

Parenting for a Digital Future

Annex

Q11/12/13. Now thinking just of the past week, have you and your child done any of these activities together? [choose all that apply]

Table shows n's and percentage choosing each answer option

	<i>n</i>	Played computer/video games	Watched TV/films at home	Learned about something on the internet	Eaten meals together	Outdoor or sporting activities (walks, swimming, football, going to the park etc.)	Shopping	Played with toys or games together	Religious activities	Creative activities (making music, craft, projects, drama, painting, etc.)	Talked about things that are important to you	Reading together	Visited or went out with family or friends (e.g. visited relatives' homes, or going out for meals, bowling, cinema, etc.)	Used technology to create or edit videos, photos or music or other content	Interacted on social media together (e.g. commenting on each other's posts)	Contacted friends or family by using the internet together (e.g. Skype, Facetime, WhatsApp, etc.)	
Parent gender	Male	836	36.1	74.3	41.9	78.9	56.2	56.3	52.9	13.2	34.8	55.6	48.4	56.9	18.2	21.3	32.7
	Female	1196	26.3	80.3	41.1	85.5	62.2	66.8	56.4	12.5	44.2	63.8	58.7	65.4	14.9	17.0	29.5
	<i>p value</i>		<.001	.001	.714	<.001	.007	<.001	.112	.642	<.001	<.001	<.001	.047	.014	.131	
Parent age	18-34	514	32.1	74.9	37.9	76.3	65.0	64.2	70.8	12.8	54.7	49.2	65.4	63.8	19.5	17.7	34.2
	35-44	883	32.4	79.4	41.4	83.2	62.3	62.3	60.5	13.8	43.0	60.1	60.1	63.9	17.1	18.8	32.0
	45-54	550	26.0	78.4	45.3	87.3	52.4	60.9	33.8	11.1	24.7	71.3	37.8	57.6	12.9	20.5	27.1
	55-65	85	25.9	75.3	36.5	89.4	49.4	64.7	38.8	11.8	27.1	61.2	37.6	57.6	9.4	12.9	21.2
	<i>p value</i>		.042	.241	.079	<.001	<.001	.700	<.001	.504	<.001	<.001	.067	.008	.332	.013	
SES	AB	573	35.8	77.0	47.5	82.9	63.5	58.8	54.6	18.5	45.2	61.6	53	63.9	19.9	24.3	36.1
	C1	584	27.1	77.6	40.8	83.4	60.1	63.5	52.6	13.5	39.7	63.5	56	63.2	14.6	17.8	31.3
	C2	443	28.4	76.7	42.0	82.4	57.6	66.8	55.5	9.7	39.7	61.2	56	63.7	16.5	17.6	31.6
	DE	432	29.4	80.3	33.6	82.4	56.5	61.6	58.1	7.2	35.4	53.9	52	55.8	13.4	13.9	22.2
	<i>p value</i>		.008	.546	<.001	.970	.101	.064	.368	<.001	.017	.015	.564	.032	.025	<.001	<.001
Child gender	Male	1083	34.2	77.7	43.3	82.6	61.5	60.9	55.3	12.7	34.8	62.5	53.3	61.7	15.4	16.6	29.6
	Female	949	25.9	78.0	39.2	83.0	57.7	64.3	54.6	12.9	46.7	58.1	55.8	62.2	17.2	21.2	32.1
	<i>p value</i>		<.001	.862	.061	.814	.085	.121	.743	.890	<.001	.041	.246	.820	.284	.009	.223
Child age	0-4	543	20.4	77.9	30.6	82.5	68.7	66.5	85.6	11.2	58.2	42.9	73.3	66.7	15.7	9.2	34.1
	5-8	463	41.0	82.5	49.9	82.7	69.1	64.6	76.7	15.8	49.9	66.5	79.5	65.7	17.9	13.2	28.3
	9-12	470	37.0	75.3	50.0	82.8	59.4	61.7	41.3	14.7	35.5	66.0	48.7	59.8	17.9	21.9	31.3
	13-17	556	25.4	75.9	37.6	83.3	43.5	57.6	18.5	10.1	19.1	67.8	20.1	55.9	14.0	30.0	29.3
	<i>p value</i>		<.001	.032	<.001	.989	<.001	.015	<.001	.018	<.001	<.001	<.001	.001	.259	<.001	.194
All	2032	30.3	77.8	41.4	82.8	59.7	62.5	55	12.7	40.4	60.4	54.5	61.9	16.2	18.8	30.8	

Base: all parents (n=2032).

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Q8. In the past month have you used the internet to do any of these things for your child [choose all that apply]
 Table shows n's, percentage choosing each answer option, and average number of reasons for internet use

		<i>n</i>	Search for information or advice about your child's health	Search for local activities and events	Search for information to help your child learn	Download or stream videos, apps or games	Sign up or pay for classes and activities	Make social arrangements	Connect with other parents for advice or support	None of these [exclusive]	Average number of reasons for internet use
Parent gender	Male	791	24.7	40.5	50.4	42.6	22.1	27.7	13.5	16.9	2.21
	Female	1168	31.1	45.0	51.5	38.0	23.2	31.7	18.4	15.5	2.39
	<i>p value</i>		.002	.045	.633	.042	.577	.059	.004	.393	.034
Parent age	18-34	498	36.3	44.0	47.2	45.4	25.1	32.9	23.3	13.5	2.54
	35-44	844	30.3	44.3	52.0	45.0	24.9	31.0	17.7	14.0	2.45
	45-54	535	20.0	41.5	54.6	29.3	17.8	27.1	9.9	19.3	2.00
	55-65	82	17.1	37.8	42.7	22.0	19.5	22.0	4.9	32.9	1.66
	<i>p value</i>		.001	.541	.041	.001	.008	.068	.001	.001	<.001
SES	AB	566	32.5	50.2	54.2	42.0	30.4	35.7	20.8	9.9	2.66
	C1	567	27.2	43.9	49.9	39.9	23.1	30.0	14.3	15.5	2.28
	C2	422	27.0	40.5	54.5	38.6	19.9	29.9	17.1	16.1	2.27
	DE	404	26.2	35.1	44.8	38.1	14.6	22.5	12.6	25.5	1.94
	<i>p value</i>		.092	.001	.012	.591	.001	.001	.001	.002	.001
Child gender	Male	1047	29.6	42.8	53.1	40.4	22.2	29.1	16.0	16.3	2.33
	Female	912	27.2	43.6	48.8	39.3	23.5	31.1	17.0	15.8	2.30
	<i>p value</i>		.237	.704	.057	.605	.492	.333	.533	.744	.742
Child age	0-4	525	41.0	51.4	41.5	47.4	22.3	31.2	22.7	13.9	2.58
	5-8	451	29.0	45.0	55.7	47.5	25.5	29.3	16.6	13.3	2.49
	9-12	450	23.1	40.4	60.7	41.3	25.3	32.4	16.7	10.2	2.40
	13-17	533	20.3	35.8	48.6	24.8	18.8	27.6	9.9	25.5	1.86
	<i>p value</i>		.001	<.001	<.001	<.001	.036	.354	<.001	<.001	<.001
All		1959	28.5	43.2	51.1	39.9	22.8	30.1	16.4	16.1	2.32
Missing		73									

Base: parents who use the internet at least monthly (n=1959).

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Q14. In the past week, how have you been in touch with family or friends? [choose all that apply]

Table shows n's and percentage choosing each answer option

		<i>n</i>	Phone calls	Writing letters/cards	Writing emails	Video chat like Skype, Facetime	Text messages	Messaging apps like WhatsApp, Viber	Sharing messages/photos/images on social networks	Face-to-face visits	None of these [exclusive]
Parent gender	Male	836	66.0	9.0	30.4	25.7	61.7	38.5	28.2	52.0	3.1
	Female	1196	67.6	8.5	24.2	23.9	68.3	46.1	36.0	62.8	3.1
	<i>p value</i>		.471	.728	.002	.353	.002	.001	<.001	<.001	.983
Parent age	18-34	514	63.6	10.5	21.2	29.8	64.0	50.2	38.9	57.8	3.1
	35-44	883	66.7	8.4	26.4	25.7	64.9	46.2	33.4	58.4	2.5
	45-54	550	71.1	7.8	30.0	18.7	68.4	33.6	28.0	58.5	3.6
	55-65	85	62.4	7.1	43.5	21.2	64.7	25.9	21.2	60.0	5.9
	<i>p value</i>		.053	.384	<.001	<.001	.446	<.001	<.001	.982	.283
SES	AB	573	65.1	15.9	40.8	32.5	65.6	46.2	32.8	55.7	1.7
	C1	584	68.7	6.3	27.1	20.4	66.1	42.8	32.4	58.9	3.1
	C2	443	71.6	7.2	20.8	23.9	69.1	40.9	33.6	63.2	3.4
	DE	432	62.3	3.9	13.9	20.8	61.3	41.0	32.6	56.3	4.6
	<i>p value</i>		.017	<.001	<.001	<.001	.116	.258	.978	.077	.072
Child gender	Boy	1083	68.4	7.8	26.4	24.7	66.4	41.4	32.7	58.1	3.1
	girl	949	65.2	9.7	27.2	24.6	64.7	44.8	33.0	58.7	3.1
	<i>p value</i>		.127	.141	.693	.919	.424	.121	.888	.779	.914
Child age	0-4	543	67.6	7.9	22.8	31.5	64.3	51.9	37.4	59.9	3.5
	5-8	463	68.9	7.6	23.3	23.5	66.3	43.8	33.9	62.2	3.9
	9-12	470	60.9	11.5	28.1	20.6	63.0	43.2	29.1	54.0	2.1
	13-17	556	69.8	8.1	32.4	22.3	68.5	33.3	30.6	57.4	2.9
	<i>p value</i>		.013	.110	.001	<.001	.254	<.001	.023	.068	.421
All		2032	66.9	8.7	26.8	24.7	65.6	43	32.8	58.4	3.1

Base: all parents (n=2032).

Parenting for a Digital Future

Q38. Do any of these lead to difficulties or conflict between you and your child [choose all that apply]

Table shows n's, percentage choosing each answer option, and average number of conflicts

		n	Bedtime / sleep	Money	Homework	Amount of screen time	What they do on the internet/phone/technologies	What they do with their friends	What they wear	What they eat	Chores/ helping in the house	Their behaviour	None of these [exclusive]	Average number of conflicts
Parent gender	Male	836	27.3	10.8	20.6	23.9	8.7	8.1	7.4	24.0	18.4	24.9	32.1	1.74
	Female	1196	29.7	9.0	23.0	24.9	8.7	7.4	6.9	22.0	22.8	28.2	31.1	1.83
	<i>p value</i>		.237	.194	.195	.609	.977	.518	.628	.278	.016	.099	.649	.312
Parent age	18-34	514	25.1	8.9	13.4	16.3	7.2	5.6	6.2	21.2	12.8	27.0	36.4	1.44
	35-44	883	29.1	7.0	22.7	23.6	8.4	7.1	7.4	24.7	19.5	27.9	31.0	1.77
	45-54	550	30.9	14.2	27.5	33.1	10.5	9.8	6.7	22.2	30.0	25.3	27.5	2.10
	55-65	85	31.8	14.1	31.8	28.2	9.4	11.8	11.8	17.6	28.2	24.7	32.9	2.09
	<i>p value</i>		.169	<.001	<.001	<.001	.264	.030	.306	.269	<.001	.714	.018	<.001
SES	AB	573	26.7	8.9	23.2	26.9	9.1	8.2	7.5	19.5	19.4	22.2	30.4	1.72
	C1	584	30.8	12.7	22.8	26.7	10.1	7.7	8.2	21.4	22.1	30.7	30.0	1.93
	C2	443	29.6	8.8	21.7	25.1	9.5	10.2	8.4	26.9	22.6	26.2	29.1	1.89
	DE	432	27.5	7.9	19.7	17.8	5.6	4.4	3.7	25.0	20.1	28.5	37.5	1.60
	<i>p value</i>		.415	.040	.556	.003	.064	.014	.020	.024	.535	.010	.025	.017
Child gender	Male	1083	29.2	9.6	26.4	25.8	8.8	8.1	5.0	23.1	20.5	26.8	30.8	1.83
	Female	949	28.1	9.9	17.0	23.1	8.6	7.2	9.5	22.6	21.6	26.9	32.2	1.74
	<i>p value</i>		.604	.816	<.001	.160	.917	.417	<.001	.775	.543	.962	.497	.281
Child age	0-4	543	26.2	4.1	5.2	15.1	3.3	2.9	5.0	23.2	6.4	24.3	45.7	1.16
	5-8	463	34.8	4.8	25.1	26.8	7.6	3.9	6.5	26.8	17.3	30.0	27.2	1.83
	9-12	470	27.2	9.4	34.5	31.3	11.1	10.0	8.1	21.7	26.0	30.6	20.4	2.10
	13-17	556	27.3	19.8	25.4	26.1	12.9	13.5	8.8	20.1	34.2	23.4	30.6	2.12
	<i>p value</i>		.011	<.001	<.001	<.001	<.001	<.001	.067	.080	<.001	.012	<.001	<.001
All		2032	28.7	9.7	22.0	24.5	8.7	7.7	7.1	22.8	21.0	26.8	31.5	1.79
Missing		0												

Base: all parents (n=2032).

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Q33. Do you do any of these things in relation to your child's internet use? [choose one box for each statement]

Table shows n's and average response for each answer option (scale 1-5: Never=1 / hardly ever / sometimes / often / very often=5 / don't know (missing))

		<i>n</i>	Encourage your child to explore and learn things on the internet	Suggest ways that your child can use the internet safely	Talk to your child about what they do on the internet	Do shared activities together with your child on the internet	Talk to your child about who else can see what they do or post online	Suggest that your child uses particular websites or apps that you think are good for them	Use parental controls or apps to block or monitor your child's access to some types of websites	Make rules about how long or when your child is allowed to go online	Promise that your child can use a digital device (e.g. use a phone, play a game, spend time online) as a reward for good behaviour or remove as a punishment for bad behaviour
Parent gender	Male	836	3.23	3.29	3.35	3.15	3.07	3.15	3.18	3.40	2.90
	Female	1196	3.18	3.37	3.50	3.15	3.19	3.23	3.35	3.56	2.92
	<i>p value</i>		.450	.128	.007	.967	.051	.166	.008	.009	.763
Parent age	18-34	514	3.11	3.26	3.34	3.31	3.02	3.30	3.48	3.65	3.17
	35-44	883	3.19	3.33	3.45	3.20	3.13	3.23	3.42	3.58	3.01
	45-54	550	3.27	3.38	3.49	2.96	3.23	3.07	2.95	3.24	2.57
	55-65	85	3.40	3.51	3.54	3.01	3.24	3.09	2.78	3.45	2.52
	<i>p value</i>		.063	.289	.201	<.001	.082	.023	<.001	<.001	<.001
SES	AB	573	3.38	3.44	3.50	3.33	3.27	3.37	3.46	3.63	3.01
	C1	584	3.12	3.29	3.39	3.11	3.03	3.08	3.21	3.46	2.86
	C2	443	3.21	3.36	3.54	3.19	3.23	3.26	3.22	3.51	2.92
	DE	432	3.07	3.23	3.31	2.92	3.00	3.03	3.20	3.34	2.81
	<i>p value</i>		<.001	.064	.024	<.001	.001	<.001	.009	.009	.116
Child gender	Male	1083	3.23	3.35	3.45	3.13	3.11	3.20	3.30	3.53	2.94
	Female	949	3.17	3.32	3.42	3.18	3.17	3.19	3.26	3.46	2.87
	<i>p value</i>		.220	.388	.609	.302	.366	.885	.487	.297	.204
Child age	0-4	543	2.70	2.77	2.84	3.02	2.36	2.90	3.17	3.28	2.76
	5-8	463	3.23	3.44	3.65	3.40	3.23	3.40	3.73	3.98	3.26
	9-12	470	3.53	3.72	3.80	3.37	3.62	3.50	3.57	3.81	3.16
	13-17	556	3.38	3.45	3.50	2.89	3.37	3.04	2.76	3.04	2.54
	<i>p value</i>		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
All		2032	3.20	3.34	3.44	3.15	3.14	3.19	3.28	3.50	2.91
Missing		0									

Base: all parents (n=2032).

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Q28. In the past year, have you ... [choose all that apply]

Table shows n's, percentage choosing each answer option, and average number of activities

		<i>n</i>	Visited an educational website (e.g. BBC Bitesize, Scratch/Scratch Junior) to support your child's learning	Downloaded an educational app or game (e.g. to learn numbers or letters) to support your child's learning	Used a digital homework/learning platform suggested by your child's school (e.g. Purple Mash, Education City(e)s)	Watched a video (e.g. on YouTube) to help you or your child learn something new	Used the internet to support your own work or learning	Used the internet to support your child's learning or schoolwork	Visited a website or downloaded an app, device or kit to help your child learn about technology or coding (e.g. Scratch, MakeyMakey, Raspberry Pi, BBC Micro Bit)	None of these	Average number of activities
Parent gender	Male	836	32.1	24.5	20.6	45.5	43.7	48.4	15.9	14.6	2.31
	Female	1196	31.7	28.5	20.7	42.4	39.4	47.2	13.5	20.0	2.23
	<i>p value</i>		.861	.046	.966	.171	.054	.593	.123	.002	.370
Parent age	18-34	514	26.3	30.9	15.4	42.6	33.1	36.2	16.0	20.4	2.00
	35-44	883	31.4	30.1	21.6	42.7	40.7	46.3	14.2	17.1	2.27
	45-54	550	37.1	20.0	23.8	46.0	49.1	60.2	14.5	16.2	2.51
	55-65	85	36.5	12.9	21.2	44.7	43.5	51.8	8.2	18.8	2.19
	<i>p value</i>		.002	<.001	.005	.609	<.001	<.001	.301	.287	<.001
SES	AB	573	37.2	29.5	25.0	48.5	49.6	52.5	19.5	8.4	2.62
	C1	584	33.7	28.6	21.4	44.2	42.8	53.1	14.0	15.6	2.38
	C2	443	30.0	23.7	19.0	45.1	38.6	43.6	13.3	20.3	2.13
	DE	432	24.1	24.3	15.5	35.0	30.3	38.4	9.5	30.6	1.77
	<i>p value</i>		<.001	.086	.002	<.001	<.001	<.001	<.001	<.001	<.001
Child gender	Boy	1083	31.9	26.8	21.0	44.0	41.0	49.4	14.7	17.1	2.29
	Girl	949	31.7	27.0	20.2	43.3	41.3	45.8	14.2	18.5	2.24
	<i>p value</i>		.911	.920	.686	.771	.888	.109	.771	.389	0.524
Child age	0-4	543	19.7	30.2	7.0	44.8	33.5	27.3	10.5	25.2	1.73
	5-8	463	36.7	39.5	26.1	46.9	44.7	55.1	17.5	13.2	2.67
	9-12	470	40.0	23.0	32.1	44.5	42.8	56.4	16.8	9.8	2.56
	13-17	556	32.7	16.4	19.6	39.2	44.2	54.3	13.8	21.0	2.20
	<i>p value</i>		<.001	<.001	<.001	.078	<.001	<.001	.006	<.001	<.001
All		2032	31.8	26.9	20.6	43.7	41.1	47.7	14.5	17.8	2.26
Missing		0									

Base: all parents (n=2032).

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Q29. If you have used or downloaded any of the above, how did you choose the apps/games etc. to support your child's learning? [choose all that apply]

Table shows n's and percentage choosing each answer option

		<i>n</i>	It was highly ranked in the app store/search results	I asked /got a recommendation from my child's teacher	I asked /got a recommendation from an expert (e.g. librarian, educator, childcare worker, health professionals)	I asked /got a recommendation my friends/relatives	I read a review site like Common Sense Media or ParentZone	I read reviews in the iTunes App store/Google Play/Android Store	I read a parent blog	I saw an advertisement	It came pre-installed on my /my child's device	I searched online for something like "best educational sites for children"	My child asked for it	I don't really know [exclusive]	Other (please specify)
Parent gender	Male	319	14.7	25.4	11.6	22.3	11.9	13.5	11.6	11.0	9.1	24.1	21.0	14.7	1.6
	Female	489	13.3	22.9	13.1	19.4	6.3	12.9	13.9	7.4	5.9	25.6	19.6	13.9	2.7
	<i>p value</i>		.562	.418	.532	.330	.006	.806	.340	.076	.089	.648	.635	.742	.304
Parent age	18-34	303	16.5	18.8	15.8	21.5	12.2	17.2	19.1	9.6	8.3	27.7	19.1	12.5	2.0
	35-44	390	12.3	26.4	10.3	20.0	7.4	10.8	9.7	9.0	7.2	22.6	20.3	13.6	2.3
	45-54	102	12.7	30.4	10.8	20.6	2.0	9.8	8.8	4.9	3.9	25.5	22.5	20.6	2.9
	55-65	13	7.7	15.4	15.4	15.4	7.7	15.4	-	15.4	7.7	30.8	23.1	23.1	-
	<i>p value</i>		.380	.036	.154	.933	.009	.064	.001	.411	.541	.444	.890	.168	.889
SES	AB	224	14.3	24.1	17.0	21.4	11.6	15.2	13.4	9.8	8.5	28.1	16.1	14.7	2.7
	C1	240	14.2	25.0	10.0	21.3	8.3	13.8	14.6	8.8	4.2	26.7	21.3	10.8	1.3
	C2	177	9.6	24.3	11.9	20.3	6.2	11.9	11.9	7.3	6.2	23.2	21.5	16.9	2.3
	DE	167	17.4	21.6	10.8	18.6	7.2	10.8	11.4	9.0	10.8	20.4	22.8	15.6	3.0
	<i>p value</i>		.216	.877	.113	.899	.228	.580	.764	.857	.062	.289	.336	.304	.634
Child gender	Boy	438	12.3	22.1	13.9	18.5	8.2	12.3	14.2	9.4	6.6	26.3	20.8	14.6	1.6
	Girl	370	15.7	25.9	10.8	23.0	8.9	14.1	11.6	8.1	7.8	23.5	19.5	13.8	3.0
	<i>p value</i>		.170	.207	.182	.116	.723	.469	.286	.531	.504	.370	.642	.737	.187
Child age	0-4	406	14.8	15.0	11.8	20.0	10.6	13.3	14.5	9.6	6.4	25.4	11.1	15.3	2.2
	5-8	402	12.9	32.8	13.2	21.1	6.5	12.9	11.4	8.0	8.0	24.6	29.4	13.2	2.2
	<i>p value</i>		.448	<.001	.559	.675	.036	.878	.192	.409	.392	.807	<.001	.396	.983
All		808	13.9	23.9	12.5	20.5	8.5	13.1	13.0	8.8	7.2	25.0	20.2	14.2	2.2
Missing		1224													

Base: parents of children aged 0-8 who have used the internet in some way to support their child's learning (options in previous table) (n=808).

Parenting for a Digital Future

Q22. When you have a question or concern about your child or family's digital media use, where do you go for advice?
[choose all that apply]

Table shows n's and percentage choosing each answer option

		n	Your own parents (or parents-in-law)	Your friends or relatives	Your partner / ex-partner	Religious/community leaders	Child's nursery/school/college	Health professional (health visitor, GP, etc.)	Government or charity advice service or website (NHS, Baby Centre)	Companies selling devices and products (e.g. internet service provider, Mothercare or Google Family)	Website or blog where parents advise each other (e.g. Mumsnet)	I post a question to my social networks (e.g. on Facebook)	Parenting experts, advice columns or parenting magazines (e.g. parenting sections of Guardian, Telegraph, Daily Mail)	I search online for the advice I need	I just figure it out for myself	Nowhere/I don't go anywhere for advice [exclusive]	Mean number of sources of advice (excl. last 2 options)
Parent gender	Male	836	9.2	28.6	25.1	2.9	7.9	7.9	7.3	4.9	12.9	6.8	8.0	35.4	34.8	15.7	1.6
	Female	1196	9.1	34.5	30.6	2.0	10.6	7.9	9.0	3.9	15.7	9.5	8.1	37.2	33.0	14.6	1.8
	<i>p value</i>		<i>.941</i>	<i>.005</i>	<i>.007</i>	<i>.207</i>	<i>.039</i>	<i>.968</i>	<i>.164</i>	<i>.288</i>	<i>.078</i>	<i>.030</i>	<i>.938</i>	<i>.407</i>	<i>.403</i>	<i>.520</i>	<i>.004</i>
Parent age	18-34	514	12.8	27.4	23.7	3.7	11.7	9.9	11.5	6.6	17.5	12.1	11.5	33.3	31.3	17.3	1.8
	35-44	883	9.4	33.2	28.5	2.6	9.3	8.3	6.3	3.6	13.9	8.8	7.9	34.3	32.2	15.2	1.7
	45-54	550	5.6	34.7	32.0	0.9	7.8	5.3	8.9	3.6	13.5	5.1	5.5	42.7	38.4	12.7	1.7
	55-65	85	7.1	31.8	30.6	1.2	9.4	9.4	5.9	2.4	10.6	3.5	5.9	37.6	35.3	15.3	1.6
	<i>p value</i>		<i>.001</i>	<i>.061</i>	<i>.026</i>	<i>.021</i>	<i>.197</i>	<i>.037</i>	<i>.007</i>	<i>.030</i>	<i>.139</i>	<i><.001</i>	<i>.003</i>	<i>.004</i>	<i>.053</i>	<i>.222</i>	<i>.245</i>
SES	AB	573	10.3	31.8	30.7	3.3	11.0	8.7	9.2	5.9	19.0	9.6	10.5	41.2	31.8	9.9	1.9
	C1	584	8.0	31.7	28.9	2.4	9.1	6.3	8.0	3.4	12.3	8.2	9.1	35.4	38.5	11.6	1.6
	C2	443	9.9	36.6	31.4	1.8	9.0	7.0	9.9	4.3	15.3	7.4	7.0	35.0	31.8	17.4	1.8
	DE	432	8.3	28.5	21.3	1.6	8.6	10.0	5.8	3.5	10.9	8.1	4.6	33.1	31.9	24.1	1.4
	<i>p value</i>		<i>.488</i>	<i>.080</i>	<i>.003</i>	<i>.274</i>	<i>.539</i>	<i>.140</i>	<i>.119</i>	<i>.140</i>	<i>.001</i>	<i>.645</i>	<i>.005</i>	<i>.040</i>	<i>.040</i>	<i><.001</i>	<i><.001</i>
Child gender	Boy	1083	7.5	32.5	28.5	2.6	9.0	6.9	7.6	4.6	14.0	8.6	8.0	37.2	33.7	14.6	1.7
	Girl	949	11.1	31.6	28.1	2.1	10.1	9.1	9.2	4.0	15.2	8.2	8.1	35.6	33.8	15.6	1.7
	<i>p value</i>		<i>.005</i>	<i>.668</i>	<i>.843</i>	<i>.479</i>	<i>.374</i>	<i>.075</i>	<i>.194</i>	<i>.499</i>	<i>.468</i>	<i>.766</i>	<i>.947</i>	<i>.456</i>	<i>.954</i>	<i>.527</i>	<i>.462</i>
Child age	0-4	543	11.6	31.5	29.5	2.2	10.3	10.9	9.2	4.1	15.3	8.7	10.1	31.9	29.8	19.7	1.8
	5-8	463	8.9	32.0	26.3	2.8	13.2	7.1	6.9	4.5	13.8	9.1	7.8	34.8	37.6	15.1	1.7
	9-12	470	8.7	31.5	30.2	3.2	8.3	4.9	8.3	6.2	16.4	9.6	9.4	37.4	34.9	10.4	1.7
	13-17	556	7.4	33.3	27.3	1.4	6.7	8.3	8.6	2.9	12.9	6.7	5.2	41.5	33.5	14.4	1.6
	<i>p value</i>		<i>.103</i>	<i>.913</i>	<i>.507</i>	<i>.271</i>	<i>.003</i>	<i>.005</i>	<i>.607</i>	<i>.078</i>	<i>.416</i>	<i>.340</i>	<i>.016</i>	<i>.008</i>	<i>.070</i>	<i>.001</i>	<i>.533</i>
All		2032	9.2	32.1	28.3	2.4	9.5	7.9	8.3	4.3	14.6	8.4	8.1	36.5	33.8	15.1	1.7

Missing 0
 Base: all parents (n=2032).

Parenting for a Digital Future

Q23. When you have a question about other things that concern your child or family in general, where do you go for advice? [choose all that apply]

Table shows n's and percentage choosing each answer option

		<i>n</i>	Your own parents (or parents-in-law)	Your friends or relatives	Your partner / ex-partner	Religious/community leaders	Child's nursery/school/college	Health professional (health visitor, GP, etc.)	Government or charity advice service or website (NHS, Baby Centre)	Companies selling devices and products (e.g. internet service provider, Mothercare or Google Family)	Website or blog where parents advise each other (e.g. Mumsnet)	I post a question to my social networks (e.g. on Facebook)	Parenting experts, advice columns or parenting magazines (e.g. parenting sections of Guardian, Telegraph, Daily Mail)	I search online for the advice I need	I just figure it out for myself	Nowhere/I don't go anywhere for advice [exclusive]	Mean number of sources of advice (excl. last 2 options)
Parent gender	Male	836	23.2	37.0	39.4	3.7	15.7	19.6	11.6	4.3	11.6	7.2	7.8	37.2	33.3	8.0	2.2
	Female	1196	31.4	47.1	39.2	2.3	15.8	27.4	14.4	3.3	14.8	7.9	8.9	43.1	32.9	7.6	2.6
	<i>p value</i>		<.001	<.001	.949	.071	.936	<.001	.069	.219	.038	.522	.385	.007	.884	.737	<.001
Parent age	18-34	514	33.1	35.6	33.9	3.7	17.9	25.1	14.8	5.8	17.1	11.5	10.3	37.7	27.2	10.3	2.5
	35-44	883	29.0	43.9	37.3	2.6	16.0	22.7	12.2	3.9	13.7	8.2	9.4	38.3	32.6	6.8	2.4
	45-54	550	23.6	48.2	46.5	2.9	13.5	25.1	12.9	1.6	10.7	4.0	5.5	46.0	38.7	6.7	2.4
	55-65	85	16.5	42.4	45.9	1.2	15.3	29.4	16.5	2.4	7.1	2.4	5.9	49.4	36.5	9.4	2.3
	<i>p value</i>		<.001	<.001	<.001	.508	.260	.411	.444	.003	.006	<.001	.015	.004	.001	.073	.842
SES	AB	573	27.4	38.4	42.2	4.4	17.3	23.9	15.5	6.1	13.8	7.5	11.0	41.0	33.0	5.8	2.5
	C1	584	29.5	46.9	40.2	3.3	16.1	23.1	13.9	4.1	13.9	8.4	7.4	43.7	35.8	5.3	2.5
	C2	443	28.0	45.6	43.1	2.3	13.5	25.3	10.8	1.6	13.5	7.0	6.3	40.9	31.2	9.0	2.4
	DE	432	27.1	40.7	30.1	1.2	15.5	25.0	11.8	2.1	12.5	7.4	8.6	36.1	31.5	12.5	2.2
	<i>p value</i>		.828	.013	<.001	.019	.440	.841	.120	<.001	.923	.856	.040	.115	.365	<.001	.045
Child gender	Boy	1083	28.2	42.2	40.4	3.0	15.9	23.1	12.4	4.0	12.7	8.4	7.6	41.5	33.2	7.8	2.4
	Girl	949	27.9	43.7	38.0	2.7	15.6	25.5	14.2	3.4	14.3	6.7	9.4	39.8	32.9	7.7	2.4
	<i>p value</i>		.905	.486	.287	.681	.860	.205	.219	.475	.296	.160	.143	.456	.862	.896	.805
Child age	0-4	543	33.5	42.9	39.4	2.2	18.0	26.2	15.3	4.6	16.0	9.9	9.9	41.3	28.5	8.5	2.6
	5-8	463	31.7	42.5	36.7	3.9	21.0	27.9	15.3	3.7	15.3	9.1	9.5	40.2	35.6	8.4	2.6
	9-12	470	25.3	42.8	41.1	3.0	13.6	19.4	11.3	3.8	11.5	6.0	8.1	37.9	35.3	5.3	2.2
	13-17	556	21.9	43.3	39.7	2.7	11.0	23.4	11.2	2.7	11.2	5.6	6.3	43.0	33.5	8.6	2.2
	<i>p value</i>		<.001	.995	.581	.456	<.001	.013	.059	.427	.036	.014	.129	.410	.057	.160	<.001
All		2032	28.1	42.9	39.3	2.9	15.7	24.2	13.2	3.7	13.5	7.6	8.4	40.7	33.1	7.8	2.4
Missing		0															

Base: all parents (n=2032).

Parenting for a Digital Future

Q32. Thinking about your child's use of technology, do you think that these help or hurt their chances of ...? [choose one box for each statement]

Table shows n's and average response for each answer option (scale 1-5: help a lot = 1 / help a little / makes no difference / hurts a little / hurts a lot = 5 / don't know (missing))

		<i>n</i>	Developing relationships with friends/family	Learning social or emotional skills	Learning technology skills	Learning things that will help my child at nursery/school/college	Being creative/express themselves	Preparing for work in the future	Pursuing their hobbies and interests
Parent gender	Male	836	2.52	2.64	1.89	2.04	2.22	1.99	2.20
	Female	1196	2.58	2.67	1.76	1.93	2.27	1.92	2.18
	<i>p value</i>		.229	.582	.001	.004	.232	.078	.717
Parent age	18-34	514	2.55	2.58	1.92	2.10	2.31	2.09	2.27
	35-44	883	2.51	2.62	1.85	1.97	2.23	1.96	2.18
	45-54	550	2.61	2.72	1.69	1.88	2.21	1.84	2.14
	55-65	85	2.78	3.01	1.77	1.96	2.28	1.80	2.10
	<i>p value</i>		.067	.003	<.001	.001	.339	<.001	.138
SES	AB	573	2.48	2.64	1.81	1.99	2.19	1.94	2.17
	C1	584	2.64	2.74	1.79	1.97	2.31	1.93	2.23
	C2	443	2.57	2.65	1.85	1.97	2.25	1.98	2.15
	DE	432	2.53	2.56	1.83	1.96	2.24	1.98	2.20
	<i>p value</i>		.095	.084	.701	.945	.238	.731	.607
Child gender	Boy	1083	2.58	2.68	1.79	1.97	2.27	1.93	2.19
	Girl	949	2.53	2.62	1.84	1.98	2.22	1.97	2.19
	<i>p value</i>		.275	.217	.207	.949	.192	.285	.906
Child age	0-4	543	2.61	2.70	1.83	2.06	2.32	2.03	2.22
	5-8	463	2.58	2.67	1.85	1.98	2.21	1.94	2.25
	9-12	470	2.55	2.56	1.82	1.97	2.33	1.99	2.22
	13-17	556	2.50	2.68	1.77	1.89	2.15	1.86	2.08
	<i>p value</i>		.343	.204	.389	.022	.011	.017	.024
All		2032	2.56	2.65	1.82	1.98	2.25	1.95	2.19
Missing		0							

Base: all parents (n=2032).