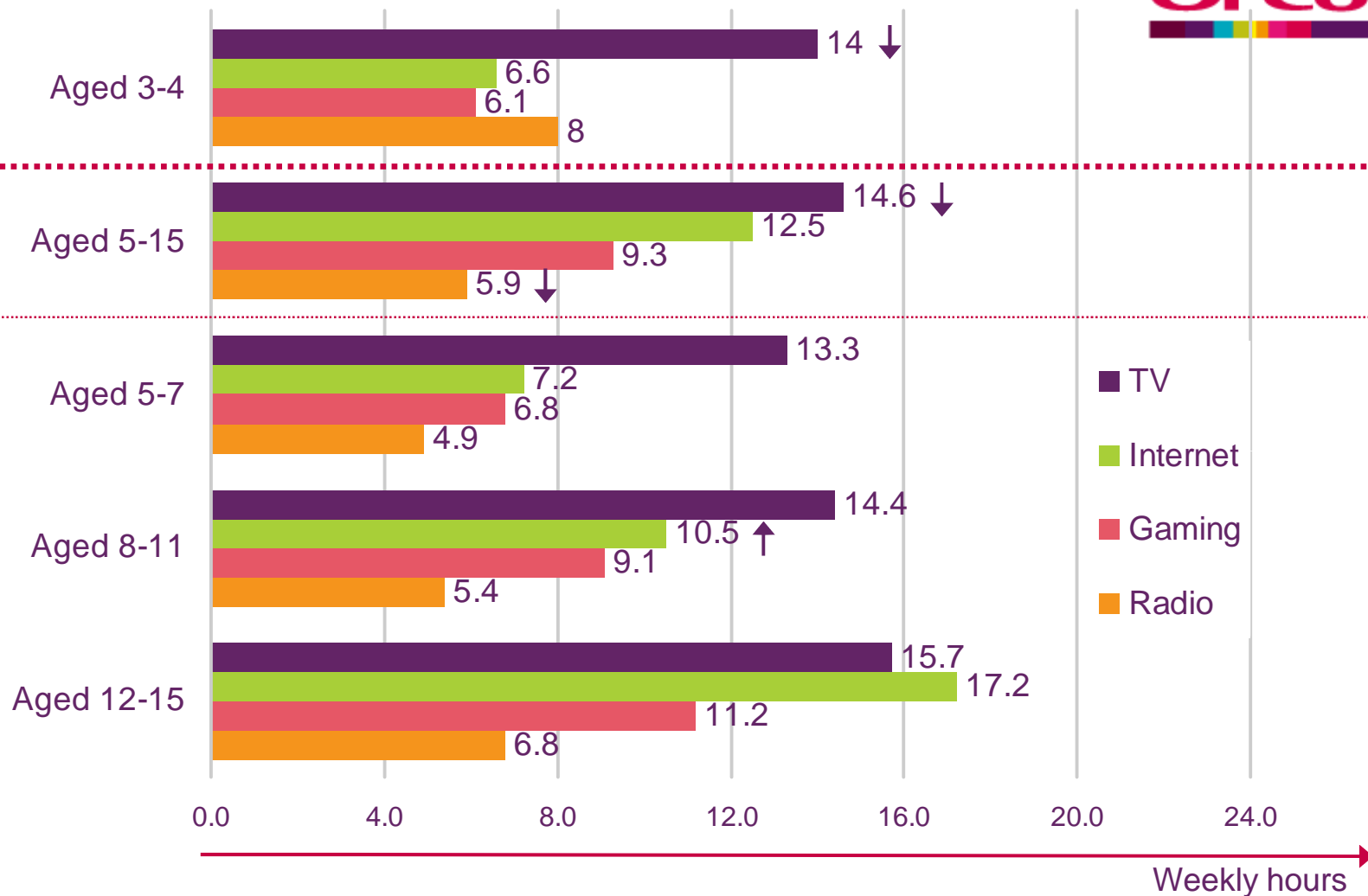


Children's Media Use and Attitudes Report 2014

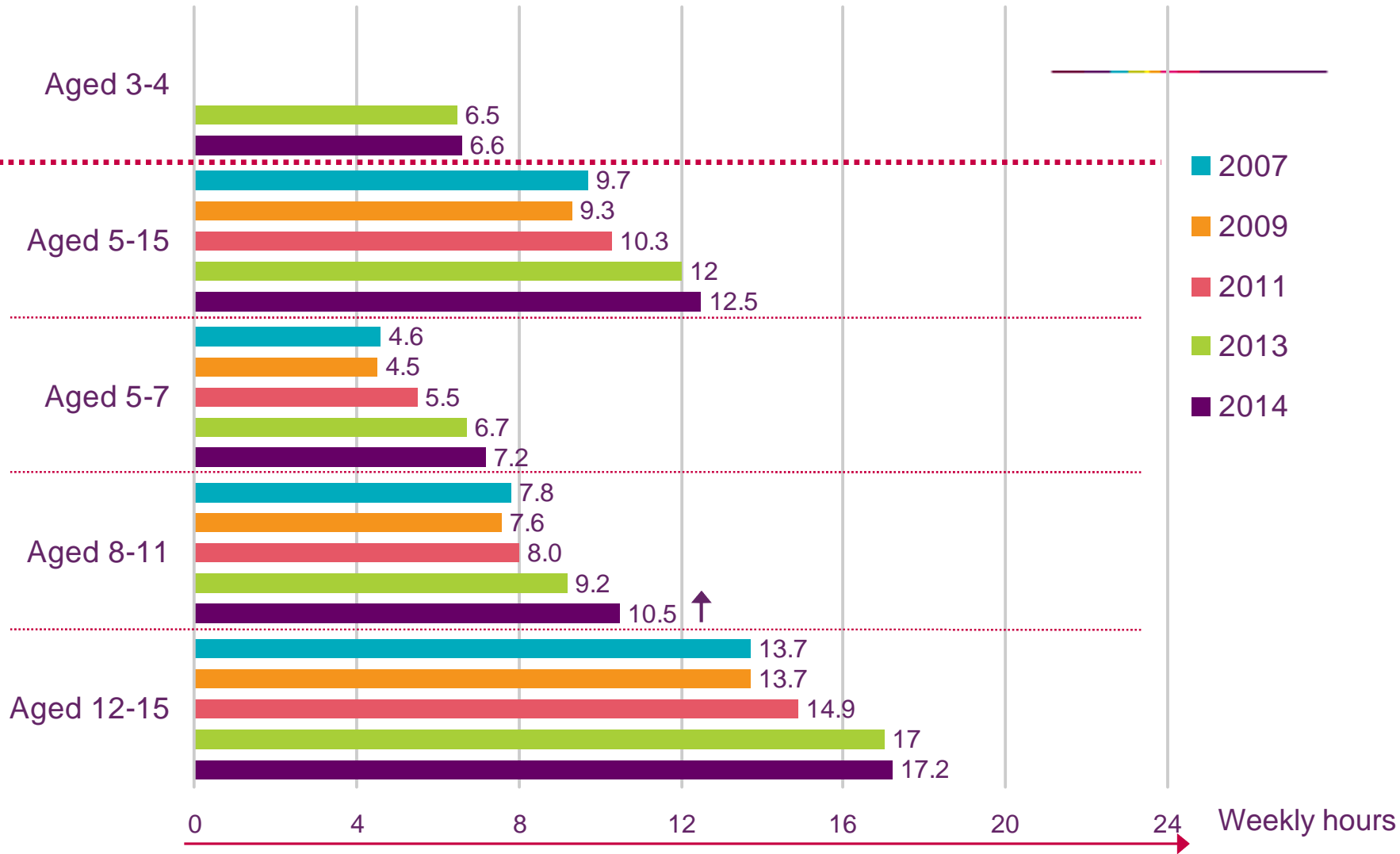
Section 4 – Children's use of media

Figure 27: Estimated weekly hours of media consumption at home or elsewhere among users, by age: 2014



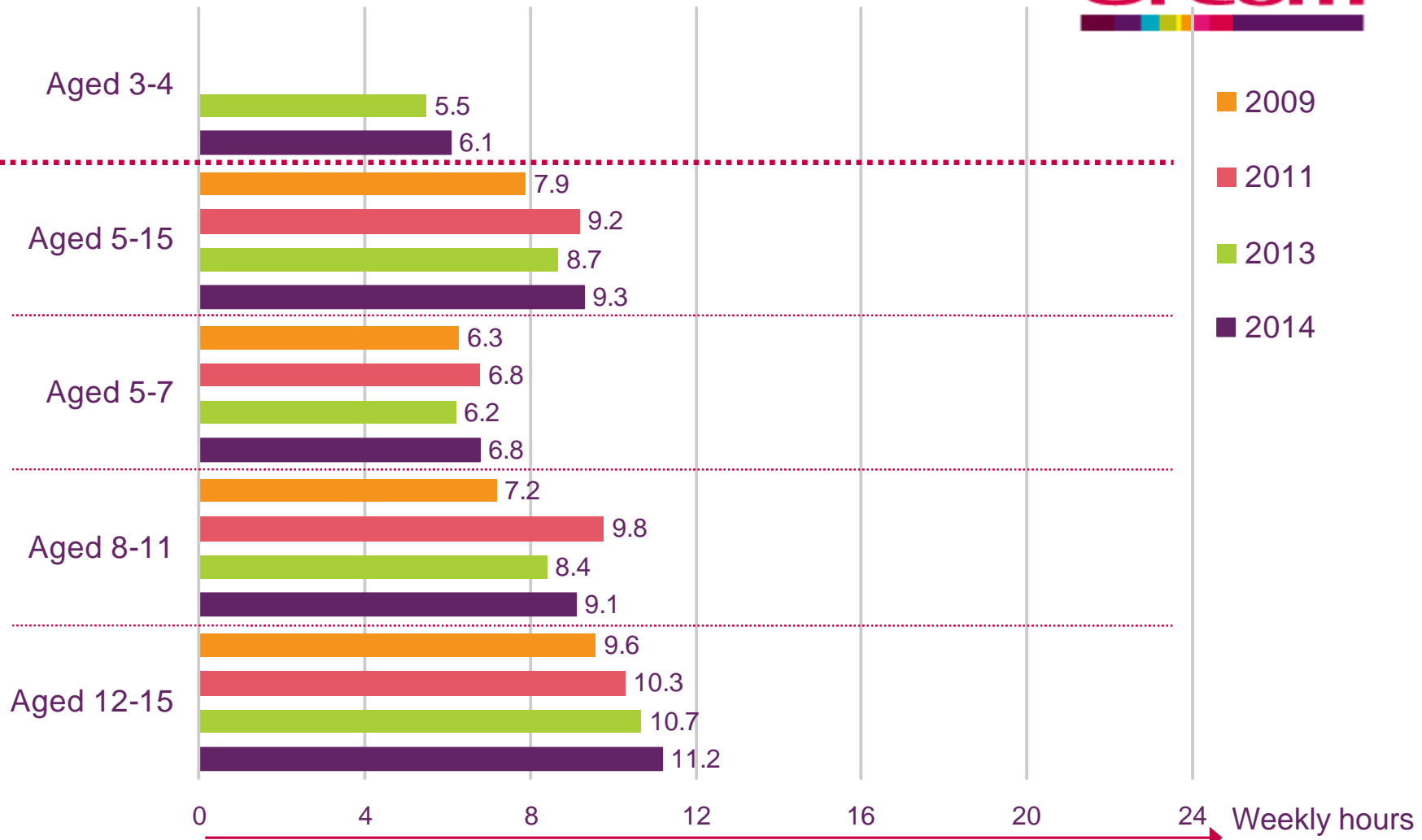
QP10A-B/ QP29A-B/ QP70A-B/ QP22A-B – How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?. In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent. In 2013 the response for 12-15 was taken from the child and the parent for 3-4s 5-7s and 8-11s. In 2013 parents/ children were asked about use at home whereas in 2014 they were asked about use at home or elsewhere. Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE) - Significance testing shows any differences between 2013 and 2014 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 28: Estimated weekly hours of internet consumption by age at home (2007, 2009, 2011, 2013) or elsewhere (2014)



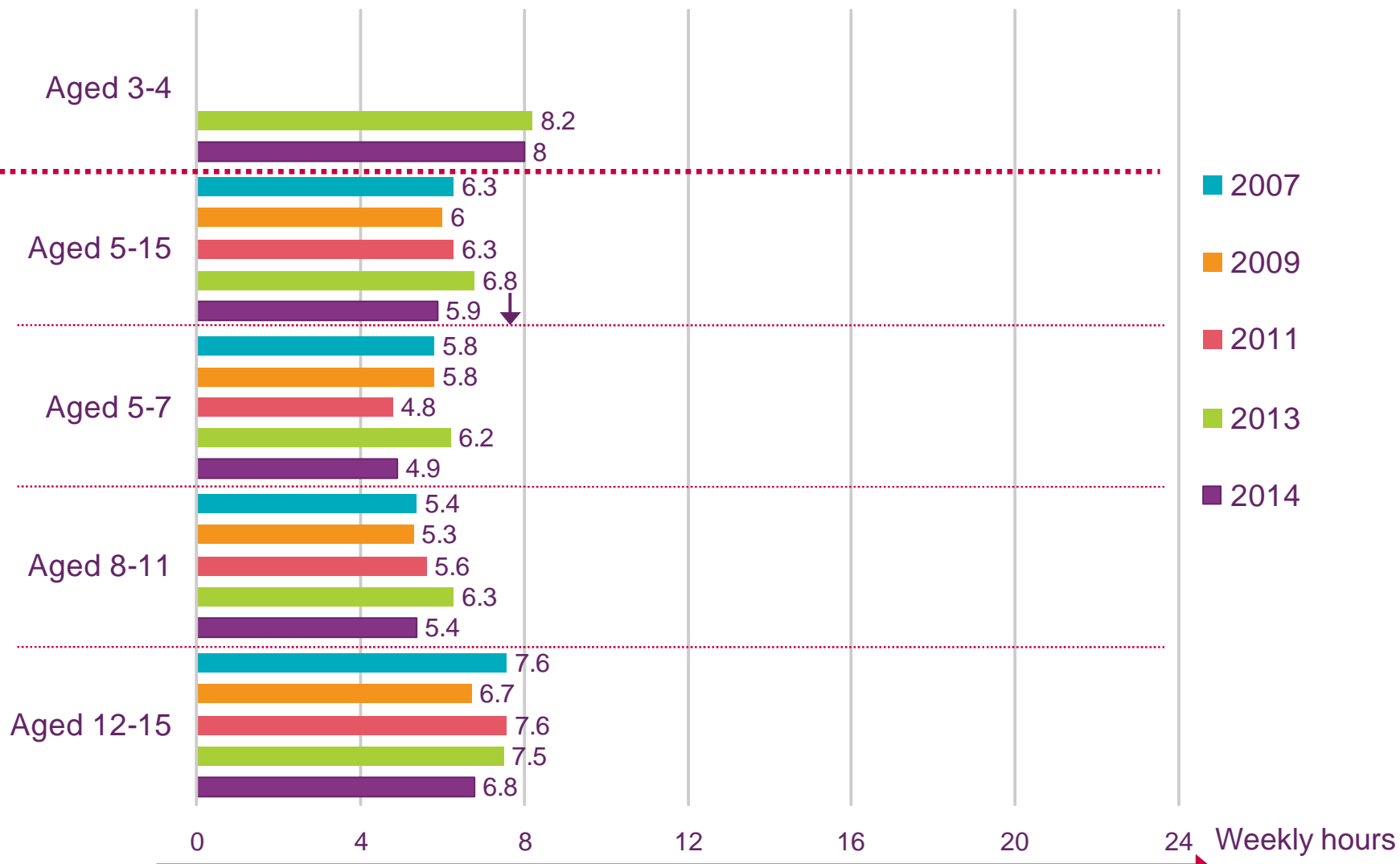
QP29A-B- How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (spontaneous question, single coded) In 2007-2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home whereas in 2014 they were asked about use at home or elsewhere. Base: Parents of children aged 5- 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 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 29: Estimated weekly hours of game playing by age at home (2009, 2011, 2013) or elsewhere (2014)



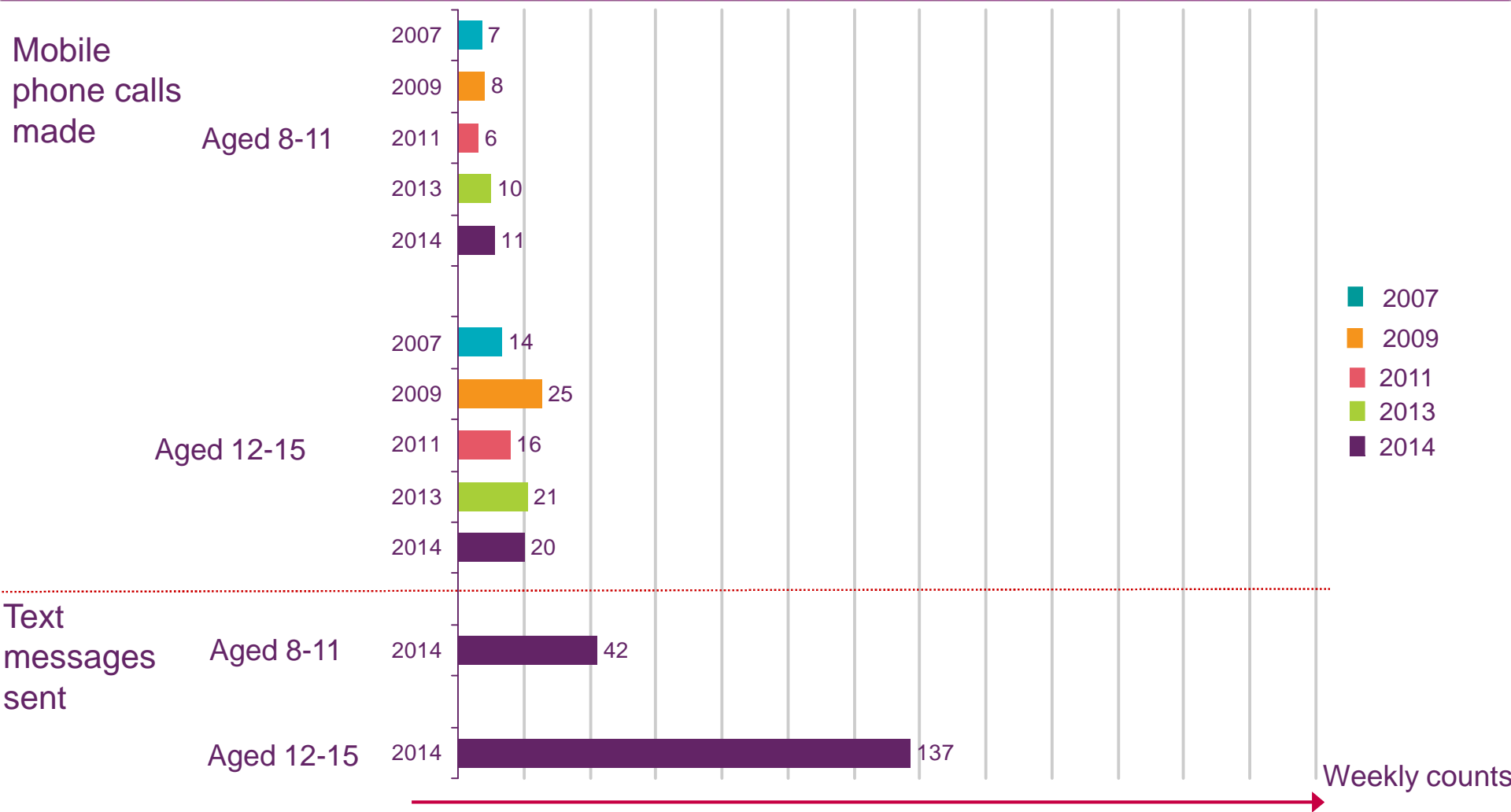
QP70A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (spontaneous question, single coded). In 2009-2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2009-2013 parents/ children were asked about use at home whereas in 2014 they were asked about use at home or elsewhere. Base: Parents of children aged 5-7 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 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 30: Estimated weekly hours of radio consumption by age at home (2007, 2009, 2011, 2013) or elsewhere (2014)



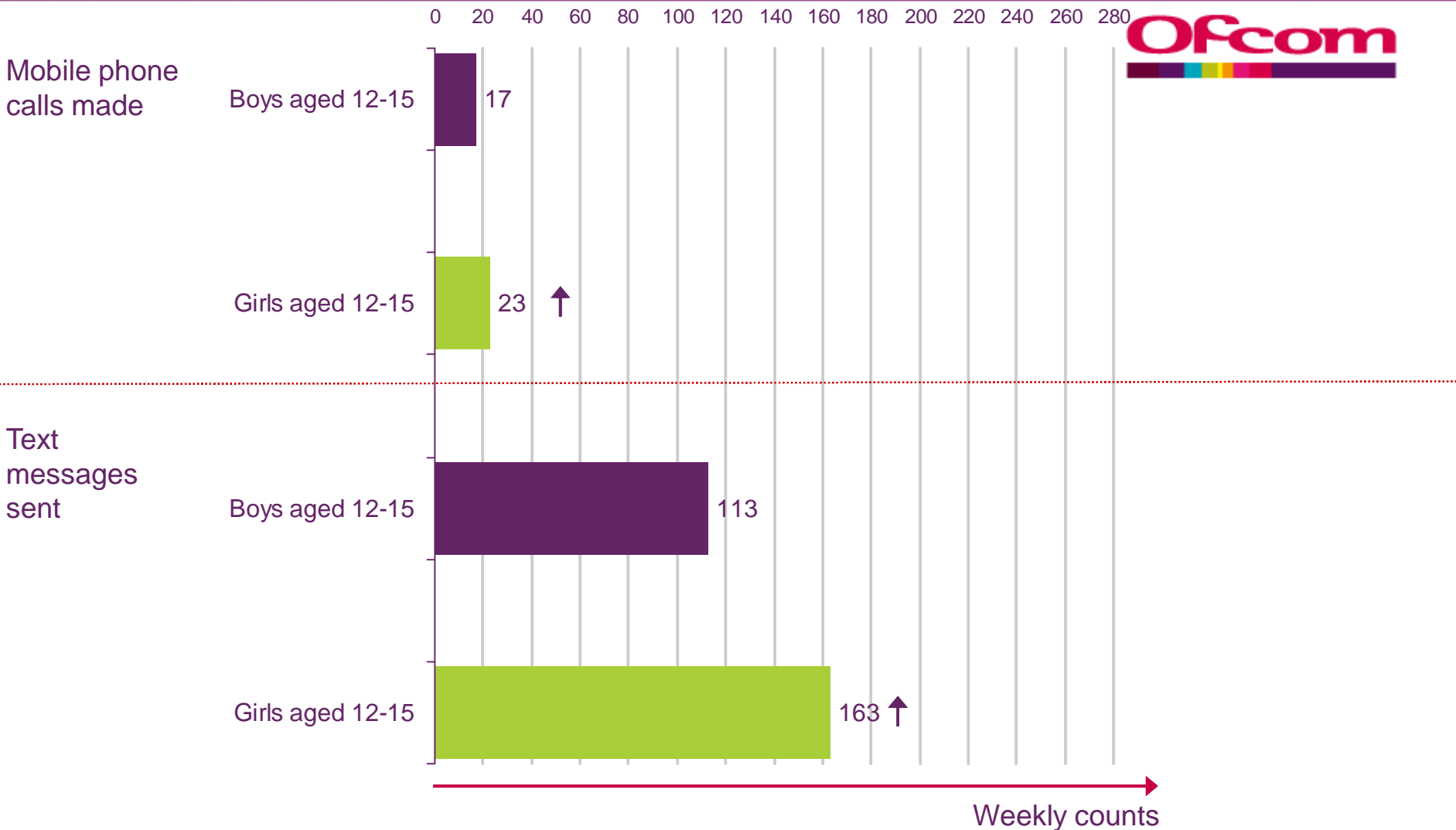
QP22A-B - How many hours would you say he/ she listens to the radio on a typical school day/ on a weekend day (spontaneous question, single coded). In 2007-2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home whereas in 2014 they were asked about use at home or elsewhere. Base: Parents of children aged 5-7 whose child listens to the radio at home or elsewhere and children aged 8-15 who listen to the radio at home or elsewhere (VARIABLE BASE). Significance testing shows any differences between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 31: Weekly calls made, text-based messages sent by users, by age: 2007, 2009, 2011, 2013 and 2014



QP58A-B/ QP59A-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 2011 volumes of calls were asked of children aged 8-11, rather than their parents, as had been the case in previous years.
 Base: Children aged 8-11 and 12-15 with their own mobile phone (VARIABLE BASE) - Significance testing shows any differences between 2013 and 2014
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 32: Weekly calls made and text-based messages sent by users, by gender within age: 2014

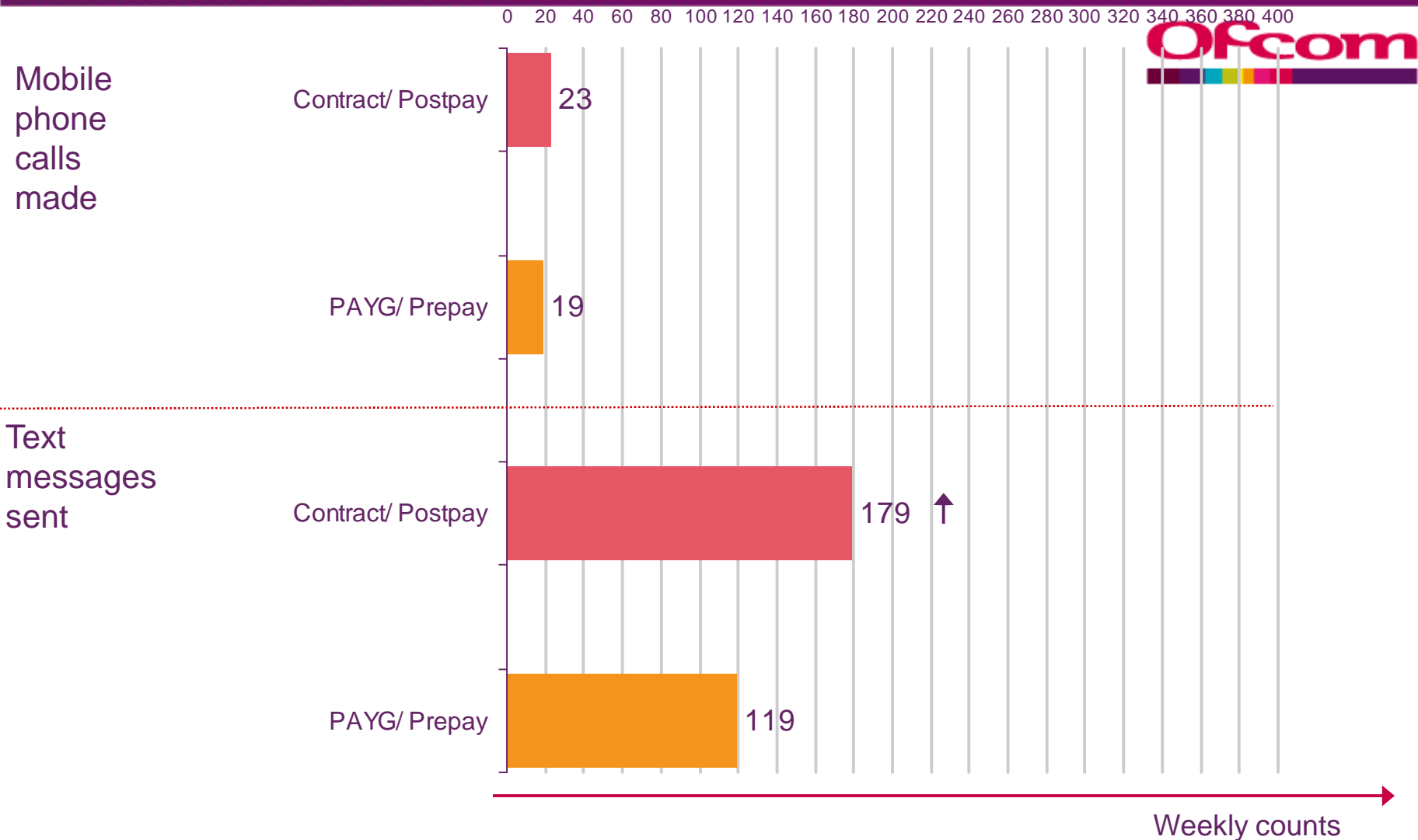


QP58A-B/ QP59A-B - How many calls/ text – based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single coded).

Base: Children aged 12-15 with their own mobile phone (236 boys aged 12-15, 227 girls aged 12-15) - Significance testing shows any differences between boys and girls aged 12-15

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 33: Weekly calls made and text messages sent by 12-15s with a smartphone by tariff type: 2014



QP58A-B/ QP59A-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 (219 with a smartphone on a postpay tariff in 2014, 153 on a prepay tariff in 2014) - Significance testing shows any differences postpay and prepay

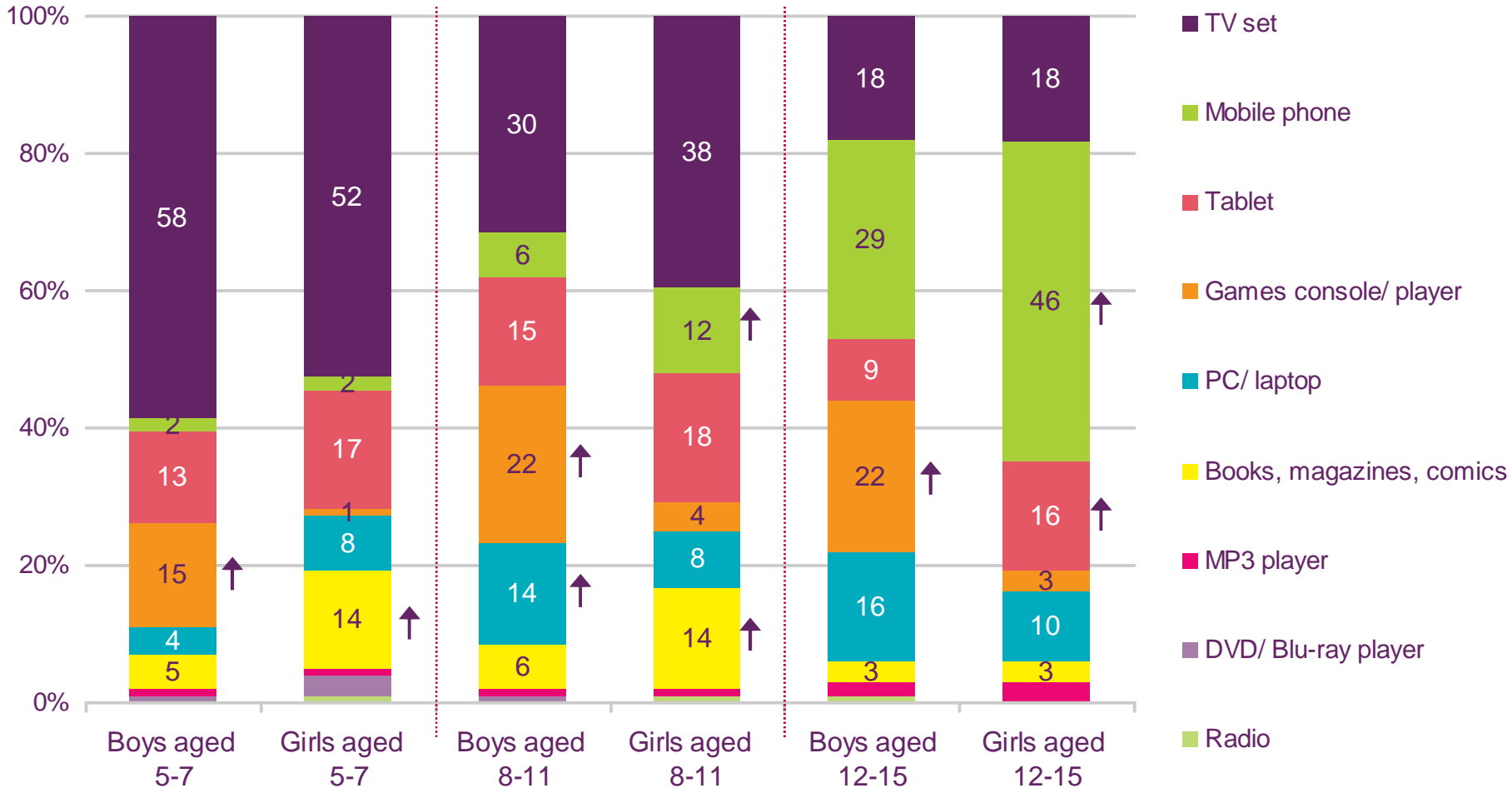
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 34: Device children would miss the most, by age: 2014



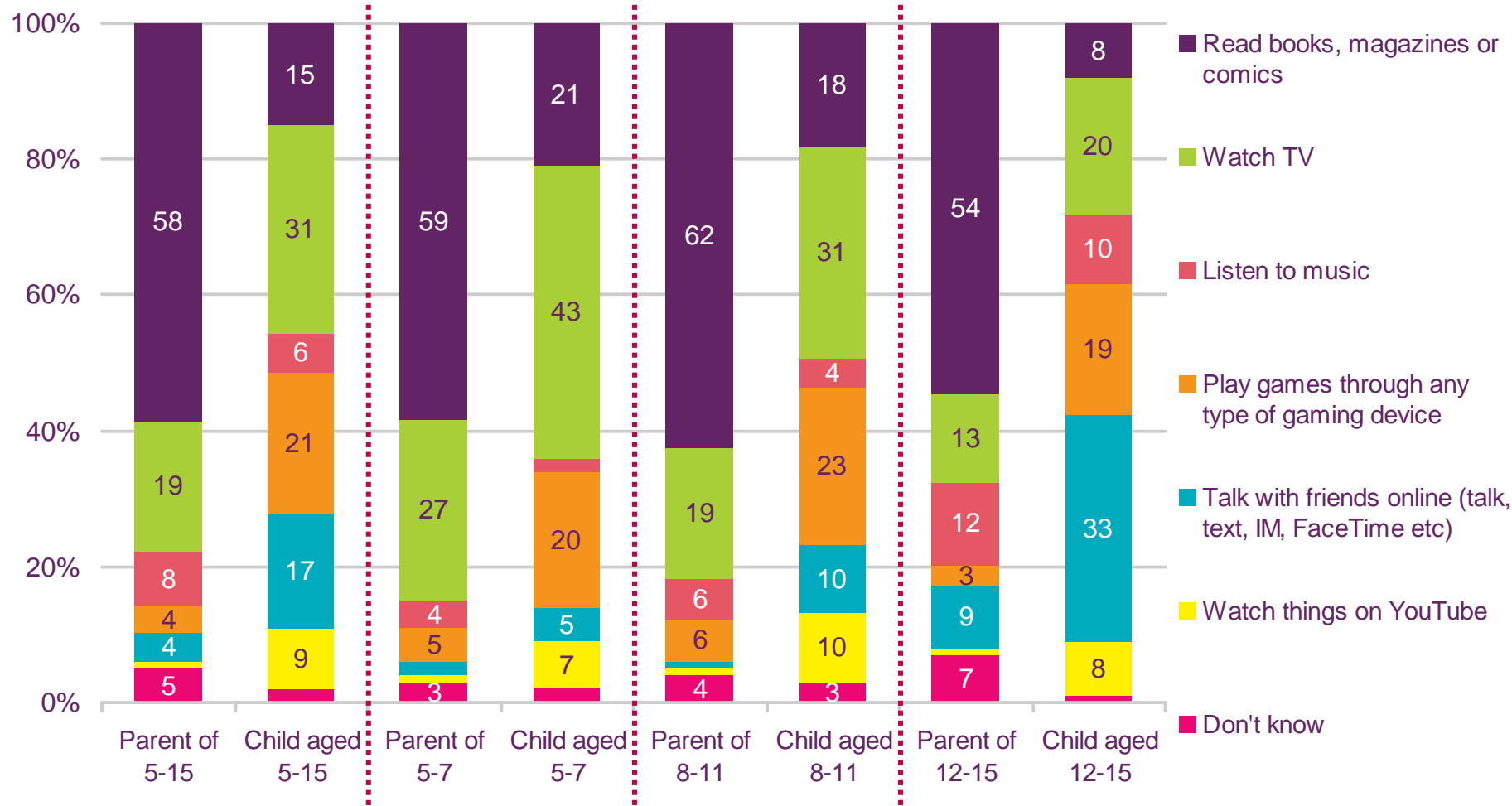
QC46 – Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
 Base: Children aged 5-15 (1660 aged 5-15, 453 aged 5-7 in 2014, 609 aged 8-11 in 2014, 598 aged 12-15 in 2014)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 35: Device children would miss the most, by gender within age: 2014



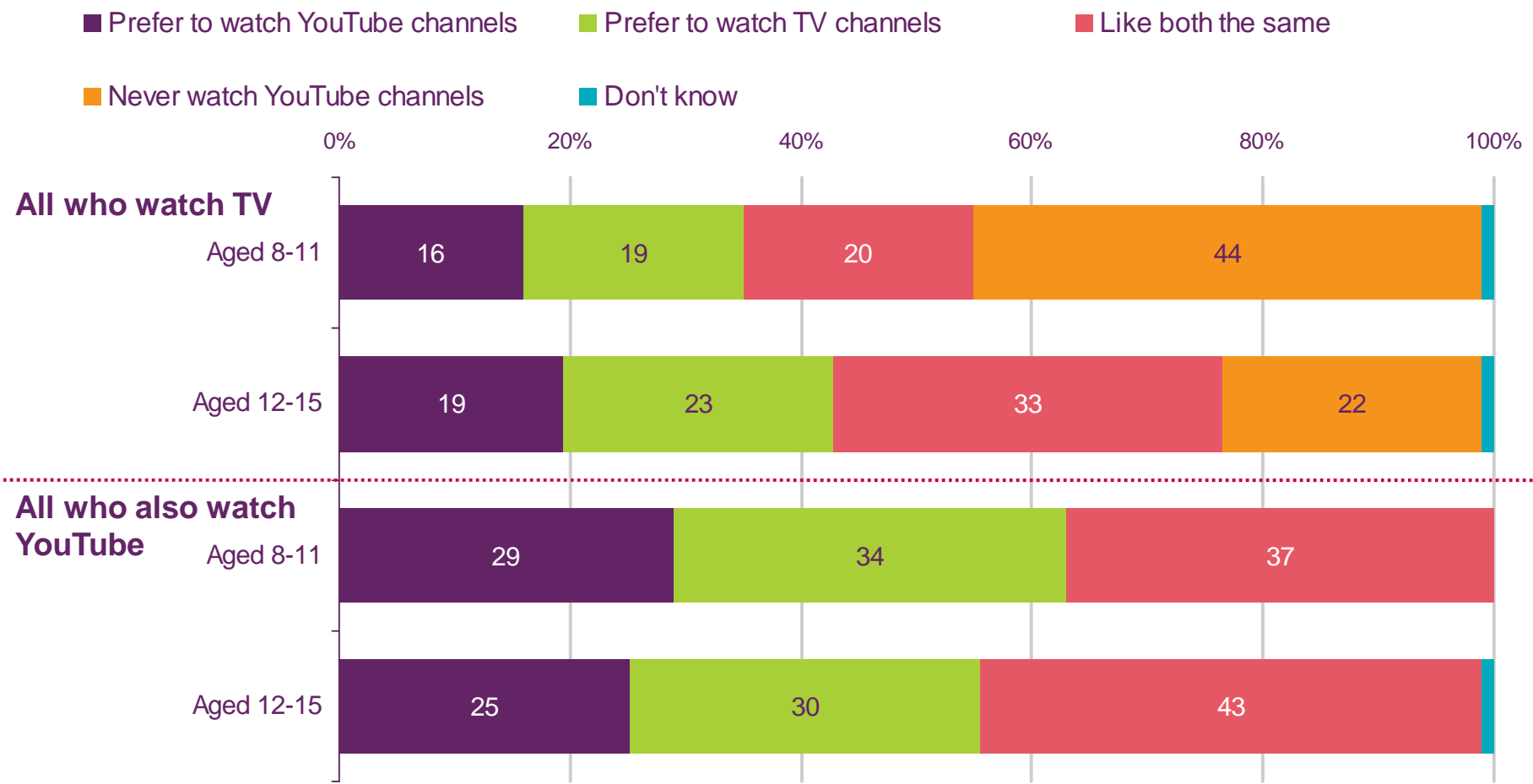
QC46 – Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
 Base: Children aged 5-15 (227 boys aged 5-7 in 2014, 226 girls aged 5-7 in 2014, 311 boys aged 8-11 in 2014, 298 girls aged 8-11 in 2014, 301 boys aged 12-15 in 2014, 297 girls aged 12-15 in 2014) Significance testing show any difference between boys and girls in each age group
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 36: Media preferences for the child among parents and children, by age: 2014



QP81/ QC47 – Given the option, which one of these activities do you prefer your child to do?/ Given the choice, which one of these would you prefer to do? (prompted responses, single coded)
 Base: Parents of children aged 5-15 and children aged 5-15 (1660 aged 5-15, 453 aged 5-7 in 2014, 609 aged 8-11 in 2014, 598 aged 12-15 in 2014)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 37: Preference for watching TV channels and You Tube channels among 8-11s and 12-15s: 2014



QC6/ QC7 – Do you ever watch YouTube channels - so videos that have been put together by a particular person or a particular organisation that you can choose to subscribe to or follow if you want? (spontaneous responses, single coded)/ Do you prefer to watch YouTube channels, TV channels or do you like both the same? (spontaneous responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (590 aged 8-11 and 592 aged 12-15) and who ever watch YouTube channels (304 aged 8-11 and 454 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 38: Devices used to undertake each activity among children aged 3-4 who go online: 2014

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	86%	76%	8%	13%	1%	1%
Play games on their own	75%	4%	24%	37%	14%	10%
Watch short videos – like music videos, comedy clips or trailers for new films	65%	27%	17%	22%	9%	0%
Listen to music	57%	14%	11%	12%	10%	0%
Look around online to pass the time or have fun	41%	3%	22%	16%	6%	0%
Play games with or against other people	30%	2%	9%	10%	6%	5%
Watch 'how to' videos for instructions or reviews	27%	9%	10%	9%	1%	0%
Find information for their school work	27%	1%	21%	7%	2%	0%
Look at photos posted by other people	21%	2%	10%	6%	6%	0%
Share photos or videos with other people	10%	1%	5%	2%	2%	0%
Send messages to other people	5%	1%	2%	1%	1%	0%

QP56 – Please think about all the different devices or types of technology that your child uses nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that they might do and I'd like you to use this card to say which devices they use for each one I read out. Which devices do they use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) – Although not shown in the chart, parents/ children were also asked about use of E-book readers and portable media players. Base: Parents of children aged 3-4 who go online at home or elsewhere (272). Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 39: Devices used to undertake each activity among children aged 5-7 who go online: 2014

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	94%	88%	9%	9%	0%	2%
Play games on their own	87%	4%	23%	41%	14%	29%
Watch short videos – like music videos, comedy clips or trailers for new films	69%	33%	19%	22%	5%	0%
Find information for their school work	65%	5%	48%	20%	3%	0%
Listen to music	64%	18%	13%	21%	8%	0%
Look around online to pass the time or have fun	56%	7%	25%	24%	7%	3%
Play games with or against other people	42%	3%	12%	16%	4%	14%
Watch 'how to' videos for instructions or reviews	31%	8%	10%	15%	2%	0%
Look at photos posted by other people	27%	1%	11%	10%	7%	0%
Send messages to other people	17%	0%	4%	4%	7%	1%
Share photos or videos with other people	12%	1%	5%	5%	3%	0%

QP56 – Please think about all the different devices or types of technology that your child uses nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that they might do and I'd like you to use this card to say which devices they use for each one I read out. Which devices do they use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) - Although not shown in the chart, parents/ children were also asked about use of E-book readers and portable media players. Base: Parents of children aged 5-7 who go online at home or elsewhere (300)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 40: Devices used to undertake each activity among children aged 8-11 who go online: 2014/1

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	93%	88%	10%	10%	1%	2%
Play games on your own	88%	3%	29%	33%	18%	39%
Find information for your school work	85%	2%	63%	27%	7%	0%
Watch short videos – like music videos, comedy clips or trailers for new films	74%	33%	25%	23%	7%	1%
Look around online to pass the time or have fun	73%	4%	46%	28%	11%	5%
Play games with or against other people	45%	1%	12%	9%	4%	25%
Send or post messages just for your friends	38%	0%	10%	10%	20%	1%
Arrange to meet friends	38%	0%	4%	5%	26%	1%
Watch 'how to' videos for instructions or reviews	36%	7%	16%	11%	4%	1%
Look at photos posted by your friends	35%	1%	14%	10%	16%	0%
Visit a site about something you're interested in where you can talk or message others - maybe a music or games site	34%	1%	17%	10%	10%	2%

QC15 – Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out. Which devices do you use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) – Although not shown in the chart, parents/ children were also asked about use of E-book readers and portable media players

Base: Children aged 8-11 who go online at home or elsewhere (528) . Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 40: Devices used to undertake each activity among children aged 8-11 who go online: 2014 /2

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Share photos you have taken	31%	0%	8%	9%	14%	0%
Watch videos made by your friends	30%	4%	12%	7%	9%	0%
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	30%	4%	16%	10%	6%	1%
Make video calls through services like Skype, FaceTime or Oovoo	29%	0%	13%	11%	5%	0%
Download music for you to own	26%	0%	11%	7%	7%	0%
Listen to live radio programmes	24%	5%	1%	2%	3%	0%
Look at photos posted by celebrities	21%	2%	10%	6%	6%	0%
Share videos you have made	21%	0%	5%	7%	8%	1%
Send or post messages that anybody can see	21%	0%	6%	3%	11%	1%
Stream music online – through sites such as Spotify, Soundcloud, Dweezer and Last FM	18%	1%	7%	7%	6%	0%
Write reviews about apps, games or some other product or service	11%	0%	6%	3%	3%	0%

QC15 – Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out. Which devices do you use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) — Although not shown in the chart, parents/ children were also asked about use of E-book readers and portable media players

Base: Children aged 8-11 who go online at home or elsewhere (528)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 41: Devices used to undertake each activity among children aged 12-15 who go online: 2014/1

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	96%	85%	19%	10%	3%	5%
Find information for your school work	91%	4%	73%	24%	18%	1%
Look around online to pass the time or have fun	89%	5%	50%	29%	35%	6%
Watch short videos – like music videos, comedy clips or trailers for new films	89%	29%	38%	27%	27%	5%
Play games on your own	89%	3%	27%	24%	34%	43%
Arrange to meet friends	84%	0%	13%	11%	71%	4%
Send or post messages just for your friends	81%	1%	29%	19%	53%	3%
Look at photos posted by your friends	78%	0%	31%	20%	47%	1%
Share photos you have taken	69%	0%	20%	15%	45%	2%
Download music for you to own	66%	1%	29%	13%	29%	1%
Visit a site about something you're interested in where you can talk or message others - maybe a music or games site	62%	1%	35%	18%	23%	3%

QC15 – Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out. Which devices do you use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) – Although not shown in the chart, parents/ children were also asked about use of E-book readers and portable media players

Base: Children aged 12-15 who go online at home or elsewhere (584)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 41: Devices used to undertake each activity among children aged 12-15 who go online: 2014/2

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	59%	5%	26%	20%	22%	2%
Play games with or against other people	59%	3%	18%	10%	11%	34%
Watch videos made by your friends	57%	3%	22%	15%	28%	1%
Send or post messages that anybody can see	54%	1%	22%	12%	31%	1%
Watch 'how to' videos for instructions or reviews	52%	6%	29%	18%	14%	2%
Look at photos posted by celebrities	51%	2%	26%	12%	24%	1%
Make video calls through services like Skype, FaceTime or Oovoo	47%	1%	22%	15%	16%	1%
Stream music online – through sites such as Spotify, Soundcloud, Dweezer and Last FM	47%	1%	20%	14%	22%	1%
Share videos you have made	44%	0%	15%	8%	26%	1%
Listen to live radio programmes	37%	6%	6%	4%	15%	0%
Write reviews about apps, games or some other product or service	22%	0%	13%	6%	8%	1%

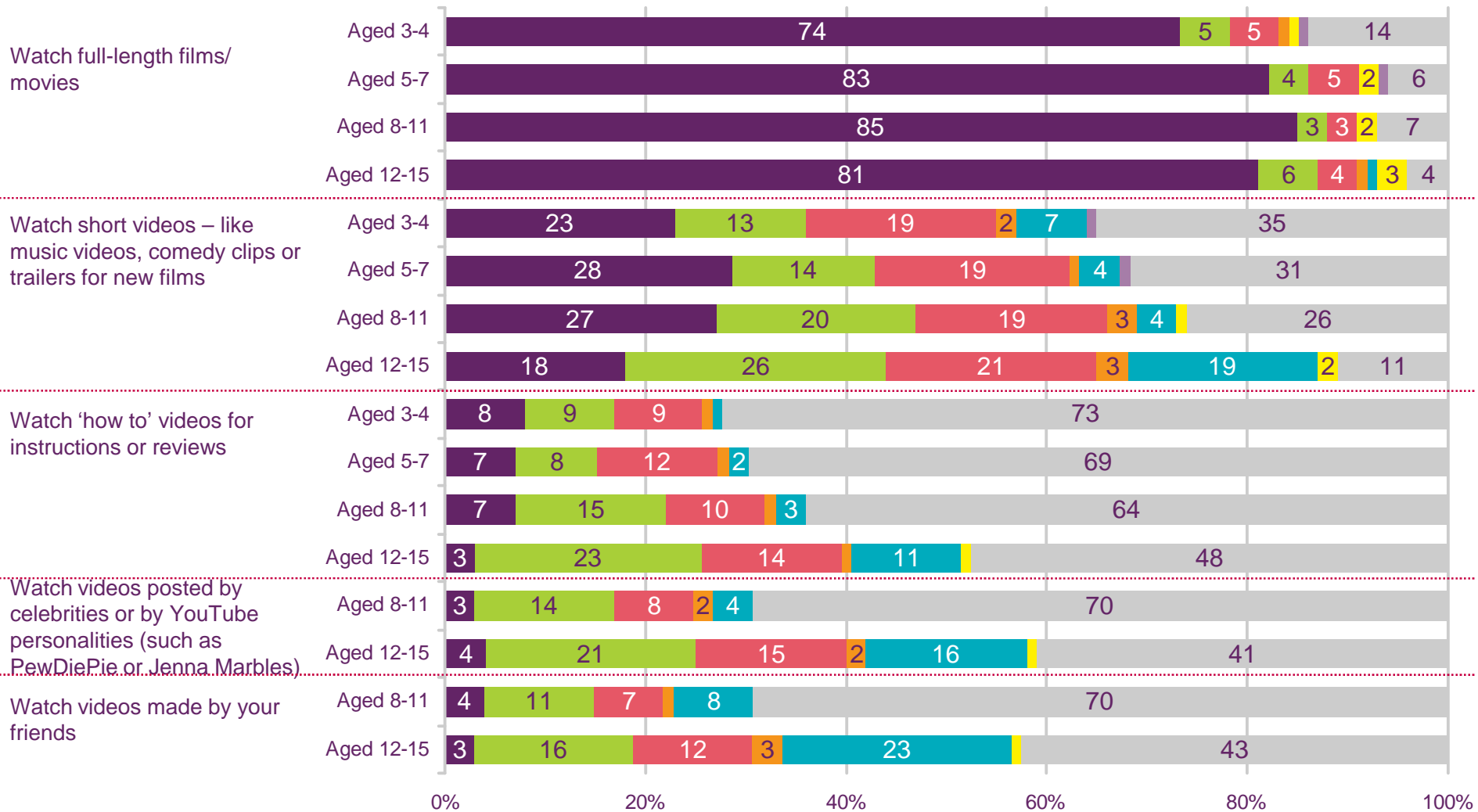
QC15 – Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out. Which devices do you use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) – Although not shown in the chart, parents/ children were also asked about use of E-book readers and portable media players

Base: Children aged 12-15 who go online at home or elsewhere (584)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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: 2014

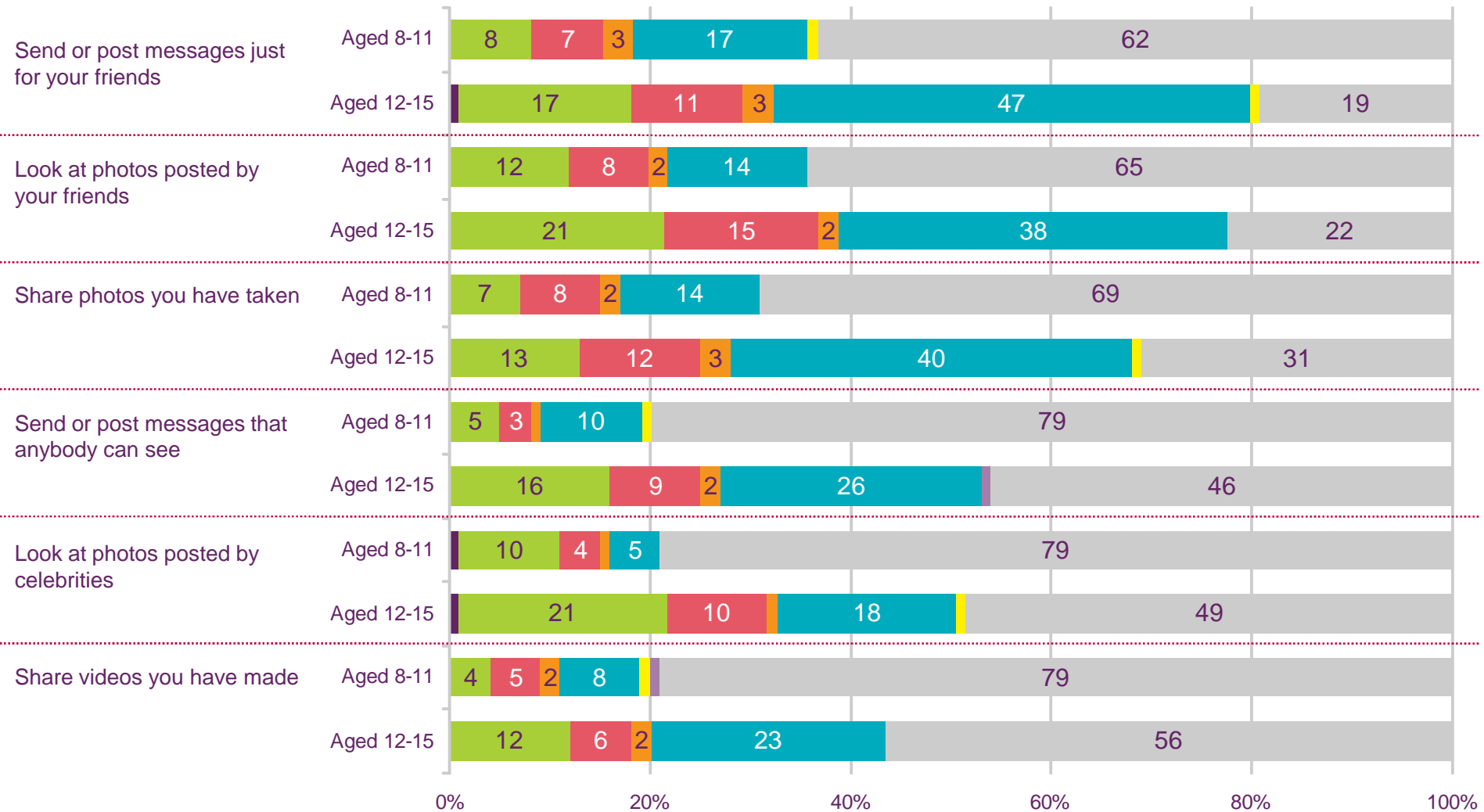
■ TV
 ■ Laptop/ PC
 ■ Tablet
 ■ Portable media player
 ■ Mobile phone
 ■ Games player
 ■ E-book reader
 ■ Other device
 ■ Don't do this



QC16B-F/ QP57B-D Which device do 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 (272 aged 3-4, 300 aged 5-7, 528 aged 8-11 in 2014, 584 aged 12-15 in 2014). Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 43: Device mostly used for activities by children aged 8-11 and 12-15 who go online - photos, videos, posting messages: 2014

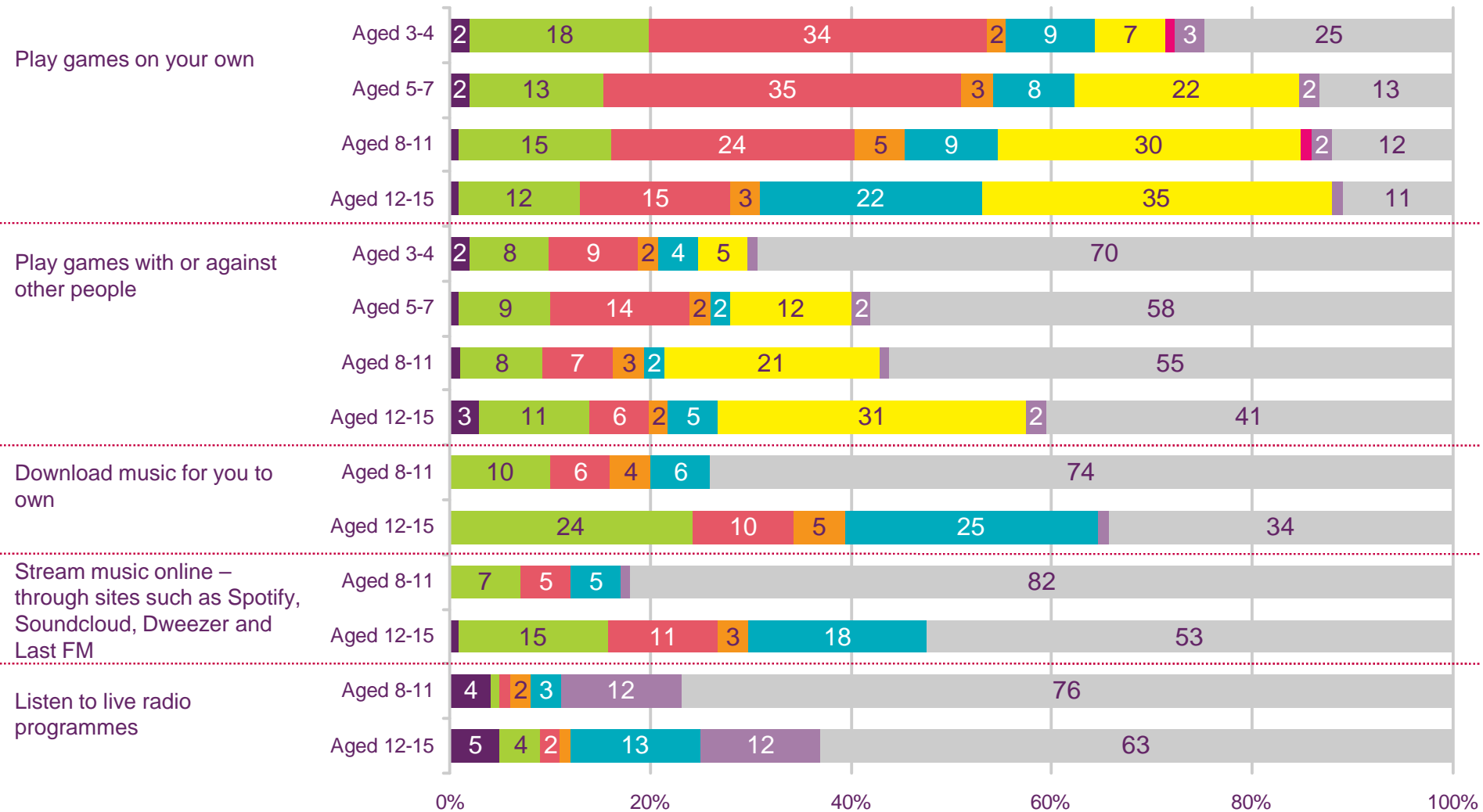
■ TV
 ■ Laptop/ PC
 ■ Tablet
 ■ Portable media player
 ■ Mobile phone
 ■ Games player
 ■ E-book reader
 ■ Other device
 ■ Don't do this



QC16G-H/N-Q Which device do you mostly use to [ACTIVITY]? (prompted responses, single coded)
 Base: Children aged 8-15 who go online at home or elsewhere (528 aged 8-11 in 2014, 584 aged 12-15 in 2014)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 44: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – games and music: 2014

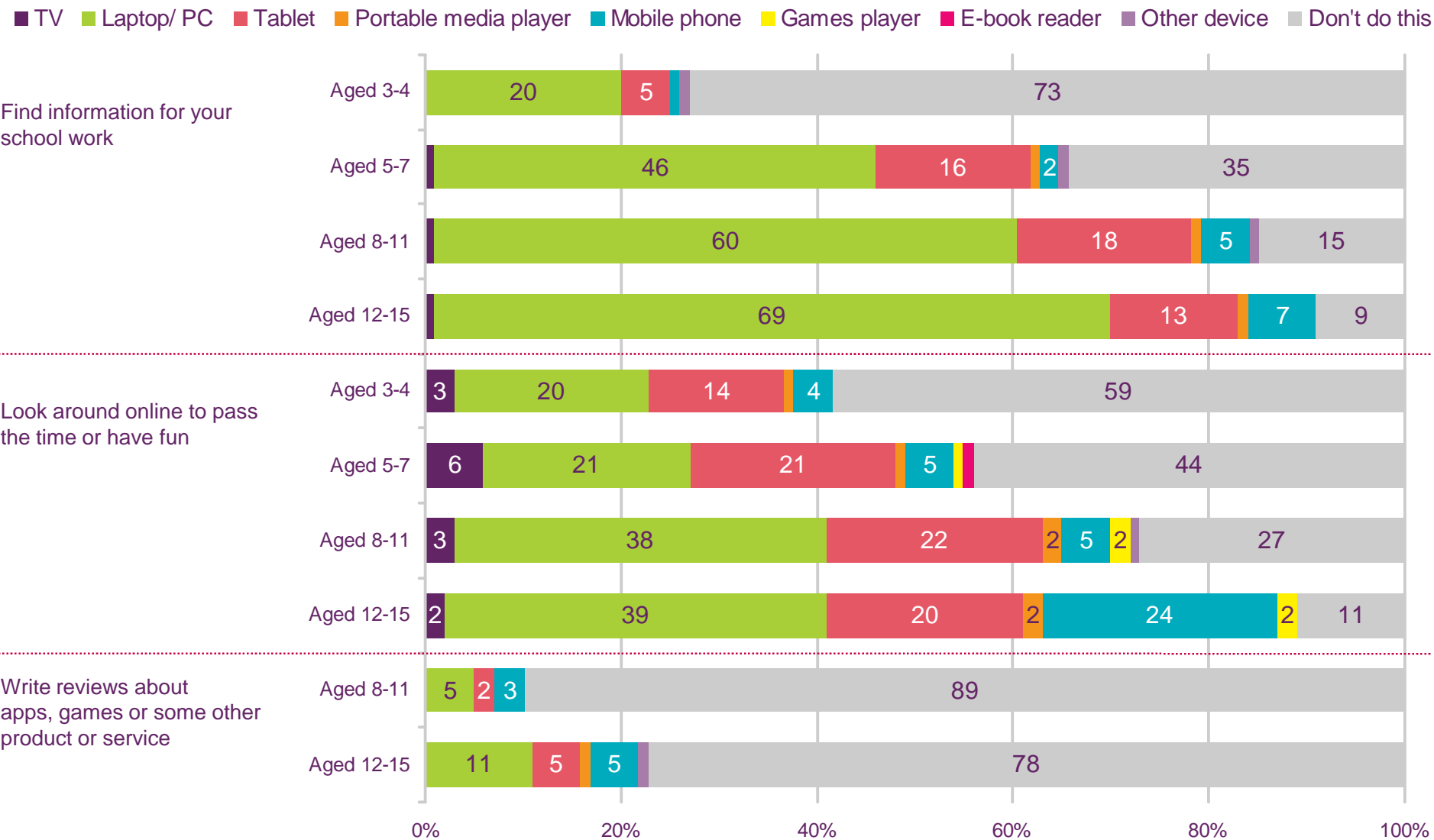
■ TV
 ■ Laptop/ PC
 ■ Tablet
 ■ Portable media player
 ■ Mobile phone
 ■ Games player
 ■ E-book reader
 ■ Other device
 ■ Don't do this



QC16I-M/ QP57G-H Which device do 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 (272 aged 3-4, 300 aged 5-7, 528 aged 8-11 in 2014, 584 aged 12-15 in 2014) Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

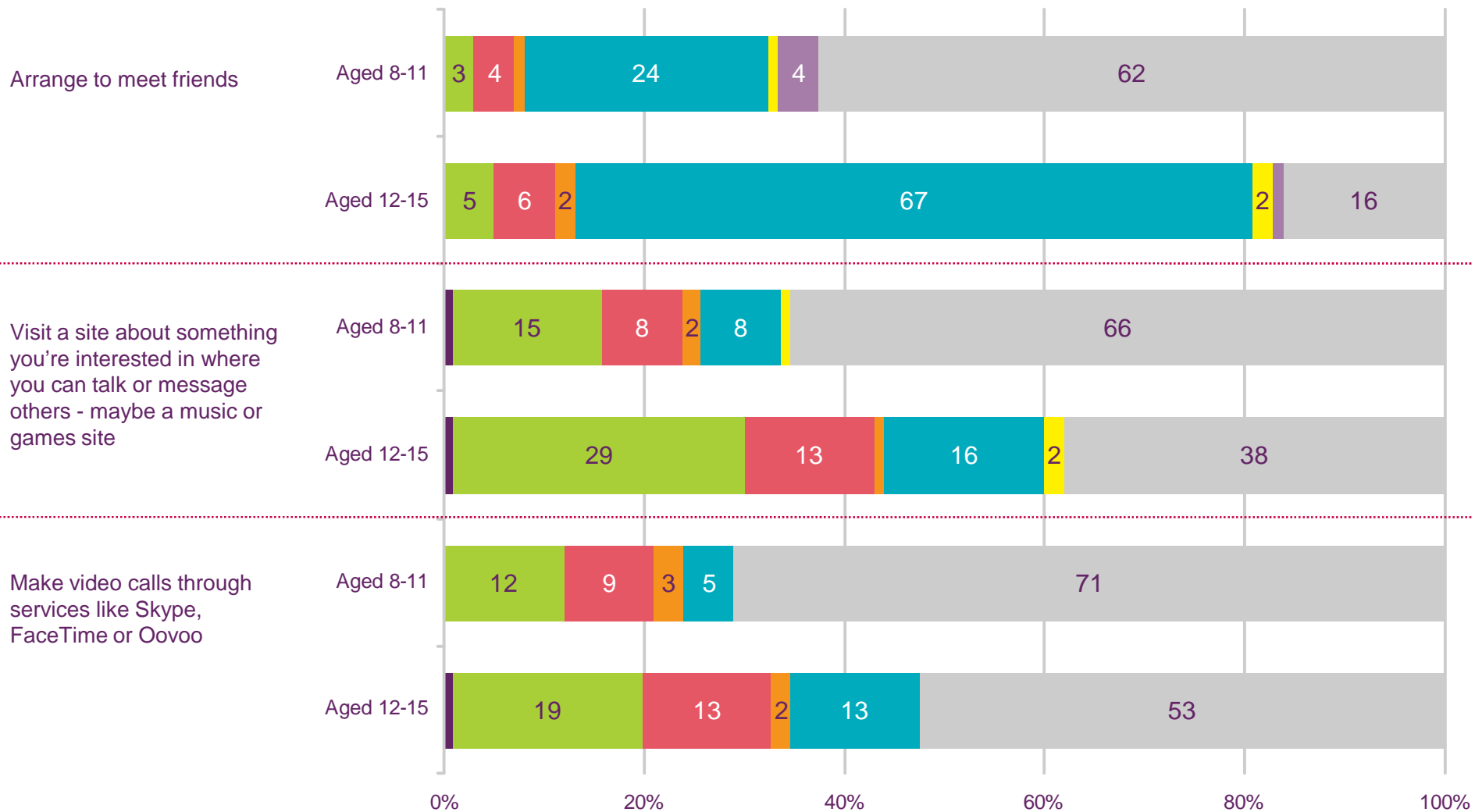
Figure 45: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – for school work, to pass the time, to write reviews: 2014



QC16R/S/W/ QP57K-L Which device do 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 (272 aged 3-4, 300 aged 5-7, 528 aged 8-11 in 2014, 584 aged 12-15 in 2014). Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

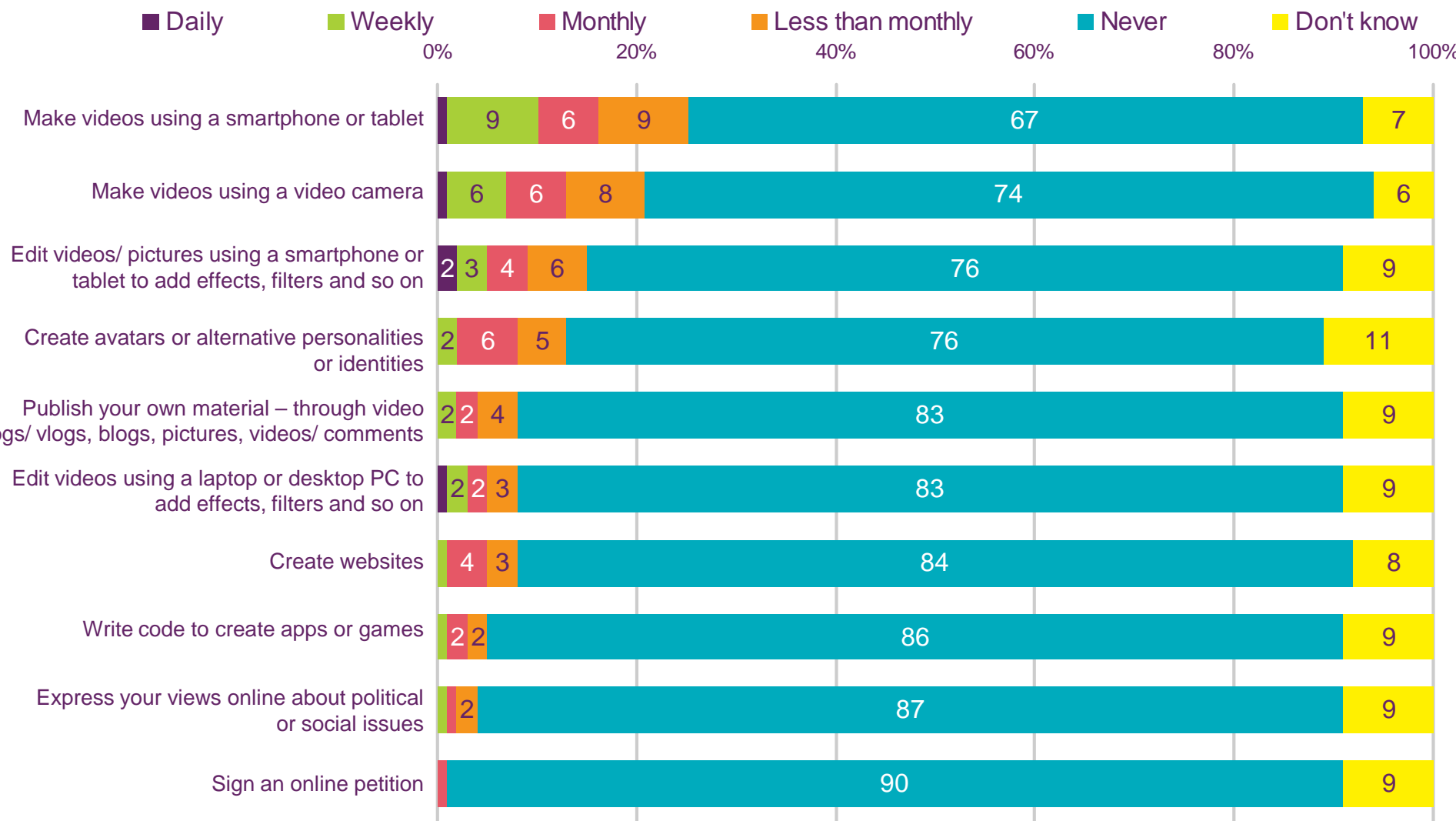
Figure 46: Device mostly used for activities by children aged 8-11 and 12-15 who go online – video calls, arranging to meet, forums: 2014

■ TV
 ■ Laptop/ PC
 ■ Tablet
 ■ Portable media player
 ■ Mobile phone
 ■ Games player
 ■ E-book reader
 ■ Other device
 ■ Don't do this



QC16T-V Which device do you mostly use to [ACTIVITY]? (prompted responses, single coded)
 Base: Children aged 8-15 who go online at home or elsewhere (528 aged 8-11 in 2014, 584 aged 12-15 in 2014)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 47: Frequency of undertaking creative activities among 8-11s who go online: 2014

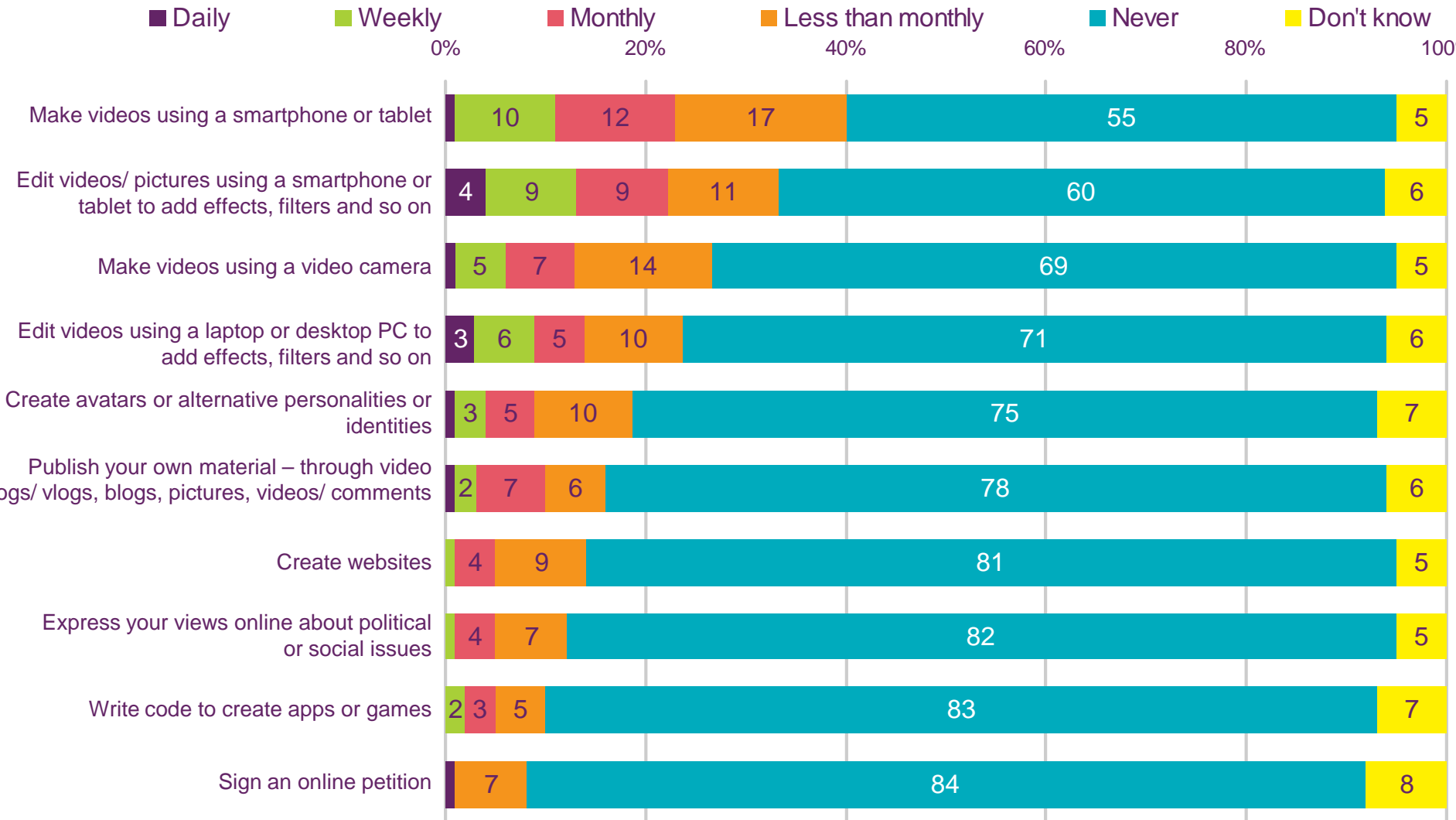


QC17A-J - I'm going to read out some other things that some children do nowadays. For each one could you please say If you do this, and how often? (prompted responses, single coded)

Base: Children aged 8-11 who go online at home or elsewhere (528 aged 8-11 in 2014)

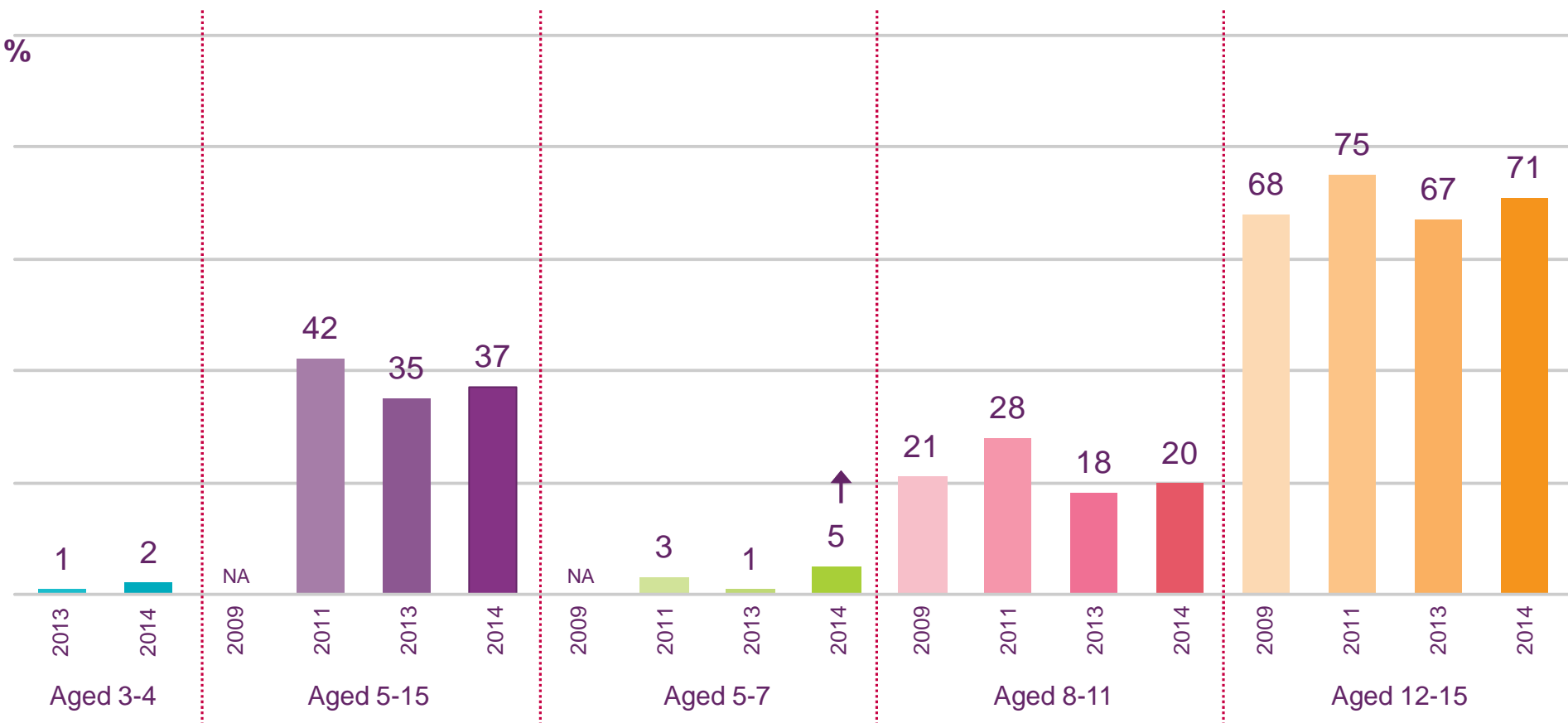
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 48: Frequency of undertaking creative activities among 12-15s who go online: 2014



QC17A-J - I'm going to read out some other things that some children do nowadays. For each one could you please say If you do this, and how often? (prompted responses, single coded)
 Base: Children aged 12-15 who go online at home or elsewhere (584 aged 12-15 in 2014)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 49: Children who go online with an active social networking site profile (2009, 2011, 2013) or social media profile or account (2014), by age



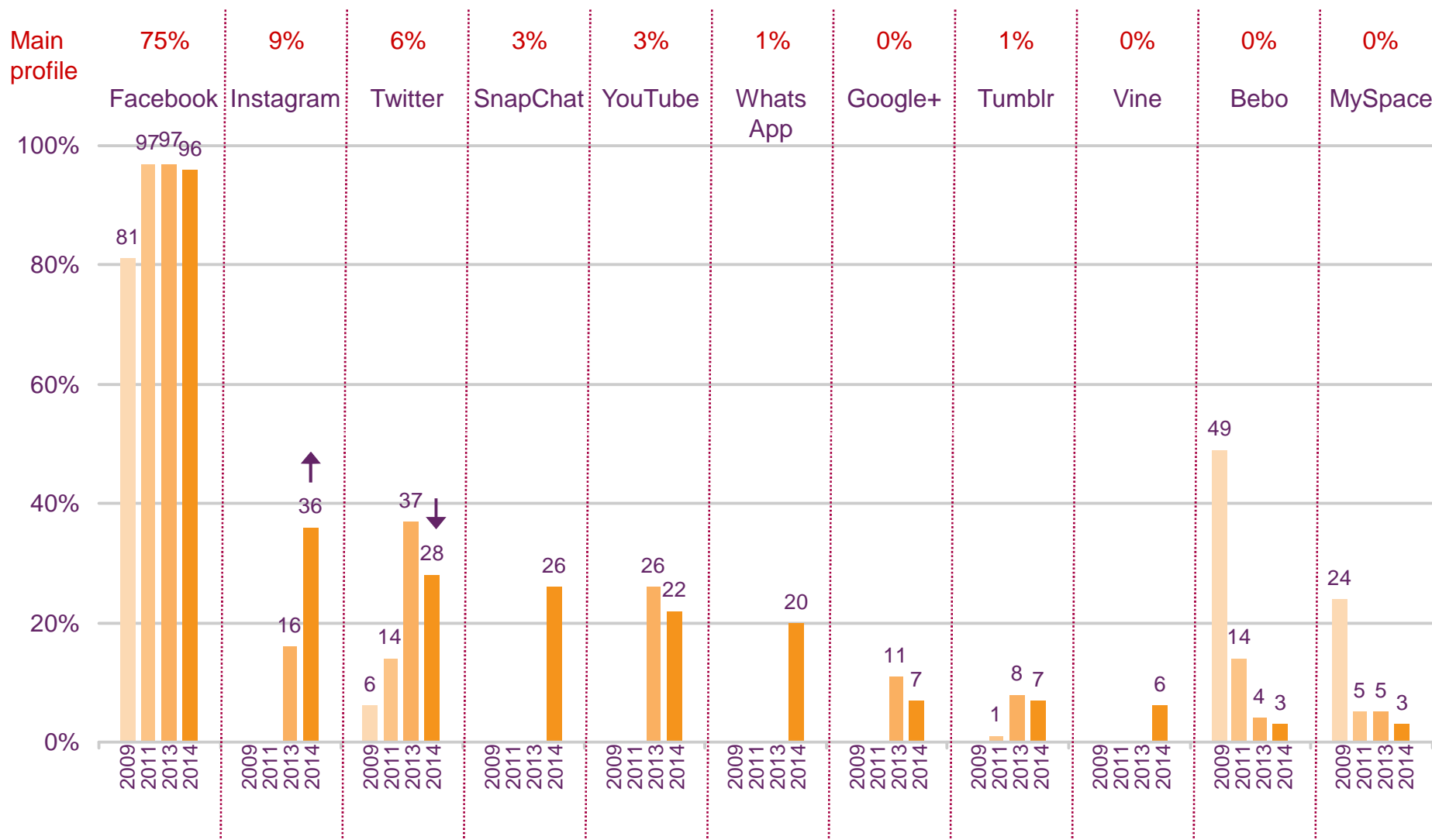
QP45/ QC22 – [READ OUT DESCRIPTION OF SOCIAL MEDIA ACTIVITIES, SITES AND APPS] Does your child have a social media profile or account on any sites or apps? (prompted responses, single coded) In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Base: Parents of children aged 3-4 or 5-15 who go online at home or elsewhere (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 773 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014). Question amended in 2014 to refer to social media sites or apps, previously referred to social networking sites.

Significance testing shows any differences between 2013 and 2014

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

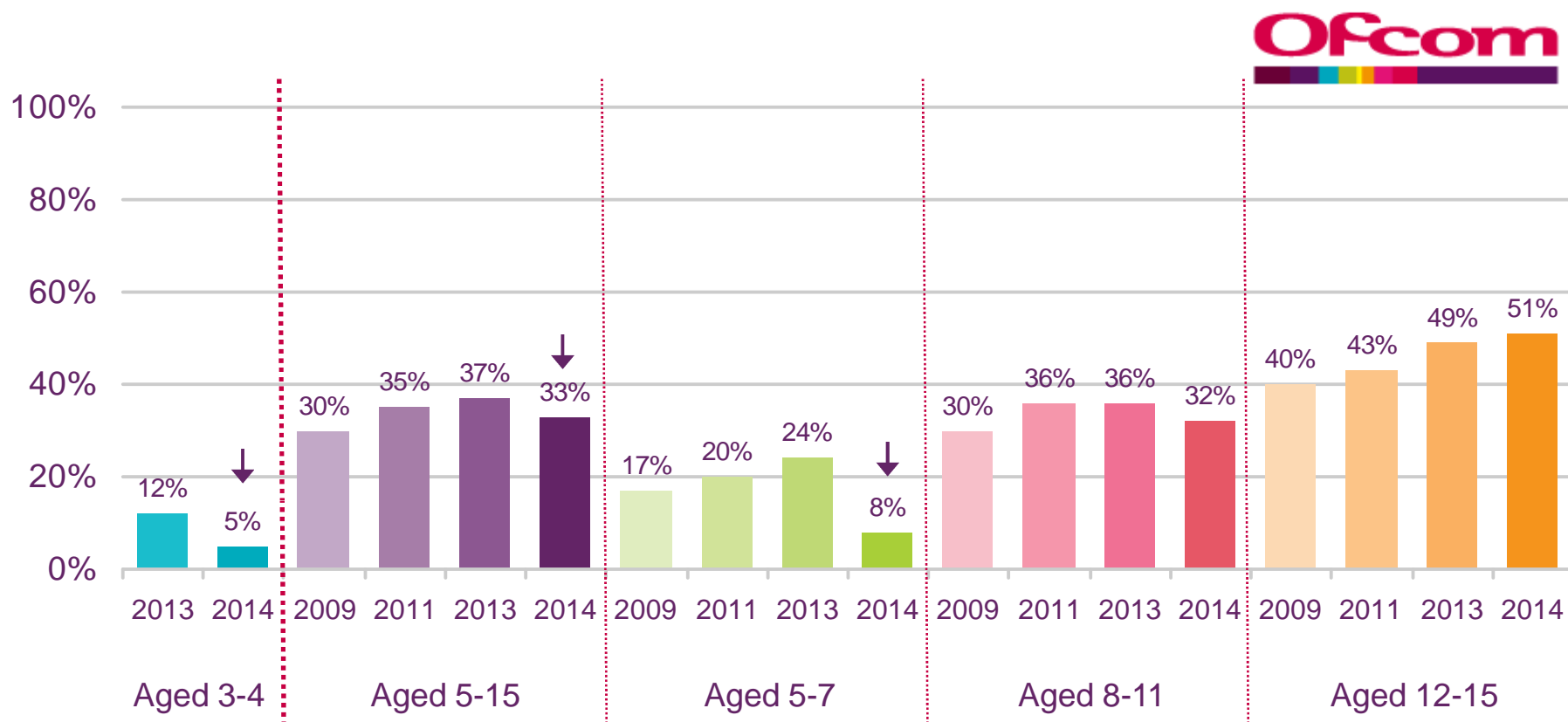
Figure 50: Social networking sites where children aged 12-15 have a profile (2009, 2011, 2013) or social media sites or apps used by children aged 12-15 (2014)



QC23A – Which social media sites or apps do you use? (spontaneous responses, multi coded) – showing responses of more than 2% of children aged 12-15 using any social media sites or apps

Base: Children aged 12-15 who have a social networking site profile (442 aged 12-15 in 2009, 407 aged 12-15 in 2011, 378 in 2013) using any social media sites or apps (415 aged 12-15 in 2014). Question amended in 2014 to refer to social media sites or apps, previously referred to social networking sites. Significance testing shows any differences between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 51: Online gaming at home (2009, 2011, 2013) or elsewhere (2014), by age

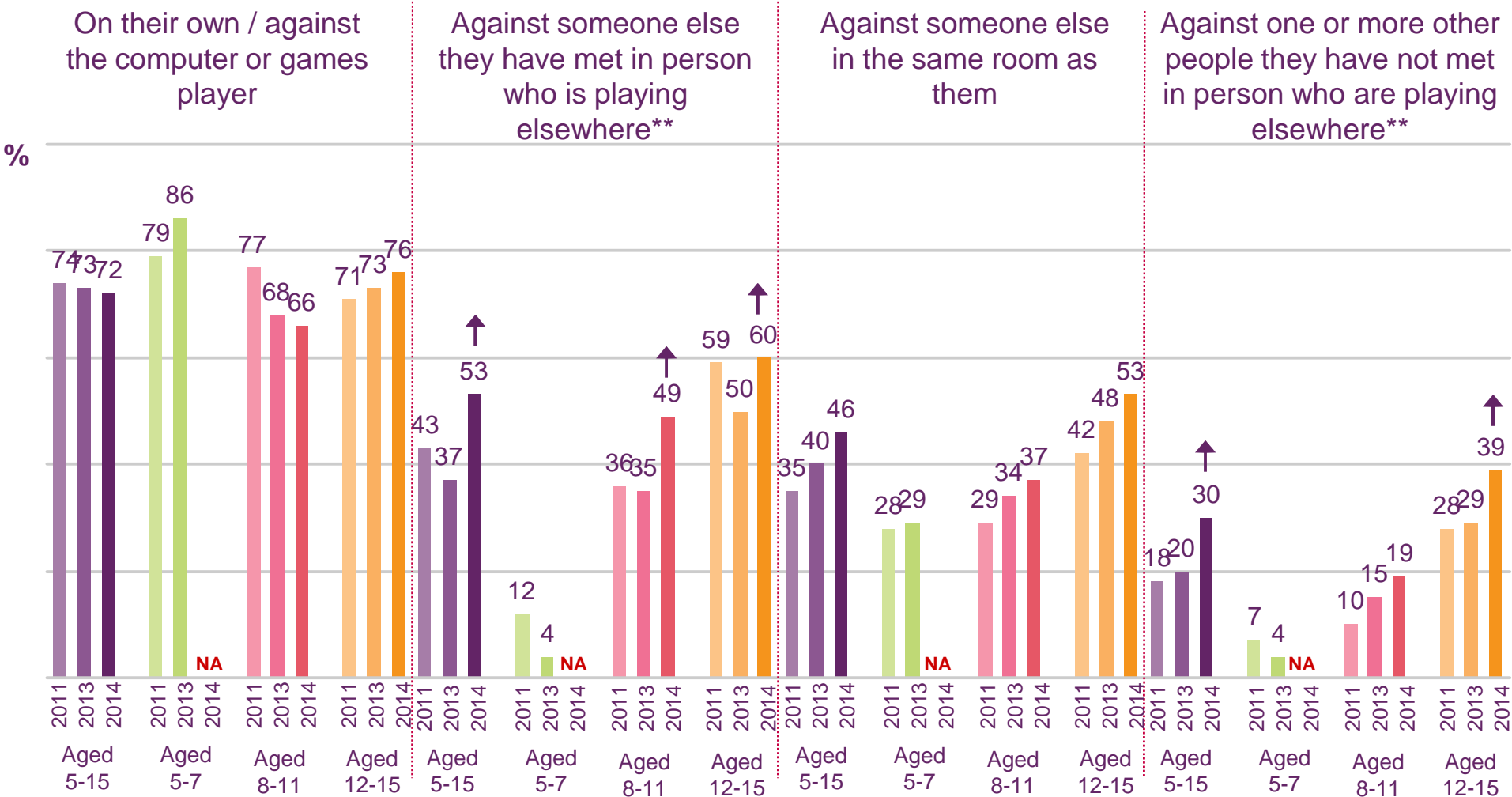


QP72 – Does your child ever play games over the internet on any devices which is often referred to as online game playing? (prompted responses, single coded) NB –In 2009 the question wording was “Does your child ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing?” . In 2013 and 2014 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years.

Base: Parents of children aged 3-4 or 5-15 whose child ever plays games on a games console/ player, computer or other device at home or elsewhere (386 aged 3-4 in 2013, 359 aged 3-4 in 2014, 1870 aged 5-15 in 2009, 1546 aged 5-15 in 2011, 1483 aged 5-15 in 2013, 1392 aged 5-15 in 2014, 471 aged 5-7 in 2009, 492 aged 5-7 in 2011, 447 aged 5-7 in 2013, 357 aged 5-7 in 2014, 710 aged 8-11 in 2009, 545 aged 8-11 in 2011, 535 aged 8-11 in 2013, 540 aged 8-11 in 2014, 688 aged 12-15 in 2009, 509 aged 12-15 in 2011, 501 aged 12-15 in 2013, 495 aged 12-15 in 2014). - Significance testing shows any differences between 2013 and 2014

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 52: Types of online game playing undertaken by children at home (2011, 2013) or elsewhere (2014), by age



QP73— When your child plays games over the internet, which of these describes how they are playing? **In 2011 these options referred to ‘someone they know personally’ and were amended to ‘they have met in person’ since 2012. In 2013 and 2014 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years

Base: Parents of children aged 5-15 whose child plays games over the internet at home or elsewhere (524 aged 5-15 in 2011, 537 aged 5-15 in 2013, 442 aged 5-15 in 2014, 105 aged 5-7 in 2011, 111 aged 5-7 in 2013, 32 aged 5-7 in 2014 (not shown), 199 aged 8-11 in 2011, 182 aged 8-11 in 2013, 162 aged 8-11 in 2014, 220 aged 12-15 in 2011, 214 aged 12-15 in 2013, 248 aged 12-15 in 2014). Significance testing shows any differences between 2013 and 2014

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014