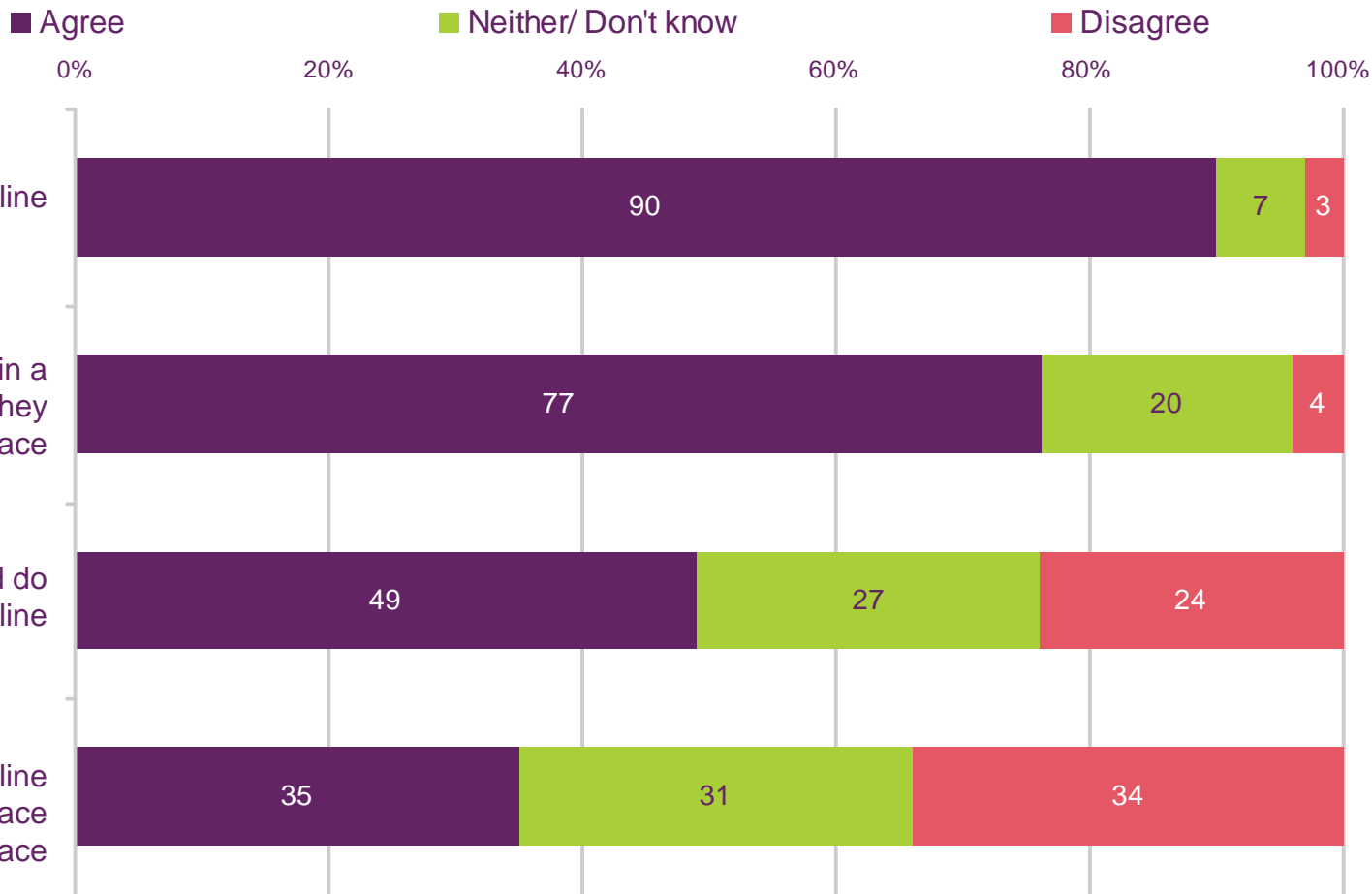


Children's Media Use and Attitudes Report 2014

Section 6 – Children's attitudes and concerns

Figure 69: Agreement with attitudinal statements about the internet among 12-15s: 2014



QC37E/ F/ G/ J – I'm going to read out some questions about going online, for each one please say which of the options on the card applies to you (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 70: Agreement with attitudinal statements about television among 8-11s and 12-15s: 2014



■ Agree

■ Neither/ Don't know

■ Disagree

0% 20% 40% 60% 80% 100%

I enjoy watching TV programmes

Aged 8-11

95

4 2

Aged 12-15

92

6 3

I talk to other people about TV programmes that I've watched

Aged 8-11

75

10

15

Aged 12-15

81

11

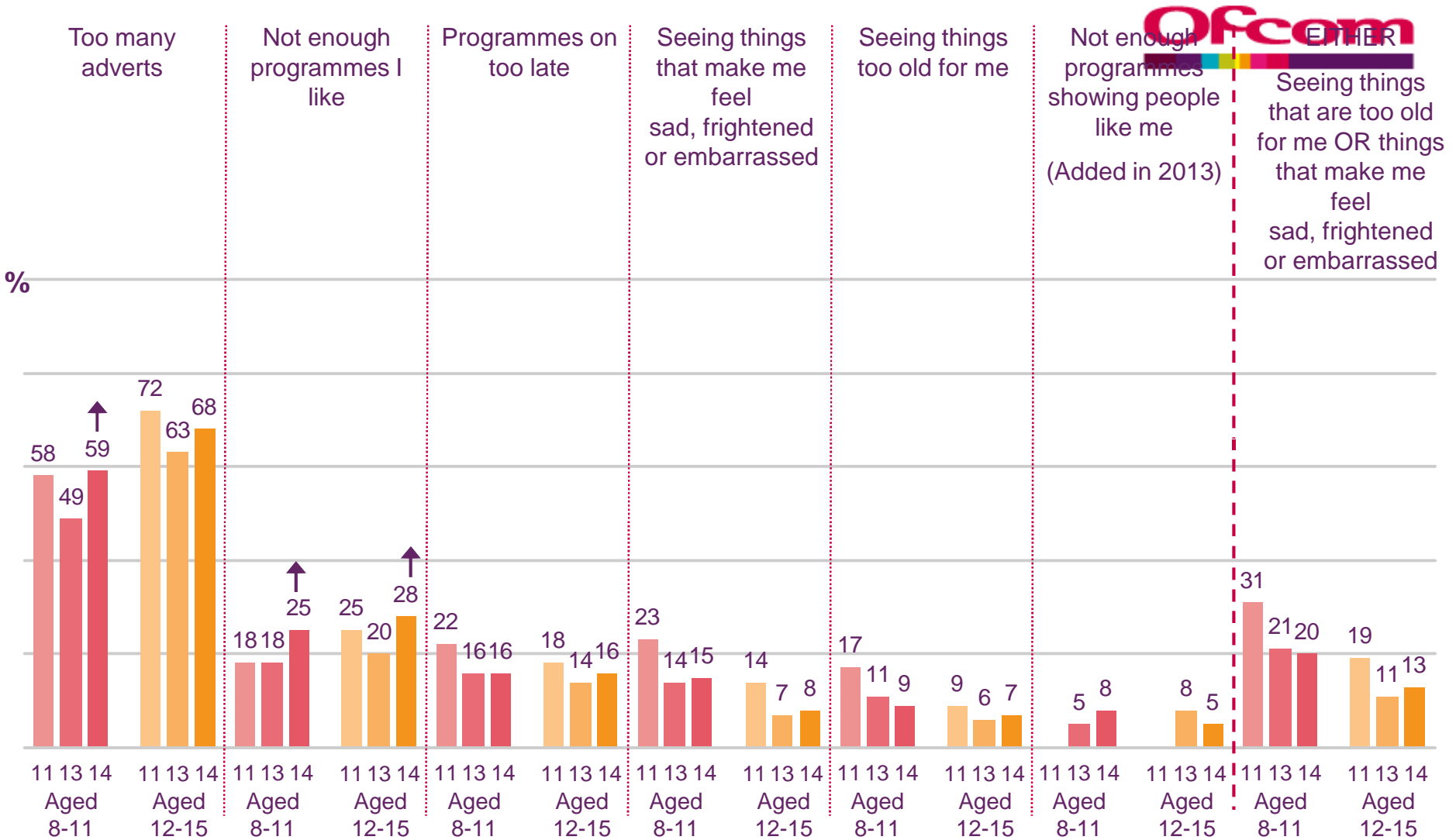
8

QC5E/ F- I'm going to read out some things about television, for each one please say which of the options on the card applies to you (prompted responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (590 aged 8-11, 592 aged 12-15).

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

Figure 71: Children's dislikes about television watched at home (2011,2013) or elsewhere (2014), by age



QC4 – Which of these things if any, are things you don't like about TV? (prompted responses multi-coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (577 aged 8-11 in 2011, 583 aged 8-11 in 2013, 590 aged 8-11 in 2014, 558 aged 12-15 in 2011, 564 aged 12-15 in 2013, 592 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014

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

Figure 72: Children's dislikes about the internet among those who go online at home (2011, 2013) or elsewhere (2014), by age/1

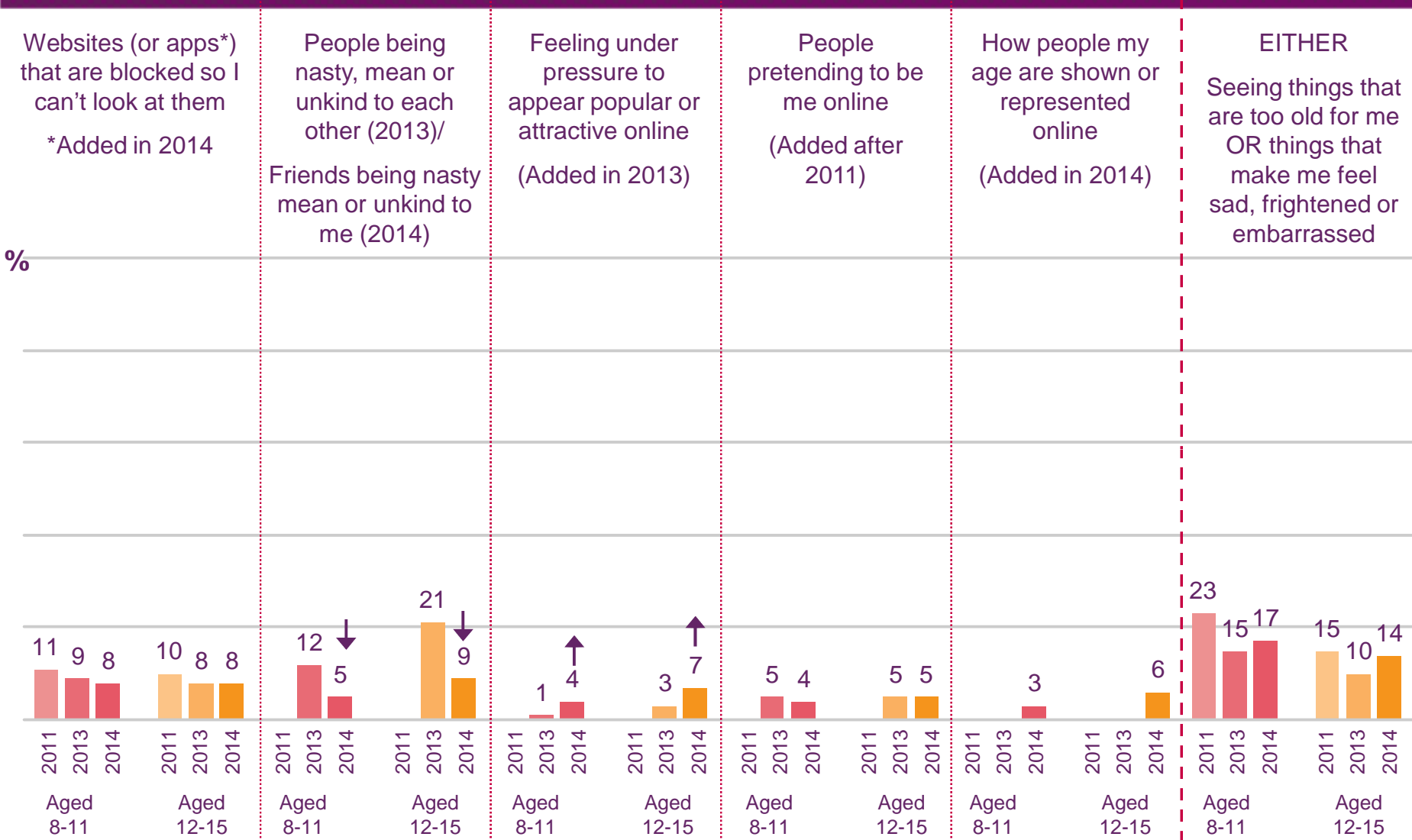


QC19 – Which of these things if any, are things you don't like about being online?

Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014

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

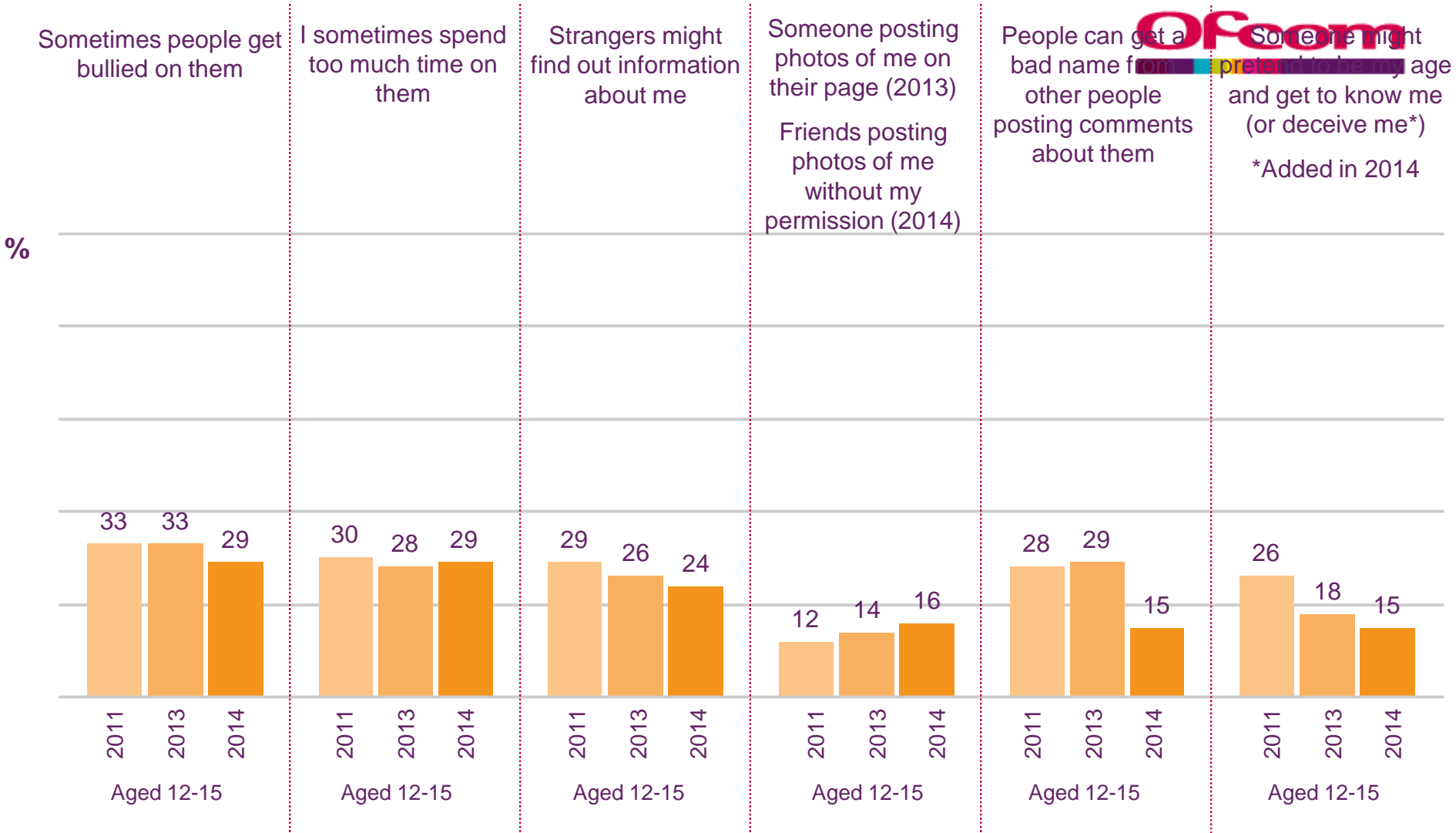
Figure 73: Children's dislikes about the internet among those who go online at home (2011, 2013) or elsewhere (2014), by age/ 2



QC19 – Which of these things if any, are things you don't like about being online?

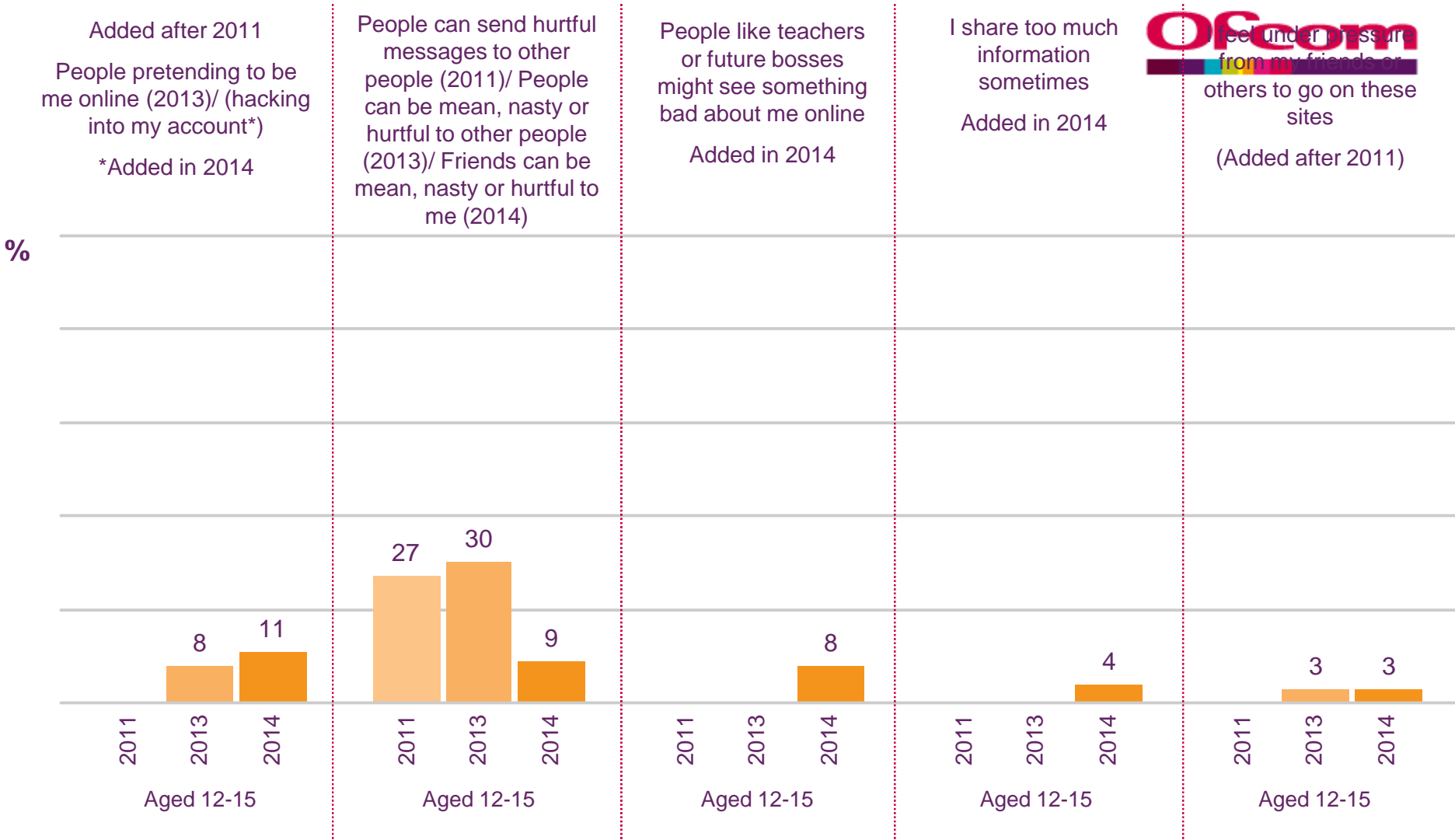
Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 74: Dislikes about social networking sites (2011, 2013) social media sites or apps (2014), among 12-15s/1



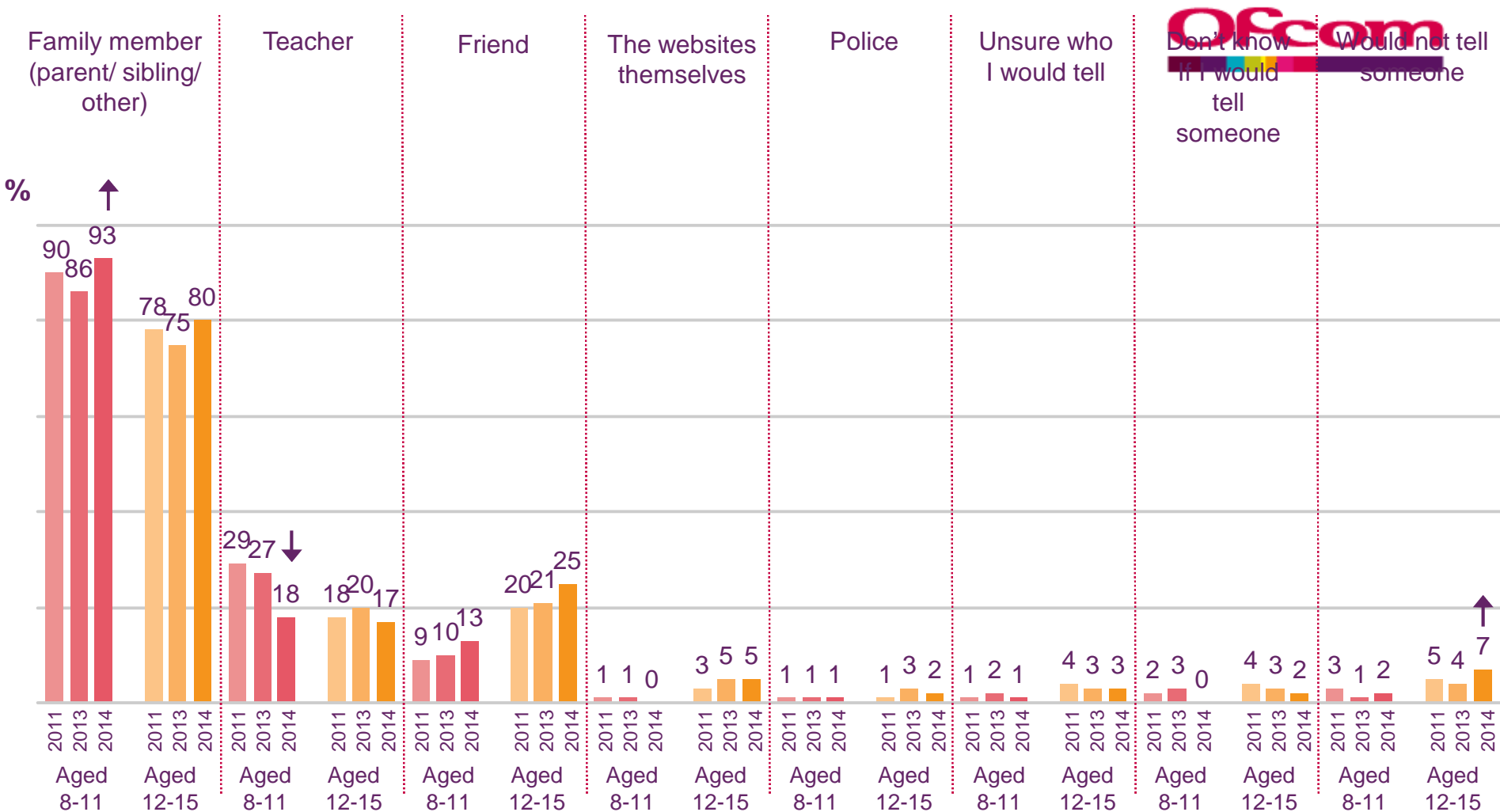
QC25 – Which of these things, if any, are things that you don't like about social media sites or apps? (Prompted responses, multi-coded)
 Base: Children aged 8-15 who go online at home or elsewhere and have a social media site profile or account (403 aged 12-15 in 2011, 378 aged 12-15 in 2013, 415 aged 12-15 in 2014). Significance testing is not shown as in 2013 parents and children were asked about social networking sites rather than social media sites. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 75: Dislikes about social networking sites (2011, 2013) social media sites or apps (2014), among 12-15s/2



QC25 – Which of these things, if any, are things that you don't like about social media sites or apps? (Prompted responses, multi-coded)
 Base: Children aged 8-15 who go online at home or elsewhere and have a social media site profile or account (403 aged 12-15 in 2011, 378 aged 12-15 in 2013, 415 aged 12-15 in 2014). Significance testing is not shown as in 2013 parents and children were asked about social networking sites rather than social media sites. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 76: Reporting online content considered by the child to be worrying, nasty or offensive, by age: 2011, 2013 and 2014

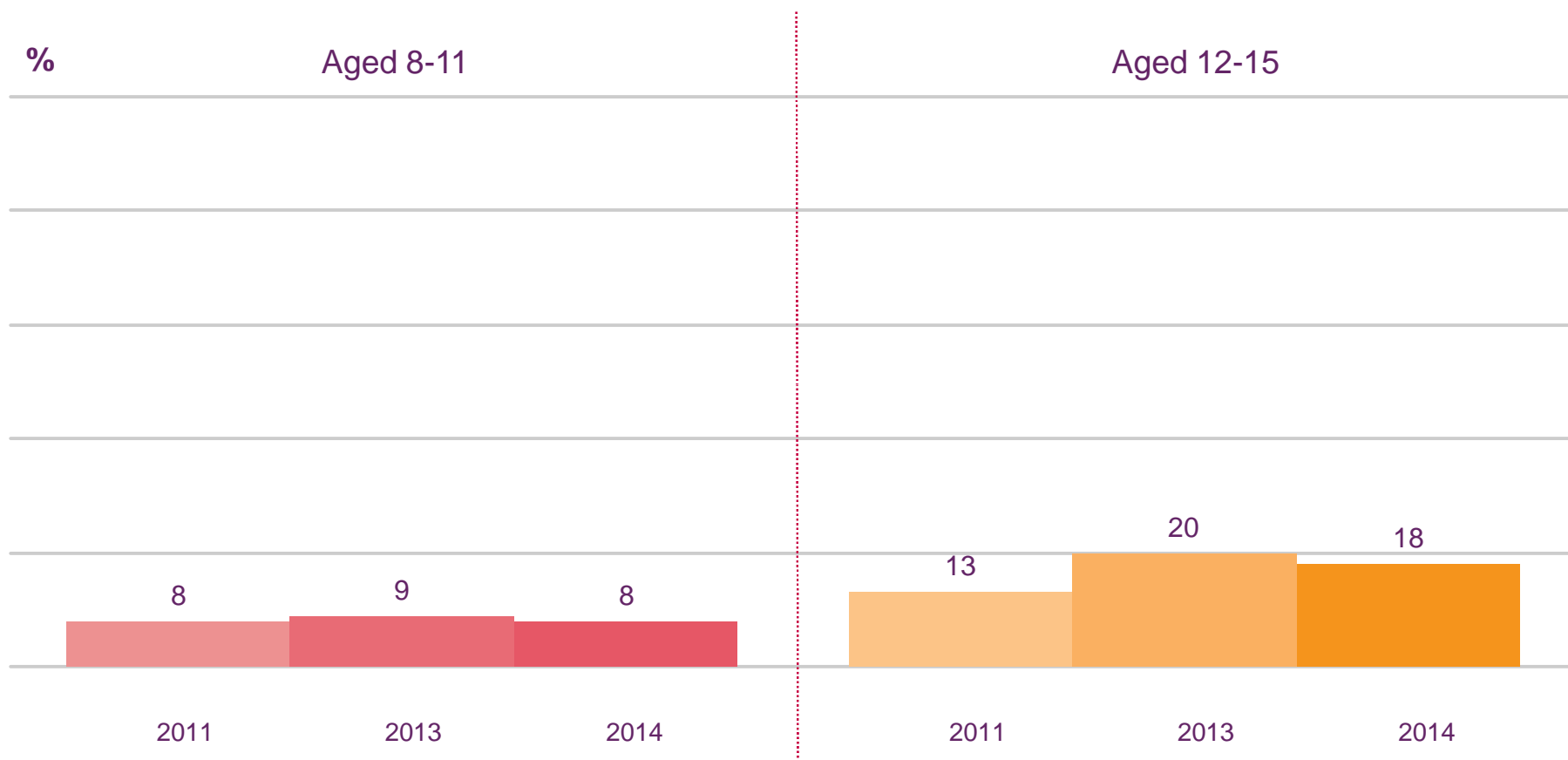


QC32 – If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it?
 IF YES – Who would you tell? (Shows spontaneous responses from > 1% of all internet users aged 8-15) (spontaneous responses, multi-coded)

Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014

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

Figure 77: Child's claimed experience of having seen any online content in the past year that was considered worrying, nasty or offensive, by age: 2011, 2013 and 2014

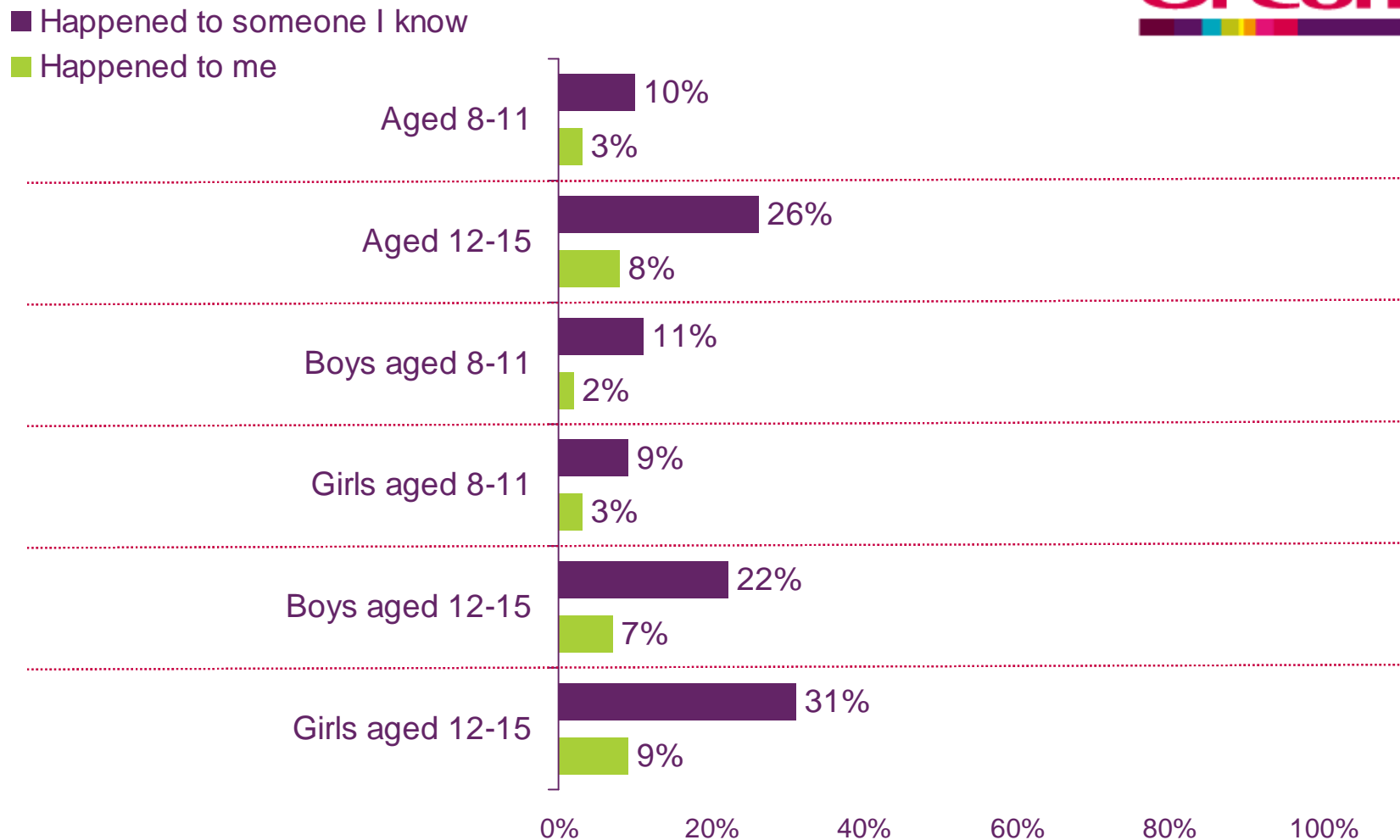


QC33 – And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way, that you didn't like? (Prompted responses, single coded)

Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 554 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 565 aged 12-15 in 2013, 584 aged 12-15 in 2014 – Significance testing shows any difference between 2013 and 2014)

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

Figure 78: Experience of being bullied online, by age and gender: 2014

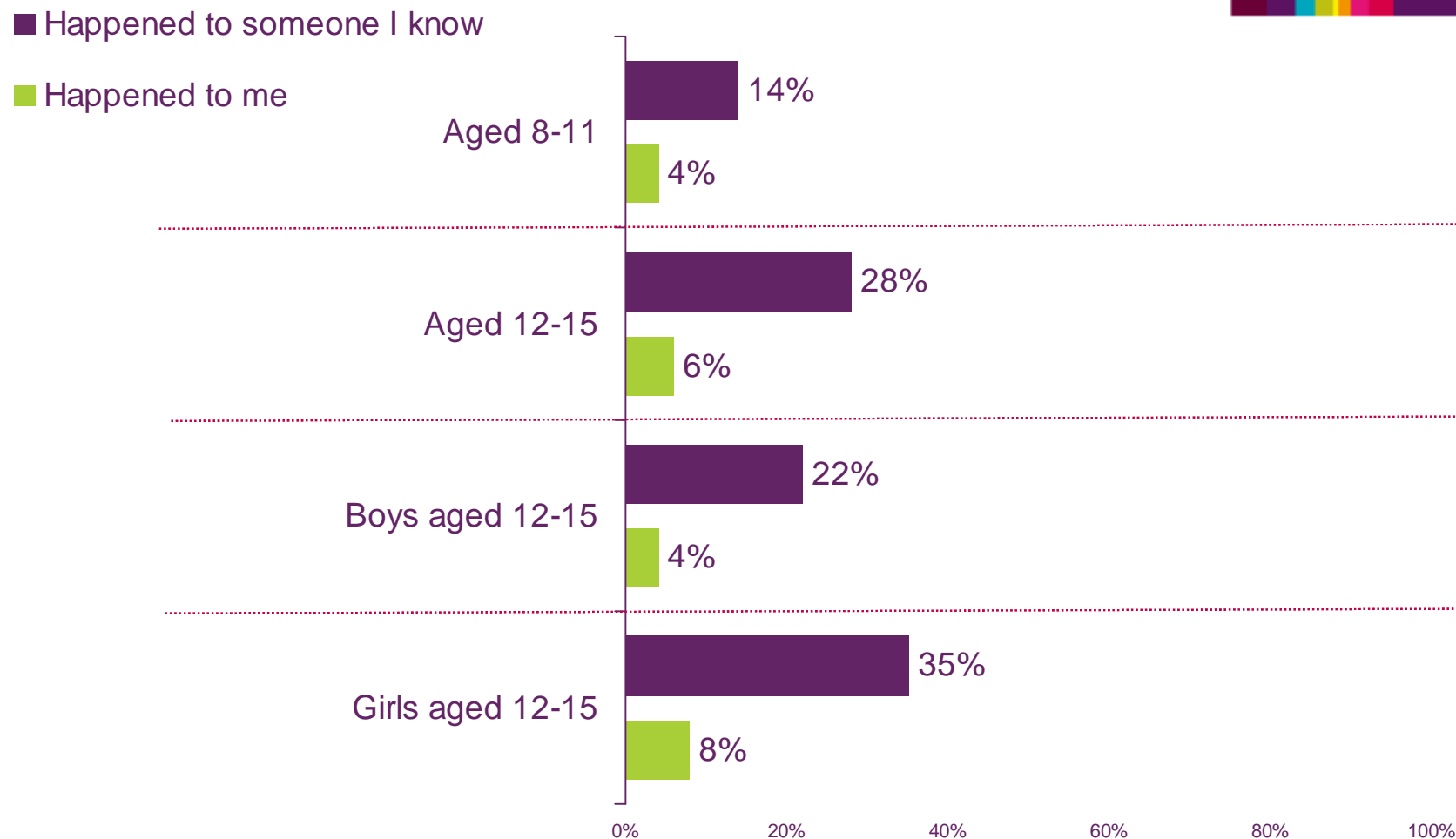


QC50A/ B – In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you online? (Prompted responses, single coded)

Base: Children aged 8-15 who use the internet at home or elsewhere (528 aged 8-11 in 2014, 584 aged 12-15 in 2014, 264 boys aged 8-11 in 2014, 264 girls aged 8-11 in 2014, 296 boys aged 12-15 in 2014, 288 girls aged 12-15 in 2014) - significance testing shows any change between 2013 and 2014

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

Figure 79: Experience of bullying through a mobile phone, by age and gender: 2014

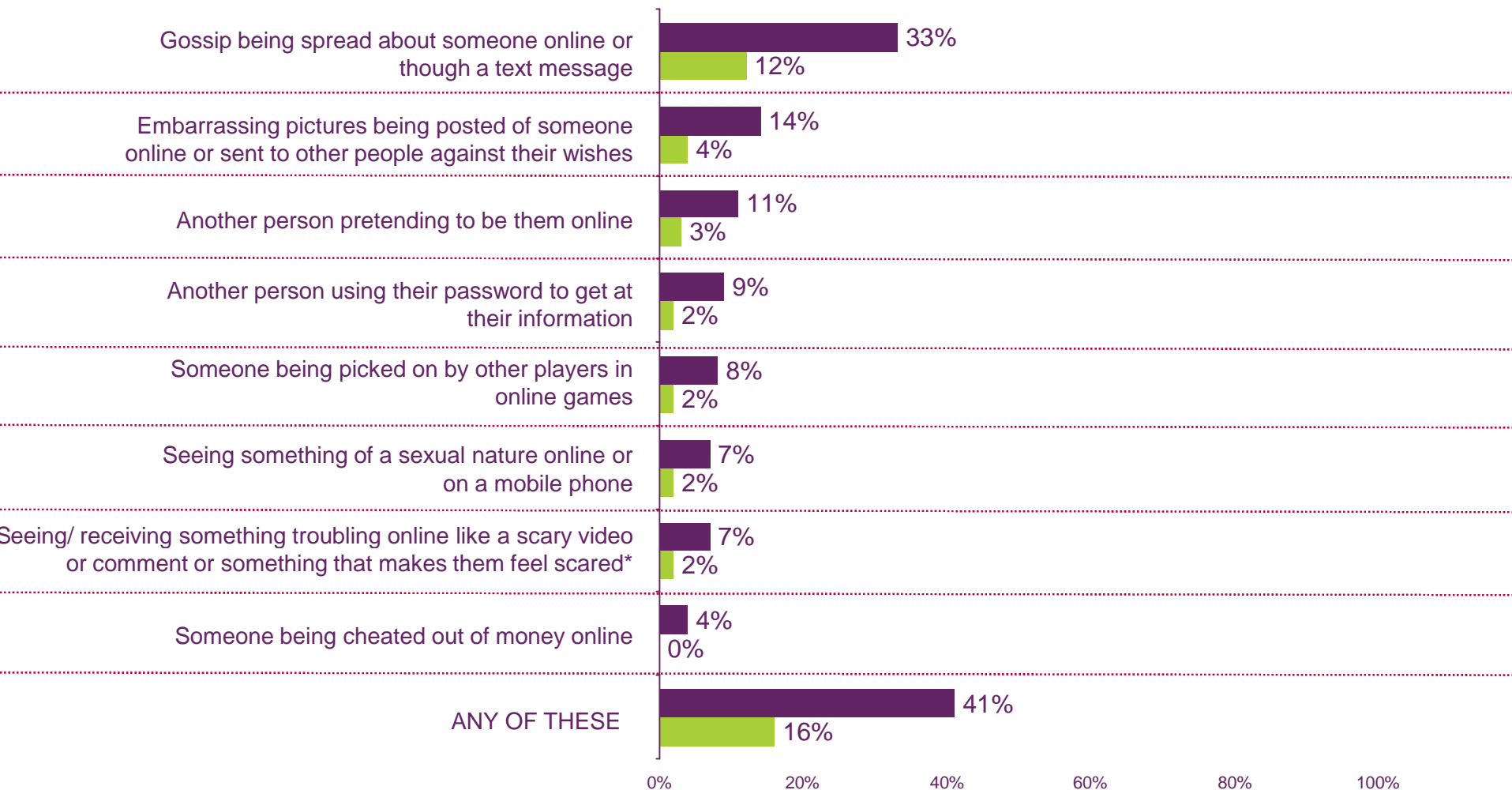


QC494A-/B- In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you through your mobile phone? (Prompted responses, single coded)
Base: Children aged 8-15 with a mobile phone (169 aged 8-11 in 2014, 463 aged 12-15 in 2014, 236 boys aged 12-15 in 2014, 227 girls aged 12-15 in 2014) - significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 80: Experience of negative types of online/ mobile phone activity among children aged 12-15: 2014

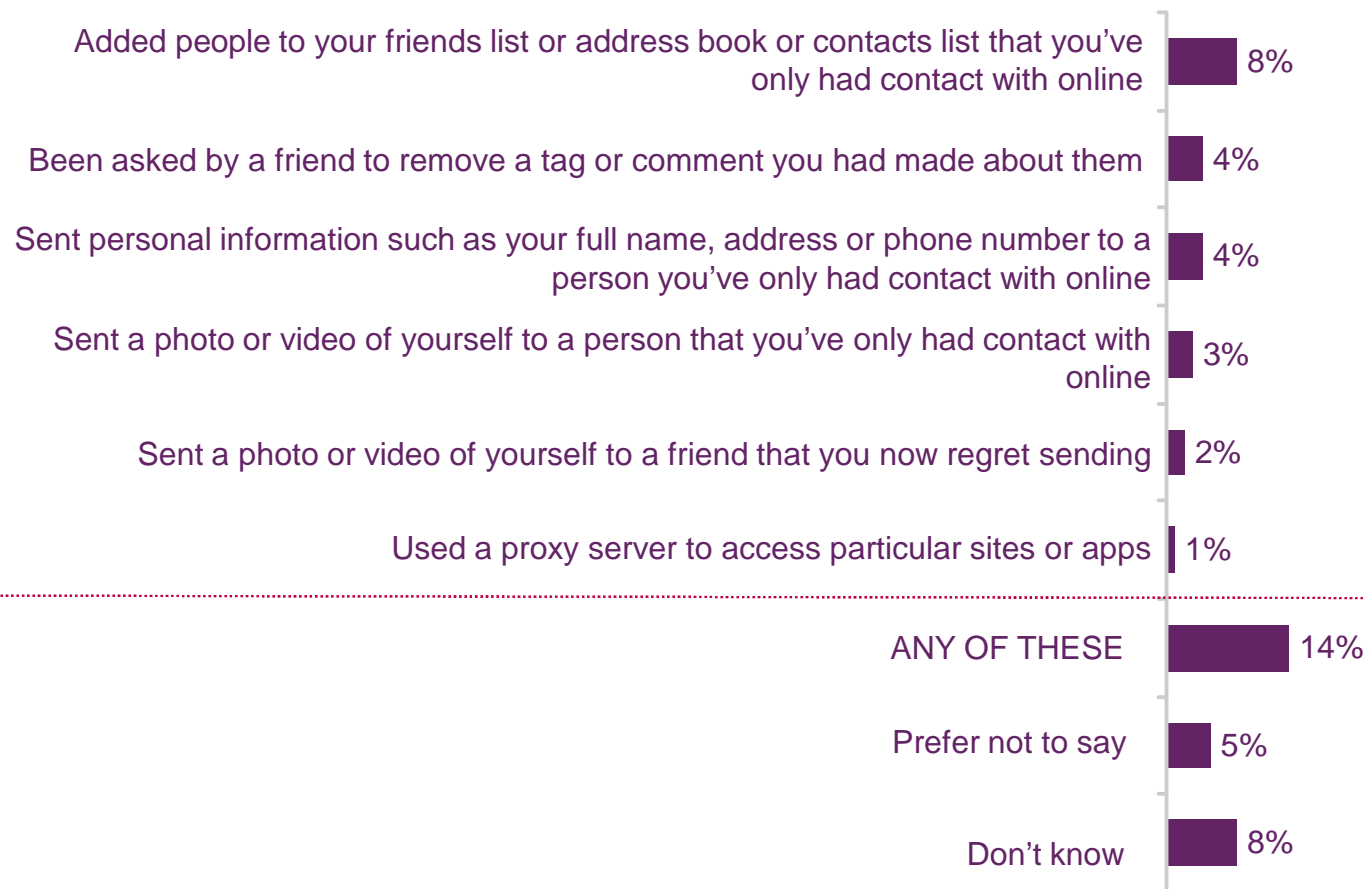


■ Happened to someone I know
■ Happened to me



QC51/ QC52 – Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone./ Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year. (Prompted responses, multi coded) * In 2013 this option was Seeing/ receiving something troubling online like a chain letter or something that makes them feel scared. Base: All children aged 12-15 (598 aged 12-15 in 2014) – significance testing shows any difference between 2013 and 2014 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 81: Potentially risky online behaviour among children aged 12-15: 2014

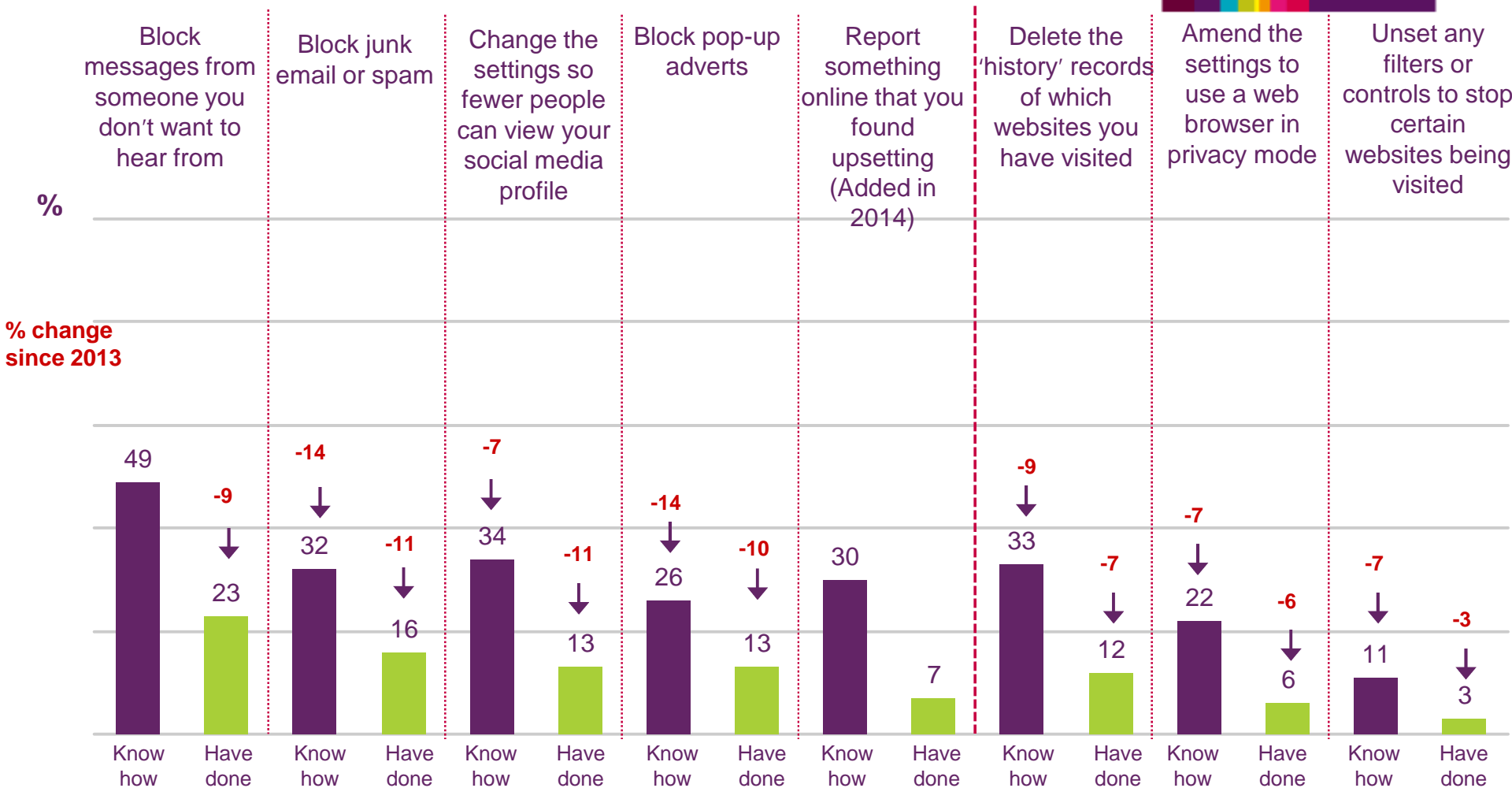


QC53 – Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (Prompted responses, multi coded)

Base: Children aged 12-15 who use the internet 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 82: Experience of 'safe' and 'risky' online measures among children aged 12-15: 2014

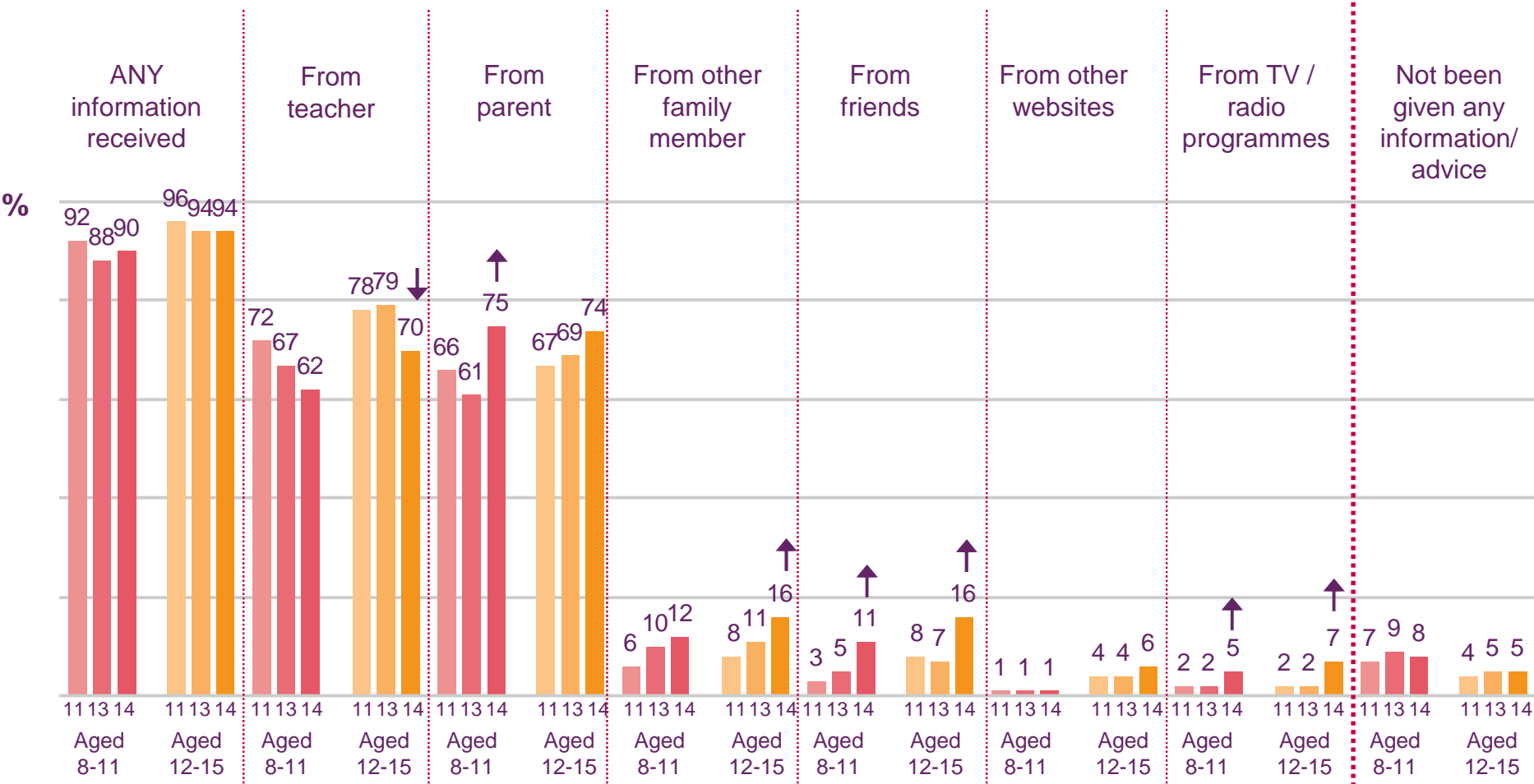


QC54/55 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year. (Prompted responses, multi coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (584 aged 12-15) – Significance testing shows any difference between 2013 and 2014

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

Figure 83: Children stating they have been given any information or advice about online risks among those who go online at home (2011, 2013) or elsewhere (2014), by age



QC34 – Have you ever been given any information or advice about risks while you are online (*2014) how to stay safe when you are online (2013)? (spontaneous responses, multi-coded)

Base: Children aged 8-15 who use the internet at home or elsewhere (563 aged 8-11 in 2011, 554 aged 8-11 in 2013, 528 aged 8-11 in 2014, 550 aged 12-15 in 2011, 565 aged 12-15 in 2013, 584 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014.

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