

Channel 4 News– Parents Poll

METHODOLOGY NOTE

ComRes interviewed 1,056 people British adults with children aged under the age of 18+. Respondents were drawn from a nationally representative survey of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Device Usage Survey
ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 1
Q.1 On average, how many hours a day does your child/children (aged 18 or under) spend in front of a screen of any type? (eg. tablet, TV, games console, smartphone etc.)

Summary Table**Base: All parents**

	Child 1	Child 2	Child 3	Child 4	Child 5	Child 6
Unweighted base	1056	567	187	73	45	44
Weighted base	1078	572	200	74	49	48
Less than one hour	104 10%	66 12%	32 16%	7 9%	7 13%	5 10%
Between 1 and 2 hours	288 27%	163 28%	49 25%	20 27%	11 23%	10 21%
Between 2 and 4 hours	368 34%	204 36%	69 34%	18 25%	12 24%	11 23%
Between 4 and 6 hours	160 15%	75 13%	22 11%	16 22%	4 7%	7 14%
More than 6 hours	96 9%	44 8%	17 8%	4 6%	8 16%	2 5%
Not applicable	30 3%	- -	- -	- -	- -	- -
Don't know	31 3%	21 4%	11 6%	8 11%	8 17%	13 27%
Mean	3.01	2.85	2.77	3.03	3.12	2.89
Standard deviation	1.85	1.79	1.87	1.85	2.26	1.85
Standard error	0.06	0.08	0.14	0.23	0.38	0.32

Device Usage Survey

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Absolutes/col percents

Table 2
Q.1 On average, how many hours a day does your child/children (aged 18 or under) spend in front of a screen of any type? (eg. tablet, TV, games console, smartphone etc.)
Total children
Base: All children

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1972	852	1120	109	579	747	453	80	4	544	524	462	442	361	1115
Weighted base	2021	928	1093	100	582	769	481	84	4	530	480	552	458	368	1198
Less than one hour	220 11%	96 10%	124 11%	18 18%	82 14%	93 12%	22 5%	4 5%	-	73 14%	61 13%	51 9%	35 8%	48 13%	133 11%
Between 1 and 2 hours	542 27%	252 27%	290 27%	23 23%	177 30%	192 25%	134 28%	14 17%	2 44%	161 30%	148 31%	125 23%	109 24%	99 27%	343 29%
Between 2 and 4 hours	681 34%	319 34%	363 33%	23 23%	201 34%	272 35%	156 32%	29 34%	-	186 35%	141 29%	185 33%	169 37%	107 29%	419 35%
Between 4 and 6 hours	283 14%	124 13%	159 15%	16 16%	58 10%	98 13%	89 19%	21 25%	-	56 11%	62 13%	92 17%	72 16%	46 13%	169 14%
More than 6 hours	171 8%	77 8%	94 9%	10 10%	34 6%	67 9%	49 10%	10 12%	-	34 6%	30 6%	55 10%	52 11%	32 9%	71 6%
Not applicable	30 2%	18 2%	12 1%	2 2%	14 2%	3 *	9 2%	-	2 56%	8 1%	9 2%	6 1%	8 2%	4 1%	19 2%
Don't know	93 5%	42 5%	51 5%	8 8%	16 3%	43 6%	22 5%	5 6%	-	12 2%	30 6%	38 7%	14 3%	32 9%	43 4%
Mean	2.94	2.93	2.95	2.93	2.61	2.92	3.27	3.64	1.50	2.66	2.71	3.18	3.23	2.85	2.80
Standard deviation	1.85	1.83	1.86	2.09	1.71	1.85	1.86	1.88	-	1.73	1.78	1.90	1.89	1.91	1.72
Standard error	0.04	0.06	0.06	0.21	0.07	0.07	0.09	0.22	-	0.08	0.08	0.09	0.09	0.11	0.05

Device Usage Survey

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Absolutes/col percents

Table 3
Q.1 On average, how many hours a day does your child/children (aged 18 or under) spend in front of a screen of any type? (eg. tablet, TV, games console, smartphone etc.)
Total children
Base: All children

	Region												Do you have any children aged 18 or under?						
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1972	176	106	1690	88	203	217	200	165	176	230	245	166	1784	1675	814	1077	825	475
Weighted base	2021	189	118	1714	90	200	213	206	191	182	239	251	142	1810	1728	827	1069	881	532
Less than one hour	220 11%	13 7%	14 12%	193 11%	11 12%	30 15%	10 5%	18 9%	17 9%	18 10%	40 17%	27 11%	22 15%	220 12%	151 9%	150 18%	131 12%	63 7%	20 4%
Between 1 and 2 hours	542 27%	55 29%	27 23%	460 27%	24 27%	63 31%	49 23%	47 23%	55 29%	50 28%	56 23%	78 31%	39 28%	496 27%	455 26%	264 32%	331 31%	190 22%	94 18%
Between 2 and 4 hours	681 34%	69 36%	41 35%	571 33%	19 22%	61 31%	74 35%	67 33%	69 36%	59 32%	72 30%	94 38%	55 38%	631 35%	608 35%	232 28%	383 36%	348 39%	162 30%
Between 4 and 6 hours	283 14%	22 12%	20 17%	241 14%	16 18%	27 14%	44 21%	29 14%	19 10%	27 15%	32 13%	33 13%	13 9%	230 13%	261 15%	77 9%	130 12%	148 17%	123 23%
More than 6 hours	171 8%	19 10%	5 5%	147 9%	14 15%	15 7%	24 11%	23 11%	18 9%	13 7%	20 9%	12 5%	8 6%	124 7%	160 9%	49 6%	62 6%	74 8%	99 19%
Not applicable	30 2%	- -	6 5%	24 1%	1 1%	3 2%	1 1%	- -	3 1%	1 1%	5 2%	7 3%	2 1%	27 1%	14 1%	20 2%	8 1%	6 1%	3 1%
Don't know	93 5%	12 6%	4 3%	77 4%	4 5%	1 *	10 5%	21 10%	10 5%	14 8%	13 5%	1 *	3 2%	82 5%	78 4%	35 4%	23 2%	52 6%	32 6%
Mean	2.94	3.03	2.88	2.94	3.27	2.71	3.43	3.20	2.92	2.91	2.82	2.71	2.61	2.80	3.06	2.46	2.70	3.18	3.91
Standard deviation	1.85	1.83	1.72	1.86	2.18	1.84	1.87	1.95	1.83	1.79	1.94	1.63	1.69	1.77	1.85	1.77	1.70	1.77	2.01
Standard error	0.04	0.14	0.18	0.05	0.24	0.13	0.13	0.14	0.15	0.14	0.13	0.11	0.13	0.04	0.05	0.06	0.05	0.06	0.10

Device Usage Survey

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Absolutes/col percents

Table 4
Q.2 What does your child(ren) use their screen(s) for the most? Please select the three most common uses.
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
Playing games	579 54%	296 58%	282 50%	19 33%	148 48%	228 60%	154 56%	29 50%	2 44%	163 58%	113 43%	161 55%	141 58%	102 52%	346 53%
Watching YouTube/vine videos	409 38%	174 34%	235 42%	13 23%	116 38%	158 42%	98 35%	24 41%	1 15%	110 39%	87 33%	101 35%	111 46%	60 31%	251 38%
Watching live TV	333 31%	176 34%	156 28%	23 42%	102 33%	110 29%	84 30%	13 22%	1 29%	91 32%	83 31%	83 28%	76 31%	65 34%	201 31%
Social media/chatting to others	251 23%	114 22%	138 24%	4 7%	35 11%	89 24%	100 36%	23 41%	-	50 18%	62 24%	77 26%	62 26%	39 20%	142 22%
Education/homework/schoolwork	202 19%	91 18%	110 20%	11 20%	53 17%	65 17%	57 21%	16 28%	-	61 22%	44 17%	47 16%	49 20%	39 20%	109 17%
Listening to music	187 17%	78 15%	110 19%	12 21%	41 13%	59 16%	60 22%	15 26%	1 29%	34 12%	52 20%	54 18%	47 20%	35 18%	109 17%
Watching TV on demand	187 17%	90 18%	96 17%	14 26%	61 20%	68 18%	34 12%	8 15%	-	61 22%	51 19%	33 11%	42 17%	40 21%	107 16%
General searching/browsing online	131 12%	65 13%	66 12%	1 3%	21 7%	45 12%	52 19%	12 20%	-	43 15%	23 9%	38 13%	27 11%	29 15%	70 11%
Taking photos and videos	87 8%	32 6%	55 10%	8 14%	27 9%	31 8%	15 5%	7 11%	-	14 5%	22 9%	27 9%	24 10%	17 9%	51 8%
Reading a book	65 6%	23 5%	42 7%	7 13%	20 6%	20 5%	15 6%	3 4%	-	25 9%	12 5%	15 5%	13 5%	12 6%	40 6%
Other	16 1%	4 1%	12 2%	-	9 3%	3 1%	1 *	3 6%	-	4 1%	6 2%	2 1%	3 1%	2 1%	8 1%
None	25 2%	11 2%	14 3%	1 1%	14 4%	7 2%	2 1%	-	2 42%	6 2%	12 4%	2 1%	5 2%	7 3%	11 2%
Don't know	28 3%	19 4%	9 2%	2 4%	11 3%	8 2%	6 2%	-	1 14%	3 1%	8 3%	13 4%	4 2%	8 4%	16 2%

Device Usage Survey

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Absolutes/col percents

Table 5
Q.2 What does your child(ren) use their screen(s) for the most? Please select the three most common uses.
Base: All parents

	Region												Do you have any children aged 18 or under?						
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
Playing games	579 54%	54 59%	36 54%	488 53%	29 59%	60 51%	63 58%	50 48%	57 61%	50 51%	62 49%	74 53%	43 53%	517 56%	515 59%	183 46%	300 64%	248 62%	142 51%
Watching YouTube/vine videos	409 38%	34 37%	19 29%	356 39%	15 30%	54 46%	35 33%	43 41%	36 39%	38 39%	49 39%	56 40%	30 37%	361 39%	351 40%	143 36%	206 44%	166 42%	86 31%
Watching live TV	333 31%	32 35%	29 44%	271 30%	16 31%	39 33%	32 30%	27 25%	22 24%	29 29%	39 31%	47 33%	21 26%	293 32%	257 29%	157 39%	165 35%	95 24%	75 27%
Social media/chatting to others	251 23%	18 20%	17 26%	216 23%	12 25%	25 21%	26 25%	24 22%	26 28%	22 22%	21 16%	33 23%	27 33%	178 19%	248 28%	27 7%	57 12%	152 38%	132 47%
Education/homework/schoolwork	202 19%	23 25%	14 21%	165 18%	6 12%	18 15%	14 13%	19 18%	15 16%	22 23%	24 19%	32 23%	15 19%	170 18%	176 20%	70 18%	102 22%	74 19%	58 21%
Listening to music	187 17%	18 19%	6 9%	164 18%	11 22%	18 16%	18 16%	20 19%	10 11%	22 23%	27 21%	26 19%	11 13%	142 15%	169 19%	42 11%	75 16%	82 21%	59 21%
Watching TV on demand	187 17%	17 18%	11 16%	159 17%	10 20%	24 20%	13 13%	25 23%	16 17%	20 20%	17 14%	18 13%	17 21%	162 18%	149 17%	79 20%	90 19%	53 13%	41 15%
General searching/browsing online	131 12%	13 14%	4 6%	114 12%	3 6%	17 15%	17 16%	9 8%	14 15%	16 16%	15 12%	11 8%	11 13%	97 11%	126 14%	17 4%	47 10%	62 16%	60 22%
Taking photos and videos	87 8%	6 7%	10 15%	71 8%	6 11%	6 5%	13 12%	12 11%	4 4%	8 8%	4 3%	14 10%	6 7%	79 9%	68 8%	38 9%	38 8%	35 9%	16 6%
Reading a book	65 6%	5 5%	- -	60 7%	2 5%	11 9%	7 7%	2 2%	1 1%	7 7%	12 10%	10 7%	7 9%	58 6%	53 6%	28 7%	35 7%	17 4%	11 4%
Other	16 1%	2 2%	3 5%	10 1%	- -	1 *	2 2%	1 1%	1 1%	1 1%	4 3%	1 *	- -	14 1%	8 1%	12 3%	4 1%	2 *	2 1%
None	25 2%	1 1%	2 2%	23 2%	2 3%	1 1%	4 4%	1 1%	1 1%	3 3%	4 3%	6 4%	3 4%	24 3%	5 1%	21 5%	3 1%	1 *	1 *
Don't know	28 3%	2 2%	3 5%	23 2%	1 1%	1 1%	4 4%	8 7%	2 2%	1 1%	2 2%	2 2%	2 3%	21 2%	16 2%	14 3%	4 1%	8 2%	10 4%

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 6
Q.3 To what extent do you agree or disagree with the following statements?
Summary Table
Base: All parents

	Statements						
	I'm not sure what the recommended levels of screen time are for children	I often use a tablet, smartphone or computer when I am with my children	I often reward my children's good behaviour by letting them use a tablet/laptop/smartphone or watch TV	Screens (eg. tablets, computers, smartphones and TVs) are a good distraction for my children when I am busy or tired	Screens are a good way of rewarding good behaviour	Use of screens should not be used by parents as a reward for good behaviour	I stop my children from using devices (eg. TVs, tablets, computers, smartphones) as a punishment for bad behaviour
Unweighted base	1056	1056	1056	1056	1056	1056	1056
Weighted base	1078	1078	1078	1078	1078	1078	1078
NET: Agree	641 59%	711 66%	468 43%	676 63%	473 44%	545 51%	640 59%
Strongly agree (4)	169 16%	184 17%	99 9%	146 14%	99 9%	200 19%	219 20%
Tend to agree (3)	472 44%	527 49%	369 34%	530 49%	374 35%	346 32%	421 39%
Tend to disagree (2)	234 22%	198 18%	309 29%	201 19%	311 29%	298 28%	227 21%
Strongly disagree (1)	75 7%	98 9%	203 19%	112 10%	151 14%	87 8%	115 11%
NET: Disagree	309 29%	296 27%	512 47%	313 29%	462 43%	385 36%	343 32%
Don't know	127 12%	70 7%	98 9%	88 8%	142 13%	147 14%	95 9%
Mean	2.77	2.79	2.37	2.72	2.45	2.71	2.76
Standard deviation	0.83	0.85	0.92	0.85	0.88	0.91	0.93
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Device Usage Survey
ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 7
Q.3 To what extent do you agree or disagree with the following statements?
I'm not sure what the recommended levels of screen time are for children
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	641 59%	309 60%	332 59%	28 50%	174 57%	226 60%	178 64%	32 55%	3 72%	159 57%	159 60%	174 60%	149 62%	104 53%	407 63%
Strongly agree	(4) 16%	84 16%	85 15%	8 14%	51 17%	68 18%	32 12%	10 17%	- -	45 16%	35 13%	46 16%	42 18%	30 15%	108 17%
Tend to agree	(3) 44%	225 44%	247 44%	20 37%	123 40%	158 42%	145 53%	22 38%	3 72%	114 41%	124 47%	128 44%	106 44%	74 38%	299 46%
Tend to disagree	(2) 22%	110 21%	124 22%	16 29%	71 23%	86 23%	46 17%	15 26%	1 15%	66 23%	63 24%	62 21%	43 18%	54 28%	133 20%
Strongly disagree	(1) 7%	30 6%	45 8%	5 9%	23 7%	22 6%	21 8%	4 7%	- -	25 9%	16 6%	18 6%	16 7%	19 10%	32 5%
NET: Disagree	309 29%	141 27%	169 30%	21 38%	94 31%	108 29%	67 24%	19 33%	1 15%	91 32%	79 30%	80 27%	60 25%	72 37%	165 25%
Don't know	127 12%	64 13%	63 11%	6 11%	39 13%	43 11%	32 11%	7 11%	1 14%	30 11%	26 10%	38 13%	33 14%	18 9%	79 12%
Mean	2.77	2.81	2.74	2.61	2.76	2.82	2.77	2.73	2.83	2.72	2.75	2.80	2.84	2.65	2.84
Standard deviation	0.83	0.82	0.84	0.88	0.86	0.83	0.78	0.87	0.45	0.88	0.78	0.82	0.84	0.88	0.79
Standard error	0.03	0.04	0.04	0.12	0.05	0.05	0.05	0.13	0.26	0.05	0.05	0.06	0.06	0.07	0.03

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 8
Q.3 To what extent do you agree or disagree with the following statements?
I'm not sure what the recommended levels of screen time are for children
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	641 59%	64 68%	35 53%	542 59%	21 41%	70 60%	71 66%	58 55%	53 57%	58 59%	75 59%	86 61%	50 62%	550 60%	532 61%	227 57%	280 60%	240 61%	171 61%
Strongly agree	(4) 169 16%	15 16%	11 16%	143 16%	6 12%	20 17%	12 11%	20 19%	16 17%	15 16%	22 17%	17 12%	15 18%	143 15%	142 16%	63 16%	73 16%	61 15%	45 16%
Tend to agree	(3) 472 44%	48 52%	24 36%	399 43%	15 30%	50 42%	59 55%	38 36%	37 40%	43 44%	53 42%	69 49%	35 43%	408 44%	390 44%	163 41%	206 44%	179 45%	127 45%
Tend to disagree	(2) 234 22%	17 18%	17 25%	201 22%	16 32%	31 26%	22 21%	21 20%	24 26%	23 24%	25 20%	23 16%	15 19%	203 22%	196 22%	90 22%	115 25%	87 22%	53 19%
Strongly disagree	(1) 75 7%	6 6%	5 7%	65 7%	4 8%	5 5%	2 2%	11 10%	5 5%	3 3%	13 11%	14 10%	7 9%	62 7%	54 6%	36 9%	28 6%	23 6%	17 6%
NET: Disagree	309 29%	23 24%	22 33%	265 29%	20 40%	36 31%	24 23%	32 31%	29 31%	26 26%	39 31%	37 26%	23 28%	265 29%	249 28%	126 31%	143 30%	110 28%	70 25%
Don't know	127 12%	7 7%	10 15%	111 12%	9 19%	11 10%	12 11%	15 14%	11 12%	14 14%	13 10%	18 13%	8 10%	108 12%	95 11%	47 12%	46 10%	47 12%	37 13%
Mean	2.77	2.85	2.73	2.77	2.56	2.80	2.84	2.74	2.78	2.84	2.74	2.72	2.79	2.77	2.79	2.72	2.77	2.80	2.82
Standard deviation	0.83	0.79	0.87	0.83	0.86	0.81	0.66	0.94	0.83	0.75	0.91	0.84	0.89	0.82	0.82	0.88	0.81	0.80	0.81
Standard error	0.03	0.09	0.12	0.03	0.14	0.08	0.07	0.10	0.10	0.08	0.09	0.08	0.10	0.03	0.03	0.05	0.04	0.04	0.06

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Absolutes/col percents

Table 9
Q.3 To what extent do you agree or disagree with the following statements?
I often use a tablet, smartphone or computer when I am with my children
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	711 66%	338 66%	374 66%	39 70%	216 70%	260 69%	171 62%	24 42%	1 15%	188 67%	172 65%	186 64%	165 68%	133 68%	423 65%
Strongly agree	(4) 184 17%	94 18%	91 16%	12 21%	53 17%	74 19%	39 14%	7 12%	- -	48 17%	32 12%	58 20%	46 19%	27 14%	115 18%
Tend to agree	(3) 527 49%	244 47%	283 50%	28 50%	163 53%	187 50%	132 48%	17 30%	1 15%	140 50%	140 53%	128 44%	119 49%	106 55%	309 47%
Tend to disagree	(2) 198 18%	91 18%	107 19%	6 11%	49 16%	64 17%	57 21%	20 35%	3 72%	52 18%	50 19%	57 20%	40 16%	33 17%	122 19%
Strongly disagree	(1) 98 9%	44 9%	54 10%	5 9%	16 5%	27 7%	37 13%	12 21%	- -	27 10%	25 10%	27 9%	18 7%	18 9%	57 9%
NET: Disagree	296 27%	135 26%	161 29%	11 20%	65 21%	90 24%	94 34%	33 57%	3 72%	79 28%	75 29%	84 29%	58 24%	51 26%	179 27%
Don't know	70 7%	42 8%	29 5%	5 10%	25 8%	27 7%	11 4%	1 2%	1 14%	13 5%	16 6%	22 8%	19 8%	10 5%	49 8%
Mean	2.79	2.82	2.77	2.91	2.90	2.88	2.65	2.33	2.17	2.78	2.72	2.80	2.87	2.77	2.80
Standard deviation	0.85	0.86	0.85	0.87	0.77	0.83	0.90	0.96	0.45	0.86	0.82	0.89	0.83	0.82	0.85
Standard error	0.03	0.04	0.04	0.12	0.05	0.04	0.06	0.13	0.26	0.05	0.05	0.06	0.06	0.06	0.04

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 10
Q.3 To what extent do you agree or disagree with the following statements?
I often use a tablet, smartphone or computer when I am with my children
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	711 66%	55 59%	39 58%	618 67%	34 68%	85 72%	72 67%	70 66%	61 66%	64 66%	77 61%	103 73%	51 64%	626 68%	581 66%	264 66%	325 69%	269 68%	174 62%
Strongly agree	(4) 184 17%	11 11%	11 17%	162 18%	13 27%	18 16%	18 17%	17 16%	6 7%	17 17%	35 28%	24 17%	13 16%	162 18%	146 17%	66 17%	71 15%	76 19%	49 17%
Tend to agree	(3) 527 49%	44 47%	27 41%	456 50%	21 42%	67 57%	54 50%	53 50%	55 59%	47 49%	42 33%	79 56%	38 47%	464 50%	436 50%	198 50%	254 54%	193 49%	125 45%
Tend to disagree	(2) 198 18%	29 31%	11 17%	158 17%	8 16%	17 14%	19 18%	19 18%	12 13%	15 15%	27 21%	21 15%	20 25%	164 18%	162 19%	68 17%	80 17%	71 18%	53 19%
Strongly disagree	(1) 98 9%	5 6%	9 13%	84 9%	4 8%	8 7%	4 4%	11 10%	12 13%	12 12%	16 12%	10 7%	6 7%	69 8%	84 10%	34 8%	38 8%	34 8%	38 14%
NET: Disagree	296 27%	34 37%	20 30%	242 26%	12 25%	25 22%	24 22%	30 28%	25 26%	27 28%	42 34%	31 22%	26 32%	234 25%	247 28%	102 25%	118 25%	105 26%	91 33%
Don't know	70 7%	4 4%	8 12%	58 6%	4 7%	7 6%	12 11%	6 5%	7 8%	6 6%	7 5%	6 4%	4 5%	63 7%	49 6%	33 8%	27 6%	22 6%	14 5%
Mean	2.79	2.68	2.71	2.81	2.93	2.86	2.89	2.76	2.64	2.76	2.81	2.87	2.77	2.84	2.78	2.81	2.81	2.83	2.70
Standard deviation	0.85	0.76	0.95	0.85	0.91	0.78	0.75	0.87	0.82	0.91	1.01	0.79	0.83	0.82	0.85	0.84	0.80	0.85	0.93
Standard error	0.03	0.08	0.13	0.03	0.14	0.07	0.08	0.09	0.09	0.10	0.09	0.07	0.09	0.03	0.03	0.04	0.04	0.05	0.06

Device Usage Survey
ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 11

Q.3 To what extent do you agree or disagree with the following statements?

I often reward my children's good behaviour by letting them use a tablet/laptop/smartphone or watch TV

Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	468 43%	232 45%	235 42%	28 50%	161 52%	182 48%	85 31%	10 18%	2 44%	140 50%	96 36%	139 48%	92 38%	88 45%	291 45%
Strongly agree	(4) 9%	52 10%	47 8%	11 19%	42 14%	30 8%	14 5%	3 6%	- -	30 11%	20 7%	27 9%	22 9%	26 13%	58 9%
Tend to agree	(3) 34%	180 35%	189 33%	17 31%	119 39%	152 40%	71 26%	7 13%	2 44%	110 39%	77 29%	112 38%	70 29%	62 32%	233 36%
Tend to disagree	(2) 29%	148 29%	161 29%	9 16%	74 24%	102 27%	103 37%	20 35%	- -	78 28%	81 31%	80 27%	70 29%	60 31%	181 28%
Strongly disagree	(1) 19%	80 16%	123 22%	9 17%	41 14%	55 15%	73 26%	23 39%	2 42%	47 17%	57 22%	44 15%	55 23%	31 16%	118 18%
NET: Disagree	512 47%	228 44%	284 50%	18 33%	116 38%	157 42%	176 64%	43 75%	2 42%	125 45%	138 52%	123 42%	126 52%	91 47%	299 46%
Don't know	98 9%	54 10%	44 8%	10 17%	31 10%	38 10%	15 5%	4 7%	1 14%	15 5%	30 11%	30 10%	24 10%	16 8%	62 10%
Mean	2.37	2.44	2.31	2.63	2.58	2.46	2.10	1.83	2.02	2.46	2.25	2.47	2.27	2.46	2.39
Standard deviation	0.92	0.91	0.93	1.06	0.92	0.87	0.87	0.89	1.19	0.91	0.92	0.89	0.96	0.94	0.91
Standard error	0.03	0.04	0.04	0.15	0.06	0.05	0.06	0.13	0.69	0.06	0.06	0.06	0.07	0.07	0.04

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 12

Q.3 To what extent do you agree or disagree with the following statements?

I often reward my children's good behaviour by letting them use a tablet/laptop/smartphone or watch TV

Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	468 43%	43 46%	31 47%	393 43%	26 51%	56 48%	42 39%	47 44%	39 42%	41 42%	51 41%	64 46%	27 33%	433 47%	383 44%	209 52%	261 56%	161 41%	88 31%
Strongly agree	(4) 99 9%	10 11%	4 6%	85 9%	9 17%	19 16%	7 7%	11 11%	7 7%	6 6%	11 9%	10 7%	5 6%	89 10%	77 9%	46 11%	54 11%	32 8%	18 7%
Tend to agree	(3) 369 34%	33 35%	27 41%	309 34%	17 34%	38 32%	35 32%	35 33%	32 35%	35 36%	41 32%	54 39%	22 27%	344 37%	305 35%	163 41%	207 44%	129 32%	70 25%
Tend to disagree	(2) 309 29%	23 25%	16 25%	269 29%	15 29%	32 27%	31 29%	24 23%	28 30%	21 22%	44 35%	45 32%	31 38%	263 29%	257 29%	84 21%	112 24%	134 34%	78 28%
Strongly disagree	(1) 203 19%	21 22%	11 16%	171 19%	5 11%	22 19%	19 17%	25 24%	20 21%	24 24%	21 17%	20 14%	16 19%	146 16%	171 19%	63 16%	65 14%	76 19%	87 31%
NET: Disagree	512 47%	44 47%	27 41%	441 48%	20 40%	54 46%	49 46%	49 47%	47 51%	45 46%	65 52%	65 46%	46 57%	409 44%	428 49%	147 37%	177 38%	210 53%	164 59%
Don't know	98 9%	6 7%	8 12%	84 9%	5 10%	7 6%	16 15%	9 9%	6 7%	12 12%	10 8%	11 8%	8 10%	80 9%	66 8%	43 11%	31 7%	25 6%	27 10%
Mean	2.37	2.37	2.42	2.37	2.64	2.48	2.34	2.34	2.31	2.27	2.35	2.42	2.22	2.45	2.36	2.54	2.57	2.32	2.08
Standard deviation	0.92	0.98	0.88	0.92	0.93	1.00	0.90	1.00	0.91	0.95	0.89	0.85	0.85	0.90	0.92	0.93	0.89	0.90	0.95
Standard error	0.03	0.11	0.12	0.03	0.14	0.10	0.09	0.10	0.10	0.10	0.08	0.08	0.09	0.03	0.03	0.05	0.04	0.05	0.06

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 13

Q.3 To what extent do you agree or disagree with the following statements?

Screens (eg. tablets, computers, smartphones and TVs) are a good distraction for my children when I am busy or tired

Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	676 63%	319 62%	357 63%	34 61%	209 68%	259 69%	146 53%	26 45%	2 44%	189 68%	155 59%	187 64%	145 60%	123 63%	406 62%
Strongly agree	(4) 146 14%	67 13%	78 14%	11 19%	61 20%	53 14%	17 6%	4 6%	- -	45 16%	32 12%	40 14%	29 12%	31 16%	83 13%
Tend to agree	(3) 530 49%	252 49%	278 49%	23 42%	148 48%	207 55%	128 46%	22 39%	2 44%	145 52%	123 47%	147 50%	116 48%	92 47%	323 50%
Tend to disagree	(2) 201 19%	101 20%	100 18%	11 19%	53 17%	59 16%	65 23%	15 25%	- -	41 15%	54 21%	56 19%	51 21%	36 18%	126 19%
Strongly disagree	(1) 112 10%	48 9%	64 11%	3 5%	17 6%	31 8%	45 16%	15 26%	2 42%	35 13%	32 12%	21 7%	24 10%	22 12%	60 9%
NET: Disagree	313 29%	149 29%	165 29%	13 24%	70 23%	90 24%	109 40%	29 51%	2 42%	76 27%	86 33%	76 26%	75 31%	58 30%	187 29%
Don't know	88 8%	46 9%	42 7%	8 15%	28 9%	28 7%	21 8%	2 4%	1 14%	15 5%	23 9%	29 10%	22 9%	13 7%	59 9%
Mean	2.72	2.72	2.71	2.89	2.91	2.80	2.46	2.27	2.02	2.75	2.64	2.78	2.68	2.72	2.72
Standard deviation	0.85	0.83	0.87	0.82	0.80	0.80	0.86	0.94	1.19	0.89	0.87	0.79	0.84	0.89	0.83
Standard error	0.03	0.04	0.04	0.11	0.05	0.04	0.06	0.13	0.69	0.05	0.05	0.05	0.06	0.07	0.04

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 14

Q.3 To what extent do you agree or disagree with the following statements?

Screens (eg. tablets, computers, smartphones and TVs) are a good distraction for my children when I am busy or tired

Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	676 63%	52 56%	37 56%	586 64%	33 65%	76 65%	74 69%	63 60%	57 61%	60 62%	88 70%	86 61%	49 60%	611 66%	550 63%	256 64%	339 72%	246 62%	145 52%
Strongly agree	(4) 146 14%	10 11%	10 15%	125 14%	11 22%	21 18%	11 10%	18 17%	13 14%	8 9%	25 20%	13 9%	6 7%	136 15%	109 12%	74 19%	77 16%	46 11%	28 10%
Tend to agree	(3) 530 49%	42 45%	27 41%	461 50%	22 43%	55 47%	63 59%	45 43%	44 47%	52 53%	64 50%	73 52%	43 54%	475 51%	441 50%	182 46%	262 56%	200 50%	117 42%
Tend to disagree	(2) 201 19%	23 25%	13 20%	166 18%	10 20%	24 21%	14 13%	23 22%	21 22%	9 9%	18 14%	28 20%	18 23%	167 18%	167 19%	74 18%	72 15%	80 20%	54 19%
Strongly disagree	(1) 112 10%	11 12%	8 12%	93 10%	3 6%	10 9%	5 5%	12 12%	7 8%	16 17%	14 11%	17 12%	8 10%	72 8%	95 11%	30 8%	29 6%	42 11%	56 20%
NET: Disagree	313 29%	34 36%	21 31%	259 28%	13 27%	34 29%	19 18%	35 33%	28 30%	26 26%	32 25%	46 32%	26 33%	240 26%	262 30%	104 26%	101 22%	122 31%	110 39%
Don't know	88 8%	7 7%	8 13%	73 8%	4 9%	7 6%	15 14%	7 7%	8 8%	12 12%	6 5%	9 6%	6 7%	72 8%	64 7%	39 10%	28 6%	29 7%	24 9%
Mean	2.72	2.60	2.68	2.73	2.88	2.79	2.86	2.70	2.73	2.61	2.83	2.62	2.62	2.79	2.70	2.83	2.88	2.68	2.46
Standard deviation	0.85	0.86	0.92	0.84	0.86	0.86	0.68	0.91	0.83	0.91	0.89	0.83	0.78	0.81	0.85	0.85	0.77	0.84	0.95
Standard error	0.03	0.10	0.13	0.03	0.13	0.08	0.07	0.09	0.10	0.10	0.08	0.07	0.08	0.03	0.03	0.05	0.04	0.04	0.06

Device Usage Survey
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Absolutes/col percents

Table 15
Q.3 To what extent do you agree or disagree with the following statements?
Screens are a good way of rewarding good behaviour
Base: All parents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606	
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652	
NET: Agree	473 44%	234 46%	239 42%	27 49%	159 52%	180 48%	92 33%	13 23%	2 44%	135 48%	104 40%	145 50%	88 37%	97 50%	285 44%	
Strongly agree	(4) 9%	99 9%	49 9%	50 9%	8 14%	49 16%	28 7%	12 4%	2 3%	- -	35 13%	22 8%	25 9%	17 7%	24 12%	63 10%
Tend to agree	(3) 35%	374 36%	186 33%	189 33%	20 36%	110 36%	151 40%	80 29%	12 20%	2 44%	100 36%	82 31%	120 41%	72 30%	73 38%	222 34%
Tend to disagree	(2) 29%	311 28%	142 30%	169 30%	10 17%	78 26%	100 26%	101 36%	21 36%	2 42%	82 29%	83 31%	69 24%	78 32%	55 28%	191 29%
Strongly disagree	(1) 14%	151 13%	68 13%	83 15%	8 14%	32 11%	43 11%	51 19%	17 29%	- -	40 14%	38 15%	33 11%	39 16%	23 12%	88 14%
NET: Disagree	462 43%	209 41%	253 45%	18 32%	111 36%	143 38%	152 55%	38 65%	2 42%	122 43%	121 46%	102 35%	117 48%	77 40%	279 43%	
Don't know	142 13%	71 14%	72 13%	11 19%	37 12%	55 15%	33 12%	7 11%	1 14%	23 8%	38 14%	45 15%	36 15%	20 10%	88 13%	
Mean	2.45	2.48	2.42	2.61	2.65	2.51	2.22	1.97	2.51	2.51	2.39	2.55	2.32	2.56	2.46	
Standard deviation	0.88	0.88	0.89	0.97	0.91	0.83	0.83	0.84	0.59	0.92	0.88	0.85	0.87	0.89	0.89	
Standard error	0.03	0.04	0.04	0.14	0.06	0.05	0.05	0.13	0.34	0.06	0.06	0.06	0.06	0.07	0.04	

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 16
Q.3 To what extent do you agree or disagree with the following statements?
Screens are a good way of rewarding good behaviour
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	473 44%	38 41%	29 43%	407 44%	31 61%	54 46%	44 41%	46 43%	48 51%	38 39%	56 44%	67 48%	24 30%	444 48%	388 44%	195 49%	257 55%	179 45%	82 29%
Strongly agree	(4) 99 9%	3 3%	2 3%	94 10%	11 22%	17 14%	6 6%	13 12%	7 8%	6 6%	22 17%	8 6%	4 5%	91 10%	81 9%	44 11%	48 10%	41 10%	18 6%
Tend to agree	(3) 374 35%	35 38%	26 40%	313 34%	20 39%	37 31%	37 35%	33 31%	41 44%	32 33%	34 27%	59 42%	20 25%	352 38%	307 35%	151 38%	209 44%	138 35%	64 23%
Tend to disagree	(2) 311 29%	34 37%	15 22%	262 29%	10 20%	31 26%	33 31%	30 28%	21 23%	29 29%	41 33%	34 24%	34 42%	256 28%	252 29%	104 26%	110 24%	117 30%	92 33%
Strongly disagree	(1) 151 14%	12 13%	15 22%	124 14%	5 10%	12 10%	12 11%	20 19%	14 15%	13 14%	15 12%	21 15%	12 15%	113 12%	131 15%	40 10%	56 12%	57 14%	57 21%
NET: Disagree	462 43%	46 50%	29 44%	386 42%	15 29%	43 37%	45 42%	50 47%	36 38%	42 43%	56 44%	55 39%	46 57%	370 40%	383 44%	144 36%	166 35%	174 44%	150 54%
Don't know	142 13%	8 9%	9 13%	126 14%	5 10%	21 18%	19 17%	10 10%	10 10%	17 18%	15 12%	19 13%	11 13%	109 12%	105 12%	59 15%	46 10%	43 11%	48 17%
Mean	2.45	2.34	2.28	2.47	2.81	2.60	2.43	2.40	2.49	2.38	2.56	2.44	2.23	2.52	2.44	2.59	2.59	2.46	2.18
Standard deviation	0.88	0.77	0.89	0.89	0.93	0.92	0.82	0.97	0.88	0.85	0.95	0.85	0.80	0.87	0.89	0.86	0.86	0.90	0.89
Standard error	0.03	0.09	0.12	0.03	0.14	0.09	0.09	0.10	0.10	0.10	0.09	0.08	0.09	0.03	0.03	0.05	0.04	0.05	0.06

Device Usage Survey
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Absolutes/col percents

Table 17

Q.3 To what extent do you agree or disagree with the following statements?**Use of screens should not be used by parents as a reward for good behaviour****Base: All parents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606	
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652	
NET: Agree	545 51%	265 51%	281 50%	29 52%	149 49%	192 51%	138 50%	34 59%	3 72%	162 58%	125 47%	147 50%	112 46%	106 55%	331 51%	
Strongly agree	(4) 19%	92 18%	108 19%	13 24%	55 18%	61 16%	49 18%	22 39%	- -	61 22%	45 17%	49 17%	45 19%	41 21%	115 18%	
Tend to agree	(3) 32%	346 34%	173 31%	16 29%	94 31%	131 35%	90 32%	12 21%	3 72%	101 36%	80 30%	98 34%	67 28%	66 34%	217 33%	
Tend to disagree	(2) 28%	298 28%	142 28%	156 28%	9 16%	91 30%	100 27%	86 31%	12 20%	1 15%	77 28%	84 32%	78 27%	59 25%	57 29%	177 27%
Strongly disagree	(1) 8%	87 8%	40 8%	47 8%	7 12%	27 9%	33 9%	16 6%	4 7%	- -	20 7%	16 6%	21 7%	29 12%	13 7%	54 8%
NET: Disagree	385 36%	182 35%	204 36%	16 28%	117 38%	134 35%	102 37%	16 28%	1 15%	97 35%	101 38%	99 34%	88 37%	70 36%	230 35%	
Don't know	147 14%	68 13%	79 14%	11 19%	41 13%	52 14%	36 13%	7 13%	1 14%	21 7%	39 15%	47 16%	41 17%	18 9%	90 14%	
Mean	2.71	2.71	2.70	2.79	2.67	2.67	2.71	3.04	2.83	2.78	2.68	2.71	2.64	2.76	2.70	
Standard deviation	0.91	0.89	0.92	1.04	0.91	0.89	0.87	1.01	0.45	0.90	0.87	0.88	0.99	0.89	0.90	
Standard error	0.03	0.04	0.04	0.15	0.06	0.05	0.06	0.15	0.26	0.06	0.06	0.06	0.07	0.07	0.04	

Device Usage Survey

ONLINE Fieldwork: 2nd - 6th September 2015

Absolutes/col percents

Table 18

Q.3 To what extent do you agree or disagree with the following statements?
Use of screens should not be used by parents as a reward for good behaviour
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	545 51%	49 53%	30 45%	466 51%	19 38%	62 53%	51 48%	58 55%	37 40%	46 47%	78 62%	66 47%	48 59%	463 50%	443 51%	197 49%	219 47%	204 51%	148 53%
Strongly agree	(4) 200 19%	14 15%	13 20%	173 19%	13 25%	30 26%	12 11%	20 19%	13 14%	16 17%	32 25%	22 16%	15 18%	160 17%	160 18%	72 18%	68 14%	73 18%	72 26%
Tend to agree	(3) 346 32%	36 38%	17 25%	293 32%	7 13%	32 27%	39 36%	39 37%	24 26%	30 31%	47 37%	44 31%	33 41%	302 33%	283 32%	125 31%	152 32%	131 33%	76 27%
Tend to disagree	(2) 298 28%	25 27%	18 28%	255 28%	21 42%	25 22%	31 29%	24 23%	38 41%	25 26%	28 22%	45 32%	18 22%	262 28%	249 28%	117 29%	146 31%	115 29%	73 26%
Strongly disagree	(1) 87 8%	6 6%	7 10%	75 8%	1 1%	19 16%	4 3%	8 8%	8 8%	6 6%	10 8%	11 8%	8 10%	76 8%	71 8%	32 8%	51 11%	26 7%	14 5%
NET: Disagree	385 36%	31 33%	25 38%	330 36%	22 43%	44 38%	34 32%	33 31%	45 49%	31 32%	38 30%	56 40%	26 32%	339 37%	320 36%	149 37%	197 42%	142 36%	87 31%
Don't know	147 14%	13 14%	11 17%	123 13%	9 19%	11 9%	22 20%	14 14%	10 11%	20 21%	10 8%	18 13%	7 9%	121 13%	114 13%	54 13%	53 11%	51 13%	45 16%
Mean	2.71	2.72	2.66	2.71	2.76	2.68	2.70	2.77	2.51	2.73	2.86	2.63	2.75	2.68	2.70	2.69	2.57	2.73	2.88
Standard deviation	0.91	0.83	0.99	0.91	0.92	1.07	0.76	0.90	0.88	0.88	0.92	0.89	0.90	0.90	0.90	0.90	0.90	0.88	0.92
Standard error	0.03	0.10	0.14	0.03	0.15	0.11	0.08	0.10	0.10	0.10	0.09	0.08	0.10	0.03	0.03	0.05	0.04	0.05	0.06

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Absolutes/col percents

Table 19

Q.3 To what extent do you agree or disagree with the following statements?**I stop my children from using devices (eg. TVs, tablets, computers, smartphones) as a punishment for bad behaviour****Base: All parents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	640 59%	298 58%	342 61%	32 57%	192 63%	260 69%	132 48%	22 39%	2 44%	179 64%	146 55%	174 59%	140 58%	115 59%	394 60%
Strongly agree	(4) 219 20%	96 19%	123 22%	9 16%	68 22%	99 26%	39 14%	5 9%	- -	57 20%	49 19%	60 21%	52 22%	40 20%	125 19%
Tend to agree	(3) 421 39%	202 39%	219 39%	23 41%	124 40%	162 43%	94 34%	17 30%	2 44%	122 44%	97 37%	114 39%	88 36%	75 39%	269 41%
Tend to disagree	(2) 227 21%	120 23%	108 19%	11 19%	62 20%	56 15%	78 28%	19 33%	2 42%	55 19%	58 22%	59 20%	56 23%	41 21%	139 21%
Strongly disagree	(1) 115 11%	43 8%	72 13%	5 9%	23 8%	25 7%	48 17%	15 26%	- -	30 11%	30 11%	29 10%	26 11%	23 12%	55 8%
NET: Disagree	343 32%	163 32%	180 32%	16 28%	85 28%	81 21%	125 45%	34 60%	2 42%	85 30%	88 33%	88 30%	81 34%	64 33%	195 30%
Don't know	95 9%	54 10%	41 7%	8 15%	30 10%	36 10%	19 7%	1 2%	1 14%	16 6%	30 11%	30 10%	20 8%	16 8%	63 10%
Mean	2.76	2.76	2.75	2.75	2.86	2.98	2.48	2.22	2.51	2.78	2.71	2.78	2.75	2.73	2.79
Standard deviation	0.93	0.89	0.97	0.88	0.89	0.86	0.96	0.95	0.59	0.92	0.94	0.92	0.95	0.95	0.88
Standard error	0.03	0.04	0.04	0.12	0.05	0.05	0.06	0.13	0.34	0.06	0.06	0.06	0.06	0.07	0.04

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Table 20

Q.3 To what extent do you agree or disagree with the following statements?**I stop my children from using devices (eg. TVs, tablets, computers, smartphones) as a punishment for bad behaviour****Base: All parents**

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	640 59%	55 59%	37 55%	548 60%	27 54%	68 58%	66 61%	72 68%	58 63%	57 59%	74 59%	82 58%	45 55%	591 64%	536 61%	255 64%	339 72%	260 66%	127 46%
Strongly agree	(4) 219 20%	19 21%	15 22%	185 20%	15 30%	20 17%	26 24%	23 22%	13 14%	20 20%	23 18%	31 22%	14 17%	204 22%	197 22%	81 20%	124 26%	104 26%	39 14%
Tend to agree	(3) 421 39%	35 38%	22 33%	363 40%	12 23%	48 41%	40 37%	48 46%	46 49%	38 39%	51 40%	51 36%	31 38%	387 42%	339 39%	174 44%	215 46%	156 39%	88 32%
Tend to disagree	(2) 227 21%	25 27%	10 15%	192 21%	10 21%	27 23%	22 21%	15 15%	15 16%	13 14%	29 23%	41 29%	19 24%	185 20%	187 21%	70 18%	80 17%	83 21%	71 25%
Strongly disagree	(1) 115 11%	9 10%	12 18%	94 10%	7 15%	13 11%	5 5%	12 11%	10 11%	11 12%	16 12%	9 6%	11 13%	67 7%	91 10%	30 8%	19 4%	29 7%	58 21%
NET: Disagree	343 32%	34 37%	22 33%	286 31%	18 36%	39 33%	28 26%	27 26%	25 27%	25 25%	45 35%	50 35%	30 38%	252 27%	278 32%	101 25%	99 21%	112 28%	129 46%
Don't know	95 9%	4 4%	7 11%	84 9%	5 11%	10 9%	14 13%	7 6%	10 10%	15 16%	7 6%	9 6%	6 7%	80 9%	63 7%	43 11%	31 7%	24 6%	23 8%
Mean	2.76	2.73	2.67	2.77	2.77	2.70	2.92	2.84	2.73	2.80	2.69	2.79	2.63	2.86	2.79	2.86	3.01	2.90	2.42
Standard deviation	0.93	0.92	1.07	0.92	1.10	0.91	0.86	0.93	0.87	0.96	0.94	0.88	0.95	0.87	0.94	0.87	0.80	0.90	1.00
Standard error	0.03	0.10	0.15	0.03	0.17	0.09	0.09	0.10	0.10	0.11	0.09	0.08	0.10	0.03	0.03	0.05	0.04	0.05	0.07

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Absolutes/col percents

Table 21
Q.4 To what extent do you agree or disagree with the following statements?
Summary Table
Base: All parents

	Statements				
	I think my child(ren) is/are addicted to their screen (tablet, TV, smartphone)	There are educational benefits to having access to a tablet, smartphone	Access to tablets, smartphones means my child(ren) is/are less lonely than they would be otherwise	I think that the positives of screen use outweigh the negatives	My child(ren) spends too much time in front a screen
Unweighted base	1056	1056	1056	1056	1056
Weighted base	1078	1078	1078	1078	1078
NET: Agree	459 43%	908 84%	465 43%	626 58%	512 47%
Strongly agree (4)	153 14%	308 29%	93 9%	118 11%	133 12%
Tend to agree (3)	306 28%	600 56%	372 34%	508 47%	379 35%
Tend to disagree (2)	312 29%	79 7%	319 30%	208 19%	346 32%
Strongly disagree (1)	223 21%	15 1%	150 14%	54 5%	133 12%
NET: Disagree	535 50%	94 9%	469 44%	262 24%	479 44%
Don't know	83 8%	75 7%	144 13%	190 18%	87 8%
Mean	2.39	3.20	2.44	2.78	2.52
Standard deviation	1.00	0.64	0.88	0.75	0.89
Standard error	0.03	0.02	0.03	0.03	0.03

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Absolutes/col percents

Table 22
Q.4 To what extent do you agree or disagree with the following statements?
I think my child(ren) is/are addicted to their screen (tablet, TV, smartphone)
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	459 43%	222 43%	237 42%	21 37%	121 39%	166 44%	123 44%	28 49%	-	116 41%	104 40%	132 45%	106 44%	87 45%	281 43%
Strongly agree	(4) 153 14%	74 14%	79 14%	5 9%	44 14%	60 16%	40 14%	5 8%	-	43 15%	27 10%	51 18%	32 13%	29 15%	92 14%
Tend to agree	(3) 306 28%	148 29%	158 28%	16 28%	78 25%	106 28%	83 30%	23 41%	-	73 26%	78 29%	81 28%	74 31%	58 30%	189 29%
Tend to disagree	(2) 312 29%	153 30%	159 28%	12 21%	72 24%	111 29%	97 35%	20 34%	1 15%	88 31%	69 26%	85 29%	70 29%	62 32%	170 26%
Strongly disagree	(1) 223 21%	91 18%	132 23%	16 30%	86 28%	67 18%	44 16%	9 15%	1 29%	63 23%	61 23%	48 17%	51 21%	33 17%	142 22%
NET: Disagree	535 50%	244 48%	291 52%	28 51%	159 52%	178 47%	140 51%	28 49%	2 44%	151 54%	130 49%	134 46%	121 50%	95 49%	312 48%
Don't know	83 8%	48 9%	35 6%	7 12%	27 9%	33 9%	13 5%	1 2%	2 56%	13 5%	29 11%	27 9%	15 6%	12 6%	59 9%
Mean	2.39	2.44	2.35	2.19	2.28	2.46	2.45	2.43	1.34	2.36	2.30	2.51	2.38	2.46	2.39
Standard deviation	1.00	0.98	1.01	1.03	1.07	0.99	0.94	0.85	-	1.01	0.98	1.00	0.99	0.96	1.01
Standard error	0.03	0.05	0.04	0.14	0.06	0.05	0.06	0.12	-	0.06	0.06	0.07	0.07	0.07	0.04

Device Usage Survey

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Absolutes/col percents

Table 23

Q.4 To what extent do you agree or disagree with the following statements?

I think my child(ren) is/are addicted to their screen (tablet, TV, smartphone)

Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	459 43%	41 44%	22 34%	395 43%	19 37%	54 46%	44 41%	44 42%	40 43%	44 45%	61 48%	58 41%	33 41%	366 40%	414 47%	131 33%	201 43%	187 47%	161 58%
Strongly agree	(4) 153 14%	10 11%	8 11%	135 15%	8 17%	19 16%	14 13%	14 14%	14 15%	16 16%	19 15%	21 15%	10 12%	119 13%	135 15%	44 11%	60 13%	68 17%	59 21%
Tend to agree	(3) 306 28%	31 33%	15 23%	260 28%	10 20%	35 29%	30 28%	30 28%	26 28%	28 29%	42 33%	37 26%	23 28%	247 27%	279 32%	87 22%	142 30%	119 30%	102 36%
Tend to disagree	(2) 312 29%	25 27%	23 35%	264 29%	15 29%	32 27%	34 32%	21 20%	28 30%	29 29%	30 24%	49 35%	27 33%	275 30%	259 30%	106 27%	143 30%	121 31%	73 26%
Strongly disagree	(1) 223 21%	22 24%	10 15%	191 21%	11 22%	25 21%	14 13%	34 32%	20 22%	19 20%	24 19%	25 18%	18 22%	209 23%	147 17%	121 30%	99 21%	60 15%	24 9%
NET: Disagree	535 50%	47 51%	34 50%	455 50%	26 51%	57 48%	48 45%	55 53%	48 52%	48 49%	54 43%	74 53%	45 55%	484 52%	406 46%	227 57%	242 52%	181 46%	97 35%
Don't know	83 8%	5 5%	11 16%	68 7%	6 12%	7 6%	15 14%	6 6%	5 5%	5 5%	12 9%	9 6%	3 4%	73 8%	57 7%	41 10%	26 5%	29 7%	21 7%
Mean	2.39	2.33	2.35	2.40	2.35	2.44	2.47	2.24	2.38	2.44	2.49	2.40	2.32	2.32	2.49	2.15	2.37	2.53	2.76
Standard deviation	1.00	0.98	0.93	1.00	1.06	1.02	0.93	1.08	1.01	1.01	1.01	0.97	0.97	1.00	0.97	1.03	0.97	0.97	0.91
Standard error	0.03	0.11	0.13	0.03	0.16	0.10	0.09	0.11	0.11	0.11	0.09	0.09	0.10	0.03	0.03	0.05	0.05	0.05	0.06

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Table 24

Q.4 To what extent do you agree or disagree with the following statements?**There are educational benefits to having access to a tablet, smartphone****Base: All parents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	908 84%	410 80%	498 88%	43 77%	253 82%	320 85%	243 88%	46 79%	3 86%	242 86%	224 85%	232 79%	210 87%	164 84%	531 81%
Strongly agree	(4) 308 29%	157 31%	151 27%	10 19%	102 33%	113 30%	70 25%	13 22%	1 15%	84 30%	67 26%	80 27%	77 32%	49 25%	180 28%
Tend to agree	(3) 600 56%	253 49%	347 62%	32 58%	151 49%	207 55%	173 63%	33 58%	3 72%	158 56%	156 59%	152 52%	133 55%	114 59%	351 54%
Tend to disagree	(2) 79 7%	49 9%	30 5%	6 10%	24 8%	26 7%	16 6%	7 12%	- -	20 7%	14 5%	30 10%	16 6%	17 9%	57 9%
Strongly disagree	(1) 15 1%	9 2%	5 1%	1 2%	4 1%	4 1%	3 1%	2 4%	- -	3 1%	6 2%	5 2%	1 1%	3 2%	9 1%
NET: Disagree	94 9%	58 11%	36 6%	7 12%	28 9%	30 8%	19 7%	9 16%	- -	23 8%	19 7%	35 12%	17 7%	20 10%	66 10%
Don't know	75 7%	46 9%	30 5%	6 11%	25 8%	27 7%	14 5%	2 4%	1 14%	15 6%	20 8%	25 9%	14 6%	10 5%	55 8%
Mean	3.20	3.19	3.21	3.05	3.25	3.22	3.18	3.02	3.17	3.22	3.17	3.15	3.26	3.14	3.18
Standard deviation	0.64	0.70	0.58	0.65	0.67	0.63	0.58	0.73	0.45	0.62	0.63	0.68	0.61	0.64	0.65
Standard error	0.02	0.03	0.02	0.09	0.04	0.03	0.04	0.10	0.26	0.04	0.04	0.04	0.04	0.05	0.03

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Table 25

Q.4 To what extent do you agree or disagree with the following statements?

There are educational benefits to having access to a tablet, smartphone

Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	908 84%	79 85%	53 79%	777 85%	41 81%	100 86%	86 80%	90 85%	77 83%	87 89%	111 88%	113 81%	71 87%	782 85%	751 86%	330 83%	410 87%	342 86%	235 84%
Strongly agree	(4) 308 29%	29 31%	20 29%	260 28%	19 37%	40 34%	23 22%	34 32%	29 32%	27 27%	31 24%	40 29%	17 21%	276 30%	259 30%	107 27%	150 32%	121 31%	65 23%
Tend to agree	(3) 600 56%	50 54%	33 50%	516 56%	22 44%	61 52%	63 59%	56 53%	48 51%	60 61%	80 64%	73 52%	54 66%	506 55%	492 56%	224 56%	260 55%	221 56%	170 61%
Tend to disagree	(2) 79 7%	9 10%	3 5%	67 7%	5 9%	7 6%	6 6%	8 7%	7 8%	6 6%	6 5%	17 12%	5 6%	68 7%	60 7%	33 8%	30 6%	26 6%	17 6%
Strongly disagree	(1) 15 1%	- -	1 2%	13 1%	- -	3 3%	1 1%	- -	4 4%	- -	1 1%	2 2%	2 2%	11 1%	13 1%	3 1%	4 1%	7 2%	7 2%
NET: Disagree	94 9%	9 10%	4 7%	80 9%	5 9%	10 9%	8 7%	8 7%	11 12%	6 6%	8 6%	19 13%	6 8%	79 9%	73 8%	36 9%	34 7%	32 8%	23 8%
Don't know	75 7%	5 5%	9 14%	61 7%	5 9%	7 6%	13 12%	8 8%	5 5%	5 5%	7 6%	8 6%	4 5%	62 7%	52 6%	32 8%	26 5%	22 6%	21 8%
Mean	3.20	3.22	3.24	3.19	3.31	3.24	3.15	3.27	3.17	3.22	3.19	3.14	3.12	3.22	3.21	3.18	3.25	3.22	3.14
Standard deviation	0.64	0.62	0.66	0.64	0.65	0.70	0.60	0.60	0.75	0.56	0.57	0.69	0.60	0.63	0.64	0.62	0.61	0.65	0.63
Standard error	0.02	0.07	0.09	0.02	0.10	0.07	0.06	0.06	0.09	0.06	0.05	0.06	0.06	0.02	0.02	0.03	0.03	0.03	0.04

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Table 26

Q.4 To what extent do you agree or disagree with the following statements?

Access to tablets, smartphones means my child(ren) is/are less lonely than they would be otherwise

Base: All parents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606	
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652	
NET: Agree	465 43%	228 44%	237 42%	17 30%	138 45%	176 47%	115 42%	18 31%	1 15%	125 45%	102 39%	137 47%	101 42%	91 47%	276 42%	
Strongly agree	(4) 9%	93 10%	54 7%	39 10%	5 11%	33 9%	33 7%	19 5%	3 -	- 11%	30 4%	12 9%	25 11%	26 11%	19 10%	59 9%
Tend to agree	(3) 34%	372 34%	174 35%	198 20%	11 34%	106 38%	143 35%	96 26%	15 15%	1 34%	95 34%	90 34%	112 38%	74 31%	72 37%	218 33%
Tend to disagree	(2) 30%	319 31%	161 28%	158 29%	16 28%	86 29%	109 31%	85 37%	21 42%	2 29%	81 29%	84 32%	85 29%	70 29%	57 29%	199 31%
Strongly disagree	(1) 14%	150 11%	55 17%	94 17%	13 24%	40 13%	41 11%	40 15%	13 23%	1 29%	42 15%	46 18%	31 10%	31 13%	27 14%	83 13%
NET: Disagree	469 44%	216 42%	252 45%	30 53%	126 41%	150 40%	125 45%	35 60%	3 72%	123 44%	130 49%	115 39%	101 42%	84 43%	282 43%	
Don't know	144 13%	70 14%	74 13%	9 17%	42 14%	51 13%	36 13%	5 9%	1 14%	32 11%	32 12%	40 14%	40 17%	20 10%	93 14%	
Mean	2.44	2.51	2.37	2.18	2.49	2.52	2.39	2.13	1.83	2.46	2.29	2.52	2.48	2.47	2.45	
Standard deviation	0.88	0.86	0.88	0.99	0.90	0.84	0.86	0.86	0.82	0.91	0.84	0.83	0.91	0.89	0.87	
Standard error	0.03	0.04	0.04	0.14	0.06	0.05	0.06	0.12	0.48	0.06	0.05	0.06	0.06	0.07	0.04	

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Absolutes/col percents

Table 27

Q.4 To what extent do you agree or disagree with the following statements?
Access to tablets, smartphones means my child(ren) is/are less lonely than they would be otherwise
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	465 43%	36 39%	28 42%	401 44%	29 57%	55 47%	43 40%	34 33%	38 41%	37 38%	73 58%	64 45%	28 35%	405 44%	393 45%	149 37%	205 44%	187 47%	125 45%
Strongly agree	(4) 93 9%	7 8%	5 8%	80 9%	9 17%	13 11%	12 11%	11 10%	6 6%	3 3%	15 12%	10 7%	3 4%	81 9%	78 9%	30 7%	39 8%	36 9%	27 10%
Tend to agree	(3) 372 34%	29 31%	22 34%	320 35%	20 40%	42 36%	31 29%	24 22%	33 35%	34 35%	58 46%	54 38%	25 31%	324 35%	315 36%	119 30%	166 35%	151 38%	98 35%
Tend to disagree	(2) 319 30%	32 35%	22 34%	265 29%	10 20%	35 30%	31 29%	42 40%	28 30%	25 25%	23 18%	46 33%	25 31%	281 30%	259 30%	125 31%	149 32%	121 30%	67 24%
Strongly disagree	(1) 150 14%	9 10%	7 11%	133 14%	5 9%	13 11%	15 14%	13 12%	9 10%	21 22%	19 15%	20 14%	18 23%	120 13%	109 12%	70 18%	57 12%	39 10%	39 14%
NET: Disagree	469 44%	42 45%	29 44%	398 43%	15 29%	48 41%	46 43%	55 52%	37 40%	46 47%	42 33%	66 47%	43 54%	401 43%	368 42%	196 49%	205 44%	160 40%	106 38%
Don't know	144 13%	15 16%	9 14%	120 13%	7 14%	14 12%	18 17%	16 15%	18 19%	15 15%	12 9%	11 8%	9 11%	117 13%	116 13%	54 14%	59 13%	50 13%	48 17%
Mean	2.44	2.44	2.46	2.44	2.76	2.53	2.45	2.36	2.46	2.23	2.59	2.42	2.18	2.45	2.47	2.31	2.46	2.53	2.49
Standard deviation	0.88	0.82	0.84	0.88	0.90	0.87	0.93	0.87	0.80	0.87	0.92	0.85	0.87	0.86	0.86	0.89	0.85	0.83	0.91
Standard error	0.03	0.10	0.12	0.03	0.14	0.09	0.10	0.09	0.10	0.10	0.09	0.08	0.10	0.03	0.03	0.05	0.04	0.05	0.06

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Absolutes/col percents

Table 28
Q.4 To what extent do you agree or disagree with the following statements?
I think that the positives of screen use outweigh the negatives
Base: All parents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	626 58%	301 59%	324 58%	25 45%	171 56%	231 61%	164 59%	33 58%	2 44%	175 62%	145 55%	164 56%	141 58%	121 62%	359 55%
Strongly agree	(4) 118 11%	59 12%	59 10%	3 5%	39 13%	41 11%	29 11%	6 11%	- -	28 10%	24 9%	40 14%	27 11%	17 9%	75 11%
Tend to agree	(3) 508 47%	242 47%	266 47%	22 40%	132 43%	189 50%	135 49%	27 47%	2 44%	147 53%	121 46%	125 43%	114 47%	104 54%	284 44%
Tend to disagree	(2) 208 19%	101 20%	107 19%	13 23%	70 23%	63 17%	48 17%	12 21%	2 42%	54 19%	56 21%	50 17%	49 20%	36 19%	135 21%
Strongly disagree	(1) 54 5%	21 4%	33 6%	5 10%	11 4%	16 4%	14 5%	8 14%	- -	14 5%	12 5%	18 6%	10 4%	12 6%	31 5%
NET: Disagree	262 24%	123 24%	139 25%	18 33%	81 26%	79 21%	62 22%	20 35%	2 42%	68 24%	68 26%	69 23%	58 24%	48 25%	167 26%
Don't know	190 18%	90 18%	100 18%	13 22%	55 18%	68 18%	50 18%	4 8%	1 14%	38 13%	51 19%	59 20%	42 17%	25 13%	126 19%
Mean	2.78	2.80	2.76	2.51	2.79	2.83	2.80	2.58	2.51	2.78	2.74	2.80	2.79	2.75	2.77
Standard deviation	0.75	0.74	0.76	0.79	0.75	0.71	0.74	0.89	0.59	0.72	0.73	0.82	0.73	0.73	0.76
Standard error	0.03	0.04	0.03	0.12	0.05	0.04	0.05	0.13	0.34	0.05	0.05	0.06	0.05	0.06	0.03

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Table 29

Q.4 To what extent do you agree or disagree with the following statements?

I think that the positives of screen use outweigh the negatives

Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	626 58%	56 60%	35 53%	535 58%	22 44%	76 65%	60 56%	69 65%	55 59%	55 57%	63 50%	85 60%	50 62%	548 59%	533 61%	209 52%	291 62%	254 64%	156 56%
Strongly agree	(4) 118 11%	14 16%	9 13%	95 10%	7 13%	12 10%	9 9%	16 15%	10 11%	8 8%	14 11%	14 10%	6 7%	101 11%	103 12%	37 9%	58 12%	50 13%	31 11%
Tend to agree	(3) 508 47%	41 44%	27 40%	440 48%	15 30%	65 55%	51 47%	53 50%	44 48%	47 49%	50 39%	71 50%	44 55%	447 48%	430 49%	172 43%	233 50%	205 52%	125 45%
Tend to disagree	(2) 208 19%	19 20%	16 24%	173 19%	10 20%	20 17%	21 19%	16 16%	14 15%	13 13%	35 28%	26 18%	18 22%	176 19%	160 18%	89 22%	95 20%	56 14%	45 16%
Strongly disagree	(1) 54 5%	1 1%	3 4%	50 5%	2 4%	7 6%	4 3%	3 3%	3 3%	8 8%	10 8%	9 6%	4 5%	40 4%	43 5%	21 5%	17 4%	17 4%	20 7%
NET: Disagree	262 24%	20 22%	19 28%	223 24%	12 24%	27 23%	24 23%	20 19%	17 19%	21 21%	45 36%	35 25%	22 28%	216 23%	203 23%	110 28%	112 24%	73 18%	66 24%
Don't know	190 18%	17 18%	12 19%	161 17%	16 32%	14 12%	23 22%	17 16%	21 23%	21 22%	18 14%	21 15%	9 11%	159 17%	141 16%	80 20%	66 14%	69 17%	58 21%
Mean	2.78	2.91	2.76	2.77	2.78	2.79	2.78	2.92	2.86	2.73	2.62	2.75	2.71	2.80	2.81	2.70	2.83	2.88	2.75
Standard deviation	0.75	0.71	0.79	0.75	0.84	0.73	0.70	0.72	0.70	0.79	0.82	0.76	0.70	0.73	0.74	0.76	0.72	0.72	0.81
Standard error	0.03	0.08	0.12	0.03	0.14	0.07	0.07	0.08	0.09	0.09	0.08	0.07	0.08	0.03	0.03	0.04	0.04	0.04	0.06

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Table 30
Q.4 To what extent do you agree or disagree with the following statements?
My child(ren) spends too much time in front a screen
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Agree	512 47%	247 48%	264 47%	27 49%	130 42%	186 49%	137 50%	31 54%	-	138 49%	116 44%	156 53%	102 42%	99 51%	309 47%
Strongly agree	(4) 133 12%	68 13%	65 11%	6 10%	37 12%	46 12%	36 13%	8 14%	-	34 12%	23 9%	45 15%	31 13%	27 14%	78 12%
Tend to agree	(3) 379 35%	179 35%	200 35%	22 39%	93 30%	140 37%	101 37%	23 40%	-	104 37%	93 35%	111 38%	71 30%	72 37%	231 35%
Tend to disagree	(2) 346 32%	171 33%	175 31%	13 23%	92 30%	125 33%	94 34%	20 35%	2	93 33%	87 33%	83 28%	83 34%	64 33%	205 32%
Strongly disagree	(1) 133 12%	47 9%	86 15%	8 14%	56 18%	34 9%	28 10%	6 10%	1	32 11%	37 14%	25 9%	39 16%	19 10%	78 12%
NET: Disagree	479 44%	217 42%	262 46%	21 37%	149 48%	159 42%	121 44%	25 44%	3 86%	125 44%	124 47%	108 37%	122 50%	83 43%	284 44%
Don't know	87 8%	50 10%	37 7%	8 13%	28 9%	32 9%	18 6%	1 2%	1 14%	18 6%	23 9%	29 10%	18 7%	12 6%	59 9%
Mean	2.52	2.58	2.46	2.52	2.40	2.57	2.56	2.60	1.66	2.53	2.43	2.66	2.42	2.58	2.52
Standard deviation	0.89	0.86	0.91	0.91	0.96	0.84	0.86	0.86	0.56	0.87	0.86	0.87	0.93	0.87	0.88
Standard error	0.03	0.04	0.04	0.13	0.06	0.05	0.05	0.12	0.32	0.05	0.05	0.06	0.06	0.06	0.04

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Absolutes/col percents

Table 31
Q.4 To what extent do you agree or disagree with the following statements?
My child(ren) spends too much time in front a screen
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York- shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Agree	512 47%	46 49%	25 38%	440 48%	21 42%	63 54%	48 45%	48 46%	49 53%	47 48%	67 53%	63 45%	33 41%	414 45%	455 52%	144 36%	222 47%	202 51%	170 61%
Strongly agree	(4) 133 12%	8 8%	7 11%	117 13%	7 13%	8 7%	12 11%	11 10%	10 10%	13 13%	26 21%	24 17%	7 9%	103 11%	117 13%	40 10%	52 11%	59 15%	51 18%
Tend to agree	(3) 379 35%	38 41%	18 27%	323 35%	14 28%	55 47%	36 34%	37 36%	39 42%	34 35%	41 32%	40 28%	26 32%	311 34%	338 39%	105 26%	170 36%	143 36%	119 43%
Tend to disagree	(2) 346 32%	26 28%	25 37%	295 32%	16 33%	32 27%	40 38%	31 29%	27 29%	30 30%	31 25%	59 42%	29 36%	311 34%	280 32%	133 33%	161 34%	139 35%	72 26%
Strongly disagree	(1) 133 12%	15 16%	8 12%	110 12%	8 16%	11 10%	6 6%	16 15%	12 13%	10 11%	20 16%	13 9%	14 18%	125 14%	82 9%	79 20%	59 13%	28 7%	12 4%
NET: Disagree	479 44%	41 44%	33 49%	405 44%	24 48%	43 37%	46 43%	46 44%	39 42%	40 41%	51 41%	71 51%	43 54%	436 47%	362 41%	212 53%	220 47%	167 42%	84 30%
Don't know	87 8%	6 6%	8 13%	73 8%	5 10%	10 9%	13 12%	11 10%	5 6%	10 10%	8 7%	6 4%	4 5%	73 8%	60 7%	43 11%	27 6%	27 7%	26 9%
Mean	2.52	2.45	2.43	2.53	2.44	2.57	2.57	2.46	2.53	2.57	2.62	2.55	2.34	2.46	2.60	2.29	2.49	2.63	2.82
Standard deviation	0.89	0.88	0.89	0.89	0.95	0.79	0.79	0.90	0.87	0.89	1.01	0.89	0.89	0.89	0.85	0.94	0.87	0.84	0.80
Standard error	0.03	0.10	0.13	0.03	0.14	0.08	0.08	0.09	0.10	0.10	0.09	0.08	0.09	0.03	0.03	0.05	0.04	0.04	0.05

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Absolutes/col percents

Table 32
Q.5 How concerned, if at all, are you about each of the following?
Summary Table
Base: All parents

		Concerns					My child(ren)'s mental development being affected by the amount of time they spend in front of a screen	My child(ren)'s physical development being affected by the amount of time they spend in front of a screen	
		My child(ren) accessing violent material online	My child(ren) being bullied online	My child(ren) bullying others online	My child(ren) accessing material of a sexual nature online	My child(ren) being groomed online	My child(ren) meeting strangers over the internet		
Unweighted base		1056	1056	1056	1056	1056	1056	1056	1056
Weighted base		1078	1078	1078	1078	1078	1078	1078	1078
NET: Concerned		559 52%	525 49%	314 29%	578 54%	525 49%	560 52%	419 39%	456 42%
Very concerned	(4)	224 21%	203 19%	131 12%	268 25%	243 23%	252 23%	145 13%	152 14%
Fairly concerned	(3)	335 31%	322 30%	183 17%	310 29%	282 26%	308 29%	275 25%	304 28%
Not very concerned	(2)	241 22%	242 22%	256 24%	218 20%	235 22%	220 20%	351 33%	298 28%
Not at all concerned	(1)	212 20%	251 23%	439 41%	215 20%	252 23%	233 22%	237 22%	252 23%
NET: Not concerned		453 42%	493 46%	695 64%	433 40%	487 45%	453 42%	588 55%	550 51%
Don't know		65 6%	59 5%	69 6%	67 6%	66 6%	64 6%	70 7%	71 7%
Mean		2.56	2.47	2.01	2.62	2.51	2.57	2.32	2.35
Standard deviation		1.05	1.07	1.07	1.09	1.11	1.10	0.99	1.02
Standard error		0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03

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Table 33
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) accessing violent material online
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	559 52%	256 50%	303 54%	31 56%	159 52%	212 56%	123 44%	32 55%	3 72%	142 51%	132 50%	163 56%	123 51%	104 53%	342 52%
Very concerned	(4) 224 21%	103 20%	121 21%	13 23%	79 26%	72 19%	55 20%	4 8%	1 29%	56 20%	53 20%	59 20%	56 23%	47 24%	126 19%
Fairly concerned	(3) 335 31%	153 30%	183 32%	19 34%	80 26%	140 37%	68 25%	27 47%	2 42%	86 31%	79 30%	103 35%	67 28%	57 29%	216 33%
Not very concerned	(2) 241 22%	127 25%	114 20%	4 7%	51 16%	84 22%	89 32%	13 22%	1 15%	68 24%	64 24%	62 21%	47 19%	45 23%	147 23%
Not at all concerned	(1) 212 20%	97 19%	115 20%	15 28%	71 23%	60 16%	53 19%	13 23%	-	58 21%	48 18%	45 15%	61 25%	34 17%	116 18%
NET: Not concerned	453 42%	223 43%	230 41%	19 35%	122 40%	144 38%	142 51%	26 45%	1 15%	126 45%	113 43%	107 37%	108 45%	78 40%	263 40%
Don't know	65 6%	35 7%	30 5%	5 9%	27 9%	21 6%	12 4%	-	1 14%	12 4%	19 7%	23 8%	10 4%	12 6%	47 7%
Mean	2.56	2.55	2.58	2.56	2.59	2.63	2.47	2.39	3.17	2.52	2.56	2.66	2.51	2.64	2.58
Standard deviation	1.05	1.04	1.06	1.17	1.15	0.99	1.03	0.93	0.82	1.05	1.04	1.00	1.12	1.06	1.02
Standard error	0.03	0.05	0.05	0.16	0.07	0.05	0.06	0.13	0.48	0.06	0.06	0.07	0.07	0.08	0.04

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Table 34
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) accessing violent material online
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	559 52%	52 56%	29 44%	478 52%	28 56%	67 57%	54 50%	57 54%	43 47%	46 47%	78 61%	67 47%	38 47%	504 55%	469 53%	211 53%	274 58%	227 57%	113 40%
Very concerned	(4) 224 21%	16 17%	16 24%	192 21%	17 33%	27 23%	23 22%	17 17%	21 22%	10 11%	34 27%	28 20%	15 19%	208 23%	186 21%	101 25%	122 26%	89 22%	35 13%
Fairly concerned	(3) 335 31%	36 39%	13 20%	285 31%	11 23%	40 34%	31 29%	39 37%	23 24%	35 36%	44 35%	39 28%	23 28%	296 32%	283 32%	110 28%	152 32%	138 35%	77 28%
Not very concerned	(2) 241 22%	20 21%	16 25%	205 22%	10 19%	17 14%	27 25%	21 20%	25 27%	23 24%	21 16%	39 28%	23 28%	193 21%	214 24%	60 15%	95 20%	107 27%	91 33%
Not at all concerned	(1) 212 20%	17 18%	14 21%	182 20%	10 21%	27 23%	17 16%	20 19%	20 22%	23 23%	21 16%	28 20%	16 20%	171 19%	154 18%	97 24%	79 17%	49 12%	59 21%
NET: Not concerned	453 42%	36 39%	30 45%	387 42%	20 40%	44 37%	43 40%	41 39%	45 49%	46 48%	41 33%	67 47%	39 48%	365 40%	368 42%	157 39%	174 37%	156 39%	149 54%
Don't know	65 6%	4 4%	7 10%	54 6%	2 4%	6 5%	10 9%	8 7%	4 5%	5 6%	7 6%	7 5%	4 5%	54 6%	40 5%	32 8%	21 4%	13 3%	17 6%
Mean	2.56	2.58	2.53	2.57	2.71	2.61	2.62	2.56	2.49	2.36	2.76	2.50	2.48	2.62	2.60	2.58	2.71	2.70	2.34
Standard deviation	1.05	0.99	1.13	1.05	1.16	1.11	1.03	1.01	1.09	0.98	1.05	1.04	1.04	1.05	1.03	1.15	1.05	0.97	0.97
Standard error	0.03	0.11	0.16	0.04	0.17	0.11	0.10	0.10	0.12	0.10	0.10	0.09	0.11	0.04	0.04	0.06	0.05	0.05	0.06

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Table 35
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) being bullied online
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	525 49%	230 45%	295 52%	29 52%	159 52%	197 52%	114 41%	24 42%	3 72%	127 45%	128 48%	148 51%	123 51%	93 48%	319 49%
Very concerned	(4) 203 19%	89 17%	114 20%	14 26%	69 23%	68 18%	45 16%	6 10%	1 29%	45 16%	45 17%	56 19%	57 23%	38 20%	114 17%
Fairly concerned	(3) 322 30%	141 27%	181 32%	15 26%	90 29%	129 34%	69 25%	18 32%	2 42%	82 29%	83 31%	91 31%	66 27%	55 28%	205 31%
Not very concerned	(2) 242 22%	128 25%	114 20%	5 9%	50 16%	83 22%	90 33%	14 24%	- -	71 25%	57 22%	70 24%	44 18%	47 24%	151 23%
Not at all concerned	(1) 251 23%	123 24%	128 23%	18 32%	74 24%	78 21%	61 22%	20 34%	1 15%	71 25%	61 23%	54 19%	65 27%	44 23%	139 21%
NET: Not concerned	493 46%	252 49%	242 43%	23 41%	124 40%	161 43%	151 55%	34 58%	1 15%	142 51%	119 45%	124 42%	109 45%	91 47%	289 44%
Don't know	59 5%	33 6%	26 5%	4 7%	24 8%	20 5%	11 4%	- -	1 14%	11 4%	17 7%	21 7%	10 4%	10 5%	44 7%
Mean	2.47	2.41	2.52	2.49	2.54	2.52	2.37	2.17	2.99	2.37	2.45	2.55	2.50	2.47	2.48
Standard deviation	1.07	1.06	1.07	1.23	1.12	1.03	1.02	1.02	1.20	1.05	1.06	1.03	1.14	1.07	1.04
Standard error	0.03	0.05	0.05	0.16	0.07	0.05	0.06	0.14	0.69	0.06	0.07	0.07	0.08	0.08	0.04

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Absolutes/col percents

Table 36
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) being bullied online
Base: All parents

	Region												Do you have any children aged 18 or under?						
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	525 49%	56 60%	29 44%	440 48%	25 50%	59 51%	54 51%	49 47%	38 41%	46 47%	74 59%	56 40%	39 48%	475 51%	437 50%	201 50%	255 54%	221 56%	104 37%
Very concerned	(4) 203 19%	19 20%	18 28%	166 18%	14 28%	25 21%	17 16%	17 16%	18 20%	12 12%	28 22%	22 16%	13 16%	182 20%	163 19%	94 23%	103 22%	76 19%	39 14%
Fairly concerned	(3) 322 30%	37 40%	11 16%	274 30%	11 22%	34 29%	37 35%	32 31%	20 21%	34 34%	46 36%	34 24%	26 33%	293 32%	275 31%	108 27%	152 32%	145 37%	64 23%
Not very concerned	(2) 242 22%	17 18%	12 18%	213 23%	14 28%	21 18%	27 26%	17 16%	28 30%	19 19%	24 19%	41 29%	22 27%	194 21%	215 24%	59 15%	92 20%	101 26%	91 33%
Not at all concerned	(1) 251 23%	16 18%	18 27%	217 24%	10 20%	29 25%	15 14%	33 31%	23 24%	30 31%	23 18%	37 26%	17 21%	205 22%	189 22%	109 27%	104 22%	61 15%	69 25%
NET: Not concerned	493 46%	33 36%	30 46%	430 47%	24 48%	51 43%	43 40%	50 47%	50 54%	49 50%	47 37%	78 56%	39 48%	398 43%	404 46%	168 42%	195 42%	162 41%	160 57%
Don't know	59 5%	4 4%	7 10%	48 5%	1 2%	7 6%	10 10%	6 6%	4 5%	3 3%	6 5%	7 5%	3 4%	50 5%	36 4%	30 7%	18 4%	13 3%	15 5%
Mean	2.47	2.65	2.50	2.45	2.60	2.50	2.58	2.34	2.38	2.29	2.66	2.31	2.45	2.52	2.49	2.50	2.56	2.62	2.28
Standard deviation	1.07	1.01	1.22	1.06	1.12	1.12	0.96	1.11	1.08	1.05	1.04	1.05	1.01	1.07	1.04	1.16	1.08	0.98	1.01
Standard error	0.03	0.11	0.17	0.04	0.16	0.11	0.10	0.11	0.12	0.11	0.10	0.09	0.11	0.04	0.04	0.06	0.05	0.05	0.07

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Absolutes/col percents

Table 37
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) bullying others online
Base: All parents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	314 29%	148 29%	165 29%	19 33%	112 37%	119 32%	50 18%	11 20%	3 72%	83 29%	75 28%	102 35%	54 22%	58 30%	196 30%
Very concerned	(4) 131 12%	59 11%	72 13%	8 15%	52 17%	39 10%	28 10%	3 4%	1 29%	33 12%	31 12%	39 13%	28 12%	31 16%	69 11%
Fairly concerned	(3) 183 17%	89 17%	94 17%	10 19%	60 20%	80 21%	22 8%	9 15%	2 42%	50 18%	44 17%	63 21%	26 11%	28 14%	127 20%
Not very concerned	(2) 256 24%	133 26%	122 22%	14 25%	54 18%	98 26%	73 27%	16 28%	- -	74 26%	71 27%	60 20%	52 21%	54 28%	161 25%
Not at all concerned	(1) 439 41%	194 38%	245 44%	18 33%	114 37%	138 37%	138 50%	30 52%	1 15%	112 40%	97 37%	109 37%	121 50%	71 37%	241 37%
NET: Not concerned	695 64%	327 64%	367 65%	32 58%	168 55%	236 63%	212 77%	46 80%	1 15%	186 66%	167 64%	169 58%	173 72%	126 65%	402 62%
Don't know	69 6%	39 7%	30 5%	5 9%	27 9%	22 6%	15 5%	- -	1 14%	12 4%	21 8%	22 7%	14 6%	10 5%	53 8%
Mean	2.01	2.03	1.98	2.17	2.18	2.06	1.77	1.72	2.99	2.01	2.04	2.12	1.83	2.10	2.04
Standard deviation	1.07	1.05	1.08	1.10	1.16	1.03	0.99	0.89	1.20	1.05	1.04	1.10	1.06	1.10	1.04
Standard error	0.03	0.05	0.05	0.15	0.07	0.05	0.06	0.12	0.69	0.06	0.06	0.07	0.07	0.08	0.04

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Absolutes/col percents

Table 38
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) bullying others online
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	314 29%	33 36%	11 17%	269 29%	21 41%	32 27%	32 30%	30 29%	23 25%	27 28%	53 42%	33 23%	19 23%	287 31%	246 28%	146 36%	147 31%	118 30%	50 18%
Very concerned	(4) 131 12%	14 16%	4 7%	112 12%	11 22%	13 11%	11 10%	11 10%	13 14%	7 8%	23 18%	13 9%	10 12%	117 13%	101 12%	71 18%	65 14%	44 11%	25 9%
Fairly concerned	(3) 183 17%	19 20%	7 10%	158 17%	9 19%	19 16%	22 20%	19 18%	10 11%	19 20%	30 24%	20 15%	9 11%	170 18%	144 16%	75 19%	82 18%	74 19%	26 9%
Not very concerned	(2) 256 24%	17 18%	17 25%	222 24%	9 17%	31 26%	25 23%	22 21%	24 25%	21 22%	30 24%	39 28%	21 25%	218 24%	223 25%	75 19%	108 23%	116 29%	80 28%
Not at all concerned	(1) 439 41%	36 39%	32 48%	372 40%	19 38%	45 38%	39 36%	48 46%	42 45%	46 48%	36 28%	60 43%	37 46%	357 39%	362 41%	147 37%	186 40%	146 37%	133 48%
NET: Not concerned	695 64%	53 57%	49 73%	593 65%	28 55%	75 64%	64 59%	70 67%	66 71%	68 69%	66 52%	100 71%	58 71%	576 62%	585 67%	222 56%	295 63%	263 66%	213 76%
Don't know	69 6%	7 7%	7 10%	55 6%	2 4%	10 9%	11 10%	5 5%	4 5%	3 3%	7 5%	8 6%	5 6%	60 7%	45 5%	31 8%	27 6%	16 4%	16 6%
Mean	2.01	2.14	1.73	2.01	2.27	2.00	2.05	1.93	1.93	1.87	2.34	1.89	1.89	2.05	1.98	2.19	2.06	2.04	1.78
Standard deviation	1.07	1.14	0.94	1.06	1.22	1.05	1.04	1.06	1.08	1.00	1.10	0.99	1.06	1.07	1.05	1.16	1.09	1.02	0.97
Standard error	0.03	0.13	0.13	0.04	0.18	0.10	0.10	0.11	0.12	0.11	0.10	0.09	0.11	0.04	0.04	0.06	0.05	0.05	0.06

Device Usage Survey

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Absolutes/col percents

Table 39
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) accessing material of a sexual nature online
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	578	270	308	32	168	214	134	27	3	142	139	173	123	112	348
	54%	52%	55%	58%	55%	57%	48%	47%	72%	51%	53%	59%	51%	58%	53%
Very concerned	(4) 268	121	148	14	94	89	67	3	1	60	57	78	73	54	154
	25%	23%	26%	25%	31%	24%	24%	5%	29%	21%	22%	27%	30%	28%	24%
Fairly concerned	(3) 310	149	161	18	74	126	67	24	2	82	82	95	50	58	194
	29%	29%	29%	33%	24%	33%	24%	42%	42%	29%	31%	32%	21%	30%	30%
Not very concerned	(2) 218	115	103	4	47	73	78	15	1	63	56	55	44	38	140
	20%	22%	18%	8%	15%	19%	28%	26%	15%	23%	21%	19%	18%	19%	21%
Not at all concerned	(1) 215	95	119	15	66	66	53	15	-	62	46	43	64	33	118
	20%	19%	21%	27%	21%	17%	19%	27%	-	22%	17%	15%	27%	17%	18%
NET: Not concerned	433	211	222	19	113	139	131	30	1	125	102	97	108	71	258
	40%	41%	39%	35%	37%	37%	47%	53%	15%	45%	39%	33%	45%	37%	40%
Don't know	67	34	33	4	26	24	12	-	1	13	22	22	10	11	46
	6%	7%	6%	7%	9%	6%	4%	-	14%	5%	8%	8%	4%	6%	7%
Mean	2.62	2.61	2.63	2.61	2.70	2.67	2.56	2.26	3.17	2.52	2.62	2.77	2.57	2.72	2.63
Standard deviation	1.09	1.07	1.11	1.18	1.16	1.05	1.08	0.92	0.82	1.08	1.04	1.04	1.20	1.08	1.06
Standard error	0.03	0.05	0.05	0.16	0.07	0.06	0.07	0.13	0.48	0.07	0.06	0.07	0.08	0.08	0.04

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Absolutes/col percents

Table 40
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) accessing material of a sexual nature online
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	578	57	30	492	31	61	59	59	46	51	80	63	44	515	485	213	278	237	129
	54%	61%	44%	54%	61%	52%	55%	56%	49%	52%	63%	45%	54%	56%	55%	53%	59%	60%	46%
Very concerned	(4) 268	25	16	227	21	33	26	20	20	14	41	33	18	236	220	113	138	98	52
	25%	27%	25%	25%	43%	28%	24%	19%	21%	14%	33%	23%	23%	26%	25%	28%	29%	25%	19%
Fairly concerned	(3) 310	32	13	265	9	28	32	38	26	37	38	30	26	279	264	100	139	139	77
	29%	34%	20%	29%	18%	24%	30%	36%	28%	38%	30%	21%	32%	30%	30%	25%	30%	35%	28%
Not very concerned	(2) 218	18	11	190	7	25	21	17	26	15	20	39	21	176	187	61	74	93	74
	20%	19%	16%	21%	13%	21%	19%	16%	28%	15%	16%	27%	26%	19%	21%	15%	16%	24%	27%
Not at all concerned	(1) 215	14	17	184	10	26	18	21	17	26	20	33	13	176	161	95	95	50	59
	20%	15%	25%	20%	19%	22%	17%	20%	18%	27%	16%	24%	16%	19%	18%	24%	20%	13%	21%
NET: Not concerned	433	32	27	374	16	51	39	38	43	41	40	72	34	351	348	157	168	143	133
	40%	34%	41%	41%	33%	43%	36%	36%	46%	42%	32%	51%	42%	38%	40%	39%	36%	36%	48%
Don't know	67	5	10	53	3	6	10	8	4	6	7	6	3	56	44	29	23	16	17
	6%	5%	14%	6%	6%	5%	9%	8%	5%	6%	5%	4%	4%	6%	5%	7%	5%	4%	6%
Mean	2.62	2.77	2.51	2.62	2.90	2.61	2.68	2.59	2.55	2.42	2.84	2.46	2.64	2.66	2.65	2.63	2.72	2.75	2.47
Standard deviation	1.09	1.03	1.20	1.09	1.20	1.14	1.07	1.05	1.04	1.06	1.08	1.11	1.02	1.08	1.07	1.17	1.12	0.98	1.05
Standard error	0.03	0.11	0.17	0.04	0.18	0.11	0.11	0.11	0.12	0.11	0.10	0.10	0.11	0.04	0.04	0.06	0.05	0.05	0.07

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Table 41
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) being groomed online
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	525 49%	240 47%	285 51%	26 47%	165 54%	191 51%	117 42%	22 38%	3 72%	128 46%	125 47%	154 53%	118 49%	91 47%	322 49%
Very concerned	(4) 243 23%	111 22%	132 23%	14 24%	80 26%	87 23%	55 20%	7 12%	1 29%	54 19%	58 22%	62 21%	69 29%	47 24%	147 23%
Fairly concerned	(3) 282 26%	128 25%	153 27%	12 22%	85 28%	105 28%	62 23%	15 27%	2 42%	74 27%	66 25%	92 31%	49 20%	44 22%	176 27%
Not very concerned	(2) 235 22%	124 24%	111 20%	8 15%	41 13%	86 23%	82 30%	17 30%	- -	70 25%	57 22%	58 20%	49 20%	47 24%	147 23%
Not at all concerned	(1) 252 23%	117 23%	135 24%	15 27%	75 24%	78 21%	66 24%	18 32%	1 15%	70 25%	63 24%	56 19%	63 26%	44 23%	136 21%
NET: Not concerned	487 45%	241 47%	246 44%	23 42%	116 38%	164 44%	148 53%	35 62%	1 15%	140 50%	120 46%	115 39%	112 46%	91 47%	283 43%
Don't know	66 6%	34 7%	32 6%	6 11%	26 8%	22 6%	11 4%	- -	1 14%	12 4%	19 7%	24 8%	11 5%	13 7%	46 7%
Mean	2.51	2.49	2.53	2.50	2.61	2.56	2.40	2.19	2.99	2.42	2.49	2.59	2.54	2.51	2.55
Standard deviation	1.11	1.10	1.12	1.20	1.16	1.08	1.07	1.02	1.20	1.08	1.12	1.06	1.19	1.12	1.09
Standard error	0.04	0.05	0.05	0.16	0.07	0.06	0.07	0.14	0.69	0.07	0.07	0.07	0.08	0.08	0.05

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Table 42
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) being groomed online
Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	525 49%	58 62%	28 41%	439 48%	30 60%	58 50%	53 50%	49 47%	37 40%	37 38%	74 59%	57 41%	42 52%	474 51%	437 50%	200 50%	254 54%	221 56%	111 40%
Very concerned	(4) 243 23%	27 29%	15 23%	201 22%	20 40%	27 23%	20 18%	19 18%	19 20%	16 16%	31 24%	29 21%	20 25%	222 24%	203 23%	101 25%	134 29%	95 24%	41 15%
Fairly concerned	(3) 282 26%	31 33%	12 18%	238 26%	10 21%	31 27%	34 31%	30 28%	19 20%	21 22%	43 34%	28 20%	22 27%	252 27%	234 27%	99 25%	119 25%	126 32%	70 25%
Not very concerned	(2) 235 22%	19 20%	12 18%	204 22%	7 14%	24 21%	23 22%	23 22%	23 25%	23 24%	18 14%	43 30%	19 23%	193 21%	203 23%	64 16%	89 19%	104 26%	74 27%
Not at all concerned	(1) 252 23%	12 13%	20 30%	220 24%	11 21%	28 23%	20 19%	25 24%	28 30%	30 31%	28 23%	34 24%	17 21%	199 22%	195 22%	102 26%	103 22%	59 15%	78 28%
NET: Not concerned	487 45%	31 33%	32 48%	424 46%	18 36%	52 44%	43 40%	48 46%	51 55%	54 55%	46 37%	76 54%	35 44%	392 42%	399 45%	166 42%	192 41%	162 41%	153 55%
Don't know	66 6%	4 4%	7 10%	55 6%	2 4%	7 6%	11 10%	8 7%	4 5%	7 7%	6 5%	7 5%	3 4%	57 6%	41 5%	33 8%	23 5%	13 3%	16 6%
Mean	2.51	2.81	2.39	2.49	2.81	2.53	2.55	2.45	2.32	2.25	2.63	2.39	2.59	2.58	2.53	2.54	2.64	2.67	2.28
Standard deviation	1.11	1.02	1.20	1.11	1.20	1.12	1.04	1.08	1.14	1.10	1.11	1.09	1.10	1.10	1.10	1.17	1.14	1.01	1.06
Standard error	0.04	0.11	0.17	0.04	0.18	0.11	0.10	0.11	0.13	0.12	0.10	0.10	0.12	0.04	0.04	0.06	0.05	0.05	0.07

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Table 43
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) meeting strangers over the internet
Base: All parents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	560 52%	249 48%	311 55%	24 44%	164 54%	207 55%	130 47%	32 56%	3 72%	135 48%	133 50%	165 56%	128 53%	103 53%	337 52%
Very concerned	(4) 252 23%	111 22%	141 25%	12 21%	85 28%	84 22%	61 22%	10 17%	1 29%	57 20%	52 20%	72 25%	72 30%	50 26%	149 23%
Fairly concerned	(3) 308 29%	138 27%	170 30%	13 23%	80 26%	122 32%	69 25%	22 39%	2 42%	79 28%	81 31%	93 32%	56 23%	54 28%	188 29%
Not very concerned	(2) 220 20%	129 25%	91 16%	11 20%	43 14%	73 19%	80 29%	13 23%	- -	71 25%	55 21%	52 18%	41 17%	41 21%	140 21%
Not at all concerned	(1) 233 22%	103 20%	130 23%	16 29%	75 24%	73 19%	56 20%	13 22%	1 15%	63 22%	58 22%	50 17%	63 26%	40 21%	126 19%
NET: Not concerned	453 42%	232 45%	221 39%	27 49%	117 38%	146 39%	136 49%	25 44%	1 15%	134 48%	113 43%	102 35%	104 43%	81 42%	266 41%
Don't know	64 6%	33 6%	31 6%	4 7%	25 8%	24 6%	10 4%	- -	1 14%	11 4%	18 7%	26 9%	10 4%	10 5%	49 8%
Mean	2.57	2.54	2.61	2.39	2.62	2.62	2.51	2.51	2.99	2.48	2.52	2.70	2.59	2.61	2.60
Standard deviation	1.10	1.07	1.12	1.16	1.17	1.06	1.07	1.02	1.20	1.07	1.07	1.06	1.19	1.11	1.07
Standard error	0.03	0.05	0.05	0.15	0.07	0.06	0.07	0.14	0.69	0.06	0.07	0.07	0.08	0.08	0.05

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Absolutes/col percents

Table 44
Q.5 How concerned, if at all, are you about each of the following?
My child(ren) meeting strangers over the internet
Base: All parents

	Region												Do you have any children aged 18 or under?						
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	560 52%	56 60%	26 40%	478 52%	30 60%	60 51%	57 54%	49 46%	42 45%	48 49%	85 68%	63 45%	44 54%	494 54%	474 54%	203 51%	265 57%	234 59%	125 45%
Very concerned (4)	252 23%	19 21%	13 19%	220 24%	22 44%	30 25%	24 23%	20 19%	20 22%	17 17%	39 31%	28 20%	20 25%	227 25%	213 24%	104 26%	129 28%	105 27%	46 16%
Fairly concerned (3)	308 29%	36 39%	14 21%	258 28%	8 16%	31 26%	33 31%	29 27%	22 24%	31 32%	46 36%	35 25%	23 29%	268 29%	261 30%	98 25%	136 29%	129 32%	79 28%
Not very concerned (2)	220 20%	19 20%	15 22%	186 20%	7 14%	21 18%	23 21%	23 22%	28 30%	19 20%	15 12%	32 23%	18 22%	181 20%	190 22%	63 16%	87 19%	89 23%	76 27%
Not at all concerned (1)	233 22%	14 16%	16 24%	203 22%	11 22%	30 26%	17 16%	26 25%	19 20%	27 28%	19 15%	38 27%	16 20%	192 21%	173 20%	103 26%	96 20%	58 15%	63 23%
NET: Not concerned	453 42%	33 36%	31 46%	389 42%	18 36%	51 44%	40 37%	49 47%	46 50%	46 47%	34 27%	71 50%	34 42%	373 40%	363 41%	166 41%	183 39%	147 37%	139 50%
Don't know	64 6%	4 4%	10 14%	51 6%	2 4%	6 5%	10 10%	7 7%	4 5%	3 3%	7 5%	7 5%	3 4%	55 6%	40 5%	31 8%	21 4%	15 4%	15 5%
Mean	2.57	2.68	2.41	2.57	2.85	2.54	2.67	2.44	2.49	2.40	2.89	2.39	2.62	2.61	2.61	2.55	2.67	2.74	2.41
Standard deviation	1.10	1.00	1.12	1.11	1.23	1.16	1.04	1.10	1.07	1.09	1.04	1.11	1.09	1.10	1.08	1.17	1.11	1.03	1.03
Standard error	0.03	0.11	0.16	0.04	0.18	0.11	0.10	0.11	0.12	0.11	0.10	0.10	0.12	0.04	0.04	0.06	0.05	0.05	0.07

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Absolutes/col percents

Table 45

Q.5 How concerned, if at all, are you about each of the following?**My child(ren)'s mental development being affected by the amount of time they spend in front of a screen****Base: All parents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	419	195	224	27	135	144	93	18	3	117	96	122	84	77	249
	39%	38%	40%	48%	44%	38%	34%	30%	72%	42%	36%	42%	35%	40%	38%
Very concerned	(4) 145	67	77	9	51	47	31	6	1	43	30	45	26	27	83
	13%	13%	14%	17%	17%	12%	11%	10%	29%	15%	11%	15%	11%	14%	13%
Fairly concerned	(3) 275	128	147	17	84	98	62	12	2	75	65	77	58	50	166
	25%	25%	26%	31%	27%	26%	23%	20%	42%	27%	25%	26%	24%	26%	26%
Not very concerned	(2) 351	182	168	10	75	129	109	27	1	91	98	96	65	66	224
	33%	35%	30%	18%	25%	34%	39%	47%	15%	32%	37%	33%	27%	34%	34%
Not at all concerned	(1) 237	96	141	14	75	76	60	12	-	61	49	51	76	41	127
	22%	19%	25%	25%	24%	20%	22%	21%	-	22%	19%	17%	32%	21%	20%
NET: Not concerned	588	279	309	24	151	205	169	39	1	152	147	147	142	107	351
	55%	54%	55%	43%	49%	54%	61%	68%	15%	54%	56%	50%	59%	55%	54%
Don't know	70	40	30	5	22	28	15	1	1	11	21	24	15	11	51
	7%	8%	5%	9%	7%	7%	5%	2%	14%	4%	8%	8%	6%	5%	8%
Mean	2.32	2.35	2.30	2.43	2.39	2.33	2.24	2.20	3.17	2.37	2.32	2.43	2.15	2.34	2.34
Standard deviation	0.99	0.96	1.02	1.09	1.06	0.96	0.94	0.90	0.82	1.00	0.93	0.98	1.02	0.99	0.96
Standard error	0.03	0.05	0.04	0.15	0.06	0.05	0.06	0.13	0.48	0.06	0.06	0.06	0.07	0.07	0.04

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Absolutes/col percents

Table 46

Q.5 How concerned, if at all, are you about each of the following?**My child(ren)'s mental development being affected by the amount of time they spend in front of a screen****Base: All parents**

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	419 39%	41 45%	22 34%	355 39%	21 41%	47 40%	38 35%	34 32%	25 27%	36 37%	70 55%	54 38%	30 37%	378 41%	336 38%	171 43%	193 41%	173 44%	85 30%
Very concerned	(4) 145 13%	13 14%	6 9%	126 14%	10 21%	16 13%	9 8%	12 12%	11 12%	11 11%	30 24%	19 14%	8 10%	130 14%	113 13%	67 17%	68 15%	58 15%	28 10%
Fairly concerned	(3) 275 25%	29 31%	16 24%	229 25%	10 20%	31 27%	29 27%	22 21%	14 15%	26 27%	40 32%	35 25%	22 27%	248 27%	223 25%	104 26%	124 27%	115 29%	57 20%
Not very concerned	(2) 351 33%	24 26%	24 35%	303 33%	13 26%	34 29%	45 42%	34 32%	38 40%	31 32%	35 28%	44 31%	29 36%	288 31%	297 34%	109 27%	131 28%	137 35%	112 40%
Not at all concerned	(1) 237 22%	20 22%	14 20%	204 22%	12 25%	31 26%	15 14%	29 28%	23 25%	23 23%	16 13%	35 25%	19 23%	197 21%	192 22%	92 23%	114 24%	68 17%	63 22%
NET: Not concerned	588 55%	44 48%	37 56%	507 55%	25 51%	65 56%	60 56%	63 60%	61 66%	54 55%	51 41%	80 57%	48 59%	485 53%	489 56%	201 50%	245 52%	205 52%	175 63%
Don't know	70 7%	7 8%	7 10%	56 6%	4 8%	5 4%	10 9%	9 8%	7 7%	7 7%	5 4%	7 5%	3 4%	60 7%	51 6%	27 7%	31 7%	19 5%	19 7%
Mean	2.32	2.40	2.25	2.32	2.40	2.28	2.32	2.18	2.15	2.27	2.69	2.28	2.25	2.36	2.31	2.39	2.33	2.43	2.19
Standard deviation	0.99	1.01	0.93	0.99	1.12	1.02	0.84	1.01	0.97	0.97	0.99	1.01	0.94	0.99	0.98	1.05	1.03	0.96	0.92
Standard error	0.03	0.11	0.13	0.03	0.17	0.10	0.08	0.10	0.11	0.10	0.09	0.09	0.10	0.03	0.03	0.05	0.05	0.05	0.06

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Table 47

Q.5 How concerned, if at all, are you about each of the following?**My child(ren)'s physical development being affected by the amount of time they spend in front of a screen****Base: All parents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1056	466	590	60	299	375	265	53	4	289	283	247	237	191	606
Weighted base	1078	514	563	56	307	377	276	58	4	280	264	292	241	194	652
NET: Concerned	456 42%	242 47%	215 38%	27 49%	141 46%	156 41%	109 40%	21 36%	42%	123 44%	107 41%	129 44%	97 40%	79 41%	289 44%
Very concerned	(4) 152 14%	73 14%	79 14%	10 17%	62 20%	46 12%	31 11%	3 5%	-	47 17%	35 13%	42 14%	28 11%	29 15%	87 13%
Fairly concerned	(3) 304 28%	168 33%	136 24%	18 32%	79 26%	110 29%	78 28%	18 31%	2 42%	76 27%	72 27%	87 30%	69 29%	50 26%	202 31%
Not very concerned	(2) 298 28%	136 27%	162 29%	10 17%	67 22%	109 29%	89 32%	22 37%	1 29%	83 30%	74 28%	80 27%	62 26%	60 31%	173 27%
Not at all concerned	(1) 252 23%	95 18%	158 28%	14 25%	79 26%	81 21%	64 23%	14 25%	1 15%	63 23%	60 23%	59 20%	70 29%	44 23%	137 21%
NET: Not concerned	550 51%	231 45%	319 57%	23 42%	146 48%	189 50%	154 56%	36 62%	2 44%	146 52%	134 51%	139 47%	132 54%	105 54%	310 48%
Don't know	71 7%	42 8%	30 5%	5 9%	20 7%	32 9%	13 5%	1 2%	1 14%	11 4%	23 9%	25 9%	13 5%	11 6%	53 8%
Mean	2.35	2.47	2.25	2.46	2.43	2.35	2.29	2.16	2.32	2.40	2.34	2.42	2.24	2.35	2.40
Standard deviation	1.02	0.98	1.04	1.10	1.11	0.98	0.97	0.87	0.89	1.03	1.01	1.00	1.02	1.01	0.99
Standard error	0.03	0.05	0.04	0.15	0.07	0.05	0.06	0.12	0.51	0.06	0.06	0.07	0.07	0.08	0.04

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Absolutes/col percents

Table 48

Q.5 How concerned, if at all, are you about each of the following?

My child(ren)'s physical development being affected by the amount of time they spend in front of a screen

Base: All parents

	Region													Do you have any children aged 18 or under?					
	Total	Scotland	Wales	NET: England	North East	North West	York-shire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18
Unweighted base	1056	88	58	910	50	115	110	100	83	94	126	138	94	914	860	389	483	378	253
Weighted base	1078	93	67	918	50	117	107	105	93	97	126	141	81	923	877	399	469	397	279
NET: Concerned	456 42%	46 50%	25 38%	385 42%	21 42%	50 43%	48 45%	36 34%	30 33%	35 36%	75 59%	57 41%	32 40%	404 44%	379 43%	174 44%	209 45%	189 48%	106 38%
Very concerned	(4) 152 14%	8 8%	7 11%	137 15%	10 21%	16 14%	10 9%	15 14%	12 13%	10 10%	32 26%	23 16%	8 9%	140 15%	116 13%	79 20%	67 14%	61 15%	28 10%
Fairly concerned	(3) 304 28%	38 41%	18 27%	248 27%	10 21%	34 29%	38 35%	21 20%	19 20%	25 26%	42 34%	34 24%	24 30%	264 29%	263 30%	95 24%	142 30%	129 32%	78 28%
Not very concerned	(2) 298 28%	27 30%	15 23%	255 28%	14 28%	31 27%	32 30%	27 26%	32 34%	28 29%	24 19%	39 27%	28 34%	250 27%	248 28%	97 24%	118 25%	113 28%	95 34%
Not at all concerned	(1) 252 23%	15 16%	19 29%	218 24%	13 26%	30 26%	18 16%	33 31%	23 25%	23 24%	22 17%	38 27%	18 22%	211 23%	199 23%	101 25%	114 24%	78 20%	56 20%
NET: Not concerned	550 51%	42 45%	34 51%	474 52%	27 55%	61 52%	50 46%	60 57%	55 59%	51 53%	46 36%	77 55%	46 57%	461 50%	447 51%	198 50%	232 50%	191 48%	152 54%
Don't know	71 7%	5 5%	7 10%	60 7%	2 4%	5 5%	10 9%	10 9%	8 8%	10 11%	6 4%	6 5%	3 4%	57 6%	51 6%	27 7%	27 6%	16 4%	22 8%
Mean	2.35	2.44	2.23	2.35	2.38	2.33	2.41	2.19	2.22	2.26	2.70	2.31	2.28	2.38	2.36	2.41	2.37	2.45	2.30
Standard deviation	1.02	0.88	1.04	1.03	1.11	1.03	0.90	1.08	1.00	0.98	1.06	1.07	0.93	1.02	1.00	1.10	1.03	0.99	0.93
Standard error	0.03	0.10	0.14	0.04	0.16	0.10	0.09	0.11	0.12	0.11	0.10	0.09	0.10	0.03	0.04	0.06	0.05	0.05	0.06