

# Children's Media Use and Attitudes Report 2015

## Section 4 – Children's take-up of media

# Figure 7 :Availability of key platforms in the home, by age : 2007, 2010, 2012, 2014 & 2015

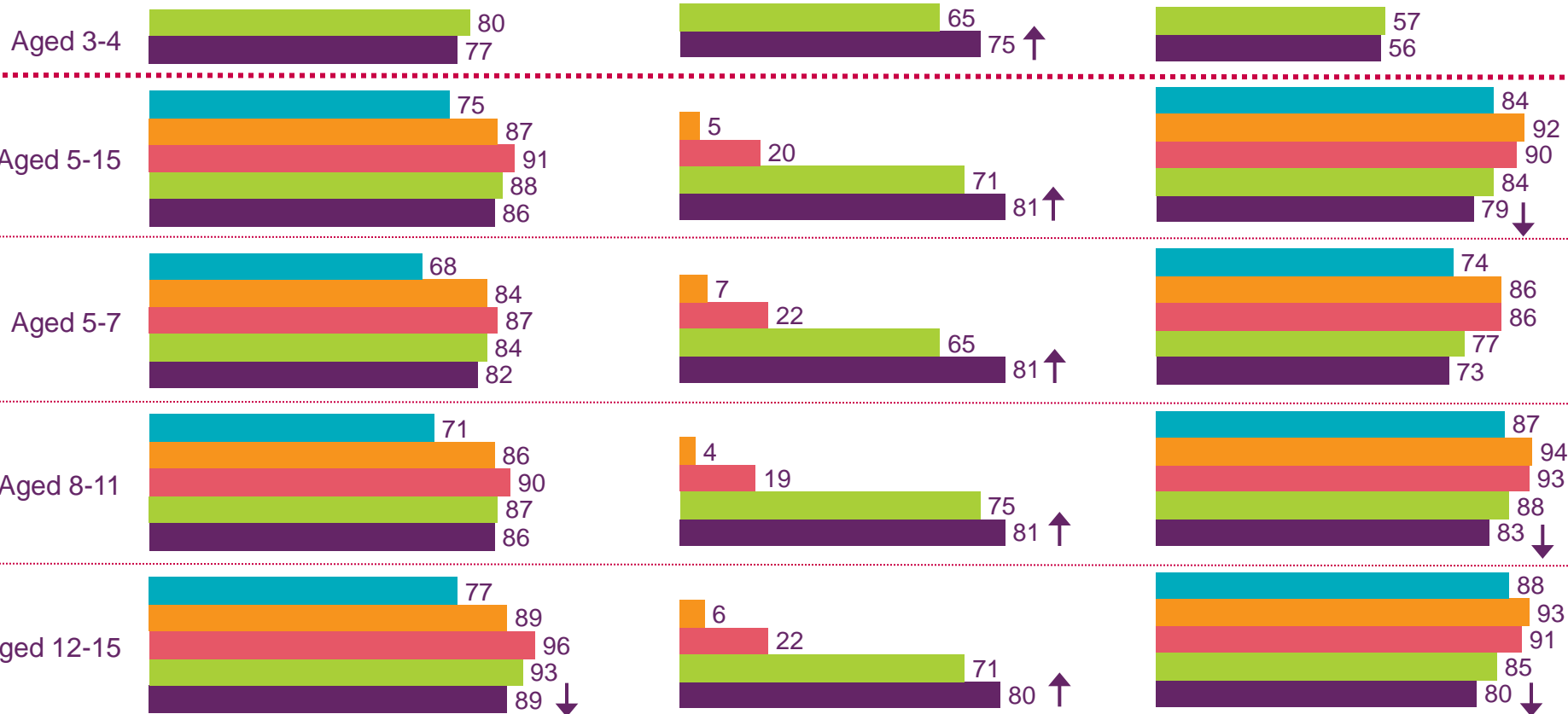


2007 2010 2012 2014 2015

## Desktop/ laptop/ netbook with internet access

## Tablet computer

## Games console/ player



QP3D/E/H/I – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)  
 Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015

Figure 8: Availability of key platforms in the home, by socio-economic group for children aged 5-15: 2007, 2010, 2012, 2014 & 2015

2007 2010 2012 2014 2015

Desktop/ laptop/ netbook with internet access

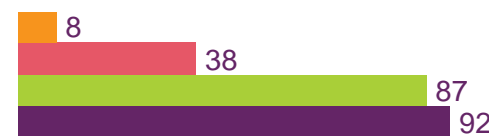
Tablet computer

Games console/ player

Aged 5-15



AB



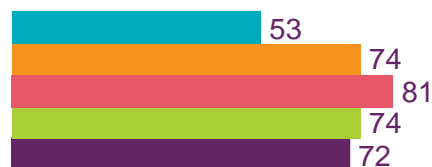
C1



C2



DE



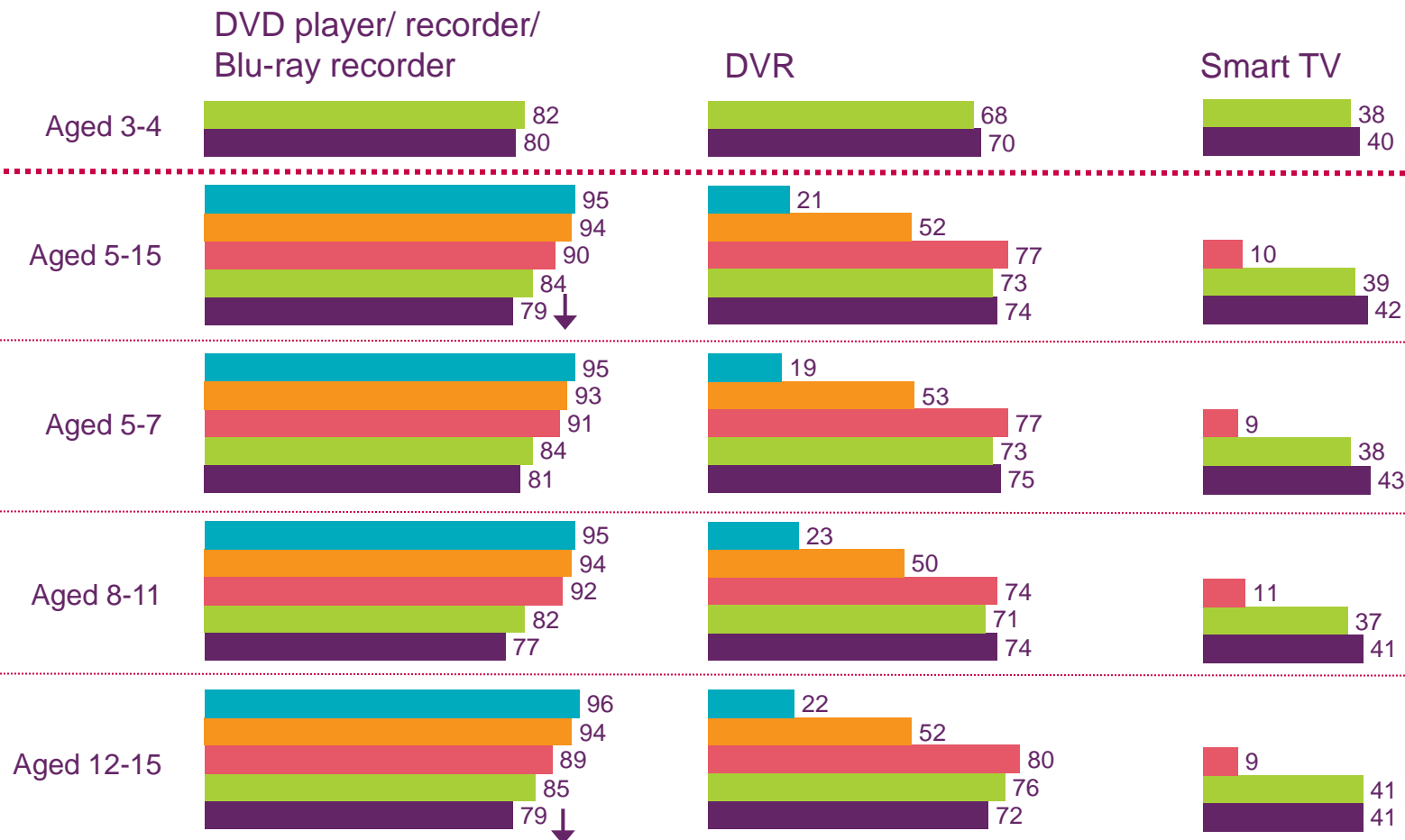
QP3D/E/H/I – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)

Base: Parents of children aged 5-15 (287 AB, 410 C1, 305 C2, 377 DE in 2015) - significance testing shows any change between 2014 and 2015.

# Figure 9: Availability of key platforms in the home, by age : 2007, 2010, 2012, 2014 & 2015

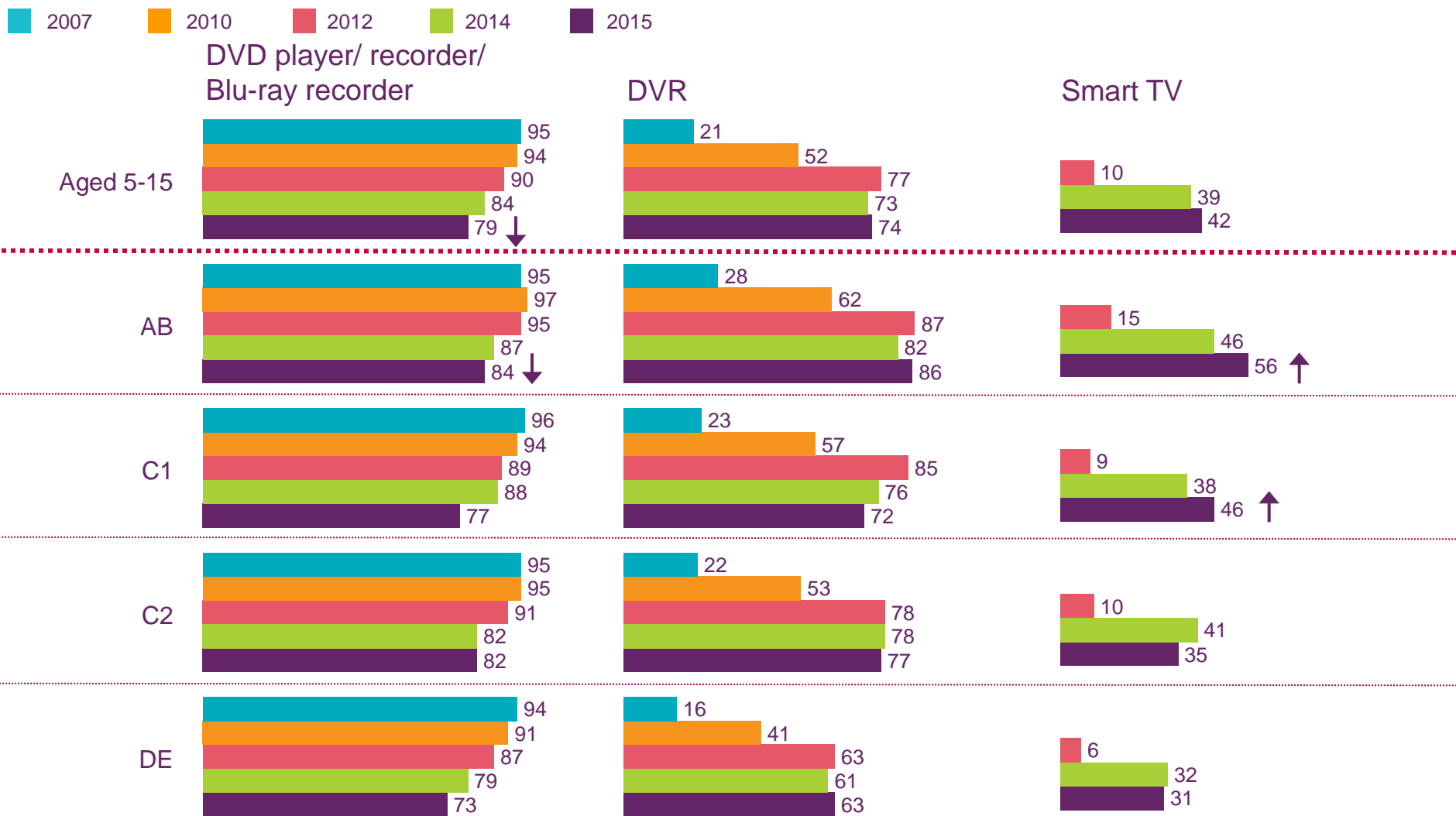


2007 2010 2012 2014 2015



QP3K/C/A – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)  
 Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Figure 10: Availability of key platforms in the home, by socio-economic group for children aged 5-15: 2007, 2010, 2012, 2014 & 2015



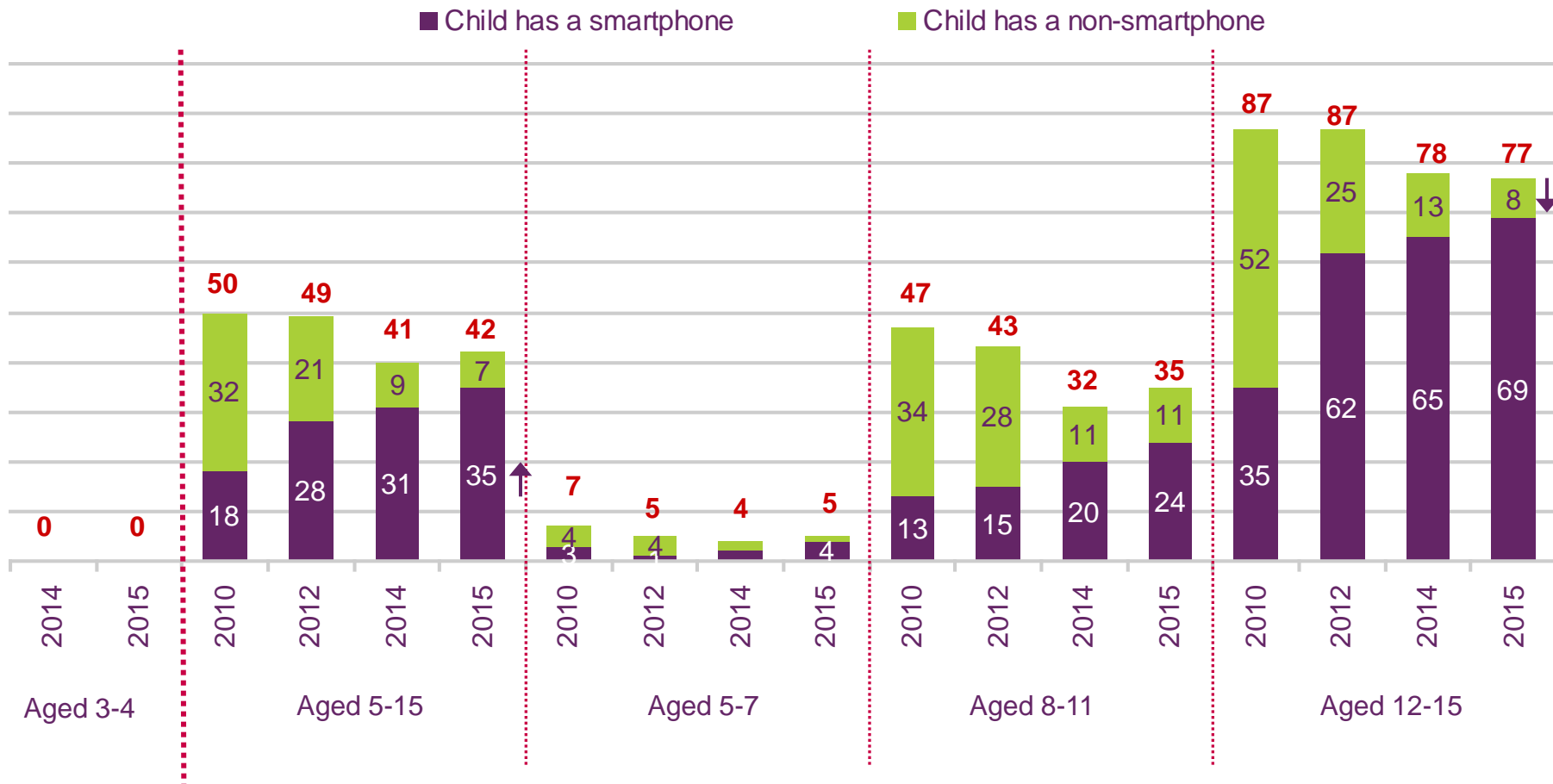
QP3K/C/A – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)

Base: Parents of children aged 5-15 (287 AB, 410 C1, 305 C2, 377 DE in 2015) - significance testing shows any change between 2014 and 2015.

Figure 11: Smartphone and non-smartphone ownership, by age: 2010, 2012, 2014 & 2015



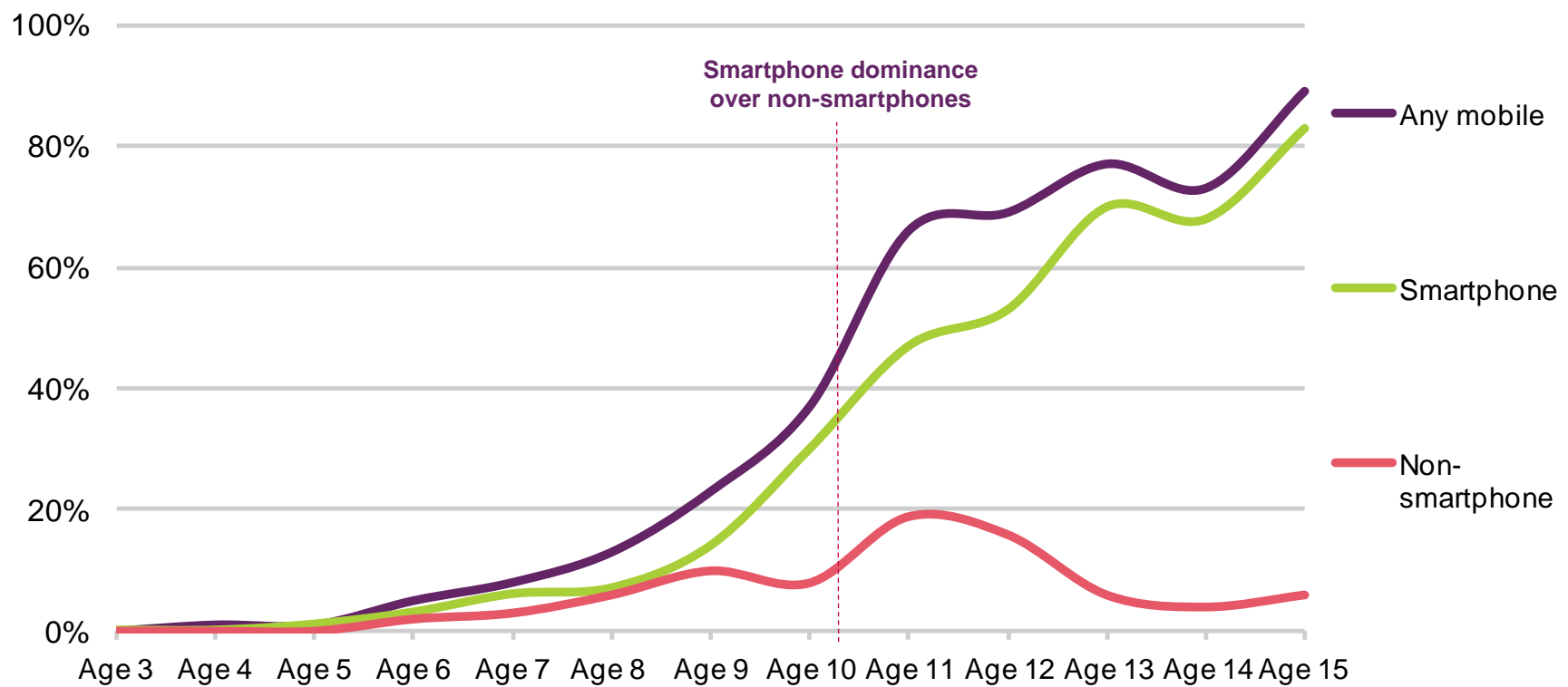
Total mobile phone ownership



QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy. (spontaneous responses, single coded)

Base: Parents of children aged 3-4 (688) or 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 12: Smartphone ownership, by age of child: 2015



QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (spontaneous responses, single coded)  
 Base: Parents of children aged 3-4 or 5-15 (371 aged 3, 317 aged 4, 160 aged 5, 129 aged 6, 110 aged 7, 171 aged 8, 118 aged 9, 94 aged 10, 109 aged 11, 164 aged 12, 108 aged 13, 97 aged 14, 119 aged 15)

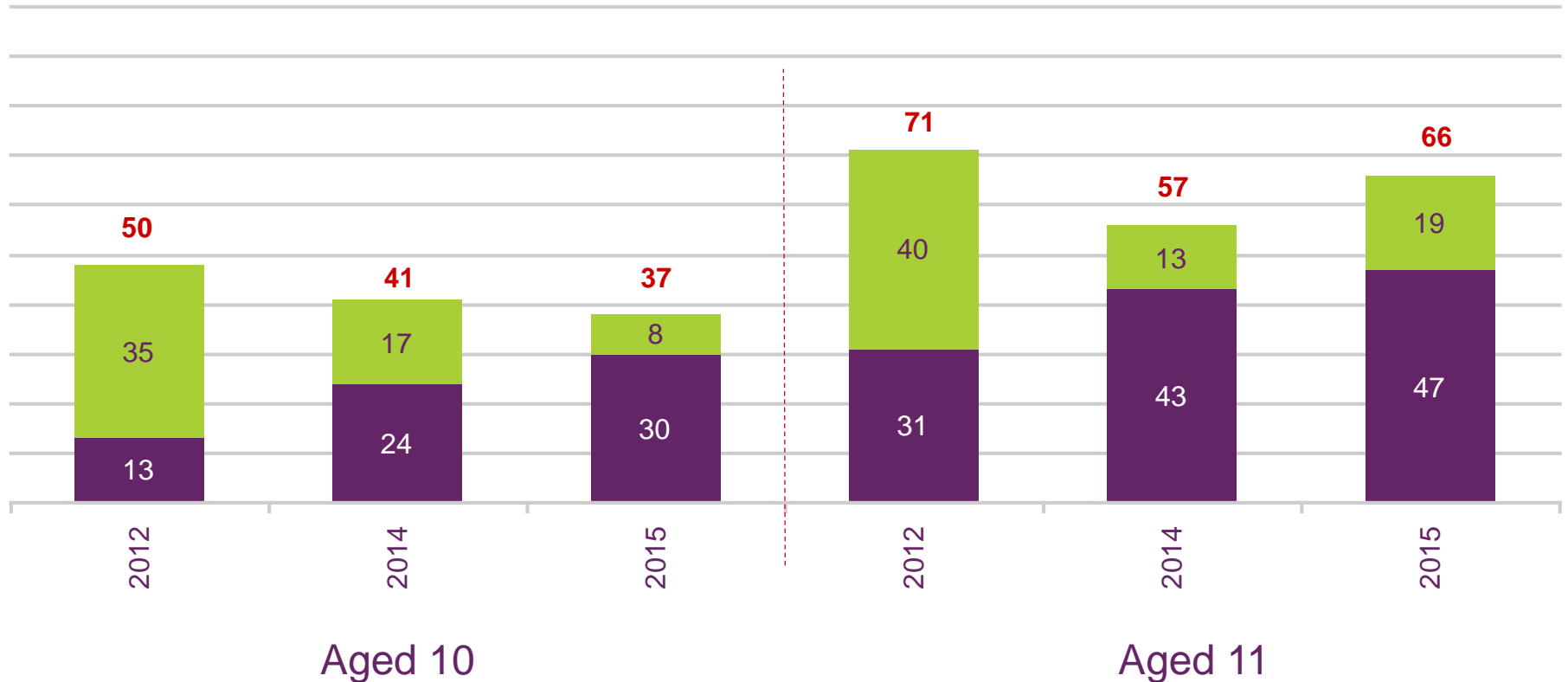
# Figure 13: Smartphone and non-smartphone ownership, by age: 2012, 2014 & 2015



**Total mobile phone ownership**

■ Child has a smartphone

■ Child has a non-smartphone

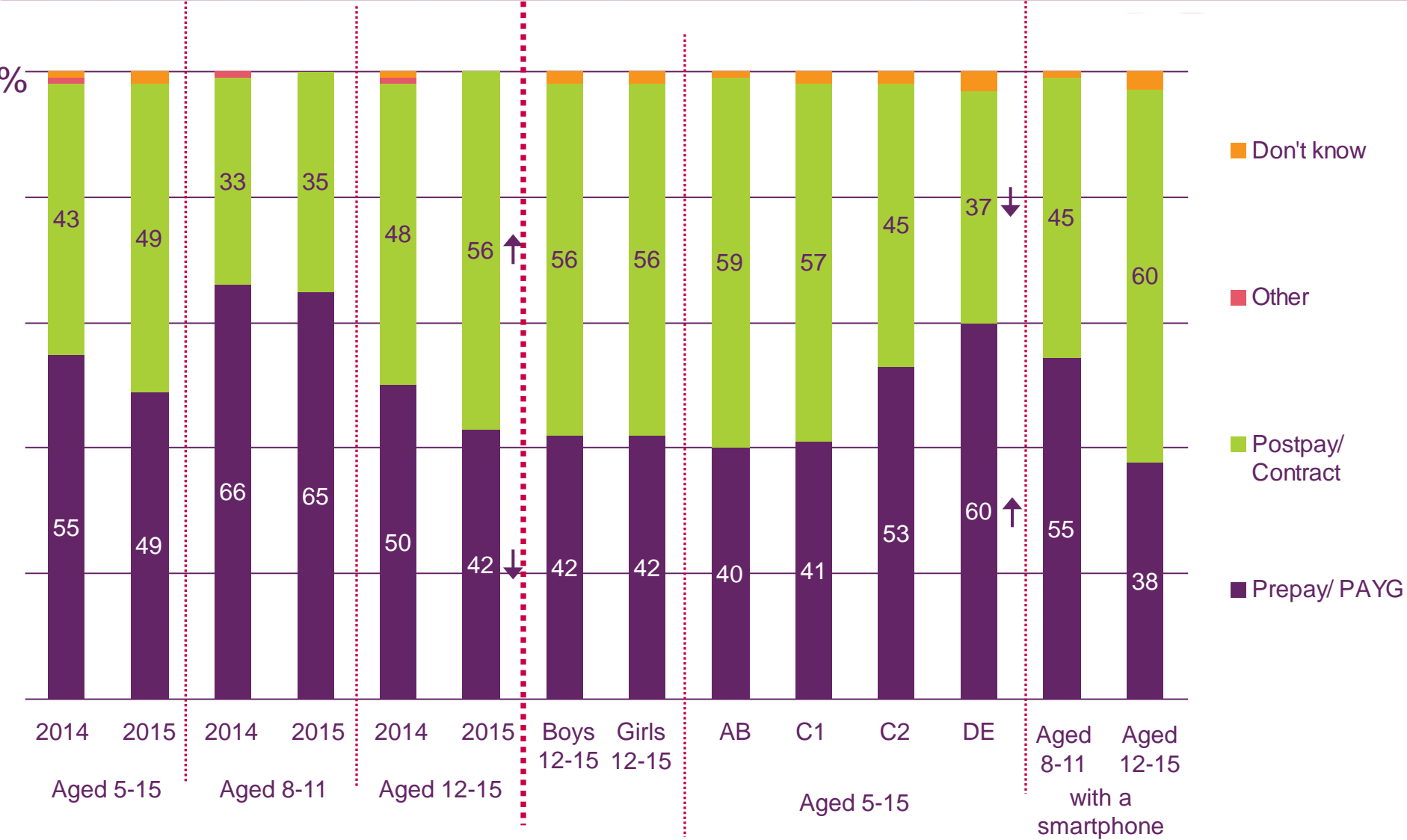


QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy. (spontaneous responses, single coded)

Base: Parents of children aged 10 and 11 (94 aged 10 and 109 aged 11 in 2015)

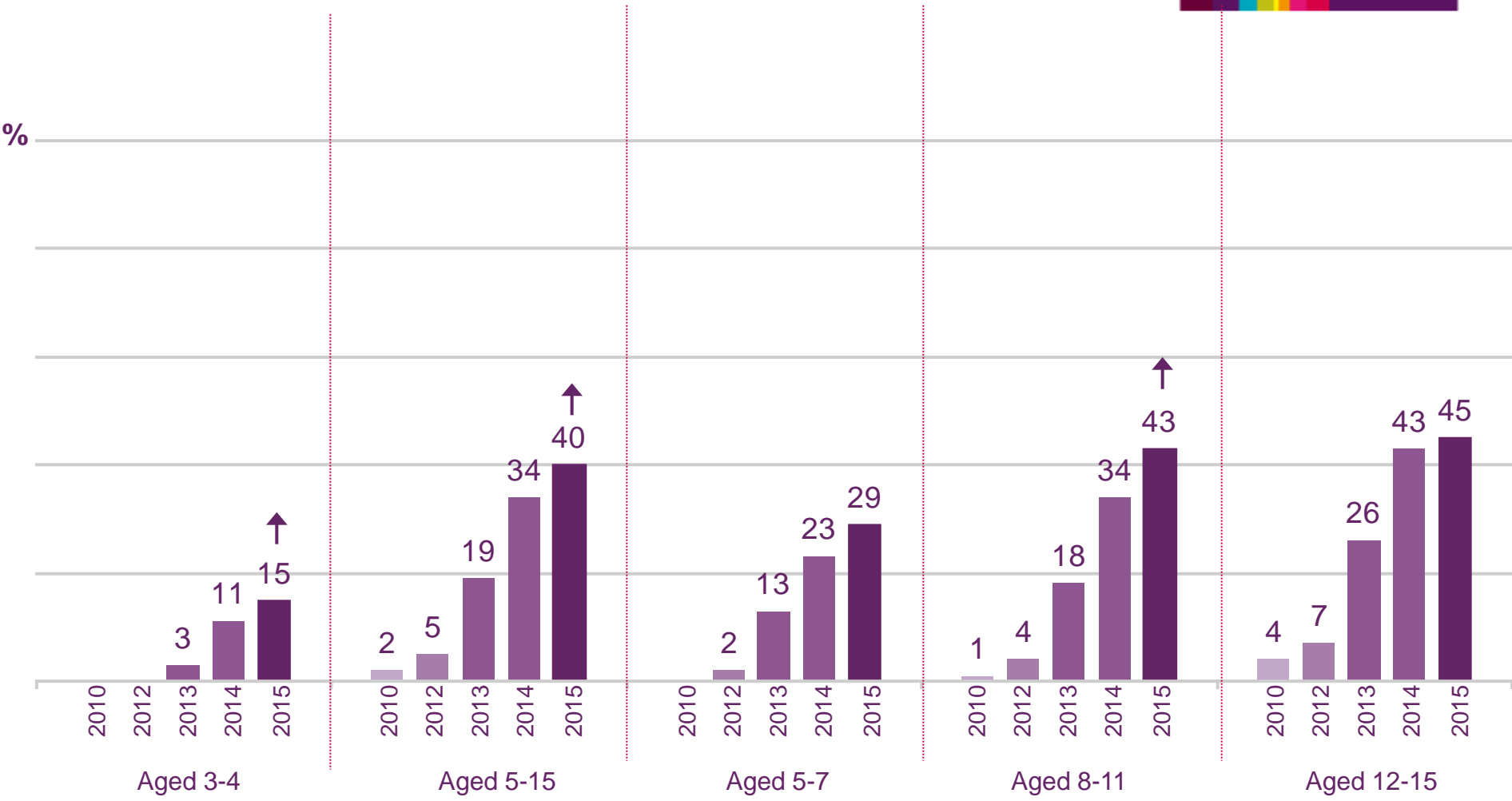


Figure 14: Mobile phone tariff for child's mobile phone, by age, gender of children aged 12-15 and socio-economic group of children aged 5-15: 2014 and 2015



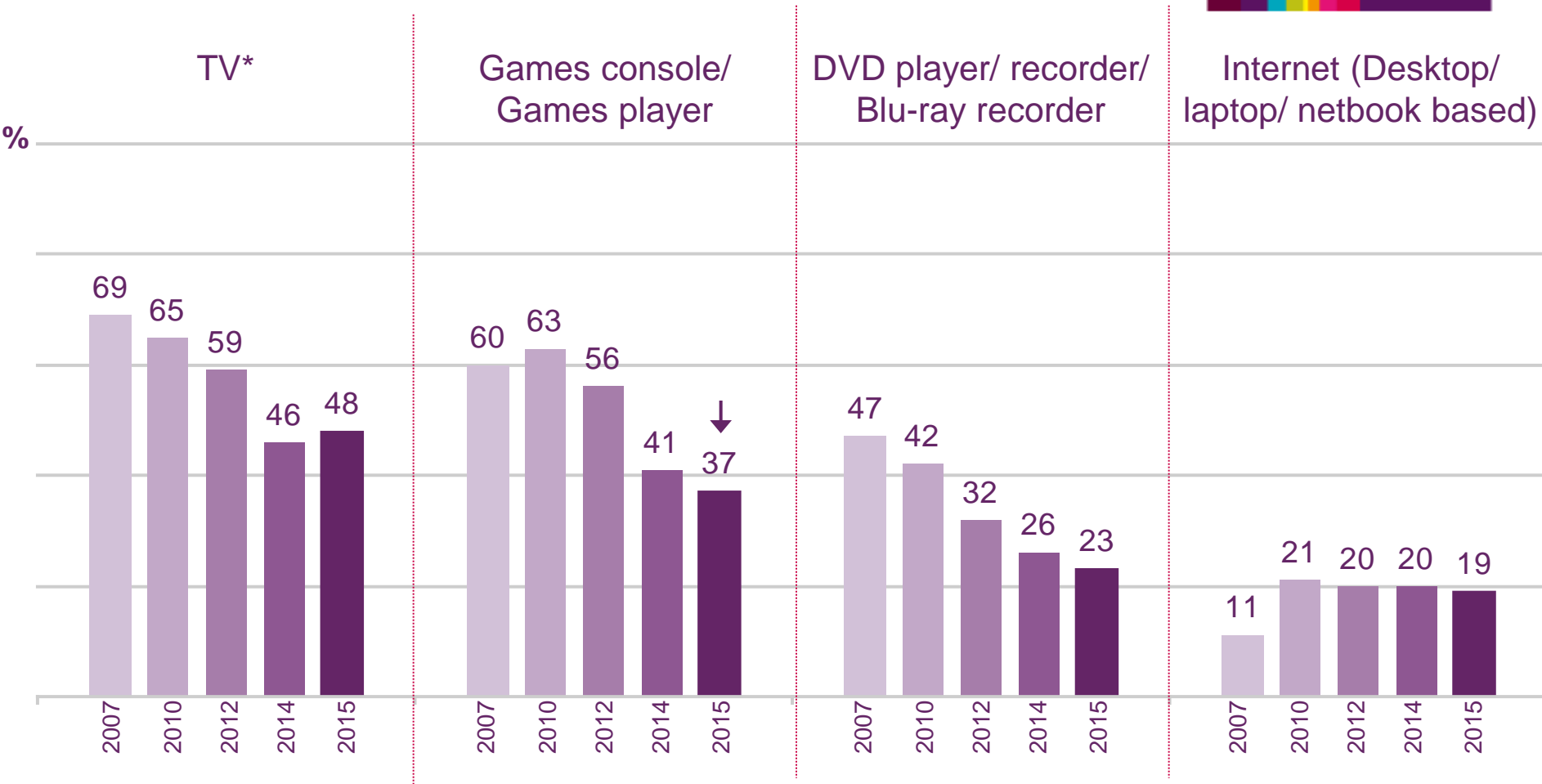
QP64 Which of these best describes the mobile package your child uses most often? (prompted responses, single coded)  
 Base: Parents of children with a mobile phone (545 aged 5-15, 156 aged 8-11, 372 aged 12-15, 180 boys aged 12-15, 192 girls aged 12-15, 114 AB, 151 C1, 124 C2, 156 DE, 106 aged 8-11 with a smartphone, 325 aged 12-15 with a smartphone in 12-15) – significance testing shows any differences between 2013 and 2014 or between boys and girls aged 12-15 in 2015 or by socio-economic group compared to all children aged 5-15 in 2015

Figure 15: Tablet ownership, by age of child : 2010, 2012, 2013, 2014,2015



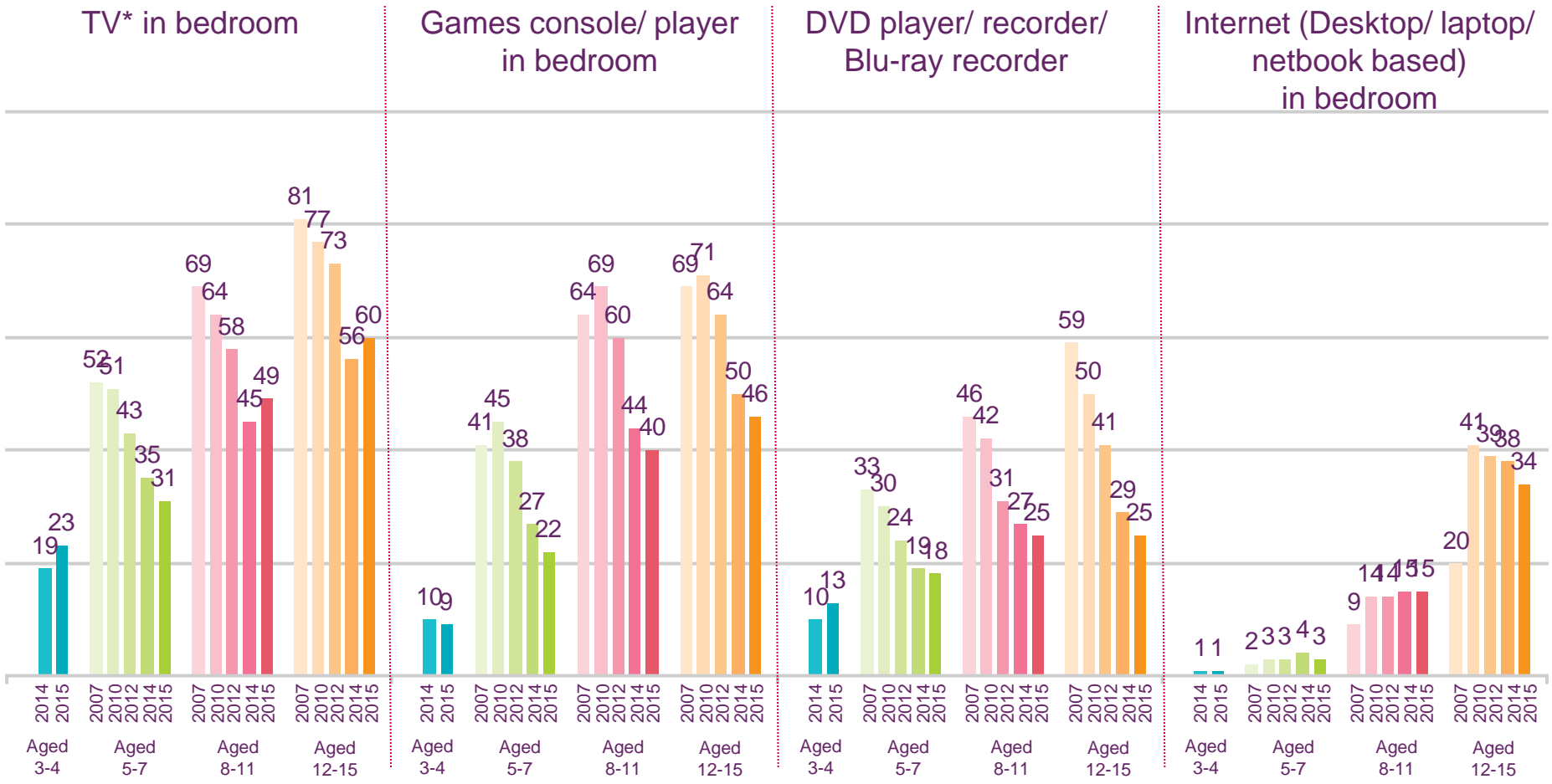
QP3E - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)  
 Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Figure 16 : Media in children's bedrooms, among 5-15s : 2007, 2010, 2012, 2014 and 2015



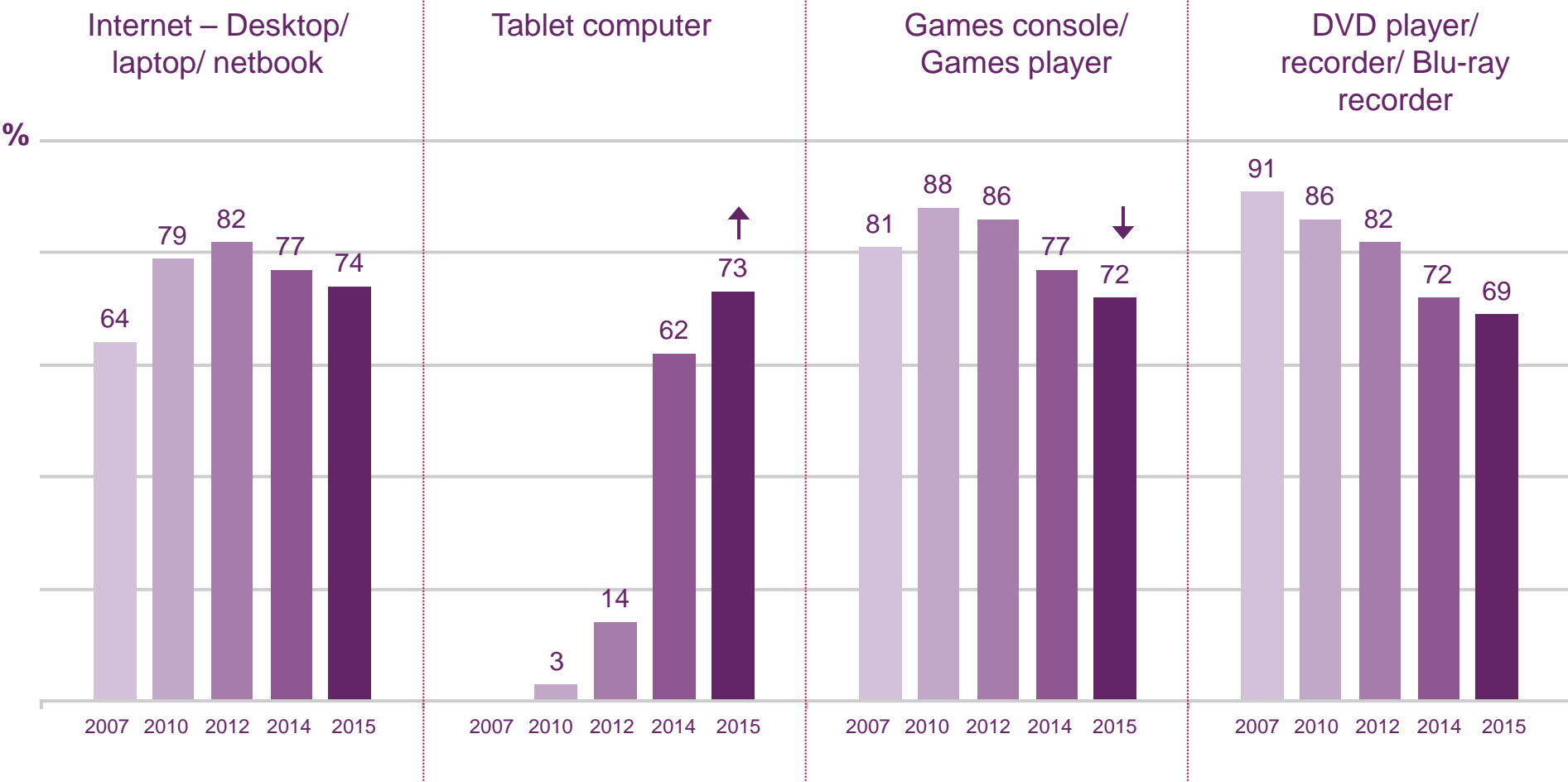
QP3A/B/H/I/D/K- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) \*In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs  
Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015.

Figure 17: Media in children's bedroom, by age : 2007, 2010, 2012, 2014 and 2015



QP3A/B/H/I/D/K – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) \*In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs  
 Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

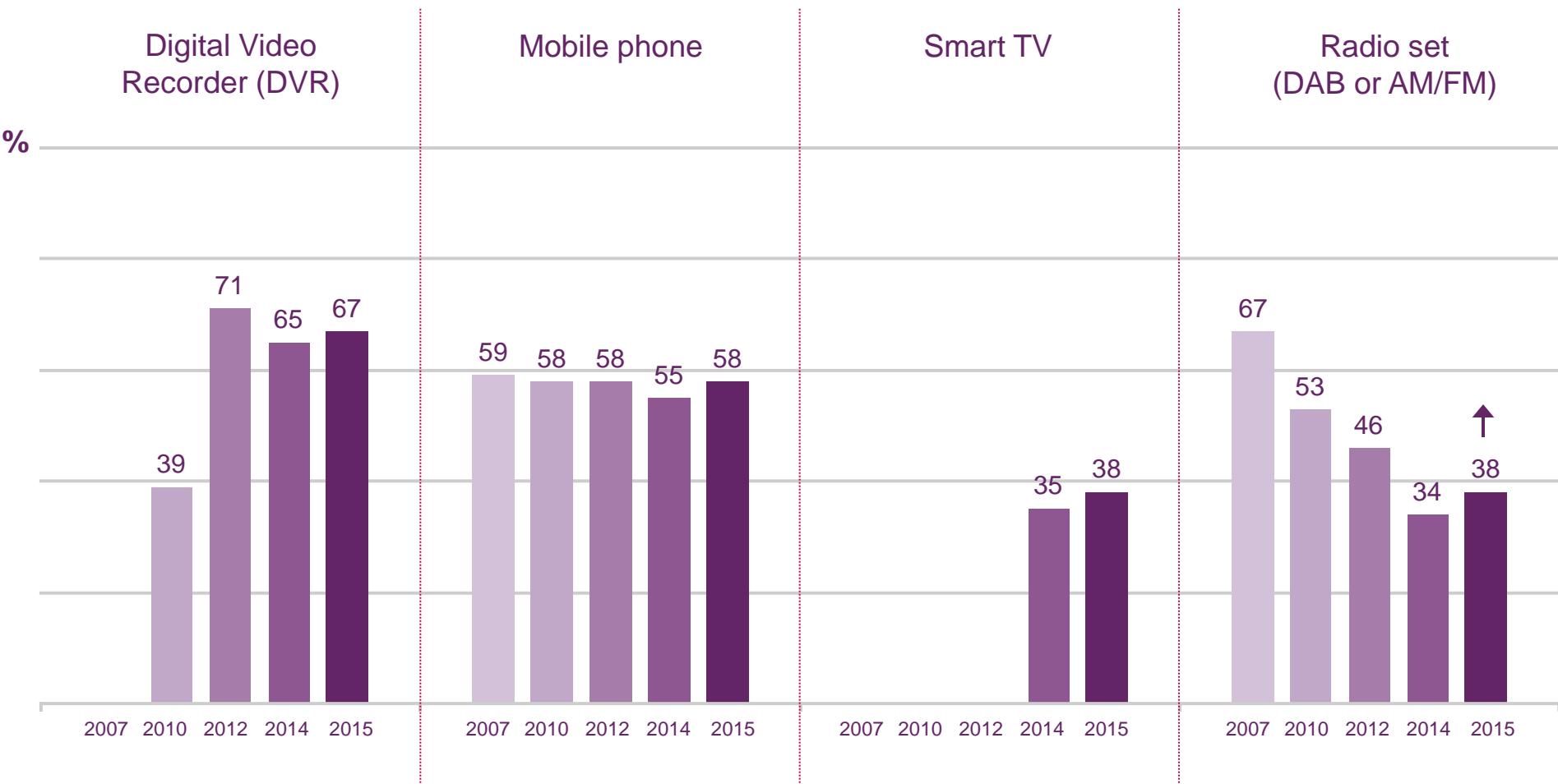
Figure 18a: Media used by children aged 5-15 at home: 2007, 2010, 2012, 2014 and 2015



QP3D/E/H/I/K – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)

Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015

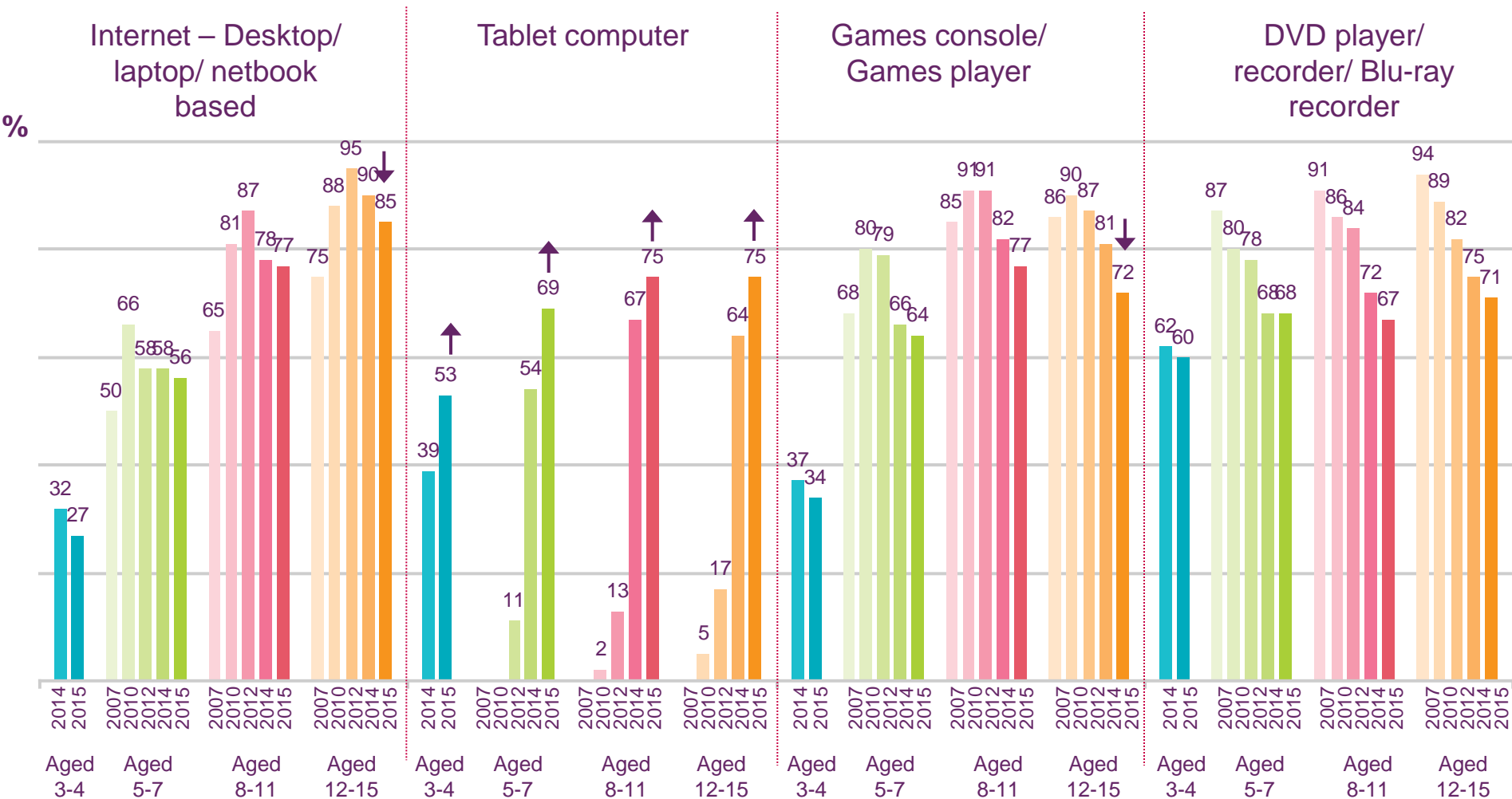
Figure 18b: Media used by children aged 5-15 at home: 2007, 2010, 2012, 2014 and 2015



QP3C/F/A/J - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)

Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015

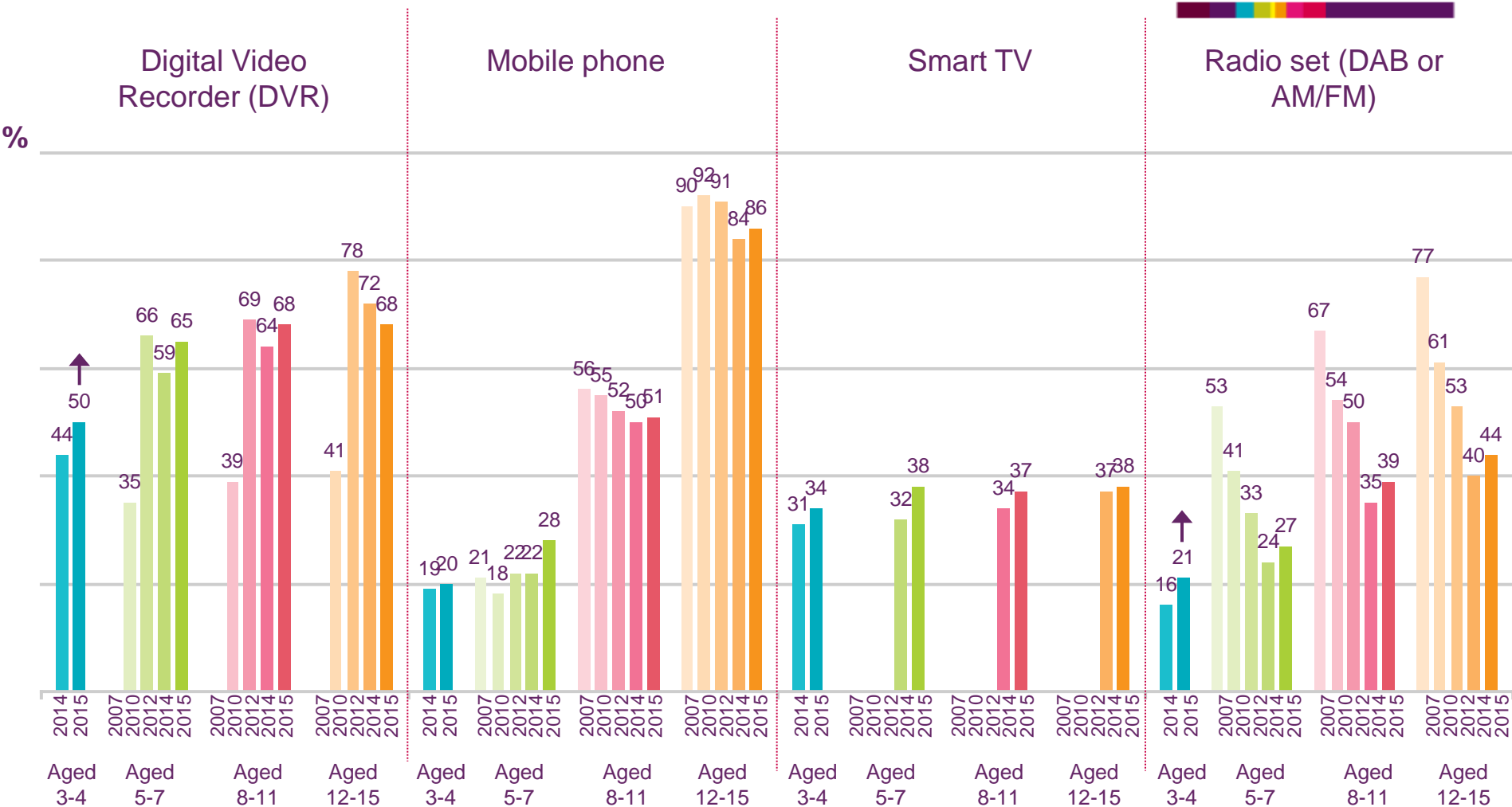
Figure 19a : Media used by children at home, by age: 2007, 2010, 2012, 2014 and 2015



QP3D/E/H/I/K- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)

Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Figure 19b : Media used by children at home, by age: 2007, 2010, 2012, 2014 and 2015



QP3C/F/A/J – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)

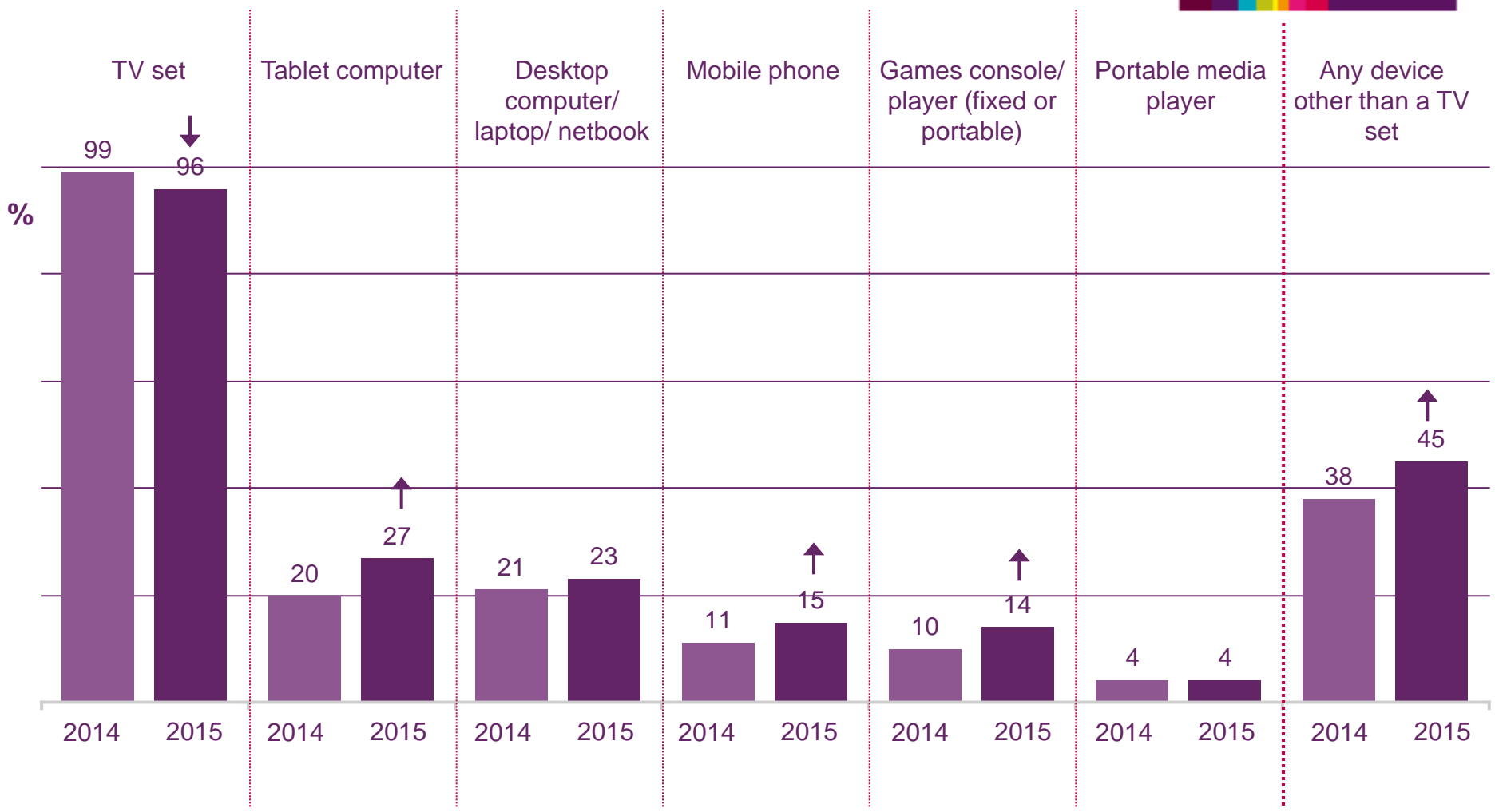
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.



# Figure 20: Summary of access to and use of devices at home, by age: 2015

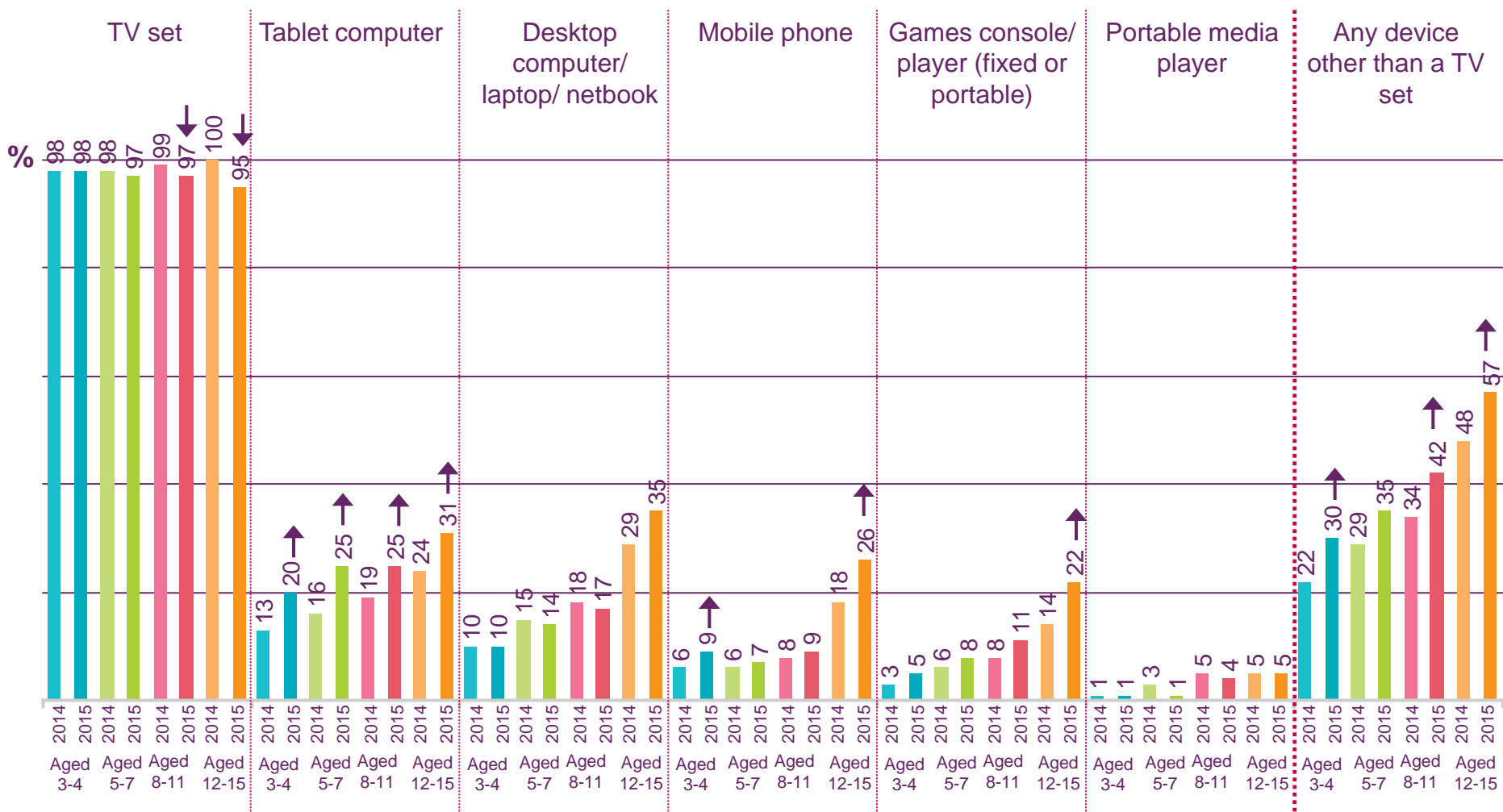
All children	Aged 3-4		Aged 5-15		Aged 5-7		Aged 8-11		Aged 12-15	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Standard TV set	89%	83%	91%	89%	89%	85%	91%	89%	94%	91%
Desktop computer/ laptop/ netbook – with internet access	77%	27%	86%	74%	82%	56%	86%	77%	89%↓	85%↓
Tablet computer	75%↑	53%↑	81%↑	73%↑	81%↑	69%↑	81%↑	75%↑	80%↑	75%↑
DVD player/ DVD recorder/ Blu-ray recorder	80%	60%	79%↓	69%	81%	68%	77%	67%	79%↓	71%
Digital Video Recorder (DVR)	70%	50%↑	74%	67%	75%	65%	74%	68%	72%	68%
Radio	67%	21%↑	73%	38%↑	72%	27%	75%	39%	72%	44%
Games console (connected to TV)	50%	27%	73%	65%	64%	54%	78%	71%	76%	68%↓
Handheld games player	35%	21%	50%↓	42%↓	47%	40%	57%↓	49%↓	45%↓	37%↓
Smart TV set	40%	34%	42%	38%	43%	38%	41%	37%	41%	38%
Mobile phone	0%	20%	42%	58%	5%	28%	35%	51%	77%	86%
Portable media player	28%	8%↑	35%↓	24%↓	28%	13%	36%	24%↓	39%	33%
E-book reader	26%↑	6%	27%	11%	25%	6%	26%	12%	30%	13%
Educational games system	44%	41%	22%↑	16%	36%	30%	20%	14%	13%	9%↑
Any standard/ smart TV	100%↑	96%↑	99%↑	97%	98%	96%	99%	97%	99%	97%
Any games console/ player	56%	34%	79%↓	72%↓	73%	64%	83%↓	77%	80%↓	72%↓

# Figure 21: Devices ever used by children aged 5-15 to watch television programmes at home or elsewhere (2014 and 2015)



QP5 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded).  
 Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015

Figure 22: Devices ever used to watch television programmes at home or elsewhere (2014 - 2015), by age



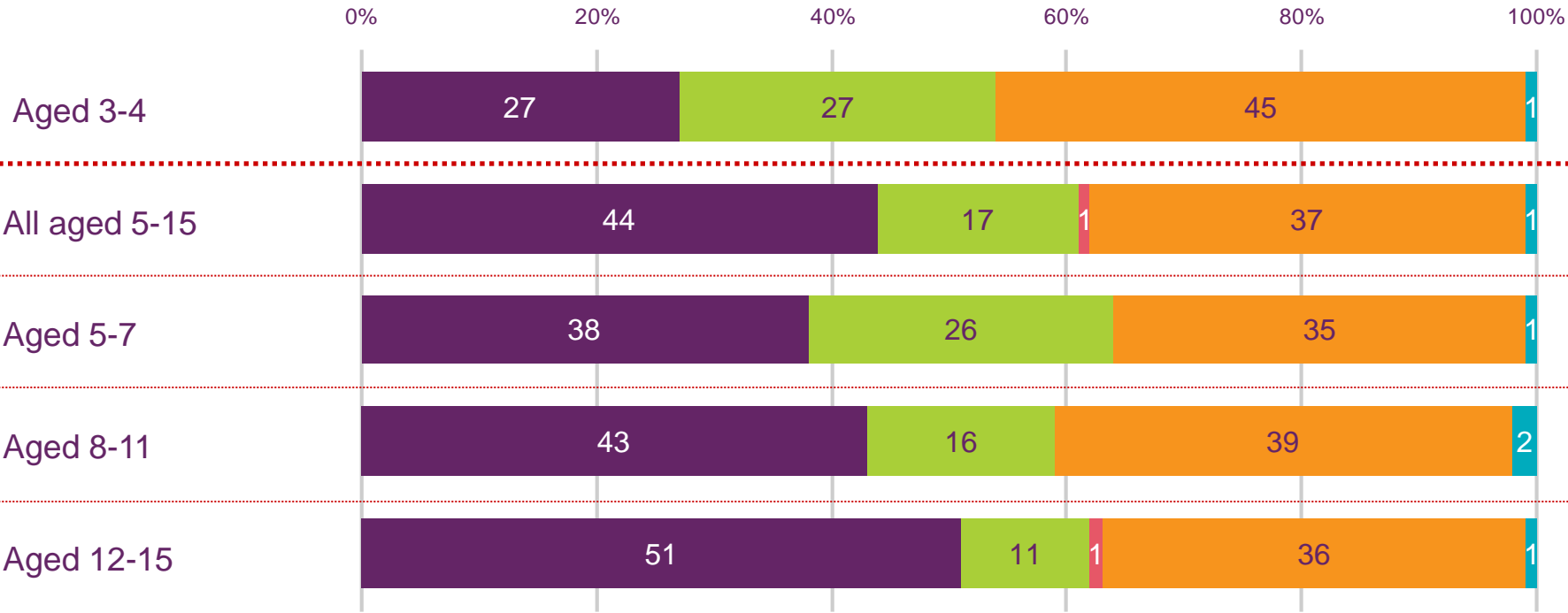
QP5 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded)

Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015

# Figure 23: Access to and use of, on-demand TV content, by age :2015



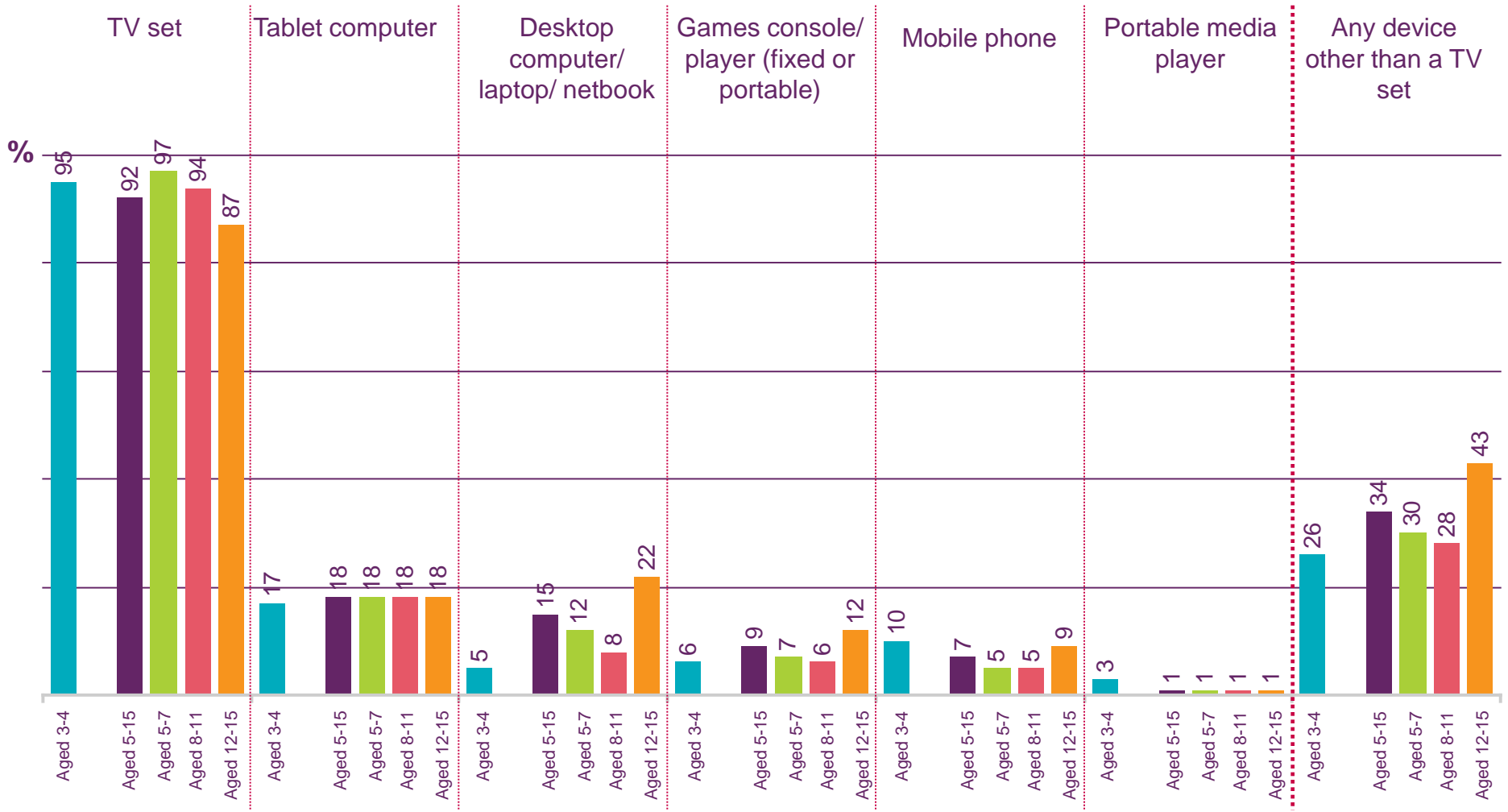
- Child watches on-demand TV content
- Child does not watch
- Don't know whether child watches
- No access to on-demand TV content
- Don't know whether has access to on-demand content



QP8/ QP9– Can you or anyone in your household watch TV programmes or films 'on-demand' through a TV set, or any other type of device in any of these ways?/ Does your child watch TV programmes or films 'on-demand' in any of these ways? (prompted responses, single coded)

Base: Parents of children aged 3-4 (688) or 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 24: Devices ever used to watch television on demand: 2015



QP10 – Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand (prompted responses, multi-coded)  
 Base: Parents of children aged 3-4 (185) or 5-15 whose child ever watches on demand content (586 aged 5-15, 143 aged 5-7, 204 aged 8-11, 239 aged 12-15)

Figure 25: Frequency of watching on-demand content: 2015

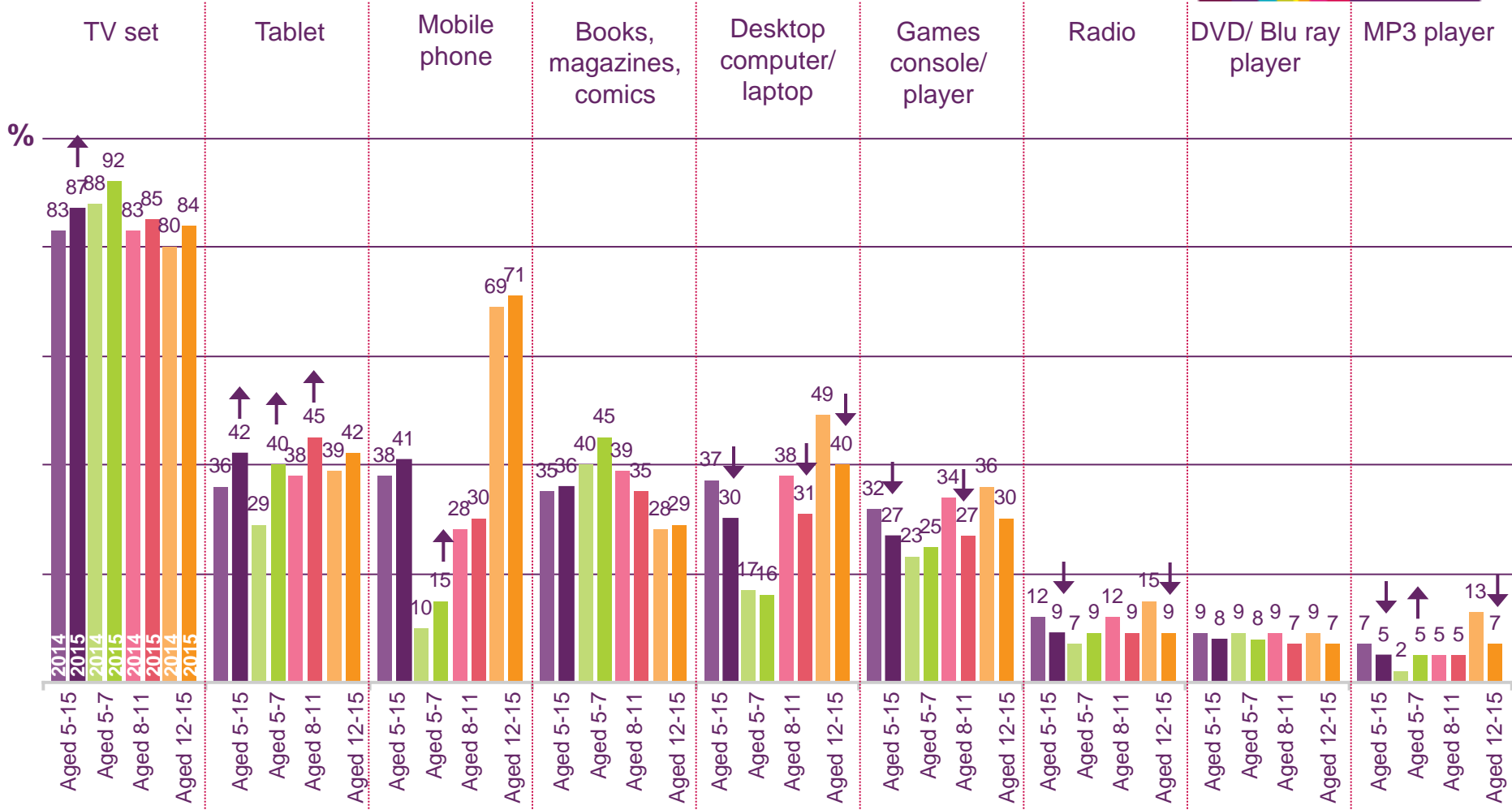


■ Every day     
 ■ Not daily but at least weekly     
 ■ Less frequently than weekly     
 ■ Don't know



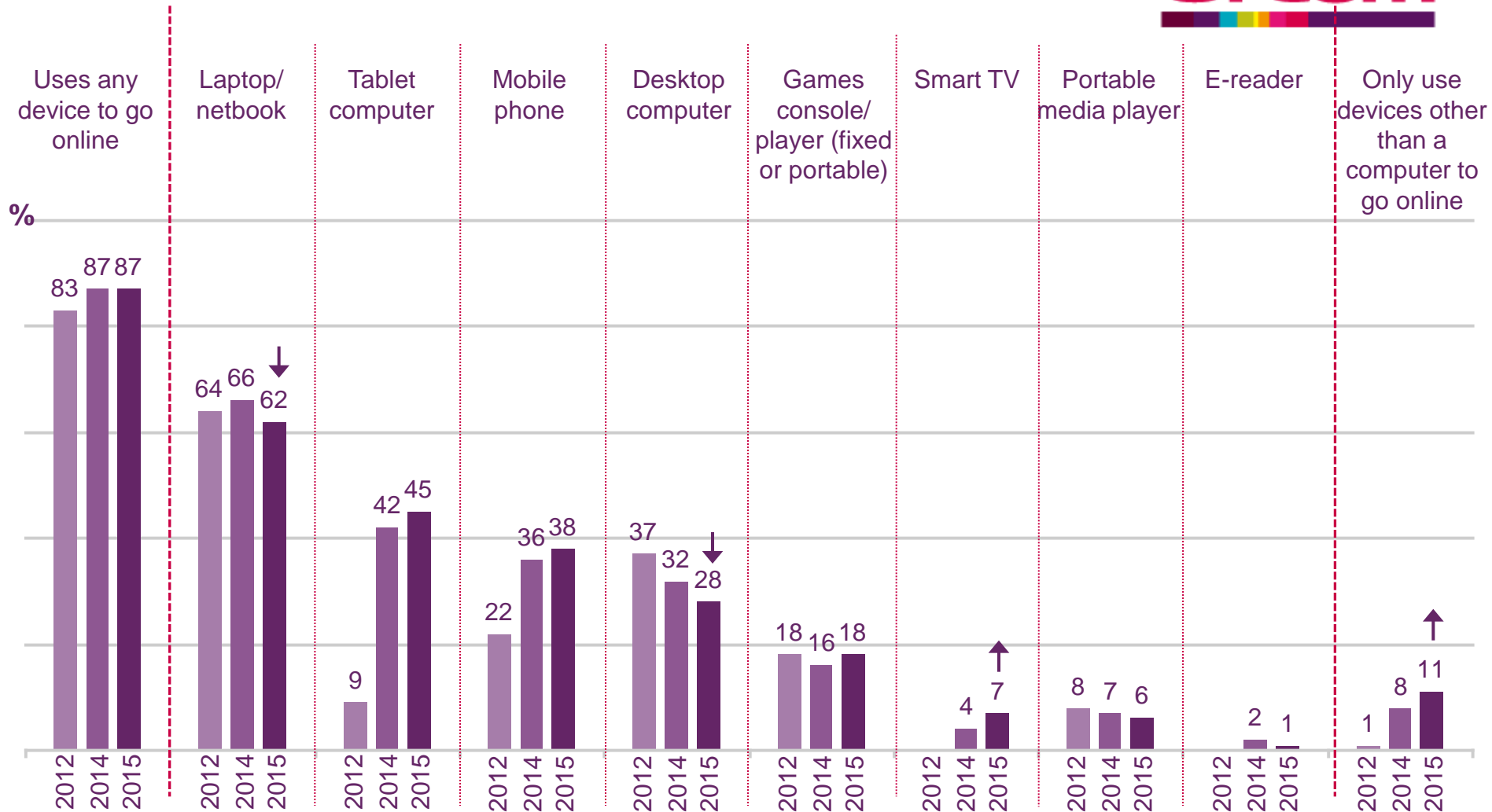
QP12 – How frequently does your child watch any On-Demand content through any type of device? (prompted responses, single coded)  
 Base: Parents of children aged 3-4 (185) or 5-15 whose child ever watches on demand content (586 aged 5-15, 143 aged 5-7, 204 aged 8-11, 239 aged 12-15)

Figure 26: Regular use of media devices, by age: 2014 and 2015



QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)  
 Base: Children aged 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015)

Figure 27: Devices ever used by children aged 5-15 to go online at home (2012) or elsewhere (2014, 2015)

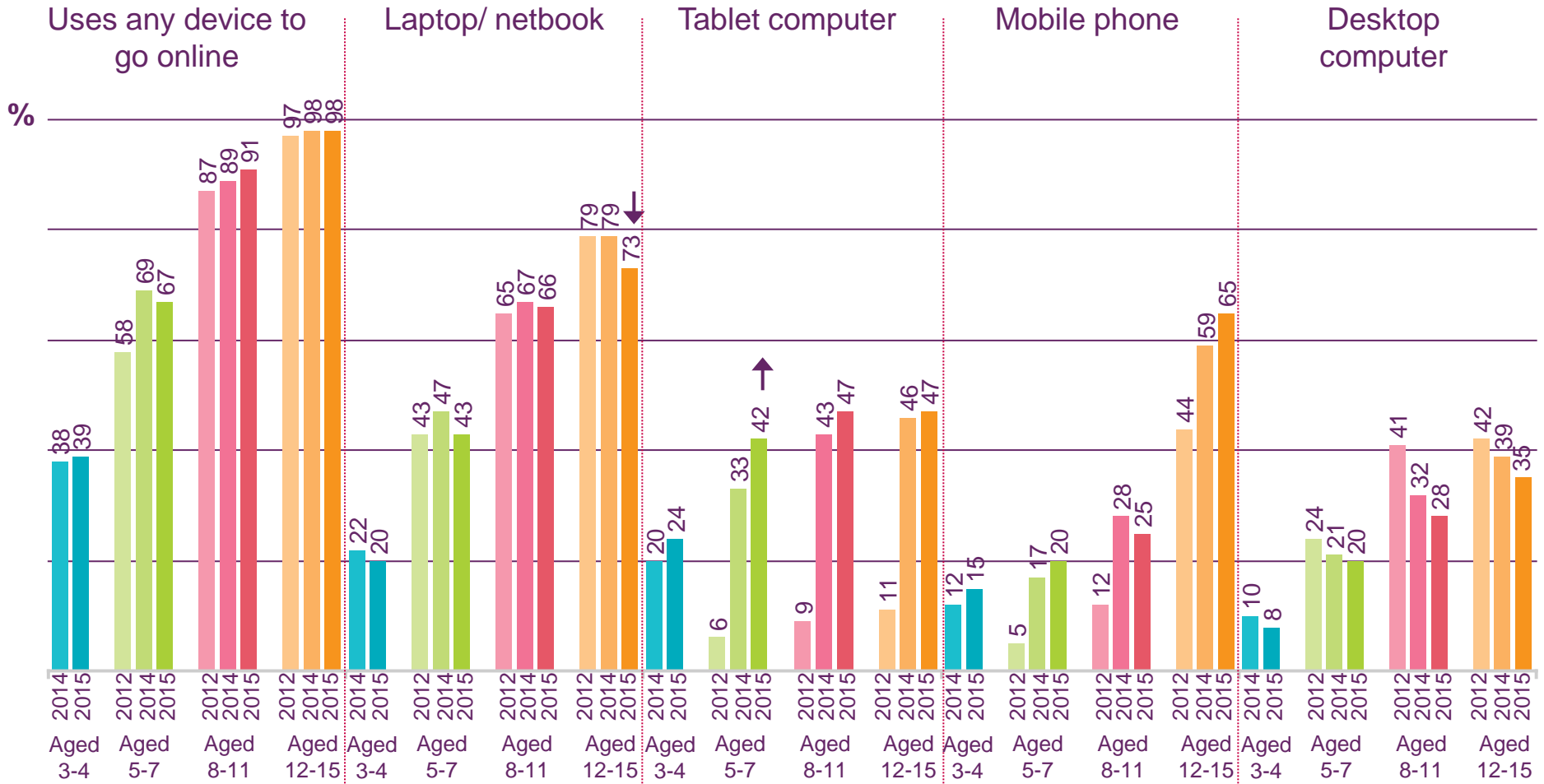


QP23 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded)

Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2013 parents/ children were asked about going online at home whereas from 2014 they were asked about going online at home or elsewhere



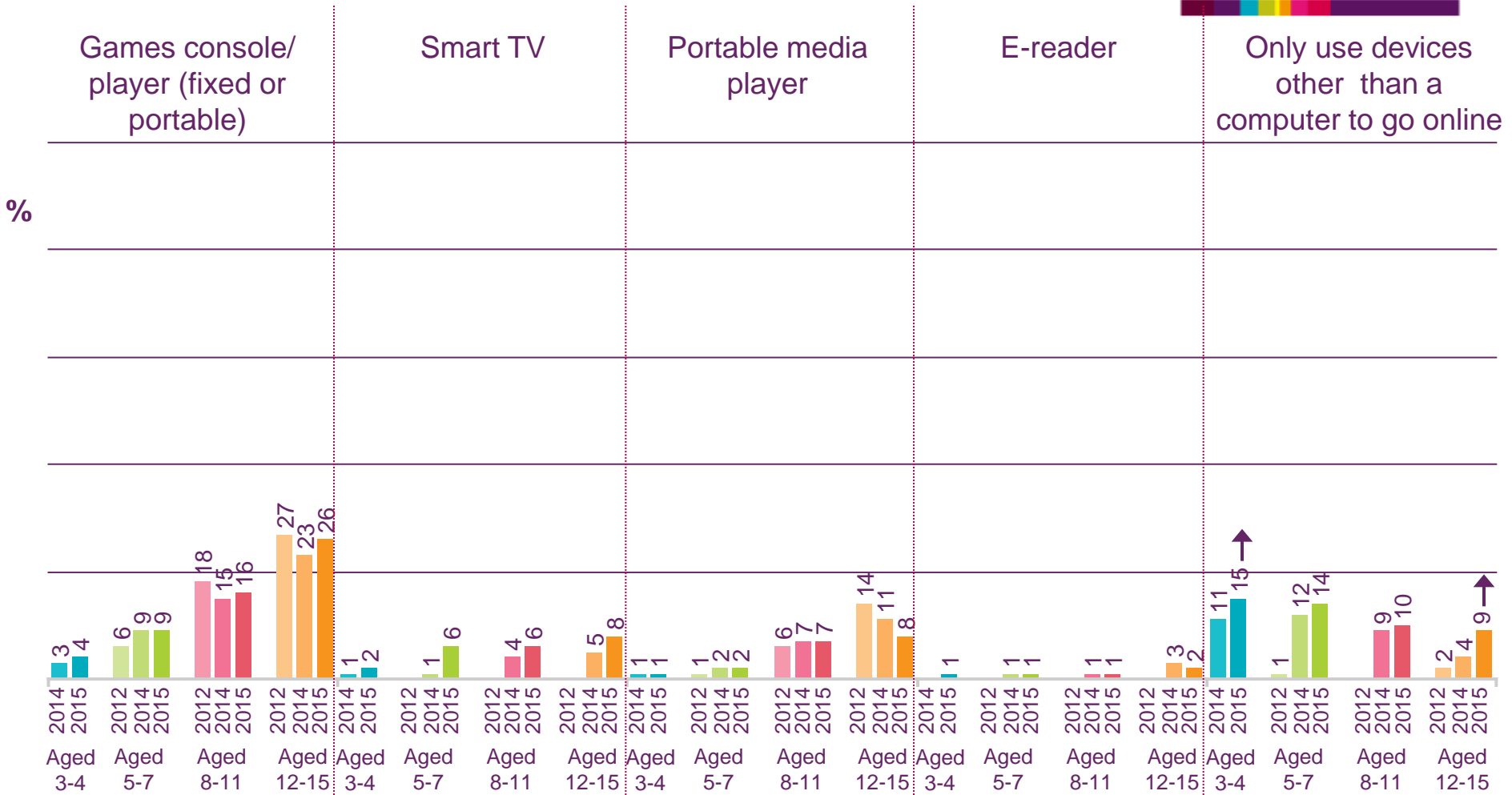
Figure 28a: Devices ever used by children to go online at home (2012) or elsewhere (2014, 2015), by age



QP23 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded).

Base: Parents of children aged 3-4 (688) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/ children were asked about going online at home whereas from 2014 they were asked about going online at home or elsewhere.

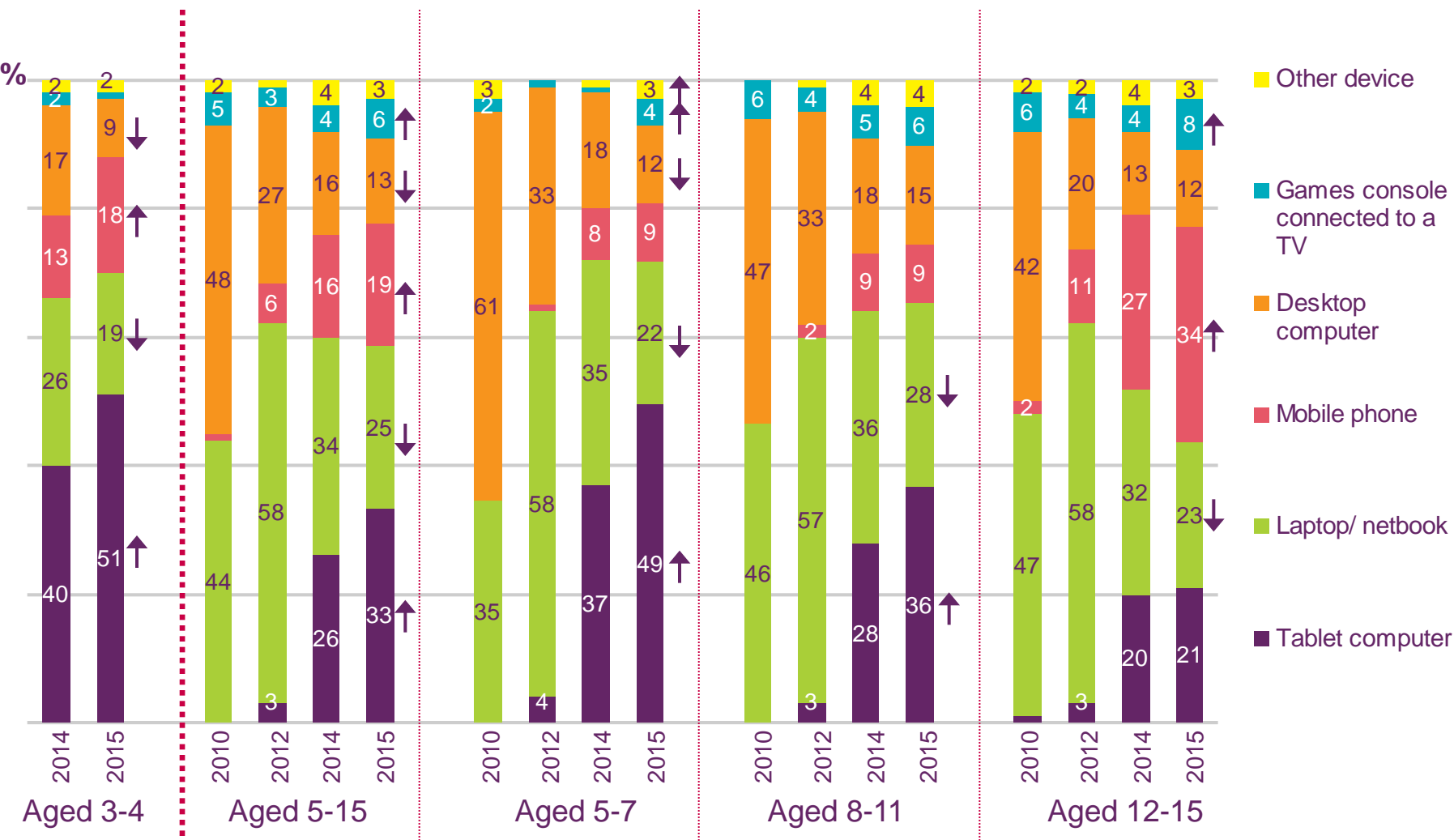
Figure 28b: Devices ever used by children to go online at home (2012) or elsewhere (2014, 2015), by age



QP23 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded).

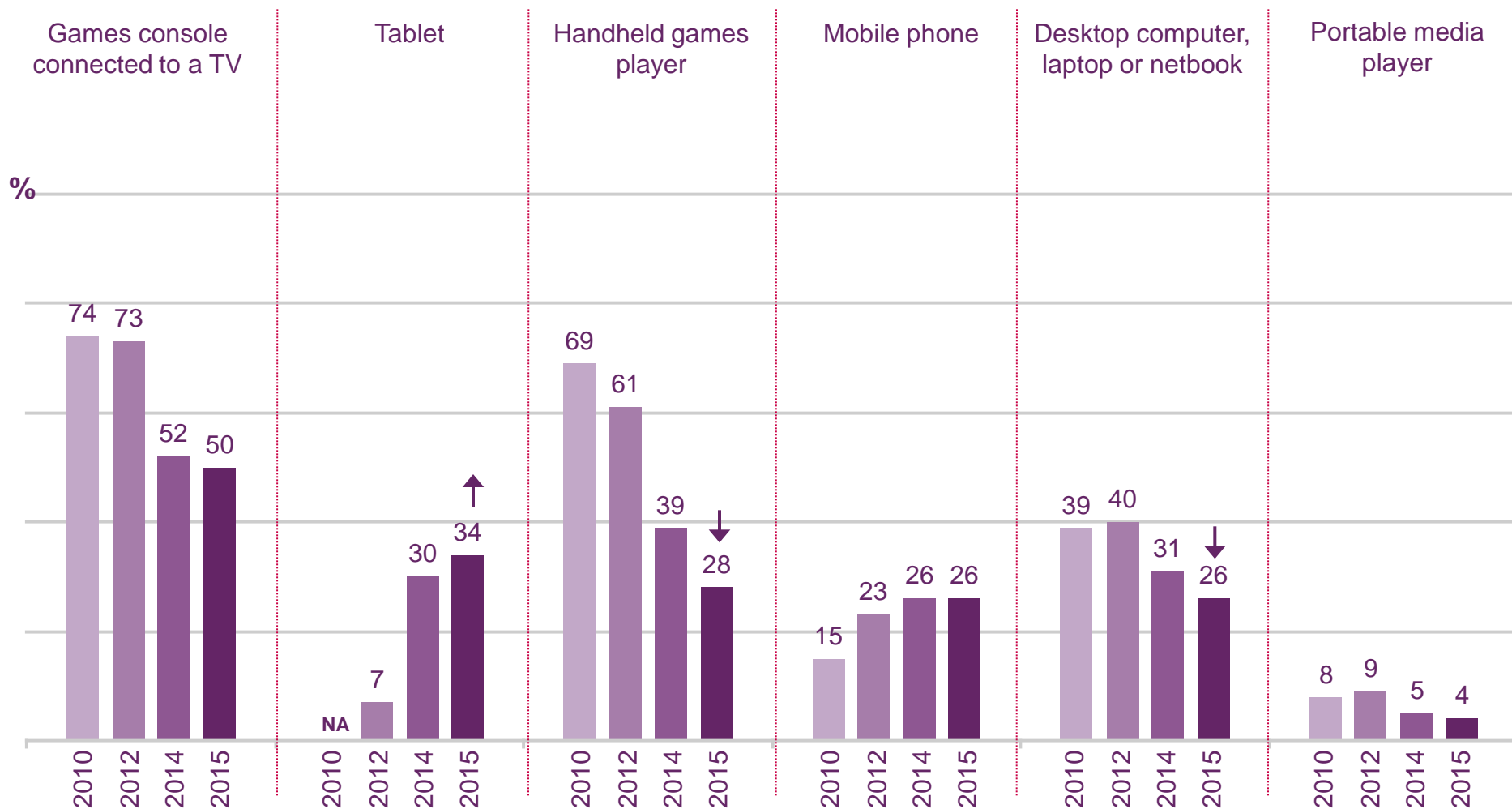
Base: Parents of children aged 3-4 (688) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/ children were asked about going online at home whereas from 2014 they were asked about going online at home or elsewhere.

Figure 29: Device 'mostly' used by children to go online at home (2010, 2012) or elsewhere (2014, 2015), by age



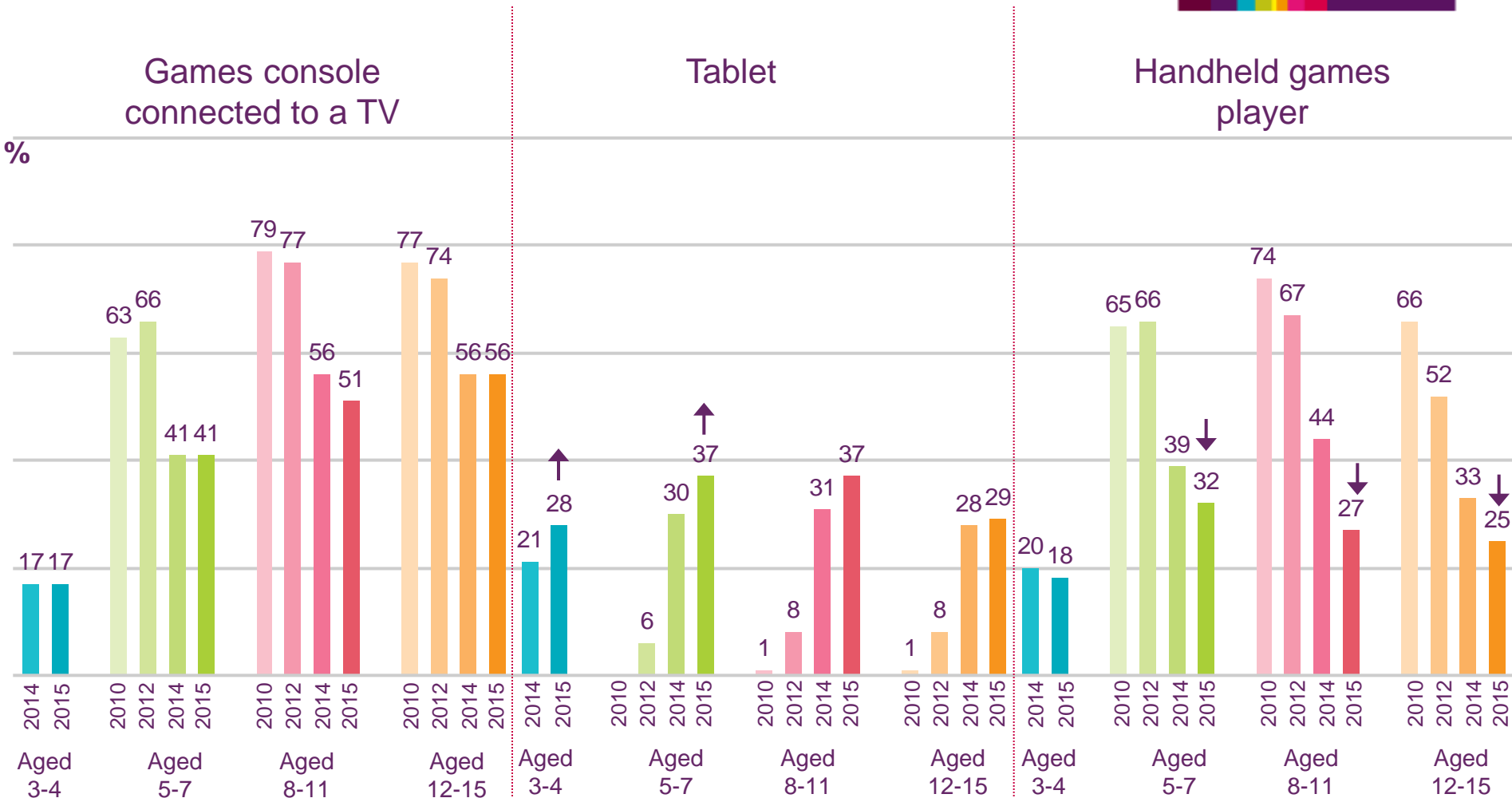
QP24 – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded).  
 Base: Parents whose child ever goes online at home or elsewhere aged 3-4 (262) or 5-15 (1176 aged 5-15, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Figure 30: Devices used for gaming at home (2010, 2012) or elsewhere (2014,2015)



QP65– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 3% of all 5-15s  
 Base: Parents of children aged 5-15 (1379). Significance testing shows any change between 2014 and 2015. In 2010-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Figure 31a: Devices used for gaming at home (2010,2012) or elsewhere (2014, 2015), by age



QP65– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 3% of all 5-15s  
 Base: Parents of children aged 3-4 (688) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Figure 31b: Devices used for gaming at home (2010,2012) or elsewhere (2014, 2015), by age

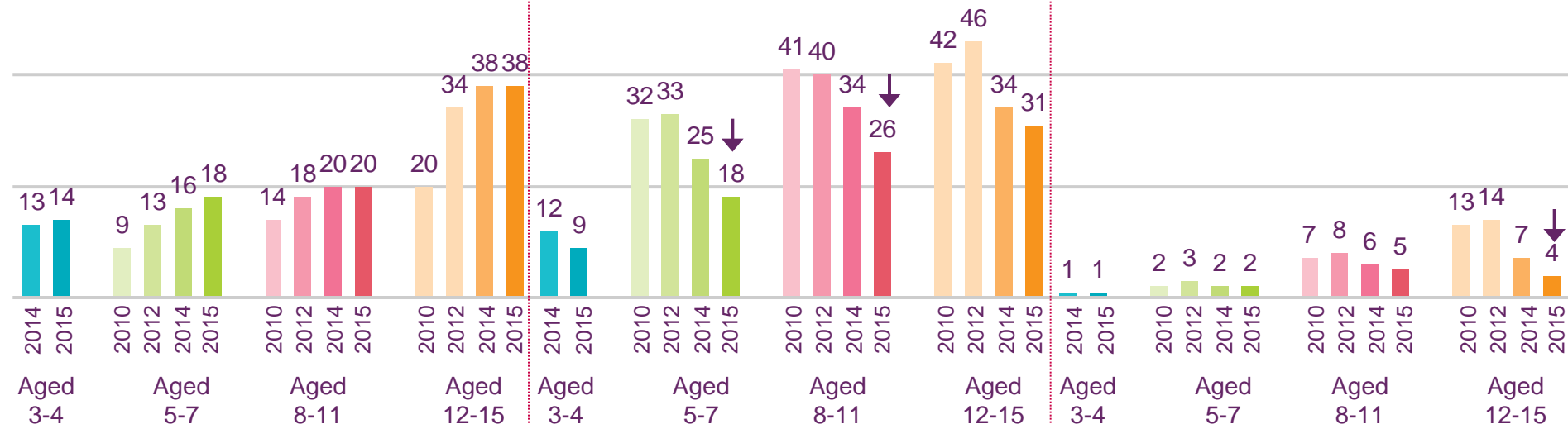


Mobile phone

Desktop computer, laptop or netbook

Portable media player

%



QP65– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 3% of all 5-15s  
 Base: Parents of children aged 3-4 (688) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015. In 2010-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent