **c**
- **d**
- **e**
- **f**
- **g**
- **h**
- **i**
- **j**
- **k**
- **l**
- **m**
- **n**
- **o**
- **p**
- **q**
- **r**

**Columns Tested:** a, b, c, d, e, f, g, h, i, k, l, m, n, o, p, q, r

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3M EQUIPMENT IN THE HOME - E-Book reader

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Child has own one - in their bedroom</td>
<td>6</td>
<td>5</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>*%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Child has own one - elsewhere</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
<td></td>
</tr>
<tr>
<td>Household has &amp; child makes use of</td>
<td>16</td>
<td>10</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>15</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Household has but child does not use</td>
<td>30</td>
<td>24</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>23</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>8%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Do not have in the household</td>
<td>911</td>
<td>732</td>
<td>86</td>
<td>35</td>
<td>19</td>
<td>794</td>
<td>117</td>
<td>911</td>
</tr>
<tr>
<td>91%</td>
<td>91%</td>
<td>95%</td>
<td>88%</td>
<td>94%</td>
<td>92%</td>
<td>87%</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>34</td>
<td>30</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>27</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>Total</td>
<td>1717</td>
<td>573</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1349</td>
<td>452</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
</tr>
<tr>
<td>b</td>
</tr>
<tr>
<td>c</td>
</tr>
<tr>
<td>d</td>
</tr>
<tr>
<td>e</td>
</tr>
<tr>
<td>f</td>
</tr>
<tr>
<td>g</td>
</tr>
<tr>
<td>h</td>
</tr>
<tr>
<td>i</td>
</tr>
<tr>
<td>j</td>
</tr>
<tr>
<td>k</td>
</tr>
<tr>
<td>l</td>
</tr>
<tr>
<td>m</td>
</tr>
<tr>
<td>n</td>
</tr>
<tr>
<td>o</td>
</tr>
<tr>
<td>p</td>
</tr>
<tr>
<td>q</td>
</tr>
<tr>
<td>r</td>
</tr>
</tbody>
</table>

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

**Handheld/ portable games player**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>Total</td>
<td>539</td>
<td>106</td>
</tr>
</tbody>
</table>

**Any type of mobile phone including smartphone**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
<td>22</td>
</tr>
</tbody>
</table>

**Any type of media player or DVD recorder**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>Total</td>
<td>355</td>
<td>75</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Table 21

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

**Q3PA-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM**

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>d</td>
</tr>
<tr>
<td>5 - 7</td>
<td>181</td>
<td>182</td>
<td>54</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>a</td>
<td>b</td>
<td>d</td>
</tr>
<tr>
<td>8-11</td>
<td>142</td>
<td>143</td>
<td>43</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>a</td>
<td>b</td>
<td>d</td>
</tr>
<tr>
<td>12-15</td>
<td>103</td>
<td>104</td>
<td>31</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total: 1717
Weighted total: 1349

Webcam
- Male: 97, Female: 97
- Male: 2, Female: 2
- Male: 19, Female: 19
- Male: 76, Female: 76
- Male: 43, Female: 43

Digital Video Recorder/ DVR
- Male: 82, Female: 82
- Male: 13, Female: 13
- Male: 29, Female: 29
- Male: 40, Female: 40

PC/ laptop/ netbook without internet access
- Male: 37, Female: 37
- Male: 9, Female: 9
- Male: 18, Female: 18
- Male: 10, Female: 10

Tablet computer (like an iPad)
- Male: 20, Female: 20
- Male: 1, Female: 1
- Male: 7, Female: 7
- Male: 13, Female: 13

E-book reader
- Male: 6, Female: 6
- Male: 2, Female: 2
- Male: 4, Female: 4

ANY GAMES CONSOLE/ PLAYER
- Male: 624, Female: 624
- Male: 120, Female: 120
- Male: 250, Female: 250

None of these
- Male: 148, Female: 148
- Male: 95, Female: 95

Mean number of types of equipment (out of 13)
- Male: 3.4, Female: 3.4
- Male: 1.7, Female: 1.7

Standard deviation
- Male: 2.47, Female: 2.47
- Male: 1.78, Female: 1.78

Standard error
- Male: 0.06, Female: 0.06
- Male: 0.07, Female: 0.07

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>TV</td>
<td>612</td>
<td>467</td>
<td>71</td>
<td>27</td>
<td>12</td>
<td>537</td>
<td>75</td>
<td>612</td>
</tr>
<tr>
<td>Handheld/ portable games player</td>
<td>539</td>
<td>419</td>
<td>54</td>
<td>21</td>
<td>10</td>
<td>459</td>
<td>80</td>
<td>539</td>
</tr>
<tr>
<td>Any type of mobile phone including smartphone</td>
<td>515</td>
<td>408</td>
<td>50</td>
<td>24</td>
<td>11</td>
<td>446</td>
<td>70</td>
<td>515</td>
</tr>
<tr>
<td>Games console connected to a TV</td>
<td>356</td>
<td>265</td>
<td>48</td>
<td>16</td>
<td>6</td>
<td>312</td>
<td>44</td>
<td>356</td>
</tr>
<tr>
<td>DVD player/ recorder/ Blu-Ray recorder</td>
<td>355</td>
<td>273</td>
<td>37</td>
<td>11</td>
<td>8</td>
<td>299</td>
<td>57</td>
<td>355</td>
</tr>
<tr>
<td>Portable media player</td>
<td>274</td>
<td>221</td>
<td>23</td>
<td>9</td>
<td>5</td>
<td>228</td>
<td>47</td>
<td>274</td>
</tr>
<tr>
<td>Radio</td>
<td>241</td>
<td>192</td>
<td>17</td>
<td>8</td>
<td>6</td>
<td>196</td>
<td>45</td>
<td>241</td>
</tr>
<tr>
<td>PC/ laptop/ netbook with internet access</td>
<td>219</td>
<td>181</td>
<td>16</td>
<td>9</td>
<td>4</td>
<td>186</td>
<td>33</td>
<td>219</td>
</tr>
<tr>
<td>Webcam</td>
<td>97</td>
<td>81</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>83</td>
<td>14</td>
<td>97</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS IN THEIR BEDROOM

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Digital Video Recorder/ DVR</td>
<td>82</td>
<td>60</td>
<td>14</td>
<td>4</td>
<td>3</td>
<td>66</td>
<td>17</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>16%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>PC/ laptop/ netbook without internet access</td>
<td>37</td>
<td>28</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>31</td>
<td>7</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Tablet computer (like an iPad)</td>
<td>20</td>
<td>15</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>E-book reader</td>
<td>6</td>
<td>5</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>%</td>
<td>%</td>
<td>2%</td>
</tr>
<tr>
<td>ANY GAMES CONSOLE/ PLAYER</td>
<td>624</td>
<td>481</td>
<td>68</td>
<td>25</td>
<td>12</td>
<td>536</td>
<td>89</td>
<td>624</td>
</tr>
<tr>
<td></td>
<td>62%</td>
<td>60%</td>
<td>76%</td>
<td>61%</td>
<td>60%</td>
<td>62%</td>
<td>66%</td>
<td>62%</td>
</tr>
<tr>
<td>None of these</td>
<td>148</td>
<td>131</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>130</td>
<td>18</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>16%</td>
<td>9%</td>
<td>10%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Mean number of types of equipment (out of 13)</td>
<td>3.4</td>
<td>3.2</td>
<td>3.8</td>
<td>3.4</td>
<td>3.4</td>
<td>3.3</td>
<td>3.7</td>
<td>3.4</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>2.47</td>
<td>2.48</td>
<td>2.29</td>
<td>2.36</td>
<td>2.46</td>
<td>2.46</td>
<td>2.56</td>
<td>2.47</td>
</tr>
<tr>
<td>Standard error</td>
<td>.06</td>
<td>.08</td>
<td>.15</td>
<td>.17</td>
<td>.18</td>
<td>.07</td>
<td>.15</td>
<td>.06</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

### Table 22

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

### QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
</tr>
<tr>
<td>TV</td>
<td>618</td>
<td>124</td>
<td>225</td>
<td>268</td>
</tr>
<tr>
<td>Handheld/ portable games player</td>
<td>578</td>
<td>124</td>
<td>243</td>
<td>211</td>
</tr>
<tr>
<td>DVD player/ recorder/ Blu-Ray recorder</td>
<td>384</td>
<td>55</td>
<td>148</td>
<td>181</td>
</tr>
<tr>
<td>Portable media player</td>
<td>298</td>
<td>20</td>
<td>101</td>
<td>168</td>
</tr>
<tr>
<td>Radio</td>
<td>244</td>
<td>30</td>
<td>91</td>
<td>123</td>
</tr>
<tr>
<td>PC/laptop/ netbook with internet access</td>
<td>237</td>
<td>15</td>
<td>57</td>
<td>164</td>
</tr>
</tbody>
</table>

Any type of mobile phone including smartphone

Games console connected to a TV

Any type of computer (PC/ laptop/ netbook)

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>1000</td>
</tr>
<tr>
<td>Unweighted</td>
<td>1717</td>
<td>1717</td>
</tr>
<tr>
<td>Effective</td>
<td>1349</td>
<td>1349</td>
</tr>
</tbody>
</table>

### Table 22

<table>
<thead>
<tr>
<th>Equipment Type</th>
<th>Male 5-7</th>
<th>Female 5-7</th>
<th>Male 8-11</th>
<th>Female 8-11</th>
<th>Male 12-15</th>
<th>Female 12-15</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webcam</td>
<td>11%</td>
<td>1%</td>
<td>6%</td>
<td>22%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Digital Video Recorder/ DVR</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>11%</td>
<td>a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PC/ laptop/ netbook without internet access</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Tablet computer (like an iPad)</td>
<td>2%</td>
<td>1%</td>
<td>7%</td>
<td>14%</td>
<td>22%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>E-book reader</td>
<td>1%</td>
<td>2%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>ANY GAMES CONSOLE/ PLAYER</td>
<td>67%</td>
<td>50%</td>
<td>74%</td>
<td>72%</td>
<td>356</td>
<td>311</td>
<td>73</td>
</tr>
<tr>
<td>None of these</td>
<td>127</td>
<td>81</td>
<td>39</td>
<td>7</td>
<td>58</td>
<td>69</td>
<td>40</td>
</tr>
</tbody>
</table>

Mean number of types of equipment (out of 13) | 3.5 | 1.8 | 3.4 | 4.8 | 3.5 | 3.5 | 1.9 | 1.8 |

Standard deviation | 2.47 | 1.80 | 2.24 | 2.36 | 2.45 | 2.50 | 1.85 | 1.75 |

Standard error | 0.06 | 0.08 | 0.09 | 0.10 | 0.08 | 0.08 | 0.11 | 0.10 |

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP3A-M: SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td><strong>TV</strong></td>
<td>618</td>
<td>472</td>
<td>71</td>
<td>28</td>
<td>12</td>
<td>542</td>
<td>75</td>
<td>618</td>
</tr>
<tr>
<td>Percentage</td>
<td>62%</td>
<td>59%</td>
<td>79%</td>
<td>70%</td>
<td>61%</td>
<td>63%</td>
<td>56%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Handheld/ portable games player</strong></td>
<td>578</td>
<td>452</td>
<td>56</td>
<td>24</td>
<td>11</td>
<td>495</td>
<td>83</td>
<td>578</td>
</tr>
<tr>
<td>Percentage</td>
<td>58%</td>
<td>56%</td>
<td>62%</td>
<td>59%</td>
<td>56%</td>
<td>57%</td>
<td>62%</td>
<td>58%</td>
</tr>
<tr>
<td><strong>Any type of mobile phone including smartphone</strong></td>
<td>515</td>
<td>408</td>
<td>50</td>
<td>24</td>
<td>11</td>
<td>446</td>
<td>70</td>
<td>515</td>
</tr>
<tr>
<td>Percentage</td>
<td>52%</td>
<td>51%</td>
<td>56%</td>
<td>59%</td>
<td>53%</td>
<td>51%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Games console connected to a TV</strong></td>
<td>384</td>
<td>289</td>
<td>50</td>
<td>18</td>
<td>7</td>
<td>337</td>
<td>47</td>
<td>384</td>
</tr>
<tr>
<td>Percentage</td>
<td>38%</td>
<td>36%</td>
<td>56%</td>
<td>44%</td>
<td>36%</td>
<td>39%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>DVD player/ recorder/ Blu-Ray recorder</strong></td>
<td>360</td>
<td>278</td>
<td>37</td>
<td>12</td>
<td>8</td>
<td>304</td>
<td>57</td>
<td>360</td>
</tr>
<tr>
<td>Percentage</td>
<td>36%</td>
<td>34%</td>
<td>41%</td>
<td>29%</td>
<td>40%</td>
<td>35%</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Portable media player</strong></td>
<td>289</td>
<td>235</td>
<td>24</td>
<td>9</td>
<td>5</td>
<td>239</td>
<td>50</td>
<td>289</td>
</tr>
<tr>
<td>Percentage</td>
<td>29%</td>
<td>29%</td>
<td>27%</td>
<td>22%</td>
<td>26%</td>
<td>28%</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>244</td>
<td>195</td>
<td>17</td>
<td>8</td>
<td>6</td>
<td>200</td>
<td>45</td>
<td>244</td>
</tr>
<tr>
<td>Percentage</td>
<td>24%</td>
<td>24%</td>
<td>19%</td>
<td>20%</td>
<td>29%</td>
<td>23%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>PC/ laptop/ netbook with internet access</strong></td>
<td>237</td>
<td>196</td>
<td>17</td>
<td>10</td>
<td>5</td>
<td>202</td>
<td>35</td>
<td>237</td>
</tr>
<tr>
<td>Percentage</td>
<td>24%</td>
<td>24%</td>
<td>18%</td>
<td>24%</td>
<td>24%</td>
<td>23%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Webcam</strong></td>
<td>105</td>
<td>89</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>91</td>
<td>14</td>
<td>105</td>
</tr>
<tr>
<td>Percentage</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE AT HOME)

**Base:** All parents of children aged 5-15

**Significance Level:** 95%

<table>
<thead>
<tr>
<th>Equipment</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>Ireland</th>
<th>Urban</th>
<th>Rural</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
</tr>
<tr>
<td>Digital Video Recorder/ DVR</td>
<td>85</td>
<td>62</td>
<td>14</td>
<td>4</td>
<td>3</td>
<td>67</td>
<td>18</td>
</tr>
<tr>
<td>PC/ laptop/ netbook without internet access</td>
<td>41</td>
<td>31</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>34</td>
<td>7</td>
</tr>
<tr>
<td>Tablet computer (like an iPad)</td>
<td>22</td>
<td>17</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>E-book reader</td>
<td>9</td>
<td>9</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>ANY GAMES CONSOLE/ PLAYER</td>
<td>667</td>
<td>518</td>
<td>70</td>
<td>27</td>
<td>13</td>
<td>575</td>
<td>92</td>
</tr>
<tr>
<td>Mean number of types of equipment (out of 13)</td>
<td>3.5</td>
<td>3.4</td>
<td>3.9</td>
<td>3.6</td>
<td>3.6</td>
<td>3.4</td>
<td>3.8</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>2.47</td>
<td>2.49</td>
<td>2.27</td>
<td>2.31</td>
<td>2.50</td>
<td>2.46</td>
<td>2.55</td>
</tr>
<tr>
<td>Standard error</td>
<td>.06</td>
<td>.08</td>
<td>.15</td>
<td>.17</td>
<td>.18</td>
<td>.07</td>
<td>.15</td>
</tr>
</tbody>
</table>

*Columns Tested: a,b,c,d,e,f,g*
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 23**

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

### QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD’S)

**Base : All parents of children aged 5-15**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f</td>
<td>g</td>
<td>h</td>
<td></td>
</tr>
<tr>
<td>i</td>
<td>j</td>
<td>k</td>
<td></td>
</tr>
<tr>
<td>7-7</td>
<td>7-7</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>l</td>
<td>m</td>
<td>n</td>
<td></td>
</tr>
<tr>
<td>o</td>
<td>p</td>
<td>q</td>
<td></td>
</tr>
<tr>
<td>r</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
<tr>
<td>1717</td>
<td>1349</td>
<td>1000</td>
<td>993</td>
</tr>
<tr>
<td>573</td>
<td>452</td>
<td>273</td>
<td>270</td>
</tr>
<tr>
<td>568</td>
<td>469</td>
<td>364</td>
<td>359</td>
</tr>
<tr>
<td>558</td>
<td>448</td>
<td>364</td>
<td>364</td>
</tr>
<tr>
<td>841</td>
<td>685</td>
<td>500</td>
<td>497</td>
</tr>
<tr>
<td>876</td>
<td>684</td>
<td>500</td>
<td>495</td>
</tr>
<tr>
<td>277</td>
<td>219</td>
<td>136</td>
<td>136</td>
</tr>
<tr>
<td>296</td>
<td>233</td>
<td>137</td>
<td>135</td>
</tr>
<tr>
<td>292</td>
<td>235</td>
<td>183</td>
<td>181</td>
</tr>
<tr>
<td>294</td>
<td>234</td>
<td>180</td>
<td>178</td>
</tr>
<tr>
<td>272</td>
<td>220</td>
<td>181</td>
<td>181</td>
</tr>
<tr>
<td>286</td>
<td>228</td>
<td>183</td>
<td>183</td>
</tr>
<tr>
<td>386</td>
<td>292</td>
<td>209</td>
<td>206</td>
</tr>
<tr>
<td>493</td>
<td>392</td>
<td>302</td>
<td>300</td>
</tr>
<tr>
<td>332</td>
<td>270</td>
<td>291</td>
<td>197</td>
</tr>
<tr>
<td>506</td>
<td>395</td>
<td>511</td>
<td>506</td>
</tr>
<tr>
<td>879</td>
<td>684</td>
<td>659</td>
<td>486</td>
</tr>
<tr>
<td>838</td>
<td>665</td>
<td>1000</td>
<td>993</td>
</tr>
<tr>
<td>119%</td>
<td>95%</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>78%</td>
<td>76%</td>
<td>71%</td>
<td>72%</td>
</tr>
<tr>
<td>60%</td>
<td>89%</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>81%</td>
<td>84%</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>51%</td>
<td>83%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>69%</td>
<td>70%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>64%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>68%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>67%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>66%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>65%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>64%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>63%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>62%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>61%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>60%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>59%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>58%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>57%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>56%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>55%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>54%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>53%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>52%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>51%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>50%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
</tr>
</tbody>
</table>

### Columns Tested:

- a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD’S)**

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>5-7</th>
<th>8-11</th>
<th>8-11</th>
<th>12-15</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portability player</td>
<td>356</td>
<td>39</td>
<td>132</td>
<td>186</td>
<td>14</td>
<td>25</td>
<td>64</td>
<td>68</td>
<td>87</td>
<td>98</td>
<td>96</td>
<td>118</td>
<td>74</td>
<td>68</td>
<td>213</td>
<td>143</td>
<td>356</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>ab</td>
<td>d</td>
<td>c</td>
<td></td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webcam</td>
<td>255</td>
<td>24</td>
<td>80</td>
<td>152</td>
<td>13</td>
<td>11</td>
<td>42</td>
<td>38</td>
<td>66</td>
<td>86</td>
<td>67</td>
<td>83</td>
<td>50</td>
<td>54</td>
<td>151</td>
<td>104</td>
<td>255</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>ab</td>
<td>d</td>
<td>f</td>
<td></td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PC/ laptop/ netbook without internet access</td>
<td>89</td>
<td>29</td>
<td>38</td>
<td>22</td>
<td>43</td>
<td>46</td>
<td>14</td>
<td>16</td>
<td>18</td>
<td>20</td>
<td>12</td>
<td>10</td>
<td>20</td>
<td>26</td>
<td>19</td>
<td>25</td>
<td>46</td>
<td>43</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tablet computer (like an iPad)</td>
<td>49</td>
<td>6</td>
<td>20</td>
<td>23</td>
<td>29</td>
<td>20</td>
<td>4</td>
<td>2</td>
<td>13</td>
<td>8</td>
<td>12</td>
<td>11</td>
<td>16</td>
<td>12</td>
<td>11</td>
<td>29</td>
<td>21</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>m</td>
<td>n</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-book reader</td>
<td>26</td>
<td>3</td>
<td>11</td>
<td>12</td>
<td>9</td>
<td>16</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>8</td>
<td>13</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>19</td>
<td>6</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>ab</td>
<td>c</td>
<td>d</td>
<td></td>
<td>f</td>
<td>g</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>m</td>
<td>n</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| ANY GAMES CONSOLE/ PLAYER | 879 | 222 | 335 | 323 | 464 | 415 | 116 | 105 | 177 | 158 | 170 | 153 | 183 | 271 | 181 | 245 | 453 | 426 | 879 |
|                          |     | a    | a    | e    | g    | fgik | 86  | 93  | 187 | 154 | 87  | 133 | 88  | 92  | 91  | 84  | 89  | 87  | 88  |
| Mean number of types of equipment (out of 13) | 6.6 | 5.2 | 6.8 | 7.5 | 6.5 | 6.7 | 5.2 | 5.2 | 6.7 | 6.8 | 7.4 | 7.6 | 7.0 | 6.8 | 6.9 | 6.0 | 6.8  | 6.3  | 6.6 |
| Standard deviation     | 2.21 | 2.04 | 2.06 | 1.96 | 2.14 | 2.28 | 1.92 | 2.15 | 2.00 | 2.12 | 1.63 | 1.99 | 2.24 | 2.22 | 2.11 | 2.11 | 2.23 | 2.16 | 2.21 |
| Standard error         | .05  | .09  | .09  | .08  | .07  | .08  | .12  | .13  | .12  | .12  | .12  | .12  | .11  | .10  | .12  | .09  | .08  | .07  | .05  |

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD’S)**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>TV</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>PC/ laptop/ netbook with internet access</td>
<td>824</td>
<td>683</td>
<td>61</td>
<td>30</td>
<td>16</td>
<td>710</td>
<td>115</td>
<td>824</td>
</tr>
<tr>
<td>DVD player/ recorder/ Blu-Ray recorder</td>
<td>812</td>
<td>658</td>
<td>65</td>
<td>31</td>
<td>17</td>
<td>692</td>
<td>120</td>
<td>812</td>
</tr>
<tr>
<td>Games console connected to a TV</td>
<td>777</td>
<td>622</td>
<td>75</td>
<td>33</td>
<td>16</td>
<td>671</td>
<td>107</td>
<td>777</td>
</tr>
<tr>
<td>Handheld/ portable games player</td>
<td>712</td>
<td>567</td>
<td>61</td>
<td>31</td>
<td>15</td>
<td>608</td>
<td>104</td>
<td>712</td>
</tr>
<tr>
<td>Digital Video Recorder/ DVR</td>
<td>612</td>
<td>502</td>
<td>55</td>
<td>22</td>
<td>14</td>
<td>515</td>
<td>97</td>
<td>612</td>
</tr>
<tr>
<td>Any type of mobile phone including smartphone</td>
<td>597</td>
<td>476</td>
<td>57</td>
<td>25</td>
<td>12</td>
<td>518</td>
<td>79</td>
<td>597</td>
</tr>
<tr>
<td>Radio</td>
<td>500</td>
<td>419</td>
<td>29</td>
<td>16</td>
<td>12</td>
<td>418</td>
<td>82</td>
<td>500</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

QP3A-M - SUMMARY TO SHOW EQUIPMENT CHILD USES AT HOME (WHETHER THEIR OWN OR THE HOUSEHOLD'S)

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Portable media player</td>
<td>356</td>
<td>293</td>
<td>27</td>
<td>10</td>
<td>7</td>
<td>292</td>
<td>64</td>
<td>356</td>
</tr>
<tr>
<td>36%</td>
<td>36%</td>
<td>30%</td>
<td>25%</td>
<td>37%</td>
<td>34%</td>
<td>48%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>abdeg</td>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webcam</td>
<td>255</td>
<td>220</td>
<td>15</td>
<td>7</td>
<td>4</td>
<td>210</td>
<td>45</td>
<td>255</td>
</tr>
<tr>
<td>26%</td>
<td>27%</td>
<td>16%</td>
<td>18%</td>
<td>22%</td>
<td>24%</td>
<td>34%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>bc</td>
<td>b</td>
<td>bodeg</td>
<td>abc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PC/laptop/netbook without internet access</td>
<td>89</td>
<td>69</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>75</td>
<td>14</td>
<td>89</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Tablet computer (like an iPad)</td>
<td>49</td>
<td>42</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>39</td>
<td>10</td>
<td>49</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>E-book reader</td>
<td>26</td>
<td>19</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>22</td>
<td>4</td>
<td>26</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>ANY GAMES CONSOLE/PLAYER</td>
<td>879</td>
<td>703</td>
<td>81</td>
<td>37</td>
<td>18</td>
<td>759</td>
<td>120</td>
<td>879</td>
</tr>
<tr>
<td>88%</td>
<td>87%</td>
<td>90%</td>
<td>92%</td>
<td>88%</td>
<td>88%</td>
<td>89%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Mean number of types of equipment (out of 13)</td>
<td>6.6</td>
<td>6.7</td>
<td>6.1</td>
<td>6.3</td>
<td>6.9</td>
<td>6.5</td>
<td>7.3</td>
<td>6.6</td>
</tr>
<tr>
<td></td>
<td>bc</td>
<td>bce</td>
<td>b</td>
<td>abdeg</td>
<td>bc</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard deviation</td>
<td>2.21</td>
<td>2.21</td>
<td>2.21</td>
<td>2.23</td>
<td>2.08</td>
<td>2.21</td>
<td>2.12</td>
<td>2.21</td>
</tr>
<tr>
<td>Standard error</td>
<td>.05</td>
<td>.07</td>
<td>.15</td>
<td>.16</td>
<td>.15</td>
<td>.06</td>
<td>.12</td>
<td>.05</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 24

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

**QP3A-M - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
<th>TV</th>
<th>PC/laptop/ netbook with internet access</th>
<th>DVD player/ recorder/ Blu-Ray recorder</th>
<th>Radio</th>
<th>Games console connected to a TV</th>
<th>Handheld/ portable games player</th>
<th>Digital Video Recorder/ DVR</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td>841</td>
<td>874</td>
<td>277</td>
<td>296</td>
<td>292</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
</tr>
<tr>
<td>TV</td>
<td>996</td>
<td>271</td>
<td>361</td>
<td>364</td>
<td>499</td>
<td>497</td>
<td>136</td>
<td>135</td>
<td>182</td>
</tr>
<tr>
<td>100%</td>
<td>99%</td>
<td>99%</td>
<td>99%</td>
<td>100%</td>
<td>99%</td>
<td>99%</td>
<td>100%</td>
<td>99%</td>
<td>99%</td>
</tr>
<tr>
<td>Any type of mobile phone including smartphone</td>
<td>929</td>
<td>239</td>
<td>339</td>
<td>351</td>
<td>465</td>
<td>465</td>
<td>118</td>
<td>121</td>
<td>339</td>
</tr>
<tr>
<td>93%</td>
<td>88%</td>
<td>93%</td>
<td>97%</td>
<td>93%</td>
<td>93%</td>
<td>87%</td>
<td>89%</td>
<td>89%</td>
<td>90%</td>
</tr>
<tr>
<td>PC/ laptop/ netbook with internet access</td>
<td>907</td>
<td>237</td>
<td>326</td>
<td>344</td>
<td>450</td>
<td>457</td>
<td>116</td>
<td>121</td>
<td>163</td>
</tr>
<tr>
<td>91%</td>
<td>87%</td>
<td>90%</td>
<td>96%</td>
<td>90%</td>
<td>91%</td>
<td>85%</td>
<td>89%</td>
<td>89%</td>
<td>90%</td>
</tr>
<tr>
<td>DVD player/ recorder/ Blu-Ray recorder</td>
<td>875</td>
<td>236</td>
<td>317</td>
<td>323</td>
<td>432</td>
<td>443</td>
<td>117</td>
<td>119</td>
<td>156</td>
</tr>
<tr>
<td>88%</td>
<td>86%</td>
<td>87%</td>
<td>89%</td>
<td>86%</td>
<td>89%</td>
<td>86%</td>
<td>87%</td>
<td>85%</td>
<td>89%</td>
</tr>
<tr>
<td>Radio</td>
<td>844</td>
<td>221</td>
<td>318</td>
<td>306</td>
<td>416</td>
<td>429</td>
<td>110</td>
<td>110</td>
<td>155</td>
</tr>
<tr>
<td>84%</td>
<td>81%</td>
<td>87%</td>
<td>84%</td>
<td>83%</td>
<td>86%</td>
<td>81%</td>
<td>81%</td>
<td>85%</td>
<td>90%</td>
</tr>
<tr>
<td>Games console connected to a TV</td>
<td>829</td>
<td>196</td>
<td>311</td>
<td>322</td>
<td>440</td>
<td>389</td>
<td>106</td>
<td>90</td>
<td>166</td>
</tr>
<tr>
<td>83%</td>
<td>72%</td>
<td>85%</td>
<td>89%</td>
<td>88%</td>
<td>78%</td>
<td>78%</td>
<td>66%</td>
<td>91%</td>
<td>80%</td>
</tr>
<tr>
<td>Handheld/ portable games player</td>
<td>744</td>
<td>187</td>
<td>296</td>
<td>262</td>
<td>375</td>
<td>369</td>
<td>93</td>
<td>94</td>
<td>155</td>
</tr>
<tr>
<td>74%</td>
<td>69%</td>
<td>81%</td>
<td>72%</td>
<td>75%</td>
<td>74%</td>
<td>69%</td>
<td>68%</td>
<td>84%</td>
<td>78%</td>
</tr>
<tr>
<td>Digital Video Recorder/ DVR</td>
<td>662</td>
<td>177</td>
<td>237</td>
<td>248</td>
<td>323</td>
<td>339</td>
<td>89</td>
<td>88</td>
<td>112</td>
</tr>
<tr>
<td>66%</td>
<td>65%</td>
<td>65%</td>
<td>68%</td>
<td>65%</td>
<td>68%</td>
<td>65%</td>
<td>64%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 24

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

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All parents of children aged 5-15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 5 TO 7 8 TO 11 12 TO 15 MALE FEMALE MALE FEMALE MALE FEMALE MALE FEMALE</td>
</tr>
<tr>
<td>Base: All parents of children aged 5-15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unweighted total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1717 573 586 558 841 876 277 296 292 294 272 286 386 493 332 506 879 838 1717</td>
</tr>
</tbody>
</table>

Effective Weighted Sample

<table>
<thead>
<tr>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1349 452 469 448 665 684 219 233 235 234 220 228 292 393 270 395 684 665 1349</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 273 364 364 500 500 136 137 183 180 181 183 209 302 198 291 511 395 684 1000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Portable media player</th>
</tr>
</thead>
<tbody>
<tr>
<td>431 75 158 197 43% 28% 43% 54% 40% 46% 24% 31% 41% 46% 51% 57% 54% 46% 46% 30% 50% 36% 43%</td>
</tr>
<tr>
<td>373 78 126 169 37% 28% 35% 46% 37% 37% 32% 25% 34% 35% 45% 48% 49% 41% 30% 37% 36% 43%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Webcam</th>
</tr>
</thead>
<tbody>
<tr>
<td>373 78 126 169 37% 28% 35% 46% 37% 37% 32% 25% 34% 35% 45% 48% 49% 41% 30% 37% 36% 43%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PC/ laptop/ netbook without internet access</th>
</tr>
</thead>
<tbody>
<tr>
<td>113 38 44 30 55 58 19 20 19 25 17 13 25 32 22 33 57 56 113</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tablet computer (like an iPad)</th>
</tr>
</thead>
<tbody>
<tr>
<td>69 14 29 27 41 28 9 5 17 12 15 12 23 18 14 14 41 28 69</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-book reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>56 14 20 22 24 31 5 9 10 10 9 13 28 13 6 9 40 15 56</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ANY GAMES CONSOLE/ PLAYER</th>
</tr>
</thead>
<tbody>
<tr>
<td>909 230 342 337 470 438 119 111 178 164 174 163 192 275 186 256 467 441 909</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mean number of types of equipment (out of 13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.8 7.3 7.9 8.2 7.8 7.8 7.3 7.2 7.9 8.0 8.1 8.2 8.4 8.0 8.0 7.1 8.2 7.5 7.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.85 1.93 1.76 1.80 1.81 1.90 1.87 2.00 1.77 1.75 1.74 1.86 1.79 1.80 1.70 1.84 1.80 1.84 1.85</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard error</th>
</tr>
</thead>
<tbody>
<tr>
<td>.04 .08 .07 .08 .06 .06 .11 .12 .10 .10 .11 .11 .09 .08 .09 .08 .06 .06 .04</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
The OFCOM Media Literacy Tracker 2011 - Children and Parents - 21st March to 15th April 2011.

Table 24: QP3A-M - Summary to Show Equipment in the Household

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>Equipment Type</th>
<th>Total</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>Ireland</th>
<th>Urban</th>
<th>Rural</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>1000</td>
<td>996</td>
<td>802</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>862</td>
<td>134</td>
</tr>
<tr>
<td>Any type of mobile phone including smartphone</td>
<td>929</td>
<td>929</td>
<td>94%</td>
<td>94%</td>
<td>95%</td>
<td>93%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>PC/laptop/netbook with internet access</td>
<td>907</td>
<td>94%</td>
<td>92%</td>
<td>85%</td>
<td>92%</td>
<td>90%</td>
<td>94%</td>
<td>91%</td>
</tr>
<tr>
<td>DVD player/recorder/Blu-Ray recorder</td>
<td>875</td>
<td>88%</td>
<td>87%</td>
<td>86%</td>
<td>94%</td>
<td>93%</td>
<td>74%</td>
<td>126</td>
</tr>
<tr>
<td>Radio</td>
<td>844</td>
<td>84%</td>
<td>81%</td>
<td>89%</td>
<td>86%</td>
<td>84%</td>
<td>86%</td>
<td>84%</td>
</tr>
<tr>
<td>Games console connected to a TV</td>
<td>829</td>
<td>83%</td>
<td>83%</td>
<td>88%</td>
<td>87%</td>
<td>86%</td>
<td>82%</td>
<td>87%</td>
</tr>
<tr>
<td>Handheld/portable games player</td>
<td>744</td>
<td>74%</td>
<td>74%</td>
<td>69%</td>
<td>82%</td>
<td>75%</td>
<td>73%</td>
<td>80%</td>
</tr>
<tr>
<td>Digital Video Recorder/DVR</td>
<td>662</td>
<td>66%</td>
<td>536</td>
<td>61</td>
<td>27</td>
<td>15</td>
<td>560</td>
<td>102</td>
</tr>
<tr>
<td>Portable media player</td>
<td>431</td>
<td>43%</td>
<td>352</td>
<td>33</td>
<td>13</td>
<td>9</td>
<td>359</td>
<td>72</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 24 - SUMMARY TO SHOW EQUIPMENT IN THE HOUSEHOLD

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>Equipment Type</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N</strong></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Webcam</td>
<td>373</td>
<td>311</td>
<td>24</td>
<td>14</td>
<td>7</td>
<td>308</td>
<td>65</td>
<td>373</td>
</tr>
<tr>
<td>PC/ laptop/ netbook without internet access</td>
<td>113</td>
<td>87</td>
<td>11</td>
<td>5</td>
<td>3</td>
<td>97</td>
<td>16</td>
<td>113</td>
</tr>
<tr>
<td>Tablet computer (like an iPad)</td>
<td>69</td>
<td>57</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>56</td>
<td>13</td>
<td>69</td>
</tr>
<tr>
<td>E-book reader</td>
<td>56</td>
<td>43</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>45</td>
<td>10</td>
<td>56</td>
</tr>
<tr>
<td>Mean number of types of equipment (out of 13)</td>
<td>7.8</td>
<td>7.8</td>
<td>7.5</td>
<td>8.0</td>
<td>8.1</td>
<td>7.7</td>
<td>8.4</td>
<td>7.8</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.85</td>
<td>1.87</td>
<td>1.77</td>
<td>1.82</td>
<td>1.74</td>
<td>1.88</td>
<td>1.58</td>
<td>1.85</td>
</tr>
<tr>
<td>Standard error</td>
<td>.04</td>
<td>.06</td>
<td>.12</td>
<td>.13</td>
<td>.13</td>
<td>.05</td>
<td>.09</td>
<td>.04</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
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 files as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and HTC.

**Base:** Parents of children aged 5-15 with a mobile phone

### Table 25

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820 50 274 496</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647 39 219 393</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>515 22 176 318</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>201 ** 45 150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39% **</td>
<td>26% 47% 34% 44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>307 ** 130 163</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60% **</td>
<td>74% 51% 64% 55%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>7 ** 1 6 4 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1% **</td>
<td>1% 2% 1% 1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
NQP3P 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 files as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and HTC.

Base: Parents of children aged 5-15 with a mobile phone.

Table 25

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>NATION</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>39%</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>60%</td>
</tr>
<tr>
<td>Don't know</td>
</tr>
<tr>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF CHILD’S MOBILE PHONE OWNERSHIP

<table>
<thead>
<tr>
<th>Base: All parents of children aged 5-15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHILD’S AGE</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
</tr>
<tr>
<td><strong>SMARTPHONE</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>NOT SMARTPHONE</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>UNSURE IF SMARTPHONE</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>NO MOBILE PHONE</strong></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>SMARTPHONE</td>
<td>201</td>
<td>167</td>
<td>13</td>
<td>10</td>
<td>3</td>
<td>177</td>
<td>24</td>
<td>201</td>
</tr>
<tr>
<td>NOT SMARTPHONE</td>
<td>307</td>
<td>236</td>
<td>36</td>
<td>14</td>
<td>7</td>
<td>266</td>
<td>42</td>
<td>307</td>
</tr>
<tr>
<td>UNSURE IF SMARTPHONE</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>NO MOBILE PHONE</td>
<td>485</td>
<td>398</td>
<td>40</td>
<td>16</td>
<td>9</td>
<td>421</td>
<td>64</td>
<td>485</td>
</tr>
</tbody>
</table>

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

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

**Table 27**

QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?

**Base:** Parents of children aged 5-15 with a TV in the household

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>49%</td>
<td>46%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>48%</td>
<td>46%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Terrestrial TV only</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Satellite TV with a monthly subscription (such as through Sky)</td>
<td>479</td>
<td>125</td>
<td>182</td>
<td>172</td>
</tr>
<tr>
<td>Satellite TV with no monthly subscription (such as through Freesat)</td>
<td>5%</td>
<td>7%</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Freesat</td>
<td>5%</td>
<td>7%</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>Cable TV (through Virgin Media/formerly known as NTL/Telewest)</td>
<td>14%</td>
<td>15%</td>
<td>41</td>
<td>58</td>
</tr>
<tr>
<td>Freeview (through a set-top-box or digital TV set)</td>
<td>11%</td>
<td>12%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Digital TV via broadband DSL line (through BT Vision or Tiscali TV)</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>ANY MULTICHANNEL TV</td>
<td>95%</td>
<td>96%</td>
<td>97%</td>
<td>95%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

**Base:** Parents of children aged 5-15 with a TV in the household

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1710</td>
<td>1043</td>
<td>231</td>
<td>193</td>
<td>186</td>
<td>1405</td>
<td>305</td>
<td>1710</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1343</td>
<td>987</td>
<td>209</td>
<td>168</td>
<td>176</td>
<td>1131</td>
<td>221</td>
<td>1343</td>
</tr>
<tr>
<td>Total</td>
<td>996</td>
<td>802</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>862</td>
<td>134</td>
<td>996</td>
</tr>
<tr>
<td>Terrestrial TV only</td>
<td>41</td>
<td>37</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Satellite TV with a monthly subscription (such as through Sky)</td>
<td>479</td>
<td>381</td>
<td>45</td>
<td>22</td>
<td>13</td>
<td>408</td>
<td>71</td>
<td>479</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>47%</td>
<td>50%</td>
<td>54%</td>
<td>64%</td>
<td>47%</td>
<td>53%</td>
<td>48%</td>
</tr>
<tr>
<td>Satellite TV with no monthly subscription (such as through Freesat)</td>
<td>49</td>
<td>37</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>42</td>
<td>7</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>12%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Cable TV (through Virgin Media/ formerly known as NTL/ Telewest)</td>
<td>138</td>
<td>116</td>
<td>10</td>
<td>4</td>
<td>1</td>
<td>134</td>
<td>4</td>
<td>138</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>14%</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>16%</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Freeview (through a set-top box or digital TV set)</td>
<td>346</td>
<td>280</td>
<td>35</td>
<td>11</td>
<td>5</td>
<td>290</td>
<td>56</td>
<td>346</td>
</tr>
<tr>
<td></td>
<td>35%</td>
<td>35%</td>
<td>39%</td>
<td>28%</td>
<td>23%</td>
<td>34%</td>
<td>42%</td>
<td>35%</td>
</tr>
<tr>
<td>Digital TV via broadband DSL line (through BT Vision or Tiscali TV)</td>
<td>13</td>
<td>7</td>
<td>4</td>
<td>*</td>
<td>*</td>
<td>11</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base: Parents of children aged 5-15 with a TV in the household

<table>
<thead>
<tr>
<th>NATION</th>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>1710</td>
<td>1043</td>
<td>231</td>
<td>193</td>
<td>186</td>
<td>1405</td>
<td>305</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>1343</td>
<td>987</td>
<td>209</td>
<td>188</td>
<td>176</td>
<td>1131</td>
<td>221</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>996</td>
<td>802</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>862</td>
<td>134</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>955</td>
<td>765</td>
<td>88</td>
<td>39</td>
<td>19</td>
<td>826</td>
<td>128</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 28

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

**QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

**Table:**

| ANY MULITCHANNEL TV | 955 | 260 | 349 | 346 | 476 | 479 | 132 | 128 | 175 | 174 | 169 | 177 | 199 | 288 | 195 | 273 | 487 | 468 | 955 |

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Table 28

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

QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
</tr>
<tr>
<td>NO TV IN HOUSEHOLD</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>*%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Terrestrial TV only</td>
<td>41</td>
<td>37</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td>Satellite TV with a monthly subscription (such as through Sky)</td>
<td>479</td>
<td>381</td>
<td>45</td>
<td>22</td>
<td>13</td>
<td>408</td>
<td>71</td>
<td>479</td>
</tr>
<tr>
<td>Satellite TV with no monthly subscription (such as through Freesat)</td>
<td>49</td>
<td>37</td>
<td>3</td>
<td>5</td>
<td>42</td>
<td>7</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Cable TV (through Virgin Media/formerly known as NTL/Telewest)</td>
<td>138</td>
<td>116</td>
<td>10</td>
<td>4</td>
<td>134</td>
<td>4</td>
<td>138</td>
<td></td>
</tr>
<tr>
<td>Freeview (through a set-top box or digital TV set)</td>
<td>346</td>
<td>280</td>
<td>35</td>
<td>11</td>
<td>5</td>
<td>290</td>
<td>56</td>
<td>346</td>
</tr>
<tr>
<td>Digital TV via broadband DSL line (through BT Vision or Tiscali TV)</td>
<td>13</td>
<td>7</td>
<td>4</td>
<td>*</td>
<td>*</td>
<td>11</td>
<td>3</td>
<td>13</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 28

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

QP4 Do any of your TV sets receive extra channels in addition to BBC1, BBC2, ITV1, Channel 4 and Five through any of these types of TV services, or do you only have terrestrial TV?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>144</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>ANY MULTICHANNEL TV</td>
<td>955</td>
<td>765</td>
<td>88</td>
<td>39</td>
<td>19</td>
<td>826</td>
<td>128</td>
<td>955</td>
</tr>
<tr>
<td></td>
<td>95%</td>
<td>95%</td>
<td>97%</td>
<td>98%</td>
<td>94%</td>
<td>95%</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>NO TV IN HOUSEHOLD</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>*</td>
<td>4</td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c,d,e,f,g

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of errors become too great. Data is tested at the 95% confidence level.

NQP4B I would like to ask you about 'on demand' television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF 'ON DEMAND' TELEVISION SERVICES) Do you, personally use the television to watch any of these 'on demand' services at all?

Base : Parents of children aged 5-15 with multichannel TV in the household

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>abc</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>a b c</td>
<td>l m</td>
</tr>
<tr>
<td></td>
<td>8 TO 11</td>
<td>d e</td>
<td>n o</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td></td>
<td>p q r</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1641</td>
<td>542 563 536</td>
<td>366 471 325 479</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1292</td>
<td>431 451 430</td>
<td>279 376 266 373</td>
</tr>
<tr>
<td>Total</td>
<td>955 260 349 346</td>
<td>132 128 175 174</td>
<td>199 288 195 273</td>
</tr>
</tbody>
</table>

Yes, I watch on demand services

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a b c</td>
<td>abc</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>d e</td>
<td>l m</td>
</tr>
<tr>
<td></td>
<td>8 TO 11</td>
<td></td>
<td>n o</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td></td>
<td>p q r</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>337</td>
<td>78 127 132</td>
<td>159 178</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>35</td>
<td>30% 36% 38%</td>
<td>34% 37%</td>
</tr>
<tr>
<td>Total</td>
<td>155 260 349 346</td>
<td>132 128 175 174</td>
<td>199 288 195 273</td>
</tr>
</tbody>
</table>

No I don't watch on demand services

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>abc</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>bc</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8 TO 11</td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>603</td>
<td>178 225 210</td>
<td>90 88 111 104</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>63</td>
<td>69% 62% 61%</td>
<td>62% 62% 62% 62%</td>
</tr>
<tr>
<td>Total</td>
<td>308 295 104 103</td>
<td>118 179 114 192</td>
<td>297 306 603</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>abc</td>
<td>impr</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>bc</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8 TO 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>14</td>
<td>3 7 4</td>
<td>2 1 5 2 1 3</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1</td>
<td>1% 2% 1%</td>
<td>1% 1% 1% 1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
**Table 29**

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

NQP4B I would like to ask you about ‘on demand’ television services - which allow you to watch certain recently broadcast programmes or films on your TV at a time that suits you rather than when they are broadcast. (PROMPTED WITH FULL DESCRIPTION OF ‘ON DEMAND’ TELEVISION SERVICES) Do you, personally use the television to watch any of these ‘on demand’ services at all?

**Base : Parents of children aged 5-15 with multichannel TV in the household**

<table>
<thead>
<tr>
<th>NATION</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
<th><strong>Yes, I watch on demand services</strong></th>
<th><strong>No I don't watch on demand services</strong></th>
<th><strong>Don't know</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
<td>IRELAND</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1641</td>
<td>998</td>
<td>224</td>
<td>188</td>
<td></td>
</tr>
<tr>
<td></td>
<td>955</td>
<td>765</td>
<td>88</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td></td>
<td>337</td>
<td>276</td>
<td>28</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>35%</td>
<td>36%</td>
<td>31%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td></td>
<td>603</td>
<td>476</td>
<td>60</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>62%</td>
<td>69%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>adefg</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 30**

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQP4C Does your child use the television to watch any of these 'on demand' services at all?**

Base: Parents of children aged 5-15 with multichannel TV in the household

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1641</td>
<td>542</td>
<td>563</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1292</td>
<td>431</td>
<td>451</td>
</tr>
</tbody>
</table>

Yes, my child watches on demand services

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>262</td>
<td>44</td>
<td>100</td>
<td>117</td>
</tr>
<tr>
<td>27%</td>
<td>17%</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>a</td>
<td>a</td>
<td>a</td>
<td>a</td>
</tr>
</tbody>
</table>

No, my child does not watch on demand services

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>675</td>
<td>210</td>
<td>242</td>
<td>223</td>
</tr>
<tr>
<td>71%</td>
<td>81%</td>
<td>69%</td>
<td>65%</td>
</tr>
<tr>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>6</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### NQP4C Does your child use the television to watch any of these 'on demand' services at all?

**Base**: Parents of children aged 5-15 with multichannel TV in the household

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

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>998</td>
<td>224</td>
<td>188</td>
<td>175</td>
<td>1352</td>
<td>289</td>
<td>1641</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1641</td>
<td>765</td>
<td>88</td>
<td>39</td>
<td>19</td>
<td>826</td>
<td>128</td>
<td>955</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1292</td>
<td>944</td>
<td>203</td>
<td>164</td>
<td>166</td>
<td>1088</td>
<td>212</td>
<td>1292</td>
</tr>
</tbody>
</table>

*Significance Level: 95%*

<table>
<thead>
<tr>
<th>Total</th>
<th>Yes, my child watches on demand services</th>
<th>No, my child does not watch on demand services</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>262</td>
<td>675</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>71%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>70%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>75%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>79%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>72%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>71%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>71%</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>71%</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>71%</td>
<td>*</td>
</tr>
</tbody>
</table>

*Columns Tested: a,b,c,d,e,f,g*
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 31

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

QP6 Does your child’s TV set receive a service with extra channels?

Base: Parents of children aged 5-15 with multichannel TV in the household whose child has their own TV

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE 5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>FEMALE 5-7</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>MALE 8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>FEMALE 8-11</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>MALE 12-15</td>
<td>HBCDE</td>
</tr>
<tr>
<td></td>
<td>FEMALE 12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>1020</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>795</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>596</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>298</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>293</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QP6 Does your child’s TV set receive a service with extra channels?

Base: Parents of children aged 5-15 with multichannel TV in the household whose child has their own TV

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1020</td>
<td>568</td>
<td>174</td>
<td>128</td>
<td>107</td>
<td>658</td>
<td>162</td>
<td>1020</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>795</td>
<td>541</td>
<td>157</td>
<td>112</td>
<td>102</td>
<td>682</td>
<td>117</td>
<td>795</td>
</tr>
<tr>
<td>Total</td>
<td>596</td>
<td>453</td>
<td>70</td>
<td>28</td>
<td>12</td>
<td>524</td>
<td>72</td>
<td>596</td>
</tr>
<tr>
<td>Yes</td>
<td>298</td>
<td>228</td>
<td>32</td>
<td>16</td>
<td>5</td>
<td>260</td>
<td>39</td>
<td>298</td>
</tr>
<tr>
<td>No</td>
<td>293</td>
<td>221</td>
<td>37</td>
<td>12</td>
<td>6</td>
<td>261</td>
<td>32</td>
<td>293</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>4</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
SUMMARY OF TV IN CHILD’S BEDROOM

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>1349</td>
<td></td>
<td>1349</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

CHILD HAS MULTICHANNEL TV IN BEDROOM

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>1349</td>
<td></td>
<td>1349</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

CHILD HAS TERRESTRIAL TV IN BEDROOM

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>1349</td>
<td></td>
<td>1349</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

CHILD DOES NOT HAVE TV IN BEDROOM

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>1349</td>
<td></td>
<td>1349</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

NO TV IN HOUSEHOLD

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>1349</td>
<td></td>
<td>1349</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
## SUMMARY OF TV IN CHILD'S BEDROOM

**Base:** All parents of children aged 5-15

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

### NATION

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
</tr>
<tr>
<td><strong>CHILD HAS MULTICHANNEL TV IN BEDROOM</strong></td>
<td>298</td>
<td>227</td>
<td>32</td>
<td>16</td>
<td>5</td>
<td>259</td>
<td>39</td>
</tr>
<tr>
<td><strong>CHILD HAS TERRESTRIAL TV IN BEDROOM</strong></td>
<td>314</td>
<td>240</td>
<td>39</td>
<td>12</td>
<td>7</td>
<td>278</td>
<td>36</td>
</tr>
<tr>
<td><strong>CHILD DOES NOT HAVE TV IN BEDROOM</strong></td>
<td>384</td>
<td>335</td>
<td>19</td>
<td>12</td>
<td>8</td>
<td>325</td>
<td>59</td>
</tr>
<tr>
<td><strong>NO TV IN HOUSEHOLD</strong></td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
</tbody>
</table>

**Significance Level:** 95%

Columns Tested: a,b,c,d,e,f,g
NQP7 You mentioned that you have a Digital Video Recorder (DVR). Does your child ever watch TV programmes or films that have been recorded on this (DVR)?

Base: Parents of children aged 5-15 with a DVR in the household

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIALGRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1157 381 384 392</td>
<td>562 595 188 193 185 199 189 203</td>
<td>287</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>901 298 307 310</td>
<td>437 464 145 153 147 161 151 159</td>
<td>214</td>
</tr>
<tr>
<td>Total</td>
<td>662 177 237 248</td>
<td>323 339 89 88 112 125 122 126</td>
<td>149</td>
</tr>
<tr>
<td>Yes</td>
<td>427 109 147 171</td>
<td>212 215 56 53 68 80 89 82</td>
<td>102</td>
</tr>
<tr>
<td>65% 62% 62% 69%</td>
<td>66% 63% 63% 61% 61% 63% 72% 65%</td>
<td>gh</td>
<td>o</td>
</tr>
<tr>
<td>No</td>
<td>210 60 80 70</td>
<td>99 111 30 31 39 42 31 39</td>
<td>40</td>
</tr>
<tr>
<td>32% 34% 34% 28%</td>
<td>31% 33% 33% 35% 35% 33% 25% 31%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>Don't know</td>
<td>25 7 9 8</td>
<td>12 13 3 4 5 4 3 4</td>
<td>7</td>
</tr>
<tr>
<td>4% 4% 4% 3%</td>
<td>4% 4% 4% 5% 5% 3% 3% 4%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 33

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

**NQ7** You mentioned that you have a Digital Video Recorder (DVR). Does your child ever watch TV programmes or films that have been recorded on this (DVR)?

Base: Parents of children aged 5-15 with a DVR in the household.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1157</td>
<td>701</td>
<td>156</td>
<td>129</td>
<td>141</td>
<td>934</td>
<td>223</td>
<td>1157</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>901</td>
<td>664</td>
<td>141</td>
<td>112</td>
<td>134</td>
<td>741</td>
<td>165</td>
<td>901</td>
</tr>
<tr>
<td>Total</td>
<td>662</td>
<td>536</td>
<td>61</td>
<td>27</td>
<td>15</td>
<td>560</td>
<td>102</td>
<td>662</td>
</tr>
<tr>
<td>Yes</td>
<td>427</td>
<td>347</td>
<td>38</td>
<td>16</td>
<td>8</td>
<td>360</td>
<td>67</td>
<td>427</td>
</tr>
<tr>
<td>65%</td>
<td>65%</td>
<td>63%</td>
<td>59%</td>
<td>54%</td>
<td>64%</td>
<td>66%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>210</td>
<td>170</td>
<td>18</td>
<td>10</td>
<td>7</td>
<td>179</td>
<td>31</td>
<td>210</td>
</tr>
<tr>
<td>32%</td>
<td>32%</td>
<td>30%</td>
<td>39%</td>
<td>44%</td>
<td>32%</td>
<td>30%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>25</td>
<td>19</td>
<td>4</td>
<td></td>
<td></td>
<td>21</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 34

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

QP8A Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>f</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>b</td>
<td>g</td>
<td>C</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>c</td>
<td>h</td>
<td>DE</td>
</tr>
<tr>
<td>Total</td>
<td>d</td>
<td>i</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>j</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>k</td>
<td>ALL</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>567</td>
<td>577</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>448</td>
<td>463</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>8-11</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>12-15</td>
<td>j</td>
<td>k</td>
</tr>
</tbody>
</table>

Significance Level: 95%

| Unweighted total | 1702 |
| Effective Weighted Sample | 1338 |
| None | 16 |
| 2% | 1% |

| Up to 1 hour | a | f | f |
| Up to 2 hours | b | c | c |
| Up to 3 hours | d | e | f |
| Up to 4 hours | g | g | g |
| Up to 5 hours | h | i | i |
| Up to 6 hours | j | k | k |
| Up to 7 hours | l | m | m |

| Don't know | a | b | c |

<table>
<thead>
<tr>
<th>Mean number of hours</th>
<th>Mean number of hours</th>
</tr>
</thead>
</table>

| Standard deviation | 1.15 |
| Standard error     | 0.03 |

Columns Tested: a,b,c - d,e - f,g,h,j,k - l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 34

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

QPSA Please think about the time your child spends watching television on a typical school day. How many hours would you say he/ she spends watching TV programmes on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>168</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>16</td>
<td>13</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>12</td>
<td>4</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>311</td>
<td>247</td>
<td>28</td>
<td>14</td>
<td>7</td>
<td>266</td>
<td>45</td>
<td>311</td>
<td></td>
</tr>
<tr>
<td>31%</td>
<td>31%</td>
<td>32%</td>
<td>36%</td>
<td>38%</td>
<td>31%</td>
<td>34%</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>413</td>
<td>335</td>
<td>36</td>
<td>16</td>
<td>8</td>
<td>361</td>
<td>53</td>
<td>413</td>
<td></td>
</tr>
<tr>
<td>42%</td>
<td>42%</td>
<td>41%</td>
<td>39%</td>
<td>42%</td>
<td>42%</td>
<td>40%</td>
<td>42%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>148</td>
<td>119</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>129</td>
<td>19</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
<td>13%</td>
<td>14%</td>
<td>11%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>67</td>
<td>55</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>58</td>
<td>9</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>24</td>
<td>19</td>
<td>3</td>
<td>2</td>
<td>*</td>
<td>22</td>
<td>2</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>8</td>
<td>8</td>
<td>*</td>
<td>*</td>
<td>-</td>
<td>7</td>
<td>1</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td>5</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>-</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>*%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>*%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>*%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
<td>1.9</td>
<td>1.7</td>
<td>2.0</td>
<td>1.8</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.15</td>
<td>1.17</td>
<td>1.15</td>
<td>1.13</td>
<td>.99</td>
<td>1.16</td>
<td>1.06</td>
<td>1.15</td>
<td></td>
</tr>
<tr>
<td>Standard error</td>
<td>.03</td>
<td>.04</td>
<td>.08</td>
<td>.08</td>
<td>.07</td>
<td>.03</td>
<td>.06</td>
<td>.03</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossitter: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 35

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

**Q98 And how many hours would you say he/she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>Parents of children aged 5-15 whose child watches TV at home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Columns Tested</strong>: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 10</strong></td>
<td><strong>12 TO 15</strong></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>5-7</strong></td>
<td><strong>FEMALE</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>567</td>
<td>577</td>
<td>558</td>
<td>835</td>
<td>867</td>
<td>276</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>448</td>
<td>463</td>
<td>448</td>
<td>661</td>
<td>677</td>
<td>219</td>
</tr>
<tr>
<td><strong>None</strong></td>
<td>20</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td><strong>2%</strong></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Up to 1 hour</strong></td>
<td>131</td>
<td>38</td>
<td>39</td>
<td>54</td>
<td>74</td>
<td>57</td>
<td>22</td>
</tr>
<tr>
<td><strong>13%</strong></td>
<td>14%</td>
<td>11%</td>
<td>15%</td>
<td>15%</td>
<td>11%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Up to 2 hours</strong></td>
<td>238</td>
<td>68</td>
<td>86</td>
<td>83</td>
<td>115</td>
<td>122</td>
<td>34</td>
</tr>
<tr>
<td><strong>24%</strong></td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
<td>23%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Up to 3 hours</strong></td>
<td>211</td>
<td>55</td>
<td>82</td>
<td>74</td>
<td>100</td>
<td>111</td>
<td>26</td>
</tr>
<tr>
<td><strong>21%</strong></td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Up to 4 hours</strong></td>
<td>162</td>
<td>50</td>
<td>64</td>
<td>49</td>
<td>93</td>
<td>69</td>
<td>27</td>
</tr>
<tr>
<td><strong>16%</strong></td>
<td>18%</td>
<td>18%</td>
<td>13%</td>
<td>19%</td>
<td>14%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Up to 5 hours</strong></td>
<td>118</td>
<td>24</td>
<td>44</td>
<td>50</td>
<td>53</td>
<td>66</td>
<td>11</td>
</tr>
<tr>
<td><strong>12%</strong></td>
<td>9%</td>
<td>12%</td>
<td>14%</td>
<td>11%</td>
<td>13%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Up to 6 hours</strong></td>
<td>80</td>
<td>22</td>
<td>30</td>
<td>28</td>
<td>38</td>
<td>42</td>
<td>8</td>
</tr>
<tr>
<td><strong>8%</strong></td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Up to 7 hours</strong></td>
<td>9</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>3</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td><strong>1%</strong></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Up to 8 hours</strong></td>
<td>21</td>
<td>4</td>
<td>5</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td><strong>2%</strong></td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>*</td>
</tr>
<tr>
<td><strong>Over 8 hours</strong></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>*</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399

Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r
Table 35

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

QP8B And how many hours would you say he/ she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>3.2</td>
<td>3.1</td>
<td>3.2</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.77</td>
<td>1.74</td>
<td>1.67</td>
</tr>
<tr>
<td>Standard error</td>
<td>.04</td>
<td>.07</td>
<td>.07</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## QP8B And how many hours would you say he/she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child watches TV at home

### Table 35

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>168</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>None</td>
<td>20</td>
<td>15</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>16</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>131</td>
<td>106</td>
<td>8</td>
<td>7</td>
<td>2</td>
<td>116</td>
<td>14</td>
<td>131</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
<td>9%</td>
<td>17%</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>238</td>
<td>186</td>
<td>21</td>
<td>9</td>
<td>6</td>
<td>200</td>
<td>38</td>
<td>238</td>
</tr>
<tr>
<td>24%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>31%</td>
<td>23%</td>
<td>29%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>211</td>
<td>169</td>
<td>23</td>
<td>8</td>
<td>4</td>
<td>180</td>
<td>31</td>
<td>211</td>
</tr>
<tr>
<td>21%</td>
<td>21%</td>
<td>26%</td>
<td>20%</td>
<td>21%</td>
<td>21%</td>
<td>23%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>162</td>
<td>135</td>
<td>15</td>
<td>5</td>
<td>4</td>
<td>138</td>
<td>24</td>
<td>162</td>
</tr>
<tr>
<td>16%</td>
<td>17%</td>
<td>16%</td>
<td>12%</td>
<td>20%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>118</td>
<td>99</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>108</td>
<td>11</td>
<td>118</td>
</tr>
<tr>
<td>12%</td>
<td>12%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>13%</td>
<td>8%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>80</td>
<td>62</td>
<td>7</td>
<td>4</td>
<td>*</td>
<td>72</td>
<td>8</td>
<td>80</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>2%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>8</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Up to 8 hours</td>
<td>21</td>
<td>16</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>19</td>
<td>2</td>
<td>21</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Over 8 hours</td>
<td>3</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>*%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>3.2</td>
<td>3.2</td>
<td>3.3</td>
<td>3.1</td>
<td>2.8</td>
<td>3.2</td>
<td>3.0</td>
<td>3.2</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.77</td>
<td>1.77</td>
<td>1.82</td>
<td>1.97</td>
<td>1.62</td>
<td>1.80</td>
<td>1.60</td>
<td>1.77</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8B And how many hours would you say he/she watches television on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child watches TV at home.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Standard error</td>
<td></td>
<td>.04</td>
<td>.05</td>
<td>.12</td>
<td>.14</td>
<td>.12</td>
<td>.05</td>
<td>.09</td>
</tr>
<tr>
<td>Columns Tested:</td>
<td></td>
<td>a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011

### QPS8-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

**Base:** Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>15-17</td>
<td>18-21</td>
<td>21+</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>136</td>
<td>135</td>
<td>181</td>
<td>178</td>
<td>181</td>
<td>183</td>
<td>206</td>
<td>300</td>
<td>197</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>16</td>
<td>20</td>
<td>20</td>
<td>30</td>
<td>26</td>
<td>10</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 10 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>194</td>
<td>69</td>
<td>70</td>
<td>56</td>
<td>98</td>
<td>96</td>
<td>34</td>
<td>35</td>
<td>39</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 15 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>230</td>
<td>61</td>
<td>85</td>
<td>85</td>
<td>119</td>
<td>111</td>
<td>32</td>
<td>28</td>
<td>40</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 20 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>256</td>
<td>67</td>
<td>98</td>
<td>91</td>
<td>123</td>
<td>133</td>
<td>31</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 25 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>122</td>
<td>31</td>
<td>42</td>
<td>49</td>
<td>59</td>
<td>63</td>
<td>13</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 30 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>13</td>
<td>26</td>
<td>23</td>
<td>31</td>
<td>31</td>
<td>7</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 35 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>7</td>
<td>10</td>
<td>25</td>
<td>23</td>
<td>18</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Up to 40 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>3</td>
<td>2</td>
<td>9</td>
<td>7</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Over 40 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>4</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>*</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 36

**QP8A-B HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.3</td>
<td>15.0</td>
<td>15.9</td>
<td>17.6</td>
</tr>
<tr>
<td>16.1</td>
<td>16.5</td>
<td>14.9</td>
<td>15.1</td>
</tr>
<tr>
<td>16.1</td>
<td>16.1</td>
<td>15.8</td>
<td>15.8</td>
</tr>
<tr>
<td>17.0</td>
<td>18.2</td>
<td>14.5</td>
<td>16.3</td>
</tr>
<tr>
<td>16.7</td>
<td>17.3</td>
<td>15.6</td>
<td>17.1</td>
</tr>
<tr>
<td>16.3</td>
<td>16.3</td>
<td>16.3</td>
<td>16.3</td>
</tr>
<tr>
<td>Standard deviation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.37</td>
<td>7.96</td>
<td>7.81</td>
<td>9.02</td>
</tr>
<tr>
<td>8.35</td>
<td>8.40</td>
<td>8.22</td>
<td>7.73</td>
</tr>
<tr>
<td>8.18</td>
<td>7.44</td>
<td>8.55</td>
<td>9.45</td>
</tr>
<tr>
<td>7.53</td>
<td>8.82</td>
<td>7.91</td>
<td>8.60</td>
</tr>
<tr>
<td>8.36</td>
<td>8.32</td>
<td>8.37</td>
<td>8.37</td>
</tr>
<tr>
<td>Standard error</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>.20</td>
<td>.33</td>
<td>.33</td>
<td>.38</td>
</tr>
<tr>
<td>.29</td>
<td>.29</td>
<td>.49</td>
<td>.45</td>
</tr>
<tr>
<td>.48</td>
<td>.44</td>
<td>.52</td>
<td>.56</td>
</tr>
<tr>
<td>.39</td>
<td>.40</td>
<td>.44</td>
<td>.38</td>
</tr>
<tr>
<td>.28</td>
<td>.29</td>
<td>.29</td>
<td>.20</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP8A:8 HOURS WATCH TELEVISION IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>168</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>None</td>
<td>3</td>
<td>3</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>*</td>
<td>3</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>56</td>
<td>47</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>48</td>
<td>8</td>
<td>56</td>
</tr>
<tr>
<td>Up to 10 hours</td>
<td>194</td>
<td>153</td>
<td>15</td>
<td>9</td>
<td>5</td>
<td>164</td>
<td>30</td>
<td>194</td>
</tr>
<tr>
<td>Up to 15 hours</td>
<td>230</td>
<td>185</td>
<td>22</td>
<td>9</td>
<td>5</td>
<td>196</td>
<td>35</td>
<td>230</td>
</tr>
<tr>
<td>Up to 20 hours</td>
<td>256</td>
<td>209</td>
<td>24</td>
<td>9</td>
<td>5</td>
<td>224</td>
<td>32</td>
<td>256</td>
</tr>
<tr>
<td>Up to 25 hours</td>
<td>122</td>
<td>98</td>
<td>9</td>
<td>6</td>
<td>2</td>
<td>107</td>
<td>14</td>
<td>122</td>
</tr>
<tr>
<td>Up to 30 hours</td>
<td>62</td>
<td>49</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>57</td>
<td>5</td>
<td>62</td>
</tr>
<tr>
<td>Up to 35 hours</td>
<td>41</td>
<td>35</td>
<td>5</td>
<td>1</td>
<td>*</td>
<td>36</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td>Up to 40 hours</td>
<td>15</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>13</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>Over 40 hours</td>
<td>12</td>
<td>10</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>11</td>
<td>*</td>
<td>12</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

**Mean number of hours**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16.3</td>
<td>16.4</td>
<td>16.5</td>
<td>15.8</td>
<td>14.4</td>
<td>16.5</td>
<td>15.1</td>
<td>16.3</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>8.37</td>
<td>8.47</td>
<td>8.53</td>
<td>8.22</td>
<td>7.24</td>
<td>8.49</td>
<td>7.49</td>
<td>8.37</td>
</tr>
<tr>
<td>Standard error</td>
<td>0.20</td>
<td>0.26</td>
<td>0.57</td>
<td>0.50</td>
<td>0.54</td>
<td>0.23</td>
<td>0.43</td>
<td>0.20</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 37

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

QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?

Base : Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No TV after a certain time</td>
<td>488</td>
<td>567</td>
<td>577</td>
</tr>
<tr>
<td>No programmes with nudity/ sexual content</td>
<td>421</td>
<td>139</td>
<td>178</td>
</tr>
<tr>
<td>Regularly check on what they're watching</td>
<td>392</td>
<td>127</td>
<td>166</td>
</tr>
<tr>
<td>No programmes with swearing/ bad language</td>
<td>383</td>
<td>147</td>
<td>155</td>
</tr>
<tr>
<td>No programmes with violence</td>
<td>354</td>
<td>137</td>
<td>145</td>
</tr>
<tr>
<td>Only DVDs/ videos with appropriate age rating</td>
<td>346</td>
<td>129</td>
<td>126</td>
</tr>
<tr>
<td>Need a PIN or password to watch certain channels/ certain movie ratings</td>
<td>202</td>
<td>45</td>
<td>82</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?**

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>807</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>567</td>
<td>577</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>448</td>
<td>463</td>
</tr>
</tbody>
</table>

Columns Tested: ab,c - de - f,g,h,i,j,k - l,m,n,o,p,q,r
Table 37

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

(any data with a base size lower than 100 has been removed as margins of error would be too great. Data is tested at the 95% confidence level.

QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>168</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>No TV after a certain time</td>
<td>488</td>
<td>370</td>
<td>56</td>
<td>20</td>
<td>12</td>
<td>421</td>
<td>67</td>
<td>488</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>46%</td>
<td>62%</td>
<td>51%</td>
<td>60%</td>
<td>49%</td>
<td>51%</td>
<td>49%</td>
</tr>
</tbody>
</table>

No programmes with nudity/sexual content

- Total: 421
- ENGLAND: 337
- SCOTLAND: 41
- WALES: 15
- IRELAND: 13
- URBAN: 352
- RURAL: 68
- ALL: 421

- Significance Level: 95%
- Columns Tested: a, c, e, f, g

No programmes with nudity/sexual content

- Total: 421
- ENGLAND: 337
- SCOTLAND: 41
- WALES: 15
- IRELAND: 13
- URBAN: 352
- RURAL: 68
- ALL: 421

- Significance Level: 95%
- Columns Tested: a, c, e, f, g

Regularly check on what they're watching

- Total: 383
- ENGLAND: 309
- SCOTLAND: 38
- WALES: 14
- IRELAND: 10
- URBAN: 320
- RURAL: 63
- ALL: 383

- Significance Level: 95%
- Columns Tested: a, c, e, f, g

No programmes with swearing/bad language

- Total: 354
- ENGLAND: 285
- SCOTLAND: 36
- WALES: 12
- IRELAND: 10
- URBAN: 298
- RURAL: 56
- ALL: 354

- Significance Level: 95%
- Columns Tested: a, c, e, f, g

Only DVDs/videos with appropriate age rating

- Total: 346
- ENGLAND: 272
- SCOTLAND: 34
- WALES: 12
- IRELAND: 10
- URBAN: 285
- RURAL: 61
- ALL: 346

- Significance Level: 95%
- Columns Tested: a, c, e, f, g

Need a PIN or password to watch certain channels/certain movie ratings

- Total: 202
- ENGLAND: 156
- SCOTLAND: 27
- WALES: 5
- IRELAND: 6
- URBAN: 171
- RURAL: 31
- ALL: 202

- Significance Level: 95%
- Columns Tested: a, c, e, f, g

Prepared by Saville Rossiter - 01727 899 399
### QP9 Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches?

#### Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>168</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>Only children's TV programmes/ children's channels</td>
<td>200</td>
<td>159</td>
<td>22</td>
<td>8</td>
<td>6</td>
<td>177</td>
<td>24</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>Only a DVD/ video that an adult or parent has watched first</td>
<td>108</td>
<td>89</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>86</td>
<td>22</td>
<td>108</td>
</tr>
<tr>
<td>Can only watch when supervised/ not on their own</td>
<td>72</td>
<td>60</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>65</td>
<td>8</td>
<td>72</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>19</td>
<td>1</td>
<td>1</td>
<td>14</td>
<td>8</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td><strong>ANY RULES OR RESTRICTIONS</strong></td>
<td>807</td>
<td>649</td>
<td>73</td>
<td>32</td>
<td>18</td>
<td>694</td>
<td>113</td>
<td>807</td>
</tr>
<tr>
<td>No, do not have ANY rules or restrictions</td>
<td>186</td>
<td>150</td>
<td>17</td>
<td>8</td>
<td>2</td>
<td>167</td>
<td>19</td>
<td>186</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP10A EXTENT OF CONCERN ABOUT CHILD’S TV VIEWING - The content of the TV programmes that they watch

**Base:** Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Parents of children aged 5-15 whose child watches TV at home</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>1702</td>
<td>567</td>
<td>577</td>
<td>558</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1338</td>
<td>448</td>
<td>463</td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>92</td>
<td>28</td>
<td>36</td>
<td>27</td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>211</td>
<td>42</td>
<td>86</td>
<td>83</td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>79</td>
<td>18</td>
<td>28</td>
<td>34</td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>263</td>
<td>67</td>
<td>95</td>
<td>101</td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>347</td>
<td>115</td>
<td>113</td>
<td>118</td>
</tr>
<tr>
<td><strong>TOTAL NOT CONCERNED</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>610</td>
<td>182</td>
<td>208</td>
<td>219</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QP10A EXTENT OF CONCERN ABOUT CHILD’S TV VIEWING - The content of the TV programmes that they watch

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>188</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
</tr>
<tr>
<td>Total</td>
<td>993</td>
<td>799</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>861</td>
<td>132</td>
<td>993</td>
</tr>
<tr>
<td>Very concerned</td>
<td>92</td>
<td>73</td>
<td>8</td>
<td>7</td>
<td>3</td>
<td>77</td>
<td>14</td>
<td>92</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>18%</td>
<td>18%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>211</td>
<td>176</td>
<td>15</td>
<td>9</td>
<td>6</td>
<td>181</td>
<td>30</td>
<td>211</td>
</tr>
<tr>
<td>21%</td>
<td>22%</td>
<td>17%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>23%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>303</td>
<td>249</td>
<td>23</td>
<td>16</td>
<td>10</td>
<td>258</td>
<td>45</td>
<td>303</td>
</tr>
<tr>
<td>31%</td>
<td>31%</td>
<td>26%</td>
<td>39%</td>
<td>50%</td>
<td>30%</td>
<td>34%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td>79</td>
<td>66</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td>71</td>
<td>8</td>
<td>79</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>10%</td>
<td>2%</td>
<td>5%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Not very concerned</td>
<td>263</td>
<td>211</td>
<td>20</td>
<td>13</td>
<td>5</td>
<td>227</td>
<td>36</td>
<td>263</td>
</tr>
<tr>
<td>27%</td>
<td>26%</td>
<td>23%</td>
<td>33%</td>
<td>27%</td>
<td>26%</td>
<td>27%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>347</td>
<td>273</td>
<td>37</td>
<td>10</td>
<td>3</td>
<td>303</td>
<td>43</td>
<td>347</td>
</tr>
<tr>
<td>35%</td>
<td>34%</td>
<td>41%</td>
<td>26%</td>
<td>17%</td>
<td>35%</td>
<td>33%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>610</td>
<td>484</td>
<td>57</td>
<td>24</td>
<td>9</td>
<td>531</td>
<td>79</td>
<td>610</td>
</tr>
<tr>
<td>61%</td>
<td>61%</td>
<td>64%</td>
<td>59%</td>
<td>44%</td>
<td>62%</td>
<td>60%</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>*%</td>
<td>%-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/NOR OR DON’T KNOW</td>
<td>80</td>
<td>66</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>72</td>
<td>8</td>
<td>80</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>2%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

#### Table 39: QP10B EXTENT OF CONCERN ABOUT CHILD’S TV VIEWING - How much time they spend watching television

**Base:** Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>a</td>
<td>1702</td>
<td>448</td>
<td>448</td>
</tr>
<tr>
<td>b</td>
<td>567</td>
<td>463</td>
<td>448</td>
</tr>
<tr>
<td>c</td>
<td>577</td>
<td>463</td>
<td>448</td>
</tr>
<tr>
<td>d</td>
<td>558</td>
<td>567</td>
<td>577</td>
</tr>
<tr>
<td>e</td>
<td>835</td>
<td>461</td>
<td>461</td>
</tr>
<tr>
<td>f</td>
<td>867</td>
<td>677</td>
<td>677</td>
</tr>
<tr>
<td>g</td>
<td>276</td>
<td>219</td>
<td>219</td>
</tr>
<tr>
<td>h</td>
<td>291</td>
<td>229</td>
<td>229</td>
</tr>
<tr>
<td>i</td>
<td>287</td>
<td>232</td>
<td>232</td>
</tr>
<tr>
<td>j</td>
<td>290</td>
<td>231</td>
<td>231</td>
</tr>
<tr>
<td>k</td>
<td>272</td>
<td>220</td>
<td>220</td>
</tr>
<tr>
<td>l</td>
<td>286</td>
<td>228</td>
<td>228</td>
</tr>
<tr>
<td>m</td>
<td>381</td>
<td>288</td>
<td>288</td>
</tr>
<tr>
<td>n</td>
<td>488</td>
<td>286</td>
<td>286</td>
</tr>
<tr>
<td>o</td>
<td>330</td>
<td>390</td>
<td>390</td>
</tr>
<tr>
<td>p</td>
<td>503</td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td>q</td>
<td>869</td>
<td>392</td>
<td>392</td>
</tr>
<tr>
<td>r</td>
<td>833</td>
<td>677</td>
<td>677</td>
</tr>
<tr>
<td>s</td>
<td>1702</td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td>t</td>
<td></td>
<td>677</td>
<td>677</td>
</tr>
<tr>
<td>u</td>
<td></td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td>v</td>
<td></td>
<td>392</td>
<td>392</td>
</tr>
<tr>
<td>w</td>
<td></td>
<td>677</td>
<td>677</td>
</tr>
<tr>
<td>x</td>
<td></td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td>y</td>
<td></td>
<td>392</td>
<td>392</td>
</tr>
<tr>
<td>z</td>
<td></td>
<td>677</td>
<td>677</td>
</tr>
</tbody>
</table>

#### Unweighted total

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1702</td>
<td>448</td>
<td>448</td>
</tr>
<tr>
<td></td>
<td>567</td>
<td>463</td>
<td>448</td>
</tr>
<tr>
<td></td>
<td>577</td>
<td>463</td>
<td>448</td>
</tr>
<tr>
<td></td>
<td>558</td>
<td>567</td>
<td>577</td>
</tr>
<tr>
<td></td>
<td>835</td>
<td>461</td>
<td>461</td>
</tr>
<tr>
<td></td>
<td>867</td>
<td>677</td>
<td>677</td>
</tr>
<tr>
<td></td>
<td>276</td>
<td>219</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>291</td>
<td>229</td>
<td>229</td>
</tr>
<tr>
<td></td>
<td>287</td>
<td>232</td>
<td>232</td>
</tr>
<tr>
<td></td>
<td>290</td>
<td>231</td>
<td>231</td>
</tr>
<tr>
<td></td>
<td>272</td>
<td>220</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>286</td>
<td>228</td>
<td>228</td>
</tr>
<tr>
<td></td>
<td>381</td>
<td>288</td>
<td>288</td>
</tr>
<tr>
<td></td>
<td>488</td>
<td>286</td>
<td>286</td>
</tr>
<tr>
<td></td>
<td>330</td>
<td>390</td>
<td>390</td>
</tr>
<tr>
<td></td>
<td>503</td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td>869</td>
<td>392</td>
<td>392</td>
</tr>
<tr>
<td></td>
<td>833</td>
<td>677</td>
<td>677</td>
</tr>
<tr>
<td></td>
<td>1702</td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td>677</td>
<td>392</td>
<td>392</td>
</tr>
</tbody>
</table>

#### Effective Weighted Sample

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
<tr>
<td></td>
<td>1338</td>
<td>1338</td>
<td>1338</td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP10B EXTENT OF CONCERN ABOUT CHILD’S TV VIEWING** - How much time they spend watching television

Base: Parents of children aged 5-15 whose child watches TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1702</td>
<td>1039</td>
<td>230</td>
<td>193</td>
<td>183</td>
<td>1399</td>
<td>303</td>
<td>1702</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1338</td>
<td>983</td>
<td>209</td>
<td>188</td>
<td>173</td>
<td>1128</td>
<td>220</td>
<td>1338</td>
</tr>
<tr>
<td>Very concerned</td>
<td>59</td>
<td>43</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>50</td>
<td>9</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>8%</td>
<td>15%</td>
<td>13%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>149</td>
<td>120</td>
<td>15</td>
<td>5</td>
<td>125</td>
<td>24</td>
<td>149</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>15%</td>
<td>17%</td>
<td>16%</td>
<td>24%</td>
<td>14%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>208</td>
<td>162</td>
<td>22</td>
<td>12</td>
<td>7</td>
<td>175</td>
<td>33</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>20%</td>
<td>25%</td>
<td>31%</td>
<td>38%</td>
<td>20%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>78</td>
<td>67</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>70</td>
<td>8</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>3%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>281</td>
<td>227</td>
<td>21</td>
<td>12</td>
<td>6</td>
<td>246</td>
<td>34</td>
<td>281</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>28%</td>
<td>23%</td>
<td>31%</td>
<td>33%</td>
<td>29%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>425</td>
<td>342</td>
<td>38</td>
<td>14</td>
<td>5</td>
<td>369</td>
<td>56</td>
<td>425</td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>43%</td>
<td>42%</td>
<td>35%</td>
<td>24%</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>706</td>
<td>570</td>
<td>59</td>
<td>26</td>
<td>11</td>
<td>615</td>
<td>91</td>
<td>706</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>71%</td>
<td>66%</td>
<td>66%</td>
<td>57%</td>
<td>71%</td>
<td>69%</td>
<td>71%</td>
</tr>
<tr>
<td>Don't know</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>78</td>
<td>67</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td>70</td>
<td>8</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
<td>3%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
NQP11 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?

Base: Parents of children aged 5-15 with multichannel TV in the household that the child watches

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Unweighted total**

- Total: 1635
- 5 TO 7: 540
- 8 TO 11: 559
- 12 TO 15: 536
- Male: 799
- Female: 836
- 5 TO 7: 264
- 8 TO 11: 276
- 12 TO 15: 274
- Male: 277
- Female: 282

**Effective Weighted Sample**

- Total: 1288
- 5 TO 7: 430
- 8 TO 11: 447
- 12 TO 15: 430
- Male: 634
- Female: 654
- 5 TO 7: 112
- 8 TO 11: 112
- 12 TO 15: 112
- Male: 112
- Female: 112

**Yes**

- Total: 418
- 5 TO 7: 112
- 8 TO 11: 144
- 12 TO 15: 144
- Male: 212
- Female: 206
- Male: 56
- Female: 42
- Male: 43
- Female: 39
- Male: 54
- Female: 50

**No**

- Total: 505
- 5 TO 7: 142
- 8 TO 11: 173
- 12 TO 15: 190
- Male: 250
- Female: 255
- Male: 73
- Female: 69
- Male: 85
- Female: 88
- Male: 92
- Female: 98

**Don’t know**

- Total: 29
- 5 TO 7: 6
- 8 TO 11: 11
- 12 TO 15: 13
- Male: 16
- Female: 14
- Male: 3
- Female: 2
- Male: 7
- Female: 9

**Columns Tested:** a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP11 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?

Base: Parents of children aged 5-15 with multichannel TV in the household that the child watches

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1635</td>
<td>994</td>
<td>224</td>
<td>188</td>
<td>173</td>
<td>1348</td>
<td>287</td>
<td>1635</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1288</td>
<td>941</td>
<td>203</td>
<td>164</td>
<td>164</td>
<td>1085</td>
<td>211</td>
<td>1288</td>
</tr>
<tr>
<td>Total</td>
<td>952</td>
<td>763</td>
<td>88</td>
<td>39</td>
<td>19</td>
<td>825</td>
<td>127</td>
<td>952</td>
</tr>
<tr>
<td>Yes</td>
<td>418</td>
<td>336</td>
<td>39</td>
<td>13</td>
<td>10</td>
<td>366</td>
<td>53</td>
<td>418</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
<td>32%</td>
<td>56%</td>
<td>44%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>abc</td>
<td>c</td>
<td>c</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>505</td>
<td>403</td>
<td>46</td>
<td>26</td>
<td>8</td>
<td>434</td>
<td>71</td>
<td>505</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>53%</td>
<td>52%</td>
<td>65%</td>
<td>41%</td>
<td>53%</td>
<td>56%</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>d</td>
<td>abd</td>
<td>cde</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>29</td>
<td>24</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>26</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**Table 41**

**NQP11 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?**

Base: Parents of children aged 5-15 with multichannel TV in the household that the child watches

<table>
<thead>
<tr>
<th>TYPE OF MULTICHANNEL TV</th>
<th>Total</th>
<th>SATELLITE</th>
<th>CABLE</th>
<th>FREEVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1635</td>
<td>954</td>
<td>210</td>
<td>559</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1288</td>
<td>727</td>
<td>176</td>
<td>459</td>
</tr>
<tr>
<td>Total</td>
<td>952</td>
<td>524</td>
<td>138</td>
<td>345</td>
</tr>
<tr>
<td>Yes</td>
<td>418</td>
<td>287</td>
<td>70</td>
<td>101</td>
</tr>
<tr>
<td>44%</td>
<td></td>
<td>55%</td>
<td>51%</td>
<td>29%</td>
</tr>
<tr>
<td>No</td>
<td>505</td>
<td>227</td>
<td>63</td>
<td>227</td>
</tr>
<tr>
<td>53%</td>
<td></td>
<td>43%</td>
<td>46%</td>
<td>66%</td>
</tr>
<tr>
<td>Don't know</td>
<td>29</td>
<td>10</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>3%</td>
<td></td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 42

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

**QP12 And can you tell me why that is?**

Base : Parents of children aged 5-15 who do not have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>TOTAL 5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>505</td>
<td>142</td>
<td>173</td>
<td>190</td>
<td>250</td>
<td>255</td>
<td>73</td>
<td>69</td>
<td>85</td>
<td>88</td>
<td>92</td>
<td>98</td>
<td>100</td>
<td>153</td>
<td>95</td>
<td>157</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>869</td>
<td>291</td>
<td>281</td>
<td>297</td>
<td>409</td>
<td>460</td>
<td>141</td>
<td>150</td>
<td>125</td>
<td>156</td>
<td>143</td>
<td>154</td>
<td>179</td>
<td>257</td>
<td>162</td>
<td>271</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>688</td>
<td>234</td>
<td>225</td>
<td>238</td>
<td>332</td>
<td>356</td>
<td>114</td>
<td>120</td>
<td>105</td>
<td>120</td>
<td>115</td>
<td>123</td>
<td>138</td>
<td>207</td>
<td>132</td>
<td>211</td>
</tr>
<tr>
<td>Trust my child to be sensible/ responsible</td>
<td>190</td>
<td>18</td>
<td>53</td>
<td>120</td>
<td>87</td>
<td>103</td>
<td>10</td>
<td>8</td>
<td>24</td>
<td>28</td>
<td>53</td>
<td>67</td>
<td>39</td>
<td>62</td>
<td>35</td>
<td>54</td>
</tr>
<tr>
<td>Child is always supervised/ always an adult present</td>
<td>149</td>
<td>66</td>
<td>61</td>
<td>22</td>
<td>73</td>
<td>77</td>
<td>32</td>
<td>34</td>
<td>30</td>
<td>31</td>
<td>10</td>
<td>12</td>
<td>26</td>
<td>51</td>
<td>31</td>
<td>42</td>
</tr>
<tr>
<td>Child is too young for this to be a problem</td>
<td>78</td>
<td>55</td>
<td>23</td>
<td>*</td>
<td>36</td>
<td>42</td>
<td>26</td>
<td>29</td>
<td>10</td>
<td>13</td>
<td>-</td>
<td>*</td>
<td>18</td>
<td>25</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>Didn't know this was possible</td>
<td>61</td>
<td>15</td>
<td>30</td>
<td>16</td>
<td>41</td>
<td>20</td>
<td>10</td>
<td>5</td>
<td>17</td>
<td>12</td>
<td>14</td>
<td>12</td>
<td>14</td>
<td>19</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>40</td>
<td>1</td>
<td>4</td>
<td>35</td>
<td>18</td>
<td>22</td>
<td>1</td>
<td>-</td>
<td>3</td>
<td>1</td>
<td>15</td>
<td>21</td>
<td>8</td>
<td>13</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>29</td>
<td>7</td>
<td>14</td>
<td>9</td>
<td>12</td>
<td>17</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>8</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>It's not possible to set controls on my TV service</td>
<td>17</td>
<td>3</td>
<td>9</td>
<td>5</td>
<td>10</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>

Columns Tested: ab, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r

Prepared by Saville Rossiter-Base : 01727 899 399
Table 42

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

QP12 And can you tell me why that is?

Base: Parents of children aged 5-15 who do not have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE FEMALE MALE FEMALE MALE FEMALE MALE FEMALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>869</td>
<td>291 281 297</td>
<td>409 460 141 150 125 156 143 154</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>688</td>
<td>234 225 238</td>
<td>332 356 114 120 105 120 115 123</td>
</tr>
<tr>
<td>Total</td>
<td>505</td>
<td>142 173 190</td>
<td>250 255 73 69 85 88 92 98</td>
</tr>
</tbody>
</table>

Wouldn't work/they'd find a way around any controls

- 14 1 2 11 7 7 - 1 - 2 7 4 4 2 3 5 6 8 14
- 3% 1% 1% 6% 3% 3% -% 2% -% 2% 8% 4% 4% 1% 3% 3% 2% 3% 3% 14

Other

- 26 7 9 10 12 14 4 3 3 6 6 5 5 5 4 4 8 4 6 5 5
- 5% 5% 5% 5% 5% 5% 6% 4% 3% 7% 6% 5% 5% 4% 4% 8% 4% 6% 5% 5

TOTAL DIDN'T KNOW POSSIBLE/DON'T KNOW HOW

- 84 22 38 25 50 35 13 9 19 19 18 7 18 21 12 34 39 46 84
- 17% 15% 22% 13% 20% 14% 17% 13% 22% 21% 20% 7% 18% 14% 13% 21% 15% 18% 17%

Columns Tested: a,b,c · d,e · f,g,h,i,j,k · l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 42

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

QP12 And can you tell me why that is?

Base : Parents of children aged 5-15 who do not have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>869</td>
<td>526</td>
<td>121</td>
<td>121</td>
<td>71</td>
<td>709</td>
<td>160</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>688</td>
<td>497</td>
<td>112</td>
<td>105</td>
<td>67</td>
<td>575</td>
<td>117</td>
</tr>
<tr>
<td>Total</td>
<td>505</td>
<td>403</td>
<td>46</td>
<td>26</td>
<td>8</td>
<td>434</td>
<td>71</td>
</tr>
<tr>
<td>Trust my child to be sensible/responsible</td>
<td>190</td>
<td>160</td>
<td>13</td>
<td>9</td>
<td>**</td>
<td>162</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>40%</td>
<td>28%</td>
<td>34%</td>
<td>**</td>
<td>37%</td>
<td>41%</td>
</tr>
<tr>
<td>Child is always supervised/always an adult present</td>
<td>149</td>
<td>110</td>
<td>16</td>
<td>10</td>
<td>**</td>
<td>134</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>27%</td>
<td>34%</td>
<td>40%</td>
<td>**</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Child is too young for this to be a problem</td>
<td>78</td>
<td>63</td>
<td>10</td>
<td>2</td>
<td>**</td>
<td>68</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>23%</td>
<td>10%</td>
<td>**</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Didn't know this was possible</td>
<td>61</td>
<td>48</td>
<td>7</td>
<td>2</td>
<td>**</td>
<td>54</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>9%</td>
<td>**</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>40</td>
<td>32</td>
<td>5</td>
<td>3</td>
<td>**</td>
<td>36</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>12%</td>
<td>11%</td>
<td>**</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>29</td>
<td>19</td>
<td>4</td>
<td>2</td>
<td>**</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>9%</td>
<td>8%</td>
<td>**</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>It's not possible to set controls on my TV service</td>
<td>17</td>
<td>14</td>
<td>2</td>
<td>1</td>
<td>**</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>**</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Wouldn't work/they'd find a way around any controls</td>
<td>14</td>
<td>10</td>
<td>2</td>
<td>-</td>
<td>**</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>-%</td>
<td>**</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12 And can you tell me why that is?

Base: Parents of children aged 5-15 who do not have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>869</td>
<td>526</td>
<td>121</td>
<td>121</td>
<td>71</td>
<td>709</td>
<td>160</td>
<td>869</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>688</td>
<td>497</td>
<td>112</td>
<td>105</td>
<td>67</td>
<td>575</td>
<td>117</td>
<td>688</td>
</tr>
<tr>
<td>Total</td>
<td>505</td>
<td>403</td>
<td>46</td>
<td>26</td>
<td>8</td>
<td>434</td>
<td>71</td>
<td>505</td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
<td>22</td>
<td>1</td>
<td>*</td>
<td>**</td>
<td>22</td>
<td>4</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td>84</td>
<td>63</td>
<td>10</td>
<td>4</td>
<td>**</td>
<td>71</td>
<td>14</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>16%</td>
<td>23%</td>
<td>17%</td>
<td>**</td>
<td>16%</td>
<td>19%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 43

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

QP13 Do you use these parental controls in any of these ways?

Base : Parents of children aged 5-15 who have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>722</td>
<td>238</td>
<td>261</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>565</td>
<td>188</td>
<td>209</td>
</tr>
<tr>
<td>Total</td>
<td>418</td>
<td>112</td>
<td>162</td>
</tr>
</tbody>
</table>

### Requirement a PIN to view a programme or film originally broadcast after 9pm

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>MEAN</th>
<th>MAD</th>
<th>MEAN</th>
<th>MAD</th>
<th>MEAN</th>
<th>MAD</th>
<th>MEAN</th>
<th>MAD</th>
<th>MEAN</th>
<th>MAD</th>
<th>MEAN</th>
<th>MAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirement a PIN</td>
<td>256</td>
<td>66</td>
<td>100</td>
<td>89</td>
<td>130</td>
<td>126</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult channels removed from the on-screen menu of channels</td>
<td>144</td>
<td>40</td>
<td>52</td>
<td>52</td>
<td>76</td>
<td>67</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blocked specific channels from being viewed at any time of the day</td>
<td>124</td>
<td>35</td>
<td>50</td>
<td>40</td>
<td>68</td>
<td>56</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blocked films depending on their age rating</td>
<td>121</td>
<td>35</td>
<td>49</td>
<td>37</td>
<td>60</td>
<td>62</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blocked specific channels from being viewed after a specific time/after 8pm</td>
<td>76</td>
<td>27</td>
<td>29</td>
<td>21</td>
<td>40</td>
<td>36</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>*</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know</td>
<td>25</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>14</td>
<td>11</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 43

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

**QP13 Do you use these parental controls in any of these ways?**

Base: Parents of children aged 5-15 who have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>722</td>
<td>439</td>
<td>97</td>
<td>62</td>
<td>98</td>
<td>602</td>
<td>120</td>
<td>722</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>565</td>
<td>416</td>
<td>86</td>
<td>54</td>
<td>93</td>
<td>479</td>
<td>89</td>
<td>565</td>
</tr>
<tr>
<td>Total</td>
<td>418</td>
<td>336</td>
<td>39</td>
<td>13</td>
<td>10</td>
<td>366</td>
<td>53</td>
<td>418</td>
</tr>
<tr>
<td>Require a PIN to view a programme or film originally broadcast after 9pm</td>
<td>256</td>
<td>200</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>225</td>
<td>31</td>
<td>256</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>60%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>61%</td>
<td>59%</td>
<td>61%</td>
</tr>
<tr>
<td>Adult channels removed from the on-screen menu of channels</td>
<td>144</td>
<td>107</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>124</td>
<td>20</td>
<td>144</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>32%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>34%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Blocked specific channels from being viewed at any time of the day</td>
<td>124</td>
<td>92</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>111</td>
<td>13</td>
<td>124</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>30%</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Block films depending on their age rating</td>
<td>121</td>
<td>87</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>108</td>
<td>14</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>26%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>29%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Blocked specific channels from being viewed after a specific time/ after 8pm</td>
<td>76</td>
<td>53</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>65</td>
<td>11</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>16%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>9</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>25</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13 Do you use these parental controls in any of these ways?

Base: Parents of children aged 5-15 whose have controls set on their multichannel TV service and a DVR in the household

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB C1 C2 DE ABC1 C2DE ALL</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE FEMALE</td>
<td>MALE FEMALE</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>594 197 212 185</td>
<td>298 296</td>
<td>96 101</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>465 153 171 148</td>
<td>230 235</td>
<td>72</td>
</tr>
<tr>
<td>Total</td>
<td>344 91 131 121</td>
<td>170 174</td>
<td>44</td>
</tr>
<tr>
<td>Require a PIN to view a programme or film originally broadcast after 9pm</td>
<td>216 57 84 74</td>
<td>110 106</td>
<td>** 31</td>
</tr>
<tr>
<td>Adult channels removed from the on-screen menu of channels</td>
<td>115 32 41 43</td>
<td>60 55</td>
<td>** 16</td>
</tr>
<tr>
<td>Block films depending on their age rating</td>
<td>105 30 44 31</td>
<td>49 55</td>
<td>** 16</td>
</tr>
<tr>
<td>Blocked specific channels from being viewed at any time of the day</td>
<td>102 28 39 35</td>
<td>54 48</td>
<td>** 15</td>
</tr>
<tr>
<td>Blocked specific channels from being viewed after a specific time/after 8pm</td>
<td>64 23 24 18</td>
<td>32 32</td>
<td>** 11</td>
</tr>
<tr>
<td>Other</td>
<td>6 2 3 2</td>
<td>2 4</td>
<td>** 1 1</td>
</tr>
<tr>
<td>Don't know</td>
<td>20 8 6 6</td>
<td>12 8</td>
<td>** 3</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP13 Do you use these parental controls in any of these ways?**

*Base: Parents of children aged 5-15 whose have controls set on their multichannel TV service and a DVR in the household*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N. IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>594</td>
<td>363</td>
<td>83</td>
<td>45</td>
<td>83</td>
<td>496</td>
<td>98</td>
<td>594</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>465</td>
<td>344</td>
<td>73</td>
<td>39</td>
<td>79</td>
<td>395</td>
<td>73</td>
<td>465</td>
</tr>
<tr>
<td>Total</td>
<td>344</td>
<td>277</td>
<td>33</td>
<td>9</td>
<td>9</td>
<td>301</td>
<td>43</td>
<td>344</td>
</tr>
<tr>
<td><strong>Require a PIN to view a programme or film originally broadcast after 9pm</strong></td>
<td>216</td>
<td>170</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>190</td>
<td>**</td>
<td>216</td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>61%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>63%</td>
<td>**</td>
<td>63%</td>
</tr>
<tr>
<td><strong>Adult channels removed from the on-screen menu of channels</strong></td>
<td>115</td>
<td>87</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>98</td>
<td>**</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>31%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>33%</td>
<td>**</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Block films depending on their age rating</strong></td>
<td>105</td>
<td>76</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>92</td>
<td>**</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>31%</td>
<td>**</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Blocked specific channels from being viewed at any time of the day</strong></td>
<td>102</td>
<td>76</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>90</td>
<td>**</td>
<td>102</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>30%</td>
<td>**</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Blocked specific channels from being viewed after a specific time / after 8pm</strong></td>
<td>64</td>
<td>46</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>54</td>
<td>**</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>**</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>6</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>20</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>**</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 45

QP14 Does your child know the PIN or password to override these controls?

Base: Parents of children aged 5-15 who have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>722</td>
<td>238</td>
<td>261</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>565</td>
<td>188</td>
<td>209</td>
</tr>
</tbody>
</table>

Yes

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>337</td>
<td>104</td>
<td>131</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>286</td>
<td>102</td>
<td>110</td>
</tr>
</tbody>
</table>

No

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>337</td>
<td>104</td>
<td>131</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>286</td>
<td>102</td>
<td>110</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>337</td>
<td>104</td>
<td>131</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>286</td>
<td>102</td>
<td>110</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**QP14 Does your child know the PIN or password to override these controls?**

Base: Parents of children aged 5-15 who have controls set on their multichannel TV service

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>722</td>
<td>439</td>
<td>97</td>
<td>62</td>
<td>98</td>
<td>602</td>
<td>120</td>
<td>722</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>565</td>
<td>416</td>
<td>86</td>
<td>54</td>
<td>93</td>
<td>479</td>
<td>89</td>
<td>565</td>
</tr>
<tr>
<td>Total</td>
<td>418</td>
<td>336</td>
<td>39</td>
<td>13</td>
<td>10</td>
<td>366</td>
<td>53</td>
<td>418</td>
</tr>
<tr>
<td>Yes</td>
<td>73</td>
<td>63</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>19%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>337</td>
<td>266</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>296</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>81%</td>
<td>79%</td>
<td>81%</td>
<td>77%</td>
<td>81%</td>
<td>81%</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQP15 Does your child ever listen to the radio in these ways in your home?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>
| Through a traditional radio set (including portable sets, radio alarms, etc.) 294 63 112 118 142 152 27 36 57 55 57 61 64 92 58 81 155 138 294 29% 23% 31% 32% 28% 30% 31% 31% 32% 33% 31% 30% 29% 28% 30% 28% 29%
| Through your satellite or cable TV service or Freesview 102 25 29 48 53 49 14 11 15 15 24 24 21 31 25 26 51 51 102 10% 9% 8% 13% 10% 8% 8% 8% 13% 13% 10% 10% 13% 9% 10% 10% 10% 10% 10% 10% |
| Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio, with digital sound quality) 74 15 29 31 31 43 7 7 14 15 10 21 25 23 12 14 48 26 74 7% 5% 8% 9% 6% 9% 5% 5% 8% 8% 5% 12% 12% 8% 6% 5% 9% 5% 7% |
| Through a mobile phone - while at home 55 5 16 33 26 29 2 4 7 9 17 16 10 18 11 15 29 26 55 5% 2% 4% 9% 5% 6% 1% 3% 4% 5% 9% 9% 5% 6% 6% 5% 6% 5% 5% |
| Over the internet (when broadcast or later via a podcast) 41 5 13 23 23 18 1 4 10 3 11 11 11 16 5 9 27 14 41 4% 2% 4% 6% 5% 4% 1% 3% 6% 1% 6% 6% 5% 5% 3% 3% 5% 3% 4% |
| Other way of listening to radio at home 3 1 3 * 2 2 - 1 2 1 * - 1 1 * 1 2 2 2 3 *% *% 1% *% *% *% -% *% 1% 1% *% -% *% *% *% *% *% *% |

Columns Tested: ab,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP15 Does your child ever listen to the radio in these ways in your home?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
<tr>
<td>ANY RADIO LISTENING AT HOME</td>
<td>422</td>
<td>88</td>
<td>151</td>
</tr>
<tr>
<td>ANY DIGITAL RADIO LISTENING</td>
<td>187</td>
<td>38</td>
<td>62</td>
</tr>
<tr>
<td>ONLY TRADITIONAL RADIO LISTENING</td>
<td>221</td>
<td>49</td>
<td>85</td>
</tr>
<tr>
<td>Does not listen to radio at home</td>
<td>578</td>
<td>184</td>
<td>212</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c-d,e-f,g,h,i,j,k-l,m,n,o,p,q,r
### Table 46

**NQP15 Does your child ever listen to the radio in these ways in your home?**

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Through a traditional radio set (including portable sets, radio alarms, etc.)</td>
<td>294</td>
<td>247</td>
<td>17</td>
<td>12</td>
<td>7</td>
<td>250</td>
<td>44</td>
<td>294</td>
</tr>
<tr>
<td>Through your satellite or cable TV service or Freeview</td>
<td>102</td>
<td>83</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>85</td>
<td>17</td>
<td>102</td>
</tr>
<tr>
<td>Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio, with digital sound quality)</td>
<td>74</td>
<td>59</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>65</td>
<td>9</td>
<td>74</td>
</tr>
<tr>
<td>Through a mobile phone - while at home</td>
<td>55</td>
<td>50</td>
<td>1</td>
<td>*</td>
<td>2</td>
<td>45</td>
<td>10</td>
<td>55</td>
</tr>
<tr>
<td>Over the internet (when broadcast or later or via a podcast)</td>
<td>41</td>
<td>35</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>31</td>
<td>10</td>
<td>41</td>
</tr>
<tr>
<td>Other way of listening to radio at home</td>
<td>3</td>
<td>3</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>3</td>
<td>*</td>
<td>3</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQP15 Does your child ever listen to the radio in these ways in your home?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>ANY RADIO LISTENING AT HOME</td>
<td>422</td>
<td>351</td>
<td>26</td>
<td>14</td>
<td>9</td>
<td>358</td>
<td>65</td>
<td>422</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>44%</td>
<td>28%</td>
<td>35%</td>
<td>43%</td>
<td>41%</td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>bc</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>boe</td>
<td>b</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY DIGITAL RADIO LISTENING</td>
<td>187</td>
<td>153</td>
<td>10</td>
<td>4</td>
<td>4</td>
<td>155</td>
<td>33</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>19%</td>
<td>11%</td>
<td>10%</td>
<td>19%</td>
<td>18%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>b</td>
<td>boeg</td>
<td>bc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ONLY TRADITIONAL RADIO LISTENING</td>
<td>221</td>
<td>186</td>
<td>15</td>
<td>10</td>
<td>4</td>
<td>191</td>
<td>30</td>
<td>221</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>23%</td>
<td>17%</td>
<td>26%</td>
<td>22%</td>
<td>22%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>b</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does not listen to radio at home</td>
<td>578</td>
<td>455</td>
<td>64</td>
<td>26</td>
<td>11</td>
<td>509</td>
<td>69</td>
<td>578</td>
</tr>
<tr>
<td></td>
<td>58%</td>
<td>56%</td>
<td>72%</td>
<td>65%</td>
<td>57%</td>
<td>59%</td>
<td>51%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 47**

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

**QP16A Please think about the time your child spends listening to radio on a typical school day. How many hours would you say he/she spends listening to radio on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN Aged 12-15)**

**Base : Parents of children aged 5-15 whose child listens to the radio at home**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>A</strong></td>
<td><strong>B</strong></td>
<td><strong>C</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>681</td>
<td>183</td>
<td>233</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>546</td>
<td>149</td>
<td>189</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>422</td>
<td>88</td>
<td>151</td>
</tr>
<tr>
<td><strong>None</strong></td>
<td>87</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td><strong>Up to 1 hour</strong></td>
<td>278</td>
<td>56</td>
<td>115</td>
</tr>
<tr>
<td><strong>Up to 2 hours</strong></td>
<td>33</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td><strong>Up to 3 hours</strong></td>
<td>12</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Up to 4 hours</strong></td>
<td>4</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Up to 5 hours</strong></td>
<td>4</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td><strong>Up to 6 hours</strong></td>
<td>2</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Up to 7 hours</strong></td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td><strong>Mean number of hours</strong></td>
<td>.8</td>
<td>.6</td>
<td>.7</td>
</tr>
</tbody>
</table>

**Standard deviation** | .93 | .67 | .84 | 1.08 | .98 | .89 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

**Standard error** | .04 | .05 | .06 | .07 | .05 | .05 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP16A Please think about the time your child spends listening to radio on a typical school day. How many hours would you say he/ she spends listening to radio on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a&gt;b&gt;c&lt;d</td>
<td><del>e</del>e~f</td>
<td>g</td>
<td>g</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>445</td>
<td>63</td>
<td>65</td>
<td>79</td>
<td>540</td>
<td>141</td>
<td>681</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
<td>57</td>
<td>57</td>
<td>75</td>
<td>447</td>
<td>103</td>
<td>546</td>
</tr>
<tr>
<td>Total</td>
<td>422</td>
<td>351</td>
<td>26</td>
<td>14</td>
<td>9</td>
<td>358</td>
<td>65</td>
<td>422</td>
</tr>
<tr>
<td>None</td>
<td>87</td>
<td>76</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>76</td>
<td>11</td>
<td>87</td>
</tr>
<tr>
<td>21%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21%</td>
<td>17%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>278</td>
<td>237</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>229</td>
<td>49</td>
<td>278</td>
</tr>
<tr>
<td>66%</td>
<td>67%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>64%</td>
<td>76%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>33</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>30</td>
<td>3</td>
<td>33</td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>12</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>4</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>4</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>2</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td>1</td>
<td>*</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>.8</td>
<td>.7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>.8</td>
<td>.6</td>
<td>.8</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>.93</td>
<td>.80</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>.97</td>
<td>.65</td>
<td>.93</td>
</tr>
<tr>
<td>Standard error</td>
<td>.04</td>
<td>.04</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>.04</td>
<td>.05</td>
<td>.04</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 48

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

**QP16B And how many hours would you say he/ she listens to radio on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLD AND FROM CHILDREN AGED 12-15)**

Base : Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>5-7 MALE</td>
<td>5-7 FEMALE</td>
<td>8-11 MALE</td>
<td>8-11 FEMALE</td>
</tr>
<tr>
<td>12-15 MALE</td>
<td>12-15 FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>m</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>n</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>o</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>p</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>q</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Significance Level: 95%

#### Unweighted total

| Base : Parents of children aged 5-15 whose child listens to the radio at home |
|-----------------------------|-------------|-------------|-------------|
| Unweighted total            | 681         | 233         | 265         |
| Effective Weighted Sample   | 536         | 262         | 284         |
| Total                       | 546         | 262         | 284         |

#### Up to 1 hour

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over 8 hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Mean number of hours

<table>
<thead>
<tr>
<th>Standard deviation</th>
<th>Standard error</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.45</td>
<td>.06</td>
</tr>
</tbody>
</table>

**Prepared by Saville Rossiter-Base : 01727 899 399**
Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QP16B And how many hours would he/she listen to radio on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>~e</td>
<td>~f</td>
<td>~g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>445</td>
<td>63</td>
<td>65</td>
<td>79</td>
<td>540</td>
<td>141</td>
<td>681</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
<td>57</td>
<td>57</td>
<td>75</td>
<td>447</td>
<td>103</td>
<td>546</td>
</tr>
<tr>
<td>None</td>
<td>65</td>
<td>53</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>56</td>
<td>9</td>
<td>65</td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>257</td>
<td>219</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>212</td>
<td>46</td>
<td>257</td>
</tr>
<tr>
<td>61%</td>
<td>62%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>59%</td>
<td>71%</td>
<td>61%</td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>44</td>
<td>38</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>37</td>
<td>7</td>
<td>44</td>
</tr>
<tr>
<td>10%</td>
<td>11%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>20</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>5%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>10</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>12</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11</td>
<td>*</td>
<td>12</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>*%</td>
<td>3%</td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>8</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>*%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>-%</td>
<td>*%</td>
</tr>
<tr>
<td>Over 8 hours</td>
<td>1</td>
<td>-</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>*%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>1.2</td>
<td>1.1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1.3</td>
<td>.9</td>
<td>1.2</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.45</td>
<td>1.29</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1.53</td>
<td>.84</td>
<td>1.45</td>
</tr>
<tr>
<td>Standard error</td>
<td>.06</td>
<td>.06</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>.07</td>
<td>.07</td>
<td>.06</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 49

QP16A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

<table>
<thead>
<tr>
<th>CHILDS AGE</th>
<th>CHILDS GENDER</th>
<th>CHILDS AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>12-15</td>
<td>18 TO 21</td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP16A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td></td>
<td>MALE 12-15</td>
<td>FEMALE 12-15</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>C2</td>
<td>DE</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>ALL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>6.3</td>
<td>4.8</td>
<td>5.6</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>6.98</td>
<td>4.89</td>
<td>6.54</td>
</tr>
<tr>
<td>Standard error</td>
<td>.27</td>
<td>.35</td>
<td>.43</td>
</tr>
</tbody>
</table>
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

Table 49

QP16A-B HOURS LISTEN TO RADIO IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>EAST</th>
<th>WEST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
</tr>
<tr>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>445</td>
<td>63</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
</tr>
<tr>
<td>Total</td>
<td>422</td>
<td>351</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>None</th>
<th>Up to 5 hours</th>
<th>Up to 10 hours</th>
<th>Up to 15 hours</th>
<th>Up to 20 hours</th>
<th>Up to 25 hours</th>
<th>Up to 30 hours</th>
<th>Up to 35 hours</th>
<th>Up to 40 hours</th>
<th>Over 40 hours</th>
<th>Don't know</th>
<th>Mean number of hours</th>
<th>Standard deviation</th>
<th>Standard error</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>242</td>
<td>198</td>
<td>202</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
<td>198</td>
</tr>
<tr>
<td>57%</td>
<td>55%</td>
<td>57%</td>
<td>55%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>445</td>
<td>63</td>
<td>65</td>
<td>79</td>
<td>540</td>
<td>141</td>
<td>681</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
<td>57</td>
<td>75</td>
<td>447</td>
<td>103</td>
<td>546</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP17 Do you have any of these rules or restrictions about radio that your child listens to?

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>AB  C1  C2  DE  ABC1  C2DE  ALL</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>681 183 233 265 325 356 83 100 117 116 125 140 171 199 124 187 370 311 681</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>5-7</td>
<td>8 10 TO 12 10 TO 15</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>5-7</td>
<td>8 10 TO 12 10 TO 15</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 50

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

QP17 Do you have any of these rules or restrictions about radio that your child listens to?

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>445</td>
<td>63</td>
<td>65</td>
<td>79</td>
<td>540</td>
<td>141</td>
<td>681</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
<td>57</td>
<td>57</td>
<td>75</td>
<td>447</td>
<td>103</td>
<td>546</td>
</tr>
<tr>
<td>Total</td>
<td>422</td>
<td>351</td>
<td>26</td>
<td>14</td>
<td>9</td>
<td>358</td>
<td>65</td>
<td>422</td>
</tr>
<tr>
<td>No radio after a certain time</td>
<td>42</td>
<td>34</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35</td>
<td>7</td>
<td>42</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>**</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Regularly check on what they're listening to</td>
<td>22</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>**</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>No music with swearing/ bad language</td>
<td>18</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Can only listen when supervised/ not on their own</td>
<td>13</td>
<td>13</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Only certain radio stations/ shows</td>
<td>9</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>ANY RULES OR RESTRICTIONS</td>
<td>84</td>
<td>71</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>71</td>
<td>13</td>
<td>84</td>
</tr>
<tr>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>**</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>No, do not have ANY rules or restrictions</td>
<td>338</td>
<td>281</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>286</td>
<td>52</td>
<td>338</td>
</tr>
<tr>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>**</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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 95% confidence level.

**QP18A EXTENT OF CONCERN ABOUT CHILD’S RADIO LISTENING - The content of the radio shows that they listen to**

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 7</td>
<td>FEMALE</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>8</td>
<td>10</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>2</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>2</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>4</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>22</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>24</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP18A EXTENT OF CONCERN ABOUT CHILD’S RADIO LISTENING - The content of the radio shows that they listen to

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>445</td>
<td>63</td>
<td>65</td>
<td>79</td>
<td>540</td>
<td>141</td>
<td>681</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
<td>57</td>
<td>57</td>
<td>75</td>
<td>447</td>
<td>103</td>
<td>546</td>
</tr>
<tr>
<td>Total</td>
<td>422</td>
<td>351</td>
<td>26</td>
<td>14</td>
<td>9</td>
<td>358</td>
<td>65</td>
<td>422</td>
</tr>
<tr>
<td>Very concerned</td>
<td>7</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>*</td>
<td>7</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>*%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>16</td>
<td>13</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>1%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>22</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>2%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>24</td>
<td>22</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20</td>
<td>4</td>
<td>24</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Not very concerned</td>
<td>99</td>
<td>90</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>81</td>
<td>18</td>
<td>99</td>
</tr>
<tr>
<td>23%</td>
<td>26%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>23%</td>
<td>28%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>274</td>
<td>219</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>234</td>
<td>41</td>
<td>274</td>
</tr>
<tr>
<td>65%</td>
<td>62%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>65%</td>
<td>63%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>374</td>
<td>308</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>315</td>
<td>59</td>
<td>374</td>
</tr>
<tr>
<td>88%</td>
<td>88%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>88%</td>
<td>91%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>26</td>
<td>24</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>5</td>
<td>26</td>
</tr>
<tr>
<td>6%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 52

QP18B EXTENT OF CONCERN ABOUT CHILD'S RADIO LISTENING - How much time they spend listening to the radio

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>183</td>
<td>233</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>149</td>
<td>189</td>
</tr>
<tr>
<td>Total</td>
<td>422</td>
<td>88</td>
<td>151</td>
</tr>
<tr>
<td>Very concerned</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>9</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>5%</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>13</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>28</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>83</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>20%</td>
<td>17%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>297</td>
<td>66</td>
<td>108</td>
</tr>
<tr>
<td>70%</td>
<td>74%</td>
<td>72%</td>
<td>68%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>380</td>
<td>81</td>
<td>133</td>
</tr>
<tr>
<td>90%</td>
<td>91%</td>
<td>88%</td>
<td>89%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>%</td>
<td>1%</td>
<td>-%</td>
<td>%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>29</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 52

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

**QP18B EXTENT OF CONCERN ABOUT CHILD’S RADIO LISTENING - How much time they spend listening to the radio**

Base: Parents of children aged 5-15 whose child listens to the radio at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>681</td>
<td>445</td>
<td>63</td>
<td>65</td>
<td>79</td>
<td>540</td>
<td>141</td>
<td>681</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>546</td>
<td>422</td>
<td>57</td>
<td>57</td>
<td>75</td>
<td>447</td>
<td>103</td>
<td>546</td>
</tr>
<tr>
<td>Total</td>
<td>422</td>
<td>351</td>
<td>26</td>
<td>14</td>
<td>9</td>
<td>358</td>
<td>65</td>
<td>422</td>
</tr>
<tr>
<td>Very concerned</td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>9</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>%-</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>13</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>*</td>
<td>13</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>28</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>3</td>
<td>28</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Not very concerned</td>
<td>83</td>
<td>75</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>67</td>
<td>16</td>
<td>83</td>
</tr>
<tr>
<td>20%</td>
<td>21%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>24%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>297</td>
<td>238</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>252</td>
<td>45</td>
<td>297</td>
</tr>
<tr>
<td>70%</td>
<td>68%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>70%</td>
<td>70%</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>380</td>
<td>313</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>319</td>
<td>61</td>
<td>380</td>
</tr>
<tr>
<td>90%</td>
<td>89%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>89%</td>
<td>94%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>*%</td>
<td>%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>%</td>
<td>1%</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>29</td>
<td>27</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>4</td>
<td>29</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 53

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

**NQP19** Does your child ever go online at home using a USB stick or dongle to get access to the internet on a computer or laptop through a mobile network?

**Base:** Parents of children aged 5-15 whose child has access to the internet at home through a PC/laptop

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 5-7</td>
<td>MALE 8-11</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>FEMALE 5-7</td>
<td>FEMALE 8-11</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>MALE 12-15</td>
<td>FEMALE 12-15</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>FEMALE</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>1548</td>
<td>758</td>
<td>381</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>506</td>
<td>263</td>
<td>471</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>519</td>
<td>261</td>
<td>302</td>
</tr>
<tr>
<td></td>
<td>523</td>
<td>258</td>
<td>394</td>
</tr>
<tr>
<td></td>
<td></td>
<td>254</td>
<td>852</td>
</tr>
<tr>
<td></td>
<td></td>
<td>269</td>
<td>696</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1548</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1218</td>
<td>600</td>
<td>288</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>907</td>
<td>450</td>
<td>204</td>
</tr>
<tr>
<td>Total</td>
<td>907</td>
<td>457</td>
<td>201</td>
</tr>
<tr>
<td>Base for %</td>
<td>899</td>
<td>452</td>
<td>179</td>
</tr>
<tr>
<td>Yes</td>
<td>151</td>
<td>10</td>
<td>203</td>
</tr>
<tr>
<td>17%</td>
<td>12%</td>
<td>8%</td>
<td>37</td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>39</td>
</tr>
<tr>
<td>22%</td>
<td>17%</td>
<td>24%</td>
<td>19</td>
</tr>
<tr>
<td>16%</td>
<td>17%</td>
<td>21%</td>
<td>21</td>
</tr>
<tr>
<td>8%</td>
<td>15%</td>
<td>13%</td>
<td>65</td>
</tr>
<tr>
<td>14%</td>
<td>16%</td>
<td>25%</td>
<td>17</td>
</tr>
<tr>
<td>24%</td>
<td>21%</td>
<td>15%</td>
<td>17</td>
</tr>
<tr>
<td>No</td>
<td>735</td>
<td>105</td>
<td>163</td>
</tr>
<tr>
<td>82%</td>
<td>87%</td>
<td>91%</td>
<td>80%</td>
</tr>
<tr>
<td>84%</td>
<td>84%</td>
<td>83%</td>
<td>86%</td>
</tr>
<tr>
<td>76%</td>
<td>82%</td>
<td>84%</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td>636</td>
<td>137</td>
<td>73%</td>
</tr>
<tr>
<td></td>
<td>366</td>
<td>128</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td>368</td>
<td>130</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>163</td>
<td>82%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>158</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>167</td>
<td>410</td>
</tr>
<tr>
<td></td>
<td></td>
<td>324</td>
<td>735</td>
</tr>
<tr>
<td>Don't know</td>
<td>13</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>5%</td>
<td>3</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>5</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>8</td>
</tr>
<tr>
<td>No answer</td>
<td>8</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>4%</td>
<td>5</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>5%</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>1%</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>1%</td>
<td>4</td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP19** Does your child ever go online at home using a USB stick or dongle to get access to the internet on a computer or laptop through a mobile network?

Base: Parents of children aged 5-15 whose child has access to the internet at home through a PC/laptop

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1548</td>
<td>971</td>
<td>187</td>
<td>168</td>
<td>173</td>
<td>1263</td>
<td>285</td>
<td>1548</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1218</td>
<td>917</td>
<td>168</td>
<td>147</td>
<td>163</td>
<td>1019</td>
<td>207</td>
<td>1218</td>
</tr>
<tr>
<td>Total</td>
<td>907</td>
<td>743</td>
<td>73</td>
<td>34</td>
<td>18</td>
<td>781</td>
<td>162</td>
<td>907</td>
</tr>
<tr>
<td>Base for %</td>
<td>899</td>
<td>736</td>
<td>73</td>
<td>34</td>
<td>18</td>
<td>774</td>
<td>124</td>
<td>899</td>
</tr>
<tr>
<td>Yes</td>
<td>151</td>
<td>120</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>136</td>
<td>15</td>
<td>151</td>
</tr>
<tr>
<td>17%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>16%</td>
<td>18%</td>
<td>12%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>735</td>
<td>606</td>
<td>61</td>
<td>27</td>
<td>15</td>
<td>628</td>
<td>106</td>
<td>735</td>
</tr>
<tr>
<td>82%</td>
<td>82%</td>
<td>84%</td>
<td>79%</td>
<td>83%</td>
<td>81%</td>
<td>85%</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>13</td>
<td>10</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>10</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>8</td>
<td>8</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 54

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

NQP20A Do you have a wireless internet connection at home?

**Base:** Parents of children aged 5-15 whose child has access to the internet at home through a PC/ laptop

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE 5-7</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>FEMALE 5-7</td>
<td>C1</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>MALE 8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>FEMALE 8-11</td>
<td>DE</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>MALE 12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>FEMALE 12-15</td>
<td>CZDE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE &amp; GENDER</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>CZDE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1548</td>
<td>506</td>
<td>519</td>
<td>523</td>
<td>243</td>
<td>263</td>
<td>261</td>
<td>258</td>
<td>254</td>
<td>269</td>
<td>381</td>
<td>471</td>
<td>302</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1218</td>
<td>400</td>
<td>417</td>
<td>422</td>
<td>600</td>
<td>618</td>
<td>194</td>
<td>207</td>
<td>210</td>
<td>207</td>
<td>206</td>
<td>216</td>
<td>288</td>
</tr>
<tr>
<td>Total</td>
<td>907</td>
<td>237</td>
<td>326</td>
<td>344</td>
<td>450</td>
<td>457</td>
<td>116</td>
<td>121</td>
<td>163</td>
<td>163</td>
<td>171</td>
<td>173</td>
<td>204</td>
</tr>
<tr>
<td>Base for %</td>
<td>899</td>
<td>236</td>
<td>323</td>
<td>340</td>
<td>447</td>
<td>452</td>
<td>116</td>
<td>120</td>
<td>161</td>
<td>162</td>
<td>170</td>
<td>170</td>
<td>203</td>
</tr>
<tr>
<td>Yes</td>
<td>767</td>
<td>193</td>
<td>275</td>
<td>299</td>
<td>380</td>
<td>387</td>
<td>95</td>
<td>98</td>
<td>135</td>
<td>140</td>
<td>150</td>
<td>149</td>
<td>178</td>
</tr>
<tr>
<td>No</td>
<td>123</td>
<td>40</td>
<td>44</td>
<td>39</td>
<td>62</td>
<td>61</td>
<td>19</td>
<td>21</td>
<td>23</td>
<td>21</td>
<td>20</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>*</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>No answer</td>
<td>8</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 54

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

**NQP20A Do you have a wireless internet connection at home?**

**Base:** Parents of children aged 5-15 whose child has access to the internet at home through a PC/laptop

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1548</td>
<td>971</td>
<td>187</td>
<td>168</td>
<td>173</td>
<td>1263</td>
<td>285</td>
<td>1548</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1218</td>
<td>917</td>
<td>168</td>
<td>147</td>
<td>163</td>
<td>1019</td>
<td>207</td>
<td>1218</td>
</tr>
<tr>
<td>Total</td>
<td>907</td>
<td>743</td>
<td>73</td>
<td>34</td>
<td>18</td>
<td>781</td>
<td>126</td>
<td>907</td>
</tr>
<tr>
<td>Base for %</td>
<td>899</td>
<td>736</td>
<td>73</td>
<td>34</td>
<td>18</td>
<td>774</td>
<td>124</td>
<td>899</td>
</tr>
<tr>
<td>Yes</td>
<td>767</td>
<td>637</td>
<td>62</td>
<td>28</td>
<td>16</td>
<td>656</td>
<td>111</td>
<td>767</td>
</tr>
<tr>
<td>85%</td>
<td>87%</td>
<td>84%</td>
<td>83%</td>
<td>90%</td>
<td>85%</td>
<td>89%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>123</td>
<td>93</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>111</td>
<td>12</td>
<td>123</td>
</tr>
<tr>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
<td>10%</td>
<td>14%</td>
<td>9%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>7</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>*%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>8</td>
<td>8</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 55

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

**NQP21A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home?**

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Total</td>
<td>1717</td>
<td>1504</td>
<td>2000</td>
</tr>
<tr>
<td>5 to 7</td>
<td>573</td>
<td>507</td>
<td>730</td>
</tr>
<tr>
<td>Male</td>
<td>60%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Female</td>
<td>44%</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>8 to 11</td>
<td>561</td>
<td>482</td>
<td>688</td>
</tr>
<tr>
<td>Male</td>
<td>60%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Female</td>
<td>44%</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>12 to 15</td>
<td>330</td>
<td>271</td>
<td>401</td>
</tr>
<tr>
<td>Male</td>
<td>60%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Female</td>
<td>44%</td>
<td>41%</td>
<td>40%</td>
</tr>
</tbody>
</table>

| **A laptop/ netbook** | 603  | 528  | 621  | 516  | 645  | 706  | 558  | 521  | 330  | 300  | 369  | 142  | 195  | 170  |
|-----------------------| 60%  | 59%  | 60%  | 61%  | 59%  | 62%  | 59%  | 58%  | 60%  | 61%  | 61%  | 43%  | 46%  | 49%  |
|                       | 44%  | 41%  | 40%  | 39%  | 41%  | 38%  | 41%  | 42%  | 40%  | 40%  | 39%  | 31%  | 34%  | 31%  |

| **A desktop PC** | 429  | 373  | 492  | 378  | 521  | 592  | 382  | 362  | 227  | 211  | 270  | 66  | 90  | 84  |
|------------------| 43%  | 42%  | 43%  | 42%  | 42%  | 42%  | 42%  | 42%  | 42%  | 42%  | 42%  | 31%  | 34%  | 33%  |

| **A games console connected to a TV** | 154  | 139  | 163  | 146  | 180  | 204  | 138  | 132  | 88  | 81  | 106  | 35  | 42  | 37  |
|--------------------------------------| 15%  | 15%  | 15%  | 15%  | 15%  | 15%  | 15%  | 15%  | 15%  | 15%  | 15%  | 12%  | 13%  | 13%  |

| **A mobile phone/ Smartphone** | 142  | 122  | 154  | 136  | 168  | 190  | 126  | 120  | 76  | 70  | 92  | 25  | 30  | 26  |
|--------------------------------| 14%  | 14%  | 14%  | 14%  | 14%  | 14%  | 14%  | 14%  | 14%  | 14%  | 14%  | 17%  | 18%  | 18%  |

| **A portable media player** | 66  | 51  | 117  | 96  | 113  | 129  | 76  | 71  | 45  | 40  | 55  | 17  | 19  | 18  |
|-----------------------------| 7%  | 6%  | 12%  | 9%  | 12%  | 14%  | 8%  | 7%  | 5%  | 5%  | 6%  | 2%  | 2%  | 2%  |

| **A portable or handheld games player** | 64  | 47  | 111  | 90  | 101  | 116  | 72  | 67  | 41  | 36  | 52  | 17  | 19  | 18  |
|-----------------------------------------| 6%  | 5%  | 10%  | 8%  | 10%  | 11%  | 6%  | 6%  | 4%  | 4%  | 5%  | 2%  | 2%  | 2%  |

| **A tablet computer** | 22  | 18  | 40  | 30  | 42  | 48  | 25  | 24  | 15  | 14  | 20  | 6  | 7  | 7  |
|----------------------| 2%  | 2%  | 4%  | 3%  | 4%  | 4%  | 2%  | 2%  | 1%  | 1%  | 2%  | 0%  | 0%  | 0%  |

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

Prepared by Saville Rossiter-Base: 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 55

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

NQP21A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP21A** Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home?

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
**Table 55**

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

NQP21A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home?

**Base:** All parents of children aged 5-15

**NATION**

<table>
<thead>
<tr>
<th>N</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
</tr>
<tr>
<td>A laptop/ netbook</td>
<td>603</td>
<td>497</td>
<td>41</td>
<td>21</td>
<td>12</td>
<td>520</td>
<td>84</td>
<td>603</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>62%</td>
<td>46%</td>
<td>52%</td>
<td>60%</td>
<td>60%</td>
<td>63%</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>bc</td>
<td>b</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A desktop PC</td>
<td>429</td>
<td>354</td>
<td>33</td>
<td>17</td>
<td>8</td>
<td>368</td>
<td>61</td>
<td>429</td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>44%</td>
<td>37%</td>
<td>43%</td>
<td>39%</td>
<td>42%</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)</td>
<td>154</td>
<td>127</td>
<td>11</td>
<td>7</td>
<td>4</td>
<td>131</td>
<td>23</td>
<td>154</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>16%</td>
<td>12%</td>
<td>18%</td>
<td>22%</td>
<td>15%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)</td>
<td>142</td>
<td>119</td>
<td>9</td>
<td>5</td>
<td>3</td>
<td>122</td>
<td>20</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>15%</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>A portable media player (like an iPod Touch or Archos)</td>
<td>66</td>
<td>59</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>54</td>
<td>12</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)</td>
<td>64</td>
<td>54</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>57</td>
<td>7</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
<td>10%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A tablet computer (like an iPad)</td>
<td>22</td>
<td>17</td>
<td>2</td>
<td>1</td>
<td>16</td>
<td>6</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other type of device</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP21A Including any ways you may have already mentioned, does your child EVER use any of the following devices to go online at home?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>None of these</td>
<td>153</td>
<td>104</td>
<td>28</td>
<td>9</td>
<td>3</td>
<td>136</td>
<td>17</td>
<td>153</td>
</tr>
<tr>
<td>15%</td>
<td>13%</td>
<td>31%</td>
<td>22%</td>
<td>16%</td>
<td>16%</td>
<td>12%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>adefg</td>
<td></td>
<td>adefg</td>
<td>adefg</td>
<td>adefg</td>
<td>adefg</td>
<td>adefg</td>
<td>adefg</td>
<td>adefg</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>4</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>2%</td>
<td>*%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
<td>*%</td>
</tr>
</tbody>
</table>

USE THE INTERNET AT HOME THROUGH ANY DEVICE

<table>
<thead>
<tr>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE THE INTERNET AT HOME THROUGH ANY DEVICE</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
</tr>
<tr>
<td>84%</td>
<td>87%</td>
<td>69%</td>
<td>76%</td>
<td>84%</td>
<td>84%</td>
<td>87%</td>
<td>84%</td>
</tr>
<tr>
<td>bc</td>
<td>b</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
</tr>
</tbody>
</table>

ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE

<table>
<thead>
<tr>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY USE OF PC/ LAPTOP/ NETBOOK TO GO ONLINE</td>
<td>824</td>
<td>683</td>
<td>61</td>
<td>30</td>
<td>16</td>
<td>710</td>
<td>115</td>
</tr>
<tr>
<td>82%</td>
<td>85%</td>
<td>67%</td>
<td>74%</td>
<td>81%</td>
<td>82%</td>
<td>86%</td>
<td>82%</td>
</tr>
<tr>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
</tr>
</tbody>
</table>

ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE

<table>
<thead>
<tr>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY USE OF GAMES CONSOLE/ PLAYER TO GO ONLINE</td>
<td>174</td>
<td>144</td>
<td>11</td>
<td>8</td>
<td>5</td>
<td>149</td>
<td>25</td>
</tr>
<tr>
<td>17%</td>
<td>18%</td>
<td>13%</td>
<td>21%</td>
<td>24%</td>
<td>17%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>b</td>
<td>abeg</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
</tr>
</tbody>
</table>

ANY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER TO GO ONLINE

<table>
<thead>
<tr>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER TO GO ONLINE</td>
<td>280</td>
<td>233</td>
<td>18</td>
<td>12</td>
<td>7</td>
<td>238</td>
<td>42</td>
</tr>
<tr>
<td>28%</td>
<td>29%</td>
<td>20%</td>
<td>30%</td>
<td>36%</td>
<td>28%</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
<td>beg</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
</tr>
</tbody>
</table>

ONLY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER TO GO ONLINE (NOT PC/ LAPTOP)

<table>
<thead>
<tr>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONLY USE OF MOBILE PHONE/ TABLET/ MEDIA PLAYER/ GAMES CONSOLE/ GAMES PLAYER TO GO ONLINE (NOT PC/ LAPTOP)</td>
<td>18</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
NQP21B And when your child goes online at home, which device do they mostly use?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
</tbody>
</table>

**Unweighted total**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>TOTAL</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>a</td>
<td>ab</td>
<td>ab</td>
<td>7</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>a</td>
<td>ab</td>
<td>ab</td>
<td>7</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
</tbody>
</table>

**Effective Weighted Sample**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>TOTAL</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>a</td>
<td>ab</td>
<td>ab</td>
<td>7</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>a</td>
<td>ab</td>
<td>ab</td>
<td>7</td>
<td>3</td>
<td>9</td>
<td>7</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Table 56

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

**NQP21B And when your child goes online at home, which device do they mostly use?**

*Base: All parents of children aged 5-15*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE FEMALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Unweighted total</td>
<td>1717 573 586 558</td>
<td>841 876</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349 452 469 448</td>
<td>665 684</td>
<td>219 233 235 234 220 228</td>
</tr>
<tr>
<td>Total</td>
<td>1000 273 364 364</td>
<td>500 500</td>
<td>136 137 183 180 181 183</td>
</tr>
<tr>
<td>Don't know</td>
<td>6 3 3 -</td>
<td>4 2</td>
<td>2 1 3 1 - -</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE</td>
<td>751 169 291 291</td>
<td>388 363</td>
<td>90 79 144 148 140 151</td>
</tr>
<tr>
<td>MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE</td>
<td>41 7 13 21</td>
<td>9 32</td>
<td>2 5 10 2 17 4</td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r | Prepaped by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP21B And when your child goes online at home, which device do they mostly use?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>A laptop/netbook</td>
<td>470</td>
<td>389</td>
<td>31</td>
<td>14</td>
<td>10</td>
<td>406</td>
<td>63</td>
<td>470</td>
</tr>
<tr>
<td>47%</td>
<td>48%</td>
<td>34%</td>
<td>35%</td>
<td>48%</td>
<td>47%</td>
<td>47%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td></td>
</tr>
<tr>
<td>A desktop PC</td>
<td>282</td>
<td>236</td>
<td>22</td>
<td>11</td>
<td>5</td>
<td>242</td>
<td>40</td>
<td>282</td>
</tr>
<tr>
<td>28%</td>
<td>29%</td>
<td>25%</td>
<td>28%</td>
<td>23%</td>
<td>28%</td>
<td>30%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)</td>
<td>34</td>
<td>25</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>32</td>
<td>2</td>
<td>34</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>f</td>
<td>f</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)</td>
<td>25</td>
<td>22</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>21</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>A portable media player (like an iPod Touch or Archos)</td>
<td>17</td>
<td>15</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>15</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>*%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>A tablet computer (like an iPad)</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td>e</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>6</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>aeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>153</td>
<td>104</td>
<td>28</td>
<td>9</td>
<td>3</td>
<td>136</td>
<td>17</td>
<td>153</td>
</tr>
<tr>
<td>15%</td>
<td>13%</td>
<td>31%</td>
<td>22%</td>
<td>16%</td>
<td>16%</td>
<td>12%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

NQP21B And when your child goes online at home, which device do they mostly use?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>5</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>2%</td>
<td>*%</td>
<td>*%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**MOSTLY USE PC/ LAPTOP/ NETBOOK TO GO ONLINE**

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most likely</td>
<td>751</td>
<td>625</td>
<td>53</td>
<td>25</td>
<td>14</td>
<td>648</td>
<td>104</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>75%</td>
<td>78%</td>
<td>59%</td>
<td>63%</td>
<td>71%</td>
<td>75%</td>
<td>77%</td>
</tr>
</tbody>
</table>

**MOSTLY USE GAMES CONSOLE/ PLAYER TO GO ONLINE**

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most likely</td>
<td>41</td>
<td>30</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>38</td>
<td>3</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 57**

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

**NQP21C When your child uses a games console or games player to go online, is this mostly... (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child has ever used a games console or portable games player to go online

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>288</td>
<td>52</td>
<td>190</td>
<td>31</td>
<td>70</td>
<td>86</td>
<td>151</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>224</td>
<td>39</td>
<td>157</td>
<td>23</td>
<td>53</td>
<td>64</td>
<td>117</td>
</tr>
<tr>
<td>To play games online</td>
<td></td>
<td>153</td>
<td><strong>61</strong></td>
<td><strong>109</strong></td>
<td><strong>4</strong></td>
<td><strong>65</strong></td>
<td><strong>19</strong></td>
<td><strong>80</strong></td>
</tr>
<tr>
<td>88%</td>
<td></td>
<td><strong>61</strong></td>
<td><strong>109</strong></td>
<td><strong>4</strong></td>
<td><strong>65</strong></td>
<td><strong>19</strong></td>
<td><strong>80</strong></td>
<td><strong>72</strong></td>
</tr>
<tr>
<td>To look at websites</td>
<td></td>
<td>19</td>
<td><strong>7</strong></td>
<td><strong>13</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
</tr>
<tr>
<td>11%</td>
<td></td>
<td><strong>7</strong></td>
<td><strong>13</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
</tr>
<tr>
<td>Or something else</td>
<td></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ21C When your child uses a games console or games player to go online, is this mostly... (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child has ever used a games console or portable games player to go online

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>288</td>
<td>176</td>
<td>33</td>
<td>34</td>
<td>37</td>
<td>230</td>
<td>58</td>
<td>288</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>224</td>
<td>168</td>
<td>29</td>
<td>30</td>
<td>36</td>
<td>183</td>
<td>43</td>
<td>224</td>
</tr>
<tr>
<td>Total</td>
<td>174</td>
<td>143</td>
<td>13</td>
<td>7</td>
<td>4</td>
<td>147</td>
<td>27</td>
<td>174</td>
</tr>
<tr>
<td>To play games online</td>
<td>153</td>
<td>124</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>130</td>
<td>**</td>
<td>153</td>
</tr>
<tr>
<td></td>
<td>88%</td>
<td>86%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>88%</td>
<td>**</td>
<td>88%</td>
</tr>
<tr>
<td>To look at websites</td>
<td>19</td>
<td>18</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11%</td>
<td>**</td>
<td>11%</td>
</tr>
<tr>
<td>Or something else</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Q23A** Please think about the time your child spends using the internet at home on a typical school day. How many hours would you say he/she spends using the internet on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>l</td>
</tr>
<tr>
<td>c</td>
<td>d</td>
<td>m</td>
</tr>
<tr>
<td>e</td>
<td>f</td>
<td>n</td>
</tr>
<tr>
<td>g</td>
<td>h</td>
<td>o</td>
</tr>
<tr>
<td>i</td>
<td>j</td>
<td>p</td>
</tr>
<tr>
<td>k</td>
<td>l</td>
<td>q</td>
</tr>
<tr>
<td>l</td>
<td>m</td>
<td>r</td>
</tr>
</tbody>
</table>

Table 58

<table>
<thead>
<tr>
<th>SIGNIFICANCE LEVEL: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
</tr>
<tr>
<td>1421 396 496 529</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
</tr>
<tr>
<td>1125 323 402 426</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1421 396 496 529</td>
<td>1125 323 402 426</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>None</strong></td>
</tr>
<tr>
<td>75 38 28 9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Up to 1 hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>486 125 223 136</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Up to 2 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>181 12 49 120</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Up to 3 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>48 1 7 40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Up to 4 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 1 5 23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Up to 5 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 1 2 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Up to 6 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - - - -</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 1 2 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mean number of hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3 1.0 1.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.12 0.67 0.81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard error</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.03 0.03 0.04</td>
</tr>
</tbody>
</table>
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 58

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

QP23A Please think about the time your child spends using the internet at home on a typical school day. How many hours would you say he/she spends using the internet on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child uses the internet at home through any device.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level:</strong> 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td><strong>None</strong></td>
<td>75</td>
<td>65</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>64</td>
<td>11</td>
<td>75</td>
</tr>
<tr>
<td><strong>Up to 1 hour</strong></td>
<td>485</td>
<td>394</td>
<td>39</td>
<td>18</td>
<td>11</td>
<td>416</td>
<td>68</td>
<td>485</td>
</tr>
<tr>
<td><strong>Up to 2 hours</strong></td>
<td>181</td>
<td>152</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>157</td>
<td>24</td>
<td>181</td>
</tr>
<tr>
<td><strong>Up to 3 hours</strong></td>
<td>48</td>
<td>41</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>42</td>
<td>6</td>
<td>48</td>
</tr>
<tr>
<td><strong>Up to 4 hours</strong></td>
<td>29</td>
<td>24</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>23</td>
<td>6</td>
<td>29</td>
</tr>
<tr>
<td><strong>Up to 5 hours</strong></td>
<td>18</td>
<td>17</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>17</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td><strong>Up to 6 hours</strong></td>
<td>4</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>

| **Mean number of hours** | 1.3 | 1.3 | 1.2 | 1.3 | 1.1 | 1.3 | 1.2 | 1.3 |
| **Standard deviation**   | 1.12| 1.14| .98 | 1.16| 1.07| 1.12| 1.09| 1.12|
| **Standard error**       | .03 | .04 | .08 | .10 | .08 | .03 | .07 | .03 |

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 59

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Male</strong></td>
<td><strong>Female</strong></td>
<td><strong>Unweighted total</strong></td>
</tr>
<tr>
<td><strong>5 TO 7</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>5 TO 7</strong></td>
</tr>
<tr>
<td><strong>8 TO 11</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>8 TO 11</strong></td>
</tr>
<tr>
<td><strong>12 TO 15</strong></td>
<td><strong>12 TO 15</strong></td>
<td><strong>12 TO 15</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>None</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 1 hour</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 2 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 3 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 4 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 5 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 6 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 7 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Over 8 hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mean number of hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Standard deviation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Standard error</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP23B And how many hours would you say he/she spends using the internet at home on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a (b)</td>
<td>c (d)</td>
<td>d (e)</td>
<td>f (g)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>None</td>
<td>35</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>30</td>
<td>5</td>
<td>35</td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>45%</td>
<td>44%</td>
<td>46%</td>
<td>41%</td>
<td>50%</td>
<td>44%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>183</td>
<td>149</td>
<td>13</td>
<td>8</td>
<td>4</td>
<td>161</td>
<td>22</td>
<td>183</td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>96</td>
<td>82</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>83</td>
<td>13</td>
<td>96</td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>75</td>
<td>63</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>66</td>
<td>9</td>
<td>75</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>37</td>
<td>31</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>33</td>
<td>4</td>
<td>37</td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>36</td>
<td>30</td>
<td>4</td>
<td>1</td>
<td>*</td>
<td>32</td>
<td>5</td>
<td>36</td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Over 6 hours</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

Mean number of hours | 2.0 | 2.0 | 2.0 | 1.9 | 1.7 | 2.0 | 1.8 | 2.0 |

Standard deviation | 1.58 | 1.58 | 1.62 | 1.58 | 1.43 | 1.59 | 1.52 | 1.58 |

Standard error | .04 | .05 | .13 | .13 | .11 | .05 | .09 | .04 |

Columns Tested: a,b,c,d,e,g
An any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 60**

QP23A-B HOURS SPENT USING THE INTERNET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child uses the internet at home through any device.

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>179</td>
<td>348</td>
</tr>
<tr>
<td>None</td>
<td>9</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>289</td>
<td>111</td>
<td>131</td>
</tr>
<tr>
<td>Up to 10 hours</td>
<td>225</td>
<td>45</td>
<td>106</td>
</tr>
<tr>
<td>Up to 15 hours</td>
<td>119</td>
<td>12</td>
<td>32</td>
</tr>
<tr>
<td>Up to 20 hours</td>
<td>94</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td>Up to 25 hours</td>
<td>48</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Up to 30 hours</td>
<td>23</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Up to 35 hours</td>
<td>25</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Up to 40 hours</td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total: 1421

Effective Weighted Sample: 1125

Total: 843

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

Prepared by Saville Rossiter: Base - 01727 899 399
### QP23A-B Hours spent using the internet in a typical school week and weekend (responses from parent for 5-11 year olds and from children aged 12-15)

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device.

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>179</td>
<td>516</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>10.3</td>
<td>5.5</td>
<td>8.0</td>
</tr>
<tr>
<td>Standard error</td>
<td>.22</td>
<td>.24</td>
<td>.28</td>
</tr>
</tbody>
</table>
QP23A-B HOURS SPENT USING THE INTERNET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR-olds AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NORTHERN IRELAND</th>
<th>URBAN NATION</th>
<th>RURAL NATION</th>
<th>ALL NATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(a)</td>
<td>(b)</td>
<td>(c)</td>
<td>(d)</td>
<td>(e)</td>
<td>(f)</td>
<td>(g)</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>None</td>
<td>9</td>
<td>9</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>1</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>289</td>
<td>243</td>
<td>21</td>
<td>9</td>
<td>7</td>
<td>245</td>
<td>44</td>
<td>289</td>
</tr>
<tr>
<td>Up to 10 hours</td>
<td>225</td>
<td>178</td>
<td>18</td>
<td>10</td>
<td>5</td>
<td>195</td>
<td>30</td>
<td>225</td>
</tr>
<tr>
<td>Up to 15 hours</td>
<td>119</td>
<td>99</td>
<td>9</td>
<td>5</td>
<td>2</td>
<td>105</td>
<td>14</td>
<td>119</td>
</tr>
<tr>
<td>Up to 20 hours</td>
<td>94</td>
<td>79</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>82</td>
<td>12</td>
<td>94</td>
</tr>
<tr>
<td>Up to 25 hours</td>
<td>48</td>
<td>41</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>44</td>
<td>4</td>
<td>48</td>
</tr>
<tr>
<td>Up to 30 hours</td>
<td>23</td>
<td>18</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>Up to 35 hours</td>
<td>25</td>
<td>22</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>21</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>Up to 40 hours</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Over 40 hours</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>10.3</td>
<td>10.4</td>
<td>10.0</td>
<td>10.1</td>
<td>8.8</td>
<td>10.4</td>
<td>9.7</td>
<td>10.3</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>8.19</td>
<td>8.34</td>
<td>7.66</td>
<td>7.99</td>
<td>7.68</td>
<td>8.24</td>
<td>7.94</td>
<td>8.19</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 61

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

QP24 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a computer, a mobile phone or a games player?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

| Unweighted total        | 1421 |

| Effective Weighted Sample | 1125 |

| No internet after a certain time | 279 |

| Regularly check what they're doing online | 377 |

| No purchasing from websites | 232 |

| Only allowed to use the internet for a certain amount of time | 227 |

| No social networking sites like Facebook/ Bebo/ MySpace/ hi5/ Twitter | 190 |

| Only children's websites | 184 |

| Can only use when supervised/ not on their own | 181 |

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

Prepared by Saville Rossiter-Base : 01727 899 399
Table 61

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

QP24 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a computer, a mobile phone or a games player?

Base : Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

 significance Level: 95%

Unweighted total

Effective Weighted Sample

PIN/Password required to enter websites unless already approved

Only talk/chat/communicate with friends/people they already know

Only websites stored in their Favourites list

Only use for homework

Other

ANY RULES OR RESTRICTIONS

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QP24 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a computer, a mobile phone or a games player?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>179</td>
<td>316</td>
</tr>
</tbody>
</table>

**ANY RULES OR RESTRICTIONS (EXCLUDING TIME OF DAY/TIME SPENT ONLINE RULES)**

- Unweighted total: 1421
- Effective Weighted Sample: 1125
- Total: 843

**ANY RULES ABOUT SUPERVISING/MAKING REGULAR CHECKS ABOUT HOME INTERNET USE**

- Unweighted total: 452
- Effective Weighted Sample: 189

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 61

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

QP24 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a computer, a mobile phone or a games player?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>No internet after a certain time</td>
<td>279</td>
<td>222</td>
<td>27</td>
<td>10</td>
<td>8</td>
<td>234</td>
<td>44</td>
<td>279</td>
</tr>
<tr>
<td>33%</td>
<td>32%</td>
<td>44%</td>
<td>31%</td>
<td>46%</td>
<td>32%</td>
<td>38%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Regularly check what they're doing online</td>
<td>377</td>
<td>301</td>
<td>37</td>
<td>16</td>
<td>8</td>
<td>318</td>
<td>60</td>
<td>377</td>
</tr>
<tr>
<td>45%</td>
<td>43%</td>
<td>60%</td>
<td>53%</td>
<td>49%</td>
<td>44%</td>
<td>51%</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>No purchasing from websites</td>
<td>232</td>
<td>191</td>
<td>16</td>
<td>5</td>
<td>6</td>
<td>194</td>
<td>39</td>
<td>232</td>
</tr>
<tr>
<td>28%</td>
<td>27%</td>
<td>26%</td>
<td>17%</td>
<td>38%</td>
<td>27%</td>
<td>33%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Only allowed to use the internet for a certain amount of time</td>
<td>227</td>
<td>185</td>
<td>20</td>
<td>5</td>
<td>5</td>
<td>192</td>
<td>35</td>
<td>227</td>
</tr>
<tr>
<td>27%</td>
<td>27%</td>
<td>32%</td>
<td>18%</td>
<td>29%</td>
<td>26%</td>
<td>31%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>No social networking sites like Facebook, Bebo, MySpace, hi5, Twitter</td>
<td>190</td>
<td>165</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>156</td>
<td>34</td>
<td>190</td>
</tr>
<tr>
<td>23%</td>
<td>24%</td>
<td>16%</td>
<td>17%</td>
<td>25%</td>
<td>21%</td>
<td>29%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Only children's websites</td>
<td>184</td>
<td>154</td>
<td>12</td>
<td>5</td>
<td>5</td>
<td>153</td>
<td>31</td>
<td>184</td>
</tr>
<tr>
<td>22%</td>
<td>22%</td>
<td>20%</td>
<td>16%</td>
<td>31%</td>
<td>21%</td>
<td>27%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Can only use when supervised or not on their own</td>
<td>181</td>
<td>142</td>
<td>16</td>
<td>7</td>
<td>4</td>
<td>152</td>
<td>28</td>
<td>181</td>
</tr>
<tr>
<td>21%</td>
<td>20%</td>
<td>26%</td>
<td>23%</td>
<td>22%</td>
<td>21%</td>
<td>25%</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it’s a computer, a mobile phone or a games player?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Total</td>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
</tr>
<tr>
<td>PIN/Password required to enter websites unless already approved</td>
<td>147</td>
<td>120</td>
<td>17</td>
<td>5</td>
<td>3</td>
<td>121</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only talk/chat/communicate with friends/people they already know</td>
<td>137</td>
<td>111</td>
<td>11</td>
<td>4</td>
<td>4</td>
<td>111</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Instant Messaging/MSN</td>
<td>114</td>
<td>97</td>
<td>9</td>
<td>2</td>
<td>3</td>
<td>93</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only websites stored in their Favourites list</td>
<td>73</td>
<td>56</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>62</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only use for homework</td>
<td>56</td>
<td>48</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>46</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>32</td>
<td>28</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>29</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY RULES OR RESTRICTIONS</td>
<td>688</td>
<td>566</td>
<td>51</td>
<td>25</td>
<td>14</td>
<td>592</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td>82%</td>
<td>81%</td>
<td>83%</td>
<td>81%</td>
<td>86%</td>
<td>81%</td>
<td>83%</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24 Do you have any of these rules or restrictions about the access that your child has to the internet on any device whether it's a computer, a mobile phone or a games player?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
</tbody>
</table>

**ANY RULES OR RESTRICTIONS (EXCLUDING TIME OF DAY/TIME SPENT ONLINE RULES)**

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td></td>
<td>627</td>
<td>510</td>
<td>50</td>
<td>23</td>
<td>13</td>
<td>536</td>
<td>91</td>
</tr>
</tbody>
</table>

74% 73% 80% 76% 78% 74% 79% 74%

**ANY RULES ABOUT SUPERVISING/MAKING REGULAR CHECKS ABOUT HOME INTERNET USE**

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td></td>
<td>452</td>
<td>361</td>
<td>40</td>
<td>19</td>
<td>10</td>
<td>386</td>
<td>67</td>
</tr>
</tbody>
</table>

54% 52% 65% 63% 60% 53% 57% 54%

No, do not have ANY rules or restrictions

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td></td>
<td>155</td>
<td>132</td>
<td>11</td>
<td>6</td>
<td>2</td>
<td>135</td>
<td>20</td>
</tr>
</tbody>
</table>

18% 19% 17% 19% 14% 19% 17% 18%

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 62**

**NQP26** Are there any controls set or is any software loaded to stop your child viewing certain types of websites?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
<td>692</td>
<td>729</td>
<td>185</td>
<td>211</td>
<td>252</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
<td>550</td>
<td>575</td>
<td>84</td>
<td>94</td>
<td>159</td>
<td>158</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>Yes</td>
<td>327</td>
<td>70</td>
<td>144</td>
<td>113</td>
<td>162</td>
<td>165</td>
<td>33</td>
<td>37</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>472</td>
<td>101</td>
<td>154</td>
<td>216</td>
<td>229</td>
<td>243</td>
<td>47</td>
<td>54</td>
<td>79</td>
</tr>
<tr>
<td>Don't know</td>
<td>44</td>
<td>8</td>
<td>18</td>
<td>18</td>
<td>23</td>
<td>20</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>9</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
**NQP26 Are there any controls set or is any software loaded to stop your child viewing certain types of websites?**

*Base: Parents of children aged 5-15 whose child uses the internet at home through any device*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Yes</td>
<td>327</td>
<td>266</td>
<td>24</td>
<td>13</td>
<td>7</td>
<td>282</td>
<td>45</td>
<td>327</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>38%</td>
<td>39%</td>
<td>42%</td>
<td>43%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>No</td>
<td>472</td>
<td>396</td>
<td>36</td>
<td>16</td>
<td>8</td>
<td>408</td>
<td>64</td>
<td>472</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>57%</td>
<td>59%</td>
<td>52%</td>
<td>50%</td>
<td>56%</td>
<td>55%</td>
<td>56%</td>
</tr>
<tr>
<td>Don't know</td>
<td>44</td>
<td>37</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>36</td>
<td>7</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 63

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

**QP27 And can you tell me why that is?**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device without any controls set or software loaded

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>787</td>
<td>230</td>
<td>238</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>627</td>
<td>188</td>
<td>196</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust my child to be sensible/responsible</td>
<td>198</td>
<td>8</td>
<td>51</td>
</tr>
<tr>
<td>(42%)</td>
<td>(8%)</td>
<td>(33%)</td>
<td>(64%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child is always supervised/always an adult present</td>
<td>162</td>
<td>50</td>
<td>77</td>
</tr>
<tr>
<td>(34%)</td>
<td>(49%)</td>
<td>(50%)</td>
<td>(16%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child is too young for this to be a problem</td>
<td>42</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>(9%)</td>
<td>(23%)</td>
<td>(12%)</td>
<td>(1%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child too young to surf/look around the web</td>
<td>37</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>(8%)</td>
<td>(27%)</td>
<td>(10%)</td>
<td>(6%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Didn't know this was possible</td>
<td>32</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>(7%)</td>
<td>(6%)</td>
<td>(7%)</td>
<td>(7%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child too old for setting these controls</td>
<td>28</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>(6%)</td>
<td>(1%)</td>
<td>(2%)</td>
<td>(12%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't know how to do this</td>
<td>27</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>(6%)</td>
<td>(6%)</td>
<td>(6%)</td>
<td>(6%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child learns how to be safe on the internet at school</td>
<td>20</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>(4%)</td>
<td>(2%)</td>
<td>(1%)</td>
<td>(7%)</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP27 And can you tell me why that is?

Base : Parents of children aged 5-15 whose child uses the internet at home through any device without any controls set or software loaded

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>787</td>
<td>230</td>
<td>319</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>627</td>
<td>188</td>
<td>196</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>472</td>
<td>101</td>
<td>154</td>
</tr>
</tbody>
</table>

Wouldn't work/ they'd find a way around any controls

<table>
<thead>
<tr>
<th>Other</th>
<th>5%</th>
<th>6%</th>
<th>4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td>12%</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP27 And can you tell me why that is?**

**Base : Parents of children aged 5-15 whose child uses the internet at home through any device without any controls set or software loaded**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>787</td>
<td>517</td>
<td>90</td>
<td>80</td>
<td>79</td>
<td>643</td>
<td>144</td>
<td>787</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>627</td>
<td>486</td>
<td>80</td>
<td>71</td>
<td>75</td>
<td>526</td>
<td>106</td>
<td>627</td>
</tr>
<tr>
<td>Trust my child to be sensible/ responsible</td>
<td>198</td>
<td>168</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>172</td>
<td>26</td>
<td>198</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>43%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>42%</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>Child is always supervised/ always an adult present</td>
<td>162</td>
<td>130</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>145</td>
<td>16</td>
<td>162</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>33%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>36%</td>
<td>26%</td>
<td>34%</td>
</tr>
<tr>
<td>Child is too young for this to be a problem</td>
<td>42</td>
<td>36</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>36</td>
<td>6</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Child too young to surf/ look around the web</td>
<td>37</td>
<td>31</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32</td>
<td>5</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Didn't know this was possible</td>
<td>32</td>
<td>27</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>7</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>28</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>3</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>27</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>6</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Child learns how to be safe on the internet at school</td>
<td>20</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>*</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP27 And can you tell me why that is?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device without any controls set or software loaded

### Table 63

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>787</td>
<td>517</td>
<td>90</td>
<td>80</td>
<td>79</td>
<td>643</td>
<td>144</td>
<td>787</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>627</td>
<td>486</td>
<td>80</td>
<td>71</td>
<td>75</td>
<td>526</td>
<td>106</td>
<td>627</td>
</tr>
<tr>
<td>Total</td>
<td>472</td>
<td>396</td>
<td>36</td>
<td>16</td>
<td>8</td>
<td>408</td>
<td>64</td>
<td>472</td>
</tr>
<tr>
<td>Wouldn't work/ they'd find a way around any controls</td>
<td>14</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>4</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td>55</td>
<td>42</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>43</td>
<td>12</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>11%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11%</td>
<td>19%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
### Table 64

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

NQP27A Which, if any, of the following measures do you have in place?

<p>| Base : Parents of children aged 5-15 whose child uses the internet at home through any device |</p>
<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Software installed on your PC/ laptop to protect against junk email/spam or computer viruses

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use the 'History' function to see the websites that your child has visited

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Software installed that limits the amount of time your child can spend on the internet

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ANY OF THESE

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ALL OF THESE

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

None of these

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP27A Which, if any, of the following measures do you have in place?**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
</tbody>
</table>

Software installed on your PC/laptop to protect against junk email/spam or computer viruses

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>563</td>
<td>462</td>
<td>40</td>
<td>20</td>
<td>12</td>
<td>478</td>
<td>85</td>
<td>563</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>67%</td>
<td>66%</td>
<td>65%</td>
<td>65%</td>
<td>73%</td>
<td>66%</td>
<td>73%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Use the ‘History’ function to see the websites that your child has visited

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>272</td>
<td>224</td>
<td>18</td>
<td>9</td>
<td>6</td>
<td>224</td>
<td>48</td>
<td>272</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>32%</td>
<td>32%</td>
<td>30%</td>
<td>31%</td>
<td>37%</td>
<td>31%</td>
<td>41%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Software installed that limits the amount of time your child can spend on the internet

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>87</td>
<td>44</td>
<td>9</td>
<td>6</td>
<td>1</td>
<td>58</td>
<td>9</td>
<td>67</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>6%</td>
<td>15%</td>
<td>18%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**ANY OF THESE**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>633</td>
<td>524</td>
<td>46</td>
<td>22</td>
<td>13</td>
<td>540</td>
<td>93</td>
<td>633</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>75%</td>
<td>75%</td>
<td>74%</td>
<td>73%</td>
<td>77%</td>
<td>74%</td>
<td>80%</td>
<td>75%</td>
</tr>
</tbody>
</table>

**ALL OF THESE**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>39</td>
<td>23</td>
<td>7</td>
<td>3</td>
<td>*</td>
<td>33</td>
<td>6</td>
<td>39</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>5%</td>
<td>3%</td>
<td>11%</td>
<td>9%</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

None of these

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>209</td>
<td>174</td>
<td>16</td>
<td>8</td>
<td>4</td>
<td>186</td>
<td>23</td>
<td>209</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>25%</td>
<td>25%</td>
<td>26%</td>
<td>27%</td>
<td>23%</td>
<td>26%</td>
<td>20%</td>
<td>25%</td>
</tr>
</tbody>
</table>
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 65

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

QP28 Do you have settings that allow only safe searches on search engines such as Google?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>316</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>a</td>
<td>398</td>
<td>83</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>b</td>
<td>366</td>
<td>134</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>c</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>d</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>e</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>f</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>g</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>h</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>i</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>j</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>k</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>l</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>m</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>n</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>o</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>p</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>q</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
<tr>
<td>r</td>
<td>47%</td>
<td>44%</td>
<td>5 TO 7</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP28 Do you have settings that allow only safe searches on search engines such as Google?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Yes</td>
<td>398</td>
<td>323</td>
<td>34</td>
<td>16</td>
<td>8</td>
<td>342</td>
<td>56</td>
<td>398</td>
</tr>
<tr>
<td>47%</td>
<td>46%</td>
<td>54%</td>
<td>53%</td>
<td>45%</td>
<td>47%</td>
<td>48%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>369</td>
<td>313</td>
<td>23</td>
<td>12</td>
<td>7</td>
<td>321</td>
<td>48</td>
<td>369</td>
</tr>
<tr>
<td>44%</td>
<td>45%</td>
<td>37%</td>
<td>39%</td>
<td>40%</td>
<td>44%</td>
<td>42%</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>75</td>
<td>63</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>63</td>
<td>12</td>
<td>75</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>15%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
SUMMARY OF ONLINE PARENTAL CONTROLS

Base : Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Total</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Unweighted</td>
<td>1421</td>
<td>121 212 231</td>
<td>277 286</td>
</tr>
<tr>
<td>Effective</td>
<td>1125</td>
<td>323 402 426</td>
<td>550 575</td>
</tr>
<tr>
<td>Weighted</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SOFTWARE TO PROTECT AGAINST JUNK EMAIL/SPAM OR VIRUSES

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>563</td>
<td>121</td>
<td>277</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>398</td>
<td>78</td>
<td>195</td>
</tr>
<tr>
<td>Sample</td>
<td>327</td>
<td>70</td>
<td>162</td>
</tr>
</tbody>
</table>

SAFE SEARCH SETTINGS ON SEARCH ENGINES

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>272</td>
<td>52</td>
<td>105</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>327</td>
<td>70</td>
<td>162</td>
</tr>
</tbody>
</table>

CONTROLS SET/ SOFTWARE LOADED TO STOP CHILD VIEWING CERTAIN TYPES OF WEBSITES

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>272</td>
<td>52</td>
<td>105</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>327</td>
<td>70</td>
<td>162</td>
</tr>
</tbody>
</table>

USE 'HISTORY' FUNCTION TO SEE WEBSITES CHILD HAS VISITED

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>272</td>
<td>52</td>
<td>105</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>327</td>
<td>70</td>
<td>162</td>
</tr>
</tbody>
</table>

SOFTWARE TO LIMIT TIME SPENT ONLINE

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>67</td>
<td>12</td>
<td>30</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>272</td>
<td>52</td>
<td>105</td>
</tr>
</tbody>
</table>

ANY OF THESE

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>671</td>
<td>142</td>
<td>326</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>327</td>
<td>70</td>
<td>162</td>
</tr>
</tbody>
</table>

NONE OF THESE

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>172</td>
<td>36</td>
<td>88</td>
</tr>
<tr>
<td>Effective Weighted</td>
<td>327</td>
<td>70</td>
<td>162</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF ONLINE PARENTAL CONTROLS

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>ABC1</td>
<td>C2DE</td>
<td>ALL</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
<th>q</th>
<th>r</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
<td>692</td>
<td>729</td>
<td>185</td>
<td>211</td>
<td>252</td>
<td>244</td>
<td>255</td>
<td>274</td>
<td>357</td>
<td>422</td>
<td>274</td>
<td>368</td>
<td>779</td>
<td>642</td>
</tr>
<tr>
<td>Effective Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
<td>550</td>
<td>575</td>
<td>153</td>
<td>170</td>
<td>204</td>
<td>199</td>
<td>206</td>
<td>220</td>
<td>271</td>
<td>340</td>
<td>225</td>
<td>289</td>
<td>611</td>
<td>514</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>179</td>
<td>316</td>
<td>348</td>
<td>414</td>
<td>429</td>
<td>84</td>
<td>94</td>
<td>159</td>
<td>158</td>
<td>171</td>
<td>177</td>
<td>194</td>
<td>264</td>
<td>165</td>
<td>218</td>
<td>459</td>
<td>384</td>
</tr>
</tbody>
</table>

**CONTROLS SET/ SOFTWARE LOADED OR USE 'HISTORY' FUNCTION OR USE SAFE SEARCH SETTINGS**

<table>
<thead>
<tr>
<th></th>
<th>551</th>
<th>110</th>
<th>214</th>
<th>227</th>
<th>269</th>
<th>282</th>
<th>49</th>
<th>61</th>
<th>106</th>
<th>108</th>
<th>114</th>
<th>113</th>
<th>130</th>
<th>167</th>
<th>112</th>
<th>141</th>
<th>297</th>
<th>253</th>
<th>551</th>
</tr>
</thead>
</table>
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r

65% 62% 68% 65% 65% 66% 58% 65% 67% 68% 67% 64% 67% 63% 88% 65% 65% 66% 65%
### SUMMARY OF ONLINE PARENTAL CONTROLS

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

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

<table>
<thead>
<tr>
<th>SOFTWARE TO PROTECT AGAINST JUNK EMAIL/SPAM OR VIRUSES</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATION</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>SOFTWARE TO PROTECT AGAINST JUNK EMAIL/SPAM OR VIRUSES</td>
<td>563</td>
<td>462</td>
<td>40</td>
<td>20</td>
<td>12</td>
<td>478</td>
<td>85</td>
<td>563</td>
</tr>
<tr>
<td>NATION</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>SAFE SEARCH SETTINGS ON SEARCH ENGINES</td>
<td>398</td>
<td>323</td>
<td>34</td>
<td>16</td>
<td>8</td>
<td>342</td>
<td>56</td>
<td>398</td>
</tr>
<tr>
<td>47%</td>
<td>46%</td>
<td>54%</td>
<td>53%</td>
<td>45%</td>
<td>47%</td>
<td>48%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>CONTROLS SET/SOFTWARE LOADED TO STOP CHILD VIEWING CERTAIN TYPES OF WEBSITES</td>
<td>327</td>
<td>266</td>
<td>24</td>
<td>13</td>
<td>7</td>
<td>282</td>
<td>45</td>
<td>327</td>
</tr>
<tr>
<td>39%</td>
<td>38%</td>
<td>39%</td>
<td>42%</td>
<td>43%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>USE ‘HISTORY’ FUNCTION TO SEE WEBSITES CHILD HAS VISITED</td>
<td>272</td>
<td>224</td>
<td>18</td>
<td>9</td>
<td>6</td>
<td>224</td>
<td>48</td>
<td>272</td>
</tr>
<tr>
<td>32%</td>
<td>32%</td>
<td>30%</td>
<td>31%</td>
<td>37%</td>
<td>31%</td>
<td>41%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>SOFTWARE TO LIMIT TIME SPENT ONLINE</td>
<td>67</td>
<td>44</td>
<td>9</td>
<td>6</td>
<td>1</td>
<td>58</td>
<td>9</td>
<td>67</td>
</tr>
<tr>
<td>8%</td>
<td>6%</td>
<td>15%</td>
<td>18%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>671</td>
<td>557</td>
<td>49</td>
<td>23</td>
<td>13</td>
<td>574</td>
<td>96</td>
<td>671</td>
</tr>
<tr>
<td>80%</td>
<td>80%</td>
<td>76%</td>
<td>76%</td>
<td>79%</td>
<td>79%</td>
<td>83%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>NONE OF THESE</td>
<td>172</td>
<td>141</td>
<td>13</td>
<td>7</td>
<td>4</td>
<td>152</td>
<td>20</td>
<td>172</td>
</tr>
<tr>
<td>20%</td>
<td>20%</td>
<td>22%</td>
<td>24%</td>
<td>21%</td>
<td>21%</td>
<td>17%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>CONTROLS SET/SOFTWARE LOADED OR USE ‘HISTORY’ FUNCTION OR USE SAFE SEARCH SETTINGS</td>
<td>551</td>
<td>456</td>
<td>40</td>
<td>20</td>
<td>12</td>
<td>470</td>
<td>80</td>
<td>551</td>
</tr>
<tr>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>69%</td>
<td>65%</td>
<td>69%</td>
<td>65%</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP28A Does your child visit the YouTube website?**

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 67

<table>
<thead>
<tr>
<th></th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQP28A Does your child visit the YouTube website?**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>TOTAL</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>N IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Yes</td>
<td>488</td>
<td>405</td>
<td>41</td>
<td>17</td>
<td>9</td>
<td>414</td>
<td>74</td>
<td>488</td>
</tr>
<tr>
<td>No</td>
<td>341</td>
<td>286</td>
<td>20</td>
<td>12</td>
<td>7</td>
<td>300</td>
<td>41</td>
<td>341</td>
</tr>
<tr>
<td>Don't know</td>
<td>14</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>13</td>
<td>1</td>
<td>14</td>
</tr>
</tbody>
</table>

Significance Levels:
- a: 0.00001
- b: 0.00001
- c: 0.00001
- d: 0.00001
- e: 0.00001
- f: 0.00001
- g: 0.00001

Columns Tested: a,b,c,d,e,f,g
NQP28B Have you enabled the Safety Mode on YouTube to prevent your child viewing some videos?

Base: Parents of children aged 5-15 whose child visits the YouTube website.

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>135</td>
<td>**</td>
<td>57</td>
</tr>
<tr>
<td>No</td>
<td>315</td>
<td>**</td>
<td>107</td>
</tr>
<tr>
<td>Don't know</td>
<td>38</td>
<td>**</td>
<td>14</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP28B Have you enabled the Safety Mode on YouTube to prevent your child viewing some videos?**

Base: Parents of children aged 5-15 whose child visits the YouTube website

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>488</td>
<td>405</td>
<td>41</td>
<td>17</td>
<td>9</td>
<td>414</td>
<td>74</td>
</tr>
<tr>
<td>Yes</td>
<td>135</td>
<td>106</td>
<td>**</td>
<td>**</td>
<td>22</td>
<td>113</td>
<td>22</td>
</tr>
<tr>
<td>No</td>
<td>315</td>
<td>269</td>
<td>**</td>
<td>**</td>
<td>270</td>
<td>45</td>
<td>315</td>
</tr>
<tr>
<td>Don't know</td>
<td>38</td>
<td>30</td>
<td>**</td>
<td>**</td>
<td>31</td>
<td>7</td>
<td>38</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>759</td>
<td>484</td>
<td>96</td>
<td>76</td>
<td>83</td>
<td>605</td>
<td>154</td>
<td>759</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>611</td>
<td>465</td>
<td>87</td>
<td>69</td>
<td>80</td>
<td>501</td>
<td>115</td>
<td>611</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 69

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

**NQP29** Does your child have a profile on a social networking website? By this I mean websites like Facebook, Bebo, MySpace, hi5 or Twitter.

**Base**: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1421</td>
<td>436</td>
<td>456</td>
</tr>
<tr>
<td>Unweighted</td>
<td>Yes</td>
<td>No</td>
<td>Don't know</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>396</td>
<td>402</td>
</tr>
<tr>
<td>Effective</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Significant</td>
<td>Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tested</td>
<td>a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NQ29 Does your child have a profile on a social networking website? By this I mean websites like Facebook, Bebo, MySpace, hi5 or Twitter.

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>NATION</th>
<th>AGED 10-12</th>
<th>ALL HOME INTERNET USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
<td>192</td>
<td>403</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
<td>156</td>
<td>328</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
<td>119</td>
<td>251</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>357</td>
<td>282</td>
<td>35</td>
<td>16</td>
<td>7</td>
<td>310</td>
<td>48</td>
<td>357</td>
<td>110</td>
<td>125</td>
<td>92%</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>40%</td>
<td>56%</td>
<td>52%</td>
<td>45%</td>
<td>43%</td>
<td>41%</td>
<td>42%</td>
<td>92%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>477</td>
<td>410</td>
<td>26</td>
<td>14</td>
<td>9</td>
<td>409</td>
<td>68</td>
<td>477</td>
<td>8</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>59%</td>
<td>43%</td>
<td>46%</td>
<td>54%</td>
<td>56%</td>
<td>59%</td>
<td>57%</td>
<td>6%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>9</td>
<td>*</td>
<td>9</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i
**Table 70**

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

**NQP29B Do you tend to check what they are doing online when they are visiting these types of sites?**

**Base : Parents of children aged 8-15 who say their child has a social networking site profile**

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>538</td>
<td>140</td>
<td>398</td>
<td>258</td>
</tr>
<tr>
<td></td>
<td>280</td>
<td>75</td>
<td>65</td>
<td>183</td>
</tr>
<tr>
<td></td>
<td>215</td>
<td>125</td>
<td>149</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>169</td>
<td>95</td>
<td>169</td>
<td>274</td>
</tr>
<tr>
<td></td>
<td>264</td>
<td>264</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>429</td>
<td>112</td>
<td>317</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>61</td>
<td>51</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>169</td>
<td>95</td>
<td>124</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>134</td>
<td>134</td>
<td></td>
<td>218</td>
</tr>
<tr>
<td></td>
<td>211</td>
<td>211</td>
<td></td>
<td>429</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>429</td>
<td>112</td>
<td>317</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>61</td>
<td>51</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>169</td>
<td>95</td>
<td>124</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>134</td>
<td>134</td>
<td></td>
<td>218</td>
</tr>
<tr>
<td></td>
<td>211</td>
<td>211</td>
<td></td>
<td>429</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>351</td>
<td>93</td>
<td>258</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td>179</td>
<td>179</td>
<td></td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>106</td>
<td>106</td>
<td></td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>107</td>
<td>107</td>
<td></td>
<td>182</td>
</tr>
<tr>
<td></td>
<td>169</td>
<td>169</td>
<td></td>
<td>351</td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td>267</td>
<td>80</td>
<td>187</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>140</td>
<td>140</td>
<td></td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>101</td>
<td>101</td>
<td></td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>82</td>
<td>82</td>
<td></td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>128</td>
<td>128</td>
<td></td>
<td>267</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>80</td>
<td>12</td>
<td>68</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>38</td>
<td>38</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>33</td>
<td>33</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>22</td>
<td></td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>40</td>
<td></td>
<td>40</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Table 70

NQP29B Do you tend to check what they are doing online when they are visiting these types of sites?

Base: Parents of children aged 8-15 who say their child has a social networking site profile

<table>
<thead>
<tr>
<th>NATION</th>
<th>AGED 10-12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PROFILE ON FACEBOOK/BEBO/MYSPACE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g - h,i

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQP29C Do you, personally, have a social networking site profile?

Base: Parents of children aged 8-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>5-7</td>
<td>-</td>
<td>8-11</td>
<td>-</td>
<td>-</td>
<td>12-15</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1025</td>
<td>496</td>
<td>507</td>
<td>252</td>
<td>244</td>
<td>274</td>
<td>149</td>
<td>159 140 139</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>828</td>
<td>402</td>
<td>410</td>
<td>204</td>
<td>199</td>
<td>206</td>
<td>194</td>
<td>128 90 179</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>664</td>
<td>316</td>
<td>330</td>
<td>159</td>
<td>158</td>
<td>214</td>
<td>149</td>
<td>126 176 362</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>379</td>
<td>174</td>
<td>189</td>
<td>85</td>
<td>89</td>
<td>104</td>
<td>72</td>
<td>128 80 200</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>389</td>
<td>174</td>
<td>189</td>
<td>85</td>
<td>89</td>
<td>104</td>
<td>72</td>
<td>128 80 200</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>281</td>
<td>140</td>
<td>141</td>
<td>73</td>
<td>67</td>
<td>66</td>
<td>76</td>
<td>86   45 75</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1    2 1 2 3</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP29C Do you, personally, have a social networking site profile?**

**Base:** Parents of children aged 8-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>AGED 10-12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>ENGLAND a</td>
</tr>
<tr>
<td>UNWEIGHTED TOTAL</td>
<td>1025</td>
<td>646</td>
</tr>
<tr>
<td>EFFECTIVE WEIGHTED SAMPLE</td>
<td>828</td>
<td>626</td>
</tr>
<tr>
<td>TOTAL</td>
<td>664</td>
<td>546</td>
</tr>
<tr>
<td>YES</td>
<td>379</td>
<td>302</td>
</tr>
<tr>
<td>(57%)</td>
<td>55%</td>
<td>68%</td>
</tr>
<tr>
<td>d</td>
<td>adefg</td>
<td>d</td>
</tr>
<tr>
<td>NO</td>
<td>281</td>
<td>242</td>
</tr>
<tr>
<td>(42%)</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>b</td>
<td>abefg</td>
<td>b</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>(1%)</td>
<td>%</td>
<td>-%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQ29D Do you have a profile on any of the same social networking sites as your child?

**Base**: Parents of children aged 8-15 where the parent and child both have a social networking site profile

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>MALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FEMALE</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8 TO 11</td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>367</td>
<td>-</td>
<td>102</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>295</td>
<td>-</td>
<td>82</td>
</tr>
<tr>
<td>Total</td>
<td>240</td>
<td>-</td>
<td>67</td>
</tr>
<tr>
<td>Yes</td>
<td>220</td>
<td>-</td>
<td>61</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>8%</td>
<td>-</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP29D Do you have a profile on any of the same social networking sites as your child?**

Base: Parents of children aged 8-15 where the parent and child both have a social networking site profile

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>PROFILE ON FACEBOOK/BEBO/MYSPACE</th>
<th>ALL HOME INTERNET USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>367</td>
<td>211</td>
<td>58</td>
<td>51</td>
<td>32</td>
<td>305</td>
<td>62</td>
<td>367</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td>295</td>
<td>205</td>
<td>53</td>
<td>46</td>
<td>31</td>
<td>251</td>
<td>46</td>
<td>295</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>240</td>
<td>185</td>
<td>26</td>
<td>12</td>
<td>4</td>
<td>210</td>
<td>30</td>
<td>240</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>168</td>
<td>**</td>
<td>**</td>
<td>191</td>
<td>**</td>
<td>220</td>
<td></td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>92%</td>
<td>91%</td>
<td>**</td>
<td>**</td>
<td>91%</td>
<td>**</td>
<td>92%</td>
<td></td>
<td>93%</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>18</td>
<td>**</td>
<td>20</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>**</td>
<td>8%</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>240</td>
<td>185</td>
<td>26</td>
<td>12</td>
<td>4</td>
<td>210</td>
<td>30</td>
<td>240</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>168</td>
<td>**</td>
<td>**</td>
<td>191</td>
<td>**</td>
<td>220</td>
<td></td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>92%</td>
<td>91%</td>
<td>**</td>
<td>**</td>
<td>91%</td>
<td>**</td>
<td>92%</td>
<td></td>
<td>93%</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>18</td>
<td>**</td>
<td>20</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>**</td>
<td>8%</td>
<td></td>
<td>7%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 73

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

NQP29E And are you listed as a friend of your child on any of the social networking sites that both you and your child have profiles on?

Base: Parents of children aged 8-15 that have a social networking site profile on the same site(s) as their child

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>336</td>
<td>-</td>
<td>92</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>270</td>
<td>-</td>
<td>74</td>
</tr>
<tr>
<td>Total</td>
<td>220</td>
<td></td>
<td>61</td>
</tr>
<tr>
<td>Yes</td>
<td>207</td>
<td></td>
<td>149</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td></td>
<td>-</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base : 01727 899 399
### NQ29E And are you listed as a friend of your child on any of the social networking sites that both you and your child have profiles on?

Base: Parents of children aged 8-15 that have a social networking site profile on the same site(s) as their child.

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N. IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>336</td>
<td>191</td>
<td>53</td>
<td>48</td>
<td>29</td>
<td>279</td>
<td>57</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>207</td>
<td>158</td>
<td>180</td>
<td>94%</td>
<td>94%</td>
<td>94%</td>
<td>94%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>270</td>
<td>186</td>
<td>48</td>
<td>44</td>
<td>28</td>
<td>228</td>
<td>43</td>
</tr>
<tr>
<td>Total</td>
<td>220</td>
<td>168</td>
<td>48</td>
<td>23</td>
<td>11</td>
<td>3</td>
<td>220</td>
</tr>
<tr>
<td>Yes</td>
<td>207</td>
<td>158</td>
<td>180</td>
<td>3</td>
<td>91</td>
<td>207</td>
<td>75</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td>6</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>%</td>
<td>%</td>
<td>1</td>
<td>%</td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g, h, i
**SUMMARY OF NQP29C-E - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE**

**Base**: Parents of children aged 8-15 who say their child has a social networking site profile

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>e</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>-f</td>
<td>-g</td>
<td>-h</td>
</tr>
<tr>
<td>FEMALE</td>
<td>-i</td>
<td>j</td>
<td>k</td>
</tr>
<tr>
<td></td>
<td>-l</td>
<td>m</td>
<td>-n</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>538</td>
<td>140</td>
<td>398</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>429</td>
<td>112</td>
<td>317</td>
</tr>
<tr>
<td>Listed As Friend of Child</td>
<td>207</td>
<td>-</td>
<td>58</td>
</tr>
<tr>
<td>Not Listed As Friend of Child</td>
<td>12</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Unsure If Listed As Friend of Child</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Parent Does Not Have Profile On Same Site As Child</td>
<td>20</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Parent Does Not Have A Social Networking Site Profile</td>
<td>111</td>
<td>-</td>
<td>27</td>
</tr>
<tr>
<td>Total Where Child With Profile Does Not Have Parent As Friend Of Theirs On The Site</td>
<td>144</td>
<td>-</td>
<td>35</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF NQP29C-E - WHETHER PARENT IS LISTED AS A FRIEND OF THEIR CHILD ON A SOCIAL NETWORKING SITE

Base: Parents of children aged 8-15 who say their child has a social networking site profile

<table>
<thead>
<tr>
<th>NATION</th>
<th>Profile on</th>
<th>All Home Internet Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Facebook/</td>
<td>Users</td>
</tr>
<tr>
<td></td>
<td>Bebo/ MySpace</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>SIGNIFICANCE LEVEL: 95%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>538</td>
<td>179</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>429</td>
<td>144</td>
</tr>
<tr>
<td><strong>Listed as Friend of Child</strong></td>
<td>207</td>
<td>110</td>
</tr>
<tr>
<td>59%</td>
<td>158</td>
<td>66</td>
</tr>
<tr>
<td>NOT LISTED AS FRIEND OF CHILD</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>3%</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>UNSURE IF LISTED AS FRIEND OF CHILD</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
<tr>
<td>Parent does not have profile on same site as child</td>
<td>20</td>
<td>6</td>
</tr>
<tr>
<td>6%</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Parent does not have a social networking site profile</td>
<td>111</td>
<td>31</td>
</tr>
<tr>
<td>32%</td>
<td>94</td>
<td>37</td>
</tr>
<tr>
<td>TOTAL WHERE CHILD WITH PROFILE DOES NOT HAVE PARENT AS FRIEND OF THEIRs ON THE SITE</td>
<td>144</td>
<td>144</td>
</tr>
<tr>
<td>41%</td>
<td>120</td>
<td>51</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

#### QP30A AGREEMENT WITH STATEMENTS - The benefits of the internet for my child outweigh any risks

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
<th>(\text{Unweighted total})</th>
<th>(\text{Effective Weighted Sample})</th>
<th>(\text{Significance Level: 95%})</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
</tbody>
</table>
QP30A AGREEMENT WITH STATEMENTS - The benefits of the internet for my child outweigh any risks

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>41</td>
<td>32</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>36</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>89</td>
<td>71</td>
<td>9</td>
<td>4</td>
<td>2</td>
<td>80</td>
<td>9</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>10%</td>
<td>14%</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>130</td>
<td>103</td>
<td>12</td>
<td>6</td>
<td>3</td>
<td>116</td>
<td>14</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>15%</td>
<td>20%</td>
<td>19%</td>
<td>19%</td>
<td>16%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>148</td>
<td>121</td>
<td>9</td>
<td>4</td>
<td>3</td>
<td>131</td>
<td>16</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>17%</td>
<td>15%</td>
<td>14%</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>Slightly agree</td>
<td>283</td>
<td>231</td>
<td>21</td>
<td>12</td>
<td>6</td>
<td>242</td>
<td>41</td>
<td>283</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>33%</td>
<td>34%</td>
<td>36%</td>
<td>38%</td>
<td>33%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>269</td>
<td>233</td>
<td>18</td>
<td>8</td>
<td>3</td>
<td>226</td>
<td>43</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>33%</td>
<td>29%</td>
<td>25%</td>
<td>20%</td>
<td>31%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>552</td>
<td>464</td>
<td>39</td>
<td>19</td>
<td>10</td>
<td>488</td>
<td>84</td>
<td>552</td>
</tr>
<tr>
<td></td>
<td>65%</td>
<td>66%</td>
<td>62%</td>
<td>64%</td>
<td>58%</td>
<td>64%</td>
<td>72%</td>
<td>65%</td>
</tr>
<tr>
<td>Don't know</td>
<td>13</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>161</td>
<td>131</td>
<td>11</td>
<td>5</td>
<td>4</td>
<td>143</td>
<td>18</td>
<td>161</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
<td>17%</td>
<td>23%</td>
<td>20%</td>
<td>15%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP30B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE</td>
<td>5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>FEMALE</td>
<td>8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td>12-15</td>
<td>C2</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

|                  | a   | b   | c   | d   | e   | f   | g   | h   | i   | j   | k   | l   | m   | n   | o   | p   | q   | r   | ALL |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted total | 1421| 396 | 529 | 692 | 729 | 185 | 211 | 252 | 244 | 255 | 274 | 357 | 422 | 274 | 368 | 779 | 642 | 1421|
| Effective Weighted Sample | 1125| 323 | 402 | 426 | 550 | 575 | 153 | 170 | 204 | 199 | 206 | 220 | 271 | 340 | 225 | 289 | 611 | 514 | 1125|
| Strongly disagree | 43  | 14  | 15  | 15  | 20  | 23  | 6   | 8   | 8   | 6   | 6   | 9   | 11  | 11  | 9   | 12  | 22  | 21  | 43  |
| Slightly disagree | 54  | 19  | 21  | 14  | 23  | 31  | 7   | 12  | 9   | 14  | 5   | 13  | 14  | 12  | 15  | 27  | 27  | 54  |
| Neither/or nor   | 65  | 32  | 12  | 12  | 33  | 32  | 18  | 13  | 9   | 12  | 5   | 16  | 22  | 9   | 18  | 38  | 27  | 65  |
| Strongly agree   | 256 | 51  | 114 | 91  | 138 | 118 | 25  | 26  | 63  | 51  | 50  | 41  | 59  | 80  | 52  | 139 | 117 | 256 |
| TOTAL DISAGREE   | 97  | 32  | 118 | 136 | 185 | 211 | 252 | 244 | 255 | 274 | 357 | 422 | 1125| 225 | 289 | 611 | 514 | 1125|
| Neither/or nor   | 65  | 32  | 12  | 12  | 33  | 32  | 18  | 13  | 9   | 12  | 5   | 16  | 22  | 9   | 18  | 38  | 27  | 65  |
| TOTAL AGREE      | 256 | 51  | 114 | 91  | 138 | 118 | 25  | 26  | 63  | 51  | 50  | 41  | 59  | 80  | 52  | 139 | 117 | 256 |
| TOTAL NEITHER/NOR OR DON'T KNOW | 67 | 33 | 22 | 12 | 34 | 33 | 19 | 15 | 10 | 12 | 5 | 6 | 16 | 22 | 11 | 18 | 38 | 29 | 67 |

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP30B AGREEMENT WITH STATEMENTS - I trust my child to use the internet safely

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>43</td>
<td>33</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>36</td>
<td>6</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>54</td>
<td>44</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>48</td>
<td>6</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>97</td>
<td>77</td>
<td>9</td>
<td>5</td>
<td>2</td>
<td>85</td>
<td>12</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12%</td>
<td>11%</td>
<td>15%</td>
<td>16%</td>
<td>13%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>65</td>
<td>56</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>59</td>
<td>6</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Slightly agree</td>
<td>256</td>
<td>204</td>
<td>17</td>
<td>10</td>
<td>5</td>
<td>226</td>
<td>30</td>
<td>256</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30%</td>
<td>29%</td>
<td>28%</td>
<td>33%</td>
<td>31%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>422</td>
<td>359</td>
<td>30</td>
<td>14</td>
<td>7</td>
<td>355</td>
<td>67</td>
<td>422</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50%</td>
<td>51%</td>
<td>49%</td>
<td>45%</td>
<td>45%</td>
<td>49%</td>
<td>58%</td>
</tr>
<tr>
<td>TOTAL Agree</td>
<td>678</td>
<td>563</td>
<td>48</td>
<td>24</td>
<td>13</td>
<td>581</td>
<td>98</td>
<td>678</td>
</tr>
<tr>
<td></td>
<td></td>
<td>81%</td>
<td>81%</td>
<td>77%</td>
<td>78%</td>
<td>75%</td>
<td>80%</td>
<td>84%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>67</td>
<td>58</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>61</td>
<td>6</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>6%</td>
<td>12%</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

#### Table 77

**QP30C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely**

Base : Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Unweighted total**

Unweighted total: 1421

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Effective Weighted Sample**

Effective Weighted Sample: 1125

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Total**

Total: 843

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Totals**

Total: 1421

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Strongly disagree**

Strongly disagree: 46

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Slightly disagree**

Slightly disagree: 48

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Neither/ nor**

Neither/ nor: 50

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Slightly agree**

Slightly agree: 221

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Strongly agree**

Strongly agree: 444

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Total agree**

Total agree: 664

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

**Total neither/ nor or don’t know**

Total neither/ nor or don’t know: 83

1. Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,q,r

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

QP30C AGREEMENT WITH STATEMENTS - My child has been taught at school how to use the internet safely

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>46</td>
<td>35</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>41</td>
<td>5</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>12%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>48</td>
<td>39</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>41</td>
<td>7</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>95</td>
<td>73</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>83</td>
<td>12</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
<td>18%</td>
<td>8%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Neither nor</td>
<td>50</td>
<td>43</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>46</td>
<td>4</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Slightly agree</td>
<td>221</td>
<td>187</td>
<td>11</td>
<td>7</td>
<td>5</td>
<td>197</td>
<td>24</td>
<td>221</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>444</td>
<td>370</td>
<td>34</td>
<td>16</td>
<td>9</td>
<td>370</td>
<td>74</td>
<td>444</td>
<td></td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>53%</td>
<td>54%</td>
<td>51%</td>
<td>51%</td>
<td>64%</td>
<td>53%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>664</td>
<td>556</td>
<td>45</td>
<td>24</td>
<td>13</td>
<td>567</td>
<td>97</td>
<td>664</td>
<td></td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>80%</td>
<td>73%</td>
<td>78%</td>
<td>81%</td>
<td>78%</td>
<td>84%</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>33</td>
<td>25</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>30</td>
<td>3</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>8%</td>
<td>3%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>83</td>
<td>69</td>
<td>10</td>
<td>1</td>
<td>2</td>
<td>77</td>
<td>7</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>15%</td>
<td>3%</td>
<td>12%</td>
<td>11%</td>
<td>6%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 78

**QP30D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>e</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
</tr>
<tr>
<td>n</td>
<td>o</td>
<td>p</td>
<td>q</td>
</tr>
<tr>
<td>r</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>692</td>
<td>729</td>
<td></td>
<td></td>
</tr>
<tr>
<td>153</td>
<td>170</td>
<td>204</td>
<td>199</td>
</tr>
<tr>
<td>206</td>
<td>220</td>
<td></td>
<td></td>
</tr>
<tr>
<td>271</td>
<td>340</td>
<td>225</td>
<td>289</td>
</tr>
<tr>
<td>611</td>
<td>514</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>550</td>
<td>575</td>
<td></td>
<td></td>
</tr>
<tr>
<td>84</td>
<td>94</td>
<td>159</td>
<td>158</td>
</tr>
<tr>
<td>171</td>
<td>177</td>
<td></td>
<td></td>
</tr>
<tr>
<td>194</td>
<td>264</td>
<td>165</td>
<td>218</td>
</tr>
<tr>
<td>459</td>
<td>384</td>
<td>779</td>
<td>642</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>229</td>
<td>103</td>
<td>84</td>
<td>42</td>
</tr>
<tr>
<td>116</td>
<td>113</td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>50</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>20</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>72</td>
<td>44</td>
<td>43</td>
</tr>
<tr>
<td>142</td>
<td>87</td>
<td>229</td>
<td></td>
</tr>
<tr>
<td>Slightly disagree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>126</td>
<td>29</td>
<td>58</td>
<td>39</td>
</tr>
<tr>
<td>60</td>
<td>66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>17</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>21</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>43</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>73</td>
<td>53</td>
<td>126</td>
<td></td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>354</td>
<td>132</td>
<td>142</td>
<td>81</td>
</tr>
<tr>
<td>176</td>
<td>179</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>67</td>
<td>89</td>
<td>72</td>
</tr>
<tr>
<td>41</td>
<td>40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>115</td>
<td>68</td>
<td>71</td>
</tr>
<tr>
<td>215</td>
<td>140</td>
<td>354</td>
<td></td>
</tr>
<tr>
<td>Neither/ nor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>11</td>
<td>35</td>
<td>22</td>
</tr>
<tr>
<td>39</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>21</td>
<td>14</td>
</tr>
<tr>
<td>14</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>25</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>37</td>
<td>31</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>416</td>
<td>36</td>
<td>136</td>
<td>244</td>
</tr>
<tr>
<td>199</td>
<td>217</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>20</td>
<td>67</td>
<td>69</td>
</tr>
<tr>
<td>81</td>
<td>123</td>
<td>79</td>
<td>133</td>
</tr>
<tr>
<td>204</td>
<td>212</td>
<td>416</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>*</td>
<td>*</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

#### QP30D AGREEMENT WITH STATEMENTS - My child knows more about the internet than I do

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>TOTAL</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>229</td>
<td>190</td>
<td>16</td>
<td>5</td>
<td>4</td>
<td>192</td>
<td>37</td>
<td>229</td>
</tr>
<tr>
<td>27%</td>
<td>27%</td>
<td>25%</td>
<td>18%</td>
<td>26%</td>
<td>26%</td>
<td>32%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>126</td>
<td>101</td>
<td>12</td>
<td>5</td>
<td>1</td>
<td>112</td>
<td>14</td>
<td>126</td>
</tr>
<tr>
<td>15%</td>
<td>14%</td>
<td>20%</td>
<td>18%</td>
<td>8%</td>
<td>15%</td>
<td>12%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>354</td>
<td>291</td>
<td>28</td>
<td>11</td>
<td>6</td>
<td>303</td>
<td>51</td>
<td>354</td>
</tr>
<tr>
<td>42%</td>
<td>42%</td>
<td>45%</td>
<td>35%</td>
<td>34%</td>
<td>42%</td>
<td>44%</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>67</td>
<td>56</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>62</td>
<td>5</td>
<td>67</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>5%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td></td>
</tr>
<tr>
<td>Slightly agree</td>
<td>151</td>
<td>128</td>
<td>13</td>
<td>5</td>
<td>2</td>
<td>132</td>
<td>19</td>
<td>151</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
<td>21%</td>
<td>17%</td>
<td>15%</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>265</td>
<td>220</td>
<td>14</td>
<td>12</td>
<td>7</td>
<td>225</td>
<td>40</td>
<td>265</td>
</tr>
<tr>
<td>31%</td>
<td>31%</td>
<td>23%</td>
<td>40%</td>
<td>43%</td>
<td>31%</td>
<td>35%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>b</td>
<td>be</td>
<td>abeg</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>416</td>
<td>348</td>
<td>27</td>
<td>17</td>
<td>10</td>
<td>357</td>
<td>59</td>
<td>416</td>
</tr>
<tr>
<td>49%</td>
<td>50%</td>
<td>43%</td>
<td>56%</td>
<td>58%</td>
<td>49%</td>
<td>51%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>3</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>5</td>
<td>*</td>
<td>5</td>
</tr>
<tr>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>-</td>
<td>2%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td>aeg</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>72</td>
<td>60</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>66</td>
<td>6</td>
<td>72</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>5%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 79

QP31 Does your child watch TV programmes or films in any of the following ways?

*Base : Parents of children aged 5-15 whose child uses the internet at home through any device*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>843</td>
<td>179</td>
<td>316</td>
<td>348</td>
<td>414</td>
<td>429</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
<td>692</td>
<td>729</td>
<td>185</td>
<td>211</td>
<td>252</td>
<td>244</td>
<td>255</td>
<td>274</td>
<td>357</td>
<td>422</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
<td>550</td>
<td>575</td>
<td>153</td>
<td>170</td>
<td>204</td>
<td>199</td>
<td>206</td>
<td>220</td>
<td>271</td>
<td>340</td>
</tr>
</tbody>
</table>

Watch online or download from UK TV broadcaster's websites (such as the BBC iPlayer, ITV player, Channel 4 on demand, Five TV's Demand Five, or Sky Player)

- **Unweighted total**: 261, 33, 85, 143, 130, 131, 13, 20, 42, 43, 75, 68, 68, 88, 48, 56, 156, 104, 261
- **Effective Weighted Sample**: 843, 179, 316, 348, 414, 429, 84, 94, 159, 158, 171, 177, 194, 264, 165, 218, 459, 384, 843

Watch online or download from other websites

- **Unweighted total**: 66, 7, 16, 42, 9, 37, 29, 2, 5, 8, 8, 26, 16, 9, 6, 9, 8, 7, 9, 8
- **Effective Weighted Sample**: 843, 179, 316, 348, 414, 429, 84, 94, 159, 158, 171, 177, 194, 264, 165, 218, 459, 384, 843

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

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

Prepared by Saville Rossiter-Base : 01727 899 399
QP31 Does your child watch TV programmes or films in any of the following ways?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

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

### Table 79

**NATION**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
</tbody>
</table>

Watch online or download from UK TV broadcaster's websites (such as the BBC iPlayer, ITV player, Channel 4 on demand, Five TV's Demand Five, or Sky Player)

<p>| | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>bcd</td>
<td>66</td>
<td>59</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>56</td>
<td>9</td>
<td>66</td>
</tr>
<tr>
<td><strong>bcd</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Watch online or download from other websites</strong></td>
<td></td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>bcd</td>
<td>66</td>
<td>59</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>56</td>
<td>9</td>
<td>66</td>
</tr>
<tr>
<td><strong>bcd</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EITHER OF THESE**

<p>| | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>bcd</td>
<td>66</td>
<td>59</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>56</td>
<td>9</td>
<td>66</td>
</tr>
<tr>
<td><strong>bcd</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No, neither of these

<p>| | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>bcd</td>
<td>66</td>
<td>59</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>56</td>
<td>9</td>
<td>66</td>
</tr>
<tr>
<td><strong>bcd</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don't know

<p>| | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>bcd</td>
<td>66</td>
<td>59</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>56</td>
<td>9</td>
<td>66</td>
</tr>
<tr>
<td><strong>bcd</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 80

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

QP32 Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?

QP33 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? If YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films?

Base : Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster's websites

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>~a b c d e</td>
<td>~f ~g ~h ~i j k l m n o p q r</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>388</td>
<td>69</td>
<td>119</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>325</td>
<td>59</td>
<td>103</td>
</tr>
<tr>
<td>Total</td>
<td>261</td>
<td>33</td>
<td>85</td>
</tr>
</tbody>
</table>

PIN/ password set up on ALL of the websites the child uses for watching/ downloading TV or films

<table>
<thead>
<tr>
<th>PIN/ password set up on ALL of the websites the child uses for watching/ downloading TV or films</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIN/ password set up on SOME of the websites that the child uses for watching/ downloading TV or films</td>
</tr>
<tr>
<td>PIN/ PASSWORD SET UP ON ANY OF THESE WEBSITES</td>
</tr>
<tr>
<td>PIN/ password NOT set up on any of the websites that the child uses for watching/ downloading TV or films</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP32 Did you know that UK broadcaster’s websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences (such as violence, sex, drug use or strong language)?

QP33 Have you set up a PIN or password on the UK websites that your child uses to watch or download TV programmes or films - which needs to be entered before it's possible to view programmes that have a Guidance label? IF YES: Is that on all of the websites or just some of the websites that your child uses to watch or download TV programmes or films?

Base : Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster’s websites

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>388</td>
<td>287</td>
<td>35</td>
<td>22</td>
<td>36</td>
<td>311</td>
<td>77</td>
<td>388</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>325</td>
<td>273</td>
<td>32</td>
<td>20</td>
<td>34</td>
<td>263</td>
<td>65</td>
<td>325</td>
</tr>
<tr>
<td>PIN/ password set up on ALL of the websites the child uses for watching/ downloading TV or films</td>
<td>27</td>
<td>24</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>**</td>
<td>27</td>
</tr>
<tr>
<td>PIN/ password set up on SOME of the websites that the child uses for watching/ downloading TV or films</td>
<td>19</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>14</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td>PIN/ PASSWORD SET UP ON ANY OF THESE WEBSITES</td>
<td>46</td>
<td>40</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>39</td>
<td>**</td>
<td>46</td>
</tr>
<tr>
<td>PIN/ password NOT set up on any of the websites that the child uses for watching/ downloading TV or films</td>
<td>107</td>
<td>94</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>92</td>
<td>**</td>
<td>107</td>
</tr>
<tr>
<td>Don’t know if this has been set up</td>
<td>29</td>
<td>24</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20</td>
<td>**</td>
<td>29</td>
</tr>
<tr>
<td>Did not know this could be set up</td>
<td>79</td>
<td>72</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>67</td>
<td>**</td>
<td>79</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 81

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

NQP33 And can you tell me why that is?

Base : Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster’s websites and has not set PIN/Password controls

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE FEMALE</td>
<td>MALE FEMALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>156 29 47 80 76 80 10 19 27 20 39 41 50 53 21 32 103 53 156</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>131 25 41 69 64 87 9 16 24 17 33 36 40 46 18 27 86 45 131</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>107 14 33 60 52 55 5 9 19 15 29 31 31 39 41 50 53 107</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust my child to be sensible/responsible</td>
<td>53 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>37 **</td>
<td>53</td>
</tr>
<tr>
<td>Child is always supervised/always an adult present</td>
<td>26 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>16 **</td>
<td>26</td>
</tr>
<tr>
<td>Didn’t know this was possible</td>
<td>14 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>8 **</td>
<td>14</td>
</tr>
<tr>
<td>Child too young to surf/look around the web</td>
<td>8 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>5 **</td>
<td>8</td>
</tr>
<tr>
<td>Child is too young for this to be a problem</td>
<td>5 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>5 **</td>
<td>5</td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>5 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>4 **</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know how to do this</td>
<td>5 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>3 **</td>
<td>5</td>
</tr>
<tr>
<td>Child learns how to be safe on the internet at school</td>
<td>1 ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **</td>
<td>1 **</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 81

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

NQP33 And can you tell me why that is?

Base : Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster's websites and has not set PIN/ Password controls

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>~a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>~e</td>
<td>~f</td>
<td>~g</td>
<td>~h</td>
<td>~i</td>
<td>~j</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>156</td>
<td>29</td>
<td>47</td>
<td>80</td>
<td>76</td>
<td>80</td>
<td>10</td>
<td>19</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>131</td>
<td>25</td>
<td>41</td>
<td>69</td>
<td>64</td>
<td>67</td>
<td>9</td>
<td>16</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>14</td>
<td>33</td>
<td>60</td>
<td>52</td>
<td>55</td>
<td>5</td>
<td>9</td>
<td>19</td>
<td>15</td>
</tr>
</tbody>
</table>

Wouldn't work/ they'd find a way around any controls

| * | % | * | % | * | % | * | % | * | % | * | % | * | % | * | % | * | % | * | % |

Other

| * | % | * | % | * | % | * | % | * | % | * | % | * | % | * | % | * | % | * | % |

TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW

| 18 | 17% | 10 | 14% | 18 |

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

Prepared by Saville Rossiter-Base: 01727 899 399
NQP33 And can you tell me why that is?

Base : Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster's websites and has not set PIN/Password controls

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>156</td>
<td>114</td>
<td>16</td>
<td>10</td>
<td>12</td>
<td>127</td>
<td>29</td>
<td>156</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>131</td>
<td>108</td>
<td>15</td>
<td>9</td>
<td>11</td>
<td>109</td>
<td>23</td>
<td>131</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>94</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>92</td>
<td>15</td>
<td>107</td>
</tr>
<tr>
<td>Trust my child to be sensible/responsible</td>
<td>53</td>
<td>47</td>
<td></td>
<td></td>
<td></td>
<td>47</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td>51%</td>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>Child is always supervised/always an adult present</td>
<td>26</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td>23</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td>25%</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Didn't know this was possible</td>
<td>14</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td>12</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td>13%</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Child too young to surf/look around the web</td>
<td>8</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td>6%</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Child is too young for this to be a problem</td>
<td>5</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td>4%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td>4%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td>6%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Child learns how to be safe on the internet at school</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP33 And can you tell me why that is?

Base: Parents of children aged 5-15 whose child watches online or downloads content from UK TV broadcaster’s websites and has not set PIN/Password controls

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>-b</td>
<td>-c</td>
<td>-d</td>
<td>e</td>
<td>-f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>156</td>
<td>114</td>
<td>16</td>
<td>10</td>
<td>12</td>
<td>127</td>
<td>29</td>
<td>156</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>131</td>
<td>108</td>
<td>15</td>
<td>9</td>
<td>11</td>
<td>109</td>
<td>23</td>
<td>131</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
<td>94</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>92</td>
<td>15</td>
<td>107</td>
</tr>
<tr>
<td>Wouldn't work/ they'd find a way around any controls</td>
<td></td>
<td></td>
<td>*%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>*</td>
<td>**</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td>18</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16</td>
<td>**</td>
<td>18</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter - Base: 01727 899 399
### SUMMARY OF ONLINE PARENTAL MEDIATION

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

#### CHILD'S AGE

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>57</td>
<td>62</td>
<td>47</td>
<td>55</td>
<td>41</td>
<td>49</td>
<td>37</td>
<td>43</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>105</td>
<td>111</td>
<td>87</td>
<td>95</td>
<td>83</td>
<td>87</td>
<td>70</td>
<td>74</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>115</td>
<td>121</td>
<td>109</td>
<td>115</td>
<td>108</td>
<td>112</td>
<td>99</td>
<td>104</td>
</tr>
</tbody>
</table>

#### CHILD'S GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>57</td>
<td>62</td>
<td>47</td>
<td>55</td>
</tr>
<tr>
<td>Female</td>
<td>47</td>
<td>55</td>
<td>41</td>
<td>49</td>
</tr>
</tbody>
</table>

#### SIGNIFICANCE LEVEL: 95%

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

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total</th>
<th>Significance</th>
<th>Columns Tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe Search Settings on Search Engines</td>
<td>398</td>
<td>153</td>
<td>b,c,f,h,j,k</td>
</tr>
<tr>
<td>Controls Set/Software Loaded to Stop Child Viewing Certain Types of Websites</td>
<td>327</td>
<td>113</td>
<td>c,d,f,k</td>
</tr>
<tr>
<td>YouTube Safety Mode Activated</td>
<td>135</td>
<td>66</td>
<td>a,b,c,d,f,g,h,i,j,k</td>
</tr>
<tr>
<td>Use of Pins on Any Website That Child Uses to Download/Watch TV Programmes</td>
<td>46</td>
<td>21</td>
<td>a,b,c,d,f,g,h,i,j,k</td>
</tr>
<tr>
<td>Any of These</td>
<td>495</td>
<td>199</td>
<td>a,b,c,d,f,g,h,i,j,k</td>
</tr>
<tr>
<td>None of These</td>
<td>348</td>
<td>149</td>
<td>a,b,c,d,f,g,h,i,j,k</td>
</tr>
<tr>
<td>Controls Only</td>
<td>57</td>
<td>28</td>
<td>a,b,c,d,f,g,h,i,j,k</td>
</tr>
<tr>
<td>Safe Search Settings Only</td>
<td>121</td>
<td>58</td>
<td>a,b,c,d,f,g,h,i,j,k</td>
</tr>
</tbody>
</table>

Unweighted total: 1421
Effective Weighted Sample: 1125

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF ONLINE PARENTAL MEDIATION

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

#### Table 82

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PINS ON WEBSITES USED TO DOWNLOAD/ WATCH TV PROGRAMMES ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
</tr>
<tr>
<td>MALE</td>
</tr>
<tr>
<td>5-7</td>
</tr>
<tr>
<td>a</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 82

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

SUMMARY OF ONLINE PARENTAL MEDIATION

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1421</td>
<td>1125</td>
<td>843</td>
</tr>
<tr>
<td>396</td>
<td>323</td>
<td>179</td>
</tr>
<tr>
<td>496</td>
<td>402</td>
<td>316</td>
</tr>
<tr>
<td>529</td>
<td>426</td>
<td>348</td>
</tr>
<tr>
<td>692</td>
<td>550</td>
<td>414</td>
</tr>
<tr>
<td>729</td>
<td>575</td>
<td>429</td>
</tr>
<tr>
<td>185</td>
<td>153</td>
<td>94</td>
</tr>
<tr>
<td>211</td>
<td>170</td>
<td>21</td>
</tr>
<tr>
<td>252</td>
<td>204</td>
<td>25</td>
</tr>
<tr>
<td>244</td>
<td>199</td>
<td>20</td>
</tr>
<tr>
<td>255</td>
<td>206</td>
<td>15</td>
</tr>
<tr>
<td>274</td>
<td>220</td>
<td>17</td>
</tr>
<tr>
<td>357</td>
<td>271</td>
<td>24</td>
</tr>
<tr>
<td>422</td>
<td>271</td>
<td>22</td>
</tr>
<tr>
<td>368</td>
<td>289</td>
<td>21</td>
</tr>
<tr>
<td>779</td>
<td>611</td>
<td>17</td>
</tr>
<tr>
<td>514</td>
<td>514</td>
<td>15</td>
</tr>
<tr>
<td>1421</td>
<td>1421</td>
<td>843</td>
</tr>
</tbody>
</table>

CONTROLS AND SAFE SEARCH

AND YOUTUBE

<table>
<thead>
<tr>
<th>Controls and Safe Search</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Safe Search and PINS and YouTube</th>
<th>Control and Safe Search and YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USE ALL FOUR</th>
<th>USE ANY THREE</th>
<th>USE ANY TWO</th>
<th>USE ONLY ONE</th>
<th>USE NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>18</td>
<td>198</td>
<td>197</td>
<td>348</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>98</td>
<td>23</td>
<td>41%</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>72</td>
<td>42</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>69</td>
<td>42</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>5</td>
<td>69</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>53</td>
<td>53</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>77</td>
<td>77</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>72</td>
<td>72</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>120</td>
<td>120</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>149</td>
<td>149</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>172</td>
<td>172</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>175</td>
<td>175</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>41</td>
<td>41</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>38</td>
<td>38</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>77</td>
<td>77</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>72</td>
<td>72</td>
<td>44%</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>120</td>
<td>120</td>
<td>44%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
SUMMARY OF ONLINE PARENTAL MEDIATION

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
</tr>
<tr>
<td>SAFE SEARCH SETTINGS ON SEARCH ENGINES</td>
<td>398</td>
<td>323</td>
<td>34</td>
<td>16</td>
<td>8</td>
<td>342</td>
<td>56</td>
</tr>
<tr>
<td>47%</td>
<td>46%</td>
<td>54%</td>
<td>53%</td>
<td>45%</td>
<td>47%</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>CONTROLS SET/ SOFTWARE LOADED TO STOP CHILD VIEWING CERTAIN TYPES OF WEBSITES</td>
<td>327</td>
<td>266</td>
<td>24</td>
<td>13</td>
<td>7</td>
<td>282</td>
<td>45</td>
</tr>
<tr>
<td>39%</td>
<td>38%</td>
<td>38%</td>
<td>42%</td>
<td>43%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>YOUTUBE SAFETY MODE ACTIVATED</td>
<td>135</td>
<td>106</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>113</td>
<td>22</td>
</tr>
<tr>
<td>16%</td>
<td>15%</td>
<td>21%</td>
<td>20%</td>
<td>21%</td>
<td>18%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>USE OF PINS ON ANY WEBSITE THAT CHILD USES TO DOWNLOAD/WATCH TV PROGRAMMES</td>
<td>46</td>
<td>40</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>39</td>
<td>7</td>
</tr>
<tr>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>495</td>
<td>404</td>
<td>40</td>
<td>20</td>
<td>10</td>
<td>425</td>
<td>70</td>
</tr>
<tr>
<td>59%</td>
<td>58%</td>
<td>64%</td>
<td>64%</td>
<td>60%</td>
<td>58%</td>
<td>61%</td>
<td>59%</td>
</tr>
<tr>
<td>NONE OF THESE</td>
<td>348</td>
<td>294</td>
<td>22</td>
<td>11</td>
<td>7</td>
<td>302</td>
<td>46</td>
</tr>
<tr>
<td>41%</td>
<td>42%</td>
<td>36%</td>
<td>36%</td>
<td>40%</td>
<td>42%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>CONTROLS ONLY</td>
<td>57</td>
<td>49</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>49</td>
<td>8</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>SAFE SEARCH SETTINGS ONLY</td>
<td>121</td>
<td>101</td>
<td>11</td>
<td>5</td>
<td>1</td>
<td>103</td>
<td>17</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
<td>18%</td>
<td>15%</td>
<td>8%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>PINs ON WEBSITES USED TO DOWNLOAD/ WATCH TV PROGRAMMES ONLY</td>
<td>5</td>
<td>4</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## SUMMARY OF ONLINE PARENTAL MEDIATION

Base: Parents of children aged 5-15 whose child uses the internet at home through any device.

### Table 82

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>YOU TUBE SAFETY MODE ONLY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>13</td>
<td>2</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>CONTROLS AND SAFE SEARCH</td>
<td>155</td>
<td>125</td>
<td>11</td>
<td>6</td>
<td>4</td>
<td>135</td>
<td>21</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>18%</td>
<td>17%</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>CONTROLS AND PINS</td>
<td>8</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>8</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>CONTROLS AND YOUTUBE</td>
<td>9</td>
<td>7</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>SAFE SEARCH AND PINS</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>SAFE SEARCH AND YOUTUBE</td>
<td>21</td>
<td>16</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>PINS AND YOUTUBE</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>*%</td>
</tr>
<tr>
<td>CONTROLS AND SAFE SEARCH AND PINS</td>
<td>10</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>8</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>CONTROLS AND SAFE SEARCH AND YOUTUBE</td>
<td>71</td>
<td>55</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>62</td>
<td>9</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>SAFE SEARCH AND PINS AND YOUTUBE</td>
<td>2</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
</tr>
</tbody>
</table>

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

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

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
</tbody>
</table>

| CONTROLS AND PINS AND YOUTUBE | 2 | 1 | - | - | 2 | 1 | 2 |
| USE ALL FOUR | 14 | 12 | 1 | - | - | 11 | 3 | 14 |
| USE ANY THREE | 86 | 66 | 8 | 4 | 2 | 73 | 12 | 86 |
| USE ANY TWO | 198 | 161 | 14 | 8 | 4 | 171 | 27 | 198 |
| USE ONLY ONE | 197 | 165 | 17 | 7 | 4 | 169 | 28 | 197 |
| USE NONE | 348 | 294 | 22 | 11 | 7 | 302 | 46 | 348 |

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP33A Have you talked to your child about staying safe when they are online?**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1421</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Unweighted</td>
<td>1421</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Effective</td>
<td>1421</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Weighted</td>
<td>1125</td>
<td>1125</td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>83%</td>
<td>58%</td>
<td>17%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>86%</td>
<td>42%</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>88%</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>89%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>90%</td>
<td>17%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>91%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>92%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>93%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d.e - f.g.h.i.j.k - l.m.n.o,p,q,r
### OFCOM Media Literacy Tracker 2011 - Children and Parents - 21st March to 15th April 2011.

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

**NQP33A Have you talked to your child about staying safe when they are online?**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Yes</td>
<td>698</td>
<td>573</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>608</td>
<td>90</td>
<td>698</td>
</tr>
<tr>
<td>No</td>
<td>143</td>
<td>124</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>117</td>
<td>26</td>
<td>143</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
</tbody>
</table>

Significance Level: 95%

<table>
<thead>
<tr>
<th>TESTED</th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
</tr>
<tr>
<td>Yes</td>
<td>698</td>
<td>573</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>608</td>
<td>90</td>
</tr>
<tr>
<td>No</td>
<td>143</td>
<td>124</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>117</td>
<td>26</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>*</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

NQP33B Generally speaking, do you feel you know enough about how to help your child to stay safe when they are online?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

Table 88

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>316</td>
<td>414</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Yes</td>
<td>688</td>
<td>153</td>
<td>335</td>
</tr>
<tr>
<td>No</td>
<td>128</td>
<td>21</td>
<td>65</td>
</tr>
<tr>
<td>Don't know</td>
<td>27</td>
<td>5</td>
<td>14</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
NQP33B Generally speaking, do you feel you know enough about how to help your child to stay safe when they are online?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>TOTAL</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Yes</td>
<td>688</td>
<td>576</td>
<td>53</td>
<td>24</td>
<td>12</td>
<td>595</td>
<td>93</td>
<td>688</td>
</tr>
<tr>
<td></td>
<td></td>
<td>82%</td>
<td>82%</td>
<td>86%</td>
<td>80%</td>
<td>71%</td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>No</td>
<td>128</td>
<td>102</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>107</td>
<td>21</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15%</td>
<td>15%</td>
<td>8%</td>
<td>18%</td>
<td>24%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Don't know</td>
<td>27</td>
<td>20</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>25</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 89

#### NQP33CA EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - The content on the websites that they visit

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

**Significance Level:** 95%

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td></td>
<td><strong>a</strong></td>
<td><strong>b</strong></td>
<td><strong>c</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>9</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>143</td>
<td>20</td>
<td>59</td>
<td>65</td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>13</td>
<td>25</td>
<td>31</td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>264</td>
<td>36</td>
<td>93</td>
<td>136</td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>316</td>
<td>102</td>
<td>119</td>
<td>96</td>
</tr>
</tbody>
</table>

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

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

### NQP33CA EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - The content on the websites that they visit

**Base**: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Very concerned</td>
<td>48</td>
<td>36</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>42</td>
<td>6</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>8%</td>
<td>16%</td>
<td>14%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>aefg</td>
<td>aefg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>143</td>
<td>126</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>128</td>
<td>15</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>18%</td>
<td>8%</td>
<td>13%</td>
<td>24%</td>
<td>18%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>beefg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>191</td>
<td>162</td>
<td>10</td>
<td>9</td>
<td>6</td>
<td>170</td>
<td>21</td>
<td>191</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>23%</td>
<td>16%</td>
<td>38%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Neithe'r nor</td>
<td>69</td>
<td>60</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>61</td>
<td>8</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>4%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>264</td>
<td>220</td>
<td>19</td>
<td>8</td>
<td>5</td>
<td>229</td>
<td>35</td>
<td>264</td>
</tr>
<tr>
<td></td>
<td>31%</td>
<td>32%</td>
<td>30%</td>
<td>26%</td>
<td>32%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>316</td>
<td>254</td>
<td>28</td>
<td>11</td>
<td>4</td>
<td>265</td>
<td>51</td>
<td>316</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>44%</td>
<td>44%</td>
<td>36%</td>
<td>25%</td>
<td>36%</td>
<td>44%</td>
<td>38%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>581</td>
<td>475</td>
<td>46</td>
<td>19</td>
<td>10</td>
<td>494</td>
<td>87</td>
<td>581</td>
</tr>
<tr>
<td></td>
<td>69%</td>
<td>74%</td>
<td>74%</td>
<td>62%</td>
<td>57%</td>
<td>68%</td>
<td>75%</td>
<td>69%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>%-</td>
<td>%-</td>
<td>%-</td>
<td>%-</td>
<td>%-</td>
<td>%-</td>
<td>%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>71</td>
<td>61</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>63</td>
<td>8</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>4%</td>
<td>9%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 90

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

**NQP33CB EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - How much time they spend online**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>1421</td>
<td>396</td>
<td>529</td>
<td>692</td>
<td>211</td>
<td>244</td>
</tr>
<tr>
<td>1125</td>
<td>323</td>
<td>426</td>
<td>550</td>
<td>170</td>
<td>199</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>348</td>
<td>414</td>
<td>159</td>
<td>158</td>
</tr>
</tbody>
</table>

Very concerned

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>44</td>
<td>14</td>
<td>26</td>
<td>12</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
| Fairly concerned

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>148</td>
<td>21</td>
<td>78</td>
<td>76</td>
<td>10</td>
<td>38</td>
</tr>
<tr>
<td>5%</td>
<td>12%</td>
<td>22%</td>
<td>18%</td>
<td>16%</td>
<td>18%</td>
</tr>
</tbody>
</table>
| Neither/ nor

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>53</td>
<td>10</td>
<td>27</td>
<td>21</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>2%</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Not very concerned

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>241</td>
<td>30</td>
<td>94</td>
<td>117</td>
<td>127</td>
<td>114</td>
</tr>
<tr>
<td>29%</td>
<td>17%</td>
<td>30%</td>
<td>34%</td>
<td>31%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Not at all concerned

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>356</td>
<td>113</td>
<td>144</td>
<td>100</td>
<td>166</td>
<td>191</td>
</tr>
<tr>
<td>42%</td>
<td>63%</td>
<td>45%</td>
<td>40%</td>
<td>40%</td>
<td>45%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP33CB EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - How much time they spend online**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Very concerned</td>
<td>44</td>
<td>30</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>39</td>
<td>5</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
<td>17%</td>
<td>11%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>148</td>
<td>130</td>
<td>11</td>
<td>3</td>
<td>3</td>
<td>128</td>
<td>20</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>19%</td>
<td>17%</td>
<td>10%</td>
<td>19%</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>192</td>
<td>159</td>
<td>16</td>
<td>6</td>
<td>5</td>
<td>167</td>
<td>25</td>
<td>192</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>23%</td>
<td>25%</td>
<td>27%</td>
<td>30%</td>
<td>23%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>53</td>
<td>46</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>48</td>
<td>5</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>241</td>
<td>203</td>
<td>14</td>
<td>6</td>
<td>6</td>
<td>210</td>
<td>31</td>
<td>241</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>29%</td>
<td>22%</td>
<td>28%</td>
<td>28%</td>
<td>37%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>356</td>
<td>289</td>
<td>29</td>
<td>13</td>
<td>5</td>
<td>301</td>
<td>55</td>
<td>356</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>41%</td>
<td>47%</td>
<td>42%</td>
<td>29%</td>
<td>41%</td>
<td>48%</td>
<td>42%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>598</td>
<td>492</td>
<td>43</td>
<td>21</td>
<td>11</td>
<td>511</td>
<td>86</td>
<td>598</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>70%</td>
<td>69%</td>
<td>69%</td>
<td>66%</td>
<td>70%</td>
<td>74%</td>
<td>71%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>-*%</td>
<td>-*%</td>
<td>-*%</td>
<td>*%</td>
<td>-*%</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>53</td>
<td>47</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>48</td>
<td>5</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Ofcom Media Literacy Tracker 2011 - Children and Parents - 21st March to 15th April 2011. Table 91

NQP33CC Extent of Concern About Child's Internet Use - Who they are in contact with online

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Very concerned</td>
<td>65</td>
<td>10</td>
<td>29</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>139</td>
<td>11</td>
<td>49</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>204</td>
<td>22</td>
<td>78</td>
</tr>
<tr>
<td>Neither nor</td>
<td>58</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>214</td>
<td>24</td>
<td>78</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>364</td>
<td>121</td>
<td>137</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>578</td>
<td>145</td>
<td>215</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>61</td>
<td>12</td>
<td>23</td>
</tr>
</tbody>
</table>

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

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

### NQ33C EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Who they are in contact with online

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Very concerned</td>
<td>65</td>
<td>49</td>
<td>9</td>
<td>4</td>
<td>3</td>
<td>58</td>
<td>7</td>
<td>65</td>
</tr>
<tr>
<td>Very concerned 8%</td>
<td>7%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Fairly concerned 17%</td>
<td>17%</td>
<td>9%</td>
<td>13%</td>
<td>16%</td>
<td>17%</td>
<td>12%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>TOTAL CONCERNED 24%</td>
<td>24%</td>
<td>23%</td>
<td>26%</td>
<td>33%</td>
<td>25%</td>
<td>17%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Neither/ nor 7%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
<td>2%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Not very concerned 26%</td>
<td>26%</td>
<td>24%</td>
<td>26%</td>
<td>31%</td>
<td>25%</td>
<td>28%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Not at all concerned 43%</td>
<td>43%</td>
<td>43%</td>
<td>40%</td>
<td>33%</td>
<td>42%</td>
<td>50%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED 69%</td>
<td>69%</td>
<td>67%</td>
<td>66%</td>
<td>64%</td>
<td>67%</td>
<td>77%</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Don't know 3</td>
<td>2</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW 7%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
<td>3%</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7 a b c d</td>
<td>MALE 5-7 f g h i j k</td>
<td>AB l m n o p q r</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421 396 496 529</td>
<td>185 211 252 244 255 274</td>
<td>357 422 274 368 779 642 1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125 323 402 426</td>
<td>153 170 204 199 206 220</td>
<td>271 340 225 289 611 514 1125</td>
</tr>
<tr>
<td>Very concerned</td>
<td>39 9 19 12</td>
<td>6 3 7 12 6 6</td>
<td>10 11 7 12 21 18 39</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>76 6 29 41</td>
<td>4 3 17 11 17 24</td>
<td>13 29 16 18 42 34 76</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>115 15 47 52</td>
<td>9 6 24 23 23 29</td>
<td>23 40 22 30 63 52 115</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>48 9 23 16</td>
<td>3 6 8 15 8 8</td>
<td>11 14 11 12 25 23 48</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>205 23 69 113</td>
<td>10 13 39 30 60 53</td>
<td>52 68 42 43 120 85 205</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>464 130 174 460</td>
<td>62 69 85 89 75 85</td>
<td>106 141 89 129 247 217 464</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>670 154 243 273 331 338</td>
<td>72 82 125 118 135 138</td>
<td>158 209 130 172 367 302 670</td>
</tr>
<tr>
<td>Don't know</td>
<td>10 1 3 6</td>
<td>1 1 2 1 1 5 1</td>
<td>3 1 2 5 4 7 10</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>58 10 26 22</td>
<td>3 7 10 16 14 9</td>
<td>13 15 13 17 29 30 58</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQP33CD EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Any illegal downloading or downloading of copyrighted material**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Very concerned</td>
<td>39</td>
<td>31</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>36</td>
<td>3</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>8%</td>
<td>11%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>76</td>
<td>63</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>69</td>
<td>7</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>9%</td>
<td>6%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>115</td>
<td>93</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>105</td>
<td>10</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>19%</td>
<td>20%</td>
<td>14%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Neither/nor</td>
<td>48</td>
<td>38</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>46</td>
<td>2</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>10%</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>205</td>
<td>178</td>
<td>13</td>
<td>6</td>
<td>5</td>
<td>174</td>
<td>31</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>26%</td>
<td>21%</td>
<td>19%</td>
<td>29%</td>
<td>24%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>464</td>
<td>379</td>
<td>37</td>
<td>15</td>
<td>7</td>
<td>392</td>
<td>72</td>
<td>464</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>54%</td>
<td>60%</td>
<td>50%</td>
<td>45%</td>
<td>54%</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>670</td>
<td>558</td>
<td>50</td>
<td>21</td>
<td>12</td>
<td>566</td>
<td>104</td>
<td>670</td>
</tr>
<tr>
<td></td>
<td>79%</td>
<td>80%</td>
<td>80%</td>
<td>68%</td>
<td>73%</td>
<td>78%</td>
<td>89%</td>
<td>79%</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>9</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>10</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL NEITHER/NOR OR DON'T KNOW</td>
<td>58</td>
<td>47</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>56</td>
<td>2</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>13%</td>
<td>6%</td>
<td>8%</td>
<td>2%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Table 93

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

### NQP33CE EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

#### CHILD'S AGE
<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>185</td>
<td>211</td>
<td>396</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>252</td>
<td>244</td>
<td>556</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>244</td>
<td>255</td>
<td>502</td>
</tr>
</tbody>
</table>

#### CHILD'S GENDER
<table>
<thead>
<tr>
<th>GENDER</th>
<th>CHILD'S AGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>5-7</td>
</tr>
<tr>
<td>FEMALE</td>
<td>5-7</td>
</tr>
</tbody>
</table>

#### CHILD'S AGE & GENDER

**Social Grade**

**Columns Tested:** a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP33CE EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online

Base: Parents of children aged 5-15 whose child uses the internet at home through any device.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNEIGHTED TOTAL</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>EFFECTIVE WEIGHTED SAMPLE</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>TOTAL</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Very concerned</td>
<td>81</td>
<td>67</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>75</td>
<td>7</td>
<td>81</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td>16%</td>
<td>15%</td>
<td>10%</td>
<td>6%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>153</td>
<td>133</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>132</td>
<td>21</td>
<td>153</td>
</tr>
<tr>
<td>18%</td>
<td>19%</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>235</td>
<td>200</td>
<td>13</td>
<td>10</td>
<td>6</td>
<td>207</td>
<td>28</td>
<td>235</td>
</tr>
<tr>
<td>28%</td>
<td>29%</td>
<td>20%</td>
<td>33%</td>
<td>33%</td>
<td>28%</td>
<td>24%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td>49</td>
<td>42</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>43</td>
<td>6</td>
<td>49</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>9%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Not very concerned</td>
<td>181</td>
<td>152</td>
<td>13</td>
<td>6</td>
<td>5</td>
<td>157</td>
<td>24</td>
<td>181</td>
</tr>
<tr>
<td>21%</td>
<td>22%</td>
<td>21%</td>
<td>20%</td>
<td>28%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>372</td>
<td>299</td>
<td>34</td>
<td>11</td>
<td>6</td>
<td>313</td>
<td>59</td>
<td>372</td>
</tr>
<tr>
<td>44%</td>
<td>43%</td>
<td>55%</td>
<td>37%</td>
<td>43%</td>
<td>51%</td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>553</td>
<td>451</td>
<td>47</td>
<td>17</td>
<td>10</td>
<td>470</td>
<td>83</td>
<td>553</td>
</tr>
<tr>
<td>66%</td>
<td>65%</td>
<td>75%</td>
<td>57%</td>
<td>61%</td>
<td>65%</td>
<td>71%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>7</td>
<td>6</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>7</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/NOR OR DON'T KNOW</td>
<td>55</td>
<td>48</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>50</td>
<td>6</td>
<td>55</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>11%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP33CF EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Them giving out their personal details to inappropriate people**

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5 TO 7 a</td>
<td>8 TO 11 b</td>
<td>12 TO 15 c</td>
</tr>
<tr>
<td><strong>MALE</strong></td>
<td>7</td>
<td>12 TO 15 c</td>
<td></td>
</tr>
<tr>
<td><strong>FEMALE</strong></td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5-7</strong></td>
<td>185</td>
<td>252</td>
<td>244</td>
</tr>
<tr>
<td><strong>5-7</strong></td>
<td>211</td>
<td>252</td>
<td>244</td>
</tr>
<tr>
<td><strong>8-11</strong></td>
<td>244</td>
<td>252</td>
<td>244</td>
</tr>
<tr>
<td><strong>12-15</strong></td>
<td>255</td>
<td>274</td>
<td></td>
</tr>
<tr>
<td><strong>12-15</strong></td>
<td>255</td>
<td>274</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>141</td>
<td>207</td>
<td>210</td>
</tr>
<tr>
<td><strong>558</strong></td>
<td>141</td>
<td>207</td>
<td>210</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1421</td>
<td>396</td>
<td>529</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td>102</td>
<td>16</td>
<td>42</td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td>137</td>
<td>11</td>
<td>48</td>
</tr>
<tr>
<td><strong>TOTAL CONCERNED</strong></td>
<td>239</td>
<td>28</td>
<td>90</td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td>44</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td>171</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td>387</td>
<td>123</td>
<td>145</td>
</tr>
<tr>
<td><strong>TOTAL NOT CONCERNED</strong></td>
<td>558</td>
<td>141</td>
<td>207</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>2</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td><strong>TOTAL NEITHER/ NOR OR DON'T KNOW</strong></td>
<td>46</td>
<td>10</td>
<td>19</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP33CF EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Them giving out their personal details to inappropriate people**

*Base: Parents of children aged 5-15 whose child uses the internet at home through any device*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Very concerned</td>
<td>102</td>
<td>82</td>
<td>9</td>
<td>7</td>
<td>3</td>
<td>89</td>
<td>13</td>
<td>102</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>21%</td>
<td>18%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>137</td>
<td>118</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>127</td>
<td>10</td>
<td>137</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>17%</td>
<td>8%</td>
<td>13%</td>
<td>21%</td>
<td>17%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>239</td>
<td>200</td>
<td>14</td>
<td>10</td>
<td>7</td>
<td>216</td>
<td>24</td>
<td>239</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>29%</td>
<td>23%</td>
<td>34%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>44</td>
<td>37</td>
<td>5</td>
<td>2</td>
<td>*</td>
<td>40</td>
<td>4</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>171</td>
<td>144</td>
<td>11</td>
<td>6</td>
<td>4</td>
<td>144</td>
<td>27</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>23%</td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>387</td>
<td>317</td>
<td>31</td>
<td>13</td>
<td>5</td>
<td>326</td>
<td>61</td>
<td>387</td>
</tr>
<tr>
<td></td>
<td>46%</td>
<td>45%</td>
<td>50%</td>
<td>41%</td>
<td>35%</td>
<td>45%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>558</td>
<td>460</td>
<td>42</td>
<td>18</td>
<td>10</td>
<td>470</td>
<td>88</td>
<td>558</td>
</tr>
<tr>
<td></td>
<td>66%</td>
<td>66%</td>
<td>68%</td>
<td>59%</td>
<td>58%</td>
<td>65%</td>
<td>76%</td>
<td>66%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>46</td>
<td>38</td>
<td>5</td>
<td>2</td>
<td>*</td>
<td>41</td>
<td>4</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
<td>7%</td>
<td>2%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 95

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

**NQP33CG EXTENT OF CONCERN ABOUT CHILD'S INTERNET USE - Them being bullied online/ cyber bullying**

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Very concerned</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>13</td>
<td>38</td>
<td>45</td>
</tr>
<tr>
<td>11%</td>
<td>7%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>128</td>
<td>11</td>
<td>51</td>
<td>65</td>
</tr>
<tr>
<td>15%</td>
<td>6%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>224</td>
<td>24</td>
<td>89</td>
</tr>
<tr>
<td>27%</td>
<td>14%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>11</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>171</td>
<td>21</td>
<td>62</td>
<td>88</td>
</tr>
<tr>
<td>20%</td>
<td>12%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>391</td>
<td>122</td>
<td>147</td>
<td>121</td>
</tr>
<tr>
<td>46%</td>
<td>68%</td>
<td>47%</td>
<td>35%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>562</td>
<td>143</td>
<td>210</td>
</tr>
<tr>
<td>67%</td>
<td>80%</td>
<td>66%</td>
<td>60%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>57</td>
<td>11</td>
<td>17</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### NQP33CG EXTENT OF CONCERN ABOUT CHILD’S INTERNET USE - Them being bullied online/ cyber bullying

**Base:** Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Very concerned</td>
<td>96</td>
<td>78</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>84</td>
<td>12</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>13%</td>
<td>18%</td>
<td>20%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>128</td>
<td>112</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>116</td>
<td>11</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>16%</td>
<td>8%</td>
<td>12%</td>
<td>23%</td>
<td>16%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>224</td>
<td>190</td>
<td>13</td>
<td>9</td>
<td>7</td>
<td>200</td>
<td>23</td>
<td>224</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>562</td>
<td>463</td>
<td>40</td>
<td>20</td>
<td>9</td>
<td>473</td>
<td>89</td>
<td>562</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>55</td>
<td>43</td>
<td>9</td>
<td>2</td>
<td>*</td>
<td>51</td>
<td>4</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>15%</td>
<td>5%</td>
<td>1%</td>
<td>7%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>171</td>
<td>144</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>145</td>
<td>27</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>21%</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>391</td>
<td>319</td>
<td>27</td>
<td>14</td>
<td>5</td>
<td>328</td>
<td>62</td>
<td>391</td>
</tr>
<tr>
<td></td>
<td>46%</td>
<td>46%</td>
<td>44%</td>
<td>45%</td>
<td>33%</td>
<td>45%</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>562</td>
<td>463</td>
<td>40</td>
<td>20</td>
<td>9</td>
<td>473</td>
<td>89</td>
<td>562</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-*</td>
<td>-*</td>
<td>1%</td>
<td>*%</td>
<td>-*</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON’T KNOW</td>
<td>57</td>
<td>45</td>
<td>9</td>
<td>2</td>
<td>*</td>
<td>54</td>
<td>4</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>15%</td>
<td>5%</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQP33D In the last year, do you think your child has seen anything online that is worrying, nasty or offensive in some way?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE FEMALE</td>
<td>5-7 8-11 12-15</td>
<td>AB C1 C2 DE ABC1 C2DE ALL</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>a d f g h i</td>
<td>j k l m n o p q r</td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td>b c e</td>
<td>abc-ab cd-ef gh-ij</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes seen - just once or twice</td>
<td>1421</td>
<td>1125</td>
<td>843</td>
</tr>
<tr>
<td>Yes seen - more frequently</td>
<td>13</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Yes seen - but couldn't say how many times</td>
<td>18</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL 'YES'</td>
<td>101</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>Not seen in last year</td>
<td>677</td>
<td>157</td>
<td>843</td>
</tr>
<tr>
<td>Don't know whether seen any of these things</td>
<td>65</td>
<td>15</td>
<td>80</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Table 96

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

NQP33D In the last year, do you think your child has seen anything online that is worrying, nasty or offensive in some way?

Base: Parents of children aged 5-15 whose child uses the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
</tr>
<tr>
<td>Yes seen - just once or twice</td>
<td>69</td>
<td>61</td>
<td>2</td>
<td>2</td>
<td>58</td>
<td>12</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
<td>14%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
</tr>
<tr>
<td>Yes seen - more frequently</td>
<td>13</td>
<td>11</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Yes seen - but couldn't say how many times</td>
<td>18</td>
<td>16</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>*%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>TOTAL 'YES'</td>
<td>101</td>
<td>88</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>84</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>13%</td>
<td>7%</td>
<td>4%</td>
<td>17%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>cbe</td>
<td>c</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
</tr>
<tr>
<td>Not seen in last year</td>
<td>677</td>
<td>562</td>
<td>50</td>
<td>26</td>
<td>13</td>
<td>585</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td>80%</td>
<td>80%</td>
<td>81%</td>
<td>87%</td>
<td>79%</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>Don't know whether seen any of these things</td>
<td>65</td>
<td>49</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>58</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>12%</td>
<td>9%</td>
<td>4%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 97

QP35A Please think about how your child uses his/her mobile phone on a typical school day. How many calls would you say he/she makes on his/her mobile phone - both before and after school? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Parents of children aged 5-15 with a mobile phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a</strong></td>
<td><strong>b</strong></td>
<td><strong>c</strong></td>
<td><strong>d</strong></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
<td>22</td>
<td>176</td>
</tr>
<tr>
<td>None</td>
<td>223</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>43%</td>
<td>**</td>
<td>**</td>
<td>58%</td>
</tr>
<tr>
<td>Up to 2</td>
<td>196</td>
<td>**</td>
<td>60</td>
</tr>
<tr>
<td>38%</td>
<td>**</td>
<td>34%</td>
<td>41%</td>
</tr>
<tr>
<td>Up to 5</td>
<td>65</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td>13%</td>
<td>**</td>
<td>3%</td>
<td>18%</td>
</tr>
<tr>
<td>Up to 10</td>
<td>24</td>
<td>**</td>
<td>4</td>
</tr>
<tr>
<td>5%</td>
<td>**</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Up to 15</td>
<td>1</td>
<td>**</td>
<td>*</td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of calls</td>
<td>1.5</td>
<td>**</td>
<td>.8</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>2.09</td>
<td>**</td>
<td>1.38</td>
</tr>
<tr>
<td>Standard error</td>
<td>.07</td>
<td>**</td>
<td>.08</td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP35A Please think about how your child uses his/her mobile phone on a typical school day. How many calls would you say he/she makes on his/her mobile phone - both before and after school? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE h</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
</tr>
<tr>
<td>None</td>
<td>223</td>
</tr>
<tr>
<td></td>
<td>43%</td>
</tr>
<tr>
<td>Up to 2</td>
<td>195</td>
</tr>
<tr>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Up to 5</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Up to 10</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Up to 15</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
</tr>
<tr>
<td>Don't know</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of calls</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>1.5</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>2.09</td>
</tr>
<tr>
<td></td>
<td>.07</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 98

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 98**

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

**QP35B And how many calls would you say he/she makes using his/her mobile phone on a Saturday or Sunday? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

**Base : Parents of children aged 5-15 with a mobile phone**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td><img src="image" alt="a" /></td>
<td><img src="image" alt="b" /></td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>620</td>
<td>50</td>
<td>274</td>
<td>496</td>
<td>391</td>
<td>429</td>
<td>22</td>
<td>28</td>
<td>128</td>
<td>146</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
<td>393</td>
<td>309</td>
<td>338</td>
<td>16</td>
<td>22</td>
<td>101</td>
<td>117</td>
</tr>
<tr>
<td>None</td>
<td>160</td>
<td>74</td>
<td>76</td>
<td>31%</td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td><img src="image" alt="g" /></td>
<td><img src="image" alt="h" /></td>
</tr>
<tr>
<td>Up to 2</td>
<td>170</td>
<td>70</td>
<td>93</td>
<td>33%</td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td><img src="image" alt="g" /></td>
<td><img src="image" alt="h" /></td>
</tr>
<tr>
<td>Up to 5</td>
<td>110</td>
<td>26</td>
<td>82</td>
<td>21%</td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td><img src="image" alt="g" /></td>
<td><img src="image" alt="h" /></td>
</tr>
<tr>
<td>Up to 10</td>
<td>57</td>
<td>2</td>
<td>54</td>
<td>11%</td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td><img src="image" alt="g" /></td>
<td><img src="image" alt="h" /></td>
</tr>
<tr>
<td>Up to 15</td>
<td>6</td>
<td><img src="image" alt="c" /></td>
<td>1%</td>
<td>1%</td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td><img src="image" alt="g" /></td>
<td><img src="image" alt="h" /></td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td><img src="image" alt="c" /></td>
<td>1%</td>
<td>1%</td>
<td><img src="image" alt="c" /></td>
<td><img src="image" alt="d" /></td>
<td><img src="image" alt="e" /></td>
<td><img src="image" alt="f" /></td>
<td><img src="image" alt="g" /></td>
<td><img src="image" alt="h" /></td>
</tr>
<tr>
<td>Mean number of calls</td>
<td>2.6</td>
<td><img src="image" alt="c" /></td>
<td>1.2</td>
<td><img src="image" alt="d" /></td>
<td>3.4</td>
<td><img src="image" alt="e" /></td>
<td>2.4</td>
<td><img src="image" alt="f" /></td>
<td>2.8</td>
<td><img src="image" alt="g" /></td>
</tr>
<tr>
<td>Standard deviation</td>
<td>3.39</td>
<td>1.61</td>
<td>3.86</td>
<td><img src="image" alt="d" /></td>
<td>3.52</td>
<td>3.25</td>
<td><img src="image" alt="e" /></td>
<td>1.21</td>
<td>1.85</td>
<td>4.09</td>
</tr>
<tr>
<td>Standard error</td>
<td>.12</td>
<td><img src="image" alt="e" /></td>
<td>.10</td>
<td><img src="image" alt="f" /></td>
<td>.17</td>
<td><img src="image" alt="g" /></td>
<td>.18</td>
<td><img src="image" alt="h" /></td>
<td>.16</td>
<td><img src="image" alt="i" /></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP35B And how many calls would you say he/ she makes using his/ her mobile phone on a Saturday or Sunday? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>ENGLAND</td>
<td></td>
</tr>
<tr>
<td>SCOTLAND</td>
<td></td>
</tr>
<tr>
<td>WALES</td>
<td></td>
</tr>
<tr>
<td>N IRELAND</td>
<td></td>
</tr>
<tr>
<td>URBAN</td>
<td></td>
</tr>
<tr>
<td>RURAL</td>
<td></td>
</tr>
<tr>
<td>ALL</td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>Category</th>
<th>Effective Weighted Sample</th>
<th>Unweighted total</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of calls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard deviation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard error</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Columns Tested: a,b,c,d,e,f,g,h,i,j**

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP35A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

**Base:** Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILDS AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>12-15</th>
<th>FEMALE</th>
<th>12-15</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
<td>p</td>
<td>q</td>
<td>r</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>620</td>
<td>50</td>
<td>274</td>
<td>496</td>
<td>391</td>
<td>429</td>
<td>22</td>
<td>28</td>
<td>128</td>
<td>146</td>
<td>241</td>
<td>255</td>
<td>169</td>
<td>225</td>
<td>168</td>
<td>258</td>
<td>394</td>
<td>426</td>
<td>820</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
<td>393</td>
<td>309</td>
<td>338</td>
<td>16</td>
<td>22</td>
<td>101</td>
<td>117</td>
<td>193</td>
<td>201</td>
<td>128</td>
<td>185</td>
<td>134</td>
<td>201</td>
<td>312</td>
<td>335</td>
<td>647</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP35A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>820</td>
<td>50</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>515</td>
<td>22</td>
<td>176</td>
<td>318</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>Don't know</td>
<td>9</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Mean number of calls</td>
<td>12.5</td>
<td>**</td>
<td>6.3</td>
</tr>
<tr>
<td></td>
<td>Standard deviation</td>
<td>16.00</td>
<td>**</td>
<td>8.81</td>
</tr>
<tr>
<td></td>
<td>Standard error</td>
<td>.56</td>
<td>**</td>
<td>.54</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP35A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
</tr>
<tr>
<td>None</td>
<td>140</td>
</tr>
<tr>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Up to 5</td>
<td>73</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Up to 10</td>
<td>90</td>
</tr>
<tr>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Up to 15</td>
<td>59</td>
</tr>
<tr>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Up to 20</td>
<td>39</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Up to 25</td>
<td>33</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Up to 30</td>
<td>16</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Up to 35</td>
<td>17</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Up to 40</td>
<td>8</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Over 40</td>
<td>31</td>
</tr>
<tr>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Mean number of calls</td>
<td>12.5</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP35A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td>N</td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Standard deviation</td>
<td>16.00</td>
</tr>
<tr>
<td>Standard error</td>
<td>.56</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g - h,i,j</td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 100

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

**QP36A How many text messages would you say he/she sends from the phone on a typical school day - both before and after school? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>515</td>
<td>22</td>
<td>176</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>None</td>
<td>135</td>
<td>**</td>
<td>26%</td>
</tr>
<tr>
<td>Up to 2</td>
<td>96</td>
<td>**</td>
<td>19%</td>
</tr>
<tr>
<td>Up to 5</td>
<td>85</td>
<td>**</td>
<td>17%</td>
</tr>
<tr>
<td>Up to 10</td>
<td>33</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td>Over 20</td>
<td>52</td>
<td>**</td>
<td>10%</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>**</td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of texts</td>
<td>7.9</td>
<td>**</td>
<td>2.7</td>
</tr>
<tr>
<td>Standard error</td>
<td>.40</td>
<td>**</td>
<td>.30</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**Table 100**

QP36A How many text messages would you say he/she sends from the phone on a typical school day - both before and after school? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

**Base:** Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>None</td>
<td>135</td>
</tr>
<tr>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Up to 2</td>
<td>93</td>
</tr>
<tr>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Up to 5</td>
<td>96</td>
</tr>
<tr>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Up to 10</td>
<td>85</td>
</tr>
<tr>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Up to 15</td>
<td>15</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Up to 20</td>
<td>33</td>
</tr>
<tr>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Over 20</td>
<td>52</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of texts</td>
<td>7.9</td>
</tr>
<tr>
<td>Standard error</td>
<td>.40</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 101

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

QP36B And how many text messages would you say he/ she sends from the phone on a Saturday or Sunday? Is it more or less than on a school day? About how much more/ less? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Parents of children aged 5-15 with a mobile phone</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

QP36B And how many text messages would you say he/ she sends from the phone on a Saturday or Sunday? Is it more or less than on a school day? About how much more/ less? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>TOTAL</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>SMARTPHONE</th>
<th>NOT SMARTPHONE</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>820</td>
<td>478</td>
<td>118</td>
<td>105</td>
<td>92</td>
<td>679</td>
<td>141</td>
<td>820</td>
<td>300</td>
<td>520</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>647</td>
<td>463</td>
<td>107</td>
<td>95</td>
<td>89</td>
<td>545</td>
<td>105</td>
<td>647</td>
<td>246</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>515</td>
<td>408</td>
<td>50</td>
<td>24</td>
<td>11</td>
<td>446</td>
<td>70</td>
<td>515</td>
<td>201</td>
<td>314</td>
</tr>
<tr>
<td>None</td>
<td></td>
<td>104</td>
<td>84</td>
<td>12</td>
<td>6</td>
<td>**</td>
<td>87</td>
<td>17</td>
<td>104</td>
<td>24</td>
<td>80</td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td>20%</td>
<td>20%</td>
<td>24%</td>
<td>25%</td>
<td>**</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
<td>12%</td>
<td>26%</td>
</tr>
<tr>
<td>Up to 2</td>
<td></td>
<td>81</td>
<td>62</td>
<td>8</td>
<td>3</td>
<td>**</td>
<td>68</td>
<td>13</td>
<td>81</td>
<td>21</td>
<td>60</td>
</tr>
<tr>
<td>16%</td>
<td></td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>**</td>
<td>15%</td>
<td>16%</td>
<td>16%</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>Up to 5</td>
<td></td>
<td>86</td>
<td>77</td>
<td>6</td>
<td>2</td>
<td>**</td>
<td>74</td>
<td>11</td>
<td>86</td>
<td>37</td>
<td>49</td>
</tr>
<tr>
<td>17%</td>
<td></td>
<td>19%</td>
<td>11%</td>
<td>7%</td>
<td>**</td>
<td>17%</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Up to 10</td>
<td></td>
<td>88</td>
<td>64</td>
<td>12</td>
<td>7</td>
<td>**</td>
<td>81</td>
<td>7</td>
<td>88</td>
<td>38</td>
<td>50</td>
</tr>
<tr>
<td>17%</td>
<td></td>
<td>16%</td>
<td>24%</td>
<td>28%</td>
<td>**</td>
<td>18%</td>
<td>10%</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Up to 15</td>
<td></td>
<td>21</td>
<td>18</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>18</td>
<td>3</td>
<td>21</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>4%</td>
<td></td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>**</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Up to 20</td>
<td></td>
<td>34</td>
<td>26</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>31</td>
<td>3</td>
<td>34</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>7%</td>
<td></td>
<td>6%</td>
<td>4%</td>
<td>9%</td>
<td>**</td>
<td>7%</td>
<td>4%</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Over 20</td>
<td></td>
<td>96</td>
<td>74</td>
<td>8</td>
<td>4</td>
<td>**</td>
<td>81</td>
<td>15</td>
<td>96</td>
<td>54</td>
<td>42</td>
</tr>
<tr>
<td>19%</td>
<td></td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>**</td>
<td>18%</td>
<td>21%</td>
<td>19%</td>
<td>27%</td>
<td>27%</td>
<td>13%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>**</td>
<td>5</td>
<td>-</td>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>**</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of texts</td>
<td>12.6</td>
<td>12.2</td>
<td>11.3</td>
<td>13.8</td>
<td>**</td>
<td>12.6</td>
<td>12.6</td>
<td>12.6</td>
<td>17.1</td>
<td>9.7</td>
<td>12.6</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>18.16</td>
<td>17.79</td>
<td>15.69</td>
<td>26.60 **</td>
<td>17.82</td>
<td>20.30</td>
<td>18.16</td>
<td>21.69</td>
<td>14.82</td>
<td>18.16</td>
<td></td>
</tr>
<tr>
<td>Standard error</td>
<td>.64</td>
<td>.82</td>
<td>1.45</td>
<td>2.60 **</td>
<td>.69</td>
<td>1.71</td>
<td>.64</td>
<td>1.26</td>
<td>.65</td>
<td>.64</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 102

**QP36A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)**

**Base:** Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d e</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f g</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>h i</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>j k</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>l m</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>n o</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>p q</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>r</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td><strong>a b c d e</strong></td>
<td><strong>f g h i j k</strong></td>
<td><strong>l m n o p q r</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP36A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>**</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Total</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of texts</td>
<td>64.7</td>
<td>**</td>
<td>22.6</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>89.48</td>
<td>**</td>
<td>36.75</td>
</tr>
<tr>
<td>Standard error</td>
<td>3.15</td>
<td>**</td>
<td>2.24</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
ANY BREAK COLUMN WITH A BASE SIZE LOWER THAN 100 HAS BEEN REMOVED AS MARGINS OF ERROR BECOME TOO GREAT. DATA IS TESTED AT THE 95% CONFIDENCE LEVEL.
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP36A-B MOBILE PHONE TEXT MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>89.48</td>
<td>88.71</td>
</tr>
<tr>
<td>Standard error</td>
<td>3.15</td>
<td>4.09</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP37 Do you have any of these rules or restrictions about the use that your child makes of his/her mobile phone?

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7 a-b</td>
<td>8 TO 11 c-d</td>
<td>MALE e-h</td>
</tr>
<tr>
<td></td>
<td>12 TO 15 f-g</td>
<td></td>
<td>8-11 i-j</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>12-15 k-l</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50 274 496</td>
<td>22 28 128 146 241 255</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39 219 393</td>
<td>16 22 101 117 193 201</td>
</tr>
<tr>
<td>Limit how often credit can be put on the phone</td>
<td>180 35% **</td>
<td>66 108</td>
<td>88 92 26 40 58 50 33 55 36 56 88 92 180</td>
</tr>
<tr>
<td>No calls to premium rate numbers</td>
<td>108 21% **</td>
<td>39 65</td>
<td>49 59 14 25 33 32 26 34 24 24 60 48 108</td>
</tr>
<tr>
<td>No texts to premium rate numbers</td>
<td>105 20% **</td>
<td>41 60</td>
<td>47 58 14 27 31 29 26 36 22 22 61 44 105</td>
</tr>
<tr>
<td>Only calls/texts to an agreed list of people</td>
<td>83 16% **</td>
<td>45 33</td>
<td>41 42 19 26 20 13 14 27 17 24 41 42 83</td>
</tr>
<tr>
<td>Only to make/receive voice calls or send texts, nothing else</td>
<td>78 15% **</td>
<td>37 36</td>
<td>40 38 17 19 21 15 20 23 13 22 43 35 78</td>
</tr>
<tr>
<td>Regularly check what they're doing with the phone</td>
<td>75 15% **</td>
<td>35 33</td>
<td>31 44 12 23 15 18 16 19 18 22 35 40 75</td>
</tr>
<tr>
<td>Child is responsible for paying top-ups/bills</td>
<td>67 13% **</td>
<td>15 51</td>
<td>33 34 8 7 24 27 13 18 14 23 31 36 67</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

QP37 Do you have any of these rules or restrictions about the use that your child makes of his/her mobile phone?

**Base:** Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
<td>22</td>
<td>176</td>
</tr>
<tr>
<td>No internet sites/ no WAP browsing</td>
<td>61</td>
<td>**</td>
<td>28</td>
</tr>
<tr>
<td>Can only visit certain websites on the phone</td>
<td>21</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>27</td>
<td>**</td>
<td>13</td>
</tr>
<tr>
<td>ANY RULES OR RESTRICTIONS</td>
<td>363</td>
<td>**</td>
<td>136</td>
</tr>
<tr>
<td>No, do not have ANY rules or restrictions</td>
<td>152</td>
<td>**</td>
<td>40</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
Table 103

QP37 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
</tr>
<tr>
<td>Limit how often credit can be put on the phone</td>
<td>180</td>
</tr>
<tr>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>No calls to premium rate numbers</td>
<td>108</td>
</tr>
<tr>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>No texts to premium rate numbers</td>
<td>105</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Only calls/ texts to an agreed list of people</td>
<td>83</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Only to make/ receive voice calls or send texts, nothing else</td>
<td>78</td>
</tr>
<tr>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Regularly check what they're doing with the phone</td>
<td>75</td>
</tr>
<tr>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Child is responsible for paying top-ups/ bills</td>
<td>67</td>
</tr>
<tr>
<td>13%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 103

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

QP37 Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone?

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>a</td>
</tr>
<tr>
<td>SCOTLAND</td>
<td>478</td>
</tr>
<tr>
<td>WALES</td>
<td>107</td>
</tr>
<tr>
<td>N.IRELAND</td>
<td>50</td>
</tr>
<tr>
<td>URBAN UNIVERSAL</td>
<td>51</td>
</tr>
<tr>
<td>RURAL ALL</td>
<td>567</td>
</tr>
<tr>
<td>No internet sites/ no WAP browsing</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>820</td>
</tr>
<tr>
<td>Can only visit certain websites on the phone</td>
<td>21</td>
</tr>
<tr>
<td>Other</td>
<td>27</td>
</tr>
<tr>
<td>ANY RULES OR RESTRICTIONS</td>
<td>363</td>
</tr>
<tr>
<td>No, do not have ANY rules or restrictions</td>
<td>152</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP38A EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - What they see or read on their mobile phone**

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>515</td>
<td>22</td>
<td>176</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

**Very concerned**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>4 9 5 8 ** 1 3 4 5 2 2 3 5 5 8 13</td>
</tr>
<tr>
<td>3%</td>
<td>2% 3% 2% 3% 1% 3% 3% 3% 2% 2% 3% 3% 2% 3% 3%</td>
</tr>
</tbody>
</table>

**Fairly concerned**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>19 51 38 34 ** 9 10 28 24 15 21 18 19 36 36 72</td>
</tr>
<tr>
<td>14%</td>
<td>11% 16% 15% 13% ** 11% 11% 18% 15% 15% 14% 17% 12% 14% 14% 14%</td>
</tr>
</tbody>
</table>

**TOTAL CONCERNED**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>23 60 43 42 ** 10 13 32 28 17 24 21 24 41 44 85</td>
</tr>
<tr>
<td>16%</td>
<td>13% 19% 17% 16% ** 12% 14% 20% 18% 17% 15% 20% 15% 16% 17% 16%</td>
</tr>
</tbody>
</table>

**Neither/ nor**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>8% 5% 6% 6% ** 10% 6% 4% 6% 6% 8% 6% 4% 7% 5% 6%</td>
</tr>
</tbody>
</table>

**Not very concerned**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>167%</td>
<td>51 112 72 95 ** 21 30 50 62 35 52 34 47 87 81 167</td>
</tr>
<tr>
<td>32%</td>
<td>29% 35% 29% 35% ** 27% 31% 32% 39% 35% 33% 32% 30% 34% 31% 32%</td>
</tr>
</tbody>
</table>

**Not at all concerned**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>231%</td>
<td>88 129 117 115 ** 42 46 68 61 42 67 45 78 109 123 231</td>
</tr>
<tr>
<td>45%</td>
<td>50% 41% 47% 43% ** 52% 48% 43% 38% 42% 43% 42% 50% 43% 47% 45%</td>
</tr>
</tbody>
</table>

**TOTAL NOT CONCERNED**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>399%</td>
<td>139 241 189 210 ** 83 76 118 123 77 118 79 125 195 203 399</td>
</tr>
<tr>
<td>77%</td>
<td>79% 76% 76% 78% ** 78% 80% 75% 76% 77% 77% 75% 80% 77% 77%</td>
</tr>
</tbody>
</table>

**Don't know**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>- 1 1 - ** - - 1 - - - 1 - 1 1</td>
</tr>
<tr>
<td>%</td>
<td>-% -% % 1% -% ** -% -% 1% -% -% -% 1% -% 1% -%</td>
</tr>
</tbody>
</table>

**TOTAL NEITHER/ NOR OR DON'T KNOW**

<table>
<thead>
<tr>
<th>Base</th>
<th>Parents of children aged 5-15 with a mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>14 17 15 16 ** 8 6 7 10 6 13 6 8 18 13 32</td>
</tr>
<tr>
<td>6%</td>
<td>8% 5% 6% 6% ** 10% 6% 5% 6% 6% 8% 6% 5% 7% 5% 6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 104

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

**QP38A EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - What they see or read on their mobile phone**

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
</tr>
<tr>
<td>Very concerned</td>
<td>13</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>72</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>85</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>30</td>
</tr>
<tr>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>167</td>
</tr>
<tr>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>231</td>
</tr>
<tr>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>399</td>
</tr>
<tr>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>32</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,j
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QP38B EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - How much time they spend using the phone**

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Very concerned</td>
<td>24</td>
<td>**</td>
<td>8</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>58</td>
<td>**</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>82</td>
<td>**</td>
<td>15</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>32</td>
<td>**</td>
<td>11</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>151</td>
<td>**</td>
<td>56</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>48</td>
<td>**</td>
<td>53</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>400</td>
<td>**</td>
<td>149</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>**</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>33</td>
<td>**</td>
<td>6</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

#### QP38B EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone

**Base**: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Base</strong>: Parents of children aged 5-15 with a mobile phone</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>820</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>647</td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td>24</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>5%</td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td>58</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>11%</td>
</tr>
<tr>
<td><strong>TOTAL CONCERNED</strong></td>
<td>82</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>16%</td>
</tr>
<tr>
<td><strong>Neither nor</strong></td>
<td>32</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>6%</td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td>151</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>29%</td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td>249</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>48%</td>
</tr>
<tr>
<td><strong>TOTAL NOT CONCERNED</strong></td>
<td>400</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>78%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>*%</td>
</tr>
<tr>
<td><strong>TOTAL NEITHER NOR OR DON'T KNOW</strong></td>
<td>33</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 106

QP38C EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone

Base : Parents of children aged 5-15 with a mobile phone

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

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>-a</td>
<td>-b</td>
<td>-c</td>
</tr>
<tr>
<td>Unweighted</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Very concerned</td>
<td>18</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>72</td>
<td>11</td>
<td>52</td>
</tr>
<tr>
<td>Total concerned</td>
<td>89</td>
<td>25</td>
<td>63</td>
</tr>
<tr>
<td>Neither nor</td>
<td>46</td>
<td>19</td>
<td>26</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>143</td>
<td>44</td>
<td>96</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>236</td>
<td>88</td>
<td>132</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>379</td>
<td>132</td>
<td>228</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NEITHER NOR OR DON'T KNOW</td>
<td>47</td>
<td>19</td>
<td>27</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 106

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

**QP38C EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - Who they are in contact with using their mobile phone**

Base : Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
</tr>
<tr>
<td>Very concerned</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Neither/nor</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>236</td>
</tr>
<tr>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>379</td>
</tr>
<tr>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>9%</td>
</tr>
</tbody>
</table>
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 107**

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

**QP38D EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - How much money is spent on their mobile phone**

*Base: Parents of children aged 5-15 with a mobile phone*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td>27</td>
<td><strong>9</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>5%</strong></td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td>66</td>
<td><strong>16</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>13%</strong></td>
<td><strong>9%</strong></td>
<td><strong>16%</strong></td>
<td><strong>13%</strong></td>
</tr>
<tr>
<td><strong>Total concerned</strong></td>
<td>94</td>
<td><strong>25</strong></td>
<td>67</td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td>38</td>
<td><strong>14</strong></td>
<td>22</td>
</tr>
<tr>
<td><strong>7%</strong></td>
<td><strong>8%</strong></td>
<td><strong>7%</strong></td>
<td><strong>9%</strong></td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td>145</td>
<td><strong>46</strong></td>
<td>96</td>
</tr>
<tr>
<td><strong>28%</strong></td>
<td><strong>26%</strong></td>
<td><strong>30%</strong></td>
<td><strong>26%</strong></td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td>237</td>
<td><strong>91</strong></td>
<td>131</td>
</tr>
<tr>
<td><strong>46%</strong></td>
<td><strong>52%</strong></td>
<td><strong>41%</strong></td>
<td><strong>48%</strong></td>
</tr>
<tr>
<td><strong>TOTAL NOT CONCERNED</strong></td>
<td>381</td>
<td><strong>137</strong></td>
<td>227</td>
</tr>
<tr>
<td><strong>74%</strong></td>
<td><strong>78%</strong></td>
<td><strong>71%</strong></td>
<td><strong>76%</strong></td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
<td>2</td>
<td><strong>2</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td><strong>%</strong></td>
<td><strong>%</strong></td>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>TOTAL NEITHER/ NOR OR DON’T KNOW</strong></td>
<td>40</td>
<td><strong>14</strong></td>
<td>24</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP38D EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much money is spent on their mobile phone

**Base**: Parents of children aged 5-15 with a mobile phone

**Table 107**

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>478</td>
<td>118</td>
<td>105</td>
<td>92</td>
<td>679</td>
<td>141</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>463</td>
<td>107</td>
<td>95</td>
<td>89</td>
<td>545</td>
<td>105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very concerned</strong></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Base: Parents of children aged 5-15 with a mobile phone</td>
</tr>
</tbody>
</table>

**MOBILE PHONE OWNERSHIP**

<table>
<thead>
<tr>
<th>NATION</th>
<th>SMARTPHONE</th>
<th>NOT SMARTPHONE</th>
<th>TOTAL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>94</td>
<td>73</td>
<td>7</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>18%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>66</td>
<td>56</td>
<td>4</td>
</tr>
<tr>
<td>Base: Parents of children aged 5-15 with a mobile phone</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP38E EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone

**Base**: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
<tr>
<td>Very concerned</td>
<td>35</td>
<td>**</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>7</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>69</td>
<td>**</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>13</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>104</td>
<td>**</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td>Neithor/ nor</td>
<td>35</td>
<td>**</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>7</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>121</td>
<td>**</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>23</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>252</td>
<td>**</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>49</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>373</td>
<td>**</td>
<td>131</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>72</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>39</td>
<td>**</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td>**</td>
<td>7</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP38E EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
</tr>
<tr>
<td>Very concerned</td>
<td>35</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>69</td>
</tr>
<tr>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>104</td>
</tr>
<tr>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>35</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>121</td>
</tr>
<tr>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>252</td>
</tr>
<tr>
<td>49%</td>
<td>47%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>373</td>
</tr>
<tr>
<td>72%</td>
<td>71%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>39</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**QP38F EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Them giving out their personal details to inappropriate people**

Base: Parents of children aged 5-15 with a mobile phone

**CHILD'S AGE** | **CHILD'S GENDER** | **CHILD'S AGE & GENDER** | **SOCIAL GRADE**
--- | --- | --- | ---
Total | 5 TO 7 | 8 TO 11 | 12 TO 15 | MALE | FEMALE | 5-7 | 8-11 | 12-15 | MALE | FEMALE | AB | C1 | C2 | DE | ABC1 | C2DE | ALL

**Significance Level: 95%**

Unweighted total | 820 | 50 | 274 | 496 | 391 | 429 | 22 | 28 | 128 | 146 | 241 | 255 | 169 | 225 | 168 | 258 | 394 | 426 | 820

Effective Weighted Sample | 647 | 39 | 219 | 393 | 309 | 338 | 16 | 22 | 101 | 117 | 193 | 201 | 128 | 185 | 134 | 201 | 312 | 335 | 647

**Very concerned** | 46 | **** | 15 | 30 | 19 | 26 | **** | **** | 3 | 12 | 15 | 14 | 7 | 12 | 13 | 14 | 18 | 27 | 46

Fairly concerned | 69 | **** | 22 | 46 | 33 | 37 | **** | **** | 9 | 13 | 23 | 22 | 15 | 18 | 18 | 19 | 33 | 37 | 69

TOTAL CONCERNED | 115 | **** | 37 | 75 | 52 | 63 | **** | **** | 12 | 24 | 39 | 37 | 22 | 30 | 31 | 33 | 51 | 64 | 115

Neither/nor | 37 | **** | 19 | 16 | 15 | 22 | **** | **** | 8 | 11 | 6 | 10 | 9 | 13 | 9 | 6 | 22 | 15 | 37

Not very concerned | 120 | **** | 36 | 82 | 55 | 65 | **** | **** | 18 | 18 | 37 | 45 | 22 | 41 | 25 | 33 | 63 | 57 | 120

Not at all concerned | 241 | **** | 82 | 143 | 122 | 118 | **** | **** | 41 | 42 | 75 | 69 | 48 | 70 | 40 | 82 | 118 | 123 | 241

TOTAL NOT CONCERNED | 361 | **** | 118 | 225 | 178 | 183 | **** | **** | 59 | 59 | 112 | 113 | 69 | 112 | 65 | 115 | 181 | 180 | 361

Don't know | 3 | **** | 2 | 1 | 3 | * | ** | ** | 1 | * | 1 | - | - | - | 2 | * | 2 | 3

TOTAL NEITHER/NOR OR DON'T KNOW | 40 | **** | 21 | 18 | 17 | 22 | **** | **** | 9 | 12 | 7 | 10 | 9 | 13 | 9 | 8 | 22 | 17 | 40

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP38F EXTENT OF CONCERN ABOUT CHILD’S MOBILE PHONE USE - Them giving out their personal details to inappropriate people**

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Very concerned</td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td></td>
</tr>
<tr>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td></td>
</tr>
<tr>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Neither/nor</td>
<td></td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td></td>
</tr>
<tr>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td></td>
</tr>
<tr>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td></td>
</tr>
<tr>
<td>70%</td>
<td>69%</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL NEITHER/NOR OR DON’T KNOW</td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,j
### NQP40A Could your child’s mobile phone be used to go online?

**Base:** Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>50</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>39</td>
<td>219</td>
</tr>
</tbody>
</table>

#### Yes

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>213</td>
<td><strong>47</strong></td>
<td>161</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>41%</td>
<td>**</td>
<td>27%</td>
</tr>
</tbody>
</table>

#### No

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>292</td>
<td><strong>125</strong></td>
<td>150</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>57%</td>
<td>**</td>
<td>71%</td>
</tr>
</tbody>
</table>

#### Don't know

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>10</td>
<td><strong>3</strong></td>
<td>7</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP40A Could your child's mobile phone be used to go online?**

Base: Parents of children aged 5-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>SMARTPHONE</th>
<th>NOT_SMARTPHONE</th>
<th>ALL_MOBILE_PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>820</td>
<td>478</td>
<td>118</td>
<td>105</td>
<td>92</td>
<td>679</td>
<td>141</td>
<td>820</td>
<td>300</td>
<td>520</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>647</td>
<td>463</td>
<td>107</td>
<td>95</td>
<td>89</td>
<td>545</td>
<td>105</td>
<td>647</td>
<td>246</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>515</td>
<td>408</td>
<td>50</td>
<td>24</td>
<td>11</td>
<td>446</td>
<td>70</td>
<td>515</td>
<td>201</td>
<td>314</td>
</tr>
<tr>
<td>Yes</td>
<td>213</td>
<td>171</td>
<td>17</td>
<td>8</td>
<td>**</td>
<td>182</td>
<td>31</td>
<td>213</td>
<td>153</td>
<td>61</td>
</tr>
<tr>
<td>41%</td>
<td>42%</td>
<td>34%</td>
<td>32%</td>
<td>**</td>
<td>41%</td>
<td>44%</td>
<td>41%</td>
<td>76%</td>
<td>19%</td>
<td>41%</td>
</tr>
<tr>
<td>No</td>
<td>292</td>
<td>232</td>
<td>31</td>
<td>16</td>
<td>**</td>
<td>255</td>
<td>37</td>
<td>292</td>
<td>48</td>
<td>244</td>
</tr>
<tr>
<td>57%</td>
<td>57%</td>
<td>62%</td>
<td>67%</td>
<td>**</td>
<td>57%</td>
<td>53%</td>
<td>57%</td>
<td>24%</td>
<td>78%</td>
<td>57%</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>5</td>
<td>2</td>
<td>*</td>
<td>**</td>
<td>9</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>**</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>*%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP40B Is access to the internet on your child’s phone limited to exclude websites that are aimed at people aged 18 and over?

Base : Parents of children aged 5-15 who say their child’s phone could be used to go online

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>SIGNIFICANCE LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>TOTAL</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>322</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>261</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes - I/ someone in the household/ friend etc organised this</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
</tr>
<tr>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes - already activated when the phone was purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>47</td>
</tr>
<tr>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL 'YES'</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
</tr>
<tr>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
</tr>
<tr>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
</tr>
<tr>
<td>18%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k,l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQP40B** Is access to the internet on your child’s phone limited to exclude websites that are aimed at people aged 18 and over?

Base: Parents of children aged 5-15 who say their child’s phone could be used to go online

<table>
<thead>
<tr>
<th>NATION</th>
<th>TOTAL</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>WALES-I</th>
<th>WALES-N</th>
<th>IRELAND</th>
<th>IRELAND-U</th>
<th>IRELAND-R</th>
<th>ALL-U</th>
<th>ALL-N</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>213</td>
<td>322</td>
<td>198</td>
<td>41</td>
<td>30</td>
<td>38</td>
<td>261</td>
<td>61</td>
<td>322</td>
<td>221</td>
<td>101</td>
<td>322</td>
</tr>
<tr>
<td>Unweighted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>total</td>
<td>261</td>
<td>192</td>
<td>39</td>
<td>28</td>
<td>37</td>
<td>46</td>
<td>261</td>
<td>183</td>
<td>78</td>
<td>261</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>sample</td>
<td>153</td>
<td>192</td>
<td>39</td>
<td>28</td>
<td>37</td>
<td>46</td>
<td>261</td>
<td>183</td>
<td>78</td>
<td>261</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes - if someone in the household/ friend etc organised this</th>
<th>28</th>
<th>22</th>
<th>**</th>
<th>**</th>
<th>23</th>
<th>**</th>
<th>28</th>
<th>23</th>
<th>4</th>
<th>28</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted</strong></td>
<td>13%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
<td>13%</td>
<td>**</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>13%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
<td>13%</td>
<td>**</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes - already activated when the phone was purchased</th>
<th>38</th>
<th>37</th>
<th>**</th>
<th>**</th>
<th>33</th>
<th>**</th>
<th>38</th>
<th>37</th>
<th>90</th>
<th>38</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted</strong></td>
<td>22%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>22%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL ‘YES’</th>
<th>75</th>
<th>61</th>
<th>**</th>
<th>**</th>
<th>61</th>
<th>**</th>
<th>75</th>
<th>57</th>
<th>18</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted</strong></td>
<td>35%</td>
<td>35%</td>
<td>**</td>
<td>**</td>
<td>35%</td>
<td>**</td>
<td>35%</td>
<td>37%</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>35%</td>
<td>35%</td>
<td>**</td>
<td>**</td>
<td>35%</td>
<td>**</td>
<td>35%</td>
<td>37%</td>
<td>29%</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No</th>
<th>101</th>
<th>82</th>
<th>**</th>
<th>**</th>
<th>90</th>
<th>**</th>
<th>101</th>
<th>71</th>
<th>30</th>
<th>101</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted</strong></td>
<td>47%</td>
<td>48%</td>
<td>**</td>
<td>**</td>
<td>49%</td>
<td>**</td>
<td>47%</td>
<td>48%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>47%</td>
<td>48%</td>
<td>**</td>
<td>**</td>
<td>49%</td>
<td>**</td>
<td>47%</td>
<td>48%</td>
<td>50%</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don’t know</th>
<th>38</th>
<th>29</th>
<th>**</th>
<th>**</th>
<th>32</th>
<th>**</th>
<th>38</th>
<th>25</th>
<th>12</th>
<th>38</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted</strong></td>
<td>18%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>17%</td>
<td>**</td>
<td>18%</td>
<td>17%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>18%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>17%</td>
<td>**</td>
<td>18%</td>
<td>17%</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
NQP40C And can you tell me why that is?

Base: Parents of children aged 5-15 whose child's phone can be used to go online and controls or filters are not set on the phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>3</td>
<td>79</td>
</tr>
<tr>
<td>Trust my child to be sensible/responsible</td>
<td>55</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Didn't know this was possible</td>
<td>25</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Child does not use the phone to go online</td>
<td>9</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>6</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>6</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Not set up yet</td>
<td>2</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Wouldn't work/they'd find a way around any controls</td>
<td>2</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Child learns how to use their phone safely at school</td>
<td>1</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Child is always supervised when using their phone to go online</td>
<td>1</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 112

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

**NQP40C And can you tell me why that is?**

*Base: Parents of children aged 5-15 whose child's phone can be used to go online and controls or filters are not set on the phone*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>152</td>
<td>5</td>
<td>28</td>
<td>119</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>121</td>
<td>5</td>
<td>21</td>
<td>95</td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>Child too young to use the internet on their phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>**</td>
<td>**</td>
<td>-</td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>-%</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>3%</td>
</tr>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>**</td>
<td>**</td>
<td>18</td>
</tr>
<tr>
<td>28%</td>
<td>**</td>
<td>**</td>
<td>23%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 112**

NQP40C And can you tell me why that is?

Base: Parents of children aged 5-15 whose child’s phone can be used to go online and controls or filters are not set on the phone.

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>~a</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>152</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>121</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>101</td>
</tr>
<tr>
<td><strong>Trust my child to be sensible/responsible</strong></td>
<td>55</td>
</tr>
<tr>
<td>54%</td>
<td>**</td>
</tr>
<tr>
<td>56%</td>
<td>**</td>
</tr>
<tr>
<td>58%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Didn’t know this was possible</strong></td>
<td>25</td>
</tr>
<tr>
<td>24%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Child does not use the phone to go online</strong></td>
<td>9</td>
</tr>
<tr>
<td>9%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Don’t know how to do this</strong></td>
<td>6</td>
</tr>
<tr>
<td>6%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Child too old for setting these controls</strong></td>
<td>6</td>
</tr>
<tr>
<td>6%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Not set up yet</strong></td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Wouldn’t work/they’d find a way around any controls</strong></td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Child learns how to use their phone safely at school</strong></td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
</tr>
<tr>
<td><strong>Child is always supervised when using their phone to go online</strong></td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
NQ40C And can you tell me why that is?

Base: Parents of children aged 5-15 whose child’s phone can be used to go online and controls or filters are not set on the phone

### Table 112: Mobile Phone Ownership

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>152</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>121</td>
</tr>
</tbody>
</table>

Child too young to use the internet on their phone

| Other | 5 | 5% | 5% | 5% | 5% | 5% |

TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW

|                  |            |            |                  |
|                  | 29         | 19         | 29               |

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 113**

NQP43 Does your child ever play games at home in any of these ways? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S GENDER &amp; SOCIAL GRADE</th>
<th>SIGNIFICANCE LEVEL: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>AB</strong></td>
</tr>
<tr>
<td>1000</td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>C1</strong></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>C2</strong></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>DE</strong></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>ABC1</strong></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>C2DE</strong></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>ALL</strong></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Unweighted total</strong></th>
<th><strong>Weighted Sample</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1717</td>
<td>1349</td>
</tr>
</tbody>
</table>

<p>| <strong>On a games console connected to a TV (e.g. XBox/ PlayStation/ Wii)</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>743</td>
<td>172</td>
<td>285</td>
</tr>
<tr>
<td>74%</td>
<td>63%</td>
<td>78%</td>
</tr>
</tbody>
</table>

<p>| <strong>On a hand held games console (e.g. Sony PSP/ Nintendo DS)</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>668</td>
<td>181</td>
<td>282</td>
</tr>
<tr>
<td>67%</td>
<td>60%</td>
<td>77%</td>
</tr>
</tbody>
</table>

<p>| <strong>On a computer/ laptop/ netbook</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>440</td>
<td>99</td>
<td>175</td>
</tr>
<tr>
<td>44%</td>
<td>36%</td>
<td>48%</td>
</tr>
</tbody>
</table>

<p>| <strong>On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>172</td>
<td>26</td>
<td>64</td>
</tr>
<tr>
<td>17%</td>
<td>9%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<p>| <strong>On a portable media player (e.g. iPod Touch/ Archos)</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>79</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td>8%</td>
<td>3%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<p>| <strong>On an MP3 player (e.g. iPod)</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>4%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<p>| <strong>On a tablet computer (e.g. iPad)</strong> |
|<strong>Base:</strong> All parents of children aged 5-15 |</p>
<table>
<thead>
<tr>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>3%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
NQP43 Does your child ever play games at home in any of these ways? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>5-7</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td>8-11</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td>12-15</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>On a Personal Digital Assistant/PDA (e.g. Palm)</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>USE HANDHELD PLAYER OR CONSOLE CONNECTED TO TV AT HOME</td>
<td>867</td>
<td>223</td>
<td>331</td>
</tr>
<tr>
<td>ANY OF THESE DEVICES USED TO PLAY GAMES AT HOME</td>
<td>902</td>
<td>234</td>
<td>432</td>
</tr>
<tr>
<td>No, never/ Does not play games at home</td>
<td>98</td>
<td>38</td>
<td>31</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP43 Does your child ever play games at home in any of these ways? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>On a games console connected to a TV (e.g. Xbox/PlayStation/Wii)</td>
<td>743</td>
<td>595</td>
<td>72</td>
<td>29</td>
<td>15</td>
<td>637</td>
<td>106</td>
<td>743</td>
<td></td>
</tr>
<tr>
<td>On a hand held games console (e.g. Sony PSP/Nintendo DS)</td>
<td>668</td>
<td>530</td>
<td>56</td>
<td>30</td>
<td>14</td>
<td>576</td>
<td>92</td>
<td>668</td>
<td></td>
</tr>
<tr>
<td>On a computer/ laptop/ netbook</td>
<td>440</td>
<td>365</td>
<td>29</td>
<td>13</td>
<td>11</td>
<td>366</td>
<td>74</td>
<td>440</td>
<td></td>
</tr>
<tr>
<td>On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)</td>
<td>172</td>
<td>139</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>143</td>
<td>29</td>
<td>172</td>
<td></td>
</tr>
<tr>
<td>On a portable media player (e.g. iPod Touch/Archos)</td>
<td>79</td>
<td>70</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>62</td>
<td>17</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>On an MP3 player (e.g. iPod)</td>
<td>42</td>
<td>37</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>35</td>
<td>7</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>On a tablet computer (e.g. iPad)</td>
<td>26</td>
<td>22</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>19</td>
<td>6</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 113

**NQP43 Does your child ever play games at home in any of these ways? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>On a Personal Digital Assistant/ PDA (e.g. Palm)</td>
<td>4</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>USE HANDHELD PLAYER OR CONSOLE CONNECTED TO TV AT HOME</td>
<td>867</td>
<td>692</td>
<td>80</td>
<td>35</td>
<td>18</td>
<td>749</td>
<td>118</td>
<td>867</td>
</tr>
<tr>
<td>ANY OF THESE DEVICES USED TO PLAY GAMES AT HOME</td>
<td>902</td>
<td>722</td>
<td>83</td>
<td>36</td>
<td>18</td>
<td>777</td>
<td>125</td>
<td>902</td>
</tr>
<tr>
<td>No, never/ Does not play games at home</td>
<td>98</td>
<td>83</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>90</td>
<td>9</td>
<td>98</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 114

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

**QP45A** Please think about the time your child spends playing these games on a typical school day. How many hours would you say he/she spends playing these games on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5 TO 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8 TO 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>152599</td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>134725</td>
<td>1217</td>
</tr>
<tr>
<td>None</td>
<td>260</td>
<td>260</td>
<td>260</td>
</tr>
<tr>
<td>29%</td>
<td>20%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>380</td>
<td>162</td>
<td>380</td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>153</td>
<td>104</td>
<td>153</td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>75</td>
<td>46</td>
<td>75</td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>14</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>12</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>1.14</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.14</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Standard error</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
QP45A Please think about the time your child spends playing these games on a typical school day. How many hours would you say he/she spends playing these games on a typical school day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
<td>1546</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
<td>1217</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>902</td>
<td>722</td>
<td>83</td>
<td>36</td>
<td>18</td>
<td>777</td>
<td>125</td>
<td>902</td>
</tr>
<tr>
<td>None</td>
<td>260</td>
<td>216</td>
<td>21</td>
<td>11</td>
<td>5</td>
<td>215</td>
<td>45</td>
<td>260</td>
<td></td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>380</td>
<td>295</td>
<td>38</td>
<td>16</td>
<td>8</td>
<td>332</td>
<td>48</td>
<td>380</td>
<td></td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>153</td>
<td>120</td>
<td>15</td>
<td>7</td>
<td>4</td>
<td>133</td>
<td>21</td>
<td>153</td>
<td></td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>75</td>
<td>62</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>66</td>
<td>9</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>14</td>
<td>11</td>
<td>3</td>
<td>*</td>
<td>*</td>
<td>13</td>
<td>1</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>12</td>
<td>11</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>12</td>
<td>-</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Up to 6 hours</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Up to 7 hours</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
<td>.9</td>
<td>1.1</td>
<td>1.1</td>
<td>.9</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.14</td>
<td>1.16</td>
<td>1.03</td>
<td>.95</td>
<td>1.10</td>
<td>1.15</td>
<td>1.02</td>
<td>1.14</td>
<td></td>
</tr>
<tr>
<td>Standard error</td>
<td>.03</td>
<td>.04</td>
<td>.07</td>
<td>.07</td>
<td>.09</td>
<td>.03</td>
<td>.06</td>
<td>.03</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 115**

QP45B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)

Base : Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>5-7</th>
<th>7-8</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>492</td>
<td>509</td>
<td>786</td>
<td>760</td>
<td>243</td>
<td>249</td>
<td>281</td>
<td>264</td>
<td>262</td>
<td>247</td>
<td>345</td>
<td>452</td>
<td>307</td>
<td>442</td>
<td>797</td>
<td>749</td>
<td>1546</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>391</td>
<td>407</td>
<td>624</td>
<td>593</td>
<td>193</td>
<td>198</td>
<td>227</td>
<td>209</td>
<td>212</td>
<td>196</td>
<td>263</td>
<td>359</td>
<td>251</td>
<td>345</td>
<td>621</td>
<td>596</td>
<td>1217</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Columns Tested:</strong> a,b,c-d,e-f,g,h,i,j,k-l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 115**

**QP45B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>492</td>
<td>545</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>391</td>
<td>437</td>
</tr>
<tr>
<td>Total</td>
<td>902</td>
<td>234</td>
<td>338</td>
</tr>
<tr>
<td>Don't know</td>
<td>4</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>1.9</td>
<td>1.5</td>
<td>2.2</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>a</td>
<td>e</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.71</td>
<td>1.33</td>
<td>1.96</td>
</tr>
<tr>
<td></td>
<td>.04</td>
<td>.08</td>
<td>.08</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 115

**QP45B And how many hours would you say he/she spends playing these games on a weekend day? (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
<td>1217</td>
</tr>
<tr>
<td>None</td>
<td>140</td>
<td>118</td>
<td>14</td>
<td>3</td>
<td>1</td>
<td>117</td>
<td>24</td>
<td>140</td>
</tr>
<tr>
<td>Up to 1 hour</td>
<td>288</td>
<td>223</td>
<td>26</td>
<td>16</td>
<td>7</td>
<td>241</td>
<td>47</td>
<td>288</td>
</tr>
<tr>
<td>Up to 2 hours</td>
<td>184</td>
<td>148</td>
<td>18</td>
<td>9</td>
<td>3</td>
<td>162</td>
<td>22</td>
<td>184</td>
</tr>
<tr>
<td>Up to 3 hours</td>
<td>115</td>
<td>94</td>
<td>9</td>
<td>4</td>
<td>3</td>
<td>99</td>
<td>15</td>
<td>115</td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>90</td>
<td>74</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>82</td>
<td>8</td>
<td>90</td>
</tr>
<tr>
<td>Up to 5 hours</td>
<td>41</td>
<td>32</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>37</td>
<td>4</td>
<td>41</td>
</tr>
<tr>
<td>Over 8 hours</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>1.9</td>
<td>1.9</td>
<td>2.0</td>
<td>1.7</td>
<td>2.1</td>
<td>2.0</td>
<td>1.6</td>
<td>1.9</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>1.71</td>
<td>1.70</td>
<td>1.79</td>
<td>1.46</td>
<td>1.53</td>
<td>1.73</td>
<td>1.57</td>
<td>1.71</td>
</tr>
<tr>
<td>Standard error</td>
<td>.04</td>
<td>.06</td>
<td>.12</td>
<td>.11</td>
<td>.12</td>
<td>.05</td>
<td>.09</td>
<td>.04</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device.
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 116**

**QP45A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>l</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>01727</td>
</tr>
<tr>
<td>8-11</td>
<td>12-15</td>
<td></td>
<td>899</td>
</tr>
<tr>
<td>Male</td>
<td>Female</td>
<td></td>
<td>399</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td>Base</td>
</tr>
<tr>
<td>1546</td>
<td>492</td>
<td>509</td>
<td>786</td>
</tr>
<tr>
<td>760</td>
<td>243</td>
<td>249</td>
<td>281</td>
</tr>
<tr>
<td>264</td>
<td>262</td>
<td>247</td>
<td>345</td>
</tr>
<tr>
<td>452</td>
<td>307</td>
<td>442</td>
<td>797</td>
</tr>
<tr>
<td>749</td>
<td>1546</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1546</td>
<td>492</td>
<td>786</td>
</tr>
<tr>
<td>243</td>
<td>249</td>
<td>281</td>
<td>345</td>
</tr>
<tr>
<td>452</td>
<td>307</td>
<td>442</td>
<td>797</td>
</tr>
<tr>
<td>749</td>
<td>1546</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 116

**QP45A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1546</td>
<td>549</td>
<td>545</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>902</td>
<td>234</td>
<td>469</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>391</td>
<td>462</td>
</tr>
<tr>
<td>Don't know</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Mean number of hours</td>
<td>9.2</td>
<td>6.8</td>
<td>10.3</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>8.35</td>
<td>5.59</td>
<td>9.34</td>
</tr>
<tr>
<td>Standard error</td>
<td>21</td>
<td>.25</td>
<td>.40</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - fg,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QP45A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-11 YEAR OLDS AND FROM CHILDREN AGED 12-15)**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device.

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
</tr>
<tr>
<td><strong>None</strong></td>
<td>124</td>
<td>102</td>
<td>14</td>
<td>2</td>
<td>1</td>
<td>101</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
<td>7%</td>
<td>3%</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>cd</td>
<td>cd</td>
<td>cd</td>
<td>cd</td>
<td>cd</td>
<td>cd</td>
<td></td>
</tr>
<tr>
<td><strong>Up to 5 hours</strong></td>
<td>257</td>
<td>208</td>
<td>22</td>
<td>15</td>
<td>7</td>
<td>218</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>29%</td>
<td>26%</td>
<td>40%</td>
<td>37%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>abeg</td>
<td>abeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Up to 10 hours</strong></td>
<td>201</td>
<td>156</td>
<td>19</td>
<td>6</td>
<td>4</td>
<td>175</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Up to 15 hours</strong></td>
<td>116</td>
<td>92</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>102</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>11%</td>
<td>15%</td>
<td>16%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Up to 20 hours</strong></td>
<td>91</td>
<td>72</td>
<td>9</td>
<td>4</td>
<td>2</td>
<td>80</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>13%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Up to 25 hours</strong></td>
<td>64</td>
<td>53</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>57</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Up to 30 hours</strong></td>
<td>25</td>
<td>19</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Up to 35 hours</strong></td>
<td>12</td>
<td>10</td>
<td>1</td>
<td>*</td>
<td>-</td>
<td>12</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>2%</td>
<td>*%</td>
</tr>
<tr>
<td><strong>Up to 40 hours</strong></td>
<td>5</td>
<td>4</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
</tr>
<tr>
<td><strong>Over 40 hours</strong></td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
<td>4</td>
<td>4</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
</tr>
<tr>
<td><strong>Mean number of hours</strong></td>
<td>9.2</td>
<td>9.2</td>
<td>9.2</td>
<td>8.1</td>
<td>9.4</td>
<td>9.5</td>
<td>7.7</td>
</tr>
<tr>
<td><strong>Standard deviation</strong></td>
<td>8.35</td>
<td>8.41</td>
<td>8.30</td>
<td>6.61</td>
<td>7.88</td>
<td>8.44</td>
<td>7.66</td>
</tr>
<tr>
<td><strong>Standard error</strong></td>
<td>.21</td>
<td>.28</td>
<td>.57</td>
<td>.61</td>
<td>.61</td>
<td>.24</td>
<td>.46</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Table 117

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

QP46 Do you have any of these rules or restrictions about the games you child plays at home - whether on a games console, a computer, or any other device?

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td><strong>MALE</strong></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>FEMALE</strong></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>MALE &amp; FEMALE</strong></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>AB C1</strong></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>C2 DE ABC1</strong></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>ALL</strong></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>Weighted total</strong></td>
<td>1546</td>
<td>492</td>
<td>509</td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1217</td>
<td>391</td>
<td>407</td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1546</td>
<td>492</td>
<td>509</td>
<td></td>
</tr>
</tbody>
</table>

Only games with appropriate age rating:

- No games with nudity/sexual content:
  - 334 games
  - 37% of games meet this criterion

- No games with swearing/bad language:
  - 321 games
  - 36% of games meet this criterion

- No games with drug use:
  - 321 games
  - 36% of games meet this criterion

- No games with violence:
  - 312 games
  - 35% of games meet this criterion

- Regularly check on what they're playing:
  - 307 games
  - 34% of games meet this criterion

- No games after a certain time:
  - 283 games
  - 31% of games meet this criterion

- No online game playing:
  - 124 games
  - 14% of games meet this criterion

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

Prepared by Saville Rossiter - Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 117

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

QP46 Do you have any of these rules or restrictions about the games you child plays at home - whether on a games console, a computer, or any other device?

**Base : Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>492</td>
<td>545</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>391</td>
<td>437</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No online game playing with people they don't already know</td>
<td>104</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Only a game that an adult or parent has played/ tried first</td>
<td>101</td>
<td>37</td>
<td>42</td>
</tr>
<tr>
<td>Can only play when supervised/ not on their own</td>
<td>93</td>
<td>48</td>
<td>36</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>ANY RULES OR RESTRICTIONS</td>
<td>678</td>
<td>204</td>
<td>282</td>
</tr>
<tr>
<td>No, do not have ANY rules or restrictions</td>
<td>224</td>
<td>30</td>
<td>56</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
QP46 Do you have any of these rules or restrictions about the games you child plays at home - whether on a games console, a computer, or any other device?

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
<td>1217</td>
</tr>
<tr>
<td>Only games with appropriate age rating</td>
<td>455</td>
<td>367</td>
<td>41</td>
<td>17</td>
<td>10</td>
<td>386</td>
<td>69</td>
<td>455</td>
</tr>
<tr>
<td>51%</td>
<td>51%</td>
<td>49%</td>
<td>46%</td>
<td>56%</td>
<td>50%</td>
<td>56%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>No games with nudity/sexual content</td>
<td>334</td>
<td>274</td>
<td>26</td>
<td>11</td>
<td>10</td>
<td>275</td>
<td>58</td>
<td>334</td>
</tr>
<tr>
<td>37%</td>
<td>38%</td>
<td>31%</td>
<td>30%</td>
<td>58%</td>
<td>35%</td>
<td>47%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>No games with swearing/bad language</td>
<td>321</td>
<td>262</td>
<td>27</td>
<td>12</td>
<td>9</td>
<td>267</td>
<td>55</td>
<td>321</td>
</tr>
<tr>
<td>36%</td>
<td>36%</td>
<td>32%</td>
<td>32%</td>
<td>51%</td>
<td>34%</td>
<td>44%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>No games with drug use</td>
<td>321</td>
<td>262</td>
<td>27</td>
<td>10</td>
<td>10</td>
<td>266</td>
<td>55</td>
<td>321</td>
</tr>
<tr>
<td>36%</td>
<td>36%</td>
<td>33%</td>
<td>28%</td>
<td>53%</td>
<td>34%</td>
<td>44%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>No games with violence</td>
<td>312</td>
<td>258</td>
<td>25</td>
<td>11</td>
<td>7</td>
<td>261</td>
<td>51</td>
<td>312</td>
</tr>
<tr>
<td>35%</td>
<td>36%</td>
<td>30%</td>
<td>29%</td>
<td>41%</td>
<td>34%</td>
<td>41%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Regularly check on what they're playing</td>
<td>307</td>
<td>250</td>
<td>31</td>
<td>10</td>
<td>9</td>
<td>255</td>
<td>52</td>
<td>307</td>
</tr>
<tr>
<td>34%</td>
<td>35%</td>
<td>37%</td>
<td>28%</td>
<td>50%</td>
<td>33%</td>
<td>42%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>No games after a certain time</td>
<td>283</td>
<td>217</td>
<td>33</td>
<td>12</td>
<td>9</td>
<td>238</td>
<td>44</td>
<td>283</td>
</tr>
<tr>
<td>31%</td>
<td>30%</td>
<td>39%</td>
<td>32%</td>
<td>52%</td>
<td>31%</td>
<td>36%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>No online game playing</td>
<td>124</td>
<td>104</td>
<td>9</td>
<td>1</td>
<td>5</td>
<td>104</td>
<td>20</td>
<td>124</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
<td>11%</td>
<td>4%</td>
<td>27%</td>
<td>13%</td>
<td>16%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 117

QP46 Do you have any of these rules or restrictions about the games you child plays at home - whether on a games console, a computer, or any other device?

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
<td>1217</td>
</tr>
<tr>
<td>Total</td>
<td>902</td>
<td>722</td>
<td>83</td>
<td>36</td>
<td>18</td>
<td>777</td>
<td>125</td>
<td>902</td>
</tr>
<tr>
<td>No online game playing with people they don't already know</td>
<td>104</td>
<td>88</td>
<td>6</td>
<td>2</td>
<td>6</td>
<td>81</td>
<td>23</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>7%</td>
<td>6%</td>
<td>31%</td>
<td>10%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Only a game that an adult or parent has played/ tried first</td>
<td>101</td>
<td>76</td>
<td>10</td>
<td>4</td>
<td>2</td>
<td>84</td>
<td>17</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Can only play when supervised/ not on their own</td>
<td>93</td>
<td>77</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td>76</td>
<td>18</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>11%</td>
<td>8%</td>
<td>15%</td>
<td>13%</td>
<td>10%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>19</td>
<td>3</td>
<td>*</td>
<td>*</td>
<td>20</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>ANY RULES OR RESTRICTIONS</td>
<td>678</td>
<td>549</td>
<td>59</td>
<td>26</td>
<td>15</td>
<td>577</td>
<td>101</td>
<td>678</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>76%</td>
<td>71%</td>
<td>71%</td>
<td>83%</td>
<td>74%</td>
<td>81%</td>
<td>75%</td>
</tr>
<tr>
<td>No, do not have ANY rules or restrictions</td>
<td>224</td>
<td>173</td>
<td>24</td>
<td>10</td>
<td>3</td>
<td>200</td>
<td>24</td>
<td>224</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>24%</td>
<td>29%</td>
<td>29%</td>
<td>17%</td>
<td>26%</td>
<td>19%</td>
<td>25%</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
NQP46A Does your child ever play games at home over the internet on any of these devices which is often referred to as online game playing?

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>l</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td>1217</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>902</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td>312</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>574</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQP46A Does your child ever play games at home over the internet on any of these devices which is often referred to as online game playing?**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;strong&gt;Total&lt;/strong&gt;</td>
<td>&lt;strong&gt;a&lt;/strong&gt;</td>
<td>&lt;strong&gt;b&lt;/strong&gt;</td>
<td>&lt;strong&gt;c&lt;/strong&gt;</td>
<td>&lt;strong&gt;d&lt;/strong&gt;</td>
<td>&lt;strong&gt;e&lt;/strong&gt;</td>
<td>&lt;strong&gt;f&lt;/strong&gt;</td>
<td>&lt;strong&gt;g&lt;/strong&gt;</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
</tr>
<tr>
<td>Yes</td>
<td>312</td>
<td>256</td>
<td>23</td>
<td>15</td>
<td>7</td>
<td>264</td>
<td>48</td>
</tr>
<tr>
<td>No</td>
<td>574</td>
<td>456</td>
<td>58</td>
<td>20</td>
<td>11</td>
<td>501</td>
<td>73</td>
</tr>
<tr>
<td>Don't know</td>
<td>16</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>4</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Table 119

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

NQP46B When your child plays games at home over the internet, which of these describes how they are playing?

Base: Parents of children aged 5-15 whose child plays games over the internet at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>232</td>
<td>37</td>
<td>94</td>
</tr>
<tr>
<td>b</td>
<td>74%</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>109</td>
<td>13</td>
<td>36</td>
</tr>
<tr>
<td>e</td>
<td>35%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>f</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>134</td>
<td>6</td>
<td>44</td>
</tr>
<tr>
<td>b</td>
<td>43%</td>
<td>12%</td>
<td>36%</td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>55</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>b</td>
<td>18%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>b</td>
<td>1%</td>
<td>-</td>
<td>%</td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP46B When your child plays games at home over the internet, which of these describes how they are playing?

Base: Parents of children aged 5-15 whose child plays games over the internet at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>524</td>
<td>323</td>
<td>56</td>
<td>72</td>
<td>60</td>
<td>420</td>
<td>104</td>
<td>524</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>410</td>
<td>307</td>
<td>50</td>
<td>64</td>
<td>58</td>
<td>337</td>
<td>75</td>
<td>410</td>
</tr>
<tr>
<td>Total</td>
<td>312</td>
<td>256</td>
<td>23</td>
<td>15</td>
<td>7</td>
<td>264</td>
<td>48</td>
<td>312</td>
</tr>
</tbody>
</table>

On their own/ against the computer or games player

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>232</td>
<td>191</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>198</td>
<td>33</td>
<td>232</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>109</td>
<td>90</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>91</td>
<td>18</td>
<td>109</td>
</tr>
<tr>
<td>Total</td>
<td>35%</td>
<td>74%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>34%</td>
<td>38%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Against someone else in the same room as them

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>134</td>
<td>111</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>110</td>
<td>24</td>
<td>134</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>55</td>
<td>45</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>44</td>
<td>11</td>
<td>55</td>
</tr>
<tr>
<td>Total</td>
<td>43%</td>
<td>43%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>42%</td>
<td>49%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Against someone else they know personally who is playing elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>55</td>
<td>45</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>44</td>
<td>11</td>
<td>55</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>18%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>18%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17%</td>
<td>23%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Against one or more other people they do not know personally who are playing elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>2</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1%</td>
<td>%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP46C Are there any parental controls set on the handheld games console? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online**

Base: Parents of children aged 5-15 whose child plays games at home on a handheld games console

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1166</td>
<td>382</td>
<td>454</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>907</td>
<td>303</td>
<td>361</td>
</tr>
<tr>
<td>Total</td>
<td>668</td>
<td>181</td>
<td>282</td>
</tr>
<tr>
<td>Yes</td>
<td>83</td>
<td>27</td>
<td>36</td>
</tr>
<tr>
<td>No</td>
<td>562</td>
<td>149</td>
<td>235</td>
</tr>
<tr>
<td>Don't know</td>
<td>23</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQP46C Are there any parental controls set on the handheld games console? IF NECESSARY - To stop your child playing games above a certain age rating or to restrict or prevent them going online

Base: Parents of children aged 5-15 whose child plays games at home on a handheld games console

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1166</td>
<td>691</td>
<td>147</td>
<td>149</td>
<td>130</td>
<td>951</td>
<td>215</td>
<td>1166</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>907</td>
<td>654</td>
<td>134</td>
<td>130</td>
<td>124</td>
<td>760</td>
<td>153</td>
<td>907</td>
</tr>
<tr>
<td>Total</td>
<td>668</td>
<td>530</td>
<td>56</td>
<td>30</td>
<td>14</td>
<td>576</td>
<td>92</td>
<td>668</td>
</tr>
<tr>
<td>Yes</td>
<td>83</td>
<td>66</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>71</td>
<td>12</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>16%</td>
<td>9%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>No</td>
<td>562</td>
<td>444</td>
<td>49</td>
<td>24</td>
<td>12</td>
<td>486</td>
<td>76</td>
<td>562</td>
</tr>
<tr>
<td></td>
<td>84%</td>
<td>84%</td>
<td>87%</td>
<td>79%</td>
<td>86%</td>
<td>84%</td>
<td>82%</td>
<td>84%</td>
</tr>
<tr>
<td>Don't know</td>
<td>23</td>
<td>20</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>19</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>6%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 121

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

**NQP46D Are there any parental controls set on the games console that is connected to a TV?**

**Base**: Parents of children aged 5-15 whose child plays games at home on a games console connected to a TV

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1271</td>
<td>366</td>
<td>459</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>997</td>
<td>288</td>
<td>367</td>
</tr>
<tr>
<td>Total</td>
<td>743</td>
<td>172</td>
<td>285</td>
</tr>
<tr>
<td>Yes</td>
<td>111</td>
<td>34</td>
<td>42</td>
</tr>
<tr>
<td>No</td>
<td>601</td>
<td>134</td>
<td>228</td>
</tr>
<tr>
<td>Don't know</td>
<td>30</td>
<td>5</td>
<td>16</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
**Table 121**

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

**NQP46D Are there any parental controls set on the games console that is connected to a TV?**

Base: Parents of children aged 5-15 whose child plays games at home on a games console connected to a TV

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1271</td>
<td>765</td>
<td>181</td>
<td>140</td>
<td>145</td>
<td>1035</td>
<td>236</td>
<td>1271</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>997</td>
<td>726</td>
<td>164</td>
<td>123</td>
<td>138</td>
<td>831</td>
<td>173</td>
<td>997</td>
</tr>
<tr>
<td>Total</td>
<td>743</td>
<td>595</td>
<td>72</td>
<td>29</td>
<td>15</td>
<td>637</td>
<td>106</td>
<td>743</td>
</tr>
<tr>
<td>Yes</td>
<td>111</td>
<td>85</td>
<td>11</td>
<td>5</td>
<td>3</td>
<td>94</td>
<td>17</td>
<td>111</td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>16%</td>
<td>18%</td>
<td>15%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>601</td>
<td>484</td>
<td>59</td>
<td>23</td>
<td>12</td>
<td>518</td>
<td>83</td>
<td>601</td>
</tr>
<tr>
<td>81%</td>
<td>81%</td>
<td>82%</td>
<td>78%</td>
<td>78%</td>
<td>81%</td>
<td>78%</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Don't know</td>
<td>30</td>
<td>26</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>25</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

### Table 122

**NQP46E And can you tell me why there are no parental controls set on the handheld games console?**

Base: Parents of children aged 5-15 who have set controls on the handheld games console

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>AB</strong></td>
</tr>
<tr>
<td></td>
<td><strong>5-7</strong></td>
<td><strong>8-11</strong></td>
<td><strong>C1</strong></td>
</tr>
<tr>
<td></td>
<td><strong>a</strong></td>
<td><strong>f</strong></td>
<td><strong>C2</strong></td>
</tr>
<tr>
<td></td>
<td><strong>b</strong></td>
<td><strong>g</strong></td>
<td><strong>DE</strong></td>
</tr>
<tr>
<td></td>
<td><strong>c</strong></td>
<td><strong>h</strong></td>
<td><strong>ABC1</strong></td>
</tr>
<tr>
<td></td>
<td><strong>d</strong></td>
<td><strong>i</strong></td>
<td><strong>C2DE</strong></td>
</tr>
<tr>
<td></td>
<td><strong>e</strong></td>
<td><strong>j</strong></td>
<td><strong>ALL</strong></td>
</tr>
<tr>
<td><strong>5 TO 7</strong></td>
<td><strong>l</strong></td>
<td><strong>m</strong></td>
<td></td>
</tr>
<tr>
<td><strong>8 TO 11</strong></td>
<td><strong>n</strong></td>
<td><strong>o</strong></td>
<td></td>
</tr>
<tr>
<td><strong>12 TO 15</strong></td>
<td><strong>p</strong></td>
<td><strong>q</strong></td>
<td></td>
</tr>
<tr>
<td><strong>16 TO 18</strong></td>
<td><strong>r</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Significance Level: 95%**
- **Unweighted total:**
  - Child is always supervised/always an adult present: 154
  - Didn't know this was possible: 104
  - Child is too young for this to be a problem: 73
  - Don't know how to do this: 33
  - Child too old for setting these controls: 24
  - Only plays games suitable for age: 19
  - Does not use it to go online/ not allowed to go online: 8

- **Effective Weighted Sample:**
  - Child is always supervised/always an adult present: 154
  - Didn't know this was possible: 104
  - Child is too young for this to be a problem: 73
  - Don't know how to do this: 33
  - Child too old for setting these controls: 24
  - Only plays games suitable for age: 19
  - Does not use it to go online/ not allowed to go online: 8

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP46E And can you tell me why there are no parental controls set on the handheld games console?**

**Base:** Parents of children aged 5-15 who have set controls on the handheld games console

### Table 122

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

|                | 1%    | 2%    | 1%    | 1%    | 1%    | 2%    | 1%    | 1%    | 1%    | 1%    | 1%    | 2%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    |
| Parent checks/ vets games first/ knows which games child plays |
| 6           | 1     | 3     | 1     | 1     | 2     | 1     | 1     | 1     | 1     | 1     | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 3     | 6     |
| Wouldn't work/ they'd find a way around any controls |
| 6           | 1     | 1     | 4     | 3     | 3     | 1     | 1     | 1     | 1     | 2     | 1     | 2     | 1     | 1     | 1     | 2     | 2     | 4     | 4     |
| Other |
| 15          | 3%    | 3%    | 3%    | 3%    | 2%    | 2%    | 3%    | 2%    | 2%    | 2%    | 2%    | 2%    | 3%    | 2%    | 2%    | 2%    | 2%    | 2%    | 2%    | 2%    | 2%    | 2%    | 9      |
| Don't know |
| 24          | 4%    | 4%    | 5%    | 3%    | 4%    | 5%    | 3%    | 4%    | 5%    | 6%    | 3%    | 3%    | 4%    | 5%    | 4%    | 3%    | 5%    | 4%    | 4%    | 4%    | 4%    | 4%    | 24     |
| TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW |
| 129         | 23%   | 24%   | 22%   | 25%   | 21%   | 22%   | 26%   | 25%   | 20%   | 28%   | 17%   | 25%   | 21%   | 20%   | 25%   | 23%   | 23%   | 23%   | 23%   | 23%   | 23%   | 23%   | 129    |

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

Table 122

**NQP46E And can you tell me why there are no parental controls set on the handheld games console?**

**Base : Parents of children aged 5-15 who have set controls on the handheld games console**

| | NATION | | | | | | |
|---|---|---|---|---|---|---|
| | Total | ENGLAND | SCOTLAND | WALES | IRELAND | URBAN | RURAL | ALL |
| Significance Level: 95% | | a | b | c | d | e | f | g |
| Unweighted total | 979 | 579 | 127 | 117 | 112 | 800 | 179 | 979 |
| Effective Weighted Sample | 764 | 548 | 116 | 103 | 106 | 641 | 128 | 764 |
| Total | 562 | 444 | 49 | 24 | 12 | 486 | 76 | 562 |
| Trust my child to be sensible/responsible | 183 | 149 | 19 | 8 | 3 | 159 | 25 | 183 |
| | 33% | 34% | 39% | 32% | 25% | 33% | 32% | 33% |
| Child is always supervised/always an adult present | 154 | 117 | 14 | 7 | 3 | 142 | 12 | 154 |
| | 27% | 26% | 28% | 30% | 24% | 29% | 16% | 27% |
| Didn't know this was possible | 104 | 75 | 8 | 4 | 2 | 85 | 18 | 104 |
| | 18% | 17% | 16% | 17% | 18% | 18% | 24% | 18% |
| Child is too young for this to be a problem | 73 | 53 | 9 | 3 | 1 | 67 | 7 | 73 |
| | 13% | 12% | 19% | 13% | 10% | 14% | 9% | 13% |
| Don't know how to do this | 33 | 24 | 3 | 2 | 1 | 26 | 7 | 33 |
| | 6% | 5% | 7% | 5% | 12% | 14% | 10% | 6% |
| Child too old for setting these controls | 24 | 15 | 5 | 1 | * | 21 | 2 | 24 |
| | 4% | 3% | 9% | 5% | 1% | 4% | 3% | 4% |
| Only plays games suitable for age | 19 | 18 | * | * | * | 18 | 2 | 19 |
| | 3% | 4% | 1% | % | 4% | 4% | 3% | 3% |
| Does not use it to go online/not allowed to go online | 8 | 8 | * | * | * | 7 | 2 | 8 |
| | 1% | 2% | - | - | 1% | 1% | 2% | 1% |

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP46E And can you tell me why there are no parental controls set on the handheld games console?**

**Base:** Parents of children aged 5-15 who have set controls on the handheld games console

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>979</td>
<td>579</td>
<td>127</td>
<td>117</td>
<td>112</td>
<td>800</td>
<td>179</td>
<td>979</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>764</td>
<td>548</td>
<td>116</td>
<td>103</td>
<td>106</td>
<td>641</td>
<td>128</td>
<td>764</td>
</tr>
<tr>
<td>Total</td>
<td>562</td>
<td>444</td>
<td>49</td>
<td>24</td>
<td>12</td>
<td>486</td>
<td>76</td>
<td>562</td>
</tr>
<tr>
<td>Games chosen/bought by me</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>6</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Parent checks/ vets games first/ knows which games child plays</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Wouldn't work/ they'd find a way around any controls</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>6</td>
<td>*</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>13</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>12</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Don't know</td>
<td>24</td>
<td>21</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>20</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td>129</td>
<td>93</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>104</td>
<td>24</td>
<td>129</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 123**

NQP46F And can you tell me why there are no parental controls set on the games console connected to a TV?

**Base**: Parents of children aged 5-15 who have not set controls on the games console connected to a TV

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a TO 12</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>5-7</td>
<td>a</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>5-7</td>
<td>a</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399

---

**Table 123**

NQP46F And can you tell me why there are no parental controls set on the games console connected to a TV?

**Base**: Parents of children aged 5-15 who have not set controls on the games console connected to a TV

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a TO 12</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>5-7</td>
<td>a</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>5-7</td>
<td>a</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>5-7</td>
<td>a</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>b</td>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>d</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>12%</td>
<td>96</td>
<td>5</td>
<td>39</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>96</td>
<td>38%</td>
<td>794</td>
<td>41</td>
<td>27%</td>
<td>42%</td>
<td>58%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 123

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

NQP46F And can you tell me why there are no parental controls set on the games console connected to a TV?

Base : Parents of children aged 5-15 who have not set controls on the games console connected to a TV

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Unweighted</td>
<td>Effective</td>
<td>Total</td>
</tr>
<tr>
<td>1019</td>
<td>283</td>
<td>363</td>
<td>373</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>804</td>
<td>225</td>
<td>292</td>
<td>298</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>601</td>
<td>134</td>
<td>228</td>
<td>240</td>
</tr>
</tbody>
</table>

Wouldn't work/ they'd find a way around any controls

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Parent checks/ vets games first/ knows which games child plays

<table>
<thead>
<tr>
<th>Other</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>29</td>
<td>5</td>
</tr>
<tr>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW

<table>
<thead>
<tr>
<th>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>121</td>
</tr>
<tr>
<td>20%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP46F** And can you tell me why there are no parental controls set on the games console connected to a TV?

Base: Parents of children aged 5-15 who have not set controls on the games console connected to a TV

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1019</td>
<td>619</td>
<td>148</td>
<td>110</td>
<td>111</td>
<td>831</td>
<td>188</td>
<td>1019</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>804</td>
<td>588</td>
<td>134</td>
<td>98</td>
<td>106</td>
<td>673</td>
<td>137</td>
<td>804</td>
</tr>
<tr>
<td>Total</td>
<td>601</td>
<td>484</td>
<td>59</td>
<td>23</td>
<td>12</td>
<td>518</td>
<td>83</td>
<td>601</td>
</tr>
<tr>
<td>Trust my child to be sensible/responsible</td>
<td>223</td>
<td>182</td>
<td>24</td>
<td>10</td>
<td>4</td>
<td>195</td>
<td>28</td>
<td>223</td>
</tr>
<tr>
<td>37%</td>
<td>38%</td>
<td>40%</td>
<td>45%</td>
<td>35%</td>
<td>38%</td>
<td>34%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Child is always supervised/always an adult present</td>
<td>169</td>
<td>136</td>
<td>14</td>
<td>6</td>
<td>3</td>
<td>154</td>
<td>15</td>
<td>169</td>
</tr>
<tr>
<td>28%</td>
<td>28%</td>
<td>24%</td>
<td>27%</td>
<td>22%</td>
<td>30%</td>
<td>19%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Didn't know this was possible</td>
<td>91</td>
<td>61</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>73</td>
<td>18</td>
<td>91</td>
</tr>
<tr>
<td>15%</td>
<td>13%</td>
<td>21%</td>
<td>21%</td>
<td>19%</td>
<td>14%</td>
<td>21%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Child is too young for this to be a problem</td>
<td>61</td>
<td>49</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>53</td>
<td>7</td>
<td>61</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>39</td>
<td>26</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>32</td>
<td>7</td>
<td>39</td>
</tr>
<tr>
<td>6%</td>
<td>5%</td>
<td>12%</td>
<td>12%</td>
<td>17%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Child too old for setting these controls</td>
<td>32</td>
<td>27</td>
<td>4</td>
<td>*</td>
<td>*</td>
<td>27</td>
<td>5</td>
<td>32</td>
</tr>
<tr>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Only plays games suitable for age</td>
<td>12</td>
<td>11</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>11</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Wouldn't work/they'd find a way around any controls</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>*</td>
<td>7</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 123

**NQP46F And can you tell me why there are no parental controls set on the games console connected to a TV?**

Base: Parents of children aged 5-15 who have not set controls on the games console connected to a TV.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1019</td>
<td>619</td>
<td>148</td>
<td>110</td>
<td>111</td>
<td>831</td>
<td>188</td>
<td>1019</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>804</td>
<td>588</td>
<td>134</td>
<td>98</td>
<td>106</td>
<td>673</td>
<td>137</td>
<td>804</td>
</tr>
<tr>
<td>Total</td>
<td>601</td>
<td>484</td>
<td>59</td>
<td>23</td>
<td>12</td>
<td>518</td>
<td>83</td>
<td>601</td>
</tr>
<tr>
<td>Parent checks/ vets games first/ knows which games child plays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Does not use it to go online/ not allowed to go online</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>1% -%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
<td>18%</td>
<td>* -%</td>
<td>16%</td>
<td>2%</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>29%</td>
<td>28%</td>
<td>* 1%</td>
<td>26%</td>
<td>3%</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL DIDN'T KNOW POSSIBLE/ DON'T KNOW HOW</td>
<td>121</td>
<td>81</td>
<td>18</td>
<td>7</td>
<td>4</td>
<td>97</td>
<td>23</td>
<td>121</td>
</tr>
<tr>
<td>20%</td>
<td>17%</td>
<td>30%</td>
<td>31%</td>
<td>31%</td>
<td>19%</td>
<td>28%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 124

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

**QP47A EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games that they are playing**

**Base**: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>492</td>
<td>545</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>391</td>
<td>437</td>
<td></td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base:</td>
<td>50</td>
<td>18</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base:</td>
<td>123</td>
<td>17</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base:</td>
<td>48</td>
<td>8</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base:</td>
<td>202</td>
<td>42</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td>470</td>
<td>148</td>
<td>177</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL NOT CONCERNED</strong></td>
<td>672</td>
<td>190</td>
<td>244</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>1</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL NEITHER/ NOR OR DON'T KNOW</strong></td>
<td>58</td>
<td>9</td>
<td>27</td>
<td>22</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QP47A EXTENT OF CONCERN ABOUT CHILD’S GAMES PLAYING - The content of the games that they are playing

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
<td>1217</td>
</tr>
<tr>
<td>Total</td>
<td>902</td>
<td>722</td>
<td>83</td>
<td>36</td>
<td>18</td>
<td>777</td>
<td>125</td>
<td>902</td>
</tr>
<tr>
<td>Very concerned</td>
<td>50</td>
<td>36</td>
<td>3</td>
<td>7</td>
<td>2</td>
<td>44</td>
<td>6</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>19%</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>123</td>
<td>108</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>109</td>
<td>14</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>15%</td>
<td>6%</td>
<td>12%</td>
<td>17%</td>
<td>14%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>172</td>
<td>144</td>
<td>8</td>
<td>12</td>
<td>5</td>
<td>153</td>
<td>19</td>
<td>172</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>20%</td>
<td>10%</td>
<td>32%</td>
<td>27%</td>
<td>20%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>48</td>
<td>37</td>
<td>8</td>
<td>2</td>
<td>1</td>
<td>41</td>
<td>7</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>202</td>
<td>167</td>
<td>19</td>
<td>6</td>
<td>4</td>
<td>179</td>
<td>23</td>
<td>202</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>23%</td>
<td>22%</td>
<td>16%</td>
<td>25%</td>
<td>23%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>470</td>
<td>367</td>
<td>48</td>
<td>17</td>
<td>7</td>
<td>397</td>
<td>73</td>
<td>470</td>
</tr>
<tr>
<td></td>
<td>52%</td>
<td>51%</td>
<td>57%</td>
<td>47%</td>
<td>39%</td>
<td>51%</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>672</td>
<td>533</td>
<td>66</td>
<td>23</td>
<td>11</td>
<td>575</td>
<td>96</td>
<td>672</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>74%</td>
<td>79%</td>
<td>63%</td>
<td>64%</td>
<td>74%</td>
<td>77%</td>
<td>74%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
<td>8</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>7</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON’T KNOW</td>
<td>58</td>
<td>45</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>48</td>
<td>9</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 125

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

**QP47B EXTENT OF CONCERN ABOUT CHILD’S GAMES PLAYING - How much time they spend playing games**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

| Significance Level: 95% | Total | 5 TO 7 | 8 TO 11 | 12 TO 15 | MALE | FEMALE | 5-7 | 8-11 | 12-15 | MALE | FEMALE | 8-11 | 12-15 | MALE | FEMALE | 12-15 | MALE | FEMALE | 12-15 | MALE | FEMALE | 12-15 | MALE | FEMALE | 12-15 | MALE | FEMALE | 12-15 |
|------------------------|-------|--------|---------|----------|------|--------|-----|------|--------|------|--------|------|-------|------|--------|-------|------|--------|-------|------|--------|-------|------|--------|-------|
| Unweighted total       | 1546  | 492    | 545     | 509      | 786  | 760    | 243 | 249  | 281    | 264  | 262    | 247  | 345   | 452  | 307    | 442   | 797  | 749    | 1546  |
| Effective Weighted Sample | 1217  | 391    | 437     | 407      | 624  | 593    | 193 | 198  | 227    | 209  | 212    | 196  | 263   | 359  | 251    | 345   | 621  | 596    | 1217  |
| Total                  | 902   | 234    | 338     | 329      | 469  | 432    | 119 | 115  | 177    | 162  | 174    | 155  | 188   | 276  | 185    | 252   | 465  | 437    | 902   |

Very concerned: 60

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Very concerned</th>
<th>Fairly concerned</th>
<th>TOTAL CONCERNED</th>
<th>Neither/nor</th>
<th>Not very concerned</th>
<th>Not at all concerned</th>
<th>TOTAL NOT CONCERNED</th>
<th>Don’t know</th>
<th>TOTAL NEITHER/NOR OR DON’T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1546</td>
<td>1217</td>
<td>902</td>
<td>1217</td>
<td>1546</td>
<td>469</td>
<td>649</td>
<td>6</td>
<td>65</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossitter-Base: 01727 899 399
### QP47B EXTENT OF CONCERN ABOUT CHILD’S GAMES PLAYING - How much time they spend playing games

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1546</td>
<td>939</td>
<td>211</td>
<td>174</td>
<td>168</td>
<td>1263</td>
<td>283</td>
<td>1546</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1217</td>
<td>888</td>
<td>191</td>
<td>152</td>
<td>159</td>
<td>1018</td>
<td>207</td>
<td>1217</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>902</td>
<td>722</td>
<td>83</td>
<td>36</td>
<td>18</td>
<td>777</td>
<td>125</td>
<td>902</td>
</tr>
<tr>
<td>Very concerned</td>
<td>60</td>
<td>47</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>53</td>
<td>8</td>
<td>60</td>
</tr>
<tr>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td>18%</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>128</td>
<td>105</td>
<td>10</td>
<td>4</td>
<td>3</td>
<td>113</td>
<td>15</td>
<td>128</td>
</tr>
<tr>
<td>14%</td>
<td>15%</td>
<td>12%</td>
<td>10%</td>
<td>18%</td>
<td>15%</td>
<td>12%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>189</td>
<td>151</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>166</td>
<td>23</td>
<td>189</td>
</tr>
<tr>
<td>21%</td>
<td>21%</td>
<td>17%</td>
<td>29%</td>
<td>26%</td>
<td>21%</td>
<td>18%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>59</td>
<td>48</td>
<td>8</td>
<td>2</td>
<td>1</td>
<td>52</td>
<td>7</td>
<td>59</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>10%</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Not very concerned</td>
<td>179</td>
<td>147</td>
<td>16</td>
<td>6</td>
<td>5</td>
<td>155</td>
<td>23</td>
<td>179</td>
</tr>
<tr>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>16%</td>
<td>30%</td>
<td>20%</td>
<td>18%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>469</td>
<td>371</td>
<td>44</td>
<td>18</td>
<td>7</td>
<td>401</td>
<td>69</td>
<td>469</td>
</tr>
<tr>
<td>52%</td>
<td>51%</td>
<td>52%</td>
<td>49%</td>
<td>36%</td>
<td>52%</td>
<td>59%</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>648</td>
<td>518</td>
<td>60</td>
<td>24</td>
<td>12</td>
<td>556</td>
<td>92</td>
<td>648</td>
</tr>
<tr>
<td>72%</td>
<td>72%</td>
<td>72%</td>
<td>65%</td>
<td>66%</td>
<td>72%</td>
<td>74%</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>65</td>
<td>53</td>
<td>9</td>
<td>2</td>
<td>1</td>
<td>55</td>
<td>10</td>
<td>65</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>11%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 126**

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

### QP47C EXTENT OF CONCERN ABOUT CHILD’S GAMES PLAYING - Who they are playing online games with through the games player

**Base : Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device (and who were able to answer the question)**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Very concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fairly concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Not very concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Not at all concerned</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP47C EXTENT OF CONCERN ABOUT CHILD’S GAMES PLAYING - Who they are playing online games with through the games player**

Base: Parents of children aged 5-15 whose child ever plays games at home on any type of game playing device (and who were able to answer the question)

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1010</td>
<td>611</td>
<td>115</td>
<td>130</td>
<td>121</td>
<td>843</td>
<td>167</td>
<td>1010</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>785</td>
<td>580</td>
<td>103</td>
<td>114</td>
<td>115</td>
<td>677</td>
<td>112</td>
<td>785</td>
</tr>
<tr>
<td></td>
<td>594</td>
<td>481</td>
<td>46</td>
<td>27</td>
<td>13</td>
<td>525</td>
<td>69</td>
<td>594</td>
</tr>
<tr>
<td>Very concerned</td>
<td>29</td>
<td>23</td>
<td>*</td>
<td>4</td>
<td>2</td>
<td>24</td>
<td>5</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
<td>13%</td>
<td>13%</td>
<td>4%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>abeg</td>
<td>abeg</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairly concerned</td>
<td>56</td>
<td>46</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>52</td>
<td>5</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>10%</td>
<td>12%</td>
<td>7%</td>
<td>14%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL CONCERNED</td>
<td>85</td>
<td>69</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>75</td>
<td>10</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
<td>20%</td>
<td>27%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Neither/nor</td>
<td>41</td>
<td>29</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>37</td>
<td>4</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>16%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Not very concerned</td>
<td>123</td>
<td>102</td>
<td>10</td>
<td>4</td>
<td>3</td>
<td>110</td>
<td>13</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>21%</td>
<td>22%</td>
<td>13%</td>
<td>23%</td>
<td>21%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Not at all concerned</td>
<td>337</td>
<td>274</td>
<td>22</td>
<td>15</td>
<td>5</td>
<td>297</td>
<td>40</td>
<td>337</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>57%</td>
<td>47%</td>
<td>57%</td>
<td>38%</td>
<td>57%</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td>TOTAL NOT CONCERNED</td>
<td>460</td>
<td>376</td>
<td>32</td>
<td>19</td>
<td>8</td>
<td>407</td>
<td>53</td>
<td>460</td>
</tr>
<tr>
<td></td>
<td>77%</td>
<td>78%</td>
<td>69%</td>
<td>70%</td>
<td>61%</td>
<td>78%</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL NEITHER/NOR OR DON'T KNOW</td>
<td>49</td>
<td>35</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>43</td>
<td>6</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>18%</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 127

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

### NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?

**Base**: Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>Male 5-7</th>
<th>Male 8-11</th>
<th>Male 12-15</th>
<th>Female 5-7</th>
<th>Female 8-11</th>
<th>Female 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>987</td>
<td>116</td>
<td>13</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>8-11</td>
<td>987</td>
<td>116</td>
<td>13</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>12-15</td>
<td>987</td>
<td>116</td>
<td>13</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

### Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP47E** Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?

Base: Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1488</td>
<td>468</td>
<td>534</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1168</td>
<td>370</td>
<td>427</td>
</tr>
</tbody>
</table>

| **Total** | **5 TO 7** | **8 TO 11** | **12 TO 15** | **MALE** | **FEMALE** | **MALE** | **FEMALE** | **MALE** | **FEMALE** | **AB** | **C1** | **C2** | **DE** | **ABC1** | **C2DE** | **ALL** |
| Only uses games player for playing games | 867 | 223 | 331 | 313 | 460 | 407 | 116 | 108 | 175 | 156 | 169 | 143 | 184 | 262 | 180 | 242 | 445 | 422 | 867 |

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?

Base: Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV

### Table 127

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

**Significance Level: 95%**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>NATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1488</td>
<td>896</td>
<td>203</td>
<td>171</td>
<td>164</td>
<td>1221</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1168</td>
<td>849</td>
<td>184</td>
<td>149</td>
<td>155</td>
<td>981</td>
</tr>
<tr>
<td>Total</td>
<td>867</td>
<td>692</td>
<td>80</td>
<td>35</td>
<td>18</td>
<td>749</td>
</tr>
</tbody>
</table>

|                    |       | f        | g        |       |        |        |
| They are not allowed to watch DVDs on the games player at all | 51     | 44       | 3        | 2     | 1      | 47     | 4      | 51     |
|                    |       | 6%       | 6%       | 4%    | 7%     | 8%     | 6%     | 3%     | 6%     |

|                    |       | a        | b        | c      | d      | ab     |
| They are only allowed to watch DVDs on the games player of an appropriate age rating | 158    | 130      | 9       | 7     | 5      | 135    | 23     | 158    |
|                    |       | 18%      | 19%      | 12%   | 21%    | 27%    | 18%    | 19%    | 18%    |

|                    |       | ab       | c        | d      | e      | f      |
| They are only allowed to visit certain websites/some online content is restricted on the games player | 63     | 50       | 4       | 2     | 2      | 53     | 9      | 63     |
|                    |       | 7%       | 7%       | 5%    | 5%     | 13%    | 7%     | 8%     | 7%     |

|                     |       | a        | b        | c      | d      | e      | f      |
| They are not allowed to go online at all through the games player | 115    | 98       | 7       | 5     | 2      | 103    | 12     | 115    |
|                     |       | 13%      | 14%      | 9%    | 15%    | 14%    | 14%    | 10%    | 13%    |

|                     |       | ab       | c        | d      | e      | f      |
| ANY OF THESE RULES OR RESTRICTIONS | 287    | 243      | 17      | 12    | 7      | 251    | 36     | 287    |
|                     |       | 33%      | 35%      | 21%   | 34%    | 40%    | 34%    | 30%    | 33%    |

|                     |       | b        | b        | b     | b      | b      |
| Do not have any of these restrictions in place | 251    | 195      | 33      | 10    | 5      | 221    | 30     | 251    |
|                     |       | 29%      | 28%      | 41%   | 28%    | 27%    | 30%    | 25%    | 29%    |

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

**Base:** Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1488</td>
<td>896</td>
<td>203</td>
<td>171</td>
<td>164</td>
<td>1221</td>
<td>267</td>
<td>1488</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1168</td>
<td>849</td>
<td>184</td>
<td>149</td>
<td>155</td>
<td>981</td>
<td>194</td>
<td>1168</td>
</tr>
<tr>
<td>Total</td>
<td>867</td>
<td>692</td>
<td>80</td>
<td>35</td>
<td>18</td>
<td>749</td>
<td>118</td>
<td>867</td>
</tr>
<tr>
<td>Only uses games player for playing games</td>
<td>329</td>
<td>255</td>
<td>30</td>
<td>13</td>
<td>6</td>
<td>276</td>
<td>52</td>
<td>329</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>37%</td>
<td>38%</td>
<td>38%</td>
<td>33%</td>
<td>37%</td>
<td>44%</td>
<td>38%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
### Table 128

**NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?**

*Base: Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV and who do not only use for playing games.*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>917</td>
<td>264</td>
<td>321</td>
</tr>
<tr>
<td>Unweighted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>715</td>
<td>207</td>
<td>256</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>538</td>
<td>124</td>
<td>201</td>
</tr>
<tr>
<td>They are not allowed to watch DVDs on the games player at all</td>
<td>51</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>They are only allowed to watch DVDs on the games player of an appropriate age rating</td>
<td>158</td>
<td>44</td>
<td>66</td>
</tr>
<tr>
<td>They are only allowed to visit certain websites/some online content is restricted on the games player</td>
<td>63</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>They are not allowed to go online at all through the games player</td>
<td>115</td>
<td>38</td>
<td>52</td>
</tr>
<tr>
<td>ANY OF THESE RULES OR RESTRICTIONS</td>
<td>287</td>
<td>81</td>
<td>124</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### NQP47E Do you have any of these rules or restrictions about how your child uses the games player for things other than playing games?

**Base:** Parents of children aged 5-15 whose child ever plays games at home through either a handheld games player or through a games console connected to a TV and who do not only use for playing games

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>917</td>
<td>559</td>
<td>122</td>
<td>104</td>
<td>111</td>
<td>771</td>
<td>146</td>
<td>917</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>715</td>
<td>529</td>
<td>109</td>
<td>91</td>
<td>106</td>
<td>614</td>
<td>103</td>
<td>715</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>538</td>
<td>438</td>
<td>50</td>
<td>22</td>
<td>12</td>
<td>473</td>
<td>66</td>
<td>538</td>
</tr>
<tr>
<td>They are not allowed to watch DVDs on the games player at all</td>
<td>51</td>
<td>44</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>47</td>
<td>4</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>They are only allowed to watch DVDs on the games player of an appropriate age rating</td>
<td>158</td>
<td>130</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>135</td>
<td>23</td>
<td>158</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>30%</td>
<td>19%</td>
<td>33%</td>
<td>40%</td>
<td>29%</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>They are only allowed to visit certain websites/some online content is restricted on the games player</td>
<td>63</td>
<td>50</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>53</td>
<td>9</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>11%</td>
<td>8%</td>
<td>8%</td>
<td>20%</td>
<td>11%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>They are not allowed to go online at all through the games player</td>
<td>115</td>
<td>98</td>
<td>7</td>
<td>5</td>
<td>2</td>
<td>103</td>
<td>12</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>22%</td>
<td>15%</td>
<td>25%</td>
<td>21%</td>
<td>22%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>ANY OF THESE RULES OR RESTRICTIONS</td>
<td>287</td>
<td>243</td>
<td>17</td>
<td>12</td>
<td>7</td>
<td>251</td>
<td>36</td>
<td>287</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>55%</td>
<td>34%</td>
<td>55%</td>
<td>60%</td>
<td>53%</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>Do not have any of these restrictions in place</td>
<td>251</td>
<td>195</td>
<td>33</td>
<td>10</td>
<td>5</td>
<td>221</td>
<td>30</td>
<td>251</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>45%</td>
<td>66%</td>
<td>45%</td>
<td>40%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC0 Was the child to be interviewed present during the interview with their parent?

**Base:** All children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>566</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Yes, and child conferred with parent as the interview was taking place</td>
<td>318</td>
<td>68</td>
<td>125</td>
</tr>
<tr>
<td>Yes, but they did not comment during the interview</td>
<td>503</td>
<td>148</td>
<td>167</td>
</tr>
<tr>
<td>No, they were not present</td>
<td>179</td>
<td>56</td>
<td>51</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QC0 Was the child to be interviewed present during the interview with their parent?

Base: All children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Yes, and child conferred with parent as the interview was taking place</td>
<td>318</td>
<td>269</td>
<td>16</td>
<td>17</td>
<td>9</td>
<td>279</td>
<td>39</td>
<td>318</td>
</tr>
<tr>
<td>Yes, but they did not comment during the interview</td>
<td>503</td>
<td>409</td>
<td>49</td>
<td>20</td>
<td>7</td>
<td>445</td>
<td>58</td>
<td>503</td>
</tr>
<tr>
<td>No, they were not present</td>
<td>179</td>
<td>128</td>
<td>25</td>
<td>3</td>
<td>4</td>
<td>143</td>
<td>36</td>
<td>179</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4A Are you confident getting the TV to do what you want it to do?

Base : Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td>1135</td>
<td>463</td>
<td>722</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-</td>
<td>359</td>
<td>489</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>577</td>
<td>448</td>
<td>339</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>558</td>
<td>364</td>
<td>343</td>
</tr>
<tr>
<td>MALE</td>
<td>559</td>
<td>451</td>
<td>343</td>
</tr>
<tr>
<td>FEMALE</td>
<td>576</td>
<td>460</td>
<td>351</td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5-7</td>
<td>287</td>
<td>232</td>
<td>166</td>
</tr>
<tr>
<td>8-11</td>
<td>290</td>
<td>231</td>
<td>172</td>
</tr>
<tr>
<td>12-15</td>
<td>272</td>
<td>220</td>
<td>177</td>
</tr>
<tr>
<td>5-7</td>
<td>268</td>
<td>228</td>
<td>174</td>
</tr>
<tr>
<td>8-11</td>
<td>254</td>
<td>196</td>
<td>145</td>
</tr>
<tr>
<td>12-15</td>
<td>216</td>
<td>178</td>
<td>133</td>
</tr>
<tr>
<td>5-7</td>
<td>331</td>
<td>181</td>
<td>225</td>
</tr>
<tr>
<td>8-11</td>
<td>316</td>
<td>178</td>
<td>195</td>
</tr>
<tr>
<td>12-15</td>
<td>334</td>
<td>181</td>
<td>232</td>
</tr>
<tr>
<td>5-7</td>
<td>585</td>
<td>183</td>
<td>361</td>
</tr>
<tr>
<td>8-11</td>
<td>550</td>
<td>183</td>
<td>328</td>
</tr>
<tr>
<td>12-15</td>
<td>550</td>
<td>184</td>
<td>389</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

Effective Weighted Sample

Total

Yes

No

Don't know

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

Prepared by Saville Rossiter-Base : 01727 899 399
QC4A Are you confident getting the TV to do what you want it to do?

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
<th>TOTAL</th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
<td>WALES</td>
<td>IRELAND</td>
<td>URBAN</td>
<td>RURAL</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>765</td>
</tr>
<tr>
<td>Total</td>
<td>722</td>
<td>583</td>
<td>65</td>
<td>29</td>
<td>14</td>
<td>624</td>
</tr>
<tr>
<td>Yes</td>
<td>689</td>
<td>557</td>
<td>63</td>
<td>27</td>
<td>13</td>
<td>594</td>
</tr>
<tr>
<td>95%</td>
<td>96%</td>
<td>97%</td>
<td>94%</td>
<td>92%</td>
<td>95%</td>
<td>97%</td>
</tr>
<tr>
<td>No</td>
<td>23</td>
<td>19</td>
<td>1</td>
<td>1</td>
<td>21</td>
<td>2</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>9</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?**

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>1135</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>-</td>
<td>463</td>
</tr>
<tr>
<td>Yes</td>
<td>319</td>
<td>-</td>
<td>175</td>
</tr>
<tr>
<td>No</td>
<td>253</td>
<td>-</td>
<td>96</td>
</tr>
<tr>
<td>Don't know</td>
<td>130</td>
<td>-</td>
<td>74</td>
</tr>
<tr>
<td>Not Applicable</td>
<td>20</td>
<td>-</td>
<td>13</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 131

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

QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
<td>204</td>
<td>1135</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>765</td>
<td>152</td>
<td>910</td>
</tr>
<tr>
<td>Total Yes</td>
<td>319</td>
<td>251</td>
<td>38</td>
<td>14</td>
<td>6</td>
<td>276</td>
<td>43</td>
<td>319</td>
</tr>
<tr>
<td>44%</td>
<td>43%</td>
<td>58%</td>
<td>48%</td>
<td>41%</td>
<td>44%</td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>253</td>
<td>207</td>
<td>14</td>
<td>10</td>
<td>6</td>
<td>218</td>
<td>35</td>
<td>253</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>180</td>
<td>150</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>111</td>
<td>20</td>
<td>130</td>
</tr>
<tr>
<td>Don't know</td>
<td>130</td>
<td>108</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>111</td>
<td>20</td>
<td>130</td>
</tr>
<tr>
<td>18%</td>
<td>19%</td>
<td>18%</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Applicable</td>
<td>20</td>
<td>18</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>19</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 132

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

**QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?**

Base: Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

![Table 132](image-url)
**Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.**

### QC4B Do reality TV programmes, like the X-Factor show a true picture of what really happened?

**Base:** Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1106</td>
<td>670</td>
<td>151</td>
<td>125</td>
<td>123</td>
<td>903</td>
<td>203</td>
<td>1106</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>886</td>
<td>649</td>
<td>137</td>
<td>114</td>
<td>119</td>
<td>741</td>
<td>151</td>
<td>886</td>
</tr>
<tr>
<td>Total</td>
<td>702</td>
<td>565</td>
<td>64</td>
<td>28</td>
<td>14</td>
<td>605</td>
<td>97</td>
<td>702</td>
</tr>
<tr>
<td>Yes</td>
<td>319</td>
<td>251</td>
<td>38</td>
<td>14</td>
<td>6</td>
<td>276</td>
<td>43</td>
<td>319</td>
</tr>
<tr>
<td>No</td>
<td>253</td>
<td>207</td>
<td>14</td>
<td>10</td>
<td>6</td>
<td>218</td>
<td>35</td>
<td>253</td>
</tr>
<tr>
<td>Don't know</td>
<td>130</td>
<td>108</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>111</td>
<td>20</td>
<td>130</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Table 133

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
<td>p</td>
<td>q</td>
<td>r</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1135</td>
<td>-</td>
<td>577</td>
<td>558</td>
<td>559</td>
<td>576</td>
<td>-</td>
<td>-</td>
<td>287</td>
<td>290</td>
<td>272</td>
<td>286</td>
<td>254</td>
<td>331</td>
<td>216</td>
<td>334</td>
<td>585</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>-</td>
<td>463</td>
<td>448</td>
<td>451</td>
<td>460</td>
<td>-</td>
<td>-</td>
<td>232</td>
<td>231</td>
<td>220</td>
<td>228</td>
<td>196</td>
<td>274</td>
<td>176</td>
<td>265</td>
<td>470</td>
<td>441</td>
</tr>
</tbody>
</table>

Total

| Yes | 570 | - | 278 | 292 | 293 | 277 | - | - | 145 | 134 | 148 | 143 | 128 | 182 | 110 | 151 | 309 | 261 | 570 |
| No | 51 | - | 29 | 22 | 25 | 26 | - | - | 13 | 16 | 12 | 10 | 13 | 13 | 8 | 17 | 26 | 25 | 51 |
| Don't know | 76 | - | 39 | 37 | 30 | 45 | - | - | 16 | 23 | 14 | 22 | 9 | 21 | 13 | 33 | 30 | 46 | 76 |
| Not Applicable | 26 | - | 12 | 13 | 13 | 12 | - | - | 7 | 5 | 6 | 7 | 2 | 9 | 7 | 7 | 11 | 14 | 26 |

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
**QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?**

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
<td>204</td>
<td>1135</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>765</td>
<td>152</td>
<td>910</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>722</td>
<td>583</td>
<td>65</td>
<td>29</td>
<td>14</td>
<td>624</td>
<td>98</td>
<td>722</td>
</tr>
<tr>
<td>Yes</td>
<td>570</td>
<td>461</td>
<td>50</td>
<td>22</td>
<td>11</td>
<td>491</td>
<td>79</td>
<td>570</td>
</tr>
<tr>
<td>79%</td>
<td>79%</td>
<td>77%</td>
<td>77%</td>
<td>77%</td>
<td>76%</td>
<td>79%</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>No</td>
<td>51</td>
<td>44</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>43</td>
<td>8</td>
<td>51</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Don't know</td>
<td>76</td>
<td>60</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>66</td>
<td>10</td>
<td>76</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>13%</td>
<td>8%</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Not Applicable</td>
<td>26</td>
<td>19</td>
<td>4</td>
<td>2</td>
<td>*</td>
<td>24</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?

Base: Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE</td>
<td>VALUE</td>
<td>VALUE</td>
<td>VALUE</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>ABC1</td>
<td>C2DE</td>
<td>ALL</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399
### QC4C Do TV documentary programmes, like wildlife programmes, show a true picture of what really happened?

**Base:** Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1092</td>
<td>669</td>
<td>146</td>
<td>121</td>
<td>120</td>
<td>892</td>
<td>200</td>
<td>1092</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>876</td>
<td>648</td>
<td>133</td>
<td>110</td>
<td>116</td>
<td>734</td>
<td>148</td>
<td>876</td>
</tr>
<tr>
<td>Total</td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Yes</td>
<td>570</td>
<td>461</td>
<td>50</td>
<td>22</td>
<td>11</td>
<td>491</td>
<td>79</td>
<td>570</td>
</tr>
<tr>
<td></td>
<td>82%</td>
<td>82%</td>
<td>82%</td>
<td>83%</td>
<td>79%</td>
<td>82%</td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>No</td>
<td>51</td>
<td>44</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>43</td>
<td>8</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Don't know</td>
<td>76</td>
<td>60</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>66</td>
<td>10</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>14%</td>
<td>8%</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?

**Base:** Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1135</td>
<td>577</td>
<td>558</td>
<td>559</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>463</td>
<td>448</td>
<td>451</td>
</tr>
<tr>
<td>Yes</td>
<td>540</td>
<td>274</td>
<td>265</td>
<td>270</td>
</tr>
<tr>
<td>No</td>
<td>52</td>
<td>19</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Don't know</td>
<td>92</td>
<td>44</td>
<td>48</td>
<td>42</td>
</tr>
<tr>
<td>Not Applicable</td>
<td>39</td>
<td>21</td>
<td>18</td>
<td>21</td>
</tr>
</tbody>
</table>

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

Significance Level: 95%
### QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NORTHERN IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
<td>204</td>
<td>1135</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>785</td>
<td>152</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
<td>204</td>
<td>1135</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>785</td>
<td>152</td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td></td>
<td>540</td>
<td>439</td>
<td>46</td>
<td>20</td>
<td>11</td>
<td>464</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>75%</td>
<td>71%</td>
<td>69%</td>
<td>81%</td>
<td>74%</td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td></td>
<td>52</td>
<td>43</td>
<td>3</td>
<td>2</td>
<td>45</td>
<td>7</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td>2%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
<td></td>
<td>92</td>
<td>72</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>79</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>12%</td>
<td>17%</td>
<td>17%</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Not Applicable</strong></td>
<td></td>
<td>39</td>
<td>29</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>36</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?

Base: Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1070</td>
<td>542</td>
<td>528</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>859</td>
<td>435</td>
<td>425</td>
</tr>
<tr>
<td>Total</td>
<td>684</td>
<td>337</td>
<td>346</td>
</tr>
<tr>
<td>Yes</td>
<td>540</td>
<td>274</td>
<td>265</td>
</tr>
<tr>
<td>No</td>
<td>52</td>
<td>19</td>
<td>33</td>
</tr>
<tr>
<td>Don't know</td>
<td>92</td>
<td>44</td>
<td>48</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**QC4D Do TV News programmes, like Newsround, show a true picture of what really happened?**

Base: Children aged 8-15 who watch TV at home - excluding those who do not watch this type of programme

Data is tested at the 95% confidence level.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1070</td>
<td>656</td>
<td>143</td>
<td>120</td>
<td>117</td>
<td>873</td>
<td>197</td>
<td>1070</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>859</td>
<td>636</td>
<td>130</td>
<td>109</td>
<td>113</td>
<td>718</td>
<td>147</td>
<td>859</td>
</tr>
<tr>
<td>Total</td>
<td>684</td>
<td>554</td>
<td>60</td>
<td>27</td>
<td>13</td>
<td>588</td>
<td>95</td>
<td>684</td>
</tr>
<tr>
<td>Yes</td>
<td>540</td>
<td>439</td>
<td>46</td>
<td>20</td>
<td>11</td>
<td>464</td>
<td>76</td>
<td>540</td>
</tr>
<tr>
<td>79%</td>
<td>79%</td>
<td>76%</td>
<td>74%</td>
<td>86%</td>
<td>79%</td>
<td>80%</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>52</td>
<td>43</td>
<td>3</td>
<td>2</td>
<td>*</td>
<td>45</td>
<td>7</td>
<td>52</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>2%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>92</td>
<td>72</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>79</td>
<td>13</td>
<td>92</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
<td>19%</td>
<td>18%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC4E** I’d like you to think about the ways that TV programme makers in the UK get money to make their programmes. Do you know whether they are allowed to receive money for particular products to appear in their programmes? So, for example, could a fashion company pay for a presenter to wear its clothes during a programme? Or could, a car manufacturer pay for a character to mention one of its cars in a scene in a drama?

Base: Children aged 12-15 who watch TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>AB</td>
</tr>
<tr>
<td>BASE</td>
<td>BASE 8-11</td>
<td>BASE 8-11</td>
<td>BASE 12-15</td>
</tr>
<tr>
<td>BASE</td>
<td>BASE 12-15</td>
<td></td>
<td>BASE ALL</td>
</tr>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE 8-11</td>
<td>FEMALE 8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE 12-15</td>
<td>FEMALE 12-15</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base: Children aged 12-15 who watch TV at home</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yes - programme makers can receive money in this way</th>
<th>No - programme makers cannot receive money in this way</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>185 (51%) * 185 (51%)</td>
<td>30 (8%) * 30 (8%)</td>
<td>149 (41%) * 149 (41%)</td>
</tr>
<tr>
<td>94 (52%) * 91 (50%)</td>
<td>16 (8%) * 14 (8%)</td>
<td>71 (39%) * 78 (43%)</td>
</tr>
<tr>
<td>16 (8%) * 14 (8%)</td>
<td>9 (8%) * 7 (8%)</td>
<td>71 (39%) * 78 (43%)</td>
</tr>
<tr>
<td>8 (7%) * 7 (7%)</td>
<td>12 (5%) * 15 (5%)</td>
<td>48 (26%) * 71 (45%)</td>
</tr>
<tr>
<td>11 (4%) * 11 (4%)</td>
<td>11 (4%) * 9 (4%)</td>
<td>44 (22%) * 37 (21%)</td>
</tr>
</tbody>
</table>
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC4E** I'd like you to think about the ways that TV programme makers in the UK get money to make their programmes. Do you know whether they are allowed to receive money for particular products to appear in their programmes? So, for example, could a fashion company pay for a presenter to wear its clothes during a programme? Or could, a car manufacturer pay for a character to mention one of its cars in a scene in a drama?

Base : Children aged 12-15 who watch TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td>Yes - programme makers can receive money in this way</td>
<td>185</td>
<td>140</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>157</td>
<td>**</td>
<td>**</td>
<td>185</td>
</tr>
<tr>
<td>51%</td>
<td>48%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>50%</td>
<td>**</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>No - programme makers cannot receive money in this way</td>
<td>30</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>**</td>
<td>8%</td>
<td>30</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>**</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>149</td>
<td>130</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>133</td>
<td>**</td>
<td>149</td>
<td></td>
</tr>
<tr>
<td>41%</td>
<td>44%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>42%</td>
<td>**</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Table 138

QC5 Which of these things, if any, are things that you don’t like about TV?

Base : Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1135</td>
<td>577</td>
<td>558</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>559</td>
<td>576</td>
<td>287</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>290</td>
<td>272</td>
<td>286</td>
</tr>
<tr>
<td>Total</td>
<td>722</td>
<td>359</td>
<td>364</td>
</tr>
<tr>
<td>Too many adverts</td>
<td>362</td>
<td>361</td>
<td>181</td>
</tr>
<tr>
<td>Not enough programmes that I like</td>
<td>78</td>
<td>74</td>
<td>31</td>
</tr>
<tr>
<td>Programmes that are on too late</td>
<td>74</td>
<td>70</td>
<td>40</td>
</tr>
<tr>
<td>Seeing things that make me feel sad, frightened or embarrassed</td>
<td>60</td>
<td>73</td>
<td>39</td>
</tr>
<tr>
<td>Seeing things that are too old for me</td>
<td>43</td>
<td>48</td>
<td>32</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>282</td>
<td>282</td>
<td>136</td>
</tr>
<tr>
<td>EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'</td>
<td>136</td>
<td>130</td>
<td>121</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 138

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

QC5 Which of these things, if any, are things that you don’t like about TV?

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>MALE 8-11</td>
<td>FEMALE 8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>MALE 12-15</td>
<td>FEMALE 12-15</td>
<td>C2</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>DE</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>MALE 8-11</td>
<td>FEMALE 8-11</td>
<td>ABC1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>MALE 12-15</td>
<td>FEMALE 12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>ALL</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td>1135</td>
<td>577</td>
<td>558</td>
<td>-</td>
<td>-</td>
<td>287</td>
<td>290</td>
<td>272</td>
<td>286</td>
<td>254</td>
<td>331</td>
<td>216</td>
<td>334</td>
<td>585</td>
<td>550</td>
<td>1135</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td>-</td>
<td>463</td>
<td>448</td>
<td>-</td>
<td>-</td>
<td>232</td>
<td>231</td>
<td>220</td>
<td>228</td>
<td>196</td>
<td>274</td>
<td>176</td>
<td>265</td>
<td>470</td>
<td>441</td>
<td>910</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td>-</td>
<td>-</td>
<td>362</td>
<td>361</td>
<td>-</td>
<td>181</td>
<td>178</td>
<td>181</td>
<td>183</td>
<td>151</td>
<td>225</td>
<td>139</td>
<td>208</td>
<td>376</td>
<td>346</td>
<td>722</td>
</tr>
</tbody>
</table>

Effective Weighted Sample

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td>910</td>
<td>463</td>
<td>448</td>
<td>-</td>
<td>-</td>
<td>232</td>
<td>231</td>
<td>220</td>
<td>228</td>
<td>196</td>
<td>274</td>
<td>176</td>
<td>265</td>
<td>470</td>
<td>441</td>
<td>910</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td>-</td>
<td>359</td>
<td>364</td>
<td>-</td>
<td>-</td>
<td>181</td>
<td>178</td>
<td>181</td>
<td>183</td>
<td>151</td>
<td>225</td>
<td>139</td>
<td>208</td>
<td>376</td>
<td>346</td>
<td>722</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td>-</td>
<td>-</td>
<td>362</td>
<td>361</td>
<td>-</td>
<td>181</td>
<td>178</td>
<td>181</td>
<td>183</td>
<td>151</td>
<td>225</td>
<td>139</td>
<td>208</td>
<td>376</td>
<td>346</td>
<td>722</td>
</tr>
</tbody>
</table>

These things don’t worry me! None of these

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td>158</td>
<td>93</td>
<td>65</td>
<td>-</td>
<td>-</td>
<td>45</td>
<td>48</td>
<td>35</td>
<td>30</td>
<td>30</td>
<td>51</td>
<td>28</td>
<td>49</td>
<td>81</td>
<td>77</td>
<td>158</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td>-</td>
<td>26%</td>
<td>18%</td>
<td>22%</td>
<td>22%</td>
<td>-</td>
<td>-</td>
<td>25%</td>
<td>27%</td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td>-</td>
<td>-%</td>
<td>26%</td>
<td>18%</td>
<td>22%</td>
<td>-%</td>
<td>-%</td>
<td>25%</td>
<td>27%</td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC5 Which of these things, if any, are things that you don't like about TV?**

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
<td>204</td>
<td>1135</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>765</td>
<td>152</td>
<td>910</td>
</tr>
<tr>
<td>Total</td>
<td>722</td>
<td>583</td>
<td>65</td>
<td>29</td>
<td>14</td>
<td>624</td>
<td>98</td>
<td>722</td>
</tr>
<tr>
<td>Too many adverts</td>
<td>471</td>
<td>385</td>
<td>40</td>
<td>14</td>
<td>11</td>
<td>402</td>
<td>70</td>
<td>471</td>
</tr>
<tr>
<td>65%</td>
<td>66%</td>
<td>62%</td>
<td>47%</td>
<td>81%</td>
<td>64%</td>
<td>71%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>c</td>
<td>abc</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>Not enough programmes that I like</td>
<td>152</td>
<td>117</td>
<td>14</td>
<td>4</td>
<td>4</td>
<td>137</td>
<td>16</td>
<td>152</td>
</tr>
<tr>
<td>21%</td>
<td>20%</td>
<td>22%</td>
<td>15%</td>
<td>31%</td>
<td>22%</td>
<td>16%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>acf</td>
<td>g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programmes that are on too late</td>
<td>144</td>
<td>120</td>
<td>10</td>
<td>3</td>
<td>5</td>
<td>119</td>
<td>26</td>
<td>144</td>
</tr>
<tr>
<td>20%</td>
<td>21%</td>
<td>16%</td>
<td>11%</td>
<td>37%</td>
<td>19%</td>
<td>26%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seeing things that make me feel sad, frightened or embarrassed</td>
<td>134</td>
<td>112</td>
<td>6</td>
<td>19</td>
<td>19</td>
<td>114</td>
<td>19</td>
<td>134</td>
</tr>
<tr>
<td>19%</td>
<td>19%</td>
<td>9%</td>
<td>19%</td>
<td>34%</td>
<td>18%</td>
<td>20%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seeing things that are too old for me</td>
<td>91</td>
<td>74</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>76</td>
<td>15</td>
<td>91</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
<td>8%</td>
<td>9%</td>
<td>26%</td>
<td>12%</td>
<td>15%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>abc</td>
<td>f</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>565</td>
<td>458</td>
<td>51</td>
<td>19</td>
<td>13</td>
<td>482</td>
<td>83</td>
<td>565</td>
</tr>
<tr>
<td>78%</td>
<td>78%</td>
<td>79%</td>
<td>64%</td>
<td>91%</td>
<td>77%</td>
<td>84%</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'</td>
<td>182</td>
<td>152</td>
<td>10</td>
<td>7</td>
<td>6</td>
<td>156</td>
<td>26</td>
<td>182</td>
</tr>
<tr>
<td>25%</td>
<td>26%</td>
<td>16%</td>
<td>24%</td>
<td>46%</td>
<td>25%</td>
<td>26%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>ab</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

Table 138

QC5 Which of these things, if any, are things that you don't like about TV?

Base: Children aged 8-15 who watch TV at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1135</td>
<td>691</td>
<td>155</td>
<td>128</td>
<td>124</td>
<td>931</td>
<td>204</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>910</td>
<td>670</td>
<td>141</td>
<td>117</td>
<td>120</td>
<td>765</td>
<td>152</td>
</tr>
<tr>
<td>Total</td>
<td>722</td>
<td>583</td>
<td>65</td>
<td>29</td>
<td>14</td>
<td>624</td>
<td>98</td>
</tr>
</tbody>
</table>

These things don't worry me/ None of these

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>d</td>
<td>d</td>
<td>abdefg</td>
<td>d</td>
<td>df</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td>These things don't worry me/ None of these</td>
<td>158</td>
<td>125</td>
<td>14</td>
<td>10</td>
<td>1</td>
<td>142</td>
<td>15</td>
</tr>
<tr>
<td>22%</td>
<td>22%</td>
<td>21%</td>
<td>36%</td>
<td>9%</td>
<td>23%</td>
<td>16%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 139

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQ6** Now we're going to talk about radio and how you listen to radio. Do you ever listen to the radio in the following ways at home?

**Base:** All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>558</td>
<td>272</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>448</td>
<td>220</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>364</td>
<td>181</td>
</tr>
</tbody>
</table>

**Through a traditional radio set (including portable sets, radio alarms, etc.)**

121 - 55 - 33% 121 - 33% 121 33% 33%

**Through your satellite or cable TV service or Freeview**

49 - 24 - 13% 49 - 13% 49 13% 13%

**Through a mobile phone - while at home**

8% - 15 - 8% 8% 8% 8% 8% 8%

**Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio with digital sound quality)**

7% - 9 - 7% 7% 7% 7% 7% 7%

**Over the internet (when broadcast or later or via a podcast)**

24 - 13 - 7% 24 - 7% 24 7% 7%

**Other way of listening to radio at home**

1 - 1 - 1 - 1 1 - 1 1 1 1 1 1 - 1 - 1 - 1%

**ANY RADIO LISTENING AT HOME**

50% - 85 - 50% 50% 50% 50% 50% 50%

Columns Tested: a,b,c  d,e  f,g,h,i,k  l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC6 Now we're going to talk about radio and how you listen to radio. Do you ever listen to the radio in the following ways at home?**

**Base:** All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>All</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>220</td>
<td>228</td>
</tr>
<tr>
<td>ANY DIGITAL RADIO LISTENING</td>
<td>448</td>
<td>220</td>
<td>228</td>
</tr>
<tr>
<td>ONLY TRADITIONAL RADIO LISTENING</td>
<td>448</td>
<td>220</td>
<td>228</td>
</tr>
<tr>
<td>Do not listen to radio at home</td>
<td>448</td>
<td>220</td>
<td>228</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 139**

### NPR6 Now we're going to talk about radio and how you listen to radio. Do you ever listen to the radio in the following ways at home?

<table>
<thead>
<tr>
<th>Base: All children aged 12-15</th>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td>Through a traditional radio set (including portable sets, radio alarms, etc.)</td>
<td>121</td>
<td>101</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>101</td>
<td>**</td>
<td>**</td>
<td>121</td>
</tr>
<tr>
<td>Through your satellite or cable TV service or Freeview</td>
<td>49</td>
<td>38</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>42</td>
<td>**</td>
<td>**</td>
<td>49</td>
</tr>
<tr>
<td>Through a mobile phone - while at home</td>
<td>29</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>23</td>
<td>**</td>
<td>**</td>
<td>29</td>
</tr>
<tr>
<td>Through a DAB digital radio set (a mix of existing and new stations not available on traditional radio with digital sound quality)</td>
<td>26</td>
<td>20</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>23</td>
<td>**</td>
<td>**</td>
<td>26</td>
</tr>
<tr>
<td>Over the internet (when broadcast or later or via a podcast)</td>
<td>24</td>
<td>20</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>24</td>
</tr>
<tr>
<td>Other way of listening to radio at home</td>
<td>1</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>1</td>
</tr>
<tr>
<td>ANY RADIO LISTENING AT HOME</td>
<td>181</td>
<td>150</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>155</td>
<td>**</td>
<td>**</td>
<td>181</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC6 Now we’re going to talk about radio and how you listen to radio. Do you ever listen to the radio in the following ways at home?

Base : All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>-b</td>
<td>-c</td>
<td>-d</td>
<td>e</td>
<td>-f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>ANY DIGITAL RADIO LISTENING</td>
<td>82</td>
<td>65</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>71</td>
<td>**</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>23%</td>
</tr>
<tr>
<td>ONLY TRADITIONAL RADIO LISTENING</td>
<td>92</td>
<td>78</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>77</td>
<td>**</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>26%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25%</td>
<td>**</td>
<td>25%</td>
</tr>
<tr>
<td>Do not listen to radio at home</td>
<td>182</td>
<td>144</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>159</td>
<td>**</td>
<td>182</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>49%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>51%</td>
<td>**</td>
<td>50%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10A In which rooms do you use the internet at home?**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
</tbody>
</table>

Living room/ lounge/ sitting room

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>7-11</th>
<th>8-11</th>
<th>12-15</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m,n,o,p,q,r
QC10A In which rooms do you use the internet at home?
Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Living room/lounge/sitting room</td>
<td>696</td>
<td>571</td>
<td>52</td>
<td>26</td>
<td>12</td>
<td>611</td>
<td>85</td>
<td>696</td>
</tr>
<tr>
<td></td>
<td>83%</td>
<td>82%</td>
<td>85%</td>
<td>87%</td>
<td>72%</td>
<td>84%</td>
<td>73%</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
<td>df</td>
</tr>
<tr>
<td>Bedroom - this child's</td>
<td>289</td>
<td>237</td>
<td>22</td>
<td>10</td>
<td>6</td>
<td>252</td>
<td>37</td>
<td>289</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>34%</td>
<td>36%</td>
<td>33%</td>
<td>38%</td>
<td>35%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>76</td>
<td>55</td>
<td>7</td>
<td>2</td>
<td>5</td>
<td>61</td>
<td>15</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
<td>8%</td>
<td>29%</td>
<td>8%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>abcdf</td>
<td>a</td>
<td>a</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
</tr>
<tr>
<td>Playroom/ family room</td>
<td>46</td>
<td>36</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>38</td>
<td>9</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>2%</td>
<td>12%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>aoe</td>
<td>aoe</td>
<td>aoe</td>
<td>aoe</td>
<td>aoe</td>
<td>aoe</td>
<td>aoe</td>
<td>aoe</td>
</tr>
<tr>
<td>Bedroom - parent's</td>
<td>42</td>
<td>39</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>33</td>
<td>8</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>%</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>Bedroom - other child's</td>
<td>28</td>
<td>24</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>24</td>
<td>4</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other room at home</td>
<td>47</td>
<td>40</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>32</td>
<td>15</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>6%</td>
<td>12%</td>
<td>4%</td>
<td>13%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 141

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

**QC10B In which room do you use the internet most often at home?**

**Base :** Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>692</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td></td>
<td>550</td>
<td>575</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Living room/ lounge/ sitting room</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td></td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
</tr>
<tr>
<td></td>
<td>m</td>
<td>n</td>
<td>o</td>
<td>p</td>
</tr>
<tr>
<td></td>
<td>q</td>
<td>r</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level:</strong> 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
**QC10B In which room do you use the internet most often at home?**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL</th>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living room/lounge/ sitting room</td>
<td>567</td>
<td>472</td>
<td>43</td>
<td>22</td>
<td>9</td>
<td>501</td>
<td>66</td>
<td>567</td>
<td>67% 68% 69% 73% 51% 69% 57% 67%</td>
</tr>
<tr>
<td>Bedroom - this child's</td>
<td>157</td>
<td>130</td>
<td>12</td>
<td>5</td>
<td>3</td>
<td>134</td>
<td>22</td>
<td>157</td>
<td>16% 3% 2% 4% 4% 3% 2% 4%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>34</td>
<td>25</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>25</td>
<td>9</td>
<td>34</td>
<td>2% 2% 5% 2% 4% 5% 5% 4%</td>
</tr>
<tr>
<td>Playroom/ family room</td>
<td>27</td>
<td>20</td>
<td>3</td>
<td>*</td>
<td>1</td>
<td>21</td>
<td>5</td>
<td>27</td>
<td>3% 3% 5% 2% 3% 5% 3% 3%</td>
</tr>
<tr>
<td>Bedroom - parent's</td>
<td>21</td>
<td>20</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>18</td>
<td>3</td>
<td>21</td>
<td>2% 3% *% *% 2% 2% 3% 2%</td>
</tr>
<tr>
<td>Bedroom - other child's</td>
<td>7</td>
<td>7</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>6</td>
<td>1</td>
<td>7</td>
<td>1% 1% *% *% 1% -% 1% 1%</td>
</tr>
<tr>
<td>Other room at home</td>
<td>31</td>
<td>26</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>22</td>
<td>9</td>
<td>31</td>
<td>4% 4% 2% 3% 11% 3% 3% 4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC11 Thinking about when you're using the internet at home, do you spend most of the time?

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>396</td>
<td>529</td>
</tr>
<tr>
<td>Using with an adult in the room with you</td>
<td>499</td>
<td>149</td>
<td>211</td>
</tr>
<tr>
<td>Using with other children, but no adults</td>
<td>71</td>
<td>11</td>
<td>28</td>
</tr>
<tr>
<td>Using on your own</td>
<td>272</td>
<td>18</td>
<td>77</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c-d,e-f,g,h,i,j,k-l,m,n,o,p,q,r
QC11 Thinking about when you’re using the internet at home, do you spend most of the time?

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
<td></td>
</tr>
<tr>
<td>Using with an adult in the room with you</td>
<td>499</td>
<td>406</td>
<td>38</td>
<td>21</td>
<td>9</td>
<td>437</td>
<td>63</td>
<td>499</td>
<td></td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>58%</td>
<td>61%</td>
<td>68%</td>
<td>55%</td>
<td>60%</td>
<td>54%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Using with other children, but no adults</td>
<td>71</td>
<td>62</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>58</td>
<td>13</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>4%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>12%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Using on your own</td>
<td>272</td>
<td>230</td>
<td>22</td>
<td>6</td>
<td>6</td>
<td>232</td>
<td>40</td>
<td>272</td>
<td></td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>33%</td>
<td>35%</td>
<td>25%</td>
<td>37%</td>
<td>32%</td>
<td>34%</td>
<td>32%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
# OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011

Table 143

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

NQC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?

Base : All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>-</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>-</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>-</td>
<td>364</td>
</tr>
<tr>
<td>A laptop/ netbook</td>
<td>256</td>
<td>-</td>
<td>256</td>
</tr>
<tr>
<td>A desktop PC</td>
<td>172</td>
<td>-</td>
<td>172</td>
</tr>
<tr>
<td>A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)</td>
<td>95</td>
<td>-</td>
<td>95</td>
</tr>
<tr>
<td>A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)</td>
<td>81</td>
<td>-</td>
<td>81</td>
</tr>
<tr>
<td>A portable media player (like an iPod Touch or Archos)</td>
<td>44</td>
<td>-</td>
<td>44</td>
</tr>
<tr>
<td>A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)</td>
<td>20</td>
<td>-</td>
<td>20</td>
</tr>
<tr>
<td>A tablet computer (like an iPad)</td>
<td>13</td>
<td>-</td>
<td>13</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
NQC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?

Base : All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>Significant Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unweighted total  | 448 | 220 | 228 | 220 | 228 | 97 | 138 | 78 | 136 | 234 | 214 | 448

Effective Weighted Sample  | 364 | 181 | 183 | 181 | 183 | 76 | 114 | 63 | 110 | 191 | 173 | 364

Other type of device  | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1

Non of these/ Do not go online at home  | 15 | 9 | 6 | 9 | 6 | - | 2 | - | 9 | 2 | 13 | 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,q,r
Table 143

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

NQC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All children aged 12-15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td>A laptop/ netbook</td>
<td>256</td>
<td>209</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>219</td>
<td>**</td>
<td>256</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>71%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>70%</td>
<td>**</td>
<td>70%</td>
<td>**</td>
</tr>
<tr>
<td>A desktop PC</td>
<td>172</td>
<td>138</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>147</td>
<td>**</td>
<td>172</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>47%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>47%</td>
<td>**</td>
<td>47%</td>
<td>**</td>
</tr>
<tr>
<td>A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)</td>
<td>95</td>
<td>79</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>83</td>
<td>**</td>
<td>95</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>26%</td>
<td>**</td>
<td>26%</td>
<td>**</td>
</tr>
<tr>
<td>A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)</td>
<td>81</td>
<td>65</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>69</td>
<td>**</td>
<td>81</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>22%</td>
<td>**</td>
</tr>
<tr>
<td>A portable media player (like an iPod Touch or Archos)</td>
<td>44</td>
<td>39</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35</td>
<td>**</td>
<td>44</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11%</td>
<td>**</td>
<td>12%</td>
<td>**</td>
</tr>
<tr>
<td>A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)</td>
<td>20</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>20</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>6%</td>
<td>**</td>
</tr>
<tr>
<td>A tablet computer (like an iPad)</td>
<td>13</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10</td>
<td>**</td>
<td>13</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>4%</td>
<td>**</td>
</tr>
<tr>
<td>Other type of device</td>
<td>1</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>**</td>
<td>1</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>*%</td>
<td>**</td>
<td>*%</td>
<td>**</td>
</tr>
<tr>
<td>None of these/ Do not go online at home</td>
<td>15</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>**</td>
<td>15</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
<td>**</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
NQC11A Please think about any reason you may have for going online at home - maybe to look at a website, watch a TV programme or video clip, play games online, check emails or visit a social networking site. Do you ever use any of the following devices to go online at home?

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N.IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>**</td>
<td>1</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### NQC11B And when you go online at home, which device do you mostly use?

**Base:** All children aged 12-15

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB C1</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>558</td>
<td>272</td>
<td>286</td>
<td>127</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>448</td>
<td>220</td>
<td>228</td>
<td>97</td>
</tr>
<tr>
<td><strong>A laptop/ netbook</strong></td>
<td>190</td>
<td>87</td>
<td>104</td>
<td>87</td>
</tr>
<tr>
<td><strong>A desktop PC</strong></td>
<td>96</td>
<td>53</td>
<td>43</td>
<td>53</td>
</tr>
<tr>
<td><strong>A mobile phone/ Smartphone</strong></td>
<td>24</td>
<td>3</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td><strong>A games console connected to a TV</strong></td>
<td>19</td>
<td>1</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td><strong>A portable media player</strong></td>
<td>11</td>
<td>7</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td><strong>A tablet computer</strong></td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>A portable or handheld games player</strong></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>None of these/ do not go online at home</strong></td>
<td>15</td>
<td>9</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

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

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
NQC11B And when you go online at home, which device do you mostly use?

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Don't know

*% -% -% *% *% -% -% -% -% -% *% -% -% ** 1 - 1 1
NQC11B And when you go online at home, which device do you mostly use?

Base : All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N.IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a ~b</td>
<td>~c</td>
<td>~d</td>
<td>e ~f</td>
<td>g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>A laptop/ netbook</td>
<td>190</td>
<td>155</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>163</td>
<td>**</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>52%</td>
<td>53%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>52%</td>
<td>**</td>
<td>52%</td>
</tr>
<tr>
<td>A desktop PC</td>
<td>96</td>
<td>79</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>84</td>
<td>**</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>27%</td>
<td>**</td>
<td>26%</td>
</tr>
<tr>
<td>A mobile phone/ Smartphone (e.g. iPhone/ BlackBerry)</td>
<td>24</td>
<td>20</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
</tr>
<tr>
<td>A games console connected to a TV (e.g. PlayStation/ Xbox/ Wii)</td>
<td>19</td>
<td>15</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>**</td>
<td>5%</td>
</tr>
<tr>
<td>A portable media player (like an iPod Touch or Archos)</td>
<td>11</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10</td>
<td>**</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>3%</td>
</tr>
<tr>
<td>A tablet computer (like an iPad)</td>
<td>6</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>2%</td>
</tr>
<tr>
<td>A portable or handheld games player (e.g. Nintendo DS/ Sony PSP)</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>1%</td>
</tr>
<tr>
<td>None of these/ do not go online at home</td>
<td>15</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>**</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>*%</td>
<td>**</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

**Table 145**

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

**NQC13A HOW OFTEN USE INTERNET FOR - Send or receive emails**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td>5-7</td>
<td>396</td>
<td>100</td>
<td>692</td>
</tr>
<tr>
<td>8-11</td>
<td>496</td>
<td>100</td>
<td>550</td>
</tr>
<tr>
<td>12-15</td>
<td>529</td>
<td>100</td>
<td>159</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>78</td>
<td>3 TO 7</td>
<td>5 TO 7</td>
<td>55</td>
</tr>
<tr>
<td>9%</td>
<td>4 TO 11</td>
<td>8 TO 11</td>
<td>5%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>No much</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>29</td>
<td>9 TO 15</td>
<td>8 TO 15</td>
<td>8%</td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>484</td>
<td>b c</td>
<td>57%</td>
<td>100</td>
</tr>
<tr>
<td>165</td>
<td>a bc</td>
<td>97%</td>
<td>100</td>
</tr>
</tbody>
</table>

Total: 843

Effective Weighted Sample: 1125

Unweighted total: 1421

Effective Weighted Sample: 1125

Columns Tested: a,b,c - d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC13A HOW OFTEN USE INTERNET FOR - Send or receive emails

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
</tr>
<tr>
<td></td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>b</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
</tr>
<tr>
<td></td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Not much</td>
<td></td>
</tr>
<tr>
<td></td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Never</td>
<td></td>
</tr>
<tr>
<td></td>
<td>484</td>
</tr>
<tr>
<td></td>
<td>57%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQC13B HOW OFTEN USE INTERNET FOR - Instant Messaging

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE</td>
<td>FEMALE</td>
<td>5-7</td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>12-15</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total: 1421
Effective Weighted Sample: 1125

Total

Most days

Once or twice a week

Not much

Never

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 146**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>113</td>
<td>91</td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>92</td>
<td>21</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>18%</td>
<td>14%</td>
<td>16%</td>
<td>13%</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>79</td>
<td>63</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>68</td>
<td>10</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>5%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Not much</td>
<td>113</td>
<td>94</td>
<td>9</td>
<td>3</td>
<td>2</td>
<td>101</td>
<td>12</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>10%</td>
<td>13%</td>
<td>14%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Never</td>
<td>538</td>
<td>451</td>
<td>36</td>
<td>19</td>
<td>11</td>
<td>465</td>
<td>73</td>
<td>538</td>
</tr>
<tr>
<td></td>
<td>64%</td>
<td>65%</td>
<td>57%</td>
<td>64%</td>
<td>66%</td>
<td>64%</td>
<td>63%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g
**Table 147**

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

**NQC13C HOW OFTEN USE INTERNET FOR - Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter**

Base : Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Children aged 5-15 who use the internet at home through any device</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC13C HOW OFTEN USE INTERNET FOR** - Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>244</td>
<td>200</td>
<td>18</td>
<td>10</td>
<td>5</td>
<td>211</td>
<td>33</td>
<td>244</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>29%</td>
<td>29%</td>
<td>33%</td>
<td>28%</td>
<td>29%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>79</td>
<td>57</td>
<td>11</td>
<td>4</td>
<td>2</td>
<td>71</td>
<td>8</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>8%</td>
<td>18%</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Not much</td>
<td>59</td>
<td>44</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>52</td>
<td>8</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>12%</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Never</td>
<td>461</td>
<td>397</td>
<td>25</td>
<td>13</td>
<td>9</td>
<td>394</td>
<td>67</td>
<td>461</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>57%</td>
<td>41%</td>
<td>43%</td>
<td>53%</td>
<td>54%</td>
<td>58%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### NQ13D HOW OFTEN USE INTERNET FOR - Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia

**Base:** Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1125</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>1421</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td>1421</td>
<td>1421</td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>1125</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>1125</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>1125</td>
<td>1125</td>
<td></td>
</tr>
</tbody>
</table>

**Columns Tested:** a,b,c,d.e,f,g,h,i,k,l,m,n,o,p,q,r

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 148**

**NQC13D HOW OFTEN USE INTERNET FOR - Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>58</td>
<td>52</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>48</td>
<td>10</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>114</td>
<td>96</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>97</td>
<td>17</td>
<td>114</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Not much</td>
<td>155</td>
<td>121</td>
<td>14</td>
<td>5</td>
<td>3</td>
<td>131</td>
<td>24</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>17%</td>
<td>22%</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Never</td>
<td>515</td>
<td>430</td>
<td>38</td>
<td>19</td>
<td>11</td>
<td>451</td>
<td>65</td>
<td>515</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>62%</td>
<td>62%</td>
<td>64%</td>
<td>64%</td>
<td>62%</td>
<td>56%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC13E HOW OFTEN USE INTERNET FOR - School work or homework**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter - Base: 01727 899 399
NQC13E HOW OFTEN USE INTERNET FOR - School work or homework

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>211</td>
<td>181</td>
<td>6</td>
<td>8</td>
<td>4</td>
<td>187</td>
<td>24</td>
<td>211</td>
</tr>
<tr>
<td>25%</td>
<td>26%</td>
<td>9%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>21%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>317</td>
<td>264</td>
<td>24</td>
<td>13</td>
<td>5</td>
<td>272</td>
<td>45</td>
<td>317</td>
</tr>
<tr>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>42%</td>
<td>28%</td>
<td>37%</td>
<td>39%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>168</td>
<td>136</td>
<td>20</td>
<td>4</td>
<td>3</td>
<td>139</td>
<td>29</td>
<td>168</td>
</tr>
<tr>
<td>20%</td>
<td>19%</td>
<td>32%</td>
<td>13%</td>
<td>21%</td>
<td>19%</td>
<td>25%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>147</td>
<td>117</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>129</td>
<td>18</td>
<td>147</td>
</tr>
<tr>
<td>17%</td>
<td>17%</td>
<td>21%</td>
<td>19%</td>
<td>25%</td>
<td>18%</td>
<td>16%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
Table 150

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

NQC13F HOW OFTEN USE INTERNET FOR - Playing games on websites or online

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7844</td>
<td>2314</td>
<td>13124</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17% 13% 18% 19%</td>
<td>12% 11% 9% 10%</td>
<td>26% 19% 22% 23%</td>
<td>36% 28% 30% 32%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>250</td>
<td>53</td>
<td>106</td>
</tr>
<tr>
<td>Not much</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>167 41 99 67</td>
<td>151 34 42 57</td>
<td>26 31 40 24</td>
<td>22 24 29 29</td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>279 62 94 122</td>
<td>151 34 42 57</td>
<td>26 31 40 24</td>
<td>22 24 29 29</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
### NQ13F HOW OFTEN USE INTERNET FOR - Playing games on websites or online

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>147</td>
<td>122</td>
<td>10</td>
<td>6</td>
<td>2</td>
<td>122</td>
<td>25</td>
<td>147</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
<td>21%</td>
<td>13%</td>
<td>17%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>250</td>
<td>210</td>
<td>19</td>
<td>10</td>
<td>5</td>
<td>217</td>
<td>34</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>30%</td>
<td>31%</td>
<td>33%</td>
<td>29%</td>
<td>30%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Not much</td>
<td>167</td>
<td>139</td>
<td>16</td>
<td>4</td>
<td>3</td>
<td>145</td>
<td>22</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>20%</td>
<td>26%</td>
<td>14%</td>
<td>18%</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Never</td>
<td>279</td>
<td>228</td>
<td>17</td>
<td>10</td>
<td>7</td>
<td>243</td>
<td>36</td>
<td>279</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>33%</td>
<td>27%</td>
<td>32%</td>
<td>40%</td>
<td>33%</td>
<td>31%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

NQC13G HOW OFTEN USE INTERNET FOR - Downloading or playing music

Base : Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>Table 151</th>
<th><strong>CHILD’S AGE</strong></th>
<th><strong>CHILD’S GENDER</strong></th>
<th><strong>CHILD’S AGE &amp; GENDER</strong></th>
<th><strong>SOCIAL GRADE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Most days</td>
<td>843</td>
<td>179</td>
<td>316</td>
<td>348</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>133</td>
<td>5</td>
<td>20</td>
<td>72</td>
</tr>
<tr>
<td>Not much</td>
<td>116</td>
<td>7</td>
<td>38</td>
<td>72</td>
</tr>
<tr>
<td>Never</td>
<td>496</td>
<td>162</td>
<td>215</td>
<td>118</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQC13G HOW OFTEN USE INTERNET FOR - Downloading or playing music

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>97</td>
<td>82</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>83</td>
<td>14</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>133</td>
<td>113</td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>110</td>
<td>24</td>
<td>133</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16%</td>
<td>16%</td>
<td>17%</td>
<td>13%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Not much</td>
<td>116</td>
<td>97</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>104</td>
<td>12</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14%</td>
<td>14%</td>
<td>10%</td>
<td>11%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Never</td>
<td>496</td>
<td>407</td>
<td>40</td>
<td>20</td>
<td>9</td>
<td>430</td>
<td>66</td>
<td>496</td>
</tr>
<tr>
<td></td>
<td></td>
<td>59%</td>
<td>58%</td>
<td>64%</td>
<td>66%</td>
<td>56%</td>
<td>59%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 152

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

**NQC13H HOW OFTEN USE INTERNET FOR - Listening to radio over the internet**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Most days</td>
<td>18</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>34</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Not much</td>
<td>57</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Never</td>
<td>734</td>
<td>173</td>
<td>286</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 152

NQC13H HOW OFTEN USE INTERNET FOR - Listening to radio over the internet

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>18</td>
<td>15</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>16</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>34</td>
<td>27</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>27</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Not much</td>
<td>57</td>
<td>50</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>49</td>
<td>8</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Never</td>
<td>734</td>
<td>606</td>
<td>57</td>
<td>27</td>
<td>15</td>
<td>635</td>
<td>99</td>
<td>734</td>
</tr>
<tr>
<td></td>
<td>87%</td>
<td>87%</td>
<td>92%</td>
<td>89%</td>
<td>87%</td>
<td>87%</td>
<td>85%</td>
<td>87%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 153**

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC131 HOW OFTEN USE INTERNET FOR - Going to a TV channel's website or to particular TV programme websites**

Base : Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>179</td>
<td>316</td>
<td>348</td>
</tr>
<tr>
<td>Most days</td>
<td>34</td>
<td>14</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>8%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>134</td>
<td>29</td>
<td>49</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Not much</td>
<td>200</td>
<td>34</td>
<td>71</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>19%</td>
<td>22%</td>
<td>27%</td>
</tr>
<tr>
<td>Never</td>
<td>474</td>
<td>103</td>
<td>190</td>
<td>182</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>58%</td>
<td>60%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC131 HOW OFTEN USE INTERNET FOR - Going to a TV channel's website or to particular TV programme websites**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>34</td>
<td>29</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>28</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>134</td>
<td>114</td>
<td>9</td>
<td>5</td>
<td>3</td>
<td>114</td>
<td>20</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>20%</td>
<td>16%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Not much</td>
<td>200</td>
<td>168</td>
<td>14</td>
<td>3</td>
<td>3</td>
<td>175</td>
<td>25</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>24%</td>
<td>23%</td>
<td>11%</td>
<td>17%</td>
<td>24%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Never</td>
<td>474</td>
<td>387</td>
<td>38</td>
<td>21</td>
<td>10</td>
<td>410</td>
<td>64</td>
<td>474</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>55%</td>
<td>61%</td>
<td>69%</td>
<td>57%</td>
<td>56%</td>
<td>55%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

### Table 154

NQC13J HOW OFTEN USE INTERNET FOR - General surfing/ browsing/ looking around the internet

Base : Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC13J HOW OFTEN USE INTERNET FOR - General surfing/ browsing/ looking around the internet**

**Base**: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>160</td>
<td>137</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>134</td>
<td>27</td>
<td>160</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>20%</td>
<td>11%</td>
<td>17%</td>
<td>21%</td>
<td>18%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>187</td>
<td>149</td>
<td>15</td>
<td>10</td>
<td>3</td>
<td>165</td>
<td>22</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>21%</td>
<td>23%</td>
<td>34%</td>
<td>18%</td>
<td>23%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Not much</td>
<td>187</td>
<td>154</td>
<td>16</td>
<td>3</td>
<td>4</td>
<td>166</td>
<td>22</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>22%</td>
<td>26%</td>
<td>11%</td>
<td>23%</td>
<td>23%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Never</td>
<td>308</td>
<td>259</td>
<td>24</td>
<td>12</td>
<td>6</td>
<td>263</td>
<td>46</td>
<td>308</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>37%</td>
<td>39%</td>
<td>38%</td>
<td>38%</td>
<td>36%</td>
<td>40%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQC13K HOW OFTEN USE INTERNET FOR - Watching or downloading clips or whole TV programmes or films

**Base**: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th></th>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>217</td>
<td>140</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td></td>
<td>102</td>
<td>123</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>51</td>
<td>100</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQ13K HOW OFTEN USE INTERNET FOR - Watching or downloading clips or whole TV programmes or films

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>Most days</td>
<td>16</td>
<td>12</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>aeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>81</td>
<td>69</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>71</td>
<td>10</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td>6%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Not much</td>
<td>119</td>
<td>100</td>
<td>9</td>
<td>1</td>
<td>3</td>
<td>101</td>
<td>18</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>4%</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>Never</td>
<td>628</td>
<td>517</td>
<td>45</td>
<td>26</td>
<td>12</td>
<td>543</td>
<td>85</td>
<td>628</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>74%</td>
<td>73%</td>
<td>85%</td>
<td>74%</td>
<td>75%</td>
<td>73%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## NQC13L HOW OFTEN USE INTERNET FOR - Going to sites about news and what is going on in the world

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>-</td>
<td>316</td>
</tr>
<tr>
<td>Most days</td>
<td>13</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>65</td>
<td>-</td>
<td>26</td>
</tr>
<tr>
<td>Not much</td>
<td>117</td>
<td>-</td>
<td>39</td>
</tr>
<tr>
<td>Never</td>
<td>468</td>
<td>-</td>
<td>246</td>
</tr>
</tbody>
</table>

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

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

**NQC13L HOW OFTEN USE INTERNET FOR - Going to sites about news and what is going on in the world**

Base : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>169</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td>13</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>11</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>65</td>
<td>53</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>58</td>
<td>7</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>18%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Not much</td>
<td>117</td>
<td>101</td>
<td>8</td>
<td>2</td>
<td>3</td>
<td>103</td>
<td>14</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>19%</td>
<td>14%</td>
<td>6%</td>
<td>23%</td>
<td>18%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Never</td>
<td>488</td>
<td>379</td>
<td>40</td>
<td>22</td>
<td>7</td>
<td>399</td>
<td>69</td>
<td>468</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>69%</td>
<td>77%</td>
<td>84%</td>
<td>56%</td>
<td>70%</td>
<td>74%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 157

**NQC13M HOW OFTEN USE INTERNET FOR - Going to sites where people can add and change information, like blogs or sites like Wikipedia**

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1025</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>-</td>
<td>316</td>
</tr>
<tr>
<td>Most days</td>
<td>17</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>3%</td>
<td>-%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>b</td>
<td>i</td>
<td></td>
<td>i</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>73</td>
<td>-</td>
<td>21</td>
</tr>
<tr>
<td>11%</td>
<td>-%</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>b</td>
<td>i</td>
<td></td>
<td>i</td>
</tr>
<tr>
<td>Not much</td>
<td>110</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td>17%</td>
<td>-%</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>b</td>
<td>q</td>
<td></td>
<td>q</td>
</tr>
<tr>
<td>Never</td>
<td>464</td>
<td>-</td>
<td>257</td>
</tr>
<tr>
<td>70%</td>
<td>-%</td>
<td>81%</td>
<td>59%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
### NQC13M HOW OFTEN USE INTERNET FOR - Going to sites where people can add and change information, like blogs or sites like Wikipedia

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td>17</td>
<td>16</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>14</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>73</td>
<td>65</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>58</td>
<td>14</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>12%</td>
<td>4%</td>
<td>5%</td>
<td>18%</td>
<td>10%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Not much</td>
<td>110</td>
<td>91</td>
<td>11</td>
<td>2</td>
<td>2</td>
<td>98</td>
<td>13</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>17%</td>
<td>20%</td>
<td>9%</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Never</td>
<td>464</td>
<td>374</td>
<td>39</td>
<td>22</td>
<td>8</td>
<td>401</td>
<td>63</td>
<td>464</td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>68%</td>
<td>75%</td>
<td>85%</td>
<td>64%</td>
<td>70%</td>
<td>67%</td>
<td>70%</td>
</tr>
</tbody>
</table>

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

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

**Table 158**

NQC13N HOW OFTEN USE INTERNET FOR - Watching or downloading videos made by people/ the general public like on YouTube

Base : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>828</td>
<td>402</td>
<td>426</td>
</tr>
</tbody>
</table>

<p>| Significance Level: 95% |</p>
<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>828</td>
<td>402</td>
<td>426</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ13N How often use Internet for - Watching or downloading videos made by people/the general public like on YouTube**

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URMAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td>73</td>
<td>64</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>62</td>
<td>11</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>12%</td>
<td>5%</td>
<td>10%</td>
<td>13%</td>
<td>11%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>148</td>
<td>126</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>126</td>
<td>22</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>23%</td>
<td>18%</td>
<td>22%</td>
<td>26%</td>
<td>22%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Not much</td>
<td>133</td>
<td>108</td>
<td>13</td>
<td>3</td>
<td>2</td>
<td>116</td>
<td>18</td>
<td>133</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>20%</td>
<td>25%</td>
<td>12%</td>
<td>17%</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>309</td>
<td>248</td>
<td>27</td>
<td>15</td>
<td>6</td>
<td>267</td>
<td>42</td>
<td>309</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>45%</td>
<td>52%</td>
<td>57%</td>
<td>45%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g
Table 159

NQC130 HOW OFTEN USE INTERNET FOR - Watching or downloading music videos

Base : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>TOTAL</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td></td>
<td>-d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td></td>
<td>-g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>-j</td>
<td>k</td>
<td>l</td>
</tr>
<tr>
<td></td>
<td>-m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td></td>
<td>-p</td>
<td>q</td>
<td>r</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Most days</td>
<td>32</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>5%</td>
<td>-%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>99</td>
<td>-</td>
<td>27</td>
</tr>
<tr>
<td>15%</td>
<td>-%</td>
<td>9%</td>
<td>21%</td>
</tr>
<tr>
<td>Not much</td>
<td>112</td>
<td>-</td>
<td>31</td>
</tr>
<tr>
<td>17%</td>
<td>-%</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>Never</td>
<td>421</td>
<td>-</td>
<td>251</td>
</tr>
<tr>
<td>63%</td>
<td>-%</td>
<td>79%</td>
<td>49%</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
NQC130 HOW OFTEN USE INTERNET FOR - Watching or downloading music videos

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td>32</td>
<td>28</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>29</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>99</td>
<td>85</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>85</td>
<td>14</td>
<td>99</td>
</tr>
<tr>
<td>15%</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Not much</td>
<td>112</td>
<td>88</td>
<td>12</td>
<td>3</td>
<td>3</td>
<td>98</td>
<td>14</td>
<td>112</td>
</tr>
<tr>
<td>17%</td>
<td>16%</td>
<td>22%</td>
<td>10%</td>
<td>21%</td>
<td>17%</td>
<td>15%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>421</td>
<td>345</td>
<td>32</td>
<td>19</td>
<td>7</td>
<td>359</td>
<td>62</td>
<td>421</td>
</tr>
<tr>
<td>63%</td>
<td>63%</td>
<td>62%</td>
<td>71%</td>
<td>57%</td>
<td>63%</td>
<td>67%</td>
<td>63%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC13P HOW OFTEN USE INTERNET FOR**

- Going to photo sharing websites like Flickr or Snapfish

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 7-12</td>
<td>AB</td>
</tr>
<tr>
<td>Base: Children aged 8-15 who use the internet at home through any device</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>-</td>
<td>- 496</td>
<td>529</td>
<td>507</td>
<td>518</td>
<td>-</td>
<td>- 252</td>
<td>244</td>
<td>255</td>
<td>274</td>
<td>250</td>
<td>309</td>
<td>194</td>
<td>272</td>
<td>559</td>
<td>466</td>
<td>1025</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>- 402</td>
<td>426</td>
<td>410</td>
<td>418</td>
<td>-</td>
<td>-</td>
<td>- 204</td>
<td>199</td>
<td>206</td>
<td>220</td>
<td>194</td>
<td>257</td>
<td>159</td>
<td>218</td>
<td>450</td>
<td>378</td>
<td>828</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>- 316</td>
<td>348</td>
<td>330</td>
<td>334</td>
<td>-</td>
<td>- 159</td>
<td>158</td>
<td>171</td>
<td>177</td>
<td>149</td>
<td>214</td>
<td>126</td>
<td>176</td>
<td>362</td>
<td>301</td>
<td>664</td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td>6</td>
<td>- 1</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>-</td>
<td>- 1</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>*</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>%</td>
<td>2%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>6%</td>
<td></td>
<td></td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>11</td>
<td>- 3</td>
<td>9</td>
<td>3</td>
<td>8</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>31</td>
<td>- 5</td>
<td>25</td>
<td>18</td>
<td>13</td>
<td>-</td>
<td>2</td>
<td>3</td>
<td>16</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>8</td>
<td>17</td>
<td>14</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td>-%</td>
<td>2%</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>2%</td>
<td>9%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>93%</td>
<td>-%</td>
<td>97%</td>
<td>99%</td>
<td>93%</td>
<td>92%</td>
<td>-%</td>
<td>-%</td>
<td>98%</td>
<td>96%</td>
<td>88%</td>
<td>89%</td>
<td>92%</td>
<td>93%</td>
<td>93%</td>
<td>92%</td>
<td>93%</td>
<td>93%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQC13P HOW OFTEN USE INTERNET FOR - Going to photo sharing websites like Flickr or Snapfish

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td>6</td>
<td>5</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
<td>11</td>
<td>9</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Not much</td>
<td></td>
<td>31</td>
<td>22</td>
<td>4</td>
<td>1</td>
<td>*</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td>616</td>
<td>509</td>
<td>48</td>
<td>25</td>
<td>12</td>
<td>530</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>93%</td>
<td>93%</td>
<td>91%</td>
<td>95%</td>
<td>93%</td>
<td>93%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 161

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

**NQC13Q HOW OFTEN USE INTERNET FOR - Making or receiving telephone calls using a webcam over the internet using services like Skype**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### NQC13Q HOW OFTEN USE INTERNET FOR - Making or receiving telephone calls using a webcam over the internet using services like Skype

**Base:** Children aged 8-15 who use the internet at home through any device

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

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>12</td>
<td>9</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>10</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>On most days</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>21</td>
<td>20</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>18</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>-%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>44</td>
<td>39</td>
<td>4</td>
<td>*</td>
<td>1</td>
<td>32</td>
<td>12</td>
<td>44</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>1%</td>
<td>7%</td>
<td>6%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Not much</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>587</td>
<td>479</td>
<td>47</td>
<td>26</td>
<td>11</td>
<td>511</td>
<td>75</td>
<td>587</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>88%</td>
<td>88%</td>
<td>89%</td>
<td>99%</td>
<td>85%</td>
<td>90%</td>
<td>81%</td>
<td>88%</td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>8%</td>
<td>8%</td>
<td>89%</td>
<td>99%</td>
<td>85%</td>
<td>90%</td>
<td>81%</td>
<td>88%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>f</td>
<td>f</td>
<td>abdefg</td>
<td>f</td>
<td>f</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

### NQC13R HOW OFTEN USE INTERNET FOR - Buying things online

**Base**: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Column Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r</td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 162**

**NQC13R HOW OFTEN USE INTERNET FOR - Buying things online**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Most days</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>*</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>e</td>
<td>cg</td>
<td>g</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11%</td>
<td>11%</td>
<td>17%</td>
<td>6%</td>
<td>2%</td>
<td>15</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11%</td>
<td>11%</td>
<td>17%</td>
<td>6%</td>
<td>10%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11%</td>
<td>11%</td>
<td>17%</td>
<td>6%</td>
<td>2%</td>
<td>15</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11%</td>
<td>11%</td>
<td>17%</td>
<td>6%</td>
<td>10%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>88%</td>
<td>88%</td>
<td>79%</td>
<td>94%</td>
<td>86%</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>88%</td>
<td>88%</td>
<td>79%</td>
<td>94%</td>
<td>86%</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>582</td>
<td>481</td>
<td>42</td>
<td>24</td>
<td>11</td>
<td>507</td>
<td>75</td>
<td>582</td>
</tr>
<tr>
<td></td>
<td>88%</td>
<td>88%</td>
<td>79%</td>
<td>94%</td>
<td>86%</td>
<td>89%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>88%</td>
<td>88%</td>
<td>79%</td>
<td>94%</td>
<td>86%</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>88%</td>
<td>88%</td>
<td>79%</td>
<td>94%</td>
<td>86%</td>
<td>89%</td>
<td>88%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

### NQC13S HOW OFTEN USE INTERNET FOR - Sell things online

**Base**: Children aged 8-15 who use the internet at home through any device

---

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>-</td>
<td>316</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>Most days</th>
<th>Once or twice a week</th>
<th>Not much</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC13S HOW OFTEN USE INTERNET FOR - Sell things online**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Most days</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>4</td>
<td>3</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Not much</td>
<td>21</td>
<td>18</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>15</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Never</td>
<td>638</td>
<td>524</td>
<td>51</td>
<td>26</td>
<td>13</td>
<td>553</td>
<td>85</td>
<td>638</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT LEAST WEEKLY

**Base**: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### CHILD'S AGE

- 5 TO 7
- 8 TO 11
- 12 TO 15

#### CHILD'S GENDER

- MALE
- FEMALE

#### CHILD'S AGE & GENDER

- 5-7
- 8-11
- 12-15

#### SOCIAL GRADE

- AB
- C1
- C2
- DE
- ABC1
- C2DE

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
</tr>
</tbody>
</table>

#### School work or homework

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>528</td>
<td>397</td>
</tr>
<tr>
<td>8-11</td>
<td>63%</td>
<td>47%</td>
</tr>
<tr>
<td>12-15</td>
<td>62%</td>
<td>47%</td>
</tr>
</tbody>
</table>

#### Playing games on websites or online

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>397</td>
<td>224</td>
</tr>
<tr>
<td>8-11</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>12-15</td>
<td>47%</td>
<td>54%</td>
</tr>
</tbody>
</table>

#### General surfing/browsing/looking around the internet

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>347</td>
<td>175</td>
</tr>
<tr>
<td>8-11</td>
<td>41%</td>
<td>61%</td>
</tr>
<tr>
<td>12-15</td>
<td>41%</td>
<td>61%</td>
</tr>
</tbody>
</table>

#### Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>323</td>
<td>145</td>
</tr>
<tr>
<td>8-11</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>12-15</td>
<td>38%</td>
<td>35%</td>
</tr>
</tbody>
</table>

#### Downloading or playing music

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>231</td>
<td>99</td>
</tr>
<tr>
<td>8-11</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>12-15</td>
<td>27%</td>
<td>24%</td>
</tr>
</tbody>
</table>

#### Instant Messaging

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>182</td>
<td>78</td>
</tr>
<tr>
<td>8-11</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>12-15</td>
<td>23%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Columns Tested: abc - de - fg,ijk - lmnopqr
### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT LEAST WEEKLY

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Base: 01727 899 399</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia</td>
<td>172</td>
<td>20%</td>
<td>18%</td>
<td>32%</td>
<td>101</td>
</tr>
<tr>
<td>Going to a TV channel's website or to particular TV programme websites</td>
<td>169</td>
<td>20%</td>
<td>24%</td>
<td>18%</td>
<td>169</td>
</tr>
<tr>
<td>Send or receive emails</td>
<td>159</td>
<td>19%</td>
<td>2%</td>
<td>13%</td>
<td>159</td>
</tr>
<tr>
<td>Watching or downloading clips or whole TV programmes or films</td>
<td>97</td>
<td>11%</td>
<td>5%</td>
<td>9%</td>
<td>97</td>
</tr>
<tr>
<td>Listening to radio over the internet</td>
<td>52</td>
<td>6%</td>
<td>1%</td>
<td>4%</td>
<td>52</td>
</tr>
<tr>
<td>NONE OF THESE</td>
<td>77</td>
<td>9%</td>
<td>26%</td>
<td>8%</td>
<td>77</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Unweighted total: 1421
Effective Weighted Sample: 1125

**Note:** Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
**SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT LEAST WEEKLY**

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>396</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>323</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL COMMUNICATION</td>
<td>255</td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td>TOTAL SOCIAL NETWORKING</td>
<td>443</td>
<td>34</td>
<td>147</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT LEAST WEEKLY

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>NORTHERN IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
<td></td>
</tr>
<tr>
<td>School work or homework</td>
<td>528</td>
<td>446</td>
<td>29</td>
<td>21</td>
<td>9</td>
<td>459</td>
<td>69</td>
<td>528</td>
<td></td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>64%</td>
<td>47%</td>
<td>68%</td>
<td>55%</td>
<td>63%</td>
<td>59%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Playing games on websites or online</td>
<td>397</td>
<td>331</td>
<td>29</td>
<td>16</td>
<td>7</td>
<td>339</td>
<td>58</td>
<td>397</td>
<td></td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>47%</td>
<td>47%</td>
<td>54%</td>
<td>43%</td>
<td>47%</td>
<td>50%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>General surfing/ browsing/ looking around the internet</td>
<td>347</td>
<td>286</td>
<td>22</td>
<td>15</td>
<td>7</td>
<td>299</td>
<td>48</td>
<td>347</td>
<td></td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>41%</td>
<td>35%</td>
<td>51%</td>
<td>40%</td>
<td>41%</td>
<td>42%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>323</td>
<td>257</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>281</td>
<td>41</td>
<td>323</td>
<td></td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>37%</td>
<td>47%</td>
<td>47%</td>
<td>41%</td>
<td>39%</td>
<td>36%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Downloading or playing music</td>
<td>231</td>
<td>195</td>
<td>16</td>
<td>7</td>
<td>5</td>
<td>193</td>
<td>38</td>
<td>231</td>
<td></td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>28%</td>
<td>26%</td>
<td>23%</td>
<td>30%</td>
<td>26%</td>
<td>33%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>192</td>
<td>154</td>
<td>17</td>
<td>8</td>
<td>4</td>
<td>160</td>
<td>31</td>
<td>192</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>22%</td>
<td>28%</td>
<td>26%</td>
<td>21%</td>
<td>22%</td>
<td>27%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia</td>
<td>172</td>
<td>148</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>145</td>
<td>27</td>
<td>172</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>21%</td>
<td>16%</td>
<td>19%</td>
<td>18%</td>
<td>20%</td>
<td>23%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g
### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT LEAST WEEKLY

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
</tbody>
</table>

- **Going to a TV channel's website or to particular TV programme websites**
  - 169
  - 20% 20% 20% 20% 20% 20% 20%
  
- **Send or receive emails**
  - 159
  - 19% 19% 19% 19% 19% 19% 19%

- **Watching or downloading clips or whole TV programmes or films**
  - 97
  - 11% 12% 13% 13% 11% 11% 11%
  
- **Listening to radio over the internet**
  - 52
  - 6% 6% 5% 5% 6% 6% 6%

- **NONE OF THESE**
  - 77
  - 9% 9% 15% 15% 7% 11% 9% 7% 9%

### TOTAL COMMUNICATION

- 255
- 30% 30% 32% 34% 28% 29% 36% 30%

### TOTAL SOCIAL NETWORKING

- 443
- 53% 52% 57% 55% 54% 52% 54% 53%

Columns Tested: a,b,c,d,e,f,g
### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT ALL

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Unweighted total

<table>
<thead>
<tr>
<th>Category</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>School work or homework</td>
<td>1421</td>
<td>1125</td>
</tr>
<tr>
<td>Playing games on websites or online</td>
<td>396</td>
<td>323</td>
</tr>
<tr>
<td>General surfing/ browsing/ looking around the internet</td>
<td>496</td>
<td>402</td>
</tr>
<tr>
<td>Going to social networking websites like, Facebook, Bebo, MySpace, H5 or Twitter</td>
<td>529</td>
<td>426</td>
</tr>
<tr>
<td>Going to a TV channel's website or to particular TV programme websites</td>
<td>692</td>
<td>575</td>
</tr>
<tr>
<td>Send or receive emails</td>
<td>42</td>
<td>357</td>
</tr>
<tr>
<td>Downloading or playing music</td>
<td>729</td>
<td>692</td>
</tr>
</tbody>
</table>

#### Columns Tested:

- a, b, c - d, e - f, g, h, i, j, k - l, m, n, o, p, q, r

### Notes

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

Prepared by Saville Rossiter - 01727 899 399
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 165

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

### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT ALL

**Base**: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>a</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td>b</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>c</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>cu</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ac</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level**: 95%

Unweighted total: 1421
Effective Weighted Sample: 1125

**Total Communication**

|                  |                |                      |              |
|                  |                |                      |              |

**Social Networking**

|                  |                |                      |              |
|                  |                |                      |              |

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT ALL

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td>School work or homework</td>
<td>696</td>
<td>581</td>
<td>49</td>
<td>25</td>
<td>13</td>
<td>598</td>
<td>98</td>
<td>696</td>
</tr>
<tr>
<td></td>
<td>83%</td>
<td>83%</td>
<td>79%</td>
<td>81%</td>
<td>75%</td>
<td>82%</td>
<td>84%</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
</tr>
<tr>
<td>Playing games on websites or online</td>
<td>564</td>
<td>470</td>
<td>45</td>
<td>21</td>
<td>10</td>
<td>484</td>
<td>80</td>
<td>564</td>
</tr>
<tr>
<td></td>
<td>67%</td>
<td>67%</td>
<td>73%</td>
<td>68%</td>
<td>60%</td>
<td>67%</td>
<td>69%</td>
<td>67%</td>
</tr>
<tr>
<td>General surfing/ browsing/ looking around the internet</td>
<td>534</td>
<td>440</td>
<td>38</td>
<td>19</td>
<td>10</td>
<td>464</td>
<td>70</td>
<td>534</td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>63%</td>
<td>61%</td>
<td>62%</td>
<td>62%</td>
<td>64%</td>
<td>60%</td>
<td>63%</td>
</tr>
<tr>
<td>Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>382</td>
<td>301</td>
<td>37</td>
<td>17</td>
<td>8</td>
<td>333</td>
<td>49</td>
<td>382</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>43%</td>
<td>59%</td>
<td>57%</td>
<td>47%</td>
<td>46%</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>Going to a TV channel's website or to particular TV programme websites</td>
<td>369</td>
<td>311</td>
<td>24</td>
<td>9</td>
<td>7</td>
<td>317</td>
<td>52</td>
<td>369</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>45%</td>
<td>39%</td>
<td>31%</td>
<td>43%</td>
<td>44%</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>Send or receive emails</td>
<td>359</td>
<td>300</td>
<td>25</td>
<td>12</td>
<td>6</td>
<td>307</td>
<td>52</td>
<td>359</td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>43%</td>
<td>40%</td>
<td>40%</td>
<td>34%</td>
<td>42%</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
<td>d</td>
</tr>
<tr>
<td>Downloading or playing music</td>
<td>347</td>
<td>291</td>
<td>22</td>
<td>10</td>
<td>7</td>
<td>297</td>
<td>50</td>
<td>347</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>42%</td>
<td>36%</td>
<td>34%</td>
<td>44%</td>
<td>41%</td>
<td>43%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### SUMMARY OF TYPES OF THINGS USERS AGED 5-15 USE THE INTERNET FOR AT ALL

Base: Children aged 5-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1421</td>
<td>912</td>
<td>155</td>
<td>147</td>
<td>161</td>
<td>1163</td>
<td>258</td>
<td>1421</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1125</td>
<td>861</td>
<td>139</td>
<td>129</td>
<td>153</td>
<td>943</td>
<td>189</td>
<td>1125</td>
</tr>
<tr>
<td>Total</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
</tbody>
</table>

Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gala

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>327</td>
<td>269</td>
<td>24</td>
<td>11</td>
<td>6</td>
<td>276</td>
<td>51</td>
<td>327</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>304</td>
<td>247</td>
<td>26</td>
<td>11</td>
<td>6</td>
<td>261</td>
<td>43</td>
<td>304</td>
</tr>
</tbody>
</table>

Watching or downloading clips or whole TV programmes or films

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>215</td>
<td>181</td>
<td>17</td>
<td>5</td>
<td>4</td>
<td>184</td>
<td>31</td>
<td>215</td>
</tr>
<tr>
<td>Listening to radio over the internet</td>
<td>109</td>
<td>92</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>92</td>
<td>17</td>
<td>109</td>
</tr>
</tbody>
</table>

NONE OF THESE

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>5</td>
<td>-</td>
<td>5</td>
</tr>
</tbody>
</table>

TOTAL COMMUNICATION

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>429</td>
<td>355</td>
<td>33</td>
<td>16</td>
<td>7</td>
<td>368</td>
<td>60</td>
<td>429</td>
</tr>
</tbody>
</table>

TOTAL SOCIAL NETWORKING

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>572</td>
<td>470</td>
<td>44</td>
<td>21</td>
<td>11</td>
<td>489</td>
<td>83</td>
<td>572</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>426</td>
</tr>
<tr>
<td>School work or homework</td>
<td>470</td>
<td>-</td>
<td>208</td>
</tr>
<tr>
<td>General surfing/ browsing/ looking around the internet</td>
<td>327</td>
<td>-</td>
<td>115</td>
</tr>
<tr>
<td>Playing games on websites or online</td>
<td>322</td>
<td>-</td>
<td>163</td>
</tr>
<tr>
<td>Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>318</td>
<td>-</td>
<td>67</td>
</tr>
<tr>
<td>Watching or downloading videos made by people/ the general public like on YouTube</td>
<td>221</td>
<td>-</td>
<td>61</td>
</tr>
<tr>
<td>Downloading or playing music</td>
<td>221</td>
<td>-</td>
<td>63</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>192</td>
<td>-</td>
<td>37</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Table 166

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

**Prepared by Saville Rossiter-Base : 01727 899 399**
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

#### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY

Base: Children aged 8-15 who use the internet at home through any device.

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| BASE: Children aged 8-15 who use the internet at home through any device. Data is tested at the 95% confidence level.


#### Categories:
- **Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**
- **Going to a TV channel’s website or to particular TV programme websites**
- **Going to sites where people can add and change information, like blogs or sites like Wikipedia**

Columns Tested: a,b,c - d,e - fg,h,i,k - l,m,n,o,p,q,r

---

Prepared by Saville Rossiter-Base : 01727 899 399
## Table 166: Summary of Types of Things Users Aged 8-15 Use the Internet For At Least Weekly

(base: Children aged 8-15 who use the internet at home through any device)

### Significance Level: 95%

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>-</td>
<td>316</td>
</tr>
</tbody>
</table>

### Goes to Sites about News and What is Going on in the World

- **5 to 7**: 12% (a) 11% (b) 9% (c)
- **8 to 11**: 17% (a) 12% (b) 15% (c)
- **12 to 15**: 15% (a) 10% (b) 17% (c)

### Listening to Radio over the Internet

- **5 to 7**: 8% (a) 7% (b) 4% (c)
- **8 to 11**: 11% (a) 6% (b) 9% (c)
- **12 to 15**: 13% (a) 8% (b) 12% (c)

### Making or Receiving Telephone Calls using a Webcam over the Internet using Services like Skype

- **5 to 7**: 5% (a) 4% (b) 3% (c)
- **8 to 11**: 10% (a) 9% (b) 3% (c)
- **12 to 15**: 17% (a) 13% (b) 5% (c)

### Goes to Photo Sharing Websites like Flickr or Snapfish

- **5 to 7**: 3% (a) 2% (b) 4% (c)
- **8 to 11**: 4% (a) 3% (b) 4% (c)
- **12 to 15**: 6% (a) 3% (b) 2% (c)

### Buying Things Online

- **5 to 7**: 2% (a) 1% (b) 1% (c)
- **8 to 11**: 3% (a) 1% (b) 1% (c)
- **12 to 15**: 3% (a) 1% (b) 1% (c)

### Selling Things Online

- **5 to 7**: 1% (a) 1% (b) 1% (c)
- **8 to 11**: 1% (a) 1% (b) 1% (c)
- **12 to 15**: 1% (a) 1% (b) 1% (c)

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

Prepared by Saville Rossiter: 01727 899 399
## SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NONE OF THESE</td>
<td>30</td>
<td>24</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL COMMUNICATION</td>
<td>253</td>
<td>58</td>
<td>194</td>
</tr>
<tr>
<td>TOTAL SOCIAL NETWORKING</td>
<td>409</td>
<td>147</td>
<td>262</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY

**Base**: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N. IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>School work or homework</td>
<td>470</td>
<td>396</td>
<td>27</td>
<td>20</td>
<td>8</td>
<td>407</td>
<td>64</td>
<td>470</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>General surfing/ browsing/ looking around the internet</td>
<td>327</td>
<td>270</td>
<td>21</td>
<td>15</td>
<td>6</td>
<td>281</td>
<td>46</td>
<td>327</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>49%</td>
<td>40%</td>
<td>59%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Playing games on websites or online</td>
<td>322</td>
<td>266</td>
<td>24</td>
<td>15</td>
<td>5</td>
<td>273</td>
<td>49</td>
<td>322</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>49%</td>
<td>46%</td>
<td>56%</td>
<td>40%</td>
<td>48%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>318</td>
<td>255</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>277</td>
<td>41</td>
<td>318</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>47%</td>
<td>55%</td>
<td>55%</td>
<td>52%</td>
<td>49%</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td>Watching or downloading videos made by people/ the general public like on YouTube</td>
<td>221</td>
<td>190</td>
<td>12</td>
<td>8</td>
<td>5</td>
<td>188</td>
<td>34</td>
<td>221</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>35%</td>
<td>23%</td>
<td>32%</td>
<td>39%</td>
<td>33%</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>Downloading or playing music</td>
<td>221</td>
<td>186</td>
<td>16</td>
<td>7</td>
<td>5</td>
<td>185</td>
<td>36</td>
<td>221</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>34%</td>
<td>31%</td>
<td>27%</td>
<td>38%</td>
<td>32%</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>192</td>
<td>154</td>
<td>17</td>
<td>8</td>
<td>4</td>
<td>160</td>
<td>31</td>
<td>192</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>28%</td>
<td>33%</td>
<td>30%</td>
<td>28%</td>
<td>28%</td>
<td>33%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY

Base: Children aged 8-15 who use the internet at home through any device.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>156</td>
<td>129</td>
<td>9</td>
<td>7</td>
<td>2</td>
<td>130</td>
<td>27</td>
<td>156</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>24%</td>
<td>24%</td>
<td>17%</td>
<td>26%</td>
<td>18%</td>
<td>23%</td>
<td>28%</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>

#### Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>141</td>
<td>121</td>
<td>8</td>
<td>6</td>
<td>2</td>
<td>119</td>
<td>22</td>
<td>141</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>121</td>
<td>113</td>
<td>9</td>
<td>5</td>
<td>3</td>
<td>114</td>
<td>17</td>
<td>131</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>126</td>
<td>106</td>
<td>9</td>
<td>5</td>
<td>3</td>
<td>107</td>
<td>19</td>
<td>126</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>90</td>
<td>81</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>72</td>
<td>18</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>14%</td>
<td>15%</td>
<td>5%</td>
<td>6%</td>
<td>19%</td>
<td>2bc</td>
<td>14%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>88</td>
<td>74</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>76</td>
<td>12</td>
<td>88</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

#### Columns Tested: a,b,c,d,e,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

**Table 166**

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

**SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NORTHERN IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td><strong>Going to sites about news and what is going on in the world</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>78</td>
<td>66</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>68</td>
<td>10</td>
<td>78</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
<td>10%</td>
<td>21%</td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>50</td>
<td>41</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>42</td>
<td>8</td>
<td>50</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Listening to radio over the internet</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>50</td>
<td>41</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>42</td>
<td>8</td>
<td>50</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Making or receiving telephone calls using a webcam over the internet using services like Skype</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>33</td>
<td>29</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>27</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
<td>%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Going to photo sharing websites like Flickr or Snapfish</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>18</td>
<td>15</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>15</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Buying things online</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>10</td>
<td>8</td>
<td>2</td>
<td>*</td>
<td>1</td>
<td>7</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Sell things online</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>4</td>
<td>4</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>%</td>
<td>%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>NONE OF THESE</strong></td>
<td>30</td>
<td>21</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>27</td>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>5%</td>
<td>4%</td>
<td>14%</td>
<td>2%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>TOTAL COMMUNICATION</strong></td>
<td>253</td>
<td>208</td>
<td>20</td>
<td>10</td>
<td>5</td>
<td>211</td>
<td>41</td>
<td>253</td>
</tr>
<tr>
<td>Weighted Sample</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>40%</td>
<td>35%</td>
<td>37%</td>
<td>44%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT LEAST WEEKLY

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
</tr>
<tr>
<td>TOTAL SOCIAL NETWORKING</td>
<td>409</td>
<td>337</td>
<td>34</td>
<td>17</td>
<td>8</td>
<td>351</td>
<td>58</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
## SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT ALL

**Base**: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>MALE 8-11</td>
<td>FEMALE 8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>MALE 12-15</td>
<td>FEMALE 12-15</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

Unweighted total

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1025</td>
<td>496</td>
<td>529</td>
<td>507</td>
<td>518</td>
<td>-</td>
<td>-</td>
<td>252</td>
<td>244</td>
<td>255</td>
<td>274</td>
<td>250</td>
<td>309</td>
<td>194</td>
<td>272</td>
<td>559</td>
<td>486</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>402</td>
<td>426</td>
<td>410</td>
<td>418</td>
<td>-</td>
<td>-</td>
<td>204</td>
<td>199</td>
<td>206</td>
<td>220</td>
<td>194</td>
<td>257</td>
<td>159</td>
<td>218</td>
<td>450</td>
<td>378</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>316</td>
<td>348</td>
<td>330</td>
<td>334</td>
<td>-</td>
<td>-</td>
<td>159</td>
<td>158</td>
<td>171</td>
<td>177</td>
<td>149</td>
<td>214</td>
<td>126</td>
<td>176</td>
<td>362</td>
<td>301</td>
</tr>
<tr>
<td>School work or homework</td>
<td>594</td>
<td>276</td>
<td>318</td>
<td>287</td>
<td>307</td>
<td>-</td>
<td>-</td>
<td>128</td>
<td>148</td>
<td>159</td>
<td>159</td>
<td>141</td>
<td>195</td>
<td>113</td>
<td>145</td>
<td>336</td>
<td>258</td>
</tr>
</tbody>
</table>

### General surfing/ browsing/ looking around the internet

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>486</td>
<td>- 199</td>
<td>287</td>
<td>244</td>
<td>242</td>
<td>-</td>
<td>-</td>
<td>101</td>
<td>98</td>
<td>143</td>
<td>144</td>
<td>112</td>
<td>163</td>
<td>92</td>
<td>118</td>
<td>278</td>
<td>210</td>
</tr>
<tr>
<td></td>
<td>73%</td>
<td>-63%</td>
<td>82%</td>
<td>74%</td>
<td>72%</td>
<td>-</td>
<td>-</td>
<td>63%</td>
<td>62%</td>
<td>84</td>
<td>81%</td>
<td>76%</td>
<td>76%</td>
<td>73%</td>
<td>67%</td>
<td>76%</td>
<td>70%</td>
</tr>
<tr>
<td>Playing games on websites or online</td>
<td>447</td>
<td>- 222</td>
<td>225</td>
<td>242</td>
<td>205</td>
<td>-</td>
<td>-</td>
<td>115</td>
<td>106</td>
<td>126</td>
<td>99</td>
<td>103</td>
<td>141</td>
<td>85</td>
<td>117</td>
<td>244</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>67%</td>
<td>-70%</td>
<td>65%</td>
<td>73%</td>
<td>61%</td>
<td>-</td>
<td>-</td>
<td>73%</td>
<td>68%</td>
<td>74</td>
<td>56%</td>
<td>70%</td>
<td>66%</td>
<td>68%</td>
<td>67%</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>370</td>
<td>- 99</td>
<td>272</td>
<td>174</td>
<td>196</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>49</td>
<td>124</td>
<td>147</td>
<td>80</td>
<td>116</td>
<td>64</td>
<td>110</td>
<td>196</td>
<td>175</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>-31%</td>
<td>78%</td>
<td>53%</td>
<td>59%</td>
<td>-</td>
<td>-</td>
<td>31%</td>
<td>31%</td>
<td>73</td>
<td>83%</td>
<td>53%</td>
<td>54%</td>
<td>51%</td>
<td>63%</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>Watching or downloading videos made by people/ the general public like on YouTube</td>
<td>355</td>
<td>- 120</td>
<td>235</td>
<td>187</td>
<td>167</td>
<td>-</td>
<td>-</td>
<td>67</td>
<td>53</td>
<td>121</td>
<td>114</td>
<td>85</td>
<td>120</td>
<td>64</td>
<td>86</td>
<td>204</td>
<td>151</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>-38%</td>
<td>68%</td>
<td>57%</td>
<td>50%</td>
<td>-</td>
<td>-</td>
<td>42%</td>
<td>34%</td>
<td>70</td>
<td>65%</td>
<td>57%</td>
<td>56%</td>
<td>51%</td>
<td>49%</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Send or receive emails</td>
<td>345</td>
<td>- 109</td>
<td>236</td>
<td>164</td>
<td>181</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>59</td>
<td>114</td>
<td>122</td>
<td>82</td>
<td>121</td>
<td>59</td>
<td>83</td>
<td>203</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>52%</td>
<td>-34%</td>
<td>68%</td>
<td>50%</td>
<td>54%</td>
<td>-</td>
<td>-</td>
<td>32%</td>
<td>37%</td>
<td>66</td>
<td>69%</td>
<td>55%</td>
<td>56%</td>
<td>47%</td>
<td>47%</td>
<td>56%</td>
<td>47%</td>
</tr>
<tr>
<td>Downloading or playing music</td>
<td>330</td>
<td>- 101</td>
<td>229</td>
<td>157</td>
<td>173</td>
<td>-</td>
<td>-</td>
<td>51</td>
<td>50</td>
<td>106</td>
<td>124</td>
<td>77</td>
<td>112</td>
<td>69</td>
<td>72</td>
<td>189</td>
<td>141</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>-32%</td>
<td>66%</td>
<td>48%</td>
<td>52%</td>
<td>-</td>
<td>-</td>
<td>32%</td>
<td>32%</td>
<td>62</td>
<td>70%</td>
<td>52%</td>
<td>52%</td>
<td>54%</td>
<td>41%</td>
<td>52%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
ANY BREAK COLUMN WITH A BASE SIZE LOWER THAN 100 HAS BEEN REMOVED AS MARGINS OF ERROR BECOME TOO GREAT. DATA IS TESTED AT THE 95% CONFIDENCE LEVEL.

SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT ALL

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child's Age</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>5 TO 7 yrs</td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td></td>
<td>496</td>
<td>518</td>
<td>252</td>
</tr>
<tr>
<td>8 TO 11 yrs</td>
<td>402</td>
<td>418</td>
<td>204</td>
</tr>
<tr>
<td></td>
<td>316</td>
<td>348</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td>80</td>
<td>211</td>
<td>38</td>
</tr>
<tr>
<td>12 TO 15 yrs</td>
<td>529</td>
<td>507</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>664</td>
<td>496</td>
<td>194</td>
</tr>
<tr>
<td></td>
<td>410</td>
<td>418</td>
<td>218</td>
</tr>
<tr>
<td></td>
<td>330</td>
<td>334</td>
<td>177</td>
</tr>
<tr>
<td></td>
<td>301</td>
<td>301</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>-%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>45%</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>40%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### Table 167

**Summary of Types of Things Users Aged 8-15 Use the Internet For at All**

**Base:** Children aged 8-15 who use the internet at home through any device.

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>-</td>
<td>l</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>b</td>
<td>-</td>
<td>m</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>c</td>
<td>-</td>
<td>n</td>
</tr>
<tr>
<td>MALE</td>
<td>d</td>
<td>-</td>
<td>o</td>
</tr>
<tr>
<td>FEMALE</td>
<td>e</td>
<td>-</td>
<td>p</td>
</tr>
<tr>
<td>5-7</td>
<td>-f</td>
<td>-</td>
<td>q</td>
</tr>
<tr>
<td>8-11</td>
<td>-g</td>
<td>-</td>
<td>r</td>
</tr>
<tr>
<td>12-15</td>
<td>-h</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>-i</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>-j</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>-k</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>l</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>m</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>n</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>DE</td>
<td>o</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>ABC1</td>
<td>p</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>C2DE</td>
<td>q</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>ALL</td>
<td>r</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level:** 95%

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

---

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT ALL

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td></td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>316</td>
<td>348</td>
</tr>
<tr>
<td>NONE OF THESE</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL COMMUNICATION</td>
<td>414</td>
<td>131</td>
<td>283</td>
</tr>
<tr>
<td>TOTAL SOCIAL NETWORKING</td>
<td>498</td>
<td>209</td>
<td>290</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### Table 167

**Summary of Types of Things Users Aged 8-15 Use the Internet for At All**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
</tr>
<tr>
<td><strong>Unweighted Total</strong></td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
</tr>
<tr>
<td><strong>School work or homework</strong></td>
<td>594</td>
<td>492</td>
<td>45</td>
<td>23</td>
<td>11</td>
<td>507</td>
<td>87</td>
</tr>
<tr>
<td><strong>General surfing/ browsing/ looking around the internet</strong></td>
<td>486</td>
<td>400</td>
<td>36</td>
<td>18</td>
<td>10</td>
<td>420</td>
<td>66</td>
</tr>
<tr>
<td><strong>Playing games on websites or online</strong></td>
<td>447</td>
<td>369</td>
<td>39</td>
<td>18</td>
<td>8</td>
<td>382</td>
<td>65</td>
</tr>
<tr>
<td><strong>Going to social networking websites like, Facebook, Bebo, MySpace, Hi5 or Twitter</strong></td>
<td>370</td>
<td>294</td>
<td>36</td>
<td>17</td>
<td>8</td>
<td>323</td>
<td>47</td>
</tr>
<tr>
<td><strong>Watching or downloading videos made by people/ the general public like on YouTube</strong></td>
<td>355</td>
<td>299</td>
<td>25</td>
<td>11</td>
<td>7</td>
<td>303</td>
<td>51</td>
</tr>
<tr>
<td><strong>Send or receive emails</strong></td>
<td>345</td>
<td>287</td>
<td>25</td>
<td>12</td>
<td>6</td>
<td>295</td>
<td>49</td>
</tr>
<tr>
<td><strong>Downloading or playing music</strong></td>
<td>330</td>
<td>278</td>
<td>22</td>
<td>10</td>
<td>7</td>
<td>284</td>
<td>46</td>
</tr>
</tbody>
</table>

*Significance Level: 95%*

*Columns Tested: a,b,c,d,e,f,g*
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT ALL**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td><strong>Instant Messaging</strong></td>
<td>301</td>
<td>245</td>
<td>26</td>
<td>11</td>
<td>6</td>
<td>259</td>
<td>43</td>
<td>301</td>
</tr>
<tr>
<td><strong>Going to a TV channel's website or to particular TV programme websites</strong></td>
<td>293</td>
<td>244</td>
<td>21</td>
<td>8</td>
<td>6</td>
<td>255</td>
<td>38</td>
<td>293</td>
</tr>
<tr>
<td><strong>Going to websites where you can create or play with a character that lives in the online world like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia</strong></td>
<td>260</td>
<td>211</td>
<td>21</td>
<td>10</td>
<td>5</td>
<td>220</td>
<td>40</td>
<td>260</td>
</tr>
<tr>
<td><strong>Watching or downloading music videos</strong></td>
<td>243</td>
<td>201</td>
<td>20</td>
<td>7</td>
<td>6</td>
<td>212</td>
<td>31</td>
<td>243</td>
</tr>
<tr>
<td><strong>Going to sites where people can add and change information, like blogs or sites like Wikipedia</strong></td>
<td>200</td>
<td>172</td>
<td>13</td>
<td>4</td>
<td>5</td>
<td>170</td>
<td>31</td>
<td>200</td>
</tr>
<tr>
<td><strong>Going to sites about news and what is going on in the world</strong></td>
<td>195</td>
<td>167</td>
<td>12</td>
<td>4</td>
<td>6</td>
<td>172</td>
<td>24</td>
<td>195</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 167

**Summary of types of things users aged 8-15 use the internet for at all**

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NATION</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level:</strong></td>
<td>95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>169</td>
<td>1025</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td><strong>Watching or downloading clips or whole TV programmes or films</strong></td>
<td>193</td>
<td>162</td>
<td>16</td>
<td>5</td>
<td>4</td>
<td>165</td>
<td>28</td>
<td>193</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>30%</td>
<td>30%</td>
<td>17%</td>
<td>30%</td>
<td>29%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Listening to radio over the internet</strong></td>
<td>103</td>
<td>88</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>87</td>
<td>17</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>9%</td>
<td>12%</td>
<td>14%</td>
<td>15%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Buying things online</strong></td>
<td>82</td>
<td>65</td>
<td>11</td>
<td>2</td>
<td>2</td>
<td>63</td>
<td>18</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>21%</td>
<td>6%</td>
<td>14%</td>
<td>11%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Making or receiving telephone calls using a webcam over the internet using services like Skype</strong></td>
<td>77</td>
<td>68</td>
<td>6</td>
<td>*</td>
<td>2</td>
<td>60</td>
<td>18</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>1%</td>
<td>15%</td>
<td>10%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Going to photo sharing websites like Flickr or Snapfish</strong></td>
<td>48</td>
<td>37</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>40</td>
<td>8</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Sell things online</strong></td>
<td>26</td>
<td>22</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>18</td>
<td>8</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
<td>3%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>NONE OF THESE</strong></td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>TOTAL COMMUNICATION</strong></td>
<td>414</td>
<td>342</td>
<td>32</td>
<td>16</td>
<td>7</td>
<td>356</td>
<td>58</td>
<td>414</td>
</tr>
<tr>
<td></td>
<td>62%</td>
<td>63%</td>
<td>61%</td>
<td>60%</td>
<td>54%</td>
<td>62%</td>
<td>62%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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

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

### SUMMARY OF TYPES OF THINGS USERS AGED 8-15 USE THE INTERNET FOR AT ALL

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>TOTAL SOCIAL NETWORKING</td>
<td>498</td>
<td>408</td>
<td>41</td>
<td>20</td>
<td>10</td>
<td>426</td>
<td>72</td>
<td>498</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td>75%</td>
<td>75%</td>
<td>78%</td>
<td>77%</td>
<td>79%</td>
<td>75%</td>
<td>77%</td>
<td>75%</td>
</tr>
</tbody>
</table>
### QC14A When you use the internet to visit social networking websites like Facebook, Bebo, MySpace, hi5 or Twitter, do you believe that all of the information you see is true, most of it is true or just some of it is true?

**Base:** Children aged 8-15 who use the internet at home to visit social networking sites

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>5-7</td>
<td>5 TO 7</td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td>5-7</td>
<td>8 TO 11</td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td>8-11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

Columns Tested: a,b,c - d,e,f,g,h,i,k,l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**Table 168**

QC14A When you use the internet to visit social networking websites like Facebook, Bebo, MySpace, hi5 or Twitter, do you believe that all of the information you see is true, most of it is true or just some of it is true?

Base: Children aged 8-15 who use the internet at home to visit social networking sites

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>569</td>
<td>333</td>
<td>81</td>
<td>71</td>
<td>66</td>
<td>469</td>
<td>100</td>
<td>569</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>452</td>
<td>324</td>
<td>74</td>
<td>65</td>
<td>64</td>
<td>383</td>
<td>72</td>
<td>452</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>370</td>
<td>294</td>
<td>36</td>
<td>17</td>
<td>8</td>
<td>323</td>
<td>47</td>
<td>370</td>
</tr>
<tr>
<td><strong>All is true</strong></td>
<td>29</td>
<td>24</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>28</td>
<td>1</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Most is true</strong></td>
<td>100</td>
<td>72</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>83</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>25%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>26%</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Some is true</strong></td>
<td>214</td>
<td>174</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>186</td>
<td>28</td>
<td>214</td>
</tr>
<tr>
<td></td>
<td>58%</td>
<td>59%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>58%</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
<td>28</td>
<td>23</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>26</td>
<td>1</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>2%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 169

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

**QC148 When you use the internet to visit sites you use for school work or homework, do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base: Children aged 8-15 who use the internet at home to visit sites for school work or homework

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>Base</th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>~a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>906</td>
<td>-</td>
<td>424</td>
<td>482</td>
</tr>
</tbody>
</table>
| Effective Weighted Sample
| 737  | -            | 349             | 388           | 355  | 382   | -    | -     | 128| 148| 159| 159| 141  | 195  | 113 | 145| 338| 258| 594 |

Total

| All is true |          |          |          |          |          |          |          |          |          |          |          |          |          |
| 247 | - | 113 | 134 | 116 | 132 | - | - | 51 | 62 | 65 | 69 | 53 | 85 | 45 | 65 | 138 | 110 | 247 |
| 42% | -% | 41% | 42% | 40% | 43% | -% | -% | 40% | 42% | 41% | 43% | 37% | 44% | 39% | 45% | 41% | 43% | 42% |

Most is true

| 262 | - | 114 | 148 | 128 | 134 | - | - | 53 | 61 | 74 | 73 | 63 | 88 | 50 | 61 | 151 | 111 | 262 |
| 44% | -% | 42% | 46% | 44% | 44% | -% | -% | 42% | 41% | 47% | 46% | 44% | 45% | 44% | 42% | 45% | 43% | 44% |

Some is true

| 56  | - | 27  | 29  | 26  | 29  | - | - | 13 | 14 | 13 | 16 | 17 | 12 | 14 | 13 | 29  | 27  | 56  |
| 9%  | -% | 10% | 9%  | 9%  | 10% | -% | -% | 10% | 9%  | 8%  | 10% | 12% | 6%  | 12% | 9%  | 9%  | 10% | 9%  |

Don't know

| 29  | - | 21  | 8   | 17  | 12  | - | - | 10 | 11 | 7  | 1  | 9  | 10 | 4  | 6  | 19  | 10  | 29  |
| 5%  | -% | 8%  | 2%  | 6%  | 4%  | -% | -% | 8%  | 7%  | 4%  | 1%  | 6%  | 5%  | 4%  | 4%  | 6%  | 4%  | 5%  |

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

Prepared by Saville Rossiter-Base : 01727 899 399
QC14B When you use the internet to visit sites you use for school work or homework, do you believe that all of the information you see is true, most of it is true or just some of it is true?

Base: Children aged 8-15 who use the internet at home to visit sites for school work or homework

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>906</td>
<td>581</td>
<td>104</td>
<td>99</td>
<td>94</td>
<td>734</td>
<td>172</td>
<td>906</td>
</tr>
<tr>
<td>Effective Sample</td>
<td>737</td>
<td>563</td>
<td>95</td>
<td>90</td>
<td>91</td>
<td>610</td>
<td>132</td>
<td>737</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>594</td>
<td>492</td>
<td>45</td>
<td>23</td>
<td>11</td>
<td>507</td>
<td>87</td>
<td>594</td>
</tr>
<tr>
<td>All is true</td>
<td>247</td>
<td>205</td>
<td>13</td>
<td>**</td>
<td>**</td>
<td>221</td>
<td>26</td>
<td>247</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>42%</td>
<td>28%</td>
<td>**</td>
<td>**</td>
<td>44%</td>
<td>30%</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>bf</td>
<td>bf</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most is true</td>
<td>262</td>
<td>223</td>
<td>22</td>
<td>**</td>
<td>**</td>
<td>215</td>
<td>47</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>45%</td>
<td>48%</td>
<td>**</td>
<td>**</td>
<td>42%</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>eg</td>
<td>eg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some is true</td>
<td>56</td>
<td>42</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>48</td>
<td>8</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Don't know</td>
<td>29</td>
<td>22</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>23</td>
<td>6</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>14%</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC14C When you use the internet to visit sites about news and what is going on in the world, do you believe that all of the information you see is true, most of it is true or just some of it is true?

Base : Children aged 8-15 who use the internet at home to visit sites about news and what is going on in the world

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: 01727 899 399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 170

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

<table>
<thead>
<tr>
<th>SIGNIFICANCE LEVEL: 95%</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5</td>
<td>7</td>
<td>8</td>
<td>11</td>
<td></td>
<td>12</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All is true</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most is true</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some is true</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Table 170

QC14C When you use the internet to visit sites about news and what is going on in the world, do you believe that all of the information you see is true, most of it is true or just some of it is true?

Base: Children aged 8-15 who use the internet at home to visit sites about news and what is going on in the world.

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>295</td>
<td>191</td>
<td>29</td>
<td>18</td>
<td>50</td>
<td>246</td>
<td>49</td>
<td>295</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>234</td>
<td>186</td>
<td>27</td>
<td>17</td>
<td>48</td>
<td>200</td>
<td>36</td>
<td>234</td>
</tr>
<tr>
<td>Total</td>
<td>195</td>
<td>167</td>
<td>12</td>
<td>4</td>
<td>6</td>
<td>172</td>
<td>24</td>
<td>195</td>
</tr>
<tr>
<td>All is true</td>
<td>63</td>
<td>54</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>54</td>
<td>**</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>32%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32%</td>
<td>**</td>
<td>32%</td>
</tr>
<tr>
<td>Most is true</td>
<td>94</td>
<td>82</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>80</td>
<td>**</td>
<td>94</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>49%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>47%</td>
<td>**</td>
<td>48%</td>
</tr>
<tr>
<td>Some is true</td>
<td>25</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>24</td>
<td>**</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>14%</td>
<td>**</td>
<td>13%</td>
</tr>
<tr>
<td>Don't know</td>
<td>13</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>**</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>**</td>
<td>7%</td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g
QC14D When you use the internet to visit sites where people can add and change information, like blogs or sites like Wikipedia, do you believe that all of the information you see is true, most of it is true or just some of it is true?

Base: Children aged 8-15 who use the internet at home to visit sites where people can add and change information, like blogs or sites like Wikipedia

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All is true</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most is true</td>
<td>74</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some is true</td>
<td>79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>23</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC14D When you use the internet to visit sites where people can add and change information, like blogs or sites like Wikipedia, do you believe that all of the information you see is true, most of it is true or just some of it is true?**

Base: Children aged 8-15 who use the internet at home to visit sites where people can add and change information, like blogs or sites like Wikipedia

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a ~b</td>
<td>~c</td>
<td>~d</td>
<td>e ~f</td>
<td>g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>295</td>
<td>199</td>
<td>32</td>
<td>17</td>
<td>40</td>
<td>234</td>
<td>61</td>
<td>295</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>241</td>
<td>193</td>
<td>30</td>
<td>15</td>
<td>39</td>
<td>197</td>
<td>45</td>
<td>241</td>
</tr>
<tr>
<td>All is true</td>
<td>24</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>12%</td>
</tr>
<tr>
<td>Most is true</td>
<td>74</td>
<td>64</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>62</td>
<td>**</td>
<td>74</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>37%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>36%</td>
<td>**</td>
<td>37%</td>
</tr>
<tr>
<td>Some is true</td>
<td>79</td>
<td>67</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>66</td>
<td>**</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>39%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>39%</td>
<td>**</td>
<td>39%</td>
</tr>
<tr>
<td>Don't know</td>
<td>23</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>12%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 172

NQC15A AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - I find it easier to be myself online than when I am with people face to face

Base : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td>6-11</td>
<td>6-11</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td>13-15</td>
<td>14-15</td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td>15-18</td>
<td>16-18</td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

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

NQ15A AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - I find it easier to be myself online than when I am with people face to face

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>162</td>
<td>132</td>
<td>13</td>
<td>8</td>
<td>3</td>
<td>136</td>
<td>26</td>
<td>162</td>
</tr>
<tr>
<td>24%</td>
<td></td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>33%</td>
<td>19%</td>
<td>24%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>422</td>
<td>348</td>
<td>34</td>
<td>14</td>
<td>9</td>
<td>363</td>
<td>59</td>
<td>422</td>
</tr>
<tr>
<td>64%</td>
<td></td>
<td>64%</td>
<td>64%</td>
<td>65%</td>
<td>53%</td>
<td>66%</td>
<td>64%</td>
<td>63%</td>
<td>64%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>79</td>
<td>67</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>72</td>
<td>8</td>
<td>79</td>
</tr>
<tr>
<td>12%</td>
<td></td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>15%</td>
<td>11%</td>
<td>13%</td>
<td>8%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
## NQC15B AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It's easier to keep things secret or private on the internet than in real life

**Base:** Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
<tr>
<td>Yes</td>
<td>154</td>
<td>-</td>
<td>63</td>
</tr>
<tr>
<td>No</td>
<td>409</td>
<td>-</td>
<td>178</td>
</tr>
<tr>
<td>Don't know</td>
<td>101</td>
<td>-</td>
<td>75</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQ15B AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It’s easier to keep things secret or private on the internet than in real life**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>169</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
</tr>
<tr>
<td>Yes</td>
<td>154</td>
<td>125</td>
<td>13</td>
<td>6</td>
<td>3</td>
<td>132</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>No</td>
<td>409</td>
<td>339</td>
<td>32</td>
<td>14</td>
<td>8</td>
<td>347</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>62%</td>
<td>62%</td>
<td>60%</td>
<td>55%</td>
<td>66%</td>
<td>61%</td>
<td>66%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>101</td>
<td>83</td>
<td>8</td>
<td>6</td>
<td>1</td>
<td>92</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>22%</td>
<td>11%</td>
<td>16%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### NQC15C AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It’s fun being silly or rude on the internet

**Base**: Children aged 8-15 who use the internet at home through any device

#### SIGNIFICANCE LEVEL: 95%

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td></td>
<td>1025</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td></td>
<td>828</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>664</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td></td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td></td>
<td>531</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

### NQC15C AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It’s fun being silly or rude on the internet

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>73</td>
<td>53</td>
<td>11</td>
<td>3</td>
<td>1</td>
<td>62</td>
<td>10</td>
</tr>
<tr>
<td>11%</td>
<td>10%</td>
<td>20%</td>
<td>10%</td>
<td>5%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>531</td>
<td>444</td>
<td>35</td>
<td>21</td>
<td>12</td>
<td>452</td>
<td>80</td>
</tr>
<tr>
<td>80%</td>
<td>81%</td>
<td>66%</td>
<td>79%</td>
<td>90%</td>
<td>79%</td>
<td>85%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td>60</td>
<td>49</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>57</td>
<td>3</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>14%</td>
<td>11%</td>
<td>4%</td>
<td>10%</td>
<td>4%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQC15D AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It's easier to talk about personal things on the internet

Base: Children aged 8-15 who use the internet at home through any device

Table 175

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter - Base: 01727 899 399
**NQC15D AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - It's easier to talk about personal things on the internet**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Yes</td>
<td>86</td>
<td>70</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>72</td>
<td>14</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>13%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>No</td>
<td>491</td>
<td>403</td>
<td>39</td>
<td>17</td>
<td>10</td>
<td>417</td>
<td>74</td>
<td>491</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>74%</td>
<td>74%</td>
<td>67%</td>
<td>81%</td>
<td>73%</td>
<td>79%</td>
<td>74%</td>
</tr>
<tr>
<td>Don't know</td>
<td>87</td>
<td>73</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>81</td>
<td>6</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
<td>21%</td>
<td>9%</td>
<td>14%</td>
<td>6%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQC15E AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - When I'm on the internet I forget about the safety rules

**Base**: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>SIG. LEVEL</td>
<td>-a</td>
<td>b</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>-</td>
<td>316</td>
</tr>
<tr>
<td>Yes</td>
<td>58</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td>No</td>
<td>547</td>
<td>-</td>
<td>260</td>
</tr>
<tr>
<td>Don’t know</td>
<td>59</td>
<td>-</td>
<td>43</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC15E AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - When I'm on the internet I forget about the safety rules**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Yes</td>
<td>58</td>
<td>47</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>48</td>
<td>10</td>
<td>58</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>12%</td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>547</td>
<td>448</td>
<td>44</td>
<td>20</td>
<td>11</td>
<td>467</td>
<td>81</td>
<td>547</td>
</tr>
<tr>
<td>82%</td>
<td>82%</td>
<td>84%</td>
<td>77%</td>
<td>88%</td>
<td>82%</td>
<td>86%</td>
<td>82%</td>
<td>c</td>
</tr>
<tr>
<td>Don't know</td>
<td>59</td>
<td>52</td>
<td>4</td>
<td>3</td>
<td>*</td>
<td>56</td>
<td>3</td>
<td>59</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>11%</td>
<td>3%</td>
<td>10%</td>
<td>3%</td>
<td>9%</td>
<td>df</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 177**

**NQC15F AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - I feel more confident on the internet than I do in real life**

Base: Children aged 8-15 who use the internet at home through any device

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

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Column Tested</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>a,b,c</td>
<td>-</td>
</tr>
<tr>
<td>d,e</td>
<td>-</td>
</tr>
<tr>
<td>f,g,h,j,k</td>
<td>-</td>
</tr>
<tr>
<td>l,m,n,o,p,q,r</td>
<td>-</td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC15F AGREEMENT WITH THINGS SAID ABOUT THE INTERNET - I feel more confident on the internet than I do in real life**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Yes</td>
<td>118</td>
<td>100</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>97</td>
<td>21</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>18%</td>
<td>15%</td>
<td>19%</td>
<td>8%</td>
<td>17%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>No</td>
<td>473</td>
<td>386</td>
<td>38</td>
<td>17</td>
<td>11</td>
<td>406</td>
<td>67</td>
<td>473</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>71%</td>
<td>72%</td>
<td>64%</td>
<td>85%</td>
<td>71%</td>
<td>72%</td>
<td>71%</td>
</tr>
<tr>
<td>Don't know</td>
<td>73</td>
<td>61</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>68</td>
<td>5</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>13%</td>
<td>16%</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**QC15 Which of these things, if any, are things that you don't like about the internet?**

Base : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>316</td>
<td>348</td>
</tr>
<tr>
<td>Websites that take too long to load</td>
<td>275</td>
<td>114</td>
<td>161</td>
</tr>
<tr>
<td>Too many adverts</td>
<td>188</td>
<td>73</td>
<td>114</td>
</tr>
<tr>
<td>Seeing things that make me feel sad, frightened or embarrassed</td>
<td>82</td>
<td>-</td>
<td>47</td>
</tr>
<tr>
<td>Seeing things that are too old for me</td>
<td>78</td>
<td>-</td>
<td>51</td>
</tr>
<tr>
<td>Things people have written about me or photos of me on their profile page/ web page</td>
<td>77</td>
<td>-</td>
<td>32</td>
</tr>
<tr>
<td>Websites which are blocked so I can't look at them</td>
<td>72</td>
<td>-</td>
<td>33</td>
</tr>
<tr>
<td>Not enough websites that I like</td>
<td>65</td>
<td>-</td>
<td>35</td>
</tr>
</tbody>
</table>

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

---

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

**QC15 Which of these things, if any, are things that you don’t like about the internet?**

**Base** : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>-</td>
<td>316</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>397</td>
<td>-</td>
<td>180</td>
</tr>
<tr>
<td>60%</td>
<td>-%</td>
<td>57%</td>
<td>62%</td>
</tr>
<tr>
<td>EITHER SEEING THINGS 'SAD, FRIGHTENED, EMBARRASSED' OR 'TOO OLD FOR ME'</td>
<td>124</td>
<td>-</td>
<td>73</td>
</tr>
<tr>
<td>19%</td>
<td>-%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>These things don’t worry me! None of these</td>
<td>267</td>
<td>-</td>
<td>136</td>
</tr>
<tr>
<td>40%</td>
<td>-%</td>
<td>43%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15 Which of these things, if any, are things that you don't like about the internet?**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
</tr>
<tr>
<td>Websites that take too long to load</td>
<td>275</td>
<td>224</td>
<td>17</td>
<td>8</td>
<td>8</td>
<td>226</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
</tr>
<tr>
<td>Sites Tested: a,b,c,d,e,f,g</td>
<td>websites that take too long to load</td>
<td>275</td>
<td>224</td>
<td>17</td>
<td>8</td>
<td>8</td>
<td>226</td>
</tr>
<tr>
<td>Too many adverts</td>
<td>188</td>
<td>155</td>
<td>15</td>
<td>4</td>
<td>5</td>
<td>160</td>
<td>28</td>
</tr>
<tr>
<td>Seeing things that make me feel sad, frightened or embarrassed</td>
<td>82</td>
<td>72</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>70</td>
<td>12</td>
</tr>
<tr>
<td>Seeing things that are too old for me</td>
<td>78</td>
<td>68</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>68</td>
<td>10</td>
</tr>
<tr>
<td>Things people have written about me or photos of me on their profile page/ web page</td>
<td>77</td>
<td>67</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>64</td>
<td>13</td>
</tr>
<tr>
<td>Websites which are blocked so I can’t look at them</td>
<td>72</td>
<td>61</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>57</td>
<td>15</td>
</tr>
<tr>
<td>Not enough websites that I like</td>
<td>65</td>
<td>53</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>57</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 178

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

**QC15 Which of these things, if any, are things that you don't like about the internet?**

**Base**: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>397</td>
<td>327</td>
<td>30</td>
<td>10</td>
<td>10</td>
<td>330</td>
<td>67</td>
<td>397</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>60%</td>
<td>60%</td>
<td>58%</td>
<td>40%</td>
<td>78%</td>
<td>58%</td>
<td>72%</td>
<td>60%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>124</td>
<td>108</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>109</td>
<td>15</td>
<td>124</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>267</td>
<td>219</td>
<td>22</td>
<td>16</td>
<td>3</td>
<td>241</td>
<td>26</td>
<td>267</td>
</tr>
<tr>
<td>These things don't worry me/ None of these</td>
<td>40%</td>
<td>40%</td>
<td>42%</td>
<td>60%</td>
<td>22%</td>
<td>42%</td>
<td>28%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC16 In most weeks when you use the internet on any type of computer, mobile phone or games player, would you say that you...

Base : Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
According to OFCOM Media Literacy Tracker 2011 - Children and Parents, conducted from 21st March to 15th April 2011, NQC16 asks: In most weeks when you use the internet on any type of computer, mobile phone or games player, would you say that you...

The base of the survey includes children aged 8-15 who use the internet at home through any device.

### NATION

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Only visit websites that you've visited before</td>
<td>392</td>
<td>316</td>
<td>33</td>
<td>19</td>
<td>9</td>
<td>333</td>
<td>59</td>
<td>392</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Visit maybe one or two sites that you haven't visited before</td>
<td>213</td>
<td>180</td>
<td>16</td>
<td>5</td>
<td>3</td>
<td>182</td>
<td>31</td>
<td>213</td>
</tr>
<tr>
<td>Total</td>
<td>32%</td>
<td>33%</td>
<td>30%</td>
<td>21%</td>
<td>24%</td>
<td>32%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Visit lots of websites that you haven't visited before</td>
<td>43</td>
<td>37</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>41</td>
<td>2</td>
<td>43</td>
</tr>
<tr>
<td>Total</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
<td>7%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know</td>
<td>16</td>
<td>13</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>15</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

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

### NQ16B Thinking about the websites you visit that you haven’t visited before either when you’re looking for information online or if you’re buying or selling things online Which, if any, of these things would you check?

**Base**: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td></td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>j</td>
<td>k</td>
<td>l</td>
</tr>
<tr>
<td></td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>-</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>-</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>-</td>
<td>348</td>
</tr>
</tbody>
</table>

**Check the general appearance and look of the site**

- See if there is a padlock or other symbol to indicate the site is secure
- Look at how up to date the information on the site is
- See whether it is a company you have heard of
- Ask someone else if they have been to the website
- See if there is a symbol to indicate a quality standard
- See if there are links to the site from another trusted site

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

Prepared by Saville Rossiter: 01727 899 399
**Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.**

**Table 180**

NQC16B Thinking about the websites you visit that you haven’t visited before either when you’re looking for information online or if you’re buying or selling things online Which, if any, of these things would you check?

Base: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-</td>
<td>-</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-</td>
<td>-</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>-</td>
<td>171</td>
</tr>
</tbody>
</table>

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

---

**Check some types of information across a number of websites to be sure it’s correct**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>31</td>
<td>19</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>31</td>
<td>19</td>
</tr>
</tbody>
</table>

Significance Level: 95%

**See who/ which company has created the web page**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>25</td>
<td>20</td>
</tr>
</tbody>
</table>

**None of these**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>18</td>
<td>21</td>
</tr>
</tbody>
</table>

---

**Not applicable - never go to websites I haven’t visited before**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>33</td>
<td>47</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>33</td>
<td>47</td>
</tr>
</tbody>
</table>

---

**Don't know**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>17</td>
<td>11</td>
</tr>
</tbody>
</table>

---

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC16B Thinking about the websites you visit that you haven't visited before either when you're looking for information online or if you're buying or selling things online Which, if any, of these things would you check?**

*Base : Children aged 12-15 who use the internet at home through any device*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
</tr>
<tr>
<td>See if there is a padlock or other symbol to indicate the site is secure</td>
<td>81</td>
<td>67</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>67</td>
<td>**</td>
<td>81</td>
</tr>
<tr>
<td>23%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>23%</td>
</tr>
<tr>
<td>Check the general appearance and look of the site</td>
<td>75</td>
<td>64</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>60</td>
<td>**</td>
<td>75</td>
</tr>
<tr>
<td>22%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20%</td>
<td>**</td>
<td>22%</td>
</tr>
<tr>
<td>Look at how up to date the information on the site is</td>
<td>74</td>
<td>61</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>64</td>
<td>**</td>
<td>74</td>
</tr>
<tr>
<td>21%</td>
<td>21%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21%</td>
<td>**</td>
<td>21%</td>
</tr>
<tr>
<td>See whether it is a company you have heard of</td>
<td>69</td>
<td>63</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>59</td>
<td>**</td>
<td>69</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20%</td>
<td>**</td>
<td>20%</td>
</tr>
<tr>
<td>Ask someone else if they have been to the website</td>
<td>67</td>
<td>52</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>55</td>
<td>**</td>
<td>67</td>
</tr>
<tr>
<td>19%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>**</td>
<td>19%</td>
</tr>
<tr>
<td>See if there is a symbol to indicate a quality standard</td>
<td>61</td>
<td>51</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>55</td>
<td>**</td>
<td>61</td>
</tr>
<tr>
<td>18%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>**</td>
<td>18%</td>
</tr>
<tr>
<td>See if there are links to the site from another trusted site</td>
<td>55</td>
<td>51</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>46</td>
<td>**</td>
<td>55</td>
</tr>
<tr>
<td>16%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15%</td>
<td>**</td>
<td>16%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQC16B Thinking about the websites you visit that you haven’t visited before either when you’re looking for information online or if you’re buying or selling things online Which, if any, of these things would you check?

Base: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
<td>529</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
<td></td>
</tr>
<tr>
<td>Check some types of information across a number of websites to be sure it’s correct</td>
<td>50</td>
<td>42</td>
<td></td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>41</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13%</td>
</tr>
<tr>
<td>See who/which company has created the webpage</td>
<td>45</td>
<td>40</td>
<td></td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>38</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13%</td>
<td>14%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13%</td>
</tr>
<tr>
<td>None of these</td>
<td>39</td>
<td>27</td>
<td></td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>33</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11%</td>
</tr>
<tr>
<td>Not applicable - never go to websites I haven’t visited before</td>
<td>80</td>
<td>68</td>
<td></td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>67</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>23%</td>
<td>24%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>28</td>
<td>24</td>
<td></td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>27</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 181

QC17F How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>-</td>
<td>496</td>
<td>529</td>
<td>507</td>
<td>518</td>
<td>-</td>
<td>252</td>
<td>244</td>
<td>265</td>
<td>274</td>
<td>250</td>
<td>309</td>
<td>194</td>
<td>272</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>-</td>
<td>402</td>
<td>426</td>
<td>410</td>
<td>418</td>
<td>-</td>
<td>204</td>
<td>199</td>
<td>206</td>
<td>220</td>
<td>194</td>
<td>257</td>
<td>159</td>
<td>218</td>
</tr>
<tr>
<td>Very confident</td>
<td>434</td>
<td>-</td>
<td>-</td>
<td>158</td>
<td>276</td>
<td>224</td>
<td>209</td>
<td>-</td>
<td>87</td>
<td>71</td>
<td>138</td>
<td>138</td>
<td>90</td>
<td>145</td>
<td>85</td>
<td>114</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>174</td>
<td>-</td>
<td>-</td>
<td>110</td>
<td>65</td>
<td>82</td>
<td>93</td>
<td>-</td>
<td>51</td>
<td>59</td>
<td>31</td>
<td>34</td>
<td>49</td>
<td>50</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>29</td>
<td>-</td>
<td>-</td>
<td>25</td>
<td>4</td>
<td>13</td>
<td>16</td>
<td>-</td>
<td>12</td>
<td>13</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>9</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Not very confident</td>
<td>16</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td>5</td>
<td>11</td>
<td>3</td>
<td>-</td>
<td>5</td>
<td>10</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>8</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>18</td>
<td>2</td>
<td>6</td>
<td>14</td>
<td>-</td>
<td>6</td>
<td>12</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>9</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Don't know</td>
<td>7</td>
<td>-</td>
<td>-</td>
<td>6</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>-</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>36</td>
<td>-</td>
<td>-</td>
<td>31</td>
<td>6</td>
<td>18</td>
<td>18</td>
<td>-</td>
<td>16</td>
<td>15</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>10</td>
<td>6</td>
<td>12</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### QC17F How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)?

**Base:** Children aged 8-15 who use the internet at home through any device

#### NATION

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NATION</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td><strong>Very confident</strong></td>
<td>434</td>
<td>367</td>
<td>29</td>
<td>18</td>
<td>8</td>
<td>372</td>
<td>62</td>
<td>434</td>
</tr>
<tr>
<td>65%</td>
<td>67%</td>
<td>56%</td>
<td>68%</td>
<td>61%</td>
<td>65%</td>
<td>66%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td><strong>Fairly confident</strong></td>
<td>174</td>
<td>136</td>
<td>19</td>
<td>6</td>
<td>4</td>
<td>148</td>
<td>27</td>
<td>174</td>
</tr>
<tr>
<td>26%</td>
<td>25%</td>
<td>35%</td>
<td>23%</td>
<td>29%</td>
<td>26%</td>
<td>28%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL CONFIDENT</strong></td>
<td>608</td>
<td>503</td>
<td>48</td>
<td>24</td>
<td>12</td>
<td>520</td>
<td>88</td>
<td>608</td>
</tr>
<tr>
<td>92%</td>
<td>92%</td>
<td>91%</td>
<td>92%</td>
<td>90%</td>
<td>91%</td>
<td>95%</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td><strong>Neither/ nor</strong></td>
<td>29</td>
<td>25</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>26</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>Not very confident</strong></td>
<td>16</td>
<td>11</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>14</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td><strong>Not at all confident</strong></td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>1%</td>
<td>*%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL NOT CONFIDENT</strong></td>
<td>19</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>7</td>
<td>*</td>
<td>7</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL NEITHER/ NOR OR DON'T KNOW</strong></td>
<td>36</td>
<td>30</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>33</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC17A How confident are you that you can find what you want when you go online?

Base: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE</td>
<td>5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>FEMALE</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td>5-7</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8-11</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8-11</td>
<td>ALL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>TOTAL</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17A** How confident are you that you can find what you want when you go online?

Base: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
</tr>
<tr>
<td>Very confident</td>
<td>216</td>
<td>181</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>187</td>
<td>**</td>
<td>216</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>118</td>
<td>93</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>102</td>
<td>**</td>
<td>118</td>
</tr>
<tr>
<td>TOTAL CONFIDENT</td>
<td>334</td>
<td>275</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>288</td>
<td>**</td>
<td>334</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>5</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td>Not very confident</td>
<td>5</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>1</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>**</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>7</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6</td>
<td>**</td>
<td>7</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>**</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL EITHER/ OR DON'T KNOW</td>
<td>7</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6</td>
<td>**</td>
<td>7</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 183

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC17B How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?**

Base : Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significant Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>197</td>
<td>57%</td>
<td>5%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Very confident</td>
<td>86</td>
<td>25%</td>
<td>-</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>111</td>
<td>32%</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL CONFIDENT</td>
<td>197</td>
<td>57%</td>
<td>-</td>
</tr>
<tr>
<td>Neither nor</td>
<td>72</td>
<td>21%</td>
<td>-</td>
</tr>
<tr>
<td>Not very confident</td>
<td>32</td>
<td>9%</td>
<td>-</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>22</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>54</td>
<td>15%</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>25</td>
<td>7%</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL NEITHER NOR DON'T KNOW</td>
<td>97</td>
<td>28%</td>
<td>-</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**  

Table 183

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

### QC17B How confident are you using the internet to do creative things - like making blogs, sharing photos online, or uploading short videos to the internet?

Base: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
</tr>
<tr>
<td>Very confident</td>
<td>86</td>
<td>62</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>75</td>
<td>**</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25%</td>
<td>**</td>
<td>25%</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>111</td>
<td>94</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>98</td>
<td>**</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>33%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>33%</td>
<td>**</td>
<td>32%</td>
</tr>
<tr>
<td>TOTAL CONFIDENT</td>
<td>197</td>
<td>156</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>173</td>
<td>**</td>
<td>197</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>55%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>58%</td>
<td>**</td>
<td>57%</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>72</td>
<td>64</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>57</td>
<td>**</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>**</td>
<td>21%</td>
</tr>
<tr>
<td>Not very confident</td>
<td>32</td>
<td>26</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>29</td>
<td>**</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10%</td>
<td>**</td>
<td>9%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>22</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20</td>
<td>**</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>54</td>
<td>43</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>48</td>
<td>**</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16%</td>
<td>**</td>
<td>15%</td>
</tr>
<tr>
<td>Don't know</td>
<td>25</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22</td>
<td>**</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>97</td>
<td>85</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>79</td>
<td>**</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>30%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>26%</td>
<td>**</td>
<td>28%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 184

QC17C How confident are you in judging whether a website you use is truthful?

Base : Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>5-7</td>
<td>8-11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Total</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Very confident</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>TOTAL CONFIDENT</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Not very confident</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>Don't know</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,k,l,m,n,o,p,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC17C How confident are you in judging whether a website you use is truthful?**

*Base: Children aged 12-15 who use the internet at home through any device*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>Very confident</td>
<td>72</td>
<td>53</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>65</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Fairly confident</td>
<td>169</td>
<td>146</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>142</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>51%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>47%</td>
<td>**</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>TOTAL CONFIDENT</td>
<td>241</td>
<td>199</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>206</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>69%</td>
<td>70%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>69%</td>
<td>**</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>Neither nor</td>
<td>66</td>
<td>53</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>58</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>**</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Not very confident</td>
<td>19</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Not at all confident</td>
<td>5</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>TOTAL NOT CONFIDENT</td>
<td>24</td>
<td>20</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Don't know</td>
<td>16</td>
<td>12</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>82</td>
<td>66</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>74</td>
<td>**</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25%</td>
<td>**</td>
<td>24%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC17H How confident are you that you know how to stay safe while you are online?

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>496</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>402</td>
<td>426</td>
</tr>
<tr>
<td>Very confident</td>
<td>339</td>
<td>146</td>
<td>193</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>246</td>
<td>112</td>
<td>134</td>
</tr>
<tr>
<td>Neither/ nor</td>
<td>48</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>Not very confident</td>
<td>15</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>18</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>Don't know</td>
<td>12</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>60</td>
<td>42</td>
<td>18</td>
</tr>
</tbody>
</table>

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l,m,n,o,p,q,r
Prepared by Saville Rossiter - 01727 899 399

**OF COM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 185

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

QC17H How confident are you that you know how to stay safe while you are online?

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Very confident</td>
<td>339</td>
<td>279</td>
<td>27</td>
<td>14</td>
<td>6</td>
<td>287</td>
<td>52</td>
<td>339</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>246</td>
<td>206</td>
<td>19</td>
<td>9</td>
<td>6</td>
<td>215</td>
<td>31</td>
<td>246</td>
</tr>
<tr>
<td>TOTAL CONFIDENT</td>
<td>585</td>
<td>485</td>
<td>46</td>
<td>23</td>
<td>11</td>
<td>502</td>
<td>83</td>
<td>585</td>
</tr>
<tr>
<td>Neither nor</td>
<td>48</td>
<td>40</td>
<td>4</td>
<td>2</td>
<td>*</td>
<td>43</td>
<td>5</td>
<td>48</td>
</tr>
<tr>
<td>Not very confident</td>
<td>15</td>
<td>10</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>*</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL NOT CONFIDENT</td>
<td>18</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>15</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>Don't know</td>
<td>12</td>
<td>10</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>10</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL NEITHER/ NOR OR DON'T KNOW</td>
<td>60</td>
<td>51</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>53</td>
<td>7</td>
<td>60</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 186**

**QC17D Overall how confident are you as an internet user?**

Base: Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>e</td>
<td>f</td>
</tr>
<tr>
<td></td>
<td>g</td>
<td>h</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>j</td>
<td>k</td>
<td>l</td>
</tr>
<tr>
<td></td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td></td>
<td>p</td>
<td>q</td>
<td>r</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

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

---

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

**Unweighted total**
- 529
- 255
- 108
- 49
- 63%
- 221
- 529
- 348
- 171
- 108
- 177
- 49
- 63%
- 221
- 529
- 348
- 171
- 108
- 177
- 49
- 63%
- 221

**Effective Weighted Sample**
- 426
- 206
- 60
- 26
- 34%
- 117
- 426
- 206
- 60
- 26
- 34%
- 117
- 426
- 206
- 60
- 26
- 34%
- 117

**Unweighted total**
- 529
- 255
- 108
- 49
- 63%
- 221
- 529
- 348
- 171
- 108
- 177
- 49
- 63%
- 221
- 529
- 348
- 171
- 108
- 177
- 49
- 63%
- 221

**Effective Weighted Sample**
- 426
- 206
- 60
- 26
- 34%
- 117
- 426
- 206
- 60
- 26
- 34%
- 117
- 426
- 206
- 60
- 26
- 34%
- 117

---

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

Prepared by Saville Rossiter-Base: 01727 899 399
## QC17D Overall how confident are you as an internet user?

**Base:** Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level:</strong> 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
</tr>
<tr>
<td>Very confident</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EF</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
</tr>
<tr>
<td>Very confident</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td>221</td>
<td>183</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>188</td>
<td>221</td>
</tr>
<tr>
<td>Very confident</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Fairly confident</td>
<td>117</td>
<td>96</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>103</td>
<td>117</td>
</tr>
<tr>
<td>Total</td>
<td>34%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>TOTAL CONFIDENT</strong></td>
<td>338</td>
<td>279</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>291</td>
<td>338</td>
</tr>
<tr>
<td><strong>TOTAL NOT CONFIDENT</strong></td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTAL NOT CONFIDENT</strong></td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTAL NEITHER/ NOR OR DON'T KNOW</strong></td>
<td>7</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**QC18A EXPERIENCE OR LEVEL OF INTEREST** - Set up your own page or profile on a social networking website like Facebook, Bebo, MySpace, Hi5 or Twitter

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>Done this</td>
<td>Interested in doing this</td>
<td>Not interested</td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>Effective Weighted Sample</td>
<td>Total</td>
</tr>
</tbody>
</table>

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

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

**QC18A EXPERIENCE OR LEVEL OF INTEREST - Set up your own page or profile on a social networking website like Facebook, Bebo, MySpace, Hi5 or Twitter**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Done this</td>
<td>352</td>
<td>281</td>
<td>33</td>
<td>14</td>
<td>7</td>
<td>306</td>
<td>46</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>51%</td>
<td>63%</td>
<td>56%</td>
<td>56%</td>
<td>54%</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>80</td>
<td>65</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>68</td>
<td>13</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>18%</td>
<td>8%</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Not interested</td>
<td>220</td>
<td>191</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>187</td>
<td>33</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>35%</td>
<td>19%</td>
<td>23%</td>
<td>35%</td>
<td>33%</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>Don't know</td>
<td>12</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>10</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18B EXPERIENCE OR LEVEL OF INTEREST** - Created a character that lives or plays in the online world on websites like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia

**Base**: Children aged 8-15 who use the internet at home through any device

**CHILD'S AGE**

**CHILD'S GENDER**

**CHILD'S AGE & GENDER**

**SOCIAL GRADE**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 5-7 FEMALE 5-7</td>
<td>MALE 8-11 FEMALE 8-11</td>
<td>MALE 12-15 FEMALE 12-15</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>f</td>
<td>h</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>b</td>
<td>g</td>
<td>i</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>c</td>
<td>j</td>
<td>k</td>
</tr>
</tbody>
</table>

Significance Level: 95%

**Unweighted total**

<table>
<thead>
<tr>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE 5-7 FEMALE 5-7</th>
<th>MALE 8-11 FEMALE 8-11</th>
<th>MALE 12-15 FEMALE 12-15</th>
<th>AB C1 C2 DE ABC1 C2DE ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1025</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Done this</td>
<td>254</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not interested</td>
<td>328</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18B EXPERIENCE OR LEVEL OF INTEREST - Created a character that lives or plays in the online world on websites like Club Penguin, Moshi Monsters, Habbo, Stardoll or Gaia**

Base: Children aged 8-15 who use the internet at home through any device

**NATION**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Done this</td>
<td>254</td>
<td>213</td>
<td>13</td>
<td>9</td>
<td>4</td>
<td>213</td>
<td>41</td>
<td>254</td>
</tr>
<tr>
<td>38%</td>
<td>53%</td>
<td>25%</td>
<td>33%</td>
<td>31%</td>
<td>37%</td>
<td>44%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>68</td>
<td>49</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>56</td>
<td>12</td>
<td>68</td>
</tr>
<tr>
<td>10%</td>
<td>9%</td>
<td>20%</td>
<td>15%</td>
<td>9%</td>
<td>10%</td>
<td>12%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Not interested</td>
<td>328</td>
<td>273</td>
<td>27</td>
<td>12</td>
<td>7</td>
<td>288</td>
<td>39</td>
<td>328</td>
</tr>
<tr>
<td>49%</td>
<td>50%</td>
<td>52%</td>
<td>46%</td>
<td>56%</td>
<td>51%</td>
<td>42%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>14</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>13</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
**QC18C EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>總計</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>基商數總計</td>
<td>1025</td>
<td>-</td>
<td>496</td>
</tr>
<tr>
<td>基商業樣本</td>
<td>828</td>
<td>-</td>
<td>402</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Done this</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>利用中</td>
<td>73</td>
<td>-</td>
<td>13</td>
<td>61</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11%</td>
<td>-%</td>
<td>4%</td>
<td>17%</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>a-b</th>
<th>c-d</th>
<th>e-f</th>
<th>g-h</th>
<th>i-j</th>
<th>k-l</th>
<th>m-n</th>
</tr>
</thead>
<tbody>
<tr>
<td>不了解</td>
<td>24</td>
<td>-</td>
<td>15</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td>-%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

### QC18C EXPERIENCE OR LEVEL OF INTEREST - Made a short video and uploaded it to a website

Base: Children aged 8-15 who use the internet at home through any device

**NATION**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Done this</td>
<td>73</td>
<td>63</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>64</td>
<td>10</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>12%</td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>114</td>
<td>89</td>
<td>10</td>
<td>6</td>
<td>2</td>
<td>103</td>
<td>11</td>
<td>114</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>16%</td>
<td>20%</td>
<td>22%</td>
<td>14%</td>
<td>18%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Not interested</td>
<td>453</td>
<td>376</td>
<td>36</td>
<td>16</td>
<td>9</td>
<td>383</td>
<td>70</td>
<td>453</td>
</tr>
<tr>
<td></td>
<td>68%</td>
<td>69%</td>
<td>69%</td>
<td>61%</td>
<td>73%</td>
<td>67%</td>
<td>75%</td>
<td>68%</td>
</tr>
<tr>
<td>Don't know</td>
<td>24</td>
<td>19</td>
<td>2</td>
<td>2</td>
<td>*</td>
<td>21</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>9%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18D EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>8-11</td>
<td>8-11</td>
<td>12-15</td>
<td>12-15</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
<th>k</th>
<th>l</th>
<th>m</th>
<th>n</th>
<th>o</th>
<th>p</th>
<th>q</th>
<th>r</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>-</td>
<td>496</td>
<td>529</td>
<td>507</td>
<td>518</td>
<td>-</td>
<td>-</td>
<td>252</td>
<td>244</td>
<td>265</td>
<td>274</td>
<td>250</td>
<td>309</td>
<td>194</td>
<td>272</td>
<td>559</td>
<td>486</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>-</td>
<td>402</td>
<td>426</td>
<td>410</td>
<td>418</td>
<td>-</td>
<td>-</td>
<td>204</td>
<td>199</td>
<td>206</td>
<td>220</td>
<td>194</td>
<td>257</td>
<td>159</td>
<td>218</td>
<td>450</td>
<td>378</td>
</tr>
<tr>
<td>Done this</td>
<td>237</td>
<td>-</td>
<td>49</td>
<td>189</td>
<td>101</td>
<td>136</td>
<td>-</td>
<td>-</td>
<td>23</td>
<td>26</td>
<td>78</td>
<td>110</td>
<td>57</td>
<td>71</td>
<td>47</td>
<td>62</td>
<td>128</td>
<td>109</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>86</td>
<td>-</td>
<td>51</td>
<td>35</td>
<td>43</td>
<td>43</td>
<td>-</td>
<td>-</td>
<td>25</td>
<td>26</td>
<td>18</td>
<td>17</td>
<td>20</td>
<td>32</td>
<td>16</td>
<td>18</td>
<td>52</td>
<td>34</td>
</tr>
<tr>
<td>Not interested</td>
<td>314</td>
<td>-</td>
<td>198</td>
<td>116</td>
<td>173</td>
<td>141</td>
<td>-</td>
<td>-</td>
<td>104</td>
<td>94</td>
<td>69</td>
<td>47</td>
<td>66</td>
<td>103</td>
<td>53</td>
<td>92</td>
<td>169</td>
<td>145</td>
</tr>
<tr>
<td>Don't know</td>
<td>27</td>
<td>-</td>
<td>18</td>
<td>9</td>
<td>13</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>11</td>
<td>6</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>13</td>
<td>14</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
QC18D EXPERIENCE OR LEVEL OF INTEREST - Uploaded photos to a website

Base: Children aged 8-15 who use the internet at home through any device

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

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>169</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Done this</td>
<td>237</td>
<td>198</td>
<td>15</td>
<td>8</td>
<td>5</td>
<td>205</td>
<td>32</td>
<td>237</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>36%</td>
<td>28%</td>
<td>32%</td>
<td>41%</td>
<td>36%</td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>86</td>
<td>66</td>
<td>9</td>
<td>6</td>
<td>2</td>
<td>72</td>
<td>13</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>12%</td>
<td>17%</td>
<td>23%</td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Not interested</td>
<td>314</td>
<td>259</td>
<td>27</td>
<td>9</td>
<td>6</td>
<td>269</td>
<td>46</td>
<td>314</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>47%</td>
<td>52%</td>
<td>36%</td>
<td>45%</td>
<td>47%</td>
<td>49%</td>
<td>47%</td>
</tr>
<tr>
<td>Don't know</td>
<td>27</td>
<td>23</td>
<td>2</td>
<td>2</td>
<td>*</td>
<td>25</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>9%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18E EXPERIENCE OR LEVEL OF INTEREST - Set up your own website

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td>828</td>
</tr>
<tr>
<td>Done this</td>
<td></td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td></td>
<td></td>
<td>134</td>
</tr>
<tr>
<td>Not interested</td>
<td></td>
<td></td>
<td>436</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td>38</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18E EXPERIENCE OR LEVEL OF INTEREST - Set up your own website**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Done this</td>
<td>55</td>
<td>44</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>48</td>
<td>7</td>
<td>55</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>134</td>
<td>108</td>
<td>11</td>
<td>7</td>
<td>2</td>
<td>116</td>
<td>18</td>
<td>134</td>
</tr>
<tr>
<td>20%</td>
<td>20%</td>
<td>22%</td>
<td>27%</td>
<td>17%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Not interested</td>
<td>436</td>
<td>365</td>
<td>35</td>
<td>16</td>
<td>10</td>
<td>371</td>
<td>66</td>
<td>436</td>
</tr>
<tr>
<td>66%</td>
<td>67%</td>
<td>66%</td>
<td>60%</td>
<td>75%</td>
<td>65%</td>
<td>71%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>38</td>
<td>30</td>
<td>5</td>
<td>3</td>
<td>4*</td>
<td>37</td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td>6%</td>
<td>5%</td>
<td>10%</td>
<td>11%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18F EXPERIENCE OR LEVEL OF INTEREST - Set up your own blog/weblog

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 7-11</td>
<td>FEMALE 7-11</td>
<td>MALE 12-15</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------</td>
<td>----------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>48</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>22</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>24</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>Done this</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Not interested</td>
<td>14%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>13%</td>
<td>75%</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>91</td>
<td>35</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>14%</td>
<td>73%</td>
</tr>
<tr>
<td>Don't know</td>
<td>43</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>10%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC18F EXPERIENCE OR LEVEL OF INTEREST - Set up your own blog/weblog

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>169</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
</tr>
<tr>
<td>Done this</td>
<td>32</td>
<td>27</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>24</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>91</td>
<td>72</td>
<td>8</td>
<td>6</td>
<td>1</td>
<td>80</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>23%</td>
<td>7%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Not interested</td>
<td>498</td>
<td>415</td>
<td>37</td>
<td>16</td>
<td>11</td>
<td>426</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>76%</td>
<td>70%</td>
<td>63%</td>
<td>84%</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>Don't know</td>
<td>43</td>
<td>33</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>40</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>13%</td>
<td>11%</td>
<td>5%</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC18G EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>C1</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td>8-11</td>
<td>8-11</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td>MALE:</td>
<td>FEMALE:</td>
<td></td>
<td>CZDE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Significant Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Done this:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interested in doing this:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not interested:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 193

QC18G EXPERIENCE OR LEVEL OF INTEREST - Signed an online petition

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>636</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Done this</td>
<td>24</td>
<td>22</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>21</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>50</td>
<td>41</td>
<td>3</td>
<td>2</td>
<td>*</td>
<td>45</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Not interested</td>
<td>532</td>
<td>438</td>
<td>40</td>
<td>21</td>
<td>11</td>
<td>449</td>
<td>82</td>
<td>532</td>
</tr>
<tr>
<td></td>
<td>80%</td>
<td>80%</td>
<td>77%</td>
<td>81%</td>
<td>87%</td>
<td>79%</td>
<td>86%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>abeg</td>
<td>abeg</td>
<td>abeg</td>
<td>abeg</td>
<td>abeg</td>
<td>abeg</td>
<td>abeg</td>
<td>abeg</td>
</tr>
<tr>
<td>Don't know</td>
<td>58</td>
<td>46</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>55</td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>8%</td>
<td>15%</td>
<td>12%</td>
<td>7%</td>
<td>10%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>f</td>
<td>afg</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
<td>f</td>
</tr>
</tbody>
</table>

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

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18H EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues**

**Base:** Children aged 12-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>-a</td>
<td>-b</td>
<td>c</td>
<td>d</td>
</tr>
<tr>
<td>529</td>
<td>-</td>
<td>529</td>
<td>255</td>
</tr>
<tr>
<td>426</td>
<td>-</td>
<td>426</td>
<td>206</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>-</strong></td>
<td><strong>348</strong></td>
<td><strong>171</strong></td>
</tr>
<tr>
<td><strong>Done this</strong></td>
<td><strong>-</strong></td>
<td><strong>17</strong></td>
<td><strong>7</strong></td>
</tr>
<tr>
<td>17%</td>
<td>-%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Interested in doing this</strong></td>
<td><strong>-</strong></td>
<td><strong>26</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td>7%</td>
<td>-%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Not interested</strong></td>
<td><strong>-</strong></td>
<td><strong>289</strong></td>
<td><strong>140</strong></td>
</tr>
<tr>
<td>83%</td>
<td>-%</td>
<td>83%</td>
<td>82%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td><strong>-</strong></td>
<td><strong>16</strong></td>
<td><strong>10</strong></td>
</tr>
<tr>
<td>5%</td>
<td>-%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC18H EXPERIENCE OR LEVEL OF INTEREST - Expressed your views online about political or social issues

Base: Children aged 12-15 who use the internet at home through any device

#### NATION

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sigificance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>529</td>
<td>329</td>
<td>68</td>
<td>58</td>
<td>59</td>
<td>436</td>
<td>93</td>
<td>529</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>426</td>
<td>319</td>
<td>64</td>
<td>53</td>
<td>57</td>
<td>358</td>
<td>70</td>
<td>426</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>285</td>
<td>29</td>
<td>14</td>
<td>7</td>
<td>300</td>
<td>48</td>
<td>348</td>
</tr>
<tr>
<td>Done this</td>
<td>17</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>15</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Interested in doing this</td>
<td>26</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td>22</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Not interested</td>
<td>289</td>
<td>238</td>
<td></td>
<td></td>
<td></td>
<td>248</td>
<td></td>
<td>289</td>
</tr>
<tr>
<td></td>
<td>83%</td>
<td>84%</td>
<td></td>
<td></td>
<td></td>
<td>82%</td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>Don't know</td>
<td>16</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td>16</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
<td></td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 195

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

NQC19 Which different social networking sites do you have a page or profile on? (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15)

Base : Children aged 5-15 with a social networking site profile

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>548</td>
<td>14</td>
<td>127</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>439</td>
<td>11</td>
<td>104</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>~a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Facebook</td>
<td>** 82</td>
<td>253</td>
<td>163</td>
</tr>
<tr>
<td>95%</td>
<td>**</td>
<td>93%</td>
<td>96%</td>
</tr>
<tr>
<td>Twitter</td>
<td>** 8</td>
<td>36</td>
<td>16</td>
</tr>
<tr>
<td>12%</td>
<td>**</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Bebo</td>
<td>** 6</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>12%</td>
<td>**</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>MySpace</td>
<td>** 2</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>4%</td>
<td>**</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Flickr</td>
<td>** *</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>2%</td>
<td>**</td>
<td>*%</td>
<td>3%</td>
</tr>
<tr>
<td>Pico</td>
<td>** -</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>2%</td>
<td>**</td>
<td>-%</td>
<td>2%</td>
</tr>
<tr>
<td>Blogger</td>
<td>** -</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>** 8</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td>8%</td>
<td>**</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Don't currently have a profile on/ use any of these sites</td>
<td>** 3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>**</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 195**

**NQC19 Which different social networking sites do you have a page or profile on? (ASKED OF PARENTS OF 5-7S AND CHILDREN AGED 8-15)**

Base: Children aged 5-15 with a social networking site profile

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>AGED 10-12</th>
<th>PROFILE ON FACEBOOK/BEBO/MYSPACE</th>
<th>ALL HOME INTERNET USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND a</td>
<td>SCOTLAND b</td>
<td>WALES c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>548</td>
<td>326</td>
<td>76</td>
<td>62</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>359</td>
<td>285</td>
<td>34</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>342</td>
<td>272</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Facebook</td>
<td>45</td>
<td>38</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Twitter</td>
<td>12%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Bebo</td>
<td>44</td>
<td>29</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>MySpace</td>
<td>12%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Flickr</td>
<td>15</td>
<td>11</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Flickr</td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Twitter</td>
<td>7</td>
<td>7</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Blogger</td>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Piczo</td>
<td>5</td>
<td>5</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Blogger</td>
<td>5%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Don’t currently have a profile on/ use any of these sites</td>
<td>29</td>
<td>26</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g - h,i</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 196

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

**QC20 Do you know if your social networking site profile can be seen by other people? Which one of these options best describes who can see it?**

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>male</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>8</td>
<td>female</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>c</td>
<td>7</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>11</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>12</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>f</td>
<td>15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>g</td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>528</td>
<td>-</td>
<td>125</td>
<td>403</td>
<td>247</td>
<td>281</td>
<td>-</td>
<td>-</td>
<td>65</td>
<td>60</td>
<td>182</td>
<td>221</td>
<td>123</td>
<td>154</td>
<td>95</td>
<td>156</td>
<td>277</td>
<td>251</td>
<td>528</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>424</td>
<td>-</td>
<td>103</td>
<td>322</td>
<td>201</td>
<td>223</td>
<td>-</td>
<td>-</td>
<td>54</td>
<td>48</td>
<td>147</td>
<td>175</td>
<td>95</td>
<td>129</td>
<td>76</td>
<td>125</td>
<td>224</td>
<td>201</td>
<td>424</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>349</td>
<td>-</td>
<td>87</td>
<td>261</td>
<td>165</td>
<td>184</td>
<td>-</td>
<td>-</td>
<td>45</td>
<td>42</td>
<td>120</td>
<td>141</td>
<td>77</td>
<td>110</td>
<td>61</td>
<td>101</td>
<td>187</td>
<td>162</td>
<td>349</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It can only be seen by my friends and no-one else

<table>
<thead>
<tr>
<th>Age &amp; Gender</th>
<th>It can only be seen by my friends and no-one else</th>
<th>Unweighted</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>It can only be seen by my friends and no-one else</td>
<td>249</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>8-11</td>
<td>It can only be seen by my friends and no-one else</td>
<td>129</td>
<td>225</td>
<td>225</td>
</tr>
<tr>
<td>5-7</td>
<td>It can only be seen by my friends and their friends</td>
<td>71%</td>
<td>-%</td>
<td>71%</td>
</tr>
<tr>
<td>8-11</td>
<td>It can only be seen by my friends and their friends</td>
<td>79%</td>
<td>-%</td>
<td>79%</td>
</tr>
<tr>
<td>5-7</td>
<td>It can only be seen by anyone</td>
<td>69%</td>
<td>-%</td>
<td>69%</td>
</tr>
<tr>
<td>8-11</td>
<td>It can only be seen by anyone</td>
<td>68%</td>
<td>-%</td>
<td>68%</td>
</tr>
<tr>
<td>5-7</td>
<td>Nobody can see it</td>
<td>4%</td>
<td>-%</td>
<td>4%</td>
</tr>
<tr>
<td>8-11</td>
<td>Nobody can see it</td>
<td>6%</td>
<td>-%</td>
<td>6%</td>
</tr>
<tr>
<td>5-7</td>
<td>Nobody can see it</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>8-11</td>
<td>Nobody can see it</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
</tr>
<tr>
<td>5-7</td>
<td>Don't know</td>
<td>7%</td>
<td>-%</td>
<td>7%</td>
</tr>
<tr>
<td>8-11</td>
<td>Don't know</td>
<td>6%</td>
<td>-%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter: 01727 899 399
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

QC20 Do you know if your social networking site profile can be seen by other people? Which one of these options best describes who can see it?

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>PROFILE ON FACEBOOK/BEBO/MYSpace</th>
<th>ALL HOME INTERNET USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>528</td>
<td>317</td>
<td>73</td>
<td>60</td>
<td>60</td>
<td>435</td>
<td>93</td>
<td>528</td>
<td>192</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>424</td>
<td>309</td>
<td>66</td>
<td>55</td>
<td>58</td>
<td>358</td>
<td>68</td>
<td>424</td>
<td>156</td>
</tr>
<tr>
<td>Total</td>
<td>349</td>
<td>279</td>
<td>33</td>
<td>14</td>
<td>7</td>
<td>303</td>
<td>46</td>
<td>349</td>
<td>119</td>
</tr>
<tr>
<td>It can only be seen by my friends and no-one else</td>
<td>249</td>
<td>198</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>215</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>71%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>It can only be seen by my friends and their friends</td>
<td>70</td>
<td>57</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>60</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>It can be seen by anyone</td>
<td>18</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Nobody can see it</td>
<td>5</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g - h,i
Table 197

QC21 Do you regularly use social networking sites for any of the things shown on this card?

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>FEMALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>Total</td>
<td>-a</td>
<td>-b</td>
<td>-c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>247</td>
<td>281</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>For contact with friends/ family</td>
<td>159</td>
<td>179</td>
<td>-</td>
</tr>
<tr>
<td>Look at music/ find out about bands</td>
<td>45</td>
<td>46</td>
<td>-</td>
</tr>
<tr>
<td>Look for old friends/ people I've lost touch with</td>
<td>45</td>
<td>44</td>
<td>-</td>
</tr>
<tr>
<td>Look at other people's pages without leaving a message</td>
<td>44</td>
<td>37</td>
<td>-</td>
</tr>
<tr>
<td>For contact with friends who are friends of friends</td>
<td>53</td>
<td>71</td>
<td>-</td>
</tr>
<tr>
<td>For contact with people I have never met in person/ face to face</td>
<td>8</td>
<td>74</td>
<td>-</td>
</tr>
<tr>
<td>Look at or join in with campaigns and petitions</td>
<td>33</td>
<td>28</td>
<td>-</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 197

QC21 Do you regularly use social networking sites for any of the things shown on this card?

Base : Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>528</td>
<td>-</td>
<td>125</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>424</td>
<td>-</td>
<td>103</td>
</tr>
<tr>
<td>Total</td>
<td>349</td>
<td>-</td>
<td>87</td>
</tr>
<tr>
<td>Any other uses</td>
<td>6</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>-%</td>
<td>3%</td>
</tr>
<tr>
<td>POTENTIAL CONTACT WITH PEOPLE NOT DIRECTLY KNOW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TO THEM</td>
<td>74</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>-%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 197

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

QC21 Do you regularly use social networking sites for any of the things shown on this card?

**Base**: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>528</td>
<td>317</td>
<td>73</td>
<td>60</td>
<td>60</td>
<td>435</td>
<td>93</td>
<td>528</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>424</td>
<td>309</td>
<td>66</td>
<td>55</td>
<td>58</td>
<td>358</td>
<td>68</td>
<td>424</td>
</tr>
<tr>
<td>Total</td>
<td>349</td>
<td>279</td>
<td>33</td>
<td>14</td>
<td>7</td>
<td>303</td>
<td>46</td>
<td>349</td>
</tr>
<tr>
<td>For contact with friends/ family</td>
<td>338</td>
<td>270</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>294</td>
<td>**</td>
<td>338</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>97%</td>
<td>97%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>97%</td>
<td>**</td>
<td>97%</td>
</tr>
<tr>
<td>Listen to music/ find out about bands</td>
<td>91</td>
<td>79</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>76</td>
<td>**</td>
<td>91</td>
</tr>
<tr>
<td>26%</td>
<td>28%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25%</td>
<td>**</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Look for old friends/ people I've lost touch with</td>
<td>89</td>
<td>83</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>78</td>
<td>**</td>
<td>89</td>
</tr>
<tr>
<td>25%</td>
<td>30%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>26%</td>
<td>**</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Look at other people's pages without leaving a message</td>
<td>80</td>
<td>66</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>72</td>
<td>**</td>
<td>80</td>
</tr>
<tr>
<td>23%</td>
<td>24%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>24%</td>
<td>**</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>For contact with people who are friends of friends</td>
<td>61</td>
<td>49</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>50</td>
<td>**</td>
<td>61</td>
</tr>
<tr>
<td>17%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17%</td>
<td>**</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>For contact with people I have never met in person/ face to face</td>
<td>24</td>
<td>18</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20</td>
<td>**</td>
<td>24</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Look at or join in with campaigns and petitions</td>
<td>10</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10</td>
<td>**</td>
<td>10</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Any other uses</td>
<td>6</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i

Prepared by Saville Rossiter-Base : 01727 899 399
QC21 Do you regularly use social networking sites for any of the things shown on this card?

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>528</td>
<td>317</td>
<td>73</td>
<td>60</td>
<td>60</td>
<td>435</td>
<td>93</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>424</td>
<td>309</td>
<td>66</td>
<td>55</td>
<td>58</td>
<td>358</td>
<td>68</td>
</tr>
<tr>
<td>Total Potential Contact With People Not Directly Know To Them</td>
<td>74</td>
<td>59</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>63</td>
<td>**</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aged 10-12</th>
<th>PROFILE ON FACEBOOK/BEBO/MYSpace</th>
<th>ALL HOME INTERNET USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>424</td>
<td>156</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>349</td>
<td>119</td>
</tr>
<tr>
<td>Total Potential Contact With People Not Directly Know To Them</td>
<td>74</td>
<td>20</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
Table 198

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

QC22 Which of these things, if any, are things that you don't like about social networking sites?

Base : Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QC22 Which of these things, if any, are things that you don't like about social networking sites?

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unweighted total</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-a</td>
<td>-b</td>
<td>-c</td>
<td>-d</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>528</td>
<td>125</td>
<td>403</td>
<td>247</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>424</td>
<td>103</td>
<td>322</td>
<td>201</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>349</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY OF THESE APART FROM ONLY 'SPEND TOO MUCH TIME'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>183</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>These things don't worry me/ None of these</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>121</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
QC22 Which of these things, if any, are things that you don't like about social networking sites?

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>NATION</th>
<th>AGE 10-12</th>
<th>PROFILE ON FACEBOOK/ BEBO/ MYSPACE</th>
<th>ALL HOME INTERNET USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND</td>
<td>SCOTLAND</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>528</td>
<td>317</td>
<td>73</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>424</td>
<td>309</td>
<td>66</td>
</tr>
<tr>
<td>Total</td>
<td>349</td>
<td>279</td>
<td>33</td>
</tr>
<tr>
<td>Sometimes people get bullied on them</td>
<td>114</td>
<td>96</td>
<td>**</td>
</tr>
<tr>
<td>33%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Strangers might find out information about me</td>
<td>104</td>
<td>82</td>
<td>**</td>
</tr>
<tr>
<td>30%</td>
<td>29%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>I sometimes spend too much time on them</td>
<td>96</td>
<td>85</td>
<td>**</td>
</tr>
<tr>
<td>27%</td>
<td>30%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>People can send hurtful messages to other people</td>
<td>91</td>
<td>72</td>
<td>**</td>
</tr>
<tr>
<td>26%</td>
<td>26%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>People can get a bad name from other people posting comments about them</td>
<td>89</td>
<td>74</td>
<td>**</td>
</tr>
<tr>
<td>26%</td>
<td>27%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Someone might pretend to be my age and get to know me</td>
<td>87</td>
<td>70</td>
<td>**</td>
</tr>
<tr>
<td>25%</td>
<td>25%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Someone posting photos of me on their page</td>
<td>43</td>
<td>37</td>
<td>**</td>
</tr>
<tr>
<td>12%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>228</td>
<td>190</td>
<td>**</td>
</tr>
<tr>
<td>65%</td>
<td>68%</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i
QC22 Which of these things, if any, are things that you don't like about social networking sites?

Base: Children aged 8-15 with a social networking site profile that is currently active

<table>
<thead>
<tr>
<th>NATION</th>
<th>AGED 10-12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PROFILE ON FACEBOOK/ BEBO/ MYSPACE</td>
</tr>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td>England</td>
<td>317</td>
</tr>
<tr>
<td>Scotland</td>
<td>309</td>
</tr>
<tr>
<td>Wales</td>
<td>279</td>
</tr>
<tr>
<td>N Ireland</td>
<td>279</td>
</tr>
<tr>
<td>Urban</td>
<td>317</td>
</tr>
<tr>
<td>Rural</td>
<td>309</td>
</tr>
<tr>
<td>All</td>
<td>349</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i
**Table 199**

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC23** Do you ever use search engine websites like Google, Yahoo, or Bing to find out about other websites or to search for information?

**Base**: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>1025</td>
<td>496</td>
<td>529</td>
<td>-</td>
</tr>
<tr>
<td>828</td>
<td>402</td>
<td>426</td>
<td>-</td>
</tr>
<tr>
<td>664</td>
<td>316</td>
<td>348</td>
<td>-</td>
</tr>
</tbody>
</table>

**Yes**

| Total       | 605            | 273                  | 323          | -    | -      | -    | -      | 296  | -      | 143  | 130    | 166  | 166    | 139  | 194    | 116  | 156    | 333  | 272    | 605  |
| 91%         | 86%            | 95%                  | 94%          | 89%  | -      | -    | -      | 90%  | 82%    | 97%  | 94%    | 94%  | 91%    | 92%  | 89%    | 92%  | 90%    | 91%  |

**No**

| Total       | 49             | 36                   | 13           | -    | -      | 14   | 21     | 4    | 9      | 7    | 18     | 6    | 18     | 25   | 24     | 49   |
| 7%          | 11%            | 4%                   | 6%           | 9%   | -      | 9%   | 13%    | 2%   | 5%     | 5%   | 8%     | 5%   | 10%    | 7%   | 8%     | 7%   |

**Don't know**

| Total       | 10             | 7                    | 3            | -    | -      | 1    | 6      | 2    | 1      | 2    | 2      | 4    | 2      | 4    | 6      | 10   |
| 2%          | 2%             | 1%                   | 1%           | -    | -      | 4%   | 1%     | 1%   | 1%     | 2%   | 1%     | 3%   | 1%     | 1%   | 2%     | 2%   |

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC23 Do you ever use search engine websites like Google, Yahoo, or Bing to find out about other websites or to search for information?**

Base: Children aged 8-15 who use the internet at home through any device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1025</td>
<td>646</td>
<td>121</td>
<td>114</td>
<td>113</td>
<td>836</td>
<td>189</td>
<td>1025</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>828</td>
<td>626</td>
<td>111</td>
<td>104</td>
<td>110</td>
<td>691</td>
<td>142</td>
<td>828</td>
</tr>
<tr>
<td>Total</td>
<td>664</td>
<td>546</td>
<td>53</td>
<td>26</td>
<td>13</td>
<td>571</td>
<td>93</td>
<td>664</td>
</tr>
<tr>
<td>Yes</td>
<td>605</td>
<td>502</td>
<td>47</td>
<td>24</td>
<td>11</td>
<td>517</td>
<td>88</td>
<td>605</td>
</tr>
<tr>
<td></td>
<td>91%</td>
<td>92%</td>
<td>90%</td>
<td>93%</td>
<td>85%</td>
<td>91%</td>
<td>95%</td>
<td>91%</td>
</tr>
<tr>
<td>No</td>
<td>49</td>
<td>38</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>44</td>
<td>4</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
<td>15%</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>7</td>
<td>1</td>
<td>*</td>
<td>-</td>
<td>10</td>
<td>*</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 200

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

NGC24 When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages?

Base: Children aged 12-15 who use search engine websites

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>503</td>
<td>246</td>
<td>257</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>406</td>
<td>199</td>
<td>208</td>
</tr>
<tr>
<td>Total</td>
<td>332</td>
<td>166</td>
<td>166</td>
</tr>
</tbody>
</table>

I think that if they have been listed by the search engine the information on that website must be truthful

| Total       | 503     | 246       | 257       | -         | -         | -         | 246 | 257 | 124 | 151 | 90   | 138  | 275  | 228  | 503 |
| I think that some of the websites in the list will show truthful information and some will show untruthful information |
| Total       | 332     | 166       | 166       | -         | -         | -         | 166 | 166 | 75  | 108 | 58   | 91   | 183  | 149  | 332 |

I don't really think about whether or not they have truthful information, I just use the sites I like the look of

| Total       | 503     | 246       | 257       | -         | -         | -         | 246 | 257 | 124 | 151 | 90   | 138  | 275  | 228  | 503 |

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

Prepared by Saville Rossiter-Base: 01727 899 399
NGC24 When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages?

Base: Children aged 12-15 who use search engine websites

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>NATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>503</td>
<td>315</td>
<td>64</td>
<td>57</td>
<td>53</td>
<td>412</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>406</td>
<td>305</td>
<td>60</td>
<td>52</td>
<td>51</td>
<td>340</td>
</tr>
<tr>
<td>Total</td>
<td>332</td>
<td>273</td>
<td>27</td>
<td>14</td>
<td>6</td>
<td>285</td>
</tr>
</tbody>
</table>

I think that if they have been listed by the search engine the information on that website must be truthful

<table>
<thead>
<tr>
<th>I think that if they have been listed by the search engine the information on that website must be truthful</th>
<th>109</th>
<th>87</th>
<th>**</th>
<th>**</th>
<th>92</th>
<th>**</th>
<th>109</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33%</td>
<td>32%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32%</td>
<td>**</td>
</tr>
</tbody>
</table>

I think that some of the websites in the list will show truthful information and some will show untruthful information

<table>
<thead>
<tr>
<th>I think that some of the websites in the list will show truthful information and some will show untruthful information</th>
<th>149</th>
<th>127</th>
<th>**</th>
<th>**</th>
<th>126</th>
<th>**</th>
<th>149</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45%</td>
<td>46%</td>
<td>**</td>
<td>**</td>
<td>44%</td>
<td>**</td>
<td>45%</td>
</tr>
</tbody>
</table>

I don't really think about whether or not they have truthful information, I just use the sites I like the look of

<table>
<thead>
<tr>
<th>I don't really think about whether or not they have truthful information, I just use the sites I like the look of</th>
<th>43</th>
<th>32</th>
<th>**</th>
<th>**</th>
<th>40</th>
<th>**</th>
<th>43</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>14%</td>
<td>**</td>
<td>13%</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>Don't know</th>
<th>32</th>
<th>26</th>
<th>**</th>
<th>**</th>
<th>28</th>
<th>**</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
<td>10%</td>
<td>**</td>
<td>10%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC25 Do you use the internet anywhere apart from home at all?

Base: All children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
### QC25 Do you use the internet anywhere apart from home at all?

**Base:** All children aged 5-15

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

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1717</td>
<td>5-7</td>
<td>573</td>
<td>AB</td>
</tr>
<tr>
<td>586</td>
<td>5-7</td>
<td>841</td>
<td>C1</td>
</tr>
<tr>
<td>558</td>
<td>8-11</td>
<td>277</td>
<td>C2</td>
</tr>
<tr>
<td>292</td>
<td>8-11</td>
<td>296</td>
<td>DE</td>
</tr>
<tr>
<td>294</td>
<td>12-15</td>
<td>292</td>
<td>ABC1</td>
</tr>
<tr>
<td>272</td>
<td>12-15</td>
<td>294</td>
<td>C2DE</td>
</tr>
<tr>
<td>286</td>
<td></td>
<td>272</td>
<td>ALL</td>
</tr>
</tbody>
</table>

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

**Significance Level:** 95%

<table>
<thead>
<tr>
<th>Base</th>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1000</td>
<td>1349</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>273</td>
<td>364</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td></td>
<td>500</td>
<td>1000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Unweighted Total**

<table>
<thead>
<tr>
<th>Base</th>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>558</td>
<td>841</td>
<td>277</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>294</td>
<td>292</td>
<td>292</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>286</td>
<td>272</td>
<td>272</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>841</td>
<td>876</td>
<td>272</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>876</td>
<td>209</td>
<td>198</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>1717</td>
<td></td>
<td>1349</td>
<td>ALL</td>
</tr>
</tbody>
</table>

**Effective Weighted Sample**

<table>
<thead>
<tr>
<th>Base</th>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1000</td>
<td>1349</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>273</td>
<td>364</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td></td>
<td>500</td>
<td>1000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base</th>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not</td>
<td>138</td>
<td>95</td>
<td>32</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>35%</td>
<td>9%</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>3%</td>
<td>3%</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>16%</td>
<td>2%</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>40%</td>
<td>29%</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>12%</td>
<td>13%</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>138</td>
<td></td>
<td>138</td>
<td>ALL</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 201

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

QC25 Do you use the internet anywhere apart from home at all?

**Base:** All children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level:</strong></td>
<td>95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>School</td>
<td>820</td>
<td>677</td>
<td>63</td>
<td>31</td>
<td>16</td>
<td>703</td>
<td>117</td>
<td>820</td>
</tr>
<tr>
<td>82%</td>
<td>84%</td>
<td>70%</td>
<td>76%</td>
<td>79%</td>
<td>81%</td>
<td>88%</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Friend's house</td>
<td>271</td>
<td>222</td>
<td>21</td>
<td>8</td>
<td>6</td>
<td>657</td>
<td>42</td>
<td>271</td>
</tr>
<tr>
<td>27%</td>
<td>28%</td>
<td>23%</td>
<td>21%</td>
<td>29%</td>
<td>26%</td>
<td>32%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Relative's house</td>
<td>225</td>
<td>186</td>
<td>17</td>
<td>6</td>
<td>5</td>
<td>197</td>
<td>28</td>
<td>225</td>
</tr>
<tr>
<td>22%</td>
<td>23%</td>
<td>19%</td>
<td>15%</td>
<td>25%</td>
<td>23%</td>
<td>21%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>75</td>
<td>64</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>65</td>
<td>10</td>
<td>75</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>12%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Anywhere - using a mobile phone/ Smartphone</td>
<td>69</td>
<td>60</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>62</td>
<td>7</td>
<td>69</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Anywhere - using another portable device (laptop or portable media player or games player etc)</td>
<td>21</td>
<td>19</td>
<td>*</td>
<td>*</td>
<td>1</td>
<td>18</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>*%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>9</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>9</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>USE ANYWHERE OUTSIDE THE HOME</td>
<td>862</td>
<td>710</td>
<td>68</td>
<td>32</td>
<td>17</td>
<td>741</td>
<td>122</td>
<td>862</td>
</tr>
<tr>
<td>86%</td>
<td>88%</td>
<td>75%</td>
<td>81%</td>
<td>83%</td>
<td>85%</td>
<td>91%</td>
<td>86%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC25 Do you use the internet anywhere apart from home at all?

Base: All children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>WALES</th>
<th>WALES</th>
<th>IRELAND</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>URBAN</th>
<th>URBAN</th>
<th>RURAL</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No, do not</td>
<td>138</td>
<td>95</td>
<td>22</td>
<td>8</td>
<td>3</td>
<td>126</td>
<td>12</td>
<td>138</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>12%</td>
<td>25%</td>
<td>19%</td>
<td>17%</td>
<td>15%</td>
<td>9%</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### SUMMARY OF WHERE THE INTERNET IS USED

**Base:** All children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
<tr>
<td>USE AT HOME</td>
<td>843</td>
<td>179</td>
<td>316</td>
</tr>
<tr>
<td>84%</td>
<td>66%</td>
<td>87%</td>
<td>96%</td>
</tr>
<tr>
<td>NOT HOME BUT ELSEWHERE</td>
<td>32</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>ONLY USE AT SCHOOL</td>
<td>49</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>5%</td>
<td>9%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>DO NOT USE AT ALL</td>
<td>76</td>
<td>63</td>
<td>10</td>
</tr>
<tr>
<td>8%</td>
<td>23%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### SUMMARY OF WHERE THE INTERNET IS USED

Base: All children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>USE AT HOME</td>
<td>843</td>
<td>698</td>
<td>62</td>
<td>30</td>
<td>17</td>
<td>727</td>
<td>116</td>
<td>843</td>
</tr>
<tr>
<td></td>
<td></td>
<td>84%</td>
<td>87%</td>
<td>69%</td>
<td>76%</td>
<td>84%</td>
<td>84%</td>
<td>84%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>bc</td>
<td>b</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td>bc</td>
<td></td>
</tr>
<tr>
<td>NOT HOME BUT ELSEWHERE</td>
<td>32</td>
<td>24</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>29</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>ONLY USE AT SCHOOL</td>
<td>49</td>
<td>35</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>42</td>
<td>8</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>DO NOT USE AT ALL</td>
<td>76</td>
<td>49</td>
<td>16</td>
<td>5</td>
<td>1</td>
<td>69</td>
<td>7</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8%</td>
<td>6%</td>
<td>18%</td>
<td>14%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
Table 203

NQC28BA ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Information about what you are doing

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>MALE 8 TO 11</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td>FEMALE</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>Base : 01727 899 399</th>
</tr>
</thead>
</table>

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

**NGC28BA ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE**  - Information about what you are doing

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>71</td>
<td>55</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>63</td>
<td>**</td>
<td>71</td>
</tr>
<tr>
<td>20%</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>20%</td>
<td>**</td>
<td>20%</td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>210</td>
<td>169</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>181</td>
<td>**</td>
<td>210</td>
</tr>
<tr>
<td>58%</td>
<td>58%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>58%</td>
<td>**</td>
<td>58%</td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>36</td>
<td>30</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>29</td>
<td>**</td>
<td>36</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>**</td>
<td>10%</td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>34</td>
<td>31</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>31</td>
<td>**</td>
<td>34</td>
</tr>
<tr>
<td>9%</td>
<td>11%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10%</td>
<td>**</td>
<td>9%</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>**</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

#### NGC26BB ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Information about how you are feeling

**Base:** Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>550</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>209</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>26</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>26</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NGC26BB ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Information about how you are feeling

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>90</td>
<td>70</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>80</td>
<td>**</td>
<td>90</td>
</tr>
<tr>
<td>25%</td>
<td>24%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>26%</td>
<td>**</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>209</td>
<td>169</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>179</td>
<td>**</td>
<td>209</td>
</tr>
<tr>
<td>58%</td>
<td>58%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>58%</td>
<td>**</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>26</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>26</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>26</td>
<td>24</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>23</td>
<td>**</td>
<td>26</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
<td>9</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
<td>**</td>
<td>10</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 205**

**NGC26BC ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Photos from your holidays**

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| Unweighted total | 550 | 267 | 283 | 267 | 283 | 127 | 163 | 96 | 164 | 290 | 260 | 550 |
| Effective Weighted Sample | 442 | 216 | 226 | 216 | 226 | 97  | 137 | 77 | 132 | 234 | 209 | 442 |

Would not want anyone to see this

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| Unweighted total | 53 | 34 | 20 | 34 | 20 | 10 | 16 | ** | 20 | 27 | 27 | 53 |
| Effective Weighted Sample | 222 | 99 | 123 | 99 | 123 | 49 | 74 | ** | 60 | 123 | 99 | 222 |

Would only want my friends to see this and nobody else

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| Unweighted total | 52 | 24 | 28 | 24 | 28 | 12 | 15 | ** | 14 | 28 | 24 | 52 |
| Effective Weighted Sample | 242 | 99 | 123 | 99 | 123 | 49 | 74 | ** | 60 | 123 | 99 | 222 |

Would only want my friends and their friends to see this

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| Unweighted total | 52 | 24 | 28 | 24 | 28 | 12 | 15 | ** | 14 | 28 | 24 | 52 |
| Effective Weighted Sample | 242 | 99 | 123 | 99 | 123 | 49 | 74 | ** | 60 | 123 | 99 | 222 |

Would be happy for anyone to see this

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| Unweighted total | 24 | 14 | 9  | 14 | 9  | 3  | 6  | ** | 9  | 9  | 14 | 24 |
| Effective Weighted Sample | 80 | 32 | 18 | 32 | 18 | 7  | 7  | ** | 6  | 6  | 7  | 7  |

Don't know

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| Unweighted total | 10 | 7  | 3  | 7  | 3  | 2  | 2  | ** | 4  | 4  | 5  | 10 |
| Effective Weighted Sample | 80 | 32 | 18 | 32 | 18 | 7  | 7  | ** | 6  | 6  | 7  | 7  |

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### NQC26BC ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Photos from your holidays

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>53</td>
<td>43</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>47</td>
<td>**</td>
<td>53</td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15%</td>
<td>**</td>
<td>15%</td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>222</td>
<td>181</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>187</td>
<td>**</td>
<td>222</td>
</tr>
<tr>
<td>62%</td>
<td>62%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>60%</td>
<td>**</td>
<td>62%</td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>52</td>
<td>41</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>46</td>
<td>**</td>
<td>52</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15%</td>
<td>**</td>
<td>14%</td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>24</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>24</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
<td>9</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>10</td>
<td>**</td>
<td>10</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Table 206

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**NQC26BD ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Photos from being out with your friends**

Base : Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Base : Children aged 12-15 who use the internet at home or elsewhere</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399

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

**NQC26BD ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Photos from being out with your friends**

Base : Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Table 206

**ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE** - Photos from being out with your friends

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>50</td>
<td>40</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>43</td>
<td>**</td>
<td>50</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>14%</td>
<td>**</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>215</td>
<td>172</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>183</td>
<td>**</td>
<td>215</td>
</tr>
<tr>
<td>60%</td>
<td>59%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>59%</td>
<td>**</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>60</td>
<td>50</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>52</td>
<td>**</td>
<td>60</td>
</tr>
<tr>
<td>17%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17%</td>
<td>**</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>30</td>
<td>26</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>27</td>
<td>**</td>
<td>30</td>
</tr>
<tr>
<td>8%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9%</td>
<td>**</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

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

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

**Table 207**

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

### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011

#### NQC26BE ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your home address

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 7-12</td>
<td>FEMALE 7-12</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Effective Weighted Sample</th>
<th>Would not want anyone to see this</th>
<th>Would only want my friends to see this and nobody else</th>
<th>Would only want my friends and their friends to see this</th>
<th>Would be happy for anyone to see this</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columns Tested:</td>
<td>a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC26BE ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your home address**

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>198</td>
<td>163</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>171</td>
<td>**</td>
<td>198</td>
</tr>
<tr>
<td>55%</td>
<td>56%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>55%</td>
<td>**</td>
<td>55%</td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>129</td>
<td>101</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>109</td>
<td>**</td>
<td>129</td>
</tr>
<tr>
<td>36%</td>
<td>35%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35%</td>
<td>**</td>
<td>36%</td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>12</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12</td>
<td>**</td>
<td>12</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>3%</td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>15</td>
<td>13</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>13</td>
<td>**</td>
<td>15</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### Table 208

**NQC26BF ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your email address**

**Base**: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td></td>
<td><strong>MALE</strong></td>
<td><strong>FEMALE</strong></td>
<td><strong>AB</strong></td>
</tr>
<tr>
<td></td>
<td><strong>5-7</strong></td>
<td><strong>8-11</strong></td>
<td><strong>C1</strong></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>-</td>
<td>267</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>-</td>
<td>216</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>136</td>
<td>-</td>
<td>71</td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>168</td>
<td>-</td>
<td>79</td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>26</td>
<td>-</td>
<td>12</td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>21</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399


**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NGC26BF ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your email address**

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>136</td>
<td>112</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>136</td>
</tr>
<tr>
<td>38%</td>
<td>38%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>38%</td>
<td>**</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>168</td>
<td>133</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>142</td>
<td>**</td>
<td>168</td>
</tr>
<tr>
<td>47%</td>
<td>46%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>46%</td>
<td>**</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>26</td>
<td>22</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>**</td>
<td>26</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>**</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>21</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>**</td>
<td>21</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>**</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8</td>
<td>**</td>
<td>8</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**Table 209**

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC26BG ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your mobile phone number**

Base: Children aged 12-15 who use the internet at home or elsewhere.

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>164</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>158</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>18</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>14</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Don't know</td>
<td>7</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Table 209

NQC26BG ANY PRIVACY CONCERNS ABOUT PUTTING THIS TYPE OF INFORMATION ONLINE - Your mobile phone number

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a ~b</td>
<td>~c</td>
<td>~d</td>
<td>e ~f</td>
<td>g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Would not want anyone to see this</td>
<td>164</td>
<td>134</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>142</td>
<td>**</td>
<td>164</td>
</tr>
<tr>
<td>45%</td>
<td>46%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>46%</td>
<td>**</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends to see this and nobody else</td>
<td>158</td>
<td>125</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>133</td>
<td>**</td>
<td>158</td>
</tr>
<tr>
<td>44%</td>
<td>43%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>43%</td>
<td>**</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Would only want my friends and their friends to see this</td>
<td>18</td>
<td>15</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>18</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Would be happy for anyone to see this</td>
<td>14</td>
<td>12</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12</td>
<td>**</td>
<td>14</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>7</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>**</td>
<td>7</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC27 Music and films can be downloaded from the internet in two main ways - by paying at an online shop like iTunes, or Tesco.com or by downloading for free from a site where someone else has shared their copy of the music or the film. Sharing content in this way is often illegal Do you think that sharing music and films in this way should be illegal?

Base : All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Yes</td>
<td>128</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>No</td>
<td>160</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>76</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,-d,-e,-f,g,h,-i,-k,-l,-m,-n,-p,-q,-r
QC27 Music and films can be downloaded from the internet in two main ways - by paying at an online shop like iTunes, or Tesco.com or by downloading for free from a site where someone else has shared their copy of the music or the film. Sharing content in this way is often illegal. Do you think that sharing music and films in this way should be illegal?

Base: All children aged 12-15

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level:</strong></td>
<td>95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>128</td>
<td>102</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>105</td>
<td>**</td>
<td>128</td>
<td></td>
</tr>
<tr>
<td></td>
<td>35%</td>
<td>35%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>33%</td>
<td>**</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>160</td>
<td>135</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>140</td>
<td>**</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>46%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>45%</td>
<td>**</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>76</td>
<td>57</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>69</td>
<td>**</td>
<td>76</td>
<td></td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>22%</td>
<td>**</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### 21st March to 15th April 2011

#### Table 211

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

**QC27A If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it?**

**Base:** Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE -FEMALE</td>
<td>5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td>8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td>12-15</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>-</td>
<td>563</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>-</td>
<td>453</td>
</tr>
</tbody>
</table>

**Would not tell anyone about this**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teacher</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brother/ sister</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other relative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The websites themselves</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The police</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unsure who I would tell</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 211

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

QC27A If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it?

**Base:** Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td>8-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>-</td>
<td>563</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>-</td>
<td>453</td>
</tr>
<tr>
<td>Total</td>
<td>714</td>
<td>-</td>
<td>354</td>
</tr>
<tr>
<td>TOTAL WOULD TELL SOMEONE</td>
<td>664</td>
<td>-</td>
<td>337</td>
</tr>
<tr>
<td>93%</td>
<td>-%</td>
<td>95%</td>
<td>91%</td>
</tr>
<tr>
<td>DON'T KNOW IF I WOULD TELL SOMEONE</td>
<td>21</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>3%</td>
<td>-%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Columns Tested: a,b,c - d,e - f,g,h,ij,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
Table 211

QC27A If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it?

Base: Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>688</td>
<td>139</td>
<td>126</td>
<td>124</td>
<td>909</td>
<td>204</td>
<td>1113</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>667</td>
<td>127</td>
<td>115</td>
<td>120</td>
<td>749</td>
<td>152</td>
<td>895</td>
</tr>
<tr>
<td>Would not tell anyone about this</td>
<td>29</td>
<td>24</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>25</td>
<td>4</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Parent</td>
<td>571</td>
<td>467</td>
<td>46</td>
<td>21</td>
<td>12</td>
<td>489</td>
<td>82</td>
<td>571</td>
</tr>
<tr>
<td></td>
<td>80%</td>
<td>80%</td>
<td>77%</td>
<td>75%</td>
<td>82%</td>
<td>80%</td>
<td>83%</td>
<td>80%</td>
</tr>
<tr>
<td>Teacher</td>
<td>176</td>
<td>142</td>
<td>11</td>
<td>8</td>
<td>3</td>
<td>154</td>
<td>22</td>
<td>176</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>24%</td>
<td>18%</td>
<td>28%</td>
<td>21%</td>
<td>25%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Friend</td>
<td>101</td>
<td>82</td>
<td>9</td>
<td>5</td>
<td>3</td>
<td>84</td>
<td>18</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
<td>18%</td>
<td>22%</td>
<td>14%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Brother/ sister</td>
<td>56</td>
<td>41</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>50</td>
<td>6</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Other relative</td>
<td>36</td>
<td>27</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>30</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>The websites themselves</td>
<td>15</td>
<td>12</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>The police</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>6</td>
<td>*</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>*%</td>
<td>-%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>11</td>
<td>11</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>8</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure who I would tell</td>
<td>21</td>
<td>17</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>19</td>
<td>2</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC27A If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it?

Base : Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>688</td>
<td>139</td>
<td>128</td>
<td>128</td>
<td>909</td>
<td>204</td>
<td>1113</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>667</td>
<td>127</td>
<td>118</td>
<td>118</td>
<td>749</td>
<td>158</td>
<td>895</td>
</tr>
<tr>
<td>Total</td>
<td>714</td>
<td>581</td>
<td>60</td>
<td>29</td>
<td>13</td>
<td>615</td>
<td>99</td>
<td>714</td>
</tr>
<tr>
<td>TOTAL WOULD TELL SOMEONE</td>
<td>664</td>
<td>541</td>
<td>53</td>
<td>28</td>
<td>13</td>
<td>572</td>
<td>92</td>
<td>664</td>
</tr>
<tr>
<td>Don't know if I would tell someone</td>
<td>21</td>
<td>16</td>
<td>4</td>
<td>*</td>
<td>*</td>
<td>18</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC27B** And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way?

**Base**: Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Children aged 8-15 who use the internet at home or elsewhere</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>1113</td>
<td>563</td>
<td>550</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>895</td>
<td>453</td>
<td>442</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>714</td>
<td>354</td>
<td>360</td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td>74</td>
<td>28</td>
<td>45</td>
</tr>
<tr>
<td><strong>10%</strong></td>
<td>8%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>634</td>
<td>322</td>
<td>312</td>
</tr>
<tr>
<td><strong>89%</strong></td>
<td>91%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>1%</strong></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NGC27B And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way?**

Base: Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>688</td>
<td>139</td>
<td>126</td>
<td>124</td>
<td>909</td>
<td>204</td>
<td>1113</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>667</td>
<td>127</td>
<td>115</td>
<td>120</td>
<td>749</td>
<td>152</td>
<td>895</td>
</tr>
<tr>
<td>Total</td>
<td>714</td>
<td>581</td>
<td>60</td>
<td>29</td>
<td>14</td>
<td>615</td>
<td>99</td>
<td>714</td>
</tr>
<tr>
<td>Yes</td>
<td>74</td>
<td>61</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>64</td>
<td>10</td>
<td>74</td>
</tr>
<tr>
<td>10%</td>
<td>11%</td>
<td>4%</td>
<td>4%</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>634</td>
<td>515</td>
<td>57</td>
<td>27</td>
<td>12</td>
<td>547</td>
<td>87</td>
<td>634</td>
</tr>
<tr>
<td>89%</td>
<td>89%</td>
<td>95%</td>
<td>94%</td>
<td>87%</td>
<td>89%</td>
<td>88%</td>
<td>89%</td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>5</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>e</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 213

NQC28 Have you ever been given any information or advice about how to stay safe while you are online?

**Base**: Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>5-7</td>
<td>8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>12-15</td>
<td>15</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>Total</td>
<td>All</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>-</td>
<td>563</td>
<td>550</td>
<td>552</td>
<td>561</td>
<td>-</td>
<td>-</td>
<td>285</td>
<td>278</td>
<td>267</td>
<td>283</td>
<td>257</td>
<td>326</td>
<td>212</td>
<td>318</td>
<td>583</td>
<td>530</td>
<td>1113</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>-</td>
<td>453</td>
<td>442</td>
<td>445</td>
<td>450</td>
<td>-</td>
<td>-</td>
<td>230</td>
<td>223</td>
<td>216</td>
<td>226</td>
<td>199</td>
<td>270</td>
<td>173</td>
<td>254</td>
<td>468</td>
<td>427</td>
<td>895</td>
</tr>
<tr>
<td>Total</td>
<td>714</td>
<td>-</td>
<td>354</td>
<td>360</td>
<td>358</td>
<td>356</td>
<td>-</td>
<td>-</td>
<td>180</td>
<td>174</td>
<td>178</td>
<td>182</td>
<td>153</td>
<td>224</td>
<td>136</td>
<td>202</td>
<td>376</td>
<td>338</td>
<td>714</td>
</tr>
<tr>
<td>Yes - from teacher at school</td>
<td>538</td>
<td>-</td>
<td>256</td>
<td>281</td>
<td>264</td>
<td>274</td>
<td>-</td>
<td>-</td>
<td>126</td>
<td>131</td>
<td>138</td>
<td>143</td>
<td>113</td>
<td>176</td>
<td>99</td>
<td>150</td>
<td>288</td>
<td>249</td>
<td>538</td>
</tr>
<tr>
<td>75%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes - from parent</td>
<td>473</td>
<td>-</td>
<td>233</td>
<td>241</td>
<td>231</td>
<td>242</td>
<td>-</td>
<td>-</td>
<td>117</td>
<td>116</td>
<td>114</td>
<td>127</td>
<td>105</td>
<td>154</td>
<td>99</td>
<td>116</td>
<td>259</td>
<td>214</td>
<td>473</td>
</tr>
<tr>
<td>66%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes - from other member of family</td>
<td>51</td>
<td>-</td>
<td>23</td>
<td>28</td>
<td>26</td>
<td>25</td>
<td>-</td>
<td>-</td>
<td>13</td>
<td>10</td>
<td>13</td>
<td>15</td>
<td>13</td>
<td>17</td>
<td>8</td>
<td>12</td>
<td>30</td>
<td>20</td>
<td>51</td>
</tr>
<tr>
<td>7%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes - from friends</td>
<td>39</td>
<td>-</td>
<td>10</td>
<td>29</td>
<td>16</td>
<td>23</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>4</td>
<td>11</td>
<td>19</td>
<td>6</td>
<td>11</td>
<td>6</td>
<td>16</td>
<td>17</td>
<td>22</td>
<td>39</td>
</tr>
<tr>
<td>5%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes - from websites</td>
<td>16</td>
<td>-</td>
<td>3</td>
<td>13</td>
<td>10</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>9</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>2%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes - from television/ radio programmes</td>
<td>15</td>
<td>-</td>
<td>6</td>
<td>9</td>
<td>6</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>9</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>2%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>-</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>8</td>
<td>6</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>2%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>TOTAL 'YES'</td>
<td>670</td>
<td>-</td>
<td>326</td>
<td>345</td>
<td>333</td>
<td>337</td>
<td>-</td>
<td>-</td>
<td>165</td>
<td>161</td>
<td>168</td>
<td>176</td>
<td>144</td>
<td>214</td>
<td>125</td>
<td>187</td>
<td>358</td>
<td>312</td>
<td>670</td>
</tr>
<tr>
<td>94%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>No - not been given information/ advice</td>
<td>39</td>
<td>-</td>
<td>24</td>
<td>15</td>
<td>23</td>
<td>16</td>
<td>-</td>
<td>-</td>
<td>13</td>
<td>11</td>
<td>10</td>
<td>5</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>12</td>
<td>17</td>
<td>22</td>
<td>39</td>
</tr>
<tr>
<td>5%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>-</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>2</td>
<td>-1</td>
<td>1</td>
<td>-1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>1%</td>
<td>%</td>
<td>-</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**NQC28 Have you ever been given any information or advice about how to stay safe while you are online?**

Base: Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>688</td>
<td>139</td>
<td>126</td>
<td>124</td>
<td>909</td>
<td>204</td>
<td>1113</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>667</td>
<td>127</td>
<td>115</td>
<td>120</td>
<td>749</td>
<td>152</td>
<td>895</td>
</tr>
</tbody>
</table>

**Yes - from teacher at school**

| | | | | | | | | |
| | | | | | | | | |
| Total | 714 | 581 | 60 | 29 | 14 | 615 | 99 | 714 |
| Yes - from parent | 473 | 388 | 44 | 19 | 10 | 415 | 59 | 473 |
| | | | | | | | | |
| Yes - from other member of family | 51 | 34 | 10 | 2 | 2 | 45 | 5 | 51 |
| Yes - from friends | 39 | 32 | 3 | 3 | 1 | 35 | 4 | 39 |
| Yes - from websites | 16 | 15 | * | * | 1 | 14 | 3 | 16 |
| Yes - from television/ radio programmes | 15 | 14 | 1 | - | * | 13 | 3 | 15 |
| Other | 15 | 11 | 1 | 1 | 1 | 9 | 6 | 15 |
| TOTAL 'YES' | 670 | 546 | 57 | 27 | 13 | 579 | 91 | 670 |

**No - not been given information/ advice**

| | | | | | | | |
| | | | | | | | |
| Total | 39 | 32 | 2 | 1 | 1 | 33 | 6 | 39 |

**Don't know**

| | | | | | | | |
| | | | | | | | |
| 5 | 3 | 2 | * | - | 3 | 2 | 5 |

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 214

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

**NGC29 Do you ever play games at home in any of these ways?**

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td>558</td>
<td>272</td>
<td>286</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>448</td>
<td>220</td>
<td>228</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>364</td>
<td>181</td>
<td>183</td>
</tr>
</tbody>
</table>

### On a games console connected to a TV (e.g. Xbox/PlayStation/Wii)

- **On a hand held games console (e.g. Sony PSP/Nintendo DS):**
  - Total: 201
  - Unweighted total: 201
  - Effective Weighted Sample: 201

### On a computer/ laptop/ netbook

- **On a mobile phone or Smartphone (e.g. BlackBerry or iPhone):**
  - Total: 69
  - Unweighted total: 69
  - Effective Weighted Sample: 69

### On a portable media player (e.g. iPod Touch/Archos)

- **On an MP3 player (e.g. iPod):**
  - Total: 20
  - Unweighted total: 20
  - Effective Weighted Sample: 20

### On a tablet computer (e.g. iPad)

- **On a tablet computer (e.g. iPad):**
  - Total: 17
  - Unweighted total: 17
  - Effective Weighted Sample: 17

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 214

**NGC29 Do you ever play games at home in any of these ways?**

*Base: All children aged 12-15*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>MALE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>FEMALE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>MALE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>FEMALE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8-11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>SOCIAL GRADE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
</tr>
<tr>
<td>E</td>
<td>F</td>
<td>G</td>
<td>H</td>
</tr>
<tr>
<td>I</td>
<td>J</td>
<td>K</td>
<td>L</td>
</tr>
<tr>
<td>M</td>
<td>N</td>
<td>O</td>
<td>P</td>
</tr>
<tr>
<td>Q</td>
<td>R</td>
<td>S</td>
<td>T</td>
</tr>
<tr>
<td>U</td>
<td>V</td>
<td>W</td>
<td>X</td>
</tr>
<tr>
<td>Y</td>
<td>Z</td>
<td>AA</td>
<td>AB</td>
</tr>
</tbody>
</table>

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

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC29 Do you ever play games at home in any of these ways?**

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>On a games console connected to a TV (e.g. Xbox/PlayStation/Wii)</td>
<td>276</td>
<td>219</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>239</td>
<td>**</td>
<td>276</td>
</tr>
<tr>
<td></td>
<td>76%</td>
<td>74%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>76%</td>
<td>**</td>
<td>76%</td>
</tr>
<tr>
<td>On a hand held games console (e.g. Sony PSP/Nintendo DS)</td>
<td>201</td>
<td>160</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>173</td>
<td>**</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>55%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>55%</td>
<td>**</td>
<td>55%</td>
</tr>
<tr>
<td>On a computer/laptop/netbook</td>
<td>148</td>
<td>121</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>120</td>
<td>**</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>41%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>38%</td>
<td>**</td>
<td>41%</td>
</tr>
<tr>
<td>On a mobile phone or Smartphone (e.g. BlackBerry or iPhone)</td>
<td>69</td>
<td>51</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>57</td>
<td>**</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>**</td>
<td>19%</td>
</tr>
<tr>
<td>On a portable media player (e.g. iPod Touch/Archos)</td>
<td>46</td>
<td>40</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>36</td>
<td>**</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>14%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>13%</td>
</tr>
<tr>
<td>On an MP3 player (e.g. iPod)</td>
<td>20</td>
<td>18</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td>On a tablet computer (e.g. iPad)</td>
<td>17</td>
<td>13</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>14</td>
<td>**</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>5%</td>
</tr>
<tr>
<td>On a Personal Digital Assistant/PDA (e.g. Palm)</td>
<td>*</td>
<td>-</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>*</td>
<td>**</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>*%</td>
<td>**</td>
<td>*%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NGC29 Do you ever play games at home in any of these ways?

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>No, never / Do not play games at home</td>
<td>39</td>
<td>34</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35</td>
<td>**</td>
<td>39</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base: 01727 899 399
**OCFOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC30 Do you ever play games at home over the internet on any of these devices which is often referred to as online game playing?**

Base : Children aged 12-15 who say they ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE 5-7</td>
<td>MALE 8-11</td>
<td>MALE 12-15</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>504</td>
<td>261</td>
<td>243</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>403</td>
<td>211</td>
<td>193</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>325</td>
<td>173</td>
<td>152</td>
<td>-</td>
</tr>
</tbody>
</table>

Yes

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE 5-7</th>
<th>MALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 5-7</th>
<th>FEMALE 8-11</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>147</td>
<td>98</td>
<td>49</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>98</td>
<td>49</td>
<td>35</td>
<td>44</td>
<td>**</td>
<td>44</td>
<td>79</td>
<td>**</td>
</tr>
<tr>
<td>45%</td>
<td>-%</td>
<td>-%</td>
<td>45%</td>
<td>57%</td>
<td>32%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>57%</td>
<td>32%</td>
<td>-%</td>
<td>-%</td>
</tr>
</tbody>
</table>

No

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE 5-7</th>
<th>MALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 5-7</th>
<th>FEMALE 8-11</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>175</td>
<td>74</td>
<td>101</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>74</td>
<td>101</td>
<td>33</td>
<td>56</td>
<td>**</td>
<td>51</td>
<td>90</td>
<td>85</td>
</tr>
<tr>
<td>54%</td>
<td>-%</td>
<td>-%</td>
<td>54%</td>
<td>43%</td>
<td>67%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>43%</td>
<td>67%</td>
<td>-%</td>
<td>-%</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>Total</th>
<th>MALE 5-7</th>
<th>MALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 5-7</th>
<th>FEMALE 8-11</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>**</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QC30 Do you ever play games at home over the internet on any of these devices which is often referred to as online game playing?

Base: Children aged 12-15 who say they ever plays games at home on any type of game playing device

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>504</td>
<td>302</td>
<td>73</td>
<td>58</td>
<td>56</td>
<td>411</td>
<td>93</td>
<td>504</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>403</td>
<td>293</td>
<td>68</td>
<td>53</td>
<td>55</td>
<td>337</td>
<td>69</td>
<td>403</td>
</tr>
<tr>
<td>Total</td>
<td>325</td>
<td>260</td>
<td>31</td>
<td>13</td>
<td>7</td>
<td>279</td>
<td>46</td>
<td>325</td>
</tr>
<tr>
<td>Yes</td>
<td>147</td>
<td>118</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>125</td>
<td>**</td>
<td>147</td>
</tr>
<tr>
<td>45%</td>
<td>45%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>45%</td>
<td>**</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>175</td>
<td>141</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>151</td>
<td>**</td>
<td>175</td>
</tr>
<tr>
<td>54%</td>
<td>54%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>54%</td>
<td>**</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>**</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 216

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

NGC31 When you play games at home over the internet, which of these describes how you are playing? Please choose as many as apply

Base: Children aged 12-15 who say they play games over the internet at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7 8 TO 11 12 TO 15</td>
<td>MALE/FEMALE</td>
<td>MALE/FEMALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>235</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>184</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>147</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

On your own/ against the computer or games player

| Unweighted total | 235 | - | - | 235 | 153 | 82 | - | - | - | - | 153 | 82 | - | - | - | - | - | 59 | 67 | 36 | 73 | 126 | 109 | 235 |
| Effective Weighted Sample | 184 | - | - | 184 | 122 | 62 | - | - | - | - | 122 | 62 | 45 | 53 | 30 | 56 | 98 | 86 | 184 |
| Total | 147 | - | - | 147 | 98 | 49 | - | - | - | - | 98 | 49 | 35 | 44 | 24 | 44 | 79 | 68 | 147 |

Against someone else in the same room as you

| Unweighted total | 235 | - | - | 235 | 153 | 82 | - | - | - | - | 153 | 82 | - | - | - | - | - | 59 | 67 | 36 | 73 | 126 | 109 | 235 |
| Effective Weighted Sample | 184 | - | - | 184 | 122 | 62 | - | - | - | - | 122 | 62 | 45 | 53 | 30 | 56 | 98 | 86 | 184 |
| Total | 147 | - | - | 147 | 98 | 49 | - | - | - | - | 98 | 49 | 35 | 44 | 24 | 44 | 79 | 68 | 147 |

Against someone else you know personally who is playing elsewhere

| Unweighted total | 235 | - | - | 235 | 153 | 82 | - | - | - | - | 153 | 82 | - | - | - | - | - | 59 | 67 | 36 | 73 | 126 | 109 | 235 |
| Effective Weighted Sample | 184 | - | - | 184 | 122 | 62 | - | - | - | - | 122 | 62 | 45 | 53 | 30 | 56 | 98 | 86 | 184 |
| Total | 147 | - | - | 147 | 98 | 49 | - | - | - | - | 98 | 49 | 35 | 44 | 24 | 44 | 79 | 68 | 147 |

Against one or more other people you do not know personally who are playing elsewhere

| Unweighted total | 235 | - | - | 235 | 153 | 82 | - | - | - | - | 153 | 82 | - | - | - | - | - | 59 | 67 | 36 | 73 | 126 | 109 | 235 |
| Effective Weighted Sample | 184 | - | - | 184 | 122 | 62 | - | - | - | - | 122 | 62 | 45 | 53 | 30 | 56 | 98 | 86 | 184 |
| Total | 147 | - | - | 147 | 98 | 49 | - | - | - | - | 98 | 49 | 35 | 44 | 24 | 44 | 79 | 68 | 147 |

Don't know

| Unweighted total | 235 | - | - | 235 | 153 | 82 | - | - | - | - | 153 | 82 | - | - | - | - | - | 59 | 67 | 36 | 73 | 126 | 109 | 235 |
| Effective Weighted Sample | 184 | - | - | 184 | 122 | 62 | - | - | - | - | 122 | 62 | 45 | 53 | 30 | 56 | 98 | 86 | 184 |
| Total | 147 | - | - | 147 | 98 | 49 | - | - | - | - | 98 | 49 | 35 | 44 | 24 | 44 | 79 | 68 | 147 |

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
NQC31 When you play games at home over the internet, which of these describes how you are playing? Please choose as many as apply

Base: Children aged 12-15 who say they play games over the internet at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>235</td>
<td>137</td>
<td>27</td>
<td>34</td>
<td>30</td>
<td>188</td>
<td>47</td>
<td>235</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>184</td>
<td>133</td>
<td>25</td>
<td>30</td>
<td>29</td>
<td>152</td>
<td>34</td>
<td>184</td>
</tr>
<tr>
<td>Total</td>
<td>147</td>
<td>118</td>
<td>12</td>
<td>8</td>
<td>3</td>
<td>125</td>
<td>22</td>
<td>147</td>
</tr>
</tbody>
</table>

On your own/ against the computer or games player

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>103</td>
<td>79</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>87</td>
<td>**</td>
<td>103</td>
</tr>
<tr>
<td>70%</td>
<td>67%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>70%</td>
<td>**</td>
<td>70%</td>
</tr>
</tbody>
</table>

Against someone else in the same room as you

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>52</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>56</td>
<td>**</td>
<td>64</td>
</tr>
<tr>
<td>43%</td>
<td>44%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>45%</td>
<td>**</td>
<td>43%</td>
</tr>
</tbody>
</table>

Against someone else you know personally who is playing elsewhere

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>88</td>
<td>73</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>76</td>
<td>**</td>
<td>88</td>
</tr>
<tr>
<td>60%</td>
<td>62%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>60%</td>
<td>**</td>
<td>60%</td>
</tr>
</tbody>
</table>

Against one or more other people you do not know personally who are playing elsewhere

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>40</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>40</td>
<td>**</td>
<td>50</td>
</tr>
<tr>
<td>34%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32%</td>
<td>**</td>
<td>34%</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>**</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### Table 217

QC33 Which of these things, if any, are things that you don't like about playing games over the internet?

Base : Children aged 8-11 and children aged 12-15 who say they play games over the internet at home

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>C3</td>
<td>ABC1</td>
<td>C2DE</td>
<td>ALL</td>
</tr>
<tr>
<td>I sometimes spend too much time on them</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23%</td>
<td>-</td>
<td>16%</td>
<td>29%</td>
</tr>
<tr>
<td>10%</td>
<td>-</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Strangers might find out information about me</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18%</td>
<td>-</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>People can say hurtful things about how other people play games</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18%</td>
<td>-</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Players can exclude other players from the game on purpose</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16%</td>
<td>-</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Players can pick on other players through playing the game</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16%</td>
<td>-</td>
<td>14%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC33 Which of these things, if any, are things that you don't like about playing games over the internet?**

**Base:** Children aged 8-11 and children aged 12-15 who say they play games over the internet at home.

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child's Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>434</td>
<td>199</td>
<td>235</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>342</td>
<td>158</td>
<td>184</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>270</td>
<td>123</td>
<td>147</td>
</tr>
<tr>
<td>These things don't worry me/ None of these</td>
<td>141</td>
<td>71</td>
<td>70</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,ij,k - l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 217

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

QC33 Which of these things, if any, are things that you don't like about playing games over the internet?

Base: Children aged 8-11 and children aged 12-15 who say they play games over the internet at home

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>434</td>
<td>261</td>
<td>42</td>
<td>65</td>
<td>53</td>
<td>336</td>
<td>98</td>
<td>434</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>342</td>
<td>253</td>
<td>38</td>
<td>59</td>
<td>52</td>
<td>272</td>
<td>72</td>
<td>342</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>219</td>
<td>19</td>
<td>15</td>
<td>6</td>
<td>223</td>
<td>47</td>
<td>270</td>
</tr>
<tr>
<td>I sometimes spend too much time on them</td>
<td>62</td>
<td>49</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>50</td>
<td>**</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>23%</td>
<td>**</td>
<td>23%</td>
</tr>
<tr>
<td>Someone might pretend to be my age and get to know me</td>
<td>50</td>
<td>41</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>42</td>
<td>**</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>**</td>
<td>18%</td>
</tr>
<tr>
<td>Strangers might find out information about me</td>
<td>49</td>
<td>40</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>40</td>
<td>**</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>**</td>
<td>18%</td>
</tr>
<tr>
<td>People can say hurtful things about how other people play games</td>
<td>48</td>
<td>39</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>35</td>
<td>**</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>18%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16%</td>
<td>**</td>
<td>18%</td>
</tr>
<tr>
<td>Players can exclude other players from the game on purpose</td>
<td>44</td>
<td>38</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>31</td>
<td>**</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>14%</td>
<td>**</td>
<td>16%</td>
</tr>
<tr>
<td>Players can pick on other players through playing the game</td>
<td>43</td>
<td>34</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>33</td>
<td>**</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15%</td>
<td>**</td>
<td>16%</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>129</td>
<td>105</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>104</td>
<td>**</td>
<td>129</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>48%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>47%</td>
<td>**</td>
<td>48%</td>
</tr>
<tr>
<td>ANY OF THESE APART FROM ONLY ‘SPEND TOO MUCH TIME’</td>
<td>91</td>
<td>75</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>71</td>
<td>**</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>34%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32%</td>
<td>**</td>
<td>34%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC33 Which of these things, if any, are things that you don't like about playing games over the internet?

Base: Children aged 8-11 and children aged 12-15 who say they play games over the internet at home

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>434</td>
<td>261</td>
<td>42</td>
<td>65</td>
<td>53</td>
<td>336</td>
<td>98</td>
<td>434</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>342</td>
<td>253</td>
<td>38</td>
<td>59</td>
<td>52</td>
<td>272</td>
<td>72</td>
<td>342</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>219</td>
<td>19</td>
<td>15</td>
<td>6</td>
<td>223</td>
<td>47</td>
<td>270</td>
</tr>
<tr>
<td>These things don’t worry me/ None of these</td>
<td>141</td>
<td>114</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>118</td>
<td>**</td>
<td>141</td>
</tr>
<tr>
<td>Columns Tested: a,b,c,d,e,f,g</td>
<td>52%</td>
<td>52%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>53%</td>
<td>**</td>
<td>52%</td>
</tr>
</tbody>
</table>

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

### QC36A HOW OFTEN USE MOBILE PHONE TO - Make or receive calls

**Base:** Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>-</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>-</td>
<td>219</td>
</tr>
<tr>
<td>Most days</td>
<td>494</td>
<td>-</td>
<td>176</td>
</tr>
<tr>
<td>On most days</td>
<td>204</td>
<td>-</td>
<td>38</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>117</td>
<td>-</td>
<td>51</td>
</tr>
<tr>
<td>Not much</td>
<td>148</td>
<td>-</td>
<td>70</td>
</tr>
<tr>
<td>Never</td>
<td>25</td>
<td>-</td>
<td>16</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC36A HOW OFTEN USE MOBILE PHONE TO - Make or receive calls**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td>Total</td>
<td>770</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>494</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
</tr>
<tr>
<td></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
</tr>
<tr>
<td></td>
<td>494</td>
<td>392</td>
<td>48</td>
<td>22</td>
<td>10</td>
<td>425</td>
<td>68</td>
<td>494</td>
</tr>
</tbody>
</table>

**Most days**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>204</td>
<td>168</td>
<td>18</td>
<td>**</td>
<td>**</td>
<td>179</td>
<td>25</td>
<td>204</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>43%</td>
<td>37%</td>
<td>**</td>
<td>**</td>
<td>42%</td>
<td>37%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Once or twice a week**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>117</td>
<td>87</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>98</td>
<td>19</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>22%</td>
<td>23%</td>
<td>**</td>
<td>**</td>
<td>23%</td>
<td>28%</td>
<td>24%</td>
</tr>
</tbody>
</table>

**Not much**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>148</td>
<td>119</td>
<td>15</td>
<td>**</td>
<td>**</td>
<td>127</td>
<td>21</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>**</td>
<td>**</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Never**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25</td>
<td>18</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>22</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36B HOW OFTEN USE MOBILE PHONE TO - Send or receive texts**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>770</td>
<td>-</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>612</td>
<td>-</td>
<td>219</td>
<td>393</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>301</td>
<td>-</td>
<td>62</td>
<td>239</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>-</td>
<td>46</td>
<td>32</td>
</tr>
<tr>
<td>Not much</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>83</td>
<td>-</td>
<td>46</td>
<td>37</td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>-</td>
<td>22</td>
<td>10</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36B-how often use mobile phone to - send or receive texts**

*Base: Children aged 8-15 with a mobile phone*

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
<tr>
<td>Most days</td>
<td>301</td>
</tr>
<tr>
<td>Never</td>
<td>32</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
**QC36C HOW OFTEN USE MOBILE PHONE TO - Send or receive photos**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>Male 5-7</td>
<td>Female 5-7</td>
<td>Male 8-11</td>
</tr>
<tr>
<td></td>
<td>-a</td>
<td>b</td>
<td>-f</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td>Effective weighted sample</td>
<td>612</td>
<td>219</td>
<td>393</td>
</tr>
<tr>
<td><strong>Most days</strong></td>
<td>494</td>
<td>176</td>
<td>318</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Once or twice a week</strong></td>
<td>57</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Not much</strong></td>
<td>174</td>
<td>-</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Never</strong></td>
<td>255</td>
<td>-</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>52%</td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
### QC36C HOW OFTEN USE MOBILE PHONE TO - Send or receive photos

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
</tr>
<tr>
<td>Effective Sample</td>
<td>612</td>
<td>439</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
</tr>
<tr>
<td>Most days</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>57</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Not much</td>
<td>174</td>
<td>140</td>
</tr>
<tr>
<td></td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>Never</td>
<td>255</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>52%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36D HOW OFTEN USE MOBILE PHONE TO - Send or receive video clips**

**Base**: Children aged 8-15 with a mobile phone.

### Table 221

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>MALE 5-7</th>
<th>FEMALE 5-7</th>
<th>MALE 8-11</th>
<th>FEMALE 8-11</th>
<th>MALE 12-15</th>
<th>FEMALE 12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
<td>-</td>
<td>-</td>
<td>128</td>
<td>146</td>
<td>241</td>
<td>255</td>
<td>161</td>
<td>218</td>
<td>155</td>
<td>236</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
<td>393</td>
<td>-</td>
<td>-</td>
<td>101</td>
<td>117</td>
<td>193</td>
<td>201</td>
<td>122</td>
<td>180</td>
<td>123</td>
<td>187</td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>16</td>
<td>2</td>
<td>13</td>
<td>9</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Not much</td>
<td>120</td>
<td>28</td>
<td>93</td>
<td>53</td>
<td>67</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td>29</td>
<td>41</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>Never</td>
<td>356</td>
<td>146</td>
<td>210</td>
<td>176</td>
<td>180</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td>61</td>
<td>105</td>
<td>74</td>
<td>115</td>
</tr>
</tbody>
</table>

Significance Level: 95%  
Significance: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

Prepared by Saville Rossiter - Base: 01727 899 399
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

### QC36D HOW OFTEN USE MOBILE PHONE TO - Send or receive video clips

**Base : Children aged 8-15 with a mobile phone**

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ENGLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Most days</td>
<td>494</td>
</tr>
<tr>
<td>*%</td>
<td>1</td>
</tr>
<tr>
<td>*%</td>
<td>-</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>16</td>
</tr>
<tr>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Not much</td>
<td>120</td>
</tr>
<tr>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Never</td>
<td>356</td>
</tr>
<tr>
<td>72%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36E HOW OFTEN USE MOBILE PHONE TO - Play games that are loaded on the phone**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
<td>393</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>176</td>
<td>318</td>
</tr>
<tr>
<td>Most days</td>
<td>50</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td>10% -%</td>
<td>7%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>91</td>
<td>-</td>
<td>34</td>
</tr>
<tr>
<td>18%</td>
<td>-%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Not much</td>
<td>106</td>
<td>-</td>
<td>33</td>
</tr>
<tr>
<td>21%</td>
<td>-%</td>
<td>19%</td>
<td>23%</td>
</tr>
<tr>
<td>Never</td>
<td>246</td>
<td>-</td>
<td>96</td>
</tr>
<tr>
<td>50%</td>
<td>-%</td>
<td>55%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 222

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

QC36E HOW OFTEN USE MOBILE PHONE TO - Play games that are loaded on the phone

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>SCOTLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
<tr>
<td>Most days</td>
<td>50</td>
</tr>
<tr>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>91</td>
</tr>
<tr>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Not much</td>
<td>106</td>
</tr>
<tr>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Never</td>
<td>246</td>
</tr>
<tr>
<td>50%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 223**

QC36F HOW OFTEN USE MOBILE PHONE TO - Play games over the internet using your phone

Base : Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
<td>393</td>
</tr>
<tr>
<td>Most days</td>
<td>Total</td>
<td>494</td>
<td>176</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>12</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>Total</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>3%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>8%</td>
<td>-%</td>
<td>7%</td>
</tr>
<tr>
<td>Not much</td>
<td>Total</td>
<td>40</td>
<td>12</td>
</tr>
<tr>
<td>Never</td>
<td>Total</td>
<td>426</td>
<td>160</td>
</tr>
<tr>
<td>86%</td>
<td>-%</td>
<td>91%</td>
<td>84%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC36F HOW OFTEN USE MOBILE PHONE TO - Play games over the internet using your phone

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>770</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>494</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
</tbody>
</table>

| Most days       | 12         | 9          | 12              |
|                 | 2%         | 5%         | 2%              |
| Once or twice a week | 16     | 14         | 16               |
|                 | 3%         | 7%         | 3%              |
| Not much        | 40         | 26         | 40              |
|                 | 8%         | 14%        | 8%              |
| Never           | 426        | 145        | 426             |
|                 | 66%        | 75%        | 66%             |

Columns Tested: a,b,c,d,e,f,g - h,i,j
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 224

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

QC36G HOW OFTEN USE MOBILE PHONE TO - Visit websites using your phone

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770 - 274 496</td>
<td>369 401</td>
<td>128 146 241 255</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612 - 219 393</td>
<td>294 318</td>
<td>- 101 117 193 201</td>
</tr>
<tr>
<td>Most days</td>
<td>494 - 176 318 238 256</td>
<td>- - 81 95 157 161</td>
<td>96 152 98 148 248 246 494</td>
</tr>
<tr>
<td></td>
<td>37 - - 5 32 13 24</td>
<td>- - 2 3 11 21</td>
<td>8 8 10 11 16 21 37</td>
</tr>
<tr>
<td></td>
<td>7% -% 3% 10% 5% 10%</td>
<td>-% -% 2% 3% 7% 13%</td>
<td>hl hij</td>
</tr>
<tr>
<td></td>
<td>6% -% 1% 9% 7% 5%</td>
<td>hl hij</td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>31 - 2 29 17 14</td>
<td>- - 2 15 14</td>
<td>5 9 7 10 14 17 31</td>
</tr>
<tr>
<td></td>
<td>6% -% 1% 9% b 7% 5% d</td>
<td>hl hij</td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>52 - 14 38 19 33</td>
<td>- - 6 9 13 24</td>
<td>15 19 6 12 34 18 52</td>
</tr>
<tr>
<td></td>
<td>11% -% 8% 12% 8% 13% d</td>
<td>hl hij</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>374 - 155 219 189 185</td>
<td>- - 71 83 118 101</td>
<td>68 115 76 114 184 190 374</td>
</tr>
<tr>
<td></td>
<td>70% -% 88% 69% 79% 72% c</td>
<td>hj k</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC36G HOW OFTEN USE MOBILE PHONE TO - Visit websites using your phone**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NATION</strong></td>
<td><strong>ENGLAND</strong></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
<tr>
<td>Most days</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Not much</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Never</td>
<td>374</td>
</tr>
<tr>
<td></td>
<td>76%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j

Prepared by Saville Rossiter-Base: 01727 899 399
Table 225

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

QC36H HOW OFTEN USE MOBILE PHONE TO - Listen to music

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: Children aged 8-15 with a mobile phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>-</td>
<td>770 - 274 496</td>
<td>369 401 128 146 241 255 161 218 155 236 379 391 770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>-</td>
<td>612 - 219 393</td>
<td>294 318 - 101 117 193 201 122 180 123 187 302 311 612</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>494 - 176 318</td>
<td>238 256 - 81 95 157 161 96 152 98 148 248 246 494</td>
</tr>
<tr>
<td>Most days</td>
<td>-</td>
<td>130 - 24 106 56 74 - 13 12 43 63 24 36 25 45 60 70 130</td>
<td></td>
</tr>
<tr>
<td>26%</td>
<td>-</td>
<td>14% - 33% 12% 16% 27% 39% 25% 24% 31% 24% 31% 24% 28% 26%</td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>-</td>
<td>86 - 29 57 37 49 - 12 17 25 32 15 32 18 21 47 39 86</td>
<td></td>
</tr>
<tr>
<td>17%</td>
<td>-</td>
<td>17% - 16% 19% 15% 18% 16% 20% 15% 21% 19% 14% 19% 16% 17%</td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>-</td>
<td>79 - 32 47 32 47 - 15 18 18 29 15 31 11 22 46 34 79</td>
<td></td>
</tr>
<tr>
<td>16%</td>
<td>-</td>
<td>18% - 14% 18% 19% 11% 18% 16% 20% 11% 15% 18% 14% 16%</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>-</td>
<td>198 - 90 108 112 86 - 41 49 71 37 42 53 44 59 95 103 198</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td>-</td>
<td>51% - 34% 47% 34% - 51% 51% 45% 23% 44% 35% 45% 40% 38% 42% 40%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Q36H HOW OFTEN USE MOBILE PHONE TO - Listen to music

Base: Children aged 8-15 with a mobile phone

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

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>MOBILE PHONE OWNERSHIP</th>
<th>NOT MOBILE PHONE OWNERSHIP</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SMARTPHONE</td>
<td>SMARTPHONE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
<td>481</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
<td>376</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
<td>48</td>
<td>22</td>
<td>10</td>
<td>425</td>
<td>68</td>
<td>494</td>
<td>195</td>
<td>299</td>
</tr>
<tr>
<td>Most days</td>
<td>130</td>
<td>106</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>109</td>
<td>21</td>
<td>130</td>
<td>70</td>
<td>60</td>
</tr>
<tr>
<td>26%</td>
<td>27%</td>
<td>22%</td>
<td>**</td>
<td>**</td>
<td>26%</td>
<td>31%</td>
<td>26%</td>
<td>36%</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>86</td>
<td>74</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>75</td>
<td>11</td>
<td>86</td>
<td>47</td>
<td>39</td>
</tr>
<tr>
<td>17%</td>
<td>19%</td>
<td>11%</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>16%</td>
<td>17%</td>
<td>24%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Not much</td>
<td>79</td>
<td>62</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>66</td>
<td>14</td>
<td>79</td>
<td>24</td>
<td>55</td>
</tr>
<tr>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>15%</td>
<td>20%</td>
<td>16%</td>
<td>12%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Never</td>
<td>198</td>
<td>150</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>176</td>
<td>23</td>
<td>198</td>
<td>53</td>
<td>145</td>
</tr>
<tr>
<td>40%</td>
<td>38%</td>
<td>53%</td>
<td>**</td>
<td>**</td>
<td>41%</td>
<td>33%</td>
<td>40%</td>
<td>27%</td>
<td>48%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
### QC36I HOW OFTEN USE MOBILE PHONE TO - Take photos

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td>b</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td>c</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>d</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEMALE</td>
<td>e</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td>f</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEMALE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C2 DE</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

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

### QC36I HOW OFTEN USE MOBILE PHONE TO - Take photos

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>~c</th>
<th>~d</th>
<th>N</th>
<th>IRELAND</th>
<th>~d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>ALL</th>
<th>h</th>
<th>i</th>
<th>j</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>289</td>
<td>481</td>
<td>770</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
<td>376</td>
<td>612</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>494</td>
<td>392</td>
<td>48</td>
<td>22</td>
<td>10</td>
<td>425</td>
<td>68</td>
<td>494</td>
<td>195</td>
<td>299</td>
<td>494</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Most days</strong></td>
<td>63</td>
<td>53</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>50</td>
<td>13</td>
<td>63</td>
<td>38</td>
<td>25</td>
<td>63</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13%</td>
<td>14%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>18%</td>
<td>13%</td>
<td>19%</td>
<td>8%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Once or twice a week</strong></td>
<td>121</td>
<td>100</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>108</td>
<td>13</td>
<td>121</td>
<td>64</td>
<td>58</td>
<td>121</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25%</td>
<td>26%</td>
<td>20%</td>
<td>**</td>
<td>**</td>
<td>25%</td>
<td>20%</td>
<td>25%</td>
<td>33%</td>
<td>19%</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Not much</strong></td>
<td>153</td>
<td>117</td>
<td>15</td>
<td>**</td>
<td>**</td>
<td>132</td>
<td>21</td>
<td>153</td>
<td>55</td>
<td>97</td>
<td>153</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31%</td>
<td>30%</td>
<td>32%</td>
<td>**</td>
<td>**</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>28%</td>
<td>32%</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Never</strong></td>
<td>157</td>
<td>121</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>136</td>
<td>22</td>
<td>157</td>
<td>38</td>
<td>119</td>
<td>157</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32%</td>
<td>31%</td>
<td>44%</td>
<td>**</td>
<td>**</td>
<td>32%</td>
<td>31%</td>
<td>32%</td>
<td>19%</td>
<td>40%</td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a,b,c,d,e,f,g - h,i,j</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
### Table 227

**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**QC36J HOW OFTEN USE MOBILE PHONE TO - Take videos**

**Base :** Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
<td>393</td>
</tr>
<tr>
<td>Most days</td>
<td>20</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>56</td>
<td>17</td>
<td>39</td>
</tr>
<tr>
<td>Not much</td>
<td>149</td>
<td>30</td>
<td>119</td>
</tr>
<tr>
<td>Never</td>
<td>269</td>
<td>124</td>
<td>144</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total = 770
Effective Weighted Sample = 612
Most days = 20
Once or twice a week = 56
Not much = 149
Never = 269

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 227

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

QC36J HOW OFTEN USE MOBILE PHONE TO - Take videos

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>SMARTPHONE</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>ENGLAND</strong></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
<tr>
<td>Most days</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Not much</td>
<td>149</td>
</tr>
<tr>
<td></td>
<td>30%</td>
</tr>
<tr>
<td>Never</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td>54%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC36K HOW OFTEN USE MOBILE PHONE TO - Watch TV programmes or clips

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>612</td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>612</td>
</tr>
</tbody>
</table>

#### Most days

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Base: Children aged 8-15 with a mobile phone</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

#### Once or twice a week

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>8%</td>
<td>-</td>
<td>3%</td>
</tr>
<tr>
<td>Base: Children aged 8-15 with a mobile phone</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

#### Not much

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>24%</td>
<td>-</td>
<td>3%</td>
</tr>
</tbody>
</table>

#### Never

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>92%</td>
<td>-</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - fg,h,i,k - l,m,n,o,p,q,r
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**QC36K HOW OFTEN USE MOBILE PHONE TO - Watch TV programmes or clips**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>h</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

### Most days

<table>
<thead>
<tr>
<th></th>
<th>UNW</th>
<th>EWS</th>
<th>SMARTPHONE</th>
<th>NOT SMARTPHONE</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>h</td>
<td>i</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Base: Children aged 8-15 with a mobile phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Columns Tested:</strong> a,b,c,d,e,f,g - h,i,j</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rosister-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## QC36L HOW OFTEN USE MOBILE PHONE TO - Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
<tr>
<td>Significance Level:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>770</td>
<td>-</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td></td>
<td></td>
<td>369</td>
<td>401</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>612</td>
<td>-</td>
<td>219</td>
<td>393</td>
</tr>
<tr>
<td></td>
<td></td>
<td>294</td>
<td>318</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>770</td>
<td>-</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td></td>
<td></td>
<td>369</td>
<td>401</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>-</td>
<td>5</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>23</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>-</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>-</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>370</td>
<td>-</td>
<td>162</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td></td>
<td>189</td>
<td>181</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 229

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

**QC36L HOW OFTEN USE MOBILE PHONE TO - Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>**</td>
<td></td>
</tr>
<tr>
<td>14%</td>
<td>70</td>
</tr>
<tr>
<td>15%</td>
<td>15</td>
</tr>
<tr>
<td>16%</td>
<td>26</td>
</tr>
<tr>
<td>17%</td>
<td>6</td>
</tr>
<tr>
<td>18%</td>
<td>28</td>
</tr>
<tr>
<td>19%</td>
<td>5</td>
</tr>
<tr>
<td>20%</td>
<td>370</td>
</tr>
<tr>
<td>21%</td>
<td>75</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC36M HOW OFTEN USE MOBILE PHONE TO - Look at videos or clips posted by other people on sites like YouTube

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>b</td>
<td>-</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>- 274</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>- 219</td>
<td>393</td>
</tr>
<tr>
<td>Most days</td>
<td>17</td>
<td>- 2</td>
<td>15</td>
</tr>
<tr>
<td>3%</td>
<td>-%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>26</td>
<td>- 3</td>
<td>24</td>
</tr>
<tr>
<td>5%</td>
<td>-%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Not much</td>
<td>33</td>
<td>- 7</td>
<td>27</td>
</tr>
<tr>
<td>7%</td>
<td>-%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Never</td>
<td>417</td>
<td>- 164</td>
<td>253</td>
</tr>
<tr>
<td>84%</td>
<td>-%</td>
<td>93%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC36M HOW OFTEN USE MOBILE PHONE TO - Look at videos or clips posted by other people on sites like YouTube

**Base:** Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
</tr>
<tr>
<td>Most days</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Not much</td>
<td>33</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Never</td>
<td>417</td>
<td>330</td>
</tr>
<tr>
<td></td>
<td>64%</td>
<td>84%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 231

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

**QC36N HOW OFTEN USE MOBILE PHONE TO - Put photos or videos on sites like YouTube for others to see**

Base : Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Unweighted total</td>
<td>770</td>
<td>-</td>
<td>274</td>
<td>496</td>
<td>369</td>
<td>401</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>-</td>
<td>219</td>
<td>393</td>
<td>294</td>
<td>318</td>
<td>-</td>
</tr>
<tr>
<td>Most days</td>
<td>6</td>
<td>-</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1%</td>
<td>-%</td>
<td>%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>9</td>
<td>-</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Not much</td>
<td>28</td>
<td>-</td>
<td>5</td>
<td>23</td>
<td>13</td>
<td>16</td>
<td>-</td>
</tr>
<tr>
<td>6%</td>
<td>-%</td>
<td>3%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Never</td>
<td>450</td>
<td>-</td>
<td>171</td>
<td>280</td>
<td>221</td>
<td>229</td>
<td>-</td>
</tr>
<tr>
<td>91%</td>
<td>-%</td>
<td>97%</td>
<td>88%</td>
<td>93%</td>
<td>90%</td>
<td>-%</td>
<td>-%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 231

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

QC36N HOW OFTEN USE MOBILE PHONE TO - Put photos or videos on sites like YouTube for others to see

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>ENGLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
</tr>
<tr>
<td>Most days</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Not much</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Never</td>
<td>450</td>
<td>356</td>
</tr>
<tr>
<td></td>
<td>91%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,j

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC360 HOW OFTEN USE MOBILE PHONE TO - Send or receive Twitter updates using your phone

**Base**: Children aged 8-15 with a mobile phone

**Table 232**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>C1</td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>C2</td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td>ALL</td>
</tr>
<tr>
<td>-a</td>
<td>b</td>
<td>c</td>
<td>l</td>
</tr>
<tr>
<td>-d</td>
<td>e</td>
<td>f</td>
<td>m</td>
</tr>
<tr>
<td>-g</td>
<td>h</td>
<td>i</td>
<td>n</td>
</tr>
<tr>
<td>-j</td>
<td>k</td>
<td>l</td>
<td>o</td>
</tr>
<tr>
<td>-f</td>
<td>g</td>
<td>h</td>
<td>p</td>
</tr>
<tr>
<td>-i</td>
<td>j</td>
<td>k</td>
<td>q</td>
</tr>
<tr>
<td>-h</td>
<td>i</td>
<td>j</td>
<td>r</td>
</tr>
</tbody>
</table>

**Significance Level**: 95%

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

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>770</td>
<td>594</td>
<td>612</td>
</tr>
</tbody>
</table>

**Most days**

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

**Once or twice a week**

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Not much**

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

**Never**

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>468</td>
<td>468</td>
<td>468</td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC360 HOW OFTEN USE MOBILE PHONE TO - Send or receive Twitter updates using your phone

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>UNWEIGHTED TOTAL</td>
</tr>
<tr>
<td></td>
<td>ENGLAND</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>h</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
</tbody>
</table>

Most days

<table>
<thead>
<tr>
<th>Mobile Phone Ownership</th>
<th>Total</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>N Ireland</th>
<th>Urban</th>
<th>Rural</th>
<th>All</th>
<th>Smartphone</th>
<th>Not Smartphone</th>
<th>All Mobile Phones</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>10</td>
<td>2</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>6</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>6</td>
<td>5</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>1</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g - h,i,j
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 233

QC36P HOW OFTEN USE MOBILE PHONE TO - Send or receive emails

Base : Children aged 8-15 with a mobile phone

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

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 233**

**QC36P HOW OFTEN USE MOBILE PHONE TO - Send or receive emails**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>NIRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
<th>SMARTPHONE</th>
<th>NOT SMARTPHONE</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>289</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
<td>612</td>
</tr>
</tbody>
</table>

**Significance Level: 95%**

<table>
<thead>
<tr>
<th>Most days</th>
<th>Total</th>
<th>16</th>
<th>15</th>
<th>*</th>
<th>**</th>
<th>14</th>
<th>1</th>
<th>16</th>
<th>14</th>
<th>2</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>7%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>ij</td>
<td>i</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>Total</td>
<td>15</td>
<td>12</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>12</td>
<td>3</td>
<td>15</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>7%</td>
<td>%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>ij</td>
<td>i</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>Total</td>
<td>24</td>
<td>21</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>23</td>
<td>2</td>
<td>24</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>9%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>ij</td>
<td>i</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>Total</td>
<td>439</td>
<td>344</td>
<td>45</td>
<td>**</td>
<td>**</td>
<td>376</td>
<td>63</td>
<td>439</td>
<td>150</td>
<td>289</td>
</tr>
<tr>
<td></td>
<td>69%</td>
<td>88%</td>
<td>93%</td>
<td>**</td>
<td>**</td>
<td>88%</td>
<td>92%</td>
<td>89%</td>
<td>77%</td>
<td>97%</td>
<td>89%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g - h,i,j
## QC36Q HOW OFTEN USE MOBILE PHONE TO Use Instant Messaging applications such as Ping or BlackBerry Messenger/ BBM or MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc

**Base**: Children aged 8-15 with a mobile phone

### Table 234

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE 5-7</td>
<td>FEMALE 5-7</td>
<td>MALE 8-11</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>38</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>14</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Not much</td>
<td>18</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>%</td>
<td>5%</td>
</tr>
<tr>
<td>Never</td>
<td>425</td>
<td>253</td>
<td>211</td>
</tr>
<tr>
<td></td>
<td>86%</td>
<td>96%</td>
<td>79%</td>
</tr>
</tbody>
</table>

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

---

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

**QC36Q HOW OFTEN USE MOBILE PHONE TO - Use Instant Messaging applications such as Ping or BlackBerry Messenger/ BBM or MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc**

Base: Children aged 8-15 with a mobile phone

### Table: Usage of Instant Messaging Application

<table>
<thead>
<tr>
<th>基年</th>
<th>意大利</th>
<th>苏格兰</th>
<th>威尔士</th>
<th>爱尔兰</th>
<th>城市</th>
<th>农村</th>
<th>总和</th>
<th>智能手机</th>
<th>非智能手机</th>
<th>所有移动电话</th>
</tr>
</thead>
<tbody>
<tr>
<td>总和</td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>289</td>
<td>770</td>
</tr>
<tr>
<td>未加权样本</td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
<td>612</td>
</tr>
<tr>
<td>多数</td>
<td>38</td>
<td>34</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>34</td>
<td>4</td>
<td>38</td>
<td>33</td>
<td>38</td>
</tr>
<tr>
<td>8%</td>
<td>9%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>17%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>一次或两次</td>
<td>14</td>
<td>12</td>
<td>*</td>
<td>**</td>
<td>**</td>
<td>12</td>
<td>2</td>
<td>14</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>不怎么</td>
<td>18</td>
<td>15</td>
<td>1</td>
<td>**</td>
<td>**</td>
<td>15</td>
<td>3</td>
<td>18</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>从不</td>
<td>425</td>
<td>331</td>
<td>44</td>
<td>**</td>
<td>**</td>
<td>365</td>
<td>60</td>
<td>425</td>
<td>137</td>
<td>288</td>
</tr>
<tr>
<td>86%</td>
<td>84%</td>
<td>91%</td>
<td>**</td>
<td>**</td>
<td>86%</td>
<td>87%</td>
<td>86%</td>
<td>70%</td>
<td>96%</td>
<td>86%</td>
</tr>
</tbody>
</table>

*Note: Columns Tested: a,b,c,d,e,f,g - h,i,j,*

Prepared by Saville Rossiter: 01727 899 399
### QC36R HOW OFTEN USE MOBILE PHONE TO - Update your location on a service like FourSquare or Facebook Places

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>C</td>
<td>ABC1</td>
<td>C2DE</td>
<td>ALL</td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

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

#### Unweighted total

<table>
<thead>
<tr>
<th></th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
<td>369</td>
<td>401</td>
<td>128</td>
<td>146</td>
<td>241</td>
<td>255</td>
<td>161</td>
<td>218</td>
<td>155</td>
<td>236</td>
<td>379</td>
<td>391</td>
<td>770</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
<td>393</td>
<td>294</td>
<td>318</td>
<td>101</td>
<td>117</td>
<td>193</td>
<td>201</td>
<td>122</td>
<td>180</td>
<td>123</td>
<td>187</td>
<td>302</td>
<td>311</td>
<td>612</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>176</td>
<td>318</td>
<td>238</td>
<td>256</td>
<td>81</td>
<td>95</td>
<td>157</td>
<td>161</td>
<td>96</td>
<td>152</td>
<td>98</td>
<td>148</td>
<td>248</td>
<td>246</td>
<td>494</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td>18</td>
<td>-</td>
<td>18</td>
<td>6</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>6</td>
<td>12</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>9</td>
<td>8</td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>6</td>
<td>-</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not much</td>
<td>17</td>
<td>-</td>
<td>3</td>
<td>14</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>9</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>453</td>
<td>-</td>
<td>172</td>
<td>282</td>
<td>223</td>
<td>230</td>
<td>-</td>
<td>79</td>
<td>92</td>
<td>144</td>
<td>138</td>
<td>88</td>
<td>137</td>
<td>89</td>
<td>138</td>
<td>226</td>
<td>228</td>
<td>453</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
QC36R HOW OFTEN USE MOBILE PHONE TO - Update your location on a service like FourSquare or Facebook Places

Base : Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td></td>
<td>a</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
</tr>
<tr>
<td>Most days</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Not much</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Never</td>
<td>453</td>
</tr>
<tr>
<td></td>
<td>92%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,j
## SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY

Base: Children aged 8-15 with a mobile phone

### Table 236

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>274</td>
<td>496</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Send or receive texts</td>
<td>379</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Make or receive calls</td>
<td>321</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Listen to music</td>
<td>216</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Take photos</td>
<td>184</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Play games that are loaded on the phone</td>
<td>142</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>98</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Take videos</td>
<td>76</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Visit websites using your phone</td>
<td>68</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
## SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>-a</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>c</td>
<td>d</td>
<td>-c</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>e</td>
<td>f</td>
<td>-e</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**Unweighted total**
770 - 274 496 369 401 - - 128 146 241 255 161 218 155 236 379 391 770

**Effective Weighted Sample**
612 - 219 393 294 318 - - 81 95 157 161 96 152 98 148 248 246 494

**Send or receive photos**
52 - 3 48 17 35 - - 3 16 32 7 23 9 13 30 22 52

**Use Instant Messaging applications**
such as Ping or BlackBerry Messenger/BBM or MSN/Windows Live Messenger, AOL Instant Messenger/ AIM etc
43 - 5 38 19 24 - - 3 2 16 22 6 15 14 8 21 22 43

**Look at videos or clips posted by other people on sites like YouTube**
31 - 1 30 16 15 - - 1 - - 15 15 5 11 5 9 16 14 31

**Send or receive emails**
28 - 4 24 13 16 - - 2 2 11 14 5 7 9 7 12 16 28

**Play games over the internet using your phone**
28 - 4 24 13 16 - - 2 2 11 14 5 7 9 7 12 16 28

**Update your location on a service like FourSquare or Facebook Places**
24 - 1 23 7 16 - - 1 7 16 4 10 5 5 14 10 24

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

Prepared by Saville Rossiter-Base: 01727 899 399
### SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY

**Base:** Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>MALE</td>
<td>MALE</td>
<td>FEMALE</td>
<td>FEMALE</td>
</tr>
</tbody>
</table>

**Significance Level:** 95%

**Unweighted total**
- 770
- 274
- 496

**Effective Weighted Sample**
- 612
- 219
- 393

**Send or receive video clips**
- 18
- 2
- 15

**Send or receive Twitter updates using your phone**
- 16
- 3

**Put photos or videos on sites like YouTube for others to see**
- 15
- 3

**Watch TV programmes or clips**
- 14
- 3

**NONE OF THESE**
- 56
- 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 236

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

### SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY

**Base : Children aged 8-15 with a mobile phone**

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
</tr>
<tr>
<td>Send or receive texts</td>
<td><strong>379</strong></td>
</tr>
<tr>
<td>Make or receive calls</td>
<td><strong>321</strong></td>
</tr>
<tr>
<td>Listen to music</td>
<td><strong>216</strong></td>
</tr>
<tr>
<td>Take photos</td>
<td><strong>184</strong></td>
</tr>
<tr>
<td>Play games that are loaded on the phone</td>
<td><strong>142</strong></td>
</tr>
<tr>
<td>Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter</td>
<td>98</td>
</tr>
<tr>
<td>Take videos</td>
<td>76</td>
</tr>
<tr>
<td>Visit websites using your phone</td>
<td>68</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

### SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY

**Base:** Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>ENGLAND</td>
<td></td>
</tr>
<tr>
<td>SCOTLAND</td>
<td></td>
</tr>
<tr>
<td>WALES</td>
<td></td>
</tr>
<tr>
<td>N IRELAND</td>
<td></td>
</tr>
<tr>
<td>URBAN</td>
<td></td>
</tr>
<tr>
<td>RURAL</td>
<td></td>
</tr>
<tr>
<td>ALL</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c, d, e, f, g - h, i, j</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>770</td>
<td>612</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base: Children aged 8-15 with a mobile phone</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Use Instant Messaging applications such as Ping or BlackBerry Messenger/BBM or MSN/Windows Live Messenger, AOL Instant Messenger/ AIM etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
</tr>
<tr>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Look at videos or clips posted by other people on sites like YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
</tr>
<tr>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Send or receive emails</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
</tr>
<tr>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Play games over the internet using your phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
</tr>
<tr>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Update your location on a service like FourSquare or Facebook Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
</tr>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

Columns Tested: **a,b,c,d,e,f,g - h,i,j**
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT LEAST WEEKLY

**Base:** Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>ENGLAND</td>
<td>a</td>
</tr>
<tr>
<td>SCOTLAND</td>
<td>d</td>
</tr>
<tr>
<td>WALES</td>
<td>g</td>
</tr>
<tr>
<td>N IRELAND</td>
<td>j</td>
</tr>
<tr>
<td>URBAN</td>
<td></td>
</tr>
<tr>
<td>RURAL</td>
<td></td>
</tr>
<tr>
<td>ALL</td>
<td></td>
</tr>
<tr>
<td>SMARTPHONE</td>
<td>h</td>
</tr>
<tr>
<td>NOT SMARTPHONE</td>
<td></td>
</tr>
<tr>
<td>ALL PHONES</td>
<td></td>
</tr>
</tbody>
</table>

| Unweighted total | 770 | 452 | 111 | 94 | 88 | 634 | 136 | 770 | 269 | 481 | 770 |
| Effective Sample  | 612 | 439 | 101 | 86 | 85 | 513 | 102 | 612 | 236 | 376 | 612 |

### Table 236

- **Send or receive video clips**
  - Unweighted: 18, 16
  - Effective: 16, 14
  - *4%* **4%** **1%** **4%** 4%

- **Send or receive Twitter updates using your phone**
  - Unweighted: 16, 14
  - Effective: 15, 14
  - *4%* **4%** **1%** **4%** 4%

- **Put photos or videos on sites like YouTube for others to see**
  - Unweighted: 15, 14
  - Effective: 13, 14
  - *4%* **4%** **1%** **4%** 4%

- **Watch TV programmes or clips**
  - Unweighted: 14, 12
  - Effective: 11, 11
  - *4%* **3%** **1%** **3%** 6%

- **NONE OF THESE**
  - Unweighted: 56, 39
  - Effective: 46, 39
  - *11%* **20%** **11%** 11%

Columns Tested: a,b,c,d,e,f,g - h,i,j

Prepared by Saville Rossiter: 01727 899 399
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 237

SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td>770</td>
<td>274</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
</tr>
<tr>
<td>Make or receive calls</td>
<td>494</td>
<td>176</td>
</tr>
<tr>
<td>Make or receive calls: Unweighted total</td>
<td>469</td>
<td>160</td>
</tr>
<tr>
<td>Make or receive calls: Effective Weighted Sample</td>
<td>612</td>
<td>219</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Summary of types of things use mobile phone for at all

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td>-a</td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td>128</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>770</td>
</tr>
</tbody>
</table>

Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>124</td>
<td>14</td>
<td>110</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>25%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>24%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Visit websites using your phone

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>120</td>
<td>21</td>
<td>99</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>25%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>24%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Look at videos or clips posted by other people on sites like YouTube

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>77</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>16%</td>
<td>7%</td>
<td>20%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use Instant Messaging applications such as Ping or Blackberry Messenger/ BBM or MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>69</td>
<td>4</td>
<td>65</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>14%</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Play games over the internet using your phone

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>68</td>
<td>16</td>
<td>52</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>14%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Send or receive emails

<table>
<thead>
<tr>
<th></th>
<th>Unweighted total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>55</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>11%</td>
<td>3%</td>
<td>16%</td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
## SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>7%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>3%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>9%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

**Base**: Children aged 8-15 with a mobile phone

#### NATION

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>494</td>
<td>392</td>
<td>48</td>
<td>22</td>
<td>10</td>
<td>425</td>
<td>68</td>
<td>494</td>
</tr>
<tr>
<td><strong>Make or receive calls</strong></td>
<td>469</td>
<td>374</td>
<td>44</td>
<td>**</td>
<td>**</td>
<td>404</td>
<td>65</td>
<td>469</td>
</tr>
<tr>
<td><strong>Send or receive texts</strong></td>
<td>462</td>
<td>367</td>
<td>44</td>
<td>**</td>
<td>**</td>
<td>401</td>
<td>61</td>
<td>462</td>
</tr>
<tr>
<td><strong>Take photos</strong></td>
<td><strong>337</strong></td>
<td>270</td>
<td>27</td>
<td>**</td>
<td>**</td>
<td>290</td>
<td>47</td>
<td>337</td>
</tr>
<tr>
<td><strong>Listen to music</strong></td>
<td><strong>295</strong></td>
<td><strong>242</strong></td>
<td><strong>23</strong></td>
<td>**</td>
<td>**</td>
<td>250</td>
<td>46</td>
<td>295</td>
</tr>
<tr>
<td><strong>Play games that are loaded on the phone</strong></td>
<td><strong>247</strong></td>
<td><strong>199</strong></td>
<td><strong>19</strong></td>
<td>**</td>
<td>**</td>
<td><strong>213</strong></td>
<td><strong>34</strong></td>
<td><strong>247</strong></td>
</tr>
<tr>
<td><strong>Send or receive photos</strong></td>
<td><strong>239</strong></td>
<td><strong>193</strong></td>
<td><strong>16</strong></td>
<td>**</td>
<td>**</td>
<td><strong>216</strong></td>
<td><strong>23</strong></td>
<td><strong>239</strong></td>
</tr>
<tr>
<td><strong>Take videos</strong></td>
<td><strong>225</strong></td>
<td><strong>180</strong></td>
<td><strong>18</strong></td>
<td>**</td>
<td>**</td>
<td><strong>194</strong></td>
<td><strong>32</strong></td>
<td><strong>225</strong></td>
</tr>
<tr>
<td><strong>Send or receive video clips</strong></td>
<td><strong>138</strong></td>
<td><strong>116</strong></td>
<td><strong>10</strong></td>
<td>**</td>
<td>**</td>
<td><strong>127</strong></td>
<td><strong>11</strong></td>
<td><strong>138</strong></td>
</tr>
</tbody>
</table>

**Columns Tested**: a,b,c,d,e,f,g - h,j

---

**Significance Level**: 95%
**SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL**

**Base**: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>770</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>452</td>
</tr>
<tr>
<td>SCOTLAND</td>
<td>111</td>
</tr>
<tr>
<td>WALES</td>
<td>88</td>
</tr>
<tr>
<td>N IRELAND</td>
<td>634</td>
</tr>
<tr>
<td>URBAN</td>
<td>136</td>
</tr>
<tr>
<td>RURAL</td>
<td>770</td>
</tr>
<tr>
<td>ALL</td>
<td>269</td>
</tr>
</tbody>
</table>

**Visit social networking websites like Facebook, Bebo, MySpace, Hi5 or Twitter**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>124</td>
<td>103</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>111</td>
<td>13</td>
<td>124</td>
<td>102</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
</tr>
</tbody>
</table>

**Visit websites using your phone**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>120</td>
<td>100</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>105</td>
<td>15</td>
<td>120</td>
<td>93</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
</tr>
</tbody>
</table>

**Look at videos or clips posted by other people on sites like YouTube**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>77</td>
<td>62</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>67</td>
<td>10</td>
<td>77</td>
<td>61</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
</tr>
</tbody>
</table>

**Use Instant Messaging applications such as Ping or BlackBerry Messenger/ BBM or MSN/ Windows Live Messenger, AOL Instant Messenger/ AIM etc**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>69</td>
<td>61</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>61</td>
<td>9</td>
<td>69</td>
<td>58</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
</tr>
</tbody>
</table>

**Play games over the internet using your phone**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>68</td>
<td>55</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>59</td>
<td>10</td>
<td>68</td>
<td>49</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
</tr>
</tbody>
</table>

**Send or receive emails**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>55</td>
<td>48</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>49</td>
<td>6</td>
<td>55</td>
<td>44</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
<td>236</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
<td>269</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
### SUMMARY OF TYPES OF THINGS USE MOBILE PHONE FOR AT ALL

**Base**: Children aged 8-15 with a mobile phone

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

#### NATION

<table>
<thead>
<tr>
<th></th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
<td>48</td>
<td>22</td>
<td>10</td>
<td>425</td>
<td>68</td>
</tr>
</tbody>
</table>

#### MOBILE PHONE OWNERSHIP

<table>
<thead>
<tr>
<th></th>
<th>SMARTPHONE</th>
<th>NOT SMARTPHONE</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>289</td>
<td>481</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>236</td>
<td>376</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>195</td>
<td>299</td>
</tr>
</tbody>
</table>

#### Put photos or videos on sites like YouTube for others to see

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Update your location on a service like FourSquare or Facebook Places

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Watch TV programmes or clips

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Send or receive Twitter updates using your phone

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### NONE OF THESE

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j

---

Prepared by Saville Rossiter-Base : 01727 899 399
QC38 Which of these things, if any, are things that you don't like about mobile phones?

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
</tbody>
</table>

Unweighted total: 770
Effective Weighted Sample: 612

It costs too much money: 239

Sometimes people get bullied on them: 83

People can send hurtful messages to other people: 76

Slow access to the internet over the phone: 56

Seeing things on the phone that are too old for me: 26

Seeing things on my phone that make me feel sad, frightened or embarrassed: 25

Too difficult to use: 17

ANY OF THESE: 302

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

Prepared by Saville Rossiter-Base: 01727 899 399
QC38 Which of these things, if any, are things that you don't like about mobile phones?

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
QC38 Which of these things, if any, are things that you don’t like about mobile phones?

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
<td>NOT SMARTPHONE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
</tr>
<tr>
<td>It costs too much money</td>
<td>239</td>
<td>191</td>
</tr>
<tr>
<td>People can send hurtful messages to other people</td>
<td>76</td>
<td>65</td>
</tr>
<tr>
<td>Slow access to the internet over the phone</td>
<td>56</td>
<td>49</td>
</tr>
<tr>
<td>Seeing things on the phone that are too old for me</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Seeing things on my phone that make me feel sad, frightened or embarrassed</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td>Too difficult to use</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>302</td>
<td>242</td>
</tr>
</tbody>
</table>

- Columns Tested: a,b,c,d,e,f,g - h,i,j

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 238

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

QC38 Which of these things, if any, are things that you don't like about mobile phones?

Base : Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>MOBILE PHONE OWNERSHIP</th>
<th>NOT SMARTPHONE</th>
<th>ALL MOBILE PHONES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SMARTPHONE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
<td>111</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
<td>101</td>
</tr>
<tr>
<td>Total</td>
<td>494</td>
<td>392</td>
<td>48</td>
</tr>
</tbody>
</table>

ANY OF THESE APART FROM ONLY 'COSTS TOO MUCH', 'SLOW ACCESS' OR 'DIFFICULT TO USE'

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
<th>j</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>108</td>
<td>90</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>89</td>
<td>19</td>
<td>108</td>
<td>45</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>23%</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>21%</td>
<td>28%</td>
<td>22%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>These things don't worry me/ None of these</td>
<td>192</td>
<td>150</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>169</td>
<td>23</td>
<td>192</td>
<td>82</td>
<td>109</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>38%</td>
<td>43%</td>
<td>**</td>
<td>**</td>
<td>40%</td>
<td>34%</td>
<td>39%</td>
<td>42%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g - h,i,j
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QC39A Which of the following do you do almost every day?

**Base:** All children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>5-7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>12-15</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>619</td>
<td>158</td>
<td>69</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>238</td>
<td>247</td>
<td>74</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>457</td>
<td>248</td>
<td>213</td>
</tr>
<tr>
<td><strong>Significance Level:</strong> 95%</td>
<td>45%</td>
<td>54%</td>
<td>54%</td>
</tr>
</tbody>
</table>

#### Question 1

**Watch TV**

| **Total**   | 947            | 260                  | 342          | 345               |
| **Unweighted total** | 95% | 95% | 94% | 95% |

#### Question 2

**Use the internet**

| **Total**   | 664            | 117                  | 238          | 309               |
| **Effective Weighted Sample** | 66% | 43% | 65% | 85% |

#### Question 3

**Play computer or video games**

| **Total**   | 619            | 158                  | 247          | 214               |
| **Effective Weighted Sample** | 62% | 68% | 59% | 57% |

#### Question 4

**Watch videos or DVDs**

| **Total**   | 549            | 154                  | 202          | 193               |
| **Effective Weighted Sample** | 55% | 56% | 56% | 53% |

#### Question 5

**Use a mobile phone**

| **Total**   | 423            | 18                   | 122          | 283               |
| **Effective Weighted Sample** | 42% | 7% | 33% | 78% |

#### Question 6

**Read magazines, comics or newspapers**

| **Total**   | 396            | 95                   | 150          | 151               |
| **Effective Weighted Sample** | 40% | 35% | 41% | 42% |

#### Question 7

**Listen to an MP3 player like an iPod**

| **Total**   | 277            | 31                   | 92           | 153               |
| **Effective Weighted Sample** | 28% | 11% | 25% | 42% |

#### Question 8

**Listen to radio**

| **Total**   | 275            | 54                   | 101          | 120               |
| **Effective Weighted Sample** | 27% | 20% | 26% | 33% |

#### Question 9

**None of these**

| **Total**   | 5              | 3                    | 2            | 1                 |
| **Effective Weighted Sample** | 1% | 1% | 1% | 1% |

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

Prepared by Saville Rossiter-Base : 01727 899 399
### QC39A Which of the following do you do almost every day?

Base: All children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Watch TV</td>
<td>947</td>
<td>764</td>
<td>85</td>
<td>38</td>
<td>19</td>
<td>819</td>
<td>127</td>
<td>947</td>
</tr>
<tr>
<td>Use the internet</td>
<td>664</td>
<td>551</td>
<td>45</td>
<td>25</td>
<td>11</td>
<td>579</td>
<td>85</td>
<td>664</td>
</tr>
<tr>
<td>Play computer or video games</td>
<td>619</td>
<td>494</td>
<td>63</td>
<td>29</td>
<td>9</td>
<td>537</td>
<td>82</td>
<td>619</td>
</tr>
<tr>
<td>Watch videos or DVDs</td>
<td>549</td>
<td>436</td>
<td>51</td>
<td>26</td>
<td>8</td>
<td>475</td>
<td>74</td>
<td>549</td>
</tr>
<tr>
<td>Use a mobile phone</td>
<td>423</td>
<td>341</td>
<td>33</td>
<td>19</td>
<td>9</td>
<td>364</td>
<td>59</td>
<td>423</td>
</tr>
<tr>
<td>Read magazines, comics or newspapers</td>
<td>396</td>
<td>322</td>
<td>28</td>
<td>21</td>
<td>8</td>
<td>347</td>
<td>49</td>
<td>396</td>
</tr>
<tr>
<td>Listen to an MP3 player like an iPod</td>
<td>277</td>
<td>222</td>
<td>26</td>
<td>10</td>
<td>5</td>
<td>229</td>
<td>48</td>
<td>277</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>275</td>
<td>225</td>
<td>16</td>
<td>10</td>
<td>5</td>
<td>239</td>
<td>35</td>
<td>275</td>
</tr>
<tr>
<td>None of these</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>5</td>
<td>*</td>
<td>5</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?

Base : All children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>k</td>
<td>l</td>
<td>m</td>
<td>n</td>
<td>o</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>558</td>
<td>841</td>
<td>876</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>498</td>
<td>664</td>
<td>684</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
</tr>
<tr>
<td>Watch TV</td>
<td>338</td>
<td>131</td>
<td>140</td>
<td>67</td>
<td>155</td>
</tr>
<tr>
<td>Play computer or video games</td>
<td>228</td>
<td>69</td>
<td>92</td>
<td>67</td>
<td>173</td>
</tr>
<tr>
<td>Use the internet</td>
<td>156</td>
<td>76</td>
<td>21</td>
<td>90</td>
<td>72</td>
</tr>
<tr>
<td>Use a mobile phone</td>
<td>127</td>
<td>76</td>
<td>21</td>
<td>103</td>
<td>38</td>
</tr>
<tr>
<td>Watch videos or DVDs</td>
<td>51</td>
<td>32</td>
<td>14</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>Listen to an MP3 player like an iPod</td>
<td>36</td>
<td>6</td>
<td>15</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>Read magazines, comics or newspapers</td>
<td>31</td>
<td>9</td>
<td>21</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>None of these</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>-</td>
<td>6</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399

OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 240

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 240

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

QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?

Base: All children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter-Base: 01727 899 399
Table 240

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

**QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?**

*Base: All children aged 5-15*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Watch TV</td>
<td>338</td>
<td>281</td>
<td>26</td>
<td>15</td>
<td>8</td>
<td>289</td>
<td>49</td>
<td>338</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>35%</td>
<td>29%</td>
<td>38%</td>
<td>42%</td>
<td>33%</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Play computer or video games</td>
<td>228</td>
<td>181</td>
<td>28</td>
<td>7</td>
<td>3</td>
<td>202</td>
<td>26</td>
<td>228</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>22%</td>
<td>31%</td>
<td>17%</td>
<td>14%</td>
<td>23%</td>
<td>19%</td>
<td>23%</td>
</tr>
<tr>
<td>Use the internet</td>
<td>156</td>
<td>131</td>
<td>8</td>
<td>5</td>
<td>2</td>
<td>136</td>
<td>20</td>
<td>156</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>9%</td>
<td>14%</td>
<td>9%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Use a mobile phone</td>
<td>127</td>
<td>100</td>
<td>11</td>
<td>5</td>
<td>4</td>
<td>112</td>
<td>15</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>21%</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Watch videos or DVDs</td>
<td>51</td>
<td>39</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>42</td>
<td>9</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Listen to an MP3 player like an iPod</td>
<td>38</td>
<td>30</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>29</td>
<td>9</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Read magazines, comics or newspapers</td>
<td>37</td>
<td>28</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>34</td>
<td>3</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>11</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>10</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC39B Which one of the things you do almost every day would you miss doing the most if it got taken away?**

Base : All children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>6</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>8</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>Total</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>12-15</td>
<td></td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>12-15</td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>12-15</td>
<td></td>
<td>All</td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter - Base: 01727 899 399
Table 241

NQC39C In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
<td>770</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
<td>612</td>
</tr>
<tr>
<td>Yes</td>
<td>494</td>
<td>392</td>
<td>48</td>
<td>22</td>
<td>10</td>
<td>425</td>
<td>68</td>
<td>494</td>
</tr>
<tr>
<td>**</td>
<td>18%</td>
<td>19%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>No</td>
<td>392</td>
<td>306</td>
<td>44</td>
<td>**</td>
<td>**</td>
<td>337</td>
<td>55</td>
<td>392</td>
</tr>
<tr>
<td>79%</td>
<td>78%</td>
<td>91%</td>
<td>**</td>
<td>**</td>
<td>79%</td>
<td>80%</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>7</td>
<td>7</td>
<td>*</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NGC39D In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone?

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

Effective Weighted Sample

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

Total

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

Prefer not to say

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

Don't know

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td>ALL</td>
</tr>
</tbody>
</table>

TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED THROUGH MOBILE PHONE THEMSELVES

<table>
<thead>
<tr>
<th>CHILD BULLIED ONLINE</th>
<th>CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC39D In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you through your mobile phone?**

Base: Children aged 8-15 with a mobile phone

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>770</td>
<td>452</td>
<td>111</td>
<td>94</td>
<td>88</td>
<td>634</td>
<td>136</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>612</td>
<td>439</td>
<td>101</td>
<td>86</td>
<td>85</td>
<td>513</td>
<td>102</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>23</td>
<td>19</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>No</td>
<td>466</td>
<td>367</td>
<td>46</td>
<td>**</td>
<td>**</td>
<td>402</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>94%</td>
<td>94%</td>
<td>96%</td>
<td>**</td>
<td>**</td>
<td>95%</td>
<td>93%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>-%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>**</td>
<td>**</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>**</td>
<td>**</td>
<td>*%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED THROUGH MOBILE PHONE THEMSELVES**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
<td>94</td>
<td>77</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>81</td>
<td>13</td>
<td>94</td>
</tr>
<tr>
<td>19%</td>
<td>20%</td>
<td>11%</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td>b</td>
<td>b</td>
<td></td>
</tr>
</tbody>
</table>

**CHILD BULLIED ONLINE**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>31</td>
<td>*</td>
<td>**</td>
<td>**</td>
<td>29</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>7%</td>
<td>8%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>b</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td>b</td>
<td>b</td>
<td>b</td>
</tr>
</tbody>
</table>

**CHILD BULLIED THROUGH MOBILE PHONE AND BULLIED ONLINE**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>12</td>
<td>*</td>
<td>**</td>
<td>**</td>
<td>12</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC39E** In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?

*Base: Children aged 8-15 who use the internet at home or elsewhere*

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>d</td>
<td></td>
</tr>
<tr>
<td></td>
<td>e</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>g</td>
<td>h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>i</td>
<td>j</td>
<td></td>
</tr>
<tr>
<td></td>
<td>k</td>
<td>l</td>
<td></td>
</tr>
<tr>
<td></td>
<td>m</td>
<td>n</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o</td>
<td>p</td>
<td></td>
</tr>
<tr>
<td></td>
<td>q</td>
<td>r</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unweighted total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1113</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>563</td>
<td>550</td>
<td></td>
</tr>
<tr>
<td></td>
<td>552</td>
<td>561</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>285</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>278</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>267</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>283</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>257</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>326</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>212</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>318</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>583</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>530</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1113</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>895</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>453</td>
<td>442</td>
<td></td>
</tr>
<tr>
<td></td>
<td>445</td>
<td>450</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>230</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>223</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>216</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>226</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>270</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>173</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>254</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>468</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>427</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>895</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>714</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>354</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>358</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>356</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>174</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>178</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>182</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>153</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>224</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>136</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>202</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>376</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>338</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>385</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>89</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>572</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>308</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>265</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>273</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>158</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>142</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>174</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>168</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>295</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>277</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>572</td>
<td></td>
</tr>
<tr>
<td></td>
<td>80%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>308</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>265</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>273</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>158</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>142</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>174</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>168</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>295</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>277</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>572</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prefer not to say</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Don't know</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prepared by Saville Rossiter-Base : 01727 899 399
### NQC39E In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?

**Base**: Children aged 8-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>688</td>
<td>139</td>
<td>126</td>
<td>124</td>
<td>909</td>
<td>204</td>
<td>1113</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>667</td>
<td>127</td>
<td>115</td>
<td>120</td>
<td>749</td>
<td>152</td>
<td>895</td>
</tr>
<tr>
<td>Total</td>
<td>714</td>
<td>581</td>
<td>60</td>
<td>29</td>
<td>14</td>
<td>615</td>
<td>99</td>
<td>714</td>
</tr>
<tr>
<td>Yes</td>
<td>124</td>
<td>107</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>100</td>
<td>23</td>
<td>124</td>
</tr>
<tr>
<td>b</td>
<td>17%</td>
<td>18%</td>
<td>10%</td>
<td>10%</td>
<td>16%</td>
<td>16%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>c</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>572</td>
<td>458</td>
<td>53</td>
<td>25</td>
<td>12</td>
<td>498</td>
<td>75</td>
<td>572</td>
</tr>
<tr>
<td>e</td>
<td>80%</td>
<td>79%</td>
<td>89%</td>
<td>89%</td>
<td>82%</td>
<td>81%</td>
<td>75%</td>
<td>80%</td>
</tr>
<tr>
<td>f</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>6</td>
<td>*</td>
<td>7</td>
</tr>
<tr>
<td>g</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>%</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11</td>
<td>11</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>11</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>h</td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQC39F In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online?

Table 244

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>5-7</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td>-a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1113</td>
<td>-</td>
<td>563</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>-</td>
<td>453</td>
</tr>
<tr>
<td>Total</td>
<td>714</td>
<td>-</td>
<td>354</td>
</tr>
<tr>
<td>Yes</td>
<td>44</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td>6%</td>
<td>-%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>No</td>
<td>661</td>
<td>-</td>
<td>330</td>
</tr>
<tr>
<td>93%</td>
<td>%</td>
<td>93%</td>
<td>92%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>1%</td>
<td>%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED ONLINE THEMSELVES</td>
<td>138</td>
<td>-</td>
<td>44</td>
</tr>
<tr>
<td>19%</td>
<td>%</td>
<td>13%</td>
<td>26%</td>
</tr>
<tr>
<td>CHILD BULLIED THROUGH MOBILE PHONE</td>
<td>23</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>3%</td>
<td>%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>CHILD BULLIED ONLINE AND BULLIED THROUGH MOBILE PHONE</td>
<td>13</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>-%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQC39F In the last year, do you feel you have been bullied by anyone being nasty or hurtful to you online?**

*Base: Children aged 8-15 who use the internet at home or elsewhere*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unweighted total</td>
<td>1113</td>
<td>688</td>
<td>139</td>
<td>126</td>
<td>124</td>
<td>909</td>
<td>204</td>
</tr>
<tr>
<td></td>
<td>Effective Weighted Sample</td>
<td>895</td>
<td>667</td>
<td>127</td>
<td>115</td>
<td>120</td>
<td>749</td>
<td>152</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>714</td>
<td>581</td>
<td>60</td>
<td>29</td>
<td>14</td>
<td>615</td>
<td>99</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>44</td>
<td>38</td>
<td>*</td>
<td>2</td>
<td>1</td>
<td>37</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6%</td>
<td>7%</td>
<td>1%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>661</td>
<td>535</td>
<td>59</td>
<td>26</td>
<td>13</td>
<td>569</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td></td>
<td>93%</td>
<td>92%</td>
<td>98%</td>
<td>91%</td>
<td>92%</td>
<td>93%</td>
<td>92%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>5</td>
<td>*</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>5</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL KNOW SOMEONE OR FEEL HAVE BEEN BULLIED ONLINE THEMSELVES</td>
<td>138</td>
<td>118</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>112</td>
<td>27</td>
<td>138</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19%</td>
<td>20%</td>
<td>10%</td>
<td>14%</td>
<td>18%</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>CHILD BULLIED THROUGH MOBILE PHONE</td>
<td>23</td>
<td>19</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>19</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>CHILD BULLIED ONLINE AND BULLIED THROUGH MOBILE PHONE</td>
<td>13</td>
<td>12</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>12</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQC39G Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>CHILDS AGE</th>
<th>CHILDS GENDER</th>
<th>CHILDS AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>52</td>
<td>80</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>29%</td>
<td>44%</td>
<td>-</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Gossip being spread about someone online or through a text message</td>
<td>132</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Embarrassing pictures being posted of someone online or sent to other people against their wishes</td>
<td>66</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Another person pretending to be them online</td>
<td>56</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Another person using their password to get at their information</td>
<td>47</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Someone being picked on by other players in online games</td>
<td>27</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Seeing something of a sexual nature online or on a mobile phone</td>
<td>17</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Someone being cheated out of money online</td>
<td>15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r

Prepared by Saville Rossiter-Base: 01727 899 399
NQC39G Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>166</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Don't know anyone who has experienced any of these things in the last year</td>
<td>160</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>9</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>29</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>8%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC39G Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.

Base : All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td></td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td></td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td></td>
<td>364</td>
</tr>
<tr>
<td>Gossip being spread about someone online or through a text message</td>
<td>132</td>
<td>108</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>112</td>
<td>**</td>
<td>**</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>37%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>36%</td>
<td>**</td>
<td>**</td>
<td>36%</td>
</tr>
<tr>
<td>Embarrassing pictures being posted of someone online or sent to other people against their wishes</td>
<td>86</td>
<td>51</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>59</td>
<td>**</td>
<td>**</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>17%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>18%</td>
</tr>
<tr>
<td>Another person pretending to be them online</td>
<td>56</td>
<td>45</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>48</td>
<td>**</td>
<td>**</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15%</td>
<td>**</td>
<td>**</td>
<td>15%</td>
</tr>
<tr>
<td>Another person using their password to get at their information</td>
<td>47</td>
<td>39</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>38</td>
<td>**</td>
<td>**</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>**</td>
<td>13%</td>
</tr>
<tr>
<td>Someone being picked on by other players in online games</td>
<td>27</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>8%</td>
</tr>
<tr>
<td>Seeing something of a sexual nature online or on a mobile phone</td>
<td>17</td>
<td>10</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>5%</td>
</tr>
<tr>
<td>Someone being cheated out of money online</td>
<td>15</td>
<td>14</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Table 245**

Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone. Please read out the letters from the card if you know anyone this has happened to in the last year.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>166</td>
<td>136</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>141</td>
<td>**</td>
<td>166</td>
</tr>
<tr>
<td>46%</td>
<td>46%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>45%</td>
<td>**</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Don't know anyone who has experienced any of these things in the last year</td>
<td>160</td>
<td>125</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>140</td>
<td>**</td>
<td>160</td>
</tr>
<tr>
<td>44%</td>
<td>43%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>44%</td>
<td>**</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>9</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
<td>**</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>29</td>
<td>25</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>25</td>
<td>**</td>
<td>29</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8%</td>
<td>**</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NGC39H: Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.

**Base:** All children aged 12-15

<table>
<thead>
<tr>
<th></th>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td>ABC1</td>
<td>C2DE</td>
<td>ALL</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>-</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td></td>
<td>272</td>
<td>286</td>
<td>272</td>
<td>286</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>-</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>228</td>
<td>220</td>
<td>228</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>-</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td></td>
<td>181</td>
<td>183</td>
<td>181</td>
<td>183</td>
</tr>
</tbody>
</table>

|                  |             |                |                       |              |
| Gossip being spread about you online or through a text message |             |                |                       |              |
|                  | 46          | -              | 46                    |              |
|                  | 18          | 28             | 18                    | 28           |
|                  | 9           | 14             | 9                     | 14           |
|                  | 3           | 4              | 3                     | 4            |
|                  | 7           | 12             | 7                     | 12           |
|                  | 6           | 5              | 6                     | 5            |
|                  | 7           | 12             | 7                     | 12           |
|                  | 6           | 5              | 6                     | 5            |
|                  | 7           | 11             | 7                     | 11           |
|                  | 9           | 19             | 9                     | 19           |
|                  | 5%          | -%             | 5%                    | -%           |
|                  | 4%          | 7%             | 4%                    | 7%           |
|                  | 7%          | 4%             | 7%                    | 4%           |
|                  | 6%          | 3%             | 6%                    | 3%           |
|                  | 5%          | 2%             | 5%                    | 2%           |
|                  | 7%          | 2%             | 7%                    | 2%           |
|                  | 8%          | 1%             | 8%                    | 1%           |
|                  | 7%          | 1%             | 7%                    | 1%           |
|                  | 3%          | 2%             | 3%                    | 2%           |
|                  | 4%          | 1%             | 4%                    | 1%           |
|                  | 5%          | 2%             | 5%                    | 2%           |
|                  | 7%          | 1%             | 7%                    | 1%           |
|                  | 2%          | 2%             | 2%                    | 2%           |
|                  | 5%          | 1%             | 5%                    | 1%           |
|                  | 3%          | 1%             | 3%                    | 1%           |
|                  | 4%          | 1%             | 4%                    | 1%           |

<table>
<thead>
<tr>
<th>Being picked on by other players in online games</th>
<th>6</th>
<th>-</th>
<th>-</th>
<th>3</th>
<th>3</th>
<th>-</th>
<th>-</th>
<th>-</th>
<th>3</th>
<th>3</th>
<th>1</th>
<th>2</th>
<th>**</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing something of a sexual nature online or on a mobile phone</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>**</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Being cheated out of money online</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>**</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>71</td>
<td>20%</td>
<td>-%</td>
<td>-%</td>
<td>20%</td>
<td>17%</td>
<td>22%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>17%</td>
<td>22%</td>
<td>18%</td>
<td>15%</td>
<td>**</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Table 246

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

NQC39H Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All children aged 12-15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significance Level: 95%</th>
<th>Total</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>-</td>
<td>-</td>
<td>558</td>
<td>272</td>
<td>286</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>272</td>
<td>286</td>
<td>127</td>
<td>164</td>
<td>97</td>
<td>170</td>
<td>291</td>
<td>267</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>-</td>
<td>-</td>
<td>448</td>
<td>220</td>
<td>228</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>220</td>
<td>228</td>
<td>97</td>
<td>138</td>
<td>78</td>
<td>136</td>
<td>234</td>
<td>214</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>-</td>
<td>-</td>
<td>364</td>
<td>181</td>
<td>183</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>181</td>
<td>183</td>
<td>76</td>
<td>114</td>
<td>63</td>
<td>110</td>
<td>191</td>
<td>173</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td>I have not experienced any of these things in the last year</td>
<td>261</td>
<td>-</td>
<td>-</td>
<td>261</td>
<td>134</td>
<td>127</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>134</td>
<td>127</td>
<td>52</td>
<td>91</td>
<td>**</td>
<td>75</td>
<td>144</td>
<td>117</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>21</td>
<td>-</td>
<td>-</td>
<td>21</td>
<td>11</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>11</td>
<td>10</td>
<td>10</td>
<td>11</td>
<td>3</td>
<td>7</td>
<td>11</td>
<td>10</td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

 KNOW SOMEONE OR PERSONAL EXPERIENCE OF ANY OF THESE

| EXCEPTED OF THESE | 174   | -      | -       | 174      | 75    | 99     | -     | -      | -     | 75     | 99     | 59     | 93 | 54 | 50 | 82 | 54  |
|-------------------|-------|--------|---------|----------|-------|--------|-------|--------|-------|--------|--------|--------|---|---|---|---|-----|-----|
| Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r |

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC39H Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.

**Base**: All children aged 12-15

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td><strong>Gossip being spread about you online or through a text message</strong></td>
<td>46</td>
<td>39</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>39</td>
<td>**</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>12%</td>
<td>**</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Another person pretending to be you online</strong></td>
<td>23</td>
<td>22</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18</td>
<td>**</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Embarrassing pictures being posted online or sent to other people against your wishes</strong></td>
<td>19</td>
<td>14</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17</td>
<td>**</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5%</td>
<td>**</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Another person using your password to get at your information</strong></td>
<td>13</td>
<td>11</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11</td>
<td>**</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>**</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Being picked on by other players in online games</strong></td>
<td>6</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>**</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Seeing something of a sexual nature online or on a mobile phone</strong></td>
<td>5</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>**</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Being cheated out of money online</strong></td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>**</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>1%</td>
</tr>
<tr>
<td><strong>ANY OF THESE</strong></td>
<td>71</td>
<td>59</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>58</td>
<td>**</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>20%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18%</td>
<td>**</td>
<td>20%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 246

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

**NQC39H** Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year, either online or on a mobile phone.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>I have not experienced any of these things in the last year</td>
<td>261</td>
<td>207</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>229</td>
<td>**</td>
<td>261</td>
</tr>
<tr>
<td></td>
<td>72%</td>
<td>71%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>73%</td>
<td>**</td>
<td>72%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>10</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
<td>**</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>**</td>
<td>3%</td>
</tr>
<tr>
<td>Don't know</td>
<td>21</td>
<td>19</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>18</td>
<td>**</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6%</td>
<td>**</td>
<td>6%</td>
</tr>
<tr>
<td>KNOW SOMEONE OR PERSONAL EXPERIENCE OF ANY OF THESE</td>
<td>174</td>
<td>142</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>147</td>
<td>**</td>
<td>174</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>48%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>47%</td>
<td>**</td>
<td>48%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NGC391 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>-</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td>-</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>-</td>
<td>FEMALE</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>-</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td>-</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>5 TO 7</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>AB</td>
<td>C1</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>C1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>DE</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>ABC1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>C2DE</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>ALL</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>550</td>
<td>267</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>283</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Added people to your friends list or address book or contacts list that you've only had contact with online</td>
<td>38</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Sent personal information such as your full name, address or phone number to a person you've only had contact with online</td>
<td>19</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Pretended to be a different kind of person online to who you really are</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Sent a photo or video of yourself to a person that you've only had contact with online</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
NQC39 Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.

Base : Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**NQC39I** Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>N</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td><strong>a</strong></td>
<td><strong>b</strong></td>
<td><strong>c</strong></td>
<td><strong>d</strong></td>
<td><strong>e</strong></td>
<td><strong>f</strong></td>
<td><strong>g</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
<td></td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td><strong>Added people to your friends list or address book or contacts list that you've only had contact with online</strong></td>
<td>38</td>
<td>31</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>31</td>
<td>**</td>
<td>38</td>
<td>11%</td>
</tr>
<tr>
<td><strong>5%</strong></td>
<td>6%</td>
<td>**</td>
<td>**</td>
<td>14</td>
<td>**</td>
<td>**</td>
<td>19</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td><strong>Sent personal information such as your full name, address or phone number to a person you've only had contact with online</strong></td>
<td>19</td>
<td>18</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td><strong>2%</strong></td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td><strong>Pretended to be a different kind of person online to who you really are</strong></td>
<td>4</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td><strong>1%</strong></td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>**</td>
<td>**</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td><strong>Sent a photo or video of yourself to a person that you've only had contact with online</strong></td>
<td>49</td>
<td>41</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>40</td>
<td>**</td>
<td>49</td>
<td>14%</td>
</tr>
<tr>
<td><strong>14%</strong></td>
<td>14%</td>
<td>**</td>
<td>**</td>
<td>13%</td>
<td>**</td>
<td>**</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ANY OF THESE</strong></td>
<td>292</td>
<td>236</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>254</td>
<td>**</td>
<td>292</td>
<td></td>
</tr>
<tr>
<td><strong>Have not done any of these things in the last year</strong></td>
<td>292</td>
<td>236</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>254</td>
<td>**</td>
<td>292</td>
<td></td>
</tr>
<tr>
<td><strong>81%</strong></td>
<td>81%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>82%</td>
<td>**</td>
<td>81%</td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC39i Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the letters from the card.

Base: Children aged 12-15 who use the internet at home or elsewhere

### Table 247

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unweighted total</strong></td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td><strong>Effective Weighted Sample</strong></td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td><strong>Prefer not to say</strong></td>
<td>11</td>
<td>9</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>11</td>
<td>**</td>
<td>11</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>8</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>**</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**Table 249**

Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.

**Base**: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>ABC1</td>
<td>C2DE</td>
<td>ALL</td>
<td></td>
</tr>
</tbody>
</table>

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

#### Change the settings for who can view your social networking site profile

- Block messages from someone you don't want to hear from

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gender</th>
<th>Unweighted</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>5-7</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

#### Block junk email or spam

- Change the settings for who can view your social networking site profile

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gender</th>
<th>Unweighted</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>5-7</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

#### Delete the 'history' records of which websites you have visited

- Change the settings for who can view your social networking site profile

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gender</th>
<th>Unweighted</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>5-7</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

#### Unset any filters or controls that are there to stop certain websites being viewed

- Change the settings for who can view your social networking site profile

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gender</th>
<th>Unweighted</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>5-7</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>8-11</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Male</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>12-15</td>
<td>Female</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NGC39J Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.

Base: Children aged 12-15 who use the internet at home or elsewhere.

Table 249

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b - c, d - e, f, g, h, i, j, k, l, m, n, o, p, q, r
**Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.**

**NGC39J** Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td>Block messages from someone you don't want to hear from</td>
<td>210</td>
<td>169</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>176</td>
<td>**</td>
<td>210</td>
<td>58%</td>
</tr>
<tr>
<td><strong>58%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change the settings for who can view your social networking site profile</td>
<td>173</td>
<td>138</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>144</td>
<td>**</td>
<td>173</td>
<td>48%</td>
</tr>
<tr>
<td><strong>48%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Block junk email or spam</td>
<td>171</td>
<td>141</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>145</td>
<td>**</td>
<td>171</td>
<td>48%</td>
</tr>
<tr>
<td><strong>48%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Block pop-up adverts</td>
<td>163</td>
<td>135</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>140</td>
<td>**</td>
<td>163</td>
<td>45%</td>
</tr>
<tr>
<td><strong>45%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delete the 'history' records of which websites you have visited</td>
<td>146</td>
<td>122</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>124</td>
<td>**</td>
<td>146</td>
<td>41%</td>
</tr>
<tr>
<td><strong>41%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unset any filters or controls that are there to stop certain websites being viewed</td>
<td>60</td>
<td>48</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>51</td>
<td>**</td>
<td>60</td>
<td>17%</td>
</tr>
<tr>
<td><strong>17%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>258</td>
<td>211</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>220</td>
<td>**</td>
<td>258</td>
<td>72%</td>
</tr>
<tr>
<td><strong>72%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>91</td>
<td>72</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>82</td>
<td>**</td>
<td>91</td>
<td>25%</td>
</tr>
<tr>
<td><strong>25%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>3</td>
<td>2</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2</td>
<td>**</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td><strong>1%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NQC39J Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this.

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Don't know</td>
<td>8</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>**</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>**</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NGC39K And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.**

**Base**: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-a</td>
<td>-b</td>
<td>-c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>550</td>
<td>267</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>283</td>
<td>216</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Block messages from someone you don't want to hear from</td>
<td>122</td>
<td>59</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Change the settings for who can view your social networking site profile</td>
<td>103</td>
<td>103</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Block pop-up adverts</td>
<td>99</td>
<td>99</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Block junk email or spam</td>
<td>98</td>
<td>98</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Delete the 'history' records of which websites you have visited</td>
<td>72</td>
<td>72</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
<tr>
<td>Unset any filters or controls that are there to stop certain websites being viewed</td>
<td>18</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
</tr>
</tbody>
</table>

**Columns Tested**: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QNC39K** And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.

**Base:** Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-a</td>
<td>-b</td>
<td>c</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Preference</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Not said</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQC39K And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.**

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>N IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Block messages from someone you don't want to hear from</td>
<td>122</td>
<td>100</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>103</td>
<td>**</td>
<td>122</td>
</tr>
<tr>
<td>Change the settings for who can view your social networking site profile</td>
<td>103</td>
<td>84</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>85</td>
<td>**</td>
<td>103</td>
</tr>
<tr>
<td>Block pop-up adverts</td>
<td>99</td>
<td>85</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>86</td>
<td>**</td>
<td>99</td>
</tr>
<tr>
<td>Block junk email or spam</td>
<td>98</td>
<td>83</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>83</td>
<td>**</td>
<td>98</td>
</tr>
<tr>
<td>Delete the 'history' records of which websites you have visited</td>
<td>72</td>
<td>62</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>61</td>
<td>**</td>
<td>72</td>
</tr>
<tr>
<td>Unset any filters or controls that are there to stop certain websites being viewed</td>
<td>18</td>
<td>15</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16</td>
<td>**</td>
<td>18</td>
</tr>
<tr>
<td>ANY OF THESE</td>
<td>212</td>
<td>178</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>182</td>
<td>**</td>
<td>212</td>
</tr>
<tr>
<td>None of these</td>
<td>134</td>
<td>102</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>118</td>
<td>**</td>
<td>134</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
<td>**</td>
<td>4</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
NQC39K And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year.

Base: Children aged 12-15 who use the internet at home or elsewhere

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>550</td>
<td>338</td>
<td>75</td>
<td>61</td>
<td>60</td>
<td>453</td>
<td>97</td>
<td>550</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>442</td>
<td>328</td>
<td>70</td>
<td>55</td>
<td>58</td>
<td>372</td>
<td>73</td>
<td>442</td>
</tr>
<tr>
<td>Total</td>
<td>360</td>
<td>293</td>
<td>32</td>
<td>14</td>
<td>7</td>
<td>311</td>
<td>49</td>
<td>360</td>
</tr>
<tr>
<td>Don't know</td>
<td>11</td>
<td>10</td>
<td>&quot;</td>
<td>&quot;</td>
<td>&quot;</td>
<td>9</td>
<td>&quot;</td>
<td>11</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?

Base : All children aged 8-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE</td>
<td>5-7</td>
<td>AB</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>FEMALE</td>
<td>8-11</td>
<td>C1</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>12-15</td>
<td>12-15</td>
<td>C2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ABC1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ALL</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,gh,ijkl - lm,n,o,p,q,r

Unweighted total: 1144, Effective Weighted Sample: 917, Total: 727.
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?

Base : All children aged 8-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1144</td>
<td>917</td>
<td>727</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>586</td>
<td>469</td>
<td>-</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>558</td>
<td>448</td>
<td>-</td>
</tr>
<tr>
<td>MALE</td>
<td>564</td>
<td>454</td>
<td>364</td>
</tr>
<tr>
<td>FEMALE</td>
<td>580</td>
<td>462</td>
<td>363</td>
</tr>
<tr>
<td>5-7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8-11</td>
<td>292</td>
<td>235</td>
<td>183</td>
</tr>
<tr>
<td>12-15</td>
<td>294</td>
<td>234</td>
<td>180</td>
</tr>
<tr>
<td>MALE</td>
<td>272</td>
<td>220</td>
<td>181</td>
</tr>
<tr>
<td>FEMALE</td>
<td>286</td>
<td>228</td>
<td>183</td>
</tr>
<tr>
<td>5-7</td>
<td>257</td>
<td>199</td>
<td>153</td>
</tr>
<tr>
<td>8-11</td>
<td>321</td>
<td>275</td>
<td>226</td>
</tr>
<tr>
<td>12-15</td>
<td>336</td>
<td>266</td>
<td>235</td>
</tr>
<tr>
<td>MALE</td>
<td>390</td>
<td>473</td>
<td>348</td>
</tr>
<tr>
<td>FEMALE</td>
<td>354</td>
<td>444</td>
<td>348</td>
</tr>
<tr>
<td>Total</td>
<td>1144</td>
<td>917</td>
<td>727</td>
</tr>
<tr>
<td>Not interested/ don't want to learn</td>
<td>11</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?

Base: All children aged 8-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1144</td>
<td>696</td>
<td>156</td>
<td>128</td>
<td>127</td>
<td>937</td>
<td>207</td>
<td>1144</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>917</td>
<td>674</td>
<td>142</td>
<td>117</td>
<td>123</td>
<td>768</td>
<td>154</td>
<td>917</td>
</tr>
<tr>
<td>Total</td>
<td>727</td>
<td>587</td>
<td>65</td>
<td>29</td>
<td>15</td>
<td>627</td>
<td>100</td>
<td>727</td>
</tr>
<tr>
<td>From school</td>
<td>391</td>
<td>325</td>
<td>31</td>
<td>14</td>
<td>8</td>
<td>340</td>
<td>51</td>
<td>391</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>55%</td>
<td>48%</td>
<td>48%</td>
<td>53%</td>
<td>54%</td>
<td>51%</td>
<td>54%</td>
</tr>
<tr>
<td>From your parents</td>
<td>390</td>
<td>318</td>
<td>37</td>
<td>14</td>
<td>9</td>
<td>332</td>
<td>58</td>
<td>390</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>54%</td>
<td>56%</td>
<td>47%</td>
<td>62%</td>
<td>53%</td>
<td>58%</td>
<td>54%</td>
</tr>
<tr>
<td>From friends</td>
<td>213</td>
<td>170</td>
<td>23</td>
<td>9</td>
<td>5</td>
<td>187</td>
<td>26</td>
<td>213</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>29%</td>
<td>36%</td>
<td>32%</td>
<td>37%</td>
<td>30%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>On your own, through trial &amp; error or self-taught</td>
<td>132</td>
<td>101</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>113</td>
<td>19</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>17%</td>
<td>19%</td>
<td>18%</td>
<td>15%</td>
<td>18%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>From your brothers or sisters</td>
<td>109</td>
<td>89</td>
<td>11</td>
<td>2</td>
<td>4</td>
<td>93</td>
<td>16</td>
<td>109</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>15%</td>
<td>18%</td>
<td>7%</td>
<td>25%</td>
<td>15%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>From the manual or instructions</td>
<td>48</td>
<td>41</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>38</td>
<td>10</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>10%</td>
<td>6%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>From suppliers or shops selling the technology</td>
<td>39</td>
<td>31</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>34</td>
<td>5</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
<td>2%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>3</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>4</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>*%</td>
<td>*%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>%</td>
<td>1%</td>
</tr>
<tr>
<td>Not interested/ don't want to learn</td>
<td>11</td>
<td>7</td>
<td>1</td>
<td>*</td>
<td>-</td>
<td>11</td>
<td>-</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC40 Which, if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? What other ways do you prefer to learn?

Base: All children aged 8-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1144</td>
<td>696</td>
<td>156</td>
<td>128</td>
<td>127</td>
<td>937</td>
<td>207</td>
<td>1144</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>917</td>
<td>674</td>
<td>142</td>
<td>117</td>
<td>123</td>
<td>768</td>
<td>154</td>
<td>917</td>
</tr>
<tr>
<td>Total</td>
<td>727</td>
<td>587</td>
<td>65</td>
<td>29</td>
<td>15</td>
<td>627</td>
<td>100</td>
<td>727</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC41 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td>5-7</td>
</tr>
<tr>
<td>558</td>
<td>558</td>
<td>272</td>
<td>286</td>
</tr>
<tr>
<td>448</td>
<td>448</td>
<td>220</td>
<td>228</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>181</td>
<td>183</td>
</tr>
<tr>
<td>ICT/computer studies</td>
<td>95</td>
<td>-</td>
<td>95</td>
</tr>
<tr>
<td>Media Studies</td>
<td>40</td>
<td>-</td>
<td>40</td>
</tr>
<tr>
<td>English</td>
<td>30</td>
<td>-</td>
<td>30</td>
</tr>
<tr>
<td>Citizenship</td>
<td>17</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td>Sociology</td>
<td>9</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>TOTAL 'YES'</td>
<td>150</td>
<td>-</td>
<td>150</td>
</tr>
<tr>
<td>No, do not</td>
<td>204</td>
<td>-</td>
<td>204</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>-</td>
<td>10</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC41** Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
<td></td>
</tr>
<tr>
<td>ICT/ computer studies</td>
<td>95</td>
<td>78</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>86</td>
<td>**</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>Media Studies</td>
<td>40</td>
<td>32</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>39</td>
<td>**</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>30</td>
<td>21</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>27</td>
<td>**</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Citizenship</td>
<td>17</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15</td>
<td>**</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Sociology</td>
<td>9</td>
<td>7</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>**</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>7</td>
<td>**</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>TOTAL ‘YES’</td>
<td>150</td>
<td>120</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>137</td>
<td>**</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>No, do not</td>
<td>204</td>
<td>167</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>169</td>
<td>**</td>
<td>204</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>6</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>9</td>
<td>**</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC42 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
</tr>
<tr>
<td>ABC1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td></td>
<td></td>
<td>DE</td>
</tr>
<tr>
<td>ABC2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ALL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

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

Prepared by Saville Rossiter: 01727 899 399
QC42 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.

Base: All children aged 12-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>558</td>
<td>340</td>
<td>77</td>
<td>62</td>
<td>62</td>
<td>459</td>
<td>99</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>448</td>
<td>330</td>
<td>72</td>
<td>56</td>
<td>60</td>
<td>377</td>
<td>74</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>294</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>314</td>
<td>49</td>
<td>364</td>
</tr>
<tr>
<td>ICT/computer studies</td>
<td>281</td>
<td>232</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>247</td>
<td>**</td>
<td>281</td>
</tr>
<tr>
<td>Media Studies</td>
<td>24</td>
<td>17</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>24</td>
<td>**</td>
<td>24</td>
</tr>
<tr>
<td>Citizenship</td>
<td>17</td>
<td>16</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>15</td>
<td>**</td>
<td>17</td>
</tr>
<tr>
<td>English</td>
<td>16</td>
<td>12</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>16</td>
<td>**</td>
<td>16</td>
</tr>
<tr>
<td>Sociology</td>
<td>4</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4</td>
<td>**</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>**</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL 'YES'</td>
<td>299</td>
<td>242</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>262</td>
<td>**</td>
<td>299</td>
</tr>
<tr>
<td>No, do not</td>
<td>58</td>
<td>48</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>46</td>
<td>**</td>
<td>58</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>4</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>6</td>
<td>**</td>
<td>6</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QC43 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.

Base: All children aged 8-11

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>586</td>
<td>586</td>
<td>292</td>
</tr>
<tr>
<td></td>
<td>294</td>
<td>294</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>169</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>586</td>
<td>586</td>
<td>294</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>166</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>469</td>
<td>469</td>
<td>235</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>235</td>
</tr>
<tr>
<td></td>
<td>234</td>
<td>234</td>
<td>102</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>169</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>364</td>
<td>183</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>183</td>
</tr>
<tr>
<td></td>
<td>180</td>
<td>180</td>
<td>76</td>
</tr>
<tr>
<td>Yes</td>
<td>71</td>
<td>71</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>31</td>
<td>31</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>22</td>
</tr>
<tr>
<td>No</td>
<td>284</td>
<td>284</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>148</td>
<td>148</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>88</td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Table 254

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

QC43 Do any of your lessons at school teach you about TV? For example, how TV programmes are made and how they are paid for.

Base : All children aged 8-11

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>WALES</th>
<th>WALES</th>
<th>IRELAND</th>
<th>IRELAND</th>
<th>IRELAND</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>586</td>
<td>356</td>
<td>79</td>
<td>66</td>
<td>65</td>
<td>478</td>
<td>108</td>
<td>586</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>469</td>
<td>345</td>
<td>70</td>
<td>60</td>
<td>63</td>
<td>392</td>
<td>81</td>
<td>469</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>293</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>313</td>
<td>51</td>
<td>364</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>71</td>
<td>56</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>64</td>
<td>7</td>
<td>71</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>19%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>21%</td>
<td>13%</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>284</td>
<td>229</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>240</td>
<td>43</td>
<td>284</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>78%</td>
<td>78%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>77%</td>
<td>86%</td>
<td>78%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>9</td>
<td>8</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>8</td>
<td>1</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>3%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC44 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.

Base: All children aged 8-11

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>586</td>
<td>-</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>469</td>
<td>-</td>
<td>469</td>
</tr>
<tr>
<td>Yes</td>
<td>243</td>
<td>-</td>
<td>243</td>
</tr>
<tr>
<td>No</td>
<td>114</td>
<td>-</td>
<td>114</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>-</td>
<td>6</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QC44 Do any of your lessons at school teach you about the Internet? For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see.

Base: All children aged 8-11

<table>
<thead>
<tr>
<th></th>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><code>a</code></td>
<td><code>~b</code></td>
<td><code>~c</code></td>
<td><code>~d</code></td>
<td><code>e</code></td>
<td><code>f</code></td>
<td><code>g</code></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td>586</td>
<td>356</td>
<td>79</td>
<td>66</td>
<td>65</td>
<td>478</td>
<td>108</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td>469</td>
<td>345</td>
<td>70</td>
<td>60</td>
<td>63</td>
<td>392</td>
<td>81</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>364</td>
<td>293</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>313</td>
<td>51</td>
<td>364</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>243</td>
<td>202</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>207</td>
<td>36</td>
<td>243</td>
</tr>
<tr>
<td>67%</td>
<td></td>
<td>69%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>66%</td>
<td>72%</td>
<td>67%</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>114</td>
<td>86</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>101</td>
<td>13</td>
<td>114</td>
</tr>
<tr>
<td>31%</td>
<td></td>
<td>29%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>32%</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>6</td>
<td>5</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>2%</td>
<td></td>
<td>2%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48 Which of these groups best describes your child?

Table 256

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>British</td>
<td>678</td>
<td>183</td>
<td>242</td>
</tr>
<tr>
<td>English</td>
<td>77</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>Scottish</td>
<td>70</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Welsh</td>
<td>24</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Irish</td>
<td>13</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Any other white background</td>
<td>17</td>
<td>8</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MIXED</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White and Black Caribbean</td>
<td>14</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>White and Black African</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>White and Asian</td>
<td>6</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48 Which of these groups best describes your child?

### Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>Child's Age</th>
<th>Child's Gender</th>
<th>Child's Age &amp; Gender</th>
<th>Social Grade</th>
<th>Unweighted Total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
<th>Unweighted Total</th>
<th>Effective Weighted Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>MALE 6</td>
<td>8-11</td>
<td>AB</td>
<td>1717</td>
<td>1349</td>
<td>1000</td>
<td>1717</td>
<td>1349</td>
<td>1000</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>MALE 2</td>
<td>12-15</td>
<td>C1</td>
<td>573</td>
<td>452</td>
<td>273</td>
<td>573</td>
<td>452</td>
<td>273</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>MALE 2</td>
<td>12-15</td>
<td>C2 DE</td>
<td>586</td>
<td>469</td>
<td>364</td>
<td>586</td>
<td>469</td>
<td>364</td>
</tr>
<tr>
<td></td>
<td>MALE 1</td>
<td>12-15</td>
<td>ALL</td>
<td>558</td>
<td>448</td>
<td>364</td>
<td>558</td>
<td>448</td>
<td>364</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>841</td>
<td>684</td>
<td>364</td>
<td>841</td>
<td>684</td>
<td>364</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>876</td>
<td>684</td>
<td>364</td>
<td>876</td>
<td>684</td>
<td>364</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>277</td>
<td>233</td>
<td>500</td>
<td>277</td>
<td>233</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>296</td>
<td>235</td>
<td>500</td>
<td>296</td>
<td>235</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>292</td>
<td>234</td>
<td>500</td>
<td>292</td>
<td>234</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>294</td>
<td>220</td>
<td>500</td>
<td>294</td>
<td>220</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>272</td>
<td>228</td>
<td>500</td>
<td>272</td>
<td>228</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>286</td>
<td>239</td>
<td>500</td>
<td>286</td>
<td>239</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>386</td>
<td>370</td>
<td>500</td>
<td>386</td>
<td>370</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>493</td>
<td>395</td>
<td>500</td>
<td>493</td>
<td>395</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>332</td>
<td>295</td>
<td>500</td>
<td>332</td>
<td>295</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>506</td>
<td>468</td>
<td>500</td>
<td>506</td>
<td>468</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>879</td>
<td>665</td>
<td>500</td>
<td>879</td>
<td>665</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>838</td>
<td>665</td>
<td>500</td>
<td>838</td>
<td>665</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>684</td>
<td>665</td>
<td>500</td>
<td>684</td>
<td>665</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>MALE 2</td>
<td>12-15</td>
<td></td>
<td>1717</td>
<td>1349</td>
<td>1000</td>
<td>1717</td>
<td>1349</td>
<td>1000</td>
</tr>
</tbody>
</table>
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP48 Which of these groups best describes your child?**

**Base**: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
<tr>
<td>Any other background</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Refused</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

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

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP48 Which of these groups best describes your child?**

**Base**: All parents of children aged 5-15

**Table 256**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
</tbody>
</table>

**WHITE**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>British</td>
<td>678</td>
<td>593</td>
<td>17</td>
<td>16</td>
<td>10</td>
<td>586</td>
<td>92</td>
<td>678</td>
</tr>
<tr>
<td></td>
<td>68%</td>
<td>74%</td>
<td>19%</td>
<td>39%</td>
<td>49%</td>
<td>68%</td>
<td>69%</td>
<td>68%</td>
</tr>
<tr>
<td>English</td>
<td>77</td>
<td>72</td>
<td>2</td>
<td>1</td>
<td>*</td>
<td>63</td>
<td>14</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>9%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Scottish</td>
<td>70</td>
<td>2</td>
<td>68</td>
<td>*</td>
<td>-</td>
<td>58</td>
<td>12</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>*%</td>
<td>75%</td>
<td>1%</td>
<td>-*%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Welsh</td>
<td>24</td>
<td>3</td>
<td>*</td>
<td>21</td>
<td>*</td>
<td>19</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>*%</td>
<td>-*%</td>
<td>52%</td>
<td>1%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Irish</td>
<td>13</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>9</td>
<td>8</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>*%</td>
<td>-*%</td>
<td>-%</td>
<td>44%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Any other white background</td>
<td>17</td>
<td>16</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>15</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**MIXED**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>White and Black Caribbean</td>
<td>14</td>
<td>14</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>12</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>2%</td>
<td>-*%</td>
<td>1%</td>
<td>-*%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>White and Black African</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-*%</td>
<td>-%</td>
<td>-*%</td>
<td>*%</td>
<td>-*%</td>
<td>*%</td>
</tr>
<tr>
<td>White and Asian</td>
<td>6</td>
<td>6</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>6</td>
<td>*</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-*%</td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Columns Tested**: a,b,c,d,e,f,g
Table 256

QP48 Which of these groups best describes your child?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Any other mixed background</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>NATION</td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
</tr>
<tr>
<td>ASIAN AND BRITISH ASIAN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indian</td>
<td>23</td>
<td>22</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>22</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>*%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Pakistani</td>
<td>11</td>
<td>10</td>
<td>1</td>
<td>-</td>
<td>*</td>
<td>10</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>*%</td>
<td>1%</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>18</td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>18</td>
<td>-</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
</tr>
<tr>
<td>Any other Asian background</td>
<td>8</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>BLACK AND BLACK BRITISH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caribbean</td>
<td>11</td>
<td>10</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>11</td>
<td>-</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>African</td>
<td>14</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>14</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>2%</td>
<td>-%</td>
<td>1%</td>
</tr>
<tr>
<td>Any other black background</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
<tr>
<td>CHINESE OR OTHER ETHNIC GROUP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
</tbody>
</table>

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

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

**QP48 Which of these groups best describes your child?**

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Any other background</td>
<td>3</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Refused</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>2</td>
<td>*</td>
<td>2</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

**Table 257**

**NQP49A Does your child have any long-standing illness, disability or infirmity?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>8-11</th>
<th>12-15</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>558</td>
<td>841</td>
<td>876</td>
<td>277</td>
<td>296</td>
<td>294</td>
<td>272</td>
<td>286</td>
<td>386</td>
<td>332</td>
<td>506</td>
<td>879</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>448</td>
<td>665</td>
<td>684</td>
<td>219</td>
<td>233</td>
<td>235</td>
<td>220</td>
<td>228</td>
<td>292</td>
<td>393</td>
<td>270</td>
<td>395</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>209</td>
<td>302</td>
<td>198</td>
<td>291</td>
</tr>
<tr>
<td>Yes</td>
<td>64</td>
<td>16</td>
<td>21</td>
<td>28</td>
<td>39</td>
<td>25</td>
<td>7</td>
<td>8</td>
<td>17</td>
<td>10</td>
<td>11</td>
<td>15</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>No</td>
<td>935</td>
<td>257</td>
<td>342</td>
<td>336</td>
<td>461</td>
<td>474</td>
<td>127</td>
<td>171</td>
<td>171</td>
<td>163</td>
<td>197</td>
<td>288</td>
<td>184</td>
<td>267</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter - Base: 01727 899 399
### OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

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

#### Table 257

**NQP49A Does your child have any long-standing illness, disability or infirmity?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Yes</td>
<td>64</td>
<td>55</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>51</td>
<td>13</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>2%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>No</td>
<td>935</td>
<td>750</td>
<td>88</td>
<td>36</td>
<td>18</td>
<td>814</td>
<td>121</td>
<td>935</td>
</tr>
<tr>
<td></td>
<td>94%</td>
<td>93%</td>
<td>98%</td>
<td>89%</td>
<td>92%</td>
<td>94%</td>
<td>91%</td>
<td>94%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-*%</td>
<td>-*%</td>
<td>-*%</td>
<td>*%</td>
<td>-*%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP49B Does this illness, disability or infirmity limit their activities in any way?**

**Base:** Parents of children aged 5-15 whose child has a long-standing illness, disability or infirmity?

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>112</td>
<td>36</td>
<td>33</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>84</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Yes</td>
<td>34</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>53%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>42%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

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

**NQP49B Does this illness, disability or infirmity limit their activities in any way?**

Base: Parents of children aged 5-15 whose child has a long-standing illness, disability or infirmity?

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td></td>
<td>~a</td>
<td>~b</td>
<td>~c</td>
<td>~d</td>
<td>~e</td>
<td>~f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>112</td>
<td>70</td>
<td>4</td>
<td>21</td>
<td>15</td>
<td>84</td>
<td>28</td>
<td>112</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>84</td>
<td>66</td>
<td>4</td>
<td>18</td>
<td>14</td>
<td>65</td>
<td>20</td>
<td>84</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>55</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>51</td>
<td>13</td>
<td>64</td>
</tr>
<tr>
<td>Yes</td>
<td>34</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>34</td>
</tr>
<tr>
<td>53%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>53%</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>27</td>
</tr>
<tr>
<td>42%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>42%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>3</td>
</tr>
<tr>
<td>4%</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>4%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Exercise 4.4: Table 259

### QP50 Is there a landline phone in your home that can be used to make and receive calls?

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
<td><strong>12 TO 15</strong></td>
</tr>
<tr>
<td><strong>A</strong></td>
<td><strong>B</strong></td>
<td><strong>C</strong></td>
<td><strong>D</strong></td>
</tr>
<tr>
<td><strong>E</strong></td>
<td><strong>F</strong></td>
<td><strong>G</strong></td>
<td><strong>H</strong></td>
</tr>
<tr>
<td><strong>I</strong></td>
<td><strong>J</strong></td>
<td><strong>K</strong></td>
<td><strong>L</strong></td>
</tr>
<tr>
<td></td>
<td><strong>M</strong></td>
<td><strong>N</strong></td>
<td><strong>O</strong></td>
</tr>
<tr>
<td></td>
<td><strong>P</strong></td>
<td><strong>Q</strong></td>
<td><strong>R</strong></td>
</tr>
</tbody>
</table>

#### Significance Level: 95%

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

---

Prepared by Saville Rossiter - Base: 01727 899 399
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 259

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

QP50 Is there a landline phone in your home that can be used to make and receive calls?

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Can use to make and receive calls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>784</td>
<td>634</td>
<td>70</td>
<td>30</td>
<td>17</td>
<td>665</td>
<td>119</td>
<td>784</td>
</tr>
<tr>
<td></td>
<td>78%</td>
<td>79%</td>
<td>78%</td>
<td>74%</td>
<td>87%</td>
<td>77%</td>
<td>89%</td>
<td>78%</td>
</tr>
<tr>
<td>Can receive but not make calls/ incoming only</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>17</td>
<td>-</td>
<td>17</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>%</td>
<td>2%</td>
</tr>
<tr>
<td>Line not working properly/ needs to be repaired</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>No, do not have landline phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>191</td>
<td>147</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>178</td>
<td>13</td>
<td>191</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>18%</td>
<td>22%</td>
<td>25%</td>
<td>12%</td>
<td>21%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 260

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

NQ50A Can I please ask your age?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>AB</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717 573 586 558</td>
<td>841 876</td>
<td>277 296 292 294</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349 452 469 448</td>
<td>665 684</td>
<td>219 233 235 234</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5 TO 7</th>
<th>8 TO 11</th>
<th>12 TO 15</th>
<th>MALE</th>
<th>FEMALE</th>
<th>5-7</th>
<th>5-7</th>
<th>8-11</th>
<th>8-11</th>
<th>12-15</th>
<th>12-15</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>ABC1</th>
<th>C2DE</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
<td>364</td>
<td>500</td>
<td>500</td>
<td>136</td>
<td>137</td>
<td>183</td>
<td>180</td>
<td>181</td>
<td>183</td>
<td>209</td>
<td>302</td>
<td>198</td>
<td>291</td>
<td>511</td>
</tr>
<tr>
<td>16 - 24</td>
<td>21</td>
<td>14</td>
<td>5</td>
<td>1</td>
<td>10</td>
<td>10</td>
<td>7</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>*</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>25 - 34</td>
<td>294</td>
<td>138</td>
<td>115</td>
<td>42</td>
<td>146</td>
<td>149</td>
<td>66</td>
<td>71</td>
<td>58</td>
<td>57</td>
<td>22</td>
<td>20</td>
<td>33</td>
<td>78</td>
<td>66</td>
<td>118</td>
<td>110</td>
</tr>
<tr>
<td>35 - 44</td>
<td>484</td>
<td>104</td>
<td>179</td>
<td>201</td>
<td>238</td>
<td>247</td>
<td>54</td>
<td>50</td>
<td>89</td>
<td>90</td>
<td>95</td>
<td>107</td>
<td>112</td>
<td>164</td>
<td>96</td>
<td>112</td>
<td>276</td>
</tr>
<tr>
<td>45 - 54</td>
<td>176</td>
<td>15</td>
<td>56</td>
<td>106</td>
<td>94</td>
<td>82</td>
<td>7</td>
<td>8</td>
<td>31</td>
<td>25</td>
<td>56</td>
<td>50</td>
<td>58</td>
<td>49</td>
<td>27</td>
<td>42</td>
<td>107</td>
</tr>
<tr>
<td>55+</td>
<td>13</td>
<td>1</td>
<td>5</td>
<td>8</td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>-</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Refused</td>
<td>11</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP50A Can I please ask your age?**

Base: All parents of children aged 5-15

![Table 260](https://example.com/table260.png)

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 261

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

**NQ50B And at what age did you finish your education?**

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Aged 16 or under</td>
<td>467</td>
<td>122</td>
<td>155</td>
</tr>
<tr>
<td>Aged 17-18</td>
<td>240</td>
<td>69</td>
<td>85</td>
</tr>
<tr>
<td>Aged 19-20</td>
<td>94</td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>Aged 21 or over</td>
<td>189</td>
<td>53</td>
<td>82</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Refused</td>
<td>8</td>
<td>-</td>
<td>5</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter-Base : 01727 899 399
NQP50B And at what age did you finish your education?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Aged 16 or under</td>
<td>467</td>
<td>366</td>
<td>55</td>
<td>21</td>
<td>6</td>
<td>413</td>
<td>54</td>
<td>467</td>
</tr>
<tr>
<td>Aged 17-18</td>
<td>240</td>
<td>194</td>
<td>19</td>
<td>8</td>
<td>5</td>
<td>214</td>
<td>26</td>
<td>240</td>
</tr>
<tr>
<td>Aged 19-20</td>
<td>94</td>
<td>82</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>80</td>
<td>14</td>
<td>94</td>
</tr>
<tr>
<td>Aged 21 or over</td>
<td>189</td>
<td>155</td>
<td>11</td>
<td>7</td>
<td>6</td>
<td>152</td>
<td>38</td>
<td>189</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Refused</td>
<td>8</td>
<td>7</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQPS1 And which of these options applies to your home?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>1717</td>
<td>1349</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>5-7</td>
<td>8-11</td>
<td>8-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIAL GRADE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
<td>C1</td>
<td>C2</td>
<td>DE</td>
<td>ABC1</td>
<td>C2DE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1717</td>
<td>573</td>
<td>586</td>
<td>558</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1349</td>
<td>452</td>
<td>469</td>
<td>448</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP51 And which of these options applies to your home?**

**Base : All parents of children aged 5-15**

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Being bought on mortgage</td>
<td>455</td>
<td>372</td>
<td>33</td>
<td>17</td>
<td>12</td>
<td>381</td>
<td>74</td>
<td>455</td>
</tr>
<tr>
<td>46%</td>
<td>46%</td>
<td>36%</td>
<td>43%</td>
<td>61%</td>
<td>44%</td>
<td>55%</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abceg</td>
<td>b</td>
<td>abceg</td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owned outright by the household</td>
<td>60</td>
<td>47</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>50</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>11%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abeg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rented from Local Authority/ Housing Association/ Trust</td>
<td>381</td>
<td>302</td>
<td>47</td>
<td>16</td>
<td>3</td>
<td>346</td>
<td>35</td>
<td>381</td>
</tr>
<tr>
<td>38%</td>
<td>37%</td>
<td>53%</td>
<td>40%</td>
<td>14%</td>
<td>40%</td>
<td>26%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>dfg</td>
<td>acdefg</td>
<td>df</td>
<td>dfg</td>
<td>df</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rented from Private Landlord</td>
<td>91</td>
<td>73</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>79</td>
<td>12</td>
<td>91</td>
</tr>
<tr>
<td>9%</td>
<td>9%</td>
<td>6%</td>
<td>12%</td>
<td>13%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td></td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>6</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>5</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-%</td>
<td>%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP51 How many people are there in your household in total (including yourself)?**

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>5-7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8-11</td>
<td>8-11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12-15</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unweighted total: 1717
Effective Weighted Sample: 1349

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 TO 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 TO 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEMALE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51 How many people are there in your household in total (including yourself)?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>2</td>
<td>73</td>
<td>54</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>66</td>
<td>7</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
<td>3%</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>3</td>
<td>204</td>
<td>159</td>
<td>24</td>
<td>9</td>
<td>3</td>
<td>179</td>
<td>25</td>
<td>204</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>20%</td>
<td>26%</td>
<td>21%</td>
<td>15%</td>
<td>21%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>389</td>
<td>321</td>
<td>33</td>
<td>16</td>
<td>7</td>
<td>333</td>
<td>56</td>
<td>389</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>40%</td>
<td>37%</td>
<td>39%</td>
<td>34%</td>
<td>38%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>5-6</td>
<td>291</td>
<td>235</td>
<td>22</td>
<td>11</td>
<td>9</td>
<td>251</td>
<td>40</td>
<td>291</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>29%</td>
<td>25%</td>
<td>26%</td>
<td>43%</td>
<td>29%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>7-9</td>
<td>40</td>
<td>32</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>33</td>
<td>6</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>10 or more</td>
<td>4</td>
<td>3</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>-%</td>
<td>*%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52 How many of your children aged under 16 live at home with you?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
</tbody>
</table>

Effective Weighted Sample | 1349 | 452    | 469  | 448    | 686  | 684    | 219  | 233    | 235 | 234 | 220 | 228 | 292   | 393  | 270  |

Total | 1000 | 273    | 364  | 364    | 500  | 500    | 136  | 137    | 183 | 180 | 181 | 183 | 209   | 302  | 291  |

Significance Level: 95%

Columns Tested: a,b,c - d,e - f,g,h,i,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP52 How many of your children aged under 16 live at home with you?**

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>1</td>
<td>257</td>
<td>205</td>
<td>26</td>
<td>11</td>
<td>4</td>
<td>222</td>
<td>34</td>
<td>257</td>
</tr>
<tr>
<td>26%</td>
<td>25%</td>
<td>29%</td>
<td>28%</td>
<td>21%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>450</td>
<td>365</td>
<td>41</td>
<td>18</td>
<td>8</td>
<td>389</td>
<td>61</td>
<td>450</td>
</tr>
<tr>
<td>45%</td>
<td>45%</td>
<td>46%</td>
<td>45%</td>
<td>40%</td>
<td>45%</td>
<td>46%</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>209</td>
<td>171</td>
<td>15</td>
<td>7</td>
<td>5</td>
<td>185</td>
<td>25</td>
<td>209</td>
</tr>
<tr>
<td>21%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>23%</td>
<td>21%</td>
<td>18%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>62</td>
<td>48</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>52</td>
<td>10</td>
<td>62</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>12%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>5-6</td>
<td>20</td>
<td>16</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>16</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>7-9</td>
<td>2</td>
<td>2</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
### QP53 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?

**Base**: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Male Female</td>
<td>5-7 8-11 12-15 Male Female</td>
<td>AB C1 C2 DE ABC1 C2DE ALL</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573 586 558</td>
<td>841 876</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452 469 448</td>
<td>665 684</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1000</td>
<td>273 364 364</td>
<td>500 500</td>
</tr>
</tbody>
</table>

#### Your husband/ wife/ partner - CHILD'S PARENT

<table>
<thead>
<tr>
<th>CHILD'S GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>5-7</td>
<td>94</td>
<td>100</td>
</tr>
<tr>
<td>8-11</td>
<td>69%</td>
<td>73%</td>
</tr>
<tr>
<td>12-15</td>
<td>69%</td>
<td>70%</td>
</tr>
<tr>
<td>12-15</td>
<td>68%</td>
<td>69%</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>683</td>
<td>194 254 236</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>586</td>
<td>194 254 236</td>
</tr>
</tbody>
</table>

#### Your husband/ wife/ partner - NOT CHILD'S PARENT

<table>
<thead>
<tr>
<th>CHILD'S PARENT</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 TO 7</td>
<td>58</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>16</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>58</td>
<td>58</td>
<td></td>
</tr>
</tbody>
</table>

#### Your Mother/ Father/ Stepmother/ Stepparent/ Partner of Father/ Partner of Mother

<table>
<thead>
<tr>
<th>Parent of Mother</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>9</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

#### Your Brothers/ Sisters/ Stepbrothers/ Stepsisters

<table>
<thead>
<tr>
<th>Stepbrothers/ Stepsisters</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>12</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

#### Your Child/ children aged 16 and over

<table>
<thead>
<tr>
<th>Other relative of yours</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>144</td>
<td>17</td>
<td>38</td>
</tr>
</tbody>
</table>

#### Other relative of yours

<table>
<thead>
<tr>
<th>Other relative of yours</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: ab,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
QP53 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Male Female</td>
<td>Male Female</td>
<td>AB C1 C2 DE ABC1 C2DE ALL</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>a b c</td>
<td>d e</td>
<td>l m n o p q r</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>573 586 558</td>
<td>841 876</td>
<td>386 493 332 506 879 838 1717</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>1717</td>
<td>1349</td>
<td>Effective Weighted Sample</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>Unweighted total</td>
<td>1000</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>177 52 61 63</td>
<td>18% 19% 17% 17%</td>
<td>None - I am the only adult in the household</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>27 26 29 32</td>
<td>20% 19% 16% 18%</td>
<td>100</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>20 47 18 91</td>
<td>10% 15% 9% 31% 13%</td>
<td>110 177</td>
</tr>
<tr>
<td></td>
<td>1000</td>
<td>1349</td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>18 3 8 7</td>
<td>2% 1% 2% 2%</td>
<td>209</td>
</tr>
<tr>
<td></td>
<td>11 7</td>
<td>2% -% 2% 2%</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>g g</td>
<td>g g</td>
<td>20</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP53 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Your husband/ wife/ partner - CHILD'S PARENT</td>
<td>683</td>
<td>559</td>
<td>56</td>
<td>27</td>
<td>16</td>
<td>580</td>
<td>103</td>
<td>683</td>
</tr>
<tr>
<td>68%</td>
<td>69%</td>
<td>62%</td>
<td>67%</td>
<td>80%</td>
<td>67%</td>
<td>77%</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>abc</td>
<td>e</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your husband/ wife/ partner - NOT CHILD'S PARENT</td>
<td>58</td>
<td>51</td>
<td>3</td>
<td>2</td>
<td>*</td>
<td>49</td>
<td>9</td>
<td>58</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother</td>
<td>21</td>
<td>16</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>20</td>
<td>1</td>
<td>21</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Brothers/ Sisters/ Stepbrothers/ Stepsisters</td>
<td>12</td>
<td>10</td>
<td>2</td>
<td>*</td>
<td>-</td>
<td>9</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>-%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Child/ children aged 16 and over</td>
<td>144</td>
<td>117</td>
<td>16</td>
<td>3</td>
<td>4</td>
<td>121</td>
<td>23</td>
<td>144</td>
</tr>
<tr>
<td>14%</td>
<td>14%</td>
<td>18%</td>
<td>8%</td>
<td>19%</td>
<td>14%</td>
<td>17%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td>c</td>
<td></td>
</tr>
<tr>
<td>Other relative of yours</td>
<td>20</td>
<td>18</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>18</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>-%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend/ other person not related to you</td>
<td>4</td>
<td>4</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>*%</td>
<td>*%</td>
<td>*%</td>
<td>-%</td>
<td>-%</td>
<td>*%</td>
<td>1%</td>
<td>*%</td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
QP53 Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>None - I am the only adult in the household</td>
<td>177</td>
<td>130</td>
<td>24</td>
<td>8</td>
<td>2</td>
<td>163</td>
<td>14</td>
<td>177</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>16%</td>
<td>27%</td>
<td>21%</td>
<td>11%</td>
<td>19%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Refused</td>
<td>18</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td>*</td>
<td>17</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

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

**QNP53** Can you tell me if your annual household income from all sources before tax and other deductions is above or below £11,500?

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unweighted total</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td>1717</td>
</tr>
<tr>
<td>Total</td>
<td>a</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>5 TO 7</td>
<td>1717</td>
<td>273</td>
<td>273</td>
</tr>
<tr>
<td>8 TO 11</td>
<td>1717</td>
<td>573</td>
<td>573</td>
</tr>
<tr>
<td>12 TO 15</td>
<td>1717</td>
<td>301</td>
<td>301</td>
</tr>
<tr>
<td>5-7</td>
<td>277</td>
<td>277</td>
<td>277</td>
</tr>
<tr>
<td>8-11</td>
<td>296</td>
<td>296</td>
<td>296</td>
</tr>
<tr>
<td>AB</td>
<td>386</td>
<td>386</td>
<td>386</td>
</tr>
<tr>
<td>C1</td>
<td>493</td>
<td>493</td>
<td>493</td>
</tr>
<tr>
<td>C2</td>
<td>332</td>
<td>332</td>
<td>332</td>
</tr>
<tr>
<td>DE</td>
<td>506</td>
<td>506</td>
<td>506</td>
</tr>
<tr>
<td>ABC1</td>
<td>879</td>
<td>879</td>
<td>879</td>
</tr>
<tr>
<td>C2DE</td>
<td>838</td>
<td>838</td>
<td>838</td>
</tr>
<tr>
<td>ALL</td>
<td>817</td>
<td>817</td>
<td>817</td>
</tr>
</tbody>
</table>

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

Prepared by Saville Rossiter: 01727 899 399
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQP53** Can you tell me if your annual household income from all sources before tax and other deductions is above or below £11,500?

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Under £11,500</td>
<td>156</td>
<td>112</td>
<td>23</td>
<td>7</td>
<td>4</td>
<td>139</td>
<td>17</td>
<td>156</td>
</tr>
<tr>
<td>Above £11,500</td>
<td>646</td>
<td>525</td>
<td>58</td>
<td>25</td>
<td>14</td>
<td>548</td>
<td>99</td>
<td>646</td>
</tr>
<tr>
<td>Don't know</td>
<td>57</td>
<td>51</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>50</td>
<td>7</td>
<td>57</td>
</tr>
<tr>
<td>Refused</td>
<td>141</td>
<td>117</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>129</td>
<td>11</td>
<td>141</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

Table 267

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

QP54 Which option applies to your household for the total annual household income from all sources before tax and deductions?

Base : All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>MALE &amp; FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>MALE &amp; FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-11</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>MALE &amp; FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-15</td>
<td>12-15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance Level: 95%

Unweighted total

Effective Weighted Sample

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

Prepared by Saville Rossiter - Base: 01727 899 399
## OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.

*Table 267*

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

**QP54** Which option applies to your household for the total annual household income from all sources before tax and deductions?

**Base:** All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>UNWEIGHTED TOTAL</th>
<th>EFFECTIVE WEIGHTED SAMPLE</th>
<th>TOTAL</th>
<th>BASE FOR %</th>
<th>UNDER £11,500</th>
<th>£11,500 - £17,499</th>
<th>£17,500 - £29,999</th>
<th>£30,000 - £49,999</th>
<th>£50,000 or over</th>
<th>DON’T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1717</td>
<td>1349</td>
<td>1000</td>
<td>648</td>
<td>156</td>
<td>129</td>
<td>151</td>
<td>143</td>
<td>68</td>
<td>109</td>
<td>243</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>1048</td>
<td>991</td>
<td>806</td>
<td>517</td>
<td>112</td>
<td>99</td>
<td>122</td>
<td>127</td>
<td>57</td>
<td>90</td>
<td>199</td>
</tr>
<tr>
<td>SCOTLAND</td>
<td>231</td>
<td>209</td>
<td>90</td>
<td>66</td>
<td>23</td>
<td>15</td>
<td>16</td>
<td>9</td>
<td>3</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>WALES</td>
<td>194</td>
<td>169</td>
<td>40</td>
<td>23</td>
<td>7</td>
<td>4</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>IRELAND</td>
<td>187</td>
<td>177</td>
<td>20</td>
<td>15</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>N</td>
<td>1411</td>
<td>1136</td>
<td>866</td>
<td>557</td>
<td>139</td>
<td>116</td>
<td>130</td>
<td>119</td>
<td>52</td>
<td>93</td>
<td>217</td>
</tr>
<tr>
<td>URBAN</td>
<td>306</td>
<td>222</td>
<td>134</td>
<td>92</td>
<td>17</td>
<td>13</td>
<td>21</td>
<td>24</td>
<td>16</td>
<td>16</td>
<td>26</td>
</tr>
<tr>
<td>RURAL</td>
<td>1717</td>
<td>1349</td>
<td>1000</td>
<td>648</td>
<td>156</td>
<td>129</td>
<td>151</td>
<td>143</td>
<td>68</td>
<td>109</td>
<td>243</td>
</tr>
<tr>
<td>ALL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

Table 268

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

**QP55 Would you be happy for your child to be contacted again - either regarding this study or if we were to conduct any similar research in the future?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILD'S GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 TO 7</td>
<td>8 TO 11</td>
<td>12 TO 15</td>
</tr>
<tr>
<td></td>
<td>MALE</td>
<td>FEMALE</td>
<td>MALE</td>
</tr>
<tr>
<td></td>
<td>5-7</td>
<td>8-11</td>
<td>12-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>566</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
<tr>
<td>Yes</td>
<td>388</td>
<td>106</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>No</td>
<td>612</td>
<td>167</td>
<td>221</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>61%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c, d,e, f,g,h,i,j,k - l,m,n,o,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP55 Would you be happy for your child to be contacted again - either regarding this study or if we were to conduct any similar research in the future?**

*Base: All parents of children aged 5-15*

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Yes</td>
<td>388</td>
<td>325</td>
<td>25</td>
<td>15</td>
<td>16</td>
<td>324</td>
<td>64</td>
<td>388</td>
</tr>
<tr>
<td>No</td>
<td>612</td>
<td>481</td>
<td>65</td>
<td>25</td>
<td>4</td>
<td>543</td>
<td>69</td>
<td>612</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QPS8 GENDER OF PARENT INTERVIEWED

**Base : All parents of children aged 5-15**

<table>
<thead>
<tr>
<th>CHILD'S AGE</th>
<th>CHILDS GENDER</th>
<th>CHILD'S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 TO 7</td>
<td>8 TO 11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5-7</td>
<td>8-11</td>
</tr>
<tr>
<td>Significance Level: 95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>573</td>
<td>586</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>452</td>
<td>469</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>273</td>
<td>364</td>
</tr>
<tr>
<td>Male</td>
<td>209</td>
<td>55</td>
<td>71</td>
</tr>
<tr>
<td>Female</td>
<td>791</td>
<td>218</td>
<td>292</td>
</tr>
</tbody>
</table>
| Columns Tested: a,b,c - d,e - f,g,h,i,j,k - l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

### QP58 GENDER OF PARENT INTERVIEWED

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>Total</th>
<th>ENGLAND</th>
<th>SCOTLAND</th>
<th>WALES</th>
<th>IRELAND</th>
<th>URBAN</th>
<th>RURAL</th>
<th>ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
<td>1717</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
<td>1349</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
<td>1000</td>
</tr>
<tr>
<td>Male</td>
<td>209</td>
<td>169</td>
<td>19</td>
<td>10</td>
<td>5</td>
<td>181</td>
<td>28</td>
<td>209</td>
</tr>
<tr>
<td>Female</td>
<td>791</td>
<td>636</td>
<td>71</td>
<td>30</td>
<td>15</td>
<td>666</td>
<td>105</td>
<td>791</td>
</tr>
</tbody>
</table>

Columns Tested: a,b,c,d,e,f,g
**OFCOM MEDIA LITERACY TRACKER 2011 - CHILDREN AND PARENTS - 21st March to 15th April 2011.**

**Table 270**

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

**QP59 WAS THE CHILD’S PARENT PRESENT DURING THE CHILD’S INTERVIEW?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>CHILD’S AGE</th>
<th>CHILD’S GENDER</th>
<th>CHILD’S AGE &amp; GENDER</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Significance Level: 95%</strong></td>
<td><strong>Total</strong></td>
<td><strong>5 TO 7</strong></td>
<td><strong>8 TO 11</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>a</strong></td>
<td><strong>b</strong></td>
</tr>
</tbody>
</table>

Unweighted total: 1717

Effective Weighted Sample: 1349

| **Yes, they answered for the child/ influenced the response as the interview was taking place** | **Total** | **100** | **39** | **31** | **47** | **22** | **18** | **10** | **13** | **14** | **16** | **16** | **27** | **22** | **36** | **43** | **57** | **100** |
| **bc** | **unweighted** | **1717** | **573** | **586** | **558** | **841** | **876** | **277** | **296** | **292** | **294** | **272** | **286** | **386** | **493** | **332** | **506** | **879** | **838** |
| **Yes, they commented or helped the child but did not influence the response** | **Total** | **353** | **126** | **140** | **67** | **161** | **192** | **58** | **68** | **62** | **78** | **40** | **46** | **74** | **111** | **72** | **95** | **185** | **168** |
| **bc** | **unweighted** | **1349** | **452** | **469** | **448** | **665** | **684** | **219** | **233** | **235** | **234** | **220** | **228** | **292** | **393** | **270** | **395** | **684** | **665** |
| **Yes, but they did not interfere with the interview** | **Total** | **487** | **105** | **173** | **209** | **255** | **232** | **56** | **49** | **95** | **78** | **105** | **104** | **99** | **149** | **91** | **147** | **248** | **239** |
| **ab** | **unweighted** | **1349** | **452** | **469** | **448** | **665** | **684** | **219** | **233** | **235** | **234** | **220** | **228** | **292** | **393** | **270** | **395** | **684** | **665** |
| **No, they were not present** | **Total** | **60** | **2** | **20** | **38** | **31** | **29** | **2** | **8** | **11** | **22** | **16** | **19** | **15** | **13** | **12** | **34** | **25** | **80** |
| **a** | **unweighted** | **1349** | **452** | **469** | **448** | **665** | **684** | **219** | **233** | **235** | **234** | **220** | **228** | **292** | **393** | **270** | **395** | **684** | **665** |

Columns Tested: a,b,c - d,e - f,g,h,i,k,l,m,n,o,p,q,r
Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QP59 WAS THE CHILD’S PARENT PRESENT DURING THE CHILD’S INTERVIEW?**

Base: All parents of children aged 5-15

<table>
<thead>
<tr>
<th>NATION</th>
<th>ENGLAND a</th>
<th>SCOTLAND b</th>
<th>WALES c</th>
<th>IRELAND d</th>
<th>URBAN e</th>
<th>RURAL f</th>
<th>ALL g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td>Unweighted total</td>
<td>1717</td>
<td>1048</td>
<td>231</td>
<td>194</td>
<td>187</td>
<td>1411</td>
<td>306</td>
</tr>
<tr>
<td>Effective Weighted Sample</td>
<td>1349</td>
<td>991</td>
<td>209</td>
<td>169</td>
<td>177</td>
<td>1136</td>
<td>222</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>806</td>
<td>90</td>
<td>40</td>
<td>20</td>
<td>866</td>
<td>134</td>
</tr>
<tr>
<td>Yes, they answered for the child/influenced the response as the interview was taking place</td>
<td>100</td>
<td>85</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td>91</td>
<td>9</td>
</tr>
<tr>
<td>100</td>
<td>10%</td>
<td>11%</td>
<td>7%</td>
<td>16%</td>
<td>13%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Yes, they commented or helped the child but did not influence the response</td>
<td>353</td>
<td>292</td>
<td>25</td>
<td>16</td>
<td>8</td>
<td>302</td>
<td>51</td>
</tr>
<tr>
<td>35%</td>
<td>36%</td>
<td>28%</td>
<td>40%</td>
<td>40%</td>
<td>35%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Yes, but they did not interfere with the interview</td>
<td>487</td>
<td>383</td>
<td>51</td>
<td>17</td>
<td>8</td>
<td>421</td>
<td>66</td>
</tr>
<tr>
<td>487</td>
<td>49%</td>
<td>47%</td>
<td>57%</td>
<td>43%</td>
<td>40%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>No, they were not present</td>
<td>60</td>
<td>46</td>
<td>7</td>
<td>*</td>
<td>1</td>
<td>52</td>
<td>8</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>1%</td>
<td>7%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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