

Children's and parents' media use and attitudes: executive summary

Our 2016 *Children and Parents: Media Use and Attitudes* report provides detailed evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as in-depth information about media access and use among children aged 3-4. Our report includes findings relating to parents' views about their children's media use, and the ways that parents seek – or not – to monitor or limit such use.

The report also includes results from the following research studies and analysis, in the Annex:

1. Analysis of children's television viewing habits sourced from BARB, the UK's television measurement panel, 2010-2015.
2. comScore data on the frequency with which the most popular web entities among internet users are visited by children aged 6-14 in 2016.

Published alongside this report are two other reports: *Children's Media Lives 2016* qualitative research report and *Children's Digital Day*. This executive summary draws together findings from all these reports to provide an overarching narrative on children's media experience in 2016.

The promotion of media literacy, and the carrying out of research, is a responsibility placed on Ofcom by the Communications Act 2003.

Summary of key themes

Content is king, but for older children YouTube is the preferred content destination

Children are watching a wide range of content, with the TV set becoming an increasingly important focus for family time and children using portable devices for more focused, solitary viewing. YouTube is a particularly important player, with 37% of 3-4s, 54% of 5-7s, 73% of 8-11s and 87% of 12-15s using the YouTube website or app. Among younger children this is mostly used to consume traditional, 'TV-like' content. However, as children get older their content tastes change, with vloggers, music videos, game tutorials and joke or prank videos all preferred over TV programmes or clips. For many older children this is their preferred content experience, with 8-11s and 12-15s who watch both TV and YouTube more likely to say they prefer YouTube to watching TV programmes on a TV set (42% vs. 18% for 8-11s and 41% vs. 16% for 12-15s).

Social media creates new opportunities and new pressures

Social media is central for both tweens and teens. Some 23% of 8-11s and 72% of 12-15s have a profile, with the number of profiles doubling between the age of 10 and 11 (21% to 43%) and increasing sharply again between 12 and 13 (50% to 74%). Our Digital Day research shows that children are messaging, sharing and liking throughout the day, including during school hours and late into the evening, with 9% of 11-15s communicating via social media at 10pm, and 2% messaging at midnight. Children's use of social media is constantly evolving, and that brings both new opportunities and risks. For example, the latest trend identified in the qualitative research is an increased use of group messaging services such as What's App, Instagram and Facebook Messenger. Many of these group chats are used for positive activities, like homework groups, but they were also being used in less positive ways, with a fine line between banter and bullying.

Children are becoming savvier about vloggers and personalised advertising, but understanding where information comes from remains a challenge

Awareness among 12-15s of personalised advertising has increased since 2015 (from 45% to 55%), as has awareness of vlogger endorsements (57% vs. 47% in 2015). However, this savviness does not extend to recognition of advertising on google: despite their being distinguished by a box with the word 'Ad' in it, only a minority of 8-11s (24%) and 12-15s (38%) who use search engines correctly identified sponsored links on Google as advertising. This reflects a continued uncertainty around information on search engines, with many assuming there is some kind of human fact checker behind the algorithm, and 28% of 8-11s and 27% of 12-15s assuming that if Google lists a website then they can trust it.

Most families feel screen time is under control, although maintaining the balance gets harder as children get older

For most families screen time seems to be under control, with almost two-thirds (64%) of children aged 12-15 and parents of 12-15s (65%) agreeing that the child has a good balance between screen time and doing other things. The qualitative research found that parents are less likely to include the TV set in their definition of screen time, as this is increasingly seen as a focus for family time, and are more concerned with managing the tablet, mobile or, for boys in particular, the games console. Managing the use of these devices gets more difficult as children get older, with 41% of parents of 12-15s saying they find it hard to control their child's screen time.

More parents are using network level filters as part of their mediation approach

Parents are continuing to use a range of methods to mediate children's internet use, with 96% of parents of 5-15s using at least one of technical tools, rules, supervision and talking to their children, and four in ten parents using all four. The number of parents using network level parental controls has increased since 2015 from 26% to 31%, and parents are talking to their children about a wider range of possible online risks than in 2015.

Key findings

Changing TV consumption

Content remains central to children's lives

Digital Day shows that watching activities (including all kinds of TV content, DVDs, Blu-ray and online clips) make up the largest proportion of children's media and communications time (42% of total time spent) and that nearly all children participate in at least one type of watching activity at some point during the week.

And much of this is consumed via the TV set

The TV set continues to be used by over nine in ten children in each age group and is the only device that a majority of children in all age groups use almost every day. It is also the device most likely to be used for on-demand viewing, although BARB data shows that most viewing (85%) is still to live. The TV set also continues to be the device most likely to be cited by younger children as the one they would miss the most if it was taken away (45% of 5-7s and 30% of 8-11s).

Watching the TV set is an important family activity

Our qualitative research found that watching live or on-demand content on TV was a valued family activity. Weekly TV shows were often watched communally by many family members, and became embedded in the family schedule. This is supported by BARB data, which shows that the largest number of children were watching TV during family viewing time (6pm-9pm), and that communal viewing, either with other children or with adults, was highest between 7pm and 11pm. The family viewing experience is also reflected in the most-

watched programmes among children in 2015, with family shows like Britain's Got Talent, The Great British Bake Off, The Voice and Strictly Come Dancing all in the top 10.

However, the amount of time children spend watching the TV set is decreasing...

The number of 5-15s who say they use a TV set almost every day has decreased since 2015 (80% vs. 87%), as has the amount of time they say they spend watching TV on a TV set, falling from 14 hours 48 minutes in 2015 to 13 hours 36 minutes. This is reflected in BARB data: children aged 4-15 watched an average of 13 hours of broadcast television per week in 2015, down by 42 minutes since 2014, continuing a longer-term trend in falls in weekly viewing. Digital Day tells a similar story, with 77% of 6-15s watching live in an average week in 2016, compared to 85% in 2014.

...and for the first time 5-15s now spend more time online

As TV viewing time falls, children are spending more time online, with the estimated time both 3-4s and 5-15s spend online increasing (6 hours 48 minutes to 8 hours 18 minutes for 3-4s and 13 hours 42 minutes to 15 hours for 5-15s), with the latter driven by an increase among 8-11s. As a result, for the first time 5-15s now spend more time online than watching television on a TV set (15 hours vs. 13 hours 36 minutes). This differs by age, with 5-7s continuing to spend more time watching TV, 8-11s now spending similar amounts of time online as watching TV and 12-15s continuing to spend more time online than watching TV on a TV set.

More children are watching TV content on tablets, smartphones and games consoles

These changes do not mean that children are consuming less content. Our Digital Day research found the numbers of 6-15s consuming paid video on demand and watching online video clips had increased since 2014, while our qualitative research found that children were consuming a significant amount of content alone on their personal devices, and this seems to be increasing. Children aged 3-4 and 5-15 are more likely than in 2015 to use a tablet to watch television programmes or films, and 5-7s, 8-11s and 12-15s are all more likely to use a mobile phone for this. Watching on-demand content on a tablet, mobile phone or games console has also increased among some age groups.

YouTube is an increasingly important content destination

YouTube is popular across all ages, particularly among older children, with 37% of 3-4s, 54% of 5-7s, 73% of 8-11s and 87% of 12-15s using the YouTube website or app. The content children like to watch on YouTube differs by age. Younger children (3-7) are most likely to watch TV programmes, films, cartoons, mini-movies, animations or songs, with parents saying this is their child's favourite type of YouTube content. As children get older this makes way for music videos, funny videos/ pranks and content posted by vloggers, with the qualitative research finding that vloggers in particular are an important source of teen orientated content.

Older children prefer YouTube to watching TV on the TV set...

When asked whether they prefer watching YouTube or watching TV programmes on a TV set, both 8-11s and 12-15s are much more likely to opt for YouTube (42% vs. 18% for 8-11s and 41% vs. 16% for 12-15s). This may be related to the fact that when asked about TV, around one in four 8-11s (23%) and three in ten 12-15s (29%) complain that there are not enough programmes that they like, with this more likely than in 2015 for 8-11s.

...although children in DE households have more traditional patterns of TV consumption

In 2016, while children in AB and C1 households spend less time watching television on a TV set in a typical week, those in DE households spend more time. Children aged 5-15 in DE households are also less likely to use devices other than a TV set to watch television programmes or films, with this driven by lower levels of use of a tablet computer or a desktop

computer/ laptop/ netbook. Children in DE households are also less likely than the average to use on-demand television services, while those in AB households are more likely, and are more likely to watch on-demand content on a desktop, laptop or netbook.

The rise of portable devices

Tablet ownership among children is increasing

Tablets are the only device, other than TV sets, that are used by a majority of children in each age group (55% of 3-4s, 67% of 5-7s, 80% of 8-11s and 74% of 12-15s), and the number of 5-15s with their own tablet has increased since 2015, to 44%. Sixteen per cent of 3-4s also have their own tablet, unchanged since 2015.

Tablets and mobile phones are now the most popular devices for going online, knocking laptops back into third place

Since 2015 there have been increases in the numbers of 5-15s who say that a tablet or a mobile phone is the device they use most often to go online, (39% vs. 33% for tablets and 28% vs. 19% for mobile phones). As a result, the mobile phone is now the second most popular device to go online (after tablets), overtaking laptops which were the second most popular device in 2015.

And one in five of all 5-15s only go online using a device other than a desktop or laptop...

One in five 3-4s (21%) and close to one in five 5-15s (18%) use only an alternative device, and not a desktop, laptop or netbook, to go online at home, more than in 2015. This change is being driven by an increase in the number of 3-4s, 8-11s and 12-15s using a tablet to go online and in the number of 8-11s going online on a mobile phone.

...with this more likely among children in DE households

While there are no differences in the estimated hours spent going online, children aged 5-15 in AB households are more likely to go online (91% compared to the average of 87%) while those in DE households are less likely (82%). Children in DE households are also more likely than the average to only use devices other than a desktop/ laptop to go online and 5-15s in DE households who use the internet are more likely than all children to say they mostly use a mobile phone to go online.

5-15s are more likely to both own and use a mobile phone than in 2015

5-15s are more likely to both use and own a mobile phone than in 2015, and four in ten (41%) now have their own smartphone. The increases in smartphone ownership are particularly evident for 8-11s (32% vs. 24%) and for 12-15s (79% vs. 69%). As a result, although tablet ownership is higher than smartphone ownership up to the age of 10, the two are then fairly even until age 12, when smartphone ownership begins to outstrip tablet ownership.

The preference for mobile phones over other devices begins at age 11

Before the age of 10 children are more likely to nominate a TV set or a tablet than a mobile phone as the device they would miss the most. This switches at the age of 11 with a clear preference for nominating a mobile phone over these other devices. When asked which device they would miss the most if it was taken away, 12-15s are most likely to say their phone, while 8-11s are most likely to nominate the TV set (30%), although the number of 8-11s opting for their mobile has nearly doubled since 2015 (16% vs. 9%).

Social media and gaming

The number of children with a social media profile doubles between the ages of 10 and 11

The likelihood of having a social media profile increases with age; 0% of 3-4s, 3% of 5-7s, 23% of 8-11s and 72% of 12-15s have a profile. The biggest increase comes between ages 10 and 11, when the number with a profile doubles from 21% to 43%, and there is another sharp increase between 12 and 13, from 50% to 74%.

One in ten 11-15s are still communicating via social media at 10pm

Our Digital Day research found that social media accounts for a fifth of all media and communications time for 11-15s. Our media literacy tracker shows that for many social media is a regular activity, with a sizeable minority of both 8-11s (11%) and 12-15s (28%) saying they access their main social media account more than ten times a day. This takes place throughout the day, and by 9pm 15% of 11-15s are still communicating via social media, and 2% are still messaging at midnight.

And children feel a lot of pressure to get likes and shares quickly

The qualitative research, Children's Media Lives, found that 'likes' on social media were important 'social currency', with children saying they would remove posts if they didn't quickly receive what they considered to be an acceptable number. Some had developed this further, timing their posts for 8-10pm, what they called Instagram 'prime time', in order to maximise the number of likes they received. Digital Day supports this, finding that 8.15pm is the peak time for social media use among 11-15s, with 38% using a social media site at this point.

Although Facebook remains most likely to be children's main site, use of other social media services is growing

Both 8-11s (43%) and 12-15s (52%) are most likely to consider Facebook their main social media profile. This is unchanged since 2015 but has fallen considerably since 2013, when 87% of 12-15s considered Facebook their main site. The numbers of 12-15s using Snapchat have continued to grow (51%, up from 43% in 2015), while fewer say they use Twitter (20%, down from 27%). The children in the qualitative research were more likely than in 2015 to be using group chat services to chat with both family and friends, including Snapchat, What's App, Facebook Messenger and Instagram.

Five per cent of 8-11s and 14% of 12-15s use chat features in online gaming to talk to people they only know through the game

Children are most likely to play games by themselves or with people they already know. However, one in ten 8-11s (10%) and twice as many 12-15s (21%) say they play games online with people they have never met and 5% of 8-11s and 14% of 12-15s say that they use the games' chat features to chat to people they only know through the game.

Creative activities and civic participation

Nearly a third of online 12-15s have got involved in civic activity online

Six percent of 8-11s and thirty percent of 12-15s who go online say they have signed petitions, shared news stories on social media, written comments or talked online about the news.

Photos, videos and avatars are the most popular online creative activities

Nearly four in ten (37%) of online 3-4s and two thirds of online 5-15s (67%) have used their digital devices for creative activities, with making pictures, editing photos, making videos and creating avatars the most popular. One in five 12-15s have made their own digital music and one in six have made their own animation.

And childhood extends beyond the digital

The children in our qualitative research use digital technology to support offline creativity, with the internet, and particularly YouTube, providing a source of inspiration, information or instruction for their offline creative hobbies. One child used YouTube to teach himself the guitar, and another used it to make a terrarium.

The quantitative research also shows that in addition to regularly using media devices, a sizeable proportion of children in each age group say they regularly use books, magazines or comics (37% aged 5-7, 34% for 8-11s and 26% for 12-15s). Our Digital Day research finds that books (print or digital) are the third most popular activity for 6-11s (62%), and the eighth most popular activity for 11-15s (40%), and that the bedtime story is still going strong, with a peak of 21% of 6-11s reading books at 7.45pm.

Children's critical understanding

'Critical understanding' is a way of describing the skills and knowledge children need to understand, question and manage their media environment. This is important if they are to get the benefits the internet has to offer, and avoid potential risks. Critical understanding covers a wide range of knowledge and skills, including the ability to make judgements about where information comes from and whether it is likely to be true. Critical understanding also includes awareness and understanding of advertising: this is increasingly important as more of the content children consume is paid for through advertising, and the advertising they encounter continues to develop. The following measures provide an indication of the extent to which children possess these skills, and whether this has developed in line with the increasing complexity of the media landscape.

Making judgements about online information

The extent to which children applied critical understanding skills changes depending on the circumstances

The qualitative research found that children were more likely to apply critical thinking skills when the circumstances demanded it, for instance for homework or important information, rather than just entertainment. It also found that as the children got older the desire to fit in with peers or develop their own identity could make them less likely to critique information sources that they would have challenged in the past.

12-15s are more likely than in 2015 to only use websites or apps they have used before

There are some indications that children's internet use is becoming narrower. A majority of internet users aged 8-11 (66%) or 12-15 (53%) say that in a normal week they only use websites or apps they have used before, and this has increased since 2015 for 12-15s.

12-15s say they are cautious about the sites they use and the data they give away

Most 12-15s (77%) who go online say that if they did visit a new site they would make checks first if they were unsure whether they could trust it. They are also cautious about the data they provide about themselves. Just 17% of 12-15s agree that 'I will give details about myself to a website or app to be able to get something that I want', compared to 60% who disagree, and just 13% of those with a social media profile agree that 'getting more followers is more important to me than keeping my information private', compared to 68% who disagree.

Although a majority think they can easily delete information about themselves online

Fifty-eight per cent of 12-15s who go online agree with the statement: 'I can easily delete information that I have posted about myself online if I don't want people to see it. Around one in five (18%) disagree and one in four (24%) are neutral or unsure.

And they are more likely than in 2015 to have added people as friends who they only know online

One in ten 12-15s (11%) had added people to their friends list that they only know online, up from 7% in 2015. The qualitative research also found that although most of the children had been told they should keep their social media accounts private many also recognised that having their sites more open could help get more 'likes', and therefore increase their perceived popularity.

More 12-15s are turning to Google for 'true and accurate information'

While the BBC website remains the preferred source of 'true and accurate information about things that are going on in the world' for 12-15s who go online (35%), this has declined substantially since 2015 (52%). Instead, children are more likely to say they would turn to Google for this (30% vs. 17% in 2015). They are also more likely to turn to Google for 'true and accurate information about fun things like hobbies and interests' (32% vs. 26% in 2015), although YouTube remains the most popular source for this.

And more than one in four 8-15s who use search engines believe that if Google lists information then it can be trusted

While around half of search engine users aged 8-11 (50%) or 12-15 (56%) make some type of critical judgement about search engine results, believing that some of the sites returned can be trusted and some cannot, more than one in four in each age group (28% for 8-11s and 27% for 12-15s) believe that if Google lists information then the results can be trusted. This may be partly explained by the fact that in the qualitative research the children had limited understanding of how search engines work, with most assuming that the results they saw were selected by some kind of authoritative figure, possibly employed by Google, who selected the ones which were most accurate.

Awareness and understanding of advertising

Children dislike too much advertising

Too many adverts is one of the most common dislikes for both 8-11s and 12-15s across TV, the internet and social media, with the number of internet users aged 12-15 saying this about online advertising increasing since 2015 (52%, from 40% in 2015). There has also been an increase in the number of online 8-11s who say they feel pressure to make in-app purchases (12% vs. 7% in 2015) and in the number of gamers aged 12-15 who say they are concerned about having to spend money to level-up or complete games (26% vs. 19%).

Awareness of personalised advertising and vlogger endorsements has increased

More than half of 12-15s who go online (55%) are aware that other people might see adverts online that are different to those they see, up from 45% in 2015. There has also been an increase in the proportion of 12-15s who are aware that vloggers may be being paid to endorse a product they say favourable things about (57% vs. 47% in 2015), with this increased awareness also evident in the qualitative research.

But only a minority of 12-15s can correctly identify advertising on Google

In contrast, despite their being distinguished by a box with the word 'Ad' in it, only a minority of 8-11s (24%) and 12-15s (38%) who use search engines correctly identified sponsored links on Google as advertising.

Children are less likely than in 2015 to say that all information on social media sites is true

Both 8-11s (2% vs. 8%) and 12-15s (4% vs. 9%) are less likely than in 2015 to say that all the information on social media sites is true. Three in four 12-15s (74%) also agree that most people behave in a different way online to when they talk to people face to face. However, this scepticism doesn't extend to more serious or official information: 12-15s are more likely to say that all the information on sites used for school work or homework (25% vs. 17% in 2015) or on news websites or apps (20% vs. 14% in 2015) is true.

Children's experience of staying safe online

Over nine in ten 8-15s say they have been given information about staying safe online...

Over nine in ten 8-11s (94%) and 12-15s (94%) who go online say they would tell someone if they saw something worrying or nasty online, with this most likely to be a family member. Family is also most likely to be the source of information about the possible risks or dangers of the internet; more than nine in ten online 8-11s and 12-15s have been given information about these, with this most likely to come from a parent, followed by a teacher. However, this has decreased for 8-11s (92% vs. 96%); due to fewer 8-11s saying they had been given information by a parent.

...although a small minority of 12-15s say they have disabled filters or parental controls, an increase since 2015

Despite most children having information about staying safe online, a small number of 12-15s say they are engaged in potentially risky online activities: they are more likely than in 2015 to say they have deleted their history records (17% vs. 11%), amended the settings to use a web browser in privacy mode (10% vs. 6%) and disabled any filters or controls (3% vs. 1%). The latter is more common among children in C2DE households, where 5% say they have disabled filters, compared to 1% in ABC1 households.

Children are more likely than in 2015 to say they dislike seeing content that makes them feel sad, frightened or embarrassed, and to say they are worried about people being nasty, mean or unkind to them

There have been increases in the numbers who say they dislike seeing content that makes them feel sad, frightened or embarrassed on TV (an increase from 6% to 10% of 12-15s), and in games (from 6% to 11% of 8-11s). Children aged 8-11 and 12-15 are also more likely than in 2015 to express a range of other concerns about the risks of being online, including about "people being nasty, mean or unkind to me", and are more likely to express concerns about the games they play, also including people being nasty, mean or unkind to them.

The numbers who say they have had negative online experiences in the past year are relatively low...

Around one in ten online 8-11s (10%) and one in five online 12-15s (19%) say they have seen something online in the past year that was worrying or nasty, around one in twelve of all 12-15s (8%) say they have been contacted online by someone they don't know, and 4% say they have seen something of a sexual nature in the past year, either online or on their mobile phone, all unchanged since 2015.

...although a third of 12-15s say they have seen hate speech in the past year

For the first time in 2016 we asked 12-15 who use the internet whether they had seen hate speech online. A third say they have seen this in the past year (34%). Fewer than one in ten (7%) say they 'often' see this, with the remaining 27% saying they 'sometimes' see this.

12-15s are as likely to be bullied via social media or group chat or text message services as they are face to face, while for 8-11s face to face bullying is more likely

In 2016 a similar number of 8-11s (11%) and 12-15s (13%) said they had been bullied in the past 12 months. For 8-11s bullying in person (6%) is more likely than via social media (2%) or group chat or text messages (1%), while for 12-15s levels of bullying are the same across all three of these at 6%. Two per cent of 8-11s and 12-15s also say that they have been bullied via online games. However, the qualitative research found that much of what most adults would describe as bullying was unlikely to be labelled as such by the children. They

would be more likely to describe this as 'banter that had gone too far', and would be unlikely to involve an adult unless something was serious enough to be labelled harassment.

The qualitative research suggests that the rising use of group chat services is leading to new forms of bullying

The children in the qualitative research were increasingly aware that online behaviours could leave a trace, and a number of the children in the research described how some of their peers were finding new ways of being mean using social media, without leaving evidence. Often the functionality of group chats was indirectly facilitating these acts, as children were exploiting the ability to add or delete people from these groups in order to exclude or hurt people.

Parental mediation

Parents are more likely to be concerned about the time their child spends online, playing games or using their mobile than watching TV

In 2016 more than one in three parents of 5-15s whose child goes online (35%) are concerned about the time their child spends online while fewer parents are concerned about the time their child spends playing games (29%) or using a mobile phone (29%). Parents are least likely to be concerned about the time their child spends watching television (23%). The qualitative research supports this. Parents were less likely than in previous years to include the TV set in their definition of screen time, as watching TV is increasingly seen as a family activity, and were more concerned with managing the smartphone, tablet or, for boys in particular, the games console.

Screen time gets harder to manage as children get older

Nearly nine in ten (86%) parents of 3-4s, and three quarters (75%) of parents of 5-15s agree that their child has a good balance between screen time and doing other things. Children and parents seem to be aligned on this, with about two thirds of both 12-15s (64%) and their parents (65%) agreeing with the statement. However, screen time gets harder to manage as children get older; 41% of parents of 12-15s say they find it hard to control their child's screen time, compared to 16% of parents of 3-4s, and 35% say that their child's screen time gets in the way of family time, compared to 11% of parents of 3-4s. Twelve to fifteen were less likely to agree with these two statements than their parents, suggesting that screen time is more of an issue for parents than children.

Parents of 5-15s are more likely than in 2015 to be concerned about online content

There has been no change since 2015 in the proportion of parents of 3-4s who say they are concerned about online (14%), television (14%) or gaming content (8%). Parents of 5-15s were also no more likely to say they were concerned about TV (25%) or gaming content (21%). However, they are now more likely than in 2015 to say they are concerned about online content (30% vs. 25% in 2015).

More parents are mediating their children's internet use than in 2015

Parents of 5-15s use a combination of approaches to mediate their child's access to, and use of, online content and services, including:

- using technical tools
- regularly talking to their children about managing online risks
- supervising their child
- having rules (about access to the internet and/or behaviour while online)

The majority of parents whose child goes online at home or elsewhere use at least one of these approaches (99% of parents of 3-4s and 96% of parents of 5-15s); 15% of parents of 3-4s and 34% of parents of 12-15s use all four. The number of parents of 5-15s who do not mediate their child's internet use in any of the ways mentioned above has decreased from 6% to 4% since 2015.

Use of ISP content filters has increased among parents of 5-15s since 2015

Almost two-thirds (65%) of parents of 3-4s and 58% of parents of 5-15s with home broadband, whose child goes online, are aware of home network-level content filters provided by ISPs, and around a third (33% for 3-4s and 31% for 5-15s) use them. Use (31% vs. 26%) has increased among parents of 5-15s since 2015, although is unchanged among parents of 3-4s. Parents of 5-15s whose child uses a mobile or tablet are also more likely than in 2015 to have changed the settings on tablets or mobile phones to prevent apps being downloaded with 15% having done this.

And parents of 12-15s are more likely than in 2015 to talk to their children about managing online risks

More than a quarter of parents of online 3-4s (27%) and 84% of parents of 5-15s have talked to their child about managing online risks. For the majority of parents this is an ongoing conversation, with 64% of parents of 5-15s saying they talk to their child about this at least every few months. Parents of older children are most likely to be having these conversations with their children, with 92% of parents of 12-15s saying they have spoken to their child about this, an increase from 86% in 2015.