



Annex 3 Media Literacy Audit

Report on UK children by platform

Consultation

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Section 1

Ownership and use

This section looks at the penetration of the five key media covered by the Media Literacy Audit (television, radio, internet, mobile phones and games consoles) in households with children aged 8-11 and children aged 12-15, children's use of a range of media, the presence of television and the internet in children's bedrooms, and an overview of hours spent using the media by children in a typical school week. Where appropriate, comparisons are also made with children aged 5-7.

1.1 Summary

Among 8-11 year olds, all have access to a television at home, 88% have access to radio, 87% have access to a games console, 71% have access to the internet, and 46% have their own mobile phone. 69% of 8-11 year olds have a television in their bedroom, and 9% have access to the internet via a PC or laptop in their bedroom.

Among 12-15 year olds, all have access to a television at home, 90% have access to radio, 88% have access to a games console, 77% have access to the internet, and 86% have their own mobile phone. 81% of 12-15 year olds have a television in their bedroom, and 20% have access to the internet via a PC or laptop in their bedroom.

Those aged 12-15 are more likely than 8-11 year olds to make use of a DVD player (not portable), CD player, radio, PC/laptop with internet access, MP3 player, digital camera, or webcam.

Listening to radio, using the internet via a PC or laptop at home, using an MP3 player, a digital camera, a portable DVD player or a webcam are more common for children in ABC1 households compared to C2DE households.

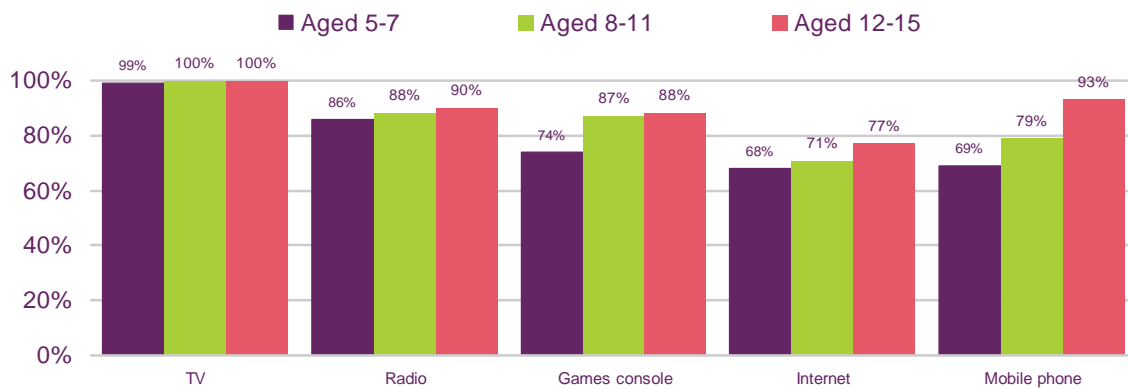
The proportion of children using a mobile phone, the internet, a DVD player, an MP3 player and a digital camera in the home has increased since 2005. The proportion of children using a CD player and a video cassette recorder (VCR) in the home has decreased since 2005.

Among users of each media device, more hours are spent watching television than using the internet, gaming, or listening to radio.

1.2 Ownership of media

Parents of children aged 5-15 were prompted with a list of electronic equipment. For each type of equipment, we recorded whether it was in the child's bedroom, owned by the child elsewhere in the home, used or not used by the child, or not in the home. Figure 1 shows the proportion of children aged 5-7, aged 8-11 and aged 12-15 who have each of the five media of television, radio, games console, internet and mobile phone in their household. The media shown in Figure 1 may be owned by the child, by someone else in the household or by the household generally.

Figure 1: Ownership of key media, age 5 to 15



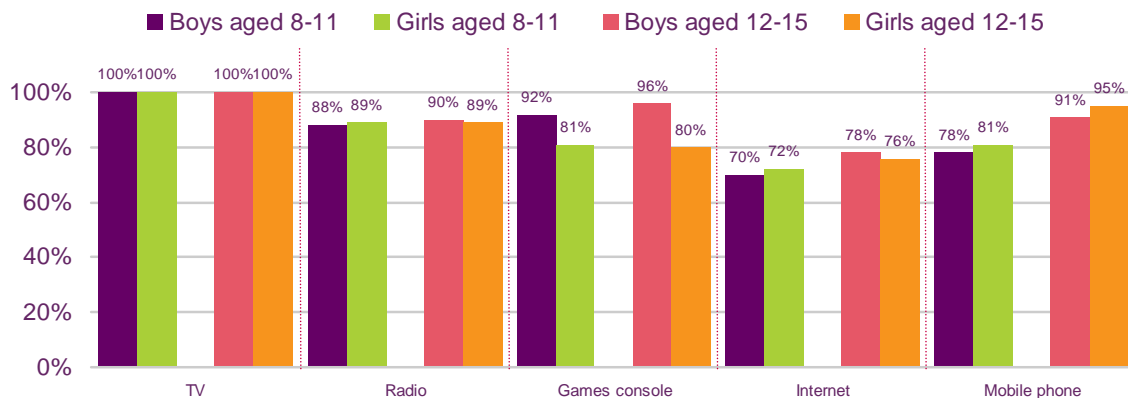
QP3A/B/D/G/H – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use
 Base: Parents of children aged 5-15 (985 aged 5-7, 1354 aged 8-11, 1357 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Televisions are found in all households with children 15 years old and under, with radios and games console found in nine in ten households. Games consoles and mobile phones are less likely to be found in households with 5-7 year olds compared to those with 8-11 or 12-15 year olds. Radio and the internet are less likely to be found in households with 5-7 year olds compared to those with 12-15 year olds.

Looking only at households with children aged 8-11 or 12-15, the incidence of television and radio and games consoles does not vary across the two age groups, but households with 12-15 year old children are more likely to have a mobile phone or internet access.

Figure 2 shows how household ownership compares by gender within the two age groups of 8-11 and 12-15.

Figure 2: Ownership of key media, by age and gender

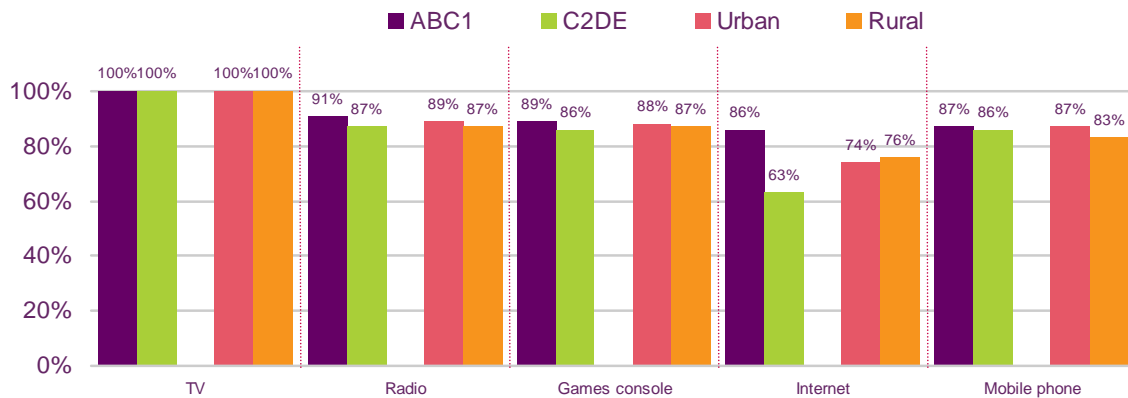


QP3A/B/D/G/H – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use
 Base: Parents of children aged 8-15 (668 boys aged 8-11, 686 girls aged 8-11, 579 boys aged 12-15, 678 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Household ownership does not differ by gender within either age group for television, radio or the internet. Households with younger boys are, however, more likely to have a games consoles than households with younger girls. This trend is also repeated for households with older boys compared with older girls. 12-15 year old girls are more likely than 12-15 year old boys to live in households with a mobile phone.

Figure 3 shows how household ownership compares by socio-economic group and also by whether the child lives in an urban or a rural area.

Figure 3: Ownership of key media, by socio-economic groups and urban and rural areas

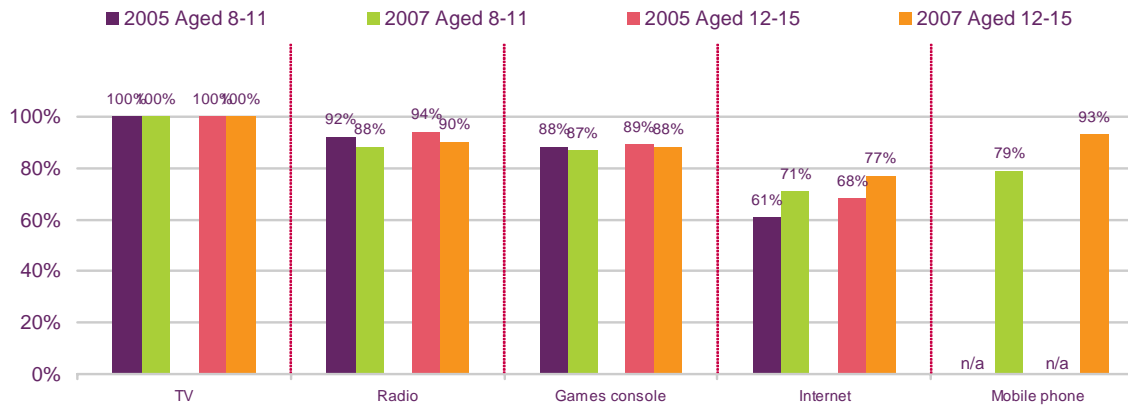


QP3A/B/D/G/H – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use
 Base: Parents of children aged 8-15 (1221 ABC1, 1440 C2DE, 2194 Urban, 516 Rural)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children aged 8-15 in ABC1 households are more likely than children aged 8-15 in C2DE households to have radio, games consoles or the internet in their household. Children aged 8-15 in urban areas are more likely to have a mobile phone in their household than those in rural areas.

Compared to the 2005 Media Literacy Audit, the incidence of household ownership of key media has changed, as shown in Figure 4.

Figure 4: Ownership of key media, 2005 and 2007



QP3A/B/D/G/H – 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
 Base: Parents of children aged 8-15 (772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

The proportion of children aged 8-11 and 12-15 who live in a household with internet access has increased since the 2005 Media Literacy Audit. There are some indications that the incidence of children aged 8-15 with access to radio in their household has decreased since 2005, but differences in question wording mean that these findings should be treated with caution. Access to television and to a games console in the household has not changed since 2005, and there is no comparable measure for access to a mobile phone in the household from the 2005 study.

1.3 Children's use of media

Table 1 shows the proportion of children who use each of the 13 types of media. These proportions are shown by age group, gender within age group and the socio-economic group for the child's household.

Table 1: Media used by children, by age, gender and socio-economic group

	Aged 8-11 (1354)	Aged 12-15 (1357)	Boys aged 8-11 (668)	Girls aged 8-11 (668)	Boys aged 12-15 (679)	Girls aged 12-15 (678)	ABC1 (1221)	C2DE (1440)
	%	%	%	%	%	%	%	%
Television	100	100	99	99	100	100	99	99
DVD player (not portable)	91	94	90	91	93	95	92	92
CD player	83	89	79	88	87	90	87	85
Games player	85	86	91	78	96	76	86	85
Mobile phone	56	90	55	57	88	92	73	73
Radio	67	77	65	68	76	78	74	70
PC/laptop with internet access	65	75	64	65	76	75	83	59
VCR	66	65	65	67	63	67	65	65
MP3 player	46	75	44	48	73	76	63	58
Digital camera	37	54	36	38	49	59	53	40
Portable DVD player	32	35	30	34	33	36	36	32
Webcam	16	32	17	15	28	36	29	20
PC/laptop, no internet	19	21	20	18	20	22	19	21

QP3A-M – 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

Base: Parents of children aged 8-15

Source: Ofcom research, fieldwork carried out by saville rossiter-base in April to September 2007

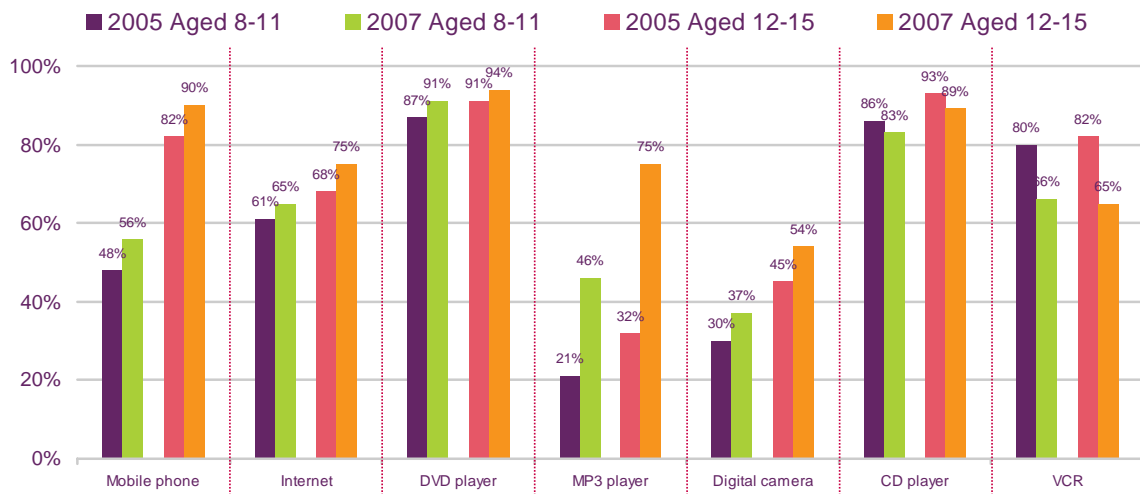
Those aged 12-15 are more likely than 8-11 year olds to use several of these types of equipment: DVD player (not portable), CD player, radio, PC/laptop with internet access, MP3 player, digital camera, and webcam. In fact none of these 13 types of equipment are more likely to be used by 8-11 year olds than 12-15 year olds.

Generally, the media used by younger children do not differ by gender, although boys aged 8-11 are more likely to use a games console than girls of the same age. More differences are evident for older children. It is more common for older girls, compared to older boys, to use a CD player, mobile phone, digital camera or webcam. Boys aged 12-15 are more likely than girls in this age group to use a games console.

Listening to radio is more common for children in ABC1 households than in C2DE households, as is using the internet via a PC or laptop at home, using an MP3 player, a digital camera, a portable DVD player or a webcam.

Compared to the 2005 Media Literacy Audit, the incidence of children using some of these types of equipment has changed, as shown in Figure 5.

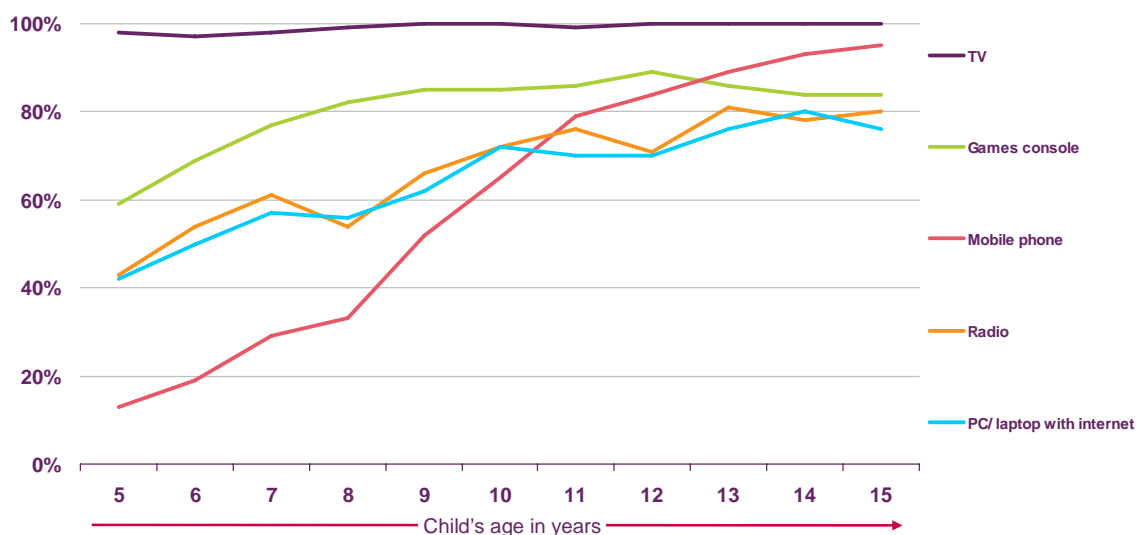
Figure 5: Media used by children, 2005 and 2007



QP3A/B/D/G/H – 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
 Base: Parents of children aged 8-15 (772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Across both age groups the proportion of children using a mobile phone, the internet, a DVD player, an MP3 player and a digital camera have increased since 2005. The proportion of children using a CD player and a video cassette recorder (VCR) has decreased since 2005. For the five key media (television, radio, internet, mobile phone and games console) covered in detail by this study, Figure 6 shows how use by the child varies for all ages between 5 and 15.

Figure 6: Use of key media by children, age 5 to 15



QP3A-M – 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
 Base: Parents of children aged 8-15 (336 aged 5, 315 aged 6, 334 aged 7, 400 aged 8, 306 aged 9, 314 aged 10, 334 aged 11, 418 aged 12, 313 aged 13, 286 aged 14, 340 aged 15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

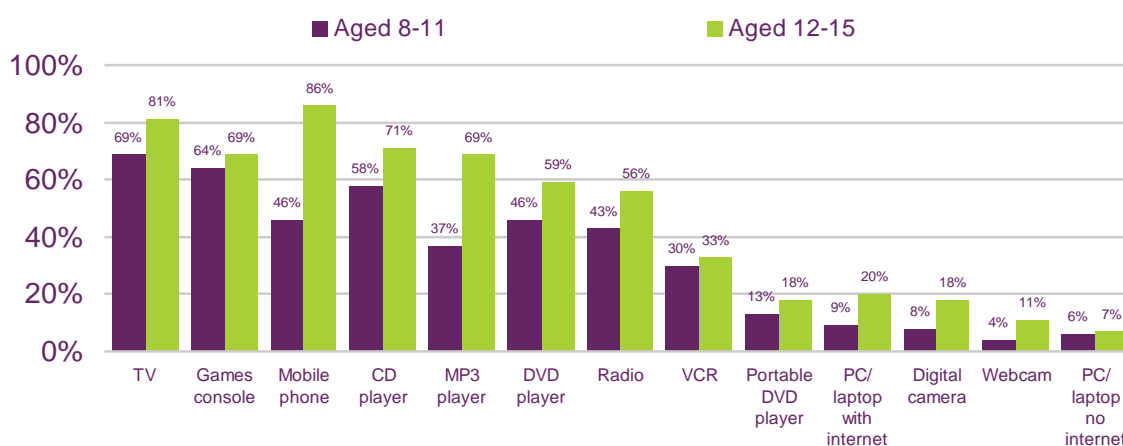
Other than watching television, each of these media shows some differences in use across each of the ages 5 to 15. The most striking is use of a mobile phone; rising from one in ten (13%) 5 year olds to almost all (95%) 15 year olds. Use of the internet sees a more gradual

increase; from two in five (42%) 5 year olds to three in four (76%) 15 year olds. Measures for use of radio are at very similar levels as use of the internet across the ages 5 to 15. Use of a games console increases from three in five (59%) 5 year olds to about four in five children aged 8. Ownership of a games console does not vary significantly from age 8 onwards.

1.4 Media in children’s bedrooms

While checking with parents which of the listed media children have access to and use, details were collected on which are in their child’s bedroom. Figure 7 shows the proportion of children who have each of the 13 media in their bedroom.

Figure 7: Media in children’s bedrooms, by age



QP3A-M – 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
 Base: Parents of children aged 8-15 (1354 aged 8-11, 1357 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

The first seven of the 13 media shown in Figure 7 (television to radio) are in the bedrooms of half or more of all children aged 8-15. With the exception of a PC/laptop with no internet access, all of the media we asked about are more likely to be in the bedroom of a 12-15 year old than an 8-11 year old.

Table 2 shows the proportion of children who have each of the 13 media in their bedroom by age group and by gender within age group, by the socio-economic group of the household and also by whether the child lives in an urban or a rural area.

Table 2: Media in children's bedrooms, by age and gender

	Boys aged 8-11 (668)	Girls aged 8-11 (668)	Boys aged 12-15 (679)	Girls aged 12-15 (678)	ABC1 (1221)	C2DE (1440)	Urban (2194)	Rural (516)
	%	%	%	%	%	%	%	%
Television	70	67	83	79	71	78	75	77
Games console	71	57	83	56	66	68	67	63
Mobile phone	45	48	83	88	66	66	66	65
CD player	51	65	67	75	66	63	63	72
MP3 player	35	40	67	71	56	51	53	53
DVD player	43	49	58	60	49	56	52	57
Radio	39	46	55	57	51	48	49	52
VCR	27	33	31	36	28	34	31	35
Portable DVD player	13	13	17	19	16	16	16	16
PC/laptop with internet	9	8	20	19	16	12	14	14
Digital camera	6	9	15	20	14	11	12	14
Webcam	4	3	10	12	7	7	7	7
PC/laptop, no internet	6	7	8	7	7	7	7	7

QP3A-M – 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

Base: Parents of children aged 8-15

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

There are several media which are more likely to be in boys' or girls' bedrooms. Younger boys are more likely than younger girls to have a games console in their bedroom. Younger girls are more likely than younger boys to have a CD player, DVD player, radio, VCR player or digital camera in their bedroom.

Older boys are more likely than older girls to have a television or games console in their bedroom, while older girls are more likely than older boys to own a mobile, a CD player, VCR player or a digital camera.

While boys are more likely than girls to have a television in their bedroom, they are also much more likely to use the television in their bedroom as a monitor when playing computer/video games. Three in four (72%) boys with a television in their bedroom use the television to play computer/video games compared to less than half (44%) of girls with a television in their bedroom.

Across the 13 types of media shown in Figure 7 and Table 2, children aged 8-11 have an average of four types of media in their bedroom, compared to six types for 12-15 year olds. These average counts do not vary by the gender of the child in each age group.

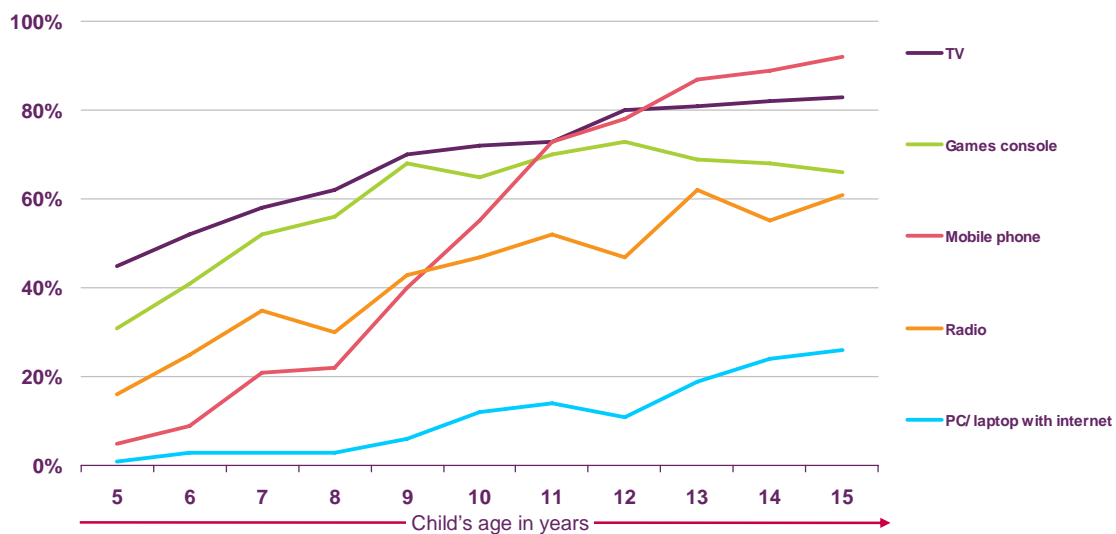
Children in ABC1 households are more likely than children in C2DE households to have an MP3 player, a digital camera or internet access in their bedroom. Children in C2DE

households, however, are more likely to have a television, DVD player or VCR in their bedroom.

Children in rural areas are more likely than those in urban areas to have a CD player or DVD player in their bedroom. Those in urban areas are no more likely to have any of the 13 media in their bedrooms.

Figure 8 shows the proportion of children between the ages of 5 and 15 who own each of the five key media (television, radio, internet, mobile phone and games console) in their bedroom. The media shown here belong to the children concerned rather than to someone else in their household or to the household in general.

Figure 8: Key media in children’s bedrooms, age 5 to 15



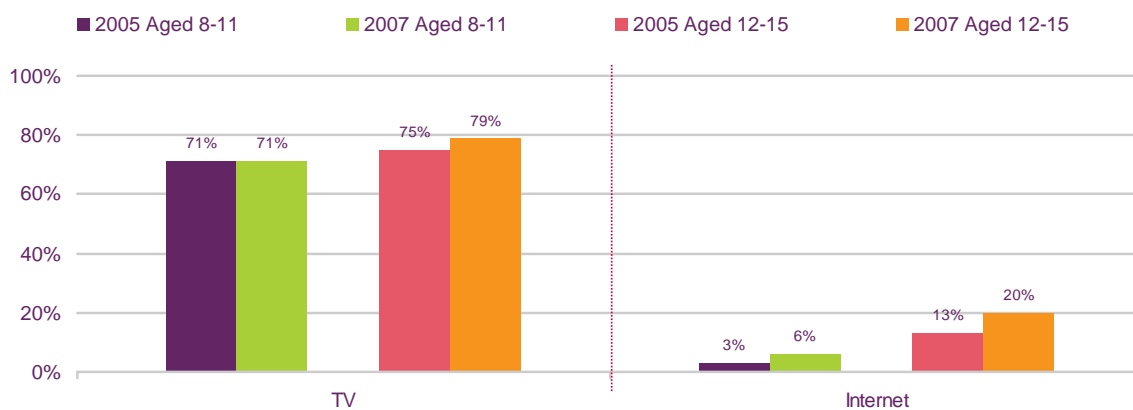
QP3A-M – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use
 Base: Parents of children aged 8-15 (336 aged 5, 315 aged 6, 334 aged 7, 400 aged 8, 306 aged 9, 314 aged 10, 334 aged 11, 418 aged 12, 313 aged 13, 286 aged 14, 340 aged 15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

As with the degree of use shown in Figure 6, it is the child’s ownership of a mobile phone that increases most from age 5 to age 15; rising from one in twenty (5%) 5 year olds to almost all (92%) 15 year olds. By age, the greatest increase in mobile phone ownership is seen between age 10 (55%) and age 11 (73%).

Increases in ownership in the child’s bedroom are relatively gradual for the other four media. Ownership of a radio increases from one in six 5 year olds to two in three 15 year olds. Very few (1%) 5 year olds have internet access in their bedrooms, and this rises to one in four for 15 year olds. By contrast, close to half of 5 year olds have a television in their bedroom and one in three 5 year olds have a games console in their bedroom. By the age of 15, four in five have a television in their bedroom and two in three have a games console in their bedroom.

Figure 9 shows how the incidence of television and internet presence in children’s bedrooms has changed since 2005 for 8-11 year olds and for 12-15s.

Figure 9: Television and internet in children’s bedrooms, 2005 and 2007



QP3A/B – 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
 Base: Parents of children aged 8-15 (772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

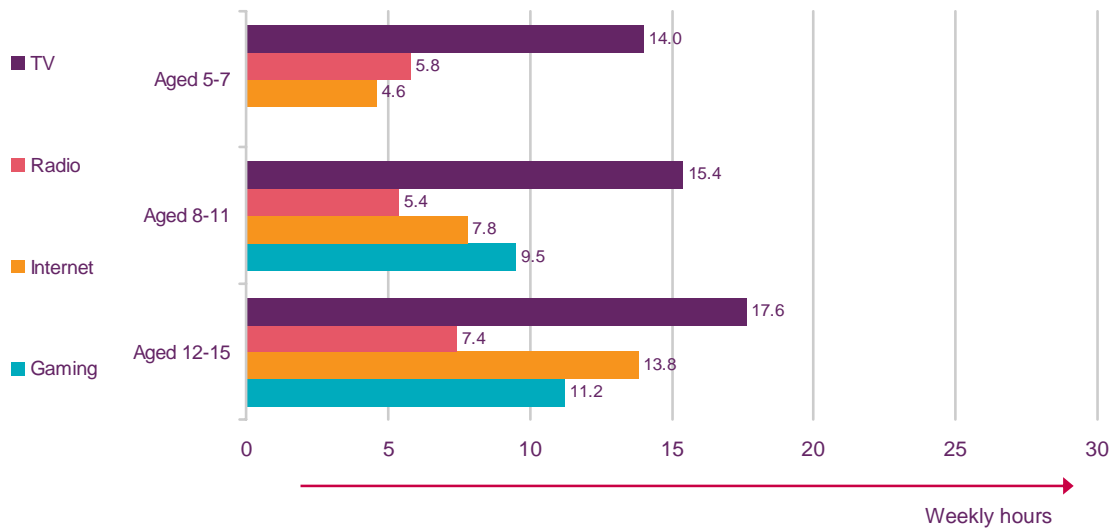
Compared to the Media Literacy Audit conducted in 2005, ownership of a television in the child’s bedroom remains unchanged for 8-11 year olds, but has increased for 12-15 year olds. Having internet access via a PC or laptop in their bedroom has increased for both 8-11 year olds and 12-15 year olds.

1.5 Media consumption

Weekly hours spent using each of four key media have been estimated through asking the parents of younger children and by asking the older children directly to say how many hours they use the medium in question at home on a typical school day and on a typical weekend day. Because these estimates are self-reported, it is likely that a degree of under- and over-reporting will be present, and the estimates shown should be taken as indicative only.

Figure 10 compares the weekly hours each media is used in a typical school week (excluding use in school holidays) by children aged 5-7, 8-11 and 12-15. The figures shown are based on those using each medium at home in a typical school week, and so non-users for a given medium are not included. We do not have an estimate for hours spent gaming for children aged 5-7.

Figure 10: Weekly media consumption among users, age 5 to 15



QP9A-B/ QP13A-B/ QP19A-B/ QP18A-B/ QC3A-B/ QC13A-B/ QC18A-B/ QC36-37 – How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-11 who use each medium at home and children aged 12-15 who use each medium at home (For TV, 1336 aged 8-11, 1352 aged 12-15. For radio, 525 aged 8-11, 588 aged 12-15. For internet 875 aged 8-11, 1045 aged 12-15. For gaming 929 aged 8-11, 891 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007 and October-December 2007

While television has the highest weekly consumption among users in each age group, the higher volume of use of the internet among 12-15 year old users puts this media a close second to television for this age group. Children aged 12-15 report higher use of each of these media, compared to reports of use from parents of children aged 8-11 or 5-7.

More detail on the consumption of each of the specific media follows in later sections of this report.

Section 2

Television

This section looks at children's use of television; covering issues such as whether the child is with an adult when they watch television, where television is watched most often at home, the volume of television viewing, the child's main reason for watching television, other ways that children watch video content apart from on a television, other media used at the same time as watching television, interacting with television and the reasons for this. This section also looks at parental rules and restrictions for television, television controls and security, children's and parents' concerns about television, attitudes towards the role of television and children's trust in what they see and hear on television.

2.1 Summary

88% of 8-11s and 90% of 12-15s have multichannel television at home, and this is more common for children in ABC1 households.

32% of 8-11s and 39% of 12-15s say they mostly watch television on their own, and this is more common for children in rural areas. The proportion of children in each age group who mostly watch television on their own has decreased since 2005.

14% of 8-11s and 27% of 12-15s mostly watch television in their bedroom. Among older children, this is more common for boys. Children in C2DE households are more likely to mostly watch television in their bedroom, and also watch more television in a typical school week.

11% of 8-11s and 21% of 12-15s use media other than a television to watch television, films or video clips at least once a week, with the internet being the most common alternative to a television set for watching video content. Among older children, this is more common for boys. Children in ABC1 households and those in urban areas are more likely to use media other than a television to watch video content.

Using other media at the same time as watching television increases with age; accounting for one-third of 5-7s, half of 8-11s and three-quarters of 12-15s. Younger children aged 5-7 or 8-11, and boys, are more likely to play on a games console while watching television. Older children aged 12-15 and girls are more likely to use a mobile phone while watching television. Simultaneous media use is more common among children in ABC1 households and those in urban areas.

42% of 8-11s and 52% of 12-15s have interacted with television as a result of seeing something on television; most commonly by visiting a television programme's website or pressing the red button on their television remote control. Girls, those in rural areas and those in ABC1 households are more likely to have interacted with television. The incidence of interacting with television has decreased since 2005 for older children and is unchanged for younger children.

87% of parents of 8-11 year olds and 67% of parents of 12-15 year olds say they have rules about their child's television viewing. Parental rules are more common in ABC1 households. The incidence of parental rules for television viewing has increased since 2005 for older children and is unchanged for younger children.

In households with multichannel television, 31% of parents of 8-11 year olds and 26% of parents of 12-15 year olds say they have any controls on their television service to restrict access to particular channels or types of programmes. This is an increase since 2005 for households with younger children, but is unchanged for older children.

35% of parents of 8-11 year olds and 27% of parents of 12-15 year olds say their child's television viewing is a concern for them, and this is more common among parents in ABC1 households.

Children aged 12-15 are more likely to see the main role of television to be to provide entertainment than to inform and educate people, but a majority of 12-15 year olds see both of these as the main role of television.

A minority of children who watch television say they could easily live without it, but this is more common for older children, those in ABC1 households and those in rural areas.

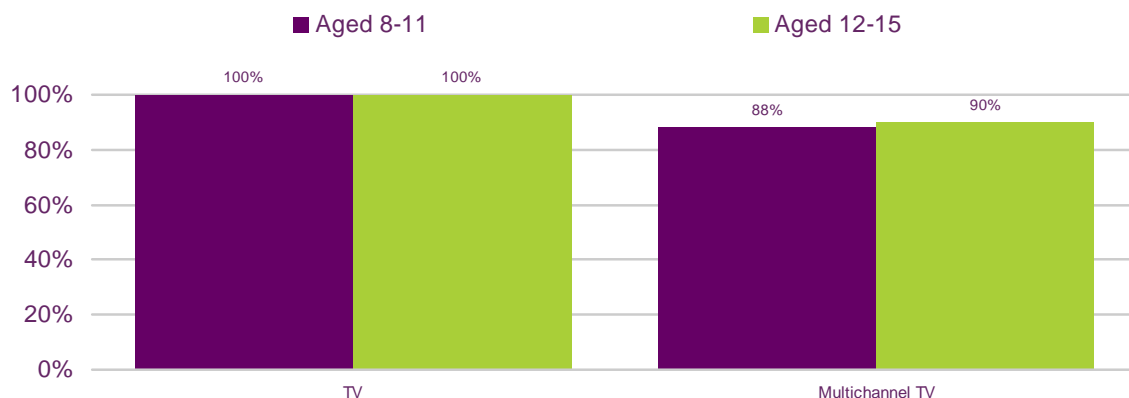
Less than half of younger and older children say they trust most of what is on television. Trust is lower among older children, those in rural areas and those in ABC1 households.

The majority of children who watch news programmes or nature and wildlife programmes believe what they see in these programmes, and this is more common for those in ABC1 households. A minority of children who watch reality television programmes believe what they see in these programmes, though this is more common among younger children, girls and those in C2DE households.

Children are more likely to disagree than to agree that television adverts tell the truth, with boys in particular more likely to disagree.

2.2 Household television and multichannel television penetration

Figure 11: Television and multi-channel television penetration by age



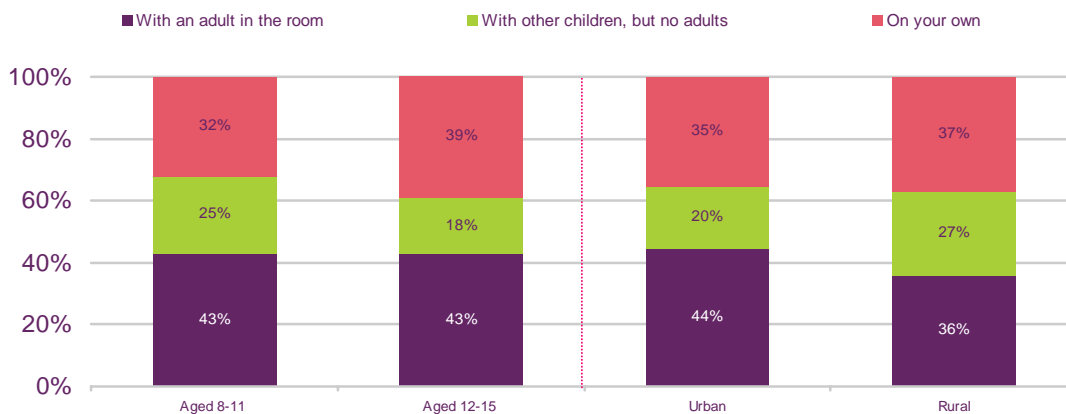
QP3A – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use/ QP5 Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4/ S4C and (where available) Channel 5?
 Base: Parents of children aged 8-15 (1347 aged 8-11, 1356 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Television ownership stands at 100% among households with an 8-15 year old child. For multichannel television, overall incidence among households with an 8-15 year old child is 89%. Households with older children are more likely to have multichannel television than those with younger children. There are no differences by whether the child lives in an urban or a rural area, but those in ABC1 households are more likely than those in C2DE households to have multichannel television (91% compared to 88%).

2.3 Who children watch television with, and where

All children aged 8-11 and aged 12-15 who watch television at home were asked who was with them most of the time they watch television, and were prompted with three possible options. Figure 12 compares responses from children in the two age groups, plus those in urban and in rural areas.

Figure 12: Who the child is with while they watch television, by age and by urban and rural areas



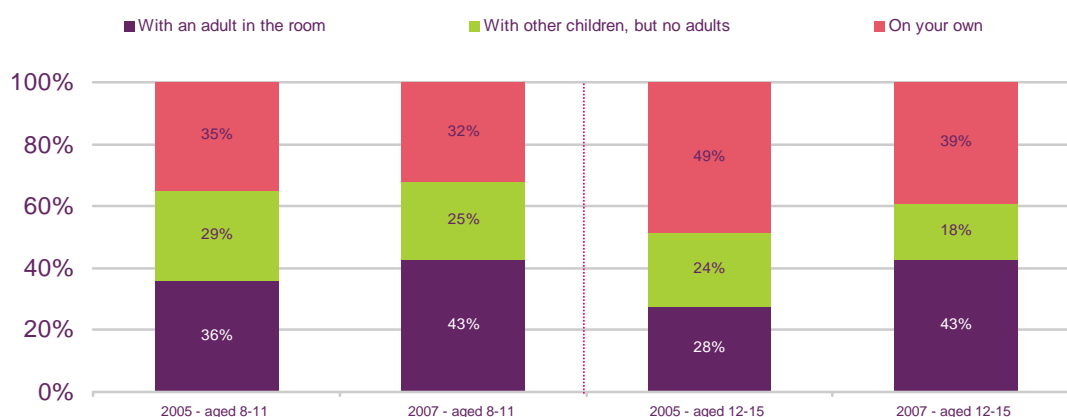
QC1- Thinking about when you're watching television at home, do you spend most of the time...
 Base: Children aged 8-15 who watch TV at home (1035 aged 8-11, 1007 aged 12-15, 1545 urban, 497 rural)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

A majority of both 8-11s (57%) and 12-15s (57%) spend most of their television viewing time watching without an adult in the room. Older children are more likely to spend most of their viewing time watching on their own than are younger children. There are no differences by gender within age or by the socio-economic group of the household. It is more common for children in rural areas than those in urban areas to spend most of their time watching without an adult present.

Of those who mostly watch television in their bedroom, a clear majority (77%) spend most of their time watching television on their own. These solitary television viewers account for one in six (16%) of all children aged 8-15 watching television, with a higher incidence among 12-15s (22%), and older boys in particular (24%), than 8-11s (10%).

Figure 13 compares responses in 2007 with those from the 2005 Children's Media Literacy Audit.

Figure 13: Who the child is with while they watch television, by age, 2005 and 2007

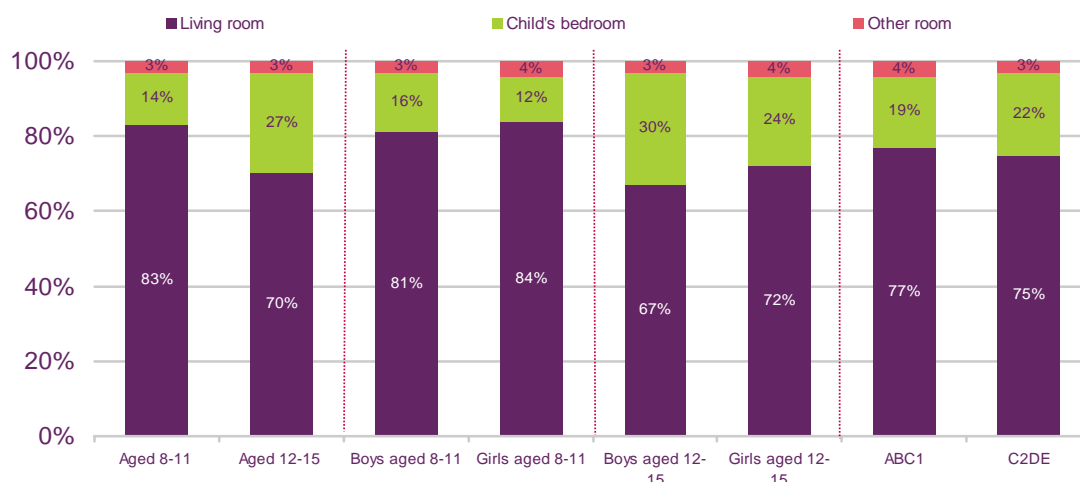


QC1- Thinking about when your watching television at home, so you spend most of the time...
 Base: Children aged 8-15 who watch TV at home (772 aged 8-11 in 2005, 1035 aged 8-11 in 2007, 764 aged 12-15 in 2005, 1007 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Compared to the Media Literacy Audit conducted in 2005, younger children’s viewing is now more likely to occur with an adult present. This is also the case for older children, as a smaller proportion of older children are watching television on their own.

Figure 14 shows where television is watched most often in the home, comparing responses by age, gender in each age group and socio-economic group of the household.

Figure 14: Where television is watched most often in the home, by age



QC1B- In which room do you watch TV at home most often?
 Base: Children aged 8-15 who watch TV at home (1336 aged 8-11, 1352 aged 12-15, 657 boys aged 8-11, 679 girls aged 8-11, 677 boys aged 12-15, 675 girls aged 12-15, 1211 ABC1 households, 1427 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Television is most often watched at home in the living room by a majority of both younger and older children. However, 12-15 year olds are more likely than 8-11 year olds to watch television most often in their bedrooms. As shown in Figure 7, four in five 12-15s have a television in their bedroom, compared to two-thirds of 8-11 year olds. Among older children, boys are more likely than girls to watch television most often in their bedroom. Older girls are more likely than older boys to watch television most often in the living room.

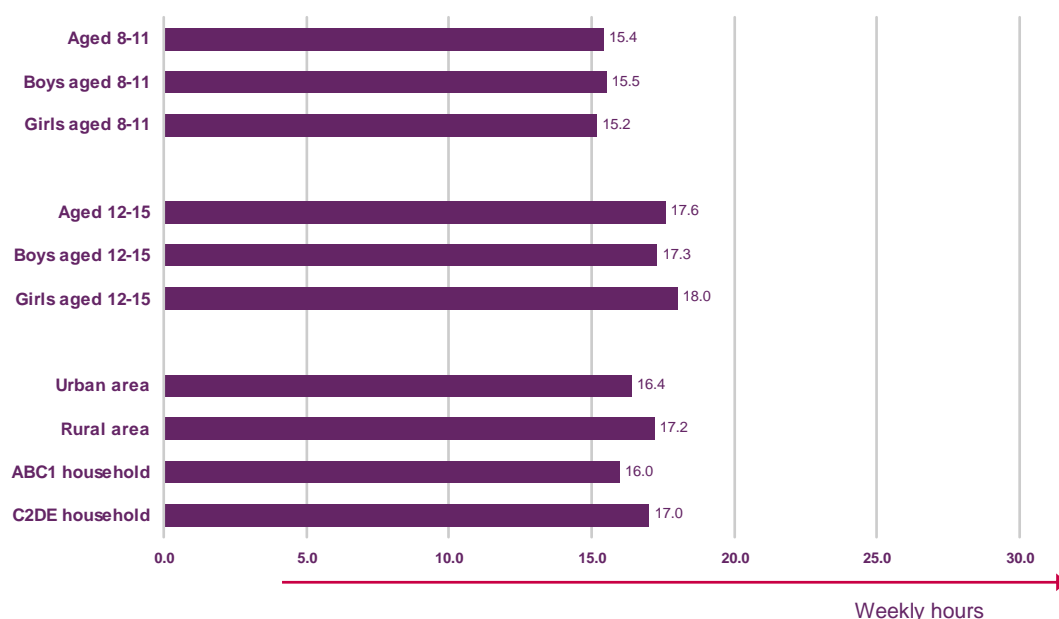
Those in C2DE households are more likely than those in ABC1 households to most often watch television in their bedroom. There are no differences by whether the child lives in an urban or a rural area.

Those mostly watching television in their bedroom are less likely to have any parental rules or restrictions regarding their television viewing than those who mostly watch in the living room of the home (at 63% compared to 77% with any television rules or restrictions). This measure will be affected to some extent by the age of the child concerned: as we will see later in this report, parents of older children are less likely to have rules or restrictions than parents of younger children.

2.4 Volume of television viewing

Parents of children aged 8-11 and 12-15s with a television in the household were asked to estimate how many hours they watch television on a typical school day and on a typical weekend day. Figure 15 shows the estimated average weekly hours by age, gender within age group, the socio-economic group of the household and also by whether the child lives in an urban or a rural area.

Figure 15: Weekly television viewing among users

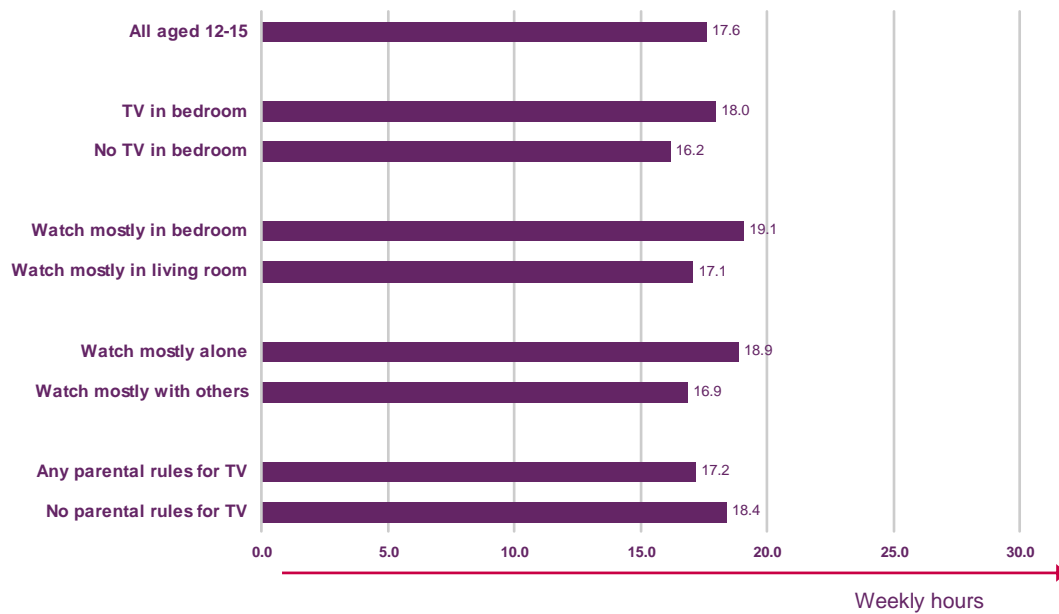


QP9A-B/ QC3A-B/ – How many hours would you say he/ she spends watching TV on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-11 with a TV at home and children aged 12-15 with a TV at home (1336 aged 8-11, 657 boys aged 8-11, 679 girls aged 8-11, 1352 aged 12-15, 677 boys aged 12-15, 675 girls aged 12-15, 2175 urban area, 512 rural area, 1211 ABC1 households, 1427 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Estimated television usage is higher for 12-15 year olds than for 8-11 year olds, and does not vary by gender within age group. Consumption for those living in rural areas does not vary from those in urban areas. Children in C2DE households watch more hours of television than those in ABC1 households.

As shown in Figure 7, children aged 12-15 are more likely to have a television in their bedroom. We have shown already how older children differ from younger children in terms of where they watch television and who with. In order to cancel the impact of including younger children in these measures, Figure 16 compares different children within the 12-15 age group in terms of their weekly television consumption.

Figure 16: Weekly television viewing among 12-15 year old users



QP9A-B/ QC3A-B/ – How many hours would you say you spend watching TV on a typical school day/ on a weekend day?
Base: Children aged 12-15 with a TV at home (1352 aged 12-15, 1111 TV in bedroom, 241 no TV in bedroom, 370 watch mostly in bedroom, 934 watch mostly in living room, 531 watch mostly alone, 816 watch mostly with others, 857 any parental rules for TV, 494 no parental rules for TV)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Because having a television in the bedroom is common (at 79%) among 12-15 year olds, this factor alone does not have an impact on television consumption compared to all 12-15 year olds. However, those who mostly watch television in their bedroom do watch more television in a typical school week compared to those who mostly watch television in the living room of their home.

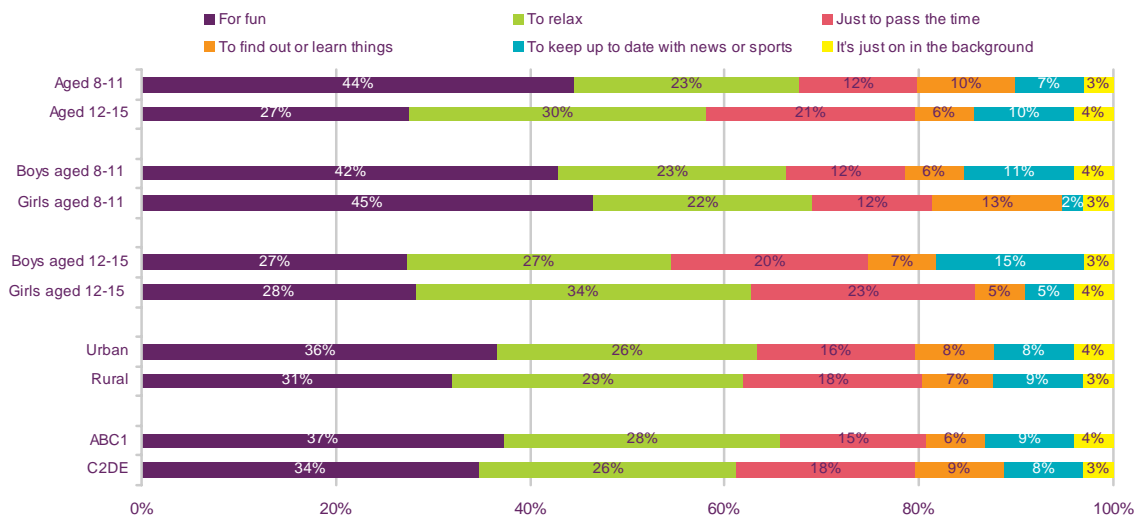
Those who mostly watch television on their own have higher consumption levels than those who mostly watch with an adult in the room or watch with other children. Parental rules or restrictions regarding television do not have an impact on the overall hours of television watched.

2.5 Reasons for watching television

Children with a television at home were prompted with a list of six options to choose from as reasons for watching television. Having chosen from this list, the children were then asked which one was their main reason for watching television.

Figure 17 shows the main reason for using television, with responses split by age, gender within age, urban or rural area, and socio-economic group.

Figure 17: Main reason for watching television, by age



QC8B – Which one is your main reason for watching TV?
 Base: Children aged 8-15 who watch TV at home (1336 aged 8-11, 1352 aged 12-15, 657 boys aged 8-11, 679 girls aged 8-11, 677 boys aged 12-15, 675 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

The main reasons for watching television among 8-11s and 12-15s are for fun, to relax or to pass the time; accounting for 79% of 8-11s and 78% of 12-15s. Older children are less likely to say they watch television for fun and more likely to say they watch to relax or to pass the time. Differences between boys and girls in each age group mostly relate to more minority reasons for watching television; with boys in each age group more likely than girls to say they watch television to keep up to date with news or sports.

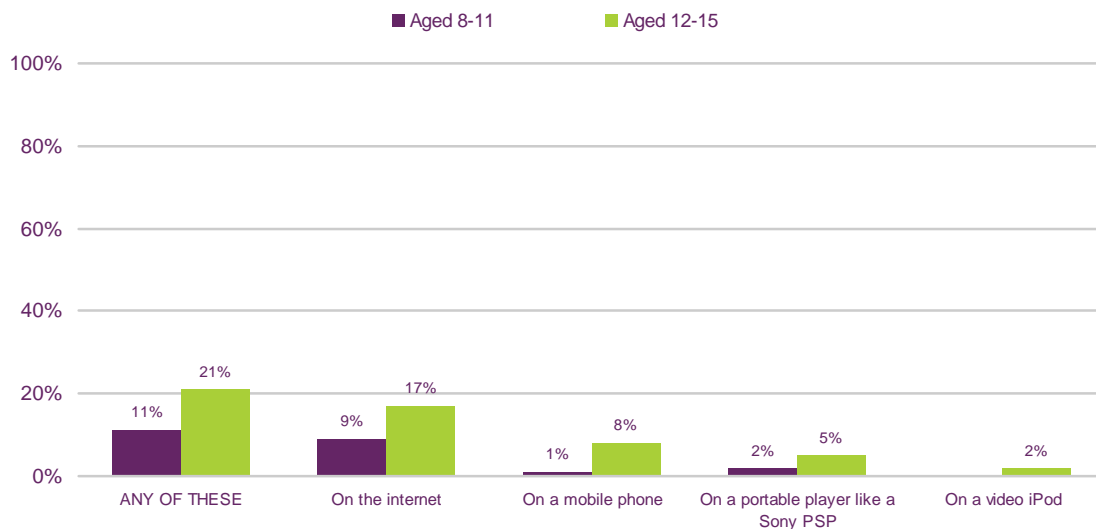
Children who live in urban areas are more likely than those in rural areas to say their main reason for watching television is for fun. Children in C2DE households are more likely than those in ABC1 households to say their main reason for watching television is to pass the time or to find out or learn things.

This question was not asked in the 2005 Children’s Media Literacy Audit.

2.6 Convergence

All children aged 8-15 were prompted with different ways of watching television, films or video clips at home, apart from on a television. They were asked to say which they do, and how often they do them. Figure 18 shows 8-11s and 12-15s who use media other than a television to watch television programmes, films or video clips at least once a week.

Figure 18: Media used other than television to watch television programmes, films or video clips, by age

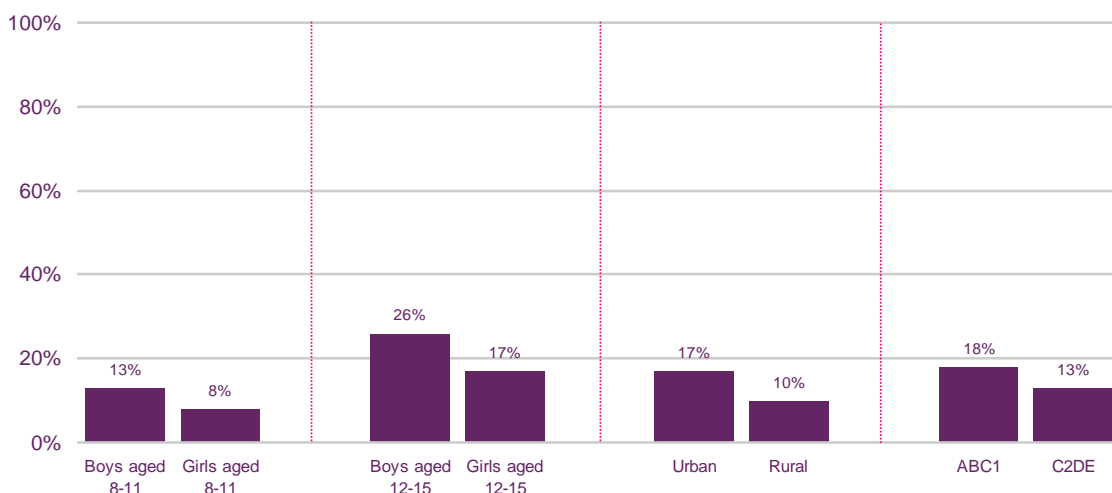


QC9A-D – Apart from on a TV, are any of these ways that you watch TV, films or video clips at home? (SHOWS % STATING THEY DO THIS 'MOST DAYS' OR 'ONCE OR TWICE A WEEK')
 Base: Children aged 8-11 (382) and 12-15 (385)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September 2007

Relatively few children use media other than a television to watch television, films or video clips at least once a week; with older children more likely to do so than younger children. Among those who are using other media to watch video content, the internet is the most commonly used.

Figure 19 shows the proportion of children who use any media other than television to watch television programmes, films or video clips by gender within age group, by the socio-economic group of the household and also by whether the child lives in an urban or a rural area.

Figure 19: Media used other than television to watch television programmes, films or video clips, by demographics



QC9A-D – Apart from on a TV, are any of these ways that you watch TV, films or video clips at home? (SHOWS % STATING THEY DO THIS 'MOST DAYS' OR 'ONCE OR TWICE A WEEK')
 Base: Children aged 8-15 (183 boys aged 8-11, 199 girls aged 8-11, 195 boys aged 12-15, 190 girls aged 12-15, 616 urban area, 150 rural area, 344 ABC1 households, 406 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September 2007

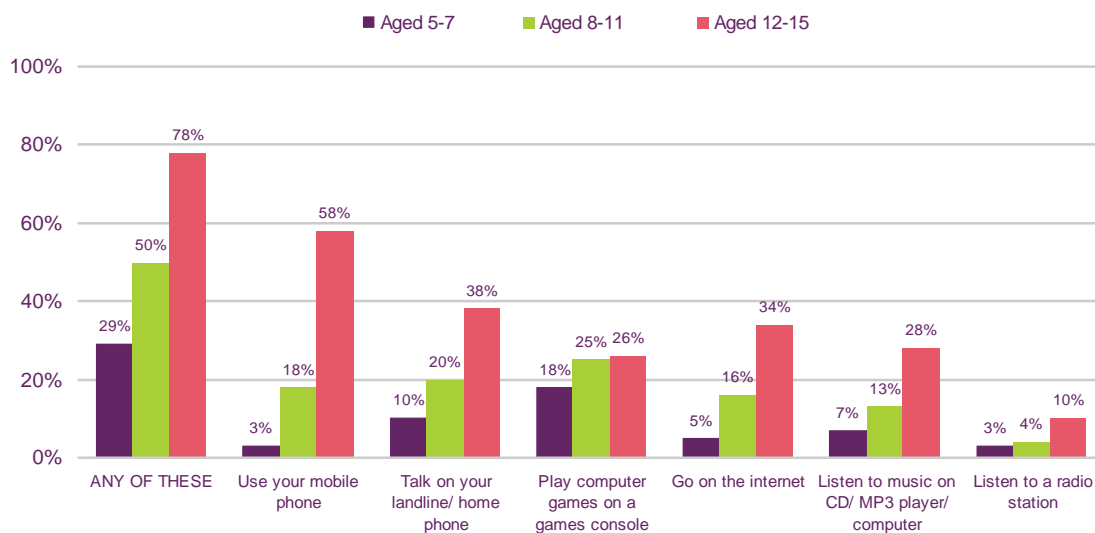
Among older children, boys are more likely than girls to use other media to watch television, films or video clips. Watching television programmes, films or video clips using media other than a television is more common among those in urban areas and those in ABC1 households.

Questions relating to convergence were not asked in the 2005 Children’s Media Literacy Audit.

2.7 Using more than one media at the same time

All children aged 5-15 who watch television at home were prompted with six other media activities and were asked whether they ever watch television and do any of these other activities at the same time. Figure 20 shows the proportion of children in each age group who watch television and carry out each of the other media activities at the same time, either most times, or sometimes, when they watch television.

Figure 20: Media used while watching television, age 5 to 15

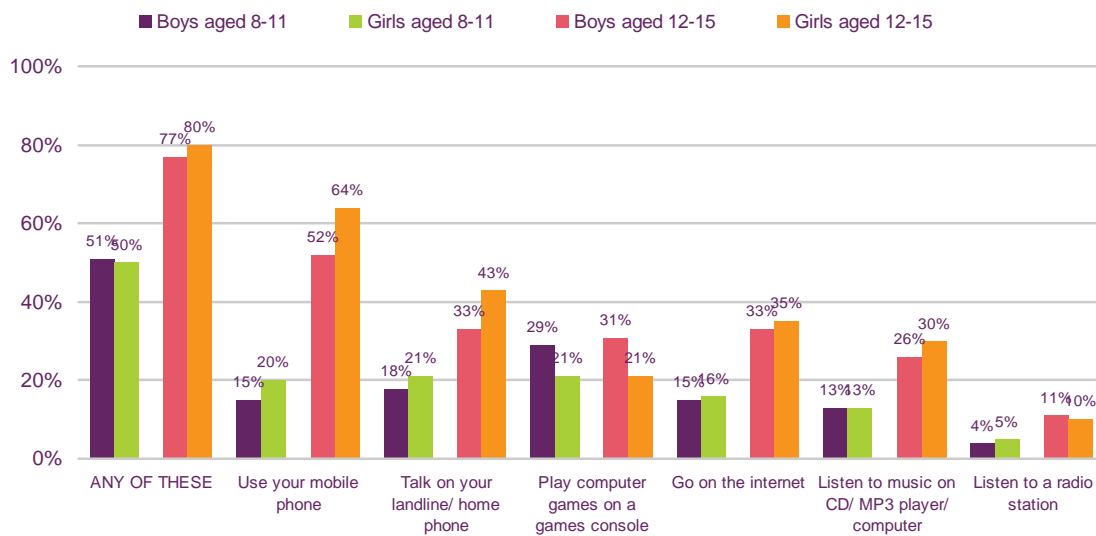


QC4A-F – Do you ever watch TV at home and do any of these other things at the same time? (SHOWS % STATING THEY DO THIS 'MOST TIMES' OR 'SOMETIMES' WHEN WATCHING TV)
 Base: Children aged 5-7 (964), 8-11(1336) and 12- 15 (1352) who watch TV at home
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

The extent of using more than one type of media at the same time increases with age. One-third of 5-7s, half of 8-11s and three-quarters of 12-15s who watch television at home ever carry out any of these other six media activities at the same time as watching television. Watching television while using a mobile phone is the most common type of simultaneous media use for children aged 12-15, while watching television and playing on a games console is the most common type for younger children aged 5-7 or 8-11.

Figure 21 shows how media used while watching television varies by gender within the age groups 8-11 and 12-15.

Figure 21: Media used while watching television, by age and gender

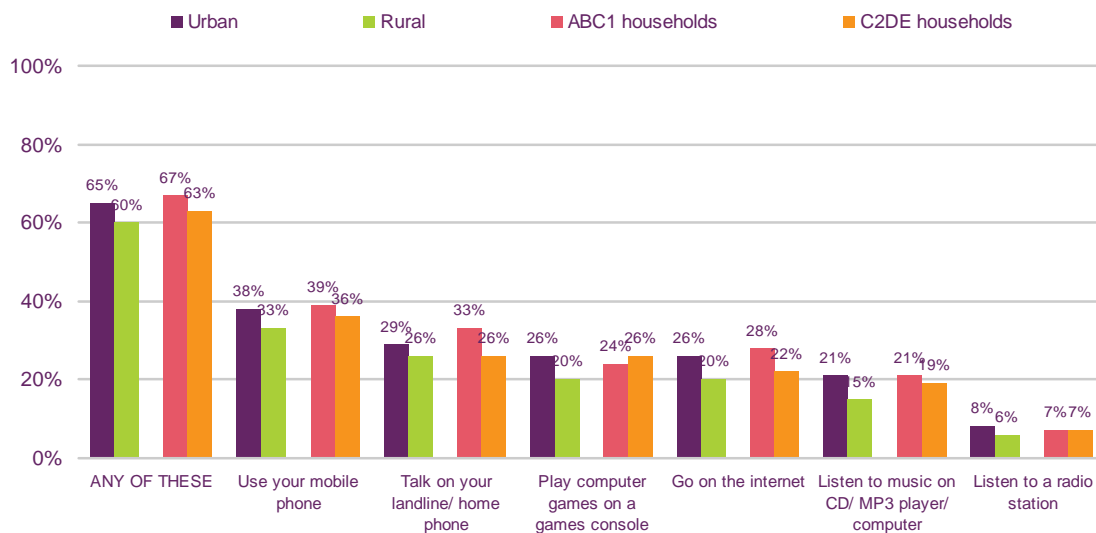


QC4A-F – Do you ever watch TV at home and do any of these other things at the same time? (SHOWS % STATING THEY DO THIS 'MOST TIMES' OR 'SOMETIMES' WHEN WATCHING TV)
 Base: Children aged 8-15 who watch TV at home (657 boys aged 8-11, 679 girls aged 8-11, 677 boys aged 12-15, 675 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

In each age group, boys are more likely than girls to play computer games while watching television, while girls are more likely to use their mobile phone. Among older children, girls are more likely than boys to use the home phone while watching television.

Figure 22 shows how media used while watching television varies by age, living in urban or rural areas, and by socio-economic group.

Figure 22: Media used while watching television, by urban and rural areas, and socio-economic group



QC4A-F – Do you ever watch TV at home and do any of these other things at the same time? (SHOWS % STATING THEY DO THIS 'MOST TIMES' OR 'SOMETIMES' WHEN WATCHING TV)
 Base: Children aged 8-15 who watch TV at home (2175 urban households, 512 rural households, 1211 ABC1 households, 1427 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Using other media while watching television is more common among those living in urban areas than in rural areas, and among those in ABC1 compared to C2DE households. Those with television in their bedroom are more likely than those without television in their bedroom to use other media at the same time as watching television (69% compared with 51%). This

is also the case for those with internet access in their bedroom (80%) compared with those without access in their bedroom (62%)

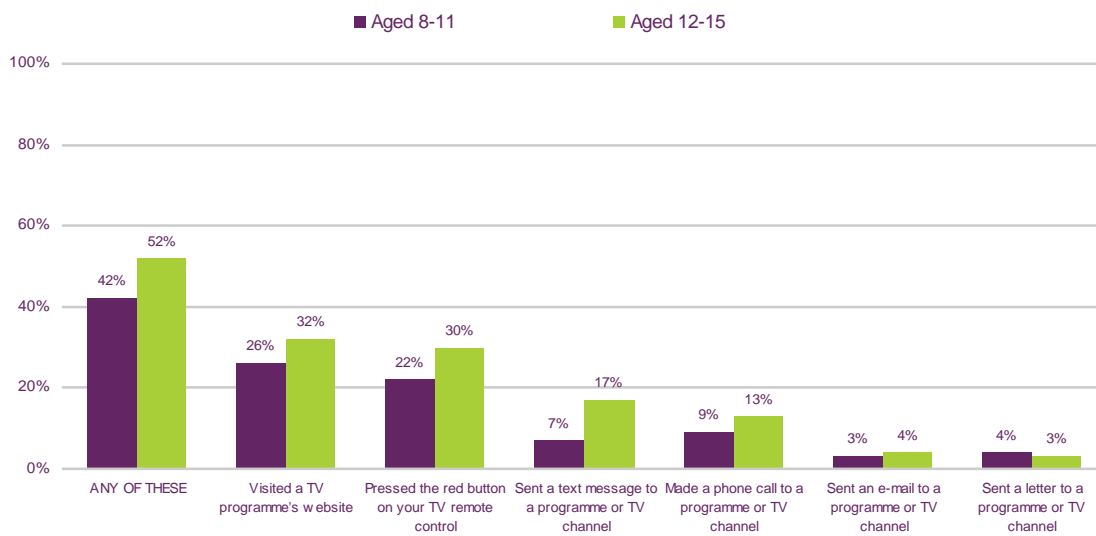
Using another media while watching television is also more common for those making the broadest use of the internet (85%) and their mobile phone (86%) when compared with all 8-15 year olds (64%). This will be covered in detail later in this report.

Questions relating to simultaneous media use were not asked in the 2005 Children’s Media Literacy Audit.

2.8 Interactivity

All children aged 8-15 who watch television at home were prompted with six ways of interacting with television, and were asked whether they had ever done any of these as a result of seeing something on television. Figure 23 shows responses from children in each age group.

Figure 23: Interactivity as a result of seeing something on television, by age

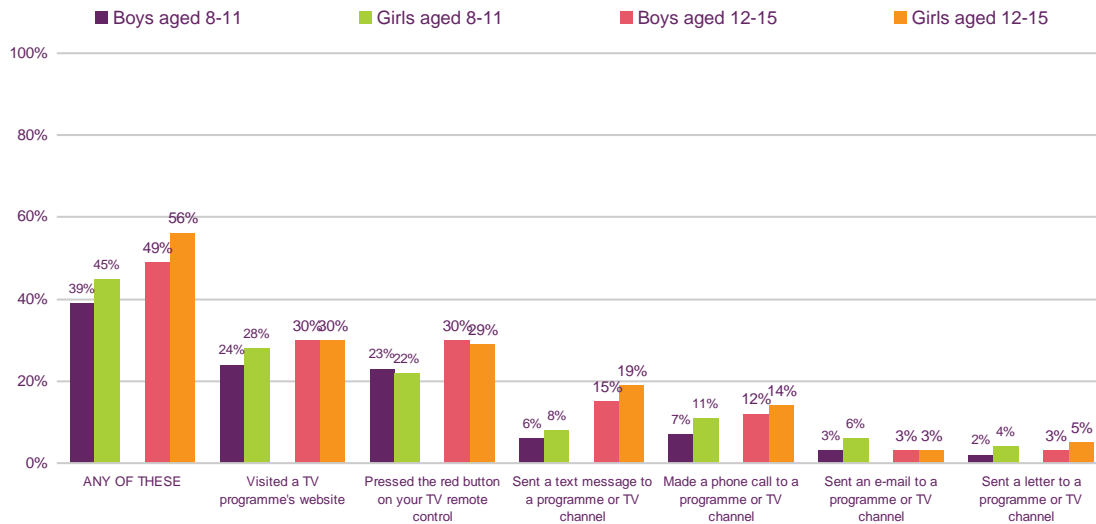


QC5 – Have you ever done any of these things as a result of seeing something on television?
 Base: Children aged 8-11 (1336) and 12-15 (1352) who watch TV at home
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Two in five 8-11s and half of all 12-15s who watch television at home have interacted in any of these ways as a result of seeing something on television. Older children are more likely to have interacted than younger children. However, much of the difference between the two age groups on this overall measure is accounted for by the higher proportion of older children who have sent a text message to a programme or television channel compared to younger children.

Figure 24 shows the incidence of interacting with television, by gender, within the age groups.

Figure 24: Interactivity as a result of seeing something on television, by age and gender

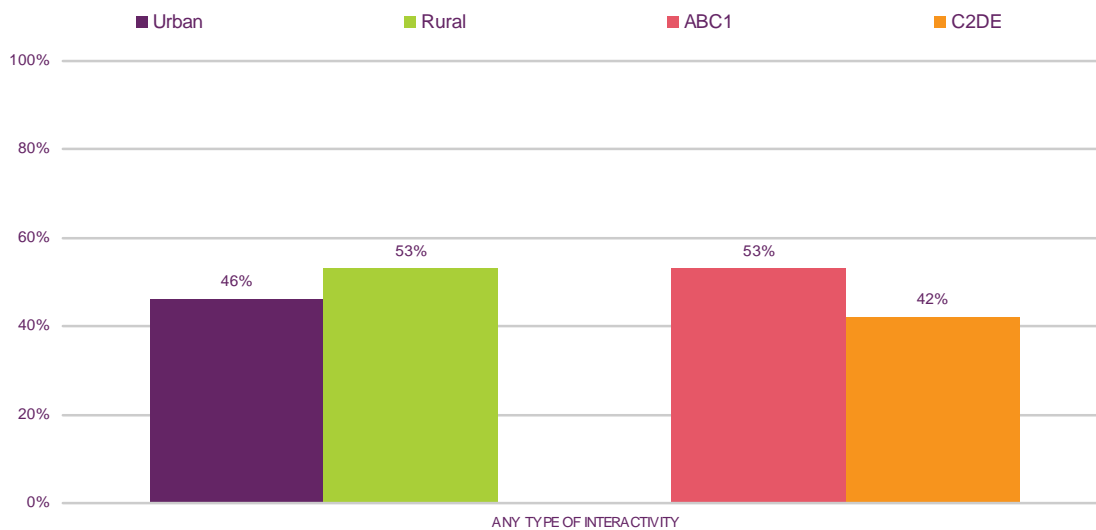


QC5 – Have you ever done any of these things as a result of seeing something on television?
 Base: Children aged 8-15 who watch TV at home (657 boys aged 8-11, 679 girls aged 8-11, 677 boys aged 12-15, 675 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Younger girls are more likely than younger boys to have interacted with television; through being more likely to have made a phone call or sent a letter to a programme or television channel. Older girls are also more likely than older boys to have interacted with television.

Figure 25 shows the incidence of interacting with television by those in urban and in rural areas, and by the socio-economic group of the household.

Figure 25: Interactivity as a result of seeing something on television, by urban and rural areas and socio-economic group

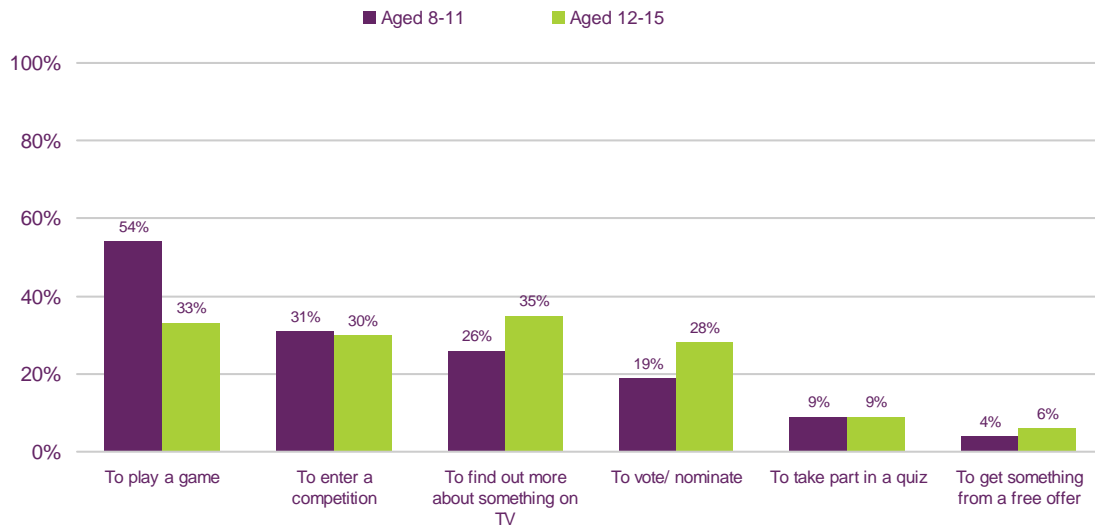


QC5 – Have you ever done any of these things as a result of seeing something on television?
 Base: Children aged 8-15 who watch TV at home (2175 in urban areas, 512 in rural areas, 1211 ABC1, 1427 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children in rural areas are more likely to have interacted with television than those in urban areas, and children in ABC1 households are more likely to have interacted with television than those in C2DE households.

Among those who have interacted as a result of seeing something on television, there are some differences across the age groups in their reasons for doing so, as shown in Figure 26.

Figure 26: Reasons for interacting with television, by age



QC6 – What did you do that for? What were the reasons?

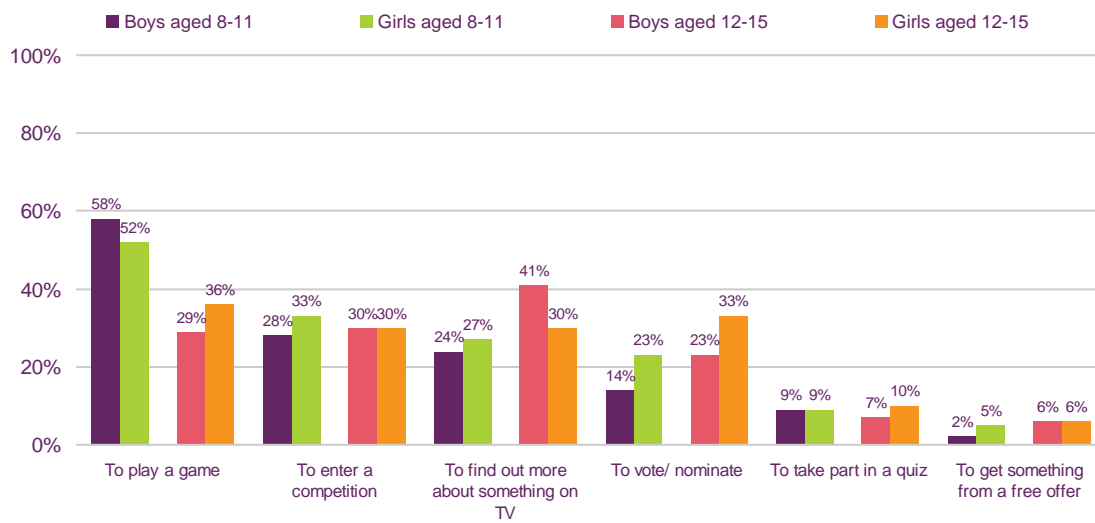
Base: Children aged 8-11 (542) and 12-15 (701) who have interacted with TV at all (Shows spontaneous responses from 5% or more of all who have ever interacted with TV)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

There are four main reasons given for interacting with television, with some clear differences across the age groups. Younger children who have interacted with television are more likely than older children to have done so in order to play a game. Older children who have interacted with television are more likely than younger children to have done so in order to find out more about something on television or to vote or nominate.

Figure 27 shows these differences by gender within age groups.

Figure 27: Reasons for interacting with television, by age and gender

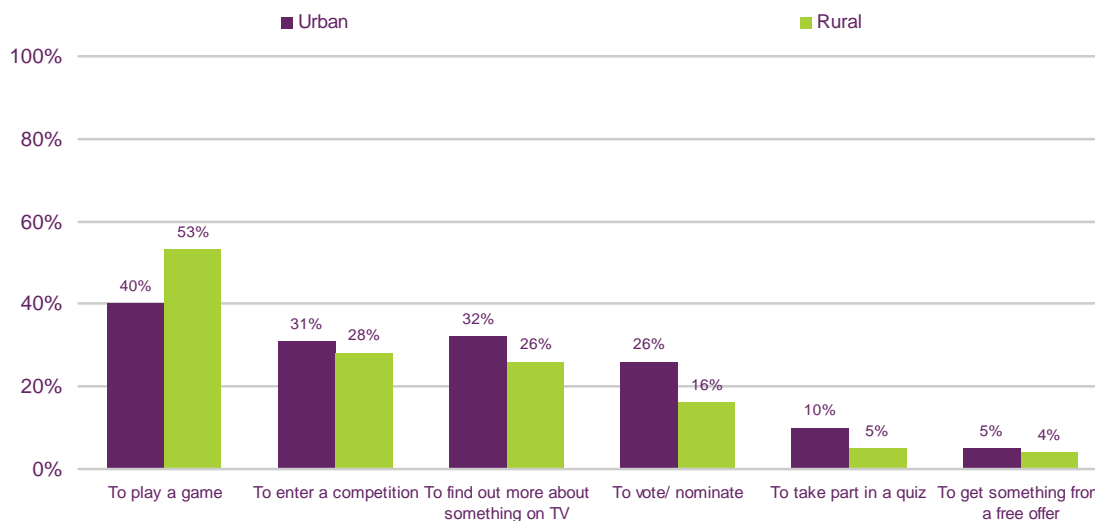


QC6 – What did you do that for? What were the reasons?
 Base: Children aged 8-15 who have interacted with TV at all -Shows spontaneous responses from 5% or more of all who have ever interacted with TV (252 boys aged 8-11, 290 girls aged 8-11, 325 boys aged 12-15, 376 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Girls in both age groups are more likely than boys to have interacted with television in order to vote or mention. Older boys are more likely than older girls to have interacted in order to find out more about something on television.

Figure 28 shows how interaction with television differs based on whether the household is in an urban or rural area.

Figure 28: Reasons for interacting with television, by urban and rural areas

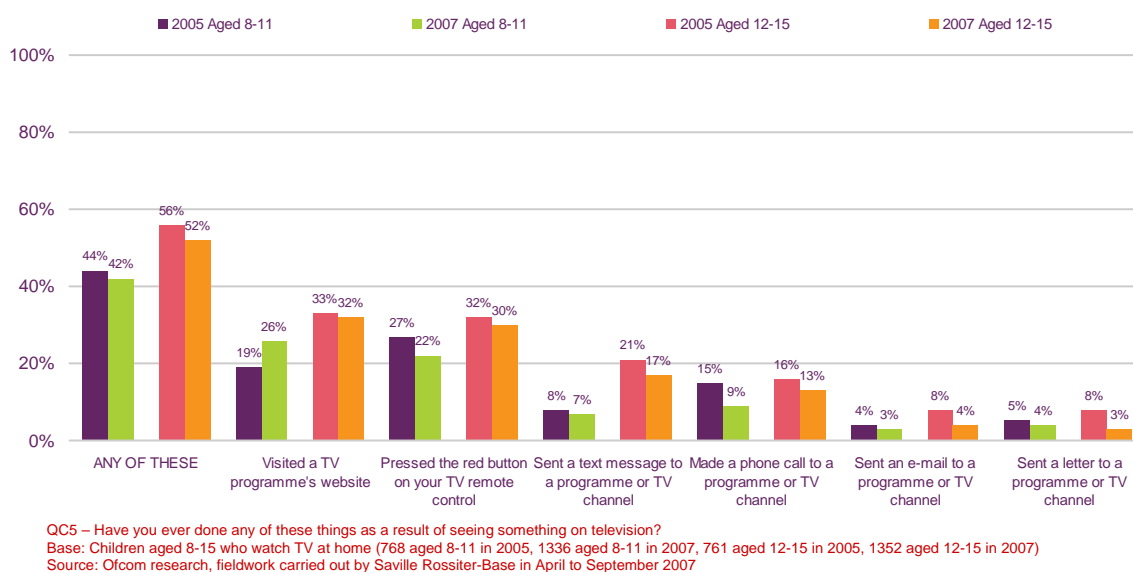


QC6 – What did you do that for? What were the reasons?
 Base: Children aged 8-15 who have interacted with TV at all -Shows spontaneous responses from 5% or more of all who have ever interacted with TV (987 urban area, 256 rural area)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children in urban areas are more likely than those in rural areas to have interacted with television in order to vote or nominate or to take part in a quiz. Children in rural areas are more likely than those in urban areas to have interacted with television in order to play a game. Types of television interaction do not vary by the socio-economic group of the household.

Figure 29 compares overall levels of television interactivity for each age group compared to the 2005 Children’s Media Literacy Audit.

Figure 29: Interactivity as a result of seeing something on television, 2005 and 2007



Despite an increase in the proportion of younger children who have interacted with television through visiting a television programme’s website, the overall level of interacting with television among younger children remains unchanged since 2005.

Among older children there has been an overall decline in interacting with television; through declines in sending texts, emails and letters to programmes or television channels.

Compared to the 2005 Media Literacy Audit, interacting with television in order to enter a competition has decreased as a reason for interacting with television.

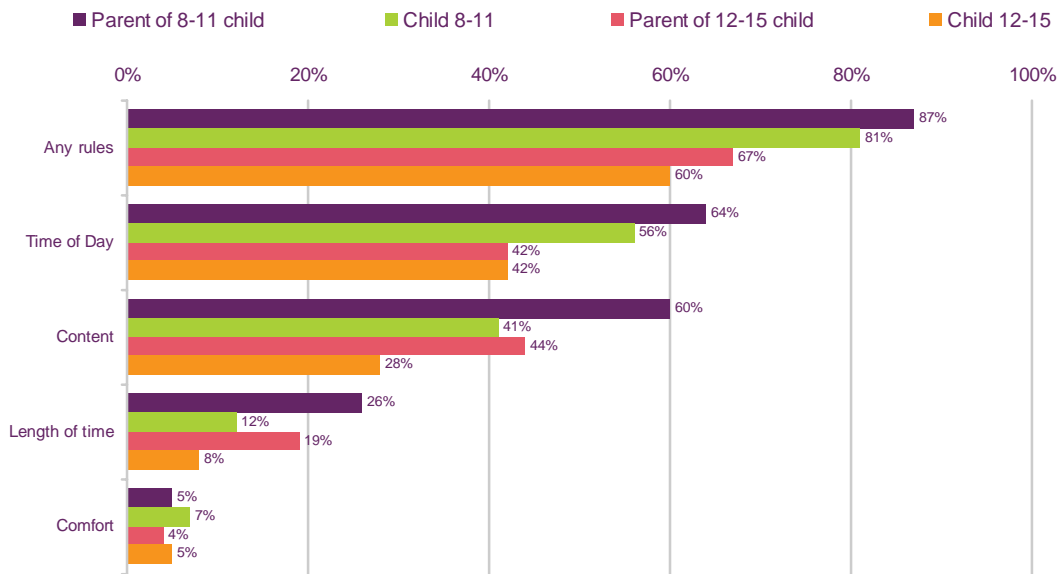
2.9 Parental rules and restrictions

All parents of 8-11 and 12-15 year olds were asked whether they do anything or have any rules about the television their child watches. The children interviewed were asked whether their parents do anything or have any rules about the television they watch. Parents and children were not prompted with a list of possible answers, and so this section reports on spontaneous rather than prompted responses.

Figure 30 shows the responses given by both parents and children regarding rules or restrictions about the television that is watched at home. The responses given by both parents and children have been grouped into the broad themes:

- Time of day relates to responses such as *no television after a certain time, must complete homework first, only on weekends, and not on school nights*;
- Content relates to responses such as *no programmes with swearing/bad language, regularly checking on what they’re watching and only DVDs/videos with appropriate age ratings*;
- Length of time relates to the response *length of time watch television*;
- And comfort relates to the response *don’t sit too close to the television*.

Figure 30: Rules about television watching as reported by parents and children



QP5/QC3 - Do you have rules or do anything about the TV, videos and DVDs that your child watches/ Do your parents have any rules or do anything about the TV, videos and DVDs that you watch at home?
 Base: Those with any TVs in the household that the child uses (1035 parents of children/ children aged 8-11, 1007 parents of children/ children aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

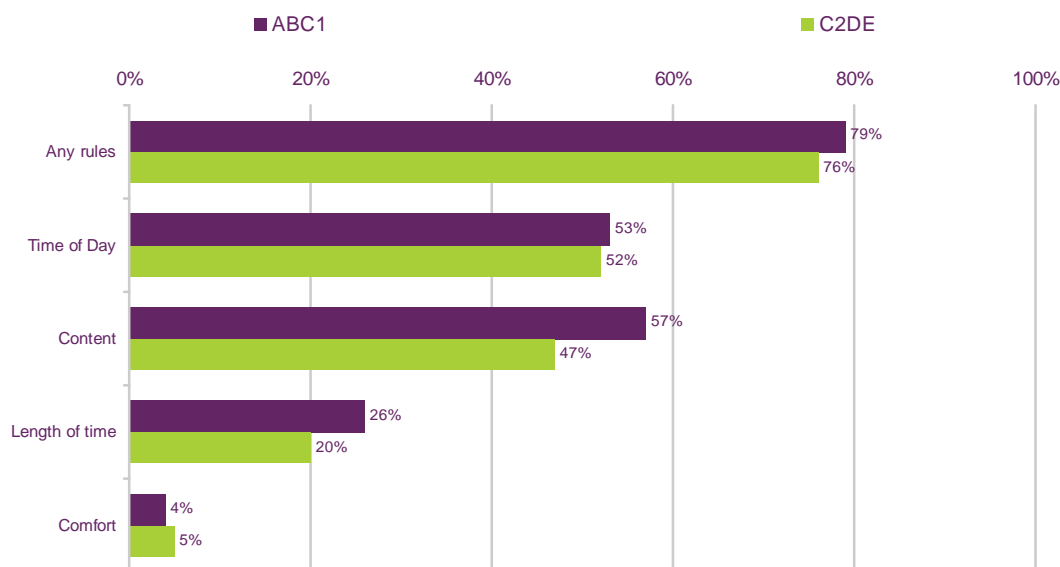
Children in both age groups are less likely than their parents to state that any rules exist regarding television viewing in the home. Rules about television viewing are also more likely to be mentioned by parents and children for the younger age group. As these figures are self-reported, it is likely that a degree of over-reporting by parents and under-reporting by children occurs.

Rules regarding time of day are as common as rules regarding content, among parents of both younger and older children. The children themselves (across both age groups) are more likely to state that rules exist regarding the time of day than they are to state that rules exist regarding content, although this can be attributed to the fact that *time of day* rules will be more visible to them.

The incidence of parents mentioning time of day and content rules do not differ based on the child's gender, but parents of boys are more likely than parents of girls to impose rules regarding the length of time and comfort.

Figure 31 shows how rules about television watching as reported by parents differ by the household's socio-economic group.

Figure 31: Rules about television watching reported by parents, by socio-economic group



QP5/QC3 - Do you have rules or do anything about the TV, videos and DVDs that your child watches?
 Base: Those with any TVs in the household that the child uses (915 parents from ABC1 households, 1109 parents from C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Parents in ABC1 households are more likely than parents in C2DE households to mention any rules or restrictions for television. In terms of the types of rules, parents in ABC1 households are more likely than parents in C2DE households to say they have rules regarding content and length of time.

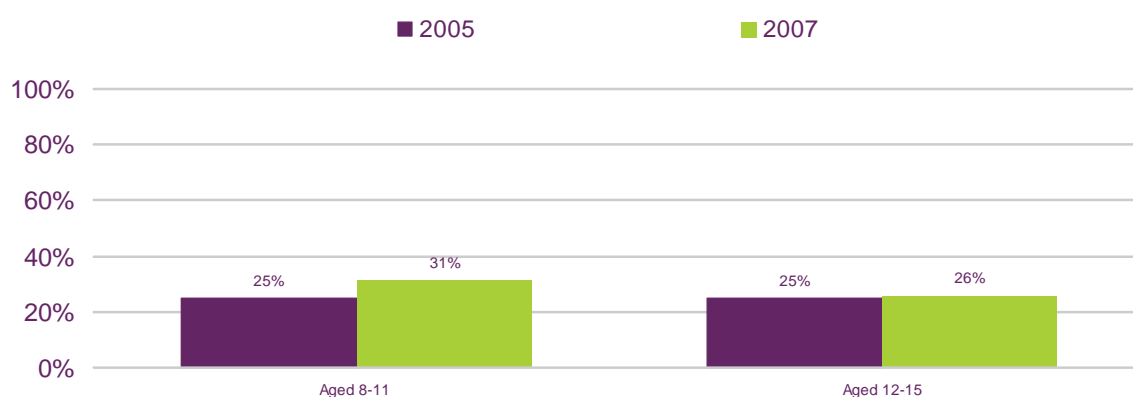
The extent of rules or restrictions for television does not vary based on the child having a television in their bedroom (75% compared to 77% for all children aged 8-15). Children aged 8-15 who watch television on their own, however, are less likely to have rules imposed by their parents than those who do not watch on their own (73% compared to 82%). When looking at this specifically by the age of the child, younger children who watch television in their room and those that watch television on their own are no more or less likely to have rules imposed than all younger children who watch television. Older children who watch television on their own are less likely to have rules imposed than all older children who watch television (60% compared to 67%).

In comparison to the 2005 Children's Media Literacy Audit the incidence of any rules imposed for television watching, as reported by parents of 8-11 year old children whose child watches television, has not changed. However, the incidence of 'any rules' has increased among parents of 12-15s from 61% in 2005 to 67% in 2007.

2.10 Controls and security

Nine in ten (89%) 8-15 year olds live in households with multichannel television, whether accessed via satellite, cable, or a set-top box such as Freeview. Parents of children in these households (where the child watches television) were asked whether there are any controls set on their television service so that their child can only watch particular channels or types of programmes once a PIN number or password has been entered. Responses from the parents of children in each age group are shown in Figure 32, with comparable findings from the 2005 Media Literacy Audit also shown.

Figure 32: PIN or password controls set on television services, 2005 and 2007



QP11 Are there any controls set on your TV service so that your child could only watch particular channels or types of programmes once a PIN number or password has been entered?

Base: Those with multi-channel TV in the household and whose child watches TV at home (1173 aged 8-11, 1221 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

In 2007, parents of children aged 8-11 in households with a multichannel television service are more likely to have set controls, compared to parents of 12-15 year olds. Controls are no more or less likely to be set depending on the gender of the child.

Compared with 2005, there has been an increase in PIN/password controls being set on multichannel television services among parents of 8-11 year olds, but no change among parents of 12-15 year olds.

Responses do not differ by the socio-economic group of the household or by whether the child lives in an urban or a rural area.

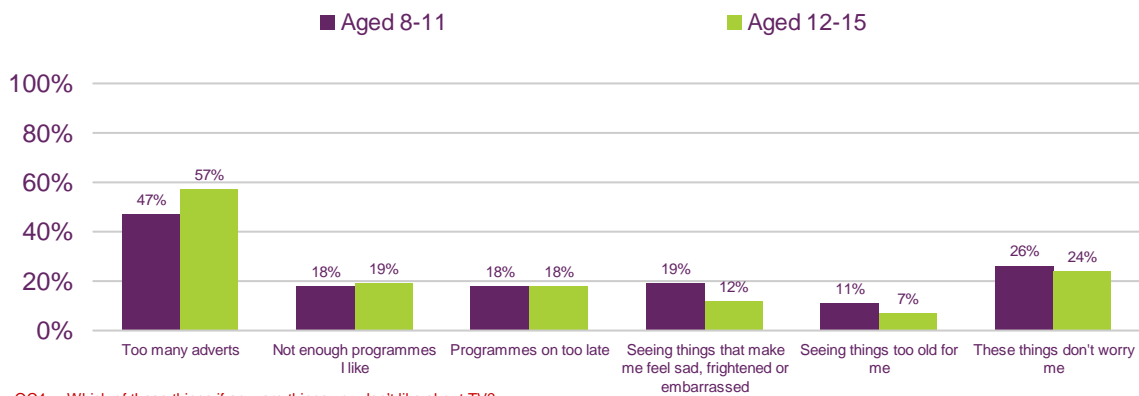
Those that have wholly unsupervised access to television, (defined as those with no rules in place regarding their viewing, who mostly watch without an adult present and who do not have any controls set on their television) account for one in ten children (11%) aged 8-15. This figure increases to one in five children (18%) aged 12-15. The profile of these children who are wholly unsupervised does not differ to the profile of all UK children who watch television.

2.11 Concerns and dislikes

Children were asked about specific dislikes they had regarding television. All children were prompted with a list detailing five potential dislikes and asked to select as many or as few that applied to them as *things they don't like about television*.

Figure 33 shows responses to the question asked of children who watch television at home.

Figure 33: Children’s dislikes about television, by age



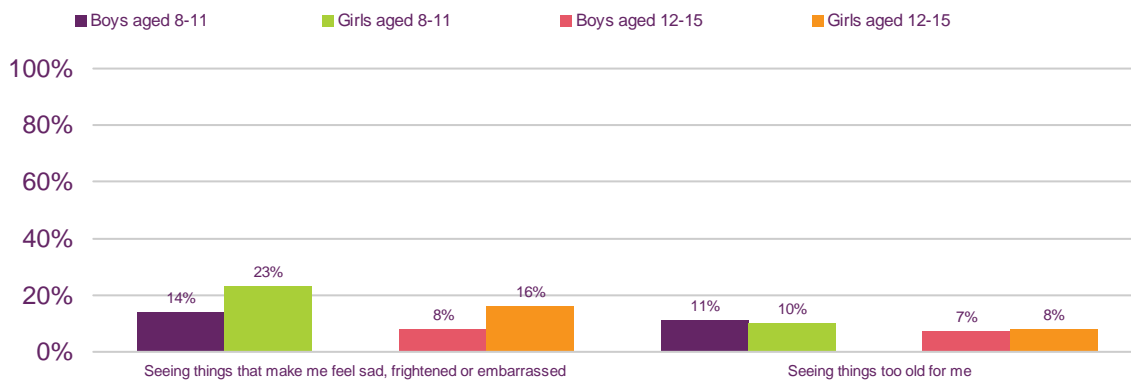
QC4 – Which of these things if any, are things you don't like about TV?
 Base: Children aged 8-11 (1035) and 12-15 (1007) who watch TV at home
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

One in four children are not concerned about any of the issues raised. The most common dislike among children, particularly older children, is that there are too many adverts on television. One in five children said that *there is not enough programmes I like* and *programmes that are on too late*.

Children aged 8-11 are more likely than those aged 12-15 to report disliking *seeing things that make me feel sad, frightened or embarrassed* or *seeing things that are too old for me* on television.

Figure 34 shows how these two specific dislikes vary by gender within age.

Figure 34: Children’s dislikes about television, by age and gender

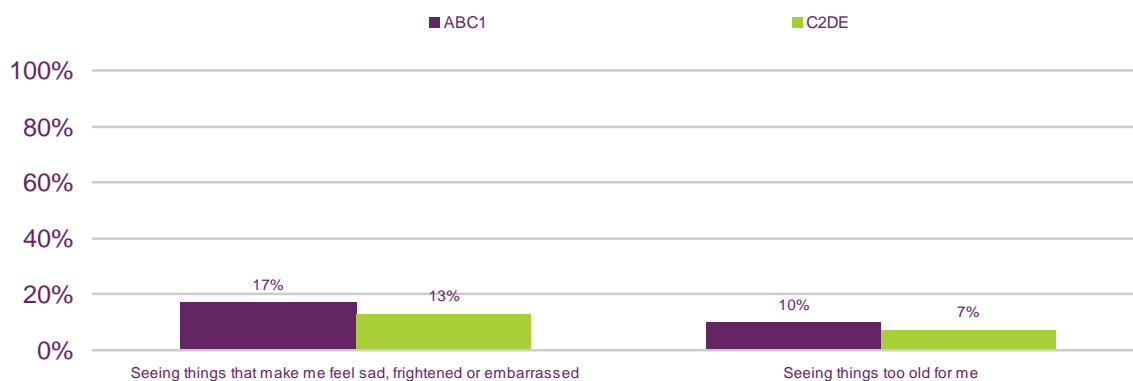


QC4 – Which of these things if any, are things you don't like about TV?
 Base: Children aged 8-15 who watch TV at home (510 boys aged 8-11, 525 girls aged 8-11, 508 boys aged 12-15, 499 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Younger girls are more likely than younger boys to say they dislike *seeing things that make me feel sad, frightened or embarrassed*. There are no differences by gender within age for disliking *seeing things that are too old for me*.

Figure 35 shows how responses vary by the socio-economic group of the household.

Figure 35: Children’s dislikes about television, by socio-economic group of household



QC4 – Which of these things if any, are things you don't like about TV?
 Base: Children aged 8-15 who watch TV at home (915 ABC1 households, 1109 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Children in ABC1 households are more likely than children in C2DE households to dislike *seeing things that make me feel sad, frightened or embarrassed* or *seeing things that are too old for me* on television. Responses do not differ based on whether the child lives in an urban or a rural area.

There are no differences based on whether the child has a television in their bedroom or whether they watch television unsupervised.

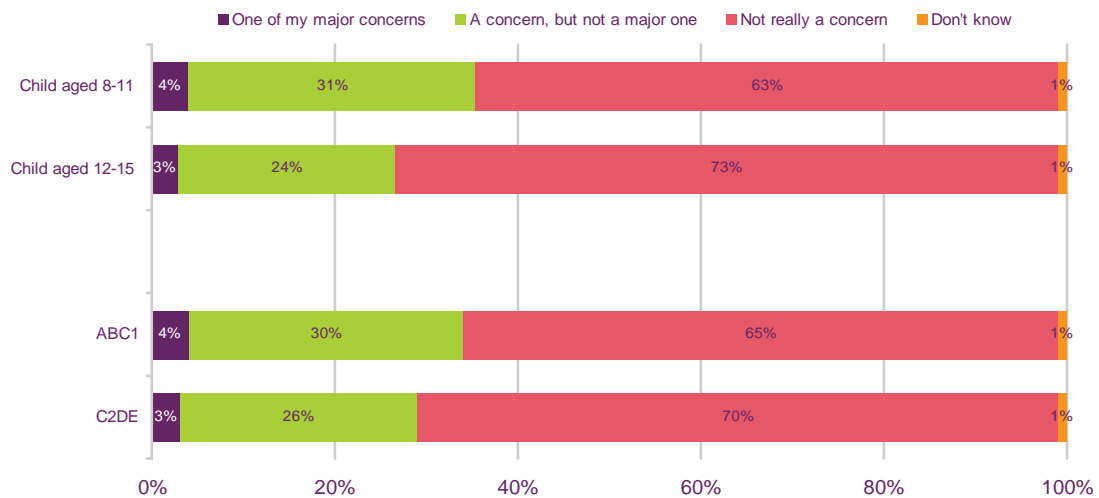
For television there appears to be a link between parental concerns and the concerns of their child. Where parents say that they consider their child’s television viewing to be a concern, the child is more likely to say they dislike seeing things that make them feel, sad frightened or embarrassed.

Dislikes about television are lower for children with no parental rules or restrictions about television. Whereas one in four children say *these things don't worry me* overall, this measure rises to one in three of those with no parental rules or restrictions regarding their television viewing.

This question was not asked in the 2005 Children’s Media Literacy Audit.

Figure 36 shows responses from parents regarding their levels of concern about their child’s television viewing. Parents were asked whether they considered their child’s television viewing to be *one of their major concerns*, *a concern but not a major one*, or *not a concern at all*.

Figure 36: Parental concerns about child’s television viewing, by age and socio-economic group



QP6– Please think about your child’s TV viewing alongside any concerns you may have relating to your child. Would you describe your child’s use as...?
 Base: Parents of children aged 8-15 whose child watches (1035 aged 8-11, 1007 aged 12-15, 915 ABC1 households, 1109 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

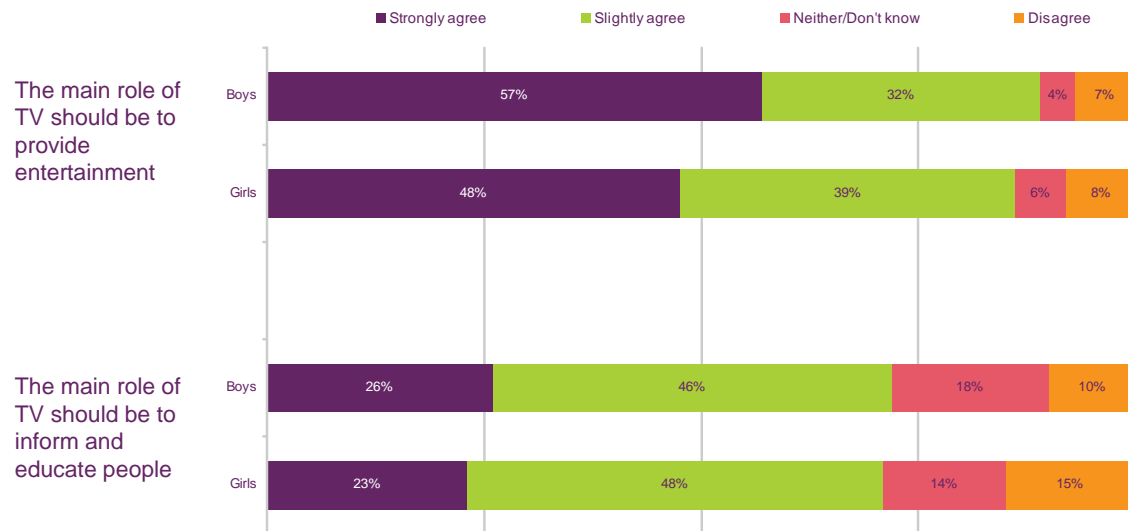
Television is more likely to be a concern for parents of younger children compared to parents of older children. Parents in ABC1 households are more likely to have concerns about television than parents in C2DE households.

There are no differences in levels of parental concern by the child’s gender or whether the child lives in an urban or a rural area.

2.12 Attitudes towards television

Figure 37 shows the responses of all children aged 12-15 (rather than all television users) when asked about their views of the role of television. This figure directly compares these children’s responses to whether they feel the main role of television is *entertainment* or whether the main role is to *inform and educate people*. These two questions were asked separately and so it is possible for children to agree or to disagree with each.

Figure 37: Attitudes towards the role of television, children aged 12-15



QC20A-B- Using this card, choose an answer to show how much you agree or disagree with some things other people have said about TV
 Base: Children aged 12-15 who watch TV (512 boys, 505 girls)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Boys are more likely than girls to agree strongly that the main role of television should be to provide entertainment.

There are no differences by socio-economic group or by whether they live in an urban or rural area.

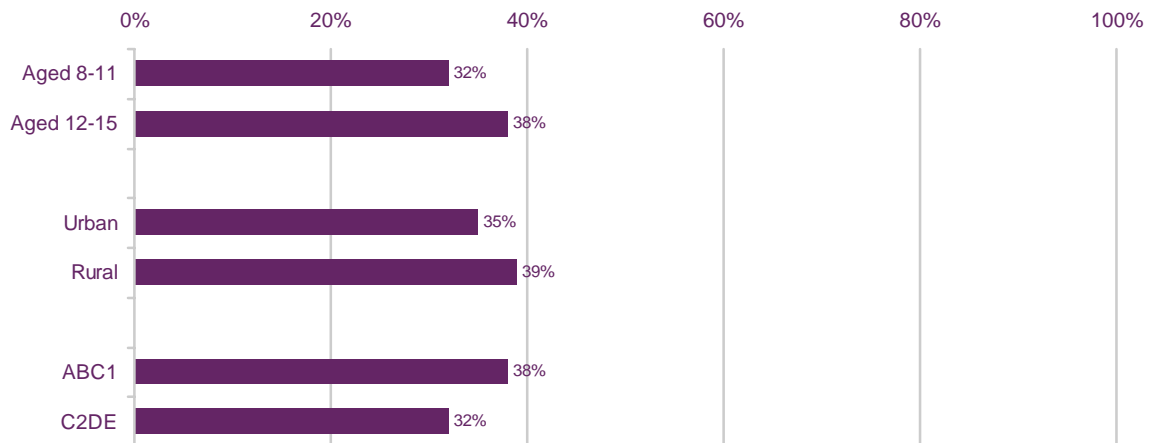
Looking first at the statement *The main role of television should be to provide entertainment*, boys are more likely to agree strongly compared to girls. There are no differences by socio-economic group or by whether the child lives in an urban or a rural area.

Girls are more likely than boys to disagree with the statement *The main role of television should be to inform and educate people*. There are no differences by socio-economic group or by whether the child lives in an urban or a rural area.

In general, children aged 12-15 are more likely to strongly agree that the role of television is *to provide entertainment* than *to inform and educate people*. However, a majority of children aged 12-15 agree overall that television has a role to play in both informing and educating people.

All children aged 8-15 who watch television were asked whether they could *easily live without television*, with responses shown in Figure 38.

Figure 38: Whether child could *live without* television, by age, urban and rural areas, and socio-economic group



QC7A - Could you easily live without TV?
 Base: Those children aged 8-15 who watch TV at home (1336 aged 8-11, 1352 aged 12-15, 2175 urban, 512 rural, 1211 ABC1, 1427 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April – September 2007

A minority of children (32% of 8-11s and 38% of 12-15s) who watch television say they could easily live without it.

Older children who watch television are more likely than younger children to say they could *easily live without television*, with no differences between boys or girls in either age group.

Across all children who watch television aged 8-15, those from ABC1 households and those in rural areas are more likely than those in C2DE households and those in urban areas to say they could *easily live without television*.

This question was not asked in the 2005 Children’s Media Literacy Audit.

2.13 Critical awareness

Children aged 8-15 who watch television at home were asked whether they trust most of what they see on television, with responses shown in Figure 39.

Figure 39: Children’s trust in television content, by age, urban and rural areas and socio-economic group



QC7F – Do you trust most of what you see on TV?
 Base: Children aged 8-15 who watch TV at home (1336 aged 8-11, 1352 aged 12-15, 2175 urban, 512 rural, 1211 ABC1, 1427 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April – September 2007

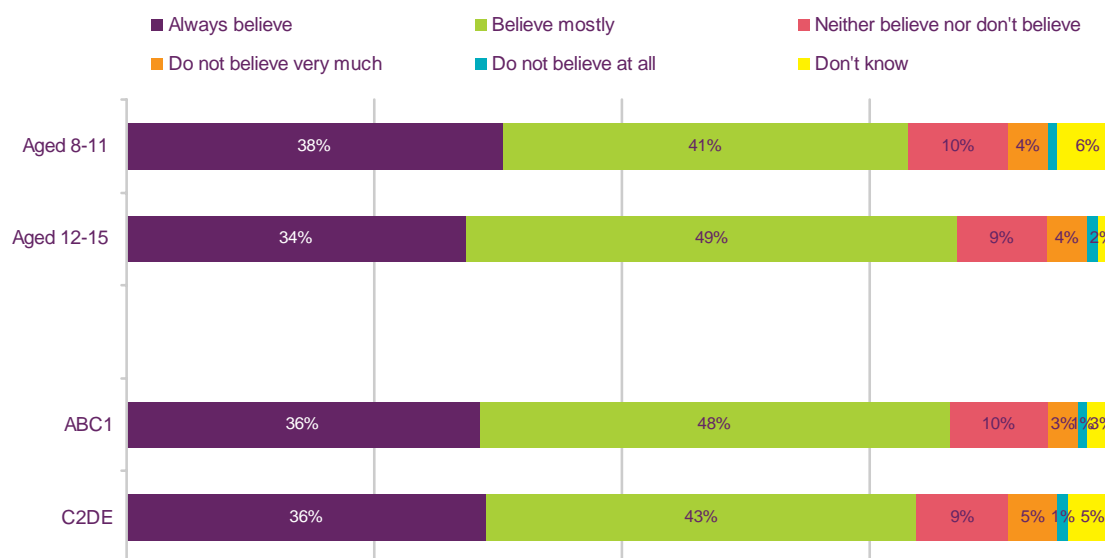
Less than half of both younger and older children say they trust most of what they see on television, with older children more likely than younger children to say they don't trust television. There are no differences by gender of the child.

At an overall level, trust in television is higher among those in urban rather than rural areas and among those in C2DE households than those in ABC1 households.

This question was not asked in the 2005 Children’s Media Literacy Audit.

All children who watch television at home were asked how much they believe what they see on different types of television programmes and were asked to select a response ranging from *always believe* to *do not believe at all*. Figure 40 shows the extent to which children believe in news programmes like the 6 o'clock news or *Newsround*, and excludes those children in each age group who state they do not watch that type of programme.

Figure 40: Children’s trust in types of television content – news programmes

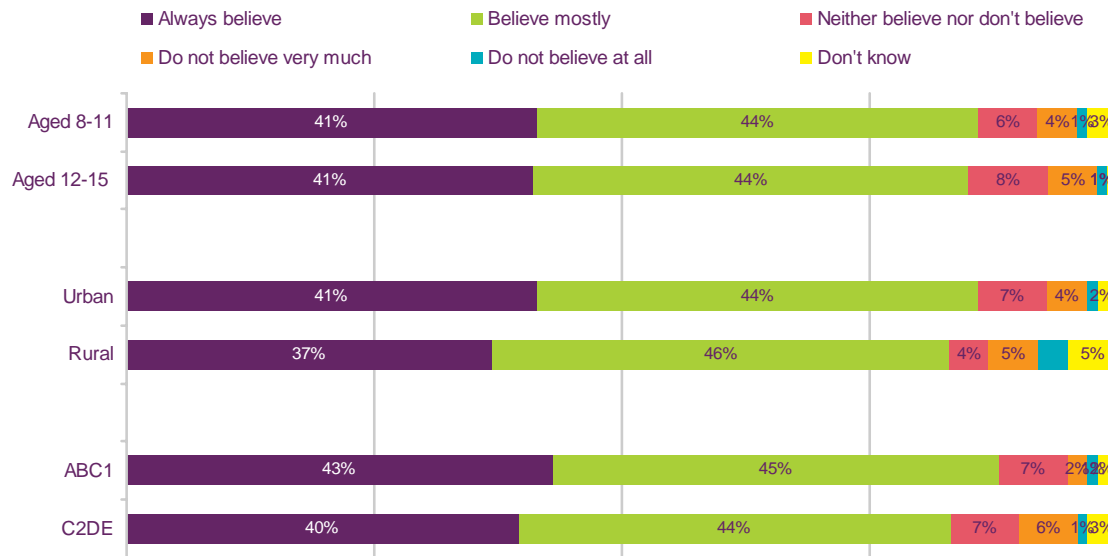


QC5B - Some people believe what TV programmes show and tell them and some people don't. Using this card, choose an answer to show how much you believe what you watch on different types of TV programmes that I'm going to read out.
 Base: Children aged 8-15 who do not say they don't watch each type of programme (776 aged 8-11, 829 aged 12-15, 738 ABC1, 853 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

A majority of children who watch news programmes in each age group believe (either always or mostly) what they see in these programmes. There are no differences in the proportion saying they believe what they see in news programmes by the child’s age or gender. Children in ABC1 households are more likely to believe (either almost or mostly) in news programmes than children in C2DE households. There are no differences by whether the child lives in an urban or a rural area.

Figure 41 shows the extent to which children believe nature and wildlife programmes (like *Planet Earth* or *Springwatch*) and again excludes those children in each age group who state that they do not watch that type of programme.

Figure 41: Children’s trust in types of television content – nature and wildlife programmes



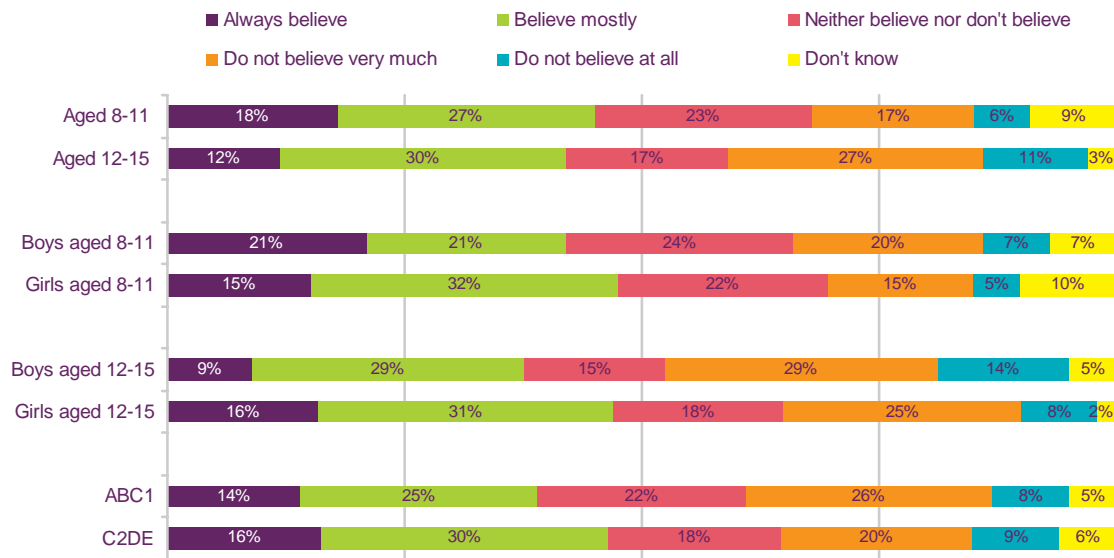
QC5A Some people believe what TV programmes show and tell them and some people don't. Using this card, choose an answer to show how much you believe what you watch on different types of TV programmes that I'm going to read out.
 Base: Children aged 8-15 who do not say they don't watch each type of programme (863 aged 8-11, 799 aged 12-15, 1261 urban, 401 rural, 741 ABC1, 906 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

A majority of children who watch nature and wildlife programmes in each age group believe (either always or mostly) what they see in these programmes. There are no differences by the age or gender of the child.

Children in ABC1 households are more likely than those in C2DE households to believe (either almost or mostly) what they see in these types of programmes. Children in urban areas are more likely than those in rural areas to believe what they see in nature and wildlife programmes.

Figure 42 shows the extent to which children believe in reality television programmes (like *Big Brother* or *Wife Swap*) and again excludes those children in each age group who state that they do not watch that type of programme.

Figure 42: Children’s trust in types of television content – reality television programmes



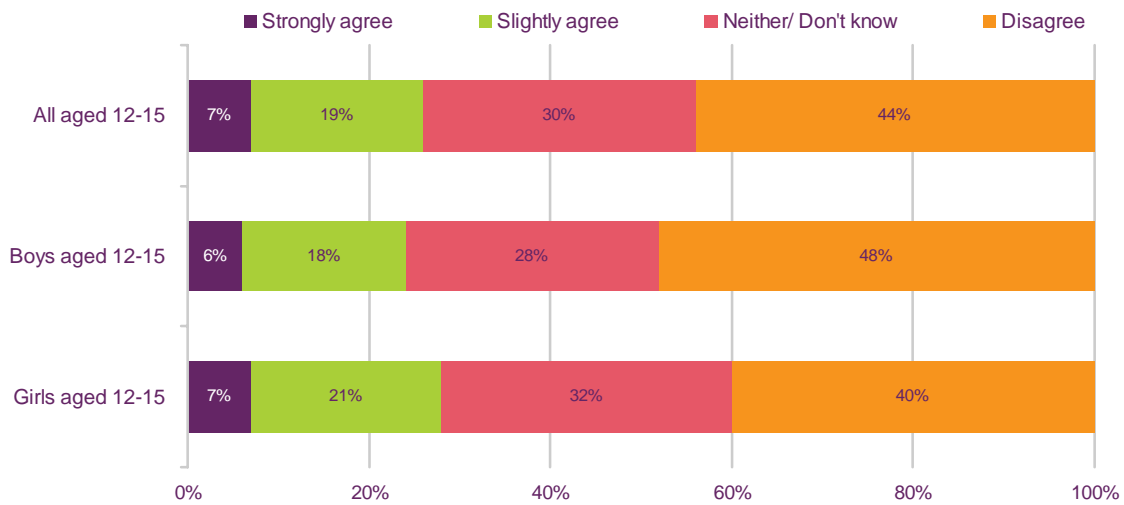
QC5C Some people believe what TV programmes show and tell them and some people don't. Using this card, choose an answer to show how much you believe what you watch on different types of TV programmes that I'm going to read out.
 Base: Children aged 8-15 who do not say they don't watch each type of programme (688 aged 8-11, 834 aged 12-15, 334 boys aged 8-11, 354 girls aged 8-11, 402 boys aged 12-15, 432 girls aged 12-15, 653 ABC1, 856 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Less than half of children in each age group who watch reality television programmes believe (either always or mostly) what they see in these programmes. There are differences by age and gender of the child. Girls are more likely than boys to believe what they see in these programmes, and younger children are more likely to believe than older children.

Children in C2DE households are more likely to believe what they see in reality television programmes than children in ABC1 households.

Older children aged 12-15 were also asked about their attitudes towards television advertising in terms of the extent to which they agree or disagree with the statement *in general I think television adverts tell the truth*. Responses overall and by gender are shown in Figure 43.

Figure 43: Children’s attitudes towards television advertising – *In general I think television adverts tell the truth*



QC8C Using this card, choose an answer to show how much you agree or disagree with some things other people have said about television
 Base: Children aged 12-15 (1017 aged 12-15, 512 boys aged 12-15, 505 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

More than four in ten of all 12-15 year olds disagree with the statement *in general I think television adverts tell the truth*. Close to one-third of children are unsure whether they agree or disagree. Boys are more likely than girls to disagree that television adverts tells the truth.

Responses do not differ based on socio-economic group or by whether the child lives in an urban or a rural area. This question was not asked in the 2005 Children’s Media Literacy Audit.

Section 3

Internet

This section looks at children's use of the internet; covering issues such as whether the child is with an adult when they use the internet, where the internet is used most often at home, the volume and types of internet use, the child's main reason for using the internet, whether the internet is used to watch or download music or video content, other media used at the same time as the internet, parental rules and restrictions, internet controls and security, children's and parents' concerns about the internet, children's attitudes towards the role of the internet and their trust in what they see online. This section also covers children's experience of creative activities and their use of and concerns about social networking sites.

3.1 Summary

65% of 8-11s and 75% of 12-15s use the internet at home, and nine in ten users have broadband access. The proportion of children using the internet at home has increased since 2005.

38% of 8-11s and 61% of 12-15s say they mostly use the internet on their own, and this is more common for children in urban areas and those in ABC1 households. The proportion of children who mostly use the internet on their own has decreased since 2005 for older children and is unchanged for younger children. 10% of 8-11s and 24% of 12-15s mostly use the internet in their bedroom.

Older children use the internet for longer in a typical school week than younger children. Among older children, more time is spent using the internet by girls, those with access to the internet in their bedroom, those who mostly use the internet alone and those without parental rules about their internet use.

Older internet users make broader use of the internet, through using it for a wider range of activities. Older girls have the broadest use of the internet.

Younger children are more likely than older children to say they use the internet for fun. Older children and girls are more likely to say they use the internet for contact with other people.

Among internet users, 9% of 8-11s and 42% of 12-15s watch online or download video content at least once a week, with music and YouTube-type videos being the most common type of content.

Using other media at the same time as using the internet increases with age; accounting for one-quarter of 5-7s, half of 8-11s and three-quarters of 12-15s who use the internet at home. Younger children aged 5-7 or 8-11 are more likely to watch television while using the internet. Older children aged 12-15 are more likely to use a mobile phone or listen to music while using the internet.

In households where a child uses the internet, 87% of parents of 8-11 year olds and 73% of parents of 12-15 year olds say they have rules about their child's internet use. The incidence of parental rules for internet use has decreased since 2005 both for younger and older children. 51% of parents of 8-11 year olds and 43% of parents of 12-15 year olds have any controls set or software loaded to restrict access to certain types of websites. This is a decrease since 2005 for households with older children, but is unchanged for younger children.

Half of all internet users aged 8-11 (56%) and 12-15 (55%) say they make any checks on new websites they visit. Checks are less likely to be made by boys and those in C2DE households.

In households where the child uses the internet, 47% of parents of 8-11 year olds and 42% of parents of 12-15 year olds say their child's use of the internet is a concern for them, and this is more common among parents in rural areas.

In households where the child uses the internet, 83% of parents of 8-11 year olds and 93% of parents of 12-15 year olds say they trust their child to use the internet safely. 70% of parents of 8-11 year olds and 75% of parents of 12-15 year olds say the benefits of the internet outweigh any risks.

70% of parents of 8-11 year olds and 66% of parents of 12-15 year olds say they are worried about their child seeing inappropriate things on the internet. Both of these measures have decreased since 2005.

80% of parents of 8-11 year olds and 85% of parents of 12-15 year olds say their child has been taught at school how to use the internet safely and efficiently, and that the benefits of the internet outweigh any risks. 51% of parents of 8-11 year olds and 77% of parents of 12-15 year olds say their child knows more about the internet than they do, and this is more common among those in C2DE households.

51% of 8-11s and 30% of 12-15s who use the internet at home say they could easily live without it, and this is more common for older boys and those in rural areas.

Three in five younger and older children using the internet at home say they trust most of what they find on the internet. Trust is lower among older girls.

Among internet users aged 12-15, three in five strongly agree that they are confident about using the internet, and one-third strongly agree they can always find what they're looking for on the internet.

Four in five internet users aged 12-15 say they would complain if they saw something worrying or offensive online, and this is more common among girls and those in ABC1 households.

A higher proportion of 12-15s aware that downloading from free file-sharing services is often illegal, think this should be legal than those who think it should be illegal. 12-15 year old children who are from C2DE households and those living in urban areas are also more likely to think it should be legal than others.

Older girls are more likely than older boys to have used the internet or another digital technology for a creative activity. Much of this difference between boys and girls is due to activities related to social networking sites. The range of creative activities has increased since 2005.

54% of 12-15 year olds who use the internet at home have a social networking site page or profile, and this is more common for girls. Half of girls with a social networking site page or profile use more than one site, compared to two in five boys, and girls are also more frequent site visitors. Bebo is the most commonly-used social networking site, followed by Piczo and MySpace, then Facebook.

43% of boys and 35% of girls with a social networking site page or profile say their page can be seen by anyone.

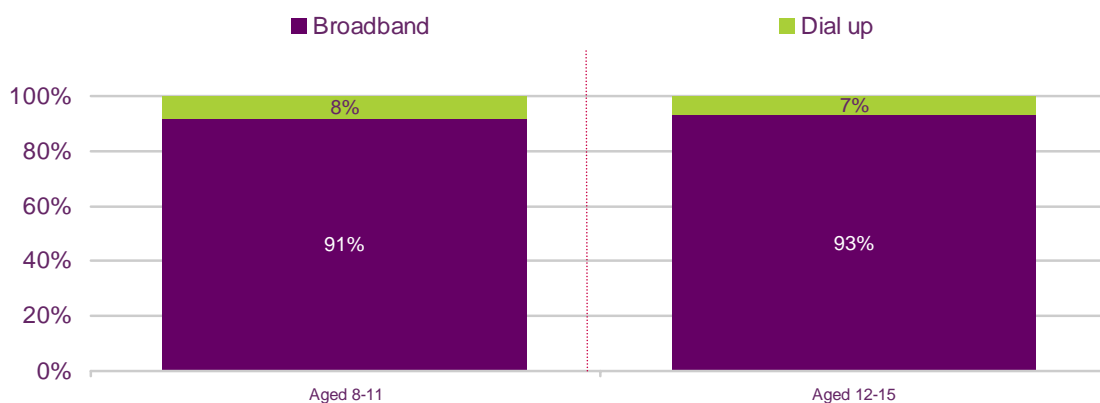
The most common use made of social networking sites is to talk to friends or family members that the child sees often. One-third of users use social networking sites to talk to friends of friends and one in ten users talk to people they don't know. Both of these types of use are more common among those whose profile can be seen by anyone.

62% of 12-15 year olds who use social networking sites have concerns relating to potential harm when using these sites; such as bullying, or strangers finding out information or pretending to be their age.

3.2 Household internet access

71% of all 8-11 year olds and 77% of all 12-15 year olds live in a household with access to the internet. Figure 44 shows the type of home internet access by age group.

Figure 44: Type of internet access at home, by age



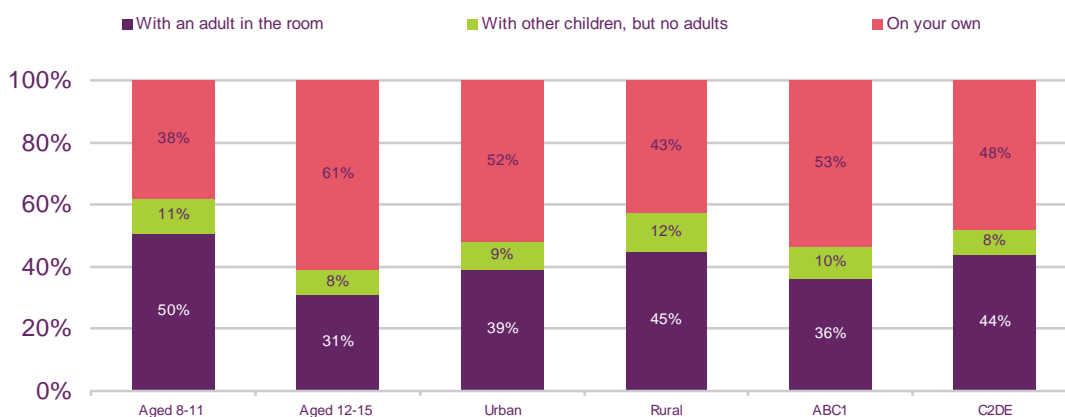
QP16 Which of these ways of accessing the internet does your household have?
 Base: Parents of children aged 8-15 who have internet access at home (962 aged 8-11, 1046 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Broadband penetration stands at 92% overall among children aged 8-15 who have the internet at home, with broadband penetration higher for older children. Broadband internet access at home is higher for households in urban rather than rural locations (93% compared with 88%) but does not differ by socio-economic group.

3.3 Where children use the internet at home, and with whom

All children aged 8-11 and aged 12-15 who ever use the internet at home (65% of 8-11s and 75% of 12-15s, as shown in Figure 5), were asked to think about the time they spend using the internet at home alone or with others, and were prompted with three possible options. Figure 45 compares responses from children in the two age groups, plus those in urban and in rural areas, and those in the two socio-economic groups.

Figure 45: Who is with the child while they use the internet, by age, urban and rural area, and by socio-economic group



QC15- I'd like you to think about the time you spend using the internet at home. Do you usually use the internet ...
 Base: Children aged 8-15 who use the internet at home (638 aged 8-11, 7.4 aged 12-15, 994 urban area, 378 rural area, 744, ABC1 households, 613 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

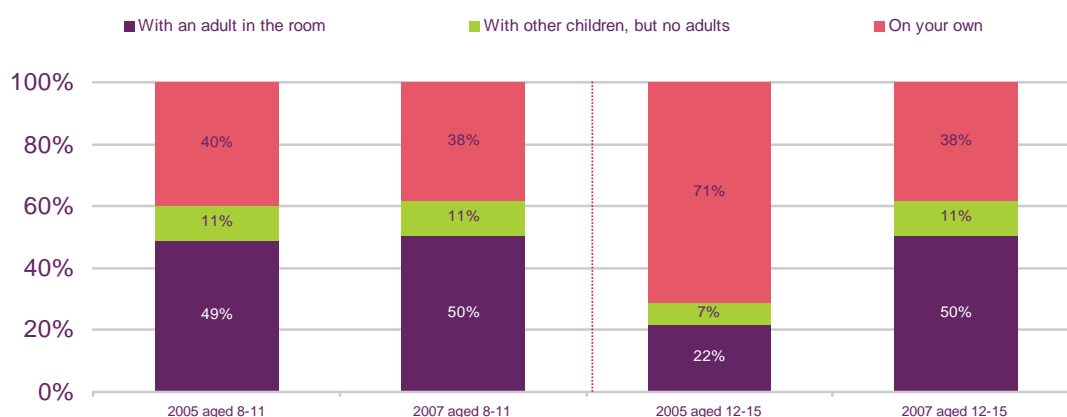
Half of all users aged 8-11 and two-thirds of users aged 12-15 mostly use the internet without an adult in the room.

Internet users aged 12-15 are more likely than those aged 8-11 to spend most of their time online on their own. Responses do not vary by the gender of the child within either age group. Users in urban areas are more likely than those in rural areas to use the internet on their own. Users in ABC1 households are more likely to spend most time using the internet on their own than those in C2DE households. As detailed following Table 2, children in ABC1 households are more likely to have internet access in the bedroom.

Among those who mostly use the internet in their bedroom, the majority (82%) spend most of their time using the internet on their own. These solitary internet users account for one in seven (14%) of all children aged 8-15 using the internet, with a higher incidence among 12-15s (20%), but no difference by gender.

Figure 46 compares responses in 2007 with those from the 2005 Children's Media Literacy Audit.

Figure 46: Who is with the child while they use the internet, by age, 2005 and 2007

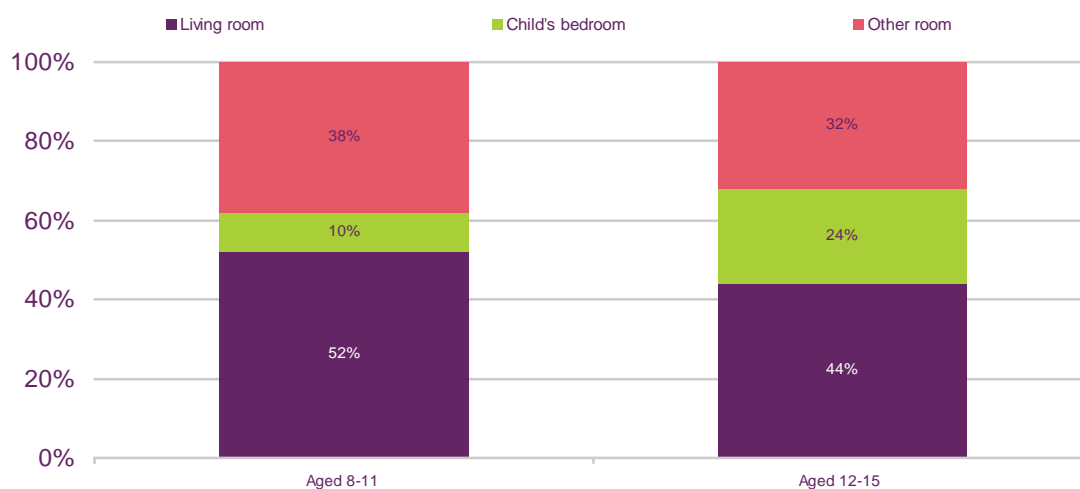


QC15– I'd like you to think about the time you spend using the internet at home. Do you usually use the internet ...
 Base: Children aged 8-15 who use the internet at home (315 aged 8-11 in 2005, 638 aged 8-11 in 2007, 416 aged 12-15 in 2005, 734 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Compared to the Media Literacy Audit conducted in 2005, there has been no change for younger children; a similar proportion of 8-11 year olds are as likely to use the internet on their own in 2007 as they were in 2005. Older children are much less likely to access the internet on their own than they were in 2005.

Figure 47 shows where the internet is used most often in the home, comparing response by age.

Figure 47: Where the internet is most often used at home, by age



QC16B– In which room do you use the internet most often at home?
 Base: children aged 8-15 who use the internet at home (875 aged 8-11, 1045 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Figure 47 shows that there is no single location in the home that accounts for a clear majority of internet use. Younger children aged 8-11 are more likely than older children to use the internet most often in the living room, while older children are more likely than younger children to use the internet most often in their bedroom. As shown in Figure 7, one in five of all 12-15s have internet access in their bedroom, compared to one in ten of all 8-11 year olds.

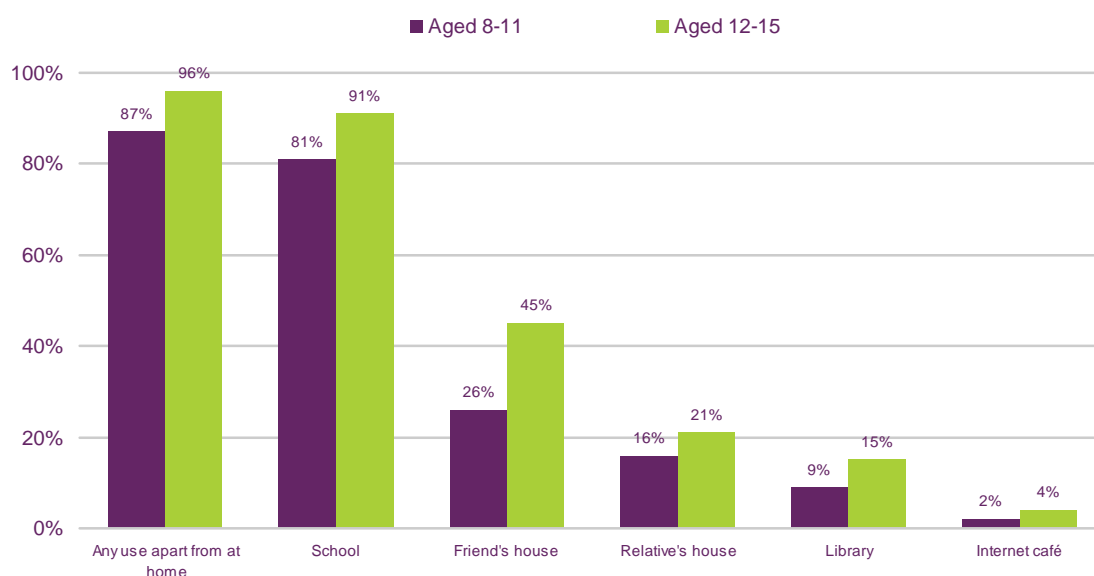
Where the internet is used most often does not vary by the gender of the child, by the household's socio-economic group or by whether the child lives in an urban or rural area.

Those mostly using the internet in their bedroom are less likely to have any parental rules or restrictions regarding their internet use than those mostly using it in the living room of the home (at 63% compared to 78% across all users). This measure will be affected to some extent by the age of the child concerned; as we will see later in this report, parents of older children are less likely to have rules or restrictions than parents of younger children.

3.4 Internet use apart from at home

Children were asked whether they use the internet apart from at home, and if so, where they use it. Figure 48 shows responses from children in each age group.

Figure 48: Where the internet is used, apart from at home



QC28 – Do you use the internet anywhere apart from home at all?
 Base: Children aged 8-15 (1354 aged 8-11, 1357 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

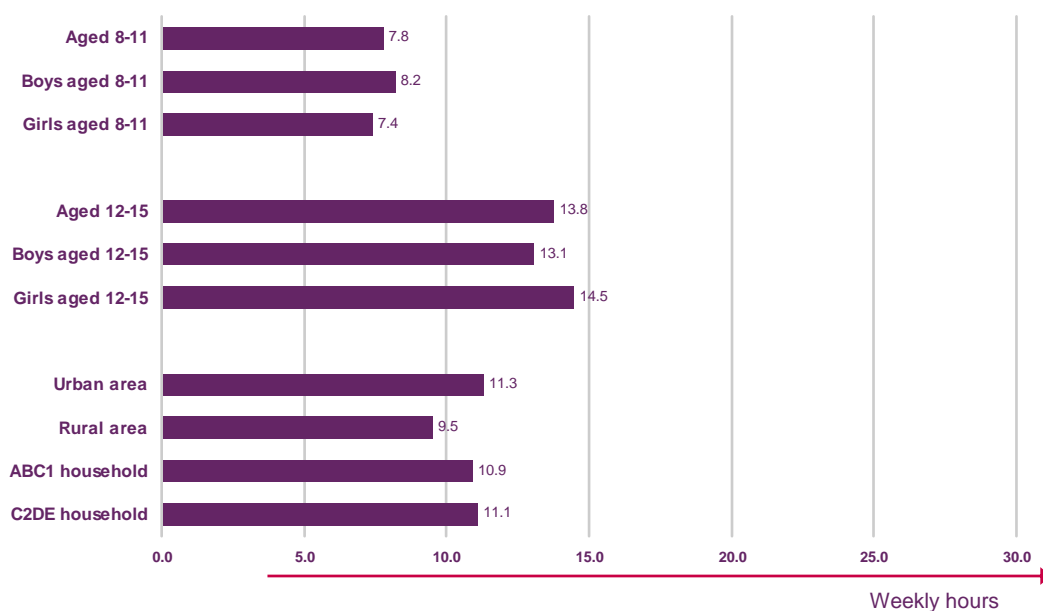
Due to the high incidence of use at school, a majority of both 8-11s and 12-15s use the internet in places other than at home. Each location shown in Figure 50 is more likely to be used by older children.

Excluding use at school, two in five (39%) 8-11s and over half (56%) of 12-15s use the internet in places other than at home. Much of this use is accounted for by using the internet at a friend's house. Using the internet at a friend's house is more common for older girls and children in ABC1 households.

3.5 Volume of internet use

Parents of children aged 8-11 and children aged 12-15 who use the internet at home were asked to estimate how many hours they use the internet on a typical school day and on a typical weekend day. Figure 49 shows the estimated average weekly hours by age, gender within age group, the socio-economic group of the household and also by whether the child lives in an urban or a rural area.

Figure 49: Weekly internet use among users



QP19A-B/ QC18A-B/ – How many hours would you say he/ she spends using the internet at home on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-11 who use the internet at home and children aged 12-15 who use the internet at home (875 aged 8-11, 433 boys aged 8-11, 442 girls aged 8-11, 1045 aged 12-15, 528 boys aged 12-15, 517 girls aged 12-15, 1550 urban area, 5370 rural area, 1020 ABC1 households, 864 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

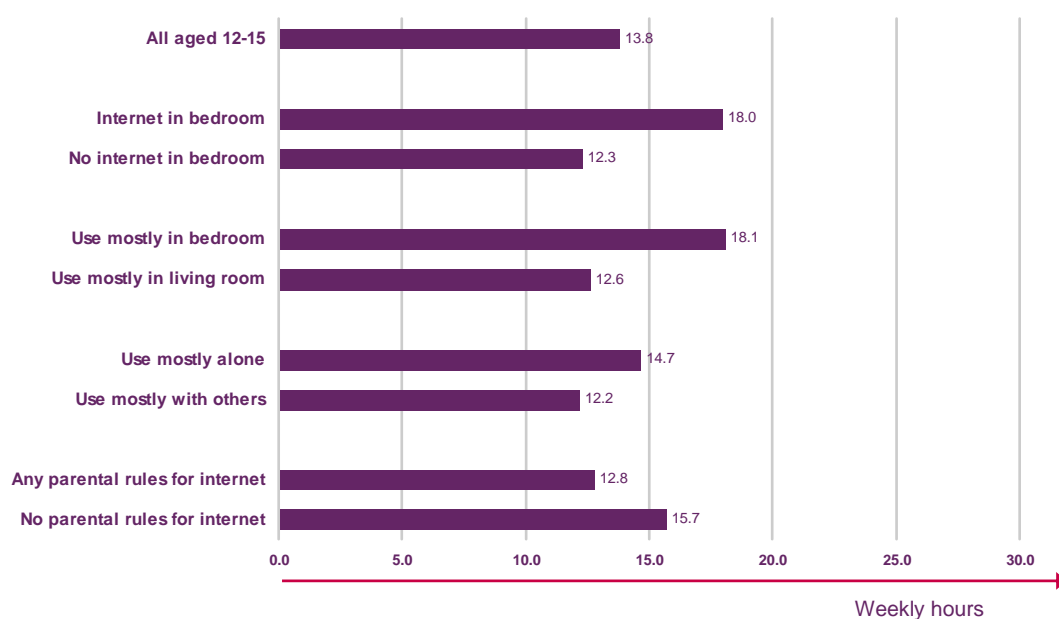
As with television viewing, estimated use of the internet at home is higher for 12-15 year olds than for 8-11 year olds. Use does not vary by gender for younger children, but girls aged 12-15 use the internet for more hours in a typical school week than do boys in this age group.

Those in urban areas use the internet for longer in a typical week than those in rural areas. Unlike television viewing, there is no difference in hours spent using the internet at home across ABC1 and C2DE households. These figures relate to those who use the internet at home rather than all children. As shown in Table 1, the proportion of all children who use the internet at home is lower for children in C2DE than in ABC1 households.

Compared to the 2005 Media Literacy Audit, there has been an increase in the weekly hours spent using the internet by children. The average for 8-11 year olds has increased from 2.1 hours to 8.8 hours per week. The average for 12-15 year olds has increased from 4.9 hours to 13.8 hours per week.

As shown in Figure 7, children aged 12-15 are more likely than those aged 8-11 to have access to the internet in their bedroom. We have shown how older children differ from younger children in terms of where they use the internet and who with. In order to cancel the impact of including younger children in these measures, Figure 50 compares different children within the 12-15 age group in terms of their weekly internet use.

Figure 50: Weekly internet use among 12-15 year olds



QP19A-B/ QC18A-B/ – How many hours would you say you spend using the internet at home on a typical school day/ on a weekend day?
Base: Children aged 12-15 who use the internet at home (1045 aged 12-15, 268 internet in bedroom, 777 no internet in bedroom, 248 use mostly in bedroom, 436 use mostly in living room, 648 use mostly alone, 380 use mostly with others, 704 any parental rules for the internet, 321 no parental rules for the internet)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

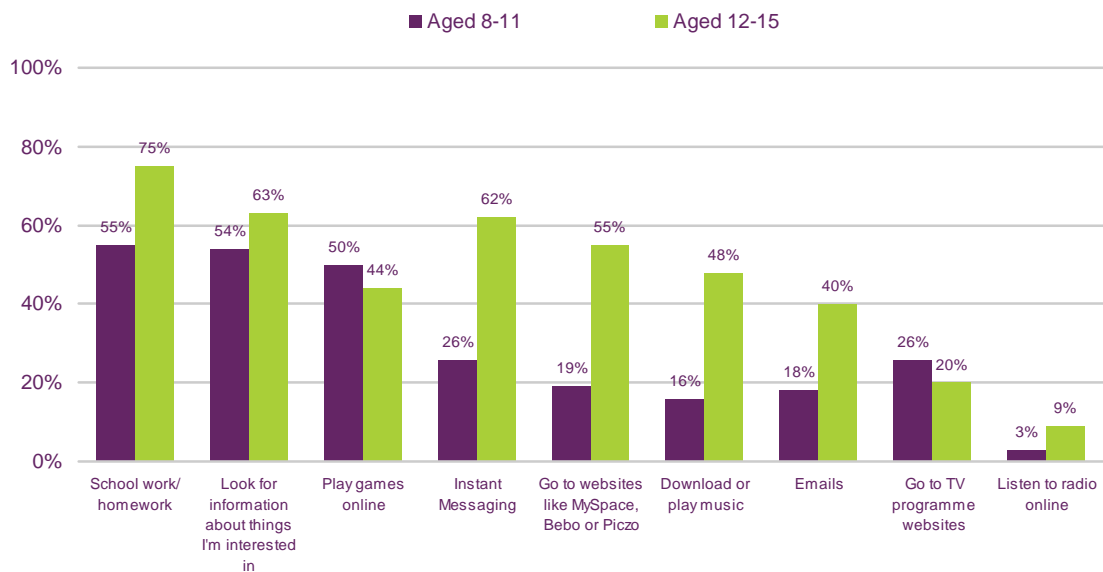
Twenty per cent of all children aged 12-15 have internet access in their bedroom and Figure 50 shows that those with access in their bedroom use the internet more than other 12-15 year old internet users. Those aged 12-15 who mostly use the internet on their own use the internet more than those who use it mostly with an adult in the room or with other children.

As shown above, those whose parents do not have any rules or restrictions about internet use the internet more than those with any parental rules.

3.6 Breadth of use of the internet

Children who use the internet at home were prompted with nine possible uses of the internet and were asked to say which they ever do online, and how often. Figure 51 shows the proportion of children aged 8-11 and aged 12-15 who carry out each of the activities online at least once a week. Responses are shown in ranked order according to the answers given by all children aged 8-15 who use the internet at home.

Figure 51: Internet activities carried out at least once a week by home users



QC20 – Thinking about what you do when you use the internet at home, do you use the internet to do any of these? How often do you do this over the internet? Would you say most days, once or twice a week, not much, or never?
 Base: Children aged 8-15 who use the internet at home (499 aged 8-11, 587 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

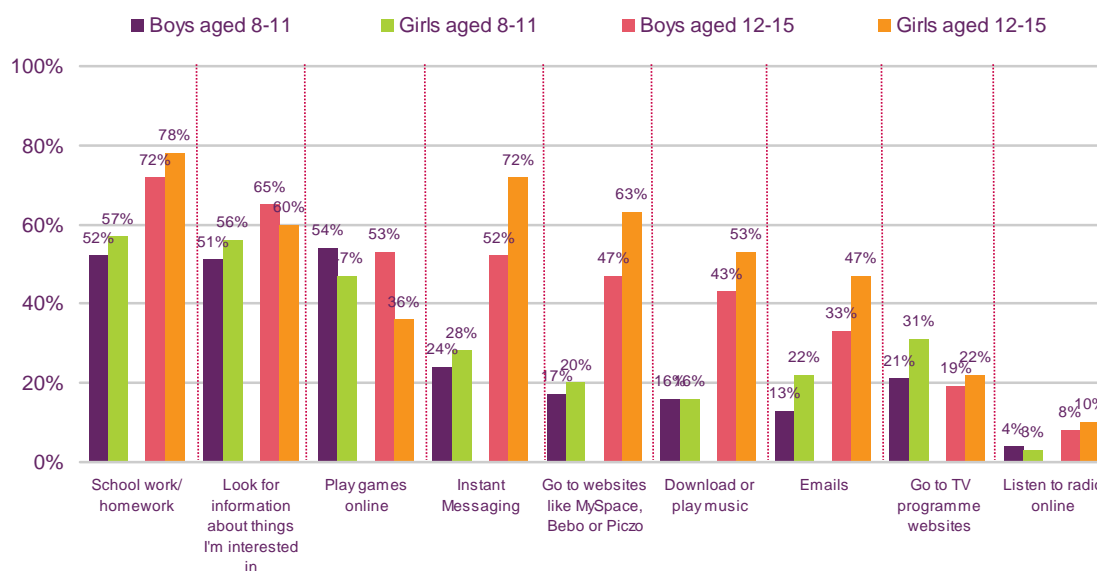
Apart from using the internet to go to television programme websites, each of these nine types of use are more likely to be made by older internet users, aged 12-15. The number of internet activities carried out at least once a week rises from an average of 2.0 out of 9 activities for 8 year olds to an average of 4.7 out of 9 activities for 15 year olds.

There are no differences by socio-economic group across any activity. Those children aged 8-15 in a rural household are more likely to download music than those in an urban household (41% compared to 32%).

A similar question was asked in the 2005 Children’s Media Literacy Audit, but it is not possible to draw conclusions about how the breadth of internet use has changed over time, as the type of activities asked about is not consistent.

Figure 52 shows how the breadth of use of the internet varies across boys and girls in each age group.

Figure 52: Internet activities carried out at least once a week by home users, by age and gender



QC20 – Which of the following do you do almost every day?
 Base: Children aged 8-15 who use the internet at home (240 boys aged 8-11, 259 girls aged 8-11, 300 boys aged 12-15, 287 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Among younger internet users aged 8-11, girls are more likely than boys to go to television programme websites, but responses do not vary otherwise for this age group. Among internet users aged 12-15, boys are more likely than girls to play games online. All other differences by gender within the age groups relate to higher use by girls aged 12-15 compared to boys; specifically using Instant Messaging, social networking sites, downloading or playing music, and email. Girls aged 12-15 have the broadest use of the internet; at 4.4 out of 9 activities on average compared with 3.9 for boys aged 12-15.

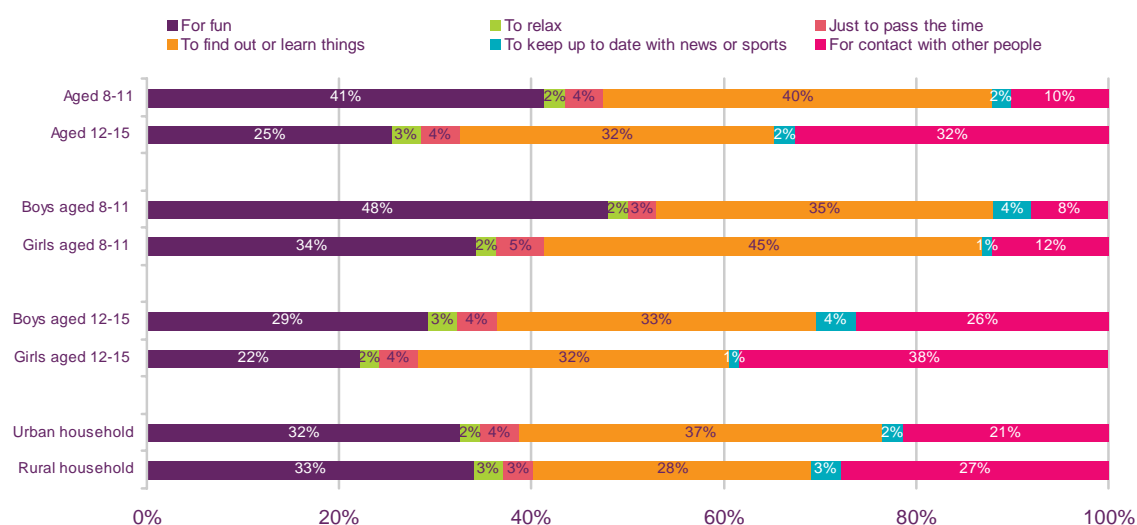
Those with internet access in their bedroom use the internet for more of these activities, although this will be influenced to some extent by older children being more likely to have internet access in their bedroom. Looking only at 12-15 year old users, those who have internet access in their bedroom are more likely than other older children to use the internet for Instant Messaging, visiting social networking sites, downloading or playing music, and for email.

3.7 Reasons for using the internet

Children using the internet were prompted with a list of six options to choose from as reasons for using the internet. Having chosen from this list, the children were then asked which one was their main reason for using the internet.

Figure 53 shows the main reason for using the internet, with responses split by age, gender within age, and urban or rural area.

Figure 53: Main reason for using the internet



QC24B – Which one is your main reason for using the internet?
 Base: Children aged 8-15 who use the internet at home (875 aged 8-11, 433 boys aged 8-11, 442 girls aged 8-11, 1045 aged 12-15, 528 boys aged 12-15, 517 girls aged 12-15, 1550 urban area, 5370 rural area, 1020 ABC1 households, 864 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

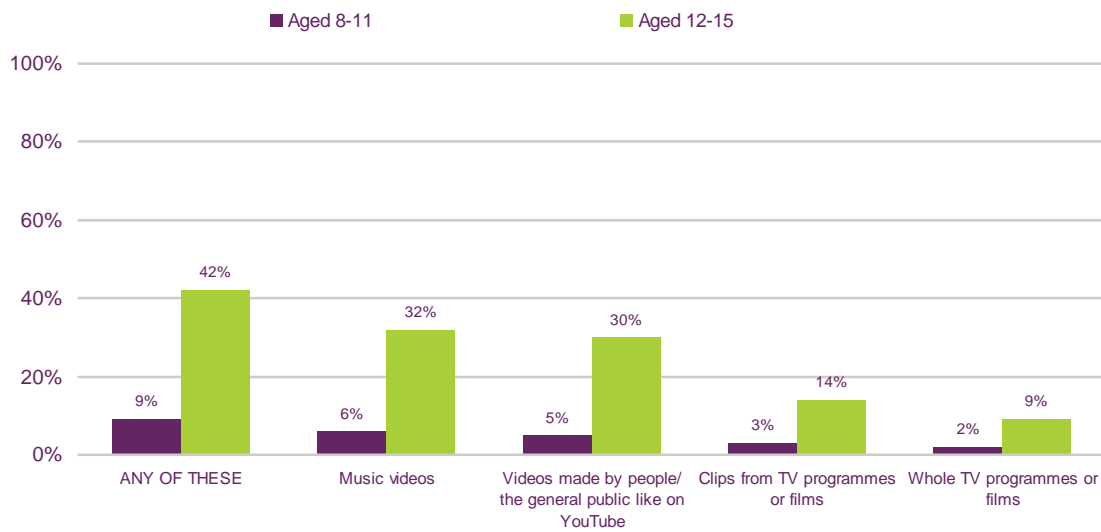
The main reason for using the internet varies for the two age groups. Using the internet *for fun* and *to find out or learn things* accounts for 81% of 8-11s, but just 61% of 12-15s. Among older children a further 32% mainly use the internet *for contact with other people*, but this accounts for just 10% of 8-11 year olds.

Boys in each age group are more likely than girls to use the internet *for fun*, while girls in each group are more likely than boys to use the internet *for contact with other people*. Among girls aged 12-15, using the internet *for contact with other people* is the most common main reason given. Children in urban areas are more likely than those in rural areas to mainly use the internet *to find out or learn things*. Children in rural areas are more likely than those in urban areas to mainly use the internet *for contact with other people*. There are no differences by socio-economic group.

3.8 Convergence

All children aged 8-15 who use the internet at home were prompted with different types of audio and video content available online. They were asked to say which they watch or download from the internet, and how often. Figure 54 shows the proportion of 8-11 year old and 12-15 year old internet users who watch online or download each type of content at least once a week.

Figure 54: Content watched online or downloaded from the internet, by age

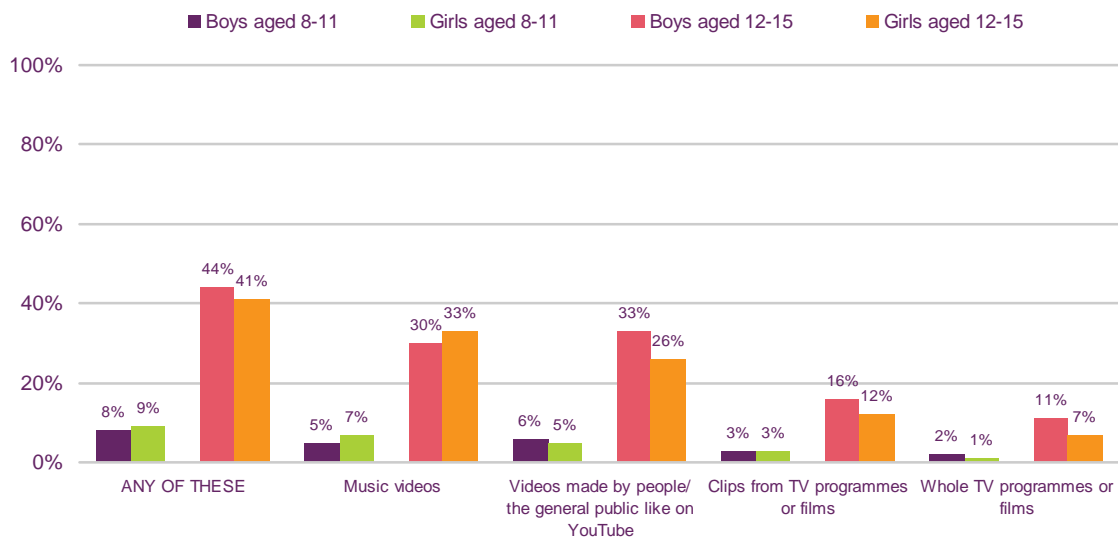


QC21A-D – Do you watch or download any of these from the internet? How often? (SHOWS % STATING THEY DO THIS 'MOST DAYS' OR 'ONCE OR TWICE A WEEK')
 Base: Children aged 8-15 who use the internet at home (875 aged 8-11, 1045 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Responses differ between younger and older children for each type of content. Across all types of content, one in ten 8-11 year olds who use the internet at home watch or download any of these types of content, compared to two in five 12-15s who use the internet at home.

Figure 55 compares responses from boys and girls in each age group.

Figure 55: Content watched online or downloaded from the internet, by age and gender



QC21A-D – Do you watch or download any of these from the internet? How often? (SHOWS % STATING THEY DO THIS 'MOST DAYS' OR 'ONCE OR TWICE A WEEK')
 Base: Children aged 8-15 who use the internet at home (433 boys aged 8-11, 442 girls aged 8-11, 528 boys aged 12-15, 517 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

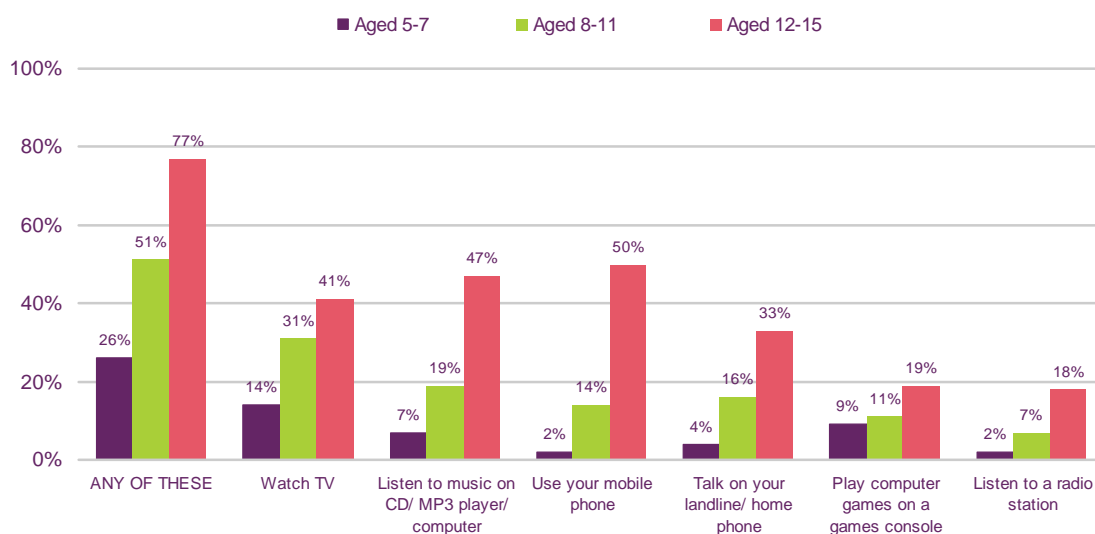
Boys and girls aged 8-11 do not differ in terms of the types of video and audio content they download or use online. Among older children aged 12-15, boys are more likely than girls to watch online or download YouTube-type videos and whole television programmes or films. Overall levels of watching online or downloading, however, do not differ by gender for 12-15 year olds, or between those in urban or rural areas, or between ABC1 and C2DE households.

Questions relating to convergence were not asked in the 2005 Children’s Media Literacy Audit.

3.9 Simultaneous media use

All children aged 5-15 who use the internet at home were prompted with six other media activities and were asked whether they ever use the internet and do any of these other activities at the same time. Figure 56 shows the proportion of children in each age group who use the internet and carry out each of the other media activities at the same time, either most times, or sometimes, when they use the internet.

Figure 56: Media used while using the internet, age 5 to 15



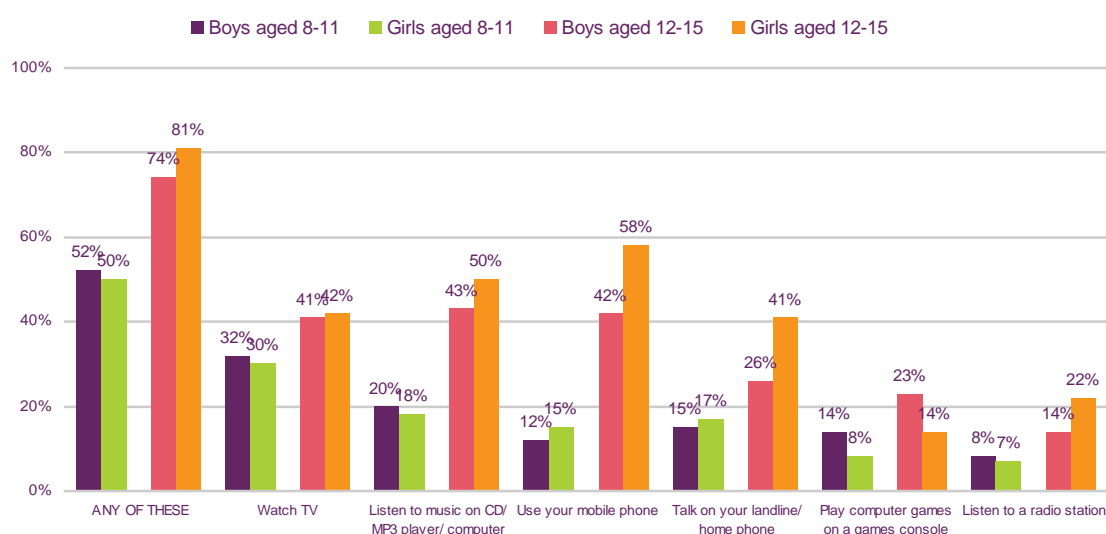
QC19A-F – Do you ever use the internet at home and do any of these other things at the same time? (SHOWS % STATING THEY DO THIS 'MOST TIMES' OR 'SOMETIMES' WHEN USING THE INTERNET)
 Base: Children aged 8-15 who use the internet at home (477 aged 5-7, 875 aged 8-11, 1045 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Using another media device while also using the internet increases with age. One-quarter of 5-7s, half of 8-11s and three-quarters of 12-15s who use the internet at home ever use another media device at the same time as using the internet. The incidence of using other media with the internet is at much the same level as seen for television in Figure 20.

Television is the most common media device used at the same time as the internet for younger children aged 5-7 and 8-11, while mobile phone and music device use are the most common media used at the same time as the internet for older children aged 12-15.

Figure 57 shows how media used while using the internet varies by gender within the age groups.

Figure 57: Media used while using the internet, by age and gender



QC19A-F – Do you ever use the internet at home and do any of these other things at the same time? (SHOWS % STATING THEY DO THIS 'MOST TIMES' OR 'SOMETIMES' WHEN USING THE INTERNET)
 Base: Children aged 8-15 who use the internet at home (433 boys aged 8-11, 442 girls aged 8-11, 528 boys aged 12-15, 517 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

In each age group, boys are more likely than girls to play computer games while using the internet. Among older children, girls are more likely than boys to listen to music, use their mobile phone, use their home phone, and listen to radio while using the internet. The overall incidence of using other media while using the internet is highest for girls aged 12-15.

As with simultaneous media use while watching television, using other media while using the internet is more common among children in urban than in rural areas (at 66% compared to 61%). There are no differences by socio-economic group.

Those with television in their room are more likely to use other media at the same time (69% compared with 54% for those without television in their bedroom). Simultaneous media use is also greater for those who have internet access in their bedroom (77% compared to 62% for those without access in their bedroom). This is also true for those making the broadest use of the internet (83%) and their mobile phone (82%) compared against all aged 8-15 (65%).

Questions relating to simultaneous media use were not asked in the 2005 Children’s Media Literacy Audit.

3.10 Parental rules and restrictions

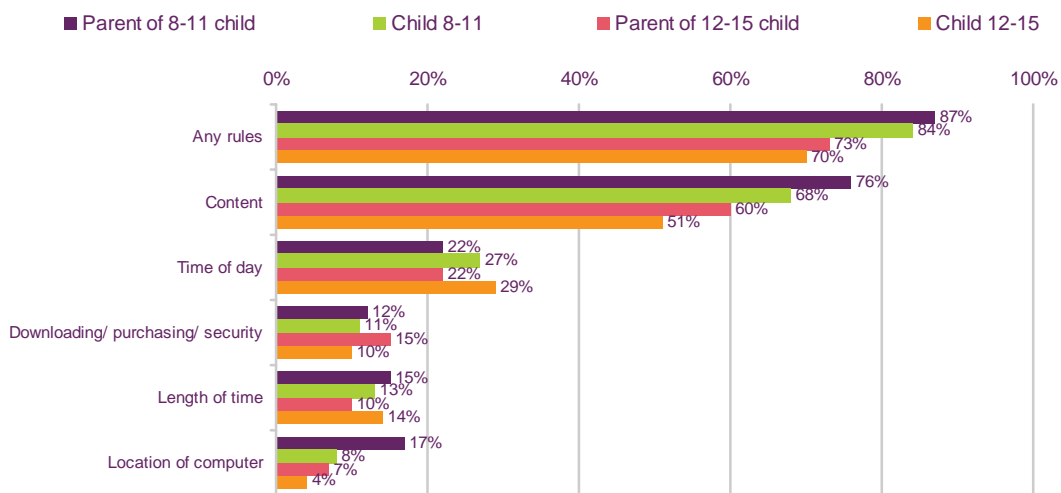
All parents of 8-11 and 12-15 year olds were asked whether they do anything, or have any rules, about their child’s use of the internet. The children interviewed were asked whether their parents do anything or have any rules about their use of the internet. Parents and children were not prompted with a list of possible answers, and so this section reports on spontaneous rather than prompted responses.

Figure 58 shows the responses given by both parents and children regarding rules or restrictions about use of the internet at home. The responses given by both parents and children have been grouped into broad themes;

- content relates to responses such as *Regularly check what they’re doing online*, *Can only use when supervised*, *not on their own* and *PIN/Password required to enter new websites*;

- time of day relates to responses such as *No internet after a certain time*, and *Must complete homework first*;
- downloading/purchasing/security relates to responses such as *No purchasing from websites*, *No downloading* and *Don't give out personal details*;
- length of time relates to the response *Don't use for too long*; and
- location of computer relates to the response *Computer is in a room where those using it can be seen*.

Figure 58: Rules about access to the internet as reported by parents and children



QP13/QC17 - Do you have any rules or do anything about the access that your child has to the internet?/ Do your parents have any rules or do anything about you using the internet at home?
 Base: Those whose child uses the internet at home – 663 parents of children aged 8-11, 638 children aged 8-11, 768 parents of children aged 12-15, 734 children aged 12-15
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

There is no difference in the proportion of parents and children who say they have any rules, by the age of the child. As with television, parents of younger children are more likely to mention any rules than parents of older children.

For both age groups, rules relating to content account for a clear majority of any rules. However, compared to the 2005 Media Literacy Audit there has been a decrease in the incidence of rules regarding online content as stated by parents of younger and older children (from 91% to 76% and from 68% to 60% respectively).

Rules are no more common for parents of boys or girls, or according to the socio-economic group profile of the household.

Rules are less common in households where the child has internet access in the bedroom (71%) and where the child has unsupervised access to the internet (72%) when compared against all 8-15 year olds who use the internet (79%). Looking at this by age of the child, younger children who have internet access in their bedroom are no more likely to have rules imposed than all 8-15s who use the internet at home. Rules are less common for those 8-15s who use the internet unsupervised (80% compared to 87% for all 8-15 year olds who use the internet at home).

For older children, rules are less likely to be imposed for those that have internet access in the bedroom (67%) and for those who use the internet unsupervised (68%), compared to all 12-15 year olds who use the internet at home (73%).

Compared to the 2005 Children's Media Literacy Audit, there have been no changes in the reported incidence of rules among parents of 12-15 year olds whose child uses the internet at home. The incidence of 'any rules' has decreased among parents of younger children, from 95% in 2005 to 87% in 2007.

3.11 Controls and security

Parents of children who use the internet at home were asked if there are any controls set or software loaded to stop their child viewing certain types of websites. Responses from parents of children in each age group are shown in Figure 59, with the comparable findings from the 2005 Children's Media Literacy Audit also shown.

Figure 59: Internet controls or blocking software loaded, 2005 and 2007

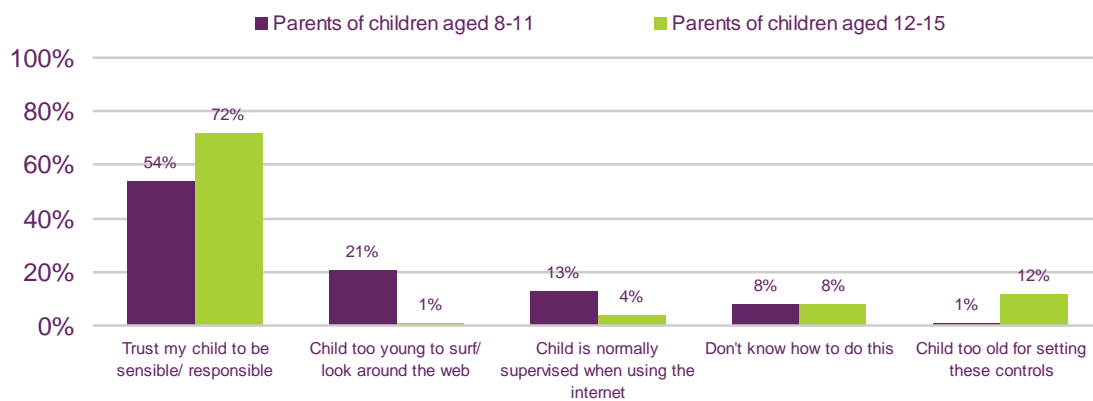


QP21- Are there any controls set or is any software loaded to stop your child viewing certain types of websites?
Base: Parents of children aged 8-15 who use the internet at home (875 aged 8-11, 1045 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Half of all parents of younger children who access the internet at home have set up controls, compared with two in five parents of older children. The use of controls does not vary by the gender of the child, the socio-economic group, or by whether the household is in a rural or an urban location. Compared with the 2005 Children's Media Literacy Audit, there has been a significant decline in controls being set for older children, but no overall change for younger children.

Those parents with no blocking controls in place were asked why that was. Responses are shown in Figure 60.

Figure 60: Reasons for no internet controls or blocking software loaded, by age



QP23 – And can you tell me why that is (that there are no internet controls or blocking software loaded)?
 Base: Parents of children aged 8-11 and 12-15 who use the internet at home without any controls set or software loaded to stop their child viewing certain types of websites (359 aged 8-11 and 258 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Different reasons for not having internet controls or blocking devices apply, depending on the age of the child concerned. While trust in the child is the main reason given across both age groups, parents of older children are more likely to mention this reason. Parents in ABC1 households are also more likely than those in C2DE households to mention trust as a reason for not installing controls or blocking software (at 68% compared with 60% respectively).

Parents of 8-11 year olds are more likely than parents of older children to say that controls are not installed because of the way their child uses the internet, either because they are too young to surf the internet or because they are normally supervised when online.

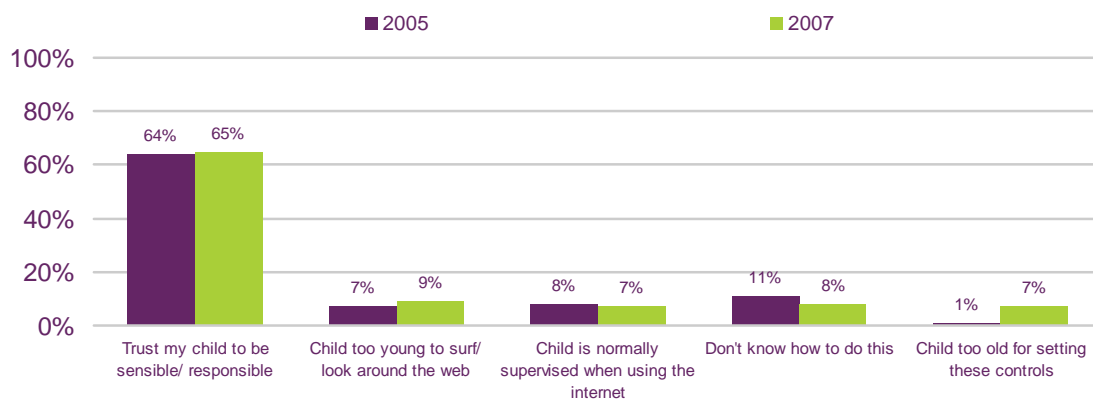
Given the contrast in views of parents of younger and older children regarding the child being too young to surf/look around the web, it is useful to see how this opinion changes by specific age of the child. Half (48%) of parents of an 8 year old child say their child is too young to surf as a reason for not installing controls or blocking software, compared with one in five (22%) parents of a 9 year old, one in ten (12%) parents of a 10 year old and very few (1%) parents with children aged 11 or over.

Across all parents without blocking software or internet controls, nearly one in ten parents of younger and older children say they are not sure how to set up these controls or blocking software.

Those children that have wholly unsupervised access to the internet at home (defined as those with no rules in place regarding their use of the internet, who mostly go online without an adult present and who do not have any controls set on their PC), account for one in ten of all children (12%) aged 8-15. This figure increase to one in five (19%) of all children aged 12-15. The profile of these children who are wholly unsupervised does not differ from the profile of all UK children who access the internet from home.

Figure 61 compares responses in 2007 with those from the 2005 Children’s Media Literacy Audit.

Figure 61: Reasons for no internet controls or blocking software, 2005 and 2007

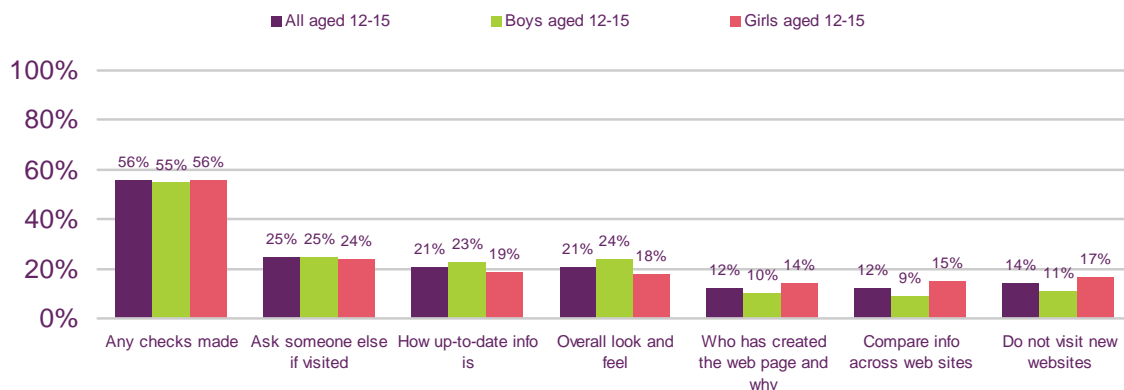


QP23 – And can you tell me why that is (that there are no internet controls or blocking software loaded)?
 Base: Parents of children aged 8-15 who use the internet at home without any controls set or software loaded to stop their child viewing certain types of websites (350 aged 8-15 in 2005, 887 aged 8-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Compared to the Children’s Media Literacy Audit in 2005, a larger proportion of parents state that their child is *too old for setting these controls* in 2007 than in 2005 (from 1% to 7%).

Children aged 12-15 who use the internet at home were asked to think about new websites that they visit and to choose from options on a list of things they would check on these new websites. Children were asked to select as many or as few as applied to them. Responses are shown in Figure 62, based on all 12-15 year olds using the internet and also by the child’s gender.

Figure 62: Checks made by children when visiting a new website, by gender aged 12-15



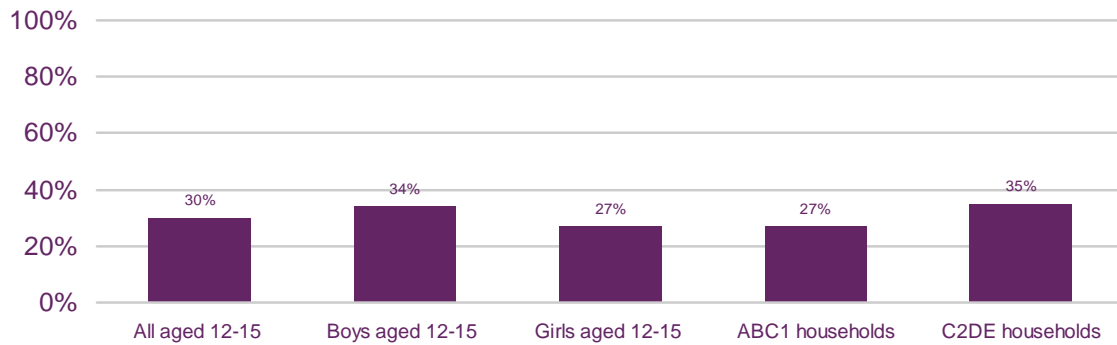
QC19 – Thinking about new websites you visit. Which, if any of these things would you check?
 Base: Children aged 12-15 who use the internet at home (734 aged 12-15, 370 boys aged 12-15, 364 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Half of all children aged 12-15 who use the internet at home make any of these checks on the new websites they visit.

There are no differences at an overall (any checks) level based on the child’s gender, although girls are more likely than boys to say that they do not visit new websites.

Looking specifically at those who said they do visit new websites, boys are more likely than girls to say that they do not tend to make any of these checks. Children from C2DE households are more likely than those in ABC1 households to say that they do not tend to make any of these checks, as shown in Figure 63. There are no differences by whether the child lives in an urban or a rural area.

Figure 63: No checks when visiting a new website, by gender and socio-economic group



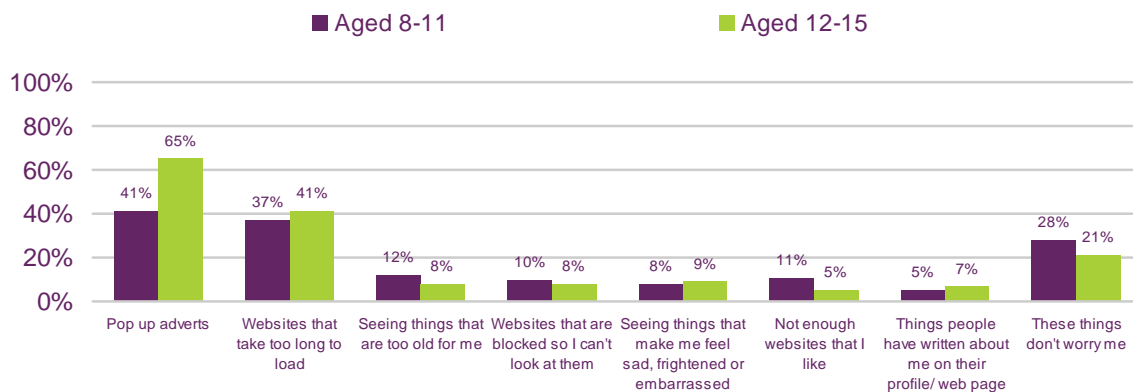
QC19 – Thinking about new websites you visit. Which, if any of these things would you check?
 Base: Children aged 12-15 who use the internet at home (734 aged 12-15, 370 boys aged 12-15, 364 girls aged 12-15, 744 ABC1 households, 613 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

3.12 Concerns and dislikes

Children were asked about specific dislikes they had regarding the internet. All children were prompted with a list detailing seven potential dislikes and asked to select as many or as few that applied to them as things they *don't like about the internet*.

Figure 64 shows responses to the question asked of children who use the internet at home.

Figure 64: Children's dislikes about the internet, by age



QC18 – Which of these things if any, are things you don't like about the internet?
 Base: Children aged 8-15 who use the internet at home (638 aged 8-11, 734 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

One in four 8-11 year old and one in five 12-15 year old is not worried about any of the issues raised. The most common complaint among children is *pop up adverts* on the internet. *Websites that take too long to load* is also a dislike among over a third of 8-11s and two in five 12-15s. All other issues raised received relatively low levels of concern. Younger children are, however, more likely than older children to dislike *seeing things that are too old for me* and to say there are *not enough websites that I like*.

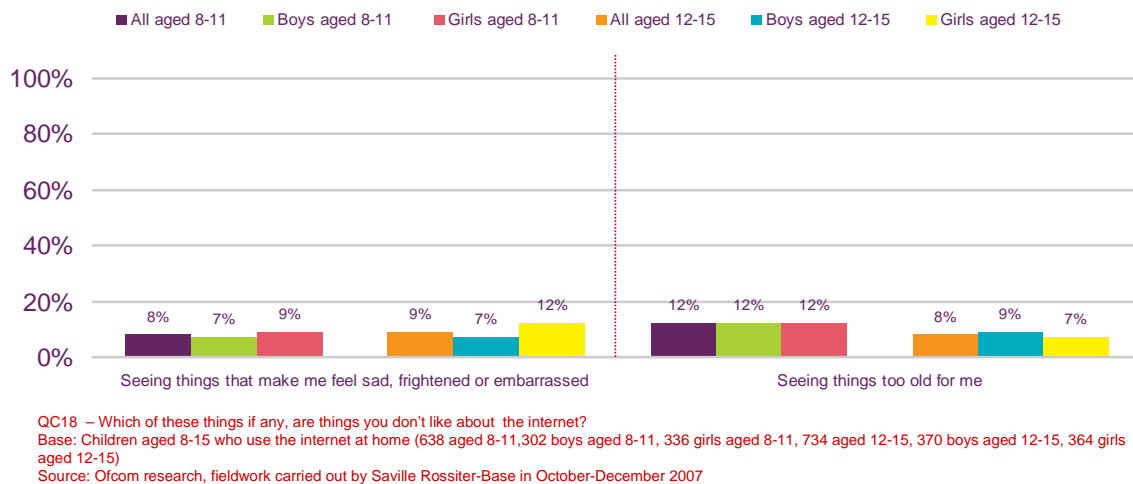
Figure 65 shows how *seeing things that are too old for me* and *seeing things that make me feel sad, frightened or embarrassed* vary by gender within age groups.

This particular theme will be explored later in this section, within the social networking sub-section, but it is worth noting that one in twenty of all children who use the internet have

concerns that people can get a bad reputation as a result of others posting comments about them on social networking sites.

Unlike television, there does not appear to be a link between parental concerns and children’s concerns about the internet.

Figure 65: Children’s dislikes about the internet, by age and gender



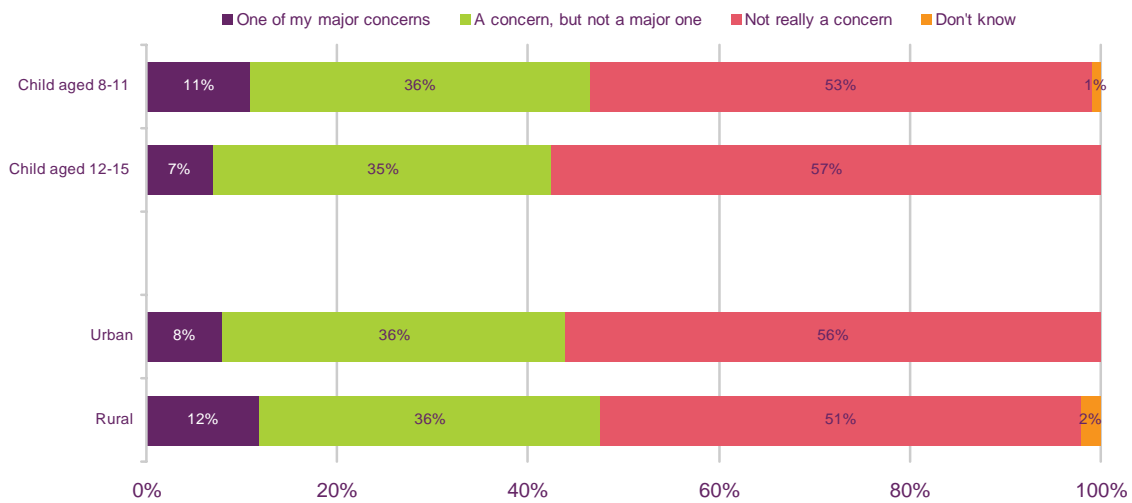
Older girls are more likely than older boys to dislike *seeing things that make me feel sad, frightened or embarrassed*. Otherwise, responses do not vary between boys and girls in each age group.

Children with a PC in their bedroom and those that go online unsupervised are neither more nor less likely to be concerned about any of these issues, nor are there any differences by socio-economic group or by whether the child lives in an urban or a rural area.

Having any of these dislikes about the internet does not differ across those that do and do not have any parental rules or restrictions about the internet. However, among those with any parental rules or restrictions, a higher proportion say they dislike *seeing things that are too old for me* (11%) compared to those with no rules or restrictions (6%).

Figure 66 shows responses from parents regarding their levels of concern about their child’s use of the internet (at home or elsewhere). Parents were asked whether they considered their child’s use of the internet to be *one of their major concerns, a concern but not a major one or not a concern at all*.

Figure 66: Parental concerns about child's access to the internet, by age and urban/rural area



QP14– Please think about your child's use of the internet alongside any concerns you may have relating to your child. Would you describe your child's use as...?
 Base: Parents of children aged 8-15 whose child uses the internet (663 aged 8-11, 768 aged 12-15, 1040 urban areas, 391 rural areas)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Overall, concern does not differ among parents by the age of the child, although parents of younger children are more likely to consider the internet a major concern, compared with parents of older children. Parents in rural areas are more likely to be concerned than those in urban areas. There are no differences in the level of concern by socio-economic group.

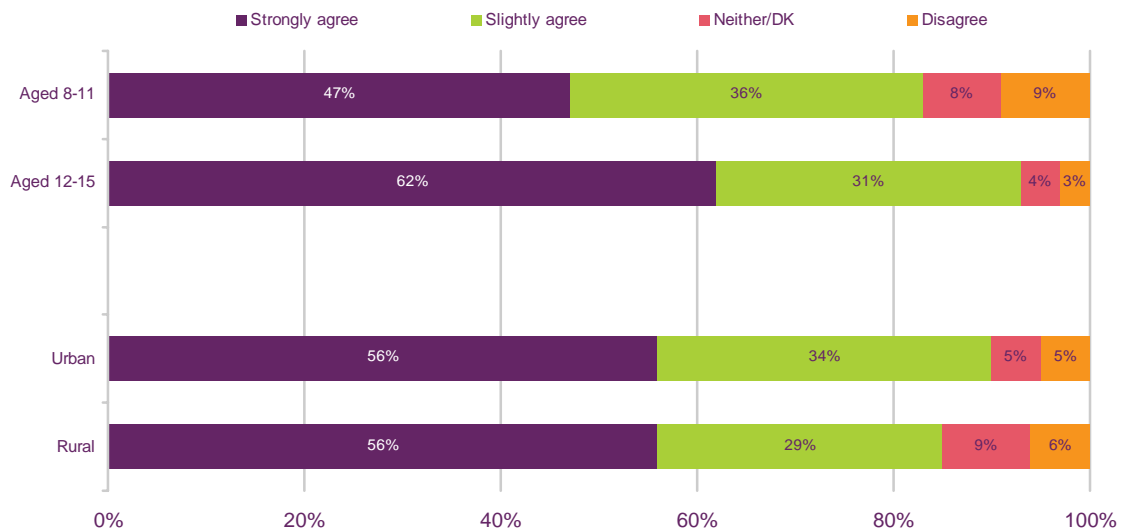
Compared to parental concerns about television, as shown in Figure 36, the internet is more of a concern to parents.

This question was not asked in the 2005 Children's Media Literacy Audit.

3.13 Attitudes towards the internet

Parents of 8-11 and 12-15 year olds who use the internet were prompted with a series of statements about their child's use of the internet and were asked to indicate the extent to which they agree or disagree with each. Figure 67 shows attitudes of parents regarding the statement - *I trust my child to use the internet safely.*

Figure 67: Parental attitudes towards the internet in relation to their child – *I trust my child to use the internet safely*



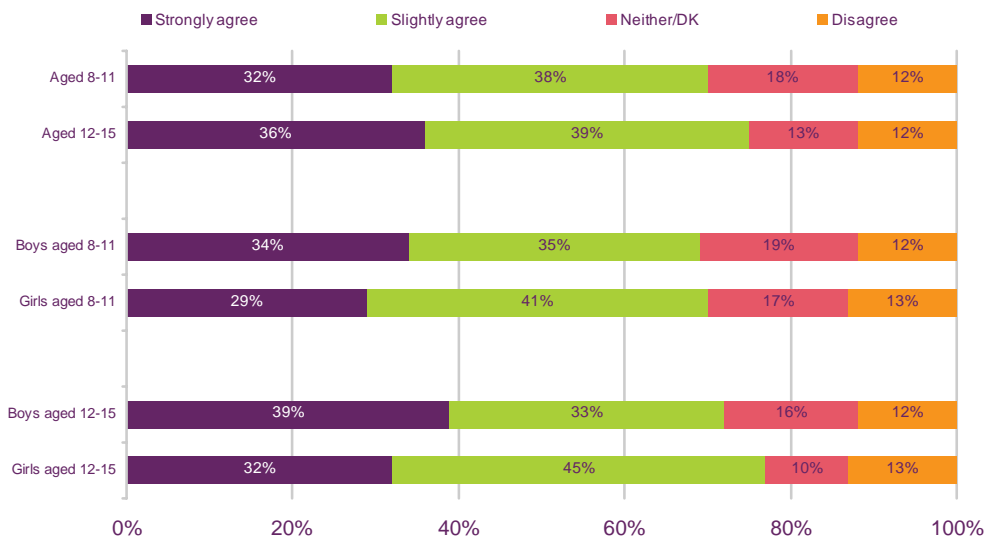
QP15B – Could you please use the options on this card to tell me the extent to which you agree or disagree with these statements in relation to your child?
 Base: Parents of children who use the internet at home or elsewhere (663 aged 8-11, 768 aged 12-15, 1040 urban households, 391 rural households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Parents of 12-15 year olds who use the internet are more likely than parents of younger children to strongly agree with this statement. It is, however, worth noting that levels of disagreement (either strongly or slightly) with this statement are low for both age groups. Responses do not vary by the gender of the child.

When looking at overall levels of agreement (combining strongly and slightly agree), parents in urban areas are more likely to agree that they trust their child to use the internet safely than those in rural areas. Those whose child has internet access in their bedroom and those whose child tends to access the internet unsupervised are more likely to agree strongly with this statement (70% and 64% respectively) than all parents whose child uses the internet at home or elsewhere (56%).

Figure 68 shows attitudes of parents regarding the statement - *The benefits of the internet for my child outweigh any risks.*

Figure 68: Parental attitudes towards the internet in relation to their child – *The benefits of the internet for my child outweigh any risks*



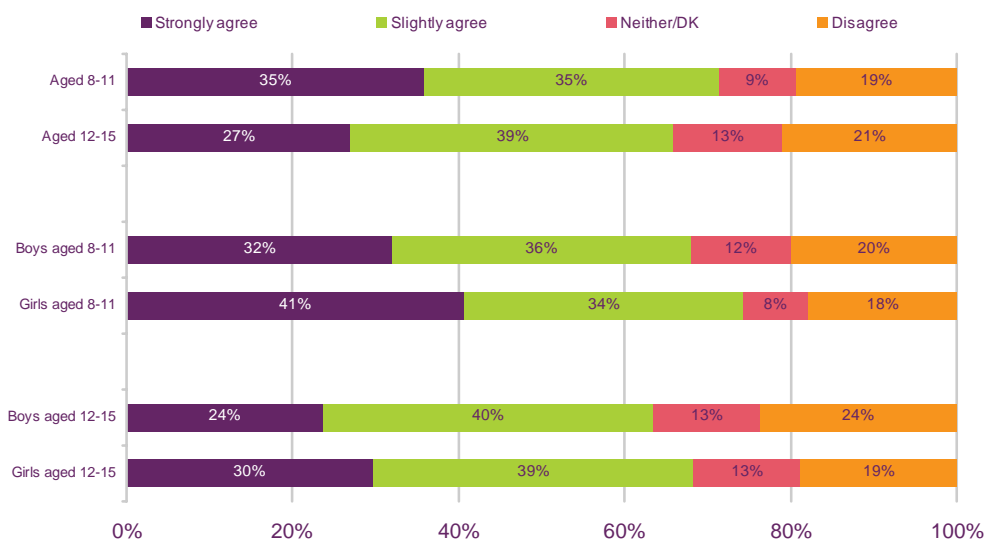
QP15A – Could you please use the options on this card to tell me the extent to which you agree or disagree with these statements in relation to your child?
 Base: Parents of children who use the internet at home or elsewhere (663 aged 8-11, 768 aged 12-15, 316 boys aged 8-11, 347 girls aged 8-11, 388 boys aged 12-15, 380 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Responses do not vary by the age of the child, with three-quarters of all parents agreeing (strongly or slightly) with the statement. In terms of differences by gender, parents of boys in each age group are more likely to agree strongly than parents of girls. Parents in C2DE households are more likely to disagree strongly than those in ABC1 households (6% compared with 3% respectively). There are no differences by whether the child lives in an urban or a rural area.

Those whose child has access to the internet in their bedroom and those whose child tends to access the internet unsupervised are also more likely to agree strongly with the statement (41% and 40% respectively) than all parents whose child uses the internet (34%).

Figure 69 shows attitudes of parents regarding the statement – *I'm worried about my child seeing inappropriate things on the internet.*

Figure 69: Parental attitudes towards the internet in relation to their child – *I'm worried about my child seeing inappropriate things on the internet*



QP15D– Could you please use the options on this card to tell me the extent to which you agree or disagree with these statements in relation to your child?
 Base: Parents of children who use the internet at home or elsewhere (663 aged 8-11, 768 aged 12-15, 316 boys aged 8-11, 347 girls aged 8-11, 388 boys aged 12-15 380 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

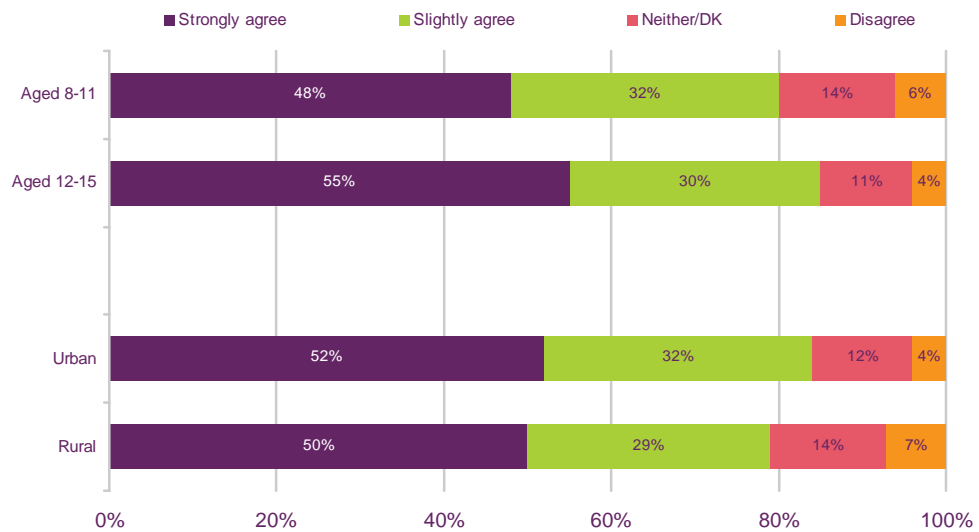
Parents of younger children are more likely than parents of older children to strongly agree with the statement, and parents of younger girls in particular. Parents whose child tends to access the internet unsupervised are less likely than all adults to strongly agree with this statement (26% compared to 31%).

Parents in C2DE households are more likely to strongly disagree *I'm worried about my child seeing inappropriate things on the internet* than those in ABC1 households (11% compared with 7%). There are no differences by whether the child lives in an urban or a rural area.

Compared to the 2005 Children's Media Literacy Audit, parents of children who use the internet at home or elsewhere are less likely to agree with the statement – *I'm worried about my child seeing inappropriate things on the internet*. The decrease in overall levels of agreement is the same for parents of 8-11 year olds (from 75% to 70%) and 12-15 year olds (from 72% to 66%).

Figure 70 shows attitudes of parents regarding the statement – *My child has been taught at school how to use the internet safely and efficiently*.

Figure 70: Parental attitudes towards the internet in relation to their child – *My child has been taught at school how to use the internet safely and efficiently*



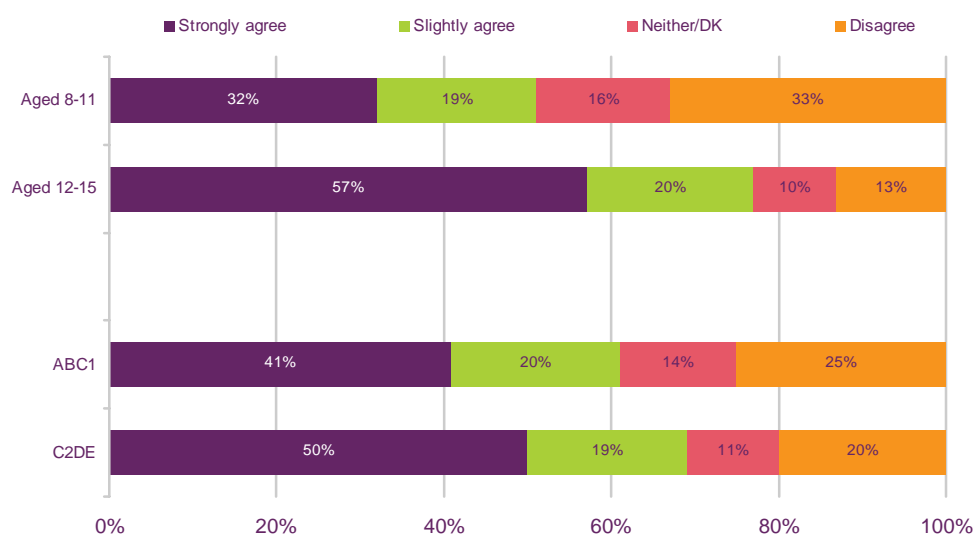
QP15C – Could you please use the options on this card to tell me the extent to which you agree or disagree with these statements in relation to your child?
 Base: Parents of children who use the internet at home or elsewhere (663 aged 8-11, 768 aged 12-15, 1040 urban households, 391 rural households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Parents of older children are more likely than parents of younger children to strongly agree with this statement. Responses do not vary by the gender of the child, or by the socio-economic group of the household.

Parents in urban areas are more likely to strongly agree that *my child has been taught how to use the internet safely and efficiently* than those in rural areas.

Figure 71 shows attitudes of parents regarding the statement – *My child knows more about the internet than I do*.

Figure 71: Parental attitudes towards the internet in relation to their child – *My child knows more about the internet than I do*



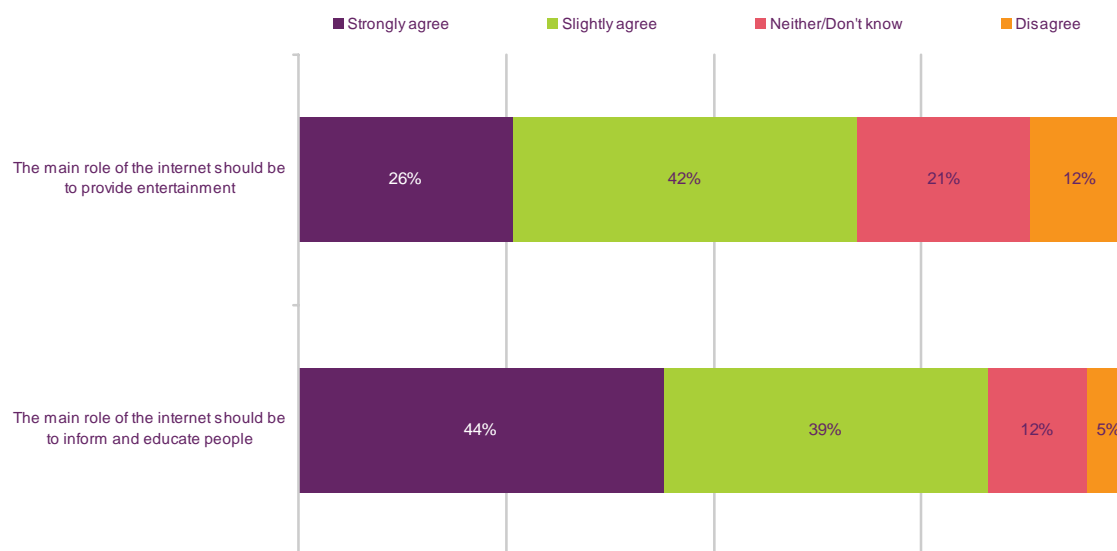
QP15E – Could you please use the options on this card to tell me the extent to which you agree or disagree with these statements in relation to your child?
 Base: Parents of children who use the internet at home or elsewhere (663 aged 8-11, 768 aged 12-15, 1040 urban households, 391 rural households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Parents of older children are more likely than parents of younger children to strongly agree with the statement. Responses do not vary by the gender of the child, or whether the child lives in an urban or a rural area.

Parents in C2DE socio-economic group households are more likely to strongly agree: *my child knows more about the internet than I do* than those in ABC1 households.

Figure 72 shows the responses of all children aged 12-15 (rather than all internet users) when asked about their views of the role of the internet. This figure directly compares these children's responses to whether they feel the main role of the internet is *entertainment* or whether its main role is to *inform and educate people*. These two questions were asked separately, and so it is possible for children to agree or to disagree with each.

Figure 72: Attitudes towards the internet among 12-15 year olds



QC20A-B- Using this card, choose an answer to show how much you agree or disagree with some things other people have said about the internet
 Base: Children aged 12-15 (1017)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

There are no differences in levels of agreement by gender or by socio-economic group for the statement *The main role of the internet should be to provide entertainment*. Children from households in urban areas are more likely to strongly agree with the statement than children in households from rural areas (32% compared with 25%).

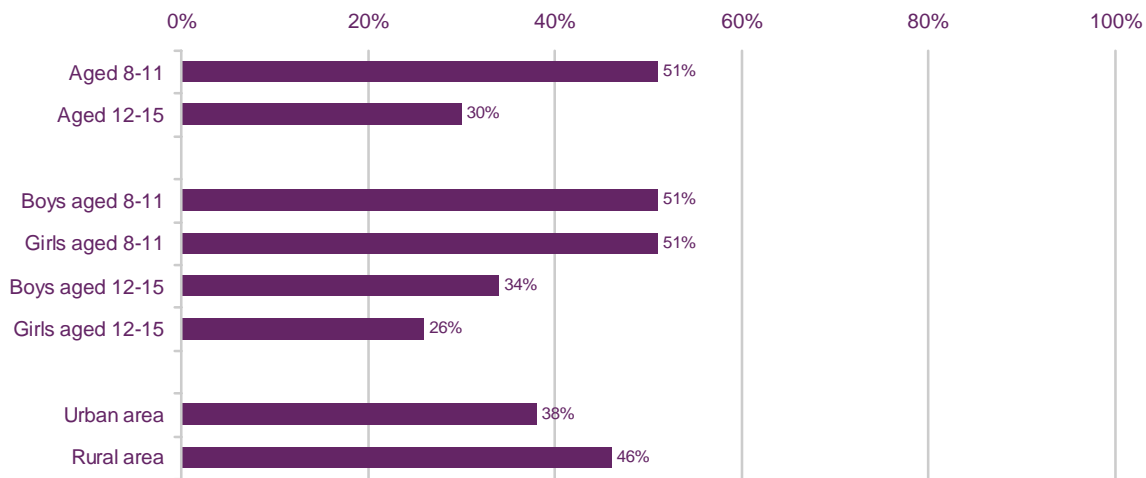
For the statement *The main role of the internet should be to inform and educate people*, the only difference is by socio-economic group. Eighty-six per cent of children in ABC1 households agree overall (strongly or slightly) with this statement, compared with 80% of children in C2DE households.

At an overall level, a majority of children agree with both roles for the internet, so there is no primary role for the internet, as is also the case for television. Children are, however, more likely to agree that the main role for the internet is *to inform and educate people*.

These questions were not asked in the 2005 Children's Media Literacy Audit 2005.

All children aged 8-15 who use the internet were asked whether they could *easily live without the internet*, with responses shown in Figure 73.

Figure 73: Whether child *could live without* the internet, by age, gender, and those in urban and rural areas



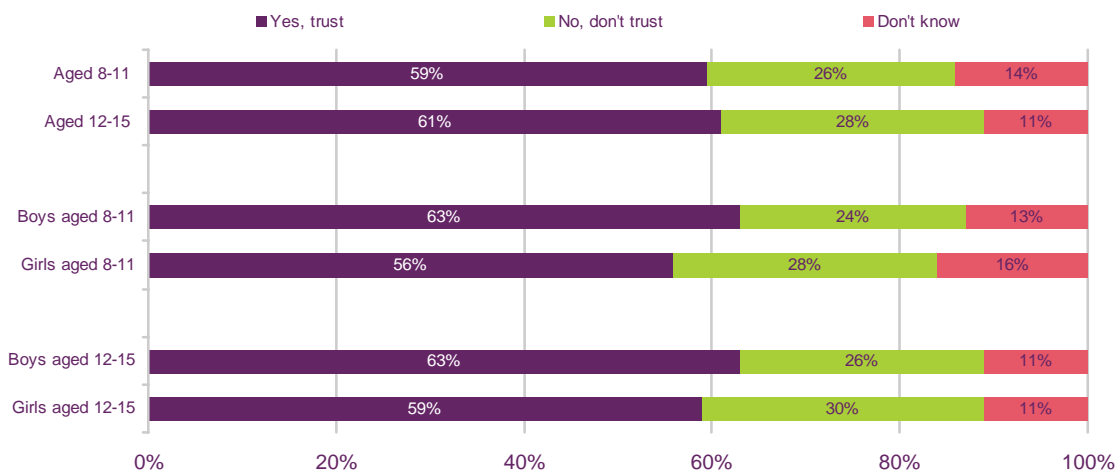
QC22A - Could you easily live without the internet?
 Base: Those children aged 8-15 who use the internet at home (875 aged 8-11, 1045 aged 12-15, 433 boys aged 8-11, 442 girls aged 8-11, 528 boys aged 12-15, 517 girls aged 12-15, 1550 urban households, 370 rural households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April – September 2007

Responses vary by the age of the child; with younger children more likely than older children to say they could *easily live without the internet*. The reverse is true for television, as shown in Figure 38. Among older children aged 12-15, boys are more likely than girls to say they could *easily live without the internet*. Children in rural areas are more likely than those in urban areas to say they could *easily live without the internet*. There are no differences by socio-economic group.

3.14 Critical awareness

Children aged 8-15 who use the internet at home were asked whether they trust most of what they find online, with responses shown in Figure 74.

Figure 74: Children’s trust in online content, by age and gender



QC22G – Do you trust most of what you find on the internet?
 Base: Children aged 8-15 who watch TV at home (875 aged 8-11, 1045 aged 12-15, 433 boys aged 8-11, 442 girls aged 8-11, 528 boys aged 12-15, 517 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April – September 2007

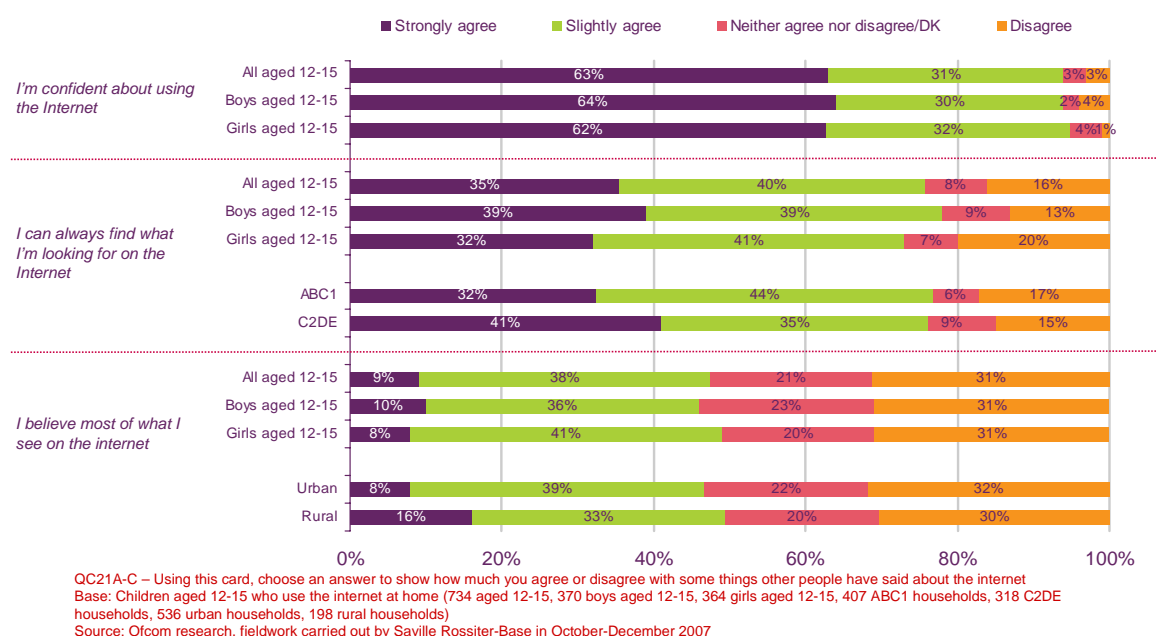
A majority of both younger and older children trust most of what they find on the internet. Across all children who use the internet at home, boys are more likely than girls to trust most of what they find online. There are no differences by socio-economic group or by whether the child lives in an urban or a rural area.

Trust in the internet does correlate with broader use of the internet; those who trust most of what they find on the internet are more likely to make broader use of the internet. The range of internet activities carried out at least once a week rises from an average of 3.5 out of 9 activities for all children aged 8-15 (who use the internet at home) to 3.8 for those who trust most of what they find on the internet.

This question was not asked in the same way in the 2005 Children’s Media Literacy Audit, so meaningful comparisons cannot be made.

Older children were also asked about some specific attitudes towards the internet and their views are summarised in Figure 75.

Figure 75: Children’s attitudes towards the internet, by gender aged 12-15



A majority of children aged 12-15 who use the internet at home strongly agree with the statement *I'm confident about using the internet*. While levels of agreement are consistent by gender, boys are more likely to disagree with the statement than girls. Those who are more confident in getting the internet to do what they want it to do are also more likely to make broader use of the internet.

More than one-third of all children aged 12-15 who use the internet at home strongly agree with the statement *I can always find what I'm looking for on the internet*, with children in C2DE households more likely than children in ABC1 households to strongly agree. However, girls aged 12-15 who use the internet at home are more likely to disagree than boys.

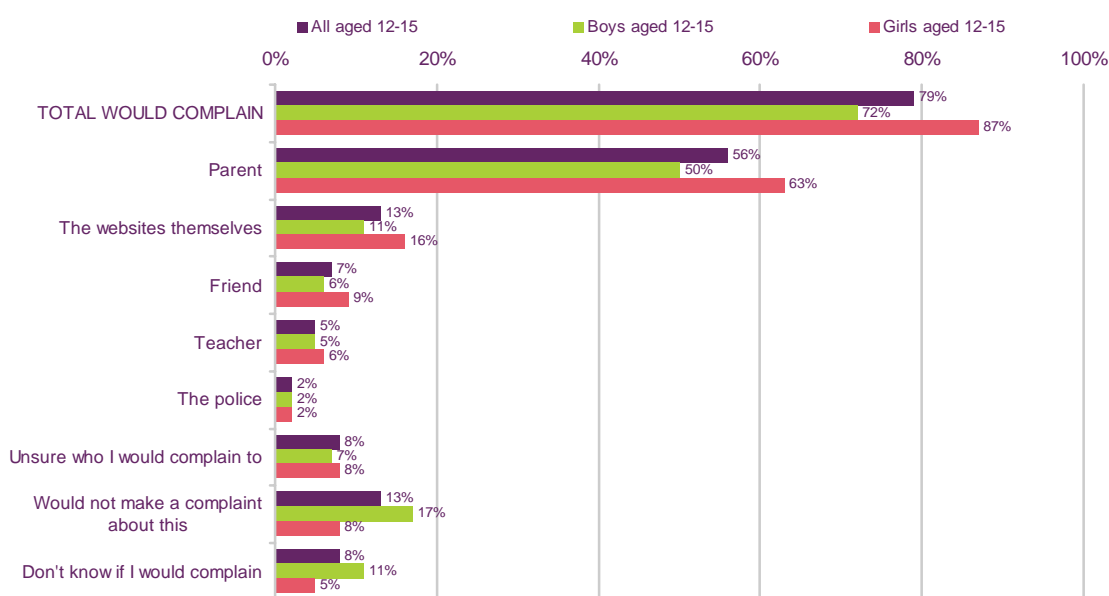
One in ten children aged 12-15 who use the internet at home strongly agree with the statement *I believe most of what I see on the internet*, with close to a third disagreeing overall. Neither of these views differ by gender or by socio-economic group. Children in rural areas are more likely than children in urban areas to strongly agree with this statement.

A significant proportion of 12-15 year old internet users, however, neither agree nor disagree (21%) with this statement; suggesting a degree of uncertainty.

3.15 Complaining about online content

All children aged 12-15 who use the internet at home were asked if they would complain if they saw something *worrying, nasty or offensive in some way* online. Those saying they would complain were asked who they would complain to. Figure 76 shows responses to this question from all 12-15 year olds who use the internet at home, comparing boys and girls.

Figure 76: Whether children would complain about online content and who to, by gender aged 12-15



QC30 – If you saw something online that you found worrying, nasty or offensive in some way, would you complain about it? IF YES – Who would you complain to? (Shows spontaneous responses from 2% or more of all internet users aged 12-15)
 Base: Children aged 12-15 who use the internet at home (734 aged 12-15, 370 boys aged 12-15, 364 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Across all 12-15 year olds who use the internet, four in five say they would complain if they saw something *worrying, nasty or offensive*. This is more common for girls than for boys. Nearly one in five boys, and one in ten girls, say they would not complain.

Across both genders, those who would complain are most likely to say they would complain to a parent. This response is more common for children in ABC1 households than for those in C2DE households (at 60% and 52%).

This question was not asked in the 2005 Children’s Media Literacy Audit.

3.16 Awareness of, and attitudes towards, illegal downloads

Summary of rules around downloading music and movies

People can download music and movies in one of two ways. One way to buy music or movies is from an online store like iTunes. The other way is to download the content from a site (such as Limewire or Kazza) where a person shares a copy of the content for free. This last type of service is called a file sharing service.

It is illegal to share/download copies of rights protected content without the permission of the right’s holder.

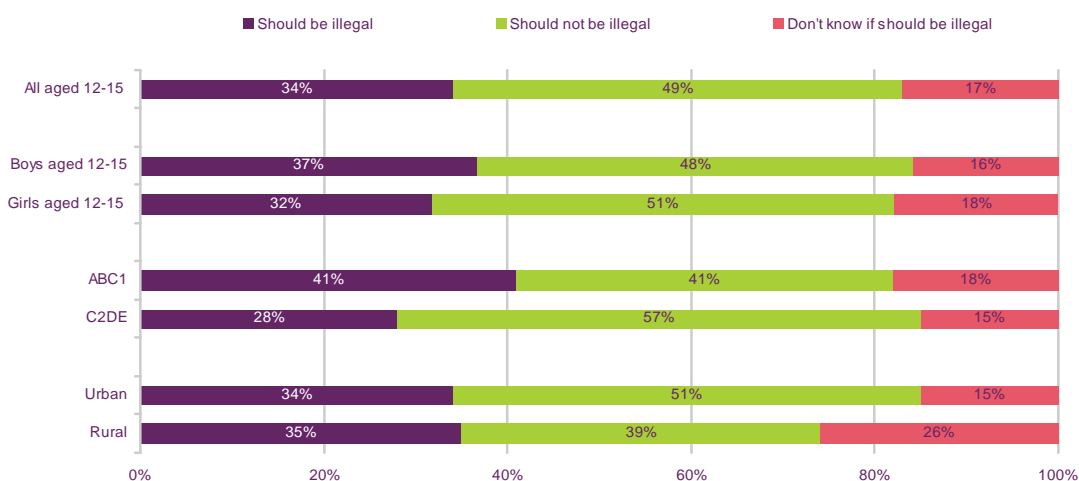
All children aged 12-15 were prompted with a description of the two main ways in which music and films can be downloaded from the internet: *by paying at an online shop like iTunes, or from a download site like Limewire or Kazaa where a person shares their copy of the music or the movie for free*. Having described the two main ways of downloading, the children were asked whether they had been aware of these prior to taking part in the interview.

Across all children aged 12-15, three in four (75%) had been aware of online shops like iTunes, and three in five (61%) had been aware of free file-sharing services. One in five (20%) had not been aware of either online shops or file-sharing services. Unsurprisingly, awareness is lower among children who do not use the internet, with just over half aware of online shops and just under half aware of free file-sharing services.

Of those aware of free file-sharing services, one in four (23%) were not aware that downloading for free from these sites is often illegal because of copyright issues. Again, awareness of this illegality is lower among those children who do not use the internet, with around half unaware.

Those who were aware that downloading shared copies of music or films is often illegal were asked whether they felt this should be illegal. Figure 77 shows responses from all 12-15 year olds responding to this question, and from boys and girls separately.

Figure 77: Children’s attitudes towards illegality of downloading from free file-sharing services, by boys and girls aged 12-15



QC33 –Do you think that downloading films, music and software in this way should be illegal?
 Base: All children aged 12-15 who are aware that downloading from file sharing sites is often illegal (446 aged 12-15, 218 boys aged 12-15, 228 girls aged 12-15, 230 ABC1, 211 C2DE, 336 urban, 110 rural)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

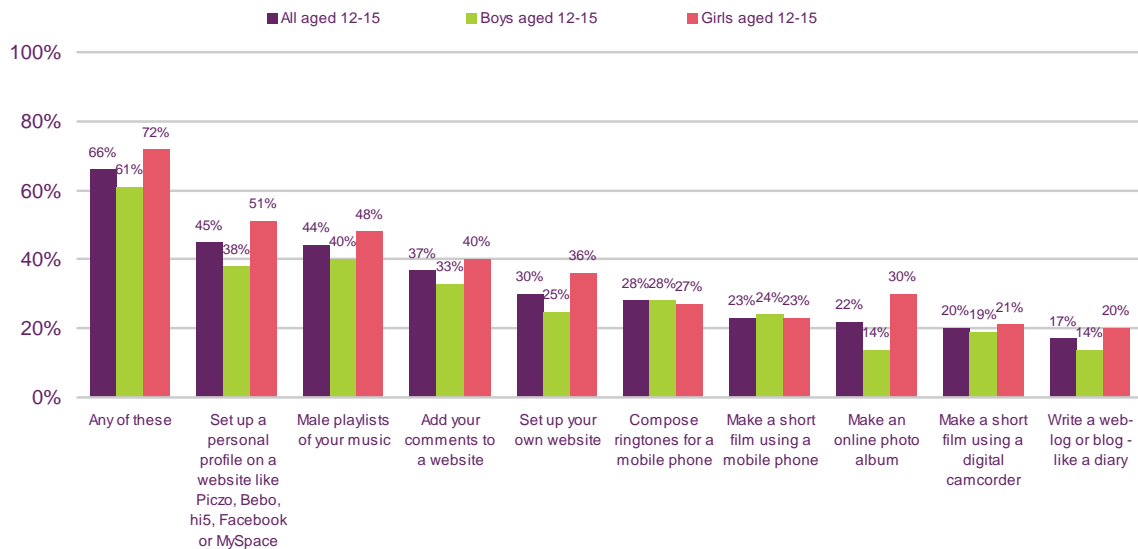
While one in three children aged 12-15 who were aware that downloading from free file-sharing services is often illegal think this should be illegal, half do not. The remainder are unsure. Responses do not vary to any extent by gender. Children in C2DE households and those in urban areas who are aware that downloading from free file-sharing services is often illegal are more likely to say this type of downloading should not be illegal, compared to those in ABC1 households and those in rural areas.

The opinions of children who download or listen to music online do not differ from all 12-15 year olds in this respect.

3.17 Interest in, and experience of, creative activities

Children aged 12-15 were prompted with nine types of creative activities associated with digital technology. For each type of activity, the children were asked if they had already done this, or were interested, or not interested, in doing this. Figure 78 shows the proportion of all children aged 12-15, and of boys and girls in this age group, who have done each of the nine activities.

Figure 78: Children’s experience of creative activities, by boys and girls aged 12-15



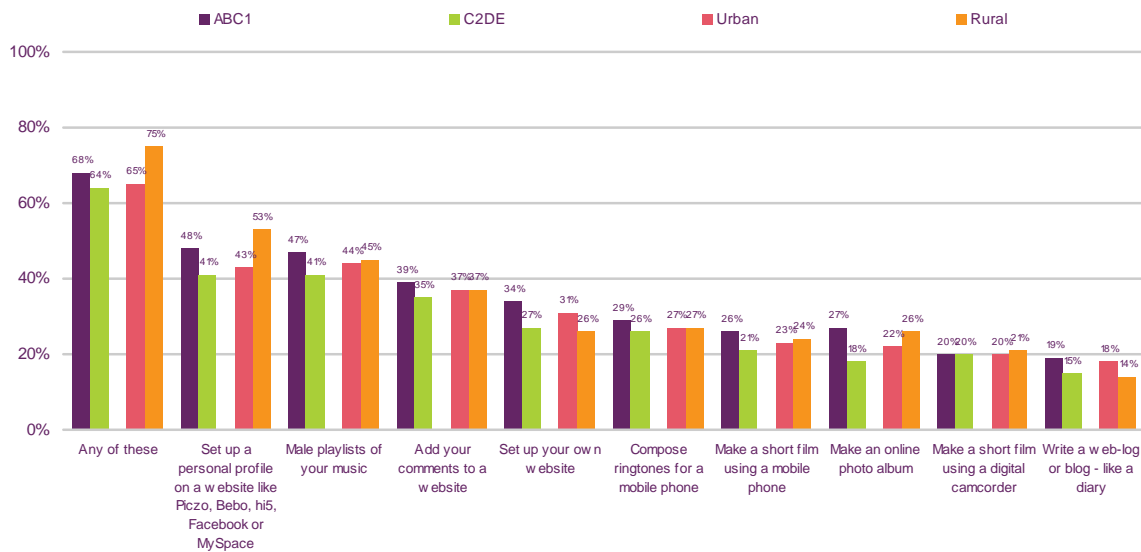
QC42A-I – I’d like to read out a number of things people might do using the types of technologies we’ve been talking about. For each one, could you please tell me if you’ve done it, or you’d be interested in doing it, or you’re not interested in doing it?
 Base: Children aged 12-15 (1017 aged 12-15, 512 boys aged 12-15, 505 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

While two-thirds of all 12-15 year olds have experience of any of these creative activities, no single activity has been experienced by over half of all 12-15 year olds. Girls are more likely than boys to have experienced any of these creative activities, driven by a higher proportion of girls having made an online photo album, set up a profile on a website such as Piczo, Bebo, hi5, Facebook or MySpace, or set up their own website. Each of these particular activities relate to social networking sites, which we will cover in more detail later in this section.

Where fewer boys have experience of these activities (as detailed in Figure 78), boys state that they are *not interested* in the activity, rather than *interested but not experienced*.

Other than gender, experience of these activities is generally more common for children in ABC1 households and those in rural areas, as shown in Figure 79.

Figure 79: Children’s experience of any creative activities, by socio-economic group and urban or rural areas



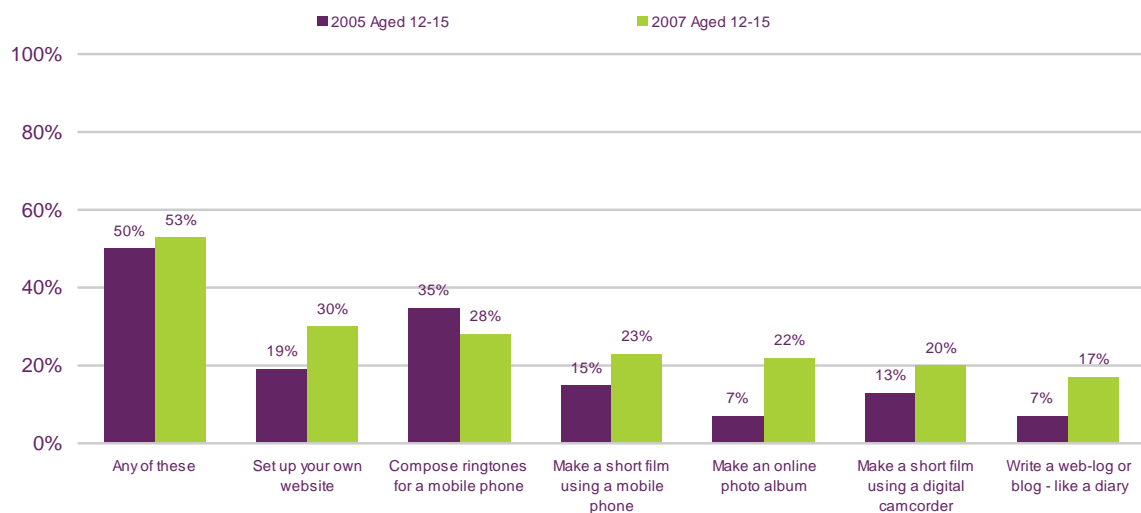
QC42A-I – I’d like to read out a number of things people might do using the types of technologies we’ve been talking about. For each one, could you please tell me if you’ve done it, or you’d be interested in doing it, or you’re not interested in doing it?
 Base: Children aged 12-15 (471 ABC1 households, 536 C2DE households, 766 urban areas, 251 rural areas)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

There is no single activity more likely to have been experienced by children aged 12-15 in C2DE households compared to those in ABC1 households.

Children in rural areas are more likely than those in urban areas to have set up a profile on a social networking site and made an online photo album. Children in urban areas are more likely than those in rural areas to have set up their own website and written a blog.

Six of the nine activities from the 2007 Children’s Media Literacy Audit were also covered in the 2005 study. Figure 80 compares the proportion of 12-15 year olds with experience of each of these activities, and overall.

Figure 80: Children’s experience of creative activities, 2005 and 2007



QC42A-I – I’d like to read out a number of things people might do using the types of technologies we’ve been talking about. For each one, could you please tell me if you’ve done it, or you’d be interested in doing it, or you’re not interested in doing it?
 Base: Children aged 12-15 (764 in 2005, 1017 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

With the exception of *composing ringtones for a mobile phone*, 12-15 year old children are more likely to have experience of each of these activities in 2007 than they were in 2005. By contrast, experience of composing ringtones has declined among 12-15 year olds since 2005.

At an overall level, the proportion of children in this age group with experience of any of these creative activities has not changed; accounting for half of all 12-15 year olds. What has changed, however, is the breadth of experience; with an average of 1.2 activities out of 6 in 2005 compared to 4.0 out of 6 in 2007.

3.18 Social networking sites

Children aged 12-15 who use the internet at home or elsewhere were asked whether they had ever created their own page or profile on a site like Piczo, Bebo, hi5, Facebook or MySpace. Those who had ever done so were then asked which different sites they had a page or profile on.

Figure 81 shows the number of social networking sites online children aged 12-15 have profiles on.

Figure 81: Number of social networking site pages or profiles among 12-15 year olds, by gender



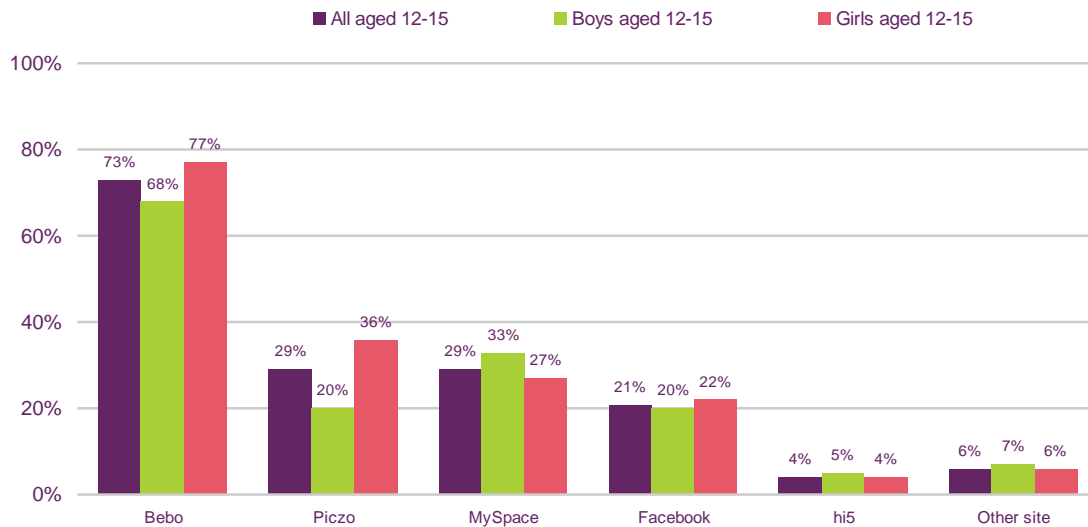
QC24/ QC25 – Have you ever created your own page or profile on a site like Piczo, Bebo, Facebook, hi5 or MySpace?/ Which different sites like this do you have a page or profile on?
 Base: Children aged 12-15 who use the internet at home (734 aged 12-15, 370 boys aged 12-15, 364 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Over half of all 12-15 year olds who use the internet have a current page or profile on a social networking site. As shown in Figure 82, having a profile is more common among girls than boys aged 12-15, accounting for three in five girls compared to half of all boys. Re-basing these figures to report on all 12-15 year old children, we can say that, overall, two in five (40%) of all 12-15 year olds have a social networking site page or profile, one-third (35%) of all boys and half (46%) of all girls. In addition to being more likely to have a social networking site profile, girls are also more likely than boys to have more than one social networking site profile.

The incidence of having a page or profile does not vary by socio-economic group or by urban or rural area, for those with internet access.

Figure 82 shows the social networking sites on which all users, plus boys and girls separately, have a page or profile.

Figure 82: Social networking sites 12-15 year old users have a page or profile on, by gender



QC24 – Which different sites do you have a page or profile on?

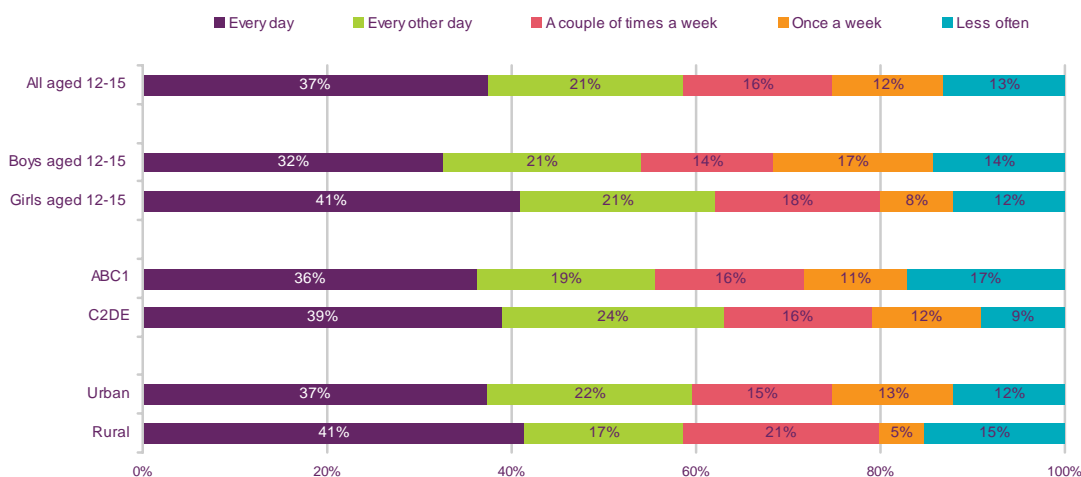
Base: Children aged 12-15 who have ever created their own page or profile on a social networking site (418 aged 12-15, 196 boys aged 12-15, 222 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Bebo is the most popular social networking site among 12-15 year old users, with around three-quarters using this site, compared to less than one-third using Piczo or MySpace, and one-fifth using Facebook. Girls are more likely than boys to use both Bebo and Piczo, through being more likely to use more than one site, as shown in Figure 81.

Those users who told us that their site profile could be seen by anyone (detailed later in this section) are more likely to have a profile on Piczo.

Social networking site users were asked how often they visit any of these types of sites, and their responses are summarised in Figure 83.

Figure 83: Frequency of users visiting social networking sites, by gender, socio-economic group and those in urban or rural areas



QC27 – How often do you visit any sites like Piczo, Bebo, hi5, Facebook or MySpace?

Base: Children aged 12-15 who have ever created their own page or profile on a social networking site (734 aged 12-15, 370 boys aged 12-15, 364 girls aged 12-15, 225 ABC1 households, 188 C2DE households, 298 urban areas, 120 rural areas)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

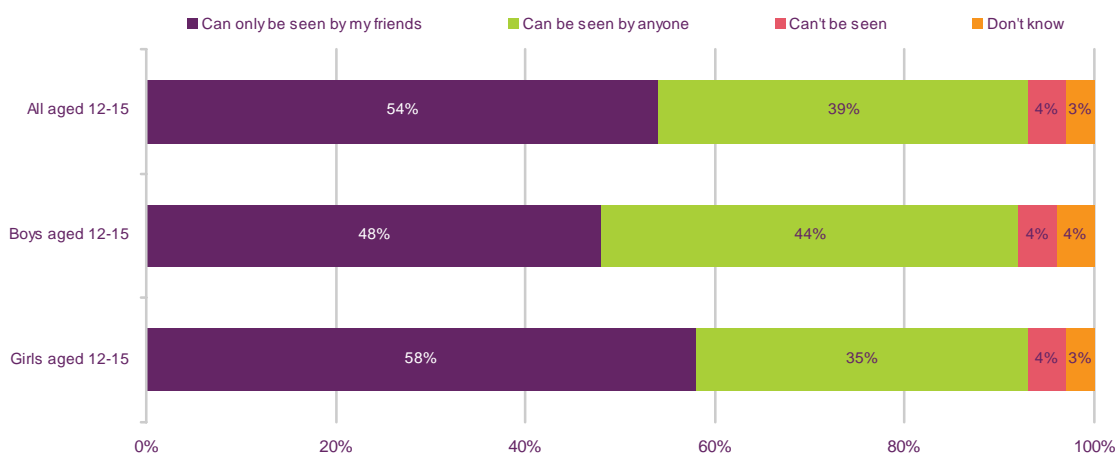
As well as having more site profiles, girls are more frequent social networking site visitors than boys; with four in five visiting more than once a week, compared to two in three boys with a profile.

Children in C2DE households are more likely to visit these sites at least once a week than children ABC1 in households.

Children with a social networking site profile in rural areas are no more frequent visitors overall than those in urban areas.

All children aged 12-15 with a social networking site profile were asked whether their profile can be seen by other people, and if so, who can see it. Figure 84 shows the responses given overall, and by boys and girls.

Figure 84: Visibility of social networking site profile, by gender



QC26 – And do you know if this profile can be seen by other people?
 Base: Children aged 12-15 who have ever created their own social networking site page or profile (418 aged 12-15, 196 boys aged 12-15, 222 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

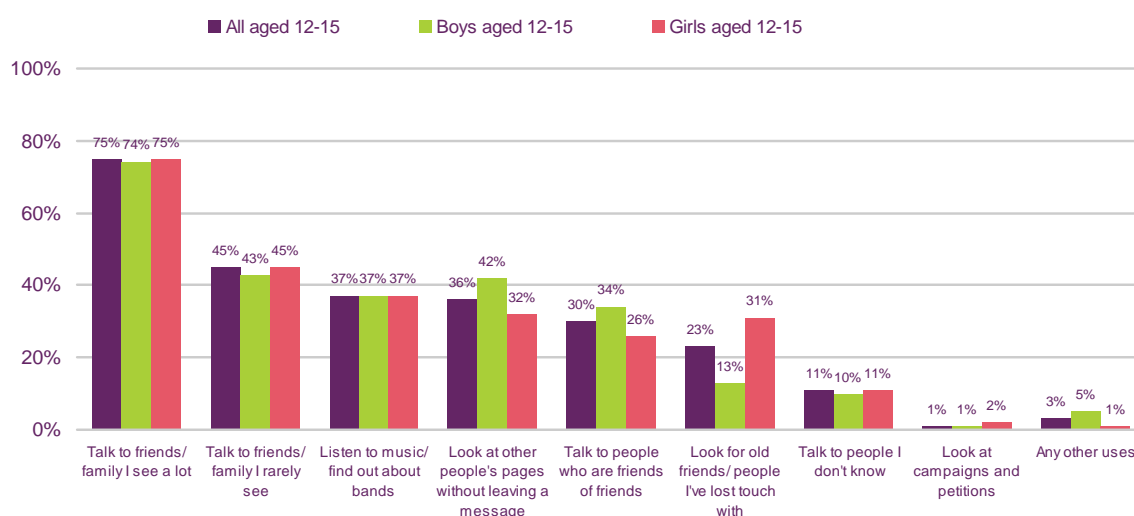
Two in five children aged 12-15 with a social networking site profile say that their profile can be seen by anyone, with almost all others say it can be seen only by their friends. Boys are more likely than girls to have a profile that is visible to anyone. Responses differ only by gender in this respect.

There does not appear to be a link between more or less frequent visitors, and profiles set either to private, or visible to anyone.

There are no differences in any responses by socio-economic group, or by whether the child lives in an urban or a rural area.

Children with a social networking site profile were prompted with a list of types of use and were asked which types they regularly use these sites for. Figure 85 shows responses overall, and for boys and girls.

Figure 85: Types of uses of social networking sites, by gender



QC28 – Do you regularly use these sites for any of the things shown on this card?
 Base: Children aged 12-15 who have ever created their own social networking site page or profile (418 aged 12-15, 196 boys aged 12-15, 222 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Using the site to talk to *friends or family I see a lot* is clearly the most popular use among both boys and girls, with all other types of uses made by less than half of all social networking site profile owners. Across the different types of use, boys are more likely than girls to use the site passively by looking *without leaving a message*. Girls are more likely than boys to look for people they have *lost touch with*.

Types of uses do not vary by the socio-economic group of the child's household. Those in rural areas are more likely than those in urban areas to use the site to talk to those they see *a lot*. Those in urban areas are more likely than those in rural areas to use the site *to talk to people they don't know*.

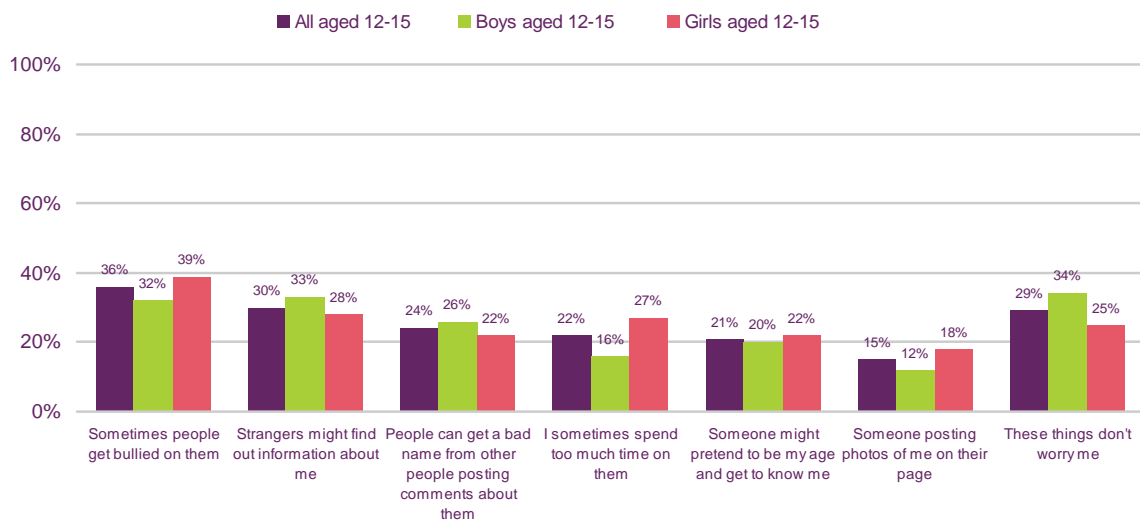
Across the different social networking sites used by 12-15 year olds, MySpace is the most used for *talking to friends of friends*. Apart from this, the types of use made do not vary across the different sites.

Those whose profile can be seen by anyone are more likely than all 12-15 year olds with a social networking site profile to use the sites they visit to *talk to people they don't know* (22% compared to 11%) and to *talk to friends of friends* (39% compared to 30%) .

Children aged 12-15 who use social networking sites were asked about specific concerns they had regarding these sites. All children were prompted with a list detailing six possible concerns and asked to select as many or as few that applied to them as *things they don't like about social networking sites*.

The aim of these questions is to establish whether the child has concerns without exposing children to any intrusive questioning techniques that might cause the child distress. In this respect we are interpreting 'particular dislikes' as concerns that the child has. Responses overall and from boys and girls are shown in Figure 86.

Figure 86: Children’s dislikes about social networking sites, by gender



QC29 – Which of these things, if any, are things that you don't like about sites like Piczo, bebo, hi5, Facebook or MySpace?
 Base: Children aged 12-15 who have ever created their own social networking site page or profile (418 aged 12-15, 196 boys aged 12-15, 222 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Two issues separate girls and boys who use social networking sites. Girls are more likely than boys to have report disliking that they *sometimes spend too much time on them*, while boys are more likely than girls to say *These things don't worry me*.

Taking *I sometimes spend too much time on them* out of the list of the list of potential dislikes leaves us with five dislikes which relate broadly to security and privacy. Across all users, three in five (62%) say that any of these are *things they don't like about social networking sites*. This degree of concern does not vary across boys and girls or by socio-economic group, but is more common for those in urban areas than for those in rural areas (65% compared to 49%).

There may be a link between a parent’s concerns about their child’s use of internet, and the child’s concerns about security/privacy issues relating to social networking sites. Children whose parents are concerned about the internet are more likely themselves to be concerned about these aspects of social networking sites. Interestingly, those whose profile can be seen by anyone are also more likely to have these security/privacy concerns, while those with a profile set to private are less likely.

Section 4

Mobile

This section looks at children's use of mobile phones; covering issues such as the volume and types of use, the child's main reason for using a mobile phone, parental rules and restrictions, internet controls and security, and children's and parents' concerns about mobile phones.

4.1 Summary

56% of 8-11 year olds and 90% of 12-15 year olds have their own mobile phone; both increases since 2005.

Older children make more calls and send more text messages on their mobile phone than younger children, and usage is higher among children in urban areas. Among younger children, girls make more calls. Across both age groups, girls send more text messages. The number of text messages sent far exceeds the number of calls made by children.

Older users make broader use of their mobile phone through using it for a wider range of activities. Girls have broader use than boys, and older girls have the broadest use.

While younger children and those in rural areas are more likely to say that they use their mobile phone for fun, the main reason is for contact with other people.

In households where a child uses a mobile phone, 72% of parents of 8-11 year olds and 67% of parents of 12-15 year olds say they have rules about their child's mobile phone use. Rules are more common in ABC1 households. The incidence of parental rules for mobile phone use has decreased since 2005 for younger children and is unchanged for older children.

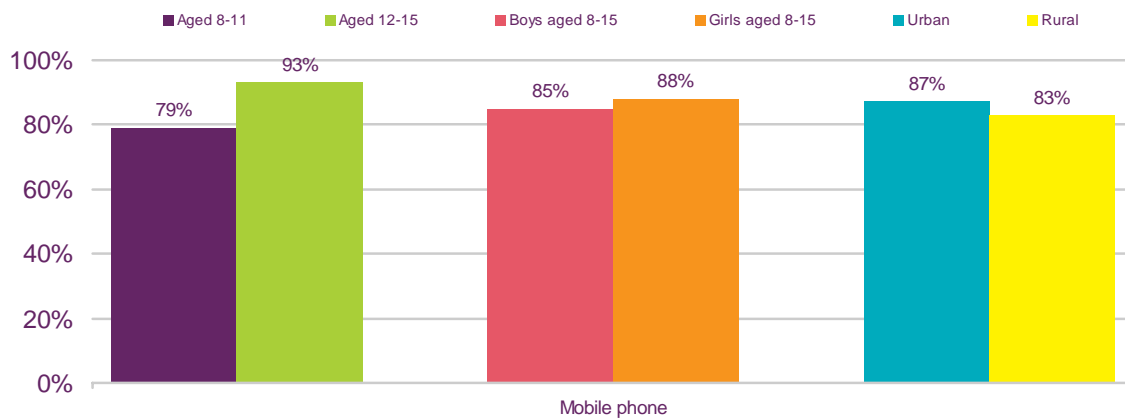
In households where the child has their own mobile phone, 12% of parents of 8-11 year olds and 12% of parents of 12-15 year olds say their child's use of a mobile phone is a concern for them, and this is more common among parents in rural areas and those in ABC1 households.

48% of 8-11s and 29% of 12-15s with their own mobile phone say they could easily live without it, and this is more common for boys.

4.2 Mobile phone penetration

Figure 87 shows household ownership of mobile phones by the age of the child, gender of the child and by whether the child lives in an urban or a rural area.

Figure 87: Mobile phone penetration by age, gender and urban/rural area



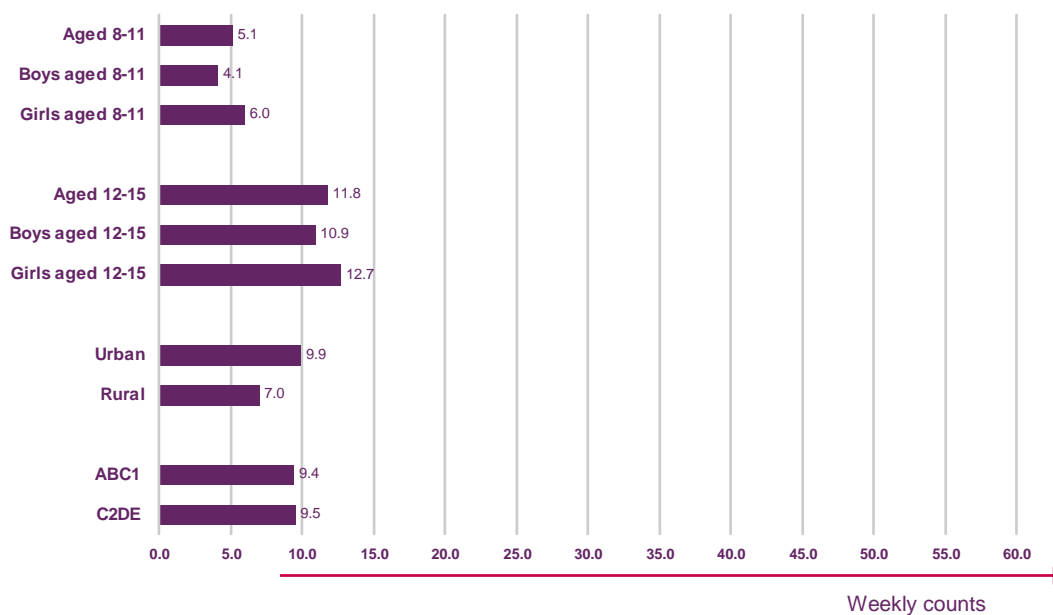
QP3D- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use
 Base: Parents of children aged 8-15 (1354 aged 8-11, 1357 aged 12-15, 1347 boys, 1364 girls, 2194 urban households, 516 rural households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Households with older children are more likely to have a mobile phone compared to households with younger children, as are households with girls rather than boys. Household ownership of a mobile phone is also higher for urban than rural households. There are no differences by households' socio-economic group.

4.3 Volume of mobile phone use

Parents of children aged 8-11 or 12-15 with their own mobile phone (56% of 8-11s and 90% of 12-15s, as shown in Figure 5) were asked to estimate how many phone calls they made on a typical school day and on a typical weekend day. Figure 88 shows the estimated average weekly calls made by mobile phone users by age, gender within age group, the socio-economic group of the household and whether the child lives in an urban or rural area.

Figure 88: Weekly mobile phone calls made by users



QP28A-B/ QC32A-B – How many calls would you say he/ she makes spends using his/ her mobile phone on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-15 whose child has their own mobile phone (665 aged 8-11, 320 boys aged 8-11, 345 girls aged 8-11, 1173 aged 12-15, 572 boys aged 12-15, 601 girls aged 12-15, 1486 urban area, 352 rural area, 838 ABC1 households, 967 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

As with television viewing and internet use, the estimated number of mobile phone calls made by 12-15 year olds with a mobile phone is higher than for 8-11 year olds with a mobile phone. Use does not vary by gender for older children, but younger girls make more calls than younger boys.

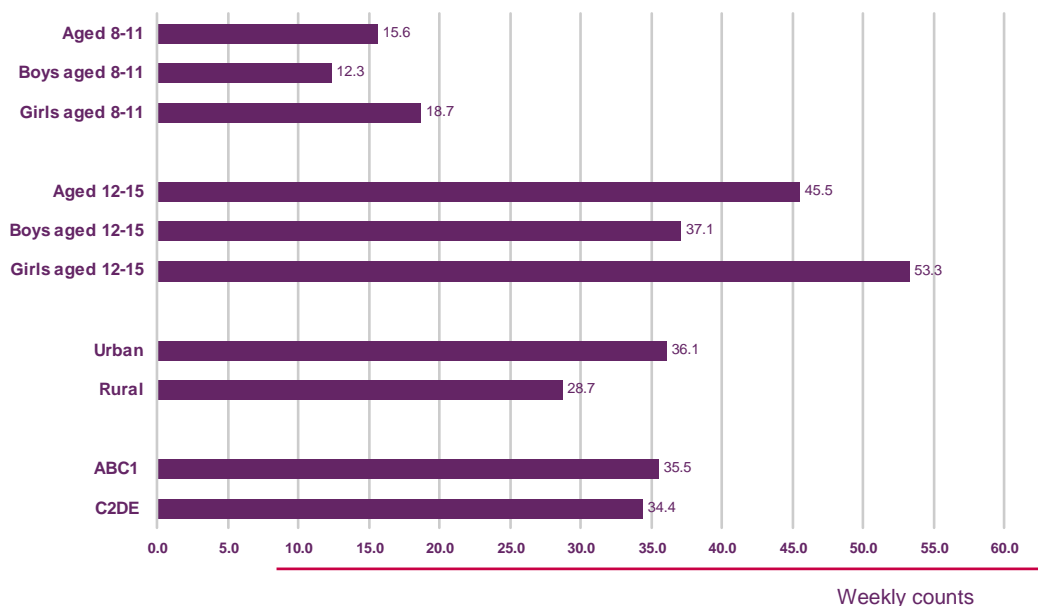
More calls are made by those living in urban than in rural areas. There is no difference between the volumes of mobile phone calls made by children in ABC1 and C2DE households.

Among younger mobile phone users aged 8-11, the number of calls made in a typical school week is not influenced by the presence or absence of parental rules or restrictions regarding their mobile phone use. Among older children aged 12-15, however, those with no parental rules or restrictions make more calls (at 13.3 per week) than those with any parental rules or restrictions (at 10.9 calls per week).

Compared to the 2005 Children's Media Literacy Audit, the average number of calls made by 8-11 year olds has not changed; at 5.8 calls per week in 2005 compared to 5.1 calls per week in 2007. There has, however, been an increase in the number of mobile phone calls made by 12-15 year olds; from 9.2 calls per week in 2005 to 11.8 calls per week in 2007.

Figure 89 shows the estimated average number of text messages sent per week by mobile phone users, by age, gender within age group, the socio-economic group of the household and by whether the child lives in an urban or rural area.

Figure 89: Weekly text messages sent by users



QP29A-B/ QC32A-B – How many calls would you say he/ she makes spends using his/ her mobile phone on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-15 whose child has their own mobile phone (665 aged 8-11, 320 boys aged 8-11, 345 girls aged 8-11, 1173 aged 12-15, 572 boys aged 12-15, 601 girls aged 12-15, 1486 urban area, 352 rural area, 838 ABC1 households, 967 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Comparing Figure 88 and Figure 89, it is clear that the volume of text messages sent by children with a mobile phone far exceeds the volume of mobile phone calls made.

Older children aged 12-15 send more text messages than children aged 8-11. For both age groups, the volume of text messages sent by girls is higher than for boys.

The average volume of text messages does not differ to a significant extent across children in the different socio-economic groups or by whether the child lives in an urban or a rural area.

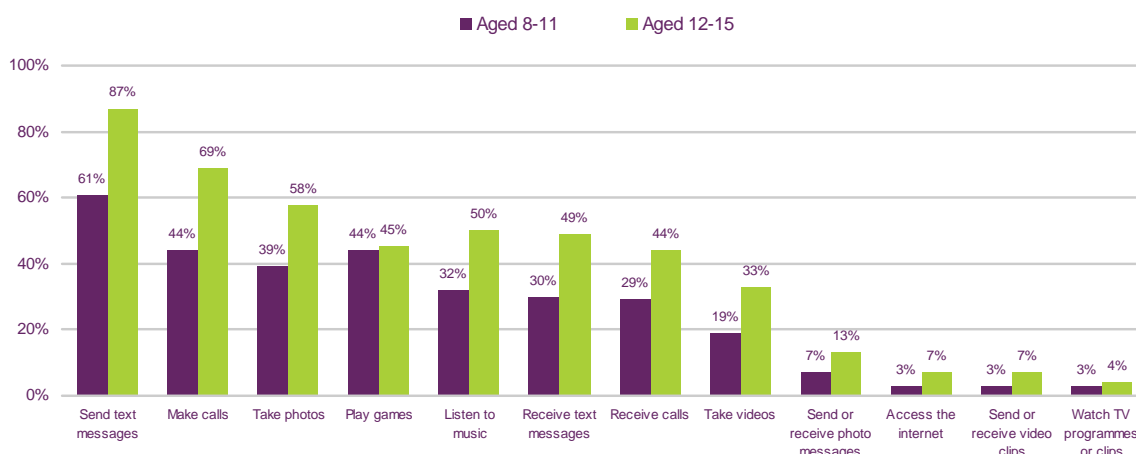
Among younger mobile phone users aged 8-11, the number of texts made in a typical school week is not influenced by the presence or absence of parental rules or restrictions regarding their mobile phone use. Among older children aged 12-15, however, those with no parental rules or restrictions send more text messages (at 55.1 per week) than those with any parental rules or restrictions (at 39.2 text messages per week).

Compared to the 2005 Children’s Media Literacy Audit, the average number of text messages sent by 8-11 year olds has not changed; it was 15.9 per week in 2005 compared to 15.6 per week in 2007. There has, however, been an increase in the number of text messages sent by 12-15 year olds; from 30.9 per week in 2005 to 45.5 per week in 2007.

4.4 Breadth of use of mobile phone

Children with their own mobile phone were prompted with twelve possible uses and were asked to say which they ever do with their mobile phone, and how often. Figure 90 shows the proportion of children aged 8-11 and aged 12-15 with a mobile phone who carry out each of the activities with their mobile phone at least once a week. Responses are shown in ranked order according to the answers given by all children aged 8-15.

Figure 90: Mobile phone activities carried out at least once a week by owners, by age



QC34 – Thinking about what you use your mobile phone for, do you use it to do any of these?
 Base: Children aged 8-15 who use the internet at home (665 aged 8-11, 1173 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

As shown in Figure 90, just one of these uses (send text messages) is carried out by a majority of younger mobile phone owners at least once a week. Among older children, sending text messages and making calls and taking photos are carried out by more than half of all with a mobile phone.

There are few differences in uses made by those living in urban or in rural areas. Children from urban areas are more likely to play games than those children from rural areas, whereas children from rural areas are more likely than those in urban areas to receive text messages.

Similarly, there are few differences in uses made by those in the different socio-economic groups. Children in ABC1 households are more likely than those in C2DE households to use their mobile phones to send text messages or to take photos.

The range of mobile phone activities carried out at least once a week rises from an average of 2.5 out of 12 for 8 year olds to an average of 5.0 out of 12 for 15 year olds. Girls make broader use of their mobile phone than boys in each age group. As with types of internet use, older girls make the broadest use of their mobile phone; at 4.9 uses out of 12.

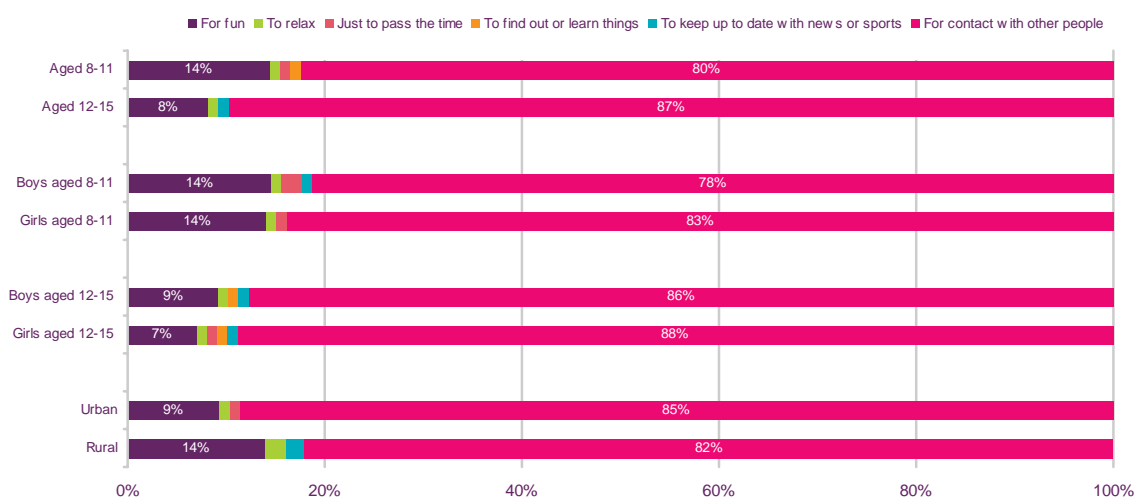
As stated in the previous section, those who make broader use of the internet at home also make broader use of their mobile phone.

4.5 Reasons for using a mobile phone

Children using a mobile phone were prompted with six options to choose from as reasons for using a mobile phone. Having chosen from this list, the children were then asked which one was their main reason for using a mobile phone.

Figure 91 shows the main reason for using a mobile phone, with responses split by age, gender within age, and whether the child lives in an urban or rural area.

Figure 91: Main reason for using a mobile phone



QC37B – Which one is your main reason for using a mobile phone?
 Base: Children aged 8-15 with their own mobile phone 665 aged 8-11, 1173 aged 12-15, 320 boys aged 8-11, 345 girls aged 8-11, 572 boys aged 12-15, 601 girls aged 12-15, 1486 urban area, 352 rural area)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Across all groups shown in Figure 91, the main reason for using a mobile phone is *for contact with other people*, and this does not differ by gender for either age group. Using a mobile phone *for fun* is more likely to be a reason for younger than for older children and for those in rural rather than urban areas. There are no differences by the child's household socio-economic group.

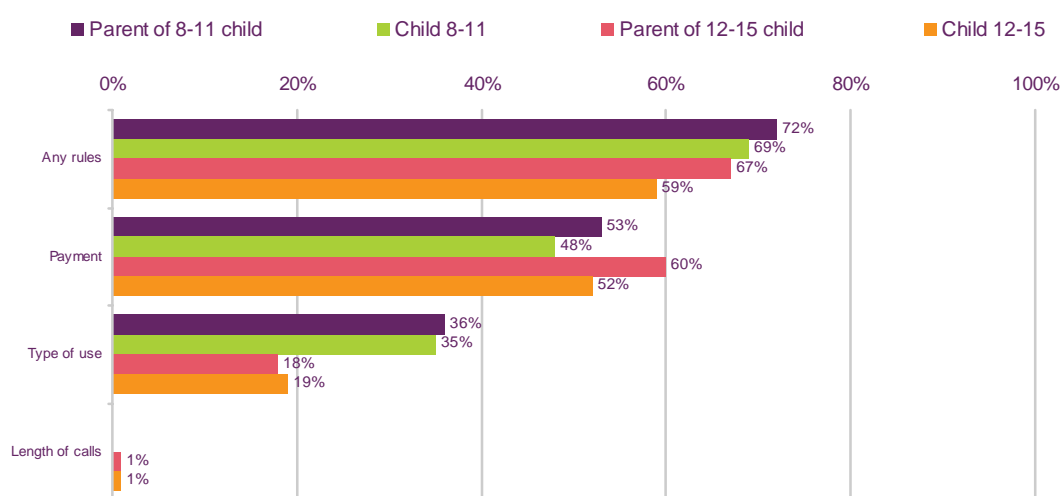
4.6 Parental rules and restrictions

All parents of 8-11 and 12-15 year olds were asked whether they do anything or have any rules about their child's mobile phone use. The children interviewed were asked whether their parents do anything or have any rules about how they use their mobile phone. Parents and children were not prompted with a list of possible answers, so this section reports on spontaneous rather than prompted responses.

Figure 92 shows the responses given by both parents and children regarding rules and restrictions around the child's use of a mobile phone. The responses given both by parents and by children have been grouped into the broad themes:

- payment relates to responses such as *limit how often credit can be put on the phone, and child is responsible for paying top-ups/bills*;
- type of use refers to rules such as *only calls/texts with people already know, be careful taking the phone out in public*; and
- length of calls relates to the response *limit amount of time spent on the phone*.

Figure 92: Rules about mobile phone use, as reported by parents and children



QP16/QC40 – Do you have any rules or do anything about the use your children make of their mobile phone?/ Do your parents have any rules or do anything about how you use your mobile?
 Base: All whose child has their own mobile phone (457 parents of 8-11 child/ 8-11 children, 862 parents of 12-15 child/ 12-15 children)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

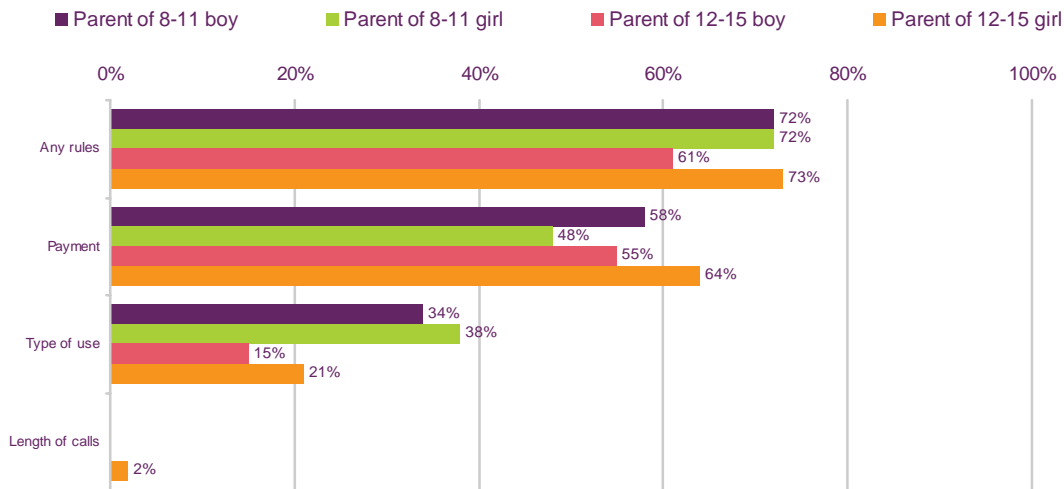
There is no difference in the degree to which ‘any rules’ are mentioned by parents of younger or older children. This is not the case for television and for the internet, as already reported, where parents of younger children are more likely to have rules.

Rules regarding payment are more common among parents of older children than among parents of younger children. Rules regarding the type of use are more common for parents of younger children.

For the younger age group, responses from parents and children are at similar levels overall and for the individual types of rules. For the older age group, parents are more likely than children to report any rules for the child's mobile phone use; in particular relating to payment.

Figure 93 shows how parental levels of reporting of rules about mobile phone use vary by gender within the age groups.

Figure 93: Rules about mobile phone use as reported by parents, by gender

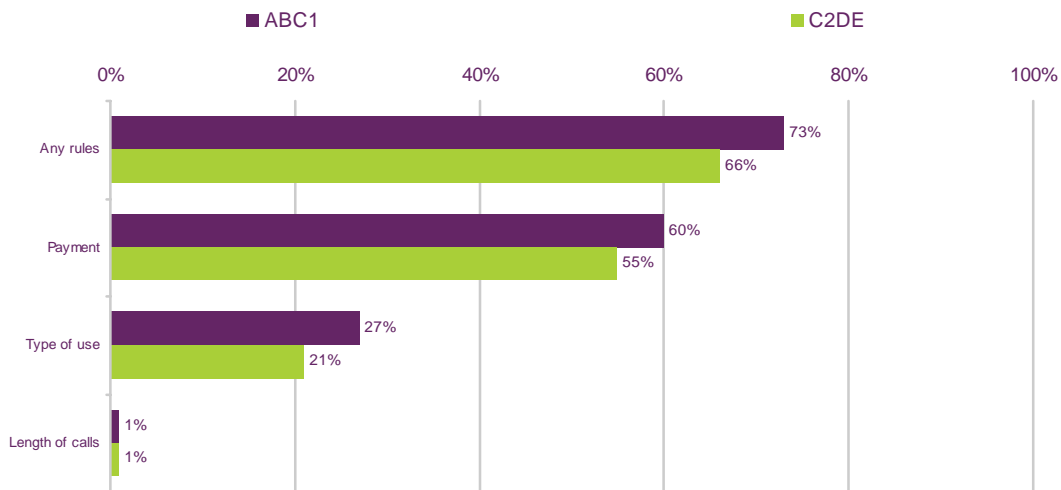


QP16/QC40 – Do you have any rules or do anything about the use your children make of their mobile phone?/ Do your parents have any rules or do anything about how you use your mobile?
 Base: All whose child has their own mobile phone (222 parents of 8-11 boys, 235 parents of 8-11 girls, 419 parents of 12-15 boy, 443 parents of 12-15 girl)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Among parents of older children, parents of girls are more likely to have rules about mobile phone use than parents of boys. Among parents of younger children, parents of boys are more likely to have rules relating to payment than are parents of girls.

Figure 94 shows how parental rules about mobile phone use vary by the household’s socio-economic group.

Figure 94: Rules about mobile phone use as reported by parents, by socio-economic group



QP16/QC40 – Do you have any rules or do anything about the use your children make of their mobile phone?/ Do your parents have any rules or do anything about how you use your mobile?
 Base: All whose child has their own mobile phone (603 ABC1 households, 704 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

At an overall (any rules) level, parents in ABC1 households are more likely to have rules about mobile phone use than are parents in C2DE households. There are no differences in this respect between those living in urban or in rural areas.

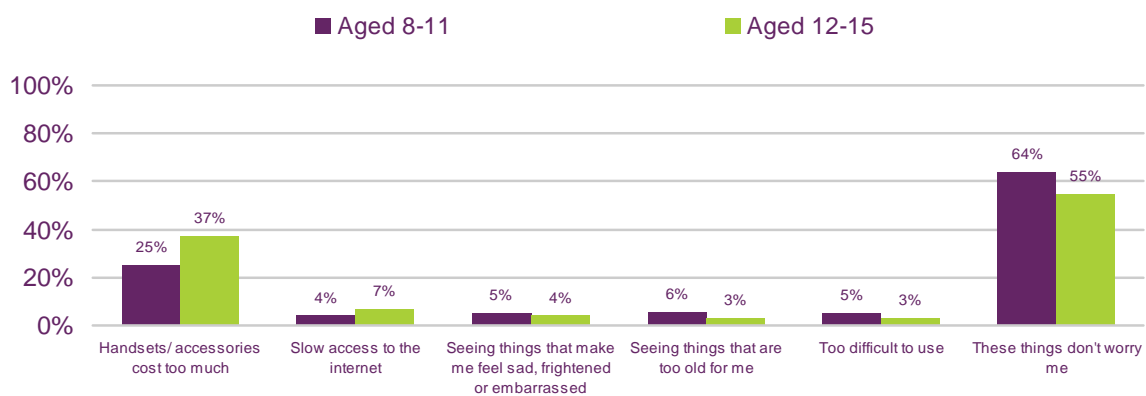
Compared to the 2005 Children’s Media Literacy Audit, there have been no changes in the reported incidence of ‘any rules’ among parents of 12-15 year olds with mobile phones. The incidence has decreased among parents of younger children, from 79% in 2005 to 72% in 2007.

4.7 Concerns and dislikes

Children were asked about specific dislikes they had regarding mobile phones. All children were prompted with a list detailing five potential dislikes and asked to select as many or as few that were *things they don’t like about mobile phones*.

Figure 95 shows responses to this question asked of children with a mobile phone.

Figure 95: Children’s dislikes about mobile phones, by age



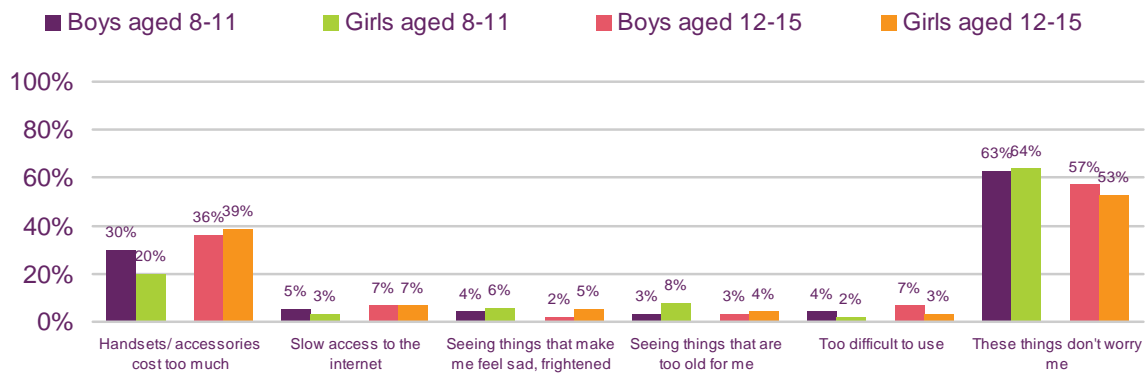
QC41 – Which of these things if any, are things you don’t like about mobile phones?
 Base: Children aged 8-15 who have a mobile phone(457 aged 8-11, 862 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

A minority of children who listen to radio at home report any dislikes about mobile phones. Where concern exists, they are focused on the cost of the phones and accessories rather than the content available through a mobile phone. Concerns about cost are more common for older than younger children with a mobile phone. They are also more common for children in urban rather than rural areas (35% compared to 23% respectively).

Concerns are no more or less common by the household’s socio-economic group.

Concerns relating to content are minimal. Girls are, however, more likely than boys to dislike *seeing things that make me feel sad, frightened or embarrassed*, as shown in Figure 96.

Figure 96: Children’s dislikes about mobile phones, by gender



QC41 – Which of these things if any, are things you don't like about mobile phones?
 Base: Children aged 8-15 who have a mobile phone (222 boys aged 8-11, 235 girls aged 8-11, 419 boys aged 12-15, 443 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

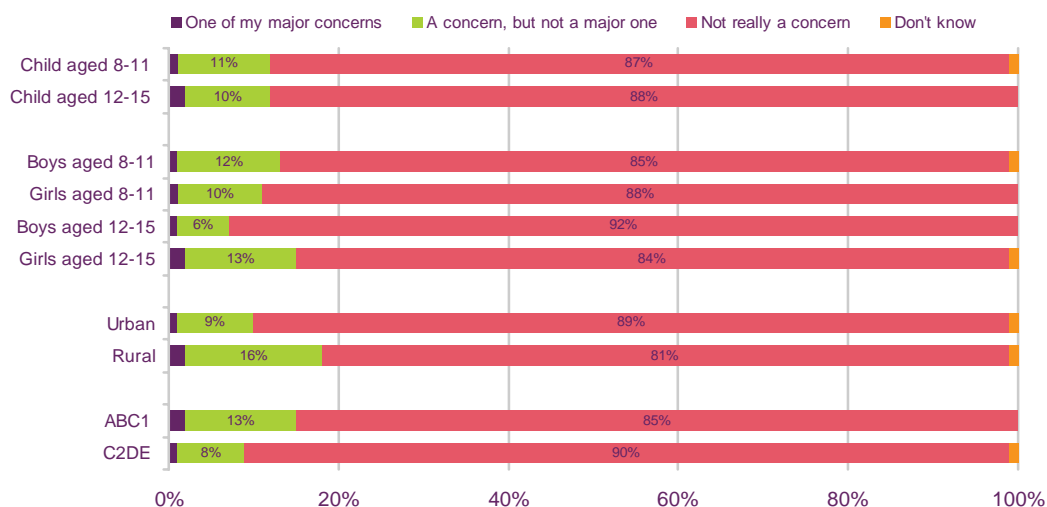
Younger children are more likely than older children to dislike *seeing things that are too old for me*, and this is more common for younger girls than younger boys with a mobile phone. Children from rural areas are more likely than those from urban areas to dislike *seeing things that make me feel sad, frightened or embarrassed* (7% compared to 4%).

As with television, there appears to be a link between parental concerns about their child's use of a mobile phone and the children having concerns themselves. Children whose parents express this concern are more likely to say that they are concerned about *seeing things that make me feel sad, frightened or embarrassed*.

This question was not asked in the 2005 Children’s Media Literacy Audit.

Figure 97 shows responses from parents regarding their levels of concern about their child's use of their mobile phone, alongside any concerns they may have relating to their child. Parents were asked whether they considered their child's use of a mobile phone to be *one of their major concerns, a concern but not a major one or not a concern at all*.

Figure 97: Parental concerns about child’s access to media



QP17 – Please think about your child's use of their mobile phone alongside any concerns you may have relating to your child. Would you describe your child's use as...?
 Base: Parents of children aged 8-15 whose child has their own mobile phone (457 aged 8-11, 862 aged 12-15, 222 boys aged 8-11, 235 girls aged 8-11, 419 boys aged 12-15, 443 girls aged 12-15, 990 urban areas, 329 rural areas, 603 ABC1, 704 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

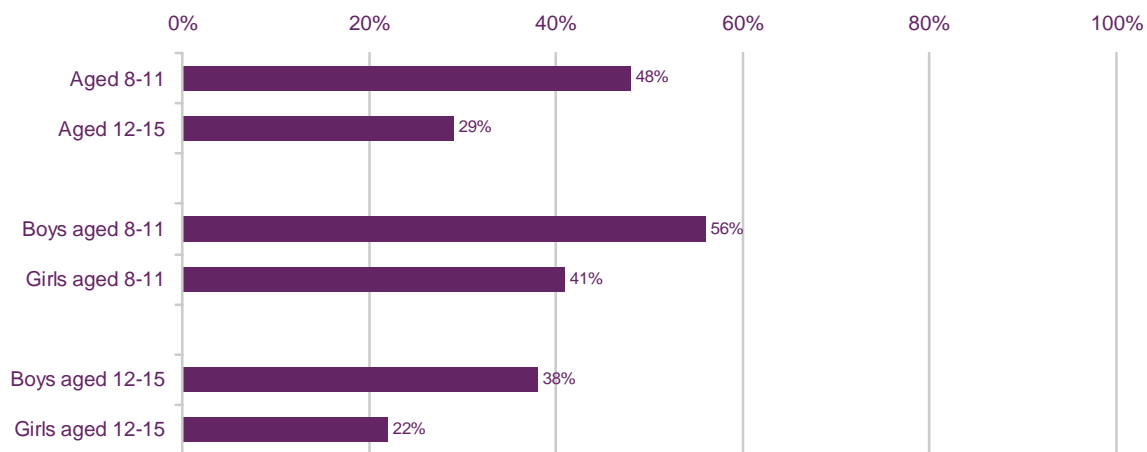
Responses do not differ by the age of the child, but parents of older girls are more likely to be concerned about their child's use of a mobile phone than parents of older boys.

Parents in ABC1 households and those in rural areas are more likely to have concerns than parents in C2DE households and those in urban areas.

This question was not asked in the 2005 Children's Media Literacy Audit.

All children aged 8-15 with their own mobile phone were asked whether they could *easily live without a mobile phone*, with responses are shown in Figure 98.

Figure 98: Whether child *could live without* their mobile phone, by age, comparing boys and girls



QC22A - Could you easily live without your mobile phone?

Base: Those children aged 8-15 with their own mobile phone (665 aged 8-11, 1173 aged 12-15, 320 boys aged 8-11, 345 girls aged 8-11, 572 boys aged 12-15, 601 girls aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April – September 2007

As with the internet, younger children (who have a mobile phone) are more likely than older mobile phone owners to say they could *easily live without a mobile phone*. Across both age groups, boys are more likely to state that they could live without a mobile phone than girls. There are no differences by socio-economic group or by users in urban or rural areas.

Section 5

Gaming

This section looks at children's use of games consoles, PCs or laptops to play games; covering issues such as the volume of use, parental rules and restrictions, and attitudes towards gaming.

5.1 Summary

87% of 8-11s and 88% of 12-15s play games on a games console at home, and this is more common among boys.

Older children spend more time gaming than younger children, and usage is higher among boys. Among older children, more time is spent gaming by those with a games console in their bedroom and by those who regularly play alone.

In households where a child plays games on a games console, 78% of parents of 8-11 year olds and 60% of parents of 12-15 year olds say they have rules about their child's gaming. Rules are more common in ABC1 households.

Two-thirds of older children agree that violent games can affect people's behaviour outside the game, and girls are more likely to agree. Two-thirds of older children agree that settings on games consoles that prevent games with certain age ratings being played are a good thing.

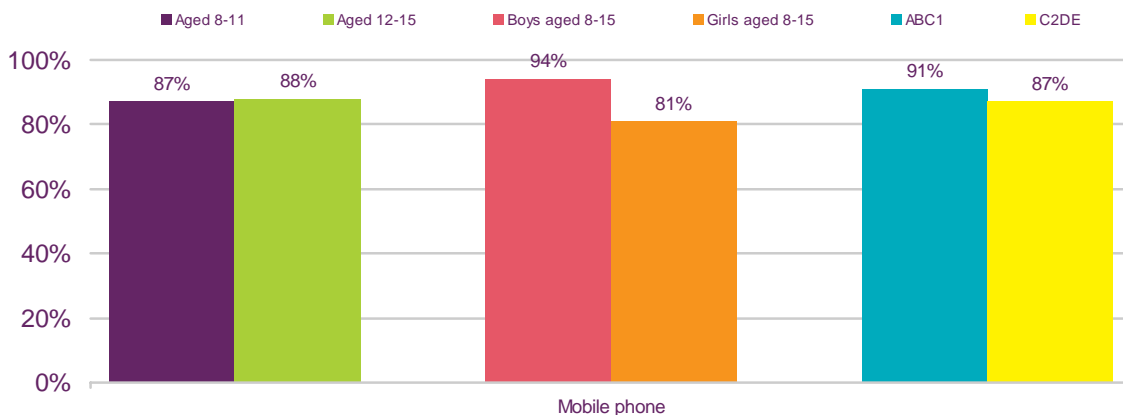
Half of all older children agree that violence in games can have more impact on people's behaviour than violence on television or in films, and girls are more likely to agree.

Half of all older children agree that the skills needed to play games well are useful in everyday life, and boys are more likely to agree.

5.2 Games console access in households

Figure 99 shows household ownership of a games console, by the age of the child in the household, the gender of the child and the household socio-economic group.

Figure 99: Games console penetration, age, gender and socio-economic group



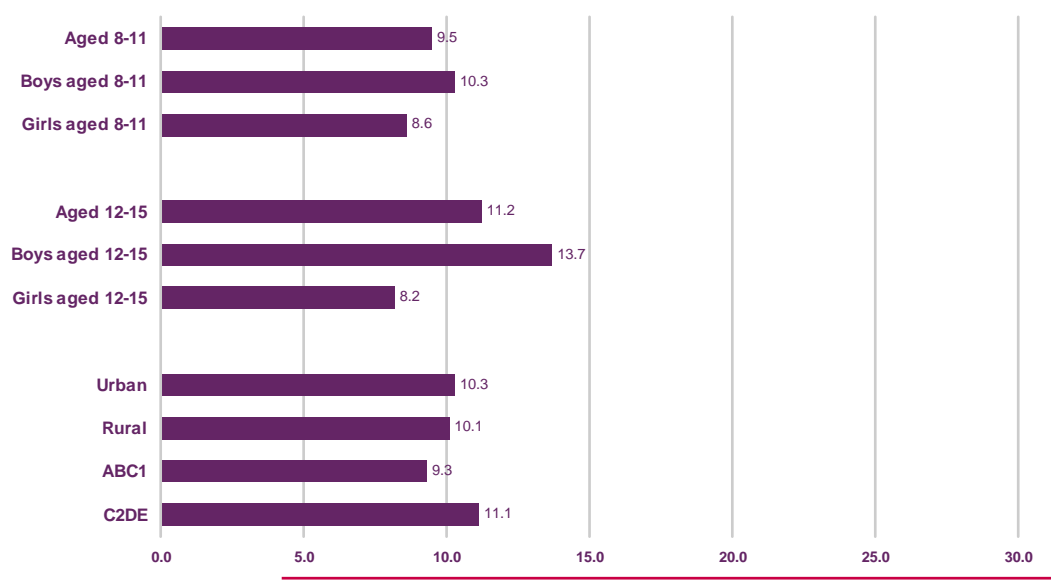
QP3G- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use
Base: Parents of children aged 8-15 (1354 aged 8-11, 1357 aged 12-15, 1347 boys, 1364 girls, 1221 ABC1 households, 1440 C2DE households)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Households with older children are no more likely to own a games console than households with younger children. Households with boys aged 8-15 are more likely to have a games console than households with girls. There are no differences by whether the child lives in an urban or a rural area, but ABC1 households are more likely to own a games console.

5.3 Volume of games playing

Parents of children aged 8-11 and children aged 12-15 who play computer/console games at home (85% of 8-11s and 86% of 12-15s) were asked to estimate how long they spend playing games on a typical school day and on a typical weekend day. Figure 100 shows the estimated average weekly hours spent gaming by age, gender within age group, whether the child lives in an urban or rural area, and by the socio-economic group of the household.

Figure 100: Weekly games playing among users



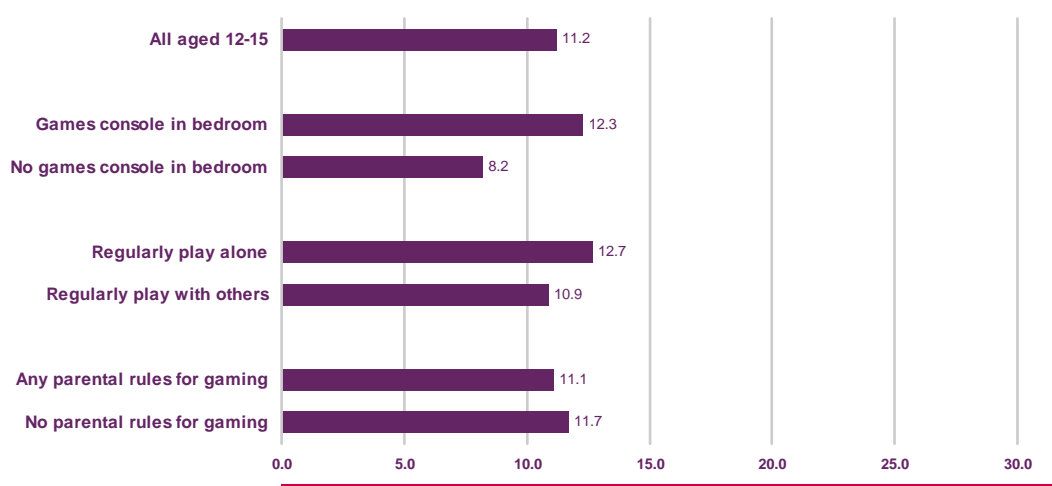
QP18A-B/ – How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-11 whose child plays games on a games console, PC or laptop (929 aged 8-11, 481 boys aged 8-11, 448 girls aged 8-11, 891 aged 12-15, 485 boys aged 12-15, 406 girls aged 12-15, 1374 urban area, 446 rural area, 820 ABC1 households, 984 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

As with television viewing, radio listening, and use of the internet, hours spent playing games (on a console/PC or laptop) at home are higher for 12-15 year olds than for 8-11 year olds. Among users in each age group, boys spend more time playing games than girls.

There are no differences in hours spent gaming between children in rural or urban areas. As with television viewing, children in C2DE households spend more time playing games than those in ABC1 households.

As shown in Figure 7, children aged 12-15 are more likely to have a games console in their bedroom. In order to cancel the impact of including younger children, Figure 101 compares different groups of 12-15 year old children in terms of their weekly games playing.

Figure 101: Weekly games playing among 12-15 year old users



QP18A-B/ – How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day?
Base: Children aged 12-15 who play games on a games console, PC or laptop (891 aged 12-15, 658 games console in bedroom, 233 no games console in bedroom, 537 play alone, 418 play games with others, 517 any parental rules, 330 no parental rules)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October to December 2007

A majority (69%) of 12-15 year olds have a games console in their bedroom, as shown in Figure 7. Those aged 12-15 with a games console in their bedroom play for more hours in a typical school week than other 12-15 year olds.

Those aged 12-15 who regularly play games on their own play for more hours than those who regularly play with others in the same room as them.

Parental rules or restrictions regarding games-playing do not have an impact on the overall hours spent gaming.

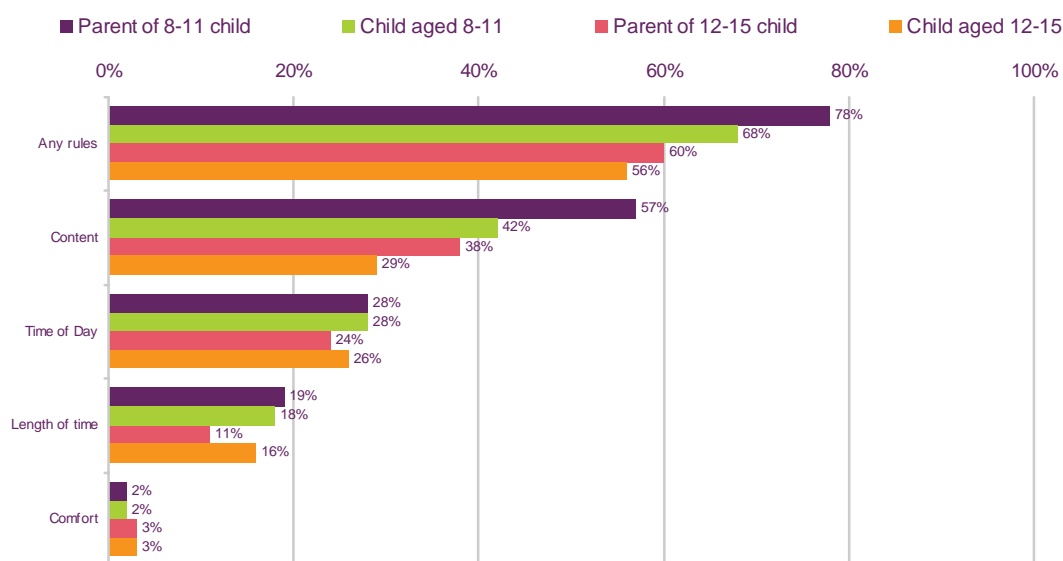
5.4 Parental rules and restrictions

All parents of 8-11 and 12-15 year olds were asked whether they do anything or have any rules about their child's games playing. The children interviewed were asked whether their parents do anything or have any rules about their games playing. Parents and children were not prompted with a list of possible answers, and so this section reports on spontaneous rather than prompted responses.

Figure 102 shows the responses given by both parents and children regarding rules and about games-playing. The responses have been grouped into the broad themes:

- Content relates to responses such as *only games with appropriate age ratings, no games with violence*;
- Time of day relates to responses such as *must complete my homework first, no playing after a certain time*;
- Length of time relates to the response *don't play for too long*;
- And comfort relates to the response *don't sit too close to the television*.

Figure 102: Rules about games playing as reported by parents and children



QP19/QC38 - Do you have rules or do anything about the games your child plays on a games console or computer/ Do your parents have any rules or do anything about you playing games at home?
 Base: Those whose child ever plays games on a games console, PC or laptop (929 parents of 8-11 year olds and children aged 8-11, 891 parents of 12-15 year olds and children aged 12-15
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

As with television and the internet, parents of younger children are more likely than parents of older children to have any rules regarding their child's games-playing. Parents in ABC1 households are more likely to have rules than those in C2DE households. Apart from this, the incidence of rules for games-playing do not vary by the child's gender, by urban or rural area, or by whether the child has a games console in his or her bedroom.

Rules relating to content are the most common for both younger and older children, followed by time of day, then length of time.

Children are less likely than parents to say they have any parental rules for gaming, with the biggest gap between parents and children relating to responses on rules about content.

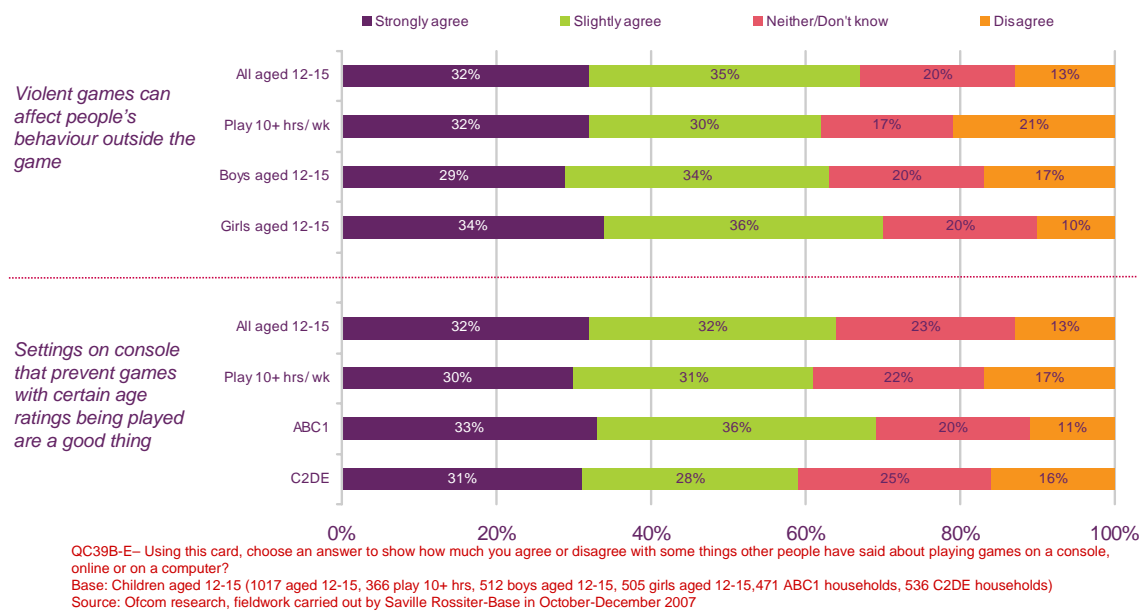
There are no comparable data for 2005, as gaming was not covered in detail in the 2005 Children's Media Literacy Audit.

5.5 Attitudes towards games playing

All children aged 12-15 were prompted with four statements relating to games playing and were asked to indicate the extent to which they agree or disagree with each.

As shown earlier in Table 1, around nine in ten children aged 12-15 ever play games on a games console, so the views of those who play games will be similar to the views of all 12-15 year olds. Figure 103 details responses from all 12-15 year olds, for the first two statements, plus those who play computer/console games for ten or more hours in a typical school week. This group accounts for about one in three of all games players, who are more likely to be male and to have a games console in their bedroom. We have referred to this group as 'heavy gamers'.

Figure 103: Children’s attitudes towards games playing

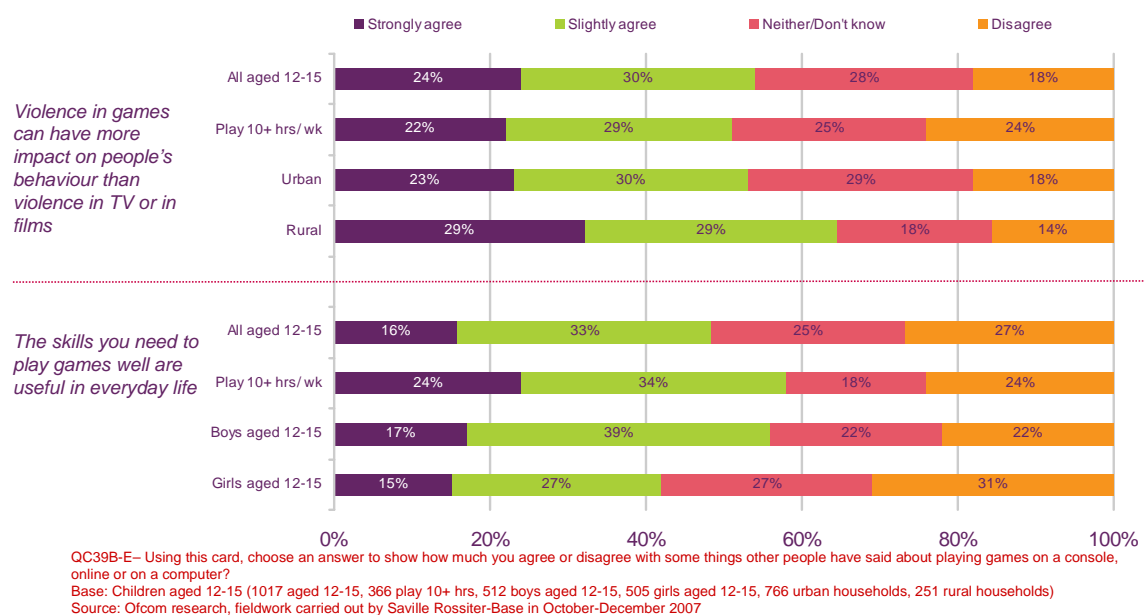


The majority of all 12-15 year olds and heavy gamers agree that *violent games can affect people’s behaviour outside the game*. Across all 12-15 year olds, girls are more likely to agree with this statement. Heavy gamers, by contrast, are more likely to disagree. Responses do not differ by socio-economic group or by whether the child lives in an urban or a rural area.

The majority of all 12-15 year olds and heavy gamers agree that *settings on consoles that prevent games with certain age ratings being played are a good thing*. Responses from all 12-15 year olds and from heavy gamers do not differ. Children in C2DE households are more likely to disagree with this statement than those in ABC1 households. There are no differences by whether the child lives in an urban or a rural area.

Figure 104 shows responses to the next two statements.

Figure 104: Children’s attitudes towards games playing



Around half of all 12-15 year olds and heavy gamers agree that *violence in games can have more impact on people's behaviour than violence on television or in films*. Across all 12-15 year olds, girls are more likely to agree with this statement. While half of all heavy gamers agree with this, this group is more likely to disagree than 12-15 year olds overall. Those in rural areas are more likely than those in urban areas to strongly agree with this sentiment. There are no differences by socio-economic group.

Around half of all 12-15 year olds agree that *the skills you need to play games well are useful in everyday life*. Across all 12-15 year olds, boys are more likely to agree and girls are more likely to disagree with this statement. Heavy gamers are more likely to agree with this statement. There are no differences by socio-economic group or by whether the child lives in an urban or a rural area.

Section 6

Radio

This section looks at children's use of radio; covering issues such as the incidence of, and devices used for, radio listening at home, whether the child is with an adult when they listen, where radio is listened to most often in the home, the volume of radio listening, the child's main reason for listening to radio, interacting with radio, parental rules and restrictions for radio, and children's and parents' concerns about radio.

6.1 Summary

47% of 8-11s and 55% of 12-15s listen to radio at home, and this is more common for girls and children in rural areas. The proportion of children who listen to radio at home has decreased for older children since 2005, and is unchanged for younger children.

Among radio listeners at home, 43% of 8-11 year olds and 59% of 12-15 year olds say they mostly listen on their own. The proportion of children who mostly listen to radio on their own has decreased for older children since 2005, and is unchanged for younger children.

34% of 8-11s and 53% of 12-15s mostly listen to radio in their bedroom, and this is more common for children in ABC1 households.

Older children listen to radio at home for longer than younger children. Both age groups, however, are most likely to say that radio is *just on in the background*. 80% of 8-11s and 77% of 12-15s who listen to radio at home say they could easily live without it.

17% of 8-11s and 30% of 12-15s who listen to radio have interacted as a result of hearing something on the radio; most commonly by visiting a website related to programming. Those in ABC1 households are more likely to have interacted with radio. The incidence of interacting with radio has increased since 2005 for children.

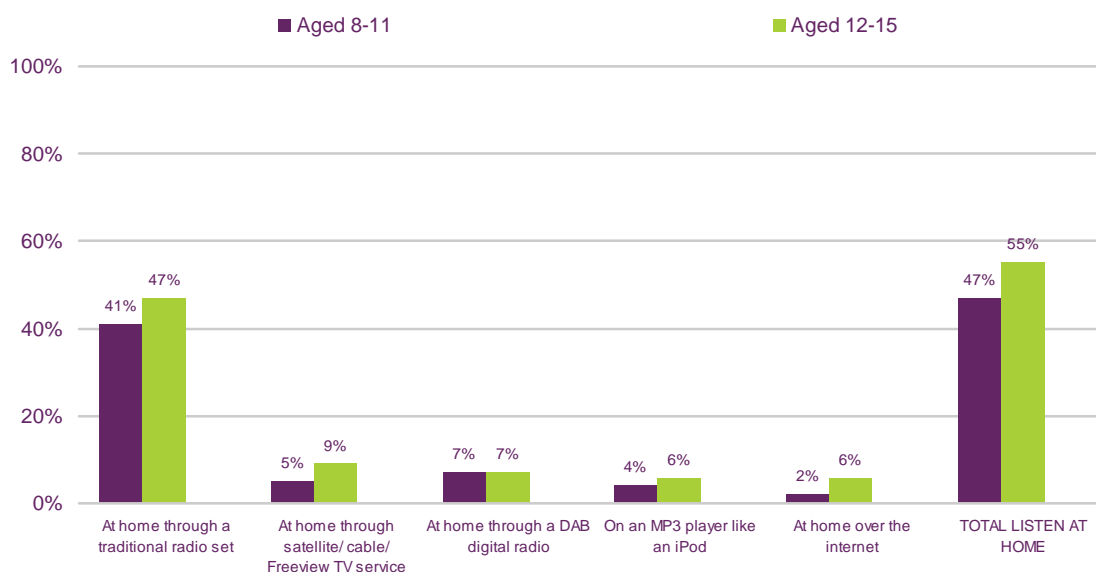
In households where the child listens to radio at home, 33% of parents of 8-11 year olds and 22% of parents of 12-15 year olds say that they have rules about their child's radio listening. The incidence of parental rules for radio listening has increased since 2005 for both younger and older children. Parental rules are more common in ABC1 households.

In households where the child listens to radio at home, 6% of parents of 8-11 year olds and 4% of parents of 12-15 year olds say their child's radio listening is a concern for them, and this is more common among parents in rural areas.

6.2 Children's radio listening at home

Parents of children aged 8-11 and 12-15 were prompted with a list of options and were asked to say which applied to their child in terms of listening to radio at home. Figure 105 shows the proportion of children in each age group who listen to radio using each method, and the overall incidence of radio listening at home.

Figure 105: How children listen to radio at home, by age



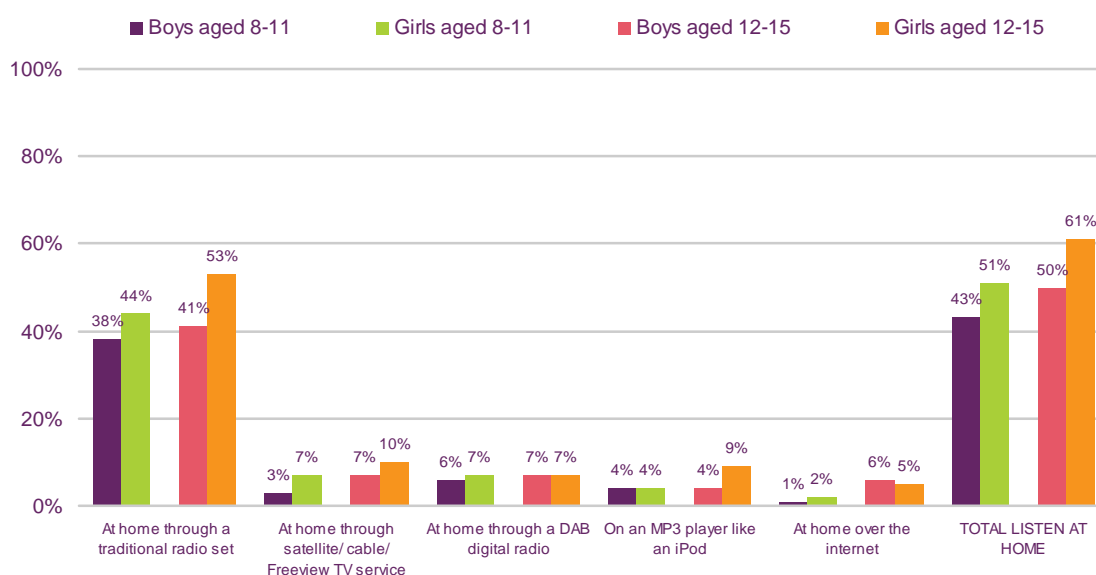
QP7 – In which of these ways, if any, does your child listen to radio?
 Base: Parents of children aged 8-15 (1051 Aged 8-11, 1017 Aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Older children are more likely than younger children to listen to radio at home, with a higher proportion using each of the methods of listening at home shown in Figure 107, with the exception of DAB radio. Relatively few children listen through alternatives to a traditional radio set.

The incidence of listening to radio at home does not vary by the socio-economic group of the child’s household. Those living in rural areas are more likely than those in urban areas to listen to radio at home (56% compared to 50%).

Figure 106 compares the incidence of listening to radio at home among boys and girls in each age group.

Figure 106: How children listen to radio at home, by gender

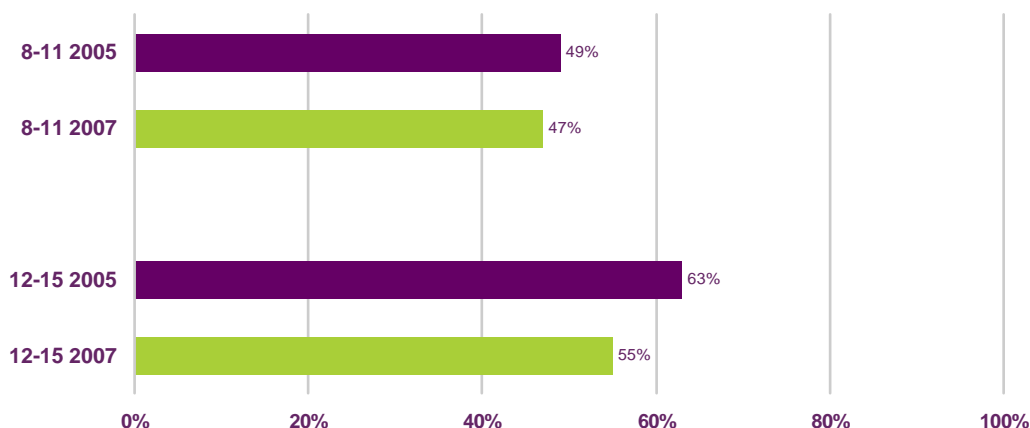


QP7 – In which of these ways, if any, does your child listen to radio?
 Base: Parents of children aged 8-15 (519 Boys aged 8-11, 532 Girls aged 8-11, 512 Boys aged 12-15, 505 Girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

In each age group, girls are more likely than boys to listen to radio at home.

Figure 107 compares the incidence of radio listening at home among children aged 8-11 and 12-15, comparing responses from the 2005 and 2007 Children's Media Literacy Audits.

Figure 107: Whether children listen to radio at home, 2005 and 2007



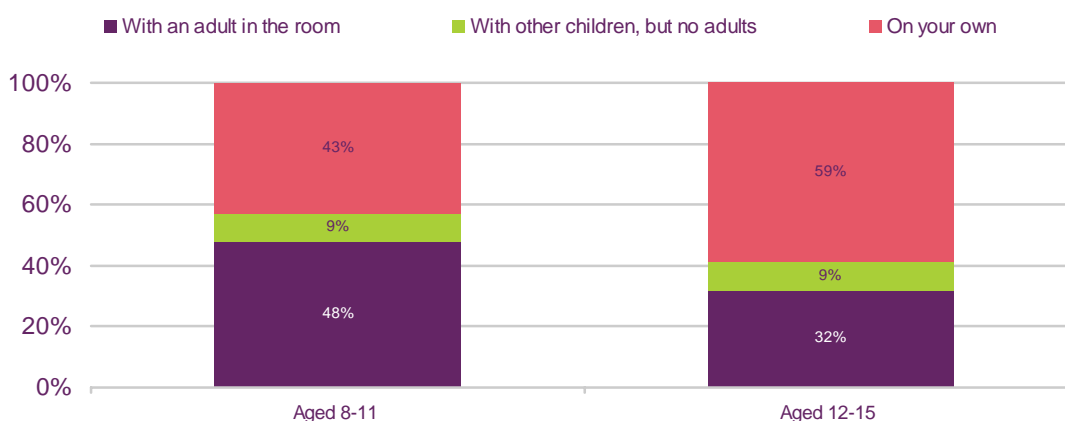
QP7 – In which of these ways, if any, does your child listen to radio?
 Base: Parents of children aged 8-11 and 12-15 (772 aged 8-11 in 2005, 1051 aged 8-11 in 2007, 764 aged 12-15 in 2005, 1017 aged 12-15 in 2007).
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

While the incidence of radio listening at home has not changed for 8-11 year old children, there has been a decrease for 12-15 year olds since 2005.

6.3 Where children listen to radio, and with whom

All children aged 8-15 who listen to the radio at home were asked who is with them most of the time when they listen to radio, and were prompted with three possible options. Figure 108 compares responses across the two age groups.

Figure 108: Who is with the child while they listen to radio

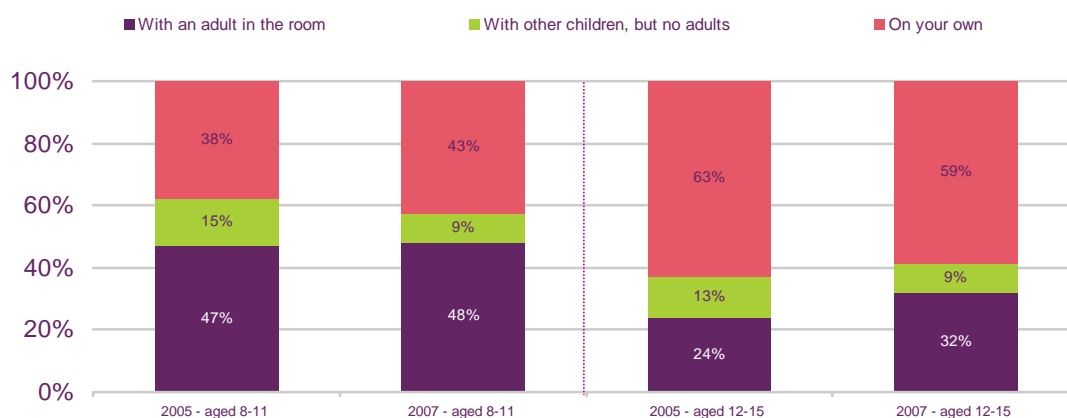


QC10 – I'd like you to think about the time you spend listening to the radio at home. Do you usually listen...
 Base: Parents of children aged 8-15 who listen to the radio at home (433 aged 8-11, 528 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

As with television viewing and internet use, older children are more likely than younger children to listen to radio on their own. Responses do not vary by the gender of the child within either age group. Solitary listening, or listening with an adult present, is no more or less common according to household socio-economic group or whether the household is in an urban or rural location.

Figure 109 shows how responses in 2007 compare with the 2005 Children's Media Literacy Audit

Figure 109: Who is with the child while they listen to radio, 2005 and 2007

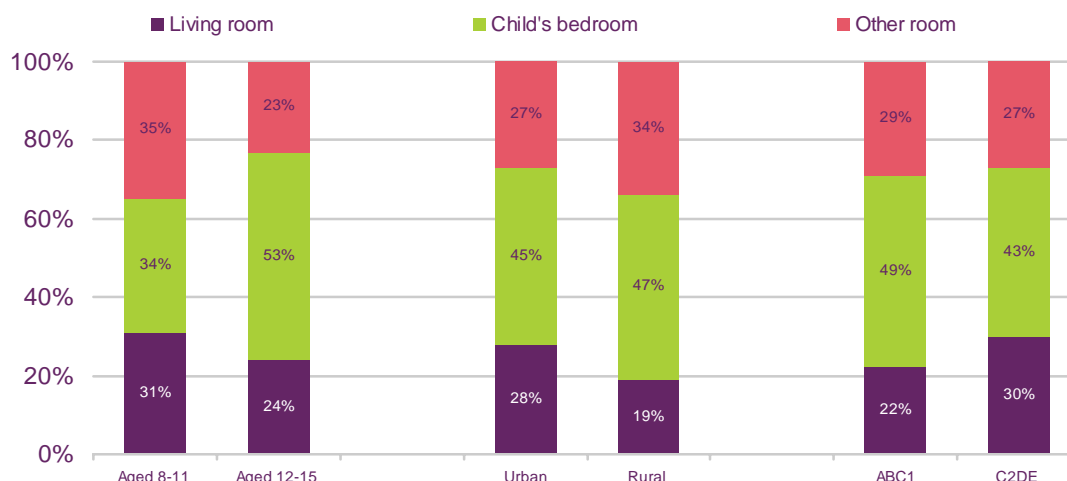


QC10 – I'd like you to think about the time you spend listening to the radio at home. Do you usually listen....
 Base: Parents of children aged 8-15 who listen to the radio at home (343 aged 8-11 in 2005, 433 aged 8-11 in 2007, 455 aged 12-15 in 2005, 528 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

There are no differences between 2005 and 2007 regarding who is with younger children while they listen to the radio. Older children are more likely to listen in the presence of adults in 2007 than they were in 2005.

Figure 110 shows where radio is listened to most often in the home, comparing responses by age, urban or rural area and by socio-economic group.

Figure 110: Where radio is most often listened to



QC12B – In which room do you listen to radio at home most often?
 Base: Parents of children aged 8-15 who use each media at home (497 aged 8-11, 688 aged 12-15, 536 urban area, 649 rural areas, 527 ABC1 households, 632 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

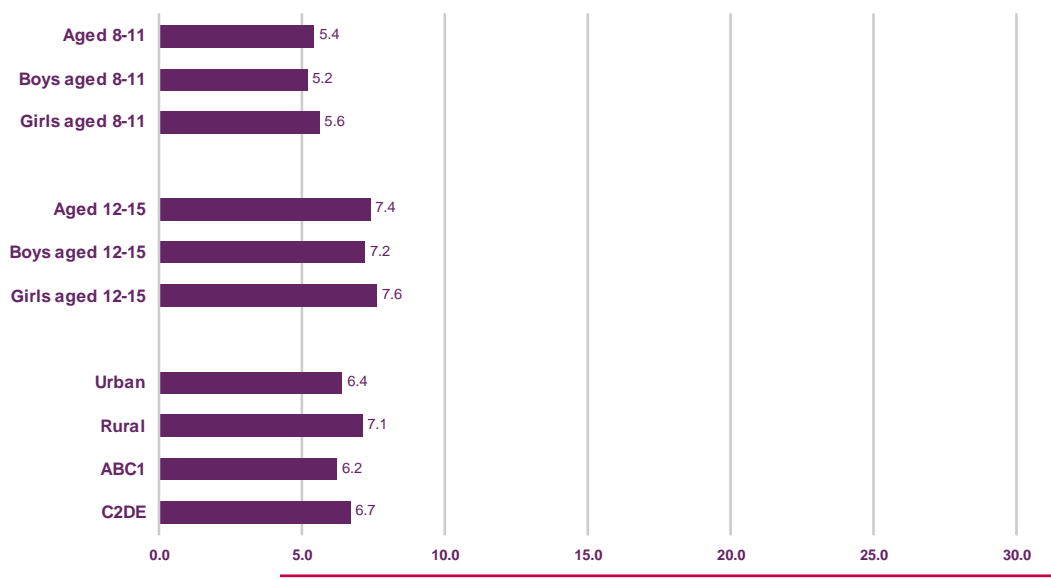
The majority of older children listen most often in their bedroom, and younger children are equally likely to listen most often in their bedroom or in another room in the home (usually the kitchen). There are no differences by the gender of the child in either age group. Listening to radio most often in the bedroom is more common for children in ABC1 households than for those in C2DE households. Children in rural areas are no more likely than those in urban areas to listen in their bedroom, but are more likely to listen in other rooms at home.

Children who listen to radio most often in their bedroom are also more likely to have other media in their bedroom, such as a television and internet access.

6.4 Volume of radio listening

Parents of children aged 8-11 and children aged 12-15 who listen to radio at home were asked to estimate how many hours they listens to the radio at home on a typical school day and on a typical weekend day. Figure 111 shows the average estimated weekly hours of radio listening by age, gender within age group, socio-economic group of the household and also by whether the child lives in an urban or a rural area.

Figure 111: Weekly radio listening among users



QP13A-B – How many hours would you say he/ she listens to the radio on a typical school day/ on a weekend day?
 Base: Parents of children aged 8-11 who listen to the radio at home – excluding any listening in the car (525 aged 8-11, 229 boys aged 8-11, 296 girls aged 8-11, 588 aged 12-15, 271 boys aged 12-15, 317 girls aged 12-15, 1929 urban area, 184 rural area, 479 ABC1 households, 614 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

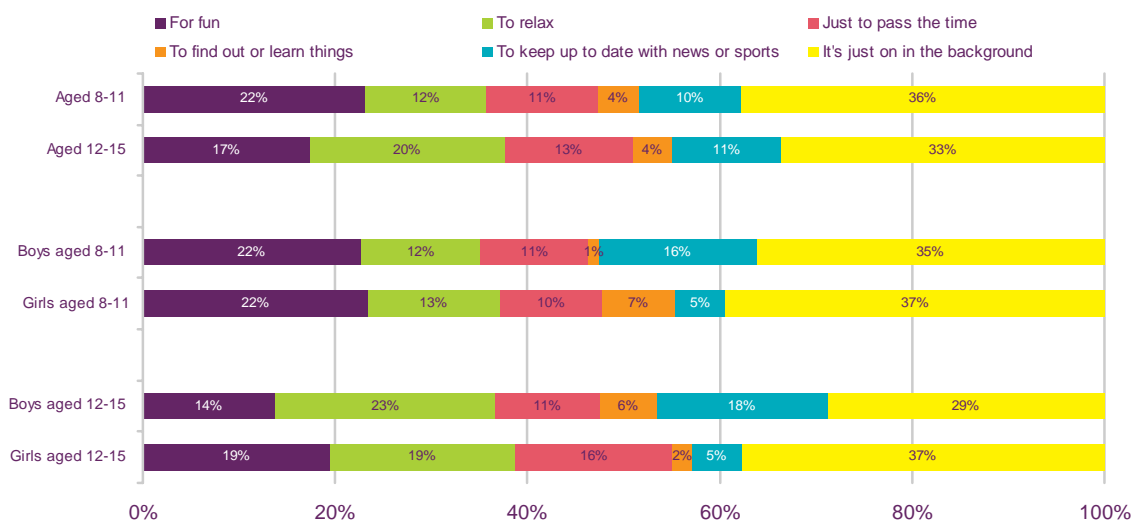
Estimated radio listening is higher for 12-15 year olds than for 8-11 year olds, but use does not vary by gender within age group, across urban or rural areas, or across those in ABC1 or C2DE households.

6.5 Reasons for listening to radio

Children who listen to the radio at home were prompted with a list of six options to choose from as reasons for listening to radio. Having chosen from this list, the children were then asked which one was their main reason for listening to radio.

Figure 112 shows the main reason for listening to radio, with responses split by age, and gender within age.

Figure 112: Main reason for listening to radio



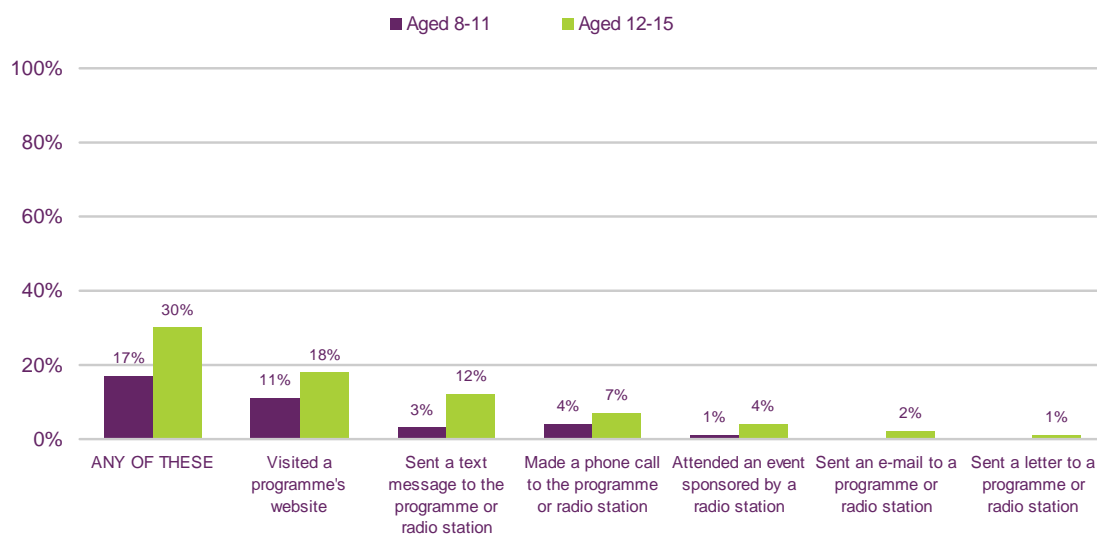
QC15B – Which one is your main reason for listening to radio?
 Base: Children aged 8-15 who watch listen to radio (525 aged 8-11, 759 aged 12-15, 229 boys aged 8-11, 296 girls aged 8-11, 356 boys aged 12-15, 403 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Compared to the other media covered, radio has the broadest range of main reasons for use. The most common main reason across all groups of children is *it's just on in the background*. As with television, younger and older boys are more likely than girls to say they listen to radio *to keep up to date with news or sports*. There are no differences across these in urban or rural areas. The only difference by socio-economic group is that children in C2DE households are more likely to state that their main reason for listening to radio is *just to pass the time* compared to children in ABC1 households.

6.6 Interactivity

All children aged 8-15 who listen to radio at home were prompted with six ways of interacting with radio, and were asked whether they had ever done any of these as a result of hearing something on the radio. Figure 113 shows responses from children in each age group.

Figure 113: Interactivity as a result of hearing something on the radio

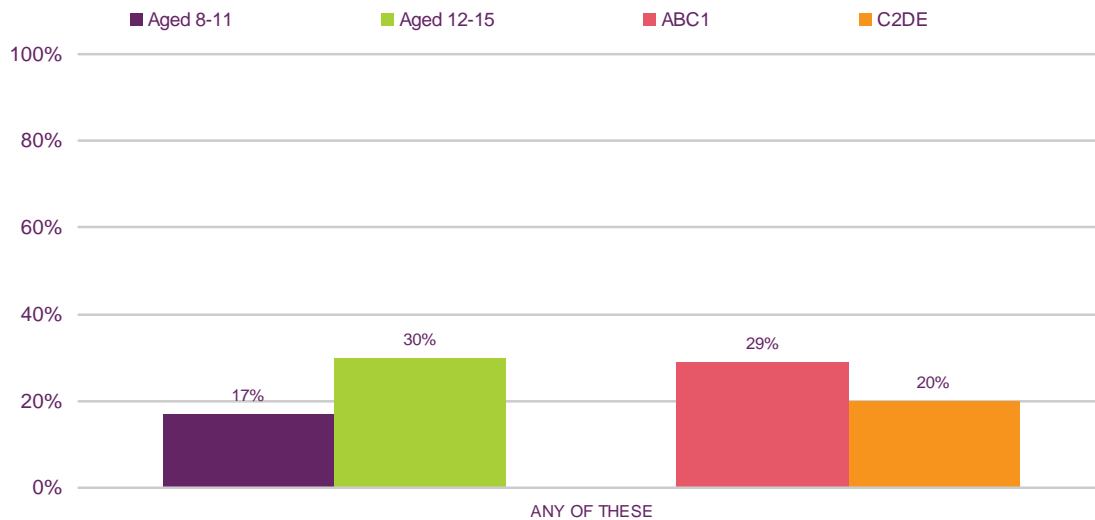


QC11 – Have you ever done any of these things as a result of hearing something on the radio?
 Base: Children aged 8-15 who listen to radio at home (433 aged 8-11, 528 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Levels of interacting with radio stand at one in five younger children and one in three older children who listen to radio at home. Older children are more likely than younger children to have interacted with radio; mostly through being more likely to have visited a radio programme's website or to have sent a text message to a radio programme or station.

There are no differences between boys and girls for either age group, and radio interactivity is less common among those in C2DE households, as shown in Figure 114.

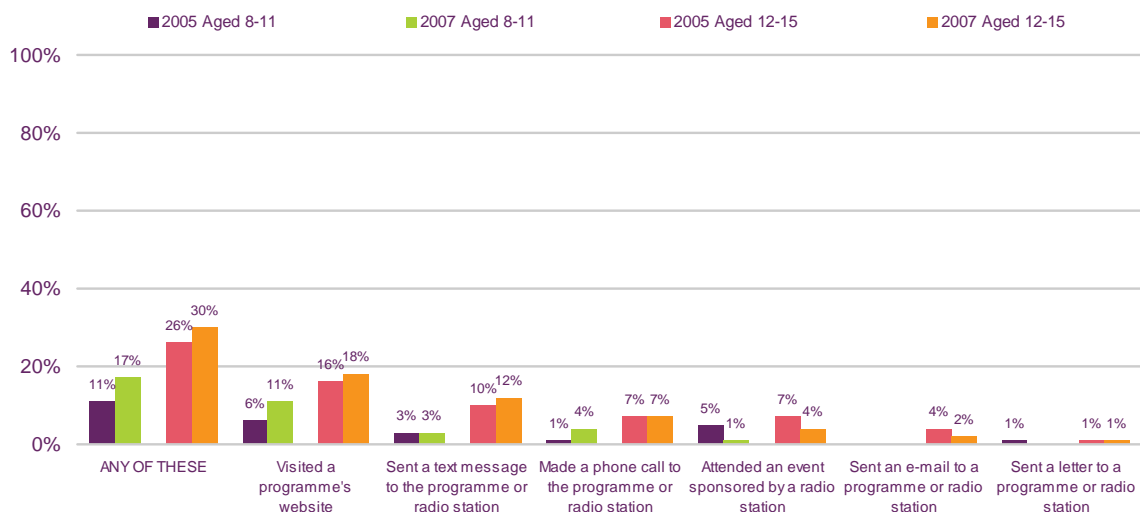
Figure 114: Interactivity as a result of hearing something on the radio, by socio-economic group



QC11 – Have you ever done any of these things as a result of hearing something on the radio?
 Base: Children aged 8-15 who listen to radio at home (433 aged 8-11, 528 aged 12-15, 454 ABC1 households, 504 C2DE households)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Figure 115 compares overall levels of radio interactivity for each age group compared to the 2005 study.

Figure 115: Interactivity as a result of hearing something on the radio, 2005 and 2007



QC11 – Have you ever done any of these things as a result of hearing something on the radio?
 Base: Children aged 8-15 who listen to radio at home (343 aged 8-11 in 2005, 433 aged 8-11 in 2007, 455 aged 12-15 in 2005, 528 aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Through relatively small increases across a number of types of interaction, overall levels of interacting with radio have increased for both age groups since 2005.

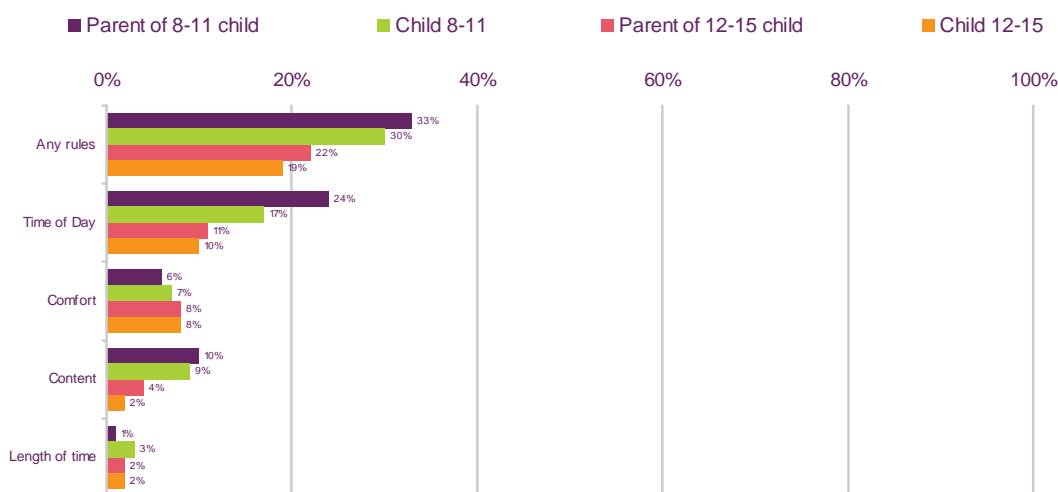
6.7 Parental rules and restrictions

All parents of 8-11 and 12-15 year olds were asked whether they do anything or have any rules about their child's radio listening. The children interviewed were asked whether their parents do anything or have any rules about the radio they listen to. Parents and children were not prompted with a list of possible answers, and so this section reports on spontaneous rather than prompted responses.

Figure 116 shows the responses given by both parents and children about the radio that is listened to at home. The responses given by both parents and children have been grouped into the broad themes:

- time of day relates to responses such as *no radio after a certain time*, and *must complete homework first*;
- comfort relates to the response *don't play the radio too loud*;
- content relates to responses such as *no music with swearing/bad language*, and *only certain radio stations/shows*; and
- length of time relates to the response *don't listen for too long*.

Figure 116: Rules about radio listening reported by parents and children



QP9/QC12 - Do you have any rules or do anything about the radio your child listens to?/ Do your parents have any rules or do anything about the radio you listen to?
 Base: Those whose child listens to radio at home (429 parents of an 8-11 child, 433 8-11 year olds, 522 parents of a 12-15 year old, 528 12-15 year olds)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

While rules about radio exist, they are much less common than rules for television, the internet, mobile phones and gaming. As with the other media, however, parents of younger children are more likely to have rules than parents of older children. At an overall (any rules) level, rules relating to radio are also more common in households in rural rather than urban areas.

Nominations from parents and children in each age group are at similar levels.

Rules relating to content of the child's radio listening are less common than those relating to time of day and comfort. Parents in ABC1 households are more likely to mention rules regarding content (9%) than those in C2DE households (5%).

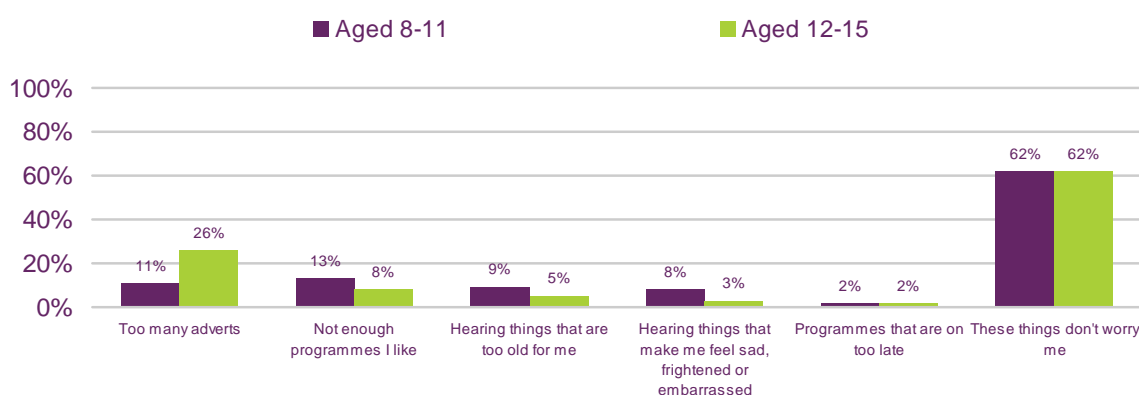
Compared to the 2005 Children’s Media Literacy Audit, the incidence of ‘any rules’ reported by parents whose children listen to the radio has increased across both age groups. In 2005, 26% of parents with children aged 8-11 claimed to have any rules for radio, which compares to 33% in 2007. Similarly, in 2005 16% of parents with children aged 12-15 claimed to have any rules for radio, which compares to 22% of parents in 2007.

6.8 Concerns and dislikes

Children were asked about specific dislikes they had regarding radio. All children were prompted with a list detailing five potential dislikes and asked to select as many or as few that applied to them as *things they don’t like about radio*.

Figure 117 shows responses to the question asked of children who listen to the radio at home.

Figure 117: Children’s dislikes about radio, by age

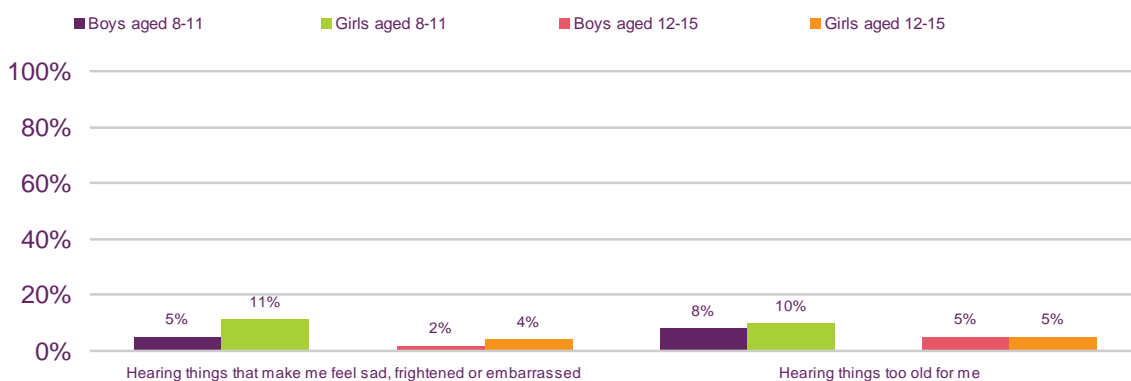


QC13 – Which of these things if any, are things you don’t like about radio?
 Base: Children aged 8-15 who listen to radio at home (433 aged 8-11, 528 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

A minority of children who listen to radio at home have concerns about listening to radio. The most common complaint is that there are *too many adverts* and *not enough programmes I like*.

Younger children are more likely than older children to dislike *hearing things that are too old for me* and *hearing things that make me feel sad, frightened or embarrassed*. Younger girls are more likely than younger boys to have these concerns, as shown in Figure 118.

Figure 118: Children’s dislikes about radio, by gender

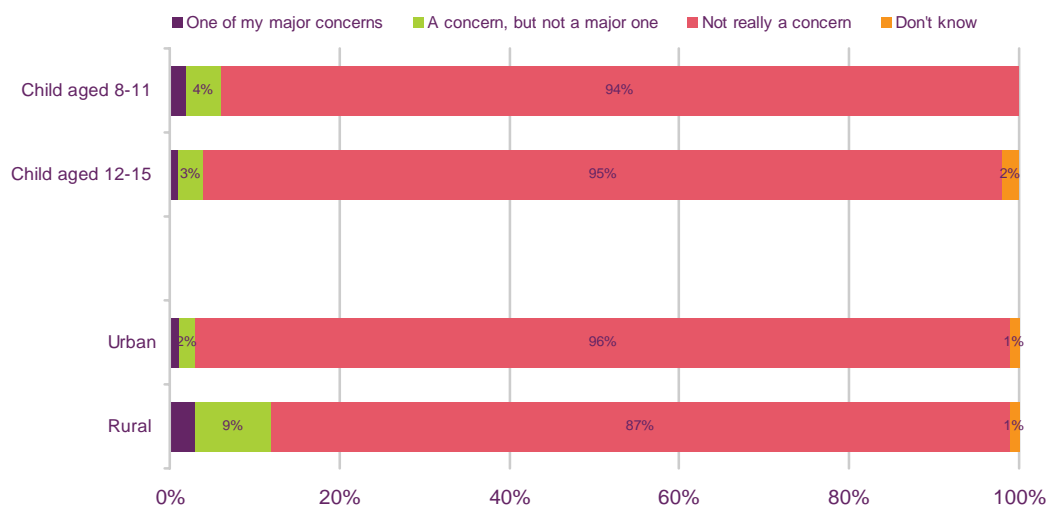


QC13 – Which of these things if any, are things you don’t like about radio?
 Base: Children aged 8-15 who listen to the radio at home (185 boys aged 8-11, 248 girls aged 8-11, 239 boys aged 12-15, 289 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

There are no differences by socio-economic group or by whether the child lives in an urban or a rural area. As with television, there are no differences in the results based on whether the child has a radio in their bedroom or whether they listen to the radio unsupervised.

Figure 119 shows responses from parents regarding their levels of concern about their child's radio listening, alongside any concerns they may have relating to their child's media use. Parents were asked whether they considered their child's radio listening to be *one of their major concerns, a concern but not a major one or not a concern at all*.

Figure 119: Parental concerns about child's access to radio, by age and socio-economic group



QP17- Please think about your child's radio listening alongside any concerns you may have relating to your child. Would you describe your child's radio listening as...?

Base: Parents of children aged 8-15 whose child listens to the radio at home (429 aged 8-11, 522 aged 12-15, 697 urban areas, 254 rural areas)

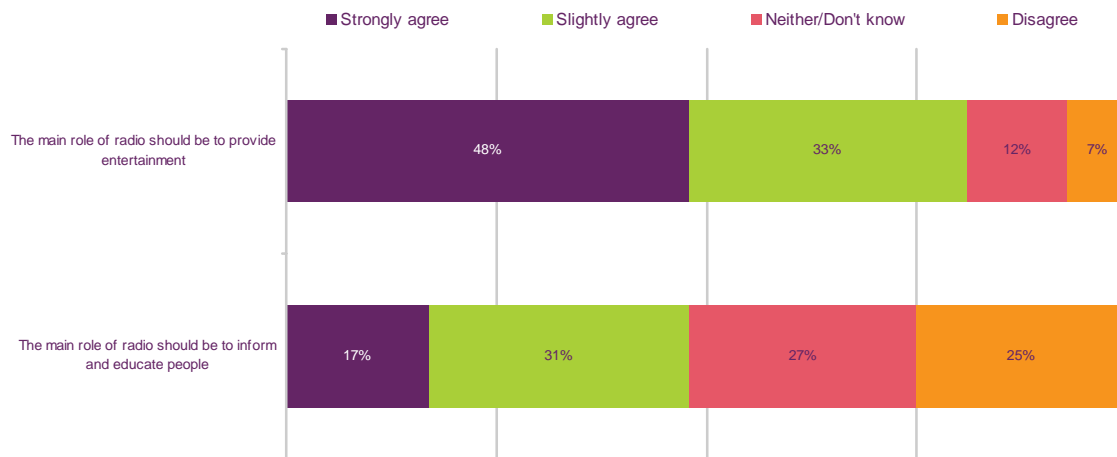
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Compared to other media, parents are least concerned about radio, with few parents stating any level of concern. Parental levels of concern do not vary according to age, gender or the household's socio-economic group. Parents in rural areas are more likely to state that their child's radio listening is a concern than parents in urban areas.

6.9 Attitudes towards radio

Figure 120 shows the responses of all children aged 12-15 (rather than only those who listen to radio at home) when asked about their views of radio. This figure directly compares to these children's responses as to whether they agree the main role of radio is *entertainment* and whether the main role is to *inform and educate people*. These two questions were asked separately and so it is possible for children to agree or to disagree with each.

Figure 120: Attitudes towards the role of radio for children aged 12-15



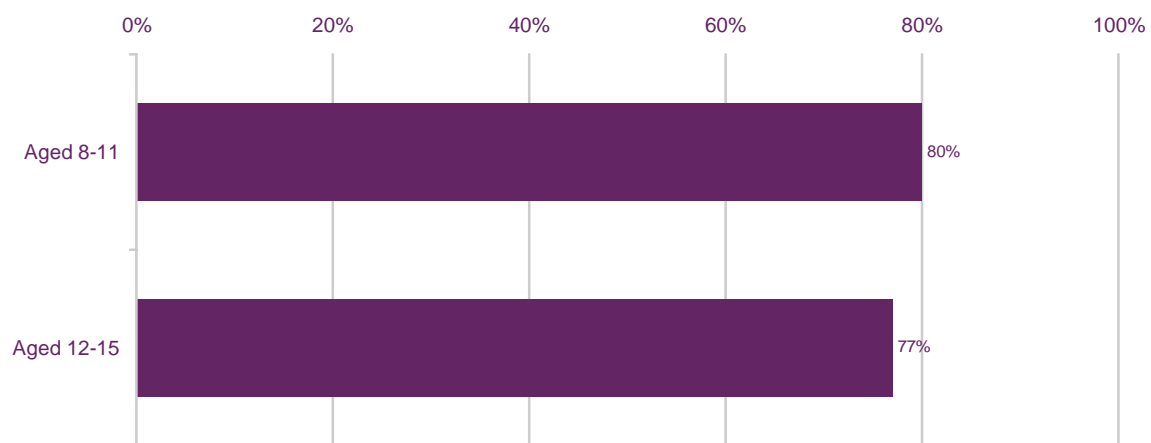
QC14A-B/ -Using this card, choose an answer to show how much you agree or disagree with some things other people have said about radio
 Base: Children aged 12-15 (1017)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Children aged 12-15 are more likely to agree strongly that the main role of radio is *to provide entertainment* rather than *to inform and educate people*. There is clearly some overlap in views about the main role of radio, but to a lesser extent than seen earlier for television (at Figure 37).

There are no specific differences in views about the main role of radio based on gender, whether the child lives in an urban or rural area, or by socio-economic group.

All children aged 8-15 who listen to radio at home were asked whether they could *easily live without radio*, with responses shown in Figure 121.

Figure 121: Whether child could *live without radio*, by age



QC14A- Could you easily live without radio?
 Base: Those children aged 8-15 who listen to radio at home (497 aged 8-11, 688 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April – September 2007

A clear majority of children who listen to radio say that they could *easily live without it*, far exceeding the comparable responses for users of television, the internet and mobile phones.

There are no variations in responses by gender within age group, those who live in an urban or a rural area, or the socio-economic group of the child's household.

Section 7

Attitudes and preferences

This section covers the media activities carried out by children almost every day, and the one they would miss the most, preferences for learning about using digital technology, experience of learning about television and the internet at school, and the medium parents believe is of most benefit to their child and of most concern to the parent.

7.1 Summary

The range of media activities carried out almost every day increases with age. Older children are more likely than younger children to use a mobile phone, use the internet, listen to an MP3 player, or listen to radio almost every day. The range of media activities carried out by children noticeably increases at age 11.

Boys are more likely than girls to play computer games almost every day. Older girls are more likely than boys and younger girls to use the internet, use a mobile phone, or read magazines, comics or newspapers, almost every day.

Children in ABC1 households are more likely to use the internet or listen to an MP3 player almost every day. Children in C2DE households are more likely to watch videos or DVDs almost every day.

Since 2005 there has been a decrease in children playing computer or video games, watching videos or DVDs and listening to radio as an 'almost every day' activity. Listening to an MP3 player has increased since 2005.

The proportion of children saying that television is the media activity they would miss the most decreases with age; from 64% of 5-7s, and 52% of 8-11s, to 29% of 12-15s. Older children are almost as likely to say they would miss using a mobile phone or the internet the most.

Boys are more likely to say gaming is the media activity they would miss the most. Younger girls are more likely to say television, and older girls are more likely to say they would miss using a mobile phone.

Children in ABC1 household are more likely to say they would miss the internet, while those in C2DE household are more likely to say gaming.

Since 2005 more 8-11 year olds name television as their most-missed activity, and fewer name gaming or watching videos/DVDs. More 12-15 year olds name the internet as their most-missed activity, and fewer name television or gaming.

Parents of 8-11 year olds are equally likely to say that television or the internet is the media that benefits their child the most. Parents of older children are more likely to say the internet is of most benefit to their child, particularly parents of older girls. Parents in ABC1 households are also more likely to say the internet is the medium of most benefit to their child.

The internet is also the media parents worry most about, particularly parents of older children, girls and in ABC1 households.

Younger children prefer to learn about using the internet, mobile phones and digital technology from their parents or school, while older children prefer to learn from friends or school. Children in rural areas are more likely to prefer to learn on their own, while children in urban areas are more likely to prefer to learn from friends.

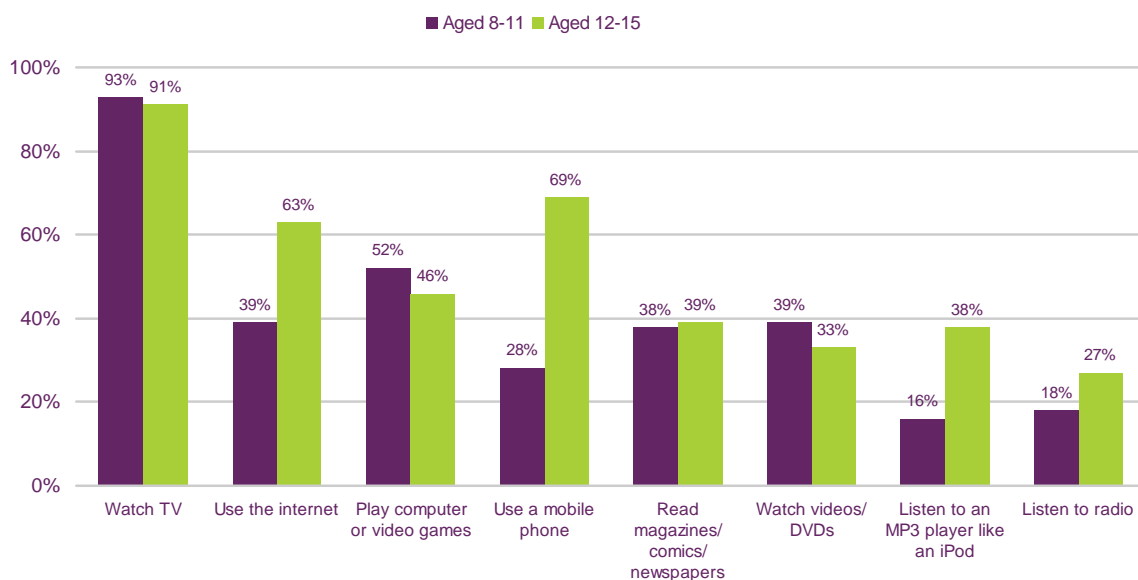
17% of 8-11s and 37% of 12-15s say that they have lessons about television at school; an increase since 2005 for younger children, and no change for older children.

37% of 8-11s and 84% of 12-15s say they have lessons about the internet at school; an increase since 2005 for older children, and no change for younger children.

7.2 Regular and most-missed media activities

All children aged 8-15 were asked to choose from a list of eight media activities, first to say which they do almost every day, and then which one of these they would miss doing the most. Figure 122 shows the findings from the first of these two questions, comparing the two age groups. Responses are shown in ranked order according to the answers given, across all children aged 8-15.

Figure 122: Media activities carried out almost every day

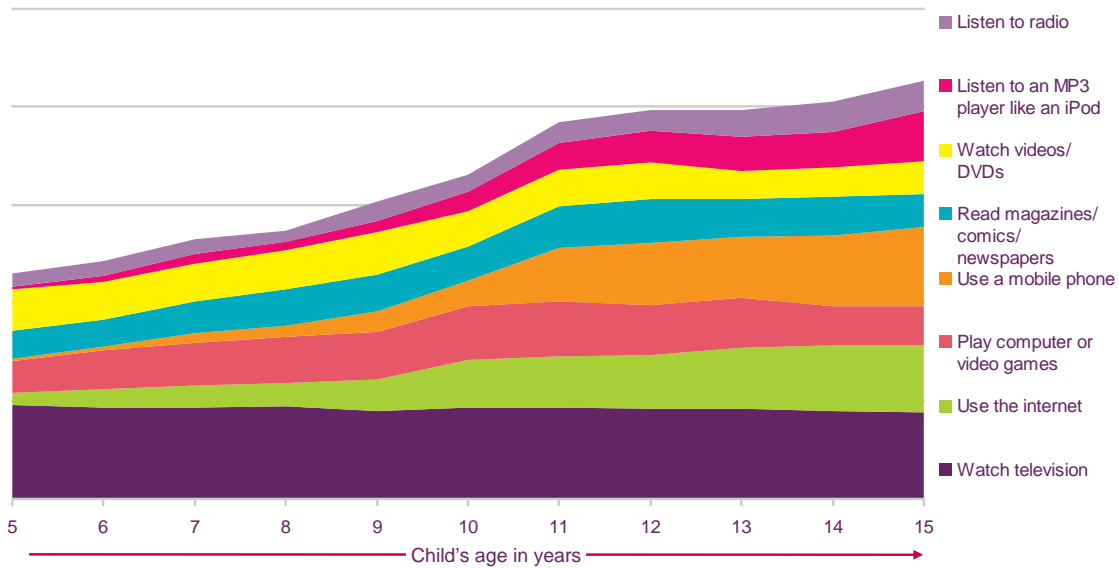


QC39A – Which of the following do you do almost every day?
 Base: Children aged 8-15 (1354 aged 8-11, 1357 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

While nine in ten children aged 8-11 and 12-15 watch television almost every day, the other media activities are less common at an overall level. Comparing the two age groups, younger children are more likely than older children to play computer or video games and to watch videos or DVDs almost every day. Older children are considerably more likely to use the internet or a mobile phone, listen to an MP3 or the radio almost every day.

Figure 123 compares the range of regular media activities for children from age 5 to age 15.

Figure 123: Range of media activities carried out almost every day, from age 5-15

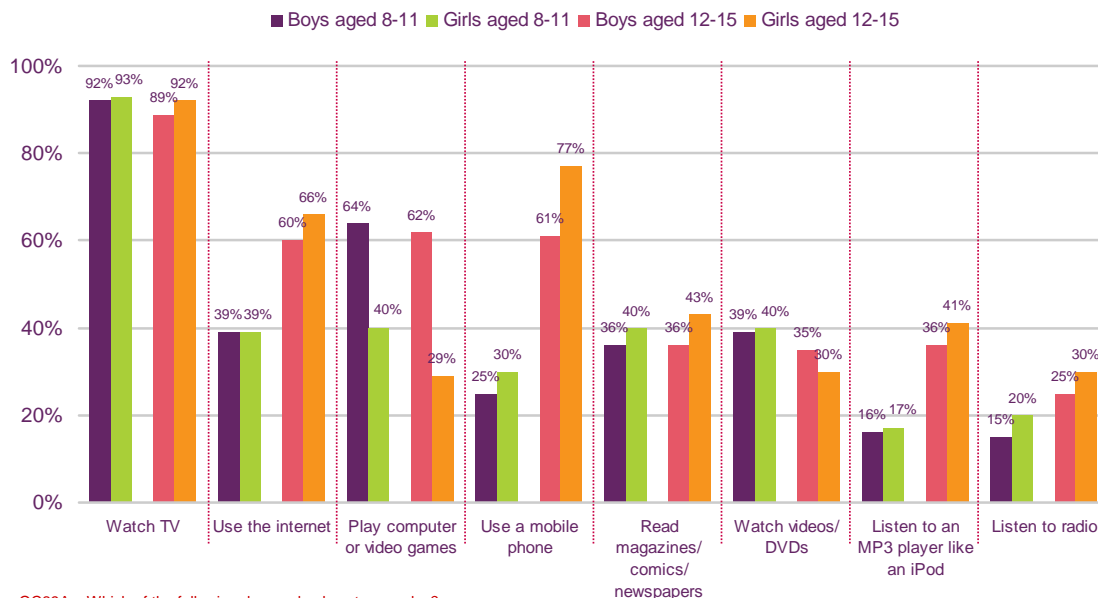


QC39A – Which of the following do you do almost every day?
 Base: Children aged 8-15 (336 aged 5, 315 aged 6, 334 aged 7, 400 aged 8, 306 aged 9, 314 aged 10, 334 aged 11, 418 aged 12, 313 aged 13, 286 aged 14, 340 aged 15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

The range of media activities carried out almost every day increases with age; with an average of 4.0 activities carried out by 12-15 year olds compared to 3.2 activities for 8-11 year olds and 2.4 activities for 5-7 year olds. As shown in Figure 123, the range of media activities is noticeably broader at age 11 compared to age 10.

Within the two age groups of 8-11 and 12-15 some of the choices made by girls and boys differ, as shown in Figure 124.

Figure 124: Media activities carried out almost every day, by gender



QC39A – Which of the following do you do almost every day?
 Base: Children aged 8-15 (668 Boys aged 8-11, 686 Girls aged 8-11, 679 Boys aged 12-15, 678 Girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

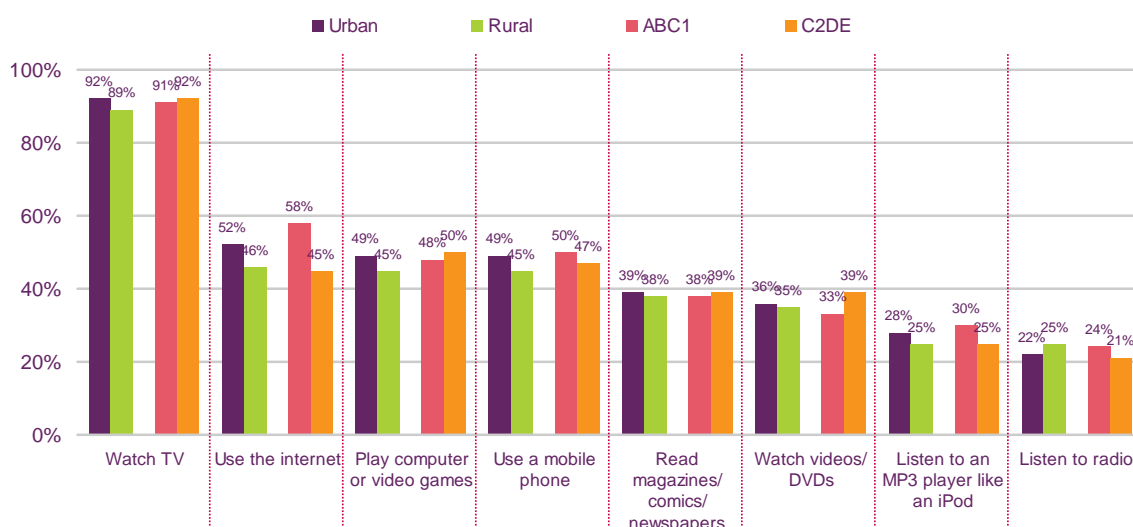
Among children aged 8-11, boys and girls differ in two media activities that they do almost every day. Younger boys are more likely to play computer or video games than younger

girls. While mentioned by a minority of both boys and girls aged 8-11, younger girls are more likely to listen to radio almost every day, compared to younger boys

Among older children aged 12-15, boys and girls differ in four media activities that they do almost every day. Older boys are more likely to play computer or video games than older girls. The relatively low use of computer games among girls aged 12-15 brings down the overall average for 12-15 year olds as a whole. Figure 115 shows that boys aged 8-11 and boys aged 12-15 are just as likely to play computer or video games almost every day. Older girls are more likely to use the internet, use a mobile phone and read magazines, comics or newspapers almost every day, compared to older boys.

Figure 125 compares the regular media activities of children living in urban or rural areas and those in ABC1 or C2DE households.

Figure 125: Media activities carried out almost every day, by urban and rural areas and socio-economic group



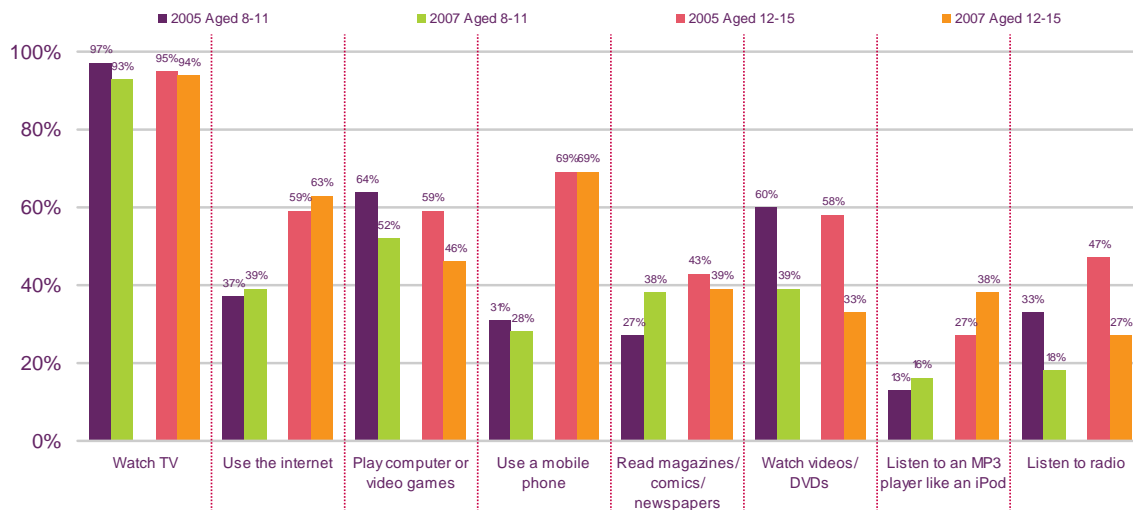
QC39A – Which of the following do you do almost every day?
 Base: Children aged 8-15 (2194 Urban, 516 Rural, 1221 ABC1 household, 1440 C2DE household)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children in urban and in rural areas differ in terms of the media activities they carry out only in their use of the internet; those in urban areas are more likely than those in rural areas to use the internet almost every day.

Children in ABC1 households are more likely than those in C2DE households to use the internet or to listen to an MP3 player almost every day. Conversely children in C2DE households are more likely than those in ABC1 households to watch videos or DVDs almost every day.

Figure 126 compares regular media activities for both age groups from the 2005 Children's Media Literacy Audit and the findings from 2007. Note that the question wording has changed slightly; in 2005 asked children to say which of the eight activities they did 'most days' as opposed to 'almost every day' in 2007.

Figure 126: Media activities carried out almost every day, 2005 and 2007



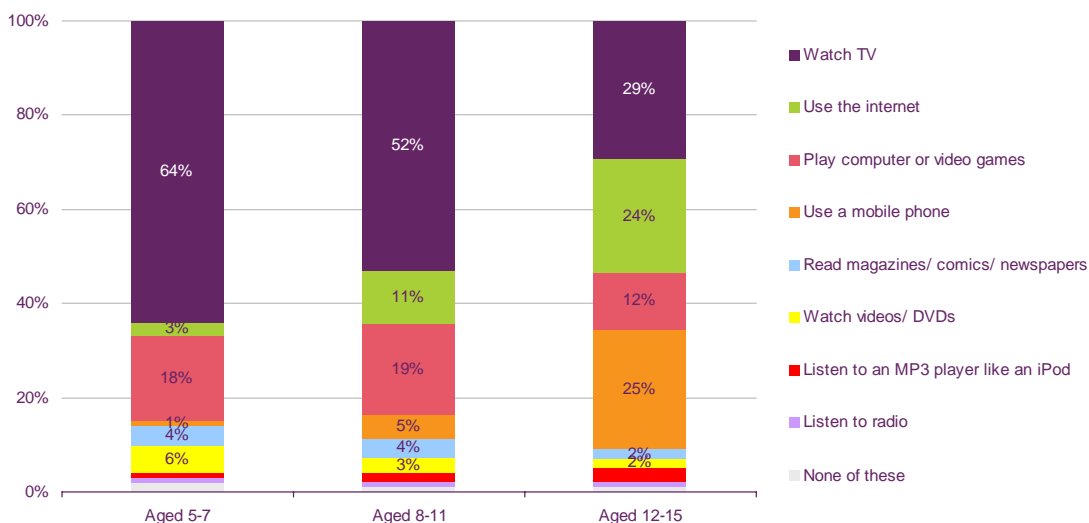
QC39A – Which of the following do you do almost every day? (NB 2005 wording was 'most days')
 Base: Children aged 8-15 (772 Aged 8-11 in 2005, 1354 Aged 8-11 in 2007, 764 Aged 12-15 in 2005, 1367 Aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Three of the eight media activities have declined for both age groups since 2005 in terms of being carried out almost every day: playing computer or video games, watching videos or DVDs and listening to radio. The only activity to have increased for both age groups is listening to an MP3 player.

Watching television almost every day has declined, and reading magazines/comics/newspapers has increased for younger children, but both activities remain unchanged for 12-15 year olds. By contrast, using the internet almost every day has increased for older children, but remains unchanged for 8-11 year olds.

Having established which media the children use almost every day, we then asked which one of these they would miss the most if it were taken away. Responses from children aged 5-7, 8-11 and aged 12-15 are shown in Figure 127.

Figure 127: Media activity would miss the most, from age 5-15

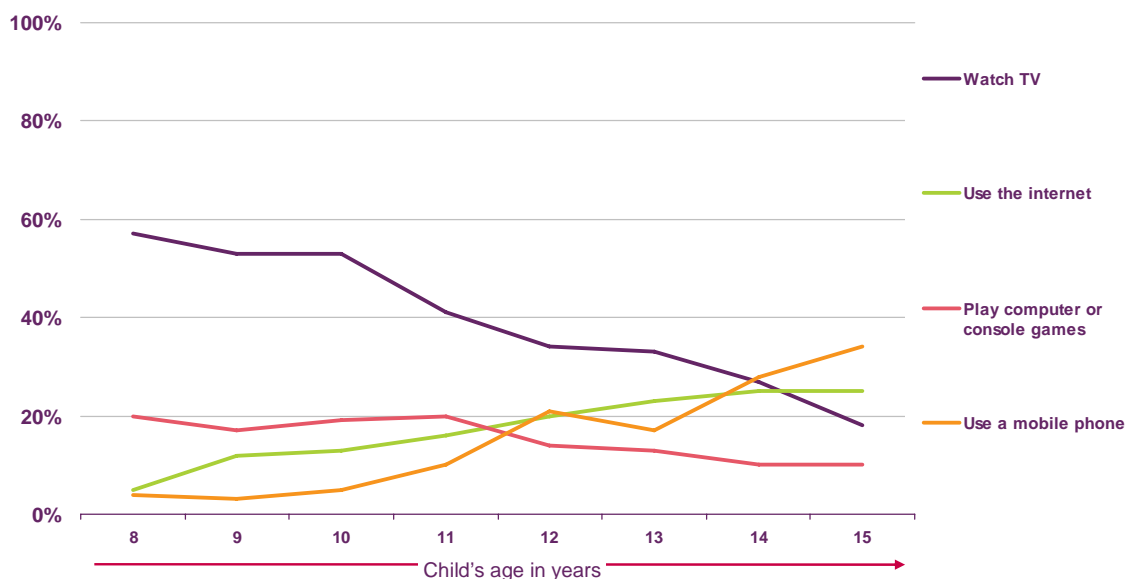


QC39B – Now of the ones you do almost every day, which one of these would you miss doing most if it got taken away?
 Base: Children aged 8-15 (985 aged 5-7, 1354 aged 8-11, 1357 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

While television is the activity that a majority of 5-7s (64%) and 8-11s (52%) would miss the most, the results are less clear for 12-15 year olds. For older children, similar proportions name television, the internet and mobile phones as their most-missed media activity. As well as television, younger children aged 5-7 and 8-11 are more likely to name computer or video games as their most missed media activity, compared to older children aged 12-15.

Figure 128 details the most-missed media activity for children from age 8 to age 15, with responses shown for the top four most-missed media activities overall.

Figure 128: Media activity would miss the most, from age 8-15



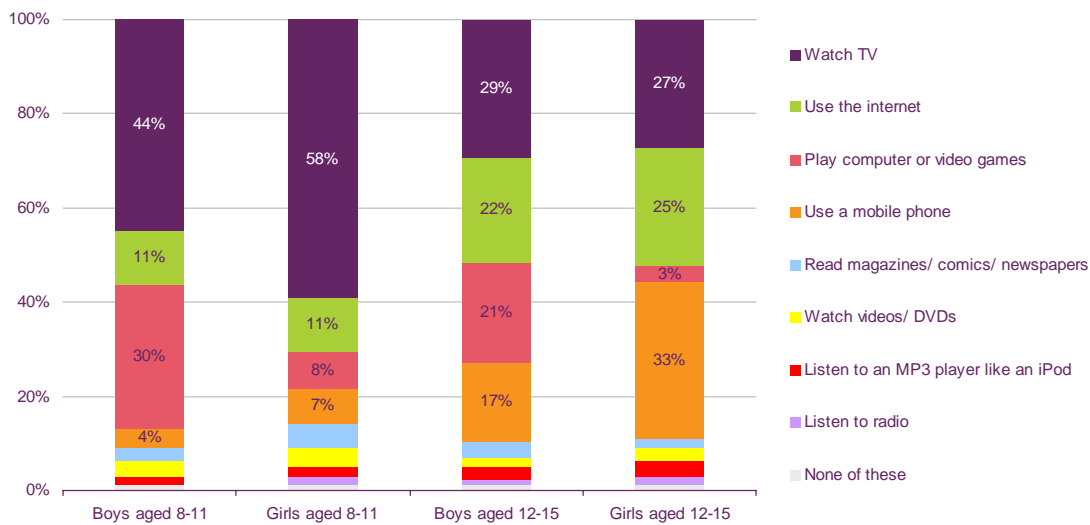
QC39B – Now of the ones you do almost every day, which one of these would you miss doing most if it got taken away?
 Base: Children aged 8-15 (400 aged 8, 306 aged 9, 314 aged 10, 334 aged 11, 418 aged 12, 313 aged 13, 286 aged 14, 340 aged 15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Figure 128 shows a clear decline for television; starting as the most-missed media activity at age 8 and finishing as the third most missed at age 15. Playing computer or console games starts as the second most-missed at age 8 and finishes as the fourth most missed at age 15.

Using the internet and using a mobile phone start in very similar positions at age 8, but by age 15 using a mobile phone edges ahead as the most-missed media activity.

There are some key differences between boys and girls in each age group in the most missed media activity they mention, as shown in Figure 129.

Figure 129: Media activity would miss the most, by gender



QC39B – Now of the ones you do almost every day, which one of these would you miss doing most if it got taken away?
 Base: Children aged 8-15 (668 boys aged 8-11, 686 girls aged 8-11, 679 boys aged 12-13, 678 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

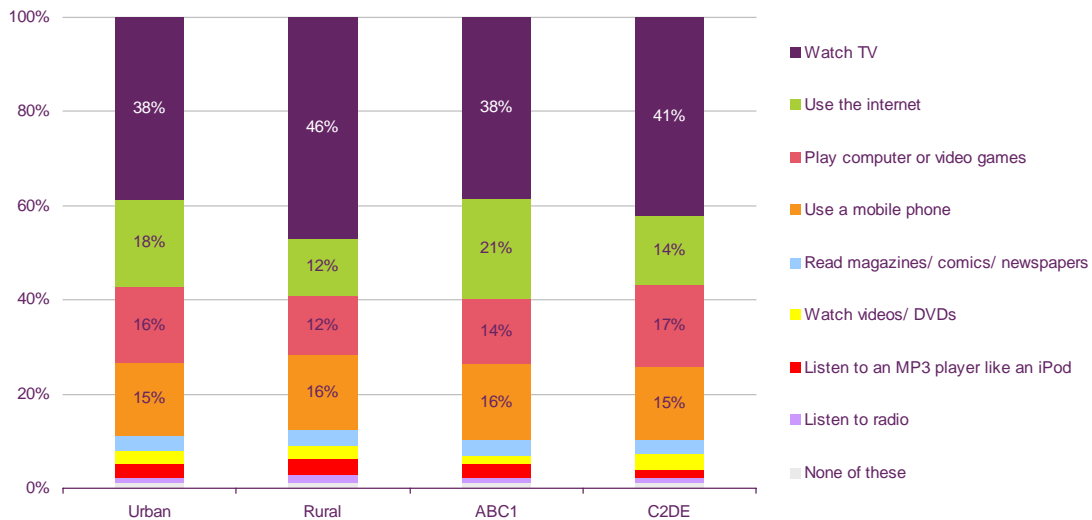
Boys in both age groups are more likely than girls to name computer or video games as their most-missed media activity. Among 8-11 year olds, girls are more likely than boys to say they would miss television the most. Although only a relatively small proportion of girls aged 8-11 say they would miss using a mobile phone the most, this share is higher than among boys aged 8-11.

Other than computer games, as mentioned above, for older children the key difference by gender is the much higher proportion of girls who say using a mobile phone would be their most-missed media activity.

Older and younger girls differ more in terms of their most -missed media activity than do older and younger boys. Girls aged 8-11 are the only group among whom a majority (58%) name television as their most-missed media activity. Girls aged 12-15 are the only group among whom television is not the top response to this question

Figure 130 compares the media activity that would be missed the most by children living in urban or rural areas, and those in ABC1 or C2DE households.

Figure 130: Media activity would miss the most, by urban and rural areas and socio-economic group



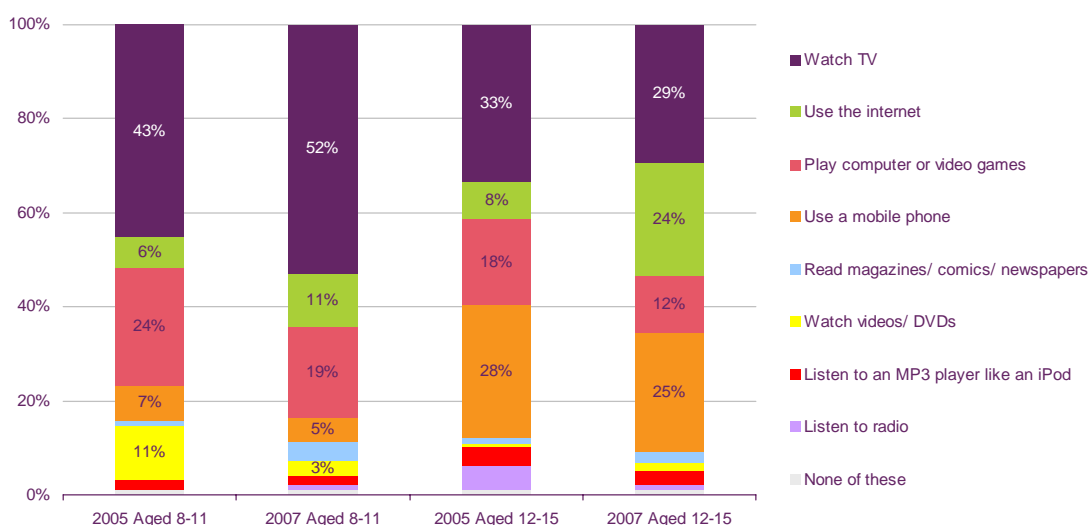
QC39B – Now of the ones you do almost every day, which one of these would you miss doing most if it got taken away?
 Base: Children aged 8-15 (2194 urban, 516 rural, 1221 ABC1, 1440 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children in urban areas are more likely than those in rural areas to name using the internet or playing computer/video games as their most-missed media activity. Children in rural areas are more likely than those in urban areas to name watching television as their most-missed media activity.

Children in ABC1 households are more likely than those in C2DE households to name using the internet as their most-missed media activity, while children in C2DE households are more likely than those in ABC1 households to name playing computer/video games as their most-missed media activity.

Figure 131 compares the responses given by younger and older children overall as to their most-missed media activity in 2005 and in 2007.

Figure 131: Media activity would miss the most, 2005 and 2007



QC39B – Now of the ones you do almost every day, which one of these would you miss doing most if it got taken away?
 Base: Children aged 8-15 (772 Aged 8-11 in 2005, 1354 Aged 8-11 in 2007, 764 Aged 12-15 in 2005, 1357 Aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

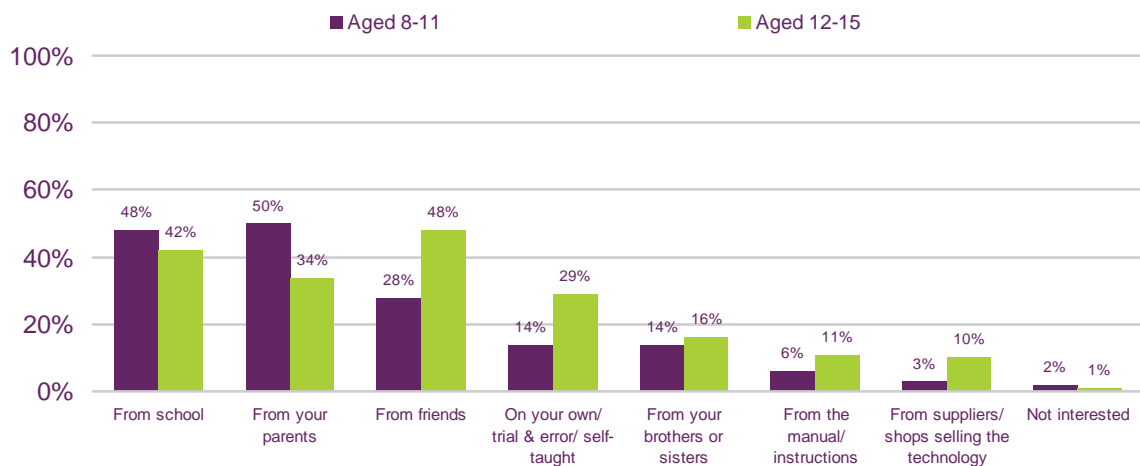
Among younger children aged 8-11, the proportion naming television as their most-missed media activity has increased since 2005 to account for an overall majority. Using the internet has also increased, with decreases for playing computer or video games and for watching videos or DVDs.

Among older children aged 12-15, the proportion naming television and computer/video games as their most-missed media activity has decreased since 2005. The main shift since 2005 has been an increase in the popularity of the internet, which is now on a par with television and mobile phone as the most-missed media activity, having been some way behind these other media in 2005.

7.3 Learning about digital technology

Figure 132 shows the responses given by all children aged 8-11 and 12-15 in terms of the ways, if any, that they would prefer to learn about using the internet, mobile phones and digital television. All children were prompted with a list detailing seven possible ways of learning and were asked to mention as many, or as few, as applied to them.

Figure 132: Ways child would prefer to learn about using digital technology, by age

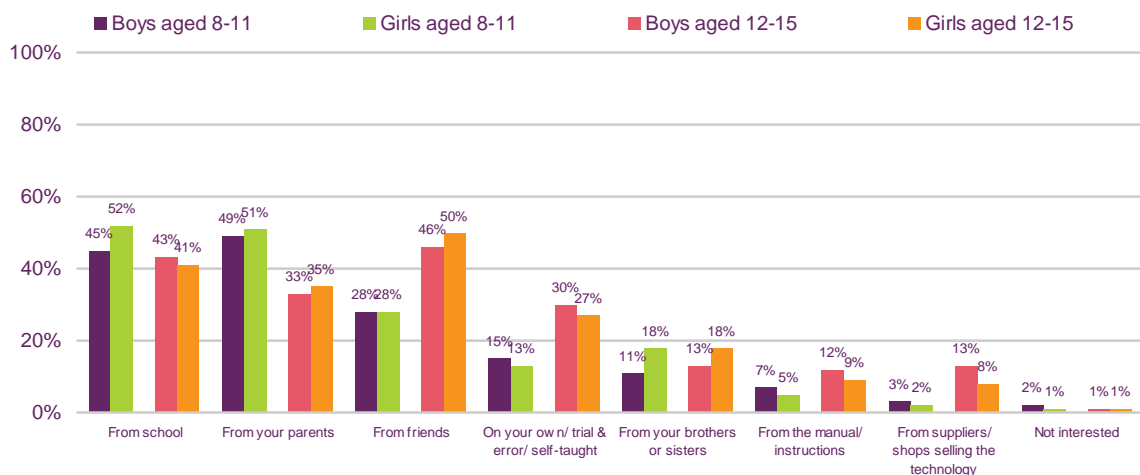


QC41 – Which if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?
 Base: Children aged 8-15 (1354 Aged 8-11, 1357 Aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children aged 8-11 are more likely to prefer to learn from school or from their parents than those aged 12-15. Children aged 12-15 are more likely than younger children to prefer to learn from friends, to teach themselves, to read the manual or to learn from suppliers/shops selling the technology.

Figure 133 compares responses from boys and girls in each of the age groups in terms of how they would prefer to learn about using digital technology.

Figure 133: Ways child would prefer to learn about using digital technology, by gender

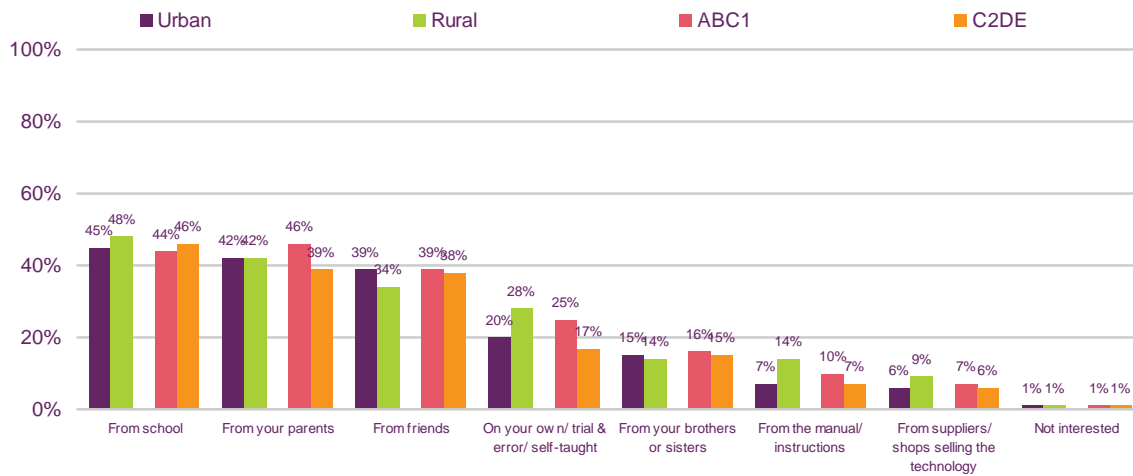


QC41 – Which if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?
 Base: Children aged 8-15 (668 Boys aged 8-11, 686 Girls aged 8-11, 679 Boys aged 12-15, 678 Girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Among younger children aged 8-11, girls are more likely than boys to prefer to learn from school or from their brothers or sisters. Among older children aged 12-15, girls are more likely than boys to prefer to learn from their brothers or sisters, while boys are more likely than girls to prefer to learn from suppliers or shops selling the technology.

Figure 134 compares responses from children living in urban or in rural areas and those living in ABC1 or C2DE households.

Figure 134: Ways child would prefer to learn about using digital technology, by urban and rural areas and socio-economic group



QC41 – Which if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?
 Base: Children aged 8-15 (2194 urban, 516 rural, 1221 ABC1, 1440 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

Children in rural areas are more likely than those in urban areas to prefer to teach themselves, to learn from the manual or instructions, or to learn from suppliers or shops selling the technology. Children in urban areas are more likely than those in rural areas to prefer to learn through friends.

When comparing households' socio-economic group, children from ABC1 households are more likely than children from C2DE households to prefer to learn from their parents or to teach themselves.

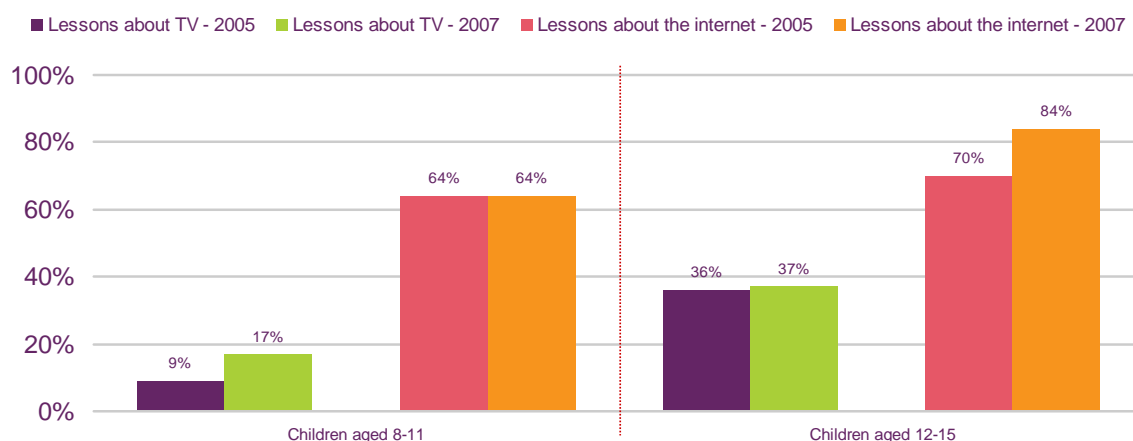
Compared to 2005, there has been an increase across both age groups in the proportion of children who prefer to learn from their parents; apart from this, the preferred way to learn has not changed.

Children aged 8-11 and 12-15 were asked whether they had any lessons at school that taught them about television¹ or about the internet². Figure 135 shows responses from children in each age group in 2007, and also from the 2005 Children's Media Literacy Audit for comparison.

¹ 'For example, how television programmes are made and how they are paid for'

² 'For example, how the Internet works, how to make websites, how to do research on the internet, or how to avoid websites you don't want to see'

Figure 135: Lessons at school about television/the internet, by age, 2005 and 2007



QC42/43 – Do any of your lessons at school teach you about TV / about the Internet?
 Base: Children aged 8-11 (772 Aged 8-11 in 2005, 1354 Aged 8-11 in 2007, 764 Aged 12-15 in 2005, 1357 Aged 12-15 in 2007)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to September 2007

In the 2007 study, one in five younger children had lessons about television and two-thirds had lessons about the internet. Compared to the 2005 study, the incidence of lessons about television for younger children has increased, but the incidence of lessons about the internet remains unchanged.

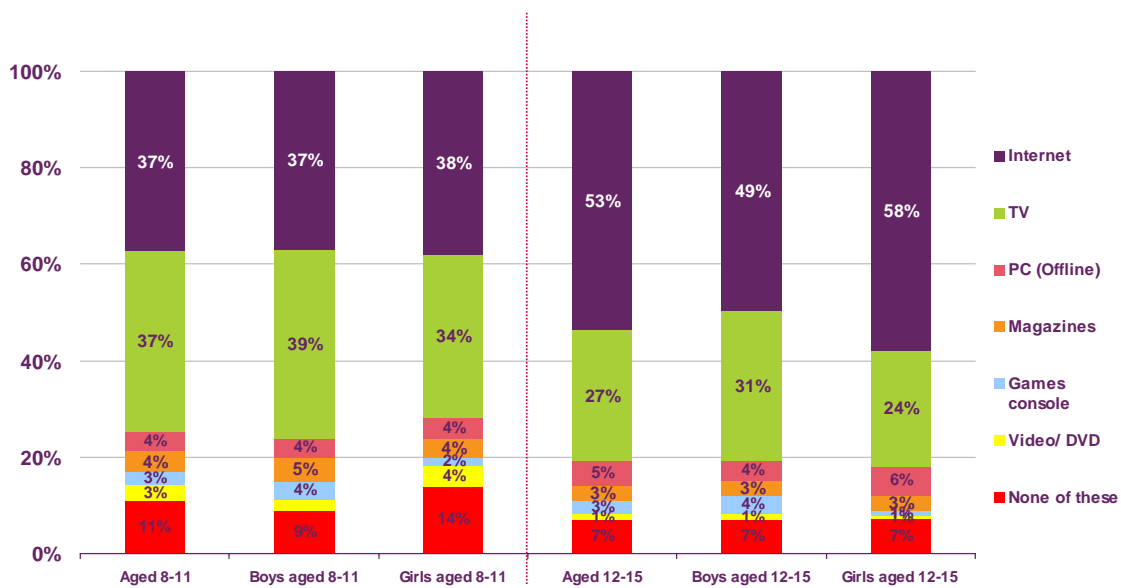
Older children are more likely than younger children to have lessons about television and to have lessons about the internet. Compared to the 2005 study, the incidence of lessons about the internet for older children has increased, but the incidence of lessons about television remains unchanged.

Responses to these questions do not differ by the gender of the child, by whether the child lives in an urban or a rural area, or by the socio-economic group of the household.

7.4 Media device parent believes is of most benefit to their child

All parents of 8-15 year olds were asked which one of six media they felt benefited their child the most. Parents were prompted with a list detailing six media and were asked to select one. Responses from parents of 8-11 and 12-15 year old children are shown in Figure 136 with results also shown by the gender of child.

Figure 136: Media device of most benefit to the child, by age and gender



QP21 – Please take a look through this list. Which one of these would you say benefits your child the most?
 Base: Parents of children aged 8-15 (1051 Aged 8-11, 519 Boys aged 8-11, 532 Girls aged 8-11, 1017 Aged 12-15, 512 Boys aged 12-15, 505 Girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

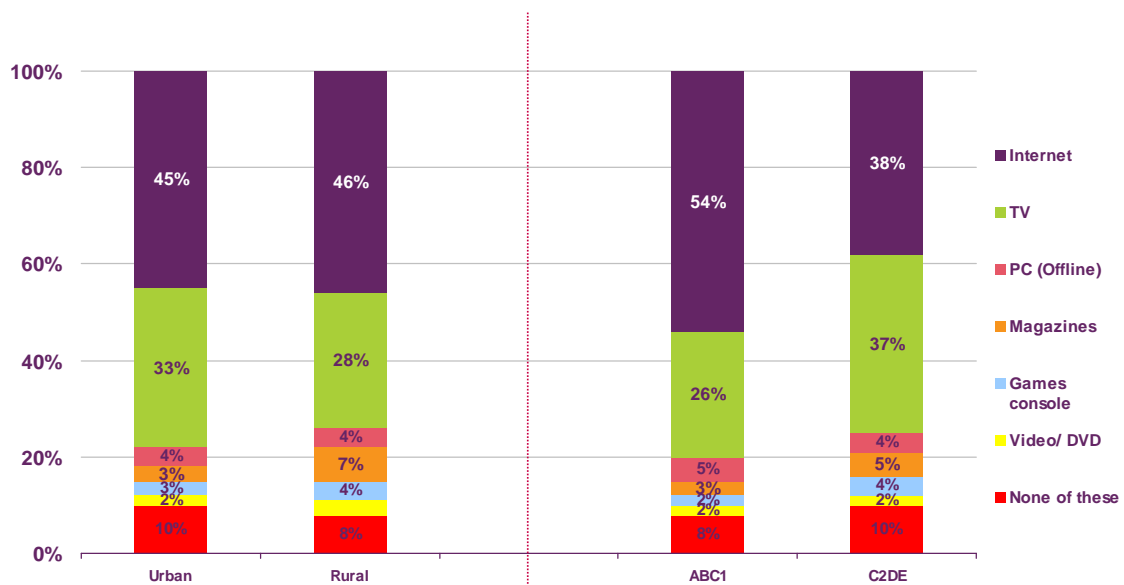
The internet and television are the media that parents of both 8-11 year olds and 12-15 year olds consider to be of the most benefit to their child.

Parents of 8-11 year olds are more likely than parents of 12-15 year olds to state that television is the most beneficial media device for their child. Parents of younger children are also more likely to consider none of the media to be of most benefit, compared with parents of older children. This is more likely to be the case among parents of younger girls than among parents of younger boys.

Parents of 12-15 year olds are more likely than parents of younger children to consider the internet to be of most benefit to their child. Parents of older girls are more likely than parents of older boys to consider the internet to be the most beneficial media device.

Figure 137 shows responses from parents of children in urban and in rural areas and those in ABC1 and in C2DE households regarding the media device they consider to be of most benefit to their child.

Figure 137: Media device of most benefit to the child, by urban and rural areas and socio-economic group



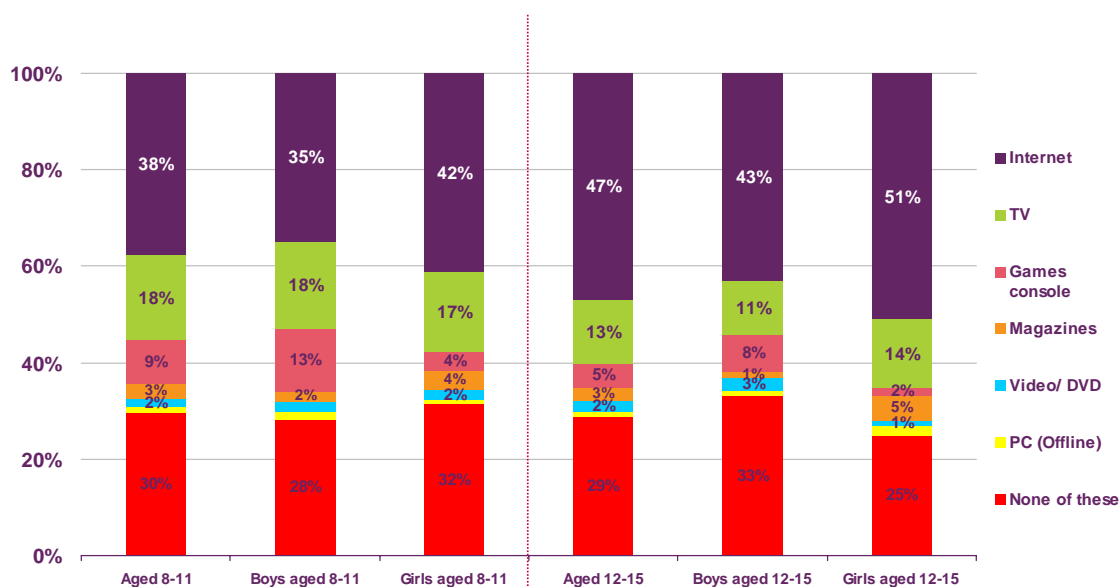
QP21 – Please take a look through this list. Which one of these would you say benefits your child the most?
 Base: Parents of children aged 8-15 (1569 Urban, 499 Rural, 924 ABC1, 1126 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Parents in urban and in rural areas do not differ in terms of what they say for the two main media (internet and television) seen as of most benefit to their child. Those in rural areas are, however, more likely to say magazines or games consoles than those in urban areas.

Parents in ABC1 households are more likely to say the internet as the most beneficial medium, with parents in C2DE households more likely to say television.

All parents of 8-15 year olds were also asked which one of the six media they worry most about. Parents were again prompted with a list detailing six media and were asked to select one. Responses from parents of 8-11 and 12-15 year old children are shown in Figure 138, with results also shown by the gender of the child.

Figure 138: Media device parents worry most about, by age and gender



QP22 – Please take a look through this list. Which one do you worry most about?
 Base: Parents of children aged 8-15 (1051 Aged 8-11, 519 Boys aged 8-11, 532 Girls aged 8-11, 1017 Aged 12-15, 512 Boys aged 12-15, 505 Girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

The internet is the most-mentioned media that parents worry about, for both age groups. Among parents of younger children, twice as many say the internet as say television. Among parents of older children, nearly four times as many say the internet as say television.

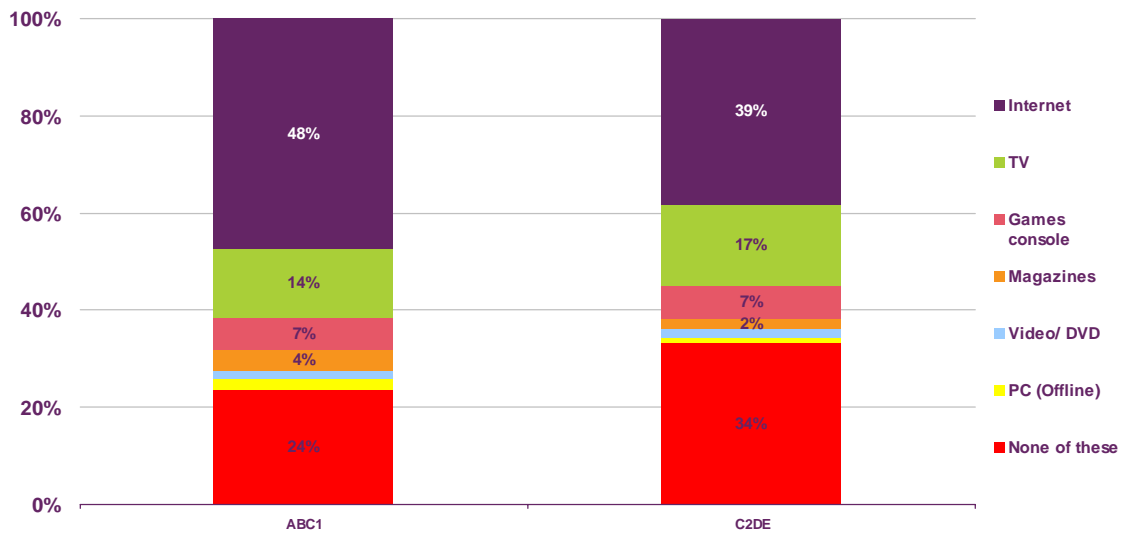
Parents of younger children are more likely than parents of older children to say television or games consoles as the media they worry most about, but these attract lower mentions than the internet.

Among parents of both younger and older children, parents of girls are more likely than parents of boys to say the internet is the media they worry most about. Parents of boys are more likely than parents of girls to say games consoles.

Among parents of older children, parents of boys are more likely than parents of girls to say they do not worry about any of the six media.

Figure 139 shows responses from parents of children in ABC1 and in C2DE households regarding the medium they worry most about.

Figure 139: Media device parents worry most about, by age and socio-economic group



QP22 – Please take a look through this list. Which one do you worry most about?
 Base: Parents of children aged 8-15 (1569 Urban, 499 Rural, 924 ABC1, 1126 C2DE)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in October-December 2007

Parents in all socio-economic groups worry most about the internet. The internet is more likely to be mentioned by parents in ABC1 households as the media they worry most about than by parents in C2DE households. Parents in C2DE households are more likely than those in ABC1 households to say they do not worry about of the six media.

Responses to this question do not vary across parents in urban and in rural areas.