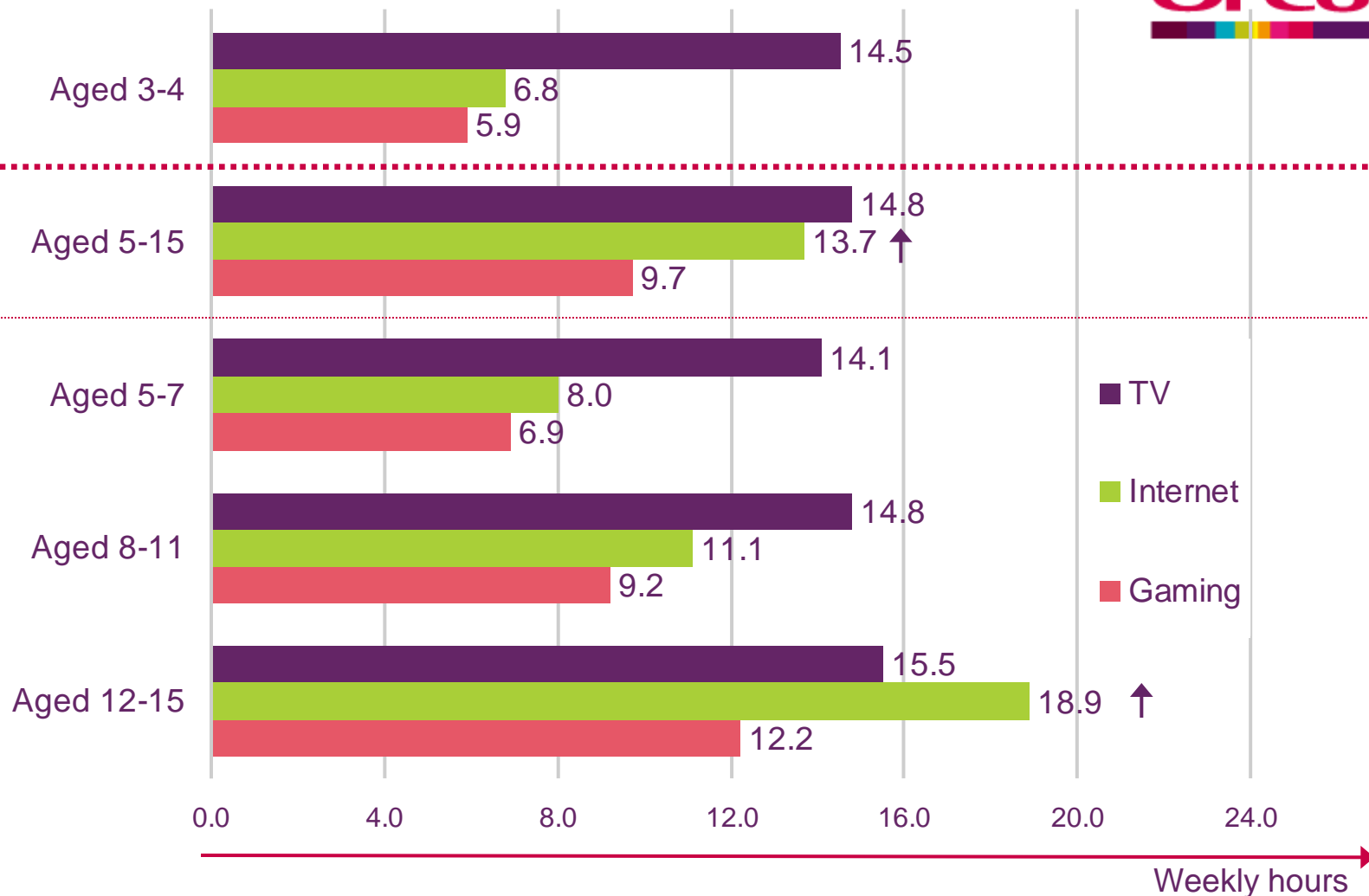


# Children's Media Use and Attitudes Report 2015

## Section 5 – Children's use of media

Figure 32: Estimated weekly hours of media consumption at home or elsewhere among users, by age: 2015

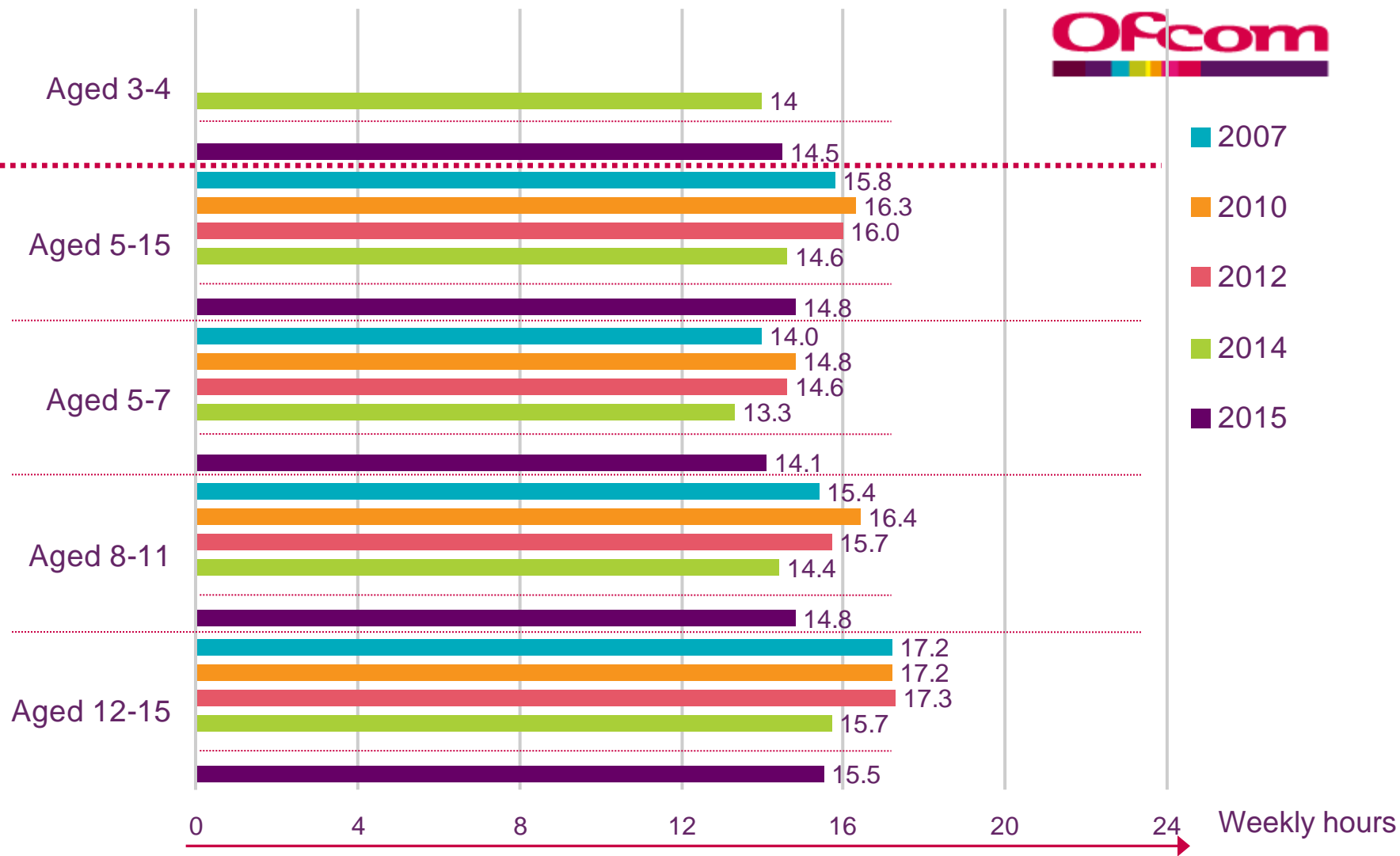


QP13A-B/ QP25A-B/ QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?.

Responses are taken from the child aged 8-11 or 12-15 rather than the parent..

Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE) - Significance testing shows any differences between 2014 and 2015

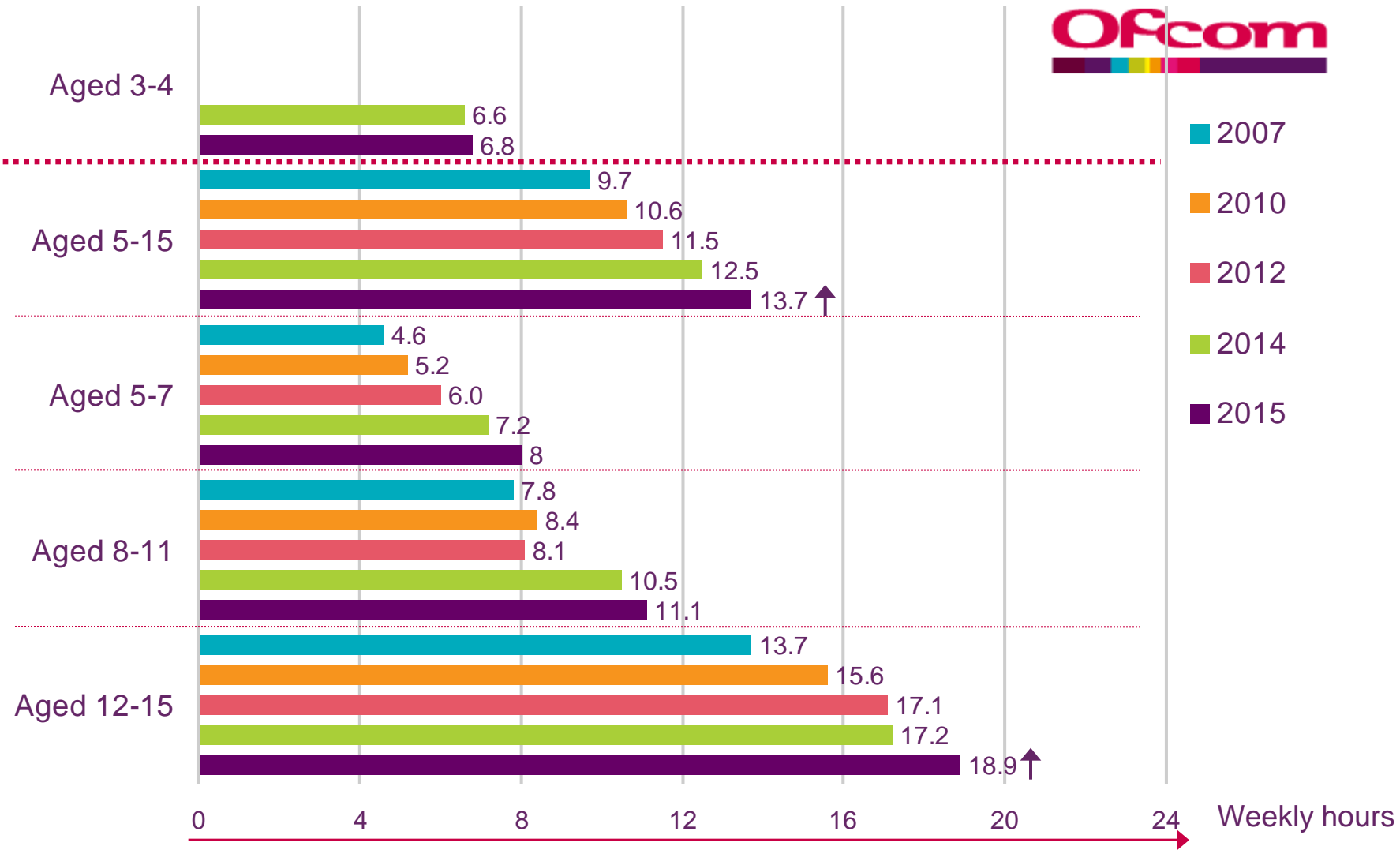
Figure 33: Estimated weekly hours of television consumption by age at home (2007, 2010, 2012) or elsewhere (2014,2015)



QP13A-B– How many hours would you say he/ she spends watching TV programmes on a TV set on a typical school day/ on a weekend day? (spontaneous question, single coded) Prior to 2014 the response for 12-15s was taken from the child and the parent for 5-7s and 8-11s and parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 who use watches television on a TV set (VARIABLE BASE)

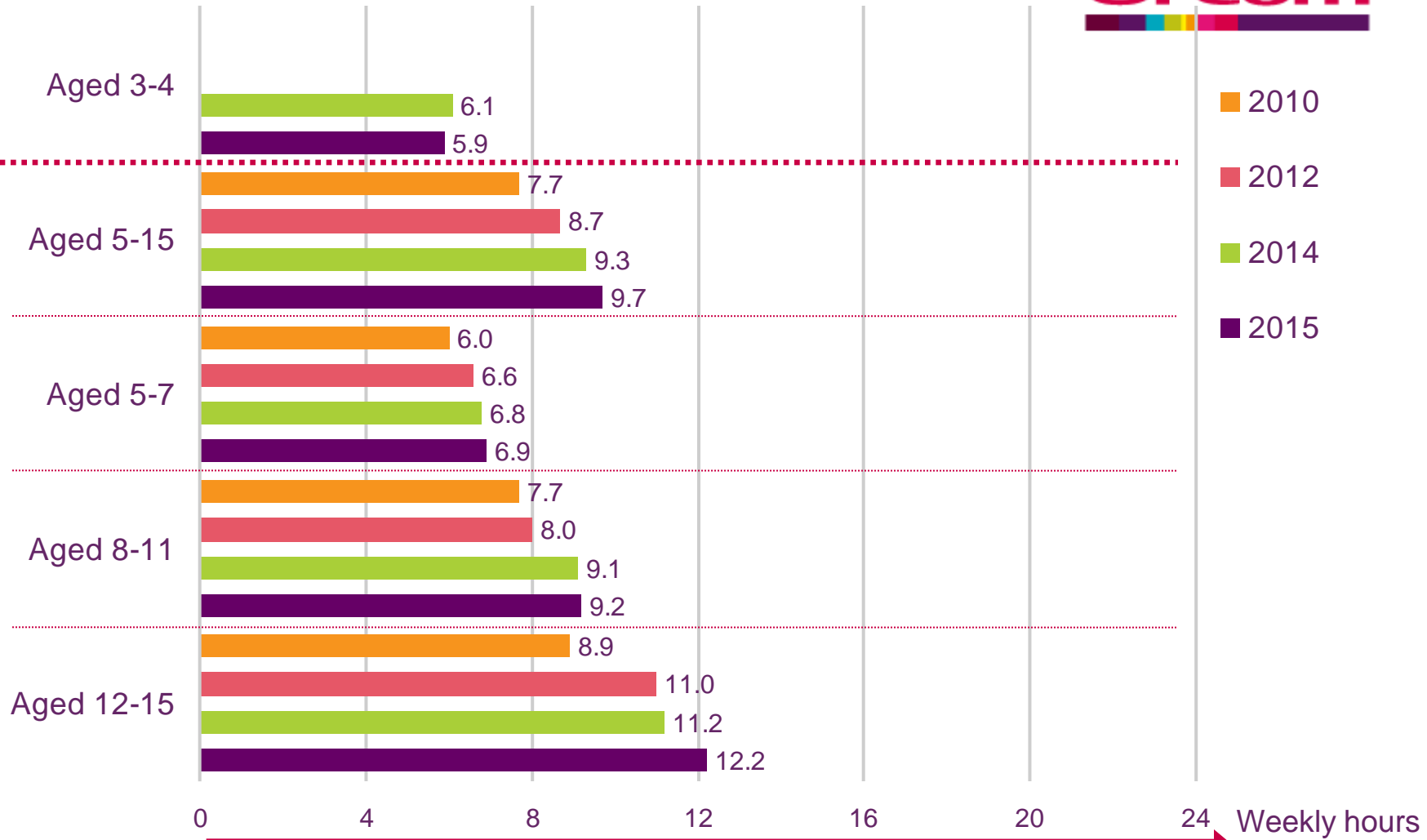
Figure 34: Estimated weekly hours of internet consumption by age at home (2007, 2010, 2012) or elsewhere (2014 and 2015)



QP25A-B- How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (spontaneous question, single coded) In 2007-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 who use the internet at home or elsewhere and children aged 8-15 who use the internet at home or elsewhere (VARIABLE BASE) - Significance testing shows any differences between 2014 and 2015

Figure 35: Estimated weekly hours of game playing by age at home (2009, 2011, 2013) or elsewhere (2014)

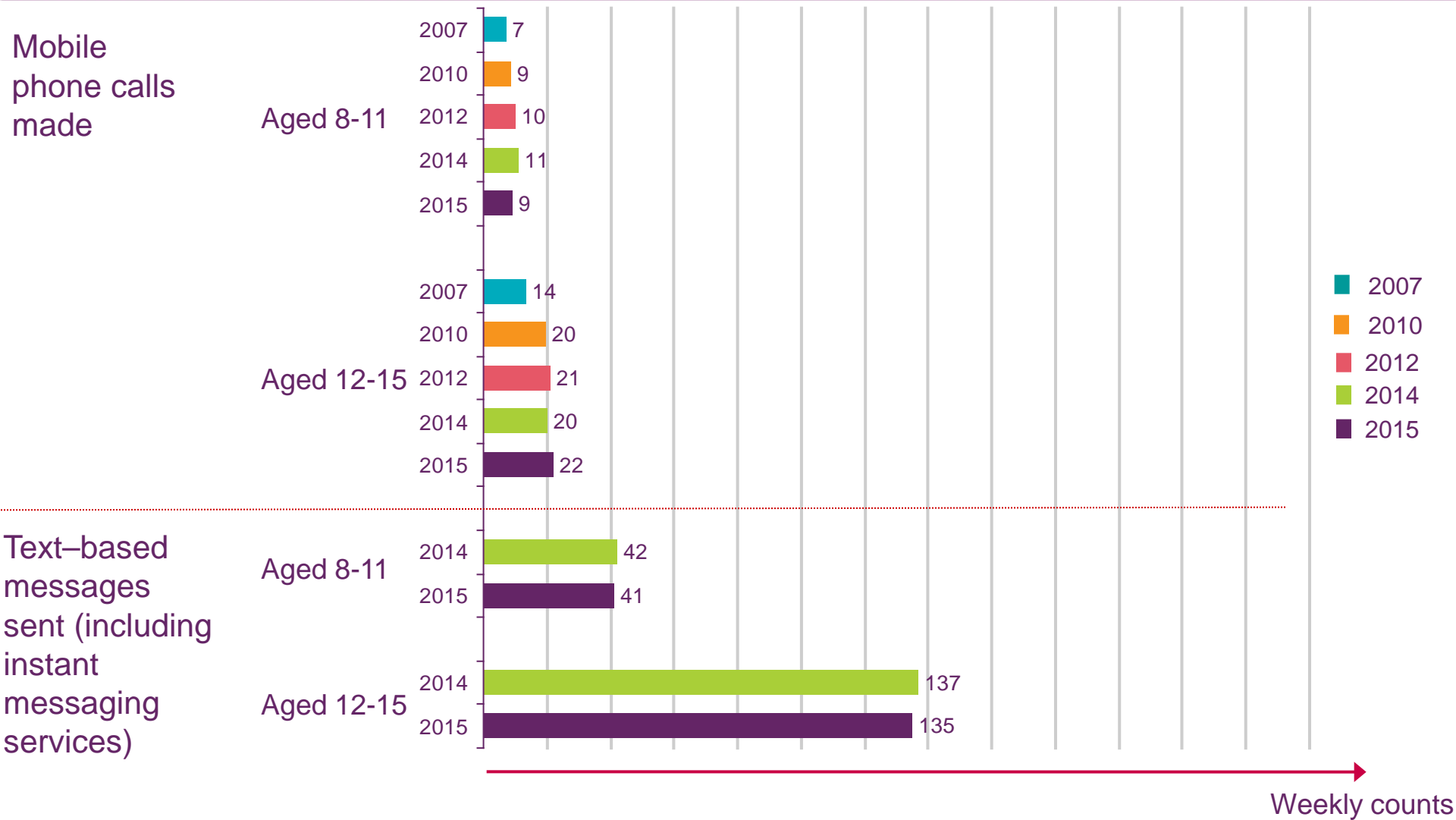


QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (spontaneous question, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2012 parents/ children were asked about use at home whereas since 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 whose child plays games at home or elsewhere and children aged 8-15 who play games at home or elsewhere (VARIABLE BASE).

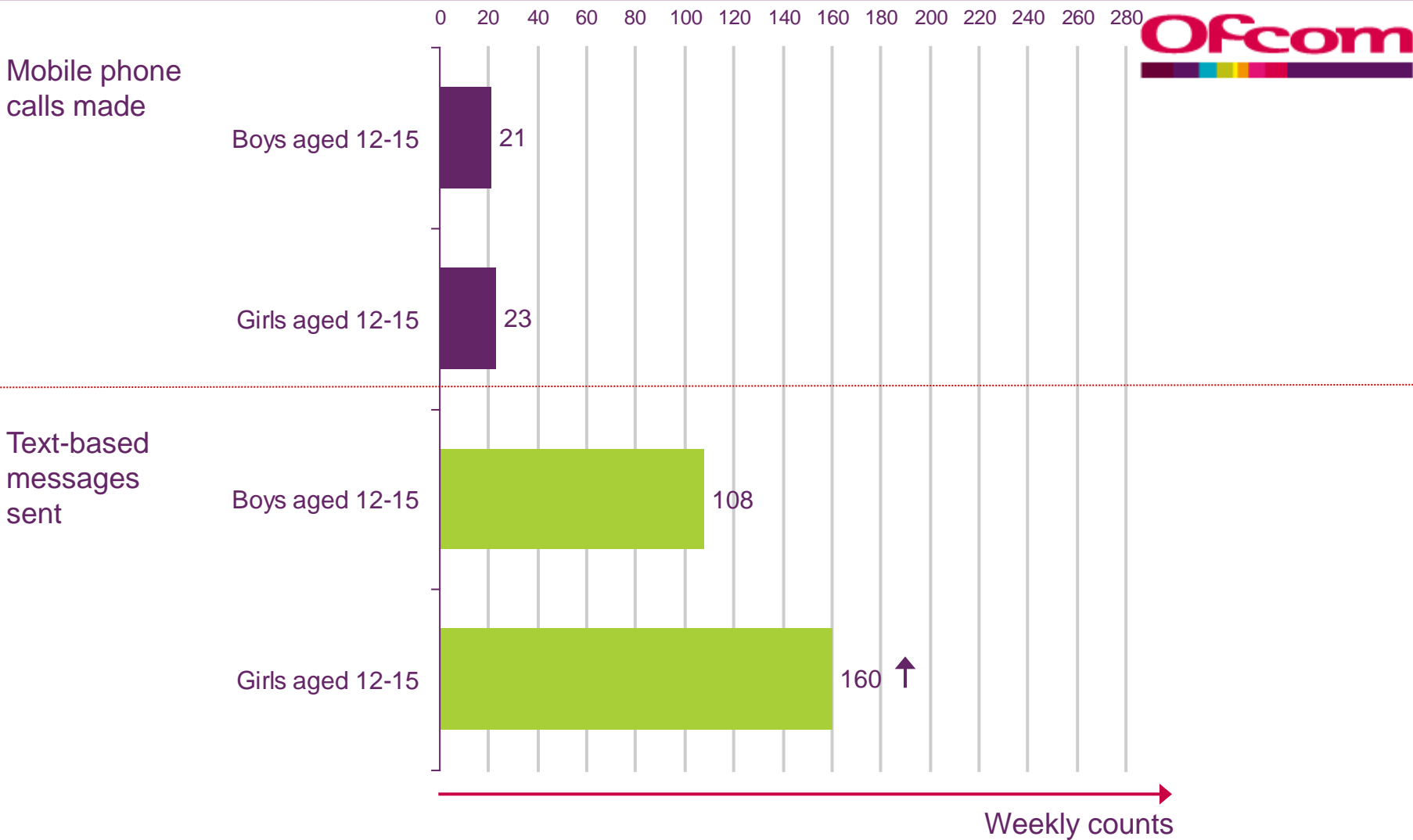
Significance testing shows any differences between 2014 and 2015 .

Figure 36: Weekly calls made, text-based messages sent by users, by age: 2007, 2010, 2012, 2014 and 2015



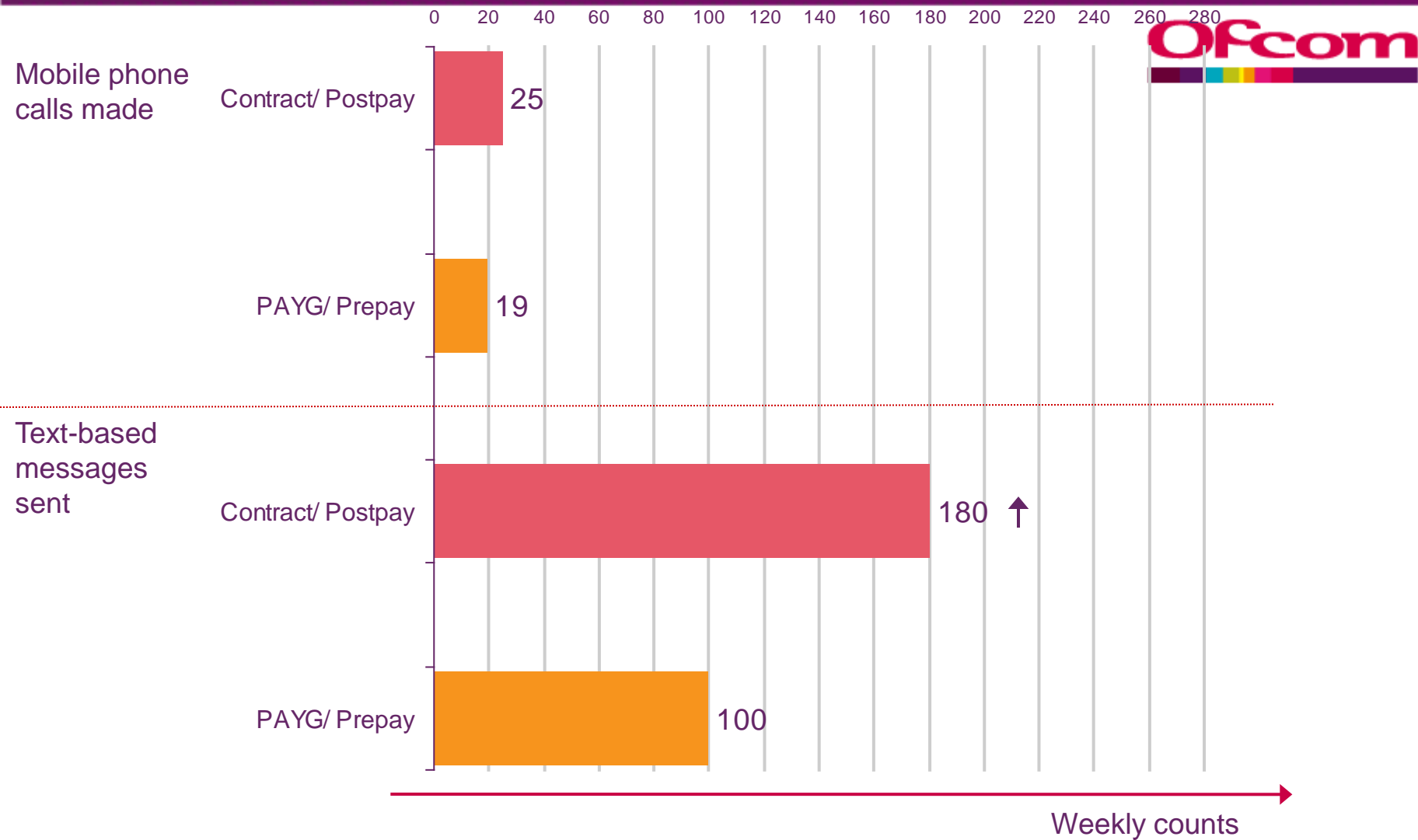
QP57A-B/ QP58A-B - How many calls/ text -based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single coded).\* In 2007-2010 volumes of calls were asked of children aged 8-11, rather than their parents.  
 Base: Children aged 8-11 and 12-15 with their own mobile phone (VARIABLE BASE) - Significance testing shows any differences between 2014 and 2015

# Figure 37: Weekly calls made and text-based messages sent by users, by gender within age: 2015



QP57A-B/ QP58A-B - How many calls/ text – based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single coded).  
Base: Children aged 12-15 with their own mobile phone (180 boys aged 12-15, 192 girls aged 12-15) - Significance testing shows any differences between boys and girls aged 12-15

# Figure 38: Weekly calls made and text messages sent by 12-15s with a smartphone by tariff type: 2015

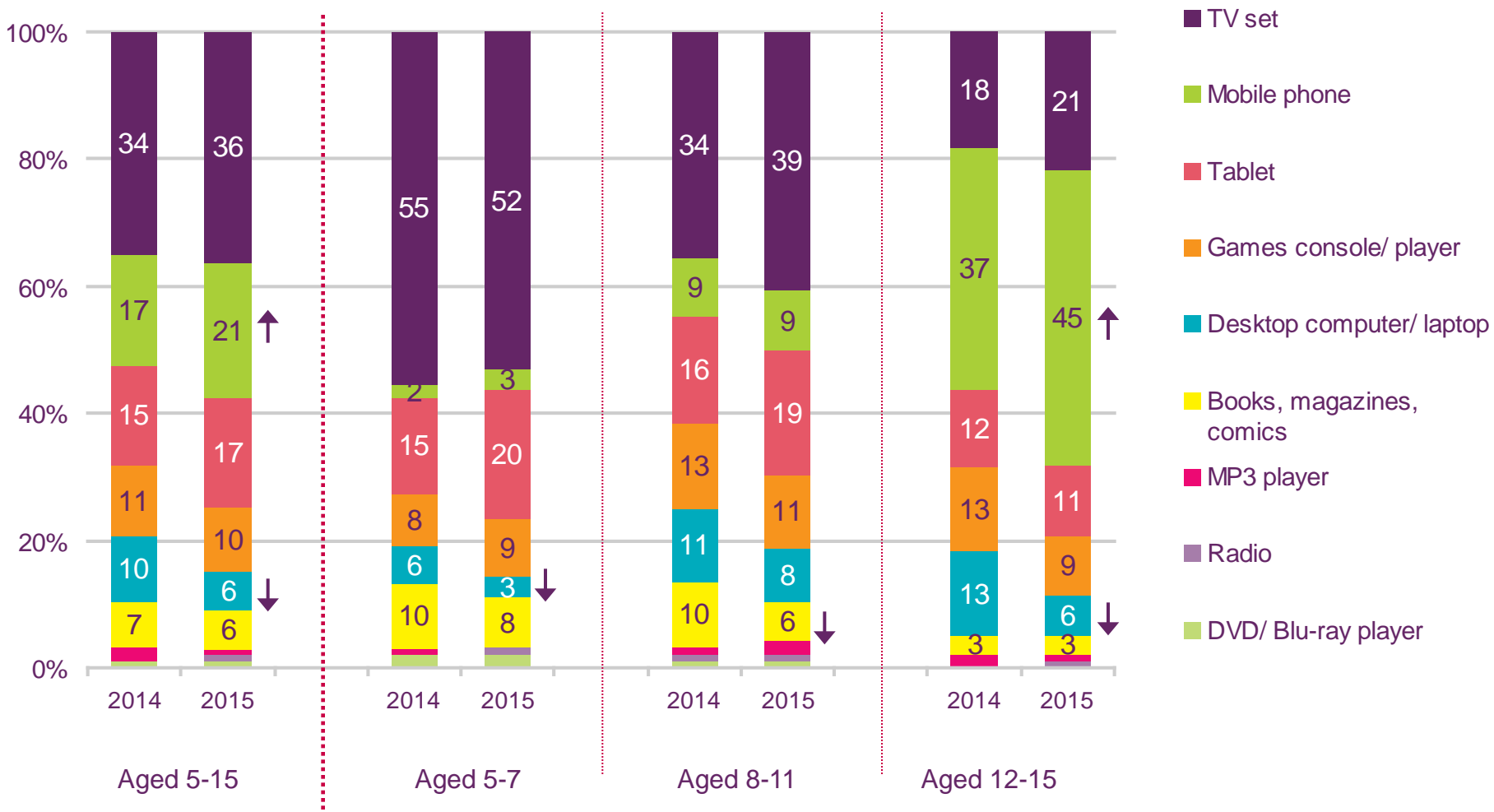


QP57A-B/ QP58A-B - How many calls/ text -based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single coded).

Base: Children aged 12-15 with their own smartphone (192 with a smartphone on a postpay tariff in 2014, 125 on a prepay tariff in 2014) - Significance testing shows any differences postpay and prepay

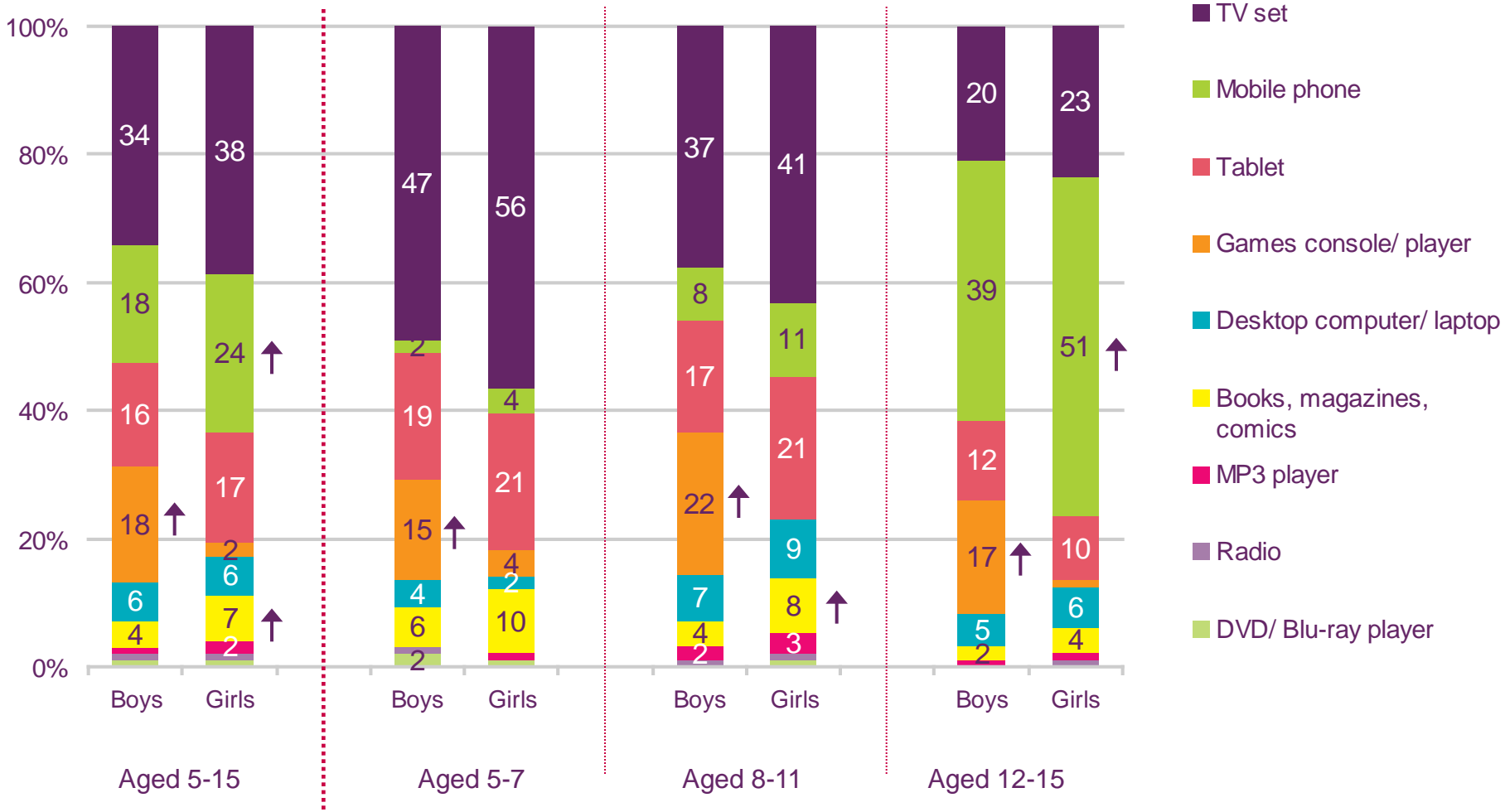


# Figure 39: Device children would miss the most, by age: 2014-2015



QC51- Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)  
 Base: Children aged 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15). Significance testing shows any change between 2014 and 2015.

Figure 40: Device children would miss the most, by gender within age: 2015



QC51 – Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)  
 Base: Children aged 5-15 (681 boys aged 5-15, 698 girls aged 5-15) 196 boys aged 5-7 203 girls aged 5-7, 243 boys aged 8-11, 249 girls aged 8-11, 242 boys aged 12-15, 246 girls aged 12-15) - Significance testing show any difference between boys and girls in each age group

# Figure 41: Preference for watching TV programmes and You Tube videos among 8-11s and 12-15s: 2015



■ Prefer to watch YouTube videos   ■ Prefer to watch TV programmes   ■ Like both the same   ■ Don't know

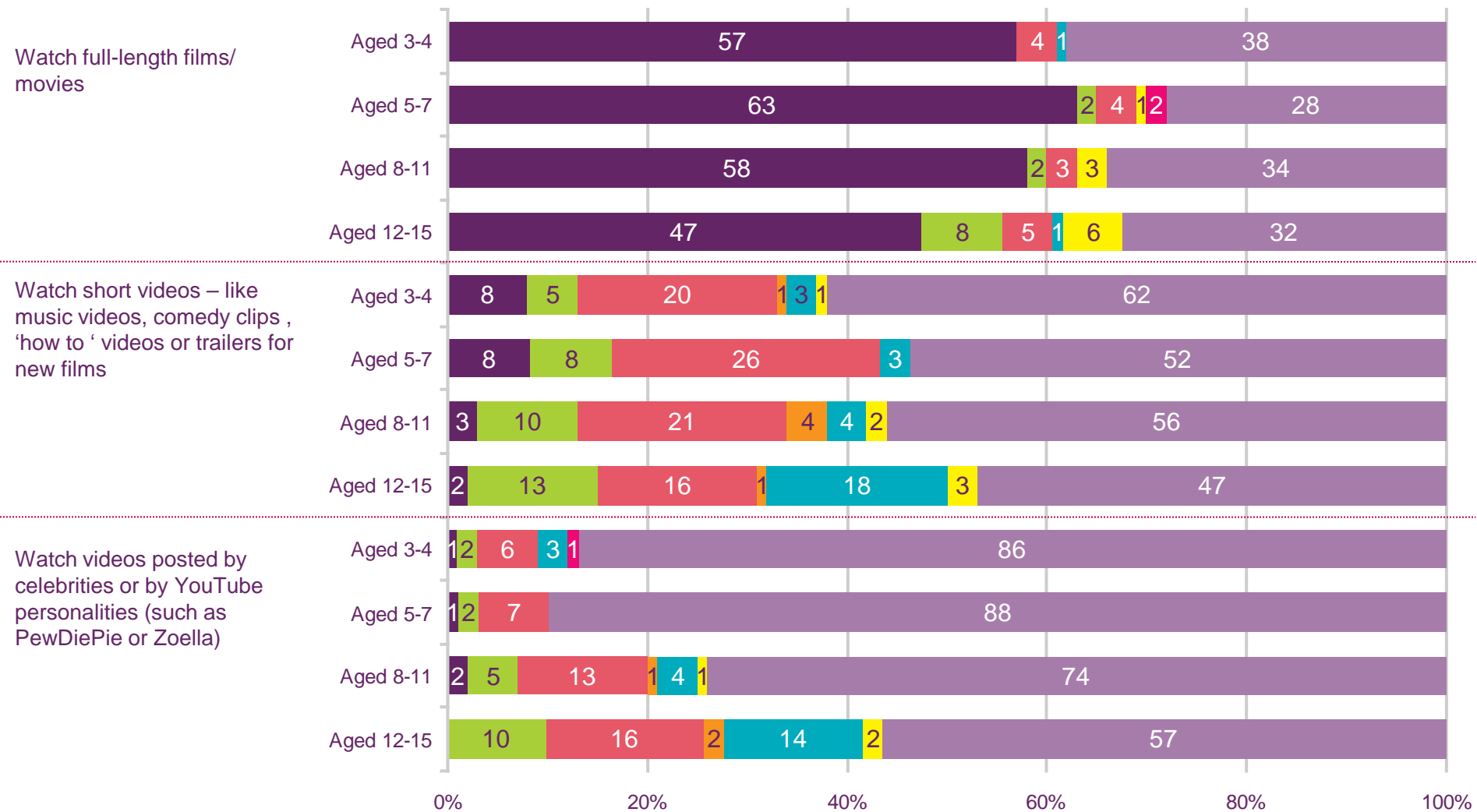


QC7 – Do you ever watch videos on YouTube? (spontaneous responses, single coded)/ Do you prefer to watch YouTube videos, TV programmes or do you like both the same? (spontaneous responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere and who ever watch YouTube channels (320 aged 8-11 and 404 aged 12-15)

# Figure 42: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – watching video content: 2015

■ TV ■ Desktop computer/ laptop ■ Tablet ■ Portable media player ■ Mobile phone ■ Games console ■ Other device ■ Don't do this

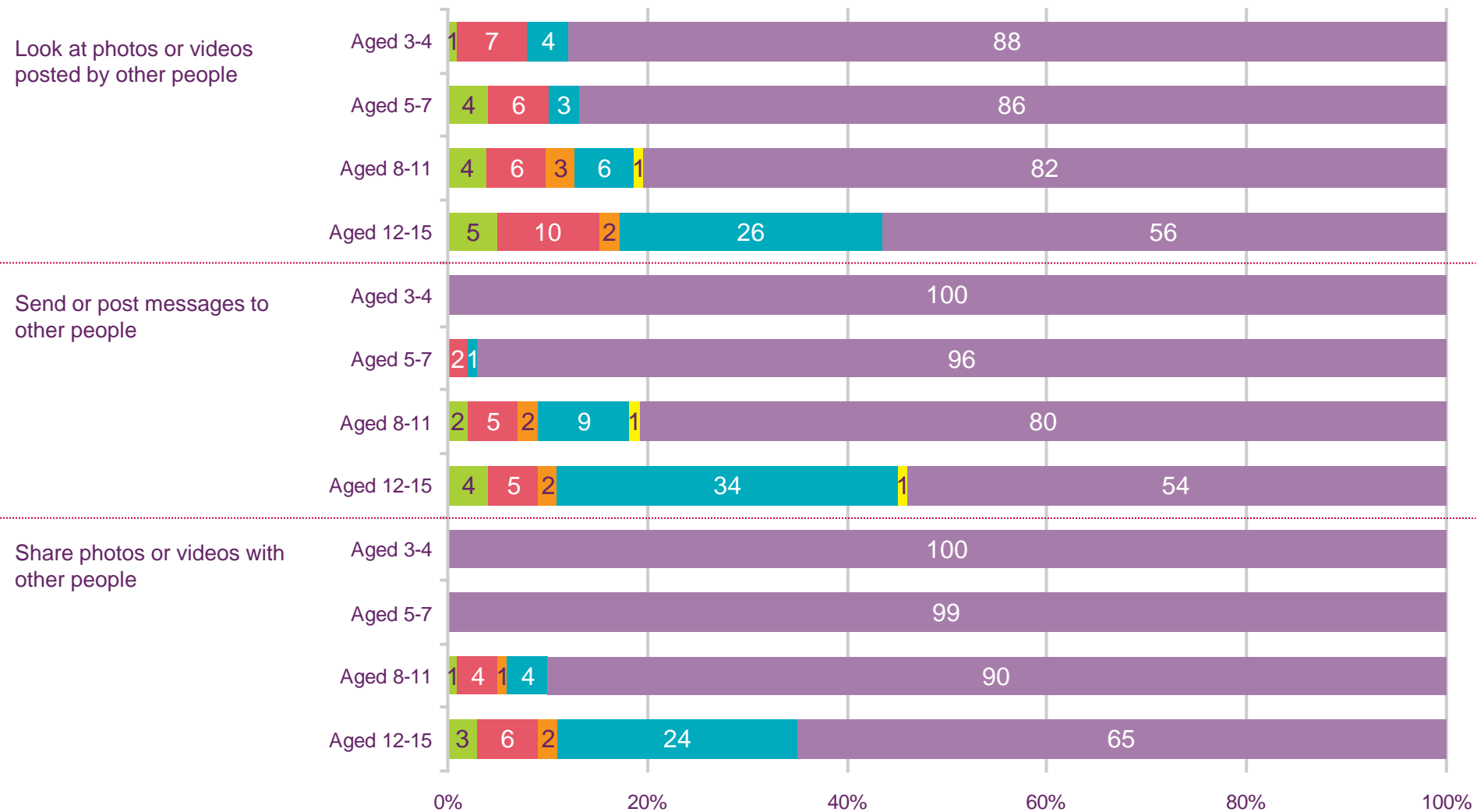


QP55/ QC14 Which device do they/ you mostly use to [ACTIVITY]? (prompted responses, single coded)

Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

# Figure 43: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online - photos, videos, posting messages: 2015

■ TV 
 ■ Desktop computer/ laptop 
 ■ Tablet 
 ■ Portable media player 
 ■ Mobile phone 
 ■ Games console 
 ■ Other device 
 ■ Don't do this

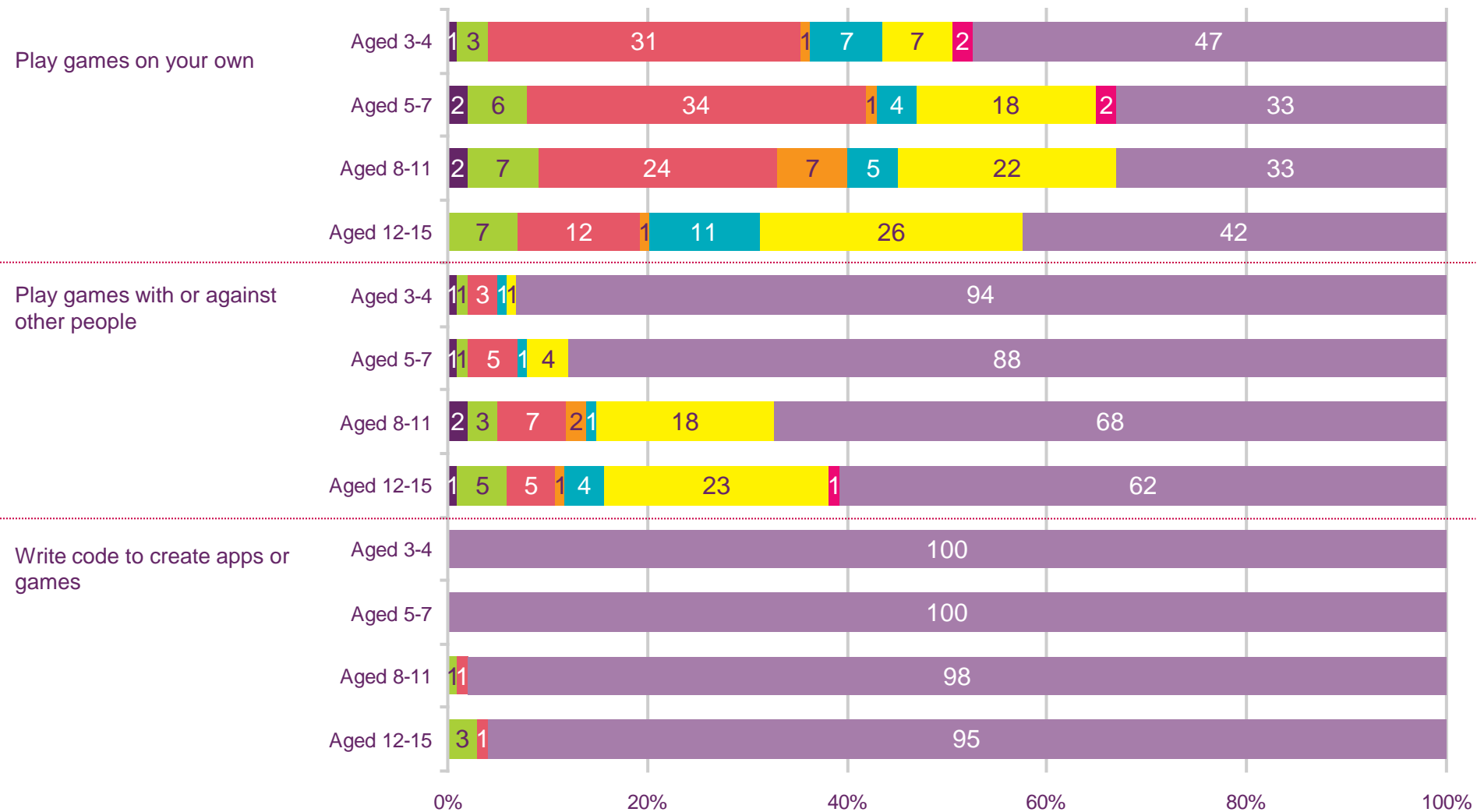


QP55/ QC14 Which device do they/ you mostly use to [ACTIVITY]? (prompted responses, single coded)

Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

# Figure 44: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – games :2015

■ TV 
 ■ Desktop computer/ laptop 
 ■ Tablet 
 ■ Portable media player 
 ■ Mobile phone 
 ■ Games console 
 ■ Other device 
 ■ Don't do this

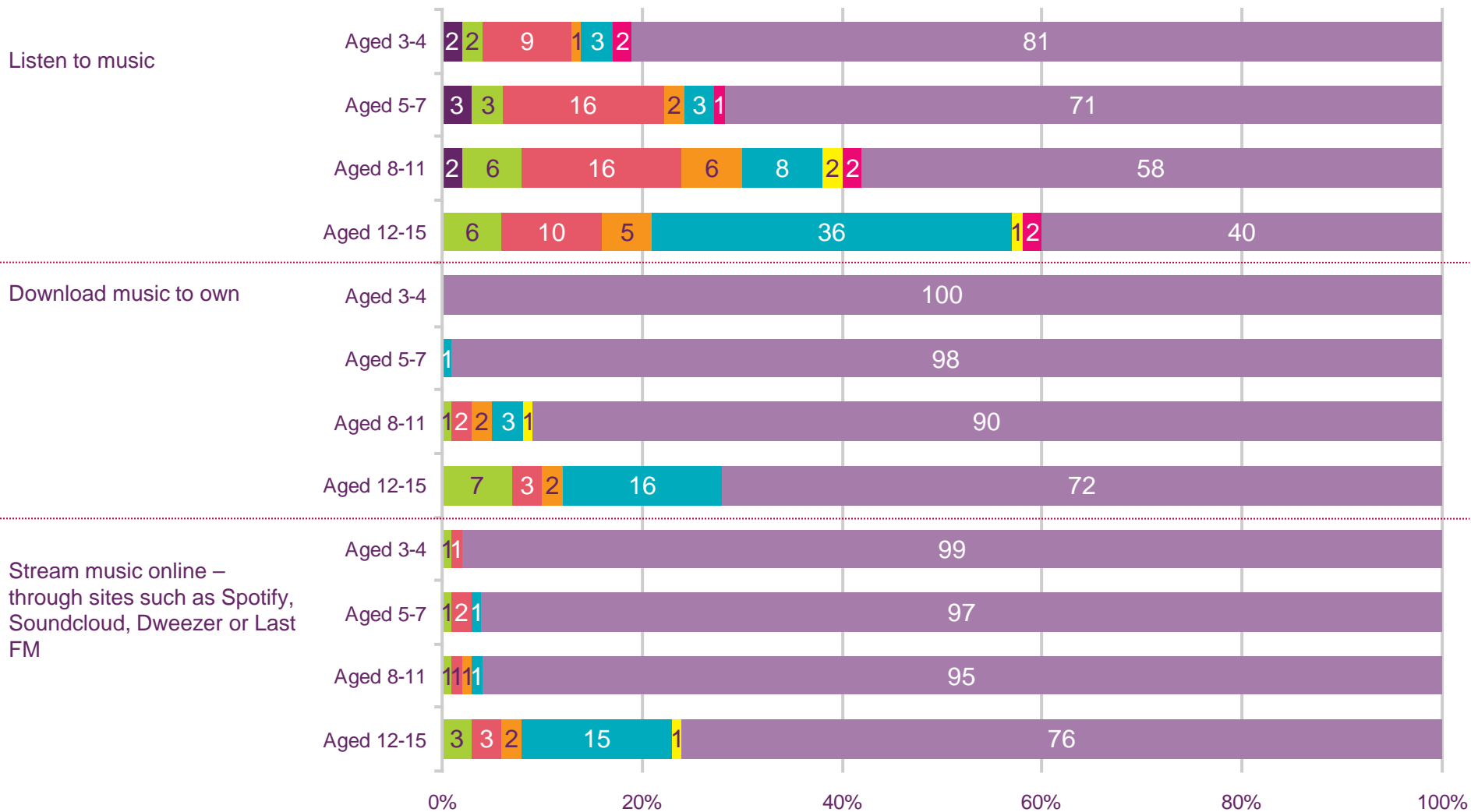


QP55/ QC14 Which device do they/ you mostly use to [ACTIVITY]? (prompted responses, single coded)

Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

# Figure 45: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – music :2015

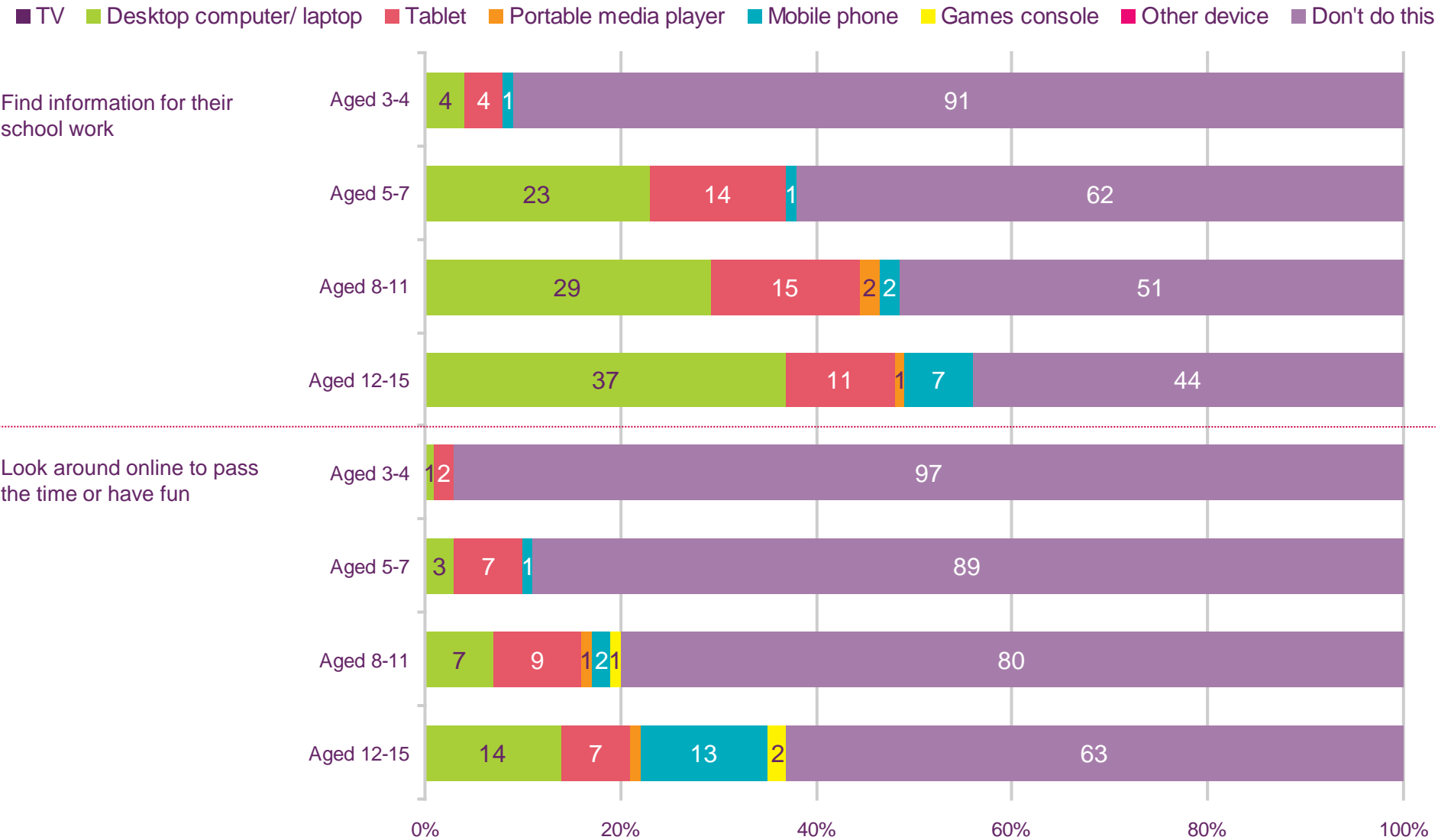
■ TV 
 ■ Desktop computer/ laptop 
 ■ Tablet 
 ■ Portable media player 
 ■ Mobile phone 
 ■ Games console 
 ■ Other device 
 ■ Don't do this



QP55/ QC14 Which device do they/ you mostly use to [ACTIVITY]? (prompted responses, single coded)

Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

Figure 46: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – for school work, to pass the time/ have fun : 2015

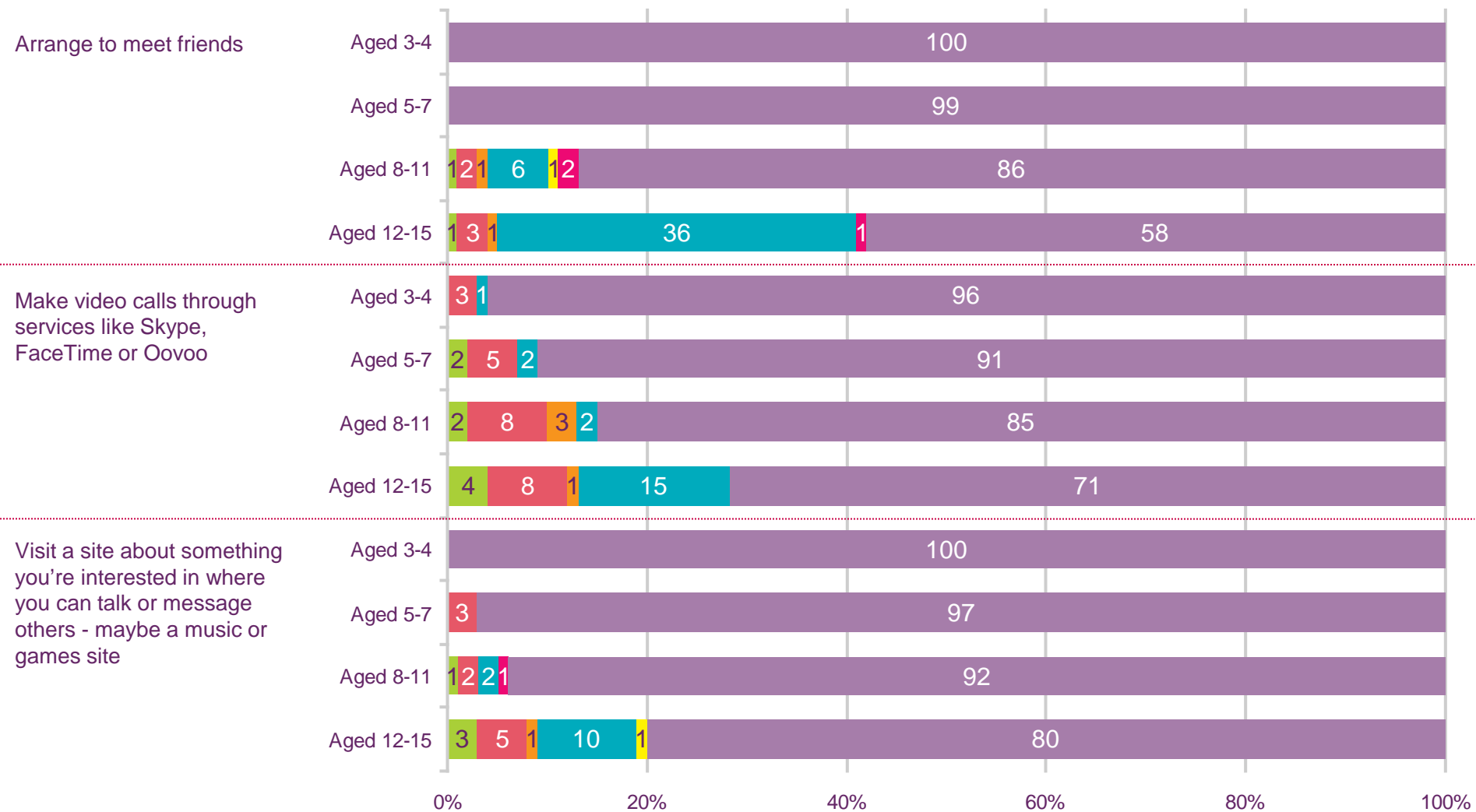


QP55/ QC14 Which device do they/ you mostly use to [ACTIVITY]? (prompted responses, single coded)  
 Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).



Figure 47: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – video calls, arranging to meet, forums: 2015

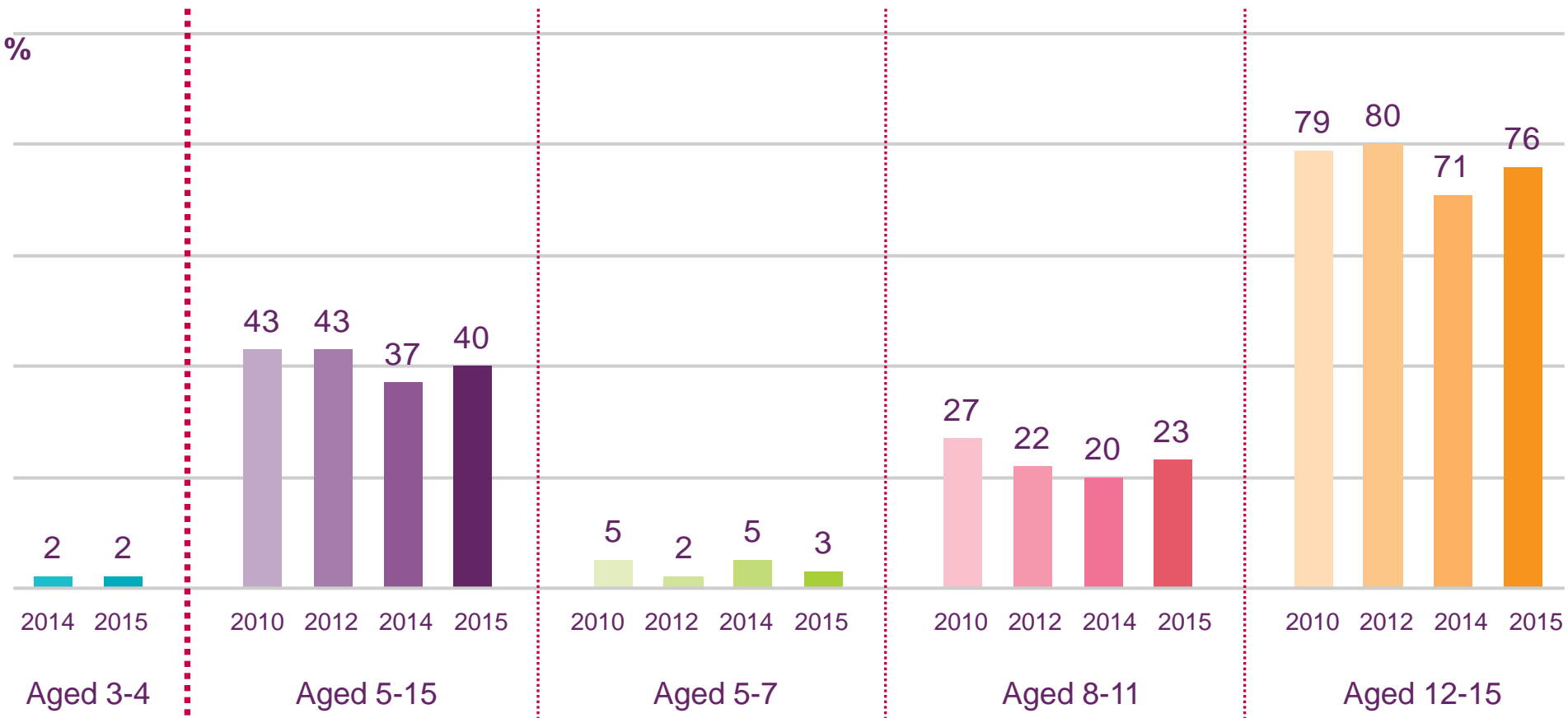
■ TV ■ Desktop computer/ laptop ■ Tablet ■ Portable media player ■ Mobile phone ■ Games console ■ Other device ■ Don't do this



QP55/ QC14 Which device do they/ you mostly use to [ACTIVITY]? (prompted responses, single coded)

Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

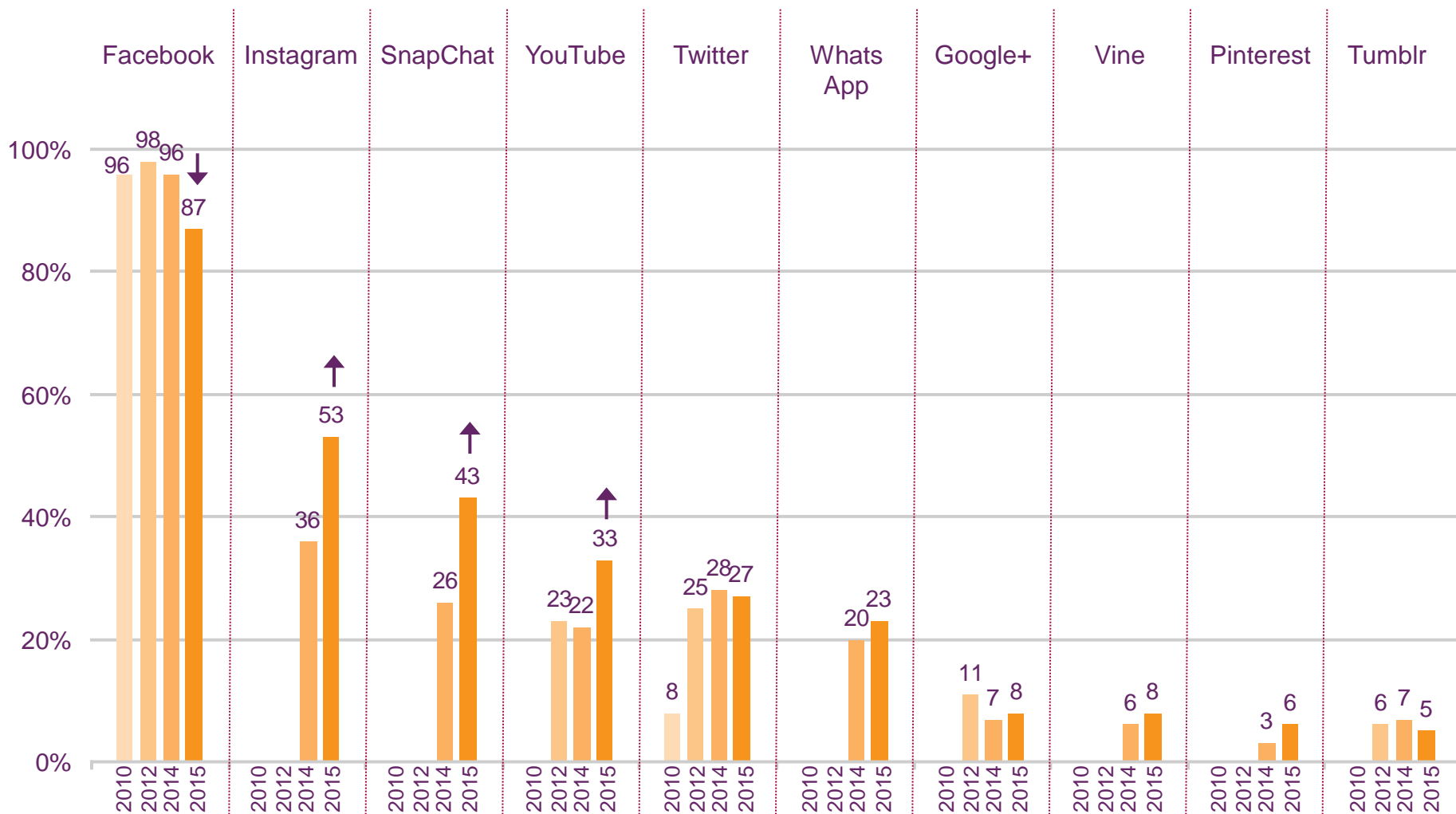
Figure 48: Children who go online with an active social media profile, by age: 2010,2012,2014,2015



QP43 – [READ OUT DESCRIPTION OF SOCIAL MEDIA ACTIVITIES, SITES AND APPS] Does your child have a social media profile or account on any sites or apps? (prompted responses, single coded).

Base: Parents whose child ever goes online at home or elsewhere aged 3-4 (262) or 5-15 (1176 aged 5-15, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015. Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

# Figure 49: Social media sites or apps used by children aged 12-15: 2010,2012,2014 2015



QC20 – Which social media sites or apps do you use? (spontaneous responses, multi coded) – showing responses of more than 4% of children aged 12-15 using any social media sites or apps

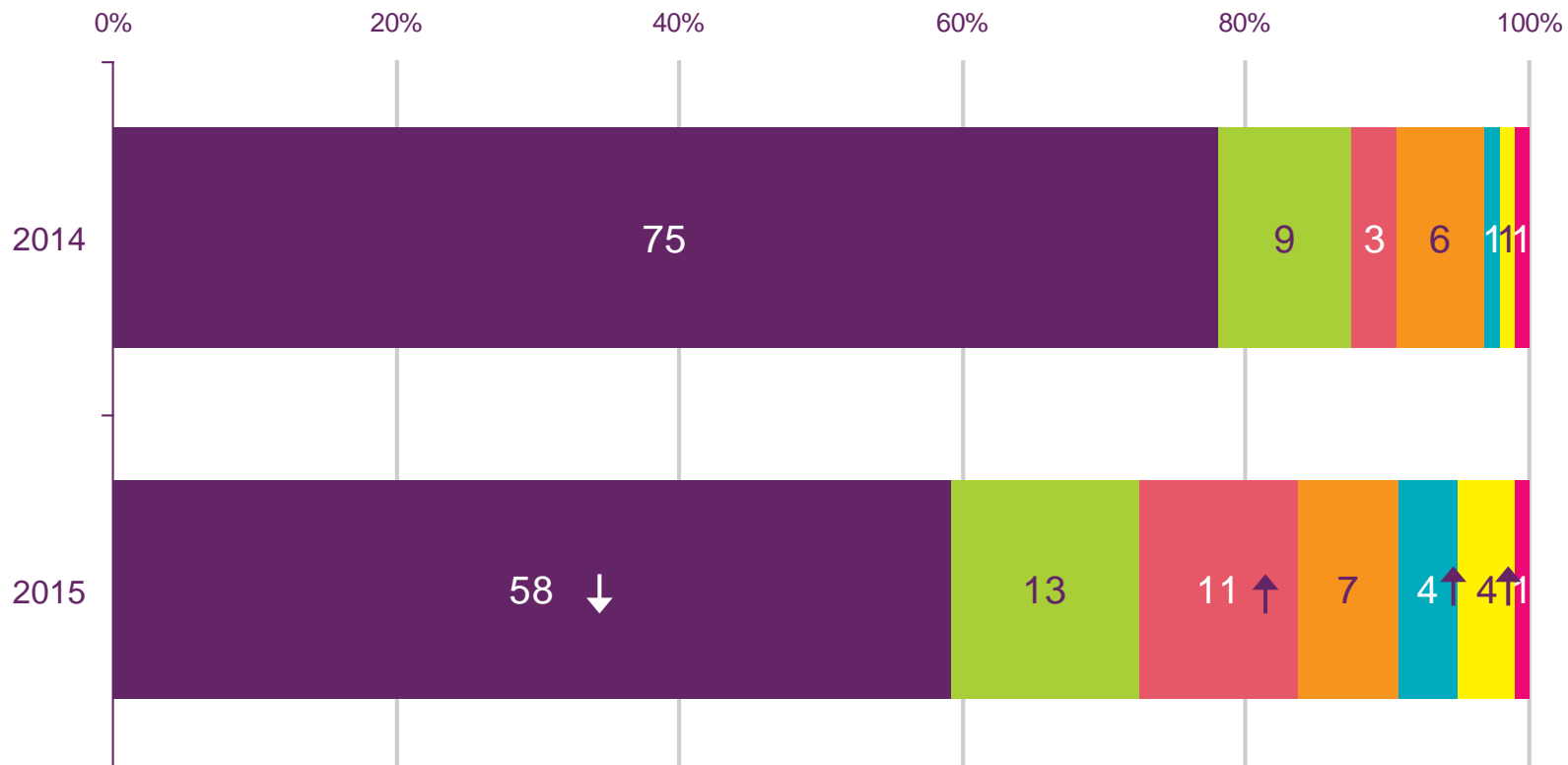
Base: Children aged 12-15 who have a social media profile (345). Significance testing shows any change between 2014 and 2015.

Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites.

# Figure 50: Main social media sites or apps used by children aged 12-15: 2014 2015



■ Facebook   
 ■ Instagram   
 ■ SnapChat   
 ■ YouTube   
 ■ Twitter   
 ■ WhatsApp   
 ■ Tumblr

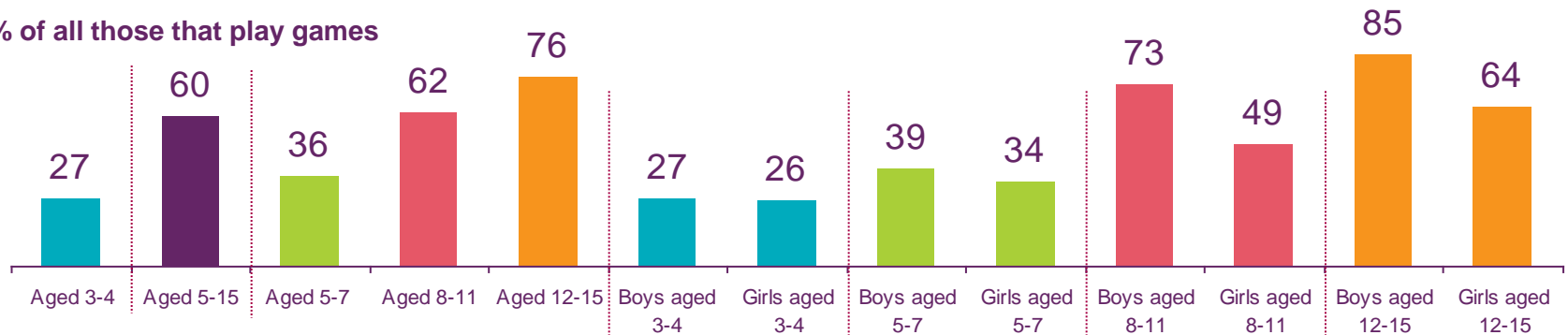


QC21 – And which is your main social media site or app, so the one you use most often? (spontaneous responses, multi coded)  
 Base: Children aged 12-15 who have a social media profile (345). Significance testing shows any change between 2014 and 2015.  
 Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites.

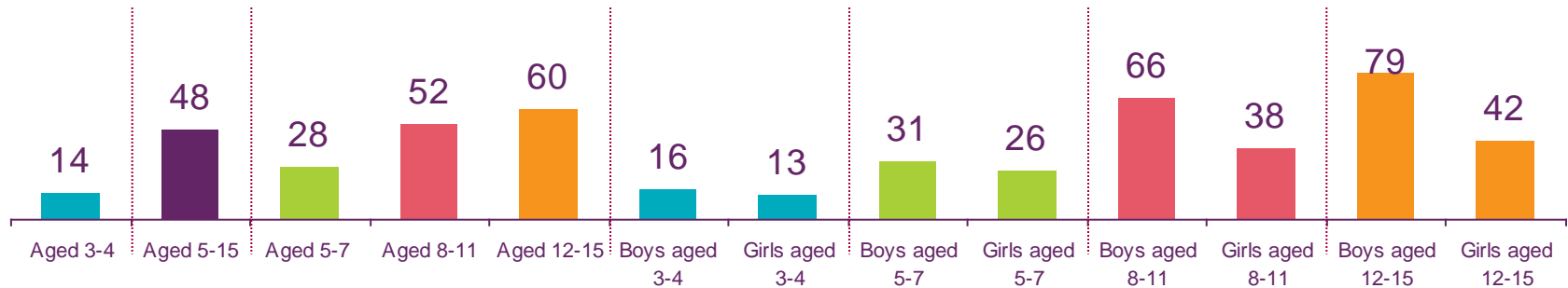
# Figure 51: Incidence of online game playing, by age:2015



## As a % of all those that play games

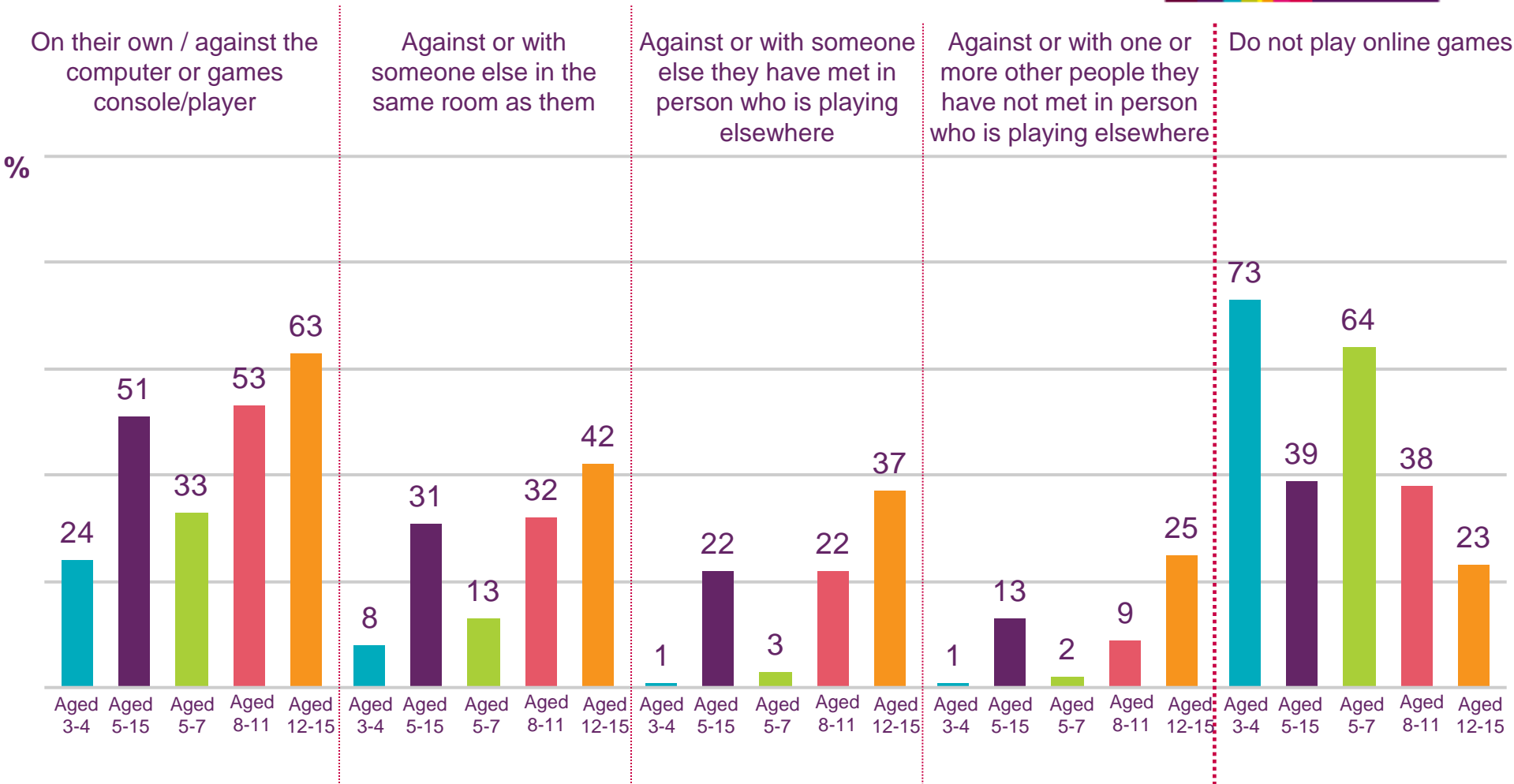


## As a % of all children



QC39 – Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded)  
 Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (365 aged 3-4, 1102 aged 5-15, 306 aged 5-7, 411 aged 8-11, 385 aged 12-15) Responses from parent for 3-7s and from child aged 8-15

# Figure 52: Types of online game playing undertaken by children at home or elsewhere by age: 2015



QC39 – Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded)  
 Base: Parents of children aged 3-4 and 5-7 whose child plays games and children aged 8-15 who ever play games (365 aged 3-4, 1102 aged 5-15, 306 aged 5-7, 411 aged 8-11, 385 aged 12-15). Responses from parent for 3-7s and from child aged 8-15