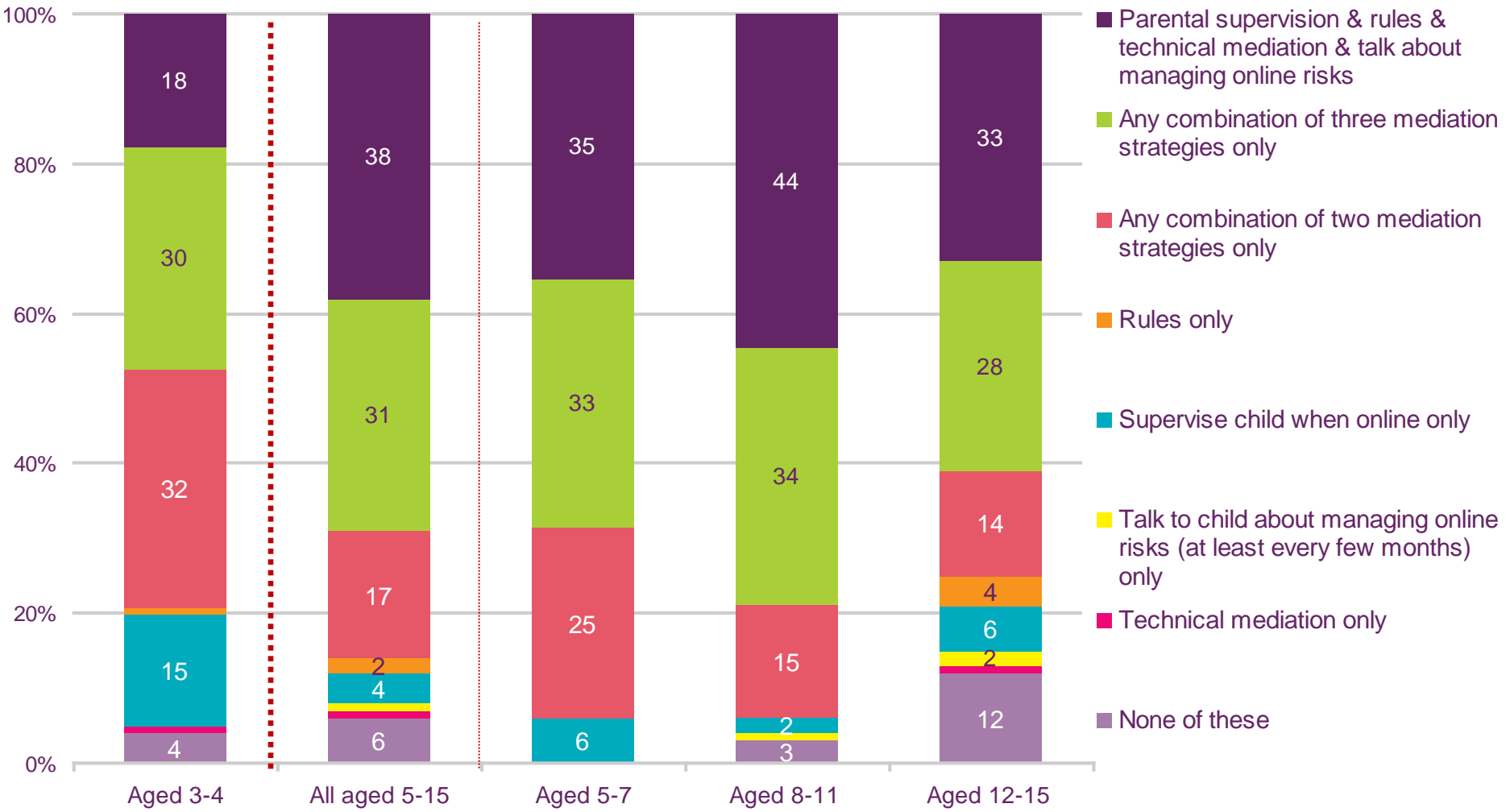


Children's Media Use and Attitudes Report 2015

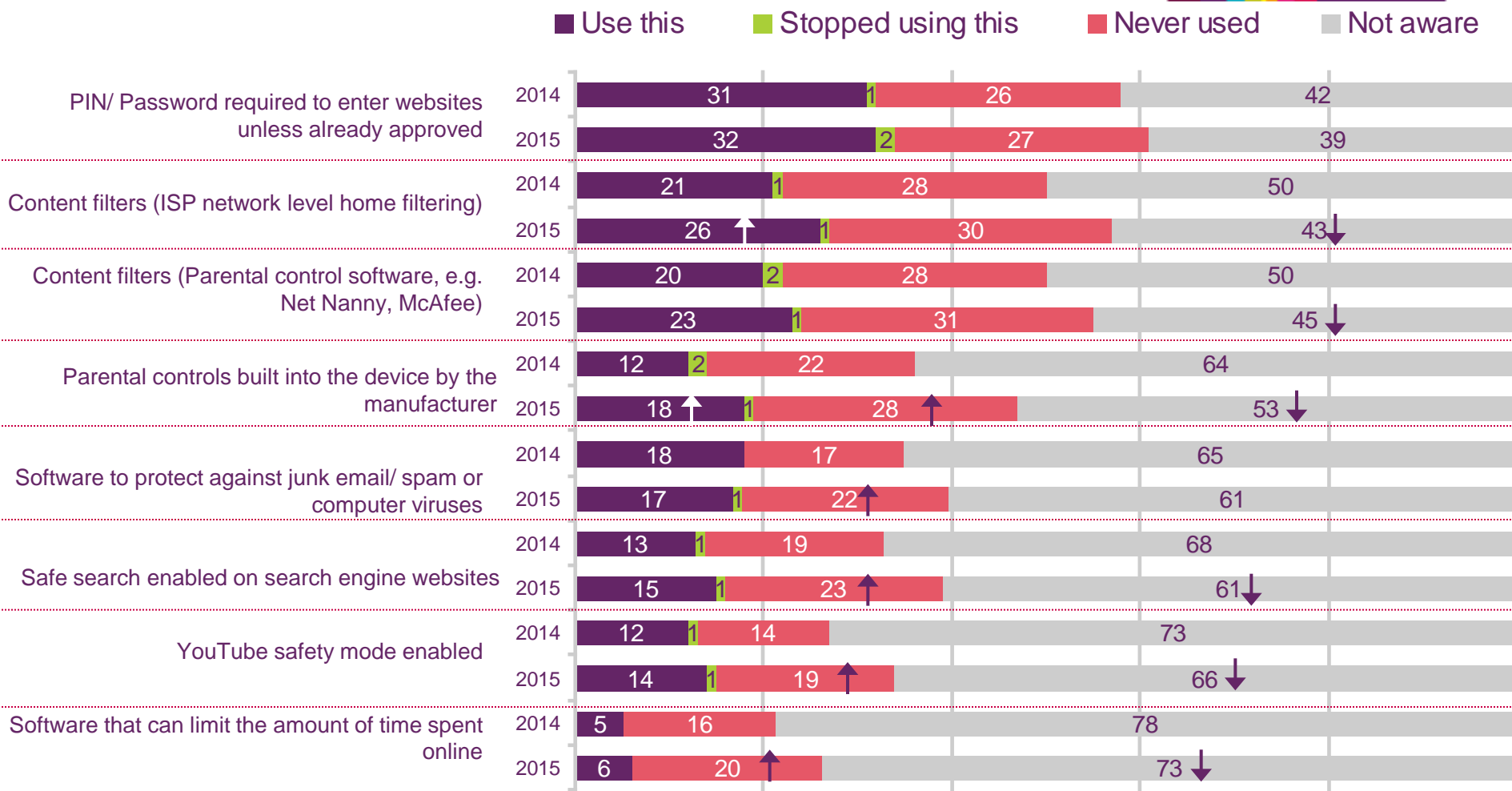
Section 9 – Parental mediation

Figure 118 Combinations of online mediation strategies used by parents of 5-15s whose child goes online at home or elsewhere: 2015



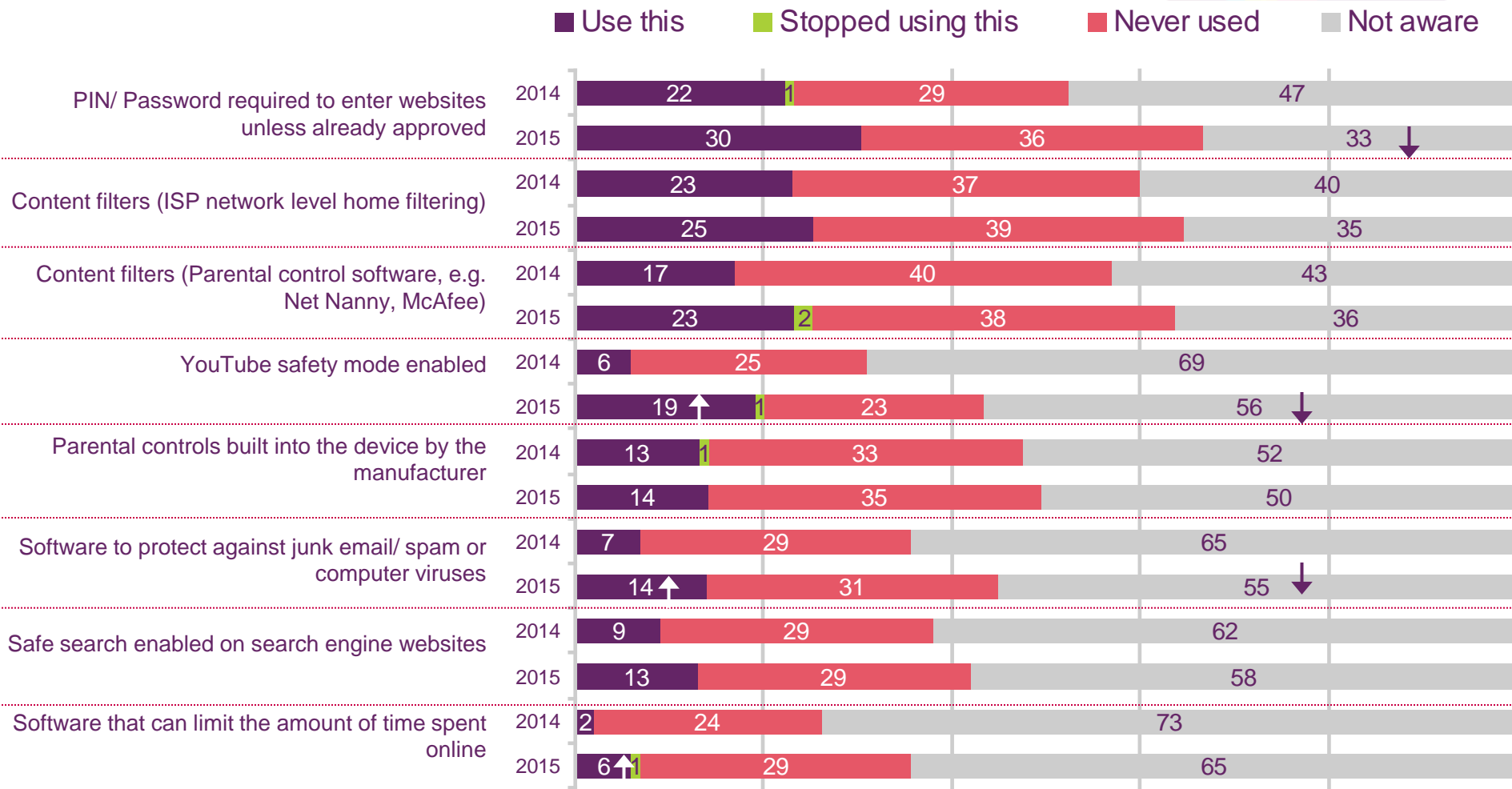
Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15).

Figure 119: Parents of 5-15s who have home broadband and whose child goes online: use and awareness of technical tools: 2014, 2015



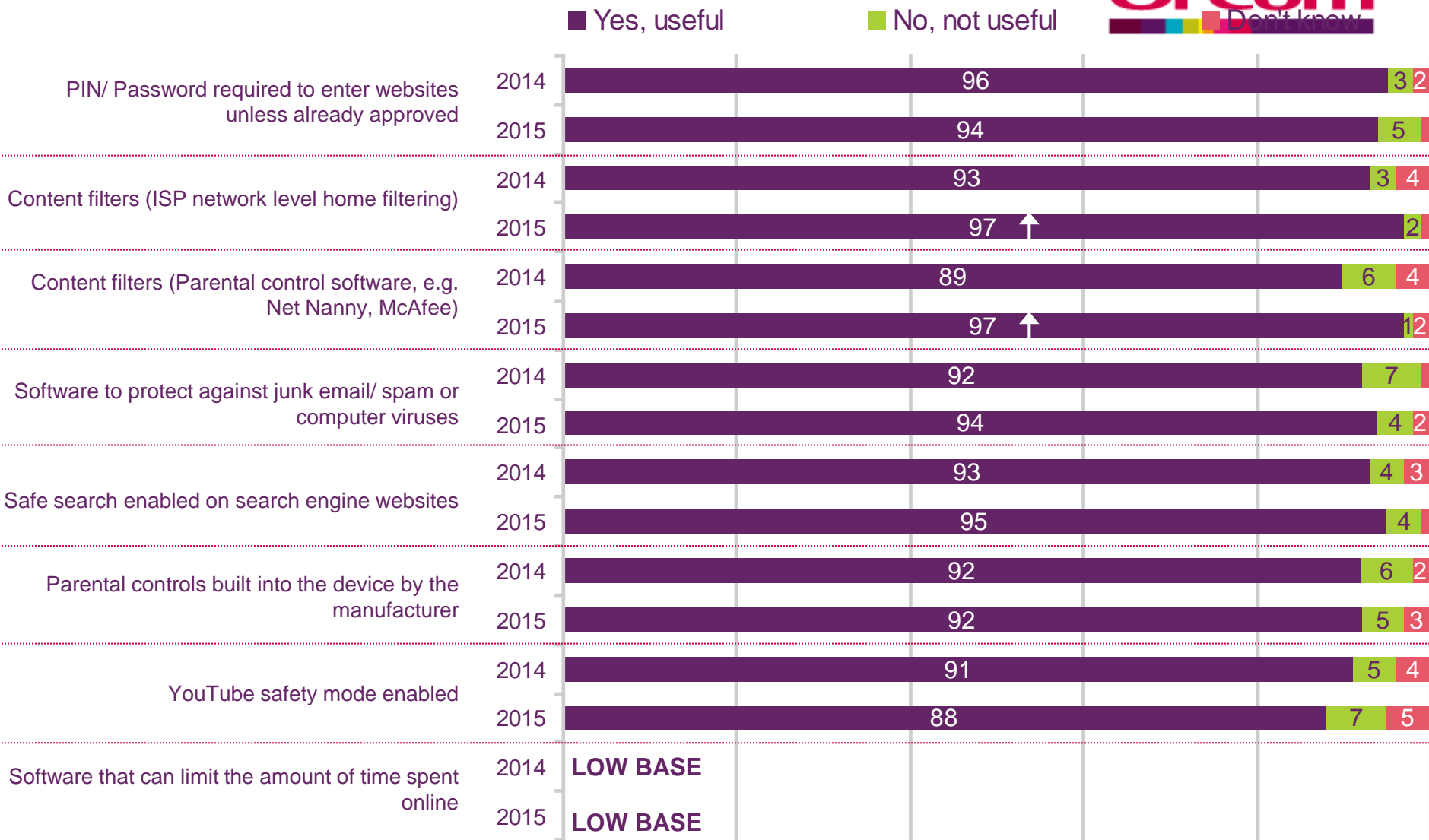
QP31A-H Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP32A-H Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)/ QP33A-H Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded). Base: Parents with a fixed broadband connection available to their child at home that the child uses to go online (1077). Significance testing shows any change between 2014 and 2015.

Figure 120: Parents of 3-4s who have home broadband and whose child goes online: use and awareness of technical tools: 2014, 2015



QP31A-H Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP32A-H Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)/ QP33A-H Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded). Base: Parents with a fixed broadband connection available to their child at home that the child uses to go online (221). Significance testing shows any change between 2014 and 2015.

Figure 121: Parents of 5-15s who use each tool: Usefulness of technical tools: 2014, 2015



QP34A-H Do you find this tool useful? (Spontaneous responses, single coded)

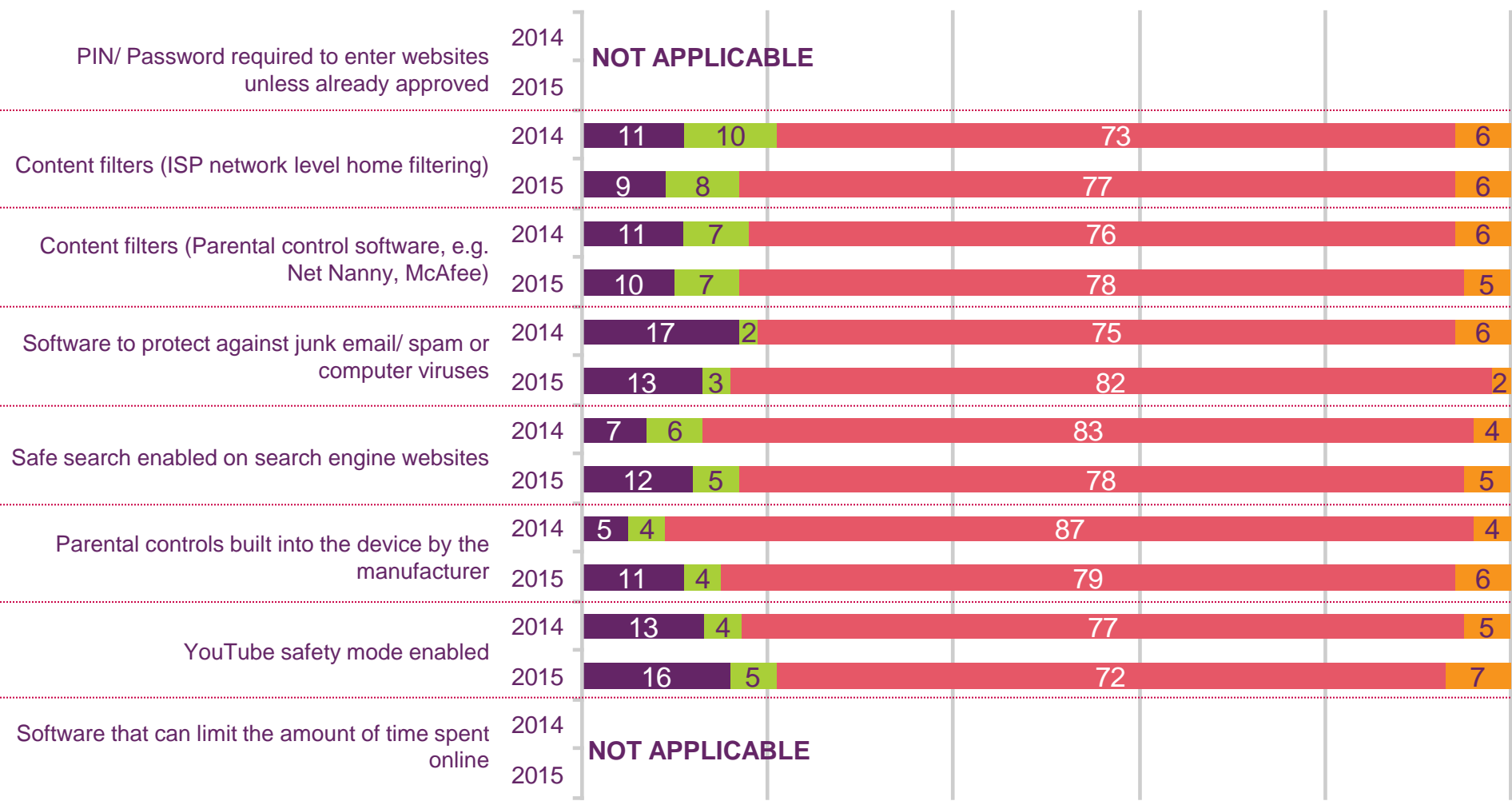
Base: Parents of children aged 5-15 with a broadband internet connection at home that the child uses to go online and who use each technical tool or control (Variable base)

Significance testing shows any change between 2014 and 2015.

Figure 122: Parents of 5-15s who use each tool : perception of technical tools blocking too much/ too little: 2014, 2015



■ Blocks too little
 ■ Blocks too much
 ■ Blocks the right amount
 ■ Don't know

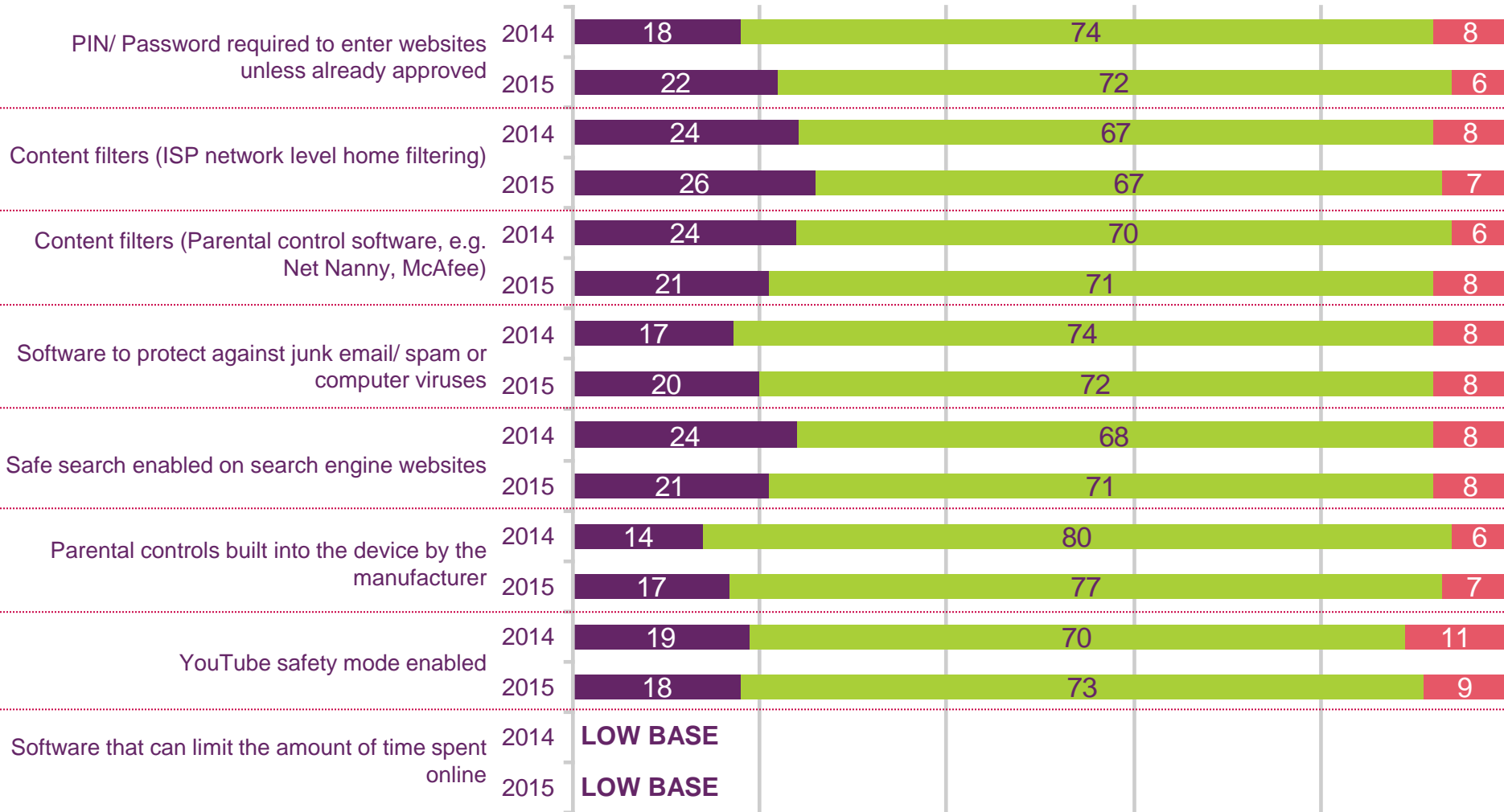


QP35A-H Do you think they block too much content or too little content? (Spontaneous responses, single coded)
 Base: Parents of children aged 5-15 with a broadband internet connection at home and who use each technical tool or control (Variable base). Significance testing shows any change between 2014 and 2015.

Figure 123: Parents of 5-15s who use each tool – perception of child’s ability to bypass technical tools: 2014, 2015



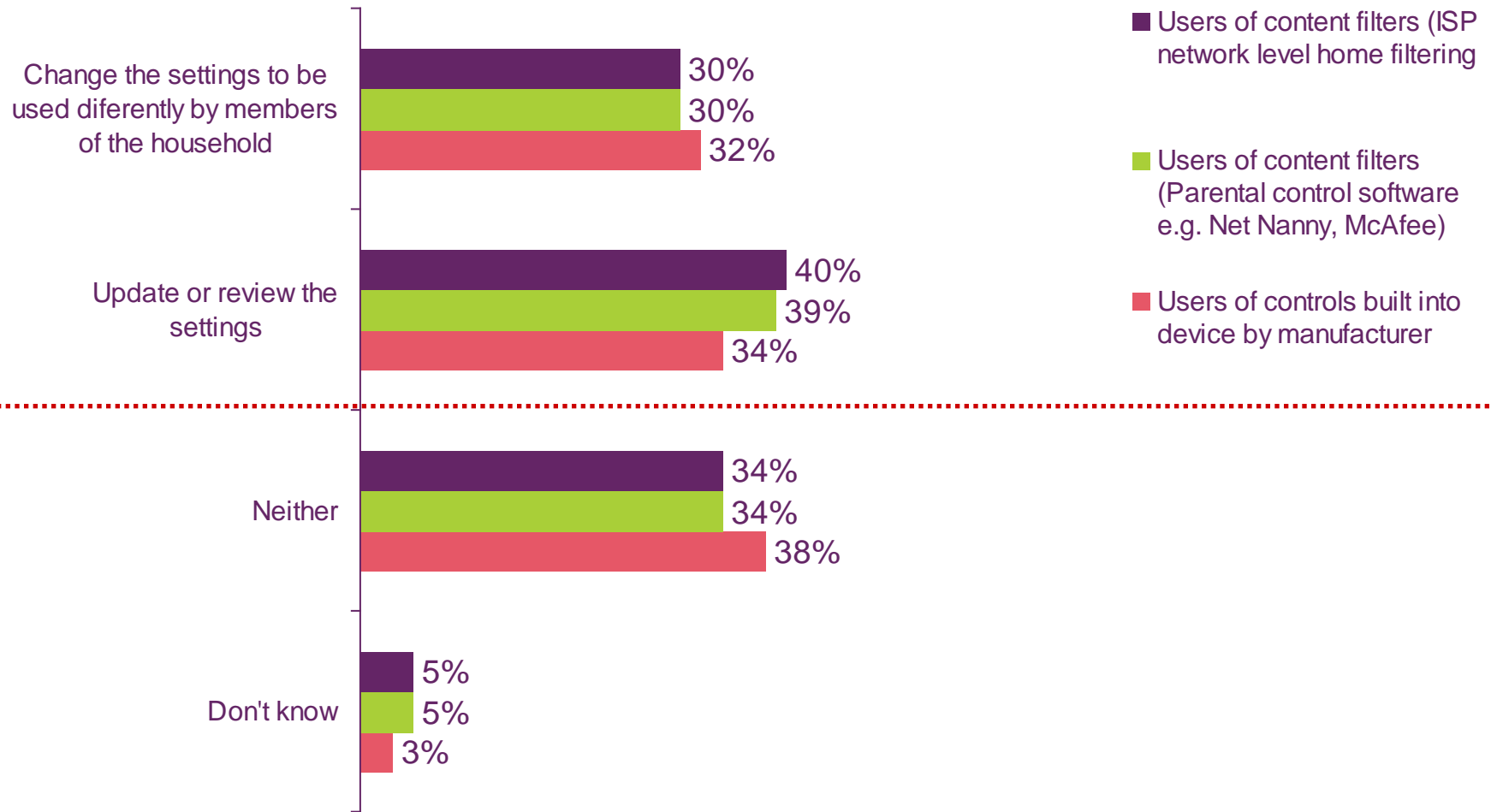
■ Yes, child can get around this
 ■ No, child cannot get around this
 ■ Don't know



QP36A-H Do you think your child can get around them? (Spontaneous responses, single coded)

Base: Parents of children aged 5-15 with a broadband connection at home and who use each technical tool or control (Variable base). Significance testing shows any change between 2014 and 2015.

Figure 124: Use of filters among parents of 5-15s whose child goes online that have home broadband: 2015



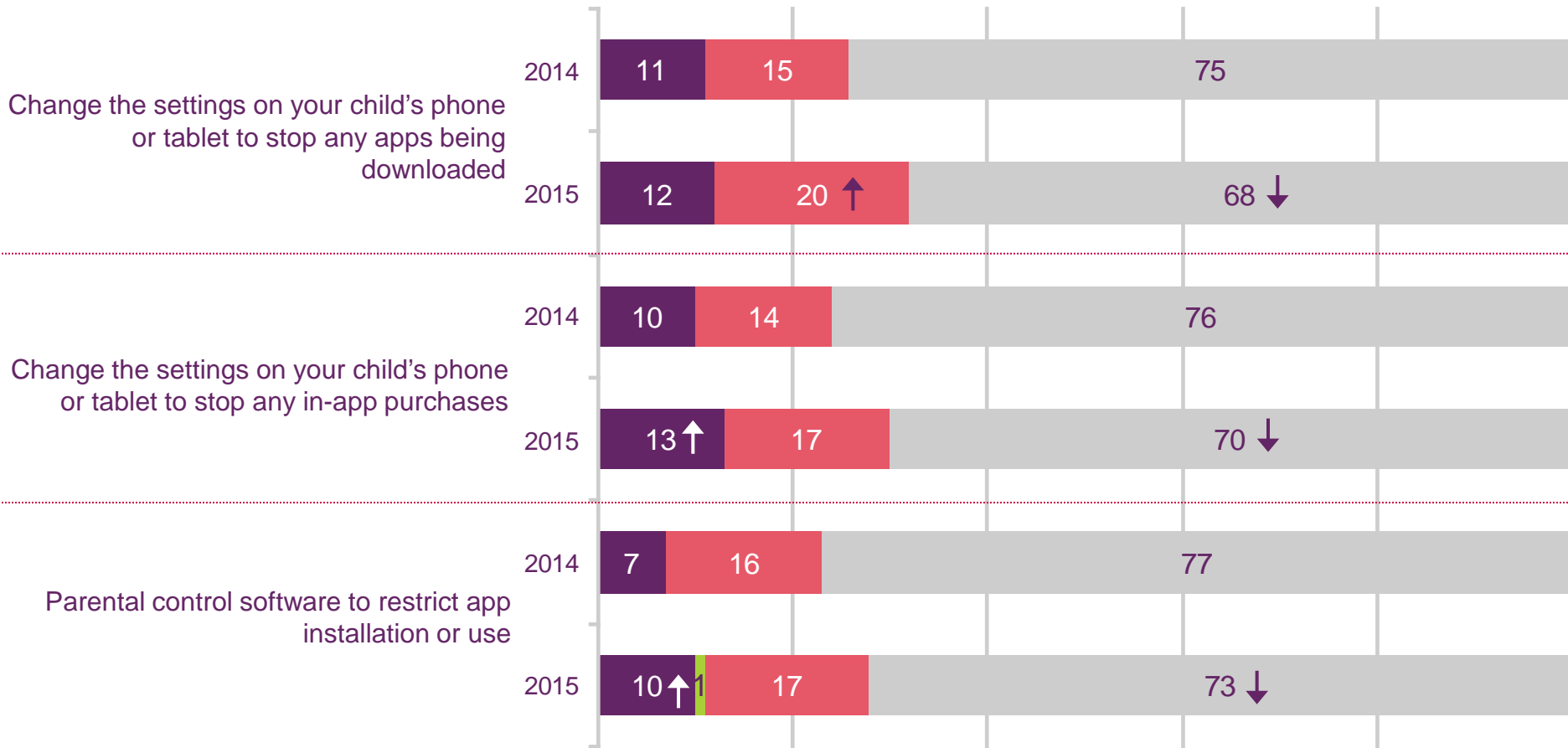
QP37/ QP38/ QP39 - You said you use [technical tool or control shown]. Do either of the options shown on this card apply to how your household uses this particular control? (Prompted responses, multi coded)

Base: Parents of children aged 5-15 who use each type of control (278/ 251/ 189)

Figure 125: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2014, 2015



■ Use this ■ Stopped using this ■ Never used ■ Not aware



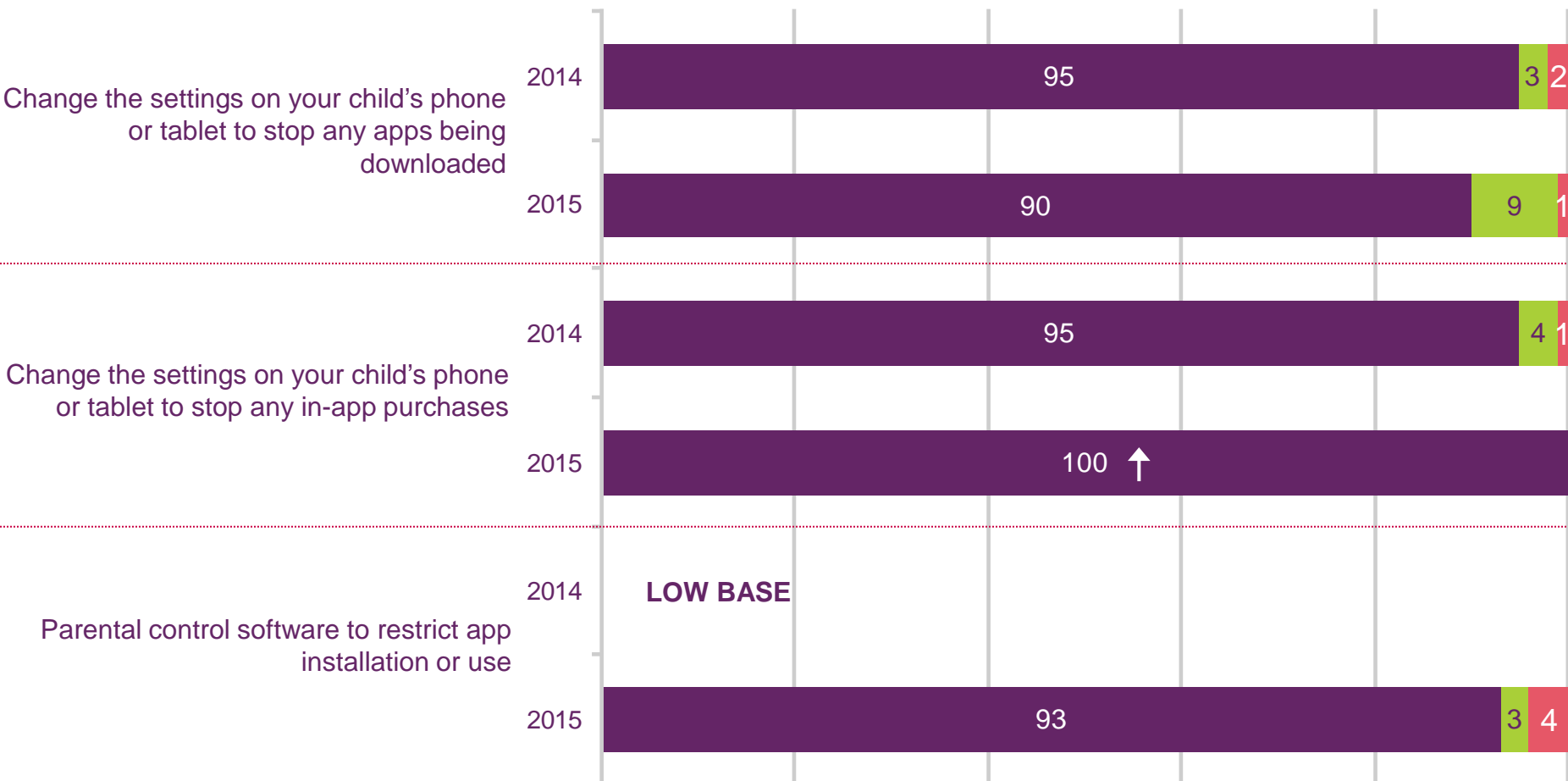
QP31J-L Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP32J-L Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)/ QP33J-L Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded).

Base: Parents whose child uses a smartphone or tablet computer (1085). Significance testing shows any change between 2014 and 2015.

Figure 126: Parents of 5-15s who use each tool – usefulness of technical tools for smartphones/ tablet computers: 2014, 2015



■ Yes, useful ■ No, not useful ■ Don't know

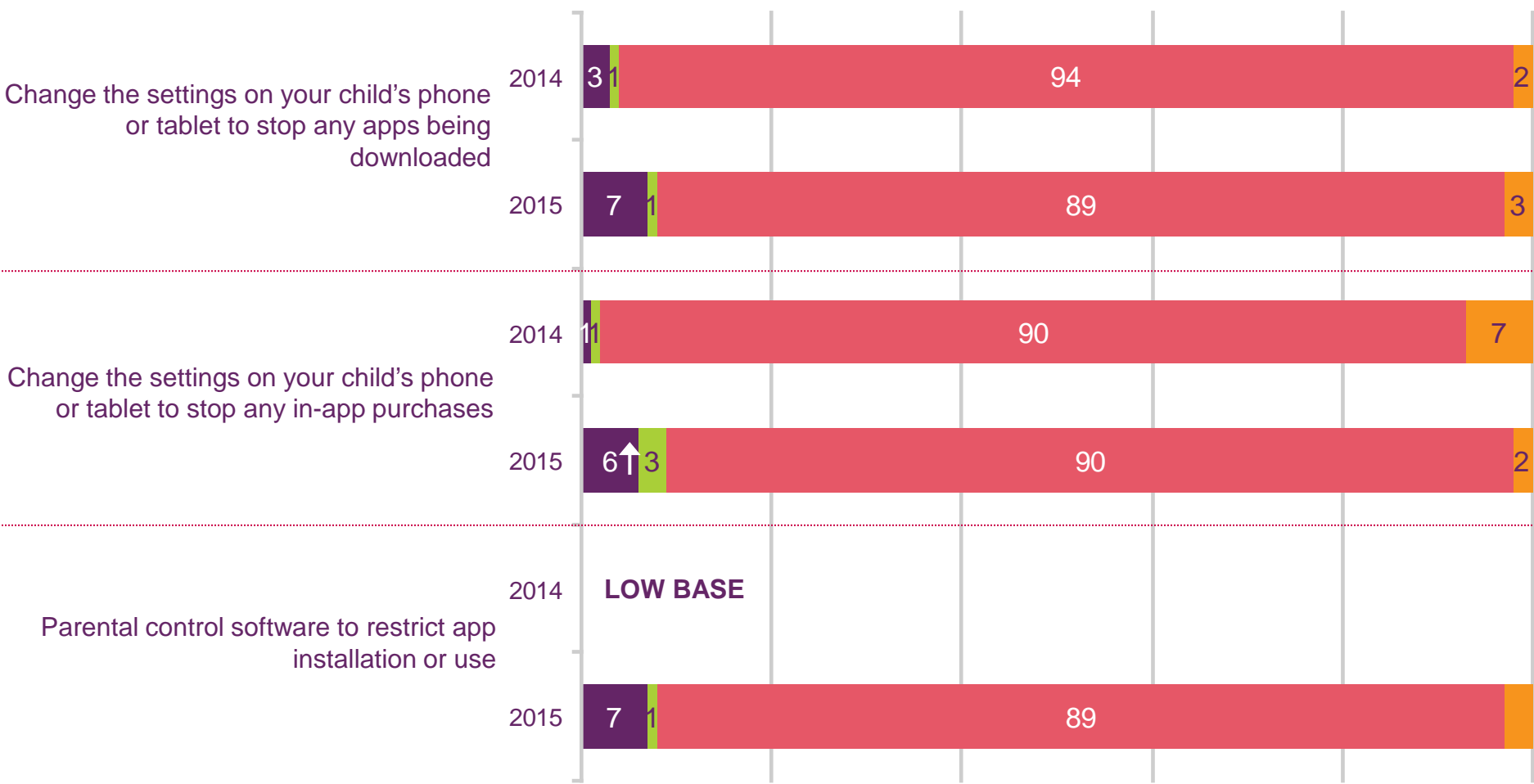


QP34J-L Do you find this tool useful (Spontaneous responses, single coded)
 Base: Parents whose child uses a smartphone or tablet computer and who use each technical control (variable base). Significance testing shows any change between 2014 and 2015.

Figure 127: Parents of 5-15s who use each tool – technical tools for smartphones/tablets blocking the right amount of content: 2014, 2015



■ Blocks too little
 ■ Blocks too much
 ■ Blocks the right amount
 ■ Don't know

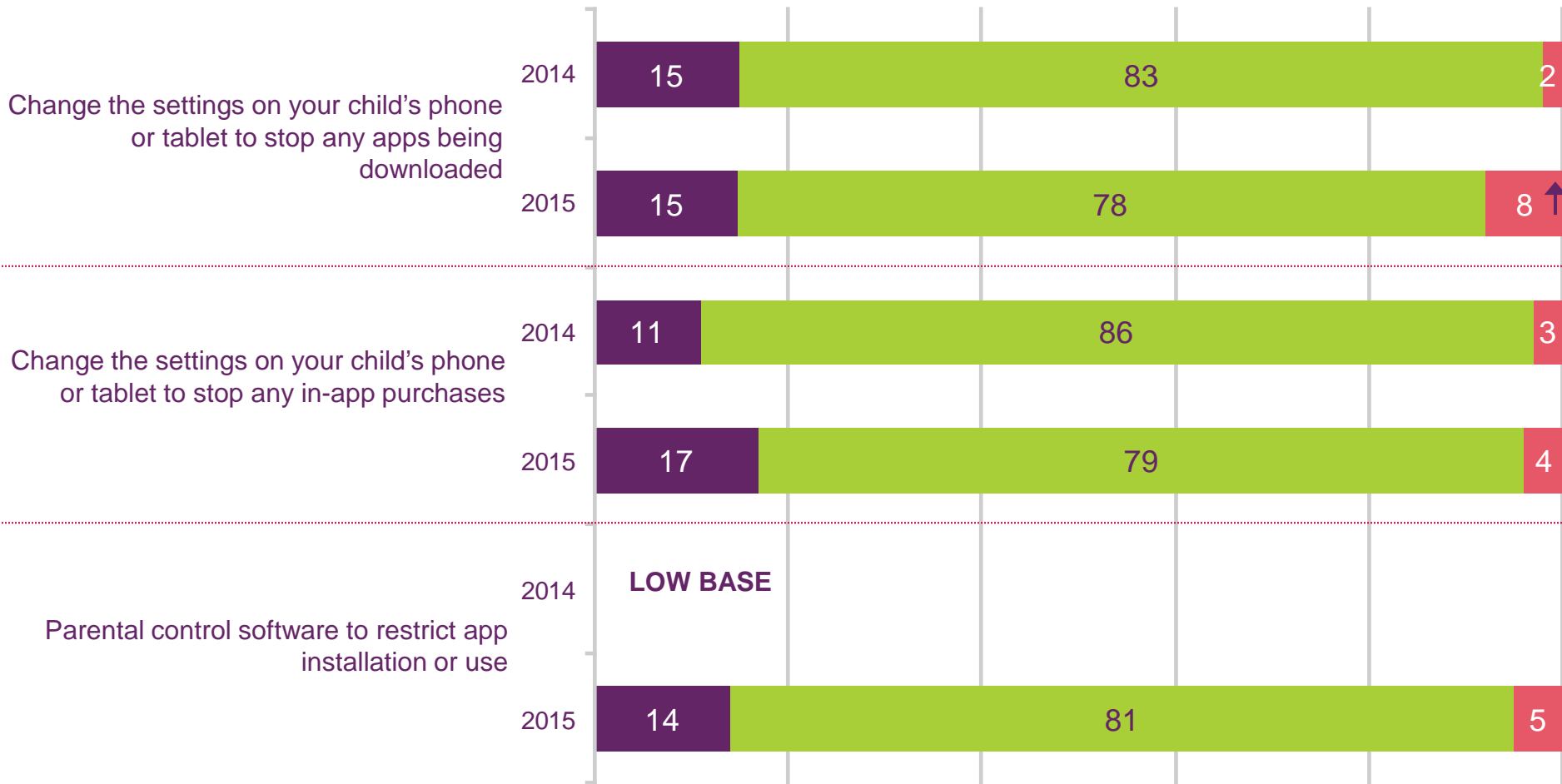


QP35J-L Do you think they block too much content or too little content? (Spontaneous responses, single coded)
 Base: Parents whose child uses a smartphone or tablet computer and who use each technical control (variable base). Significance testing shows any change between 2014 and 2015.

Figure 128: Parents of 5-15s who use each tool – perception of child’s ability to bypass technical tools for smartphones/ tablet computers: 2014, 2015



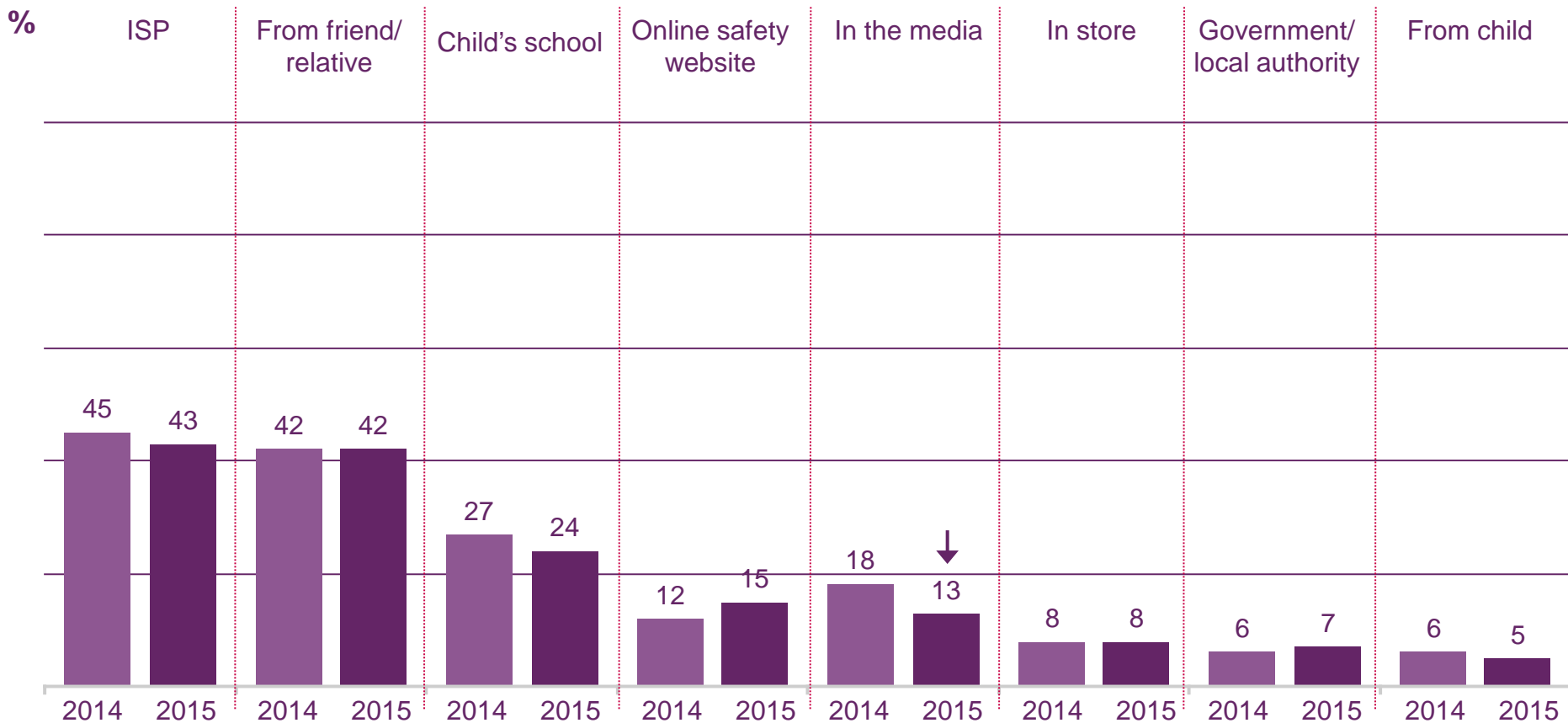
■ Yes, child can get around this ■ No, child cannot get around this ■ Don't know



QP36J-L Do you think your child can get around them? (Spontaneous responses, single coded)

Base: Parents whose child uses a smartphone or tablet computer and who use each technical control (variable base). Significance testing shows any change between 2014 and 2015.

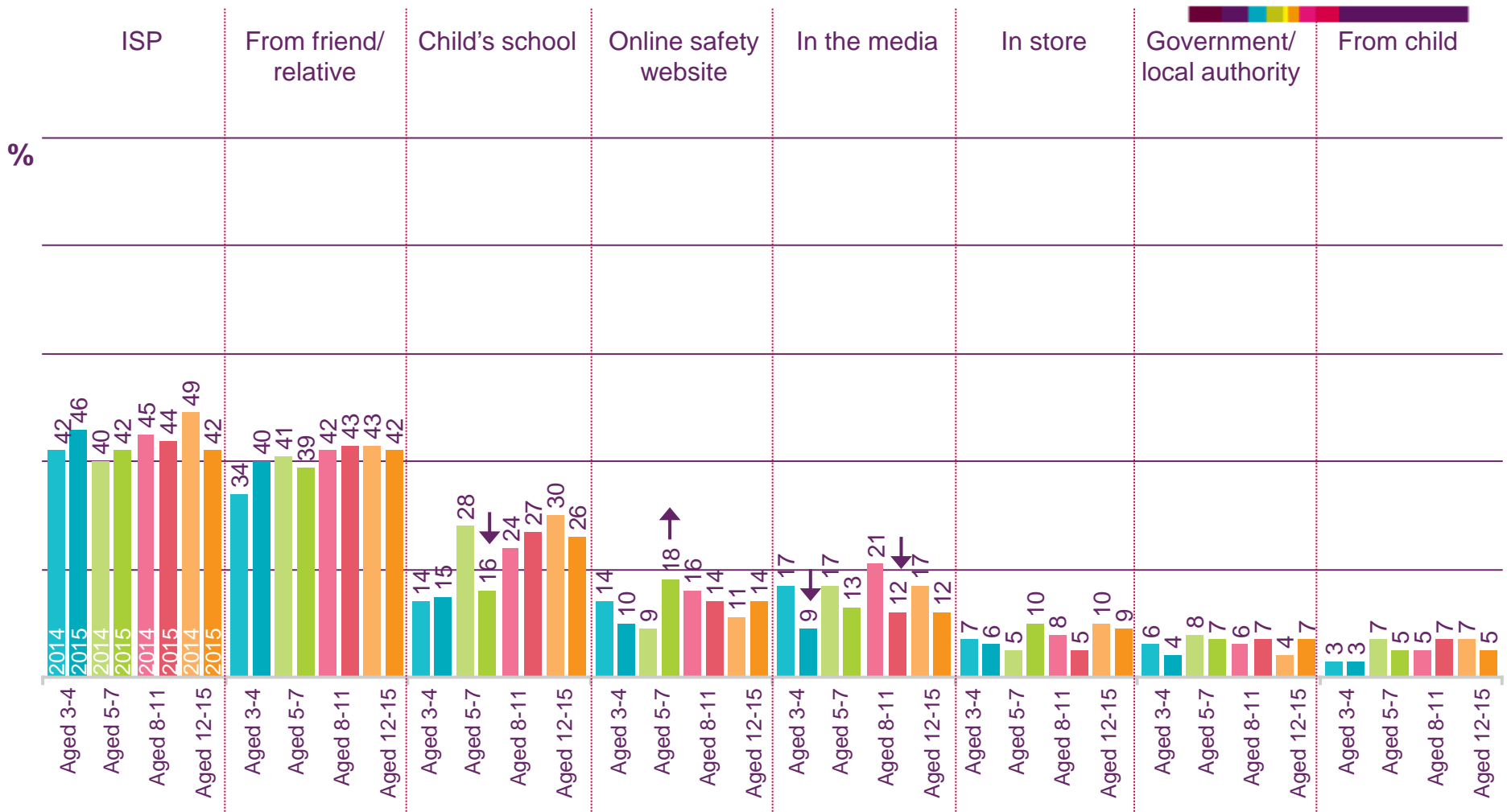
Figure 129: Information sources for finding out about technical tools that manage child's online access and use, 5-15s: 2014, 2015



QP40 – Where did you find information about tools or controls that you can use to manage your child's online access and use? (spontaneous responses, multi-coded) NB - Only showing responses given by more than 5% of parents of 5-15s who use any controls in 2015

Base: Parents of children aged 3-4 or 5-15 who use any of the tools/ controls (732 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 130: Information sources for finding out about technical tools that manage children's online access and use, by age: 2014, 2015

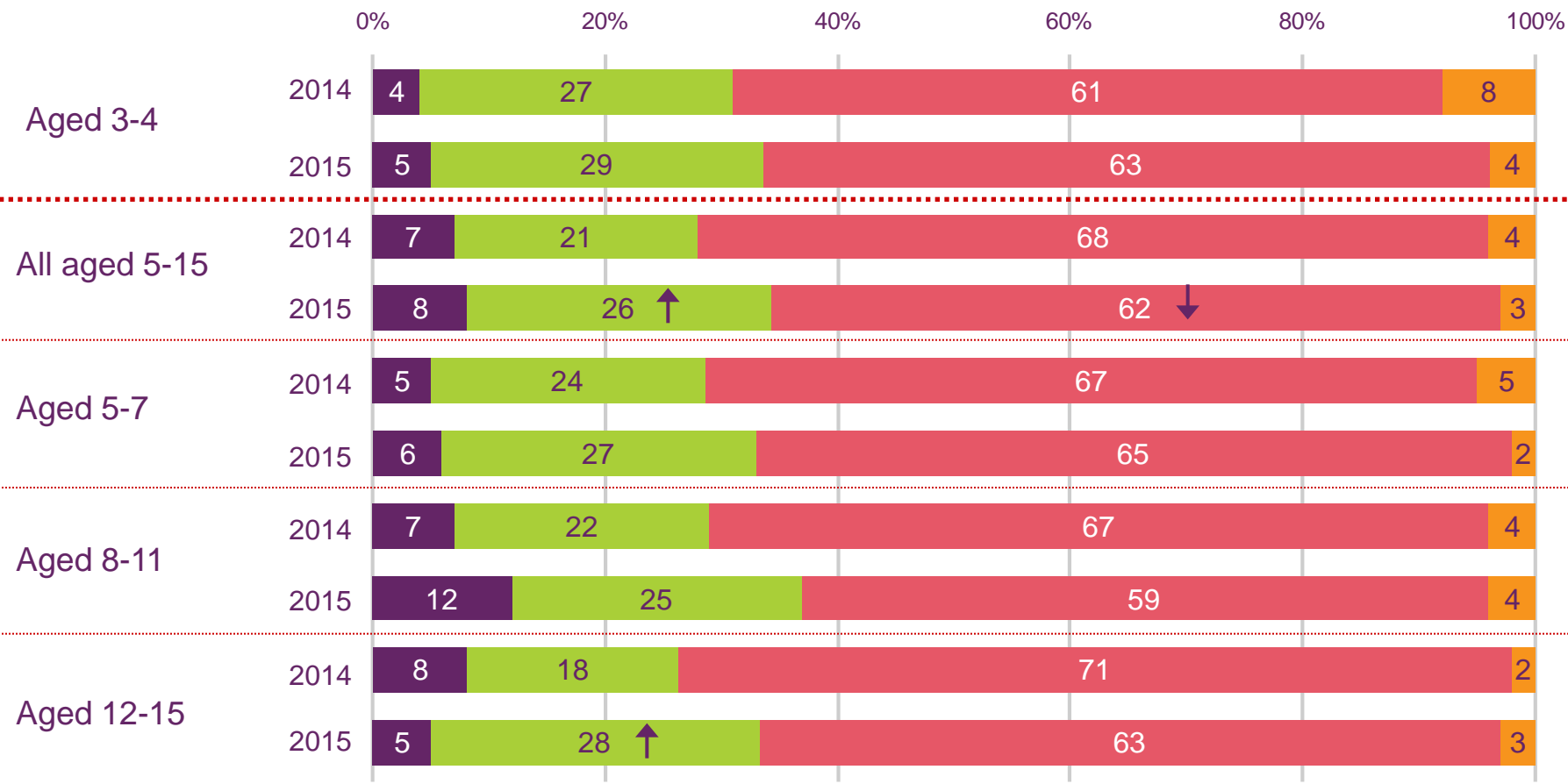


QP40 – Where do you find information about technical tools/ controls that you can use to manage your child's online access and use? (spontaneous responses, multi-coded) NB - Only showing responses given by more than 5% of parents of 5-15s who use any controls in 2015
 Base: Parents of children aged 3-4 or 5-15 who use any of the tools/ controls (227 aged 3-4, 197 aged 5-7, 286 aged 8-11, 249 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 131: Reasons for installing any of the technical tools or controls, by age of child: 2014, 2015



■ Any installed as a result of a negative experience
 ■ Came pre-installed
 ■ As a precaution/ just in case
 ■ Don't know



QP41 – Please look at the reasons shown on this card. Which one of these describes why the technical tools/ controls were put in place? (prompted responses, single coded)
 Base: Parents of children aged 3-4 or 5-15 who use any of the tools/ controls (227 aged 3-4, 732 aged 5-15, 197 aged 5-7, 286 aged 8-11, 249 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 132: Parents of 5-15s with a home broadband connection that the child uses who are aware of each control – reasons for not using each type of online technical tool: 2015

All aged 5-15	Content filters (Parental control software e.g. Net Nanny, McAfee) (n=345)	Content filters (ISP network level home filtering) (n=324)	Parental controls built into the device by the manufacturer (n=307)	Safe search enabled on search engine websites (n= 251)	YouTube safety mode enabled (n=210)
% of those with home broadband whose child goes online who are aware of but do not use this feature	32%	31%	29%	24%	20%
I prefer to talk to my child and use supervision and rules	53% ↑	52% ↑	52% ↑	48%	43%
Trust my child to be sensible/responsible	44%	43%	42%	43%	40%
Child is always supervised/ always an adult present	22%	22%	19%	23%	24%
Child learns how to be safe on the internet at school	14% ↑	15%	15% ↑	11%	8%
Filters block too much/ get in the way	10% ↑	10%	6% ↑	5%	6%
Too complicated/ time consuming to install/ administer	7%	8% ↑	6%	5%	5%
Don't know how to do this/ Didn't know this was possible	6%	7%	6%	10%	9%
Wouldn't work / They would find a way round the controls	6% ↑	8% ↑	7% ↑	6%	7%

QP42 Here are some reasons that other people have given for not using particular technical tools or controls. For each tool or control that you said earlier you were aware of but did not use, can you please say whether any of these reasons apply? (Prompted response, multi-coded) SHOWING RESPONSES GIVEN BY 5% OR MORE OF ALL PARENTS OF 5-15S RESPONDING ABOUT THE CONTROLS SHOWN

Base: - Parents of children aged 5-15 with a broadband internet connection at home that the child uses to go online and are aware of but who do not use each technical tool or control (variable table)

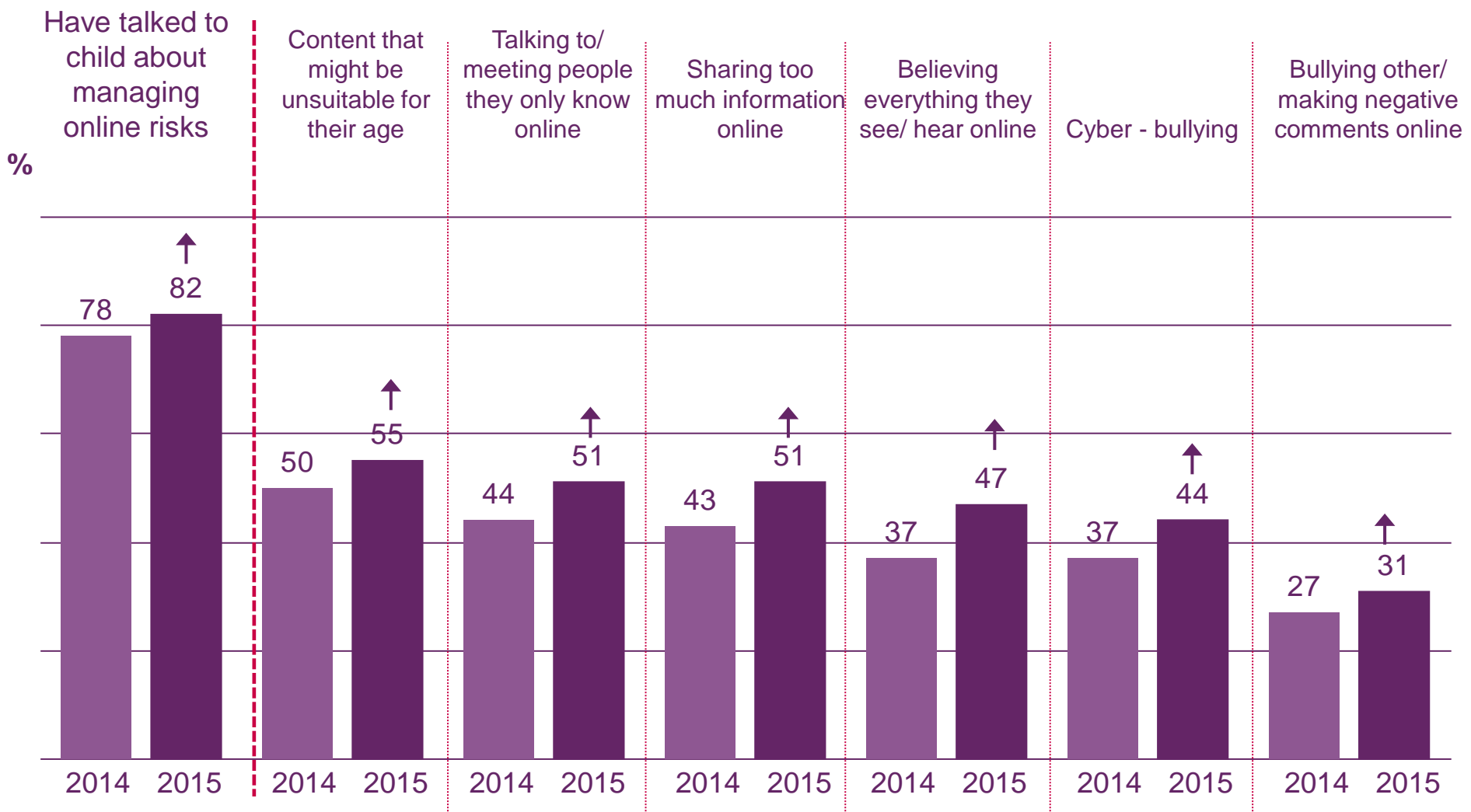
Figure 133: Parents of 5-15s who use a smartphone or tablet aware of each control – Reasons for not using each type of online technical tool: 2015

All aged 5-15	Parental control software to restrict app installation / use (n=189)
% of those whose child uses a smartphone or tablet who are aware of but do not use this feature	18%
Trust my child to be sensible/ responsible	45%
I prefer to talk to my child and use supervision and rules	44%
Child is always supervised/ always an adult present	24% ↑
Child learns how to be safe on the internet at school	11%
Wouldn't work/ They would find a way round the controls	7% ↑
Don't know how to do this/ Didn't know this was possible	6%
Too complicated/ time consuming to install/ administer	6%
Filters block too much/ get in the way	3%
Filters don't block enough	2%

QP42 Here are some reasons that other people have given for not using particular technical tools or controls. For each tool or control that you said earlier you were aware of but did not use, can you please say whether any of these reasons apply? (Prompted response, multi-coded)

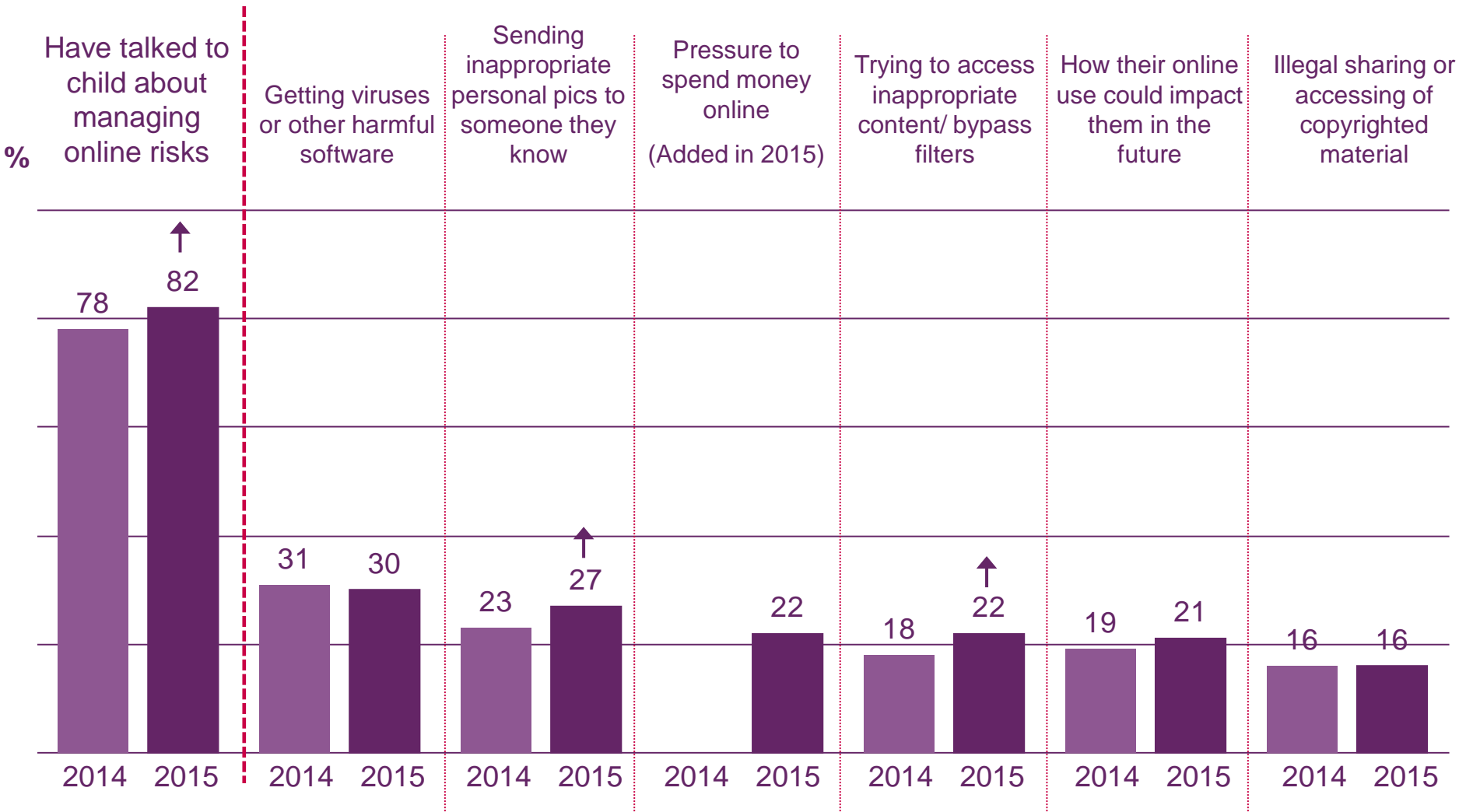
Base: Parents whose child uses a smartphone or tablet computer and who are aware of this feature but who do not use it (189). Significance testing shows any change between 2014 and 2015.

Figure 134: Parents talking to their child about managing online risks, 5-15s: 2014, 2015



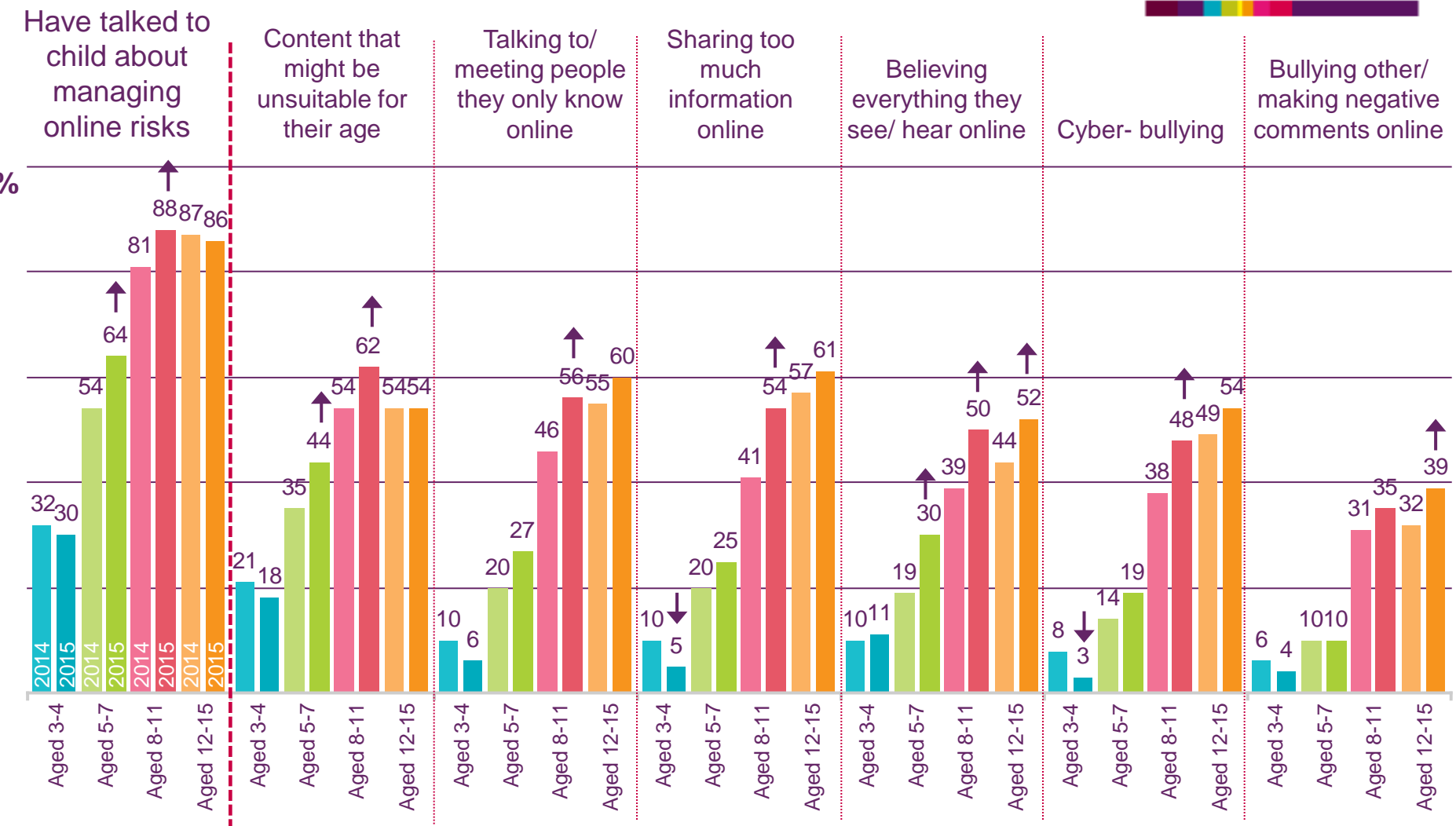
QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 135: Parents talking to their child about managing online risks, 5-15s: 2014, 2015



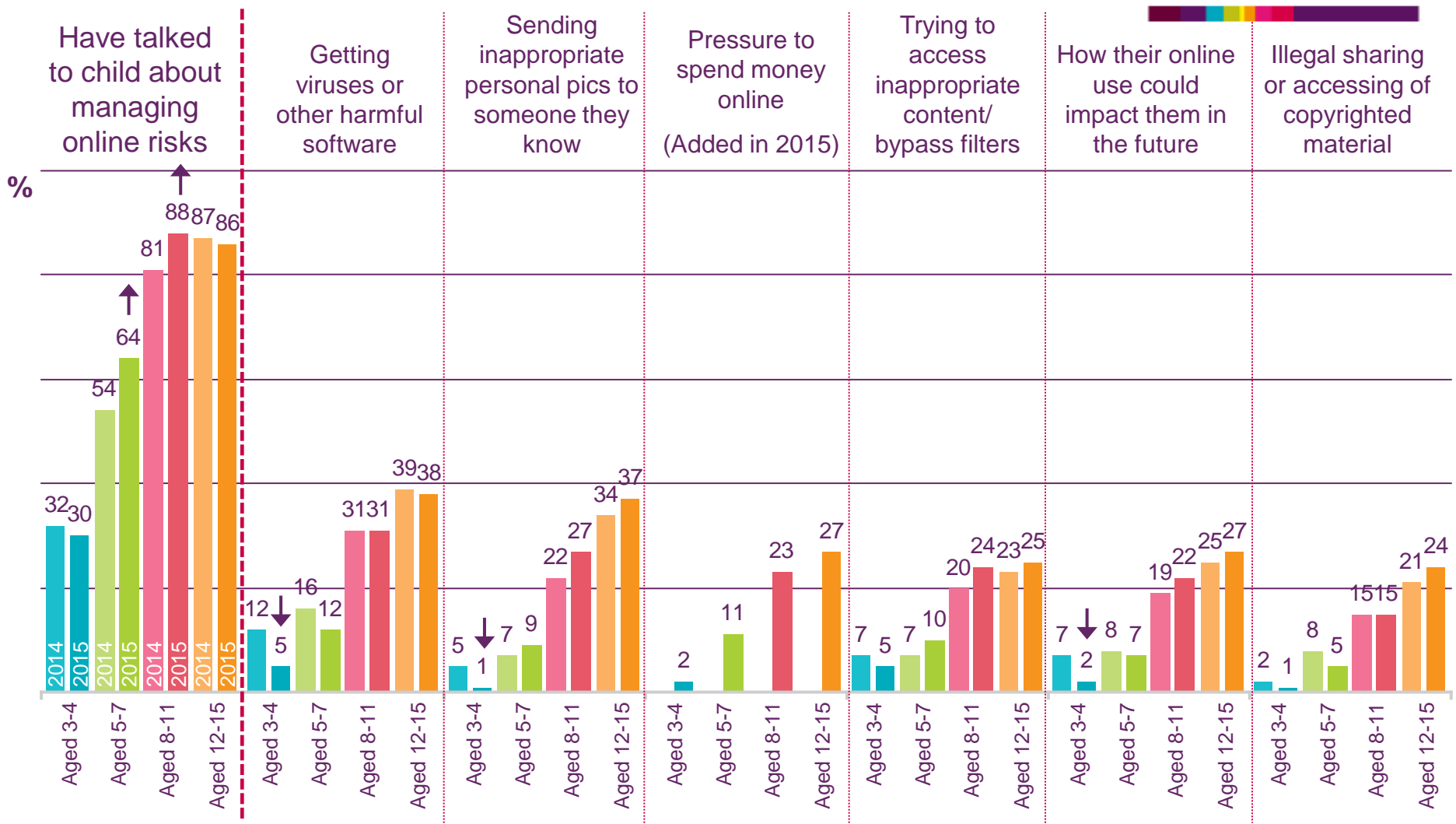
QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 136: Parents talking to their child about managing online risks, by age: 2014 , 2015



QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 137: Parents talking to their child about managing online risks, by age: 2014, 2015

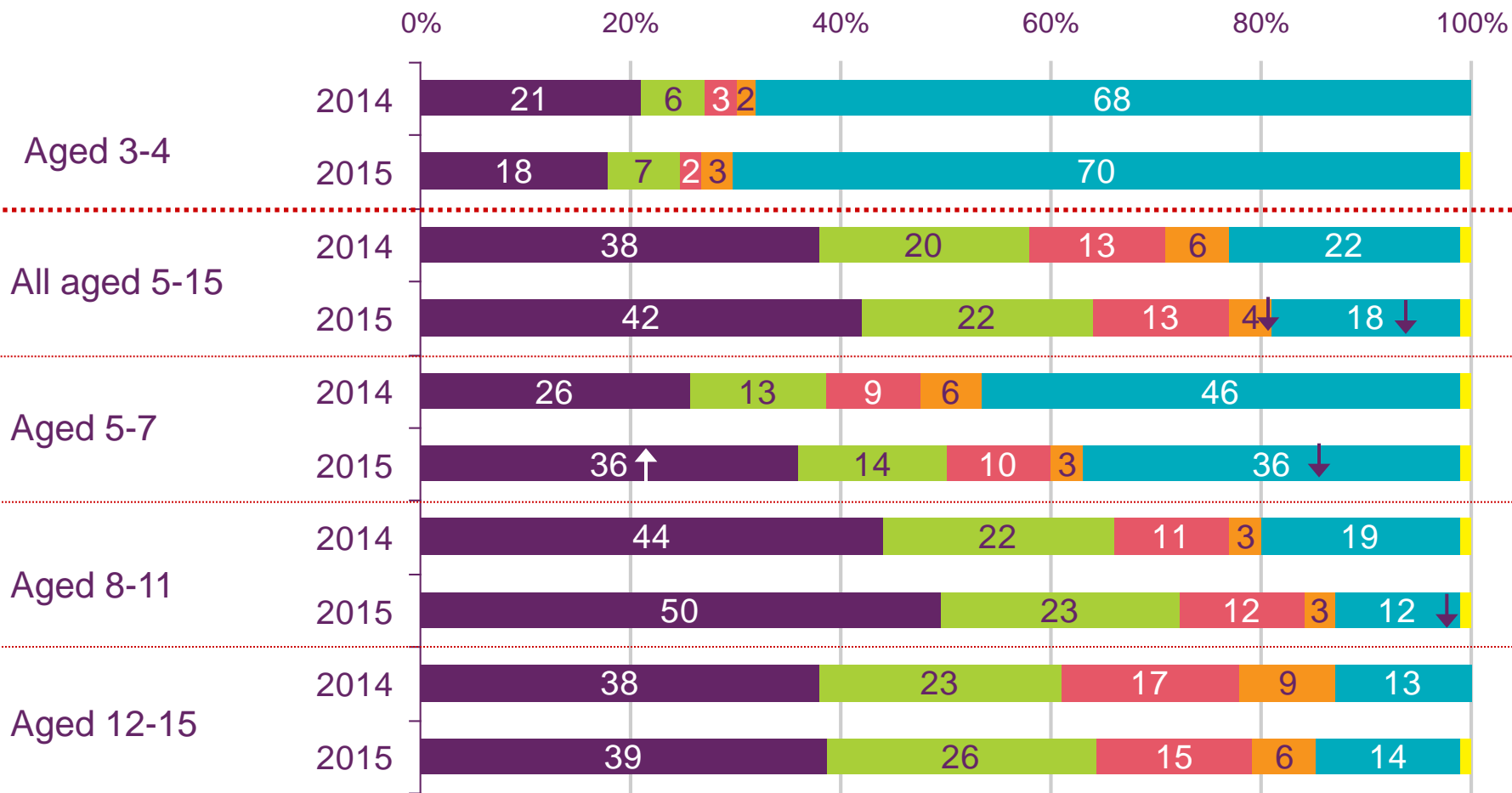


QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 138: Frequency of talking to children about managing online risks, by age: 2014, 2015

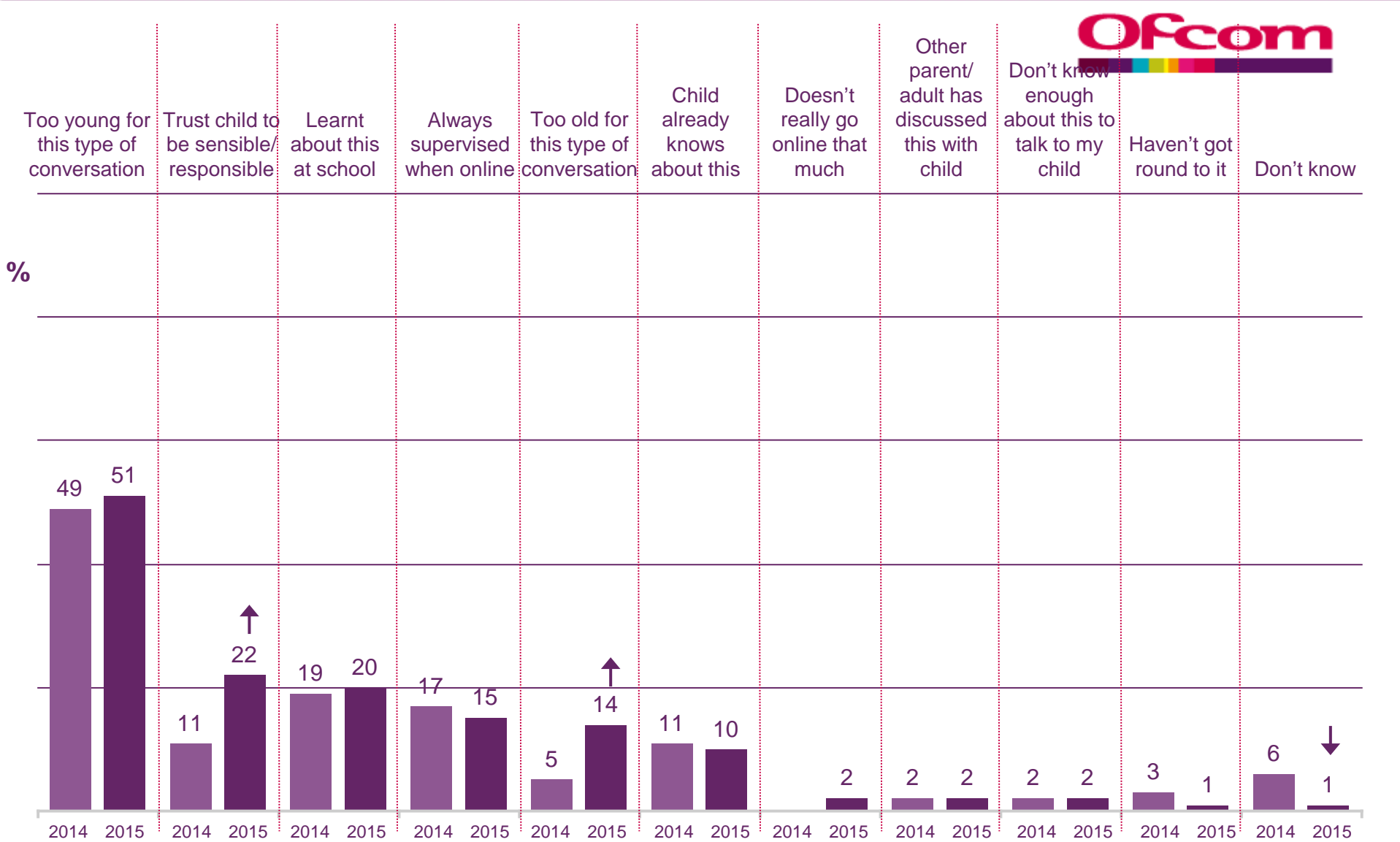


- At least every few weeks
- At least every few months
- Less often, but more than once
- Only once
- Have never talked to my child about managing online risks
- Don't know



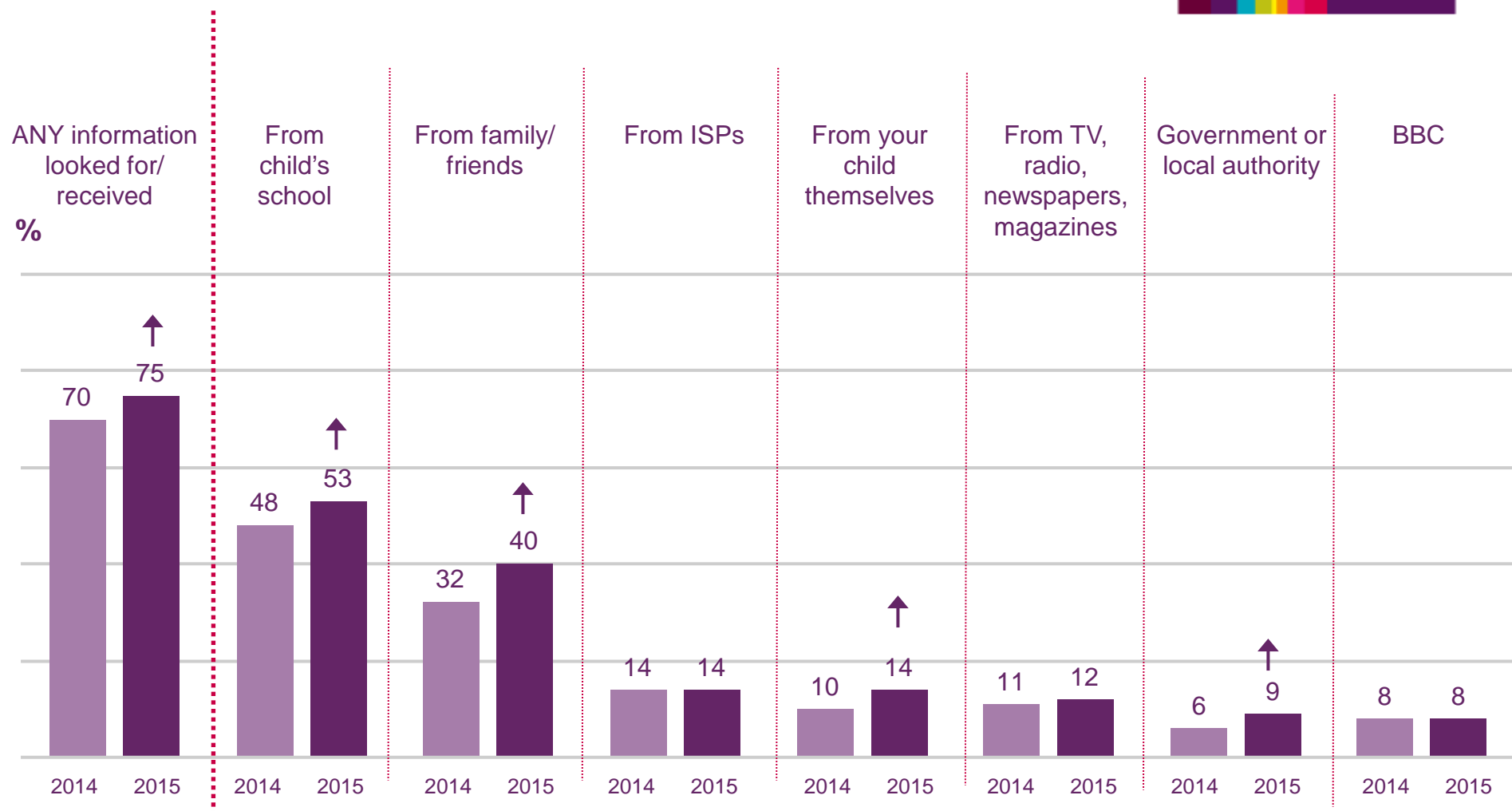
QP29 – Which of these best describes how often you talk to your child about these things? (single coded)
 Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 139: Reasons for not having talked to child about managing online risks, 5-15s: 2014, 2015



QP30 – And can you tell me why you have not talked with your child about these things (spontaneous responses, multi-coded)
 Base: Parents of children aged 5-15 who have not talked to their child about managing online risks (214 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

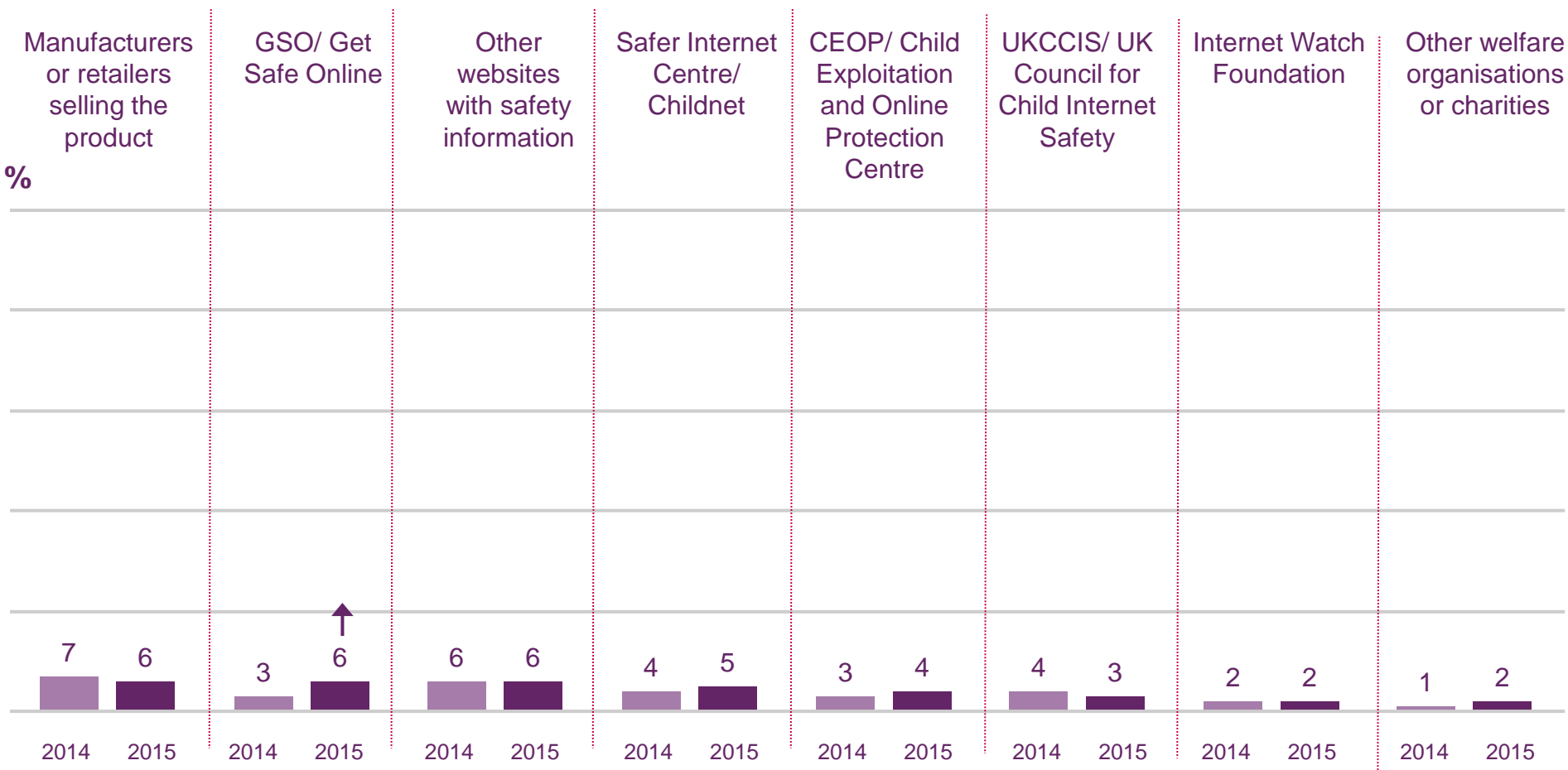
Figure 140: Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to manage online risks: 2014 and 2015



QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where >1% of all parents of 5-15s have given that answer

Base: Children aged 5-15 who use the internet at home or elsewhere (1169 aged 5-15 in 2015) - Significance testing shows any differences between 2014 and 2015

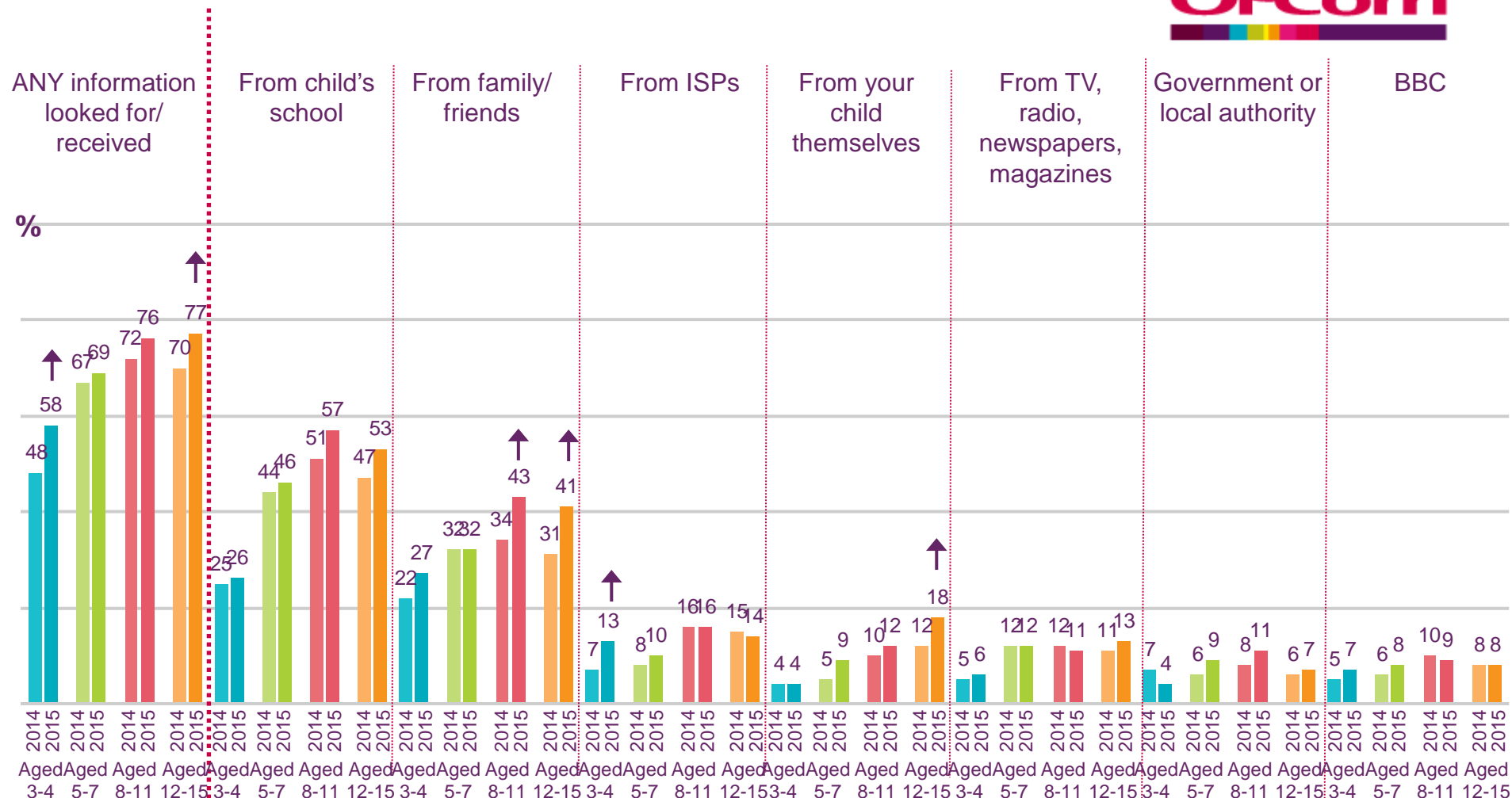
Figure 141: Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to manage online risks: 2014 and 2015



QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where >1% of all parents of 5-15s have given that answer

Base: Children aged 5-15 who use the internet at home or elsewhere (1169 aged 5-15 in 2015) - Significance testing shows any differences between 2014 and 2015

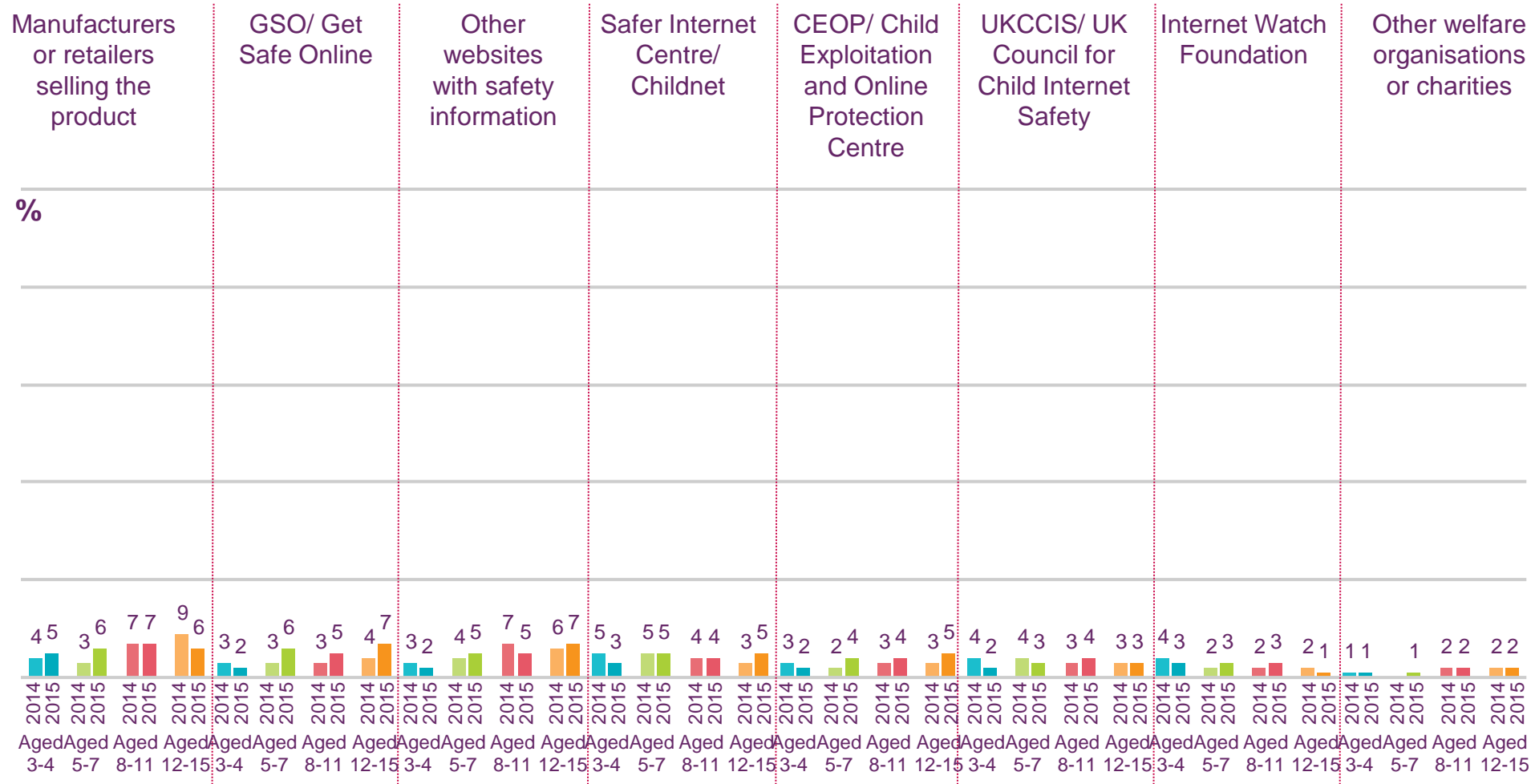
Figure 142a: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks, by age: 2014 and 2015



QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where >1% of all parents of 5-15s have given that answer

Base: Children aged 3-4 or 5-15 who use the internet at home or elsewhere (262 aged 3-4, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015) – Significance testing shows any differences between 2014 and 2015

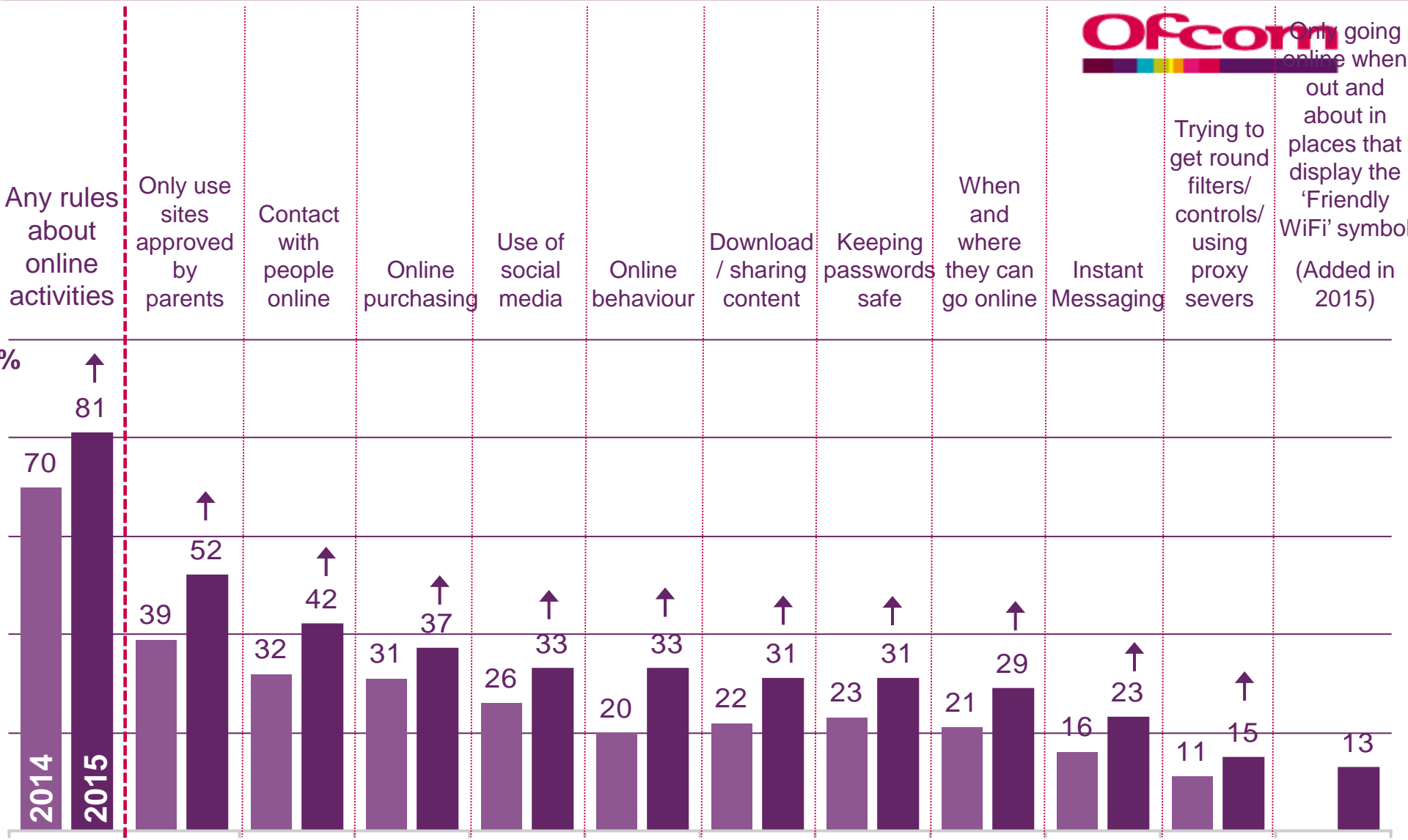
Figure 142b: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks, by age: 2014 and 2015



QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where >1% of all parents of 5-15s have given that answer

Base: Children aged 3-4 or 5-15 who use the internet at home or elsewhere (262 aged 3-4, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015) – Significance testing shows any differences between 2014 and 2015

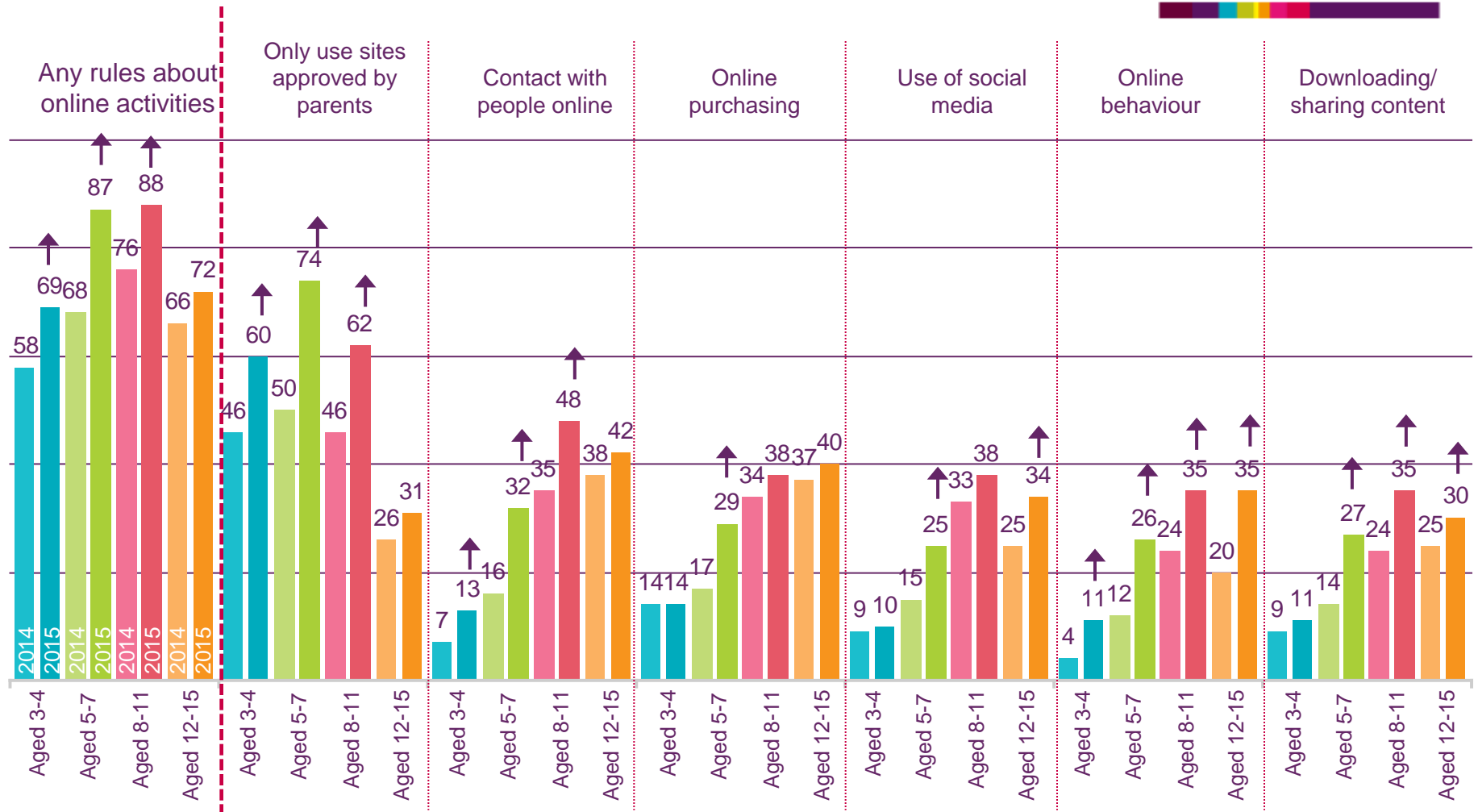
Figure 143: Rules about child's online activities among parents of 5-15s: 2014, 2015



QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)

Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

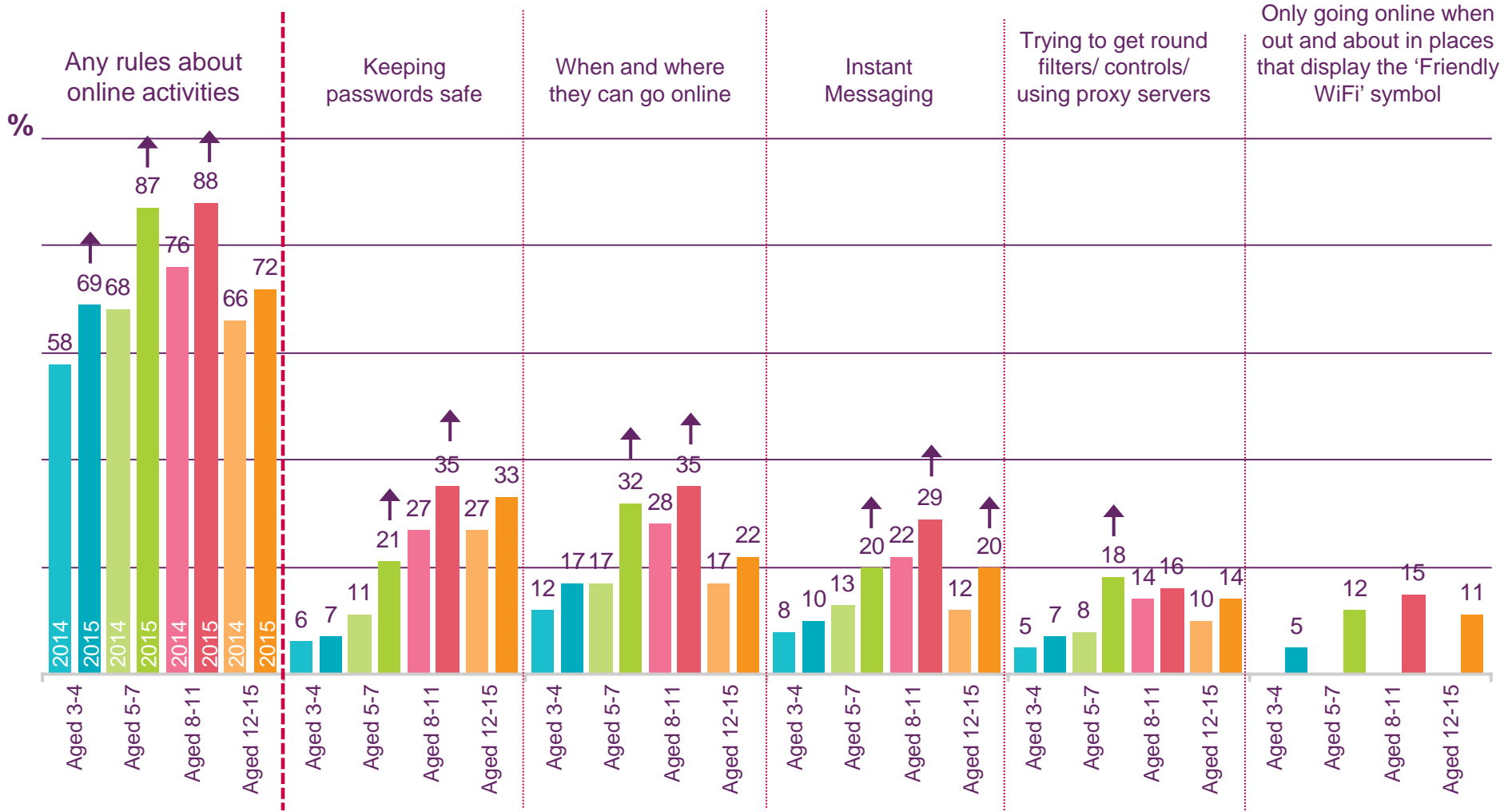
Figure 144a: Rules about child's online activities among parents, by age: 2014 and 2015



QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)

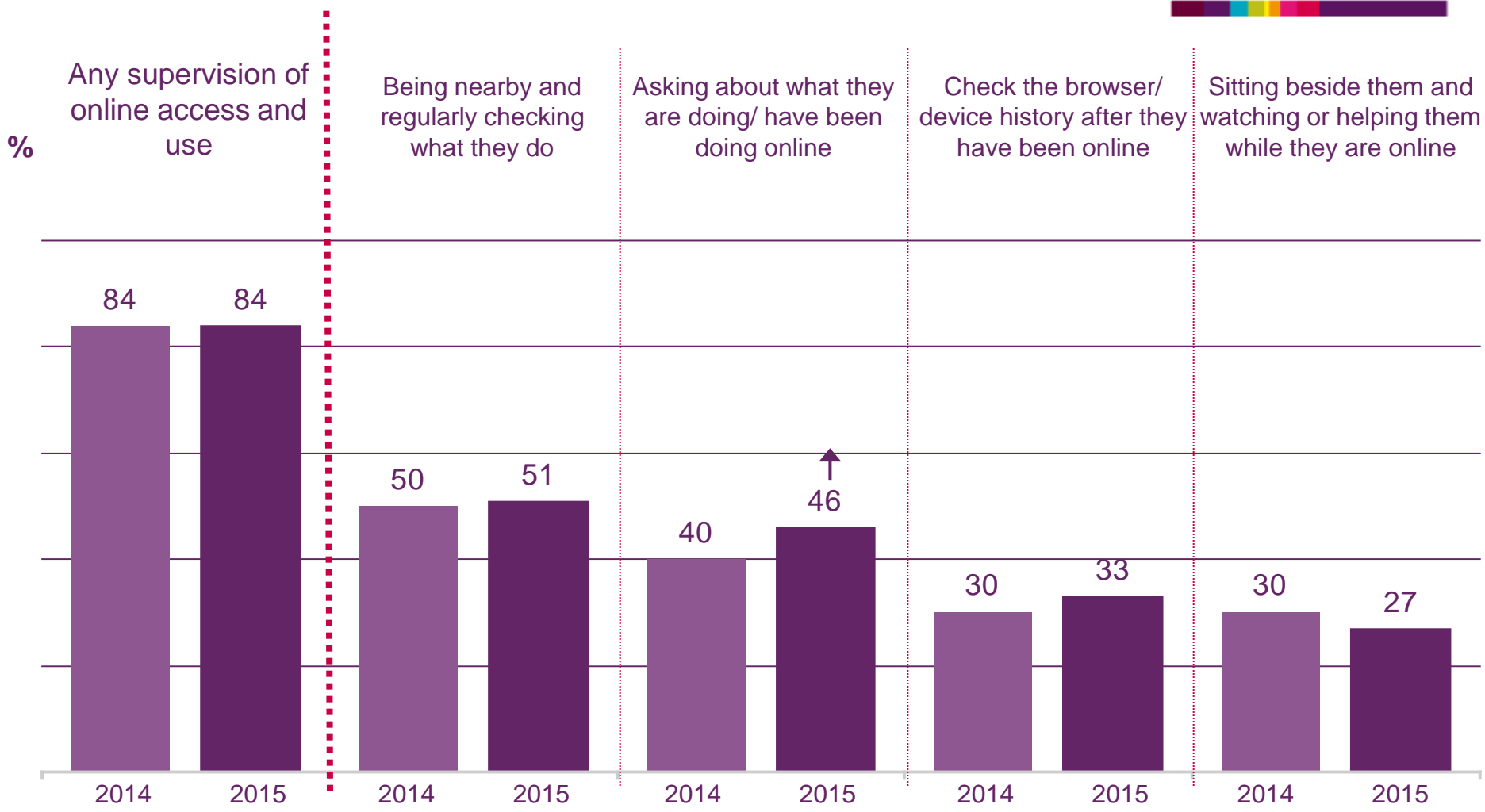
Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 144b: Rules about child's online activities among parents, by age: 2014 and 2015



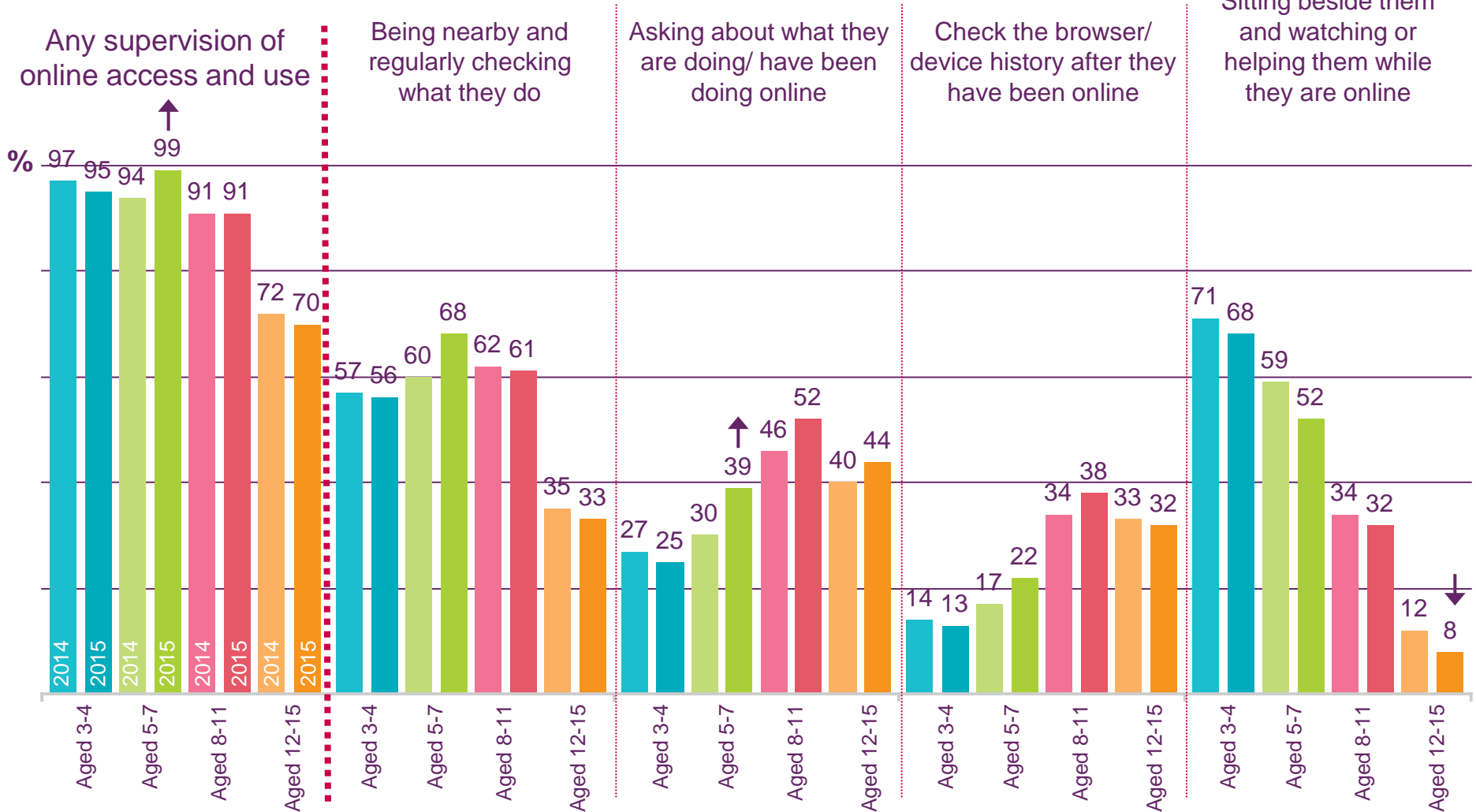
QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 145: Types of parental supervision when child goes online at home or elsewhere, among parents of 5-15s: 2014, 2015



QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 146: Types of parental supervision when child goes online, by age: 2014, 2015



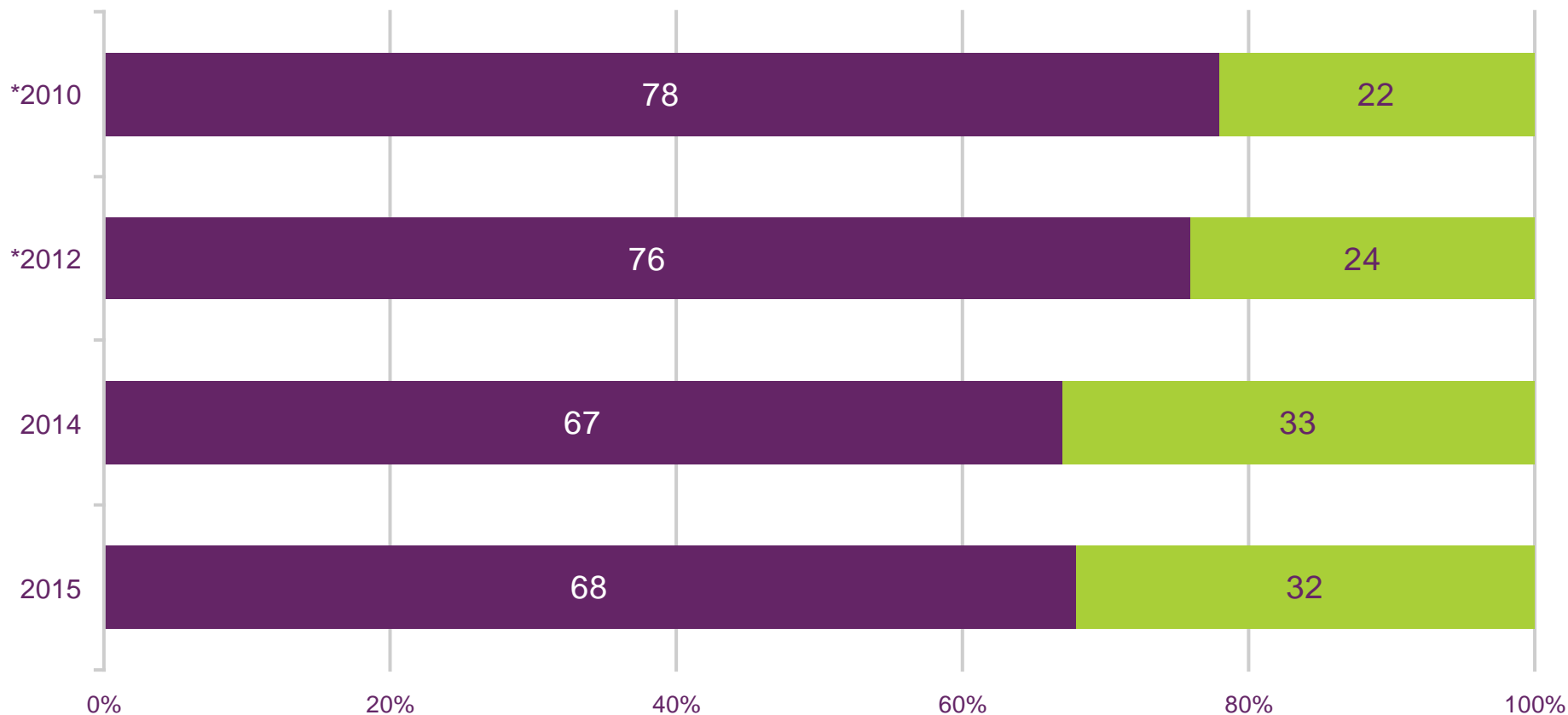
QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 147: Parental checking of social media site activity among children aged 12-15 who go online at home (2010, 2012) or elsewhere (2014, 2015)



■ Yes, check what child is doing

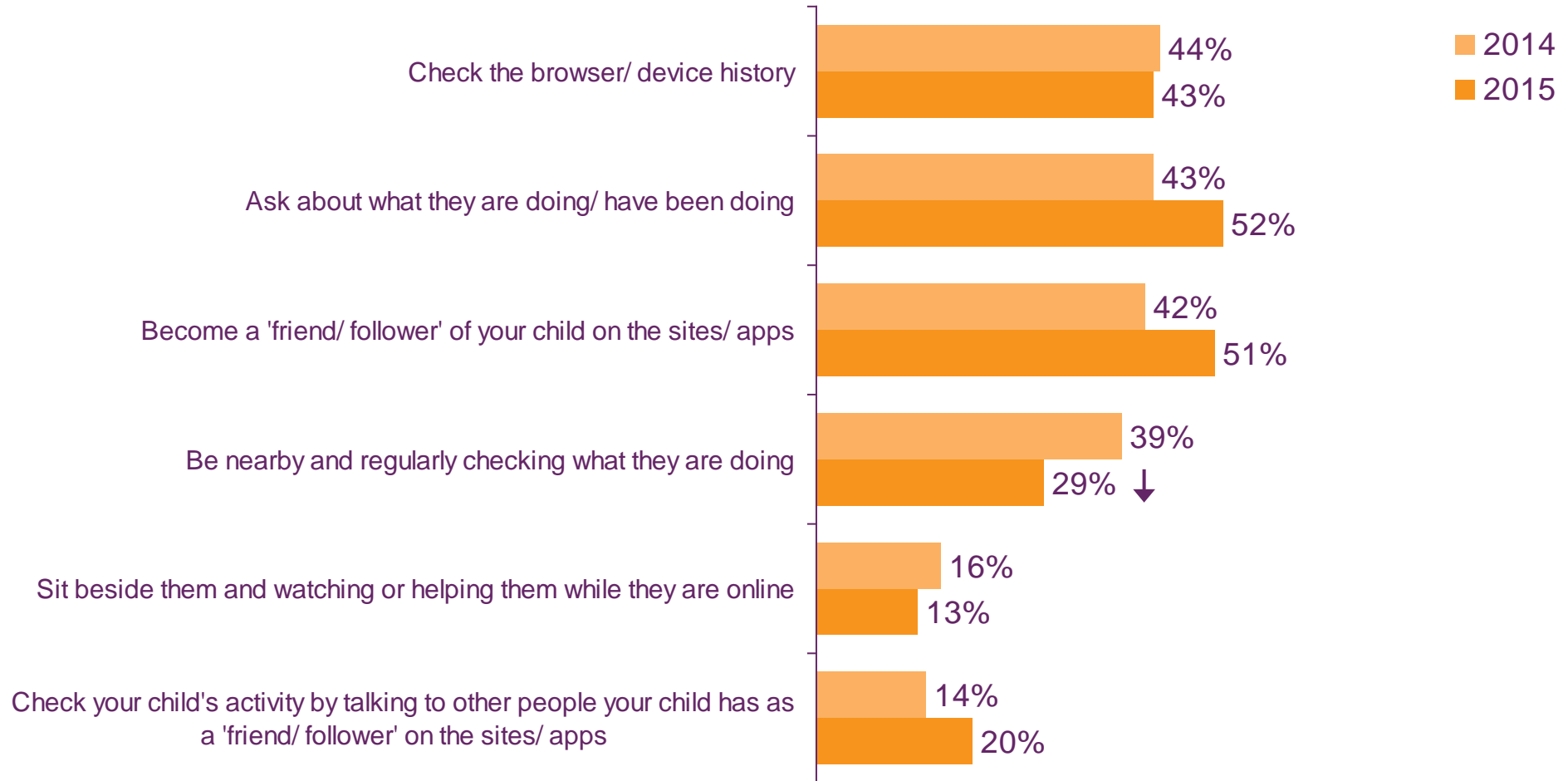
■ No, do not check what child is doing



QP46 – Do you tend to check what they are doing when they are visiting these types of social media sites or apps? *Prior to 2014 it asked about social networking sites rather than social media sites or apps.

Base: Parents of children with a social media profile (422 aged 12-15 in 2015) – Significance testing shows any differences between 2014 and 2015.

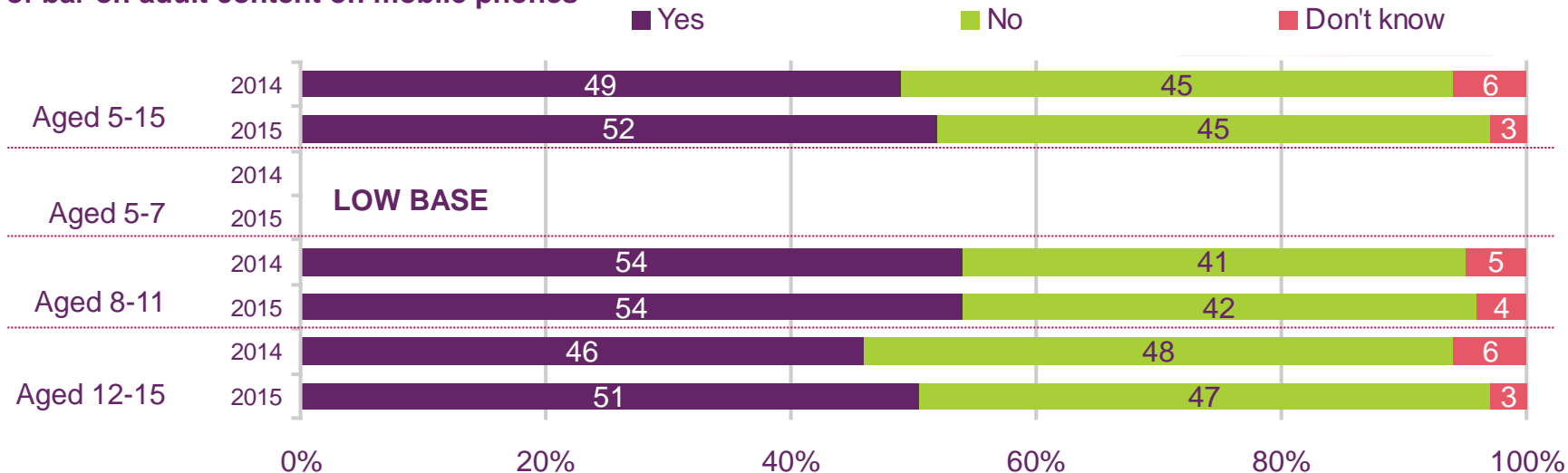
Figure 148: Methods of supervising/ checking 12-15 year old child's use of social media sites or apps: 2014, 2015



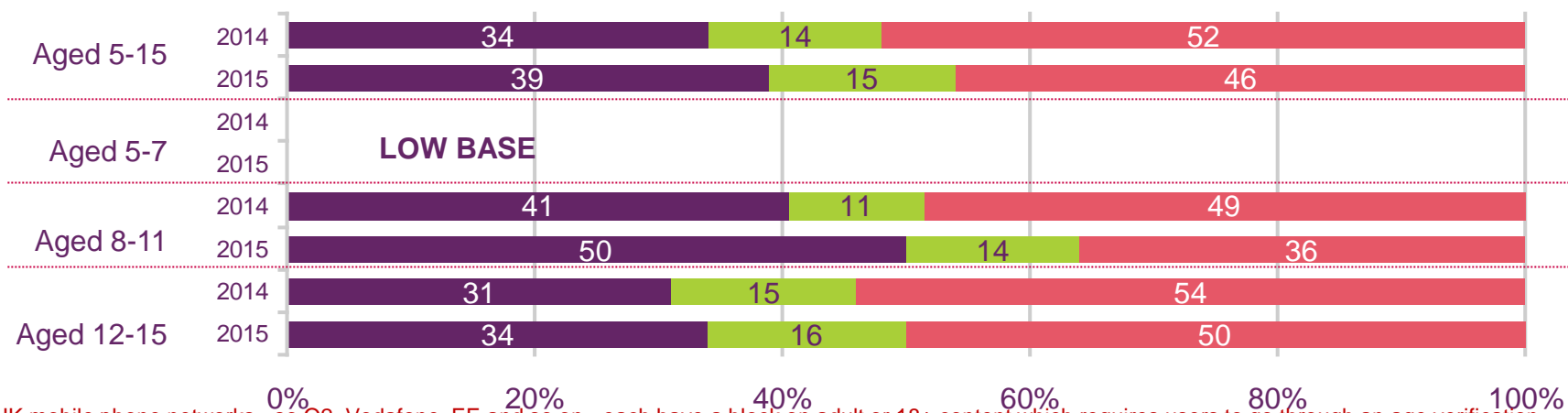
QP47 Which of these ways do you check what your child is doing on social media sites or apps? (Prompted responses, multi-coded)
 Base: Parents whose child has a social media profile or account and who say they check what their child is doing (224 aged 12-15)

Figure 149: Awareness and use of bar on adult content for mobile phones, by age: 2014, 2015

Awareness of bar on adult content on mobile phones



■ Yes - bar on adult content set up and in place
 ■ No - bar on adult content has been deactivated
 ■ Don't know whether bar on adult content is in place



QP61/ 63 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today? (spontaneous responses, single coded) / Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (spontaneous responses, single coded)

Base: Parents whose child has a mobile phone (545 aged 5-15, 156 aged 8-11, 372 aged 12-15 in 2015)/ Parents of children aged 5-15 whose child has a mobile phone that can be used to go online (461 aged 5-15, 113 aged 8-11, 333 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015

Figure 150: Parental rules for mobile phones, by age: 2015

	Aged 8-11	Aged 12-15
Any rules or restrictions	88%	82%
There is an agreed limit for amount spent on contract or through top-up (added in 2015)	40%	54%
No calls to premium rate numbers	25%	37% ↑
No texts to premium rate numbers	21%	34% ↑
Regularly check what they are doing with the phone	34%	20%
Rules about what they do online on their phone (added in 2015)	28%	18%
Only calls/ texts to an agreed list of people	29%	15%
Only able to download free to purchase apps (added in 2015)	19%	17%
No in app/ online purchasing	19%	13%
Only send pictures/ videos to an agreed list of people	16%	11%
Child is responsible for paying top-ups/ bills	10%	12%
No going online/ using apps to go online	20% ↑	5%
App store password is not known by the child	13%	7%
Prevent certain apps from knowing child's location by disabling location (added in 2015)	14%	7%
Only to make/ receive voice calls or send texts, nothing else	14%	4%
No downloading of apps onto the phone	10%	6%

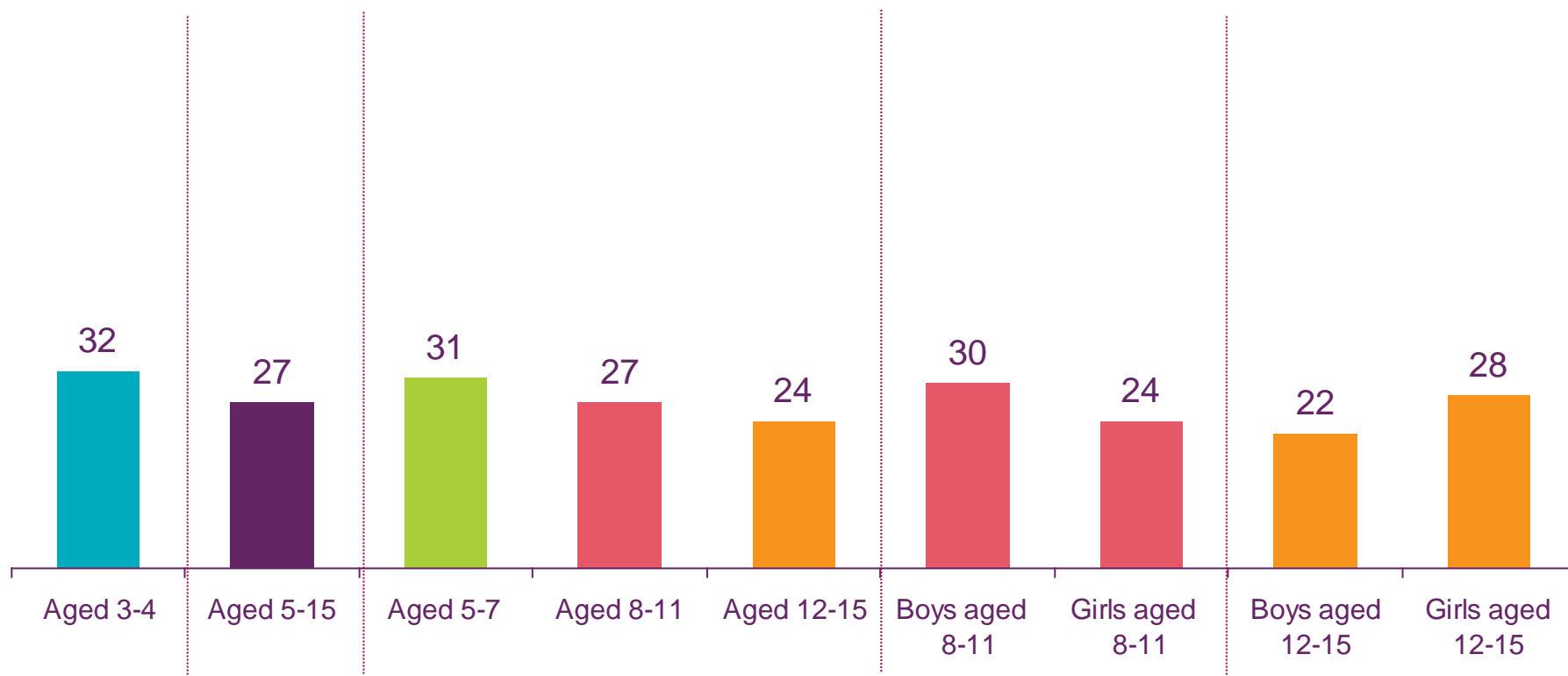
QP59– Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone ? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 with a mobile phone (156 aged 8-11, 372 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015

Figure 151: Use of parental controls on games consoles/ games players used at home or elsewhere, by age: 2015



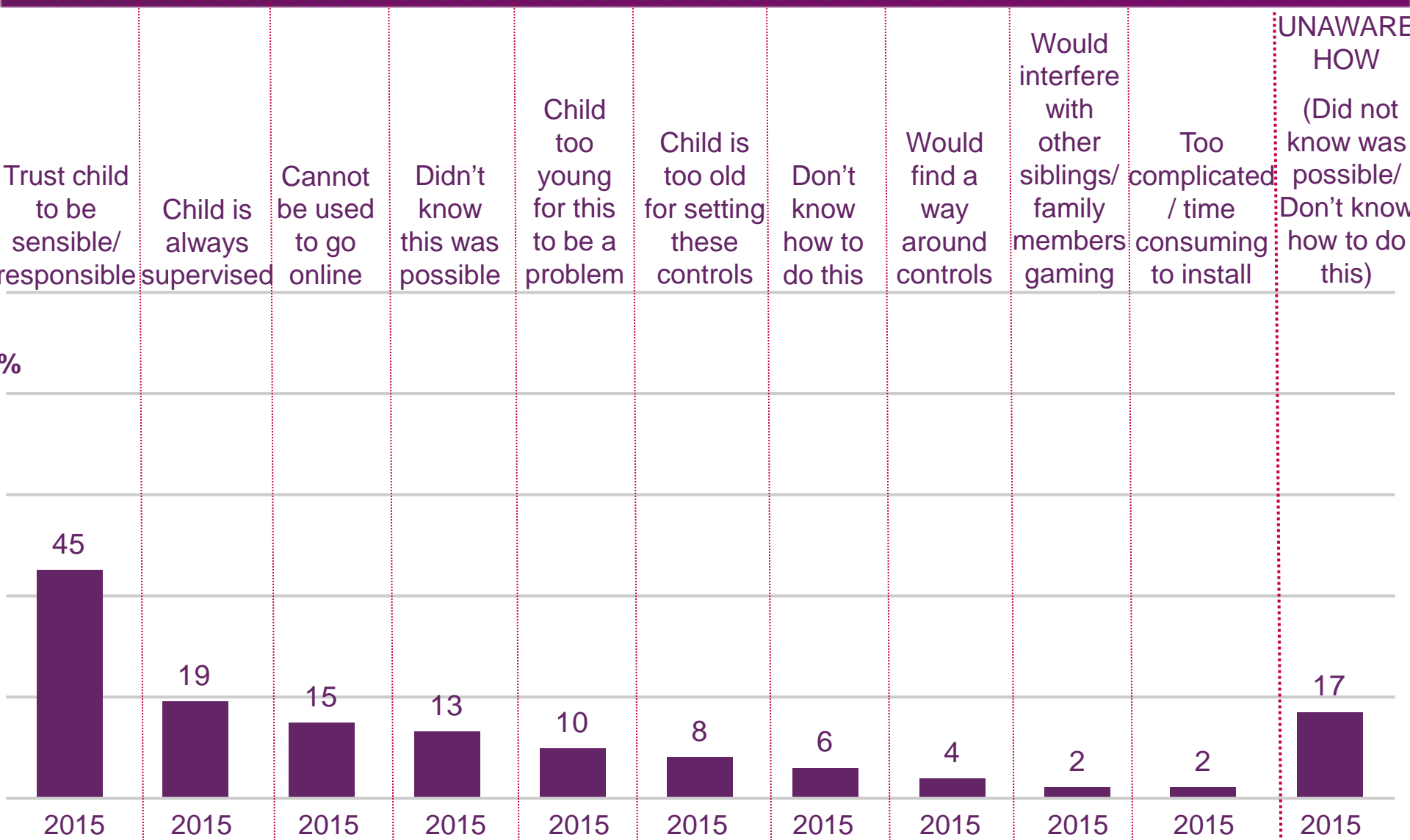
%



QP71 – Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online. (spontaneous responses, single coded)

Base: Parents whose child ever plays games on a handheld games console or a games console connected to a TV ((272 aged 3-4, 843 aged 5-15, 215 aged 5-7, 330 aged 8-11, 298 aged 12-15, 187 boys aged 8-11, 143 girls aged 8-11, 193 boys aged 12-15, 105 girls aged 12-15).

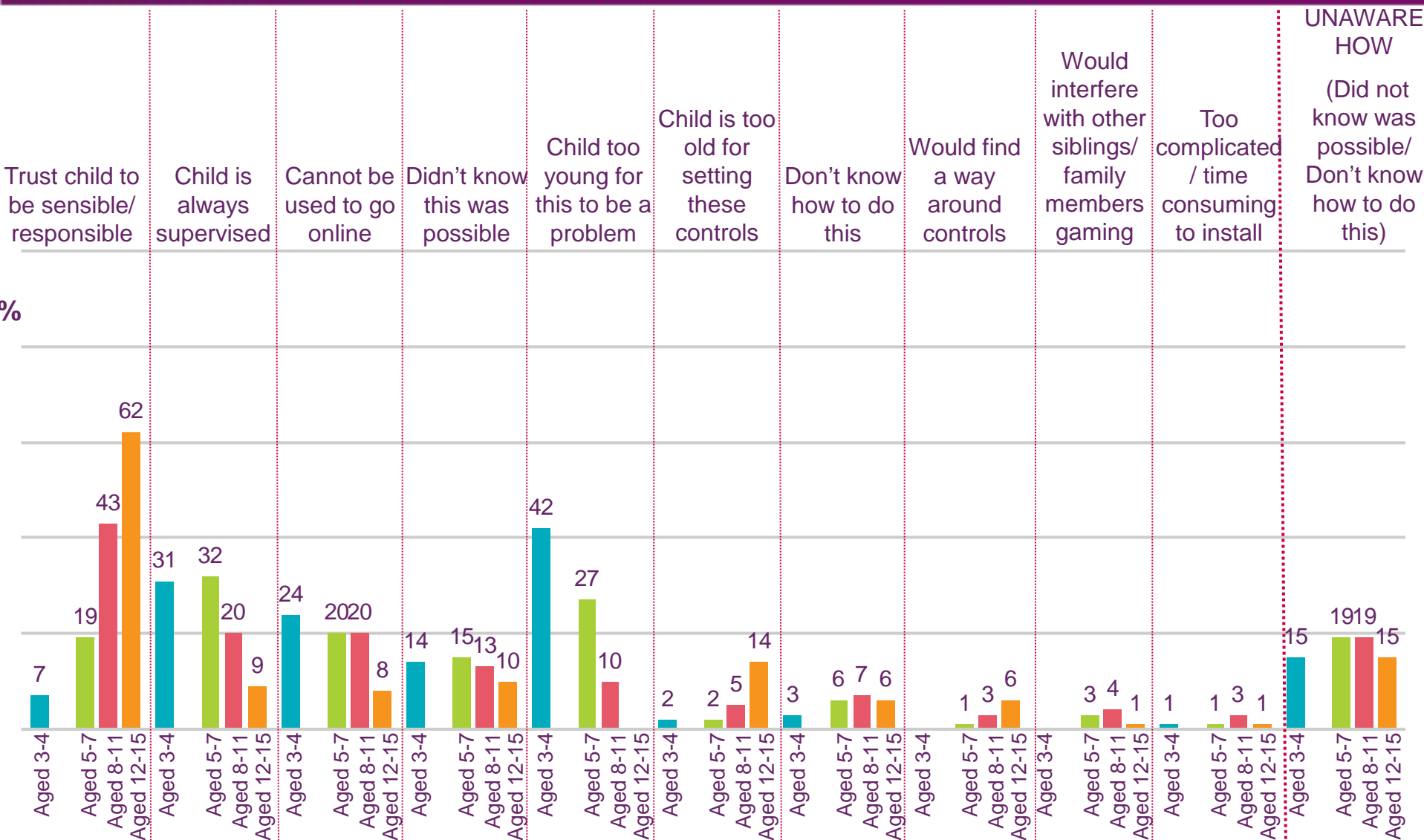
Figure 152: Reasons for not having parental controls on games consoles/ games players among parents of 5-15s whose child plays games at home or elsewhere (2015)



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (spontaneous responses, multi-coded). Showing responses given by >1% of parents of 5-15s

Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (568 aged 5-15 in 2015)

Figure 153: Reasons for not having parental controls on games consoles/ games players among parents of 5-15s whose child plays games at home or elsewhere, by age: 2015



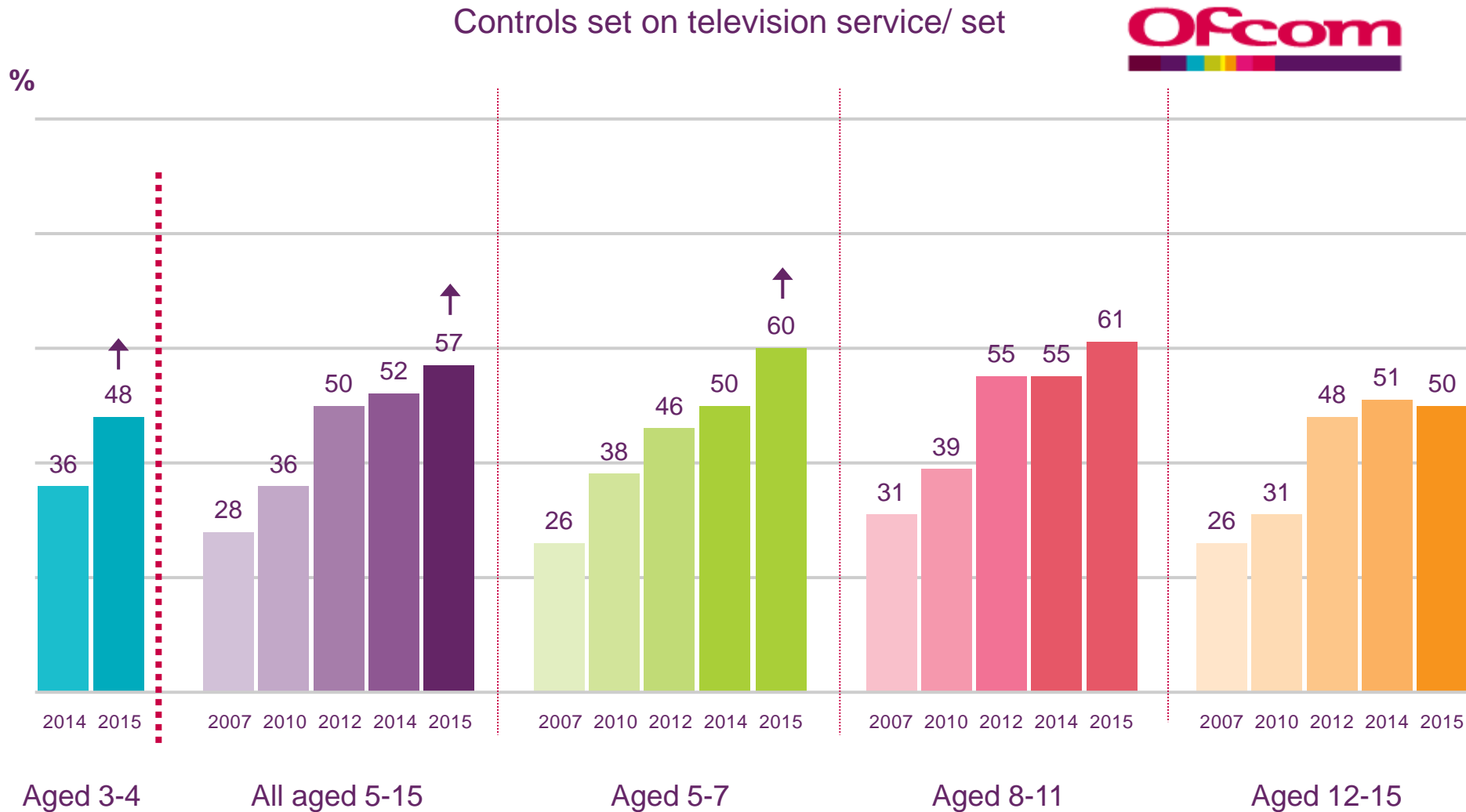
QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (spontaneous responses, multi-coded). Showing responses given by >1% of parents of 5-15s

Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (121 aged 3-4, 139 aged 5-7, 222 aged 8-11, 207 aged 12-15 in 2015)

Figure 154: Parental rules for gaming, by age: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	89%	86%	94%	91%	74%
Only games with appropriate age rating	62%	54%	76%↑	58%	34%
No games after a certain time	56%↑	53%↑	61%↑	58%	42%
No games with nudity/ sexual content	47%	46%↑	60%↑	48%	33%
No games with violence	50%	44%↑	59%↑	47%	30%
No games with swearing/ bad language	49%	43%↑	59%↑	48%↑	27%
No games with drug use	48%	43%↑	60%↑	45%	28%
Regularly check on what they're playing	45%↑	43%↑	56%↑	46%↑	30%
No online chat or messaging	31%↑	25%↑	46%↑	27%	9%
Only games that are free to play (added in 2015)	27%	24%	35%	25%	16%
No online game playing with people they don't already know	28%	24%↑	38%↑	25%	13%
No online game playing	36%	24%	41%↑	24%	11%
No games with subscription that recur after a set period of time (i.e. monthly - added in 2015)	24%	20%	33%	20%	12%
No games with in-app or in game purchasing (added in 2015)	23%	19%	30%	20%	10%
No multi-player games	26%↑	18%↑	32%↑	18%	7%
Can only play when supervised/ not on their own	35%	14%	27%	13%	5%
Only a game that an adult or parent has played/ tried first	25%	14%↑	22%	13%	9%↑

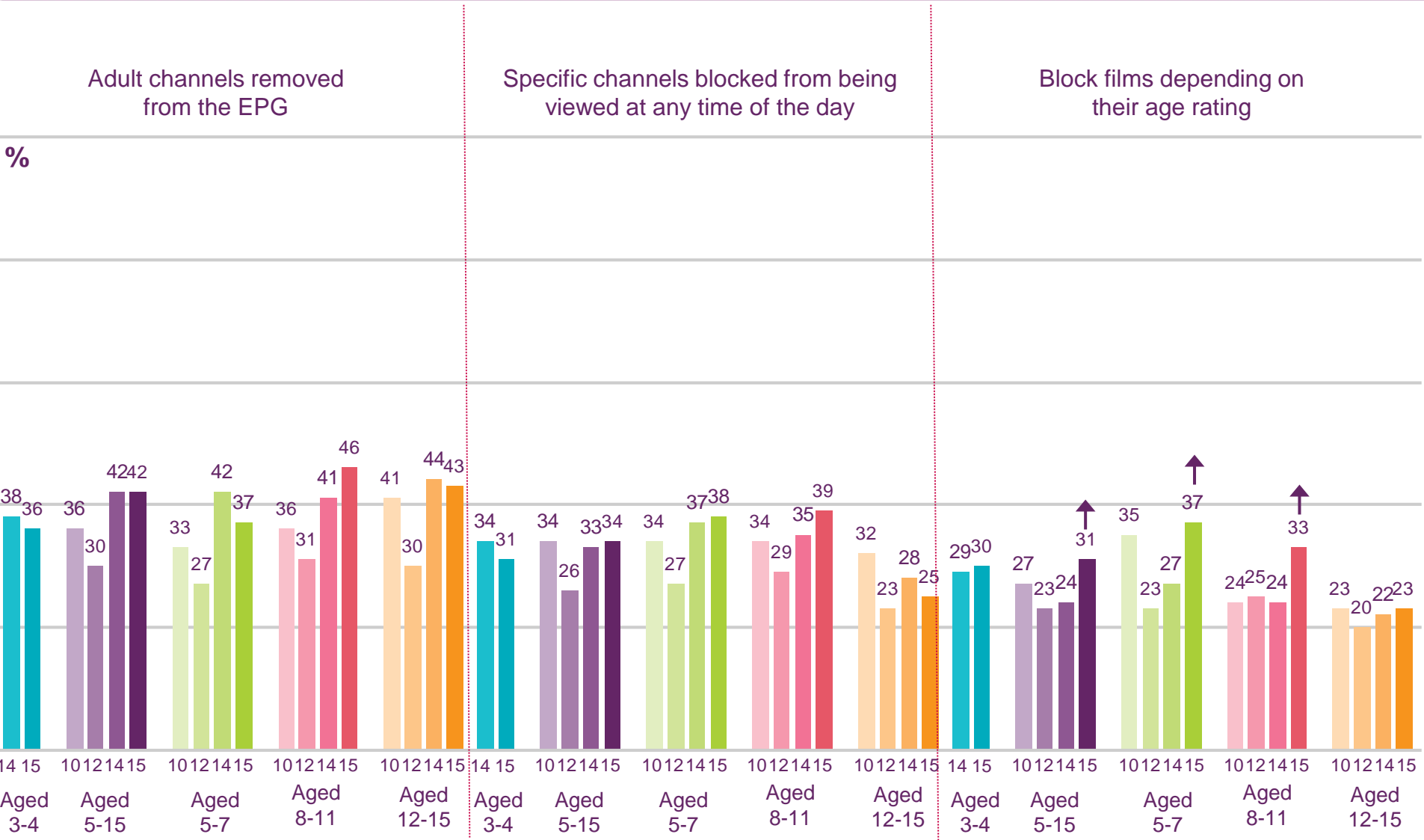
Figure 155: PIN or password controls set on television services used by child at home, by age :2007,2010,2012,2014,2015



QP15 - Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?/
WORDING IN 2007- Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or password? (prompted responses, single coded)

Base: Parents of children aged 5-15 with a TV set in the household that the child watches (676 aged 3-4, 1334 aged 5-15, 388 aged 5-7, 477 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

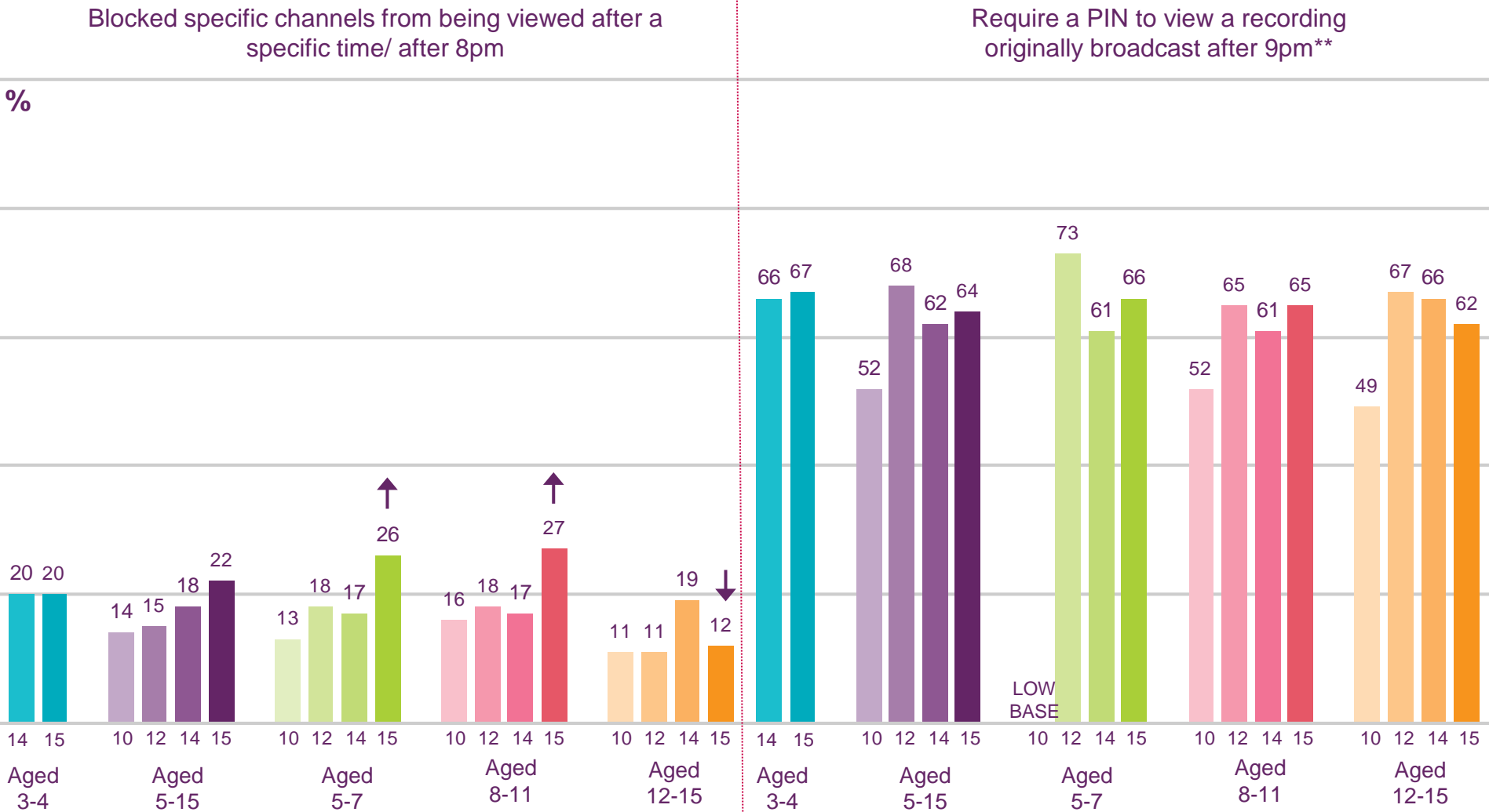
Figure 156a: Types of access controls in place among parents with controls set on their television service used at home (2010, 2012) or elsewhere (2014, 2015)



QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded)

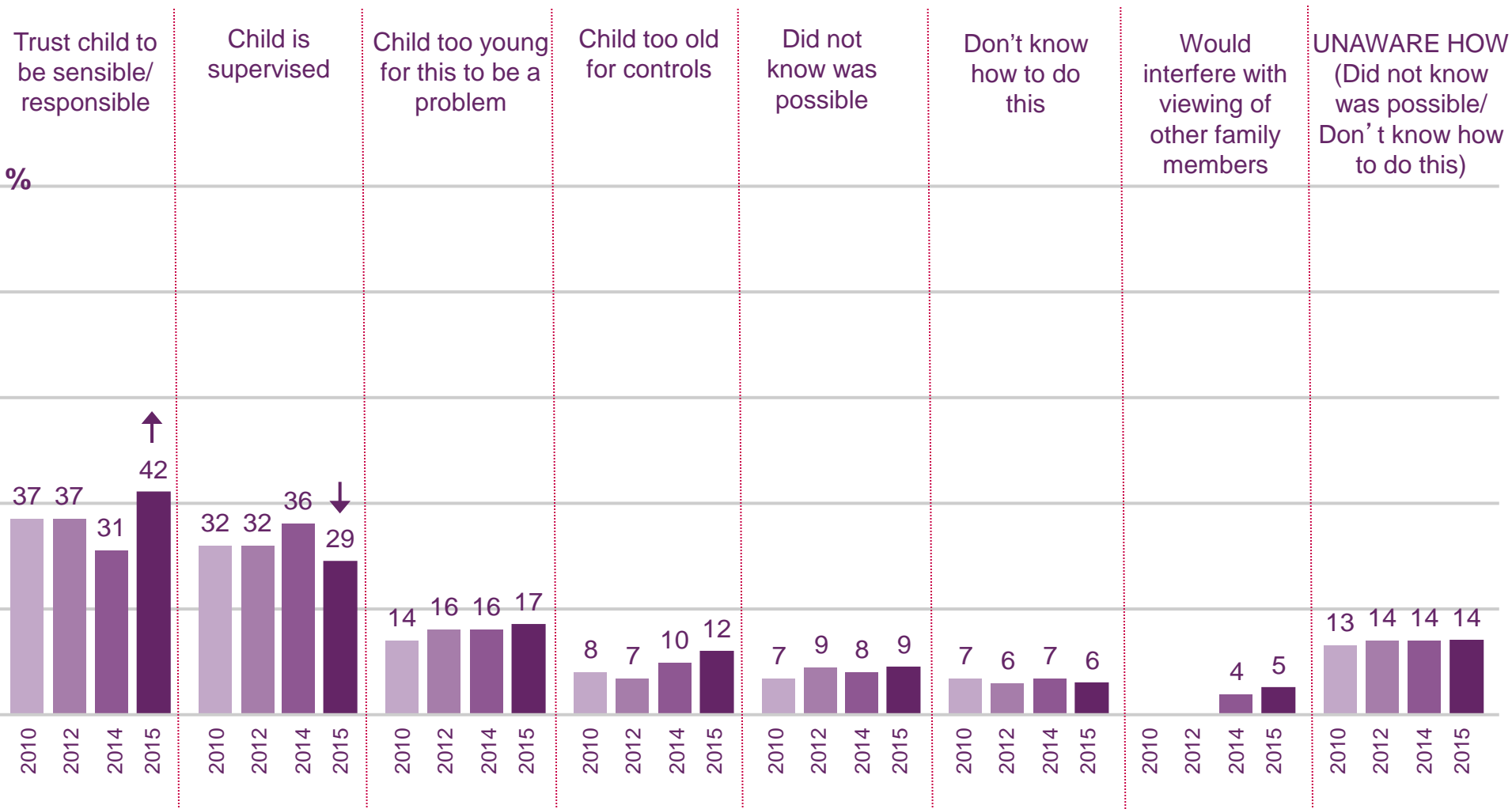
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (319 aged 3-4, 743 aged 5-15, 227 aged 5-7, 287 aged 8-11, 229 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Figure 156b: Types of access controls in place among parents with controls set on their television service used at home (2010, 2012) or elsewhere (2014, 2015)



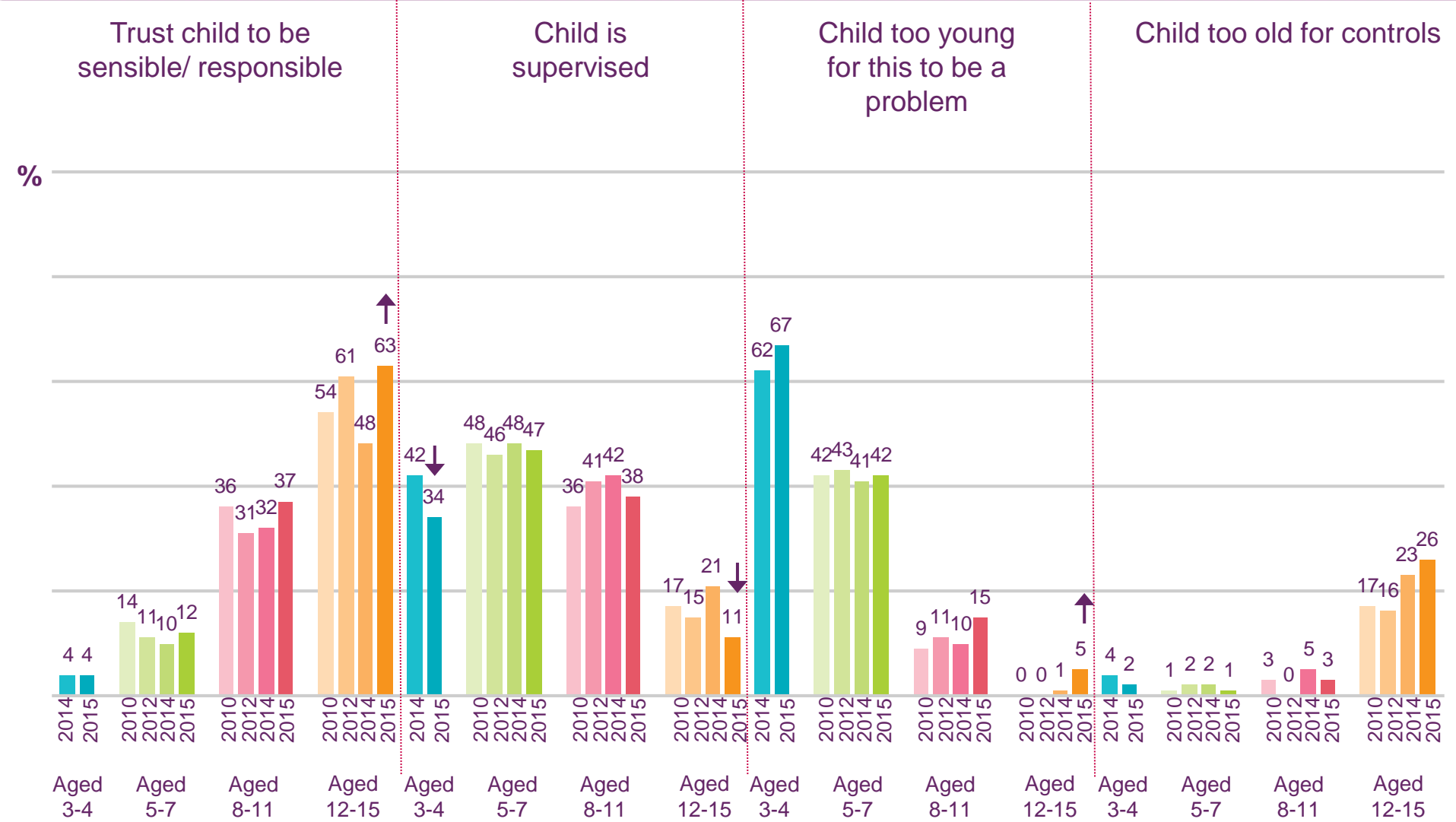
QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded)

Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (319 aged 3-4, 743 aged 5-15, 227 aged 5-7, 287 aged 8-11, 229 aged 12-15 in 2015)/ ** Base represents all children aged 5-15 with a TV and DVR in the household with parental controls set (274 aged 3-4, 629 aged 5-15, 193 aged 5-7, 235 aged 8-11, 201 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.



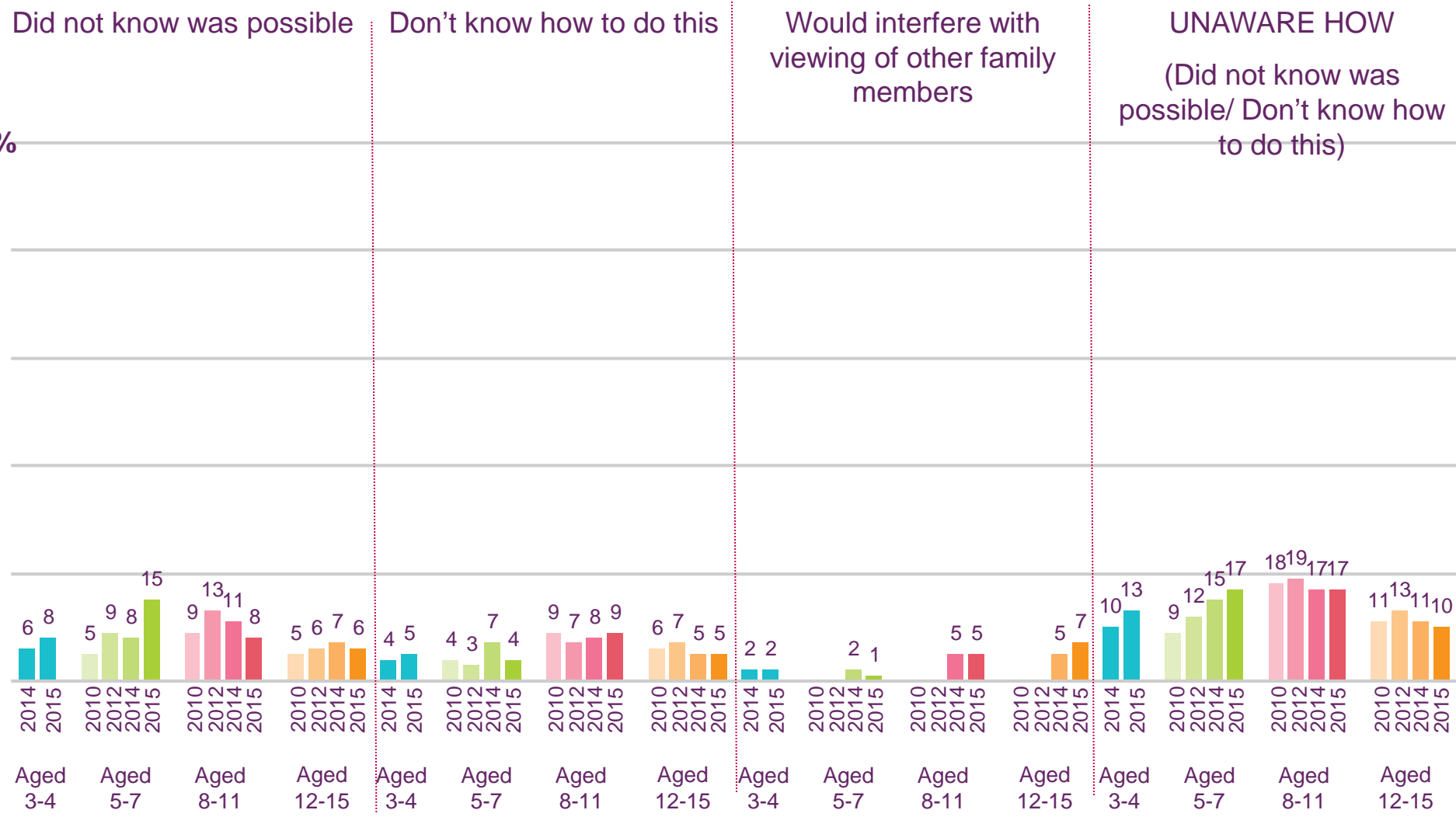
QP16 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
 Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (566 aged 5-15 in 2015) -significance testing shows any difference between 2014 and 2015

Figure 158a: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2010, 2012) or elsewhere (2014, 2015), by age



QP16 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
 Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (336 aged 3-4, 148 aged 5-7, 187 aged 8-11, 231 aged 12-15 in 2015) -significance testing shows any difference between 2014 and 2015

Figure 158b: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2010, 2012) or elsewhere (2014, 2015), by age/2

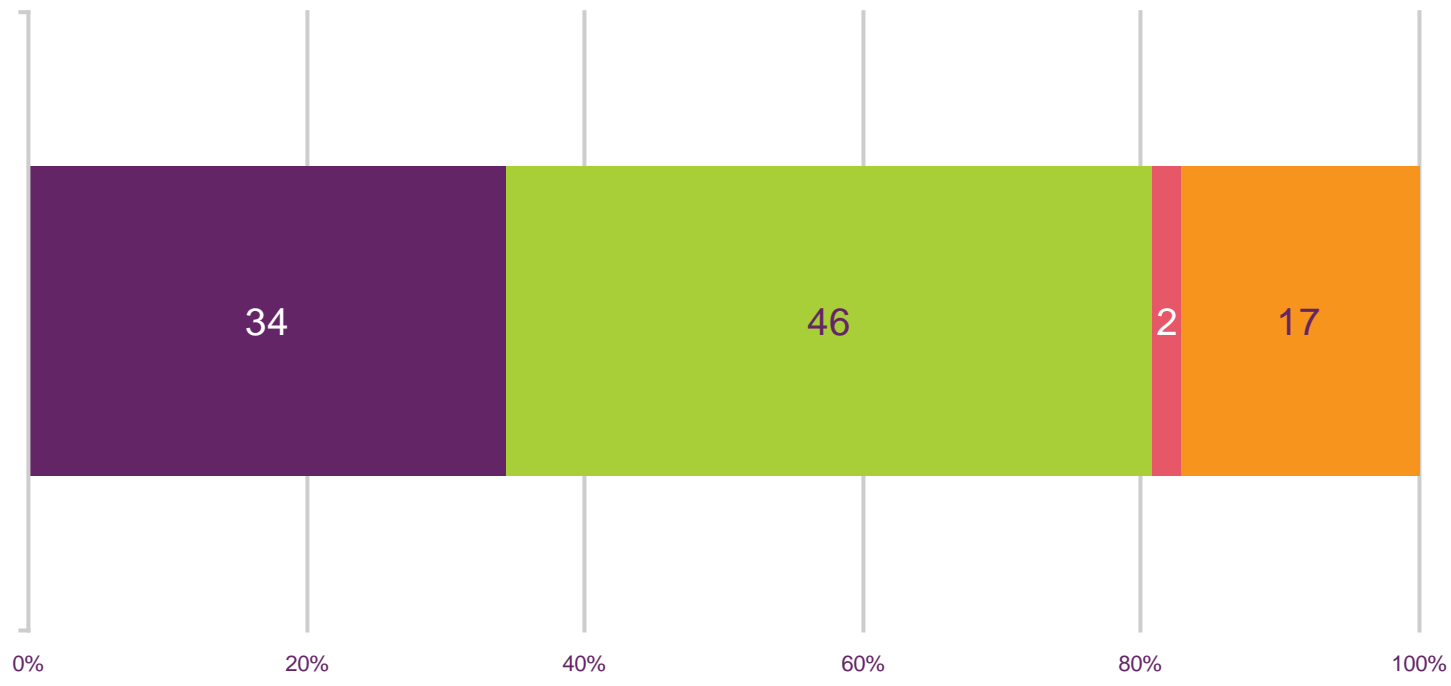


QP16 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
 Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (336 aged 3-4, 148 aged 5-7, 187 aged 8-11, 231 aged 12-15 in 2015) -significance testing shows any difference between 2014 and 2015

Figure 159: Awareness and use of PIN controls on catch up services among parents of 5-15s: 2015



- PIN/ password set up on ANY of the broadcaster catch up services used by the child
- PIN/ password not set up on any of the broadcaster catch up services used by the child
- Don't know if set up
- Not aware of Guidance labels on programmes



QP50/ 51 – You mentioned earlier that your child watches TV programmes /films using the catch up services such as BBC iPlayer or ITV Player. Did you know that UK broadcasters ' websites like BBC iPlayer and ITV player show Guidance labels for programmes that may include content that is unsuitable for young audiences, (such as violence, sex, drug use or strong language)? / Have you set a PIN or password on any of the UK catch up services that your child uses to watch or download TV programmes or films ?(spontaneous responses, single coded)

Base: Parents of children aged 5-15 who say their child watches TV programmes on demand through catch up services on a TV or other online enabled device (180 aged 5-15, in 2015)

Figure 160: Parental rules for television, by age: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	94%	88%↑	95%	95%↑	76%↑
No TV after a certain time	62%	61%↑	69%	67%	49%↑
No programmes with nudity/ sexual content	49%↑	48%↑	59%↑	54%	33%
Regularly check on what they are watching	41%	46%↑	55%↑	51%↑	34%
Only DVDs/ videos with an appropriate age rating	45%	45%↑	59%↑	51%	28%
No programmes with swearing/ bad language	48%	44%↑	62%↑	52%↑	24%
No programmes with violence	49%↑	43%↑	59%↑	49%↑	26%
Need a PIN/ password to watch certain channels/ certain movie ratings	25%	34%↑	39%↑	39%↑	26%
Only children's TV programmes/ children's channels	63%	29%↓	53%	33%	8% ↓
Only DVD/ video that an adult or parent has watched first	17%	19%↑	22%↑	24%↑	10%
Can only watch when supervised/ not on their own	23%	13%	21%	16%	5%

QP14 – Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 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).