CTAP UK Survey Data  
Statistical Report – Jan 2020

Notes on the presentation of this report (adapted from previous, similar projects such as Digital Beginnings, Technology and Play):

1. All figures are presented as percentages, unless stated otherwise
2. Due to rounding, and the consideration of proportions within *subsets* of data, the table-columns may not always sum to 100%
3. Where data are compared across demographic sub-groups, chi-squared tests have been conducted to determine where there is a statistically significant association between variables (e.g. an association between tablet ownership and gender). Where the data are significantly associated at the 0.1% level, statistics are headed with \*\*; where the data are significantly associated at the 1% level, statistics are headed with\*. To account for the large sample size, only differences at these two levels of significance are reported, rather than differences at the 5% level.
4. Socio-economic status categories A, B, C1, C2, D, and E have been coded using the “NRS Social Grade” system of demographic classification using participants’ responses to *Qe*. Participants who responded “other” or “not applicable” have not been assigned an SES classification and are therefore not included in the calculation of later SES tables.

## Sample demographics Total sample size: 2429

#### Recode from Qa\_1: How old are you?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 18 to 24 | 1.1% | 35 to 44 | 51.8% | 55 to 64 | 0.7% |
| 25 to 34 | 28.2% | 45 to 54 | 18.1% | 65+ | 0.0%\* |

#### \* 1 person over 64.

#### Qb. Gender, are you (male or female)?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Male | 29.2% | Female | 70.7% | Other | 0.0%\* | Prefer not to answer | 0.0%\*\* |

#### \* 1 person “Other”; \*\* 1 person “Prefer not to answer”

#### Recode from Qc. Which of these best describes your (parent) ethnic group?

|  |  |
| --- | --- |
| White (this includes all White backgrounds) | 86.9% |
| Mixed | 3.6% |
| Asian or Asian-British | 5.5% |
| Black or Black-British | 1.6% |
| Chinese or other ethnic group | 2.4% |

#### Qd. Which region of the UK do you live in?

|  |  |  |  |
| --- | --- | --- | --- |
| England | 86.7% | Northern Ireland | 2.6% |
| Wales | 3.6% | Scotland | 7.1% |

#### Qe. - Which one of the following options best describes the sort of work that the chief income earner in your household does?

|  |  |  |  |
| --- | --- | --- | --- |
| Higher managerial, administrative and professional | 10.8% | Semi-skilled and unskilled manual workers | 12.8% |
| Intermediate managerial, administrative and professional | 24.8% | State pensioners, casual and lowest grade workers, unemployed with state benefits only | 2.6% |
| Supervisory, clerical and junior managerial, administrative and professional | 27.9% | Other (please specify) | 1.2% |
| Skilled manual workers | 17.2% | Not Applicable | 2.7% |

*Qe-recode: SES\_NRF – Socio-economic status, recoded using National Readership Survey categories*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A | 10.8% |  |  |  |
| B | 24.8% |  |  |
| C1 | 27.9% | ABC1 | 63.6% |
| C2 | 17.2% | C2DE | 32.6% |
| D | 12.8% |  |  |
| E | 2.6% |  |  |
| Other/Not Applicable | 3.8% |  |  |

#### Taken from Qf2\_1 to Qf2\_5: How many children do you have in the household?

|  |  |  |
| --- | --- | --- |
| Number of children in the household | Number of families | Proportion of the sample |
| 1 | 807 | 33.2% |
| 2 | 1157 | 47.6% |
| 3 | 365 | 15.0% |
| 4 | 76 | 3.1% |
| 5 (no families reported > 5 children) | 24 | 1.0% |

#### AQ1\_nets\_1 to AQ1\_nets\_6: Which of the following devices do your children NOT have access to?

|  |  |
| --- | --- |
|  | Proportion of the sample |
| Television | 2.3% |
| Tablet | 6.4% |
| Smartphone | 16.4% |
| Games console | 22.2% |
| Handheld | 61.0% |
| Other | 9.9% |

#### ageRecode: Child’s age

|  |  |  |
| --- | --- | --- |
|  | n | % |
| 3-7 years | 1246 | 51.3% |
| 8-11 years | 1183 | 48.7% |
| Total | 2429 |  |

#### gender: Child's gender.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Male | 53.9% | Female | 45.8% | Other | 0.0% | Prefer not to answer | 0.2% |

*Note: Total sample size 2429, 1 responded “Other” and 5 “Prefer not to answer”- these groups have therefore been omitted from later analyses due to lack of data (therefore 2423 for all the following tables).*

**Impact of age/ gender/ ethnicity/ social class on access to and use of technologies AQ1, AQ2, AQ3,**

**AQ1: Which of these does your child have access to?**

**Notes:** Percentages calculated out of each ‘column’ subgroup. Where results are found to be statistically significant,\*\* indicates significance at 0.1% level,\* indicates significance at 1% level and Cramér’s V measure of effect size is also reported.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.216 | | Social Class\*\* 0.133 | | Ethnicity\*\* 0.114 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| TVs Standard TV Set | Yes – have their own | 30.8% | 31.3% | 30.2% | 21.6% | 40.5% | 26.1% | 38.8% | 32.3% | 20.6% |
| Yes – have access in the household | 46.3% | 45.2% | 47.5% | 54.3% | 37.7% | 49.4% | 40.4% | 46.1% | 47.6% |
| Yes – have access in a family member and/ or friend’s home | 4.0% | 4.3% | 3.6% | 4.9% | 3.1% | 4.2% | 3.7% | 3.6% | 7.0% |
| Yes – have access in a public space such as a school, library or community centre | 0.7% | 0.9% | 0.5% | 0.6% | 0.9% | 0.8% | 0.6% | 0.6% | 1.9% |
| No – we don’t have one but we do expect to get one | 1.8% | 2.1% | 1.5% | 1.6% | 2.0% | 1.8% | 2.1% | 1.8% | 1.9% |
| No – we don’t have one AND do NOT expect to get one in the near future | 16.4% | 16.2% | 16.6% | 17.0% | 15.8% | 17.7% | 14.4% | 15.7% | 21.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.114 | | Social Class\*\* 0.102 | | Ethnicity\* 0.088 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| TVs A smart TV | Yes – have their own | 16.6% | 16.6% | 16.7% | 12.8% | 20.7% | 15.7% | 17.4% | 16.4% | 18.1% |
| Yes – have access in the household | 56.2% | 56.9% | 55.5% | 60.4% | 51.8% | 59.3% | 50.9% | 56.3% | 55.6% |
| Yes – have access in a family member and/ or friend’s home | 3.9% | 4.2% | 3.6% | 3.9% | 4.0% | 4.1% | 3.5% | 3.5% | 6.7% |
| Yes – have access in a public space such as a school, library or community centre | 0.7% | 0.6% | 0.8% | 0.6% | 0.8% | 0.8% | 0.5% | 0.5% | 1.9% |
| No – we don’t have one but we do expect to get one | 10.3% | 10.8% | 9.7% | 10.0% | 10.6% | 8.7% | 13.7% | 10.6% | 8.6% |
| No – we don’t have one AND do NOT expect to get one in the near future | 12.2% | 10.9% | 13.7% | 12.4% | 12.0% | 11.4% | 14.0% | 12.7% | 9.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.134 | | Social Class\*\* 0.158 | | Ethnicity\* 0.081 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets iPad | Yes – have their own | 25.7% | 25.0% | 26.4% | 20.4% | 31.2% | 25.6% | 24.3% | 25.1% | 29.2% |
| Yes – have access in the household | 26.6% | 27.0% | 26.1% | 29.9% | 23.2% | 31.5% | 18.6% | 26.1% | 29.8% |
| Yes – have access in a family member and/ or friend’s home | 5.6% | 5.8% | 5.3% | 5.1% | 6.1% | 5.5% | 6.2% | 5.5% | 6.0% |
| Yes – have access in a public space such as a school, library or community centre | 2.2% | 2.2% | 2.1% | 2.6% | 1.8% | 2.3% | 2.0% | 2.0% | 3.5% |
| No – we don’t have one but we do expect to get one | 6.1% | 5.7% | 6.6% | 6.6% | 5.7% | 5.7% | 7.6% | 6.0% | 7.0% |
| No – we don’t have one AND do NOT expect to get one in the near future | 33.8% | 34.2% | 33.4% | 35.5% | 32.1% | 29.3% | 41.3% | 35.2% | 24.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.133 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Samsung Galaxy Tab | Yes – have their own | 11.3% | 12.2% | 10.4% | 9.8% | 13.0% | 10.8% | 12.0% | 11.3% | 11.4% |
| Yes – have access in the household | 12.8% | 13.5% | 12.1% | 13.7% | 12.0% | 12.9% | 13.5% | 12.3% | 16.5% |
| Yes – have access in a family member and/ or friend’s home | 4.9% | 4.0% | 5.9% | 4.2% | 5.7% | 4.9% | 5.2% | 4.5% | 7.6% |
| Yes – have access in a public space such as a school, library or community centre | 1.3% | 1.2% | 1.5% | 1.2% | 1.4% | 1.3% | 1.5% | 0.9% | 4.1% |
| No – we don’t have one but we do expect to get one | 7.1% | 7.5% | 6.7% | 7.4% | 6.9% | 6.4% | 7.9% | 6.7% | 9.8% |
| No – we don’t have one AND do NOT expect to get one in the near future | 62.4% | 61.7% | 63.3% | 63.7% | 61.1% | 63.6% | 59.9% | 64.2% | 50.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.133 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Microsoft Surface | Yes – have their own | 2.8% | 2.9% | 2.6% | 2.0% | 3.6% | 3.5% | 1.6% | 2.4% | 5.1% |
| Yes – have access in the household | 6.6% | 6.9% | 6.2% | 6.4% | 6.7% | 7.3% | 5.3% | 6.2% | 8.9% |
| Yes – have access in a family member and/ or friend’s home | 3.5% | 3.4% | 3.7% | 3.1% | 4.1% | 3.5% | 3.4% | 3.0% | 7.0% |
| Yes – have access in a public space such as a school, library or community centre | 2.2% | 2.2% | 2.2% | 1.8% | 2.7% | 2.2% | 2.4% | 2.0% | 3.8% |
| No – we don’t have one but we do expect to get one | 7.9% | 8.1% | 7.8% | 7.6% | 8.3% | 8.1% | 7.3% | 7.3% | 12.1% |
| No – we don’t have one AND do NOT expect to get one in the near future | 77.0% | 76.5% | 77.6% | 79.2% | 74.6% | 75.3% | 80.0% | 79.0% | 63.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.156 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Amazon Fire | Yes – have their own | 15.8% | 14.4% | 17.3% | 15.8% | 15.7% | 15.1% | 16.5% | 16.5% | 10.8% |
| Yes – have access in the household | 17.2% | 18.0% | 16.3% | 17.2% | 17.1% | 17.6% | 16.6% | 17.7% | 13.7% |
| Yes – have access in a family member and/ or friend’s home | 4.4% | 4.9% | 3.9% | 4.0% | 4.8% | 4.3% | 4.7% | 3.8% | 8.6% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.5% | 1.3% | 1.3% | 1.5% | 1.8% | 0.8% | 0.9% | 5.1% |
| No – we don’t have one but we do expect to get one | 8.2% | 8.5% | 7.9% | 8.9% | 7.5% | 8.0% | 8.8% | 7.9% | 10.2% |
| No – we don’t have one AND do NOT expect to get one in the near future | 53.0% | 52.7% | 53.4% | 52.7% | 53.4% | 53.2% | 52.6% | 53.2% | 51.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.108 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Kindle Fire | Yes – have their own | 15.4% | 13.6% | 17.4% | 14.9% | 15.9% | 16.1% | 14.2% | 16.0% | 11.1% |
| Yes – have access in the household | 13.7% | 13.3% | 14.2% | 13.7% | 13.7% | 15.0% | 12.1% | 14.1% | 11.4% |
| Yes – have access in a family member and/ or friend’s home | 4.3% | 5.0% | 3.5% | 4.2% | 4.4% | 4.7% | 3.5% | 4.0% | 6.3% |
| Yes – have access in a public space such as a school, library or community centre | 1.9% | 1.9% | 1.8% | 1.7% | 2.0% | 2.1% | 1.3% | 1.4% | 4.8% |
| No – we don’t have one but we do expect to get one | 7.2% | 7.4% | 7.1% | 7.2% | 7.2% | 6.7% | 8.1% | 6.9% | 9.5% |
| No – we don’t have one AND do NOT expect to get one in the near future | 57.5% | 58.8% | 56.0% | 58.3% | 56.7% | 55.4% | 60.8% | 57.6% | 56.8% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.133 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Huawai Media pad | Yes – have their own | 3.6% | 4.3% | 2.7% | 3.7% | 3.5% | 4.3% | 2.0% | 3.3% | 5.7% |
| Yes – have access in the household | 2.6% | 2.8% | 2.3% | 2.3% | 2.9% | 2.7% | 2.1% | 2.3% | 4.4% |
| Yes – have access in a family member and/ or friend’s home | 1.7% | 1.5% | 1.9% | 1.8% | 1.6% | 1.9% | 1.4% | 1.4% | 3.5% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.5% | 1.3% | 1.4% | 1.4% | 1.6% | 1.1% | 1.0% | 4.1% |
| No – we don’t have one but we do expect to get one | 6.5% | 6.1% | 7.0% | 6.4% | 6.6% | 5.6% | 8.1% | 6.2% | 8.6% |
| No – we don’t have one AND do NOT expect to get one in the near future | 84.2% | 83.8% | 84.7% | 84.4% | 84.1% | 83.9% | 85.3% | 85.8% | 73.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.151 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Google Pixel Slate | Yes – have their own | 2.0% | 2.2% | 1.8% | 2.0% | 2.0% | 2.7% | 1.0% | 1.6% | 5.1% |
| Yes – have access in the household | 2.2% | 2.6% | 1.8% | 2.3% | 2.1% | 2.7% | 1.3% | 2.0% | 3.8% |
| Yes – have access in a family member and/ or friend’s home | 1.9% | 2.2% | 1.5% | 1.9% | 1.8% | 2.1% | 1.5% | 1.5% | 4.1% |
| Yes – have access in a public space such as a school, library or community centre | 1.6% | 1.2% | 1.9% | 1.5% | 1.6% | 1.6% | 1.5% | 1.2% | 3.8% |
| No – we don’t have one but we do expect to get one | 6.8% | 6.7% | 6.9% | 6.3% | 7.4% | 6.4% | 7.4% | 6.3% | 10.2% |
| No – we don’t have one AND do NOT expect to get one in the near future | 85.5% | 85.0% | 86.1% | 85.9% | 85.1% | 84.5% | 87.3% | 87.4% | 73.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.156 | | Social Class | | Ethnicity\*\* 0.138 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Amazon Fire Kids | Yes – have their own | 20.2% | 19.9% | 20.6% | 24.8% | 15.4% | 20.4% | 19.6% | 21.3% | 13.3% |
| Yes – have access in the household | 7.1% | 7.2% | 7.0% | 7.2% | 7.0% | 7.4% | 6.5% | 6.9% | 8.6% |
| Yes – have access in a family member and/ or friend’s home | 2.9% | 3.0% | 2.7% | 2.8% | 3.0% | 3.0% | 2.8% | 2.3% | 6.7% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.5% | 1.1% | 1.6% | 1.1% | 1.5% | 1.3% | 1.2% | 2.5% |
| No – we don’t have one but we do expect to get one | 9.6% | 8.8% | 10.5% | 11.6% | 7.5% | 9.6% | 9.7% | 8.7% | 15.6% |
| No – we don’t have one AND do NOT expect to get one in the near future | 58.8% | 59.5% | 58.0% | 51.9% | 66.1% | 58.1% | 60.1% | 59.6% | 53.3% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.146 | | Social Class | | Ethnicity\*\* 0.102 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets LeapPad | Yes – have their own | 11.5% | 10.8% | 12.4% | 14.6% | 8.2% | 11.4% | 11.7% | 11.4% | 12.4% |
| Yes – have access in the household | 4.5% | 4.4% | 4.6% | 4.6% | 4.4% | 4.6% | 4.0% | 4.3% | 5.7% |
| Yes – have access in a family member and/ or friend’s home | 2.2% | 2.0% | 2.5% | 2.5% | 2.0% | 2.0% | 2.6% | 1.9% | 4.4% |
| Yes – have access in a public space such as a school, library or community centre | 1.5% | 1.1% | 2.0% | 1.4% | 1.6% | 1.6% | 1.5% | 1.2% | 3.8% |
| No – we don’t have one but we do expect to get one | 7.4% | 6.7% | 8.2% | 9.7% | 5.0% | 7.4% | 7.3% | 7.3% | 8.6% |
| No – we don’t have one AND do NOT expect to get one in the near future | 72.8% | 75.0% | 70.3% | 67.1% | 78.8% | 73.0% | 72.8% | 74.0% | 65.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\* 0.095 | | Social Class | | Ethnicity\*\* 0.103 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablets Other Tablet computer | Yes – have their own | 9.8% | 9.7% | 10.0% | 7.2% | 12.6% | 8.6% | 11.5% | 9.9% | 9.5% |
| Yes – have access in the household | 12.9% | 12.7% | 13.1% | 12.9% | 12.9% | 13.0% | 12.8% | 12.3% | 16.5% |
| Yes – have access in a family member and/ or friend’s home | 3.9% | 3.6% | 4.2% | 4.2% | 3.6% | 4.2% | 3.5% | 3.6% | 6.0% |
| Yes – have access in a public space such as a school, library or community centre | 2.2% | 2.0% | 2.5% | 2.2% | 2.3% | 2.1% | 2.3% | 1.8% | 5.1% |
| No – we don’t have one but we do expect to get one | 4.8% | 5.0% | 4.6% | 5.3% | 4.3% | 4.6% | 5.0% | 4.7% | 5.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 66.4% | 67.0% | 65.6% | 68.3% | 64.3% | 67.5% | 64.9% | 67.7% | 57.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.264 | | Social Class\*\* 0.130 | | Ethnicity\*\* 0.100 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones iPhone | Yes – have their own | 15.2% | 13.7% | 17.0% | 6.5% | 24.4% | 15.5% | 14.9% | 15.3% | 14.9% |
| Yes – have access in the household | 30.3% | 30.8% | 29.9% | 36.4% | 23.9% | 34.3% | 23.8% | 29.8% | 34.0% |
| Yes – have access in a family member and/ or friend’s home | 5.7% | 6.0% | 5.3% | 5.7% | 5.7% | 5.9% | 5.4% | 5.5% | 7.3% |
| Yes – have access in a public space such as a school, library or community centre | 1.2% | 1.5% | 0.9% | 1.4% | 0.9% | 1.5% | 0.8% | 0.9% | 3.5% |
| No – we don’t have one but we do expect to get one | 4.5% | 4.4% | 4.5% | 3.8% | 5.2% | 4.2% | 4.4% | 4.4% | 4.8% |
| No – we don’t have one AND do NOT expect to get one in the near future | 43.1% | 43.6% | 42.5% | 46.1% | 39.9% | 38.7% | 50.8% | 44.2% | 35.6% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.153 | | Social Class | | Ethnicity\*\* 0.118 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Samsung Galaxy | Yes – have their own | 8.5% | 9.3% | 7.5% | 4.6% | 12.6% | 8.9% | 7.7% | 8.4% | 8.6% |
| Yes – have access in the household | 21.1% | 21.3% | 20.8% | 24.0% | 18.0% | 21.0% | 21.5% | 20.4% | 25.4% |
| Yes – have access in a family member and/ or friend’s home | 5.8% | 5.3% | 6.4% | 5.6% | 6.0% | 5.4% | 6.5% | 5.5% | 8.3% |
| Yes – have access in a public space such as a school, library or community centre | 1.0% | 1.2% | 0.8% | 1.0% | 1.0% | 1.1% | 1.0% | 0.8% | 2.9% |
| No – we don’t have one but we do expect to get one | 4.6% | 4.7% | 4.5% | 4.7% | 4.6% | 4.3% | 5.3% | 4.2% | 7.6% |
| No – we don’t have one AND do NOT expect to get one in the near future | 59.0% | 58.2% | 59.9% | 60.0% | 57.8% | 59.3% | 57.9% | 60.7% | 47.3% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.151 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones HTC | Yes – have their own | 1.7% | 1.9% | 1.3% | 1.6% | 1.7% | 2.0% | 1.1% | 1.4% | 3.2% |
| Yes – have access in the household | 2.2% | 2.2% | 2.2% | 2.4% | 2.0% | 2.0% | 2.6% | 2.2% | 2.2% |
| Yes – have access in a family member and/ or friend’s home | 1.9% | 2.2% | 1.5% | 1.4% | 2.4% | 2.3% | 0.8% | 1.3% | 5.7% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.1% | 1.7% | 1.1% | 1.6% | 1.4% | 1.4% | 1.3% | 1.6% |
| No – we don’t have one but we do expect to get one | 3.8% | 3.8% | 3.9% | 4.1% | 3.6% | 4.1% | 3.3% | 3.2% | 8.3% |
| No – we don’t have one AND do NOT expect to get one in the near future | 89.1% | 88.8% | 89.4% | 89.3% | 88.8% | 88.2% | 90.8% | 90.6% | 79.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.161 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Nokia | Yes – have their own | 2.3% | 2.7% | 1.8% | 1.8% | 2.7% | 2.7% | 1.8% | 2.0% | 3.8% |
| Yes – have access in the household | 3.3% | 2.9% | 3.8% | 3.4% | 3.3% | 3.5% | 2.8% | 2.7% | 7.6% |
| Yes – have access in a family member and/ or friend’s home | 1.8% | 1.8% | 1.8% | 2.0% | 1.5% | 1.7% | 2.1% | 1.4% | 4.4% |
| Yes – have access in a public space such as a school, library or community centre | 1.3% | 1.2% | 1.4% | 0.9% | 1.7% | 1.7% | 0.5% | 0.9% | 3.8% |
| No – we don’t have one but we do expect to get one | 3.7% | 3.5% | 4.0% | 4.0% | 3.4% | 3.4% | 4.0% | 3.6% | 4.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 87.6% | 87.9% | 87.3% | 87.9% | 87.4% | 87.0% | 88.8% | 89.4% | 75.9% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.113 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Sony | Yes – have their own | 2.5% | 2.6% | 2.4% | 1.9% | 3.1% | 3.2% | 1.4% | 2.2% | 4.8% |
| Yes – have access in the household | 6.5% | 6.0% | 7.1% | 6.6% | 6.4% | 6.6% | 6.4% | 6.5% | 7.0% |
| Yes – have access in a family member and/ or friend’s home | 3.3% | 3.3% | 3.4% | 2.6% | 4.2% | 3.1% | 3.5% | 2.8% | 6.7% |
| Yes – have access in a public space such as a school, library or community centre | 1.2% | 1.1% | 1.4% | 0.8% | 1.7% | 1.4% | 0.9% | 1.0% | 2.5% |
| No – we don’t have one but we do expect to get one | 4.7% | 5.0% | 4.4% | 5.0% | 4.5% | 3.9% | 6.3% | 4.5% | 6.7% |
| No – we don’t have one AND do NOT expect to get one in the near future | 81.6% | 81.9% | 81.4% | 83.1% | 80.1% | 81.7% | 81.5% | 83.0% | 72.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.098 | | Social Class | | Ethnicity\*\* 0.144 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Huawei | Yes – have their own | 2.9% | 2.7% | 3.1% | 1.4% | 4.4% | 3.0% | 2.8% | 2.5% | 5.7% |
| Yes – have access in the household | 7.5% | 8.1% | 6.7% | 8.0% | 7.0% | 6.6% | 8.8% | 7.7% | 5.7% |
| Yes – have access in a family member and/ or friend’s home | 3.1% | 3.1% | 3.0% | 2.6% | 3.6% | 3.2% | 2.9% | 2.9% | 4.1% |
| Yes – have access in a public space such as a school, library or community centre | 1.7% | 1.9% | 1.6% | 1.9% | 1.5% | 2.3% | 0.9% | 1.1% | 5.7% |
| No – we don’t have one but we do expect to get one | 5.0% | 5.4% | 4.4% | 4.6% | 5.3% | 4.4% | 5.9% | 4.7% | 6.3% |
| No – we don’t have one AND do NOT expect to get one in the near future | 79.9% | 78.8% | 81.2% | 81.5% | 78.2% | 80.5% | 78.7% | 81.0% | 72.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.146 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Google Pixel | Yes – have their own | 1.9% | 2.2% | 1.5% | 1.3% | 2.5% | 2.4% | 1.0% | 1.6% | 3.8% |
| Yes – have access in the household | 2.4% | 2.9% | 1.9% | 2.6% | 2.3% | 2.7% | 2.0% | 2.2% | 3.8% |
| Yes – have access in a family member and/ or friend’s home | 1.7% | 1.4% | 2.0% | 1.4% | 2.0% | 1.9% | 1.3% | 1.2% | 4.8% |
| Yes – have access in a public space such as a school, library or community centre | 1.9% | 1.8% | 2.1% | 1.8% | 2.0% | 2.3% | 0.9% | 1.6% | 4.1% |
| No – we don’t have one but we do expect to get one | 5.9% | 5.4% | 6.4% | 5.9% | 5.8% | 5.8% | 6.0% | 5.4% | 9.2% |
| No – we don’t have one AND do NOT expect to get one in the near future | 86.2% | 86.3% | 86.0% | 86.9% | 85.4% | 84.9% | 88.8% | 88.0% | 74.3% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.164 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Oppo | Yes – have their own | 1.2% | 1.4% | 0.9% | 1.2% | 1.1% | 1.6% | 0.5% | 0.9% | 2.5% |
| Yes – have access in the household | 1.5% | 1.5% | 1.4% | 1.5% | 1.4% | 1.7% | 1.1% | 1.1% | 3.8% |
| Yes – have access in a family member and/ or friend’s home | 1.8% | 1.7% | 1.9% | 1.4% | 2.2% | 2.2% | 1.0% | 1.4% | 4.8% |
| Yes – have access in a public space such as a school, library or community centre | 0.9% | 1.0% | 0.8% | 0.7% | 1.1% | 1.0% | 0.8% | 0.6% | 3.2% |
| No – we don’t have one but we do expect to get one | 3.5% | 3.5% | 3.6% | 3.8% | 3.3% | 3.2% | 4.0% | 3.3% | 5.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 91.1% | 90.9% | 91.3% | 91.3% | 90.8% | 90.4% | 92.6% | 92.7% | 80.3% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.173 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Honor | Yes – have their own | 1.7% | 1.9% | 1.4% | 1.5% | 1.9% | 2.1% | 1.1% | 1.4% | 3.5% |
| Yes – have access in the household | 2.1% | 2.6% | 1.4% | 2.1% | 2.0% | 2.4% | 1.4% | 1.8% | 3.8% |
| Yes – have access in a family member and/ or friend’s home | 1.7% | 1.5% | 1.9% | 1.6% | 1.7% | 1.6% | 1.5% | 1.1% | 5.4% |
| Yes – have access in a public space such as a school, library or community centre | 1.3% | 1.5% | 1.1% | 1.4% | 1.3% | 1.6% | 0.9% | 0.9% | 4.1% |
| No – we don’t have one but we do expect to get one | 3.9% | 3.7% | 4.1% | 3.9% | 3.9% | 3.5% | 4.4% | 3.7% | 5.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 89.4% | 88.8% | 90.1% | 89.5% | 89.2% | 88.8% | 90.7% | 91.1% | 77.8% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.124 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Razer | Yes – have their own | 1.4% | 1.5% | 1.4% | 1.4% | 1.5% | 1.8% | 0.9% | 1.4% | 1.9% |
| Yes – have access in the household | 1.5% | 1.7% | 1.2% | 1.4% | 1.5% | 1.8% | 0.9% | 1.4% | 2.2% |
| Yes – have access in a family member and/ or friend’s home | 1.8% | 2.0% | 1.6% | 1.8% | 1.8% | 2.0% | 1.4% | 1.3% | 5.1% |
| Yes – have access in a public space such as a school, library or community centre | 0.9% | 0.9% | 0.9% | 0.6% | 1.2% | 1.2% | 0.4% | 0.7% | 2.2% |
| No – we don’t have one but we do expect to get one | 3.3% | 3.0% | 3.6% | 3.3% | 3.3% | 2.7% | 4.2% | 3.0% | 5.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 91.0% | 90.9% | 91.3% | 91.4% | 90.7% | 90.4% | 92.3% | 92.2% | 83.2% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.111 | | Social Class | | Ethnicity\*\* 0.119 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphones or mobile phones Other smartphone or mobile phone | Yes – have their own | 5.5% | 5.3% | 5.7% | 3.1% | 8.0% | 5.2% | 5.9% | 5.3% | 6.7% |
| Yes – have access in the household | 12.7% | 12.6% | 12.8% | 13.5% | 11.9% | 11.6% | 14.4% | 12.2% | 16.2% |
| Yes – have access in a family member and/ or friend’s home | 4.9% | 4.6% | 5.2% | 4.5% | 5.3% | 4.9% | 5.0% | 4.5% | 7.9% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.5% | 1.1% | 1.4% | 1.3% | 1.6% | 1.0% | 1.0% | 3.8% |
| No – we don’t have one but we do expect to get one | 4.0% | 3.5% | 4.5% | 3.8% | 4.2% | 3.4% | 4.7% | 3.8% | 5.1% |
| No – we don’t have one AND do NOT expect to get one in the near future | 71.6% | 72.4% | 70.6% | 73.6% | 69.4% | 73.3% | 69.0% | 73.2% | 60.3% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.181 | | | Age\*\* 0.212 | | Social Class | | Ethnicity\*\* 0.106 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Game consoles Xbox | Yes – have their own | 15.7% | 21.8% | 8.7% | 8.5% | 23.2% | 14.3% | 18.4% | 16.3% | 11.4% |
| Yes – have access in the household | 20.5% | 18.2% | 23.1% | 21.1% | 19.8% | 19.6% | 22.0% | 20.7% | 19.4% |
| Yes – have access in a family member and/ or friend’s home | 4.7% | 4.2% | 5.4% | 5.8% | 3.6% | 4.7% | 4.3% | 4.4% | 7.0% |
| Yes – have access in a public space such as a school, library or community centre | 1.0% | 1.0% | 1.0% | 0.6% | 1.4% | 1.2% | 0.6% | 0.7% | 3.2% |
| No – we don’t have one but we do expect to get one | 5.3% | 5.2% | 5.4% | 6.2% | 4.3% | 5.9% | 4.2% | 5.1% | 6.7% |
| No – we don’t have one AND do NOT expect to get one in the near future | 52.8% | 49.7% | 56.4% | 57.7% | 47.6% | 54.2% | 50.5% | 52.8% | 52.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.181 | | | Age\*\* 0.204 | | Social Class | | Ethnicity\*\* 0.157 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Game consoles PlayStation | Yes – have their own | 15.0% | 20.8% | 8.4% | 8.0% | 22.4% | 14.7% | 15.6% | 14.9% | 15.6% |
| Yes – have access in the household | 26.5% | 25.2% | 28.1% | 29.9% | 23.0% | 26.3% | 27.7% | 27.4% | 20.6% |
| Yes – have access in a family member and/ or friend’s home | 5.5% | 5.5% | 5.6% | 5.7% | 5.3% | 5.3% | 6.2% | 4.6% | 11.4% |
| Yes – have access in a public space such as a school, library or community centre | 1.2% | 1.3% | 1.1% | 1.4% | 1.1% | 1.3% | 1.1% | 0.8% | 4.4% |
| No – we don’t have one but we do expect to get one | 5.7% | 6.2% | 5.1% | 6.1% | 5.3% | 5.3% | 6.2% | 5.6% | 6.3% |
| No – we don’t have one AND do NOT expect to get one in the near future | 46.0% | 41.1% | 51.7% | 49.0% | 42.9% | 47.2% | 43.2% | 46.7% | 41.6% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\* 0.091 | | | Age\*\* 0.183 | | Social Class | | Ethnicity\*\* 0.128 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Game consoles Nintendo (including Wii, Wii U, Switch) | Yes – have their own | 19.9% | 23.2% | 16.3% | 12.9% | 27.4% | 18.9% | 22.0% | 20.5% | 16.2% |
| Yes – have access in the household | 23.9% | 22.0% | 26.1% | 25.6% | 22.1% | 25.0% | 22.5% | 24.8% | 18.1% |
| Yes – have access in a family member and/ or friend’s home | 4.6% | 4.6% | 4.6% | 5.1% | 4.2% | 4.6% | 4.2% | 4.1% | 8.3% |
| Yes – have access in a public space such as a school, library or community centre | 1.8% | 1.6% | 2.0% | 1.8% | 1.8% | 2.0% | 1.4% | 1.3% | 5.1% |
| No – we don’t have one but we do expect to get one | 7.8% | 7.7% | 8.0% | 8.4% | 7.2% | 7.3% | 8.2% | 7.6% | 8.9% |
| No – we don’t have one AND do NOT expect to get one in the near future | 41.9% | 40.9% | 43.1% | 46.3% | 37.3% | 42.1% | 41.7% | 41.7% | 43.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.151 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Handheld devices PlayStation (PSP, VITA) | Yes – have their own | 4.3% | 4.7% | 3.7% | 3.3% | 5.3% | 4.6% | 3.5% | 4.0% | 5.7% |
| Yes – have access in the household | 7.1% | 6.7% | 7.6% | 7.3% | 7.0% | 7.3% | 7.2% | 6.7% | 9.8% |
| Yes – have access in a family member and/ or friend’s home | 3.9% | 3.6% | 4.2% | 3.9% | 4.0% | 4.2% | 3.4% | 3.2% | 8.9% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.6% | 1.1% | 1.8% | 1.0% | 1.6% | 1.0% | 1.1% | 3.2% |
| No – we don’t have one but we do expect to get one | 6.3% | 6.9% | 5.7% | 6.4% | 6.3% | 5.9% | 6.8% | 5.7% | 10.2% |
| No – we don’t have one AND do NOT expect to get one in the near future | 77.0% | 76.4% | 77.7% | 77.4% | 76.5% | 76.5% | 78.1% | 79.2% | 62.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\* 0.084 | | | Age\*\* 0.205 | | Social Class | | Ethnicity\*\* 0.113 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Handheld devices Nintendo (DS, 2DS, 3DS) | Yes – have their own | 17.2% | 19.0% | 15.1% | 9.8% | 24.9% | 15.2% | 20.2% | 18.0% | 11.7% |
| Yes – have access in the household | 11.7% | 10.2% | 13.4% | 13.5% | 9.8% | 11.4% | 13.1% | 11.9% | 10.5% |
| Yes – have access in a family member and/ or friend’s home | 3.4% | 2.9% | 4.0% | 3.2% | 3.6% | 3.6% | 2.8% | 3.1% | 5.1% |
| Yes – have access in a public space such as a school, library or community centre | 1.5% | 2.0% | 1.0% | 1.4% | 1.6% | 1.7% | 1.4% | 1.3% | 3.2% |
| No – we don’t have one but we do expect to get one | 6.4% | 6.4% | 6.4% | 7.2% | 5.5% | 6.2% | 6.3% | 5.6% | 11.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 59.8% | 59.6% | 60.1% | 64.8% | 54.5% | 61.9% | 56.3% | 60.1% | 58.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.115 | | Social Class | | Ethnicity\*\* 0.107 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Desktop computer /PC | Yes – have their own | 5.8% | 6.0% | 5.7% | 3.3% | 8.5% | 6.2% | 5.4% | 5.7% | 6.7% |
| Yes – have access in the household | 29.0% | 30.1% | 27.7% | 28.6% | 29.4% | 29.9% | 28.3% | 28.9% | 29.8% |
| Yes – have access in a family member and/ or friend’s home | 6.4% | 6.4% | 6.4% | 6.6% | 6.2% | 6.8% | 5.3% | 5.8% | 10.2% |
| Yes – have access in a public space such as a school, library or community centre | 3.1% | 3.4% | 2.8% | 3.4% | 2.9% | 2.9% | 3.5% | 2.7% | 6.0% |
| No – we don’t have one but we do expect to get one | 4.9% | 5.3% | 4.3% | 4.7% | 5.0% | 5.0% | 4.3% | 4.6% | 6.7% |
| No – we don’t have one AND do NOT expect to get one in the near future | 50.8% | 48.8% | 53.0% | 53.4% | 48.0% | 49.2% | 53.1% | 52.3% | 40.6% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.239 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Laptop | Yes – have their own | 12.3% | 11.5% | 13.3% | 4.7% | 20.4% | 12.1% | 12.6% | 12.0% | 14.6% |
| Yes – have access in the household | 51.3% | 50.5% | 52.3% | 55.0% | 47.5% | 53.8% | 48.5% | 51.4% | 51.1% |
| Yes – have access in a family member and/ or friend’s home | 6.1% | 5.9% | 6.4% | 6.8% | 5.4% | 6.7% | 5.3% | 5.8% | 8.6% |
| Yes – have access in a public space such as a school, library or community centre | 2.1% | 2.4% | 1.9% | 2.3% | 2.0% | 2.0% | 2.4% | 1.9% | 3.8% |
| No – we don’t have one but we do expect to get one | 4.0% | 4.0% | 4.1% | 4.1% | 3.9% | 3.8% | 4.2% | 4.1% | 3.5% |
| No – we don’t have one AND do NOT expect to get one in the near future | 24.0% | 25.8% | 22.0% | 27.0% | 20.9% | 21.7% | 27.1% | 24.9% | 18.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.130 | | Social Class | | Ethnicity\*\* 0.135 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Yes – have their own | 7.5% | 6.7% | 8.4% | 4.2% | 10.9% | 8.3% | 6.3% | 7.2% | 9.5% |
| Yes – have access in the household | 8.2% | 8.2% | 8.2% | 8.8% | 7.6% | 8.8% | 7.2% | 8.0% | 9.8% |
| Yes – have access in a family member and/ or friend’s home | 3.0% | 2.6% | 3.4% | 3.2% | 2.8% | 3.6% | 2.0% | 2.5% | 6.7% |
| Yes – have access in a public space such as a school, library or community centre | 1.8% | 2.2% | 1.3% | 1.8% | 1.7% | 1.6% | 2.3% | 1.4% | 4.1% |
| No – we don’t have one but we do expect to get one | 6.4% | 5.3% | 7.6% | 6.2% | 6.6% | 6.1% | 6.3% | 5.9% | 9.5% |
| No – we don’t have one AND do NOT expect to get one in the near future | 73.1% | 75.0% | 71.0% | 75.8% | 70.3% | 71.6% | 75.9% | 75.0% | 60.3% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.169 | | Social Class\*\* 0.098 | | Ethnicity\*\* 0.121 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Yes – have their own | 11.7% | 11.4% | 12.0% | 6.5% | 17.1% | 12.2% | 11.1% | 12.0% | 9.8% |
| Yes – have access in the household | 29.6% | 30.1% | 29.2% | 30.8% | 28.4% | 32.4% | 24.7% | 30.8% | 21.9% |
| Yes – have access in a family member and/ or friend’s home | 5.5% | 5.3% | 5.7% | 6.4% | 4.6% | 5.7% | 4.8% | 4.6% | 11.1% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.4% | 1.3% | 1.6% | 1.1% | 1.4% | 1.3% | 1.1% | 2.9% |
| No – we don’t have one but we do expect to get one | 8.6% | 7.7% | 9.6% | 8.6% | 8.7% | 8.3% | 9.2% | 8.5% | 9.2% |
| No – we don’t have one AND do NOT expect to get one in the near future | 43.2% | 44.2% | 42.1% | 46.1% | 40.1% | 40.1% | 49.0% | 42.9% | 45.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.139 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Smart toy-connected to internet | Yes – have their own | 6.4% | 6.4% | 6.4% | 5.7% | 7.2% | 6.5% | 6.3% | 6.3% | 7.3% |
| Yes – have access in the household | 4.6% | 5.0% | 4.1% | 5.0% | 4.2% | 4.7% | 4.4% | 4.0% | 8.3% |
| Yes – have access in a family member and/ or friend’s home | 2.5% | 2.2% | 2.7% | 2.5% | 2.5% | 2.7% | 2.0% | 2.0% | 5.4% |
| Yes – have access in a public space such as a school, library or community centre | 1.8% | 1.8% | 1.9% | 1.8% | 1.9% | 1.8% | 2.0% | 1.4% | 4.4% |
| No – we don’t have one but we do expect to get one | 9.1% | 9.1% | 9.0% | 10.4% | 7.7% | 9.3% | 7.9% | 8.7% | 11.4% |
| No – we don’t have one AND do NOT expect to get one in the near future | 75.6% | 75.4% | 75.9% | 74.7% | 76.6% | 75.0% | 77.3% | 77.5% | 63.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.103 | | | Age\* 0.081 | | Social Class | | Ethnicity\*\* 0.136 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Electronic toy not connected to the internet, e.g. robot, drone etc. | Yes – have their own | 21.3% | 24.9% | 17.1% | 21.1% | 21.4% | 20.7% | 22.0% | 21.8% | 17.5% |
| Yes – have access in the household | 8.3% | 8.3% | 8.2% | 9.6% | 6.8% | 8.8% | 7.2% | 8.0% | 9.8% |
| Yes – have access in a family member and/ or friend’s home | 3.4% | 3.2% | 3.7% | 3.0% | 3.9% | 3.8% | 2.8% | 2.6% | 9.2% |
| Yes – have access in a public space such as a school, library or community centre | 1.4% | 1.4% | 1.5% | 1.8% | 1.1% | 1.9% | 0.6% | 1.3% | 2.5% |
| No – we don’t have one but we do expect to get one | 7.4% | 8.0% | 6.8% | 8.5% | 6.3% | 7.3% | 7.3% | 7.3% | 8.6% |
| No – we don’t have one AND do NOT expect to get one in the near future | 58.2% | 54.3% | 62.6% | 55.9% | 60.6% | 57.4% | 60.1% | 59.1% | 52.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.112 | | | Age\*\* 0.133 | | Social Class | | Ethnicity\*\* 0.141 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Virtual Reality equipment (e.g. headset) | Yes – have their own | 4.7% | 6.7% | 2.5% | 2.2% | 7.5% | 4.7% | 4.9% | 4.4% | 7.3% |
| Yes – have access in the household | 8.0% | 7.4% | 8.7% | 7.9% | 8.1% | 8.3% | 7.4% | 7.9% | 8.3% |
| Yes – have access in a family member and/ or friend’s home | 3.3% | 2.9% | 3.8% | 3.1% | 3.6% | 3.8% | 2.3% | 2.5% | 9.2% |
| Yes – have access in a public space such as a school, library or community centre | 1.3% | 1.7% | 0.9% | 1.1% | 1.5% | 1.3% | 1.5% | 1.2% | 1.9% |
| No – we don’t have one but we do expect to get one | 10.0% | 10.4% | 9.5% | 9.3% | 10.7% | 10.2% | 9.2% | 9.9% | 10.5% |
| No – we don’t have one AND do NOT expect to get one in the near future | 72.6% | 70.9% | 74.6% | 76.4% | 68.7% | 71.7% | 74.7% | 74.1% | 62.9% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.220 | | Social Class\*\* 0.104 | | Ethnicity\* 0.085 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Other devices Wearable (e.g. FitBit, AppleWatch) | Yes – have their own | 10.8% | 10.0% | 11.7% | 4.3% | 17.6% | 12.0% | 8.6% | 11.0% | 9.5% |
| Yes – have access in the household | 12.2% | 11.5% | 13.0% | 12.5% | 11.9% | 13.6% | 10.2% | 12.4% | 10.5% |
| Yes – have access in a family member and/ or friend’s home | 3.8% | 4.0% | 3.6% | 4.1% | 3.6% | 4.2% | 3.4% | 3.5% | 6.0% |
| Yes – have access in a public space such as a school, library or community centre | 1.6% | 1.4% | 1.8% | 1.8% | 1.3% | 2.0% | 0.9% | 1.2% | 3.8% |
| No – we don’t have one but we do expect to get one | 10.0% | 8.8% | 11.4% | 9.4% | 10.6% | 10.5% | 8.9% | 10.0% | 10.2% |
| No – we don’t have one AND do NOT expect to get one in the near future | 61.7% | 64.4% | 58.6% | 67.8% | 55.1% | 57.8% | 68.0% | 61.9% | 60.0% |

**AQ2: On a normal weekday, how much time does your child spend using the devices they have access to: usage by device?**

**Notes:** Percentages out of those who have access to each device, e.g. 22.7% of parents who said their children had access to a tablet went on to say that their child uses it for less than 30 minutes on a typical weekday. Smallest sub-set of the sample contains 312 participants.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Television | Tablet | Smartphone or mobile phone | Games console (e.g.PlayStation, Xbox) | Handheld Games Console (e.g. Nintendo) | PC or Laptop | Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Smart toy - connected to the internet (e.g. Furby, toy robot) | Electronic toy not connected to the internet, e.g. robot, drone etc. | Virtual Reality equipment (e.g. headset) | Wearable (e.g. FitBit, AppleWatch) | Non-digital toys and playthings |
| Less than 30 minutes | 8.7% | 22.7% | 39.8% | 33.8% | 46.3% | 51.0% | 39.2% | 58.8% | 39.0% | 51.8% | 43.9% | 45.1% | 25.7% |
| 31-60 minutes | 17.8% | 18.5% | 15.1% | 17.3% | 14.7% | 15.5% | 15.1% | 15.7% | 16.6% | 15.4% | 13.5% | 7.4% | 15.0% |
| 1 hour | 22.1% | 24.4% | 15.3% | 18.6% | 14.2% | 13.7% | 14.4% | 7.8% | 12.1% | 12.2% | 10.3% | 11.4% | 18.9% |
| 2 hours | 27.6% | 16.4% | 12.9% | 14.9% | 10.3% | 8.7% | 10.5% | 7.0% | 12.7% | 7.3% | 9.0% | 8.9% | 17.9% |
| 3 hours | 11.3% | 8.7% | 6.6% | 6.3% | 6.3% | 4.4% | 7.9% | 3.1% | 5.7% | 4.6% | 11.9% | 5.9% | 9.5% |
| 4 hours | 5.5% | 3.5% | 4.2% | 4.2% | 2.7% | 2.5% | 3.3% | 2.9% | 4.5% | 3.2% | 3.5% | 4.2% | 5.0% |
| 5 hours | 2.6% | 1.8% | 2.8% | 2.3% | 2.0% | 1.5% | 3.6% | 1.8% | 3.0% | 2.7% | 2.6% | 4.2% | 2.8% |
| 6 hours | 1.5% | 1.4% | 1.0% | 0.6% | 1.7% | 1.3% | 2.6% | 0.7% | 4.5% | 1.2% | 2.2% | 3.0% | 1.6% |
| 7 hours | 0.9% | 1.1% | 0.6% | 0.9% | 0.8% | 0.6% | 1.5% | 0.8% | 0.6% | 0.4% | 1.6% | 1.3% | 0.7% |
| 8 hours | 0.9% | 0.7% | 0.6% | 0.5% | 0.1% | 0.2% | 0.3% | 0.2% | 0.6% | 0.3% | 0.0% | 1.9% | 1.0% |
| More than 8 hours | 1.1% | 0.9% | 0.9% | 0.6% | 0.9% | 0.6% | 1.5% | 1.1% | 0.6% | 0.9% | 1.6% | 6.8% | 1.9% |

**AQ2 – Demographic breakdown of usage duration by device**

**Notes:** Where results are found to be statistically significant,\*\* indicates significance at 0.1% level,\* indicates significance at 1% level and Cramér’s V measure of effect size is also reported. These are only shown if there is enough information for a valid test.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class\* 0.108 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Television | Less than 30 minutes | 8.7% | 8.9% | 8.4% | 9.3% | 8.0% | 10.3% | 5.9% | 9.0% | 6.5% |
| 31-60 minutes | 17.8% | 17.7% | 17.9% | 17.5% | 18.0% | 18.1% | 17.0% | 17.6% | 19.1% |
| 1 hour | 22.1% | 20.7% | 23.6% | 21.4% | 22.7% | 22.1% | 22.2% | 22.1% | 21.5% |
| 2 hours | 27.6% | 27.7% | 27.4% | 28.3% | 26.8% | 26.8% | 29.2% | 28.6% | 20.5% |
| 3 hours | 11.3% | 12.2% | 10.3% | 11.3% | 11.2% | 11.5% | 10.7% | 11.0% | 13.3% |
| 4 hours | 5.5% | 5.9% | 5.1% | 5.3% | 5.8% | 4.5% | 7.7% | 4.9% | 9.9% |
| 5 hours | 2.6% | 2.7% | 2.5% | 2.2% | 3.0% | 2.3% | 2.8% | 2.4% | 4.1% |
| 6 hours | 1.5% | 1.5% | 1.6% | 1.4% | 1.7% | 1.8% | 1.3% | 1.5% | 1.7% |
| 7 hours | 0.9% | 1.0% | 0.9% | 0.8% | 1.1% | 0.8% | 0.9% | 0.9% | 1.4% |
| 8 hours | 0.9% | 0.9% | 1.0% | 1.1% | 0.8% | 0.6% | 1.3% | 0.9% | 1.4% |
| More than 8 hours | 1.1% | 0.9% | 1.4% | 1.4% | 0.8% | 1.2% | 1.1% | 1.2% | 0.7% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class\* 0.113 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablet | Less than 30 minutes | 22.7% | 23.3% | 21.9% | 23.3% | 22.0% | 25.2% | 19.2% | 24.2% | 12.5% |
| 31-60 minutes | 18.5% | 18.4% | 18.5% | 19.8% | 17.1% | 19.1% | 17.6% | 18.4% | 18.9% |
| 1 hour | 24.4% | 22.8% | 26.2% | 21.9% | 27.0% | 24.2% | 25.5% | 23.8% | 28.1% |
| 2 hours | 16.4% | 16.0% | 16.8% | 16.7% | 16.0% | 15.5% | 17.3% | 16.4% | 16.0% |
| 3 hours | 8.7% | 9.4% | 7.9% | 8.7% | 8.6% | 7.5% | 10.0% | 8.3% | 11.4% |
| 4 hours | 3.5% | 3.4% | 3.6% | 3.4% | 3.6% | 3.3% | 3.3% | 3.1% | 5.7% |
| 5 hours | 1.8% | 2.0% | 1.6% | 1.8% | 1.8% | 2.0% | 1.5% | 1.7% | 2.1% |
| 6 hours | 1.4% | 1.8% | 1.0% | 1.5% | 1.3% | 1.3% | 1.6% | 1.2% | 2.8% |
| 7 hours | 1.1% | 1.3% | 1.0% | 1.1% | 1.1% | 1.0% | 1.3% | 1.1% | 1.4% |
| 8 hours | 0.7% | 0.8% | 0.5% | 1.0% | 0.3% | 0.5% | 0.7% | 0.7% | 0.4% |
| More than 8 hours | 0.9% | 0.9% | 1.0% | 0.8% | 1.0% | 0.4% | 1.9% | 1.0% | 0.7% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.212 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphone or mobile phone | Less than 30 minutes | 39.8% | 40.4% | 39.2% | 49.9% | 30.8% | 42.5% | 35.6% | 41.7% | 28.5% |
| 31-60 minutes | 15.1% | 15.5% | 14.7% | 14.2% | 15.9% | 15.4% | 15.2% | 15.2% | 14.2% |
| 1 hour | 15.3% | 15.7% | 14.8% | 11.5% | 18.6% | 14.6% | 17.3% | 14.9% | 17.5% |
| 2 hours | 12.9% | 11.9% | 14.1% | 9.7% | 15.9% | 12.1% | 14.1% | 12.3% | 17.1% |
| 3 hours | 6.6% | 6.3% | 7.0% | 6.0% | 7.2% | 5.6% | 7.8% | 6.5% | 7.3% |
| 4 hours | 4.2% | 4.5% | 3.9% | 3.5% | 4.8% | 3.8% | 4.7% | 3.8% | 6.9% |
| 5 hours | 2.8% | 2.6% | 3.0% | 2.3% | 3.3% | 2.7% | 2.5% | 2.6% | 4.1% |
| 6 hours | 1.0% | 0.8% | 1.3% | 0.9% | 1.2% | 0.9% | 1.4% | 0.9% | 1.6% |
| 7 hours | 0.6% | 0.7% | 0.5% | 0.4% | 0.8% | 0.8% | 0.2% | 0.5% | 1.2% |
| 8 hours | 0.6% | 0.7% | 0.6% | 1.0% | 0.3% | 0.9% | 0.2% | 0.5% | 1.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Games console (e.g.PlayStation, Xbox) | Less than 30 minutes | 33.8% | 24.9% | 46.4% | 43.9% | 26.1% | 37.1% | 28.4% | 34.5% | 28.4% |
| 31-60 minutes | 17.3% | 19.2% | 14.7% | 16.0% | 18.3% | 16.9% | 18.4% | 17.8% | 13.7% |
| 1 hour | 18.6% | 21.5% | 14.6% | 16.8% | 20.0% | 18.0% | 19.9% | 19.2% | 14.2% |
| 2 hours | 14.9% | 17.4% | 11.3% | 9.0% | 19.4% | 14.3% | 15.2% | 14.0% | 21.1% |
| 3 hours | 6.3% | 6.9% | 5.5% | 6.1% | 6.5% | 5.1% | 8.7% | 6.0% | 8.9% |
| 4 hours | 4.2% | 4.5% | 3.8% | 3.9% | 4.4% | 3.9% | 4.4% | 4.1% | 5.3% |
| 5 hours | 2.3% | 2.2% | 2.4% | 2.2% | 2.3% | 2.5% | 1.7% | 2.0% | 4.2% |
| 6 hours | 0.6% | 0.7% | 0.5% | 0.6% | 0.6% | 0.6% | 0.6% | 0.6% | 0.5% |
| 7 hours | 0.9% | 1.2% | 0.5% | 0.6% | 1.1% | 0.7% | 1.3% | 0.7% | 2.1% |
| 8 hours | 0.5% | 0.6% | 0.3% | 0.3% | 0.6% | 0.4% | 0.6% | 0.4% | 1.1% |
| More than 8 hours | 0.6% | 1.0% | 0.2% | 0.6% | 0.7% | 0.5% | 0.9% | 0.7% | 0.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Handheld Games Console (e.g. Nintendo) | Less than 30 minutes | 46.3% | 45.5% | 47.4% | 49.1% | 44.3% | 46.6% | 45.8% | 48.7% | 29.3% |
| 31-60 minutes | 14.7% | 15.3% | 13.9% | 11.8% | 16.9% | 14.2% | 15.0% | 14.8% | 14.1% |
| 1 hour | 14.2% | 15.5% | 12.4% | 13.0% | 15.0% | 14.2% | 15.4% | 13.5% | 18.5% |
| 2 hours | 10.3% | 9.4% | 11.5% | 9.9% | 10.5% | 8.3% | 12.7% | 9.7% | 14.1% |
| 3 hours | 6.3% | 6.1% | 6.5% | 7.1% | 5.6% | 7.7% | 3.8% | 5.6% | 10.9% |
| 4 hours | 2.7% | 1.9% | 3.7% | 3.1% | 2.3% | 3.1% | 2.3% | 2.7% | 2.2% |
| 5 hours | 2.0% | 1.9% | 2.2% | 1.9% | 2.1% | 1.3% | 2.7% | 1.8% | 3.3% |
| 6 hours | 1.7% | 1.9% | 1.5% | 2.2% | 1.4% | 2.4% | 0.8% | 1.7% | 2.2% |
| 7 hours | 0.8% | 1.2% | 0.3% | 0.6% | 0.9% | 0.9% | 0.8% | 0.5% | 3.3% |
| 8 hours | 0.1% | 0.2% | 0.0% | 0.3% | 0.0% | 0.2% | 0.0% | 0.2% | 0.0% |
| More than 8 hours | 0.9% | 1.2% | 0.6% | 0.9% | 0.9% | 1.1% | 0.8% | 0.8% | 2.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| PC or Laptop | Less than 30 minutes | 51.0% | 50.2% | 51.9% | 57.8% | 45.7% | 53.1% | 46.9% | 54.0% | 33.6% |
| 31-60 minutes | 15.5% | 16.4% | 14.3% | 14.1% | 16.5% | 14.8% | 17.6% | 15.6% | 14.7% |
| 1 hour | 13.7% | 13.2% | 14.2% | 10.8% | 15.9% | 13.7% | 13.5% | 12.6% | 19.8% |
| 2 hours | 8.7% | 9.2% | 8.1% | 5.4% | 11.3% | 7.3% | 11.6% | 7.9% | 13.4% |
| 3 hours | 4.4% | 4.7% | 4.1% | 4.3% | 4.5% | 4.7% | 3.7% | 3.7% | 8.3% |
| 4 hours | 2.5% | 2.0% | 3.0% | 3.2% | 2.0% | 2.6% | 2.4% | 2.3% | 3.7% |
| 5 hours | 1.5% | 1.5% | 1.5% | 1.3% | 1.7% | 1.2% | 1.9% | 1.5% | 1.8% |
| 6 hours | 1.3% | 1.3% | 1.4% | 1.6% | 1.1% | 1.5% | 1.1% | 1.1% | 2.8% |
| 7 hours | 0.6% | 0.5% | 0.8% | 0.8% | 0.5% | 0.5% | 0.6% | 0.6% | 0.9% |
| 8 hours | 0.2% | 0.1% | 0.3% | 0.2% | 0.2% | 0.2% | 0.0% | 0.2% | 0.5% |
| More than 8 hours | 0.6% | 0.8% | 0.5% | 0.8% | 0.5% | 0.4% | 0.6% | 0.6% | 0.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Less than 30 minutes | 39.2% | 36.3% | 42.5% | 40.1% | 38.6% | 38.2% | 42.2% | 43.8% | 23.3% |
| 31-60 minutes | 15.1% | 14.2% | 16.1% | 13.8% | 16.1% | 16.2% | 12.8% | 15.5% | 14.0% |
| 1 hour | 14.4% | 15.7% | 12.9% | 15.6% | 13.5% | 14.7% | 12.8% | 13.2% | 18.6% |
| 2 hours | 10.5% | 11.3% | 9.7% | 7.2% | 13.0% | 10.7% | 10.1% | 9.2% | 15.1% |
| 3 hours | 7.9% | 7.4% | 8.6% | 6.6% | 9.0% | 7.0% | 11.0% | 6.9% | 11.6% |
| 4 hours | 3.3% | 4.4% | 2.2% | 4.2% | 2.7% | 2.2% | 5.5% | 3.3% | 3.5% |
| 5 hours | 3.6% | 2.5% | 4.8% | 4.8% | 2.7% | 3.3% | 3.7% | 3.6% | 3.5% |
| 6 hours | 2.6% | 2.9% | 2.2% | 3.0% | 2.2% | 3.7% | 0.0% | 1.6% | 5.8% |
| 7 hours | 1.5% | 2.9% | 0.0% | 1.2% | 1.8% | 1.8% | 0.9% | 1.3% | 2.3% |
| 8 hours | 0.3% | 0.0% | 0.5% | 0.6% | 0.0% | 0.4% | 0.0% | 0.0% | 1.2% |
| More than 8 hours | 1.5% | 2.5% | 0.5% | 3.0% | 0.4% | 1.8% | 0.9% | 1.6% | 1.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Less than 30 minutes | 58.8% | 59.4% | 58.2% | 61.1% | 56.9% | 57.8% | 61.2% | 62.1% | 36.1% |
| 31-60 minutes | 15.7% | 14.9% | 16.7% | 14.9% | 16.5% | 15.8% | 16.4% | 15.8% | 15.6% |
| 1 hour | 7.8% | 8.3% | 7.1% | 6.3% | 9.0% | 8.1% | 6.3% | 7.1% | 12.3% |
| 2 hours | 7.0% | 6.6% | 7.6% | 6.3% | 7.7% | 7.4% | 6.7% | 6.0% | 14.8% |
| 3 hours | 3.1% | 2.9% | 3.2% | 3.3% | 2.9% | 3.4% | 2.6% | 2.3% | 8.2% |
| 4 hours | 2.9% | 2.7% | 3.0% | 3.1% | 2.7% | 2.4% | 3.7% | 2.7% | 4.1% |
| 5 hours | 1.8% | 2.1% | 1.5% | 2.0% | 1.7% | 1.8% | 2.2% | 1.5% | 4.1% |
| 6 hours | 0.7% | 0.4% | 1.1% | 0.4% | 1.0% | 0.7% | 0.0% | 0.7% | 0.8% |
| 7 hours | 0.8% | 1.0% | 0.6% | 0.7% | 1.0% | 1.2% | 0.0% | 0.7% | 1.6% |
| 8 hours | 0.2% | 0.4% | 0.0% | 0.4% | 0.0% | 0.3% | 0.0% | 0.2% | 0.0% |
| More than 8 hours | 1.1% | 1.4% | 0.9% | 1.5% | 0.8% | 1.2% | 0.7% | 0.9% | 2.5% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smart toy - connected to the internet (e.g. Furby, toy robot) | Less than 30 minutes | 39.0% | 36.7% | 41.7% | 40.6% | 37.3% | 34.8% | 47.4% | 44.3% | 21.1% |
| 31-60 minutes | 16.6% | 16.7% | 16.6% | 17.6% | 15.7% | 17.4% | 14.4% | 14.9% | 22.4% |
| 1 hour | 12.1% | 12.2% | 11.9% | 12.7% | 11.4% | 12.5% | 11.3% | 12.2% | 11.8% |
| 2 hours | 12.7% | 12.8% | 12.6% | 12.7% | 12.7% | 14.7% | 9.3% | 11.0% | 18.4% |
| 3 hours | 5.7% | 3.9% | 7.9% | 4.8% | 6.6% | 5.4% | 7.2% | 6.3% | 3.9% |
| 4 hours | 4.5% | 5.6% | 3.3% | 4.2% | 4.8% | 3.6% | 7.2% | 3.5% | 7.9% |
| 5 hours | 3.0% | 3.9% | 2.0% | 1.8% | 4.2% | 3.1% | 2.1% | 2.4% | 5.3% |
| 6 hours | 4.5% | 5.0% | 4.0% | 3.6% | 5.4% | 5.8% | 1.0% | 3.1% | 9.2% |
| 7 hours | 0.6% | 1.1% | 0.0% | 0.6% | 0.6% | 0.9% | 0.0% | 0.8% | 0.0% |
| 8 hours | 0.6% | 1.1% | 0.0% | 0.0% | 1.2% | 0.9% | 0.0% | 0.8% | 0.0% |
| More than 8 hours | 0.6% | 1.1% | 0.0% | 1.2% | 0.0% | 0.9% | 0.0% | 0.8% | 0.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Electronic toy not connected to the internet, e.g. robot, drone etc. | Less than 30 minutes | 51.8% | 52.3% | 51.0% | 47.2% | 57.3% | 51.1% | 55.0% | 55.5% | 31.1% |
| 31-60 minutes | 15.4% | 15.0% | 16.0% | 17.8% | 12.4% | 14.7% | 15.2% | 15.3% | 16.0% |
| 1 hour | 12.2% | 12.8% | 11.5% | 13.6% | 10.5% | 12.9% | 10.4% | 11.0% | 18.9% |
| 2 hours | 7.3% | 7.9% | 6.6% | 7.9% | 6.7% | 6.8% | 9.0% | 6.6% | 11.3% |
| 3 hours | 4.6% | 3.7% | 5.9% | 4.2% | 5.1% | 5.9% | 1.9% | 4.1% | 7.5% |
| 4 hours | 3.2% | 2.2% | 4.5% | 3.7% | 2.5% | 2.4% | 4.7% | 2.5% | 6.6% |
| 5 hours | 2.7% | 2.2% | 3.5% | 2.4% | 3.2% | 2.6% | 2.4% | 2.4% | 4.7% |
| 6 hours | 1.2% | 1.7% | 0.3% | 1.0% | 1.3% | 1.5% | 0.5% | 1.0% | 1.9% |
| 7 hours | 0.4% | 0.7% | 0.0% | 0.5% | 0.3% | 0.7% | 0.0% | 0.3% | 0.9% |
| 8 hours | 0.3% | 0.5% | 0.0% | 0.3% | 0.3% | 0.4% | 0.0% | 0.2% | 0.9% |
| More than 8 hours | 0.9% | 1.0% | 0.7% | 1.3% | 0.3% | 0.9% | 0.9% | 1.0% | 0.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Virtual Reality equipment (e.g. headset) | Less than 30 minutes | 43.9% | 42.3% | 46.3% | 36.7% | 48.9% | 39.9% | 51.1% | 47.5% | 30.9% |
| 31-60 minutes | 13.5% | 14.3% | 12.2% | 14.8% | 12.5% | 14.6% | 11.4% | 13.1% | 14.7% |
| 1 hour | 10.3% | 10.1% | 10.6% | 10.2% | 10.3% | 9.9% | 12.5% | 11.5% | 5.9% |
| 2 hours | 9.0% | 9.5% | 8.1% | 8.6% | 9.2% | 10.3% | 4.5% | 7.4% | 14.7% |
| 3 hours | 11.9% | 12.2% | 11.4% | 12.5% | 11.4% | 12.2% | 11.4% | 10.2% | 17.6% |
| 4 hours | 3.5% | 3.7% | 3.3% | 4.7% | 2.7% | 3.8% | 3.4% | 2.5% | 7.4% |
| 5 hours | 2.6% | 2.1% | 3.3% | 4.7% | 1.1% | 2.8% | 2.3% | 2.9% | 1.5% |
| 6 hours | 2.2% | 2.1% | 2.4% | 3.1% | 1.6% | 2.3% | 2.3% | 2.0% | 2.9% |
| 7 hours | 1.6% | 1.1% | 2.4% | 1.6% | 1.6% | 2.3% | 0.0% | 0.8% | 4.4% |
| 8 hours | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| More than 8 hours | 1.6% | 2.6% | 0.0% | 3.1% | 0.5% | 1.9% | 1.1% | 2.0% | 0.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Wearable (e.g. FitBit, AppleWatch) | Less than 30 minutes | 45.1% | 39.7% | 50.4% | 46.4% | 44.4% | 44.7% | 47.0% | 48.7% | 27.5% |
| 31-60 minutes | 7.4% | 7.3% | 7.4% | 10.1% | 5.9% | 8.5% | 5.1% | 7.1% | 8.8% |
| 1 hour | 11.4% | 10.8% | 12.0% | 11.9% | 11.1% | 11.4% | 9.4% | 11.2% | 12.5% |
| 2 hours | 8.9% | 11.6% | 6.2% | 7.7% | 9.5% | 9.4% | 8.5% | 7.6% | 15.0% |
| 3 hours | 5.9% | 7.3% | 4.5% | 7.1% | 5.2% | 6.1% | 6.0% | 5.1% | 10.0% |
| 4 hours | 4.2% | 3.9% | 4.5% | 4.2% | 4.2% | 4.7% | 3.4% | 3.3% | 8.8% |
| 5 hours | 4.2% | 4.7% | 3.7% | 6.0% | 3.3% | 2.9% | 6.0% | 3.6% | 7.5% |
| 6 hours | 3.0% | 3.4% | 2.5% | 3.0% | 2.9% | 3.2% | 2.6% | 2.5% | 5.0% |
| 7 hours | 1.3% | 1.7% | 0.8% | 0.6% | 1.6% | 1.2% | 0.9% | 1.3% | 1.3% |
| 8 hours | 1.9% | 2.2% | 1.7% | 0.6% | 2.6% | 1.5% | 3.4% | 2.3% | 0.0% |
| More than 8 hours | 6.8% | 7.3% | 6.2% | 2.4% | 9.2% | 6.4% | 7.7% | 7.4% | 3.8% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.267 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Non-digital toys and playthings | Less than 30 minutes | 25.7% | 26.0% | 25.3% | 16.9% | 35.9% | 25.6% | 26.6% | 25.9% | 24.5% |
| 31-60 minutes | 15.0% | 15.0% | 14.8% | 12.9% | 17.4% | 16.0% | 13.1% | 15.1% | 14.1% |
| 1 hour | 18.9% | 19.7% | 18.0% | 19.5% | 18.2% | 19.1% | 18.5% | 18.3% | 22.9% |
| 2 hours | 17.9% | 17.4% | 18.4% | 21.8% | 13.3% | 17.7% | 18.3% | 18.3% | 14.9% |
| 3 hours | 9.5% | 9.2% | 9.8% | 12.4% | 6.1% | 9.5% | 9.3% | 9.3% | 11.2% |
| 4 hours | 5.0% | 4.4% | 5.8% | 5.8% | 4.1% | 4.8% | 5.1% | 4.9% | 6.0% |
| 5 hours | 2.8% | 2.9% | 2.7% | 3.6% | 1.9% | 2.5% | 3.6% | 2.9% | 2.0% |
| 6 hours | 1.6% | 1.7% | 1.5% | 2.0% | 1.1% | 1.0% | 2.5% | 1.6% | 1.6% |
| 7 hours | 0.7% | 0.9% | 0.5% | 1.1% | 0.3% | 0.7% | 0.8% | 0.7% | 0.8% |
| 8 hours | 1.0% | 1.1% | 0.9% | 1.3% | 0.6% | 1.3% | 0.2% | 0.9% | 1.6% |
| More than 8 hours | 1.9% | 1.7% | 2.1% | 2.7% | 1.0% | 1.8% | 2.1% | 2.1% | 0.4% |

**AQ3: On a normal weekend day, how much time does your child spend using the devices they have access to: usage by device?**

**Notes:** Percentages out of those who have access to each device, e.g. 19.3% of parents who said their children had access to a tablet went on to say that their child uses it for less than 30 minutes on a typical weekend day. Smallest sub-set of the sample contains 326 participants.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Television | Tablet | Smartphone or mobile phone | Games console (e.g.PlayStation, Xbox) | Handheld Games Console (e.g. Nintendo) | PC or Laptop | Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Smart toy - connected to the internet (e.g. Furby, toy robot) | Electronic toy not connected to the internet, e.g. robot, drone etc. | Virtual Reality equipment (e.g. headset) | Wearable (e.g. FitBit, AppleWatch) | Non-digital toys and playthings |
| Less than 30 minutes | 11.7% | 19.3% | 34.3% | 24.1% | 36.2% | 41.8% | 34.2% | 52.2% | 31.7% | 41.7% | 40.2% | 40.8% | 18.7% |
| 31-60 minutes | 12.8% | 17.2% | 15.6% | 17.5% | 18.3% | 17.5% | 20.9% | 16.4% | 17.2% | 18.7% | 13.5% | 11.6% | 12.0% |
| 1 hour | 17.8% | 22.4% | 18.8% | 20.7% | 19.1% | 17.4% | 13.3% | 12.3% | 15.7% | 14.1% | 12.9% | 12.8% | 14.5% |
| 2 hours | 26.5% | 19.7% | 13.3% | 17.7% | 11.4% | 11.3% | 11.7% | 7.4% | 12.4% | 10.1% | 10.7% | 9.2% | 18.7% |
| 3 hours | 14.9% | 9.3% | 8.0% | 8.7% | 5.2% | 4.6% | 6.3% | 3.7% | 6.6% | 5.6% | 8.3% | 5.7% | 12.4% |
| 4 hours | 8.9% | 6.1% | 4.7% | 5.2% | 4.0% | 3.1% | 7.3% | 2.7% | 5.7% | 4.7% | 5.5% | 6.1% | 11.0% |
| 5 hours | 3.1% | 2.8% | 2.5% | 3.2% | 1.9% | 1.4% | 1.8% | 2.6% | 3.6% | 1.7% | 2.8% | 3.2% | 5.1% |
| 6 hours | 1.8% | 1.6% | 1.7% | 1.2% | 1.9% | 1.4% | 2.1% | 0.6% | 4.5% | 1.1% | 2.5% | 2.1% | 3.1% |
| 7 hours | 0.8% | 0.7% | 0.3% | 0.7% | 0.8% | 0.6% | 1.0% | 0.6% | 1.5% | 0.9% | 1.2% | 1.5% | 1.2% |
| 8 hours | 0.8% | 0.4% | 0.5% | 0.4% | 0.5% | 0.3% | 0.5% | 0.2% | 0.6% | 1.1% | 1.2% | 3.2% | 1.7% |
| More than 8 hours | 0.9% | 0.5% | 0.4% | 0.6% | 0.7% | 0.6% | 0.8% | 1.2% | 0.3% | 0.3% | 1.2% | 4.0% | 1.6% |

**AQ3 – Demographic breakdown of usage duration by device**

**Notes:** Where results are found to be statistically significant,\*\* indicates significance at 0.1% level,\* indicates significance at 1% level and Cramér’s V measure of effect size is also reported. These are only shown if there is enough information for a valid test.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Television | Less than 30 minutes | 11.7% | 12.1% | 11.2% | 12.1% | 11.2% | 12.0% | 11.0% | 12.0% | 9.4% |
| 31-60 minutes | 12.8% | 13.9% | 11.5% | 13.3% | 12.2% | 13.4% | 11.5% | 12.6% | 14.3% |
| 1 hour | 17.8% | 17.1% | 18.6% | 18.1% | 17.5% | 17.6% | 18.5% | 17.7% | 18.5% |
| 2 hours | 26.5% | 25.6% | 27.6% | 26.5% | 26.5% | 27.8% | 25.0% | 27.2% | 21.3% |
| 3 hours | 14.9% | 14.0% | 16.0% | 14.2% | 15.7% | 13.7% | 17.0% | 15.0% | 14.3% |
| 4 hours | 8.9% | 9.3% | 8.5% | 8.8% | 9.0% | 9.0% | 8.7% | 8.8% | 9.8% |
| 5 hours | 3.1% | 3.7% | 2.6% | 2.8% | 3.5% | 2.6% | 3.8% | 2.7% | 5.9% |
| 6 hours | 1.8% | 1.9% | 1.6% | 1.8% | 1.9% | 1.5% | 2.4% | 1.6% | 3.1% |
| 7 hours | 0.8% | 1.1% | 0.5% | 0.7% | 1.0% | 0.9% | 0.4% | 0.8% | 1.0% |
| 8 hours | 0.8% | 0.6% | 1.0% | 0.9% | 0.6% | 0.6% | 1.1% | 0.7% | 1.4% |
| More than 8 hours | 0.9% | 0.9% | 0.8% | 0.8% | 0.9% | 0.9% | 0.5% | 0.8% | 1.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\* 0.107 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Tablet | Less than 30 minutes | 19.3% | 19.8% | 18.6% | 20.7% | 17.8% | 20.6% | 16.7% | 20.1% | 13.7% |
| 31-60 minutes | 17.2% | 18.3% | 16.0% | 17.8% | 16.6% | 19.0% | 13.9% | 17.7% | 14.1% |
| 1 hour | 22.4% | 21.1% | 23.8% | 21.5% | 23.3% | 21.8% | 24.7% | 22.3% | 22.7% |
| 2 hours | 19.7% | 19.2% | 20.3% | 20.8% | 18.7% | 18.7% | 21.6% | 19.6% | 20.9% |
| 3 hours | 9.3% | 9.3% | 9.3% | 8.7% | 9.9% | 9.1% | 9.3% | 8.7% | 13.4% |
| 4 hours | 6.1% | 5.5% | 6.7% | 5.4% | 6.8% | 5.2% | 8.0% | 6.2% | 5.8% |
| 5 hours | 2.8% | 3.0% | 2.6% | 2.0% | 3.8% | 2.9% | 2.4% | 2.6% | 4.7% |
| 6 hours | 1.6% | 1.9% | 1.2% | 1.4% | 1.7% | 1.5% | 1.6% | 1.5% | 2.2% |
| 7 hours | 0.7% | 0.8% | 0.5% | 0.8% | 0.5% | 0.4% | 0.9% | 0.5% | 1.8% |
| 8 hours | 0.4% | 0.4% | 0.4% | 0.4% | 0.5% | 0.4% | 0.4% | 0.4% | 0.4% |
| More than 8 hours | 0.5% | 0.5% | 0.5% | 0.6% | 0.5% | 0.4% | 0.6% | 0.5% | 0.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smartphone or mobile phone | Less than 30 minutes | 34.3% | 35.6% | 32.8% | 43.8% | 25.8% | 36.2% | 30.8% | 36.2% | 22.7% |
| 31-60 minutes | 15.6% | 15.5% | 15.6% | 15.9% | 15.3% | 15.1% | 16.5% | 15.8% | 14.0% |
| 1 hour | 18.8% | 19.3% | 18.3% | 17.5% | 20.0% | 18.7% | 19.4% | 18.1% | 23.1% |
| 2 hours | 13.3% | 12.1% | 14.6% | 10.3% | 15.9% | 13.4% | 13.0% | 12.8% | 16.1% |
| 3 hours | 8.0% | 7.6% | 8.5% | 5.7% | 10.1% | 7.5% | 8.8% | 8.0% | 8.3% |
| 4 hours | 4.7% | 4.4% | 5.1% | 2.8% | 6.4% | 4.0% | 5.9% | 4.2% | 7.9% |
| 5 hours | 2.5% | 2.6% | 2.4% | 1.5% | 3.3% | 2.3% | 2.8% | 2.4% | 2.9% |
| 6 hours | 1.7% | 1.8% | 1.6% | 1.1% | 2.2% | 1.6% | 1.8% | 1.6% | 2.5% |
| 7 hours | 0.3% | 0.6% | 0.0% | 0.5% | 0.1% | 0.4% | 0.2% | 0.3% | 0.4% |
| 8 hours | 0.5% | 0.2% | 0.9% | 0.6% | 0.4% | 0.6% | 0.4% | 0.3% | 2.1% |
| More than 8 hours | 0.4% | 0.4% | 0.3% | 0.3% | 0.4% | 0.4% | 0.4% | 0.4% | 0.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.237 | | | Age\*\* 0.228 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Games console (e.g.PlayStation, Xbox) | Less than 30 minutes | 24.1% | 17.1% | 34.5% | 34.0% | 16.7% | 24.1% | 23.4% | 24.9% | 18.7% |
| 31-60 minutes | 17.5% | 17.0% | 18.3% | 18.1% | 17.1% | 19.2% | 15.0% | 17.2% | 19.7% |
| 1 hour | 20.7% | 20.4% | 21.1% | 19.6% | 21.5% | 19.9% | 22.1% | 21.2% | 17.2% |
| 2 hours | 17.7% | 21.3% | 12.2% | 13.3% | 21.0% | 18.4% | 16.5% | 17.7% | 17.2% |
| 3 hours | 8.7% | 10.5% | 6.2% | 6.1% | 10.7% | 8.7% | 9.0% | 8.2% | 12.1% |
| 4 hours | 5.2% | 5.8% | 4.3% | 3.9% | 6.2% | 4.8% | 6.0% | 5.1% | 6.1% |
| 5 hours | 3.2% | 4.2% | 1.7% | 2.4% | 3.8% | 2.6% | 4.5% | 2.8% | 6.1% |
| 6 hours | 1.2% | 1.5% | 0.6% | 1.5% | 0.9% | 0.8% | 1.7% | 1.0% | 2.0% |
| 7 hours | 0.7% | 1.0% | 0.3% | 0.4% | 0.9% | 0.9% | 0.4% | 0.7% | 0.5% |
| 8 hours | 0.4% | 0.5% | 0.2% | 0.1% | 0.6% | 0.1% | 0.7% | 0.4% | 0.0% |
| More than 8 hours | 0.6% | 0.6% | 0.5% | 0.6% | 0.6% | 0.5% | 0.7% | 0.6% | 0.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Handheld Games Console (e.g. Nintendo) | Less than 30 minutes | 36.2% | 33.6% | 39.6% | 38.4% | 34.7% | 35.1% | 37.6% | 37.4% | 28.3% |
| 31-60 minutes | 18.3% | 17.6% | 19.2% | 19.2% | 17.7% | 17.6% | 19.0% | 18.5% | 17.2% |
| 1 hour | 19.1% | 20.9% | 16.7% | 15.4% | 21.9% | 18.7% | 20.5% | 19.0% | 20.2% |
| 2 hours | 11.4% | 11.1% | 11.8% | 11.0% | 11.6% | 13.0% | 8.9% | 10.9% | 14.1% |
| 3 hours | 5.2% | 4.9% | 5.6% | 5.7% | 4.9% | 6.1% | 3.9% | 5.2% | 5.1% |
| 4 hours | 4.0% | 4.9% | 2.8% | 5.0% | 3.3% | 3.7% | 4.7% | 3.9% | 5.1% |
| 5 hours | 1.9% | 2.4% | 1.2% | 1.3% | 2.3% | 1.5% | 1.9% | 1.4% | 5.1% |
| 6 hours | 1.9% | 1.6% | 2.2% | 1.3% | 2.3% | 2.0% | 1.9% | 1.5% | 4.0% |
| 7 hours | 0.8% | 1.2% | 0.3% | 0.9% | 0.7% | 0.9% | 0.8% | 0.9% | 0.0% |
| 8 hours | 0.5% | 0.7% | 0.3% | 0.9% | 0.2% | 0.7% | 0.4% | 0.5% | 1.0% |
| More than 8 hours | 0.7% | 0.9% | 0.3% | 0.9% | 0.5% | 0.9% | 0.4% | 0.8% | 0.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| PC or Laptop | Less than 30 minutes | 41.8% | 42.4% | 41.0% | 49.9% | 35.3% | 43.6% | 38.4% | 44.3% | 27.7% |
| 31-60 minutes | 17.5% | 18.2% | 16.7% | 15.9% | 18.8% | 17.5% | 18.0% | 17.6% | 17.3% |
| 1 hour | 17.4% | 16.3% | 18.8% | 14.0% | 20.2% | 17.0% | 18.6% | 16.6% | 22.3% |
| 2 hours | 11.3% | 11.4% | 11.1% | 8.4% | 13.5% | 9.9% | 13.8% | 10.8% | 13.6% |
| 3 hours | 4.6% | 3.6% | 5.9% | 4.1% | 5.0% | 5.1% | 3.5% | 4.1% | 7.7% |
| 4 hours | 3.1% | 3.4% | 2.8% | 2.4% | 3.7% | 2.8% | 3.5% | 3.1% | 3.2% |
| 5 hours | 1.4% | 1.4% | 1.4% | 1.4% | 1.4% | 1.4% | 1.1% | 0.9% | 4.1% |
| 6 hours | 1.4% | 1.6% | 1.2% | 1.7% | 1.1% | 1.0% | 2.2% | 1.2% | 2.7% |
| 7 hours | 0.6% | 0.6% | 0.5% | 1.1% | 0.1% | 0.7% | 0.4% | 0.5% | 0.9% |
| 8 hours | 0.3% | 0.4% | 0.2% | 0.2% | 0.4% | 0.4% | 0.0% | 0.3% | 0.0% |
| More than 8 hours | 0.6% | 0.8% | 0.5% | 0.8% | 0.5% | 0.7% | 0.4% | 0.7% | 0.5% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Less than 30 minutes | 34.2% | 29.5% | 39.3% | 36.9% | 32.3% | 31.2% | 40.7% | 38.7% | 17.3% |
| 31-60 minutes | 20.9% | 20.0% | 21.9% | 19.1% | 22.1% | 21.8% | 17.6% | 20.9% | 21.0% |
| 1 hour | 13.3% | 15.5% | 10.9% | 10.8% | 15.0% | 14.3% | 12.0% | 12.6% | 16.0% |
| 2 hours | 11.7% | 11.5% | 12.0% | 8.9% | 13.7% | 12.4% | 10.2% | 11.3% | 13.6% |
| 3 hours | 6.3% | 5.0% | 7.7% | 6.4% | 6.2% | 6.0% | 6.5% | 4.0% | 14.8% |
| 4 hours | 7.3% | 9.0% | 5.5% | 9.6% | 5.8% | 7.1% | 8.3% | 6.6% | 9.9% |
| 5 hours | 1.8% | 3.0% | 0.5% | 2.5% | 1.3% | 1.5% | 2.8% | 2.0% | 1.2% |
| 6 hours | 2.1% | 3.5% | 0.5% | 1.9% | 2.2% | 2.3% | 1.9% | 1.7% | 3.7% |
| 7 hours | 1.0% | 1.5% | 0.5% | 1.3% | 0.9% | 1.5% | 0.0% | 1.3% | 0.0% |
| 8 hours | 0.5% | 0.5% | 0.5% | 1.3% | 0.0% | 0.8% | 0.0% | 0.0% | 2.5% |
| More than 8 hours | 0.8% | 1.0% | 0.5% | 1.3% | 0.4% | 1.1% | 0.0% | 1.0% | 0.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Less than 30 minutes | 52.2% | 53.2% | 51.1% | 53.4% | 51.1% | 51.6% | 53.7% | 54.3% | 37.4% |
| 31-60 minutes | 16.4% | 15.0% | 17.9% | 16.5% | 16.3% | 15.4% | 18.0% | 16.7% | 13.8% |
| 1 hour | 12.3% | 11.9% | 12.7% | 10.4% | 14.0% | 12.9% | 11.8% | 11.5% | 17.9% |
| 2 hours | 7.4% | 7.3% | 7.5% | 8.0% | 6.9% | 8.7% | 5.1% | 7.3% | 8.1% |
| 3 hours | 3.7% | 3.1% | 4.3% | 3.3% | 4.0% | 3.8% | 2.9% | 2.9% | 8.9% |
| 4 hours | 2.7% | 2.9% | 2.6% | 3.0% | 2.5% | 2.3% | 2.9% | 2.6% | 4.1% |
| 5 hours | 2.6% | 3.5% | 1.7% | 2.4% | 2.9% | 2.8% | 2.2% | 2.2% | 5.7% |
| 6 hours | 0.6% | 0.8% | 0.4% | 0.9% | 0.4% | 0.1% | 1.8% | 0.5% | 1.6% |
| 7 hours | 0.6% | 0.6% | 0.6% | 0.4% | 0.8% | 0.9% | 0.0% | 0.7% | 0.0% |
| 8 hours | 0.2% | 0.4% | 0.0% | 0.2% | 0.2% | 0.3% | 0.0% | 0.2% | 0.0% |
| More than 8 hours | 1.2% | 1.3% | 1.1% | 1.5% | 1.0% | 1.2% | 1.5% | 1.0% | 2.4% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Smart toy - connected to the internet (e.g. Furby, toy robot) | Less than 30 minutes | 31.7% | 32.0% | 31.3% | 31.3% | 32.1% | 29.7% | 36.6% | 35.5% | 18.7% |
| 31-60 minutes | 17.2% | 16.0% | 18.7% | 17.5% | 17.0% | 18.7% | 15.8% | 16.4% | 20.0% |
| 1 hour | 15.7% | 11.6% | 20.7% | 17.5% | 13.9% | 13.2% | 18.8% | 15.2% | 17.3% |
| 2 hours | 12.4% | 12.2% | 12.7% | 10.2% | 14.5% | 13.7% | 9.9% | 11.3% | 16.0% |
| 3 hours | 6.6% | 7.2% | 6.0% | 6.6% | 6.7% | 7.3% | 5.9% | 5.1% | 12.0% |
| 4 hours | 5.7% | 7.2% | 4.0% | 6.0% | 5.5% | 5.9% | 4.0% | 5.9% | 5.3% |
| 5 hours | 3.6% | 3.9% | 3.3% | 4.2% | 3.0% | 3.7% | 3.0% | 3.1% | 5.3% |
| 6 hours | 4.5% | 6.1% | 2.7% | 4.2% | 4.8% | 5.0% | 4.0% | 5.5% | 1.3% |
| 7 hours | 1.5% | 2.2% | 0.7% | 1.2% | 1.8% | 1.8% | 1.0% | 0.8% | 4.0% |
| 8 hours | 0.6% | 1.1% | 0.0% | 1.2% | 0.0% | 0.5% | 1.0% | 0.8% | 0.0% |
| More than 8 hours | 0.3% | 0.6% | 0.0% | 0.0% | 0.6% | 0.5% | 0.0% | 0.4% | 0.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Electronic toy not connected to the internet, e.g. robot, drone etc. | Less than 30 minutes | 41.7% | 39.9% | 44.2% | 38.5% | 45.5% | 41.4% | 42.9% | 44.6% | 25.0% |
| 31-60 minutes | 18.7% | 19.1% | 18.2% | 20.2% | 16.9% | 19.1% | 17.5% | 18.4% | 20.2% |
| 1 hour | 14.1% | 13.9% | 14.4% | 13.4% | 15.0% | 14.8% | 13.2% | 13.2% | 19.2% |
| 2 hours | 10.1% | 10.8% | 9.2% | 11.5% | 8.5% | 10.4% | 9.4% | 9.2% | 15.4% |
| 3 hours | 5.6% | 5.1% | 6.2% | 6.0% | 5.0% | 5.4% | 6.1% | 5.0% | 8.7% |
| 4 hours | 4.7% | 5.4% | 3.8% | 4.7% | 4.7% | 3.3% | 7.1% | 5.2% | 1.9% |
| 5 hours | 1.7% | 1.5% | 2.1% | 1.8% | 1.6% | 1.5% | 1.9% | 1.5% | 2.9% |
| 6 hours | 1.1% | 1.5% | 0.7% | 1.3% | 0.9% | 1.1% | 1.4% | 1.0% | 1.9% |
| 7 hours | 0.9% | 1.0% | 0.7% | 1.0% | 0.6% | 1.3% | 0.0% | 0.5% | 2.9% |
| 8 hours | 1.1% | 1.5% | 0.7% | 1.6% | 0.6% | 1.3% | 0.5% | 1.0% | 1.9% |
| More than 8 hours | 0.3% | 0.5% | 0.0% | 0.0% | 0.6% | 0.4% | 0.0% | 0.3% | 0.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Virtual Reality equipment (e.g. headset) | Less than 30 minutes | 40.2% | 37.2% | 44.6% | 44.4% | 37.3% | 37.7% | 46.8% | 43.8% | 26.5% |
| 31-60 minutes | 13.5% | 13.8% | 13.1% | 9.0% | 16.6% | 12.6% | 16.0% | 14.3% | 10.3% |
| 1 hour | 12.9% | 12.8% | 13.1% | 10.5% | 14.5% | 14.8% | 7.4% | 12.4% | 14.7% |
| 2 hours | 10.7% | 10.2% | 11.5% | 7.5% | 13.0% | 11.7% | 7.4% | 9.3% | 16.2% |
| 3 hours | 8.3% | 9.2% | 6.9% | 7.5% | 8.8% | 9.4% | 6.4% | 6.2% | 16.2% |
| 4 hours | 5.5% | 5.6% | 5.4% | 6.8% | 4.7% | 4.9% | 7.4% | 5.4% | 5.9% |
| 5 hours | 2.8% | 3.1% | 2.3% | 3.0% | 2.6% | 2.7% | 2.1% | 3.1% | 1.5% |
| 6 hours | 2.5% | 3.6% | 0.8% | 5.3% | 0.5% | 2.2% | 3.2% | 2.3% | 2.9% |
| 7 hours | 1.2% | 1.5% | 0.8% | 1.5% | 1.0% | 1.3% | 1.1% | 0.8% | 2.9% |
| 8 hours | 1.2% | 2.0% | 0.0% | 2.3% | 0.5% | 1.3% | 1.1% | 1.2% | 1.5% |
| More than 8 hours | 1.2% | 1.0% | 1.5% | 2.3% | 0.5% | 1.3% | 1.1% | 1.2% | 1.5% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Wearable (e.g. FitBit, AppleWatch) | Less than 30 minutes | 40.8% | 36.4% | 45.3% | 42.3% | 39.9% | 40.1% | 45.7% | 44.8% | 19.7% |
| 31-60 minutes | 11.6% | 10.3% | 12.8% | 11.9% | 11.4% | 12.4% | 9.5% | 10.8% | 15.8% |
| 1 hour | 12.8% | 14.0% | 11.5% | 13.7% | 12.3% | 12.1% | 12.9% | 11.8% | 18.4% |
| 2 hours | 9.2% | 8.3% | 10.3% | 6.0% | 11.0% | 10.1% | 7.8% | 8.8% | 11.8% |
| 3 hours | 5.7% | 6.2% | 5.1% | 6.5% | 5.2% | 6.9% | 1.7% | 5.0% | 9.2% |
| 4 hours | 6.1% | 7.0% | 5.1% | 7.7% | 5.2% | 5.5% | 6.9% | 5.5% | 9.2% |
| 5 hours | 3.2% | 5.4% | 0.9% | 4.8% | 2.3% | 2.0% | 6.0% | 3.0% | 3.9% |
| 6 hours | 2.1% | 2.1% | 2.1% | 2.4% | 1.9% | 2.6% | 0.9% | 1.8% | 3.9% |
| 7 hours | 1.5% | 2.9% | 0.0% | 1.8% | 1.3% | 1.7% | 0.9% | 1.3% | 2.6% |
| 8 hours | 3.2% | 3.3% | 3.0% | 0.0% | 4.9% | 3.2% | 2.6% | 3.3% | 2.6% |
| More than 8 hours | 4.0% | 4.1% | 3.8% | 3.0% | 4.5% | 3.5% | 5.2% | 4.3% | 2.6% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.237 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| Non-digital toys and playthings | Less than 30 minutes | 18.7% | 19.4% | 18.0% | 13.1% | 25.2% | 18.2% | 20.0% | 18.9% | 17.8% |
| 31-60 minutes | 12.0% | 12.3% | 11.8% | 10.1% | 14.2% | 12.3% | 12.2% | 11.5% | 15.5% |
| 1 hour | 14.5% | 15.1% | 13.8% | 12.0% | 17.3% | 14.6% | 13.9% | 13.8% | 19.4% |
| 2 hours | 18.7% | 17.2% | 20.5% | 19.3% | 18.1% | 18.5% | 19.0% | 18.9% | 17.8% |
| 3 hours | 12.4% | 12.4% | 12.4% | 14.9% | 9.5% | 12.8% | 12.2% | 12.4% | 12.4% |
| 4 hours | 11.0% | 10.6% | 11.4% | 13.8% | 7.7% | 11.1% | 10.6% | 11.7% | 5.8% |
| 5 hours | 5.1% | 5.3% | 5.0% | 6.3% | 3.8% | 5.1% | 5.2% | 5.3% | 4.3% |
| 6 hours | 3.1% | 2.8% | 3.3% | 4.2% | 1.8% | 2.9% | 3.2% | 3.2% | 2.3% |
| 7 hours | 1.2% | 1.3% | 1.0% | 1.8% | 0.4% | 1.4% | 0.6% | 1.2% | 0.8% |
| 8 hours | 1.7% | 1.8% | 1.4% | 2.2% | 1.0% | 1.6% | 1.5% | 1.6% | 2.3% |
| More than 8 hours | 1.6% | 1.7% | 1.3% | 2.2% | 0.8% | 1.6% | 1.5% | 1.6% | 1.6% |

**Impact of age/ gender/ ethnicity/ social class on play, learning and technology BQ1, BQ2, BQ3, BQ4, BQ5, BQ6, BQ7, BQ8, BQ9, BQ10, BQ11, BQ12, BQ13, BQ14, BQ15, BQ16, BQ17, BQ18, CQ3, CQ4, CQ5**

**BQ1\_1 – There are different types of play that take place: Your child uses materials and objects to create new things**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_1 | BQ1\_1\_1 Television | 18.9% | 20.1% | 17.4% | \*21.1% | \*16.5% | 17.4% | 20.9% | 18.3% | 22.5% |
| BQ1\_1\_2 Tablet | 36.5% | 34.9% | 38.3% | 38.5% | 34.4% | 36.3% | 36.8% | 36.1% | 39.4% |
| BQ1\_1\_3 Smartphone or mobile phone | 18.4% | \*16.3% | \*20.7% | \*16.1% | \*20.8% | 18.0% | 18.4% | 17.6% | 23.5% |
| BQ1\_1\_4 Games Console (e.g. PlayStation, XBox,) | 15.8% | \*\*20.4% | \*\*10.4% | \*\*10.1% | \*\*21.7% | 16.0% | 15.9% | 15.9% | 14.6% |
| BQ1\_1\_5 Handheld games console (e.g. Nintendo) | 4.9% | 5.7% | 4.0% | \*3.7% | \*6.1% | 4.7% | 5.3% | 5.0% | 4.1% |
| BQ1\_1\_6 PC or Laptop | 11.1% | 10.3% | 12.0% | \*\*7.2% | \*\*15.3% | 10.7% | 11.6% | 10.8% | 13.0% |
| BQ1\_1\_7 Internet connected Portable Media Player (e.g. iPod Archos) | 2.2% | 2.5% | 1.9% | 2.0% | 2.5% | \*\*3.1% | \*\*0.8% | \*\*1.6% | \*\*6.3% |
| BQ1\_1\_8 Smart speaker/voice assistants e.g. Alexa | 2.4% | 2.2% | 2.6% | 2.7% | 2.0% | 2.3% | 2.6% | 2.3% | 2.5% |
| BQ1\_1\_9 Smart toy- connected to internet | 2.4% | 2.0% | 2.8% | 2.6% | 2.2% | 2.4% | 2.3% | 2.1% | 4.1% |
| BQ1\_1\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | 4.5% | 5.0% | 3.8% | \*5.6% | \*3.2% | 4.7% | 3.5% | 4.3% | 5.7% |
| BQ1\_1\_11 Virtual Reality equipment (e.g. headset) | 0.9% | 1.0% | 0.9% | 0.9% | 1.0% | 1.0% | 0.9% | 0.8% | 1.9% |
| BQ1\_1\_12 Wearable (e.g. FitBit, AppleWatch) | 0.7% | 0.9% | 0.6% | 0.6% | 0.9% | 0.9% | 0.5% | 0.5% | 2.2% |
| BQ1\_1\_14 Desktop Computer | 5.0% | 5.3% | 4.6% | \*3.5% | \*6.4% | 4.7% | 5.3% | 4.9% | 5.4% |
| BQ1\_1\_15 Laptop | 7.2% | 6.3% | 8.2% | \*\*4.3% | \*\*10.2% | 7.1% | 7.2% | 6.8% | 9.5% |
| BQ1\_1\_99 None of these | 34.0% | 34.1% | 33.8% | \*\*37.5% | \*\*30.3% | 34.9% | 32.5% | \*\*35.4% | \*\*24.4% |

**BQ1\_2 – There are different types of play that take place: Play in which your child explores objects to see what they can do with them, or to find out what the object can do (e.g. they may put them in their mouth, tap or drop the...**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_2 | BQ1\_2\_1 Television | 13.4% | 13.9% | 12.9% | 15.1% | 11.6% | 12.4% | 14.6% | 12.9% | 17.1% |
| BQ1\_2\_2 Tablet | 28.5% | 28.7% | 28.3% | \*31.4% | \*25.4% | 27.2% | 30.1% | 28.0% | 31.7% |
| BQ1\_2\_3 Smartphone or m... | 15.4% | 15.9% | 14.8% | 15.3% | 15.5% | 15.6% | 15.0% | 14.8% | 19.7% |
| BQ1\_2\_4 Games Console (... | 11.9% | \*\*14.6% | \*\*8.8% | \*\*9.4% | \*\*14.5% | 12.1% | 11.7% | 12.0% | 10.8% |
| BQ1\_2\_5 Handheld games ... | 4.9% | 5.0% | 4.7% | 3.8% | 6.0% | 5.3% | 4.4% | 4.9% | 4.4% |
| BQ1\_2\_6 PC or Laptop | 6.4% | 6.8% | 6.0% | \*5.1% | \*7.8% | 6.1% | 7.3% | 6.4% | 7.0% |
| BQ1\_2\_7 Internet connec... | 2.9% | 3.2% | 2.6% | 2.7% | 3.1% | 3.5% | 2.0% | \*\*2.1% | \*\*7.9% |
| BQ1\_2\_8 Smart speaker/v... | 2.9% | 3.4% | 2.3% | 3.1% | 2.6% | 3.1% | 2.3% | 2.8% | 3.5% |
| BQ1\_2\_9 Smart toy- conn... | 2.7% | 2.7% | 2.7% | 2.4% | 3.0% | 2.9% | 2.3% | \*\*2.2% | \*\*5.7% |
| BQ1\_2\_10 Electronic toy | 6.9% | \*8.4% | \*5.2% | 7.6% | 6.3% | 6.8% | 7.1% | 6.8% | 7.6% |
| BQ1\_2\_11 Virtual Reality | 1.4% | 1.3% | 1.4% | 1.0% | 1.8% | 1.6% | 0.8% | 1.1% | 2.9% |
| BQ1\_2\_12 Wearable (e.g. | 1.2% | 1.2% | 1.2% | 1.0% | 1.4% | 1.5% | 0.8% | 0.9% | 3.2% |
| BQ1\_2\_14 Desktop Computer | 2.9% | 3.5% | 2.3% | 2.1% | 3.8% | 2.7% | 3.4% | 2.9% | 3.2% |
| BQ1\_2\_15 Laptop | 4.3% | 4.3% | 4.2% | 3.7% | 4.8% | 4.3% | 4.4% | 4.1% | 5.4% |
| BQ1\_2\_99 None of these | 44.0% | \*41.2% | \*47.3% | 43.3% | 44.8% | 45.4% | 41.7% | \*\*45.9% | \*\*31.7% |

**BQ1\_3 – There are different types of play that take place: Your child uses his or her imagination in play, pretending ordinary objects are something else or (e.g. a stick turns into a wand)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_3 | BQ1\_3\_1 Television | 15.7% | 16.3% | 15.1% | \*\*18.9% | \*\*12.4% | 14.5% | 17.3% | 15.5% | 17.1% |
| BQ1\_3\_2 Tablet | 22.9% | 22.4% | 23.4% | \*25.2% | \*20.4% | 21.8% | 24.6% | 22.8% | 23.5% |
| BQ1\_3\_3 Smartphone or mobile phone | 12.5% | 12.3% | 12.8% | 12.7% | 12.4% | 12.0% | 13.4% | 12.3% | 14.3% |
| BQ1\_3\_4 Games Console (e.g. PlayStation, XBox,) | 12.0% | \*\*15.5% | \*\*8.0% | \*\*9.4% | \*\*14.7% | 11.9% | 12.3% | 12.1% | 11.1% |
| BQ1\_3\_5 Handheld games console (e.g. Nintendo) | 4.6% | 5.0% | 4.2% | 3.6% | 5.7% | 4.7% | 4.5% | 4.4% | 6.0% |
| BQ1\_3\_6 PC or Laptop | 7.0% | 7.0% | 6.9% | \*5.5% | \*8.5% | 7.2% | 6.4% | 6.6% | 9.5% |
| BQ1\_3\_7 Internet connected Portable Media Player (e.g. iPod Archos) | 2.1% | 2.2% | 1.9% | 1.8% | 2.3% | \*\*2.9% | \*\*0.6% | \*\*1.7% | \*\*4.8% |
| BQ1\_3\_8 Smart speaker/voice assistants e.g. Alexa | 3.6% | 3.6% | 3.6% | 4.0% | 3.1% | 4.0% | 3.0% | 3.3% | 5.4% |
| BQ1\_3\_9 Smart toy- connected to internet | 2.5% | 3.0% | 1.9% | 2.7% | 2.3% | 2.8% | 2.1% | \*\*2.0% | \*\*5.4% |
| BQ1\_3\_10 Electronic toy not connected to the internet, e.g. robot, | 7.8% | 8.6% | 6.9% | 8.8% | 6.8% | 7.9% | 6.7% | 7.4% | 10.8% |
| BQ1\_3\_11 Virtual Reality equipment (e.g. headset) | 1.4% | 1.7% | 1.0% | 1.1% | 1.6% | 1.6% | 0.8% | 1.2% | 2.5% |
| BQ1\_3\_12 Wearable (e.g. FitBit, AppleWatch) | 0.9% | 0.9% | 0.9% | 0.8% | 1.0% | 0.9% | 1.0% | 0.6% | 2.9% |
| BQ1\_3\_14 Desktop Computer | 2.9% | 3.2% | 2.7% | \*2.0% | \*3.9% | 3.1% | 2.8% | 2.8% | 4.1% |
| BQ1\_3\_15 Laptop | 4.5% | 4.5% | 4.6% | 3.9% | 5.2% | 4.7% | 4.0% | 4.3% | 6.3% |
| BQ1\_3\_99 None of these | 45.1% | 43.1% | 47.3% | 44.2% | 46.0% | 44.8% | 46.3% | \*\*47.0% | \*\*32.1% |

**BQ1\_4 – There are different types of play that take place: Your child plays a game, following the rules of the game**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_4 | BQ1\_4\_1 Television | 10.8% | 12.0% | 9.5% | 12.1% | 9.4% | 10.0% | 11.2% | 10.7% | 11.4% |
| BQ1\_4\_2 Tablet | 45.0% | \*42.4% | \*47.9% | \*47.6% | \*42.2% | 45.2% | 44.8% | \*46.1% | \*37.8% |
| BQ1\_4\_3 Smartphone or mobile phone | 26.3% | 24.6% | 28.3% | \*\*22.4% | \*\*30.4% | 28.0% | 23.2% | 26.0% | 28.3% |
| BQ1\_4\_4 Games Console (e.g. PlayStation, XBox,) | 32.7% | \*\*39.4% | \*\*25.1% | \*\*24.6% | \*\*41.3% | 32.3% | 34.5% | \*\*34.3% | \*\*22.5% |
| BQ1\_4\_5 Handheld games console (e.g. Nintendo) | 13.2% | 13.7% | 12.5% | \*\*9.0% | \*\*17.6% | 12.7% | 14.4% | 13.5% | 11.1% |
| BQ1\_4\_6 PC or Laptop | 13.0% | 13.3% | 12.5% | \*\*8.8% | \*\*17.4% | 13.3% | 12.5% | 12.7% | 14.6% |
| BQ1\_4\_7 Internet connected Portable Media Player (e.g. iPod Archos) | 3.2% | 3.6% | 2.8% | 3.5% | 2.9% | 3.6% | 2.8% | \*2.8% | \*6.3% |
| BQ1\_4\_8 Smart speaker/voice assistants e.g. Alexa | 4.5% | 4.8% | 4.1% | 4.7% | 4.2% | \*5.4% | \*2.9% | 4.4% | 5.1% |
| BQ1\_4\_9 Smart toy- connected to internet | 2.7% | 3.3% | 2.0% | 2.7% | 2.7% | 2.6% | 3.1% | 2.5% | 4.1% |
| BQ1\_4\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | 6.4% | 6.2% | 6.6% | 6.9% | 5.9% | 6.8% | 5.5% | 6.0% | 9.2% |
| BQ1\_4\_11 Virtual Reality equipment (e.g. headset) | 1.8% | 1.8% | 1.8% | 1.4% | 2.2% | 2.1% | 1.1% | 1.5% | 3.5% |
| BQ1\_4\_12 Wearable (e.g. FitBit, AppleWatch) | 0.7% | 0.7% | 0.7% | 0.9% | 0.5% | 0.8% | 0.6% | 0.6% | 1.3% |
| BQ1\_4\_14 Desktop Computer | 5.7% | 6.2% | 5.1% | \*\*3.9% | \*\*7.6% | 5.9% | 5.7% | 5.6% | 6.7% |
| BQ1\_4\_15 Laptop | 8.9% | 9.0% | 8.7% | \*\*6.0% | \*\*11.9% | 9.2% | 8.2% | 8.7% | 9.8% |
| BQ1\_4\_99 None of these | 18.0% | 17.4% | 18.7% | \*20.0% | \*15.9% | 17.5% | 19.0% | 18.4% | 15.6% |

**BQ1\_5 – There are different types of play that take place: Your child does something physical such as running, jumping, wrestling etc.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_5 | BQ1\_5\_1 Television | 16.4% | 16.9% | 15.9% | \*\*20.8% | \*\*11.8% | 15.1% | 18.8% | 16.7% | 14.6% |
| BQ1\_5\_2 Tablet | 12.3% | 11.9% | 12.7% | \*14.2% | \*10.2% | 11.7% | 13.0% | 11.7% | 16.2% |
| BQ1\_5\_3 Smartphone or mobile phone | 8.3% | 8.9% | 7.7% | 8.9% | 7.7% | 8.4% | 8.1% | 7.8% | 11.7% |
| BQ1\_5\_4 Games Console (e.g. PlayStation, XBox,) | 12.6% | \*14.4% | \*10.5% | 11.0% | 14.2% | 13.0% | 11.7% | 12.6% | 12.4% |
| BQ1\_5\_5 Handheld games console (e.g. Nintendo) | 4.6% | 4.6% | 4.7% | 4.6% | 4.7% | 4.5% | 5.0% | 4.6% | 5.1% |
| BQ1\_5\_6 PC or Laptop | 3.7% | 4.2% | 3.2% | 3.0% | 4.5% | 4.0% | 3.3% | 3.4% | 5.7% |
| BQ1\_5\_7 Internet connected Portable Media Player (e.g. iPod Archos) | 2.6% | 2.7% | 2.5% | 2.9% | 2.3% | 3.3% | 1.5% | \*\*2.1% | \*\*5.7% |
| BQ1\_5\_8 Smart speaker/voice assistants e.g. Alexa | 3.3% | 2.9% | 3.9% | 3.3% | 3.4% | 3.7% | 2.6% | 3.1% | 4.8% |
| BQ1\_5\_9 Smart toy- connected to internet | 1.7% | 1.5% | 1.8% | 2.1% | 1.2% | 1.9% | 1.0% | 1.6% | 1.9% |
| BQ1\_5\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | 5.0% | 5.7% | 4.3% | 5.5% | 4.5% | 4.4% | 5.8% | 4.6% | 7.6% |
| BQ1\_5\_11 Virtual Reality equipment (e.g. headset) | 1.7% | 2.2% | 1.1% | 1.0% | 2.4% | 2.0% | 1.0% | 1.6% | 2.5% |
| BQ1\_5\_12 Wearable (e.g. FitBit, AppleWatch) | 5.9% | 5.8% | 5.9% | \*\*2.6% | \*\*9.3% | 6.2% | 5.5% | 6.0% | 5.1% |
| BQ1\_5\_14 Desktop Computer | 1.6% | 1.7% | 1.4% | 1.0% | 2.2% | 1.8% | 1.3% | 1.4% | 2.5% |
| BQ1\_5\_15 Laptop | 2.4% | 2.8% | 2.0% | 2.3% | 2.6% | 2.5% | 2.4% | 2.1% | 4.4% |
| BQ1\_5\_99 None of these | 49.2% | 48.0% | 50.5% | 49.7% | 48.7% | 49.2% | 49.5% | \*\*50.9% | \*\*38.1% |

**BQ1\_6 – There are different types of play that take place: Your child pretends to be someone else, taking on a role e.g. firefighter, vet**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_6 | BQ1\_6\_1 Television | 18.9% | 19.8% | 17.8% | \*\*24.5% | \*\*13.0% | 17.6% | 20.7% | 19.1% | 17.8% |
| BQ1\_6\_2 Tablet | 22.8% | 21.5% | 24.4% | 23.7% | 21.9% | \*20.7% | \*26.8% | 23.1% | 21.3% |
| BQ1\_6\_3 Smartphone or mobile phone | 11.0% | 10.1% | 12.1% | 10.0% | 12.1% | 10.8% | 11.3% | 10.5% | 14.6% |
| BQ1\_6\_4 Games Console (e.g. PlayStation, XBox,) | 17.2% | \*\*20.7% | \*\*13.2% | \*\*12.6% | \*\*22.0% | 17.0% | 17.8% | 17.8% | 13.0% |
| BQ1\_6\_5 Handheld games console (e.g. Nintendo) | 6.1% | 6.7% | 5.4% | \*4.7% | \*7.5% | 5.8% | 6.7% | 6.2% | 5.4% |
| BQ1\_6\_6 PC or Laptop | 6.2% | 6.5% | 5.8% | \*\*4.4% | \*\*8.1% | 6.6% | 5.8% | 5.9% | 7.9% |
| BQ1\_6\_7 Internet connected Portable Media Player (e.g. iPod Archos) | 2.0% | 2.2% | 1.8% | 2.0% | 2.0% | 2.5% | 1.1% | \*\*1.6% | \*\*4.8% |
| BQ1\_6\_8 Smart speaker/voice assistants e.g. Alexa | 2.9% | 3.3% | 2.4% | 3.5% | 2.3% | 3.4% | 1.9% | 2.6% | 4.8% |
| BQ1\_6\_9 Smart toy- connected to internet | 2.0% | 1.9% | 2.1% | 1.8% | 2.1% | 2.3% | 1.4% | \*1.6% | \*4.4% |
| BQ1\_6\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | 4.9% | 5.9% | 3.7% | 5.7% | 4.0% | 4.5% | 5.4% | 4.6% | 7.0% |
| BQ1\_6\_11 Virtual Reality equipment (e.g. headset) | 1.4% | \*2.1% | \*0.6% | \*0.7% | \*2.1% | 1.6% | 0.9% | 1.2% | 2.5% |
| BQ1\_6\_12 Wearable (e.g. FitBit, AppleWatch) | 0.8% | 1.0% | 0.6% | 0.7% | 0.9% | 1.0% | 0.5% | 0.7% | 1.6% |
| BQ1\_6\_14 Desktop Computer | 2.8% | 3.1% | 2.5% | 2.2% | 3.5% | 3.1% | 2.5% | 2.6% | 4.4% |
| BQ1\_6\_15 Laptop | 4.1% | 4.2% | 4.0% | \*3.0% | \*5.3% | 4.2% | 3.9% | 3.8% | 5.7% |
| BQ1\_6\_99 None of these | 41.4% | 40.5% | 42.3% | 41.5% | 41.2% | 42.8% | 38.5% | \*42.7% | \*32.4% |

**BQ1\_7 – There are different types of play that take place: Your child plays with others**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_7 | BQ1\_7\_1 Television - | 10.2% | 10.4% | 9.9% | \*\*13.2% | \*\*7.0% | 9.6% | 11.3% | 9.8% | 12.4% |
| BQ1\_7\_2 Tablet - | 22.2% | \*19.8% | \*24.9% | 20.1% | 24.3% | 21.0% | 23.8% | 22.1% | 22.9% |
| BQ1\_7\_3 Smartphone or mobile phone - | 13.4% | 12.0% | 14.9% | \*\*10.0% | \*\*16.9% | 13.8% | 13.4% | 12.9% | 16.8% |
| BQ1\_7\_4 Games Console (e.g. PlayStation, XBox,) - | 29.2% | \*\*35.7% | \*\*21.7% | \*\*19.9% | \*\*39.0% | 29.1% | 30.1% | 29.9% | 24.4% |
| BQ1\_7\_5 Handheld games console (e.g. Nintendo) - | 7.0% | 7.2% | 6.8% | \*5.4% | \*8.7% | 6.5% | 8.1% | 7.0% | 7.3% |
| BQ1\_7\_6 PC or Laptop - | 8.8% | 8.8% | 8.7% | \*\*5.8% | \*\*12.0% | 9.4% | 7.9% | 8.5% | 10.8% |
| BQ1\_7\_7 Internet connected Portable Media Player (e.g. iPod Archos) - | 3.3% | 3.1% | 3.4% | 3.8% | 2.7% | \*4.1% | \*1.9% | \*\*2.7% | \*\*7.3% |
| BQ1\_7\_8 Smart speaker/voice assistants e.g. Alexa - | 3.9% | 3.9% | 4.0% | 4.4% | 3.4% | 4.2% | 3.5% | 3.8% | 4.8% |
| BQ1\_7\_9 Smart toy- connected to internet - | 2.4% | 3.0% | 1.7% | 2.2% | 2.6% | 2.6% | 2.0% | 2.1% | 4.1% |
| BQ1\_7\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. - | 8.5% | 9.7% | 7.2% | 9.5% | 7.5% | 7.9% | 9.6% | 8.7% | 7.6% |
| BQ1\_7\_11 Virtual Reality equipment (e.g. headset) - | 1.3% | 1.3% | 1.2% | \*0.6% | \*2.0% | 1.4% | 0.8% | 1.2% | 1.9% |
| BQ1\_7\_12 Wearable (e.g. FitBit, AppleWatch) - | 1.7% | 1.6% | 1.8% | 1.1% | 2.3% | 1.8% | 1.5% | 1.5% | 2.9% |
| BQ1\_7\_14 Desktop Computer - | 3.9% | 4.3% | 3.4% | \*\*2.6% | \*\*5.3% | 4.1% | 3.9% | 3.6% | 6.0% |
| BQ1\_7\_15 Laptop - | 5.9% | 5.9% | 5.9% | \*\*3.9% | \*\*8.0% | 6.2% | 5.2% | 5.8% | 6.3% |
| BQ1\_7\_99 None of these - | 35.8% | \*33.2% | \*38.9% | \*\*45.2% | \*\*26.0% | 35.8% | 35.1% | 36.4% | 32.1% |

**BQ1\_8 – There are different types of play that take place: Your child plays with something in a way that might not have been intended by the designers.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ1\_8 | BQ1\_8\_1 Television | 9.3% | \*11.2% | \*7.2% | \*\*11.5% | \*\*7.0% | 9.0% | 10.1% | 9.0% | 11.4% |
| BQ1\_8\_2 Tablet | 15.1% | 14.0% | 16.4% | 16.2% | 14.0% | 13.9% | 17.4% | \*\*14.0% | \*\*22.5% |
| BQ1\_8\_3 Smartphone or mobile phone | 8.5% | 7.9% | 9.2% | 8.6% | 8.4% | 8.9% | 7.8% | 8.1% | 11.1% |
| BQ1\_8\_4 Games Console (e.g. PlayStation, XBox,) | 8.3% | \*\*10.6% | \*\*5.7% | 7.4% | 9.3% | 8.8% | 7.9% | 8.1% | 9.8% |
| BQ1\_8\_5 Handheld games console (e.g. Nintendo) | 3.1% | 3.3% | 2.8% | 2.8% | 3.3% | 2.7% | 3.7% | 3.0% | 3.5% |
| BQ1\_8\_6 PC or Laptop | 4.0% | 3.8% | 4.3% | 3.4% | 4.7% | 4.2% | 3.8% | 3.7% | 6.3% |
| BQ1\_8\_7 Internet connected Portable Media Player (e.g. iPod Archos) | 2.3% | 2.4% | 2.2% | 2.4% | 2.2% | 2.5% | 2.0% | \*\*1.8% | \*\*6.0% |
| BQ1\_8\_8 Smart speaker/voice assistants e.g. Alexa | 2.7% | 3.2% | 2.2% | 2.9% | 2.5% | 3.1% | 2.1% | 2.6% | 3.5% |
| BQ1\_8\_9 Smart toy- connected to internet | 1.8% | 2.1% | 1.4% | 1.8% | 1.7% | 2.0% | 1.5% | \*\*1.3% | \*\*4.8% |
| BQ1\_8\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | 5.6% | 6.0% | 5.0% | 6.5% | 4.6% | 4.9% | 6.4% | 5.7% | 4.8% |
| BQ1\_8\_11 Virtual Reality equipment (e.g. headset) | 0.5% | 0.5% | 0.5% | 0.5% | 0.6% | 0.8% | 0.1% | 0.5% | 1.0% |
| BQ1\_8\_12 Wearable (e.g. FitBit, AppleWatch) | 0.9% | 0.9% | 1.0% | 0.7% | 1.1% | 1.0% | 0.9% | 0.8% | 1.9% |
| BQ1\_8\_14 Desktop Computer | 1.6% | 1.9% | 1.3% | 1.2% | 2.0% | 1.9% | 1.3% | 1.5% | 2.2% |
| BQ1\_8\_15 Laptop | 2.8% | 2.3% | 3.4% | 2.6% | 3.1% | 2.7% | 3.0% | 2.5% | 5.1% |
| BQ1\_8\_99 None of these | 60.6% | 58.8% | 62.7% | 59.4% | 61.9% | 60.9% | 59.9% | \*\* 63.3% | \*\*42.5% |

**BQ2: Which of the following does your child play with or play on?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ2 | BQ2\_1 Escape and obstacles apps (e.g. Temple Run) | 23.5% | 24.9% | 21.9% | \*\*18.2% | \*\*29.0% | 23.5% | 23.7% | \*22.6% | \*29.5% |
| BQ2\_2 Style creation apps (e.g. Stardoll) | 14.2% | \*\*8.4% | \*\*20.7% | 14.5% | 13.8% | 14.2% | 13.9% | 13.6% | 17.8% |
| BQ2\_3 Basic strategy apps (e.g. Angry Birds) | 30.4% | \*33.3% | \*27.1% | 28.1% | 32.8% | 30.1% | 30.9% | 30.9% | 27.3% |
| BQ2\_4 Nurture and mimics apps (e.g. Talking Tom, My Horse) | 16.9% | \*\*13.8% | \*\*20.5% | \*19.3% | \*14.4% | \*\*14.6% | \*\*20.7% | 17.3% | 14.3% |
| BQ2\_5 Musical apps | 23.4% | \*\*18.0% | \*\*29.5% | 22.0% | 24.9% | 23.4% | 23.3% | 24.0% | 19.7% |
| BQ2\_6 Drawing apps | 41.4% | \*\*31.8% | \*\*52.2% | \*\*47.8% | \*\*34.5% | 41.2% | 41.4% | 41.8% | 38.4% |
| BQ2\_7 Number game apps | 32.8% | \*29.9% | \*36.1% | \*\*40.0% | \*\*25.2% | 33.4% | 32.7% | 33.6% | 27.3% |
| BQ2\_8 Writing/spelling game apps | 28.2% | \*\*23.2% | \*\*33.8% | \*\*32.8% | \*\*23.3% | 28.3% | 28.5% | 28.7% | 25.1% |
| BQ2\_9 Creative production apps (e.g. Puppet Pals, Toontastic) | 10.1% | \*8.1% | \*12.4% | 10.9% | 9.2% | 9.6% | 10.5% | \*\*9.2% | \*\*16.5% |
| BQ2\_10 Augmented Reality apps (e.g. Pokémon Go) | 10.3% | \*\*12.8% | \*\*7.5% | \*\*7.6% | \*\*13.2% | 10.6% | 10.1% | 10.8% | 7.0% |
| BQ2\_11 Virtual Reality apps (e.g. Roller Coaster VR) | 5.7% | 6.2% | 5.2% | \*\*3.1% | \*\*8.5% | 5.1% | 6.5% | 5.7% | 5.7% |
| BQ2\_12 LEGO apps (please specify) | 8.6% | \*10.5% | \*6.5% | \*10.2% | \*7.0% | 8.9% | 7.9% | 9.2% | 5.1% |
| BQ2\_13 Scratch | 5.4% | \*\*7.0% | \*\*3.6% | \*4.2% | \*6.7% | \*6.4% | \*3.5% | 5.2% | 7.0% |
| BQ2\_14 Minecraft | 37.9% | \*\*44.8% | \*\*30.1% | \*\*23.2% | \*\*53.5% | 36.2% | 40.4% | 38.8% | 32.4% |
| BQ2\_15 Roblox | 30.6% | 32.1% | 28.9% | \*\*18.5% | \*\*43.4% | \*\*26.1% | \*\*37.8% | \*31.8% | \*22.5% |
| BQ2\_16 Fortnite | 21.0% | \*\*28.4% | \*\*12.5% | \*\*9.0% | \*\*33.6% | \*18.7% | \*24.2% | 21.2% | 19.4% |
| BQ2\_18 Other video games (please specify) | 4.5% | \*5.8% | \*2.9% | 5.1% | 3.8% | 4.9% | 3.8% | 4.6% | 3.8% |
| BQ2\_19 Drone (e.g. Holy Stone Predator Quadcopter) | 7.3% | \*\*10.4% | \*\*3.8% | 6.4% | 8.3% | 7.0% | 7.6% | 7.1% | 8.6% |
| BQ2\_20 Coding game (e.g. Fisher Price Think and Learn Code-a-Pillar, Osmo) | 9.0% | 9.5% | 8.3% | 10.3% | 7.5% | 9.5% | 8.3% | \*\*8.1% | \*\*14.6% |
| BQ2\_21 Echo Dot Kids | 6.0% | 5.7% | 6.4% | 6.3% | 5.8% | 6.6% | 5.2% | 5.6% | 9.2% |
| BQ2\_22 Connected toys (e.g. Furby Boom, Cozmo) | 7.6% | \*6.0% | \*9.4% | 7.5% | 7.6% | 6.6% | 9.1% | 7.4% | 8.3% |
| BQ2\_99 None of the above | 9.7% | 10.0% | 9.5% | \*\*13.3% | \*\*5.9% | 10.3% | 8.3% | 9.6% | 10.8% |

**BQ3: Tick the top 3 apps/ games your child plays with:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ3 | BQ3\_1 Escape and obstacles apps (e.g. Temple Run) | 13.6% | 13.9% | 13.3% | \*11.7% | \*15.5% | 13.8% | 13.7% | \*\*12.5% | \*\*21.0% |
| BQ3\_2 Style creation apps (e.g. Stardoll) | 8.7% | \*\*4.3% | \*\*13.8% | 9.6% | 7.8% | 8.6% | 8.9% | 8.4% | 11.1% |
| BQ3\_3 Basic strategy apps (e.g. Angry Birds) | 15.5% | 16.7% | 14.2% | 15.1% | 15.9% | 15.9% | 15.0% | 15.4% | 16.5% |
| BQ3\_4 Nurture and mimics apps (e.g. Talking Tom, My Horse) | 7.3% | \*5.8% | \*9.0% | \*8.8% | \*5.7% | 6.4% | 8.4% | 7.4% | 6.7% |
| BQ3\_5 Musical apps | 12.3% | \*\*8.3% | \*\*16.8% | 12.1% | 12.4% | 13.4% | 10.5% | 12.4% | 11.1% |
| BQ3\_6 Drawing apps | 25.5% | \*\*16.3% | \*\*36.0% | \*\*33.2% | \*\*17.3% | 26.3% | 24.1% | 25.5% | 25.1% |
| BQ3\_7 Number game apps | 18.9% | \*16.6% | \*21.6% | \*\*25.9% | \*\*11.6% | 20.4% | 17.4% | 19.7% | 13.7% |
| BQ3\_8 Writing/spelling game apps | 13.9% | \*\*10.8% | \*\*17.4% | \*\*17.8% | \*\*9.8% | 14.5% | 13.7% | 14.0% | 13.0% |
| BQ3\_9 Creative production apps (e.g. Puppet Pals, Toontastic) | 4.3% | 3.9% | 4.9% | \*5.4% | \*3.2% | 4.4% | 3.8% | \*3.9% | \*7.3% |
| BQ3\_10 Augmented Reality apps (e.g. Pokémon Go) | 3.2% | \*4.2% | \*2.1% | 2.5% | 4.0% | 3.6% | 2.6% | 3.2% | 3.5% |
| BQ3\_11 Virtual Reality apps (e.g. Roller Coaster VR) | 1.8% | 2.2% | 1.3% | \*1.0% | \*2.7% | 1.7% | 2.0% | 1.9% | 1.6% |
| BQ3\_12 [[BQ2\_12:SP]] | 5.4% | \*6.7% | \*3.8% | \*\*7.0% | \*\*3.6% | 5.6% | 4.9% | \*5.9% | \*1.9% |
| BQ3\_13 Scratch | 3.0% | 3.5% | 2.5% | 2.8% | 3.2% | 3.6% | 1.9% | 2.8% | 4.4% |
| BQ3\_14 Minecraft | 31.4% | \*\*38.4% | \*\*23.4% | \*\*18.2% | \*\*45.3% | 29.5% | 34.8% | 32.3% | 25.4% |
| BQ3\_15 Roblox | 24.1% | 24.9% | 23.2% | \*\*13.7% | \*\*35.1% | \*\*19.6% | \*\*31.4% | \*\*25.3% | \*\*16.2% |
| BQ3\_16 Fortnite | 16.6% | \*\*24.6% | \*\*7.5% | \*\*6.1% | \*\*27.7% | \*14.8% | \*19.3% | 17.0% | 14.3% |
| BQ3\_17 Racing games e.g. Super Mario | 15.9% | \*\*19.7% | \*\*11.6% | 14.6% | 17.2% | 16.4% | 15.9% | 16.3% | 13.0% |
| BQ3\_18 [[BQ2\_18:SP]] | 3.4% | \*\*4.8% | \*\*1.9% | 3.7% | 3.1% | 3.8% | 2.8% | 3.5% | 3.2% |
| BQ3\_19 Drone (e.g. Holy Stone Predator Quadcopter) | 2.6% | 3.3% | 1.9% | 3.0% | 2.2% | 2.9% | 2.1% | 2.3% | 4.4% |
| BQ3\_20 Coding game (e.g. Fisher Price Think and Learn Code-a-Pillar, Osmo) | 5.0% | 4.9% | 5.0% | 5.5% | 4.3% | 5.4% | 4.4% | \*\*4.2% | \*\*9.8% |
| BQ3\_21 Echo Dot Kids | 2.4% | 2.1% | 2.8% | 3.0% | 1.9% | 2.6% | 2.3% | 2.5% | 2.2% |
| BQ3\_22 Connected toys (e.g. Furby Boom, Cozmo) | 2.6% | \*\*1.5% | \*\*3.8% | 2.9% | 2.2% | 2.5% | 2.6% | 2.3% | 4.1% |

**BQ4: Do you tend to join in when your child plays with the following?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.190 | | Social Class | | Ethnicity\*\* 0.108 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_1 Television | Rather than joining in/starting them off, I oversee their play | 8.5% | 7.9% | 9.2% | 7.2% | 9.8% | 8.1% | 8.9% | 9.0% | 5.1% |
| I normally start them off e.g. explain the rules, but then withdraw | 3.0% | 3.3% | 2.6% | 3.3% | 2.6% | 2.9% | 3.0% | 2.9% | 3.5% |
| I play alongside them now and again (e.g. every few months or less) | 7.8% | 7.7% | 7.8% | 5.5% | 10.2% | 8.0% | 8.1% | 7.3% | 10.8% |
| I play alongside them some of the time (e.g. at least once a month) | 18.2% | 17.2% | 19.3% | 16.1% | 20.4% | 18.5% | 17.5% | 18.5% | 15.9% |
| I play alongside them most of the time (e.g. at least once a week) | 35.3% | 36.6% | 33.8% | 41.1% | 29.2% | 36.6% | 33.2% | 35.8% | 31.7% |
| I play alongside them all of the time | 15.2% | 14.6% | 16.0% | 17.7% | 12.6% | 14.2% | 16.4% | 15.2% | 15.6% |
| I do not play/engage with them at all | 9.2% | 9.6% | 8.7% | 6.3% | 12.3% | 9.0% | 9.4% | 8.9% | 11.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.188 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_2 Tablet | Rather than joining in/starting them off, I oversee their play | 11.4% | 11.3% | 11.5% | 9.2% | 13.7% | 11.2% | 11.8% | 11.8% | 8.9% |
| I normally start them off e.g. explain the rules, but then withdraw | 5.1% | 4.9% | 5.4% | 5.6% | 4.6% | 5.5% | 4.5% | 5.4% | 3.5% |
| I play alongside them now and again (e.g. every few months or less) | 8.9% | 8.7% | 9.1% | 8.0% | 9.8% | 8.8% | 8.9% | 8.6% | 10.5% |
| I play alongside them some of the time (e.g. at least once a month) | 16.9% | 16.2% | 17.8% | 15.8% | 18.1% | 17.9% | 15.5% | 16.8% | 17.8% |
| I play alongside them most of the time (e.g. at least once a week) | 26.5% | 26.4% | 26.7% | 30.2% | 22.6% | 27.0% | 25.6% | 26.3% | 27.9% |
| I play alongside them all of the time | 10.4% | 10.5% | 10.3% | 12.9% | 7.8% | 10.1% | 10.7% | 10.2% | 12.1% |
| I do not play/engage with them at all | 10.5% | 11.5% | 9.4% | 6.7% | 14.6% | 10.0% | 11.3% | 10.5% | 10.5% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.264 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_3 Smartphone or mobile phone | Rather than joining in/starting them off, I oversee their play | 8.7% | 8.6% | 8.8% | 6.2% | 11.4% | 8.8% | 8.9% | 9.1% | 6.3% |
| I normally start them off e.g. explain the rules, but then withdraw | 5.3% | 4.5% | 6.3% | 4.9% | 5.8% | 5.9% | 4.5% | 5.4% | 4.8% |
| I play alongside them now and again (e.g. every few months or less) | 7.1% | 6.8% | 7.5% | 5.5% | 8.9% | 6.9% | 7.4% | 6.9% | 8.6% |
| I play alongside them some of the time (e.g. at least once a month) | 12.1% | 11.2% | 13.2% | 10.0% | 14.3% | 12.8% | 11.0% | 11.5% | 16.5% |
| I play alongside them most of the time (e.g. at least once a week) | 19.3% | 19.1% | 19.6% | 21.4% | 17.1% | 19.2% | 20.2% | 19.0% | 21.3% |
| I play alongside them all of the time | 10.6% | 11.0% | 10.2% | 14.6% | 6.4% | 11.3% | 8.7% | 10.6% | 11.1% |
| I do not play/engage with them at all | 10.2% | 11.0% | 9.3% | 5.4% | 15.3% | 9.7% | 11.1% | 10.1% | 10.8% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.160 | | | Age\*\* 0.271 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_4 Games console (e.g.PlayStation, Xbox) | Rather than joining in/starting them off, I oversee their play | 6.9% | 8.9% | 4.6% | 5.1% | 8.7% | 7.0% | 6.8% | 7.2% | 5.1% |
| I normally start them off e.g. explain the rules, but then withdraw | 2.8% | 2.7% | 3.0% | 2.7% | 3.0% | 3.2% | 2.3% | 2.7% | 4.1% |
| I play alongside them now and again (e.g. every few months or less) | 7.5% | 8.5% | 6.4% | 4.9% | 10.3% | 7.1% | 8.3% | 7.4% | 8.6% |
| I play alongside them some of the time (e.g. at least once a month) | 12.6% | 13.7% | 11.3% | 9.7% | 15.6% | 12.0% | 14.1% | 12.4% | 13.7% |
| I play alongside them most of the time (e.g. at least once a week) | 20.0% | 21.3% | 18.6% | 18.3% | 21.8% | 21.1% | 18.4% | 20.0% | 20.0% |
| I play alongside them all of the time | 9.8% | 10.0% | 9.6% | 11.9% | 7.6% | 8.8% | 11.7% | 10.2% | 7.0% |
| I do not play/engage with them at all | 8.0% | 8.9% | 7.1% | 4.9% | 11.4% | 7.0% | 9.4% | 8.1% | 7.6% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.170 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_5 Handheld Games Console (e.g. Nintendo) | Rather than joining in/starting them off, I oversee their play | 3.4% | 4.3% | 2.4% | 2.5% | 4.3% | 3.2% | 3.8% | 3.7% | 1.6% |
| I normally start them off e.g. explain the rules, but then withdraw | 2.5% | 2.6% | 2.4% | 2.4% | 2.5% | 2.0% | 3.5% | 2.4% | 2.9% |
| I play alongside them now and again (e.g. every few months or less) | 4.0% | 4.2% | 3.8% | 3.0% | 5.1% | 4.2% | 3.7% | 3.9% | 4.8% |
| I play alongside them some of the time (e.g. at least once a month) | 6.2% | 7.0% | 5.2% | 4.6% | 7.9% | 6.4% | 5.9% | 6.4% | 4.8% |
| I play alongside them most of the time (e.g. at least once a week) | 8.5% | 8.1% | 8.9% | 8.3% | 8.7% | 8.3% | 8.7% | 8.0% | 11.7% |
| I play alongside them all of the time | 4.0% | 4.0% | 3.9% | 4.7% | 3.2% | 4.1% | 3.7% | 3.9% | 4.1% |
| I do not play/engage with them at all | 4.3% | 4.8% | 3.8% | 2.0% | 6.8% | 3.6% | 5.2% | 4.6% | 2.9% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.274 | | Social Class | | Ethnicity\*\* 0.109 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_6 PC or Laptop | Rather than joining in/starting them off, I oversee their play | 8.2% | 8.8% | 7.5% | 4.6% | 12.0% | 7.9% | 9.3% | 8.4% | 7.0% |
| I normally start them off e.g. explain the rules, but then withdraw | 5.0% | 5.2% | 4.7% | 4.4% | 5.5% | 4.9% | 5.0% | 4.7% | 6.3% |
| I play alongside them now and again (e.g. every few months or less) | 7.0% | 7.2% | 6.8% | 5.6% | 8.5% | 8.1% | 5.2% | 6.7% | 9.2% |
| I play alongside them some of the time (e.g. at least once a month) | 10.4% | 10.4% | 10.3% | 8.2% | 12.6% | 10.5% | 10.7% | 9.6% | 15.2% |
| I play alongside them most of the time (e.g. at least once a week) | 15.1% | 14.7% | 15.5% | 14.4% | 15.9% | 15.2% | 15.0% | 14.9% | 16.5% |
| I play alongside them all of the time | 8.8% | 8.2% | 9.5% | 11.9% | 5.5% | 8.9% | 8.2% | 8.9% | 8.3% |
| I do not play/engage with them at all | 9.2% | 10.1% | 8.1% | 5.5% | 13.0% | 9.0% | 9.2% | 8.7% | 12.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.131 | | Social Class | | Ethnicity\*\* 0.148 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_7 Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Rather than joining in/starting them off, I oversee their play | 1.4% | 1.2% | 1.6% | 0.9% | 1.9% | 1.5% | 1.1% | 1.5% | 0.6% |
| I normally start them off e.g. explain the rules, but then withdraw | 1.4% | 0.9% | 2.0% | 1.4% | 1.4% | 1.4% | 1.6% | 1.2% | 2.5% |
| I play alongside them now and again (e.g. every few months or less) | 1.8% | 1.9% | 1.8% | 1.4% | 2.3% | 1.9% | 1.8% | 1.8% | 2.2% |
| I play alongside them some of the time (e.g. at least once a month) | 3.3% | 3.6% | 2.9% | 2.9% | 3.6% | 3.9% | 2.3% | 2.5% | 8.6% |
| I play alongside them most of the time (e.g. at least once a week) | 4.4% | 4.5% | 4.2% | 4.0% | 4.7% | 5.1% | 3.0% | 3.9% | 7.6% |
| I play alongside them all of the time | 2.5% | 2.6% | 2.4% | 2.9% | 2.1% | 2.7% | 2.1% | 2.5% | 2.9% |
| I do not play/engage with them at all | 2.2% | 2.1% | 2.4% | 0.6% | 3.9% | 2.1% | 2.8% | 2.0% | 3.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.176 | | Social Class\*\* 0.116 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_8 Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Rather than joining in/starting them off, I oversee their play | 4.4% | 4.8% | 4.0% | 3.1% | 5.8% | 5.2% | 3.0% | 4.8% | 1.6% |
| I normally start them off e.g. explain the rules, but then withdraw | 3.0% | 3.0% | 3.0% | 2.5% | 3.6% | 3.1% | 3.0% | 3.0% | 2.9% |
| I play alongside them now and again (e.g. every few months or less) | 4.2% | 5.2% | 3.0% | 3.9% | 4.4% | 4.6% | 3.7% | 4.0% | 5.4% |
| I play alongside them some of the time (e.g. at least once a month) | 6.1% | 6.5% | 5.7% | 5.4% | 7.0% | 7.3% | 4.0% | 6.1% | 6.7% |
| I play alongside them most of the time (e.g. at least once a week) | 10.3% | 9.4% | 11.3% | 10.5% | 10.0% | 11.4% | 8.3% | 10.2% | 10.8% |
| I play alongside them all of the time | 7.7% | 7.0% | 8.6% | 9.7% | 5.6% | 8.2% | 6.9% | 8.0% | 6.0% |
| I do not play/engage with them at all | 6.6% | 6.4% | 6.8% | 3.4% | 10.0% | 6.4% | 6.8% | 6.5% | 7.6% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_9 Smart toy - connected to the internet (e.g. Furby, toy robot) | Rather than joining in/starting them off, I oversee their play | 1.0% | 1.2% | 0.7% | 0.6% | 1.4% | 0.7% | 1.6% | 1.0% | 0.6% |
| I normally start them off e.g. explain the rules, but then withdraw | 1.4% | 1.4% | 1.4% | 1.4% | 1.4% | 1.3% | 1.6% | 1.3% | 1.9% |
| I play alongside them now and again (e.g. every few months or less) | 1.9% | 2.4% | 1.2% | 1.8% | 1.9% | 2.4% | 0.9% | 1.5% | 4.1% |
| I play alongside them some of the time (e.g. at least once a month) | 3.5% | 3.8% | 3.2% | 3.1% | 3.9% | 3.5% | 3.4% | 2.9% | 7.3% |
| I play alongside them most of the time (e.g. at least once a week) | 3.8% | 3.2% | 4.4% | 4.5% | 3.0% | 4.1% | 3.0% | 3.3% | 7.0% |
| I play alongside them all of the time | 1.4% | 1.5% | 1.4% | 1.4% | 1.4% | 1.8% | 0.9% | 1.3% | 2.2% |
| I do not play/engage with them at all | 1.1% | 0.9% | 1.3% | 0.6% | 1.7% | 0.9% | 1.6% | 1.1% | 1.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\* 0.100 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | Rather than joining in/starting them off, I oversee their play | 3.8% | 3.7% | 3.8% | 3.9% | 3.6% | 3.6% | 3.9% | 4.0% | 1.9% |
| I normally start them off e.g. explain the rules, but then withdraw | 2.2% | 2.6% | 1.7% | 2.2% | 2.2% | 1.9% | 2.6% | 2.3% | 1.6% |
| I play alongside them now and again (e.g. every few months or less) | 3.9% | 4.4% | 3.4% | 3.9% | 4.0% | 4.4% | 3.0% | 3.7% | 5.4% |
| I play alongside them some of the time (e.g. at least once a month) | 5.6% | 6.4% | 4.8% | 6.0% | 5.2% | 5.8% | 5.3% | 5.3% | 7.9% |
| I play alongside them most of the time (e.g. at least once a week) | 8.3% | 8.9% | 7.6% | 9.5% | 7.0% | 8.8% | 7.4% | 7.9% | 10.8% |
| I play alongside them all of the time | 3.9% | 4.8% | 2.9% | 5.1% | 2.7% | 4.4% | 2.9% | 3.9% | 3.8% |
| I do not play/engage with them at all | 3.0% | 2.9% | 3.1% | 1.9% | 4.1% | 2.8% | 3.3% | 2.9% | 3.5% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.115 | | Social Class | | Ethnicity\*\* 0.151 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_11 Virtual Reality equipment (e.g. headset) | Rather than joining in/starting them off, I oversee their play | 1.7% | 2.1% | 1.3% | 0.9% | 2.6% | 1.7% | 2.0% | 1.9% | 0.6% |
| I normally start them off e.g. explain the rules, but then withdraw | 1.5% | 2.1% | 0.8% | 1.6% | 1.4% | 1.6% | 1.3% | 1.4% | 1.9% |
| I play alongside them now and again (e.g. every few months or less) | 2.1% | 2.8% | 1.2% | 1.4% | 2.7% | 2.3% | 1.5% | 1.7% | 4.8% |
| I play alongside them some of the time (e.g. at least once a month) | 2.0% | 2.2% | 1.9% | 1.4% | 2.7% | 2.5% | 1.3% | 1.8% | 3.8% |
| I play alongside them most of the time (e.g. at least once a week) | 3.0% | 3.0% | 2.9% | 2.4% | 3.6% | 3.1% | 2.8% | 2.2% | 7.9% |
| I play alongside them all of the time | 1.9% | 1.7% | 2.0% | 2.1% | 1.6% | 2.0% | 1.5% | 1.9% | 1.3% |
| I do not play/engage with them at all | 1.8% | 1.9% | 1.7% | 1.2% | 2.5% | 1.6% | 2.0% | 1.8% | 2.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.180 | | Social Class\* 0.105 | | Ethnicity\*\* 0.110 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_12 Wearable (e.g. FitBit, AppleWatch) | Rather than joining in/starting them off, I oversee their play | 2.1% | 2.2% | 1.9% | 1.0% | 3.2% | 2.2% | 2.0% | 2.3% | 0.3% |
| I normally start them off e.g. explain the rules, but then withdraw | 1.9% | 2.1% | 1.7% | 1.8% | 2.0% | 2.1% | 1.6% | 1.9% | 2.2% |
| I play alongside them now and again (e.g. every few months or less) | 2.6% | 2.3% | 3.0% | 1.5% | 3.8% | 3.2% | 1.6% | 2.4% | 4.1% |
| I play alongside them some of the time (e.g. at least once a month) | 3.8% | 3.5% | 4.2% | 2.4% | 5.3% | 4.6% | 2.4% | 3.2% | 7.9% |
| I play alongside them most of the time (e.g. at least once a week) | 3.0% | 2.4% | 3.6% | 2.7% | 3.3% | 3.3% | 2.3% | 2.8% | 4.4% |
| I play alongside them all of the time | 2.1% | 1.9% | 2.4% | 2.2% | 2.0% | 2.7% | 1.0% | 2.2% | 1.6% |
| I do not play/engage with them at all | 5.1% | 4.9% | 5.4% | 2.9% | 7.5% | 5.3% | 4.5% | 5.1% | 5.4% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.241 | | Social Class\* 0.091 | | Ethnicity\* 0.093 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ4\_13 Non-digital toys and playthings | Rather than joining in/starting them off, I oversee their play | 6.4% | 6.4% | 6.4% | 6.1% | 6.8% | 6.0% | 7.4% | 6.8% | 4.1% |
| I normally start them off e.g. explain the rules, but then withdraw | 5.0% | 5.4% | 4.4% | 4.0% | 5.9% | 5.4% | 4.2% | 4.9% | 5.1% |
| I play alongside them now and again (e.g. every few months or less) | 10.1% | 10.5% | 9.6% | 9.2% | 10.9% | 11.1% | 8.2% | 9.3% | 15.2% |
| I play alongside them some of the time (e.g. at least once a month) | 17.0% | 17.0% | 17.1% | 17.6% | 16.5% | 18.1% | 15.2% | 16.9% | 17.8% |
| I play alongside them most of the time (e.g. at least once a week) | 28.1% | 27.3% | 28.9% | 33.8% | 22.0% | 28.5% | 27.3% | 29.0% | 21.9% |
| I play alongside them all of the time | 12.4% | 12.2% | 12.6% | 15.8% | 8.7% | 11.5% | 13.6% | 12.6% | 11.1% |
| I do not play/engage with them at all | 8.8% | 8.6% | 9.1% | 4.4% | 13.5% | 8.4% | 9.1% | 8.5% | 11.1% |

**BQ5: What is the main reason you do or do not join in with the play with your child using:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.183 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_1 Television | I play with them because think it is important for my child’s development/learning | 18.6% | 18.4% | 18.8% | 23.8% | 13.0% | 18.4% | 18.0% | 18.3% | 20.7% |
| I play with them because think it is important for our relationship | 32.6% | 31.7% | 33.6% | 34.0% | 31.0% | 32.4% | 32.9% | 33.1% | 28.5% |
| I play with them because it is fun for me too | 16.5% | 16.5% | 16.5% | 14.5% | 18.7% | 17.4% | 15.6% | 16.1% | 19.3% |
| I generally do not play with them because I am too busy | 12.2% | 12.2% | 12.2% | 11.9% | 12.5% | 13.0% | 11.2% | 12.1% | 12.5% |
| I generally do not play with them because I am not confident with the technology | 3.6% | 3.5% | 3.7% | 3.1% | 4.2% | 3.4% | 3.9% | 3.3% | 5.8% |
| I generally do not play with them because I do not think play is for adults | 3.1% | 3.6% | 2.5% | 2.6% | 3.5% | 3.3% | 2.7% | 3.0% | 3.7% |
| I generally do not play with them because they do not want me to | 10.8% | 11.1% | 10.4% | 7.2% | 14.6% | 9.2% | 13.6% | 11.3% | 7.5% |
| Other reason: (Please specify) | 2.7% | 3.0% | 2.4% | 2.8% | 2.5% | 2.9% | 2.1% | 2.8% | 2.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.169 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_2 Tablet | I play with them because think it is important for my child’s development/learning | 21.0% | 21.3% | 20.8% | 26.3% | 15.7% | 21.3% | 19.7% | 21.1% | 20.6% |
| I play with them because think it is important for our relationship | 26.0% | 25.4% | 26.7% | 26.3% | 25.7% | 25.6% | 27.8% | 26.1% | 25.4% |
| I play with them because it is fun for me too | 16.1% | 16.5% | 15.6% | 16.5% | 15.6% | 15.1% | 18.1% | 15.5% | 19.9% |
| I generally do not play with them because I am too busy | 13.4% | 12.9% | 13.9% | 12.8% | 13.9% | 14.7% | 10.5% | 13.4% | 12.9% |
| I generally do not play with them because I am not confident with the technology | 2.9% | 2.9% | 2.8% | 2.2% | 3.6% | 2.9% | 2.8% | 2.8% | 3.8% |
| I generally do not play with them because I do not think play is for adults | 3.5% | 3.9% | 3.0% | 2.8% | 4.2% | 3.7% | 3.4% | 3.4% | 4.2% |
| I generally do not play with them because they do not want me to | 15.3% | 15.4% | 15.1% | 11.1% | 19.5% | 14.9% | 16.1% | 15.8% | 11.8% |
| Other reason: (Please specify) | 1.8% | 1.6% | 2.1% | 2.0% | 1.7% | 1.9% | 1.6% | 1.9% | 1.4% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.254 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_3 Smartphone or mobile phone | I play with them because think it is important for my child’s development/learning | 19.3% | 19.7% | 18.9% | 27.2% | 12.2% | 20.0% | 18.1% | 19.3% | 19.6% |
| I play with them because think it is important for our relationship | 24.6% | 24.2% | 24.9% | 25.9% | 23.3% | 25.5% | 23.3% | 24.2% | 26.4% |
| I play with them because it is fun for me too | 15.8% | 15.1% | 16.6% | 14.9% | 16.7% | 15.5% | 16.3% | 15.5% | 18.0% |
| I generally do not play with them because I am too busy | 12.5% | 13.2% | 11.7% | 12.6% | 12.3% | 12.8% | 11.9% | 12.5% | 12.4% |
| I generally do not play with them because I am not confident with the technology | 3.9% | 4.2% | 3.7% | 3.1% | 4.7% | 3.6% | 4.4% | 3.9% | 4.4% |
| I generally do not play with them because I do not think play is for adults | 3.7% | 3.2% | 4.2% | 2.6% | 4.7% | 3.7% | 3.9% | 3.7% | 3.6% |
| I generally do not play with them because they do not want me to | 17.4% | 17.4% | 17.5% | 10.2% | 24.0% | 16.3% | 19.3% | 17.9% | 14.4% |
| Other reason: (Please specify) | 2.8% | 2.9% | 2.6% | 3.5% | 2.0% | 2.6% | 2.8% | 3.0% | 1.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.160 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_4 Games console (e.g.PlayStation, Xbox) | I play with them because think it is important for my child’s development/learning | 15.2% | 15.4% | 14.9% | 20.1% | 11.4% | 15.4% | 14.7% | 14.9% | 16.8% |
| I play with them because think it is important for our relationship | 27.1% | 25.5% | 29.2% | 27.5% | 26.7% | 26.9% | 27.8% | 27.1% | 26.9% |
| I play with them because it is fun for me too | 25.0% | 24.6% | 25.7% | 24.3% | 25.6% | 26.2% | 24.5% | 24.9% | 26.0% |
| I generally do not play with them because I am too busy | 9.7% | 9.4% | 10.1% | 10.2% | 9.3% | 10.5% | 8.5% | 9.2% | 13.0% |
| I generally do not play with them because I am not confident with the technology | 6.2% | 6.6% | 5.5% | 5.4% | 6.7% | 5.1% | 7.6% | 6.4% | 4.8% |
| I generally do not play with them because I do not think play is for adults | 3.4% | 3.8% | 2.9% | 2.5% | 4.1% | 3.5% | 3.4% | 3.6% | 2.4% |
| I generally do not play with them because they do not want me to | 11.6% | 13.3% | 9.3% | 7.8% | 14.6% | 11.0% | 11.0% | 11.9% | 9.6% |
| Other reason: (Please specify) | 1.8% | 1.5% | 2.3% | 2.2% | 1.5% | 1.5% | 2.5% | 2.0% | 0.5% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class\* 0.168 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_5 Handheld Games Console (e.g. Nintendo) | I play with them because think it is important for my child’s development/learning | 16.0% | 14.6% | 17.7% | 19.9% | 13.0% | 14.9% | 17.6% | 16.0% | 15.5% |
| I play with them because think it is important for our relationship | 24.5% | 25.1% | 23.8% | 25.2% | 24.0% | 25.9% | 23.1% | 24.1% | 27.2% |
| I play with them because it is fun for me too | 22.3% | 22.0% | 22.7% | 22.6% | 22.0% | 23.9% | 21.2% | 22.1% | 23.3% |
| I generally do not play with them because I am too busy | 9.6% | 10.4% | 8.4% | 10.0% | 9.3% | 10.4% | 8.8% | 9.1% | 12.6% |
| I generally do not play with them because I am not confident with the technology | 5.7% | 5.5% | 5.8% | 5.9% | 5.5% | 5.5% | 4.8% | 5.5% | 6.8% |
| I generally do not play with them because I do not think play is for adults | 3.1% | 2.9% | 3.5% | 1.8% | 4.2% | 4.5% | 0.7% | 2.9% | 4.9% |
| I generally do not play with them because they do not want me to | 18.0% | 18.2% | 17.7% | 13.5% | 21.4% | 13.7% | 23.4% | 19.5% | 7.8% |
| Other reason: (Please specify) | 0.9% | 1.3% | 0.3% | 1.2% | 0.7% | 1.2% | 0.4% | 0.7% | 1.9% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.195 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_6 PC or Laptop | I play with them because think it is important for my child’s development/learning | 23.4% | 22.1% | 24.9% | 28.8% | 19.0% | 24.6% | 21.1% | 24.0% | 20.0% |
| I play with them because think it is important for our relationship | 24.6% | 23.1% | 26.3% | 27.9% | 22.0% | 24.9% | 23.9% | 24.3% | 26.0% |
| I play with them because it is fun for me too | 14.9% | 15.6% | 14.0% | 12.9% | 16.4% | 14.4% | 15.9% | 14.6% | 16.2% |
| I generally do not play with them because I am too busy | 12.2% | 13.1% | 11.2% | 12.2% | 12.2% | 13.0% | 11.3% | 11.7% | 14.9% |
| I generally do not play with them because I am not confident with the technology | 4.1% | 4.7% | 3.4% | 3.4% | 4.6% | 3.5% | 5.2% | 4.0% | 4.7% |
| I generally do not play with them because I do not think play is for adults | 2.8% | 2.8% | 2.8% | 2.6% | 2.9% | 2.5% | 3.6% | 2.8% | 3.0% |
| I generally do not play with them because they do not want me to | 16.0% | 16.5% | 15.4% | 9.6% | 21.1% | 15.1% | 16.9% | 16.3% | 14.5% |
| Other reason: (Please specify) | 2.1% | 2.2% | 2.0% | 2.5% | 1.7% | 2.0% | 2.0% | 2.3% | 0.9% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\* 0.230 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_7 Internet connected Portable Media Player (e.g. iPod Touch, Archos) | I play with them because think it is important for my child’s development/learning | 18.2% | 16.3% | 20.4% | 21.1% | 16.1% | 17.2% | 20.5% | 18.0% | 19.3% |
| I play with them because think it is important for our relationship | 25.3% | 27.0% | 23.5% | 28.6% | 22.9% | 25.3% | 24.8% | 25.4% | 25.0% |
| I play with them because it is fun for me too | 17.8% | 20.5% | 14.8% | 22.3% | 14.4% | 20.4% | 12.8% | 17.3% | 19.3% |
| I generally do not play with them because I am too busy | 15.8% | 15.8% | 15.8% | 15.4% | 16.1% | 16.1% | 14.5% | 14.9% | 19.3% |
| I generally do not play with them because I am not confident with the technology | 4.9% | 6.0% | 3.6% | 3.4% | 5.9% | 4.6% | 6.0% | 4.3% | 6.8% |
| I generally do not play with them because I do not think play is for adults | 2.9% | 3.3% | 2.6% | 1.7% | 3.8% | 3.2% | 2.6% | 3.1% | 2.3% |
| I generally do not play with them because they do not want me to | 14.1% | 10.2% | 18.4% | 7.4% | 19.1% | 12.6% | 17.1% | 15.8% | 8.0% |
| Other reason: (Please specify) | 1.0% | 0.9% | 1.0% | 0.0% | 1.7% | 0.7% | 1.7% | 1.2% | 0.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.225 | | Social Class | | Ethnicity\* 0.139 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_8 Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | I play with them because think it is important for my child’s development/learning | 22.9% | 21.6% | 24.4% | 28.3% | 18.1% | 24.0% | 20.4% | 22.2% | 27.9% |
| I play with them because think it is important for our relationship | 22.3% | 21.2% | 23.5% | 26.3% | 18.9% | 22.7% | 21.8% | 22.0% | 24.8% |
| I play with them because it is fun for me too | 23.7% | 24.9% | 22.3% | 22.9% | 24.4% | 22.1% | 27.1% | 24.7% | 16.3% |
| I generally do not play with them because I am too busy | 8.3% | 8.1% | 8.5% | 7.1% | 9.3% | 8.5% | 8.1% | 7.5% | 14.0% |
| I generally do not play with them because I am not confident with the technology | 3.9% | 4.9% | 2.7% | 2.9% | 4.8% | 4.1% | 3.2% | 3.7% | 5.4% |
| I generally do not play with them because I do not think play is for adults | 1.9% | 2.6% | 1.0% | 1.5% | 2.2% | 2.5% | 0.4% | 1.7% | 3.1% |
| I generally do not play with them because they do not want me to | 14.6% | 14.7% | 14.6% | 7.9% | 20.5% | 13.8% | 16.2% | 15.6% | 7.8% |
| Other reason: (Please specify) | 2.4% | 2.0% | 2.9% | 3.1% | 1.8% | 2.3% | 2.8% | 2.7% | 0.8% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_9 Smart toy - connected to the internet (e.g. Furby, toy robot) | I play with them because think it is important for my child’s development/learning | 23.5% | 23.7% | 23.2% | 25.4% | 21.5% | 23.5% | 24.0% | 24.2% | 21.1% |
| I play with them because think it is important for our relationship | 27.3% | 28.0% | 26.5% | 27.2% | 27.3% | 28.3% | 23.1% | 24.9% | 35.5% |
| I play with them because it is fun for me too | 16.4% | 17.7% | 14.8% | 16.6% | 16.3% | 17.7% | 13.5% | 15.8% | 18.4% |
| I generally do not play with them because I am too busy | 12.3% | 9.1% | 16.1% | 13.0% | 11.6% | 11.9% | 12.5% | 13.2% | 9.2% |
| I generally do not play with them because I am not confident with the technology | 4.4% | 7.0% | 1.3% | 5.3% | 3.5% | 4.4% | 4.8% | 4.2% | 5.3% |
| I generally do not play with them because I do not think play is for adults | 5.6% | 5.9% | 5.2% | 5.9% | 5.2% | 6.6% | 3.8% | 5.7% | 5.3% |
| I generally do not play with them because they do not want me to | 10.0% | 7.5% | 12.9% | 6.5% | 13.4% | 7.1% | 17.3% | 11.3% | 5.3% |
| Other reason: (Please specify) | 0.6% | 1.1% | 0.0% | 0.0% | 1.2% | 0.4% | 1.0% | 0.8% | 0.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.205 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | I play with them because think it is important for my child’s development/learning | 21.5% | 21.1% | 22.1% | 27.8% | 14.1% | 21.5% | 20.8% | 20.9% | 25.5% |
| I play with them because think it is important for our relationship | 27.6% | 27.4% | 27.9% | 27.5% | 27.6% | 26.4% | 29.2% | 28.0% | 25.5% |
| I play with them because it is fun for me too | 20.2% | 23.0% | 16.2% | 20.3% | 20.0% | 20.5% | 19.9% | 20.2% | 20.0% |
| I generally do not play with them because I am too busy | 10.0% | 9.7% | 10.4% | 8.4% | 11.8% | 10.5% | 9.7% | 9.6% | 11.8% |
| I generally do not play with them because I am not confident with the technology | 3.9% | 4.1% | 3.6% | 3.7% | 4.1% | 4.3% | 2.7% | 3.5% | 6.4% |
| I generally do not play with them because I do not think play is for adults | 2.2% | 3.0% | 1.0% | 1.0% | 3.5% | 2.3% | 1.8% | 1.9% | 3.6% |
| I generally do not play with them because they do not want me to | 13.9% | 10.6% | 18.5% | 10.7% | 17.6% | 13.7% | 15.0% | 15.0% | 7.3% |
| Other reason: (Please specify) | 0.8% | 1.1% | 0.3% | 0.5% | 1.2% | 0.8% | 0.9% | 0.9% | 0.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_11 Virtual Reality equipment (e.g. headset) | I play with them because think it is important for my child’s development/learning | 21.0% | 18.6% | 24.6% | 25.5% | 17.9% | 19.2% | 24.5% | 22.8% | 14.1% |
| I play with them because think it is important for our relationship | 21.9% | 24.0% | 18.7% | 21.9% | 21.9% | 24.0% | 17.3% | 19.5% | 31.0% |
| I play with them because it is fun for me too | 20.7% | 19.6% | 22.4% | 19.7% | 21.4% | 23.6% | 14.3% | 19.5% | 25.4% |
| I generally do not play with them because I am too busy | 10.1% | 9.3% | 11.2% | 9.5% | 10.4% | 10.0% | 11.2% | 9.4% | 12.7% |
| I generally do not play with them because I am not confident with the technology | 8.0% | 8.8% | 6.7% | 6.6% | 9.0% | 7.4% | 10.2% | 9.0% | 4.2% |
| I generally do not play with them because I do not think play is for adults | 3.0% | 3.4% | 2.2% | 2.9% | 3.0% | 2.2% | 3.1% | 3.4% | 1.4% |
| I generally do not play with them because they do not want me to | 13.9% | 15.2% | 11.9% | 11.7% | 15.4% | 11.8% | 18.4% | 14.6% | 11.3% |
| Other reason: (Please specify) | 1.5% | 1.0% | 2.2% | 2.2% | 1.0% | 1.7% | 1.0% | 1.9% | 0.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_12 Wearable (e.g. FitBit, AppleWatch) | I play with them because think it is important for my child’s development/learning | 16.6% | 15.3% | 18.0% | 20.1% | 14.7% | 17.2% | 14.6% | 17.5% | 12.2% |
| I play with them because think it is important for our relationship | 21.2% | 20.1% | 22.4% | 23.5% | 20.0% | 21.6% | 20.3% | 20.4% | 25.6% |
| I play with them because it is fun for me too | 17.6% | 18.1% | 17.2% | 17.3% | 17.8% | 18.8% | 16.3% | 16.5% | 23.2% |
| I generally do not play with them because I am too busy | 9.4% | 10.8% | 8.0% | 8.9% | 9.7% | 9.1% | 9.8% | 8.6% | 13.4% |
| I generally do not play with them because I am not confident with the technology | 5.2% | 4.8% | 5.6% | 3.9% | 5.9% | 4.4% | 8.1% | 4.8% | 7.3% |
| I generally do not play with them because I do not think play is for adults | 3.6% | 2.8% | 4.4% | 2.8% | 4.1% | 3.9% | 3.3% | 3.4% | 4.9% |
| I generally do not play with them because they do not want me to | 21.6% | 24.5% | 18.8% | 17.9% | 23.8% | 20.8% | 23.6% | 24.0% | 9.8% |
| Other reason: (Please specify) | 4.6% | 3.6% | 5.6% | 5.6% | 4.1% | 4.2% | 4.1% | 4.8% | 3.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.241 | | Social Class\* 0.102 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ5\_13 Non-digital toys and playthings | I play with them because think it is important for my child’s development/learning | 25.4% | 26.2% | 24.4% | 32.0% | 17.9% | 23.8% | 28.9% | 26.1% | 20.6% |
| I play with them because think it is important for our relationship | 34.6% | 33.9% | 35.4% | 36.5% | 32.4% | 35.8% | 32.6% | 34.7% | 34.2% |
| I play with them because it is fun for me too | 16.3% | 17.4% | 15.1% | 15.7% | 17.0% | 16.9% | 15.3% | 15.8% | 19.5% |
| I generally do not play with them because I am too busy | 8.2% | 8.6% | 7.8% | 6.2% | 10.6% | 9.2% | 5.8% | 8.1% | 9.2% |
| I generally do not play with them because I am not confident with the technology | 2.0% | 2.2% | 1.7% | 1.6% | 2.4% | 2.3% | 1.6% | 1.7% | 4.0% |
| I generally do not play with them because I do not think play is for adults | 2.8% | 2.5% | 3.1% | 1.9% | 3.7% | 2.8% | 2.8% | 2.9% | 2.2% |
| I generally do not play with them because they do not want me to | 10.1% | 8.3% | 12.0% | 5.2% | 15.6% | 8.5% | 12.4% | 10.1% | 9.9% |
| Other reason: (Please specify) | 0.7% | 0.9% | 0.4% | 0.9% | 0.4% | 0.7% | 0.6% | 0.7% | 0.4% |

**BQ6: Which of the following types of non-digital play do you engage with your child on a regular basis (e.g. once a month or more?)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ6 | BQ6\_1 Board games | 69.6% | 68.6% | 70.8% | \*66.6% | \*72.8% | 69.8% | 69.5% | \*\*72.2% | \*\*52.4% |
| BQ6\_2 Card games | 44.7% | 42.6% | 47.0% | \*42.0% | \*47.4% | \*47.1% | \*39.9% | 45.3% | 40.3% |
| BQ6\_3 Indoor Sports | 25.1% | \*27.7% | \*22.2% | \*\*28.7% | \*\*21.3% | \*\*27.6% | \*\*19.9% | \*24.1% | \*32.1% |
| BQ6\_4 Outdoor sports | 43.2% | \*\*49.6% | \*\*36.0% | 44.1% | 42.2% | \*\*46.6% | \*\*37.5% | 43.5% | 41.3% |
| BQ6\_5 Play with toys | 61.7% | 60.7% | 62.7% | \*\*79.3% | \*\*43.0% | 62.1% | 60.8% | \*63.0% | \*53.0% |
| BQ6\_6 Role play | 36.4% | \*\*31.8% | \*\*41.5% | \*\*51.4% | \*\*20.5% | 35.5% | 37.7% | 36.4% | 35.9% |
| BQ6\_7 Making/ arts/ crafts | 60.8% | \*\*54.8% | \*\*67.6% | \*\*69.4% | \*\*51.7% | 60.5% | 61.0% | \*\*62.9% | \*\*46.3% |
| BQ6\_8 Short excursions | 43.3% | 43.9% | 42.7% | 43.6% | 43.0% | \*\*48.1% | \*\*35.4% | \*\*45.6% | \*\*28.3% |
| BQ6\_9 Games from everyday life (e.g. language games, contests) | 29.4% | 28.0% | 31.0% | \*\*33.0% | \*\*25.5% | \*31.6% | \*25.1% | 29.2% | 30.5% |
| BQ6\_98 Other (please specify) | 2.1% | 1.8% | 2.6% | 2.3% | 2.0% | 2.2% | 1.6% | 2.2% | 1.6% |
| BQ6\_99 None of these | 2.4% | 2.6% | 2.2% | \*1.4% | \*3.5% | 2.0% | 3.3% | 2.2% | 4.1% |

**BQ7-BQ11: Only 1 significant test (in BQ11)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ7 We are interested in children’s active engagement with technology in play. When playing with technology, is your child generally actively engaged (i.e. interested and focused on the activity)? | Not at all | 0.4% | 0.2% | 0.6% | 0.6% | 0.2% | 0.4% | 0.3% | 0.3% | 0.6% |
| Not really | 2.5% | 2.5% | 2.5% | 2.7% | 2.3% | 2.3% | 2.9% | 2.5% | 2.2% |
| Not sure | 11.7% | 11.5% | 11.9% | 10.3% | 13.2% | 10.8% | 13.9% | 11.3% | 14.6% |
| Somewhat | 43.0% | 42.9% | 43.2% | 44.9% | 41.1% | 44.0% | 41.1% | 42.8% | 44.4% |
| Very much | 42.4% | 42.9% | 41.8% | 41.6% | 43.2% | 42.5% | 41.9% | 43.0% | 38.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ8 We are interested in how far your child enjoys their play with technology. When playing with technology, is your child joyful (happy, cheerful), in general? | Not at all | 0.2% | 0.2% | 0.3% | 0.4% | 0.1% | 0.3% | 0.1% | 0.2% | 0.3% |
| Not really | 1.9% | 1.8% | 1.9% | 2.0% | 1.7% | 2.1% | 1.3% | 1.8% | 2.2% |
| Not sure | 9.7% | 10.0% | 9.5% | 8.3% | 11.3% | 9.4% | 10.5% | 9.4% | 12.1% |
| Somewhat | 47.2% | 47.3% | 47.1% | 47.7% | 46.6% | 47.9% | 46.9% | 48.0% | 41.9% |
| Very much | 40.9% | 40.7% | 41.3% | 41.6% | 40.3% | 40.4% | 41.3% | 40.6% | 43.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ9 We are interested in the ways that children find play with technology meaningful and relate their experiences to their everyday lives . When playing with technology, does your child find the play to be meaningful to them and their everyday in... | Not at all | 0.6% | 0.5% | 0.6% | 0.6% | 0.6% | 0.7% | 0.4% | 0.6% | 0.6% |
| Not really | 4.5% | 4.6% | 4.3% | 4.7% | 4.2% | 4.7% | 4.0% | 4.7% | 2.5% |
| Not sure | 18.9% | 20.0% | 17.7% | 17.4% | 20.5% | 17.6% | 20.8% | 19.0% | 18.4% |
| Somewhat | 52.6% | 51.7% | 53.6% | 52.7% | 52.6% | 53.7% | 50.9% | 52.7% | 52.4% |
| Very much | 23.4% | 23.2% | 23.8% | 24.8% | 22.1% | 23.3% | 23.9% | 23.1% | 26.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ10 We are interested in the ways your child might try things out and try then to make improvements/ set themselves challenges when playing with technology. When playing with technology, does your child enjoy trying things out and making improvem... | Not at all | 0.5% | 0.3% | 0.8% | 0.6% | 0.5% | 0.7% | 0.3% | 0.6% | 0.3% |
| Not really | 4.1% | 4.0% | 4.2% | 4.7% | 3.4% | 4.5% | 3.5% | 4.2% | 3.5% |
| Not sure | 17.3% | 16.7% | 18.0% | 18.1% | 16.5% | 16.3% | 18.8% | 17.4% | 17.1% |
| Somewhat | 48.1% | 49.8% | 46.2% | 47.7% | 48.5% | 50.3% | 45.5% | 48.2% | 47.3% |
| Very much | 29.9% | 29.1% | 30.8% | 28.9% | 31.0% | 28.3% | 32.0% | 29.6% | 31.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\* 0.078 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ11 We are interested in children’s social interactions in relation to their play with technology. When playing with technology that allows for social interaction, would you say your child engages well with others, in general? | Not at all | 2.4% | 2.3% | 2.4% | 3.1% | 1.5% | 2.9% | 1.4% | 2.5% | 1.3% |
| Not really | 6.3% | 7.0% | 5.6% | 7.3% | 5.3% | 6.4% | 6.0% | 6.6% | 4.4% |
| Not sure | 17.7% | 18.1% | 17.3% | 18.2% | 17.3% | 17.4% | 18.4% | 17.3% | 21.0% |
| Somewhat | 43.7% | 45.4% | 41.7% | 43.6% | 43.8% | 44.2% | 42.9% | 43.8% | 42.9% |
| Very much | 29.9% | 27.2% | 33.0% | 27.8% | 32.1% | 29.0% | 31.2% | 29.8% | 30.5% |

**BQ12: Please name any technologies that your child is particularly playful with**

**(each parent can quote up to 5 and NO stats test carried out due to small numbers).**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ12 | Alexa | 1.6% | 0.9% | 2.5% | 2.1% | 1.1% | 2.0% | 0.8% | 1.7% | 1.0% |
| Amazon /Fire/Echo/Dot | 2.4% | 2.1% | 2.8% | 3.8% | 1.0% | 2.5% | 2.4% | 2.4% | 2.5% |
| Amazon tablet (Kindle) | 1.5% | 1.3% | 1.7% | 1.9% | 1.0% | 1.4% | 1.9% | 1.7% | 0.0% |
| Art & Craft (including games/app/ painting / colouring) | 1.1% | 1.0% | 1.2% | 1.2% | 1.0% | 1.0% | 1.3% | 1.2% | 0.6% |
| Apps | 3.2% | 2.2% | 4.3% | 2.8% | 3.6% | 3.4% | 2.9% | 3.1% | 3.8% |
| Books / Reading | 0.4% | 0.4% | 0.4% | 0.7% | 0.0% | 0.5% | 0.3% | 0.4% | 0.3% |
| Cbeebies | 0.6% | 0.7% | 0.4% | 1.1% | 0.0% | 0.6% | 0.6% | 0.7% | 0.0% |
| Games on tabs / phones / tv /computer / console | 6.1% | 6.8% | 5.2% | 5.6% | 6.5% | 6.6% | 4.7% | 6.4% | 3.8% |
| Google home / mini / chromebook | 0.9% | 0.5% | 1.2% | 0.6% | 1.2% | 0.9% | 0.9% | 0.8% | 1.6% |
| iPad | 9.2% | 8.5% | 10.0% | 9.7% | 8.7% | 9.2% | 8.9% | 9.3% | 8.9% |
| iPhone | 3.4% | 2.9% | 4.0% | 2.2% | 4.7% | 3.4% | 3.3% | 3.5% | 2.5% |
| Laptop / Desktop computer | 3.5% | 2.9% | 4.2% | 2.6% | 4.6% | 3.7% | 2.8% | 3.4% | 4.8% |
| Leap pad | 0.5% | 0.2% | 0.9% | 1.0% | 0.0% | 0.6% | 0.5% | 0.6% | 0.3% |
| Leapfrog Console / tab / turtle | 0.5% | 0.4% | 0.7% | 1.0% | 0.1% | 0.5% | 0.8% | 0.6% | 0.3% |
| Lego (all ) | 3.9% | 4.6% | 3.1% | 3.9% | 3.9% | 4.2% | 3.4% | 3.8% | 4.1% |
| Math games / apps | 0.4% | 0.3% | 0.4% | 0.2% | 0.5% | 0.6% | 0.0% | 0.4% | 0.3% |
| Minecraft | 3.5% | 4.1% | 2.9% | 1.6% | 5.6% | 3.7% | 3.4% | 3.8% | 1.9% |
| Nintendo (all versions) | 2.7% | 3.3% | 2.0% | 2.7% | 2.7% | 2.2% | 3.4% | 2.7% | 2.9% |
| Playstation (all versions) | 6.5% | 9.4% | 3.3% | 5.0% | 8.1% | 6.4% | 7.2% | 6.4% | 7.6% |
| Remote Control cars | 0.4% | 0.5% | 0.2% | 0.4% | 0.3% | 0.3% | 0.6% | 0.3% | 0.6% |
| Roblox | 3.9% | 2.5% | 5.6% | 1.4% | 6.5% | 3.5% | 4.8% | 4.2% | 1.9% |
| Robot | 0.5% | 0.6% | 0.4% | 0.6% | 0.5% | 0.7% | 0.3% | 0.5% | 1.0% |
| Samsung phone / tablet | 1.0% | 1.0% | 1.1% | 1.4% | 0.7% | 0.5% | 2.3% | 1.1% | 0.3% |
| Singing and dancing | 0.2% | 0.1% | 0.4% | 0.3% | 0.1% | 0.3% | 0.0% | 0.2% | 0.3% |
| Smart/mobile phone | 5.5% | 4.6% | 6.5% | 5.2% | 5.9% | 5.1% | 5.7% | 5.4% | 6.7% |
| Sky tv / Q / Kids / App | 0.3% | 0.2% | 0.4% | 0.5% | 0.1% | 0.3% | 0.4% | 0.3% | 0.0% |
| Tablet (all other brands) | 9.6% | 9.7% | 9.5% | 11.7% | 7.4% | 9.4% | 9.8% | 9.7% | 8.9% |
| Time table rockstar | 0.5% | 0.5% | 0.4% | 0.2% | 0.8% | 0.5% | 0.4% | 0.5% | 0.0% |
| Watching TV / Cartoons / Dancing / Netflix / videos | 3.2% | 3.1% | 3.4% | 4.2% | 2.2% | 3.3% | 3.0% | 3.1% | 4.1% |
| Wii | 1.9% | 1.9% | 1.9% | 1.8% | 1.9% | 1.8% | 2.3% | 1.9% | 1.3% |
| Xbox (all versions) | 6.8% | 8.8% | 4.4% | 4.3% | 9.4% | 6.3% | 7.4% | 6.9% | 5.7% |
| You tube | 3.4% | 2.6% | 4.3% | 4.3% | 2.5% | 3.3% | 3.9% | 3.4% | 3.8% |
| Music | 0.2% | 0.2% | 0.3% | 0.4% | 0.1% | 0.2% | 0.4% | 0.3% | 0.0% |
| Vtech | 0.3% | 0.1% | 0.6% | 0.5% | 0.2% | 0.4% | 0.3% | 0.3% | 0.6% |
| Toys / Figurines / Dolls /Puzzles | 1.7% | 1.9% | 1.3% | 2.0% | 1.3% | 1.4% | 2.1% | 1.6% | 1.9% |
| Apple/iMac/MacBook | 0.8% | 0.9% | 0.7% | 0.6% | 1.1% | 1.2% | 0.3% | 0.7% | 1.6% |
| Apple TV | 0.1% | 0.2% | 0.1% | 0.2% | 0.0% | 0.1% | 0.1% | 0.1% | 0.0% |
| FitBit | 0.4% | 0.5% | 0.4% | 0.2% | 0.6% | 0.7% | 0.0% | 0.4% | 0.6% |
| Scratch | 0.3% | 0.3% | 0.3% | 0.1% | 0.5% | 0.5% | 0.0% | 0.3% | 0.0% |
| Drone | 0.5% | 0.7% | 0.2% | 0.4% | 0.5% | 0.3% | 0.5% | 0.5% | 0.0% |
| Sony | 0.2% | 0.2% | 0.3% | 0.1% | 0.4% | 0.3% | 0.3% | 0.2% | 0.3% |
| VR | 0.2% | 0.3% | 0.2% | 0.2% | 0.3% | 0.3% | 0.3% | 0.2% | 0.3% |
| Disney (unspec) | 0.1% | 0.1% | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% | 0.1% | 0.0% |
| Nintendo Switch | 3.8% | 4.6% | 2.8% | 2.7% | 4.9% | 3.4% | 4.3% | 4.2% | 1.3% |
| Fortnite | 1.5% | 2.3% | 0.5% | 0.5% | 2.5% | 1.6% | 1.4% | 1.6% | 0.6% |
| Microsoft/Windows (unspec) | 0.3% | 0.2% | 0.4% | 0.1% | 0.6% | 0.3% | 0.5% | 0.3% | 0.3% |
| K'Nex | 0.2% | 0.2% | 0.2% | 0.2% | 0.2% | 0.2% | 0.1% | 0.2% | 0.0% |
| Talking Tom | 0.2% | 0.2% | 0.1% | 0.2% | 0.1% | 0.1% | 0.3% | 0.2% | 0.0% |
| Other smart tech | 0.3% | 0.2% | 0.4% | 0.4% | 0.3% | 0.4% | 0.1% | 0.2% | 1.0% |
| Incomprehensible content | 3.0% | 3.5% | 2.5% | 3.3% | 2.7% | 2.9% | 3.3% | 2.9% | 3.8% |
| Others | 5.4% | 4.6% | 6.3% | 6.3% | 4.5% | 5.7% | 5.3% | 5.0% | 8.3% |
| DK / NA / Not sure | 0.7% | 0.9% | 0.5% | 0.9% | 0.5% | 0.7% | 0.8% | 0.7% | 1.0% |

**BQ13: - When your child plays with technologies, how far are they taking an independent approach?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $BQ13 | BQ13\_1 My child is not inspired by the technologies and wants to do something else | 9.7% | 9.8% | 9.5% | \*11.5% | \*7.7% | 10.1% | 8.8% | 9.3% | 12.1% |
| BQ13\_2 My child follows what happens | 35.3% | 36.4% | 34.0% | \*38.1% | \*32.3% | 36.7% | 33.0% | 34.5% | 40.3% |
| BQ13\_3 My child takes the initiative on her/his own | 49.0% | 47.4% | 50.9% | 48.7% | 49.4% | 49.8% | 48.2% | 49.1% | 48.9% |
| BQ13\_4 My child sets her/his own goals | 24.7% | 25.0% | 24.3% | \*\*21.3% | \*\*28.2% | 25.0% | 24.4% | 24.1% | 28.3% |
| BQ13\_5 My child personally owns the experience | 21.7% | 20.4% | 23.1% | \*19.1% | \*24.4% | 22.6% | 20.2% | 21.5% | 22.5% |
| BQ13\_6 My child feels they can do things they couldn’t do before | 13.4% | 13.2% | 13.5% | 12.8% | 14.0% | 12.9% | 13.4% | 13.3% | 13.7% |

**BQ14: Who does your child play with mostly when using these technologies?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\* 0.86 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_1 Television | Plays mostly on own | 31.4% | 31.5% | 31.4% | 32.3% | 30.5% | 31.8% | 30.4% | 31.6% | 30.2% |
| Plays mostly with brothers/sisters | 36.1% | 34.6% | 37.7% | 35.6% | 36.6% | 35.4% | 37.9% | 36.1% | 35.9% |
| Plays mostly with parents | 17.1% | 18.0% | 16.2% | 18.2% | 16.0% | 17.4% | 16.8% | 17.5% | 14.9% |
| Plays mostly with friends | 2.8% | 2.9% | 2.7% | 1.9% | 3.6% | 2.9% | 2.4% | 2.6% | 3.8% |
| Plays mostly with online friends they have not met | 0.6% | 0.8% | 0.4% | 0.4% | 0.8% | 0.5% | 0.9% | 0.6% | 0.6% |
| Doesn't have a preference – plays on own and with others equally | 9.1% | 9.1% | 9.0% | 8.7% | 9.5% | 9.4% | 8.3% | 9.2% | 8.3% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.130 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_2 Tablet | Plays mostly on own | 46.6% | 44.5% | 48.9% | 45.5% | 47.7% | 46.9% | 45.6% | 47.7% | 39.0% |
| Plays mostly with brothers/sisters | 19.9% | 20.0% | 19.9% | 18.6% | 21.4% | 19.9% | 20.0% | 19.3% | 24.1% |
| Plays mostly with parents | 12.2% | 13.6% | 10.6% | 15.0% | 9.2% | 13.3% | 10.5% | 11.8% | 14.9% |
| Plays mostly with friends | 5.3% | 5.3% | 5.3% | 3.6% | 7.1% | 4.7% | 6.4% | 5.0% | 7.3% |
| Plays mostly with online friends they have not met | 1.0% | 0.9% | 1.2% | 0.7% | 1.4% | 1.0% | 1.3% | 1.0% | 1.3% |
| Doesn't have a preference – plays on own and with others equally | 4.8% | 5.3% | 4.2% | 5.1% | 4.5% | 4.7% | 4.7% | 4.8% | 4.4% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.250 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_3 Smartphone or mobile phone | Plays mostly on own | 36.2% | 35.2% | 37.2% | 31.0% | 41.6% | 37.3% | 34.9% | 36.3% | 34.9% |
| Plays mostly with brothers/sisters | 11.7% | 11.3% | 12.1% | 9.9% | 13.6% | 11.3% | 12.3% | 10.9% | 16.8% |
| Plays mostly with parents | 14.7% | 15.3% | 14.0% | 19.2% | 9.8% | 15.4% | 13.2% | 14.4% | 16.5% |
| Plays mostly with friends | 4.9% | 4.0% | 5.9% | 1.6% | 8.4% | 4.8% | 4.7% | 5.0% | 4.4% |
| Plays mostly with online friends they have not met | 0.9% | 1.2% | 0.6% | 0.6% | 1.3% | 0.8% | 1.3% | 0.9% | 1.6% |
| Doesn't have a preference – plays on own and with others equally | 5.1% | 5.1% | 5.1% | 5.6% | 4.6% | 4.9% | 5.4% | 5.1% | 5.1% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.174 | | | Age\*\* 0.291 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_4 Games console (e.g.PlayStation, Xbox) | Plays mostly on own | 14.6% | 17.1% | 11.7% | 12.5% | 16.9% | 14.9% | 14.0% | 14.4% | 15.9% |
| Plays mostly with brothers/sisters | 22.5% | 22.2% | 22.8% | 16.8% | 28.4% | 20.5% | 26.4% | 22.6% | 21.6% |
| Plays mostly with parents | 15.5% | 16.1% | 14.8% | 18.6% | 12.3% | 16.3% | 14.9% | 15.7% | 14.6% |
| Plays mostly with friends | 9.0% | 11.9% | 5.8% | 4.4% | 13.9% | 9.1% | 8.7% | 9.0% | 9.5% |
| Plays mostly with online friends they have not met | 1.1% | 1.2% | 0.9% | 0.6% | 1.5% | 1.1% | 1.1% | 1.0% | 1.3% |
| Doesn't have a preference – plays on own and with others equally | 5.0% | 5.6% | 4.4% | 4.7% | 5.3% | 4.5% | 5.9% | 5.3% | 3.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.145 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_5 Handheld Games Console (e.g. Nintendo) | Plays mostly on own | 13.7% | 14.3% | 13.1% | 10.5% | 17.1% | 12.5% | 15.7% | 14.4% | 9.2% |
| Plays mostly with brothers/sisters | 7.6% | 7.8% | 7.3% | 6.1% | 9.2% | 7.5% | 7.8% | 7.4% | 8.6% |
| Plays mostly with parents | 5.4% | 5.5% | 5.3% | 5.8% | 5.0% | 5.5% | 5.7% | 5.2% | 7.0% |
| Plays mostly with friends | 3.2% | 4.3% | 1.9% | 2.0% | 4.5% | 3.4% | 2.6% | 3.0% | 4.8% |
| Plays mostly with online friends they have not met | 0.4% | 0.3% | 0.4% | 0.4% | 0.3% | 0.3% | 0.6% | 0.3% | 1.0% |
| Doesn't have a preference – plays on own and with others equally | 2.5% | 2.7% | 2.3% | 2.7% | 2.4% | 2.6% | 1.9% | 2.6% | 2.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.252 | | Social Class | | Ethnicity\*\* 0.109 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_6 PC or Laptop | Plays mostly on own | 23.4% | 22.6% | 24.3% | 16.2% | 31.0% | 24.1% | 22.9% | 23.1% | 25.7% |
| Plays mostly with brothers/sisters | 11.2% | 11.8% | 10.6% | 9.6% | 12.9% | 11.3% | 11.5% | 10.3% | 17.1% |
| Plays mostly with parents | 17.0% | 17.5% | 16.3% | 19.2% | 14.6% | 18.0% | 15.0% | 17.0% | 16.5% |
| Plays mostly with friends | 5.1% | 5.2% | 4.9% | 2.8% | 7.5% | 4.6% | 5.9% | 4.7% | 7.3% |
| Plays mostly with online friends they have not met | 1.1% | 1.2% | 1.0% | 0.9% | 1.4% | 1.1% | 1.3% | 1.0% | 1.6% |
| Doesn't have a preference – plays on own and with others equally | 5.8% | 6.3% | 5.3% | 5.9% | 5.7% | 5.5% | 6.0% | 5.7% | 6.3% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.117 | | Social Class\* 0.092 | | Ethnicity\*\* 0.147 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_7 Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Plays mostly on own | 6.2% | 5.7% | 6.8% | 4.0% | 8.6% | 7.5% | 4.3% | 6.1% | 7.3% |
| Plays mostly with brothers/sisters | 4.3% | 4.4% | 4.2% | 4.0% | 4.6% | 4.7% | 3.7% | 3.4% | 10.5% |
| Plays mostly with parents | 3.0% | 3.3% | 2.7% | 3.5% | 2.5% | 3.4% | 2.5% | 2.6% | 5.7% |
| Plays mostly with friends | 1.7% | 1.7% | 1.7% | 1.5% | 1.9% | 1.8% | 1.6% | 1.5% | 3.2% |
| Plays mostly with online friends they have not met | 0.5% | 0.5% | 0.4% | 0.2% | 0.8% | 0.2% | 0.8% | 0.5% | 0.3% |
| Doesn't have a preference – plays on own and with others equally | 1.3% | 1.1% | 1.5% | 0.9% | 1.7% | 1.0% | 1.9% | 1.3% | 1.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.156 | | Social Class\*\* 0.104 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_8 Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Plays mostly on own | 14.0% | 13.9% | 14.1% | 9.8% | 18.5% | 15.4% | 11.6% | 14.3% | 12.1% |
| Plays mostly with brothers/sisters | 10.6% | 9.7% | 11.6% | 10.0% | 11.2% | 11.5% | 8.7% | 10.7% | 9.8% |
| Plays mostly with parents | 11.2% | 11.5% | 10.9% | 13.5% | 8.7% | 12.6% | 9.1% | 11.0% | 12.7% |
| Plays mostly with friends | 1.9% | 2.0% | 1.7% | 1.4% | 2.4% | 1.8% | 2.0% | 1.8% | 2.5% |
| Plays mostly with online friends they have not met | 0.5% | 0.6% | 0.3% | 0.5% | 0.4% | 0.5% | 0.5% | 0.4% | 0.6% |
| Doesn't have a preference – plays on own and with others equally | 4.3% | 4.6% | 3.9% | 3.5% | 5.1% | 4.4% | 3.9% | 4.4% | 3.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.126 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_9 Smart toy - connected to the internet (e.g. Furby, toy robot) | Plays mostly on own | 3.5% | 3.3% | 3.9% | 3.2% | 3.9% | 3.8% | 3.3% | 3.2% | 6.0% |
| Plays mostly with brothers/sisters | 4.2% | 4.7% | 3.6% | 4.1% | 4.3% | 4.2% | 4.3% | 3.5% | 9.2% |
| Plays mostly with parents | 2.9% | 3.0% | 2.8% | 3.5% | 2.4% | 3.3% | 2.3% | 2.7% | 4.4% |
| Plays mostly with friends | 1.9% | 2.2% | 1.4% | 1.4% | 2.3% | 2.2% | 1.4% | 1.7% | 3.2% |
| Plays mostly with online friends they have not met | 0.5% | 0.5% | 0.5% | 0.6% | 0.5% | 0.5% | 0.5% | 0.5% | 0.6% |
| Doesn't have a preference – plays on own and with others equally | 1.0% | 0.6% | 1.4% | 0.8% | 1.2% | 0.7% | 1.4% | 1.0% | 0.6% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\* 0.095 | | | Age | | Social Class | | Ethnicity\* 0.088 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | Plays mostly on own | 9.4% | 9.1% | 9.8% | 9.2% | 9.6% | 10.1% | 8.1% | 9.3% | 9.8% |
| Plays mostly with brothers/sisters | 8.6% | 9.8% | 7.2% | 8.6% | 8.6% | 8.0% | 9.6% | 8.5% | 8.9% |
| Plays mostly with parents | 7.3% | 8.9% | 5.4% | 8.6% | 5.9% | 7.5% | 7.2% | 7.1% | 8.6% |
| Plays mostly with friends | 2.4% | 2.3% | 2.4% | 2.7% | 2.0% | 3.1% | 1.0% | 2.2% | 3.5% |
| Plays mostly with online friends they have not met | 0.5% | 0.5% | 0.4% | 0.6% | 0.4% | 0.5% | 0.6% | 0.3% | 1.9% |
| Doesn't have a preference – plays on own and with others equally | 2.6% | 3.1% | 1.9% | 2.7% | 2.4% | 2.5% | 2.0% | 2.6% | 2.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\* 0.085 | | | Age\*\* 0.103 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_11 Virtual Reality equipment (e.g. headset) | Plays mostly on own | 3.9% | 4.4% | 3.4% | 2.7% | 5.2% | 4.2% | 3.5% | 3.7% | 5.7% |
| Plays mostly with brothers/sisters | 3.0% | 3.5% | 2.4% | 1.9% | 4.1% | 3.3% | 2.4% | 2.5% | 6.0% |
| Plays mostly with parents | 4.1% | 4.3% | 3.9% | 4.1% | 4.2% | 4.1% | 4.0% | 3.7% | 6.7% |
| Plays mostly with friends | 1.5% | 2.3% | 0.6% | 1.2% | 1.9% | 1.8% | 1.1% | 1.4% | 2.2% |
| Plays mostly with online friends they have not met | 0.5% | 0.5% | 0.6% | 0.5% | 0.6% | 0.6% | 0.5% | 0.5% | 1.0% |
| Doesn't have a preference – plays on own and with others equally | 0.9% | 0.8% | 1.0% | 0.6% | 1.2% | 0.9% | 0.8% | 0.9% | 1.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.185 | | Social Class\*\* 0.113 | | Ethnicity\*\* 0.110 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_12 Wearable (e.g. FitBit, AppleWatch) | Plays mostly on own | 9.4% | 8.2% | 10.7% | 4.7% | 14.2% | 10.3% | 7.7% | 9.6% | 7.6% |
| Plays mostly with brothers/sisters | 2.8% | 2.9% | 2.7% | 2.8% | 2.9% | 3.7% | 1.1% | 2.3% | 6.7% |
| Plays mostly with parents | 4.1% | 4.0% | 4.2% | 3.9% | 4.2% | 4.9% | 2.4% | 3.7% | 6.7% |
| Plays mostly with friends | 1.7% | 1.9% | 1.4% | 1.0% | 2.3% | 1.6% | 1.9% | 1.7% | 1.6% |
| Plays mostly with online friends they have not met | 0.5% | 0.3% | 0.8% | 0.4% | 0.7% | 0.6% | 0.5% | 0.6% | 0.3% |
| Doesn't have a preference – plays on own and with others equally | 2.1% | 2.0% | 2.2% | 1.4% | 2.8% | 2.3% | 1.9% | 1.9% | 3.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.163 | | Social Class\* 0.093 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ14\_13 Non-digital toys and playthings | Plays mostly on own | 23.5% | 22.1% | 25.2% | 25.0% | 22.0% | 24.4% | 21.8% | 23.8% | 21.9% |
| Plays mostly with brothers/sisters | 27.8% | 27.3% | 28.4% | 28.3% | 27.3% | 27.8% | 27.6% | 28.4% | 23.8% |
| Plays mostly with parents | 15.3% | 16.0% | 14.5% | 19.3% | 11.1% | 15.3% | 15.6% | 14.9% | 17.8% |
| Plays mostly with friends | 8.9% | 9.5% | 8.2% | 7.0% | 10.9% | 10.3% | 6.4% | 8.5% | 11.1% |
| Plays mostly with online friends they have not met | 1.2% | 1.5% | 0.9% | 1.0% | 1.5% | 1.2% | 1.5% | 1.1% | 2.2% |
| Doesn't have a preference – plays on own and with others equally | 11.0% | 11.0% | 11.0% | 10.5% | 11.5% | 10.0% | 12.1% | 11.2% | 9.5% |

**BQ15: Where does your child play with technology, mainly?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.173 | | Social Class | | Ethnicity\*\* 0.098 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_1 Television | Own room | 21.8% | 22.9% | 20.6% | 15.7% | 28.3% | 19.8% | 25.7% | 22.5% | 16.9% |
| In brother’s/sister’s room | 6.3% | 6.7% | 5.9% | 5.2% | 7.5% | 6.4% | 6.0% | 5.6% | 11.2% |
| Shared family room (e.g. living room, kitchen) | 69.3% | 67.2% | 71.7% | 77.0% | 61.2% | 71.3% | 65.8% | 69.3% | 69.2% |
| Other (e.g. friends, grandparents, relatives) | 1.8% | 2.3% | 1.3% | 1.5% | 2.2% | 1.9% | 1.7% | 1.9% | 1.0% |
| Outside/Outdoor | 0.7% | 0.8% | 0.5% | 0.6% | 0.8% | 0.6% | 0.8% | 0.5% | 1.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.233 | | Social Class | | Ethnicity\*\* 0.115 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_2 Tablet | Own room | 27.1% | 27.0% | 27.2% | 17.1% | 37.3% | 24.8% | 31.2% | 26.9% | 28.2% |
| In brother’s/sister’s room | 7.2% | 6.6% | 7.9% | 7.1% | 7.3% | 7.1% | 7.4% | 6.2% | 13.9% |
| Shared family room (e.g. living room, kitchen) | 63.8% | 64.2% | 63.3% | 73.3% | 54.1% | 66.3% | 59.4% | 65.1% | 55.1% |
| Other (e.g. friends, grandparents, relatives) | 1.1% | 1.3% | 1.0% | 1.5% | 0.8% | 1.1% | 1.0% | 1.2% | 1.0% |
| Outside/Outdoor | 0.8% | 1.0% | 0.6% | 1.1% | 0.5% | 0.7% | 1.0% | 0.6% | 1.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\* 0.088 | | | Age\*\* 0.262 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_3 Smartphone or mobile phone | Own room | 22.8% | 20.8% | 25.0% | 11.5% | 33.1% | 21.1% | 25.8% | 23.1% | 21.2% |
| In brother’s/sister’s room | 7.7% | 9.3% | 5.9% | 7.9% | 7.5% | 8.2% | 6.3% | 6.9% | 12.8% |
| Shared family room (e.g. living room, kitchen) | 65.6% | 65.5% | 65.7% | 76.1% | 56.0% | 66.8% | 63.7% | 66.2% | 61.6% |
| Other (e.g. friends, grandparents, relatives) | 2.7% | 2.7% | 2.7% | 3.4% | 2.0% | 2.6% | 2.8% | 2.7% | 2.4% |
| Outside/Outdoor | 1.2% | 1.7% | 0.7% | 1.1% | 1.4% | 1.2% | 1.4% | 1.1% | 2.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.130 | | | Age\*\* 0.215 | | Social Class\* 0.100 | | Ethnicity\*\* 0.112 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_4 Games console (e.g.PlayStation, Xbox) | Own room | 24.7% | 29.1% | 18.7% | 14.4% | 32.8% | 21.5% | 30.0% | 25.5% | 19.2% |
| In brother’s/sister’s room | 11.8% | 11.5% | 12.3% | 12.4% | 11.4% | 11.5% | 12.2% | 10.5% | 20.7% |
| Shared family room (e.g. living room, kitchen) | 59.9% | 56.2% | 65.1% | 69.3% | 52.6% | 63.5% | 54.8% | 60.5% | 55.8% |
| Other (e.g. friends, grandparents, relatives) | 3.0% | 2.5% | 3.8% | 3.5% | 2.7% | 3.0% | 2.7% | 3.0% | 3.4% |
| Outside/Outdoor | 0.5% | 0.7% | 0.1% | 0.4% | 0.5% | 0.5% | 0.4% | 0.4% | 1.0% |

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|  | | Gender | | | Age\*\*0.229 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_5 Handheld Games Console (e.g. Nintendo) | Own room | 28.1% | 27.5% | 28.8% | 16.7% | 36.6% | 28.2% | 27.8% | 28.6% | 24.3% |
| In brother’s/sister’s room | 10.4% | 11.8% | 8.7% | 11.1% | 9.9% | 10.4% | 9.9% | 9.4% | 17.5% |
| Shared family room (e.g. living room, kitchen) | 56.2% | 55.7% | 57.0% | 66.3% | 48.7% | 56.1% | 57.9% | 56.8% | 52.4% |
| Other (e.g. friends, grandparents, relatives) | 4.2% | 4.2% | 4.1% | 5.3% | 3.3% | 4.3% | 2.9% | 4.3% | 2.9% |
| Outside/Outdoor | 1.1% | 0.9% | 1.5% | 0.6% | 1.5% | 1.0% | 1.5% | 0.9% | 2.9% |

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|  | | Gender | | | Age\*8 0.181 | | Social Class | | Ethnicity\* 0.105 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_6 PC or Laptop | Own room | 14.7% | 14.0% | 15.4% | 7.8% | 20.1% | 14.5% | 14.9% | 15.3% | 11.1% |
| In brother’s/sister’s room | 8.0% | 7.9% | 8.2% | 7.9% | 8.1% | 8.6% | 6.8% | 6.9% | 14.5% |
| Shared family room (e.g. living room, kitchen) | 72.7% | 72.3% | 73.3% | 78.7% | 68.1% | 72.7% | 74.0% | 73.3% | 69.8% |
| Other (e.g. friends, grandparents, relatives) | 3.8% | 4.9% | 2.4% | 5.0% | 2.8% | 3.4% | 3.6% | 3.8% | 3.8% |
| Outside/Outdoor | 0.8% | 0.8% | 0.7% | 0.6% | 0.9% | 0.8% | 0.6% | 0.8% | 0.9% |

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|  | | Gender | | | Age | | Social Class | | Ethnicity\* 0.198 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_7 Internet connected Portable Media Player (e.g. iPod Touch, Archos) | Own room | 27.0% | 26.0% | 28.1% | 20.0% | 32.2% | 27.0% | 27.4% | 29.7% | 17.0% |
| In brother’s/sister’s room | 18.7% | 19.1% | 18.4% | 21.7% | 16.5% | 20.4% | 14.5% | 15.5% | 30.7% |
| Shared family room (e.g. living room, kitchen) | 49.1% | 49.8% | 48.5% | 53.7% | 45.8% | 47.7% | 53.0% | 50.5% | 44.3% |
| Other (e.g. friends, grandparents, relatives) | 2.9% | 2.8% | 3.1% | 2.9% | 3.0% | 3.2% | 1.7% | 2.2% | 5.7% |
| Outside/Outdoor | 2.2% | 2.3% | 2.0% | 1.7% | 2.5% | 1.8% | 3.4% | 2.2% | 2.3% |

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|  | | Gender | | | Age\*\* 0.192 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_8 Smart speaker/voice assistants (e.g. Alexa, Google Home, Apple HomePod) | Own room | 22.0% | 20.5% | 23.8% | 13.8% | 29.3% | 21.7% | 22.9% | 22.0% | 22.5% |
| In brother’s/sister’s room | 11.2% | 13.9% | 8.1% | 11.3% | 11.2% | 11.4% | 10.9% | 10.1% | 18.6% |
| Shared family room (e.g. living room, kitchen) | 62.5% | 61.0% | 64.2% | 70.6% | 55.3% | 63.2% | 61.3% | 64.0% | 51.9% |
| Other (e.g. friends, grandparents, relatives) | 3.4% | 3.5% | 3.3% | 3.3% | 3.5% | 2.8% | 3.9% | 3.0% | 6.2% |
| Outside/Outdoor | 0.9% | 1.1% | 0.6% | 1.0% | 0.7% | 0.8% | 1.1% | 0.9% | 0.8% |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_9 Smart toy - connected to the internet (e.g. Furby, toy robot) | Own room | 32.3% | 29.0% | 36.1% | 25.4% | 39.0% | 31.9% | 34.6% | 33.2% | 28.9% |
| In brother’s/sister’s room | 20.2% | 21.5% | 18.7% | 20.7% | 19.8% | 23.0% | 13.5% | 20.0% | 21.1% |
| Shared family room (e.g. living room, kitchen) | 40.8% | 41.9% | 39.4% | 46.7% | 34.9% | 38.9% | 43.3% | 40.0% | 43.4% |
| Other (e.g. friends, grandparents, relatives) | 5.0% | 5.4% | 4.5% | 4.1% | 5.8% | 4.0% | 7.7% | 4.9% | 5.3% |
| Outside/Outdoor | 1.8% | 2.2% | 1.3% | 3.0% | 0.6% | 2.2% | 1.0% | 1.9% | 1.3% |

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|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_10 Electronic toy not connected to the internet, e.g. robot, drone etc. | Own room | 32.2% | 29.7% | 35.7% | 32.0% | 32.4% | 34.0% | 27.0% | 33.2% | 26.4% |
| In brother’s/sister’s room | 10.6% | 10.6% | 10.7% | 8.2% | 13.5% | 10.2% | 11.1% | 9.3% | 18.2% |
| Shared family room (e.g. living room, kitchen) | 48.9% | 50.1% | 47.1% | 52.6% | 44.4% | 48.2% | 51.3% | 48.8% | 49.1% |
| Other (e.g. friends, grandparents, relatives) | 1.9% | 2.8% | 0.6% | 1.7% | 2.1% | 1.4% | 3.1% | 1.6% | 3.6% |
| Outside/Outdoor | 6.5% | 6.9% | 5.8% | 5.5% | 7.6% | 6.1% | 7.5% | 7.1% | 2.7% |

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|  | | Gender | | | Age\*\* 0.238 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_11 Virtual Reality equipment (e.g. headset) | Own room | 24.0% | 26.0% | 20.9% | 13.9% | 30.8% | 23.1% | 25.5% | 26.6% | 14.1% |
| In brother’s/sister’s room | 16.9% | 15.7% | 18.7% | 24.1% | 11.9% | 18.3% | 13.3% | 14.6% | 25.4% |
| Shared family room (e.g. living room, kitchen) | 51.5% | 50.0% | 53.7% | 55.5% | 48.8% | 51.5% | 53.1% | 51.7% | 50.7% |
| Other (e.g. friends, grandparents, relatives) | 7.1% | 7.8% | 6.0% | 6.6% | 7.5% | 6.6% | 7.1% | 6.4% | 9.9% |
| Outside/Outdoor | 0.6% | 0.5% | 0.7% | 0.0% | 1.0% | 0.4% | 1.0% | 0.7% | 0.0% |

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|  | | Gender | | | Age\*\* 0.329 | | Social Class | | Ethnicity\* 0.180 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_12 Wearable (e.g. FitBit, AppleWatch) | Own room | 27.1% | 22.9% | 31.2% | 14.0% | 34.4% | 28.0% | 23.6% | 28.3% | 20.7% |
| In brother’s/sister’s room | 13.2% | 15.3% | 11.2% | 17.9% | 10.6% | 12.5% | 16.3% | 11.5% | 22.0% |
| Shared family room (e.g. living room, kitchen) | 36.5% | 35.3% | 37.6% | 52.5% | 27.5% | 38.0% | 32.5% | 36.5% | 36.6% |
| Other (e.g. friends, grandparents, relatives) | 6.4% | 8.4% | 4.4% | 7.3% | 5.9% | 6.1% | 6.5% | 5.3% | 12.2% |
| Outside/Outdoor | 16.8% | 18.1% | 15.6% | 8.4% | 21.6% | 15.5% | 21.1% | 18.5% | 8.5% |

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|  | | Gender | | | Age\*\* 0.163 | | Social Class | | Ethnicity\*\* 0.150 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| BQ15\_13 Non-digital toys and playthings | Own room | 34.1% | 32.3% | 36.2% | 29.1% | 39.8% | 33.8% | 34.2% | 35.6% | 24.3% |
| In brother’s/sister’s room | 8.0% | 8.6% | 7.3% | 6.4% | 9.9% | 7.7% | 8.0% | 6.7% | 16.9% |
| Shared family room (e.g. living room, kitchen) | 52.7% | 54.0% | 51.3% | 60.1% | 44.3% | 53.3% | 52.6% | 53.0% | 50.4% |
| Other (e.g. friends, grandparents, relatives) | 3.0% | 2.7% | 3.3% | 2.9% | 3.0% | 3.1% | 2.8% | 2.6% | 5.5% |
| Outside/Outdoor | 2.2% | 2.5% | 1.9% | 1.5% | 3.0% | 2.1% | 2.4% | 2.1% | 2.9% |

**BQ16: My child plays mainly with...**

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|  | | Gender\* 0.074 | | | Age\*\* 0.347 | | Social Class | | Ethnicity | | | | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | | BME | |
| BQ16 | Non-digital toys | 23.3% | 21.3% | 25.6% | 35.0% | 11.0% | 24.1% | 22.4% | 24.2% | 17.5% | |
| Non-digital and digital toys/ tech equally | 48.5% | 47.6% | 49.5% | 49.4% | 47.6% | 50.1% | 46.3% | 47.6% | 54.6% | |
| Digital toys/ technologies | 28.2% | 31.1% | 24.9% | 15.7% | 41.4% | 25.8% | 31.2% | 28.2% | 27.9% | |

**BQ17 My child plays with technologies for:**

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|  | | Gender | | | Age\*\* 0.118 | | Social Class | | Ethnicity | | | | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME | | |
| BQ17 | Too little time | 1.7% | 2.0% | 1.4% | 1.9% | 1.5% | 1.7% | 1.6% | 1.7% | | 1.9% |
| About the right amount of time | 68.2% | 66.0% | 70.7% | 73.2% | 62.8% | 69.0% | 67.9% | 67.3% | | 74.0% |
| Too much time | 30.1% | 32.0% | 27.9% | 24.8% | 35.6% | 29.3% | 30.5% | 31.0% | | 24.1% |

**BQ18: My child mainly integrates the digital and non-digital when playing.**

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|  | | Gender | | | Age | | Social Class | | Ethnicity\*\* 0.101 | | | | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | | BME | |
| BQ18 | Strongly disagree | 3.3% | 3.7% | 2.9% | 2.9% | 3.8% | 3.4% | 3.0% | 3.6% | 1.6% | |
| Disagree | 17.7% | 18.4% | 17.0% | 17.0% | 18.4% | 18.6% | 16.4% | 18.8% | 10.5% | |
| Neither agree nor disagree | 43.4% | 42.8% | 44.0% | 43.5% | 43.3% | 41.5% | 46.0% | 43.5% | 42.2% | |
| Agree | 31.5% | 31.3% | 31.7% | 32.6% | 30.3% | 32.5% | 30.4% | 30.2% | 40.3% | |
| Strongly agree | 4.1% | 3.8% | 4.4% | 3.9% | 4.2% | 4.0% | 4.3% | 3.9% | 5.4% | |

**CQ3: We want to know about what skills you feel your child can do:**

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|  | | Gender | | | Age\*\* 0.145 | | Social Class | | Ethnicity\*\* 0.090 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_1 Can turn devices on | Is able to do unassisted | 78.0% | 78.4% | 77.5% | 72.1% | 84.1% | 77.3% | 79.2% | 79.3% | 69.2% |
| Needs some assistance | 19.5% | 19.4% | 19.5% | 24.6% | 14.1% | 20.2% | 18.4% | 18.5% | 25.7% |
| Is unable to do /unaware of | 2.6% | 2.2% | 3.0% | 3.3% | 1.8% | 2.5% | 2.4% | 2.2% | 5.1% |

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|  | | Gender | | | Age\*\* 0.173 | | Social Class | | Ethnicity\* 0.078 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_2 Can use key features of devices e.g. turn volume up and down, find apps | Is able to do unassisted | 82.1% | 82.1% | 82.1% | 75.6% | 88.9% | 80.8% | 84.3% | 83.2% | 74.6% |
| Needs some assistance | 15.4% | 15.5% | 15.2% | 21.1% | 9.3% | 16.1% | 14.1% | 14.5% | 21.0% |
| Is unable to do /unaware of | 2.6% | 2.4% | 2.7% | 3.3% | 1.8% | 3.1% | 1.6% | 2.3% | 4.4% |

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|  | | Gender | | | Age\*\* 0.190 | | Social Class | | Ethnicity\*\* 0.096 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_3 Can navigate age-appropriate apps | Is able to do unassisted | 75.5% | 73.4% | 78.0% | 67.6% | 83.9% | 74.6% | 76.7% | 77.0% | 65.4% |
| Needs some assistance | 18.9% | 20.5% | 17.0% | 24.8% | 12.6% | 19.6% | 17.8% | 17.9% | 25.1% |
| Is unable to do /unaware of | 5.6% | 6.1% | 5.0% | 7.6% | 3.5% | 5.7% | 5.5% | 5.0% | 9.5% |

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|  | | Gender | | | Age\*\* 0.427 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_4 Can locate and get on to a web browser | Is able to do unassisted | 62.6% | 62.0% | 63.3% | 43.4% | 82.9% | 61.6% | 63.9% | 62.7% | 62.2% |
| Needs some assistance | 23.1% | 23.3% | 22.8% | 31.3% | 14.4% | 23.5% | 22.9% | 22.8% | 24.8% |
| Is unable to do /unaware of | 14.3% | 14.7% | 13.9% | 25.3% | 2.7% | 14.9% | 13.2% | 14.5% | 13.0% |

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|  | | Gender | | | Age\*\* 0.281 | | Social Class\* 0.065 | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_5 Can manage pop-ups by clicking on ‘x’ to remove them | Is able to do unassisted | 68.2% | 66.4% | 70.2% | 56.2% | 80.8% | 65.6% | 71.7% | 68.4% | 66.7% |
| Needs some assistance | 20.1% | 21.2% | 18.9% | 25.2% | 14.8% | 21.5% | 18.8% | 19.6% | 23.8% |
| Is unable to do /unaware of | 11.7% | 12.4% | 10.9% | 18.6% | 4.4% | 12.9% | 9.6% | 12.0% | 9.5% |

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|  | | Gender | | | Age\*\* 0.514 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_6 Can conduct searches using search terms in a search engine | Is able to do unassisted | 55.9% | 55.5% | 56.4% | 32.2% | 80.8% | 54.3% | 58.3% | 56.2% | 54.0% |
| Needs some assistance | 25.1% | 25.3% | 24.9% | 33.6% | 16.2% | 25.9% | 24.1% | 24.2% | 31.1% |
| Is unable to do /unaware of | 19.0% | 19.2% | 18.7% | 34.2% | 3.0% | 19.8% | 17.6% | 19.6% | 14.9% |

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|  | | Gender | | | Age\*\* 0.481 | | Social Class | | Ethnicity\* 0.067 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_7 Can browse, search and filter data, information and digital content | Is able to do unassisted | 46.5% | 46.9% | 46.1% | 26.1% | 68.0% | 45.1% | 48.9% | 46.3% | 48.3% |
| Needs some assistance | 29.4% | 29.2% | 29.7% | 32.3% | 26.4% | 30.0% | 28.3% | 28.7% | 34.6% |
| Is unable to do /unaware of | 24.1% | 23.9% | 24.2% | 41.6% | 5.6% | 25.0% | 22.8% | 25.1% | 17.1% |

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|  | | Gender | | | Age\*\* 0.484 | | Social Class | | Ethnicity\*\* 0.071 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_8 Can analyse, compare and evaluate data, information and digital content (e.g. choose which website gives best information for homework) | Is able to do unassisted | 35.2% | 35.6% | 34.9% | 18.6% | 52.8% | 34.5% | 36.6% | 34.4% | 40.6% |
| Needs some assistance | 34.5% | 34.1% | 35.1% | 30.7% | 38.6% | 34.0% | 35.8% | 34.1% | 37.5% |
| Is unable to do /unaware of | 30.2% | 30.4% | 30.0% | 50.7% | 8.6% | 31.5% | 27.6% | 31.5% | 21.9% |

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|  | | Gender | | | Age\*\* 0.442 | | Social Class | | Ethnicity\*\* 0.082 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_9 Can organize, store and retrieve data, information and content in digital environments (e.g. can create folders to store files in) | Is able to do unassisted | 30.1% | 30.1% | 30.1% | 15.3% | 45.7% | 29.6% | 30.9% | 29.6% | 33.3% |
| Needs some assistance | 31.0% | 31.4% | 30.5% | 25.7% | 36.5% | 29.8% | 32.6% | 29.9% | 37.8% |
| Is unable to do /unaware of | 39.0% | 38.6% | 39.4% | 59.0% | 17.8% | 40.6% | 36.5% | 40.5% | 28.9% |

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|  | | Gender | | | Age\*\* 0.410 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_10 Is able to interact through digital technologies and understand most appropriate uses of phone/text etc. (e.g. asks to Skype/Facetime family members who live afar) | Is able to do unassisted | 41.7% | 40.9% | 42.7% | 24.6% | 59.8% | 41.4% | 42.8% | 40.9% | 47.0% |
| Needs some assistance | 31.1% | 32.1% | 30.0% | 32.8% | 29.3% | 31.2% | 31.2% | 31.3% | 29.8% |
| Is unable to do /unaware of | 27.2% | 27.0% | 27.3% | 42.6% | 10.9% | 27.4% | 25.9% | 27.8% | 23.2% |

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|  | | Gender | | | Age\*\* 0.480 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_11 Can share data, information and digital content with others (e.g. send photos) | Is able to do unassisted | 29.1% | 28.0% | 30.4% | 12.0% | 47.2% | 28.3% | 30.9% | 29.3% | 27.9% |
| Needs some assistance | 29.9% | 30.5% | 29.2% | 25.7% | 34.4% | 30.4% | 29.5% | 28.9% | 36.8% |
| Is unable to do /unaware of | 40.9% | 41.4% | 40.4% | 62.3% | 18.4% | 41.4% | 39.7% | 41.8% | 35.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.409 | | Social Class | | Ethnicity\*\* 0.088 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_12 Can create Powerpoint/presentation slides | Is able to do unassisted | 22.6% | 23.0% | 22.1% | 10.5% | 35.4% | 22.2% | 23.6% | 22.5% | 22.9% |
| Needs some assistance | 24.5% | 23.5% | 25.6% | 17.1% | 32.2% | 25.6% | 22.4% | 23.1% | 33.7% |
| Is unable to do /unaware of | 53.0% | 53.5% | 52.3% | 72.4% | 32.4% | 52.3% | 54.0% | 54.4% | 43.5% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.497 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_13 Understands issues relating to data privacy and safety (e.g. not to share name/password) | Is able to do unassisted | 33.6% | 33.0% | 34.4% | 16.2% | 52.1% | 32.0% | 36.3% | 33.8% | 32.7% |
| Needs some assistance | 29.2% | 29.7% | 28.5% | 24.3% | 34.4% | 30.5% | 27.8% | 28.4% | 34.3% |
| Is unable to do /unaware of | 37.2% | 37.3% | 37.1% | 59.6% | 13.6% | 37.5% | 35.9% | 37.8% | 33.0% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.373 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_14 Can create digital content e.g. take photographs/videos | Is able to do unassisted | 48.6% | 45.9% | 51.6% | 33.0% | 65.1% | 46.8% | 51.6% | 49.4% | 42.9% |
| Needs some assistance | 27.0% | 28.9% | 24.7% | 28.5% | 25.3% | 28.4% | 25.2% | 25.9% | 34.0% |
| Is unable to do /unaware of | 24.5% | 25.2% | 23.7% | 38.5% | 9.7% | 24.8% | 23.2% | 24.7% | 23.2% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.093 | | | Age\*\* 0.477 | | Social Class\* 0.076 | | Ethnicity\* 0.077 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_15 Can create virtual worlds using games such as Minecraft | Is able to do unassisted | 44.8% | 49.0% | 40.0% | 24.0% | 66.8% | 42.1% | 49.7% | 45.8% | 38.4% |
| Needs some assistance | 20.1% | 19.4% | 21.0% | 20.7% | 19.6% | 20.7% | 19.5% | 19.0% | 27.9% |
| Is unable to do /unaware of | 35.0% | 31.6% | 39.0% | 55.4% | 13.6% | 37.2% | 30.7% | 35.2% | 33.7% |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.344 | | Social Class | | Ethnicity\*\* 0.079 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ3\_16 Can code their own games e.g. using Scratch | Is able to do unassisted | 22.3% | 23.9% | 20.4% | 10.9% | 34.3% | 21.9% | 22.5% | 21.7% | 26.0% |
| Needs some assistance | 22.0% | 22.9% | 20.9% | 17.5% | 26.7% | 21.4% | 23.9% | 21.1% | 28.3% |
| Is unable to do /unaware of | 55.7% | 53.1% | 58.7% | 71.5% | 39.0% | 56.7% | 53.5% | 57.2% | 45.7% |

**CQ4: How creative would you say your child is relative to their friends/children their age?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender\*\* 0.132 | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ4 | Less creative | 4.8% | 6.4% | 2.9% | 5.2% | 4.3% | 5.3% | 3.7% | 4.5% | 6.7% |
| About the same | 63.2% | 66.5% | 59.4% | 61.7% | 64.8% | 63.0% | 64.7% | 63.1% | 63.8% |
| More creative | 32.0% | 27.0% | 37.7% | 33.1% | 30.9% | 31.7% | 31.6% | 32.4% | 29.5% |

**CQ5: In general, how playful would you say your child is relative to their friends/children their age?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.127 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ5 | Less playful | 5.5% | 6.6% | 4.3% | 4.4% | 6.7% | 5.6% | 4.8% | 5.6% | 5.1% |
| About the same | 65.9% | 66.5% | 65.2% | 61.6% | 70.4% | 65.6% | 67.8% | 65.6% | 67.6% |
| More playful | 28.6% | 27.0% | 30.5% | 34.0% | 22.9% | 28.8% | 27.5% | 28.8% | 27.3% |

**Impact of age/ gender/ ethnicity/ social class on parental views/ practices CQ1, CQ2, CQ6, CQ7, CQ8, D1, D2, D3, D4, D5**

**CQ1: We want to know about how confident you (not your child) are in playing with technology compared to your friends in your age group**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\* 0.086 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ1 | Not confident at all | 2.1% | 1.9% | 2.2% | 1.2% | 3.0% | 1.8% | 2.4% | 2.1% | 1.6% |
| Not very confident | 10.2% | 10.2% | 10.1% | 8.8% | 11.5% | 9.9% | 11.0% | 10.8% | 5.7% |
| Neither confident nor unconfident | 22.1% | 23.9% | 20.1% | 21.5% | 22.7% | 20.4% | 23.9% | 22.2% | 21.9% |
| Confident | 47.7% | 46.9% | 48.6% | 50.5% | 44.8% | 49.5% | 46.0% | 47.4% | 49.8% |
| Very confident | 18.0% | 17.0% | 19.0% | 17.9% | 18.0% | 18.3% | 16.8% | 17.5% | 21.0% |

**CQ2: We want to know about how confident you are in helping your child play with technology**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.129 | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ2 | Not confident at all | 1.7% | 1.5% | 1.9% | 0.8% | 2.7% | 1.7% | 1.6% | 1.9% | 1.0% |
| Not very confident | 10.1% | 10.8% | 9.4% | 8.4% | 12.0% | 9.4% | 11.2% | 10.5% | 7.6% |
| Neither confident nor unconfident | 19.7% | 21.5% | 17.7% | 17.3% | 22.2% | 18.5% | 22.0% | 19.3% | 22.2% |
| Confident | 47.8% | 47.0% | 48.7% | 50.2% | 45.3% | 50.6% | 43.5% | 47.5% | 49.5% |
| Very confident | 20.7% | 19.2% | 22.3% | 23.4% | 17.8% | 19.9% | 21.7% | 20.8% | 19.7% |

**CQ6: In general, how interested in using technology would you say your child is relative to their friends/children their age?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.085 | | Social Class | | Ethnicity\* 0.064 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ6 | Less interested | 9.8% | 9.8% | 9.8% | 12.1% | 7.4% | 9.9% | 8.6% | 10.0% | 8.9% |
| About the same | 67.0% | 64.7% | 69.7% | 66.5% | 67.6% | 66.9% | 68.5% | 67.9% | 61.0% |
| More interested | 23.2% | 25.5% | 20.5% | 21.4% | 25.0% | 23.2% | 22.9% | 22.1% | 30.2% |

**CQ7: In general, how happy would say your child is relative to their friends/children their age?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age\*\* 0.089 | | Social Class | | Ethnicity\* 0.067 | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| CQ7 | Less happy | 2.8% | 2.9% | 2.7% | 1.9% | 3.7% | 2.8% | 2.6% | 2.7% | 3.8% |
| About the same | 68.9% | 69.9% | 67.8% | 66.5% | 71.5% | 68.3% | 70.5% | 70.1% | 61.0% |
| Happier | 28.3% | 27.2% | 29.5% | 31.6% | 24.8% | 28.9% | 26.8% | 27.2% | 35.2% |

**CQ8: Has your child ever…?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | | Age | | Social Class | | Ethnicity | |
| Total | Boy | Girl | 3-7 | 8-11 | ABC1 | C2DE | White | BME |
| $CQ8 | CQ8\_1 Bought a game online without your knowledge | 8.2% | 8.9% | 7.4% | 7.0% | 9.5% | 8.7% | 6.9% | 7.8% | 10.8% |
| CQ8\_2 Played with their friends over the internet (e.g. using Xbox Live, or online games like Fortnite or Minecraft) | 30.4% | \*\*35.0% | \*\*25.2% | \*\*15.3% | \*\*46.4% | 30.1% | 30.7% | 30.3% | 31.4% |
| CQ8\_3 Played with family members over the internet (e.g. using Xbox Live, or online games like Fortnite or Minecraft) | 26.7% | \*\*31.1% | \*\*21.7% | \*\*17.3% | \*\*36.6% | 26.2% | 28.7% | \*25.6% | \*34.3% |
| CQ8\_4 Played with people they don’t know over the internet (e.g. using Xbox Live, or online games like Fortnite or Minecraft) | 13.2% | 13.7% | 12.7% | \*\*6.6% | \*\*20.3% | 12.7% | 14.0% | 13.0% | 14.9% |
| CQ8\_5 Played with people they don’t know in the physical world | 14.7% | 13.8% | 15.6% | 14.8% | 14.5% | 14.3% | 15.4% | 15.2% | 11.1% |
| CQ8\_6 None of above | 45.7% | \*\*41.0% | \*\*51.1% | \*\*59.3% | \*\*31.3% | 45.3% | 46.7% | 46.3% | 41.9% |