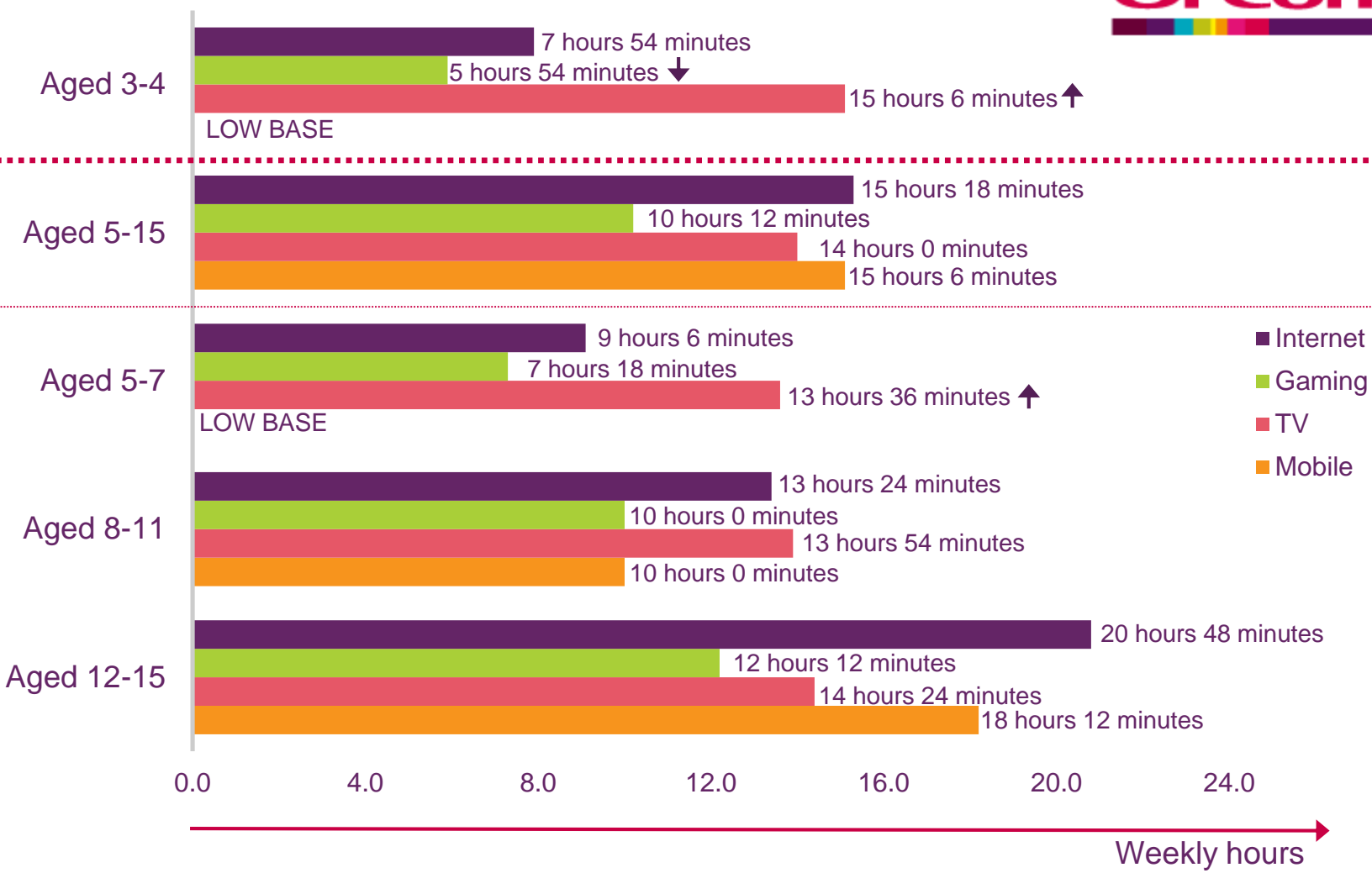# Children's and parents' media use and attitudes report 2017

Children's and parents' media use and attitudes report 2017

Section 4 – Children's media time

Figure 1: Estimated weekly hours of media consumption at home or elsewhere, among users, by age: 2017

Aged 3-4
- 7 hours 54 minutes
- 5 hours 54 minutes ↓
- 15 hours 6 minutes ↑
- LOW BASE

Aged 5-15
- 15 hours 18 minutes
- 10 hours 12 minutes
- 14 hours 0 minutes
- 15 hours 6 minutes

Aged 5-7
- 9 hours 6 minutes
- 7 hours 18 minutes
- 13 hours 36 minutes ↑
- LOW BASE

Aged 8-11
- 13 hours 24 minutes
- 10 hours 0 minutes
- 13 hours 54 minutes
- 10 hours 0 minutes

Aged 12-15
- 20 hours 48 minutes
- 12 hours 12 minutes
- 14 hours 24 minutes
- 18 hours 12 minutes

Legend:
- Internet
- Gaming
- TV
- Mobile

X-axis: 0.0 4.0 8.0 12.0 16.0 20.0 24.0

Weekly hours

QP8A-B/ QP25A-B/ QP57A-B/QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?.
Responses are taken from the child aged 8-11 or 12-15 rather than the parent..
Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE) - Significance testing shows any change between 2016 and 2017

Figure 2: Estimated hours of media consumption at home or elsewhere among users, per week day and weekend day, by age : 2017
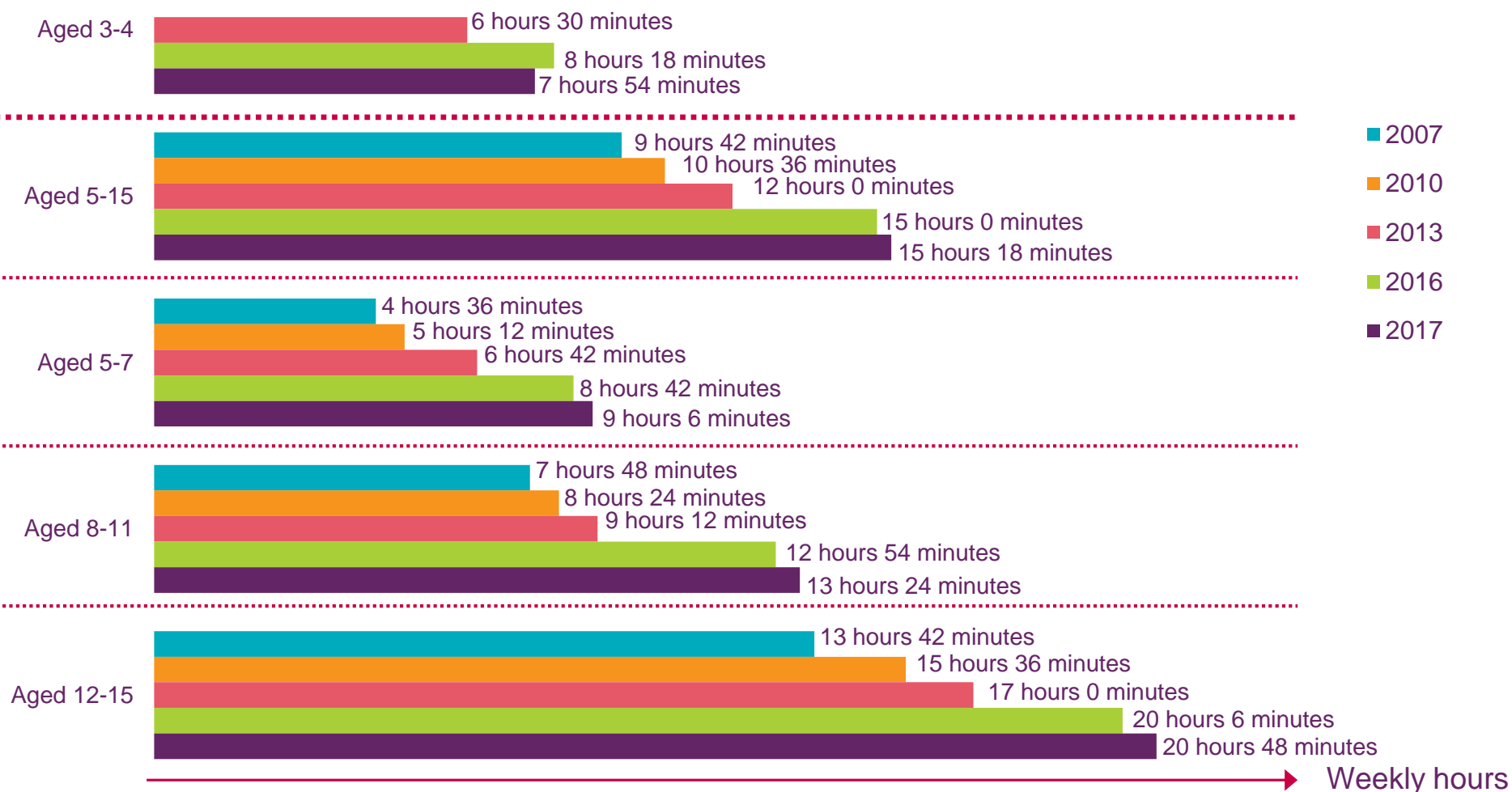
	Hours spent going online per day	Hours spent playing games per day	Hours spent watching TV on a television set per day	Hours spent using their mobile phone per day
Aged 3-4				
School day**	1 hour 0 minutes	0 hours 48 minutes	2 hours 0 minutes	LOW BASE
Weekend day	1 hour 24 minutes	1 hour 6 minutes	2 hours 36 minutes	LOW BASE
Aged 5-15				
School day	1 hour 54 minutes	1 hour 12 minutes	1 hour 42 minutes	1 hour 54 minutes
Weekend day	2 hours 54 minutes	2 hours 6 minutes	2 hours 42 minutes	2 hours 42 minutes
Aged 5-7				
School day	1 hour 6 minutes	0 hour 48 minutes	1 hour 42 minutes	LOW BASE
Weekend day	1 hour 48 minutes	1 hour 36 minutes	2 hours 36 minutes	LOW BASE
Aged 8-11				
School day	1 hour 36 minutes	1 hour 12 minutes	1 hour 42 minutes	1 hour 12 minutes
Weekend day	2 hours 36 minutes	2 hours 6 minutes	2 hours 36 minutes	1 hour 54 minutes
Aged 12-15				
School day	2 hours 36 minutes	1 hour 30 minutes	1 hour 48 minutes	2 hours 24 minutes
Weekend day	3 hours 54 minutes	2 hours 24 minutes	2 hours 42 minutes	3 hours 12 minutes

QP8A-B/ QP25A-B/ QP57A-B/QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?
Responses are taken from the child aged 8-11 or 12-15 rather than the parent. ** Parents of children aged 3-4 were asked about week day rather than school day as their child may not yet be attending school
Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE)

Figure 3: Estimated weekly hours of internet consumption by age, at home (2007, 2010, 2013) or elsewhere (2016 and 2017)

Aged 3-4
- 6 hours 30 minutes
- 8 hours 18 minutes
- 7 hours 54 minutes

Aged 5-15
- 9 hours 42 minutes
- 10 hours 36 minutes
- 12 hours 0 minutes
- 15 hours 0 minutes
- 15 hours 18 minutes

Aged 5-7
- 4 hours 36 minutes
- 5 hours 12 minutes
- 6 hours 42 minutes
- 8 hours 42 minutes
- 9 hours 6 minutes

Aged 8-11
- 7 hours 48 minutes
- 8 hours 24 minutes
- 9 hours 12 minutes
- 12 hours 54 minutes
- 13 hours 24 minutes

Aged 12-15
- 13 hours 42 minutes
- 15 hours 36 minutes
- 17 hours 0 minutes
- 20 hours 6 minutes
- 20 hours 48 minutes

Legend: ■ 2007 ■ 2010 ■ 2013 ■ 2016 ■ 2017
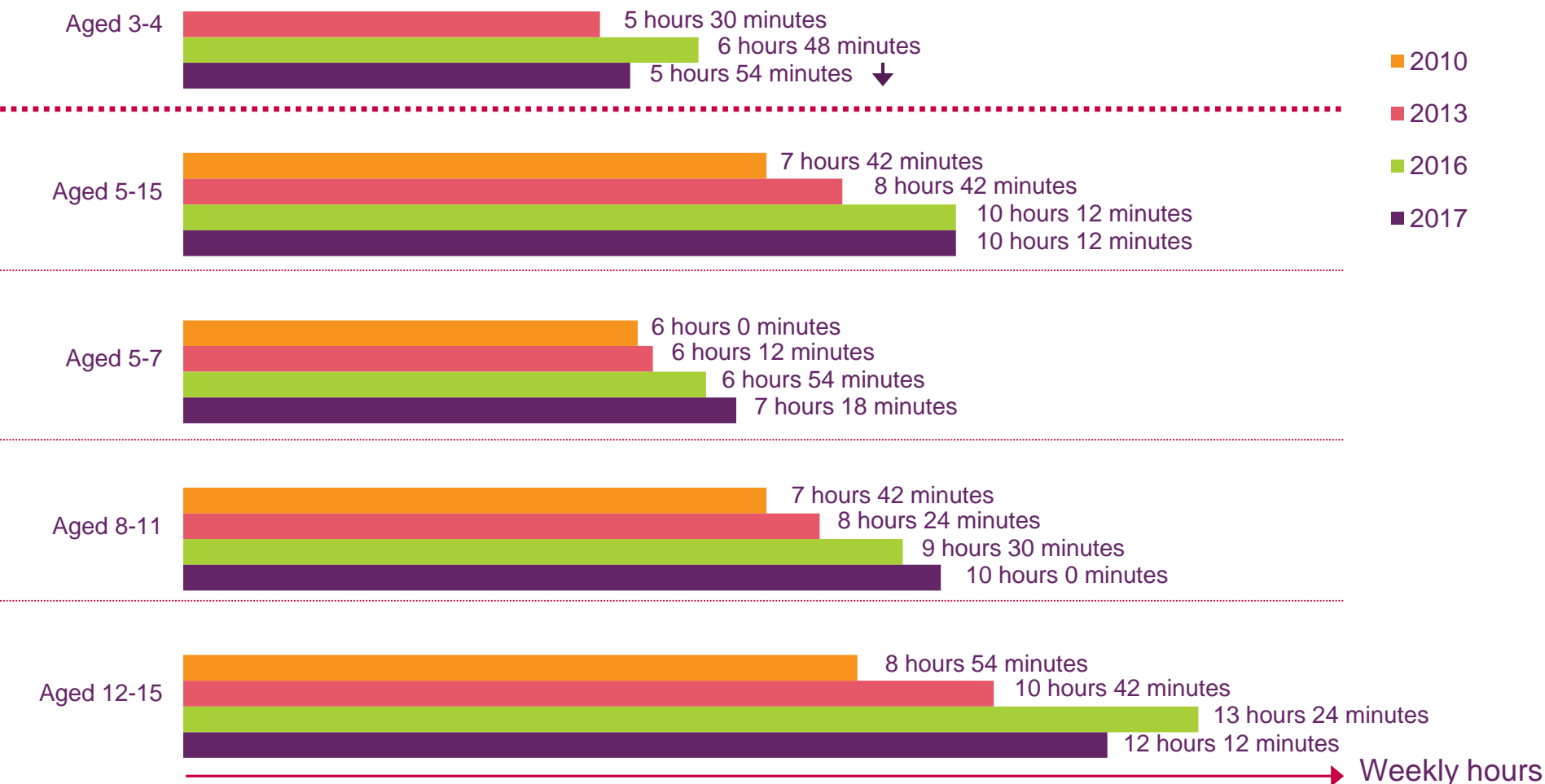
Weekly hours

QP25A-B– How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (unprompted responses, single coded) In 2007-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere.
Base: Parents of children aged 3-7 who use the internet at home or elsewhere and children aged 8-15 who use the internet at home or elsewhere (VARIABLE BASE) - Significance testing shows any change between 2016 and 2017

Figure 4: Estimated weekly hours of game playing by age at home (2010, 2013) or elsewhere (2016 and 2017)

Aged 3-4
- 5 hours 30 minutes
- 6 hours 48 minutes
- 5 hours 54 minutes ↓

Aged 5-15
- 7 hours 42 minutes
- 8 hours 42 minutes
- 10 hours 12 minutes
- 10 hours 12 minutes

Aged 5-7
- 6 hours 0 minutes
- 6 hours 12 minutes
- 6 hours 54 minutes
- 7 hours 18 minutes

Aged 8-11
- 7 hours 42 minutes
- 8 hours 24 minutes
- 9 hours 30 minutes
- 10 hours 0 minutes

Aged 12-15
- 8 hours 54 minutes
- 10 hours 42 minutes
- 13 hours 24 minutes
- 12 hours 12 minutes

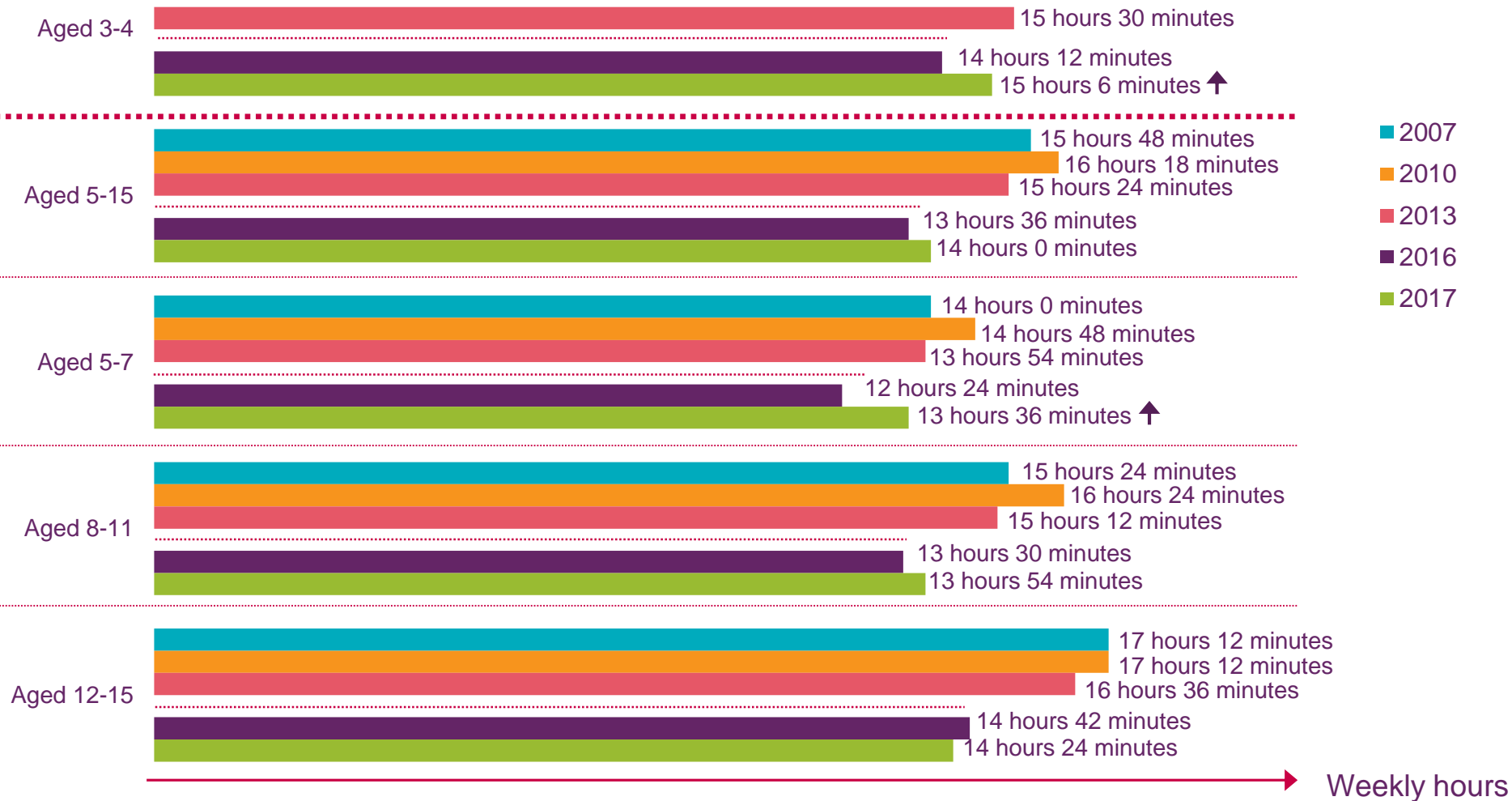Legend: 2010, 2013, 2016, 2017

Weekly hours →

QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (unprompted responses, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2013 parents/ children were asked about use at home whereas since 2014 they were asked about use at home or elsewhere.
Base: Parents of children aged 3-7 whose child plays games at home or elsewhere and children aged 8-15 who play games at home or elsewhere (VARIABLE BASE).
Significance testing shows any change between 2016 and 2017 .

Figure 5: Estimated weekly hours of television consumption by age, at home (2007, 2010, 2013) or elsewhere (2016, 2017)

Ofcom

Aged 3-4
- 15 hours 30 minutes (2013)
- 14 hours 12 minutes (2016)
- 15 hours 6 minutes ↑ (2017)

Aged 5-15
- 15 hours 48 minutes (2007)
- 16 hours 18 minutes (2010)
- 15 hours 24 minutes (2013)
- 13 hours 36 minutes (2016)
- 14 hours 0 minutes (2017)

Aged 5-7
- 14 hours 0 minutes (2007)
- 14 hours 48 minutes (2010)
- 13 hours 54 minutes (2013)
- 12 hours 24 minutes (2016)
- 13 hours 36 minutes ↑ (2017)

Aged 8-11
- 15 hours 24 minutes (2007)
- 16 hours 24 minutes (2010)
- 15 hours 12 minutes (2013)
- 13 hours 30 minutes (2016)
- 13 hours 54 minutes (2017)

Aged 12-15
- 17 hours 12 minutes (2007)
- 17 hours 12 minutes (2010)
- 16 hours 36 minutes (2013)
- 14 hours 42 minutes (2016)
- 14 hours 24 minutes (2017)

Legend:
- 2007
- 2010
- 2013
- 2016
- 2017

Weekly hours

QP8A-B – How many hours would you say he/ she spends watching TV programmes on a TV set on a typical school day/ on a weekend day? (unprompted responses, single coded). Prior to 2014 the response for 12-15s was taken from the child and the parent for 5-7s and 8-11s and parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere. Prior to 2015 responses included viewing on any type of device, not just on a TV set.
Base: Parents of children aged 3-7 who use watches television on a TV set (VARIABLE BASE) - Significance testing shows any change between 2016 and 2017

Figure 6: Estimated weekly hours of mobile phone use by age: 2017

Aged 3-4   LOW BASE

Aged 5-15   15 hours 6 minutes

Aged 5-7   LOW BASE

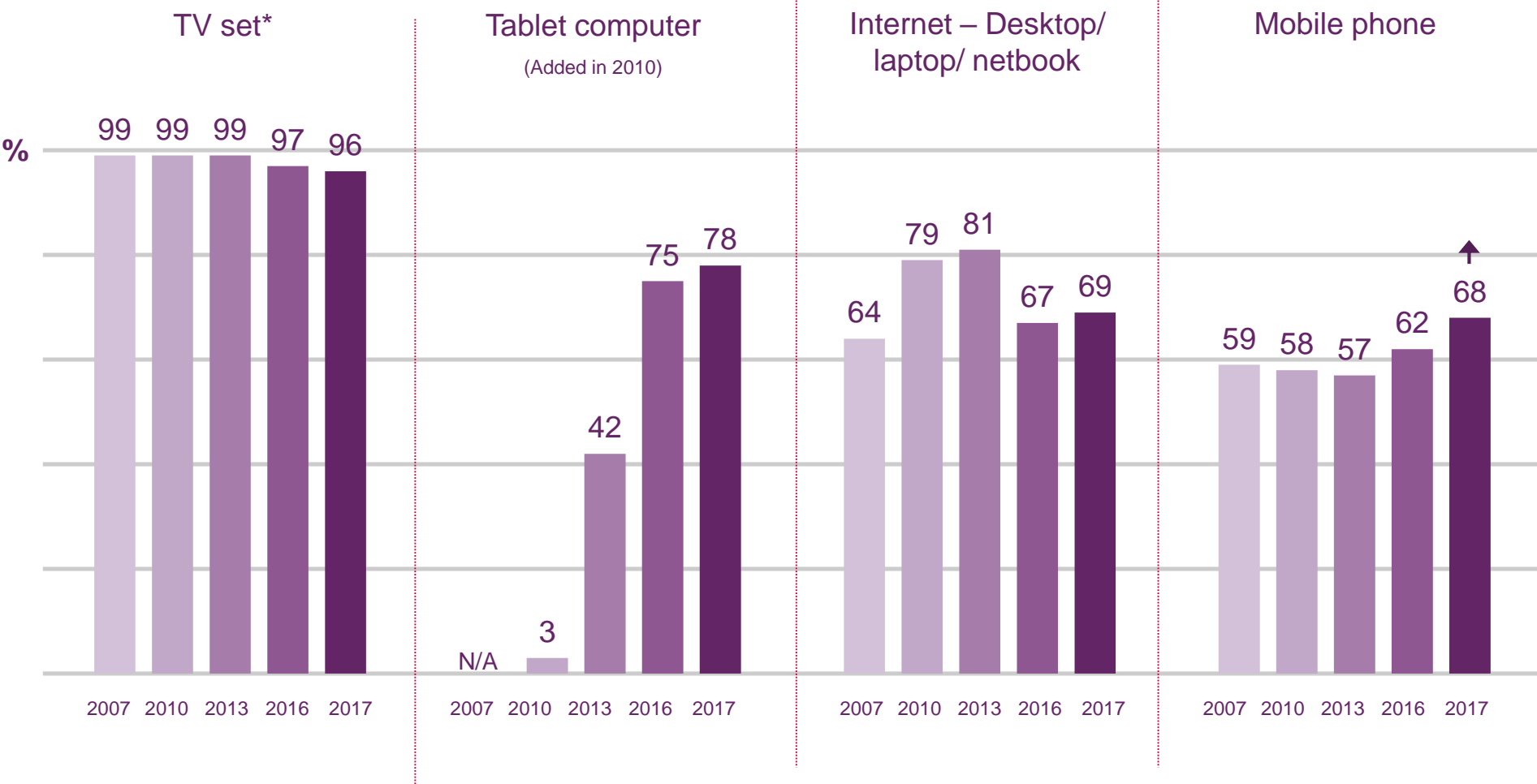Aged 8-11   10 hours 0 minutes

Aged 12-15   18 hours 12 minutes

Weekly hours

QP57A-B– How many hours would you say he/ she spends using their mobile phone on a typical school day/ on a weekend day? (unprompted responses, single coded)
Base: Parents of children aged 3-7 and children aged 8-15 with a mobile phone (VARIABLE BASE).

# Children's and parents' media use and attitudes report 2017

Section 5 – Children's use and ownership of media devices

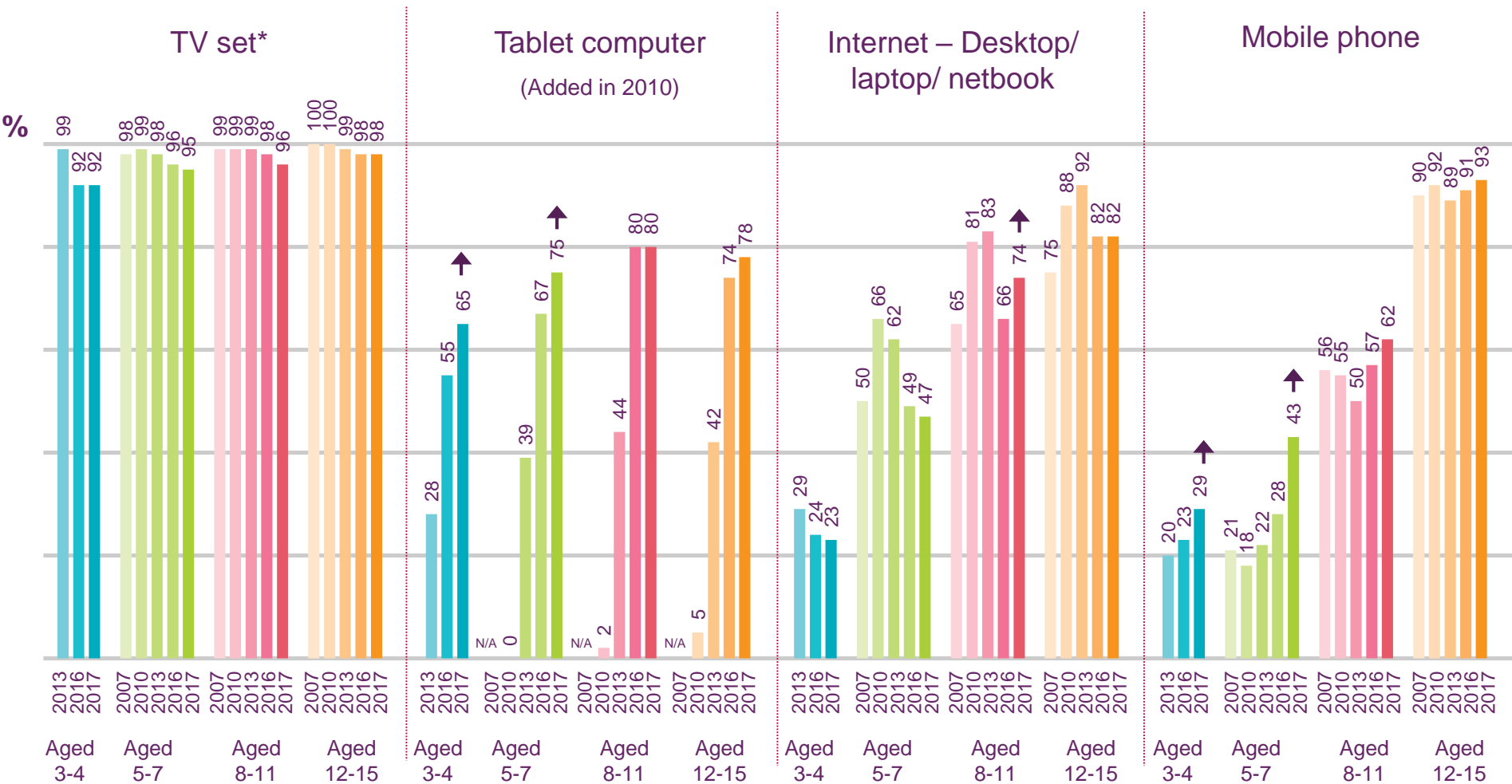# Figure 7a: Media used by children aged 5-15 at home: 2007, 2010, 2013, 2016 and 2017

TV set*

2007	2010	2013	2016	2017
99	99	99	97	96

Tablet computer
(Added in 2010)

2007	2010	2013	2016	2017
N/A	3	42	75	78

Internet – Desktop/ laptop/ netbook

2007	2010	2013	2016	2017
64	79	81	67	69

Mobile phone

2007	2010	2013	2016	2017
59	58	57	62	68

QP3A/B/E/D/F – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) * Since 2014 this measure includes those who say they use either a Smart TV or a 'standard 'TV set , prior to this we asked only about a TV set
Base: Parents of children aged 5-15 (1388) - significance testing shows any change between 2016 and 2017

Figure 7b: Media used by children aged 5-15 at home: 2007, 2010, 2013, 2016 and 2017

Figure 8a : Media used by children at home, by age: 2007, 2010, 2013, 2016 and 2017

Figure 8b : Media used by children at home, by age: 2007, 2010, 2013, 2016 and 2017
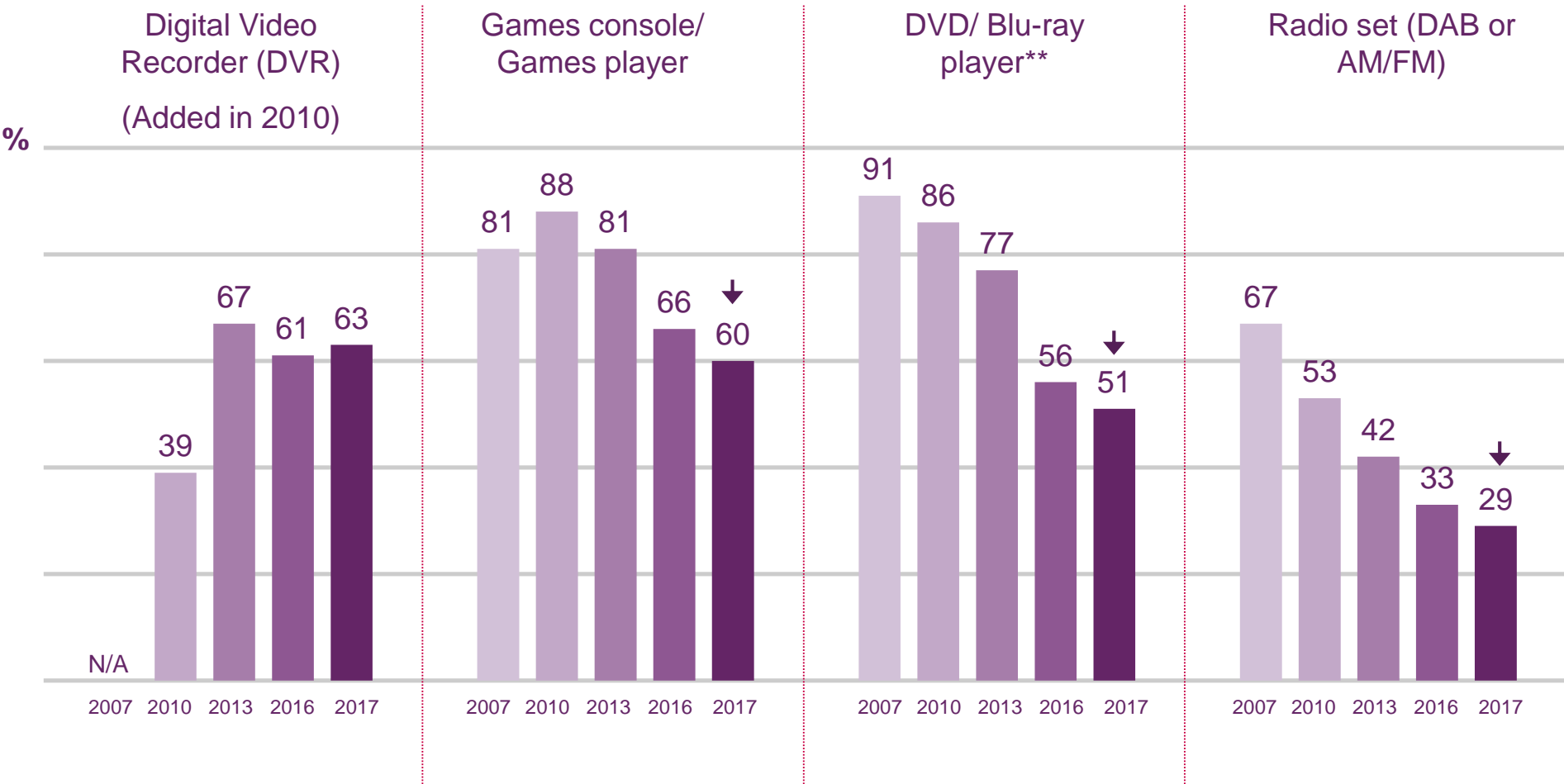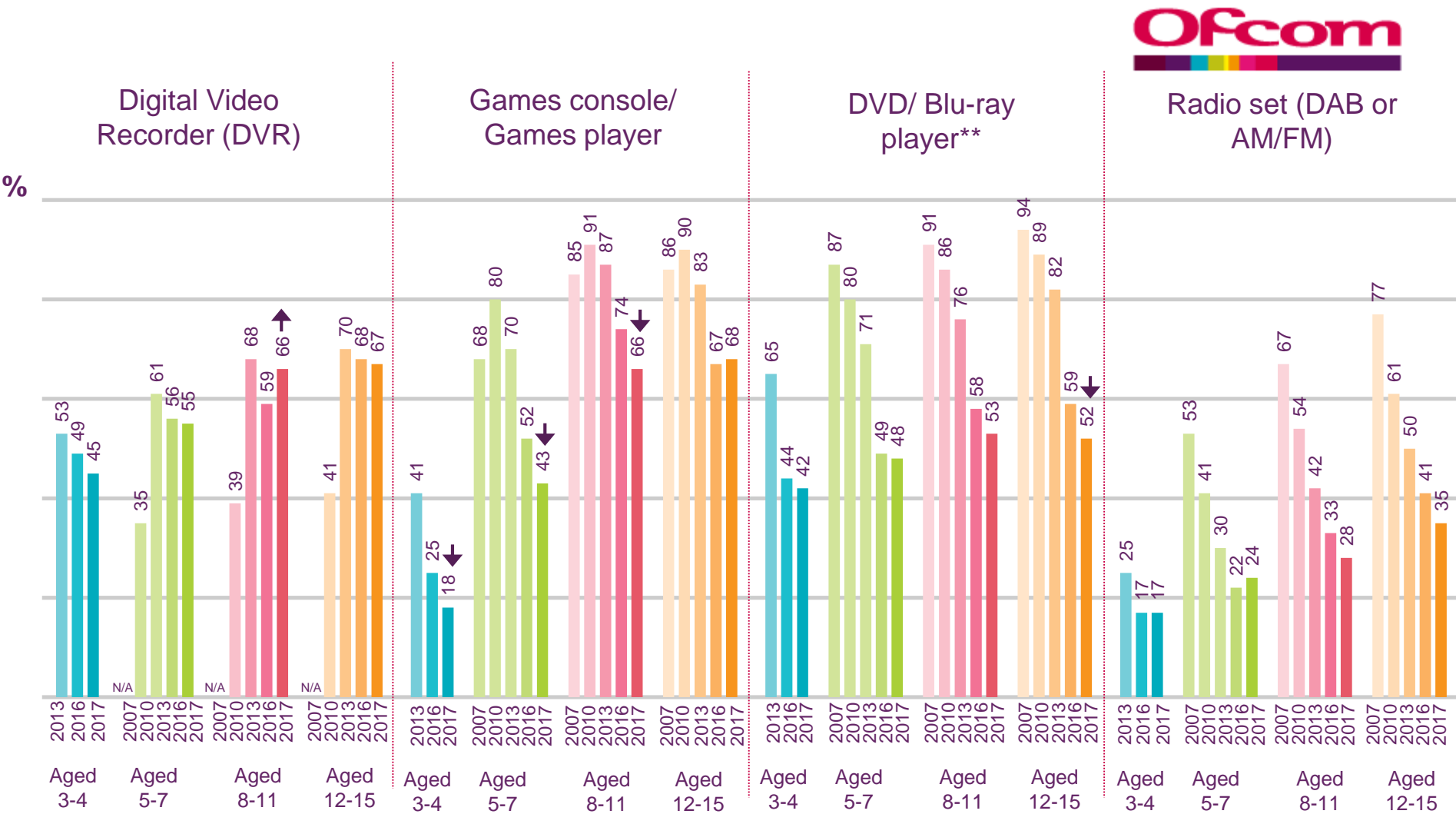

QP3C/G/I/H - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017

# Figure 9: Summary of access to and use of devices/ media at home, by age: 2017

Ofcom

	All children	Aged 3-4		Aged 5-15		Aged 5-7		Aged 8-11		Aged 12-15	
		Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Tablet computer		86%↑	65%↑	86%↑	78%	86%↑	75%↑	86%	80%	85%	78%
Desktop computer/ laptop/ netbook- with internet access		73%	23%	83%	69%	75%	47%	84%↑	74%↑	88%	82%
Standard TV set		74%↓	66%↓	82%↓	78%↓	81%	76%	83%↓	80%↓	80%↓	77%↓
Games console/ player		48%	18%↓	72%	60%↓	59%↓	43%↓	76%	66%↓	77%	68%
Digital Video Recorder (DVR)		69%	45%	71%	63%	66%	55%	72%	66%↑	73%	67%
DVD / Blu–ray player		63%	42%	64%	51%↓	62%	48%	64%	53%	65%	52%↓
Radio		54%	17%	58%↓	29%↓	56%	24%	58%	28%	60%↓	35%
Smart TV set		56%↑	46%	56%↑	51%↑	54%	47%	56%	51%	58%	54%
Mobile phone		1%	29%↑	49%	68%↑	8%	43%↑	44%	62%	86%	93%
Any standard/ smart TV		98%	92%	99%	96%	98%	95%	98%	96%	99%	98%
ANY INTERNET		81%	53%↑	96%↑	92%↑	92%↑	79%↑	96%	94%↑	99%	99%

QP3 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017

Figure 10: Regular use of media devices, by age: 2016 and 2017
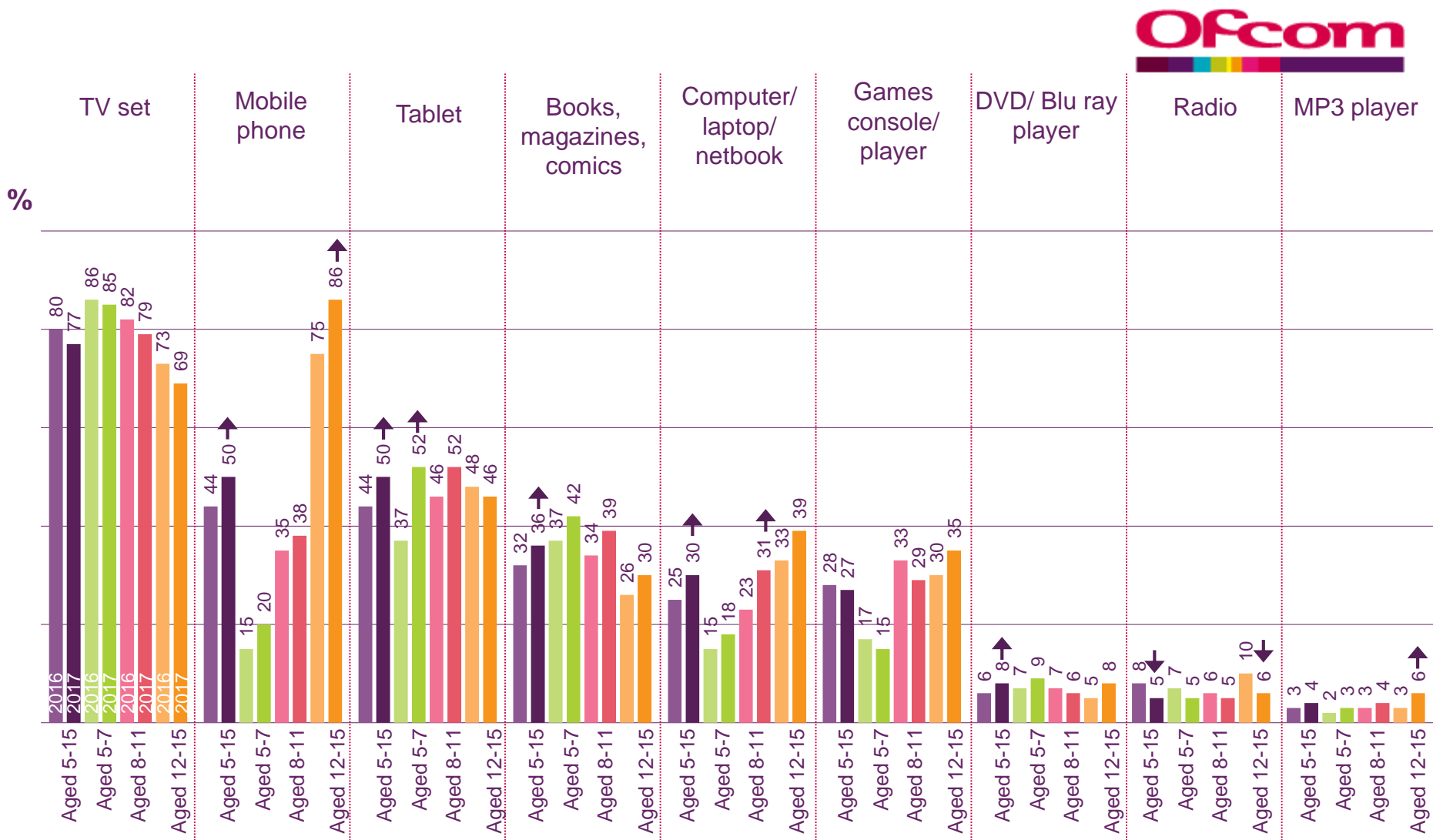
QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)
Base: Children aged 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017

Figure 11: Smartphone and non-smartphone ownership, by age: 2010, 2013, 2016 & 2017

QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017.

Figure 12: Smartphone ownership, by age of child: 2017

QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (351 aged 3, 326 aged 4, 169 aged 5, 129 aged 6, 114 aged 7, 175 aged 8, 123 aged 9, 102 aged 10, 97 aged 11, 162 aged 12, 101 aged 13, 108 aged 14, 108 aged 15)

Figure 13: Tablet ownership, by age of child : 2010, 2013, 2016 and 2017
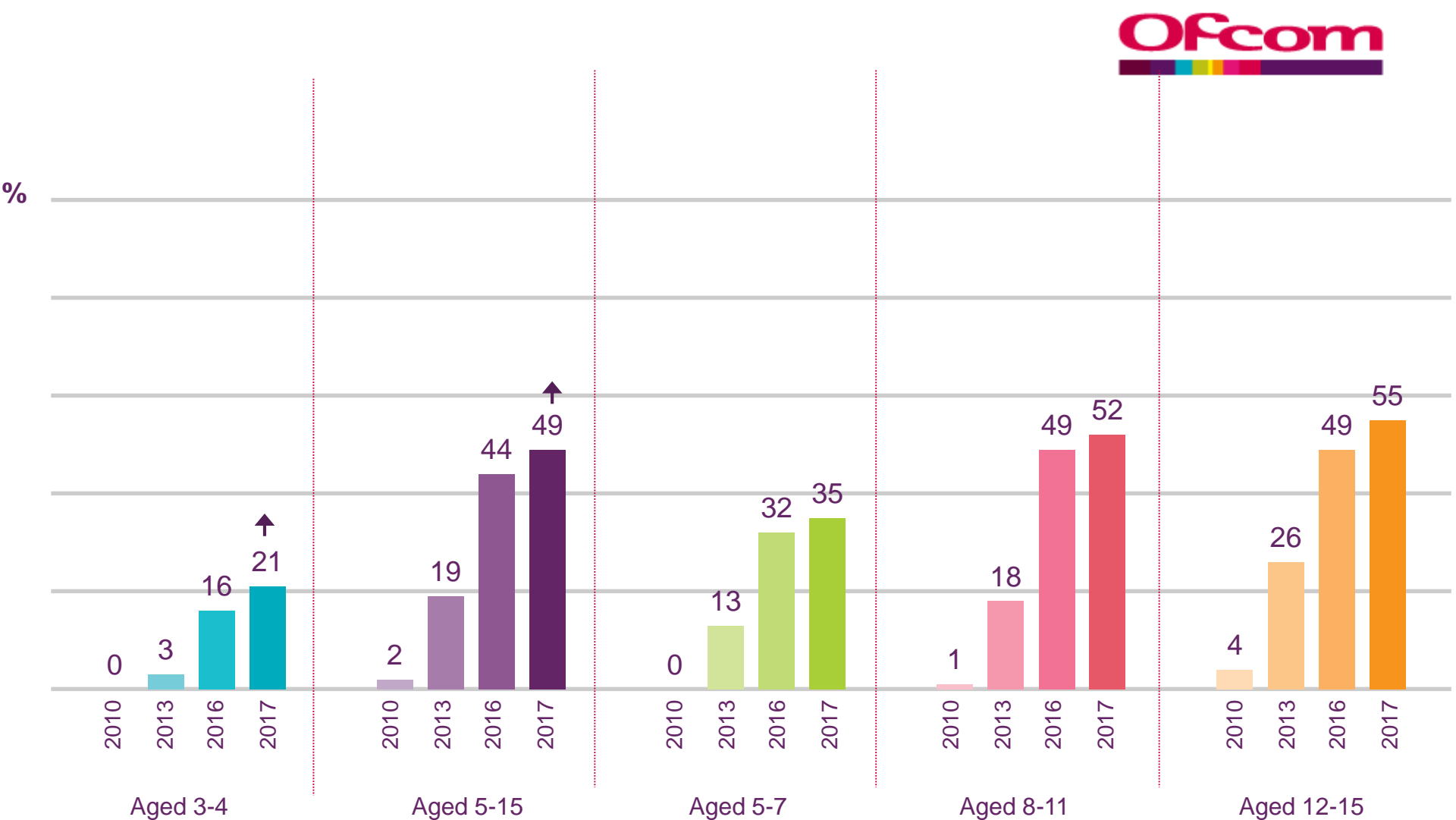
Figure 14: Tablet and smartphone ownership, by age of child : 2017

Smartphone values by age: 0% (Age 3), 1% (Age 4), 1% (Age 5), 4% (Age 6), 9% (Age 7), 16% (Age 8), 25% (Age 9), 46% (Age 10), 71% (Age 11), 70% (Age 12), 76% (Age 13), 92% (Age 14), 93% (Age 15)

Tablet values by age: 16% (Age 3), 26% (Age 4), 27% (Age 5), 33% (Age 6), 45% (Age 7), 51% (Age 8), 49% (Age 9), 55% (Age 10), 53% (Age 11), 51% (Age 12), 54% (Age 13), 52% (Age 14), 65% (Age 15)

QPE3E/F/QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)
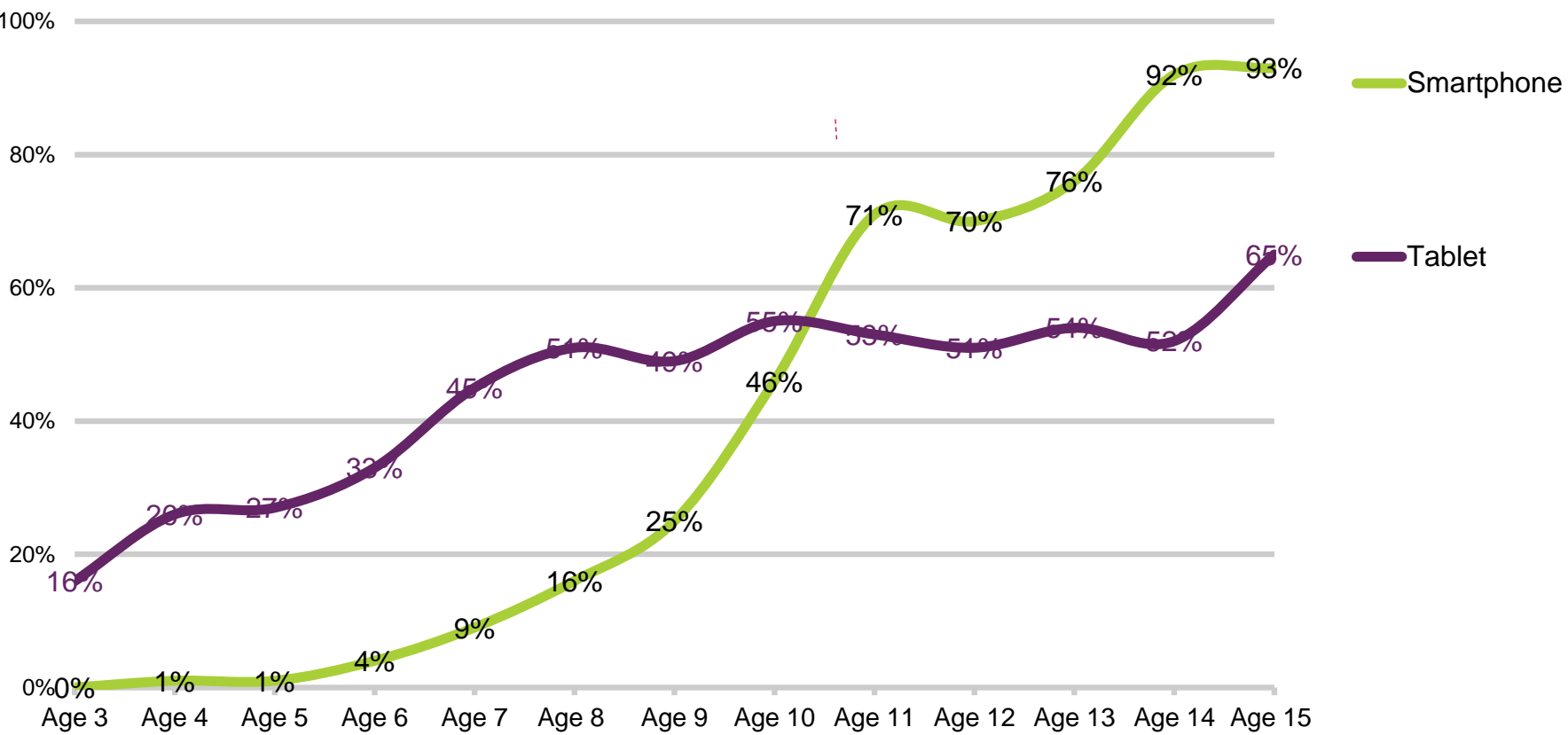Base: Parents of children aged 3-4 or 5-15 (351 aged 3, 326 aged 4, 169 aged 5, 129 aged 6, 114 aged 7, 175 aged 8, 123 aged 9, 102 aged 10, 97 aged 11, 162 aged 12, 101 aged 13, 108 aged 14, 108 aged 15).

Children's and parents' media use and attitudes report 2017

Section 6 – Children's device preferences and affinity

Figure 15: Devices ever used by children aged 5-15 to watch television programmes at home (2013) or elsewhere (2016 and 2017)
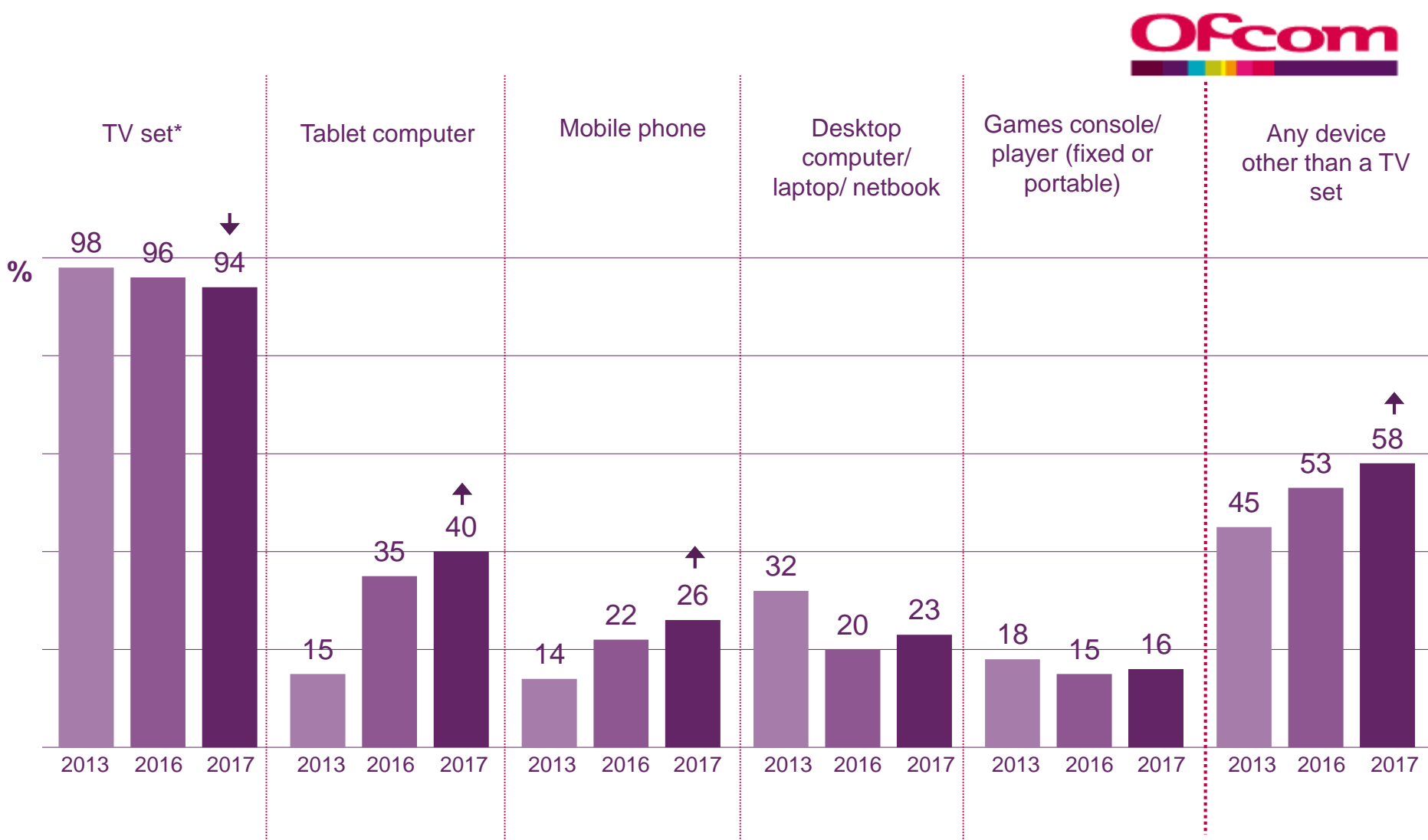
	TV set*			Tablet computer			Mobile phone			Desktop computer/ laptop/ netbook			Games console/ player (fixed or portable)			Any device other than a TV set		
%	98	96	94↓	15	35	40↑	14	22	26↑	32	20	23	18	15	16	45	53	58↑
	2013	2016	2017	2013	2016	2017	2013	2016	2017	2013	2016	2017	2013	2016	2017	2013	2016	2017

QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded).
Responses from parents for 5-7 year olds and from children aged 8-15. *Since 2014 this measure includes those who say they use either a Smart TV or a 'standard 'TV set, prior to this we asked only about a TV set. Base: Parents of children aged 5-15 (1388) - significance testing shows any change between 2016 and 2017

Figure 16: Devices ever used to watch television programmes at home (2013) or elsewhere (2016 and 2017), by age
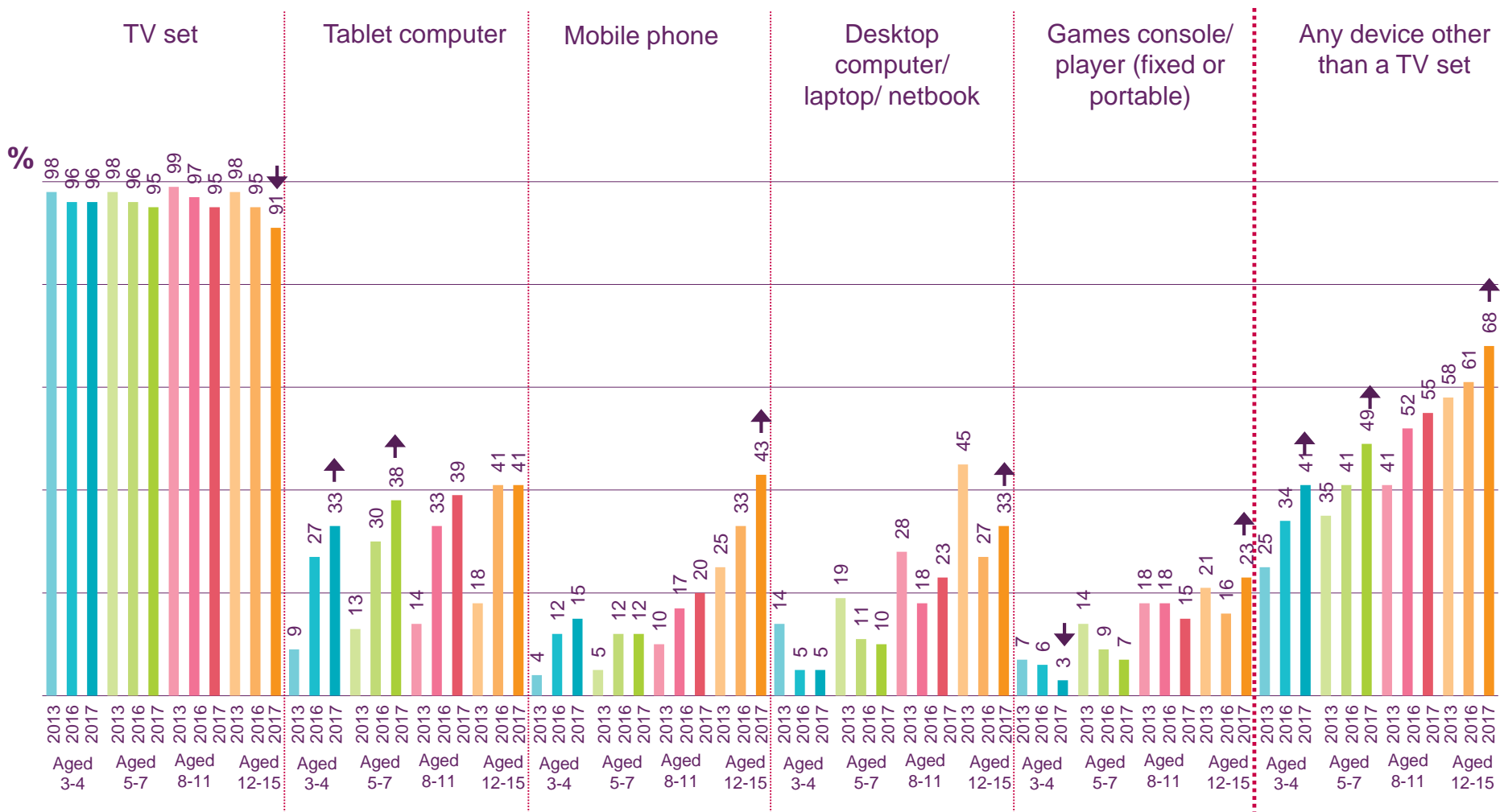
QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded).Responses from parents for 3-7 year olds and from children aged 8-15. Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017.

Figure 17: Device 'mostly' used by children to watch television programmes or films at home (2013) or elsewhere (2016 and 2017), by age

Legend:
- Doesn't watch TV programmes (yellow)
- Games console/ games player (teal)
- Desktop computer/ laptop/ netbook (orange)
- Mobile phone (pink)
- Tablet (green)
- TV set (purple)

Aged 3-4
- 2013: TV set 95
- 2016: TV set 90, Tablet 6, 2
- 2017: TV set 88, Tablet 7, 3

Aged 5-15
- 2013: TV set 88, Tablet 2, 2, 2
- 2016: TV set 80, Tablet 8, 4, 3, 3 (↑)
- 2017: TV set 73 (↓), Tablet 10, Mobile phone 6, 4, 4, 2 (↑)

Aged 5-7
- 2013: TV set 93, 2, 2
- 2016: TV set 89, Tablet 6, 2, 2
- 2017: TV set 85, Tablet 9, 2, 2

Aged 8-11
- 2013: TV set 91, 2, 2, 3
- 2016: TV set 78, Tablet 8, 3, 3, 5
- 2017: TV set 76, Tablet 9, 4, 4, 4, 2

Aged 12-15
- 2013: TV set 82, Tablet 2, 5, 6, 3
- 2016: TV set 75, Tablet 9, 6, 5, 4
- 2017: TV set 62 (↓), Tablet 11, Mobile phone 12 (↑), 6, 5, 3

QP6A/ QC2A – And which device do they mostly use to watch TV programmes or films? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.
Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017.

Figure 18: Device preference for watching television programmes or films, by age: 2017

QP6B– And which is their second most used device to watch TV programmes or films? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15)

Figure 19: Frequency of watching TV programmes or films on a TV set and on other devices :2017

Legend:
- Every day (dark purple)
- Most days a week (green)
- A few days a week (salmon/pink)
- Once a week (orange)
- Less frequently (teal)
- Don't know (yellow)
- Watches TV programmes but not in this way (magenta)
- Does not watch TV programmes (grey/purple)

Age group	Device	Every day	Most days a week	A few days a week	Once a week	Less frequently	Don't know	Watches TV programmes but not in this way	Does not watch TV programmes	Weekly
Aged 3-4	TV set	69	18	6	2	2	1		3	94%
	Other devices	15	9	8	3	6		56	3	34%
Aged 5-15	TV set	61	18	10	3	3		3	2	92%
	Other devices	20	11	11	4	6	1	46	2	46%
Aged 5-7	TV set	62	21	9	3	1		4	1	94%
	Other devices	17	10	12	4	6	1	50	1	43%
Aged 8-11	TV set	66	15	9	2	2		2	2	93%
	Other devices	20	9	8	5	7		48	2	43%
Aged 12-15	TV set	54	20	13	3	3		4	3	90%
	Other devices	22	13	12	4	5	1	40	3	51%

QP9 – How frequently does your child watch television programmes or films on a TV set at home or elsewhere? / QP10 - You said your child watches television programmes or films at home or elsewhere on devices other than a TV set. How frequently does your child watch television programmes or films at home or elsewhere on this device/ these devices? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other on-demand content.(prompted responses, single coded) .
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15)

Figure 20: Frequency of watching TV programmes or films on a TV set and on other devices among children who view in these ways: 2017
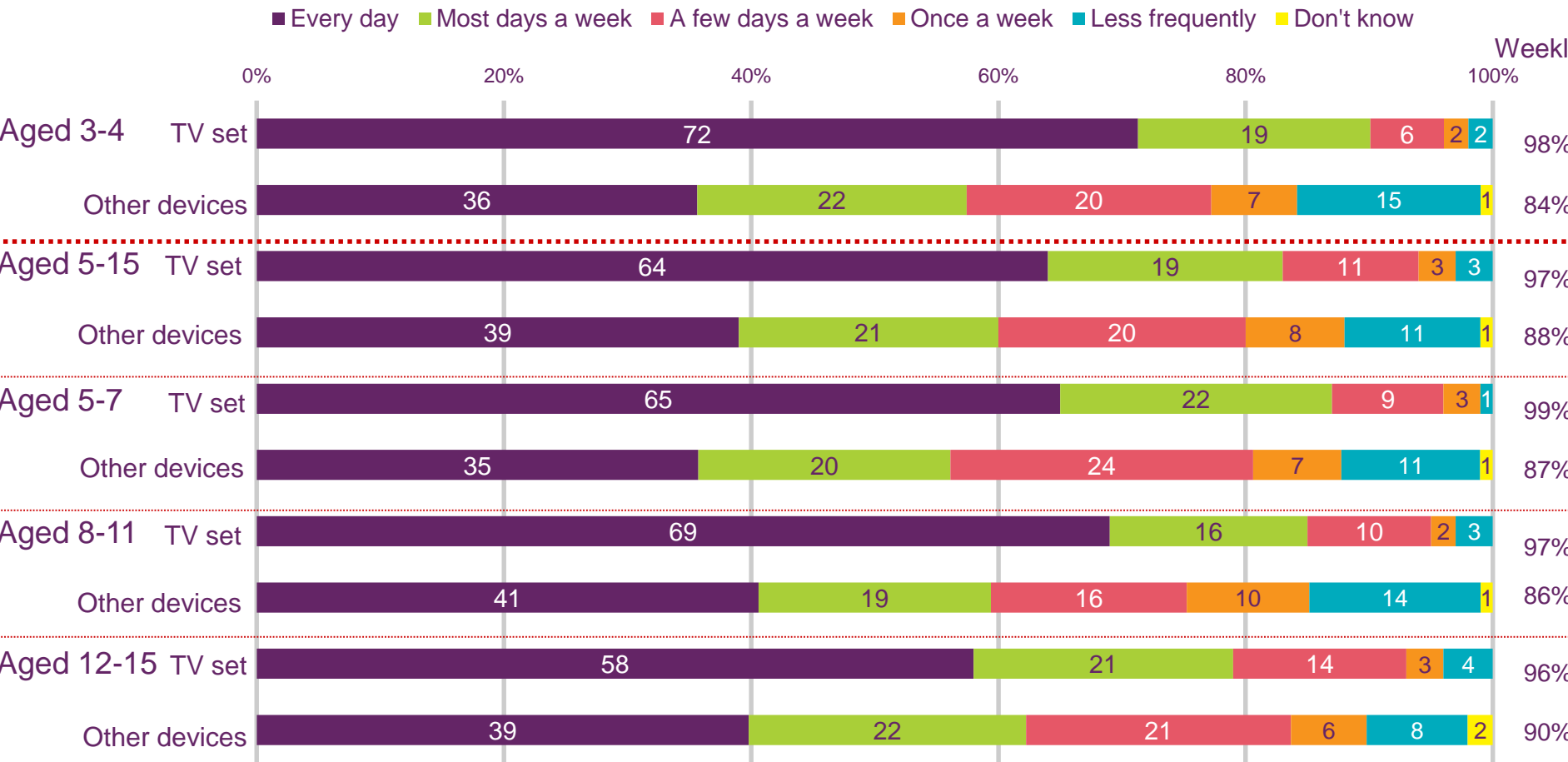
QP9 – How frequently does your child watch television programmes or films on a TV set at home or elsewhere? / QP10 - You said your child watches television programmes or films at home or elsewhere on devices other than a TV set. (prompted responses, single coded) / QP10 - How frequently does your child watch television programmes or films at home or elsewhere on this device/ these devices? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other on-demand content.(prompted responses, single coded) .
Base: Parents of children aged 3-4 who watch TV on a TV set (651) or 5-15 (1318 aged 5-15, 393 aged 5-7, 476 aged 8-11, 449 aged 12-15).
Base: Parents of children aged 3-4 who watch TV on devices other than a TV set (273 aged 3-4, 780 aged 5-15, 197 aged 5-7, 242 aged 8-11, 269 aged 12.15).

Figure 21: Devices ever used by children aged 5-15 to go online at home (2010, 2013) or elsewhere (2016, 2017)
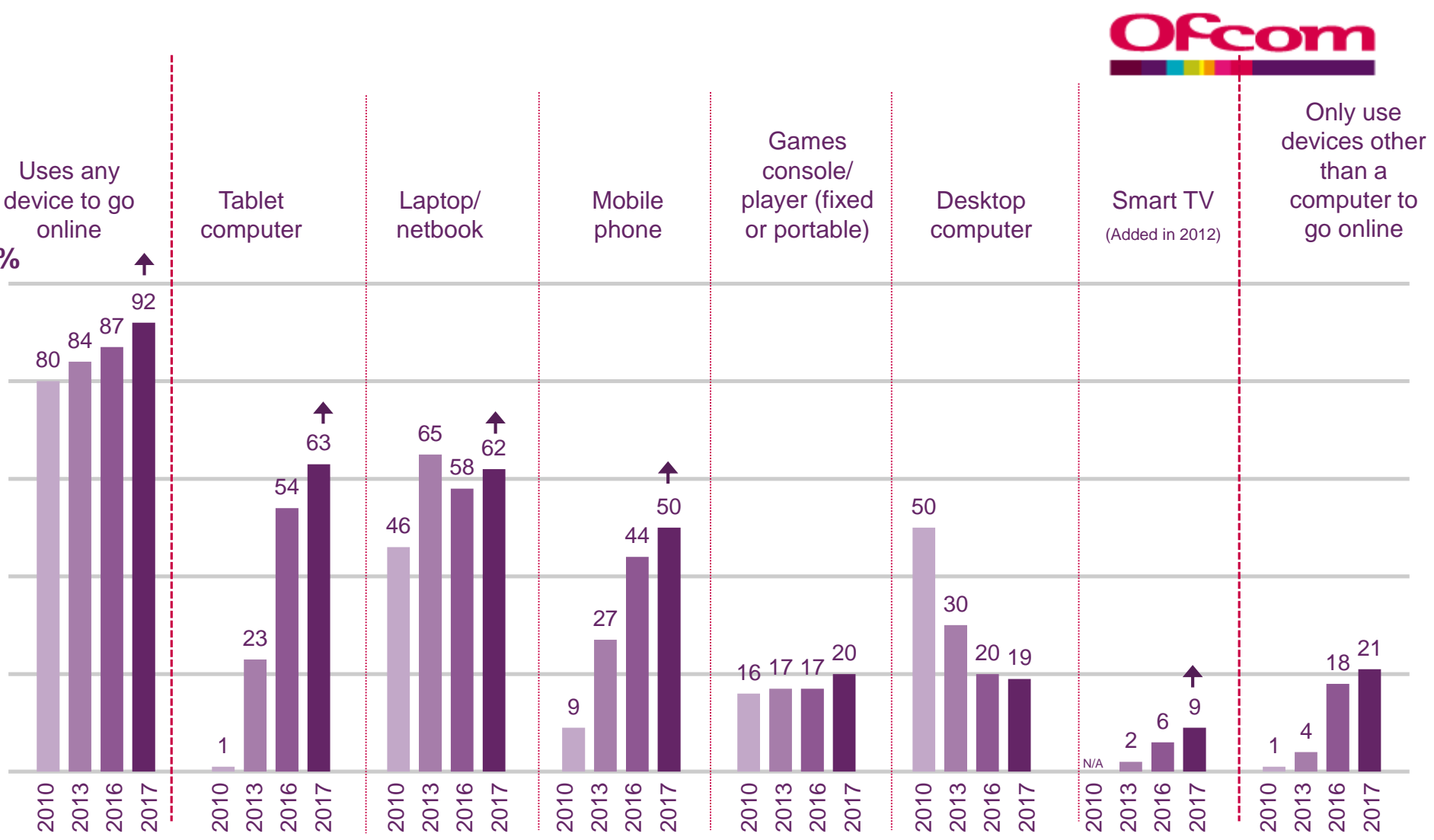
QP23/ QC10 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, multi coded) Responses from parents for 5-7 year olds and from children aged 8-15. In 2013 parents/ children were asked about going online at home whereas since 2014 they were asked about going online at home or elsewhere.
Base: Parents of children aged 5-15 (1388) - significance testing shows any change between 2016 and 2017.

Figure 22a: Devices ever used by children to go online at home (2010, 2013) or elsewhere (2016, 2017), by age
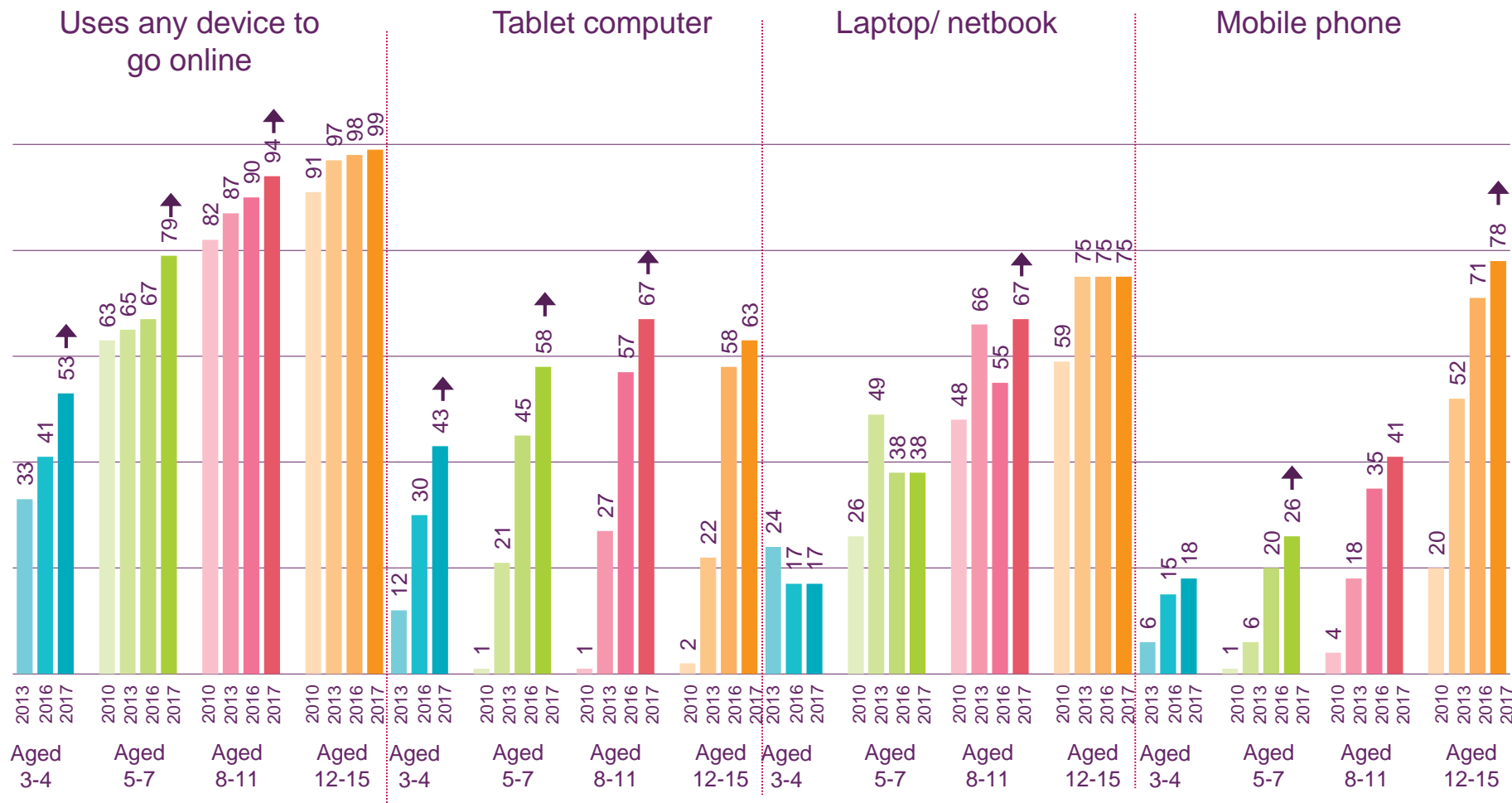
QP23/ QC10 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. In 2013 parents/ children were asked about going online at home whereas since 2014 they were asked about going online at home or elsewhere
Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017

Figure 22b: Devices ever used by children to go online at home (2010, 2013) or elsewhere (2016, 2017), by age
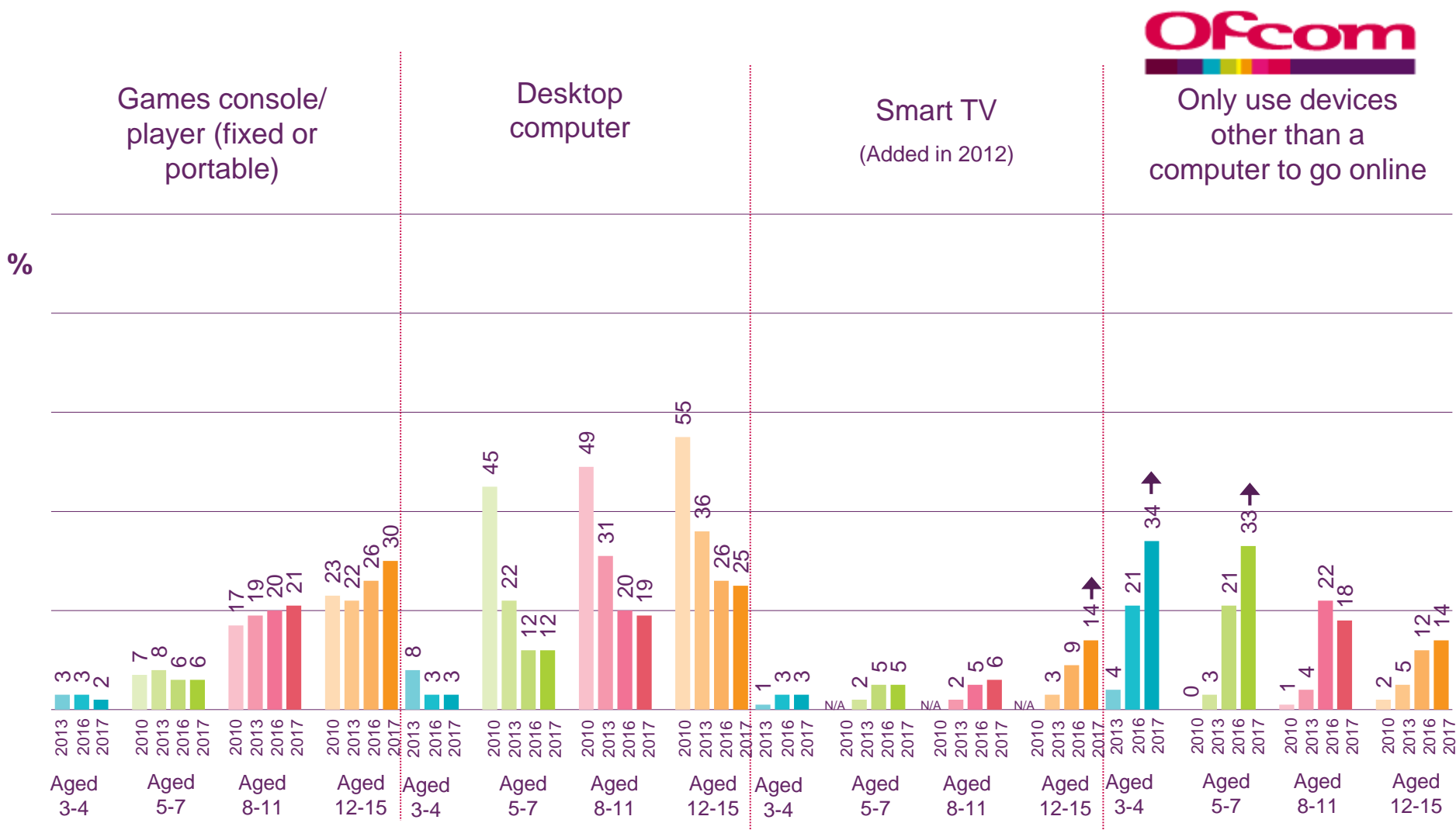
QP23/ QC10 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. In 2013 parents/ children were asked about going online at home whereas since 2014 they were asked about going online at home or elsewhere

Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017

Figure 23: Device 'mostly' used by children to go online at home (2010, 2013) or elsewhere (2016, 2017), by age
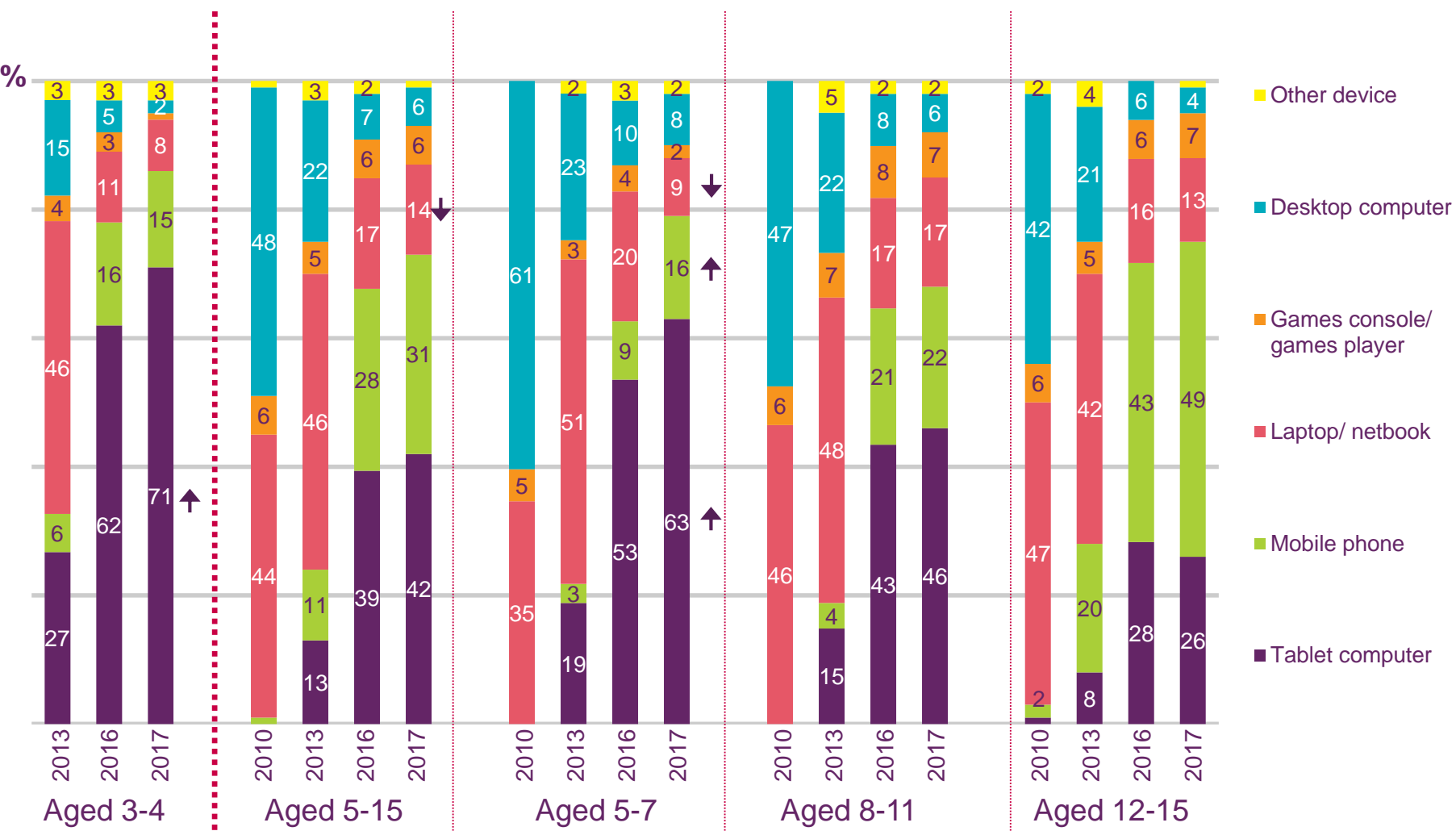
QP24/ QC11 – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.
Base: Parents whose child ever goes online aged 3-4 (354) or 5-15 (1255 aged 5-15, 317 aged 5-7, 463 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 24: Device mostly used for accessing the YouTube website or app, by age: 2016, 2017

Legend: Tablet · Mobile phone · Computer/ laptop/ netbook · TV set · Games console · Other · Don't know

Aged 3-4
- 2016: Tablet 61, Mobile phone 21, Computer/laptop/netbook 6, TV set 10, Games console 3
- 2017: Tablet 63, Mobile phone 21, Computer/laptop/netbook 5, TV set 8, Games console 2

Aged 5-15
- 2016: Tablet 43, Mobile phone 24, Computer/laptop/netbook 16, TV set 11, Games console 5
- 2017: Tablet 40, Mobile phone 28 ↑, Computer/laptop/netbook 16, TV set 9, Games console 7

Aged 5-7
- 2016: Tablet 55, Mobile phone 11, Computer/laptop/netbook 18, TV set 10, Games console 4, Other 2
- 2017: Tablet 57, Mobile phone 18 ↑, Computer/laptop/netbook 11 ↓, TV set 9, Games console 4

Aged 8-11
- 2016: Tablet 46, Mobile phone 20, Computer/laptop/netbook 13, TV set 14, Games console 4
- 2017: Tablet 42, Mobile phone 21, Computer/laptop/netbook 16, TV set 11, Games console 8 ↑

Aged 12-15
- 2016: Tablet 35, Mobile phone 33, Computer/laptop/netbook 17, TV set 9, Games console 5
- 2017: Tablet 29, Mobile phone 40 ↑, Computer/laptop/netbook 17, TV set 7, Games console 7

QP22E/ QC8. Here is a list of devices that your child may use to access the YouTube website or app. Which device does your child mostly use to watch YouTube?(prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children who use the YouTube website aged 3-4 (325) or 5-15 (1100 aged 5-15, 285 aged 5-7, 388 aged 8-11, 427 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 25: Devices used for gaming by children aged 5-15 at home (2010, 2013) or elsewhere (2016, 2017)
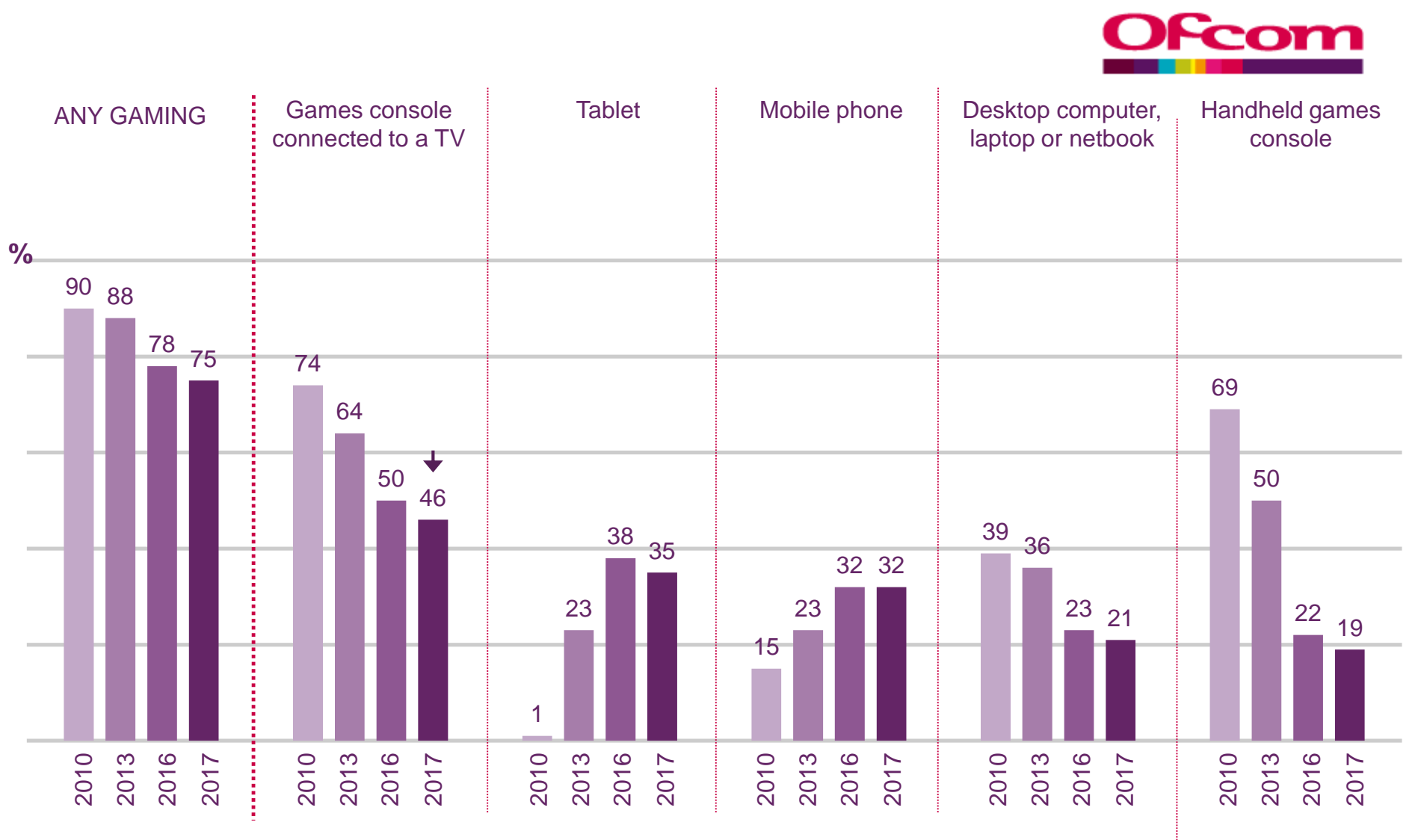
QP65/ QC40 – Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s. In 2010-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Base: Parents of children aged 5-15 (1388). Significance testing shows any change between 2016 and 2017 .

Figure 26a: Devices used for gaming at home (2010, 2013) or elsewhere (2016, 2017), by age
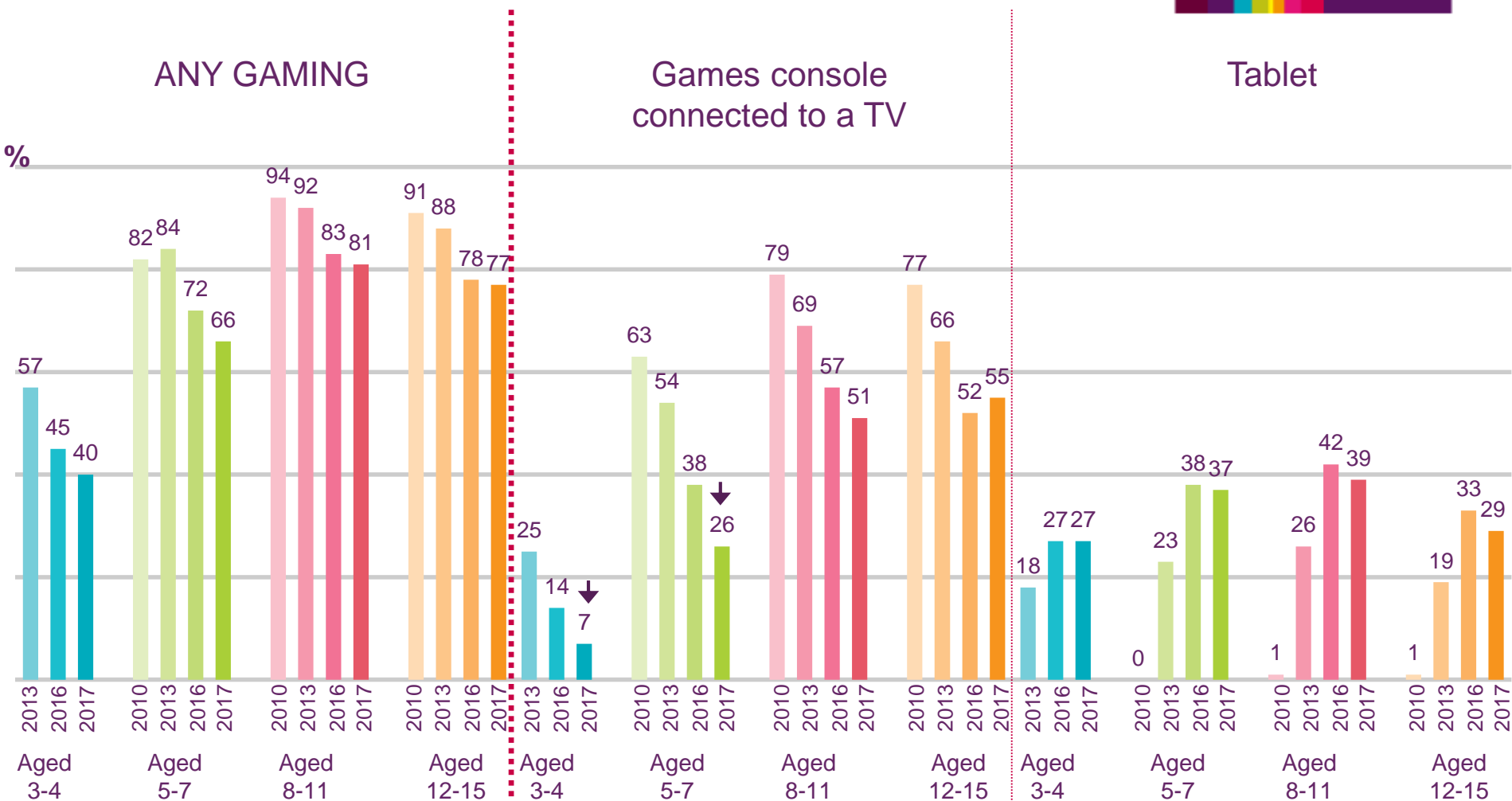
QP65/ QC40– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded). Responses from parents for 3-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . In 2011-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) .Significance testing shows any change between 2016 and 2017

Figure 26b: Devices used for gaming at home (2010, 2013) or elsewhere (2016, 2017), by age
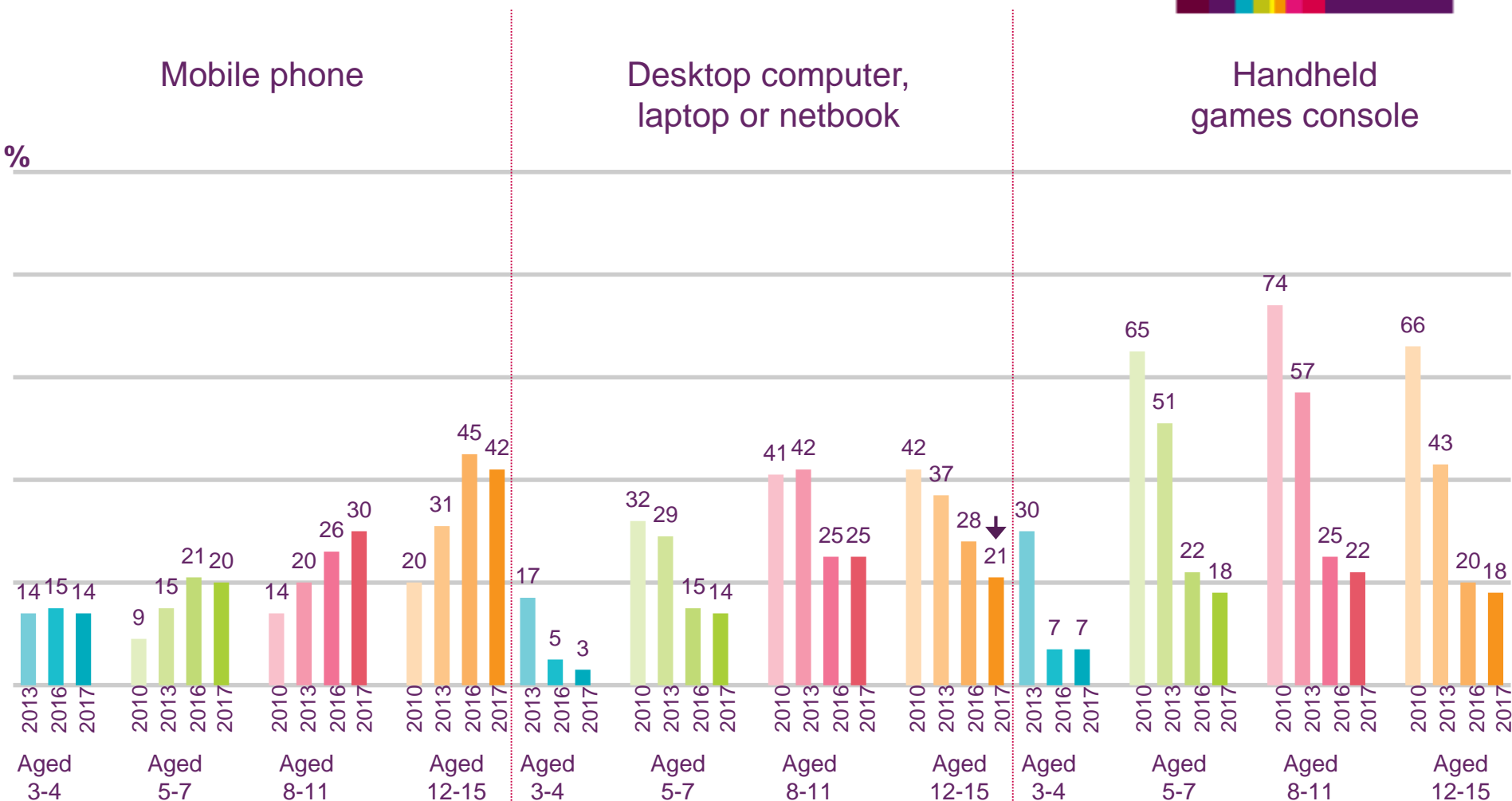
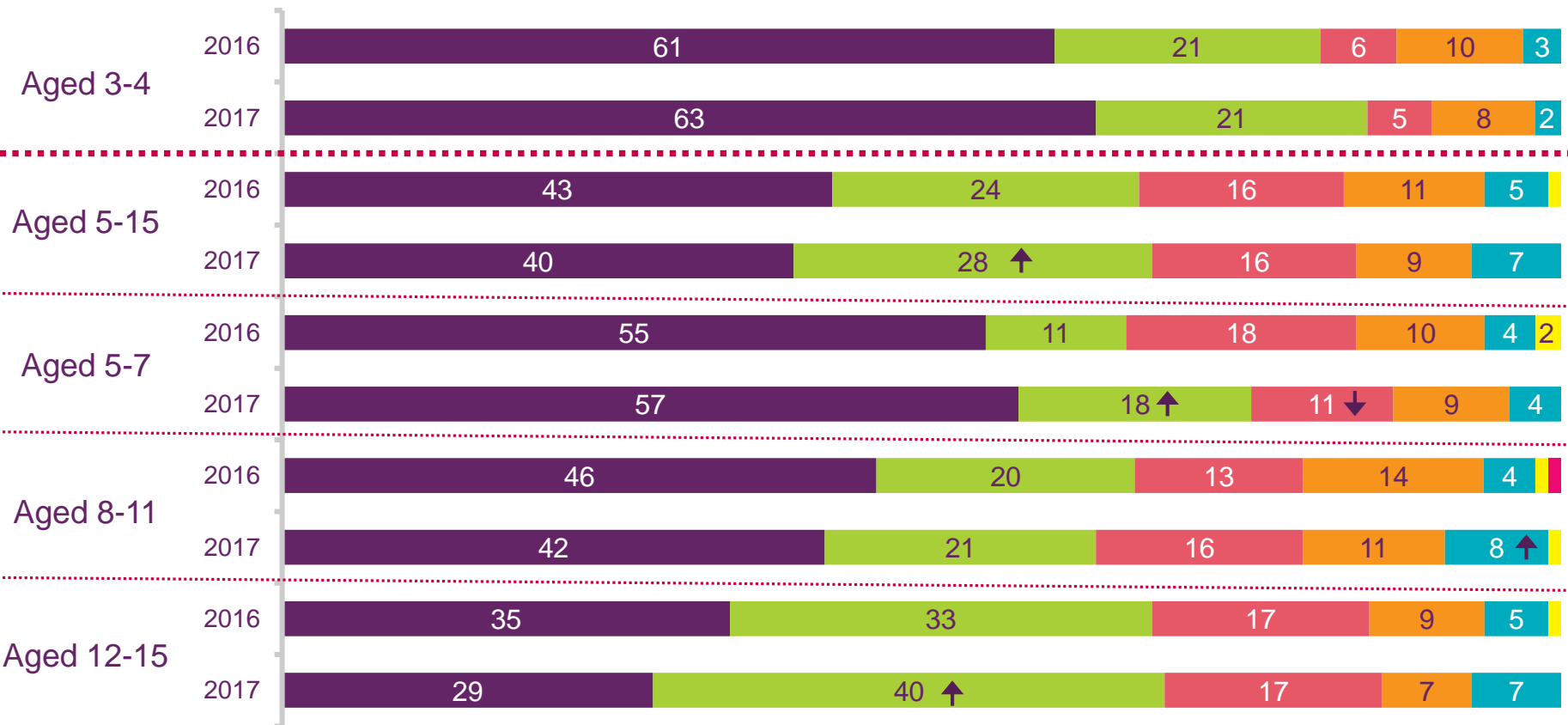QP65/ QC40 – Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 3-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . In 2011-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.
Base: Parents of children aged 3-4 (677) or 5-15 (412 aged 5-7, 497 aged 8-11, 479 aged 12-15) .Significance testing shows any change between 2016 and 2017.

Figure 27: Device children would miss the most, by age: 2016 and 2017

Legend (top to bottom):
- Radio
- MP3 player
- DVD/ Blu-ray player
- Books, magazines, comics
- Desktop computer/ laptop
- Games console/ player
- Tablet
- TV set
- Mobile phone

Aged 5-15

	2016	2017
Books, magazines, comics	6	6
Desktop computer/ laptop	6	8
Games console/ player	13	11
Tablet	18	18
TV set	28	24
Mobile phone	25	29

Aged 5-7

	2016	2017
Books, magazines, comics	9	9
Desktop computer/ laptop	5	6
Games console/ player	9	7
Tablet	22	25
TV set	45	42
Mobile phone	4	6

Aged 8-11

	2016	2017
Books, magazines, comics	7	6
Desktop computer/ laptop	7	10
Games console/ player	15	12
Tablet	20	23
TV set	30	27
Mobile phone	16	18

Aged 12-15

	2016	2017
Radio	2	2
Desktop computer/ laptop	7	6
Games console/ player	13	12
Tablet	13	9
TV set	13	9
Mobile phone	49	57

QC51– Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15). Significance testing shows any change between 2016 and 2017.

# Figure 28: Device children would miss the most, by individual age: 2017

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Legend:
- Mobile phone (green)
- TV set (purple)
- Tablet (pink)

Data points:

Mobile phone: Age 5: 5%, Age 6: 7%, Age 7: 8%, Age 8: 5%, Age 9: 11%, Age 10: 24%, Age 11: 31%, Age 12: 51%, Age 13: 52%, Age 14: 62%, Age 15: 65%

TV set: Age 5: 49%, Age 6: 46%, Age 7: ..%, Age 8: 37%, Age 9: 31%, Age 10: 20%, Age 11: 18%, Age 12: 12%, Age 13: 9%, Age 14: 10%, Age 15: 4%

Tablet: Age 5: 24%, Age 6: 23%, Age 7: 28%, Age 8: 27%, Age 9: 24%, Age 10: 25%, Age 11: 16%, Age 12: 12%, Age 13: 13%, Age 14: 5%, Age 15: 6%

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Figure 29: Device children would miss the most, by gender within age: 2017

Legend (top to bottom):
- Radio
- MP3 player
- DVD/ Blu-ray player
- Books, magazines, comics
- Desktop computer/ laptop
- Games console/ player
- Tablet
- TV set
- Mobile phone

Aged 5-15

Device	Boys	Girls
Books, magazines, comics	4	7
Desktop computer/ laptop	8	7
Games console/ player	20	1
Tablet	16	21
TV set	24	25
Mobile phone	24	35

Aged 5-7

Device	Boys	Girls
Books, magazines, comics	8	11
Desktop computer/ laptop	9	4
Games console/ player	12	2
Tablet	20	30
TV set	43	41
Mobile phone	6	7

Aged 8-11

Device	Boys	Girls
Books, magazines, comics	3	8
Desktop computer/ laptop	11	9
Games console/ player	24	
Tablet	18	27
TV set	26	28
Mobile phone	14	22

Aged 12-15

Device	Boys	Girls
Books, magazines, comics	5	4
Desktop computer/ laptop		7
Games console/ player	23	8
Tablet	10	
TV set	8	9
Mobile phone	47	68

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Section 7 – Content consumption and YouTube

Figure 30: Brand awareness of content providers among 12-15s who go online: 2017
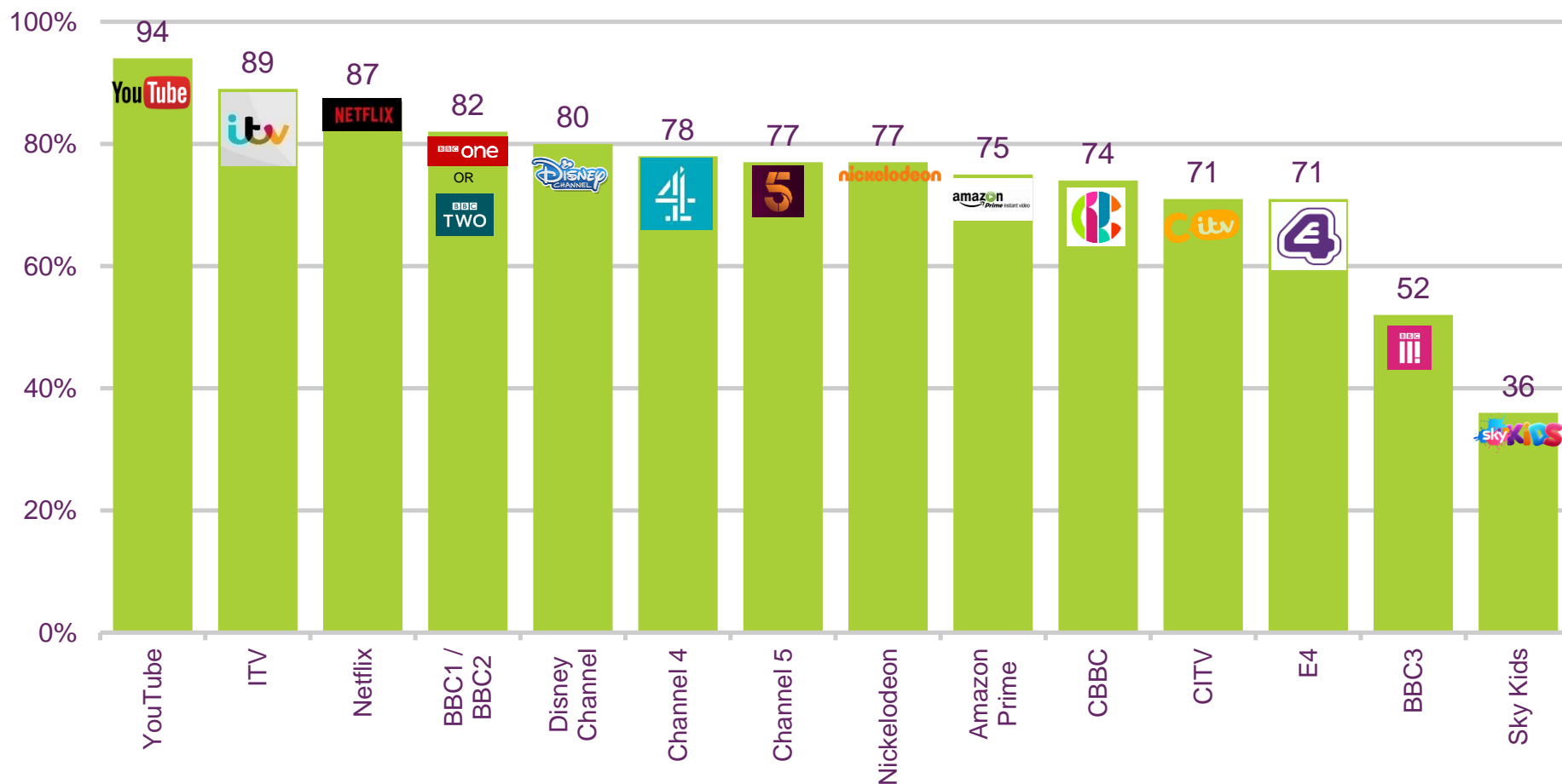
Source: Online survey with children aged 12-15
Q1 – Here are some companies that you may have heard of. Can you please pick those ones that you know? (prompted responses, multi coded)
Base: Children aged 12-15 who go online (500).

Figure 31: Content providers used to watch TV programmes, films, videos or clips: 2017

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Legend:
- I often watch things
- I sometimes watch things
- I don't watch things but aware
- I'm not aware

Provider	I often watch things	I sometimes watch things	I don't watch things but aware	I'm not aware	EVER WATCH
YouTube	67	18	9	6	85%
ITV	26	39	24	11	65%
Netflix	38	15	34	13	53%
BBC1 / BBC2	29	28	25	18	57%
Disney Channel	12	17	50	20	29%
Channel 4	16	29	34	22	44%
Channel 5	12	28	37	23	40%
Nickelodeon	14	17	45	23	31%
Amazon Prime	13	12	50	25	24%
CBBC	11	21	42	26	32%
CITV	9	21	41	29	31%
E4	16	24	31	29	40%
BBC3	4	11	37	48	15%
Sky Kids	6	6	24	64	13%

Source: Online survey with children aged 12-15
Q2A - Can you please pick those that you ever use to watch TV programmes, films, videos or clips? (prompted responses, multi -coded) / Q2B - Please now sort these into two groups based on how often you watch TV programmes, films, videos or clips on them. Can you click on each picture and drag it onto one of these two groups that best describes how frequently you use them to watch things - I sometimes watch things on these / I often watch things on these. (prompted responses, single coded).
Base: Children aged 12-15 who go online (500).

Figure 32: Target audience for provider's content: 2017

AIMED AT.....

Legend: ■ People younger than me ■ Older than me ■ My age ■ Everyone ■ Not sure

Provider	People younger than me	Older than me	My age	Everyone	Not sure	TOTAL MY AGE/ EVERYONE
CITV	70	2	20	6	1	26%
CBBC	66	4	23	5	1	29%
Sky Kids	66	3	22	6	3	28%
Disney Channel	65	4	22	8	1	30%
Nickelodeon	61	3	29	5	2	34%
YouTube	3	7	23	65	2	88%
Netflix	1	16	12	65	5	77%
Amazon Prime	1	20	11	60	9	71%
ITV	1	35	8	52	4	60%
BBC3	3	50	13	23	12	35%
Channel 4	1	47	8	38	6	46%
BBC1 / BBC2	1	45	7	44	4	51%
Channel 5	2	44	5	41	9	46%
E4	2	37	19	35	7	54%

Source: Online survey with children aged 12-15
Q3 - Please sort each of these into groups that describe who you think the programmes, films, videos or clips are aimed at. Again, please just drag each picture into one of these groups: Aimed at people younger than me/ Aimed at people my age/ Aimed at people older than me/ Aimed at everyone/ Not sure who these are aimed at. (prompted responses, single coded).
Base: Children aged 12-15 who go online and who are aware of each of the content providers (variable base)

Figure 33: Content provider that would be missed the most: 2017

2 2
2
3
4
6
6
19
48

1%

0%
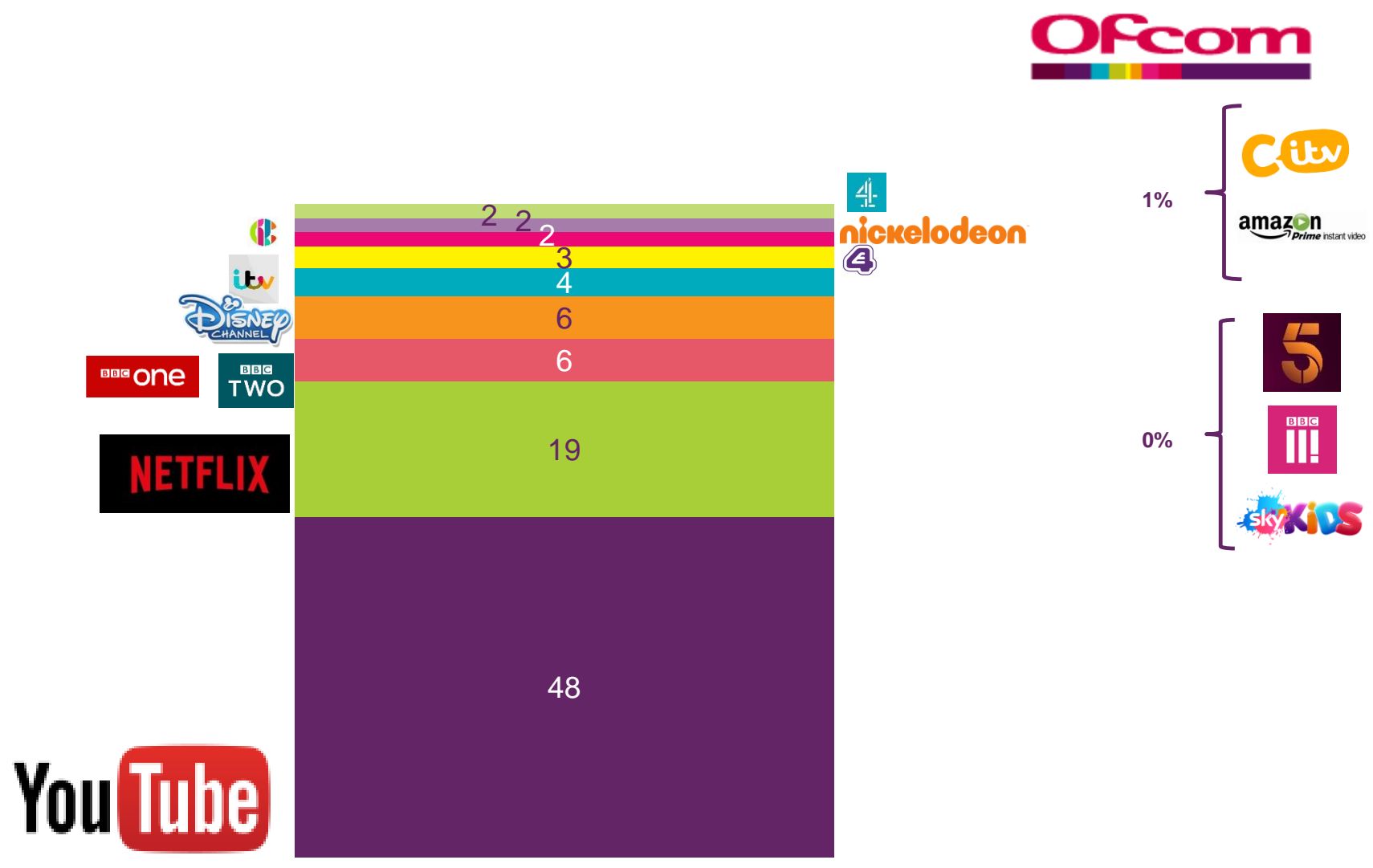
Source: Online survey with children aged 12-15
Q4 - Which one of these would you miss the most if you couldn't watch it anymore? (prompted responses, single coded).
Base: Children aged 12-15 who go online (500).

Figure 34: Incidence of using the YouTube website or app: 2016 and 2017
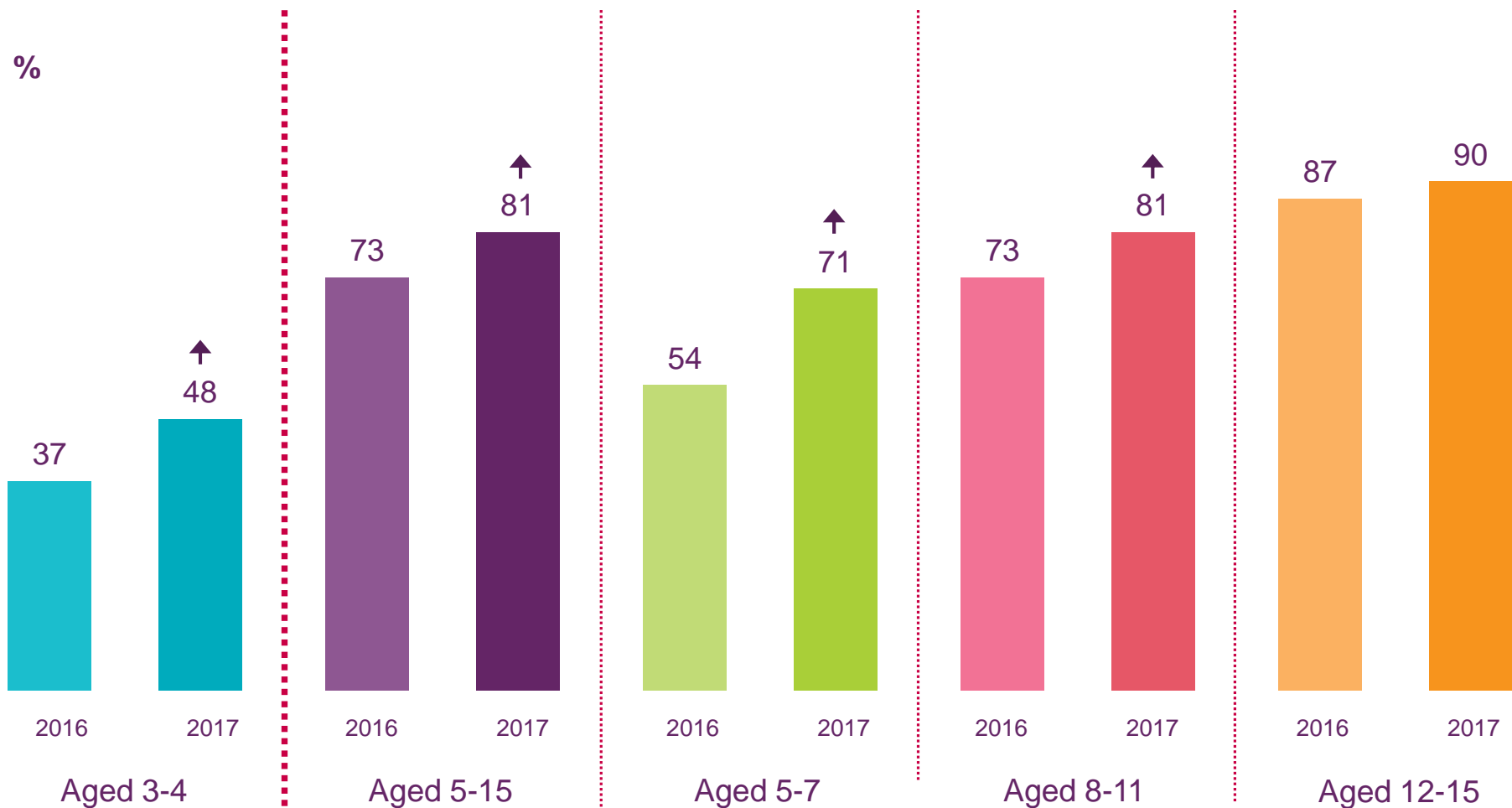
QP22A/ QC6. Does your child ever use the YouTube website or app? (prompted responses, single coded) .
Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 35: Use of YouTube Kids app and main YouTube website/ app: 2017

- ■ Only uses YouTube Kids app
- ■ Uses YouTube Kids app and main YouTube website/ app
- ■ Only uses YouTube website/app
- ■ Don't know

Age	Only uses YouTube Kids app	Uses YouTube Kids app and main YouTube website/app	Only uses YouTube website/app	Don't know
Aged 3-4	48	12	39	1
Aged 5-7	25	15	57	3
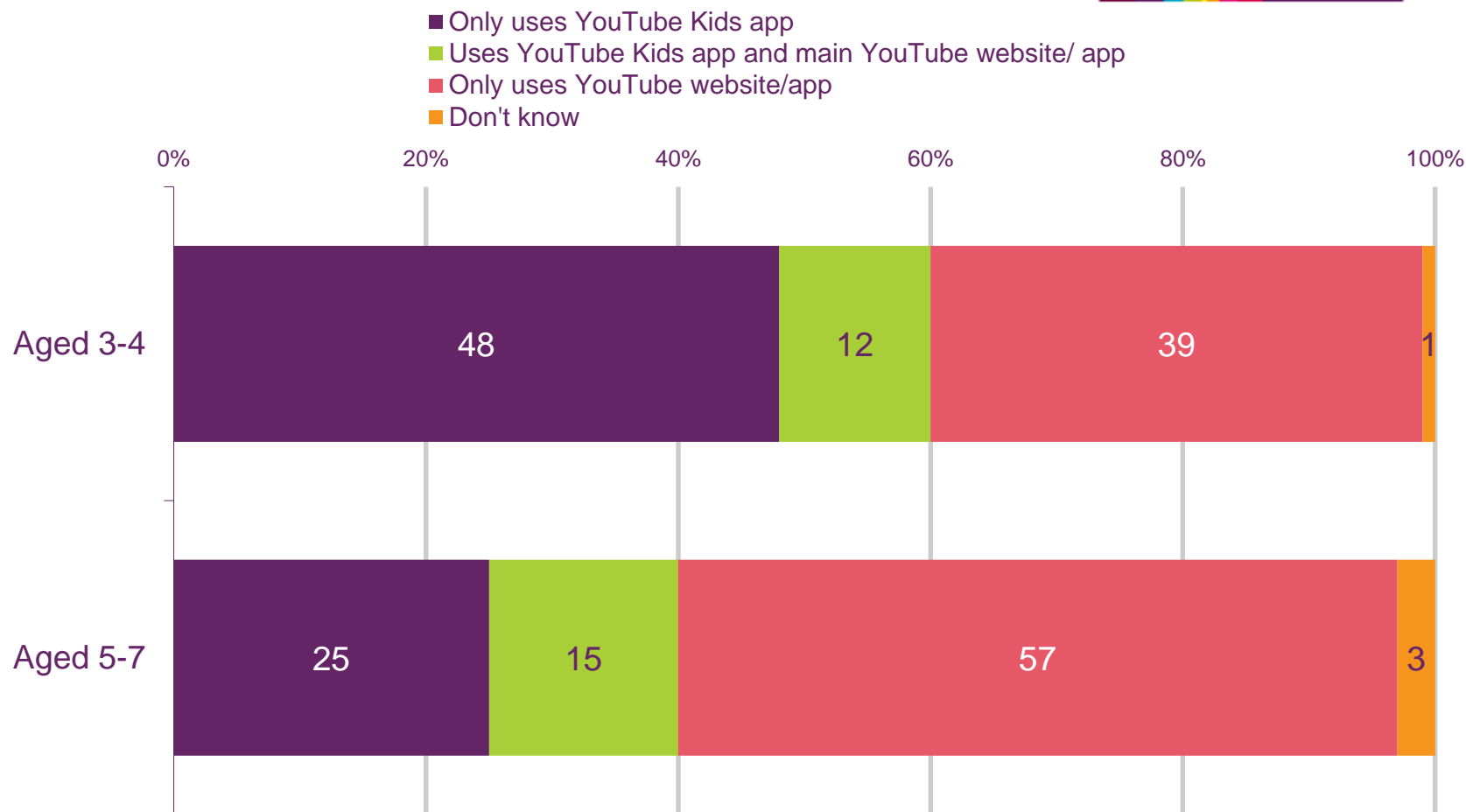
QP22B - Do they use the main YouTube website or app, or the app that is aimed specifically at under 5s called YouTube Kids, or do they use both? (unprompted responses, multi-coded).
Base: Parents of children aged 3-7 whose child uses the YouTube website or app (325 aged 3-4, 285 aged 5-7).

Figure 36: Preference for watching TV programmes on a TV set and YouTube videos, among 8-11s and 12-15s: 2016 and 2017

- Prefer to watch YouTube videos
- Prefer to watch TV programmes on a TV set
- Like both the same
- Don't know

		Prefer to watch YouTube videos	Prefer to watch TV programmes on a TV set	Like both the same
2016	Aged 8-11	42	18	40
2017	Aged 8-11	40	18	42
2016	Aged 12-15	41	16	42
2017	Aged 12-15	46	15	38
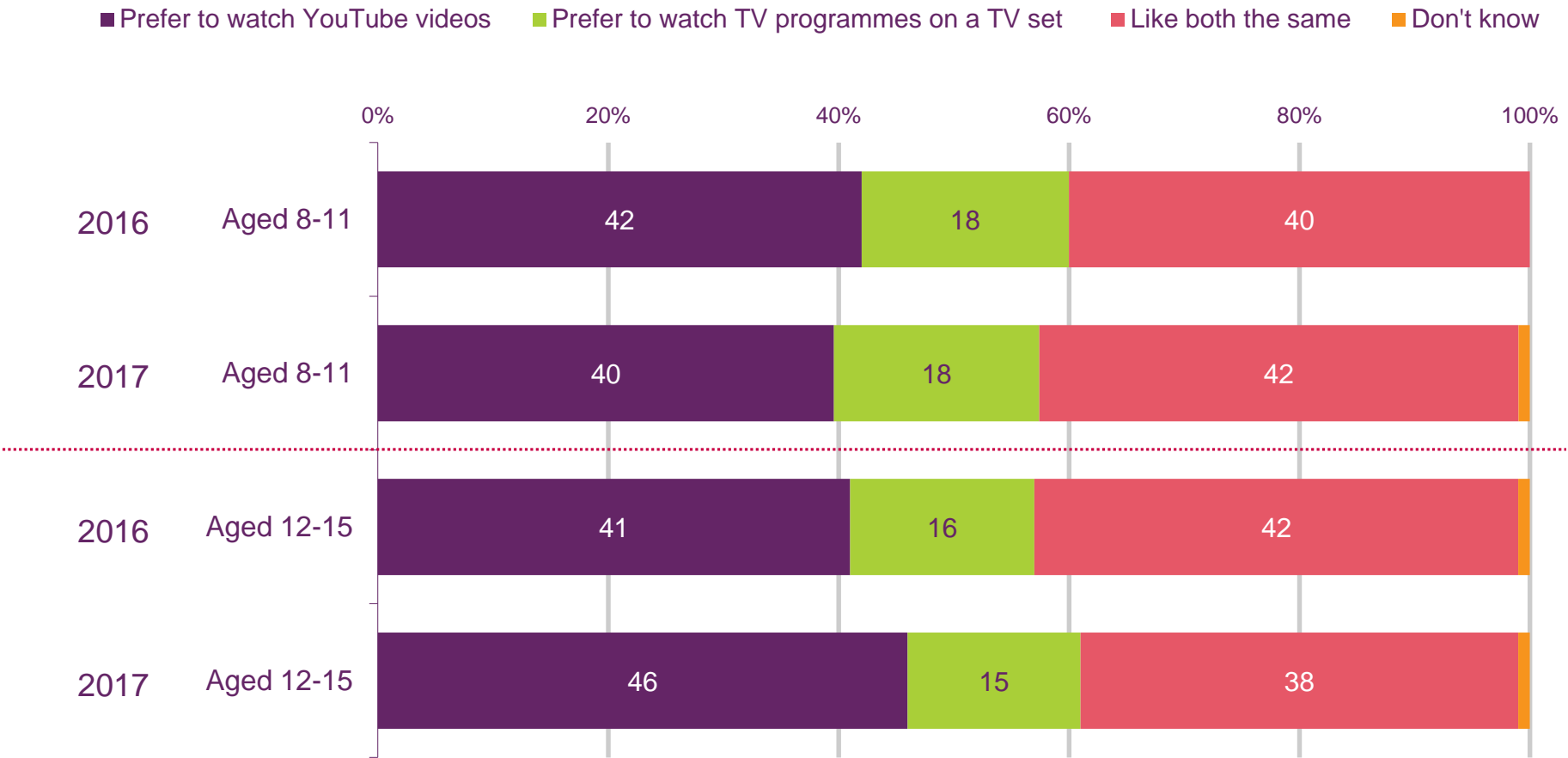
QC7C – Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (unprompted responses, single coded)
Base: Children aged 8-15 who use the YouTube website or app and watch TV on a TV set (367 aged 8-11 and 393 aged 12-15).

Figure 37: Types of content watched on the YouTube website or app, by age: 2017

All who use the YouTube website or app	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	325	1100	285	388	427
Funny videos/ jokes/ pranks/ challenges	37%	69%	53%	76%	71%
Music videos	33%	62%	40%	61%	75%
Cartoons/ animations/ mini-movies or songs	84%	48%	69%	47%	35%
'How-to' videos or tutorials about hobbies/ sports/ things they are interested in	16%	40%	28%	45%	43%
Game tutorials/ walk-throughs/ watching other people play games	12%	39%	30%	42%	40%
Vloggers or YouTube personalities	6%	32%	16%	35%	40%
Film trailers, clips of programmes, 'best-bits' or programme highlights	8%	31%	16%	26%	43%
Sports/ football clips or videos	4%	28%	14%	33%	32%
Whole programmes or films	13%	22%	14%	22%	27%
'Unboxing' videos - e.g. where toys are unwrapped or assembled	26%	21%	20%	23%	20%

QP22C/ QC7A – Here is a list of the sort of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (prompted responses, multi-coded) Responses from parents of 3-7s year olds and from children aged 8-15

Figure 38: Favourite type of content watched on the YouTube website or app, by age: 2017

Legend:
- Film trailers, clips, best-bits or programme highlights
- Whole programmes, films
- Unboxing videos
- 'How-to' videos or tutorials about hobbies/ sports/ things they are interested in
- Sports/ football clips or videos
- Vloggers or YouTube personalities
- Cartoons/ animations/ mini-movies or songs
- Game tutorials/ walk-throughs/ watching other people play games
- Music videos
- Funny videos/ jokes/ pranks/ challenges

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Film trailers, clips					2
Whole programmes, films	2	3	2	3	3
Unboxing videos	15	3	8	3	
'How-to' videos	3	6	8	5	5
Sports/ football		8	3	9	9
Vloggers	2	10	4	11	12
Cartoons/ animations	52	12	30	10	3
Game tutorials	3	14	15	14	13
Music videos	5	19	7	18	26
Funny videos	11	22	18	23	23

QP22D/ QC7B – And which one of these things is their favourite thing to watch on YouTube? (prompted responses, single coded)
Responses from parents of 3-7s year olds and from children aged 8-15.
Base: Parents whose child uses YouTube website or app aged 3-4 (325) or 5-15 (1100 aged 5-15, 285 aged 5-7, 388 aged 8-11, 427 aged 12-15).

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Section 8 – Children's attitudes to content

Figure 39: Reasons for choosing content to watch among 12-15s who go online: 2017

Reason	Value
Makes you laugh	74
Relaxes you or helps you take time out	61
Gives you something to talk about with friends	56
Helps you to learn about or find out new things	48
Makes you think	39
Gives you something to talk about with family	31
Inspires you to try something new or different	29
Shocks or scares you	18
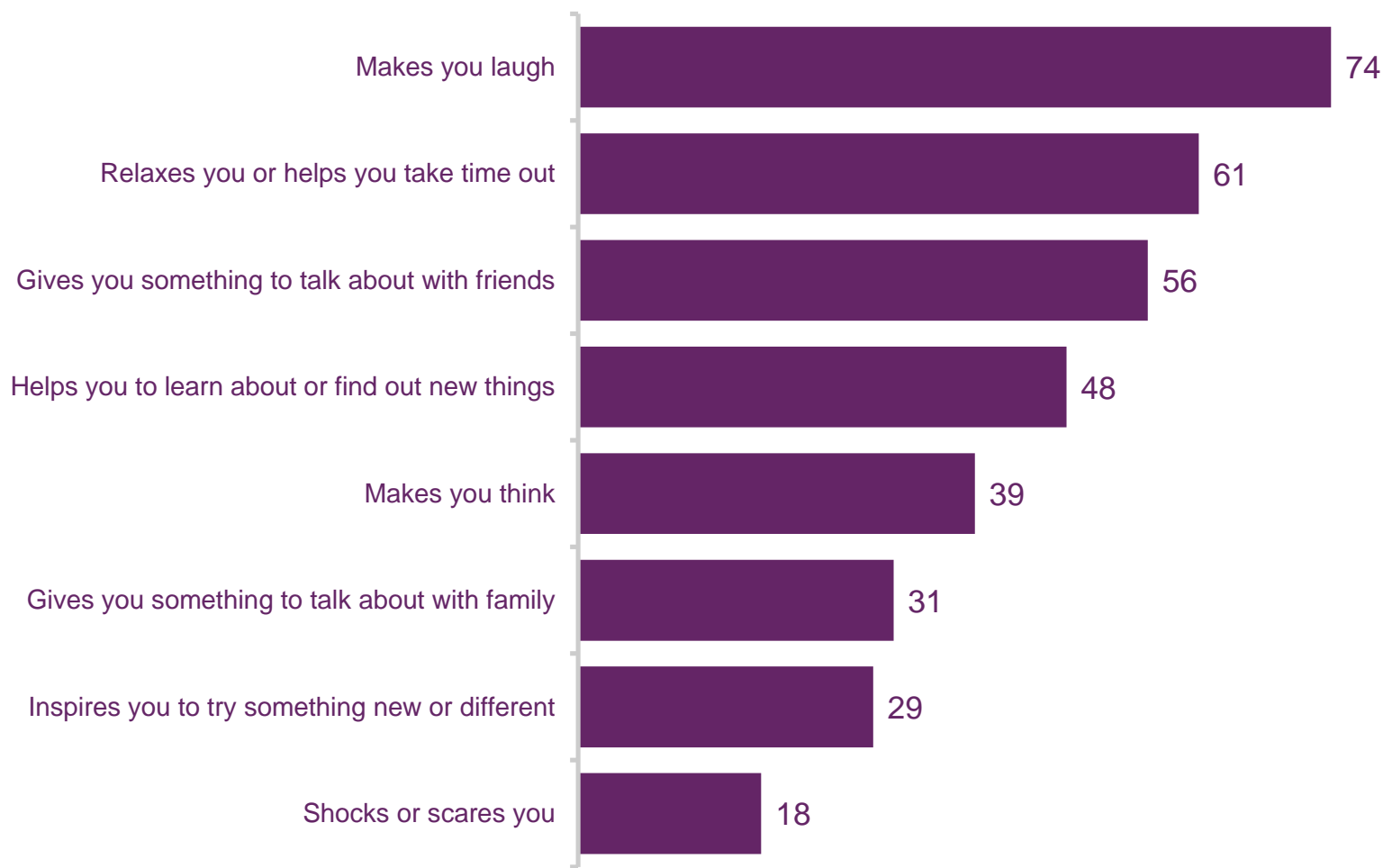
Source: Online survey with children aged 12-15
Q5 - Here are some reasons why you might choose to watch something. Click on each reason if you think it is important to you when choosing something to watch? (prompted responses, multi-coded)
Base: Children aged 12-15 who go online (500)

Figure 40: Provider that child would turn to first when choosing to watch content considered important by 12-15s who go online: 2017

	Makes you laugh	Relaxes you or helps you to take time out	Gives you something to talk about with your friends	Helps you to learn about or find out about new things	Makes you think	Gives you something to talk about with your family	Inspires you to try something new or different
Base	**364**	**304**	**281**	**240**	**196**	**158**	**146**
YouTube	61%	35%	58%	54%	34%	31%	52%
Netflix	11%	29%	18%	4%	10%	13%	9%
BBC1/ BBC2	1%	5%	3%	16%	26%	17%	6%
ITV	3%	7%	3%	2%	7%	14%	3%
Amazon Prime	1%	3%	0%	2%	1%	2%	3%
BBC3	0%	0%	1%	2%	1%	2%	0%
CBBC	0%	2%	1%	5%	2%	0%	6%
Channel 4	1%	2%	2%	4%	7%	3%	4%
Channel 5	1%	1%	1%	1%	4%	2%	2%
CITV	1%	1%	1%	1%	0%	0%	0%
Disney Channel	4%	7%	5%	4%	2%	4%	4%
E4	4%	4%	3%	1%	2%	3%	3%
Nickelodeon	4%	2%	1%	1%	1%	3%	2%
Sky Kids	0%	0%	0%	0%	0%	0%	3%
Don't know	5%	2%	4%	4%	3%	5%	4%

Figure 41: Importance of viewing various types of content, among 12-15s who go online: 2017
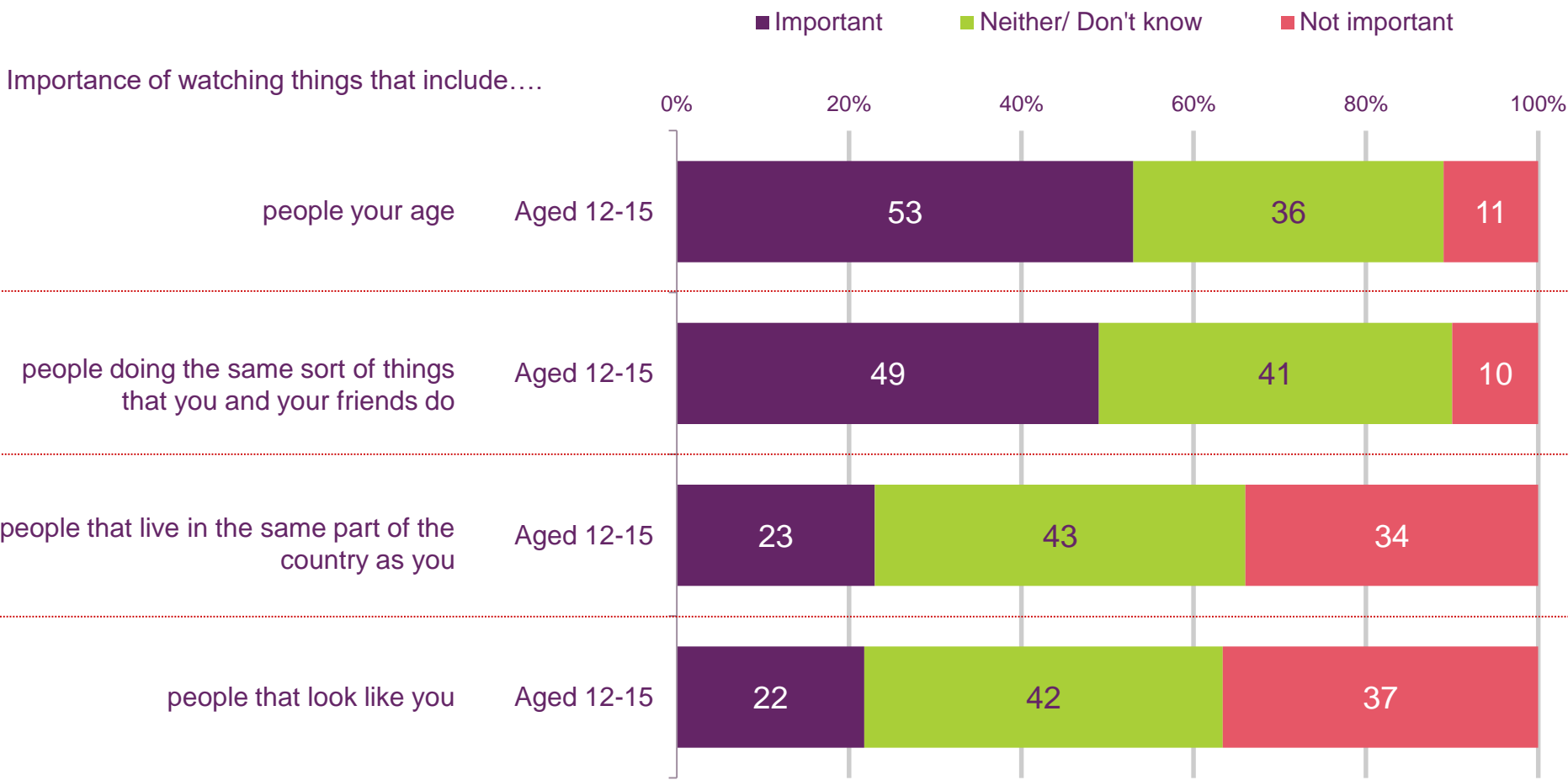
Importance of watching things that include….

Legend: ■ Important ■ Neither/ Don't know ■ Not important

Content	Age	Important	Neither/ Don't know	Not important
people your age	Aged 12-15	53	36	11
people doing the same sort of things that you and your friends do	Aged 12-15	49	41	10
people that live in the same part of the country as you	Aged 12-15	23	43	34
people that look like you	Aged 12-15	22	42	37

Figure 42: Providers that 12-15s who go online consider best at providing particular types of content that reflect their experience: 2017

Stacked bar chart. Categories (bottom to top): YouTube, Netflix, Nickelodeon, Disney channel, CBBC, E4, BBC1/BBC2, CITV, Amazon Prime, ITV, Other, None of these, Don't know.

Provider	People your age	People doing the same sort of things that you and your friends do	People that live in the same part of the country as you	People that look like you
YouTube	46	51	36	31
Netflix	13	9	13	13
Nickelodeon	6	5	3	4
Disney channel	6	5	3	10
CBBC	5	5	2	3
E4	5	3	3	3
BBC1/BBC2	4	4	11	8
CITV	3	3	2	3
Amazon Prime	3	4		4
ITV	2	4	8	6
Other	2	2	7	6
None of these			3	3
Don't know	4	4	8	6

Q15/ Q16/ Q17/ Q18 – You think it is important for the things you watch to include people your age/ people doing the same sort of things that you and your friends do/ people that live in the same part of the country as you/ people that look like you. Which one of these is the best at including people your age? (prompted responses, single coded) - only showing responses by more than 3% of all 12-15s
Base: Children aged 12-15 who go online who say it is important that the things they watch include people their age (268)/ people doing the same sort of things that they and their friends do (248)/ people that live in the same part of the country as them (121)/ people that look like them (114).

Figure 43: Attitudes towards TV programmes among 8-15s: 2017

Ofcom

■ Yes ■ No ■ Don't know

There are enough programmes….

	Yes	No	Don't know
for children my age Aged 8-11	76	20	3
Aged 12-15	65	30	6
that show children doing the sorts of things me and my friends do Aged 8-11	63	26	11
Aged 12-15	54	36	10
that show children that look like me Aged 8-11	52	35	13
Aged 12-15	50	34	16
that show children that live in the same part of the country as me Aged 8-11	48	33	19
Aged 12-15	45	41	14
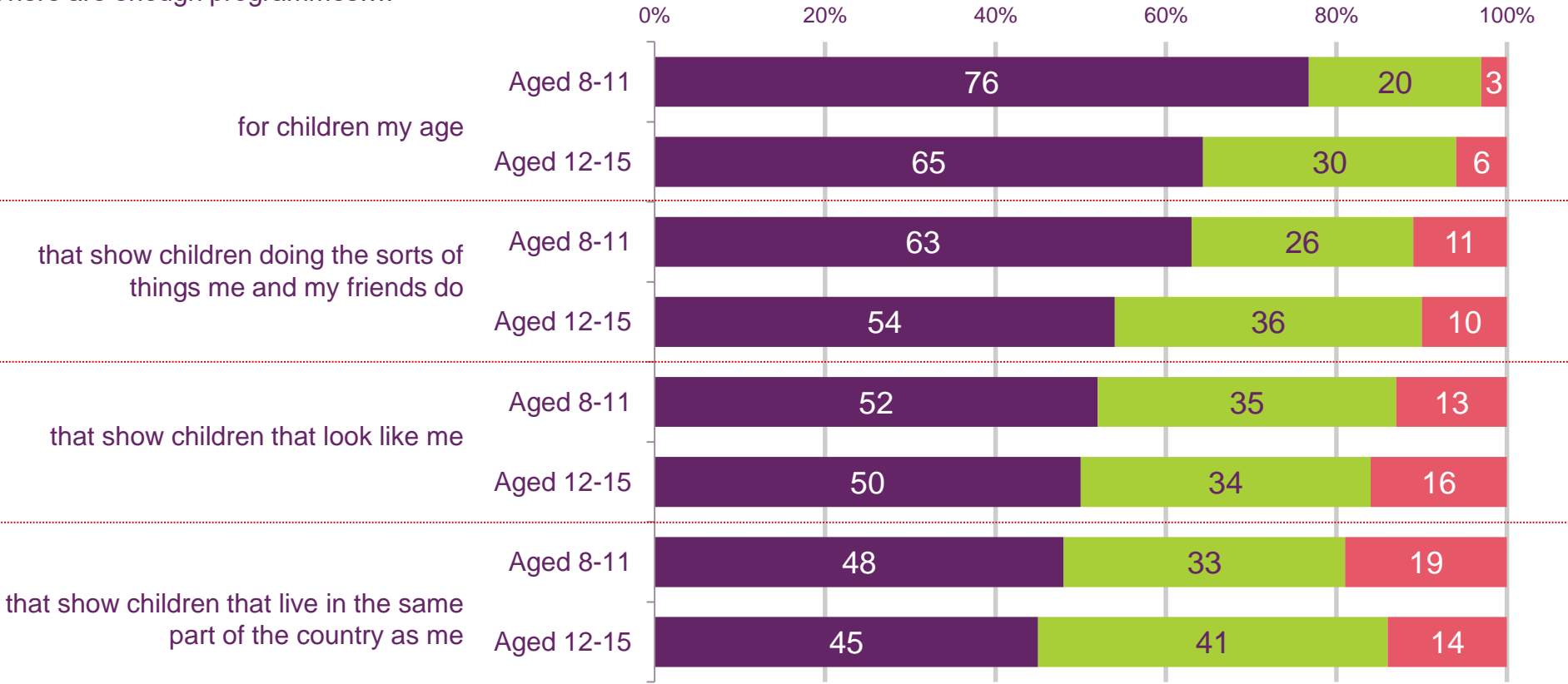
QC4A/B/C/D –I'm going to read out some things about the TV programmes that you watch. Which answer would you choose for each (prompted responses, single coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (488 aged 8-11, 467 aged 12-15).

Figure 44: Agreement with attitudinal statements about screen time among 12-15s: 2016, 2017

QC51B/C – I'd now like to ask you some questions about your screen time. By screen time I mean the time you spend looking at screens on all the different devices you may use, including TV, mobile phones, laptops, tablets and gaming devices.
Base: Children aged 12-15 (479)

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Section 9 – Social media, live streaming and gaming

Figure 45: Children who go online with an active social media profile, by age: 2010, 2013, 2016 and 2017
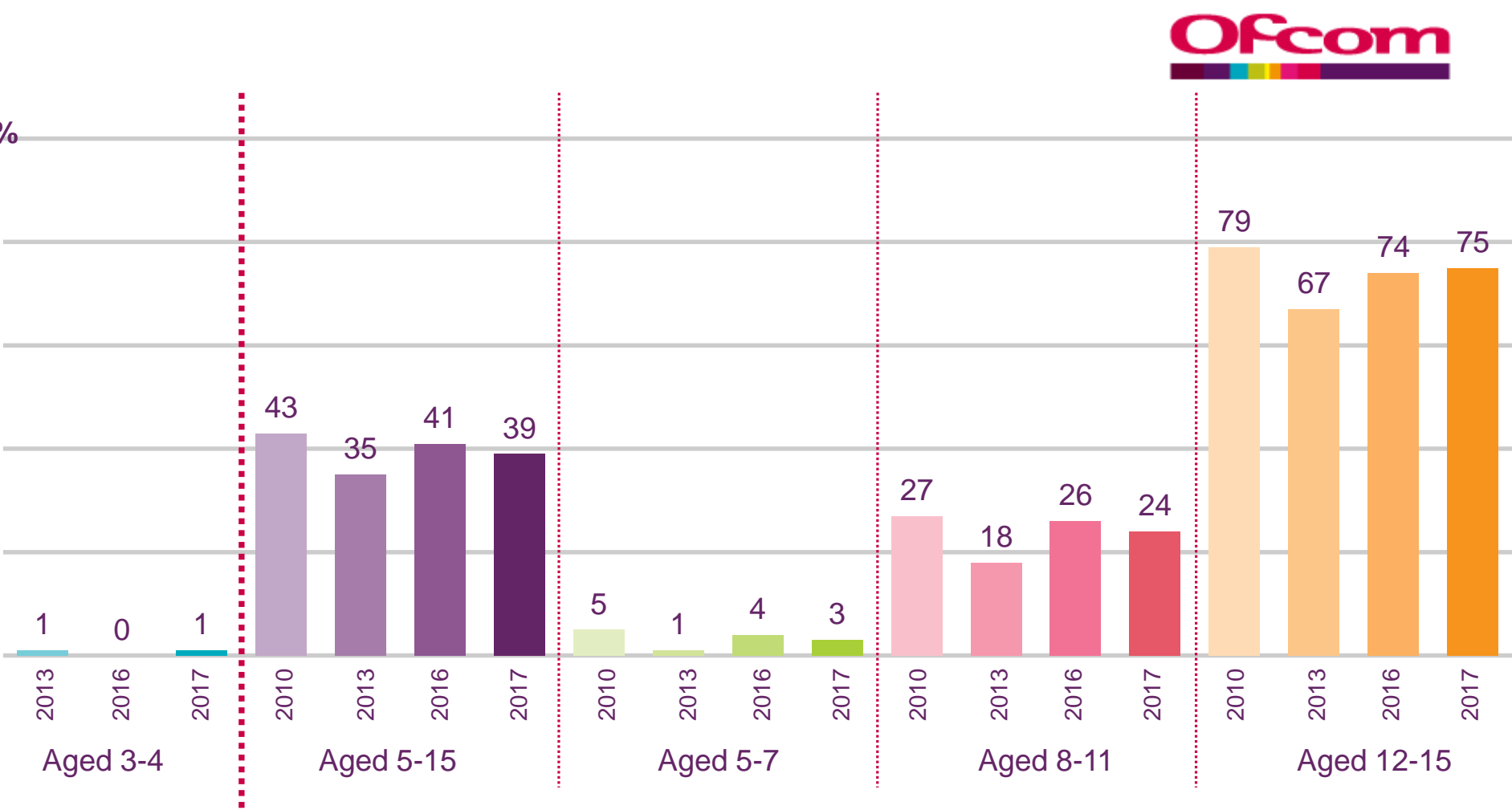
%

Aged 3-4
- 2013: 1
- 2016: 0
- 2017: 1

Aged 5-15
- 2010: 43
- 2013: 35
- 2016: 41
- 2017: 39

Aged 5-7
- 2010: 5
- 2013: 1
- 2016: 4
- 2017: 3

Aged 8-11
- 2010: 27
- 2013: 18
- 2016: 26
- 2017: 24

Aged 12-15
- 2010: 79
- 2013: 67
- 2016: 74
- 2017: 75

QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media or messaging sites or apps* - so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps?(prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.
* Prior to 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps.
Base: Parents whose child ever goes online aged 3-4 (354) or 5-15 (1255 aged 5-15, 317 aged 5-7, 463 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 46: Incidence of having a social media profile, by age of child: 2017
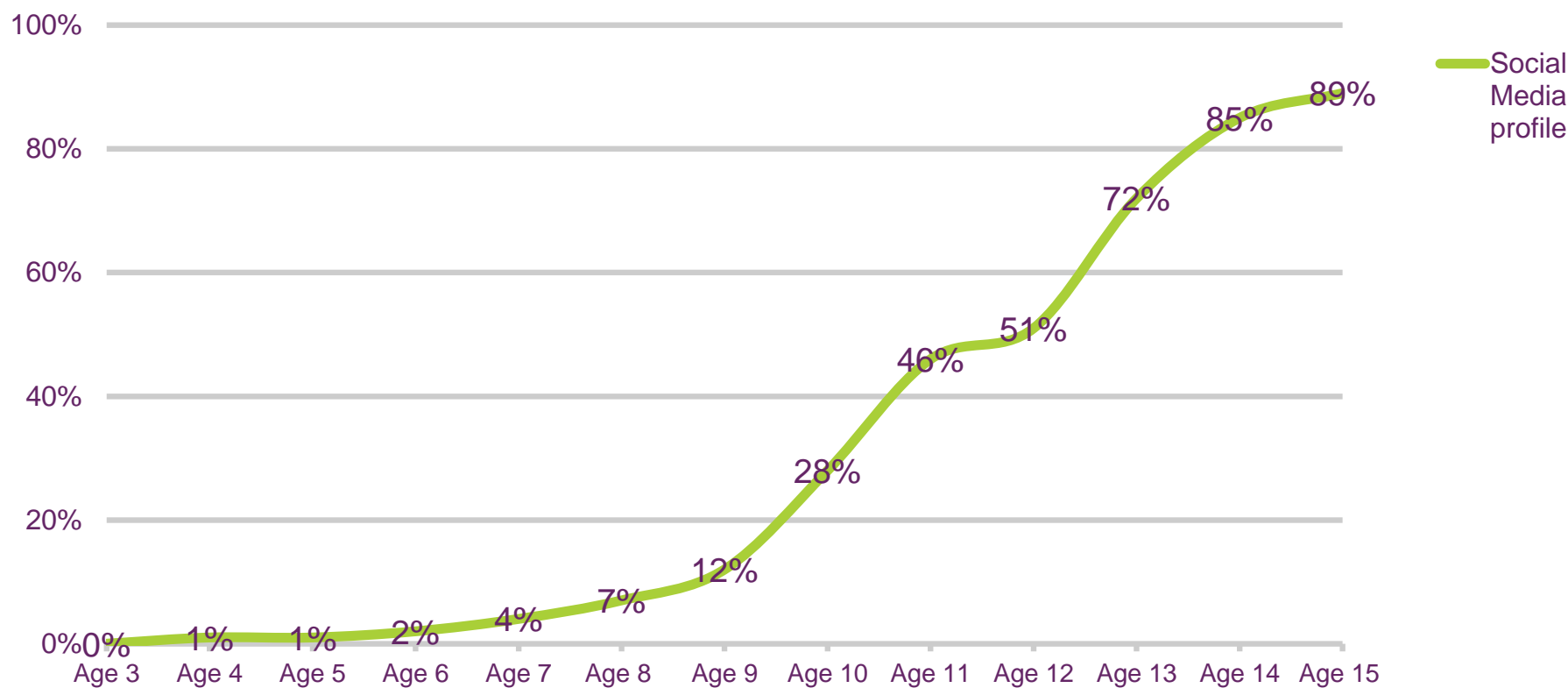
QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media or messaging sites or apps* - so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps?(prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-4 or 5-15 (351 aged 3, 326 aged 4, 169 aged 5, 129 aged 6, 114 aged 7, 175 aged 8, 123 aged 9, 102 aged 10, 97 aged 11, 162 aged 12, 101 aged 13, 108 aged 14, 108 aged 15).

Figure 47: Social media sites or apps used by children aged 12-15: 2010, 2013, 2016 and 2017

| Facebook | Snapchat (Added in 2014) | Instagram (Added in 2013) | WhatsApp (Added in 2014) | YouTube (Added in 2012) | Twitter | Musical.ly (Added in 2017) | Google+ (Added in 2012) | Pinterest (Added in 2014) |

Facebook: 2010: 96, 2013: 97, 2016: 82 ↓, 2017: 74
Snapchat: 2010: N/A, 2013: N/A, 2016: 51, 2017: 58
Instagram: 2010: N/A, 2013: 16, 2016: 56, 2017: 57
WhatsApp: 2010: N/A, 2013: N/A, 2016: 24, 2017: 32 ↑
YouTube: 2010: N/A, 2013: 26, 2016: 30, 2017: 32
Twitter: 2010: 8, 2013: 37, 2016: 20, 2017: 19
Musical.ly: 2010: N/A, 2013: N/A, 2016: N/A, 2017: 10
Google+: 2010: (blank), 2013: 11, 2016: 8, 2017: 7
Pinterest: 2010: N/A, 2013: N/A, 2016: 4, 2017: 7

As a % of all children aged 12-15 (2017)

Facebook	Snapchat	Instagram	WhatsApp	YouTube	Twitter	Musical.ly	Google+	Pinterest
55%	**43%**	**43%**	**24%**	**24%**	**14%**	**7%**	**5%**	**5%**

QP44/ QC20 – Which social media sites or messaging sites or apps* do you use? (unprompted responses, multi coded) - showing responses of more than 2% of children aged 12-15 using any social media or messaging sites or apps. * Prior to 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps.
Base: Children aged 12-15 who have a social media or messaging site app profile (343). Significance testing shows any change between 2016 and 2017.

Figure 48: Main social media sites or apps used by children aged 12-15: 2013, 2016 and 2017

Figure 49: Awareness and use of live streaming services among 12-15s who go online: 2017

Legend: ■ I've shared videos on these services ■ I've only watched other people's live streams ■ I've never used but aware ■ Not aware

Aged 12-15: 10 | 35 | 30 | 24
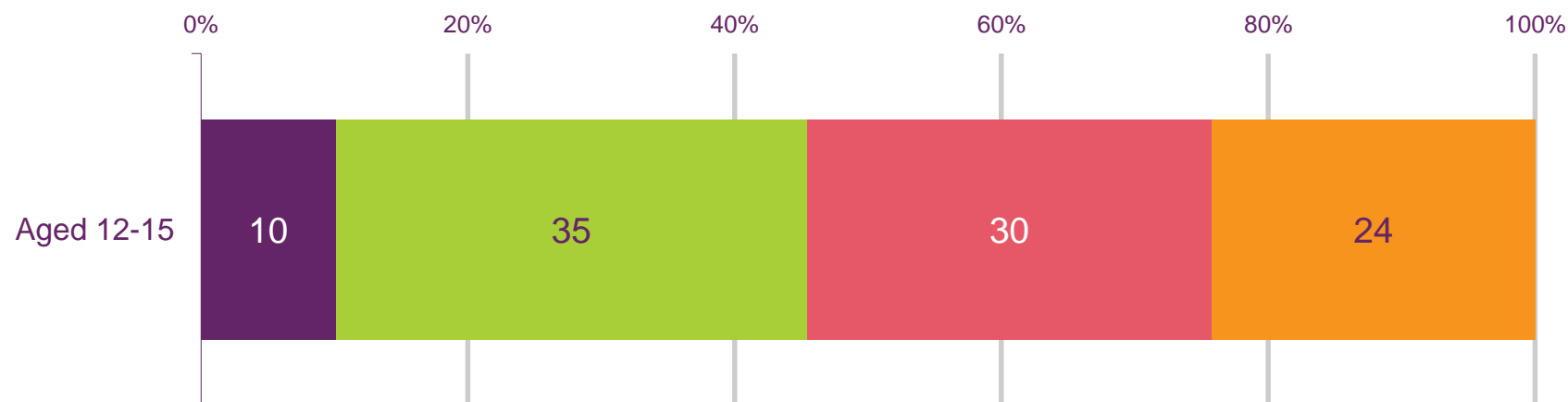
QC24A - I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or Instagram Live. Before today, had you heard about live streaming? (unprompted responses, single coded). / QC42B - Which one of these best describes your experience of live streaming services? (prompted responses, single coded).
Base: Children aged 12-15 who go online (475).

Figure 50: Incidence of online gaming, by age: 2016 and 2017

%

Aged 3-4
- 2016: 24
- 2017: 31

Aged 5-15
- 2016: 62
- 2017: 65

Aged 5-7
- 2016: 34
- 2017: 37

Aged 8-11
- 2016: 68
- 2017: 69

Aged 12-15
- 2016: 74
- 2017: 79

As a % of all children (2017)
- Aged 3-4: 12%
- Aged 5-15: 49%
- Aged 5-7: 24%
- Aged 8-11: 56%
- Aged 12-15: 61%

QP70/ QC42 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi -coded) . Responses from parent for 3-7s and from child aged 8-15
Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (264 aged 3-4, 1028 aged 5-15,266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.

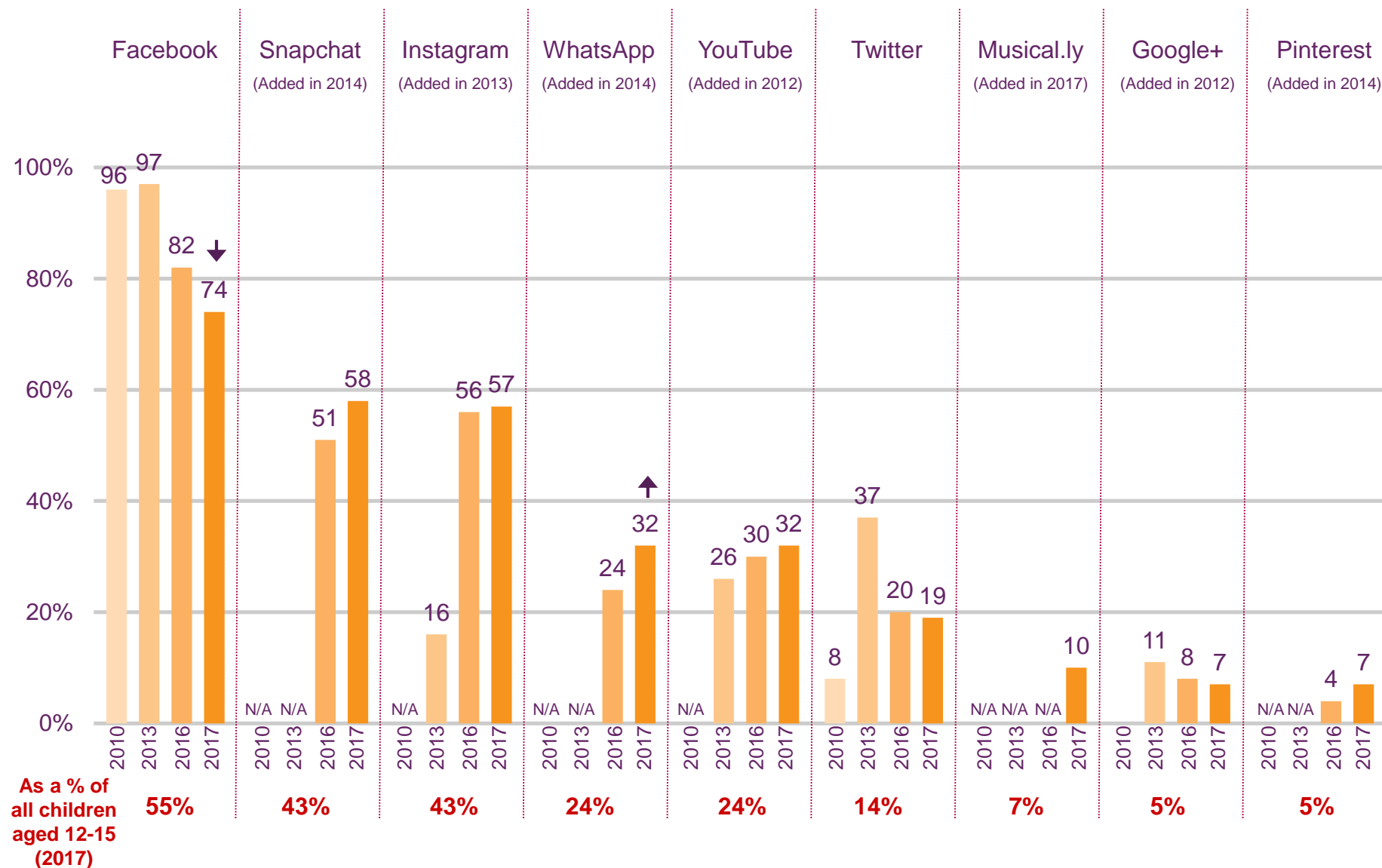# Figure 51: Types of online gaming undertaken by children at home or elsewhere, by age: 2016, 2017

QP70/ QC42 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi -coded) . Responses from parent for 3-7s and from child aged 8-15
Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (264 aged 3-4, 1028 aged 5-15,266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 52: Use of chat features when playing games online: 2016 and 2017

%

Any chat with other people when playing games online

32	41 ↑	53	56
2016	2017	2016	2017
Aged 8-11		Aged 12-15	

Chat to people I am friends with/ who I know outside of the game

29	37	48	51
2016	2017	2016	2017
Aged 8-11		Aged 12-15	

Chat to people I only know through playing the game

10	15	23	19
2016	2017	2016	2017
Aged 8-11		Aged 12-15	
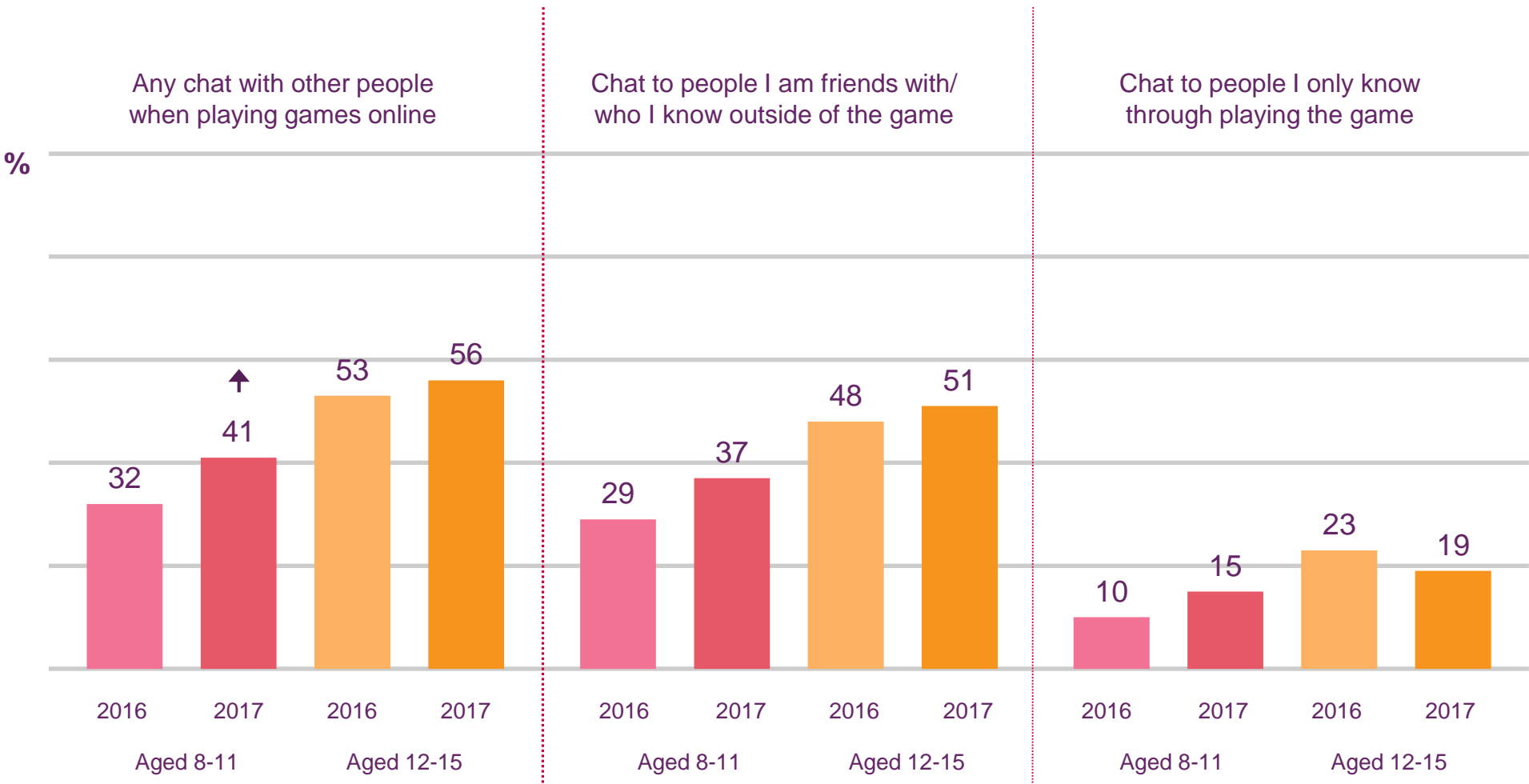
QC43/ QC44 – When you play games online do you ever chat via the game to other people who are playing through instant messaging or using a headset ? (unprompted responses, single coded) / And when you chat who do you chat with? (prompted responses, multi coded)
Base: Children aged 8-15 who ever play games online (266 aged 8-11, 288 aged 12-15). Significance testing shows any change between 2016 and 2017.

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Section 10 – News consumption, creative and civic activities

Figure 53: Interest in news among 12-15s who go online: 2017

	Very interested	Quite interested	Not very interested	Not at all interested	Don't know

Aged 12-15: 8 | 41 | 36 | 13 | 2
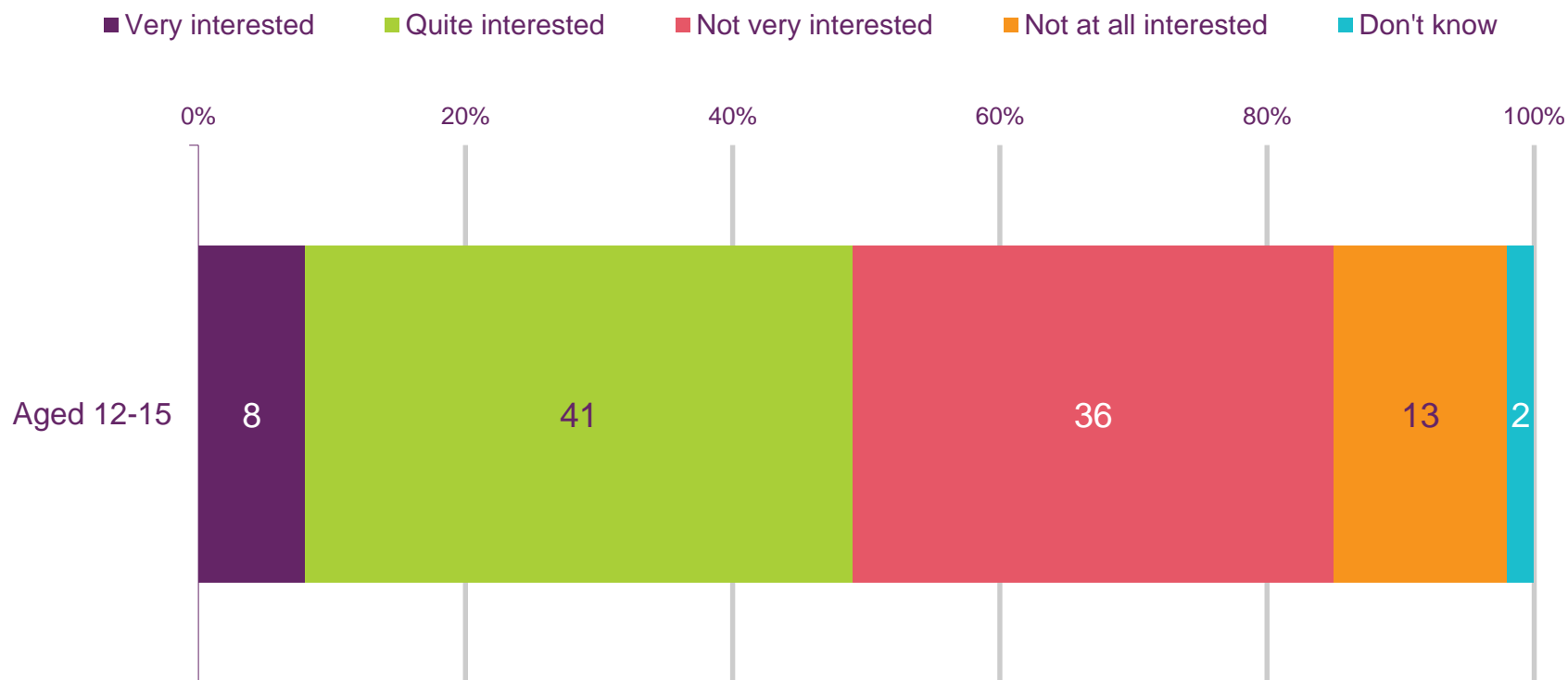
Source: Online survey with children aged 12-15
Q19 - How interested are you in reading, watching, listening to or following news? Would you say you are... (prompted responses, single coded).
Base: Children aged 12-15 who go online (500).

Figure 54: Interest in types of news content among 12-15s who go online: 2017

Category	Value
Music news/ singers/ musicians	58
Celebrities/ famous people/ actors/ reality TV stars	43
Sports/ sports personalities	38
Serious things going on in the UK/ national news	37
Animals or the environment	36
Science and technology	35
Local news or events - near where you live	33
Fashion and beauty	31
Serious things going on in other countries/ world events/ international news	28
Weather	20
Politics/ current affairs	14
ANY OF THESE	96
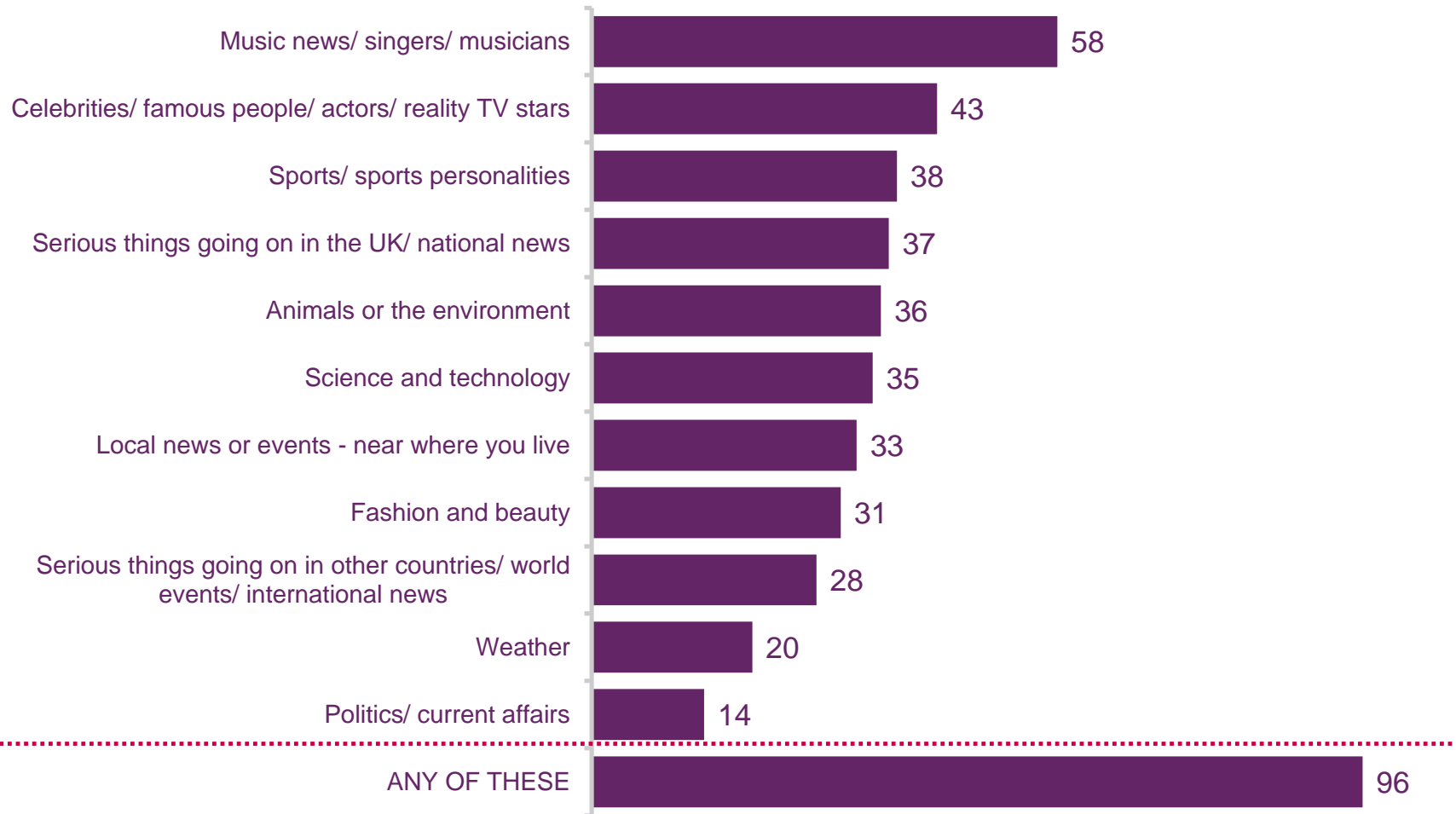
Source: Online survey with children aged 12-15
Q20A - Here are some different types of news. Which, if any, of these are you interested in? (prompted responses, single coded).
Base: Children aged 12-15 who go online (500).

Figure 55: Interest in types of news content among 12-15s who go online: top three nominations: 2017

	Nominated in top three	Not nominated in top three	Total
Music news/ singers/ musicians	44	14	58
Celebrities/ famous people/ actors/ reality TV stars	30	13	43
Sports/ sports personalities	31	7	38
Serious things going on in the UK/ national news	25	12	37
Animals or the environment	24	12	36
Science and technology	23	12	35
Local news or events - near where you live	19	14	33
Fashion and beauty	24	7	31
Serious things going on in other countries/ world events/ international news	14	14	28
Weather	7	13	20
Politics/ current affairs	8	6	14

Source: Online survey with children aged 12-15
Q20B - And which of these are the three that you are most interested in? (prompted responses, single coded).
Base: Children aged 12-15 who go online (500).

Figure 56: Whether child aged 12-15 actively looks for news content: 2017
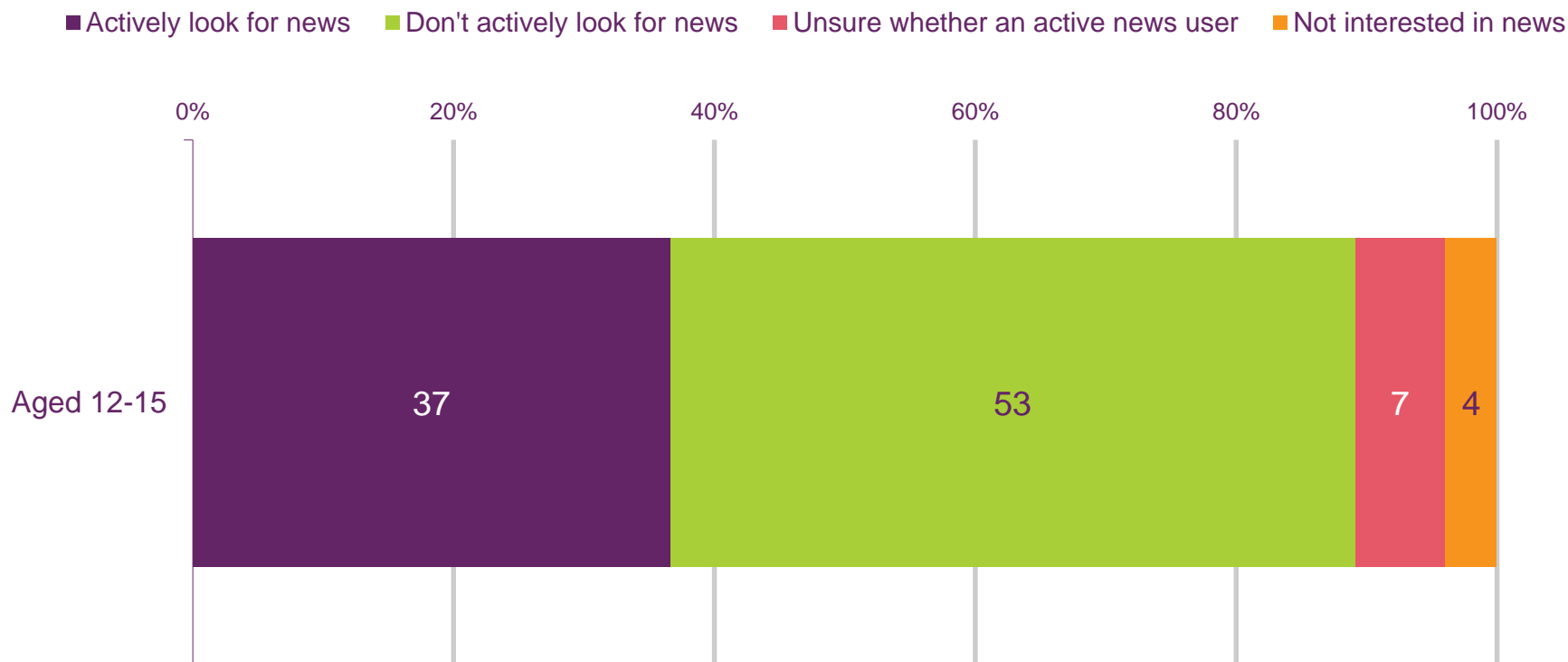
Legend: ■ Actively look for news   ■ Don't actively look for news   ■ Unsure whether an active news user   ■ Not interested in news

| Aged 12-15 | 37 | 53 | 7 | 4 |

Figure 57: Frequency with which children interested in the news look for news or get news updates: 2017

Legend: ■ Every day ■ Most days a week ■ Weekly ■ Monthly ■ Less frequently ■ Never

At least once a week

All interested in news
- Every day: 9
- Most days a week: 32
- Weekly: 29
- Monthly: 11
- Less frequently: 17
- Never: 3
- At least once a week: 70%

Actively interested
- Every day: 18 ↑
- Most days a week: 44 ↑
- Weekly: 24
- Monthly: 10
- Less frequently: 4
- At least once a week: 86% ↑

Not actively interested
- Every day: 4
- Most days a week: 23
- Weekly: 31
- Monthly: 11
- Less frequently: 26 ↑
- Never: 5
- At least once a week: 58%

Source: Online survey with children aged 12-15
Q22 - Thinking about all the different types of news you said you are interested in, how often do you look for information or get the latest updates about any of these types of news? (prompted responses, single coded).
Base: Children aged 12-15 who go online and who say they are interested in any type of news (482).

Figure 58: Sources of news updates used by 12-15s interested in any type of news: 2017

On TV: 64

Through social media sites - e.g. Facebook/Twitter/Snapchat, YouTube etc.: 56

Talking with friends and family: 48

On the radio (this might be hearing news in the car or at home): 32

Through search engines, e.g. Google or Bing: 25

Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, Buzzfeed etc.: 22

Reading paper copies of newspapers: 17

Reading paper copies of magazines: 14

Source: Online survey with children aged 12-15
Q23 - Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use? (prompted responses, multi-coded).
Base: Children aged 12-15 who go online who say they are interested in any type of news (482).

Figure 59: Sources of news updates used by 12-15s interested in any type of news: top three nominations: 2017

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■ Nominated in top three
■ Not nominated in top three

Source	Nominated	Not nominated	Total
On TV	58	6	64
Through social media sites - e.g. Facebook/Twitter/Snapchat, YouTube etc.	50	6	56
Talking with friends and family	42	6	48
On the radio (this might be hearing news in the car or at home)	22	10	32
Through search engines, e.g. Google or Bing	18	7	25
Any other online sources of news whether a news website or any other type of website or app e.g. e.g. BBC website, Buzzfeed etc.	15	7	22
Reading paper copies of newspapers	12	5	17
Reading paper copies of magazines	9	5	14

Figure 60: Civic participation among internet users, by age: 2016 and 2017

%

Aged 8-11
- 2016: 6
- 2017: 4

Aged 12-15
- 2016: 30
- 2017: 26
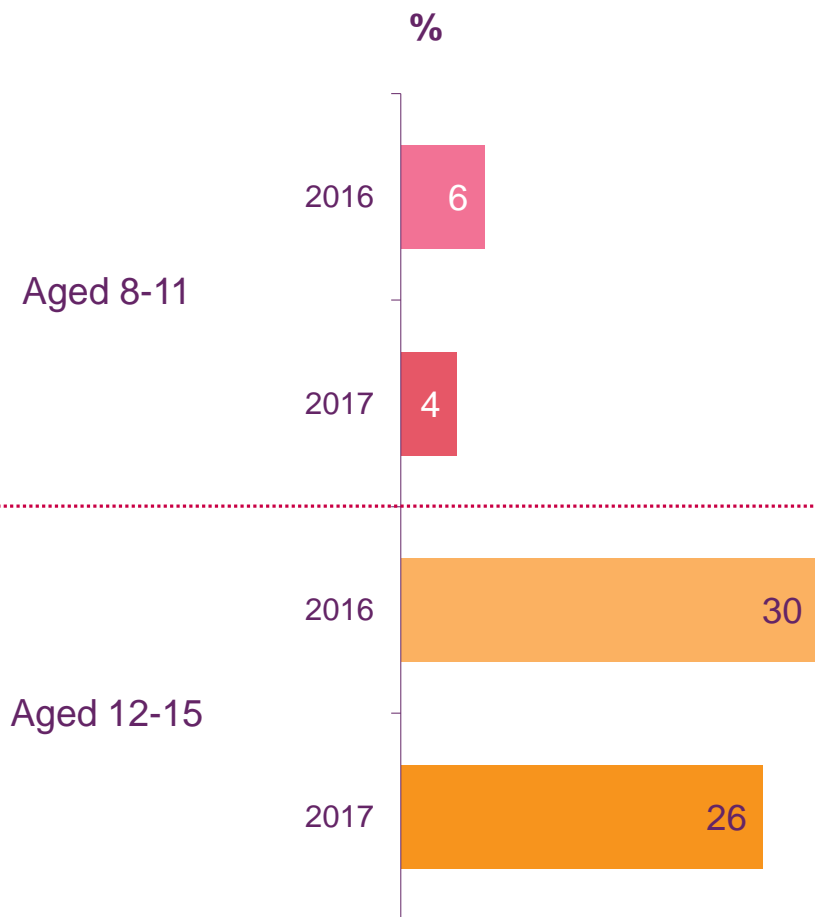
QC14 – When you go online do you ever do things like sign petitions, share news stories on sites like Facebook or Twitter or write comments or talk online about the news? (unprompted responses, single coded)
Base: Children aged 8-15 who go online (463 aged 8-11, 475 aged 12-15)

Figure 61: Attitudes towards CBeebies among parents of 3-4s who watch CBeebies TV, website or app: 2017

Using this card can you please tell me the extent to which you think these CBeebies resources are educational

■ Very educational ■ Fairly educational ■ Neither/ Don't know ■ Not very educational ■ Not at all educational

Parents of 3-4s whose child ever watches CBeebies or uses the CBeebies website or app: **38** | **51** | **7** | **2** | **1**
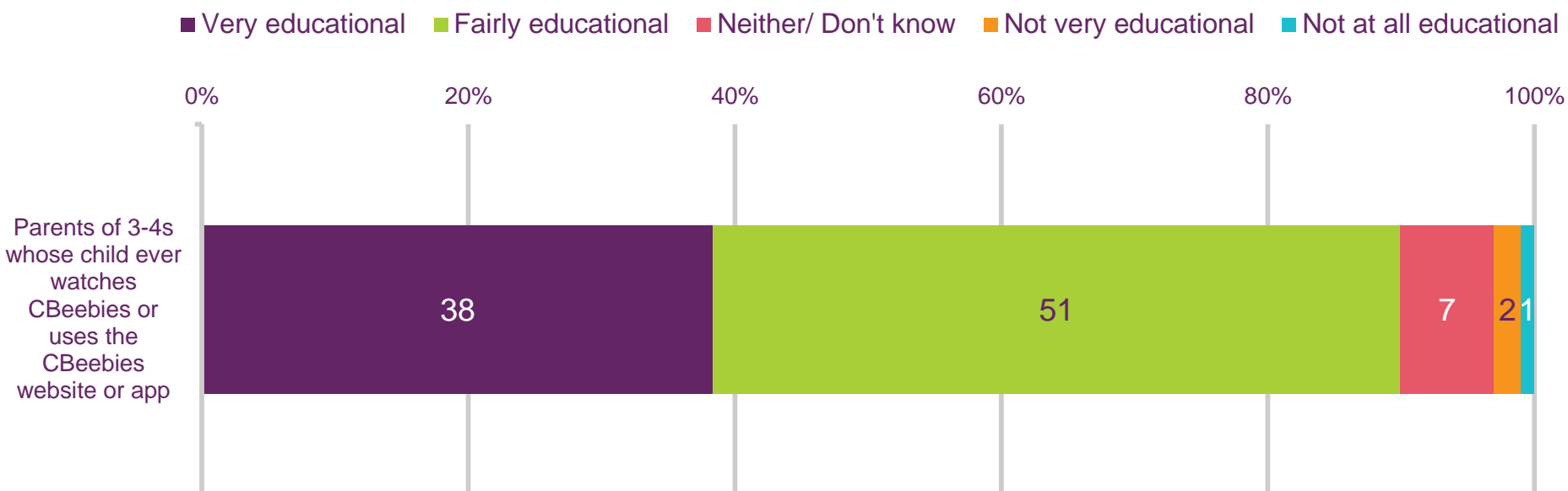
QP55A – Does your child ever watch CBeebies or use the CBeebies app or website? (unprompted responses, single coded)/ QP56A - Using this card can you please tell me the extent to which you think these CBeebies resources are educational? (prompted responses, single coded).
Base: Parents of children aged 3-4 (677)/ Parents of children aged 3-4 whose child ever watches CBeebies or use the CBeebies app or website (534).

Figure 62: Whether BBC websites or apps for school work and homework are helpful: 2017

"When I / my child use(s) these BBC sites or apps for my/ their schoolwork or homework I/ they find them helpful"

■ Agree   ■ Neither/ Don't know   ■ Disagree

	Agree	Neither/ Don't know	Disagree
Parents of 5-7s	86	9	5
Child aged 8-11	89	10	1
Child aged 12-15	86	12	2
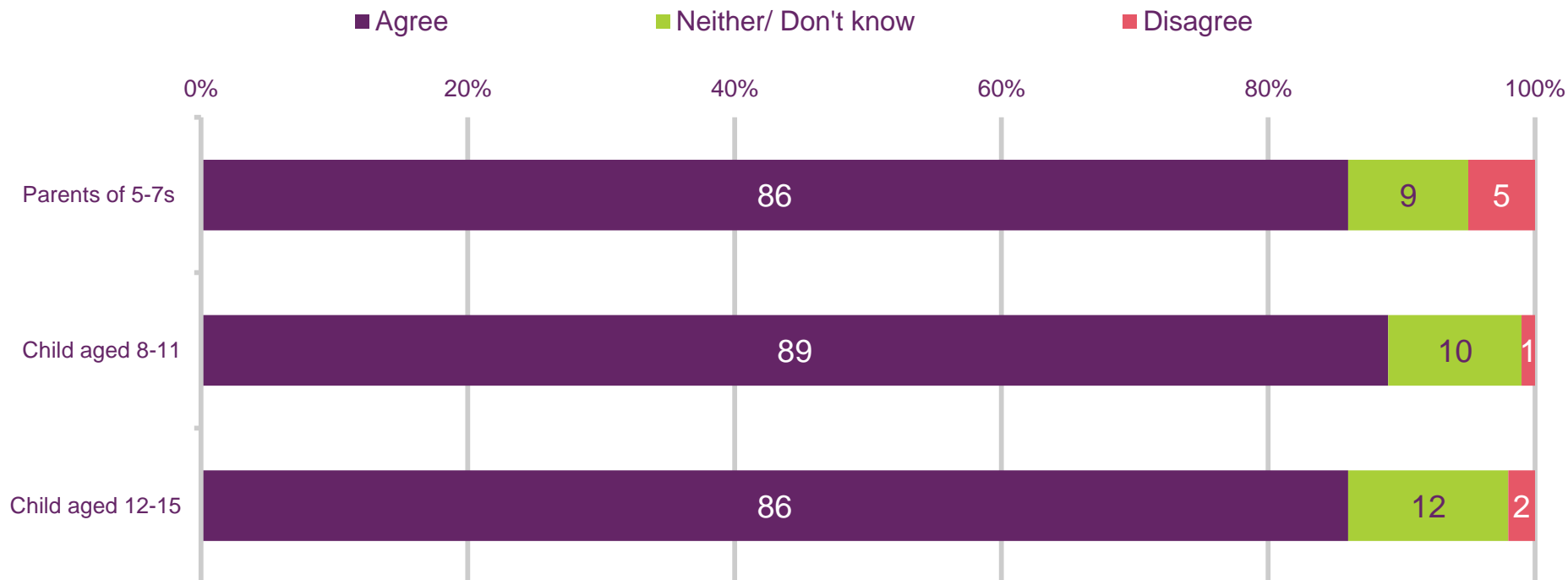
QP55B – Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize? (unprompted responses, single coded)/ QP56B – To what extent do you agree with the following statement about their use of BBC sites or apps like BBC Bitesize? "When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful" (prompted responses, single coded).
QC39A - Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? (unprompted responses, single coded)/ QC39B – Please say which of these options applies to you: "When I use these BBC websites or apps for my schoolwork or homework I find them helpful"(prompted responses, single coded).
Base: Parents of children aged 5-7 whose child goes online (317)/ Parents of children aged 5-7 whose child goes online and who ever use the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework (126)/ Children aged 8-15 who go online (463 aged 8-11, 475 aged 12-15)/ Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework (263 aged 8-11, 336 aged 12-15).

Figure 63: Online creative activities ever undertaken, by age: 2017

All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	354	1255	317	463	475
Change or edit a photo	8%	40%	21%	36%	55%
Make a drawing or picture	27%	39%	40%	43%	35%
Make a video	9%	33%	25%	33%	38%
Make a character or avatar that lives an plays in games or sites like Moshi Monsters, Minecraft	2%	14%↓	6%	18%	16%
Make their own music	2%	10%	4%	9%	15%
Make an animation, moving picture or image	1%	10%	2%↓	12%	12%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	0%	7%	2%	7%	11%
Make an app or game	1%	6%	2%	6%	8%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	0%	5%	1%	4%↑	9%
Make a website	0%	5%	0%	2%	11%
Write a blog	0%	5%↓	0%	5%	8%
Make a vlog	0%	4%	1%	5%	5%
Modify or change a game	0%↓	4%	2%	3%	7%
Make or design a robot	1%	4%	3%	4%	4%
ANY OF THESE	29%↓	65%	50%	67%	73%

QP54/ QC13 Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? This could include any time spent learning about this when they are at school. Responses from parents of 3-7s year olds and from children aged 8-15. Significance testing shows any change between 2016 and 2017

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Section 11 – Knowledge and understanding of media – trust in online content and news

Figure 64: Experience of visiting websites not used before, among those who go online at home (2010, 2013) or elsewhere (2016, 2017), by age
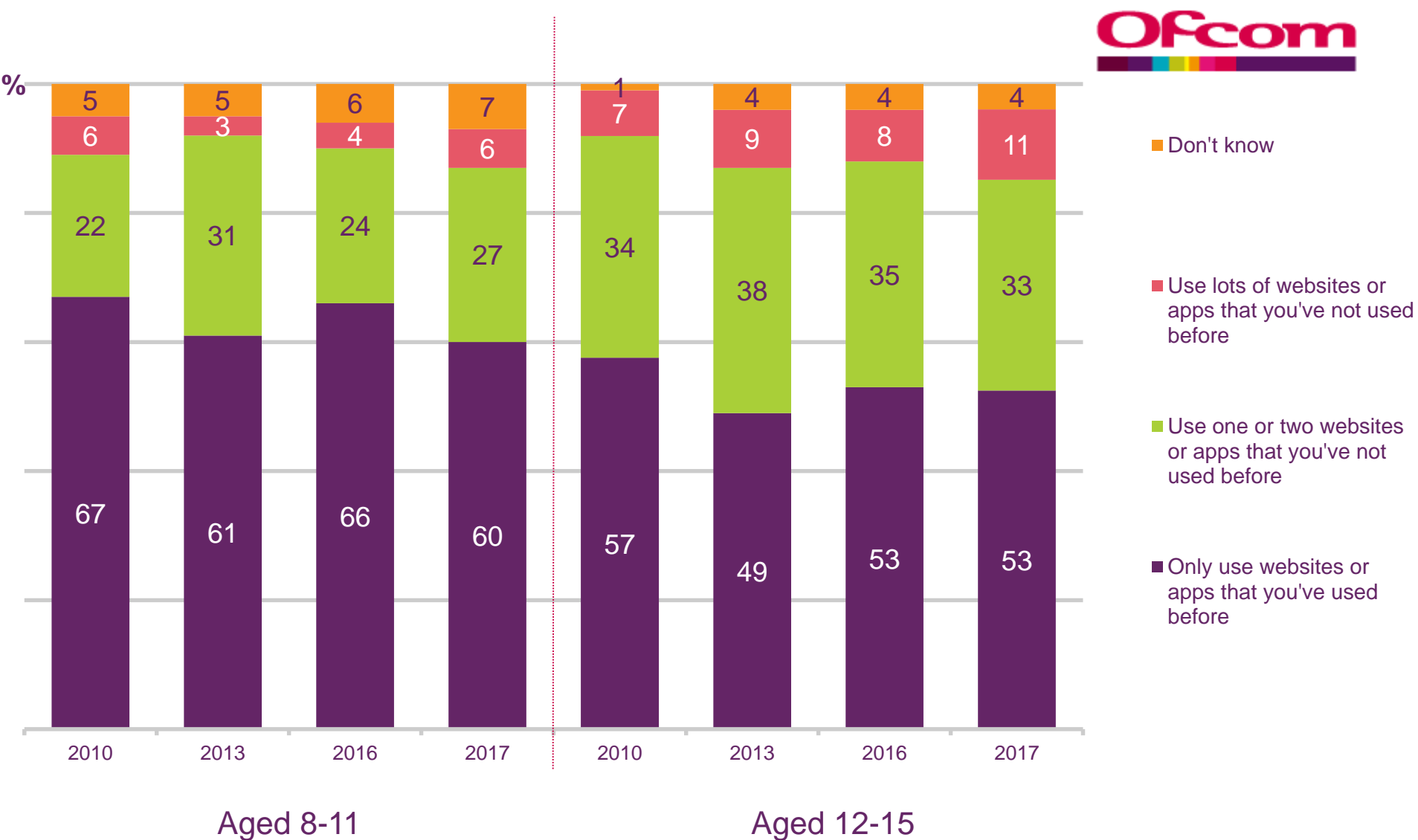
QC17 – Thinking about all the things you use to go online, in a normal week would you say that you….(prompted responses, single coded)
Base: Children aged 8-15 who go online (463 aged 8-11, 475 aged 12-15).

Figure 65: Online sources of accurate and true information for different scenarios among 12-15s: 2016, 2017

%

Serious things that are going on in the world

	2016	2017
Don't know	10	9
None of these	8	3
Wikipedia	5	5
Social media	4	6
YouTube	8	7
Google	30	27
BBC	35	43

Fun things like hobbies and interests

	2016	2017
Don't know	7	5
None of these	4	4
Wikipedia	3	3
Social media	9	8
YouTube	37	38
Google	32	31
BBC	9	11

How to build, make or create things

	2016	2017
Don't know	8	8
None of these	5	3
Wikipedia	2	3
Social media	3	4
YouTube	50	45
Google	26	22
BBC	5	14

Legend:
- Don't know
- None of these
- Wikipedia
- Social media
- YouTube
- Google
- BBC

QC52A-C I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about… (prompted responses, single coded)
Base: Children aged 12-15 who go online (475 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 66: Children's belief in the truthfulness in websites used for school/ homework at home (2010, 2013) or elsewhere (2016, 2017), by age
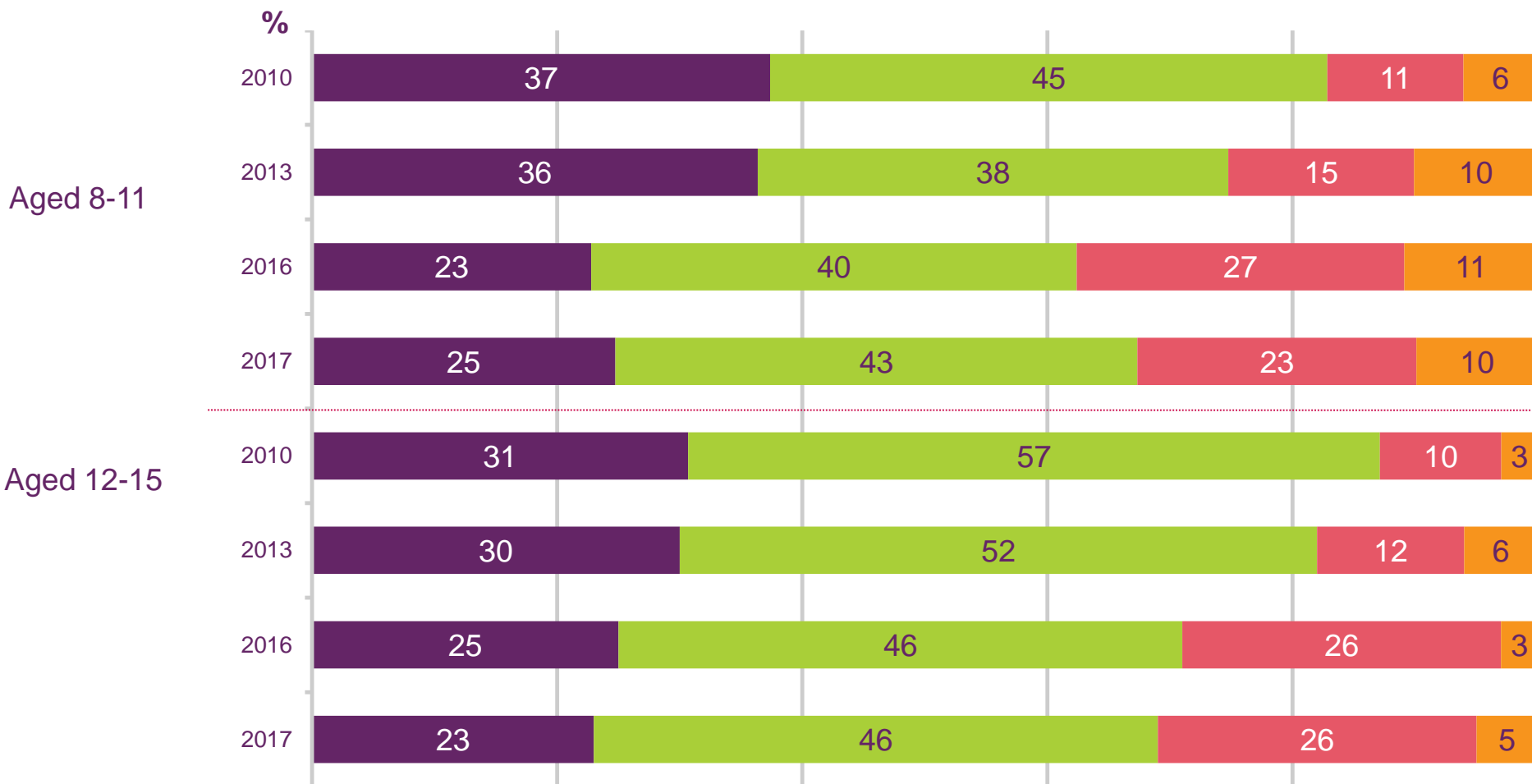
QC15B - When you go online do you visit site or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.
Base: Children aged 8-15 who go online and who say they visit sites or apps for their schoolwork or homework (352 aged 8-11, 420 aged 12-15).

Figure 67: Children's belief in the truthfulness in websites used for social media at home (2010, 2013) or elsewhere (2016, 2017), by age

Legend: All is true | Most is true | Some is true | Don't know

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Aged 8-11
Year	All is true	Most is true	Some is true	Don't know
2010	8	23	58	11
2013	4	26	64	7
2016	2	16	66	17
2017	6 ↑	20	57	17

Aged 12-15
Year	All is true	Most is true	Some is true	Don't know
2010	6	34	56	3
2013	5	25	64	6
2016	4	16	73	7
2017	2	22 ↑	68	8
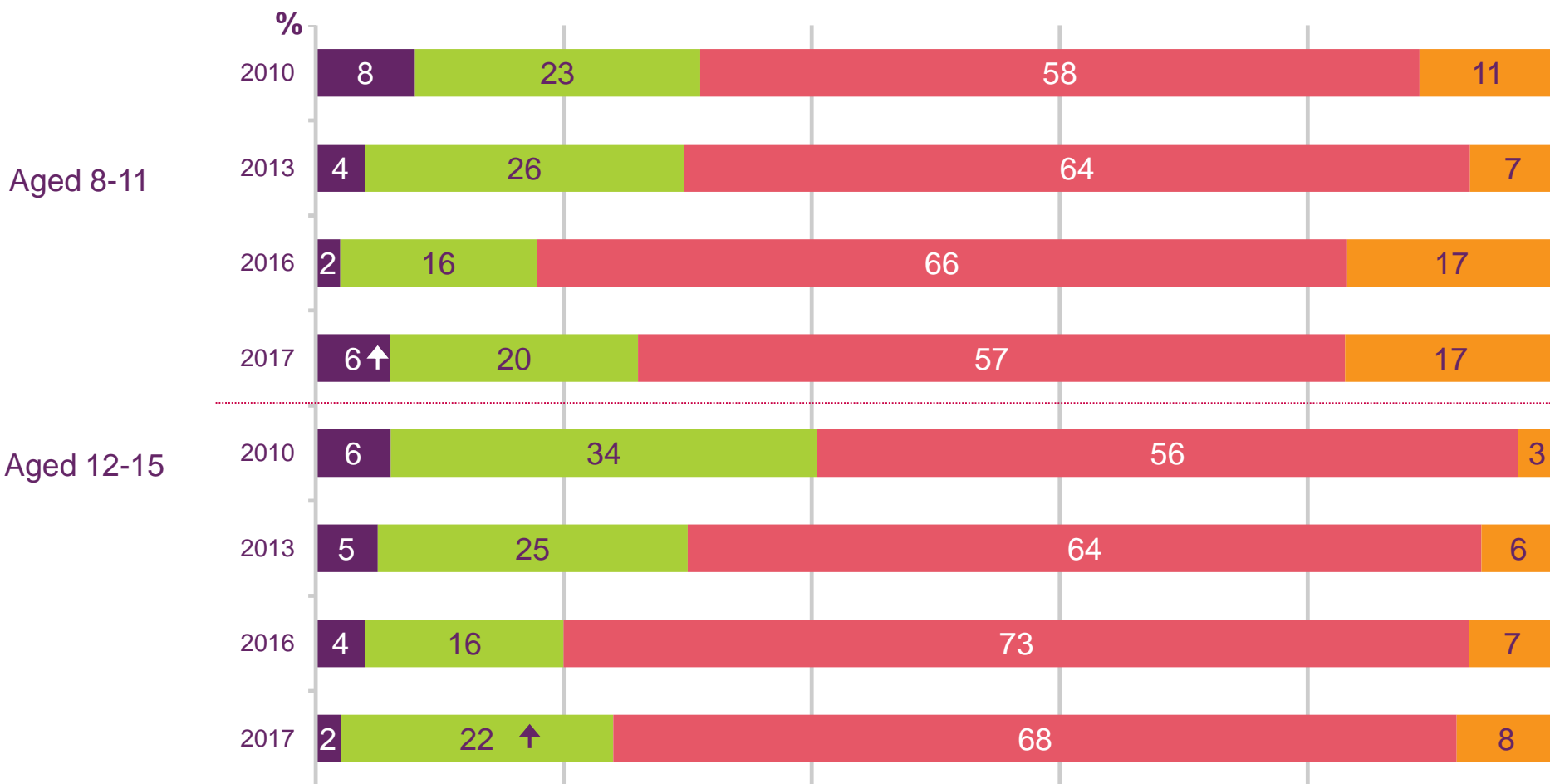
QC15A - When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded)
Base: Children aged 8-15 who go online and who say they visit social media sites or apps (231 aged 8-11, 403 aged 12-15). Significance testing shows any change between 2016 and 2017.

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Figure 68: Children's belief in the truthfulness in news websites or apps used at home (2010, 2013) or elsewhere (2016, 2017), by age

Legend: ■ All is true   ■ Most is true   ■ Some is true   ■ Don't know

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%

Aged 8-11

Year	All is true	Most is true	Some is true	Don't know
2010	26	56	12	6
2013	26	39	23	12
2016	22	27	35	16
2017	22	41 ↑	28	9 ↓

Aged 12-15

Year	All is true	Most is true	Some is true	Don't know
2010	26	61	9	4
2013	18	59	16	8
2016	20	36	38	6
2017	10 ↓	39	44	7

QC15C - When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or Guardian or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.
Base: Children aged 8-15 who go online and who say they visit sites or apps about news and what is going on in the world (255 aged 8-11, 332 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 69: 8-15s' understanding of whether results listed by search engines can be trusted: 2016 and 2017

Legend:
- I think that if they have been listed by Google these websites can be trusted
- I think that some of these websites can be trusted and some can't
- I don't really think about whether the websites can be trusted
- Don't know

	Aged 8-11		Aged 12-15	
	2016	2017	2016	2017
Trusted (purple)	28	26	27	24
Some/some (green)	50	52	56	62
Don't think (pink)	10	11	11	11
Don't know (orange)	12	12	5	3
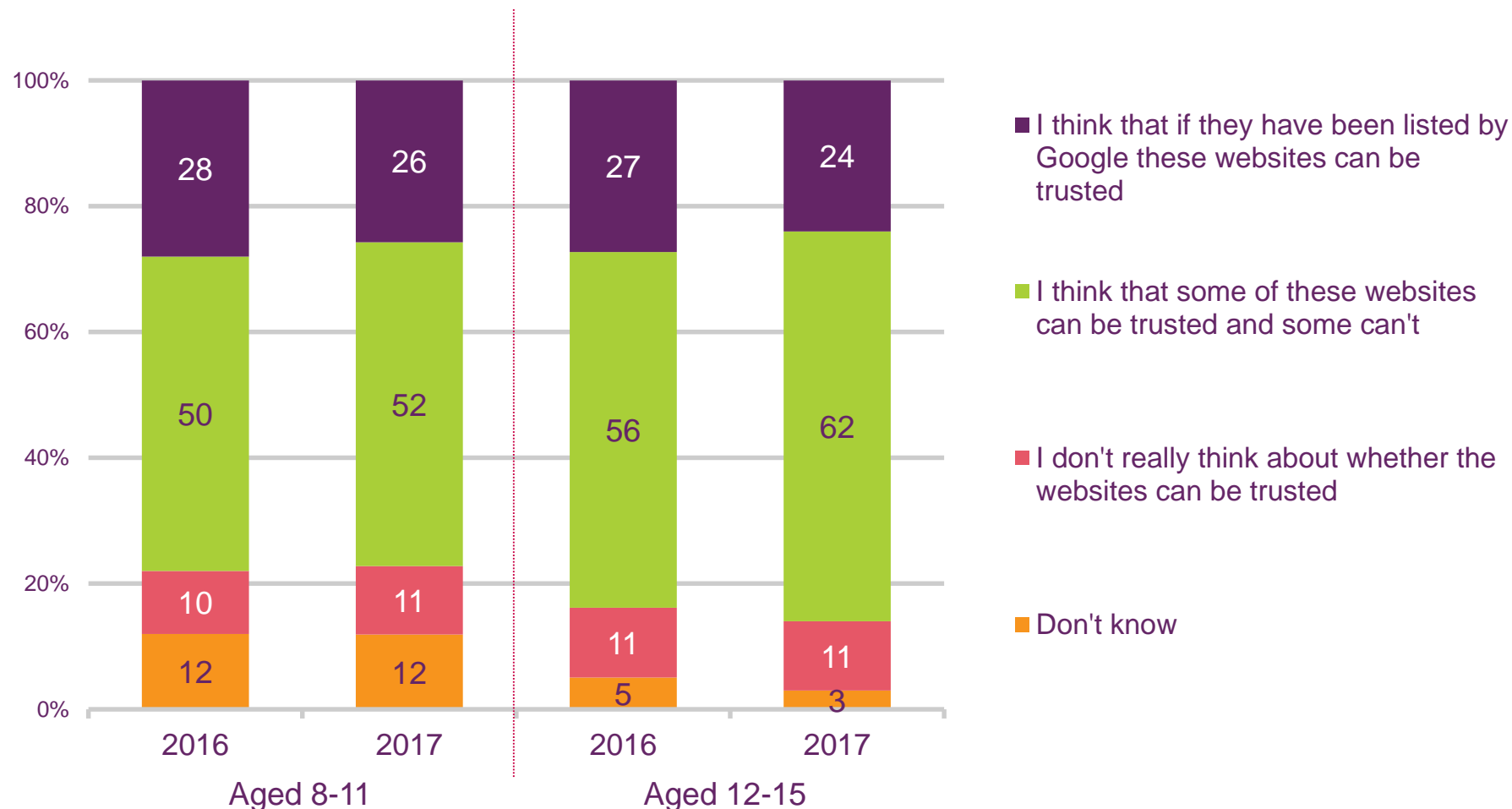
QC26 – When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (prompted responses, single coded)
Base: Children aged 8-15 who go online and use search engine websites or apps (392 age 8-11, 432 aged 12-15).

Figure 70: Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2017

Check	Value
Check the general look of the website, for example the layout, colours or how professional it looks	45
Check some types of information across a number of websites to be sure it's correct	41
Look at how up-to-date the information on the website is	33
Ask someone else if they have been to the website	33
See whether it is a company you have heard of	24
Something else	2
Don't know	18

QC18 – If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check? (prompted responses, multi-coded).
Base: Children aged 12-15 who go online who use websites they've not used before (205).

Figure 71: Attitudes towards the truthfulness of news sources used among 12-15s who go online: 2017

Legend: Always reported truthfully · Mostly reported truthfully · Sometimes reported truthfully · Never reported truthully · Don't know

	Always reported truthfully	Mostly reported truthfully	Sometimes reported truthfully	Never reported truthully	Don't know
News on TV	12	47	33	4	4
News that friends/ family tell me about	11	50	33	2	4
News on the radio	9	50	30	4	6
News on social media sites or apps	2	30	59	5	4
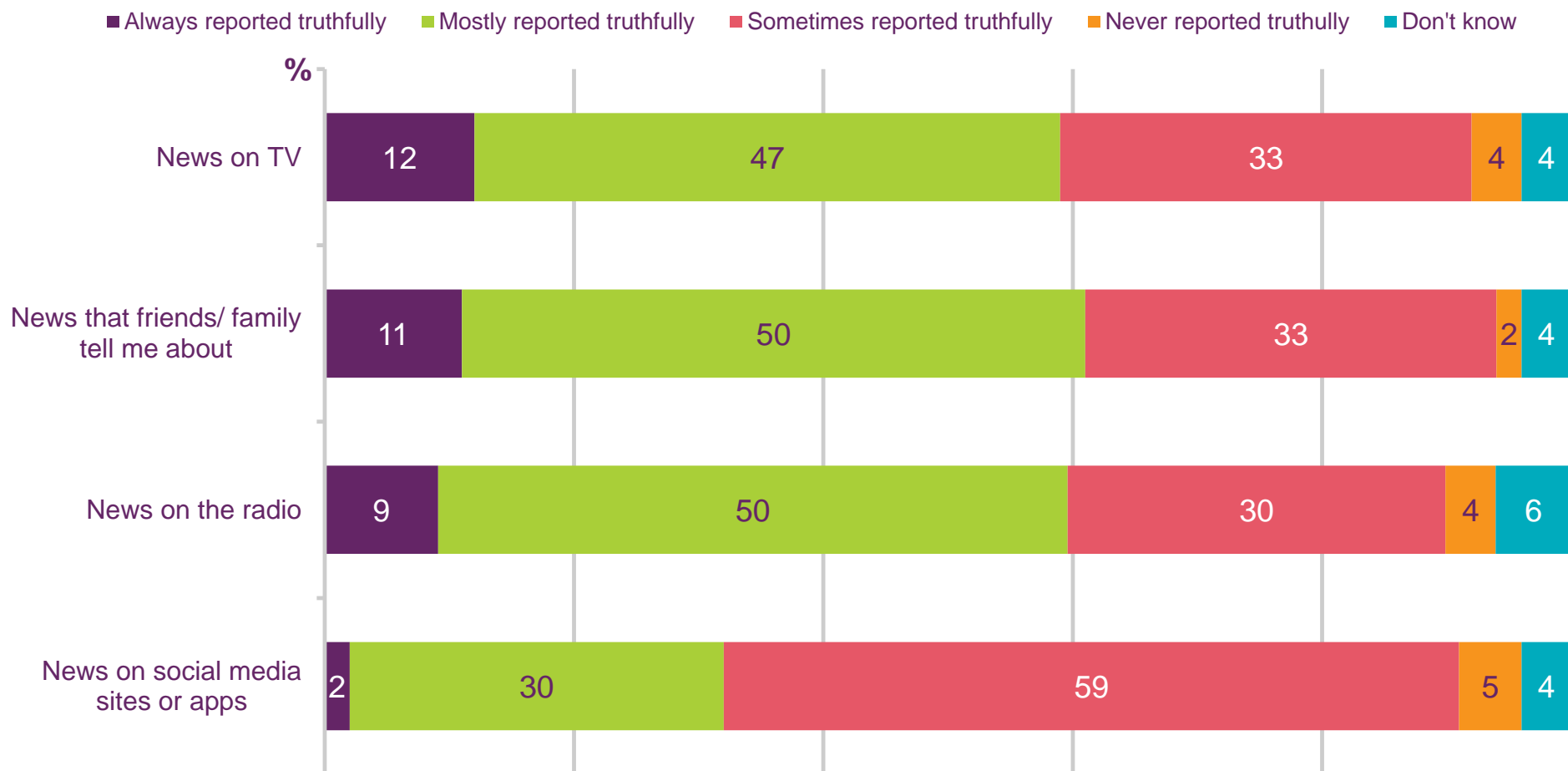
Source: Online survey with children aged 12-15
Q25 - Which one of these answers best describes news that you read or see… I think news on TV/ that friends/ family tell me about/ on the radio/ on social media sites or apps… is always reported truthfully/ is mostly reported truthfully/ is sometimes reported truthfully/ is never reported truthfully (prompted responses, single coded).
Base: Children aged 12-15 who go online who are interested in any type of news who nominate each of the following as a main (top three) source for news updates - news on TV (280)/ news that they are told about by friends or family (199)/ news on the radio (110)/ news on social media sites or apps (236).

Figure 72: Frequency with which 12-15s who use social media as a news source consider whether the social media story is actually true: 2017

Always think about this ■ Often think about this ■ Sometimes think about this ■ Never think about this ■ Don't know

%

All using social media as a news source

8   29   53   6   3

Figure 73: Ease with which 12-15s who use social media as a news source are able to gauge the truthfulness of news stories on social media: 2017

■ Very difficult   ■ Quite difficult   ■ Neither/ Don't know   ■ Quite easy   ■ Very easy

%

All using social media as a news source	8	38	36	16	2

Figure 74: Potential checks made on news stories appearing on social media among 12-15s who use social media as a news source: 2017

Check to see if the same story appears anywhere else — 48
Look at the comments/ what people have said about the story (PEER) — 39
Think about what the story is about to see how likely is it to be true — 33
Think about whether the person who shared it was someone I trusted (PEER) — 29
Check if it was by an organisation I thought was trustworthy — 26
Check if was by an organisation I had heard of — 24
Look at how professional the story looks, e.g. are there spelling mistakes, do the images or videos look high quality? — 20
Check to see if it is by someone who was there when it happened/ saw it for themselves — 16
I wouldn't make any of these checks — 8
Don't know — 6
ANY OF THESE CHECKS MADE — 86
ANY 'PEER' MEASURE — 52
ANY CHECK IT WAS BY A TRUSTWORTHY/ KNOWN ORGANISATION — 38

Figure 75: Awareness and experience of fake news among 12-15s who go online: 2017

%

Legend:
- ■ Seen something online or on social media they thought was fake news
- ■ Not seen fake news online or on social media
- ■ Unsure whether seen fake news online or on social media
- ■ Not aware of fake news

Total aware

| All 12-15 internet users | 39 | 13 | 21 | 27 | 73% |

Figure 76: Potential reactions to fake news content among 12-15s aware of fake news
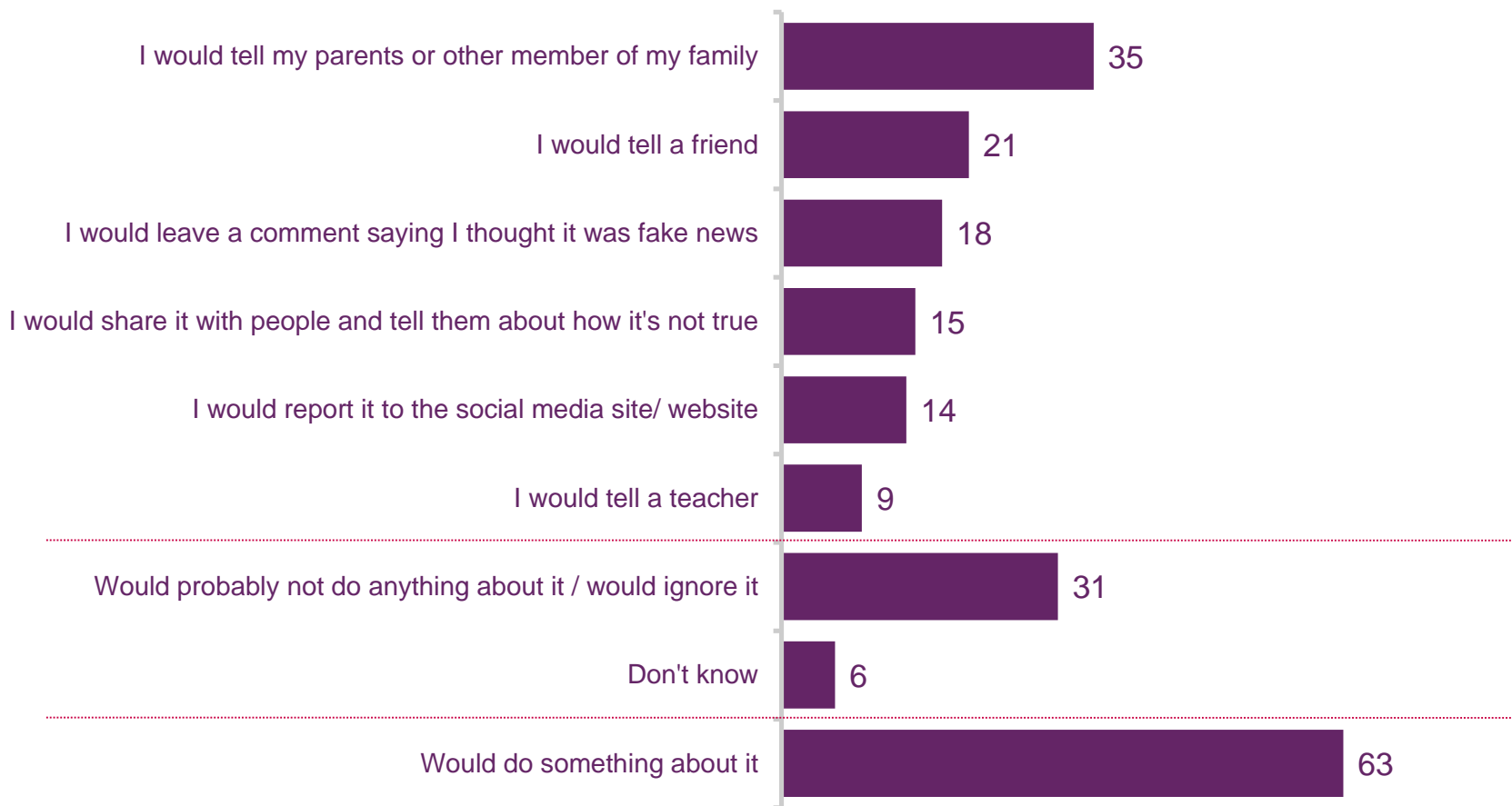
Reaction	Value
I would tell my parents or other member of my family	35
I would tell a friend	21
I would leave a comment saying I thought it was fake news	18
I would share it with people and tell them about how it's not true	15
I would report it to the social media site/ website	14
I would tell a teacher	9
Would probably not do anything about it / would ignore it	31
Don't know	6
Would do something about it	63

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Section 12 – Knowledge and understanding of media – advertising and media content

Figure 77: Frequency of seeing adverts on TV and online among 8-15s who watch TV/ go online: 2017

TV adverts

- ■ I sometimes see adverts on TV
- ■ I often see adverts on TV
- ■ I never see adverts on TV
- ■ Don't know

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

Aged 8-11: 33 | 58 | 7 | 2

Aged 12-15: 33 | 57 | 6 | 3

Online adverts

- ■ I sometimes see online adverts
- ■ I often see online adverts
- ■ I never see online adverts
- ■ Don't know

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

Aged 8-11: 47 | 34 | 14 | 5

Aged 12-15: 42 | 46 | 8 | 4
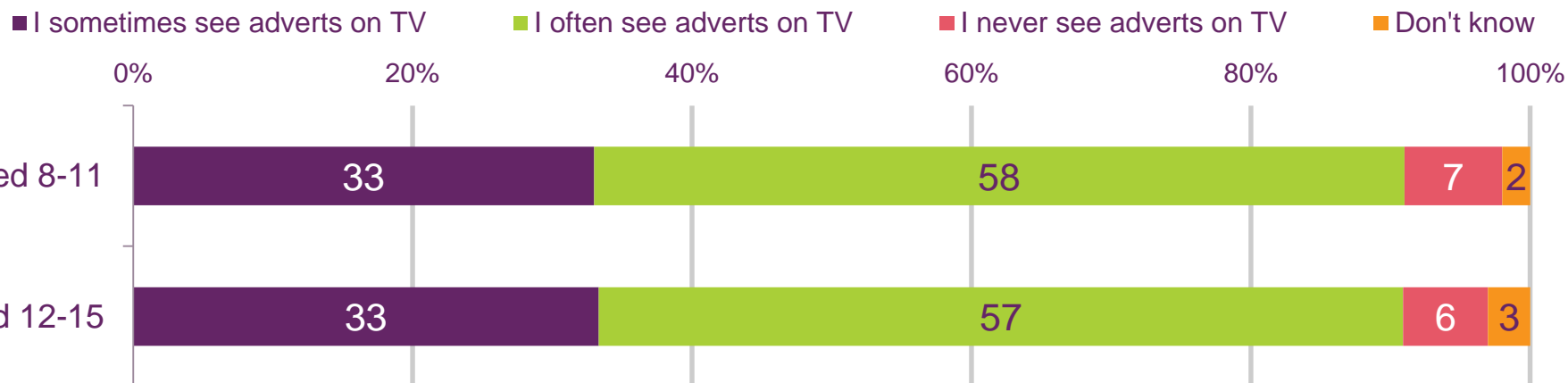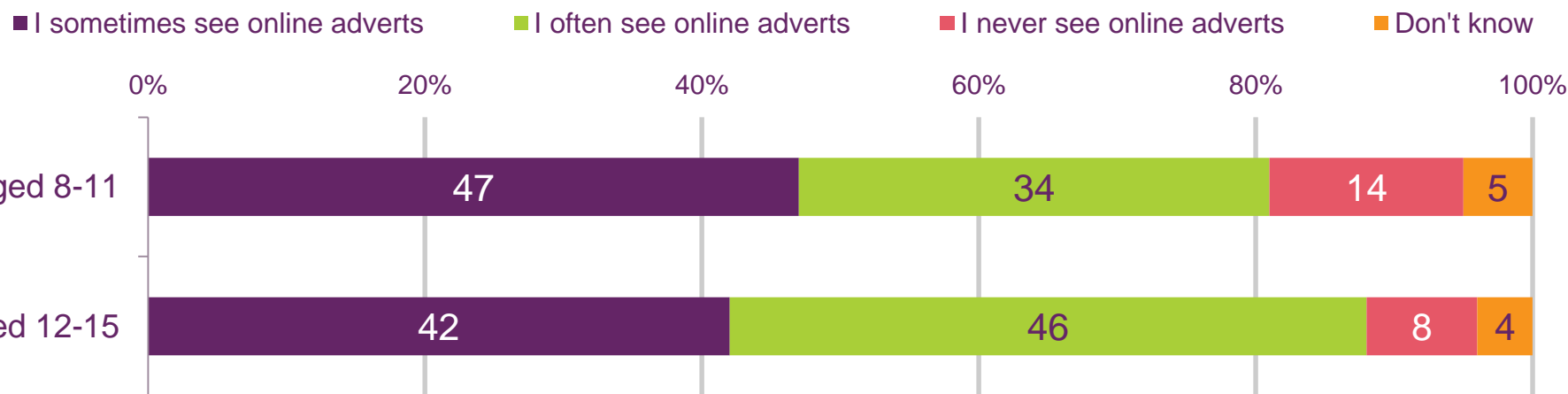
QC5A - Which one of these answers best describes how often you see adverts when you watch TV? (prompted responses, single coded).
Base : Children aged 8-15 who watch TV at home or elsewhere (488 aged 8-11, 467 aged 12-15)
QC35A - When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (prompted responses, single coded).
Base: Children aged 8-15 who go online at home or elsewhere (463 aged 8-11, 475 aged 12-15)

Figure 78: Attitudes toward the truthfulness of TV and online advertising among 8-15s who see TV/ online advertising: 2017

TV adverts

■ Sometimes tell the truth about what they are selling ■ Mostly tell the truth about what they are selling
■ Always tell the truth about what they are selling ■ Never tell the truth about what they are selling
■ Don't know

Online adverts

Figure 79: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2017

Aged 8-11
Aged 12-15

Response	Aged 8-11	Aged 12-15
These are adverts/ they have paid to appear here	28%	43%
These are the best results	18%	19%
These are the most popular results	32%	36%
Don't know	32%	18%
Only stated the correct response	22%	32%
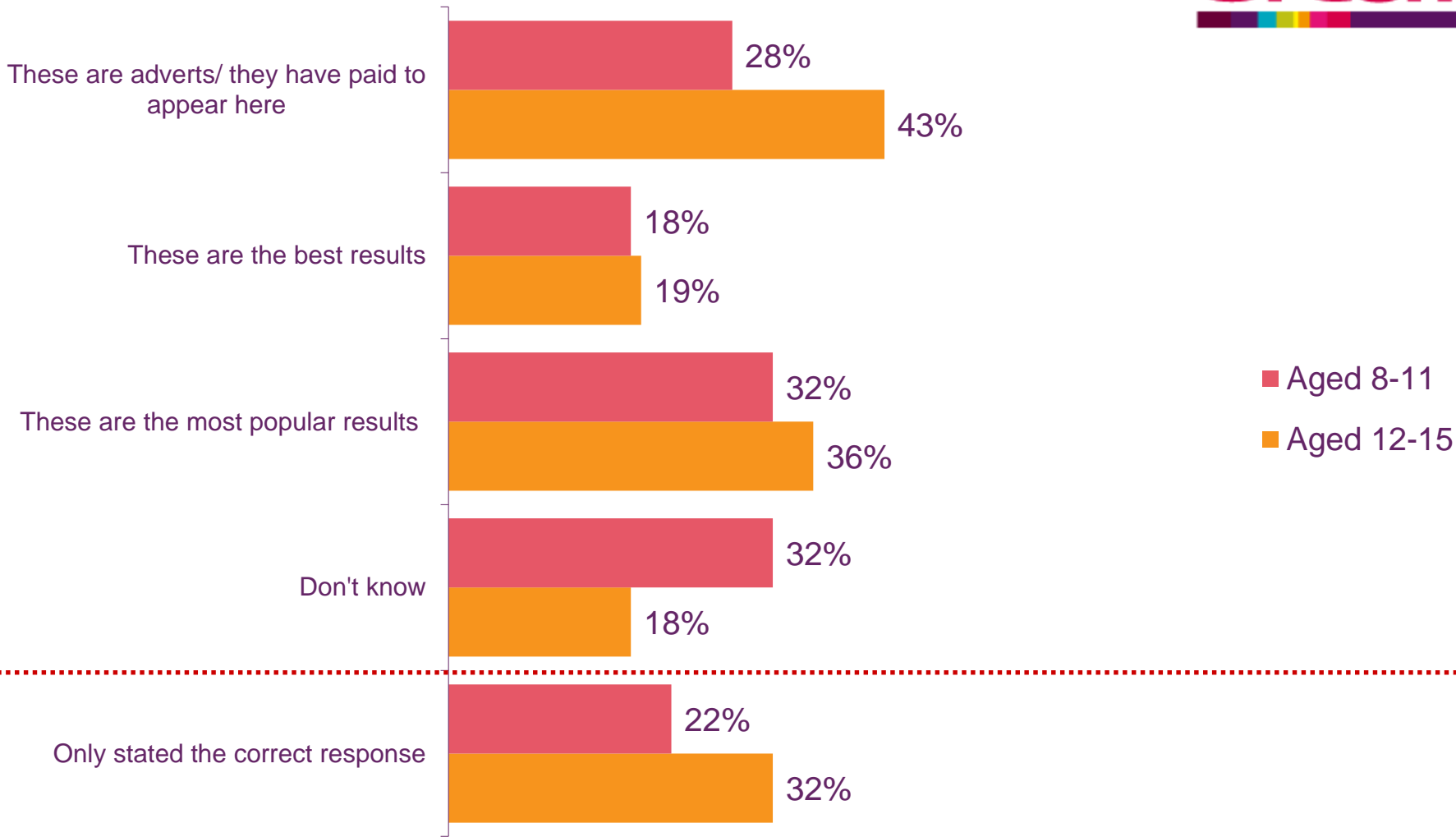
QC28 - This is a picture (SHOWCARD OF IMAGE) from a Google search for ' children's trainers'. Do you know why the first two results shown under the pictures have been listed first? (prompted responses, multi-coded).
Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (392 aged 8-11, 432 aged 12-15).

Figure 80: Awareness among 12-15s of personalised advertising: 2016 and 2017

- ■ Some people might see different adverts to the ones that I see
- ■ Everyone will see the same adverts as me
- ■ Don't know

%

Internet users

	Some people might see different adverts	Everyone will see the same adverts	Don't know
2016	55	20	25
2017	58	18	24

Those who say they see adverts online

2016	54	20	26
2017	60	16	24
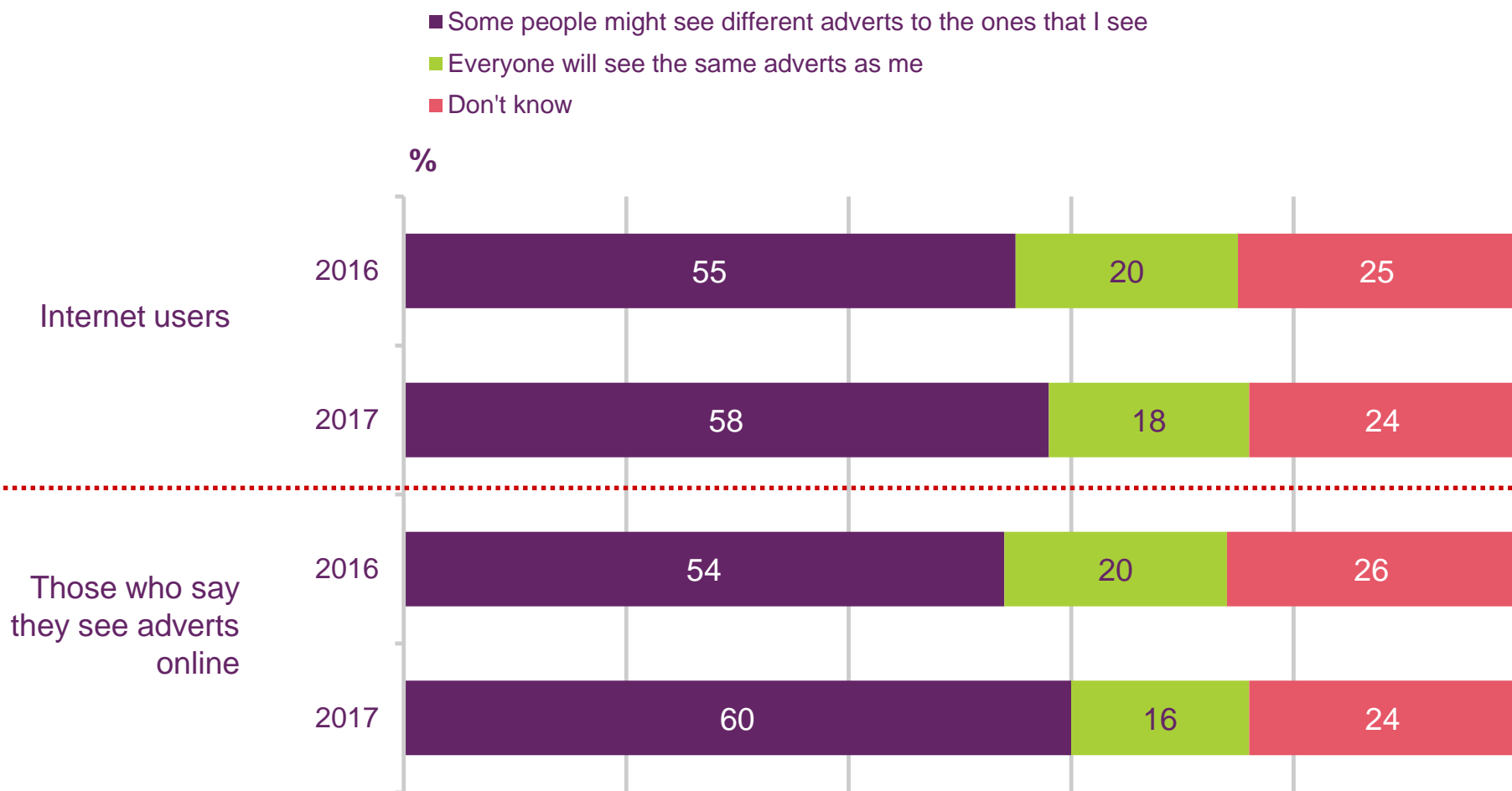
QC36 - If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown? (prompted response, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (475)/ Children aged 12-15 who say they see ads online (423). Significance testing shows any change between 2016 and 2017.

Figure 81: Understanding among 12-15s of potential product endorsement by vloggers: 2016 and 2017

They are being paid by the company or brand to say this
57% (2016)
62% (2017)

They want to share this information with their followers
23% (2016)
25% (2017)

They think these products or brands are cool/ good to use
29% (2016)
27% (2017)

Don't know
16% (2016)
18% (2017)
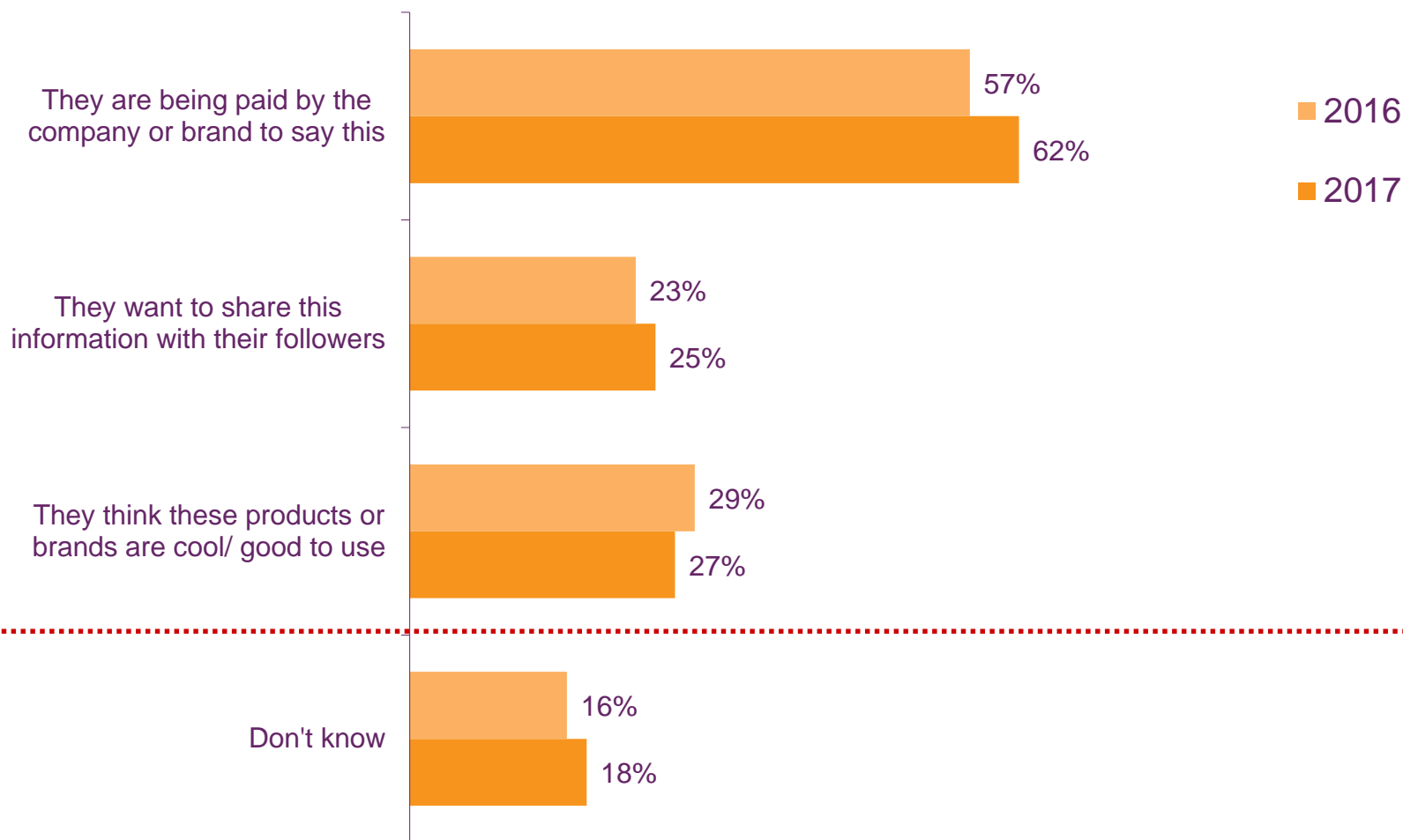
QC37 - On sites like YouTube some vloggers with lots of followers like Zoella or Thatcher Joe might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (prompted response, multi-coded)
Base: Children aged 12-15 who go online (475). Significance testing shows any change between 2016 and 2017.

Figure 82: Awareness among 12-15s of exposure to in-game advertising which promotes access to advanced features/ 'pay-to-win': 2016 and 2017

Legend:
- See these ads on all/ most games
- See these ads on some games
- Do not see these types of ads
- Don't know

Year	See these ads on all/ most games	See these ads on some games	Do not see these types of ads	Don't know
2016	24	42	28	6
2017	26	35	30	9

QC46 – When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to do get further ahead in the game? IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game. Would you say you see these sorts of ads on all games, most games, or just some games that you play? (prompted responses, single coded)
Base: Children aged 12-15 who ever play games at home or elsewhere (369).

Figure 83: Agreement among 12-15s with the statement "I will give details about myself to a website or app to be able to get something that I want": 2016 and 2017
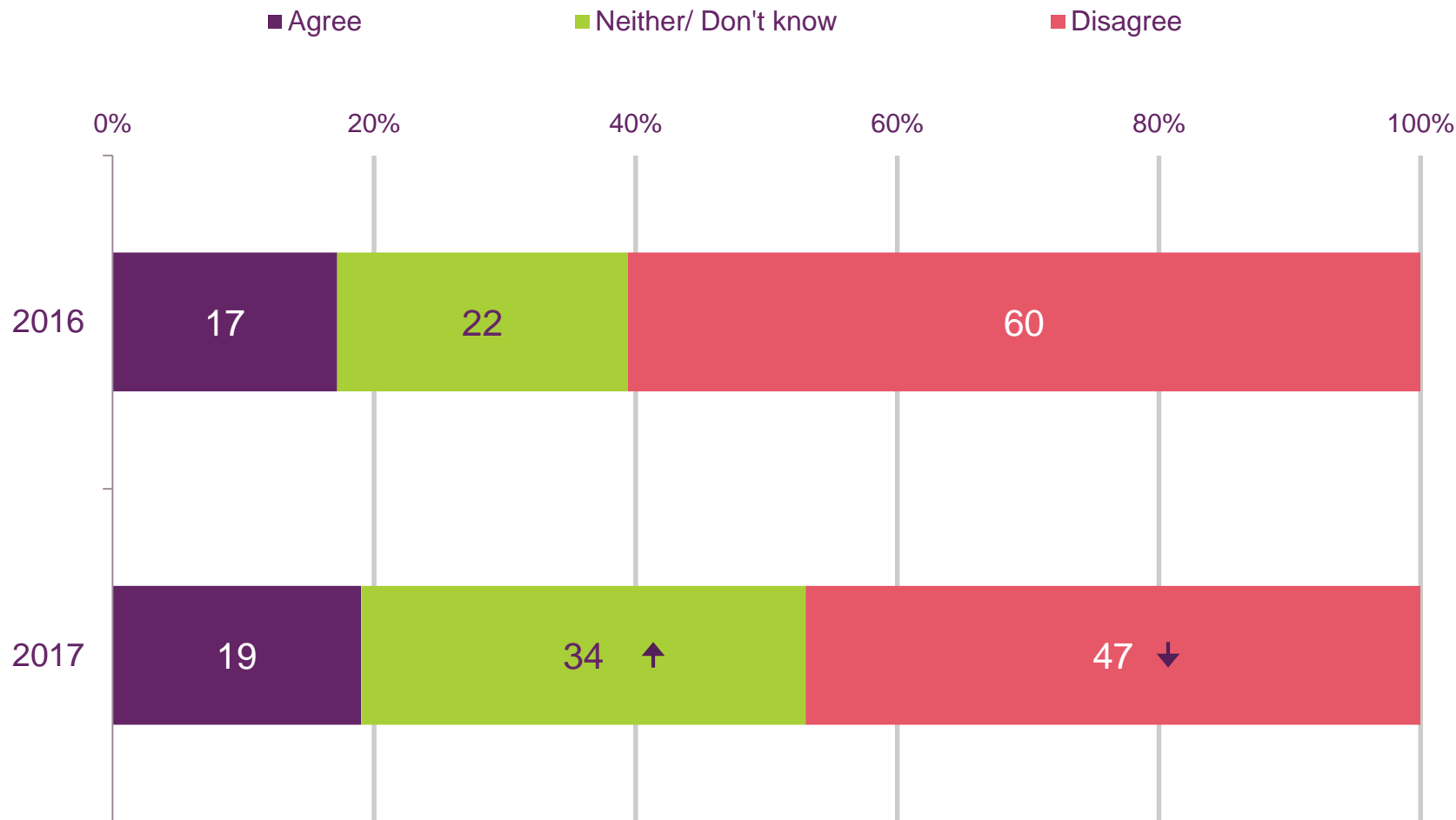
QC29A - I'm going to read out some things about being online, for each one please say which of the options on the card applies to you – I will give details about myself to a website or app to be able to get something that I want. (prompted responses, single coded).
Base: Children aged 12-15 who go online (475). Significance testing shows any change between 2016 and 2017

Figure 84: "I can easily delete information that I have posted about myself online if I don't want people to see it": 2016 and 2017
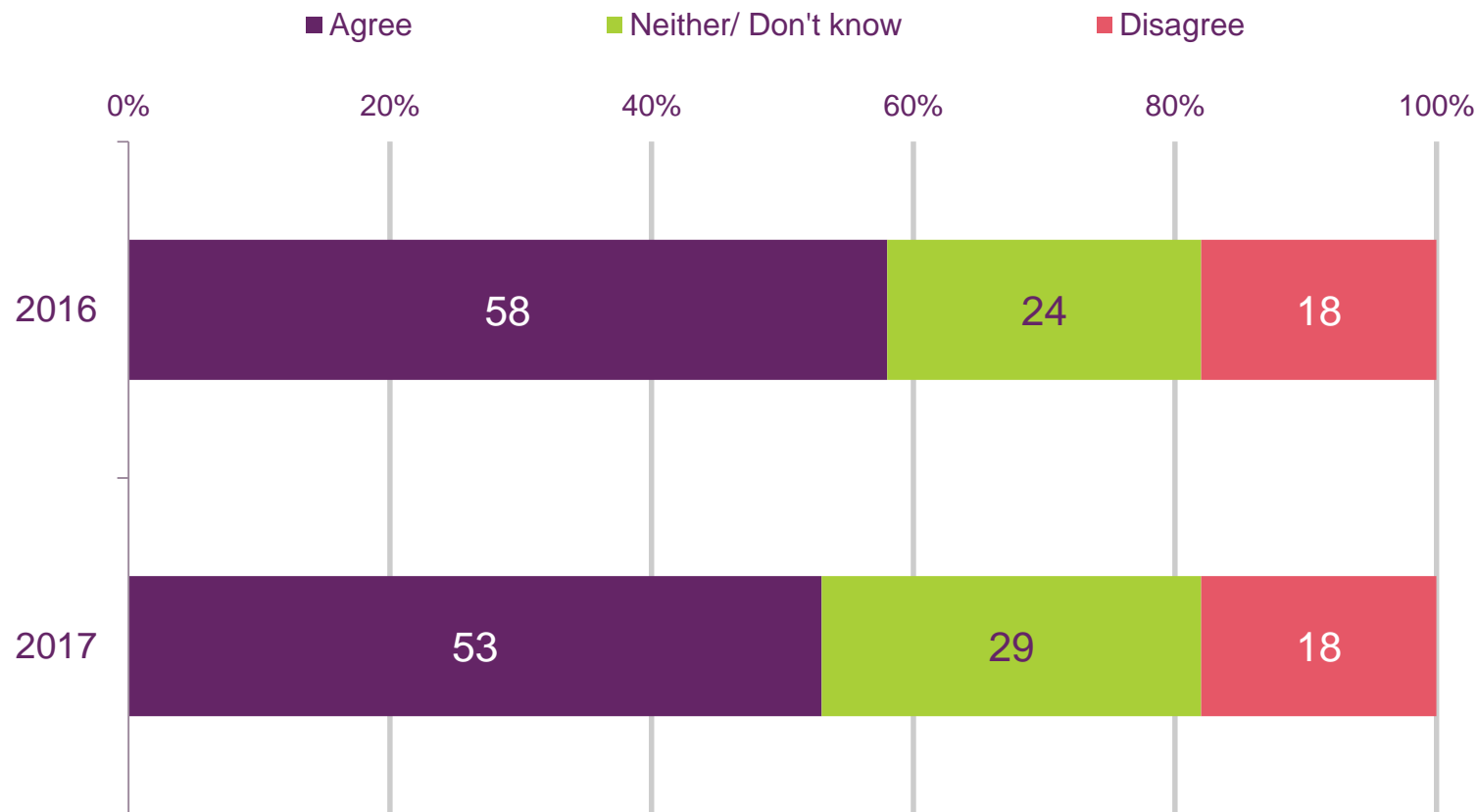
QC29B - I'm going to read out some things about being online, for each one please say which of these applies to you – I can easily delete information that I have posted about myself online if I don't want people to see it.
Base: Children aged 12-15 who go online (475).

Figure 85: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2016 and 2017

■ From everyone that uses [ORGANISATION)

■ From companies that advertise with [ORGANISATION]

■ From the government/ council

■ Don't know

		From everyone that uses	From companies that advertise	From the government/ council	Don't know
BBC	2016	26	24	18	32
	2017	26	26	20	28
YouTube	2016	16	51	3	29
	2017	18	50	6 ↑	26
Google	2016	16	49	7	28
	2017	20	52	7	21 ↓
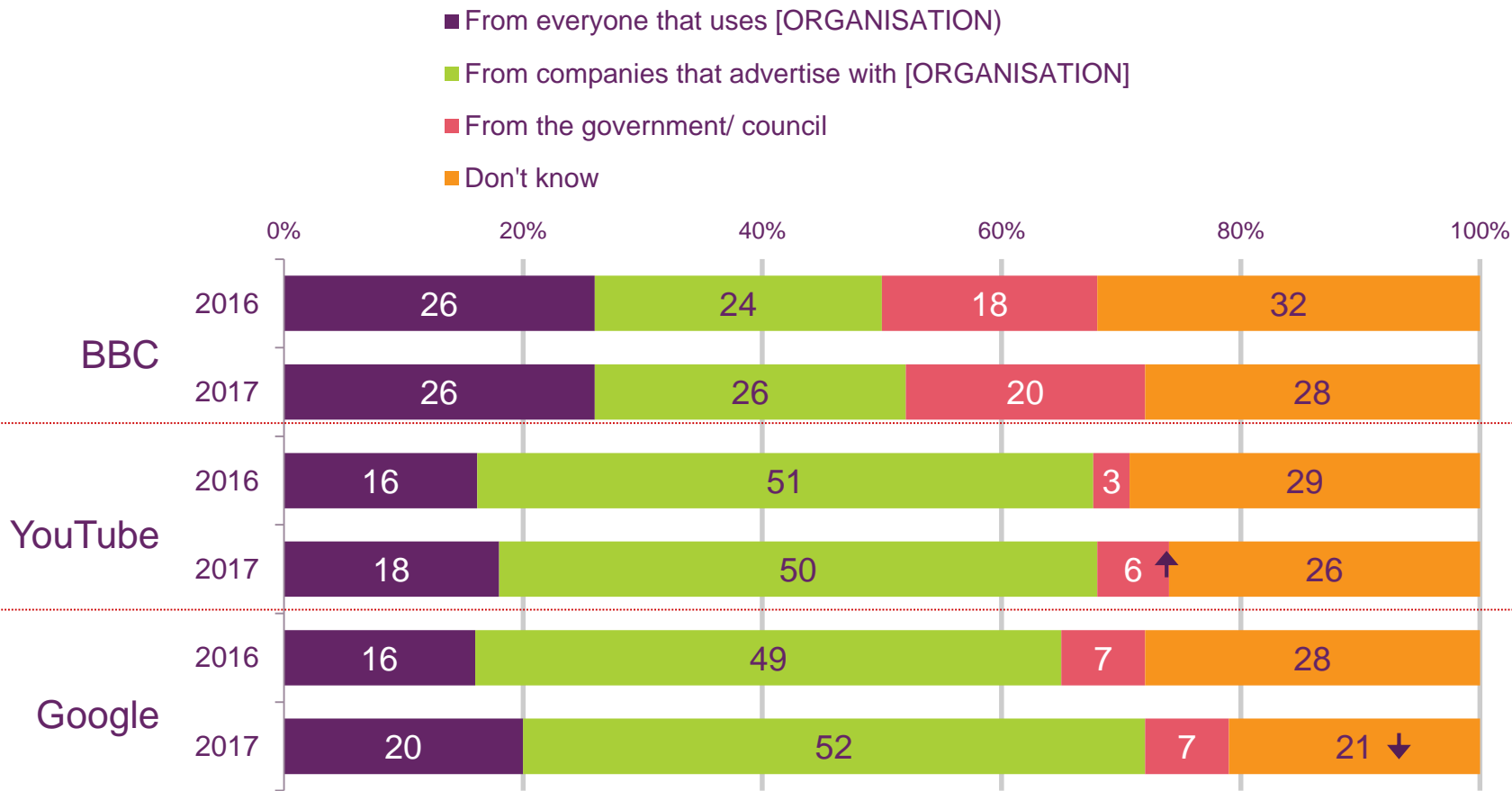
QC5/ QC9/ QC27 – Where do you think the BBC/ YouTube/ Google mainly gets its money from? (prompted responses, single coded)
Base: Children aged 12-15 who watch TV at home or elsewhere (467)/ Children aged 12-15 who use the YouTube website or app (427) / Children aged 12-15 who go online and use search engine websites or apps (432). Significance testing shows any change between 2016 and 2017

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Section 13 – Children's negative experiences and risky behaviour

Figure 86: Children stating they have been given any information or advice about how to use the internet safely, among those who go online at home (2010, 2013) or elsewhere (2016, 2017), by age
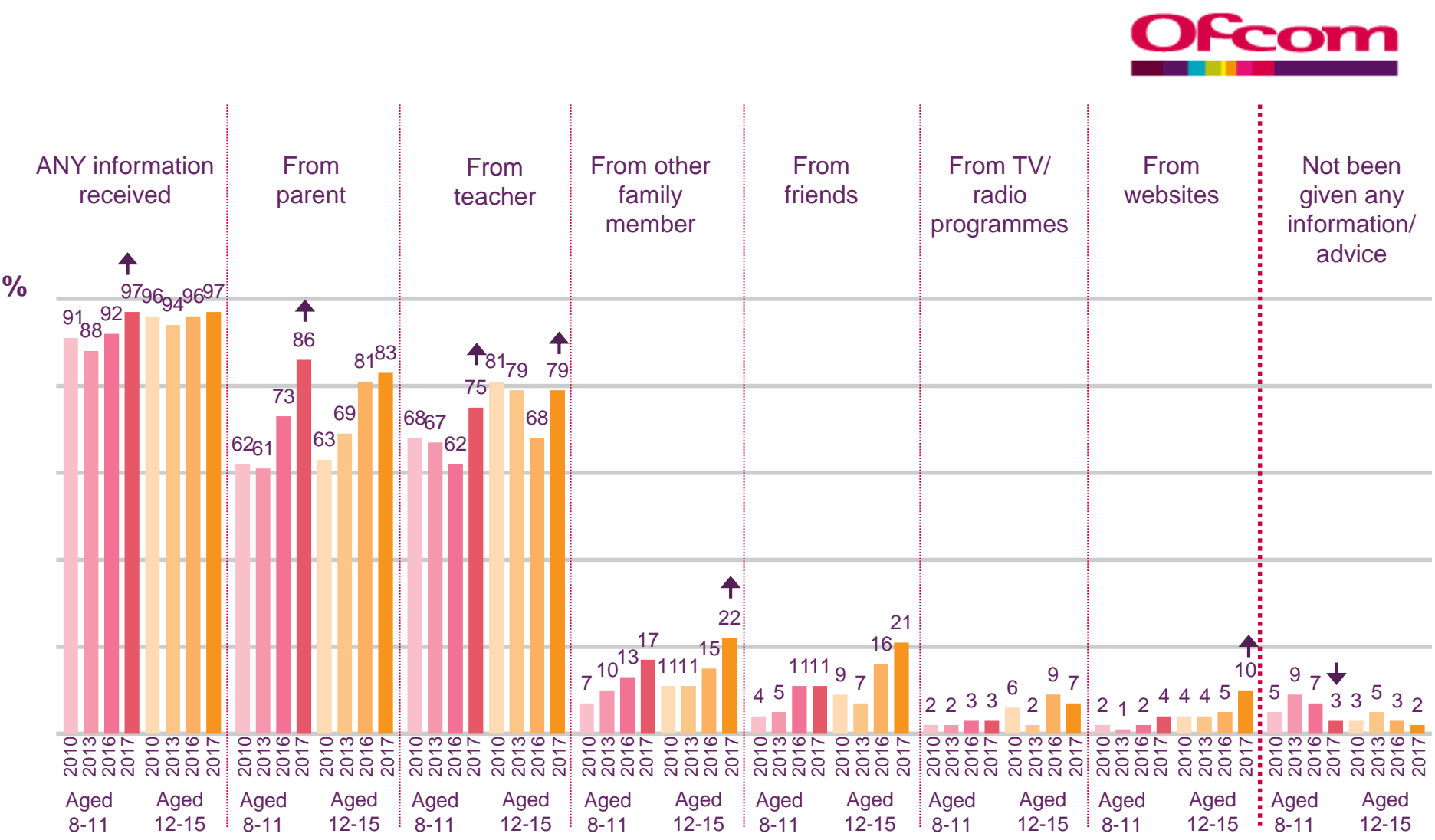
QC34 – Has anyone ever told you about how to use the internet safely (2017)/ Has anyone ever told you about how being online can sometimes be a bit risky or dangerous? (2016)/ Have you ever been given any information or advice about the risks of being online (2015)/ risks while you are online (2014)/ how to stay safe when you are online (2010-2012)? (Unprompted responses, multi-coded) Showing responses from more than 2% of all 8-15s who go online
Base: Children aged 8-15 who go online at home or elsewhere (463 aged 8-11, 475 aged 12-15) Significance testing shows any change between 2016 and 2017.

Figure 87: Experience of 'safe' online measures among children aged 12-15: 2017

Block messages on social media from someone you don't want to hear from

%
68 — Know how
53 — Have done

Change the settings so fewer people can view your social media profile

47 — Know how
33 — Have done

Block junk email or spam

48 — Know how
32 — Have done

Block pop-up adverts from appearing on the screen
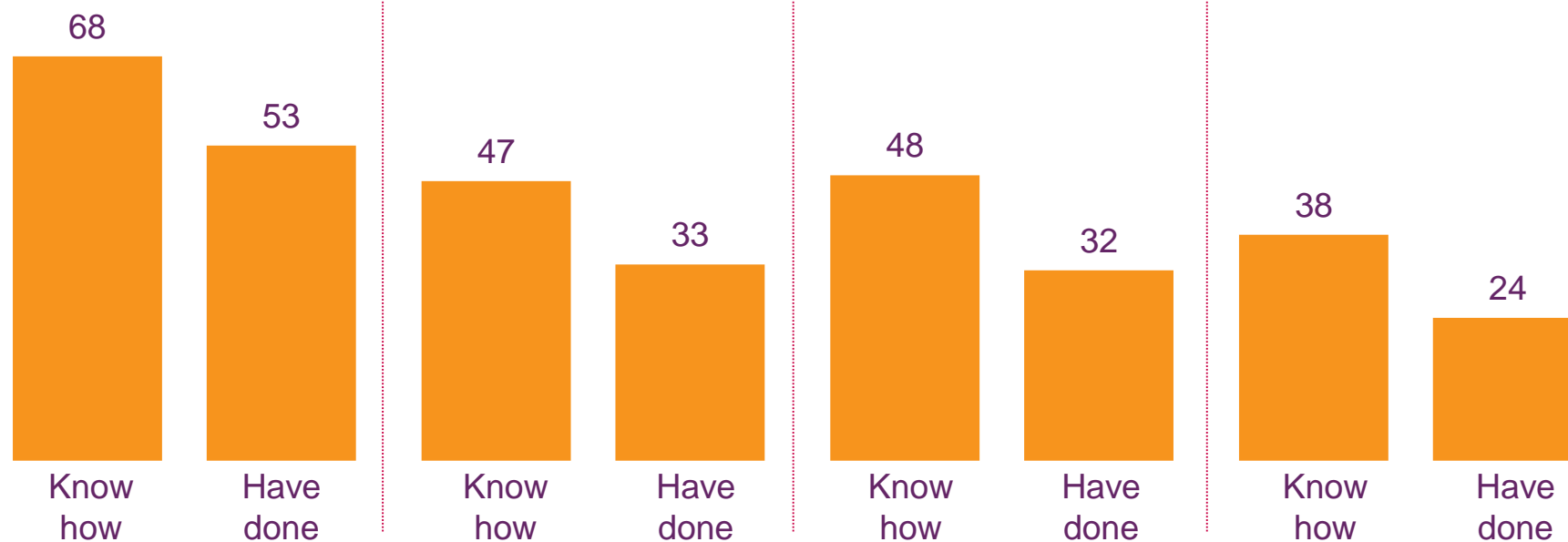
38 — Know how
24 — Have done

QC57/ QC58– Do you know how to do any of these things online?/ This list shows the things the you just said you know how to do online. If you have ever done any of them please choose them again. (prompted responses, multi coded)
Base: Children aged 12-15 who go online who opted to answer the question (436)

Figure 88: Child's claimed experience of having ever seen any online content that they considered worrying or nasty that they didn't like, by age: 2017
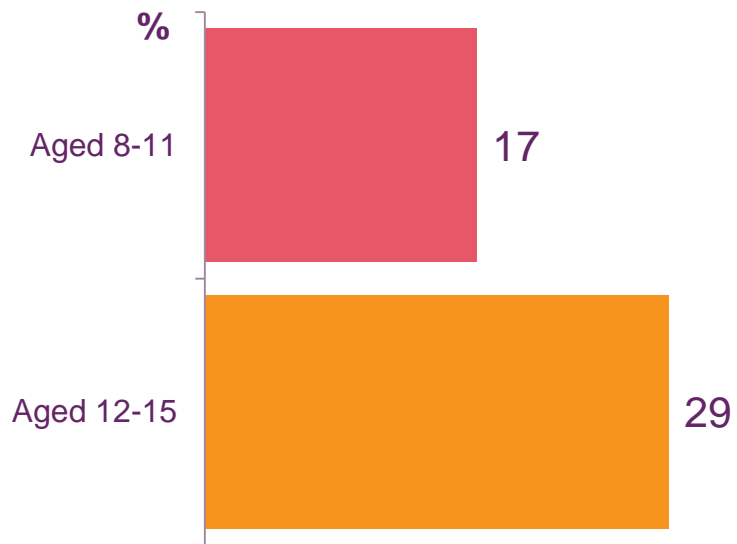
QC31 – And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (unprompted responses, single coded)
Base: Children aged 8-15 who go online (463 aged 8-11, 475 aged 12-15, 239 boys aged 8-11, 224 girls aged 8-11, 238 boys aged 12-15, 237 girls aged 12-15).

Figure 89: Reporting online content considered by the child to be worrying or nasty, by age: 2010, 2013, 2016, 2017

TOTAL WOULD TELL SOMEONE (INCLUDING THOSE WHO SAY THEY ARE UNSURE WHO THEY WOULD TELL - 2017) Aged 8-11 – 95% Aged 12-15 – 90%
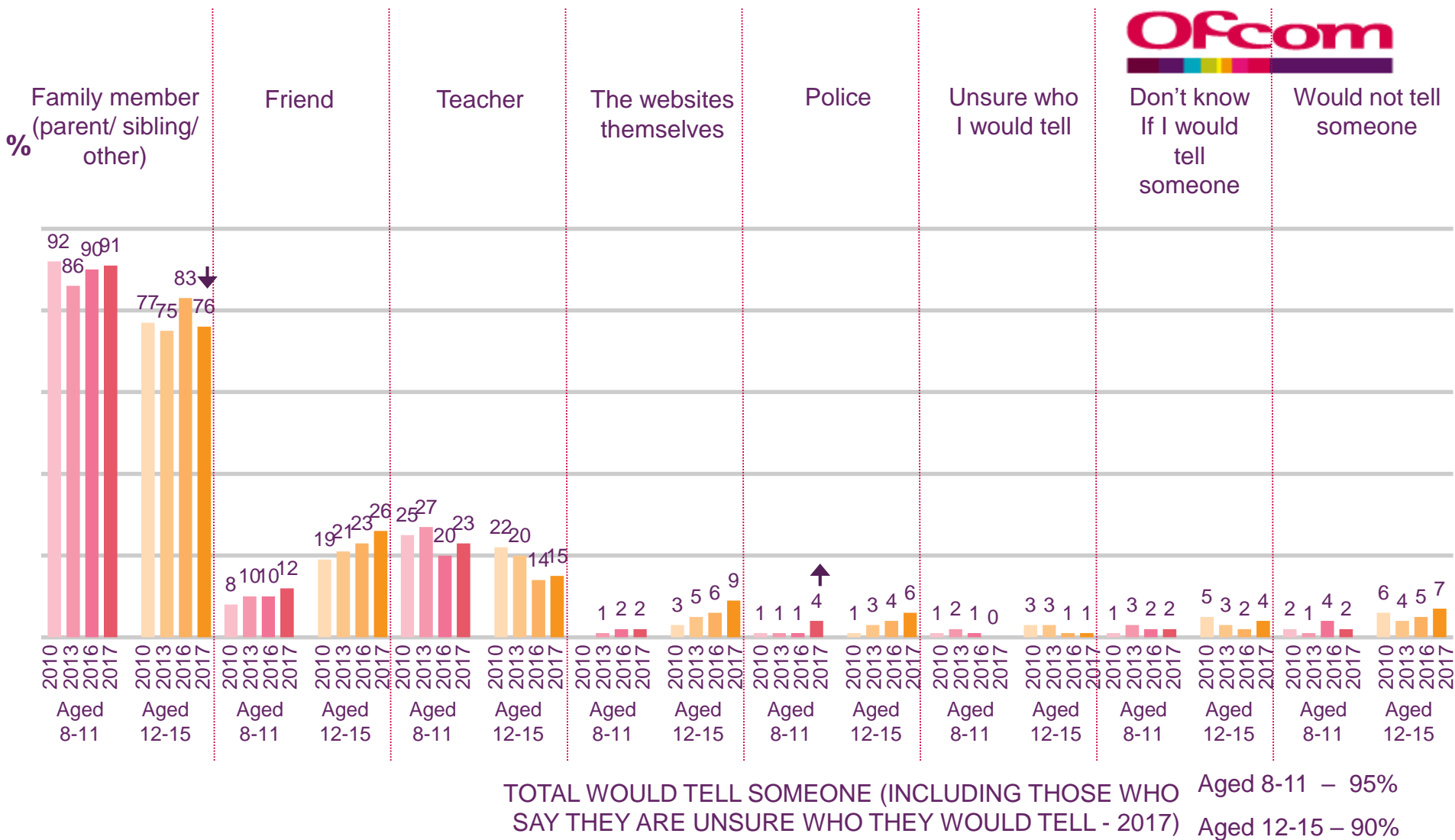
QC30 – When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like, would you tell someone about it? IF YES – Who would you tell? (Shows unprompted responses from >2% of all internet users aged 8-15) (unprompted responses, multi-coded)
Base: Children aged 8-15 who go online (463 aged 8-11, 475 aged 12-15) . Significance testing shows any change between 2016 and 2017

Figure 90: Awareness and use of online reporting function for worrying or nasty online content, among 12-15s: 2017

![Ofcom logo]

- ■ Ever reported something they have seen online that they considered was worrying or nasty
- ■ Seen something worrying or nasty but not reported it
- ■ Aware of online reporting function but not seen anything worrying or nasty
- ■ Not aware of online reporting function and seen something worrying/ nasty
- ■ Not aware of online reporting function and not seen something worrying/ nasty

Aged 12-15	12	13	49	3	23

Scale: 0% – 20% – 40% – 60% – 80% – 100%
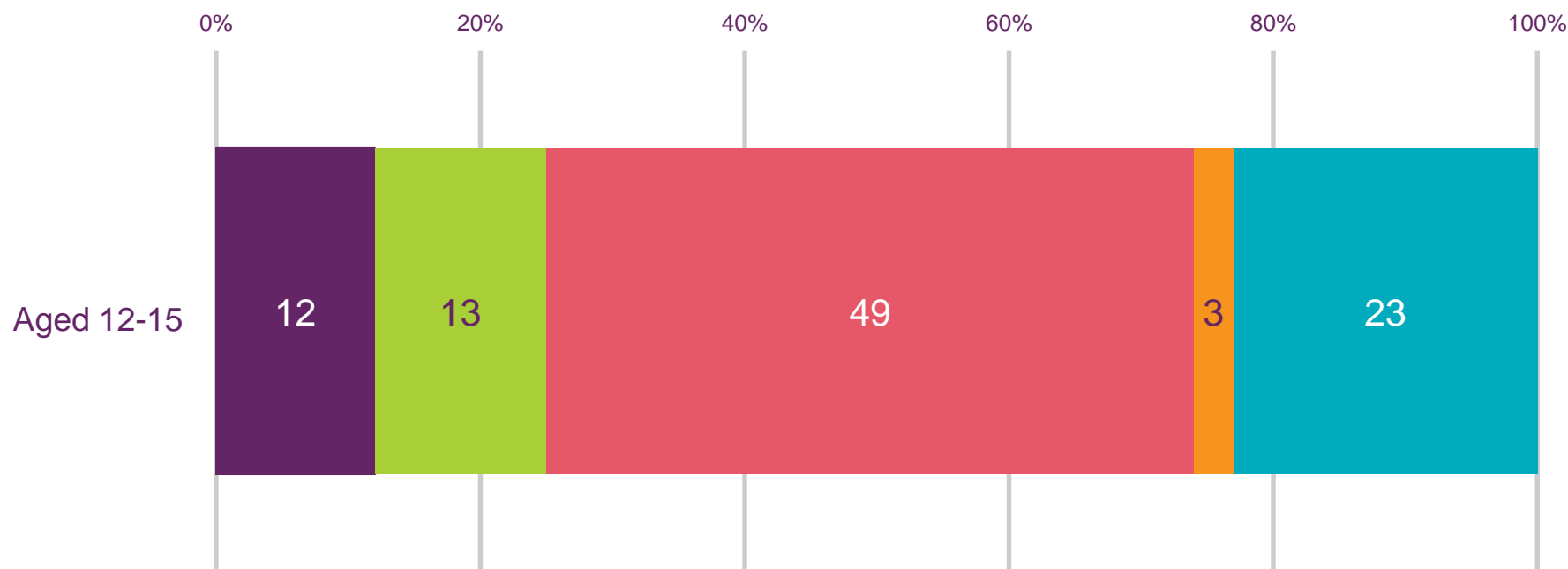
QC32/ QC33 – Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty?
 IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content/ Have you ever used this report function to report what you saw online that you found worrying or nasty? (unprompted responses, single coded)
Base: Children aged 12-15 who go online (475).

Figure 91: Internet users aged 12-15 who say they have encountered hateful content online in the past 12 months: 2016, 2017

■ Often see this   ■ Sometimes see this   ■ Never see this   ■ Don't know

Aged 12-15

	Often see this	Sometimes see this	Never see this	Don't know
2016	7	27	62	4
2017	9	37 ↑	49 ↓	6
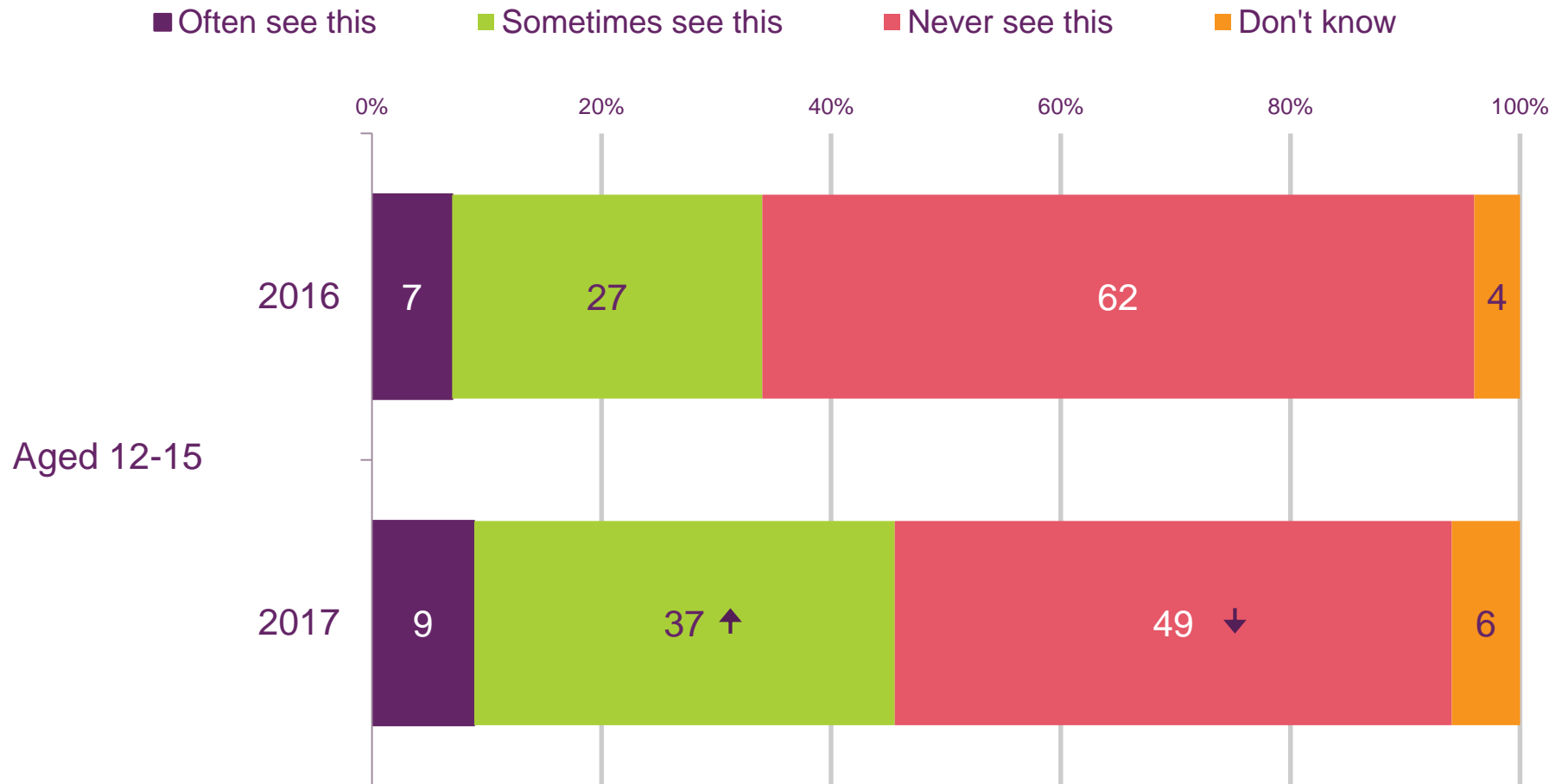
QC59– In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube (prompted responses, single coded)
Base: Children aged 12-15 who go online (475). Significance testing shows any change between 2016 and 2017

Figure 92: Actions taken as a result of seeing hateful content online among 12-15s: 2017

Action	Value
I ignored it/ Didn't do anything	60
I reported it to the website	17
I commented on it to say I thought it was wrong	13
I blocked the person who shared or made the comments	12
I shared it with my friends to say I thought it was wrong	7
I responded by 'disliking' the post/ comment/ video	6
Told parents/ teacher	3
TOTAL - Took some action	37
Don't know	3
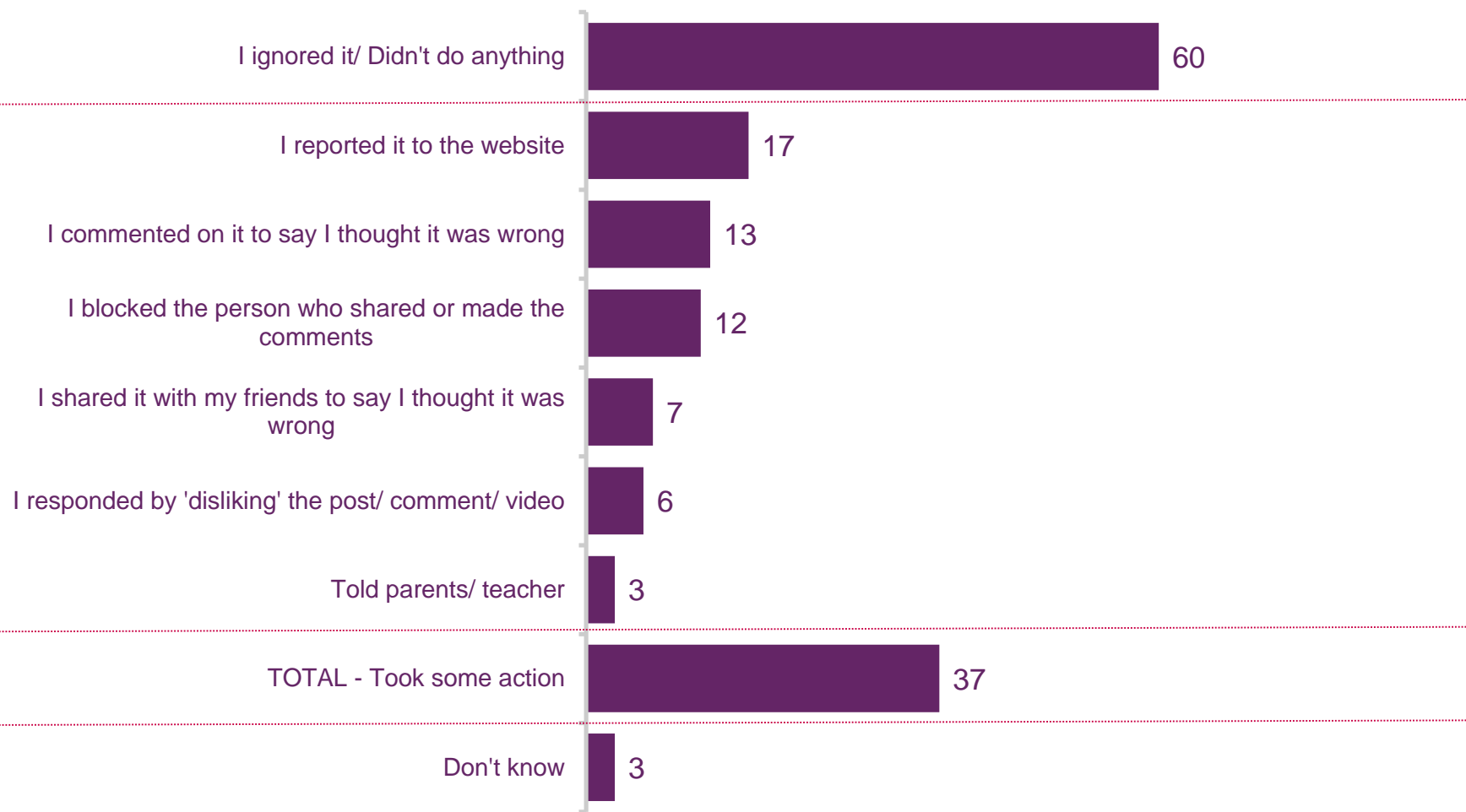
QC60 – What if anything did you do after you saw the most recent example of something hateful online? (prompted responses, multi coded)
Base: Children aged 12-15 who have ever seen hate speech online (205)

Figure 93: Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2017

Category	Value
Being contacted online by someone you don't know who wants to be your friend	23
Seeing or receiving something scary or troubling online like a scary video or comment	11
Seeing something of a sexual nature that made you feel uncomfortable	9
Accidentally spending money online that you did not mean to	9
Feeling under pressure to send photos or other information about yourself to someone	4
TOTAL - Any of these	35
Prefer not to say	4
Don't know	4

QC56 – Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone (prompted responses, multi- coded)
Base: Children aged 12-15 who opted to answer the question (439)

Figure 94: Experience of being bullied, by age: 2017

Aged 8-11

Happened to someone I know — 29%

Happened to me — 12%

Aged 12-15

Happened to someone I know — 44%

Happened to me — 20%

QC53/ QC54 – (DESCRIPTION OF 'BULLYING' SHOWN TO CHILD ON TABLET SCREEN) Has this ever happened to anyone you know? / And has this ever happened to you? (prompted responses, single coded)
Base: Children aged 8-15 who opted to answer the question (429 aged 8-11, 439 aged 12-15).

Figure 95: Type of bullying experienced, by age: 2017

Aged 8-11
Aged 12-15

Type	Aged 8-11	Aged 12-15
Face to face	6%	12%
On social media	1%	12%
By messaging apps or by text	2%	5%
Online games	3%	4%
Photo message/ video	1%	4%
Telephone calls	1%	4%
Through other websites or apps		1%
Through some other way	1%	1%
Not personally been bullied	88%	80%
Prefer not to say	1%	
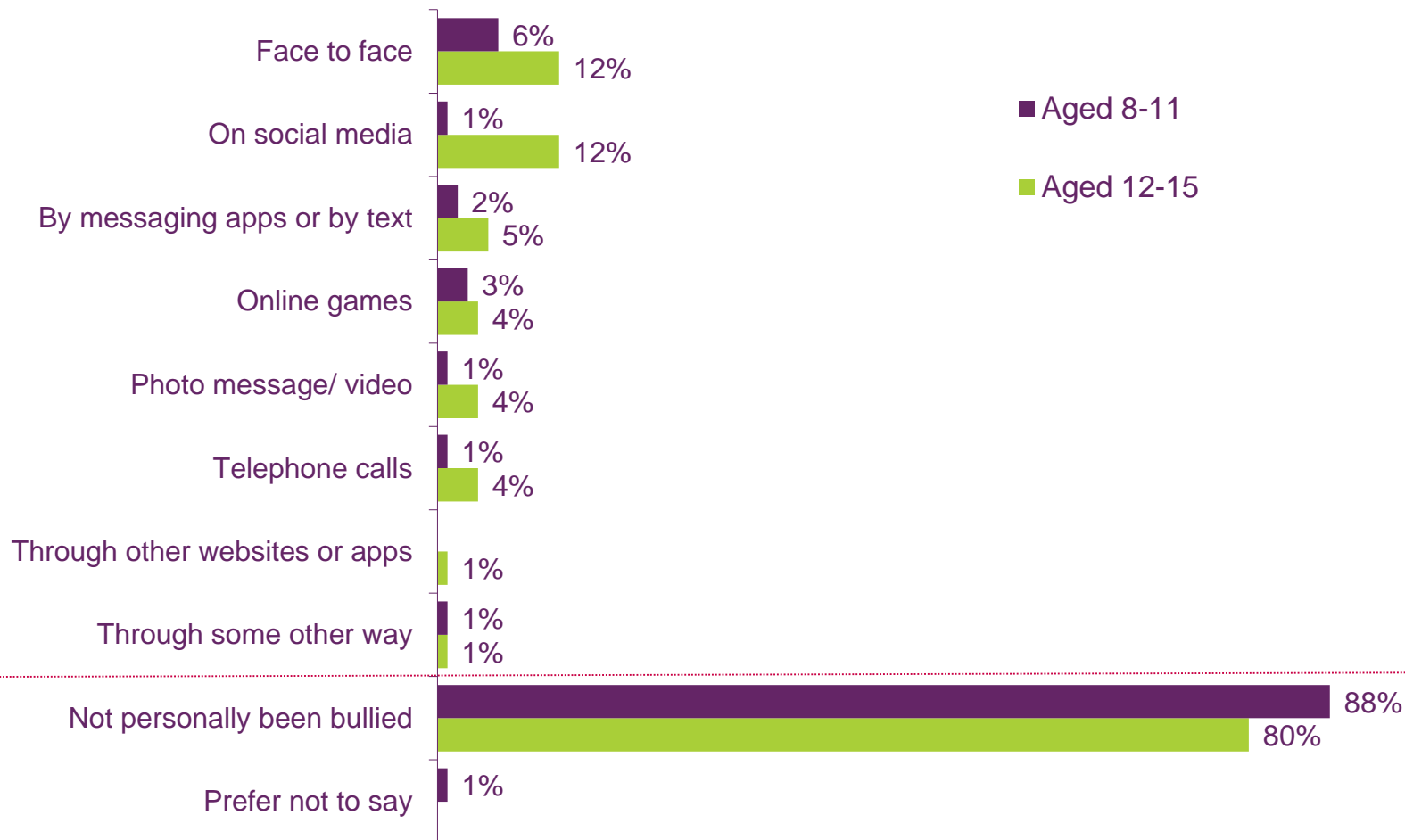
QC55 - When somebody was nasty or hurtful to you did it happen in any of these ways? (prompted responses, multi-coded)
Base: Children aged 8-15 who opted to answer the question (429 aged 8-11, 439 aged 12-15).

Figure 96: Experience of 'risky' online measures among children aged 12-15: 2017
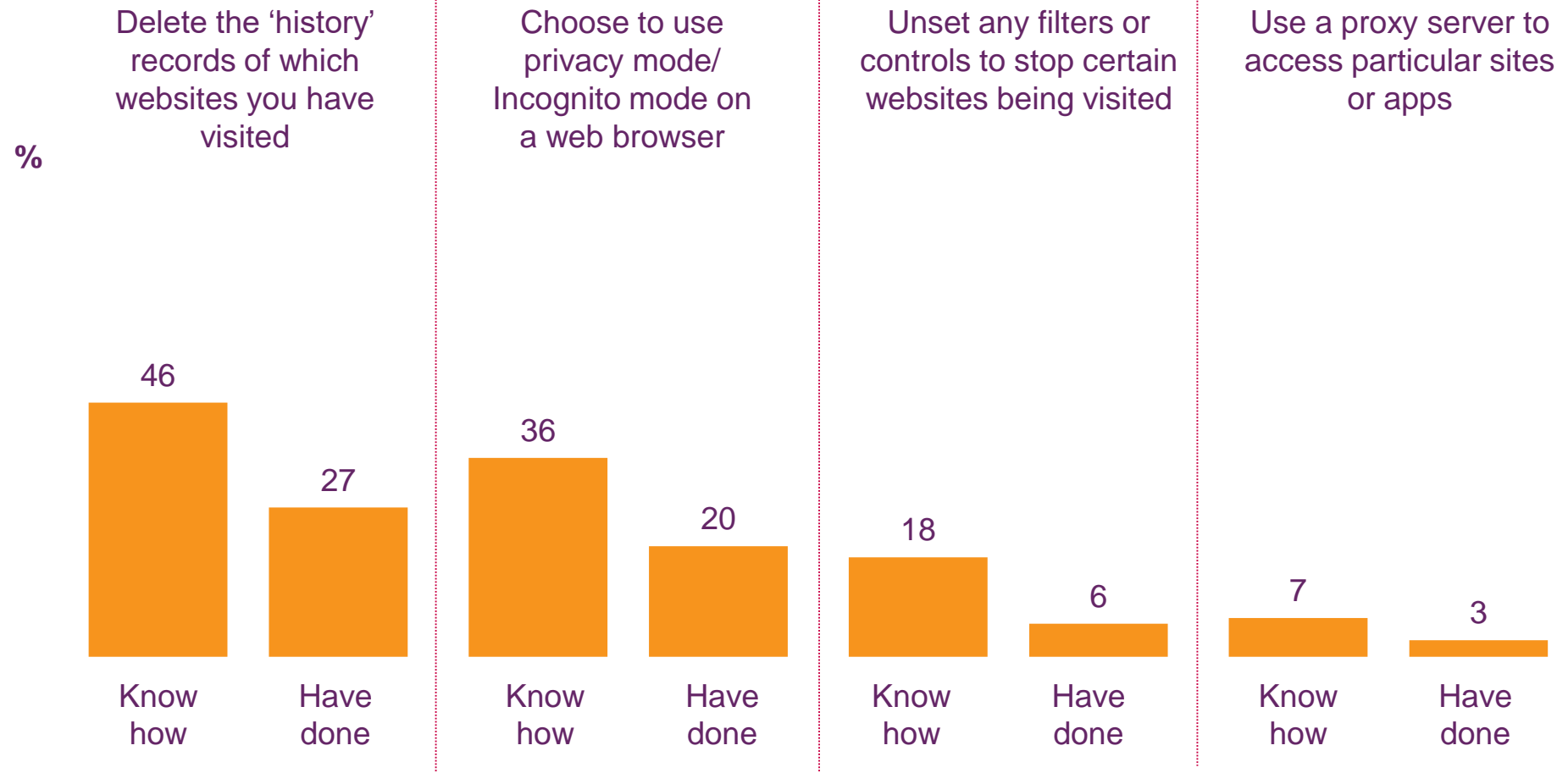
%

Delete the 'history' records of which websites you have visited

46 — Know how
27 — Have done

Choose to use privacy mode/ Incognito mode on a web browser

36 — Know how
20 — Have done

Unset any filters or controls to stop certain websites being visited

18 — Know how
6 — Have done

Use a proxy server to access particular sites or apps

7 — Know how
3 — Have done

QC57/ QC58– Do you know how to do any of these things online?/ This list shows the things the you just said you know how to do online. If you have ever done any of them please choose them again. (prompted responses, multi-coded)
Base: Children aged 12-15 who go online who opted to answer the question (436)

Figure 97: Agreement among 12-15s who go online with statements about the way people behave online: 2016 and 2017

Legend: ■ Agree ■ Neither/ Don't know ■ Disagree

I think most people behave in a different way online to when they talk to people face to face
- 2016: Agree 74, Neither/Don't know 23, Disagree 3
- 2017: Agree 67 ↓, Neither/Don't know 29 ↑, Disagree 4

I find it easier to be myself online than when I am with people face to face
- 2016: Agree 32, Neither/Don't know 31, Disagree 37
- 2017: Agree 27, Neither/Don't know 35, Disagree 38

QC38A/B– I'm going to read out some things about going online, for each one please say which of theses applies to you (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (475). Significance testing shows any change between 2016 and 2017.

Figure 98: Agreement among 12-15s who go online with statements about what people can and should say online: 2017
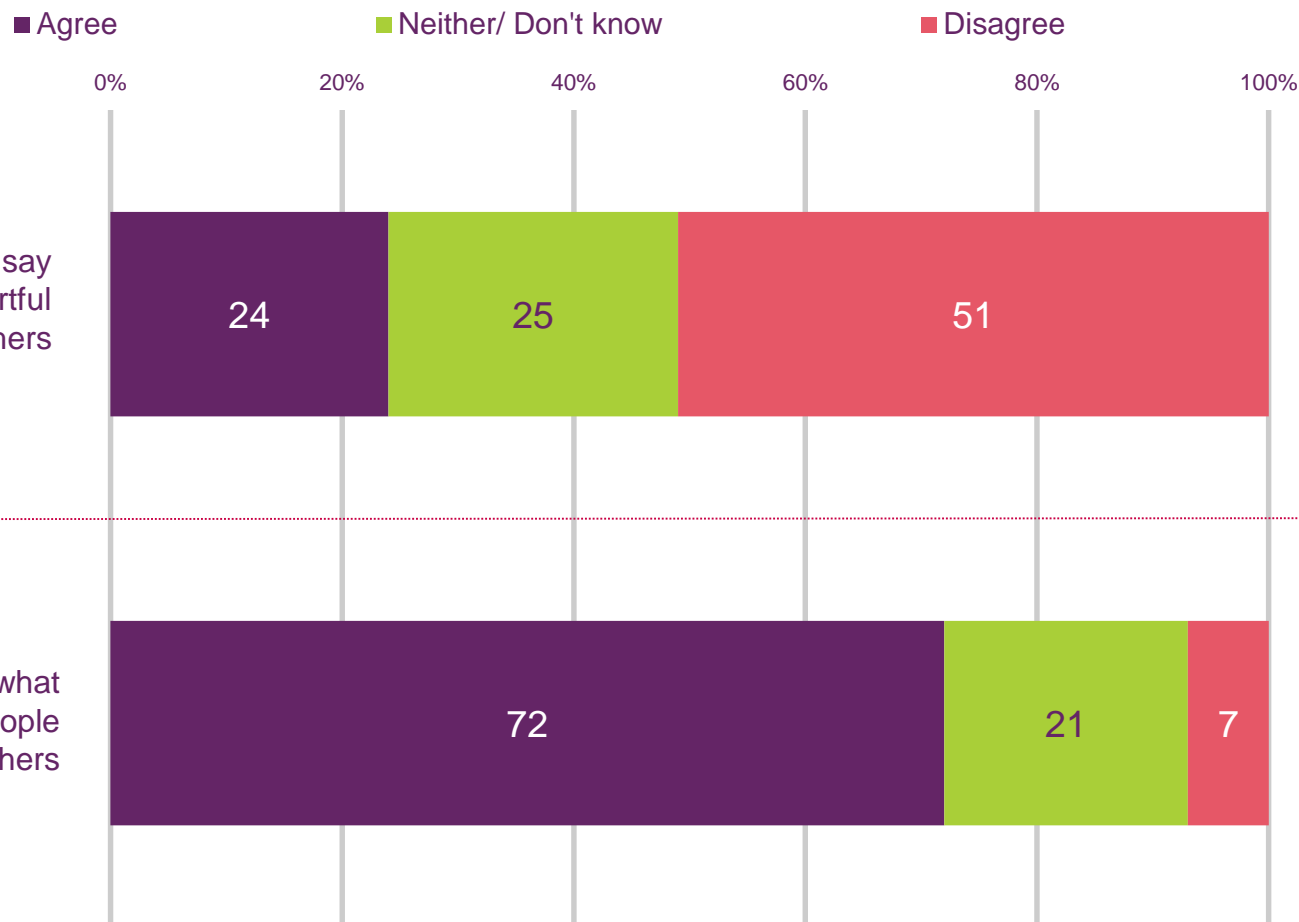
QC38C/D – I'm going to read out some things about going online, for each one please say which of theses applies to you (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (475).

Figure 99: Agreement among 12-15s with a social media profile with statements about the importance of getting likes or followers: 2016, 2017

■ Agree   ■ Neither/ Don't know   ■ Disagree

Getting more followers is more important to me than keeping my information private

2016: 13 | 20 | 68

Amended in 2017 to: Getting likes or followers is more important to me than keeping my posts, comments or photos private

2017: 13 | 29 ↑ | 58 ↓

Figure 100: Agreement among 12-15s with a social media profile with statements about how people behave when using social media: 2017

Legend: Sometimes · Most of the time · All of the time · Never · Don't know

Statement	Sometimes	Most of the time	All of the time	Never	Don't know
There is pressure to look popular on social media	36	24	13	23	4
People are mean to each other on social media	60	21	10	3	6
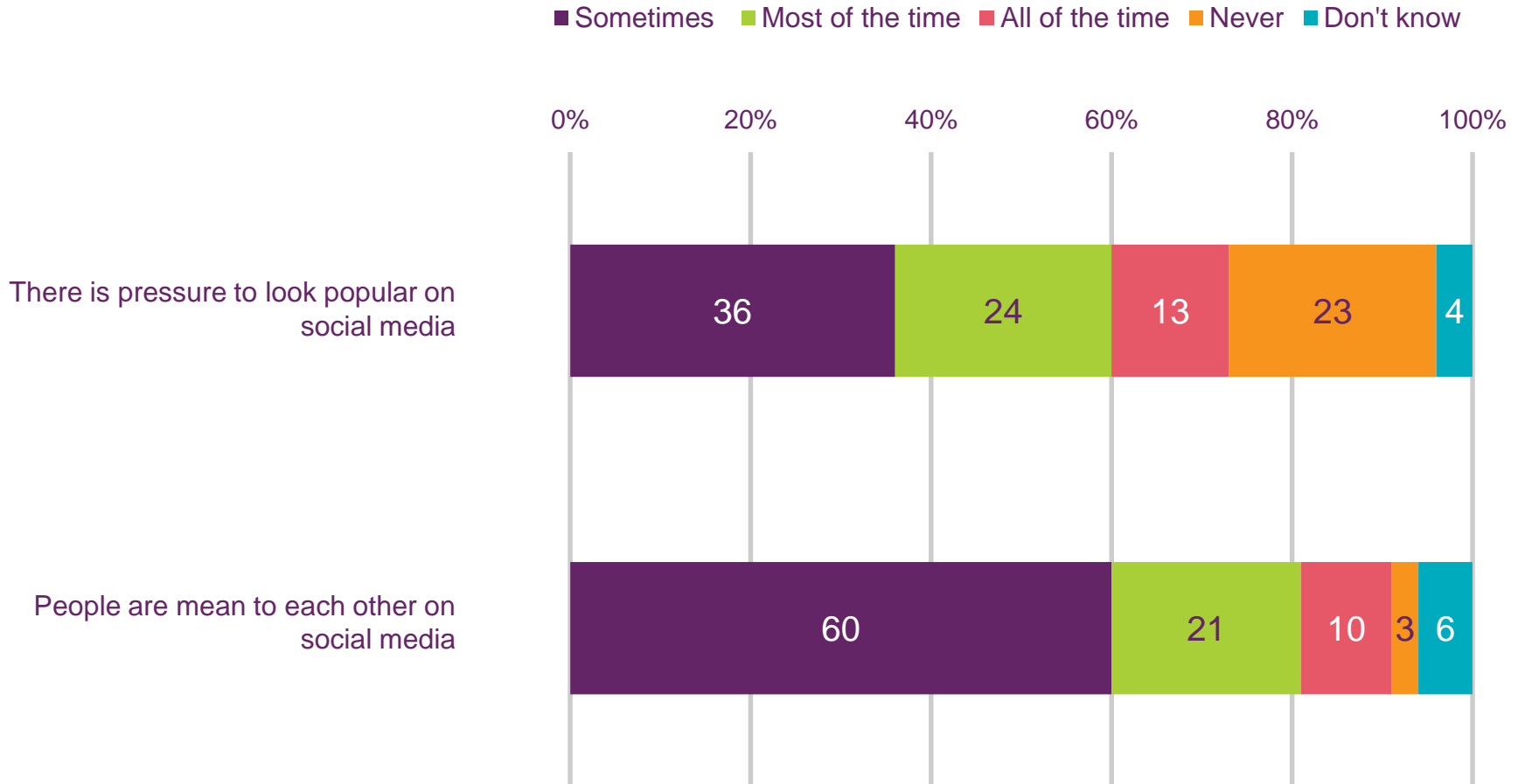
QC22A/ QC22B - I'm going to read out some things about social media. Which of these best describes what you think for each one? (prompted responses, single coded)
Base: Children aged 12-15 with a social media profile or account (343)

Figure 101: Agreement among 8-15s who play games online with the statement that "people are mean to each other when playing games online": 2017

Legend: ■ Sometimes ■ Most of the time ■ All of the time ■ Never ■ Don't know

	Sometimes	Most of the time	All of the time	Never	Don't know
Aged 8-11	51	12	3	11	23
Aged 12-15	49	17	6	10	18

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Section 14 – Parents' attitudes and concerns

Figure 102: Concerns about time spent using media, among parents of 5-15s using each medium: 2017
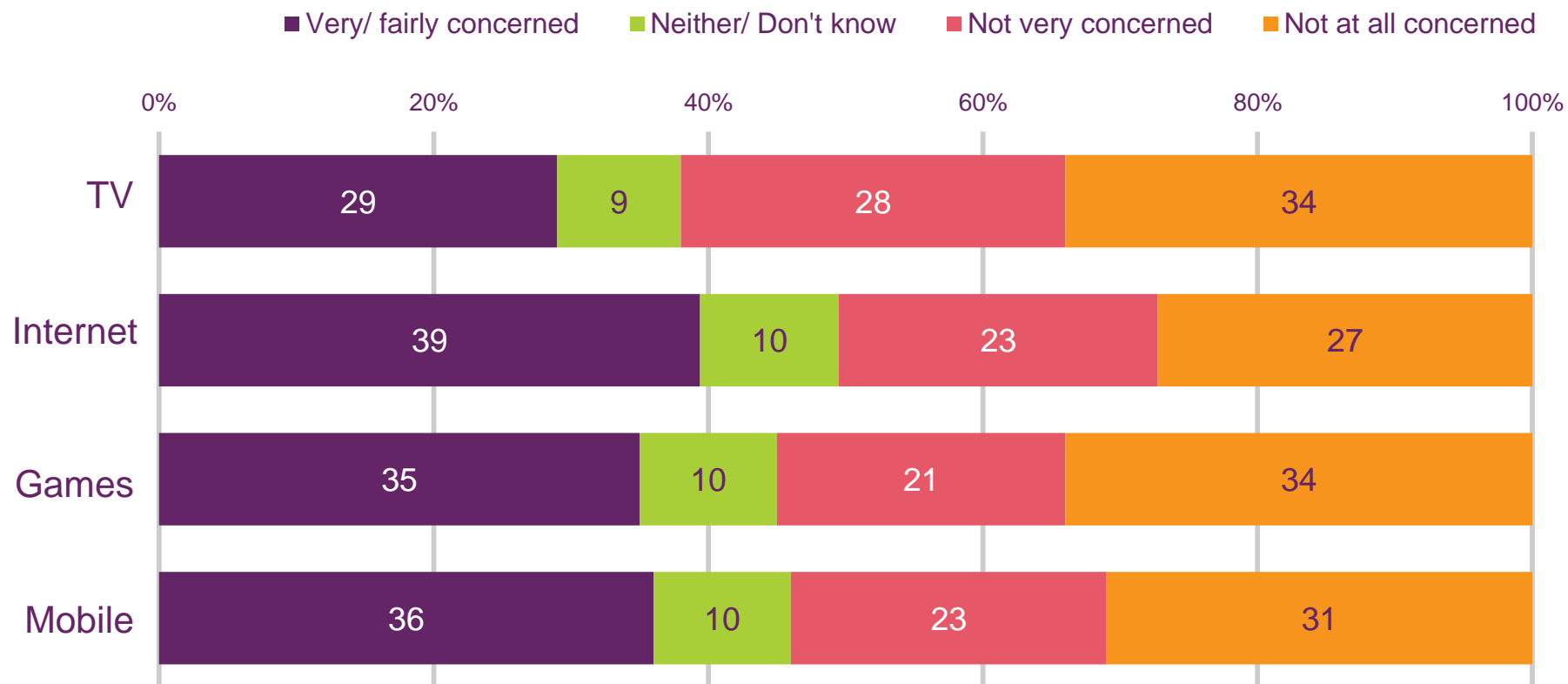
Legend: ■ Very/ fairly concerned   ■ Neither/ Don't know   ■ Not very concerned   ■ Not at all concerned

Medium	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
TV	29	9	28	34
Internet	39	10	23	27
Games	35	10	21	34
Mobile	36	10	23	31

QP13B/ QP51B/ QP74B/ QP60A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ game playing/ mobile phone use (prompted responses, single coded)
Base: Parents of children whose child watches TV (1360 aged 5-15)/ goes online (1247 aged 5-15)/ plays games (1028 aged 5-15)/ with their own mobile phone (633 aged 5-15).

Figure 103: Concerns about time spent using media, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2017
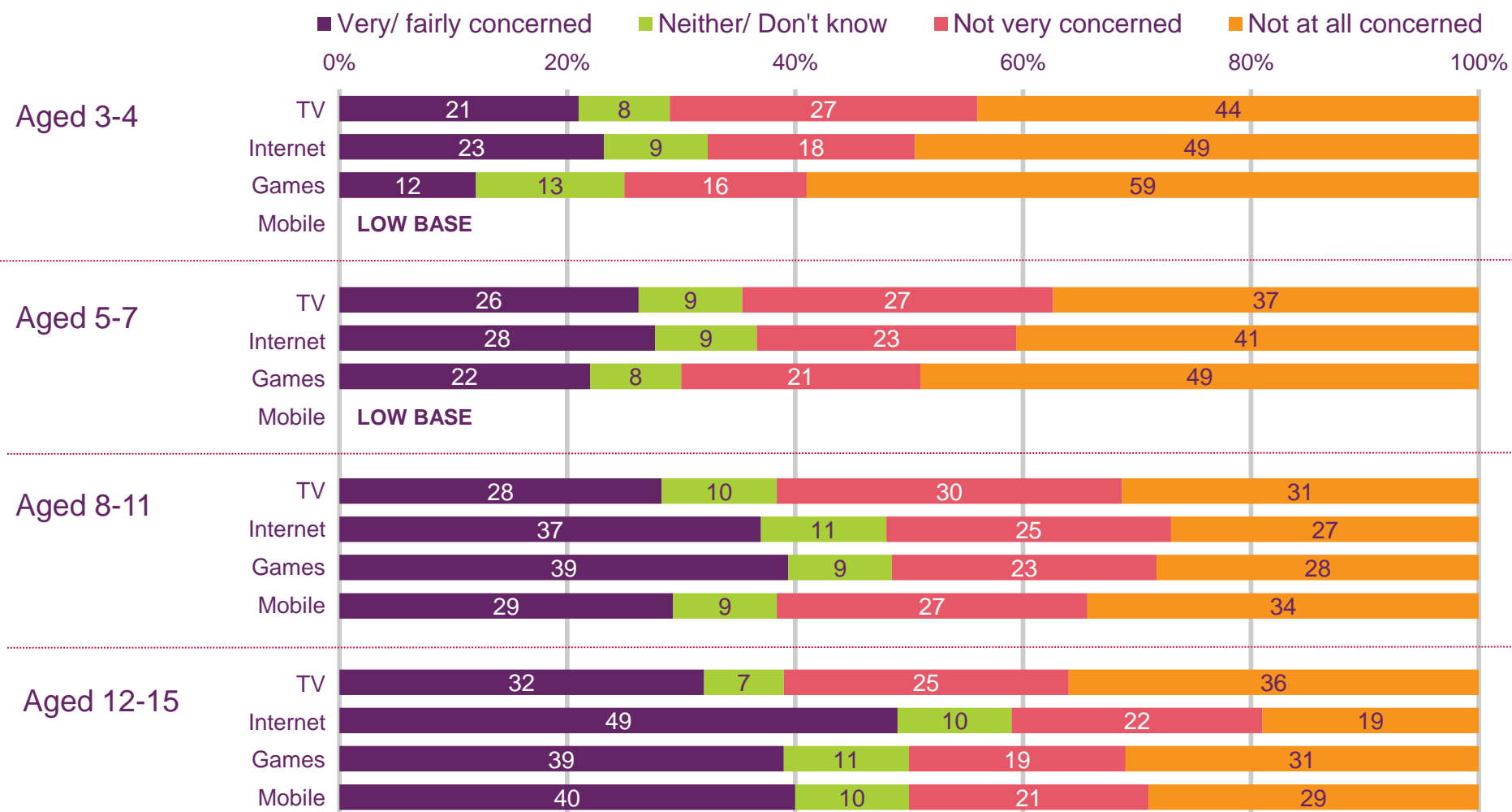
Legend: Very/ fairly concerned | Neither/ Don't know | Not very concerned | Not at all concerned

Aged 3-4
- TV: 21 | 8 | 27 | 44
- Internet: 23 | 9 | 18 | 49
- Games: 12 | 13 | 16 | 59
- Mobile: LOW BASE

Aged 5-7
- TV: 26 | 9 | 27 | 37
- Internet: 28 | 9 | 23 | 41
- Games: 22 | 8 | 21 | 49
- Mobile: LOW BASE

Aged 8-11
- TV: 28 | 10 | 30 | 31
- Internet: 37 | 11 | 25 | 27
- Games: 39 | 9 | 23 | 28
- Mobile: 29 | 9 | 27 | 34

Aged 12-15
- TV: 32 | 7 | 25 | 36
- Internet: 49 | 10 | 22 | 19
- Games: 39 | 11 | 19 | 31
- Mobile: 40 | 10 | 21 | 29

QP13B/ QP51B/ QP74B/ QP60A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing/ mobile phone use (prompted responses, single coded)
Base: Parents of children whose child watches TV (657 aged 3-4, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15)/ goes online (354 aged 3-4, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15)/ plays games (264 aged 3-4, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15)/ with their own mobile phone (199 aged 8-11, 407 aged 12-15).

Figure 104: Parental agreement with "I find it hard to control my child's screen time", by age: 2016, 2017

Agree ■ **Neither/ Don't know** ■ **Disagree** ■

Aged 3-4
- 2016: Agree 16, Neither 5, Disagree 79
- 2017: Agree 12 ↓, Neither 6, Disagree 82

Aged 5-15
- 2016: Agree 31, Neither 9, Disagree 59
- 2017: Agree 32, Neither 9, Disagree 59

Aged 5-7
- 2016: Agree 18, Neither 6, Disagree 76
- 2017: Agree 19, Neither 8, Disagree 73

Aged 8-11
- 2016: Agree 32, Neither 8, Disagree 61
- 2017: Agree 33, Neither 9, Disagree 58

Aged 12-15
- 2016: Agree 41, Neither 13, Disagree 46
- 2017: Agree 41, Neither 10, Disagree 49

QP75A – I'd now like to ask you some questions about your child's screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15). Significance testing shows any change between 2016 and 2017

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Figure 105: Parental agreement with "I think my child has a good balance between screen time and doing other things", by age: 2016, 2017

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Legend: ■ Agree ■ Neither/ Don't know ■ Disagree

Age	Year	Agree	Neither/ Don't know	Disagree
Aged 3-4	2016	86	8	6
Aged 3-4	2017	83	11	6
Aged 5-15	2016	75	10	16
Aged 5-15	2017	75	11	14
Aged 5-7	2016	85	7	8
Aged 5-7	2017	81	11	8
Aged 8-11	2016	77	9	15
Aged 8-11	2017	78	11	11
Aged 12-15	2016	65	13	22
Aged 12-15	2017	67	11	21
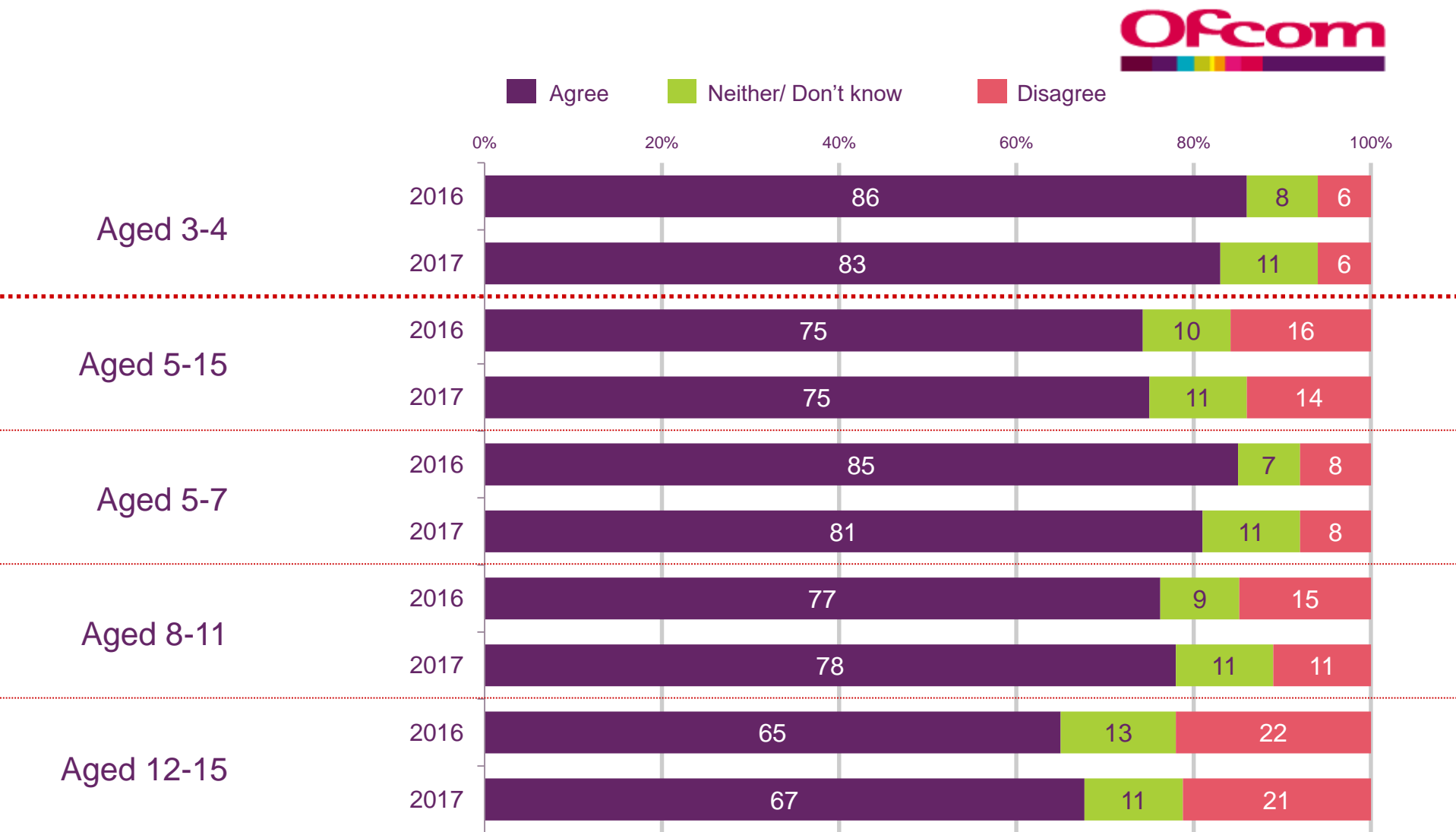
QP75B – I'd now like to ask you some questions about your child's screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15)

Figure 106: Agreement with attitudinal statements about screen time for children aged 12-15, child and parent response: 2016 and 2017

■ Agree   ■ Neither/ Don't know   ■ Disagree

I find it hard to control my/ my child's screen time

		Agree	Neither/ Don't know	Disagree
Child aged 12-15	2016	28	20	52
Child aged 12-15	2017	27	20	53
Parent	2016	41	13	46
Parent	2017	41	10	49

I think I have/ my child has a good balance between screen time and doing other things

		Agree	Neither/ Don't know	Disagree
Child aged 12-15	2016	64	19	17
Child aged 12-15	2017	67	19	14
Parent	2016	65	13	22
Parent	2017	67	11	21

QP75A/B/ QC51B/C – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends/ you spend looking at screens on all the different devices they / you may use, including TV, mobile phones, laptops, tablets and gaming devices.
Base: Parents of children aged 3-4 (677) or 5-15 (1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15)

Figure 107: Parents' concerns about the amount of TV advertising seen by their child: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Age group	Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Aged 3-4	2016	22	13	30	36
Aged 3-4	2017	29 ↑	10	22 ↓	39
All aged 5-15	2016	26	13	30	31
All aged 5-15	2017	30 ↑	11	26 ↓	32
Aged 5-7	2016	26	11	30	34
Aged 5-7	2017	32	13	27	29
Aged 8-11	2016	29	14	30	27
Aged 8-11	2017	32	11	27	30
Aged 12-15	2016	23	14	29	34
Aged 12-15	2017	27	10	25	38

QP13C – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The amount of TV advertising they see (prompted responses, single coded)
Base: Parents of children whose child watches TV (657 aged 3-4 , 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 108: Parents' concerns about the content of the TV advertising seen by their child: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Age group	Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Aged 3-4	2016	24	11	27	37
Aged 3-4	2017	28	10	22 ↓	41
All aged 5-15	2016	28	12	29	31
All aged 5-15	2017	31	11	26	32
Aged 5-7	2016	29	12	26	33
Aged 5-7	2017	34	13	24	29
Aged 8-11	2016	31	12	30	27
Aged 8-11	2017	33	10	27	30
Aged 12-15	2016	24	12	30	34
Aged 12-15	2017	28	10	26	36

QP13D – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The content of the TV advertising they see (prompted responses, single coded)
Base: Parents of children whose child watches TV (657 aged 3-4 , 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 109: Frequency with which parents whose child watches TV have been asked to buy something due to television advertising, by age: 2016, 2017

Legend: ■ Every day ■ Every week ■ Every month ■ Less frequently than monthly ■ Never

EVER

Aged 3-4
- 2016: 16 | 16 | 8 | 22 | 37 — 62%
- 2017: 16 | 18 | 12 ↑ | 26 | 29 ↓ — 70% ↑

Aged 5-15
- 2016: 7 | 16 | 12 | 35 | 28 — 70%
- 2017: 8 | 17 | 14 | 38 | 22 ↓ — 76% ↑

Aged 5-7
- 2016: 12 | 22 | 13 | 30 | 22 — 77%
- 2017: 13 | 25 | 17 | 32 | 12 ↓ — 87% ↑

Aged 8-11
- 2016: 7 | 19 | 12 | 37 | 23 — 75%
- 2017: 8 | 16 | 14 | 41 | 19 — 79%

Aged 12-15
- 2016: 3 | 8 | 10 | 38 | 38 — 59%
- 2017: 4 | 10 | 12 | 39 | 33 — 65%

QP16 – In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (prompted responses, single coded)
Base: Parents of children whose child watches TV (657 aged 3-4 , 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15) . Significance testing shows any change between 2016 and 2017

Figure 110: Frequency with which parents whose child goes online have been asked to buy something due to online advertising, by age: 2016, 2017

Legend: ■ Every day ■ Every week ■ Every month ■ Less frequently than monthly ■ Never

EVER

Aged 3-4
- 2016: Every day 11, Every week 13, Every month 9, Less frequently 16, Never 50 — 49%
- 2017: Every day 9, Every week 13, Every month 10, Less frequently 23 ↑, Never 42 ↓ — 55%

Aged 5-15
- 2016: Every day 4, Every week 11, Every month 12, Less frequently 35, Never 34 — 63%
- 2017: Every day 4, Every week 13, Every month 15 ↑, Less frequently 35, Never 30 ↓ — 67% ↑

Aged 5-7
- 2016: Every day 5, Every week 14, Every month 10, Less frequently 27, Never 39 — 57%
- 2017: Every day 6, Every week 16, Every month 17 ↑, Less frequently 23, Never 35 — 62%

Aged 8-11
- 2016: Every day 5, Every week 13, Every month 10, Less frequently 37, Never 33 — 64%
- 2017: Every day 4, Every week 14, Every month 15 ↑, Less frequently 35, Never 29 — 69%

Aged 12-15
- 2016: Every day 2, Every week 9, Every month 16, Less frequently 37, Never 33 — 64%
- 2017: Every day 2, Every week 11, Every month 15, Less frequently 41, Never 28 — 69%

QP51K – In the past 12 months, has your child asked you to buy something because they've seen it advertised online? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (prompted responses, single coded)
Parents whose child ever goes online aged 3-4 (354) or 5-15 (1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 111: Concerns about media content, among parents of 5-15s using each medium: 2017
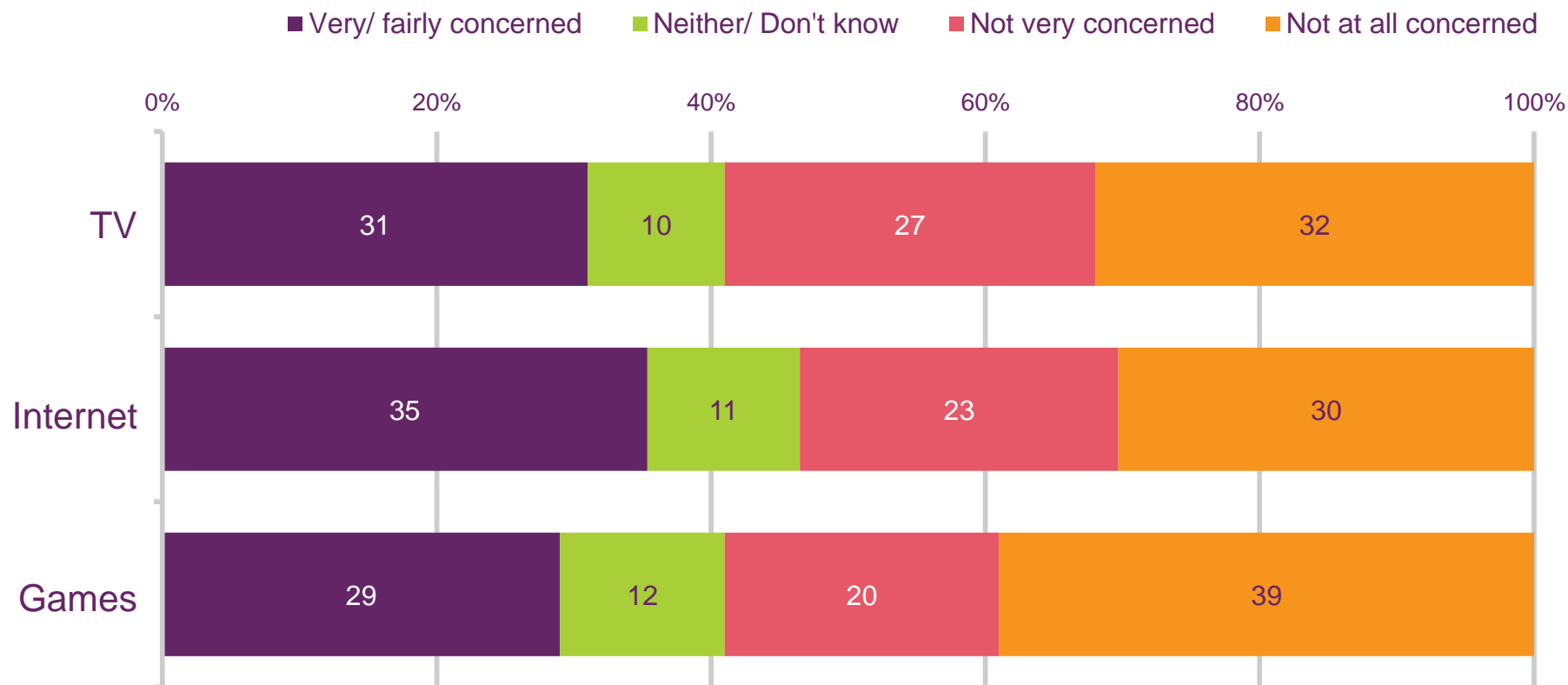
Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Medium	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
TV	31	10	27	32
Internet	35	11	23	30
Games	29	12	20	39

QP13A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing (prompted responses, single coded)
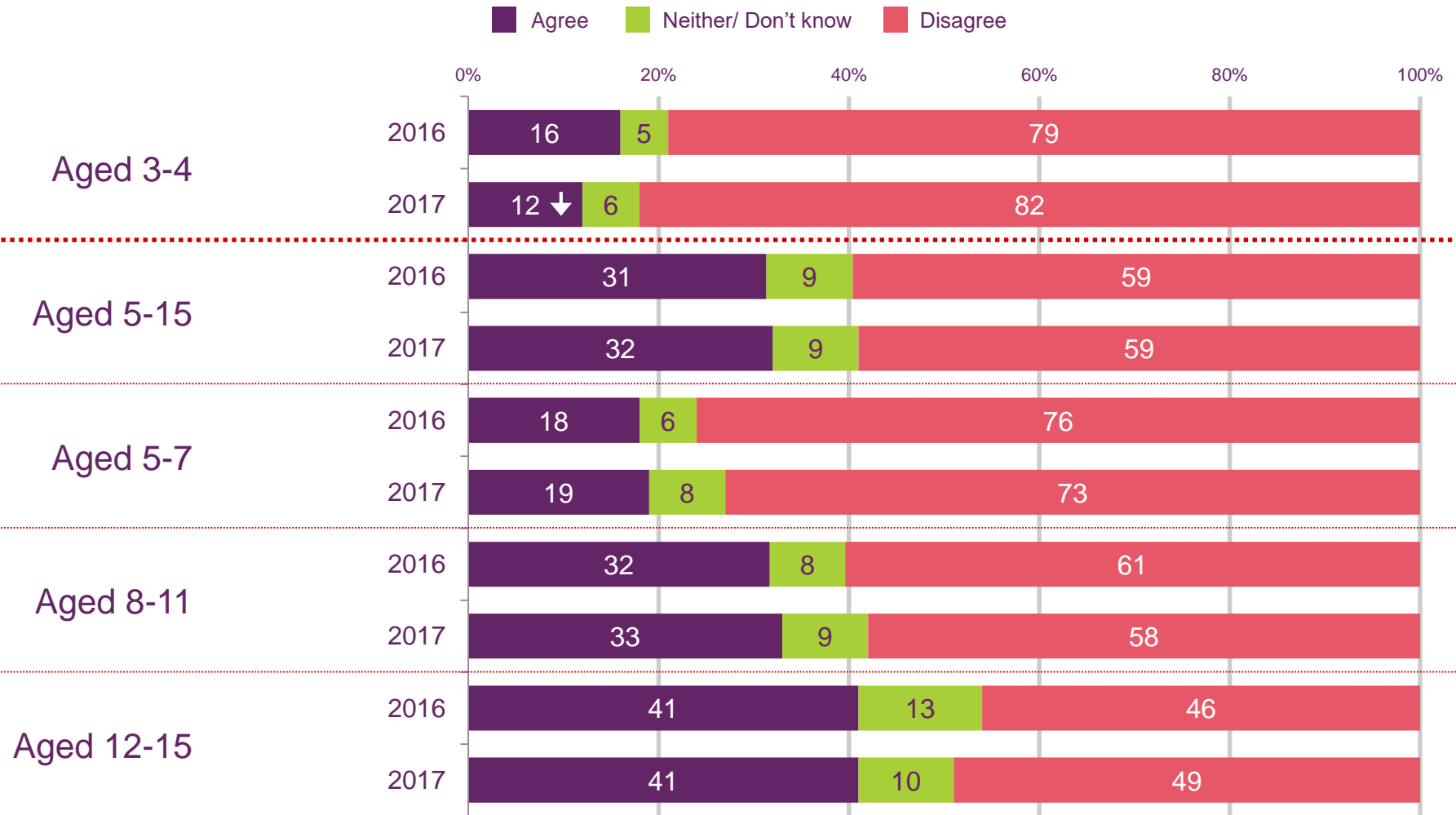Base: Parents of children whose child watches TV (1360 aged 5-15)/ goes online (1247 aged 5-15)/ plays games (1028 aged 5-15).

Figure 112: Concerns about media content, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2017

QP13A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing?(prompted responses, single coded)
Base: Parents whose child watches TV (657 aged 3-4, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15)/ goes online (354 aged 3-4, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15)/ plays games (264 aged 3-4, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15).

Figure 113: Parental concerns about media content, among parents of 3-4s using each media type at home (2013) or elsewhere (2016, 2017)
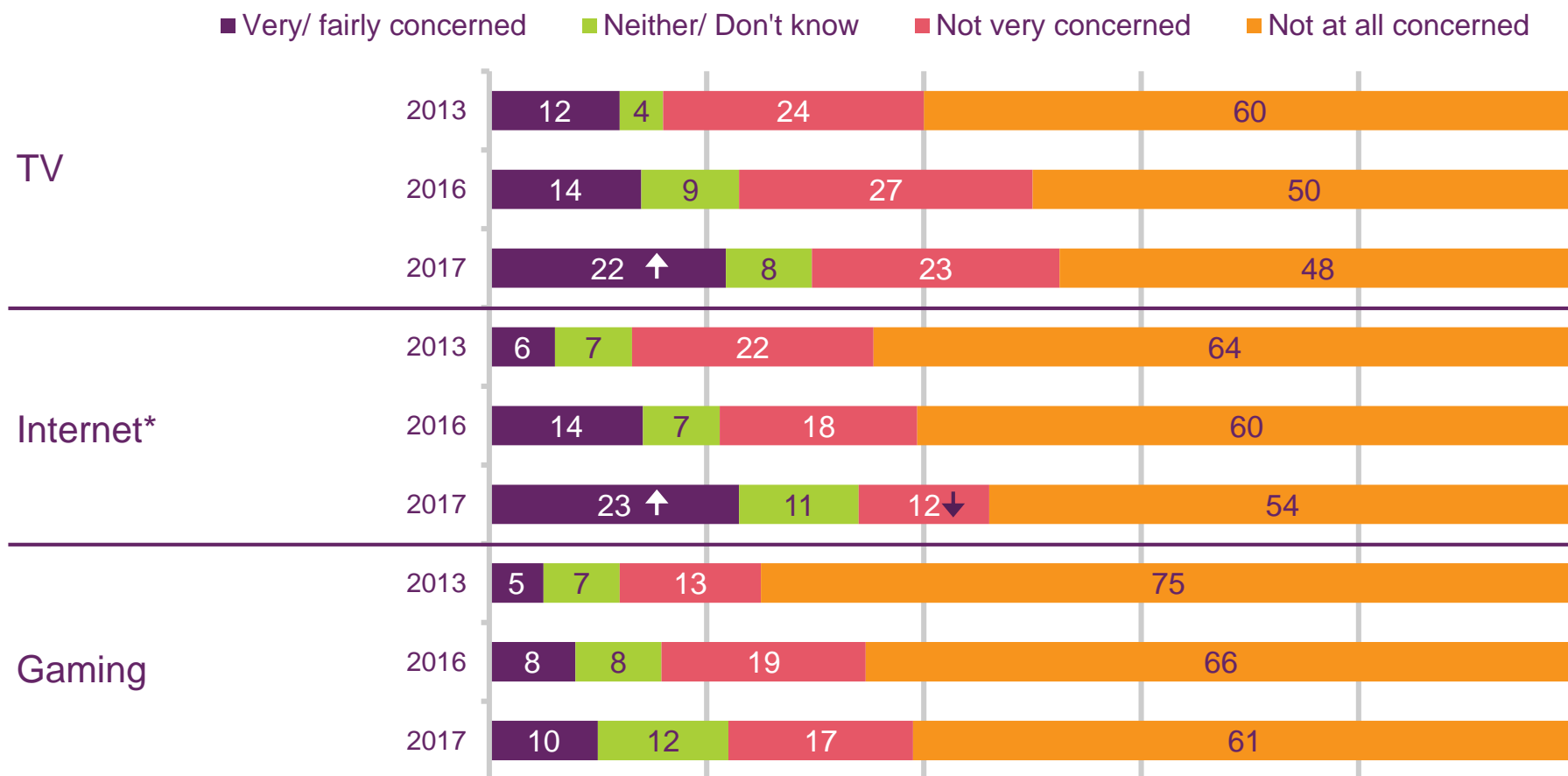
Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

TV
- 2013: 12 | 4 | 24 | 60
- 2016: 14 | 9 | 27 | 50
- 2017: 22 ↑ | 8 | 23 | 48

Internet*
- 2013: 6 | 7 | 22 | 64
- 2016: 14 | 7 | 18 | 60
- 2017: 23 ↑ | 11 | 12 ↓ | 54

Gaming
- 2013: 5 | 7 | 13 | 75
- 2016: 8 | 8 | 19 | 66
- 2017: 10 | 12 | 17 | 61

QP13A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing? (prompted responses, single coded) .* In 2016 and 2017 the question for the internet asked about 'The content on the websites or apps that they visit'. In 2013 it did not refer to apps, just websites.
Base: Parents of 3-4s whose child watches TV (657), goes online (354), plays games (264) – significance testing shows any change between 2016 and 2017.

Figure 114: Concerns about television, online or gaming content, among parents of 5-15s using each media type at home (2010, 2013) or elsewhere (2016, 2017)
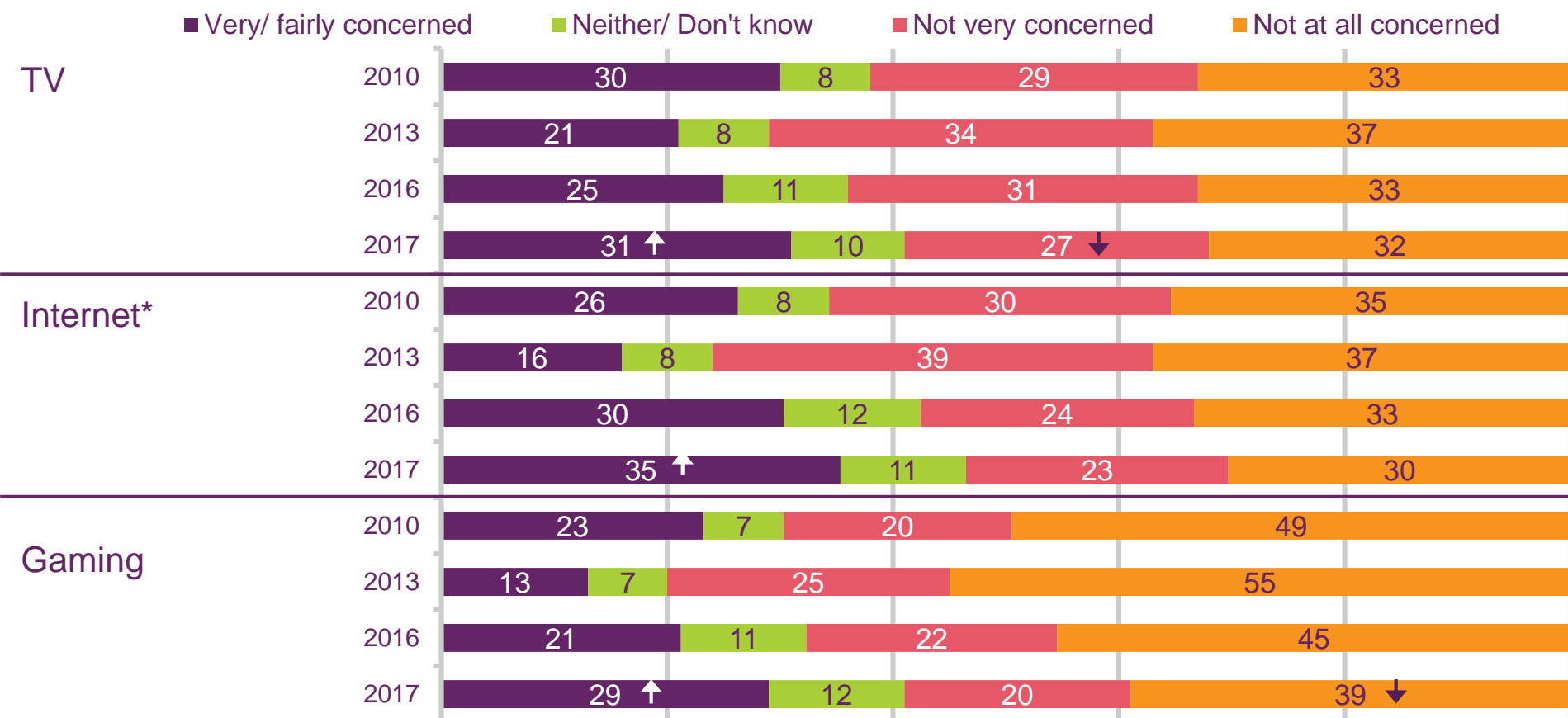
Ofcom

Legend: ■ Very/ fairly concerned　■ Neither/ Don't know　■ Not very concerned　■ Not at all concerned

TV

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	30	8	29	33
2013	21	8	34	37
2016	25	11	31	33
2017	31 ↑	10	27 ↓	32

Internet*

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	26	8	30	35
2013	16	8	39	37
2016	30	12	24	33
2017	35 ↑	11	23	30

Gaming

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	23	7	20	49
2013	13	7	25	55
2016	21	11	22	45
2017	29 ↑	12	20	39 ↓

QP13A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing? (prompted responses, single coded) .* In 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. Prior to this it did not refer to apps, just websites
Base: Parents of children aged 5-15 whose child watches TV (1360 aged 5-15)/ goes online (1247 aged 5-15)/ plays games (1028 aged 5-15)– significance testing shows any change between 2016 and 2017.

Figure 115: Parental concerns about television content watched at home (2010, 2013) or elsewhere (2016, 2017) by age of child

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2013: 12 | 4 | 24 | 60
- 2016: 14 | 9 | 27 | 50
- 2017: 22 ↑ | 8 | 23 | 48

All aged 5-15
- 2010: 30 | 8 | 29 | 33
- 2013: 21 | 8 | 34 | 37
- 2016: 25 | 11 | 31 | 33
- 2017: 31 ↑ | 10 | 27 ↓ | 32

Aged 5-7
- 2010: 30 | 8 | 23 | 39
- 2013: 20 | 6 | 30 | 44
- 2016: 26 | 8 | 25 | 42
- 2017: 28 | 11 | 25 | 37

Aged 8-11
- 2010: 31 | 7 | 32 | 30
- 2013: 23 | 6 | 36 | 36
- 2016: 26 | 12 | 34 | 29
- 2017: 31 | 10 | 31 | 28

Aged 12-15
- 2010: 30 | 8 | 32 | 30
- 2013: 21 | 11 | 36 | 33
- 2016: 24 | 12 | 33 | 31
- 2017: 33 ↑ | 10 | 26 ↓ | 32

QP13A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The content of the TV programmes they watch (prompted responses, single coded)
Base: Parents of children whose child watches TV (657 aged 3-4, 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15) Significance testing shows any change between 2016 and 2017.
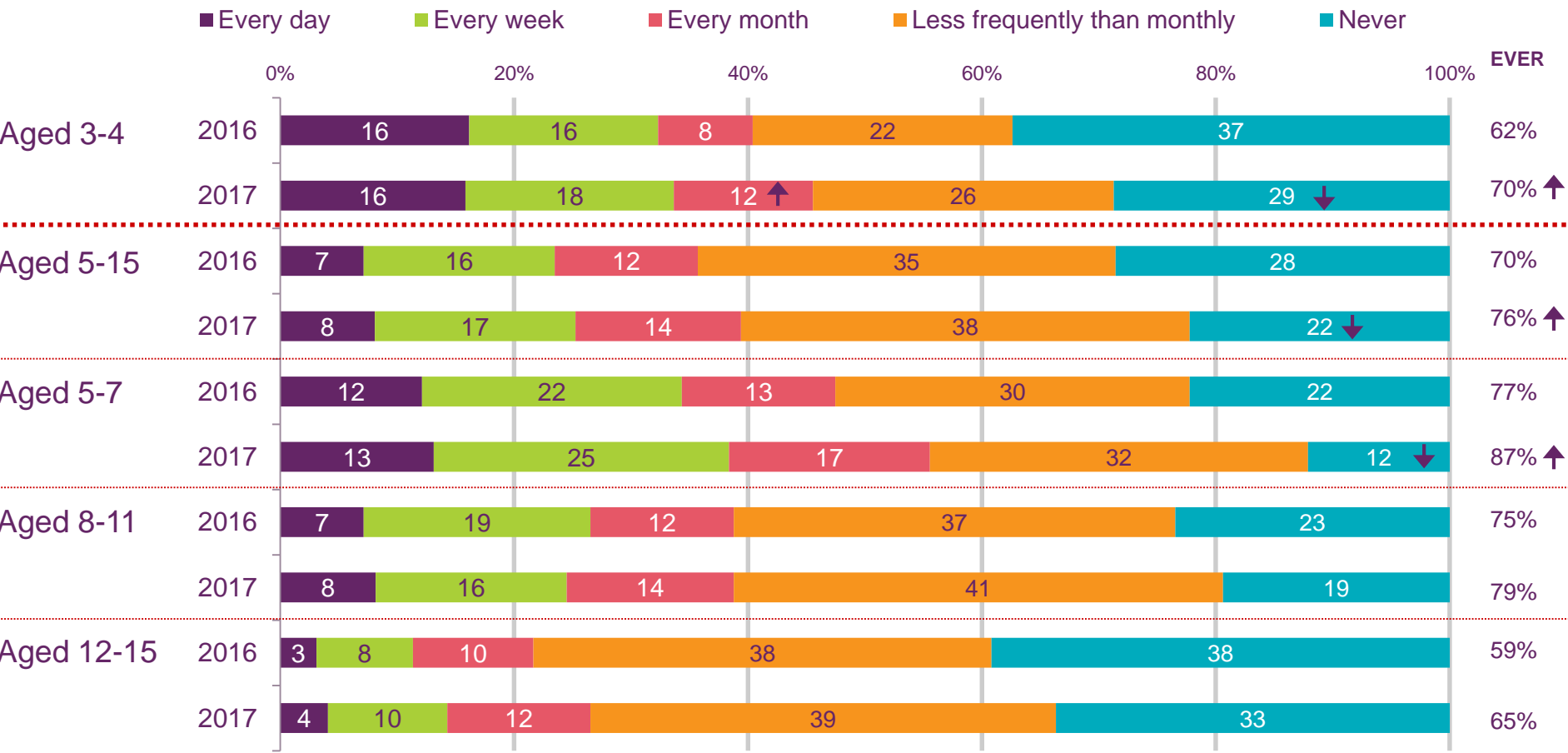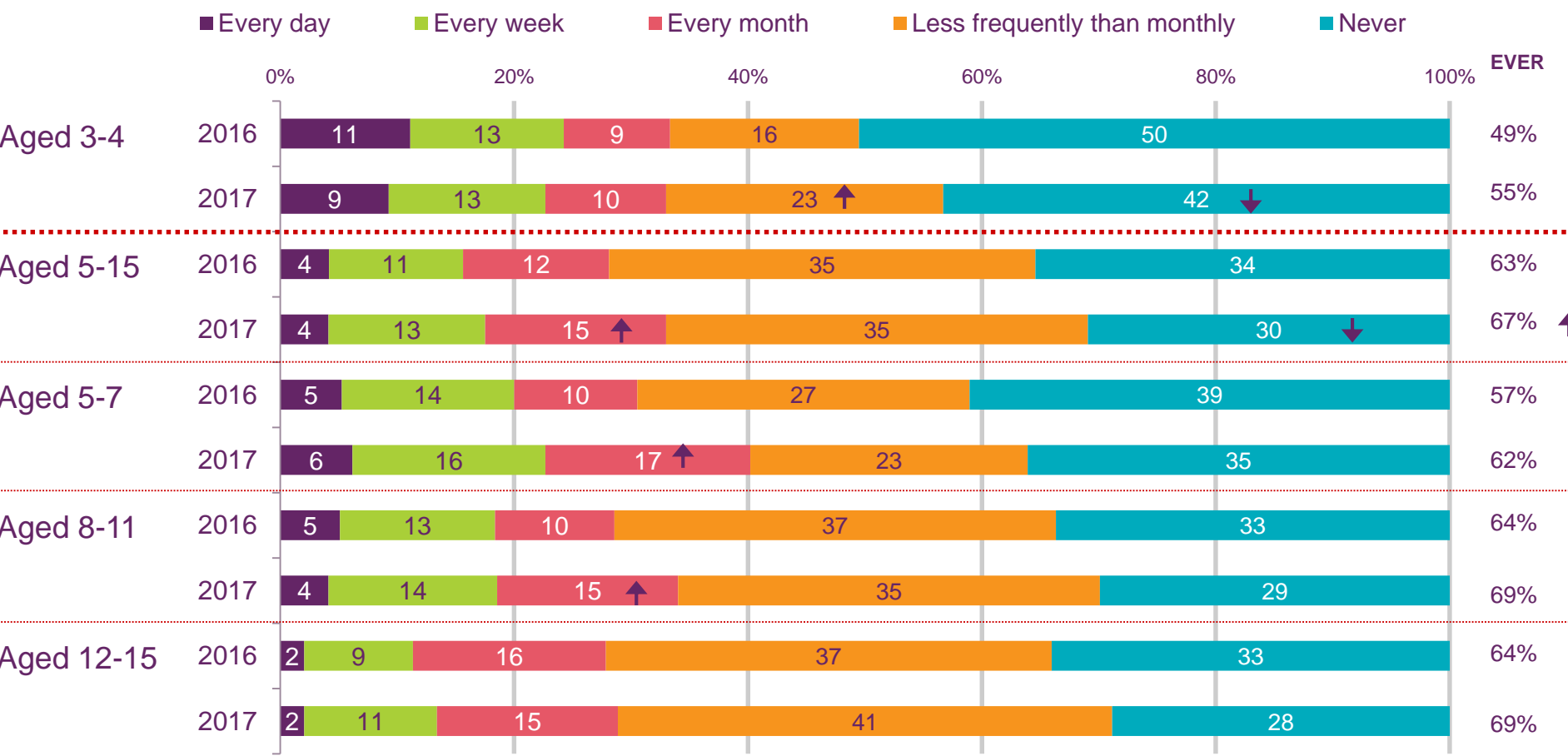
Figure 116: Parental concerns about pre-watershed television content: 2013, 2016, 2017

■ Very concerned   ■ Fairly concerned   ■ Not very concerned   ■ Not at all concerned   ■ Don't know

		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Don't know
Aged 3-4	2013	3	9	17	71	
	2016	3	9	33	55	1
	2017	6 ↑	15 ↑	27 ↓	52	1
All aged 5-15	2013	3	16	31	49	1
	2016	5	17	36	42	1
	2017	9 ↑	20	33	38 ↓	
Aged 5-7	2013	4	13	28	53	2
	2016	4	15	37	43	1
	2017	7	19	31	42	1
Aged 8-11	2013	3	16	28	52	1
	2016	5	18	35	40	1
	2017	9 ↑	19	36	36	
Aged 12-15	2013	2	18	36	42	1
	2016	4	17	36	42	
	2017	9 ↑	21	31	39	

QP14 – I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (prompted responses, single coded)
Base: Parents of children whose child watches TV (657 aged 3-4, 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15) - Significance testing shows any change between 2016 and 2017.

Figure 117: Types of concern about pre-watershed television content, by age: 2017

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	21% ↑	28% ↑	26% ↑	28%	30% ↑
Offensive language	11% ↑	16% ↑	15%	17%	17% ↑
Sex/ sexually explicit content	8% ↑	14% ↑	9%	15%	15%
Unsuitable content for younger people/ children	9% ↑	13% ↑	10%	15%	13%
Violence (in general)	9% ↑	12% ↑	11%	13%	12%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc.)	6%	8%	6%	9%	10%
Unsuitable content aired pre-watershed	6%	8%	5%	9%	10%
Nakedness/ naked bodies/ naked body parts	7% ↑	8%	5%	9%	9%
Portrayal of anti-social behaviour	5% ↑	6%	4%	7%	7%
Glamorisation of certain lifestyles	2%	6%	3%	7%	7%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	3%	4%	2%	4%	6%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	3%	4%	3%	4%	5%
Lack of respect towards adults	2%	4%	4%	5%	3%
Discriminatory treatment/ portrayal of people	2%	4%	3%	4%	5%
Negative portrayal of or objectification of women	2%	3%	2%	3%	4%
Invasion of privacy/ not respecting people's privacy	1%	2%	2%	3%	2%

QP15 – Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (unprompted responses, multi-coded)
Base: Parents of children whose child watches TV (657 aged 3-4, 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15) - Significance testing shows any change between 2016 and 2017.
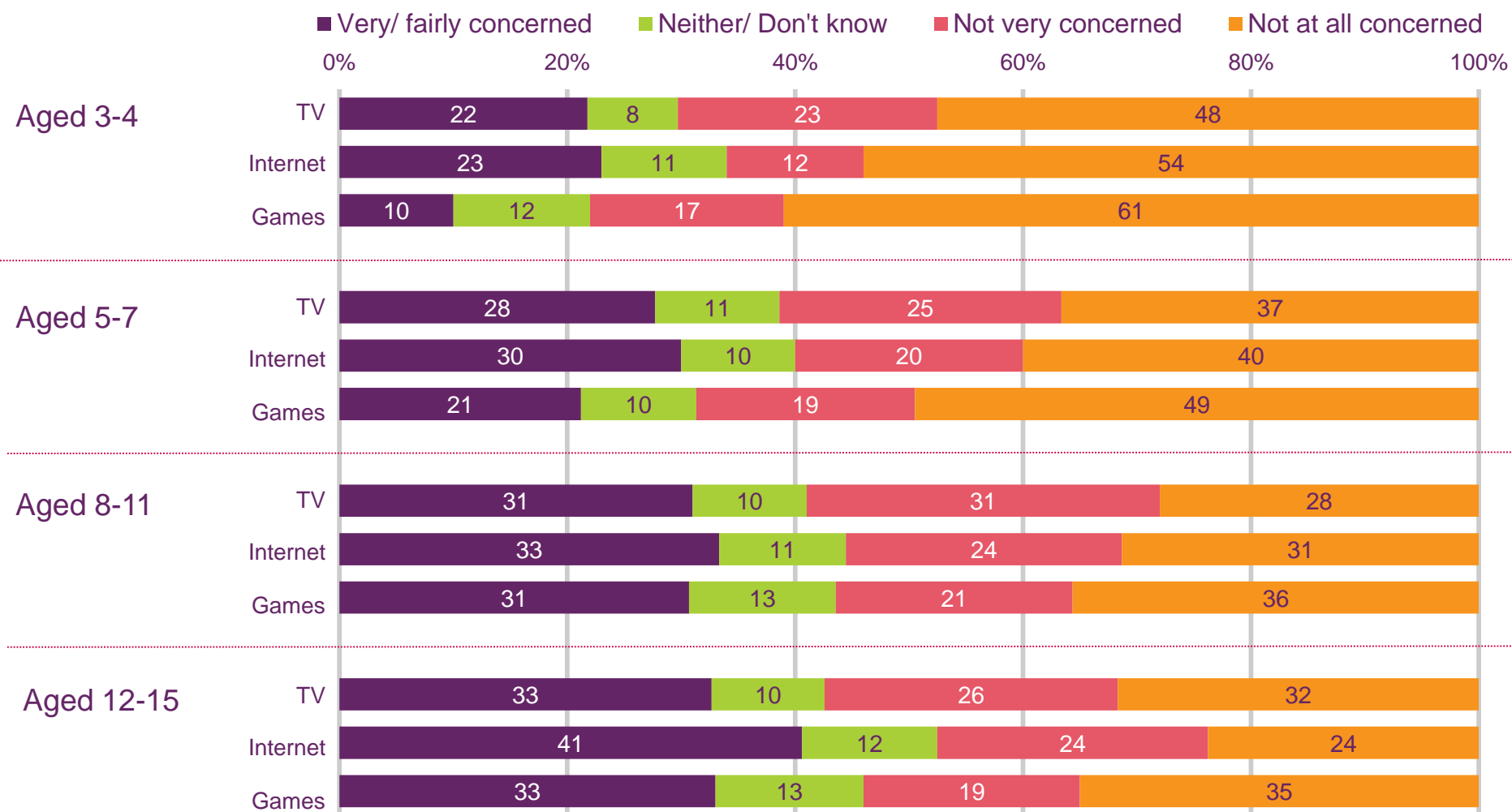
Figure 118: Parental concerns about the time their child spends watching television at home (2010, 2013) at home or elsewhere (2016, 2017)
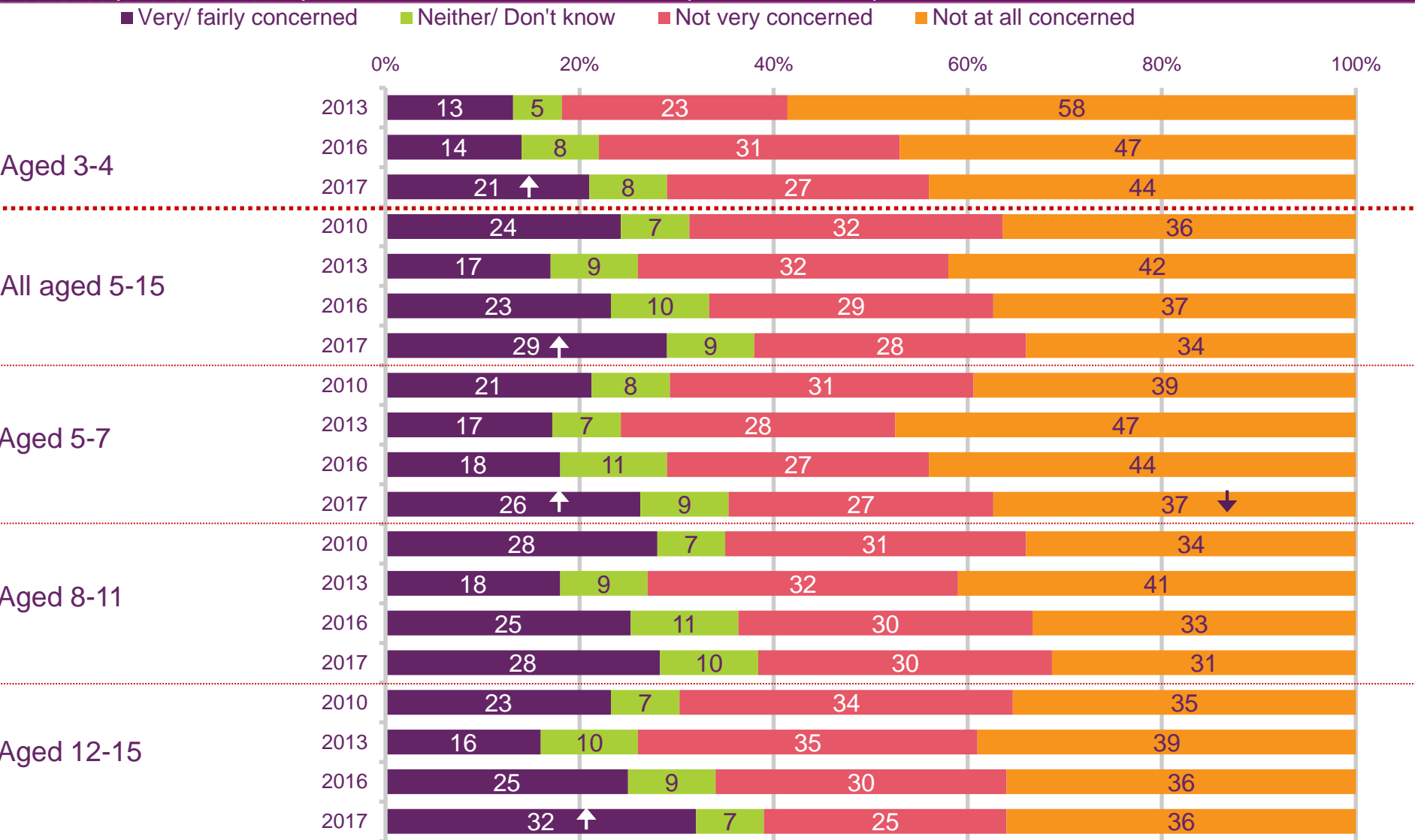
QP13B – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – How much time they spend watching TV (prompted responses, single coded) NB prior to 2012 this was asked of those who watched TV content on a TV set as opposed to TV content on any type of device
Base: Parents of children whose child watches TV (657 aged 3-4, 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15) - Significance testing shows any change between 2016 and 2017.

Figure 119: Parental agreement with "I trust my child to use the internet safely", among those whose child goes online at home (2010, 2013) at home or elsewhere (2016, 2017), by age
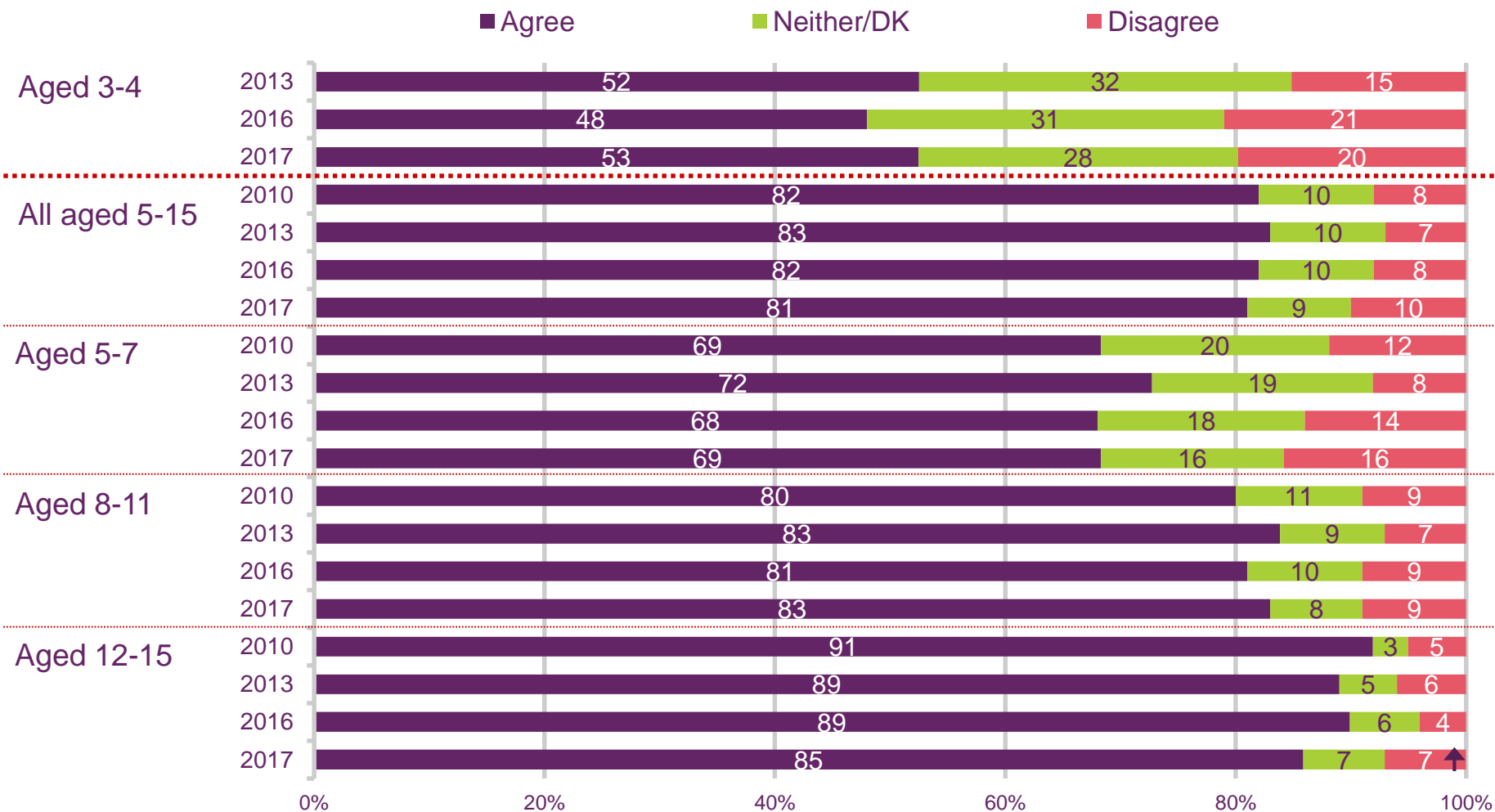
QP48B – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 120: Parental agreement with "The benefits of the internet for my child outweigh any risks", among those whose child goes online at home (2010, 2013) at home or elsewhere (2016, 2017), by age

Legend: Agree | Neither/DK | Disagree

Aged 3-4
- 2013: 63 | 26 | 12
- 2016: 55 | 28 | 17
- 2017: 47 ↓ | 30 | 23

All aged 5-15
- 2010: 71 | 16 | 12
- 2013: 70 | 18 | 12
- 2016: 66 | 21 | 13
- 2017: 58 ↓ | 21 | 21 ↑

Aged 5-7
- 2010: 67 | 21 | 12
- 2013: 67 | 24 | 10
- 2016: 57 | 24 | 19
- 2017: 56 | 18 | 26 ↑

Aged 8-11
- 2010: 71 | 15 | 14
- 2013: 70 | 18 | 12
- 2016: 68 | 19 | 13
- 2017: 56 ↓ | 24 | 20 ↑

Aged 12-15
- 2010: 73 | 15 | 11
- 2013: 71 | 16 | 13
- 2016: 70 | 21 | 10
- 2017: 62 ↓ | 19 | 19 ↑

QP48A – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 121: Parental agreement with "I feel I know enough to help my child to manage online risks*" among those whose child goes online at home (2013), or elsewhere (2016, 2017), by age

■ Agree ■ Neither/ DK ■ Disagree

Age group	Year	Agree	Neither/ DK	Disagree
Aged 3-4	2013	88	7	5
Aged 3-4	2016	81	8	11
Aged 3-4	2017	78	10	12
All aged 5-15	2013	79	9	12
All aged 5-15	2016	79	8	13
All aged 5-15	2017	79	7	14
Aged 5-7	2013	86	8	5
Aged 5-7	2016	85	5	9
Aged 5-7	2017	84	8	9
Aged 8-11	2013	80	7	13
Aged 8-11	2016	82	7	11
Aged 8-11	2017	81	6	14
Aged 12-15	2013	74	12	14
Aged 12-15	2016	74	10	16
Aged 12-15	2017	75	7	18

QP48E –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)
*In 2013, this question referred to 'I feel I know enough to help my child to stay safe when they are online'
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 122: Parental concerns about aspects of their child's internet use, 5-15s: 2017

Legend:
- Very/ fairly concerned
- Neither/ Don't know
- Not very concerned
- Not at all concerned

Aspect	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Companies collecting information about what they are doing online	46	14	14	26
Cyberbullying	40	9	18	33
Giving out personal details to inappropriate people	39	7	20	34
How much time they spend online	39	10	23	27
Seeing content which encourages them to hurt or harm themselves	38	10	18	34
Damaging their reputation either now or in the future	37	12	18	33
Online content	35	11	23	30
Pressure to spend money online	35	12	19	34
Possibility of them being radicalised (influenced by extreme views whether political, social or religious)	25	10	19	45

QP51A-I – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded)
Base: Parents of children aged 5-15 who go online (1247)

Figure 123: Parents' concerns about companies collecting information about what their child is doing online, by age: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2016: Very/fairly concerned 19, Neither/Don't know 9, Not very concerned 12, Not at all concerned 60
- 2017: Very/fairly concerned 25, Neither/Don't know 14, Not very concerned 9, Not at all concerned 52 ↓

All aged 5-15
- 2016: Very/fairly concerned 42, Neither/Don't know 16, Not very concerned 14, Not at all concerned 28
- 2017: Very/fairly concerned 46, Neither/Don't know 14, Not very concerned 14, Not at all concerned 26

Aged 5-7
- 2016: Very/fairly concerned 32, Neither/Don't know 11, Not very concerned 11, Not at all concerned 46
- 2017: Very/fairly concerned 36, Neither/Don't know 13, Not very concerned 13, Not at all concerned 37 ↓

Aged 8-11
- 2016: Very/fairly concerned 43, Neither/Don't know 16, Not very concerned 14, Not at all concerned 28
- 2017: Very/fairly concerned 47, Neither/Don't know 12, Not very concerned 15, Not at all concerned 26

Aged 12-15
- 2016: Very/fairly concerned 47, Neither/Don't know 18, Not very concerned 15, Not at all concerned 20
- 2017: Very/fairly concerned 52, Neither/Don't know 16, Not very concerned 14, Not at all concerned 18

QP51I - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.)
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 124: Parents' concerns about online bullying among those whose child goes online at home (2010, 2013) or elsewhere (2016, 2017), by age

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Legend:
- ■ Very/ fairly concerned
- ■ Neither/ Don't know
- ■ Not very concerned
- ■ Not at all concerned

Age group	Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Aged 3-4	2016	10	7	10	73
	2017	15	11	8	66
All aged 5-15	2010	29	8	19	45
	2013	24	7	24	45
	2016	30	10	21	39
	2017	40 ↑	9	18	33 ↓
Aged 5-7	2010	11	9	14	65
	2013	11	6	16	67
	2016	13	9	16	62
	2017	30 ↑	8	14	48 ↓
Aged 8-11	2010	30	6	16	47
	2013	24	6	23	48
	2016	35	10	17	38
	2017	38	8	20	35
Aged 12-15	2010	37	10	23	31
	2013	32	10	28	30
	2016	34	11	26	28
	2017	48 ↑	10	19 ↓	23

QP51E- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them being bullied online (prompted responses, single coded)
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017
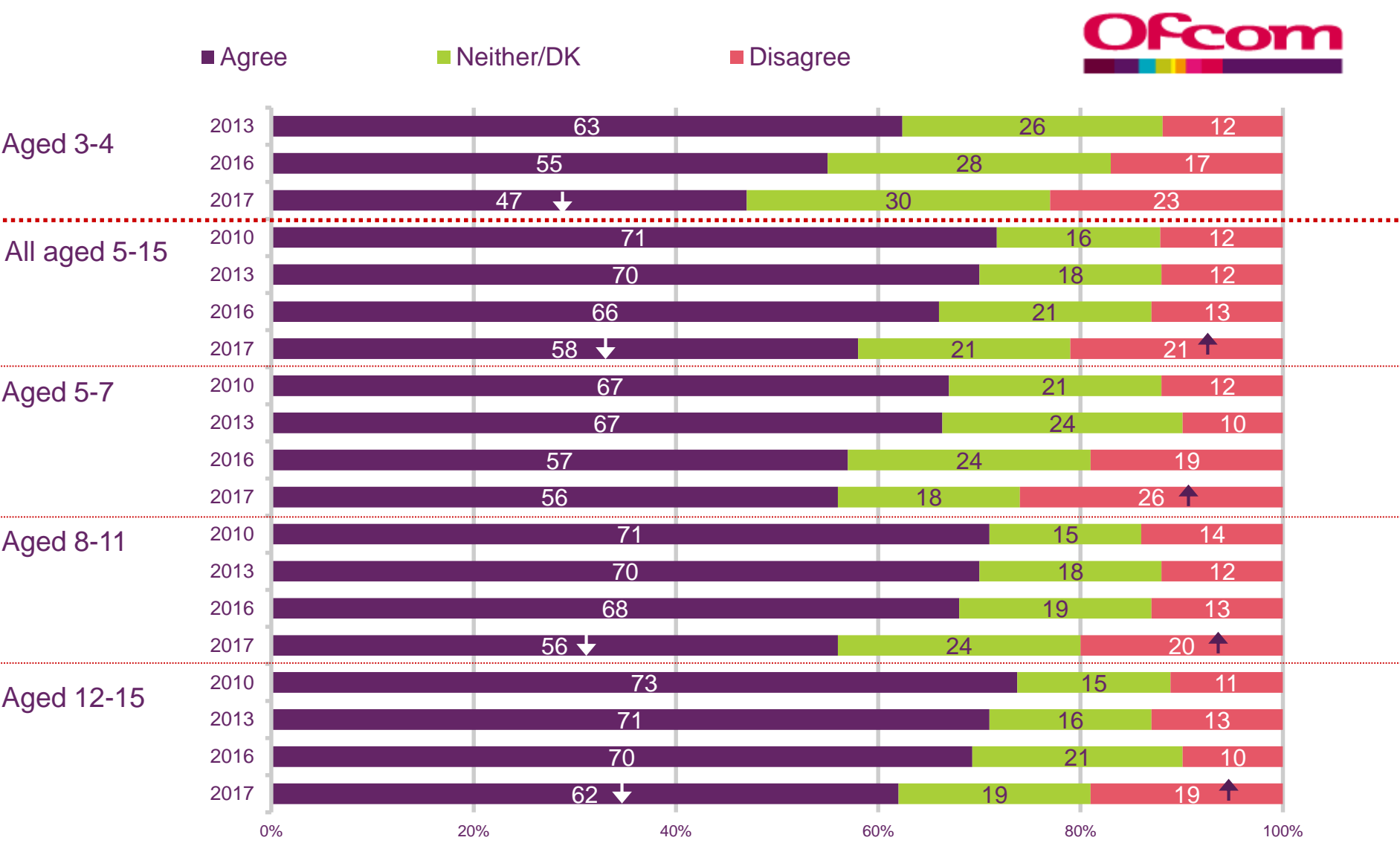
Figure 125: Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online at home (2010, 2013), or elsewhere (2016, 2017), by age

Legend: Very/ fairly concerned | Neither/ Don't know | Not very concerned | Not at all concerned

Aged 3-4
- 2016: 10 | 8 | 9 | 73
- 2017: 18 ↑ | 8 | 12 | 62 ↓

All aged 5-15
- 2010: 30 | 6 | 20 | 44
- 2013: 22 | 7 | 26 | 45
- 2016: 34 | 7 | 22 | 37
- 2017: 39 ↑ | 7 | 20 | 34

Aged 5-7
- 2010: 13 | 7 | 14 | 67
- 2013: 12 | 5 | 18 | 65
- 2016: 19 | 7 | 18 | 56
- 2017: 29 ↑ | 8 | 18 | 45 ↓

Aged 8-11
- 2010: 27 | 5 | 20 | 47
- 2013: 21 | 6 | 25 | 49
- 2016: 35 | 7 | 22 | 35
- 2017: 39 | 6 | 19 | 36

Aged 12-15
- 2010: 42 | 6 | 23 | 29
- 2013: 29 | 9 | 30 | 33
- 2016: 40 | 8 | 25 | 28
- 2017: 46 | 7 | 21 | 26

QP51D – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (prompted responses, single coded)
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017
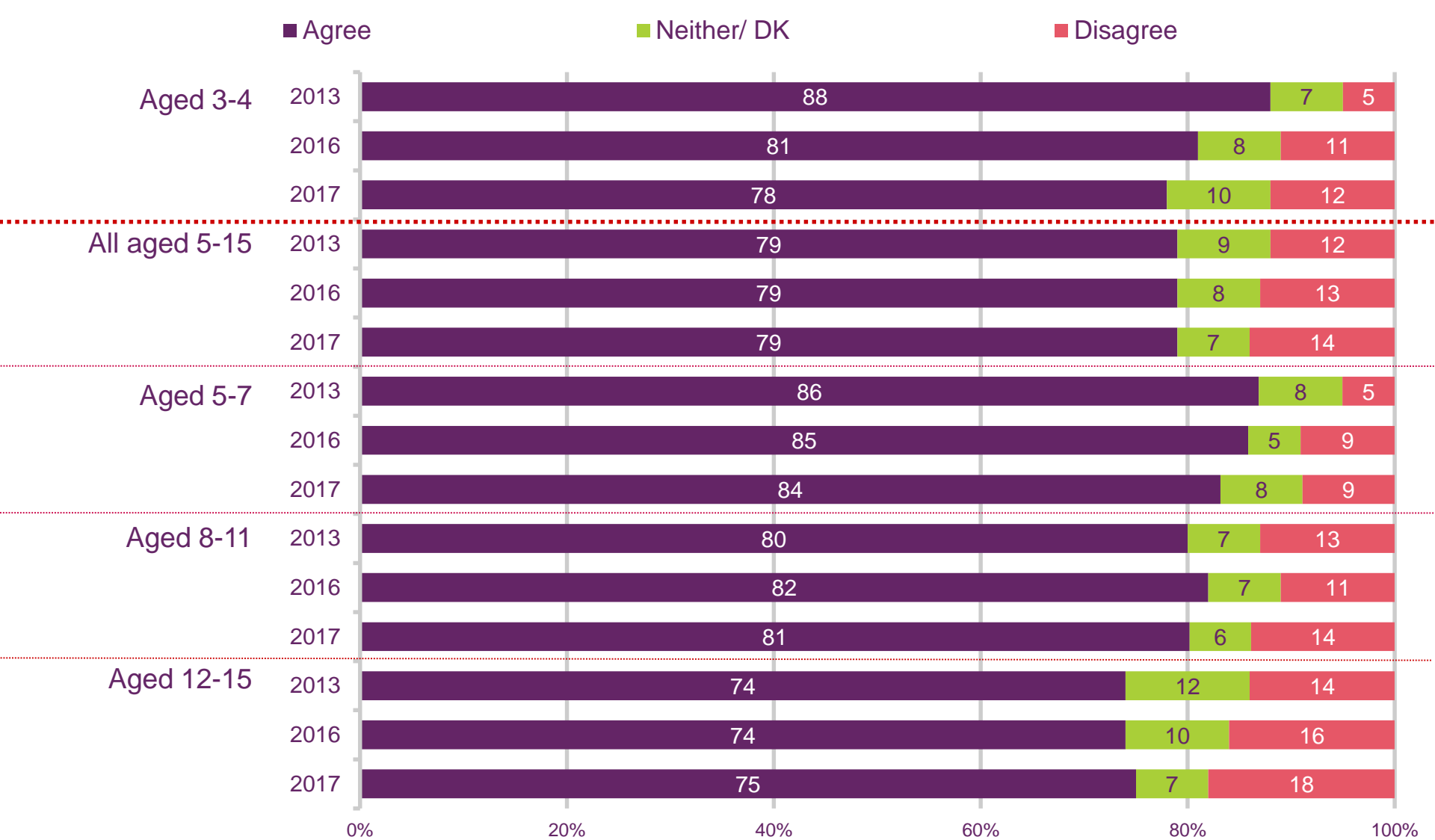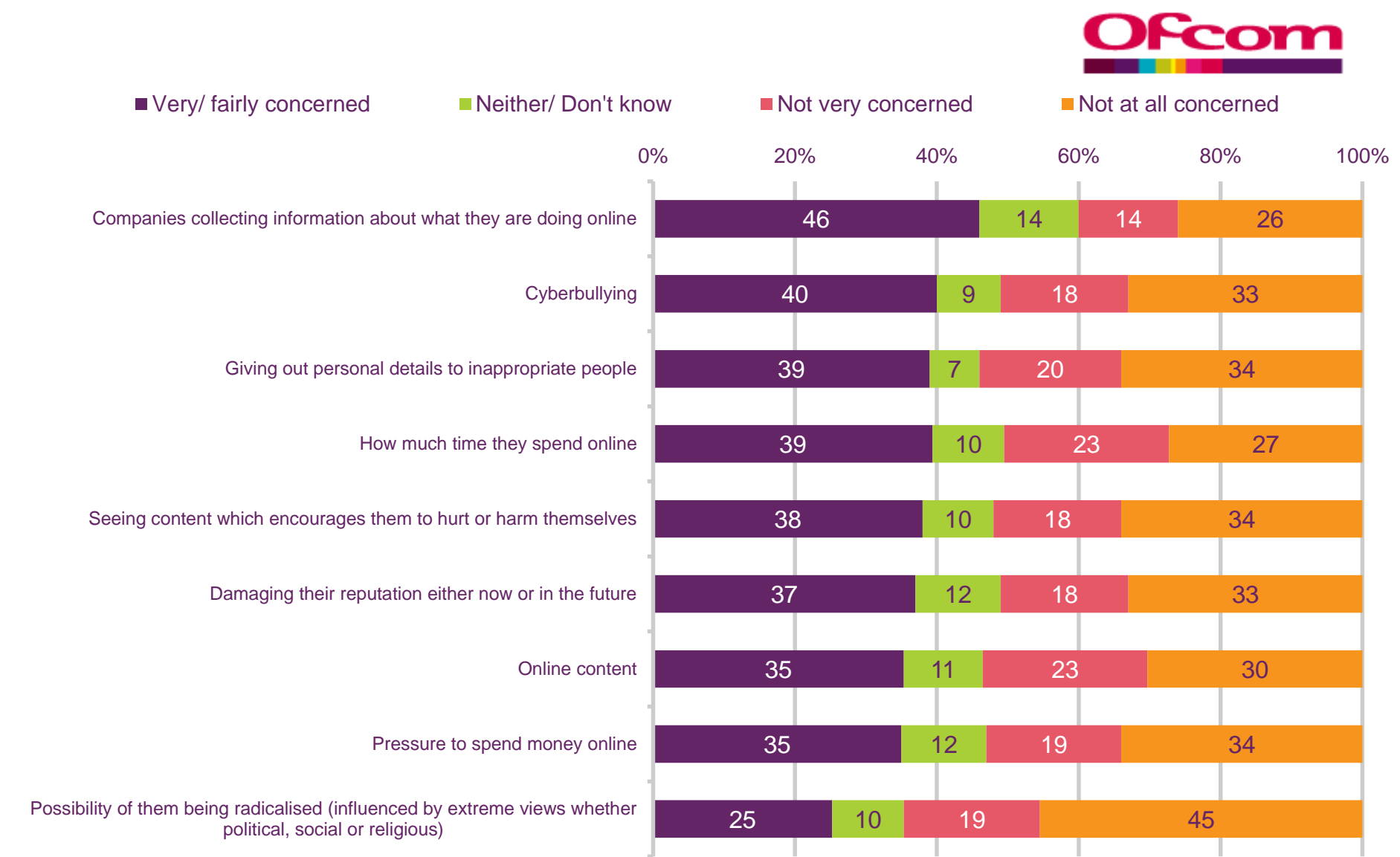
Figure 126: Parental concerns about how much time their child spends online, among those whose child goes online at home (2010, 2013) or elsewhere (2016, 2017), by age

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2013: Very/fairly concerned 6, Neither/Don't know 4, Not very concerned 22, Not at all concerned 67
- 2016: Very/fairly concerned 14, Neither/Don't know 7, Not very concerned 20, Not at all concerned 60
- 2017: Very/fairly concerned 23 ↑, Neither/Don't know 9, Not very concerned 18, Not at all concerned 49 ↓

All aged 5-15
- 2010: Very/fairly concerned 21, Neither/Don't know 7, Not very concerned 32, Not at all concerned 40
- 2013: Very/fairly concerned 18, Neither/Don't know 9, Not very concerned 32, Not at all concerned 41
- 2016: Very/fairly concerned 35, Neither/Don't know 9, Not very concerned 26, Not at all concerned 30
- 2017: Very/fairly concerned 39 ↑, Neither/Don't know 10, Not very concerned 23, Not at all concerned 27

Aged 5-7
- 2010: Very/fairly concerned 8, Neither/Don't know 6, Not very concerned 26, Not at all concerned 59
- 2013: Very/fairly concerned 18, Neither/Don't know 5, Not very concerned 24, Not at all concerned 59
- 2016: Very/fairly concerned 20, Neither/Don't know 8, Not very concerned 23, Not at all concerned 49
- 2017: Very/fairly concerned 28 ↑, Neither/Don't know 9, Not very concerned 23, Not at all concerned 41

Aged 8-11
- 2010: Very/fairly concerned 19, Neither/Don't know 4, Not very concerned 34, Not at all concerned 43
- 2013: Very/fairly concerned 15, Neither/Don't know 9, Not very concerned 31, Not at all concerned 46
- 2016: Very/fairly concerned 33, Neither/Don't know 8, Not very concerned 28, Not at all concerned 31
- 2017: Very/fairly concerned 37, Neither/Don't know 11, Not very concerned 25, Not at all concerned 27

Aged 12-15
- 2010: Very/fairly concerned 31, Neither/Don't know 10, Not very concerned 33, Not at all concerned 26
- 2013: Very/fairly concerned 24, Neither/Don't know 11, Not very concerned 37, Not at all concerned 29
- 2016: Very/fairly concerned 45, Neither/Don't know 10, Not very concerned 25, Not at all concerned 20
- 2017: Very/fairly concerned 49, Neither/Don't know 10, Not very concerned 22, Not at all concerned 19

QP51B - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – How much time they spend online
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017
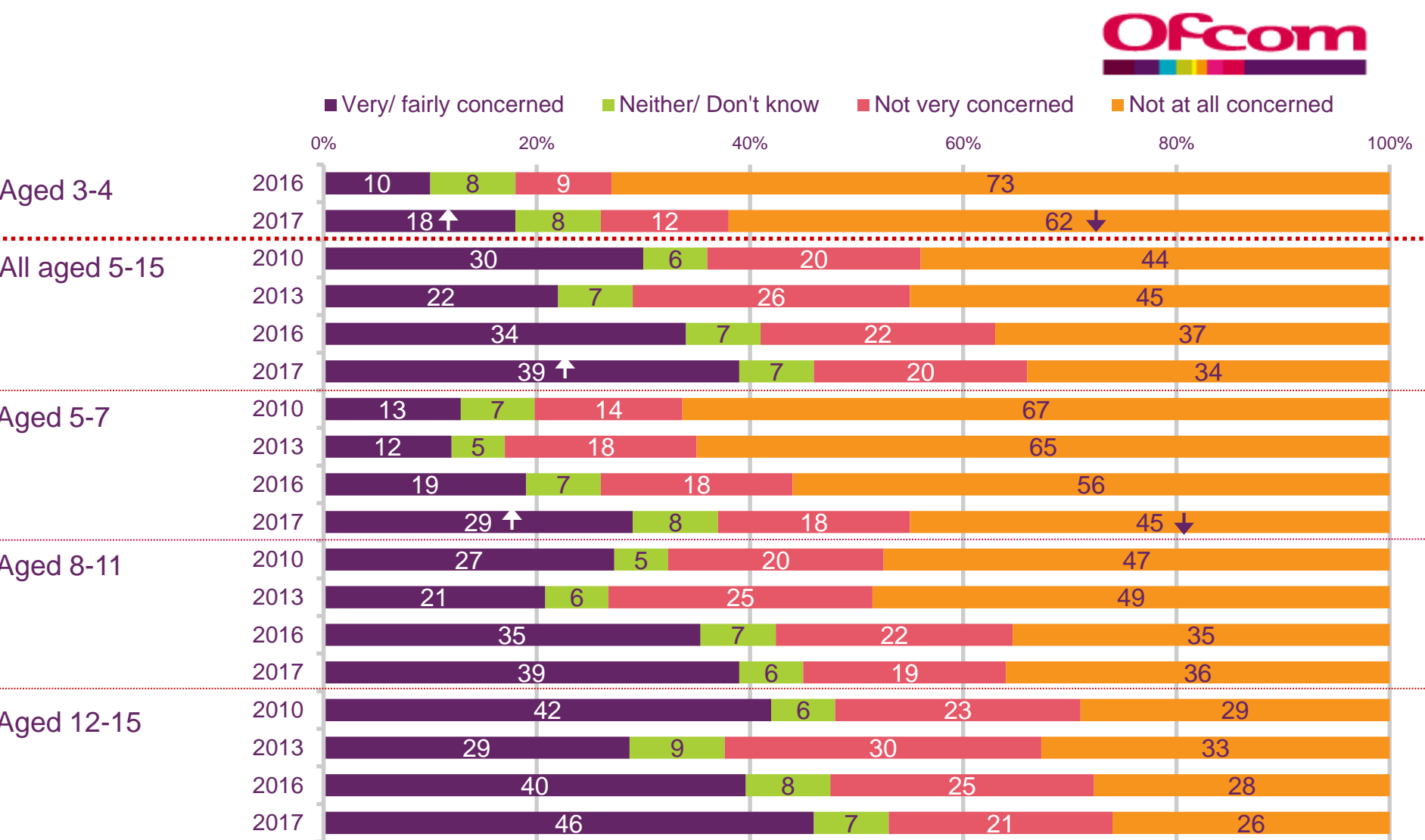
Figure 127: Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2016, 2017

Legend: Very/ fairly concerned | Neither/ Don't know | Not very concerned | Not at all concerned

Aged 3-4
- 2016: 15 | 6 | 9 | 70
- 2017: 20 | 10 | 9 | 61 ↓

All aged 5-15
- 2016: 27 | 10 | 20 | 42
- 2017: 38 ↑ | 10 | 18 | 34 ↓

Aged 5-7
- 2016: 23 | 9 | 13 | 55
- 2017: 30 | 10 | 14 | 45 ↓

Aged 8-11
- 2016: 29 | 9 | 19 | 42
- 2017: 37 ↑ | 10 | 19 | 34 ↓

Aged 12-15
- 2016: 28 | 12 | 25 | 35
- 2017: 44 ↑ | 11 | 19 ↓ | 26 ↓

QP51G - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Seeing content which encourages them to hurt or harm themselves
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 128: Parents' concerns about their child damaging their reputation, by age: 2016, 2017

QP51F - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Damaging their reputation either now or in the future
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017
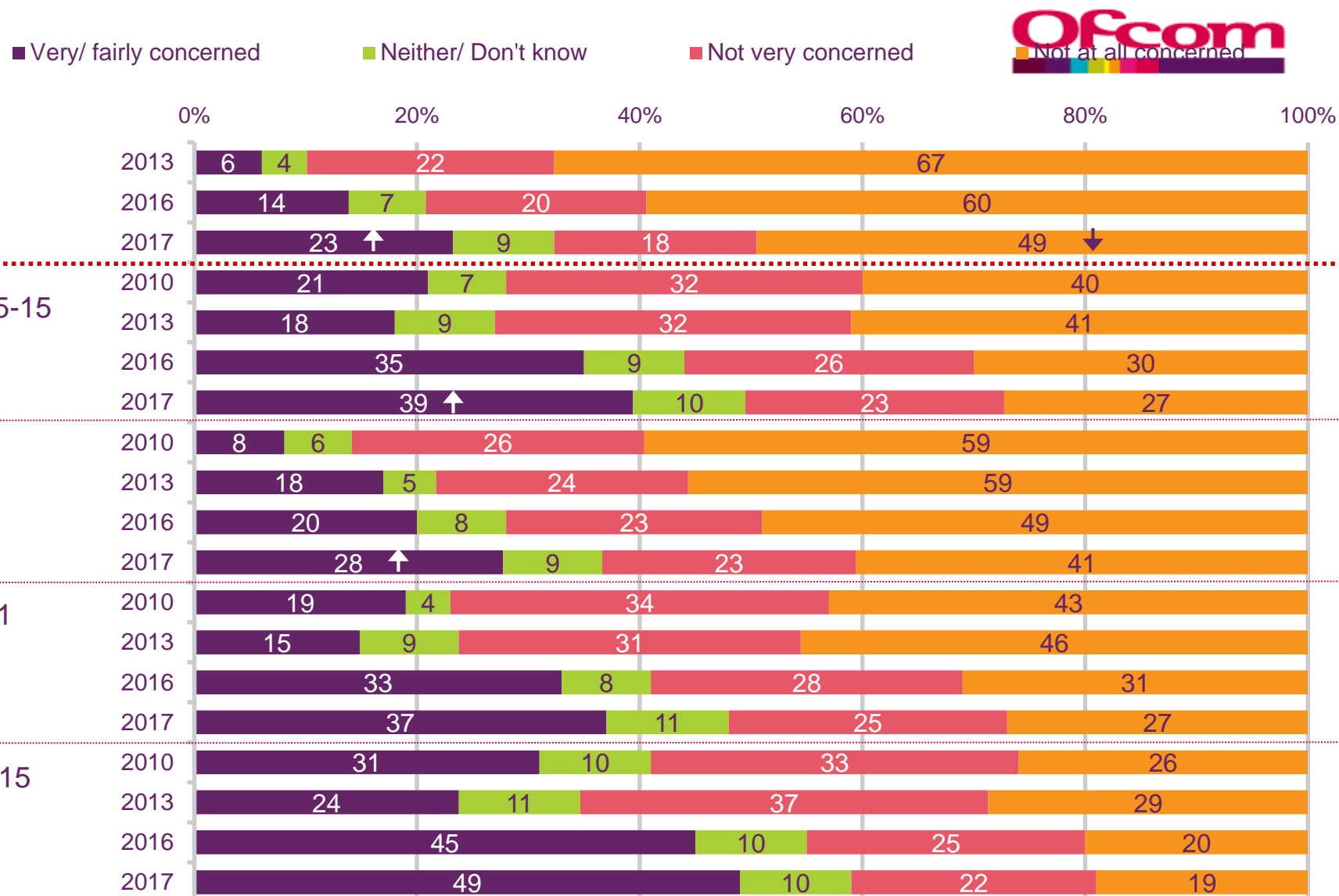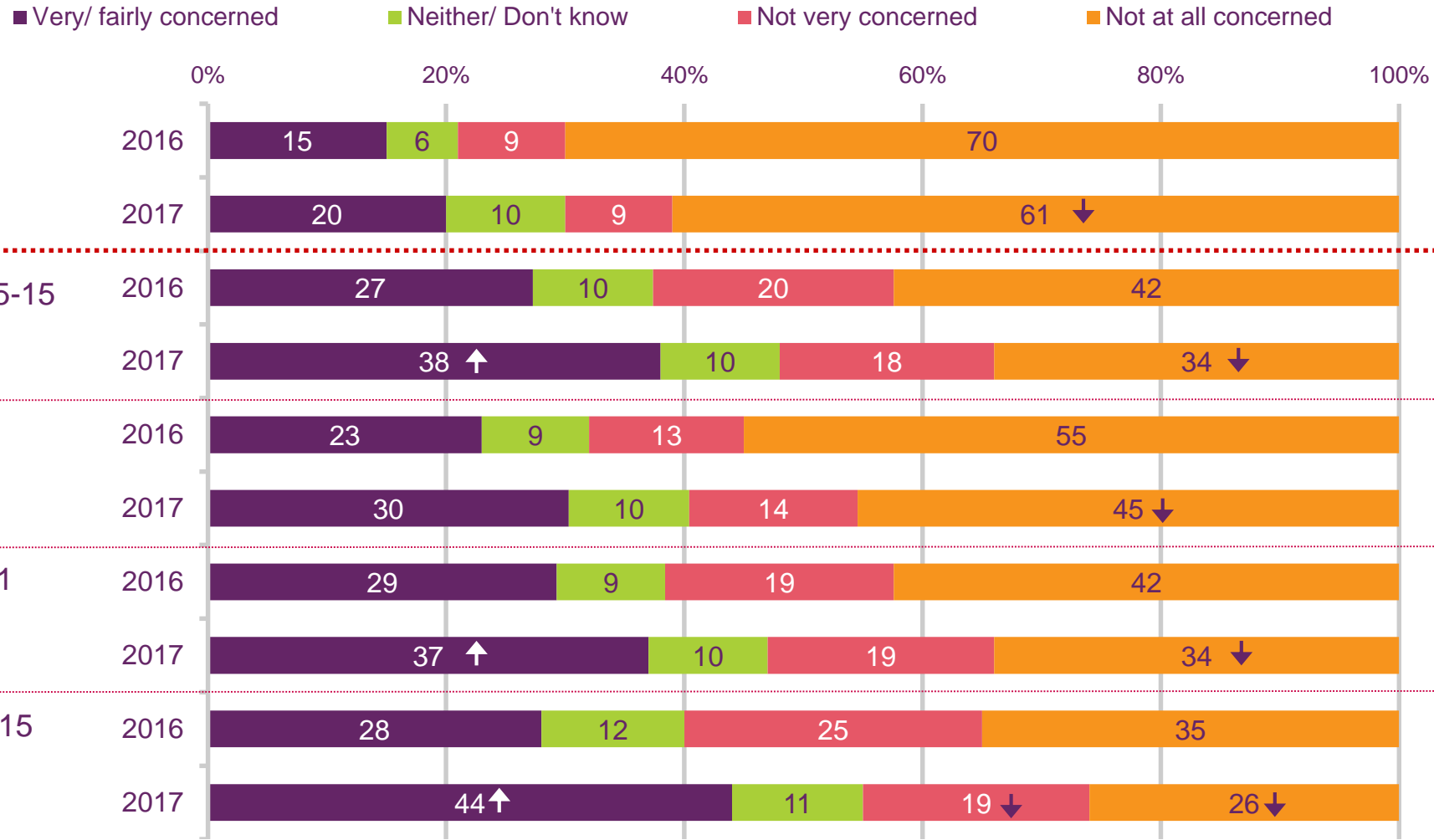
Figure 129: Parental concerns about online content, among those whose child goes online at home (2010, 2013) or elsewhere (2016, 2017), by age

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2013: 6 | 7 | 22 | 64
- 2016: 14 | 7 | 18 | 60
- 2017: 23 ↑ | 11 | 12 ↓ | 54

All aged 5-15
- 2010: 26 | 8 | 30 | 35
- 2013: 16 | 8 | 39 | 37
- 2016: 30 | 12 | 24 | 33
- 2017: 35 ↑ | 11 | 23 | 30

Aged 5-7
- 2010: 15 | 8 | 22 | 56
- 2013: 8 | 6 | 32 | 54
- 2016: 21 | 11 | 19 | 49
- 2017: 30 ↑ | 10 | 20 | 40 ↓

Aged 8-11
- 2010: 27 | 6 | 33 | 35
- 2013: 18 | 7 | 38 | 37
- 2016: 32 | 11 | 24 | 33
- 2017: 33 | 11 | 24 | 31

Aged 12-15
- 2010: 33 | 11 | 31 | 25
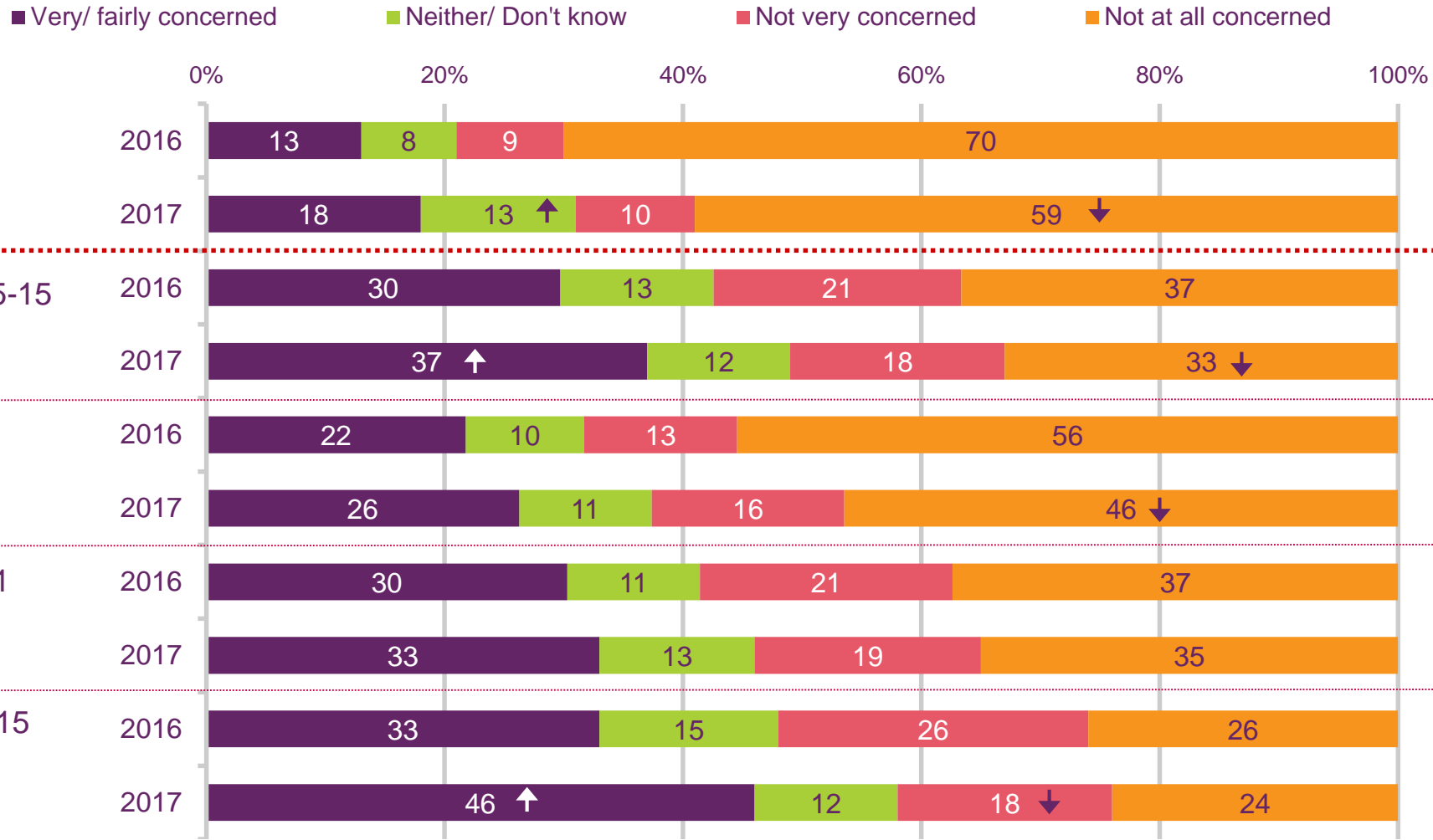- 2013: 20 | 11 | 42 | 28
- 2016: 34 | 14 | 27 | 25
- 2017: 41 ↑ | 12 | 24 | 24

QP51A – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The content on the websites or apps* that they visit (prompted responses, single coded) . Apps was added in 2015
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

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Figure 130: Parents' concerns about their child being under pressure to spend money online, by age: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2016: 13, 7, 14, 66
- 2017: 21 ↑, 10, 9, 59

All aged 5-15
- 2016: 33, 11, 18, 38
- 2017: 35, 12, 19, 34 ↓

Aged 5-7
- 2016: 25, 9, 16, 51
- 2017: 26, 10, 19, 46

Aged 8-11
- 2016: 35, 10, 18, 36
- 2017: 35, 12, 19, 33

Aged 12-15
- 2016: 35, 13, 20, 33
- 2017: 39, 13, 20, 28
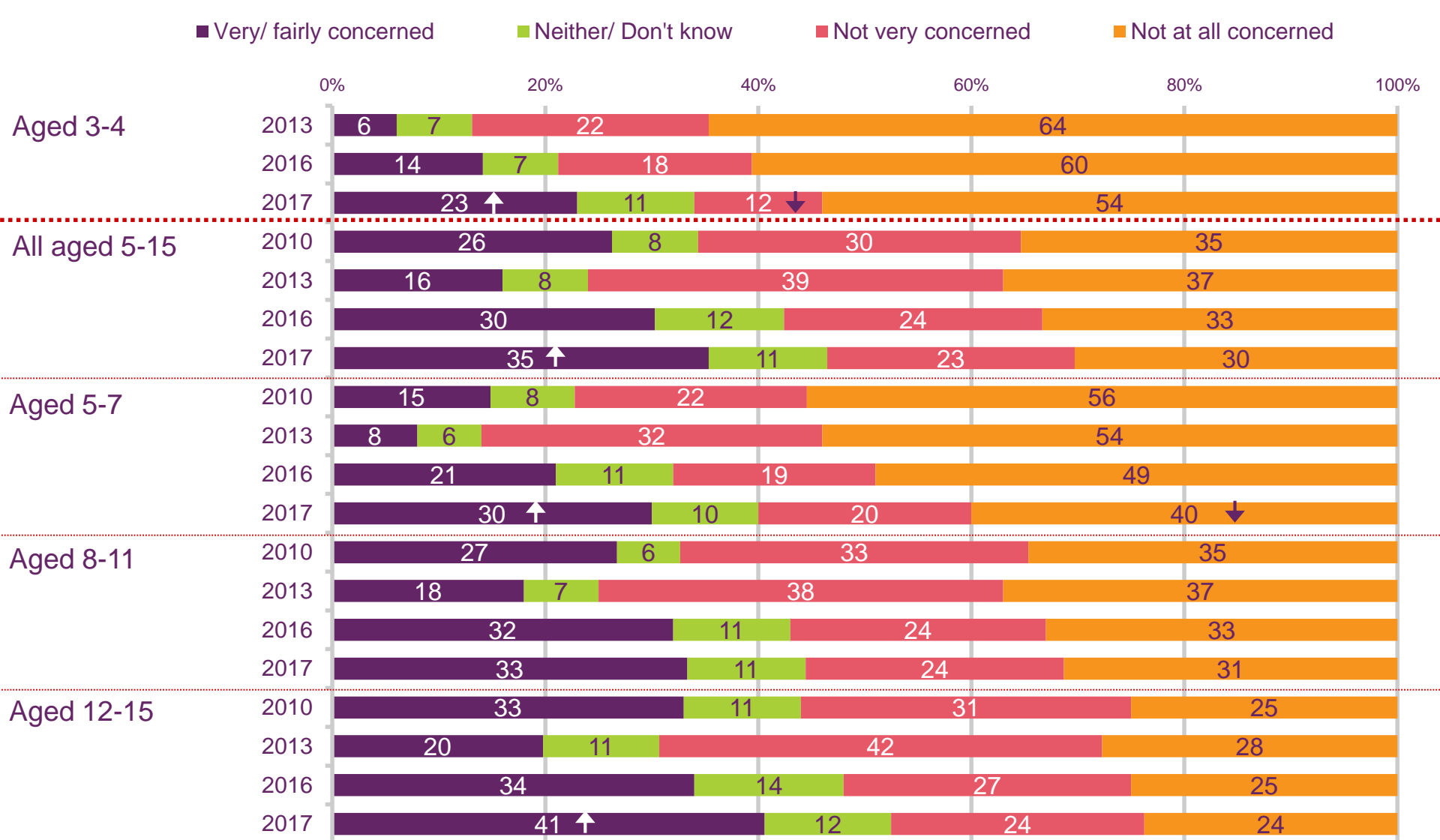
QP51H - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The pressure on them to spend money online
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017

Figure 131: Parents' concerns about the possibility of their child being radicalised online: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- **2016:** Very/fairly concerned 8, Neither/Don't know 8, Not very concerned 9, Not at all concerned 75
- **2017:** Very/fairly concerned 16 ↑, Neither/Don't know 12, Not very concerned 10, Not at all concerned 61 ↓

All aged 5-15
- **2016:** Very/fairly concerned 19, Neither/Don't know 9, Not very concerned 21, Not at all concerned 50
- **2017:** Very/fairly concerned 25 ↑, Neither/Don't know 10, Not very concerned 19, Not at all concerned 45 ↓

Aged 5-7
- **2016:** Very/fairly concerned 13, Neither/Don't know 8, Not very concerned 18, Not at all concerned 61
- **2017:** Very/fairly concerned 22 ↑, Neither/Don't know 10, Not very concerned 14, Not at all concerned 54

Aged 8-11
- **2016:** Very/fairly concerned 21, Neither/Don't know 8, Not very concerned 22, Not at all concerned 49
- **2017:** Very/fairly concerned 23, Neither/Don't know 9, Not very concerned 19, Not at all concerned 49

Aged 12-15
- **2016:** Very/fairly concerned 19, Neither/Don't know 12, Not very concerned 21, Not at all concerned 47
- **2017:** Very/fairly concerned 30 ↑, Neither/Don't know 11, Not very concerned 23, Not at all concerned 37 ↓

QP51J - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The possibility of my child being radicalised e.g. influenced by extreme views online whether political, social or religious.
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017
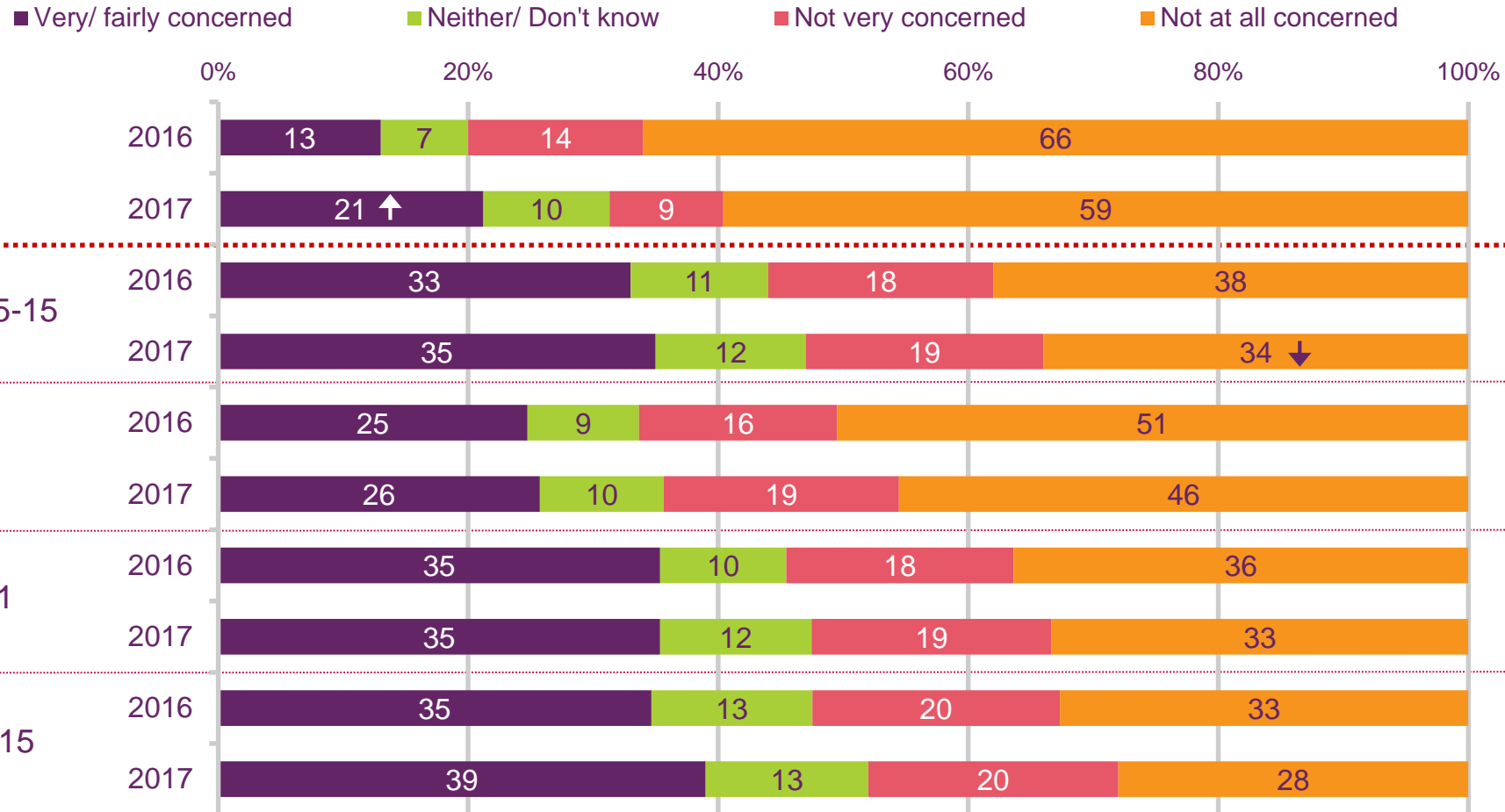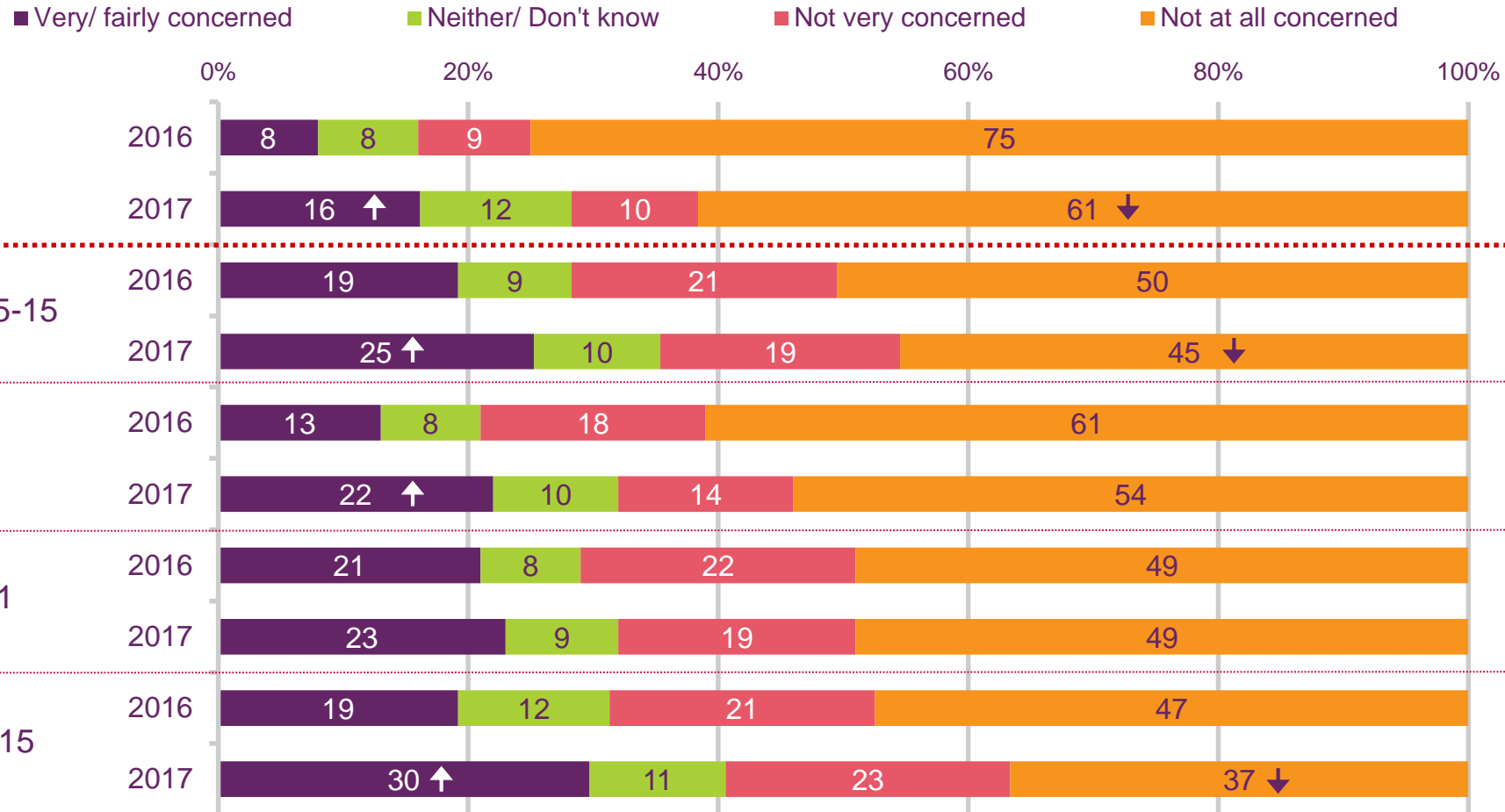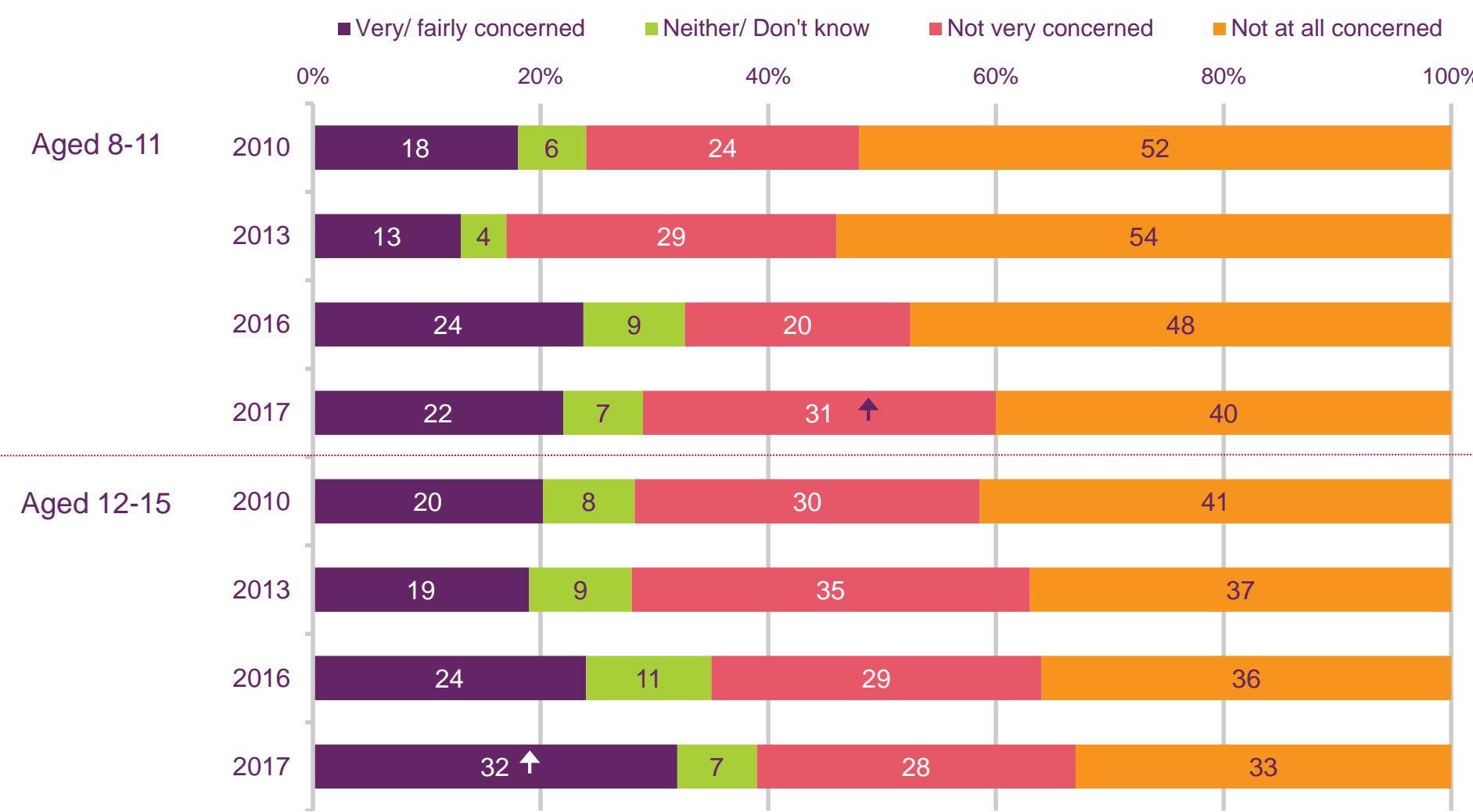
Figure 132: Parents' concerns about whom their child is in contact with via their mobile, by age: 2010, 2013, 2016 and 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 8-11

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	18	6	24	52
2013	13	4	29	54
2016	24	9	20	48
2017	22	7	31 ↑	40

Aged 12-15

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	20	8	30	41
2013	19	9	35	37
2016	24	11	29	36
2017	32 ↑	7	28	33

QP60B – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Who they are in contact with using their mobile phone. (prompted responses, single coded)
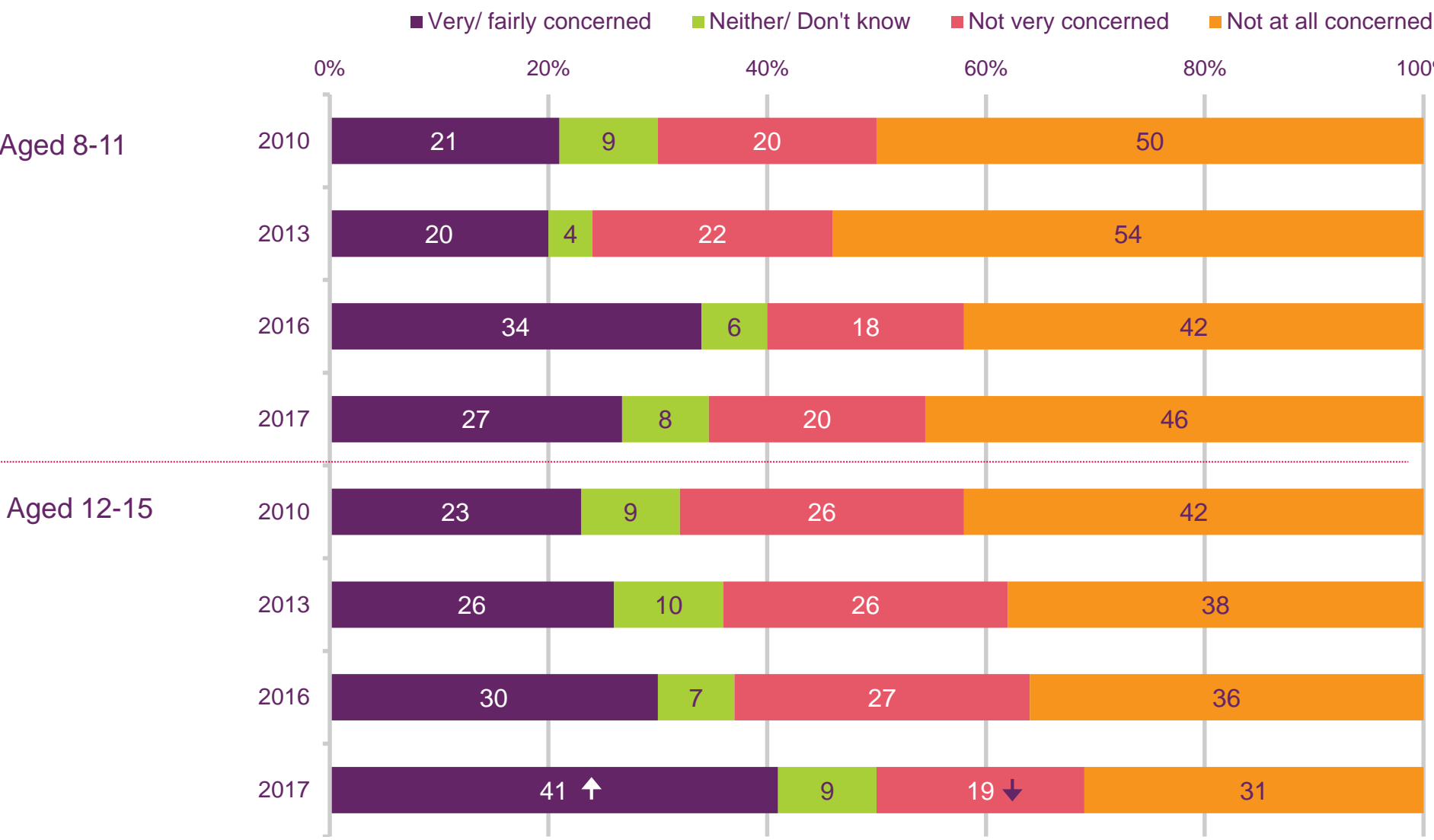Base: Parents of children whose child has their own mobile phone (199 aged 8-11, 407 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 133: Parents' concerns about how much time their child spends using the phone, by age: 2010, 2013, 2016 and 2017
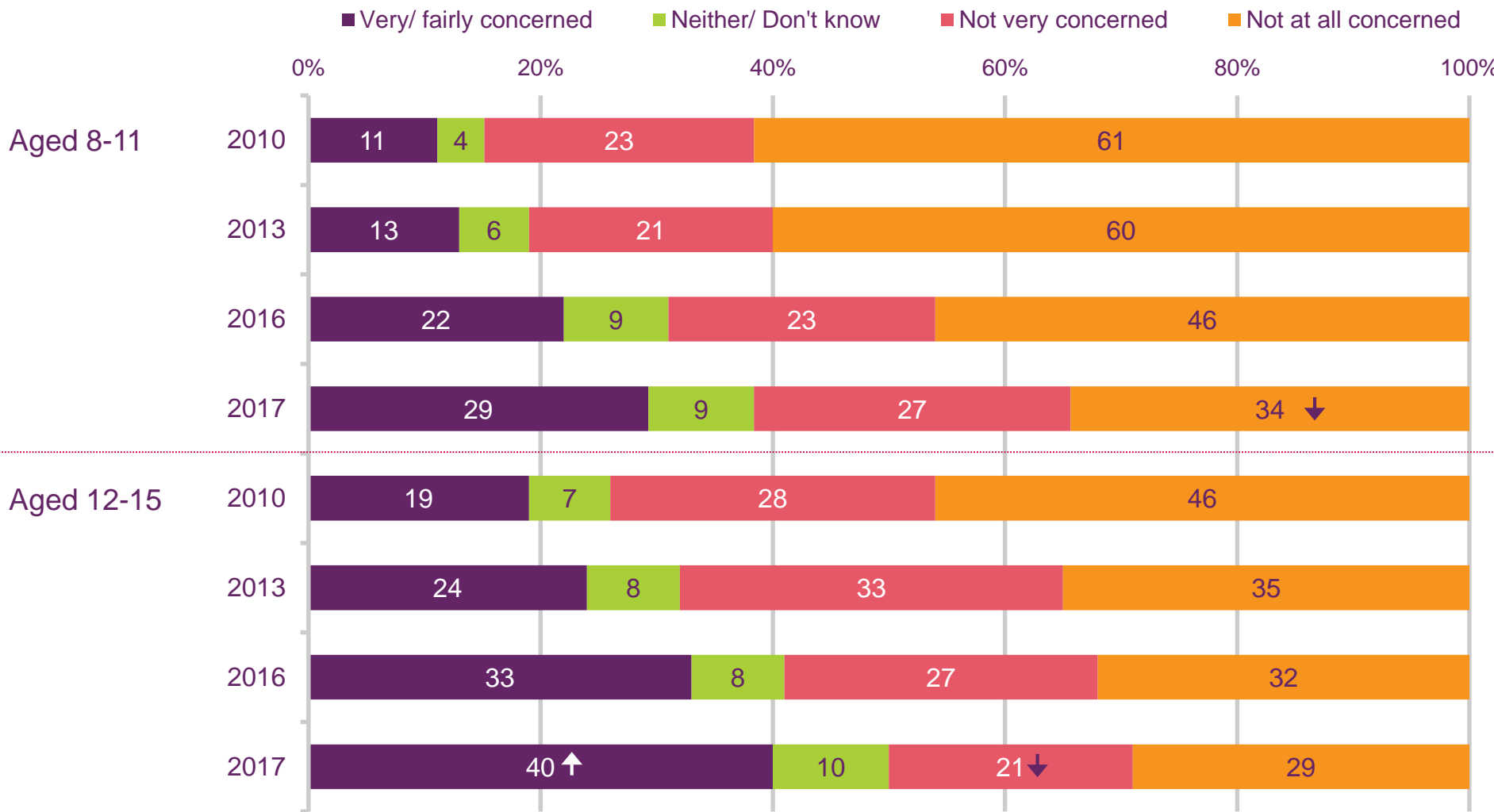
Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 8-11

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	11	4	23	61
2013	13	6	21	60
2016	22	9	23	46
2017	29	9	27	34 ↓

Aged 12-15

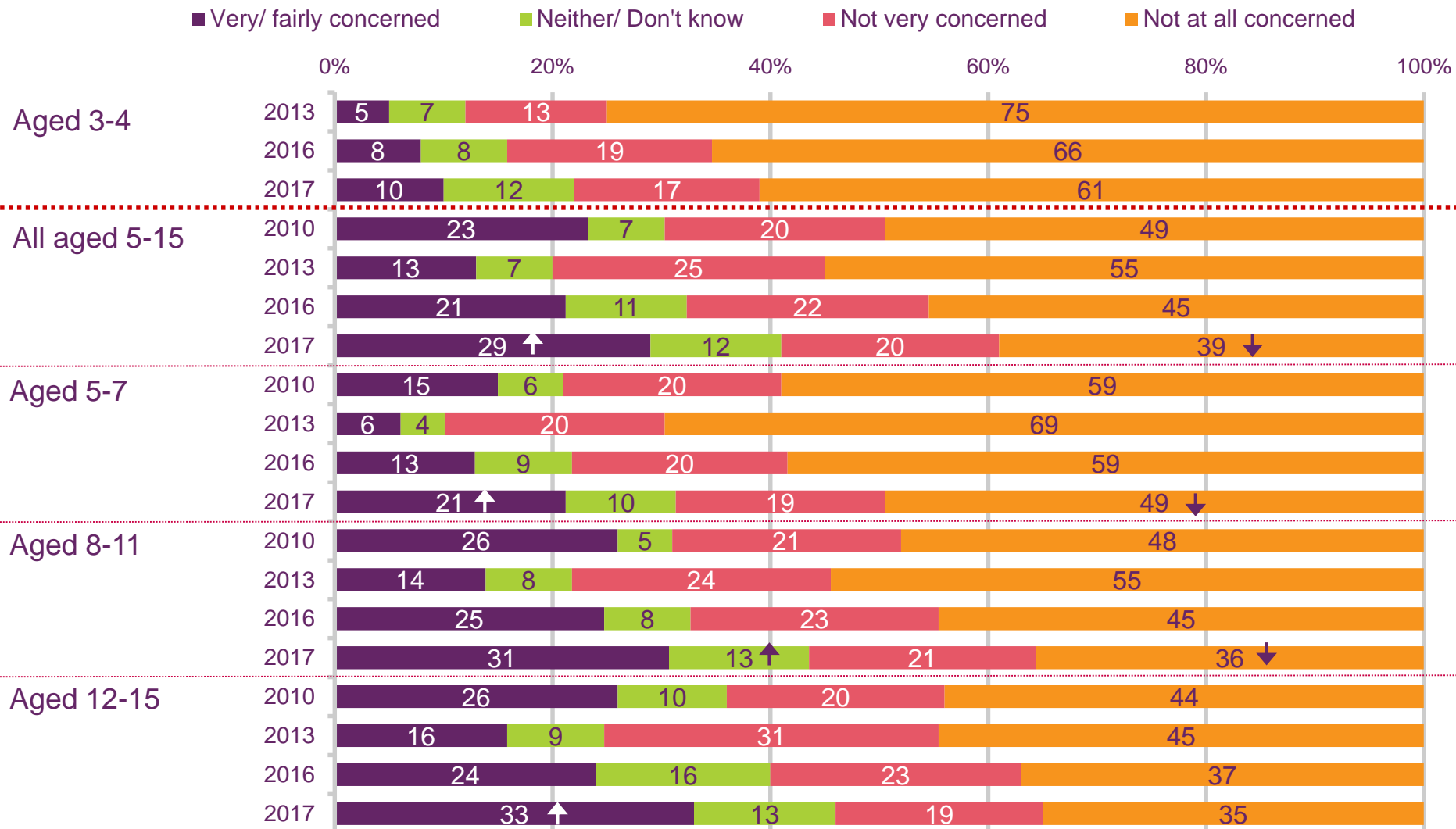| Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	19	7	28	46
2013	24	8	33	35
2016	33	8	27	32
2017	40 ↑	10	21 ↓	29

QP60A – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use – How much time they spend using the phone (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (199 aged 8-11, 407 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 134: Parents' concerns about their child being bullied via calls/ texts/ emails to the child's mobile phone by age: 2010, 2013, 2016 and 2017

Legend: ■ Very/ fairly concerned　■ Neither/ Don't know　■ Not very concerned　■ Not at all concerned

Aged 8-11

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	21	9	20	50
2013	20	4	22	54
2016	34	6	18	42
2017	27	8	20	46

Aged 12-15

Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
2010	23	9	26	42
2013	26	10	26	38
2016	30	7	27	36
2017	41 ↑	9	19 ↓	31

QP60D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/- Being bullied via calls/ texts/ emails/ messages to their mobile phone (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (199 aged 8-11, 407 aged 12-15). Significance testing shows any change between 2016 and 2017.
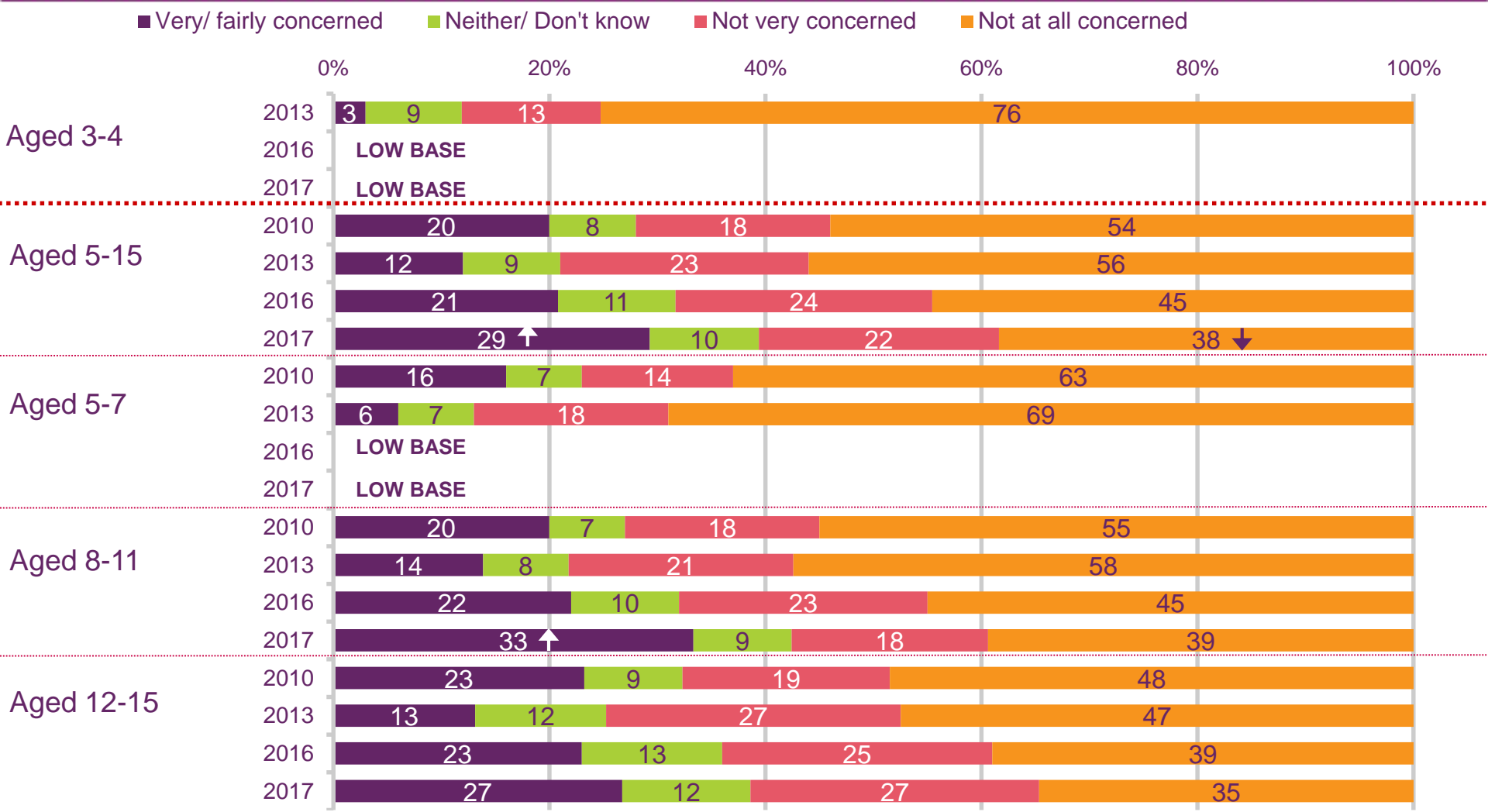
Figure 135: Parents' concerns about gaming content among those whose child plays games at home (2010, 2013) at home or elsewhere (2016, 2017), by age

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Age	Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Aged 3-4	2013	5	7	13	75
	2016	8	8	19	66
	2017	10	12	17	61
All aged 5-15	2010	23	7	20	49
	2013	13	7	25	55
	2016	21	11	22	45
	2017	29 ↑	12	20	39 ↓
Aged 5-7	2010	15	6	20	59
	2013	6	4	20	69
	2016	13	9	20	59
	2017	21 ↑	10	19	49 ↓
Aged 8-11	2010	26	5	21	48
	2013	14	8	24	55
	2016	25	8	23	45
	2017	31	13 ↑	21	36 ↓
Aged 12-15	2010	26	10	20	44
	2013	16	9	31	45
	2016	24	16	23	37
	2017	33 ↑	13	19	35

QP74A – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- The content of the games they are playing (prompted responses, single coded)

Base: Parents whose child ever plays games (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 136: Parents concerns about whom their child is gaming with through the games player, among those whose child plays games online at home (2010, 2013) at home or elsewhere (2016, 2017), by age

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2013: Very/fairly concerned 3, Neither/Don't know 9, Not very concerned 13, Not at all concerned 76
- 2016: LOW BASE
- 2017: LOW BASE

Aged 5-15
- 2010: 20, 8, 18, 54
- 2013: 12, 9, 23, 56
- 2016: 21, 11, 24, 45
- 2017: 29 ↑, 10, 22, 38 ↓

Aged 5-7
- 2010: 16, 7, 14, 63
- 2013: 6, 7, 18, 69
- 2016: LOW BASE
- 2017: LOW BASE

Aged 8-11
- 2010: 20, 7, 18, 55
- 2013: 14, 8, 21, 58
- 2016: 22, 10, 23, 45
- 2017: 33 ↑, 9, 18, 39

Aged 12-15
- 2010: 23, 9, 19, 48
- 2013: 13, 12, 27, 47
- 2016: 23, 13, 25, 39
- 2017: 27, 12, 27, 35

QP74C– Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means – Who they are playing online games with (prompted responses, single coded) *Since 2014 this question was only asked of those parents who said their child played games online, in earlier years parents were allowed to state Not Applicable if their child does not play online games.
Base: Parents whose child ever plays games (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.
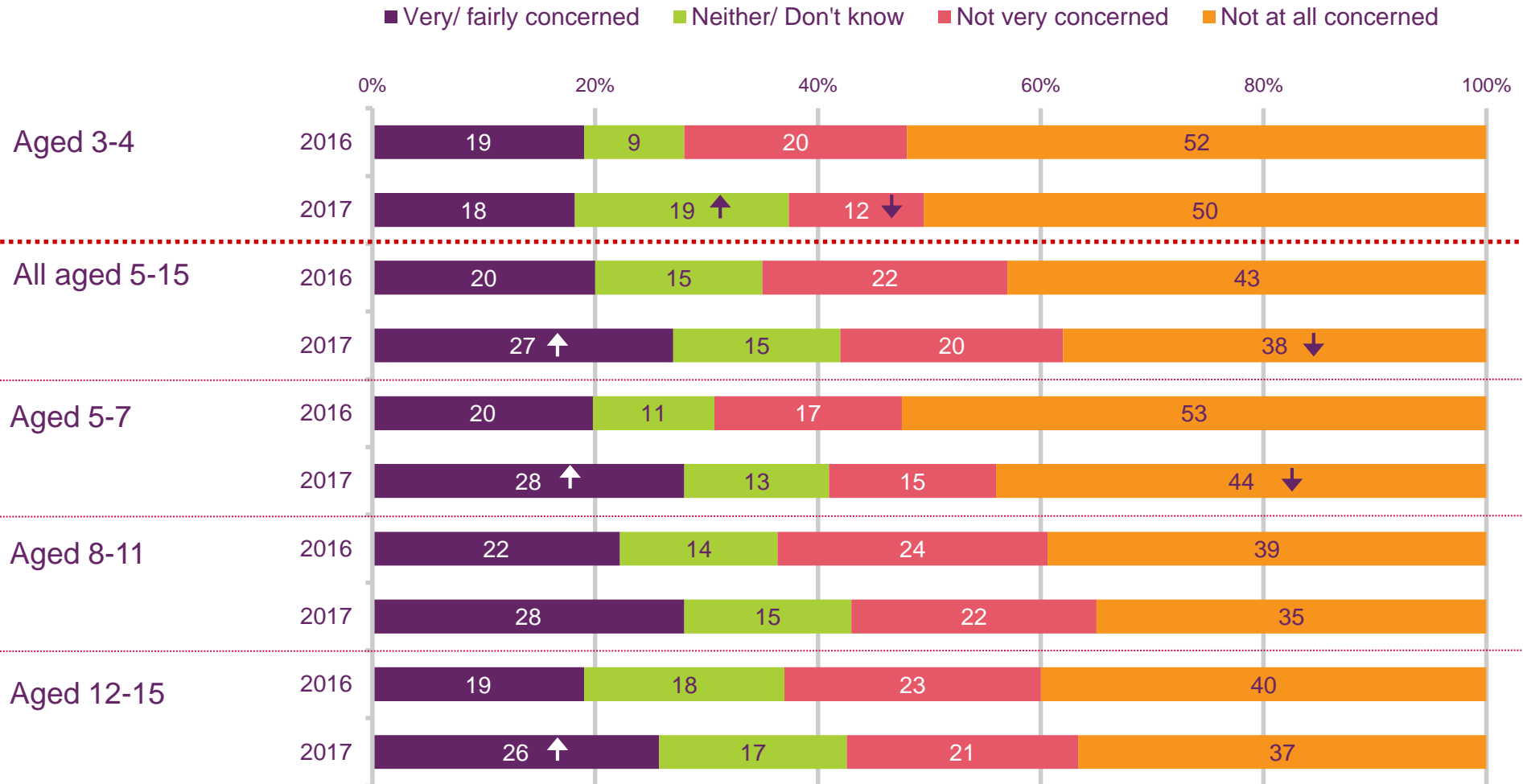
Figure 137: Parents' concerns about the possibility of the child being bullied by other players: 2016, 2017
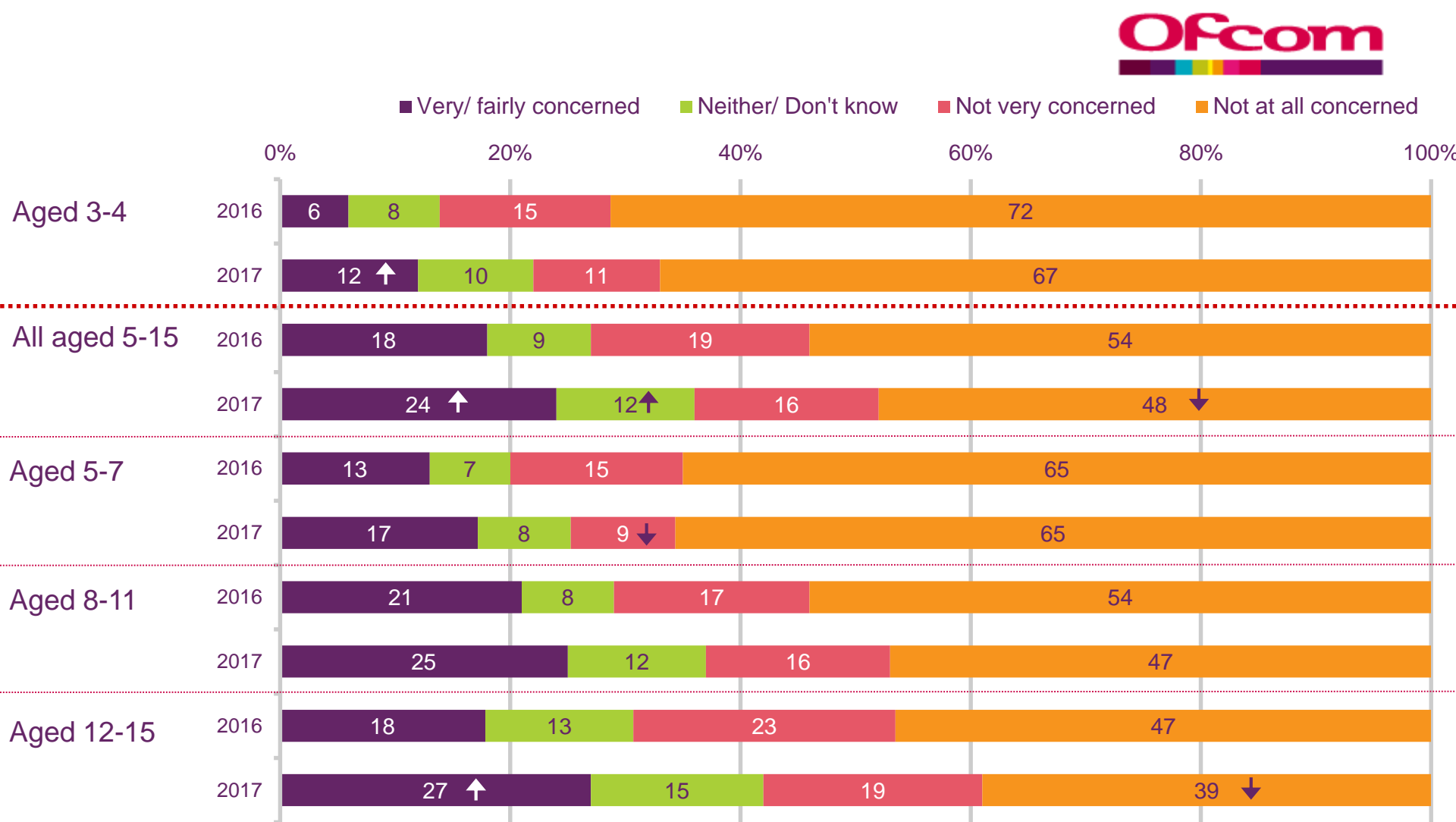
QP74E – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The possibility of them being bullied by other players (prompted responses, single coded)
Base: Parents whose child ever plays games (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.
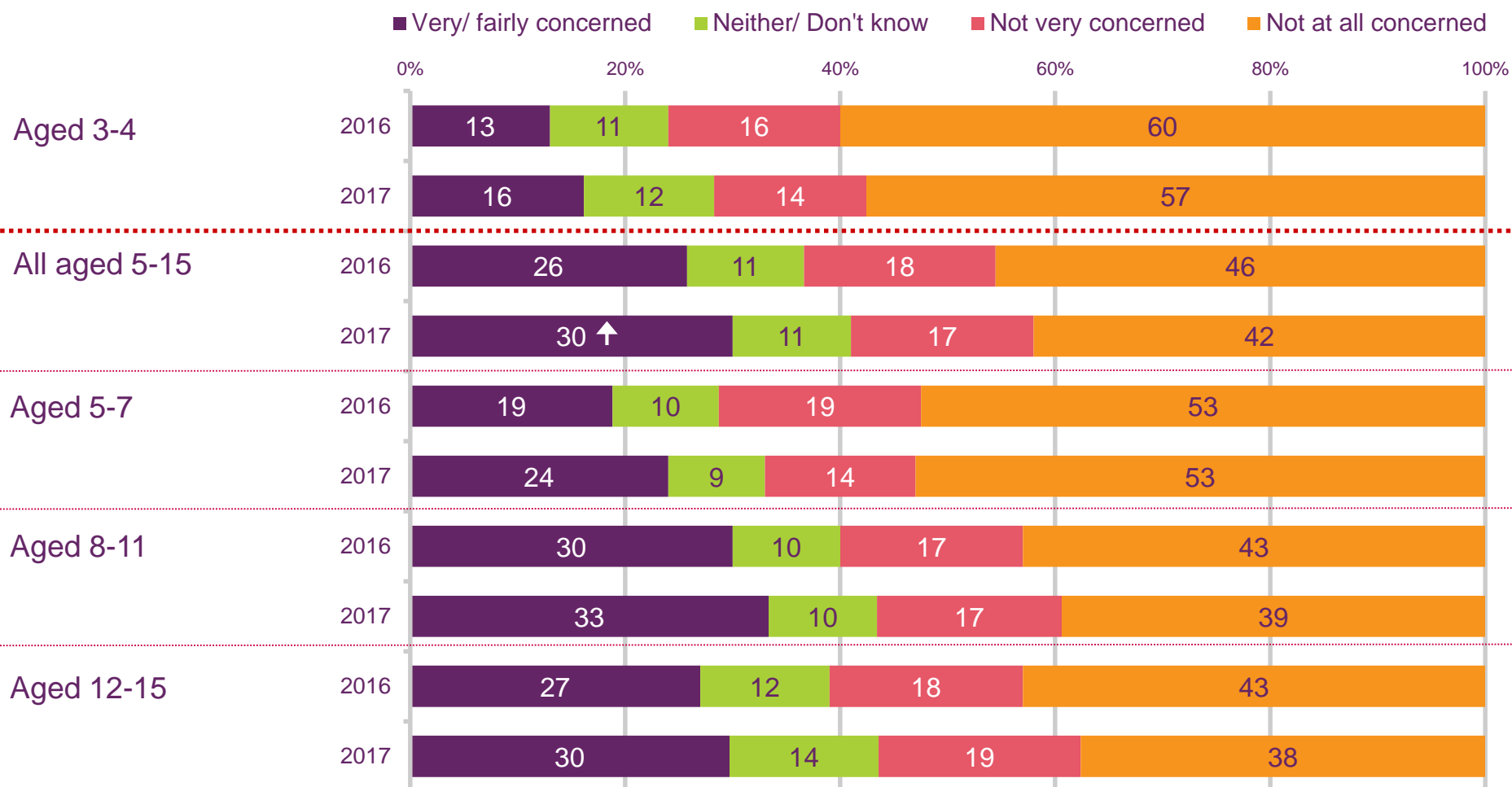
Figure 138: Parents' concerns about the amount of advertising in games, by age: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Aged 3-4
- 2016: 19 | 9 | 20 | 52
- 2017: 18 | 19 ↑ | 12 ↓ | 50

All aged 5-15
- 2016: 20 | 15 | 22 | 43
- 2017: 27 ↑ | 15 | 20 | 38 ↓

Aged 5-7
- 2016: 20 | 11 | 17 | 53
- 2017: 28 ↑ | 13 | 15 | 44 ↓

Aged 8-11
- 2016: 22 | 14 | 24 | 39
- 2017: 28 | 15 | 22 | 35

Aged 12-15
- 2016: 19 | 18 | 23 | 40
- 2017: 26 ↑ | 17 | 21 | 37

QP74F – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means – The amount of advertising in games (prompted responses, single coded)
Base: Parents whose child ever plays games (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.
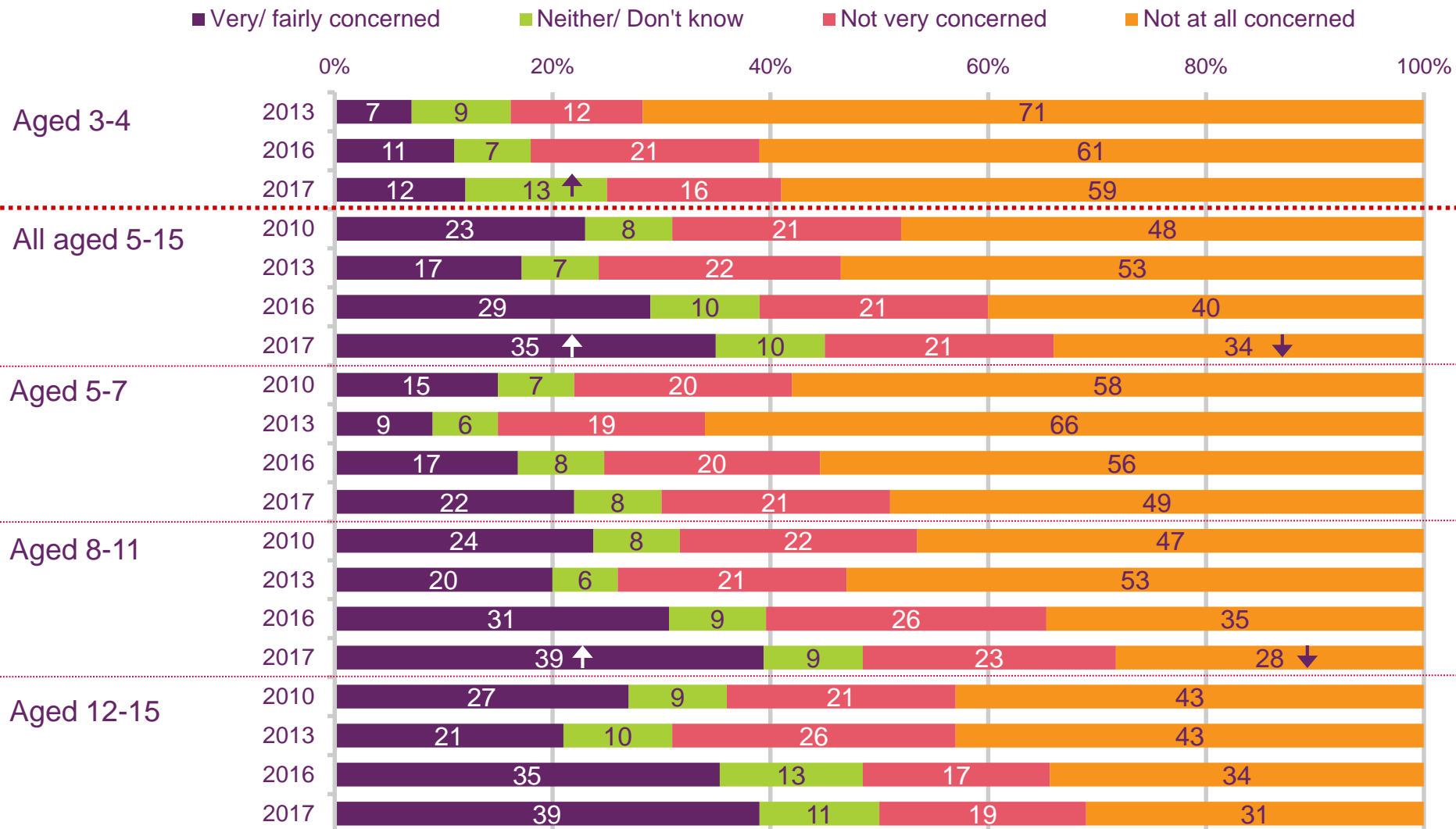
Figure 139: Parents' concerns about the pressure to make in-game purchases, by age: 2016, 2017

Legend: ■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Age group	Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Aged 3-4	2016	13	11	16	60
Aged 3-4	2017	16	12	14	57
All aged 5-15	2016	26	11	18	46
All aged 5-15	2017	30 ↑	11	17	42
Aged 5-7	2016	19	10	19	53
Aged 5-7	2017	24	9	14	53
Aged 8-11	2016	30	10	17	43
Aged 8-11	2017	33	10	17	39
Aged 12-15	2016	27	12	18	43
Aged 12-15	2017	30	14	19	38

QP74D – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The pressure to make in game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (prompted responses, single coded)
Base: Parents whose child ever plays games (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 140: Parents' concerns about time spent gaming among those whose child plays games at home (2010, 2013) at home or elsewhere (2016, 2017), by age

Legend:
- ■ Very/ fairly concerned
- ■ Neither/ Don't know
- ■ Not very concerned
- ■ Not at all concerned

| Age group	Year	Very/ fairly concerned	Neither/ Don't know	Not very concerned	Not at all concerned
Aged 3-4	2013	7	9	12	71
	2016	11	7	21	61
	2017	12	13 ↑	16	59
All aged 5-15	2010	23	8	21	48
	2013	17	7	22	53
	2016	29	10	21	40
	2017	35 ↑	10	21	34 ↓
Aged 5-7	2010	15	7	20	58
	2013	9	6	19	66
	2016	17	8	20	56
	2017	22	8	21	49
Aged 8-11	2010	24	8	22	47
	2013	20	6	21	53
	2016	31	9	26	35
	2017	39 ↑	9	23	28 ↓
Aged 12-15	2010	27	9	21	43
	2013	21	10	26	43
	2016	35	13	17	34
	2017	39	11	19	31

QP74B – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- How much time they spend playing games (prompted responses, single coded)
Base: Parents whose child ever plays games (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15). Significance testing shows any change between 2016 and 2017.

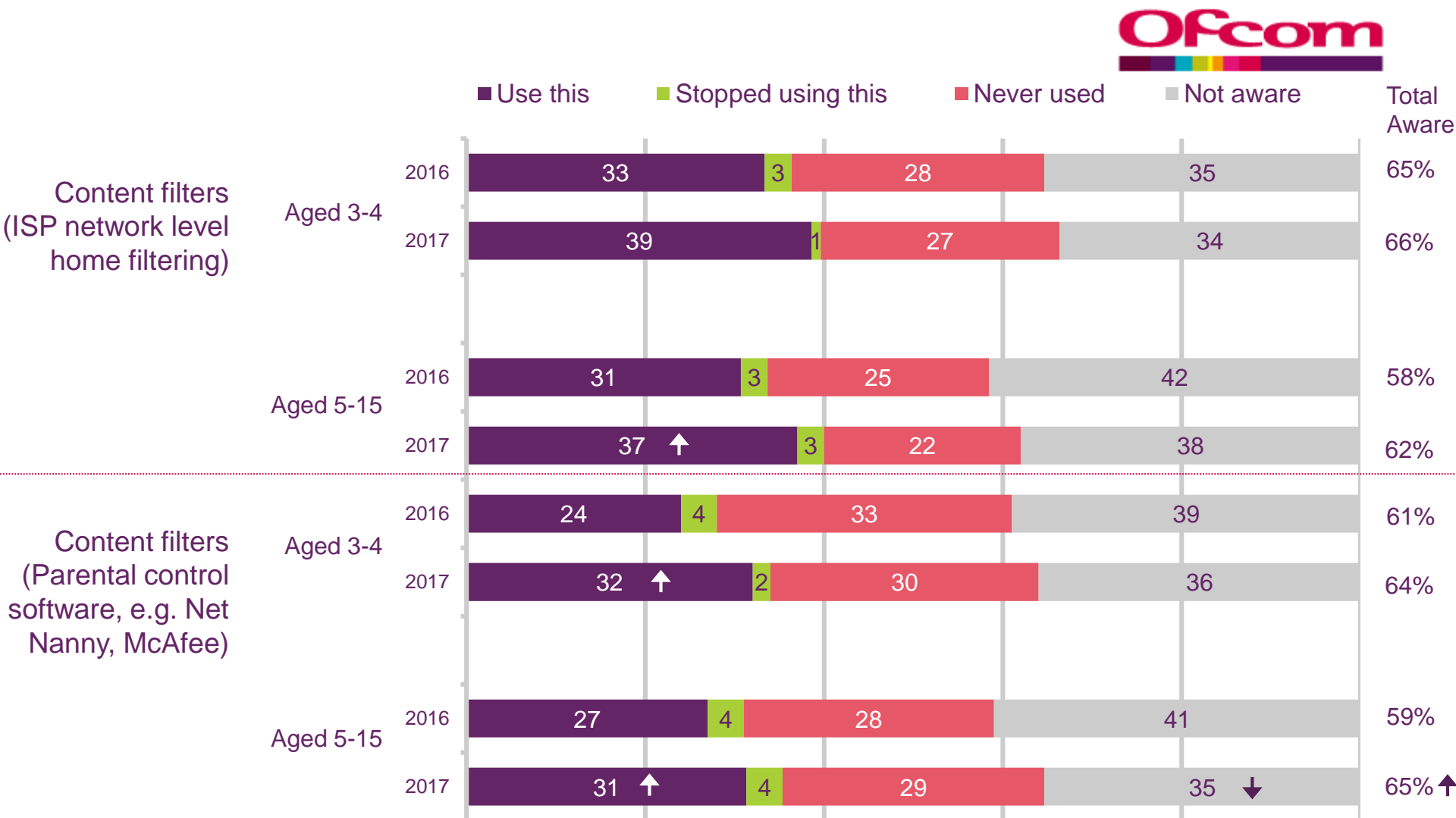# Children's and parents' media use and attitudes report 2017

Section 15 – Parental mediation

Figure 141: Combinations of online mediation strategies used by parents of 5-15s whose child goes online : 2017
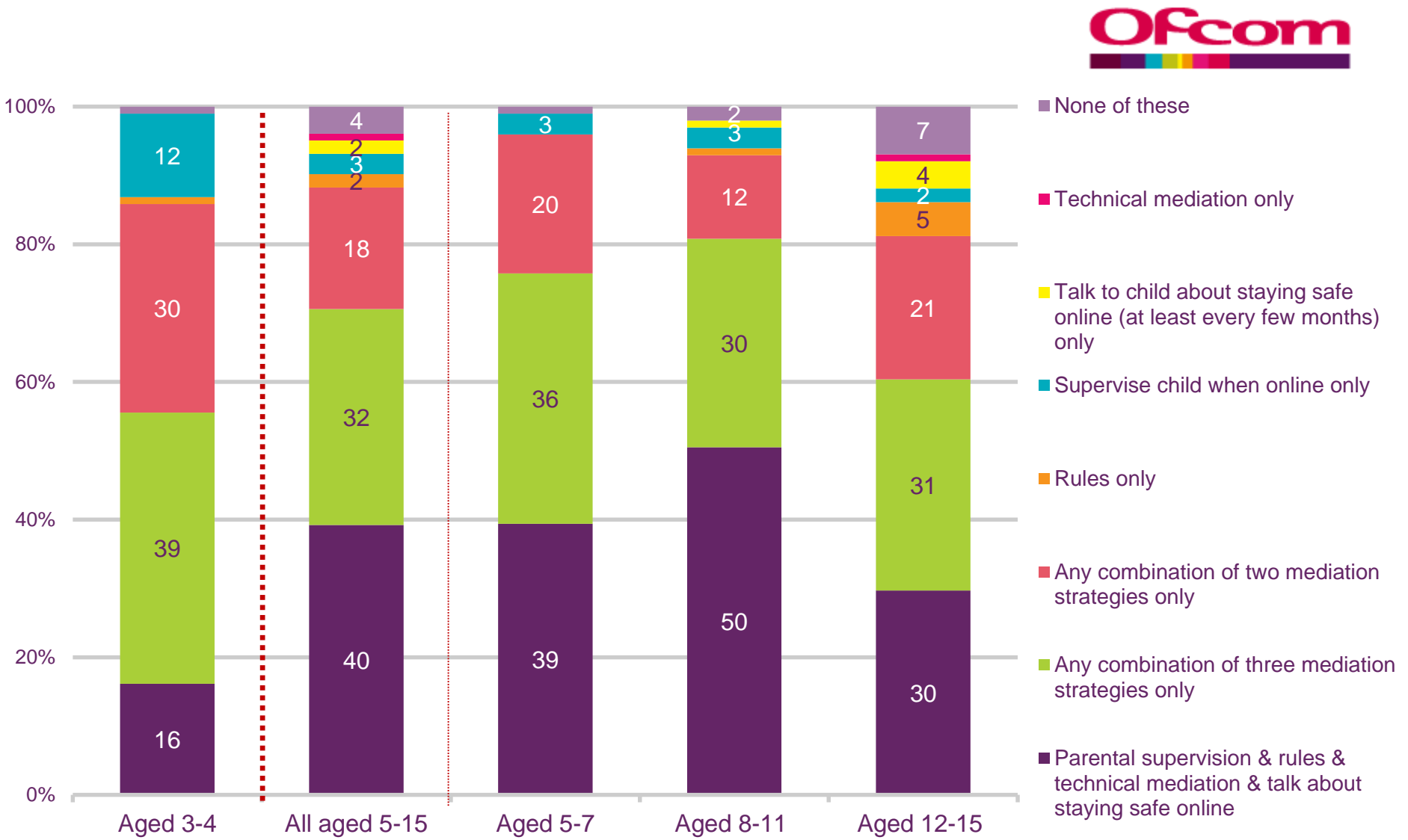
Derived from several questions
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15).

Figure 142: Parents of 3-4s and 5-15s who have home broadband and whose child goes online, use and awareness of content filters: 2016, 2017

Legend: ■ Use this ■ Stopped using this ■ Never used ■ Not aware

			Use this	Stopped using this	Never used	Not aware	Total Aware
Content filters (ISP network level home filtering)	Aged 3-4	2016	33	3	28	35	65%
		2017	39	1	27	34	66%
	Aged 5-15	2016	31	3	25	42	58%
		2017	37 ↑	3	22	38	62%
Content filters (Parental control software, e.g. Net Nanny, McAfee)	Aged 3-4	2016	24	4	33	39	61%
		2017	32 ↑	2	30	36	64%
	Aged 5-15	2016	27	4	28	41	59%
		2017	31 ↑	4	29	35 ↓	65% ↑

QP31A-B Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32A-B Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded)/ QP33A-B Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded). Base: Parents with a fixed broadband connection at home where the child goes online (311 parents of 3-4s, 1174 parents of 5-15s). Significance testing shows any change between 2016 and 2017.

Figure 143: Parents of 5-15s who use filters - usefulness of technical tools: 2016, 2017
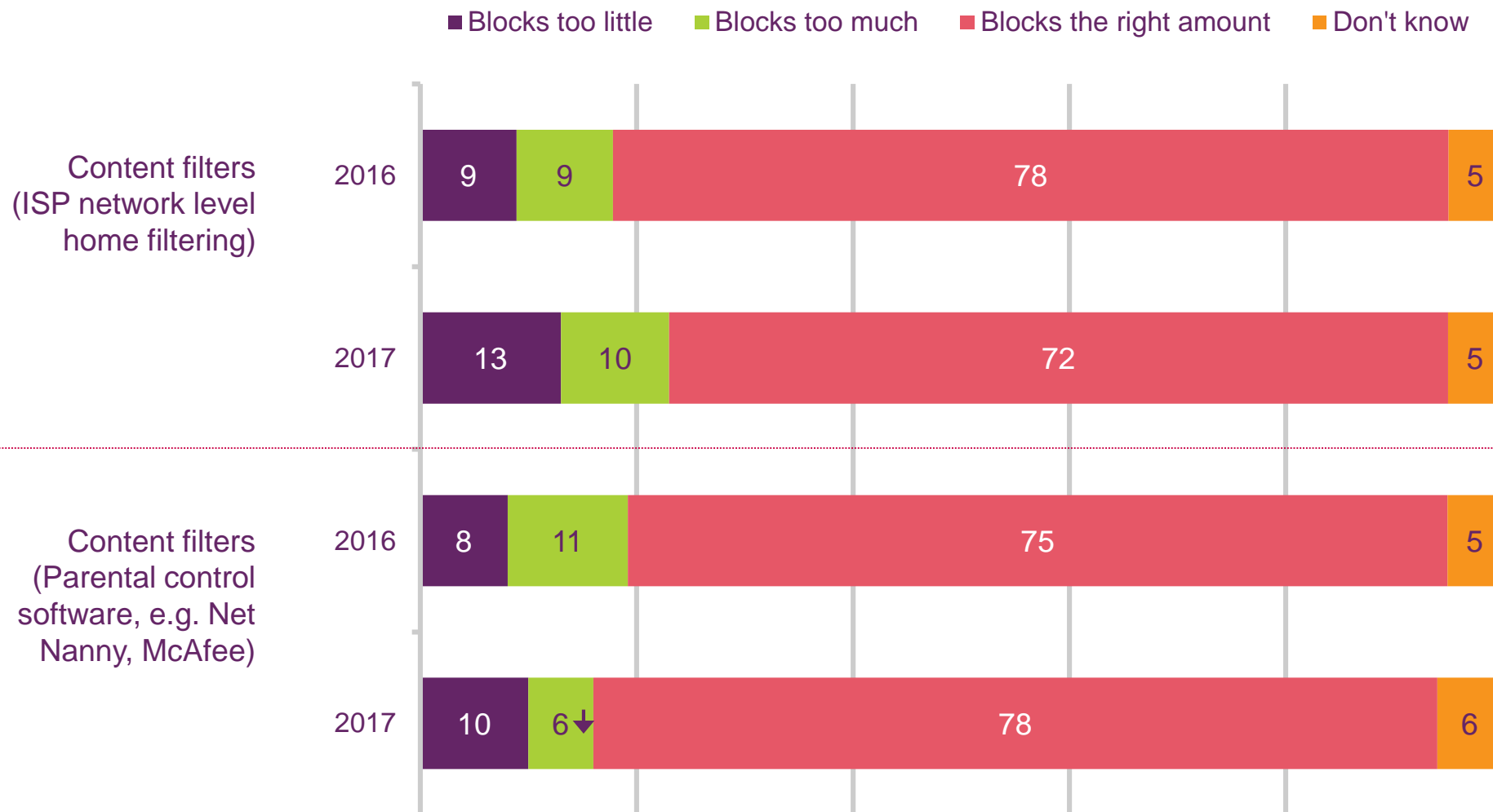

Legend: ■ Yes, useful   ■ No, not useful   ■ Don't know

Content filters (ISP network level home filtering)
- 2016: Yes, useful 95 | No, not useful 3 | Don't know 2
- 2017: Yes, useful 92 | No, not useful 3 | Don't know 4

Content filters (Parental control software, e.g. Net Nanny, McAfee)
- 2016: Yes, useful 92 | No, not useful 6 | Don't know 2
- 2017: Yes, useful 93 | No, not useful 3 | Don't know 3

QP34A-B Do you find this tool useful? (unprompted responses, single coded)
Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (Variable base).

Figure 144: Parents of 5-15s who use content filters - perception of technical tools blocking too much or too little: 2016, 2017

Legend: Blocks too little · Blocks too much · Blocks the right amount · Don't know

Content filters (ISP network level home filtering)
- 2016: 9 | 9 | 78 | 5
- 2017: 13 | 10 | 72 | 5

Content filters (Parental control software, e.g. Net Nanny, McAfee)
- 2016: 8 | 11 | 75 | 5
- 2017: 10 | 6↓ | 78 | 6

QP35A-B Do you think they block too much content or too little content? (unprompted responses, single coded)
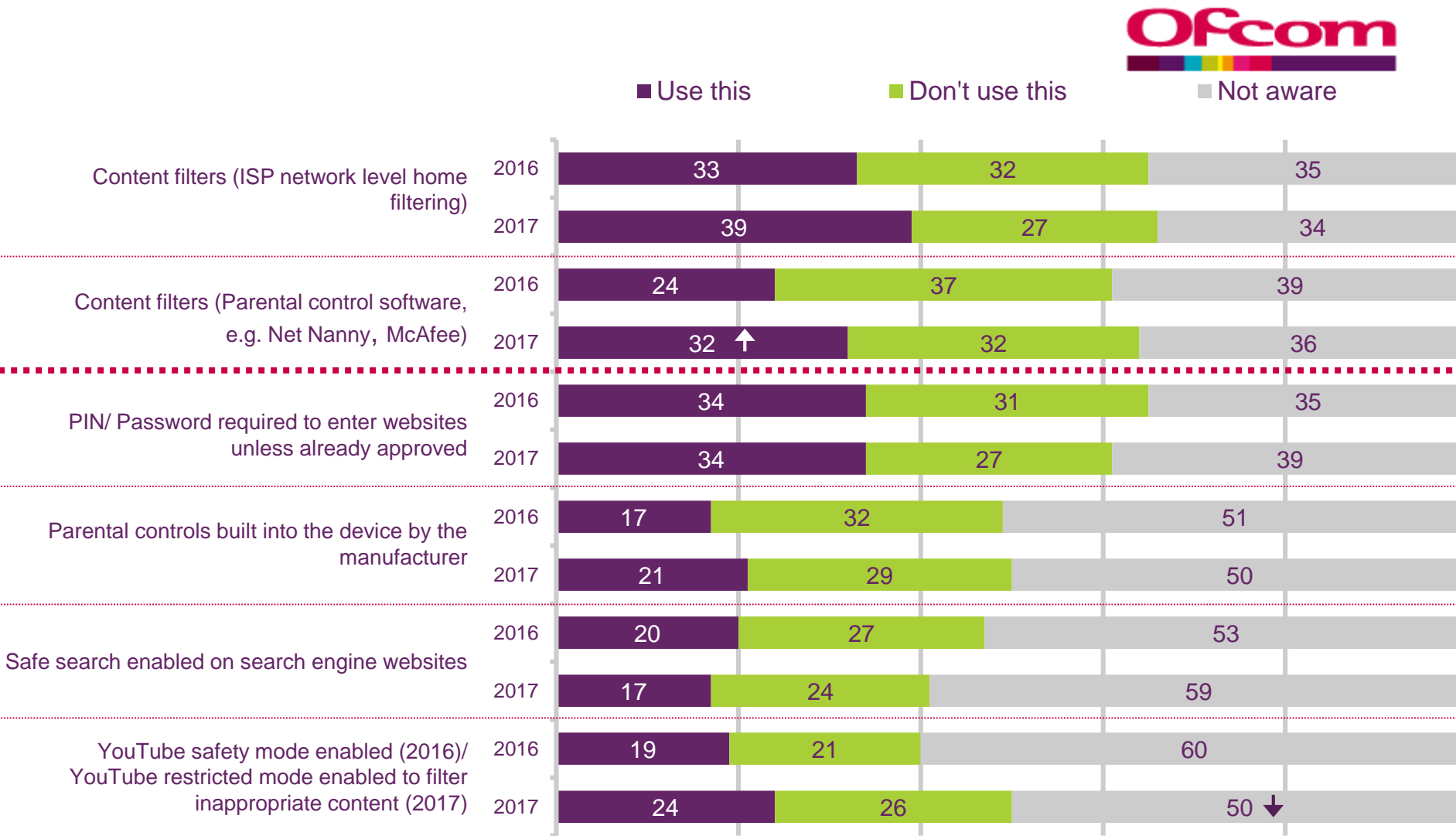Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (Variable base). Significance testing shows any change between 2016 and 2017

Figure 145: Parents of 5-15s who use content filters, perception of child's ability to bypass technical tools: 2016, 2017
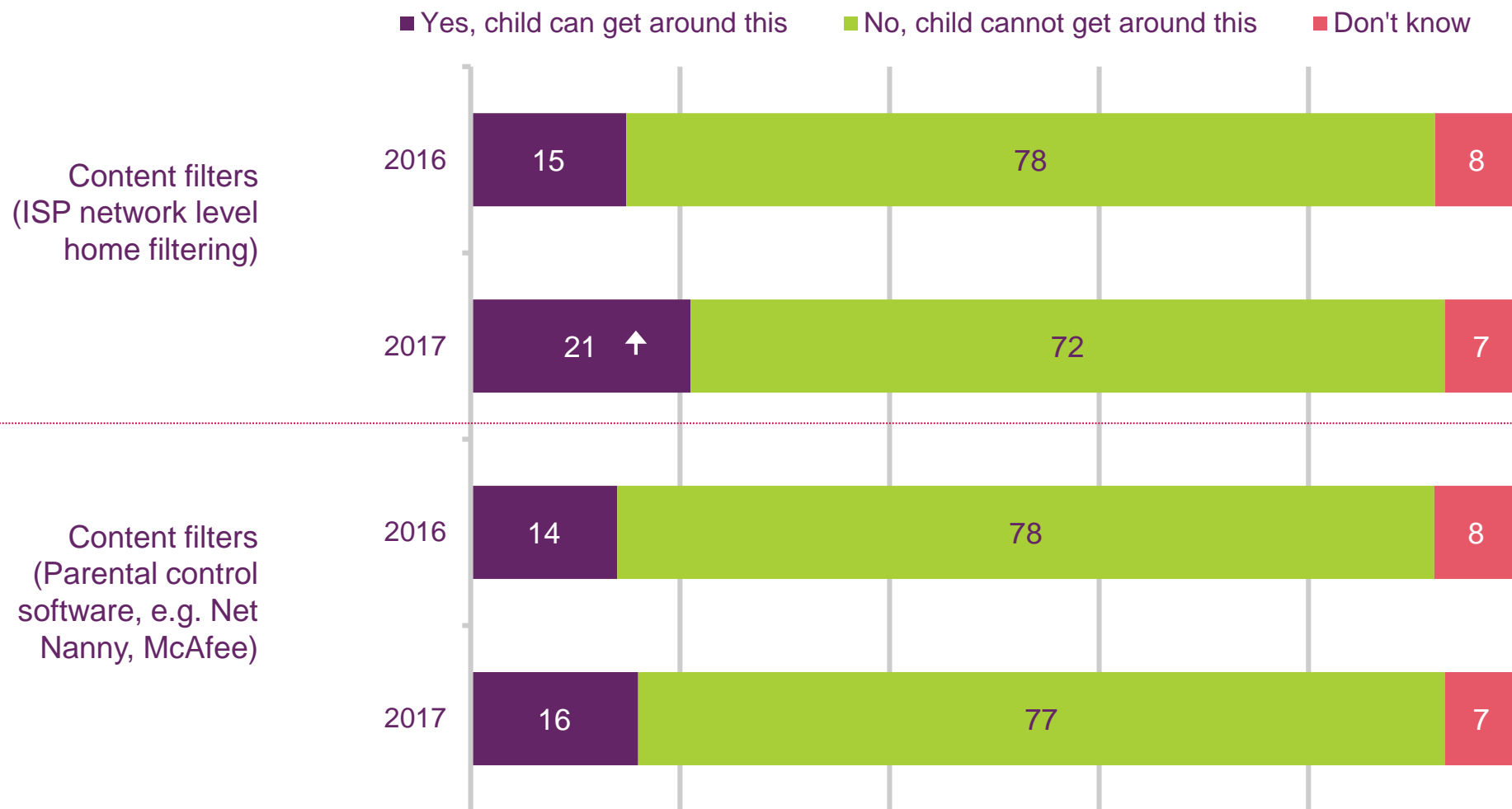
Legend: ■ Yes, child can get around this ■ No, child cannot get around this ■ Don't know

Content filters (ISP network level home filtering)
- 2016: Yes 15, No 78, Don't know 8
- 2017: Yes 21 ↑, No 72, Don't know 7

Content filters (Parental control software, e.g. Net Nanny, McAfee)
- 2016: Yes 14, No 78, Don't know 8
- 2017: Yes 16, No 77, Don't know 7

Figure 146: Parents of 5-15s with a home broadband connection whose child goes online and who are aware of but do not use home network filters – reasons for *not* using them: 2017

Reason	%
Trust my child to be sensible/ responsible	50%
Prefer to use other ways like talking to my child/ supervising them/ using rules	48%
Child is always supervised/ always an adult present	24%
Child learns how to be safe online at school	17%
Don't know how to do this/ too complicated or time consuming to install or administer	6%
They block too much/ get in the way	6%
Wouldn't work/ they'd find a way around any controls	4%
They don't block enough	3%
Other reasons	5%
Don't know	7%

QP42A Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (prompted response, multi-coded)
Base: Parents of children aged 5-15 with a broadband internet connection at home (whose child goes online) who are aware of but do not use home network filters (297).
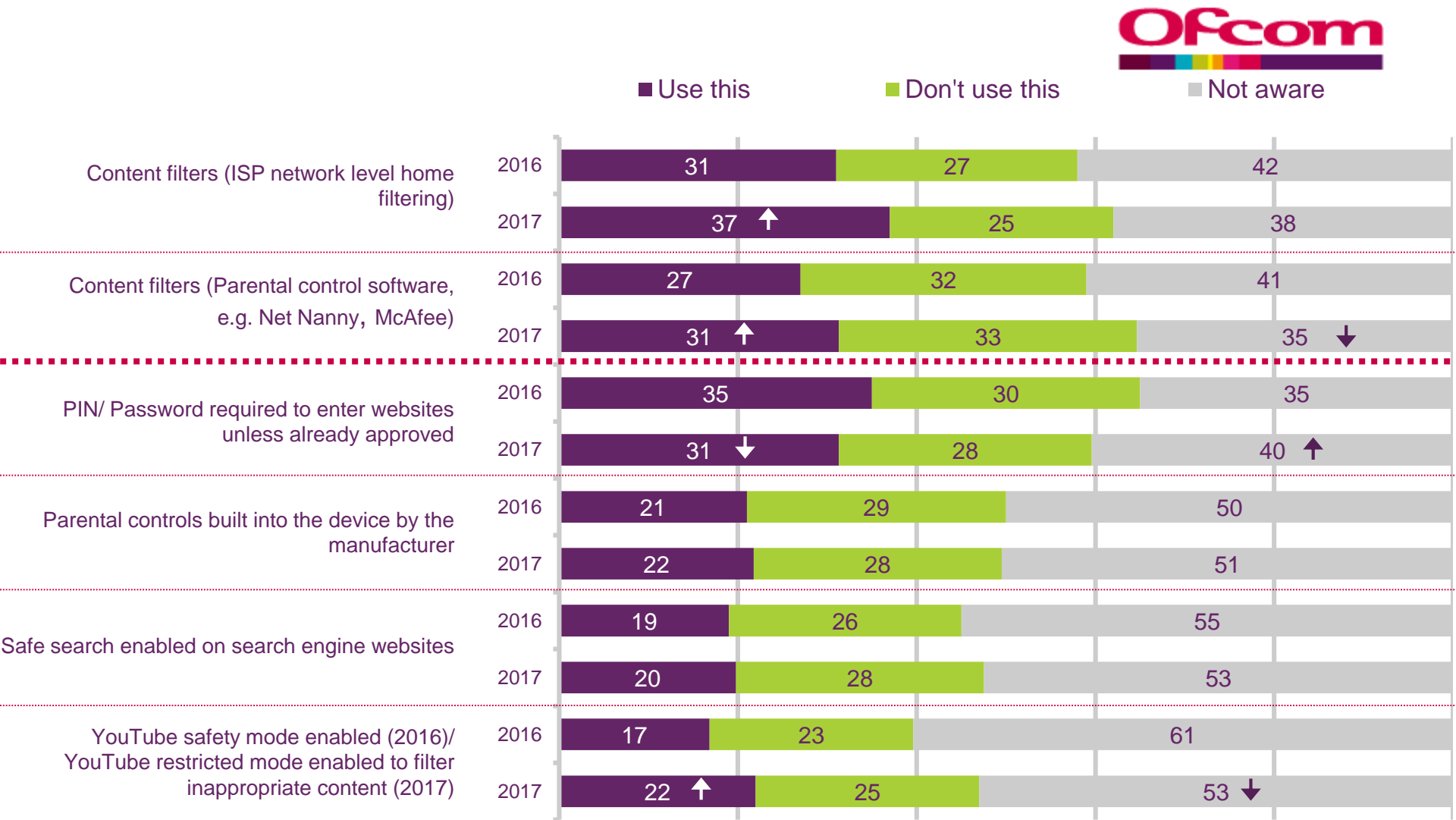
Figure 147: Parents of 3-4s who have home broadband and whose child goes online - use and awareness of technical tools: 2016, 2017

■ Use this   ■ Don't use this   ■ Not aware

		Use this	Don't use this	Not aware
Content filters (ISP network level home filtering)	2016	33	32	35
	2017	39	27	34
Content filters (Parental control software, e.g. Net Nanny, McAfee)	2016	24	37	39
	2017	32 ↑	32	36
PIN/ Password required to enter websites unless already approved	2016	34	31	35
	2017	34	27	39
Parental controls built into the device by the manufacturer	2016	17	32	51
	2017	21	29	50
Safe search enabled on search engine websites	2016	20	27	53
	2017	17	24	59
YouTube safety mode enabled (2016)/ YouTube restricted mode enabled to filter inappropriate content (2017)	2016	19	21	60
	2017	24	26	50 ↓

QP31A-F Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32A-F Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded)
Base: Parents of 3-4s with a fixed broadband connection available to their child at home where the child goes online (311). Significance testing shows any change between 2016 and 2017.
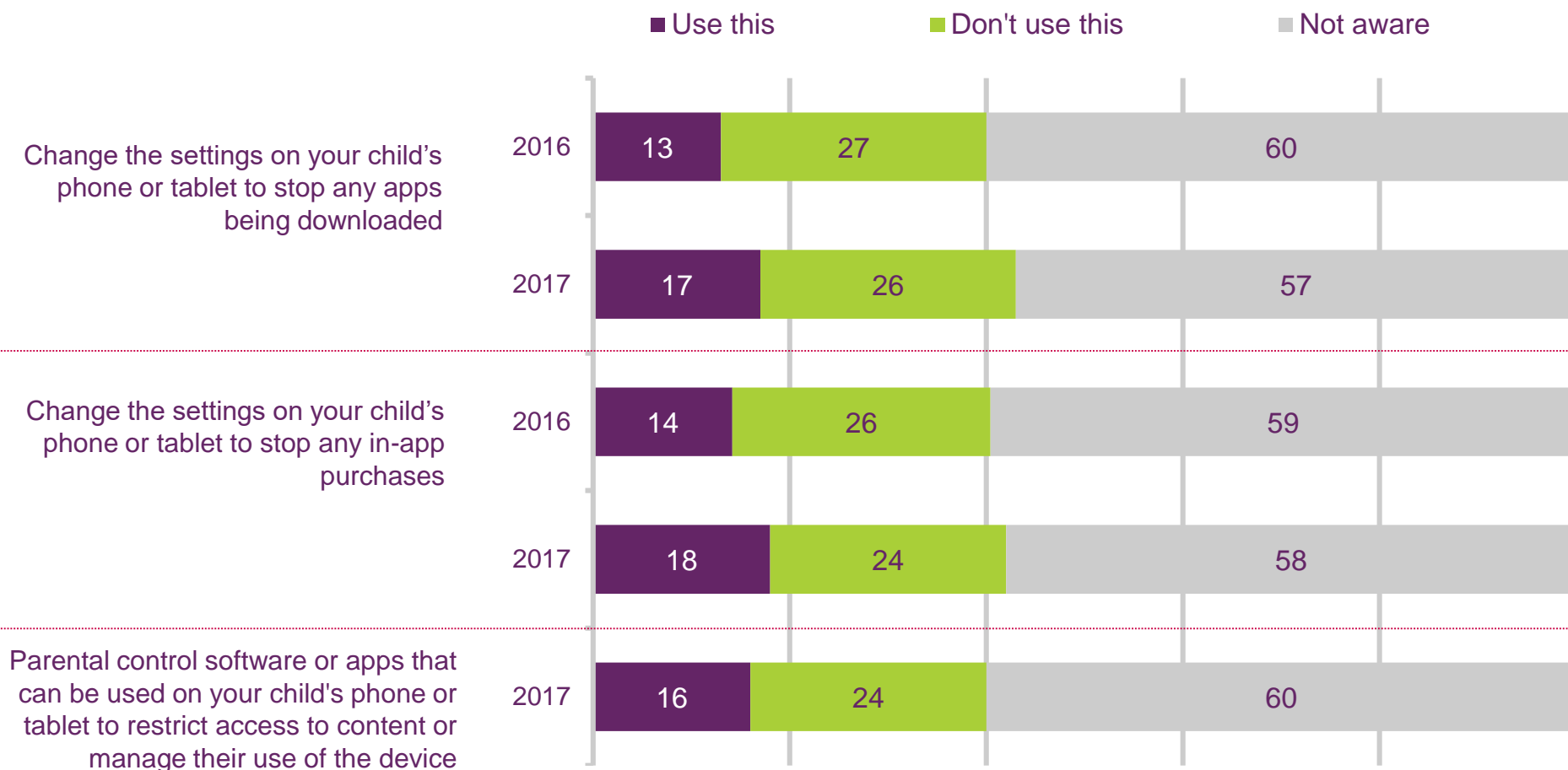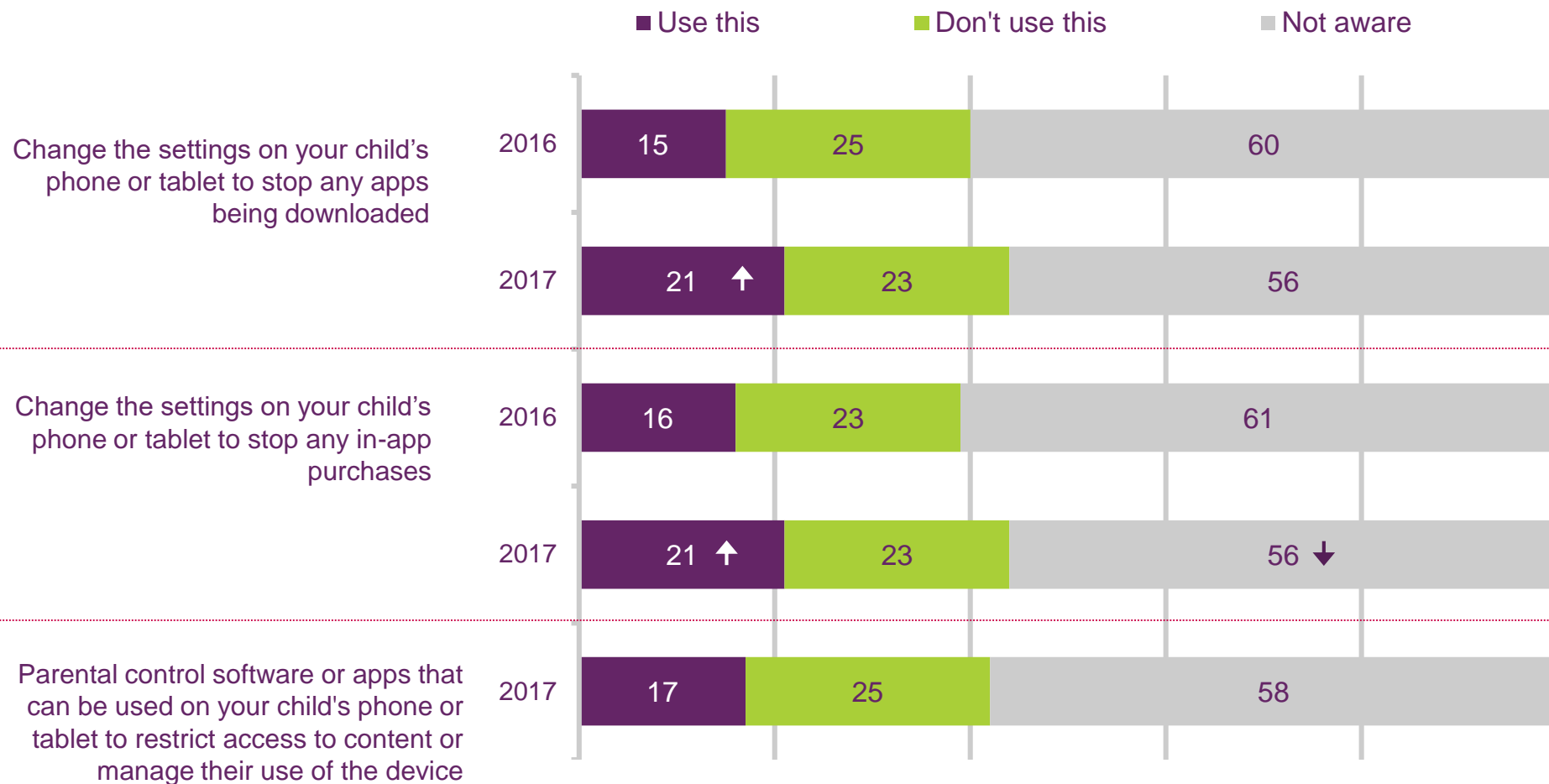
Figure 148: Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2016, 2017

■ Use this   **■ Don't use this**   **■ Not aware**

		Use this	Don't use this	Not aware
Content filters (ISP network level home filtering)	2016	31	27	42
	2017	37 ↑	25	38
Content filters (Parental control software, e.g. Net Nanny, McAfee)	2016	27	32	41
	2017	31 ↑	33	35 ↓
PIN/ Password required to enter websites unless already approved	2016	35	30	35
	2017	31 ↓	28	40 ↑
Parental controls built into the device by the manufacturer	2016	21	29	50
	2017	22	28	51
Safe search enabled on search engine websites	2016	19	26	55
	2017	20	28	53
YouTube safety mode enabled (2016)/ YouTube restricted mode enabled to filter inappropriate content (2017)	2016	17	23	61
	2017	22 ↑	25	53 ↓

QP31A-F Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32A-F Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded)

Base: Parents of 5-15s with a fixed broadband connection available to their child at home where the child goes online (1174). Significance testing shows any change between 2016 and 2017.

Figure 149: Parents of 3-4s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2016, 2017

■ Use this   **■ Don't use this**   **■ Not aware**

Change the settings on your child's phone or tablet to stop any apps being downloaded

	Use this	Don't use this	Not aware
2016	13	27	60
2017	17	26	57

Change the settings on your child's phone or tablet to stop any in-app purchases

	Use this	Don't use this	Not aware
2016	14	26	59
2017	18	24	58

Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

	Use this	Don't use this	Not aware
2017	16	24	60

QP31G-I Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32G-I Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded).
Base: Parents of 3-4 whose child uses a smartphone or tablet computer (435). Significance testing shows any change between 2016 and 2017.

Figure 150: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2016, 2017

■ Use this   ■ Don't use this   ■ Not aware

		Use this	Don't use this	Not aware
Change the settings on your child's phone or tablet to stop any apps being downloaded	2016	15	25	60
	2017	21 ↑	23	56
Change the settings on your child's phone or tablet to stop any in-app purchases	2016	16	23	61
	2017	21 ↑	23	56 ↓
Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device	2017	17	25	58

QP31G-I Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32G-I Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded).
Base: Parents of 5-15s whose child uses a smartphone or tablet computer (1205). Significance testing shows any change between 2016 and 2017.

Figure 151: Parents talking to their child about staying safe online: 2017

%

26	85	65	90	92
Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15

QP28 – Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc.
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15).

Figure 152: Frequency of talking to children about how to stay safe online, by age: 2017

Legend:
- ■ At least every few weeks
- ■ At least every few months
- ■ Less often, but more than once
- ■ Only once
- ■ Have never talked to my child about how to stay safe online
- ■ Don't know

Age group	At least every few weeks	At least every few months	Less often, but more than once	Only once	Have never talked	Don't know
Aged 3-4	15	7	3	2	74	
All aged 5-15	41	25	15	4	15	
Aged 5-7	35	17	11	1	35	1
Aged 8-11	48	26	14	3	10	1
Aged 12-15	37	29	20	7	8	

QP29 – Which of these best describes how often you talk to your child about how to stay safe online? (prompted responses, single coded) Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15).

Figure 153: Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to manage online risks: 2017

All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	354	1247	317	458	472
From child's school	24%	61% ↑	53%	63% ↑	63%
From family or friends	28% ↑	34%	30%	34%	37%
From TV, radio, newspapers or magazines	8%	15% ↑	12%	16% ↑	16%
From Internet service providers (ISPs)	11%	14%	11%	16%	15%
From other websites with information about how to stay safe online	7%	13% ↑	9%	15% ↑	13%
From your child themselves	3%	13%	6%	13%	16%
From Government or local authority	7%	9%	7%	7%	12%
From manufacturers or retailers selling the product	7%	8%	7%	9%	7%
From the BBC	6%	7%	7%	6%	8%
From other sources	3%	3%	3%	3%	3%
TOTAL – ANY INFORMATION LOOKED FOR/ RECEIVED	56% ↑	78% ↑	70%	81% ↑	81% ↑

QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way? (prompted responses, multi-coded)
Base: Parents of children who go online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 154: Rules about what child does online, by age: 2017

All whose child goes online		Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Rules about…….	Base	354	1247	317	458	472
The types of websites or apps they can use		59%	66%	73%	73%	54%
Who they can contact online		29%	58%	45%	63%	60%
The information they can share online		27%	51%	39%	58%	50%
How much time they spend online		41%	49%	55%	52%	43%
Spending money online		28%	49%	41%	52%	50%
When they can go online		38%	39%	44%	44%	32%
Spontaneous response: Only going online when supervised		4%	1%	2%	0%	0%
TOTAL - ANY RULES ABOUT WHAT CHILD DOES ONLINE		75%	85%	88%	89%	80%

QP26 - Do you have any of these rules about what your child does online? (prompted responses, multi-coded)
Base: Parents whose child goes online (354 aged 3-4, 1247 aged 5-15, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15).

Figure 155: Parents stating their child can use a mobile phone or tablet only at home in communal areas/ where a parent can see them, by age: 2017
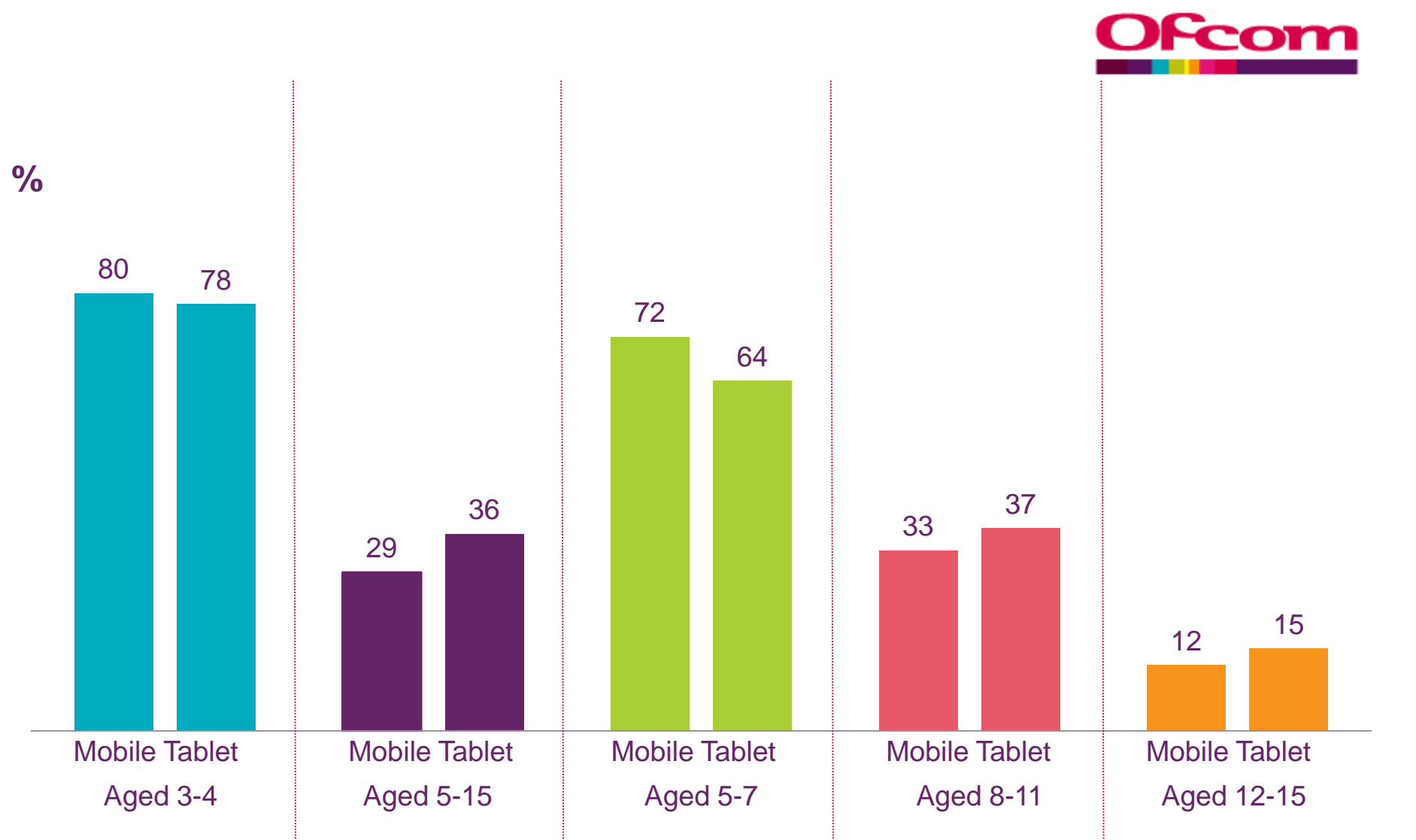
Figure 156: Types of parental supervision when child goes online, among parents of 5-15s: 2016, 2017
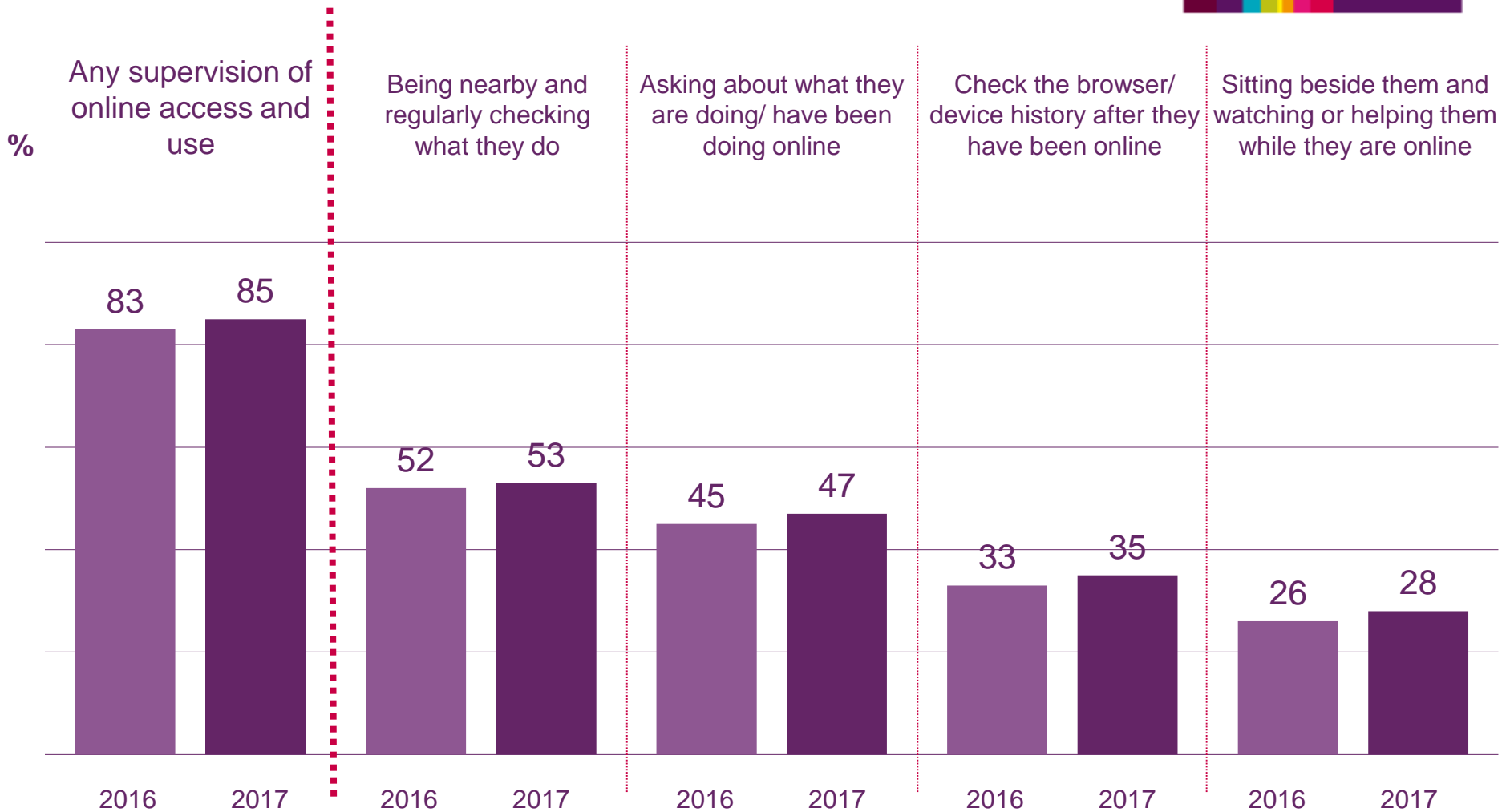
%

Any supervision of online access and use	Being nearby and regularly checking what they do	Asking about what they are doing/ have been doing online	Check the browser/ device history after they have been online	Sitting beside them and watching or helping them while they are online
83 / 85	52 / 53	45 / 47	33 / 35	26 / 28
2016 / 2017	2016 / 2017	2016 / 2017	2016 / 2017	2016 / 2017

QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? (prompted responses, multi-coded)
Base: Parents whose child goes online at home or elsewhere (1247 aged 5-15).

Figure 157: Types of parental supervision when child goes online, by age: 2016, 2017
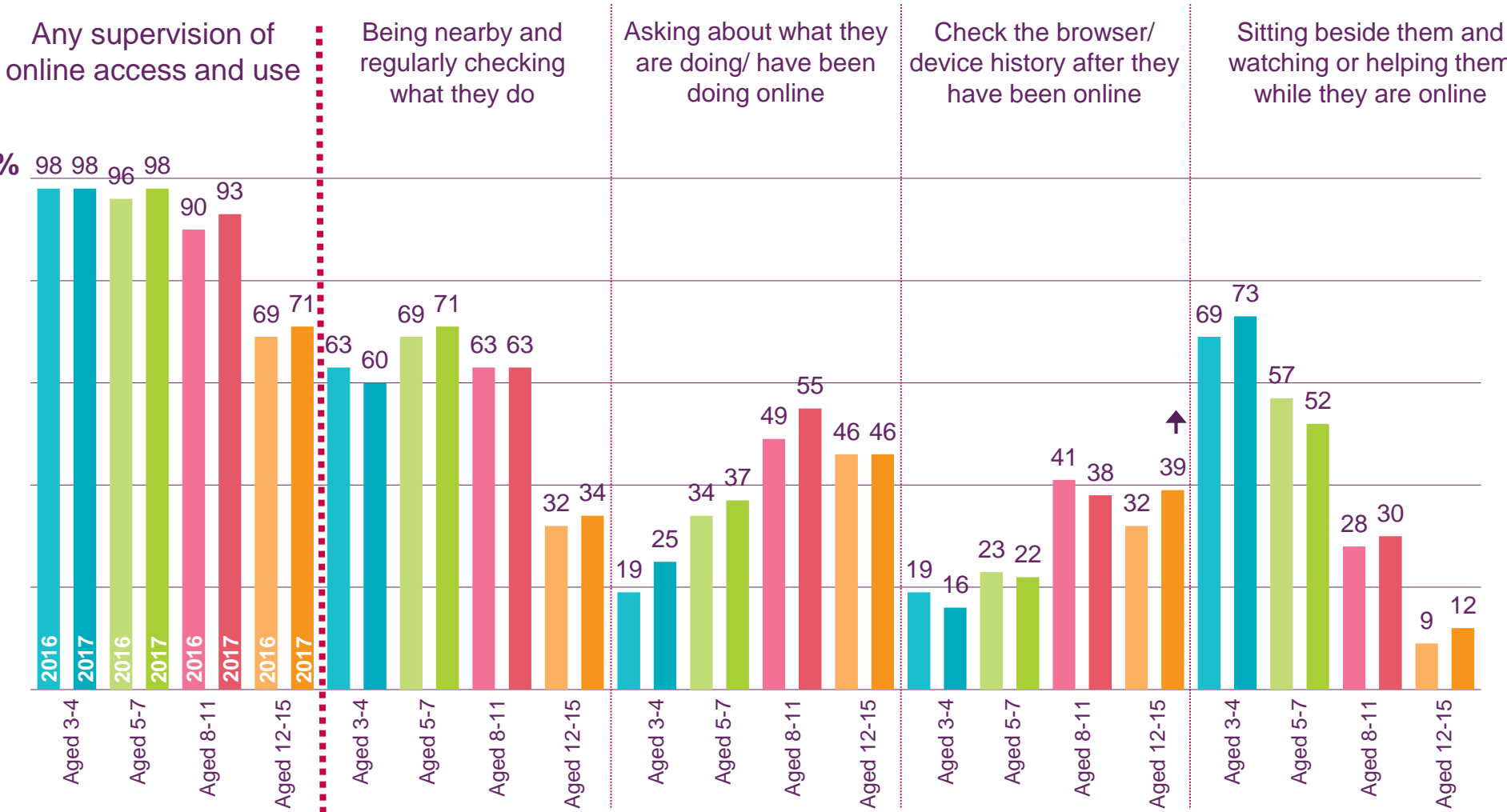
QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? (prompted responses, multi-coded)
Base: Parents whose child goes online (354 aged 3-4, 317 aged 5-7, 458 aged 8-11, 472 aged 12-15). Significance testing shows any change between 2016 and 2017.

Figure 158: Parental awareness of minimum age requirement for particular social media sites/ apps used by their child aged 5-15: 2017
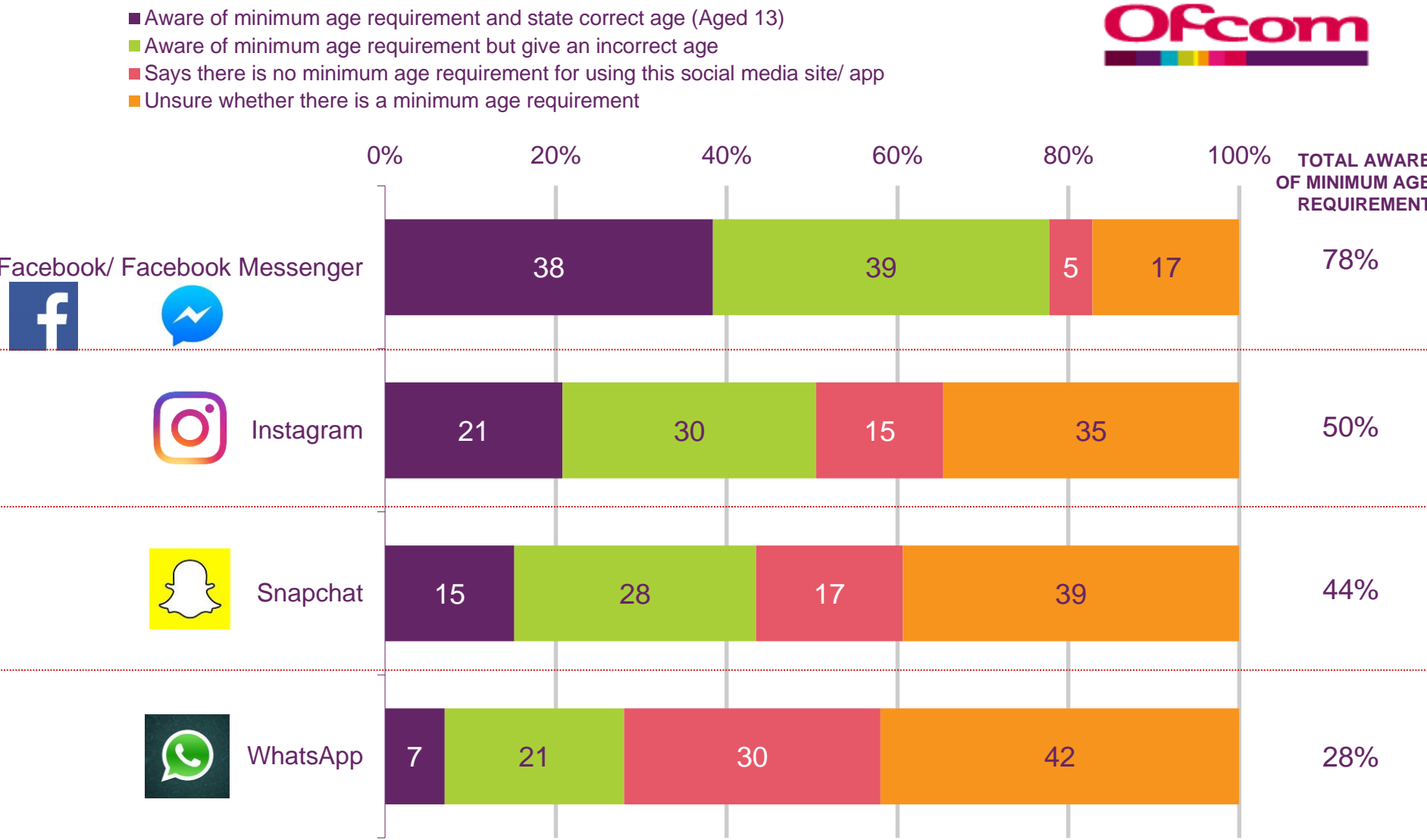
- Aware of minimum age requirement and state correct age (Aged 13)
- Aware of minimum age requirement but give an incorrect age
- Says there is no minimum age requirement for using this social media site/ app
- Unsure whether there is a minimum age requirement

					TOTAL AWARE OF MINIMUM AGE REQUIREMENT
Facebook/ Facebook Messenger	38	39	5	17	78%
Instagram	21	30	15	35	50%
Snapchat	15	28	17	39	44%
WhatsApp	7	21	30	42	28%

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Figure 159: Parental agreement with "I would allow my child to use these sites before they had reached the minimum age required by that site or app", among parents of 5-15s whose child has a social media account/ profile: 2017
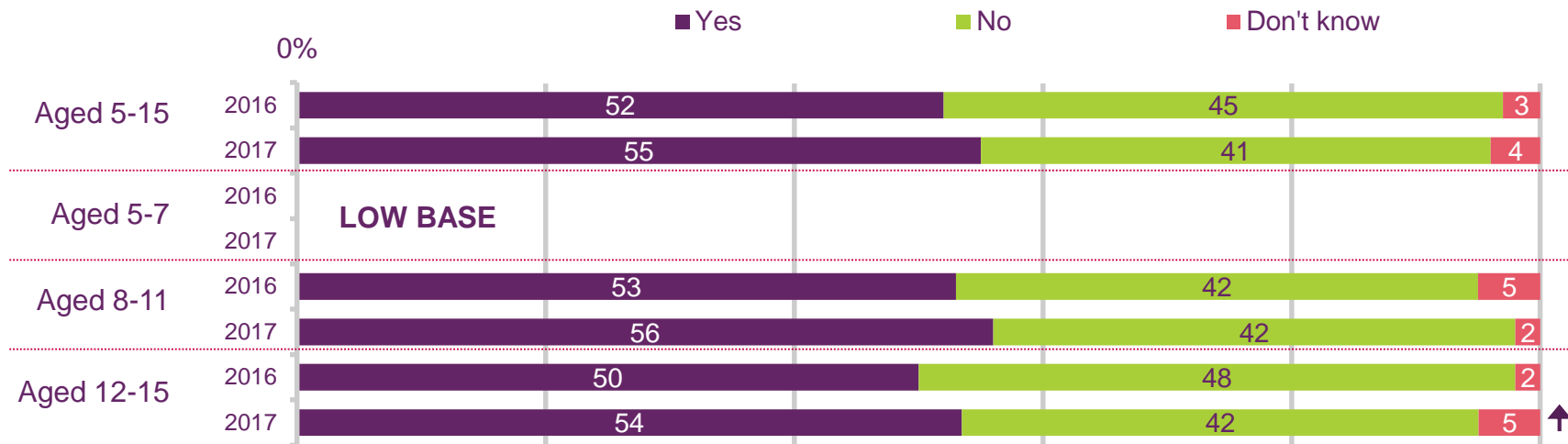

■ Agree   ■ Neither/ Don't know   ■ Disagree

	Agree	Neither/ Don't know	Disagree
Aged 5-15	43	25	32
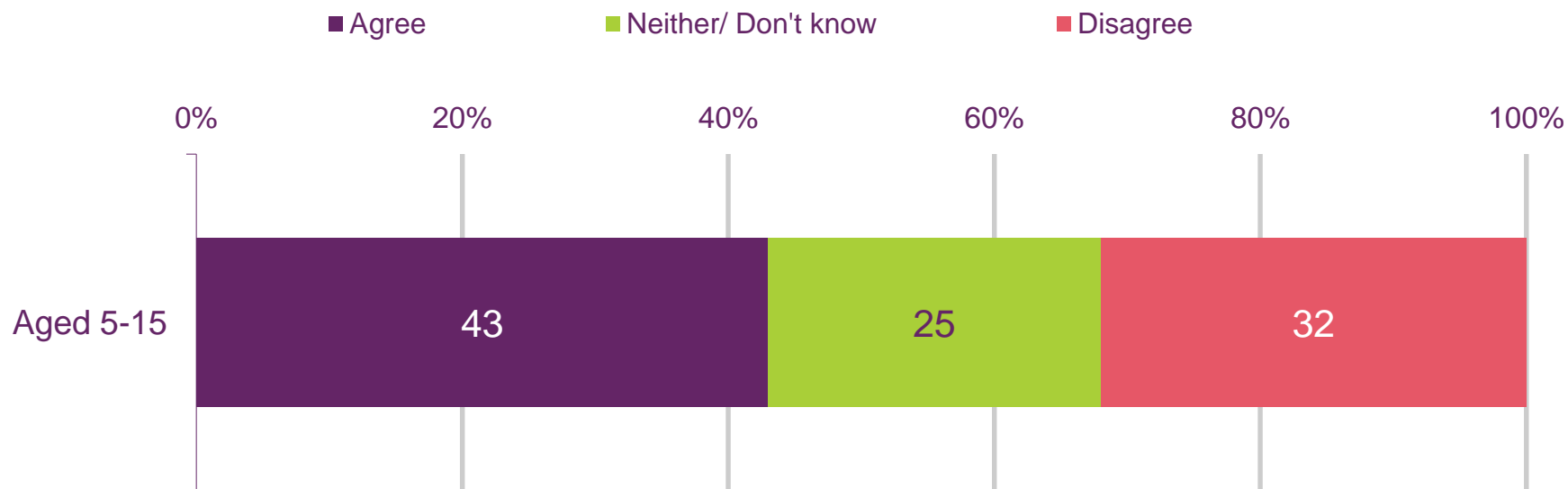
QP47 – Please tell me the extent to which you agree or disagree with this statement about your child's use of social media or messaging sites or apps - I would allow my child to use these sites before they had reached the minimum age required by that site or app (prompted responses, single coded)
Base: Parents whose child has a social media account/ profile (422 aged 5-15).

Figure 160: Awareness and use of bar on adult content for mobile phones, by age: 2016, 2017

Awareness of bar on adult content on mobile phones

Legend: ■ Yes ■ No ■ Don't know

		Yes	No	Don't know
Aged 5-15	2016	52	45	3
	2017	55	41	4
Aged 5-7	2016	**LOW BASE**		
	2017			
Aged 8-11	2016	53	42	5
	2017	56	42	2
Aged 12-15	2016	50	48	2
	2017	54	42	5

Legend:
- ■ Bar on adult content in place
- ■ Bar on adult content is not in place
- ■ Don't know whether bar on adult content is in place
- ■ Child's phone cannot be used to go online

	Bar in place	Not in place	Don't know	Cannot go online
Aged 5-15	62	12	21	5
Aged 5-7	**LOW BASE**			
Aged 8-11	72	9	12	7
Aged 12-15	55	14	26	5

QP61 - The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on the user's phone. Did you know about this bar on adult content before today? (unprompted responses, single coded) / QP62 - Do you know whether the bar on accessing adult content is set up on your child's mobile phone? (unprompted responses, single coded)
Base: Parents whose child has a mobile phone (633 aged 5-15, 199 aged 8-11, 407 aged 12-15)/ Parents of children aged 5-15 whose child has a mobile phone that are aware of the bar on adult content that can be set on the child's phone (351 aged 5-15, 1113 aged 8-11, 221 aged 12-15). Significance testing shows any change between 2016 and 2017.
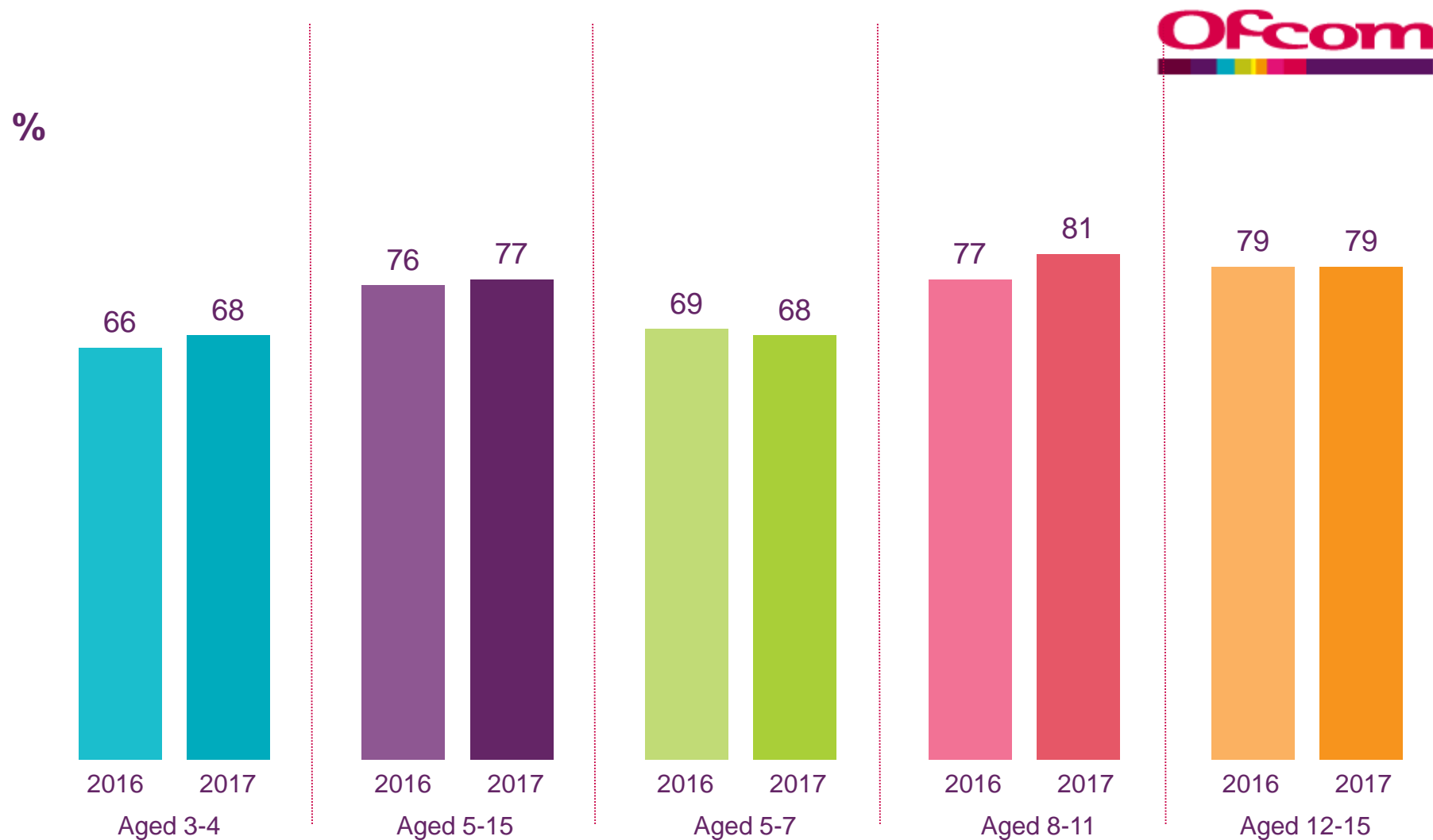
©Ofcom

Figure 161: Parental rules for mobile phones, by age: 2017

All whose child has a mobile phone		Aged 8-11	Aged 12-15
Rules about…….	Base	199	407
How much money they can spend on their phone		48%	44%
Who they are in contact with on their phone		55%	40%
How much time they spend using their phone		52%	40%
Downloading apps onto their phone		51%	37%
When they can use their phone		45%	27%
TOTAL - ANY RULES ABOUT THEIR CHILD'S MOBILE PHONE USE		83%	68%

QP59 – Do you have any of these rules about the use that your child makes of their mobile phone? (prompted responses, multi-coded)
Base: Parents whose child has a mobile phone (199 aged 8-11, 407 aged 12-15)

Figure 162: Parental awareness of use of games console/ players to go online: 2016, 2017

%

	Aged 3-4		Aged 5-15		Aged 5-7		Aged 8-11		Aged 12-15	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
	66	68	76	77	69	68	77	81	79	79

QP68 – Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today? (unprompted responses, single coded)
Base: All parents of children aged 3-4 or 5-15 (677 aged 3-4, 1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15)

Figure 163: Use of parental controls on games consoles/ games players by age: 2016 and 2017

%

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
2016	42	35	39	38	30
2017	LOW BASE	36	45	41	27
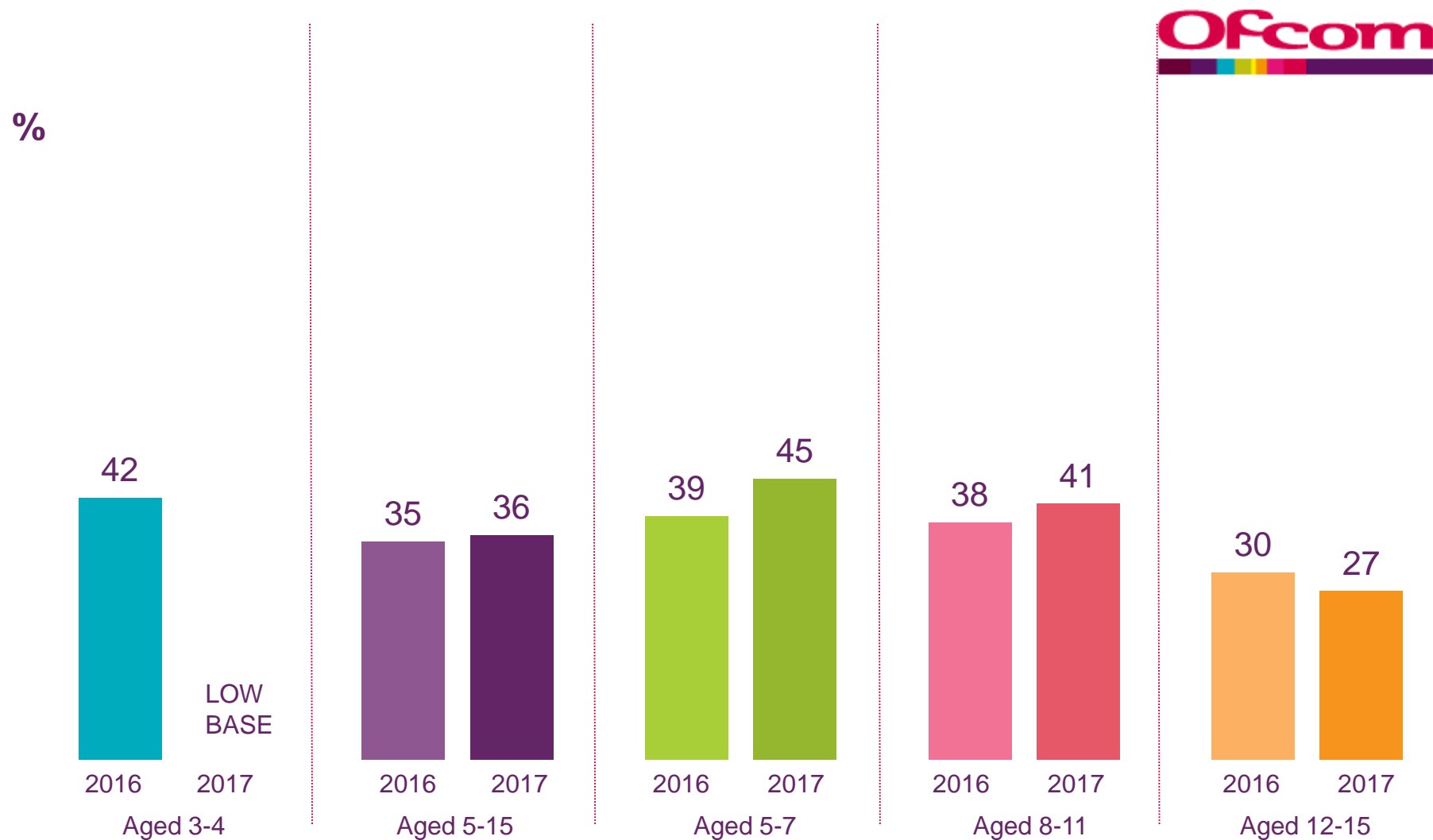
QP71 – Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online. (unprompted responses, single coded)

Base: Parents whose child ever plays games on a handheld games console or a games console connected to a TV (711 aged 5-15, 139 aged 5-7, 290 aged 8-11, 282 aged 12-15).
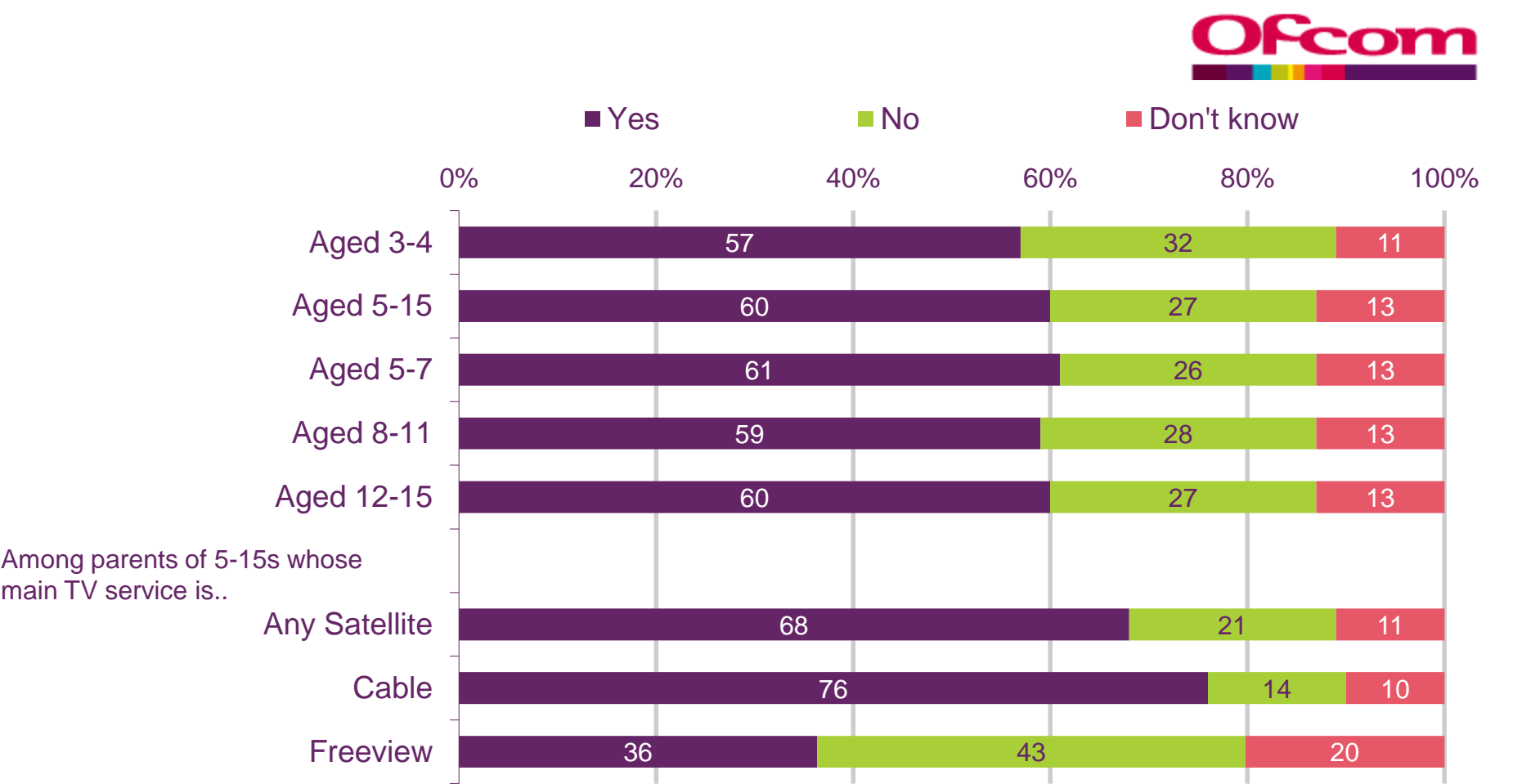
Figure 164: Parental rules for gaming, by age: 2017

All whose child plays games		Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Rules about…….	Base	264	1028	266	393	369
Only playing games with an age appropriate rating		57%	58%	68%	66%	43%
Only playing games with appropriate content (no violence/ nudity/ swearing etc.)		38%	47%	46%	54%	39%
How much time they spend playing games		41%	47%	48%	54%	38%
When they can play games		37%	39%	46%	46%	29%
Purchasing or downloading games or apps / in-app purchasing		24%	35%	34%	40%	32%
Who they can play games with		19%	33%	33%	41%	25%
Whether they can play games online		21%	29%	32%	31%	24%
TOTAL - ANY RULES ABOUT THE GAMES THEIR CHILD PLAYS		73%	79%	85%	86%	68%

QP67 - Do you have any of these rules about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (prompted responses, multi-coded).
Base: Parents of children aged 5-15 whose child ever plays games at home or elsewhere on any type of game playing device (264 aged 3-4, 1028 aged 5-15, 266 aged 5-7, 393 aged 8-11, 369 aged 12-15).
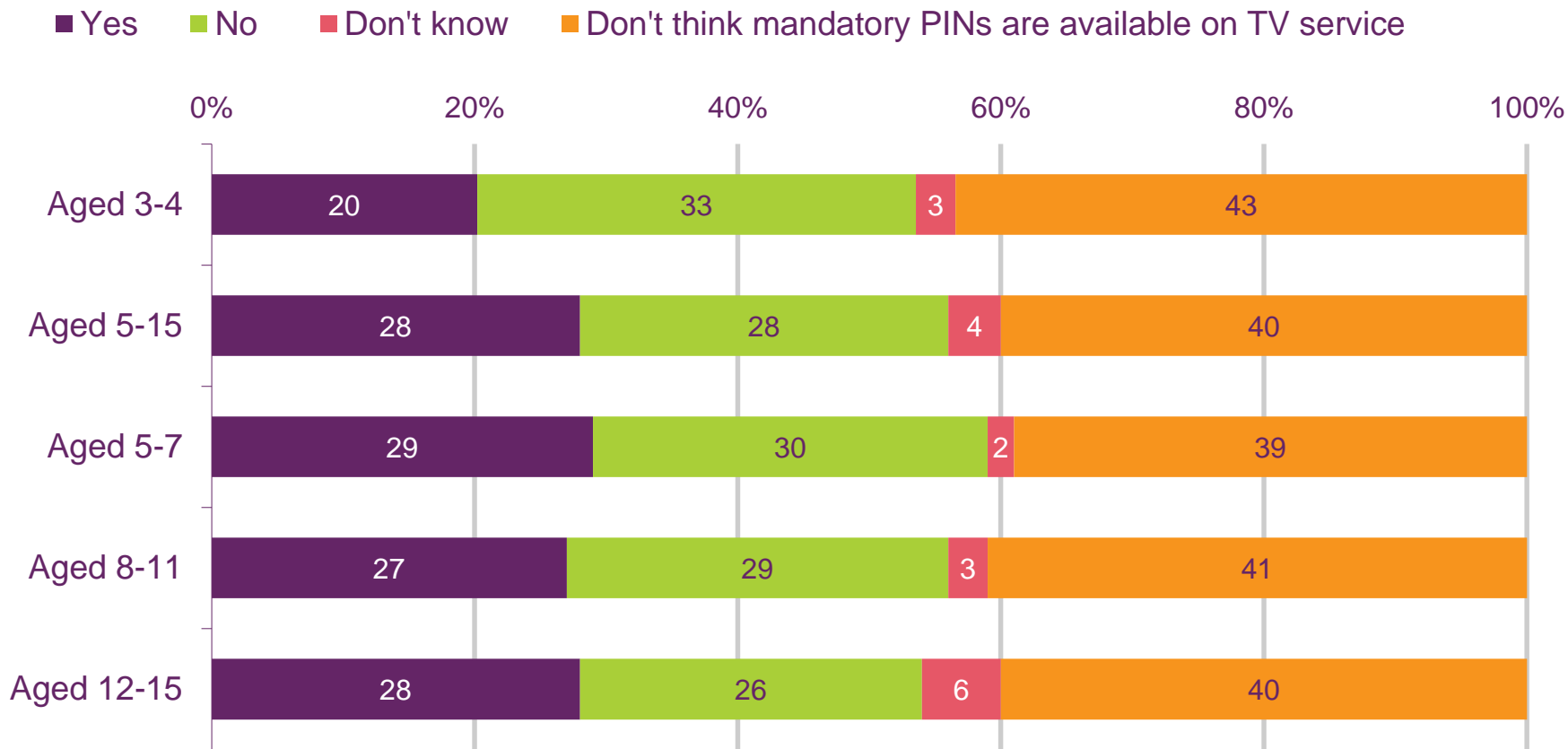
Figure 165: Awareness of whether mandatory PINs are in used on household TV service(s) among parents of 3-15s: 2017

■ Yes   ■ No   ■ Don't know

	Yes	No	Don't know
Aged 3-4	57	32	11
Aged 5-15	60	27	13
Aged 5-7	61	26	13
Aged 8-11	59	28	13
Aged 12-15	60	27	13

Among parents of 5-15s whose main TV service is..

	Yes	No	Don't know
Any Satellite	68	21	11
Cable	76	14	10
Freeview	36	43	20

QP18 – Can I please ask you to read the following information about Personal Identification Numbers or PINs on your TV service? PINs are typically 4 digit access codes that need to be used in order to watch certain programmes or access certain channels or services. There are two different types of PINs. Mandatory PINs and Voluntary PINs (DESCRIPTION OF BOTH TYPES OF PIN PROVIDED BY INTERVIEWIER FOR RESPONDENT TO READ). First of all I'd like you to think about Mandatory PINs. As far as you are aware does your TV service provider/ do your TV service providers use these Mandatory PINs to restrict access to unsuitable content? (unprompted responses, single coded)
Base: Parents of children with a TV set in the household (667 aged 3-4,1370 aged 5-15, 405 aged 5-7, 489 aged 8-11, 476 aged 12-15).

Figure 166: Incidence of child's viewing ever being blocked by a mandatory PIN: 2017

Legend: ■ Yes ■ No ■ Don't know ■ Don't think mandatory PINs are available on TV service

Age group	Yes	No	Don't know	Don't think mandatory PINs are available on TV service
Aged 3-4	20	33	3	43
Aged 5-15	28	28	4	40
Aged 5-7	29	30	2	39
Aged 8-11	27	29	3	41
Aged 12-15	28	26	6	40

QP18A – And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home (unprompted responses, single coded)
Base: Parents of children with a TV set in the household (667 aged 3-4,1370 aged 5-15, 405 aged 5-7, 489 aged 8-11, 476 aged 12-15).

Figure 167: Parental agreement with "the mandatory PINs in place on my TV service(s) are effective in managing my child's TV viewing", by age: 2017
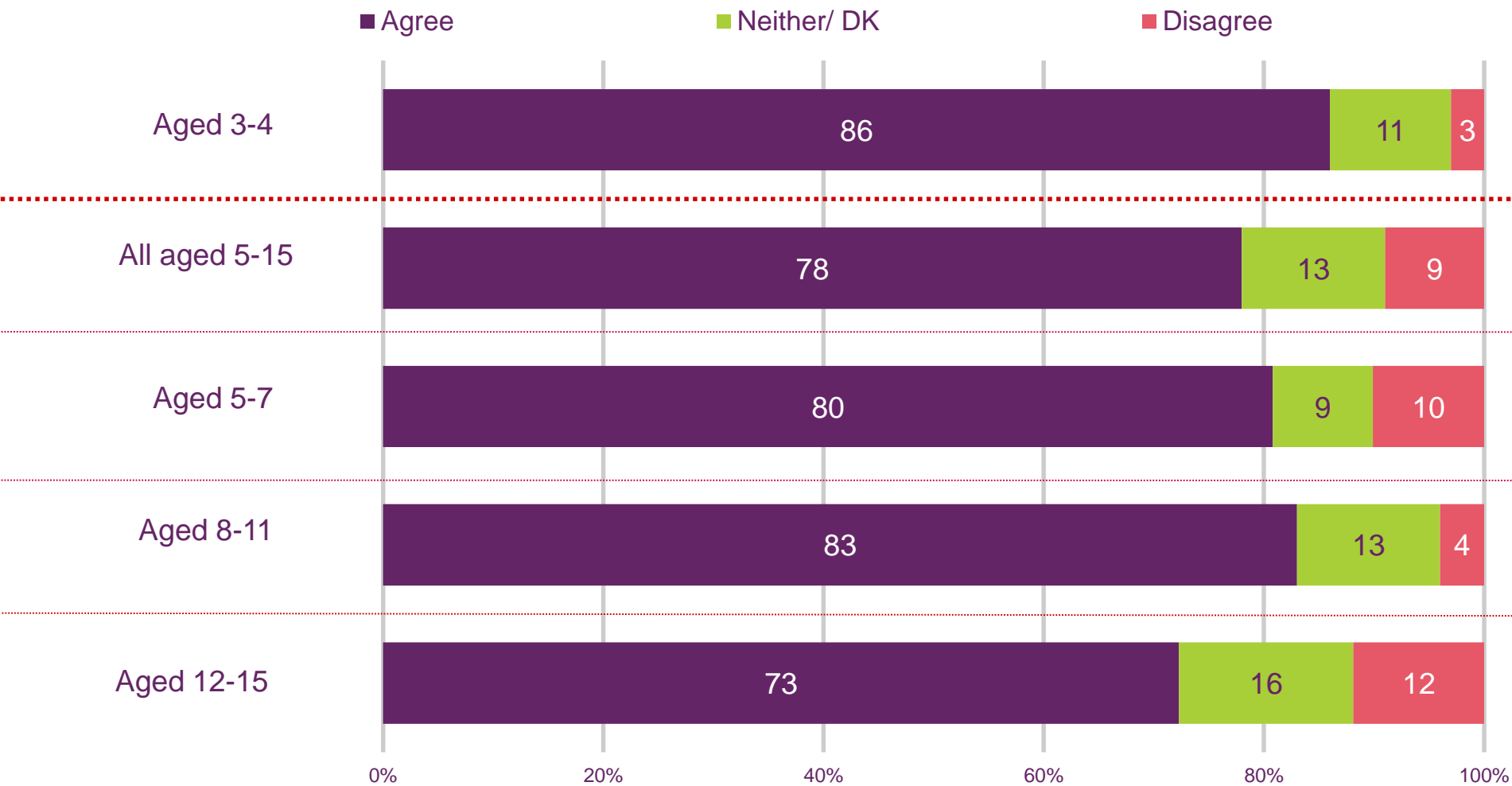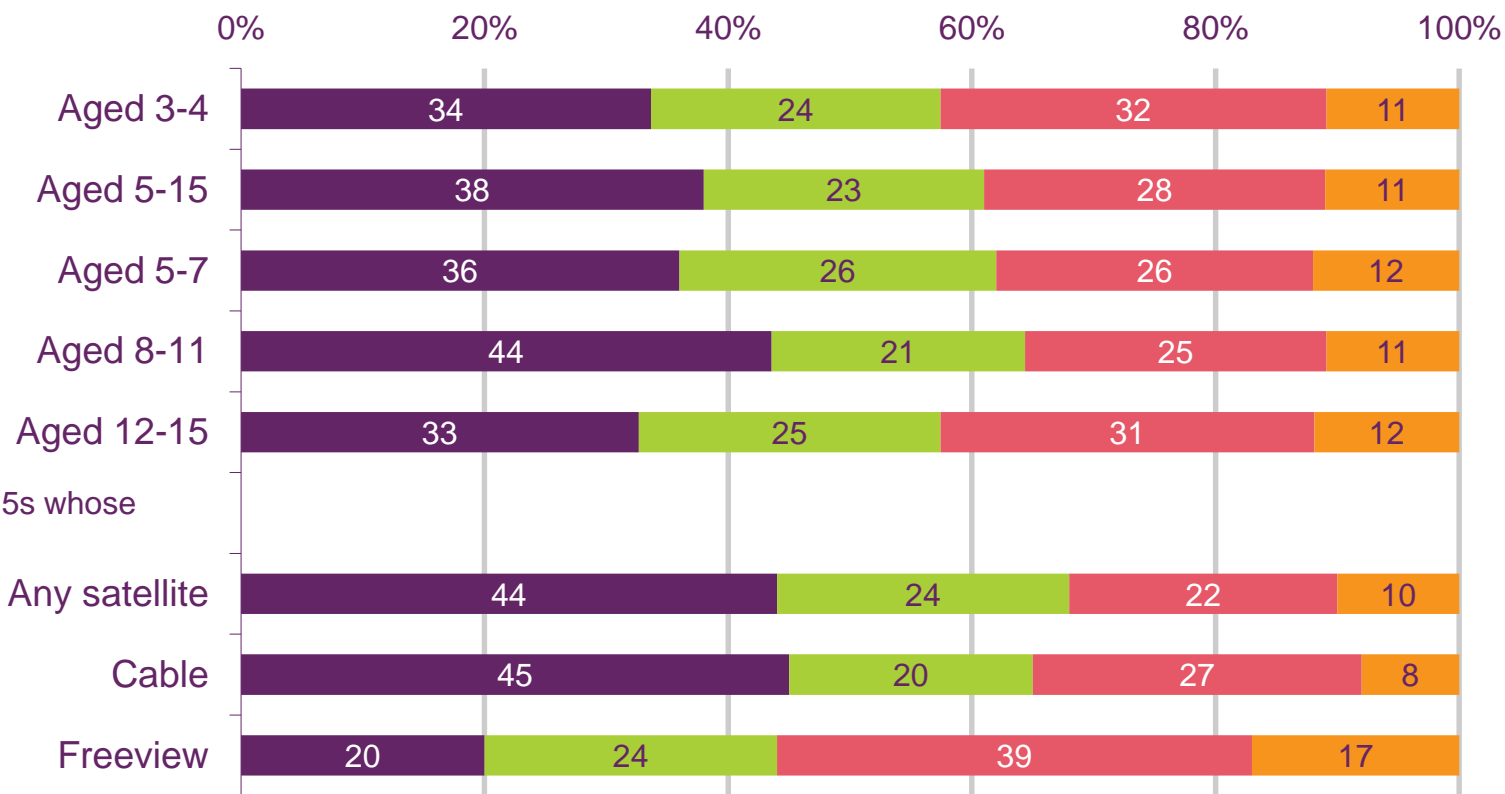
QP18B – To what extent do you agree with the following statement I am going to read out – The mandatory PINs in place on my TV service(s) are effective in managing my child's TV viewing (prompted responses, single coded).
Base: Parents whose child has had their TV viewing blocked by a mandatory PIN (134 aged 3-4, 384 aged 5-15, 115 aged 5-7, 132 aged 8-11, 137 aged 12-15).

# Figure 168: Use of voluntary PINs on TV service(s) used at home, by age: 2017

Legend:
- ■ Aware and use voluntary PINs
- ■ Aware but don't use voluntary PINs
- ■ Can't use voluntary PINs on TV service(s) used at home
- ■ Unsure whether can use voluntary PINs

	Aware and use	Aware but don't use	Can't use	Unsure
Aged 3-4	34	24	32	11
Aged 5-15	38	23	28	11
Aged 5-7	36	26	26	12
Aged 8-11	44	21	25	11
Aged 12-15	33	25	31	12

Among parents of 5-15s whose main TV service is..

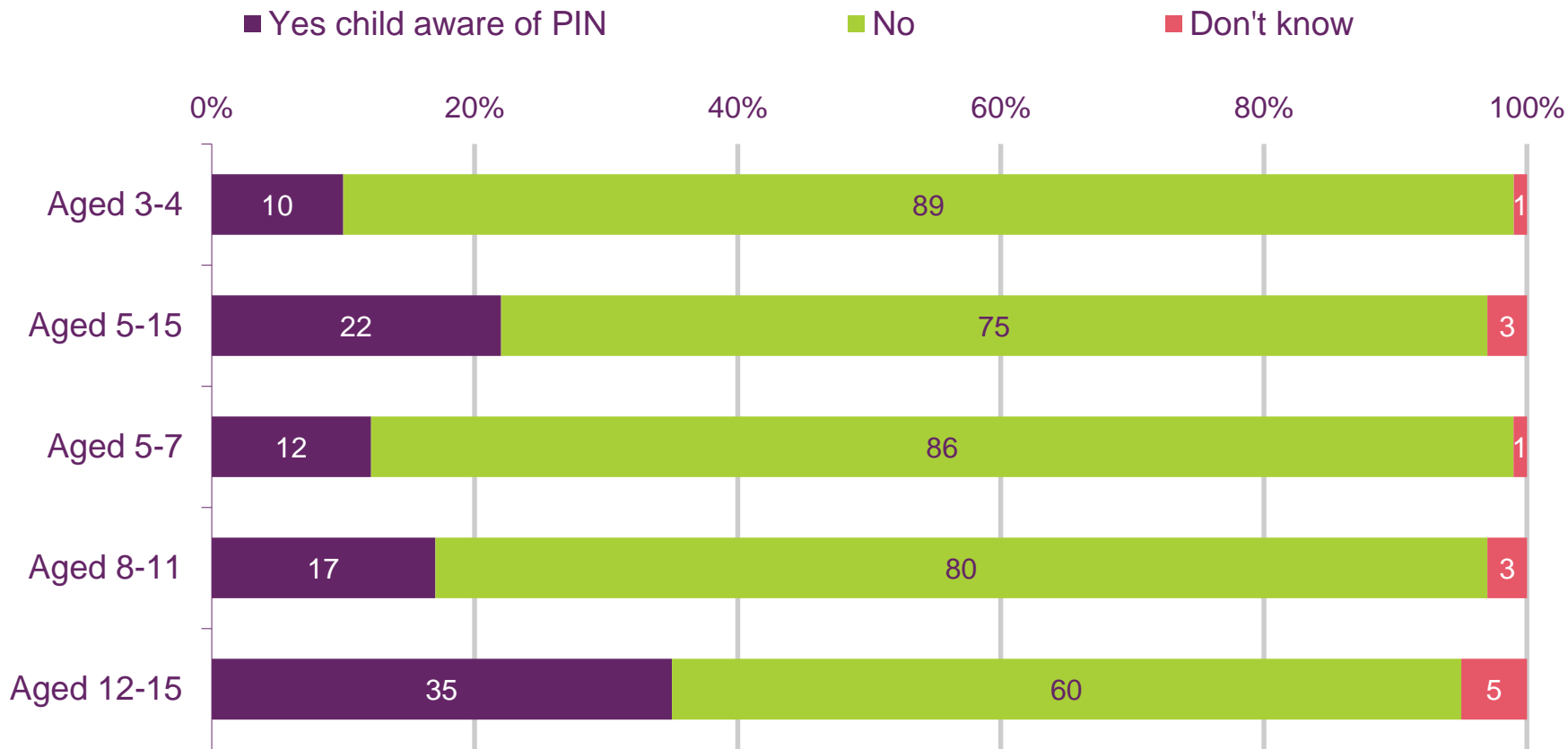|	Aware and use	Aware but don't use	Can't use	Unsure
Any satellite	44	24	22	10
Cable	45	20	27	8
Freeview	20	24	39	17

QP19 – I'd now like you to think about voluntary PINs. As far as you are aware is it possible to set up voluntary PINs to restrict access to unsuitable content on any of the TV services you use at home (unprompted responses, single coded)/ QP19A – And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home? (unprompted responses, single coded)
Base: Parents of children with a TV set in the household (667 aged 3-4,1370 aged 5-15, 405 aged 5-7, 489 aged 8-11, 476 aged 12-15).

Figure 169: Parental agreement with "the voluntary PINs in place on my TV service(s) are effective in managing my child's TV viewing", by age: 2017
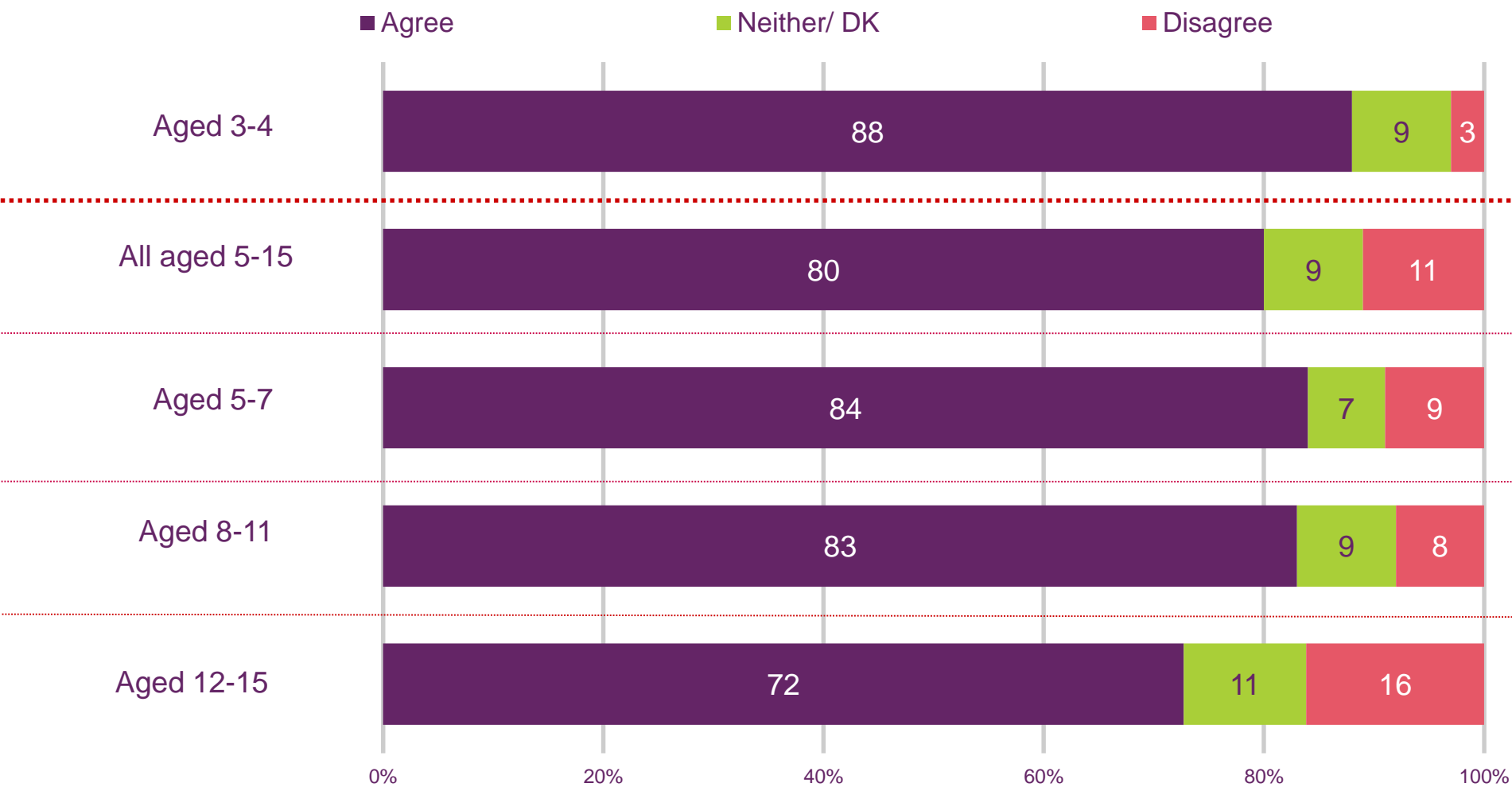
QP19B – To what extent do you agree with the following statement I am going to read out – The voluntary PINs in place on my TV service(s) are effective in managing my child's TV viewing (prompted responses, single coded).
Base: Parents whose use voluntary PINs (221 aged 3-4, 510 aged 5-15, 145 aged 5-7, 207 aged 8-11, 158 aged 12-15).

Figure 170: Child's awareness of PINs used on TV services, by age: 2017

Legend: ■ Yes child aware of PIN ■ No ■ Don't know

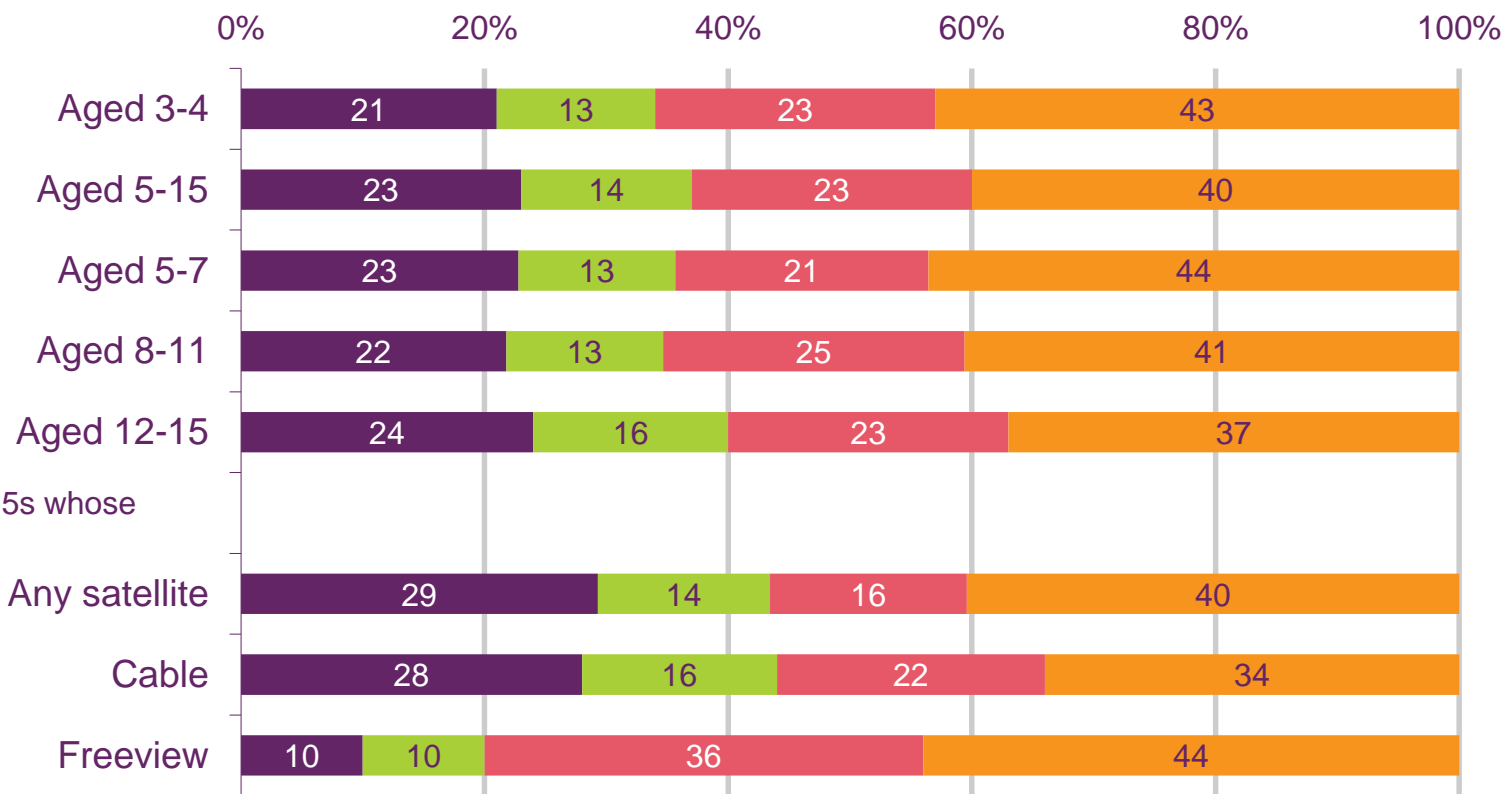| Age	Yes child aware of PIN	No	Don't know
Aged 3-4	10	89	1
Aged 5-15	22	75	3
Aged 5-7	12	86	1
Aged 8-11	17	80	3
Aged 12-15	35	60	5

QP20 - As far as you are aware, does your child know any of the PINs that have been set on any of your TV services? (unprompted responses, single coded)
Base: Parents who use mandatory or voluntary PINs on their TV service (s) (271 aged 3-4,649 aged 5-15, 187 aged 5-7, 245 aged 8-11, 217 aged 12-15).

Figure 171: Removal of adult channels from the EPG, by age of the child: 2017
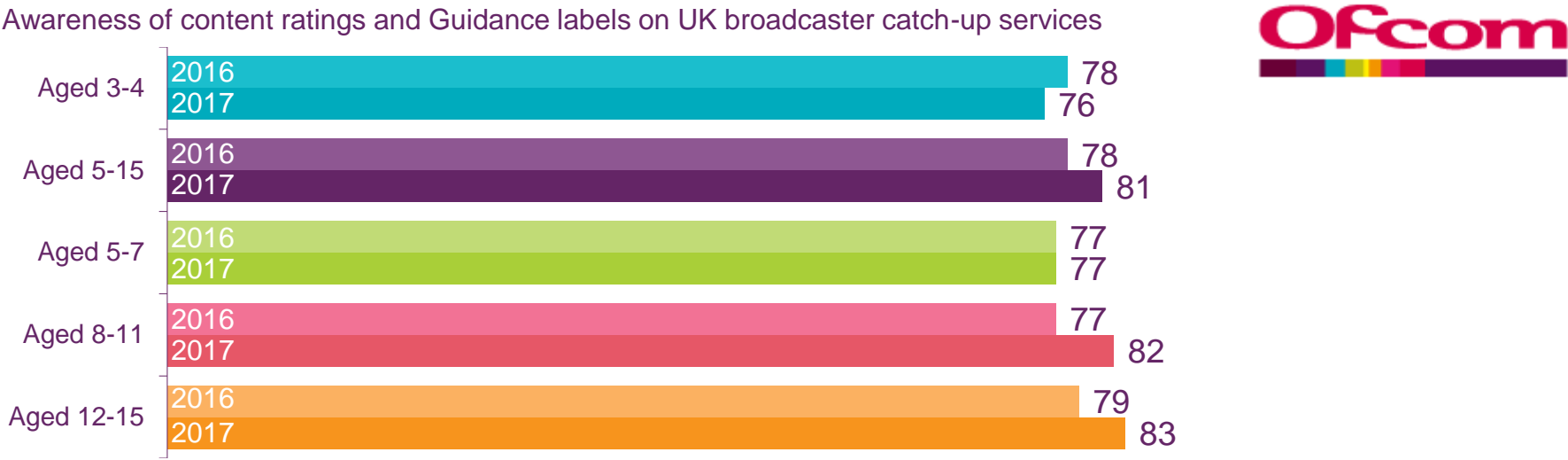
Legend:
- Have removed adult channels from on-screen menu channels
- Aware that can remove adults channels from on-screen menu channels but have not done this
- Think it is not possible to remove adult channels from on-screen menu of channels
- Unsure whether can remove adult channels from on-screen menu of channels

Category	Have removed	Aware but not done	Think not possible	Unsure
Aged 3-4	21	13	23	43
Aged 5-15	23	14	23	40
Aged 5-7	23	13	21	44
Aged 8-11	22	13	25	41
Aged 12-15	24	16	23	37

Among parents of 5-15s whose main TV service is..

Category	Have removed	Aware but not done	Think not possible	Unsure
Any satellite	29	14	16	40
Cable	28	16	22	34
Freeview	10	10	36	44

QP21A – As far as you are aware does your TV service provider(s) allow you to remove adult channels from the on-screen menu of channels, so they cannot be seen (unprompted responses, single coded)/ QP21B – And have you removed adult channels from the on-screen menu of channels? (unprompted responses, single coded).
Base: Parents of children with a TV set in the household (667 aged 3-4,1370 aged 5-15, 405 aged 5-7, 489 aged 8-11, 476 aged 12-15).

Figure 172: Awareness of content ratings and guidance labels on UK broadcaster catch-up services, and use of PINs/ passwords on these services among parents, by child's age: 2016,2017

Awareness of content ratings and Guidance labels on UK broadcaster catch-up services

Ofcom

Aged 3-4
2016: 78
2017: 76

Aged 5-15
2016: 78
2017: 81

Aged 5-7
2016: 77
2017: 77

Aged 8-11
2016: 77
2017: 82

Aged 12-15
2016: 79
2017: 83

Use of PIN or password to prevent child downloading unsuitable programmes or films on broadcaster websites

Aged 3-4
2016: 44
2017: 44

Aged 5-15
2016: 52
2017: 50

Aged 5-7
2016: 53
2017: 53

Aged 8-11
2016: 54
2017: 52

Aged 12-15
2016: 50
2017: 46

QP11A –Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub, All 4 etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today? (prompted responses, single coded)/ QP11B - Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films? (prompted responses, single coded).
Base: All parents of children aged 3-4 or 5-15 (677 aged 3-4, 1388 aged 5-15, 412 aged 5-7, 497 aged 8-11, 479 aged 12-15) - significance testing shows any change between 2016 and 2017

Figure 173: Parental rules for television, by age: 2017

All whose child watches television		Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Rules about…….	Base	657	1360	408	485	467
What they watch		63%	72%	80%	78%	60%
When they watch		49%	54%	60%	59%	45%
How much time they spend watching		49%	52%	58%	55%	44%
Who they are watching with/ can only watch when supervised		38%	29%	35%	33%	21%
TOTAL - ANY RULES ABOUT THE TV/ DVDs THEIR CHILD WATCHES		82%	83%	91%	87%	73%

QP12 – Do you have any of these rules about the TV and DVDs that your child watches? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 or 5-15 whose child watches TV at home or elsewhere (657 aged 3-4, 1360 aged 5-15, 408 aged 5-7, 485 aged 8-11, 467 aged 12-15).