OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

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

QD1. NATION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
England	2106	403	274	288	439	436	265	1405	701	1063	1006	153	987	910
	85%	85%	84%	84%	86%	86%	83%	85%	85%	85%	85%	79%	85%	87%
Wales	112	20	17	16	21	21	16	74	38	56	54	8	54	43
	5%	4%	5%	5%	4%	4%	5%	4%	5%	4%	5%	4%	5%	4%
Scotland	186	36	25	26	38	35	25	125	61	91	94	25	90	60
	8%	8%	8%	8%	7%	7%	8%	8%	7%	7%	8%	13%	8%	6%
												c		
Northern Ireland	77	13	12	12	14	14	11	51	26	38	37	7	35	32
	3%	3%	4%	4%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%

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

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

QD1. NATION

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
England	2106	208	190	142	131	145	141	217	214	218	204	133	126
	85%	86%	85%	85%	83%	84%	84%	85%	86%	87%	85%	84%	83%
Wales	112	10	9	8	8	8	8	11	10	11	11	8	8
	5%	4%	4%	5%	5%	5%	5%	4%	4%	4%	4%	5%	5%
Scotland	186	18	18	12	13	13	13	19	19	17	19	12	13
	8%	7%	8%	7%	8%	8%	8%	8%	7%	7%	8%	7%	9%
Northern Ireland	77	7	6	6	5	6	6	8	6	7	7	6	6
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	4%

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

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

QD1. NATION

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
England	2106	2106	-	-	-	2106	1891	215	598	521	471	483	1119	954	2106
	85%	100%	-%	-%	-%	85%	86%	76%	85%	84%	85%	84%	85%	85%	85%
		bcde				bcd	b								
Wales	112	-	-	112	-	112	89	23	31	26	24	31	57	54	112
	5%	-%	-%	100%	-%	5%	4%	8%	4%	4%	4%	5%	4%	5%	5%
				abde		abd		a							
Scotland	186	-	186	-	-	186	160	26	52	48	41	44	100	84	186
	8%	-%	100%	-%	-%	8%	7%	9%	7%	8%	7%	8%	8%	7%	8%
			acde			acd									
Northern Ireland	77	-	-	-	77	77	57	20	20	22	16	19	42	35	77
	3%	-%	-%	-%	100%	3%	3%	7%	3%	4%	3%	3%	3%	3%	3%
					abce	abc		a							

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

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

QD1. NATION

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
England	2106	445	1572	377	674	680	426	1067	512
	85%	85%	85%	84%	82%	86%	86%	84%	84%
Wales	112	27	79	21	48	27	17	57	33
	5%	5%	4%	5%	6%	3%	3%	5%	5%
Scotland	186	37	142	34	69	63	35	104	42
	8%	7%	8%	7%	8%	8%	7%	8%	7%
Northern Ireland	77	16	58	17	28	19	16	39	20
	3%	3%	3%	4%	3%	2%	3%	3%	3%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
North East	96	18	13	17	11	23	13	59	36	48	46	7	45	40
	4%	4%	4%	5%	2%	5%	4%	4%	4%	4%	4%	4%	4%	4%
Yorkshire and Humberside	234	45	27	27	51	59	25	150	84	131	95	13	103	108
	9%	9%	8%	8%	10%	12%	8%	9%	10%	11%	8%	7%	9%	10%
North West	265	53	45	35	53	51	28	185	80	149	114	23	131	106
	11%	11%	14%	10%	10%	10%	9%	11%	10%	12%	10%	12%	11%	10%
West Midlands	233	53	30	29	50	46	25	162	71	117	113	20	111	96
	9%	11%	9%	8%	10%	9%	8%	10%	9%	9%	10%	10%	10%	9%
East Midlands	152	33	20	8	37	29	25	98	54	81	67	13	71	64
	6%	7%	6%	2%	7%	6%	8%	6%	7%	7%	6%	7%	6%	6%
					c		c							
East of England	181	31	28	25	27	43	27	111	70	92	87	13	81	84
	7%	7%	8%	7%	5%	8%	8%	7%	8%	7%	7%	7%	7%	8%
South West	240	35	30	41	61	35	37	167	73	110	127	8	114	109
	10%	7%	9%	12%	12%	7%	12%	10%	9%	9%	11%	4%	10%	10%
South East	391	72	35	56	102	74	53	264	127	183	206	36	172	173
	16%	15%	11%	16%	20%	15%	17%	16%	15%	15%	17%	18%	15%	17%
					b									
London	315	64	48	50	47	75	30	209	106	152	150	21	159	130
	13%	13%	15%	15%	9%	15%	9%	13%	13%	12%	13%	11%	14%	12%
England	2106	403	274	288	439	436	265	1405	701	1063	1006	153	987	910
	85%	85%	84%	84%	86%	86%	83%	85%	85%	85%	85%	79%	85%	87%
Wales	112	20	17	16	21	21	16	74	38	56	54	8	54	43
	5%	4%	5%	5%	4%	4%	5%	4%	5%	4%	5%	4%	5%	4%
Scotland	186	36	25	26	38	35	25	125	61	91	94	25	90	60
	8%	8%	8%	8%	7%	7%	8%	8%	7%	7%	8%	13%	8%	6%
												c		

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Northern Ireland	77	13	12	12	14	14	11	51	26	38	37	7	35	32
	3%	3%	4%	4%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

CHILD'S AGE AND GENDER

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
North East	96	7	10	5	8	8	9	3	6	16	7	9	5
	4%	3%	5%	3%	5%	5%	5%	1%	3%	6%	3%	6%	3%
Yorkshire and Humberside	234	32	13	18	10	14	12	24	24	31	26	13	10
	9%	13%	6%	10%	6%	8%	7%	9%	10%	12%	11%	8%	6%
North West	265	32	19	20	25	19	15	26	26	35	16	16	11
	11%	13%	9%	12%	16%	11%	9%	10%	11%	14%	7%	10%	7%
West Midlands	233	24	29	15	15	15	13	35	13	16	29	11	13
	9%	10%	13%	9%	9%	9%	8%	14%	5%	6%	12%	7%	9%
East Midlands	152	19	14	12	8	5	3	20	17	16	11	10	13
	6%	8%	6%	7%	5%	3%	2%	8%	7%	6%	4%	6%	9%
East of England	181	12	18	14	14	15	9	15	12	23	20	12	15
	7%	5%	8%	8%	9%	9%	6%	6%	5%	9%	8%	8%	10%
South West	240	20	16	15	14	19	22	23	38	14	19	20	18
	10%	8%	7%	9%	9%	11%	13%	9%	15%	6%	8%	12%	12%
									i				
South East	391	34	36	19	15	27	29	47	55	36	38	20	33
	16%	14%	16%	12%	10%	16%	17%	18%	22%	14%	16%	12%	22%
									d				d
London	315	28	35	26	22	22	27	24	21	30	37	22	8
	13%	12%	16%	15%	14%	13%	16%	9%	9%	12%	15%	14%	5%
			l	l			l				l		
England	2106	208	190	142	131	145	141	217	214	218	204	133	126
	85%	86%	85%	85%	83%	84%	84%	85%	86%	87%	85%	84%	83%
Wales	112	10	9	8	8	8	8	11	10	11	11	8	8
	5%	4%	4%	5%	5%	5%	5%	4%	4%	4%	4%	5%	5%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Scotland	186	18	18	12	13	13	13	19	19	17	19	12	13
	8%	7%	8%	7%	8%	8%	8%	8%	7%	7%	8%	7%	9%
Northern Ireland	77	7	6	6	5	6	6	8	6	7	7	6	6
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	4%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
North East	96	96	-	-	-	96	86	10	32	25	19	18	57	37	96
	4%	5% bcd	-%	-%	-%	4% bcd	4%	3%	5%	4%	3%	3%	4%	3%	4%
Yorkshire and Humberside	234	234	-	-	-	234	206	28	72	60	63	35	132	97	234
	9%	11% bcd	-%	-%	-%	9% bcd	9%	10%	10%	10%	11%	6%	10%	9%	9%
North West	265	265	-	-	-	265	253	11	75	77	50	56	152	106	265
	11%	13% bcd	-%	-%	-%	11% bcd	12% b	4%	11%	12%	9%	10%	12%	9%	11%
West Midlands	233	233	-	-	-	233	218	15	54	60	36	75	114	111	233
	9%	11% bcd	-%	-%	-%	9% bcd	10%	5%	8%	10%	7%	13% ac	9%	10%	9%
East Midlands	152	152	-	-	-	152	127	25	43	41	30	31	85	61	152
	6%	7% bcd	-%	-%	-%	6% bcd	6%	9%	6%	7%	5%	5%	6%	5%	6%
East of England	181	181	-	-	-	181	153	28	56	44	34	43	100	77	181
	7%	9% bcd	-%	-%	-%	7% bcd	7%	10%	8%	7%	6%	7%	8%	7%	7%
South West	240	240	-	-	-	240	197	43	42	50	75	73	92	148	240
	10%	11% bcd	-%	-%	-%	10% bcd	9%	15% a	6%	8%	14% ae	13% ae	7%	13% ae	10% a
South East	391	391	-	-	-	391	336	55	86	84	119	100	170	218	391
	16%	19% bcd	-%	-%	-%	16% bcd	15%	19%	12%	14%	22% abe	17%	13%	19% ae	16%
London	315	315	-	-	-	315	315	-	138	80	44	53	218	97	315
	13%	15% bcd	-%	-%	-%	13% bcd	14% b	-%	20% bcdfg	13%	8%	9%	17% cdfg	9%	13% f

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
England	2106	2106	-	-	-	2106	1891	215	598	521	471	483	1119	954	2106
	85%	100%	-%	-%	-%	85%	86%	76%	85%	84%	85%	84%	85%	85%	85%
		bcde				bcd	b								
Wales	112	-	-	112	-	112	89	23	31	26	24	31	57	54	112
	5%	-%	-%	100%	-%	5%	4%	8%	4%	4%	4%	5%	4%	5%	5%
				abde		abd		a							
Scotland	186	-	186	-	-	186	160	26	52	48	41	44	100	84	186
	8%	-%	100%	-%	-%	8%	7%	9%	7%	8%	7%	8%	8%	7%	8%
			acde			acd									
Northern Ireland	77	-	-	-	77	77	57	20	20	22	16	19	42	35	77
	3%	-%	-%	-%	100%	3%	3%	7%	3%	4%	3%	3%	3%	3%	3%
					abce	abc		a							

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
North East	96	18	77	14	36	38	27	49	17
	4%	3%	4%	3%	4%	5%	5%	4%	3%
Yorkshire and Humberside	234	47	173	48	67	76	50	125	44
	9%	9%	9%	11%	8%	10%	10%	10%	7%
North West	265	58	200	47	83	82	54	132	64
	11%	11%	11%	10%	10%	10%	11%	10%	11%
West Midlands	233	40	177	57	69	44	31	114	69
	9%	8%	10%	13% c	8%	6%	6%	9%	11%
East Midlands	152	33	116	25	55	48	24	73	43
	6%	6%	6%	6%	7%	6%	5%	6%	7%
East of England	181	32	139	20	64	64	33	104	38
	7%	6%	8%	4%	8%	8%	7%	8%	6%
South West	240	61	175	57	79	68	32	132	64
	10%	12%	9%	13%	10%	9%	7%	10%	11%
South East	391	100	273	74	135	127	75	189	114
	16%	19%	15%	17%	17%	16%	15%	15%	19%
London	315	57	242	36	86	135	101	149	58
	13%	11%	13%	8%	11%	17% ab	20% bc	12%	10%
England	2106	445	1572	377	674	680	426	1067	512
	85%	85%	85%	84%	82%	86%	86%	84%	84%
Wales	112	27	79	21	48	27	17	57	33
	5%	5%	4%	5%	6%	3%	3%	5%	5%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Scotland	186	37	142	34	69	63	35	104	42
	8%	7%	8%	7%	8%	8%	7%	8%	7%
Northern Ireland	77	16	58	17	28	19	16	39	20
	3%	3%	3%	4%	3%	2%	3%	3%	3%

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

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

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Large city	546	101	79	84	107	114	60	371	175	271	262	34	277	224
	22%	21%	24%	24%	21%	23%	19%	22%	21%	22%	22%	17%	24%	21%
Smaller city or large town	508	99	67	73	97	105	67	336	172	253	245	49	233	215
	20%	21%	21%	21%	19%	21%	21%	20%	21%	20%	21%	25%	20%	21%
Medium town	683	135	92	95	142	121	98	464	219	328	347	62	326	267
	28%	29%	28%	28%	28%	24%	31%	28%	27%	26%	29%	32%	28%	26%
Small town	461	85	60	59	107	92	58	311	150	250	200	31	204	209
	19%	18%	18%	17%	21%	18%	18%	19%	18%	20%	17%	16%	17%	20%
Rural area	283	52	30	32	60	75	35	173	109	145	137	18	125	130
	11%	11%	9%	9%	12%	15%	11%	10%	13%	12%	11%	9%	11%	12%

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

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

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Large city	546	48	53	41	38	41	42	55	49	49	56	36	23
	22%	20%	24%	24%	24%	24%	25%	22%	20%	20%	23%	23%	15%
Smaller city or large town	508	52	46	31	36	39	33	48	47	52	49	32	34
	20%	21%	20%	18%	23%	23%	20%	19%	19%	21%	21%	20%	22%
Medium town	683	64	70	49	42	49	46	67	74	55	64	43	50
	28%	26%	31%	29%	27%	28%	28%	26%	30%	22%	27%	27%	33%
Small town	461	49	34	30	27	29	28	57	46	53	38	31	26
	19%	20%	15%	18%	17%	17%	17%	22%	18%	21%	16%	20%	17%
Rural area	283	29	22	16	13	14	18	27	32	42	32	17	18
	11%	12%	10%	10%	9%	8%	11%	11%	13%	17%	13%	10%	12%

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

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

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Large city	546	492	36	11	7	546	546	-	214	120	101	109	334	210	546
	22%	23%	19%	10%	9%	22%	25%	-%	31%	19%	18%	19%	25%	19%	22%
		cd	cd			cd	b		bcdfg				f		
Smaller city or large town	508	439	33	23	14	508	508	-	117	134	102	145	252	246	508
	20%	21%	18%	20%	18%	20%	23%	-%	17%	22%	18%	25%	19%	22%	20%
							b					a			
Medium town	683	590	50	23	20	683	683	-	169	192	154	157	361	311	683
	28%	28%	27%	21%	26%	28%	31%	-%	24%	31%	28%	27%	27%	28%	28%
		c				c	b								
Small town	461	371	41	32	17	461	461	-	110	109	135	100	219	235	461
	19%	18%	22%	29%	22%	19%	21%	-%	16%	18%	25%	17%	17%	21%	19%
				ae			b				ae				
Rural area	283	215	26	23	20	283	-	283	91	62	60	66	153	125	283
	11%	10%	14%	20%	26%	11%	-%	100%	13%	10%	11%	11%	12%	11%	11%
				ae	abe			a							

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

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

QF. URBANITY

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Large city	546	101	420	95	172	203	150	265	121
	22%	19%	23%	21%	21%	26%	30% bc	21%	20%
Smaller city or large town	508	104	369	115	178	116	82	255	140
	20%	20%	20%	26% c	22% c	15%	17%	20%	23%
Medium town	683	155	503	116	234	203	130	349	163
	28%	30%	27%	26%	29%	26%	26%	28%	27%
Small town	461	99	348	91	150	152	78	261	110
	19%	19%	19%	20%	18%	19%	16%	21%	18%
Rural area	283	66	211	32	86	115	54	138	74
	11%	13%	11%	7%	11%	15% a	11%	11%	12%

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b	SCHOOL YEAR PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
A	161	40	21	20	24	39	16	106	56	83	76	9	89	61
	7%	9%	6%	6%	5%	8%	5%	6%	7%	7%	6%	5%	8%	6%
B	540	79	68	69	116	133	76	332	209	269	261	37	230	261
	22%	17%	21%	20%	23%	26% a	24%	20%	25%	22%	22%	19%	20%	25%
C1	617	140	78	88	107	135	69	413	204	319	288	58	295	254
	25%	30%	24%	26%	21%	27%	22%	25%	25%	26%	24%	30%	25%	24%
C2	551	96	83	83	128	88	74	390	161	276	272	39	266	222
	22%	20%	25%	24%	25%	17%	23%	24%	20%	22%	23%	20%	23%	21%
D	300	55	34	45	62	62	42	196	104	140	154	22	141	125
	12%	12%	10%	13%	12%	12%	13%	12%	13%	11%	13%	11%	12%	12%
E	276	56	42	35	63	46	34	196	81	150	122	25	127	111
	11%	12%	13%	10%	12%	9%	11%	12%	10%	12%	10%	13%	11%	11%
Don't know	34	7	3	2	12	4	7	23	11	10	18	4	17	12
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%
SUMMARY														
AB	701	119	89	89	140	172	92	437	264	352	337	46	319	322
	28%	25%	27%	26%	27%	34%	29%	26%	32%	28%	28%	24%	27%	31%
DE	576	110	75	81	125	108	76	392	184	290	276	47	269	235
	23%	23%	23%	23%	25%	21%	24%	24%	22%	23%	23%	24%	23%	23%
ABC1	1319	259	167	177	247	307	161	850	468	670	625	104	615	576
	53%	55%	51%	52%	48%	61% d	51%	51%	57%	54%	52%	54%	53%	55%
C2DE	1127	206	158	164	253	196	150	781	346	566	548	86	534	457
	45%	44%	48%	48%	49% e	39%	47%	47%	42%	45%	46%	45%	46%	44%

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
A	161	26	14	12	9	9	10	11	14	17	22	8	8
	7%	11%	6%	7%	6%	5%	6%	4%	5%	7%	9%	5%	5%
B	540	32	46	42	26	37	31	55	58	66	63	38	36
	22%	13%	20%	25%	17%	21%	18%	22%	23%	26% a	26% a	24%	24%
C1	617	74	63	39	39	47	40	56	50	65	64	37	31
	25%	31%	28%	23%	25%	28%	24%	22%	20%	26%	27%	23%	20%
C2	551	53	43	39	43	39	44	62	64	49	39	33	40
	22%	22%	19%	23%	27%	22%	26%	24%	26%	19%	16%	21%	26%
D	300	21	34	16	17	16	29	31	29	33	28	24	17
	12%	9%	15%	10%	11%	9%	18%	12%	11%	13%	12%	15%	11%
E	276	35	20	20	20	23	12	35	28	20	24	17	18
	11%	14%	9%	12%	13%	14%	7%	14%	11%	8%	10%	11%	12%
Don't know	34	2	3	-	3	1	1	4	6	2	2	2	3
	1%	1%	2%	-%	2%	1%	1%	1%	2%	1%	1%	1%	2%
SUMMARY													
AB	701	58	60	54	35	45	41	66	72	83	85	46	44
	28%	24%	27%	32%	22%	26%	24%	26%	29%	33%	35%	29%	29%
DE	576	55	54	36	37	39	41	66	57	52	51	41	35
	23%	23%	24%	22%	24%	23%	25%	26%	23%	21%	21%	26%	23%
ABC1	1319	132	124	93	74	93	81	122	122	149	149	82	75
	53%	54%	55%	55%	47%	54%	48%	48%	49%	59%	62%	52%	49%
C2DE	1127	109	97	76	80	78	86	128	120	101	90	74	75
	45%	45%	43%	45%	51%	45%	51%	50%	48%	40%	37%	47%	49%

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
A	161	144	8	6	4	161	149	12	161	-	-	-	161	-	161
	7%	7%	4%	5%	5%	7%	7%	4%	23%	-%	-%	-%	12%	-%	7%
									bcdefg				bcdfg		bcdf
B	540	454	44	26	16	540	462	78	540	-	-	-	540	-	540
	22%	22%	24%	23%	21%	22%	21%	28%	77%	-%	-%	-%	41%	-%	22%
									bcdefg				bcdfg		bcdf
C1	617	521	48	26	22	617	555	62	-	617	-	-	617	-	617
	25%	25%	26%	23%	28%	25%	25%	22%	-%	100%	-%	-%	47%	-%	25%
										acdefg			acdfg		acdf
C2	551	471	41	24	16	551	491	60	-	-	551	-	-	551	551
	22%	22%	22%	21%	21%	22%	22%	21%	-%	-%	100%	-%	-%	49%	22%
											abdefg			abdeg	abde
D	300	257	19	16	9	300	262	38	-	-	-	300	-	300	300
	12%	12%	10%	14%	12%	12%	12%	13%	-%	-%	-%	52%	-%	27%	12%
												abcefg		abceg	abce
E	276	226	25	15	10	276	249	28	-	-	-	276	-	276	276
	11%	11%	13%	13%	13%	11%	11%	10%	-%	-%	-%	48%	-%	25%	11%
												abcefg		abceg	abce
Don't know	34	33	1	-	*	34	29	5	-	-	-	-	-	-	34
	1%	2%	1%	-%	1%	1%	1%	2%	-%	-%	-%	-%	-%	-%	1%
															aef
SUMMARY															
AB	701	598	52	31	20	701	611	91	701	-	-	-	701	-	701
	28%	28%	28%	28%	26%	28%	28%	32%	100%	-%	-%	-%	53%	-%	28%
									bcdefg				bcdfg		bcdf
DE	576	483	44	31	19	576	511	66	-	-	-	576	-	576	576
	23%	23%	23%	28%	24%	23%	23%	23%	-%	-%	-%	100%	-%	51%	23%
												abcefg		abceg	abce

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
ABC1	1319	1119	100	57	42	1319	1166	153	701	617	-	-	1319	-	1319
	53%	53%	54%	51%	54%	53%	53%	54%	100%	100%	-%	-%	100%	-%	53%
									cdfg	cdfg			cdfg		cdf
C2DE	1127	954	84	54	35	1127	1002	125	-	-	551	576	-	1127	1127
	45%	45%	45%	49%	45%	45%	46%	44%	-%	-%	100%	100%	-%	100%	45%
											abeg	abeg		abeg	abe

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
A	161	24	132	11	18	120	101	45	10
	7%	5%	7%	3%	2%	15% ab	20% bc	4%	2%
B	540	88	438	29	96	331	168	282	71
	22%	17%	24% a	7%	12%	42% ab	34% bc	22% c	12%
C1	617	124	475	79	251	204	96	376	122
	25%	24%	26%	18%	31% a	26% a	19%	30% ac	20%
C2	551	111	415	109	252	108	81	304	147
	22%	21%	22%	24% c	31% c	14%	16%	24% a	24% a
D	300	66	219	96	142	19	29	142	113
	12%	13%	12%	21% c	17% c	2%	6%	11% a	19% ab
E	276	103	151	118	59	3	15	103	142
	11%	20% b	8%	26% bc	7% c	*%	3%	8% a	23% ab
Don't know	34	9	20	6	2	4	5	16	2
	1%	2%	1%	1%	*%	1%	1%	1%	*%
SUMMARY									
AB	701	112	570	41	114	451	269	327	81
	28%	21%	31% a	9%	14%	57% ab	54% bc	26% c	13%
DE	576	169	370	214	201	22	44	245	255
	23%	32% b	20%	48% bc	24% c	3%	9%	19% a	42% ab

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
ABC1	1319	236	1045	120	365	655	365	703	204
	53%	45%	56%	27%	45%	83%	74%	55%	33%
			a		a	ab	bc	c	
C2DE	1127	280	785	323	453	131	125	549	402
	45%	53%	42%	72%	55%	17%	25%	43%	66%
		b		bc	c			a	ab

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
3	154	154	-	-	-	-	-	154	-	80	72	154	-	-
	6%	33%	-%	-%	-%	-%	-%	9%	-%	6%	6%	80%	-%	-%
		bcdef						b				bc		
4	154	154	-	-	-	-	-	154	-	78	74	40	111	-
	6%	33%	-%	-%	-%	-%	-%	9%	-%	6%	6%	20%	10%	-%
		bcdef						b				bc	c	
5	164	164	-	-	-	-	-	164	-	84	78	-	164	-
	7%	35%	-%	-%	-%	-%	-%	10%	-%	7%	7%	-%	14%	-%
		bcdef						b					ac	
6	164	-	164	-	-	-	-	164	-	84	78	-	164	-
	7%	-%	50%	-%	-%	-%	-%	10%	-%	7%	7%	-%	14%	-%
			acdef					b					ac	
7	164	-	164	-	-	-	-	164	-	84	79	-	164	-
	7%	-%	50%	-%	-%	-%	-%	10%	-%	7%	7%	-%	14%	-%
			acdef					b					ac	
8	171	-	-	171	-	-	-	171	-	86	83	-	171	-
	7%	-%	-%	50%	-%	-%	-%	10%	-%	7%	7%	-%	15%	-%
				abdef				b					ac	
9	171	-	-	171	-	-	-	171	-	85	84	-	171	-
	7%	-%	-%	50%	-%	-%	-%	10%	-%	7%	7%	-%	15%	-%
				abdef				b					ac	
10	171	-	-	-	171	-	-	171	-	85	84	-	171	-
	7%	-%	-%	-%	33%	-%	-%	10%	-%	7%	7%	-%	15%	-%
					abcef			b					ac	
11	171	-	-	-	171	-	-	171	-	85	84	-	48	116
	7%	-%	-%	-%	33%	-%	-%	10%	-%	7%	7%	-%	4%	11%
					abcef			b						ab
12	169	-	-	-	169	-	-	169	-	84	80	-	-	169
	7%	-%	-%	-%	33%	-%	-%	10%	-%	7%	7%	-%	-%	16%
					abcef			b						ab

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
13	169	-	-	-	-	169	-	-	169	85	79	-	-	169
	7%	-%	-%	-%	-%	33%	-%	-%	20%	7%	7%	-%	-%	16%
						abcdf			a					ab
14	169	-	-	-	-	169	-	-	169	84	82	-	-	169
	7%	-%	-%	-%	-%	33%	-%	-%	20%	7%	7%	-%	-%	16%
						abcdf			a					ab
15	169	-	-	-	-	169	-	-	169	83	80	-	-	169
	7%	-%	-%	-%	-%	33%	-%	-%	20%	7%	7%	-%	-%	16%
						abcdf			a					ab
16	159	-	-	-	-	-	159	-	159	79	77	-	-	134
	6%	-%	-%	-%	-%	-%	50%	-%	19%	6%	6%	-%	-%	13%
							abcde		a					ab
17	159	-	-	-	-	-	159	-	159	80	75	-	-	119
	6%	-%	-%	-%	-%	-%	50%	-%	19%	6%	6%	-%	-%	11%
							abcde		a					ab

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
3	154	80	72	-	-	-	-	-	-	-	-	-	-
	6%	33%	32%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		cdefghijkl	cdefghijkl										
4	154	78	74	-	-	-	-	-	-	-	-	-	-
	6%	32%	33%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		cdefghijkl	cdefghijkl										
5	164	84	78	-	-	-	-	-	-	-	-	-	-
	7%	35%	35%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		cdefghijkl	cdefghijkl										
6	164	-	-	84	78	-	-	-	-	-	-	-	-
	7%	-%	-%	50%	50%	-%	-%	-%	-%	-%	-%	-%	-%
				abefghijkl	abefghijkl								
7	164	-	-	84	79	-	-	-	-	-	-	-	-
	7%	-%	-%	50%	50%	-%	-%	-%	-%	-%	-%	-%	-%
				abefghijkl	abefghijkl								
8	171	-	-	-	-	86	83	-	-	-	-	-	-
	7%	-%	-%	-%	-%	50%	50%	-%	-%	-%	-%	-%	-%
						abcdghijkl	abcdghijkl						
9	171	-	-	-	-	85	84	-	-	-	-	-	-
	7%	-%	-%	-%	-%	50%	50%	-%	-%	-%	-%	-%	-%
						abcdghijkl	abcdghijkl						
10	171	-	-	-	-	-	-	85	84	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	33%	34%	-%	-%	-%	-%
								abcdefijkl	abcdefijkl				

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	MALE 3-5 a	FEMALE 3-5 b	MALE 6-7 c	FEMALE 6-7 d	MALE 8-9 e	FEMALE 8-9 f	MALE 10-12 g	FEMALE 10-12 h	MALE 13-15 i	FEMALE 13-15 j	MALE 16-17 k	FEMALE 16-17 l
Significance Level: 99%													
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
11	171 7%	- -%	- -%	- -%	- -%	- -%	- -%	85 33% abcdefijkl	84 34% abcdefijkl	- -%	- -%	- -%	- -%
12	169 7%	- -%	- -%	- -%	- -%	- -%	- -%	84 33% abcdefijkl	80 32% abcdefijkl	- -%	- -%	- -%	- -%
13	169 7%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	85 34% abcdefghkl	79 33% abcdefghkl	- -%	- -%
14	169 7%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	84 33% abcdefghkl	82 34% abcdefghkl	- -%	- -%
15	169 7%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	83 33% abcdefghkl	80 33% abcdefghkl	- -%	- -%
16	159 6%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	79 50% abcdefghij	77 51% abcdefghij
17	159 6%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	80 50% abcdefghij	75 49% abcdefghij

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	NATION ENGLAND a	NATION SCOTLAND b	NATION WALES c	NATION N IRELAND d	NATION ALL UK e	AREA URBAN a	AREA RURAL b	SOCIAL GRADE AB a	SOCIAL GRADE C1 b	SOCIAL GRADE C2 c	SOCIAL GRADE DE d	SOCIAL GRADE ABC1 e	SOCIAL GRADE C2DE f	SOCIAL GRADE ALL UK g
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
3	154	127	13	8	6	154	141	13	36	45	31	39	81	69	154
	6%	6%	7%	7%	7%	6%	6%	4%	5%	7%	6%	7%	6%	6%	6%
4	154	132	12	6	4	154	133	21	45	50	26	32	94	58	154
	6%	6%	6%	5%	5%	6%	6%	7%	6%	8%	5%	6%	7%	5%	6%
5	164	143	11	7	3	164	146	18	38	46	39	40	84	79	164
	7%	7%	6%	6%	4%	7%	7%	7%	5%	7%	7%	7%	6%	7%	7%
6	164	139	13	7	5	164	149	15	42	41	41	38	83	79	164
	7%	7%	7%	7%	7%	7%	7%	5%	6%	7%	7%	7%	6%	7%	7%
7	164	136	13	9	6	164	150	14	47	37	41	37	84	79	164
	7%	6%	7%	8%	8%	7%	7%	5%	7%	6%	8%	6%	6%	7%	7%
8	171	144	12	10	5	171	155	16	41	45	44	39	86	83	171
	7%	7%	7%	9%	6%	7%	7%	6%	6%	7%	8%	7%	6%	7%	7%
9	171	144	14	6	8	171	156	16	48	43	39	41	91	81	171
	7%	7%	7%	6%	10%	7%	7%	6%	7%	7%	7%	7%	7%	7%	7%
10	171	147	13	8	3	171	148	23	58	42	27	37	100	64	171
	7%	7%	7%	7%	4%	7%	7%	8%	8%	7%	5%	6%	8%	6%	7%
11	171	144	16	6	5	171	150	22	43	30	48	47	74	95	171
	7%	7%	9%	6%	6%	7%	7%	8%	6%	5%	9%	8%	6%	8%	7%
12	169	148	8	6	6	169	154	15	39	34	53	41	73	94	169
	7%	7%	5%	6%	8%	7%	7%	5%	6%	6%	10%	7%	6%	8%	7%
13	169	146	12	6	5	169	142	27	50	61	25	34	111	58	169
	7%	7%	6%	5%	6%	7%	6%	10%	7%	10% cf	4%	6%	8%	5%	7%
14	169	146	14	4	5	169	149	20	55	39	38	35	94	73	169
	7%	7%	7%	4%	7%	7%	7%	7%	8%	6%	7%	6%	7%	6%	7%

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
15	169	144	10	11	5	169	141	28	67	36	25	40	102	65	169
	7%	7%	5%	10%	6%	7%	6%	10%	10% c	6%	5%	7%	8%	6%	7%
16	159	135	11	7	5	159	139	20	41	39	35	41	80	75	159
	6%	6%	6%	7%	7%	6%	6%	7%	6%	6%	6%	7%	6%	7%	6%
17	159	130	14	9	6	159	145	14	51	30	39	35	81	74	159
	6%	6%	8%	8%	8%	6%	7%	5%	7%	5%	7%	6%	6%	7%	6%

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

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
3	154 6%	23 4%	123 7%	21 5%	54 7%	45 6%	31 6%	83 7%	34 6%
4	154 6%	22 4%	128 7%	25 6%	46 6%	57 7%	34 7%	74 6%	39 6%
5	164 7%	29 5%	126 7%	28 6%	57 7%	51 6%	41 8%	76 6%	39 6%
6	164 7%	36 7%	120 6%	32 7%	47 6%	53 7%	29 6%	95 7%	31 5%
7	164 7%	27 5%	130 7%	29 7%	48 6%	58 7%	41 8%	73 6%	44 7%
8	171 7%	27 5%	130 7%	40 9%	54 7%	53 7%	37 7%	84 7%	46 8%
9	171 7%	48 9%	118 6%	41 9%	57 7%	48 6%	32 7%	90 7%	43 7%
10	171 7%	30 6%	133 7%	27 6%	55 7%	56 7%	27 6%	88 7%	41 7%
11	171 7%	35 7%	130 7%	32 7%	66 8%	57 7%	34 7%	90 7%	46 8%
12	169 7%	47 9%	115 6%	32 7%	60 7%	54 7%	25 5%	98 8%	38 6%
13	169 7%	46 9%	122 7%	22 5%	67 8%	55 7%	34 7%	86 7%	44 7%
14	169 7%	42 8%	120 6%	23 5%	47 6%	63 8%	32 6%	100 8% c	24 4%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 5

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

AGE OF CHILD

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
15	169	41	121	34	51	62	37	77	48
	7%	8%	7%	7%	6%	8%	7%	6%	8%
16	159	41	115	40	55	36	24	72	53
	6%	8%	6%	9%	7%	5%	5%	6%	9%
				c					
17	159	31	120	23	54	42	35	80	38
	6%	6%	6%	5%	7%	5%	7%	6%	6%

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

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

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Boy	1247	242	168	172	254	252	159	836	411	1247	-	100	592	514
	50%	51%	51%	50%	50%	50%	50%	51%	50%	100% b	-%	52%	51%	49%
Girl	1190	224	157	168	249	241	152	798	393	-	1190	91	564	507
	48%	47%	48%	49%	49%	47%	48%	48%	48%	-%	100% a	47%	48%	49%
Prefer not to say	43	6	2	4	9	15	7	21	22	-	-	3	10	25
	2%	1%	1%	1%	2%	3%	2%	1%	3%	-%	-%	1%	1%	2%

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

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

GENDER OF CHILD

Base : All parents of 3-17 year olds

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Boy	1247	242	-	168	-	172	-	254	-	252	-	159	-
	50%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%
		bdfhjl		bdfhjl		bdfhjl		bdfhjl		bdfhjl		bdfhjl	
Girl	1190	-	224	-	157	-	168	-	249	-	241	-	152
	48%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%
			acegik		acegik		acegik		acegik		acegik		acegik
Prefer not to say	43	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Boy	1247	1063	91	56	38	1247	1102	145	352	319	276	290	670	566	1247
	50%	50%	49%	50%	49%	50%	50%	51%	50%	52%	50%	50%	51%	50%	50%
Girl	1190	1006	94	54	37	1190	1053	137	337	288	272	276	625	548	1190
	48%	48%	51%	48%	48%	48%	48%	48%	48%	47%	49%	48%	47%	49%	48%
Prefer not to say	43	37	1	2	2	43	42	1	13	11	4	10	23	13	43
	2%	2%	1%	2%	3%	2%	2%	*%	2%	2%	1%	2%	2%	1%	2%

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

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

GENDER OF CHILD

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Boy	1247	310	890	223	419	413	237	632	325
	50%	59%	48%	50%	51%	52%	48%	50%	53%
		b							
Girl	1190	208	935	225	396	372	251	623	277
	48%	40%	51%	50%	48%	47%	51%	49%	46%
			a						
Prefer not to say	43	8	26	-	4	4	7	12	6
	2%	1%	1%	-%	1%	*%	1%	1%	1%

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

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

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
3 TO 5	472	472	-	-	-	-	-	472	-	242	224	194	275	-
	19%	100%	-%	-%	-%	-%	-%	29%	-%	19%	19%	100%	24%	-%
		bcdef						b				bc	c	
6 TO 7	328	-	328	-	-	-	-	328	-	168	157	-	328	-
	13%	-%	100%	-%	-%	-%	-%	20%	-%	14%	13%	-%	28%	-%
			acdef					b					ac	
8 TO 9	343	-	-	343	-	-	-	343	-	172	168	-	343	-
	14%	-%	-%	100%	-%	-%	-%	21%	-%	14%	14%	-%	29%	-%
				abdef				b					ac	
10 TO 12	512	-	-	-	512	-	-	512	-	254	249	-	220	285
	21%	-%	-%	-%	100%	-%	-%	31%	-%	20%	21%	-%	19%	27%
					abcef			b					a	ab
13 TO 15	507	-	-	-	-	507	-	-	507	252	241	-	-	507
	20%	-%	-%	-%	-%	100%	-%	-%	61%	20%	20%	-%	-%	48%
						abcdf			a					ab
16 TO 17	318	-	-	-	-	-	318	-	318	159	152	-	-	254
	13%	-%	-%	-%	-%	-%	100%	-%	39%	13%	13%	-%	-%	24%
							abcde		a					ab

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

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

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
3 TO 5	472 19%	242 100% cdefghijkl	224 100% cdefghijkl	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
6 TO 7	328 13%	- -%	- -%	168 100% abefghijkl	157 100% abefghijkl	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
8 TO 9	343 14%	- -%	- -%	- -%	- -%	172 100% abcdghijkl	168 100% abcdghijkl	- -%	- -%	- -%	- -%	- -%	- -%
10 TO 12	512 21%	- -%	- -%	- -%	- -%	- -%	- -%	254 100% abcdefijkl	249 100% abcdefijkl	- -%	- -%	- -%	- -%
13 TO 15	507 20%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	252 100% abcdefghkl	241 100% abcdefghkl	- -%	- -%
16 TO 17	318 13%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	159 100% abcdefghij	152 100% abcdefghij

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

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

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
3 TO 5	472	403	36	20	13	472	420	52	119	140	96	110	259	206	472
	19%	19%	19%	18%	17%	19%	19%	18%	17%	23%	17%	19%	20%	18%	19%
6 TO 7	328	274	25	17	12	328	298	30	89	78	83	75	167	158	328
	13%	13%	13%	15%	15%	13%	14%	11%	13%	13%	15%	13%	13%	14%	13%
8 TO 9	343	288	26	16	12	343	311	32	89	88	83	81	177	164	343
	14%	14%	14%	15%	16%	14%	14%	11%	13%	14%	15%	14%	13%	15%	14%
10 TO 12	512	439	38	21	14	512	452	60	140	107	128	125	247	253	512
	21%	21%	20%	19%	18%	21%	21%	21%	20%	17%	23%	22%	19%	22%	21%
13 TO 15	507	436	35	21	14	507	432	75	172	135	88	108	307	196	507
	20%	21%	19%	19%	19%	20%	20%	26%	24%	22%	16%	19%	23%	17%	20%
									cf				cf		
16 TO 17	318	265	25	16	11	318	283	35	92	69	74	76	161	150	318
	13%	13%	14%	15%	15%	13%	13%	12%	13%	11%	13%	13%	12%	13%	13%

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

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

AGE GROUP FOR CHILD

Base : All parents of 3-17 year olds

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
3 TO 5	472	73	377	74	158	152	106	234	112
	19%	14%	20% a	16%	19%	19%	21%	18%	18%
6 TO 7	328	63	250	62	94	111	70	168	75
	13%	12%	13%	14%	12%	14%	14%	13%	12%
8 TO 9	343	75	248	81	111	101	69	174	89
	14%	14%	13%	18%	14%	13%	14%	14%	15%
10 TO 12	512	113	378	90	181	168	87	277	124
	21%	22%	20%	20%	22%	21%	17%	22%	20%
13 TO 15	507	129	363	78	165	179	103	263	117
	20%	24%	20%	17%	20%	23%	21%	21%	19%
16 TO 17	318	72	235	64	110	78	59	152	91
	13%	14%	13%	14%	13%	10%	12%	12%	15%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 8

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	160	157	174	414	488	312	905	800	843	829	49	592	995
	69%	34%	48%	51%	81%	96%	98%	55%	97%	68%	70%	25%	51%	95%
			a	a	abc	abcd	abcd		a				a	ab
Tablet (like an iPad or Amazon Fire)	1562	324	261	252	346	240	139	1183	379	735	799	120	878	539
	63%	69%	80%	73%	68%	47%	44%	71%	46%	59%	67%	62%	75%	52%
		ef	adef	ef	ef			b			a		ac	
Games console or handheld games player	1158	75	127	173	302	293	187	678	481	756	387	14	483	612
	47%	16%	39%	50%	59%	58%	59%	41%	58%	61%	33%	7%	41%	59%
			a	ab	ab	ab	ab		a	b			a	ab
Laptop or netbook	990	58	84	127	246	285	189	516	474	456	510	15	352	594
	40%	12%	26%	37%	48%	56%	59%	31%	57%	37%	43%	8%	30%	57%
			a	ab	abc	abc	abcd		a		a		a	ab
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	17	42	57	105	130	95	222	225	272	162	2	163	265
	18%	4%	13%	17%	21%	26%	30%	13%	27%	22%	14%	1%	14%	25%
			a	a	a	abc	abcd		a	b			a	ab
Other type of device	76	30	17	11	7	7	3	66	10	33	41	17	46	13
	3%	6%	5%	3%	1%	1%	1%	4%	1%	3%	3%	9%	4%	1%
		def	def					b				c	c	
None of these/ Child does not go online	99	73	13	11	*	2	-	97	2	51	44	45	51	2
	4%	15%	4%	3%	*%	*%	-%	6%	*%	4%	4%	23%	4%	*%
		bcdef	def	df				b				bc	c	

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
SUMMARY														
GOES ONLINE USING ANY TYPE OF DEVICE	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
	96%	85%	96%	97%	100%	100%	100%	94%	100%	96%	96%	77%	96%	100%
			a	a	abc	ab	abc		a				a	ab
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	68	107	162	303	347	230	640	577	610	580	17	435	727
	49%	14%	33%	47%	59%	69%	72%	39%	70%	49%	49%	9%	37%	70%
			a	ab	abc	abc	abcd		a				a	ab
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	388	307	319	502	499	317	1517	816	1171	1124	147	1080	1031
	94%	82%	94%	93%	98%	98%	100%	92%	99%	94%	94%	76%	93%	99%
			a	a	abc	abc	abc		a				a	ab
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	332	208	170	208	158	88	918	246	586	566	132	680	316
	47%	70%	64%	50%	41%	31%	28%	55%	30%	47%	48%	68%	58%	30%
		cdef	cdef	ef	f			b				c	c	
ONLY GOES ONLINE USING A MOBILE PHONE	132	30	8	10	30	35	19	78	54	57	69	11	55	61
	5%	6%	2%	3%	6%	7%	6%	5%	7%	5%	6%	6%	5%	6%
ONLY GOES ONLINE USING A TABLET	306	157	69	45	31	4	*	302	4	132	173	68	224	12
	12%	33%	21%	13%	6%	1%	*%	18%	*%	11%	15%	35%	19%	1%
		bcdef	def	def	ef			b				bc	c	

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

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

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

Base : All parents of 3-17 year olds

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	66	93	88	68	94	78	201	205	240	233	154	152
	69%	27%	41%	52%	43%	55%	47%	79%	83%	95%	97%	97%	100%
				a	a	a	a	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh
Tablet (like an iPad or Amazon Fire)	1562	175	147	130	129	121	128	157	185	98	130	55	81
	63%	72%	66%	77%	82%	70%	76%	62%	75%	39%	54%	34%	53%
		ijkl	ik	gijkl	bgijkl	ijkl	gijkl	ik	ijkl		k		k
Games console or handheld games player	1158	59	14	83	44	101	70	195	105	193	98	125	56
	47%	24%	6%	49%	28%	59%	42%	77%	42%	77%	41%	79%	37%
		b		abd	b	abdfhjl	ab	abcdefhjl	abd	abcdefhjl	ab	abcdefhjl	b
Laptop or netbook	990	36	23	52	31	61	64	106	136	123	150	78	106
	40%	15%	10%	31%	20%	36%	38%	42%	55%	49%	62%	49%	70%
				ab		abd	abd	abd	abcdef	abcd	abcdefg	abcd	abcdefghik
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	12	5	23	19	29	27	66	36	80	45	62	30
	18%	5%	2%	14%	12%	17%	16%	26%	14%	32%	19%	39%	20%
				b	b	ab	ab	abd	ab	abcdefh	ab	abcdefhjl	ab
Other type of device	76	12	18	7	10	5	7	1	3	7	-	*	3
	3%	5%	8%	4%	7%	3%	4%	1%	1%	3%	-%	*%	2%
		j	ghjk		gjk								

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
							CHILD'S AGE AND GENDER						
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
None of these/ Child does not go online	99	39	30	7	6	3	7	*	-	2	-	-	-
	4%	16%	14%	4%	4%	2%	4%	*%	-%	1%	-%	-%	-%
		cdefghijkl	cdefghijkl										

SUMMARY

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
GOES ONLINE USING ANY TYPE OF DEVICE	2381	204	194	161	151	168	160	254	249	250	241	159	152
	96%	84%	86%	96%	96%	98%	96%	100%	100%	99%	100%	100%	100%
				ab	ab	ab	ab	ab	ab	ab	ab	ab	ab
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	42	26	61	45	79	81	149	148	168	167	111	113
	49%	17%	12%	36%	29%	46%	48%	59%	60%	67%	69%	70%	74%
				ab	b	abd	abd	abcd	abcd	abcdef	abcdef	abcdef	abcdefgh
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	197	189	158	146	160	155	250	245	248	237	158	152
	94%	81%	84%	94%	93%	93%	93%	98%	99%	98%	98%	99%	100%
				ab	a	a	a	ab	ab	ab	ab	abdef	abcdef
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	162	168	100	106	90	79	105	101	82	73	48	39
	47%	67%	75%	59%	68%	52%	47%	41%	40%	32%	31%	30%	26%
		fghijkl	cefghijkl	ghijkl	efghijkl	ijkl	ijkl	l	l				

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 8

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

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

Base : All parents of 3-17 year olds

													CHILD'S AGE AND GENDER
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
ONLY GOES ONLINE USING A MOBILE PHONE	132	7	23	7	1	7	3	14	14	14	19	8	10
	5%	3%	10%	4%	1%	4%	2%	5%	5%	6%	8%	5%	6%
			df								d		
ONLY GOES ONLINE USING A TABLET	306	84	72	26	42	12	33	9	22	-	4	*	-
	12%	35%	32%	16%	27%	7%	20%	4%	9%	-%	2%	*%	-%
		cefghijkl	ceghijkl	gijkl	eghijkl	ikl	eghijkl		ijkl				

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	1447	130	78	51	1706	1516	190	516	412	367	390	928	757	1706
	69%	69%	70%	69%	66%	69%	69%	67%	74%	67%	67%	68%	70%	67%	69%
Tablet (like an iPad or Amazon Fire)	1562	1314	126	72	50	1562	1390	172	478	383	356	324	860	680	1562
	63%	62%	68%	65%	65%	63%	63%	61%	68%	62%	65%	56%	65%	60%	63%
									df				d		
Games console or handheld games player	1158	969	97	58	34	1158	1033	125	324	244	285	292	568	578	1158
	47%	46%	52%	52%	45%	47%	47%	44%	46%	40%	52%	51%	43%	51%	47%
											be	b		be	b
Laptop or netbook	990	862	63	44	21	990	860	130	354	241	201	182	594	383	990
	40%	41%	34%	39%	27%	40%	39%	46%	50%	39%	37%	32%	45%	34%	40%
		d		d		d			bcdfg				cdfg		df
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	388	29	17	13	447	418	29	144	102	107	91	246	198	447
	18%	18%	15%	15%	17%	18%	19%	10%	21%	16%	19%	16%	19%	18%	18%
							b								
Other type of device	76	63	6	4	3	76	66	10	28	22	12	10	50	22	76
	3%	3%	3%	3%	4%	3%	3%	4%	4%	4%	2%	2%	4%	2%	3%
None of these/ Child does not go online	99	86	6	4	3	99	85	13	16	34	29	17	51	46	99
	4%	4%	3%	3%	4%	4%	4%	5%	2%	6%	5%	3%	4%	4%	4%
										a					

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
SUMMARY															
GOES ONLINE USING ANY TYPE OF DEVICE	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
	96%	96%	97%	97%	96%	96%	96%	95%	98%	94%	95%	97%	96%	96%	96%
									b						
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	1058	79	53	29	1217	1077	140	416	298	259	232	714	492	1217
	49%	50%	42%	47%	37%	49%	49%	50%	59%	48%	47%	40%	54%	44%	49%
		bd		d		d			bcdfg				df		d
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	1975	179	106	73	2332	2067	266	673	570	507	550	1244	1057	2332
	94%	94%	96%	95%	94%	94%	94%	94%	96%	92%	92%	95%	94%	94%	94%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	962	101	55	45	1164	1035	129	269	285	263	326	554	589	1164
	47%	46%	55%	49%	59%	47%	47%	46%	38%	46%	48%	57%	42%	52%	47%
			a		ae						a	abeg		ae	a
ONLY GOES ONLINE USING A MOBILE PHONE	132	116	8	4	4	132	120	12	21	35	18	53	56	70	132
	5%	6%	4%	3%	5%	5%	5%	4%	3%	6%	3%	9%	4%	6%	5%
												aceg		a	
ONLY GOES ONLINE USING A TABLET	306	256	25	14	12	306	268	38	71	77	78	75	148	153	306
	12%	12%	13%	12%	15%	12%	12%	13%	10%	13%	14%	13%	11%	14%	12%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	363	1273	318	561	566	357	865	410
	69%	69%	69%	71%	69%	72%	72%	68%	67%
Tablet (like an iPad or Amazon Fire)	1562	340	1161	268	515	536	319	805	375
	63%	65%	63%	60%	63%	68%	65%	64%	62%
Games console or handheld games player	1158	263	854	234	397	351	218	574	318
	47%	50%	46%	52%	49%	44%	44%	45%	52%
Laptop or netbook	990	203	754	162	311	376	229	511	214
	40%	39%	41%	36%	38%	48%	46%	40%	35%
						ab	c		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	96	342	64	168	154	115	208	105
	18%	18%	18%	14%	21%	20%	23%	16%	17%
							b		
Other type of device	76	17	56	5	20	39	29	28	16
	3%	3%	3%	1%	2%	5%	6%	2%	3%
						a	b		
None of these/ Child does not go online	99	17	74	10	35	25	11	51	30
	4%	3%	4%	2%	4%	3%	2%	4%	5%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
SUMMARY									
GOES ONLINE USING ANY TYPE OF DEVICE	2381	509	1776	438	784	765	484	1216	577
	96%	97%	96%	98%	96%	97%	98%	96%	95%
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	255	929	199	408	442	284	616	273
	49%	48%	50%	45%	50%	56%	57%	49%	45%
						a	bc		
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	500	1737	432	761	753	471	1190	570
	94%	95%	94%	96%	93%	95%	95%	94%	94%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	254	847	238	375	323	200	600	304
	47%	48%	46%	53%	46%	41%	40%	47%	50%
				c					a
ONLY GOES ONLINE USING A MOBILE PHONE	132	29	91	42	34	24	23	56	39
	5%	6%	5%	9%	4%	3%	5%	4%	6%
				bc					
ONLY GOES ONLINE USING A TABLET	306	67	225	47	105	81	49	155	79
	12%	13%	12%	10%	13%	10%	10%	12%	13%

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

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

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
Mobile phone /smartphone (like an iPhone or Samsung Galaxy)	1706	42	43	76	75	82	92	82	110	154	150	163	159	166	156	156
	69%	27%	28%	46%	46%	50%	54%	48%	64%	90%	89%	97%	94%	98%	98%	98%
				a	ab	ab	ab	ab	abd	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefghij	abcdefghij	abcdefghij
Tablet (like an iPad or Amazon Fire)	1562	91	117	116	129	132	129	122	127	106	112	85	79	75	72	67
	63%	59%	76%	71%	79%	81%	75%	71%	74%	62%	66%	50%	47%	45%	45%	42%
			klmno	klmno	aiklmno	aiklmno	aklmno	klmno	klmno	o	lmno					
Games console or handheld games player	1158	11	20	44	59	68	85	88	94	98	110	94	98	101	94	94
	47%	7%	13%	27%	36%	42%	50%	51%	55%	57%	65%	56%	58%	60%	59%	59%
				a	ab	ab	abc	abcd	abcd	abcd	abcde	abcd	abcd	abcde	abcde	abcde
Laptop or netbook	990	9	21	28	37	46	52	76	74	90	83	90	91	104	95	94
	40%	6%	14%	17%	23%	28%	30%	44%	43%	52%	49%	53%	54%	62%	60%	59%
					a	ab	ab	abcde	abcd	abcdef	abcdef	abcdef	abcdef	abcdefg	abcdefg	abcdef
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	447	2	2	13	13	30	31	27	38	33	34	33	45	52	44	52
	18%	1%	1%	8%	8%	18%	18%	16%	22%	19%	20%	19%	27%	31%	28%	32%
						abd	abd	ab	abcd	abd	abd	abd	abcd	abcdg	abcd	abcdefg
Other type of device	76	14	4	12	6	11	6	5	3	4	-	3	*	3	3	1
	3%	9%	2%	7%	4%	7%	4%	3%	2%	2%	-%	2%	*%	2%	2%	*%
		jlno		jlo		o										
None of these/ Child does not go online	99	39	20	14	10	3	8	2	*	-	-	-	2	-	-	-
	4%	25%	13%	8%	6%	2%	5%	1%	*%	-%	-%	-%	1%	-%	-%	-%
		cdefghijklmno	eghijklmno	hijkmno	no		no									

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

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

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

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD															
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
SUMMARY																
GOES ONLINE USING ANY TYPE OF DEVICE	2381	115	134	150	154	161	163	169	171	171	169	169	167	169	159	159
	96%	75%	87%	92%	94%	98%	95%	99%	100%	100%	100%	100%	99%	100%	100%	100%
				a	a	ab	a	ab	abc	abc	abc	abc	ab	abc	abcdf	abcdf
GOES ONLINE USING A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1217	10	22	35	45	62	76	86	89	110	104	108	118	122	114	115
	49%	7%	15%	21%	27%	38%	44%	50%	52%	64%	62%	64%	70%	72%	72%	72%
				a	a	abc	abcd	abcd	abcd	abcdef	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	2332	115	131	142	152	155	160	159	169	167	166	169	161	169	159	158
	94%	75%	85%	87%	93%	94%	93%	93%	98%	98%	98%	100%	95%	100%	100%	99%
					a	a	a	a	abc	abc	abc	abcdg	a	abcdg	abcdefgl	abcdfg
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1164	104	112	115	109	99	87	83	82	61	65	61	49	47	45	44
	47%	68%	73%	70%	66%	61%	51%	48%	48%	36%	38%	36%	29%	28%	28%	28%
		ghijklmno	fghijklmno	fghijklmno	fghijklmno	ijklmno	lmno	lmno	lmno							
ONLY GOES ONLINE USING A MOBILE PHONE	132	10	5	14	5	3	5	5	13	7	10	13	7	15	9	10
	5%	7%	4%	9%	3%	2%	3%	3%	7%	4%	6%	7%	4%	9%	6%	6%
														e		
ONLY GOES ONLINE USING A TABLET	306	47	69	41	39	30	19	26	19	6	5	3	*	-	*	-
	12%	30%	45%	25%	24%	18%	11%	15%	11%	4%	3%	2%	*%	-%	*%	-%
		fghijklmno	cdefghijklmno	fijklmno	fijklmno	ijklmno	klmno	ijklmno	klmno							

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Yes – it's a smartphone	1510	81	92	136	403	485	312	712	797	740	737	26	423	990
	61%	17%	28%	40%	79%	96%	98%	43%	97%	59%	62%	14%	36%	95%
			a	ab	abc	abcd	abcd		a				a	ab
Yes – but it's not a smartphone	49	9	6	8	15	9	2	39	11	24	25	4	26	19
	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	2%	2%	2%
No – my child does not have a mobile phone	920	382	229	198	93	13	4	903	17	483	427	164	715	36
	37%	81%	70%	58%	18%	3%	1%	55%	2%	39%	36%	85%	61%	3%
		bcdef	cdef	def	ef			b				bc	c	
Don't know	1	-	1	*	-	-	-	1	-	-	1	-	1	-
	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%
SUMMARY														
CHILD HAS THEIR OWN MOBILE PHONE	1559	90	98	145	419	494	314	751	808	764	762	30	449	1010
	63%	19%	30%	42%	82%	97%	99%	45%	98%	61%	64%	15%	39%	97%
			a	ab	abc	abcd	abcd		a				a	ab

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Yes – it's a smartphone	1510	41	40	46	43	70	64	192	204	235	235	155	150
	61%	17%	18%	27%	28%	41%	38%	76%	82%	94%	98%	97%	99%
						ab	ab	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh
Yes – but it's not a smartphone	49	6	2	2	4	*	8	9	7	6	3	*	1
	2%	3%	1%	1%	2%	*%	5%	3%	3%	2%	1%	*%	1%
No – my child does not have a mobile phone	920	194	182	120	109	101	95	53	38	11	2	4	*
	37%	80%	81%	71%	69%	59%	57%	21%	15%	4%	1%	2%	*%
		efghijkl	efghijkl	ghijkl	ghijkl	ghijkl	ghijkl	ijkl	ijkl				
Don't know	1	-	-	-	1	-	*	-	-	-	-	-	-
	*%	-%	-%	-%	1%	-%	*%	-%	-%	-%	-%	-%	-%
SUMMARY													
CHILD HAS THEIR OWN MOBILE PHONE	1559	48	42	48	47	71	72	201	211	241	239	155	152
	63%	20%	19%	29%	30%	41%	43%	79%	85%	96%	99%	98%	100%
						ab	ab	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Yes – it's a smartphone	1510	1275	116	72	46	1510	1346	164	449	349	326	366	798	692	1510
	61%	61%	63%	64%	60%	61%	61%	58%	64%	57%	59%	63%	61%	61%	61%
Yes – but it's not a smartphone	49	45	2	1	1	49	42	7	13	8	24	4	21	28	49
	2%	2%	1%	1%	2%	2%	2%	3%	2%	1%	4%	1%	2%	2%	2%
											de				
No – my child does not have a mobile phone	920	784	68	39	29	920	808	112	239	260	200	206	499	406	920
	37%	37%	36%	35%	38%	37%	37%	40%	34%	42%	36%	36%	38%	36%	37%
Don't know	1	1	-	*	-	1	1	-	*	-	1	-	*	1	1
	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
SUMMARY															
CHILD HAS THEIR OWN MOBILE PHONE	1559	1320	118	73	48	1559	1388	171	462	357	350	370	819	720	1559
	63%	63%	64%	65%	62%	63%	63%	60%	66%	58%	64%	64%	62%	64%	63%

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

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

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

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Yes – it's a smartphone	1510	343	1107	283	521	474	321	755	372
	61%	65%	60%	63%	64%	60%	65%	60%	61%
Yes – but it's not a smartphone	49	18	31	9	20	17	17	24	4
	2%	3%	2%	2%	2%	2%	3%	2%	1%
							c		
No – my child does not have a mobile phone	920	164	711	157	278	298	157	489	229
	37%	31%	38%	35%	34%	38%	32%	39%	38%
Don't know	1	-	1	-	-	-	-	-	1
	*%	-%	*%	-%	-%	-%	-%	-%	*%
SUMMARY									
CHILD HAS THEIR OWN MOBILE PHONE	1559	361	1138	291	541	492	338	779	377
	63%	69%	61%	65%	66%	62%	68%	61%	62%

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

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

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

Base : All parents of 3-17 year olds

	Total																
									AGE OF CHILD								
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
Yes – it's a smartphone	1510	23	17	41	37	55	78	58	100	152	152	164	159	162	156	156
	61%	15%	11%	25%	22%	33%	45%	34%	58%	89%	90%	97%	94%	96%	98%	98%
						ab	abcd	ab	abcdeg	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefgh	abcdefghij	abcdefghij
Yes – but it's not a smartphone	49	2	4	3	4	2	5	4	6	4	5	3	4	2	1	*
	2%	1%	2%	2%	3%	1%	3%	2%	4%	2%	3%	2%	2%	1%	1%	*%
No – my child does not have a mobile phone	920	129	134	120	122	107	89	109	65	15	12	2	6	5	2	3
	37%	84%	87%	73%	74%	65%	52%	64%	38%	9%	7%	1%	3%	3%	1%	2%
		efghijklmno	efghijklmno	fhijklmno	fhijklmno	hijklmno	ijklmno	hijklmno	ijklmno	no						
Don't know	1	-	-	-	1	-	*	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	1%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Yes	1469	228	191	223	322	330	175	964	505	722	730	85	700	640
	59%	48%	58%	65%	63%	65%	55%	58%	61%	58%	61%	44%	60%	61%
				a	a	a							a	a
No	990	242	131	116	188	174	139	677	313	515	451	109	452	399
	40%	51%	40%	34%	37%	34%	44%	41%	38%	41%	38%	56%	39%	38%
		bcde										bc		
Don't know	21	2	6	4	2	3	4	14	7	10	9	-	14	6
	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	1%	-%	1%	1%

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Yes	1469	118	109	95	94	112	109	159	158	153	170	84	90
	59%	49%	49%	57%	60%	65%	65%	63%	64%	61%	71%	53%	59%
						ab	ab				abk		
No	990	124	113	69	61	60	55	93	90	96	70	74	61
	40%	51%	51%	41%	39%	35%	33%	37%	36%	38%	29%	46%	40%
		efj	efj									j	
Don't know	21	*	2	4	2	-	4	2	-	2	1	2	1
	1%	*%	1%	3%	1%	-%	2%	1%	-%	1%	*%	1%	1%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Yes	1469	1242	108	72	46	1469	1298	172	442	373	346	292	815	638	1469
	59%	59%	58%	65%	60%	59%	59%	61%	63%	61%	63%	51%	62%	57%	59%
									d	d	d		d		d
No	990	846	75	39	30	990	881	109	258	241	205	270	500	475	990
	40%	40%	40%	35%	39%	40%	40%	38%	37%	39%	37%	47%	38%	42%	40%
												ae			
Don't know	21	17	2	*	1	21	18	3	1	2	-	14	3	14	21
	1%	1%	1%	*%	1%	1%	1%	1%	*%	*%	-%	3%	*%	1%	1%
												aceg			

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Yes	1469	315	1089	256	495	512	319	748	348
	59%	60%	59%	57%	60%	65%	64%	59%	57%
No	990	203	754	186	319	276	174	513	254
	40%	39%	41%	41%	39%	35%	35%	40%	42%
Don't know	21	7	7	6	5	1	2	6	5
	1%	1%	*%	1%	1%	*%	*%	1%	1%

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Yes	2424	453	318	333	507	502	311	1611	813	1225	1161	184	1135	1032
	98%	96%	97%	97%	99%	99%	98%	97%	99%	98%	98%	95%	97%	99% a
No	50	18	8	9	5	5	5	40	10	20	26	10	26	12
	2%	4%	3%	3%	1%	1%	2%	2%	1%	2%	2%	5% c	2%	1%
Don't know	7	2	2	1	-	-	2	4	2	2	4	-	4	1
	*%	*%	1%	*%	-%	-%	1%	*%	*%	*%	*%	-%	*%	*%

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Yes	2424	234	215	164	151	169	161	253	245	250	238	156	150
	98%	97%	96%	97%	96%	98%	96%	99%	99%	99%	99%	98%	99%
No	50	8	7	3	6	3	6	2	4	2	3	3	*
	2%	3%	3%	2%	4%	2%	4%	1%	1%	1%	1%	2%	*%
Don't know	7	-	2	2	-	-	1	-	-	-	-	-	1
	*%	-%	1%	1%	-%	-%	1%	-%	-%	-%	-%	-%	1%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Yes	2424	2056	182	110	75	2424	2143	281	692	606	538	555	1298	1093	2424
	98%	98%	98%	98%	98%	98%	98%	99%	99%	98%	98%	96%	98%	97%	98%
No	50	43	4	2	1	50	49	*	9	10	13	16	19	29	50
	2%	2%	2%	2%	2%	2%	2%	*%	1%	2%	2%	3%	1%	3%	2%
Don't know	7	7	-	-	-	7	5	2	-	1	-	5	1	5	7
	*%	*%	-%	-%	-%	*%	*%	1%	-%	*%	-%	1%	*%	*%	*%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 13

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

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

Base : All parents of 3-17 year olds

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Yes	2424	512	1817	435	800	781	488	1238	598
	98%	97%	98%	97%	98%	99%	99%	98%	98%
No	50	12	33	12	18	9	6	29	9
	2%	2%	2%	3%	2%	1%	1%	2%	2%
Don't know	7	1	-	1	-	-	1	1	-
	*%	*%	-%	*%	-%	-%	*%	*%	-%

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

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

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

Base : All parents of 3-17 year olds

				CHILD'S AGE				CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
	Total	3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
HAVE BROADBAND AT HOME	2424	453	318	333	507	502	311	1611	813	1225	1161	184	1135	1032
	98%	96%	97%	97%	99%	99%	98%	97%	99%	98%	98%	95%	97%	99%
														a
Yes	33	7	5	8	4	5	5	23	10	12	20	2	18	11
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
No	17	11	2	1	2	-	1	16	1	9	6	8	6	2
	1%	2%	1%	*%	*%	-%	*%	1%	*%	1%	1%	4%	1%	*%
		e										bc		
Don't know	7	2	3	1	-	-	1	5	1	2	4	-	5	-
	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%

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

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

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

Base : All parents of 3-17 year olds

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
HAVE BROADBAND AT HOME	2424	234	215	164	151	169	161	253	245	250	238	156	150
	98%	97%	96%	97%	96%	98%	96%	99%	99%	99%	99%	98%	99%
Yes	33	2	5	3	2	2	6	-	4	2	3	3	*
	1%	1%	2%	2%	1%	1%	4%	-%	1%	1%	1%	2%	*%
No	17	6	3	-	2	1	-	2	-	-	-	-	1
	1%	3%	1%	-%	2%	*%	-%	1%	-%	-%	-%	-%	1%
Don't know	7	-	2	2	1	-	1	-	-	-	-	-	-
	*%	-%	1%	1%	1%	-%	1%	-%	-%	-%	-%	-%	-%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
HAVE BROADBAND AT HOME	2424	2056	182	110	75	2424	2143	281	692	606	538	555	1298	1093	2424
	98%	98%	98%	98%	98%	98%	98%	99%	99%	98%	98%	96%	98%	97%	98%
Yes	33	28	3	1	-	33	32	*	6	3	9	13	9	22	33
	1%	1%	2%	1%	-%	1%	1%	*%	1%	*%	2%	2%	1%	2%	1%
No	17	14	1	1	1	17	17	-	3	7	4	4	10	7	17
	1%	1%	*%	1%	2%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%
Don't know	7	7	-	-	-	7	5	2	-	1	-	4	1	4	7
	*%	*%	-%	-%	-%	*%	*%	1%	-%	*%	-%	1%	*%	*%	*%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
HAVE BROADBAND AT HOME	2424	512	1817	435	800	781	488	1238	598
	98%	97%	98%	97%	98%	99%	99%	98%	98%
Yes	33	8	24	9	11	6	3	22	4
	1%	2%	1%	2%	1%	1%	1%	2%	1%
No	17	5	9	2	7	3	3	7	5
	1%	1%	*%	*%	1%	*%	1%	1%	1%
Don't know	7	1	-	2	-	-	1	1	-
	*%	*%	-%	*%	-%	-%	*%	*%	-%

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
A television set	2065	366	271	293	447	424	264	1377	688	1021	1015	157	958	902
	83%	77%	83%	85%	87%	84%	83%	83%	83%	82%	85%	81%	82%	86%
					a									
A tablet (like an iPad or Amazon Fire)	1293	296	220	202	267	188	120	986	308	608	670	113	733	421
	52%	63%	67%	59%	52%	37%	38%	60%	37%	49%	56%	58%	63%	40%
		ef	def	ef	ef			b			a	c	c	
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122	158	104	121	233	300	206	616	506	554	550	54	408	615
	45%	33%	32%	35%	46%	59%	65%	37%	61%	44%	46%	28%	35%	59%
					ab	abcd	abcd		a					ab
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649	55	79	92	156	162	105	382	267	430	212	16	263	342
	26%	12%	24%	27%	30%	32%	33%	23%	32%	34%	18%	8%	23%	33%
			a	a	a	a	a		a	b			a	ab
A desktop computer/ laptop/ netbook	542	40	41	68	111	168	114	260	282	262	271	10	180	337
	22%	8%	13%	20%	22%	33%	36%	16%	34%	21%	23%	5%	15%	32%
				a	ab	abcd	abcd		a				a	ab
Other type of device	29	5	3	*	10	9	3	18	11	12	15	5	9	15
	1%	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
None of these/ Child does not watch TV programmes or films	87	23	11	9	8	22	14	51	36	51	27	8	39	33
	4%	5%	3%	3%	2%	4%	4%	3%	4%	4%	2%	4%	3%	3%

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Don't know	10	2	2	3	-	2	1	6	3	6	3	-	6	2
	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%	-%	1%	*%

SUMMARY

	Total	3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383	447	315	331	504	482	303	1598	786	1190	1160	186	1121	1010
	96%	95%	96%	97%	98%	95%	95%	97%	95%	95%	97%	96%	96%	97%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972	359	255	274	407	403	274	1295	677	975	971	137	924	849
	80%	76%	78%	80%	79%	79%	86%	78%	82%	78%	82%	71%	79%	81%
							ab							a
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319	81	44	38	57	58	39	221	98	169	145	29	163	109
	13%	17%	14%	11%	11%	12%	12%	13%	12%	14%	12%	15%	14%	10%

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
A television set	2065	185	178	142	127	147	144	213	227	209	205	125	136
	83%	76%	79%	84%	81%	86%	86%	84%	91%	83%	85%	79%	89%
									abdk				a
A tablet (like an iPad or Amazon Fire)	1293	156	138	111	107	100	100	117	147	79	104	46	74
	52%	64%	62%	66%	68%	58%	60%	46%	59%	31%	43%	29%	49%
		gijkl	gijk	gijkl	gijkl	ik	ijk	k	ijk				ik
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122	78	79	58	44	62	57	108	122	150	142	98	105
	45%	32%	35%	34%	28%	36%	34%	43%	49%	59%	59%	62%	69%
									adf	abcdefg	abcdefg	abcdefg	abcdefgh
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649	43	12	44	35	59	33	108	45	109	51	67	35
	26%	18%	5%	26%	22%	34%	20%	42%	18%	43%	21%	42%	23%
		b		b	b	abfh	b	abcdfhjl	b	abcdfhjl	b	abcdfhjl	b
A desktop computer/ laptop/ netbook	542	26	14	24	17	42	25	50	59	70	95	51	60
	22%	11%	6%	14%	11%	25%	15%	20%	24%	28%	39%	32%	40%
						abd		b	abd	abcdf	abcdefgh	abcdf	abcdefgh
Other type of device	29	2	3	1	1	*	-	1	7	6	2	1	1
	1%	1%	1%	1%	1%	*%	-%	*%	3%	2%	1%	1%	1%
None of these/ Child does not watch TV programmes or films	87	12	10	5	6	4	3	6	-	15	4	10	4
	4%	5%	4%	3%	4%	2%	2%	2%	-%	6%	2%	6%	3%
		h								h		h	

CHILD'S AGE AND GENDER

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

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

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

Base : All parents of 3-17 year olds

						CHILD'S AGE AND GENDER							
Significance Level: 99%	Total	MALE 3-5 a	FEMALE 3-5 b	MALE 6-7 c	FEMALE 6-7 d	MALE 8-9 e	FEMALE 8-9 f	MALE 10-12 g	FEMALE 10-12 h	MALE 13-15 i	FEMALE 13-15 j	MALE 16-17 k	FEMALE 16-17 l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Don't know	10 *%	- -%	2 1%	2 1%	- -%	2 1%	1 1%	- -%	- -%	2 1%	- -%	- -%	- -%
SUMMARY													
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383 96%	231 95%	213 95%	162 96%	151 96%	166 96%	164 98%	248 98%	249 100% abik	235 93%	236 98%	149 94%	148 97%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972 80%	184 76%	174 77%	129 77%	123 79%	140 82%	132 79%	198 78%	204 82%	193 77%	202 84%	132 83%	136 90% abcgi
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319 13%	46 19% l	35 16%	19 12%	24 16%	19 11%	20 12%	35 14%	22 9%	26 10%	31 13%	24 15%	12 8%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION ENGLAND a	NATION SCOTLAND b	NATION WALES c	NATION N IRELAND d	NATION ALL UK e	AREA URBAN a	AREA RURAL b	SOCIAL GRADE AB a	SOCIAL GRADE C1 b	SOCIAL GRADE C2 c	SOCIAL GRADE DE d	SOCIAL GRADE ABC1 e	SOCIAL GRADE C2DE f	SOCIAL GRADE ALL UK g
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
A television set	2065 83%	1744 83%	160 86%	99 88%	63 82%	2065 83%	1827 83%	238 84%	631 90% bcdfg	512 83%	453 82%	446 77%	1143 87% df	899 80%	2065 83% d
A tablet (like an iPad or Amazon Fire)	1293 52%	1093 52%	101 54%	58 52%	41 53%	1293 52%	1140 52%	154 54%	411 59% bdfg	303 49%	301 55%	261 45%	714 54% d	562 50%	1293 52%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122 45%	948 45%	85 46%	56 51%	32 42%	1122 45%	991 45%	131 47%	344 49%	260 42%	260 47%	252 44%	603 46%	511 45%	1122 45%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649 26%	543 26%	52 28%	33 30%	20 27%	649 26%	573 26%	76 27%	161 23%	127 21%	158 29%	195 34% abeg	288 22%	353 31% abe	649 26%
A desktop computer/ laptop/ netbook	542 22%	476 23% d	31 17%	23 21%	12 16%	542 22% d	491 22%	51 18%	198 28% bdfg	106 17%	128 23%	107 19%	304 23%	236 21%	542 22%
Other type of device	29 1%	25 1%	3 1%	2 2%	- -%	29 1%	28 1%	1 *%	8 1%	5 1%	8 1%	7 1%	12 1%	15 1%	29 1%
None of these/ Child does not watch TV programmes or films	87 4%	75 4%	7 4%	3 2%	3 4%	87 4%	78 4%	8 3%	18 3%	33 5%	16 3%	18 3%	52 4%	34 3%	87 4%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Don't know	10	9	1	-	-	10	8	2	-	2	-	7	2	7	10
	*%	*%	*%	-%	-%	*%	*%	1%	-%	*%	-%	1%	*%	1%	*%
												ae			

SUMMARY

WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383	2022	179	109	74	2383	2111	272	683	582	535	551	1265	1086	2383
	96%	96%	96%	98%	96%	96%	96%	96%	97%	94%	97%	96%	96%	96%	96%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972	1671	149	91	61	1972	1737	234	586	463	441	457	1050	898	1972
	80%	79%	80%	81%	79%	80%	79%	83%	84%	75%	80%	79%	80%	80%	80%
									b						
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319	278	19	10	11	319	284	34	52	71	82	105	123	187	319
	13%	13%	10%	9%	14%	13%	13%	12%	7%	11%	15%	18%	9%	17%	13%
											ae	abeg		ae	ae

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
A television set	2065	426	1567	367	672	714	433	1065	487
	83%	81%	85%	82%	82%	90% ab	88% c	84%	80%
A tablet (like an iPad or Amazon Fire)	1293	288	968	220	413	460	270	663	304
	52%	55%	52%	49%	50%	58% ab	55%	52%	50%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1122	258	831	227	373	367	230	569	272
	45%	49%	45%	51%	46%	46%	46%	45%	45%
A games console or handheld games player (like a PlayStation/ Xbox/ Nintendo Switch)	649	177	454	170	240	148	112	317	194
	26%	34% b	25%	38% c	29% c	19%	23%	25%	32% ab
A desktop computer/ laptop/ netbook	542	136	389	105	189	179	131	270	122
	22%	26%	21%	23%	23%	23%	26%	21%	20%
Other type of device	29	6	18	2	15	3	3	15	8
	1%	1%	1%	*%	2%	*%	1%	1%	1%
None of these/ Child does not watch TV programmes or films	87	11	68	13	24	21	15	37	30
	4%	2%	4%	3%	3%	3%	3%	3%	5%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	**NONE**	**MOST**	**POTEN-TIALLY**	**LEAST**	**DOING WELL**	**GETTING BY**	**STRUGGLING**
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Don't know	10	3	2	1	-	1	1	-	5
	*%	1%	*%	*%	-%	*%	*%	-%	1%
									b

SUMMARY

	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE	2383	511	1780	434	795	768	479	1231	573
	96%	97%	96%	97%	97%	97%	97%	97%	94%
EVER WATCH TV PROGRAMMES OR FILMS ON ANY DEVICE OTHER THAN A TV SET	1972	454	1451	375	664	629	396	1003	490
	80%	86%	78%	84%	81%	80%	80%	79%	81%
		b							
ONLY WATCH TV PROGRAMMES OR FILMS ON A DEVICE OTHER THAN A TV SET	319	85	213	67	123	54	46	166	86
	13%	16%	12%	15%	15%	7%	9%	13%	14%
				c	c				

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900	361	251	255	395	382	256	1262	638	941	930	151	892	806
	77%	77%	76%	74%	77%	75%	81%	76%	77%	75%	78%	78%	77%	77%
On other websites or apps like YouTube or Vimeo	1249	230	180	190	261	233	155	861	388	659	569	89	618	512
	50%	49%	55%	55%	51%	46%	49%	52%	47%	53%	48%	46%	53%	49%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145	183	140	142	253	276	152	717	428	559	571	65	498	550
	46%	39%	43%	41%	49%	54%	48%	43%	52%	45%	48%	34%	43%	53%
						abc			a					ab
As they are broadcast on scheduled TV	928	151	126	140	207	197	106	624	303	453	463	54	454	398
	37%	32%	38%	41%	41%	39%	33%	38%	37%	36%	39%	28%	39%	38%
TV that has been recorded by someone in the household	542	73	75	70	129	129	66	348	195	261	275	26	250	256
	22%	16%	23%	20%	25%	25%	21%	21%	24%	21%	23%	14%	21%	24%
					a	a								a
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369	57	49	46	83	87	47	236	134	181	184	23	163	175
	15%	12%	15%	14%	16%	17%	15%	14%	16%	14%	15%	12%	14%	17%
Blu rays/ DVDs/ videos	354	47	49	63	81	74	40	240	114	166	179	15	179	149
	14%	10%	15%	18%	16%	15%	13%	15%	14%	13%	15%	8%	15%	14%
				a										

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
None of these	74	17	9	5	8	21	14	39	35	39	31	11	26	29
	3%	4%	3%	1%	2%	4%	4%	2%	4%	3%	3%	6%	2%	3%
Don't know	17	2	2	3	5	4	1	12	6	7	7	-	8	8
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%
SUMMARY														
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	454	317	336	498	482	303	1605	784	1200	1152	183	1132	1009
	96%	96%	97%	98%	97%	95%	95%	97%	95%	96%	97%	94%	97%	96%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 16

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900	186	172	130	119	126	127	196	195	177	193	127	123
	77%	77%	77%	77%	76%	73%	75%	77%	79%	70%	80%	80%	81%
On other websites or apps like YouTube or Vimeo	1249	127	100	99	79	103	85	126	130	119	106	84	69
	50%	53%	45%	59%	51%	60%	51%	50%	52%	47%	44%	53%	45%
						j							
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145	81	101	77	62	78	62	115	133	138	133	69	80
	46%	33%	45%	46%	39%	46%	37%	45%	54%	55%	55%	44%	52%
									af	adf	adf		af
As they are broadcast on scheduled TV	928	71	79	64	61	81	57	105	100	88	104	43	62
	37%	29%	35%	38%	39%	47%	34%	41%	40%	35%	43%	27%	41%
						ak					k		
TV that has been recorded by someone in the household	542	36	36	36	39	41	29	55	70	54	75	39	27
	22%	15%	16%	21%	25%	24%	17%	22%	28%	22%	31%	25%	18%
									a		abfl		
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369	35	21	26	22	21	25	37	45	35	51	27	20
	15%	15%	9%	15%	14%	12%	15%	14%	18%	14%	21%	17%	13%
											b		

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Blu rays/ DVDs/ videos	354	23	23	28	20	37	27	30	49	30	39	17	21
	14%	10%	10%	17%	13%	21%	16%	12%	20%	12%	16%	11%	14%
						a							
None of these	74	9	6	4	5	2	3	4	4	11	10	9	3
	3%	4%	3%	3%	3%	1%	2%	2%	2%	4%	4%	6%	2%
Don't know	17	*	2	2	-	1	2	1	2	2	2	1	-
	1%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	-%
SUMMARY													
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	233	216	162	152	169	164	249	243	239	229	148	149
	96%	96%	96%	96%	97%	98%	98%	98%	98%	95%	95%	93%	98%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900	1601	149	89	60	1900	1664	236	578	497	411	391	1075	802	1900
	77%	76%	80%	80%	78%	77%	76%	83%	82%	80%	75%	68%	82%	71%	77%
									cdfg	df			cdfg		df
On other websites or apps like YouTube or Vimeo	1249	1062	93	56	38	1249	1111	138	367	316	260	294	684	554	1249
	50%	50%	50%	50%	49%	50%	51%	49%	52%	51%	47%	51%	52%	49%	50%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145	981	84	54	26	1145	1012	133	420	288	233	195	707	428	1145
	46%	47%	45%	48%	34%	46%	46%	47%	60%	47%	42%	34%	54%	38%	46%
		d	d	d		d			bcdfg	df			cdfg		df
As they are broadcast on scheduled TV	928	798	66	41	22	928	826	101	330	219	208	165	549	373	928
	37%	38%	36%	36%	29%	37%	38%	36%	47%	36%	38%	29%	42%	33%	37%
		d					d		bcdfg				df		d
TV that has been recorded by someone in the household	542	466	41	22	13	542	476	66	213	117	111	94	330	205	542
	22%	22%	22%	20%	17%	22%	22%	23%	30%	19%	20%	16%	25%	18%	22%
									bcdfg				df		
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369	311	33	16	10	369	318	52	153	80	75	56	234	131	369
	15%	15%	18%	15%	13%	15%	14%	18%	22%	13%	14%	10%	18%	12%	15%
									bcdfg				df		

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Blu rays/ DVDs/ videos	354	299	33	14	7	354	302	52	101	89	75	86	190	161	354
	14%	14%	18%	13%	9%	14%	14%	18%	14%	14%	14%	15%	14%	14%	14%
			d					d							
None of these	74	64	6	1	3	74	66	7	13	21	15	20	34	34	74
	3%	3%	3%	1%	4%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%
Don't know	17	15	1	1	*	17	14	3	-	1	2	13	1	15	17
	1%	1%	1%	1%	*%	1%	1%	1%	-%	*%	*%	2%	*%	1%	1%
												abeg		ae	

SUMMARY

WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	2026	179	110	74	2389	2117	272	688	595	535	543	1283	1078	2389
	96%	96%	96%	99%	96%	96%	96%	96%	98%	96%	97%	94%	97%	96%	96%
									d				d		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.   **Table 16**

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Paid-for on-demand services like Netflix, Amazon Prime Video or Disney+	1900	395	1450	323	617	681	394	986	442
	77%	75%	78%	72%	75%	86% ab	80%	78%	73%
On other websites or apps like YouTube or Vimeo	1249	287	918	230	427	390	230	650	317
	50%	55%	50%	51%	52%	49%	47%	51%	52%
Online or catch-up services like BBC iPlayer, ITVX or Channel 4	1145	229	873	176	359	452	263	611	223
	46%	44%	47%	39%	44%	57% ab	53% c	48% c	37%
As they are broadcast on scheduled TV	928	163	744	147	278	379	232	465	198
	37%	31%	40% a	33%	34%	48% ab	47% bc	37%	33%
TV that has been recorded by someone in the household	542	89	439	84	165	232	149	262	112
	22%	17%	24% a	19%	20%	29% ab	30% bc	21%	19%
Rented or bought from online stores like Google Play Store, Sky Store or Apple TV+	369	89	263	57	113	162	92	181	83
	15%	17%	14%	13%	14%	21% ab	19%	14%	14%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 16

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Blu rays/ DVDs/ videos	354	81	261	47	141	116	69	187	74
	14%	15%	14%	11%	17%	15%	14%	15%	12%
					a				
None of these	74	12	52	12	21	16	18	25	25
	3%	2%	3%	3%	3%	2%	4%	2%	4%
Don't know	17	4	3	3	1	2	2	3	6
	1%	1%	*%	1%	*%	*%	*%	*%	1%

SUMMARY

	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
WATCH TV PROGRAMMES OR FILMS IN ANY OF THESE WAYS	2389	509	1795	433	797	771	475	1239	577
	96%	97%	97%	97%	97%	98%	96%	98%	95%
								c	

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
A lot	1285	304	197	221	281	190	92	1003	282	655	610	120	719	422
	54%	76%	63%	66%	55%	38%	29%	64%	34%	55%	53%	81%	64%	40%
		bdef	ef	def	ef			b				bc	c	
Some	858	56	86	98	202	249	166	443	415	428	418	12	312	497
	36%	14%	27%	30%	40%	49%	52%	28%	50%	36%	36%	8%	28%	48%
			a	a	ab	abc	abcd		a				a	ab
Not very much	211	29	24	13	25	66	54	92	120	99	108	12	69	119
	9%	7%	8%	4%	5%	13%	17%	6%	15%	8%	9%	8%	6%	11%
						cd	abcd		a					b
Nothing	23	9	5	-	3	-	6	17	6	12	10	5	11	5
	1%	2%	2%	-%	1%	-%	2%	1%	1%	1%	1%	3%	1%	*%
												c		
Don't know	4	1	2	-	-	-	*	4	*	3	1	*	3	*
	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
A lot	1285	158	145	103	94	110	109	152	122	87	95	45	45
	54%	78%	75%	64%	62%	65%	68%	60%	49%	35%	40%	29%	29%
		dghijkl	hijkl	ijkl	ijkl	hijkl	hijkl	ijkl	kl				
Some	858	29	27	44	42	51	45	94	108	130	113	79	83
	36%	14%	14%	28%	28%	31%	28%	37%	43%	52%	47%	50%	54%
				b	ab	ab	ab	ab	abcdf	abcdefg	abcdef	abcdef	abcdefg
Not very much	211	10	19	10	13	7	6	8	15	32	32	30	22
	9%	5%	10%	6%	9%	4%	4%	3%	6%	13%	13%	19%	15%
										efg	efg	acefgh	efg
Nothing	23	6	3	2	2	-	-	-	3	-	-	4	2
	1%	3%	2%	1%	1%	-%	-%	-%	1%	-%	-%	3%	1%
Don't know	4	1	*	2	-	-	-	-	-	-	-	-	*
	*%	*%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%

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

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

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

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

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
A lot	1285	1082	102	64	37	1285	1145	140	363	312	277	311	675	589	1285
	54%	54%	57%	59%	50%	54%	54%	52%	53%	54%	53%	56%	53%	54%	54%
Some	858	731	66	32	29	858	757	101	247	215	209	182	461	391	858
	36%	36%	37%	30%	39%	36%	36%	37%	36%	37%	40%	33%	36%	36%	36%
Not very much	211	184	11	9	7	211	186	26	71	56	27	52	127	80	211
	9%	9%	6%	8%	9%	9%	9%	10%	10%	10%	5%	9%	10%	7%	9%
Nothing	23	20	1	1	1	23	20	3	4	-	8	10	4	18	23
	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%	2%	2%	*%	2%	1%
												be		e	
Don't know	4	2	-	2	*	4	4	*	*	*	*	3	*	4	4
	*%	*%	-%	2%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
				ae											

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
A lot	1285	275	965	243	398	434	290	637	296
	54%	54%	54%	56%	51%	57%	60%	52%	51%
Some	858	189	634	152	314	265	152	468	212
	36%	37%	36%	35%	40%	35%	31%	39%	37%
Not very much	211	41	160	37	68	62	35	101	64
	9%	8%	9%	8%	9%	8%	7%	8%	11%
Nothing	23	4	14	5	4	3	8	9	4
	1%	1%	1%	1%	1%	*%	2%	1%	1%
Don't know	4	*	3	*	*	*	-	2	*
	*%	*%	*%	*%	*%	*%	-%	*%	*%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Rules about the video content they watch online	1617	291	260	269	365	300	132	1185	432	812	780	103	882	607
	68%	73%	82%	81%	71%	59%	42%	76%	52%	68%	68%	69%	79%	58%
		ef	adef	def	ef	f		b					c	
Rules about the types of websites or apps they can use	1581	263	242	248	391	307	129	1144	437	781	774	92	828	635
	66%	66%	77%	75%	76%	61%	41%	73%	53%	65%	68%	61%	74%	61%
			aef	ef	aef	f		b					ac	
Rules about who they can contact online	1514	177	198	248	401	332	159	1024	490	735	751	71	727	687
	64%	44%	63%	75%	78%	66%	50%	66%	60%	62%	66%	48%	65%	66%
				af	abf	abef	af						a	a
Rules about spending money online	1511	172	214	227	353	373	172	966	545	780	704	68	695	717
	63%	43%	68%	68%	69%	74%	54%	62%	66%	65%	61%	46%	62%	69%
			af	af	af	af							a	a
Rules about the information they can share online	1422	159	197	216	362	330	157	934	487	683	711	65	665	665
	60%	40%	63%	65%	71%	65%	49%	60%	59%	57%	62%	44%	60%	64%
			af	af	af	af							a	a
Rules about how much time they spend online	1412	269	234	257	302	252	98	1062	350	720	665	99	786	509
	59%	67%	74%	77%	59%	50%	31%	68%	43%	60%	58%	66%	71%	49%
		ef	def	def	f	f		b				c	c	
Rules about when they can go online	1251	237	214	241	274	204	80	966	284	629	600	93	726	410
	53%	59%	68%	72%	54%	40%	25%	62%	35%	53%	52%	63%	65%	39%
		ef	def	adef	ef	f		b				c	c	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 18

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Other rules	66	20	11	11	8	11	6	49	16	27	37	11	35	18
	3%	5%	3%	3%	1%	2%	2%	3%	2%	2%	3%	8%	3%	2%
												c		
No, do not have any rules	163	38	6	7	8	27	76	60	103	89	73	15	39	89
	7%	10%	2%	2%	2%	5%	24%	4%	13%	7%	6%	10%	3%	9%
		bcd					abcde		a			b		b
SUMMARY														
ANY RULES	2218	361	309	325	503	478	242	1499	720	1107	1074	134	1076	954
	93%	90%	98%	98%	98%	95%	76%	96%	87%	93%	94%	90%	97%	91%
		f	af	af	af	f		b					ac	

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Rules about the video content they watch online	1617	151	138	135	125	134	134	186	171	139	149	66	64
	68%	74%	71%	83%	82%	80%	84%	73%	69%	56%	62%	41%	42%
		ikl	kl	hijkl	hijkl	ijkl	hijkl	ikl	kl		kl		
Rules about the types of websites or apps they can use	1581	136	127	116	125	125	121	194	190	150	146	61	65
	66%	67%	65%	72%	82%	74%	76%	76%	77%	60%	61%	38%	43%
		kl	kl	kl	abijkl	ikl	ijkl	ijkl	ijkl	kl	kl		
Rules about who they can contact online	1514	84	93	100	97	129	117	207	187	141	177	74	80
	64%	41%	48%	62%	64%	77%	73%	81%	75%	57%	74%	47%	53%
				a	abk	abcikl	abikl	abcdikl	abikl		abikl		
Rules about spending money online	1511	90	80	111	103	126	100	178	168	182	176	93	77
	63%	44%	41%	69%	68%	75%	63%	70%	67%	73%	73%	59%	50%
				abl	abl	abkl	ab	abl	abl	abkl	abkl	b	
Rules about the information they can share online	1422	79	81	97	99	114	99	174	183	147	168	72	81
	60%	39%	42%	60%	65%	68%	62%	68%	74%	59%	70%	46%	54%
				ab	abk	abk	abk	abkl	abikl	ab	abkl		
Rules about how much time they spend online	1412	137	130	125	110	133	121	151	144	124	115	52	45
	59%	67%	67%	77%	72%	79%	76%	59%	58%	49%	48%	33%	30%
		ijkl	ijkl	ghijkl	hijkl	ghijkl	ghijkl	kl	kl	kl	kl		
Rules about when they can go online	1251	120	115	104	109	128	109	148	124	89	106	39	37
	53%	59%	60%	65%	72%	76%	68%	58%	50%	35%	44%	25%	25%
		ikl	ikl	ijkl	hijkl	abghijkl	hijkl	ikl	kl		kl		

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Other rules	66	8	12	5	6	6	6	1	4	4	7	3	2
	3%	4%	6%	3%	4%	3%	3%	1%	2%	2%	3%	2%	2%
No, do not have any rules	163	24	14	4	2	7	1	2	6	16	11	36	39
	7%	12%	7%	2%	1%	4%	*%	1%	3%	7%	4%	23%	26%
		cdfgh	fg							f		bcdefghij	abcdefghij
SUMMARY													
ANY RULES	2218	179	180	158	150	162	160	252	242	233	230	122	113
	93%	88%	93%	98%	99%	96%	100%	99%	97%	93%	96%	77%	74%
		l	kl	akl	akl	kl	abikl	abkl	akl	kl	kl		

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

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

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

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

	Total	NATION ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	AREA URBAN a	RURAL b	SOCIAL GRADE AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Rules about the video content they watch online	1617 68%	1363 67%	126 70%	75 69%	53 72%	1617 68%	1429 68%	187 70%	498 73% df	395 68%	353 68%	352 63%	894 70% d	705 65%	1617 68%
Rules about the types of websites or apps they can use	1581 66%	1329 66%	124 69%	77 71%	51 69%	1581 66%	1410 67%	171 63%	466 68%	408 70%	332 64%	361 65%	874 69%	692 64%	1581 66%
Rules about who they can contact online	1514 64%	1275 63%	121 67%	71 65%	48 65%	1514 64%	1334 63%	180 67%	435 64%	388 67%	326 63%	347 62%	824 65%	674 62%	1514 64%
Rules about spending money online	1511 63%	1274 63%	120 67%	69 64%	48 65%	1511 63%	1338 63%	173 64%	447 65%	379 65%	330 63%	338 60%	826 65%	668 62%	1511 63%
Rules about the information they can share online	1422 60%	1196 59%	110 61%	68 63%	47 64%	1422 60%	1252 59%	170 63%	442 64% df	349 60%	307 59%	310 55%	791 62%	617 57%	1422 60%
Rules about how much time they spend online	1412 59%	1189 59%	116 65%	64 60%	42 57%	1412 59%	1264 60%	148 55%	426 62% d	370 63% d	311 59%	293 52%	795 63% df	603 56%	1412 59%
Rules about when they can go online	1251 53%	1052 52%	103 57%	58 53%	38 52%	1251 53%	1108 52%	143 53%	388 57% df	339 58% cdf	252 48%	251 45%	728 57% cdf	503 47%	1251 53% df
Other rules	66 3%	57 3%	4 2%	4 3%	1 2%	66 3%	52 2%	13 5%	18 3%	13 2%	17 3%	14 3%	30 2%	32 3%	66 3%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
No, do not have any rules	163	143	8	8	4	163	143	20	31	47	34	47	78	81	163
	7%	7%	5%	8%	5%	7%	7%	7%	5%	8%	7%	8%	6%	8%	7%
SUMMARY															
ANY RULES	2218	1877	172	99	70	2218	1969	250	654	536	488	512	1189	999	2218
	93%	93%	95%	92%	95%	93%	93%	93%	95%	92%	93%	92%	94%	92%	93%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Rules about the video content they watch online	1617 68%	346 68%	1218 69%	272 62%	522 67%	559 73% a	315 65%	833 69%	398 69%
Rules about the types of websites or apps they can use	1581 66%	348 68%	1173 66%	269 62%	516 66%	518 68%	320 66%	797 66%	393 68%
Rules about who they can contact online	1514 64%	336 66%	1122 63%	261 60%	504 64%	493 64%	274 57%	799 66% a	372 64%
Rules about spending money online	1511 63%	325 64%	1137 64%	245 56%	509 65%	510 67% a	290 60%	782 64%	371 64%
Rules about the information they can share online	1422 60%	309 61%	1060 60%	244 56%	462 59%	482 63%	297 61%	735 60%	332 57%
Rules about how much time they spend online	1412 59%	267 53%	1095 62% a	239 55%	456 58%	473 62%	293 61%	744 61%	311 54%
Rules about when they can go online	1251 53%	272 53%	935 53%	217 50%	395 50%	430 56%	258 53%	643 53%	290 50%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Other rules	66	12	51	6	17	32	19	27	17
	3%	2%	3%	1%	2%	4%	4%	2%	3%
No, do not have any rules	163	26	127	43	47	40	26	75	53
	7%	5%	7%	10%	6%	5%	5%	6%	9%
SUMMARY									
ANY RULES	2218	483	1649	395	737	724	457	1141	524
	93%	95%	93%	90%	94%	95%	95%	94%	91%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Asking about what they are doing or have been doing online	1387 58%	166 42%	170 54% a	216 65% abf	359 70% abf	325 64% af	151 48%	911 58%	477 58%	710 59%	652 57%	37 25%	678 61% a	646 62% a
Being nearby and regularly checking what they do	1265 53%	265 66% ef	236 75% def	252 76% def	284 55% ef	177 35% f	52 16%	1037 67% b	229 28%	681 57% b	571 50%	92 62% c	802 72% c	358 34%
Check the browser/ device history after they have been online	847 36%	106 27% f	104 33% f	158 48% abef	248 48% abef	178 35% f	54 17%	615 39% b	232 28%	428 36%	406 35%	30 20%	441 40% a	368 35% a
Sitting beside them and watching or helping them while they are online	648 27%	236 59% bcdef	133 42% def	126 38% def	87 17% ef	45 9%	20 6%	582 37% b	66 8%	347 29%	292 25%	108 72% bc	433 39% c	102 10%
Other types of supervision	220 9%	21 5%	25 8%	40 12% a	64 13% a	47 9%	23 7%	150 10%	70 8%	106 9%	108 9%	9 6%	108 10%	98 9%
No, don't supervise their online access and use	248 10%	8 2%	3 1%	8 2%	24 5%	84 17% b	121 38% abcde	43 3%	205 25% a	124 10%	120 11%	* *%	19 2%	198 19% ab

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
SUMMARY														
ANY TYPES OF SUPERVISION	2134	391	313	324	488	421	197	1516	618	1071	1026	149	1096	846
	90%	98%	99%	98%	95%	83%	62%	97%	75%	90%	89%	100%	98%	81%
		ef	def	ef	ef	f		b				c	c	

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Asking about what they are doing or have been doing online	1387	93	73	88	81	105	107	186	167	160	154	78	71
	58%	46%	38%	55%	54%	62%	67%	73%	67%	64%	64%	49%	47%
				b		abl	abkl	abcdkl	abkl	abkl	abl		
Being nearby and regularly checking what they do	1265	140	125	117	118	131	118	166	114	94	79	33	18
	53%	69%	64%	72%	78%	78%	74%	66%	46%	38%	33%	21%	12%
		hijkl	hijkl	hijkl	hijkl	hijkl	hijkl	hijkl	kl	kl	l		
Check the browser/ device history after they have been online	847	63	43	47	55	82	76	121	124	89	81	25	27
	36%	31%	22%	29%	36%	49%	47%	48%	50%	36%	33%	16%	18%
		k		k	kl	abckl	abckl	abckl	abcjkl	kl	kl		
Sitting beside them and watching or helping them while they are online	648	122	111	72	60	68	56	47	40	23	18	13	7
	27%	60%	57%	45%	40%	40%	35%	19%	16%	9%	8%	8%	5%
		defghijkl	defghijkl	ghijkl	ghijkl	ghijkl	ghijkl	jl	l				
Other types of supervision	220	12	9	14	11	16	24	30	32	21	24	13	8
	9%	6%	5%	9%	7%	9%	15%	12%	13%	8%	10%	8%	5%
							bl						
No, don't supervise their online access and use	248	4	4	1	1	7	1	11	13	48	36	54	65
	10%	2%	2%	*%	1%	4%	1%	4%	5%	19%	15%	34%	43%
										abcdefgh	abcdefgh	abcdefghij	abcdefghij

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
SUMMARY													
ANY TYPES OF SUPERVISION	2134	199	190	161	150	162	159	243	236	202	204	105	87
	90%	98%	98%	100%	99%	96%	99%	96%	95%	81%	85%	66%	57%
		ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	kl	kl		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 19

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Asking about what they are doing or have been doing online	1387	1175	105	66	42	1387	1239	149	437	340	321	276	778	597	1387
	58%	58%	58%	61%	56%	58%	59%	55%	64%	58%	62%	49%	61%	55%	58%
									df		d		d		d
Being nearby and regularly checking what they do	1265	1077	93	57	39	1265	1119	147	357	323	288	285	680	573	1265
	53%	53%	52%	53%	53%	53%	53%	54%	52%	55%	55%	51%	54%	53%	53%
Check the browser/ device history after they have been online	847	716	62	41	28	847	756	91	246	184	183	220	431	403	847
	36%	35%	35%	38%	38%	36%	36%	34%	36%	32%	35%	39%	34%	37%	36%
Sitting beside them and watching or helping them while they are online	648	541	55	33	18	648	578	69	205	159	113	159	364	271	648
	27%	27%	31%	31%	24%	27%	27%	26%	30%	27%	22%	28%	29%	25%	27%
									c						
Other types of supervision	220	184	22	9	6	220	198	22	63	59	40	48	123	88	220
	9%	9%	12%	8%	8%	9%	9%	8%	9%	10%	8%	9%	10%	8%	9%
No, don't supervise their online access and use	248	210	20	10	7	248	211	36	70	59	58	57	129	115	248
	10%	10%	11%	9%	10%	10%	10%	14%	10%	10%	11%	10%	10%	11%	10%
SUMMARY															
ANY TYPES OF SUPERVISION	2134	1810	160	98	67	2134	1900	233	615	524	464	502	1139	966	2134
	90%	90%	89%	91%	90%	90%	90%	86%	90%	90%	89%	90%	90%	89%	90%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 19

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Asking about what they are doing or have been doing online	1387	300	1035	252	434	484	303	704	321
	58%	59%	58%	57%	55%	63% b	63%	58%	56%
Being nearby and regularly checking what they do	1265	262	949	232	417	396	247	649	305
	53%	52%	53%	53%	53%	52%	51%	53%	53%
Check the browser/ device history after they have been online	847	213	608	178	272	269	162	416	227
	36%	42% b	34%	41%	35%	35%	34%	34%	39%
Sitting beside them and watching or helping them while they are online	648	134	487	113	206	217	146	330	139
	27%	26%	27%	26%	26%	28%	30%	27%	24%
Other types of supervision	220	51	161	22	75	86	60	111	32
	9%	10%	9%	5%	10%	11% a	12% c	9%	6%
No, don't supervise their online access and use	248	43	193	46	81	72	32	138	65
	10%	8%	11%	10%	10%	9%	7%	11%	11%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 19

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
SUMMARY									
ANY TYPES OF SUPERVISION	2134	466	1583	392	702	693	451	1078	512
	90%	92%	89%	90%	90%	91%	93%	89%	89%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 20

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Yes	2080	235	262	308	492	482	301	1297	783	1027	1017	87	925	1002
	87%	59%	83%	93%	96%	95%	95%	83%	95%	86%	89%	58%	83%	96%
			a	ab	ab	ab	ab		a				a	ab
No	277	160	45	20	18	20	15	242	35	158	116	62	171	38
	12%	40%	14%	6%	4%	4%	5%	16%	4%	13%	10%	41%	15%	4%
		bcdef	cdef					b				bc	c	
Don't know	24	5	8	4	2	3	2	19	5	10	13	1	18	4
	1%	1%	3%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	*%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Yes	2080	119	114	132	128	155	150	240	243	234	234	148	148
	87%	58%	59%	82%	85%	92%	93%	95%	98%	94%	97%	93%	97%
				ab	ab	ab	abc	abcd	abcd	abc	abcd	abc	abcd
No	277	81	79	27	17	13	6	14	5	14	6	10	3
	12%	40%	41%	17%	11%	8%	4%	5%	2%	5%	2%	6%	2%
		cdefghijkl	cdefghijkl	fghijkl	hjl								
Don't know	24	4	*	3	6	-	4	-	2	3	1	1	1
	1%	2%	*%	2%	4%	-%	3%	-%	1%	1%	*%	1%	1%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Yes	2080	1764	157	97	63	2080	1849	231	609	496	463	483	1105	946	2080
	87%	87%	87%	90%	85%	87%	88%	86%	89%	85%	89%	86%	87%	87%	87%
No	277	236	22	9	10	277	242	35	73	83	55	62	157	118	277
	12%	12%	12%	9%	14%	12%	11%	13%	11%	14%	11%	11%	12%	11%	12%
Don't know	24	21	1	2	1	24	21	4	3	4	4	13	6	18	24
	1%	1%	*%	2%	2%	1%	1%	1%	*%	1%	1%	2%	1%	2%	1%
												ae			

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Yes	2080 87%	451 89%	1549 87%	388 89%	684 87%	669 87%	428 89%	1052 87%	509 88%
No	277 12%	55 11%	211 12%	44 10%	92 12%	94 12%	50 10%	152 13%	64 11%
Don't know	24 1%	3 1%	16 1%	5 1%	7 1%	2 *%	6 1%	12 1%	4 1%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	2095	197	330	377	400	403	388	1304	791	1031	1032	68	1007	928
Effective Weighted Sample	1410	137	227	262	282	284	279	874	536	694	698	50	677	635
Total	2080	235	262	308	492	482	301	1297	783	1027	1017	87	925	1002
At least every few weeks	1070	155	147	195	255	220	98	752	318	538	517	**	539	449
	51%	66%	56%	63%	52%	46%	33%	58%	41%	52%	51%	**	58%	45%
		def	f	def	f	f		b					c	
At least every few months	578	48	73	74	170	142	72	364	215	289	281	**	251	288
	28%	20%	28%	24%	34%	30%	24%	28%	27%	28%	28%	**	27%	29%
					acf									
Less often than every few months, but more than once	344	23	31	33	56	104	96	144	200	167	168	**	104	220
	17%	10%	12%	11%	11%	22%	32%	11%	26%	16%	17%	**	11%	22%
						abcd	abcde		a					b
Have talked to them once, and not since then	72	7	7	5	7	13	32	26	45	30	41	**	22	41
	3%	3%	3%	2%	1%	3%	11%	2%	6%	3%	4%	**	2%	4%
							abcde		a					
Don't know	16	2	3	1	4	2	3	11	5	4	10	**	10	4
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	**	1%	*%

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

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

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

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

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	~b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2095	102	93	159	167	188	184	193	201	200	195	189	192
Effective Weighted Sample	1410	69	67	110	116	131	128	135	142	143	136	132	142
Total	2080	119	114	132	128	155	150	240	243	234	234	148	148
At least every few weeks	1070	84	**	74	72	95	99	139	116	99	110	47	50
	51%	70%	**	56%	56%	61%	66%	58%	48%	43%	47%	32%	34%
		hijkl		kl	kl	ikl	hijkl	kl	k				
At least every few months	578	22	**	39	34	41	31	72	93	80	62	36	35
	28%	18%	**	29%	26%	26%	20%	30%	38%	34%	27%	24%	24%
									afl				
Less often than every few months, but more than once	344	12	**	15	17	17	16	28	25	46	54	50	45
	17%	10%	**	11%	13%	11%	11%	12%	10%	20%	23%	34%	31%
											efh	acdefghi	acdefgh
Have talked to them once, and not since then	72	*	**	4	2	3	2	1	6	6	7	15	16
	3%	*%	**	3%	2%	2%	2%	*%	3%	3%	3%	10%	11%
												adefgi	adefghi
Don't know	16	1	**	-	3	-	1	-	2	2	-	*	1
	1%	1%	**	-%	3%	-%	1%	-%	1%	1%	-%	*%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 21

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2095	1176	308	315	296	2095	1775	320	750	492	379	452	1242	831	2095
Effective Weighted Sample	1410	1059	286	303	279	1410	1223	195	498	333	268	315	823	581	1410
Total	2080	1764	157	97	63	2080	1849	231	609	496	463	483	1105	946	2080
At least every few weeks	1070	912	73	53	32	1070	957	113	280	251	239	287	532	526	1070
	51%	52%	47%	54%	51%	51%	52%	49%	46%	51%	52%	59%	48%	56%	51%
												ae		ae	
At least every few months	578	484	51	25	18	578	505	74	196	147	133	96	343	229	578
	28%	27%	33%	26%	28%	28%	27%	32%	32%	30%	29%	20%	31%	24%	28%
									df	d			df		d
Less often than every few months, but more than once	344	291	27	15	11	344	305	39	118	83	63	73	201	135	344
	17%	16%	17%	15%	17%	17%	16%	17%	19%	17%	14%	15%	18%	14%	17%
Have talked to them once, and not since then	72	62	4	4	2	72	67	5	12	15	24	21	27	45	72
	3%	4%	3%	4%	3%	3%	4%	2%	2%	3%	5%	4%	2%	5%	3%
Don't know	16	14	1	*	*	16	15	2	2	-	4	7	2	11	16
	1%	1%	1%	*%	1%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2095	452	1566	372	705	695	447	1069	500
Effective Weighted Sample	1410	306	1053	255	460	477	298	714	341
Total	2080	451	1549	388	684	669	428	1052	509
At least every few weeks	1070	254	777	235	357	304	217	508	299
	51%	56%	50%	60%	52%	45%	51%	48%	59%
				c					b
At least every few months	578	119	435	87	196	221	134	314	117
	28%	26%	28%	23%	29%	33%	31%	30%	23%
						a			
Less often than every few months, but more than once	344	58	272	50	105	119	66	186	69
	17%	13%	18%	13%	15%	18%	15%	18%	14%
Have talked to them once, and not since then	72	13	58	14	24	23	8	42	18
	3%	3%	4%	4%	4%	3%	2%	4%	4%
Don't know	16	7	7	2	2	2	3	2	6
	1%	2%	*%	*%	*%	*%	1%	*%	1%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
At least every few weeks	1070	155	147	195	255	220	98	752	318	538	517	60	539	449
	45%	39%	47%	59%	50%	44%	31%	48%	39%	45%	45%	40%	48%	43%
			f	abef	f	f		b						
At least every few months	578	48	73	74	170	142	72	364	215	289	281	21	251	288
	24%	12%	23%	22%	33%	28%	23%	23%	26%	24%	25%	14%	23%	28%
			a	a	abcf	a	a							a
Less often than every few months, but more than once	344	23	31	33	56	104	96	144	200	167	168	4	104	220
	14%	6%	10%	10%	11%	21%	30%	9%	24%	14%	15%	3%	9%	21%
						abcd	abcde		a					ab
Have talked to them once, and not since then	72	7	7	5	7	13	32	26	45	30	41	-	22	41
	3%	2%	2%	2%	1%	3%	10%	2%	6%	2%	4%	-%	2%	4%
							abcde		a					
Don't know	16	2	3	1	4	2	3	11	5	4	10	2	10	4
	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	165	53	24	20	23	17	261	40	169	130	62	190	41
	13%	41%	17%	7%	4%	5%	5%	17%	5%	14%	11%	42%	17%	4%
		bcdef	cdef					b				bc	c	

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

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

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

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

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
At least every few weeks	1070	84	70	74	72	95	99	139	116	99	110	47	50
	45%	41%	36%	46%	48%	56%	62%	55%	47%	40%	46%	29%	33%
				k	k	bikl	abchijkl	bkl	k		k		
At least every few months	578	22	26	39	34	41	31	72	93	80	62	36	35
	24%	11%	13%	24%	22%	24%	19%	28%	37%	32%	26%	22%	23%
				a		a		ab	abdfkl	ab	a		a
Less often than every few months, but more than once	344	12	11	15	17	17	16	28	25	46	54	50	45
	14%	6%	5%	9%	11%	10%	10%	11%	10%	18%	22%	31%	30%
										ab	abcefh	abcdefgh	abcdefgh
Have talked to them once, and not since then	72	*	7	4	2	3	2	1	6	6	7	15	16
	3%	*%	3%	3%	2%	2%	1%	*%	3%	2%	3%	10%	10%
												adefg	adefghi
Don't know	16	1	2	-	3	-	1	-	2	2	-	*	1
	1%	*%	1%	-%	2%	-%	1%	-%	1%	1%	-%	*%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	85	79	29	23	13	11	14	6	16	6	11	4
	13%	42%	41%	18%	15%	8%	7%	5%	2%	6%	3%	7%	3%
		cdefghijkl	cdefghijkl	fghijkl	ghjl								

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
At least every few weeks	1070	912	73	53	32	1070	957	113	280	251	239	287	532	526	1070
	45%	45%	41%	49%	43%	45%	45%	42%	41%	43%	46%	51%	42%	49%	45%
												ae		ae	
At least every few months	578	484	51	25	18	578	505	74	196	147	133	96	343	229	578
	24%	24%	28%	23%	24%	24%	24%	27%	29%	25%	26%	17%	27%	21%	24%
									df	d	d		df		d
Less often than every few months, but more than once	344	291	27	15	11	344	305	39	118	83	63	73	201	135	344
	14%	14%	15%	14%	14%	14%	14%	14%	17%	14%	12%	13%	16%	13%	14%
Have talked to them once, and not since then	72	62	4	4	2	72	67	5	12	15	24	21	27	45	72
	3%	3%	2%	3%	2%	3%	3%	2%	2%	3%	5%	4%	2%	4%	3%
Don't know	16	14	1	*	*	16	15	2	2	-	4	7	2	11	16
	1%	1%	1%	*%	*%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	256	23	11	11	302	263	38	76	87	59	76	163	135	302
	13%	13%	13%	10%	15%	13%	12%	14%	11%	15%	11%	14%	13%	13%	13%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 22

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

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

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

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
At least every few weeks	1070	254	777	235	357	304	217	508	299
	45%	50%	44%	54%	46%	40%	45%	42%	52%
				c					b
At least every few months	578	119	435	87	196	221	134	314	117
	24%	23%	25%	20%	25%	29%	28%	26%	20%
						a			
Less often than every few months, but more than once	344	58	272	50	105	119	66	186	69
	14%	11%	15%	11%	13%	16%	14%	15%	12%
Have talked to them once, and not since then	72	13	58	14	24	23	8	42	18
	3%	3%	3%	3%	3%	3%	2%	3%	3%
Don't know	16	7	7	2	2	2	3	2	6
	1%	1%	*%	*%	*%	*%	1%	*%	1%
HAVE NOT TALKED TO THEIR CHILD ABOUT HOW TO STAY SAFE ONLINE	302	58	227	49	100	96	56	164	68
	13%	11%	13%	11%	13%	13%	11%	13%	12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 23

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657	315	222	234	356	337	193	1127	530	848	782	131	792	691
	67%	67%	68%	68%	70%	66%	61%	68%	64%	68%	66%	68%	68%	66%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529	292	229	225	322	296	164	1068	460	786	717	126	761	611
	62%	62%	70%	66%	63%	58%	52%	65%	56%	63%	60%	65%	65%	58%
			ef	f	f			b						c
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1457	269	190	199	324	292	182	983	474	760	669	119	671	626
	59%	57%	58%	58%	63%	58%	57%	59%	57%	61%	56%	61%	58%	60%

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373	264	197	213	309	260	129	984	390	671	678	115	689	541
	55%	56%	60%	62%	60%	51%	41%	59%	47%	54%	57%	59%	59%	52%
		f	f	ef	f	f		b						c
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220	226	182	191	281	226	115	879	341	609	589	98	619	474
	49%	48%	55%	56%	55%	45%	36%	53%	41%	49%	49%	51%	53%	45%
		f	ef	ef	f			b						c
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174	211	174	182	266	222	119	833	341	601	551	91	588	472
	47%	45%	53%	53%	52%	44%	38%	50%	41%	48%	46%	47%	50%	45%
			f	f	f			b						
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010	192	143	153	227	184	110	715	294	504	483	91	490	404
	41%	41%	44%	45%	44%	36%	35%	43%	36%	40%	41%	47%	42%	39%
								b						

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
None of these	136	29	10	9	17	35	35	66	70	57	75	13	41	73
	5%	6%	3%	3%	3%	7%	11%	4%	8%	5%	6%	6%	4%	7%
							bcd		a					b
Don't know	44	3	6	5	10	9	10	24	19	22	19	*	16	21
	2%	1%	2%	1%	2%	2%	3%	1%	2%	2%	2%	*%	1%	2%

SUMMARY

	Total	3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	440	311	329	484	463	273	1564	736	1169	1097	181	1109	951
	93%	93%	95%	96%	95%	91%	86%	95%	89%	94%	92%	93%	95%	91%
		f	f	f	f			b						c

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 23

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
							CHILD'S AGE AND GENDER						
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657 67%	169 70%	143 64%	113 67%	108 69%	119 69%	113 67%	191 75% k	159 64%	161 64%	166 69%	96 60%	94 62%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529 62%	153 63%	136 61%	116 69% kl	111 71% kl	122 71% kl	102 61%	168 66% l	148 60%	144 57%	144 60%	84 53%	75 50%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1457 59%	148 61%	120 53%	96 57%	92 59%	103 60%	94 56%	180 71% bfhil	138 55%	138 55%	144 60%	94 59%	82 54%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 23

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373	136	126	104	92	103	110	148	155	117	131	63	64
	55%	56%	56%	62%	59%	60%	66%	58%	62%	46%	54%	40%	42%
		k	k	ikl	kl	kl	ikl	kl	ikl				
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220	115	109	92	88	94	96	136	139	108	107	63	49
	49%	47%	49%	55%	56%	55%	57%	54%	56%	43%	45%	40%	32%
		l	l	l	kl	l	kl	l	kl				
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174	105	105	92	80	93	89	141	119	106	106	65	52
	47%	43%	47%	55%	51%	54%	53%	55%	48%	42%	44%	41%	34%
				l	l	l		l	l				
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010	105	85	74	68	72	80	123	99	77	99	53	52
	41%	43%	38%	44%	43%	42%	48%	48%	40%	31%	41%	33%	34%
							i	i					

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

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
None of these	136	9	18	7	3	5	3	4	13	21	13	11	24
	5%	4%	8%	4%	2%	3%	2%	2%	5%	8%	6%	7%	16%
										g			acdefghj
Don't know	44	1	2	2	4	5	-	2	6	5	4	7	3
	2%	*%	1%	1%	3%	3%	-%	1%	2%	2%	2%	4%	2%
SUMMARY													
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	233	204	160	150	162	164	248	230	225	223	141	125
	93%	96%	91%	95%	96%	94%	98%	98%	92%	90%	93%	89%	83%
		l		l	l	l	ikl	ikl					

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 23

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657 67%	1401 67%	130 70%	77 69%	50 65%	1657 67%	1460 66%	197 70%	484 69%	413 67%	372 67%	366 63%	896 68%	738 65%	1657 67%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529 62%	1290 61%	122 66%	72 64%	45 58%	1529 62%	1340 61%	188 67%	451 64%	394 64%	331 60%	333 58%	845 64%	664 59%	1529 62%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1457 59%	1247 59%	109 59%	59 53%	42 55%	1457 59%	1288 59%	169 60%	445 64% f	369 60%	302 55%	320 56%	814 62% f	623 55%	1457 59%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373	1161	111	62	39	1373	1219	154	388	364	293	308	752	601	1373
	55%	55%	60%	56%	50%	55%	55%	54%	55%	59%	53%	54%	57%	53%	55%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220	1033	98	53	37	1220	1062	158	348	318	279	262	665	541	1220
	49%	49%	53%	47%	48%	49%	48%	56%	50%	51%	51%	46%	50%	48%	49%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174	987	98	56	33	1174	1016	158	345	297	248	271	642	519	1174
	47%	47%	52%	50%	44%	47%	46%	56% a	49%	48%	45%	47%	49%	46%	47%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010	864	74	44	27	1010	882	127	295	265	221	215	560	435	1010
	41%	41%	40%	39%	35%	41%	40%	45%	42%	43%	40%	37%	42%	39%	41%
None of these	136	119	8	5	4	136	121	14	27	35	26	45	62	71	136
	5%	6%	4%	4%	6%	5%	6%	5%	4%	6%	5%	8% a	5%	6%	5%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Don't know	44	39	2	2	2	44	40	4	7	4	8	22	12	31	44
	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	4%	1%	3%	2%
												abeg		e	
SUMMARY															
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	1948	176	105	71	2301	2036	265	667	578	517	509	1245	1026	2301
	93%	93%	95%	95%	92%	93%	93%	94%	95%	94%	94%	88%	94%	91%	93%
									df	d			df		d

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	1657 67%	348 66%	1250 68%	283 63%	552 67%	555 70%	334 67%	870 69%	385 63%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	1529 62%	331 63%	1145 62%	242 54%	526 64% a	513 65% a	326 66%	783 62%	347 57%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	1457 59%	325 62%	1073 58%	259 58%	465 57%	510 65% b	317 64% c	749 59%	327 54%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	1373 55%	314 60%	1015 55%	232 52%	446 54%	470 59%	275 56%	708 56%	331 55%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	1220 49%	276 53%	905 49%	204 46%	394 48%	423 54%	257 52%	633 50%	273 45%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	1174 47%	263 50%	871 47%	179 40%	387 47%	422 53% a	238 48%	591 47%	289 48%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	1010 41%	216 41%	755 41%	161 36%	319 39%	352 45%	220 44%	518 41%	219 36%
None of these	136 5%	28 5%	93 5%	30 7%	41 5%	31 4%	21 4%	57 4%	48 8%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Don't know	44	7	28	9	6	7	6	10	21
	2%	1%	2%	2%	1%	1%	1%	1%	4%
									b

SUMMARY

	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
AWARE OF ANY OF THESE TECHNICAL TOOLS OR CONTROLS	2301	490	1729	409	773	751	468	1201	538
	93%	93%	93%	91%	94%	95%	95%	95%	89%
							c	c	

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916	178	165	163	204	162	44	710	205	473	427	80	515	310
	37%	38%	50%	48%	40%	32%	14%	43%	25%	38%	36%	41%	44%	30%
		f	aef	ef	f	f		b						c
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796	152	114	132	181	160	57	579	217	418	363	61	422	292
	32%	32%	35%	38%	35%	32%	18%	35%	26%	34%	31%	31%	36%	28%
		f	f	f	f	f		b						c
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790	158	142	143	190	124	33	633	157	377	399	67	455	256
	32%	34%	43%	42%	37%	24%	10%	38%	19%	30%	34%	35%	39%	24%
		f	ef	ef	ef	f		b						c

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b	SCHOOL YEAR PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	761 31%	128 27%	93 28%	107 31%	180 35%	168 33%	85 27%	508 31%	252 31%	394 32%	348 29%	52 27%	349 30%	339 32%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691 28%	128 27%	120 36%	121 35%	181 35%	115 23%	27 9%	548 33%	142 17%	371 30%	306 26%	45 23%	401 34%	239 23%
		f	ef	ef	ef	f		b					c	
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690 28%	123 26%	125 38%	121 35%	191 37%	104 21%	25 8%	561 34%	129 16%	337 27%	337 28%	45 23%	405 35%	230 22%
		f	aef	ef	aef	f		b					c	

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

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

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

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416	64	69	76	112	76	19	321	95	206	201	28	230	155
	17%	14%	21%	22%	22%	15%	6%	19%	11%	17%	17%	14%	20%	15%
		f	f	af	f	f		b						
None of these	521	98	38	40	64	143	138	240	281	239	273	50	148	298
	21%	21%	11%	12%	12%	28%	43%	14%	34%	19%	23%	26%	13%	29%
		bcd				bcd	abcde		a			b		b
Don't know	77	10	8	9	17	16	17	44	33	35	36	2	33	32
	3%	2%	2%	3%	3%	3%	5%	3%	4%	3%	3%	1%	3%	3%
SUMMARY														
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882	364	283	294	431	347	163	1372	511	973	881	142	985	715
	76%	77%	86%	86%	84%	69%	51%	83%	62%	78%	74%	73%	84%	68%
		f	aef	aef	ef	f		b					ac	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 24

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916	85	89	81	83	93	70	107	93	80	75	27	17
	37%	35%	40%	48%	53%	54%	42%	42%	37%	32%	31%	17%	11%
		kl	kl	ijkl	ahijkl	ahijkl	kl	kl	kl	kl	kl		
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796	87	63	53	59	74	58	107	74	67	84	31	26
	32%	36%	28%	32%	38%	43%	35%	42%	30%	26%	35%	20%	17%
		kl		l	kl	bikl	kl	ikl	l		kl		
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790	81	76	67	74	69	74	88	98	56	61	17	16
	32%	34%	34%	40%	47%	40%	44%	34%	40%	22%	25%	11%	11%
		kl	kl	ikl	ijkl	ijkl	ijkl	kl	ikl	kl	kl		

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

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

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

Base : All parents of 3-17 year olds

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	761 31%	63 26%	64 29%	46 28%	47 30%	50 29%	55 33%	108 42% achl	68 28%	74 29%	84 35% l	52 33%	30 20%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691 28%	69 29% kl	57 25% kl	62 37% ijkl	57 36% jkl	63 37% ijkl	57 34% jkl	106 42% bijkl	75 30% kl	57 23% kl	48 20% kl	14 9%	13 8%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690 28%	59 25% kl	64 28% kl	59 35% ijkl	65 41% aijkl	54 31% kl	67 40% aijkl	100 39% aijkl	88 35% ijkl	47 19% l	48 20% l	18 11%	6 4%

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

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

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416	38	26	32	37	41	35	63	48	23	47	10	8
	17%	16%	12%	19%	23%	24%	21%	25%	19%	9%	19%	6%	5%
		kl		kl	ikl	bikl	ikl	bikl	kl		kl		
None of these	521	45	51	23	14	18	20	24	39	69	73	60	75
	21%	18%	23%	14%	9%	10%	12%	10%	16%	27%	30%	38%	50%
			deg							cdefg	cdefgh	abcdefg	abcdefghij
Don't know	77	6	4	2	6	5	4	4	8	10	6	8	8
	3%	3%	2%	1%	4%	3%	2%	2%	3%	4%	3%	5%	5%
SUMMARY													
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882	192	169	144	138	149	143	226	201	173	161	91	69
	76%	79%	75%	85%	88%	87%	85%	89%	81%	69%	67%	57%	45%
		kl	kl	ijkl	bijkl	ijkl	ijkl	bijkl	jkl	l	l		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 24

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916	769	74	46	28	916	815	101	276	225	194	212	500	406	916
	37%	37%	40%	41%	36%	37%	37%	36%	39%	36%	35%	37%	38%	36%	37%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796	680	57	34	24	796	717	78	229	172	186	203	400	390	796
	32%	32%	31%	31%	31%	32%	33%	28%	33%	28%	34%	35%	30%	35%	32%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790	670	63	34	24	790	715	76	226	213	168	173	439	341	790
	32%	32%	34%	30%	31%	32%	33%	27%	32%	35%	30%	30%	33%	30%	32%
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	761	655	53	29	23	761	677	84	247	193	159	155	440	314	761
	31%	31%	28%	26%	30%	31%	31%	30%	35% df	31%	29%	27%	33%	28%	31%

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

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

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

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691	590	51	30	19	691	598	92	206	178	149	148	384	297	691
	28%	28%	27%	27%	25%	28%	27%	33%	29%	29%	27%	26%	29%	26%	28%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690	584	55	29	21	690	607	83	204	173	159	148	377	307	690
	28%	28%	30%	26%	28%	28%	28%	29%	29%	28%	29%	26%	29%	27%	28%
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416	361	27	16	12	416	371	46	117	112	94	91	229	184	416
	17%	17%	14%	14%	16%	17%	17%	16%	17%	18%	17%	16%	17%	16%	17%
None of these	521	440	40	24	16	521	452	69	133	130	131	117	262	249	521
	21%	21%	22%	22%	20%	21%	21%	24%	19%	21%	24%	20%	20%	22%	21%
Don't know	77	68	4	3	2	77	72	6	15	8	16	32	23	49	77
	3%	3%	2%	3%	3%	3%	3%	2%	2%	1%	3%	6%	2%	4%	3%
												abe		be	
SUMMARY															
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882	1597	142	84	59	1882	1674	208	554	479	404	426	1033	830	1882
	76%	76%	76%	75%	76%	76%	76%	74%	79%	78%	73%	74%	78%	74%	76%

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

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	916 37%	200 38%	680 37%	148 33%	314 38%	301 38%	198 40%	444 35%	229 38%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield).	796 32%	176 34%	580 31%	144 32%	297 36% c	226 29%	169 34%	394 31%	199 33%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Restricted mode	790 32%	191 36%	576 31%	128 28%	249 30%	283 36%	164 33%	399 31%	186 31%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 24

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

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

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
Significance Level: 99%	Total	ANY a	NONE b	MOST a	POTEN- TIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)	761 31%	181 35%	545 29%	130 29%	254 31%	268 34%	176 36% c	380 30%	162 27%
Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	691 28%	174 33%	498 27%	106 24%	224 27%	262 33% a	142 29%	332 26%	176 29%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	690 28%	162 31%	509 28%	125 28%	215 26%	245 31%	139 28%	357 28%	165 27%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 24

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

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

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Apps that can be installed on a child's phone to monitor which apps they use and for how long	416 17%	103 20%	295 16%	75 17%	140 17%	134 17%	82 16%	217 17%	91 15%
None of these	521 21%	104 20%	394 21%	111 25%	161 20%	144 18%	92 19%	279 22%	123 20%
Don't know	77 3%	14 3%	52 3%	14 3%	17 2%	14 2%	8 2%	22 2%	34 6% ab
SUMMARY									
USE ANY OF THESE TECHNICAL TOOLS OR CONTROLS	1882 76%	407 78%	1405 76%	323 72%	640 78%	631 80% a	394 80%	966 76%	450 74%

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	1442	229	230	248	257	245	233	964	478	738	679	108	702	576
Effective Weighted Sample	985	163	162	172	184	174	169	657	328	504	465	73	483	400
Total	1457	269	190	199	324	292	182	983	474	760	669	119	671	626
I can trust my child to be sensible/ responsible	630	53	61	85	148	167	115	347	283	292	323	22	231	351
	43%	20%	32%	43%	46%	57%	63%	35%	60%	38%	48%	18%	34%	56%
				a	a	abc	abcd		a		a		a	ab
I prefer to supervise my child's online use by talking to them and setting rules	620	97	87	94	161	121	61	438	182	318	293	37	295	274
	43%	36%	46%	47%	50%	42%	33%	45%	38%	42%	44%	32%	44%	44%
					f									
My child is too young/ don't need to worry about this yet	308	176	63	31	21	15	2	291	17	169	135	86	193	25
	21%	65%	33%	16%	6%	5%	1%	30%	4%	22%	20%	72%	29%	4%
		bcdef	cdef	def				b				bc	c	
Content filters block too much/ get in the way	238	36	23	33	60	60	26	153	86	107	128	13	111	104
	16%	13%	12%	17%	19%	21%	14%	16%	18%	14%	19%	11%	17%	17%
Content filters don't block enough	221	39	27	39	46	46	23	152	69	126	91	15	114	86
	15%	15%	14%	19%	14%	16%	12%	15%	15%	17%	14%	13%	17%	14%
Content filters are complicated to use	183	27	18	18	47	50	24	109	74	84	94	11	71	93
	13%	10%	10%	9%	14%	17%	13%	11%	16%	11%	14%	10%	11%	15%
My child can find a way around content filters	138	4	15	17	35	47	20	71	67	69	62	-	52	85
	9%	1%	8%	8%	11%	16%	11%	7%	14%	9%	9%	-%	8%	14%
			a	a	a	a	a		a					ab

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	1442	229	230	248	257	245	233	964	478	738	679	108	702	576
Effective Weighted Sample	985	163	162	172	184	174	169	657	328	504	465	73	483	400
Total	1457	269	190	199	324	292	182	983	474	760	669	119	671	626
None of these apply	136	24	17	13	29	22	31	82	54	78	57	11	56	65
	9%	9%	9%	6%	9%	8%	17%	8%	11%	10%	9%	9%	8%	10%
							ce							
Don't know	34	4	4	10	5	7	5	22	11	20	12	2	20	9
	2%	1%	2%	5%	2%	2%	3%	2%	2%	3%	2%	2%	3%	1%

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1442	126	102	115	113	124	121	137	115	118	121	118	107
Effective Weighted Sample	985	89	73	80	80	86	85	98	83	85	85	84	79
Total	1457	148	120	96	92	103	94	180	138	138	144	94	82
I can trust my child to be sensible/ responsible	630	28	25	22	39	42	42	74	70	65	96	61	51
	43%	19%	21%	23%	42%	40%	45%	41%	51%	47%	67%	65%	63%
					ab	ab	abc	ab	abc	abc	abcdefgi	abcdeg	abceg
I prefer to supervise my child's online use by talking to them and setting rules	620	50	47	40	46	50	43	84	74	61	56	33	27
	43%	33%	39%	42%	50%	49%	46%	47%	54%	44%	39%	35%	33%
									al				
My child is too young/ don't need to worry about this yet	308	98	76	31	31	18	11	13	8	7	8	1	1
	21%	66%	64%	32%	33%	18%	12%	7%	6%	5%	5%	2%	1%
		cdefghijkl	cdefghijkl	fghijkl	fghijkl	ikl	kl						
Content filters block too much/ get in the way	238	17	19	10	13	17	16	24	34	27	33	12	14
	16%	12%	16%	10%	14%	16%	18%	14%	25%	20%	23%	12%	17%
Content filters don't block enough	221	21	18	16	11	24	13	31	13	22	24	12	11
	15%	14%	15%	17%	12%	23%	14%	17%	10%	16%	17%	12%	14%
Content filters are complicated to use	183	11	16	8	10	11	6	19	28	23	24	12	11
	13%	7%	13%	8%	11%	11%	7%	11%	20%	17%	16%	13%	13%

CHILD'S AGE AND GENDER

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	1442	126	102	115	113	124	121	137	115	118	121	118	107
Effective Weighted Sample	985	89	73	80	80	86	85	98	83	85	85	84	79
Total	1457	148	120	96	92	103	94	180	138	138	144	94	82
My child can find a way around content filters	138	*	4	7	8	11	6	13	20	26	18	13	7
	9%	*%	3%	7%	9%	11%	6%	7%	15%	19%	12%	14%	8%
					a	a			a	ab	a	a	a
None of these apply	136	15	9	13	3	4	9	18	10	12	10	15	15
	9%	10%	8%	14%	4%	4%	10%	10%	8%	9%	7%	16%	19%
												de	de
Don't know	34	3	*	4	*	4	5	2	3	5	2	2	1
	2%	2%	*%	4%	*%	4%	6%	1%	2%	3%	1%	2%	2%

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1442	833	212	196	201	1442	1211	231	541	357	242	288	898	530	1442
Effective Weighted Sample	985	752	196	189	189	985	848	144	358	249	175	204	602	378	985
Total	1457	1247	109	59	42	1457	1288	169	445	369	302	320	814	623	1457
I can trust my child to be sensible/ responsible	630	543	44	27	16	630	542	88	197	156	139	134	352	273	630
	43%	44%	40%	46%	37%	43%	42%	52%	44%	42%	46%	42%	43%	44%	43%
I prefer to supervise my child's online use by talking to them and setting rules	620	532	50	23	16	620	560	60	206	139	145	125	344	270	620
	43%	43%	46%	38%	37%	43%	43%	36%	46%	38%	48%	39%	42%	43%	43%
My child is too young/ don't need to worry about this yet	308	263	26	11	9	308	270	38	94	85	61	64	179	126	308
	21%	21%	24%	18%	21%	21%	21%	23%	21%	23%	20%	20%	22%	20%	21%
Content filters block too much/ get in the way	238	210	14	10	4	238	209	29	85	63	55	31	148	86	238
	16%	17%	13%	17%	9%	16%	16%	17%	19% d	17%	18%	10%	18% d	14%	16%
Content filters don't block enough	221	187	16	9	9	221	200	21	91	42	38	49	132	86	221
	15%	15%	14%	15%	22%	15%	15%	12%	20% b	11%	12%	15%	16%	14%	15%
Content filters are complicated to use	183	162	12	5	4	183	167	16	78	34	41	29	111	70	183
	13%	13%	11%	8%	10%	13%	13%	9%	17% bd	9%	14%	9%	14%	11%	13%
My child can find a way around content filters	138	117	11	5	5	138	125	13	52	32	28	23	83	51	138
	9%	9%	10%	8%	11%	9%	10%	8%	12%	9%	9%	7%	10%	8%	9%

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1442	833	212	196	201	1442	1211	231	541	357	242	288	898	530	1442
Effective Weighted Sample	985	752	196	189	189	985	848	144	358	249	175	204	602	378	985
Total	1457	1247	109	59	42	1457	1288	169	445	369	302	320	814	623	1457
None of these apply	136	114	12	5	4	136	119	17	31	40	32	32	71	64	136
	9%	9%	11%	9%	10%	9%	9%	10%	7%	11%	11%	10%	9%	10%	9%
Don't know	34	29	3	2	1	34	32	1	10	7	4	8	18	12	34
	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1442	315	1077	241	455	529	329	739	318
Effective Weighted Sample	985	214	735	167	308	363	219	508	217
Total	1457	325	1073	259	465	510	317	749	327
I can trust my child to be sensible/ responsible	630	145	464	116	208	214	147	309	144
	43%	45%	43%	45%	45%	42%	46%	41%	44%
I prefer to supervise my child's online use by talking to them and setting rules	620	148	453	107	194	221	136	310	149
	43%	45%	42%	41%	42%	43%	43%	41%	46%
My child is too young/ don't need to worry about this yet	308	61	238	40	105	115	67	160	67
	21%	19%	22%	15%	23%	23%	21%	21%	21%
Content filters block too much/ get in the way	238	62	165	42	68	105	74	116	43
	16%	19%	15%	16%	15%	21%	23%	16%	13%
							c		
Content filters don't block enough	221	70	140	37	58	89	54	107	55
	15%	22%	13%	14%	12%	17%	17%	14%	17%
		b							
Content filters are complicated to use	183	59	120	36	46	85	53	94	34
	13%	18%	11%	14%	10%	17%	17%	12%	10%
		b				b			

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 25

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1442	315	1077	241	455	529	329	739	318
Effective Weighted Sample	985	214	735	167	308	363	219	508	217
Total	1457	325	1073	259	465	510	317	749	327
My child can find a way around content filters	138	35	97	21	38	56	41	70	20
	9%	11%	9%	8%	8%	11%	13%	9%	6%
None of these apply	136	20	111	32	48	38	21	80	28
	9%	6%	10%	12%	10%	7%	6%	11%	8%
Don't know	34	7	20	6	8	7	5	17	6
	2%	2%	2%	2%	2%	1%	2%	2%	2%

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

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

		CONTENT FILTERS FROM ISP	
	Total	USE	AWARE DON'T USE
Significance Level: 99%		a	b
Unweighted total	1442	748	694
Effective Weighted Sample	985	508	477
Total	1457	761	696
I can trust my child to be sensible/ responsible	630 43%	341 45%	289 42%
I prefer to supervise my child's online use by talking to them and setting rules	620 43%	308 40%	313 45%
My child is too young/ don't need to worry about this yet	308 21%	138 18%	170 24%
Content filters block too much/ get in the way	238 16%	103 14%	135 19%
Content filters don't block enough	221 15%	151 20% b	70 10%
Content filters are complicated to use	183 13%	101 13%	82 12%
My child can find a way around content filters	138 9%	100 13% b	38 6%

Columns Tested: a,b

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

QP42A. You said earlier you were aware of 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL the devices using your home broadband service (also known as home network filtering)'
Here are some things that other people have said about this type of technical tool or control. Do any of these apply to your household? (MULTI CODE)

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

		CONTENT FILTERS FROM ISP	
	Total	USE	AWARE DON'T USE
Significance Level: 99%		a	b
Unweighted total	1442	748	694
Effective Weighted Sample	985	508	477
Total	1457	761	696
None of these apply	136	89	47
	9%	12%	7%
		b	
Don't know	34	12	22
	2%	2%	3%

Columns Tested: a,b

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Strongly disagree	488	109	98	93	84	71	32	385	104	236	236	41	297	140
	21%	27%	31%	28%	16%	14%	10%	25%	13%	20%	21%	27%	27%	13%
		def	def	def				b				c	c	
Slightly disagree	506	72	74	76	137	86	62	359	147	227	270	25	255	212
	21%	18%	24%	23%	27%	17%	19%	23%	18%	19%	24%	17%	23%	20%
					e									
Neither agree nor disagree	641	107	82	78	132	146	96	399	242	344	288	38	283	290
	27%	27%	26%	24%	26%	29%	30%	26%	29%	29%	25%	25%	25%	28%
Slightly agree	466	57	34	48	111	138	80	249	218	224	241	22	155	275
	20%	14%	11%	14%	22%	27%	25%	16%	26%	19%	21%	15%	14%	26%
					b	abc	abc		a					b
Strongly agree	215	29	17	26	39	60	43	112	103	125	88	10	83	119
	9%	7%	5%	8%	8%	12%	14%	7%	13%	10%	8%	6%	7%	11%
						b	b		a					b
Don't know	66	27	10	11	9	5	5	56	10	41	22	14	42	8
	3%	7%	3%	3%	2%	1%	1%	4%	1%	3%	2%	9%	4%	1%
		def						b				c	c	
SUMMARY														
TOTAL DISAGREE	994	181	173	169	221	157	94	743	251	463	507	66	552	352
	42%	45%	55%	51%	43%	31%	30%	48%	31%	39%	44%	44%	50%	34%
		ef	def	ef	ef			b					c	
TOTAL AGREE	681	86	51	74	150	197	123	360	321	348	329	32	238	394
	29%	21%	16%	22%	29%	39%	39%	23%	39%	29%	29%	21%	21%	38%
					b	abc	abc		a					ab
TOTAL NEITHER/ DON'T KNOW	706	133	92	89	140	151	101	455	251	385	310	51	325	298
	30%	33%	29%	27%	27%	30%	32%	29%	31%	32%	27%	35%	29%	29%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
													CHILD'S AGE AND GENDER
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Strongly disagree	488	49	59	53	43	53	37	33	51	31	31	17	16
	21%	24%	30%	33%	29%	31%	23%	13%	21%	12%	13%	11%	10%
		kl	gijkl	gijkl	gijkl	gijkl	kl						
Slightly disagree	506	28	44	37	37	35	41	73	59	31	52	23	37
	21%	14%	23%	23%	25%	21%	25%	29%	24%	12%	21%	14%	25%
					i		i	aik					i
Neither agree nor disagree	641	65	42	37	46	38	40	71	56	82	61	50	43
	27%	32%	22%	23%	30%	23%	25%	28%	23%	33%	26%	32%	29%
Slightly agree	466	24	33	21	12	22	25	48	63	68	70	42	37
	20%	12%	17%	13%	8%	13%	16%	19%	25%	27%	29%	26%	24%
								d	acde	acde	acdef	acde	ad
Strongly agree	215	21	8	10	7	13	13	22	17	33	27	26	16
	9%	10%	4%	6%	5%	8%	8%	9%	7%	13%	11%	16%	11%
												bcd	
Don't know	66	18	8	4	6	7	4	7	2	5	-	1	2
	3%	9%	4%	2%	4%	4%	2%	3%	1%	2%	-%	*%	2%
		hjkl											
SUMMARY													
TOTAL DISAGREE	994	77	102	90	81	87	78	106	110	62	82	40	53
	42%	38%	53%	56%	53%	52%	49%	42%	44%	25%	34%	25%	35%
			ijkl	aijkl	ijkl	ijkl	ik	ik	ik				
TOTAL AGREE	681	44	41	31	19	35	39	70	80	100	97	68	53
	29%	22%	21%	19%	13%	21%	24%	28%	32%	40%	40%	43%	35%
								d	d	abcdef	abcdef	abcdefg	cde
TOTAL NEITHER/ DON'T KNOW	706	83	50	40	51	46	44	77	58	87	61	51	46
	30%	41%	26%	25%	34%	27%	27%	31%	23%	35%	26%	32%	30%
		ch											

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Strongly disagree	488	413	37	22	16	488	427	61	151	148	82	97	298	179	488
	21%	20%	21%	20%	22%	21%	20%	23%	22%	25%	16%	17%	24%	17%	21%
										cdf			cf		
Slightly disagree	506	418	45	25	18	506	444	62	159	124	116	97	282	213	506
	21%	21%	25%	24%	25%	21%	21%	23%	23%	21%	22%	17%	22%	20%	21%
Neither agree nor disagree	641	549	45	28	19	641	565	76	131	152	161	191	283	353	641
	27%	27%	25%	26%	26%	27%	27%	28%	19%	26%	31%	34%	22%	33%	27%
											ae	aeg		aeg	ae
Slightly agree	466	391	39	23	14	466	409	57	160	107	98	98	267	196	466
	20%	19%	22%	22%	18%	20%	19%	21%	23%	18%	19%	18%	21%	18%	20%
Strongly agree	215	192	10	7	6	215	205	10	73	39	49	52	113	101	215
	9%	9%	5%	7%	8%	9%	10%	4%	11%	7%	9%	9%	9%	9%	9%
							b								
Don't know	66	58	5	2	1	66	62	3	11	14	16	24	25	40	66
	3%	3%	3%	2%	2%	3%	3%	1%	2%	2%	3%	4%	2%	4%	3%
SUMMARY															
TOTAL DISAGREE	994	831	82	47	34	994	871	123	310	271	199	194	581	393	994
	42%	41%	45%	44%	46%	42%	41%	46%	45%	47%	38%	35%	46%	36%	42%
									df	df			df		
TOTAL AGREE	681	582	48	31	19	681	614	67	234	146	146	150	380	296	681
	29%	29%	27%	29%	26%	29%	29%	25%	34%	25%	28%	27%	30%	27%	29%
									b						
TOTAL NEITHER/ DON'T KNOW	706	607	50	30	20	706	627	79	142	166	177	215	307	392	706
	30%	30%	28%	27%	27%	30%	30%	29%	21%	28%	34%	38%	24%	36%	30%
										a	ae	abeg		abeg	ae

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 27

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Strongly disagree	488	100	374	67	151	162	108	264	95
	21%	20%	21%	15%	19%	21%	22%	22%	16%
Slightly disagree	506	122	363	100	155	182	94	281	103
	21%	24%	20%	23%	20%	24%	19%	23%	18%
Neither agree nor disagree	641	149	461	136	237	153	120	292	194
	27%	29%	26%	31%	30%	20%	25%	24%	34%
				c	c				ab
Slightly agree	466	82	366	81	156	167	94	247	114
	20%	16%	21%	19%	20%	22%	19%	20%	20%
Strongly agree	215	44	164	36	77	82	56	98	57
	9%	9%	9%	8%	10%	11%	12%	8%	10%
Don't know	66	11	49	16	8	19	12	33	14
	3%	2%	3%	4%	1%	3%	2%	3%	2%
				b					
SUMMARY									
TOTAL DISAGREE	994	222	737	168	306	343	201	546	198
	42%	44%	41%	38%	39%	45%	42%	45%	34%
								c	
TOTAL AGREE	681	126	529	117	233	249	150	345	171
	29%	25%	30%	27%	30%	33%	31%	28%	30%
TOTAL NEITHER/ DON'T KNOW	706	160	510	153	245	172	132	326	208
	30%	32%	29%	35%	31%	22%	27%	27%	36%
				c	c				b

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Strongly disagree	206	43	25	31	39	46	21	138	68	90	109	14	109	76
	9%	11%	8%	9%	8%	9%	7%	9%	8%	8%	10%	10%	10%	7%
Slightly disagree	390	63	44	73	93	78	39	273	117	192	193	20	187	173
	16%	16%	14%	22%	18%	15%	12%	18%	14%	16%	17%	13%	17%	17%
				f										
Neither agree nor disagree	751	136	106	101	155	148	105	498	253	363	379	55	352	311
	32%	34%	34%	30%	30%	29%	33%	32%	31%	30%	33%	37%	32%	30%
Slightly agree	695	111	92	79	160	155	99	441	254	356	325	40	308	331
	29%	28%	29%	24%	31%	31%	31%	28%	31%	30%	28%	27%	28%	32%
Strongly agree	288	29	37	43	62	73	43	172	117	165	121	10	133	139
	12%	7%	12%	13%	12%	15%	14%	11%	14%	14%	11%	7%	12%	13%
						a								
Don't know	51	17	10	6	3	5	10	36	15	30	19	9	27	14
	2%	4%	3%	2%	1%	1%	3%	2%	2%	3%	2%	6%	2%	1%
		d										c		
SUMMARY														
TOTAL DISAGREE	596	107	70	103	132	125	60	412	185	282	302	34	296	249
	25%	27%	22%	31%	26%	25%	19%	26%	22%	24%	26%	23%	27%	24%
				f										
TOTAL AGREE	983	140	129	122	222	228	142	613	370	521	446	50	441	470
	41%	35%	41%	37%	43%	45%	45%	39%	45%	44%	39%	34%	40%	45%
TOTAL NEITHER/ DON'T KNOW	802	153	116	107	157	152	116	534	268	393	398	65	378	325
	34%	38%	37%	32%	31%	30%	36%	34%	33%	33%	35%	43%	34%	31%

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

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

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

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

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Strongly disagree	206	25	17	12	13	18	12	8	31	17	25	11	10
	9%	12% g	9%	7%	9%	11%	8%	3%	13% g	7%	10%	7%	7%
Slightly disagree	390	32	31	24	20	36	37	44	47	40	35	16	24
	16%	16%	16%	15%	13%	21% k	23% k	17%	19%	16%	14%	10%	15%
Neither agree nor disagree	751	67	69	50	55	49	50	76	78	70	74	50	53
	32%	33%	36%	31%	36%	29%	31%	30%	31%	28%	31%	31%	35%
Slightly agree	695	47	64	44	48	39	38	91	63	77	75	59	39
	29%	23%	33%	27%	32%	23%	24%	36%	25%	31%	31%	37%	25%
Strongly agree	288	19	10	26	11	22	21	32	29	43	30	23	19
	12%	9%	5%	16% b	8%	13%	13%	13%	12%	17% b	12%	14%	13%
Don't know	51	14	3	6	4	5	1	3	*	2	3	*	8
	2%	7% hk	1%	4%	3%	3%	1%	1%	*%	1%	1%	*%	5% hk
SUMMARY													
TOTAL DISAGREE	596	57	48	36	33	54	50	52	78	57	60	27	33
	25%	28%	25%	22%	22%	32% k	31% k	20%	31% k	23%	25%	17%	22%
TOTAL AGREE	983	66	74	69	59	60	59	124	92	120	105	82	58
	41%	32%	38%	43%	39%	36%	37%	49% a	37%	48% a	43%	51% ae	38%
TOTAL NEITHER/ DON'T KNOW	802	81	72	56	59	54	52	79	78	73	77	50	61
	34%	40%	37%	35%	39%	32%	32%	31%	32%	29%	32%	32%	40%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Strongly disagree	206	179	15	9	4	206	187	19	76	48	35	39	124	74	206
	9%	9%	8%	8%	6%	9%	9%	7%	11% f	8%	7%	7%	10%	7%	9%
Slightly disagree	390	333	26	18	14	390	331	59	124	103	80	77	227	156	390
	16%	16%	14%	16%	19%	16%	16%	22%	18%	18%	15%	14%	18%	14%	16%
Neither agree nor disagree	751	639	56	34	21	751	676	75	189	165	176	218	354	394	751
	32%	32%	31%	32%	28%	32%	32%	28%	28%	28%	34%	39% abeg	28%	36% abe	32%
Slightly agree	695	583	58	31	24	695	610	85	197	202	141	144	399	285	695
	29%	29%	32%	29%	33%	29%	29%	31%	29%	35% df	27%	26%	32%	26%	29%
Strongly agree	288	242	24	14	8	288	261	28	92	58	77	62	149	139	288
	12%	12%	13%	13%	11%	12%	12%	10%	13%	10%	15%	11%	12%	13%	12%
Don't know	51	45	2	2	2	51	47	4	7	7	12	20	15	32	51
	2%	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	4% ae	1%	3% e	2%
SUMMARY															
TOTAL DISAGREE	596	511	40	26	18	596	518	78	200	151	115	116	351	230	596
	25%	25%	22%	25%	25%	25%	25%	29%	29% df	26%	22%	21%	28% f	21%	25%
TOTAL AGREE	983	825	82	45	32	983	871	112	289	260	219	206	549	425	983
	41%	41%	45%	42%	44%	41%	41%	42%	42%	45%	42%	37%	43%	39%	41%
TOTAL NEITHER/ DON'T KNOW	802	684	58	36	23	802	723	79	196	172	188	238	368	426	802
	34%	34%	32%	34%	32%	34%	34%	29%	29%	30%	36%	43% abeg	29%	39% abeg	34%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 28

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Strongly disagree	206	36	165	40	59	57	46	111	34
	9%	7%	9%	9%	8%	7%	9%	9%	6%
Slightly disagree	390	80	295	65	121	143	77	209	84
	16%	16%	17%	15%	15%	19%	16%	17%	15%
Neither agree nor disagree	751	192	526	157	248	212	139	361	220
	32%	38%	30%	36%	32%	28%	29%	30%	38%
		b							ab
Slightly agree	695	129	538	102	250	233	133	374	158
	29%	25%	30%	23%	32%	30%	27%	31%	27%
					a				
Strongly agree	288	54	226	56	99	110	76	141	69
	12%	11%	13%	13%	13%	14%	16%	12%	12%
Don't know	51	18	27	18	7	10	13	20	12
	2%	3%	2%	4%	1%	1%	3%	2%	2%
				b					
SUMMARY									
TOTAL DISAGREE	596	116	459	104	180	200	123	320	119
	25%	23%	26%	24%	23%	26%	25%	26%	21%
TOTAL AGREE	983	183	764	158	349	343	209	515	227
	41%	36%	43%	36%	45%	45%	43%	42%	39%
TOTAL NEITHER/ DON'T KNOW	802	210	553	175	255	222	152	382	232
	34%	41%	31%	40%	33%	29%	31%	31%	40%
		b		c					b

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Strongly disagree	123	34	19	18	20	26	7	91	32	53	69	14	68	40
	5%	8% f	6%	6%	4%	5%	2%	6%	4%	4%	6%	9%	6%	4%
Slightly disagree	259	49	35	45	56	49	24	185	73	120	131	21	133	97
	11%	12%	11%	14%	11%	10%	8%	12%	9%	10%	11%	14%	12%	9%
Neither agree nor disagree	595	122	88	77	119	115	74	406	188	309	276	48	278	237
	25%	31%	28%	23%	23%	23%	23%	26%	23%	26%	24%	32%	25%	23%
Slightly agree	916	129	122	139	220	188	118	610	306	461	447	43	443	414
	38%	32%	39%	42%	43%	37%	37%	39%	37%	39%	39%	29%	40%	40%
Strongly agree	444	45	42	49	92	127	90	227	217	225	210	13	166	250
	19%	11%	13%	15%	18%	25% abc	28% abcd	15%	26% a	19%	18%	8%	15%	24% ab
Don't know	45	21	9	4	5	1	5	38	7	28	14	10	26	6
	2%	5% cde	3%	1%	1%	*%	2%	2%	1%	2%	1%	7% c	2% c	1%
SUMMARY														
TOTAL DISAGREE	382	83	55	63	76	75	30	277	105	173	199	35	201	137
	16%	21% f	17% f	19% f	15%	15%	10%	18% b	13%	14%	17%	23% c	18%	13%
TOTAL AGREE	1360	173	164	188	312	314	209	837	523	686	657	56	610	663
	57%	43%	52%	57% a	61% a	62% a	66% ab	54%	64% a	57%	57%	37%	55% a	64% ab
TOTAL NEITHER/ DON'T KNOW	640	143	97	81	124	116	79	445	195	337	290	58	304	243
	27%	36% cdef	31%	24%	24%	23%	25%	29%	24%	28%	25%	39% c	27%	23%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 29

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Strongly disagree	123	17	15	7	12	11	8	4	16	13	13	2	5
	5%	8%	8%	4%	8%	6%	5%	2%	6%	5%	5%	1%	3%
		k	k		k								
Slightly disagree	259	17	32	20	14	27	18	25	29	20	25	11	13
	11%	9%	16%	12%	9%	16%	11%	10%	12%	8%	10%	7%	8%
Neither agree nor disagree	595	62	60	38	49	44	32	65	52	58	51	42	32
	25%	30%	31%	24%	33%	26%	20%	26%	21%	23%	21%	26%	21%
Slightly agree	916	76	53	63	59	63	74	104	112	96	91	59	57
	38%	37%	27%	39%	39%	37%	46%	41%	45%	39%	38%	37%	38%
							b		b				
Strongly agree	444	19	25	27	14	21	27	52	40	61	61	44	43
	19%	10%	13%	17%	9%	13%	17%	20%	16%	25%	25%	28%	28%
								d		ade	ade	abde	abde
Don't know	45	12	8	6	3	3	1	5	*	1	-	2	2
	2%	6%	4%	3%	2%	2%	1%	2%	*%	*%	-%	1%	2%
		hij											
SUMMARY													
TOTAL DISAGREE	382	34	47	27	26	38	26	29	45	32	38	13	18
	16%	17%	24%	17%	17%	22%	16%	11%	18%	13%	16%	8%	12%
			gkl			k							
TOTAL AGREE	1360	95	78	90	73	84	102	155	152	158	151	103	100
	57%	47%	40%	56%	48%	50%	64%	61%	61%	63%	63%	65%	66%
							abd	b	b	ab	ab	abd	abde
TOTAL NEITHER/ DON'T KNOW	640	74	68	44	52	46	33	69	52	60	51	43	34
	27%	37%	35%	27%	34%	28%	20%	27%	21%	24%	21%	27%	22%
		fhj	fh		f								

CHILD'S AGE AND GENDER

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

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

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

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

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Strongly disagree	123	109	6	5	4	123	116	8	33	38	25	20	71	45	123
	5%	5%	3%	4%	6%	5%	5%	3%	5%	6%	5%	4%	6%	4%	5%
Slightly disagree	259	216	20	15	8	259	226	33	65	63	67	55	128	122	259
	11%	11%	11%	14%	11%	11%	11%	12%	10%	11%	13%	10%	10%	11%	11%
Neither agree nor disagree	595	502	44	31	17	595	529	66	121	132	126	210	253	336	595
	25%	25%	24%	29%	23%	25%	25%	24%	18%	23%	24%	38%	20%	31%	25%
												abceg		abeg	ae
Slightly agree	916	781	72	34	28	916	807	109	263	243	220	182	507	402	916
	38%	39%	40%	32%	38%	38%	38%	40%	38%	42%	42%	33%	40%	37%	38%
										d					
Strongly agree	444	372	35	22	15	444	393	51	193	99	72	78	292	150	444
	19%	18%	20%	20%	20%	19%	19%	19%	28%	17%	14%	14%	23%	14%	19%
									bcdfg				cdfg		f
Don't know	45	40	3	1	1	45	42	3	9	8	13	13	17	26	45
	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%
SUMMARY															
TOTAL DISAGREE	382	325	26	19	13	382	342	41	99	100	92	75	199	167	382
	16%	16%	14%	18%	17%	16%	16%	15%	14%	17%	18%	13%	16%	15%	16%
TOTAL AGREE	1360	1154	108	56	43	1360	1200	160	456	343	291	261	799	552	1360
	57%	57%	60%	52%	58%	57%	57%	59%	67%	59%	56%	47%	63%	51%	57%
									cdfg	d			dfg		df
TOTAL NEITHER/ DON'T KNOW	640	542	47	33	18	640	570	69	130	140	139	223	270	363	640
	27%	27%	26%	30%	25%	27%	27%	26%	19%	24%	27%	40%	21%	34%	27%
												a			
												abceg		abeg	ae

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 29

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Strongly disagree	123	27	95	25	37	31	26	61	26
	5%	5%	5%	6%	5%	4%	5%	5%	5%
Slightly disagree	259	56	186	47	90	75	51	147	51
	11%	11%	10%	11%	11%	10%	11%	12%	9%
Neither agree nor disagree	595	154	405	142	196	124	81	298	178
	25%	30%	23%	32%	25%	16%	17%	24%	31%
		b		c	c			a	a
Slightly agree	916	178	707	150	325	309	178	489	218
	38%	35%	40%	34%	42%	40%	37%	40%	38%
Strongly agree	444	88	346	62	123	217	135	203	96
	19%	17%	19%	14%	16%	28%	28%	17%	17%
						ab	bc		
Don't know	45	4	36	12	12	8	12	19	9
	2%	1%	2%	3%	2%	1%	2%	2%	1%
SUMMARY									
TOTAL DISAGREE	382	84	282	72	127	106	77	208	77
	16%	16%	16%	16%	16%	14%	16%	17%	13%
TOTAL AGREE	1360	266	1053	212	448	526	314	691	313
	57%	52%	59%	49%	57%	69%	65%	57%	54%
						ab	c		
TOTAL NEITHER/ DON'T KNOW	640	159	441	154	209	132	93	317	187
	27%	31%	25%	35%	27%	17%	19%	26%	32%
				c	c				a

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

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

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

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

	Total	CHILD'S AGE 3-5	6-7	8-9	10-12	13-15	16-17	CHILD'S AGE 3-12	13-17	CHILD'S GENDER MALE	FEMALE	SCHOOL YEAR PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Strongly disagree	87	14	6	17	17	16	17	54	33	39	47	4	37	43
	4%	4%	2%	5%	3%	3%	5%	3%	4%	3%	4%	2%	3%	4%
Slightly disagree	176	25	20	28	39	41	23	112	64	80	93	5	85	81
	7%	6%	6%	8%	8%	8%	7%	7%	8%	7%	8%	3%	8%	8%
Neither agree nor disagree	273	44	45	29	56	68	32	174	100	140	126	21	119	122
	11%	11%	14%	9%	11%	13%	10%	11%	12%	12%	11%	14%	11%	12%
Slightly agree	863	129	113	119	178	201	123	539	324	439	410	41	395	405
	36%	32%	36%	36%	35%	40%	39%	35%	39%	37%	36%	28%	35%	39%
Strongly agree	970	186	127	138	220	178	122	671	300	490	467	78	472	389
	41%	47%	40%	42%	43%	35%	38%	43%	36%	41%	41%	52%	42%	37%
		e						b				c		
Don't know	12	1	4	2	2	1	2	9	3	7	4	1	8	3
	1%	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%	*%
SUMMARY														
TOTAL DISAGREE	263	39	26	44	56	57	40	166	97	120	140	9	121	124
	11%	10%	8%	13%	11%	11%	13%	11%	12%	10%	12%	6%	11%	12%
TOTAL AGREE	1834	315	240	257	397	379	245	1209	624	929	877	119	867	794
	77%	79%	76%	77%	78%	75%	77%	78%	76%	78%	77%	80%	78%	76%
TOTAL NEITHER/ DON'T KNOW	285	45	49	31	58	69	33	183	103	147	130	21	127	125
	12%	11%	15%	9%	11%	14%	10%	12%	12%	12%	11%	14%	11%	12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 30

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
												CHILD'S AGE AND GENDER	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Strongly disagree	87	4	10	5	1	9	8	9	8	5	11	8	9
	4%	2%	5%	3%	1%	5%	5%	4%	3%	2%	4%	5%	6%
Slightly disagree	176	15	10	10	10	15	13	11	28	16	22	14	9
	7%	7%	5%	6%	7%	9%	8%	4%	11%	6%	9%	9%	6%
Neither agree nor disagree	273	18	26	23	21	15	13	25	26	41	25	16	14
	11%	9%	13%	15%	14%	9%	8%	10%	11%	16%	11%	10%	9%
Slightly agree	863	60	69	56	56	65	51	89	89	109	87	60	59
	36%	29%	36%	35%	37%	38%	32%	35%	36%	44%	36%	38%	39%
Strongly agree	970	106	78	65	61	63	75	117	98	78	95	61	60
	41%	52%	40%	40%	40%	37%	47%	46%	40%	31%	39%	38%	39%
		i						i	i				
Don't know	12	1	*	2	2	2	-	2	*	1	*	-	1
	1%	*%	*%	1%	1%	1%	-%	1%	*%	*%	*%	-%	1%
SUMMARY													
TOTAL DISAGREE	263	19	21	15	12	24	21	21	35	21	33	22	18
	11%	9%	11%	9%	8%	14%	13%	8%	14%	8%	14%	14%	12%
TOTAL AGREE	1834	166	147	121	117	128	126	206	187	187	182	121	118
	77%	82%	76%	75%	77%	76%	79%	81%	75%	75%	76%	76%	78%
TOTAL NEITHER/ DON'T KNOW	285	19	26	25	23	17	13	27	26	42	26	16	15
	12%	9%	13%	16%	15%	10%	8%	11%	11%	17%	11%	10%	10%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Strongly disagree	87	74	5	4	4	87	74	12	30	24	11	18	54	29	87
	4%	4%	3%	4%	5%	4%	4%	5%	4%	4%	2%	3%	4%	3%	4%
Slightly disagree	176	149	11	7	8	176	150	26	71	41	39	24	113	63	176
	7%	7%	6%	7%	10%	7%	7%	10%	10% df	7%	8%	4%	9% d	6%	7%
Neither agree nor disagree	273	234	21	9	9	273	243	31	65	59	74	65	124	139	273
	11%	12%	12%	8%	12%	11%	11%	11%	9%	10%	14%	12%	10%	13%	11%
Slightly agree	863	719	77	39	29	863	768	96	285	219	168	188	503	356	863
	36%	36%	43%	36%	40%	36%	36%	35%	42% cf	38%	32%	34%	40% f	33%	36%
Strongly agree	970	836	65	47	22	970	866	104	234	238	230	255	472	485	970
	41%	41% d	36%	43% d	30%	41% d	41%	39%	34%	41%	44% a	46% ae	37%	45% ae	41% a
Don't know	12	7	1	2	2	12	12	*	1	1	-	9	3	9	12
	1%	*%	1%	2% a	2% ae	1%	1%	*%	*%	*%	-%	2% e	*%	1%	1%
SUMMARY															
TOTAL DISAGREE	263	223	16	12	12	263	224	39	101	65	50	42	166	92	263
	11%	11%	9%	11%	16% b	11%	11%	14%	15% df	11%	10%	8%	13% df	9%	11%
TOTAL AGREE	1834	1555	141	85	52	1834	1633	200	518	457	398	443	975	841	1834
	77%	77% d	79%	79% d	70%	77% d	77%	74%	76%	78%	76%	79%	77%	78%	77%
TOTAL NEITHER/ DON'T KNOW	285	242	23	11	11	285	254	31	66	61	74	74	127	148	285
	12%	12%	13%	10%	14%	12%	12%	11%	10%	10%	14%	13%	10%	14%	12%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 30

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Strongly disagree	87	20	64	13	24	36	15	56	12
	4%	4%	4%	3%	3%	5%	3%	5%	2%
Slightly disagree	176	43	125	24	49	70	43	93	29
	7%	8%	7%	6%	6%	9%	9%	8%	5%
Neither agree nor disagree	273	58	197	68	78	62	50	125	78
	11%	11%	11%	16%	10%	8%	10%	10%	13%
				c					
Slightly agree	863	179	656	154	298	296	166	471	204
	36%	35%	37%	35%	38%	39%	34%	39%	35%
Strongly agree	970	202	731	173	333	300	209	467	251
	41%	40%	41%	39%	43%	39%	43%	38%	43%
Don't know	12	6	3	6	1	1	*	5	4
	1%	1%	*%	1%	*%	*%	*%	*%	1%
SUMMARY									
TOTAL DISAGREE	263	63	189	38	73	106	58	149	42
	11%	12%	11%	9%	9%	14%	12%	12%	7%
								c	
TOTAL AGREE	1834	381	1387	327	632	596	375	938	454
	77%	75%	78%	75%	81%	78%	78%	77%	79%
TOTAL NEITHER/ DON'T KNOW	285	64	200	74	79	63	50	130	81
	12%	13%	11%	17%	10%	8%	10%	11%	14%
				bc					

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	865	149	134	151	197	147	86	631	234	391	456	57	470	317
	36%	37%	42%	46%	38%	29%	27%	40%	28%	33%	40%	38%	42%	30%
			ef	ef	f			b			a			c
Fairly concerned	675	76	83	96	159	163	97	415	260	351	318	26	287	342
	28%	19%	26%	29%	31%	32%	30%	27%	32%	29%	28%	17%	26%	33%
				a	a	a	a							ab
Neither/ nor	281	49	26	36	59	62	49	170	111	145	134	16	116	133
	12%	12%	8%	11%	12%	12%	15%	11%	13%	12%	12%	11%	10%	13%
							b							
Not very concerned	333	50	37	28	73	89	55	188	144	175	154	18	127	178
	14%	12%	12%	9%	14%	18%	17%	12%	18%	15%	13%	12%	11%	17%
						c	c		a					b
Not at all concerned	209	69	34	17	19	40	29	140	69	121	80	29	103	70
	9%	17%	11%	5%	4%	8%	9%	9%	8%	10%	7%	19%	9%	7%
		cdef	d				d					bc		
Don't know	19	6	1	3	4	4	1	14	5	13	4	3	12	4
	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	*%
SUMMARY														
TOTAL CONCERNED	1540	226	216	248	356	311	183	1046	494	742	774	83	757	659
	65%	56%	69%	75%	70%	62%	58%	67%	60%	62%	67%	56%	68%	63%
			af	aef	af			b						
TOTAL NOT CONCERNED	541	119	71	45	92	129	85	328	213	296	234	47	230	248
	23%	30%	23%	14%	18%	26%	27%	21%	26%	25%	20%	32%	21%	24%
		cd	c			c	c							
TOTAL NEITHER/ DON'T KNOW	300	55	27	39	63	65	50	185	116	157	139	19	128	136
	13%	14%	9%	12%	12%	13%	16%	12%	14%	13%	12%	13%	11%	13%
							b							

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

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

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

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

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	865	65	84	63	69	78	71	78	115	65	76	42	41
	36%	32%	43% ikl	39%	46% gikl	46% gikl	44% ikl	31%	46% gikl	26%	32%	27%	27%
Fairly concerned	675	44	32	45	37	45	50	85	72	88	73	44	53
	28%	22%	17%	28%	25%	27%	31% b	33% b	29%	35% b	30%	28%	35% b
Neither/ nor	281	25	24	10	16	20	17	34	24	27	34	28	20
	12%	12%	12%	6%	11%	12%	10%	14%	10%	11%	14%	18% c	13%
Not very concerned	333	27	23	21	16	13	15	38	33	49	40	27	27
	14%	13%	12%	13%	11%	8%	9%	15%	13%	20% e	17%	17%	18%
Not at all concerned	209	39	29	22	12	11	6	15	5	18	17	16	12
	9%	19% defghijl	15% fh	14% fh	8%	7%	4%	6%	2%	7%	7%	10% h	8%
Don't know	19	4	2	-	*	1	1	4	-	3	1	-	-
	1%	2%	1%	-%	*%	1%	1%	2%	-%	1%	*%	-%	-%
SUMMARY													
TOTAL CONCERNED	1540	109	116	108	107	123	122	162	187	153	149	87	94
	65%	54%	60%	67%	71% ak	73% ak	76% abikl	64%	75% abk	61%	62%	55%	62%
TOTAL NOT CONCERNED	541	66	52	43	28	24	21	53	37	67	57	44	39
	23%	32% efh	27% f	27% f	19%	14%	13%	21%	15%	27% f	24%	28% ef	25% f
TOTAL NEITHER/ DON'T KNOW	300	29	26	10	17	21	18	39	24	30	35	28	20
	13%	14%	13%	6%	11%	13%	11%	15%	10%	12%	14%	18% c	13%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	865	722	69	43	32	865	784	80	260	224	166	198	483	364	865
	36%	36%	38%	40%	43%	36%	37%	30%	38%	38%	32%	36%	38%	34%	36%
Fairly concerned	675	574	48	32	22	675	611	64	217	170	155	128	387	283	675
	28%	28%	26%	30%	30%	28%	29%	24%	32%	29%	30%	23%	30%	26%	28%
									d				d		
Neither/ nor	281	242	24	9	6	281	234	47	59	58	78	85	117	163	281
	12%	12%	13%	9%	8%	12%	11%	17%	9%	10%	15%	15%	9%	15%	12%
								a			ae	ae		ae	
Not very concerned	333	287	23	14	9	333	274	59	100	78	84	69	177	153	333
	14%	14%	13%	13%	13%	14%	13%	22%	15%	13%	16%	12%	14%	14%	14%
								a							
Not at all concerned	209	181	15	8	5	209	188	21	46	48	39	73	94	112	209
	9%	9%	8%	8%	6%	9%	9%	8%	7%	8%	7%	13%	7%	10%	9%
												ae			
Don't know	19	16	2	1	*	19	19	-	5	6	1	5	11	6	19
	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
SUMMARY															
TOTAL CONCERNED	1540	1295	116	75	54	1540	1396	144	477	393	321	327	870	647	1540
	65%	64%	65%	69%	72%	65%	66%	53%	70%	67%	61%	58%	69%	60%	65%
				ae			b		df				df		
TOTAL NOT CONCERNED	541	467	38	22	14	541	462	79	145	126	123	142	271	265	541
	23%	23%	21%	21%	19%	23%	22%	29%	21%	22%	24%	25%	21%	25%	23%
TOTAL NEITHER/ DON'T KNOW	300	257	26	11	6	300	254	47	63	64	79	90	127	169	300
	13%	13%	14%	10%	9%	13%	12%	17%	9%	11%	15%	16%	10%	16%	13%
											a	ae		ae	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 31

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	865	190	640	150	269	276	178	450	194
	36%	37%	36%	34%	34%	36%	37%	37%	34%
Fairly concerned	675	138	508	126	209	242	141	354	155
	28%	27%	29%	29%	27%	32%	29%	29%	27%
Neither/ nor	281	59	204	64	92	80	44	135	93
	12%	12%	11%	15%	12%	10%	9%	11%	16%
									a
Not very concerned	333	69	262	51	134	111	67	175	80
	14%	14%	15%	12%	17%	15%	14%	14%	14%
Not at all concerned	209	49	150	42	76	53	50	97	50
	9%	10%	8%	10%	10%	7%	10%	8%	9%
Don't know	19	4	12	5	4	3	4	5	6
	1%	1%	1%	1%	*%	*%	1%	*%	1%
SUMMARY									
TOTAL CONCERNED	1540	328	1148	276	478	518	319	804	349
	65%	64%	65%	63%	61%	68%	66%	66%	60%
TOTAL NOT CONCERNED	541	118	412	93	210	164	117	272	130
	23%	23%	23%	21%	27%	21%	24%	22%	23%
TOTAL NEITHER/ DON'T KNOW	300	63	216	69	95	83	48	140	99
	13%	12%	12%	16%	12%	11%	10%	12%	17%
									ab

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	912	159	141	158	204	171	79	662	250	422	471	59	479	352
	38%	40%	45%	48%	40%	34%	25%	42%	30%	35%	41%	40%	43%	34%
		f	ef	ef	f			b					c	
Fairly concerned	738	77	77	102	183	187	112	439	299	388	343	25	311	387
	31%	19%	25%	31%	36%	37%	35%	28%	36%	32%	30%	17%	28%	37%
				a	ab	ab	ab		a					ab
Neither/ nor	267	44	30	34	53	59	47	162	105	129	135	14	119	120
	11%	11%	9%	10%	10%	12%	15%	10%	13%	11%	12%	9%	11%	11%
Not very concerned	275	54	30	22	48	68	54	154	121	144	130	21	114	127
	12%	13%	10%	7%	9%	13%	17%	10%	15%	12%	11%	14%	10%	12%
						c	cd		a					
Not at all concerned	174	60	34	14	21	20	25	129	45	104	63	28	82	56
	7%	15%	11%	4%	4%	4%	8%	8%	5%	9%	6%	19%	7%	5%
		cdef	cde									bc		
Don't know	15	5	3	1	3	1	1	13	2	9	4	3	10	1
	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	*%	2%	1%	*%
												c		
SUMMARY														
TOTAL CONCERNED	1650	236	218	260	387	358	191	1101	549	809	815	84	790	739
	69%	59%	69%	78%	76%	71%	60%	71%	67%	68%	71%	56%	71%	71%
				af	af	af							a	a
TOTAL NOT CONCERNED	450	114	64	36	69	88	79	283	167	248	193	49	197	183
	19%	28%	20%	11%	13%	17%	25%	18%	20%	21%	17%	33%	18%	18%
		cde	c				cd					bc		
TOTAL NEITHER/ DON'T KNOW	282	50	33	36	56	59	48	174	108	138	139	16	129	121
	12%	12%	10%	11%	11%	12%	15%	11%	13%	12%	12%	11%	12%	12%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	912	74	85	73	67	77	78	87	116	77	81	34	44
	38%	36%	44%	45%	44%	45%	49%	34%	47%	31%	34%	21%	29%
		k	k	kl	kl	kl	ikl		ikl				
Fairly concerned	738	45	31	39	38	49	54	105	73	89	98	61	49
	31%	22%	16%	24%	25%	29%	33%	41%	30%	36%	41%	39%	32%
							b	abcd		b	abcd	ab	b
Neither/ nor	267	19	25	12	17	17	17	22	29	36	23	23	24
	11%	10%	13%	7%	12%	10%	11%	9%	12%	14%	9%	14%	16%
Not very concerned	275	30	23	15	16	13	9	22	26	37	30	27	25
	12%	15%	12%	9%	10%	8%	6%	9%	10%	15%	13%	17%	17%
												f	f
Not at all concerned	174	33	26	20	13	12	2	15	4	11	7	14	10
	7%	16%	13%	12%	9%	7%	1%	6%	2%	4%	3%	9%	7%
		fghij	fhij	fhj	fh							fh	
Don't know	15	2	3	3	-	1	-	3	-	-	1	-	-
	1%	1%	2%	2%	-%	1%	-%	1%	-%	-%	*%	-%	-%
SUMMARY													
TOTAL CONCERNED	1650	119	117	112	105	125	131	192	189	166	179	95	93
	69%	58%	60%	69%	70%	74%	82%	76%	76%	67%	74%	60%	61%
						a	abikl	abkl	abkl		a		
TOTAL NOT CONCERNED	450	63	49	35	29	25	11	37	30	48	38	41	36
	19%	31%	25%	21%	19%	15%	7%	15%	12%	19%	16%	26%	23%
		efghj	fh	f	f						f	fh	f
TOTAL NEITHER/ DON'T KNOW	282	22	28	15	17	18	17	25	29	36	24	23	24
	12%	11%	14%	9%	12%	11%	11%	10%	12%	14%	10%	14%	16%

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

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

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

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

	Total	NATION ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	AREA URBAN a	RURAL b	SOCIAL GRADE AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	912	761	73	45	33	912	819	93	286	224	169	219	511	388	912
	38%	38%	40%	42%	44%	38%	39%	34%	42% c	38%	32%	39%	40%	36%	38%
Fairly concerned	738	630	54	31	24	738	644	94	225	190	168	149	414	317	738
	31%	31%	30%	28%	33%	31%	30%	35%	33%	33%	32%	27%	33%	29%	31%
Neither/ nor	267	229	18	12	7	267	239	28	65	50	75	73	116	147	267
	11%	11%	10%	11%	10%	11%	11%	10%	10%	9%	14%	13%	9%	14% e	11%
Not very concerned	275	235	22	12	7	275	237	38	71	77	64	58	148	122	275
	12%	12%	12%	11%	9%	12%	11%	14%	10%	13%	12%	10%	12%	11%	12%
Not at all concerned	174	153	12	7	3	174	159	15	34	39	47	52	73	98	174
	7%	8%	7%	6%	4%	7%	8%	6%	5%	7%	9%	9%	6%	9% a	7%
Don't know	15	13	1	1	*	15	14	1	4	2	*	8	6	8	15
	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%	*%	1%	1%
SUMMARY															
TOTAL CONCERNED	1650	1391	127	76	57	1650	1463	187	511	414	337	369	925	705	1650
	69%	69%	70%	70%	77% ae	69%	69%	69%	75% cdf	71%	64%	66%	73% cf	65%	69%
TOTAL NOT CONCERNED	450	387	34	19	10	450	396	54	105	117	111	110	221	221	450
	19%	19% d	19%	17%	13%	19%	19%	20%	15%	20%	21%	20%	17%	20%	19%
TOTAL NEITHER/ DON'T KNOW	282	242	19	13	8	282	253	29	69	52	75	80	121	155	282
	12%	12%	10%	12%	10%	12%	12%	11%	10%	9%	14%	14%	10%	14% be	12%

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

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	912	226	660	150	287	288	201	462	210
	38%	44%	37%	34%	37%	38%	42%	38%	36%
Fairly concerned	738	152	555	143	245	257	141	392	180
	31%	30%	31%	33%	31%	34%	29%	32%	31%
Neither/ nor	267	45	208	71	85	77	51	121	76
	11%	9%	12%	16%	11%	10%	11%	10%	13%
Not very concerned	275	45	216	38	96	103	57	141	68
	12%	9%	12%	9%	12%	13%	12%	12%	12%
Not at all concerned	174	38	129	33	69	37	30	97	41
	7%	7%	7%	7%	9%	5%	6%	8%	7%
					c				
Don't know	15	3	8	4	1	4	4	4	2
	1%	1%	*%	1%	*%	*%	1%	*%	*%
SUMMARY									
TOTAL CONCERNED	1650	378	1215	293	532	545	342	853	390
	69%	74%	68%	67%	68%	71%	71%	70%	68%
TOTAL NOT CONCERNED	450	83	345	71	165	140	86	237	109
	19%	16%	19%	16%	21%	18%	18%	20%	19%
TOTAL NEITHER/ DON'T KNOW	282	48	216	74	86	81	55	126	78
	12%	9%	12%	17%	11%	11%	11%	10%	14%
				c					

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	645	103	96	107	138	127	73	445	200	309	324	41	331	255
	27%	26%	30%	32%	27%	25%	23%	29%	24%	26%	28%	28%	30%	24%
Fairly concerned	721	93	80	112	172	166	99	457	264	370	344	31	321	348
	30%	23%	26%	34%	34%	33%	31%	29%	32%	31%	30%	21%	29%	33%
				a	a									
Neither/ nor	428	74	48	57	91	96	62	269	158	214	208	25	189	200
	18%	18%	15%	17%	18%	19%	19%	17%	19%	18%	18%	17%	17%	19%
Not very concerned	372	62	53	40	80	78	59	235	137	185	180	23	174	160
	16%	16%	17%	12%	16%	15%	19%	15%	17%	15%	16%	16%	16%	15%
Not at all concerned	179	54	29	13	24	34	24	121	58	92	81	24	78	74
	8%	14%	9%	4%	5%	7%	8%	8%	7%	8%	7%	16%	7%	7%
		cde										bc		
Don't know	36	13	8	3	6	4	1	31	5	25	9	5	22	8
	2%	3%	3%	1%	1%	1%	*%	2%	1%	2%	1%	3%	2%	1%
SUMMARY														
TOTAL CONCERNED	1366	196	176	219	310	293	172	902	465	679	668	72	652	602
	57%	49%	56%	66%	61%	58%	54%	58%	56%	57%	58%	48%	58%	58%
				af	a									
TOTAL NOT CONCERNED	551	117	83	53	104	112	83	356	195	277	261	47	252	233
	23%	29%	26%	16%	20%	22%	26%	23%	24%	23%	23%	32%	23%	22%
		c	c				c							
TOTAL NEITHER/ DON'T KNOW	464	87	56	60	97	100	63	300	164	240	217	30	211	208
	19%	22%	18%	18%	19%	20%	20%	19%	20%	20%	19%	20%	19%	20%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	645	44	59	52	43	59	44	60	76	53	68	40	33
	27%	22%	31%	32%	29%	35%	28%	24%	31%	21%	28%	25%	21%
						il							
Fairly concerned	721	50	43	38	41	55	57	93	79	85	79	49	47
	30%	24%	22%	24%	27%	33%	35%	37%	32%	34%	33%	31%	31%
Neither/ nor	428	42	32	22	26	26	31	44	43	51	46	30	32
	18%	21%	16%	14%	17%	15%	19%	17%	17%	20%	19%	19%	21%
Not very concerned	372	34	29	25	28	16	24	41	37	41	34	27	30
	16%	17%	15%	16%	19%	9%	15%	16%	15%	17%	14%	17%	19%
Not at all concerned	179	25	28	18	11	10	3	10	14	17	14	12	12
	8%	12%	14%	11%	7%	6%	2%	4%	6%	7%	6%	8%	8%
		f	fg	f									
Don't know	36	9	4	6	2	1	2	6	-	3	1	-	-
	2%	4%	2%	4%	1%	1%	1%	2%	-%	1%	*%	-%	-%
SUMMARY													
TOTAL CONCERNED	1366	94	102	91	84	115	101	153	155	138	147	89	79
	57%	46%	53%	56%	56%	68%	63%	60%	62%	55%	61%	56%	52%
						al	a		a				
TOTAL NOT CONCERNED	551	59	56	43	39	26	27	51	51	58	47	39	41
	23%	29%	29%	27%	26%	16%	17%	20%	20%	23%	20%	25%	27%
			e										
TOTAL NEITHER/ DON'T KNOW	464	51	35	28	28	28	33	50	43	54	47	30	32
	19%	25%	18%	17%	18%	16%	20%	20%	17%	22%	19%	19%	21%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	645	551	42	30	23	645	581	64	217	157	116	138	375	254	645
	27%	27%	23%	27%	31%	27%	28%	24%	32% cf	27%	22%	25%	30% f	24%	27%
Fairly concerned	721	600	60	37	25	721	630	91	232	183	163	139	415	302	721
	30%	30%	33%	35%	33%	30%	30%	34%	34% d	31%	31%	25%	33% d	28%	30%
Neither/ nor	428	361	37	18	12	428	372	56	97	99	117	113	196	229	428
	18%	18%	20%	16%	16%	18%	18%	21%	14%	17%	22% ae	20%	15%	21% ae	18%
Not very concerned	372	320	29	14	10	372	333	40	107	87	84	91	194	175	372
	16%	16%	16%	13%	14%	16%	16%	15%	16%	15%	16%	16%	15%	16%	16%
Not at all concerned	179	157	11	8	3	179	162	17	26	47	38	62	72	100	179
	8%	8%	6%	7%	4%	8%	8%	6%	4%	8% a	7%	11% ae	6%	9% ae	8% a
Don't know	36	31	2	2	1	36	34	2	5	10	4	16	15	20	36
	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%
SUMMARY															
TOTAL CONCERNED	1366	1151	101	67	48	1366	1212	155	450	340	279	277	790	556	1366
	57%	57%	56%	62%	65%	57%	57%	57%	66% cdfg	58%	54%	50%	62% cdf	51%	57% d
TOTAL NOT CONCERNED	551	477	40	21	13	551	495	57	133	134	122	153	267	275	551
	23%	24%	22%	20%	18%	23%	23%	21%	19%	23%	23%	27% a	21%	25%	23%
TOTAL NEITHER/ DON'T KNOW	464	392	39	20	13	464	406	58	102	109	121	129	211	250	464
	19%	19%	22%	18%	17%	19%	19%	21%	15%	19%	23% a	23% ae	17%	23% ae	19%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	645	138	488	118	184	226	139	312	161
	27%	27%	27%	27%	23%	30%	29%	26%	28%
Fairly concerned	721	154	537	120	239	248	152	380	159
	30%	30%	30%	27%	30%	32%	31%	31%	28%
Neither/ nor	428	87	320	87	151	124	71	216	120
	18%	17%	18%	20%	19%	16%	15%	18%	21%
Not very concerned	372	86	274	67	123	121	78	192	93
	16%	17%	15%	15%	16%	16%	16%	16%	16%
Not at all concerned	179	38	132	35	75	41	40	103	30
	8%	8%	7%	8%	10%	5%	8%	8%	5%
					c				
Don't know	36	5	25	11	11	5	4	13	14
	2%	1%	1%	2%	1%	1%	1%	1%	2%
SUMMARY									
TOTAL CONCERNED	1366	292	1025	238	423	474	291	692	320
	57%	57%	58%	54%	54%	62%	60%	57%	55%
						b			
TOTAL NOT CONCERNED	551	124	406	102	198	162	117	295	123
	23%	24%	23%	23%	25%	21%	24%	24%	21%
TOTAL NEITHER/ DON'T KNOW	464	92	345	97	163	129	75	229	134
	19%	18%	19%	22%	21%	17%	16%	19%	23%
									a

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 34

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	937	163	138	159	217	169	90	677	260	448	465	70	486	357
	39%	41%	44%	48%	42%	34%	28%	43%	32%	37%	41%	47%	44%	34%
		f	f	ef	f			b						c
Fairly concerned	678	90	80	100	150	166	93	419	259	336	335	22	299	336
	28%	22%	25%	30%	29%	33%	29%	27%	31%	28%	29%	15%	27%	32%
						a								a
Neither/ nor	248	29	32	27	55	60	44	143	105	121	125	7	109	120
	10%	7%	10%	8%	11%	12%	14%	9%	13%	10%	11%	5%	10%	12%
Not very concerned	323	68	34	27	67	68	60	195	128	180	140	28	132	153
	14%	17%	11%	8%	13%	14%	19%	13%	16%	15%	12%	19%	12%	15%
		c					bc							
Not at all concerned	169	40	25	16	17	40	30	98	71	96	70	17	72	73
	7%	10%	8%	5%	3%	8%	9%	6%	9%	8%	6%	12%	6%	7%
		d					d							
Don't know	27	9	6	4	6	1	1	25	2	15	11	5	17	4
	1%	2%	2%	1%	1%	*%	*%	2%	*%	1%	1%	3%	2%	*%
								b					c	
SUMMARY														
TOTAL CONCERNED	1615	253	218	258	367	335	183	1096	518	784	800	92	785	693
	68%	63%	69%	78%	72%	66%	58%	70%	63%	66%	70%	62%	70%	66%
			f	aef	f			b						
TOTAL NOT CONCERNED	492	109	59	43	84	109	90	294	198	276	211	45	204	226
	21%	27%	19%	13%	16%	21%	28%	19%	24%	23%	18%	30%	18%	22%
		cd				c	bcd					b		
TOTAL NEITHER/ DON'T KNOW	275	38	38	31	61	61	45	168	106	136	136	12	126	124
	12%	10%	12%	9%	12%	12%	14%	11%	13%	11%	12%	8%	11%	12%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	937	81	82	74	63	82	73	98	115	72	85	42	46
	39%	40%	43%	46%	42%	49%	46%	39%	46%	29%	35%	26%	30%
			k	ikl	k	ikl	ikl		ikl				
Fairly concerned	678	44	45	36	44	47	53	73	75	86	78	50	41
	28%	22%	23%	22%	29%	28%	33%	29%	30%	34%	32%	31%	27%
Neither/ nor	248	16	13	15	17	12	15	31	24	30	30	17	26
	10%	8%	7%	9%	11%	7%	9%	12%	9%	12%	12%	11%	17%
													e
Not very concerned	323	35	33	21	12	13	14	39	26	38	30	33	26
	14%	17%	17%	13%	8%	8%	8%	15%	10%	15%	13%	21%	17%
												def	
Not at all concerned	169	21	18	13	12	12	3	9	8	23	17	17	13
	7%	10%	9%	8%	8%	7%	2%	4%	3%	9%	7%	11%	8%
		f								f		fh	
Don't know	27	7	2	3	3	1	3	4	2	-	1	*	*
	1%	3%	1%	2%	2%	1%	2%	2%	1%	-%	*%	*%	*%
SUMMARY													
TOTAL CONCERNED	1615	125	128	110	107	129	126	171	190	158	163	92	87
	68%	61%	66%	68%	71%	77%	79%	67%	76%	63%	68%	58%	57%
						akl	aikl		akl				
TOTAL NOT CONCERNED	492	56	51	34	24	26	17	48	33	61	47	50	38
	21%	28%	26%	21%	16%	15%	10%	19%	13%	25%	20%	32%	25%
		fh	fh							f		defh	f
TOTAL NEITHER/ DON'T KNOW	275	22	15	17	20	14	18	35	26	30	30	17	27
	12%	11%	8%	11%	13%	8%	11%	14%	10%	12%	13%	11%	18%

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

CHILD'S AGE AND GENDER

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	937	787	74	42	33	937	846	91	287	216	193	225	502	418	937
	39%	39%	41%	39%	45%	39%	40%	34%	42%	37%	37%	40%	40%	39%	39%
Fairly concerned	678	578	46	34	20	678	608	69	201	188	150	136	389	285	678
	28%	29%	26%	31%	27%	28%	29%	26%	29%	32%	29%	24%	31%	26%	28%
Neither/ nor	248	206	24	10	8	248	209	39	69	48	59	69	117	128	248
	10%	10%	14%	9%	10%	10%	10%	15%	10%	8%	11%	12%	9%	12%	10%
Not very concerned	323	279	24	12	8	323	277	46	96	89	71	62	185	133	323
	14%	14%	13%	11%	11%	14%	13%	17%	14%	15%	14%	11%	15%	12%	14%
Not at all concerned	169	146	11	9	4	169	147	22	26	40	45	52	67	98	169
	7%	7%	6%	8%	5%	7%	7%	8%	4%	7%	9%	9%	5%	9%	7%
											a	ae		ae	a
Don't know	27	24	1	1	1	27	25	2	6	2	4	16	8	19	27
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	3%	1%	2%	1%
												be			
SUMMARY															
TOTAL CONCERNED	1615	1366	120	76	53	1615	1454	161	488	404	343	360	892	703	1615
	68%	68%	67%	71%	72%	68%	69%	60%	71%	69%	66%	65%	70%	65%	68%
							b								
TOTAL NOT CONCERNED	492	425	35	20	12	492	424	68	122	129	117	114	251	231	492
	21%	21%	19%	19%	16%	21%	20%	25%	18%	22%	22%	20%	20%	21%	21%
TOTAL NEITHER/ DON'T KNOW	275	229	25	11	9	275	234	41	75	50	63	84	125	147	275
	12%	11%	14%	11%	12%	12%	11%	15%	11%	9%	12%	15%	10%	14%	12%
												be			

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 34

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	937	210	693	166	282	301	214	460	219
	39%	41%	39%	38%	36%	39%	44%	38%	38%
Fairly concerned	678	135	510	122	228	238	133	363	157
	28%	26%	29%	28%	29%	31%	28%	30%	27%
Neither/ nor	248	59	178	63	73	69	33	114	88
	10%	12%	10%	14%	9%	9%	7%	9%	15%
									ab
Not very concerned	323	56	260	50	114	120	68	185	60
	14%	11%	15%	11%	15%	16%	14%	15%	10%
Not at all concerned	169	45	113	32	77	31	30	86	43
	7%	9%	6%	7%	10%	4%	6%	7%	7%
					c				
Don't know	27	3	21	6	10	6	5	9	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%
SUMMARY									
TOTAL CONCERNED	1615	345	1203	288	510	539	347	824	376
	68%	68%	68%	66%	65%	70%	72%	68%	65%
TOTAL NOT CONCERNED	492	101	373	82	191	151	98	270	103
	21%	20%	21%	19%	24%	20%	20%	22%	18%
TOTAL NEITHER/ DON'T KNOW	275	62	199	68	83	75	38	122	98
	12%	12%	11%	16%	11%	10%	8%	10%	17%
									ab

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	513	93	91	99	96	75	59	379	134	255	249	39	288	170
	22%	23%	29%	30%	19%	15%	19%	24%	16%	21%	22%	26%	26%	16%
			def	def				b						c
Fairly concerned	691	93	87	101	160	161	88	442	249	357	327	29	318	325
	29%	23%	28%	30%	31%	32%	28%	28%	30%	30%	29%	19%	29%	31%
Neither/ nor	368	55	46	56	86	78	46	244	124	183	182	21	174	160
	15%	14%	15%	17%	17%	15%	15%	16%	15%	15%	16%	14%	16%	15%
Not very concerned	495	69	43	45	114	144	80	271	224	224	263	23	185	276
	21%	17%	14%	14%	22%	28%	25%	17%	27%	19%	23%	15%	17%	26%
					bc	abc	bc		a					b
Not at all concerned	289	79	42	30	52	46	41	203	87	161	118	33	136	109
	12%	20%	13%	9%	10%	9%	13%	13%	11%	13%	10%	22%	12%	10%
		cde										bc		
Don't know	24	9	5	1	3	3	3	19	6	16	7	5	14	4
	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	1%	3%	1%	*%
												c		
SUMMARY														
TOTAL CONCERNED	1204	187	178	200	257	235	147	821	383	612	576	68	606	495
	51%	47%	57%	60%	50%	47%	46%	53%	46%	51%	50%	45%	54%	47%
				aef									c	
TOTAL NOT CONCERNED	785	148	85	75	166	189	121	474	311	385	382	56	321	384
	33%	37%	27%	22%	33%	37%	38%	30%	38%	32%	33%	37%	29%	37%
		c			c	bc	bc		a					b
TOTAL NEITHER/ DON'T KNOW	393	65	52	57	89	80	50	263	130	199	189	26	189	164
	16%	16%	16%	17%	17%	16%	16%	17%	16%	17%	16%	17%	17%	16%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 35

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

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

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

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	513	40	53	50	39	56	40	44	52	31	40	34	25
	22%	20%	27%	31%	26%	33%	25%	17%	21%	12%	17%	22%	16%
			i	gijl	i	gijl	i						
Fairly concerned	691	50	43	42	45	45	56	95	63	79	81	46	39
	29%	25%	22%	26%	30%	27%	35%	37%	25%	32%	34%	29%	25%
								b					
Neither/ nor	368	34	22	20	26	27	29	36	48	48	30	19	28
	15%	17%	11%	13%	17%	16%	18%	14%	19%	19%	12%	12%	18%
Not very concerned	495	35	34	17	26	22	23	46	66	68	71	36	44
	21%	17%	17%	11%	17%	13%	15%	18%	27%	27%	29%	22%	29%
									ce	cef	cef	c	cef
Not at all concerned	289	39	39	27	14	18	12	31	19	23	18	24	16
	12%	19%	20%	17%	9%	11%	7%	12%	8%	9%	8%	15%	11%
		fhj	fhij										
Don't know	24	6	3	4	1	1	-	3	-	2	1	*	1
	1%	3%	2%	2%	1%	1%	-%	1%	-%	1%	*%	*%	1%
SUMMARY													
TOTAL CONCERNED	1204	90	96	92	85	101	96	139	115	110	121	80	63
	51%	44%	50%	57%	56%	60%	60%	55%	46%	44%	50%	51%	42%
				l		il	il						
TOTAL NOT CONCERNED	785	74	73	45	40	40	35	77	86	91	89	59	60
	33%	36%	37%	28%	26%	24%	22%	30%	34%	36%	37%	37%	39%
			f								f	f	ef
TOTAL NEITHER/ DON'T KNOW	393	40	25	24	27	28	29	38	48	50	31	19	29
	16%	19%	13%	15%	18%	17%	18%	15%	19%	20%	13%	12%	19%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 35

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	513	432	40	25	16	513	470	44	155	139	92	123	294	215	513
	22%	21%	22%	23%	22%	22%	22%	16%	23%	24%	18%	22%	23%	20%	22%
Fairly concerned	691	583	52	34	22	691	619	72	226	150	152	156	376	308	691
	29%	29%	29%	32%	29%	29%	29%	27%	33%	26%	29%	28%	30%	28%	29%
Neither/ nor	368	311	31	14	12	368	322	46	87	83	102	91	170	193	368
	15%	15%	17%	13%	17%	15%	15%	17%	13%	14%	20%	16%	13%	18%	15%
											ae				
Not very concerned	495	419	38	21	17	495	416	79	154	143	99	88	297	188	495
	21%	21%	21%	20%	23%	21%	20%	29%	23%	25%	19%	16%	23%	17%	21%
								a		df			df		
Not at all concerned	289	253	18	12	6	289	262	28	57	63	72	92	120	165	289
	12%	13%	10%	11%	8%	12%	12%	10%	8%	11%	14%	17%	9%	15%	12%
												ae		ae	
Don't know	24	21	2	2	*	24	23	1	5	6	4	9	11	13	24
	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%
SUMMARY															
TOTAL CONCERNED	1204	1015	92	59	38	1204	1088	116	382	288	245	278	670	523	1204
	51%	50%	51%	55%	51%	51%	52%	43%	56%	49%	47%	50%	53%	48%	51%
TOTAL NOT CONCERNED	785	673	56	33	23	785	678	107	211	206	171	181	417	352	785
	33%	33%	31%	30%	32%	33%	32%	40%	31%	35%	33%	32%	33%	33%	33%
TOTAL NEITHER/ DON'T KNOW	393	332	32	16	13	393	345	47	92	88	106	100	181	206	393
	16%	16%	18%	15%	17%	16%	16%	18%	13%	15%	20%	18%	14%	19%	16%
											a			a	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 35

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	513	106	386	85	158	165	127	253	112
	22%	21%	22%	19%	20%	22%	26%	21%	19%
Fairly concerned	691	159	506	139	222	241	130	355	180
	29%	31%	28%	32%	28%	31%	27%	29%	31%
Neither/ nor	368	77	269	71	117	104	53	191	105
	15%	15%	15%	16%	15%	14%	11%	16%	18%
									a
Not very concerned	495	85	398	78	169	189	108	258	105
	21%	17%	22%	18%	22%	25%	22%	21%	18%
Not at all concerned	289	79	201	60	110	63	57	152	71
	12%	15%	11%	14%	14%	8%	12%	13%	12%
					c				
Don't know	24	3	17	5	7	4	9	7	4
	1%	1%	1%	1%	1%	1%	2%	1%	1%
SUMMARY									
TOTAL CONCERNED	1204	265	891	224	380	406	257	607	292
	51%	52%	50%	51%	49%	53%	53%	50%	51%
TOTAL NOT CONCERNED	785	163	598	138	279	251	165	411	176
	33%	32%	34%	32%	36%	33%	34%	34%	30%
TOTAL NEITHER/ DON'T KNOW	393	80	286	76	124	108	62	198	109
	16%	16%	16%	17%	16%	14%	13%	16%	19%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	654	112	93	109	138	127	77	450	204	299	339	43	330	264
	27%	28%	29%	33%	27%	25%	24%	29%	25%	25%	30%	29%	30%	25%
Fairly concerned	826	101	97	118	191	193	126	507	319	437	376	32	362	408
	35%	25%	31%	36%	37%	38%	40%	33%	39%	37%	33%	21%	32%	39%
					a	a	a							ab
Neither/ nor	447	76	59	59	107	92	53	302	146	236	210	17	221	190
	19%	19%	19%	18%	21%	18%	17%	19%	18%	20%	18%	12%	20%	18%
Not very concerned	301	60	41	30	58	66	46	189	112	147	151	33	125	133
	13%	15%	13%	9%	11%	13%	15%	12%	14%	12%	13%	22%	11%	13%
												b		
Not at all concerned	122	47	17	12	14	22	11	90	33	64	56	23	58	40
	5%	12%	5%	4%	3%	4%	3%	6%	4%	5%	5%	15%	5%	4%
		bcdef										bc		
Don't know	31	3	8	5	5	6	5	21	10	14	15	1	19	9
	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
SUMMARY														
TOTAL CONCERNED	1480	213	190	227	328	320	203	958	523	735	715	75	692	672
	62%	53%	60%	68%	64%	63%	64%	61%	63%	61%	62%	50%	62%	64%
				a										a
TOTAL NOT CONCERNED	423	107	58	42	71	88	57	278	145	211	207	56	183	173
	18%	27%	18%	13%	14%	17%	18%	18%	18%	18%	18%	37%	16%	17%
		cde										bc		
TOTAL NEITHER/ DON'T KNOW	478	79	67	63	112	98	58	322	156	249	225	19	240	198
	20%	20%	21%	19%	22%	19%	18%	21%	19%	21%	20%	13%	22%	19%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 36

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	654	47	64	47	44	55	50	63	73	51	66	35	41
	27%	23%	33%	29%	29%	33%	31%	25%	29%	21%	28%	22%	27%
Fairly concerned	826	55	45	51	46	64	54	102	82	99	90	65	58
	35%	27%	23%	31%	31%	38%	34%	40%	33%	40%	38%	41%	38%
								b		b		b	
Neither/ nor	447	45	31	28	31	26	33	55	52	52	40	30	23
	19%	22%	16%	17%	21%	15%	20%	22%	21%	21%	17%	19%	15%
Not very concerned	301	35	25	20	20	12	18	26	32	34	30	21	25
	13%	17%	13%	13%	14%	7%	12%	10%	13%	14%	12%	13%	16%
		e											
Not at all concerned	122	20	26	14	3	8	4	4	10	10	11	8	3
	5%	10%	13%	8%	2%	5%	2%	2%	4%	4%	5%	5%	2%
		dgl	dfghil	g									
Don't know	31	1	2	1	6	3	1	5	-	3	3	1	3
	1%	*%	1%	1%	4%	2%	1%	2%	-%	1%	1%	*%	2%
SUMMARY													
TOTAL CONCERNED	1480	103	110	98	90	120	104	164	155	151	157	100	99
	62%	50%	57%	61%	60%	71%	65%	65%	62%	60%	65%	63%	65%
						a							
TOTAL NOT CONCERNED	423	55	51	34	23	19	22	30	42	44	41	29	27
	18%	27%	26%	21%	15%	12%	14%	12%	17%	18%	17%	18%	18%
		efg	eg										
TOTAL NEITHER/ DON'T KNOW	478	46	33	29	38	29	34	60	52	55	43	30	25
	20%	23%	17%	18%	25%	17%	21%	24%	21%	22%	18%	19%	17%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	654	563	38	30	22	654	589	65	226	153	126	142	378	268	654
	27%	28%	21%	28%	30%	27%	28%	24%	33%	26%	24%	25%	30%	25%	27%
					b				cf						
Fairly concerned	826	681	76	40	29	826	734	93	262	201	174	173	463	347	826
	35%	34%	42%	37%	39%	35%	35%	34%	38%	35%	33%	31%	37%	32%	35%
			ae												
Neither/ nor	447	388	31	17	11	447	385	62	95	115	118	119	210	237	447
	19%	19%	17%	16%	15%	19%	18%	23%	14%	20%	23%	21%	17%	22%	19%
											a	a		ae	a
Not very concerned	301	253	25	13	9	301	255	46	82	81	68	69	163	137	301
	13%	13%	14%	12%	12%	13%	12%	17%	12%	14%	13%	12%	13%	13%	13%
Not at all concerned	122	110	5	5	2	122	118	4	14	29	30	45	42	75	122
	5%	5%	3%	5%	2%	5%	6%	2%	2%	5%	6%	8%	3%	7%	5%
											a	ae		ae	a
Don't know	31	24	4	2	1	31	31	-	7	4	6	11	11	17	31
	1%	1%	2%	2%	1%	1%	1%	-%	1%	1%	1%	2%	1%	2%	1%
SUMMARY															
TOTAL CONCERNED	1480	1245	114	70	51	1480	1323	158	488	354	301	315	842	616	1480
	62%	62%	64%	65%	69%	62%	63%	58%	71%	61%	58%	56%	66%	57%	62%
					a				bcdfg				cdf		
TOTAL NOT CONCERNED	423	363	31	19	11	423	373	50	96	110	98	113	205	212	423
	18%	18%	17%	17%	15%	18%	18%	19%	14%	19%	19%	20%	16%	20%	18%
														a	
TOTAL NEITHER/ DON'T KNOW	478	412	35	19	12	478	416	62	102	119	123	131	221	254	478
	20%	20%	19%	18%	16%	20%	20%	23%	15%	21%	24%	23%	17%	23%	20%
											a	a		ae	a

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 36

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	654	143	489	100	206	216	152	323	155
	27%	28%	28%	23%	26%	28%	31%	27%	27%
Fairly concerned	826	170	629	152	274	273	157	439	191
	35%	33%	35%	35%	35%	36%	32%	36%	33%
Neither/ nor	447	113	314	102	151	132	80	235	117
	19%	22%	18%	23%	19%	17%	17%	19%	20%
Not very concerned	301	52	236	48	101	109	63	146	79
	13%	10%	13%	11%	13%	14%	13%	12%	14%
Not at all concerned	122	25	87	27	46	26	25	63	27
	5%	5%	5%	6%	6%	3%	5%	5%	5%
Don't know	31	6	21	10	6	9	7	10	9
	1%	1%	1%	2%	1%	1%	2%	1%	2%
SUMMARY									
TOTAL CONCERNED	1480	313	1118	252	480	489	308	762	346
	62%	62%	63%	58%	61%	64%	64%	63%	60%
TOTAL NOT CONCERNED	423	77	323	75	147	135	87	209	105
	18%	15%	18%	17%	19%	18%	18%	17%	18%
TOTAL NEITHER/ DON'T KNOW	478	119	335	111	157	141	88	245	126
	20%	23%	19%	25%	20%	18%	18%	20%	22%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	673	124	107	116	141	110	75	489	185	336	326	49	361	247
	28%	31%	34%	35%	28%	22%	24%	31%	22%	28%	28%	33%	32%	24%
			ef	ef				b						c
Fairly concerned	790	98	96	129	186	191	91	508	282	400	375	30	371	368
	33%	25%	30%	39%	36%	38%	29%	33%	34%	33%	33%	20%	33%	35%
				af	a	a								a
Neither/ nor	322	52	34	29	77	80	50	192	130	164	157	16	129	158
	14%	13%	11%	9%	15%	16%	16%	12%	16%	14%	14%	11%	12%	15%
						c								
Not very concerned	355	65	38	35	75	79	62	213	141	168	183	26	148	170
	15%	16%	12%	11%	15%	16%	20%	14%	17%	14%	16%	17%	13%	16%
							c							
Not at all concerned	208	52	30	18	27	44	38	126	82	111	90	21	85	97
	9%	13%	10%	5%	5%	9%	12%	8%	10%	9%	8%	14%	8%	9%
		cd					cd							
Don't know	33	9	9	5	7	1	3	30	4	16	15	6	21	4
	1%	2%	3%	2%	1%	*%	1%	2%	*%	1%	1%	4%	2%	*%
			e									c	c	
SUMMARY														
TOTAL CONCERNED	1464	222	203	245	327	301	166	997	467	736	702	80	732	615
	61%	56%	64%	74%	64%	60%	52%	64%	57%	62%	61%	54%	66%	59%
			f	aef	f			b						c
TOTAL NOT CONCERNED	563	117	69	53	101	123	100	340	223	280	273	47	232	267
	24%	29%	22%	16%	20%	24%	31%	22%	27%	23%	24%	31%	21%	26%
		c					cd							
TOTAL NEITHER/ DON'T KNOW	355	61	43	34	83	81	53	221	134	181	172	23	151	162
	15%	15%	14%	10%	16%	16%	17%	14%	16%	15%	15%	15%	14%	16%

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	673	64	60	57	49	63	50	63	76	50	58	39	33
	28%	31%	31%	35%	32%	37%	31%	25%	31%	20%	24%	25%	22%
				i		il							
Fairly concerned	790	57	41	45	51	60	69	97	83	95	87	46	44
	33%	28%	21%	28%	33%	36%	43%	38%	34%	38%	36%	29%	29%
							bc	b		b			
Neither/ nor	322	27	25	15	19	19	10	43	34	37	43	24	26
	14%	13%	13%	9%	12%	11%	6%	17%	14%	15%	18%	15%	17%
								f			f		f
Not very concerned	355	32	34	21	18	14	22	31	44	44	34	28	33
	15%	16%	17%	13%	12%	8%	13%	12%	18%	18%	14%	17%	22%
													e
Not at all concerned	208	23	27	18	12	10	7	16	9	24	18	21	16
	9%	11%	14%	11%	8%	6%	5%	6%	4%	9%	8%	13%	10%
			fh									h	
Don't know	33	2	6	5	4	3	2	4	2	-	1	1	*
	1%	1%	3%	3%	2%	2%	1%	2%	1%	-%	*%	1%	*%
SUMMARY													
TOTAL CONCERNED	1464	120	102	102	100	123	119	160	159	146	145	85	77
	61%	59%	53%	63%	66%	73%	74%	63%	64%	58%	60%	53%	51%
						bikl	bikl						
TOTAL NOT CONCERNED	563	54	61	39	30	24	29	46	53	68	52	49	49
	24%	27%	31%	24%	20%	14%	18%	18%	21%	27%	21%	31%	32%
			e							e		e	efg
TOTAL NEITHER/ DON'T KNOW	355	29	31	20	22	22	12	47	36	37	44	25	26
	15%	14%	16%	13%	15%	13%	8%	19%	15%	15%	18%	16%	17%
								f			f		

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	673	572	42	34	25	673	608	65	226	179	112	146	404	258	673
	28%	28%	23%	31%	34%	28%	29%	24%	33%	31%	21%	26%	32%	24%	28%
					b				cf	c			cf		
Fairly concerned	790	670	65	32	23	790	702	88	229	192	191	167	421	359	790
	33%	33%	36%	30%	31%	33%	33%	33%	33%	33%	37%	30%	33%	33%	33%
Neither/ nor	322	271	26	14	10	322	289	33	74	74	80	93	148	173	322
	14%	13%	14%	13%	14%	14%	14%	12%	11%	13%	15%	17%	12%	16%	14%
														a	
Not very concerned	355	298	30	15	11	355	294	60	104	95	87	66	199	153	355
	15%	15%	17%	14%	15%	15%	14%	22%	15%	16%	17%	12%	16%	14%	15%
								a							
Not at all concerned	208	180	15	10	3	208	185	23	48	41	52	65	89	117	208
	9%	9%	8%	9%	4%	9%	9%	8%	7%	7%	10%	12%	7%	11%	9%
		d										e	e	e	
Don't know	33	28	2	3	1	33	33	*	5	2	1	22	7	22	33
	1%	1%	1%	3%	1%	1%	2%	*%	1%	*%	*%	4%	1%	2%	1%
												abceg		e	
SUMMARY															
TOTAL CONCERNED	1464	1242	107	66	48	1464	1310	154	454	371	303	313	825	616	1464
	61%	62%	60%	61%	65%	61%	62%	57%	66%	64%	58%	56%	65%	57%	61%
									df				df		
TOTAL NOT CONCERNED	563	478	45	25	15	563	480	83	152	136	139	131	288	270	563
	24%	24%	25%	23%	20%	24%	23%	31%	22%	23%	27%	23%	23%	25%	24%
								a							
TOTAL NEITHER/ DON'T KNOW	355	299	28	17	11	355	322	33	79	76	80	115	156	195	355
	15%	15%	15%	16%	15%	15%	15%	12%	12%	13%	15%	21%	12%	18%	15%
												abeg		ae	

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	673	155	498	121	198	245	160	329	165
	28%	31%	28%	28%	25%	32%	33%	27%	29%
Fairly concerned	790	163	592	141	266	245	143	413	193
	33%	32%	33%	32%	34%	32%	30%	34%	33%
Neither/ nor	322	73	231	77	104	85	47	166	95
	14%	14%	13%	18%	13%	11%	10%	14%	16%
				c					a
Not very concerned	355	59	290	50	118	136	83	183	78
	15%	12%	16%	11%	15%	18%	17%	15%	13%
Not at all concerned	208	53	143	42	91	51	45	114	40
	9%	10%	8%	10%	12%	7%	9%	9%	7%
					c				
Don't know	33	6	22	6	7	3	7	13	6
	1%	1%	1%	1%	1%	*%	1%	1%	1%
SUMMARY									
TOTAL CONCERNED	1464	318	1090	263	464	490	303	742	358
	61%	63%	61%	60%	59%	64%	63%	61%	62%
TOTAL NOT CONCERNED	563	112	433	91	209	186	127	296	118
	24%	22%	24%	21%	27%	24%	26%	24%	20%
TOTAL NEITHER/ DON'T KNOW	355	79	253	84	111	88	54	178	101
	15%	15%	14%	19%	14%	12%	11%	15%	18%
				c					

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

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

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

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

	Total	CHILD'S AGE 3-5	6-7	8-9	10-12	13-15	16-17	CHILD'S AGE 3-12	13-17	CHILD'S GENDER MALE	FEMALE	SCHOOL YEAR PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	1076	187	167	201	245	172	105	800	277	518	540	71	599	381
	45%	47%	53%	60%	48%	34%	33%	51%	34%	43%	47%	48%	54%	37%
		ef	ef	adef	ef			b					c	
Fairly concerned	685	82	69	85	149	199	102	385	300	350	328	30	248	387
	29%	21%	22%	26%	29%	39%	32%	25%	36%	29%	29%	20%	22%	37%
						abcd	ab		a					ab
Neither/ nor	210	41	23	17	45	40	44	125	85	112	95	14	86	94
	9%	10%	7%	5%	9%	8%	14%	8%	10%	9%	8%	10%	8%	9%
							bc							
Not very concerned	259	38	24	16	51	80	50	129	130	126	130	10	96	144
	11%	10%	8%	5%	10%	16%	16%	8%	16%	11%	11%	7%	9%	14%
						bc	bc		a					b
Not at all concerned	127	40	31	10	18	13	15	99	28	77	45	19	72	35
	5%	10%	10%	3%	3%	3%	5%	6%	3%	6%	4%	12%	6%	3%
		cde	cde									c	c	
Don't know	23	11	2	3	4	-	3	21	3	13	8	5	14	2
	1%	3%	1%	1%	1%	-%	1%	1%	*%	1%	1%	3%	1%	*%
		e										c		
SUMMARY														
TOTAL CONCERNED	1762	270	235	286	394	371	206	1184	577	868	868	102	847	768
	74%	67%	75%	86%	77%	73%	65%	76%	70%	73%	76%	68%	76%	74%
				abdef	f									
TOTAL NOT CONCERNED	386	79	55	26	69	94	65	228	158	203	175	28	167	179
	16%	20%	17%	8%	13%	19%	20%	15%	19%	17%	15%	19%	15%	17%
		c	c			c	c							
TOTAL NEITHER/ DON'T KNOW	234	51	25	21	49	40	47	146	88	125	103	19	101	96
	10%	13%	8%	6%	10%	8%	15%	9%	11%	10%	9%	13%	9%	9%
							bce							

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	1076	85	102	87	78	103	95	120	125	72	89	52	51
	45%	42%	53%	54%	52%	61%	59%	47%	50%	29%	37%	33%	34%
			ikl	ijkl	ikl	aijkl	aijkl	i	ikl				
Fairly concerned	685	48	34	34	35	38	47	70	74	107	91	53	47
	29%	24%	18%	21%	23%	22%	30%	28%	30%	43%	38%	33%	31%
										abcdeg	bcde	b	
Neither/ nor	210	17	23	13	10	11	6	27	16	22	18	22	21
	9%	8%	12%	8%	6%	7%	4%	10%	7%	9%	8%	14%	14%
												f	f
Not very concerned	259	25	13	8	16	8	8	20	31	42	35	22	27
	11%	12%	7%	5%	10%	5%	5%	8%	12%	17%	15%	14%	18%
										cef	cef	ce	bcef
Not at all concerned	127	23	16	18	13	8	2	13	3	7	7	9	5
	5%	11%	8%	11%	8%	5%	1%	5%	1%	3%	3%	6%	3%
		fhij	fh	fhij	fh								
Don't know	23	5	6	2	-	1	2	4	-	-	-	*	1
	1%	2%	3%	1%	-%	1%	1%	2%	-%	-%	-%	*%	1%
SUMMARY													
TOTAL CONCERNED	1762	134	136	121	113	140	142	190	199	179	181	105	98
	74%	66%	70%	75%	75%	83%	89%	75%	80%	72%	75%	66%	64%
						akl	abcdgijkl		akl				
TOTAL NOT CONCERNED	386	48	29	26	28	16	10	33	34	49	42	31	32
	16%	24%	15%	16%	19%	9%	6%	13%	14%	20%	17%	20%	21%
		ef			f					f	f	f	ef
TOTAL NEITHER/ DON'T KNOW	234	22	29	15	10	13	8	31	16	22	18	23	22
	10%	11%	15%	9%	6%	8%	5%	12%	7%	9%	8%	14%	15%
			f										f

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	1076	897	84	56	40	1076	960	116	347	252	215	243	598	459	1076
	45%	44%	47%	52%	55%	45%	45%	43%	51%	43%	41%	43%	47%	42%	45%
					ae				cf						
Fairly concerned	685	589	49	26	21	685	619	66	200	184	165	134	384	299	685
	29%	29%	27%	24%	28%	29%	29%	25%	29%	32%	32%	24%	30%	28%	29%
Neither/ nor	210	174	19	11	6	210	177	33	45	41	55	63	87	117	210
	9%	9%	11%	10%	8%	9%	8%	12%	7%	7%	10%	11%	7%	11%	9%
												e		e	
Not very concerned	259	230	17	8	4	259	214	46	63	72	56	67	135	123	259
	11%	11%	9%	7%	6%	11%	10%	17%	9%	12%	11%	12%	11%	11%	11%
		d				d		a							
Not at all concerned	127	109	10	6	2	127	118	8	27	27	28	43	55	71	127
	5%	5%	6%	5%	3%	5%	6%	3%	4%	5%	5%	8%	4%	7%	5%
Don't know	23	21	*	1	*	23	23	-	3	7	3	10	10	13	23
	1%	1%	*%	1%	*%	1%	1%	-%	*%	1%	1%	2%	1%	1%	1%
SUMMARY															
TOTAL CONCERNED	1762	1486	133	82	61	1762	1579	182	547	435	381	377	982	758	1762
	74%	74%	74%	76%	83%	74%	75%	68%	80%	75%	73%	67%	77%	70%	74%
					abe				dfg				df		
TOTAL NOT CONCERNED	386	339	27	13	6	386	332	54	90	99	84	110	189	193	386
	16%	17%	15%	13%	9%	16%	16%	20%	13%	17%	16%	20%	15%	18%	16%
		d				d						a			
TOTAL NEITHER/ DON'T KNOW	234	195	20	12	6	234	200	33	48	48	58	72	96	130	234
	10%	10%	11%	11%	9%	10%	9%	12%	7%	8%	11%	13%	8%	12%	10%
												ae		ae	

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

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

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

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

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	1076	239	794	190	336	342	227	552	254
	45%	47%	45%	43%	43%	45%	47%	45%	44%
Fairly concerned	685	136	527	133	210	254	130	372	159
	29%	27%	30%	30%	27%	33%	27%	31%	27%
Neither/ nor	210	44	148	43	75	50	36	82	77
	9%	9%	8%	10%	10%	7%	7%	7%	13%
									b
Not very concerned	259	60	196	42	107	81	57	135	54
	11%	12%	11%	10%	14%	11%	12%	11%	9%
Not at all concerned	127	27	93	25	47	32	30	64	29
	5%	5%	5%	6%	6%	4%	6%	5%	5%
Don't know	23	2	18	4	8	6	3	12	4
	1%	*%	1%	1%	1%	1%	1%	1%	1%
SUMMARY									
TOTAL CONCERNED	1762	375	1321	324	547	596	358	924	413
	74%	74%	74%	74%	70%	78%	74%	76%	72%
						b			
TOTAL NOT CONCERNED	386	87	289	67	154	112	87	199	83
	16%	17%	16%	15%	20%	15%	18%	16%	14%
TOTAL NEITHER/ DON'T KNOW	234	46	166	47	83	56	39	94	81
	10%	9%	9%	11%	11%	7%	8%	8%	14%
									b

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

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

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

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

	Total	CHILD'S AGE 3-5 a	CHILD'S AGE 6-7 b	CHILD'S AGE 8-9 c	CHILD'S AGE 10-12 d	CHILD'S AGE 13-15 e	CHILD'S AGE 16-17 f	CHILD'S AGE 3-12 a	CHILD'S AGE 13-17 b	CHILD'S GENDER MALE a	CHILD'S GENDER FEMALE b	SCHOOL YEAR PRE-SCHOOL a	SCHOOL YEAR PRIMARY b	SCHOOL YEAR SECONDARY c
Significance Level: 99%														
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	952 40%	184 46% ef	154 49% ef	176 53% def	206 40% ef	148 29%	84 27%	720 46% b	233 28%	471 39%	470 41%	70 47% c	540 48% c	323 31%
Fairly concerned	849 36%	121 30%	95 30%	102 31%	197 39%	219 43% abc	115 36%	514 33%	335 41% a	423 35%	412 36%	46 31%	348 31%	432 41% b
Neither/ nor	241 10%	30 8%	25 8%	28 8%	56 11%	59 12%	44 14%	139 9%	102 12%	114 10%	125 11%	9 6%	98 9%	117 11%
Not very concerned	225 9%	24 6%	23 7%	18 5%	38 7%	65 13% ac	57 18% abcd	103 7%	122 15% a	125 10%	95 8%	8 5%	72 6%	134 13% b
Not at all concerned	86 4%	33 8% cde	13 4%	5 2%	10 2%	12 2%	13 4%	61 4%	26 3%	45 4%	39 3%	14 9% bc	39 4%	31 3%
Don't know	27 1%	9 2%	5 1%	4 1%	4 1%	2 *%	4 1%	22 1%	6 1%	18 2%	7 1%	3 2%	17 2%	6 1%
SUMMARY														
TOTAL CONCERNED	1801 76%	305 76% f	249 79% f	278 84% ef	403 79% f	368 73% f	200 63%	1234 79% b	567 69%	894 75%	881 77%	115 77%	888 80% c	755 72%
TOTAL NOT CONCERNED	311 13%	56 14% c	36 11%	23 7%	48 9%	77 15% c	71 22% bcd	163 10%	148 18% a	170 14%	133 12%	22 15%	112 10%	165 16% b
TOTAL NEITHER/ DON'T KNOW	269 11%	39 10%	30 9%	32 9%	61 12%	60 12%	48 15%	161 10%	108 13%	132 11%	132 11%	12 8%	115 10%	124 12%

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

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

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

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

							CHILD'S AGE AND GENDER						
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	952	86	97	85	69	90	82	95	111	69	73	46	38
	40%	42%	50%	52%	45%	53%	51%	38%	44%	28%	30%	29%	25%
		l	ijkl	ijkl	ijkl	gijkl	ijkl		ikl				
Fairly concerned	849	65	56	45	49	47	55	103	87	111	103	51	62
	36%	32%	29%	28%	33%	28%	34%	41%	35%	45%	43%	32%	41%
										bce	e		
Neither/ nor	241	19	11	12	13	15	12	19	36	25	33	24	19
	10%	9%	6%	7%	9%	9%	8%	7%	14%	10%	14%	15%	12%
Not very concerned	225	11	13	11	12	11	6	27	11	36	26	29	27
	9%	5%	7%	7%	8%	7%	4%	11%	4%	14%	11%	18%	18%
										fh		abcefh	abcefh
Not at all concerned	86	17	14	5	7	4	2	5	5	8	5	6	6
	4%	8%	7%	3%	4%	2%	1%	2%	2%	3%	2%	4%	4%
		f											
Don't know	27	6	2	3	2	1	2	4	-	*	1	3	-
	1%	3%	1%	2%	1%	1%	1%	2%	-%	*%	1%	2%	-%
SUMMARY													
TOTAL CONCERNED	1801	151	153	130	118	137	137	198	197	180	176	97	100
	76%	74%	79%	80%	78%	81%	86%	78%	79%	72%	73%	61%	66%
			k	kl	k	kl	ikl	k	k				
TOTAL NOT CONCERNED	311	28	27	16	19	15	8	32	16	44	31	35	33
	13%	14%	14%	10%	12%	9%	5%	13%	6%	18%	13%	22%	22%
										fh		cefh	cefh
TOTAL NEITHER/ DON'T KNOW	269	25	13	15	15	17	15	23	36	26	34	26	19
	11%	12%	7%	9%	10%	10%	9%	9%	14%	10%	14%	17%	12%

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

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

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

	Total	NATION ENGLAND a	NATION SCOTLAND b	NATION WALES c	NATION N IRELAND d	NATION ALL UK e	AREA URBAN a	AREA RURAL b	SOCIAL GRADE AB a	SOCIAL GRADE C1 b	SOCIAL GRADE C2 c	SOCIAL GRADE DE d	SOCIAL GRADE ABC1 e	SOCIAL GRADE C2DE f	SOCIAL GRADE ALL UK g
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	952	798	75	45	35	952	857	95	309	240	182	200	550	382	952
	40%	39%	42%	42%	47%	40%	41%	35%	45% cdf	41%	35%	36%	43% cf	35%	40%
Fairly concerned	849	726	60	38	26	849	754	95	251	217	207	172	467	379	849
	36%	36%	33%	35%	36%	36%	36%	35%	37%	37%	40%	31%	37%	35%	36%
Neither/ nor	241	205	20	10	7	241	210	32	49	50	50	91	100	141	241
	10%	10%	11%	9%	9%	10%	10%	12%	7%	9%	10%	16% abeg	8%	13% ae	10%
Not very concerned	225	196	16	9	5	225	182	43	58	59	56	48	117	104	225
	9%	10%	9%	8%	7%	9%	9%	16% a	8%	10%	11%	9%	9%	10%	9%
Not at all concerned	86	73	8	5	1	86	82	4	15	8	24	37	23	61	86
	4%	4%	5%	4%	1%	4%	4%	2%	2%	1%	5% be	7% abe	2%	6% abe	4% e
Don't know	27	24	2	2	*	27	27	-	3	9	3	11	12	15	27
	1%	1%	1%	2%	*%	1%	1%	-%	*%	1%	1%	2%	1%	1%	1%
SUMMARY															
TOTAL CONCERNED	1801	1523	134	83	61	1801	1611	190	560	457	389	372	1017	761	1801
	76%	75%	75%	77%	83% ae	76%	76%	71%	82% dfg	78% df	75%	67%	80% dfg	70%	76% df
TOTAL NOT CONCERNED	311	268	24	14	6	311	264	47	73	67	80	85	140	165	311
	13%	13% d	13%	13%	8%	13%	12%	18% d	11%	11%	15%	15%	11%	15%	13%
TOTAL NEITHER/ DON'T KNOW	269	228	22	12	7	269	237	32	52	59	53	102	111	155	269
	11%	11%	12%	11%	9%	11%	11%	12%	8%	10%	10%	18% abceg	9%	14% ae	11%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	952	229	685	167	303	307	201	493	217
	40%	45%	39%	38%	39%	40%	42%	41%	38%
Fairly concerned	849	159	658	152	261	305	175	443	197
	36%	31%	37%	35%	33%	40%	36%	36%	34%
Neither/ nor	241	51	178	54	88	56	24	121	83
	10%	10%	10%	12%	11%	7%	5%	10%	14%
								a	a
Not very concerned	225	48	174	38	91	69	53	108	54
	9%	9%	10%	9%	12%	9%	11%	9%	9%
Not at all concerned	86	17	62	20	32	22	26	41	16
	4%	3%	3%	5%	4%	3%	5%	3%	3%
Don't know	27	4	20	6	9	5	4	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%
SUMMARY									
TOTAL CONCERNED	1801	388	1343	320	564	613	376	936	415
	76%	76%	76%	73%	72%	80%	78%	77%	72%
						b			
TOTAL NOT CONCERNED	311	65	235	58	122	92	79	149	70
	13%	13%	13%	13%	16%	12%	16%	12%	12%
TOTAL NEITHER/ DON'T KNOW	269	55	197	60	97	61	28	131	92
	11%	11%	11%	14%	12%	8%	6%	11%	16%
				c				a	a

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

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

QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Very concerned	848	159	135	149	184	137	84	627	221	410	418	70	459	301
	36%	40%	43%	45%	36%	27%	26%	40%	27%	34%	36%	47%	41%	29%
		ef	ef	ef				b				c	c	
Fairly concerned	873	134	108	124	202	193	111	569	304	435	427	36	411	399
	37%	34%	34%	37%	40%	38%	35%	36%	37%	36%	37%	24%	37%	38%
Neither/ nor	290	55	32	31	54	72	46	172	118	149	139	26	111	147
	12%	14%	10%	9%	11%	14%	15%	11%	14%	12%	12%	17%	10%	14%
Not very concerned	224	15	17	20	53	74	46	105	119	118	105	4	72	133
	9%	4%	5%	6%	10%	15%	14%	7%	15%	10%	9%	3%	6%	13%
					a	abc	abc		a					ab
Not at all concerned	116	26	17	5	14	24	30	62	54	64	48	11	43	56
	5%	7%	5%	2%	3%	5%	9%	4%	7%	5%	4%	7%	4%	5%
		c					cd							
Don't know	30	9	7	3	4	5	2	24	6	19	10	3	19	8
	1%	2%	2%	1%	1%	1%	*%	2%	1%	2%	1%	2%	2%	1%
SUMMARY														
TOTAL CONCERNED	1721	294	243	273	386	330	195	1196	525	845	844	106	871	700
	72%	73%	77%	82%	75%	65%	61%	77%	64%	71%	74%	71%	78%	67%
		f	ef	ef	ef			b					c	
TOTAL NOT CONCERNED	340	42	33	25	67	98	76	167	173	182	153	15	114	188
	14%	10%	11%	8%	13%	19%	24%	11%	21%	15%	13%	10%	10%	18%
						abc	abcd		a					b
TOTAL NEITHER/ DON'T KNOW	320	64	39	34	59	77	48	196	125	168	149	28	130	155
	13%	16%	12%	10%	11%	15%	15%	13%	15%	14%	13%	19%	12%	15%

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

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QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Very concerned	848	80	79	59	74	76	70	91	89	59	69	46	36
	36%	39%	41%	37%	49%	45%	44%	36%	36%	24%	29%	29%	24%
		il	il		ijkl	ijkl	ijkl						
Fairly concerned	873	65	69	67	41	61	62	98	101	99	89	44	64
	37%	32%	36%	42%	27%	37%	39%	39%	41%	40%	37%	28%	42%
													d
Neither/ nor	290	33	23	11	21	19	12	30	23	31	41	26	20
	12%	16%	12%	7%	14%	11%	7%	12%	9%	12%	17%	17%	13%
											c	c	
Not very concerned	224	9	6	10	6	6	14	25	28	43	30	24	21
	9%	5%	3%	6%	4%	4%	8%	10%	11%	17%	13%	15%	14%
										abcde	be	abde	bde
Not at all concerned	116	10	14	10	6	3	2	8	6	15	8	18	11
	5%	5%	7%	6%	4%	2%	1%	3%	2%	6%	3%	11%	8%
												efh	
Don't know	30	7	2	4	3	3	-	3	2	1	4	1	-
	1%	3%	1%	2%	2%	2%	-%	1%	1%	*%	2%	1%	-%
SUMMARY													
TOTAL CONCERNED	1721	145	149	126	115	137	132	188	191	159	158	90	100
	72%	71%	77%	78%	76%	81%	83%	74%	77%	64%	65%	57%	66%
			k	ik	k	ijkl	ijkl	k	k				
TOTAL NOT CONCERNED	340	20	20	20	12	9	16	33	33	59	39	41	32
	14%	10%	11%	13%	8%	5%	10%	13%	13%	24%	16%	26%	21%
										abdef	e	abcdefgh	def
TOTAL NEITHER/ DON'T KNOW	320	39	25	15	24	22	12	32	25	32	44	28	20
	13%	19%	13%	9%	16%	13%	7%	13%	10%	13%	18%	17%	13%
		f									f		

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 40

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

QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Very concerned	848	709	64	43	32	848	767	81	286	231	131	185	516	315	848
	36%	35%	36%	40%	43%	36%	36%	30%	42%	40%	25%	33%	41%	29%	36%
									cdfg	cf			cf		cf
Fairly concerned	873	749	64	35	25	873	759	114	249	214	219	183	463	402	873
	37%	37%	36%	33%	33%	37%	36%	42%	36%	37%	42%	33%	37%	37%	37%
Neither/ nor	290	245	27	12	7	290	257	33	65	56	83	85	121	167	290
	12%	12%	15%	11%	10%	12%	12%	12%	9%	10%	16%	15%	10%	15%	12%
											ae	ae		abe	
Not very concerned	224	189	16	10	8	224	187	37	57	56	59	50	113	108	224
	9%	9%	9%	9%	11%	9%	9%	14%	8%	10%	11%	9%	9%	10%	9%
Not at all concerned	116	101	8	6	2	116	112	4	25	22	28	38	46	66	116
	5%	5%	4%	5%	2%	5%	5%	1%	4%	4%	5%	7%	4%	6%	5%
Don't know	30	27	1	2	1	30	30	-	4	4	3	19	8	22	30
	1%	1%	1%	2%	1%	1%	1%	-%	1%	1%	1%	3%	1%	2%	1%
												aeg			
SUMMARY															
TOTAL CONCERNED	1721	1458	128	78	56	1721	1525	196	535	445	350	368	979	717	1721
	72%	72%	71%	73%	76%	72%	72%	73%	78%	76%	67%	66%	77%	66%	72%
									cdfg	cdf			cdfg		f
TOTAL NOT CONCERNED	340	290	24	16	10	340	299	41	82	77	87	88	159	174	340
	14%	14%	13%	15%	13%	14%	14%	15%	12%	13%	17%	16%	13%	16%	14%
TOTAL NEITHER/ DON'T KNOW	320	271	28	14	8	320	288	33	68	61	86	104	129	189	320
	13%	13%	15%	13%	11%	13%	14%	12%	10%	10%	16%	19%	10%	18%	13%
											ae	abe		abe	

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 40

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

QP51M. EXTENT OF CONCERN ABOUT CHILD'S ONLINE USE - Them not knowing how to tell if something is real or fake online (SINGLE CODE)

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Very concerned	848	203	613	137	257	308	195	419	195
	36%	40%	35%	31%	33%	40%	40%	34%	34%
Fairly concerned	873	156	685	156	275	290	176	458	201
	37%	31%	39%	36%	35%	38%	36%	38%	35%
			a						
Neither/ nor	290	70	206	70	104	70	48	137	91
	12%	14%	12%	16%	13%	9%	10%	11%	16%
				c					
Not very concerned	224	46	167	35	91	69	43	134	43
	9%	9%	9%	8%	12%	9%	9%	11%	7%
Not at all concerned	116	30	82	29	51	23	18	58	36
	5%	6%	5%	7%	7%	3%	4%	5%	6%
					c				
Don't know	30	4	22	10	6	4	3	11	11
	1%	1%	1%	2%	1%	*%	1%	1%	2%
SUMMARY									
TOTAL CONCERNED	1721	359	1298	293	532	598	371	877	395
	72%	71%	73%	67%	68%	78%	77%	72%	69%
						ab			
TOTAL NOT CONCERNED	340	76	249	65	142	92	61	192	79
	14%	15%	14%	15%	18%	12%	13%	16%	14%
					c				
TOTAL NEITHER/ DON'T KNOW	320	73	228	80	110	74	51	147	103
	13%	14%	13%	18%	14%	10%	11%	12%	18%
				c					ab

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

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

ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
ANY VERY/ FAIRLY CONCERNED	2196	351	279	318	489	473	286	1437	759	1089	1072	123	1033	978
	92%	88%	89%	96%	96%	94%	90%	92%	92%	91%	94%	83%	93%	94%
				abf	ab								a	a
NONE	185	49	36	14	23	32	32	122	64	106	74	26	82	65
	8%	12%	11%	4%	4%	6%	10%	8%	8%	9%	6%	17%	7%	6%
		cd	cd				c					bc		

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

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

ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
ANY VERY/ FAIRLY CONCERNED	2196	176	174	143	135	157	157	238	241	232	227	142	138
	92%	86%	90%	89%	89%	93%	98%	94%	97%	93%	94%	90%	91%
							abcdkl		acd				
NONE	185	28	19	18	16	11	3	16	7	17	14	17	14
	8%	14%	10%	11%	11%	7%	2%	6%	3%	7%	6%	10%	9%
		fh	f	fh	fh							f	f

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

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

ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
ANY VERY/ FAIRLY CONCERNED	2196	1863	164	98	71	2196	1944	252	652	549	477	488	1201	965	2196
	92%	92%	91%	91%	96%	92%	92%	93%	95%	94%	91%	87%	95%	89%	92%
									df	df			df		d
NONE	185	157	16	9	3	185	167	18	33	34	45	71	66	116	185
	8%	8%	9%	9%	4%	8%	8%	7%	5%	6%	9%	13%	5%	11%	8%
												abeg		abe	

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

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

ANY CONCERNS ABOUT CHILD'S ONLINE USE - ACROSS QP51D-M

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
ANY VERY/ FAIRLY CONCERNED	2196	471	1642	401	708	723	445	1125	535
	92%	93%	92%	92%	90%	95%	92%	92%	93%
NONE	185	37	134	37	75	42	38	92	42
	8%	7%	8%	8%	10%	5%	8%	8%	7%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 42

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
Yes	544	80	81	94	111	125	53	367	178	267	272	32	277	224
	23%	20%	26%	28%	22%	25%	17%	24%	22%	22%	24%	21%	25%	21%
			f	f										
No	1803	318	230	235	392	370	257	1175	628	908	866	117	826	801
	76%	80%	73%	71%	77%	73%	81%	75%	76%	76%	75%	78%	74%	77%
							c							
Don't know	34	1	3	3	8	10	8	16	18	22	9	*	12	19
	1%	*%	1%	1%	2%	2%	2%	1%	2%	2%	1%	*%	1%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 42

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

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

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

		CHILD'S AGE AND GENDER											
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
Yes	544	42	38	53	28	47	46	46	65	56	66	23	29
	23%	21%	20%	33%	19%	28%	28%	18%	26%	22%	27%	14%	19%
				dgk		k	k				k		
No	1803	161	156	107	121	118	115	203	182	186	173	132	119
	76%	79%	80%	66%	80%	70%	72%	80%	73%	75%	72%	83%	79%
					c			c				c	
Don't know	34	*	*	2	1	3	-	4	2	8	2	4	3
	1%	*%	*%	1%	1%	2%	-%	2%	1%	3%	1%	3%	2%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
Yes	544	460	39	29	16	544	486	58	191	128	111	109	319	220	544
	23%	23%	22%	27%	22%	23%	23%	22%	28%	22%	21%	20%	25%	20%	23%
									df						
No	1803	1533	138	76	56	1803	1596	207	488	449	407	436	937	844	1803
	76%	76%	77%	71%	76%	76%	76%	77%	71%	77%	78%	78%	74%	78%	76%
														a	
Don't know	34	27	3	3	2	34	30	4	6	6	4	13	12	17	34
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 42

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
Yes	544	168	355	99	170	195	129	273	130
	23%	33%	20%	23%	22%	25%	27%	22%	23%
		b							
No	1803	331	1401	333	603	565	352	929	440
	76%	65%	79%	76%	77%	74%	73%	76%	76%
			a						
Don't know	34	9	20	5	11	5	2	15	7
	1%	2%	1%	1%	1%	1%	1%	1%	1%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	~d	e	~f	a	b	a	b	~a	b	c
Unweighted total	567	74	109	114	91	106	73	388	179	287	275	30	316	205
Effective Weighted Sample	377	50	78	78	63	75	49	258	120	184	190	20	212	138
Total	544	80	81	94	111	125	53	367	178	267	272	32	277	224
Talked to my child about what had happened	455	**	68	84	**	97	**	316	139	219	230	**	237	184
	84%	**	83%	89%	**	78%	**	86%	78%	82%	84%	**	86%	82%
Advised/ told my child to block certain people/ types of content	303	**	35	53	**	81	**	188	116	146	153	**	136	148
	56%	**	43%	56%	**	65% b	**	51%	65%	55%	56%	**	49%	66% b
Advised/ told my child to stop using certain apps/ sites	284	**	49	56	**	52	**	201	83	149	134	**	155	109
	52%	**	60% e	60%	**	42%	**	55% b	47%	56%	49%	**	56% c	49%
Set up filters/ parental controls	183	**	38	37	**	29	**	148	35	97	86	**	113	54
	34%	**	46%	40%	**	24%	**	40%	20%	36%	31%	**	41%	24%
Reported the content to the website/ app it appeared on	174	**	21	35	**	43	**	116	58	88	83	**	87	70
	32%	**	26%	38%	**	35%	**	32%	33%	33%	30%	**	31%	31%
Sought advice on how to handle the situation	108	**	12	19	**	26	**	74	33	41	65	**	51	49
	20%	**	15%	20%	**	21%	**	20%	19%	15%	24%	**	18%	22%
Reported the content another way	67	**	7	13	**	14	**	48	20	30	38	**	32	27
	12%	**	8%	14%	**	11%	**	13%	11%	11%	14%	**	11%	12%
Anything else	19	**	6	5	**	*	**	19	*	9	9	**	14	5
	4%	**	7%	5%	**	*%	**	5%	*%	3%	3%	**	5%	2%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 43

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	~d	e	~f	a	b	a	b	~a	b	c
Unweighted total	567	74	109	114	91	106	73	388	179	287	275	30	316	205
Effective Weighted Sample	377	50	78	78	63	75	49	258	120	184	190	20	212	138
Total	544	80	81	94	111	125	53	367	178	267	272	32	277	224
No particular action taken	4	**	*	-	**	2	**	2	2	2	2	**	2	2
	1%	**	*%	-%	**	2%	**	1%	1%	1%	1%	**	1%	1%
SUMMARY														
ANY ACTION TAKEN	540	**	81	94	**	123	**	364	176	264	270	**	274	222
	99%	**	100%	100%	**	98%	**	99%	99%	99%	99%	**	99%	99%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	567	39	35	70	38	63	49	39	52	44	61	32	40
Effective Weighted Sample	377	25	25	49	28	42	35	25	38	32	43	20	29
Total	544	42	38	53	28	47	46	46	65	56	66	23	29
Talked to my child about what had happened	455	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to block certain people/ types of content	303	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**
Advised/ told my child to stop using certain apps/ sites	284	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**
Set up filters/ parental controls	183	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content to the website/ app it appeared on	174	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**
Sought advice on how to handle the situation	108	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**
Reported the content another way	67	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
Anything else	19	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
		CHILD'S AGE AND GENDER											
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l
Unweighted total	567	39	35	70	38	63	49	39	52	44	61	32	40
Effective Weighted Sample	377	25	25	49	28	42	35	25	38	32	43	20	29
Total	544	42	38	53	28	47	46	46	65	56	66	23	29
No particular action taken	4	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
ANY ACTION TAKEN	540	**	**	**	**	**	**	**	**	**	**	**	**
	99%	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 43

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

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

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

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
			NATION				AREA				SOCIAL GRADE				
Significance Level: 99%		a	~b	~c	~d	e	a	~b	a	b	~c	d	e	f	g
Unweighted total	567	314	79	94	80	567	489	78	240	129	88	106	369	194	567
Effective Weighted Sample	377	281	73	90	75	377	329	50	162	91	63	67	251	130	377
Total	544	460	39	29	16	544	486	58	191	128	111	109	319	220	544
Talked to my child about what had happened	455	385	**	**	**	455	403	**	156	112	**	87	268	183	455
	84%	84%	**	**	**	84%	83%	**	82%	87%	**	80%	84%	83%	84%
Advised/ told my child to block certain people/ types of content	303	259	**	**	**	303	266	**	108	72	**	57	180	123	303
	56%	56%	**	**	**	56%	55%	**	56%	57%	**	53%	56%	56%	56%
Advised/ told my child to stop using certain apps/ sites	284	240	**	**	**	284	253	**	93	73	**	56	166	116	284
	52%	52%	**	**	**	52%	52%	**	48%	58%	**	51%	52%	53%	52%
Set up filters/ parental controls	183	153	**	**	**	183	166	**	61	46	**	32	107	74	183
	34%	33%	**	**	**	34%	34%	**	32%	36%	**	29%	34%	34%	34%
Reported the content to the website/ app it appeared on	174	145	**	**	**	174	163	**	55	46	**	38	102	72	174
	32%	32%	**	**	**	32%	34%	**	29%	36%	**	35%	32%	33%	32%
Sought advice on how to handle the situation	108	94	**	**	**	108	101	**	25	29	**	32	54	52	108
	20%	20%	**	**	**	20%	21%	**	13%	23%	**	29% a	17%	24%	20%
Reported the content another way	67	60	**	**	**	67	60	**	28	13	**	16	41	24	67
	12%	13%	**	**	**	12%	12%	**	15%	11%	**	15%	13%	11%	12%
Anything else	19	17	**	**	**	19	16	**	7	8	**	1	15	4	19
	4%	4%	**	**	**	4%	3%	**	4%	7%	**	1%	5%	2%	4%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	~b	~c	~d	e	a	~b	a	b	~c	d	e	f	g
Unweighted total	567	314	79	94	80	567	489	78	240	129	88	106	369	194	567
Effective Weighted Sample	377	281	73	90	75	377	329	50	162	91	63	67	251	130	377
Total	544	460	39	29	16	544	486	58	191	128	111	109	319	220	544
No particular action taken	4	3	**	**	**	4	4	**	2	-	**	2	2	2	4
	1%	1%	**	**	**	1%	1%	**	1%	-%	**	2%	1%	1%	1%
SUMMARY															
ANY ACTION TAKEN	540	456	**	**	**	540	482	**	189	128	**	107	317	218	540
	99%	99%	**	**	**	99%	99%	**	99%	100%	**	98%	99%	99%	99%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	567	173	374	103	177	216	143	278	135
Effective Weighted Sample	377	113	251	66	110	154	99	185	86
Total	544	168	355	99	170	195	129	273	130
Talked to my child about what had happened	455	131	309	76	143	164	106	230	110
	84%	78%	87%	76%	84%	84%	82%	84%	84%
Advised/ told my child to block certain people/ types of content	303	102	191	57	93	109	74	151	71
	56%	61%	54%	58%	55%	56%	57%	55%	55%
Advised/ told my child to stop using certain apps/ sites	284	86	189	53	92	100	62	138	76
	52%	51%	53%	54%	54%	52%	48%	51%	58%
Set up filters/ parental controls	183	46	134	30	58	69	47	87	42
	34%	27%	38%	31%	34%	35%	37%	32%	32%
Reported the content to the website/ app it appeared on	174	52	113	32	56	66	35	90	45
	32%	31%	32%	32%	33%	34%	27%	33%	35%
Sought advice on how to handle the situation	108	49	53	20	42	33	27	55	26
	20%	29% b	15%	21%	24%	17%	21%	20%	20%
Reported the content another way	67	18	46	10	23	24	20	31	14
	12%	10%	13%	11%	13%	12%	15%	11%	11%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	567	173	374	103	177	216	143	278	135
Effective Weighted Sample	377	113	251	66	110	154	99	185	86
Total	544	168	355	99	170	195	129	273	130
Anything else	19	5	14	1	5	8	3	15	1
	4%	3%	4%	1%	3%	4%	2%	6%	*%
No particular action taken	4	1	3	-	2	1	-	2	2
	1%	1%	1%	-%	1%	*%	-%	1%	2%
SUMMARY									
ANY ACTION TAKEN	540	167	353	99	167	194	129	271	128
	99%	99%	99%	100%	99%	100%	100%	99%	98%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
With their schoolwork/ homework	1711	158	220	267	413	414	240	1058	653	827	851	34	780	864
	72%	39%	70%	80%	81%	82%	75%	68%	79%	69%	74%	23%	70%	83%
			a	ab	ab	ab	a		a				a	ab
To develop creative skills	1337	204	200	206	310	261	156	920	417	645	674	83	659	567
	56%	51%	63%	62%	61%	52%	49%	59%	51%	54%	59%	56%	59%	54%
			aef	f	f			b						
To develop skills with reading and numbers	1315	282	218	226	278	216	95	1004	312	649	655	104	752	437
	55%	71%	69%	68%	54%	43%	30%	64%	38%	54%	57%	70%	67%	42%
		def	def	def	ef	f		b				c	c	
To learn a new skill	1226	197	159	183	271	245	171	809	416	605	600	75	591	525
	51%	49%	50%	55%	53%	49%	54%	52%	51%	51%	52%	51%	53%	50%
To build or maintain friendships	1016	37	56	107	284	319	212	485	531	501	493	18	291	666
	43%	9%	18%	32%	56%	63%	67%	31%	65%	42%	43%	12%	26%	64%
			a	ab	abc	abc	abcd		a				a	ab
To find useful information about any problems or issues they may have	822	50	80	105	177	245	166	412	411	396	410	18	296	481
	35%	12%	25%	32%	35%	49%	52%	26%	50%	33%	36%	12%	27%	46%
			a	a	a	abcd	abcd		a				a	ab
To find out about news	735	34	56	78	162	235	169	330	405	374	350	13	213	480
	31%	8%	18%	24%	32%	47%	53%	21%	49%	31%	31%	9%	19%	46%
			a	a	ab	abcd	abcd		a					ab
To understand what other people think and feel about things	546	50	52	62	110	164	107	275	271	280	261	22	181	322
	23%	13%	17%	19%	22%	32%	34%	18%	33%	23%	23%	15%	16%	31%
					a	abcd	abcd		a					ab

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2394	344	398	404	415	423	410	1561	833	1186	1170	135	1190	969
Effective Weighted Sample	1609	237	276	282	292	297	294	1046	563	798	790	89	806	662
Total	2381	399	315	332	512	505	318	1558	823	1196	1146	149	1115	1044
To find out about or to support causes or organisations	316	17	28	28	68	108	66	142	174	167	146	3	96	205
	13%	4%	9%	8%	13%	21%	21%	9%	21%	14%	13%	2%	9%	20%
					a	abcd	abc		a					ab
None of these	76	38	11	8	6	8	4	63	12	46	29	18	39	16
	3%	10%	4%	2%	1%	2%	1%	4%	2%	4%	3%	12%	4%	2%
		bcdef						b				bc		
Don't know	21	1	4	3	4	3	5	13	8	11	9	*	12	6
	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%
SUMMARY														
ANY OF THESE BENEFITS	2285	361	299	321	501	494	308	1482	802	1139	1109	130	1063	1022
	96%	90%	95%	97%	98%	98%	97%	95%	97%	95%	97%	87%	95%	98%
				a	a	a	a						a	ab

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 44

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

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

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

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
With their schoolwork/ homework	1711	80	76	109	109	131	133	199	205	195	204	113	123
	72%	39%	39%	68%	72%	78%	83%	78%	83%	78%	85%	71%	81%
				ab	ab	ab	abc	ab	abc	ab	abcdk	ab	abc
To develop creative skills	1337	104	99	110	88	109	94	148	158	108	147	65	87
	56%	51%	51%	68%	58%	65%	59%	58%	64%	43%	61%	41%	58%
				abik	ik	ik	ik	k	ik		ik		k
To develop skills with reading and numbers	1315	136	146	112	106	121	104	134	139	106	107	40	54
	55%	67%	75%	69%	70%	72%	65%	53%	56%	42%	44%	25%	35%
		ijkl	ghijkl	gijkl	gijkl	ghijkl	ijkl	kl	kl	k	k		
To learn a new skill	1226	102	93	81	77	91	90	128	136	122	118	81	86
	51%	50%	48%	50%	51%	54%	56%	50%	55%	49%	49%	51%	57%
To build or maintain friendships	1016	18	19	29	27	57	49	133	145	158	152	106	102
	43%	9%	10%	18%	18%	34%	31%	52%	58%	63%	63%	66%	67%
						abcd	ab	abcdef	abcdef	abcdef	abcdef	abcdef	abcdef
To find useful information about any problems or issues they may have	822	32	17	42	37	53	50	90	85	106	130	71	91
	35%	16%	9%	26%	24%	32%	31%	36%	34%	43%	54%	45%	60%
				b	b	ab	ab	ab	ab	abcd	abcdefgh	abcd	abcdefghi
To find out about news	735	16	17	28	27	46	32	83	78	116	114	83	82
	31%	8%	9%	18%	18%	27%	20%	33%	31%	47%	47%	52%	54%
						ab	a	abcd	abc	abcdefh	abcdefh	abcdefgh	abcdefgh

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 44

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2394	172	169	196	196	201	198	203	206	213	201	201	200
Effective Weighted Sample	1609	118	118	135	138	141	138	142	146	152	140	141	147
Total	2381	204	194	161	151	168	160	254	249	250	241	159	152
To understand what other people think and feel about things	546	29	21	32	20	30	31	57	53	84	80	50	55
	23%	14%	11%	20%	13%	18%	19%	22%	21%	33%	33%	31%	36%
										abcdef	abcdef	abde	abcdefh
To find out about or to support causes or organisations	316	11	6	17	11	18	10	41	27	48	58	31	34
	13%	5%	3%	11%	7%	11%	6%	16%	11%	19%	24%	20%	22%
								abf		abdf	abcdefh	abdf	abcdefh
None of these	76	26	11	6	6	5	3	-	6	7	1	3	2
	3%	13%	6%	4%	4%	3%	2%	-%	2%	3%	1%	2%	1%
		cdefghijkl	g										
Don't know	21	*	*	2	2	3	1	3	2	1	2	3	1
	1%	*%	*%	1%	2%	2%	*%	1%	1%	*%	1%	2%	1%
SUMMARY													
ANY OF THESE BENEFITS	2285	177	182	154	143	161	156	251	241	242	237	153	149
	96%	87%	94%	95%	95%	96%	97%	99%	97%	97%	99%	96%	98%
								a	a	a	a	a	a

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
With their schoolwork/ homework	1711	1461	119	77	55	1711	1502	210	515	427	352	398	942	750	1711
	72%	72%	66%	71%	74%	72%	71%	78%	75%	73%	67%	71%	74%	69%	72%
To develop creative skills	1337	1127	103	62	44	1337	1199	137	401	329	283	308	731	591	1337
	56%	56%	57%	57%	60%	56%	57%	51%	59%	57%	54%	55%	58%	55%	56%
To develop skills with reading and numbers	1315	1109	103	63	39	1315	1167	148	398	321	280	301	718	581	1315
	55%	55%	57%	59%	53%	55%	55%	55%	58%	55%	54%	54%	57%	54%	55%
To learn a new skill	1226	1040	92	61	33	1226	1078	148	379	309	264	253	688	517	1226
	51%	51%	51%	57%	45%	51%	51%	55%	55%	53%	50%	45%	54%	48%	51%
				d					df				d		
To build or maintain friendships	1016	856	81	51	28	1016	894	122	334	228	225	219	562	445	1016
	43%	42%	45%	47%	38%	43%	42%	45%	49%	39%	43%	39%	44%	41%	43%
									bdf						
To find useful information about any problems or issues they may have	822	700	60	37	25	822	725	97	279	195	173	164	473	336	822
	35%	35%	33%	34%	34%	35%	34%	36%	41%	33%	33%	29%	37%	31%	35%
									dfg				d		
To find out about news	735	619	61	35	20	735	647	88	261	172	165	129	433	294	735
	31%	31%	34%	32%	27%	31%	31%	33%	38%	29%	32%	23%	34%	27%	31%
									bdfg				df		d
To understand what other people think and feel about things	546	466	41	24	15	546	483	63	176	118	134	113	294	247	546
	23%	23%	23%	22%	20%	23%	23%	23%	26%	20%	26%	20%	23%	23%	23%

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

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

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

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

	Total	NATION ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	AREA URBAN a	RURAL b	SOCIAL GRADE AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%															
Unweighted total	2394	1343	351	349	351	2394	2025	369	849	579	426	515	1428	941	2394
Effective Weighted Sample	1609	1209	325	336	330	1609	1395	223	561	390	302	362	941	662	1609
Total	2381	2020	180	108	74	2381	2112	270	685	583	522	559	1268	1081	2381
To find out about or to support causes or organisations	316	276	18	14	7	316	284	32	120	57	72	61	177	133	316
	13%	14%	10%	13%	10%	13%	13%	12%	17% bd	10%	14%	11%	14%	12%	13%
None of these	76	64	6	4	2	76	67	9	6	20	16	30	26	47	76
	3%	3%	3%	4%	2%	3%	3%	3%	1%	3% a	3%	5% ae	2%	4% ae	3% a
Don't know	21	20	-	1	*	21	17	4	7	3	-	9	10	9	21
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%
SUMMARY															
ANY OF THESE BENEFITS	2285	1936	174	103	72	2285	2028	257	672	560	506	519	1232	1025	2285
	96%	96%	97%	95%	97%	96%	96%	95%	98% df	96%	97%	93%	97% d	95%	96%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 44

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
With their schoolwork/ homework	1711	360	1294	314	540	565	348	885	406
	72%	71%	73%	72%	69%	74%	72%	73%	70%
To develop creative skills	1337	268	1026	236	448	455	264	692	329
	56%	53%	58%	54%	57%	60%	55%	57%	57%
To develop skills with reading and numbers	1315	281	991	238	412	451	273	671	314
	55%	55%	56%	54%	53%	59%	56%	55%	54%
To learn a new skill	1226	244	939	204	399	435	259	623	288
	51%	48%	53%	47%	51%	57% a	54%	51%	50%
To build or maintain friendships	1016	234	753	167	332	361	224	506	251
	43%	46%	42%	38%	42%	47%	46%	42%	43%
To find useful information about any problems or issues they may have	822	202	595	143	273	277	186	391	208
	35%	40%	33%	33%	35%	36%	38%	32%	36%
To find out about news	735	132	580	118	234	275	172	374	152
	31%	26%	33%	27%	30%	36% a	36% c	31%	26%
To understand what other people think and feel about things	546	151	376	90	185	191	130	267	132
	23%	30% b	21%	21%	24%	25%	27%	22%	23%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2394	509	1793	424	795	802	507	1227	568
Effective Weighted Sample	1609	341	1207	287	520	550	336	820	387
Total	2381	509	1776	438	784	765	484	1216	577
To find out about or to support causes or organisations	316	85	221	56	115	104	84	142	75
	13%	17%	12%	13%	15%	14%	17% b	12%	13%
None of these	76	10	59	14	24	15	10	34	24
	3%	2%	3%	3%	3%	2%	2%	3%	4%
Don't know	21	4	12	3	3	5	5	9	4
	1%	1%	1%	1%	*%	1%	1%	1%	1%
SUMMARY									
ANY OF THESE BENEFITS	2285	494	1706	421	757	744	469	1173	550
	96%	97%	96%	96%	97%	97%	97%	96%	95%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	1539	77	122	172	348	415	405	719	820	755	755	25	473	945
Effective Weighted Sample	1037	55	82	124	240	290	290	485	553	507	513	18	323	642
Total	1559	90	98	145	419	494	314	751	808	764	762	30	449	1010
Rules about who they are in contact with on their phone	820	**	65	94	266	256	104	460	360	374	437	**	277	516
	53%	**	66%	65%	63%	52%	33%	61%	45%	49%	57%	**	62%	51%
			f	f	ef	f		b			a		c	
Rules about downloading apps onto their phone	792	**	69	90	275	227	82	483	309	376	396	**	299	464
	51%	**	71%	62%	66%	46%	26%	64%	38%	49%	52%	**	67%	46%
			ef	ef	ef	f		b					c	
Rules about how much time they spend using their phone	756	**	69	89	232	227	89	440	316	376	361	**	266	451
	48%	**	71%	61%	55%	46%	28%	59%	39%	49%	47%	**	59%	45%
			ef	ef	f	f		b					c	
Rules about when they can use their phone	726	**	67	93	233	205	65	456	270	354	357	**	291	409
	47%	**	68%	64%	56%	42%	21%	61%	33%	46%	47%	**	65%	40%
			ef	ef	ef	f		b					c	
Rules about how much money they can spend on their phone	708	**	46	71	226	225	113	370	339	366	333	**	210	467
	45%	**	47%	49%	54%	46%	36%	49%	42%	48%	44%	**	47%	46%
					f									
Rules about not taking their phone to bed	699	**	63	86	240	195	77	428	272	332	352	**	257	415
	45%	**	65%	59%	57%	39%	24%	57%	34%	43%	46%	**	57%	41%
			ef	ef	ef	f		b					c	

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	1539	77	122	172	348	415	405	719	820	755	755	25	473	945
Effective Weighted Sample	1037	55	82	124	240	290	290	485	553	507	513	18	323	642
Total	1559	90	98	145	419	494	314	751	808	764	762	30	449	1010
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232	**	28	36	62	57	23	151	80	124	105	**	106	105
	15%	**	28%	25%	15%	12%	7%	20%	10%	16%	14%	**	24%	10%
			def	ef	f			b					c	
Other rules	11	**	1	-	5	3	1	7	4	5	4	**	4	7
	1%	**	1%	-%	1%	1%	*%	1%	1%	1%	1%	**	1%	1%
No, do not have any rules	202	**	6	3	18	60	114	28	174	103	97	**	13	157
	13%	**	6%	2%	4%	12%	36%	4%	21%	13%	13%	**	3%	16%
						cd	bcde		a					b
SUMMARY														
ANY RULES	1357	**	92	142	401	435	200	723	634	661	665	**	436	853
	87%	**	94%	98%	96%	88%	64%	96%	79%	87%	87%	**	97%	84%
			f	ef	ef	f		b					c	
SUMMARY														
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	**	92	138	399	431	194	713	625	655	653	**	429	847
	86%	**	94%	95%	95%	87%	62%	95%	77%	86%	86%	**	96%	84%
			f	f	ef	f		b					c	

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	k	l
Unweighted total	1539	44	33	54	64	87	83	166	177	207	199	197	199
Effective Weighted Sample	1037	30	25	36	45	61	62	113	124	147	138	137	146
Total	1559	48	42	48	47	71	72	201	211	241	239	155	152
Rules about who they are in contact with on their phone	820	**	**	**	**	**	**	128	137	111	141	39	64
	53%	**	**	**	**	**	**	64%	65%	46%	59%	25%	42%
								ikl	ikl	k	kl		k
Rules about downloading apps onto their phone	792	**	**	**	**	**	**	139	134	95	117	37	45
	51%	**	**	**	**	**	**	69%	64%	39%	49%	24%	30%
								ijkl	ikl	k	kl		
Rules about how much time they spend using their phone	756	**	**	**	**	**	**	123	109	100	114	41	45
	48%	**	**	**	**	**	**	61%	52%	42%	48%	27%	30%
								ikl	kl	k	kl		
Rules about when they can use their phone	726	**	**	**	**	**	**	115	115	88	110	30	32
	47%	**	**	**	**	**	**	57%	55%	37%	46%	19%	21%
								ikl	ikl	kl	kl		
Rules about how much money they can spend on their phone	708	**	**	**	**	**	**	119	104	110	110	59	52
	45%	**	**	**	**	**	**	60%	49%	45%	46%	38%	35%
								kl					
Rules about not taking their phone to bed	699	**	**	**	**	**	**	107	133	96	89	38	37
	45%	**	**	**	**	**	**	53%	63%	40%	37%	25%	24%
								kl	ijkl	kl			

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 45

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

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

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

								CHILD'S AGE AND GENDER					
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	k	l
Unweighted total	1539	44	33	54	64	87	83	166	177	207	199	197	199
Effective Weighted Sample	1037	30	25	36	45	61	62	113	124	147	138	137	146
Total	1559	48	42	48	47	71	72	201	211	241	239	155	152
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232	**	**	**	**	**	**	36	26	33	23	7	16
	15%	**	**	**	**	**	**	18%	12%	14%	9%	4%	10%
								k		k			
Other rules	11	**	**	**	**	**	**	2	2	2	1	-	1
	1%	**	**	**	**	**	**	1%	1%	1%	*%	-%	1%
No, do not have any rules	202	**	**	**	**	**	**	8	10	28	32	60	52
	13%	**	**	**	**	**	**	4%	5%	12%	13%	39%	34%
												ghij	ghij
SUMMARY													
ANY RULES	1357	**	**	**	**	**	**	193	201	213	207	94	100
	87%	**	**	**	**	**	**	96%	95%	88%	87%	61%	66%
								kl	kl	kl	kl		
SUMMARY													
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	**	**	**	**	**	**	191	201	211	205	94	95
	86%	**	**	**	**	**	**	95%	95%	88%	86%	61%	63%
								kl	kl	kl	kl		

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1539	862	226	232	219	1539	1318	221	547	348	287	343	895	630	1539
Effective Weighted Sample	1037	778	209	223	206	1037	904	139	367	231	203	238	592	440	1037
Total	1559	1320	118	73	48	1559	1388	171	462	357	350	370	819	720	1559
Rules about who they are in contact with on their phone	820 53%	682 52%	68 58%	39 54%	30 64% ae	820 53%	737 53%	83 49%	263 57%	187 52%	187 53%	174 47%	449 55%	360 50%	820 53%
Rules about downloading apps onto their phone	792 51%	666 50%	66 56%	34 47%	25 53%	792 51%	720 52%	71 42%	239 52%	185 52%	169 48%	190 51%	424 52%	359 50%	792 51%
Rules about how much time they spend using their phone	756 48%	631 48%	63 53%	37 51%	25 52%	756 48%	682 49%	74 43%	250 54% df	187 52%	158 45%	154 42%	437 53% df	313 43%	756 48%
Rules about when they can use their phone	726 47%	613 46%	59 50%	34 46%	21 45%	726 47%	656 47%	70 41%	263 57% cdfg	171 48%	140 40%	145 39%	433 53% cdf	285 40%	726 47%
Rules about how much money they can spend on their phone	708 45%	589 45%	60 51%	37 51%	22 47%	708 45%	632 46%	76 45%	227 49%	163 46%	160 46%	154 42%	389 47%	315 44%	708 45%
Rules about not taking their phone to bed	699 45%	578 44%	60 51%	37 51%	24 50%	699 45%	626 45%	74 43%	229 50% d	162 45%	169 48% d	131 35%	392 48% d	300 42%	699 45% d
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232 15%	201 15%	16 14%	8 10%	7 15%	232 15%	221 16% b	11 6%	76 16%	43 12%	61 17%	49 13%	119 14%	110 15%	232 15%

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

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1539	862	226	232	219	1539	1318	221	547	348	287	343	895	630	1539
Effective Weighted Sample	1037	778	209	223	206	1037	904	139	367	231	203	238	592	440	1037
Total	1559	1320	118	73	48	1559	1388	171	462	357	350	370	819	720	1559
Other rules	11	7	2	1	1	11	9	2	4	2	*	3	6	3	11
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
No, do not have any rules	202	174	12	11	5	202	167	35	50	45	51	54	96	105	202
	13%	13%	10%	15%	11%	13%	12%	20%	11%	13%	15%	15%	12%	15%	13%
								a							
SUMMARY															
ANY RULES	1357	1146	106	62	42	1357	1221	136	412	312	299	316	724	615	1357
	87%	87%	90%	85%	89%	87%	88%	80%	89%	87%	85%	85%	88%	85%	87%
							b								
SUMMARY															
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	1129	105	62	42	1338	1203	135	407	311	294	308	719	602	1338
	86%	85%	89%	85%	88%	86%	87%	79%	88%	87%	84%	83%	88%	84%	86%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 45

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1539	352	1132	287	538	492	343	771	369
Effective Weighted Sample	1037	240	762	196	352	339	228	516	250
Total	1559	361	1138	291	541	492	338	779	377
Rules about who they are in contact with on their phone	820	205	589	144	289	269	187	411	186
	53%	57%	52%	49%	53%	55%	55%	53%	49%
Rules about downloading apps onto their phone	792	196	570	134	280	252	173	386	195
	51%	54%	50%	46%	52%	51%	51%	50%	52%
Rules about how much time they spend using their phone	756	170	558	122	252	256	168	380	171
	48%	47%	49%	42%	47%	52%	50%	49%	45%
Rules about when they can use their phone	726	173	527	116	234	265	180	343	166
	47%	48%	46%	40%	43%	54% ab	53%	44%	44%
Rules about how much money they can spend on their phone	708	161	523	119	253	236	167	343	165
	45%	45%	46%	41%	47%	48%	50%	44%	44%
Rules about not taking their phone to bed	699	153	516	104	244	247	151	364	160
	45%	42%	45%	36%	45%	50% a	45%	47%	43%
Rules about putting their phone into a mobile phone cage (ADDED IN 2023)	232	61	154	42	88	67	55	107	52
	15%	17%	13%	14%	16%	14%	16%	14%	14%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 45

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1539	352	1132	287	538	492	343	771	369
Effective Weighted Sample	1037	240	762	196	352	339	228	516	250
Total	1559	361	1138	291	541	492	338	779	377
Other rules	11	3	9	3	2	4	2	5	3
	1%	1%	1%	1%	*%	1%	1%	1%	1%
No, do not have any rules	202	35	158	42	74	55	37	98	63
	13%	10%	14%	14%	14%	11%	11%	13%	17%
SUMMARY									
ANY RULES	1357	326	980	249	467	436	301	680	314
	87%	90%	86%	86%	86%	89%	89%	87%	83%
SUMMARY									
ANY RULES EXCLUDING 'MOBILE PHONE CAGE' TO COMPARE WITH 2022	1338	315	974	242	462	434	293	676	310
	86%	87%	86%	83%	85%	88%	87%	87%	82%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	1539	77	122	172	348	415	405	719	820	755	755	25	473	945
Effective Weighted Sample	1037	55	82	124	240	290	290	485	553	507	513	18	323	642
Total	1559	90	98	145	419	494	314	751	808	764	762	30	449	1010
Very concerned	268	**	19	50	81	55	32	180	88	132	132	**	130	122
	17%	**	20%	35%	19%	11%	10%	24%	11%	17%	17%	**	29%	12%
				def	ef			b						c
Fairly concerned	426	**	19	32	128	154	75	197	229	197	218	**	119	281
	27%	**	20%	22%	31%	31%	24%	26%	28%	26%	29%	**	27%	28%
Neither/ nor	298	**	16	22	78	105	60	133	165	147	148	**	64	210
	19%	**	16%	15%	19%	21%	19%	18%	20%	19%	19%	**	14%	21%
Not very concerned	400	**	21	29	102	145	93	162	238	189	202	**	76	306
	26%	**	22%	20%	24%	29%	29%	22%	29%	25%	26%	**	17%	30%
									a					b
Not at all concerned	159	**	18	10	30	34	52	73	86	93	62	**	54	90
	10%	**	19%	7%	7%	7%	17%	10%	11%	12%	8%	**	12%	9%
			de				cde							
Don't know	8	**	3	1	-	1	2	5	3	6	2	**	5	1
	1%	**	3%	1%	-%	*%	1%	1%	*%	1%	*%	**	1%	*%
			de											
SUMMARY														
TOTAL CONCERNED	694	**	39	82	209	209	107	377	316	329	349	**	249	403
	45%	**	40%	57%	50%	42%	34%	50%	39%	43%	46%	**	56%	40%
				ef	f			b					c	
TOTAL NOT CONCERNED	559	**	39	39	132	179	145	236	324	282	263	**	130	396
	36%	**	40%	27%	31%	36%	46%	31%	40%	37%	35%	**	29%	39%
							cd		a					b
TOTAL NEITHER/ DON'T KNOW	306	**	19	24	78	106	62	138	168	153	149	**	69	211
	20%	**	20%	16%	19%	21%	20%	18%	21%	20%	20%	**	15%	21%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 46

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	k	l
Unweighted total	1539	44	33	54	64	87	83	166	177	207	199	197	199
Effective Weighted Sample	1037	30	25	36	45	61	62	113	124	147	138	137	146
Total	1559	48	42	48	47	71	72	201	211	241	239	155	152
Very concerned	268	**	**	**	**	**	**	39	41	23	31	17	15
	17%	**	**	**	**	**	**	20%	19%	9%	13%	11%	10%
Fairly concerned	426	**	**	**	**	**	**	60	63	72	78	33	40
	27%	**	**	**	**	**	**	30%	30%	30%	33%	21%	26%
Neither/ nor	298	**	**	**	**	**	**	34	44	55	49	26	32
	19%	**	**	**	**	**	**	17%	21%	23%	21%	17%	21%
Not very concerned	400	**	**	**	**	**	**	52	47	72	68	42	49
	26%	**	**	**	**	**	**	26%	22%	30%	28%	27%	32%
Not at all concerned	159	**	**	**	**	**	**	15	15	19	12	35	16
	10%	**	**	**	**	**	**	7%	7%	8%	5%	22%	11%
												ghijl	
Don't know	8	**	**	**	**	**	**	-	-	-	1	1	-
	1%	**	**	**	**	**	**	-%	-%	-%	*%	1%	-%
SUMMARY													
TOTAL CONCERNED	694	**	**	**	**	**	**	100	104	94	108	50	55
	45%	**	**	**	**	**	**	50%	50%	39%	45%	32%	36%
								k	k				
TOTAL NOT CONCERNED	559	**	**	**	**	**	**	67	62	91	80	77	65
	36%	**	**	**	**	**	**	33%	30%	38%	33%	50%	43%
												ghj	
TOTAL NEITHER/ DON'T KNOW	306	**	**	**	**	**	**	34	44	55	50	28	32
	20%	**	**	**	**	**	**	17%	21%	23%	21%	18%	21%

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

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

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

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

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1539	862	226	232	219	1539	1318	221	547	348	287	343	895	630	1539
Effective Weighted Sample	1037	778	209	223	206	1037	904	139	367	231	203	238	592	440	1037
Total	1559	1320	118	73	48	1559	1388	171	462	357	350	370	819	720	1559
Very concerned	268	229	20	10	9	268	249	19	99	53	54	52	153	106	268
	17%	17%	17%	14%	18%	17%	18%	11%	21%	15%	16%	14%	19%	15%	17%
Fairly concerned	426	365	31	18	12	426	382	44	138	98	103	82	236	186	426
	27%	28%	26%	25%	25%	27%	28%	26%	30%	27%	29%	22%	29%	26%	27%
Neither/ nor	298	244	30	13	11	298	260	38	76	73	71	77	149	147	298
	19%	19%	25%	18%	23%	19%	19%	22%	17%	20%	20%	21%	18%	20%	19%
Not very concerned	400	341	27	20	12	400	341	59	118	100	85	93	218	179	400
	26%	26%	23%	27%	26%	26%	25%	34%	25%	28%	24%	25%	27%	25%	26%
Not at all concerned	159	135	10	10	3	159	148	11	31	31	35	62	61	97	159
	10%	10%	9%	14%	7%	10%	11%	7%	7%	9%	10%	17%	7%	13%	10%
												abeg		ae	
Don't know	8	5	1	1	*	8	8	*	-	3	1	4	3	5	8
	1%	*%	1%	1%	1%	1%	1%	*%	-%	1%	*%	1%	*%	1%	1%
SUMMARY															
TOTAL CONCERNED	694	594	50	29	21	694	631	63	237	151	158	134	388	292	694
	45%	45%	43%	40%	43%	45%	45%	37%	51%	42%	45%	36%	47%	41%	45%
									df				d		
TOTAL NOT CONCERNED	559	477	37	30	16	559	489	70	148	131	120	155	279	276	559
	36%	36%	31%	41%	33%	36%	35%	41%	32%	37%	34%	42%	34%	38%	36%
TOTAL NEITHER/ DON'T KNOW	306	250	31	14	11	306	268	38	76	75	72	80	152	152	306
	20%	19%	26%	19%	24%	20%	19%	22%	17%	21%	21%	22%	19%	21%	20%

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

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1539	352	1132	287	538	492	343	771	369
Effective Weighted Sample	1037	240	762	196	352	339	228	516	250
Total	1559	361	1138	291	541	492	338	779	377
Very concerned	268	65	188	55	87	93	73	121	64
	17%	18%	17%	19%	16%	19%	21%	16%	17%
Fairly concerned	426	97	308	60	168	137	93	224	88
	27%	27%	27%	20%	31% a	28%	28%	29%	23%
Neither/ nor	298	74	212	76	76	87	58	140	88
	19%	20%	19%	26% b	14%	18%	17%	18%	23%
Not very concerned	400	70	325	59	146	133	89	203	97
	26%	19%	29% a	20%	27%	27%	26%	26%	26%
Not at all concerned	159	52	102	39	62	40	25	88	38
	10%	14%	9%	13%	11%	8%	7%	11%	10%
Don't know	8	3	4	3	1	*	1	4	2
	1%	1%	*%	1%	*%	*%	*%	1%	1%
SUMMARY									
TOTAL CONCERNED	694	162	496	114	255	230	166	345	151
	45%	45%	44%	39%	47%	47%	49%	44%	40%
TOTAL NOT CONCERNED	559	122	426	98	208	173	114	290	135
	36%	34%	37%	33%	38%	35%	34%	37%	36%
TOTAL NEITHER/ DON'T KNOW	306	77	216	80	77	88	59	144	90
	20%	21%	19%	27% b	14%	18%	17%	18%	24%

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

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

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

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

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		~a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	1539	77	122	172	348	415	405	719	820	755	755	25	473	945
Effective Weighted Sample	1037	55	82	124	240	290	290	485	553	507	513	18	323	642
Total	1559	90	98	145	419	494	314	751	808	764	762	30	449	1010
Very concerned	405	**	31	51	113	118	62	225	180	185	210	**	148	228
	26%	**	32%	35%	27%	24%	20%	30%	22%	24%	28%	**	33%	23%
				f				b					c	
Fairly concerned	476	**	18	46	169	156	73	247	229	223	244	**	123	338
	31%	**	18%	32%	40%	32%	23%	33%	28%	29%	32%	**	27%	33%
					bf									
Neither/ nor	233	**	11	20	54	79	51	103	130	119	107	**	61	149
	15%	**	12%	14%	13%	16%	16%	14%	16%	16%	14%	**	14%	15%
Not very concerned	271	**	18	17	54	100	74	97	174	138	133	**	63	197
	17%	**	18%	12%	13%	20%	24%	13%	22%	18%	17%	**	14%	20%
							cd		a					
Not at all concerned	162	**	16	9	27	39	51	71	91	92	65	**	48	94
	10%	**	16%	6%	6%	8%	16%	9%	11%	12%	9%	**	11%	9%
							cde							
Don't know	11	**	4	1	2	2	2	8	4	8	3	**	5	5
	1%	**	4%	1%	*%	*%	1%	1%	*%	1%	*%	**	1%	*%
			e											
SUMMARY														
TOTAL CONCERNED	881	**	49	97	282	274	135	472	409	407	454	**	271	565
	57%	**	50%	67%	67%	55%	43%	63%	51%	53%	60%	**	60%	56%
				f	bef	f		b						
TOTAL NOT CONCERNED	433	**	33	26	81	139	125	168	265	230	198	**	111	291
	28%	**	34%	18%	19%	28%	40%	22%	33%	30%	26%	**	25%	29%
			d				cde		a					
TOTAL NEITHER/ DON'T KNOW	245	**	15	21	56	81	53	111	134	127	110	**	66	154
	16%	**	16%	15%	13%	16%	17%	15%	17%	17%	14%	**	15%	15%

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

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

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

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

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		~a	~b	~c	~d	~e	~f	g	h	i	j	k	l
Unweighted total	1539	44	33	54	64	87	83	166	177	207	199	197	199
Effective Weighted Sample	1037	30	25	36	45	61	62	113	124	147	138	137	146
Total	1559	48	42	48	47	71	72	201	211	241	239	155	152
Very concerned	405	**	**	**	**	**	**	49	64	47	63	29	32
	26%	**	**	**	**	**	**	24%	30%	20%	26%	18%	21%
Fairly concerned	476	**	**	**	**	**	**	81	84	70	82	32	39
	31%	**	**	**	**	**	**	41%	40%	29%	34%	21%	26%
								k	k				
Neither/ nor	233	**	**	**	**	**	**	26	25	47	31	27	22
	15%	**	**	**	**	**	**	13%	12%	20%	13%	17%	15%
Not very concerned	271	**	**	**	**	**	**	32	22	49	51	38	36
	17%	**	**	**	**	**	**	16%	11%	20%	21%	24%	24%
												h	h
Not at all concerned	162	**	**	**	**	**	**	13	14	25	12	29	22
	10%	**	**	**	**	**	**	7%	7%	11%	5%	19%	14%
												ghj	j
Don't know	11	**	**	**	**	**	**	-	2	2	-	1	*
	1%	**	**	**	**	**	**	-%	1%	1%	-%	1%	*%
SUMMARY													
TOTAL CONCERNED	881	**	**	**	**	**	**	130	148	117	145	61	71
	57%	**	**	**	**	**	**	65%	70%	49%	61%	39%	47%
								ikl	ikl		k		
TOTAL NOT CONCERNED	433	**	**	**	**	**	**	45	36	75	63	66	58
	28%	**	**	**	**	**	**	22%	17%	31%	26%	43%	38%
										h		ghj	gh
TOTAL NEITHER/ DON'T KNOW	245	**	**	**	**	**	**	26	27	49	31	28	23
	16%	**	**	**	**	**	**	13%	13%	20%	13%	18%	15%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 47

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

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

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

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1539	862	226	232	219	1539	1318	221	547	348	287	343	895	630	1539
Effective Weighted Sample	1037	778	209	223	206	1037	904	139	367	231	203	238	592	440	1037
Total	1559	1320	118	73	48	1559	1388	171	462	357	350	370	819	720	1559
Very concerned	405	339	34	18	13	405	373	31	133	97	75	92	231	167	405
	26%	26%	29%	25%	27%	26%	27%	18%	29%	27%	22%	25%	28%	23%	26%
Fairly concerned	476	408	28	23	18	476	414	63	150	113	109	100	263	209	476
	31%	31%	23%	32%	38% b	31%	30%	37%	32%	32%	31%	27%	32%	29%	31%
Neither/ nor	233	192	24	10	6	233	209	24	68	48	73	39	116	112	233
	15%	15%	20%	14%	13%	15%	15%	14%	15%	13%	21% d	11%	14%	16%	15%
Not very concerned	271	229	21	12	8	271	235	37	84	73	55	59	158	114	271
	17%	17%	18%	17%	18%	17%	17%	21%	18%	21%	16%	16%	19%	16%	17%
Not at all concerned	162	145	8	8	1	162	146	16	25	24	36	74	49	111	162
	10%	11% d	7%	11% d	3%	10% d	11%	9%	6%	7%	10%	20% abceg	6%	15% abeg	10% ae
Don't know	11	7	3	1	*	11	11	*	2	2	2	6	3	8	11
	1%	1%	2% a	1%	1%	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%

SUMMARY

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
TOTAL CONCERNED	881	747	62	41	31	881	787	94	283	211	184	192	494	376	881
	57%	57%	52%	57%	65% b	57%	57%	55%	61% f	59%	52%	52%	60% f	52%	57%
TOTAL NOT CONCERNED	433	374	29	20	10	433	381	52	110	97	92	133	207	224	433
	28%	28%	25%	28%	20%	28%	27%	31%	24%	27%	26%	36% ae	25%	31%	28%
TOTAL NEITHER/ DON'T KNOW	245	199	27	11	7	245	220	25	69	50	75	45	119	120	245
	16%	15%	23% a	16%	14%	16%	16%	14%	15%	14%	21% d	12%	15%	17%	16%

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

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.   **Table 47**

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

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

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	1539	352	1132	287	538	492	343	771	369
Effective Weighted Sample	1037	240	762	196	352	339	228	516	250
Total	1559	361	1138	291	541	492	338	779	377
Very concerned	405	107	278	76	143	123	101	190	103
	26%	30%	24%	26%	27%	25%	30%	24%	27%
Fairly concerned	476	103	356	88	168	150	101	242	112
	31%	29%	31%	30%	31%	30%	30%	31%	30%
Neither/ nor	233	48	178	40	66	89	51	115	50
	15%	13%	16%	14%	12%	18%	15%	15%	13%
Not very concerned	271	51	211	37	94	100	55	139	71
	17%	14%	19%	13%	17%	20%	16%	18%	19%
Not at all concerned	162	48	108	44	68	29	27	86	38
	10%	13%	9%	15%	13%	6%	8%	11%	10%
				c	c				
Don't know	11	4	7	7	1	1	2	7	3
	1%	1%	1%	2%	*%	*%	*%	1%	1%
SUMMARY									
TOTAL CONCERNED	881	210	634	164	312	273	202	432	215
	57%	58%	56%	56%	58%	55%	60%	55%	57%
TOTAL NOT CONCERNED	433	99	319	81	162	129	83	225	109
	28%	27%	28%	28%	30%	26%	25%	29%	29%
TOTAL NEITHER/ DON'T KNOW	245	52	185	47	67	90	53	122	53
	16%	14%	16%	16%	12%	18%	16%	16%	14%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392	106	177	215	348	331	214	846	546	847	523	26	614	700
	56%	22%	54%	63%	68%	65%	67%	51%	66%	68%	44%	14%	53%	67%
			a	a	ab	ab	ab		a	b			a	ab
On a mobile phone or smartphone	1128	116	112	138	298	282	181	665	463	545	562	40	438	616
	45%	25%	34%	40%	58%	56%	57%	40%	56%	44%	47%	21%	38%	59%
				a	abc	abc	abc		a				a	ab
On a tablet	1055	227	204	197	243	132	52	871	184	479	561	70	671	304
	43%	48%	62%	57%	47%	26%	16%	53%	22%	38%	47%	36%	58%	29%
		ef	adef	ef	ef	f		b			a		ac	
On a desktop computer, laptop, or netbook	594	45	51	82	142	166	108	319	274	315	269	6	221	347
	24%	9%	15%	24%	28%	33%	34%	19%	33%	25%	23%	3%	19%	33%
				a	ab	ab	abc		a				a	ab
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	236	16	21	31	77	58	32	146	90	159	75	1	99	122
	10%	3%	6%	9%	15%	11%	10%	9%	11%	13%	6%	1%	9%	12%
				a	ab	a	a			b			a	a
Through an app on a smart TV	225	37	28	43	61	31	25	170	55	119	102	7	136	80
	9%	8%	9%	13%	12%	6%	8%	10%	7%	10%	9%	4%	12%	8%
				e									ac	
Using wearable technology like a smartwatch (such as an Apple Watch)	97	13	14	13	20	27	10	60	36	46	48	3	47	44
	4%	3%	4%	4%	4%	5%	3%	4%	4%	4%	4%	2%	4%	4%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	\multicolumn{6}{c}{CHILD'S AGE}	\multicolumn{2}{c}{CHILD'S AGE}	\multicolumn{2}{c}{CHILD'S GENDER}	\multicolumn{3}{c}{SCHOOL YEAR}
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
No, never play games	271	143	33	12	20	36	28	207	64	105	158	87	113	66
	11%	30%	10%	3%	4%	7%	9%	13%	8%	8%	13%	45%	10%	6%
		bcdef	cd				c	b			a	bc		

SUMMARY

	Total	3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
	89%	70%	90%	97%	96%	93%	91%	87%	92%	92%	87%	55%	90%	94%
			a	abf	ab	a	a		a	b			a	a

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392	70	35	111	66	127	87	211	133	195	126	133	77
	56%	29%	16%	66%	42%	74%	52%	83%	53%	78%	52%	84%	50%
			b	abdl	b	abdfhjl	ab	abcdfhjl	ab	abdfhjl	ab	abcdfhjl	ab
On a mobile phone or smartphone	1128	48	68	59	51	75	61	132	161	144	131	87	89
	45%	20%	30%	35%	33%	43%	37%	52%	65%	57%	54%	55%	59%
				a		a	a	abcd	abcdef	abcdf	abcdf	abcdf	abcdef
On a tablet	1055	107	117	99	105	96	99	109	130	52	75	16	35
	43%	44%	52%	59%	67%	56%	59%	43%	52%	21%	31%	10%	23%
		ikl	ijkl	gijkl	agijkl	ijkl	gijkl	ikl	ijkl		k		k
On a desktop computer, laptop, or netbook	594	29	16	30	21	45	36	68	70	82	82	61	44
	24%	12%	7%	18%	13%	26%	22%	27%	28%	33%	34%	38%	29%
				b		abd	b	abd	abd	abcd	abcd	abcdf	abd
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	236	13	3	14	7	19	13	52	25	40	18	21	10
	10%	5%	1%	8%	4%	11%	7%	20%	10%	16%	7%	13%	7%
				b		b		abcdfjl	b	abd		bd	
Through an app on a smart TV	225	20	17	20	8	25	17	29	30	14	17	12	12
	9%	8%	8%	12%	5%	14%	10%	11%	12%	6%	7%	8%	8%
						d							
Using wearable technology like a smartwatch (such as an Apple Watch)	97	5	8	8	5	7	7	8	11	13	14	6	4
	4%	2%	4%	5%	3%	4%	4%	3%	4%	5%	6%	4%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
No, never play games	271	74	65	13	20	5	7	3	17	7	25	3	24
	11%	31%	29%	7%	13%	3%	4%	1%	7%	3%	10%	2%	16%
		cdefghijkl	cdefghijkl		efgik						gik		efgik
SUMMARY													
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	168	159	156	137	167	161	251	232	245	216	156	128
	89%	69%	71%	93%	87%	97%	96%	99%	93%	97%	90%	98%	84%
				ab	ab	abdl	abdl	abdjl	ab	abdjl	ab	abdjl	ab

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392	1171	112	67	42	1392	1229	163	387	332	321	341	719	662	1392
	56%	56%	60%	60%	54%	56%	56%	58%	55%	54%	58%	59%	55%	59%	56%
On a mobile phone or smartphone	1128	956	85	54	33	1128	997	130	326	288	256	247	614	503	1128
	45%	45%	46%	48%	43%	45%	45%	46%	46%	47%	46%	43%	47%	45%	45%
On a tablet	1055	888	84	50	33	1055	934	121	298	265	234	240	563	474	1055
	43%	42%	45%	45%	43%	43%	43%	43%	42%	43%	42%	42%	43%	42%	43%
On a desktop computer, laptop, or netbook	594	518	39	24	13	594	535	58	183	158	122	120	341	242	594
	24%	25%	21%	22%	17%	24%	24%	21%	26%	26%	22%	21%	26%	21%	24%
		d					d								
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	236	198	17	11	9	236	209	26	62	56	63	53	118	116	236
	10%	9%	9%	10%	11%	10%	10%	9%	9%	9%	11%	9%	9%	10%	10%
Through an app on a smart TV	225	197	14	8	5	225	214	12	71	56	37	56	127	92	225
	9%	9%	7%	8%	7%	9%	10%	4%	10%	9%	7%	10%	10%	8%	9%
							b								
Using wearable technology like a smartwatch (such as an Apple Watch)	97	80	9	7	2	97	90	7	39	19	19	16	59	35	97
	4%	4%	5%	6%	2%	4%	4%	2%	6%	3%	3%	3%	4%	3%	4%
				d											
No, never play games	271	232	17	12	10	271	243	28	82	70	56	56	152	113	271
	11%	11%	9%	11%	13%	11%	11%	10%	12%	11%	10%	10%	11%	10%	11%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
SUMMARY															
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
	89%	89%	91%	89%	87%	89%	89%	90%	88%	89%	90%	90%	89%	90%	89%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 48

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392	309	1037	264	475	428	282	705	351
	56%	59%	56%	59%	58%	54%	57%	56%	58%
On a mobile phone or smartphone	1128	262	833	199	408	353	212	587	274
	45%	50%	45%	44%	50%	45%	43%	46%	45%
On a tablet	1055	242	778	216	332	329	204	535	267
	43%	46%	42%	48%	41%	42%	41%	42%	44%
On a desktop computer, laptop, or netbook	594	149	435	106	198	211	123	307	136
	24%	28%	24%	24%	24%	27%	25%	24%	22%
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	236	66	156	52	94	65	63	110	54
	10%	13%	8%	12%	11%	8%	13%	9%	9%
Through an app on a smart TV	225	44	176	42	85	72	44	109	59
	9%	8%	9%	9%	10%	9%	9%	9%	10%
Using wearable technology like a smartwatch (such as an Apple Watch)	97	32	60	20	36	31	27	45	18
	4%	6%	3%	4%	4%	4%	5%	4%	3%
No, never play games	271	42	212	27	73	101	47	145	62
	11%	8%	11%	6%	9%	13% a	9%	11%	10%

Columns Tested: a,b - a,b,c - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 48

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
SUMMARY									
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	483	1638	421	746	689	448	1123	546
	89%	92%	89%	94% c	91%	87%	91%	89%	90%

Columns Tested: a,b - a,b,c - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 49

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	AGE OF CHILD
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1392	22	26	58	84	92	112	103	114	106	128	110	108	113	108	106
	56%	14%	17%	36%	51%	56%	65%	60%	66%	62%	76%	65%	64%	67%	68%	67%
				ab	ab	abc	abc	abc	abc	abc	abcde	abc	abc	abc	abcd	abcd
On a mobile phone or smartphone	1128	29	42	45	55	58	66	71	82	109	107	107	89	86	99	81
	45%	19%	27%	28%	33%	35%	39%	42%	48%	64%	63%	64%	52%	51%	63%	51%
						a	a	a	abc	abcdefg	abcdefg	abcdefg	abcde	abcd	abcdefg	abcde
On a tablet	1055	51	78	97	109	95	96	101	87	82	74	41	45	46	30	22
	43%	33%	51%	59%	67%	58%	56%	59%	51%	48%	44%	24%	26%	27%	19%	14%
		o	klmno	aklmno	aijklmno	aklmno	aklmno	aklmno	klmno	klmno	kno					
On a desktop computer, laptop, or netbook	594	3	18	24	18	32	34	47	35	52	55	65	45	56	57	51
	24%	2%	11%	15%	11%	20%	20%	27%	21%	30%	32%	39%	27%	33%	36%	32%
			a	a	a	a	a	abd	a	abd	abcd	abcdefh	abd	abcd	abcdef	abcd
On a virtual reality gaming headset/ device (e.g. Oculus, Samsung Gear VR)	236	-	6	10	10	11	19	12	21	31	25	17	21	20	16	16
	10%	-%	4%	6%	6%	7%	11%	7%	12%	18%	15%	10%	12%	12%	10%	10%
							a	a	a	abd	a	a	a	a	a	a
Through an app on a smart TV	225	5	14	18	19	9	23	20	27	17	18	5	14	12	11	14
	9%	4%	9%	11%	12%	6%	13%	12%	16%	10%	10%	3%	8%	7%	7%	9%
							k		aek							
Using wearable technology like a smartwatch (such as an Apple Watch)	97	2	5	6	8	5	11	3	8	5	7	3	7	17	2	7
	4%	1%	3%	4%	5%	3%	6%	2%	5%	3%	4%	2%	4%	10%	1%	5%
														gn		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP65. Does your child play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total							AGE OF CHILD									
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2480	135	135	138	207	204	217	194	133	142	141	143	141	140	204	206
Effective Weighted Sample	1672	91	97	95	149	137	159	131	98	99	95	101	102	95	151	144
Total	2480	154	154	164	164	164	171	171	171	171	169	169	169	169	159	159
No, never play games	271	75	42	25	15	18	4	8	13	1	6	8	10	17	13	15
	11%	49%	28%	15%	9%	11%	2%	4%	8%	1%	4%	5%	6%	10%	8%	9%
		bcdefghijklmno	defghijklmno	fgij	i	fi								fi	i	fi

SUMMARY

	Total	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
CHILD PLAYS GAMES IN ANY OF THESE WAYS	2209	79	112	139	149	146	167	164	159	170	163	161	159	152	146	144
	89%	51%	72%	85%	91%	89%	98%	96%	92%	99%	96%	95%	94%	90%	92%	91%
			a	a	ab	ab	abcemo	abc	ab	abcdemno	abc	ab	ab	ab	ab	ab

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l,m,n,o

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	2213	286	374	395	399	395	364	1454	759	1140	1042	99	1126	897
Effective Weighted Sample	1493	198	260	276	280	277	263	977	516	765	709	64	765	615
Total	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
Rules about purchasing or downloading games or apps/ in-app purchasing	1310	179	204	231	328	262	106	942	368	674	616	**	694	536
	59%	54%	69%	70%	67%	56%	37%	65%	48%	59%	60%	**	66%	55%
		f	aef	aef	aef	f		b						c
Rules about how much time they spend playing games	1225	210	206	227	283	216	83	926	299	667	534	**	704	438
	55%	64%	70%	69%	58%	46%	29%	64%	39%	58%	52%	**	67%	45%
		ef	def	def	ef	f		b		b				c
Rules about only playing games with an age appropriate rating	1151	198	195	209	290	190	68	892	258	596	534	**	669	398
	52%	60%	66%	63%	59%	40%	24%	62%	34%	52%	52%	**	64%	41%
		ef	ef	ef	ef	f		b						c
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104	185	181	218	272	177	71	856	248	572	514	**	642	381
	50%	56%	61%	66%	55%	37%	25%	59%	33%	50%	50%	**	61%	39%
		ef	ef	ef	ef	f		b						c
Rules about when they can play games	1069	192	179	220	259	160	59	850	219	584	468	**	641	345
	48%	58%	60%	66%	53%	34%	20%	59%	29%	51%	45%	**	61%	35%
		ef	ef	def	ef	f		b						c
Rules about who they can play games with or play against	998	124	154	204	270	189	57	752	246	526	452	**	564	374
	45%	38%	52%	62%	55%	40%	20%	52%	32%	46%	44%	**	54%	38%
		f	aef	aef	aef	f		b						c

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 50

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	2213	286	374	395	399	395	364	1454	759	1140	1042	99	1126	897
Effective Weighted Sample	1493	198	260	276	280	277	263	977	516	765	709	64	765	615
Total	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
Rules about whether they can play games online	837	155	158	176	193	114	42	681	155	431	389	**	519	252
	38%	47%	53%	53%	39%	24%	14%	47%	20%	38%	38%	**	49%	26%
		ef	def	def	ef	f		b					c	
Other rules	36	9	9	7	6	5	1	30	6	12	19	**	24	7
	2%	3%	3%	2%	1%	1%	*%	2%	1%	1%	2%	**	2%	1%
No, do not have any rules	288	22	10	14	40	85	117	86	202	134	151	**	48	201
	13%	7%	3%	4%	8%	18%	40%	6%	27%	12%	15%	**	5%	20%
						abcd	abcde		a					b
SUMMARY														
ANY RULES	1921	307	285	317	452	387	173	1362	559	1009	881	**	1005	779
	87%	93%	97%	96%	92%	82%	60%	94%	73%	88%	85%	**	95%	80%
		ef	ef	ef	ef	f		b					c	

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

						CHILD'S AGE AND GENDER							
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
Rules about purchasing or downloading games or apps/ in-app purchasing	1310	87	89	103	100	114	114	174	150	132	122	64	41
	59%	52%	56%	66%	73%	68%	71%	69%	65%	54%	57%	41%	32%
		l	l	kl	abijkl	kl	aikl	aikl	kl	l	l		
Rules about how much time they spend playing games	1225	108	99	113	91	118	106	161	115	116	93	52	29
	55%	64%	62%	73%	66%	71%	66%	64%	50%	47%	43%	33%	23%
		ijkl	jkl	hijkl	hijkl	hijkl	hijkl	ijkl	kl	l	l		
Rules about only playing games with an age appropriate rating	1151	99	96	110	84	104	102	153	131	92	91	38	30
	52%	59%	60%	70%	61%	63%	63%	61%	57%	37%	42%	24%	23%
		ikl	ijkl	ijkl	ijkl	ijkl	ijkl	ijkl	ikl		kl		
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104	94	89	92	87	110	104	154	115	83	87	38	32
	50%	56%	56%	59%	64%	66%	65%	62%	50%	34%	40%	25%	25%
		ikl	ikl	ijkl	ijkl	hijkl	ijkl	ijkl	ikl		k		
Rules about when they can play games	1069	108	82	96	81	118	98	142	115	86	70	35	22
	48%	64%	52%	62%	59%	71%	61%	57%	50%	35%	32%	22%	17%
		ijkl	ijkl	ijkl	ijkl	bhijkl	ijkl	ijkl	jkl	l	l		
Rules about who they can play games with or play against	998	69	53	82	71	107	95	147	117	87	94	34	22
	45%	41%	34%	52%	52%	64%	59%	59%	51%	36%	44%	22%	17%
		kl	l	bikl	bikl	abijkl	abikl	abikl	bkl	l	kl		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
Rules about whether they can play games online	837	80	72	82	75	95	78	100	90	55	52	19	23
	38%	48%	45%	52%	54%	57%	48%	40%	39%	23%	24%	12%	18%
		ijkl	ijkl	ijkl	ijkl	ghijkl	ijkl	ijkl	ijkl				
Other rules	36	5	5	3	5	2	5	-	4	2	-	1	*
	2%	3%	3%	2%	4%	1%	3%	-%	2%	1%	-%	*%	*%
No, do not have any rules	288	12	10	6	4	8	6	6	34	41	43	59	56
	13%	7%	6%	4%	3%	5%	3%	2%	14%	17%	20%	38%	44%
									cdefg	cdefg	abcdefg	abcdefghij	abcdefghij
SUMMARY													
ANY RULES	1921	156	149	150	134	158	155	244	198	204	173	97	72
	87%	93%	94%	96%	97%	95%	97%	98%	86%	83%	80%	62%	56%
		jkl	jkl	hijkl	hijkl	hijkl	hijkl	hijkl	kl	kl	kl		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1246	330	322	315	2213	1869	344	775	539	399	479	1314	878	2213
Effective Weighted Sample	1493	1123	306	310	297	1493	1290	212	510	365	288	338	865	623	1493
Total	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
Rules about purchasing or downloading games or apps/ in-app purchasing	1310	1094	107	66	43	1310	1151	159	392	351	272	280	743	552	1310
	59%	58%	63%	66%	64%	59%	59%	62%	63%	64%	55%	54%	64%	54%	59%
									df	df			cdf		
Rules about how much time they spend playing games	1225	1032	103	54	37	1225	1091	134	358	334	254	264	692	519	1225
	55%	55%	61%	54%	56%	55%	56%	53%	58%	61%	51%	51%	59%	51%	55%
										df			df		
Rules about only playing games with an age appropriate rating	1151	975	92	52	32	1151	1021	129	314	299	273	249	613	522	1151
	52%	52%	54%	52%	48%	52%	52%	51%	51%	55%	55%	48%	53%	51%	52%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104	930	86	51	37	1104	984	120	333	277	233	249	610	482	1104
	50%	50%	51%	51%	55%	50%	50%	47%	54%	51%	47%	48%	52%	47%	50%
Rules about when they can play games	1069	904	83	49	32	1069	963	105	329	281	223	224	610	447	1069
	48%	48%	49%	50%	48%	48%	49%	41%	53%	51%	45%	43%	52%	44%	48%
									df				df		
Rules about who they can play games with or play against	998	838	78	50	31	998	900	98	303	250	214	217	553	431	998
	45%	45%	46%	50%	47%	45%	46%	39%	49%	46%	43%	42%	47%	43%	45%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1246	330	322	315	2213	1869	344	775	539	399	479	1314	878	2213
Effective Weighted Sample	1493	1123	306	310	297	1493	1290	212	510	365	288	338	865	623	1493
Total	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
Rules about whether they can play games online	837	713	61	38	24	837	747	90	248	200	190	187	449	376	837
	38%	38%	36%	38%	36%	38%	38%	35%	40%	37%	38%	36%	38%	37%	38%
Other rules	36	31	3	2	1	36	30	6	10	11	7	6	21	14	36
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%
No, do not have any rules	288	253	19	9	7	288	244	44	63	51	85	86	114	171	288
	13%	14%	11%	9%	10%	13%	12%	17%	10%	9%	17%	17%	10%	17%	13%
											abe	abe		abe	
SUMMARY															
ANY RULES	1921	1621	151	90	60	1921	1711	210	556	497	410	433	1053	843	1921
	87%	86%	89%	91%	90%	87%	88%	83%	90%	91%	83%	83%	90%	83%	87%
									cdf	cdf			cdf		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2213	482	1650	403	745	731	467	1137	529
Effective Weighted Sample	1493	325	1113	275	490	496	311	757	365
Total	2209	483	1638	421	746	689	448	1123	546
Rules about purchasing or downloading games or apps/ in-app purchasing	1310	294	968	228	433	431	269	664	321
	59%	61%	59%	54%	58%	63%	60%	59%	59%
Rules about how much time they spend playing games	1225	245	932	209	397	417	247	622	293
	55%	51%	57%	50%	53%	61%	55%	55%	54%
						a			
Rules about only playing games with an age appropriate rating	1151	240	858	217	377	362	220	595	279
	52%	50%	52%	52%	50%	53%	49%	53%	51%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc.)	1104	237	819	211	358	345	214	569	270
	50%	49%	50%	50%	48%	50%	48%	51%	50%
Rules about when they can play games	1069	229	798	181	352	363	220	556	243
	48%	47%	49%	43%	47%	53%	49%	50%	45%
Rules about who they can play games with or play against	998	239	714	173	333	325	198	511	241
	45%	50%	44%	41%	45%	47%	44%	46%	44%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP67. Do you have any of these rules about the games that your child plays at home or elsewhere? (MULTI CODE)

Base : Parents whose child aged 3-17 plays games

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2213	482	1650	403	745	731	467	1137	529
Effective Weighted Sample	1493	325	1113	275	490	496	311	757	365
Total	2209	483	1638	421	746	689	448	1123	546
Rules about whether they can play games online	837	180	624	169	268	263	169	402	224
	38%	37%	38%	40%	36%	38%	38%	36%	41%
Other rules	36	5	30	5	13	13	10	17	7
	2%	1%	2%	1%	2%	2%	2%	2%	1%
No, do not have any rules	288	57	222	54	94	78	54	137	85
	13%	12%	14%	13%	13%	11%	12%	12%	16%
SUMMARY									
ANY RULES	1921	426	1416	368	652	611	394	985	461
	87%	88%	86%	87%	87%	89%	88%	88%	84%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	2213	286	374	395	399	395	364	1454	759	1140	1042	99	1126	897
Effective Weighted Sample	1493	198	260	276	280	277	263	977	516	765	709	64	765	615
Total	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
Very concerned	508	101	98	116	99	53	40	414	94	268	234	**	327	132
	23%	31%	33%	35%	20%	11%	14%	29%	12%	23%	23%	**	31%	14%
		def	def	def	e			b						c
Fairly concerned	649	86	87	100	165	138	73	438	212	369	271	**	315	291
	29%	26%	29%	30%	34%	29%	25%	30%	28%	32%	26%	**	30%	30%
Neither/ nor	420	49	29	50	111	122	59	239	180	200	216	**	152	238
	19%	15%	10%	15%	23%	26%	20%	17%	24%	17%	21%	**	14%	24%
					b	abc	b		a					b
Not very concerned	357	27	44	43	72	100	72	185	172	181	173	**	144	194
	16%	8%	15%	13%	15%	21%	25%	13%	23%	16%	17%	**	14%	20%
						ac	abcd		a					b
Not at all concerned	259	66	32	21	45	50	45	163	96	119	131	**	108	117
	12%	20%	11%	6%	9%	11%	16%	11%	13%	10%	13%	**	10%	12%
		bcde					c							
Don't know	16	1	5	2	-	8	-	8	8	6	7	**	8	8
	1%	*%	2%	1%	-%	2%	-%	1%	1%	*%	1%	**	1%	1%
SUMMARY														
TOTAL CONCERNED	1157	187	185	216	264	192	114	852	305	637	505	**	642	423
	52%	57%	63%	65%	54%	41%	39%	59%	40%	56%	49%	**	61%	43%
		ef	ef	def	ef			b		b				c
TOTAL NOT CONCERNED	616	93	76	63	116	150	118	348	268	300	304	**	251	311
	28%	28%	26%	19%	24%	32%	41%	24%	35%	26%	29%	**	24%	32%
						c	abcd		a					b
TOTAL NEITHER/ DON'T KNOW	435	50	35	52	111	130	59	247	188	205	223	**	160	246
	20%	15%	12%	16%	23%	28%	20%	17%	25%	18%	22%	**	15%	25%
					b	abc	b		a					b

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
							CHILD'S AGE AND GENDER						
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
Very concerned	508	54	47	58	39	63	52	51	48	18	33	24	16
	23%	32%	30%	37%	28%	38%	32%	20%	21%	8%	15%	15%	12%
		ijkl	ijkl	ghijkl	il	ghijkl	ijkl	i	i				
Fairly concerned	649	51	35	53	34	50	50	91	68	85	53	39	32
	29%	30%	22%	34%	25%	30%	31%	36%	29%	35%	25%	25%	25%
Neither/ nor	420	25	24	10	19	23	27	47	62	65	56	29	27
	19%	15%	15%	6%	14%	14%	17%	19%	27%	27%	26%	19%	21%
							c	c	ce	ce	c	c	c
Not very concerned	357	9	18	18	26	20	23	45	27	48	49	42	30
	16%	5%	11%	11%	19%	12%	14%	18%	12%	19%	23%	27%	24%
					a			a		a	a	abceh	ac
Not at all concerned	259	29	35	17	14	10	9	17	27	25	24	22	23
	12%	17%	22%	11%	10%	6%	6%	7%	12%	10%	11%	14%	18%
		ef	efg										efg
Don't know	16	*	*	-	5	1	*	-	-	4	1	-	-
	1%	*%	*%	-%	4%	1%	*%	-%	-%	1%	1%	-%	-%
SUMMARY													
TOTAL CONCERNED	1157	105	82	111	73	113	101	141	115	104	86	63	48
	52%	62%	52%	71%	53%	68%	63%	56%	50%	42%	40%	40%	37%
		ijkl		bdhijkl		hijkl	ijkl	jkl					
TOTAL NOT CONCERNED	616	38	53	35	40	29	32	62	54	72	73	64	53
	28%	22%	33%	22%	29%	18%	20%	25%	23%	30%	34%	41%	41%
			e								e	acefgh	acefgh
TOTAL NEITHER/ DON'T KNOW	435	25	24	10	25	24	27	47	62	69	58	29	27
	20%	15%	15%	6%	18%	14%	17%	19%	27%	28%	27%	19%	21%
					c			c	c	c	ce	c	c

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1246	330	322	315	2213	1869	344	775	539	399	479	1314	878	2213
Effective Weighted Sample	1493	1123	306	310	297	1493	1290	212	510	365	288	338	865	623	1493
Total	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
Very concerned	508	430	36	24	18	508	459	49	166	113	97	125	278	222	508
	23%	23%	21%	24%	27%	23%	23%	19%	27%	21%	20%	24%	24%	22%	23%
Fairly concerned	649	555	47	24	23	649	587	62	177	172	142	153	348	295	649
	29%	30%	28%	24%	35%	29%	30%	24%	28%	31%	29%	29%	30%	29%	29%
					c										
Neither/ nor	420	353	37	20	10	420	363	57	119	92	112	92	211	204	420
	19%	19%	22%	20%	15%	19%	19%	22%	19%	17%	23%	18%	18%	20%	19%
Not very concerned	357	296	31	21	9	357	294	63	98	103	81	70	201	151	357
	16%	16%	18%	21%	14%	16%	15%	25%	16%	19%	16%	13%	17%	15%	16%
								a							
Not at all concerned	259	225	18	10	6	259	238	21	58	65	63	69	124	131	259
	12%	12%	11%	10%	9%	12%	12%	8%	9%	12%	13%	13%	11%	13%	12%
Don't know	16	14	*	1	*	16	14	1	2	3	-	11	5	11	16
	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	-%	2%	*%	1%	1%
												ae			
SUMMARY															
TOTAL CONCERNED	1157	985	83	48	41	1157	1046	111	342	284	239	278	627	518	1157
	52%	53%	49%	48%	62%	52%	54%	44%	55%	52%	48%	54%	54%	51%	52%
					abce		b								
TOTAL NOT CONCERNED	616	521	49	31	15	616	532	85	156	168	144	139	324	283	616
	28%	28%	29%	31%	23%	28%	27%	33%	25%	31%	29%	27%	28%	28%	28%
TOTAL NEITHER/ DON'T KNOW	435	368	37	21	10	435	377	58	121	95	112	103	216	214	435
	20%	20%	22%	21%	15%	20%	19%	23%	20%	17%	23%	20%	19%	21%	20%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74A. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The content of the games they are playing, in terms of violence, bad language, disturbing content, and so on (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2213	482	1650	403	745	731	467	1137	529
Effective Weighted Sample	1493	325	1113	275	490	496	311	757	365
Total	2209	483	1638	421	746	689	448	1123	546
Very concerned	508	125	360	104	173	162	113	261	119
	23%	26%	22%	25%	23%	24%	25%	23%	22%
Fairly concerned	649	127	494	128	224	205	128	340	155
	29%	26%	30%	30%	30%	30%	29%	30%	28%
Neither/ nor	420	96	304	83	122	119	74	202	118
	19%	20%	19%	20%	16%	17%	17%	18%	22%
Not very concerned	357	72	279	50	125	131	80	188	81
	16%	15%	17%	12%	17%	19%	18%	17%	15%
						a			
Not at all concerned	259	55	194	51	98	70	51	124	69
	12%	11%	12%	12%	13%	10%	11%	11%	13%
Don't know	16	9	7	5	4	2	2	8	3
	1%	2%	*%	1%	*%	*%	*%	1%	1%
SUMMARY									
TOTAL CONCERNED	1157	252	854	232	398	367	241	601	274
	52%	52%	52%	55%	53%	53%	54%	54%	50%
TOTAL NOT CONCERNED	616	127	473	101	223	201	131	312	150
	28%	26%	29%	24%	30%	29%	29%	28%	27%
TOTAL NEITHER/ DON'T KNOW	435	104	311	88	125	121	76	210	122
	20%	22%	19%	21%	17%	18%	17%	19%	22%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	2213	286	374	395	399	395	364	1454	759	1140	1042	99	1126	897
Effective Weighted Sample	1493	198	260	276	280	277	263	977	516	765	709	64	765	615
Total	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
Very concerned	512	85	95	102	123	64	42	406	106	269	238	**	317	153
	23%	26%	32%	31%	25%	14%	14%	28%	14%	24%	23%	**	30%	16%
		ef	ef	ef	ef			b						c
Fairly concerned	642	79	90	100	153	143	78	422	220	370	267	**	312	291
	29%	24%	30%	30%	31%	30%	27%	29%	29%	32%	26%	**	30%	30%
										b				
Neither/ nor	355	41	36	50	88	99	41	215	141	170	177	**	139	187
	16%	12%	12%	15%	18%	21%	14%	15%	18%	15%	17%	**	13%	19%
						b								b
Not very concerned	394	51	38	51	79	99	77	219	175	188	201	**	162	204
	18%	15%	13%	15%	16%	21%	26%	15%	23%	16%	19%	**	15%	21%
							abcd		a					b
Not at all concerned	289	69	30	27	48	62	52	174	114	140	142	**	112	139
	13%	21%	10%	8%	10%	13%	18%	12%	15%	12%	14%	**	11%	14%
		bcd					bcd							
Don't know	16	4	6	1	-	5	-	11	5	6	7	**	9	5
	1%	1%	2%	*%	-%	1%	-%	1%	1%	1%	1%	**	1%	*%
SUMMARY														
TOTAL CONCERNED	1154	165	185	202	276	207	119	828	326	639	505	**	630	444
	52%	50%	63%	61%	56%	44%	41%	57%	43%	56%	49%	**	60%	45%
			aef	ef	ef			b		b			c	
TOTAL NOT CONCERNED	683	120	68	78	127	160	129	393	290	327	343	**	274	343
	31%	36%	23%	24%	26%	34%	45%	27%	38%	29%	33%	**	26%	35%
		bc				bc	bcd		a					b
TOTAL NEITHER/ DON'T KNOW	371	45	42	51	88	104	41	226	145	176	184	**	149	191
	17%	14%	14%	15%	18%	22%	14%	16%	19%	15%	18%	**	14%	20%
														b

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
Very concerned	512	42	43	54	39	53	48	65	58	27	36	27	14
	23%	25%	27%	35%	29%	32%	30%	26%	25%	11%	17%	17%	11%
		il	il	ijkl	il	ijkl	il	il	il				
Fairly concerned	642	44	35	47	43	56	44	91	59	86	57	46	29
	29%	26%	22%	30%	31%	33%	27%	36%	26%	35%	26%	29%	23%
Neither/ nor	355	19	22	19	17	22	26	42	44	51	44	17	23
	16%	11%	14%	12%	12%	13%	16%	17%	19%	21%	21%	11%	18%
Not very concerned	394	26	23	20	18	22	28	27	50	50	48	42	33
	18%	16%	15%	13%	13%	13%	17%	11%	22%	21%	22%	27%	26%
												cdeg	cg
Not at all concerned	289	34	33	15	14	12	15	26	20	29	31	24	28
	13%	20%	21%	10%	10%	7%	10%	10%	9%	12%	14%	15%	22%
		e	eh										cefh
Don't know	16	2	2	*	5	1	-	-	-	2	-	-	-
	1%	1%	1%	*%	4%	1%	-%	-%	-%	1%	-%	-%	-%
SUMMARY													
TOTAL CONCERNED	1154	87	78	101	82	109	92	156	117	113	92	73	44
	52%	52%	49%	65%	60%	65%	57%	62%	50%	46%	43%	47%	34%
				ijkl	jl	ijkl	l	ijkl		l			
TOTAL NOT CONCERNED	683	60	57	35	33	34	43	52	71	79	79	66	61
	31%	36%	36%	23%	24%	21%	27%	21%	30%	32%	37%	42%	47%
			e								eg	cdefg	cdefgh
TOTAL NEITHER/ DON'T KNOW	371	21	24	19	22	23	26	42	44	53	44	17	23
	17%	13%	15%	12%	16%	14%	16%	17%	19%	22%	21%	11%	18%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 52

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1246	330	322	315	2213	1869	344	775	539	399	479	1314	878	2213
Effective Weighted Sample	1493	1123	306	310	297	1493	1290	212	510	365	288	338	865	623	1493
Total	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
Very concerned	512	438	31	24	18	512	477	35	149	129	87	143	278	230	512
	23%	23%	19%	25%	27%	23%	24% b	14%	24%	24%	18%	27% c	24%	23%	23%
Fairly concerned	642	537	56	27	22	642	581	62	200	145	159	131	345	290	642
	29%	29%	33%	27%	33%	29%	30%	24%	32%	26%	32%	25%	30%	29%	29%
Neither/ nor	355	293	33	21	9	355	295	60	93	91	80	88	184	168	355
	16%	16%	19%	21%	14%	16%	15%	24% a	15%	17%	16%	17%	16%	17%	16%
Not very concerned	394	338	30	16	11	394	334	60	124	115	83	68	238	151	394
	18%	18%	18%	16%	16%	18%	17%	24%	20%	21% d	17%	13%	20% df	15%	18%
Not at all concerned	289	252	19	11	7	289	251	38	54	68	82	78	122	160	289
	13%	13%	11%	11%	10%	13%	13%	15%	9%	12%	17% ae	15% a	10%	16% ae	13% a
Don't know	16	15	*	*	-	16	16	-	-	-	4	12	-	16	16
	1%	1%	*%	*%	-%	1%	1%	-%	-%	-%	1% e	2% abeg	-%	2% ae	1%
SUMMARY															
TOTAL CONCERNED	1154	976	87	52	40	1154	1058	96	349	274	246	274	623	520	1154
	52%	52%	51%	52%	60%	52%	54% b	38%	56%	50%	50%	53%	53%	51%	52%
TOTAL NOT CONCERNED	683	590	49	27	17	683	585	98	177	183	165	146	360	311	683
	31%	31%	29%	27%	26%	31%	30%	38%	29%	33%	33%	28%	31%	31%	31%
TOTAL NEITHER/ DON'T KNOW	371	308	33	21	9	371	311	60	93	91	84	100	184	184	371
	17%	16%	20%	21%	14%	17%	16%	24% a	15%	17%	17%	19%	16%	18%	17%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2213	482	1650	403	745	731	467	1137	529
Effective Weighted Sample	1493	325	1113	275	490	496	311	757	365
Total	2209	483	1638	421	746	689	448	1123	546
Very concerned	512	123	359	96	189	152	111	253	131
	23%	26%	22%	23%	25%	22%	25%	23%	24%
Fairly concerned	642	142	472	115	210	219	133	321	163
	29%	29%	29%	27%	28%	32%	30%	29%	30%
Neither/ nor	355	79	260	78	101	97	72	168	96
	16%	16%	16%	19%	14%	14%	16%	15%	18%
Not very concerned	394	69	320	63	130	147	79	233	67
	18%	14%	20%	15%	17%	21%	18%	21%	12%
								c	
Not at all concerned	289	59	222	62	112	75	53	140	81
	13%	12%	14%	15%	15%	11%	12%	12%	15%
Don't know	16	10	5	7	4	-	-	8	7
	1%	2%	*%	2%	*%	-%	-%	1%	1%
		b		c					
SUMMARY									
TOTAL CONCERNED	1154	266	832	211	399	371	244	574	294
	52%	55%	51%	50%	53%	54%	54%	51%	54%
TOTAL NOT CONCERNED	683	128	541	125	242	221	132	372	148
	31%	26%	33%	30%	32%	32%	29%	33%	27%
TOTAL NEITHER/ DON'T KNOW	371	90	266	85	105	97	72	176	104
	17%	19%	16%	20%	14%	14%	16%	16%	19%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	~a	b	c
Unweighted total	2213	286	374	395	399	395	364	1454	759	1140	1042	99	1126	897
Effective Weighted Sample	1493	198	260	276	280	277	263	977	516	765	709	64	765	615
Total	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
Very concerned	571	104	100	115	117	87	48	436	135	302	260	**	338	188
	26%	32%	34%	35%	24%	18%	17%	30%	18%	26%	25%	**	32%	19%
		ef	ef	def				b						c
Fairly concerned	618	58	70	108	176	140	65	412	205	341	267	**	293	292
	28%	18%	24%	33%	36%	30%	23%	28%	27%	30%	26%	**	28%	30%
				af	abf	a								
Neither/ nor	386	49	49	50	85	100	53	232	153	180	199	**	166	187
	17%	15%	17%	15%	17%	21%	18%	16%	20%	16%	19%	**	16%	19%
Not very concerned	359	35	37	37	84	91	74	194	165	185	172	**	136	203
	16%	11%	13%	11%	17%	19%	26%	13%	22%	16%	17%	**	13%	21%
						c	abc		a					b
Not at all concerned	260	79	35	18	30	50	48	162	98	124	129	**	110	105
	12%	24%	12%	5%	6%	11%	16%	11%	13%	11%	12%	**	10%	11%
		bcde	c				cd							
Don't know	15	5	4	3	-	3	1	11	4	10	6	**	9	4
	1%	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%	**	1%	*%
SUMMARY														
TOTAL CONCERNED	1189	162	170	223	293	227	113	849	340	644	527	**	631	481
	54%	49%	58%	67%	60%	48%	39%	59%	45%	56%	51%	**	60%	49%
			f	aef	ef			b					c	
TOTAL NOT CONCERNED	619	114	73	55	114	142	122	355	263	309	301	**	246	308
	28%	35%	25%	17%	23%	30%	42%	25%	35%	27%	29%	**	23%	31%
		cd				c	bcde		a					b
TOTAL NEITHER/ DON'T KNOW	401	53	53	53	85	103	55	244	157	190	205	**	175	191
	18%	16%	18%	16%	17%	22%	19%	17%	21%	17%	20%	**	17%	19%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 53

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
							CHILD'S AGE AND GENDER						
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
Very concerned	571 26%	56 33% ikl	48 30% l	58 37% gijkl	41 30% il	63 38% gijkl	51 32% il	57 23%	61 26%	41 17%	41 19%	28 18%	18 14%
Fairly concerned	618 28%	35 21%	24 15%	39 25%	31 23%	56 34% b	52 32% b	107 43% abcdhkl	62 27%	73 30% b	67 31% b	32 21%	31 24%
Neither/ nor	386 17%	22 13%	27 17%	29 18%	20 15%	20 12%	30 19%	37 15%	46 20%	47 19%	49 23%	25 16%	27 21%
Not very concerned	359 16%	16 10%	19 12%	14 9%	23 17%	17 10%	18 11%	38 15%	46 20%	54 22% ce	38 17%	46 30% abcefg	28 22% c
Not at all concerned	260 12%	37 22% efgh	39 25% cefghij	17 11%	18 13%	8 5%	10 6%	12 5%	17 7%	27 11%	21 10%	23 15% eg	24 19% efgh
Don't know	15 1%	3 2%	2 1%	- -%	4 3%	3 2%	- -%	- -%	- -%	3 1%	- -%	1 1%	- -%
SUMMARY													
TOTAL CONCERNED	1189 54%	90 54%	72 45%	96 62% kl	72 53%	119 71% abdhijkl	103 64% bikl	163 65% bikl	123 53%	114 47%	108 50%	61 39%	49 38%
TOTAL NOT CONCERNED	619 28%	53 32% e	58 37% cefg	31 20%	41 30% e	25 15%	28 17%	50 20%	63 27%	81 33% ef	59 27%	69 44% cefghj	51 40% cefg
TOTAL NEITHER/ DON'T KNOW	401 18%	25 15%	29 18%	29 18%	24 17%	23 14%	30 19%	37 15%	46 20%	50 21%	49 23%	26 17%	27 21%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1246	330	322	315	2213	1869	344	775	539	399	479	1314	878	2213
Effective Weighted Sample	1493	1123	306	310	297	1493	1290	212	510	365	288	338	865	623	1493
Total	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
Very concerned	571	483	42	28	19	571	514	57	172	139	112	142	311	254	571
	26%	26%	25%	28%	28%	26%	26%	22%	28%	25%	23%	27%	27%	25%	26%
Fairly concerned	618	530	43	23	22	618	552	66	179	146	150	136	325	286	618
	28%	28%	25%	23%	33%	28%	28%	26%	29%	27%	30%	26%	28%	28%	28%
					c										
Neither/ nor	386	319	36	20	11	386	334	52	101	92	92	99	193	191	386
	17%	17%	21%	20%	16%	17%	17%	20%	16%	17%	19%	19%	17%	19%	17%
Not very concerned	359	306	28	16	10	359	313	47	104	100	78	69	204	148	359
	16%	16%	17%	16%	14%	16%	16%	18%	17%	18%	16%	13%	17%	15%	16%
Not at all concerned	260	222	19	13	5	260	228	31	61	65	61	68	126	129	260
	12%	12%	11%	13%	8%	12%	12%	12%	10%	12%	12%	13%	11%	13%	12%
Don't know	15	14	1	*	-	15	14	2	2	6	1	6	8	7	15
	1%	1%	1%	*%	-%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
SUMMARY															
TOTAL CONCERNED	1189	1013	84	51	41	1189	1066	123	351	285	262	278	636	540	1189
	54%	54%	50%	51%	62%	54%	55%	48%	57%	52%	53%	53%	55%	53%	54%
					bc										
TOTAL NOT CONCERNED	619	528	48	29	15	619	541	78	165	165	140	137	330	277	619
	28%	28%	28%	29%	22%	28%	28%	31%	27%	30%	28%	26%	28%	27%	28%
TOTAL NEITHER/ DON'T KNOW	401	333	37	20	11	401	348	53	104	98	93	105	201	198	401
	18%	18%	22%	20%	16%	18%	18%	21%	17%	18%	19%	20%	17%	20%	18%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74E. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2213	482	1650	403	745	731	467	1137	529
Effective Weighted Sample	1493	325	1113	275	490	496	311	757	365
Total	2209	483	1638	421	746	689	448	1123	546
Very concerned	571	136	418	107	211	168	118	289	147
	26%	28%	25%	25%	28%	24%	26%	26%	27%
Fairly concerned	618	135	450	135	183	197	123	323	145
	28%	28%	27%	32%	25%	29%	27%	29%	27%
Neither/ nor	386	93	272	72	133	108	78	171	114
	17%	19%	17%	17%	18%	16%	18%	15%	21%
Not very concerned	359	60	293	47	130	138	75	197	76
	16%	12%	18%	11%	17%	20%	17%	18%	14%
						a			
Not at all concerned	260	52	198	53	86	76	51	134	60
	12%	11%	12%	13%	11%	11%	11%	12%	11%
Don't know	15	7	8	8	2	1	2	9	3
	1%	1%	*%	2%	*%	*%	*%	1%	1%
				c					
SUMMARY									
TOTAL CONCERNED	1189	271	868	242	395	365	241	611	293
	54%	56%	53%	57%	53%	53%	54%	54%	54%
TOTAL NOT CONCERNED	619	112	491	100	215	214	127	331	136
	28%	23%	30%	24%	29%	31%	28%	30%	25%
TOTAL NEITHER/ DON'T KNOW	401	100	280	79	136	109	80	180	117
	18%	21%	17%	19%	18%	16%	18%	16%	21%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b	SCHOOL YEAR PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 99%														
Unweighted total	2213	286	374	395	399	395	364	1454	759	1140	1042	99	1126	897
Effective Weighted Sample	1493	198	260	276	280	277	263	977	516	765	709	64	765	615
Total	2209	330	295	331	492	471	290	1448	761	1143	1032	107	1052	979
Very concerned	699 32%	101 31%	105 36%	144 43% f	164 33% aef	121 26% f	65 22%	513 35% b	186 24%	360 32%	332 32%	** **	389 37%	256 26% c
Fairly concerned	681 31%	80 24%	87 30%	99 30%	176 36% af	171 36% af	68 24%	442 31%	239 31%	363 32%	307 30%	** **	317 30%	333 34%
Neither/ nor	280 13%	44 13%	26 9%	36 11%	54 11%	79 17% b	42 14%	160 11%	121 16% a	145 13%	133 13%	** **	112 11%	137 14%
Not very concerned	282 13%	19 6%	38 13%	30 9%	59 12%	61 13%	75 26% abcde	146 10%	136 18% a	154 14%	125 12%	** **	106 10%	158 16% b
Not at all concerned	248 11%	79 24% bcdef	36 12%	20 6%	39 8%	35 7%	39 13% c	174 12%	74 10%	110 10%	129 12%	** **	117 11%	89 9%
Don't know	19 1%	7 2%	3 1%	3 1%	- -%	5 1%	1 *%	13 1%	6 1%	10 1%	6 1%	** **	11 1%	6 1%
SUMMARY														
TOTAL CONCERNED	1380 62%	181 55%	193 65% f	242 73% aef	339 69% af	292 62% f	133 46%	955 66% b	425 56%	723 63%	639 62%	** **	706 67%	589 60% c
TOTAL NOT CONCERNED	529 24%	98 30% c	74 25% c	50 15%	98 20%	96 20%	114 39% bcde	320 22%	209 27%	264 23%	254 25%	** **	223 21%	247 25%
TOTAL NEITHER/ DON'T KNOW	299 14%	51 15%	29 10%	39 12%	54 11%	84 18% b	43 15%	173 12%	127 17%	155 14%	139 14%	** **	123 12%	143 15%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
Very concerned	699	55	46	59	45	79	63	84	80	49	70	35	28
	32%	33%	29%	38%	33%	47%	39%	33%	34%	20%	33%	22%	22%
				ikl		bikl	ikl	i	i				
Fairly concerned	681	50	31	43	44	46	52	90	78	97	71	37	31
	31%	29%	19%	28%	32%	28%	32%	36%	34%	39%	33%	24%	24%
								b		bkl			
Neither/ nor	280	16	29	16	10	19	16	26	28	48	31	20	20
	13%	9%	18%	10%	7%	12%	10%	10%	12%	20%	14%	13%	16%
										d			
Not very concerned	282	10	9	19	19	14	15	35	24	34	27	43	31
	13%	6%	6%	12%	14%	8%	9%	14%	10%	14%	13%	28%	24%
												abcdefghij	abefh
Not at all concerned	248	34	42	18	17	7	12	15	22	16	16	19	18
	11%	20%	27%	12%	13%	4%	8%	6%	10%	7%	8%	12%	14%
		efgij	cdefghijk										e
Don't know	19	5	2	1	2	1	2	-	-	2	-	1	-
	1%	3%	1%	1%	2%	1%	1%	-%	-%	1%	-%	1%	-%
SUMMARY													
TOTAL CONCERNED	1380	105	76	102	89	125	115	174	158	145	142	72	59
	62%	62%	48%	66%	65%	75%	72%	69%	68%	59%	66%	46%	46%
				bkl	kl	bikl	bkl	bkl	bkl		bkl		
TOTAL NOT CONCERNED	529	43	52	37	36	21	28	50	46	50	44	62	49
	24%	26%	33%	24%	26%	13%	17%	20%	20%	20%	20%	40%	38%
			ef		e							cefghij	efghij

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2213	142	142	191	178	199	191	201	192	210	179	197	160
Effective Weighted Sample	1493	97	100	131	127	139	134	140	136	150	124	138	120
Total	2209	168	159	156	137	167	161	251	232	245	216	156	128
TOTAL NEITHER/ DON'T KNOW	299 14%	20 12%	31 19%	16 11%	12 9%	21 12%	18 11%	26 10%	28 12%	50 20% d	31 14%	22 14%	20 16%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2213	1246	330	322	315	2213	1869	344	775	539	399	479	1314	878	2213
Effective Weighted Sample	1493	1123	306	310	297	1493	1290	212	510	365	288	338	865	623	1493
Total	2209	1874	169	99	67	2209	1954	254	619	548	495	520	1167	1015	2209
Very concerned	699	593	53	30	23	699	632	67	212	182	139	157	394	297	699
	32%	32%	31%	30%	35%	32%	32%	26%	34%	33%	28%	30%	34%	29%	32%
Fairly concerned	681	581	48	30	23	681	611	71	203	167	162	140	370	302	681
	31%	31%	28%	30%	35%	31%	31%	28%	33%	31%	33%	27%	32%	30%	31%
Neither/ nor	280	234	25	14	6	280	241	39	63	67	59	90	130	149	280
	13%	12%	15%	14%	10%	13%	12%	15%	10%	12%	12%	17%	11%	15%	13%
												ae			
Not very concerned	282	232	27	15	8	282	240	41	85	64	70	59	149	129	282
	13%	12%	16%	15%	13%	13%	12%	16%	14%	12%	14%	11%	13%	13%	13%
Not at all concerned	248	217	15	10	6	248	213	35	55	63	64	61	118	126	248
	11%	12%	9%	10%	9%	11%	11%	14%	9%	11%	13%	12%	10%	12%	11%
Don't know	19	17	1	1	-	19	17	2	2	5	-	12	6	12	19
	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	-%	2%	1%	1%	1%
												ace			
SUMMARY															
TOTAL CONCERNED	1380	1173	101	60	46	1380	1243	138	414	349	301	297	764	598	1380
	62%	63%	60%	60%	69%	62%	64%	54%	67%	64%	61%	57%	65%	59%	62%
							b		df				d		
TOTAL NOT CONCERNED	529	449	42	25	14	529	453	76	141	127	134	120	267	254	529
	24%	24%	25%	25%	21%	24%	23%	30%	23%	23%	27%	23%	23%	25%	24%
TOTAL NEITHER/ DON'T KNOW	299	252	26	15	6	299	259	41	64	72	59	103	136	162	299
	14%	13%	16%	15%	10%	14%	13%	16%	10%	13%	12%	20%	12%	16%	14%
												aceg		a	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74F. EXTENT OF CONCERN ABOUT CHILD'S GAMES PLAYING - The possibility of them talking to strangers while gaming, whether within the game or via the chat function (SINGLE CODE)

Base : Parents whose child aged 3-17 plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2213	482	1650	403	745	731	467	1137	529
Effective Weighted Sample	1493	325	1113	275	490	496	311	757	365
Total	2209	483	1638	421	746	689	448	1123	546
Very concerned	699	176	496	121	250	220	150	351	171
	32%	36%	30%	29%	33%	32%	33%	31%	31%
Fairly concerned	681	128	518	132	221	221	123	377	149
	31%	26%	32%	31%	30%	32%	27%	34%	27%
Neither/ nor	280	74	196	80	85	72	56	111	99
	13%	15%	12%	19%	11%	10%	12%	10%	18%
				bc					b
Not very concerned	282	51	225	41	96	104	68	134	74
	13%	11%	14%	10%	13%	15%	15%	12%	14%
Not at all concerned	248	46	195	42	91	70	49	137	51
	11%	10%	12%	10%	12%	10%	11%	12%	9%
Don't know	19	8	9	5	3	2	1	12	2
	1%	2%	1%	1%	*%	*%	*%	1%	*%
SUMMARY									
TOTAL CONCERNED	1380	304	1014	253	470	441	273	728	320
	62%	63%	62%	60%	63%	64%	61%	65%	59%
TOTAL NOT CONCERNED	529	97	420	83	187	174	118	271	125
	24%	20%	26%	20%	25%	25%	26%	24%	23%
TOTAL NEITHER/ DON'T KNOW	299	82	205	85	89	74	57	123	100
	14%	17%	12%	20%	12%	11%	13%	11%	18%
				bc					b

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Strongly disagree	584	172	95	84	120	77	36	471	113	284	286	75	342	158
	24%	36%	29%	25%	23%	15%	11%	28%	14%	23%	24%	39%	29%	15%
		cdef	ef	ef	f			b				c	c	
Slightly disagree	548	108	76	101	105	98	60	390	158	274	270	43	291	204
	22%	23%	23%	29%	20%	19%	19%	24%	19%	22%	23%	22%	25%	20%
				ef										
Neither agree nor disagree	369	74	52	42	65	75	62	233	137	187	175	33	153	159
	15%	16%	16%	12%	13%	15%	19%	14%	17%	15%	15%	17%	13%	15%
Slightly agree	658	96	82	90	142	157	90	411	247	342	310	35	284	319
	27%	20%	25%	26%	28%	31%	28%	25%	30%	27%	26%	18%	24%	30%
						a								ab
Strongly agree	309	18	21	24	81	99	66	143	166	150	149	8	89	203
	12%	4%	6%	7%	16%	20%	21%	9%	20%	12%	13%	4%	8%	19%
					abc	abc	abc		a					ab
Don't know	12	4	3	1	-	2	3	8	5	10	*	*	7	3
	*%	1%	1%	*%	-%	*%	1%	*%	1%	1%	*%	*%	1%	*%
SUMMARY														
TOTAL DISAGREE	1131	281	171	185	224	174	97	860	271	558	556	118	633	362
	46%	59%	52%	54%	44%	34%	30%	52%	33%	45%	47%	61%	54%	35%
		def	ef	ef	f			b				c	c	
TOTAL AGREE	967	114	103	115	223	256	156	554	413	493	459	42	372	522
	39%	24%	31%	33%	43%	51%	49%	33%	50%	40%	39%	22%	32%	50%
					ab	abc	abc		a					ab
TOTAL NEITHER/ DON'T KNOW	382	78	54	43	65	76	65	241	141	196	175	34	160	162
	15%	16%	17%	13%	13%	15%	20%	15%	17%	16%	15%	17%	14%	15%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Strongly disagree	584	86	84	45	49	43	40	58	58	37	35	16	20
	24%	35%	38%	27%	31%	25%	24%	23%	23%	15%	14%	10%	13%
		ijkl	ghijkl	kl	ijkl	k	k	k	k				
Slightly disagree	548	48	59	40	36	52	49	60	45	48	49	26	32
	22%	20%	26%	24%	23%	30%	29%	23%	18%	19%	21%	16%	21%
						k							
Neither agree nor disagree	369	41	31	23	27	20	21	29	34	38	36	35	25
	15%	17%	14%	14%	17%	12%	13%	11%	14%	15%	15%	22%	16%
Slightly agree	658	56	40	49	33	42	47	68	74	81	74	46	42
	27%	23%	18%	29%	21%	25%	28%	27%	30%	32%	31%	29%	28%
										b			
Strongly agree	309	8	9	10	11	13	11	40	39	46	46	33	32
	12%	3%	4%	6%	7%	8%	7%	16%	16%	18%	19%	21%	21%
								abc	abc	abcdef	abcdef	abcdef	abcdef
Don't know	12	3	-	2	*	1	-	-	-	2	-	2	-
	*%	1%	-%	1%	*%	1%	-%	-%	-%	1%	-%	1%	-%
SUMMARY													
TOTAL DISAGREE	1131	134	143	85	85	95	89	117	102	85	84	42	52
	46%	55%	64%	50%	54%	55%	53%	46%	41%	34%	35%	27%	34%
		ijkl	ghijkl	ikl	ijkl	ijkl	ijkl	k	k				
TOTAL AGREE	967	65	49	59	44	55	58	108	112	127	120	79	75
	39%	27%	22%	35%	28%	32%	34%	43%	45%	50%	50%	50%	49%
								ab	abd	abcdef	abdef	abdef	abde
TOTAL NEITHER/ DON'T KNOW	382	44	31	25	28	22	21	29	34	40	36	37	25
	15%	18%	14%	15%	18%	13%	13%	11%	14%	16%	15%	23%	16%
												g	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Strongly disagree	584	499	44	28	14	584	518	66	148	146	134	141	294	275	584
	24%	24%	23%	25%	18%	24%	24%	23%	21%	24%	24%	25%	22%	24%	24%
Slightly disagree	548	460	43	26	19	548	488	60	151	150	128	117	301	245	548
	22%	22%	23%	23%	25%	22%	22%	21%	22%	24%	23%	20%	23%	22%	22%
Neither agree nor disagree	369	318	27	15	10	369	335	35	80	75	100	106	155	206	369
	15%	15%	15%	13%	13%	15%	15%	12%	11%	12%	18%	18%	12%	18%	15%
											ae	ae		abe	
Slightly agree	658	552	56	28	23	658	584	75	217	159	141	137	376	278	658
	27%	26%	30%	25%	30%	27%	27%	26%	31%	26%	26%	24%	28%	25%	27%
Strongly agree	309	267	16	15	11	309	265	44	104	84	46	69	189	115	309
	12%	13%	9%	13%	14%	12%	12%	15%	15%	14%	8%	12%	14%	10%	12%
									c				c		
Don't know	12	10	1	1	*	12	8	4	2	2	3	5	4	7	12
	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
SUMMARY															
TOTAL DISAGREE	1131	959	86	53	32	1131	1005	126	299	296	262	258	595	520	1131
	46%	46%	46%	48%	42%	46%	46%	45%	43%	48%	47%	45%	45%	46%	46%
TOTAL AGREE	967	819	72	42	34	967	849	118	321	243	187	207	564	393	967
	39%	39%	39%	38%	44%	39%	39%	42%	46%	39%	34%	36%	43%	35%	39%
									cdfg				cf		
TOTAL NEITHER/ DON'T KNOW	382	327	28	16	10	382	343	39	81	77	103	111	159	214	382
	15%	16%	15%	14%	14%	15%	16%	14%	12%	13%	19%	19%	12%	19%	15%
											ae	ae		abe	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75A. AGREEMENT WITH STATEMENT - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Strongly disagree	584	97	463	111	199	170	137	282	132
	24%	18%	25% a	25%	24%	22%	28%	22%	22%
Slightly disagree	548	96	426	87	193	189	101	287	141
	22%	18%	23%	19%	24%	24%	20%	23%	23%
Neither agree nor disagree	369	97	247	63	129	86	68	179	97
	15%	19%	13%	14%	16%	11%	14%	14%	16%
Slightly agree	658	144	498	131	204	225	132	349	158
	27%	27%	27%	29%	25%	28%	27%	28%	26%
Strongly agree	309	86	212	54	89	118	55	167	77
	12%	16%	11%	12%	11%	15%	11%	13%	13%
Don't know	12	5	4	2	4	1	1	4	3
	*%	1%	*%	*%	1%	*%	*%	*%	*%
SUMMARY									
TOTAL DISAGREE	1131	193	889	198	393	359	238	569	273
	46%	37%	48% a	44%	48%	46%	48%	45%	45%
TOTAL AGREE	967	230	710	185	293	343	187	516	235
	39%	44%	38%	41%	36%	43% b	38%	41%	39%
TOTAL NEITHER/ DON'T KNOW	382	102	251	65	133	87	69	183	100
	15%	19% b	14%	15%	16%	11%	14%	14%	16%

Columns Tested: a,b - a,b,c - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 56

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Strongly disagree	133	17	10	17	28	38	23	72	61	61	64	7	48	71
	5%	4%	3%	5%	6%	8%	7%	4%	7%	5%	5%	3%	4%	7%
									a					
Slightly disagree	423	41	41	59	106	106	71	246	177	233	187	19	157	241
	17%	9%	12%	17%	21%	21%	22%	15%	21%	19%	16%	10%	13%	23%
				a	ab	ab	ab		a					ab
Neither agree nor disagree	318	40	44	44	71	78	40	200	118	151	161	18	135	147
	13%	8%	13%	13%	14%	15%	12%	12%	14%	12%	13%	9%	12%	14%
Slightly agree	773	148	105	99	173	159	91	524	250	408	353	53	370	326
	31%	31%	32%	29%	34%	31%	29%	32%	30%	33%	30%	28%	32%	31%
Strongly agree	811	220	125	121	132	120	92	598	213	380	419	94	445	252
	33%	47%	38%	35%	26%	24%	29%	36%	26%	30%	35%	49%	38%	24%
		cdef	de	e				b				c	c	
Don't know	22	6	4	3	2	6	2	15	7	14	6	3	10	7
	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%
SUMMARY														
TOTAL DISAGREE	557	58	51	75	134	144	94	319	238	294	251	26	205	312
	22%	12%	15%	22%	26%	28%	29%	19%	29%	24%	21%	13%	18%	30%
				a	ab	ab	ab		a					ab
TOTAL AGREE	1584	368	230	220	304	279	183	1122	462	788	773	148	815	578
	64%	78%	70%	64%	59%	55%	58%	68%	56%	63%	65%	76%	70%	55%
		cdef	def					b				c	c	
TOTAL NEITHER/ DON'T KNOW	339	46	48	48	73	84	41	214	125	165	166	20	146	155
	14%	10%	15%	14%	14%	17%	13%	13%	15%	13%	14%	10%	12%	15%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
							CHILD'S AGE AND GENDER						
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Strongly disagree	133	11	6	9	1	8	8	12	15	11	22	10	12
	5%	5%	3%	5%	1%	5%	5%	5%	6%	4%	9%	6%	8%
											d	d	d
Slightly disagree	423	28	13	21	19	32	27	53	53	62	42	37	32
	17%	11%	6%	13%	12%	18%	16%	21%	21%	25%	18%	23%	21%
						b	b	b	b	abcd	b	ab	b
Neither agree nor disagree	318	18	20	29	15	21	23	27	45	38	40	18	18
	13%	7%	9%	17%	10%	12%	14%	11%	18%	15%	17%	11%	12%
									a				
Slightly agree	773	84	62	53	50	52	45	92	76	78	78	48	43
	31%	35%	28%	32%	32%	30%	27%	36%	30%	31%	32%	30%	28%
Strongly agree	811	96	122	54	70	57	62	70	59	57	59	45	47
	33%	40%	54%	32%	45%	33%	37%	28%	24%	23%	24%	29%	31%
		hij	cefghijkl		ghijk		i						
Don't know	22	5	*	2	2	1	2	-	2	6	-	*	-
	1%	2%	*%	1%	1%	1%	1%	-%	1%	2%	-%	*%	-%
SUMMARY													
TOTAL DISAGREE	557	39	20	30	20	40	35	65	68	73	64	47	45
	22%	16%	9%	18%	13%	23%	21%	26%	27%	29%	27%	30%	29%
						b	b	bd	bd	abd	bd	abd	abd
TOTAL AGREE	1584	180	184	108	120	110	107	162	135	135	137	94	90
	64%	75%	82%	64%	76%	64%	64%	64%	54%	54%	57%	59%	59%
		hijkl	cefghijkl		hijkl								
TOTAL NEITHER/ DON'T KNOW	339	23	21	31	17	22	25	27	46	44	40	18	18
	14%	9%	9%	18%	11%	13%	15%	11%	19%	17%	17%	12%	12%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Strongly disagree	133	111	12	7	4	133	121	12	37	34	22	38	71	61	133
	5%	5%	6%	6%	5%	5%	6%	4%	5%	6%	4%	7%	5%	5%	5%
Slightly disagree	423	361	31	16	15	423	363	61	151	109	68	85	260	153	423
	17%	17%	17%	15%	19%	17%	17%	21%	22%	18%	12%	15%	20%	14%	17%
									cf				cf		
Neither agree nor disagree	318	271	21	16	10	318	283	35	59	78	85	93	136	177	318
	13%	13%	11%	14%	13%	13%	13%	12%	8%	13%	15%	16%	10%	16%	13%
											a	ae		ae	a
Slightly agree	773	649	62	34	28	773	692	82	240	174	179	175	413	353	773
	31%	31%	33%	30%	37%	31%	31%	29%	34%	28%	32%	30%	31%	31%	31%
Strongly agree	811	694	59	37	20	811	720	91	215	213	195	177	428	372	811
	33%	33%	32%	33%	26%	33%	33%	32%	31%	35%	35%	31%	32%	33%	33%
Don't know	22	19	*	2	*	22	19	3	1	9	3	8	10	11	22
	1%	1%	*%	2%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
SUMMARY															
TOTAL DISAGREE	557	472	43	24	18	557	484	73	188	144	90	124	331	214	557
	22%	22%	23%	21%	24%	22%	22%	26%	27%	23%	16%	21%	25%	19%	22%
									cf				cf		
TOTAL AGREE	1584	1343	122	71	49	1584	1411	173	454	387	374	352	841	725	1584
	64%	64%	65%	63%	63%	64%	64%	61%	65%	63%	68%	61%	64%	64%	64%
TOTAL NEITHER/ DON'T KNOW	339	290	22	17	10	339	302	37	60	86	87	101	146	188	339
	14%	14%	12%	16%	13%	14%	14%	13%	9%	14%	16%	18%	11%	17%	14%
										a	a	ae		ae	a

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Strongly disagree	133	43	85	26	40	42	30	66	35
	5%	8%	5%	6%	5%	5%	6%	5%	6%
		b							
Slightly disagree	423	109	299	80	110	166	96	225	86
	17%	21%	16%	18%	13%	21%	19%	18%	14%
						b			
Neither agree nor disagree	318	93	199	81	115	57	41	164	96
	13%	18%	11%	18%	14%	7%	8%	13%	16%
		b		c	c				a
Slightly agree	773	137	608	122	264	263	144	407	184
	31%	26%	33%	27%	32%	33%	29%	32%	30%
Strongly agree	811	131	657	134	281	261	183	401	195
	33%	25%	36%	30%	34%	33%	37%	32%	32%
			a						
Don't know	22	11	3	5	9	*	*	4	11
	1%	2%	*%	1%	1%	*%	*%	*%	2%
		b							b
SUMMARY									
TOTAL DISAGREE	557	153	384	106	150	208	126	291	121
	22%	29%	21%	24%	18%	26%	25%	23%	20%
		b				b			
TOTAL AGREE	1584	268	1265	256	545	524	328	808	380
	64%	51%	68%	57%	67%	66%	66%	64%	62%
			a		a	a			

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75B. AGREEMENT WITH STATEMENT - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
TOTAL NEITHER/ DON'T KNOW	339	104	202	86	124	57	41	168	107
	14%	20%	11%	19%	15%	7%	8%	13%	18%
		b		c	c				a

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Strongly disagree	507	79	57	73	109	119	70	318	189	244	250	37	217	238
	20%	17%	18%	21%	21%	23%	22%	19%	23%	20%	21%	19%	19%	23%
Slightly disagree	471	75	53	71	111	91	70	310	161	259	206	23	218	215
	19%	16%	16%	21%	22%	18%	22%	19%	20%	21%	17%	12%	19%	21%
Neither agree nor disagree	381	71	50	36	78	103	43	235	146	186	191	31	158	172
	15%	15%	15%	10%	15%	20%	13%	14%	18%	15%	16%	16%	14%	16%
						c								
Slightly agree	755	159	108	111	146	136	95	524	230	362	383	67	378	296
	30%	34%	33%	32%	29%	27%	30%	32%	28%	29%	32%	34%	32%	28%
Strongly agree	351	84	55	51	68	55	39	257	94	186	159	35	186	121
	14%	18%	17%	15%	13%	11%	12%	16%	11%	15%	13%	18%	16%	12%
Don't know	15	5	4	2	-	3	2	10	5	11	2	1	9	3
	1%	1%	1%	1%	-%	1%	*%	1%	1%	1%	*%	*%	1%	*%
SUMMARY														
TOTAL DISAGREE	978	153	111	144	220	210	140	628	350	502	456	60	435	453
	39%	32%	34%	42%	43%	41%	44%	38%	42%	40%	38%	31%	37%	43%
					a		ab							
TOTAL AGREE	1106	243	163	162	214	191	134	781	324	548	541	101	563	417
	45%	51%	50%	47%	42%	38%	42%	47%	39%	44%	45%	52%	48%	40%
		e	e					b					c	
TOTAL NEITHER/ DON'T KNOW	396	76	54	37	78	107	44	245	151	197	193	32	168	176
	16%	16%	17%	11%	15%	21%	14%	15%	18%	16%	16%	17%	14%	17%
						c								

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

							CHILD'S AGE AND GENDER						
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Strongly disagree	507 20%	37 15%	40 18%	29 17%	28 18%	38 22%	36 21%	56 22%	50 20%	47 19%	64 27%	37 23%	33 21%
Slightly disagree	471 19%	45 18%	30 13%	28 17%	25 16%	33 19%	37 22%	69 27% b	40 16%	50 20%	38 16%	34 21%	36 24%
Neither agree nor disagree	381 15%	38 16%	30 14%	24 14%	27 17%	20 12%	15 9%	29 11%	49 20%	50 20%	53 22% fl	25 16%	16 11%
Slightly agree	755 30%	74 31%	85 38%	58 34%	50 32%	57 33%	52 31%	63 25%	81 33%	72 28%	62 26%	39 24%	52 34%
Strongly agree	351 14%	44 18%	38 17%	28 17%	26 16%	23 13%	28 17%	37 15%	28 11%	30 12%	24 10%	24 15%	15 10%
Don't know	15 1%	4 2%	* *%	2 1%	2 1%	1 1%	* *%	- -%	- -%	3 1%	- -%	* *%	- -%
SUMMARY													
TOTAL DISAGREE	978 39%	82 34%	70 31%	57 34%	53 34%	70 41%	72 43%	126 49% abcd	90 36%	97 39%	102 42%	71 45%	69 45%
TOTAL AGREE	1106 45%	118 49%	124 55% gjk	86 51% j	75 48%	80 46%	80 48%	100 39%	109 44%	101 40%	86 36%	63 40%	67 44%
TOTAL NEITHER/ DON'T KNOW	396 16%	42 17%	31 14%	26 15%	28 18%	22 13%	16 9%	29 11%	49 20%	53 21% f	53 22% fl	25 16%	16 11%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 57

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Strongly disagree	507	440	32	23	12	507	456	51	127	134	108	128	261	236	507
	20%	21%	17%	20%	16%	20%	21%	18%	18%	22%	20%	22%	20%	21%	20%
Slightly disagree	471	400	38	19	14	471	411	60	143	96	117	112	239	230	471
	19%	19%	20%	17%	18%	19%	19%	21%	20%	16%	21%	19%	18%	20%	19%
Neither agree nor disagree	381	319	32	16	13	381	332	49	91	80	98	107	171	206	381
	15%	15%	17%	14%	17%	15%	15%	17%	13%	13%	18%	19%	13%	18%	15%
												e		e	
Slightly agree	755	642	55	33	25	755	663	92	234	203	161	142	438	302	755
	30%	31%	29%	29%	32%	30%	30%	33%	33%	33%	29%	25%	33%	27%	30%
									d				df		
Strongly agree	351	292	28	19	13	351	323	28	105	101	64	78	206	143	351
	14%	14%	15%	17%	16%	14%	15%	10%	15%	16%	12%	14%	16%	13%	14%
Don't know	15	12	*	2	*	15	13	2	1	2	2	9	4	11	15
	1%	1%	*%	2%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
												e			
SUMMARY															
TOTAL DISAGREE	978	840	71	42	26	978	867	112	270	230	226	240	500	466	978
	39%	40%	38%	37%	34%	39%	39%	39%	38%	37%	41%	42%	38%	41%	39%
TOTAL AGREE	1106	934	83	52	37	1106	986	120	339	305	225	220	644	445	1106
	45%	44%	44%	46%	48%	45%	45%	42%	48%	49%	41%	38%	49%	39%	45%
									df	df			df		
TOTAL NEITHER/ DON'T KNOW	396	331	33	18	14	396	345	51	93	82	100	116	175	216	396
	16%	16%	18%	16%	18%	16%	16%	18%	13%	13%	18%	20%	13%	19%	16%
												ae		ae	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75C. AGREEMENT WITH STATEMENT - I find it hard to control my own screen time (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Strongly disagree	507	98	389	105	183	143	114	233	135
	20%	19%	21%	23%	22%	18%	23%	18%	22%
Slightly disagree	471	99	354	91	147	158	89	256	103
	19%	19%	19%	20%	18%	20%	18%	20%	17%
Neither agree nor disagree	381	80	276	76	127	92	75	187	96
	15%	15%	15%	17%	16%	12%	15%	15%	16%
Slightly agree	755	169	561	119	237	271	162	385	181
	30%	32%	30%	26%	29%	34%	33%	30%	30%
Strongly agree	351	72	265	53	119	126	52	202	90
	14%	14%	14%	12%	15%	16%	11%	16%	15%
Don't know	15	7	4	3	5	*	2	5	2
	1%	1%	*%	1%	1%	*%	*%	*%	*%
		b							
SUMMARY									
TOTAL DISAGREE	978	197	743	196	329	300	204	489	239
	39%	38%	40%	44%	40%	38%	41%	39%	39%
TOTAL AGREE	1106	241	827	172	357	397	214	587	271
	45%	46%	45%	38%	44%	50%	43%	46%	45%
						a			
TOTAL NEITHER/ DON'T KNOW	396	87	281	80	133	93	77	191	98
	16%	17%	15%	18%	16%	12%	16%	15%	16%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Strongly disagree	99	25	15	10	21	14	13	72	27	49	48	13	49	34
	4%	5%	5%	3%	4%	3%	4%	4%	3%	4%	4%	7%	4%	3%
Slightly disagree	352	76	46	71	56	67	36	249	103	178	170	33	175	139
	14%	16%	14%	21% df	11%	13%	11%	15%	12%	14%	14%	17%	15%	13%
Neither agree nor disagree	356	77	46	41	84	66	41	248	108	182	168	29	178	128
	14%	16%	14%	12%	16%	13%	13%	15%	13%	15%	14%	15%	15%	12%
Slightly agree	861	153	121	115	177	184	111	566	295	435	415	57	400	384
	35%	32%	37%	34%	35%	36%	35%	34%	36%	35%	35%	29%	34%	37%
Strongly agree	794	135	95	105	172	174	114	506	287	396	381	59	355	355
	32%	29%	29%	30%	34%	34%	36%	31%	35%	32%	32%	30%	30%	34%
Don't know	18	5	4	2	2	2	3	13	5	8	8	3	9	5
	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY														
TOTAL DISAGREE	451	101	61	81	77	81	49	321	130	226	217	46	224	173
	18%	21%	19%	24% d	15%	16%	15%	19%	16%	18%	18%	24%	19%	17%
TOTAL AGREE	1655	288	216	219	349	358	225	1073	582	831	796	116	756	740
	67%	61%	66%	64%	68%	71%	71%	65%	71%	67%	67%	60%	65%	71%
TOTAL NEITHER/ DON'T KNOW	374	82	50	42	86	68	45	261	113	189	177	32	186	133
	15%	17%	15%	12%	17%	13%	14%	16%	14%	15%	15%	16%	16%	13%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
												CHILD'S AGE AND GENDER	
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Strongly disagree	99	15	10	10	5	4	7	7	12	7	7	6	6
	4%	6%	5%	6%	3%	2%	4%	3%	5%	3%	3%	4%	4%
Slightly disagree	352	43	33	22	24	34	36	30	24	31	35	17	17
	14%	18%	15%	13%	15%	20%	21% h	12%	10%	12%	15%	11%	11%
Neither agree nor disagree	356	24	51	28	17	21	19	42	42	42	24	25	15
	14%	10%	23% ajl	16%	11%	12%	11%	17%	17%	17%	10%	15%	10%
Slightly agree	861	90	61	56	65	59	56	83	89	97	86	50	58
	35%	37%	27%	33%	41%	34%	33%	33%	36%	39%	36%	31%	38%
Strongly agree	794	67	67	51	44	53	51	92	79	73	88	61	53
	32%	28%	30%	30%	28%	31%	30%	36%	32%	29%	37%	38%	35%
Don't know	18	2	3	2	2	2	-	-	2	2	-	*	2
	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%	-%	*%	1%
SUMMARY													
TOTAL DISAGREE	451	58	43	32	29	38	43	37	36	37	42	24	24
	18%	24%	19%	19%	19%	22%	25%	15%	15%	15%	18%	15%	16%
TOTAL AGREE	1655	157	128	107	109	111	106	175	169	170	175	110	111
	67%	65%	57%	63%	69%	65%	63%	69%	68%	68%	73% b	70%	73% b
TOTAL NEITHER/ DON'T KNOW	374	26	54	29	19	22	19	42	44	44	24	25	17
	15%	11%	24% afjl	17%	12%	13%	11%	17%	18%	17%	10%	16%	11%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Strongly disagree	99	80	12	4	4	99	90	9	27	17	16	36	44	52	99
	4%	4%	6%	3%	5%	4%	4%	3%	4%	3%	3%	6%	3%	5%	4%
Slightly disagree	352	289	32	18	13	352	306	46	110	99	66	73	209	139	352
	14%	14%	17%	16%	16%	14%	14%	16%	16%	16%	12%	13%	16%	12%	14%
Neither agree nor disagree	356	303	21	20	12	356	327	29	77	87	90	96	164	186	356
	14%	14%	11%	18%	15%	14%	15%	10%	11%	14%	16%	17%	12%	17%	14%
														a	
Slightly agree	861	733	68	34	27	861	759	102	249	235	196	173	485	369	861
	35%	35%	37%	30%	35%	35%	35%	36%	36%	38%	36%	30%	37%	33%	35%
Strongly agree	794	686	52	35	21	794	697	97	237	175	183	186	413	369	794
	32%	33%	28%	31%	27%	32%	32%	34%	34%	28%	33%	32%	31%	33%	32%
Don't know	18	15	*	2	1	18	18	*	1	4	*	12	5	12	18
	1%	1%	*%	2%	1%	1%	1%	*%	*%	1%	*%	2%	*%	1%	1%
												ae			
SUMMARY															
TOTAL DISAGREE	451	369	44	21	17	451	396	55	137	116	82	108	253	191	451
	18%	18%	24%	19%	22%	18%	18%	19%	19%	19%	15%	19%	19%	17%	18%
TOTAL AGREE	1655	1419	120	69	48	1655	1456	199	487	411	379	359	897	738	1655
	67%	67%	65%	61%	62%	67%	66%	70%	69%	67%	69%	62%	68%	65%	67%
TOTAL NEITHER/ DON'T KNOW	374	318	22	22	13	374	345	29	78	91	90	108	168	198	374
	15%	15%	12%	19%	16%	15%	16%	10%	11%	15%	16%	19%	13%	18%	15%
				b								ae		ae	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP75D. AGREEMENT WITH STATEMENT - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Strongly disagree	99	19	71	22	27	28	12	54	29
	4%	4%	4%	5%	3%	4%	2%	4%	5%
Slightly disagree	352	83	258	66	116	133	64	176	104
	14%	16%	14%	15%	14%	17%	13%	14%	17%
Neither agree nor disagree	356	90	244	78	124	95	55	175	106
	14%	17%	13%	17%	15%	12%	11%	14%	17%
Slightly agree	861	174	654	140	262	301	172	467	186
	35%	33%	35%	31%	32%	38%	35%	37%	31%
Strongly agree	794	153	616	136	287	233	190	391	176
	32%	29%	33%	30%	35%	30%	38%	31%	29%
							c		
Don't know	18	5	7	6	4	*	2	4	6
	1%	1%	*%	1%	*%	*%	*%	*%	1%
				c					
SUMMARY									
TOTAL DISAGREE	451	102	329	88	143	161	76	230	133
	18%	19%	18%	20%	17%	20%	15%	18%	22%
TOTAL AGREE	1655	327	1270	276	548	534	362	859	363
	67%	62%	69%	62%	67%	68%	73%	68%	60%
							c	c	
TOTAL NEITHER/ DON'T KNOW	374	96	251	84	127	95	57	179	112
	15%	18%	14%	19%	16%	12%	11%	14%	18%
				c					a

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
BOTH CHILD AND PARENT HARD TO CONTROL	237	60	38	44	47	27	20	189	48	126	109	25	139	70
	10%	13%	12%	13%	9%	5%	6%	11%	6%	10%	9%	13%	12%	7%
		e	e	ef				b						c
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063	181	127	124	240	246	145	673	391	551	488	74	450	494
	43%	38%	39%	36%	47%	49%	45%	41%	47%	44%	41%	38%	39%	47%
					c	c			a					b
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311	49	37	57	58	70	40	201	110	148	161	19	152	135
	13%	10%	11%	17%	11%	14%	13%	12%	13%	12%	14%	10%	13%	13%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869	183	125	118	167	163	113	593	276	422	433	77	424	347
	35%	39%	38%	34%	33%	32%	36%	36%	33%	34%	36%	40%	36%	33%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
BOTH CHILD AND PARENT HARD TO CONTROL	237	30	28	22	17	26	18	21	25	15	12	11	9
	10%	13%	13%	13%	11%	15%	10%	8%	10%	6%	5%	7%	6%
						j							
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063	107	70	64	63	66	57	116	120	118	117	81	62
	43%	44%	31%	38%	40%	39%	34%	46%	48%	47%	49%	51%	41%
									b	b	b	bf	
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311	18	31	18	19	26	31	38	20	33	37	15	23
	13%	7%	14%	11%	12%	15%	19%	15%	8%	13%	16%	9%	15%
							ah						
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869	87	96	65	59	53	62	79	84	86	74	52	58
	35%	36%	43%	38%	37%	31%	37%	31%	34%	34%	31%	33%	38%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	NATION ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	AREA URBAN a	RURAL b	SOCIAL GRADE AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
BOTH CHILD AND PARENT HARD TO CONTROL	237 10%	200 10%	17 9%	10 9%	9 12%	237 10%	212 10%	24 9%	63 9%	78 13% d	61 11%	33 6%	141 11% d	94 8%	237 10%
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063 43%	911 43%	78 42%	44 40%	30 39%	1063 43%	937 43%	127 45%	274 39%	240 39%	259 47%	272 47% e	515 39%	531 47% abe	1063 43%
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311 13%	260 12%	25 14%	16 14%	10 13%	311 13%	275 13%	36 13%	88 13%	72 12%	67 12%	84 15%	160 12%	151 13%	311 13%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869 35%	734 35%	65 35%	42 37%	28 36%	869 35%	773 35%	96 34%	276 39% cf	227 37%	165 30%	187 32%	503 38% cf	351 31%	869 35%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 59

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS HARD TO CONTROL

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
BOTH CHILD AND PARENT HARD TO CONTROL	237	44	187	24	90	85	46	126	57
	10%	8%	10%	5%	11%	11%	9%	10%	9%
					a	a			
BOTH CHILD AND PARENT NOT HARD TO CONTROL	1063	232	784	213	359	289	226	519	253
	43%	44%	42%	48%	44%	37%	46%	41%	42%
				c					
CHILD HARD TO CONTROL, PARENT NOT HARD TO CONTROL	311	52	239	63	103	104	55	161	84
	13%	10%	13%	14%	13%	13%	11%	13%	14%
PARENT HARD TO CONTROL, CHILD NOT HARD TO CONTROL	869	197	640	148	267	312	168	461	214
	35%	37%	35%	33%	33%	39%	34%	36%	35%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237	18	16	28	66	67	42	128	109	132	103	8	77	148
	10%	4%	5%	8%	13%	13%	13%	8%	13%	11%	9%	4%	7%	14%
					ab	ab	ab		a					ab
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639	160	87	93	124	110	65	464	175	315	310	67	330	213
	26%	34%	27%	27%	24%	22%	20%	28%	21%	25%	26%	35%	28%	20%
		ef						b				c	c	
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186	24	25	31	40	39	28	118	68	101	84	11	80	93
	8%	5%	8%	9%	8%	8%	9%	7%	8%	8%	7%	6%	7%	9%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418	271	200	191	282	291	182	945	473	699	693	108	678	592
	57%	57%	61%	56%	55%	57%	57%	57%	57%	56%	58%	55%	58%	57%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237	16	2	6	10	16	11	32	34	42	25	19	21
	10%	7%	1%	4%	6%	10%	7%	13%	14%	17%	10%	12%	14%
		b				b		b	bc	bc	abcd	b	bc	bc
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639	73	85	46	39	45	46	59	61	61	49	31	30
	26%	30%	38%	27%	25%	26%	27%	23%	25%	24%	20%	19%	20%
			gjkl										
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186	12	12	15	9	15	15	21	19	21	17	18	11
	8%	5%	5%	9%	6%	9%	9%	8%	8%	8%	7%	11%	7%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418	141	126	101	99	95	95	142	135	129	150	91	89
	57%	58%	56%	60%	63%	55%	57%	56%	54%	51%	62%	58%	59%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 60

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237	204	18	8	7	237	201	36	90	68	37	37	158	74	237
	10%	10%	10%	7%	9%	10%	9%	13%	13% cdf	11%	7%	6%	12% cdf	7%	10%
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639	530	53	35	21	639	580	59	154	165	141	168	318	310	639
	26%	25%	28%	31%	28%	26%	26%	21%	22%	27%	26%	29%	24%	27%	26%
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186	157	13	8	8	186	161	25	61	42	31	48	103	79	186
	8%	7%	7%	8%	10%	8%	7%	9%	9%	7%	6%	8%	8%	7%	8%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418	1215	102	61	41	1418	1255	163	397	343	342	322	740	664	1418
	57%	58%	55%	54%	53%	57%	57%	58%	57%	56%	62%	56%	56%	59%	57%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGREEMENT THAT CHILD AND/ OR PARENT'S HAS A GOOD BALANCE BETWEEN SCREEN TIME AND DOING OTHER THINGS

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
BOTH CHILD AND PARENT HAVE GOOD BALANCE	237	63	166	36	55	97	64	128	36
	10%	12%	9%	8%	7%	12%	13%	10%	6%
						b	c		
BOTH CHILD AND PARENT DO NOT HAVE GOOD BALANCE	639	151	447	128	215	187	100	312	194
	26%	29%	24%	29%	26%	24%	20%	25%	32%
									ab
CHILD HAS GOOD BALANCE, PARENT DOES NOT HAVE GOOD BALANCE	186	46	133	44	55	69	32	97	51
	8%	9%	7%	10%	7%	9%	7%	8%	8%
PARENT HAS GOOD BALANCE, CHILD DOES NOT HAVE GOOD BALANCE	1418	264	1104	240	494	437	298	730	327
	57%	50%	60%	54%	60%	55%	60%	58%	54%
			a						

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
I talk to my child	953	91	99	153	233	239	138	575	377	475	457	35	396	488
	38%	19%	30%	45%	45%	47%	43%	35%	46%	38%	38%	18%	34%	47%
			a	ab	ab	ab	ab		a				a	ab
I directly supervise my child	558	278	110	84	54	22	9	527	31	294	259	120	381	52
	22%	59%	34%	24%	11%	4%	3%	32%	4%	24%	22%	62%	33%	5%
		bcdef	def	def	ef			b				bc	c	
I can trust my child to be sensible	542	32	46	46	112	164	142	236	306	241	294	12	152	351
	22%	7%	14%	13%	22%	32%	45%	14%	37%	19%	25%	6%	13%	34%
			a		ac	abcd	abcde		a		a			ab
I use technical tools or controls	333	48	58	49	102	58	18	257	76	186	140	14	191	123
	13%	10%	18%	14%	20%	11%	6%	16%	9%	15%	12%	7%	16%	12%
			f	f	aef			b					a	
Another approach	29	5	7	3	8	5	-	23	5	14	13	5	16	8
	1%	1%	2%	1%	2%	1%	-%	1%	1%	1%	1%	2%	1%	1%
I don't have an approach	46	11	3	5	1	16	9	21	26	23	24	4	16	22
	2%	2%	1%	2%	*%	3%	3%	1%	3%	2%	2%	2%	1%	2%
						d	d			a				
Don't know	20	6	5	3	2	2	2	16	4	14	4	3	13	2
	1%	1%	2%	1%	*%	*%	1%	1%	*%	1%	*%	2%	1%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
I talk to my child	953	42	46	52	47	76	76	112	114	122	109	70	65
	38%	18%	21%	31%	30%	44%	46%	44%	46%	49%	45%	44%	42%
				a		ab	abd	ab	abcd	abcd	abd	ab	ab
I directly supervise my child	558	149	129	53	56	43	40	28	25	15	7	7	2
	22%	61%	58%	32%	35%	25%	24%	11%	10%	6%	3%	4%	1%
		cdefghijkl	cdefghijkl	ghijkl	ghijkl	ghijkl	ghijkl	jl	l				
I can trust my child to be sensible	542	12	19	21	24	19	25	52	60	71	92	66	74
	22%	5%	9%	13%	15%	11%	15%	20%	24%	28%	38%	41%	48%
				a			a	ab	abe	abcdef	abcdefg	abcdefgh	abcdefghi
I use technical tools or controls	333	26	21	36	21	30	19	56	46	28	25	11	7
	13%	11%	9%	21%	14%	17%	11%	22%	19%	11%	10%	7%	5%
				bkl	l	kl		bjkl	kl				
Another approach	29	2	3	3	4	1	2	4	2	4	1	-	-
	1%	1%	1%	2%	3%	*%	1%	2%	1%	1%	1%	-%	-%
I don't have an approach	46	6	5	2	1	-	5	*	1	10	7	5	4
	2%	3%	2%	1%	1%	-%	3%	*%	*%	4%	3%	3%	3%
Don't know	20	4	1	2	3	3	*	2	-	2	-	1	-
	1%	2%	*%	1%	2%	2%	*%	1%	-%	1%	-%	*%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
I talk to my child	953	806	74	43	30	953	841	112	269	225	224	228	493	452	953
	38%	38%	40%	39%	39%	38%	38%	39%	38%	36%	41%	40%	37%	40%	38%
I directly supervise my child	558	476	44	19	17	558	493	64	147	148	129	126	295	255	558
	22%	23%	24%	17%	23%	22%	22%	23%	21%	24%	23%	22%	22%	23%	22%
I can trust my child to be sensible	542	470	30	27	15	542	475	68	156	126	123	130	282	254	542
	22%	22%	16%	24%	19%	22%	22%	24%	22%	20%	22%	23%	21%	23%	22%
I use technical tools or controls	333	275	31	16	11	333	302	31	116	94	55	63	210	118	333
	13%	13%	16%	15%	15%	13%	14%	11%	17%	15%	10%	11%	16%	10%	13%
									cf				cf		
Another approach	29	24	3	1	1	29	25	3	6	9	8	2	15	11	29
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%
I don't have an approach	46	39	3	3	2	46	42	4	7	12	10	16	19	26	46
	2%	2%	1%	2%	3%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%
Don't know	20	16	*	2	1	20	19	*	*	4	2	10	5	12	20
	1%	1%	*%	2%	1%	1%	1%	*%	*%	1%	*%	2%	*%	1%	1%
												ae			

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP76A. Moving on now, there are lots of different ways that parents may approach their child's online safety. Which one of these best describes the approach you tend to rely on the most for your child's online safety? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
I talk to my child	953	195	718	196	301	294	179	486	248
	38%	37%	39%	44%	37%	37%	36%	38%	41%
I directly supervise my child	558	123	412	93	188	172	129	282	122
	22%	23%	22%	21%	23%	22%	26%	22%	20%
I can trust my child to be sensible	542	93	434	99	191	164	117	268	141
	22%	18%	23%	22%	23%	21%	24%	21%	23%
I use technical tools or controls	333	91	229	42	114	133	62	181	73
	13%	17%	12%	9%	14%	17%	12%	14%	12%
						a			
Another approach	29	8	20	6	7	13	5	14	7
	1%	2%	1%	1%	1%	2%	1%	1%	1%
I don't have an approach	46	9	29	10	13	12	3	30	10
	2%	2%	2%	2%	2%	1%	1%	2%	2%
Don't know	20	6	8	2	6	2	*	5	6
	1%	1%	*%	*%	1%	*%	*%	*%	1%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
PRE-SCHOOL	194	194	-	-	-	-	-	194	-	100	91	194	-	-
	8%	41%	-%	-%	-%	-%	-%	12%	-%	8%	8%	100%	-%	-%
		bcdef						b				bc		
PRIMARY	1166	275	328	343	220	-	-	1166	-	592	564	-	1166	-
	47%	58%	100%	100%	43%	-%	-%	70%	-%	47%	47%	-%	100%	-%
		def	adef	adef	ef			b					ac	
SECONDARY	1045	-	-	-	285	507	254	285	760	514	507	-	-	1045
	42%	-%	-%	-%	56%	100%	80%	17%	92%	41%	43%	-%	-%	100%
					abc	abcdf	abcd		a					ab
POST-SCHOOL	41	-	-	-	-	-	41	-	41	27	14	-	-	-
	2%	-%	-%	-%	-%	-%	13%	-%	5%	2%	1%	-%	-%	-%
							abcde		a					
UNKNOWN	34	3	-	-	7	-	24	11	24	14	15	-	-	-
	1%	1%	-%	-%	1%	-%	7%	1%	3%	1%	1%	-%	-%	-%
							abcde		a					

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
PRE-SCHOOL	194	100	91	-	-	-	-	-	-	-	-	-	-
	8%	41% cdefghijkl	40% cdefghijkl	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
PRIMARY	1166	142	132	168	157	172	168	111	107	-	-	-	-
	47%	58% hijkl	59% hijkl	100% abghijkl	100% abghijkl	100% abghijkl	100% abghijkl	43% ijkl	43% ijkl	-%	-%	-%	-%
SECONDARY	1045	-	-	-	-	-	-	138	140	252	241	124	127
	42%	-%	-%	-%	-%	-%	-%	54% abcdef	56% abcdef	100% abcdefghkl	100% abcdefghkl	78% abcdefgh	83% abcdefgh
POST-SCHOOL	41	-	-	-	-	-	-	-	-	-	-	27	14
	2%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	17% abcdefghij	9% abcdefghij
UNKNOWN	34	*	2	-	-	-	-	6	1	-	-	8	11
	1%	*%	1%	-%	-%	-%	-%	2%	1%	-%	-%	5% acdefij	7% abcdefhij

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
PRE-SCHOOL	194	153	25	8	7	194	176	18	46	58	39	47	104	86	194
	8%	7%	13%	7%	9%	8%	8%	6%	6%	9%	7%	8%	8%	8%	8%
			ace												
PRIMARY	1166	987	90	54	35	1166	1041	125	319	295	266	269	615	534	1166
	47%	47%	48%	49%	45%	47%	47%	44%	46%	48%	48%	47%	47%	47%	47%
SECONDARY	1045	910	60	43	32	1045	915	130	322	254	222	235	576	457	1045
	42%	43%	32%	38%	42%	42%	42%	46%	46%	41%	40%	41%	44%	41%	42%
		b			b	b									
POST-SCHOOL	41	30	6	3	2	41	37	4	8	3	14	16	11	30	41
	2%	1%	3%	3%	2%	2%	2%	1%	1%	1%	2%	3%	1%	3%	2%
												e		e	
UNKNOWN	34	25	5	3	1	34	28	6	7	5	10	9	12	20	34
	1%	1%	3%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of 3-17 year olds

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
PRE-SCHOOL	194	30	152	26	73	57	39	100	49
	8%	6%	8%	6%	9%	7%	8%	8%	8%
PRIMARY	1166	223	885	227	367	379	240	585	288
	47%	43%	48%	51%	45%	48%	48%	46%	47%
SECONDARY	1045	252	764	178	355	348	205	553	245
	42%	48%	41%	40%	43%	44%	42%	44%	40%
POST-SCHOOL	41	9	28	12	18	3	5	21	14
	2%	2%	2%	3%	2%	*%	1%	2%	2%
				c	c				
UNKNOWN	34	10	21	5	6	2	6	8	11
	1%	2%	1%	1%	1%	*%	1%	1%	2%

Columns Tested: a,b - a,b,c - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 63

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Yes	2213	410	297	291	463	466	286	1461	752	1114	1073	161	1029	961
	89%	87%	91%	85%	90%	92%	90%	88%	91%	89%	90%	83%	88%	92%
						c								a
No	78	15	10	20	14	13	7	59	20	41	37	6	50	21
	3%	3%	3%	6%	3%	2%	2%	4%	2%	3%	3%	3%	4%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	167	41	17	29	32	27	21	119	48	87	75	22	77	59
	7%	9%	5%	8%	6%	5%	7%	7%	6%	7%	6%	12%	7%	6%
Prefer not to say	21	6	4	3	3	1	4	16	5	5	5	4	9	4
	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	2%	1%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Yes	2213	209	198	150	145	149	139	231	227	228	228	147	136
	89%	86%	89%	89%	92%	87%	83%	91%	91%	90%	95% f	93%	89%
No	78	7	7	7	3	8	12	8	7	10	3	2	5
	3%	3%	3%	4%	2%	4%	7%	3%	3%	4%	1%	1%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	167	24	17	8	9	15	13	15	15	14	10	10	11
	7%	10%	8%	5%	6%	9%	8%	6%	6%	6%	4%	6%	7%
Prefer not to say	21	2	2	3	-	-	3	-	-	-	-	*	-
	1%	1%	1%	2%	-%	-%	2%	-%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Yes	2213	1881	168	94	71	2213	1950	263	648	553	483	504	1201	987	2213
	89%	89%	90%	84%	92%	89%	89%	93%	92%	90%	88%	87%	91%	88%	89%
		c			c	c			f						
No	78	64	6	5	2	78	70	8	15	14	27	21	29	48	78
	3%	3%	3%	5%	3%	3%	3%	3%	2%	2%	5%	4%	2%	4%	3%
											e				
Child is bilingual/ trilingual – using English equally with one or more other languages	167	142	11	11	3	167	158	9	36	45	40	42	80	82	167
	7%	7%	6%	10%	4%	7%	7%	3%	5%	7%	7%	7%	6%	7%	7%
				d											
Prefer not to say	21	19	1	1	*	21	19	2	3	5	1	10	8	10	21
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Yes	2213	490	1650	412	731	728	436	1141	560
	89%	93%	89%	92%	89%	92%	88%	90%	92%
No	78	6	57	11	25	16	17	46	9
	3%	1%	3%	2%	3%	2%	3%	4%	1%
Child is bilingual/ trilingual – using English equally with one or more other languages	167	23	141	24	60	44	40	80	36
	7%	4%	8%	5%	7%	6%	8%	6%	6%
Prefer not to say	21	7	3	1	2	2	2	1	2
	1%	1%	*%	*%	*%	*%	*%	*%	*%
		b							

 Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	1842	323	225	231	407	418	240	1185	657	948	879	133	812	834
	74%	68%	68%	67%	80%	82%	75%	72%	80%	76%	74%	69%	70%	80%
					abc	abc			a					ab
Irish	22	5	3	5	3	3	3	16	6	11	11	2	12	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	2	-	-	-	2	-	-	2	-	-	2	-	2	-
	*%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%
Any other white background	117	31	23	12	25	13	14	91	27	61	56	9	73	35
	5%	7%	7%	3%	5%	2%	4%	5%	3%	5%	5%	5%	6%	3%
			e											c
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	31	3	4	8	6	3	6	22	9	18	13	-	20	10
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-%	2%	1%
White and Black African	38	13	3	5	6	5	6	27	11	19	18	10	12	14
	2%	3%	1%	1%	1%	1%	2%	2%	1%	2%	2%	5%	1%	1%
												bc		
White and Asian	45	6	9	10	8	9	3	33	12	16	29	2	27	15
	2%	1%	3%	3%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%
Any other mixed/ multiple ethnic background	35	15	6	3	4	7	1	27	8	14	21	9	16	10
	1%	3%	2%	1%	1%	1%	*%	2%	1%	1%	2%	5%	1%	1%
		f										bc		

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
ASIAN AND BRITISH ASIAN														
Indian	54	13	10	9	9	8	5	41	13	25	26	5	29	20
	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
Pakistani	54	14	9	6	10	4	12	39	16	30	24	1	36	17
	2%	3%	3%	2%	2%	1%	4%	2%	2%	2%	2%	1%	3%	2%
Bangladeshi	23	6	2	6	2	6	*	16	7	8	14	3	12	9
	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Chinese	8	3	3	1	*	-	*	8	*	3	5	3	5	1
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%
Any other Asian background	27	6	2	6	6	5	2	20	7	10	17	4	12	10
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
BLACK AND BLACK BRITISH														
Caribbean	25	3	10	2	5	5	*	20	5	9	11	2	14	9
	1%	1%	3% f	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
African	98	22	10	27	15	13	12	73	25	53	45	4	57	35
	4%	5%	3%	8% de	3%	3%	4%	4%	3%	4%	4%	2%	5%	3%
Any other black/ African/ Caribbean background	11	-	4	6	-	-	*	11	*	9	2	-	11	*
	*%	-%	1%	2%	-%	-%	*%	1%	*%	1%	*%	-%	1%	*%
OTHER ETHNIC GROUPS														
Arab	4	*	-	1	1	*	1	2	2	2	2	-	2	2
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Any other ethnic background	10	-	1	4	-	3	2	5	5	4	4	-	5	5
	*%	-%	*%	1%	-%	1%	1%	*%	1%	*%	*%	-%	*%	*%
Prefer not to say	32	10	4	-	4	4	10	18	14	9	11	5	9	13
	1%	2%	1%	-%	1%	1%	3%	1%	2%	1%	1%	3%	1%	1%
							c							

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	1842	177	143	117	106	113	115	203	200	212	204	126	110
	74%	73%	64%	70%	67%	66%	69%	80%	80%	84%	85%	79%	73%
								be	be	bcdef	bcdef	b	
Irish	22	1	3	1	2	3	2	2	1	2	1	1	1
	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	2	-	-	-	-	-	-	-	2	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%
Any other white background	117	16	16	10	12	5	7	14	11	8	4	7	7
	5%	6%	7%	6%	8%	3%	4%	6%	4%	3%	2%	4%	5%
MIXED OR MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	31	-	3	2	3	7	1	2	4	3	-	4	2
	1%	-%	1%	1%	2%	4%	1%	1%	1%	1%	-%	2%	1%
White and Black African	38	4	9	*	2	3	1	4	2	4	1	3	2
	2%	2%	4%	*%	1%	2%	1%	2%	1%	2%	*%	2%	2%
White and Asian	45	2	3	3	6	6	4	*	8	1	8	3	*
	2%	1%	1%	2%	4%	3%	2%	*%	3%	*%	3%	2%	*%
Any other mixed/ multiple ethnic background	35	5	9	3	3	-	3	2	3	4	3	*	-
	1%	2%	4%	2%	2%	-%	2%	1%	1%	1%	1%	*%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
CHILD'S AGE AND GENDER													
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
ASIAN AND BRITISH ASIAN													
Indian	54	6	7	7	3	5	4	3	6	3	2	2	4
	2%	2%	3%	4%	2%	3%	2%	1%	2%	1%	1%	1%	2%
Pakistani	54	8	6	4	5	5	1	5	5	4	-	4	7
	2%	3%	3%	2%	3%	3%	1%	2%	2%	2%	-%	3%	5%
													j
Bangladeshi	23	2	4	2	-	2	3	-	2	2	5	*	-
	1%	1%	2%	1%	-%	1%	2%	-%	1%	1%	2%	*%	-%
Chinese	8	*	3	2	1	*	1	*	-	-	-	*	-
	*%	*%	1%	1%	1%	*%	1%	*%	-%	-%	-%	*%	-%
Any other Asian background	27	5	2	1	1	2	4	2	4	-	5	-	2
	1%	2%	1%	1%	1%	1%	2%	1%	1%	-%	2%	-%	1%
BLACK AND BLACK BRITISH													
Caribbean	25	-	3	3	7	1	1	2	-	2	-	*	-
	1%	-%	1%	2%	4%	1%	1%	1%	-%	1%	-%	*%	-%
African	98	14	8	5	5	12	15	11	3	7	7	4	8
	4%	6%	4%	3%	3%	7%	9%	4%	1%	3%	3%	3%	5%
							h						
Any other black/ African/ Caribbean background	11	-	-	3	1	5	2	-	-	-	-	*	-
	*%	-%	-%	2%	*%	3%	1%	-%	-%	-%	-%	*%	-%
OTHER ETHNIC GROUPS													
Arab	4	-	*	-	-	1	-	1	-	-	*	-	1
	*%	-%	*%	-%	-%	1%	-%	*%	-%	-%	*%	-%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Any other ethnic background	10	-	-	-	1	2	3	-	-	-	-	2	-
	*%	-%	-%	-%	1%	1%	2%	-%	-%	-%	-%	1%	-%
Prefer not to say	32	2	4	4	-	-	-	2	-	-	-	1	6
	1%	1%	2%	2%	-%	-%	-%	1%	-%	-%	-%	1%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	1842	1540	154	99	50	1842	1582	260	524	449	424	430	973	855	1842
	74%	73%	83%	88%	65%	74%	72%	92%	75%	73%	77%	75%	74%	76%	74%
		d	ade	ade		d		a							
Irish	22	5	*	*	17	22	16	6	8	7	3	4	15	7	22
	1%	*%	*%	*%	22%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
					abce										
Gypsy, Traveller or Irish Traveller	2	2	-	-	-	2	-	2	-	-	-	2	-	2	2
	*%	*%	-%	-%	-%	*%	-%	1%	-%	-%	-%	*%	-%	*%	*%
								a							
Any other white background	117	104	9	2	3	117	110	8	24	20	47	22	44	69	117
	5%	5%	5%	2%	4%	5%	5%	3%	3%	3%	9%	4%	3%	6%	5%
		c					c				abdeg			e	
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	31	30	*	1	-	31	30	1	7	7	3	12	14	16	31
	1%	1%	*%	1%	-%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%
White and Black African	38	33	3	1	1	38	35	3	11	7	7	11	18	18	38
	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%
White and Asian	45	42	2	*	1	45	43	2	13	18	5	9	31	14	45
	2%	2%	1%	*%	1%	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Any other mixed/ multiple ethnic background	35	29	4	2	*	35	33	2	13	9	6	7	22	13	35
	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
ASIAN AND BRITISH ASIAN															
Indian	54	51	1	1	1	54	54	-	20	19	4	9	39	14	54
	2%	2%	1%	1%	1%	2%	2%	-%	3%	3%	1%	2%	3%	1%	2%
Pakistani	54	50	3	*	*	54	54	*	12	5	14	21	16	34	54
	2%	2%	2%	*%	*%	2%	2%	*%	2%	1%	2%	4%	1%	3%	2%
		d										be		e	
Bangladeshi	23	22	-	1	-	23	23	-	8	5	2	7	13	10	23
	1%	1%	-%	1%	-%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
Chinese	8	6	1	*	1	8	8	-	5	1	*	2	5	3	8
	*%	*%	1%	*%	1%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%
Any other Asian background	27	26	1	-	1	27	27	-	5	12	5	5	17	10	27
	1%	1%	*%	-%	1%	1%	1%	-%	1%	2%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH															
Caribbean	25	23	2	-	-	25	25	-	11	3	1	10	14	11	25
	1%	1%	1%	-%	-%	1%	1%	-%	2%	1%	*%	2%	1%	1%	1%
African	98	90	4	3	1	98	98	*	29	43	12	14	73	26	98
	4%	4%	2%	3%	2%	4%	4%	*%	4%	7%	2%	2%	6%	2%	4%
							b			cdfg			f		
Any other black/ African/ Caribbean background	11	10	1	-	-	11	11	-	5	-	2	3	5	6	11
	*%	*%	*%	-%	-%	*%	*%	-%	1%	-%	*%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
OTHER ETHNIC GROUPS															
Arab	4	3	1	1	-	4	4	-	1	-	1	1	1	3	4
	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
Any other ethnic background	10	10	-	-	*	10	10	-	-	5	6	-	5	6	10
	*%	*%	-%	-%	*%	*%	*%	-%	-%	1%	1%	-%	*%	1%	*%
Prefer not to say	32	30	-	*	1	32	32	-	6	7	7	5	13	13	32
	1%	1%	-%	*%	2%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	1842	417	1360	321	629	618	351	951	473
	74%	79%	73%	72%	77%	78%	71%	75%	78%
Irish	22	4	16	5	7	7	6	10	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	2	-	2	-	-	-	-	2	-
	*%	-%	*%	-%	-%	-%	-%	*%	-%
Any other white background	117	15	93	17	45	40	35	54	21
	5%	3%	5%	4%	5%	5%	7%	4%	3%
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	31	13	18	13	11	2	1	13	17
	1%	2%	1%	3%	1%	*%	*%	1%	3%
				c					a
White and Black African	38	5	30	6	13	9	14	16	7
	2%	1%	2%	1%	2%	1%	3%	1%	1%
White and Asian	45	7	34	5	17	16	14	22	8
	2%	1%	2%	1%	2%	2%	3%	2%	1%
Any other mixed/ multiple ethnic background	35	15	19	7	12	8	9	18	5
	1%	3%	1%	2%	1%	1%	2%	1%	1%
		b							

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
ASIAN AND BRITISH ASIAN									
Indian	54	3	50	6	15	16	17	22	13
	2%	1%	3%	1%	2%	2%	3%	2%	2%
Pakistani	54	4	48	20	4	5	2	30	21
	2%	1%	3%	4%	1%	1%	*%	2%	3%
				bc					a
Bangladeshi	23	5	16	10	3	3	3	13	4
	1%	1%	1%	2%	*%	*%	1%	1%	1%
Chinese	8	1	8	1	3	3	*	4	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Any other Asian background	27	1	25	6	11	3	1	19	5
	1%	*%	1%	1%	1%	*%	*%	2%	1%
BLACK AND BLACK BRITISH									
Caribbean	25	6	18	5	6	9	5	15	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%
African	98	16	81	18	33	41	20	61	14
	4%	3%	4%	4%	4%	5%	4%	5%	2%
Any other black/ African/ Caribbean background	11	6	5	2	4	5	6	4	1
	*%	1%	*%	*%	*%	1%	1%	*%	*%
OTHER ETHNIC GROUPS									
Arab	4	2	2	1	1	1	2	2	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Any other ethnic background	10	*	10	2	4	-	3	5	2
	*%	*%	1%	*%	1%	-%	1%	*%	*%
Prefer not to say	32	3	17	4	2	2	5	6	4
	1%	1%	1%	1%	*%	*%	1%	*%	1%

Columns Tested: a,b - a,b,c - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 65

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Hearing? Poor hearing, partial hearing, or are d/Deaf	50	4	4	13	8	15	7	29	22	33	17	2	20	25
	2%	1%	1%	4%	2%	3%	2%	2%	3%	3%	1%	1%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91	13	13	11	23	23	7	60	30	49	42	7	41	42
	4%	3%	4%	3%	4%	5%	2%	4%	4%	4%	4%	4%	4%	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42	7	2	6	9	11	7	24	19	28	13	4	12	24
	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30	11	2	3	4	8	2	20	10	23	7	3	13	14
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%
Breathing? Breathlessness or chest pains	39	9	3	9	8	4	6	29	10	22	16	2	21	15
	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160	21	16	16	45	41	21	98	62	105	55	15	52	87
	6%	5%	5%	5%	9%	8%	7%	6%	8%	8%	5%	8%	5%	8%
										b				b
Difficulty with speech? E.g. due to a stroke, stutter or stammer	40	15	5	5	7	6	2	33	7	28	11	10	19	11
	2%	3%	2%	1%	1%	1%	*%	2%	1%	2%	1%	5%	2%	1%
												bc		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278	45	33	43	62	62	33	184	94	176	97	22	126	122
	11%	9%	10%	13%	12%	12%	10%	11%	11%	14%	8%	11%	11%	12%
										b				
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148	3	8	20	35	44	38	66	83	52	92	*	39	99
	6%	1%	3%	6%	7%	9%	12%	4%	10%	4%	8%	*%	3%	9%
				a	a	ab	abc		a		a			ab
Other illnesses/ conditions which impact or limit their daily activities	42	6	4	8	8	7	9	26	16	22	20	3	19	18
	2%	1%	1%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Nothing – no impairments or conditions that impact or limit their daily activities	1850	377	250	248	378	363	235	1253	598	890	935	152	885	764
	75%	80%	76%	72%	74%	72%	74%	76%	72%	71%	79% a	78%	76%	73%
Don't know	39	8	6	8	4	6	6	27	12	23	16	5	21	11
	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	3%	2%	1%
Prefer not to say	65	13	9	12	17	9	6	51	14	24	32	7	36	18
	3%	3%	3%	3%	3%	2%	2%	3%	2%	2%	3%	4%	3%	2%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	525	73	63	75	113	129	72	324	201	310	208	30	223	252
	21%	16%	19%	22%	22%	25% a	23%	20%	24%	25% b	17%	16%	19%	24%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227	32	20	33	53	51	38	137	89	134	89	18	82	119
	9%	7%	6%	10%	10%	10%	12%	8%	11%	11%	8%	10%	7%	11% b

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

						CHILD'S AGE AND GENDER							
Significance Level: 99%	Total	MALE 3-5 a	FEMALE 3-5 b	MALE 6-7 c	FEMALE 6-7 d	MALE 8-9 e	FEMALE 8-9 f	MALE 10-12 g	FEMALE 10-12 h	MALE 13-15 i	FEMALE 13-15 j	MALE 16-17 k	FEMALE 16-17 l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Hearing? Poor hearing, partial hearing, or are d/Deaf	50 2%	3 1%	1 *%	1 1%	3 2%	10 6% b	3 2%	5 2%	3 1%	11 4%	4 2%	3 2%	3 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91 4%	7 3%	6 3%	7 4%	6 4%	6 3%	5 3%	10 4%	12 5%	14 5%	10 4%	5 3%	2 2%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42 2%	2 1%	5 2%	2 1%	* *%	4 2%	1 1%	7 3%	2 1%	8 3%	3 1%	5 3%	1 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	9 4%	1 1%	1 1%	1 *%	1 1%	2 1%	3 1%	1 *%	8 3%	* *%	* *%	1 1%
Breathing? Breathlessness or chest pains	39 2%	5 2%	4 2%	1 1%	1 1%	6 3%	3 2%	4 2%	4 2%	4 1%	- -%	2 1%	4 3%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160	18	4	9	7	12	4	23	21	30	11	13	8
	6%	7%	2%	5%	5%	7%	3%	9%	9%	12%	4%	8%	5%
								b	b	bf			
Difficulty with speech? E.g. due to a stroke,stutter or stammer	40	15	1	5	1	2	2	4	4	3	3	*	1
	2%	6%	*%	3%	*%	1%	1%	2%	1%	1%	1%	*%	1%
		bdk											
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278	30	15	22	10	30	12	33	29	43	16	17	15
	11%	12%	7%	13%	7%	18%	7%	13%	12%	17%	6%	11%	10%
						bdfj				bdj			
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148	-	3	5	4	11	9	13	22	13	28	10	26
	6%	-%	1%	3%	2%	7%	5%	5%	9%	5%	12%	6%	17%
						a	a	a	ab	a	abcd	a	abcdefgik

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
						CHILD'S AGE AND GENDER							
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Other illnesses/ conditions which impact or limit their daily activities	42	3	3	1	3	7	1	4	4	3	3	3	6
	2%	1%	1%	1%	2%	4%	1%	2%	2%	1%	1%	2%	4%
Nothing – no impairments or conditions that impact or limit their daily activities	1850	185	189	123	126	114	132	184	187	162	189	121	111
	75%	76%	84%	73%	80%	67%	79%	72%	75%	64%	79%	76%	73%
			ei		ei		i				i		
Don't know	39	4	5	6	*	4	4	2	3	5	1	3	3
	2%	1%	2%	4%	*%	2%	2%	1%	1%	2%	1%	2%	2%
Prefer not to say	65	7	4	5	4	3	8	8	6	-	9	2	2
	3%	3%	2%	3%	3%	1%	4%	3%	2%	-%	4%	1%	1%
							i						
SUMMARY													
ANY IMPACTING OR LIMITING CONDITIONS	525	47	27	35	26	50	24	61	53	84	41	33	36
	21%	19%	12%	21%	17%	29%	14%	24%	21%	34%	17%	21%	24%
						bf				abdfj			
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227	24	8	13	7	25	8	26	27	29	19	18	20
	9%	10%	4%	8%	4%	14%	5%	10%	11%	11%	8%	11%	13%
						bdf							bdf

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Hearing? Poor hearing, partial hearing, or are d/Deaf	50	42	5	2	1	50	47	4	17	9	6	13	26	19	50
	2%	2%	3%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91	78	5	5	2	91	88	3	27	24	19	20	50	39	91
	4%	4%	3%	4%	3%	4%	4%	1%	4%	4%	3%	3%	4%	3%	4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42	36	3	3	1	42	41	2	9	10	10	12	19	22	42
	2%	2%	1%	3%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30	23	3	2	1	30	24	6	8	8	8	6	16	14	30
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Breathing? Breathlessness or chest pains	39	33	3	2	1	39	36	3	11	9	7	12	19	19	39
	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160	139	10	7	5	160	147	13	30	41	18	69	71	87	160
	6%	7%	5%	6%	6%	6%	7%	5%	4%	7%	3%	12% aceg	5%	8% c	6%
Difficulty with speech? E.g. due to a stroke, stutter or stammer	40	32	3	2	2	40	34	5	12	6	10	9	18	20	40
	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278	236	22	12	8	278	239	39	39	64	61	111	103	173	278
	11%	11%	12%	11%	10%	11%	11%	14%	6%	10% a	11% a	19% abceg	8%	15% aeg	11% ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148	126	11	7	4	148	121	27	25	30	25	66	55	91	148
	6%	6%	6%	6%	5%	6%	6%	10%	4%	5%	5%	11% abceg	4%	8% ae	6%
Other illnesses/ conditions which impact or limit their daily activities	42	34	2	4	1	42	39	3	8	9	10	15	17	25	42
	2%	2%	1%	3%	2%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Nothing – no impairments or conditions that impact or limit their daily activities	1850	1572	142	79	58	1850	1639	211	570	475	415	370	1045	785	1850
	75%	75%	76%	70%	76%	75%	75%	75%	81%	77%	75%	64%	79%	70%	75%
									dfg	df	d		dfg		d
Don't know	39	33	3	2	1	39	39	-	7	6	13	14	13	26	39
	2%	2%	2%	2%	1%	2%	2%	-%	1%	1%	2%	2%	1%	2%	2%
Prefer not to say	65	56	4	3	2	65	60	5	12	12	12	24	24	36	65
	3%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	4%	2%	3%	3%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	525	445	37	27	16	525	459	66	112	124	111	169	236	280	525
	21%	21%	20%	25%	21%	21%	21%	23%	16%	20%	20%	29%	18%	25%	21%
												abceg		ae	a
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227	191	19	11	6	227	206	21	37	52	39	94	90	133	227
	9%	9%	10%	10%	7%	9%	9%	7%	5%	8%	7%	16%	7%	12%	9%
												abceg		ae	a

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Hearing? Poor hearing, partial hearing, or are d/ Deaf	50 2%	50 10% b	- -%	14 3%	13 2%	13 2%	16 3% b	13 1%	18 3% b
Eyesight? Poor vision, colour blindness, partial sight, or are blind	91 4%	91 17% b	- -%	20 4%	35 4%	21 3%	22 5%	39 3%	26 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	42 2%	42 8% b	- -%	12 3%	12 1%	7 1%	7 1%	14 1%	14 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	30 1%	30 6% b	- -%	11 3%	8 1%	8 1%	6 1%	10 1%	14 2%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Breathing? Breathlessness or chest pains	39	39	-	12	16	7	9	11	16
	2%	7%	-%	3%	2%	1%	2%	1%	3%
		b							
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	160	160	-	49	51	30	23	76	56
	6%	30%	-%	11%	6%	4%	5%	6%	9%
		b		c					
Difficulty with speech? E.g. due to a stroke,stutter or stammer	40	40	-	10	10	10	5	26	6
	2%	8%	-%	2%	1%	1%	1%	2%	1%
		b							
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	278	278	-	64	121	48	33	145	97
	11%	53%	-%	14%	15%	6%	7%	11%	16%
		b		c	c				a

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Their mental health? Anxiety, depression, or trauma-related conditions, for example	148	148	-	48	50	18	20	60	64
	6%	28%	-%	11%	6%	2%	4%	5%	11%
		b		c	c				ab
Other illnesses/ conditions which impact or limit their daily activities	42	42	-	7	17	6	5	21	14
	2%	8%	-%	2%	2%	1%	1%	2%	2%
		b							
Nothing – no impairments or conditions that impact or limit their daily activities	1850	-	1850	296	600	664	399	983	396
	75%	-%	100%	66%	73%	84%	81%	78%	65%
			a			ab	c	c	
Don't know	39	-	-	11	13	5	5	24	10
	2%	-%	-%	2%	2%	1%	1%	2%	2%
Prefer not to say	65	-	-	4	11	9	9	19	17
	3%	-%	-%	1%	1%	1%	2%	1%	3%
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	525	525	-	137	194	112	82	242	186
	21%	100%	-%	31%	24%	14%	17%	19%	31%
		b		c	c				ab

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
MULTIPLE IMPACTING OR LIMITING CONDITIONS	227	227	-	64	83	35	29	102	89
	9%	43%	-%	14%	10%	4%	6%	8%	15%
		b		c	c				ab

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
16 TO 24	22	19	3	-	-	-	-	22	-	12	10	14	8	-
	1%	4%	1%	-%	-%	-%	-%	1%	-%	1%	1%	7%	1%	-%
		cdef						b				bc		
25 TO 34	563	232	116	92	80	41	3	519	44	279	278	102	375	86
	23%	49%	35%	27%	16%	8%	1%	31%	5%	22%	23%	53%	32%	8%
		bcdef	def	def	ef	f		b				bc	c	
35 TO 44	1019	170	153	181	236	180	100	740	280	533	481	60	560	371
	41%	36%	47%	53%	46%	35%	31%	45%	34%	43%	40%	31%	48%	35%
			aef	aef	ef			b					ac	
45 TO 54	608	24	38	47	154	190	156	262	346	300	303	6	144	430
	25%	5%	11%	14%	30%	37%	49%	16%	42%	24%	25%	3%	12%	41%
			a	a	abc	abc	abcde		a				a	ab
55 TO 64	119	1	7	7	21	49	35	36	83	53	65	-	27	86
	5%	*%	2%	2%	4%	10%	11%	2%	10%	4%	5%	-%	2%	8%
					a	abcd	abcd		a					ab
65 TO 74	8	-	-	-	-	8	-	-	8	3	5	-	-	8
	*%	-%	-%	-%	-%	1%	-%	-%	1%	*%	*%	-%	-%	1%
									a					
Refused	140	27	12	16	22	40	24	76	64	67	48	12	51	64
	6%	6%	4%	5%	4%	8%	8%	5%	8%	5%	4%	6%	4%	6%
									a					

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
16 TO 24	22	10	10	2	*	-	-	-	-	-	-	-	-
	1%	4%	4%	1%	*%	-%	-%	-%	-%	-%	-%	-%	-%
25 TO 34	563	116	114	61	54	46	46	36	41	17	24	3	-
	23%	48%	51%	36%	34%	27%	27%	14%	17%	7%	10%	2%	-%
		efghijkl	defghijkl	ghijkl	ghijkl	gijkl	gijkl	kl	ikl	l	kl		
35 TO 44	1019	91	79	74	78	88	90	129	105	96	83	54	46
	41%	38%	35%	44%	50%	51%	54%	51%	42%	38%	35%	34%	30%
					jkl	bjkl	abijkl	bjkl					
45 TO 54	608	14	10	21	16	31	17	68	86	90	97	77	77
	25%	6%	5%	13%	10%	18%	10%	27%	34%	36%	40%	49%	51%
						ab		abcdf	abcdef	abcdef	abcdef	abcdefg	abcdefgh
55 TO 64	119	*	1	3	4	1	7	9	12	27	21	14	20
	5%	*%	*%	2%	3%	*%	4%	3%	5%	11%	9%	9%	13%
									a	abcde	abce	abce	abcdefg
65 TO 74	8	-	-	-	-	-	-	-	-	3	5	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	2%	-%	-%
Refused	140	12	11	7	4	7	8	13	5	19	10	10	10
	6%	5%	5%	4%	3%	4%	5%	5%	2%	8%	4%	6%	6%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
16 TO 24	22	17	3	1	1	22	22	*	-	3	5	15	3	19	22
	1%	1%	1%	1%	1%	1%	1%	*%	-%	*%	1%	3%	*%	2%	1%
												aeg		ae	
25 TO 34	563	491	33	25	14	563	519	44	116	144	123	175	259	299	563
	23%	23%	18%	22%	18%	23%	24%	16%	16%	23%	22%	30%	20%	27%	23%
							b			a		aeg		ae	a
35 TO 44	1019	845	93	49	32	1019	904	115	287	261	235	227	548	462	1019
	41%	40%	50%	44%	42%	41%	41%	41%	41%	42%	43%	39%	42%	41%	41%
			ae												
45 TO 54	608	529	35	23	21	608	520	88	218	151	124	107	369	230	608
	25%	25%	19%	21%	27%	25%	24%	31%	31%	24%	22%	18%	28%	20%	25%
					b				cdfg				df		
55 TO 64	119	97	12	6	5	119	102	17	38	30	32	20	68	51	119
	5%	5%	6%	5%	6%	5%	5%	6%	5%	5%	6%	3%	5%	5%	5%
65 TO 74	8	5	1	1	-	8	7	*	3	-	4	*	3	4	8
	*%	*%	1%	1%	-%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%
Refused	140	120	10	7	3	140	122	18	40	29	29	33	69	61	140
	6%	6%	5%	6%	4%	6%	6%	6%	6%	5%	5%	6%	5%	5%	6%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 66

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
16 TO 24	22	10	11	1	13	-	-	14	8
	1%	2%	1%	*%	2%	-%	-%	1%	1%
					c				
25 TO 34	563	133	407	129	215	143	98	298	156
	23%	25%	22%	29%	26%	18%	20%	24%	26%
				c	c				
35 TO 44	1019	202	784	214	316	359	226	519	251
	41%	38%	42%	48%	39%	45%	46%	41%	41%
45 TO 54	608	135	453	85	195	228	130	302	150
	25%	26%	24%	19%	24%	29%	26%	24%	25%
						a			
55 TO 64	119	23	96	9	52	42	21	70	24
	5%	4%	5%	2%	6%	5%	4%	6%	4%
					a				
65 TO 74	8	*	7	-	5	2	*	5	2
	*%	*%	*%	-%	1%	*%	*%	*%	*%
Refused	140	22	92	11	23	17	20	60	16
	6%	4%	5%	3%	3%	2%	4%	5%	3%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Man	754	115	106	109	173	167	84	503	251	380	369	38	367	326
	30%	24%	32%	32%	34%	33%	26%	30%	30%	31%	31%	19%	32%	31%
													a	a
Woman	1692	351	220	231	331	331	228	1133	559	858	815	151	790	705
	68%	74%	67%	67%	65%	65%	72%	68%	68%	69%	68%	78%	68%	67%
Non-binary	3	-	1	-	1	1	-	2	1	1	2	-	1	2
	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%
Prefer to use another term (please specify)	*	-	-	-	-	-	*	-	*	-	*	-	-	*
	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%
Prefer not to say	31	7	1	3	7	7	6	17	13	7	4	6	7	13
	1%	1%	*%	1%	1%	1%	2%	1%	2%	1%	*%	3%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Man	754	61	53	48	58	48	59	88	85	97	71	39	43
	30%	25%	24%	28%	37%	28%	35%	35%	34%	38% b	29%	24%	29%
Woman	1692	179	169	120	99	123	107	164	163	153	169	119	108
	68%	74%	76% i	71%	63%	72%	64%	64%	66%	61%	70%	75%	71%
Non-binary	3	-	-	*	-	-	-	*	*	-	1	-	-
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	1%	-%	-%
Prefer to use another term (please specify)	*	-	-	-	-	-	-	-	-	-	-	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%
Prefer not to say	31	2	2	-	-	1	2	2	*	2	-	1	*
	1%	1%	1%	-%	-%	1%	1%	1%	*%	1%	-%	1%	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Man	754	632	65	32	24	754	679	75	262	182	205	99	444	304	754
	30%	30%	35%	29%	32%	30%	31%	26%	37%	29%	37%	17%	34%	27%	30%
									bdfg	d	df		df	d	d
Woman	1692	1445	119	77	52	1692	1486	206	429	426	345	471	855	816	1692
	68%	69%	64%	69%	67%	68%	68%	73%	61%	69%	63%	82%	65%	72%	68%
												abcefg		ace	a
Non-binary	3	1	1	1	-	3	3	-	2	*	1	*	2	1	3
	*%	*%	1%	1%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer to use another term (please specify)	*	-	-	*	-	*	*	-	*	-	-	-	*	-	*
	*%	-%	-%	*%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Prefer not to say	31	27	1	2	1	31	29	2	8	9	-	6	18	6	31
	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	-%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of 3-17 year olds

Significance Level: 99%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Man	754	135	580	99	248	322	198	373	153
	30%	26%	31%	22%	30%	41%	40%	29%	25%
						ab	bc		
Woman	1692	388	1253	346	569	467	296	888	452
	68%	74%	68%	77%	70%	59%	60%	70%	74%
				c	c			a	a
Non-binary	3	*	3	2	*	1	-	2	1
	*%	*%	*%	*%	*%	*%	-%	*%	*%
Prefer to use another term (please specify)	*	*	-	-	-	*	*	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%
Prefer not to say	31	2	14	1	2	-	*	5	2
	1%	*%	1%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
In full time employment	1380	241	172	198	291	295	184	901	479	684	678	98	643	598
	56%	51%	52%	58%	57%	58%	58%	54%	58%	55%	57%	51%	55%	57%
In part time employment	525	109	77	79	97	100	63	361	164	257	266	45	259	212
	21%	23%	23%	23%	19%	20%	20%	22%	20%	21%	22%	23%	22%	20%
Unemployed	150	33	23	22	33	26	13	111	39	84	63	11	78	54
	6%	7%	7%	7%	6%	5%	4%	7%	5%	7%	5%	6%	7%	5%
A student	22	11	3	1	3	2	2	18	4	13	9	3	15	2
	1%	2%	1%	*%	1%	*%	1%	1%	*%	1%	1%	2%	1%	*%
Full-time responsibility for home/ family	297	60	44	36	67	56	34	208	90	158	133	28	135	130
	12%	13%	13%	11%	13%	11%	11%	13%	11%	13%	11%	15%	12%	12%
Retired	11	*	*	*	2	6	2	3	8	7	5	-	3	7
	*%	*%	*%	*%	*%	1%	1%	*%	1%	1%	*%	-%	*%	1%
Other	49	7	4	4	11	10	14	26	23	25	24	4	18	23
	2%	1%	1%	1%	2%	2%	4%	2%	3%	2%	2%	2%	2%	2%
Prefer not to say	46	11	6	2	7	13	6	26	19	20	12	4	15	20
	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 68

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
In full time employment	1380	122	115	84	87	95	100	144	143	145	146	94	88
	56%	51%	51%	50%	55%	56%	60%	57%	57%	57%	60%	59%	58%
In part time employment	525	51	58	41	36	40	38	46	51	50	50	30	34
	21%	21%	26%	24%	23%	23%	22%	18%	21%	20%	21%	19%	22%
Unemployed	150	20	13	13	11	13	9	20	10	13	13	5	8
	6%	8%	6%	8%	7%	8%	6%	8%	4%	5%	5%	3%	5%
A student	22	7	4	*	2	1	-	1	2	2	-	2	-
	1%	3%	2%	*%	1%	*%	-%	*%	1%	1%	-%	1%	-%
Full-time responsibility for home/ family	297	36	25	23	19	19	18	31	34	30	23	18	15
	12%	15%	11%	14%	12%	11%	11%	12%	14%	12%	9%	11%	10%
Retired	11	*	-	-	*	*	-	1	1	4	2	1	1
	*%	*%	-%	-%	*%	*%	-%	*%	1%	2%	1%	1%	1%
Other	49	*	6	2	2	2	3	7	4	6	4	8	5
	2%	*%	3%	1%	1%	1%	2%	3%	2%	2%	2%	5% a	3%
Prefer not to say	46	5	3	6	*	1	*	4	3	3	4	1	1
	2%	2%	2%	3%	*%	1%	*%	1%	1%	1%	2%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
In full time employment	1380	1174	105	60	41	1380	1231	150	520	417	321	110	937	431	1380
	56%	56%	56%	54%	53%	56%	56%	53%	74%	68%	58%	19%	71%	38%	56%
									cdfg	cdfg	df		cdfg	d	df
In part time employment	525	444	40	23	19	525	454	70	109	129	140	146	237	286	525
	21%	21%	21%	20%	25%	21%	21%	25%	15%	21%	25%	25%	18%	25%	21%
											ae	ae		ae	a
Unemployed	150	128	11	6	5	150	142	8	6	12	9	119	18	128	150
	6%	6%	6%	6%	6%	6%	6%	3%	1%	2%	2%	21%	1%	11%	6%
												abcefg		abceg	abce
A student	22	18	2	1	*	22	22	-	3	17	1	2	19	3	22
	1%	1%	1%	1%	*%	1%	1%	-%	*%	3%	*%	*%	1%	*%	1%
										acdfg					
Full-time responsibility for home/ family	297	254	20	16	8	297	266	32	48	26	64	152	75	216	297
	12%	12%	10%	14%	11%	12%	12%	11%	7%	4%	12%	26%	6%	19%	12%
											be	abcefg		abceg	abe
Retired	11	4	5	1	1	11	7	5	6	*	2	2	6	5	11
	*%	*%	3%	1%	1%	*%	*%	2%	1%	*%	*%	*%	*%	*%	*%
			ae		a			a							
Other	49	42	2	3	2	49	38	11	5	8	9	26	13	35	49
	2%	2%	1%	3%	2%	2%	2%	4%	1%	1%	2%	5%	1%	3%	2%
												abeg		ae	
Prefer not to say	46	41	1	1	1	46	38	8	5	8	6	18	13	23	46
	2%	2%	1%	1%	2%	2%	2%	3%	1%	1%	1%	3%	1%	2%	2%
												ae			

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
In full time employment	1380	234	1092	124	489	611	355	744	229
	56%	45%	59%	28%	60%	77%	72%	59%	38%
			a		a	ab	bc	c	
In part time employment	525	114	395	138	190	121	78	284	156
	21%	22%	21%	31%	23%	15%	16%	22%	26%
				c	c				a
Unemployed	150	51	85	58	38	7	11	55	74
	6%	10%	5%	13%	5%	1%	2%	4%	12%
		b		bc	c				ab
A student	22	10	12	8	2	*	1	7	9
	1%	2%	1%	2%	*%	*%	*%	1%	2%
				c					
Full-time responsibility for home/ family	297	93	194	102	83	38	36	146	105
	12%	18%	10%	23%	10%	5%	7%	12%	17%
		b		bc	c				ab
Retired	11	1	10	2	3	5	2	6	3
	*%	*%	1%	*%	*%	1%	*%	*%	1%
Other	49	17	33	15	12	6	8	21	20
	2%	3%	2%	3%	2%	1%	2%	2%	3%
				c					
Prefer not to say	46	6	31	3	*	2	3	5	10
	2%	1%	2%	1%	*%	*%	1%	*%	2%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Income Support	43	8	13	5	*	15	2	26	17	27	16	3	22	17
	2%	2%	4%	1%	*%	3%	1%	2%	2%	2%	1%	2%	2%	2%
			d			d								
Income-based Jobseeker's Allowance	20	8	2	3	4	2	1	17	3	10	10	-	16	4
	1%	2%	*%	1%	1%	*%	*%	1%	*%	1%	1%	-%	1%	*%
Pensions Credit (Guaranteed Credit)	27	6	2	5	1	11	2	14	14	12	15	2	12	13
	1%	1%	1%	1%	*%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Pensions Credit (no Guaranteed Credit)	14	1	2	-	3	7	1	6	8	6	8	*	6	8
	1%	*%	1%	-%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%
Employment and Support Allowance (ESA)	57	11	9	7	12	10	9	39	18	34	23	*	31	25
	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	*%	3%	2%
Universal Credit (and household has other earnings)	469	98	64	68	97	78	64	327	142	231	235	38	233	178
	19%	21%	20%	20%	19%	15%	20%	20%	17%	19%	20%	20%	20%	17%
Universal Credit (and household has no other earnings)	217	45	23	29	58	40	22	155	62	108	110	17	105	89
	9%	10%	7%	8%	11%	8%	7%	9%	8%	9%	9%	9%	9%	8%
Personal Independence Payment (PIP)	165	25	21	12	47	33	29	104	61	77	87	8	73	74
	7%	5%	6%	3%	9%	6%	9%	6%	7%	6%	7%	4%	6%	7%
					c		c							
Carer's allowance	118	13	20	9	30	28	17	73	46	59	60	3	54	59
	5%	3%	6%	3%	6%	6%	5%	4%	6%	5%	5%	2%	5%	6%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Disability Living Allowance (DLA)	146	22	22	25	32	33	12	101	45	83	62	10	73	63
	6%	5%	7%	7%	6%	7%	4%	6%	5%	7%	5%	5%	6%	6%
Other	24	4	1	2	8	2	7	14	10	14	10	1	10	10
	1%	1%	*%	1%	1%	*%	2%	1%	1%	1%	1%	*%	1%	1%
None of these - Do not receive any of these benefits	1438	269	192	200	282	309	187	942	496	726	691	110	671	627
	58%	57%	58%	58%	55%	61%	59%	57%	60%	58%	58%	57%	58%	60%
Don't know	16	6	1	1	4	2	2	12	4	3	12	2	7	7
	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
Prefer not to say	146	20	26	16	35	32	17	97	49	71	57	11	58	65
	6%	4%	8%	5%	7%	6%	5%	6%	6%	6%	5%	6%	5%	6%
SUMMARY														
ANY BENEFITS	880	178	109	126	191	164	112	604	277	447	430	71	430	346
	36%	38%	33%	37%	37%	32%	35%	36%	34%	36%	36%	36%	37%	33%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Income Support	43	5	3	10	3	2	2	-	*	8	7	2	1
	2%	2%	1%	6%	2%	1%	1%	-%	*%	3%	3%	1%	*%
				ghl									
Income-based Jobseeker's Allowance	20	5	4	-	2	3	*	-	4	2	-	1	-
	1%	2%	2%	-%	1%	1%	*%	-%	2%	1%	-%	1%	-%
Pensions Credit (Guaranteed Credit)	27	3	3	1	1	1	4	1	*	6	5	1	1
	1%	1%	1%	1%	1%	*%	2%	*%	*%	2%	2%	1%	1%
Pensions Credit (no Guaranteed Credit)	14	-	1	-	2	-	-	-	3	6	1	-	1
	1%	-%	1%	-%	1%	-%	-%	-%	1%	2%	*%	-%	1%
Employment and Support Allowance (ESA)	57	6	5	7	2	6	1	7	5	4	6	5	4
	2%	2%	2%	4%	1%	3%	1%	3%	2%	1%	2%	3%	3%
Universal Credit (and household has other earnings)	469	47	51	27	36	31	37	52	43	43	35	30	34
	19%	19%	23%	16%	23%	18%	22%	20%	17%	17%	14%	19%	22%
Universal Credit (and household has no other earnings)	217	27	18	9	13	14	15	31	28	16	24	11	11
	9%	11%	8%	6%	9%	8%	9%	12%	11%	6%	10%	7%	7%
Personal Independence Payment (PIP)	165	12	12	10	11	8	3	17	30	16	16	14	15
	7%	5%	6%	6%	7%	5%	2%	7%	12%	6%	7%	9%	10%
									f				f
Carer's allowance	118	5	8	8	12	4	5	14	16	16	12	11	6
	5%	2%	4%	5%	8%	3%	3%	6%	6%	6%	5%	7%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 69

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Disability Living Allowance (DLA)	146 6%	9 4%	12 5%	10 6%	11 7%	21 12% fl	5 3%	13 5%	19 8%	22 9%	11 5%	9 5%	3 2%
Other	24 1%	1 *%	3 1%	1 1%	- -%	2 1%	* *%	6 2%	2 1%	2 1%	- -%	3 2%	5 3%
None of these - Do not receive any of these benefits	1438 58%	139 57%	127 57%	103 61%	88 56%	96 56%	102 61%	143 56%	135 54%	153 61%	150 62%	93 58%	90 59%
Don't know	16 1%	1 *%	5 2%	- -%	1 1%	1 *%	- -%	- -%	4 2%	1 *%	1 *%	1 *%	1 1%
Prefer not to say	146 6%	12 5%	5 2%	16 9%	10 6%	6 3%	9 6%	16 6%	16 6%	12 5%	11 5%	9 6%	5 4%
SUMMARY													
ANY BENEFITS	880 36%	90 37%	87 39%	50 30%	58 37%	70 41%	57 34%	95 37%	94 38%	86 34%	78 32%	57 36%	56 37%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Income Support	43	35	5	2	1	43	40	3	18	3	8	14	21	22	43
	2%	2%	3%	1%	2%	2%	2%	1%	3% b	*%	1%	3%	2%	2%	2%
Income-based Jobseeker's Allowance	20	19	1	-	1	20	18	2	8	2	3	7	9	10	20
	1%	1%	*%	-%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
Pensions Credit (Guaranteed Credit)	27	26	-	1	1	27	26	2	14	*	4	7	15	11	27
	1%	1%	-%	1%	1%	1%	1%	1%	2% b	*%	1%	1%	1%	1%	1%
Pensions Credit (no Guaranteed Credit)	14	14	-	1	-	14	14	*	8	1	3	3	9	6	14
	1%	1%	-%	1%	-%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
Employment and Support Allowance (ESA)	57	43	7	3	4	57	53	4	23	2	9	23	25	31	57
	2%	2%	4%	3%	5% ae	2%	2%	1%	3% b	*%	2%	4% b	2%	3% b	2%
Universal Credit (and household has other earnings)	469	404	26	26	14	469	423	46	37	107	118	205	144	323	469
	19%	19%	14%	23% b	18%	19%	19%	16%	5%	17% ae	21% ae	36% abceg	11% a	29% abeg	19% ae
Universal Credit (and household has no other earnings)	217	187	14	9	8	217	199	19	10	27	19	158	37	178	217
	9%	9%	7%	8%	10%	9%	9%	7%	1%	4% a	4%	27% abcefg	3%	16% abceg	9% abce
Personal Independence Payment (PIP)	165	133	13	13	6	165	146	19	15	25	29	97	39	126	165
	7%	6%	7%	11% ae	8%	7%	7%	7%	2%	4%	5%	17% abcefg	3%	11% abceg	7% ae

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Carer's allowance	118	94	10	8	5	118	106	12	14	9	25	69	23	95	118
	5%	4%	6%	8%	7%	5%	5%	4%	2%	1%	5%	12%	2%	8%	5%
											e	abceg		abeg	abe
Disability Living Allowance (DLA)	146	118	13	9	6	146	126	20	20	22	38	64	42	102	146
	6%	6%	7%	8%	8%	6%	6%	7%	3%	4%	7%	11%	3%	9%	6%
											ae	abeg		abeg	ae
Other	24	21	2	1	*	24	19	5	1	10	7	6	11	13	24
	1%	1%	1%	1%	1%	1%	1%	2%	*%	2%	1%	1%	1%	1%	1%
None of these - Do not receive any of these benefits	1438	1224	117	58	39	1438	1259	179	567	423	324	110	990	434	1438
	58%	58%	63%	52%	51%	58%	57%	63%	81%	69%	59%	19%	75%	38%	58%
			cd						bcdefg	cdfg	df		cdfg	d	df
Don't know	16	10	3	1	2	16	14	2	4	5	1	5	10	6	16
	1%	*%	2%	1%	3%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
					ae										
Prefer not to say	146	126	6	8	6	146	126	19	22	21	35	56	43	91	146
	6%	6%	3%	7%	8%	6%	6%	7%	3%	3%	6%	10%	3%	8%	6%
					b							abeg		abe	e
SUMMARY															
ANY BENEFITS	880	746	60	45	29	880	798	82	108	168	191	406	276	597	880
	36%	35%	32%	40%	38%	36%	36%	29%	15%	27%	35%	70%	21%	53%	36%
									a	ae	abcefg	abcefg	a	abceg	abe

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Income Support	43	23	16	8	18	13	21	19	3
	2%	4%	1%	2%	2%	2%	4%	2%	*%
		b					bc		
Income-based Jobseeker's Allowance	20	8	9	6	9	5	6	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pensions Credit (Guaranteed Credit)	27	11	15	8	5	10	10	10	4
	1%	2%	1%	2%	1%	1%	2%	1%	1%
Pensions Credit (no Guaranteed Credit)	14	7	4	1	5	7	5	6	3
	1%	1%	*%	*%	1%	1%	1%	1%	*%
		b							
Employment and Support Allowance (ESA)	57	24	33	15	24	17	20	23	14
	2%	5%	2%	3%	3%	2%	4%	2%	2%
		b							
Universal Credit (and household has other earnings)	469	155	298	161	204	31	38	229	192
	19%	30%	16%	36%	25%	4%	8%	18%	32%
		b		bc	c			a	ab
Universal Credit (and household has no other earnings)	217	84	121	102	53	9	15	76	122
	9%	16%	7%	23%	6%	1%	3%	6%	20%
		b		bc	c				ab

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (MULTI CODE)

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Personal Independence Payment (PIP)	165	73	85	68	55	17	17	71	75
	7%	14%	5%	15%	7%	2%	3%	6%	12%
		b		bc	c				ab
Carer's allowance	118	67	51	49	41	9	13	59	43
	5%	13%	3%	11%	5%	1%	3%	5%	7%
		b		bc	c				a
Disability Living Allowance (DLA)	146	96	47	42	54	21	11	90	40
	6%	18%	3%	9%	7%	3%	2%	7%	7%
		b		c	c			a	a
Other	24	1	23	6	6	7	5	14	5
	1%	*%	1%	1%	1%	1%	1%	1%	1%
None of these - Do not receive any of these benefits	1438	173	1231	120	463	678	380	793	225
	58%	33%	67%	27%	57%	86%	77%	63%	37%
			a		a	ab	bc	c	
Don't know	16	5	8	2	3	5	3	8	3
	1%	1%	*%	*%	*%	1%	1%	1%	*%
Prefer not to say	146	28	81	19	22	7	11	50	38
	6%	5%	4%	4%	3%	1%	2%	4%	6%
				c					a
SUMMARY									
ANY BENEFITS	880	320	531	308	331	100	100	416	342
	36%	61%	29%	69%	40%	13%	20%	33%	56%
		b		bc	c			a	ab

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Up to £199 per week / Up to £10,399 per year	102	23	9	12	19	26	13	63	39	42	60	7	49	42
	4%	5%	3%	3%	4%	5%	4%	4%	5%	3%	5%	4%	4%	4%
From £200 to £299 per week / From £10,400 to £15,599 per year	165	34	24	28	34	22	24	119	46	86	77	15	84	58
	7%	7%	7%	8%	7%	4%	7%	7%	6%	7%	6%	8%	7%	6%
From £300 to £499 per week / From £15,600 to £25,999 per year	320	70	29	48	67	58	49	214	107	167	154	36	134	139
	13%	15%	9%	14%	13%	11%	15%	13%	13%	13%	13%	18%	12%	13%
From £500 to £699 per week / From £26,000 to £36,399 per year	321	48	52	54	66	62	39	220	101	154	166	23	156	133
	13%	10%	16%	16%	13%	12%	12%	13%	12%	12%	14%	12%	13%	13%
From £700 to £999 per week / From £36,400 to £51,999 per year	381	57	47	55	92	79	51	251	130	206	174	19	181	173
	15%	12%	14%	16%	18%	16%	16%	15%	16%	17%	15%	10%	16%	17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	376	80	47	57	80	80	32	263	112	197	179	31	187	154
	15%	17%	14%	16%	16%	16%	10%	16%	14%	16%	15%	16%	16%	15%
£1,500 and above per week / £78,000 and above per year	392	71	61	41	80	95	44	254	138	203	185	25	182	183
	16%	15%	19%	12%	16%	19%	14%	15%	17%	16%	16%	13%	16%	17%
Don't know	101	20	17	18	22	17	8	76	26	50	51	11	52	37
	4%	4%	5%	5%	4%	3%	3%	5%	3%	4%	4%	5%	4%	3%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

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C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Prefer not to say	322	68	44	32	52	68	58	196	125	142	145	27	141	127
	13%	14%	13%	9%	10%	13%	18%	12%	15%	11%	12%	14%	12%	12%
							cd							

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Up to £199 per week / Up to £10,399 per year	102	10	13	2	7	5	7	11	9	8	18	7	6
	4%	4%	6%	1%	4%	3%	4%	4%	3%	3%	8% c	4%	4%
From £200 to £299 per week / From £10,400 to £15,599 per year	165	20	13	9	15	15	13	13	19	12	9	17	7
	7%	8%	6%	5%	9%	9%	8%	5%	8%	5%	4%	10%	5%
From £300 to £499 per week / From £15,600 to £25,999 per year	320	43	27	14	15	21	26	33	34	31	27	24	25
	13%	18%	12%	8%	10%	12%	16%	13%	13%	12%	11%	15%	16%
From £500 to £699 per week / From £26,000 to £36,399 per year	321	23	24	29	23	27	27	34	32	24	37	17	22
	13%	10%	11%	17%	15%	16%	16%	13%	13%	10%	16%	11%	15%
From £700 to £999 per week / From £36,400 to £51,999 per year	381	32	25	21	25	28	26	53	40	43	37	29	21
	15%	13%	11%	13%	16%	16%	16%	21%	16%	17%	15%	18%	14%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	376	33	47	26	21	32	25	40	40	50	30	17	15
	15%	14%	21%	15%	13%	18%	15%	16%	16%	20%	13%	11%	10%
£1,500 and above per week / £78,000 and above per year	392	41	30	37	23	18	24	41	37	43	52	24	19
	16%	17%	13%	22% e	15%	10%	14%	16%	15%	17%	22% e	15%	12%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Don't know	101	9	10	7	10	14	4	3	18	13	4	3	5
	4%	4%	5%	4%	6%	8%	2%	1%	7%	5%	2%	2%	3%
						g							
Prefer not to say	322	29	34	24	19	12	16	27	20	28	26	21	31
	13%	12%	15%	14%	12%	7%	10%	11%	8%	11%	11%	13%	21%
													eh

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Up to £199 per week / Up to £10,399 per year	102	80	11	5	6	102	98	5	7	11	20	64	18	83	102
	4%	4%	6%	5%	8%	4%	4%	2%	1%	2%	4%	11%	1%	7%	4%
					ae						a	abceg		abeg	ae
From £200 to £299 per week / From £10,400 to £15,599 per year	165	139	11	7	6	165	152	13	8	23	36	98	31	134	165
	7%	7%	6%	7%	8%	7%	7%	4%	1%	4%	7%	17%	2%	12%	7%
										a	ae	abceg		abceg	ae
From £300 to £499 per week / From £15,600 to £25,999 per year	320	276	19	16	10	320	299	22	28	86	87	115	114	201	320
	13%	13%	10%	14%	13%	13%	14%	8%	4%	14%	16%	20%	9%	18%	13%
										ae	ae	aeg	a	aeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	321	264	25	20	12	321	285	36	37	100	89	95	137	184	321
	13%	13%	13%	18%	16%	13%	13%	13%	5%	16%	16%	16%	10%	16%	13%
				a						ae	ae	ae	a	ae	a
From £700 to £999 per week / From £36,400 to £51,999 per year	381	311	39	21	10	381	336	45	86	119	131	44	205	175	381
	15%	15%	21%	18%	14%	15%	15%	16%	12%	19%	24%	8%	16%	15%	15%
			a							ad	adefg		d	d	d
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	376	317	33	13	13	376	325	51	155	117	83	15	272	99	376
	15%	15%	18%	12%	16%	15%	15%	18%	22%	19%	15%	3%	21%	9%	15%
									dfg	df	df		dfg	d	df

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
£1,500 and above per week / £78,000 and above per year	392 16%	345 16% d	27 15%	13 11%	7 9%	392 16% d	329 15%	63 22% a	285 41% bcdefg	78 13% cdf	22 4%	7 1%	362 27% bcdfg	29 3%	392 16% cdf
Don't know	101 4%	91 4%	4 2%	3 3%	3 4%	101 4%	91 4%	10 4%	14 2%	14 2%	20 4%	48 8% abeg	28 2%	69 6% abe	101 4% e
Prefer not to say	322 13%	282 13%	16 9%	13 12%	10 13%	322 13%	283 13%	38 14%	81 12%	69 11%	62 11%	91 16%	150 11%	153 14%	322 13%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Up to £199 per week / Up to £10,399 per year	102 4%	33 6%	66 4%	102 23% bc	- -%	- -%	10 2%	40 3%	50 8% ab
From £200 to £299 per week / From £10,400 to £15,599 per year	165 7%	54 10% b	106 6%	105 23% bc	60 7% c	- -%	5 1%	72 6% a	85 14% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	320 13%	98 19% b	209 11%	152 34% bc	169 21% c	- -%	24 5%	175 14% a	119 20% ab
From £500 to £699 per week / From £26,000 to £36,399 per year	321 13%	81 15%	227 12%	68 15% c	253 31% ac	- -%	29 6%	175 14% a	112 18% a
From £700 to £999 per week / From £36,400 to £51,999 per year	381 15%	66 13%	310 17%	21 5%	337 41% ac	22 3%	61 12%	245 19% ac	69 11%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	376 15%	59 11%	313 17% a	- -%	- -%	376 48% ab	99 20% c	229 18% c	48 8%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
£1,500 and above per week / £78,000 and above per year	392	53	330	-	-	392	207	153	29
	16%	10%	18%	-%	-%	50%	42%	12%	5%
			a			ab	bc	c	
Don't know	101	32	58	-	-	-	8	52	37
	4%	6%	3%	-%	-%	-%	2%	4%	6%
									a
Prefer not to say	322	51	232	-	-	-	51	127	58
	13%	10%	13%	-%	-%	-%	10%	10%	10%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2480	408	411	411	416	424	410	1646	834	1230	1209	177	1232	970
Effective Weighted Sample	1672	282	286	287	292	298	294	1108	564	831	818	119	835	663
Total	2480	472	328	343	512	507	318	1655	825	1247	1190	194	1166	1045
Doing well	495	106	70	69	87	103	59	332	163	237	251	39	240	205
	20%	22%	21%	20%	17%	20%	19%	20%	20%	19%	21%	20%	21%	20%
Getting by	1267	234	168	174	277	263	152	853	415	632	623	100	585	553
	51%	50%	51%	51%	54%	52%	48%	52%	50%	51%	52%	52%	50%	53%
Struggling	608	112	75	89	124	117	91	400	208	325	277	49	288	245
	24%	24%	23%	26%	24%	23%	29%	24%	25%	26%	23%	25%	25%	23%
Don't know	4	*	1	-	-	2	*	2	2	3	1	-	2	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%
Prefer not to say	107	20	13	11	24	23	15	69	38	50	38	6	51	40
	4%	4%	4%	3%	5%	4%	5%	4%	5%	4%	3%	3%	4%	4%

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2480	205	197	203	202	203	203	204	206	214	201	201	200
Effective Weighted Sample	1672	142	137	140	143	143	141	142	146	153	140	141	147
Total	2480	242	224	168	157	172	168	254	249	252	241	159	152
Doing well	495	52	53	39	31	32	36	42	45	43	58	30	29
	20%	21%	24%	23%	20%	19%	21%	16%	18%	17%	24%	19%	19%
Getting by	1267	125	109	86	81	86	87	121	151	137	122	78	72
	51%	52%	49%	51%	52%	50%	52%	48%	61%	55%	51%	49%	47%
Struggling	608	58	54	37	38	48	39	78	46	60	54	45	46
	24%	24%	24%	22%	24%	28%	24%	31%	19%	24%	23%	28%	31%
Don't know	4	*	-	*	1	-	-	-	-	2	-	*	-
	*%	*%	-%	*%	1%	-%	-%	-%	-%	1%	-%	*%	-%
Prefer not to say	107	8	9	6	6	6	5	13	6	11	7	7	5
	4%	3%	4%	4%	4%	4%	3%	5%	2%	4%	3%	4%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

OFCOM CHILDREN AND PARENTS MEDIA LITERACY. PARENTS ONLY SURVEY - 1ST OCTOBER TO 25TH NOVEMBER 2024.

Table 71

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2480	1395	361	360	364	2480	2097	383	869	603	451	531	1472	982	2480
Effective Weighted Sample	1672	1259	335	346	343	1672	1447	233	573	408	321	372	971	692	1672
Total	2480	2106	186	112	77	2480	2197	283	701	617	551	576	1319	1127	2480
Doing well	495	426	35	17	16	495	440	54	269	96	81	44	365	125	495
	20%	20%	19%	15%	20%	20%	20%	19%	38%	15%	15%	8%	28%	11%	20%
									bcdefg	d	d		bcdfg		df
Getting by	1267	1067	104	57	39	1267	1130	138	327	376	304	245	703	549	1267
	51%	51%	56%	51%	51%	51%	51%	49%	47%	61%	55%	42%	53%	49%	51%
										adefg	d		d		d
Struggling	608	512	42	33	20	608	534	74	81	122	147	255	204	402	608
	24%	24%	23%	30%	26%	24%	24%	26%	12%	20%	27%	44%	15%	36%	24%
										a	ae	abcefg		abceg	ae
Don't know	4	3	*	-	*	4	4	-	-	1	2	1	1	3	4
	*%	*%	*%	-%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
Prefer not to say	107	97	4	4	1	107	90	17	24	22	17	32	46	48	107
	4%	5%	2%	4%	2%	4%	4%	6%	3%	4%	3%	5%	4%	4%	4%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of 3-17 year olds

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2480	522	1861	436	824	825	519	1269	596
Effective Weighted Sample	1672	352	1254	295	541	565	343	851	407
Total	2480	525	1850	448	819	790	495	1267	608
Doing well	495	82	399	35	92	308	495	-	-
	20%	16%	22%	8%	11%	39%	100%	-%	-%
						ab	bc		
Getting by	1267	242	983	213	480	396	-	1267	-
	51%	46%	53%	48%	59%	50%	-%	100%	-%
					ac			ac	
Struggling	608	186	396	192	237	83	-	-	608
	24%	35%	21%	43%	29%	10%	-%	-%	100%
		b		bc	c				ab
Don't know	4	2	*	2	2	-	-	-	-
	*%	*%	*%	*%	*%	-%	-%	-%	-%
Prefer not to say	107	14	73	6	8	3	-	-	-
	4%	3%	4%	1%	1%	*%	-%	-%	-%

Columns Tested: a,b - a,b,c - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER		SCHOOL YEAR		
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 99%		a	b	c	d	e	f	a	b	a	b	a	b	c
Unweighted total	2085	345	339	349	360	362	330	1393	692	1047	1027	148	1042	829
Effective Weighted Sample	1399	235	238	246	251	252	236	935	465	704	689	99	705	561
Total	2056	384	267	294	438	422	251	1383	673	1055	994	156	973	881
Most Financially Vulnerable	448	74	62	81	90	78	64	306	142	223	225	26	227	178
	22%	19%	23%	28%	20%	19%	25%	22%	21%	21%	23%	17%	23%	20%
Potentially Financially Vulnerable	819	158	94	111	181	165	110	545	274	419	396	73	367	355
	40%	41%	35%	38%	41%	39%	44%	39%	41%	40%	40%	47%	38%	40%
Least Financially Vulnerable	790	152	111	101	168	179	78	532	257	413	372	57	379	348
	38%	40%	42%	35%	38%	42%	31%	38%	38%	39%	37%	37%	39%	39%
						f								

Columns Tested: a,b,c,d,e,f - a,b - a,b - a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted total	2085	176	167	170	168	169	178	179	179	183	178	170	157
Effective Weighted Sample	1399	120	114	117	120	120	125	124	125	129	122	120	114
Total	2056	203	180	138	129	145	148	224	210	211	211	133	116
Most Financially Vulnerable	448	41	33	26	35	40	41	48	42	35	43	33	31
	22%	20%	18%	19%	27%	28%	28%	21%	20%	16%	21%	25%	27%
Potentially Financially Vulnerable	819	87	70	47	47	54	57	90	89	82	83	59	50
	40%	43%	39%	34%	37%	37%	38%	40%	42%	39%	39%	44%	43%
Least Financially Vulnerable	790	75	77	64	46	51	50	86	79	95	85	42	35
	38%	37%	43%	47%	36%	35%	34%	39%	38%	45%	40%	31%	30%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2085	1152	320	307	306	2085	1760	325	757	527	381	411	1284	792	2085
Effective Weighted Sample	1399	1039	297	295	288	1399	1211	196	493	357	275	287	842	560	1399
Total	2056	1731	166	95	64	2056	1823	234	605	534	469	437	1139	906	2056
Most Financially Vulnerable	448	377	34	21	17	448	416	32	41	79	109	214	120	323	448
	22%	22%	20%	22%	26%	22%	23%	14%	7%	15%	23%	49%	11%	36%	22%
							b			a	abe	abcefg		abceg	abe
Potentially Financially Vulnerable	819	674	69	48	28	819	732	86	114	251	252	201	365	453	819
	40%	39%	42%	50%	44%	40%	40%	37%	19%	47%	54%	46%	32%	50%	40%
				ae						ae	aeg	ae	a	aeg	ae
Least Financially Vulnerable	790	680	63	27	19	790	674	115	451	204	108	22	655	131	790
	38%	39%	38%	28%	30%	38%	37%	49%	74%	38%	23%	5%	57%	14%	38%
		cd	c			cd		a	bcdefg	cdf	df		bcdfg	d	cdf

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Interviewing conducted using a mix of post-to-online and online panels. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 99%		a	b	a	b	c	a	b	c
Unweighted total	2085	438	1595	436	824	825	465	1093	510
Effective Weighted Sample	1399	296	1070	295	541	565	309	730	348
Total	2056	443	1560	448	819	790	435	1089	512
Most Financially Vulnerable	448	137	296	448	-	-	35	213	192
	22%	31%	19%	100%	-%	-%	8%	20%	38%
			b	bc				a	ab
Potentially Financially Vulnerable	819	194	600	-	819	-	92	480	237
	40%	44%	38%	-%	100%	-%	21%	44%	46%
					ac			a	a
Least Financially Vulnerable	790	112	664	-	-	790	308	396	83
	38%	25%	43%	-%	-%	100%	71%	36%	16%
			a			ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c