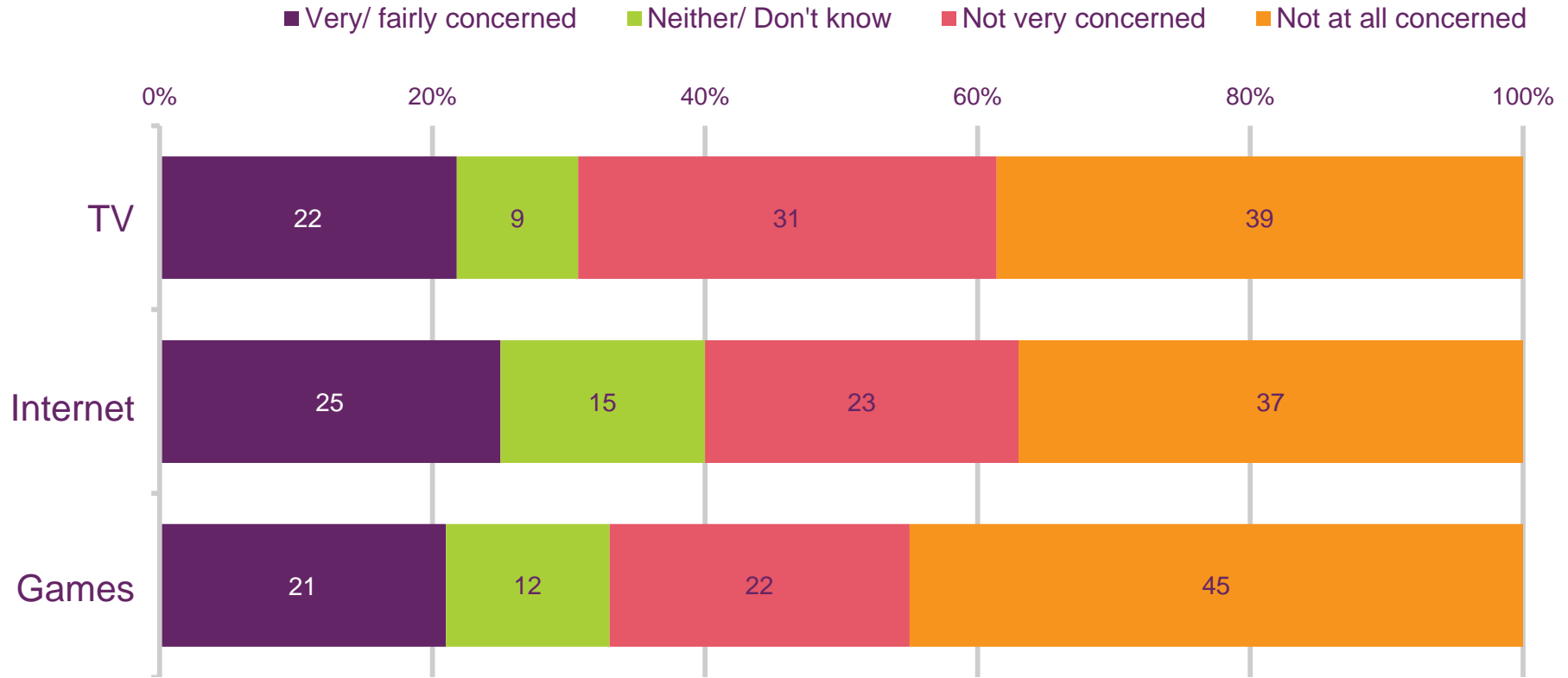


Children's Media Use and Attitudes Report 2015

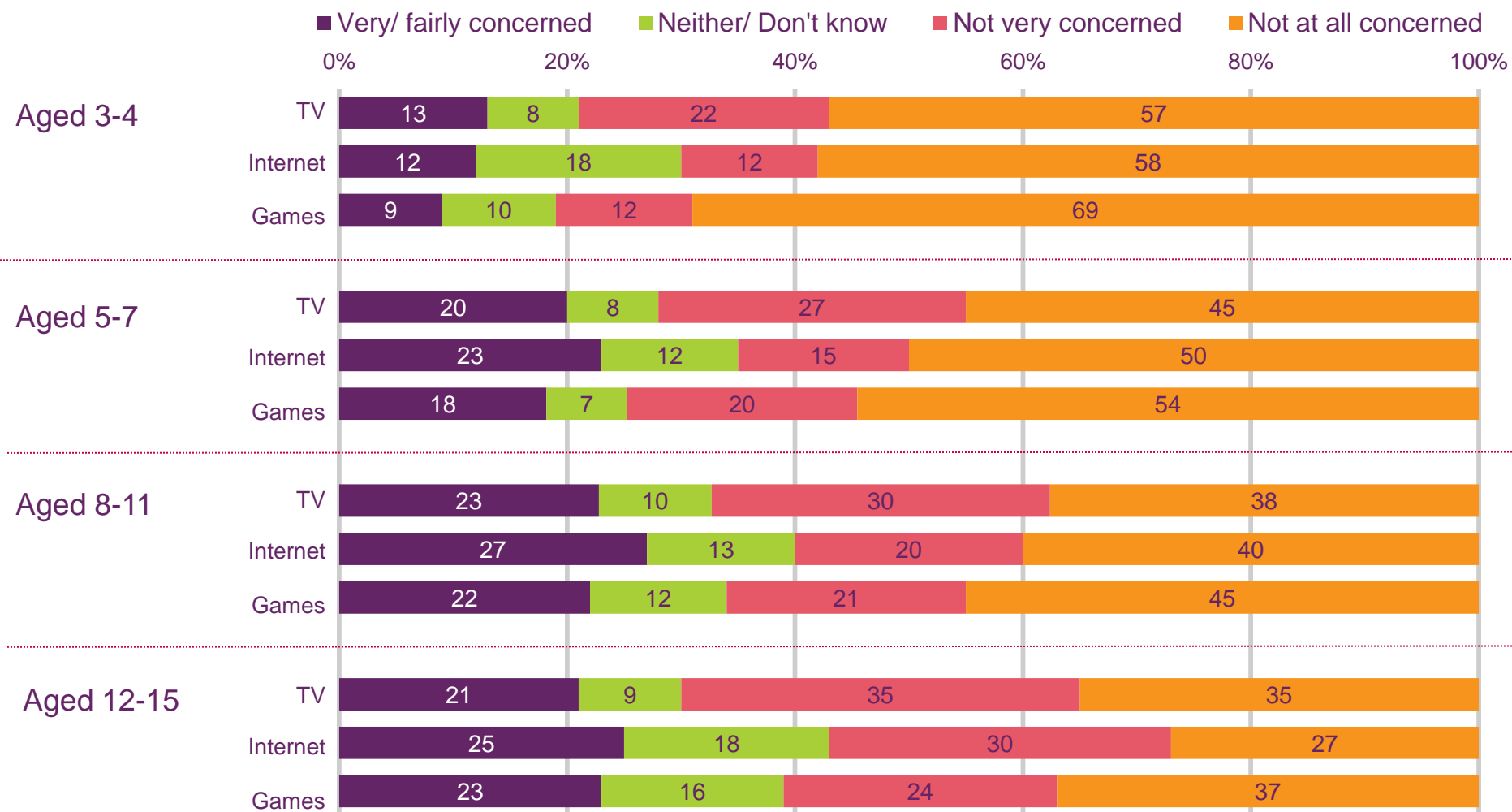
Section 8 – Parents' attitudes and concerns

Figure 82: Concerns about media content, among parents of 5-15s using each medium: 2015



QP19A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing (prompted responses, single coded)
Base: Parents of children whose child watches TV at home or elsewhere (1360 aged 5-15)/ Uses the internet at home or elsewhere (1169 aged 5-15)/ Plays games at home or elsewhere (1108 aged 5-15).

Figure 83: Concerns about media content, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2015



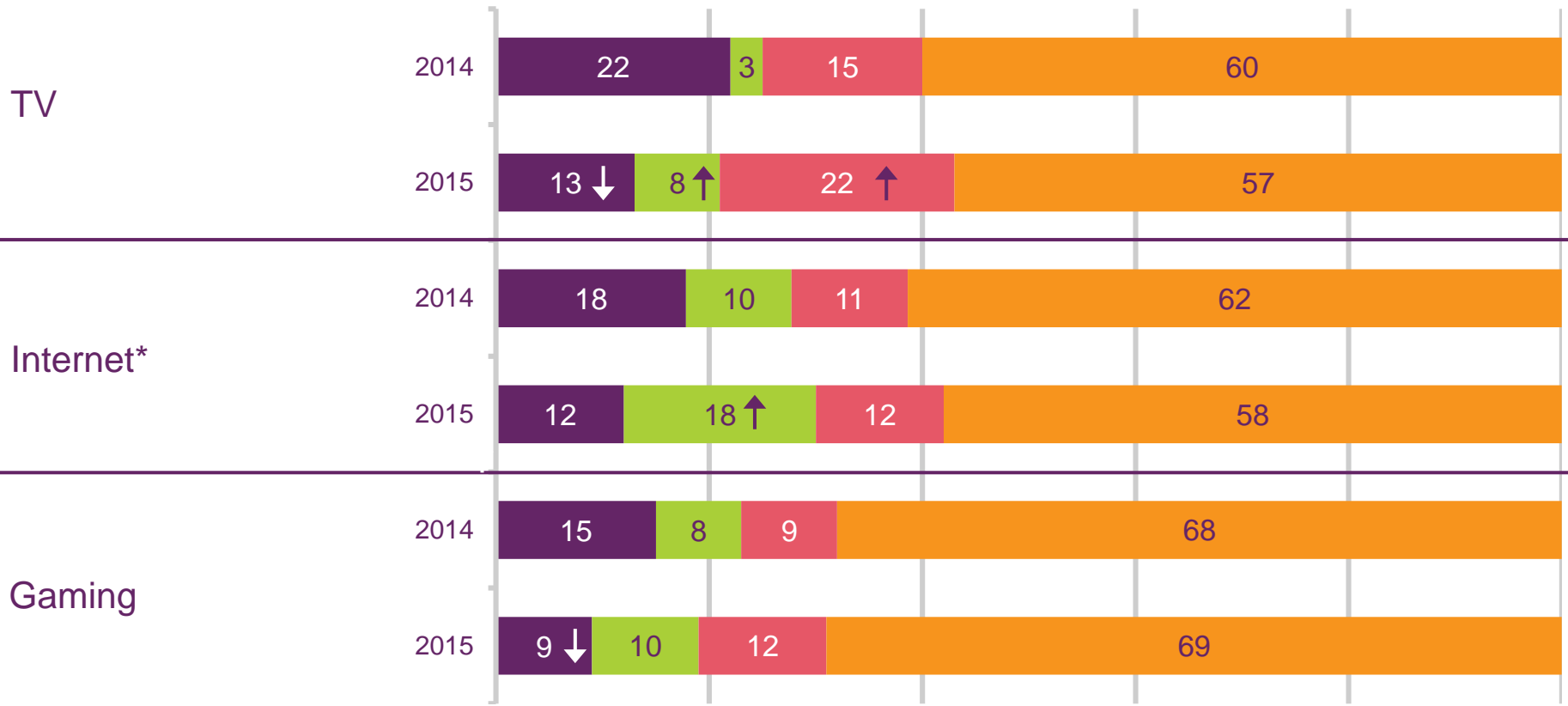
QP19A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing?(prompted responses, single coded)

Base: Parents of children whose child watches TV at home or elsewhere (682 aged 3-4, 94 aged 5-7, 486 aged 8-11,480 aged 12-15)/ Goes online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 440 aged 8-11,469 aged 12-15)/ Plays games at home or elsewhere (365 aged 3-4, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15)

Figure 84: Parental concerns about media content, among parents of 3-4s using each media type at home or elsewhere (2014, 2015)

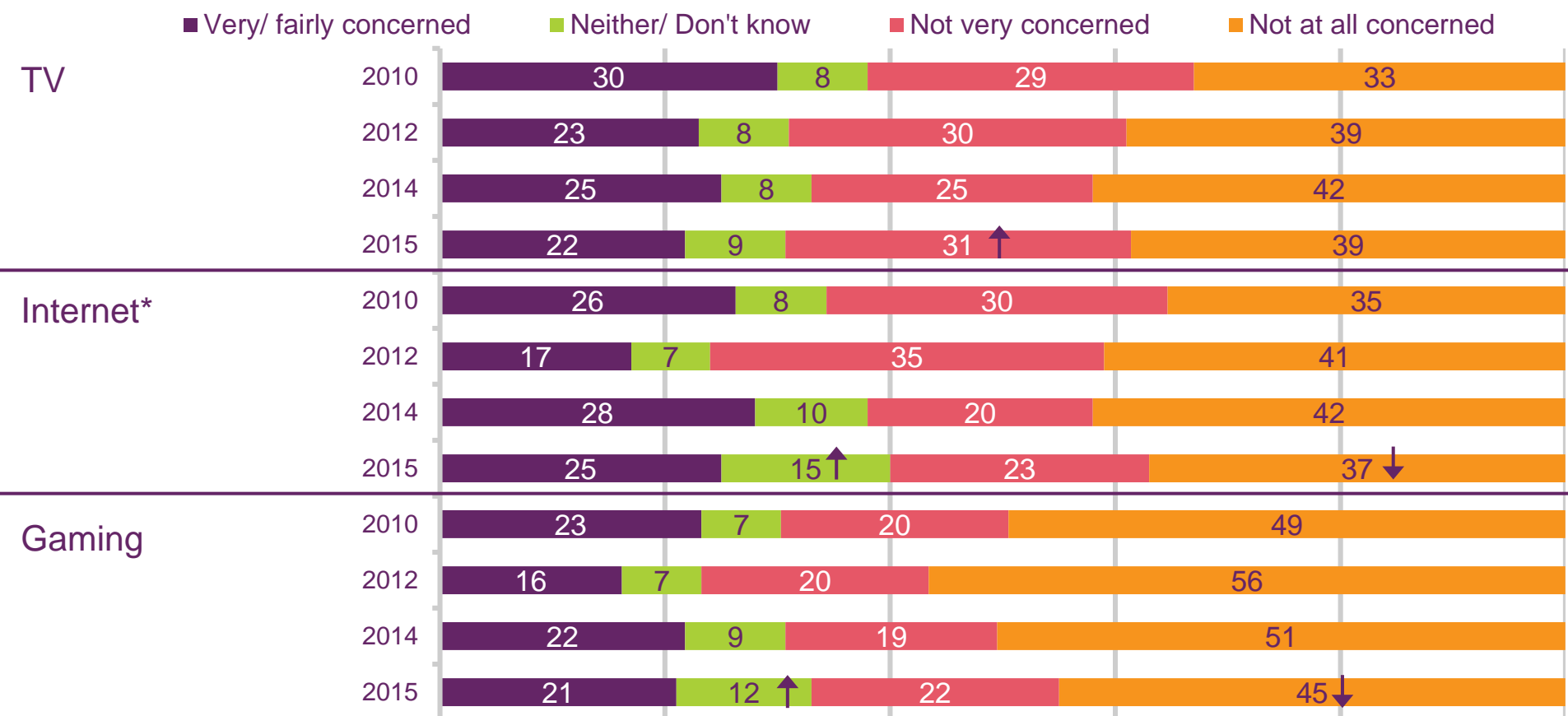


■ Very/ fairly concerned
 ■ Neither/ Don't know
 ■ Not very concerned
 ■ Not at all concerned



QP19A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing? (prompted responses, single coded) . * In 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. In 2014 it did not refer to apps, just websites. Base: Parents of users of each media at home or elsewhere aged 3-4 (VARIABLE BASE) – significance testing shows any change between 2014 and 2015.

Figure 85: Concerns about television, online or mobile phone content, among parents of 5-15s using each media type at home (2010, 2012) or elsewhere (2014, 2015)

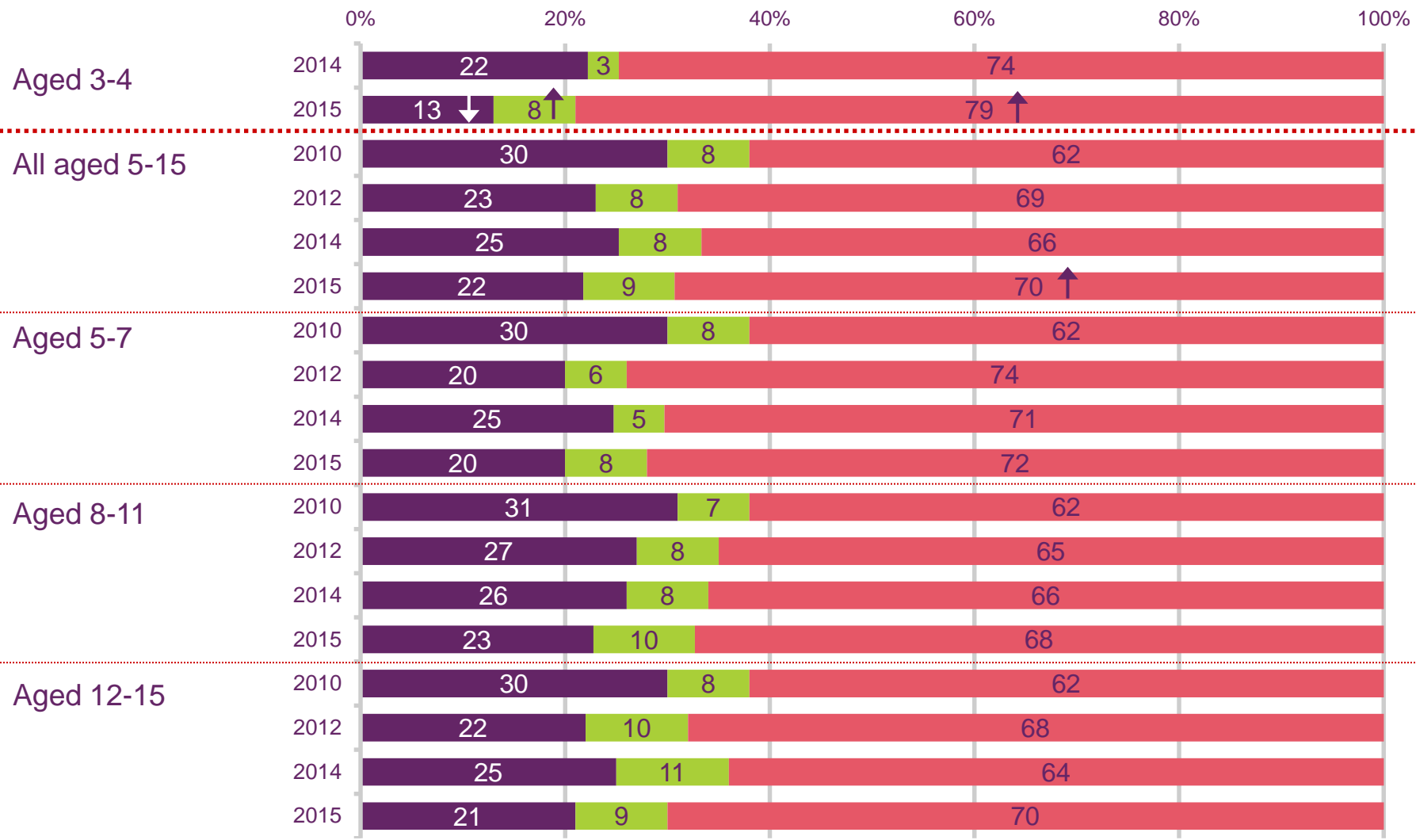


QP19A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing/ online activities/game playing? (prompted responses, single coded) . * In 2015 the question for the internet asked about ‘The content on the websites or apps that they visit’. Prior to this it did not refer to apps, just websites

Base: Parents of users of each media at home or elsewhere aged 5-15 (VARIABLE BASE) – significance testing shows any change between 2014 and 2015

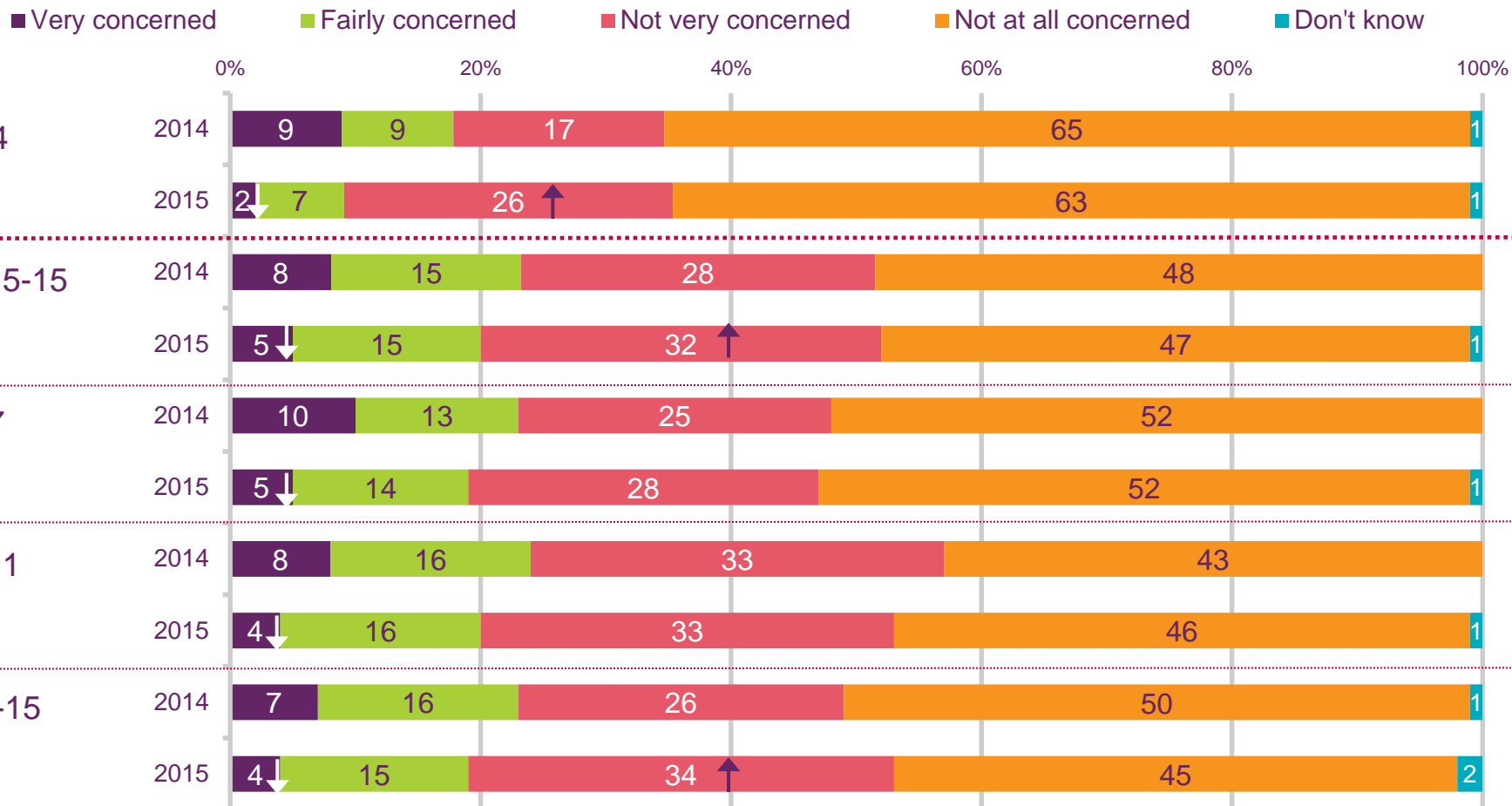
Figure 86: Parental concerns about television content watched at home (2010, 2012) or elsewhere (2014, 2015) by age of child

■ Very/ fairly concerned
 ■ Neither/ Don't know
 ■ Not very/ not at all concerned



QP19A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing? (prompted responses, single coded)
 Base: Parents of children whose child watches TV at home or elsewhere (682 aged 3-4 , 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015) Significance testing shows any differences between 2014 and 2015.

Figure 87: Parental concerns about pre-watershed television content: 2014, 2015



QP20 – I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (prompted responses, single coded)

Base: Parents whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015) . Significance testing shows any differences between 2014 and 2015

Figure 88: Type of concern about pre-watershed television content, by age: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	10%	20%	20%	21%	19%
Offensive language	5% ↓	9% ↓	9% ↓	10% ↓	9% ↓
Unsuitable content for younger people/ children	5%	9%	9%	10%	8%
Sex/ sexually explicit content	3% ↓	8% ↓	6% ↓	8% ↓	9% ↓
Violence (in general)	4%	8%	8%	9%	7%
Generally unsuitable content of a sexual nature/sexually provocative	2% ↓	6%	6% ↓	6%	6%
Unsuitable content aired pre-watershed	3%	5%	5%	5%	5%
Overtly sexual performances	2%	5%	3%	5%	6%
Portrayal of anti-social behaviour	2%	4%	3%	4%	6%
Nakedness/ naked bodies	2%	4%	5%	3%	5%
Glamorisation of certain lifestyles	1%	4%	2%	4%	5%
Lack of respect towards adults	1%	3%	3%	3%	3%
Discriminatory treatment/ portrayal of people	1%	2%	2%	3%	2%
Makes me feel embarrassed/ don't feel comfortable watching with other adults	0%	2%	2%	3%	2%
Makes me feel embarrassed/ don't feel comfortable watching with children	0%	2%	2%	2%	3%
Negative portrayal of or objectification of women	0%	2%	1%	2%	2%

QP21 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months?(Spontaneous responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home or elsewhere. Showing responses of >1% of parents of 5-15s.

Base: Parents whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015) Significance testing shows any differences between 2014 and 2015

Figure 89: Types of pre-watershed television programmes that concern parents whose child watches TV: 2015



	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	10%	20%	20%	21%	19%
Reality programmes	3%	8%	7%	7%	10%
Soaps	2% ↓	6%	6%	7%	4% ↓
News programmes	3%	5%	3%	6% ↑	5% ↑
Films	2% ↓	5%	3%	5%	5%
Children's programmes	2%	3%	4%	4%	1%
Talent show	1%	3%	2%	4%	3%
Documentaries	1% ↓	3%	2%	3%	4%
Music videos	1%	3%	1% ↓	4%	2% ↓
Dramas	2% ↓	3%	2% ↓	2% ↓	3% ↓
Programme trailers	1%	3%	2%	4%	2%
Current affairs programmes	2%	2%	1%	3% ↑	3%
Magazine style shows	0%	2%	1%	2%	1%

QP22 - And which of these types of programme concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (prompted responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home. Showing responses of >1% of parents of 5-15s.

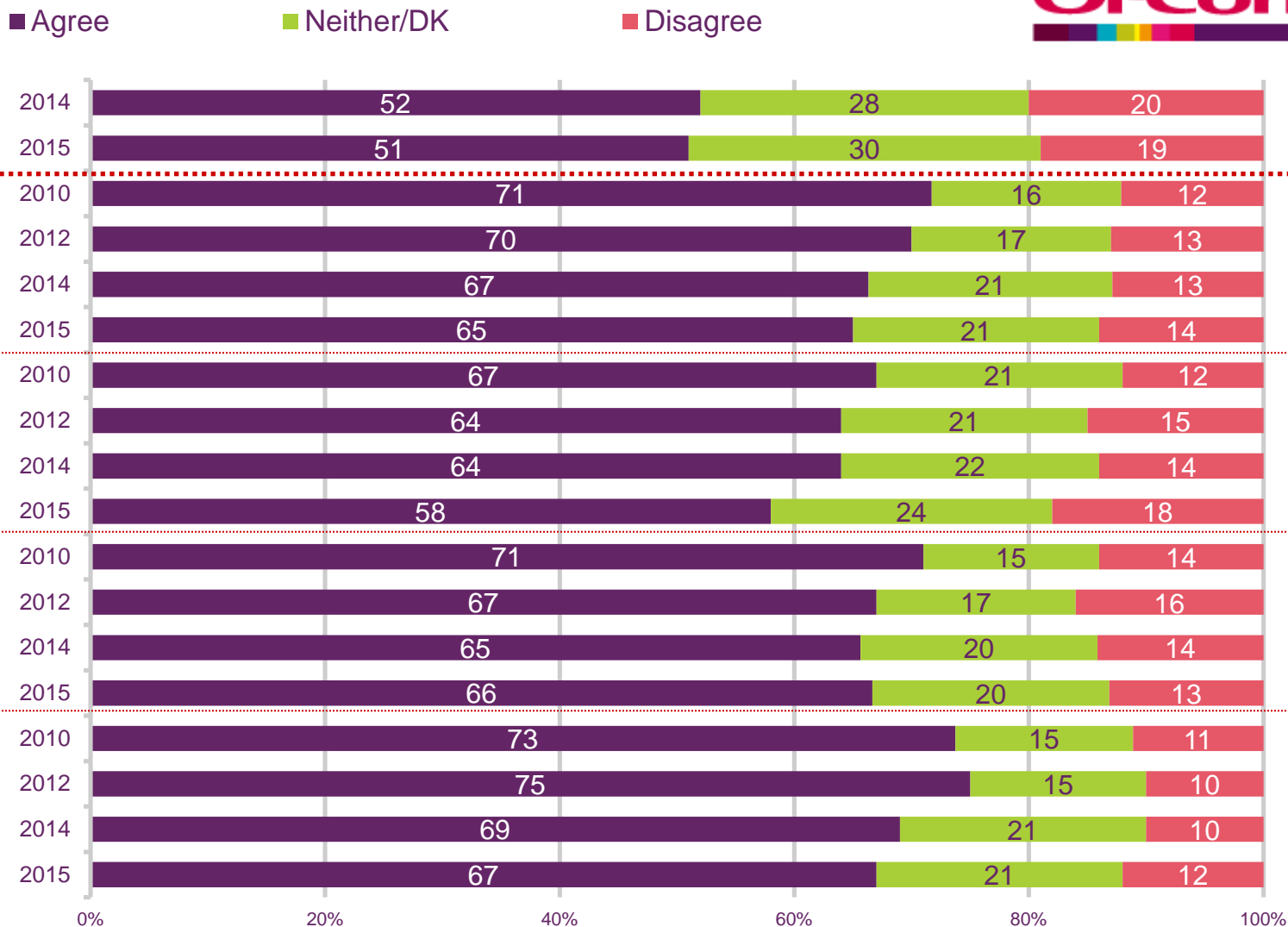
Base: Parents whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015) Significance testing shows any differences between 2014 and 2015

Figure 90: Parental agreement – “I trust my child to use the internet safely”, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



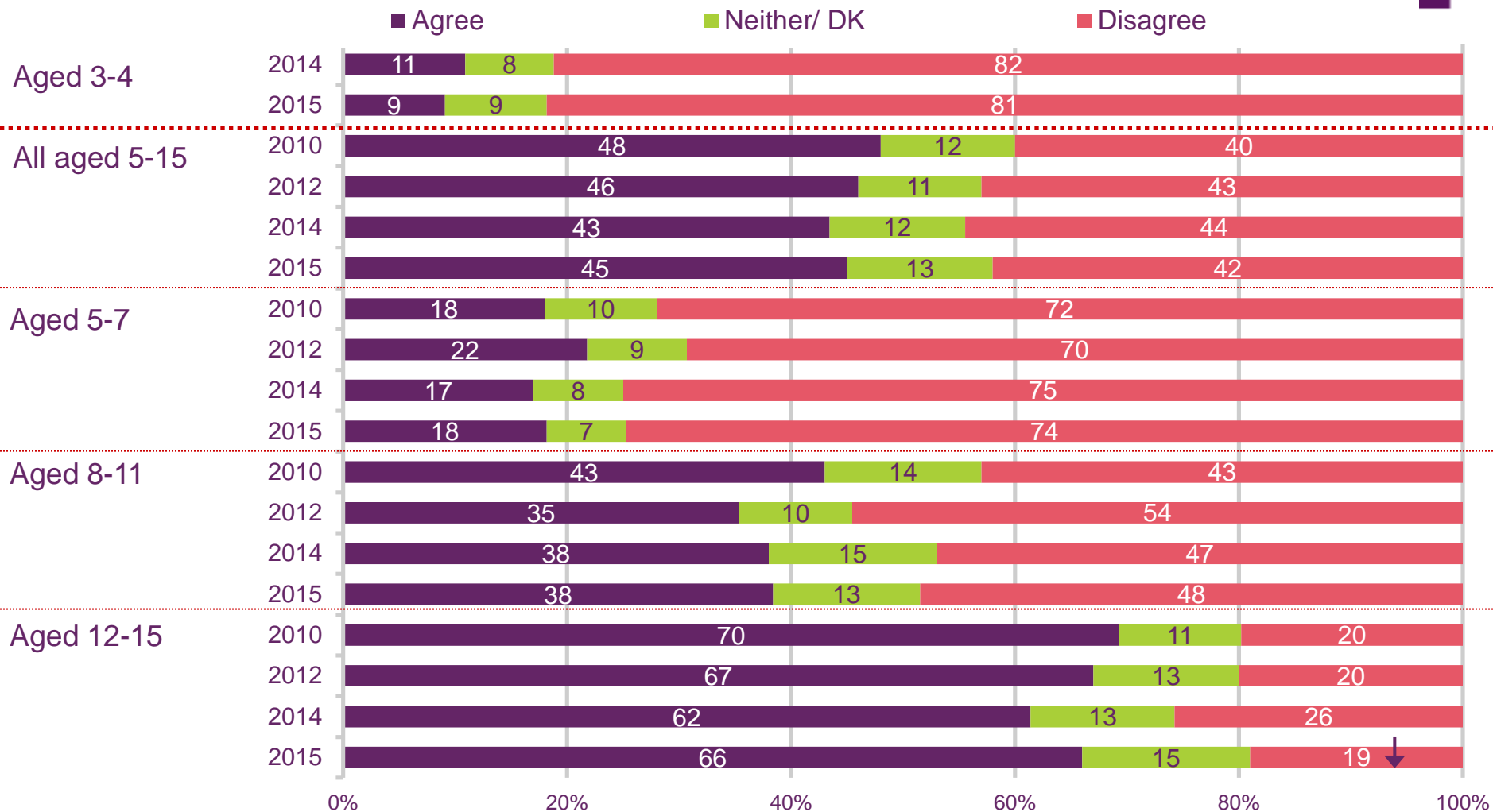
QP48B – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 91: Parental agreement – “The benefits of the internet for my child outweigh any risks”, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



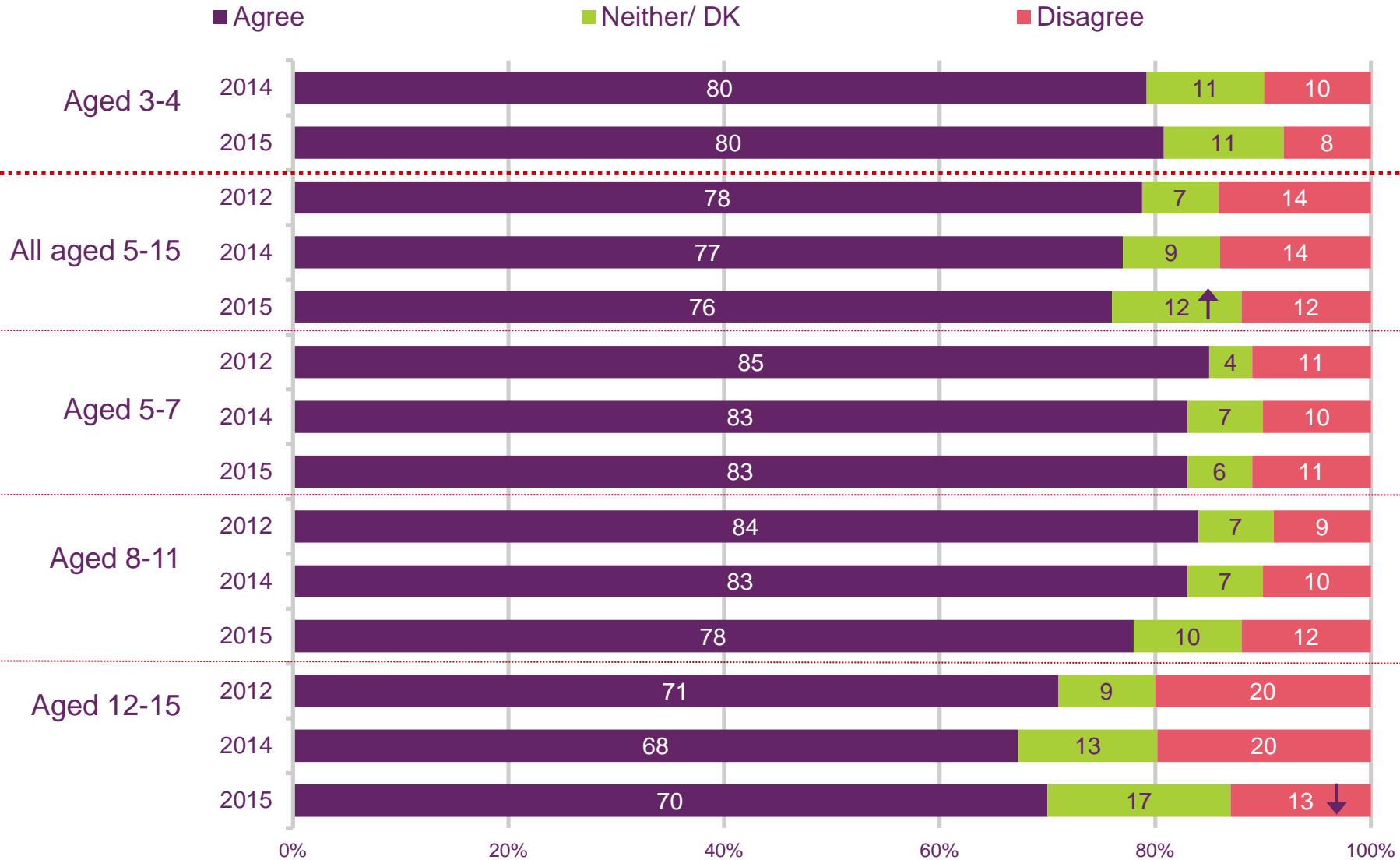
QP48A – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 92: Parental agreement - “My child knows more about the internet than I do” among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



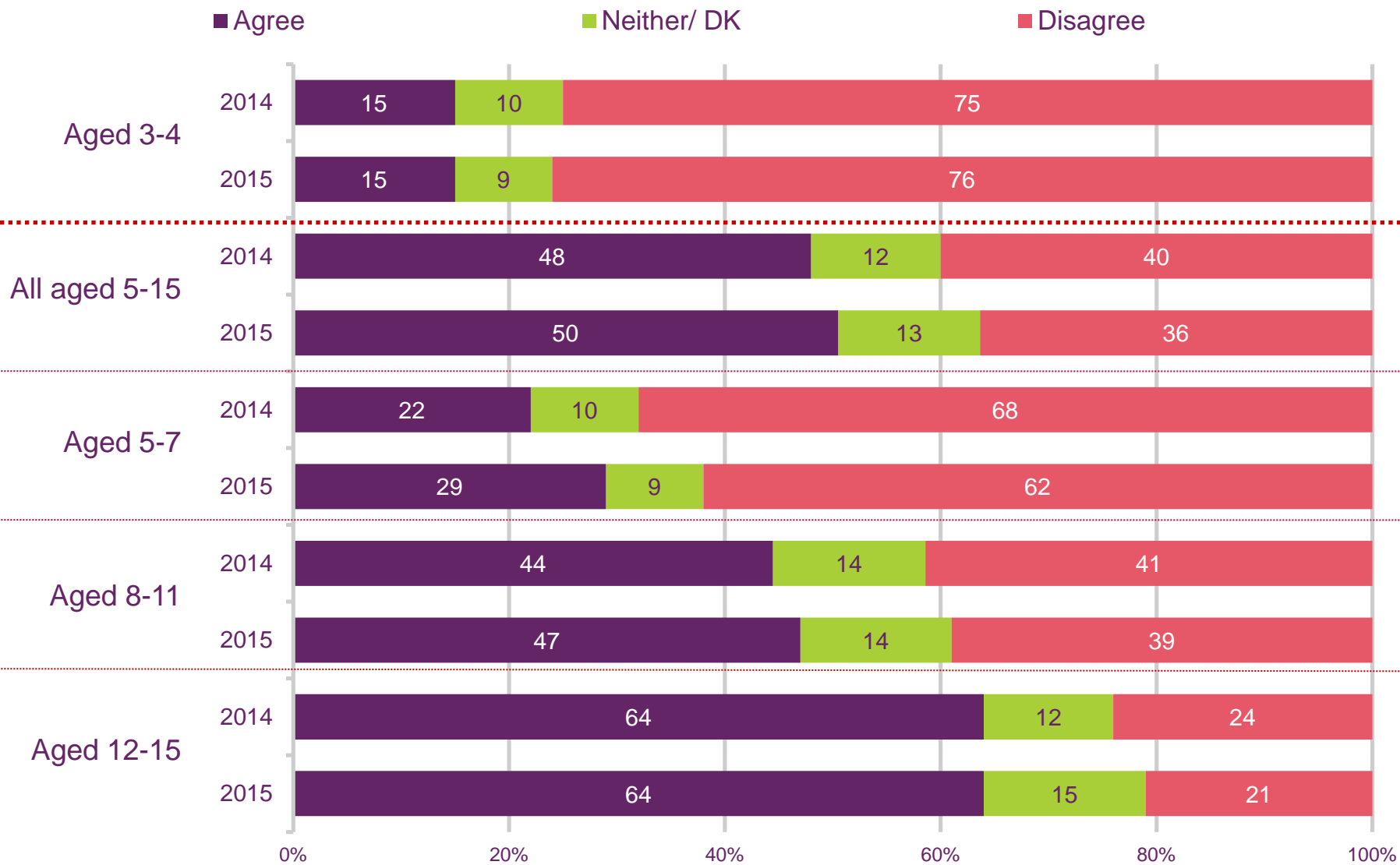
QP48C – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 93: Parental agreement - “I feel I know enough to help my child to manage online risks*” among those whose child goes online at home (2012), or elsewhere (2014, 2015), by age



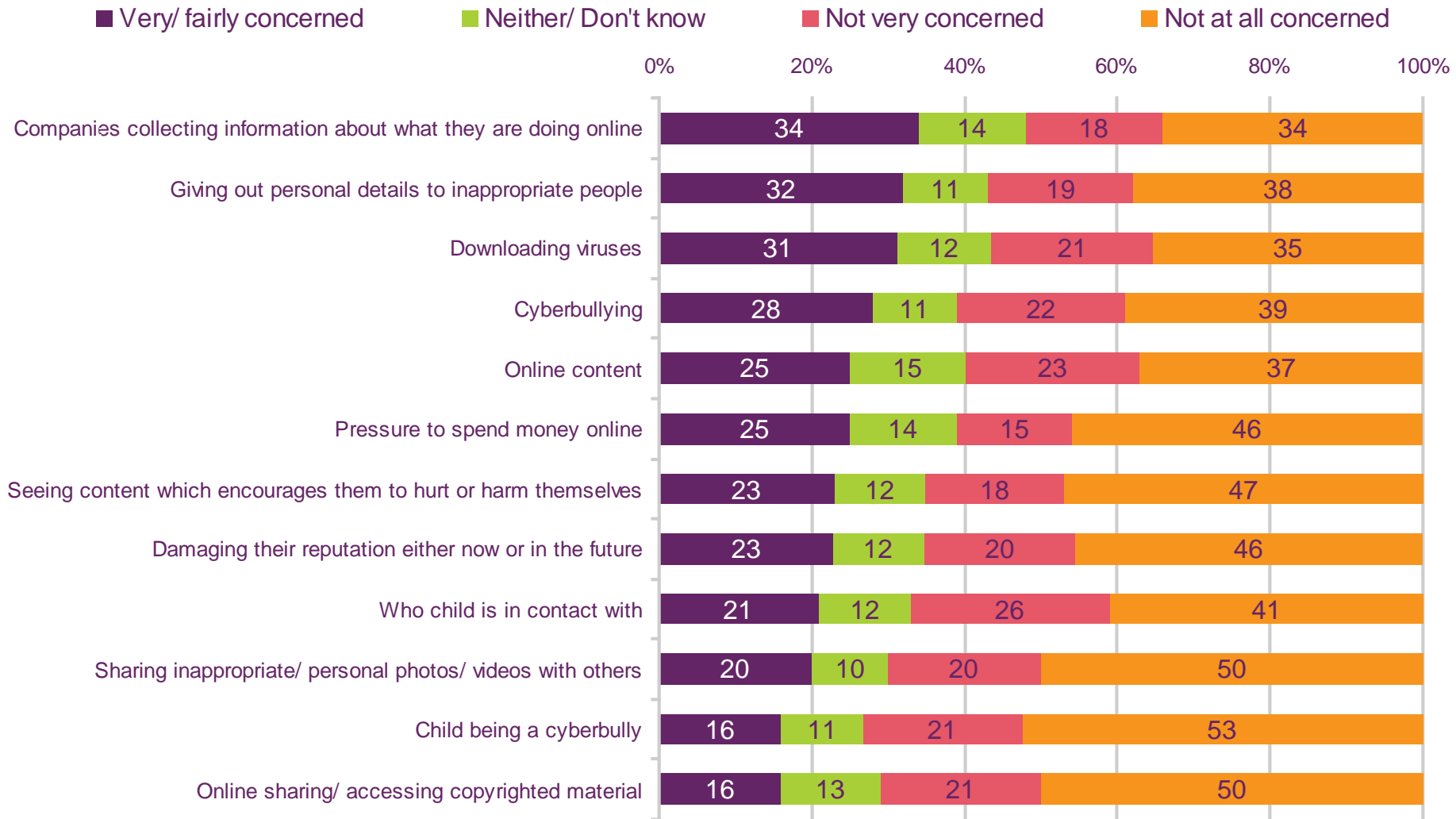
QP48E –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)
 *In 2012, this question referred to 'I feel I know enough to help my child to stay safe when they are online' Base: Parents of children who go online home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 94: Parental agreement - “My child shows me new things online and I learn from them” among those whose child goes online at home or elsewhere, by age: 2014, 2015



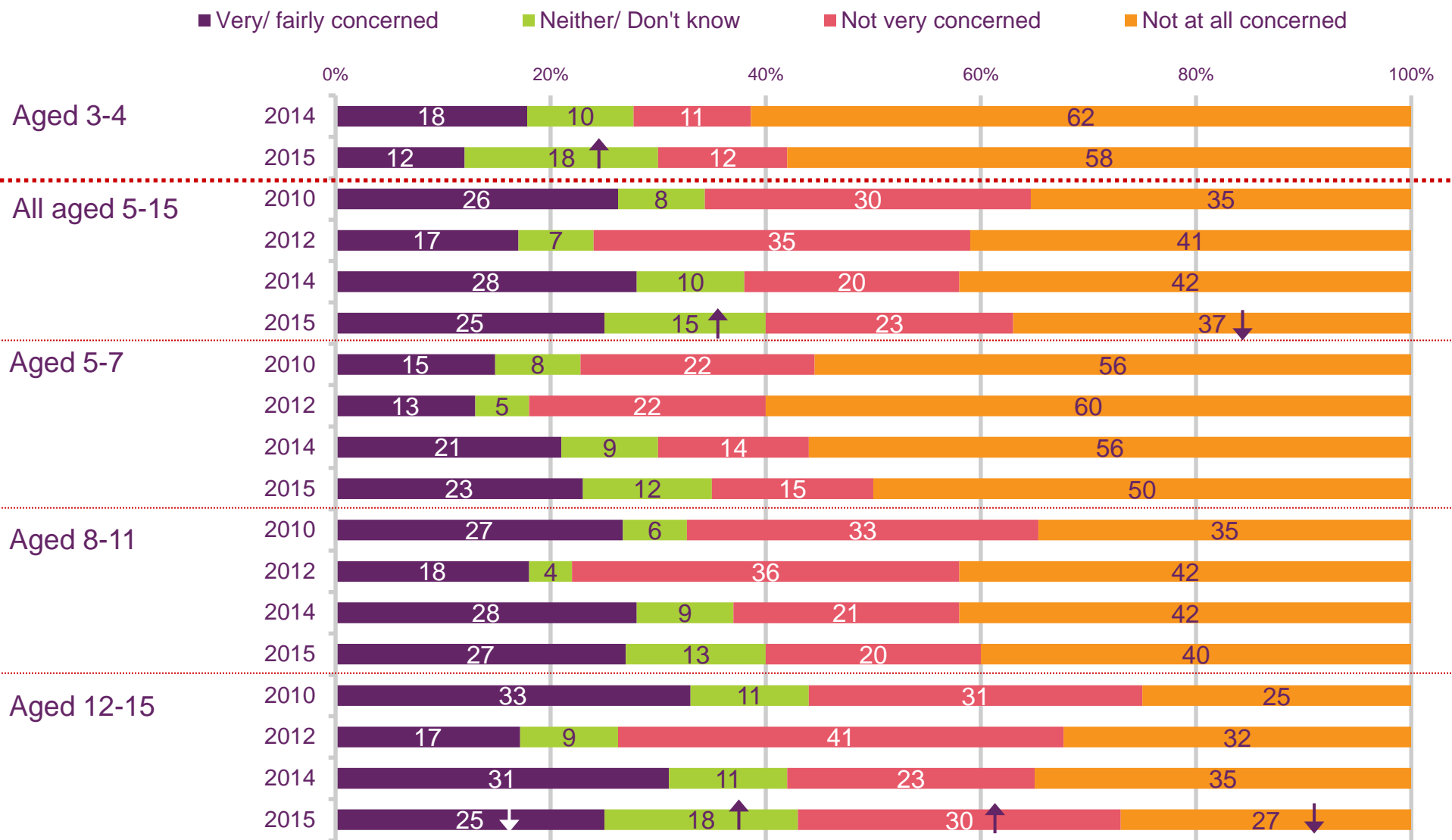
QP48D – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 95: Parental concerns about aspects of their child's internet use among 5-15s: 2015



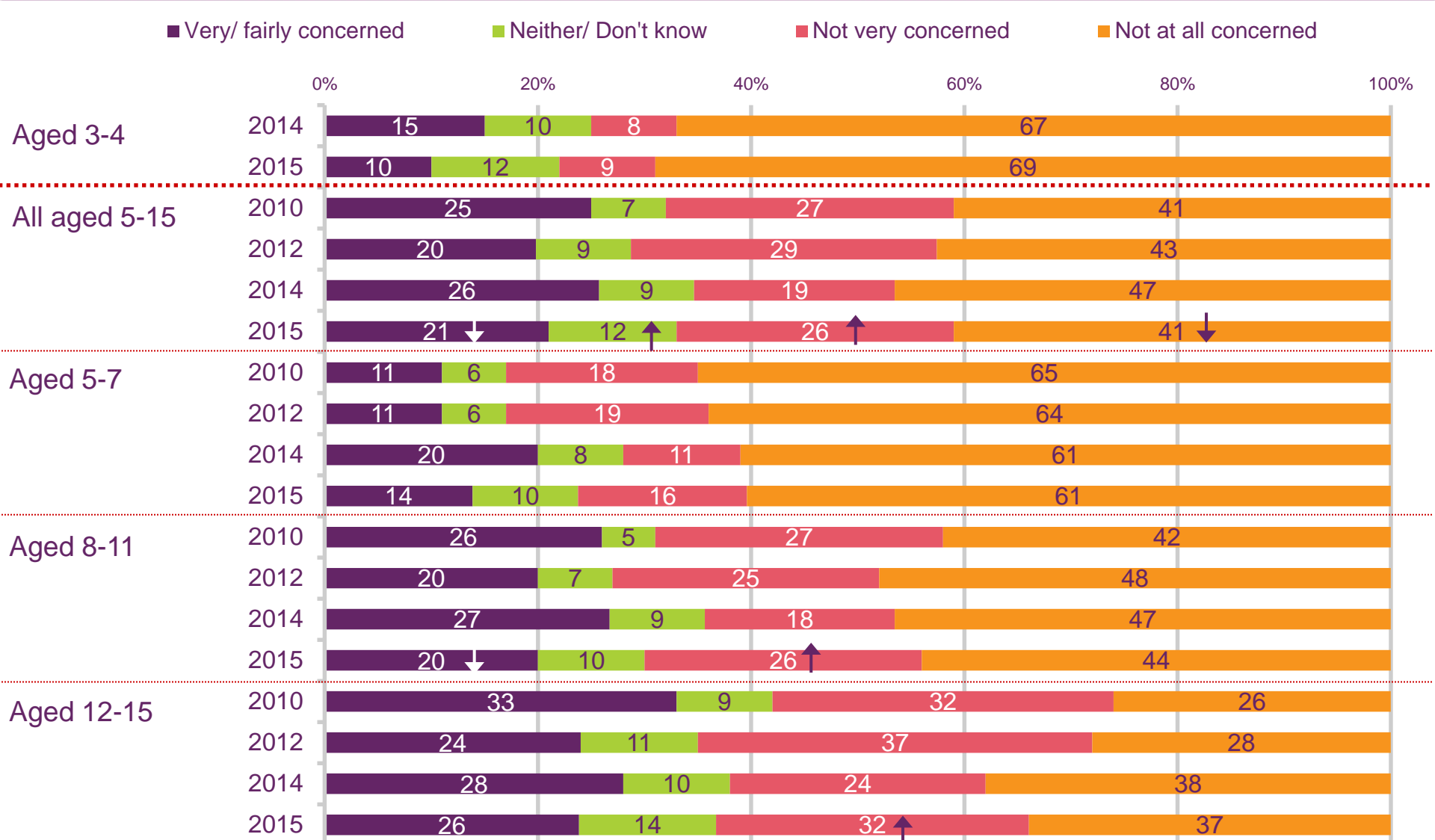
QP51A- M – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (1169 aged 5-15 in 2015)

Figure 96: Parental concerns about online content among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



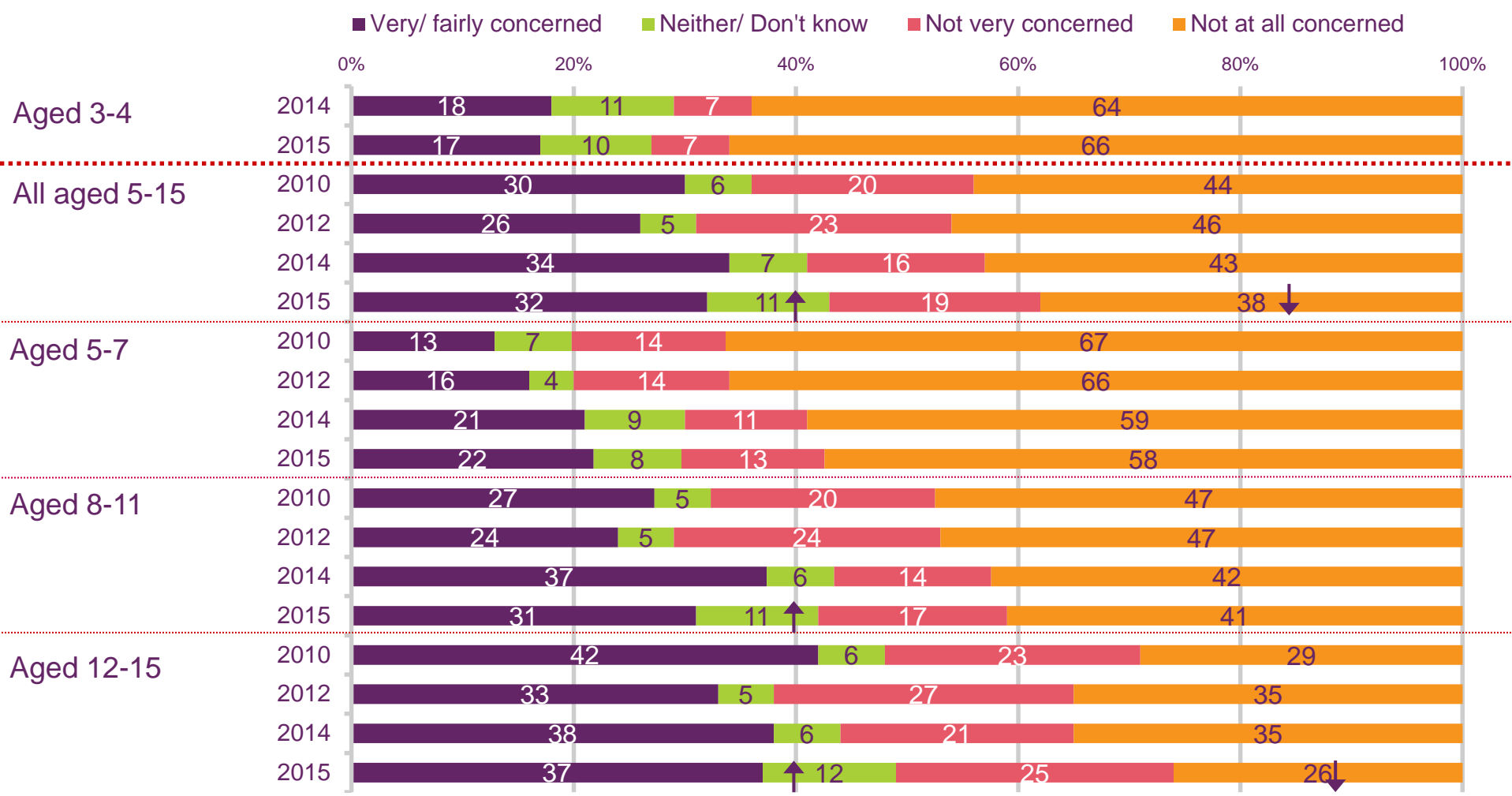
QP51A – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The content on the websites or apps* that they visit (prompted responses, single coded) . Apps was added in 2015
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 97 Parental concerns about who their child may be in contact with online among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



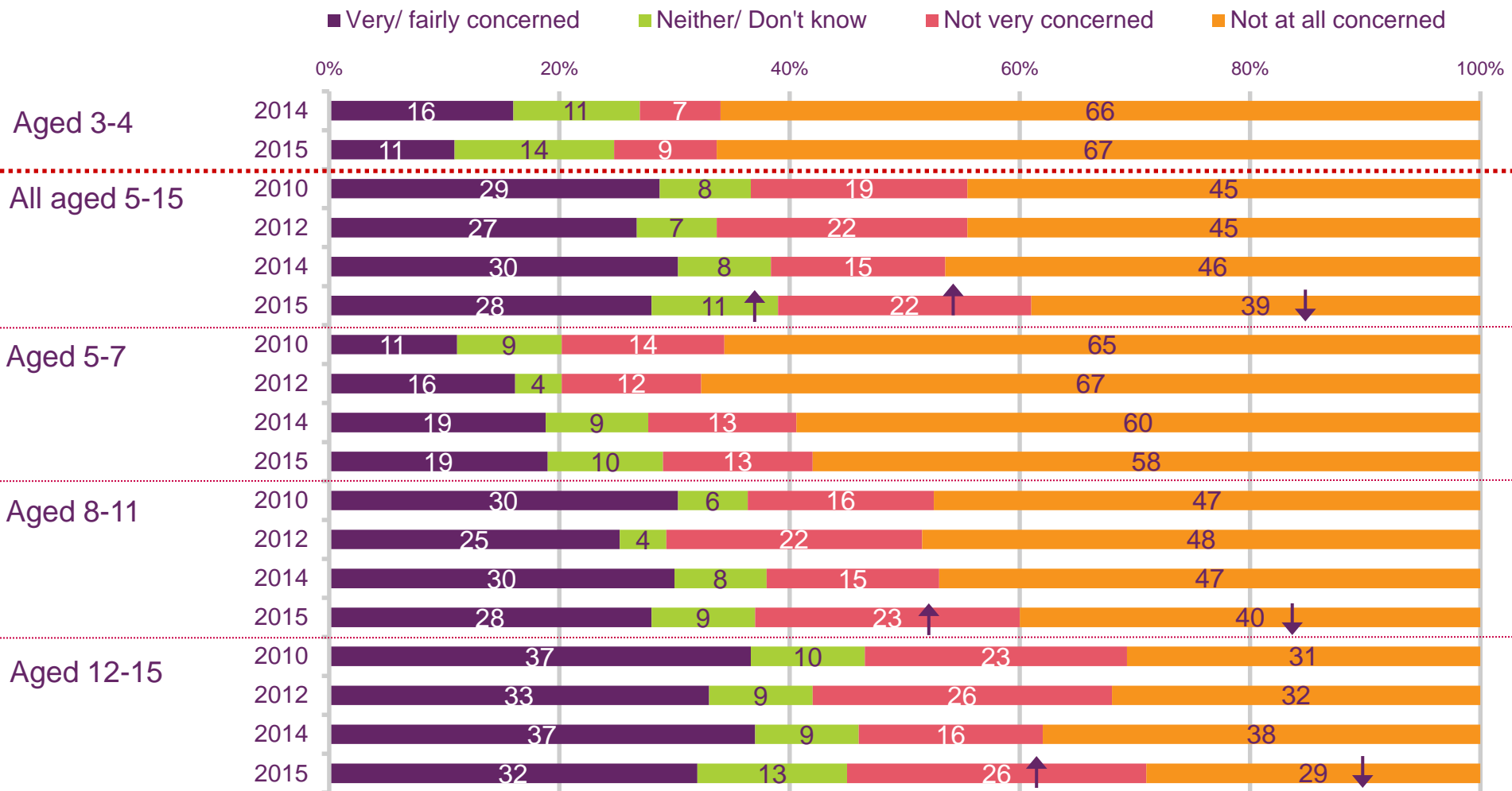
QP51C – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Who they are in contact with online (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 98: Parental concerns about their child giving out personal details online to inappropriate people among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



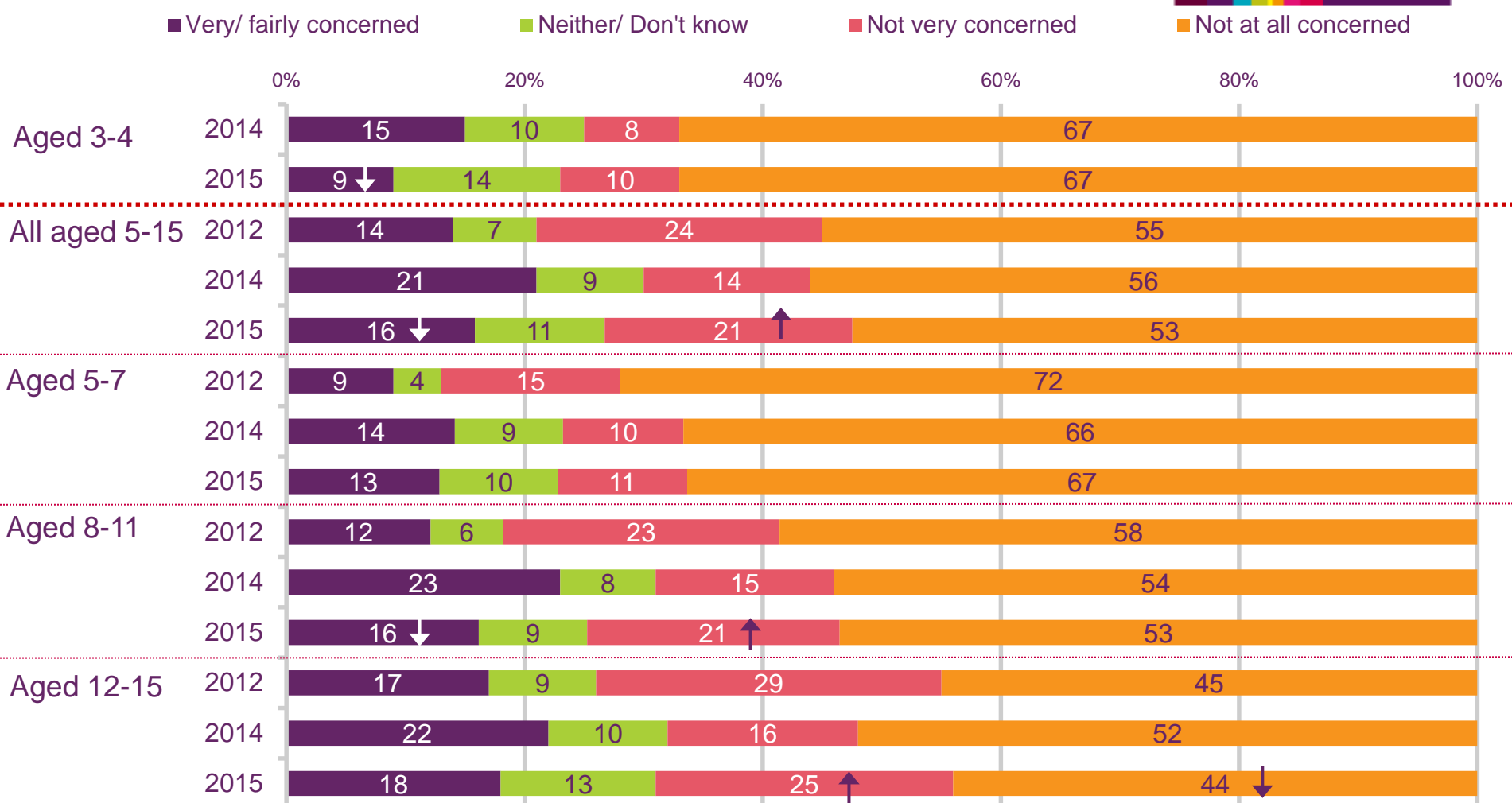
QP51F – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 99: Parents' concerns about their child and online bullying among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



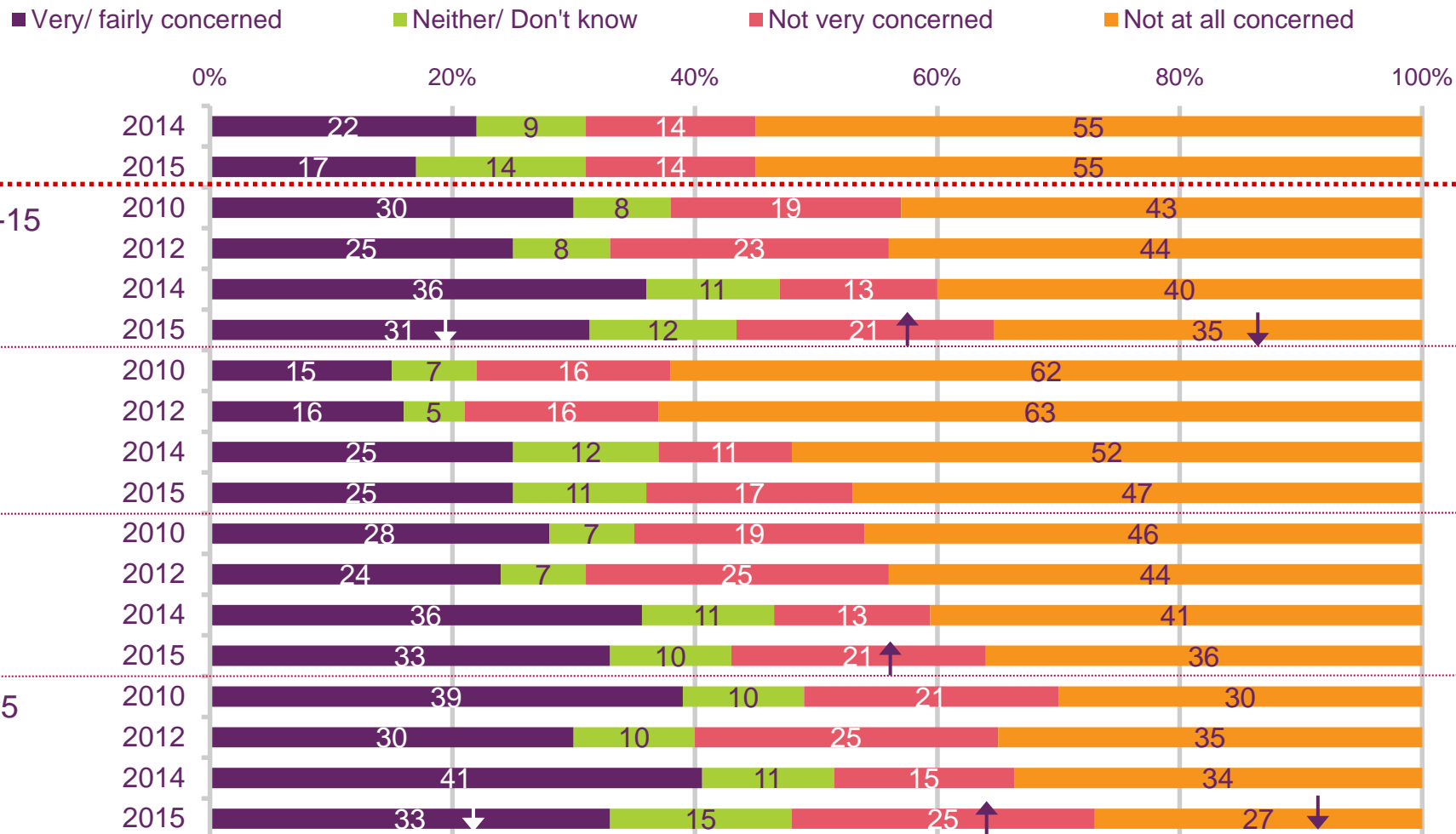
QP51G- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them being bullied online (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 100: Parents' concerns about their child bullying others online, among those whose child goes online at home (2012) or elsewhere (2014, 2015), by age



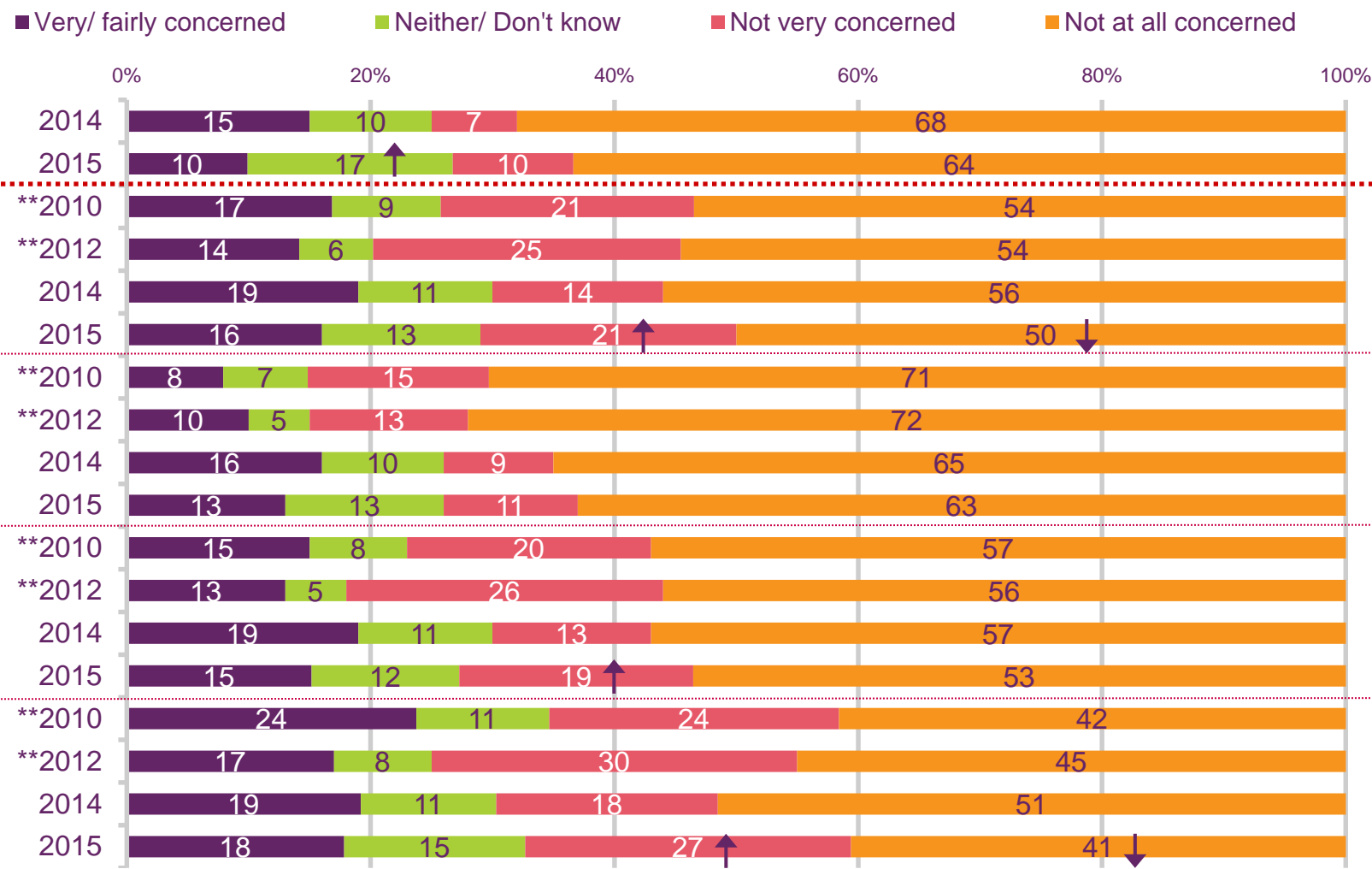
QP51H- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The possibility of them bullying others online or making negative comments about other people online (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 101: Parents' concerns about their child downloading viruses, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



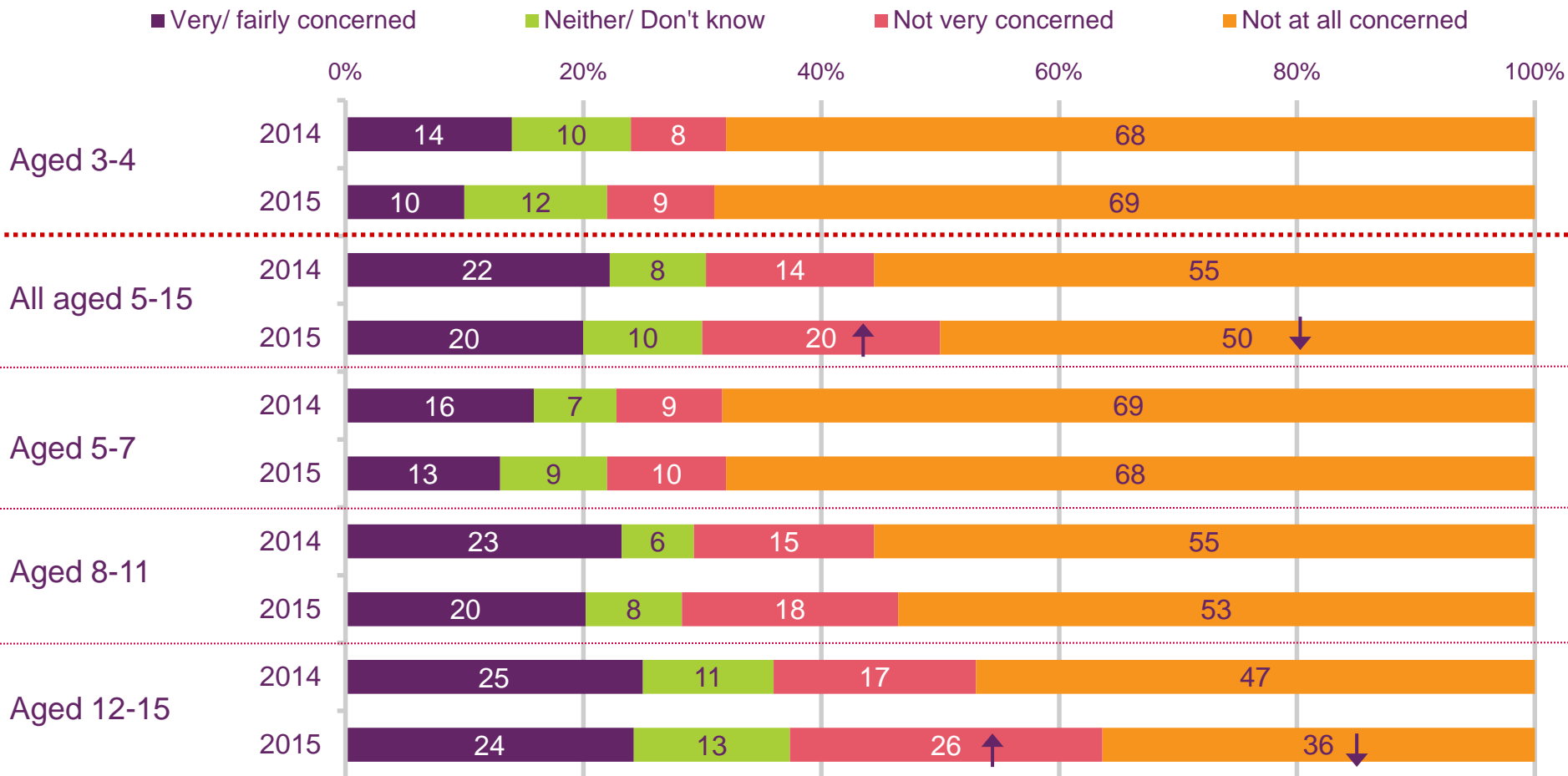
QP51E - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (prompted responses, single coded)* Wording amended to include apps in 2015
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 102: Parents' concerns about their child and online sharing/ accessing copyrighted material, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP51D- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Any illegal online sharing or accessing of copyrighted material **NB In 2010 and 2012 this question asked about any illegal downloading or downloading of copyrighted material (prompted responses, single coded)
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

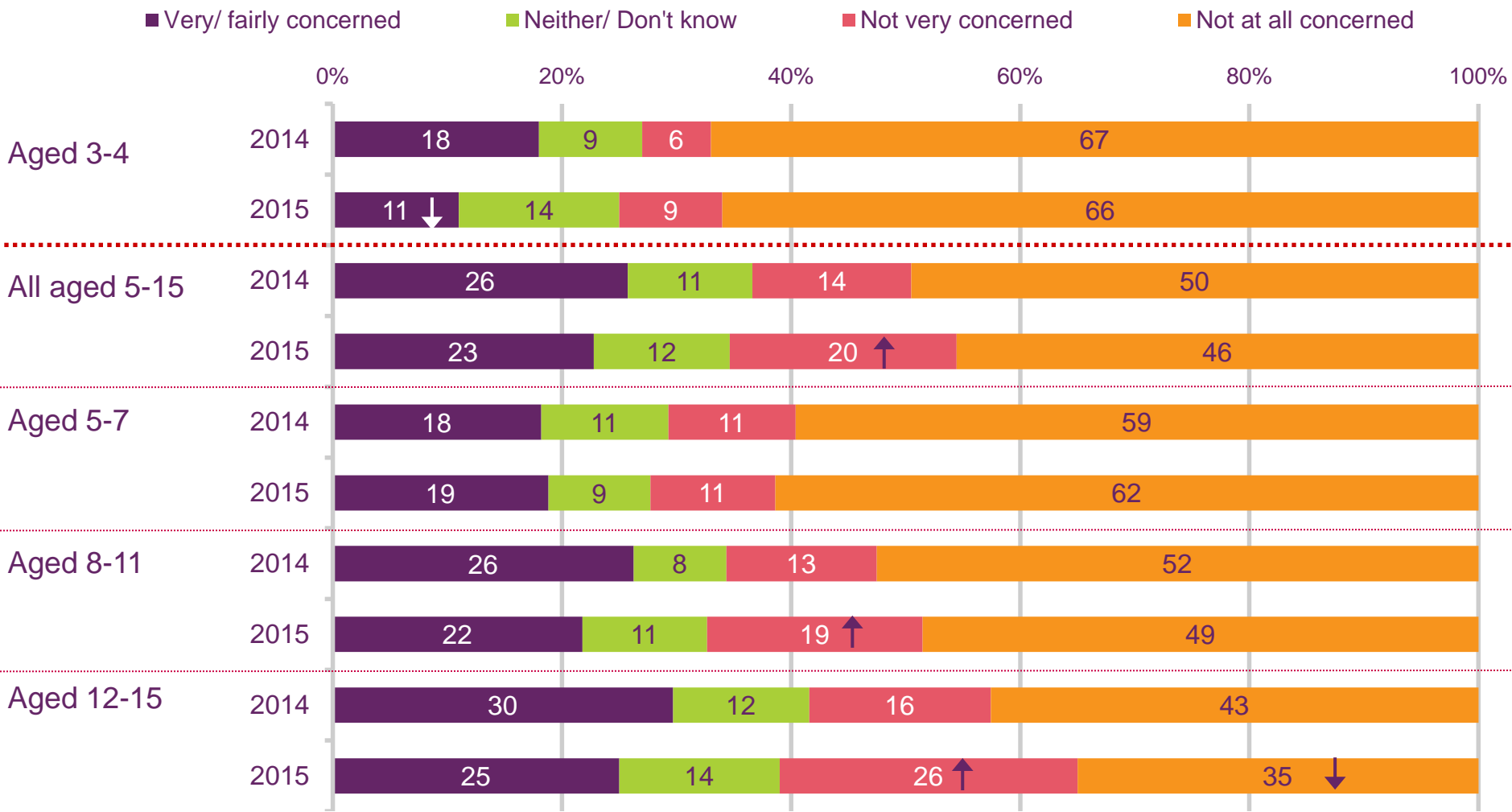
Figure 103: Parents' concerns about their child sharing inappropriate or personal photos or videos with others, by age : 2014, 2015



QP511 - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Sharing of inappropriate or personal photos/ videos with others (prompted responses, single coded)

Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

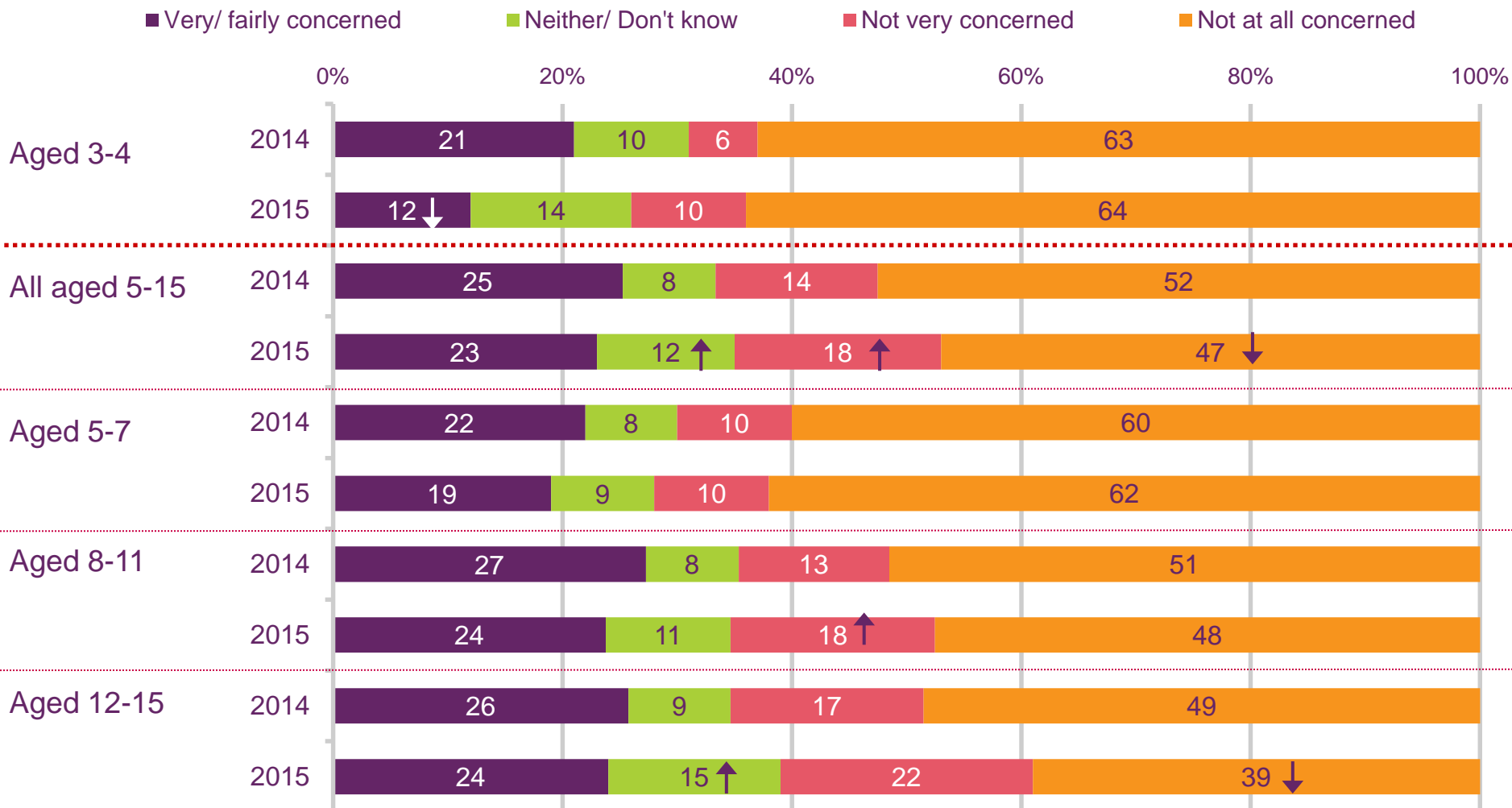
Figure 104: Parents' concerns about their child damaging their reputation, by age: 2014, 2015



QP51J - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Damaging their reputation either now or in the future

Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 105: Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2014, 2015



QP51K - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Seeing content which encourages them to hurt or harm themselves

Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 106: Parents' concerns about their child being under pressure to spend money online, by age: 2015



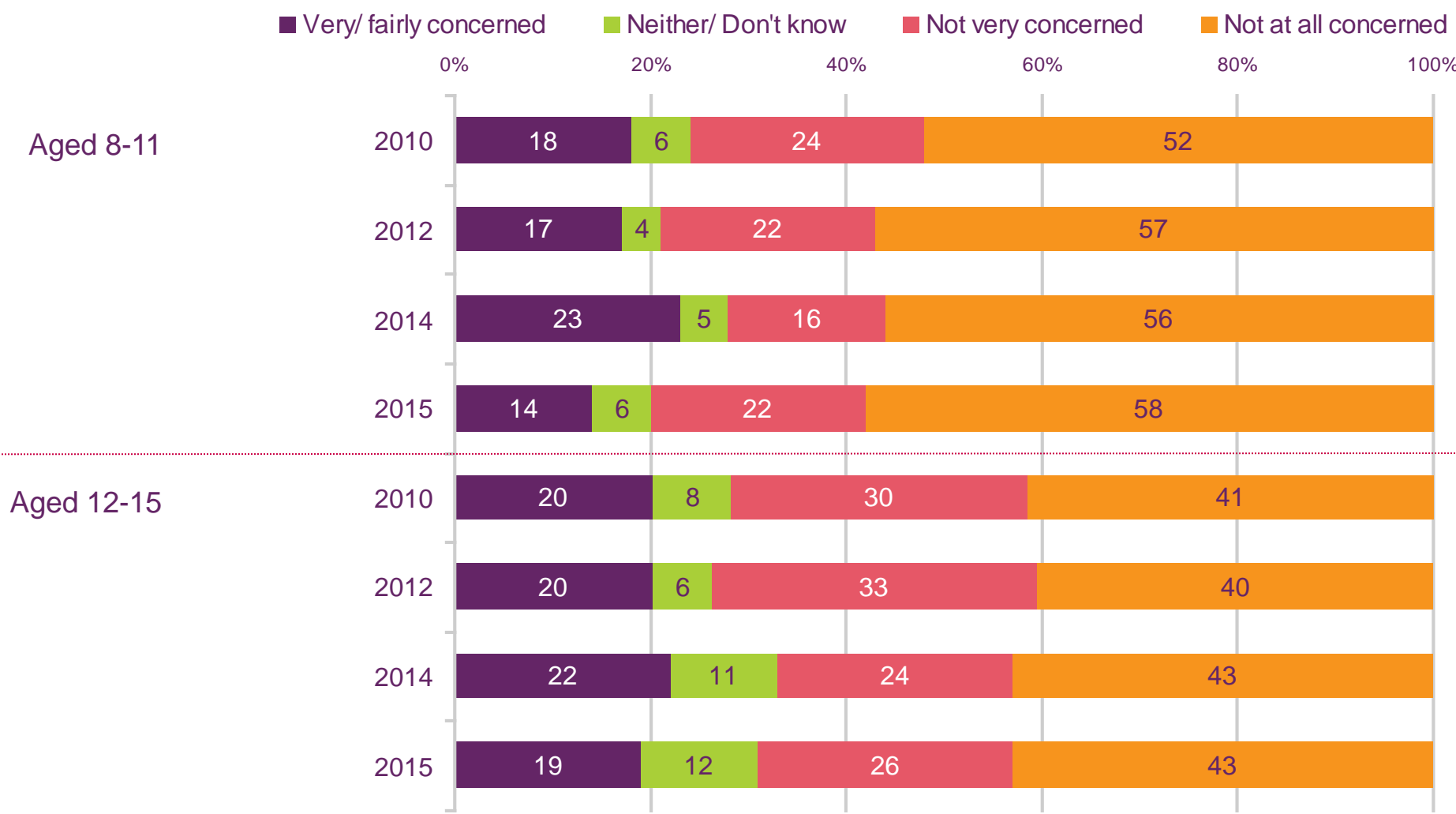
QP51L - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The pressure on them to spend money online
 Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 107: Parents' concerns about companies collecting information about what their child is doing online, by age: 2015



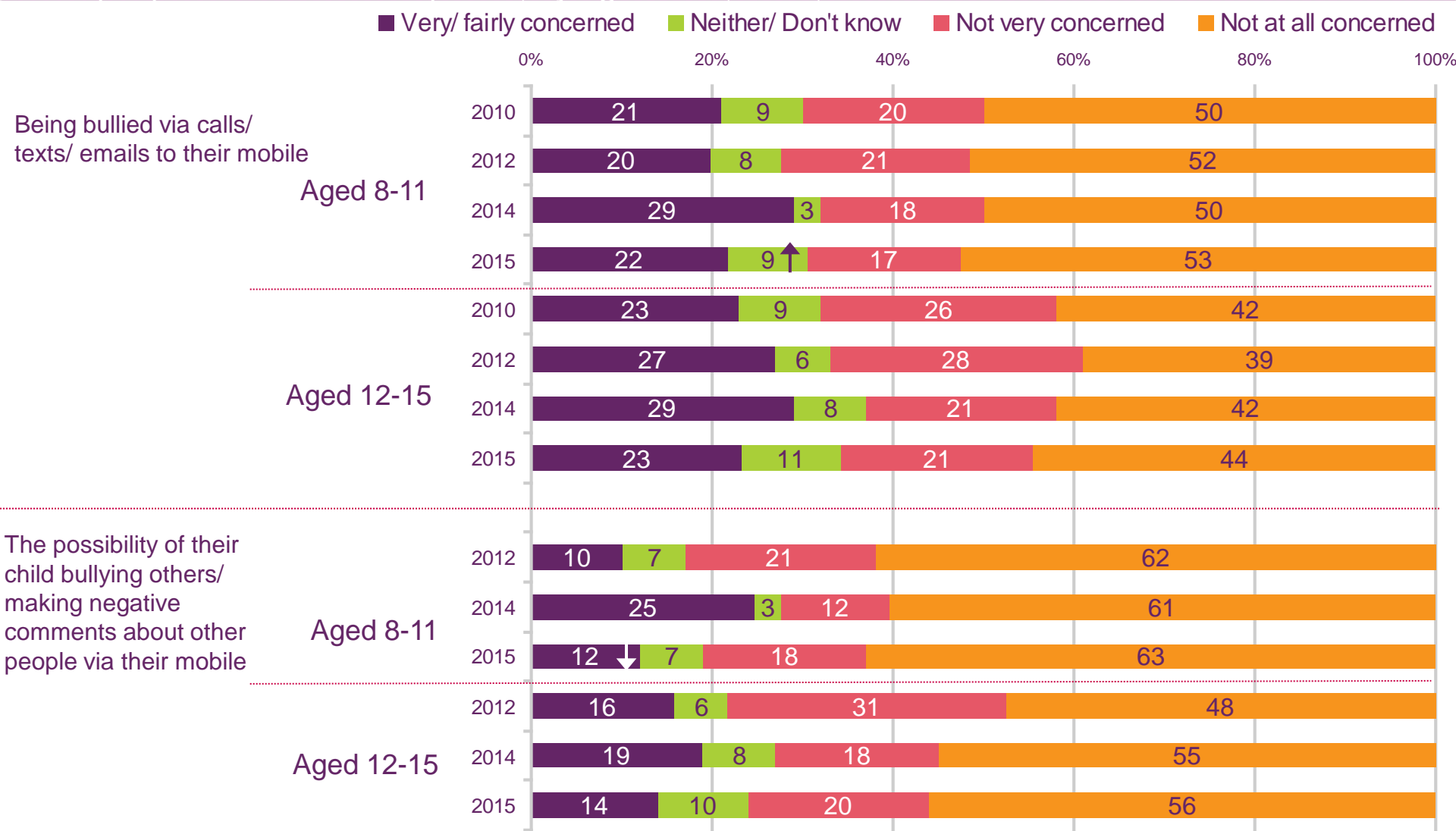
QP51M - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 108: Parents' concerns about whom their child is in contact with via their mobile, by age: 2010, 2012, 2014 and 2015



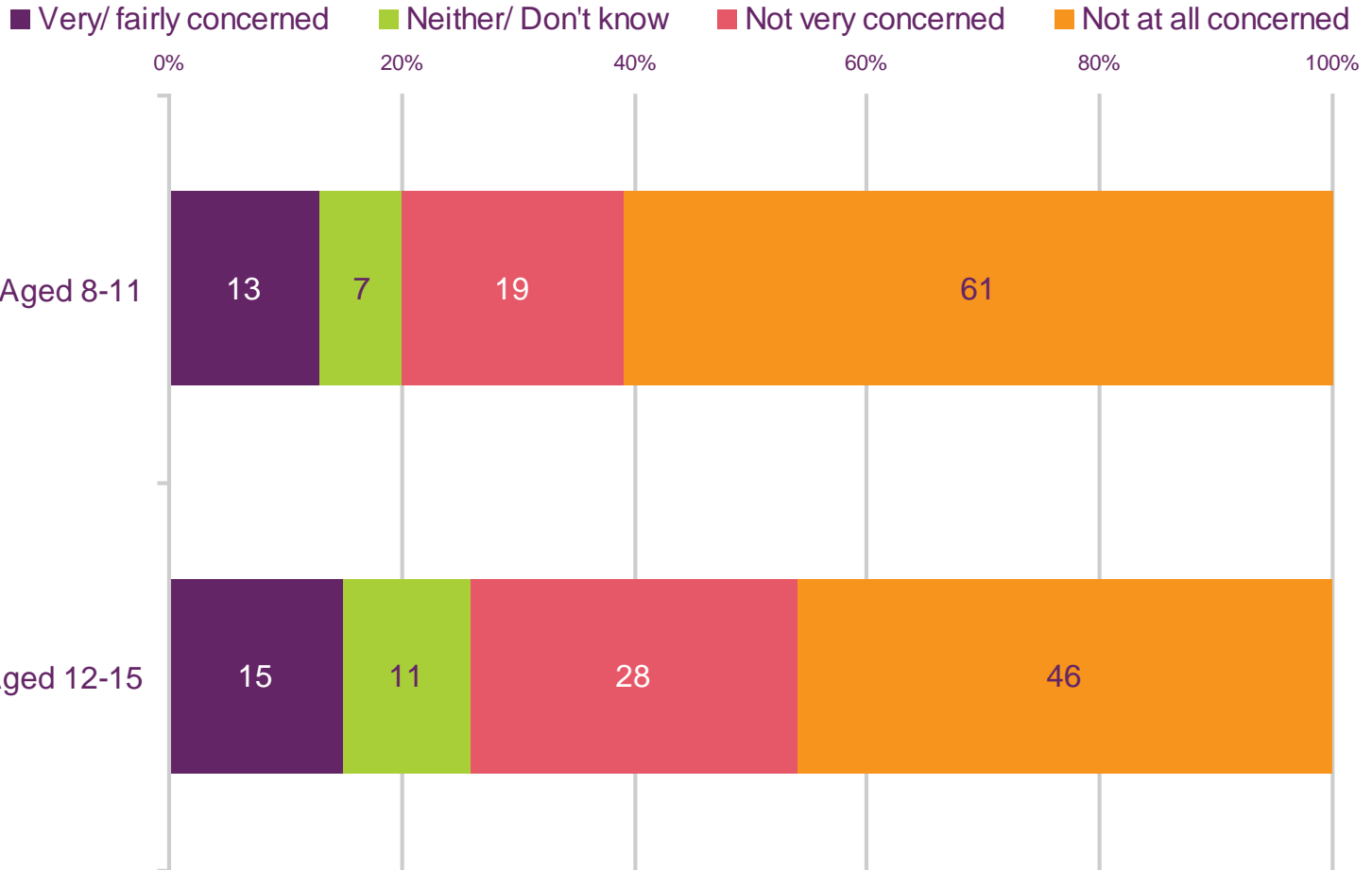
QP60B – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Who they are in contact with using their mobile phone ? (prompted responses, single coded)
 Base: Parents of children whose child has their own mobile phone (156 aged 8-11 , 372 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 109: Parents' concerns about their child being bullied via calls/ texts/ emails to the child's mobile phone, and the possibility of their child bullying others/ making negative comments about other people via their mobile phone, by age: 2010, 2012, 2014 and 2015



QP60E-F – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ Being bullied via calls/ texts/ emails/ messages to their mobile phone/ The possibility of them bullying others or making negative comments about other people via their mobile phone (prompted responses, single coded)
 Base: Parents of children whose child has their own mobile phone (156 aged 8-11 , 372 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 110: Parents' concerns about money spent by their child on their mobile phone, by age: 2015



QP60C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - How much money is spent on their mobile phone (prompted responses, single coded)

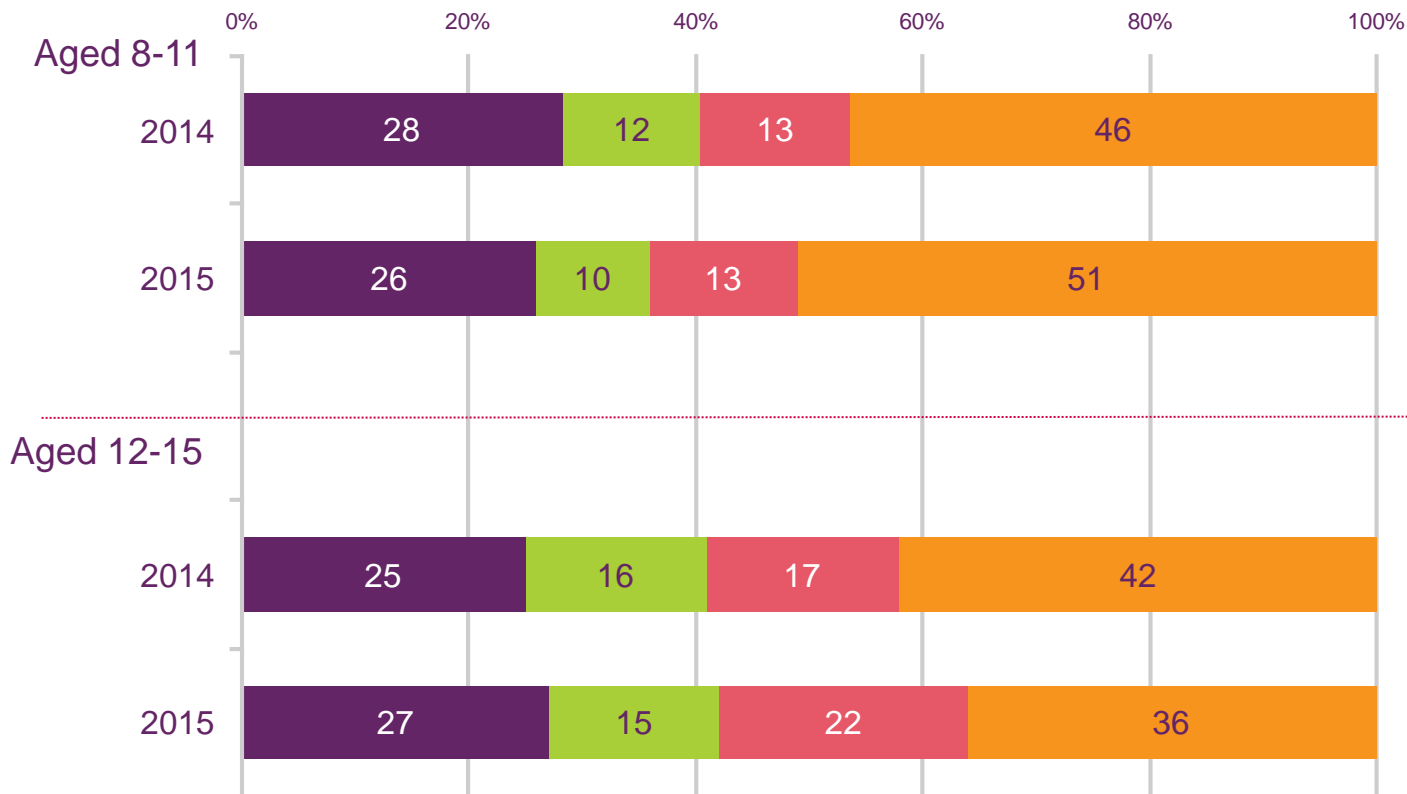
Base: Parents of children whose child has their own mobile phone (156 aged 8-11 , 372 aged 12-15 in 2015).

Figure 111: Parents' concerns about their child sharing their location with other people among smartphone users aged 8-11 and 12-15: 2014 and 2015



■ Very/ fairly concerned
 ■ Neither/ Don't know
 ■ Not very concerned
 ■ Not at all concerned

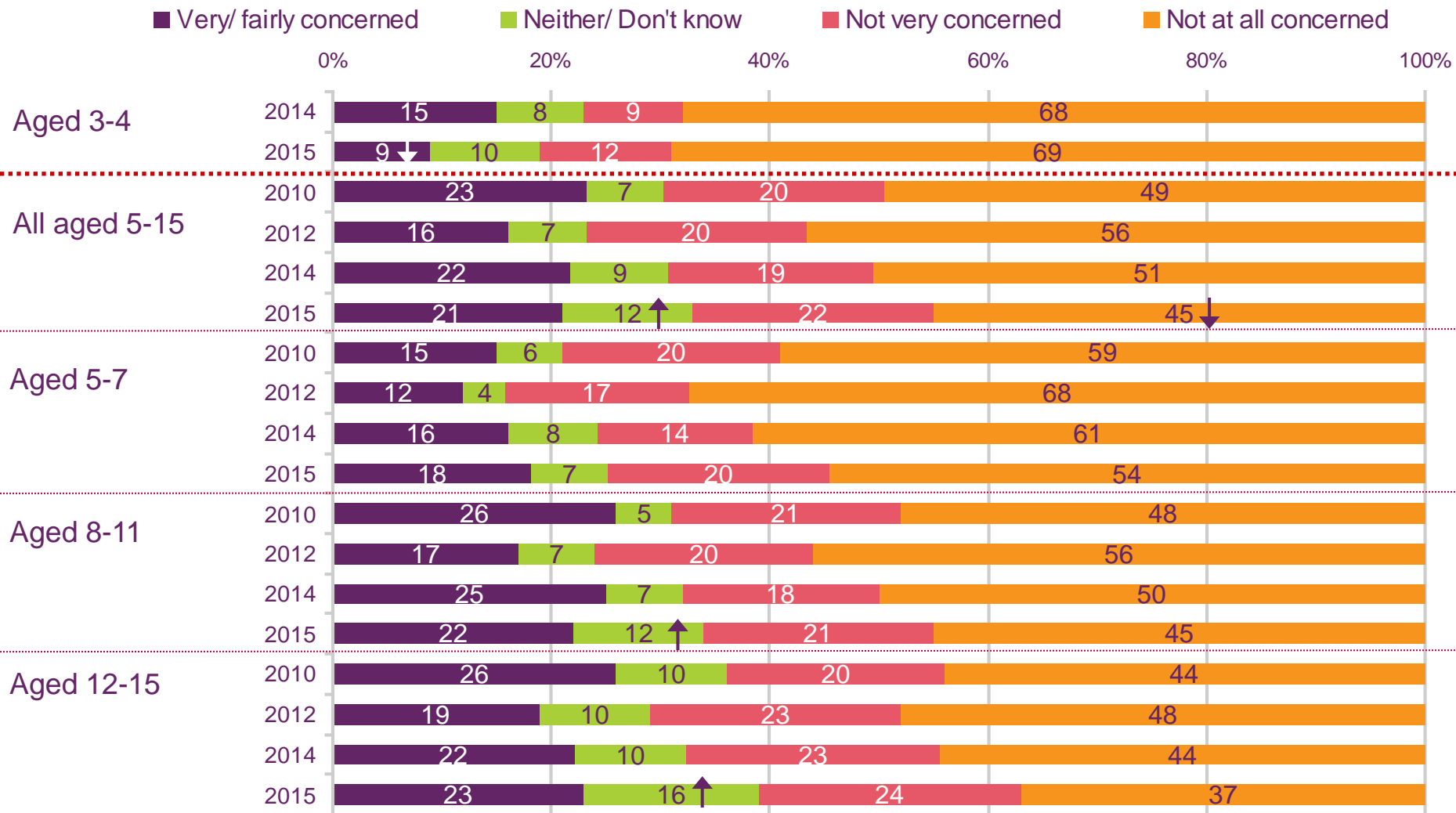
Use of location based services that share your child's location other people (e.g. other users of the service or their social network contacts)



QP60D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts) (prompted responses, single coded)

Base: Parents of children whose child has their own smartphone (106 aged 8-11, 325 aged 12-15 in 2015).

Figure 112: Parents' concerns about gaming content among those whose child plays games at home (2010, 2012) or elsewhere (2014, 2015), by age

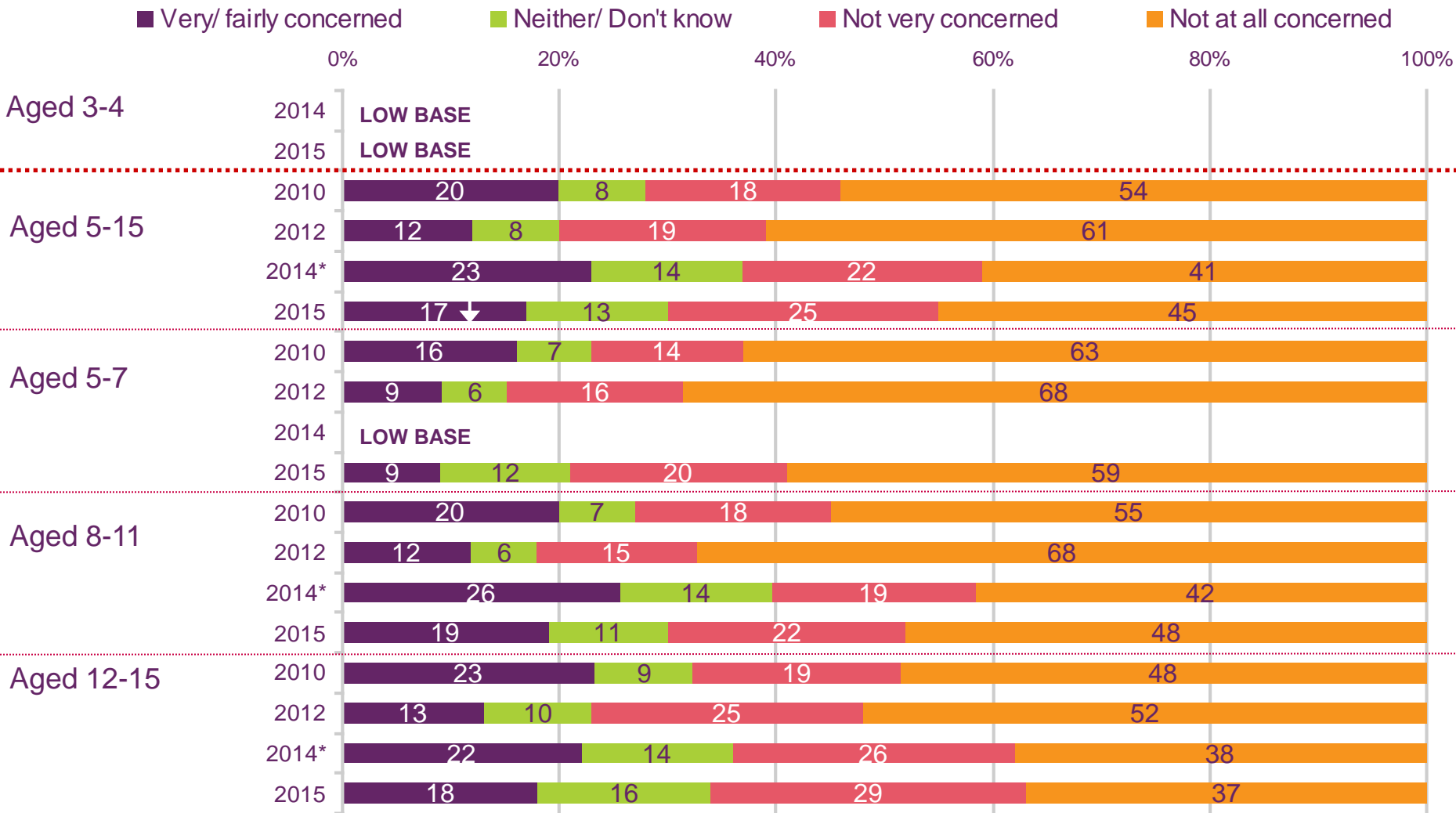


QP74A – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means?/ The content of the games they are playing (prompted responses, single coded)

Base: Parents of children whose child ever plays games at home or elsewhere (365 aged 3-4, 1108 aged 5-15, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015).

Significance testing shows any difference between 2014 and 2015.

Figure 113: Parents concerns about whom their child is gaming with through the games player, among those whose child plays games online at home (2010, 2012) or elsewhere (2014, 2015), by age

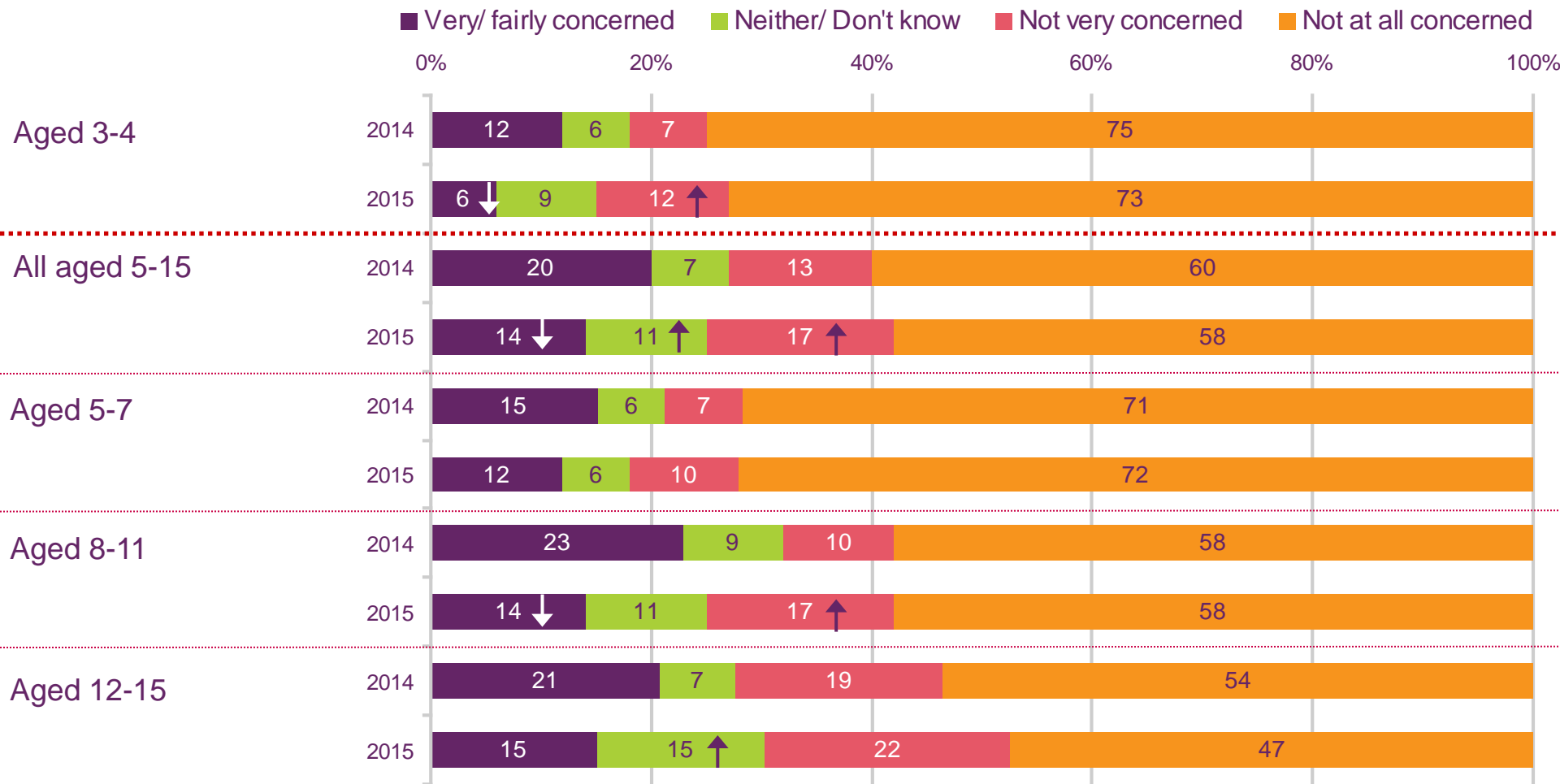


QP74C– Please tell me the extent to which you are concerned about these aspects of your child’s games playing through any means? (prompted responses, single coded)

*Since 2014 this question was only asked of those parents who said their child played games online, in earlier years parents were allowed to state Not Applicable if their child does not play online games. Base: Parents of children whose child ever plays games online (97 aged 3-4, 593 aged 5-15, 109 aged 5-7, 226 aged 8-11, 258 aged 12-15 in 2015)

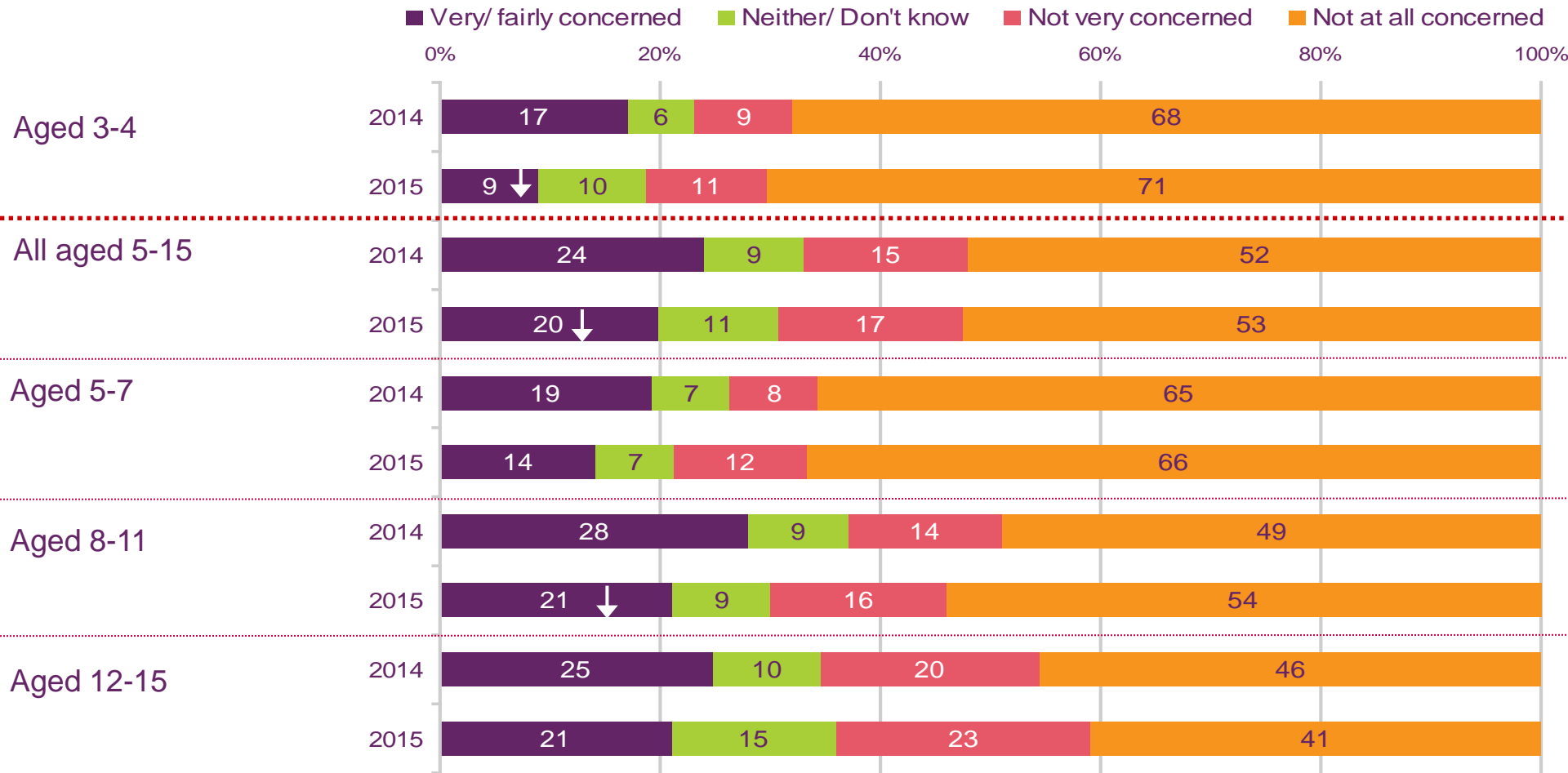
Significance testing shows any difference between 2014 and 2015.

Figure 114: Parents' concerns about the possibility of the child being bullied by other players: 2014 and 2015



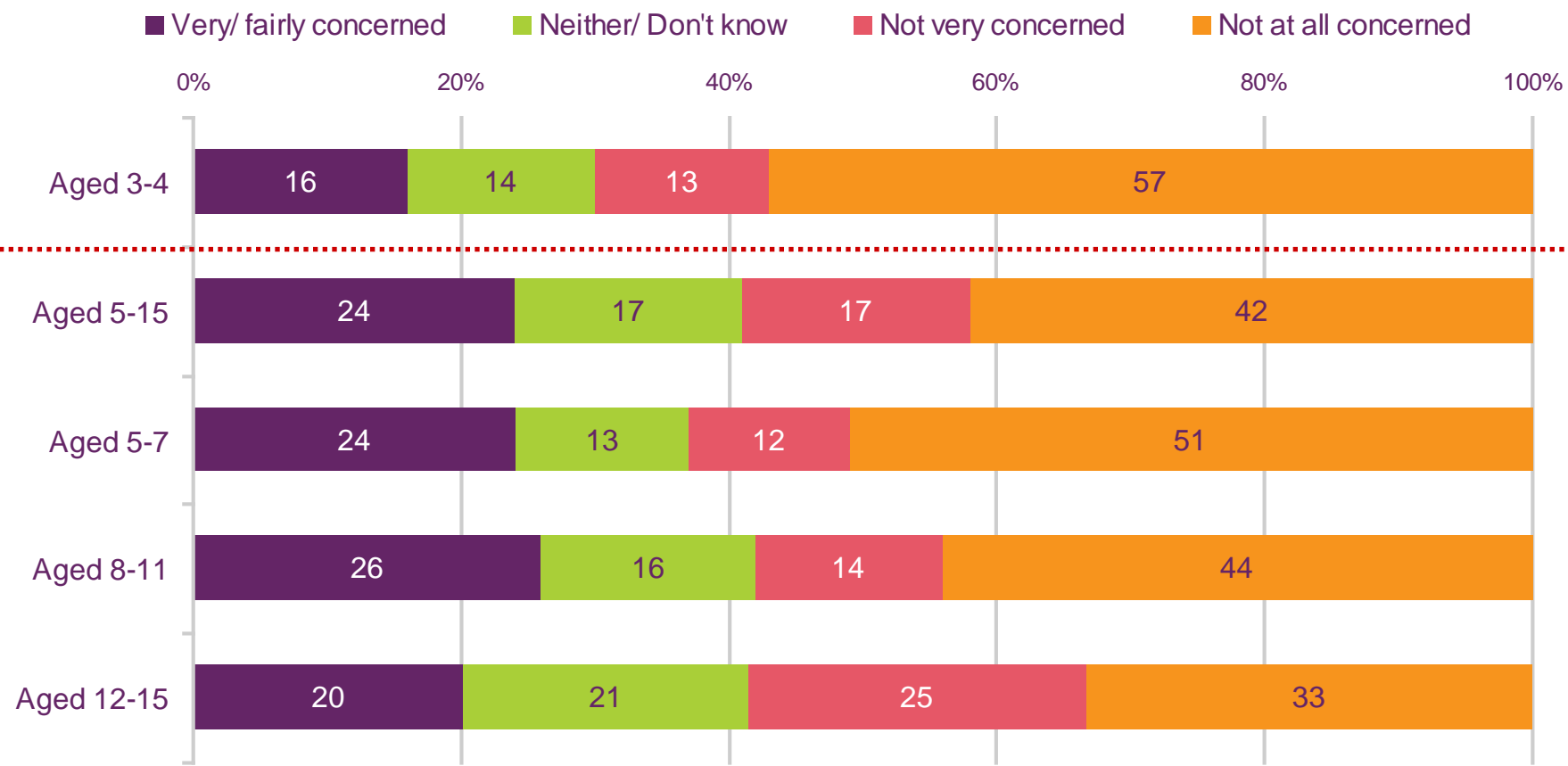
QP74F – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
 Base: Parents of children whose child ever plays games at home or elsewhere (365 aged 3-4, 1108 aged 5-15, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015).
 Significance testing shows any difference between 2014 and 2015.

Figure 115: Parents' concerns about the possibility of their child picking up bad language or other behaviour from other players, by age: 2014 and 2015



QP74G – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
 Base: Parents of children whose child ever plays games at home or elsewhere (365 aged 3-4, 1108 aged 5-15, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015).
 Significance testing shows any difference between 2014 and 2015.

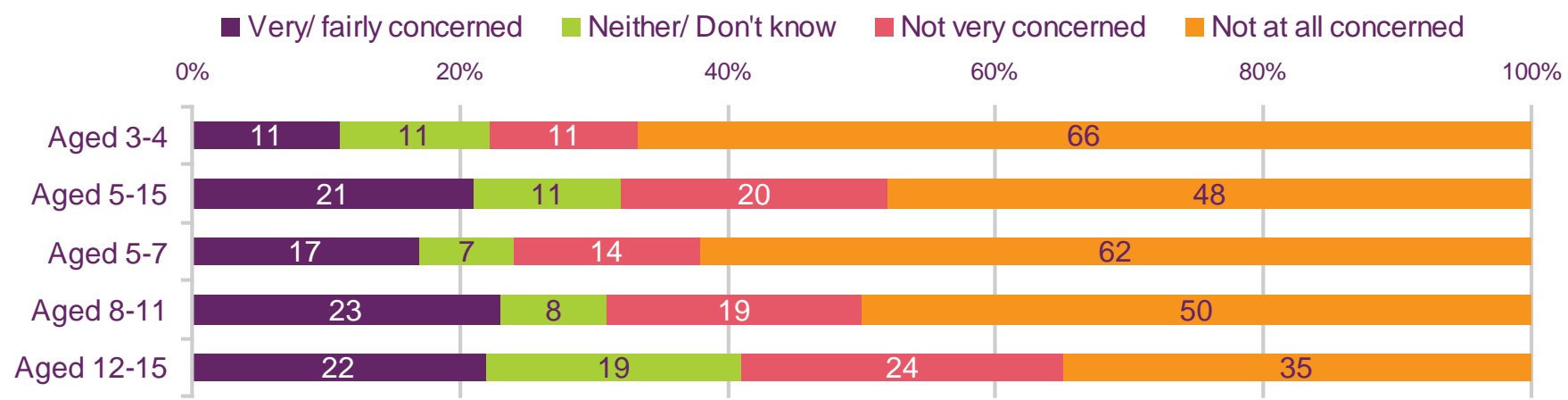
Figure 116: Parents' concerns about the amount of advertising in games, by age: 2015



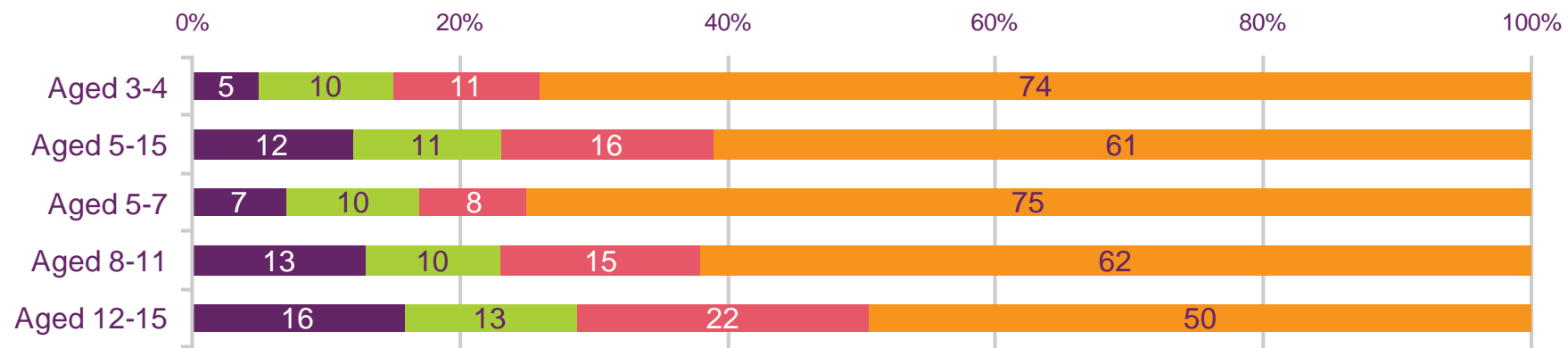
QP74H – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
 Base: Parents whose child ever plays games at home or elsewhere (365 aged 3-4, 1108 aged 5-15, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015)

Figure 117: Parents' concerns about the financial aspects of gaming, by age: 2015

The pressure to make in game purchases for things like access to additional points/tokens/ levels or for game upgrades or add-ons



How much money they spend on games or gaming or in-app purchases



QP74D/ E – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
 Base: Parents whose child ever plays games at home or elsewhere (365 aged 3-4, 1108 aged 5-15, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015)