

YouGov Children Tech Identification

Sample Size: 2,011 GB children aged 6-18

Fieldwork: 23rd February - 5th March 2018

| | Total | Are you? | | Age | | | | | | | | | | | | | |
|------------------------|----------------------------------|----------|--------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | Male | Female | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| Camera | Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 |
| | Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 |
| | Don't know | 8% | 8% | 7% | 10% | 11% | 9% | 12% | 8% | 6% | 5% | 5% | 9% | 4% | 2% | 5% | 10% |
| | Incorrect answer | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 2% | - | 0% |
| | Correct answer (camera) | 91% | 91% | 92% | 89% | 87% | 89% | 87% | 91% | 93% | 94% | 94% | 91% | 95% | 95% | 95% | 90% |
| Ceefax/Teletext | Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 |
| | Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 |
| | Don't know | 59% | 57% | 61% | 66% | 63% | 61% | 66% | 63% | 71% | 67% | 67% | 64% | 51% | 29% | 42% | 41% |
| | Incorrect answer | 27% | 26% | 27% | 29% | 32% | 31% | 26% | 25% | 23% | 21% | 20% | 21% | 22% | 42% | 31% | 25% |
| | Correct answer (Ceefax/Teletext) | 14% | 17% | 12% | 5% | 5% | 8% | 7% | 11% | 6% | 13% | 13% | 15% | 27% | 29% | 27% | 34% |
| Dumbphone | Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 |
| | Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 |
| | Don't know | 3% | 3% | 3% | 4% | 2% | 3% | 6% | 2% | 4% | 1% | 2% | 2% | 2% | 3% | 2% | 6% |
| | Incorrect answer | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 0% | 1% | - | 1% | 1% | 1% | 1% | 1% |
| | Correct answer (phone, dumb) | 96% | 96% | 96% | 94% | 96% | 96% | 92% | 97% | 96% | 98% | 98% | 97% | 97% | 96% | 97% | 94% |
| Floppy disc | Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 |
| | Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 |
| | Don't know | 52% | 49% | 54% | 74% | 73% | 69% | 73% | 62% | 58% | 49% | 50% | 49% | 42% | 9% | 16% | 20% |
| | Incorrect answer | 15% | 13% | 17% | 14% | 13% | 17% | 12% | 9% | 13% | 14% | 10% | 13% | 6% | 32% | 26% | 24% |
| | Correct answer (floppy disk) | 33% | 38% | 29% | 12% | 14% | 14% | 16% | 29% | 30% | 37% | 41% | 38% | 52% | 59% | 58% | 56% |

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|-------------------------------------|-------|----------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| | | Male | Female | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| Music cassette | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 33% | 33% | 33% | 65% | 53% | 46% | 45% | 39% | 39% | 32% | 24% | 18% | 23% | 6% | 6% | 11% | |
| Incorrect answer | 7% | 8% | 7% | 13% | 14% | 13% | 6% | 8% | 7% | 7% | 2% | 4% | 3% | 3% | 6% | 5% | |
| Correct answer (music cassette) | 60% | 59% | 60% | 22% | 33% | 41% | 48% | 53% | 55% | 60% | 74% | 78% | 74% | 91% | 88% | 85% | |
| Overhead projector | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 62% | 63% | 61% | 75% | 78% | 78% | 79% | 73% | 71% | 72% | 65% | 62% | 56% | 23% | 23% | 26% | |
| Incorrect answer | 9% | 9% | 9% | 20% | 11% | 14% | 10% | 8% | 8% | 6% | 7% | 7% | 8% | 9% | 2% | 4% | |
| Correct answer (overhead projector) | 29% | 27% | 30% | 5% | 11% | 9% | 11% | 19% | 21% | 22% | 28% | 32% | 36% | 68% | 75% | 70% | |
| Pager | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 70% | 69% | 71% | 70% | 72% | 75% | 74% | 74% | 79% | 78% | 74% | 63% | 42% | 62% | 55% | | |
| Incorrect answer | 16% | 16% | 16% | 25% | 20% | 20% | 21% | 17% | 15% | 9% | 8% | 10% | 12% | 25% | 15% | 14% | |
| Correct answer (pager) | 14% | 16% | 13% | 5% | 7% | 5% | 6% | 9% | 7% | 13% | 14% | 17% | 25% | 32% | 23% | 31% | |
| Postcard | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 16% | 19% | 13% | 20% | 17% | 11% | 21% | 16% | 20% | 18% | 19% | 23% | 18% | 3% | 5% | 10% | |
| Incorrect answer | 7% | 7% | 6% | 16% | 13% | 15% | 7% | 7% | 2% | 6% | 4% | 2% | 4% | 1% | 2% | 1% | |
| Correct answer (postcard) | 77% | 74% | 81% | 63% | 70% | 73% | 71% | 77% | 79% | 76% | 78% | 74% | 78% | 96% | 93% | 89% | |

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| | Total | Are you? | | Age | | | | | | | | | | | | | |
|---|-------|----------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| | | Male | Female | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| Record/record player | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 22% | 23% | 22% | 37% | 41% | 38% | 30% | 26% | 22% | 12% | 17% | 14% | 9% | 8% | 10% | 12% | |
| Incorrect answer | 4% | 4% | 4% | 11% | 10% | 6% | 6% | 3% | 2% | 4% | 1% | 1% | 1% | - | - | 3% | |
| Correct answer (vinyl record/record player) | 74% | 73% | 75% | 52% | 48% | 56% | 64% | 71% | 76% | 84% | 82% | 85% | 90% | 92% | 90% | 86% | |
| Rotary phone | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 4% | 4% | 4% | 5% | 6% | 3% | 5% | 7% | 5% | 2% | 4% | 3% | 2% | 3% | 5% | 6% | |
| Incorrect answer | 0% | 0% | 0% | - | 1% | 1% | 1% | 1% | - | - | - | 0% | 1% | - | - | - | |
| Correct answer (phone, rotary) | 95% | 95% | 95% | 95% | 93% | 96% | 94% | 92% | 95% | 98% | 96% | 96% | 97% | 97% | 95% | 94% | |
| Typewriter | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 20% | 21% | 19% | 42% | 40% | 30% | 27% | 27% | 15% | 15% | 15% | 10% | 10% | 1% | 5% | 9% | |
| Incorrect answer | 7% | 7% | 6% | 23% | 20% | 8% | 10% | 3% | 1% | 5% | 1% | 1% | 2% | 1% | 1% | 1% | |
| Correct answer (typewriter) | 73% | 72% | 75% | 34% | 40% | 62% | 63% | 70% | 84% | 80% | 83% | 88% | 88% | 99% | 94% | 90% | |
| Video cassette | | | | | | | | | | | | | | | | | |
| Unweighted base | 2011 | 918 | 1093 | 145 | 174 | 150 | 156 | 163 | 167 | 174 | 160 | 173 | 168 | 120 | 126 | 135 | |
| Base | 2005 | 1026 | 978 | 176 | 174 | 164 | 166 | 162 | 157 | 155 | 157 | 160 | 170 | 119 | 123 | 121 | |
| Don't know | 32% | 31% | 33% | 63% | 54% | 48% | 51% | 36% | 33% | 23% | 30% | 19% | 16% | 3% | 7% | 10% | |
| Incorrect answer | 5% | 5% | 4% | 11% | 9% | 11% | 4% | 3% | 4% | 3% | 1% | 2% | - | 5% | 3% | - | |
| Correct answer (VHS tape) | 63% | 64% | 63% | 26% | 36% | 41% | 44% | 61% | 62% | 74% | 69% | 79% | 84% | 91% | 90% | 90% | |