Children and Parents: Media Use and Attitudes Report

Research Document

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About this document

This report examines children's media literacy. It provides detailed evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as detailed information about the media access and use of young children aged 3-4.

The report also includes findings relating to parents' views about their children's media use, and the ways that parents seek – or decide not – to monitor or limit use of different types of media.

The report is a reference for industry, stakeholders and consumers. It also provides context to the work Ofcom undertakes in furthering the interests of consumers and citizens in the markets we regulate.

The Communications Act 2003 placed a responsibility on Ofcom to promote, and to carry out research in, media literacy. This report on children and parents contributes to Ofcom's fulfilment of this duty.

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Section 1

Executive summary

Our 2015 *Children and Parents: Media Use and Attitudes* report provides detailed evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as detailed information about media access and use among children aged 3-4.

Our report also includes findings relating to parents' views about their children's media use, and the ways that parents seek – or not – to monitor or limit such use.

The research underpinning this report was first conducted in 2005, so this year's report is our ten-year anniversary edition. Therefore, although most of the report focuses on the current wave of research conducted in spring 2015, and any key changes since 2014, the first chapter (Section 3) looks particularly at changes over the last ten years for children aged 8-15. This executive summary therefore addresses both trends and current findings.

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

- Analysis of children's television viewing habits sourced from BARB, the UK's television measurement panel, 2009-2014.
- comScore data on the frequency with which the most popular web entities among internet users are visited by children aged 6-14 (2014 and 2015).

The promotion of media literacy, and the carrying out of research, is a responsibility placed on Ofcom by the Communications Act 2003. Our media literacy research informs three of Ofcom's strategic purposes: to promote opportunities to participate; to protect consumers from harm; and to contribute to and implement public policy as defined by Parliament.

Summary of key themes

This year's report shows that:

- In 2005 levels of take-up of key media among children were higher than we might recollect, and not dissimilar to those of today. However, the experience of using these devices has been transformed, leading to a much richer and more expansive online experience than was the case in 2005.
- Over the last few years, tablets are increasingly being used as a default entertainment screen, particularly among younger children. This is set alongside a small but important decrease in the numbers watching TV via a TV set.
- The content children are consuming is increasingly curated by digital intermediaries, including providers like YouTube and Google. As well as attractive sources of content, rivalling traditional broadcasters, they are also seen by some children as legitimating brands, helping to vouchsafe the veracity or trustworthiness of content accessed through their sites.
- The move towards smaller screens makes supervision more difficult for parents, and the proliferation of devices increases the need for parents to keep up to date with technology. For example, while over half of parents use any of the technical tools we ask about to manage their children's online access and use, and around a quarter use ISP

network-level filters, less than one in five parents whose child uses a smartphone or tablet use any of the tools for restricting app installation or use that we asked about.

- The wider range of sources of content, set alongside the increased exposure to advertising, the use of services like social networking and the relatively low levels of critical understanding raises challenges for how children keep their personal information safe, understand the implications of sharing personal information and content and navigate the increasingly complex online environment in a way which allows them to reap the benefits and minimise the risks.

Key findings

Children's media access and consumption

Online access and use

The amount of time 8-11s and 12-15s spend online has more than doubled since 2005…
The amount of time 8-11s and 12-15s spend online has more than doubled, from 4.4 hours a week in 2005 to 11.1 hours in 2015 for 8-11s and from 8 hours to 18.9 for 12-15s. In contrast, time spent watching TV has increased slightly among 8-11s (from 13.2 hours in 2005 to 14.8 hours in 2015) and has remained stable among 12-15s (from 14.7 to 15.5 hours).

…and 12-15s now spend nearly three and a half hours a week more online than they do watching a TV set
This overall increase in time spent online was also visible between 2014 and 2015, from an average of 12.5 hours to 13.7 hours a week among 5-15s. The increase is particularly evident among 12-15s, who now spend 18.9 hours a week online, up from 17.2 hours in 2014. This is nearly three and a half hours more than they spend watching television on a TV set (15.5 hours).

More children have internet access at home than in 2005…
Although the proportion of children who go online, either at home or elsewhere, has not increased since 2014, ranging from 39% of 3-4s to almost all 12-15s (98%), it has increased only slightly since 2005 for 12-15s, when 94% used the internet at home or elsewhere[1]. Access at home has increased more substantially. In 2005, 61% of 8-11s and 67% of 12-15s had access to the internet at home. In 2015 close to nine in in ten 8-11s (91%) and nearly all 12-15s (96%) have internet access at home, either through a fixed broadband connection or through using a mobile network signal. In 2005 less than two-thirds of these home connections were broadband and 21% of 8-11s and 28% of 12-15s still had dial-up.

…and compared to 2005, more are going online in their bedroom
In 2005 3% of 8-11s and 13% of 12-15s had internet access in their bedroom. In 2015 this has increased to 15% of 8-11s and 34% of 12-15s who have internet access via a desktop, laptop or netbook in their bedroom, and many also use portable devices, like tablets and mobiles, to go online.

One in ten 5-15s now only go online using a device other than a desktop or laptop, an increase since 2014
Children aged 5-15 are less likely in 2015 than in 2014 to use a laptop or netbook (62% vs. 66%) or a desktop computer (28% vs. 32%) to go online. In contrast, one in ten 5-15s (11%)

[1] The increase among 8-11s from 88% to 91% is not statistically significant.

now go online only through a device other than a laptop, netbook or desktop computer; an increase since 2014 (from 8%).

Tablet access and use

Over half of 3-4s and three-quarters of 12-15s use a tablet in 2015…
The number of children who use a tablet has risen to over half (53%) of 3-4s, from 39% in 2014, and 75% of 5-15s, up from 64% in 2014. The increase is evident across all age groups, with the biggest rise among 5-7 year olds, increasing by 15 percentage points to 69%. The number of children who have their own tablet has also increased to one in seven 3-4s (15%, from 11% in 2014) and two in five 5-15s (40%, from 34% in 2014).

…and tablets are now the device most often used for going online, among all age groups except 12-15s
Tablets are now the most often-used device for going online for all age groups except 12-15s, with half of 3-4s and 5-7s (51% and 49%) and over a third of 8-11s (36%) 'mostly' using a tablet to go online, a significant increase since 2014.

Since 2014 more children are also watching TV and playing games on tablets
Watching TV on a tablet has increased between 2014 and 2015 among all age groups, and for all ages other than 12-15s tablets are now the second most popular device for watching both live and on-demand (after the TV set). For 12-15s desktop computers/ laptops are slightly more popular than tablets.

There has also been an increase since 2014 among younger children in playing games on a tablet, rising from 21% in 2014 to 28% for 3-4s, and from 30% to 37% for 5-7s, making this the second most commonly-used device for gaming among 3-4s, 5-7s and 8-11s. Overall, more than half of all 8-11s (52%) and six in ten (60%) 12-15s ever play games online.

Mobile take-up and use

The number of 8-15s who own a mobile phone has fallen since 2005, but a quarter of 8-11s and seven in ten 12-15s now have a smartphone
Half (49%) of 8-11s and eight in ten (82%) 12-15s owned a mobile phone in 2005. In 2015 the total numbers who owned a mobile had fallen to 35% of 8-11s and 77% of 12-15s. However, many mobile phones are now smartphones, which did not exist ten years ago: 24% of 8-11s and 69% of 12-15s now own a smartphone, and the number of 5-15s with a smartphone increased between 2014 and 2015.

12-15s are more likely than in 2014 to mostly use their mobile to go online
Unlike younger children, 12-15s are more likely to own a smartphone than a tablet, and are most likely to use their phones, rather than a tablet, to go online: 34% of 12-15s say they mostly use a mobile to go online, an increase since 2014 (27%).

And since 2005 the mobile phone has overtaken the TV set as the device 12-15s would miss the most
In 2005 8-11s and 12-15s said the media activity they would miss the most was watching television (43% for 8-11s and 33% for 12-15s), closely followed for 12-15s by using a mobile phone (28%). In 2015 the TV set still comes first for 8-11s, but the mobile phone has overtaken the TV among 12-15s (45% of 12-15s choose their mobile and 21% the TV set).

TV viewing

There has been a small but potentially important decrease between 2014 and 2015 in the number of 8-11s and 12-15s who say they watch TV on a TV set
The numbers of 8-11s and 12-15s who say they watch TV on a TV set has decreased since 2014 (97% vs. 99% for 8-11s and 95% vs. 100% for 12-15s); a small decrease but potentially important given the increase in viewing on alternative devices. The number of 5-15s with access to a DVD player or Blu-ray recorder has also decreased, while the numbers of 5-15s watching TV on other devices, including tablets, mobile phones and games players, has increased: four in ten (43%) who watch on-demand content do so on devices other than a TV set.

For the first time in 2015, 12-15s who watch TV and YouTube content are more likely to say they prefer to watch YouTube
In 2015 traditional TV is being challenged by other types of audio-visual content. Among 12-15s who watch both TV and YouTube content, for the first time more say they prefer to watch YouTube videos (29% vs. 25% in 2014) than TV programmes (25% vs. 30% in 2014).

Social media

Fewer 12-15s in 2015 nominate Facebook as their main social media profile while more are nominating Snapchat
There has been no change in the likelihood of having a social media profile since 2014. Among all children, 1% of 3-4s, 2% of 5-7s, 21% of 8-11s and 74% of 12-15s have a profile. However, among those with a social media profile, 12-15s are less likely now than in 2014 to say Facebook is their main profile (58% vs. 75%) and are more likely to nominate Snapchat (11% vs. 3%).

Children’s critical understanding

‘Critical understanding’ is a way of describing the skills and knowledge children need to understand, question and manage their media environment. This is important if they are to get the benefits it has to offer, and avoid the risks. Critical understanding covers a wide range of knowledge and skills. The following measures around trust and understanding of content provide an indication of the extent to which children possess these skills, and whether this has developed in line with the increasing complexity of the media landscape.

Judging the truthfulness of content

Seven in ten 12-15s in 2015 believe that most people behave differently online
Seven in ten (72%) 12-15s who go online agree with the statement: “I think most people behave in a different way online to when they talk to people face to face”; with close to one in ten disagreeing (8%), and the remainder (19%) neutral or unsure, suggesting that most 12-15s are aware that being online can affect people’s behaviour.

Children are more likely than in 2014 to think that various kinds of online information are “always true”
Compared to 2014, there have been increases in the numbers of 8-11s and 12-15s who visit news websites or apps and who answer that all the information on these sites is true (23% vs. 12% for 8-11s and 14% vs. 8% for 12-15s). There has also been an increase in the number of 8-11s who say this for sites used for used for school work or homework (28% vs. 20%) and among 12-15s, who say this for social media sites or apps (9% vs. 4%). While this could be attributable to an increase in the quality of sites and apps used by children, these

findings nevertheless suggest that children are less likely than in 2014 to be displaying the level of due caution that is desirable.

12-15s are more likely than in 2014 to say they would turn to YouTube for true and accurate information about things that are going on in the world
There has also been an increase in the numbers of 12-15s who go online saying they would turn to YouTube for true and accurate information about serious things that are going on in the world (8% vs. 3% in 2014), an information source where the ability to make critical judgements about the provenance of the content is particularly important.

The BBC is still the preferred online source for this kind of information
Over half of 12-15s who go online (52%) say they would turn to the BBC first for accurate and true online information about "serious things that are going on in the world", while 17% say they would turn to Google first. YouTube (8%), social media (7%) and Wikipedia (2%, down from 6% in 2014) are all selected by less than one in ten.

One in five 12-15s who use search engines believe that if a search engine lists information it must be true
While 50% of search engine users aged 12-15 make some type of critical judgement about search engine results, believing that some of the sites returned will be truthful while others may not be, one in five (19%) believe that if a search engine lists information then it must be true, and a similar proportion (22%) don't consider the veracity of results but just visit the sites they like the look of. This is unchanged since 2014.

Understanding content funding

As in 2014, children are more likely to be aware of how commercial online content providers are funded than how the BBC is funded
A third (33%) of 12-15s who watch television gave the correct response when asked how the BBC is funded, while nearly one-fifth believe that the BBC is funded through companies paying to advertise (17%). Awareness of how Google and YouTube are funded is higher, with over half of search engine users (54%) knowing that Google is funded by companies paying to advertise, and considerably fewer giving one of the incorrect responses available (12%). Around half of those who watch YouTube (52%) gave the correct response for how it is funded; that companies pay to advertise on it, with 10% giving an incorrect response. In all cases this is unchanged since 2014.

There are indications that children are less likely to understand how the BBC is funded now than in 2005
The third who gave the correct response for BBC funding in 2015 compares to just under half (46%) of 12-15s who were able to correctly identify the differences between watching programmes on the BBC and the other channels in 2005, responding that the other channels contained advertising. Although the two findings are not directly comparable, this may suggest that the more complex media environment in 2015 makes understanding public service funding models more difficult for children.

Awareness and understanding of advertising

Less than one in six 8-11s and a third of 12-15s in 2015 are able to correctly identify advertising displayed in online search results
Children aged 8-15 who use search engine websites were shown a picture of the results returned by Google for an online search for 'trainers'. Their attention was drawn to the first two results at the top of the list, which were distinguished by an orange box with the word 'Ad' written in it. Despite this labelling, only a minority of 8-11s (16%) and 12-15s (31%) correctly identified these sponsored links as advertising.

Less than half of 12-15s are aware of paid endorsements by vloggers or personalised advertising
Less than half of 12-15s who go online (47%) are aware of the potential for vloggers to be paid for endorsing products or brands, and 45% are aware of personalised advertising, in that they are aware that some people might see adverts that differ from those they see when visiting the same website or app. Around one in five (18%) thought everyone would see the same adverts as them, and nearly two in five didn't know (38%).

Creative and civic activity

Few children say they participate in civic activity online
The numbers saying they actively participate in creative or civic activity online are small. In 2015 3% of 5-15s who go online say they have written code to create an app or games, 1% have signed an online petition and 1% have expressed their social or political views online.

Children's experience of online risk

The proportion of children who have encountered content online that has concerned them is similar in 2005 and 2015
In 2005 14% of internet users aged 8-11 and 19% aged 12-15 said they had come across something of concern to them online in the previous year. In 2015 11% of 8-11s who go online, and 16% of 12-15s, said they had seen something online that was worrying, nasty or offensive in the past year.

The number of 8-11s who say they would not tell anyone if they saw this kind of content has gone up since 2014
Since 2014, 8-11s who go online are more likely to say they would not tell anyone if they encountered this kind of content, up from 2% to 5%.

The number of 8-11s and 12-15s who say they received advice about online risks has increased since 2014
Children aged 8-11 who go online (96% vs. 90%) or 12-15 (97% vs. 94%) are more likely than in 2014 to recall receiving advice about online risks, particularly from their parents. Both 8-11s and 12-15s are most likely to cite their parents, along with other family members, as the people they would tell if they saw something online that they found worrying, nasty or offensive (88% of 8-11s and 78% of 12-15s). For 8-11s this is followed by a teacher (18%) and for 12-15s by a friend (28%).

Children's reported online contact with people they don't know is relatively low in 2015
While children's contact with people not directly known to them online is not necessarily risky, it has the potential to lead to risky or unpleasant experiences.
Less than one in ten 12-15s (7%) say they have added people as 'friends' to address lists or contact lists whom they have only had contact with online, while 4% have sent a photo or video of themselves to someone they've only had contact with online, both measures unchanged since 2014. Four per cent of 8-11s and almost four times as many 12-15s (15%) say they chat with people they don't know when playing games online.

Bullying is more likely to happen in person rather than via text message, social media or online games
One in ten 8-11s (9%) and 12-15s (9%) in 2015 say they have been bullied in the past year. This is most likely to have been in person, with 6% of both 8-11s and 12-15s saying they have experienced this. Bullying via text message or on social media is less common, with 1% of 8-11s saying they have experienced each of these kinds of bullying, rising to 4% of

12-15s. Two per cent of 8-11s and 1% of 12-15s say they have been bullied through online games, and 1% of 12-15s via photo message or video, or via telephone calls.

Parental concerns and mediation

TV concerns and mediation

Concerns about TV and gaming content have decreased among parents of 3-4s since 2014
Compared to 2014, parents of 3-4s whose child uses each medium are less likely to be concerned about television content (13% vs. 22%) and gaming content (9% vs. 15%), with no change for online content (12% in 2015). Concerns among parents of 5-15s remain unchanged, with 25% saying they are concerned about online content, followed by television content (22%) and gaming content (21%). About a quarter of parents of 8-15s, or fewer, have concerns about their child’s mobile phone use, with little variation by the age of the child.

Fewer parents across all age groups are very concerned about pre-watershed television content than in 2014
Parents of children in each age group from 3 to 15 whose child watches television are less likely than in 2014 to say they are very concerned about what their child has seen on television before the watershed, with overall concern now standing at one in ten parents of 3-4s (10%) and two in ten parents of 5-15s (20%).

Younger children are more likely than in 2014 to have parental controls set on the TV
Children aged 3-4 (48% vs. 36%) and 5-7 (60% vs. 50%), in households where the child watches television on a television set, are now more likely than in 2014 to have parental controls set on their television service.

Controls on TV services have also increased for older children since 2005
In 2005 25% of parents whose children watched TV had set controls to restrict access to certain channels (25% parents of both 8-11s and 12-15s). In 2015 more than half (57%) of households with children aged 5-15 who watch TV have PIN controls to restrict access to particular channels or types of programmes, with this more likely among parents of 8-11s (61%) than parents of 12-15s (50%). This increase is likely to be linked to the increase in take-up of cable and satellite TV services, for which access controls are more likely to be set.

Online concerns and mediation

Concerns about collection and use of children’s personal information, and about advertising, are higher than or similar to those about content
In 2015 at least three in ten parents of 5-15s whose child goes online say they are concerned about companies collecting information about what their child is doing online (34%) or about their child giving out personal details online to inappropriate people (32%). A quarter of parents of 5-15s whose child plays games are concerned about the amount of advertising in games (24%) with one in five (21%) concerned about their child feeling pressured to make in-game purchases.

In 2015 most parents agree they know enough to help their child to manage online risks
Half of parents of 3-4s who go online (51%) and nearly two-thirds of parents of 5-15s (65%) agree that the benefits of the internet outweigh the risks, and around four in five parents of 3-

4s and 5-15s (80% and 76% respectively) agree that they know enough to help their child to manage online risks, all unchanged since 2014.

However, there has been a decrease since 2014 in the number who trust their child to use the internet safely
Since 2014, parents of 3-4s (44% vs. 56%), and 5-15s (78% vs. 83%) whose child goes online are less likely to say they trust their child to use the internet safely.

More parents than in 2014 say they have looked for or received information or advice about how to help their child manage online risks
More than half of parents of 3-4s (58%) and 75% of parents of 5-15s who go online say they have looked for or received information or advice about how to help their child manage online risks, an increase from 48% for 3-4s and 70% for 5-15s in 2014. The most common sources of information, among parents of 5-15s, are the child's school (53%), followed by friends or family (40%).

Over nine in ten parents in 2015 mediate their child's use of the internet in some way
Parents of 5-15s use a combination of approaches to mediate their child's access to, and use of, online content and services, including:

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

The majority of parents whose child goes online at home or elsewhere (96% of parents of 3-4s and 94% of parents of 5-15s) use at least one of these approaches; 18% of parents of 3-4s and 38% of parents of 12-15s use all four. A very small minority of parents (4% of 3-4s and 6% of 5-15s) do not mediate their child's internet use in any of the ways mentioned above, rising to 12% for parents of 12-15s.

In 2015, over half of parents of 5-15s with home broadband use any of the eight technical tools we asked about to manage their child's online access and use
We asked about eight technical tools for managing children's online access and use, ranging from network-level content filters to time-limiting software and anti-spam or antivirus software; 89% of parents of 3-4s with home broadband and whose child goes online, and 83% of parents of 5-15s, are aware of one or more of these eight technical tools, and over half (56% for 3-4s and 57% for 5-15s) use any of them.

Awareness and use of ISP content filters has increased among parents of 5-15s since 2014
Almost two-thirds (65%) of parents of 3-4s and 57% of parents of 5-15s with home broadband, whose child goes online, are aware of home network-level content filters provided by ISPs, and a quarter (25% for 3-4s and 26% for 5-15s) use them. Awareness (57% vs. 50%) and use (26% vs. 21%) have both increased among parents of 5-15s since 2014, and both measures are unchanged among parents of 3-4s.

Parents are more likely than in 2014 to say these tools are useful
Almost all parents of 5-15s who use ISP network-level filters think they are useful (97%), an increase since 2014 (93%), and about three-quarters think that they block the right amount of content (77%).

Awareness and use of tools for restricting app installation and use has also increased since 2014

Four in ten parents of 3-4s (42%) and 5-15s (41%) whose child uses a smartphone or tablet are aware of any of the tools for restricting app installation or use that we asked about, and 18% of these parents (of both 3-4s and 5-15s) use any of them.

Awareness has increased since 2014 for all three measures among parents of 5-15s, and among parents of 3-4s it has increased in regard to changing the settings to prevent apps being downloaded or to prevent in-app purchases. Use has increased in two areas: for changing the settings to prevent any in-app purchases, among parents of 3-4s and 5-15s, and for parental control software to restrict app installation or use, for parents of 5-15s.

Parents are more likely in 2015 than in 2005 to believe that their child can get round parental controls

In 2005 very few (5%) parents who were using blocking controls or software said their child knew how to get around those controls. In 2015 29% of parents of 8-15s said they thought their child would be able to unset, bypass or over-ride home network-level filters, and 21% thought this about parental control software.

Table of figures

Section 2

Introduction

Background

The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003. Under Section 14 (6a) of the Act we have a duty to make arrangements for the carrying out of research into the matters mentioned in Section 11 (1).

Our media literacy research informs three of Ofcom's strategic purposes: to promote opportunities to participate; to protect consumers from harm; and to contribute to and implement public policy as defined by Parliament.

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented both by traditional and by new communications services. Media literacy also helps people to manage content and communications, and protect themselves and their families from the potential risks associated with using these services.

Ofcom's definition of media literacy is:

> *"the ability to use, understand and create media and communications in a variety of contexts".*

This report is designed to give an accessible overview of media literacy among children and young people[2] aged 5-15 and their parents/carers[3], as well as an overview of media use by children aged 3-4.

Where possible, within the sample of children aged 5-15 and their parents, demographic analysis is conducted by age (of the child interviewed), by gender and by household socio-economic group. Where differences exist by demography these are commented on in the report.

The research underpinning this report was first conducted in 2005 (published in 2006) and so this year's report is our ten-year anniversary edition. Therefore, although most of the report focuses on the current wave of research conducted in spring 2015, and any key changes compared to 2014, the first chapter (Section 3) looks particularly at changes over the last ten years for children aged 8-15.

The key objectives of this research are:

- to provide a rich picture of the different elements of media literacy across the key platforms: the internet, television, games, and mobile phones;
- to identify emerging issues and skills gaps that help to target stakeholders' resources for the promotion of media literacy; and
- to provide data about children's internet habits/opinions and parents' strategies to protect their children online, to inform the work of the UK Council for Child Internet Safety

[2] References to children in this report are used to refer to children and young people.
[3] References to parents in this report are used to refer to parents and carers.

(UKCCIS), which brings together over 180 organisations to help keep children and young people safe online; and other stakeholder organisations such as Get Safe Online.

Research methodology and analysis

This report provides an update to the reports on children's media literacy published in 2006, 2008, 2010, 2011, 2012, 2013 and 2014[4]. It draws on the following surveys:

***Media Literacy Tracker* with children and parents:** a quantitative tracking survey conducted in 2009, 2010, 2011, 2012, 2013, 2014 and 2015[5]. In April/May/June 2015, 1,379 in-home interviews with parents and children aged 5-15 were conducted, along with 688 interviews with parents of children aged 3-4. In April/May/June 2014, 1,660 in-home interviews with parents and children aged 5-15 were conducted, along with 731 interviews with parents of children aged 3-4. In March/ April 2012, 1,717 in-home interviews were conducted with parents and children aged 5-15. In April/ May and September/ October 2010, 2,071 in-home interviews with parents and children aged 5-15 were conducted. In April/May and September/October 2007, 2,131 in-home interviews with children aged 5-15 and their parents/carers were conducted.

***Young People's Media Usage* survey:** a quantitative tracking survey, conducted in 2007 and 2008, which was devised to provide Ofcom with continued understanding of children's behaviour in the UK communications markets. During 2007, 3,696 interviews with parents and children aged 5-15 were conducted, and 2,066 interviews with parents and children aged 5-15 were conducted during 2008. All interviewing was done in the home.

Media Literacy Audit: a quantitative survey that involved 1,536 in-home interviews with parents and children aged 8-15 from June to August 2005, and 2,068 in-home interviews among the same demographic between October and December 2007.

In some instances, we make comparisons between this research, the *Media Literacy Tracker* in 2009 and either the *Young People's Media Usage* survey*,* conducted in 2007 and 2008, or the *Media Literacy Audits* conducted in 2005 and 2007.

Significance testing at the 95% confidence level was carried out. This means that where findings are commented on in the report, there is only a 5% or less probability that the difference between the samples is by chance[6]. Statistically significant findings are indicated in the figures in the report by arrows.

Where possible, findings are shown for 5-15s as well as for the specific age groups (5-7, 8-11 and 12-15). However, some questions in earlier surveys, and some questions in the current survey, were not asked of all age groups.

Interviews conducted with parents of 3-4 year old children

As detailed above, in 2015 the *Media Literacy Tracker* was also conducted with parents of children aged 3-4, with a total of 688 interviews conducted in-home in April/ May/ June 2015.

[4] www.ofcom.org.uk/medialiteracyresearch
[5] Findings from the 2009, 2011 and the 2013 Media Literacy Trackers have been removed from the Figures within this report to reduce data overcrowding
[6] If a finding is not statistically significant it may be referenced in the report as being unchanged or that it does not differ when compared to another measure (i.e. when comparing, for example, boys aged 12-15 to girls aged 12-15). In some instances, the two percentages compared could differ by as much as fifteen percentage points, but due to low base sizes for one (or both) of these groups the difference is not registering as statistically significant.

Findings have been shown for 3-4s wherever possible, with comparisons between 2015 and 2014 findings for this age group and also comparing the findings for children aged 3-4 and the older children interviewed for this survey.

Changes that were made in 2014

Changes were made to the questions asked of parents and children in 2014 regarding the child's use of media. *Media Literacy Tracker* surveys conducted before 2014 directed parents and children to consider the child's use of media within the home. With the growth in ownership and use of mobile devices – such as smartphones and tablets – it was decided to ask, from the 2014 survey onwards, about the child's use of media in any location, not just at home.

As in previous surveys, detail in this report on the devices used and the volume of use is based on responses from parents for 3-4s and 5-7s, and responses from children for 12-15s. In 2014 we decided to extend the questions asked of children aged 8-11 to cover devices used and volume of use.

Section 3

Ten years: a retrospective

We conducted our first Children's Media Literacy survey in 2005 among children aged 8-11 and 12-15, and their parents. Since then the study has been periodically repeated, moving to an annual cycle in 2009, and going from two waves a year to one in 2011. We have also started including data on younger children, adding interviews with parents of 5-7s in 2007 and parents of 3-4s in 2013[7].

Inevitably, some of the content and scope of the study has shifted year on year to account for technology developments, while other key areas and metrics have remained consistent in order to ensure measurement of trends over time. The collective data provide useful insights into how and to what extent the media landscape has evolved, and how children's attitudes and habits have changed accordingly – or not.

This short chapter uses the data, along with other contextual references, to demonstrate some of the key developments over the past decade.

Trends in children's media access and use: 2005 – 2015

The media environment for children has changed considerably in the last ten years. In 2005, at the time of the first report, several established media and technology brands such as BBC iPlayer, Netflix, Virgin Media, Twitter, and Instagram weren't available. Facebook and YouTube, both very popular with children in 2015, were brand new; launched in 2004 and 2005 respectively.

Children had access to and used fewer devices too. Tablets and smartphones, devices that are now embedded in the mainstream, were not available. Apple launched its first iPhone in 2007 and the iPad was launched in 2010, and we didn't ask about either in our surveys until 2010.

These changes are reflected in the differences in the kinds of media devices children had access to in 2005 and the ways in which they used media devices and services.

Below we set out some of the key changes between 2005 and 2015.

Online access and use

The amount of time 8-11s and 12-15s spend online has more than doubled since 2005, with 12-15s now spending more time online than watching TV
As shown in Figure 32, 8-11s have slightly increased the amount of time they say they spend watching TV, from 13.2 hours a week to 14.8 hours, while the amount of time they spend online has more than doubled, from 4.4 hours a week to 11.1.

Twelve to fifteens now spend more time online than watching TV. They have gone from watching an estimated 14.7 hours a week watching TV in 2005 to 15.5 hours[8], and their time online has also more than doubled, from 8 hours to 18.9 hours a week.

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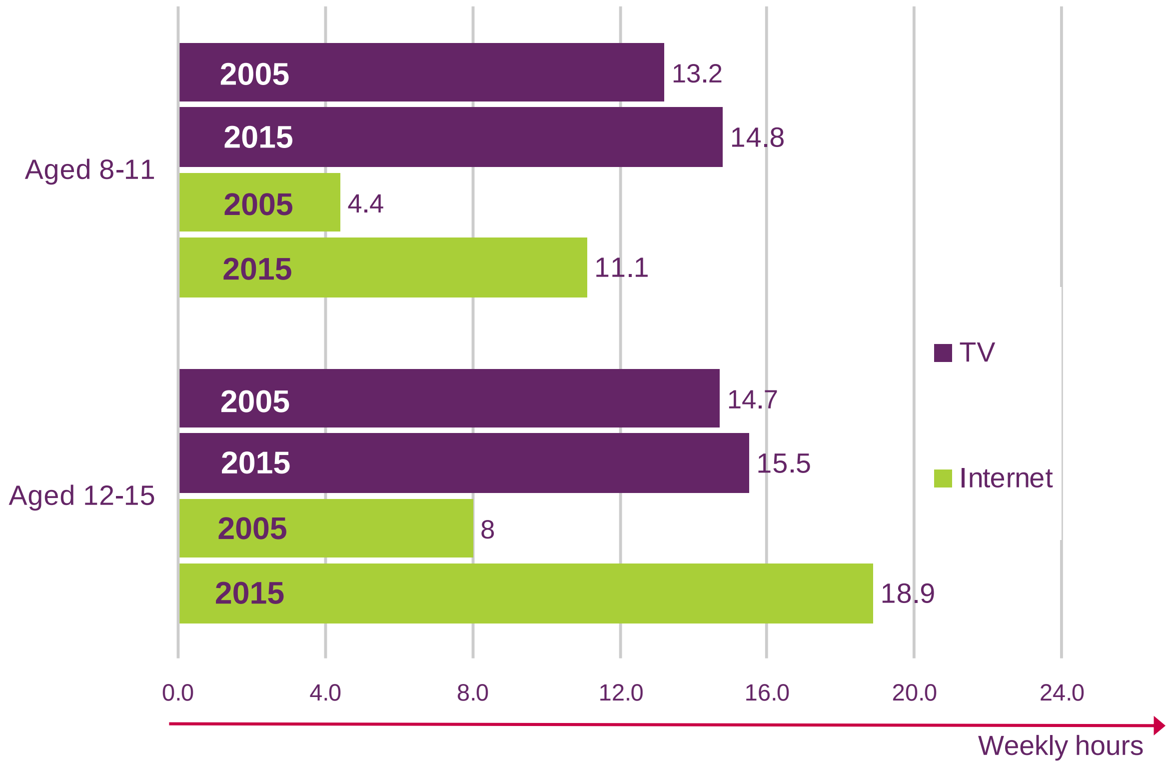
[7] As these were later additions we are not able to compare findings for younger children across the ten-year time period.
[8] The increase in time spent watching TV among 12-15s is not statistically significant.

Figure 1: Estimated weekly hours of media consumption, at home or elsewhere among users, 8-11s and 12-15s: 2005 and 2015

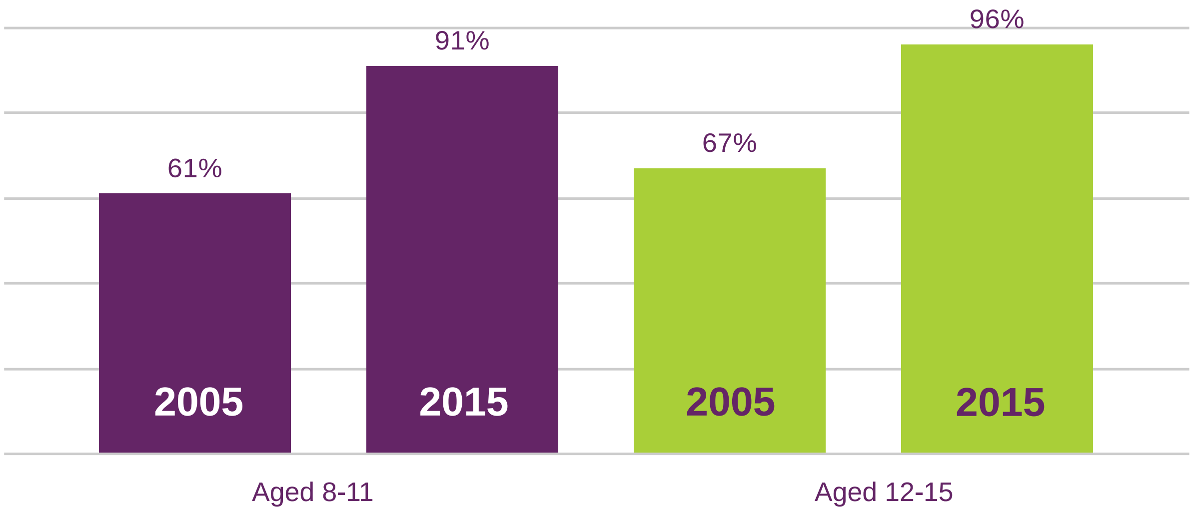


QP13A-B/ QP25A-B How many hours would you say you spend [using medium] on a typical school day/ on a weekend day?
Responses are taken from the child aged 8-11 or 12-15 rather than the parent.
Base: Children aged 8-15 who use each medium (variable base).

More children are now going online at home, and tablets and mobile phones are now more popular than desktop computers for online access
As shown in Figure 2, more children are able to access the internet at home. In 2005 61% of 8-11s and 67% of 12-15s had the internet at home and 65% of 12-15s and 48% of 8-11s used it. Less than two-thirds of these connections were broadband, and 21% of 8-11s and 28% of 12-15s still had dial-up. In 2015 close to nine in in ten 8-11s (91%) and nearly all 12-15s (96%) have internet access at home, either through a fixed broadband connection or through using a mobile network signal[9].

[9] In 2015 we ask about internet use at home or elsewhere, so are not able to give a figure for use inside the home.

Figure 2: Internet access at home, 8-11s and 12-15s: 2005 and 2015



QP56 – Which, if any, of these ways of going online are available to your child at home? (prompted responses, single-coded).
Base: Parents of children aged 8-11 (492) and 12-15 (488).

When we look at going online outside as well as inside the home, the numbers remain unchanged for 8-11s (88% in 2005 vs. 91% in 2015 who went online at home or elsewhere, via any device), and the increase for 12-15s is small (94% in 2005 vs. 98% in 2015). This is because access outside the home, particularly through schools, was widespread in 2005.

The ways in which children are able to access the internet have also increased, and many now use portable devices to get online, including 47% of 8-11s and 12-15s who use a tablet to go online, and 25% of 8-11s and 65% of 12-15s who use a mobile phone. Among 8-11s tablets are now more likely than a desktop computer to be the device most often used for going online, and among 12-15s mobile phones have overtaken desktops as the device used most often for going online.

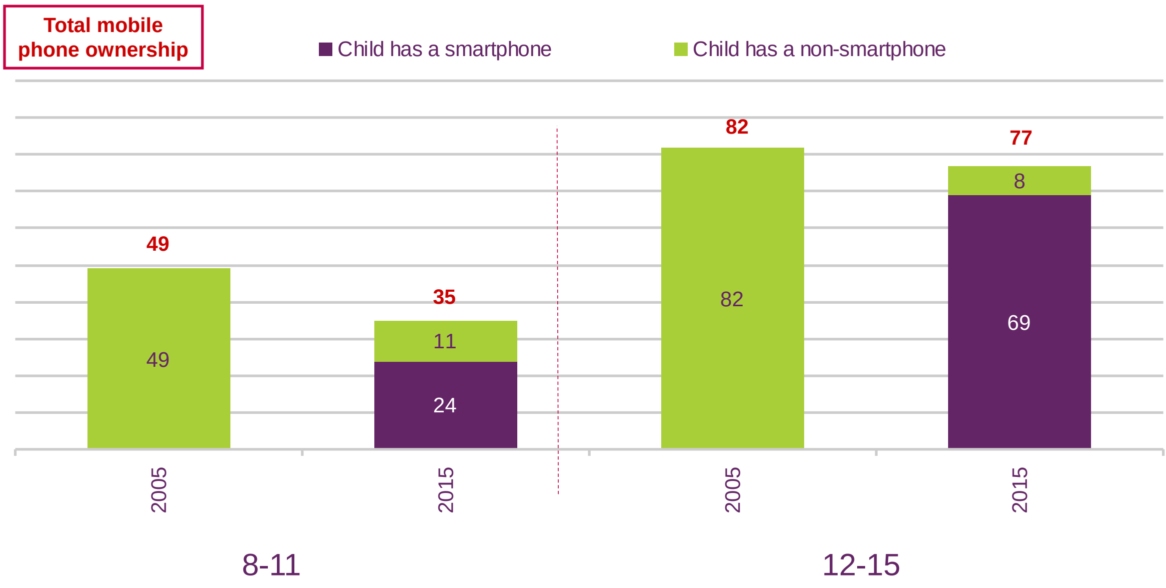
Fewer children are using games consoles, but children are playing games on a wide range of other devices, often online
In 2005 84% of 8-11s and 85% of 12-15s used a games console. This has decreased to 71% of 8-11s and 68% of 12-15s, with children instead playing games on a wide range of other devices. Much of this gaming is now online: 52% of 8-11s and 60% of 12-15s play games online in 2015.

Mobile phones

While there has been a decrease since 2005 in the total numbers of 8-15s who own a mobile phone, substantial numbers now have smartphones
As shown in Figure 34, half (49%) of 8-11s and eight in ten (82%) of 12-15s owned a mobile phone in 2005. In 2015 the total numbers who owned a mobile had decreased to 35% of 8-11s and 77% of 12-15s. However, many of these phones are now smartphones, which did not exist ten years ago: 24% of 8-11s and 69% of 12-15s now own a smartphone.

In 2005 there was a sharp increase in mobile phone ownership between the age of 10 and 11. A similar pattern can be found in smartphone take-up in 2015, when from age 10 onwards smartphone ownership outstrips ownership of non-smartphones.

Figure 3: Smartphone and non-smartphone ownership, 8-11 and 12-15: 2005 and 2015



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. (spontaneous responses, single coded)
Base: Parents of children aged 8-11 (492) and 12-15 (488)

8-15s are using their phones more frequently and for more activities in 2015 than in 2005

Children are making more calls and sending more texts than they were in 2005. In 2005 8-11s made an average of six calls and sent 16 text messages, rising to nine calls and 31 text messages for 12-15s. In 2015 mobile users aged 8-11 made an average of nine calls and 41 text-based messages, and 12-15s made an average of 22 calls and 135 text-based messages[10].

In 2005 children were already using their phones for a wide range of activities: 52% of 8-11s and 43% of 12-15s used their phones for playing games, 14% of 8-11s and 41% of 12-15s used them for taking photos, 8% of 8-11s and 21% of 12-15s used them for sending photo messages, 5% of 8-11s and 11% of 12-15s used them for taking videos, 2% of 8-11s and 11% of 12-15s used them for internet access, and 1% of 8-11s and 7% of 12-15s used them for video messages. In 2015 8-11s and 12-15s are still using their phones for all of these activities. However, they have added a wide range of other activities to the list, such as listening to music and watching video clips. For example, in 2015 36% of 12-15s who go online say their mobile phone is the device they use most often to listen to music, 24% say it is the device they use most often to share photos or videos with others, and 18% use it to watch short videos.

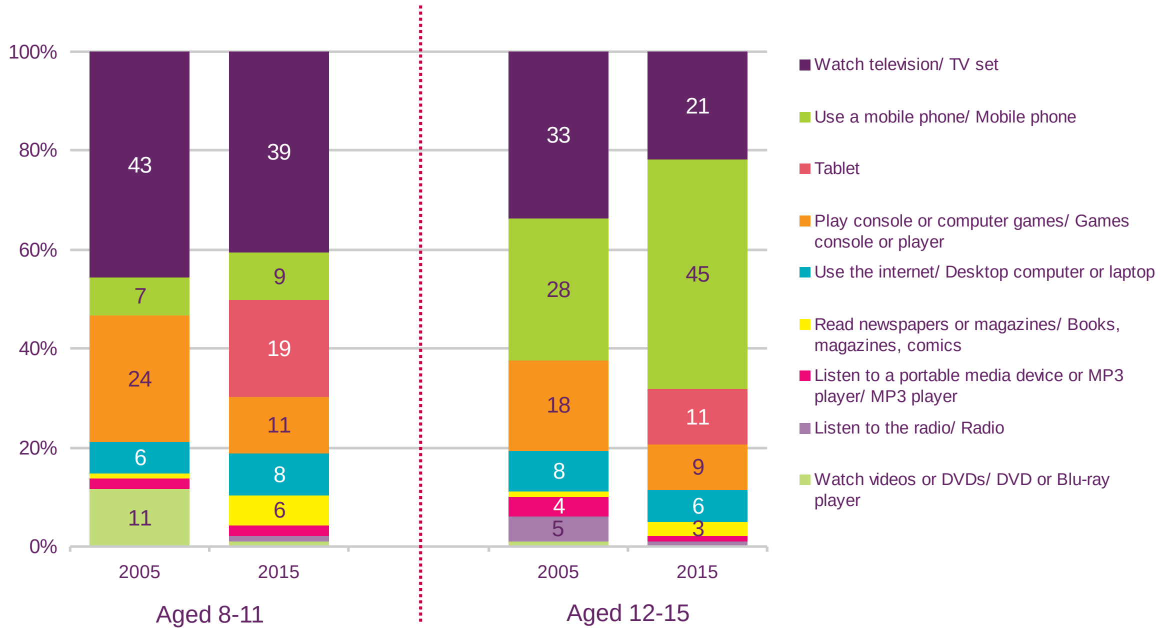
[10] The definition of text messages used in 2015 includes messages sent over the mobile network as well as through instant messaging apps such as Apple iMessage and apps such as WhatsApp and Snapchat.

TV consumption

While the TV set remains the device most likely to be missed by 8-11s, it has been replaced by the mobile phone among 12-15s.

The changes to children's experience of media are reflected in the devices and activities they say they would miss the most if they were taken away. As shown in Figure 4: , in 2005 both 8-11s and 12-15s said that the media activity they would miss the most was watching television (43% for 8-11s and 33% for 12-15s), closely followed for 12-15s by using a mobile phone (28%). In 2015 the TV set still comes first for 8-11s, but the mobile phone has overtaken the TV set by a considerable margin among 12-15s (45% of 12-15s now say their mobile phone and 21% say the TV set).

Figure 4: Activity (2005)/device (2015) children would miss the most, 8-11s and 12-15s: 2005-2015



QC51– In 2005- Which one of these would you miss doing the most? In 2015 - 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 8-11 (492) and 12-15 (488).

Note: some options asked in 2005 are not directly comparable with those asked in 2015 and should be treated with caution, particularly use the internet (2005) vs. miss a desktop computer or laptop (2015) and read newspapers or magazines vs. miss books, magazines or comics. Tablets were not asked about in 2005.

Children are less likely to have a TV in their bedroom but are now watching TV content on smart TVs, tablets and mobile phones

The number of children with a TV in their bedroom has declined since 2005, from 71% of 8-11s and 75% of 12-15s to 49% of 8-11s and 60% of 12-15s. However, more children are using portable devices to watch TV. For instance, 42% of 8-11s and 57% of 12-15s watch television on a device other than a TV set, with 25% of 8-11s and 31% of 12-15s watching on a tablet and 9% of 8-11s and 26% of 12-15s watching on a mobile phone. Meanwhile, the number of 8-11s and 12-15s who ever watch TV on a TV set has fallen slightly since 2014 for both groups (from 99% to 97% for 8-11s and from 100% to 95% for 12-15s).

Many children also have access to smart TVs: 41% of both 8-11s and 12-15s have a smart TV at home and 99% of both 8-11s and 12-15s have access to either a standard or smart digital television. In 2005, while 100% of 8-11s and 99% of 12-15s had a TV set in the house, just 73% of 8-11s and 72% of 12-15s had access to digital TV at home.

Children have access to more kinds of content, with YouTube in particular becoming an increasingly important alternative to traditional TV

As well as a wider choice of devices, children now have more content options. The main alternatives to live TV for children in 2005 were videos or DVDs. On average, 8-11s watched DVDs or videos for an estimated 4.5 hours a week, and 12-15s for 4.8 hours, around a third of the time they spent watching TV programmes. Around eight in ten used a VCR (80% of 8-11s and 81% of 12-15s). Over four in five 8-11s (86%) and 12-15s (87%) used a DVD player. In 2015, children aged 8-15 are less likely to use either a DVD player or recorder, or a Blu-ray recorder (67% of 8-11s and 71% of 12-15s).

Use of ‘catch-up’ was relatively small. Just 5% of 8-11s and 6% of 12-15s used a PVR. In 2015 this has expanded considerably; 68% of both 8-11s and 12-15s now use a DVR. In 2007 9% of 8-11s and 17% of 12-15s watched television on the internet. In 2015, as we saw above, over two in five 8-11s and over half of 12-15s watched television programmes on a device other than a television set, enabled by the online connectivity of these devices.

Accessing on-demand video content via the TV set was a new concept in 2005, with the roll-out of the first true video-on-demand (VoD) service in the UK, Teleport, completed by Telewest in December 2005. This has grown substantially, and in 2015 on-demand was watched by 43% of 8-11s and 51% of 12-15s. Much of this is via portable devices. In 2015 8% of both 8-11s and 12-15s who watch on-demand TV do so via a tablet and 5% of 8-11 on-demand viewers and 9% of 12-15 viewers are using a mobile phone.

YouTube has also become increasingly important as a source of content. In 2015 69% of 8-11s and 86% of 12-15s who watch television say they watch YouTube. And 12-15s who watch both TV and YouTube content in 2015 are more likely to say that they prefer to watch YouTube videos than TV channels (29% vs. 25%). This is a change since 2014 when more were likely to say they preferred watching TV programmes (25% vs. 30%).

Social media

We did not ask about social media in our 2005 survey – as we saw above, Facebook had only been launched in 2004. We started asking children about social media for the first time in 2007 and it is useful to include the findings here to illustrate the trends.

Between 2007 and 2015 the numbers with a social media profile have increased from two in five, to three-quarters of 12-15s

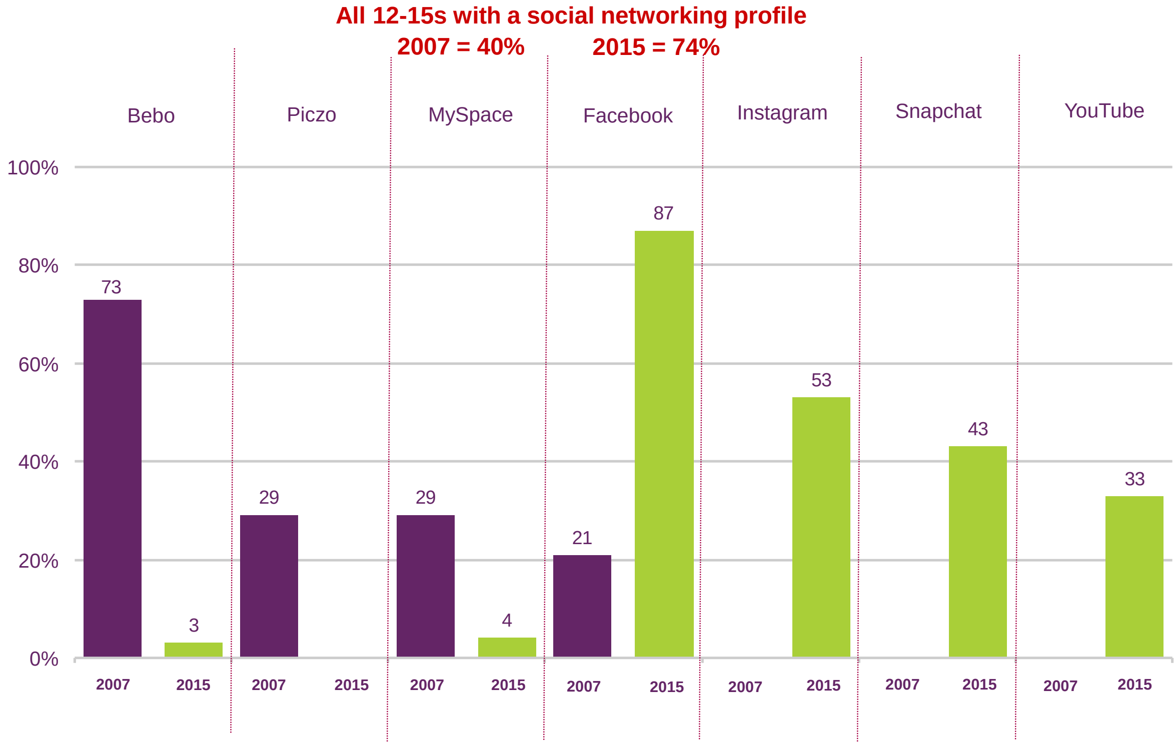
Over half of 12-15 year olds who used the internet at home in 2005 had created a page or profile on a social networking site: two in five of all 12-15 year olds in the UK (40%). In 2015 close to a quarter of 8-11s who go online (23%) and 76% of 12-15s who go online have a social media profile. This equates to 21% of all 8-11s and 74% of all 12-15s in the UK.

And there have been large changes in the popularity of different social media sites among children

There has also been a change in which sites children are most likely to have a profile on, as shown in Figure 6. In 2007 73% of 12-15s with a social networking profile had a page or profile on Bebo, 29% on Piczo, 29% on MySpace and 21% on Facebook. In 2015 just 3% of 12-15s say they use Bebo and 4% use MySpace[11]. In contrast, 87% of 12-15s with a social media profile say they use Facebook, and there are also large increases in the take-up of newer sites like Instagram (53%, up from 36% in 2014) and Snapchat (43%, up from 26% in 2014).

[11] Piczo was shut down in 2012.

Figure 5: Top four social media sites or apps used by children aged 12-15 with a social media profile: 2007 and 2015



QC20 – Which social media sites or apps do you use? (spontaneous responses, multi-coded)
Base: Children aged 12-15 who have a social media profile (345).

Trends in children's negative online experiences: 2005-2015

The proportion of children who have encountered content online that has concerned them is similar in 2005 and 2015

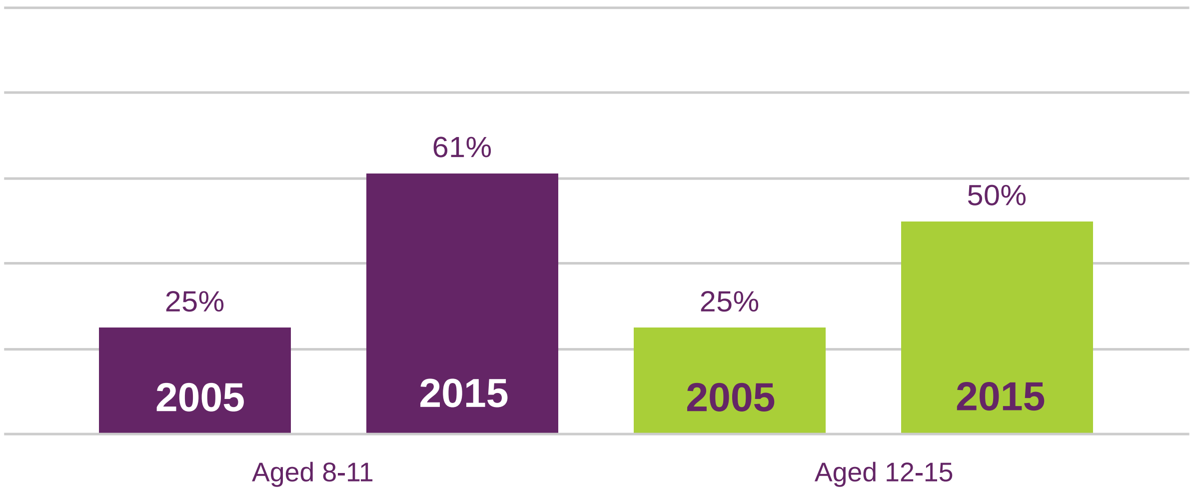
Although the questions asked are different, it is interesting to juxtapose the proportion of children who said they had come across anything of concern to them in 2005, with the proportion of those who said they had seen anything online that was worrying, nasty or offensive in 2015. The two types of response are broadly indicative of children's experience of negative online activity, and the numbers who said they had encountered these kinds of content are similar. In 2005 14% of internet users aged 8-11 and 19% aged 12-15 said they had come across something of concern to them online in the previous year. In 2015 11% of 8-11s who go online and 16% of 12-15s said they had seen something online that was worrying, nasty or offensive in the past year.

Trends in parental concerns and mediation: 2005-2015

More parents have controls set on their TV services in 2015 than in 2005

In 2005 25% of parents whose children watched TV had set controls to restrict access to certain channels (25% of parents of both 8-11s and 12-15s), as shown in Figure 6. In 2015 more than half (57%) of households with children aged 5-15 who watch TV have PIN controls set, to restrict access to particular channels or types of programmes, with parents of 8-11s (61%) being more likely than parents of 12-15s (50%) to have done this. The increase is likely to be linked to the increase in take-up of cable and satellite TV services, for which access controls are more likely to be set.

Figure 6: Parents whose children aged 8-11 and 12-15 watch TV and have set PIN/password controls to restrict access to channels or programmes: 2005 and 2015



QP15 - In 2005 - Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or password? In 2015 Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?
Base: Parents of children aged 8-11 and 12-15 with a TV set in the household that the child watches (477 aged 8-11, 469 aged 12-15 in 2015).

The overall number of parents using technical tools has increased since 2005, as more children go online at home

In 2005 33% of parents of 8-15 year olds (around half of all parents of 8-15s whose child went online; 53%) had some kind of blocking in place to stop their children viewing certain types of websites (57% of parents of 8-11s whose child went online and 50% for 12-15s).

In 2015, reflecting the increased choice of technical solutions available for managing children's online activity, we asked about a wider range of mediation tools. Half (52%) of all parents of 8-15s (56% of parents of 8-15s who have broadband and whose child goes online) use any kind of technical tools to mediate their children's internet use, with use lower among parents of 12-15s than 8-11s (50% vs. 61% of parents with home broadband whose child goes online). Although the two measures are not exactly comparable, this does indicate that there has been a substantial overall rise in the numbers of parents using some kind of technical mediation (from 33% to 52%), in line with the rise in home internet use among children. However, the proportion of parents whose child goes online at home and who are using tools has remained stable over time (53% vs. 56%). This could be because such parents in 2005 were more technically aware, compared to the much wider base in 2015.

In 2015 parents are more likely to believe that their children can get round parental controls

In 2005 very few (5%) parents who were using blocking controls or software said their child knew how to bypass those controls. In 2015 29% of parents of 8-15s said they thought their child would be able to unset, bypass or over-ride home network-level filters, and 21% thought this about parental control software.

Trust remains a key reason for not installing parental controls, although there is still a small proportion who don't know that such controls are possible or don't know how to use them

In 2005 the main spontaneous reason given by parents whose child used the internet and who did not have blocking controls or software was that they trusted their child, given by 48% of parents of 8-11s and 79% of 12-15s. In 2015 the main reason, from a prompted list, given by parents who have heard of but do not use the tools asked about, is that they prefer to talk to their child and use other methods of mediation, given by around half of parents. However, trust is still very important, with around four in ten saying they trust their child to be sensible/ responsible.

In 2005 around one in five parents said that they did not have controls set because they were unsure how to set them, or were not aware that it was possible (21% of parents of 8-11s and 14% of parents of 12-15s). In 2015 there remains a small proportion of parents who say this, ranging from 6% for content filters to 10% for enabling safe search on search engine websites.

Section 4

Children's take-up of media

This section looks at children's take-up of media devices. It documents the access children have to devices, and the personal use that they make of such devices. It includes an examination of whether such media devices are located in the child's bedroom.

Findings have been shown for children in each age group where possible, including those aged 3-4.

Key findings

Tablets and smartphones

- Access to a tablet computer at home for 5-15s has increased by ten percentage points in 2015: from 71% to 81%. At least three in four children live in a household with a tablet computer, whether aged 3-4 (75%), 5-7 (81%), 8-11 (81%) or 12-15 (81%).
- Over half of 3-4s (53%) and nearly three-quarters of 5-15s use a tablet in 2015 (73%), up from 39% for 3-4s and 62% for 5-15s in 2014.
- One in seven 3-4s (15%) and two in five 5-15s (40%) now own their own tablet, with both of these measures up since 2014 (from 11% and 34% respectively).
- Smartphone ownership among children aged 5-15 has increased since last year (from 31% to 35%).
- Children aged 3-4, 5-7 and 8-11 are more likely to own a tablet than a smartphone, while 12-15s are more likely to own a smartphone than a tablet.
- Younger children are more likely than in 2014 to say they play games on a tablet (28% vs. 21% for 3-4s and 37% vs. 30% for 5-7s) while children of all ages are more likely to say they now use a tablet to watch television programmes. Around one in five children of any age (18%) who watch on-demand TV content do so on a tablet.

Online access

- Children in each age group are as likely to go online as in 2014: 39% for 3-4s, 67% for 5-7s, 91% for 8-11s and 98% for 12-15s. However, children aged 5-15 are now less likely to use a laptop or netbook (62% vs. 66%) or a desktop computer (28% vs. 32%) to go online
- One in ten 5-15s (11%) go online only through a device other than a laptop, netbook or desktop computer; an increase since 2015 (from 8%).
- Use of a mobile phone to go online is unchanged since 2014, for each age group of child: 15% for 3-4s, 20% for 5-7s, 25% for 8-11s and 65% for 12-15s.
- Tablets are now the most often-used device for going online among all age groups except 12-15s. Around half of 3-4s (51%) and 5-7s (49%) use a tablet most often to go online. Both of these measures have increased by more than ten percentage points since 2014. One in three 8-11s (36% vs. 28% in 2014) also 'mostly' use a tablet, followed by a laptop or netbook (28% vs. 36% in 2014).
- 12-15s are the group most likely to use a mobile phone to go online. One in three 12-15s (34%) mostly use a mobile to go online, an increase since 2014 (27%), with a corresponding decrease in the use of a laptop or netbook to go online 'most often' (23% vs. 32%).

Gaming

- As the use of tablet computers to play games has increased (34% vs. 30% for 5-15s), use of portable games players has decreased since 2014 for 5-15s by more than ten percentage points (28% vs. 39% in 2014) with a similar decrease for 5-7s (32% vs. 39%), 8-11s (27% vs. 44%) and 12-15s (25% vs. 33%).
- Use of a desktop computer, laptop or netbook for gaming has also decreased, particularly among 5-7s (18% vs. 25%) and 8-11s (26% vs. 34%).

TV

- Smart TV ownership among households with 3-4s (40%) or 5-15s (42%) is unchanged since 2014, although there has been an increase in use of a smart TV to go online among 5-15s (7% vs. 4%). While access to DVRs is also unchanged for 5-15s, there has been a decrease in access to a DVD player/ recorder or Blu-ray recorder since 2014 (79% vs. 84%)
- Since 2014, 8-11s (97% vs. 99%) and 12-15s (95% vs. 100%) are less likely to say they watch TV programmes or films at home or elsewhere on a TV set, with increases seen for 5-15s in use of tablet computers (27% vs. 20%), mobile phones (15% vs. 11%) and games consoles/ players (14% vs. 10%) to watch TV programmes or films.
- More than four in ten 5-15s (44%) watch on-demand television content, rising to half (51%) of 12-15s. One in five 5-15s (20%) who watch on-demand TV content, watch it daily, with around three in four (73%) watching at least weekly.
- While the TV set is the most popular device among 12-15s for watching on- demand content (87%), four in ten watch on-demand content on devices other than a TV set (43%).

Household ownership of media devices

Ownership of tablets has increased as ownership of portable gaming devices has decreased

This initial section looks at whether children have access to specific devices within the home, with subsequent sections addressing children's use of these devices.

Parents of children aged 3-4 and 5-15 were asked about ownership of a range of media devices. Figure 7 and Figure 8 show household ownership of a desktop computer, laptop or netbook with internet access[12], a tablet computer[13] and a games console[14] by age and socio-economic group. Figure 9 and Figure 10 show household ownership of a DVD player/ recorder/ Blu-ray recorder[15], digital video recorder (DVR[16]) and smart TV[17].

[12] Before 2010, parents were only asked about access to the internet through a PC/ laptop, with netbooks being added to this definition since 2010
[13] Tablet computers have been included in the study since 2010.
[14] Either those that are connected to a television or handheld/ portable games players.
[15] Blu-ray recorders have been included in the study since 2010; before this parents were asked about DVD players or recorders only.
[16] After 2011, the question used to establish household access to a digital video recorder was amended to reflect a shorter definition of DVR functionality. The question was also streamlined to reflect the way in which access/ use/ ownership of all key media in the study is established and, as such, was moved higher up the questionnaire. It is possible that these changes have had an impact on the take-up levels reported here.

More than eight in ten children aged 5-15 (86%) live in a household with an internet-enabled desktop, laptop or netbook, unchanged since 2014. Three in four children aged 3-4 (77%) live in a household with one of these devices, also unchanged since last year. However, there has been some change among children aged 12-15 (89%), who are less likely to live in a household with internet access through one of these devices, compared to last year (93%).

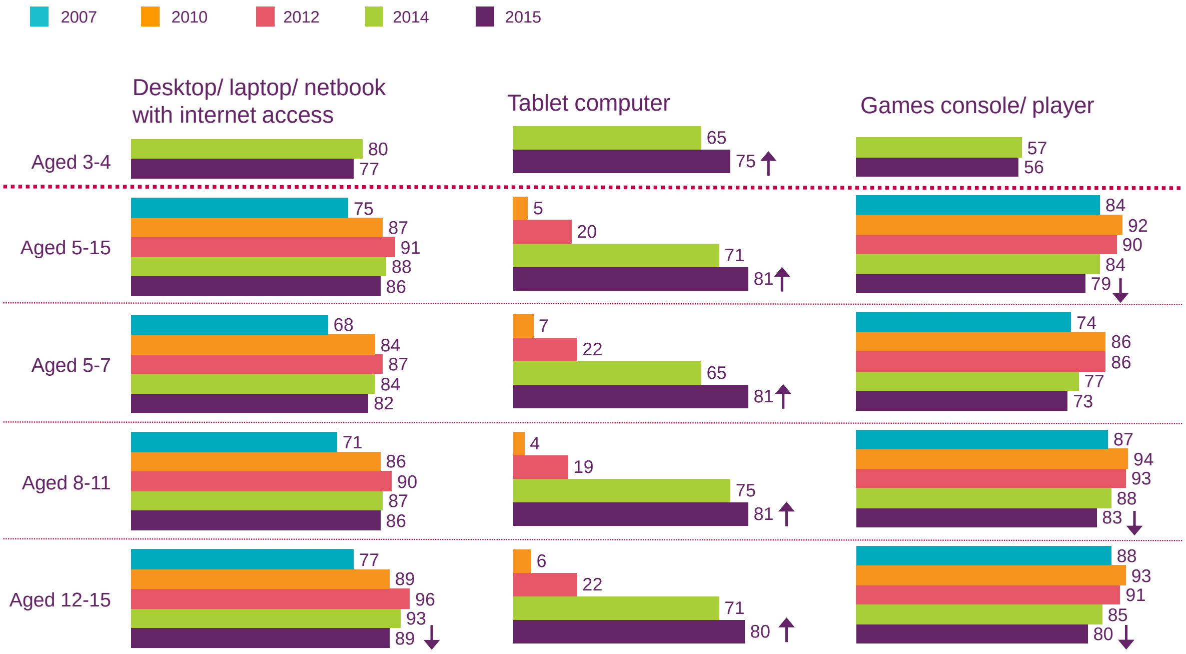
There has been no change since 2014 in household ownership of these types of computer by socio-economic group, and DE households (72%) continue to be less likely than all households (86%) to own one of these devices.

Eight in ten children aged 5-15 (81%) have a tablet in the home, an increase of ten percentage points since 2014 (71%). Three-quarters of children aged 3-4 (75%) live in a household with a tablet computer; this has also increased by ten percentage points since 2014 (65%). The increase since 2014 can be seen for all age groups of children and among the C1 and DE socio-economic groups. Those in AB households (92%) are more likely than all children to have access to tablet computers, while those in DE households (70%) are less likely.

Eight in ten children aged 5-15 (79%) live in a household with a fixed or portable games console, a decrease since 2014 (84%). This overall decline is evident only for a portable/ portable games player (50% vs. 59% in 2014) and not for a console that is connected to a TV set (73% in 2015). This decrease in household ownership of either type of device is seen for 8-11s (83% vs. 88%) and 12-15s (80% vs 85%) rather than for 5-7s (73%). More than half (56%) of children aged 3-4 live in a household with a games console/ player in the home, also unchanged since 2014. Since 2014, DE households are also less likely to own a fixed or portable games player (75% vs. 81%).

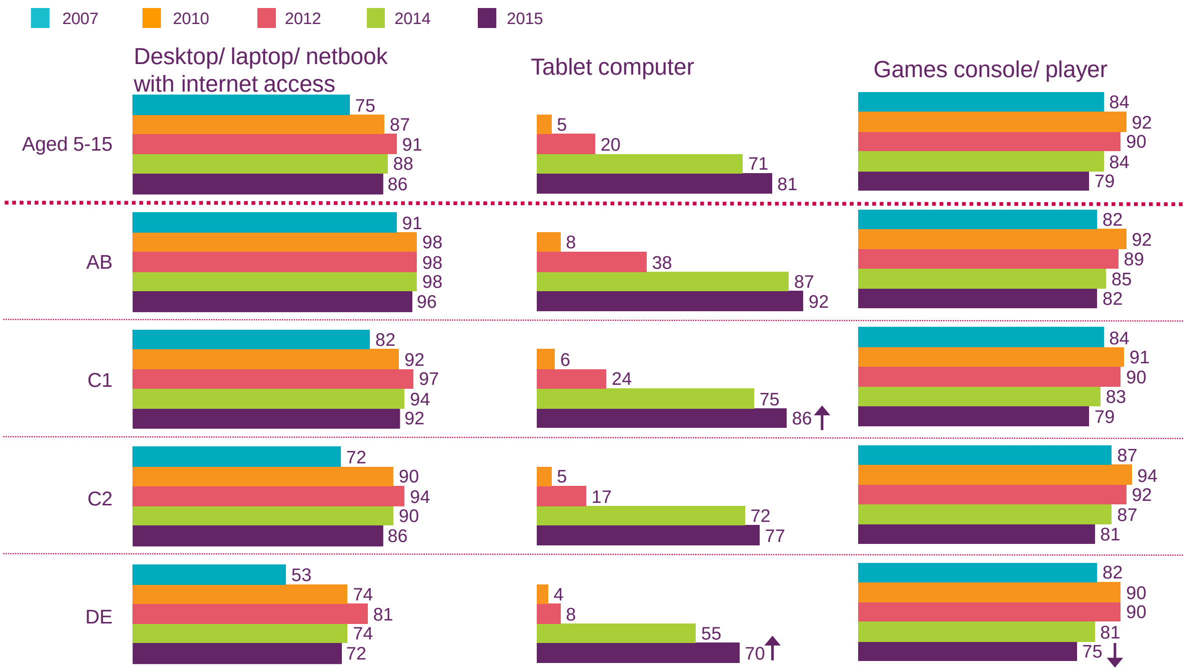
[17] Smart TVs have been included in the study since 2012. In 2014 the definition of smart TVs was changed to ‘a TV set that connects directly to the internet and doesn’t need a computer, set-top box or games console to go online’. In addition the question regarding smart-TV ownership was covered alongside access/ use/ ownership of all key media in the study and, as such, was moved to earlier in the questionnaire. It is possible that these changes have had an impact on the take-up levels reported here.

Figure 7: Availability of key platforms in the home, by age: 2007, 2010, 2012, 2014 and 2015



QP3D/E/H/I – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single-coded)
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Figure 8: Availability of key platforms in the home, by socio-economic group for children aged 5-15: 2007, 2010, 2012, 2014 & 2015



QP3D/E/H/I – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single-coded)
Base: Parents of children aged 5-15 (287 AB, 410 C1, 305 C2, 377 DE in 2015) - significance testing shows any change between 2014 and 2015.

Figure 9 shows results for DVD players/ recorders/ Blu-ray recorders, digital video recorders (DVRs) and smart TV ownership in the home, by age, and Figure 10 shows results by socio-economic group.

Eight in ten children aged 3-4 (80%) or 5-15 (79%) live in a household with either a DVD player or recorder, or a Blu-ray recorder. Compared to 2014, access to these devices is now less likely for children aged 12-15 (79% vs. 85%) and for children aged 5-15 in AB households (84% vs. 87%).

As in 2014, three in four children aged 5-15 (74%) now have a DVR at home, and seven in ten children aged 3-4 (70%) live in a household with a DVR in the home. There has been no change in either of these measures since 2014 at an overall level, by age or by household socio-economic group.

Four in ten children aged 5-15 (42%) have access to a smart TV at home, unchanged since 2014 (39%). While not shown in Figure 9, this follows a substantial three-fold increase in ownership of smart televisions between 2013 (13%) and 2014 (39%). Four in ten children aged 3-4 (40%) live in a household with a smart TV, also unchanged since last year, but significantly increased since 2013 (15%) .

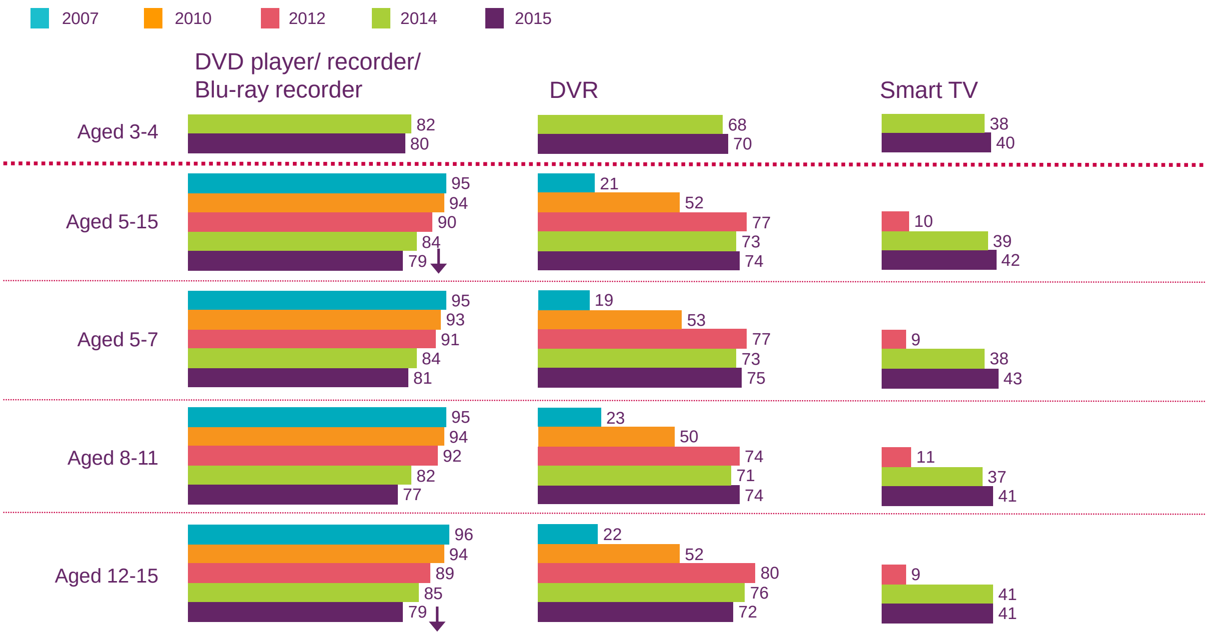
A majority of 5-15s in AB households now have access to smart TVs, an increase since 2014 (56% vs. 46%). C1 households have also seen an increase in ownership (46% vs. 38%), while there has been no statistically significant change in ownership levels for those in C2 (35%) and DE (31%) households.

As seen in previous years, ownership levels in DE households continue to be lower than average for each of the three media shown in Figure 10.

While not shown in Figure 7 to Figure 10, three in four children aged 5-15 (73%) also have access to a radio set (either DAB or AM/FM) within the home, as do two-thirds (67%) of 3-4s. These measures are also unchanged since 2014. Household ownership of a radio set is more likely for AB households, increasing by seven percentage points since 2014 (87% vs. 80%). This follows a decrease in ownership among this group between 2012 and 2014, and brings ownership back up to the levels seen in 2012. As in previous years, ownership levels in DE households (65%) continue to be lower compared to the average (73%).[18]

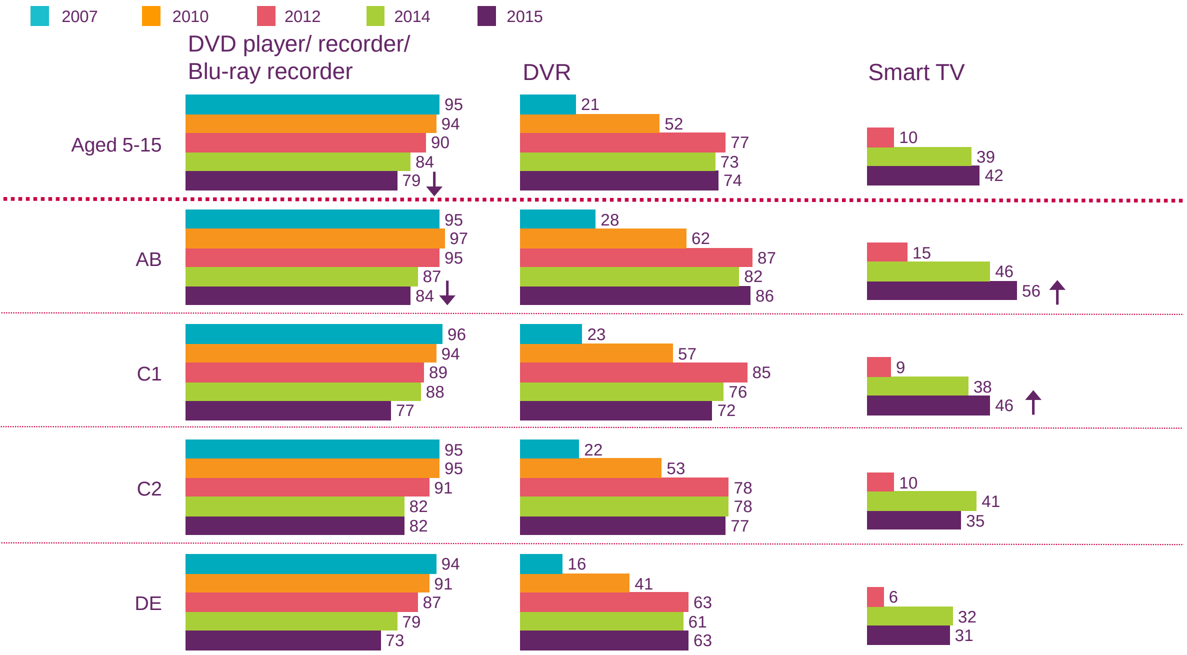
[18] Parents were also asked about access to three other devices within the home: portable media players (28% for 3-4s, 28% for 5-7s, 36% for 8-11s and 39% for 12-15s), e-book readers (26% for 3-4s, 25% for 5-7s, 26% for 8-11s and 30% for 12-15s) and educational games systems (6% for 3-4s 36% for 5-7s, 20% for 8-11s and 13% for 12-15s).

Figure 9: Availability of key platforms in the home, by age: 2007, 2010, 2012, 2014 and 2015



QP3K/C/A – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Figure 10: Availability of key platforms in the home, by socio-economic group, for children aged 5-15: 2007, 2010, 2012, 2014 and 2015



QP3K/C/A – I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)
Base: Parents of children aged 5-15 (287 AB, 410 C1, 305 C2, 377 DE in 2015) - significance testing shows any change between 2014 and 2015.

Mobile phone ownership

Smartphone ownership has increased, driven by children in DE households

Figure 11 shows that four in ten children aged 5-15 (42%) have a mobile phone of some kind and one in three (35%) children aged 5-15 have a smartphone[19]. Smartphone ownership is higher compared to last year among all 5-15s, although this increase is not evident for any particular age group. The likelihood of owning a smartphone increases with the age of the child, at just 4% of 5-7s, one in four 8-11s (24%) and seven in ten 12-15s (69%). As in 2014, no children aged 3-4 had their own mobile phone.

While smartphone ownership has increased since last year, there has been no corresponding increase in ownership of any type of mobile phone (42% in 2014 vs. 41% in 2013).[20]

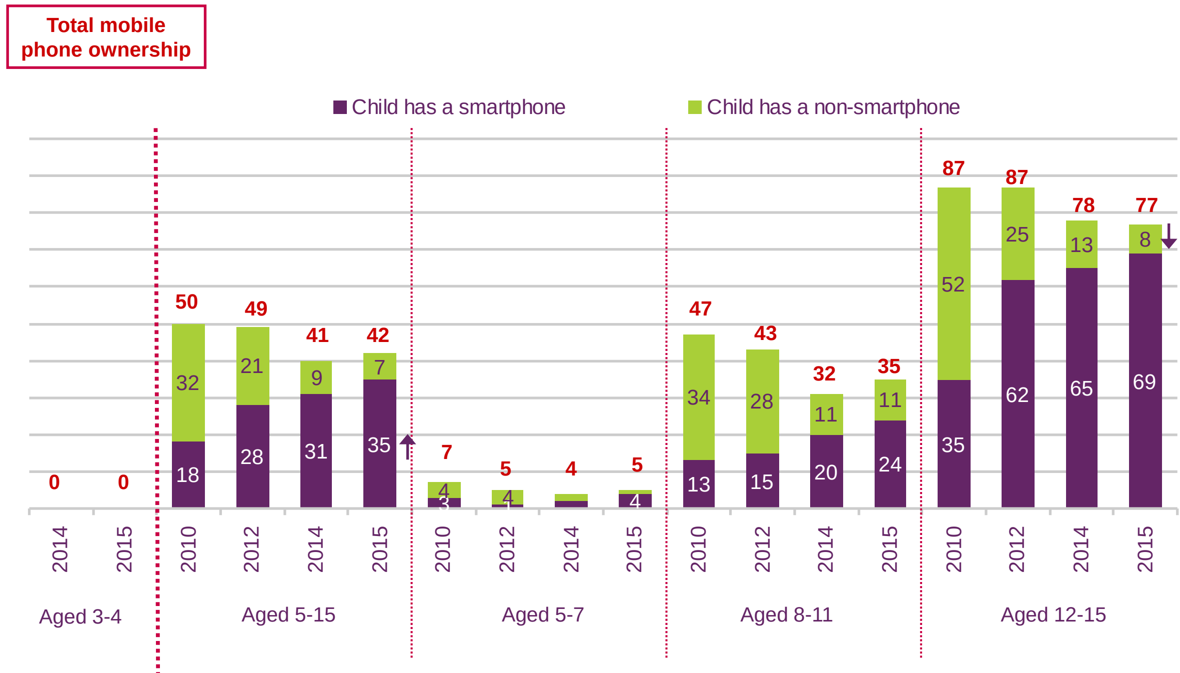
Smartphone ownership is more likely among girls than boys aged 8-11 (29% vs. 19%) although there are no differences by gender among 12-15s.

Since 2014, children aged 5-15 in DE households are more likely to own a smartphone (35% vs. 26%). Unlike in previous years, 5-15s in DE households are no longer any less likely to own a smartphone compared to the average.

[19] The question (to parents) established smartphone ownership in the following way: "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".

[20] Although smartphone ownership has increased since 2014, the decrease in non-smartphone ownership (from 9% to 7%) is not registering as a statistically significant decrease.

Figure 11: Smartphone and non-smartphone ownership, by age: 2010, 2012, 2014 and 2015



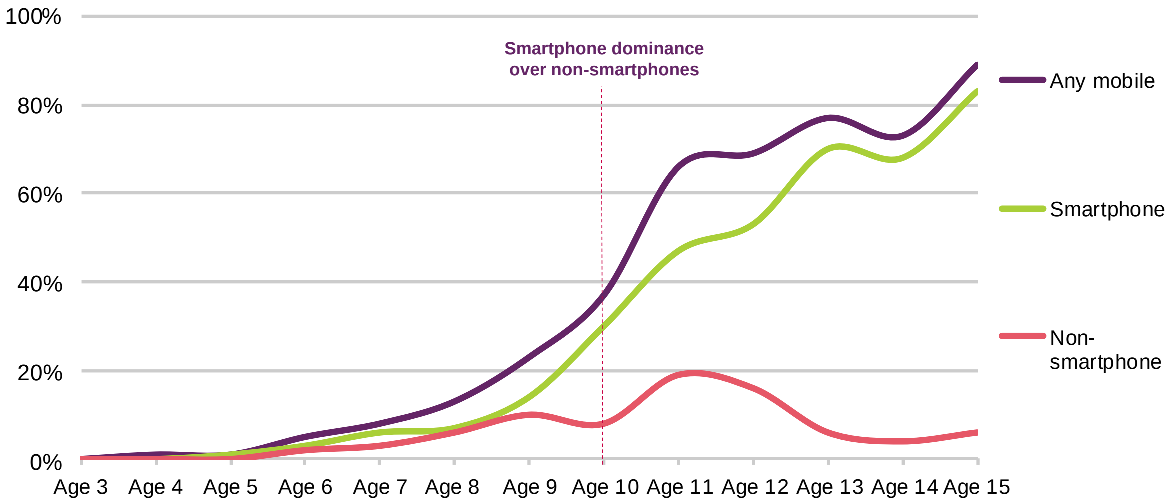
QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a smartphone? A smartphone is a phone on which 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. (spontaneous responses, single coded)
Base: Parents of children aged 3-4 (688) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015

Figure 12 shows how ownership of a mobile phone increases from age 3 (0%) to age 15 (89%). Levels of ownership of a smartphone are very low among those aged 5 to 8 and start to rise from age 9.

Children aged 5 to 9 are equally likely to own non-smartphones as smartphones, but from age 10 onwards smartphone ownership clearly outstrips ownership of non-smartphones. As shown in Figure 13, in 2014 smartphone dominance was more likely at age 11, as these children were three times more likely to own a smartphone than a non-smartphone (43% vs. 13%), while in 2015 children aged 10[21] are now more than three times more likely to own a smartphone than a non- smartphone (30% vs. 8%).

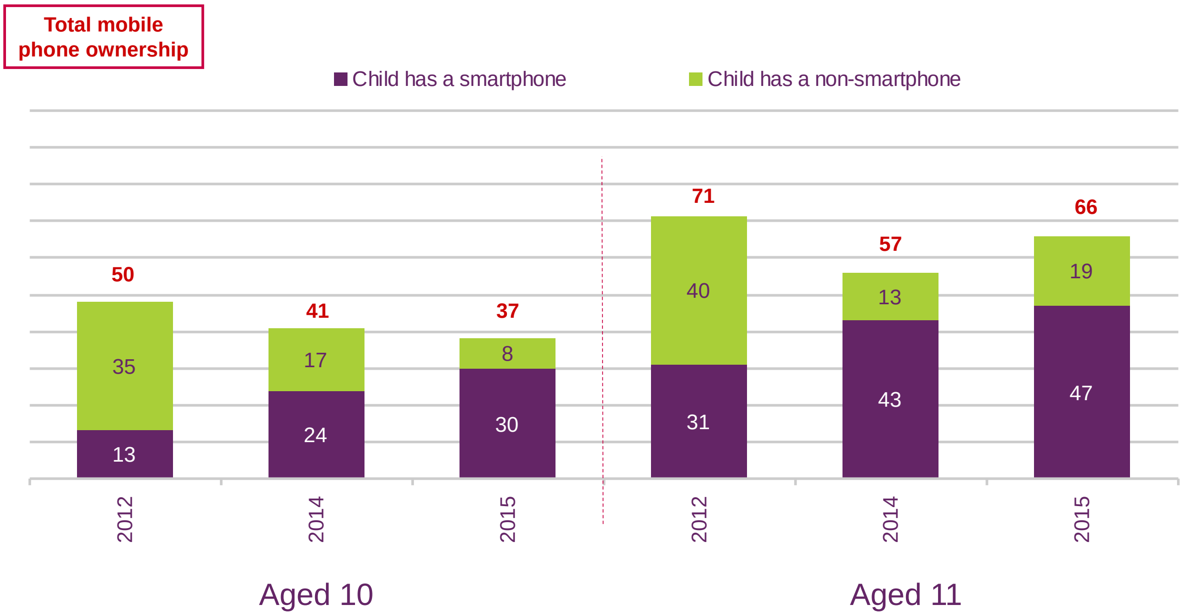
[21] Results are indicative only in 2015 for children aged 10 due to a relatively low base (94)

Figure 12: Smartphone ownership, by age of child: 2015



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. (spontaneous responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (371 aged 3, 317 aged 4, 160 aged 5, 129 aged 6, 110 aged 7, 171 aged 8, 118 aged 9, 94 aged 10, 109 aged 11, 164 aged 12, 108 aged 13, 97 aged 14, 119 aged 15)

Figure 13: Smartphone and non-smartphone ownership, among children aged 10 and 11: 2012, 2014 and 2015



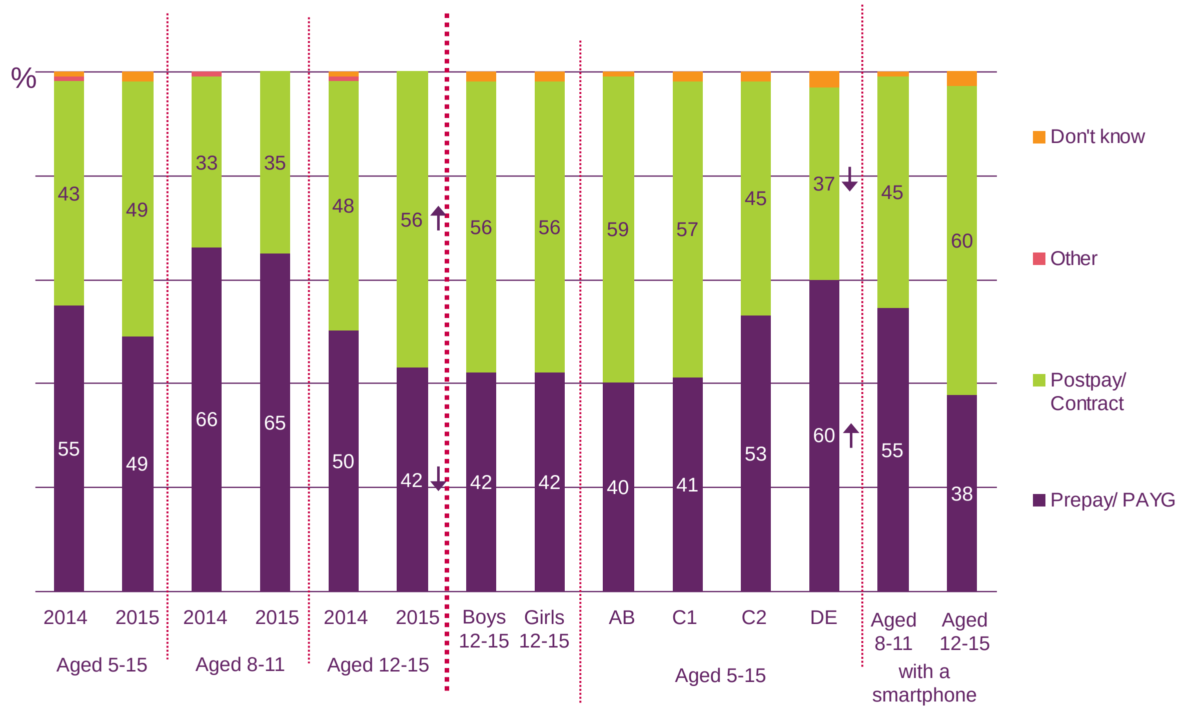
QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a smartphone? A smartphone is a phone on which 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. (spontaneous responses, single coded)
Base: Parents of children aged 10 and 11 (94 aged 10 and 109 aged 11 in 2015)

A majority of 12-15s with a mobile phone are now on a contract

Figure 14 shows the mobile package used for the mobile phones owned by children: whether pay-as-you-go or with a monthly contract. Children aged 5-15 with their own mobile phone are as likely to have a contract (49%) as they are to use pay-as-you-go (49%).

In 2015, those in DE households are less likely than all mobile phone owners to have a contract (37%). Since 2014 there has been an increase in the proportion of 12-15s who have a monthly contract (56% vs. 48%).

Figure 14: Mobile phone tariff for child's mobile phone, by age, gender of children aged 12-15 and socio-economic group of children aged 5-15: 2014 and 2015



QP64 Which of these best describes the mobile package your child uses most often? (prompted responses, single coded)
Base: Parents of children with a mobile phone (545 aged 5-15, 156 aged 8-11, 372 aged 12-15, 180 boys aged 12-15, 192 girls aged 12-15, 114 AB, 151 C1, 124 C2, 156 DE, 106 aged 8-11 with a smartphone, 325 aged 12-15 with a smartphone in 12-15) – significance testing shows any differences between 2014 and 2015 or between boys and girls aged 12-15 in 2015 or by socio–economic group compared to all children aged 5-15 in 2015

Tablet ownership

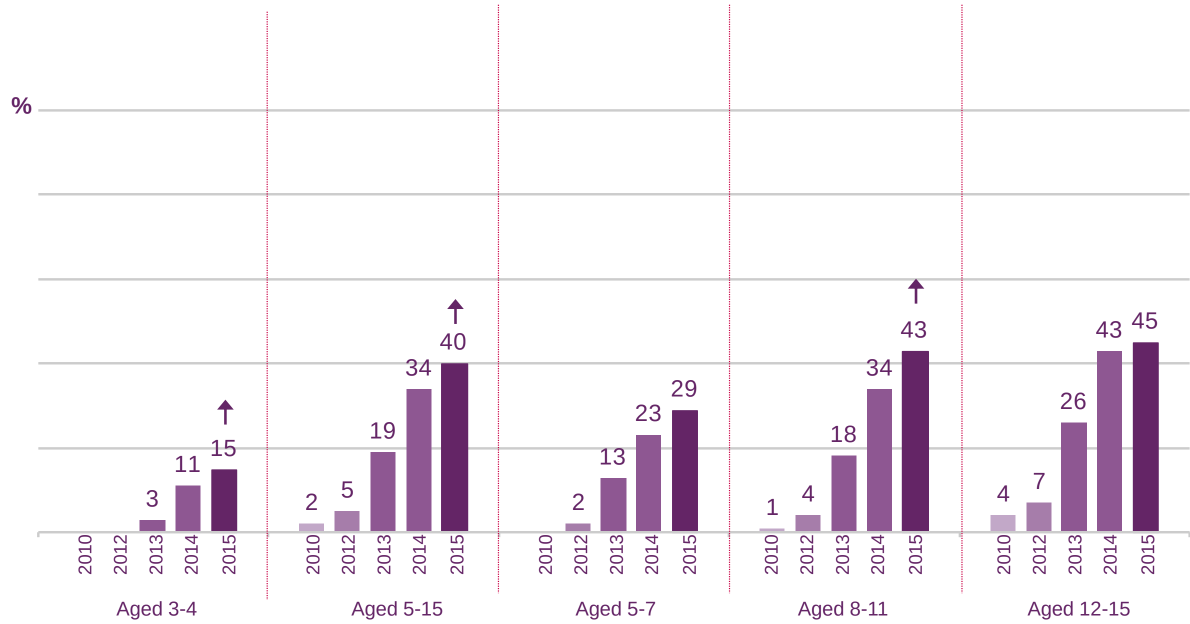
Two in five children aged 5-15 have their own tablet computer

Figure 15 shows the incidence of tablet ownership among children, rather than in households. In 2015, tablets are owned by 15% of 3-4s and two in five (40%) 5-15s. Ownership is higher among 8-11s (43%) and 12-15s (45%) than 5-7s (29%). Since 2014 tablet ownership has risen among all children aged 5-15 (40% vs. 34%) attributable to an increase among 8-11s (43% vs. 34%). It is also higher among children aged 3-4 (15% vs. 11%).

While there has been an increase since 2014 in tablet ownership among 3-4s (a 4 percentage point increase) and 5-15s (a 6 percentage point increase) the increase is not as large as that seen between 2013 and 2014 for either 3-4s (8 pp) or 5-15s (15 pp).

Unlike household ownership of tablets, tablet ownership by the child is no higher or lower for any socio-economic group, compared to the average. There are also no differences by gender.

Figure 15: Tablet ownership, by age of child: 2010, 2012, 2013, 2014 and 2015



QP3E - 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)
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Children's ownership of multiple media devices

Most children aged 8-15 have three or more media devices of their own

Focusing on how many of the 13 media devices we asked about are owned by children themselves, close to half of children aged 3-4 (52%) own any of the devices asked about, compared to two in three aged 5-7 (66%), eight in ten aged 8-11 (81%) and nine in ten 12-15s (89%).

Most children aged 8-11 (53%) and 12-15 (69%) have three or more devices of their own, but this degree of multiple device ownership applies to a minority of 5-7s (28%) and 3-4s (17%).

The average number of devices owned by the child increases with each age group: at 1.1 for 3-4s, 1.7 for 5-7s, 3.1 for 8-11s and 3.9 for 12-15s. There are no differences in the average number of devices owned by gender or by household socio-economic group.

Devices in the child's bedroom

Children aged 5-15 are now less likely to have a games console/ player in their bedroom.

In order to understand more about children's and young people's media habits, it is useful to know the various types of media activity that take place in a child's bedroom. Figure 16 shows results for all children aged 5-15, while Figure 17 shows how the results vary by each of the four age groups: 3-4, 5-7, 8-11 and 12-15.

All children aged 3-4 (100%) and 5-15 (99%) have access to a television[22] at home. The incidence of having a television in the bedroom, however, increases with each age group, ranging from 23% for 3-4s to 60% for 12-15s. Since 2014, there has been no change in the incidence of having a television in the bedroom among all children aged 5-15 or by each age group of child. Figure 16 does, however, show a downward trend for each age group from 5 to 15 since 2007.

Games consoles/ games players (either fixed or portable) are the second most common type of media device present in children's bedrooms, accounting for one in ten 3-4s (9%), one in five 5-7s (27%), four in ten 8-11s (40%) and close to half of 12-15s (46%). Compared to 2014, children aged 5-15 are now less likely to have a games console/ player in their bedroom (37% vs. 41%), although this decrease is not attributable to any particular age group. The overall decline since 2014 is evident for boys aged 5-15 (45% vs. 52%), but is unchanged for girls.

Less than one in four (23%) children aged 5-15 have a DVD player or recorder or Blu-ray recorder in their bedroom; this is more likely among 8-11s (25%) and 12-15s (25%) than among 3-4s (13%) and 5-7s (18%). Since 2014, there has been no change in the incidence of having one of these devices in the bedroom, either for all children aged 5-15 or by each age group. Figure 16 does, however, show a downward trend for each age group from 5 to 15 since 2007.

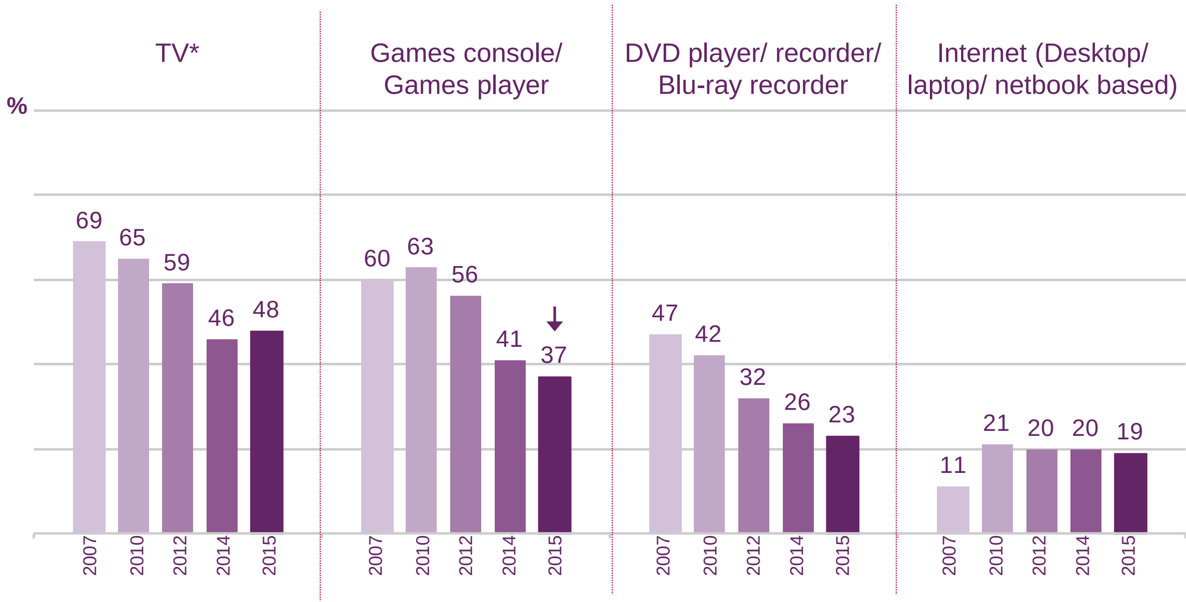
Although most children aged 5-15 have desktop computer/ laptop/netbook-based internet access in the household (86%, as shown in Figure 7), a minority of 5-15s (19%) have internet access in their bedroom through one of these devices. The incidence increases with each age group, accounting for very few in the 3-4 age group (1%) and rising to one in three (34%) for 12-15s. These measures have not changed since 2014, with little change even since 2010 for 5-7s and 8-11s. Compared to 2010, however, 12-15s are less likely to have any one of these internet-enabled computers in their bedroom (34% vs. 41%).

Boys aged 5-15 are more likely than girls to have a fixed games console in their bedroom (37% vs. 15%) with this trend by gender also seen across each of the four age groups.

[22] Since 2014 the questionnaire distinguished between smart TV and standard TV sets. The reporting of ownership of a television refers to an overall 'any TV' measure unless otherwise stated.

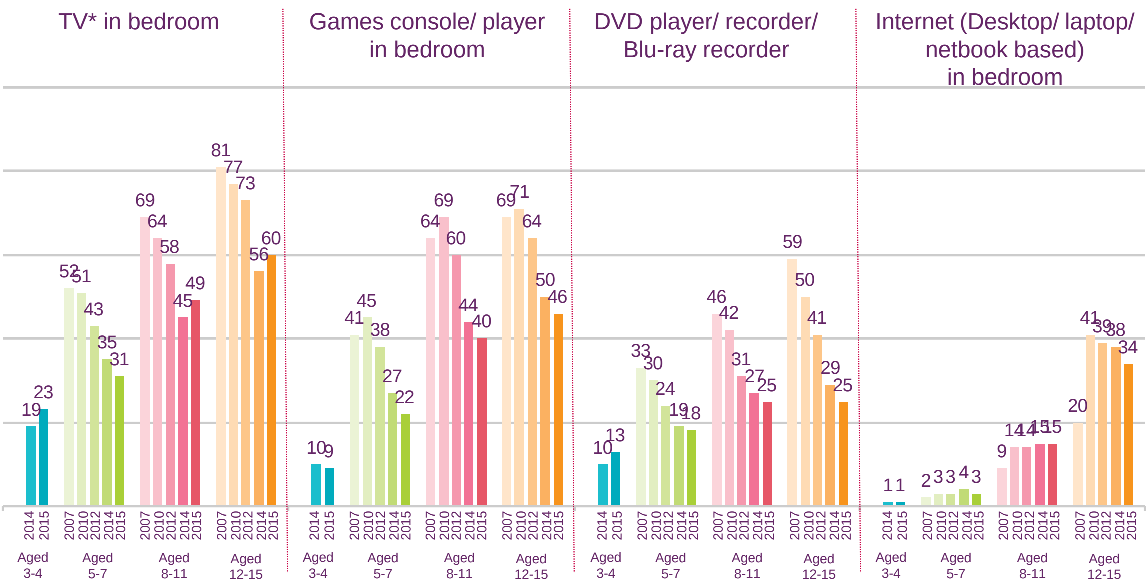
There is only one difference by household socio-economic group, compared to the average for 5-15s: those in DE households are more likely to have a DVD player or recorder or Blu-ray recorder in their bedroom (29% vs. 23%).

Figure 16: Media in children's bedrooms, among 5-15s: 2007, 2010, 2012, 2014 and 2015



QP3A/B/H/I/D/J– 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) *In 2014 this measure is derived from those parents who say their child has either a standard or a smart TV in the bedroom, while in previous years they were not asked specifically about smart TVs
Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015.

Figure 17: Media in children's bedrooms, by age: 2007, 2010, 2012, 2014 and 2015



QP3A/B/H/I/D/J – 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) *In 2014 this measure is derived from those parents who say their child has either a standard or a smart TV in the bedroom, while in previous years they were not asked specifically about smart TVs
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015

Children's media use in the home

Since 2014, there has been growth in tablet use, with a majority of children in each age group now using one

So far, we have looked at the extent to which certain media have been taken up in households with children aged 3-4 or 5-15 (see Figure 7 to Figure 10), the extent to which mobile phones (see Figure 11 to Figure 14) and tablet computers (see Figure 15) are owned by children, and the devices children have in their bedrooms (see Figure 16 and Figure 17). Parents were also asked about their child's use of the various media within the home, regardless of whether the media devices were owned by the child or more generally by the household. Figure 18 shows the media used for all children aged 5-15, while Figure 19 shows the key media used by 3-4s, 5-7s, 8-11 and 12-15s.

Around three-quarters of children aged 5-15 use an internet-connected desktop/ laptop/ netbook at home (74%), a tablet (73%) or a fixed or portable games player at home (72%). Two in three 5-15s use a DVD/ Blu-ray recorder (69%) or a DVR (67%) with a majority also using a mobile phone (58%). Less than half use a smart TV (38%) or a radio set (38%). Since 2014, 5-15s are more likely to use a tablet computer (73% vs. 62%) and a radio set, either DAB or AM/FM (38% vs. 34%) and are less likely to use a fixed or portable games player (72% vs. 77%). Since 2010, use of most media devices has either declined or stayed relatively consistent; the exception is tablet use, which has seen considerable year-on-year growth.

As shown in Figure 19, use of an internet-enabled desktop/ laptop/ netbook at home increases with age, rising from one in four 3-4s (27%) to more than four in ten 12-15s (85%). Although use has not decreased in the past year among 5-15s overall, 12-15s are less likely to use an internet-enabled desktop/ laptop/ netbook (85% vs. 90%).

A majority of children in each age group now use a tablet computer, with increases in each age group since 2014. The increase is greatest among younger children (around 15 percentage points for 3-4s and 5-7s).

The decrease in use of a fixed or portable games player since 2014 among 5-15s is due to a decrease in the use of portable games players (42% vs. 51%). This echoes the decline in household ownership of a portable games player, discussed at Figure 7 (50% from 59%). As shown in Figure 19, the decline in use of a fixed or portable device across all 5-15s since 2014 is evident only among 12-15s (72% vs. 81%). They are less likely to use either a fixed games console (68% vs. 75%) or a portable games player (37% vs. 47%). One in three children aged 3-4 (34%) use either a fixed or portable games player, unchanged since 2014.

As shown in Figure 19, there has been no change since 2014 in the use of a DVD/ Blu-ray recorder by 3-4s (60%), 5-7s (68%), 8-11s (67%) or 12-15s (71%). Use of a DVR in the home is unchanged since 2014 for 5-15s, at 67%, and use does not vary by age among 5-7s, 8-11s or 12-15s. Half of 3-4s (50%) now use a DVR; an increase on 2014 (44%).

Children's use of a mobile phone includes circumstances in which the child may be using a mobile phone that belongs to someone else in the household. Since 2014, mobile phone use has not changed for 5-15s as a whole (at 58%) and is also unchanged for 3-4s (20%), 5-7s (28%), 8-11s (51%) and 12-15s (86%).

Since 2014, it has been possible to track use of a smart TV. Use does not vary by the age of the child; 3-4s (34%) are as likely as 12-15s (38%) to use a smart TV. There has been no change in usage levels since 2014 for any age group of child.

While Figure 18 shows an increase among 5-15s in the use of a radio (38% vs. 34%), Figure 19 shows no change among 5-7s (27%), 8-11s (39%) or 12-15s (44%). Children aged 3-4 are, however, more likely to use a radio at home (21% vs. 16%).

While not shown in Figure 18 and Figure 19, one in four children aged 5-15 (24%) use a portable media player at home, with use increasing with age, from 13% of 5-7s to 33% of 12-15s. Compared to 2014, children aged 5-15 are less likely to use a portable media player at home (24% vs. 29%), attributable to a decline among 8-11s (24% vs. 31%). Around one in ten 3-4s (8%) use a portable media player at home, up from 5% in 2014.

Also asked about but not charted are educational games systems, such as VTech or Leapster, and e-readers. Four in ten children aged 3-4s (41%) and three in ten 5-7s (30%) use an educational games system; both these measures are unchanged since 2014. Six per cent of 3-4s and one in ten 5-15s (11%) use an e-book reader, and this is more likely for children aged 8-11(12%) or 12-15 (13%) than for 5-7s (6%).

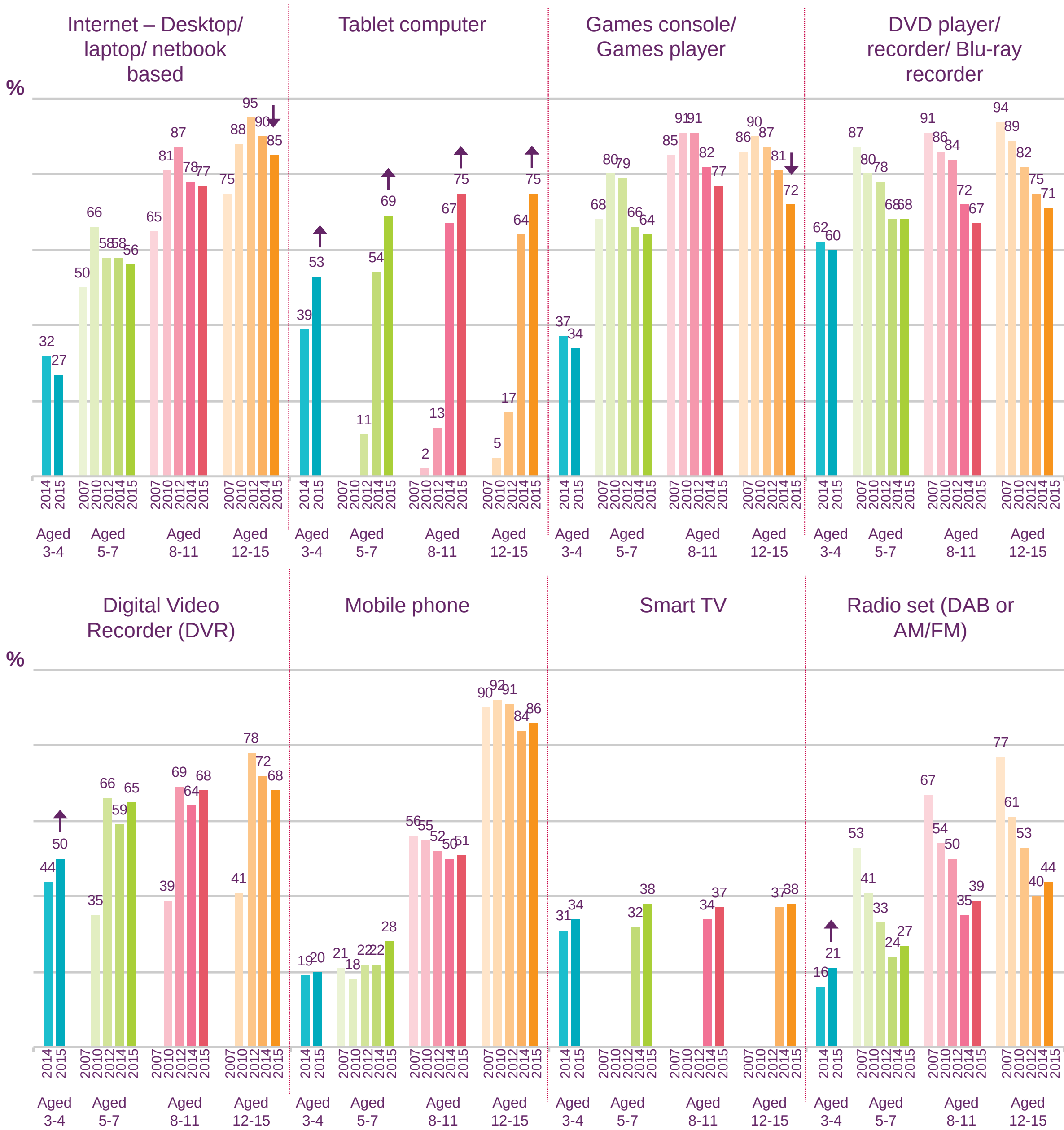
Boys are more likely than girls to use a games console connected to a TV, whether 5-7s (60% vs. 47%), 8-11s (80% vs. 62%) or 12-15s (81% vs. 55%). Girls aged 8-11 are more likely than boys to use a smart TV (17% vs. 10%) and girls aged 12-15 are more likely than boys to use a DVD/ Blu-ray recorder (76% vs. 66%).

Compared to the average for children aged 5-15, there are six devices that children in AB households are more likely to use and that those in DE households are less likely to use: an internet-enabled desktop computer/ laptop/ netbook, a tablet computer, a DVR, a smart TV, a portable media player and an e-book reader. These differences by socio-economic group reflect the higher levels of household take-up of these media devices in AB households, and lower levels in DE households.

Figure 18: Media used by children aged 5-15 at home: 2007, 2010, 2012, 2014 and 2015

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)
Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015

Figure 19: Media used by children at home, by age: 2007, 2010, 2012, 2014 and 2015



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)
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

Summary of access to and use of devices at home

Figure 20 below summarises children's access to[23] and use of devices at home, ranked by access to the device for children aged 5-15. For each device the difference or 'gap' between access and use tends to get narrower as the age of the child increases.

Broadly speaking, for younger children (3-4s and 5-7s) the difference between access and use tends to be smallest for TV sets (either standard or smart) and largest for radio and for desktop computers, laptops or netbooks. For older children, the gap between access and use tends also to be largest for radio and smallest for TV sets (either standard or smart).

The summary below also shows changes in any of these measures since 2014. Tablets are the only device which have increased in both access and use among all age groups of children. This trend is likely to be contributing to the decreases in access and usage measures for devices such as portable games players across some age groups of children.

Figure 20: Summary of access to and use of devices at home, by age: 2015

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
Standard TV set	89%	83%	91%	89%	89%	85%	91%	89%	94%	91%
Desktop computer/ laptop/ netbook – with internet access	77%	27%	86%	74%	82%	56%	86%	77%	89%↓	85%↓
Tablet computer	75%↑	53%↑	81%↑	73%↑	81%↑	69%↑	81%↑	75%↑	80%↑	75%↑
DVD player/ DVD recorder/ Blu–ray recorder	80%	60%	79%↓	69%	81%	68%	77%	67%	79%↓	71%
Digital Video Recorder (DVR)	70%	50%↑	74%	67%	75%	65%	74%	68%	72%	68%
Radio	67%	21%↑	73%	38%↑	72%	27%	75%	39%	72%	44%
Games console (connected to TV)	50%	27%	73%	65%	64%	54%	78%	71%	76%	68%↓
Handheld games player	35%	21%	50%↓	42%↓	47%	40%	57%↓	49%↓	45%↓	37%↓
Smart TV set	40%	34%	42%	38%	43%	38%	41%	37%	41%	38%
Mobile phone	0%	20%	42%	58%	5%	28%	35%	51%	77%	86%
Portable media player	28%	8%↑	35%↓	24%↓	28%	13%	36%	24%↓	39%	33%
E-book reader	26%↑	6%	27%	11%	25%	6%	26%	12%	30%	13%
Educational games system	44%	41%	22%↑	16%	36%	30%	20%	14%	13%	9%↑
Any standard/ smart TV	100%↑	96%↑	99%↑	97%	98%	96%	99%	97%	99%	97%
Any games console/ player	56%	34%	79%↓	72%↓	73%	64%	83%↓	77%	80%↓	72%↓

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)
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015.

[23] For mobile phones the percentages shown in the access columns relate to personal ownership of a mobile phone rather than household ownership, as these are the percentages that are reported at Figure 11. The percentages shown for use are higher than those shown for personal ownership as this includes use of mobiles within the household that are not directly owned by the child

Devices used to watch television programmes or films

Children aged 3-4 and 5-15 are more likely than in 2014 to watch television programmes or films on a tablet computer

Figure 21 shows responses for 5-15s as to which devices the child ever uses to watch television programmes or films at home or elsewhere, while

Figure 22 shows responses among 3-4s, 5-7s, 8-11s and 12-15s.

As shown in Figure 21, while nearly all children aged 5-15 (96%) ever watch TV programmes or films at home or elsewhere on a TV set, this is less likely than in 2014 (99%). As shown in

Figure 22, the decrease in use of a TV set for watching TV programmes or films is attributable to 8-11s (97% vs. 99%) and 12-15s (95% vs. 100%).

Children aged 5-15 are now more likely to watch television programmes or films on devices other than a TV set, with more than four in ten children aged 5-15 using an alternative device (45% vs. 38%)[24]. The overall increase since 2014 in using an alternative to a TV set to watch TV programmes or films (45% vs. 38%) is seen for 8-11s (42% vs. 34%) and 12-15s (57% vs. 48%). Children aged 3-4 are also more likely than in 2014 to use devices other than a TV set (30% vs. 22%); this is mostly due to the increased use of a tablet (20% vs. 13%)

There has been an increase since 2014 in the incidence of 5-15s using a tablet computer to watch television programmes or films (27% vs. 20%). This increase is evident among all age groups.

The increase for watching on a mobile phone among 5-15s (15% vs. 11%) follows a corresponding decrease between 2013 and 2014. The recent increase is driven by 12-15s, who are now more likely to say they watch this content on a mobile phone (26% vs. 18%). Children aged 3-4 are also more likely to be using a mobile phone (9% vs. 6%).

Use of a games console or portable games player to watch this kind of content has also increased (14% vs. 10%), driven by children aged 12-15 (22% vs. 14%). As with mobile phones, the increase follows a corresponding decrease between 2013 and 2014.

Boys are more likely than girls to use a games console (connected to a TV) to watch TV programmes or films, with this particularly true for 8-11s (14% vs. 7%) or 12-15s (32% vs. 11%). Use of devices other than a TV set to watch television programmes or films is more likely among 5-15s in AB households (55% vs. 45%) due to increased use of a tablet computer (36% vs. 27%) or a desktop computer/ laptop/ netbook (28% vs. 23%).

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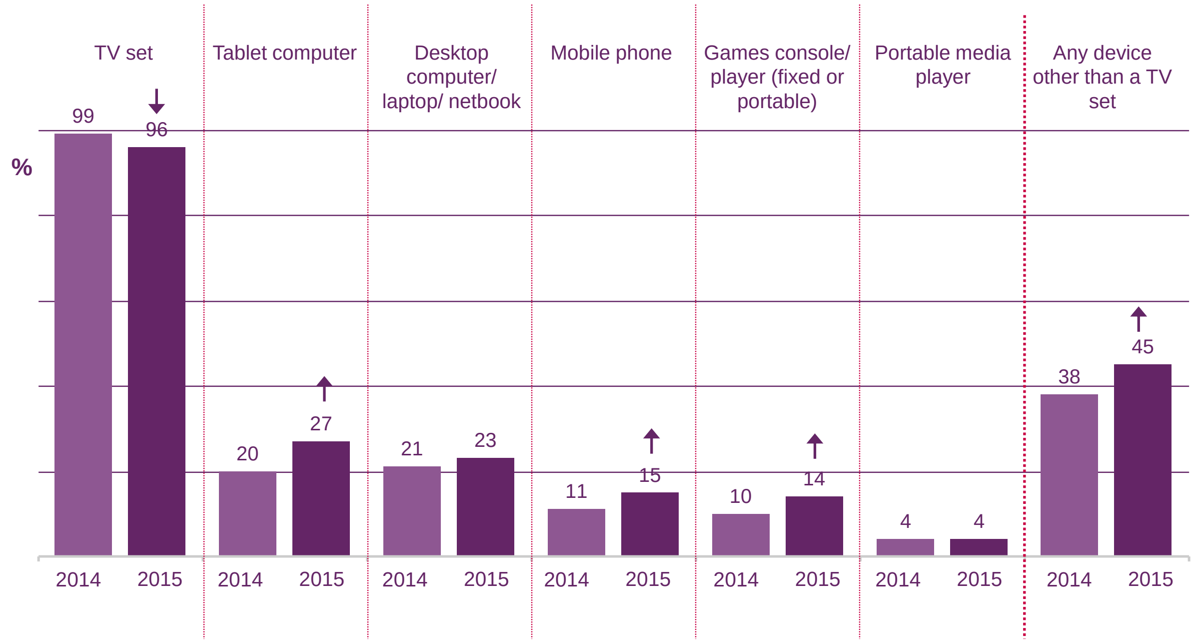
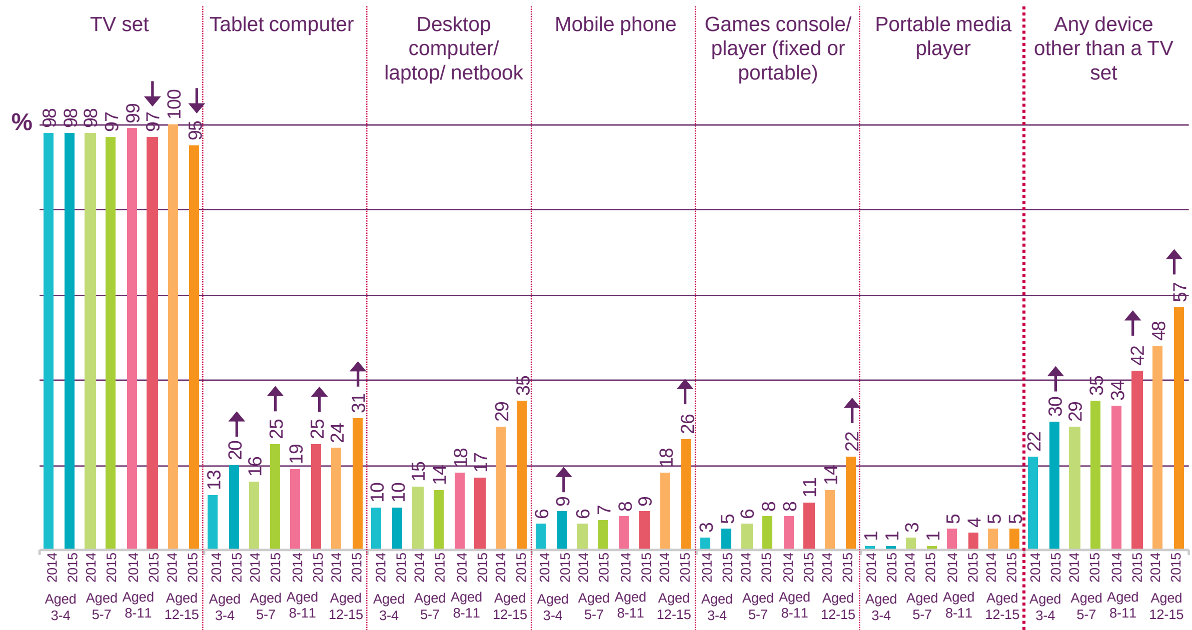
[24] This increase follows a corresponding decrease between 2013 (45%) and 2014 (38%)

Figure 21: Devices ever used by children aged 5-15 to watch television programmes at home or elsewhere: 2014 and 2015



QP5 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded).
Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015

Figure 22: Devices ever used to watch television programmes at home or elsewhere, by age: 2014 and 2015



QP5 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 (688 in 2015) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015) - significance testing shows any change between 2014 and 2015

Children's use of on-demand television content

More than four in ten children aged 5-15 watch on-demand TV content

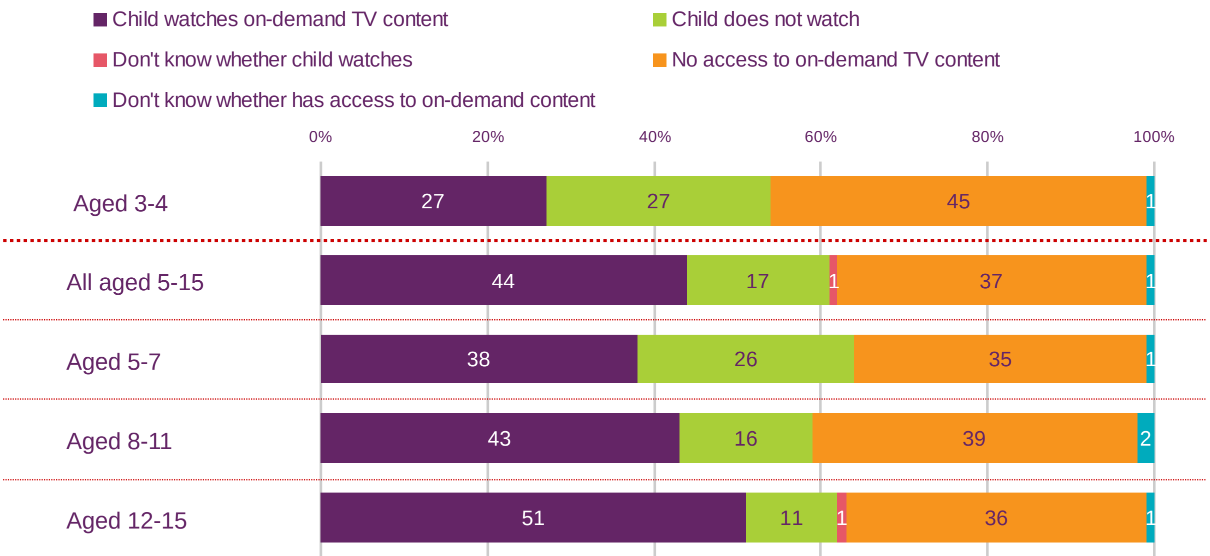
Parents of children aged 3-4 and 5-15 were asked whether it was possible for them to watch TV programmes or films 'on-demand'[25] through a TV set or any other type of device. Those parents in households with access to on-demand services were asked whether their child ever watched any of these types of 'on-demand' services.

Figure 23 shows use of, and access to, on-demand TV services among children in each age group in 2015.

A majority of children aged 5-15 (62%) live in households with access to on-demand services, with children being more likely (44%) than not (17%) to use these services. Half of 12-15s (51%) watch on-demand content, and this is more likely than for younger children. Just over half (54%) of children aged 3-4 live in households with access to on-demand services, and one in four of these (27%) watch on-demand services.

Children in AB households are more likely than all children aged 5-15 to use on-demand services (56% vs. 44%), while children in DE households are less likely (34% vs. 44%). These differences in use reflect lower access to on-demand services among DE households compared to the average (49% vs. 62%).

Figure 23: Access to, and use of, on-demand content, by age: 2015



QP8/ QP9– Can you or anyone in your household watch TV programmes or films 'on-demand' through a TV set, or any other type of device in any of these ways?/ Does your child watch TV programmes or films 'on-demand' in any of these ways? (prompted responses, single coded)
Base: Parents of children aged 3-4 (688) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015

[25] Parents were prompted with five possible different options for watching on-demand content and were asked to say which applied. These were: 'pay-per-view services from your TV service provider (such as Sky Box Office or Virgin Movies)', 'free video-on-demand content available as part of your subscription through your TV service provider (such as Sky or Virgin on Demand)', 'online subscriptions services such as Netflix or Amazon Prime (LoveFilm)', 'broadcaster catch-up services (such as BBC iPlayer or ITV Player)' or 'online pay per view or download-to-own services (such as Blinkbox or iTunes store)'.

Four in ten children aged 12-15 who watch on-demand content do so on devices other than a TV set

Parents of children aged 3-4 and 5-15 who ever watch on-demand content were asked which devices their child ever used to watch this content.

Nine in ten (92%) 5-15s watch this content on a TV set; this is less likely for 12-15s (87%) than for 5-7s (97%) or 8-11s (94%). Ninety-five per cent of 3-4s watch this content on a TV set.

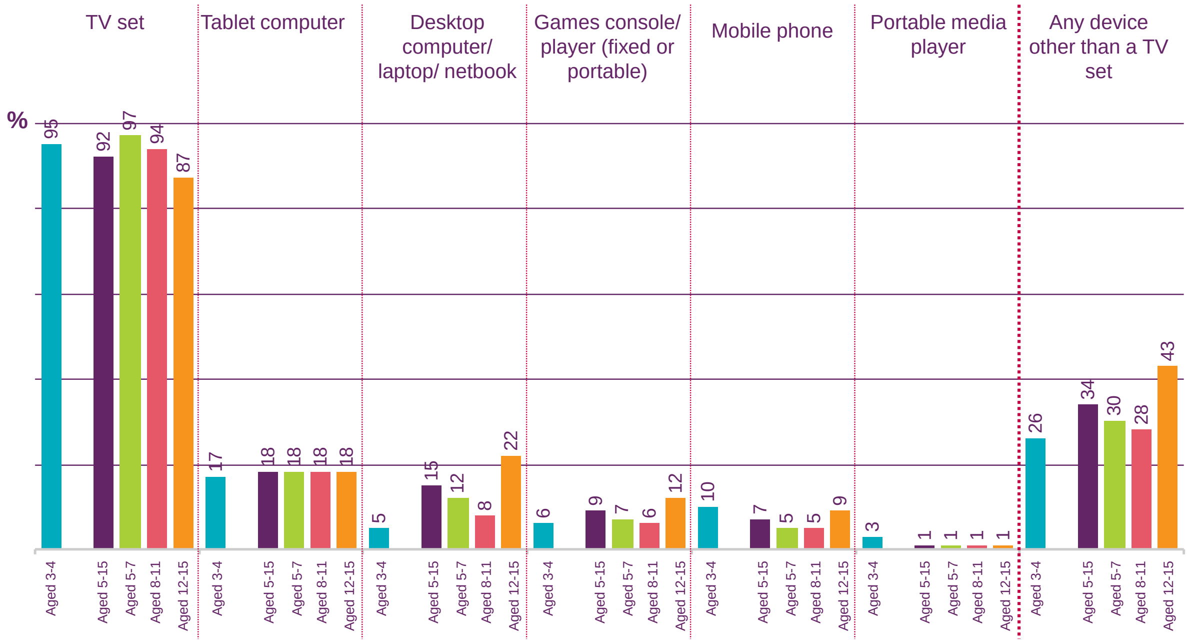
While TV sets are the most popular device for this type of content, a quarter of children aged 3-4 (26%) and one in three aged 5-15 (34%) watch on devices other than a TV set, with this being more likely for 12-15s (43%) than for 5-7s (30%) or 8-11s (28%).

Nearly one in five children aged 3-4 (17%) and 5-15 (18%) use a tablet for this purpose, with use not varying by age.

While one in seven (15%) 5-15s watch on a desktop computer/ laptop/ netbook, this is more likely for 12-15s (22%). No other device is used by more than one in ten children aged 5-15. One in ten 3-4s (10%) watch on a mobile phone (10%) with other devices used by less than one in ten 3-4s.

Girls aged 5-15 are more likely than boys to say they watch on-demand content on a desktop computer/ laptop/ netbook (18% vs. 12%) with 5-15s in AB households being more likely to watch on devices other than a TV set (44% vs. 34%).

Figure 24: Devices ever used to watch television on demand: 2015



QP10 – Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand (prompted responses, multi-coded)
Base: Parents of children aged 3-4 (185) or 5-15 whose child ever watches on demand content (586 aged 5-15, 143 aged 5-7, 204 aged 8-11, 239 aged 12-15)

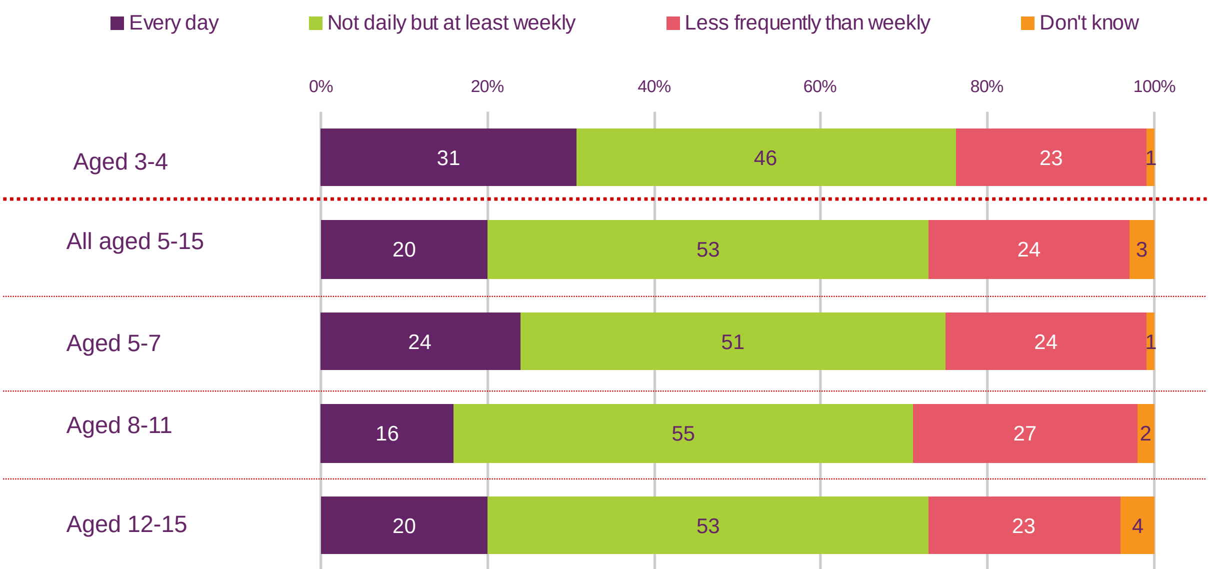
Two in ten 5-15s and three in ten 3-4s who watch on-demand content watch it daily

Parents of children aged 5-15 who ever watch on-demand content were asked how frequently their child watched it. Figure 25 shows that a majority of children aged 5-15 (73%) or 3-4 (76%) watch on-demand at least weekly, with little variation by age.

While one in five children aged 5-15 watch such content daily (20%), this is more likely for 3-4s (31%).

Girls aged 5-15 are more likely than boys to watch daily (24% vs. 16%) and 'at least weekly' (78% vs. 68%).

Figure 25: Frequency of watching on-demand content: 2015



QP12 – How frequently does your child watch any on-demand content through any type of device? (prompted responses, single coded)
Base: Parents of children aged 3-4 (185) or 5-15 whose child ever watches on-demand content (586 aged 5-15, 143 aged 5-7, 204 aged 8-11, 239 aged 12-15)

Regular use of media devices

Television is the only media device regularly[26] used by a majority of children of all ages from 5 to 15

Children aged 5-15 were asked to choose from a list of nine media devices to say which, if any, they used regularly (defined in this research as "almost every day")[27]. Figure 26 shows the findings among 5-7s, 8-11s and 12-15s[28].

[26] In this context, 'regular' refers to a device used by the child almost every day.
[27] Media use in Figure 26 will differ to the figures shown earlier where the data showed 'any use' as opposed to 'regular use' and were obtained from a parent for 5-7s rather than from the child.
[28] As this question was asked of children (rather than parents) there is no data available for children aged 3-4.

The TV set is the media device used regularly by most children in each age group. Around nine in ten (87%) children aged 5-15 say they regularly use a TV set, and this is more likely for 5-7s (92%) than 8-11s (85%) or 12-15s (84%).

Five media are regularly used by more than one in four children aged 5-15: tablet (42%), mobile phone (41%), books, magazines, comics[29] (36%), desktop computer/ laptop/ netbook (30%) and games console/ player (27%). One in ten, or fewer, children aged 5-15 say they regularly use the other three media: radio (9%), DVD/ Blu-ray player (8%) or MP3 player (5%).

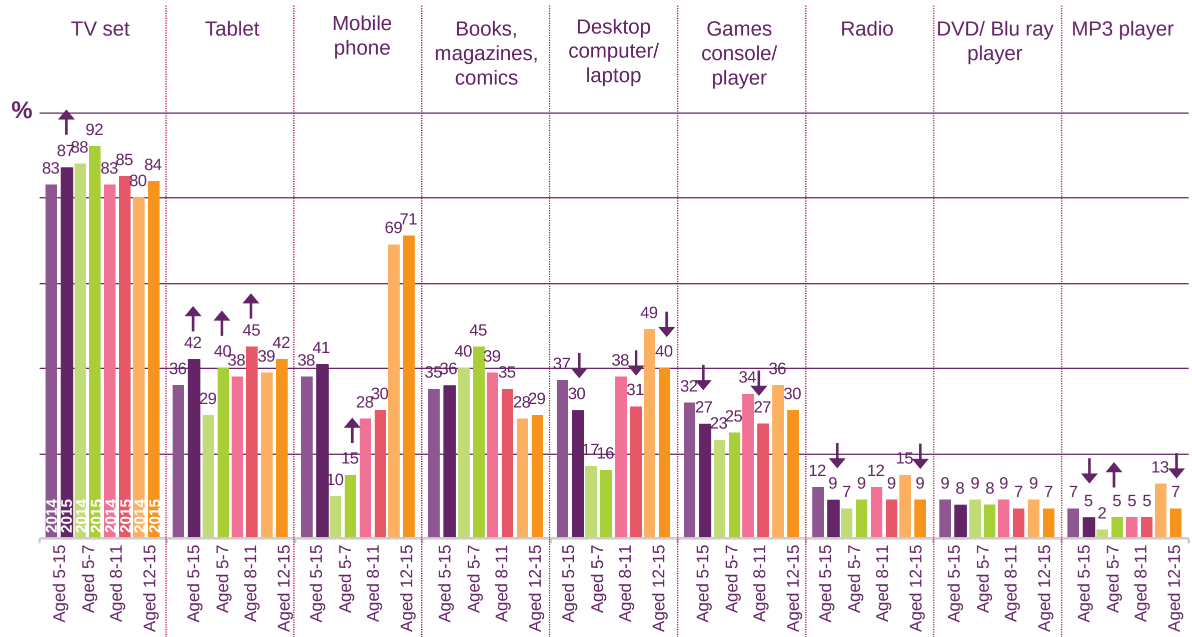
As shown in Figure 26, the proportion of children who regularly use a mobile phone or a desktop/ laptop computer varies considerably by the age of the child, rising from 15% for 5-7s to 71% among 12-15s for mobile phone use, and from 16% for 5-7s to 40% among 12-15s for desktop/ laptop computer use. Regular use of books/ magazines/ comics (45%) and DVD/ Blu-ray players (12%) is more likely for 5-7s than for older children.

Compared to 2014, among all 5-15s, regular use of a TV set has increased (87% vs. 83%), as has use of a tablet (42% vs. 36%). Regular use of a desktop computer/ laptop/ netbook has decreased (30% vs. 37%) as has use of a games console/ player (27% vs. 32%), use of a radio (9% vs. 12%) and use of an MP3 player (5% vs. 7%).

Boys in each age group are more likely than girls to say they regularly use a games console/ player, while girls aged 8-11 are more likely than boys to use a DVD/ Blu-ray player (9% vs. 4%).

Compared to the average, 5-15s in AB households are more likely to regularly use a tablet (51% vs. 42%) or another type of computer (37% vs. 30%) while those in DE households are less likely to regularly use a tablet computer (36% vs. 42%).

Figure 26: Regular use of media devices, by age: 2014 and 2015



QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)
Base: Children aged 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15 in 2015)

[29] The question did not specify whether this related to physical or electronic copies of books, magazines or comics.

Internet use, by device

Compared to 2014, 5-15s are less likely to go online through a desktop computer, laptop or netbook

In 2015, parents were asked about the ways in which their child is able to go online at home, (irrespective of whether their chid does go online at home). Internet access at home, either through a fixed broadband connection or through using a mobile network signal, increases with the age of the child, accounting for three-quarters of 3-4s (77%) and close to nine in ten 5-7s (86%) and 8-11s (91%). Nearly all parents of 12-15s (96%) say they have internet access at home. As shown above, children use a wide range of devices on a daily basis, some of which can be used to go online. This section therefore looks at the devices children ever use to go online, and those they mostly use.

Figure 27 shows responses from parents of 5-7s and from children aged 8-11 and 12-15 as to which devices the child ever uses to go online at home or elsewhere. Figure 28 looks in more detail at the devices used to go online at home or elsewhere by children aged 3-4, 5-7, 8-11 and 12-15. Changes were made to this question in 2014 to include use outside as well as inside the home, and so any changes between 2012 and 2014 should be treated with caution[30].

Close to nine in ten (87%) children aged 5-15 go online using any type of device, unchanged since 2014. As shown in Figure 28, going online using any type of device increases with each age group, ranging from 39% for 3-4s to 98% for 12-15s.

There has been a decrease in the use of laptops/ netbooks (62% vs. 66%) and desktop computers (28% vs. 32%) to go online. However, the laptop/netbook remains the only device used by a majority of 5-15s to go online (62%). The decrease in use of a laptop/ netbook is due to 12-15s being less likely to use these devices to go online (73% vs. 79%). In 2015 one in five (20%) 3-4s use a laptop/ netbook to go online, unchanged since 2014.

Among 5-15s, use of a tablet (45%) or a mobile phone (38%) to go online is unchanged since 2014, following increases in use of these devices in recent years. However, 5-7s are more likely than in 2014 to go online using a tablet (42% vs. 33%). Unlike going online on a laptop/ netbook or a desktop computer, use of a tablet to go online does not vary by age among 5-7s (42%), 8-11s (47%) or 12-15s (47%). One in four (24%) 3-4s use a tablet to go online, making it the most popular device for this age group.

While less than one in ten (7%) go online using a smart TV, this is more likely than in 2014 (4%). This increase is not attributable to any particular age group and there is little variation by age in using a smart TV to go online.

Going online on a games console/ player or a mobile phone both increase with the age of the child. A majority of 12-15s go online on a mobile phone (65%), unchanged since 2014.

As in 2014, boys aged 8-11 are more likely than girls of this age to go online using a fixed or portable games console/ games player (25% vs. 8%), as are boys aged 12-15 (40% vs. 11%). This gender difference is not apparent for 3-4s or 5-7s. Girls aged 12-15 are more likely than boys to say they go online on a laptop/netbook (78% vs. 68%).

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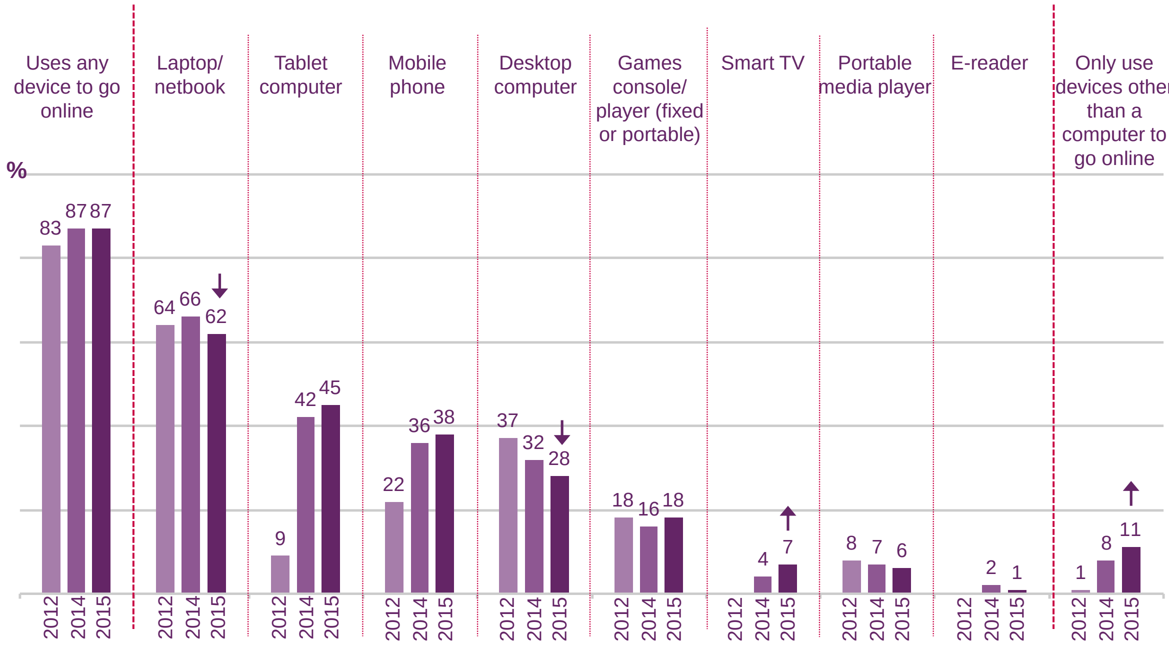
[30] In 2014 responses were taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2012 responses were taken from the parent for children aged 8-11 and from the child aged 12-15. In 2014 parents and children were asked about devices used to go online at home or elsewhere, whereas in 2012 the question asked about devices used to go online at home.

There are some differences by socio-economic group. Compared to the average (87%), children aged 5-15 in AB households are more likely to go online on any device (91%) while those in DE households are less likely (81%).

Around one in ten 5-15s (11%) use only an alternative device, and not a desktop, laptop or netbook to go online at home, an increase since 2014 (8%). Children aged 5-7 (14%) are more likely than 8-11s (10%) and 12-15s (9%) to use only an alternative device. Fifteen per cent of 3-4s use only an alternative device to go online.

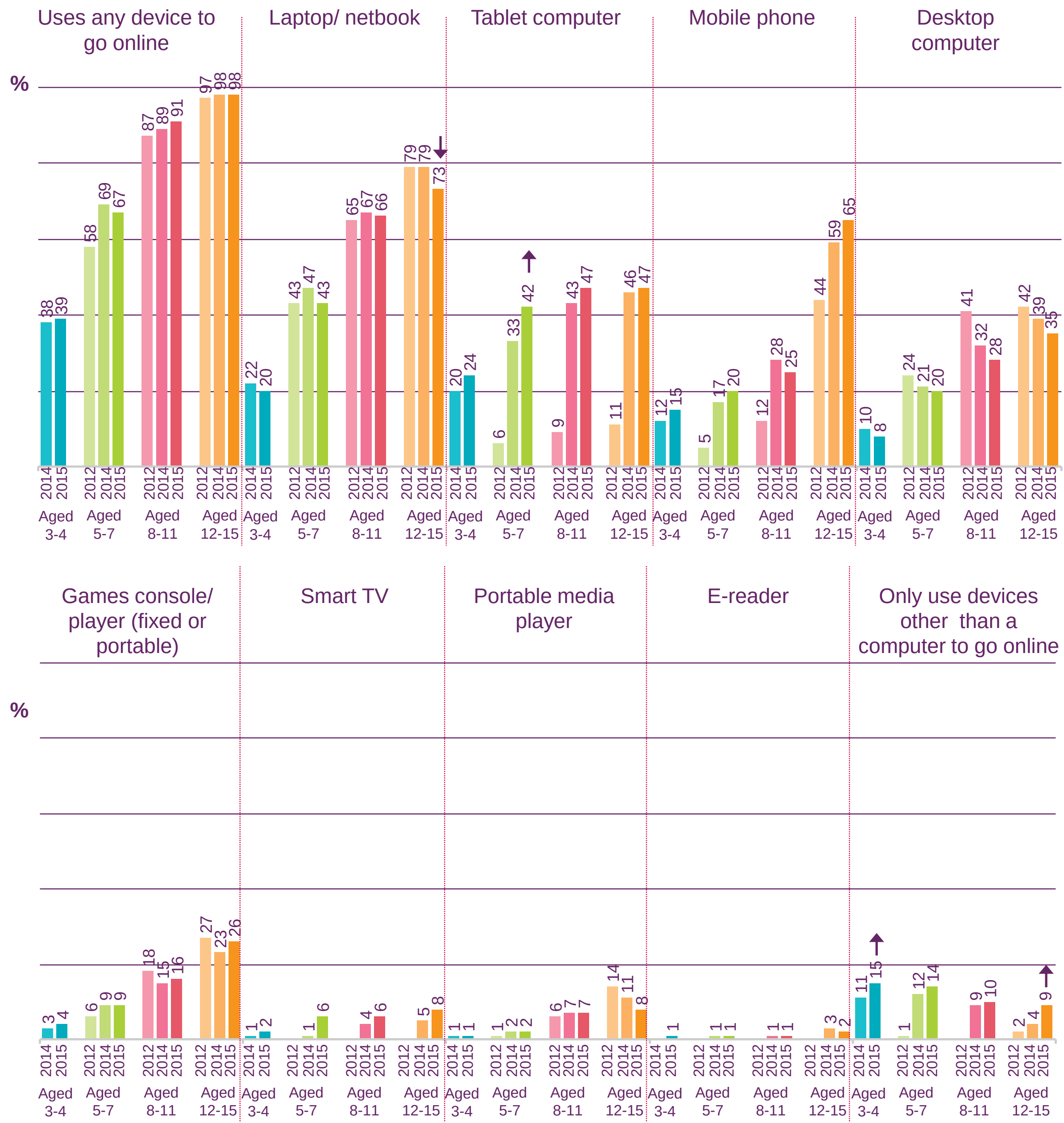
The increase in using only an alternative device to go online since 2014 is seen for the youngest and oldest children: 3-4s (15% vs. 11%) and 12-15s (9% vs. 4%). It is also more likely for boys aged 5-15 (11% vs. 6%).

Figure 27: Devices ever used by children aged 5-15 to go online at home (2012) or elsewhere (2014, 2015)



QP23 – 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)
Base: Parents of children aged 5-15 (1379) - significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2012 parents/ children were asked about going online at home whereas from 2014 they were asked about going online at home or elsewhere

Figure 28: Devices ever used by children to go online at home (2012) or elsewhere (2014, 2015), by age



QP23 – 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).
Base: Parents of children aged 3-4 (688) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2010-2012 parents/ children were asked about going online at home whereas from 2014 they were asked about going online at home or elsewhere.

Device ‘mostly’ used to go online at home or elsewhere

Since 2014 tablets have overtaken laptops as the device most often used to go online

Figure 29 shows responses from parents of 3-4s and 5-7s, and from children aged 8-11 and 12-15, as to which devices the child mostly uses to go online at home or elsewhere[31].

5-15s who go online are most likely to say they ‘mostly’ use a tablet (33%) to go online, followed by a laptop/ netbook (25%) or a mobile phone (19%). Compared to 2014, 5-15s are more likely to nominate a tablet (33% vs. 26%) and a mobile phone (19% vs. 16%) and less likely to mention laptops/netbooks (25% vs. 34%) or desktop computers (13% vs. 16%).

Among 3-4s who go online, half (51%) mostly use a tablet computer, with one in five using a laptop/ netbook (19%) or a mobile phone (18%). One in ten (9%) mostly use a desktop computer. Compared to 2014, 3-4s are more likely to mostly use a tablet or mobile, and less likely to use a laptop/ netbook or a desktop computer.

Half of the 5-7s who go online mostly use a tablet to do this (49%), an increase of 12 percentage points since 2014 (37%). One in five (22%) mostly use a laptop/ netbook, down from 35% in 2014. All other devices are ‘mostly used’ to go online by around one in ten or fewer 5-7s.

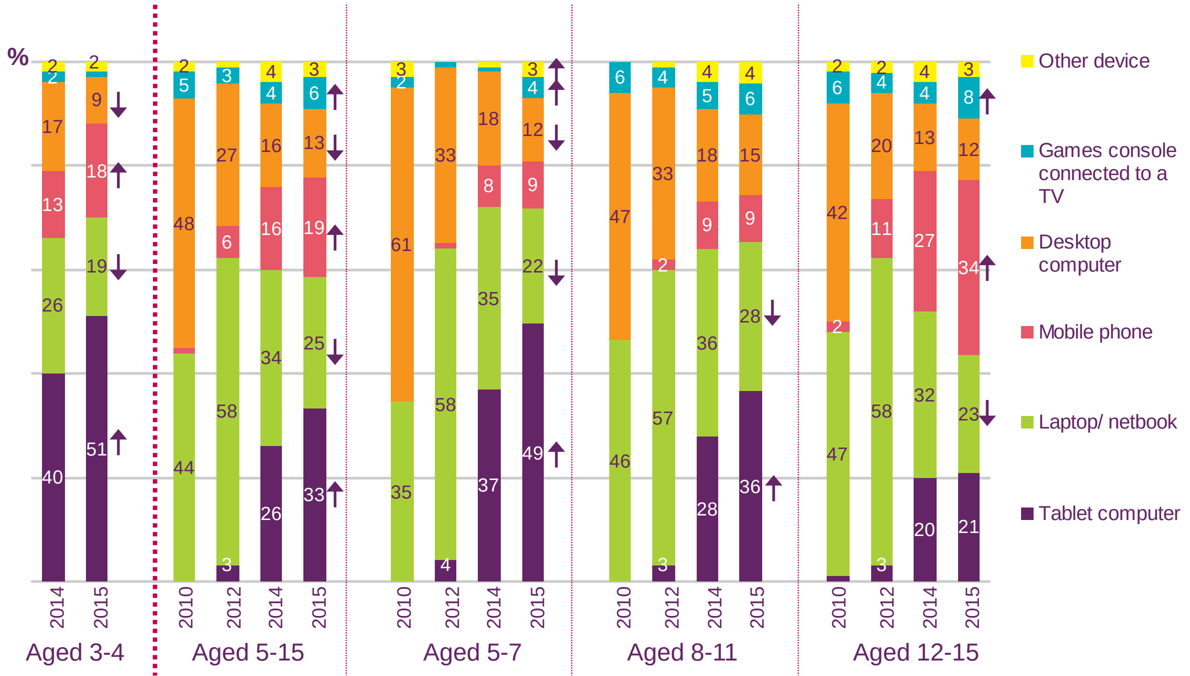
Among 8-11s who go online, the same two devices dominate as the most used: one in three 8-11s (36%) mostly use a tablet computer (up from 28% in 2014) and three in ten a laptop/ netbook (28%, down from 36% in 2014). Around one in seven mostly use a desktop computer (18%), unchanged since 2014.

There is more variety in terms of the device most used to go online by 12-15s: one-third mostly use a mobile phone (34%), a quarter mostly use a laptop/ netbook (23%) and one in five mostly use a tablet computer (21%), with around one in eight mostly using a desktop computer (12%). Use of a mobile phone has increased since 2014 (from 27%) while use of a laptop/ netbook has decreased (from 23%).

Across the devices used to go online, shown in Figure 29, girls aged 5-15 are more likely than boys to mostly use a tablet computer (36% vs. 30%) or a laptop/ netbook (28% vs. 21%) while boys are more likely than girls to mostly use a games console (11% vs. 1%).

[31] Since 2014 responses have been taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2010-2012 responses were taken from the parent for children aged 8-11 and from the child aged 12-15. Since 2014 parents and children were asked about devices used to go online at home or elsewhere, whereas in 2010-2012 the question asked about devices used to go online at home.

Figure 29: Device 'mostly' used by children to go online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP24 – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single-coded).
Base: Parents whose child ever goes online at home or elsewhere aged 3-4 (262) or 5-15 (1176 aged 5-15, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015. Since 2014 responses have been taken from the child aged 8-11 or aged 12-15 rather than the parent

Devices used to play games

In 2015, children are more likely to play games on tablets than on portable games players

Figure 30 shows which devices children aged 5-15 ever use to play games at home or elsewhere[32].

Figure 31 looks in more detail at the devices used to play games at home or elsewhere by children aged 3-4, 5-7, 8-11 and 12-15.

In 2015, 5-15s are more likely to play games on a tablet (34% vs. 30%) and less likely to play games using portable games players (28% vs. 39%) or on a desktop computer, laptop or netbook (26% vs. 31%). Since 2010 there has also been a shift away from gaming through a games console (50% vs. 74%). At an overall level, four in five (80%) of 5-15s play games on any of these devices, lower than in 2014 (85%).

Most 5-7s (77%), 8-11s (84%) and 12-15s (79%) use at least one of the devices we asked about to play games. Only 8-11s (84% vs. 90%) are less likely than in 2014 to play games. Half of children aged 3-4 (54%) use any devices to play games, unchanged since 2014.

[32] Since 2014 responses are taken from the parents of children aged 5-7 and from the child aged 8-11 or 12-15, whereas previously responses were taken from the parent for children aged 8-11 and from the child aged 12-15. Since 2014 parents and children were asked about devices used to play games at home or elsewhere, whereas previously the question was asked about devices used to play games at home.

As shown in Figure 30, a games console connected to a television remains the most commonly-used device for gaming, used by half (50%) of all children aged 5-15, and more likely among 8-11s (51%) and 12-15s (56%) than among younger children. Tablets are now the second most commonly-used devices for gaming among 5-15s, with an increase since 2014 among 5-7s (37% vs. 30%) and 3-4s (28% vs. 21%).

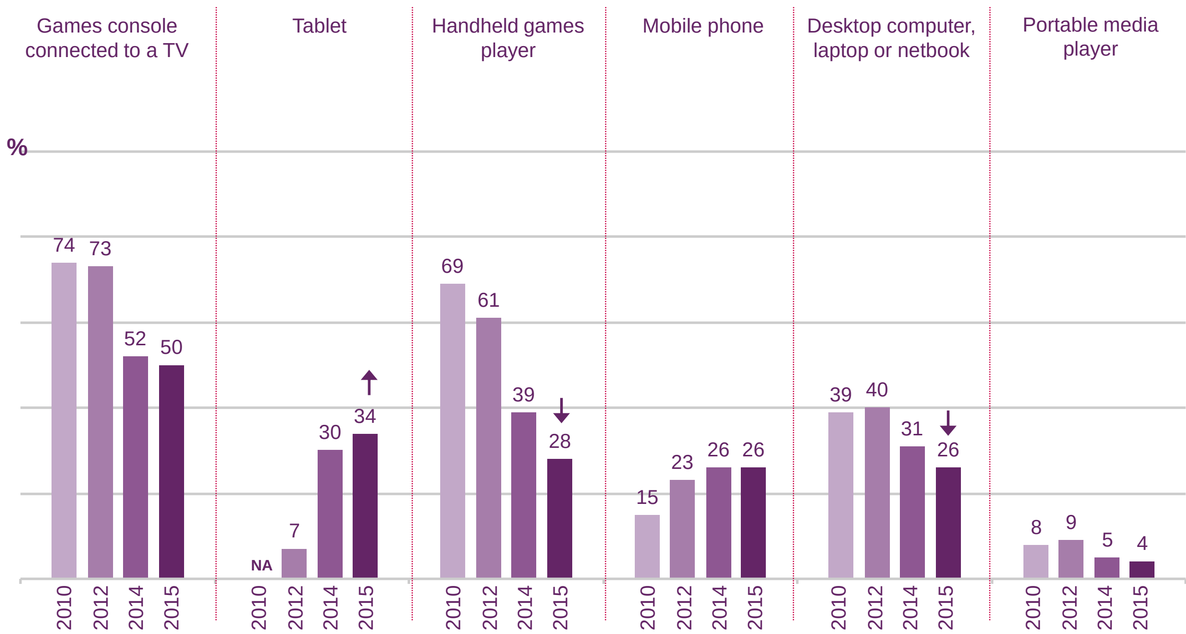
The decrease in gaming through portable games players is evident for 5-7s (32% vs. 39%), 8-11s (27% vs. 44%) and 12-15s (25% vs. 33%). Gaming on a mobile phone continues to be most popular with 12-15s (38%), although this is unchanged since last year. The decrease in gaming on a desktop computer/laptop/netbook is evident for 5-7s (18% vs. 25%) and 8-11s (26% vs. 34%).

Boys aged 8-11 and 12-15 are more likely than girls to use any of the devices that we asked about for gaming while boys and girls aged 3-4 and 5-7 are equally likely to play games. The overall difference in gaming between boys and girls aged 5-15 (88% vs. 73%) continues to be mainly due to the higher use among boys of games consoles connected to a television (64% boys vs. 36% girls). Boys are also more likely than girls to use a portable player (31% vs. 24%) and a computer/ laptop/ netbook (28% vs. 23%). In 2015, for each age group, girls are as likely as boys to play games on a tablet.

Among all 5-15s the decline in gaming since last year is seen only for girls (73% vs. 80%) due to their being less likely to game on portable games players (24% vs. 32%) and on desktop computers/ laptops/ netbooks (23% vs. 29%).

Compared to the average, no particular socio-economic group is more or less likely to play games at all. However, children aged 5-15 in DE households are less likely to play using a tablet computer (29% vs. 34%) or a desktop computer/ laptop/ netbook (20% vs. 26%), while those in AB households are more likely to game on a smart TV (5% vs. 3%).

Figure 30: Devices used for gaming at home (2010, 2012) or elsewhere (2014, 2015)



QP65– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 3% of all 5-15s
Base: Parents of children aged 5-15 (1379). Significance testing shows any change between 2014 and 2015 . In 2010-2012 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Since 2014 responses have been taken from the child aged 8-11 or aged 12-15 rather than the parent.

Figure 31: Devices used for gaming at home (2010, 2012) or elsewhere (2014, 2015), by age

QP65– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 3% of all 5-15s Base: Parents of children aged 3-4 (688) or 5-15 (399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2014 and 2015. In 2010-2012 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.

Section 5

Children's use of media

This section describes the use that children make of different media at home or elsewhere, with a snapshot of the affinity that children have for each medium, alongside the activity preferred by the child. It details the self-reported levels of consumption for each medium, the incidence of social media activity and the devices mostly used to carry out a range of activities. It also looks at children's experience of playing games online.

Key findings

- Across all 5-15s there has been an increase since 2014 in estimated hours spent online (13.7 vs. 12.5 hours per week on average, with an increase for 12-15s in particular (18.9 vs. 17.2 hours).
- Children aged 12-15 now spend nearly three and a half hours a week more online than they do watching a TV set (18.9 vs. 15.5 hours), although at an overall level, children aged 5-15 continue to spend most time watching TV on a TV set (14.8 hours per week on average).
- Since 2014 there has been no change in estimates of hours spent playing games, or in volumes of calls made or text-based messages (including instant messages) sent.
- Girls aged 12-15 continue to send more text-based messages compared to boys (160 vs. 108).
- While 5-7s and 8-11s would miss the TV set the most, the mobile phone is the most-missed device for 12-15s. More than four in ten aged 12-15 (45%) give this response, rising to half of girls (51%).
- Among 12-15s who watch both types of content, for the first time in 2015 more say they prefer to watch YouTube videos (29%) than TV programmes (25%).
- Tablets are the device most used for watching video content among children aged 3-11, and for gaming among 3-4s and 5-7s.
- Among 12-15s, the mobile phone is the device mostly used for music-related activities and for posting or sharing content.
- Desktop computers and laptops are still the devices mostly used by 5-15s for finding information online for schoolwork.
- There has been no change in the likelihood of having a social media profile since 2014. Among all children, 1% of 3-4s, 2% of 5-7s, 21% of 8-11s and 74% of 12-15s have a profile.
- Among those with a social media profile, 12-15s are less likely than in 2014 to consider Facebook (58% vs. 75%) and more likely to consider Snapchat (11% vs. 3%) as their main profile
- More than half of all 8-11s (52%) and six in ten (60%) 12-15s ever play games online.

Media consumption

Children aged 12-15 say they spend nearly three and a half hours more a week online than they do watching television

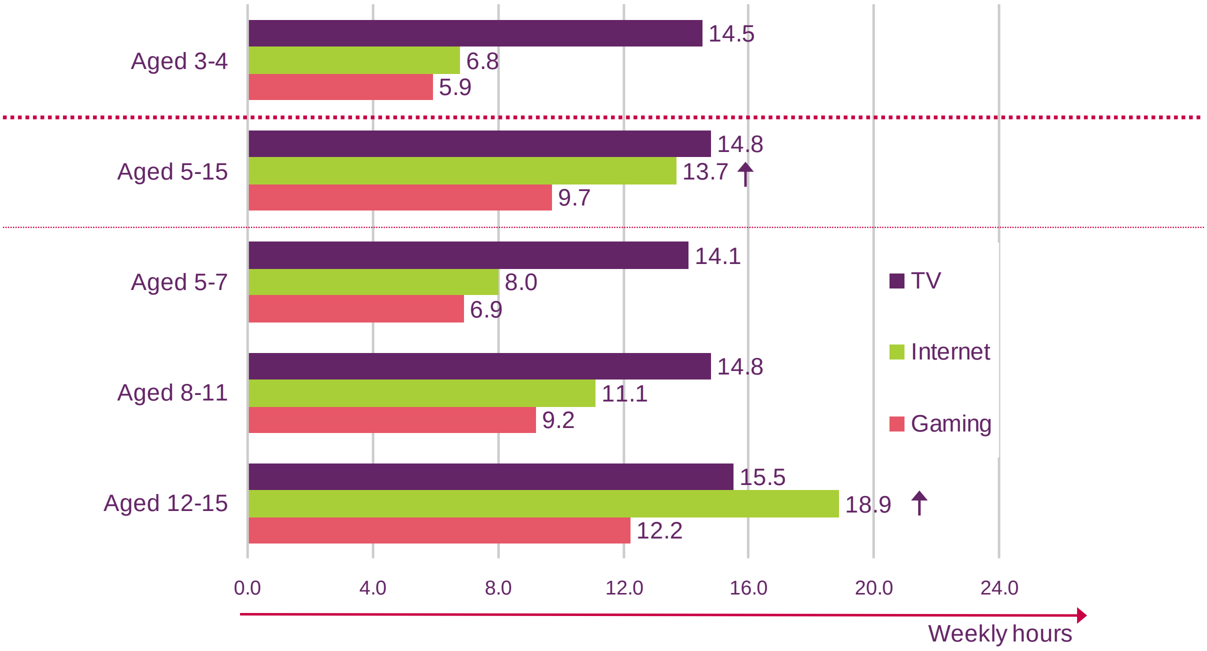
We asked parents of younger children (aged 3-4 and 5-7) and older children themselves (aged 8-11 and 12-15) to estimate the hours spent using television[33], the internet and games players/ consoles at home or elsewhere, on a typical school day and on a typical weekend day[34]. Parents of children aged 3-4, whose child uses each of these media, were asked about their use on a typical weekday[35] and weekend day.

Figure 32 shows that overall, children aged 5-15 spend more time watching television on a television set than using other media. However, there are differences by age; children aged 12-15 spend nearly three and a half hours more a week online than watching television (18.9 vs. 15.5 hours), while 5-7 and 8-11 year olds both spend more time watching television than they do online. Children aged 3-4 also spend more time watching television than using other media, and this age group watch television, use the internet and play games for a similar number of hours per week as 5-7s.

At an overall level across children aged 5-15, the estimated hours spent online have increased since 2014, and this overall increase is attributable to 12-15s. There has been no change since 2014 in the estimated hours of use of any of these media for children aged 3-4, 5-7 or 8-11.

[33] In 2015, unlike in previous years, parents and children were asked to focus on time spent watching television on a television set, as opposed to across any type of device used to watch television content, so it is not possible to compare with data from previous years.
[34] Estimates of hours shown are not based on all children, but on all children who use each of the media at home or elsewhere. Because these estimates are self-reported it is likely that a degree of under- and over-reporting will be present and the estimates should be taken as indicative only.
[35] As their child aged 3-4 may not yet be attending school, which in turn will affect their ‘availability’ to consume media.

Figure 32: Estimated weekly hours of media consumption at home or elsewhere among users, by age: 2015



QP13A-B/ QP25A-B/ QP66A-B How many hours would you say he/ she spends [using medium] on a typical school day/ on a weekend day?.
Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (variable base) - Significance testing shows any differences between 2014 and 2015

12-15s watch an average of 15.5 hours television per week on a television set

In recent years (2012, 2014), we have asked about hours spent watching television on any device. In 2015, to reduce the overlap with estimates of time spent online, caused by the increase in online television viewing, we asked parents of 3-4s and 5-7s and children aged 8-11 and 12-15 to estimate the amount of time they spent viewing television on a television set. This means we are unable to make comparisons between 2014 and 2015 for time spent watching television, so the data shown in Figure 33 are indicative only.

In 2015, the estimated time spent watching television on a television set is higher for 8-11s (14.8 hours per week) and 12-15s (15.5 hours per week) than for 5-7s (14.1 hours). The estimate for 3-4s falls between 5-7s and 8-11s, at 14.5 hours per week.

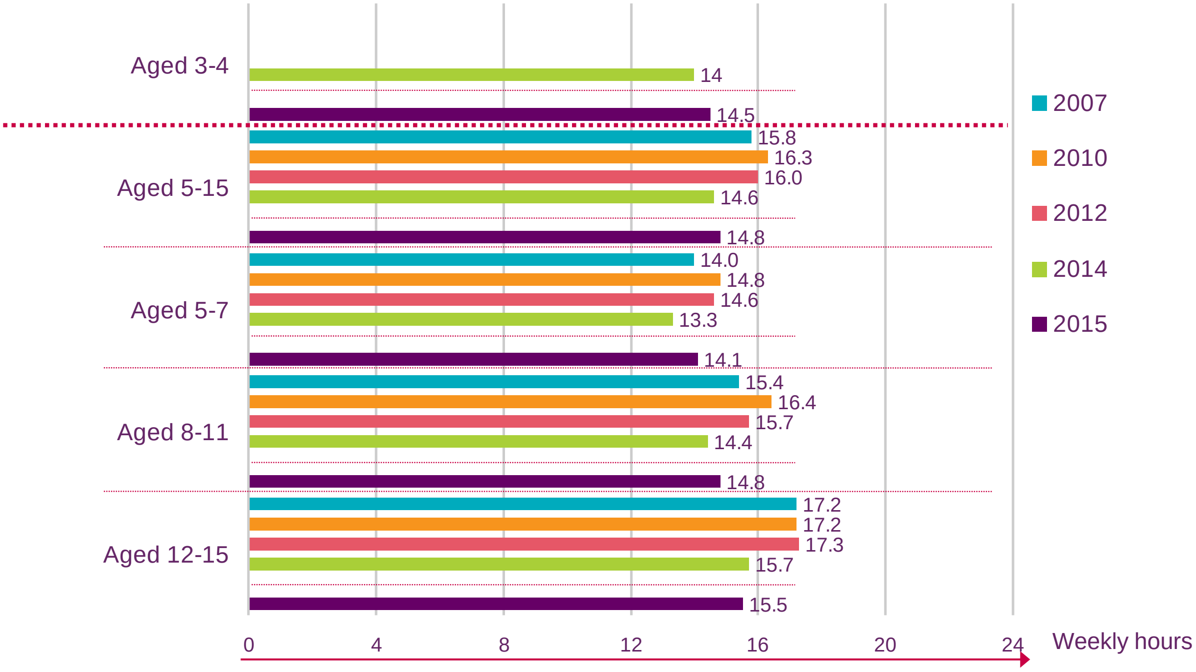
There are no differences by gender in the estimated time spent watching television on a TV set for any particular age group.

Compared to the average for 5-15s, children in AB households spend less time watching television in a typical week (13.4 vs. 14.8 hours).

In 2015, the majority of this viewing is likely to be to live television. As we saw in the earlier chapter, a minority of children say that they watch on-demand content: around a quarter of 3-4s (27%) and around two in five 5-15s (44%). The TV set is the most popular device for this kind of viewing (used by 95% of 3-4s and 92% of 5-15s).

In 2010, parents of 5-11s and children aged 12-15, where the child watched television on a TV set, were asked about the time the child spent watching television on a TV set on a typical school day or weekend day. The 2010 measurements shown in Figure 33 are therefore the most comparable to the estimates for 2015. This therefore suggests that in the past five years children aged 5-15 (and 8-11s and 12-15s in particular) are spending less time watching television on a television set.

Figure 33: Estimated weekly hours of television consumption, by age, at home (2007, 2010 and 2012) or elsewhere (2014, 2015)



QP13A-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? (spontaneous question, 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.
Base: Parents of children aged 3-7 who use watches television on a TV set (variable base)

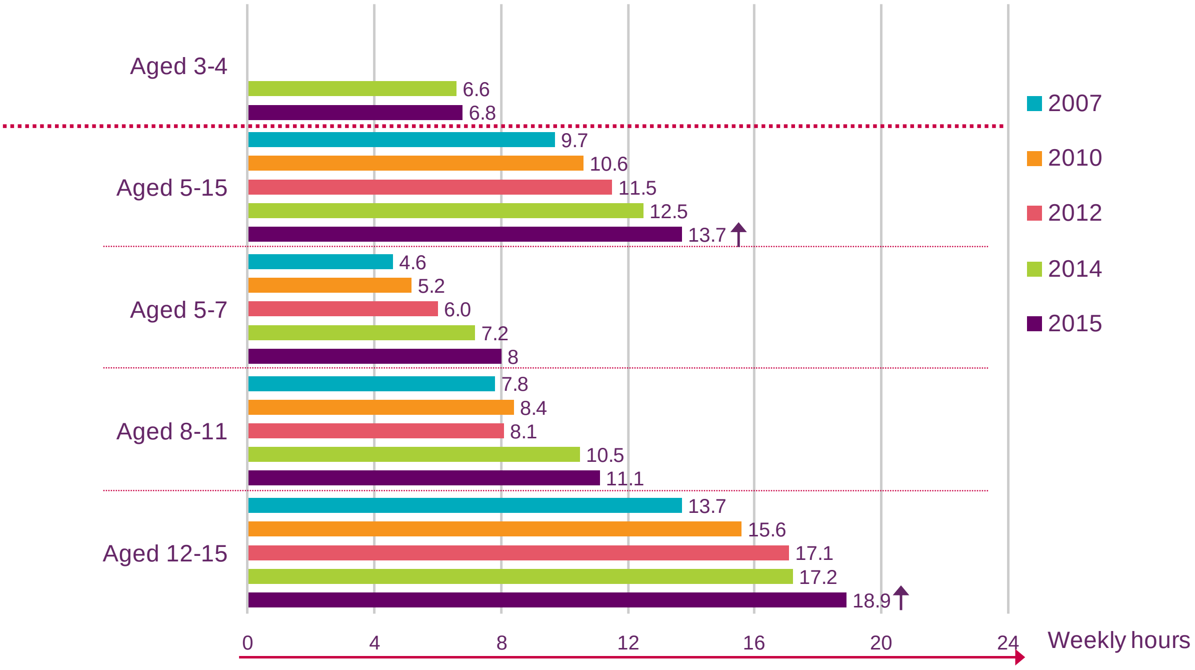
12-15s are spending more time online than in 2014

As in previous years, the estimated weekly volume of time spent online at home or elsewhere increases with the age of the child (8.0 hours for 5-7s, 11.1 hours for 8-11s and 18.9 hours for 12-15s). Parents' estimate of the volume of time spent online by children aged 3-4 is below that for 5-7s, at 6.8 hours per week.

Since 2014 there has been an increase in the estimated time spent online, at home or elsewhere, among children aged 5-15, rising from 12.5 hours to 13.7 hours per week in 2015. As shown in Figure 34, this overall increase is due to those aged 12-15 spending more hours per week going online in 2015 (18.9 vs. 17.2 hours in 2014). The estimated time spent online at home or elsewhere is unchanged since 2014 for those aged 3-4, 5-7 and 8-11.

In 2015, boys in two age groups are spending more time than girls online: 3-4s (7.4 vs. 6.1 hours) and 8-11s (12.1 vs. 10.1 hours), with no differences in the volume of use by gender for 5-7s or 12-15s.

Figure 34: Estimated weekly hours of internet consumption by age at home (2007, 2010 and 2012) or elsewhere (2014 and 2015)



QP25A-B– How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (spontaneous question, single coded) In 2007-2012 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 differences between 2014 and 2015

There has been no change since 2014 in the estimate of time spent gaming

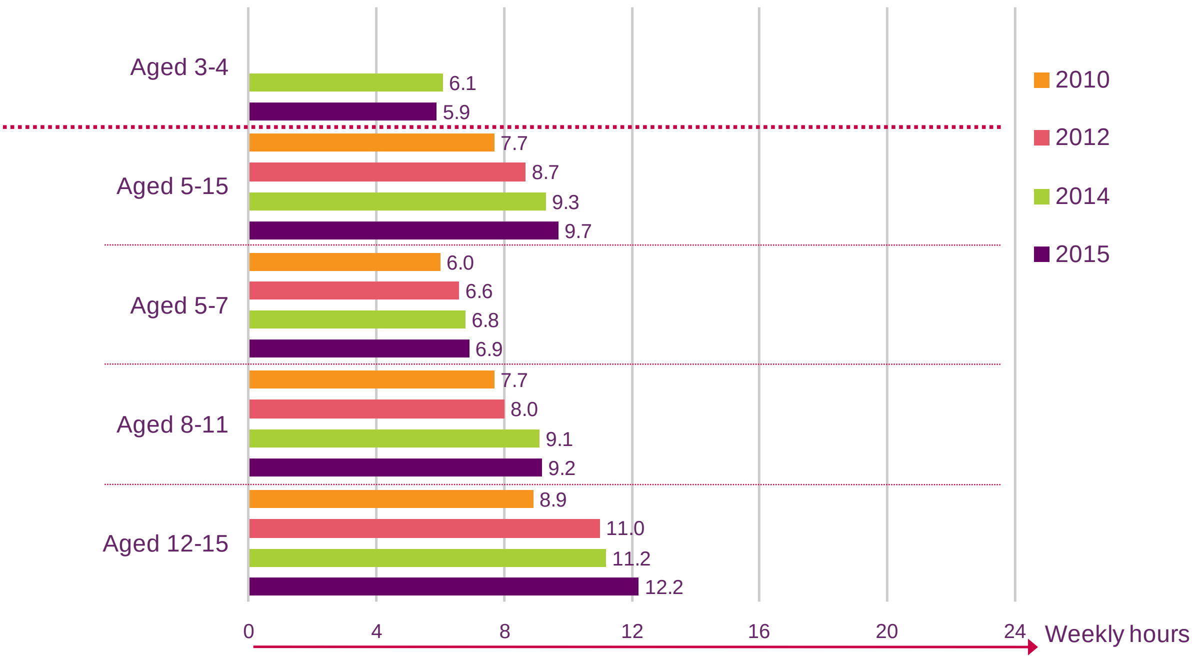
As with use of the internet, the estimated weekly hours spent gaming at home or elsewhere increases with the age of the child (5.9 hours for 3-4s, 6.9 hours for 5-7s, 9.2 hours for 8-11s and 12.2 hours for 12-15s).

As shown in Figure 35 below, there has been no change in the estimated time spent gaming by each of the age groups since 2014.

Boys spend more time than girls gaming in a typical week; across all 5-15s (11.6 vs. 7.5 hours), within each age group from 5-15, and among 3-4s. This was also the case in 2014.

Compared to the average for 5-15s, those in DE socio-economic groups have a higher estimated volume of use in a typical week in 2015 (10.8 vs. 9.7 hours per week).

Figure 35: Estimated weekly hours of gaming, by age, at home (2010 and 2012) or elsewhere (2014 and 2015)



QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (spontaneous question, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2012 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 differences between 2014 and 2015.

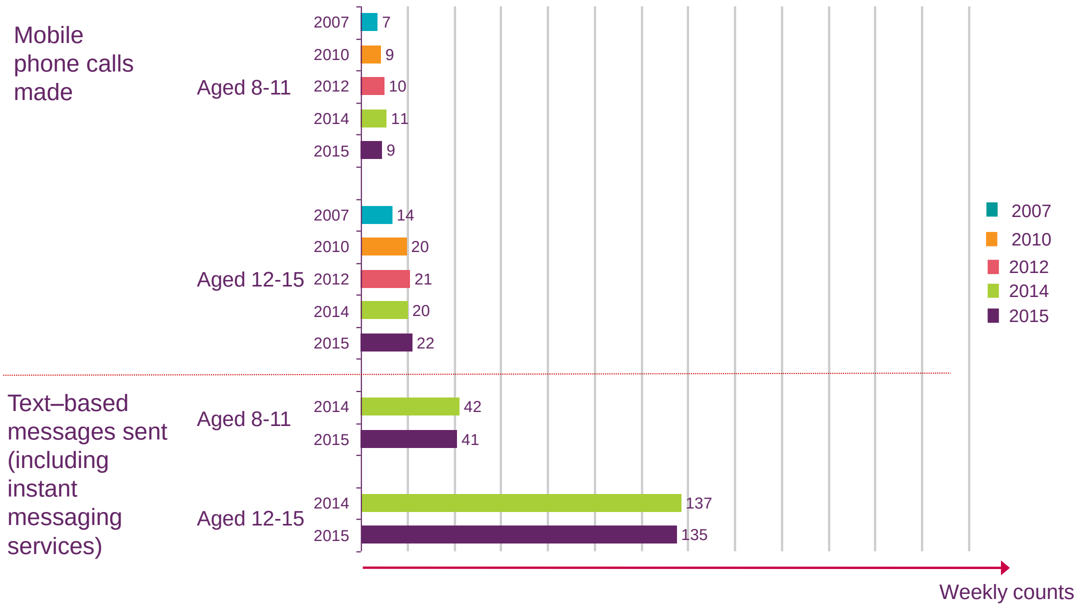
Mobile phone users aged 12-15 send 135 text-based messages a week, three times as many as those aged 8-11

Parents of children aged 3-7[36], and children aged 8-11 and 12-15[37], were asked about the volume of calls made and text-based messages[38] sent through their mobile phone in a typical week. The results for 8-11s and 12-15s are shown in Figure 36, while Figure 37 compares responses by gender among mobile phone owners aged 12-15[39], and Figure 38 compares responses by tariff type (contract vs. pre-pay) among smartphone owners aged 12-15.

In 2015, mobile phone users aged 12-15 made twice as many calls per week as 8-11s (22 vs. 9 calls) and sent three times as many text-based messages (135 vs. 41). These differences by age were also evident in 2014, and there is no overall change between 2014 and 2015 in the volume of calls made or text-based messages sent, either for 8-11s or 12-15s.

Among 12-15s, the volume of calls made per week does not differ by gender, but girls aged 12-15 send a higher volume of text-based message compared to boys in this age group (160 vs. 108), as shown in Figure 37.

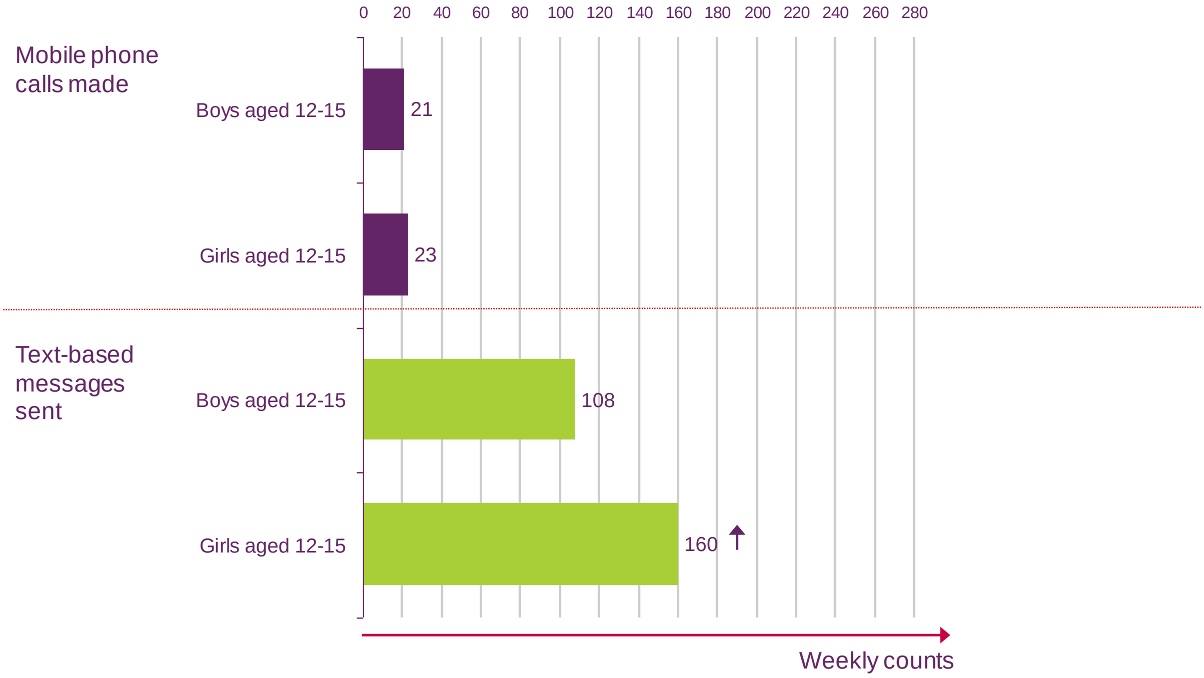
Figure 36: Weekly calls made, text-based messages sent by users, by age: 2007, 2010, 2012, 2014 and 2015



QP57A-B/ QP58A-B - How many calls/ text -based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single coded).* In 2007-2010 volumes of calls were asked of children aged 8-11, rather than their parents.
Base: Children aged 8-11 and 12-15 with their own mobile phone (variable base) - Significance testing shows any differences between 2014 and 2015

[36] Too few interviews were conducted with parents of mobile phone users aged 3-4 or 5-7 to show the data.
[37] Since 2011 children aged 8-11 have been asked to estimate the volume of calls they make and text messages they send. Previously, these questions were asked of their parents.
[38] The 2015 and 2014 questionnaires used a definition of text-based messages that includes messages sent over the mobile network as well as through instant messaging apps such as Apple iMessage and apps such as WhatsApp and Snapchat. Because of this re-definition, data relating to text messages previous to 2014 are not shown.
[39] Too few interviews were conducted with mobile phone users aged 8-11 to analyse responses by gender in 2015

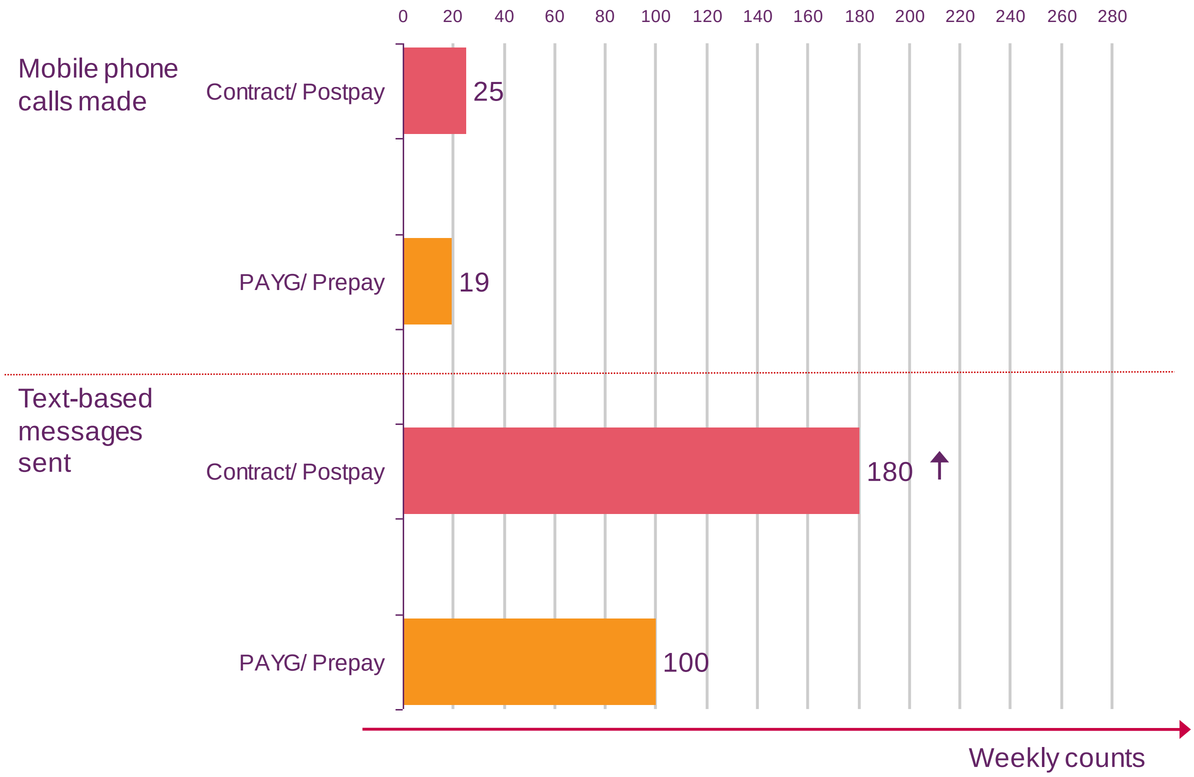
Figure 37: Weekly calls made and text-based messages sent by users, by gender within age: 2015



QP57A-B/ QP58A-B - How many calls/ text-based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single-coded).
Base: Children aged 12-15 with their own mobile phone (180 boys aged 12-15, 192 girls aged 12-15) - Significance testing shows any differences between boys and girls aged 12-15

As shown in Figure 38, while 12-15s with a smartphone on a monthly contract and those on a pay-as-you-go tariff make a similar number of calls in a typical week (25 for contract, 19 for pay-as-you-go), those with a monthly contract send a higher volume of text-based messages (180 vs. 100). These differences by tariff type among smartphone users were also evident in 2014.

Figure 38: Weekly calls made and text-based messages sent by 12-15s with a smartphone, by tariff type: 2015



QP57A-B/ QP58A-B - How many calls/ text-based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (spontaneous question, single-coded).
Base: Children aged 12-15 with their own smartphone (192 with a smartphone on a postpay tariff in 2014, 125 on a pre-pay tariff in 2014). Significance testing shows any differences post-pay and pre-pay

Affinity with media devices

Children aged 12-15 are more than twice as likely to say they would most miss their mobile phone than the television set.

Children aged 5-15 were asked to choose from a list of nine media devices to say which they would miss the most if it were taken away. The list of options to choose from at this question is unchanged since 2014, when it was revised to focus on devices rather than a mix of devices and media activities. Figure 39 shows the device that children aged 5-15 and those in each age group say they would miss the most in 2015 and in 2014, while Figure 40 shows responses by gender within each of the age groups in 2015.

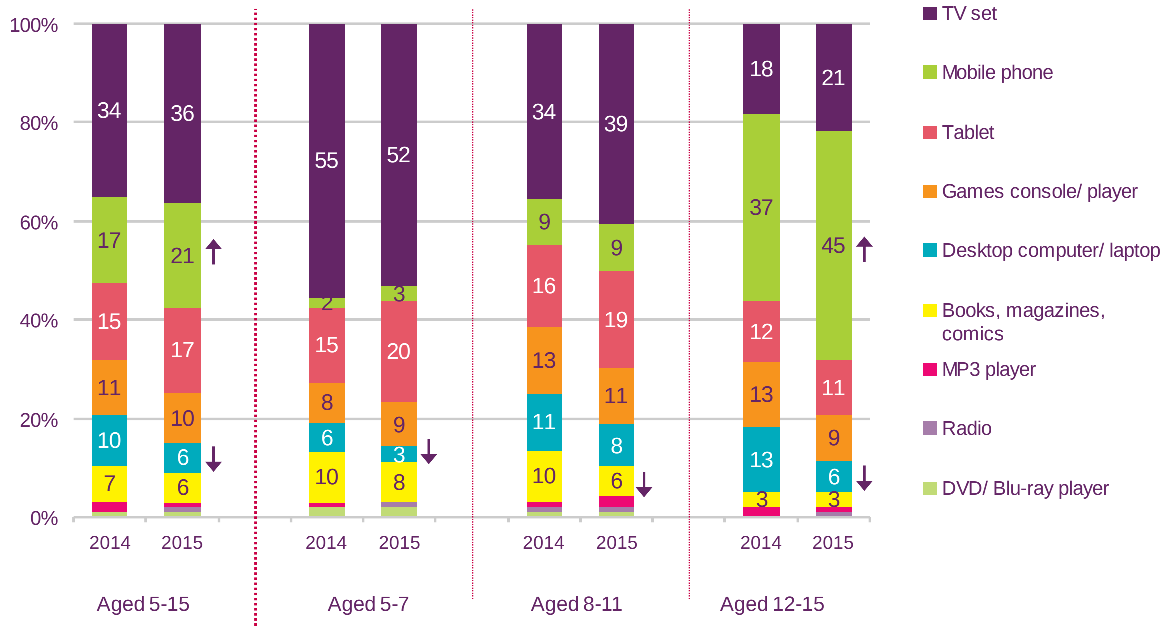
Across all 5-15s, one in three (36%) say they would miss the TV set the most, making TV the device most likely to be named. Around one in five children aged 5-15 say they would most miss either their mobile phone (21%) or tablet computer (17%), with other devices named by one in ten 5-15s or less.

As shown in Figure 39, there are significant differences by age in terms of the media device the child would miss the most. The TV set is the most-missed device for both 5-7s and 8-11s (52% for 5-7s, 39% for 8-11s) followed by the tablet computer for both younger age groups (20% for 5-7s, 19% for 8-11s). Among 12-15s, however, the most-missed device is the mobile phone (45%), followed by the TV set (21%). In 2015 children aged 12-15 are more than twice as likely to say they would miss their mobile phone, compared to the next most-missed device.

Figure 39 also shows some changes in the most-missed device since 2014. Across all 5-15s, the mobile phone is more likely to be named (21% vs. 17%) while the desktop computer/ laptop is now less likely (6% vs. 10%). The increase in mentions for mobile phone since 2014 across all 5-15s is evident among 12-15s (45% vs. 37%), while the decrease for desktop computer/ laptop is evident among 5-7s (3% vs. 6%) and 12-15s (6% vs. 13%). Children aged 8-11 are less likely to say they would miss books, magazines or comics in 2015 (6% vs. 10%).

There is some variation in affinity with devices by socio-economic group in 2015. Children aged 5-15 in AB households are less likely to say they would miss the TV set the most (29% vs. 36%), but no particular socio-economic group is more likely. Those in DE households are more likely to say they would miss a games console/ player (14% vs. 10%) while those in AB households are more likely to say they would miss a desktop computer/ laptop (9% vs. 6%).

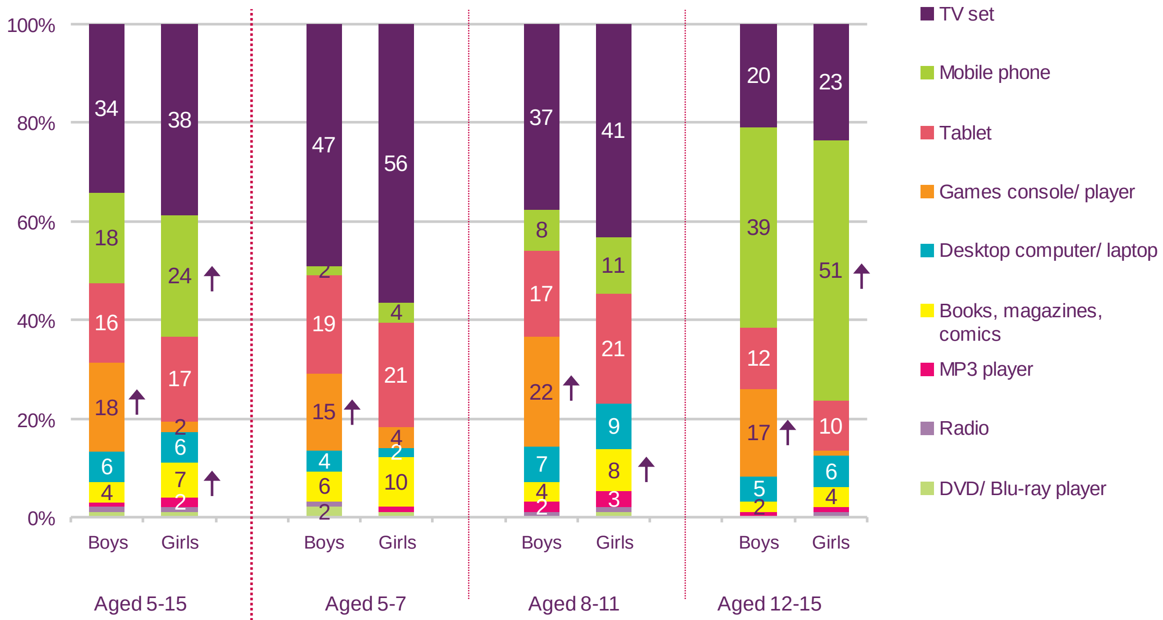
Figure 39: Device children would miss the most, by age: 2014 and 2015



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 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15). Significance testing shows any change between 2014 and 2015.

As shown in Figure 40, when comparing by gender, boys in each age group are more likely than girls to say they would most miss a games console/ player (15% vs. 4% for 5-7s, 22% vs. 0% for 8-11s and 17% vs. 1% for 12-15s). Girls aged 8-11 are more likely than boys to miss books, magazines or comics (8% vs. 4%) while girls aged 12-15 are more likely to miss a mobile phone (51% vs. 39%)

Figure 40: Device children would miss the most, by gender within age: 2014 and 2015



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 (681 boys aged 5-15, 698 girls aged 5-15196 boys aged 5-7 203 girls aged 5-7, 243 boys aged 8-11, 249 girls aged 8-11, 242 boys aged 12-15, 246 girls aged 12-15) - Significance testing show any difference between boys and girls in each age group

Preference for YouTube videos or TV programmes

For the first time, in 2015, 12-15s who watch both types of content are more likely to say they prefer to watch YouTube videos than TV programmes

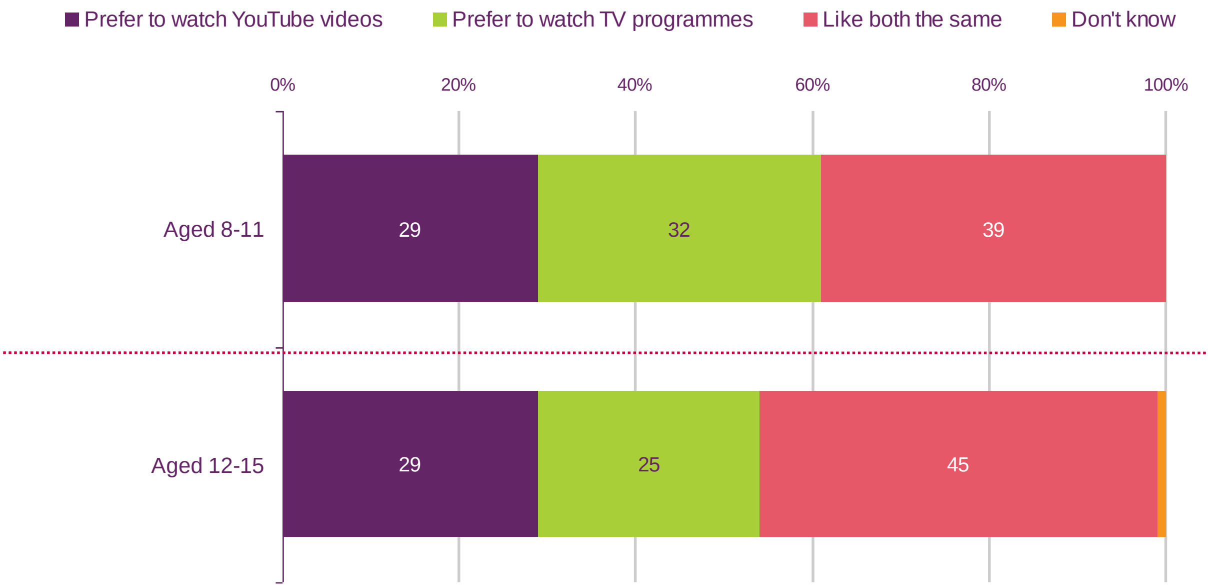
Children aged 8-15 who watch television (99% of 8-15s) were asked if they ever watched videos on YouTube. Most of these children in each age group said they did watch YouTube videos (69% of 8-11s and 86% of 12-15s).

As shown in Figure 41, when asked their preference, the most common response among children in each age group who watch television and YouTube was that they like both types of content the same (39% 8-11, 45% 12-15). Among 12-15s who watch both types of content, more say they prefer to watch YouTube videos than TV programmes (29% vs. 25%), while there is no significant difference for 8-11s (29% vs. 32%). This is a change since 2014 for 12-15s, who in 2014 were more likely to say they preferred to watch TV channels (30%) than YouTube channels (25%).[40]

In both age groups in 2015, girls are more likely than boys to say they prefer to watch TV programmes (40% vs. 24% for 8-11s, 31% vs. 20% for 12-15s).

[40] This change may have been affected y the change in wording from ‘channels’ in 2014 to ‘videos’ and ‘programmes’ in 2015.

Figure 41: Preference for watching TV programmes and YouTube videos, among 8-11s and 12-15s: 2015



QC7 – Do you ever watch videos on YouTube? (spontaneous responses, single coded)/ Do you prefer to watch YouTube videos, TV programmes or do you like both the same? (spontaneous responses, single coded)
Base: Children aged 8-15 who watch TV at home or elsewhere and who ever watch YouTube channels (320 aged 8-11 and 404 aged 12-15)

Device mostly used by children for different activities

Parents whose child aged 3-4 or 5-7 goes online and children aged 8-11 or 12-15 who go online were asked about a range of activities in order to establish whether the child ever did them, and if so, which device they mostly used for each activity.

Figure 42 to Figure 47 group the activities into broad themes wherever possible, to show the most-used device across all children who go online in each age group. The activities shown in each Figure are ranked by the incidence of 5-15s undertaking each activity.

This section of questions was modified in 2015 and so we do not have previous data to compare findings.

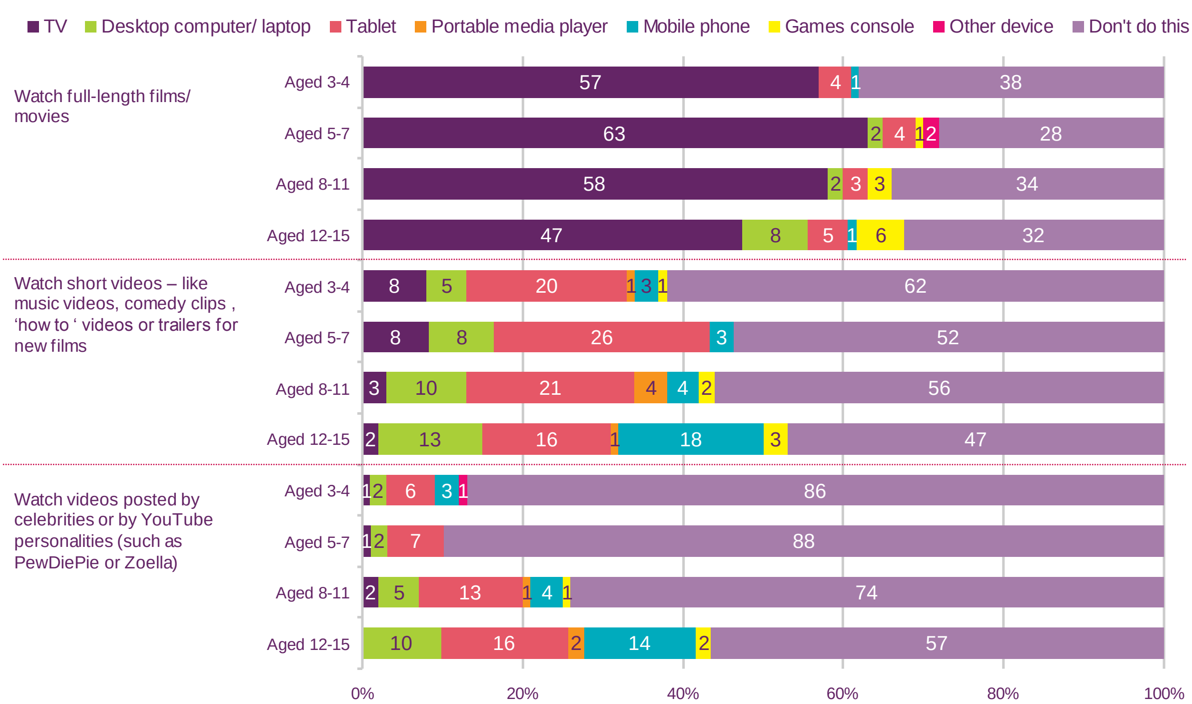
Tablets are the preferred device for watching video among under-12s

Figure 42 shows the device mostly used for five activities related to watching video content among all children from 3 to 15 who go online. A majority of children in each age group who go online ever watch full-length films/ movies, and TV dominates as the device mostly used.

While around four in ten, or more, children in each age group who go online also ever watch short videos (for instance music videos), the dominant device varies by age. Children from 3 to 11 are more likely to mostly use a tablet to watch short videos, while 12-15s are broadly as likely to use a mobile phone, a tablet or a desktop/ laptop.

A minority of children who go online ever watch videos posted by celebrities or YouTube personalities. Among those who do, the most-used device for children aged 3 to 11 is a tablet, while 12-15s are equally likely to use a mobile phone or a tablet for this activity.

Figure 42: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – watching video content: 2015



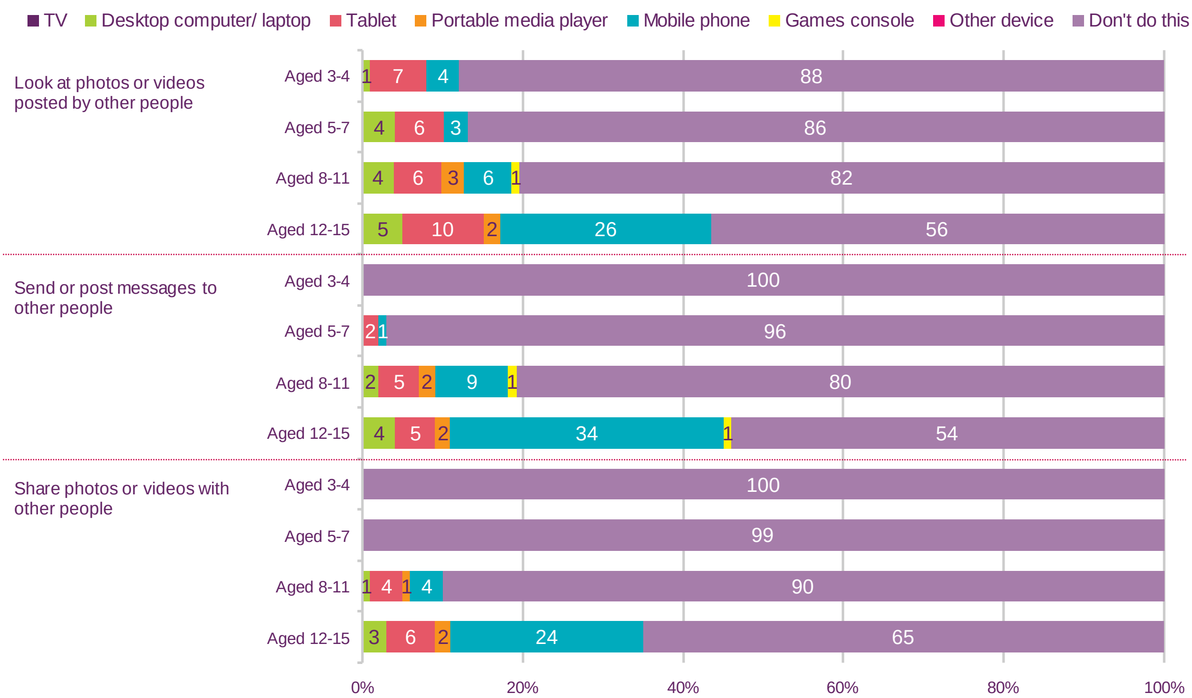
QP55/ QC14 Which device do they/ you mostly use to [activity]? (prompted responses, single-coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

12-15s are most likely to use a mobile phone to post, share or look at posted content

In Figure 43 we look at the devices mostly used by 3-15s who go online to post, share or look at posted content. These activities are undertaken by a minority in each age group; one in five (or less) aged under 12 and between a third and half of 12-15s.

Among those aged 12-15, each of these broadly social activities are more likely to be ‘mostly’ undertaken with a mobile phone.

Figure 43: Device mostly used for activities by children aged 3-4, 5-7 8-11 and 12-15 who go online – photos, videos, posting messages: 2015



QP55/ QC14 Which device do they/ you mostly use to [activity]? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

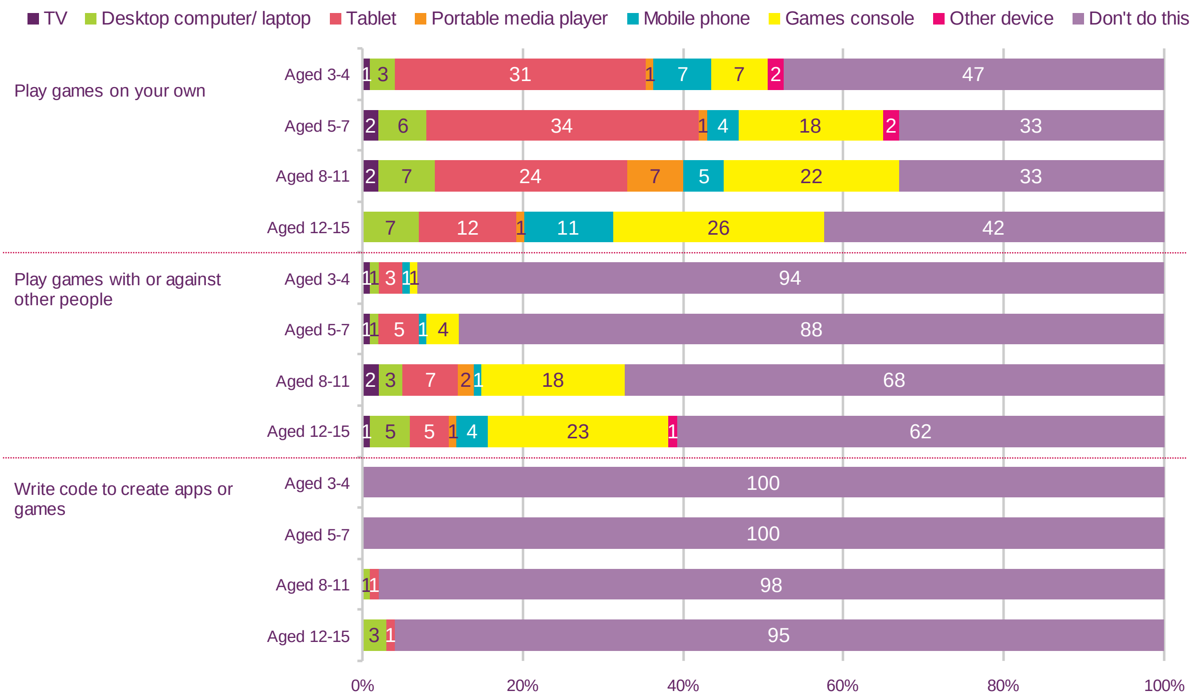
Tablets are the preferred device for playing games among 3-4s and 5-7s

In Figure 44 we look at the devices mostly used for three activities related to games. Most children in each age group play games on their own. For children aged 3-4 and 5-7, the tablet computer dominates as the device mostly used for this. The games player is equally likely to be used for this among children aged 8-11, and is the most-used device among 12-15s.

Playing games with or against other people is undertaken by a minority of children in each age group. The games player is the device most likely to be used by 8-11s and 12-15s for playing games with or against other people.

Very few children were found to write code to create apps or games, ranging from 0% of 3-4s and 5-7s to 2% of 8-11s and 4% of 12-15s.

Figure 44: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – games: 2015



QP55/ QC14 Which device do they/ you mostly use to [activity]? (prompted responses, single-coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

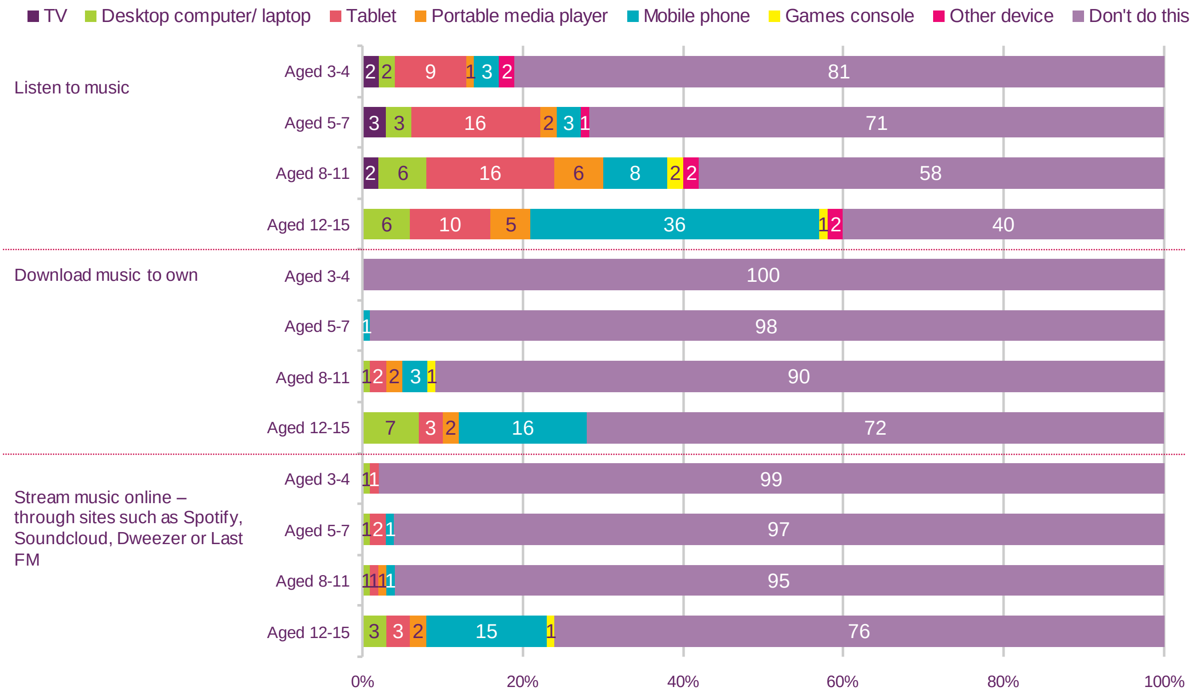
Mobile phones are the most-used device for music-related activities by 12-15s

Figure 45 shows the devices mostly used for three music activities. Most children who go online in each age group ever listen to music. As with the other activities in this section, children aged under 12 are most likely to use a tablet to listen to music. Those aged 12-15, however, are most likely to use a mobile phone for this.

A minority of children in each age group download music to own. This is done by around three in ten children aged 12-15, with the mobile phone being the most-used device.

Similarly, a minority of children in each age group stream music online. This activity is done by about a quarter of 12-15s, and mobile phones are again the most-used device.

Figure 45: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – music: 2015



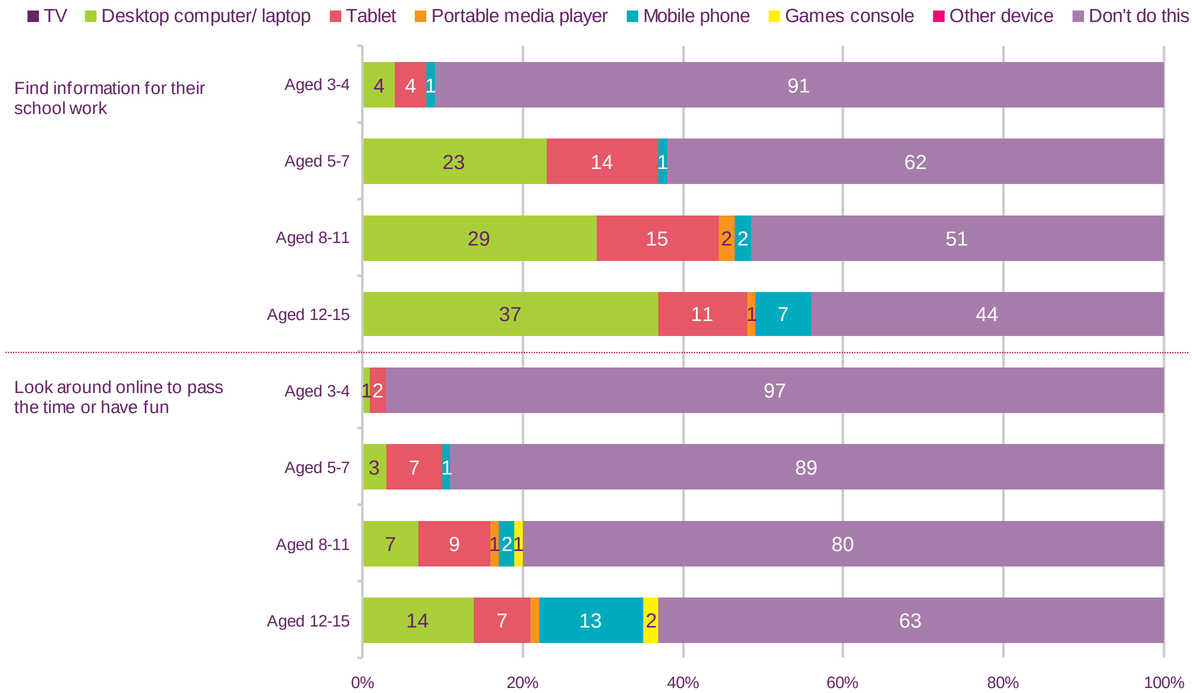
QP55/ QC14 Which device do they/ you mostly use to [activity]? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

Desktop computers/ laptops are the preferred devices for finding information for school work online, for 5-15s

Figure 46 shows the device mostly used among all children aged 3 to 15 who go online to find information for school work; the desktop computer/ laptop dominates as the device mostly used among 5-15s.

'Looking around online to pass the time or have fun' appears to be undertaken by a minority of children in each age group. Among 8-11s the most-used device for this activity is equally likely to be a desktop computer/ laptop or a tablet computer. Among 12-15s, mobile phones and desktop computer/ laptops are the most-used devices for looking around online to pass the time or have fun.

Figure 46: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – for school work, to pass the time/ have fun: 2015



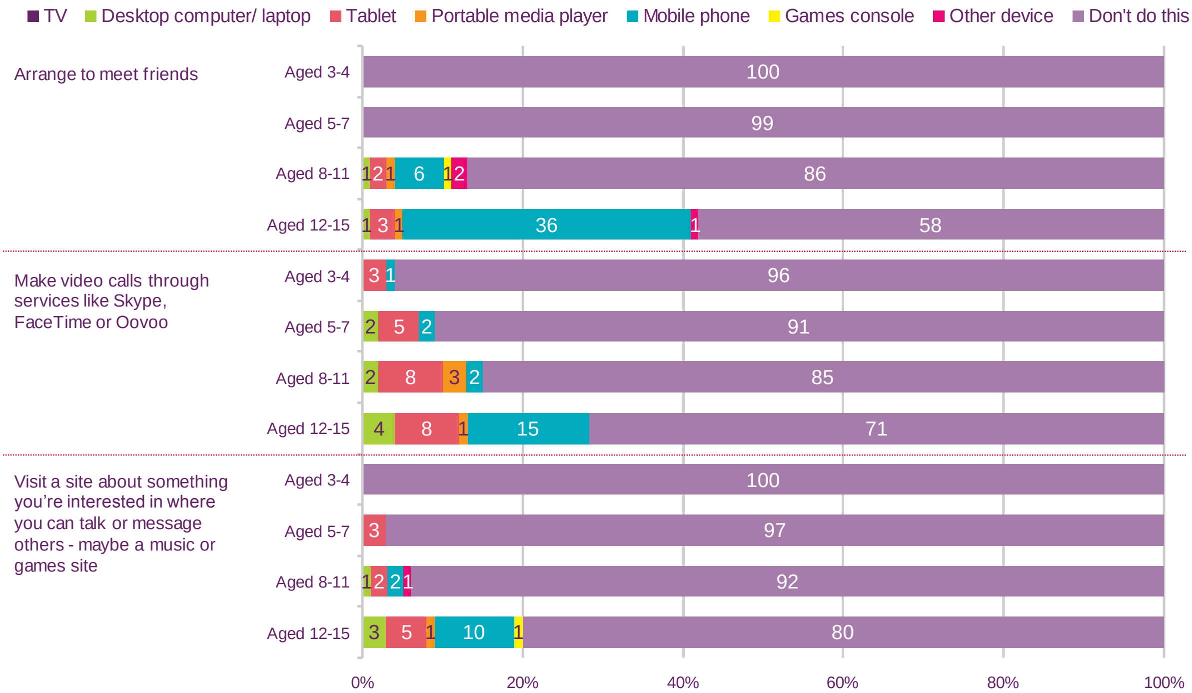
QP55/ QC14 Which device do they/ you mostly use to [activity]? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

Finally, Figure 47 covers meeting friends, making video calls and visiting sites where children can talk with or message other people, among 3-15s who go online, in terms of the device mostly used. The mobile phone clearly dominates among 12-15s as the device mostly used to arrange to meet friends.

Children aged 8-11 and 12-15 who go online are equally likely to ‘mostly’ use a tablet to make video calls, but 12-15s are more likely to ‘mostly’ use a mobile phone for this activity.

Those aged 12-15 who use a device to visit sites where they can talk to or message other people, such as online music or gaming forums, are also more likely to mostly use a mobile phone to do this.

Figure 47: Device mostly used for activities by children aged 8-11 and 12-15 who go online – video calls, arranging to meet, forums: 2015



QP55/ QC14 Which device do they/ you mostly use to [activity]? (prompted responses, single-coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15 in 2015).

Few children say they participate in civic activity online

Finally, while not charted, we also asked about two civic activities: signing an online petition and expressing social or political views online. The numbers who say they have participated in these activities are small. In 2015 1% of 5-15s who go online had signed an online petition and 1% had expressed their social or political views online.

Using social media

Three-quarters of 12-15s who go online have a social media profile

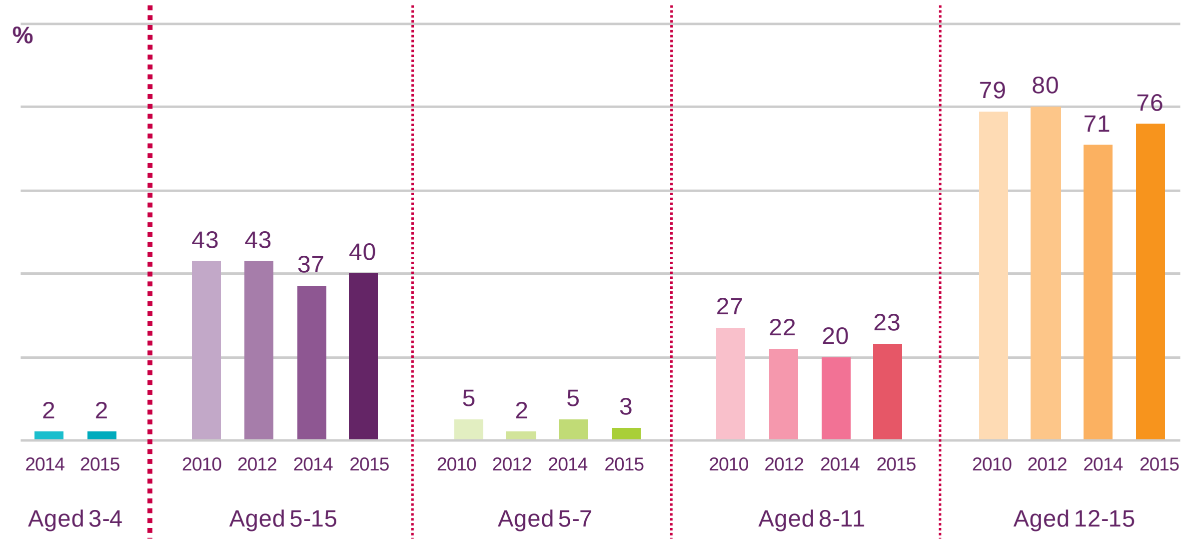
Parents of children aged 3-4 or 5-7 who go online, and children aged 8-11 or 12-15 who go online, were prompted with a description of social media[41] and were asked whether the child had a social media profile or account on any sites or apps. The questions asked in 2015 continued a change in approach that was introduced in 2014; parents and children were previously asked about 'social networking sites' rather than 'social media sites or apps'.

As shown in Figure 48, very few parents of children aged 3-4 (2%) or 5-7 (3%) who go online say their child has a social media profile. Nearly a quarter who go online aged 8-11 (23%) and three-quarters who go online aged 12-15 (76%) have a social media profile. Measures for each age group and across all aged 5-15 (40%) are unchanged since 2014.

[41] I'd now like to ask you some questions about your child's use of social media – by which I mean using websites or apps to connect with other people. This would include sites and apps such as Facebook, Twitter, Instagram, Tumblr, Snapchat, WhatsApp and some activities on YouTube and Google Plus. Connecting with others using social media may be through posting and reading messages, using 'chat' functions within games, sharing photos or videos, reading or posting comments, or choosing to 'follow' or 'friend' other people. Social media sites or apps require users to create a profile or account to find and connect with other users.

When rebased on all children (as opposed to the incidences shown in Figure 48, which are based on all who go online), 1% of 3-4s, and 35% of 5-15s have a social media profile. This overall figure among 5-15s breaks out by age as follows: 2% of 5-7s, 21% of 8-11s and 74% of 12-15s.

Figure 48: Children who go online and have an active social networking site profile (2010, 2012) or social media profile or account (2014, 2015), by age



QP43 – [read out description of social media activities, sites and apps] Does your child have a social media profile or account on any sites or apps? (prompted responses, single coded).
Base: Parents whose child ever goes online at home or elsewhere aged 3-4 (262) or 5-15 (1176 aged 5-15, 260 aged 5-7, 441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015. Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites. From 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

More 12-15s cite Snapchat as their main social media profile than in 2014 (11% vs. 3%), while fewer cite Facebook (58% vs. 75%).

Those children aged 12-15 with a social media profile were asked to say which social media sites or apps they used[42]. As shown in Figure 49, close to nine in ten 12-15s with a social media profile use Facebook (87%). While a majority of 12-15s with a social media profile are Facebook users, this is a decrease since 2014 (from 96%).

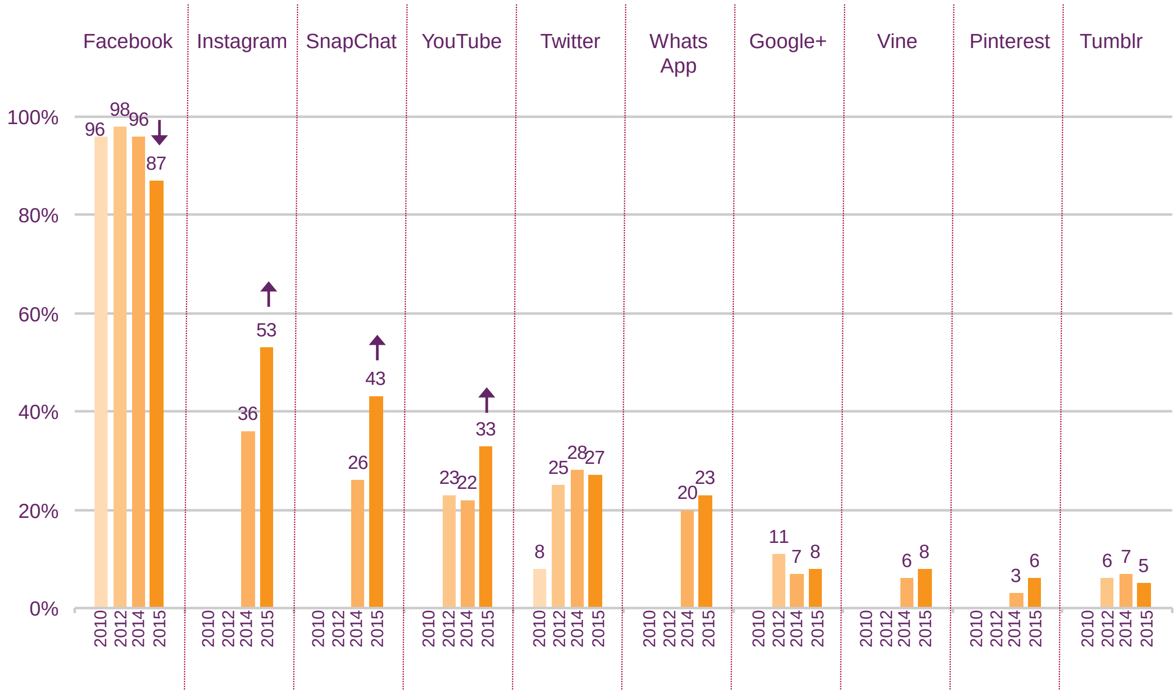
Three sites or apps are more like to be used by 12-15s with a social media profile since 2014: Instagram (53% vs. 36%), Snapchat (43% vs. 26%) and YouTube (33% vs. 22%).

In 2015, there are some differences by gender among 12-15s: girls are more likely than boys to have a profile on Snapchat (49% vs. 36%) and on Tumblr (8% vs. 1%).

As shown in Figure 50, six in ten 12-15s (58%) with a social media profile said they considered Facebook to be their main one, while 13% named Instagram and 11% chose Snapchat. While most 12-15s with a social media profile named Facebook as their main site or app, this has decreased since 2014 (58% vs. 75%). Since 2014, 12-15s are more likely to say their main profile site or app is Snapchat (11% vs. 3%), Twitter (4% vs. 1%) or WhatsApp (4% vs. 1%). In 2015 girls aged 12-15 are more likely than boys to say their main profile is on Snapchat (16% vs. 6%).

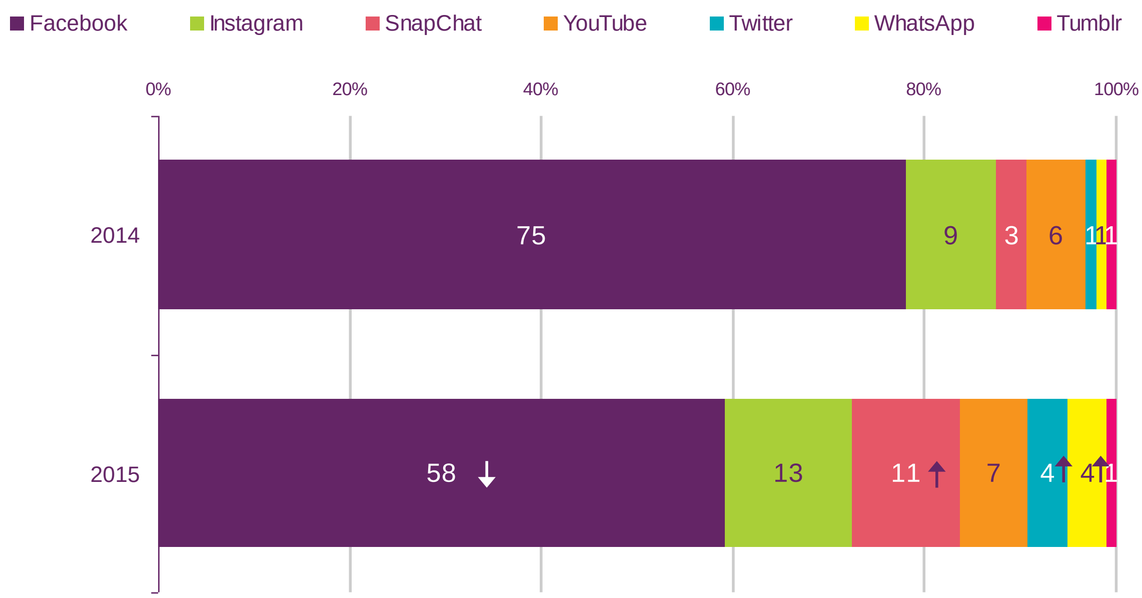
[42] There are too few social media site users in younger age groups to look at in more detail

Figure 49:Social networking sites where children aged 12-15 have a profile (2010, 2012) or social media sites or apps used by children aged 12-15 (2014, 2015)



QC20 – Which social media sites or apps do you use? (spontaneous responses, multi coded) – showing responses of more than 4% of children aged 12-15 using any social media sites or apps
Base: Children aged 12-15 who have a social media profile (345). Significance testing shows any change between 2014 and 2015
Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites.

Figure 50: Main social media sites used by children aged 12-15 with a social media profile: 2014, 2015



QC21 – And which is your main social media site or app, so the one you use most often? (spontaneous responses, multi coded)
Base: Children aged 12-15 who have a social media profile (345). Significance testing shows any change between 2014 and 2015.
Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites.

Playing games online

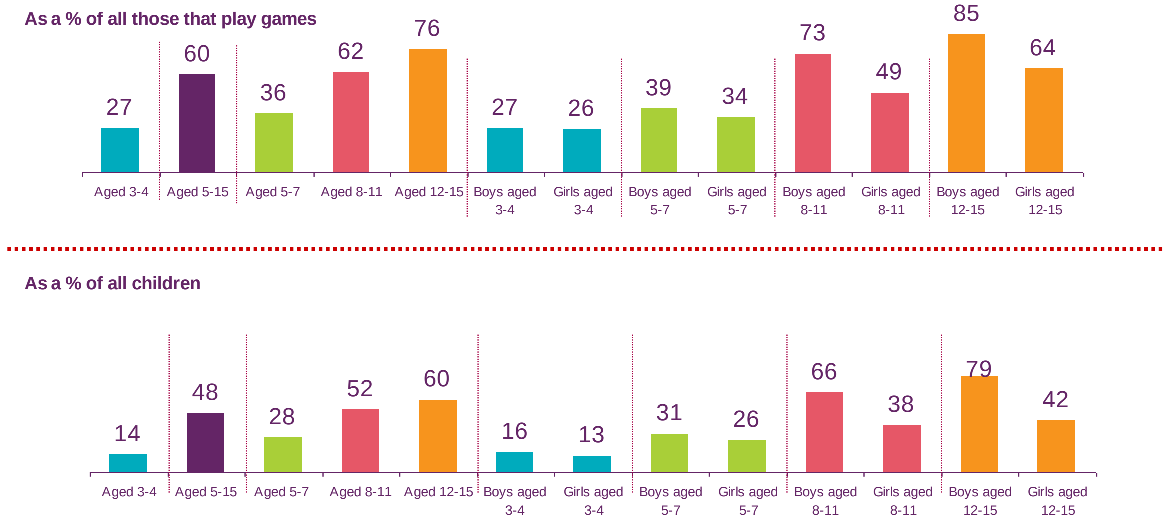
One in seven of all 3-4s and half of 5-15s play games online

Parents of children aged 3-7 and children aged 8-15 who used any devices for gaming (reported in the previous section) were prompted with a description of online gaming[43], and were then asked if the child ever played online games. The description provided in 2015 was new to the survey and so we do not have previous data to compare findings.[44]

Figure 51 shows the incidence of online gaming across the different age groups as well as by gender within age group. The incidence of online gaming is shown first as a percentage of children who play games at all, and then as a percentage of all children.

One quarter (27%) of 3-4s and six in ten (60%) 5-15s who play games ever play games online (14% of all 3-4s and 48% of all 5-15s). The incidence of online gaming increases with each age group, rising from 36% of 5-7s who play games to 76% of 12-15s who play games. Playing online, among those who play games, is more likely among boys both for 8-11s (73% vs. 49%) and for 12-15s (85% vs. 64%). Online gaming is no more or less likely for any socio-economic group.

Figure 51: Incidence of online gaming, by age: 2015



QC39 – Many games can now be played online, either through games consoles, other games players or through other devices such as desktop 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)
Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (365 aged 3-4, 1102 aged 5-15, 306 aged 5-7, 411 aged 8-11, 385 aged 12-15) Responses from parent for 3-7s and from child aged 8-15

[43] Many games can now be played online, either through games consoles, other games players or through other devices such as desktop 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.

[44] It is worth noting that in giving parents and children a more detailed definition of online gaming in 2015 the incidence for online gaming is higher than that recorded in 2014. This would suggest that the differentiation between general gaming and online gaming is not always apparent to parents or to children when playing games

To get a sense of whom children are playing online games with, and whether this includes playing against strangers, we asked those children who play games about a range of different ways of online gaming (Figure 52); whether they: play games on their own against the computer or games player; play against or with someone else in the same room; play against or with someone else they know personally who is playing elsewhere; or play against one or more people they do not know personally who are playing elsewhere.

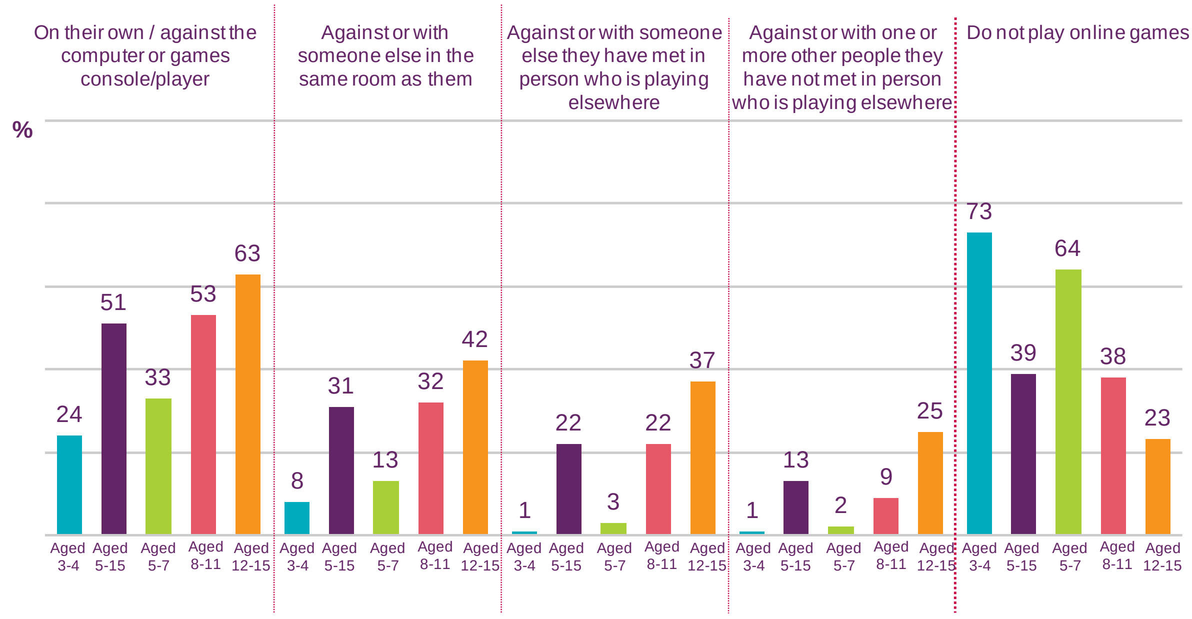
As shown in Figure 52, children in each age group who play online games are most likely to play on their own, or against the computer or games player, accounting for half (51%) of 5-15s who play games and a quarter (24%) of 3-4s who play games.

Few children aged 3-4 or 5-7 who play games play online with or against someone else in the same room or someone else they know who is playing elsewhere. This kind of online gaming is done by around one-third or more of 8-15s who play games.

Looking specifically at playing online with or against one or more people they do not know personally who are playing elsewhere, this type of online gaming is ever undertaken by one in ten 8-11s (9%) and one quarter of 12-15s (25%) who play games at all. When this is rebased on all children, as opposed to those who play games, it represents 8% of all 8-11s and 20% of all 12-15s.

Playing against or with people elsewhere who are not known personally to the child is more likely among boys than among girls who play games, both among 8-11s (13% vs. 5%) and 12-15s (33% vs. 13%). There are no differences by socio-economic group.

Figure 52: Types of online gaming undertaken by children at home or elsewhere, by age: 2015



QC39 – Many games can now be played online, either through games consoles, other games players or through other devices such as desktop 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)
Base: Parents of children aged 3-7 whose child ever plays games and children aged 8-15 who ever play games (365 aged 3-4, 1102 aged 5-15, 306 aged 5-7, 411 aged 8-11, 385 aged 12-15). Responses from parent for 3-7s and from child aged 8-15.

Section 6

Knowledge and understanding of media among 8-15s

This section looks at the extent to which older children (aged 8-15) understand their media environment.

In particular, it explores the extent to which children visit websites which are new to them, how they distinguish between different sources of online content and their awareness and understanding of advertising in media. as well as their understanding of how different media are funded.

We focus on children's understanding of how search engines operate, and on their awareness and understanding of how paid-for content appears in search results.

This section also provides insights on children's opinions about posting personal information online and the types of checks they make when visiting new websites.

Key findings

- A majority of internet users aged 8-11 say that in most weeks they only use websites or apps they have visited before. This remains more likely among 8-11s (63%) than among 12-15s (41%). Compared to 2014, 12-15s are now less likely to say they use lots of websites they haven't visited before (13% vs. 18%) following an increase between 2012 and 2014.
- Children are more likely than in 2014 to think that various kinds of online information are always true. There have been increases in the numbers of 8-11s and 12-15s who answer that all the information on news sites or apps is true (23% vs. 12% for 8-11s and 14% vs. 8% for 12-15s), an increase in the number of 8-11s who say this about sites used for school work or homework (28% vs. 20%) and among 12-15s who say this about social media sites or apps (9% vs. 4%).
- While the BBC remains the preferred source of 'true and accurate information about things that are going on in the world' among 12-15s (52%), there has been an increase in the numbers of 12-15s saying they would turn to YouTube for this (8% vs. 3% in 2014).
- While half of search engine users aged 12-15 (50%) make some type of critical judgement about search engine results, believing that some of the sites returned will be truthful while others may not be, one in five (19%) believe that if a search engine lists information then it must be true, and a similar proportion (22%) don't consider the veracity of results but just visit the sites they like the look of. This is unchanged since 2014.
- Awareness of how the BBC, Google and YouTube are funded is unchanged among 12-15s since 2014, with awareness higher for how Google (54%) and YouTube (52%) are funded compared to the BBC (33%).

- Despite their being distinguished by an orange box with the word ‘Ad’ in it, only a minority of 8-11s (16%) and 12-15s (31%) who use search engines correctly identified sponsored links on Google as advertising.
- Less than half of 12-15s who go online (47%) are aware of the potential for vloggers to be paid for endorsing products or brands, and 45% are aware of personalised advertising, in that they are aware that other people might see adverts online that are different to those they see. Around one in five (18%) thought everyone would see the same adverts as them and nearly two in five were unsure (38%).
- A majority of 12-15s who play games (59%) are aware of advertising that encourages them to ‘pay-to-win’. One in eight of those who are aware (13%) consider it to be a good thing while half (52%) think it’s a bad thing.
- Seventy per cent of 12-15s say they make checks on websites they have not visited before, unchanged since 2014.
- 12-15s are more willing to share their personal information online than in 2014, but only with their friends.

Visiting new websites

Since 2014, 12-15s are less likely to say they use lots of new websites or apps

Before we look at children’s critical understanding of, and ability to distinguish between different forms of online content, it is worth addressing the extent to which children are discovering new things online, through visiting lots of new websites or apps, or whether they tend to stick with those sites or apps that are more familiar to them.

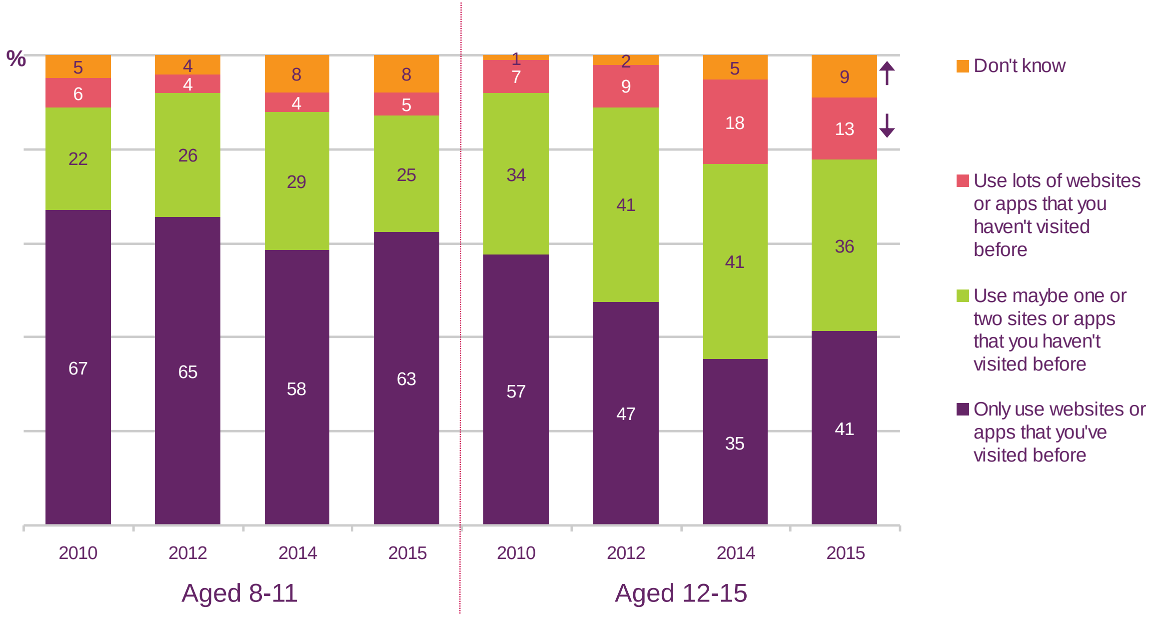
Children aged 8-15 who go online were asked to say whether, in most weeks, they only used sites or apps that they had visited before, or used one or two sites that they hadn’t visited before, or used lots of sites they hadn’t visited before.

As shown in Figure 53, a majority of 8-11s (63%) said they only used websites they had visited before, compared to four in ten 12-15s (41%). Twelve to 15 year olds are more likely than 8-11s to say they use lots of websites or apps they have not visited before (13% vs. 5%) and to say they use one or two websites or apps they haven’t visited before (36% vs. 25%).

Girls aged 12-15 are more likely than boys to say they only use websites or apps that they’ve visited before (48% vs. 35%), while boys are more likely to say they use lots of websites or apps they haven’t used previously (18% vs. 8%). Compared to the average, children aged 8-15 in AB households are less likely to say they are unsure (3% vs. 8%).

Since 2014 there has been no change in 8-11s’ claimed experience of visiting websites. However, 12-15s are less likely in 2015 to say they use lots of websites or apps they haven’t visited before (13% vs. 18%), following an increase in this measure between 2012 and 2014.

Figure 53: Experience of visiting websites not visited before, among those who go online at home (2010, 2012) or elsewhere (2014, 2015), by age



QC17 – In most weeks when you go online on any type of computer, a mobile phone, a games player or a media player would you say that you….?
Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015.

Critical understanding of online content

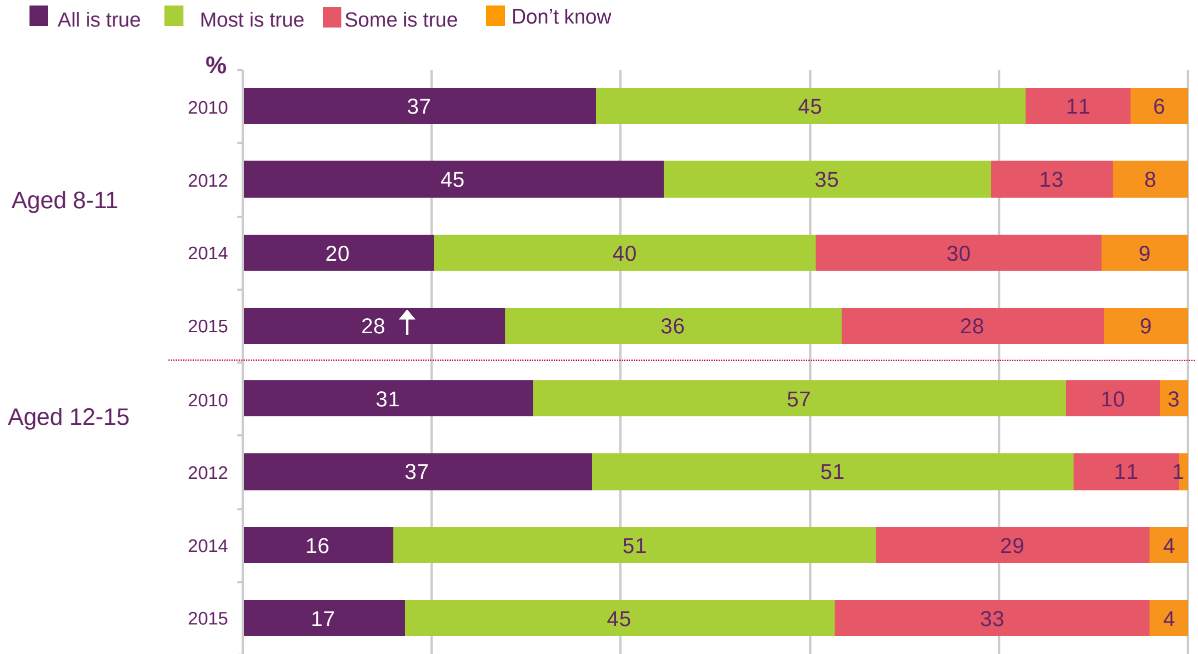
A majority of social media users aged 8-15 are aware that not all the information on these sites or apps is true

Children aged 8-15 who go online at home or elsewhere were asked whether they visited three particular types of websites or apps[45]. Those who visited each type were then asked whether they believed that all of the information on these sites or apps is true, or most of it is true, or some of it is true. Results are shown in Figure 54 for sites or apps used for school work/ homework, in Figure 55 for social media[46] and in Figure 56 for sites or apps about news and what is going on in the world[47].

The majority of 8-11s (86%) and 12-15s (94%) who go online say they visit websites or apps for schoolwork/ homework. Of those who do this, 28% of 8-11s and 17% of 12-15s believe that all of the information shown is true. Compared to 2014, 8-11s in 2015 are more likely to believe that all the information they see on these sites/ apps is true (28% vs. 20%).

[45] Before 2014 home internet users were asked about types of websites, rather than types of websites or apps.
[46] Before 2014, home internet users were asked about social networking sites rather than social media sites or apps.
[47] Results are shown in these three Figures for 2010 and 2012, when use of these types of websites was established from an earlier question in the survey. Changes made in 2014 meant that respondents were asked in this question whether they visited each type of website or app. In addition, in 2010 and 2012 these questions were also asked only of those who go online at home, rather than at home or elsewhere.

Figure 54: Children's belief in the truthfulness in websites used for school/ homework at home (2010, 2012) or elsewhere (2014, 2015), by age

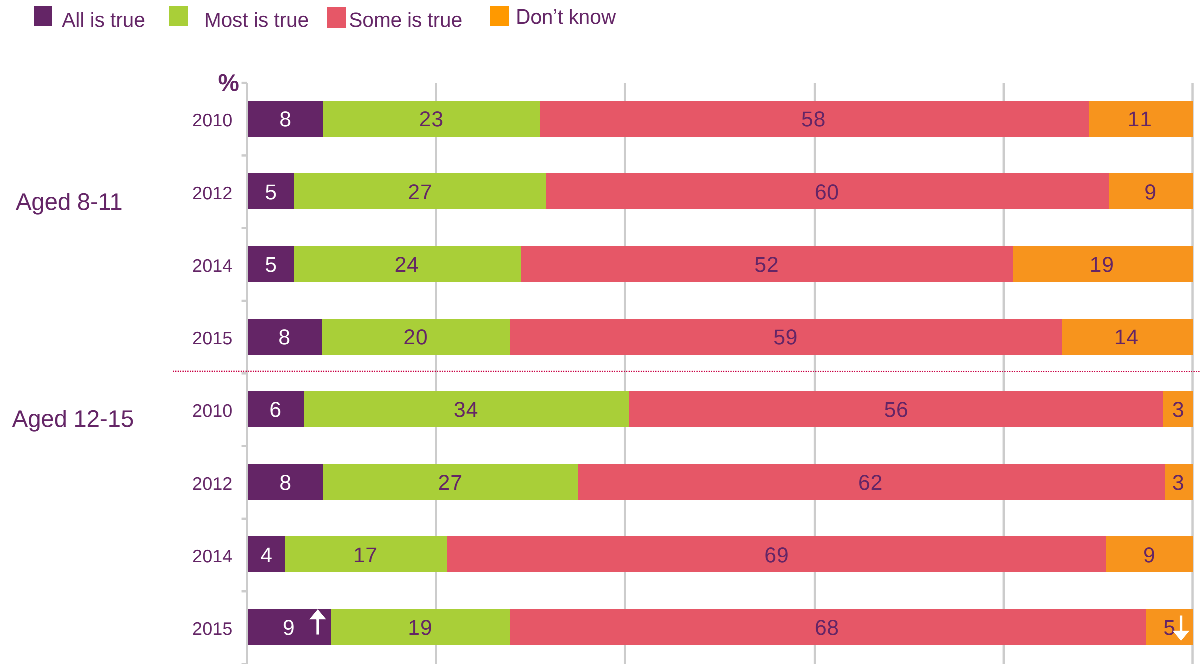


QC15B - When you go online you may visit site or apps you use for school work or homework. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed since 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, since 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (375 aged 8-11, 447 aged 12-15). Significance testing shows any difference between 2014 and 2015.

More than half of 8-11s (53%) and nine in ten 12-15s (89%) who go online say they have visited social media sites or apps (like Facebook, Google Plus, Snapchat, Twitter, Tumblr, WhatsApp or YouTube). A small (and similar) proportion in each age group who do this believe that all of the information on social media sites or apps is true (8% for 8-11s and 9% for 12-15s).

While the majority of 12-15s continue to say that only 'most' or 'some' of the information on social media sites is true (68%), since 2014 more in this age group are likely to believe that all the information shown is true (9% vs. 4%).

Figure 55: Children's belief in the truthfulness of social media websites used at home (2010, 2012) or elsewhere (2014, 2015), by age



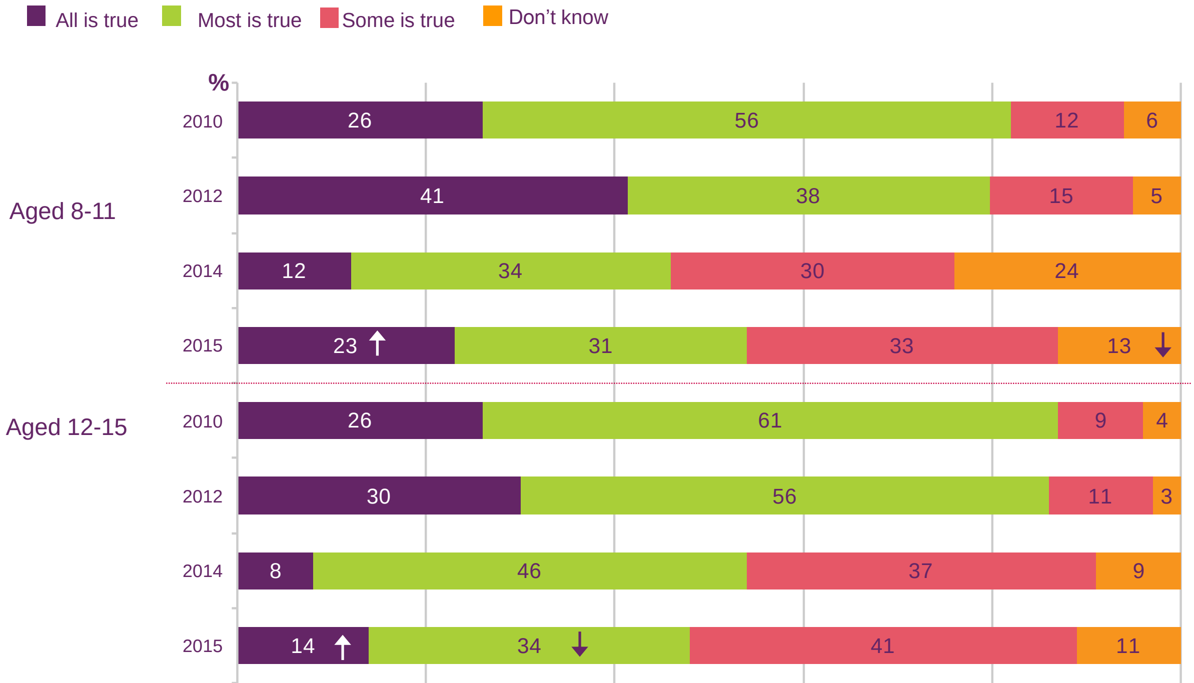
QC15A - When you go online you may visit social media sites or apps like Facebook, Google Plus, Snapchat, Twitter, Tumblr, WhatsApp or You Tube. Do you do this? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed since 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, since 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites.
Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (228 aged 8-11, 417 aged 12-15). Significance testing shows any difference between 2014 and 2015.

Six in ten 8-11s (61%) and eight in ten 12-15s (83%) who go online say they visit sites or apps about news and what is going on the world. Around one in five 8-11s (23%) and one in seven 12-15s (14%) who do this say that all of this information is true.

A similar proportion of 8-11s say that most of this information is true (31%) as say that some of this information is true (33%) while 12-15s are more likely to say some is true (41%) rather than most is true (34%).

Compared to 2014, both 8-11s (23% vs. 12%) and 12-15s (14% vs. 8%) are now more likely to believe that all the information on these sites or apps is true.

Figure 56: Children's belief in the truthfulness in news websites or apps used at home (2010, 2012) or elsewhere (2014, 2015), by age



QC15C - When you go online you may visit sites or apps about news and what is going on in the world. Do you do this? 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 since 2014 as these questions were previously asked only of those who previously said they undertook each activity online, rather than all internet users. In addition, since 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (267 aged 8-11, 392 aged 12-15). Significance testing shows any difference between 2014 and 2015.

Distinguishing between different sources of online content

12-15s are more likely than in 2014 to use YouTube as an information source

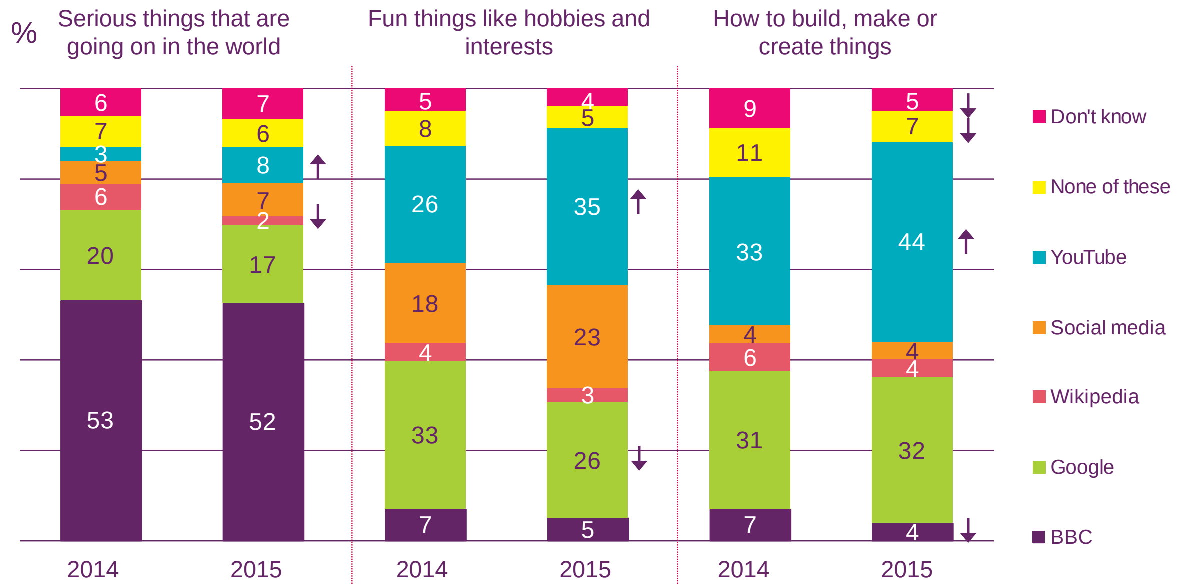
In 2015 and in 2014, children aged 12-15 who go online were prompted with five sources of online information and were asked to say which one they would turn to first for accurate and true information in each of three scenarios, as shown in Figure 57.

A majority of 12-15s (52%) said they would turn to the BBC website when wanting to find out about serious things that are going on in the world, with less than one in five saying they would turn to Google for this (17%). No other source would be used by more than one in ten children aged 12-15. Boys were more likely than girls to say they would use YouTube (11% vs. 5%). Compared to 2014, 12-15s are more likely in 2015 to say they would use YouTube for this purpose (8% vs. 3%), and less likely to rely on Wikipedia (2% vs. 6%)

No single online source of information (that we asked about) is preferred by a majority of 12-15s when wanting to find accurate and true information online about 'fun things like hobbies and interests'. One in three 12-15s said they would turn to YouTube (35%) for this purpose, with one in four opting to use Google (26%) or social media (23%). Girls are more likely than boys to use social media (27% vs. 18%). Since 2014, YouTube has become more popular (35% vs. 26%) while Google is less popular (26% vs. 33%).

More than four in ten children aged 12-15 say they would choose YouTube (44%) when looking for information online about how to build, make or create things, which is more likely than in 2014 (33%). One in three would use Google (32%), unchanged since 2014. Relatively few would opt to use the BBC (4%), less than in 2014 (7%). There are no differences by gender for this measure.

Figure 57: Online sources of accurate and true information for different scenarios among 12-15s: 2014, 2015



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 at home or elsewhere (475 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Critical understanding of search engines

Half of 12-15s who use search engines understand how they operate, while two in ten believe that if a search engine lists information it must be true

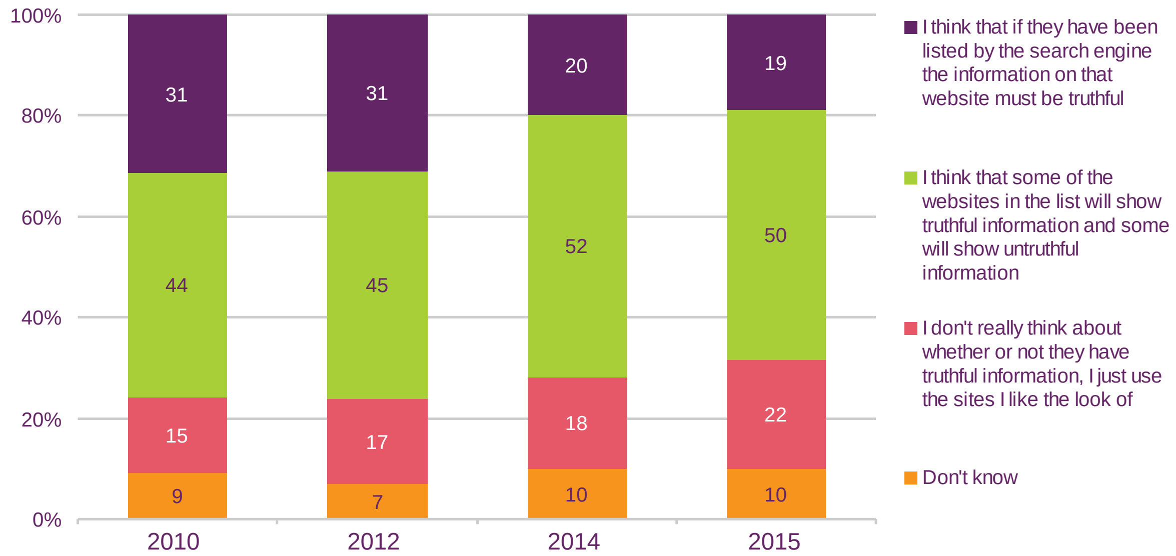
Children aged 12-15 who ever use search engines (88% of all who go online at home or elsewhere) were asked about the truthfulness of information that was returned by the search engine. Children were asked to say which of the following statements was closer to their opinion:

- "I think that if they have been listed by the search engine the information on the website must be truthful."
- "I think that some of the websites in the list will show truthful information and some will show untruthful information."
- "I don't really think about whether or not they have truthful information, I just use the sites I like the look of."

As shown in Figure 58, half of all search engine users aged 12-15 (50%) make some type of critical judgement about search engine results, believing that some of the sites returned will be truthful while others may not be.

Two in ten 12-15s (19%) believe that if a search engine lists information then it must be truthful, and a similar proportion (22%) don't consider the veracity of results but just visit the sites they like the look of. One in ten 12-15s (10%) are unsure. Each of these measures are unchanged since 2014. Compared to 2010 and 2012, however, children are less likely to believe that all the information listed must be truthful (19% vs. 31%).

Figure 58: 12-15s' understanding of results listed by search engines, among users at home (2010, 2012) or elsewhere (2014, 2015)



QC24– Which one of these is the closest to your opinion about the truthfulness of the information in the websites that appear in the results pages? (prompted responses, single coded)
Base: Children 12-15 who go online at home or elsewhere who ever use search engines or apps (417).
Significance testing shows any change between 2014 and 2015.

Awareness and understanding of advertising in media

This section looks at children's awareness and understanding of advertising in media. It covers advertising that appears in Google search results as well as personalised advertising that appears more generally online, and in-game advertising that encourages players to 'pay to win'. It also looks at awareness of product endorsement by vloggers.

A minority of 8-15s can identify sponsored links in search engine results, although 12-15s are twice as likely as 8-11s to be able to do this

Children aged 8-15 who use search engine websites were shown a picture of the results returned by Google for an online search for 'trainers'. Their attention was drawn to the first two results at the top of the list, which were distinguished by an orange box with the word 'Ad' written in it. They were then prompted with possible options and were asked whether any of these applied to these first two results. The options they were prompted with were[48]:

- These are adverts/ sponsored links/ paid to appear here
- These are the best results/ the most relevant results
- These are the most popular results used by other people

The results are shown in Figure 59 below. One in five 8-11s (21%) stated that the first two results were sponsored links/ advertising/ paid to appear there. Similar proportions of 8-11s gave incorrect responses: either saying it was due to the results being the best or most relevant results (23%), or that they were the most popular results used by other people (23%). The most likely response from search engine users aged 8-11 is that none of the prompted responses applied or they were unsure (42%).

Compared to 8-11s, 12-15s demonstrate a better understanding of which results are sponsored or paid for, with 43% giving this response, compared to 21% of 8-11s. 12-15s are also less likely to be unsure as to whether there is anything different about the first two results (26% vs. 42%).

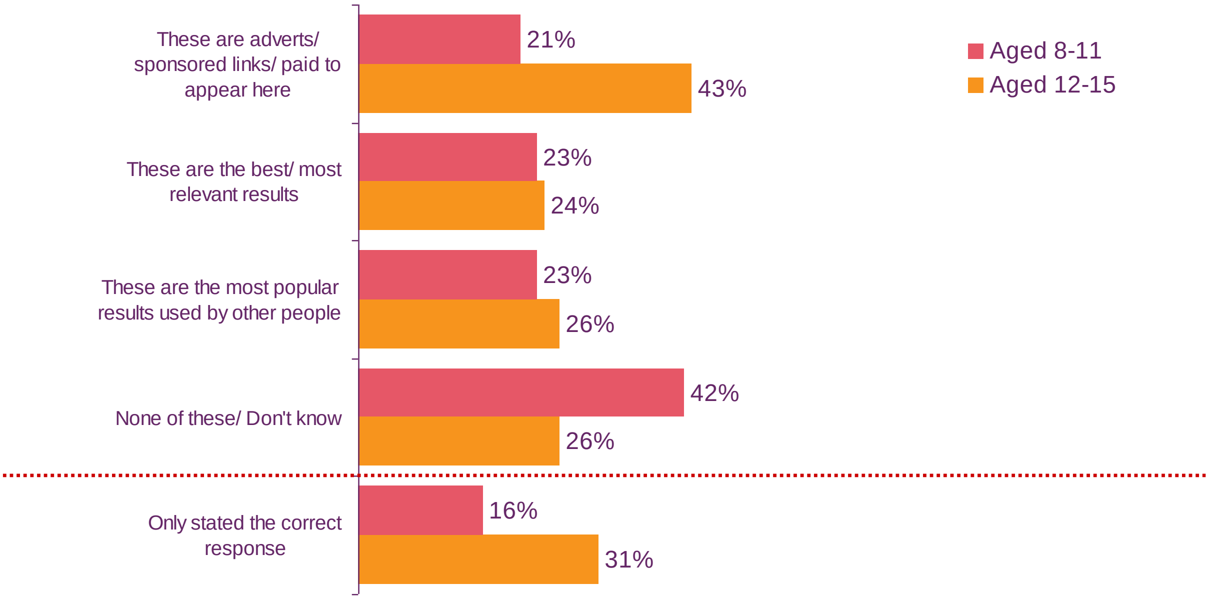
Children were allowed to select more than one response to this question, so it is also worthwhile looking at those who gave only the correct response and did not select either of the other options. One in six 8-11s (16%) and three in ten 12-15s (31%) gave only the correct response; that is, they stated that the results flagged were adverts. As such, a majority of search engine users in each age group either gave an incorrect response or were unsure.

There are no differences by gender among 8-11s or 12-15s, or by household socio-economic group.

Children aged 12-15 who understand that some of the websites returned by search engines will show truthful information and some will not (50% of those aged 12-15 who use search engine websites or apps, as shown in Figure 58) are more likely to be aware that the results are sponsored links (54%) compared to all 12-15s (43%) and are also more likely to give only the correct response (40% vs. 31%).

[48] They were also allowed to nominate some other reason, say that 'None of these' applied or say that they were unsure

Figure 59: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2015



QC26 Here's an image (showcard of image) from a Google search for 'trainers'. Do any of these apply to the first two results that are listed? (Prompted responses, multi-coded)
Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (340 aged 8-11, 417 aged 12-15)

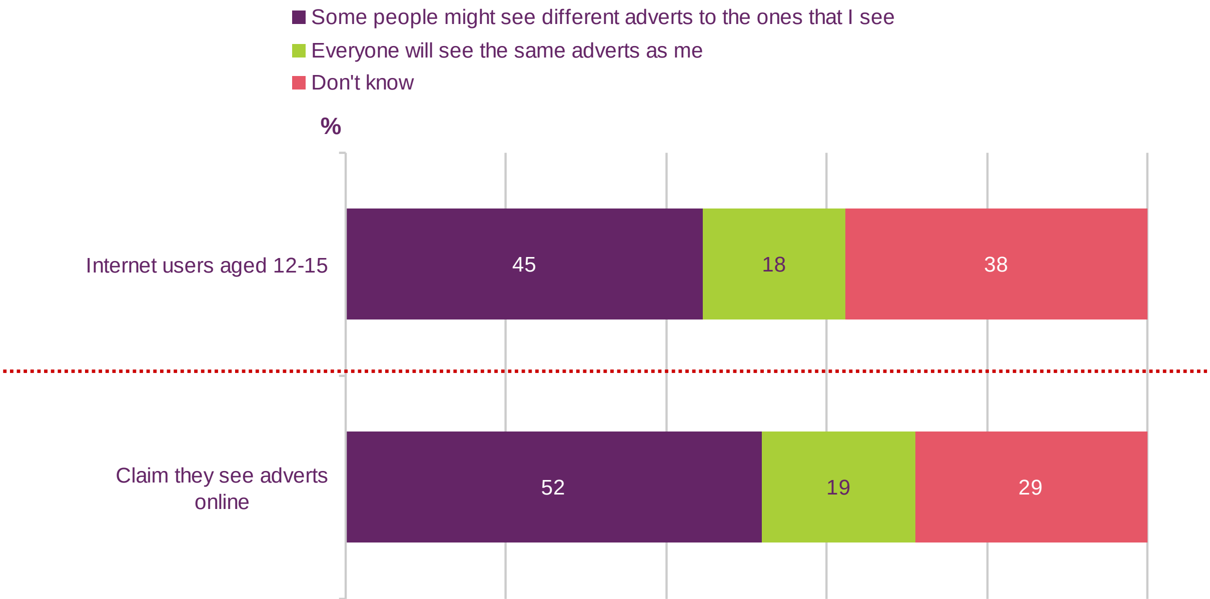
More than four in ten 12-15s who go online are aware of personalised advertising

Children aged 12-15 who go online were prompted with two options and were asked which one applied to any advertising they might see on a website or app that they visit[49].

Figure 60 shows that more than four in ten 12-15s (45%) are aware of personalised advertising, in that they are aware that some people might see different adverts to those that they see. Fewer 12-15s (18%) state that everyone would see the same adverts, with close to four in ten unsure (38%). As such, the majority of 12-15s who go online are either unsure or give the incorrect response (55%).

While not shown in Figure 60, eight in ten internet users aged 12-15 (78%) claim to see adverts online when they visit websites or apps. Awareness of personalised advertising is higher among these children (52%).

Figure 60: Awareness among 12-15s of personalised advertising: 2015



QC32 When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted response, single coded) / QC31 When you go to websites or use apps do you ever see adverts or ads?
Base: Children aged 12-15 who go online at home or elsewhere (475), children aged 12-15 who say they see ads online (368).

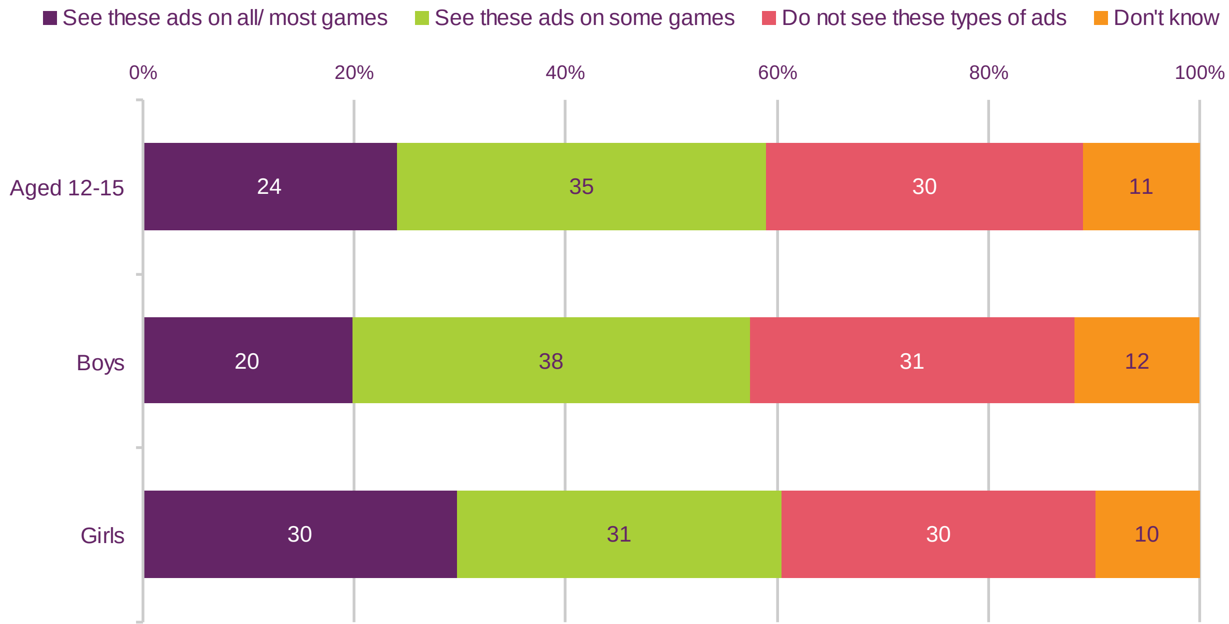
[49] The specific question stated: *When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see?* The purpose of this question was to gauge the extent to which children were aware of personalised advertising.

One in four 12-15s who play games say they see 'pay-to-win' advertising in all or most games they play

Children aged 12-15 who play games on any type of device were asked whether they ever see any in-game advertising that encourages them to 'pay to win'. This type of advertising promotes spending money in order to get further ahead in the game, by clearing a level, or buying more powers or abilities, or by prolonging life in a game.

A majority of 12-15s say they are aware of this type of advertising (59%), with one in four saying they see these type of ads on all or most games (24%) and one in three in some games (35%). Girls (30%) are more likely than boys (20%) to say they see these adverts on all or most games.

Figure 61: Awareness among 12-15s of exposure to in-game advertising which promotes access to advanced features/ 'pay to win': 2015



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 (385 aged 12-15, 224 boys, 161 girls).

Half of 12-15s who play games feel that paying money in games to make it easier to win is a bad thing

In 2015, 12-15s who played games were prompted with two statements about paying money in games to make it easier to win or get further ahead, and were asked to say which statement fitted best with how they felt about this.

As shown in Figure 62, around one-third of 12-15s (35%) were unsure whether paying money in games was a good or bad thing, while half (52%) felt it was a bad thing and one in eight (13%) thought it was a good thing. Results do not vary by gender.

Figure 62: Attitudes among 12-15s to paying money in games to 'level up': 2015

QC47 – On this card are two statements about paying money in games to make it easier to win the game or make it easier to get further ahead in a game. Which one statement do you feel best fits with how you feel about this? (prompted responses, single coded)
Base: Children aged 12-15 who ever play games at home or elsewhere (385 aged 12-15, 224 boys, 161 girls).

Nearly half of 12-15s who go online are aware of the potential for product endorsement by vloggers on sites like YouTube

Twelve to 15 year olds who go online were also asked about vloggers endorsing or promoting brands on sites like YouTube. They were offered three choices of response and asked which of these might explain why vloggers might say favourable things about a particular product or brand[50].

Close to half of internet users aged 12-15 (47%) are aware that the vloggers might be being paid by the company to say favourable things. This proportion does not vary by gender or socio-economic group.

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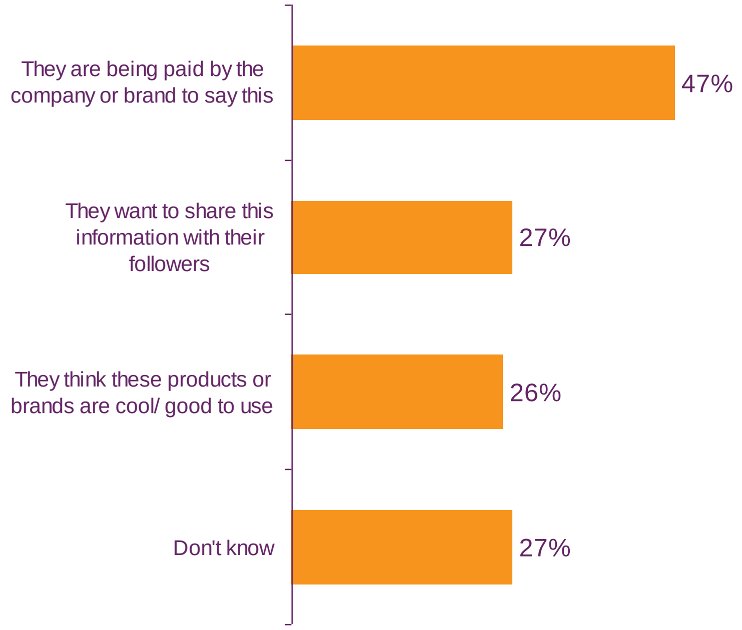
[50] The specific question stated: *On sites like YouTube some vloggers (YouTubers with lots of followers) may say good things about a particular company or products or brands. So for example this could be a vlogger discussing Nike clothing, a new game or MAC cosmetics. Which of these apply to why they might say good things about a product or brand?*

While not shown in Figure 63, awareness of potential product endorsement by vloggers is higher among those who say they watch videos on YouTube (50%) compared to those who do not (29%).

Figure 63: Understanding among 12-15s of potential product endorsement by vloggers: 2015



QC33 On sites like YouTube some vloggers (YouTubers with lots of followers) may say good things about a particular company or products or brands. So, for example, this could be a vlogger discussing Nike clothing, a new game or MAC cosmetics. Which of these apply to why they might say good things about a product or brand? (prompted response, multi-coded)
Base: Children aged 12-15 who go online at home or elsewhere (475).

Understanding of how the BBC, Google and YouTube are funded

As in 2014, 12-15s are more likely to understand how Google and YouTube are funded, compared to the BBC

In 2014 questions were added to the study to assess children's understanding of how certain organisations are funded: the BBC, Google and YouTube.

Children aged 12-15 who watch TV at home or elsewhere were asked: "Which one of these options best describes where the BBC gets money to run its TV and radio channels and its websites?". Children aged 12-15 who go online at home or elsewhere and who use search engine websites were asked: "Which one of these options best describes where Google gets money to run its services?". Finally, 12-15s who go online and say they ever watch YouTube content were asked "Which one of these options best describes where YouTube gets money to run its services?". At each of these questions, respondents were prompted with the same four possible responses. The results are shown in Figure 64.

A similar proportion of 12-15s, around one in three, were unsure as to how each of these three organisations received funding.

When asked about the BBC, one in three 12-15s who watch TV (33%) gave the response that every home in the UK must pay some money to the BBC. A similar proportion (32%) gave one of the following responses: believing that companies pay to advertise on the BBC

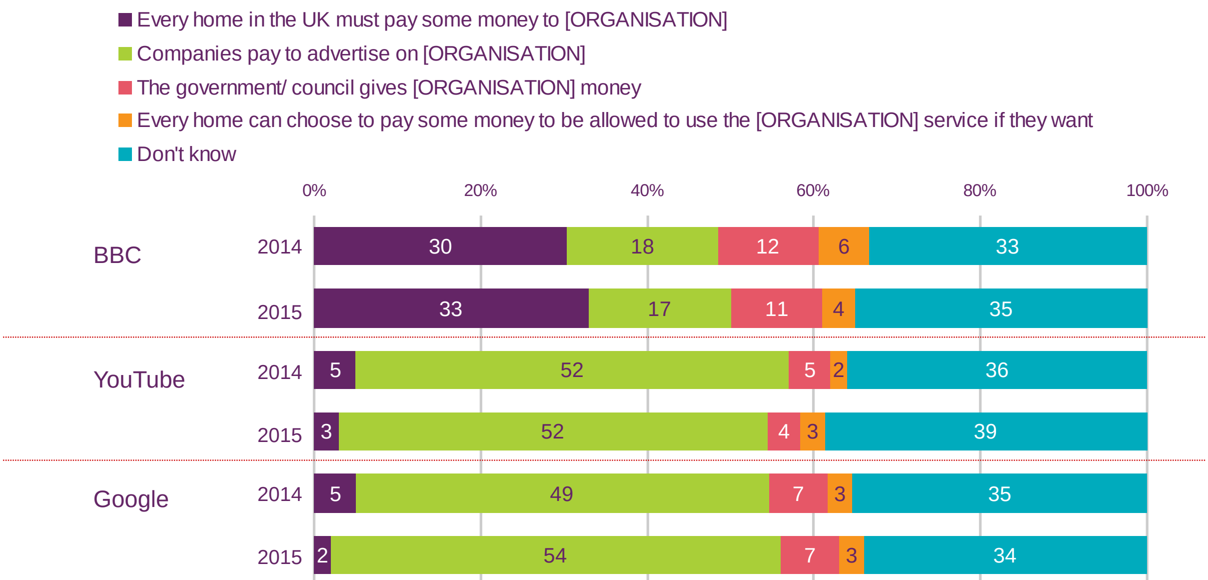
(17%), that the Government or council gives the BBC money (11%) or that every home can choose to pay some money to be allowed to use the BBC if they want (4%)[51]. There were no differences by gender. Those in ABC1 households (39%) were more likely than those in C2DE households (26%) to give the correct response regarding the BBC, while those in C2DE households were more likely to say "because the Government or council give the BBC money" (15% vs. 7%).

Around half of the search engine users gave the correct response: that companies pay to advertise on Google (54%), with considerably fewer giving one of the incorrect responses (12%). There are no differences by gender or by socio-economic group.

More than half of those who watch YouTube (52%) gave the correct response that companies pay to advertise on YouTube, with around one in eight (9%) giving an incorrect response.

There has been no change in awareness since 2014 about how each of these organisations receive funding

Figure 64: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2014, 2015



QC8/ QC9/ QC25 – Which one of these options best describes where/ the BBC gets money to run its TV and radio channels and its websites?/ Google gets money to run their services?/ YouTube gets money to run their services? (prompted responses, single coded)
Base: Children aged 12-15 who watch TV at home or elsewhere (481)/ Children aged 12-15 who watch YouTube videos (404) / Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps (417). Significance testing shows any change between 2014 and 2015

[51] While this option might encompass the small minority of homes that may not pay the licence fee because they do not watch live content, this particular response was intended to be used to cover the opt-in nature of subscription based services as offered by Sky and Virgin Media.

Discovering YouTube content

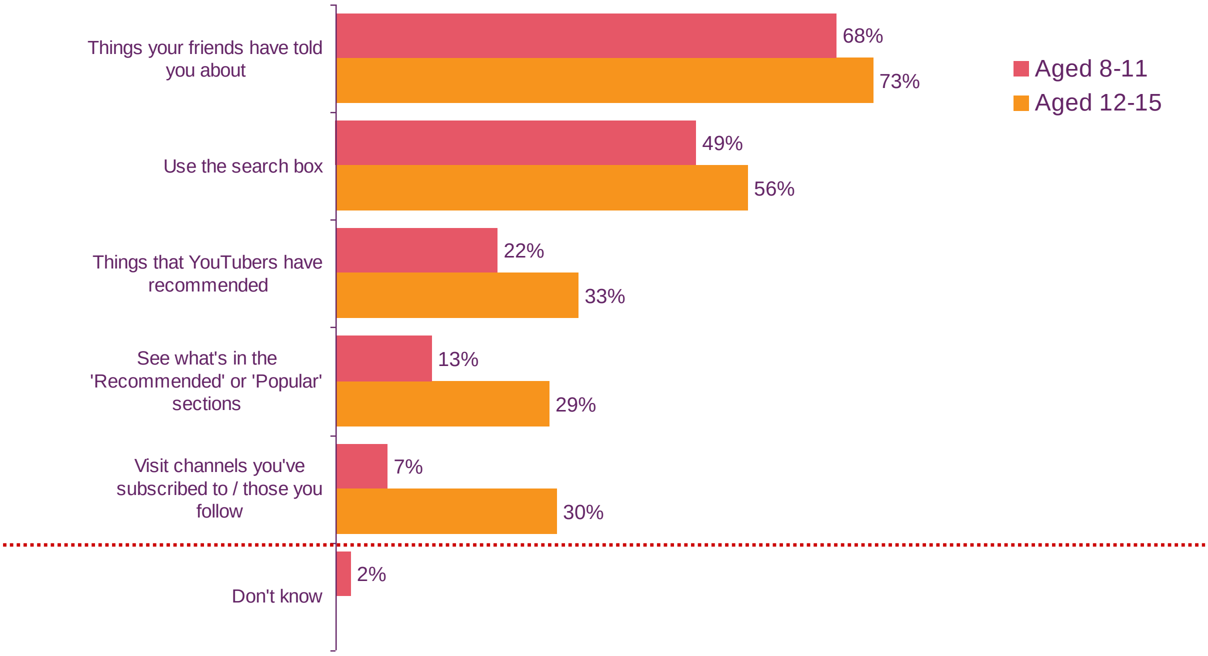
Word of mouth is the most popular way to discover YouTube content

Children aged 8-15 who watch television (98% of all 8-11 and 12-15s) were asked whether they ever also watched YouTube, and those who did (68% of all 8-11s and 84% of all 12-15s) were prompted with five responses, in order to understand the ways in which they found things to watch on YouTube.

As shown in Figure 65, the majority of those who watched YouTube said they found content through being told about it by friends (68% for 8-11s and 73% for 12-15s). A majority of 12-15s used the search box (56%). Compared to 8-11s, 12-15s were more likely to say they found content through YouTubers' recommendations (33% vs. 22%), or through content flagged as 'recommended' or 'popular' (29% vs. 13%), or through visiting channels they subscribed to or followed (30% vs. 7%).

There are no differences by gender. Children aged 8-15 in AB households were more likely than average to say they found content based on what is flagged as recommended or popular (31% vs. 22%).

Figure 65: Ways in which 8-15s find out about what to watch on YouTube, by age: 2015



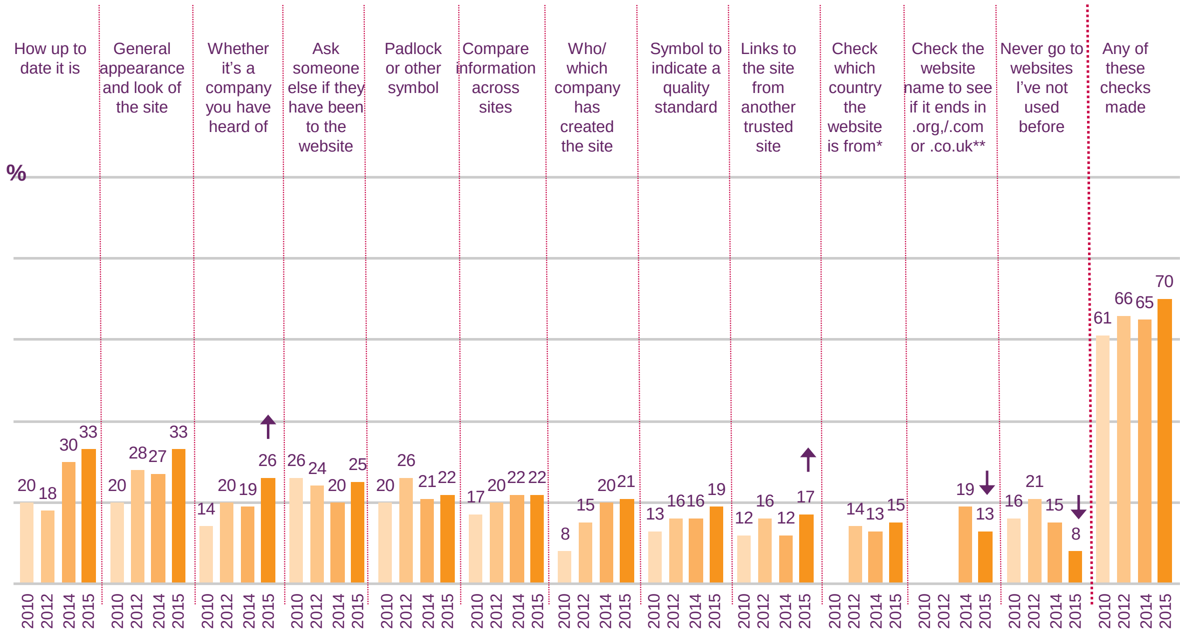
QC6 Which of these ways do you find things to watch on YouTube? (Prompted responses, multi-coded)
Base: Children aged 8-15 who watch things on YouTube (320 aged 8-11, 4044 aged 12-15 in 2015).

Seven in ten internet users aged 12-15 say they make checks when using websites they have not visited before

Children aged 12-15 who go online were shown a list of types of checks that can be made when using websites for the first time (either when looking for information or when buying/ selling things), and were asked to say which, if any, of these checks they would make. Responses are shown in Figure 66.

Seven in ten 12-15s (70%) say they would check at least one of the things on the list, unchanged since 2014. One in five (20%) 12-15s who go online say that they do not make any of these checks. As in previous years, no single check is made by a majority of 12-15s. One in three 12-15s rely on how up-to-date the site is (33%) or check the general look and appearance of the site (33%). Two checks are more popular than in 2014: whether the site is from a company they have heard of (26% vs. 19%) and checking whether there are links to the website from another trusted site (17% vs. 12%). One check is less likely in 2015: checking the website name to see if it ends in .org, .com or .co.uk (13% vs. 19%); this measure increased between 2013 and 2014.

Figure 66: Checks made by 12-15s who go online at home (2010, 2012) or elsewhere (2014, 2015) when visiting websites they haven't visited before



QC18 – Thinking about the websites that you visit that you haven't used before either when you're looking for information online or if you're buying or selling things online. Which, if any of these things would you check? (prompted responses, multi-coded) * This code was added after 2011 **This code was added in 2013
Base: Children aged 12-15 who go online at home or elsewhere (440 aged 12-15 in 2015) - excludes DK responses - Significance testing shows any difference between 2014 and 2015

Attitudes towards sharing personal information online

12-15s are more willing to share their personal information online than in 2014, but only with their friends

Children aged 12-15 who go online were prompted with a list of types of information that people can show online, and were asked to say how they felt about people seeing each type of information. As shown in Figure 67, 12-15s differentiate between the types of information they are happy to share. They are less inclined to share personal details such as their home address, their mobile number or their email address, and their location, and are more inclined to share information about what they are doing, and to share photos online.

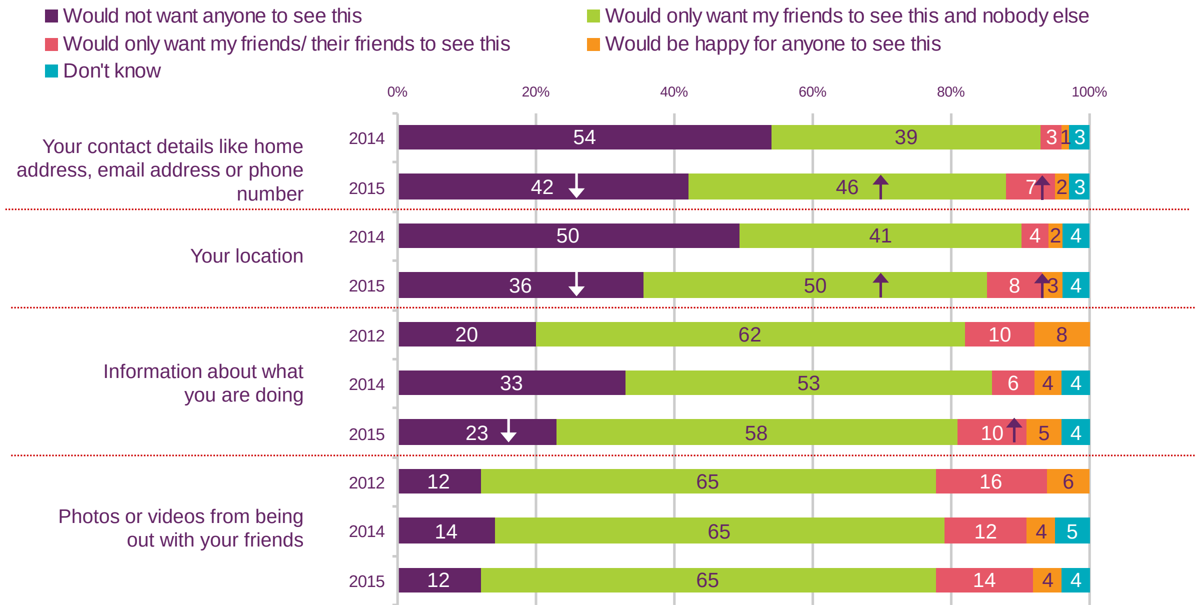
The majority of 12-15s would either want nobody, or just their friends[52], to see each type of information that we asked about. Very few 12-15s would be happy for 'anyone' to see contact details such as their home address, email address or phone number online (2%), information about their location (3%), information about what they are doing (5%) or photos/ videos from being out with their friends (4%). Children aged 12-15 in ABC1 households are more likely than those in C2DE households to say they would only want friends and their friends to see information relating to what they are doing (14% vs. 6%) and photos/ videos (18% vs. 10%).

Since 2014, 12-15s are less likely to say they would not want anyone to see their personal information (42% vs. 54%) or their location (36% vs. 50%). They are more inclined to share their personal information (46% vs. 39%) or their location (50% vs. 41%) with friends only (or with friends and their friends (7% vs. 3% for personal information and 8% vs. 4% for location-based information).

They are also less likely to say they would not want anyone to see information about what they are doing (23% vs. 33%) and are more inclined to share this information with friends and their friends (10% vs. 6%).

[52] It is worth bearing in mind that, while this question does not focus specifically on social media, some children could be referring to 'friends' in the widest sense, rather than a smaller number of more personal or close friends.

Figure 67: Personal information that children aged 12-15 are willing to share online: 2012, 2014, 2015



QC27A-D - I'm going to read out some types of information that people can show online. For each one I'd like you to say which one of the statements on this card best describes how you feel about who could see each type of information (prompted responses, single coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (475 in 2015).

Section 7

Children's attitudes and concerns

This section looks at children's attitudes to their use of media as well as their dislikes about television, going online, gaming and social media.

It concludes by looking at 12-15s' negative experiences of going online, their experiences of potentially risky online behaviour, and 'safe' and 'risky' online activities that they may have undertaken.

Key findings

- Seven in ten 12-15s who go online (72%) agree that most people behave in a different way online to when they talk to people face to face, and around half (47%) believe they should be free to say and do what they want online.
- Across the different media that children use, dislikes about inappropriate content (seeing things that are too old for them or things that make them feel sad, frightened or embarrassed) are unchanged since 2014 for both 8-11s and 12-15s, for television and the internet.
- Girls aged 12-15 are more likely than boys to have dislikes about social media - across all 13 dislikes, two in three girls aged 12-15 (67%) mentioned any concerns or dislikes, compared to half of boys (52%).
- One in five 12-15s (19%) and one in seven 8-11s (14%) who play games say they dislike having to spend money to 'level-up' or complete games.
- In 2015 11% of 8-11s who go online and 16% of 12-15s said they had seen something online that was worrying, nasty or offensive in the past year. Since 2014, 8-11s are more likely to say they would not tell anyone if they saw this kind of content online, up from 2% to 5%.
- One in ten 8-11s (9%) and 12-15s (9%) say they have been bullied in the past year. This is most likely to have been in person, with 6% of both 8-11s and 12-15s saying they have experienced this. Bullying via text message or on social media is less common, with 1% of 8-11s saying they have experienced each of these kinds of bullying, rising to 4% of 12-15s. Two per cent of 8-11s and 1% of 12-15s say they have been bullied through online games and 1% of 12-15s via telephone calls or via photo or video messages.
- Unchanged since 2014, 7% of 12-15s say they have added people as 'friends' to address lists or contacts lists whom they have only had contact with online, while 4% have sent a photo or video of themselves to someone they have only had contact with online
- One in twenty 8-11s (4%) and four times as many 12-15s (15%) say they chat with people they don't know when gaming.
- Children aged 8-11 (96% vs. 90%) or 12-15 (97% vs. 94%) are more likely than in 2014 to recall receiving advice about online risks, particularly from their parents.

Children's attitudes towards the internet

Seven in ten 12-15s believe that most people behave differently online

This section examines the attitudes of 12-15 years olds towards going online.

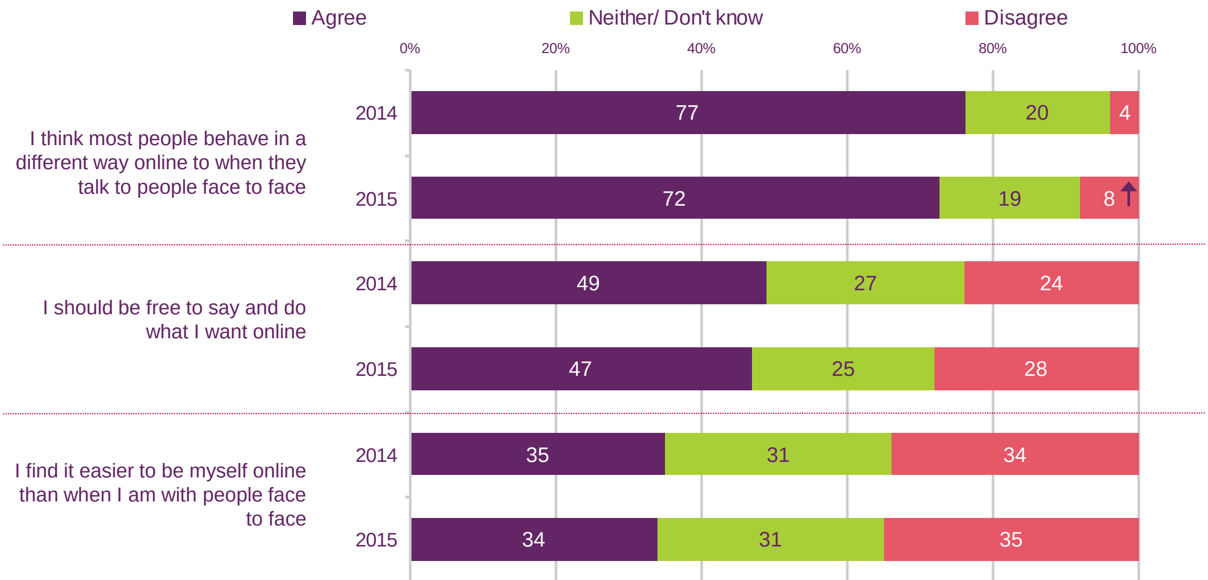
Children aged 12-15 who go online were prompted with three statements about the internet and were asked to say the extent to which they agreed or disagreed with each one. Responses from 12-15s are shown in ranked order of agreement in Figure 68.

Seven in ten (72%) agree: "I think most people behave in a different way online to when they talk to people face to face"; with close to one in ten disagreeing (8%), and the remainder (19%) neutral or unsure. Girls are more likely to agree (78% vs. 67%) with this statement while boys are more likely to disagree (11% vs. 5%). Compared to 2014, 12-15s are now more likely to disagree with this statement (8% vs. 4%).

Close to half of 12-15s (47%) agree: "I should be free to say and do what I want online", with the remainder fairly equally split between those who disagree (28%) and those who are neutral or unsure (25%).

There is no consensus among 12-15s regarding the statement: "I find it easier to be myself online than when I am with people face to face"; with around one-third each saying they agree (34%), disagree (35%) or are neutral/ unsure (31%).

Figure 68: Agreement with attitudinal statements about the internet among 12-15s: 2014 and 2015



QC35A-C– I'm going to read out some questions about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (475 aged 12-15 in 2015).

Children's dislikes about media

This section examines children's views on potentially negative aspects of media use, with a particular focus on accessing content that has made them feel sad, frightened or embarrassed; and content that they felt was too old for them.[53] In the following section we go on to explore the extent to which children say they have experienced these negative aspects.

Children aged 8-15 who use each of the relevant media, at home or elsewhere, were prompted with a list of possible things that they might not like about television, and using the internet, and were asked to nominate which, if any, applied to them.

Around one in five 8-11s and one in ten 12-15s say they dislike seeing things on television that are too old for them or that make them feel sad, frightened or embarrassed

For television, the most common dislike among both 8-11s and 12-15s, as in previous years, is that there are too many adverts, as shown in Figure 69, although this response is less likely than in 2014 for 8-11s (50% vs. 59%) and 12-15s (58% vs. 68%)[54].

Around one in five 8-11s (17%) and three in ten 12-15s (28%) complain that there are not enough programmes that they like. This dislike is less likely than in 2014 for 8-11s (17% vs. 25%)[55].

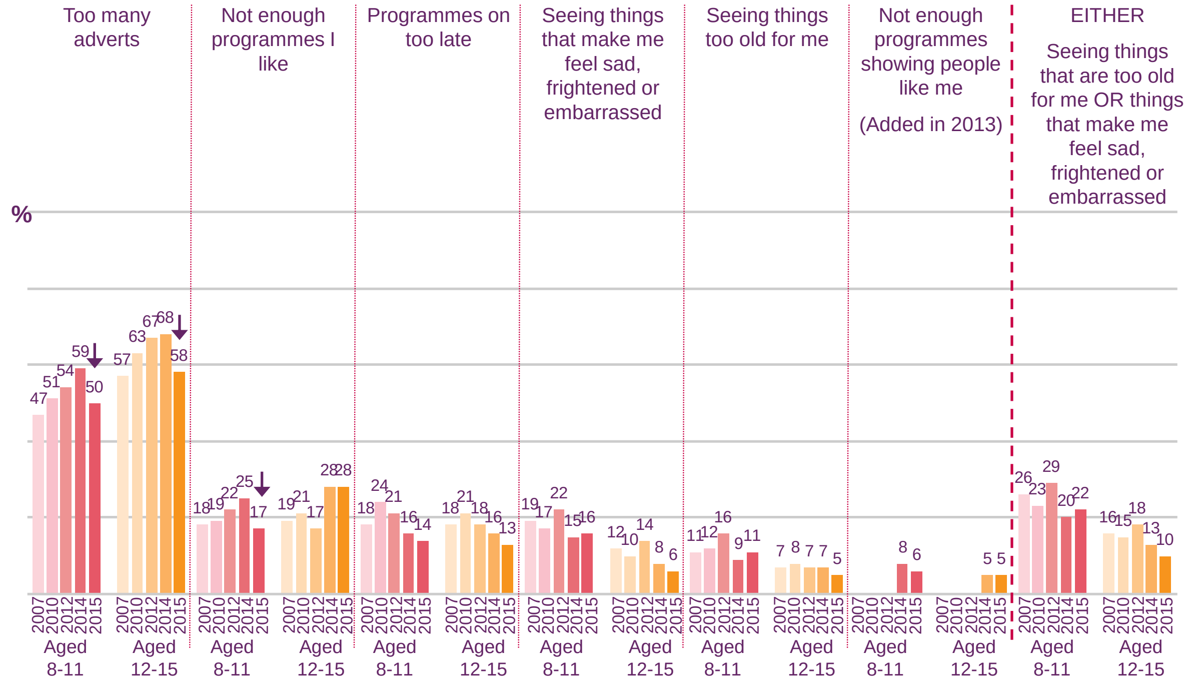
One in six 8-11s (16%) dislike seeing things on television that make them feel sad, frightened or embarrassed, which is more likely than for the 12-15s (6%). Those aged 8-11 are also more likely than 12-15s to say they dislike seeing things that are too old for them (11% vs. 5%). One in five children aged 8-11 (22%) say they have at least one of these two key concerns, as do one in ten (10%) 12-15s, with no change since 2014 for either age group.

[53] The aim of these questions was to establish the extent to which children may have these specific concerns about the media that they engage with. As this is a sensitive area, the questions were designed to prevent upset or distress to children by using language that focused on possible dislikes rather than getting them to focus specifically on actual concerns that they may have.

[54] It is worth noting, however, that there has been a degree of fluctuation in this measure for 8-11s over recent years. In 2013 (not shown in Figure 69) it stood at 49%, peaking at 59% in 2014. As such the level of concern among 8-11s about too many adverts is returning to those previously seen in 2013.

[55] This decrease follows an increase between 2013 (not shown in Figure 69) and 2014 from 18% to 25%)

Figure 69: Children's dislikes about television watched at home (2007, 2010, 2012) or elsewhere (2014, 2015), by age



QC4 – Which of these things if any, are things you don't like about TV? (prompted responses multi-coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (485 aged 8-11, 481 aged 12-15 in 2015).
Significance testing shows any difference between 2014 and 2015.

One in five 8-11s and one in eight 12-15s say they dislike seeing things online that are too old for them or that make them feel sad, frightened or embarrassed

Children aged 8-15 who use the internet at home or elsewhere were prompted with a list of 12 things that they might not like about using the internet, and were asked to say which, if any, applied to them. These are shown in Figure 70, ranked according to the overall incidence among 8-15s.

No single dislike is nominated by a majority of internet users aged 8-11 or 12-15, and the most popular dislike among both these age groups is "too many adverts" (38% for 8-11s and 40% for 12-15s). Compared to 2014, 8-11s are more likely to say this (38% vs. 31%).

The next most popular dislikes among all 8-15s were all new items in the study, or amended in 2015, and were as likely to be nominated by 8-11s as 12-15s: "strangers might find out information about me" (14% for 8-11s vs. 15% for 12-15s), "people being nasty, mean or unkind to me"[56] (13% for 8-11s vs. 11% for 12-15s) and "someone might pretend to be my age and try to get to know me or try to trick me" (12% for 8-11s vs. 9% for 12-15s).

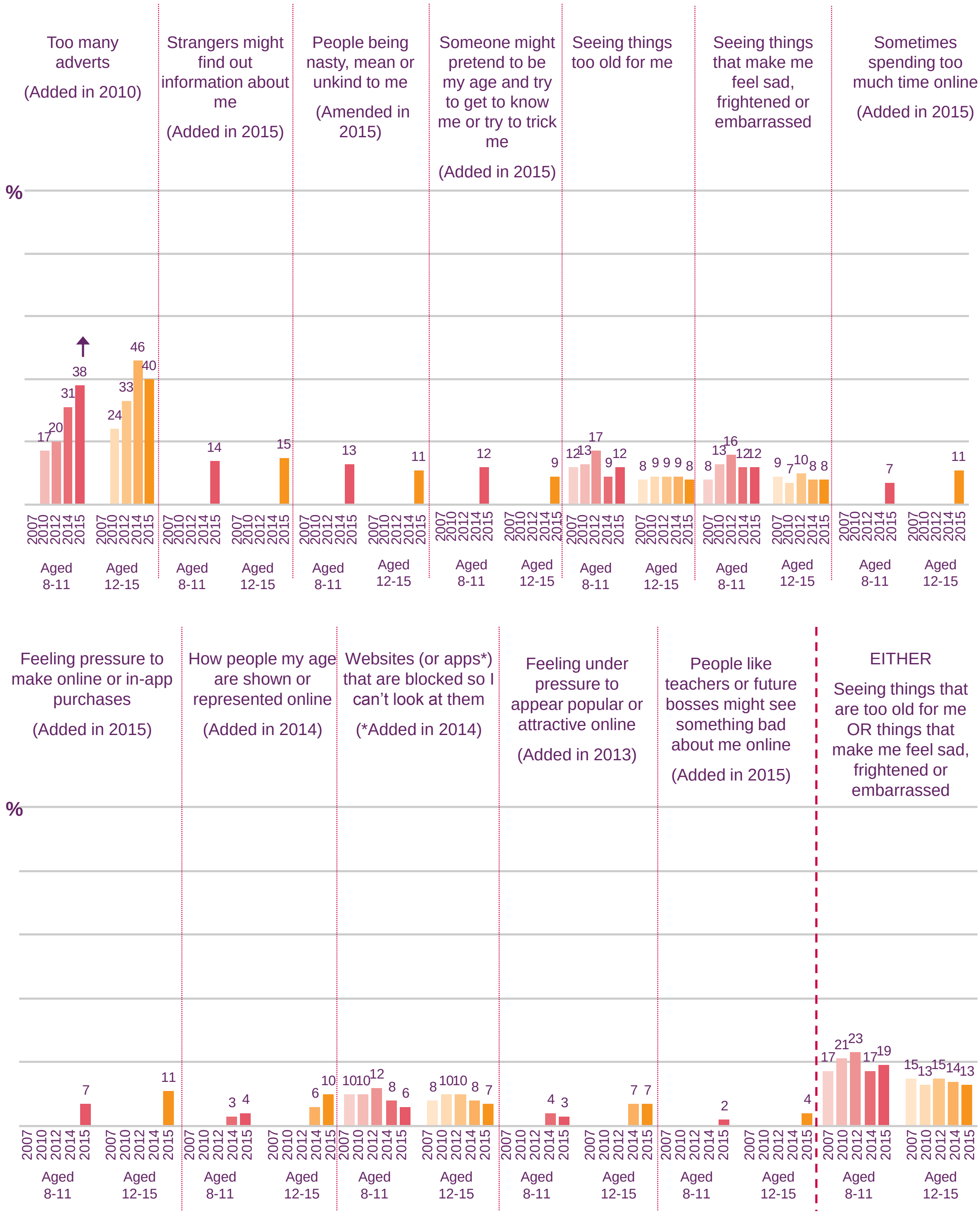
Eight to eleven year olds are more likely than 12-15s to say they dislike seeing things that are too old for them (12% vs. 8%), or that make them feel sad, frightened or embarrassed (also 12% vs. 8%). When looking at the proportion of children who have either of these two key concerns, 19% of 8-11s and 13% of 12-15s dislike seeing things online that are too old for them or things that make them feel sad, frightened or embarrassed. This incidence has not changed since 2014 for either age group.

Two potential dislikes added to the study in 2015 were "sometimes spending too much time online" and "feeling pressure to make online or in-app purchases"; 12-15s (11% for both type of dislike) were more likely to say this than 8-11s (7% for both type of dislike).

Boys aged 8-11 are more likely than girls to nominate the dislike "people like teachers or future bosses might see something bad about me online" (4% vs. 0%). Compared to the average among 8-15s who go online, those in AB households are more likely to say they dislike "seeing things that make me feel sad, frightened or embarrassed" (15% vs. 10%).

[56] This particular response was amended in 2015. In 2014 it referred to "friends being nasty, mean or unkind to me"

Figure 70: Children's dislikes about the internet, among those who go online at home (2007, 2010, 2012) or elsewhere (2014, 2015), by age



QC16 – Which of these things if any, are things you don't like about being online?
Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015).
Significance testing shows any difference between 2014 and 2015

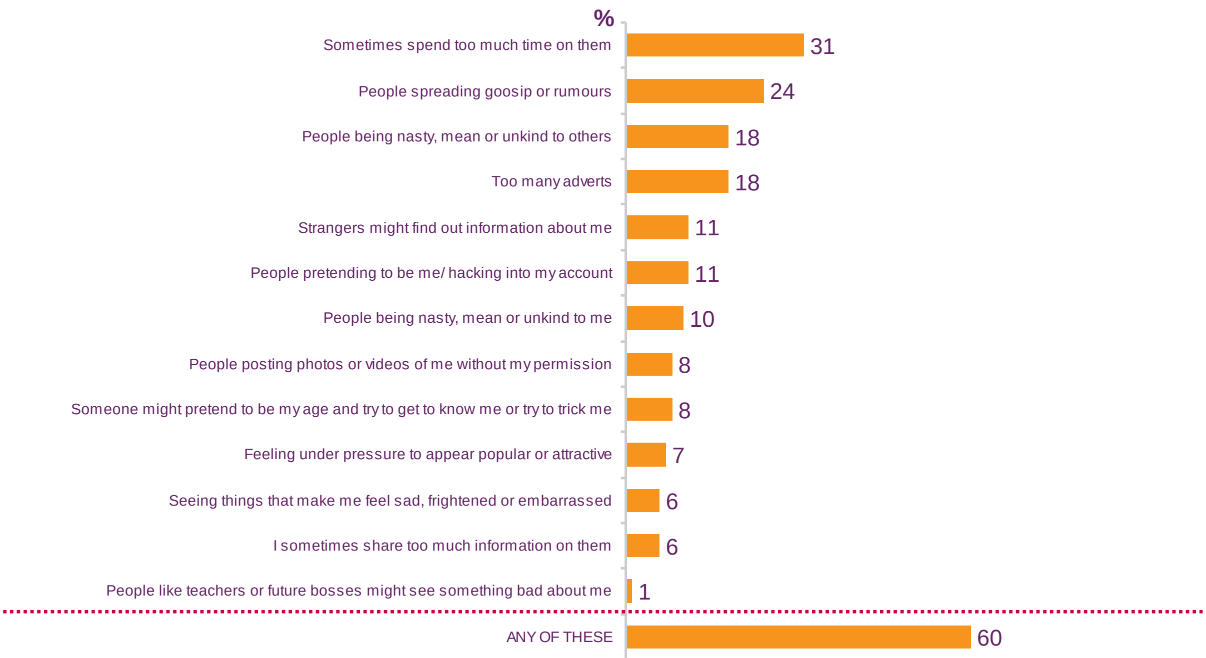
Girls are more likely than boys aged 12-15 to have dislikes about social media

Children aged 8-15 who use social media sites or apps were prompted with a list of 13 things that they might not like about social media sites or apps, and were asked to say which, if any, applied to them. Responses are shown for 12-15s[57] in Figure 71.

Four dislikes were nominated by at least one in five 12-15s who use social media sites or apps: “I sometimes spend too much time on them” (31%), “people spreading gossip or rumours” (24%), “people being nasty, mean or unkind to others” and “too many adverts” (both 18%). Other dislikes or concerns are mentioned by around one in ten users or less aged 12-15.

Five of the 13 dislikes are more likely to be mentioned by girls than by boys aged 12-15: “people spreading gossip or rumours” (30% vs. 19%), “people being nasty, mean or unkind to others” (23% vs. 13%), “strangers might find out information about me” (15% vs. 7%), “people pretending to be me/ hacking into my account” (14% vs. 6%) and “feeling under pressure to appear popular or attractive (10% vs. 4%). Across all 13 dislikes, two in three girls aged 12-15 (67%) mentioned any concerns or dislikes, compared to half of boys (52%).

Figure 71: Dislikes about social media sites or apps, among 12-15s: 2015



QC22– Which of these things, if any, are things that you don’t like about social media sites or apps? (Prompted responses, multi-coded)
Base: Children aged 12-15 who go online at home or elsewhere and have a social media site account (345 aged 12-15 in 2015)

[57] Too few interviews were conducted with 8-11s with a social media profile (88) to include the results.

Around one in seven 8-15s who play games dislike having to spend money to 'level-up' or complete games

Children aged 8-15 who play games were prompted with a list of nine things that they might not like about playing games and were asked to say which, if any, applied to them. Responses are shown for 8-11s and 12-15s in Figure 72.

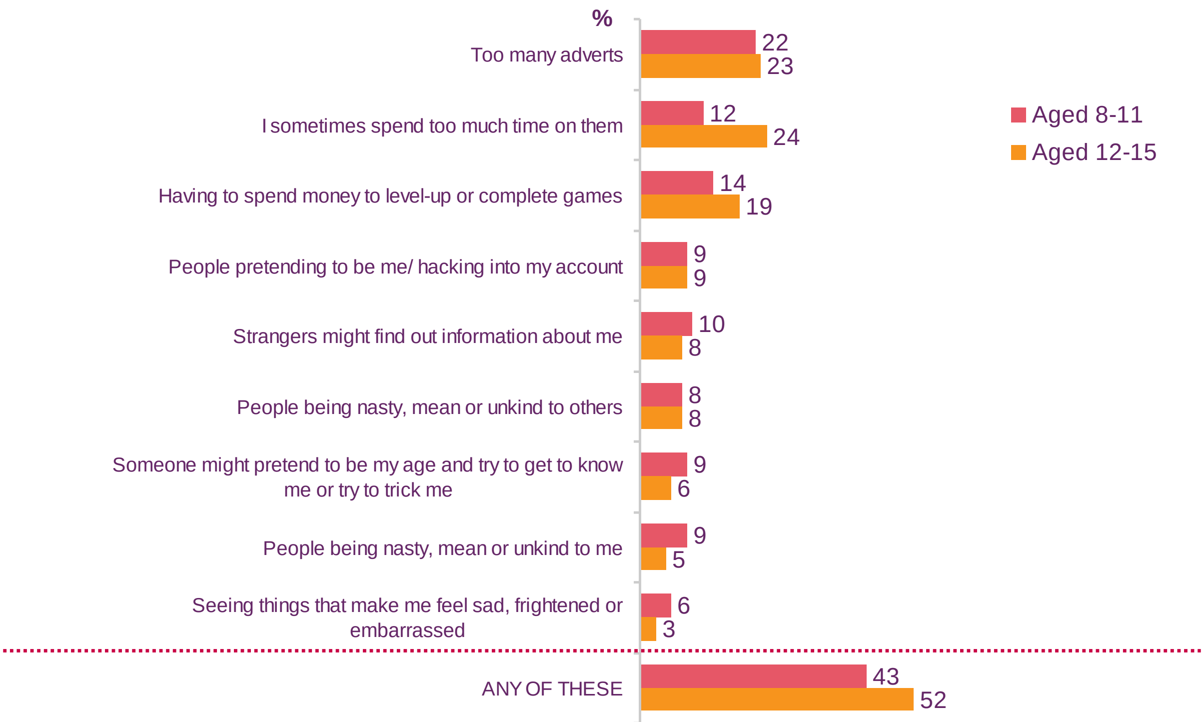
Half of 12-15s (52%) say they have any of these nine possible concerns, compared to four in ten 8-11s (43%). Twelve to fifteen year olds (24%) are more likely than 8-11s (12%) to be concerned about sometimes spending too much time playing games. In contrast, 8-11s are more likely to be concerned about people being nasty, mean or unkind to them (9% vs. 5% for 12-15s) or about seeing things that make them feel sad, frightened or embarrassed (6% vs. 3% for 12-15s).

Children aged 8-11 (14%) are as likely as 12-15s (19%) to say they dislike having to spend money to 'level-up' or complete games[58].

There are no differences in dislikes by gender among 8-11s. Girls aged 12-15 are more likely than boys to nominate disliking too many adverts (30% vs. 18%), while boys are more likely to say they sometimes spend too much time gaming (29% vs. 16%).

Compared to the average for all 8-15s who play games, those in AB households are more likely to nominate two dislikes: "people pretending to be me/ hacking into my account" (14% vs. 9%) and "seeing things that make me feel sad, frightened or embarrassed" (9% vs. 4%).

Figure 72: Dislikes about gaming among 8-15s: 2015



QC45– Which of these things, if any, are things that you don't like about playing games? (Prompted responses, multi-coded)
Base: Children aged 8-15 who play games at home or elsewhere (411 aged 8-11, 385 aged 12-15 in 2015)

[58] While there is a five percentage point difference between the measure for 8-11s and 12-15s this is not statistically significant

Reporting online content that is nasty, worrying or offensive

While the majority of 8-11s and 12-15s would tell someone if they found something online that was worrying, nasty or offensive, 8-11s are more likely than in 2014 to say they would not tell anyone

Children aged 8-15 who go online at home or elsewhere were asked whether they would tell anyone if they saw something online that they found worrying, nasty or offensive in some way. If they said they would tell someone, they were asked who that person would be. Responses are shown in Figure 73.

Eight to eleven year olds (94%) are as likely as 12-15s (91%) to say they would tell someone[59]. The majority of both age groups would tell a family member (parent/ sibling or other family member), with younger children more likely than older children to do this (88% vs. 78%). Younger children would also be more likely to tell a teacher (18% vs. 13%). Twelve to fifteen year olds would be more likely than 8-11s to tell a friend (28% vs. 10%) or the website (6% vs. 0%).

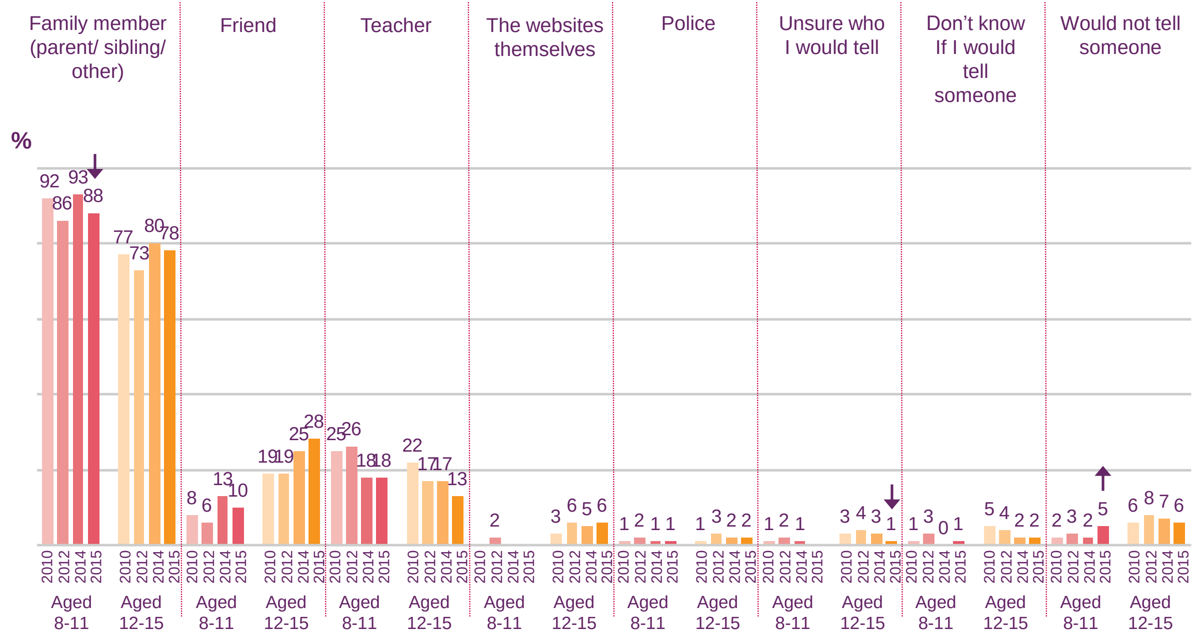
Less than one in ten children aged 12-15 (6%) and 8-11 (5%) would not tell anyone if they saw something online that they found worrying, nasty or offensive.

Compared to the average, 8-15s in DE households are less likely to say they would tell a friend (13% v. 19%). While there are no differences by gender within age in telling family members at an overall level, boys aged 8-11 (15%) are more likely than girls (8%) to say they would tell a sibling, while 12-15 year old girls (79%) are more likely than boys (70%) to say they would tell a parent.

In 2015, following an increase between 2013 (not shown) and 2014 (from 86% to 93%), 8-11s are less likely than in 2014 to say they would tell a family member (88% vs. 93%) and are more likely to say they would not tell anyone (5% vs. 2%). Twelve to fifteen year olds are also less likely to say they are unsure who they would tell (1% vs. 3%).

[59] Included in this group are the 1% of 12-15s who said they were unsure who they would tell.

Figure 73: Reporting online content considered by the child to be worrying, nasty or offensive, by age: 2010, 2012, 2014 and 2015



QC28 – If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES – Who would you tell? (Shows spontaneous responses from > 1% of all internet users aged 8-15) (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015) . Significance testing shows any difference between 2014 and 2015.

Incidence of negative experiences online

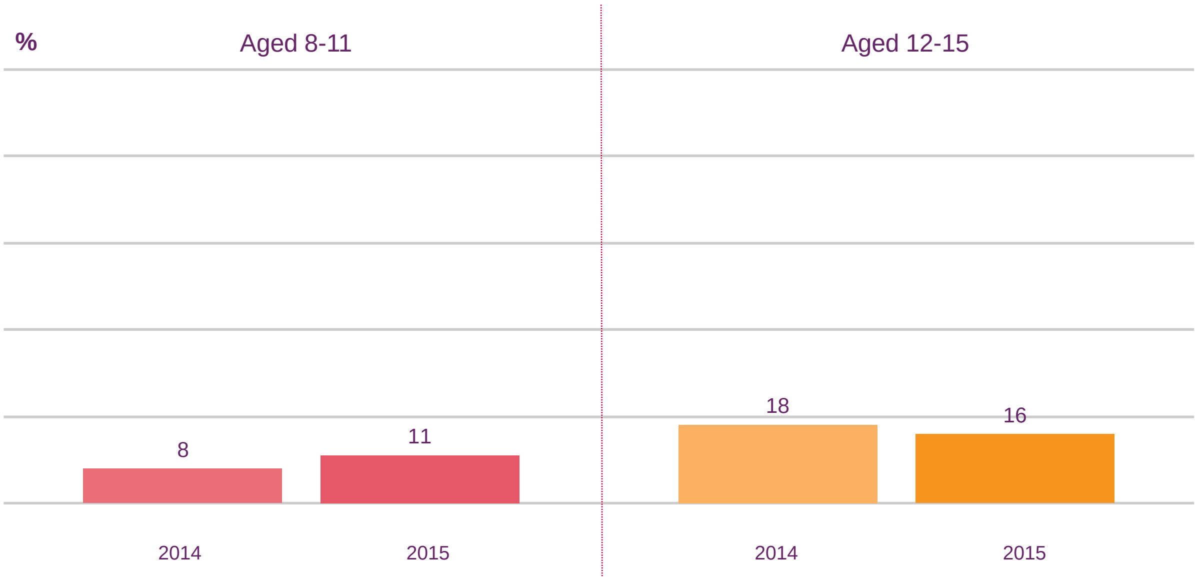
One in six 12-15s and one in ten 8-11s say they have seen something online in the past year that was worrying, nasty or offensive

Children aged 8-11 and 12-15 who use the internet at home or elsewhere were asked whether, in the past year, they had seen anything online that was worrying, nasty or offensive, as shown in Figure 74.

One in ten children aged 8-11 (11%) who go online say they have seen something online in the past year that was worrying, nasty or offensive, with 12-15s being more likely to say this (16%). Both measures are unchanged since 2014.

In 2015, as in 2014, there are no differences by gender within age or by household socio-economic group.

Figure 74: Child's claimed experience of having seen any online content in the past year that was considered worrying, nasty or offensive, by age: 2014 and 2015



QC29 – And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way, that you didn't like? (Prompted responses, single coded).
Base: Children aged 8-15 who go online at home or elsewhere (441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015.

One in ten 8-11s and 12-15s say they have personally experienced bullying in the past 12 months

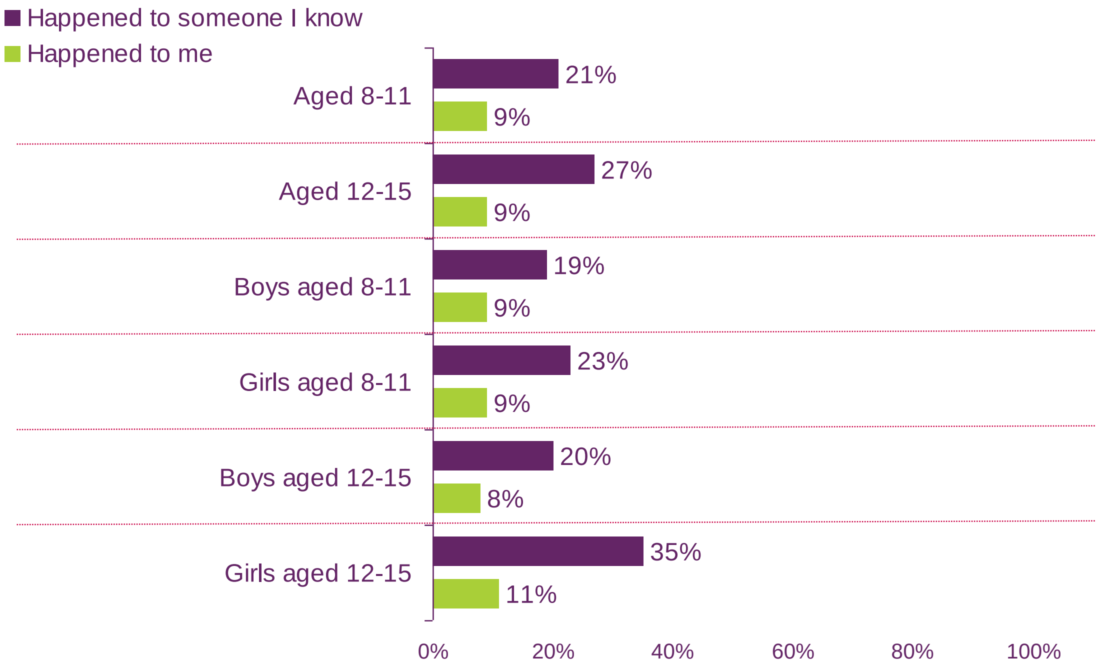
Children aged 8-11 and 12-15 were asked whether they knew of anyone who had been bullied[60] (through someone being nasty or hurtful to them)[61] in the past year[62]. This question was followed by asking the child whether they felt they had themselves been bullied in the past year. Figure 75 shows that as many 8-11s as 12-15s (9% for both) said they had been bullied in the past 12 months.

12-15s are, however, more likely than 8-11s to know of someone who has been bullied (27% vs. 21%) and within the 12-15 group, girls are more likely than boys to know someone who has been bullied (35% vs. 20%). There is no difference by gender among 8-11s or 12-15s in terms of personal experience of being bullied.

There are no differences by household socio-economic group in personal experience of bullying, or knowing someone who has been bullied.

[60] It was important to ensure that these questions about bullying and the potentially harmful side of mobile phone and internet use did not distress the child. The questions were placed at the end of the questionnaire, options for declining to answer were always provided, and the questions used show-cards, allowing the child to read out the letter relating to the particular response they wanted to give.
[61] The specific definition of bullying that was read out to children was: "Sometimes children or teenagers can say things or do things that can be quite nasty or hurtful. This type of behaviour is known as bullying. This could be in person, by pushing, hitting, calling people names or by leaving them out. It could also be through nasty telephone calls or text messages, by sharing embarrassing photos or videos of someone, or by being nasty or hurtful to people through mobile phones, social media sites or other websites or online games. In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them in any of these ways?"
[62] In 2014, children aged 8-15 who had their own mobile phone were asked whether they has been bullied (by anyone being nasty or hurtful to them) through their mobile phone and internet users aged 8-15 were asked separately whether they had been bullied online. In 2015, it was decided to incorporate these two elements into one question about bullying, that also included in- person or face-to-face bullying and was therefore asked of all 8-15s. In 2014, the incidences of being bullied online expressed as a proportion of all 8-11s and 12-15s, are 2% and 7% respectively.

Figure 75: Experience of being bullied, by age and gender: 2015



QC53/ QC54– (description of bullying read out to child) In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them in any of these ways?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you in any of these ways? (Prompted responses, single coded)
Base: Children aged 8-15 (492 aged 8-11, 488 aged 12-15)

One in twenty children aged 8-11 or 12-15 say they have been bullied in person in the past year

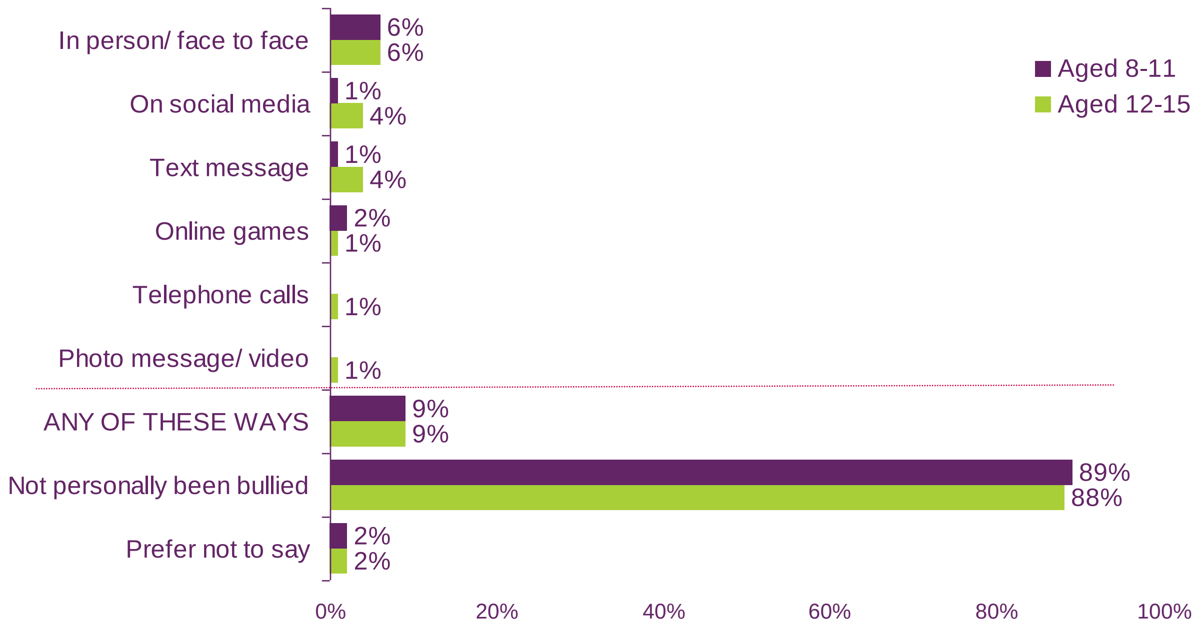
Children aged 8-11 or 12-15 who had experienced any type of bullying in the past 12 months were then prompted with seven possible types of bullying and were asked which of them best described the types of bullying that had occurred. The results are shown in Figure 76, expressed as a proportion of all children aged either 8-11 or 12-15.[63]

Figure 76 shows that around one in twenty 8-11s (6%) and 12-15s (6%) say they have been bullied in person/ face to face in the past year. Bullying via social media or text message is less common, although for both these measures it is more likely among 12-15s (4% for both types of bullying) than for 8-11s (1% for both types of bullying). Two per cent of 8-11s and 1% of 12-15s say they have been bullied through online games, and 1% of 12-15s via telephone calls or through photo or video messages.

Girls aged 12-15 are more likely than boys to say they have been bullied on social media (6% vs. 2%), while boys aged 12-15 are more likely to nominate bullying through online games (2% vs. 0%).

[63] It is not possible to express these incidences of bullying as a proportion of those that had been bullied due to the low base size of 8-11s and 12-15s that had personally experienced any type of bullying

Figure 76: Type of bullying experienced, by age: 2015



QC57 Did the bullying that you experienced happen in any of the following ways? (Prompted responses, multi coded)
Base: Children aged 8-15 (492 aged 8-11, 488 aged 12-15)

Three in ten 12-15s know someone with experience of negative online/ mobile phone activity

In addition to asking children about their experience of being bullied, children aged 12-15 were asked whether they personally knew anyone who, in the past year, had experienced, online or through a mobile phone, any of a range of negative experiences. They were also asked if they had personally experienced any of these in the past year. Responses are shown in Figure 77.

Three in ten children aged 12-15 (28%) say they know of someone who has had any of the negative experiences. One in seven 12-15s (14%) say they have personally experienced at least one of them in the past year.

Around one in twelve 12-15s (8%) say they have been contacted online by someone they don't know and one in eight (13%) know of someone this has happened to. Two per cent say they have seen something of a sexual nature, either online or on their mobile phone, rising to 5% saying they know someone this has happened to[64].

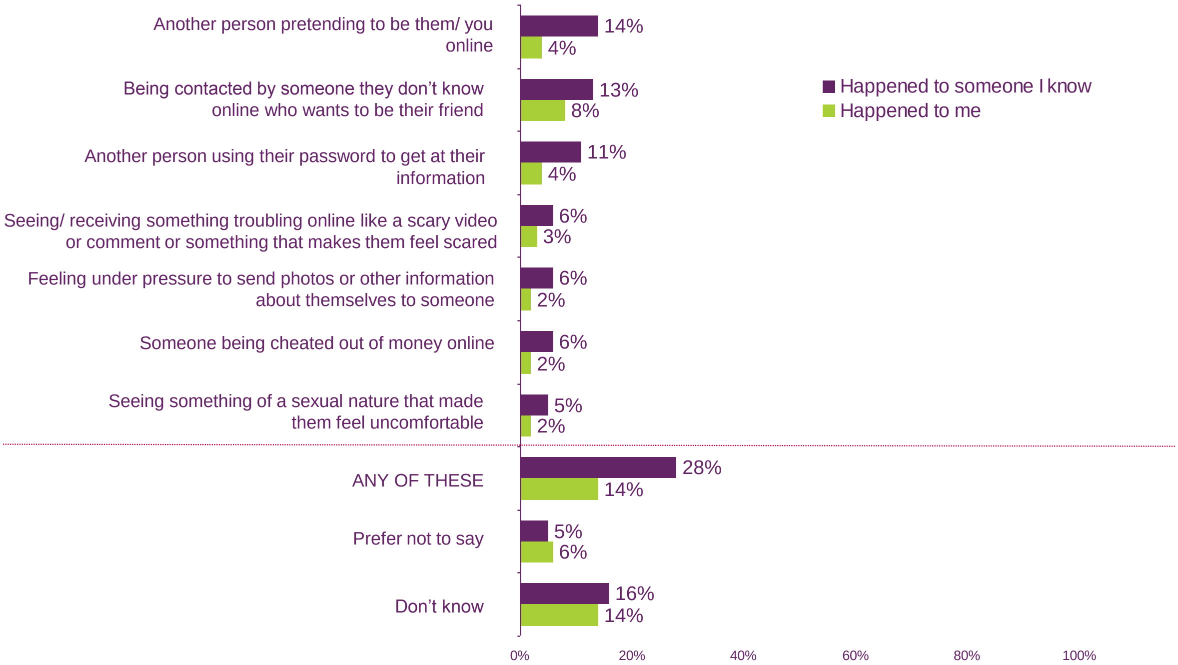
Girls aged 12-15 are more likely than boys to say that in the past 12 months they have personally been contacted online by someone they don't know (11% vs. 5%), have seen something troubling online like a scary video (5% vs. 1%) or have felt under pressure to send photos or other information to someone (4% vs. 0%). Boys are more likely to say they know of someone being cheated out of money online (9% vs. 2%).

Four of the negative types of online or mobile phone activity shown in Figure 77 were also asked about in 2014: another person pretending to be them online; another person using

[64] The face-to-face nature of the survey and the sensitive topic may have resulted in some under reporting in response to this question.

their password to get at their information; seeing or receiving something troubling online like a scary video or comment, or something that makes them feel scared; and someone being cheated out of money online. The only difference since 2014 is that 12-15s are more likely to say they have been cheated out of money online (2% vs. 0%).

Figure 77: Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2015



QC58/ QC59 – Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone/ Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year. (Prompted responses, multi coded).
Base: All children aged 12-15 (488 aged 12-15 in 2015)

Potentially risky, and safe, online behaviour

One in seven internet users aged 12-15 have had experience of potentially risky online behaviour in the past year

Children aged 12-15 who use the internet at home or elsewhere were prompted with a list of actions linked to potentially risky online behaviour, and asked whether they had undertaken any of these actions in the past year.

Figure 78 shows that one in seven (15%) internet users aged 12-15 had done any of these things in the past year: 7% of 12-15s had added people to their friends list/ contacts lists that they had only had contact with online; 4% had sent a photo or video of themselves to a person they had only had contact with online, and 3% had sent personal information to a person they had only had contact with online.

Each of the five potentially risky online behaviours shown in Figure 78 were also asked about in 2014, and there has been no change for any of them.

Figure 78: Potentially risky online behaviour among children aged 12-15: 2015

QC60 – Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (Prompted responses, multi coded)
Base: Children aged 12-15 who go online at home or elsewhere (475)

One in ten 12-15s who use the internet say they know how to disable online filters or controls

Children aged 12-15 who go online were prompted with a list of online behaviours and were asked to say whether they knew how to do any of them, and whether they had done any of them in the past year.

Figure 79 groups the behaviours that were asked about into 'safe' and 'risky' groups.

Looking first at the 'safe' behaviours, half of 12-15s say they know how to block messages from someone they don't want to hear from (52%) with around three in ten having done this (29%). Around one-third know how to change settings on their social media profile so fewer people can view it (35%) or how to block junk email or spam (34%) with this having been done by 15% and 16% of 12-15s respectively. Three in ten can block pop-up adverts (29%)

and this had been done by around one in five (17%). Three in ten know how to report something online they find upsetting (29%), but less than one in ten (7%) had done this.

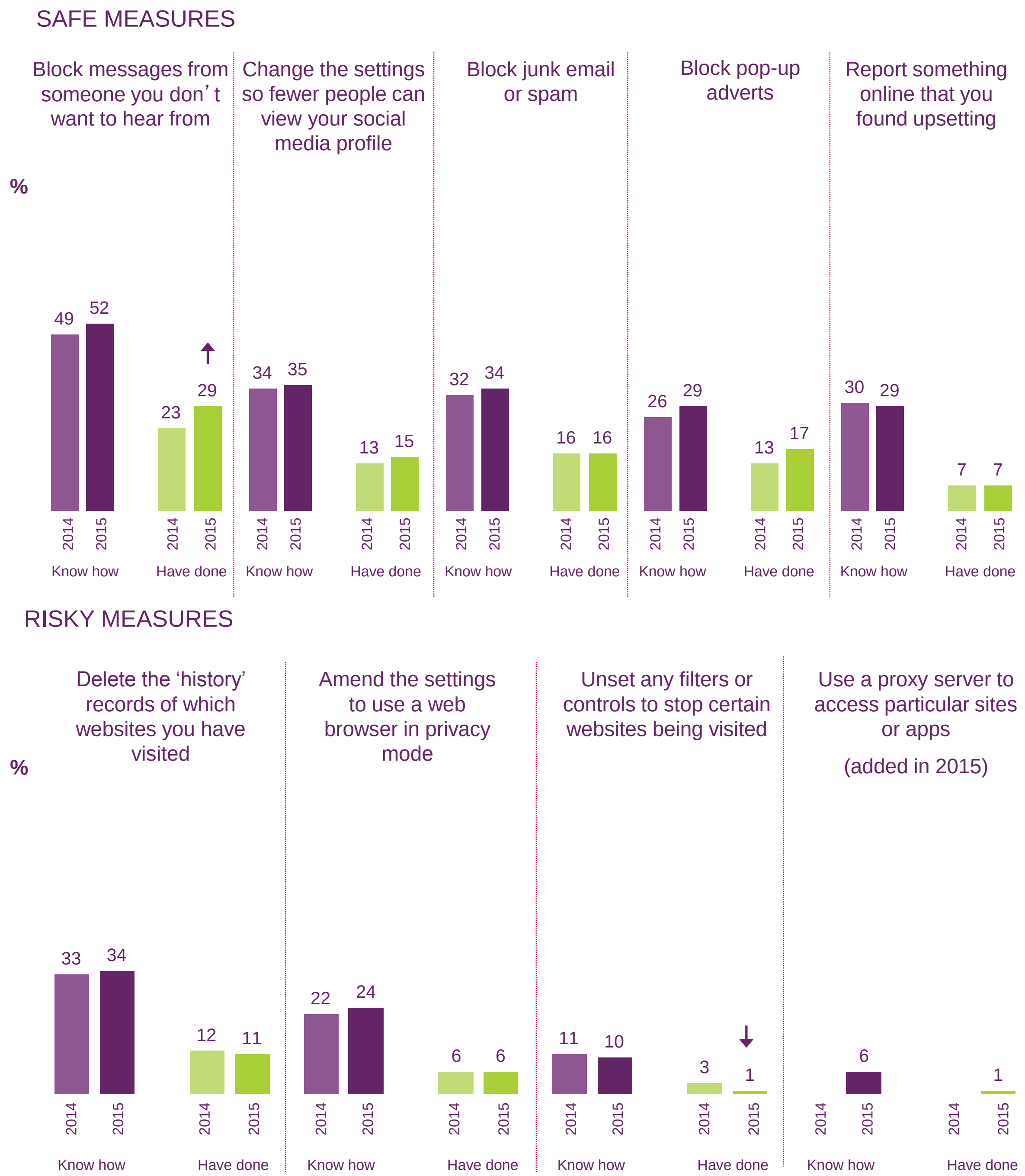
Girls are more likely than boys to say they know how to change the settings so fewer people can see their social media profile (42% vs. 29%) or know how to report something online they have found upsetting (33% vs. 24%), but are no more likely to have done either of these ‘safe’ activities in the past year.

Compared to 2014, 12-15s are more likely to say they have blocked messages from someone they don’t want to hear from (29% vs. 23%), although this follows a corresponding decrease for this measure between 2013 and 2014 (from 32% to 23%).

Internet users aged 12-15 were also asked about their awareness and experience of ‘risky’ activities, also shown in Figure 79. One-third (34%) say they know how to delete their browsing history, one in four (24%) know how to amend settings to use a web browser in privacy mode, one in ten (10%) know how to disable online filters or controls and 6% know how to use a proxy server to access particular sites or apps. Relatively few 12-15s say they have done each of these ’risky’ activities in the last year, ranging from 11% saying they have deleted history records to 1% having unset any filters or controls or used a proxy server.

Boys are more likely than girls to say they know how to use a proxy server (9% vs. 3%). Compared to 2014, 12-15s are less likely to say they have unset any filters or controls (1% vs. 3%).

Figure 79: Experience of ‘safe’ and ‘risky’ online measures among children aged 12-15: 2014 and 2015



QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you personally have done this in the last year. (Prompted responses, multi coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (475 aged 12-15 in 2015) – Significance testing shows any difference between 2014 and 2015

One in ten 8-11s and a quarter of 12-15s play online games against people they do not know

As shown in Figure 52, above, one in ten 8-11s (9%) and one quarter of 12-15s (25%) who play games play online with or against one or more people they do not know personally who are playing elsewhere. When this is rebased on all children, as opposed to those who play games, it represents 8% of all 8-11s and 20% of all 12-15s.

Playing against or with people elsewhere who are not known personally to the child is more likely among boys than among girls who play games, both among 8-11s (13% vs. 5%) and 12-15s (33% vs. 13%). There are no differences by socio-economic group.

A quarter of online games players aged 12-15 chat through the game to players they don't know

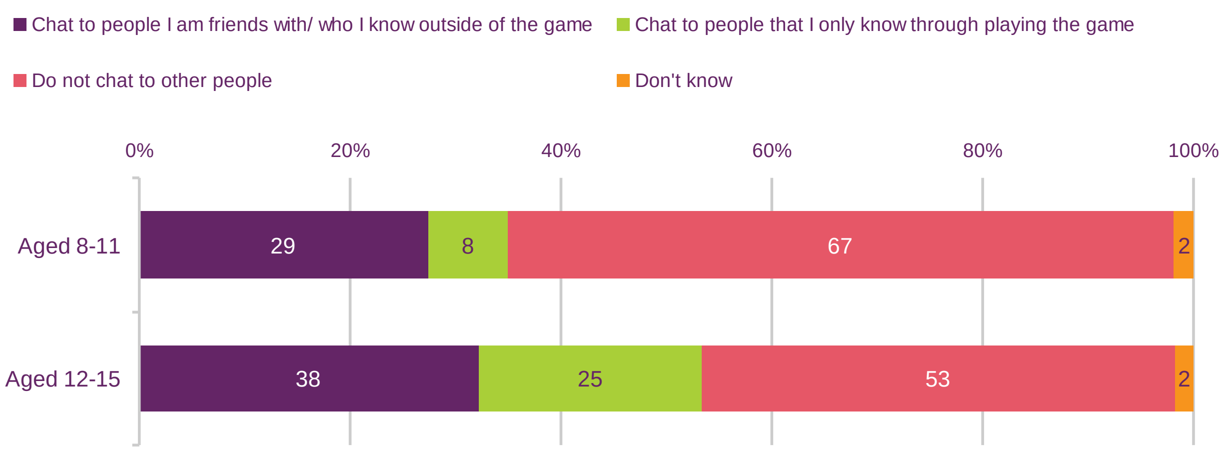
Children aged 8-11 and 12-15 who ever play games online (52% of 8-11s and 60% of 12-15s) were asked about their use of chat features when playing games online. As shown in Figure 80, online games players are more likely to chat through the game to people they already know outside the game (29% 8-11s, 38% 12-15s) than they are to chat to people they know only through playing the game (8% 8-11s, 25% 12-15s).

Among online games players aged 12-15, chatting with people unknown to them outside the game is more likely among boys than among girls (31% vs. 12%).

The 8-15s who do chat with others (known or unknown to them) via online gaming were asked whether anyone had ever been mean, rude or abusive to them. One quarter (25%) who ever chatted via online games said this had occurred; most of them (15%) said they were not upset by it.

When rebasing these figures on all children aged 8-11 and 12-15 (as opposed to those who play online games or those who play games), 4% of all 8-11s and 15% of all 12-15s ever chat to people they don't know when playing online games. Four per cent of all 8-11s and 7% of 12-15s have experienced somebody being mean, rude or abusive to them, and 2% of 8-11s and 1% of 12-15s say they have been upset by this.

Figure 80: Use of chat features when playing games online: 2015



QC40/ 41– When you play games online do you ever chat via the game to other people who are playing? This could be through sending text based messages within the game such as instant messaging or through voice chat if you play using a headset or other device?/ And which of these following options apply about who you chat to through these games? (prompted responses, multi-coded)
Base: Children aged 8-15 who ever play games online (249 aged 8-11, 288 aged 12-15).

Nearly all internet users aged 8-15 say they have been given information or advice about how to manage risks when online

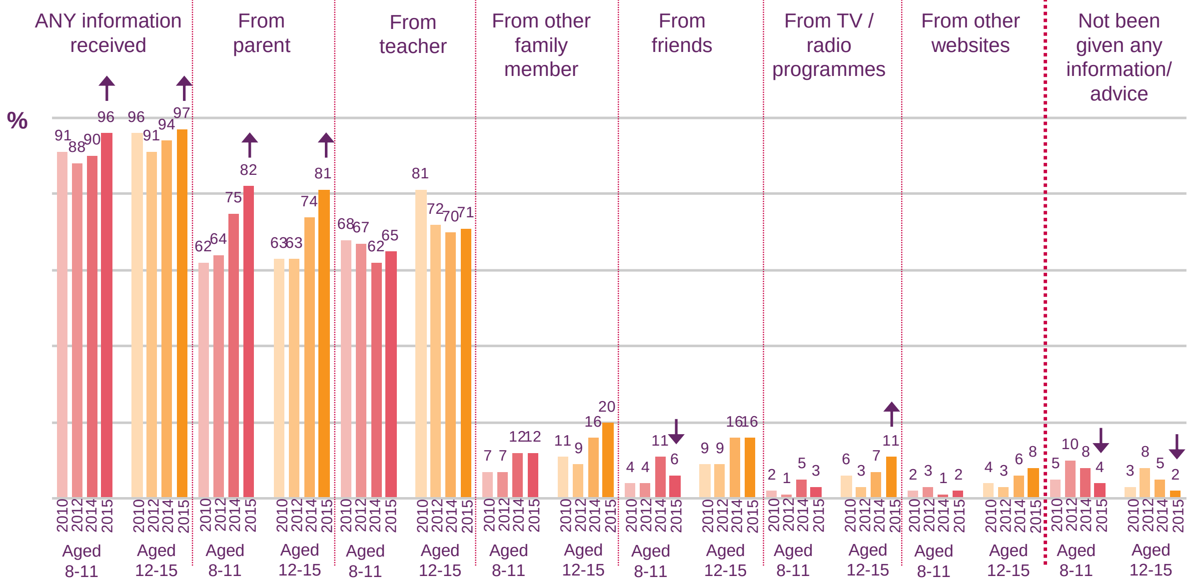
Children aged 8-15 who go online were asked whether they had ever been given any information or advice about the risks of being online[65]. Those who said they had were asked who had given them this advice. More than nine in ten children aged 8-11 (96%) or 12-15 (97%) recall receiving advice about online risks.

In 2015, for both age groups, children are most likely to recall receiving the information from a parent (82% for 8-11s and 81% for 12-15s). More than six in ten 8-11s and seven in ten 12-15s recall receiving it from a teacher (65% for 8-11s, 71% for 12-15s). Those aged 12-15 are more likely than 8-11s to recall receiving advice from other family members (20% vs. 12%), from friends (16% vs. 6%), from the media (11% vs. 3%), or from websites (8% vs. 2%).

Compared to the average for 8-15s, internet users in AB households are more likely to recall receiving advice from parents (88% vs. 82%) or from teachers (76% vs. 68%).

Compared to 2014, children aged 8-11 and 12-15 are now more likely to say they have been given any information or advice (96% vs. 90% for 8-11s and 97% vs. 94% for 12-15s) with these increases for both age groups attributable to being given any advice from a parent[66].

Figure 81: Children stating they have been given any information or advice about online risks, among those who go online at home (2010, 2012) or elsewhere (2014, 2015), by age



QC30 – 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)? (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015).
Significance testing shows any difference between 2014 and 2015.

[65] Before 2013, this question referred to being given any information or advice about staying safe online, rather than being given information or advice about the risks of being online
[66] As shown at Figure 130 in Section 9 of this report, 88% of parents of children aged 8-11 and 86% of parents of 12-15s who go online at home or elsewhere say they have ever talked to their child about any of the 12 online risks they were prompted with. Parents of 8-11s are more likely than in 2014 to say they have spoken to their child about these risks (88% vs. 81%), and the incidence is unchanged for parents of 12-15s (86% vs. 87% in 2014).

Section 8

Parents' attitudes and concerns

This section looks at parents' attitudes towards their children's use of the internet, and the extent to which they have specific concerns about television programmes, the internet, mobile phones, and any games that their children play, either at home or elsewhere.

Key findings

- Parents of 3-4s (44% vs. 56%), and 5-15s (78% vs. 83%) whose child goes online are less likely than in 2014 to say they trust their child to use the internet safely.
- Half of parents of 3-4s who go online (51%) and nearly two-thirds of parents of 5-15s (65%) agree that the benefits of the internet outweigh the risks, unchanged since 2014.
- Around four in five parents of 3-4s and 5-15s (80% and 76% respectively) agree that they know enough to help their child to manage online risks, although around one in ten parents of 3-4s (8%) and 5-15s (12%) disagree; also unchanged since 2014.
- As in 2014, two-thirds of parents of 12-15s (66%) whose child goes online say their child knows more about the internet than they do.
- A minority of parents of 3-4s and 5-15s express concerns about the television, online and gaming content that their child has access to. Compared to 2014, parents of 3-4s are less likely to be concerned about television content (13% vs. 22%) or gaming content (9% vs. 15%). Parents of 5-15s who use each medium are no more or less likely than in 2014 to say they have concerns about each type of content.
- Parents of children in each age group from 3 to 15 are less likely than in 2014 to say they are very concerned about what their child has seen on pre-watershed television.
- A minority of parents are concerned about aspects of their child's internet use. At least three in ten parents of 5-15s say they are concerned about companies collecting information about what their child is doing online (34%), about their child giving out personal details online to inappropriate people (32%) or about their child downloading viruses (31%).
- About a quarter of parents of 8-15s have concerns about their child's mobile phone use with little variation by the age of the child. Fourteen per cent of parents of 8-11s and 19% of parents of 12-15s say they are concerned about whom their child is in contact with on the phone and one in five (22% for 8-11s and 23% for 12-15s) are concerned about their child being bullied through their phone.
- A quarter of parents of 5-15s whose child plays games are concerned about the amount of advertising in games (24%) with one in five (21%) concerned about their child feeling pressured to make in-game purchases, while one in eight (12%) are concerned about how much money is spent on games, gaming or in-app purchases. For these last two measures, concern is higher among parents of boys aged 5-15 than among parents of girls.

Parents' concerns about media

A minority of parents express concerns about the TV/ online/ gaming content their child has access to

Parents were asked specific questions about their child's use of different media, in order to gauge the extent to which they are concerned about their child's exposure to potentially harmful or inappropriate content at home or elsewhere[67]. To show how the level of concern varies for each medium, responses from parents of children in different age groups are shown across different Figures below[68].

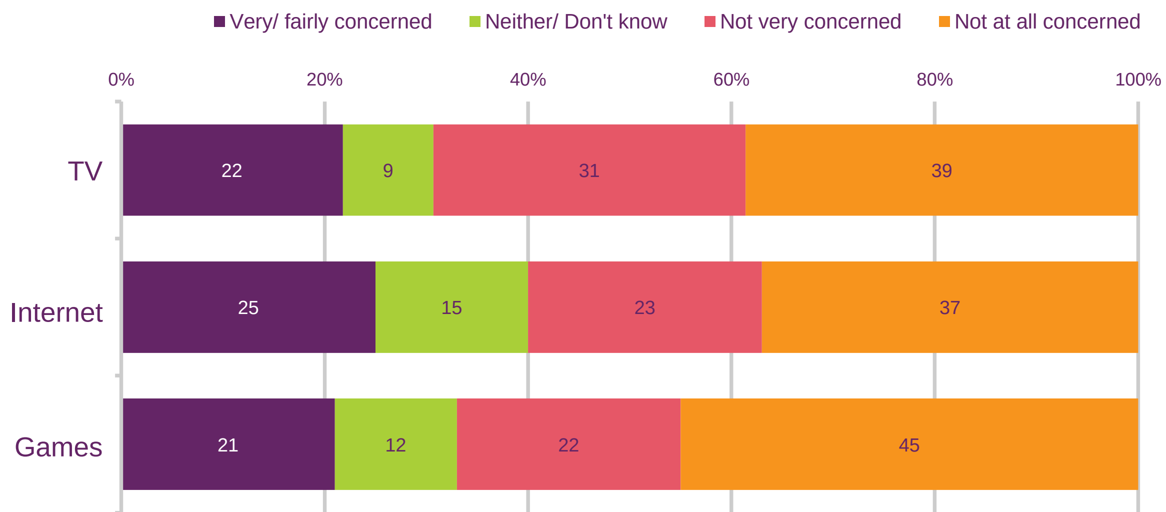
Figure 82 shows responses from parents of children aged 5-15, while Figure 83 shows responses from parents of children in each age group from 3 to15.

Around one in five parents of 5-15s are concerned about gaming (21%), television (22%) or online (25%) content.

As shown in Figure 83, around one in eight parents of 3-4s are concerned about television (13%) or online content (12%), with one in ten concerned by gaming content (9%). Compared to parents of 5-7s, 8-11 and 12-15s, where there is no difference in the extent to which parents say they are very or fairly concerned, parents of 3-4s are less likely to be concerned about each type of content.

Parents of 3-4s and 5-7s are, however, more likely than parents of 8-11s and 12-15s to say they are not at all concerned about each of the three types of content.

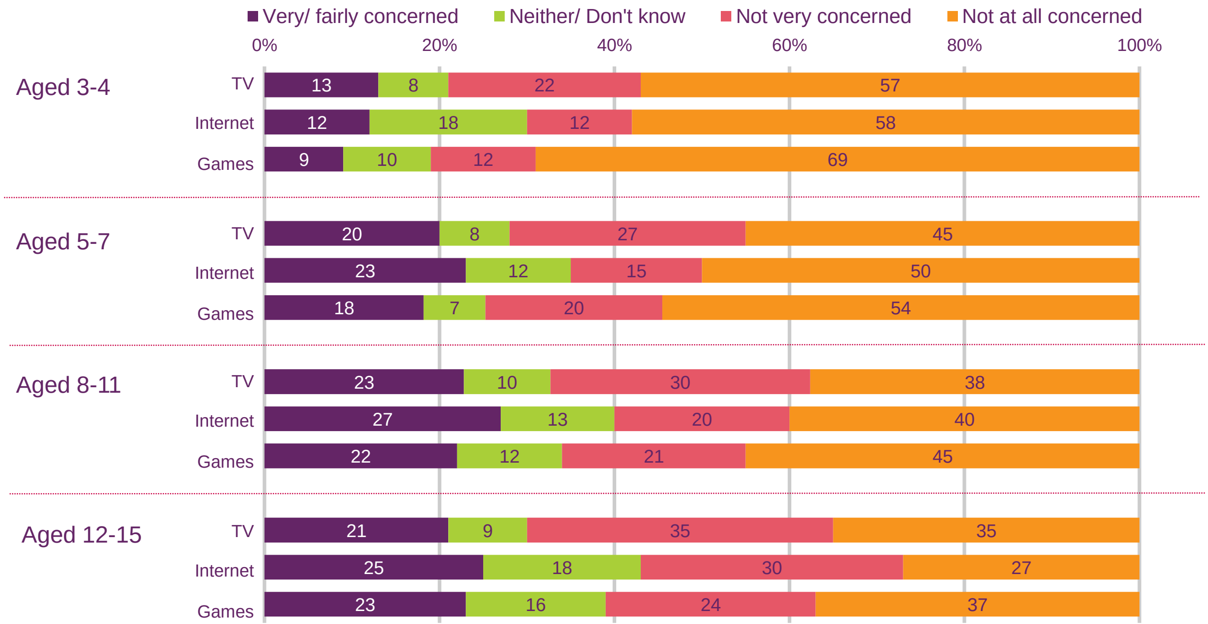
Figure 82: Concerns about media content, among parents of 5-15s using each medium: 2015



QP19A/ 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 at home or elsewhere (1360 aged 5-15)/ Uses the internet at home or elsewhere (1169 aged 5-15)/ Plays games at home or elsewhere (1108 aged 5-15).

[67] There has been a change in the survey's focus since 2014: moving from a child's use of media "at home" in previous years to "at home and elsewhere".
[68] The comparisons are drawn between users of each medium (at home or elsewhere), as opposed to being based on all parents, irrespective of whether their child uses that medium.

Figure 83: Concerns about media content, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2015



QP19A/ 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 of children whose child watches TV at home or elsewhere (682 aged 3-4, 94 aged 5-7, 486 aged 8-11,480 aged 12-15)/ Goes online at home or elsewhere (262 aged 3-4, 260 aged 5-7, 440 aged 8-11,469 aged 12-15)/ Plays games at home or elsewhere (365 aged 3-4, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15)

Parents of 3-4s are less likely than in 2014 to be concerned about media content

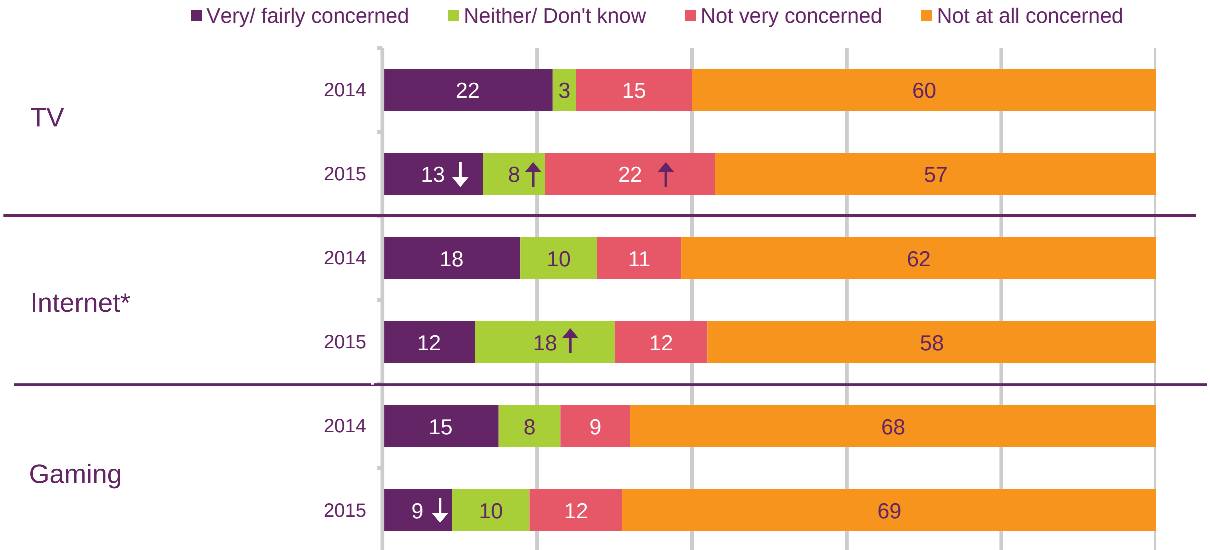
Figure 84 shows trends over time with regard to concerns about television, online and gaming content, among parents of users aged 3-4, while Figure 85 shows concerns among parents of users aged 5-15.

Compared to 2014, parents of 3-4s who use each medium are now less likely to be concerned about television (13% vs. 22%) and gaming content (9% vs. 15%), with no change for online content (12% vs. 18%). While not shown below, it is worth noting that these decreases for television and gaming content follow an increase in concern between 2013 and 2014. As such, concerns about television content among parents of 3-4s do not differ to those seen in 2013.

In contrast, overall concern (very/ fairly) about each type of media content, among parents of 5-15s is unchanged since 2014, as shown in Figure 85. Compared to 2010, concerns about gaming and online content are also unchanged, and are lower for television content (22% vs. 30%).

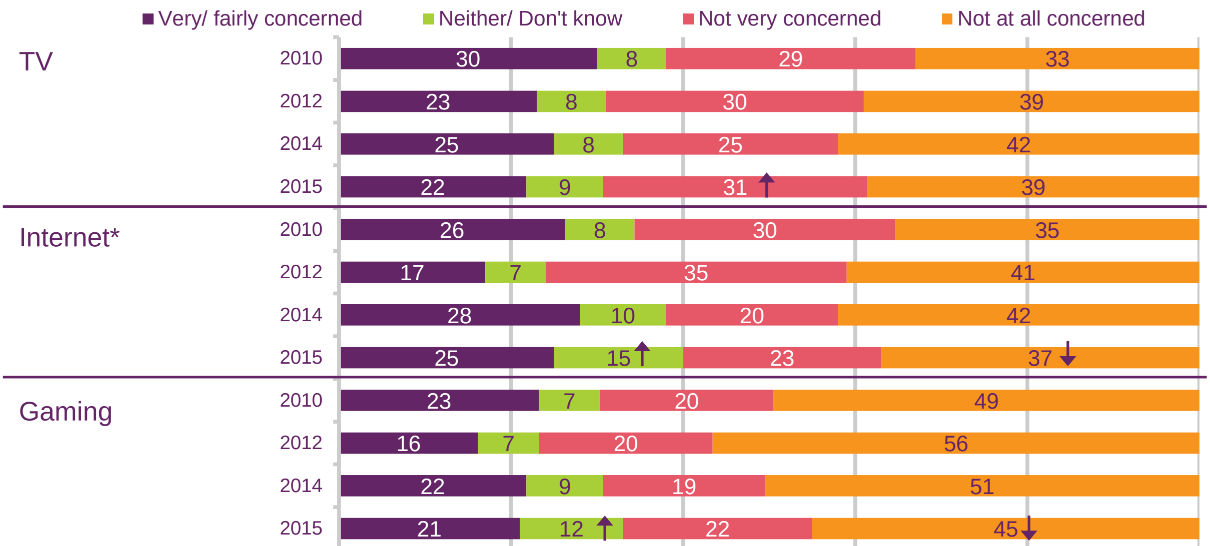
The trends for 3-4s and for 5-15s, (broken out by age) are shown later in this section: at Figure 86 for television content, at Figure 96 for online content, and at Figure 112 for gaming content. Broadly speaking, there has been little change in the extent to which parents of 5-7s, 8-11s and 12-15s are concerned about each of these three types of content.

Figure 84: Parental concerns about media content, among parents of 3-4s using each medium at home or elsewhere: 2014, 2015[69]



QP19A/ 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 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. In 2014 it did not refer to apps, just websites.
Base: Parents of users of each media at home or elsewhere aged 3-4 (variable base) – significance testing shows any change between 2014 and 2015.

Figure 85: Concerns about television, online or mobile phone content, among parents of 5-15s using each medium at home (2010, 2012) or elsewhere (2014, 2015)



QP19A/ 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 users of each media at home or elsewhere aged 5-15 (variable base) – significance testing shows any change between 2014 and 2015

[69] Trend data for 3-4s is only shown for 2014 and 2015 (while for 5-15s it is also shown for 2010 and 2012) as 3-4s were not included in the research in 2010 and 2012

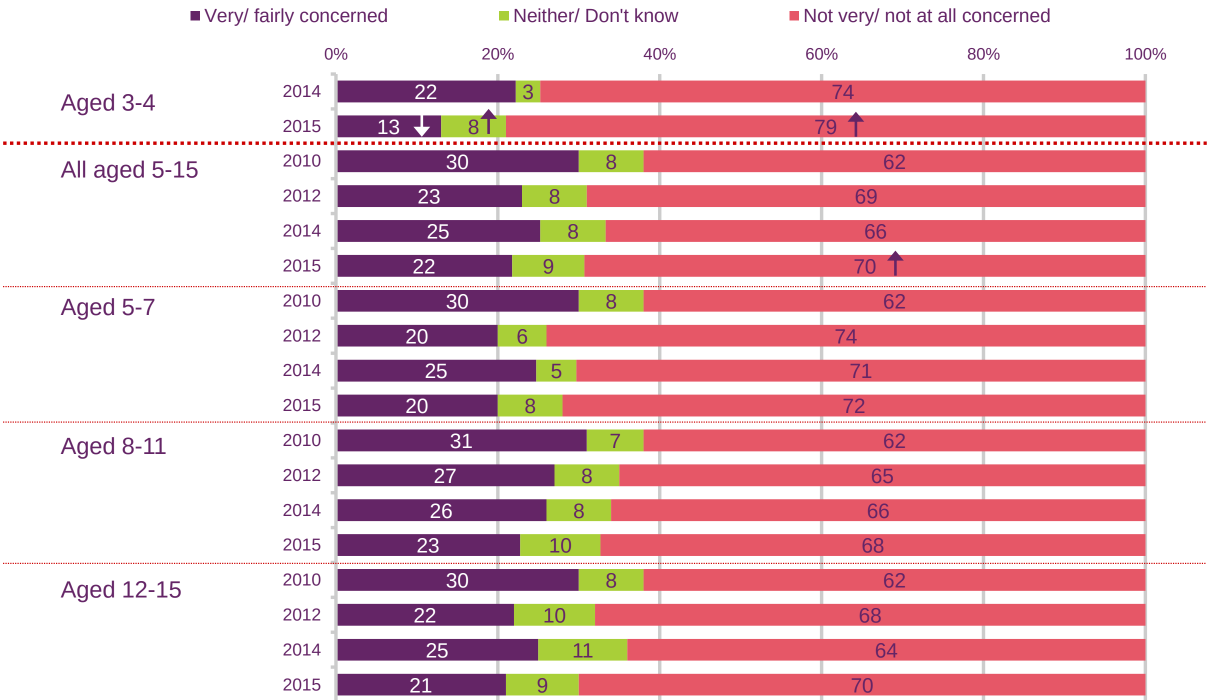
Parental concerns about television content

Most parents continue to say they are not concerned about television content

Figure 86 shows that although parents of children aged 5-15 are no more or less likely than in 2014 to say they are concerned about television content, they are more likely to say they are not very/ not at all concerned (70% vs. 66%). This is not attributable to an increase among any particular age group. Parents whose child aged 3-4 watches television are less likely to say they are very/ fairly concerned (13% vs. 22%) and more likely to say they are not very/ not at all concerned (79% vs. 74%). Both these increases (for 3-4s and 5-15s) follow decreases in the proportions of parents stating they were not very/ not at all concerned between 2013 and 2014.

The incidence of concern among parents does not vary in 2015 by gender within age, or by household socio-economic group.

Figure 86: Parental concerns about television content watched at home (2010, 2012) or elsewhere (2014, 2015), by age of child



QP19A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing? (prompted responses, single-coded).
Base: Parents of children whose child watches TV at home or elsewhere (682 aged 3-4 , 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015) Significance testing shows any differences between 2014 and 2015.

Parental concerns about pre-watershed television content

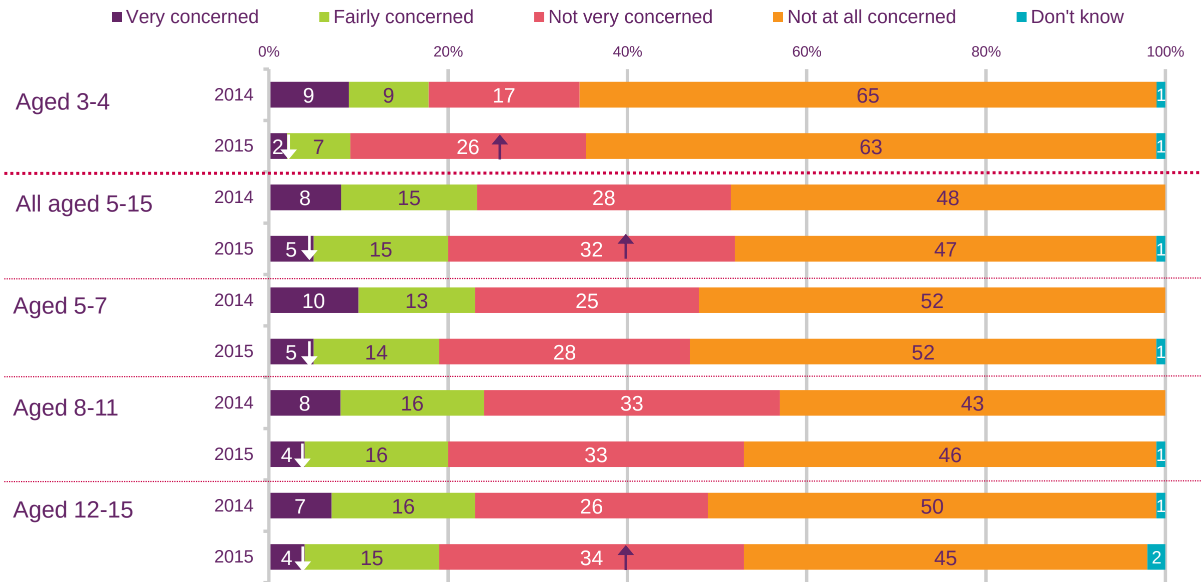
Parents of children in each age group are less likely than in 2014 to be very concerned about what their child has seen on pre-watershed television

Parents of 3-4 and 5-15s whose child watches TV at home or elsewhere were asked to think specifically about television programmes that are on during the day and evening up to 9pm, and were asked how concerned, if at all, they were about the types of things their child had seen on TV in the past 12 months, at home or elsewhere. The results are shown in Figure 87.

One in ten parents of 3-4s (10%) say they are concerned about the types of things their child has seen on pre-watershed TV, with nine in ten (89%) saying they are either not very, or not at all, concerned. Parents of 5-15s are twice as likely as parents of 3-4s to say they are concerned (20%). Among parents of 5-15s, concern does not vary by the age of the child.

Since 2014 there has been a decrease for each age group in parents saying they are 'very concerned' about the types of things their child has seen on pre-watershed TV, although this follows a corresponding increase between 2013 and 2014.

Figure 87: Parental concerns about pre-watershed television content: 2014, 2015



QP20 – 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 whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015) . Significance testing shows any differences between 2014 and 2015.

Parents of children aged 3-4 and 5-15 who said they were concerned about the types of things their child had seen on pre-watershed TV in the past 12 months were then asked to say – without prompting - what concerned them about their child's TV viewing.

The results are shown in Figure 88, with the proportions rebased and expressed as a proportion of all parents whose child watches TV at home or elsewhere. As mentioned above, one in ten parents of 3-4s (10%) and one in five parents of 5-15s (20%) have concerns about what their child has seen on pre-watershed TV in the past 12 months.

Each of the concerns were expressed by one in ten (or fewer) parents of 3-4s or 5-15s whose child watches TV at home or elsewhere. As with the overall incidence of concern, parents of 3-4s are less likely than parents of 5-15s to have each individual concern. Among parents of 5-15s, there is little variation in concerns by the age of the child.

There are five types of concerns that more than 5% of parents of 5-15s are likely to be concerned about: offensive language (9%), unsuitable content for younger people (9%), sex or sexually-explicit content (8%), violence (8%) and generally unsuitable content of a sexual nature (6%).

Parents of children in each age group from 3 to 15 are less likely than in 2014 to say they are concerned about offensive language and sex/ sexually-explicit content. Parents of 3-4s and 5-7s are also less likely to be concerned about generally unsuitable content of a sexual nature/ sexually provocative content. For parents of 3-4s and 5-7s, across each of these three measures, concerns have returned to 2013 levels, following a corresponding increase in 2014.

Figure 88: Types of concern about pre-watershed television content, by age: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	10%	20%	20%	21%	19%
Offensive language	5% ↓	9% ↓	9% ↓	10% ↓	9% ↓
Unsuitable content for younger people/ children	5%	9%	9%	10%	8%
Sex/ sexually explicit content	3% ↓	8% ↓	6% ↓	8% ↓	9% ↓
Violence (in general)	4%	8%	8%	9%	7%
Generally unsuitable content of a sexual nature/sexually provocative	2% ↓	6%	6% ↓	6%	6%
Unsuitable content aired pre-watershed	3%	5%	5%	5%	5%
Overtly sexual performances	2%	5%	3%	5%	6%
Portrayal of anti-social behaviour	2%	4%	3%	4%	6%
Nakedness/ naked bodies	2%	4%	5%	3%	5%
Glamorisation of certain lifestyles	1%	4%	2%	4%	5%
Lack of respect towards adults	1%	3%	3%	3%	3%
Discriminatory treatment/ portrayal of people	1%	2%	2%	3%	2%
Makes me feel embarrassed/ don't feel comfortable watching with other adults	0%	2%	2%	3%	2%
Makes me feel embarrassed/ don't feel comfortable watching with children	0%	2%	2%	2%	3%
Negative portrayal of or objectification of women	0%	2%	1%	2%	2%

QP21 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? (Spontaneous responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home or elsewhere. Showing responses of >1% of parents of 5-15s.
Base: Parents whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015

Parents of children aged 3-4 or 5-15 who said they were concerned about the types of things their child had seen on pre-watershed TV in the past 12 months were prompted with a list of types of television programmes and were asked which, if any, prompted concerns in relation to their child's TV viewing.

The results are shown in Figure 89, with the proportions rebased and expressed as a proportion of all parents whose child watches TV at home or elsewhere.

There is no particular type of programme that more than 5% of parents of 3-4s are likely to be concerned about. Between 5% and 8% of parents of 5-15s were concerned by four types of TV programmes: reality programmes (8%), soaps (6%), news programmes (5%) and films (5%).

Parents of 5-7s (4%) and 8-11s (4%) are more likely than parents of 12-15s (1%) to be concerned about children’s programmes.

Among parents of 5-15s, parents of girls are more likely than parents of boys to be concerned about talent shows (4% vs. 2%) or music videos (4% vs. 2%).

Parents of 3-4s are less likely than in 2014 to say they are concerned about soaps (2% vs. 4%), films (2% vs. 5%), documentaries (1% vs. 3%) or dramas (2% vs. 4%). Parents of 5-7s are less likely to say they are concerned about dramas (2% vs. 5%) or music videos (1% vs. 6%). Parents of 8-11s are more likely to say they are concerned about news programmes (6% vs. 3%) or current affairs programmes (3% vs. 1%) and less likely to say they are concerned about dramas (2% vs. 6%). Parents of 12-15s are more likely to say they are concerned about news programmes (5% vs. 2%) and are less likely to say they are concerned about soaps (4% vs. 8%), dramas (3% vs. 7%) or music videos (2% vs. 5%).

Figure 89: Types of pre-watershed television programmes that concern parents whose child watches TV: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	10%	20%	20%	21%	19%
Reality programmes	3%	8%	7%	7%	10%
Soaps	2% ↓	6%	6%	7%	4% ↓
News programmes	3%	5%	3%	6% ↑	5% ↑
Films	2% ↓	5%	3%	5%	5%
Children’s programmes	2%	3%	4%	4%	1%
Talent show	1%	3%	2%	4%	3%
Documentaries	1% ↓	3%	2%	3%	4%
Music videos	1%	3%	1% ↓	4%	2% ↓
Dramas	2% ↓	3%	2% ↓	2% ↓	3% ↓
Programme trailers	1%	3%	2%	4%	2%
Current affairs programmes	2%	2%	1%	3% ↑	3%
Magazine style shows	0%	2%	1%	2%	1%

QP22 - And which of these types of programme concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (prompted responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home. Showing responses of >1% of parents of 5-15s.
Base: Parents whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015

Parental attitudes towards the internet

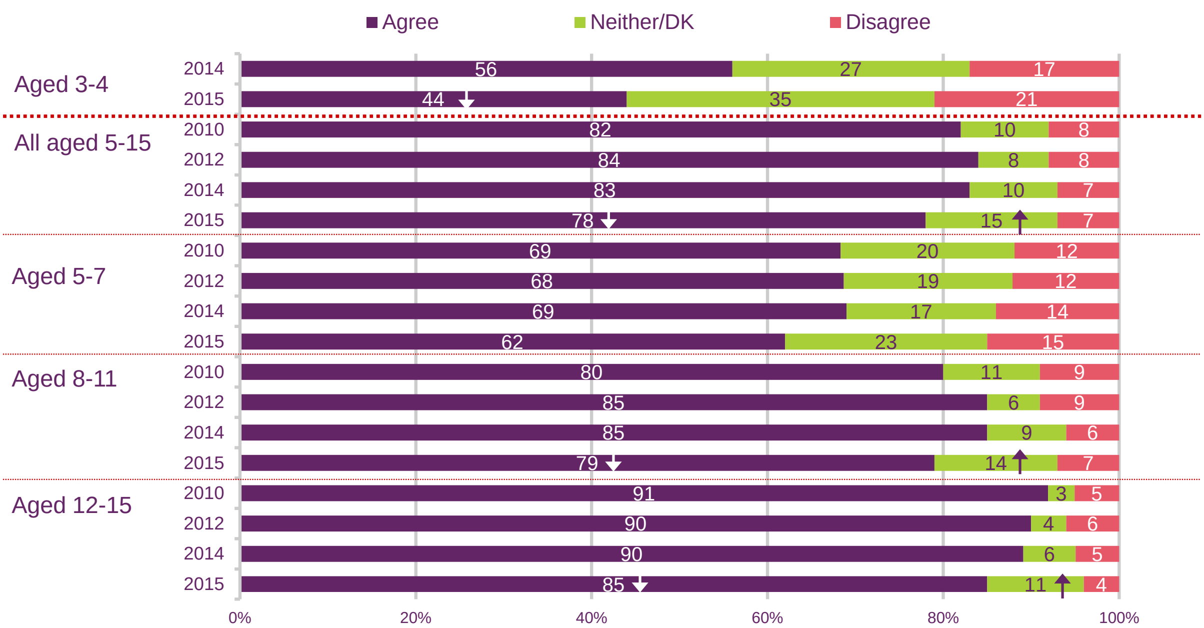
Parents of children aged 3-4 or 5-15 who go online were asked about the extent to which they agreed or disagreed with a range of statements about their child's use of the internet.

Parents are less likely than in 2014 to say they trust their child to use the internet safely

Figure 90 shows that a minority of parents of 3-4s agree with the statement "I trust my child to use the internet safely" (44%); lower than in 2014 (56%). While a majority of parents of 5-15s agree with this statement (78%), they are less likely than in 2014 to say they trust their child to use the internet safely (83%). This decrease is seen among parents of 8-11s (79% vs. 85%) and 12-15s (85% vs. 90%).

Parents' agreement that they trust their child increases with each age group, as was the case in 2014. Parents of girls aged 12-15 are more likely than parents of boys to agree strongly (61% vs. 45%).

Figure 90: Parental agreement – "I trust my child to use the internet safely", among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

The majority of parents continue to feel that the benefits of the internet outweigh the risks, with parents of older children more likely to say this

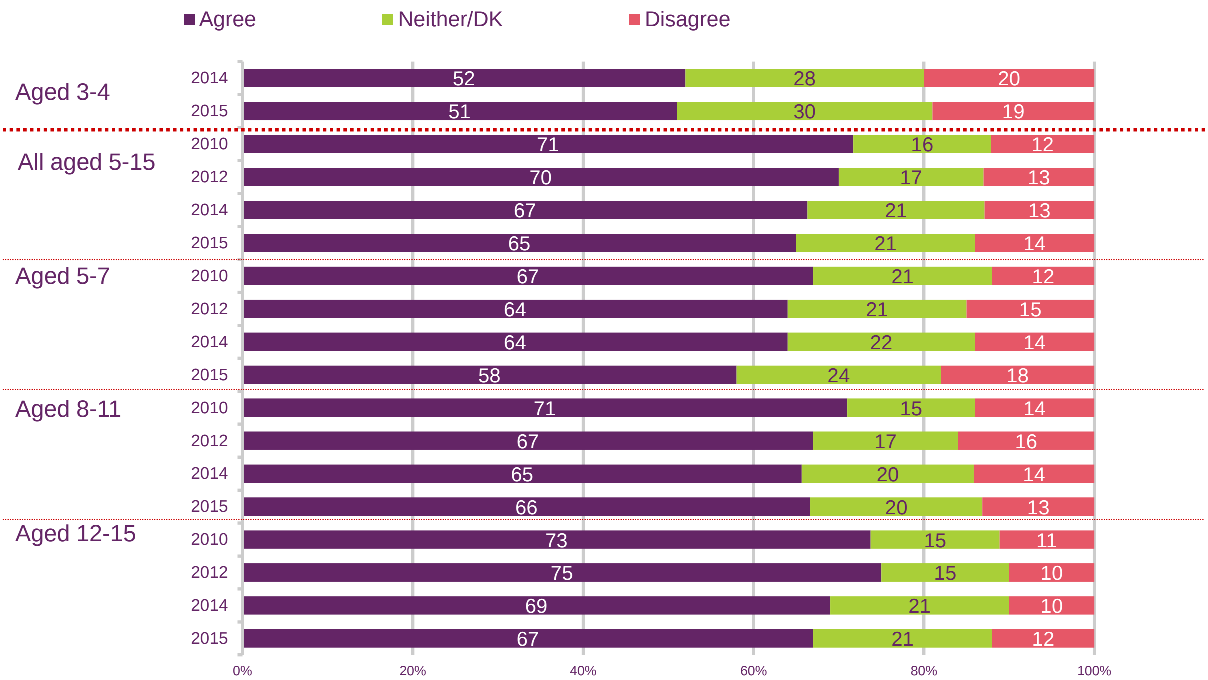
Half of parents of 3-4s who go online (51%) agree that the benefits of the internet outweigh the risks, while one in five disagree (19%). The majority of parents of 5-15s who go online also agree with this statement (65%), while around one in seven (14%) disagree.

Parents of 8-11s (66%) and 12-15s (67%) are more likely than parents of 3-4s (51%) or 5-7s (58%) to agree.

There has been no change in the levels of agreement, for any age group of children, since 2014.

Parents of girls aged 8-11 are more likely to disagree (17%) than parents of boys (9%). Compared to the average for all parents of 5-15s, those in AB households are more likely to agree strongly (41% vs. 34%).

Figure 91: Parental agreement – "The benefits of the internet for my child outweigh any risks", among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Two in three parents of 12-15s say that their child knows more about the internet than they do

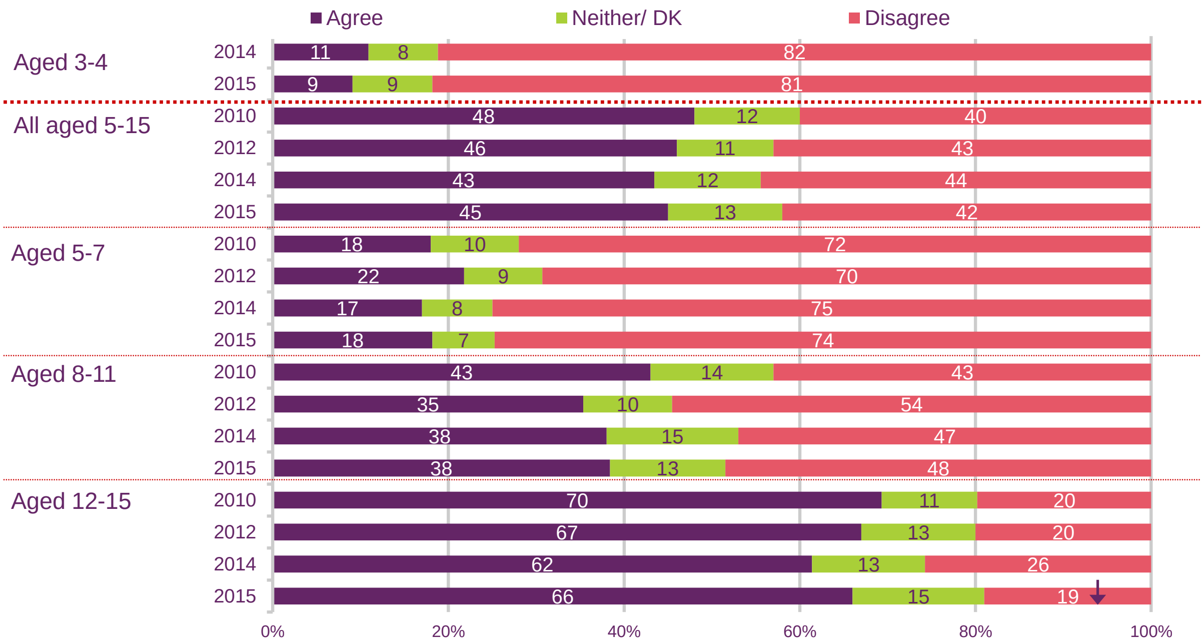
As shown in Figure 92, more than four in ten parents of a child aged 5-15 who goes online (43%) agree with the statement: “My child knows more about the internet than I do”, while a similar proportion (42%) disagree.

As in 2014, agreement increases with each age group of 5-15s, with around one in ten (9%) parents of children aged 3-4 agreeing, compared to one in five parents of a 5-7 year-old (18%), four in ten parents of an 8-11 year-old (38%) and two in three parents of 12-15s (66%).

There is one change compared to 2014: although no more likely to agree, parents of 12-15s are now less likely to disagree (19% vs. 26%), but there is no change in the level of agreement for any age group.

Parents of boys aged 12-15 (71%) are more likely than parents of girls (62%) to agree; a change since 2014 when there was no difference between parents of boys and girls. And as in 2014, compared to the average, parents of children aged 5-15 in DE households are more likely to agree (55% vs. 45%).

Figure 92: Parental agreement - “My child knows more about the internet than I do” among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP48C – 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

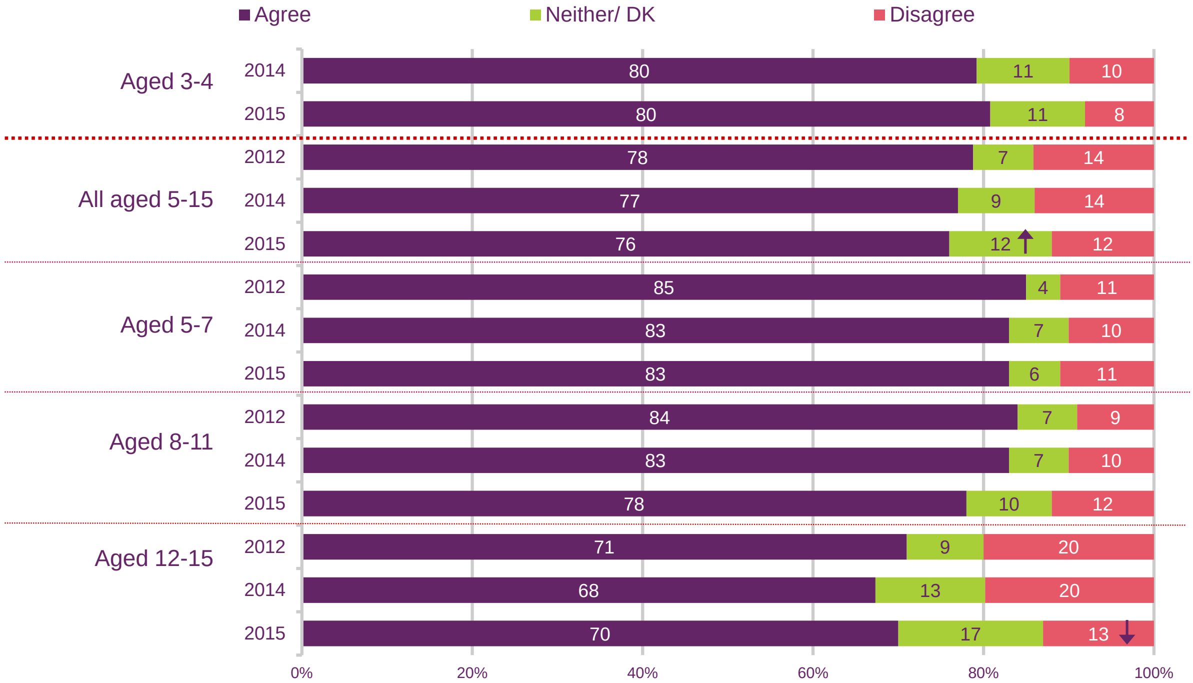
One in eight parents of 12-15s feel they don't know enough to help their child manage online risks

Parents of children aged 3-4 or 5-15 who go online were asked the extent to which they agreed that: "I feel I know enough to help my child to manage online risks". Responses are shown in Figure 93, alongside responses to the 2012 statement: "I feel I know enough to help my child to stay safe when they are online", as given by parents of children in each age group who go online at home.

In 2015, nearly eight in ten parents of 5-15s who go online (76%) agree with the statement. Parents of 3-4s (80%), 5-7s (83%) and 8-11s (78%) are more likely than parents of 12-15s (70%) to agree. Around one in eight (12%) parents of 5-15s disagree (either strongly or slightly) that they know enough to help their child to manage online risks, with no variation by age. Slightly fewer parents of 3-4s disagree (8%).

Parents of 12-15 year old girls are more likely than parents of boys to agree strongly with this statement (40% vs. 30%). Compared to the average, parents of 5-15s in the AB socio-economic group are more likely to agree strongly (55% vs. 45%) while those in DE households are less likely to agree (69% vs. 76%).

Figure 93: Parental agreement - "I feel I know enough to help my child to manage online risks*" among those whose child goes online at home (2012), or elsewhere (2014, 2015), by age



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 2012, 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 home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

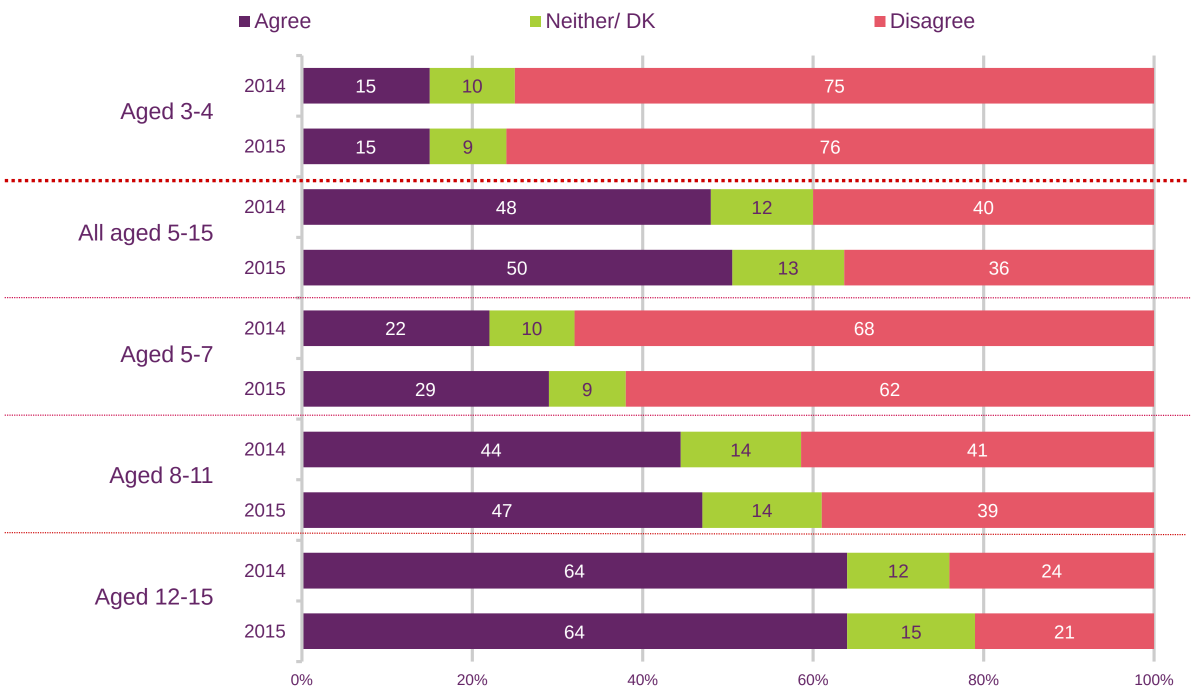
More than six in ten parents of 12-15s have learned about new things online from their child

Since 2014 parents of children aged 3-4 or aged 5-15 who go online were asked the extent to which they agreed that: “My child shows me new things online and I learn from them”.

Figure 94 shows that the proportion agreeing with this statement increases with each age group; from one in seven parents of 3-4s (15%) to more than six in ten parents of 12-15s (64%). Most parents of younger users disagree, whether parents of 3-4s (76%) or 5-7s (62%). There has been no change in the extent of agreement since 2014.

Compared to the average, parents of 5-15s in AB households are more likely to disagree strongly (29% vs. 21%).

Figure 94: Parental agreement - “My child shows me new things online and I learn from them” among those whose child goes online at home or elsewhere, by age: 2014, 2015



QP48D – 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Parental concerns about the internet

A minority of parents say they have concerns about their child's online activities

Figure 95 below summarises – in ranked order - the 12 concerns that parents of 5-15s who use the internet at home or elsewhere were asked about.

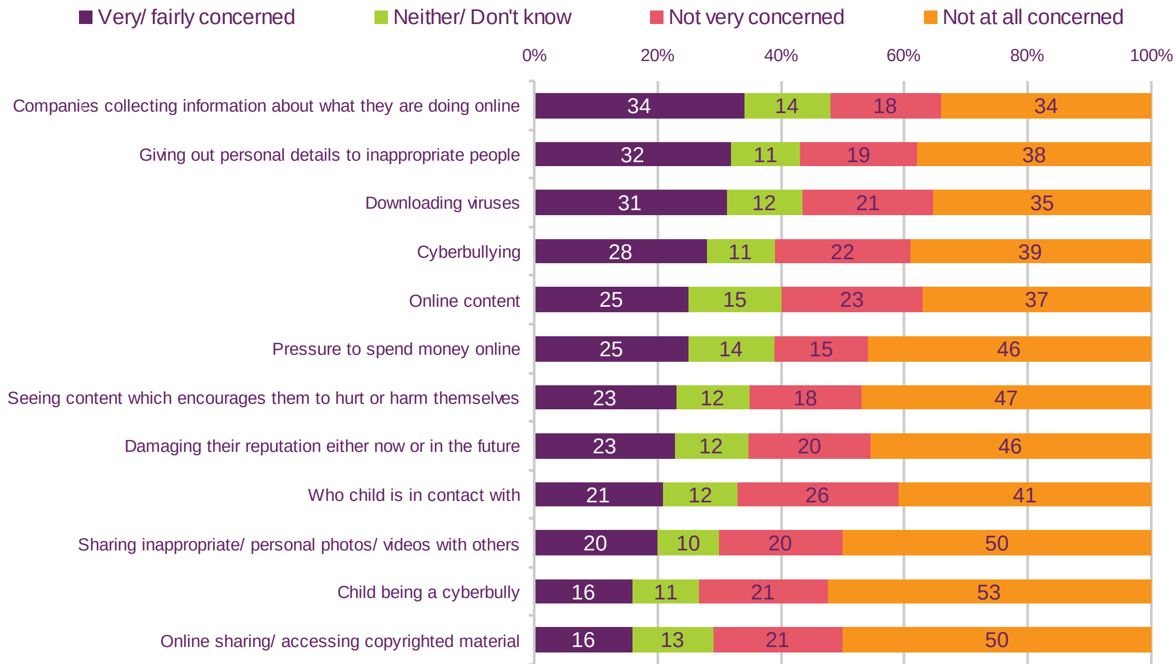
A majority of parents of 5-15s are unconcerned (either not very, or not all concerned) about each of these aspects of their child's internet use.

About three in ten parents of 5-15s are concerned about companies collecting information about what their child is doing online (34%), their child giving out details to inappropriate people (32%), downloading viruses (31%), or cyberbullying (28%). Around a quarter are concerned about the content of the websites their child visits (25%), the pressure on their child to spend money online (25%), their child seeing content online that encourages them to harm themselves (23%), or about their child damaging their reputation (23%). Around one in five parents are concerned about whom their child may be in contact with online (21%) or their child sharing inappropriate or personal photos or videos with others online (20%, and about one in six are concerned about their child potentially being a cyber-bully (16%) or about any illegal online sharing or accessing of copyrighted material (16%).

Subsequent figures in this section show each of these 12 concerns over time, among parents of 3-4s, 5-7s, 8-11s and 12-15s. In summary, since 2014, and where it is possible to make a comparison[70], parents of 5-15s are less likely to be concerned about whom their child is in contact with online (21% vs. 26%) and about their child downloading viruses (31% vs. 36%). For each of the other measures, concerns among parents of 5-15s overall are unchanged, although there may be some increases or decreases in concern by each of the specific age groups.

[70] The following aspects were included in the study in 2015, so no trend data are available: 'companies collecting information about what they are doing online' and 'pressure to spend money online'

Figure 95: Parental concerns about aspects of their child's internet use, 5-15s: 2015



QP51A- M – 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 who go online at home or elsewhere (1169 aged 5-15 in 2015).

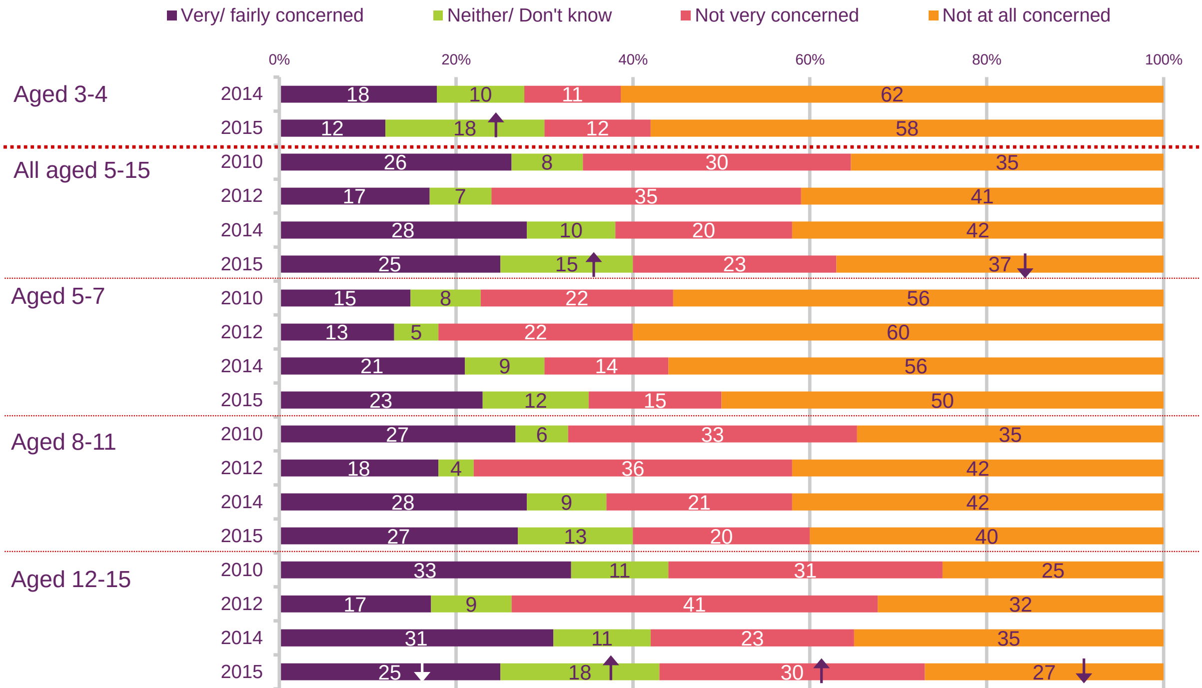
One-quarter of parents of 5-15s (25%) are concerned about the online content their child is exposed to

Parents of children aged 3-4 or 5-15 who go online were asked about the extent of their concerns relating to online content and about whom their children were in contact with online, as shown in Figure 96 and Figure 97.

Figure 96 shows that while one in eight parents of online 3-4s (12%) are concerned about the content of websites their child visits, this doubles, to one in four (25%), for parents of 5-15s. Among parents of 5-15s, concern does not vary by the age of the child. Parents of 12-15s are less likely than in 2014 to say they are either concerned (25% vs. 31%), or not at all concerned (27% vs. 35%), and are more likely to say they are not very concerned (30% vs. 23%). This follows an increase in concern between 2013 (not shown) and 2014 (from 20% to 31%).

Parents of boys aged 5-7 are more likely than parents of girls to be concerned (29% vs. 17%).

Figure 96: Parental concerns about online content, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

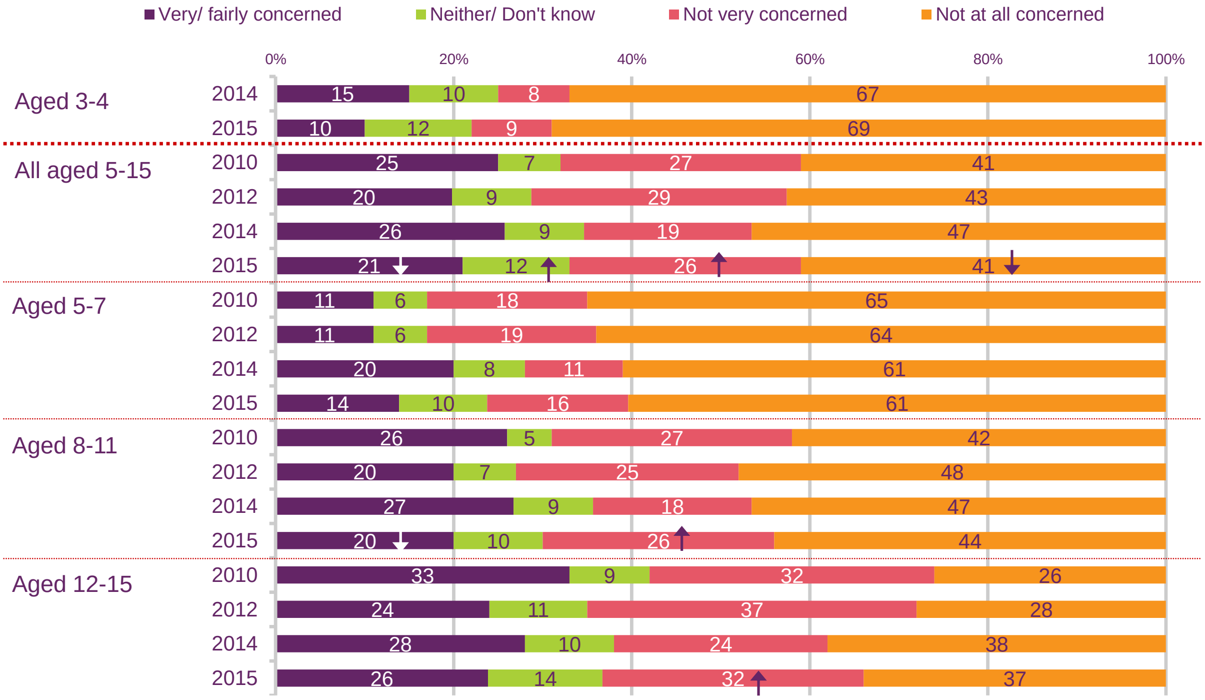
Concern about whom their child is in contact with online tends to increase with the age of the child – a quarter of parents of 12-15s are concerned

One in five parents of 5-15s (21%) are concerned about whom their child is in contact with online. Unlike concerns about content, this concern tends to increase with the age of the child, ranging from 10% of parents of 3-4s to 14% for 5-7s and 26% for 12-15s[71].

As shown in Figure 97, parental concerns about whom the child may be in contact with online have decreased since 2014 for 5-15s (21% vs. 26%), attributable to a decrease among parents of 8-11s (20% vs. 27%). These decreases follow an increase in concern among both these groups of parents between 2013 (not shown) and 2014.

[71] Concern is not significantly higher among 5-7s than 3-4s.

Figure 97: Parental concerns about whom their child may be in contact with online, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP51C – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Who they are in contact with online (prompted responses, single coded).
Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

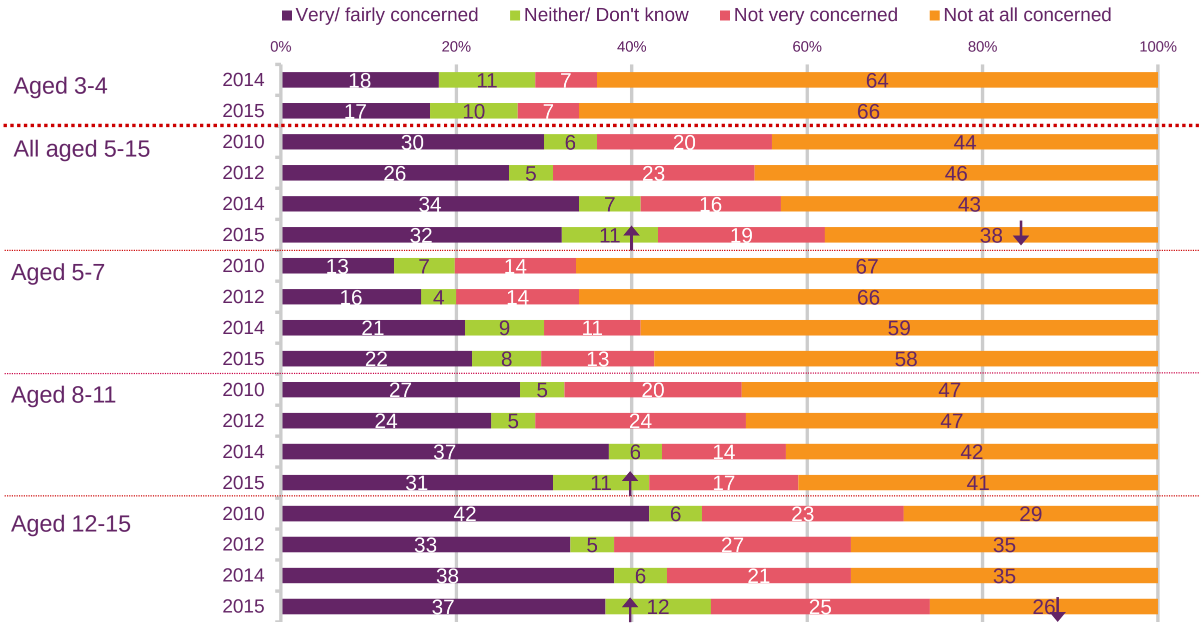
One-third of parents of children aged 5-15 are concerned that their child may be giving out personal details to inappropriate people

Parents of 5-15s who go online were asked how concerned they were about their child giving out personal information online to inappropriate people, as shown in Figure 98.

One in six parents of 3-4s (17%) and a third (32%) of parents of children aged 5-15 are concerned that their child may be giving out personal details to inappropriate people. Concern increases with the age of the child, and parents are no more likely than in 2014 to say they are concerned. Parents of 5-15s are, however, less likely to say they are not at all concerned (38% vs. 43%), attributable to parents of 12-15s (26% vs. 35%).

Parents of boys aged 5-7 are more likely than parents of girls to be concerned (29% vs. 15%).

Figure 98: Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP51F – 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

One-third of parents of 12-15s whose child goes online are concerned about online bullying

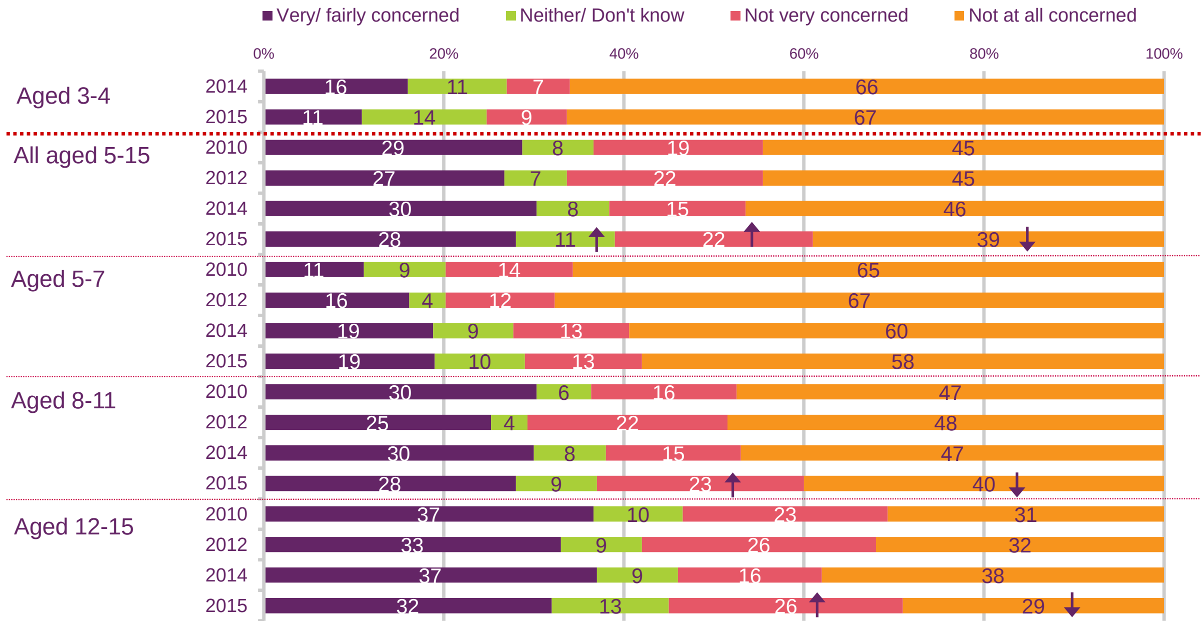
Around three in ten (28%) parents of 5-15s, and one in ten parents of 3-4s (11%), are concerned about their child being bullied online.

As shown in Figure 99, concern about online bullying is more likely among parents of 8-11s (28%) and 12-15s (32%) than among parents of 3-4s (11%) and 5-7s (19%).

Since 2014 there has been no change in the extent of concern among parents of 3-4s. Although parents of 5-15s are no more or less likely to say they are very, or fairly, concerned, they are less likely to say they are not at all concerned (39% vs. 45%); this is attributable to parents of 8-11s (40% vs. 47%) and 12-15s (29% vs. 38%).

Parents of boys aged 5-7 are more likely than parents of girls to be concerned (25% vs. 13%).

Figure 99: Parents' concerns about online bullying, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP51G- 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015.

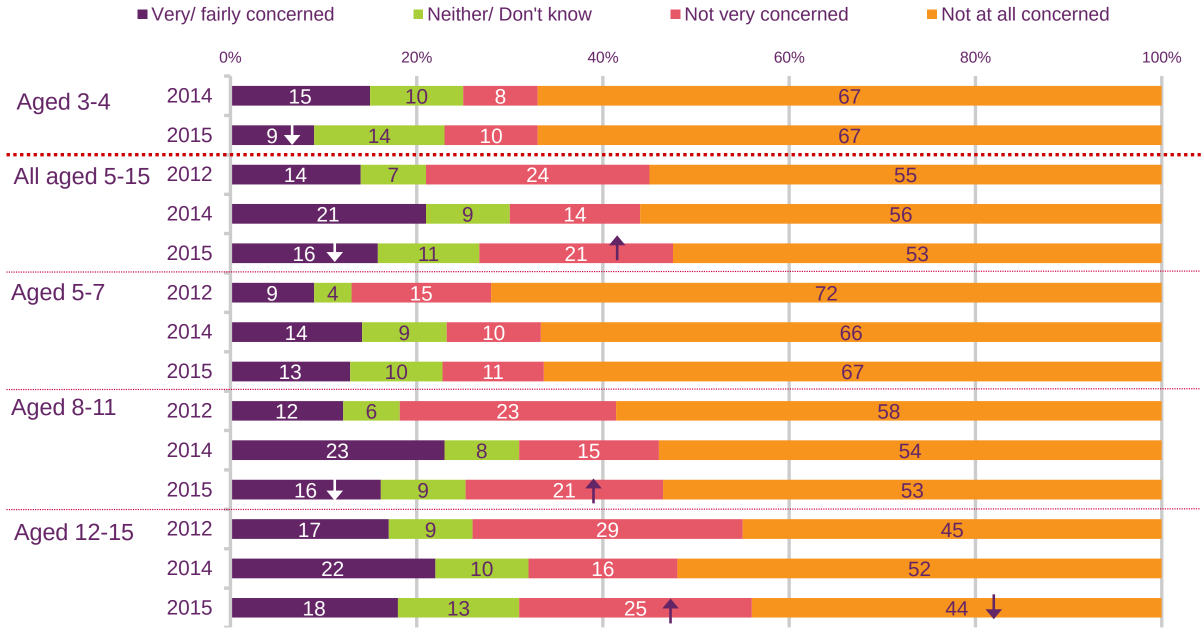
Parents were also asked about the extent to which they are, or are not, concerned about the possibility of their child bullying others online. Figure 100 shows that one in ten (9%) parents of 3-4s say they are concerned, which is lower than among parents of 5-15s (16%). Concern does not vary by the age of the child among parents of 5-15s.

As in 2014, parents of 5-15s are less likely to be concerned about their child bullying others (16%) than about their child being bullied online (28%).

Parents of 3-4s are less likely to be concerned than they were in 2014 (9% vs. 15%). Parents of 5-15s are also less likely to be concerned (16% vs. 21%), and this is attributable to lower levels of concern among parents of 8-11s (16% vs. 23%). However, both of these decreases in concern follow increases between 2013 (not shown) and 2014, so in effect, levels are returning to those seen in 2013.

Parents of boys aged 5-7 are more likely than parents of girls to be concerned (17% vs. 8%). Compared to the average, parents of 5-15s in AB households are more likely to say they are not at all concerned (63% vs. 53%).

Figure 100: Parents' concerns about their child bullying others online, among those whose child goes online at home (2012) or elsewhere (2014, 2015), by age



QP51H- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The possibility of them bullying others online or making negative comments about other people online (prompted responses, single coded).
Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Twice as many parents of 5-15s are concerned about their child downloading viruses than about their accessing copyrighted material

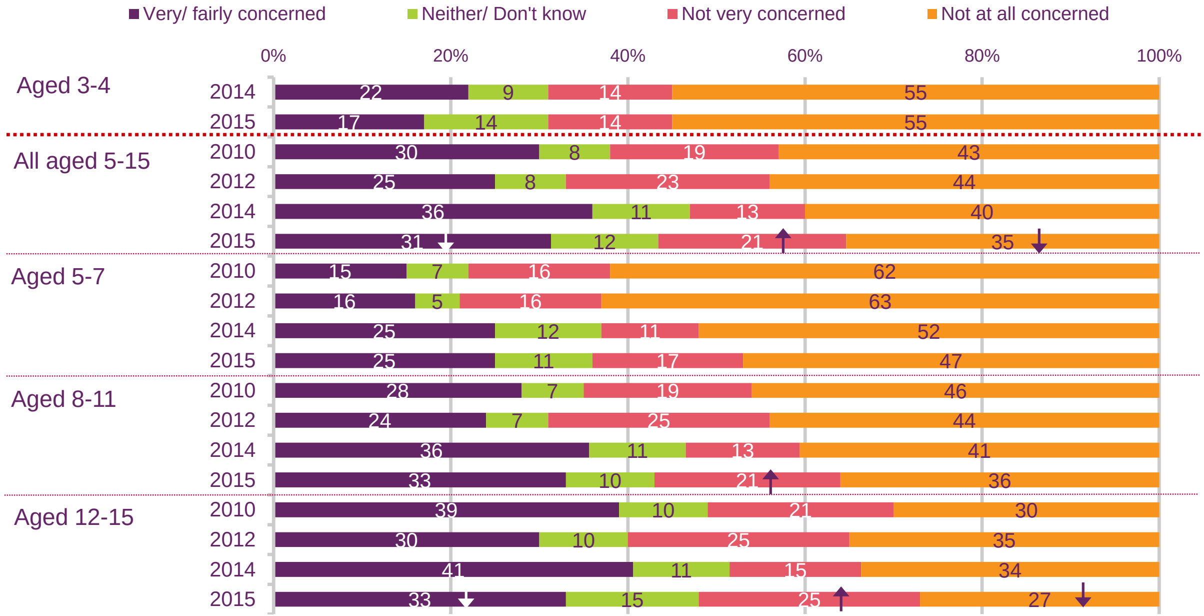
Parents of 3-4s and 5-15s who use the internet at home or elsewhere were asked how concerned they were about their child downloading viruses or other harmful software as a result of their online activity. They were also asked how concerned they were about their child participating in any illegal online sharing, or accessing copyrighted material.[72] Findings are shown in Figure 101 and Figure 102.

Around three in ten parents of 5-15s (31%) are concerned about their child downloading viruses or other harmful software as a result of their online activity. Concern is more likely among parents of 8-11s (33%) and 12-15s (33%) than among parents of 3-4s (17%) and 5-7s (25%).

Parents of 5-15s who go online are less likely than in 2014 to say they are concerned about their child downloading viruses (31% vs. 36%); this is due to a decrease among parents of 12-15s (33% vs. 41%). For 12-15s in particular, concerns are now similar to those seen in 2012 (30%). Parents of boys aged 8-11 are more likely than parents of girls to say they are concerned (39% vs. 28%).

[72] In 2010 and 2012 this question asked about any illegal downloading/ downloading of copyrighted material.

Figure 101: Parents' concerns about their child downloading viruses, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP51E - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (prompted responses, single-coded)* Wording amended to include apps in 2015.
Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

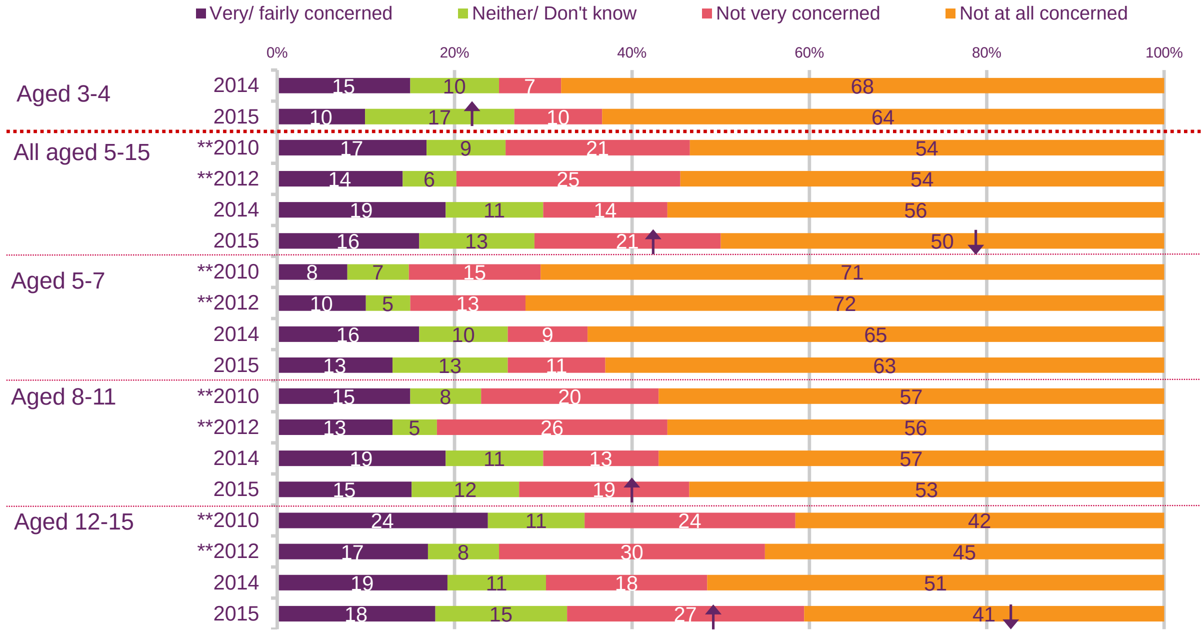
In 2015, one in ten (10%) parents of 3-4s were concerned about their child illegally sharing or accessing copyrighted material, as were one in six (16%) parents of 5-15s, with no difference for any age group within the 5-15s.

As with most of the other areas of parental concern that we asked about, a majority of parents in each age group say they are not concerned about this activity.

Parents are no more or less likely than in 2014 to say they are very, or fairly concerned about this aspect of their child's internet use. Parents of 5-15s are, however, less likely to say they are not at all concerned (50% vs. 56%), driven by parents of 12-15s (41% vs. 51%).

Parents of girls aged 12-15 are more likely than parents of boys to say they are not concerned (72% vs. 63%).

Figure 102: Parents' concerns about their child and online sharing/ accessing copyrighted material, among those whose child goes online at home (2010, 2012) or elsewhere (2014, 2015), by age



QP51D– Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Any illegal online sharing or accessing of copyrighted material **NB In 2010 and 2012 this question asked about any illegal downloading or downloading of copyrighted material (prompted responses, single coded).
Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

A quarter of parents of 12-15s are concerned about their child sharing inappropriate or personal photos or videos online

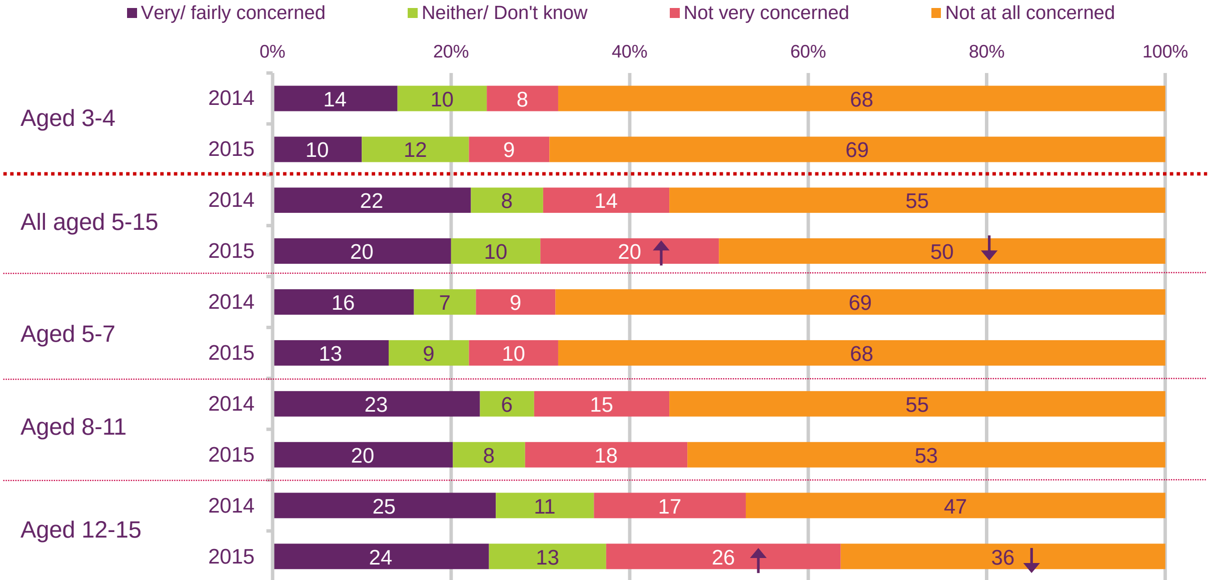
Twice as many parents of 5-15s (20%) as parents of 3-4s who go online (10%) are concerned about their child sharing inappropriate or personal photos or videos with others, as shown in Figure 103.

Levels of concern are broadly similar for the two younger age groups (10% for 3-4s and 13% for 5-7s) and the two older age groups (20% for 8-11s and 24% for 12-15s), and most parents are not concerned about this aspect of their child's online activity.

Parents of 3-4s, 5-7s, 8-11s and 12-15s are no more or less likely than in 2014 to say they are very, or fairly concerned about this aspect of their child's internet use. Parents of 12-15s are less likely to say they are not at all concerned (36% vs. 47%).

Parents of girls aged 12-15 are more likely than parents of boys to say they are very concerned (13% vs. 7%).

Figure 103: Parents' concerns about their child sharing inappropriate or personal photos or videos with others, by age: 2014, 2015



QP51I - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Sharing of inappropriate or personal photos/ videos with others (prompted responses, single coded). Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

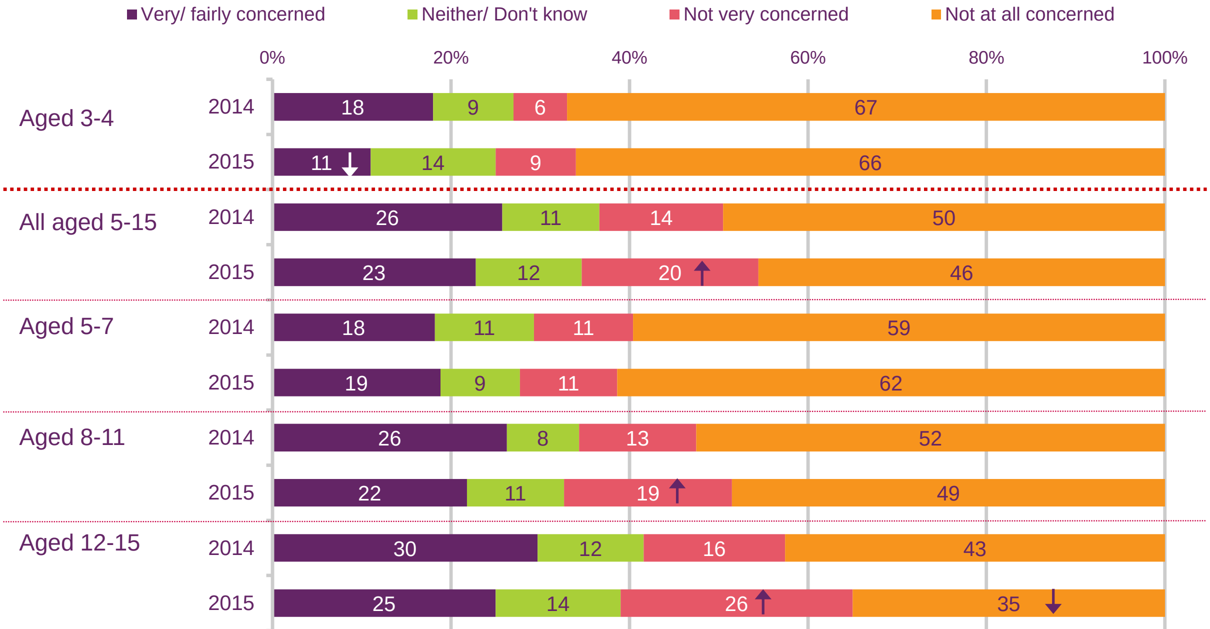
A quarter of parents of 5-15s are concerned about their child damaging their reputation as a result of their online activities

One-quarter (23%) of parents of 5-15s who go online are concerned about their child damaging their reputation either now or in the future as a result of their online activities, as shown in Figure 104.

Concern is lower among parents of 3-4s (11%) than among parents of 5-15s (23%) and concern does not vary among parents of 5-7s (19%), 8-11s (22%) or 12-15s (25%).

Since 2014, parents of 3-4s are less likely to be concerned (11% vs. 18%), while parents of 12-15s are less likely to be not at all concerned (35% vs. 43%).

Figure 104: Parents' concerns about their child damaging their reputation, by age: 2014, 2015



QP51J - 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

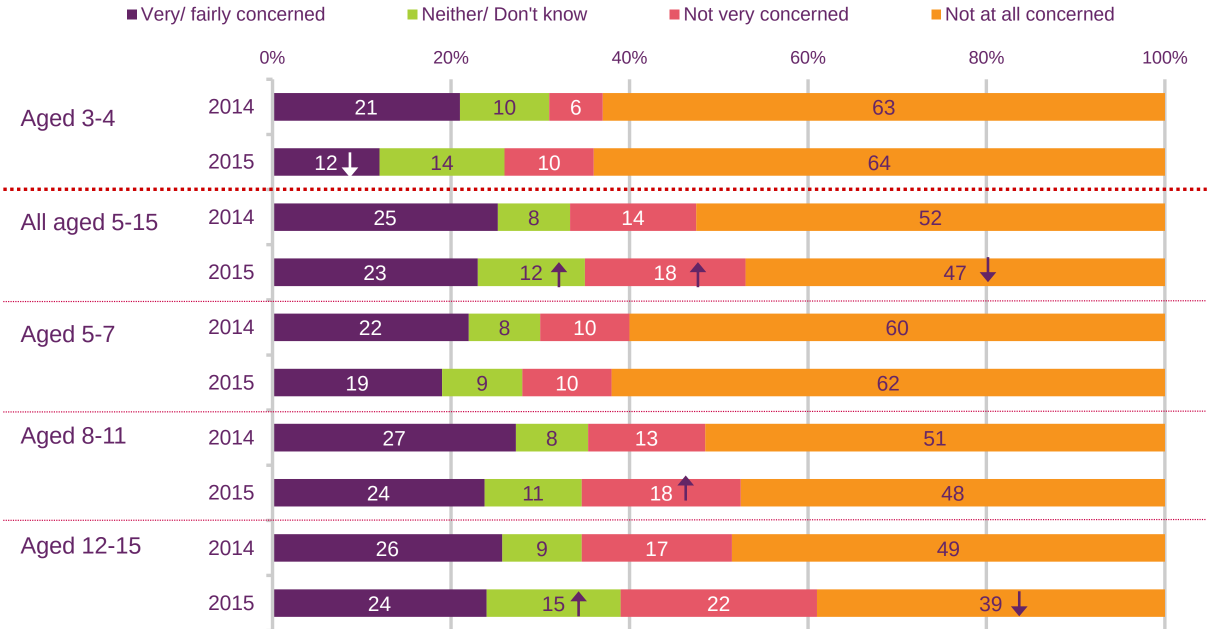
One in four parents of 5-15s are concerned about their child seeing content which encourages them to harm themselves

One in eight parents of 3-4s (12%) and twice as many parents of 5-15s who go online (23%) are concerned about their child seeing content which encourages them to harm themselves, as shown in Figure 105.

Concern is at a similar level for 5-7s (19%), 8-11s (24%) and 12-15s (24%). Since 2014, parents of 3-4s are less likely to say they are concerned (12% vs. 21%). Concern among parents of 5-15s is unchanged since 2014 (23% vs. 25%), although parents of 12-15s are less likely to say they are not at all concerned (39% vs. 49%).

Parents of girls aged 12-15 are more likely than parents of boys to say they are concerned (28% vs. 20%).

Figure 105: Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2014, 2015



QP51K - 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

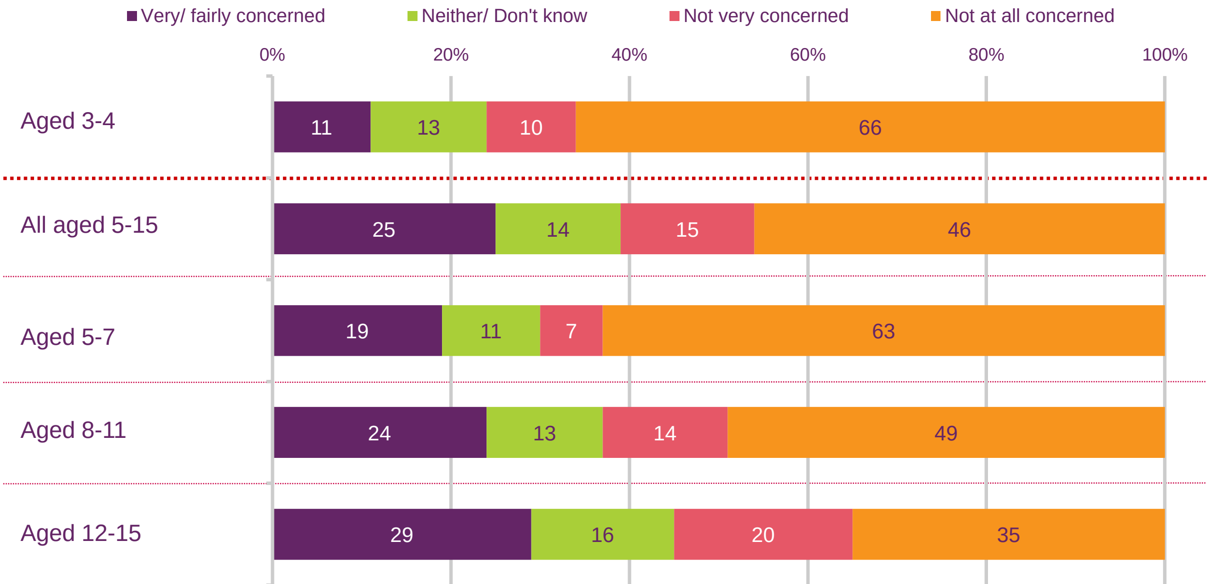
Parents of boys aged 5-15 are more likely than parents of girls to be concerned about their child being under pressure to spend money online

Two new questions were added in 2015. Parents of children aged 3-4 and 5-15 who go online were asked about the extent of any concern regarding their child being under pressure to spend money online, or about companies collecting information about what their child is doing online (e.g. what they have been looking at online/ sites they have visited, etc.). Results are shown in Figure 106 and Figure 107.

A quarter (25%) of parents of 5-15s are concerned about their child being under pressure to spend money online. Concern is higher among parents of 12-15s (29%) and lower for parents of 3-4s (11%) and 5-7s (19%).

Parents of boys aged 5-15 are more likely than parents of girls to say they are concerned (28% vs. 22%).

Figure 106: Parents' concerns about their child being under pressure to spend money online, by age: 2015

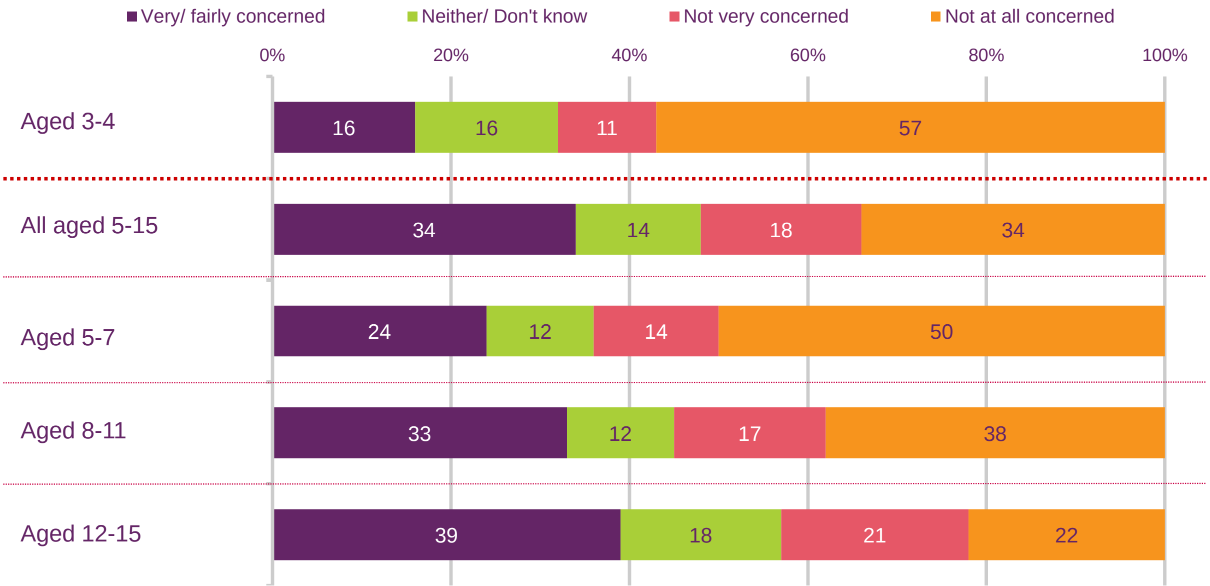


QP51L - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The pressure on them to spend money online.
Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Four in ten parents of 12-15s are concerned about companies collecting information about what their child is doing online

Twice as many parents of 5-15s (34%) as parents of 3-4s (16%) are concerned about companies collecting information about what their child is doing online. Levels of concern are lower for the two younger age groups (16% for 3-4s, 24% for 5-7s) and higher for the two older age groups (33% for 8-11s, 39% for 12-15s).

Figure 107: Parents' concerns about companies collecting information about what their child is doing online, by age: 2015



QP51M - 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 at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.

Parental concerns about mobile phones

A minority of parents express concerns about their child's mobile phone use

Parents of 3-15s[73] whose child has their own mobile phone were asked their concerns about their child's mobile phone use. For those parents whose child has a smartphone or other type of internet-enabled mobile phone, the online concerns covered in the preceding section were also relevant. There are, however, specific concerns relating to the portable and personal nature of their child's mobile phone. These concerns relate to:

- whom their child is in contact with via their mobile phone;
- their child being bullied via calls/ texts/ emails to their phone;
- the possibility of their child bullying others or making negative comments using their mobile;
- how much money is spent by the child on their mobile phone; and

[73] Too few 3-4s or 5-7s have a mobile phone to include their results in this section

- use of location-based services that share their child's location with other people (asked of those whose child has a smartphone).

In summary, a minority of parents of 8-11s and 12-15s say they have concerns about these aspects of their child's mobile phone use. Concern does not vary by the age of the child.

Subsequent figures in this section show the trends for each of these five concerns over time among parents of 8-11s and 12-15s. In summary, since 2014, and where it is possible to make a comparison[74], concerns are mostly unchanged. The exception is that parents of 8-11s are less likely to say they are concerned about their child bullying others or making negative comments about other people via their mobile (12% vs. 25%).

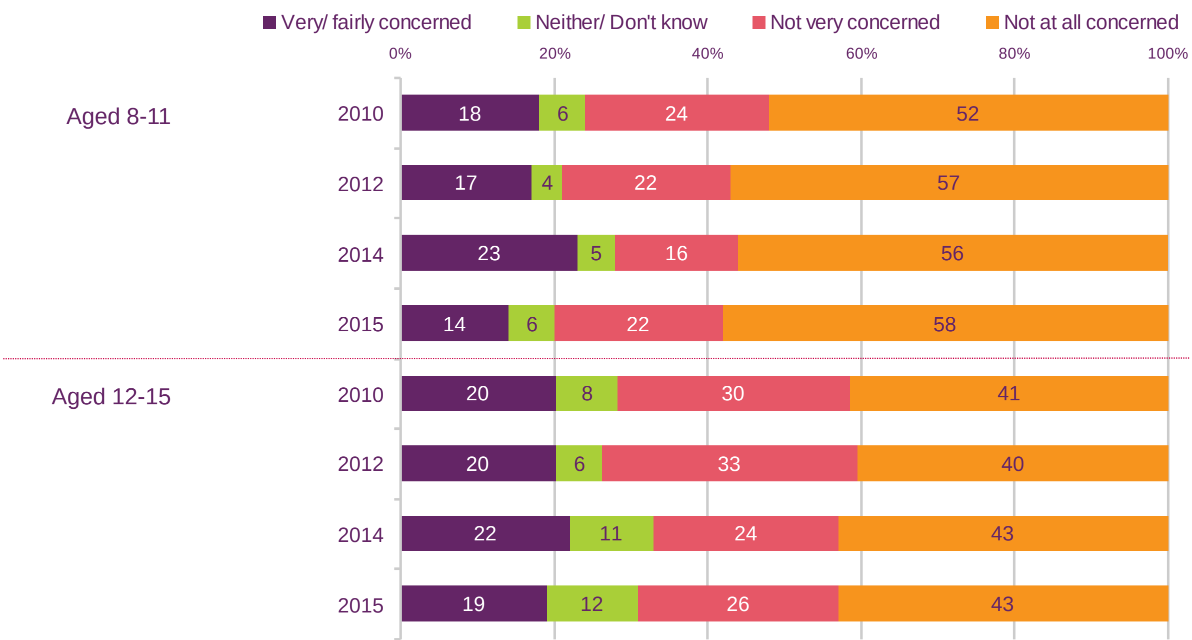
Around one in six parents of 8-15s are concerned about whom their child is in contact with on their mobile phone

Figure 108 shows responses from parents of 8-11s and 12-15s regarding concerns about whom their child may be in contact with via their mobile phone.

A similar proportion of parents of 8-11s (14%) and 12-15s (19%) are concerned about this. Parents of 8-11s (58%) are, however, more likely than parents of 12-15s (43%) to say they are not at all concerned. Since 2014 there has been no change in these measures, for either 8-11s or 12-15s.

Compared to the average, parents of 5-15s in AB households are less likely to say they are concerned (9% vs. 17%).

Figure 108: Parents' concerns about whom their child is in contact with via their mobile, by age: 2010, 2012, 2014 and 2015



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 (156 aged 8-11 , 372 aged 12-15 in 2015).
Significance testing shows any difference between 2014 and 2015

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[74] Parental concern about how much money is spent on their mobile phone has only been included this year so no trend data are available

More than one in five parents of 8-11s and 12-15s say they are concerned about their child being bullied through their mobile phone

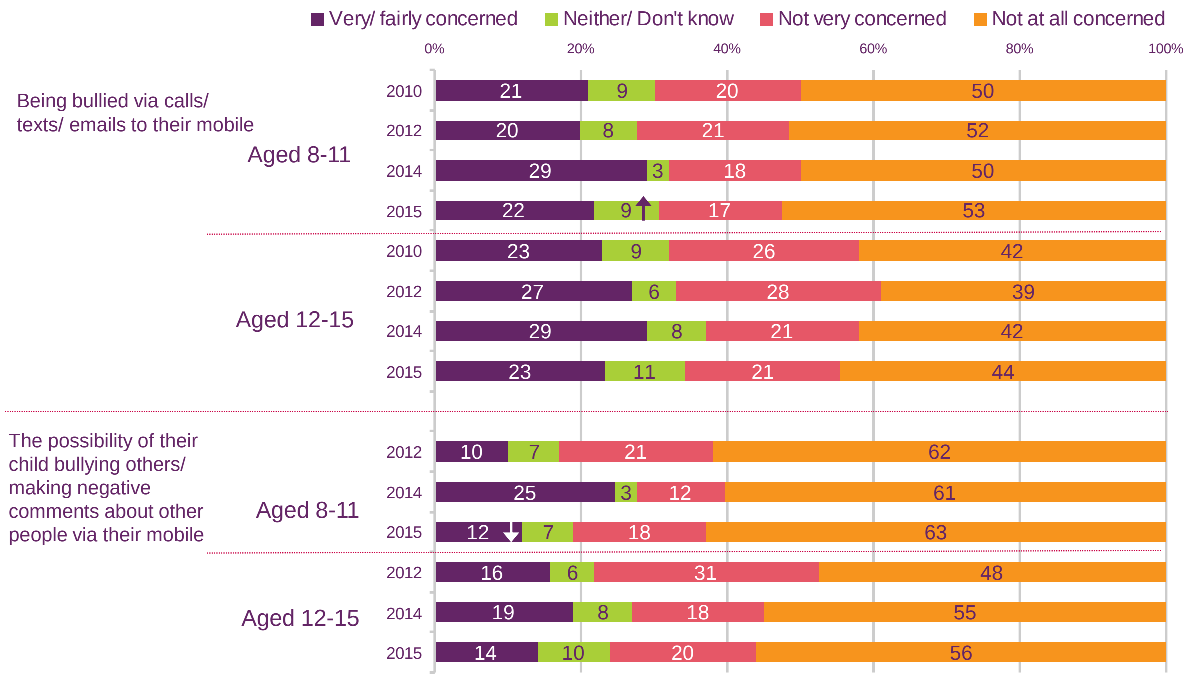
Parents of children aged 5-15 with their own mobile phone were asked about the extent of their concern about their child being bullied via calls/ texts/ emails to their mobile phone, and the possibility of their child bullying others or making negative comments about other people via their mobile phone. Responses are shown in Figure 109.

More than one in five parents of 8-11s (22%) and 12-15s (23%) say they are concerned about their child being bullied through their mobile phone. Parents of girls aged 5-15 are more likely than parents of boys to be concerned (26% vs. 18%).

Around one in eight parents of a child aged 8-11 (12%) and 12-15 (14%) say they are concerned about their child bullying others through their mobile phone. Parents of girls aged 12-15 are more likely than parents of boys to be concerned (18% vs. 10%).

Parents of 8-11s are less likely than they were in 2014 to be concerned about the possibility of their child bullying others through their mobile phone (12% vs. 25%). This does, however, follow a corresponding increase of 13 percentage points between 2013 (not shown) and 2014.

Figure 109: Parents' concerns about their child being bullied via calls/ texts/ emails to the child's mobile phone, and the possibility of their child bullying others/ making negative comments about other people via their mobile phone, by age: 2010, 2012, 2014 and 2015



QP60E-F – 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/ The possibility of them bullying others or making negative comments about other people via their mobile phone (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (156 aged 8-11 , 372 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

One in seven parents of 8-15s are concerned about the money spent on their child's mobile phone

Around one in seven parents whose child owns a mobile phone are concerned about the money spent on their child's mobile phone, as shown in Figure 110 (13% for 8-11s and 15% for 12-15s). This was a new question added to the study in 2015, so it is not possible to comment on any trend over time.

There are no differences by gender within age group, or by household socio-economic group.

Figure 110: Parents' concerns about money spent by their child on their mobile phone, by age: 2015

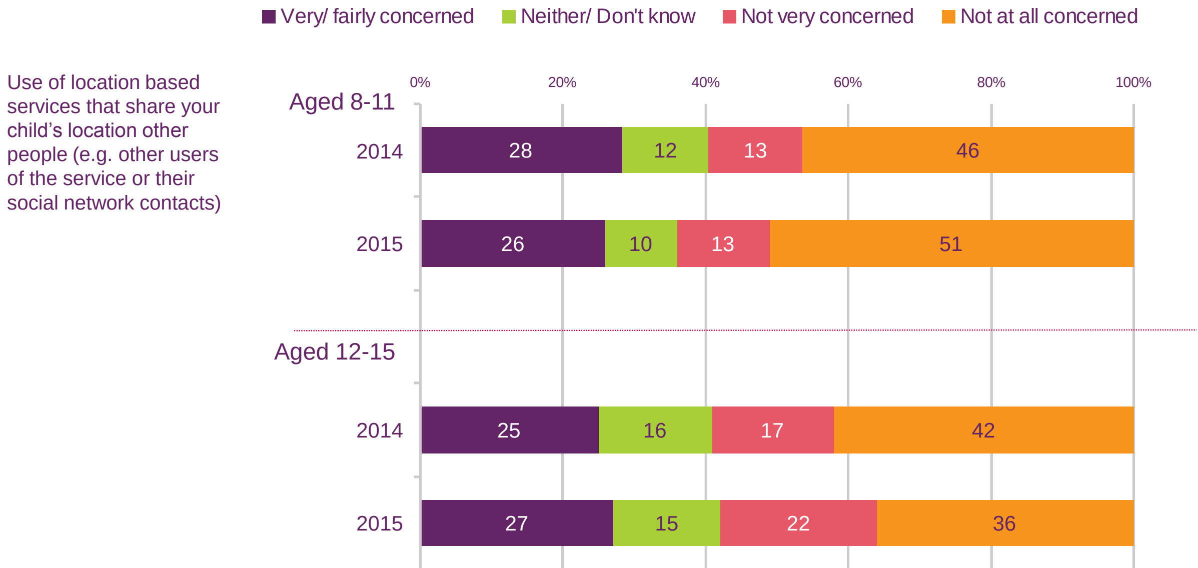
QP60C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - How much money is spent on their mobile phone (prompted responses, single coded).
Base: Parents of children whose child has their own mobile phone (156 aged 8-11, 372 aged 12-15 in 2015).

A quarter of parents of 8-15s whose child has a smartphone are concerned about their child's use of location-based services

Parents of children aged 8-11 and 12-15, whose child has a smartphone, were asked about the extent to which they were concerned about their child's use of location-based services that share their child's location with other people (e.g. other users of the service or their social network contacts), as shown in Figure 111.

As with other concerns regarding mobile phones, a majority of parents whose child has a smartphone are unconcerned about their child's use of location-based services, with parents of 8-11s (26%) as likely to be concerned as parents of 12-15s (27%). There has been no change in the extent of concern since 2014.

Figure 111: Parents' concerns about their child sharing their location with other people, among smartphone users aged 8-11 and 12-15: 2014 and 2015



QP60D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts (prompted responses, single coded).
Base: Parents of children whose child has their own smartphone (106 aged 8-11, 325 aged 12-15 in 2015).

Parental concerns about gaming

A minority of parents express concerns relating to their child's game playing

Parents whose child plays games on any type of device were asked about seven concerns relating to their child's gaming. Some of the online concerns outlined earlier may also apply here, given the online nature of some types of gaming. This section therefore tends to focus on those concerns that are likely to be more generally related to gaming:

- the content of the games the child is playing;
- the pressure on their child to make in-game purchases, e.g. for additional points or tokens, levels, game upgrades or add-ons;
- how much money they spend on games or gaming or in-app purchases;
- the possibility of their being bullied by other players;
- the possibility of their picking up bad language or other behaviour from other players;
- the amount of advertising in games; and
- with whom they are playing (asked of those whose child plays online games).

In summary, a minority of parents of 3-4s and 5-15s say they have concerns about these aspects of their child's gaming.

Where possible, subsequent figures in this section show the trend over time for each of these five concerns among parents of 3-4s, 5-7s, 8-11s and 12-15s.

Since 2014, and where it is possible to make a comparison[75], parents of 3-4s and 5-15s are less likely to be concerned about the possibility of their child being bullied by other players or about their picking up bad language or other behaviour from other players. Parents of 3-4s

[75] Questions on parental concern about the amount of advertising in games, the pressure to make in-game purchases and how much money is spent on games/ gaming/ in-app purchases were only introduced in 2015, so no trend data are available.

are also less likely to be concerned about gaming content, while parents of 5-15s whose child plays games online are also less likely to be concerned about whom their child is playing games with.

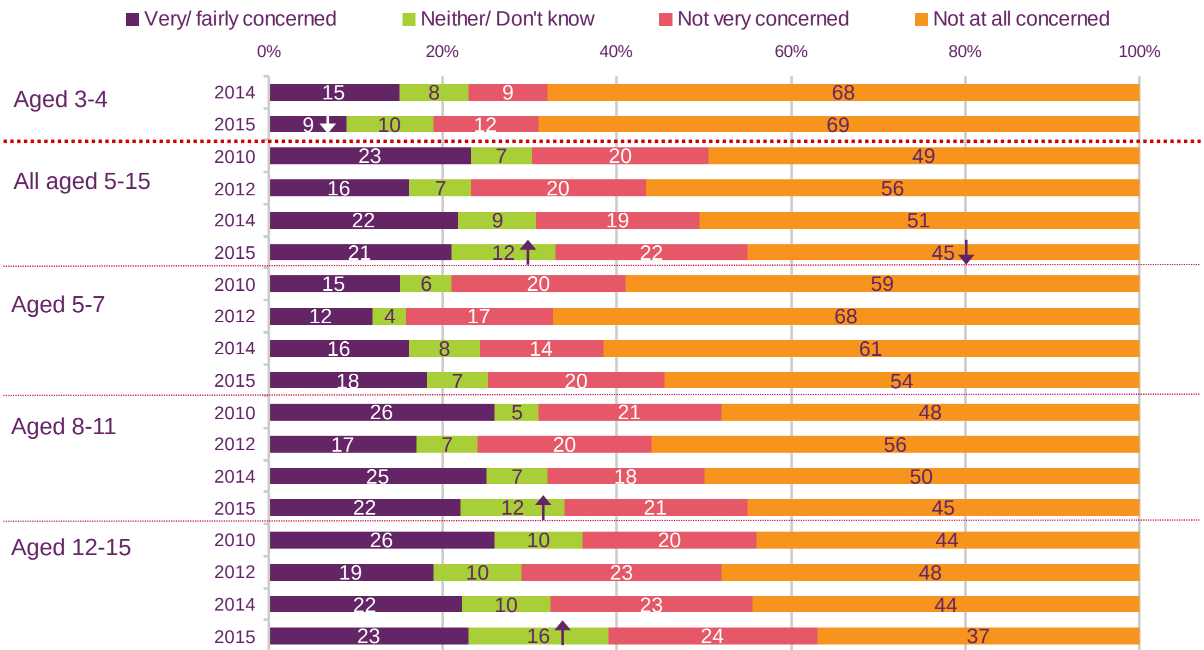
Parents of boys aged 5-15 are more likely than parents of girls to be concerned about the content of the games their child plays

As discussed earlier and shown in Figure 82 to Figure 85, parents of children aged 3-4 and aged 5-15 who ever play games through a gaming device were asked how concerned they were about the content of the games that their child played. In addition to showing responses (Figure 112) among parents of 3-4s and 5-15s, responses are also broken out among parents of 5-7s, 8-11s and 12-15s.

A majority of parents of children in each age group say they are not concerned about the content of the games that their child plays. Parents of 3-4s (9%) are less likely to be concerned than parents of 5-7s (18%), 8-11s, (22%) or 12-15s (23%). Parents of boys aged 5-15 (26%) are more likely to be concerned than parents of girls (16%); this difference is attributable to parents of older children (26% boys vs. 16% girls for 8-11s, and 27% boys vs. 16% girls for 12-15s).

As discussed at Figure 84, compared to 2014, parents of 3-4s are less likely to be concerned about gaming content (9% vs. 15%), although this decrease follows an increase in concern between 2013 (not shown) and 2014 (from 5% to 15%).

Figure 112: Parents' concerns about gaming content among those whose child plays games at home (2010, 2012) or elsewhere (2014, 2015), by age



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 of children whose child ever plays games at home or elsewhere (365 aged 3-4, 1108 aged 5-15, 306 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015.

Section 9

Parental mediation

This chapter provides an overview of how parents are mediating their children's access and use of media, with a particular focus on their use of the internet.

It examines in detail four approaches to online mediation: regularly talking to children about managing online risks, rules about children's online activities, supervision when online, and awareness and use of technical tools.

This chapter also explores how parents and children learn about online mediation and managing online risks, and looks at parental controls and rules for mobile phones, gaming and television services.

Key findings

- Parents use a combination of approaches to mediate their child's access and use of online content and services, including: regularly[76] talking to their children about managing online risks, using technical tools, supervising their child, and using rules or restrictions. Close to four in ten parents of 5-15s whose child ever goes online use all four types of approach (38%), but this is less likely among parents of 3-4s (18%). The majority of parents of 3-4s (96%) and 5-15s (94%) use at least one of these approaches. Four per cent of parents of 3-4s, and 6% of parents of 5-15s do not mediate their child's internet use in any of these ways, rising to 12% for parents of 12-15s.
- At an overall level, 89% of parents of 3-4s and 83% of parents of 5-15s who have home broadband and whose child goes online are aware of any of eight particular technical tools of interest, and over half (56% for 3-4s and 57% for 5-15s) use any of them.
- Three in four parents of 3-4s (76%) and two thirds of parents of 5-15s (69%), with home broadband and whose child goes online are aware of content filters (either home network-level filters provided by ISPs or parental control software set up on a particular device used to go online (e.g. Net Nanny, MacAfee Family protection) and around one-third (34% for 3-4s and 36% for 5-15s) use them. Four in ten parents who use either type of content filter say they update or review the settings to meet the changing needs of their household.
- Looking specifically at ISP content filters, 65% of parents of 3-4s and 57% of parents of 5-15s with home broadband and whose child goes online are aware of ISP content filters, and a quarter (25% for 3-4s and 26% for 5-15s) use them. Awareness (57% vs. 50%) and use (26% vs. 21%) have increased among parents of 5-15s since 2014, with both measures unchanged among parents of 3-4s. Among those parents of 5-15s who do use them, almost all think that they are useful (97%) and about three-quarters think that they block the right amount of content (77%). Parents of 5-15s are more likely than in 2014 to say they are useful (97% vs. 93%).
- A quarter (26%) of the parents of 5-15s who use network level filters say they think their child would be able to unset, bypass or over-ride them. Around one in five parents of 5-15s who use each of the other technical tools feel their child is able to bypass them. All these measures are unchanged since 2014.

[76] In this context 'regularly' is defined as at least every few months

- Four in ten parents of 3-4s (42%) and 5-15s (41%), whose child uses a smartphone or tablet, are aware of any of the three tools we asked about for restricting app installation or use. Eighteen per cent of parents of 3-4s and 5-15s use any of these three tools.
- Looking at these tools individually, around three in ten parents are aware of them and one in eight use them. Awareness has increased since 2014 for all three measures among parents of 5-15s, and for changing the settings to prevent apps being downloaded and to prevent in-app purchases, among parents of 3-4s. Use has increased for changing the settings to prevent in-app purchases, among parents of 3-4s and 5-15s, and for parental control software to restrict app installation or use for parents of 5-15s.
- Among parents whose child has a mobile phone that can be used to go online, 50% of parents of 8-11s and 34% of parents of 12-15s say their child’s phone has a bar on adult content in place. Both these measures are unchanged since 2014.
- Around half of parents of 5-15s with home broadband whose child goes online, and who do not use any particular technical tools, say that this is because they talk to their child and use other types of supervision; around four in ten say it is because they trust their child.
- Three in ten parents of 3-4s (30%) and 82% of parents of 5-15s who go online have ever talked to their child about managing various types of online risk, with this likelihood increasing with age. Parents of 5-7s (64% vs. 54%) and 8-11s (88% vs. 81%) are more likely than in 2014 to say they have done this. Two in three parents of 5-15s (65%) say they talk to their child at least every few months, an increase since 2014 (58%).
- Parents of 3-4s (69% vs. 58%), 5-7s (87% vs. 68%) and 8-11s (88% vs. 76%) are more likely than in 2014 to say they have rules regarding their child’s online activities.
- More than nine in ten parents of 3-4s (95%) and 84% of parents of online 5-15s supervise their child when online in any of the four ways we asked about. The likelihood of their using any of these means of online supervision decreases with the age of the child.
- More than half of parents of 3-4s (58%) and 75% of parents of online 5-15s say they have looked for, or received, information or advice about how to help their child manage online risks. This is now more likely than in 2014 (48% for 3-4s and 70% for 5-15s). Parents of 8-11s (43% vs. 34%) and 12-15s (41% vs. 31%) in particular are now more likely than in 2014 to say that they have heard about tools from friends or relatives.
- Children aged 3-4 (48% vs. 36%) and 5-7 (60% vs. 50%) in households with a television are now more likely than in 2014 to have parental controls set on the television service.
- Rules about gaming are more likely to be in place for 3-4s (89%), 5-7s (94%) and 8-11s (91%) than for 12-15s (74%). One-third of parents of 3-4s (32%), and 27% of parents of 5-15s who play games on a games console connected to a television or on a handheld gaming device, have controls in place.

An overview of parental mediation strategies

There are a range of approaches that parents can take to manage their child's access to and use of online content and services. One approach is to use technical tools or controls that can restrict access to online content, but alternatives, such as the use of rules and restrictions, talking to children about online risks, and supervision, all have a role to play.

This initial section looks at the interplay of these potential mediation strategies, to better understand the extent to which parents use a range of techniques for helping their child navigate the online landscape. In addition to establishing the extent to which they use a combination of mediation strategies, we look at each strategy in turn. We have grouped these approaches into four categories:

- technical tools[77] including content filters[78], PIN/ passwords, safe search and other forms of technical mediation;
- regularly[79] talking to their child about managing online risks;
- rules or restrictions around online access and use;[80] and
- supervision when online.

Over nine in ten parents of 3-4s and 5-15s mediate their child's use of the internet in some way

Figure 113 shows the relationship between the four types of mediation that parents might use to regulate their child's use of the internet[81.]

The majority of parents whose child goes online at home or elsewhere (96% of parents of 3-4s and 94% of parents of 5-15s) use at least one of the approaches that we asked about, and one in five parents of 3-4s (18%) and two in five parents of 12-15s (38%) use all four.

Parents of 8-11s and 12-15s who go online are most likely to say they use all four types of mediation (44% and 33% respectively), as opposed to any of the other options (Figure 113), while parents of 3-4s are less likely (18%). Parents of 5-7s are as likely to use all four approaches (35%) as they are to use a combination of three types of mediation (33%) while parents of 3-4s are most likely to say they use a combination of two (32%) or three (30%) approaches. Three in ten parents of 5-15s rely on a combination of three of the four mediation strategies (31%) with fewer relying on any two of the four (17%).

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77 'Technical tools' in this instance refers to the following eight types of tools or controls, which were selected as they are non-device-specific tools which might be used by parents whose children go online: content filters provided by the broadband internet service provider, content filters in the form of parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS etc), parental controls built into the device by the manufacturer (e.g. Windows, Apple, Xbox, PlayStation etc), PIN/password required to enter websites unless already approved, safe search enabled on search engine websites, YouTube safety mode enabled to filter inappropriate content, time-limiting software and anti-spam/antivirus software.

78 Content filters include ISP home network-level filters and parental control software such as McAfee and Net Nanny.

79 In this instance 'regularly' is defined as talking to the child at least every few months.

80 The rules included here relate to any of the eleven rules about specific online services and content, as shown in Figure 135.

81 Subsequent sections in this chapter of the report look at each of these forms of mediation in more detail.

Compared to parents of 5-15s, parents of 3-4s are more likely to use parental supervision (95% vs. 84%), but are less likely to use any of the rules about online use (69% vs. 81%) or to talk to their child at least every few months about managing online risks (25% vs. 65%).

Four per cent of parents of 3-4s and 6% of parents of 5-15s do not use any of the four approaches. The likelihood of not using any of these elements increases with the age of the child from 5 to 15, ranging from 0% for 5-7s to 3% for 8-11s and 12% for 12-15s[82].

About half of parents of 3-4s or 5-15s whose child goes online use any of the eight types of technical tools that we asked about (54% for 3-4s and 56% for 5-15s), although few parents rely on technical mediation alone (1% for parents of 3-4s and parents of 5-15s).

Nearly all parents of online 3-4s (95%) and 84% of parents of 5-15s say they supervise their child when online. One in seven parents of 3-4s (15%) and fewer parents of 5-15s (4%) say they rely solely on parental supervision.

One in four parents of online 3-4s (25%) and 65% of parents of 5-15s say they talk to their child at least every few months about managing online risks. No parents of 3-4s and only 1% of parents of 5-15s *only* talk to their child at least every few months about managing online risks.

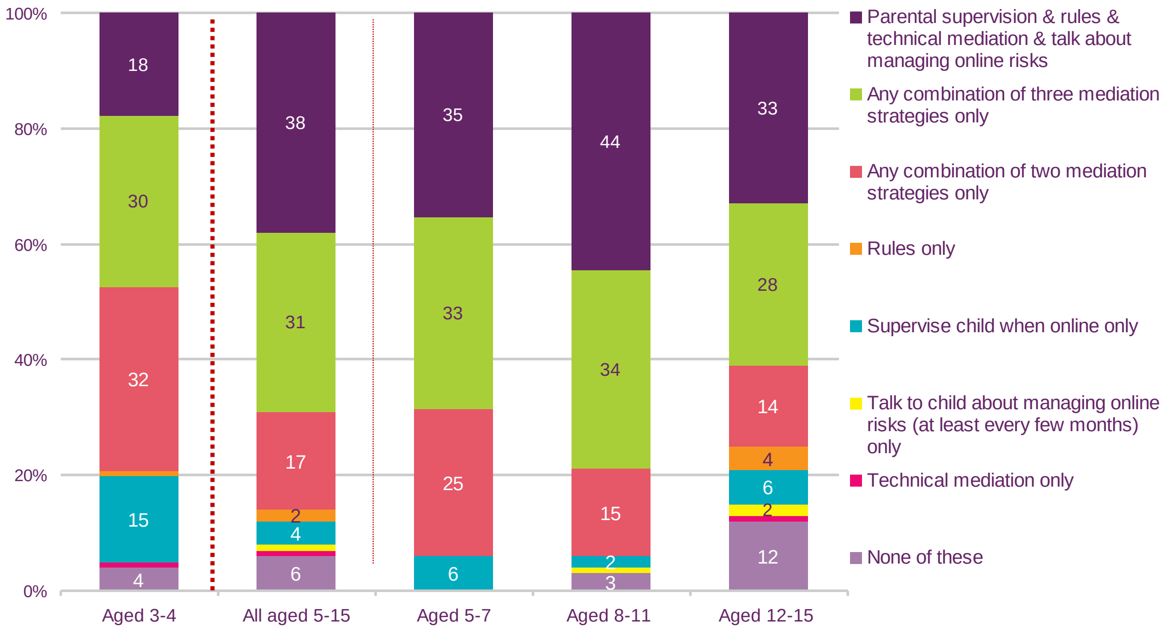
Seven in ten parents of online 3-4s (69%) and 81% of parents of 5-15s say they use rules or restrictions. Only 1% of parents of 3-4s and 2% of parents of 5-15s rely solely on rules.

Compared to the average, parents of 5-15s who go online in DE households are less likely to use all four types of mediation (30% vs. 38%). This is attibutable to their being less likely to supervise their child when online (76% vs. 84%), to use rules about online use (73% vs. 81%) or to use any of the eight technical tools (47% vs. 56%). Parents of 5-15s in AB households are more likely to supervise their child online (90% vs. 84%), to have any of the rules in place (88% vs. 81%) and to use any of the eight technical tools (64% vs. 56%). Neither group are more or less likely to talk regularly to their children about managing online risks.

Although 6% of parents of 5-15s fall into the category of using ‘none of these’ online mediation strategies (Figure 113), around half of them (3% of all parents whose child goes online) *have* spoken to their child about managing online risks, but less frequently than every few months. Therefore, the remaining 3% of parents of 5-15s have never spoken to their child about managing online risks, nor do they supervise their child online, have technical mediation or any of the rules or restrictions in place.

[82] More parents of 3-4s than 5-7s do not mediate in any of these ways (4% vs. 0%). The key difference between these two groups seems to be in supervision: 95% of parents of 3-4s rely on supervision, so we know that the 4% don’t supervise. The corresponding figure for supervision for 5-7s is 99%.

Figure 113: Combinations of online mediation strategies used by parents of 5-15s whose child goes online at home or elsewhere: 2015



Base: Parents of children who go online at home or elsewhere (262 aged 3-4, 1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15).

Use of technical tools to manage online access and use

At an overall level, 83% of parents with home broadband whose child goes online are aware of any of the eight technical tools and over half (57%) use any of them

As technology has changed, so has the range and functionality of the technical tools available to parents to manage their child's access to and use of online content. In 2014 additional questions were added to the study in order to further explore parents' awareness and use of these technical tools. Parents were given descriptions of a range of technical tools and were asked whether they were aware of them, and if so, whether they used any of them. Parents who said they did not use a particular tool were asked whether they had stopped using it.

Eight of the controls asked about are non-device-specific and can be used by any parent whose child goes online. Figure 114 shows awareness and use of these eight tools among parents of 5-15s whose child goes online and who have a broadband internet connection at home[83], ranked according to use; Figure 115 shows this information for 3-4s. Parents were also asked about some tools relating specifically to app installation and use, which are looked at in more detail later in this section.

[83]The rationale for including those households with a broadband connection (as opposed to those where the child goes online) was twofold: first, home network level filters work by restricting access to content across any internet-enabled devices that connect to the home broadband service. Second, it is consistent with how the data were reported on in 2014, allowing commentary on any changes over time. Overall, 33% of 3-4s and 80% of 5-15s with broadband access go online.

The eight tools that parents were asked about are:

- Content filters in the form of home network-level filtering, provided by the broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) which apply to all the computers and other devices using the home broadband service.
- Content filters in the form of parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, the manufacturer or the internet service provider.
- Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.
- PINs/ passwords required to enter websites, unless already approved.
- Safe search enabled on search engine websites, e.g. Google.
- YouTube safety mode enabled to filter inappropriate content.
- Software that limits the amount of time spent online.
- Software to protect against junk email/ spam or computer viruses.

At an overall level, 89% of parents of 3-4s and 83% of parents of 5-15s who have home broadband and whose child goes online are aware of one or more of the eight technical tools shown in Figure 114 and Figure 115. Parents of 3-4s (89%), 5-7s (88%) and 8-11s (86%) are more likely than parents of 12-15s (78%) to be aware of any of these tools. Compared to the average, awareness is higher among parents in AB households (90%) and lower among parents in DE households (75%).

More than half of parents of 3-4s (56%) or 5-15s (57%) use any of these eight tools, with use lower among parents of 12-15s (50%) compared to 5-7s (62%) or 8-11s (61%). Use is higher among parents of 5-15s in AB households (65%) and lower in DE households (50%).

Grouping together the two different kinds of content filters (home network-level filters provided by the ISP and parental control software set up on a particular device used to go online such as Net Nanny or MacAfee Family protection), three in four parents of 3-4s (76%) and two-thirds of parents of 5-15s (69%) who have home broadband and whose child goes online are aware of filters, and around a third (34% for 3-4s and 36% for 5-15s) use them. Parents of 3-4s (76%) and 5-7s (74%) are more likely to be aware of either type of content filter, compared to parents of 12-15s (64%), while parents of 8-11s are more likely to use them (40%), compared to parents of 12-15s (32%).

Compared to the average, parents of 5-15s in AB households are more likely to be aware of (77% vs. 69%), and to use (43% vs. 36%), either type of content filter. Those in DE households, although less likely to be aware (60% vs. 69%), are equally likely to use them (34% vs. 36%).

Looking at the tools individually, among parents of 5-15s the tools with the highest level of awareness and use are:

- PIN/password controls: 67% of parents of 3-4s and 61% of parents of 5-15s are aware of this tool and 30% of parents of 3-4s and 32% of parents of 5-15s use it;
- content filters provided by the ISP: 65% of parents of 3-4s and 57% of parents of 5-15s are aware of these and around a quarter use them (25% of parents of 3-4s and 26% of parents of 5-15s);
- parental control software set up on a particular computer or device; 64% of parents of 3-4s and 55% of parents of 5-15s are aware of these, and 23% of parents of both 3-4s and 5-15s use them;
- parental controls built into the device by the manufacturer; 50% of parents of 3-4s and 47% of parents of 5-15s are aware of these, and 14% of parents of 3-4s and 18% of parents of 5-15s use them.

Less than half the parents of 3-4s and 5-15s were aware of the other four technical tools and less than one in five used them.

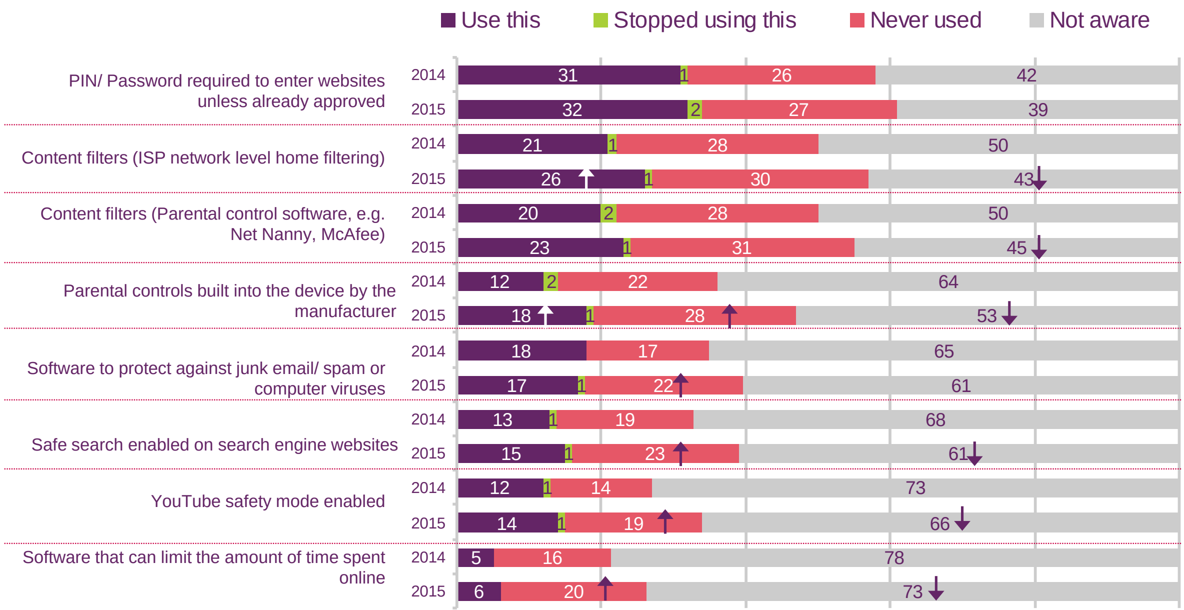
Among parents of 5-15s there are some differences by the age of the child. Parents of 5-7s and 8-11s are more likely than parents of 12-15s to say they use three controls: parental controls built into the device by the manufacturer (19% for 5-7s, 24% for 8-11s vs. 13% for 12-15s), safe search enabled on search engine websites (18% for both 5-7s and 8-11s vs. 11% for 12-15s) and YouTube safety mode enabled (18% for both 5-7s and 8-11s vs. 8% for 12-15s).

Parents of 5-15s in AB households with home broadband and whose child goes online are more likely to be aware of these tools, while those in DE households are less likely to be aware. Compared to the average, three tools are more likely to be used by parents of 5-15s in AB households: parental control software on a particular computer or device used to go online (30% vs. 23%), parental controls built into the device by the manufacturer (26% vs. 18%) and software to protect against junk email or computer viruses (24% vs. 17%).

Figure 114 and Figure 115 show the proportions of parents with home broadband and whose child goes online that currently use, have ceased to use, have never used (but are aware of) and who are not aware of each of the eight tools asked about. They also show any changes since 2014. Few parents of 5-15s have stopped using any of these tools, ranging from 0% to 2% for each of the eight tools.

Since 2014, among parents of 5-15s, awareness of most of these tools has increased, although year-on-year use has increased only for ISP network-level home filtering (26% vs. 21%) and for parental controls built into the device by the manufacturer (18% vs. 12%). The increase in use of network-level filtering is attributable to parents of 8-11s (30% in 2015 vs. 22% in 2014) and the increased use of controls built into a device is attributable to parents of 5-7s (19% vs. 11%) and parents of 8-11s (24% vs. 13%).

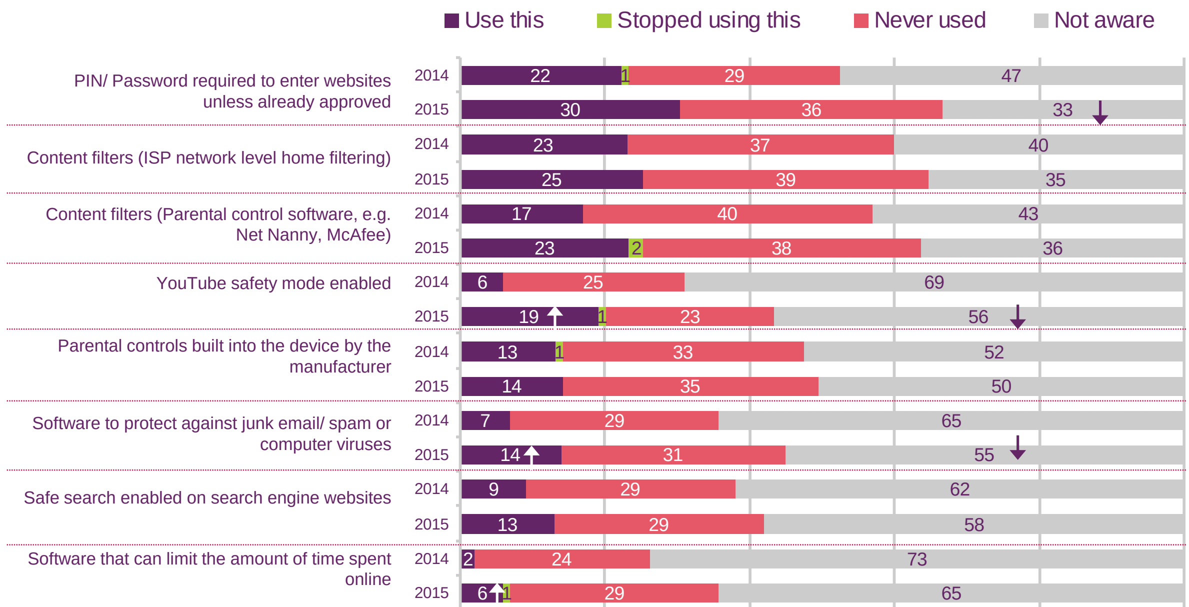
Figure 114: Parents of 5-15s who have home broadband and whose child goes online, use and awareness of technical tools: 2014, 2015



QP31A-H 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-H 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-H 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 available to their child at home that the child uses to go online (1077). Significance testing shows any change between 2014 and 2015.

Parents of 3-4s are more likely than in 2014 to be aware of PIN/ passwords required to enter websites (67% vs. 53%), YouTube safety mode (44% vs. 31%) and software to protect against junk email or computer viruses (45% vs. 35%). Use among parents of 3-4s has increased since 2014 for YouTube safety mode (19% vs. 6%), software to protect against junk email or computer viruses (14% vs. 7%) and software to limit the amount of time spent online has also increased (6% vs. 2%).

Figure 115: Parents of 3-4s who have home broadband and whose child goes online - use and awareness of technical tools: 2014, 2015



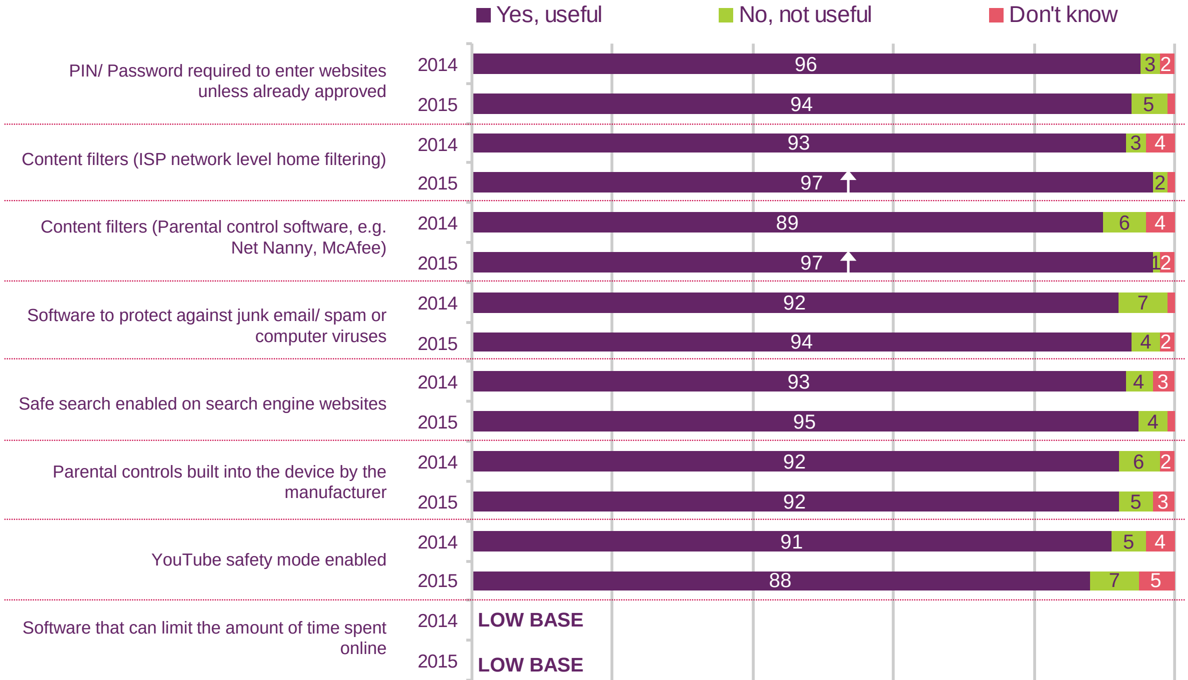
QP31A-H Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi-coded)/ QP32A-H Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi-coded)/ QP33A-H 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 available to their child at home that the child uses to go online (221). Significance testing shows any change between 2014 and 2015.

Parents who use either type of content filter are more likely than in 2014 to consider them useful

Parents who use each of the technical tools were asked whether they felt these tools were useful. The results are shown in Figure 116.

Around nine in ten parents of 5-15s[84] who use each tool consider them useful. Ninety-seven per cent of parents who use either type of content filter consider them useful, with both of these measures increasing since 2014. Very few parents of 5-15s who use each tool said they did not consider the tools useful (around 5% or less, for each measure).

Figure 116: Parents of 5-15s who use each tool - usefulness of technical tools: 2014, 2015



QP34A-H Do you find this tool useful? (Spontaneous responses, single-coded).
Base: Parents of children aged 5-15 who go online that have a broadband internet connection at home who use each technical tool or control (Variable base) Significance testing shows any change between 2014 and 2015.

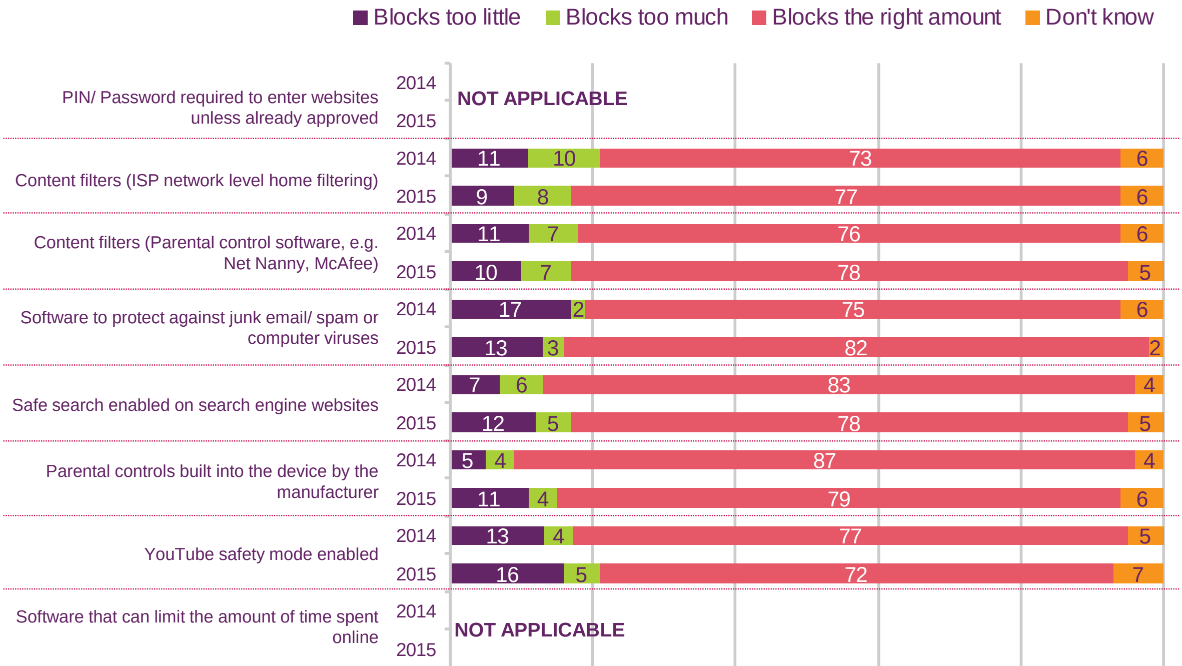
[84] It is not possible to show the data for parents of 3-4s who use each tool, due to low base sizes.

Three in four parents of 5-15s who use each tool say it blocks the right amount of content

Parents who use each of the tools were asked whether they felt these tools blocked too much, too little or the right amount of content[85]. The results are shown in **Figure 117**.

Around three in four parents who use each tool say it blocks the right amount of content, while around one in six parents of 5-15s[86] say they block too much or too little content. There has been no change in any of the measures, for any of the tools, since 2014.

Figure 117: Parents of 5-15s who use each tool - perception of technical tools blocking too much/ too little: 2014, 2015



QP35A-H Do you think they block too much content or too little content? (Spontaneous responses, single-coded). Base: Parents of children aged 5-15 who go online that have a broadband internet connection at home and who use each technical tool or control (variable base). Significance testing shows any change between 2014 and 2015.

[85] It was not relevant to ask about the effectiveness of two controls in terms of whether they blocked too much or too little content (PIN/ password controls to enter websites unless already approved and software that can limit the amount of time spent online), so these are shown as not applicable.
[86] It is not possible to show the data for parents of 3-4s who use each tool, due to low base sizes.

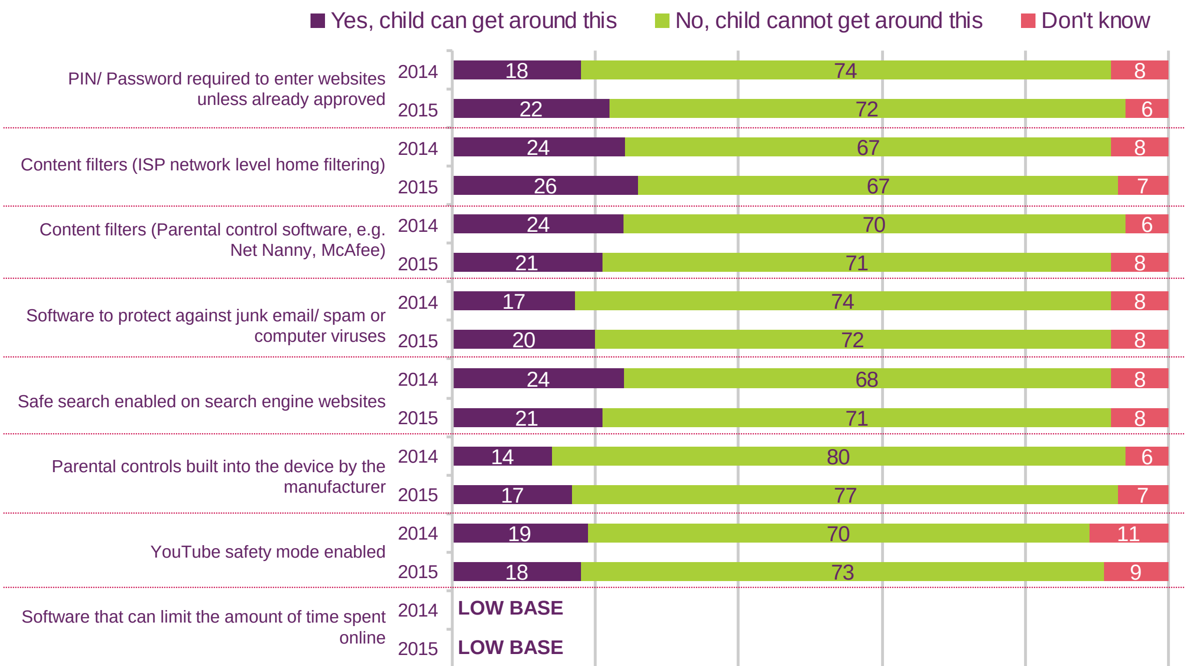
One in four parents of 5-15s who use ISP network-level home filtering feel that their child is able to get round it

Parents who use each of the tools were asked whether they felt their child was able to bypass the tools. The results for 5-15s[87] are shown in Figure 118.

Around one in five parents of 5-15s who use each tool feel their child is able to bypass the tool. One in four parents (26%) who use ISP network-level home filtering feel that their child can get around it, compared to 18% who use YouTube safety mode and who say their child can get around it. About one in twelve parents of 5-15s who use each tool say they are unsure whether their child can bypass it.

There have been no changes in these measures compared to 2014.

Figure 118: Parents of 5-15s who use each tool – perception of child's ability to bypass technical tools: 2014, 2015



QP36A-H Do you think your child can get around them? (Spontaneous responses, single-coded).
Base: Parents of children aged 5-15 who go online that have a broadband connection at home and who use each technical tool or control (variable base). Significance testing shows any change between 2014 and 2015.

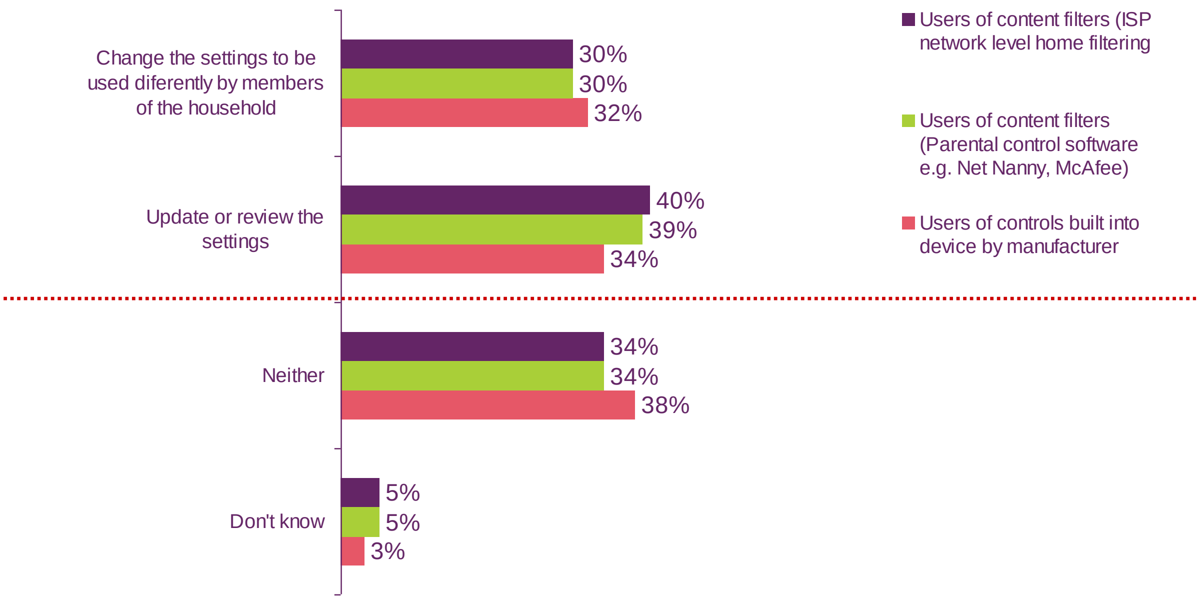
Four in ten parents of 5-15s who use either type of content filter say they update or review the settings

In 2015, parents of online 5-15s[88] who have home broadband and who use three specific technical tools (ISP home network level filtering, content filters on a particular device or controls built into the device by the manufacturer) were asked whether they tended to change the settings of these tools depending on who in the household was using them. They were also asked whether they reviewed or updated them. The results are shown in Figure 119.

[87] It is not possible to show the data for parents of 3-4s who use each tool, due to low base sizes.
[88] It is not possible to show the data for parents of 3-4s who use each tool, due to low base sizes.

Around three in ten parents tend to change the setting of each of these tools depending on who in the household is using them. Four in ten parents say they update or review the settings of either of the types of content filter to meet the changing needs of their household; this is more likely than among users of controls built into the device by the manufacturer (34%).

Figure 119: Use of filters among parents of 5-15s whose child goes online and who have home broadband: 2015



QP37/ QP38/ QP39 - You said you use [technical tool or control shown]. Do either of the options shown on this card apply to how your household uses this particular control? (Prompted responses, multi-coded).
Base: Parents of children aged 5-15 who use each type of control (278/ 251/ 189).

Four in ten parents whose child uses a smartphone or tablet are aware of at least one of the three tools asked about to manage app installation or use

In addition to asking about technical tools that are used on any type of device used to go online, parents were asked about their awareness and use of tools that relate specifically to app installation and use. These tools are:

- changing the settings on a phone or tablet to stop apps being downloaded;
- changing the settings on a phone or tablet to prevent in-app purchases; and
- parental control software to restrict app installation or use.

Four in ten parents of 3-4s (42%) and 5-15s (41%) whose child uses a smartphone or tablet are aware of any of these three tools, and 18% of parents of 3-4s and 5-15s use any of them.

Figure 120 shows awareness and use of each of these three tools among parents of 5-15s whose child uses a smartphone or a tablet computer.

Around a third of parents of 3-4s and three in ten parents of 5-15s whose child uses a smartphone or tablet are aware of each of these tools. The parents of 3-4s, 5-7s and 12-15s whose child uses a smartphone or tablet, and who are aware of these tools, are more likely to say each type of tool is not used, rather than used. Parents of 8-11s are equally likely to say they do or do not use two tools: changing the settings to stop apps being downloaded, and changing the settings to prevent in-app purchases.

One in eight parents of 3-4s and 5-15s say they have changed the settings on their child's phone or tablet to prevent in-app purchases (12% for 3-4s and 13% for 5-15s) or to prevent apps being downloaded (13% for 3-4s and 12% for 5-15s), with one in ten (10% for both 3-4s and 5-15s) saying they use software to restrict app installation or use. Parents of 5-7s and 8-11s whose child uses a smartphone or tablet are more likely than parents of 12-15s to use either of these tools.

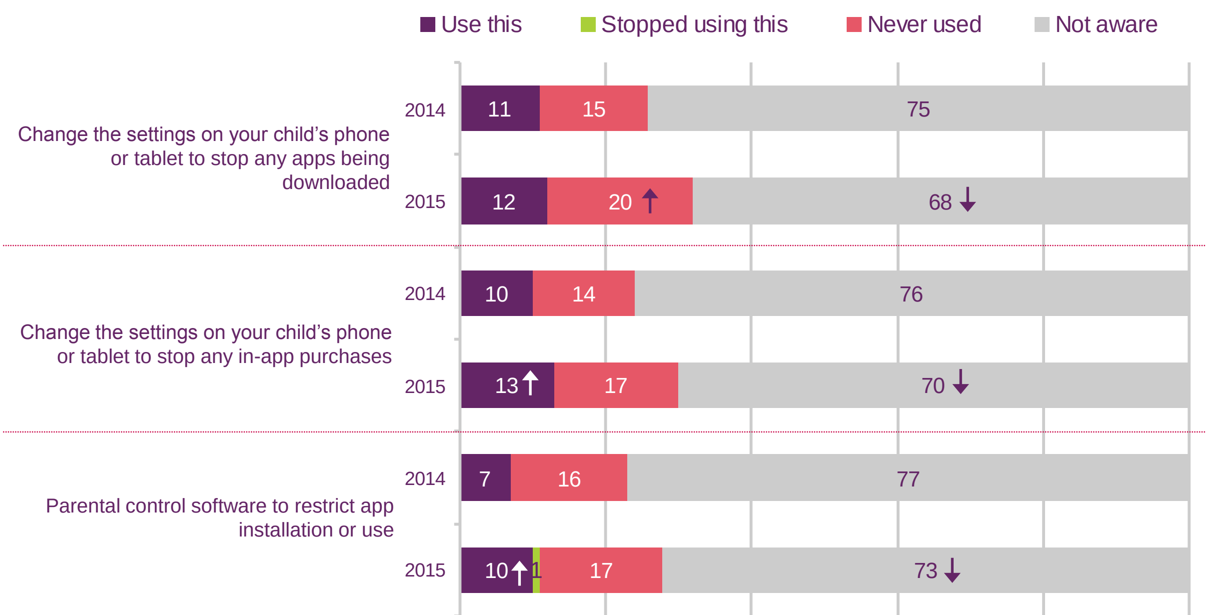
Only 1% of parents say they have stopped using parental control software to restrict app installation or use.

Compared to the average, parents of 5-15s in AB households are more likely than all parents (whose child uses a smartphone or tablet) to be aware of each tool, while parents in DE households are less likely to be aware of changing the settings to prevent apps being downloaded (26% vs. 32%) or to prevent any in-app purchases (23% vs. 30%).

As shown in Figure 120**,** among 5-15s awareness of all three tools has increased since 2014, and use of settings to prevent in-app purchases is now more likely (13% vs. 10%) as is use of software to restrict app installation or use (10% vs. 7%).

Parents of 3-4s are more likely than in 2014 to be aware of changing the settings to prevent apps being downloaded (36% vs. 28%) and to prevent in-app purchases (33% vs. 25%), although use has increased only for this latter measure (12% vs. 6%). Parents of 5-7s (38% vs. 28%) and 8-11s (36% vs. 25%) are more likely to be aware of changing settings to prevent apps being downloaded. Parents of 8-11s are also more likely to be aware (34% vs. 26%) of changing settings to prevent in-app purchases. Although awareness is unchanged for parents of 8-11s, they are more likely to use parental control software to restrict app installation or use (12% vs. 7%).

Figure 120: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2014, 2015

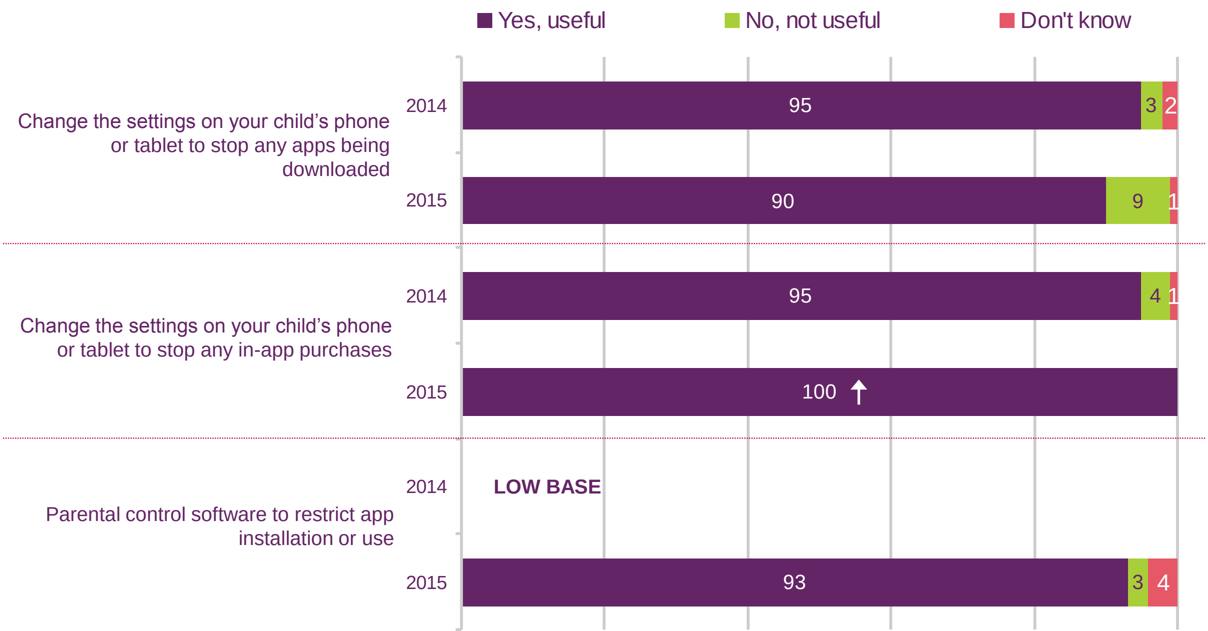


QP31J-L Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi-coded)/ QP32J-L Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi-coded)/ QP33J-L 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 whose child uses a smartphone or tablet computer (1085). Significance testing shows any change between 2014 and 2015.

At least nine in ten parents who use each of the tools for smartphones/ tablets consider them useful

As shown in Figure 121, at least nine in ten parents of 5-15s[89] who use each of the tools consider them useful. Parents of 5-15s are more likely now than in 2014 to say that changing the settings to stop any in-app purchases is useful (100% vs. 95%).

Figure 121: Parents of 5-15s who use each tool – usefulness of technical tools for smartphones/ tablet computers: 2014, 2015



QP34J-L Do you find this tool useful? (Spontaneous responses, single-coded).
Base: Parents whose child uses a smartphone or tablet computer and who use each technical control (variable base). Significance testing shows any change between 2014 and 2015.

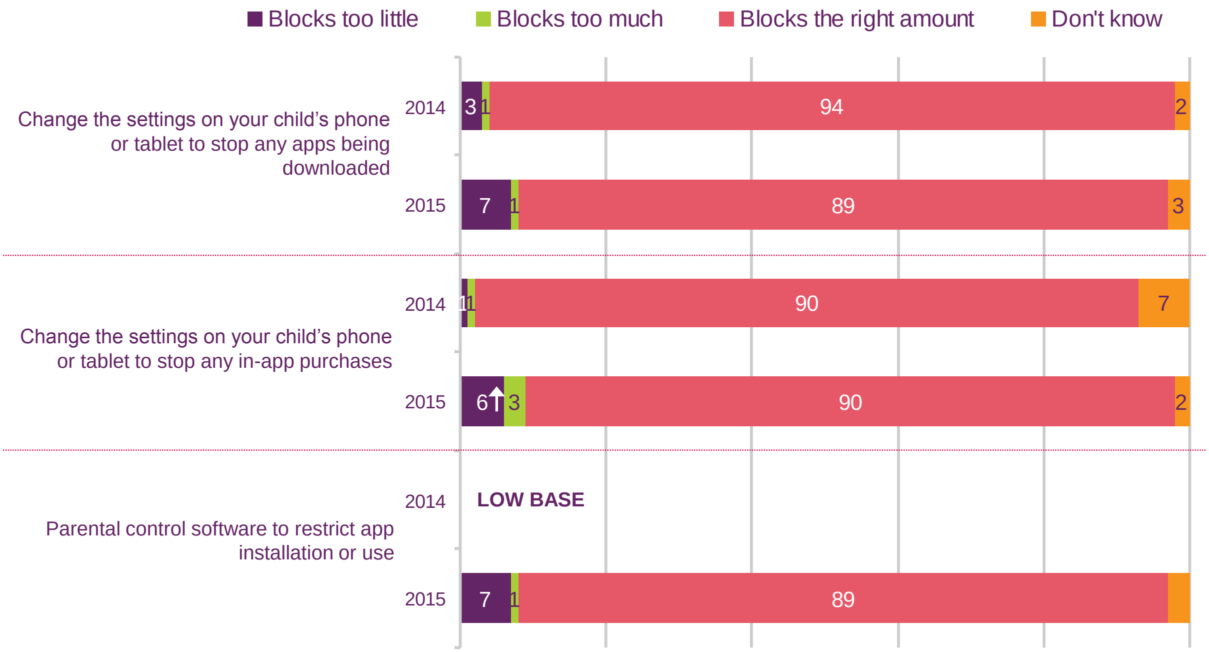
[89] Low base sizes among users of each type of tool prevent further analysis by 3-4s, 5-7s, 8-11s or 12-15s.

Nine in ten parents of 5-15s who use each tool feel it blocks the right amount of content

Figure 122 below shows the extent to which parents who use each type of tool feel it blocks too little, too much, or the right amount of content.

Around nine in ten parents of 5-15s[90] who use each of these tools feel it blocks the right amount of content. Between 1% and 3% of users say it blocks too much, and around 6-7% say it blocks too little. Parents who change the settings on their child's phone or tablet to stop any in-app purchases are more likely than in 2014 to say this blocks too little (6% vs. 1%).

Figure 122: Parents of 5-15s who use each tool – technical tools for smartphones/ tablets blocking the right amount of content: 2014, 2015



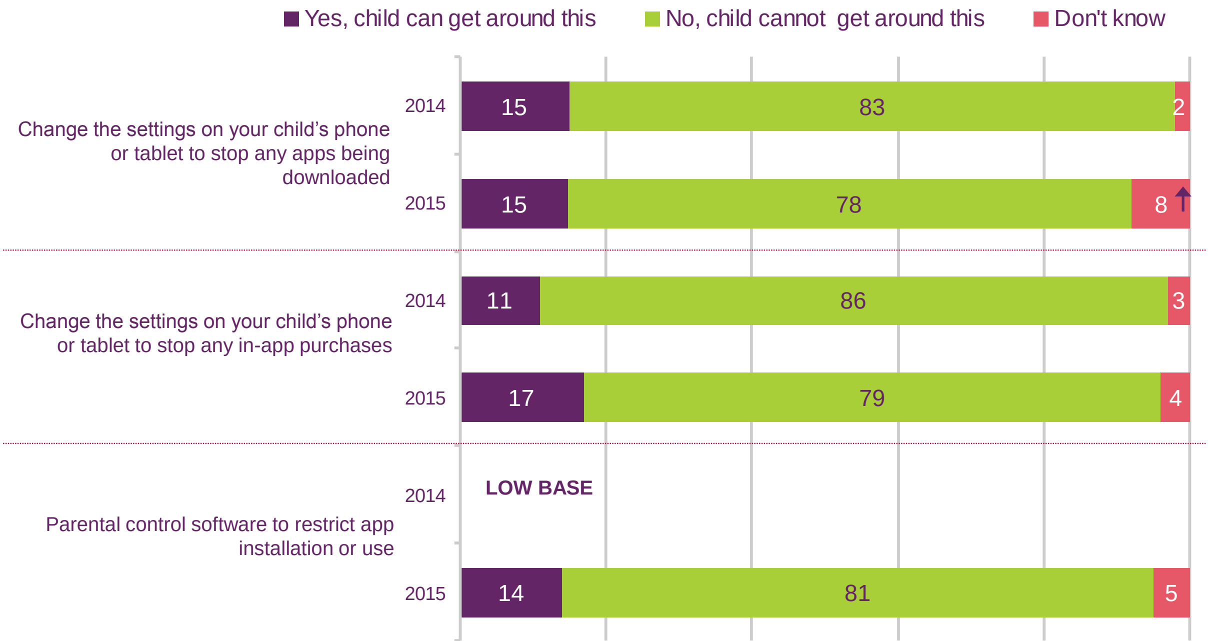
QP35J-L Do you think they block too much content or too little content? (Spontaneous responses, single-coded). Base: Parents whose child uses a smartphone or tablet computer and who use each technical control (variable base). Significance testing shows any change between 2014 and 2015.

90 Low base sizes among users of each type of tool prevent further analysis by 3-4s, 5-7s, 8-11s or 12-15s.

Around one in seven parents of 5-15s whose use each tool feel their child is able to get round it

Parents who use each of the smartphone or tablet tools were asked whether they thought their child was able to bypass these tools. As shown in Figure 123, around one in seven (15%) parents of 5-15s[91] who use each tool feel their child is able to get around it, with these figures unchanged since 2014.

Figure 123: Parents of 5-15s who use each tool – perception of child's ability to bypass technical tools for smartphones/ tablet computers: 2014, 2015



QP36J-L Do you think your child can get around them? (Spontaneous responses, single-coded).
Base: Parents whose child uses a smartphone or tablet computer and who use each technical control (variable base). Significance testing shows any change between 2014 and 2015.

[91] Low base sizes among users of each type of tool prevent further analysis by 3-4s, 5-7s, 8-11s or 12-15s.

Information sources for finding out about technical tools

ISPs, and friends and family, are the two most commonly-used sources for finding out about technical tools, among parents of 5-15s

Parents who use any of the technical tools that can be used to manage their child's access to, and use of, online content were also asked about where they find information about these tools. Figure 124 shows the results among parents of 5-15s, in 2014 and in 2015, with Figure 125 showing the results for each age group.

Among parents of 5-15s, no single information source is used by a majority of parents in 2015, although two stand out as sources used by more than four in ten parents: information provided by an ISP (43%) and hearing about tools from friends or relatives (42%). Around one in four find out from their child's school (24%), with around one in seven saying they use online safety websites, e.g. Safer Internet Centre (15%), or hear about it in the media, from television, newspapers, radio or magazines (13%), and around one in 20 from the Government or local authority (7%). Parents of 5-15s are less likely than in 2014 to say they find out through the media (13% vs. 18%).

Compared to the average, parents of 5-15s in DE households are less likely to say they find out about technical tools from governmental or local authority sources (3% vs. 7%) or from child welfare or charity organisations (0% vs. 3%).

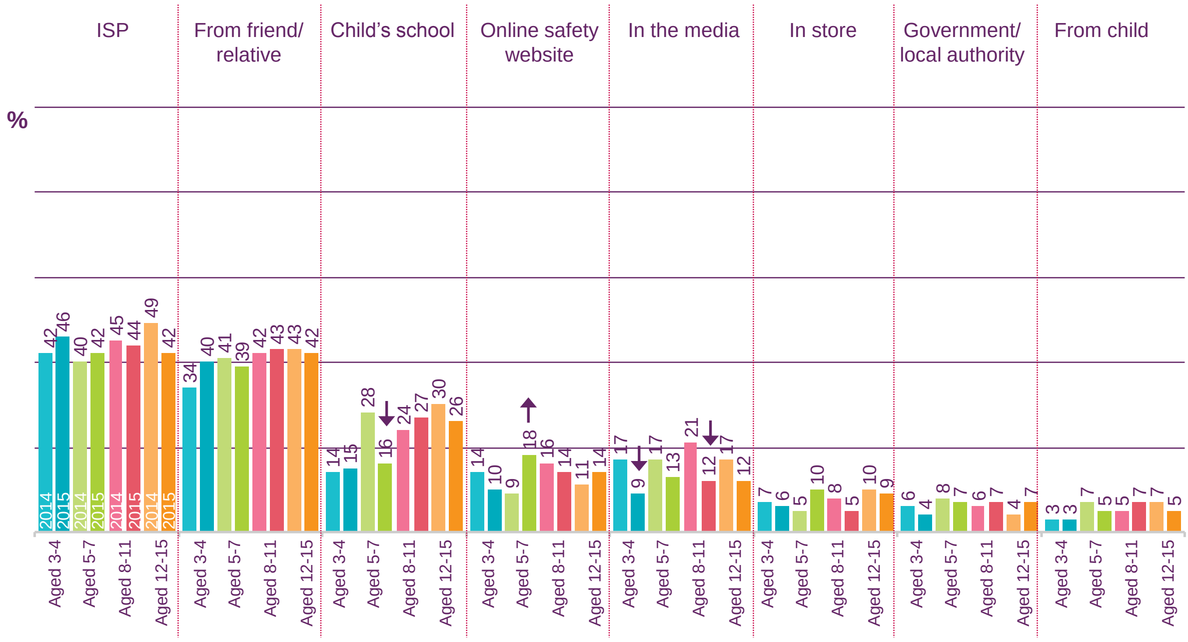
Figure 124: Information sources for finding out about technical tools that manage child's online access and use, 5-15s: 2014, 2015

QP40 – Where did you find information about tools or controls that you can use to manage your child's online access and use? (spontaneous responses, multi-coded) NB - Only showing responses given by more than 5% of parents of 5-15s who use any controls in 2015.
Base: Parents of children aged 3-4 or 5-15 who use any of the tools/ controls (732 aged 5-15 in 2015).
Significance testing shows any change between 2014 and 2015.

As shown in Figure 125, there is little variation by the age of the child in the information sources used, although perhaps unsurprisingly, parents of 3-4s are less likely to have found out about the technical tools from the child's school, compared to parents of 5-7s, 8-11s or 12-15s. There are some differences since 2014. Parents of 3-4s and 8-11s are less likely to say they find out information from the media (9% vs. 17% for 3-4s and 12% vs. 21% for 8-

11s), while parents of 5-7s are less likely to have found information from the child's school (16% vs. 28%) and more likely to have found it on online safety websites (18% vs. 9%).

Figure 125: Information sources for finding out about technical tools that manage children's online access and use, by age: 2014, 2015



QP40 – Where do you find information about technical tools/ controls that you can use to manage your child's online access and use? (spontaneous responses, multi-coded) NB - Only showing responses given by more than 5% of parents of 5-15s who use any controls in 2015.
Base: Parents of children aged 3-4 or 5-15 who use any of the tools/ controls (227 aged 3-4, 197 aged 5-7, 286 aged 8-11, 249 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Reasons for installing tools that manage children’s online access and use

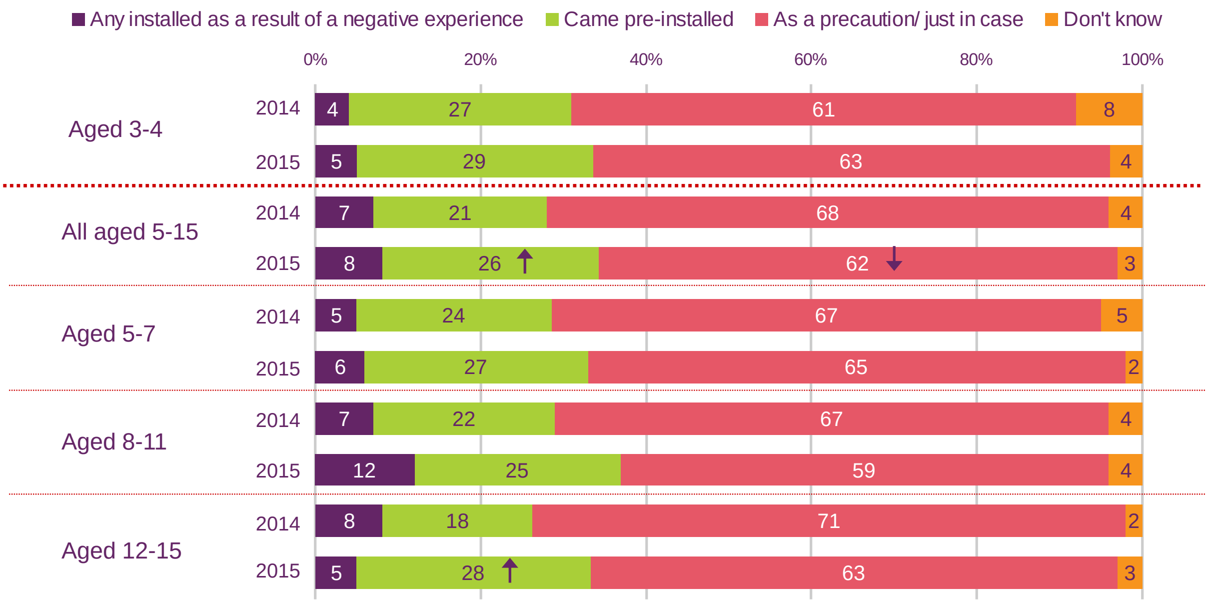
Parents who use technical tools are most likely to have installed them as a precautionary measure

Figure 126 shows that among parents of 3-4s, around one in 20 parents who use tools installed them as a result of a negative experience (5%), with three in ten saying they came pre-installed (29%) and six in ten saying they installed them as a precautionary measure (63%).

Around one in ten (8%) parents of 5-15s who use any of the tools we asked about said that they installed them as a result of a negative experience. One in four of these parents said the tools were pre-installed (26%) with six in ten (62%) saying they were installed as a precautionary measure.

Parents of 5-15s are less likely than in 2014 to say the tools were installed as a precautionary measure (62% vs. 68%) and are more likely to say they came pre-installed (26% vs. 21%); this increase is attributable to parents of 12-15s (28% vs. 18%).

Figure 126: Reasons for installing any of the technical tools or controls, by age of child: 2014, 2015



QP41 – Please look at the reasons shown on this card. Which one of these describes why the technical tools/ controls were put in place? (prompted responses, single-coded).
Base: Parents of children aged 3-4 or 5-15 who use any of the tools/ controls (227 aged 3-4, 732 aged 5-15, 197 aged 5-7, 286 aged 8-11, 249 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Reasons for not using tools that manage online access and use

Parents without technical tools in place say they are using other mediation strategies

Parents of children aged 3-4 and 5-15 who were aware of, but did not use, five particular tools were prompted with a choice of reasons for this and were asked to say whether these reasons applied.

Figure 127 below shows the results for the five tools that parents of 5-15s were asked about, expressed as a proportion of those with home broadband whose child goes online[92]. These five tools are ranked according to the proportion of parents who are aware of but do not use each one.

Across all the five tools, the top three reasons for not using each are consistent. Around half of parents of 5-15s say they do not use them because they prefer to talk to their child and use other methods of mediation, while four in ten say it is because they trust their child to be sensible/ responsible. Around two in ten parents who are aware of each tool but do not use it, say it is because the child is always supervised/ there is always an adult present. More than one in ten parents say it is because their child learns how to be safe on the internet at school. All other reasons for not using each tool were mentioned by around one in ten parents of 5-15s or less.

Parents of 5-15s who do not use parental control software on a particular computer or device are more likely than in 2014 to say this is because they prefer to use a combination of other mediation strategies (53% vs. 43%), because the child learns how to be safe online at school (14% vs. 6%), because filters block too much (10% vs. 4%), or because the child would find a way around the controls (6% vs. 2%).

Parents of 5-15s who do not use ISP network-level filtering are also more likely than in 2014 to say that it is because they prefer to use a combination of other mediation strategies (52% vs. 42%), because it would be too complicated or time-consuming to install (8% vs. 3%) or because the child would find a way around the controls (8% vs. 3%).

Parents who do not use controls built into the device by the manufacturer are also more likely to say it is because they prefer to use a combination of other strategies (52% vs. 38%), because the child learns how to be safe online at school (15% vs. 7%), because filters block too much (6% vs. 2%) or because the child would find a way around the controls (7% vs. 1%).

[92] Low base sizes prevent analysis among parents of 3-4s

Figure 127: Parents of online 5-15s, who have a home broadband connection and are aware of each control – reasons for not using each type of online technical tool: 2015

All aged 5-15	Content filters (Parental control software e.g. Net Nanny, McAfee) (n=345)	Content filters (ISP network level home filtering) (n=324)	Parental controls built into the device by the manufacturer (n=307)	Safe search enabled on search engine websites (n= 251)	YouTube safety mode enabled (n=210)
% of those with home broadband whose child goes online who are aware of but do not use this feature	32%	31%	29%	24%	20%
I prefer to talk to my child and use supervision and rules	53% ↑	52% ↑	52% ↑	48%	43%
Trust my child to be sensible/ responsible	44%	43%	42%	43%	40%
Child is always supervised/ always an adult present	22%	22%	19%	23%	24%
Child learns how to be safe on the internet at school	14% ↑	15%	15% ↑	11%	8%
Filters block too much/ get in the way	10% ↑	10%	6% ↑	5%	6%
Too complicated/ time consuming to install/ administer	7%	8% ↑	6%	5%	5%
Don’t know how to do this/ Didn’t know this was possible	6%	7%	6%	10%	9%
Wouldn’t work / They would find a way round the controls	6% ↑	8% ↑	7% ↑	6%	7%

QP42 Here are some reasons that other people have given for not using particular technical tools or controls. For each tool or control that you said earlier you were aware of but did not use, can you please say whether any of these reasons apply? (Prompted response, multi-coded) - showing responses given by 5% or more or all parents of 5-15s responding about the controls shown
Base: Parents of children aged 5-15 who go online that have a broadband internet connection at home and are aware of but who do not use each technical tool or control (variable base). Significance testing shows any change between 2014 and 2015.

Figure 128 below shows the reasons given for not using parental control software to restrict app installation or use, among parents of 5-15s who use a smartphone or tablet[93]. More than four in ten of parents say they do not use this tool because they trust their child to be sensible/ responsible (45%), or they prefer to talk to their child and use supervision and rules (44%). Around one in four (24%) do not use the tool because their child is always supervised. All other reasons are mentioned by one in ten parents or less.

Parents are more likely than in 2014 to say they do not use this tool because their child is always supervised (24% vs. 15%) or because the child would find a way around the controls (7% vs. 2%).

Figure 128: Parents of 5-15s who use a smartphone or tablet and who are aware of each control – reasons for not using each type of online technical tool: 2015

All aged 5-15	Parental control software to restrict app installation / use (n=189)
% of those whose child uses a smartphone or tablet who are aware of but do not use this feature	18%
Trust my child to be sensible/ responsible	45%
I prefer to talk to my child and use supervision and rules	44%
Child is always supervised/ always an adult present	24% ↑
Child learns how to be safe on the internet at school	11%
Wouldn't work/ They would find a way round the controls	7% ↑
Don't know how to do this/ Didn't know this was possible	6%
Too complicated/ time consuming to install/ administer	6%
Filters block too much/ get in the way	3%
Filters don't block enough	2%

QP42 Here are some reasons that other people have given for not using particular technical tools or controls. For each tool or control that you said earlier you were aware of but did not use, can you please say whether any of these reasons apply? (Prompted response, multi-coded).
Base: Parents whose child uses a smartphone or tablet computer and who are aware of this feature but who do not use it (189). Significance testing shows any change between 2014 and 2015.

[93] Low base size prevents analysis among parents of 3-4s whose child uses a smartphone or tablet and who are aware of but do not use this control.

Talking to children about managing online risks

Parents of 5-15s are more likely than in 2014 to say they have talked to their child about managing online risks

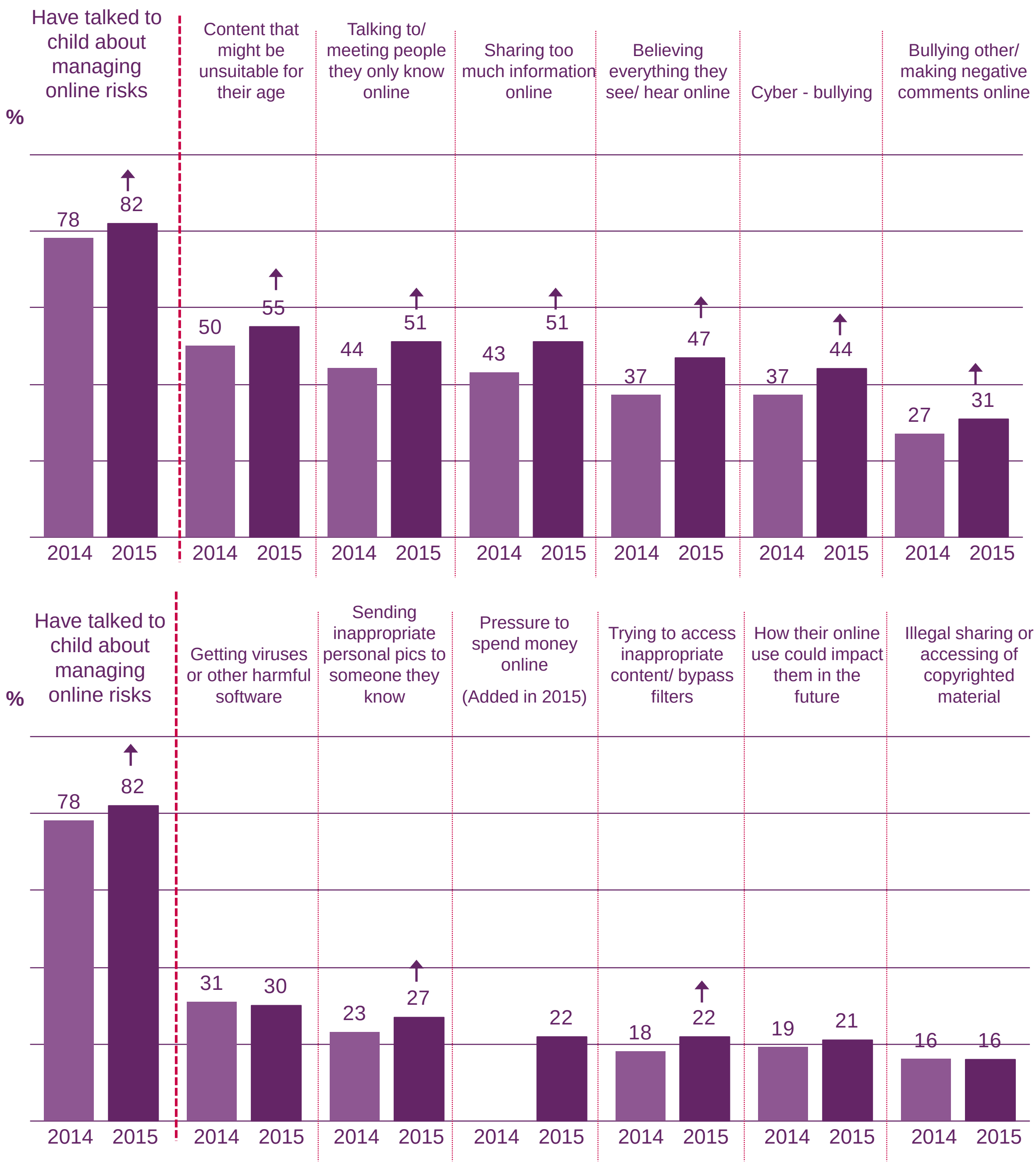
Parents of 3-4s and 5-15s who go online were prompted with 12 possible online risks and asked whether they had ever talked to their child about any of them. Figure 129 shows the results among parents of 5-15s, and Figure 130 shows the results for each age group, including 3-4s.

Eight in ten parents of 5-15s (82%) have ever talked to their child about managing at least one of these online risks. Half of parents have talked to their child about content on sites or apps that might be unsuitable for their age (55%), about talking to or meeting people that they only know online (51%), or about sharing too much information online (51%). More than four in ten have talked to their child about believing everything they see or hear online (47%), or online bullying (44%), while three in ten parents have talked to their child about bullying others (31%) or downloading viruses or other harmful software as a result of what they do online (30%).

All other potential online risks have been discussed by less than three in ten parents.

Parents are more likely than in 2014 to have talked to their child about eight of the risks, with the largest increase for “believing everything they see or hear online” (47% vs. 37%).

Figure 129: Parents talking to their child about managing online risks, 5-15s: 2014, 2015



QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded).
Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 130 shows how this overall incidence breaks down by the age of the child, for parents of children aged 5-7, 8-11 and 12-15 as well as among parents of 3-4s.

Parents of 8-11s (88%) and 12-15s (86%) are more likely than parents of 5-7s (64%) to have talked to their child about managing risks. Parents of 5-7s are twice as likely as parents of 3-4s (30%) to have talked to their child.

The risk that parents of 3-4s are most likely to have talked to their child about is content on sites or apps that might be unsuitable for their age (18%). The next most common online risk they have discussed is believing everything that they see or hear online (11%). All other online risks have been discussed by one in ten, or fewer, parents of 3-4s.

There is no individual risk that the majority of parents of 5-7s have discussed with their child. Parents of 5-7s are more likely than in 2014 to have spoken to their child about at least one of these risks (64% vs. 54%); this increase is due to their being more likely to discuss content that might be unsuitable for the child's age (44% vs. 35%) and believing everything they see or hear online (30% vs. 19%).

Around half, of more, of parents of 8-11s and 12-15s have discussed five specific online risks: content that might be unsuitable for the child's age (62% for 8-11s and 54% for 12-15s), talking to or meeting people the child only knows online (56% for 8-11s and 60% for 12-15s), sharing too much information online (54% for 8-11s and 61% for 12-15s), believing everything they see or hear online (50% for 8-11s and 52% for 12-15s) and online bullying (48% for 8-11s and 54% for 12-15s).

At an overall level, parents of 8-11s are more likely than in 2014 to have discussed at least one of the risks (88% vs. 81%) with this overall increase attributable to an increase for each of these five specific risks.

While parents of 12-15s are no more likely at an overall level to have spoken about the risks of being online (87% in 2014 vs. 86% in 2014,) they are more likely to have spoken to their child about believing everything they see or hear online (52% vs. 44%) and about bullying others or making negative comments online (39% vs. 32%).

Parents of boys aged 3-4 are more likely than parents of girls to say they have talked about any of these risks (36% vs. 23%), but this difference at an overall level is not seen across any other age group of child. Parents of girls aged 8-11 are more likely than parents of boys to have talked to their child about being bullied online (53% vs. 42%) or about sending inappropriate pictures to someone they know (31% vs. 22%). Parents of boys aged 12-15 are more likely than parents of girls to have discussed illegal online sharing or accessing of copyrighted material (28% vs. 19%).

Compared to the average, parents of 5-15s in AB households are more likely than all parents to have spoken to their child about any of these online risks (89% vs. 82%), particularly about content on sites or apps that might be unsuitable for their age (67% vs. 55%), about sharing too much information online (61% vs. 51%), or about believing everything that the child sees or reads online (55% vs. 47%). Parents in DE households are less likely to have spoken to their child about content on sites or apps that might be unsuitable for their age (47% vs. 55%) or about believing everything that they see or read online (40% vs. 47%).

Figure 130: Parents talking to their child about managing online risks, by age: 2014, 2015

QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded).
Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Four in ten parents of 5-15s say they talk to their child at least every few weeks about managing online risks

Parents who said they had ever spoken to their child about any of the 12 online risks were then asked how often they talked to their child about managing these types of risk[94].

The results are shown in Figure 131, expressed as a proportion of those whose child goes online at home or elsewhere.

As discussed above, the likelihood of having spoken to their child about managing online risks tends to increase with the age of the child. As such, one in five parents of 3-4s (18%) talk to their child at least every few weeks. A further 7% of parents of 3-4s say they do this at least every few months. Two in three parents of 3-4s (70%) have never spoken to their child about managing any of the online risks.

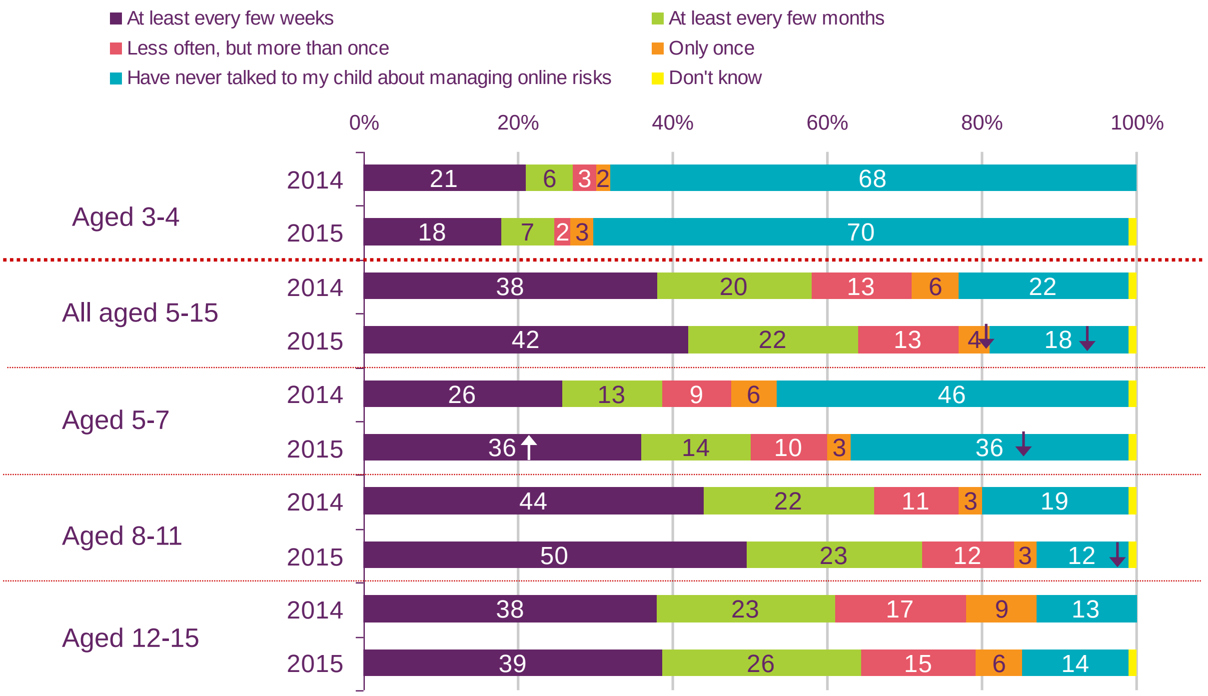
Four in ten parents of 5-15s who go online (42%) say they talk to their child about managing these online risks at least every few weeks. This is more likely for 8-11s (50%) than for 5-7s (36%) or 12-15s (39%). A further one in five parents of 5-15s (22%) who go online say that although they don't speak to their child every few weeks, they do speak to them every few months. This is higher among 8-11s (23%) and 12-15s (26%) than for 5-7s (14%). Therefore, a majority of parents of 5-15s (65%) speak to their child at least every few months. This incidence is higher among parents of 8-11s (73%) and 12-15s (65%) and lower among parents of 5-7s (50%).

Parents of 5-7s are more likely than they were in 2014 to say they talk to their child at least every few weeks (36% vs. 26%).

Compared to the average, parents of 5-15s in DE households are less likely to say they have never spoken to their child about managing online risks (11% vs. 18%).

[94] This question was used in the analysis relating to 'Talking to child about managing online risks at least every few months' for the combinations of online mediation strategies used by parents, as shown in Figure 113, but more detail about frequency of discussing online risk is provided in this section of the report.

Figure 131: Frequency of talking to children about managing online risks, by age: 2014, 2015



QP29 – Which of these best describes how often you talk to your child about these things? (single-coded).
Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (1169 aged 5-15, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

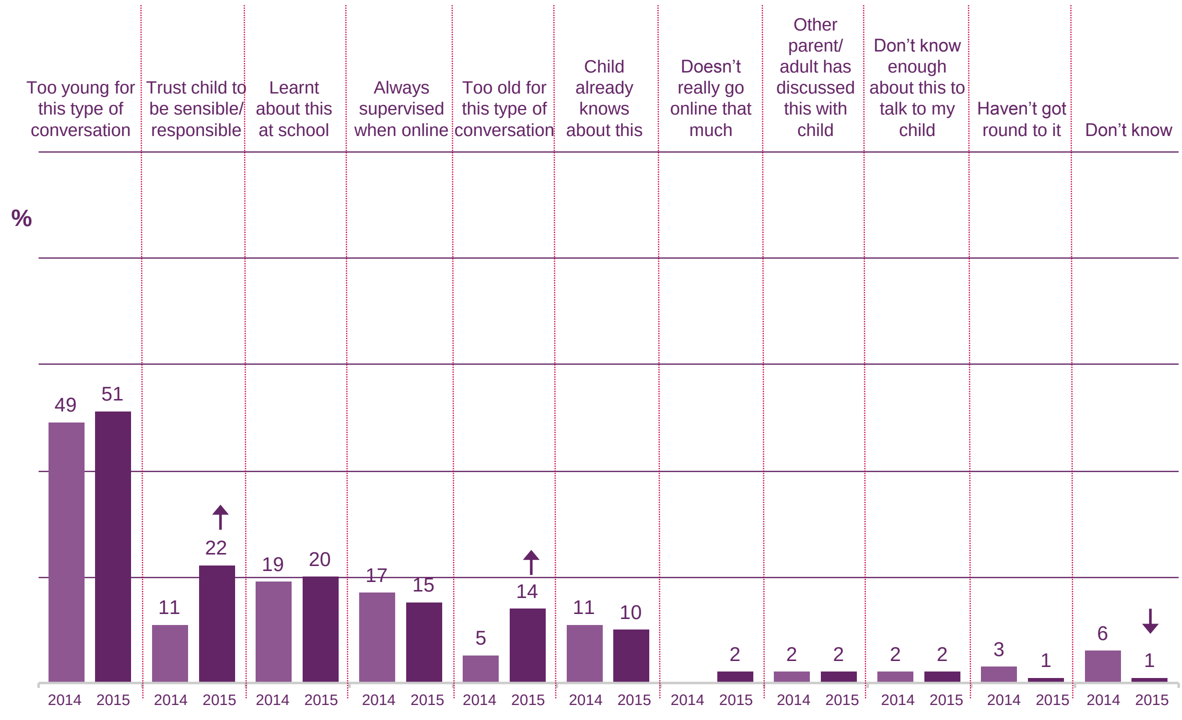
Half of parents of 5-15s who have never talked to their child about online risks say it is because their child is too young

Parents who said they have never talked to their child about any of the 12 risks were asked why they had not done so. Figure 132 shows the responses among parents of 5-15s.[95]

As in 2014, half of parents of 5-15s who go online (51%) say they have never talked to their child about this because their chid is too young for this type of conversation. One in five say it is because they trust their child to be sensible/ responsible (22%), which is more likely now than in 2014 (11%), or because their child has learnt about this at school (20%). Around one in seven parents (15%) say it is because their child is always supervised or because their child is too old for this type of conversation (14%), with this latter measure more likely than in 2014 (5%). One in ten parents say it is because their child already knows about this (10%) with all other reasons given by less than one in ten parents.

Among parents of 3-4s[96], 95% of parents who have not talked to their child about managing online risks say this is because their child is too young for this type of conversation, and this is more likely than in 2014 (85%). A further one in ten (9%) parents say it is because their child is always supervised/ there is always an adult present; unchanged since 2014.

Figure 132: Reasons for not having talked to child about managing online risks, 5-15s: 2014, 2015



QP30 – And can you tell me why you have not talked with your child about these things (spontaneous responses, multi-coded).
Base: Parents of children aged 5-15 who have not talked to their child about managing online risks (214 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

[95] Where more than 1% of parents of 5-15s gave that response.
[96] It is not possible to show results broken out by children aged 5-7, 8-11 or 12-15 due to low base sizes.

Three-quarters of parents have looked for or received information or advice about how to help their child manage online risks - an increase since 2014

Parents of children who go online were asked whether they have ever looked for, or received, information or advice about how to help their child manage online risks. Parents were prompted with 16 possible sources, with the option of nominating other sources. Figure 133 shows the responses given by parents of 5-15s, while Figure 134 shows responses among parents of 3-4s, 5-7s, 8-11s and 12-15s.[97]

Three in four parents of children aged 5-15 (75%) have looked for or received information/ advice from any source, and half of parents have looked for or received it from the child's school (53%). Four in ten say they have looked for/ received information/ advice from friends or family (40%), 14% from internet service providers, 14% from the child themselves and 12% from the media. One in ten have received advice from Government or local authority (9%). All other information sources were mentioned by one in ten parents or less. Around one in twenty parents said they used the UK Council for Child Internet safety (UKCCIS) or Get Safe Online (GSO) as sources of information of advice.

Compared to 2014, parents of 5-15s are more likely to say they have looked for or received information/ advice from any source (75% vs. 70%); with increases seen for the following individual sources: child's school (53% vs. 48%), family/ friends (40% vs. 32%), the child themselves (14% vs. 10%), Government/ local authority (9% vs. 6%) and Get Safe Online (6% vs. 3%).

Parents of 8-11s (76%) and 12-15s (77%) are more likely to say they have looked for or received any information or advice, compared to parents of 3-4s (58%) and 5-7 (69%).

The incidence of looking for/ receiving information/ advice from the child's school does not tend to vary by age among parents of 5-15s (46% for 5-7s, 57% for 8-11s and 53% for 12-15s) but is less likely for parents of 3-4s (26%). Parents of 8-11s (43%) and 12-15s (41%) are more likely than parents of 3-4s (22%) or 5-7s (32%) to seek information from family/ friends. Looking for information or advice from internet service providers does not vary by the age of the child, while looking for information or advice from TV, radio, newspapers or magazines does not differ by age among parents of 5-15s (12%) but is lower among parents of 3-4s (6%). The incidence of parents saying they have received information from their child increases with the age of the child; from 4% among parents of 3-4s to 18% among parents of 12-15s.

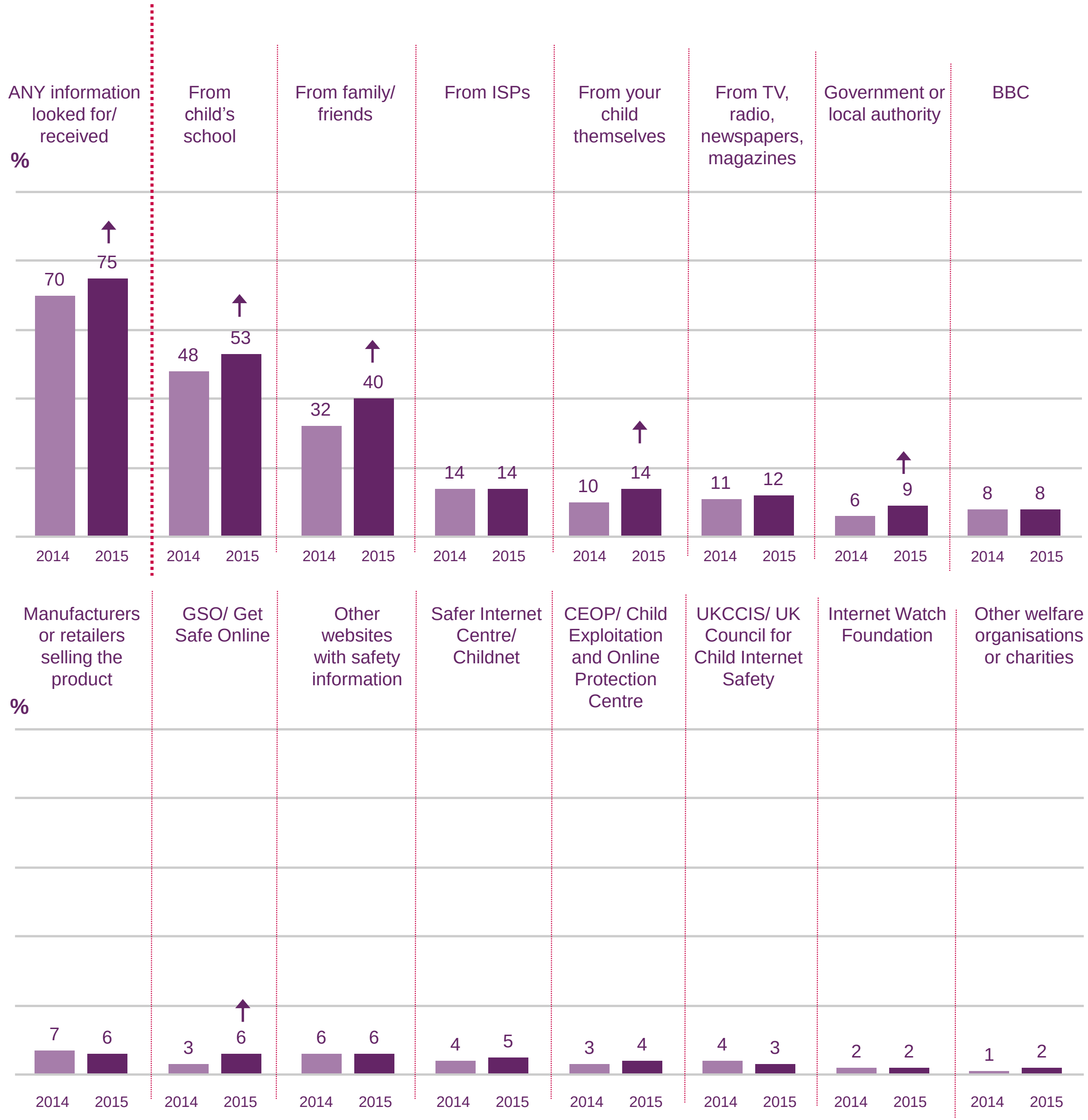
Parents of 3-4s (58% vs. 48%) and parents of 12-15s (77% vs. 70%) are more likely than in 2014 to say they have looked for or received any information or advice about how to help their child manage online risks. The overall increase among parents of 3-4s is mostly attributable to an increase in looking for or receiving information from internet service providers (13% vs. 7%). The increase seen among parents of 12-15s is mostly attributable to an increase in looking for/ receiving information from family or friends (41% vs. 31%) or from the child themselves (18% vs. 12%).

Parents of girls aged 8-11 who go online at home or elsewhere are more likely than parents of boys to say they have looked for or received information or advice about managing online risks from their child's school (64% vs. 50%), from other websites with safety information (7% vs. 3%) or from the Safer Internet Centre/ Childnet (8% vs. 1%). Parents of boys aged 12-15 (11%) are more likely than parents of girls (5%) to say they have looked for or received information from the BBC.

[97] Where more than 1% of parents of 5-15s gave that response.

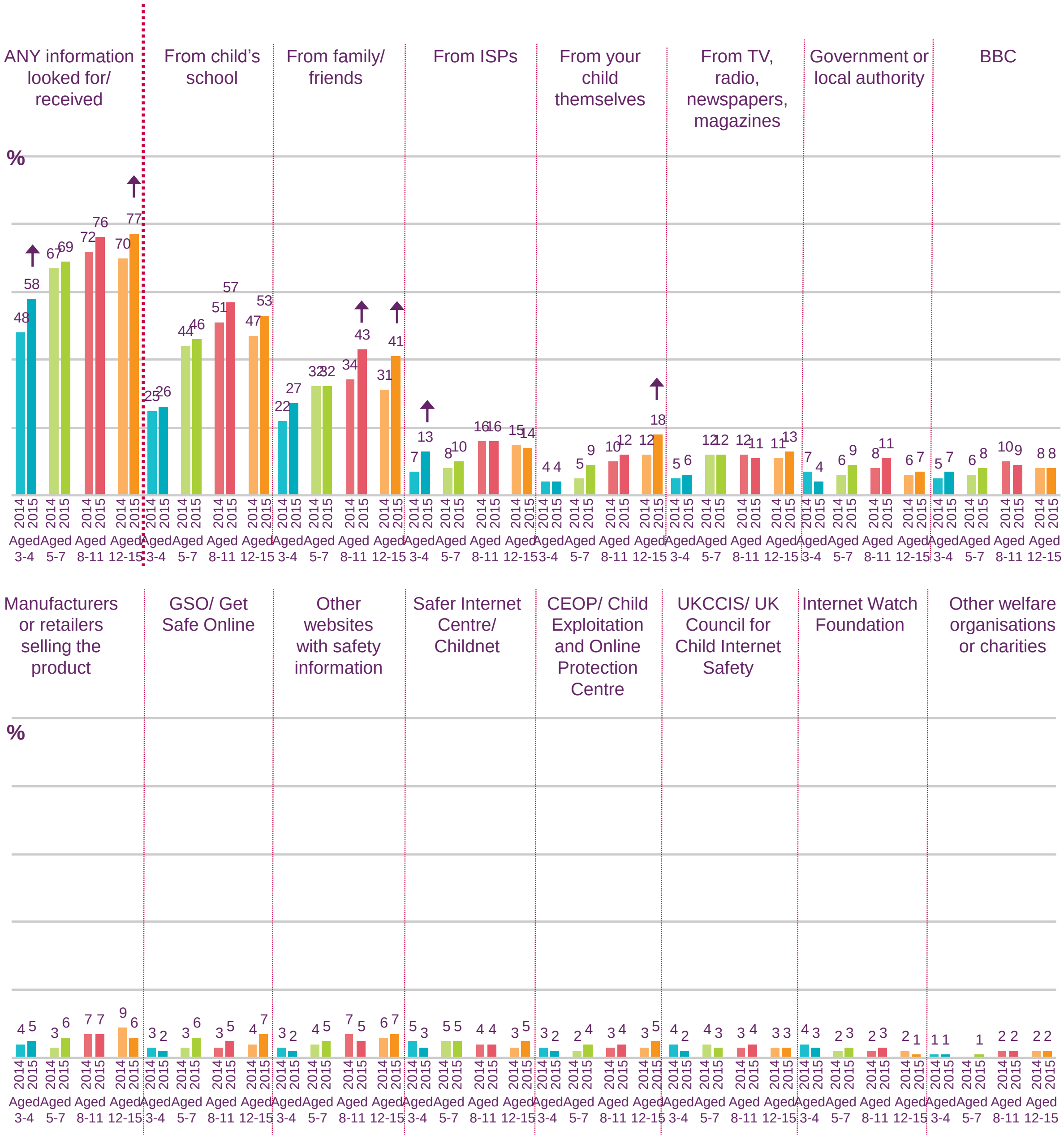
In 2015, compared to the average for parents of 5-15s who go online, those in C2 households are more likely to say they have looked for or received information or advice from the child themselves (19% vs. 14%) while those in DE households are less likely to have done this through manufacturers or retailers selling the product (3% vs. 6%).

Figure 133: 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: 2014 and 2015



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) – responses shown only where >1% of all parents of 5-15s have given that answer.
Base: Children aged 5-15 who use the internet at home or elsewhere (1169 aged 5-15 in 2015) - Significance testing shows any differences between 2014 and 2015.

Figure 134: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks, by age: 2014 and 2015



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) –responses shown only where>1% of all parents of 5-15s have given that answer.
Base: Children aged 3-4 or 5-15 who use the internet at home or elsewhere (262 aged 3-4, 260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015) – Significance testing shows any differences between 2014 and 2015.

Rules about the internet

Eight in ten parents of 5-15s who go online at home or elsewhere have rules in place about their child's online activities – an increase since 2014

To provide a more granular insight into parents' mediation of online services and content, since 2014 we have asked parents of 3-4s and 5-15s who go online about rules they might have in place to mediate their child's online activities and behaviours. Parents were prompted with 11 rules[98] and were asked which, if any, they had in place. Figure 135 shows the results among parents of 5-15s, while Figure 136 shows results among parents of 3-4s, 5-7s, 8-11s and 12-15s.

Eight in ten parents of 5-15s have any of these rules in place (81%), with only one rule in place among a majority of parents: only use sites approved by parents (52%). Four types of rules are in place among at least one-third of parents of 5-15s: rules relating to contact with people online - e.g. no contact with strangers, no sharing of personal information etc. (42%), rules about online purchasing (37%), rules about use of social media (33%) and rules about how to behave online (33%). Three in ten parents have rules in place relating to when and where their child can go online (29%) and around one quarter have rules relating to use of instant messaging services (23%). All other rules are in place among one in four parents of 5-15s or less.

Since 2014, parents appear to be more likely to have any rules in place about online activities[99] (81% vs. 70%). Each of the ten rules that have been asked about since 2014 are now more likely to be in place; the greatest increases (of 13 percentage points) are for: only using sites approved by parents (52% vs. 39%) and how to behave online (33% vs. 20%).

A majority of parents of 3-4s who go online have any of these rules in place (69%). As in 2014, one rule stands out as more likely to be used, compared to any of the other rules that were asked about: only using websites approved by parents (60%). One in seven parents of 3-4s who go online have the rule about online purchasing (14%) or contact with people online (13%). All other rules are used by less than one in ten parents of 3-4s. Since 2014, parents of 3-4s appear to be more likely to have any of these rules in place (69% vs. 58%) with this increase attributable to an increase in use of the following rules: only use sites approved by parents (60% vs. 46%), rules about contact with people online (13% vs. 7%) and rules about online behaviour (11% vs. 4%).

Rules are now more likely for 5-7s (87%) and 8-11s (88%) than for 3-4s (69%) or 12-15s (72%). Among parents of 5-15s, use of the rule about only using websites approved by parents decreases with the age of the child, and is used by three-quarters of parents of 5-7s (74%) compared to 31% of parents of 12-15s. The rule about when and where their child can go online is more likely to be in place for 5-7s (32%) and 8-11s (35%) than for 12-15s (22%). There are five rules that are more likely to be in place for 8-11s and 12-15s compared to 5-7s: rules about contact with people online (48% for 8-11s and 42% for 12-15s vs. 32% for 5-7s), rules about online purchasing (38% for 8-11s, 40% for 12-15s vs. 29% for 5-7s), rules about use of social media sites (38% for 8-11s 34% for 12-15s, vs. 25% for 5-7s), rules

98 In 2014, parents were prompted with ten rules, with 'Only going online when out and about in places that display the Friendly WiFi symbol' added in 2015. Any time series analysis between 2014 and 2015 therefore excludes this individual rule.

99 While there has been an increase in the proportion of parents stating they have rules in place, this may be partly due to the fact that in 2015 parents were only asked about rules relating to their mediation of their child's online activities and behaviours, and not about rules relating to their child's online access and use. In 2014, the additional question relating to rules about online access and use directly preceded the current question about rules relating to mediation and as such, could have influenced the responses given to the latter question.

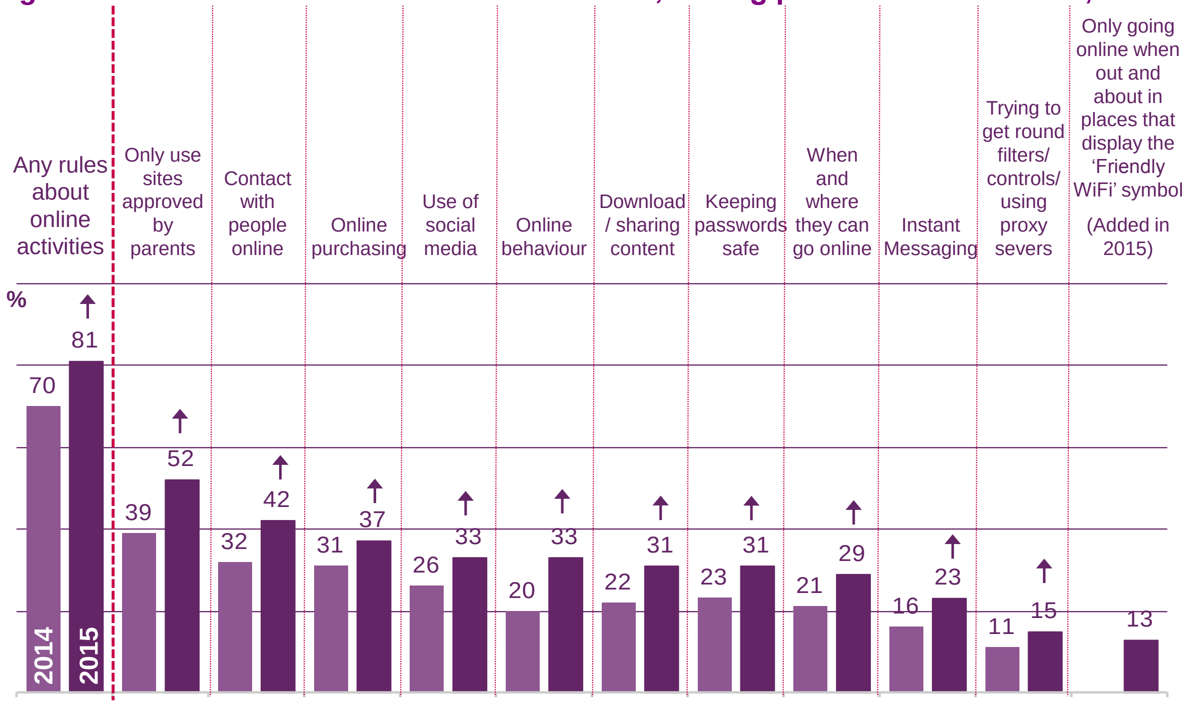
about how to behave online (35% for 8-11s and 12-15s, vs 26% for 5-7s) and rules about keeping passwords safe/ not sharing passwords (35% for 8-11s, 33% for 12-15s vs. 21% for 5-7s).

Similar to parents of 3-4s, parents of 5-7s (87% vs. 68%) and 8-11s (87% vs. 68%) appear to be more likely now than in 2014 to have any rules about online activities in place. Each of the individual rules (where it is possible to make comparisons since 2014) are more likely to be in place among parents of 5-7s, while seven of the ten rules are more likely to be in place among parents of 8-11s, as shown in Figure 136. While at an overall level rules are no more likely among parents of 12-15s, five individual rules are more likely compared to 2014. These are also flagged in Figure 136.

Parents of girls aged 8-11 are more likely than parents of boys to have rules in place about online behaviour (40% vs. 29%) or to have rules in place about only going online when out and about in locations that display the ‘Friendly WiFi’ symbol (20% vs. 10%).

Compared to the average, parents of 5-15s in AB households are more likely to use any of these rules about their child’s online activities (88% vs. 81%), while those in DE households are less likely (73% vs. 81%). This is because five of the individual rules are more likely to be used in AB households: rules about online purchasing (46% vs. 37%), rules about how to behave online (40% vs. 33%), rules about downloading/ sharing content (39% vs. 31%), rules about keeping passwords safe (39% vs. 31%) and rules about when and where their child can go online (37% vs. 29%). Five rules are less likely to be used in DE households: only use websites approved by parents (44% vs. 52%), rules about contact with people online (35% vs. 42%), rules about online purchasing (29% vs. 37%), rules about how to behave online (26% vs. 33%) and rules about when and where the child can go online (22% vs. 29%).

Figure 135: Rules about child’s online activities, among parents of 5-15s: 2014, 2015



QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded).
Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 136: Rules about child's online activities among parents, by age: 2014 and 2015

QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded).
Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

Parental supervision of internet use

More than four in five parents say they supervise their child in some way when they go online at home or elsewhere

In 2014 and in 2015, parents of children aged 3-4 and 5-15 who go online were prompted with four possible responses relating to ways in which they supervised their child online, and were asked whether they usually supervised their child in any of these ways when their child went online using any type of device[100].

Figure 137 shows the responses of parents of 5-15s, and Figure 138 shows the responses of parents of 3-4s, 5-7s, 8-11s and 12-15s.

Among parents of 5-15, more than four in five (84%) say they supervise their child's online access and use in any of these four ways. Half of parents (51%) say they are usually nearby when their child goes online and regularly check what they are doing, with slightly fewer (46%) saying they usually ask them about what they are doing/ have been doing online. One in three (33%) parents say they check the browser/ device history after the child has been online and around one in four (27%) usually sit beside their child and watch or help them when online. Parents of 5-15s are more likely than in 2014 to supervise their child by asking them about what they have been doing online (46% vs. 40%).

Among parents of 5-15s, the likelihood of using any of these means of online supervision decreases with the age of the child (99% for 5-7s, 91% for 8-11s, 70% for 12-15s). Parents of 3-4s (95%) are less likely than parents of 5-7s (99%) to use at least one of these approaches. As might be expected, the likelihood of parents supervising their child by sitting beside them and watching/ helping them decreases with the age of the child; this is the most likely way of supervising a child aged 3-4 (68%) but the least likely for parents of 12-15s (8%). A majority of parents of 3-4s (56%), 5-7s (68%) and 8-11s (61%) say they supervise their child by being nearby and regularly checking what they do. One in three parents of 12-15s also adopt this approach (33%).

Parents of 8-11s (52%) are more likely than parents of 3-4s (25%), 5-7s (39%) or 12-15s (44%) to rely on asking their child what they have been doing online. Parents of 8-11s and 12-15s are more likely than parents of 3-4s and 5-7s to say they check the browser/ device history after their child has been online (38% for 8-11s, 32% for 12-15s, 13% for 3-4s and 22% for 5-7s).

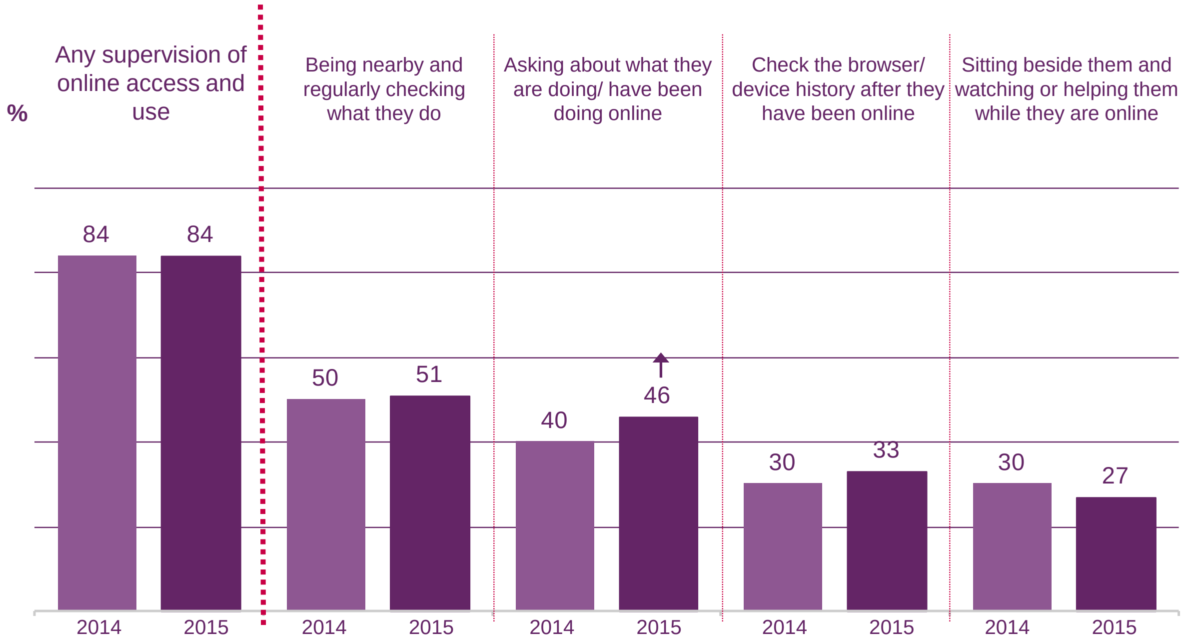
Since 2014, supervision of their child's online access and use is more likely among parents of 5-7s (99% vs. 94%), due to parents being more likely to ask their child about what they have been doing online (39% vs. 30%). Supervision has not increased among any other age group.

There is one difference by gender among parents of 5-7s; parents of girls are more likely than parents of boys to supervise their child online by being nearby and regularly checking what they are doing (74% vs. 60%).

Compared to the average, parents of 5-15s in AB households (90%) are more likely to supervise their child in any of these ways, while parents in DE households are less likely (76%).

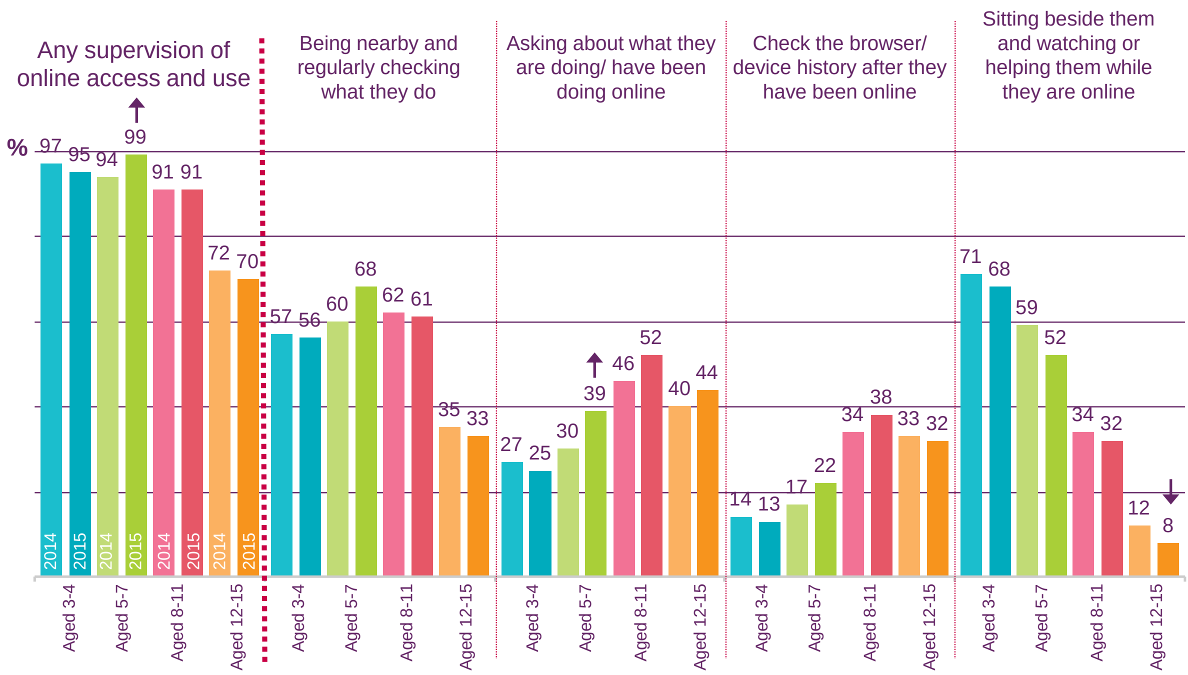
[100] This question was used in the analysis relating to 'Parental supervision' for the combinations of online mediation strategies used by parents, as shown in Figure 113, but more detail about online supervision is provided in this section of the report.

Figure 137: Types of parental supervision when child goes online at home or elsewhere, among parents of 5-15s: 2014, 2015



QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded).
Base: Parents whose child goes online at home or elsewhere (1169 aged 5-15 in 2015). Significance testing shows any change between 2014 and 2015.

Figure 138: Types of parental supervision when child goes online, by age: 2014, 2015



QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded).
Base: Parents whose child goes online at home or elsewhere aged 3-4 (262) or 5-15 (260 aged 5-7, 440 aged 8-11, 469 aged 12-15 in 2015). Significance testing shows any change between 2014 and 2015.

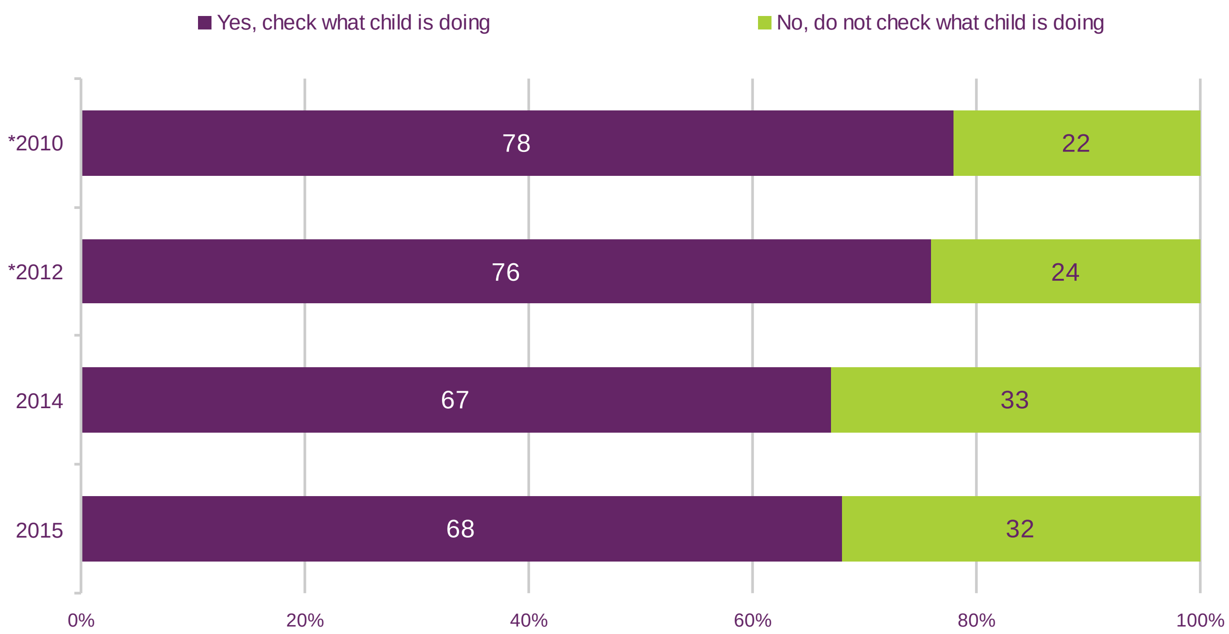
Parental supervision of social media activity

Two in three parents of 12-15s with a social media profile check what their child is doing when using these sites or apps

As shown in Section 5 of this report 1% of 3-4s, 2% of 5-7s, 21% of 8-11s and 74% of 12-15s have a social media profile. Parents of 3-15s[101] whose child has a social media profile[102] were asked whether they check what their child is doing online when they are visiting these types of sites or apps.

As shown in Figure 139, two in three (68%) parents of children aged 12-15 check what their child is doing when visiting social media sites; this incidence has not changed since 2014.

Figure 139: Parental checking of social media site activity among children aged 12-15 who go online at home (2010, 2012) or elsewhere (2014, 2015)



QP46 – Do you tend to check what they are doing when they are visiting these types of social media sites or apps? *Prior to 2014 it asked about social networking sites rather than social media sites or apps.
Base: Parents of children with a social media profile (422 aged 12-15 in 2015) – Significance testing shows any differences between 2014 and 2015.

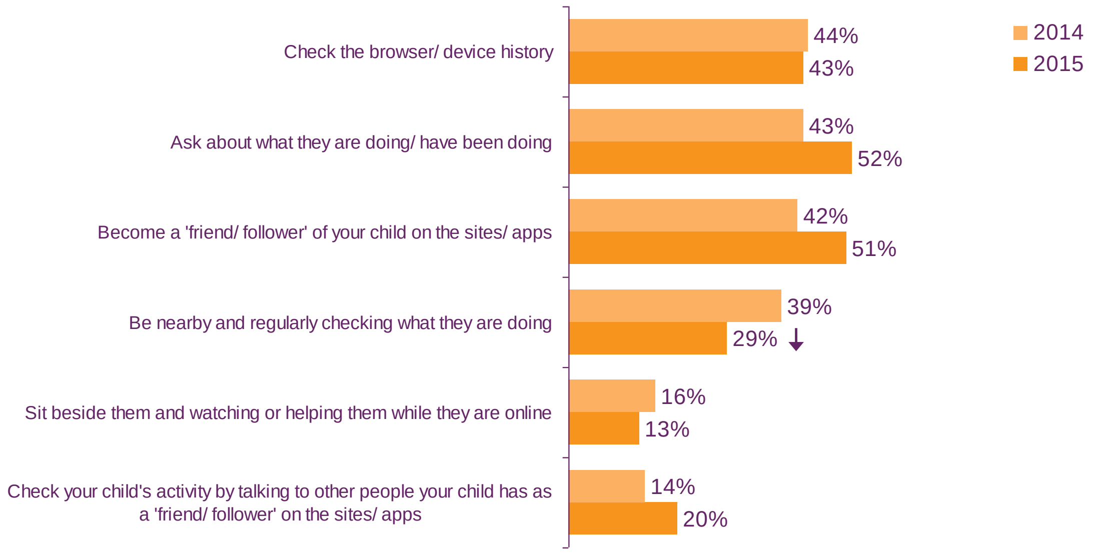
In 2014 and in 2015, parents who say they tend to check what their child is doing when they are visiting social media sites or apps were prompted with a list of possible ways in which they might mediate their child's activities when using social media, and were asked to say which applied. Figure 140 below shows the results among parents of 12-15s[103].

A majority of parents of 12-15s ask about what their child is doing online (52%) or become a 'friend' or 'follower' of their child on these sites or apps (51%). More than four in ten parents check the browser/ device history (43%), while three in ten (29%) are nearby/ regularly check what they are doing. One in five (20%) check their child's activity by talking to their child's 'friends' or followers, while one in eight (13%), sit beside their child and watch or help

[101] Low base sizes prevent analysis among 3-4s, 5-7s and 8-11s.
[102] Prior to 2014, parents were asked about their monitoring of 'social networking websites' rather than social media websites or apps.
[103] Low base sizes prevent analysis among 3-4s, 5-7s and 8-11s.

them when they are online. Parents of 12-15s are less likely now than in 2014 to say they mediate their child's social media use through being nearby and regularly checking what they are doing (29% vs. 39%).

Figure 140: Methods of supervising/ checking 12-15 year old child's use of social media sites or apps: 2014, 2015



QP47 Which of these ways do you check what your child is doing on social media sites or apps? (Prompted responses, multi-coded).
Base: Parents whose child has a social media profile or account and who say they check what their child is doing (224 aged 12-15).

Parental controls for mobile phones

Half of parents of 12-15s whose child's mobile phone can be used to go online are unsure whether the bar on adult content is in place

Parents of 3-4s and 5-15s with their own mobile phone were prompted with the following information: *'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 their mobile device'.* These parents were then asked whether they had been aware of this bar on adult content before they were told about it.

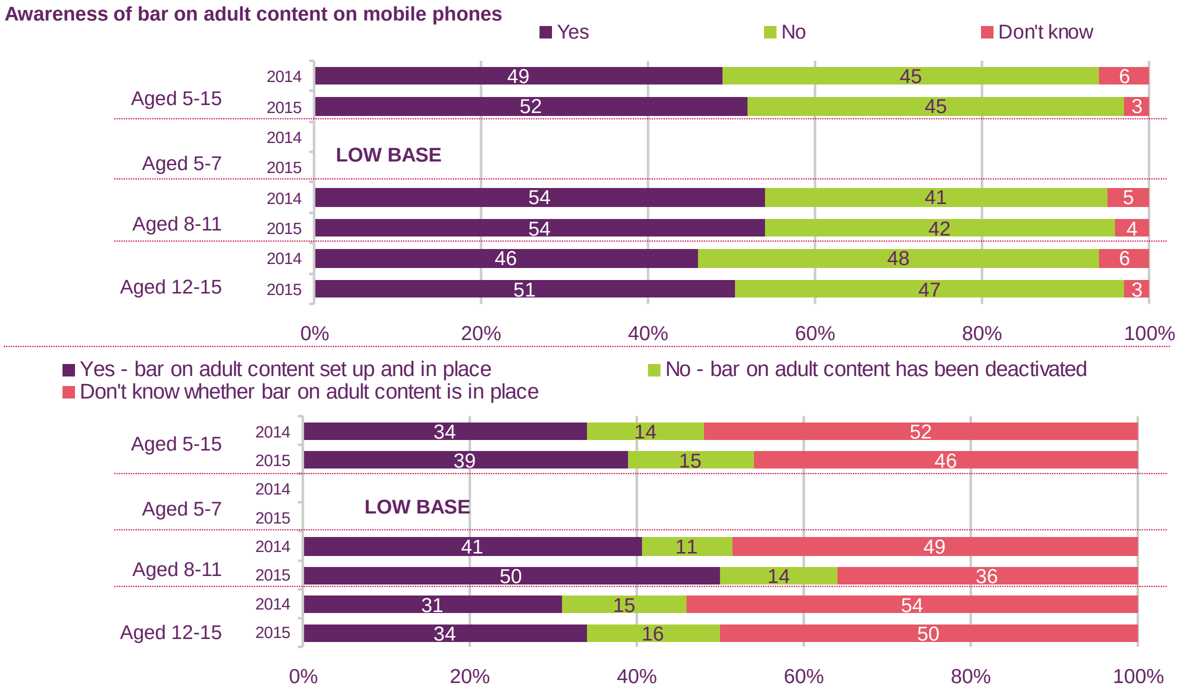
The results are shown in Figure 141 for parents of 5-15s, 8-11s and 12-15s[104]. Half of parents of 5-15s say they are aware of this bar on adult content (52%) with fewer saying they are not aware (45%). These results do not vary by age (among 8-11s and 12-15s), gender or household socio-economic group.

Parents whose child's mobile phone can be used to go online were then asked whether this bar on accessing adult content was set up on their child's phone or had been deactivated. Nearly half of parents of 5-15s whose child has their own mobile phone are unsure whether the bar is in place (46%) with four in ten saying it is in place (39%) and around one in seven (15%) saying it has been deactivated[105]. Parents of 8-11s (50%) are more likely than parents of 12-15s (34%) to say the bar is in place. Parents of 5-15s in C2DE households (51%) are

[104] Low base sizes prevent analysis among parents of 3-4s and 5-7s.
[105] As this is an opt-out service, actual use of the bar may be higher.

more likely than those in ABC1 households (40%) to say the bar has been deactivated (7% vs. 14%).

Figure 141: Awareness and use of bar on adult content for mobile phones, by age: 2014, 2015



QP61/ 63 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 their mobile device. Did you know about this bar on adult content before today?(spontaneous responses, single-coded) / Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (spontaneous responses, single-coded).
Base: Parents whose child has a mobile phone (545 aged 5-15, 156 aged 8-11, 372 aged 12-15 in 2015)/ Parents of children aged 5-15 whose child has a mobile phone that can be used to go online (461 aged 5-15, 113 aged 8-11, 333 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015.

Parental rules for mobile phones

The majority of parents have rules in place about their child's mobile phone use

As shown in Figure 142, most parents whose child has their own mobile phone have put in place at least one of the rules that we asked about.

As in 2014, many of the rules and restrictions for mobile phone use relate to the cost associated with using the phone rather than the possibility of encountering inappropriate or potentially harmful content.

At an overall level, rules about mobile phone use are as likely for 12-15s (82%) as they are for 8-11s (88%), as was the case in 2014[106]. There are, however, seven single rules that are more likely among parents of 8-11s compared to parents of 12-15s: regularly check what the child is doing with the phone (34% vs. 20%), rules about what they do online with their phone (28% vs. 18%), calls or texts only to an agreed list of people (29% vs. 15%), no going online/ using apps to go online (20% vs. 5%), the app store password not being known by

[106] Low base sizes prevent analysis among parents of 3-4s and 5-7s.

the child (13% vs. 7%), apps prevented from knowing child's location by disabling location (14% vs. 7%) and only making or receiving voice calls or sending texts and nothing else (14% vs. 4%). There are three rules that are more likely among parents of 12-15s compared to 8-11s: that there is an agreed limit for the amount spent on contract or through top-up (54% vs. 40%), no calls to premium-rate numbers (37% vs. 25%) and no texts to premium-rate numbers (34% vs. 21%).

While it is not possible to make a comparison at an overall level about whether rules are more or less likely, compared to 2014, as the rules that were asked about in 2014 differ to those in 2015, it is possible to make comparisons across 11 of the 15 rules shown in Figure 142[107]. Parents of 8-11s are more likely to have the rule about no going online/ use of apps to go online (20% vs. 9%) and parents of 12-15s are more likely to have the rules regarding no calls (37% vs. 28%) or texts (34% vs. 27%) to premium-rate numbers.

In 2015, there are differences by gender among 12-15s with a mobile phone[108]. Parents of boys are more likely to have the rule in place about regularly checking what they are doing with the phone (25% vs. 15%) and no downloading of apps onto the phone (9% vs. 3%). Compared to the average, parents of 5-15s with a mobile phone in AB households (62% vs. 49%) are more likely to say there is an agreed limit for the amount spent on contract or through top-up, while those in DE households are less likely (39% vs. 49%).

Figure 142: Parental rules for mobile phones, by age: 2015

	Aged 8-11	Aged 12-15
Any rules or restrictions	88%	82%
There is an agreed limit for amount spent on contract or through top-up (added in 2015)	40%	54%
No calls to premium rate numbers	25%	37% ↑
No texts to premium rate numbers	21%	34% ↑
Regularly check what they are doing with the phone	34%	20%
Rules about what they do online on their phone (added in 2015)	28%	18%
Only calls/ texts to an agreed list of people	29%	15%
Only able to download free to purchase apps (added in 2015)	19%	17%
No in app/ online purchasing	19%	13%
Only send pictures/ videos to an agreed list of people	16%	11%
Child is responsible for paying top-ups/ bills	10%	12%
No going online/ using apps to go online	20% ↑	5%
App store password is not known by the child	13%	7%
Prevent certain apps from knowing child's location by disabling location (added in 2015)	14%	7%
Only to make/ receive voice calls or send texts, nothing else	14%	4%
No downloading of apps onto the phone	10%	6%

QP59– Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone ? (prompted responses, multi-coded).
Base: Parents of children aged 5-15 with a mobile phone (156 aged 8-11, 372 aged 12-15 in 2015). Significance testing shows any differences between 2014 and 2015.

[107] However, the trend for these 11 measures might also be impacted by the changes to the questionnaire between 2014 and 2015.
[108] Low base sizes prevent analysis by gender among 8-11s.

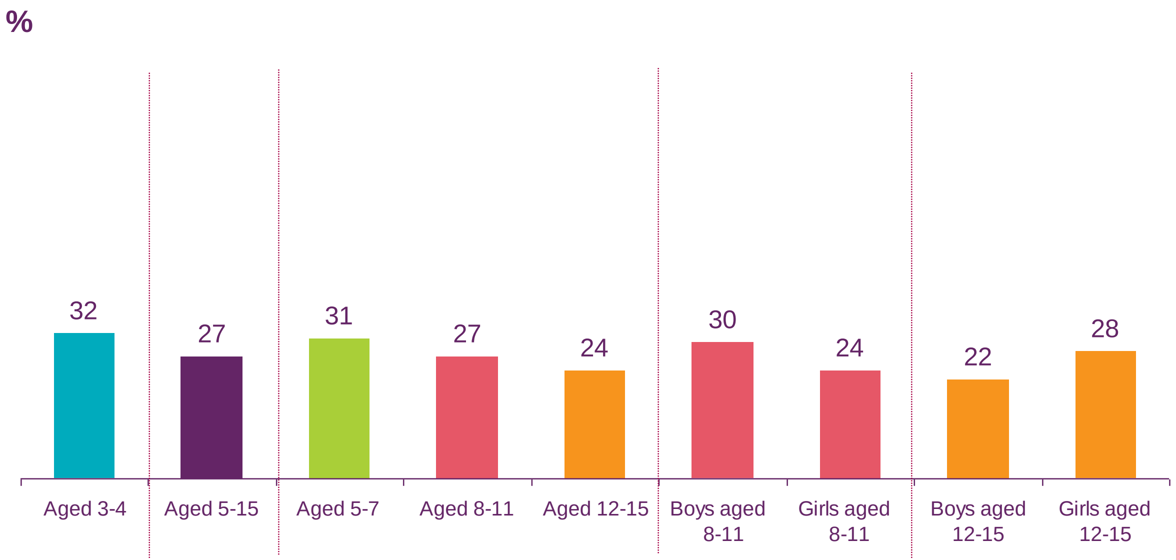
Parental controls on gaming devices

One in four parents of 5-15s have controls on the portable or fixed games console that their child plays games on

Parents whose child plays games at home or elsewhere on a handheld/ portable games console, or a fixed games console connected to a television, were asked whether any parental controls are loaded on either type of console, either to stop their child playing games that are above a certain age rating, or to restrict or prevent their child from going online using the games console.

As shown in Figure 143, one in three parents of 3-4s (32%), whose child plays games on either type of device, have controls in place, as do a similar proportion of parents of 5-7s (31%), 8-11s (27%) and 12-15s (24%). Results do not vary by gender for 8-11s or 12-15s[109] or by household socio-economic group.[110]

Figure 143: Use of parental controls on games consoles/ games players used at home or elsewhere, by age: 2015



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. (spontaneous responses, single-coded).
Base: Parents whose child ever plays games on a handheld games console or a games console connected to a TV ((272 aged 3-4, 843 aged 5-15, 215 aged 5-7, 330 aged 8-11, 298 aged 12-15, 187 boys aged 8-11, 143 girls aged 8-11, 193 boys aged 12-15, 105 girls aged 12-15).

[109] Low base sizes prevent analysis by gender among parents of 3-4s or 5-7s.
[110] There are no trend data available for parental controls on gaming device, as previously parents were asked separately about parental controls on a handheld/ portable games console and on a games console connected to a television.

One in five parents whose child plays games without controls set on their games player say this is because they are not aware of, or don't know how to use these controls

Those parents who do not have parental controls set on either the portable games console or the fixed games console connected to a television, were asked to say why. Figure 144 looks at reasons for not having parental controls, among parents of 5-15s, while

Figure 145 shows reasons by the age of the child.

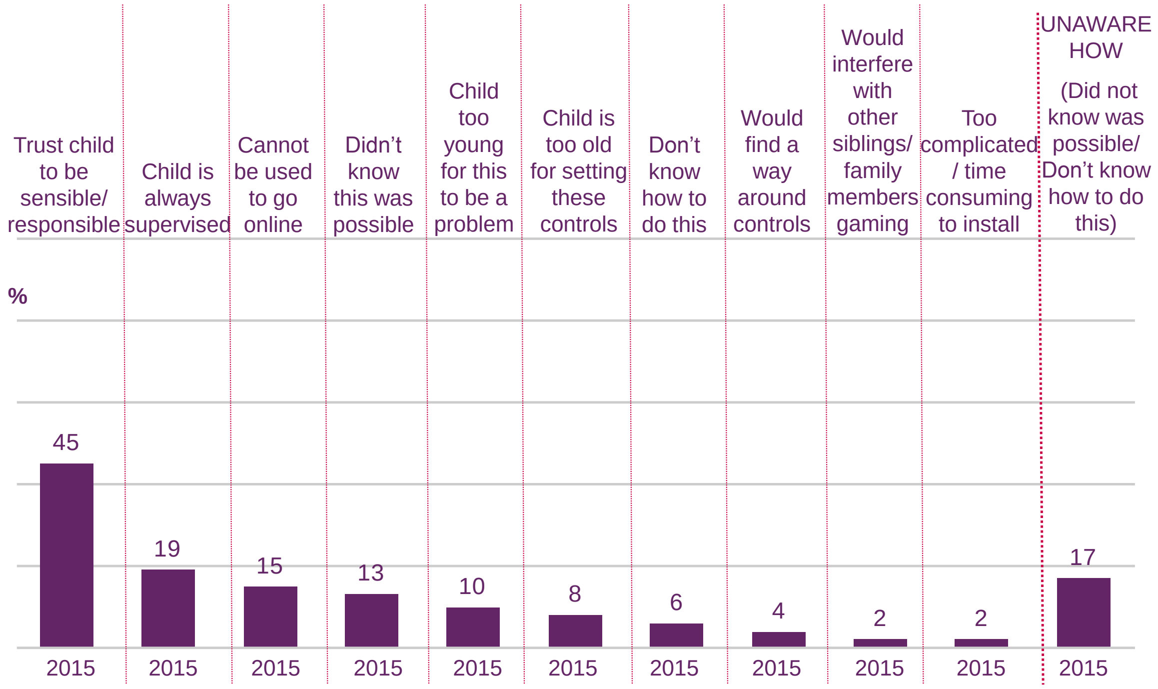
Among all parents of 5-15s without controls on either type of gaming device, more than four in ten (45%) say it is because they trust their child to be sensible/ responsible. One in five (19%) say it is because their child is always supervised, and one in seven (15%) because the device cannot be used to go online, or because they were unaware it was possible (13%). One in ten (10%) say it is because their child is too young for this to be a problem, with all other reasons given by less than one in ten.

Some parents do not use parental controls on the portable or fixed games console because they don't know how to do it, or are not aware that it is possible. Being unaware of parental controls in either of these ways accounts for nearly one in five (17%) parents of 5-15s who do not have parental controls in place.

Figure **145** shows that reasons for not having controls vary considerably by the age of the child. Trusting their chid to be sensible/ responsible increases dramatically with age, while saying that the child is always supervised is more likely for younger children (31% for 3-4s and 32% for 5-7s) than for older children (20% for 8-11s and 9% for 12-15s). Parents of 3-4s (42%) and 5-7s (27%) are more likely than parents of 8-11s (10%) and 12-15s (0%) to say that it is because their child is too young for this to be a problem. The likelihood of not using parental controls because they don't know how to do it, or are not aware it is possible, does not vary by the age of the child.

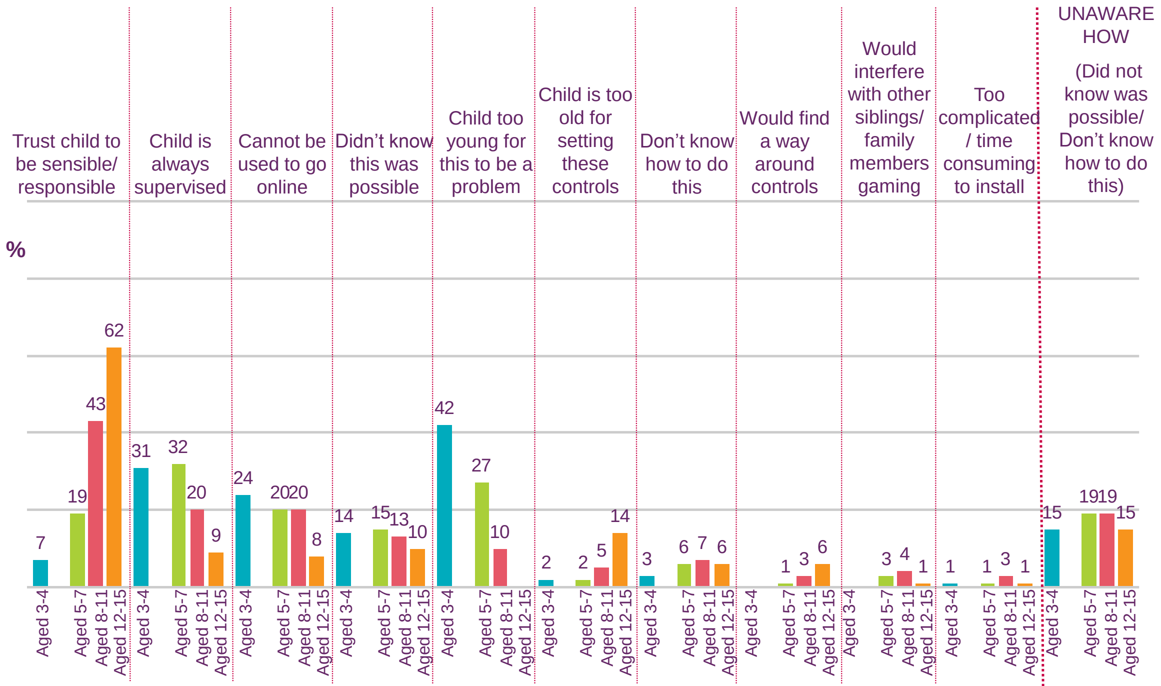
Parents of boys aged 5-15 are more likely than parents of girls to say this is because they trust their child to be sensible/ responsible (50% vs. 37%), while parents of girls are more likely to say it is because the games console cannot be used to go online (22% vs. 11%).

Figure 144: Reasons for not having parental controls on games consoles/ players among parents of 5-15s whose child plays games at home or elsewhere (2015)



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (spontaneous responses, multi-coded). Showing responses given by >1% of parents of 5-15s.
Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (568 aged 5-15 in 2015).

Figure 145: Reasons for not having parental controls on games consoles/ players among parents of 5-15s whose child plays games at home or elsewhere, by age: 2015



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (spontaneous responses, multi-coded). Showing responses given by >1% of parents of 5-15s.
Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (121 aged 3-4, 139 aged 5-7, 222 aged 8-11, 207 aged 12-15 in 2015).

Rules about playing games

Rules about game playing are more likely for 5-7s since 2014

Most parents whose child plays games on a gaming device[111] say that they have rules or restrictions about the games their child plays. Rules are more likely to be in place for children aged 3-4 (89%), 5-7 (94%) and 8-11 (91%), than for those aged 12-15 (74%).

There are only two rules in place among a majority of parents of 3-4s and 5-15s: only play games with an appropriate age rating (62% for 3-4s and 54% for 5-15s) and no games after a certain time (56% for 3-4s, and 53% for 5-15s).

Among parents of 5-15s, use of each rule becomes less likely as the age of the child increases. As such, there are eight rules in place among a majority of parents of 5-7s, two rules in place among a majority of parents of 8-11s and no single rule in place among a majority of parents of 12-15s.

While it is not possible to make a comparison at an overall level about whether rules are more or less likely compared to 2014, as the rules that were asked about in 2014 differ to those in 2015, it is possible to make comparisons across 13 of the 16 rules shown in Figure 142[112]. Parents of 3-4s are more likely to have four rules in place: no games after a certain time (56% vs. 45%), regularly checking on what the child is playing (45% vs. 36%), no online chat or messaging (31% vs. 22%) and no multi-player games (26% vs. 19%). Parents of 5-7s are now more likely to say they use 11 of the 13 rules for gaming (where it is possible to make a comparison), some of which are up by 20 percentage points or more: no online chat or messaging (46% vs. 21%), no games with nudity/ sexual content (60% vs. 38%), no games with swearing/ bad language (59% vs. 39%), no games with drug use (60% vs. 40%). Parents of 8-11s are more likely to use the rule about no games with swearing or bad language (48% vs. 40%) and to regularly check on what the child is playing (46% vs. 39%). Only one rule is more likely than in 2014 for 12-15s: only play games that an adult or parent has played or tried first (9% vs. 5%).

Parents of boys aged 5-7 are more likely than parents of girls (98% vs. 90%) to have any rules in place, as are parents of boys aged 12-15 (80% vs. 67%). This difference by gender is not seen among parents of 8-11s.

At an overall level, there are no differences in the incidence of any rules about gaming by household socio-economic group. Where there are differences for individual rules, these tend to be that parents in AB households are more likely to have a rule (this applies for seven of the 16 rules) and those in DE households are less likely to use a particular rule (six of the 16 rules).

[111] This could be a fixed or portable games console/ computer or any other device.
[112] However, the trend for these 13 measures may have been influenced by the changes to the questionnaire between 2014 and 2015.

Figure 146: Parental rules for gaming, by age: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	89%	86%	94%	91%	74%
Only games with appropriate age rating	62%	54%	76%↑	58%	34%
No games after a certain time	56%↑	53%↑	61%↑	58%	42%
No games with nudity/ sexual content	47%	46%↑	60%↑	48%	33%
No games with violence	50%	44%↑	59%↑	47%	30%
No games with swearing/ bad language	49%	43%↑	59%↑	48%↑	27%
No games with drug use	48%	43%↑	60%↑	45%	28%
Regularly check on what they're playing	45%↑	43%↑	56%↑	46%↑	30%
No online chat or messaging	31%↑	25%↑	46%↑	27%	9%
Only games that are free to play (added in 2015)	27%	24%	35%	25%	16%
No online game playing with people they don't already know	28%	24%↑	38%↑	25%	13%
No online game playing	36%	24%	41%↑	24%	11%
No games with subscription that recur after a set period of time (i.e. monthly - added in 2015)	24%	20%	33%	20%	12%
No games with in-app or in game purchasing (added in 2015)	23%	19%	30%	20%	10%
No multi-player games	26%↑	18%↑	32%↑	18%	7%
Can only play when supervised/ not on their own	35%	14%	27%	13%	5%
Only a game that an adult or parent has played/ tried first	25%	14%↑	22%	13%	9%↑

QP67 - Do you have any of these rules or restrictions about the games that your child plays at home or elsewhere – whether on a games console, 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 (365 aged 3-4, 1108 aged 5-15, 3506 aged 5-7, 417 aged 8-11, 385 aged 12-15 in 2015).
Significance testing shows any differences between 2014 and 2015.

Technical controls on television services

Parents, particularly of 3-4s and 5-7s, are more likely than in 2014 to have set access controls on their television service

Parents of children in households with a television set that the child watches were asked whether they had any controls on their service which restricted access to particular channels or types of programmes or films until a PIN number or password had been entered.

As shown in Figure 147**,** around half of households with children aged 3-4 have set these controls (48%), more than in 2014 (36%). More than half of households with children aged 5-15 have set these controls (57%), with parents of 5-7s (60%) and 8-11s (61%) being more likely to have done so than parents of 12-15s (50%). Compared to 2014, parents of 5-7s are more likely to have these controls in place (60% vs. 50%).

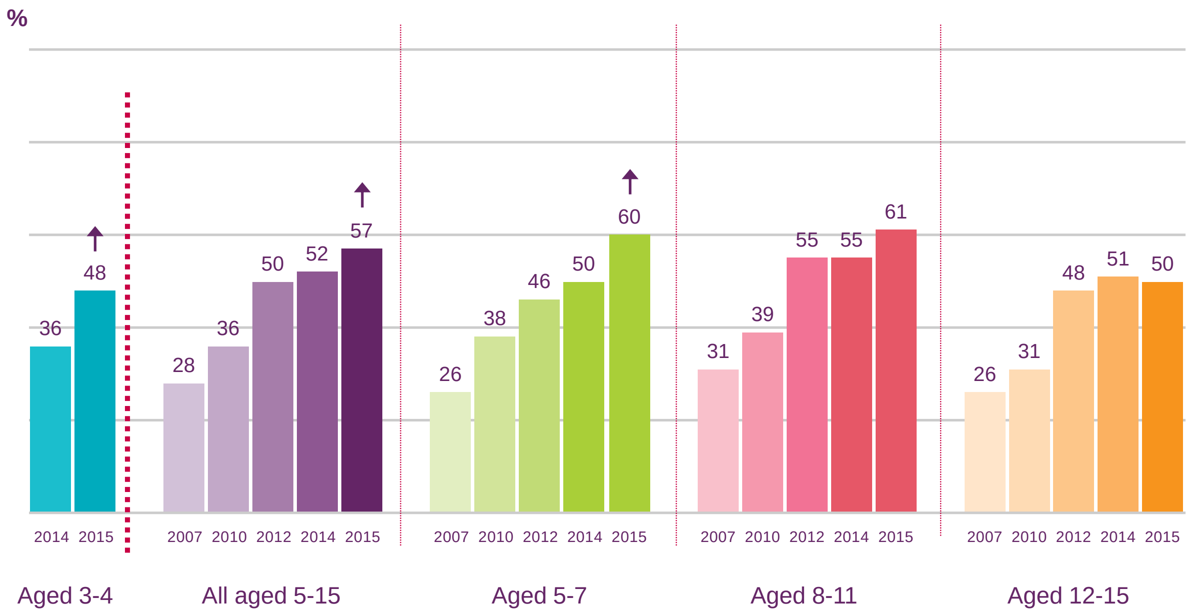
Access controls are more likely to be set in households with a satellite (67%) or cable television service (74%), compared to households with Freeview (41%)[113]. Since 2014, there has been an increase in the incidence of using access controls for satellite services (67% vs. 59%) and for Freeview services (41% vs. 34%).

Compared to the average, parents of children aged 5-15 in DE households are less likely than all parents of 5-15s to have controls in place (49% vs. 57%), while parents in AB

[113] This could be because parental control functionality is not universal for set-top boxes or multichannel televisions that offer Freeview television services.

households are more likely (67% vs. 57%). This is partly because DE households are more likely to have Freeview television services (38% vs. 31%).

Figure 147: PIN or password controls set on television services used by child at home, by age: 2007, 2010, 2012, 2014 and 2015



QP15 - Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?/ Wording in 2007- Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or password? (prompted responses, single-coded).
Base: Parents of children aged 5-15 with a TV set in the household that the child watches (676 aged 3-4, 1334 aged 5-15, 388 aged 5-7, 477 aged 8-11, 469 aged 12-15 in 2015).Significance testing shows any difference between 2014 and 2015.

More than four in ten parents of 5-15s with controls set on their television service say they have removed adult channels

Parents of 3-4s and 5-15s who said they had controls in place on their television service were prompted with four types of control and were asked to select which of these they had in place at home. Parents with television controls and a DVR were asked about a further control: “require a PIN to view a recording originally broadcast after 9pm”. Figure 148 shows their responses.

More than one in three parents of 3-4s (36%) and more than four in ten parents of 5-15s (42%) have removed adult channels from the electronic programme guide (EPG). Parents of 8-11s (46%) are more likely than parents of 3-4s (36%) or 5-7s (37%) to use this control.

Around one in three parents of 3-4s (31%) and 5-15s (34%) say they have blocked specific channels from being viewed at any time of the day. Three in ten parents of 3-4s (30%) and 5-15s (31%) have blocked films depending on their age rating. Around one in five parents of 3-4s (20%) and 5-15s (22%) say they have blocked specific channels from being viewed after a specific time (e.g. after 8pm).

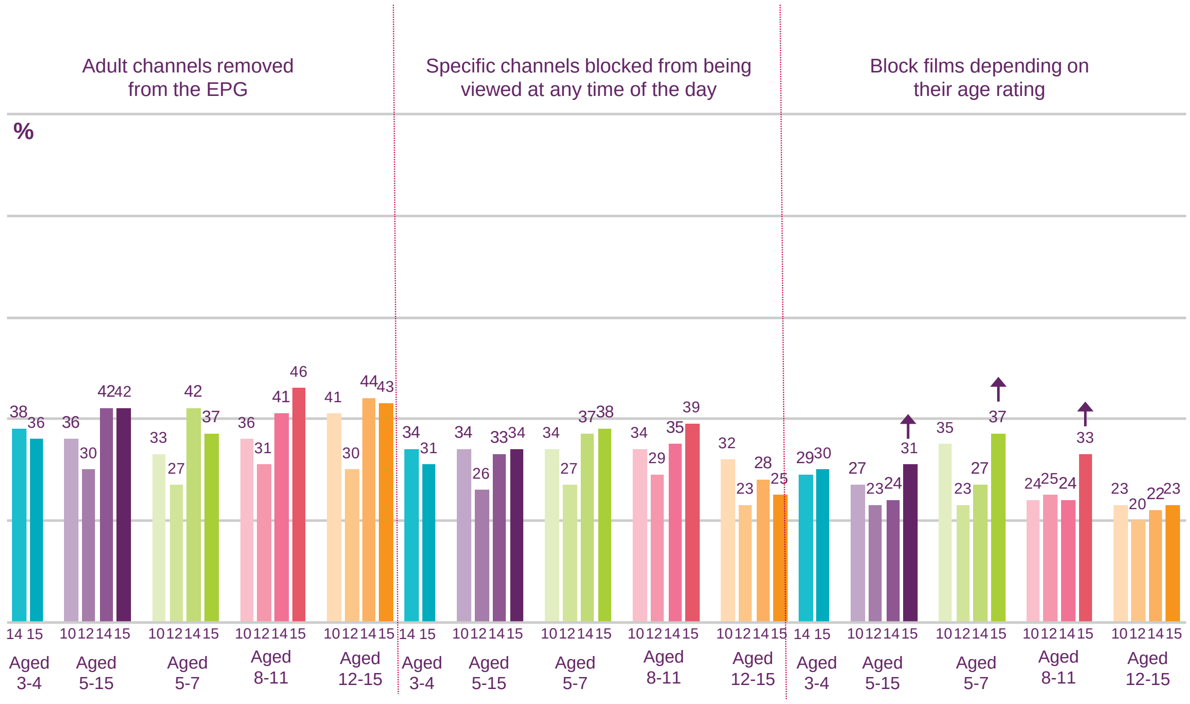
In 2015, parents of 12-15s are less likely than parents of 5-7s or 8-11s to use the following three controls: specific channels blocked at any time of day, films blocked depending on their age rating, and blocking specific channels from being viewed after a specific time.

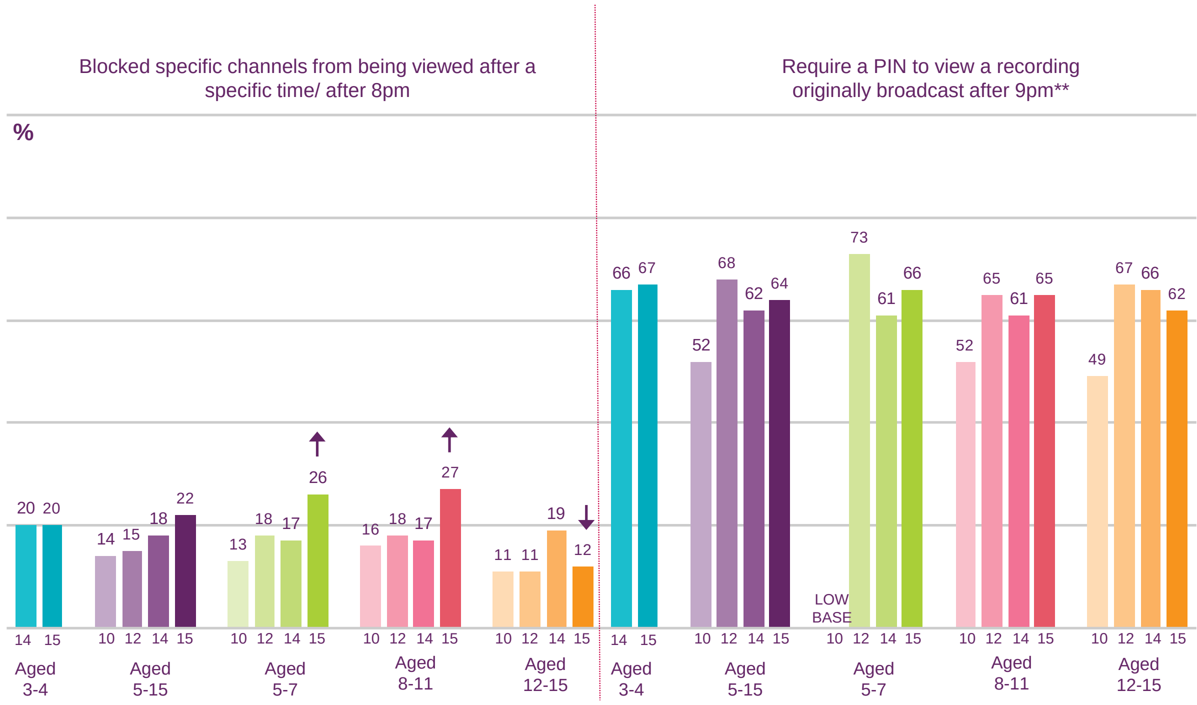
Parents of boys aged 3-4 (45%) are more likely than parents of girls (27%) to say they have removed adult channels from the EPG. Parents of boys aged 12-15 are more likely to have specific channels blocked at any time of the day (31% vs. 19%) or to have them blocked after a specific time (16% vs. 7%).

Compared to 2014, parents of 5-15s are now more likely to block films depending on their age rating (31% vs. 24%), with this increase seen for parents of 5-7s (37% vs. 27%) and parents of 8-11s (33% vs. 24%). Parents of 5-7s (26% vs. 17%) and 8-11s (27% vs. 17%) are also more likely to have blocked specific channels from being viewed after a specific time, while parents of 12-15s (12% vs. 19%) are less likely, compared to 2014.

Parents with a DVR with television controls enabled were asked about a further access control that can be used with a DVR: ensuring that a PIN is required to view a recording that was originally broadcast after 9pm. More than six in ten parents of children aged 3-4 (67%) and 5-15 have this control (64%). There are no variations in this incidence by the age of the child, by gender within age, or by household socio-economic group.

Figure 148: Types of access controls in place among parents with controls set on their television service used at home (2010, 2012) or elsewhere (2014, 2015)





QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded).
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (319 aged 3-4, 743 aged 5-15, 227 aged 5-7, 287 aged 8-11, 229 aged 12-15 in 2015) / **Parents of children aged 5-15 with a TV set and DVR in the household with parental controls set (274 aged 3-4, 629 aged 5-15, 193 aged 5-7, 235 aged 8-11, 201 aged 12-15). Significance testing shows any difference between 2014 and 2015.

Among those without access controls set, one in seven parents are unaware of them, or do not know how to set them

Those parents who do not have any access controls set up for their multichannel television service were asked to say why. Figure 149 looks at the reasons given by all parents of children aged 5-15[114], while Figure 150 looks at this among parents of 3-4s, 5-7s, 8-11s and 12-15s.

The reasons given by parents tend to differ depending on the age of the child. Parents of older children (12-15s) are more likely to say that they trust their child to be sensible/ responsible, or that their child is too old to require these controls, whereas parents of younger children (3-4s, 5-7s and 8-11s) are more likely to say it is because their child is supervised, or that the child is too young for a lack of controls to be a problem.

Some parents responded that they did not know how to set access controls, or did not know that these settings were possible. Being unaware of access controls in either of these ways accounts for around one in seven of all parents of children aged 3-4 (13%) or aged 5-15 (14%) who do not have these settings in place.

Parents of girls aged 5-15[115] (34%) without controls on their television service are more likely than parents of boys (24%) to say it is because their child is always supervised.

Parents of 5-15s in ABC1 households without controls set (47%) are more likely than parents in C2DE households (38%) to say this is because they trust their child to be sensible/ responsible.

Since 2014, parents of children aged 5-15 without controls set on their television service are more likely to say that this is because they trust their child to be sensible/ responsible (42% vs. 31%), with this increase attributable to parents of 12-15s (63% vs. 48%).

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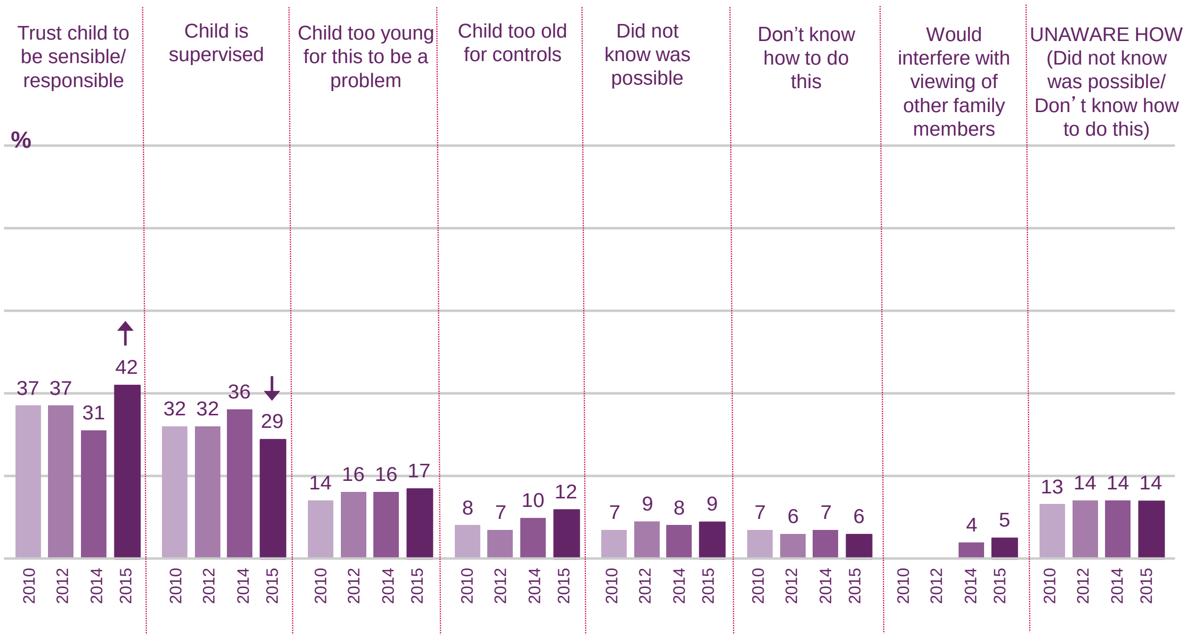
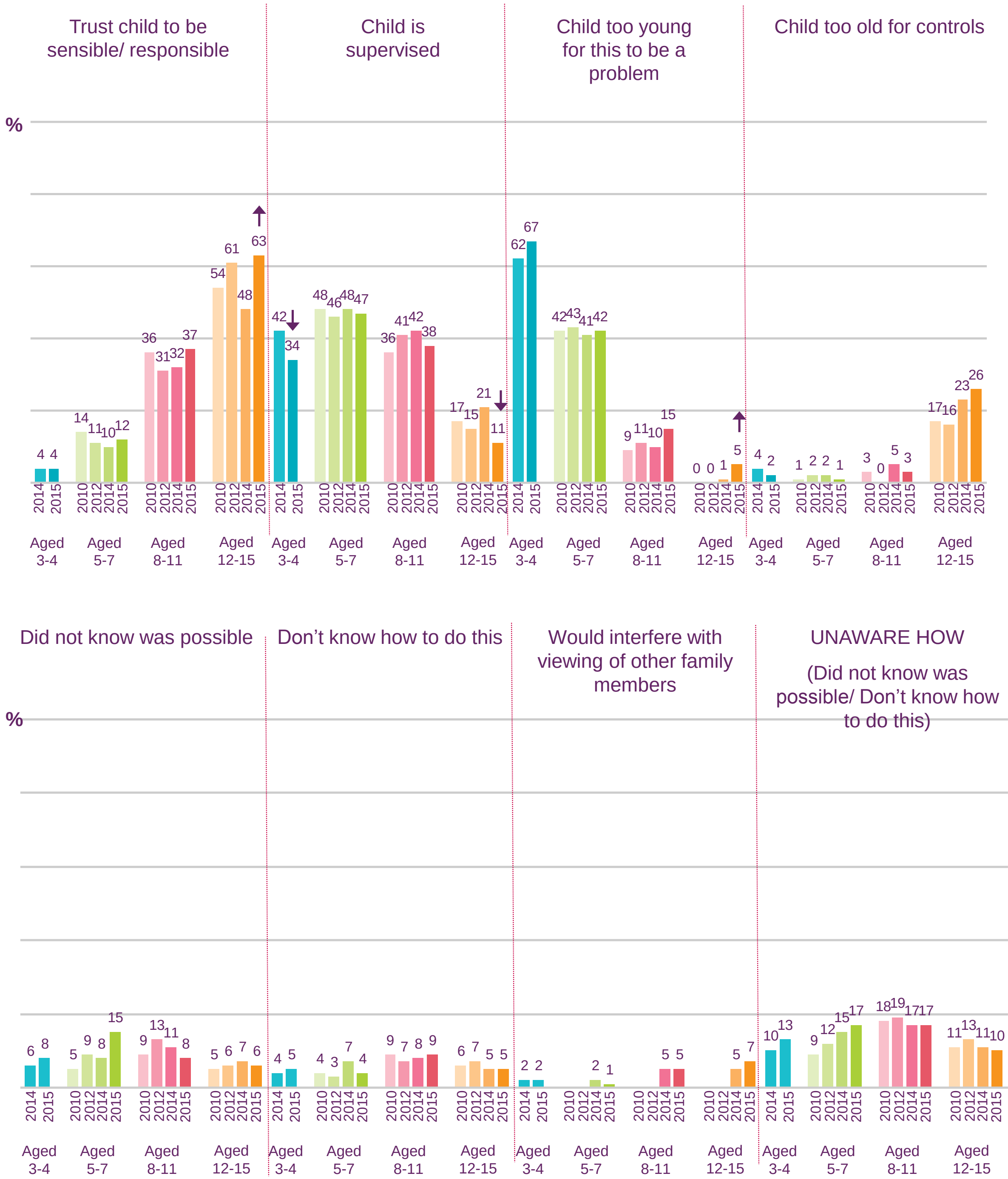
[114] Responses shown reflect those given by 5% or more of all parents of 5-15 without controls set on their television service.
[115] Low base sizes for parents of 5-7s and 8-11s prevent analysis by gender within age.

Figure 149: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2010, 2012) or elsewhere (2014, 2015)



QP16 – Can you tell me why that is? (spontaneous responses, multi-coded) – responses shown only where >5% of all parents have given that answer.
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (566 aged 5-15 in 2015) -significance testing shows any difference between 2014 and 2015.

Figure 150: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2010, 2012) or elsewhere (2014, 2015), by age



QP16 – Can you tell me why that is? (spontaneous responses, multi-coded) – only responses shown where >5% of all parents have given that answer.
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (336 aged 3-4, 148 aged 5-7, 187 aged 8-11, 231 aged 12-15 in 2015) -significance testing shows any difference between 2014 and 2015.

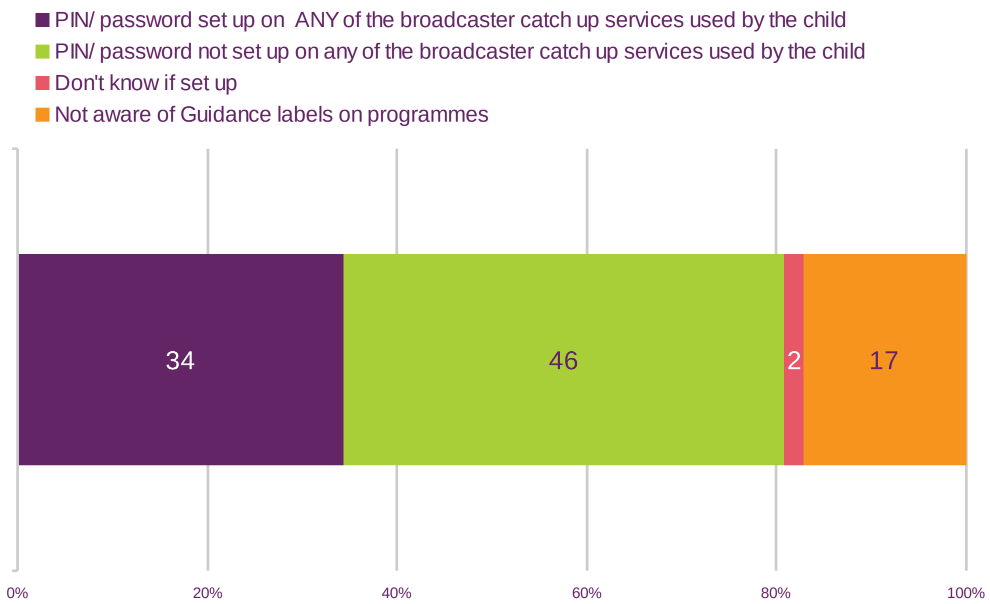
Awareness and use of PIN controls on catch-up services

One in three parents have set controls on the catch-up services used by their child

Parents of children aged 3-4 and 5-15[116] who say their child watches TV programmes through catch-up services (on a TV or other online-enabled device) were asked whether they were aware that catch-up services have guidance labels for programmes, and may include content unsuitable for young audiences. These parents aware of guidance labels were also asked whether they had set a PIN or password on any of the catch-up services that their child uses to watch or download TV programmes or films[117].

As shown in Figure 151, around one in five (17%) of these parents of 5-15s are not aware of the guidance labels for programmes, and around one in three (34%) have set up a PIN/ password on any of the catch-up services their child uses. As such, close to half (46%) are aware of but have not set up PIN/ passwords on any of the catch-up services used.

Figure 151: Awareness and use of PIN controls on catch-up services, among parents of 5-15s: 2015



QP49/ 50 – You mentioned earlier that your child watches TV programmes /films using the catch-up services such as BBC iPlayer or ITV Player. Did you know that UK broadcasters' websites like BBC iPlayer and ITV Player show guidance labels for programmes that may include content that is unsuitable for young audiences, (such as violence, sex, drug use or strong language)? / Have you set a PIN or password on any of the UK catch up services that your child uses to watch or download TV programmes or films ?(spontaneous responses, single-coded).
Base: Parents of children aged 5-15 who say their child watches TV programmes on demand through catch up services on a TV or other online enabled device (180 aged 5-15, in 2015).

[116] It is not possible to show data for 3-4s, 5-7s, 8-11s or 12-15s due to low base sizes.
[117] This question was asked of those aware of guidance labels, as a PIN or password needs to be entered before it is possible to view programmes with a guidance label.

Rules about television viewing

Since 2014 8-11s and 12-15s are more likely to have rules about television viewing

Household rules for television viewing are more likely to be in place for 3-4s (94%), 5-7s (95%) and 8-11s (95%) than for 12-15s (76%). This is also true for nearly all of the ten individual rules that parents were prompted with, the exception being the rule relating to PIN/ password controls to watch certain channels/ films; this is equally likely for the youngest and oldest children (25% for 3-4s and 26% for 12-15s).

There are only two rules in place relating to television viewing for the majority of 3-4s, seven for a majority of 5-7s, five for a majority of 8-11s and none for a majority of 12-15s. Parents of 3-4s (63%) and 5-7s (53%) are much more likely to have the rule about only watching children's TV programmes or channels.

There are only two differences by gender. Girls aged 3-4 (68%) are more likely than boys (57%) to have the rule about only watching children's TV programmes or channels. Boys aged 12-15 (54%) are more likely than girls (44%) to have the rule about no television after a certain time.

Compared to the average, parents of 5-15s in AB households are more likely to have any of these rules (93%), while those in DE households (84%) are less likely. The same individual eight rules that are more likely to be in use in AB households are less likely to be used in DE households; the exceptions are watching only children's TV programmes or channels, and only watching when supervised.

Parents of 5-15s are more likely than in 2014 to say they use any of these rules about their child's television viewing (88% vs. 83%): this is attributable to parents of 8-11s (95% vs. 91%) and parents of 12-15s (76% vs. 69%).

As shown in Figure 152, parents of 3-4s are more likely than in 2014 to use two rules: no programmes with nudity or sexual content (49% vs. 43%) and no programmes with violence (49% vs. 43%).

Parents of 5-7s are now more likely to use seven of the ten individual rules: no programmes with nudity or sexual content (59% vs. 54%), regularly checking on what they are watching (55% vs 44%), only DVDs or videos with an appropriate age rating (59% vs. 45%), no programmes with swearing or bad language (62% vs. 52%), no programmes with violence (59% vs. 47%), need a PIN or password to watch certain channels or movie ratings (39% vs. 27%) and only a DVD or video that an adult or parent has watched first (22% vs. 15%).

Parents of 8-11s are now more likely to use five rules: regularly checking on what they are watching (51% vs. 44%), no programmes with swearing or bad language (52% vs. 43%), no programmes with violence (49% vs. 42%), need a PIN or password to watch certain channels or movie ratings (39% vs. 30%) and only a DVD or video that an adult or parent has watched first (24% vs. 16%).

Parents of 12-15s are more likely to use the rule: no TV after a certain time (49% vs. 38%) and are less likely to use the rule: only children's TV programmes or children's channels (8% vs. 12%).

Figure 152: Parental rules for television, by age: 2015

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	94%	88%↑	95%	95%↑	76%↑
No TV after a certain time	62%	61%↑	69%	67%	49%↑
No programmes with nudity/ sexual content	49%↑	48%↑	59%↑	54%	33%
Regularly check on what they are watching	41%	46%↑	55%↑	51%↑	34%
Only DVDs/ videos with an appropriate age rating	45%	45%↑	59%↑	51%	28%
No programmes with swearing/ bad language	48%	44%↑	62%↑	52%↑	24%
No programmes with violence	49%↑	43%↑	59%↑	49%↑	26%
Need a PIN/ password to watch certain channels/ certain movie ratings	25%	34%↑	39%↑	39%↑	26%
Only children's TV programmes/ children's channels	63%	29%↓	53%	33%	8%↓
Only DVD/ video that an adult or parent has watched first	17%	19%↑	22%↑	24%↑	10%
Can only watch when supervised/ not on their own	23%	13%	21%	16%	5%

QP14 – Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (prompted responses, multi-coded).
Base: Parents of children aged 5-15 whose child watches TV at home or elsewhere (682 aged 3-4, 1360 aged 5-15, 394 aged 5-7, 486 aged 8-11, 480 aged 12-15).

Children and Parents: Media Use and Attitudes: Annex 1

Children’s TV viewing and websites visited

Children's TV viewing: BARB analysis

Note: On 1 January 2010 the new BARB measurement panel of 5,100 homes went live. Any comparison of trend data using both the old and new panels should therefore be made with caution.

Overall viewing trends

Time spent viewing

Children aged 4-15 watched an average of 13 hours 42 minutes of broadcast television per week in 2014, down by almost two hours (1 hour 58 minutes) per week on 2013 (Figure A1.1). The decline is a continuation of longer-term annual falls in weekly viewing by children since 2010, with the year-on-year fall the largest since 2010.

Younger children watch more TV than older children. In 2014, children aged 4-9 watched an average of 14 hours 30 minutes per week compared to 12 hours 54 minutes per week by children aged 10-15.

The decline in weekly viewing among all children has been particularly steep since 2012. The drop was mainly driven by the older 10-15 year age group, who were watching 3 hours 36 minutes less per week on average in 2014 than in 2012. It fell by 2 hours 24 minutes among 4-9 year olds over the same period.

Live broadcasts vs. time-shifting

Figure A1.2 shows that most of the time spent viewing TV among children aged 4-15 in 2014 was to live programme broadcasts (87%). This was the same proportion as in 2013, but a seven percentage point (pp) fall from 94% in 2009. Yet despite over three-quarters of the child population having access to digital video recorders in their home (78% in 2014 vs. 42% in 2009), viewing of recordings or catch-up services (time-shifted viewing) accounted for only 14% of total TV viewing time among all children aged 4-15[118]. Older children (aged 10-15) time-shift a slightly higher proportion of their viewing (14%) compared to children aged 4-9 (12%).[119]

When are children viewing?

The number of children aged 4-15 watching TV increases during breakfast hours (6am to 9am), before tailing off and then gradually growing again from 3pm, after-school hours (Figure A1.3). The largest number of child viewers in 2014 was concentrated around family viewing time between 6pm and 9pm. The size of the audience peaked at 1.8 million, or 20% of the child population, between 7pm and 8pm.

The audience for younger children, aged 4-9, peaks slightly earlier. In 2014 the biggest volume of viewers in this age group was between 6pm and 7pm, with around 1 million viewers (21% of the 4-9 year-old population). The peak audience among children aged 10-15 was an hour later than the average for all children, with audiences highest between 8pm and 9pm (20% of the 10-15 year old population).

118 Values may not sum up to 100% due to rounding.
119 The time-shifted data for 2011 reported in the Annex of the 2012 Children and Parents: Media Use and Attitudes report, uses a base of all children (4-15) with a DVR. The data reported in the Annex of the 2013 Children and Parents: Media Use and Attitudes report and subsequent annual reports uses a base of all children (4-15).

In terms of post-watershed viewing, a significant volume of children aged 4-15 continue to watch TV in the hour when the watershed starts. In 2014 1.4 million child viewers aged 4-15 were watching TV between 9pm and 10pm, representing 16% of the child population. The child audience falls rapidly from 10pm and in each hour after that.

While the proportion of the child audience is broadly evenly split between younger and older child viewers in the run-up to the watershed, after 9pm the distribution increases towards children aged 10-15. From 9pm to midnight in 2014, 35% of the child audience consisted of children aged 4-9 while the remaining 65% were aged 10-15.

What types of programming are children watching?

While hours of total viewing of TV are in decline among all children, the proportion of time spent by channel group has remained similar year on year (Figure A1.4). In 2014 overall, 74% of children's viewing was spent watching commercial channels (both children's and adults'), the same as in 2013. This proportion of viewing in commercial airtime has not changed significantly over the past six years (it was 75% in 2009), but there has been a shift towards an increased proportion of weekly viewing to commercial multichannels (from 54% of weekly viewing by all children aged 4-15 in 2009, to 57% in 2014) and a gradual decrease in children's viewing to the commercial main PSB channels[120] (from 21% in 2008 to 17% in 2014).

The remaining 26% of weekly viewing time among 4-15s, spent watching the BBC family of channels in 2014 was evenly divided between BBC One and Two combined, and the BBC portfolio of channels (including CBBC, CBeebies, BBC Three etc).

Looking in more detail at time spent watching dedicated children's channels and slots on the main PSB channels (children's airtime) and airtime not specifically targeted at children (adult airtime) in 2014, shows that 65% of children's (4-15) viewing took place in adult airtime[121] (Figure A1.6). However, this figure varies significantly by age. Eighty-one per cent of viewing among older children aged 10-15 was in adult airtime, while this made up just over half (52%) of 4-9s' viewing time.

The remaining 35% of children's total viewing that took place in children's airtime[122] was mostly attributed to commercial airtime[123] (25%), while 10% was spent in non-commercial children's airtime. Unsurprisingly, children aged 4-9 spent a higher proportion of their total weekly viewing in children's airtime (52% of their viewing time) than did 10-15 year olds (19%).

Drilling down further into total viewing in children's airtime, figure A1.5 illustrates that the majority (71%) of this viewing among children aged 4-15 is to commercial children's airtime, the same as in 2013 and similar to the distribution in 2009 (70%). By channel, the majority of viewing time is spent on dedicated commercial multi-channel children's channels (67% in 2014). The proportion of viewing time to children's programming slots on the commercial main PSB channels (ITV, Channel 4 and Channel 5) has stayed steady over the last six

[120] ITV, Channel 4 and Channel 5, including their HD variants where applicable.
[121] This consists of the main five PSB channels and ITV, Channel 4 and Channel 5 +1 channel services, *excluding* the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.
[122] This consists of the children's programme slots on the main five PSB channels and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated multi-channel children's channels.
[123] This consists of children's programme slots on the commercial PSB channels (ITV, Channel 4 and Channel 5) and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated commercial multi-channel children's channels.

years, at between 3% and 4%. BBC One and BBC Two no longer have dedicated children's programme slots, and this is reflected in figure A1.5. However, children's viewing to the BBC's dedicated children's channels, CBBC and CBeebies, has consequently increased by four percentage points since 2009, to 29%.

Figure A1.7 looks at the top-performing programmes among all children in 2014. Entertainment programmes accounted for around half of the 20 most popular programmes among 4-15 year olds in 2014. *The Boy In The Dress* is the only children's genre programme in the top 20, but a number of films targeted at children, such as *Gnomeo and Juliet*; *Puss In Boots* and *Madagascar 3: Europe's Most* also feature. Fourteen of the most-watched programmes by children were on BBC One, with the remainder on ITV. *Britain's Got Talent* was the most popular programme overall, with 1.6 million viewers, and attracting 63.7% share of all children watching TV in the same slot. *Doctor Who* attracted the second highest audience of children 4-15 (1.3 million, 50.9% share).

Younger children, aged 4-9, watched a similar range of genres as all children, with entertainment programming drawing the largest audiences. But three of the most-watched five programmes in 2014 among 4-9 year olds were films targeted at children, compared to one among all children (Figure A1.8).

Entertainment programmes also attracted the highest numbers of 10-15 year old viewers in 2014, but the sport and drama genres were also popular choices. The top entertainment programme, and the most popular programme overall, was *I'm A Celebrity Get Me Out Of Here* on ITV (855,000 viewers, 66.4% share). *Doctor Who* was the most-watched drama programming strand, while the *World Cup 2014: Germany vs Argentina* match drew the largest audience for sport among children aged 10-15. (Figure A1.9).

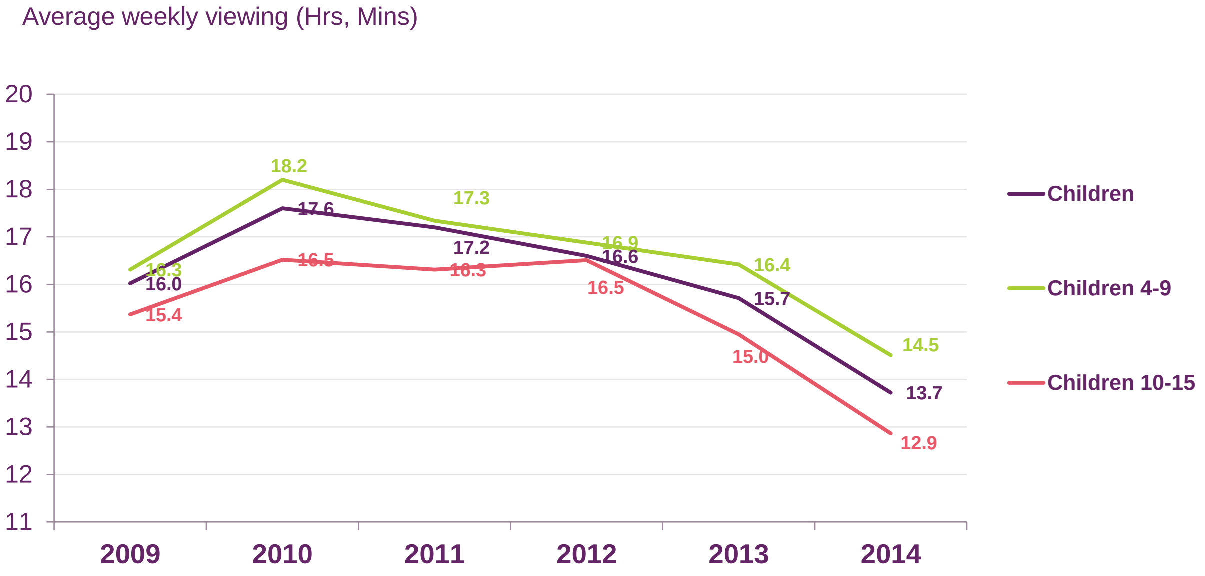
Whom are children watching with?

When watching TV at the time of broadcast, 26% of children watch alone. Figure A1.10 shows that this increases to 31% among 10-15 year olds, while it is below the all-child average for 4-9 year olds (23%).

Across the day, children watch TV with other people (other children and adults) most between 7pm and 10pm. Between 81% and 84% of children's viewing during this time was with other people.

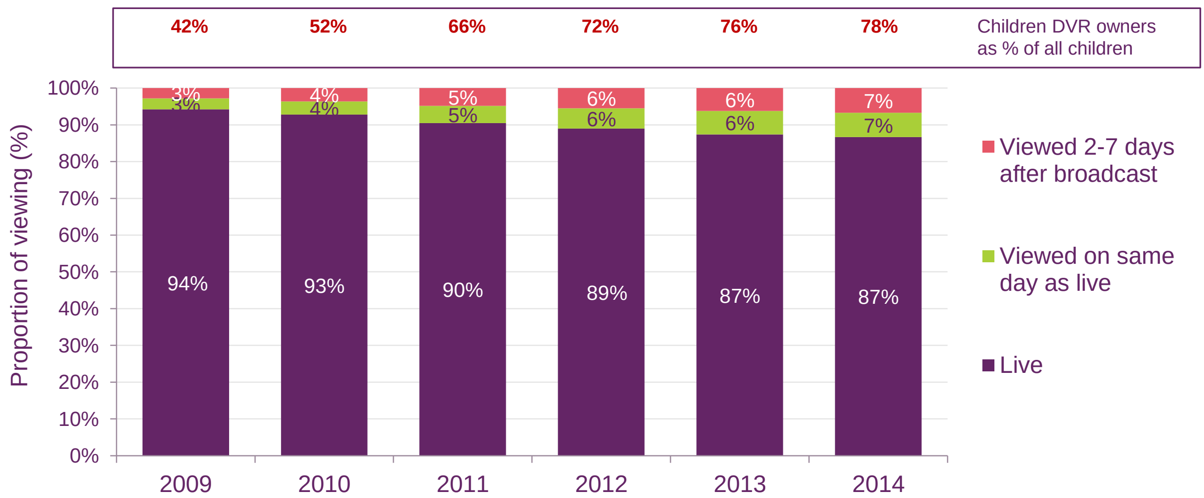
The presence of adults watching TV with children remains high after 9pm, but the proportion of children watching alone increases notably from 11pm onwards (25%), rising to 47% between 3am and 4am.

Figure A1.1: Average hours of weekly viewing, by age



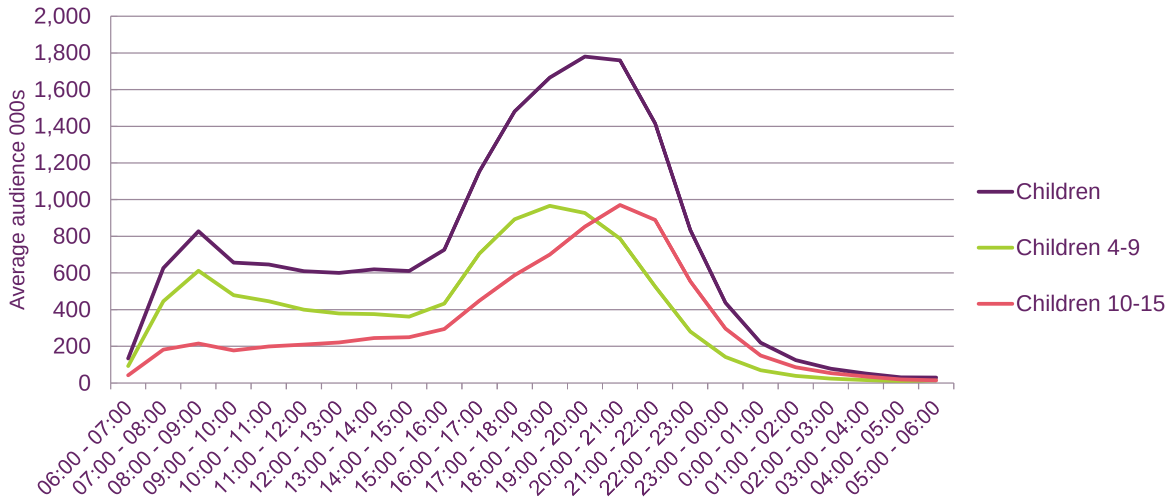
Source: BARB, 2009-2014

Figure A1.2: Live versus time-shifted TV viewing, all children (4-15)



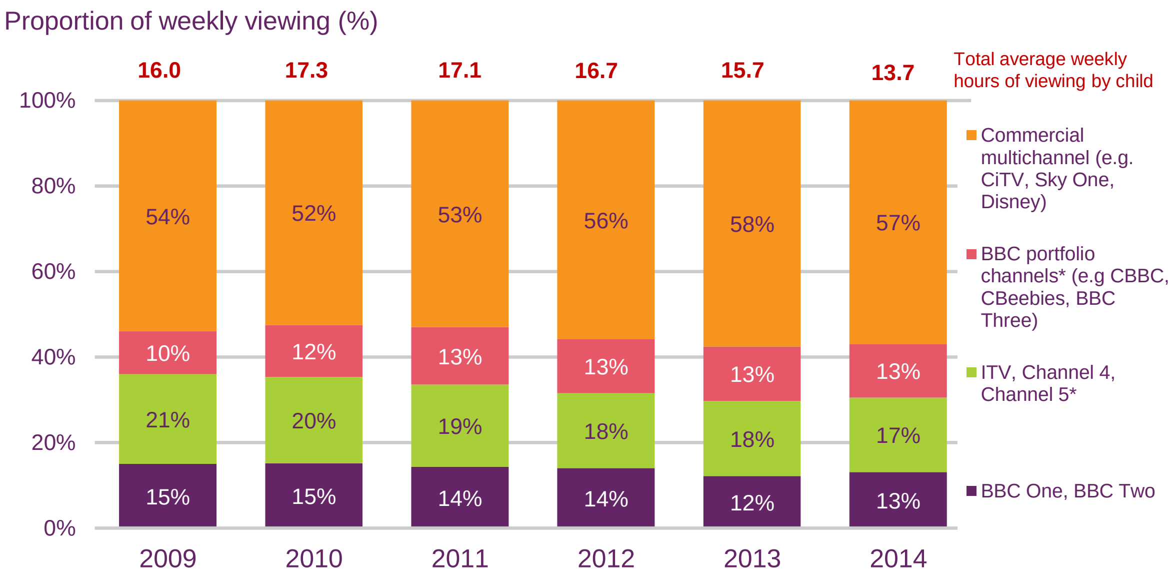
Source: BARB, 2009-2014, all children 4-15. Based on total minutes per child each year.
Values may not sum up to 100% due to rounding.

Figure A1.3: Average 2014 audience, by day part and age: total TV



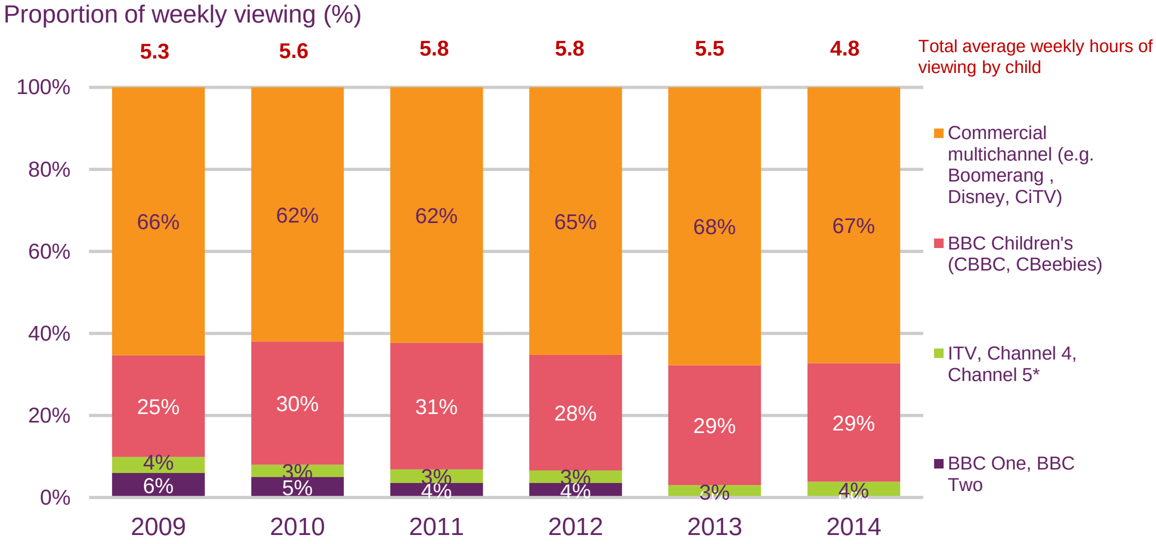
Source: BARB, 2014

Figure A1.4: Children's total weekly viewing, by channel type



Source: BARB 2009-2014, all children 4-15.
*BBC portfolio channels include all BBC channels except BBC One and BBC Two.
*ITV, Channel 4 and Channel 5 include HD variants. +1 viewing is included in 'commercial multichannel'.
Values may not sum up to 100% due to rounding.

Figure A1.5: Children's weekly viewing of children's airtime, by channel type



Source: BARB, 2009-2014, all children 4-15
*ITV, Channel 4 and Channel 5 children's slots include HD variants. +1 viewing is included in 'commercial multichannel'. 'Commercial multichannel' consists of all dedicated commercial multi-channel children's channels and the children's slots on the main PSB channels' +1 services.

Figure A1.6: Demographic differences

Weekly Viewing Summary	Children 4-15	4-9	10-15
Total hours of viewing updated	13.7	14.5	12.9
Total hours of viewing in comm. airtime	10.2	10.8	9.5
Total hours of viewing in adult airtime	9.0	7.5	10.5
Total hours of viewing in comm. adult airtime	6.8	5.8	7.8
Total hours of viewing in children's airtime	4.8	7.0	2.4
Total hours of viewing in comm. children's air.	3.4	5.0	1.7
% total time spent in commercial airtime	74%	74%	74%
% total time spent in adult airtime	65%	52%	81%
% total time spent in comm. adult air.	50%	40%	61%
% total time spent in children's airtime	35%	48%	19%
% total time spent in comm. children's airtime.	25%	35%	13%

Source: BARB, 2014

Commercial airtime consists of commercial PSB channels (ITV, Channel 4 and Channel 5), including HD variants and +1 channels, and commercial multi-channel channels.

Adult airtime consists of the main five PSB channels (including HD) and ITV, Channel 4 and Channel 5 +1 channels, excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Commercial adult airtime consists of commercial PSB channels (ITV, Channel 4 and Channel 5), including HD and +1 variants but excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Children's airtime consists of the children's programme slots on the main five PSB channels and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated multi-channel children's channels.

Commercial children's airtime consists of children's programme slots on the commercial PSB channels (ITV, Channel 4 and Channel 5) and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated commercial multi-channel children's channels.

Figure A1.7: Top 20 programmes in 2014 among all children aged 4-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	BRITAIN'S GOT TALENT (SERIES 8)	ITV	12/04/2014	19:59:12	21:15:56	01:16:44	Entertainment	1648	18.9	63.7
2	DOCTOR WHO	BBC One	23/08/2014	19:52:07	21:08:34	01:16:27	Drama:Series/Serials	1263	14.5	50.9
3	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2014	23:59:01	00:10:01	00:11:00	Entertainment	1212	13.9	64.2
4	THE X FACTOR (SERIES 11)	ITV	06/09/2014	20:04:55	21:18:34	01:13:39	Entertainment	1211	13.9	51.7
5	THE BOY IN THE DRESS	BBC One	26/12/2014	18:56:26	19:58:39	01:02:13	Children's	1193	13.7	40.3
6	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	IITV	19/06/2014	18:59:00	22:25:34	03:26:34	Sport	1181	13.5	65
7	I'M A CELEBRITY GET ME OUT OF HERE! (SER	ITV	16/11/2014	21:02:05	22:38:45	01:36:40	Entertainment	1170	13.4	62.3
8	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY	ITV	22/03/2014	19:00:00	20:20:56	01:20:56	Entertainment	1152	13.1	40.2
9	CHILDREN IN NEED	BBC One	14/11/2014	19:30:03	21:59:03	02:29:00	Entertainment	1147	13.2	50.3
10	WORLD CUP 2014: GER V ARG	BBC One	13/07/2014	20:00:09	22:36:03	02:35:54	Sport	1137	13.1	55.4
11	THE X FACTOR RESULTS (SERIES 11)	ITV	14/12/2014	20:02:35	21:59:59	01:57:24	Entertainment	1127	12.9	53.3
12	THE VOICE UK	BBC One	11/01/2014	19:00:44	20:31:27	01:30:43	Entertainment	1115	12.7	42.2
13	FILM: GNOMEO AND JULIET (2011)	BBC One	01/01/2014	18:45:30	20:00:33	01:15:03	Entertainment*	1052	12	35.4
14	MIRANDA	BBC One	25/12/2014	19:15:51	19:49:26	00:33:35	Entertainment	1047	12	31.7
15	WORLD CUP 2014: ENG V ITA	BBC One	14/06/2014	23:13:28	00:06:22	00:52:54	Sport	1005	11.5	75.6
16	STRICTLY COME DANCING	BBC One	25/12/2014	16:59:00	18:13:01	01:14:01	Entertainment	1004	11.5	36.4
17	FILM: PUSS IN BOOTS (2011)	BBC One	25/12/2014	15:09:59	16:28:30	01:18:31	Films:Cinema	938	10.8	42.5
18	FILM: MADAGASCAR 3: EUROPE'S MOST (2012)	BBC One	30/12/2014	18:04:37	19:26:11	01:21:34	Films:Cinema	931	10.7	38.5
19	EASTENDERS	BBC One	02/01/2014	19:30:05	19:57:16	00:27:11	Drama:Soaps	927	10.6	40
20	QUEEN AND ADAM LAMBERT ROCK BIG BEN LIVE	BBC One	31/12/2014	00:10:01	00:31:03	00:21:02	Music	909	10.4	62.3

Source: BARB, 2014. Based on the best-performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.
*Genre as it appears in the BARB programme logs.

Figure A1.8: Top 20 programmes in 2014 among all children aged 4-9

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	BRITAIN'S GOT TALENT (SERIES 8)	ITV	12/04/2014	19:59:12	21:15:56	01:16:44	Entertainment	833	18.3	63.2
2	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY	ITV	22/03/2014	19:00:00	20:20:56	01:20:56	Entertainment	642	14	40.8
3	FILM: MADAGASCAR 3: EUROPE'S MOST (2012)	BBC One	30/12/2014	18:04:37	19:26:11	01:21:34	Films:Cinema	634	13.9	41.4
4	FILM: GNOMEO AND JULIET (2011)	BBC One	01/01/2014	18:45:30	20:00:33	01:15:03	Entertainment*	610	13.4	38.8
5	THE BOY IN THE DRESS	BBC One	26/12/2014	18:56:26	19:58:39	01:02:13	Children's	592	13	38.6
6	THE X FACTOR (SERIES 11)	ITV	06/09/2014	20:04:55	21:18:34	01:13:39	Entertainment	577	12.7	52.7
7	STRICTLY COME DANCING	BBC One	25/12/2014	16:59:00	18:13:01	01:14:01	Entertainment	553	12.2	36.6
8	FILM: PUSS IN BOOTS (2011)	BBC One	25/12/2014	15:09:59	16:28:30	01:18:31	Films:Cinema	551	12.1	46.2
9	CHILDREN IN NEED	BBC One	14/11/2014	19:30:03	21:59:03	02:29:00	Entertainment	540	11.9	51.5
10	FILM: TOY STORY 3 (2010)	BBC One	24/12/2014	18:24:16	19:59:59	01:35:43	Entertainment	534	11.7	38.2
11	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2014	23:59:01	00:10:01	00:11:00	Entertainment	531	11.7	71.7
12	FILM: DESPICABLE ME (2010)	ITV	18/01/2014	17:14:52	18:55:48	01:40:56	Films:Cinema	531	11.6	36
13	DOCTOR WHO	BBC One	23/08/2014	19:52:07	21:08:34	01:16:27	Drama:Series/Serials	510	11.3	43.6
14	PUSS IN BOOTS: THE THREE DIABLOS	BBC One	25/12/2014	16:28:30	16:40:00	00:11:30	Entertainment	502	11	40.5
15	THE VOICE UK	BBC One	11/01/2014	19:00:44	20:31:27	01:30:43	Entertainment	485	10.6	37
16	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	ITV	19/06/2014	18:59:00	22:25:34	03:26:34	Sport	462	10.1	63.6
17	EASTENDERS	BBC One	30/12/2014	19:29:00	19:59:04	00:30:04	Drama:Soaps	457	10	35
18	FILM: CARS 2 (2011)	BBC One	23/12/2014	15:32:19	17:08:57	01:36:38	Entertainment	444	9.7	37
19	THE GRUFFALO'S CHILD	BBC One	24/12/2014	15:50:05	16:16:02	00:25:57	Entertainment	434	9.5	32.5
20	THE GRUFFALO	BBC One	23/12/2014	15:04:34	15:31:08	00:26:34	Entertainment	432	9.5	39.7

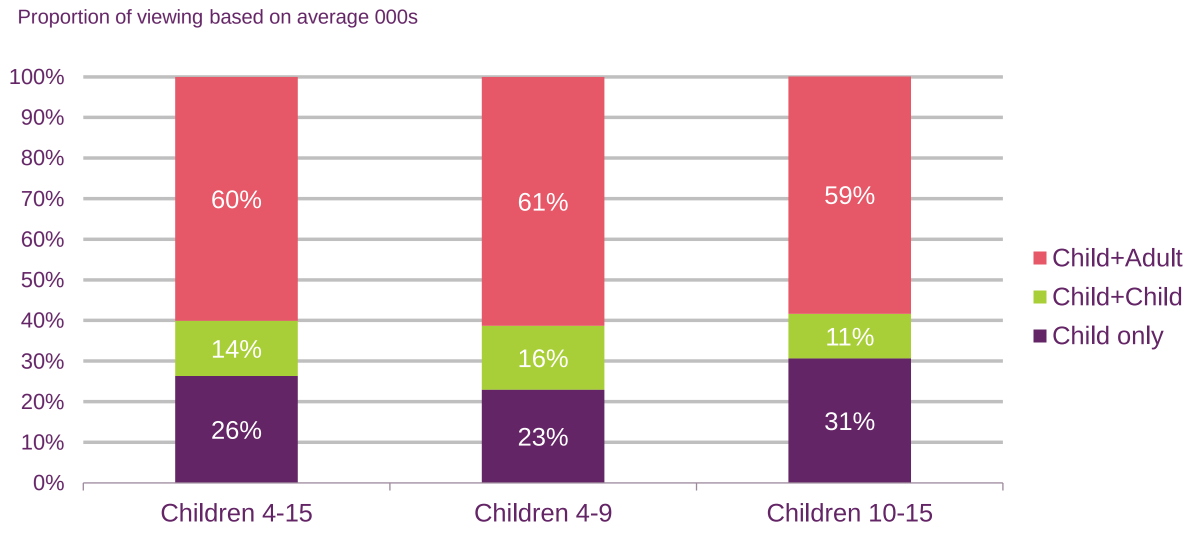
Source: BARB, 2014. Based on the best performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.
*Genre as it appears in the BARB programme logs.

Figure A1.9: Top 20 programmes in 2014 among all children aged 10-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	I'M A CELEBRITY GET ME OUT OF HERE! (SER	ITV	16/11/2014	21:02:05	22:38:45	01:36:40	Entertainment	855	20.5	66.4
2	BRITAIN'S GOT TALENT (SERIES 8)	ITV	12/04/2014	19:59:12	21:15:56	01:16:44	Entertainment	815	19.5	64.2
3	DOCTOR WHO	BBC One	23/08/2014	19:52:07	21:08:34	01:16:27	Drama:Series/Serials	752	18.1	57.4
4	THE X FACTOR RESULTS (SERIES 11)	ITV	14/12/2014	20:02:35	21:59:59	01:57:24	Entertainment	742	17.8	55.2
5	WORLD CUP 2014: GER V ARG	BBC One	13/07/2014	20:00:09	22:36:03	02:35:54	Sport	738	17.7	57.6
6	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	ITV	19/06/2014	18:59:00	22:25:34	03:26:34	Sport	719	17.1	65.9
7	MIRANDA	BBC One	25/12/2014	19:15:51	19:49:26	00:33:35	Entertainment	713	17.1	39.9
8	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2014	23:59:01	24:10:01	00:11:00	Entertainment	681	16.4	59.4
9	THE X FACTOR (SERIES 11)	ITV	13/12/2014	20:29:00	22:34:24	02:05:24	Entertainment	676	16.2	50.5
10	WORLD CUP 2014: ENG V ITA	BBC One	14/06/2014	23:13:28	00:06:22	00:52:54	Sport	675	16.1	79.5
11	SHERLOCK	BBC One	01/01/2014	20:59:48	22:26:16	01:26:28	Drama:Series/Serials	672	16	39.6
12	THE VOICE UK	BBC One	11/01/2014	19:00:44	20:31:27	01:30:43	Entertainment	630	15	47.4
13	CHILDREN IN NEED	BBC One	14/11/2014	19:30:03	21:59:03	02:29:00	Entertainment	606	14.6	49.2
14	THE BOY IN THE DRESS	BBC One	26/12/2014	18:56:26	19:58:39	01:02:13	Children's	600	14.4	42.1
15	WORLD CUP 2014: BRA V GER	BBC One	08/07/2014	21:00:08	22:48:09	01:48:01	Sport	600	14.4	62.8
16	BRITAIN'S GOT TALENT RESULT (SERIES 8)	ITV	29/05/2014	21:33:15	21:59:49	00:26:34	Entertainment	558	13.3	54.2
17	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY	ITV	01/03/2014	18:59:00	20:18:56	01:19:56	Entertainment	552	13.1	37.3
18	EASTENDERS	BBC One	25/12/2014	21:05:42	22:02:18	00:56:36	Drama:Soaps	548	13.1	37.9
19	MRS BROWN'S BOYS	BBC One	25/12/2014	22:05:34	22:39:36	00:34:02	Entertainment	531	12.7	43.6
20	QUEEN AND ADAM LAMBERT ROCK BIG BEN LIVE	BBC One	31/12/2014	00:10:01	00:31:03	00:21:02	Music	527	12.7	59.6

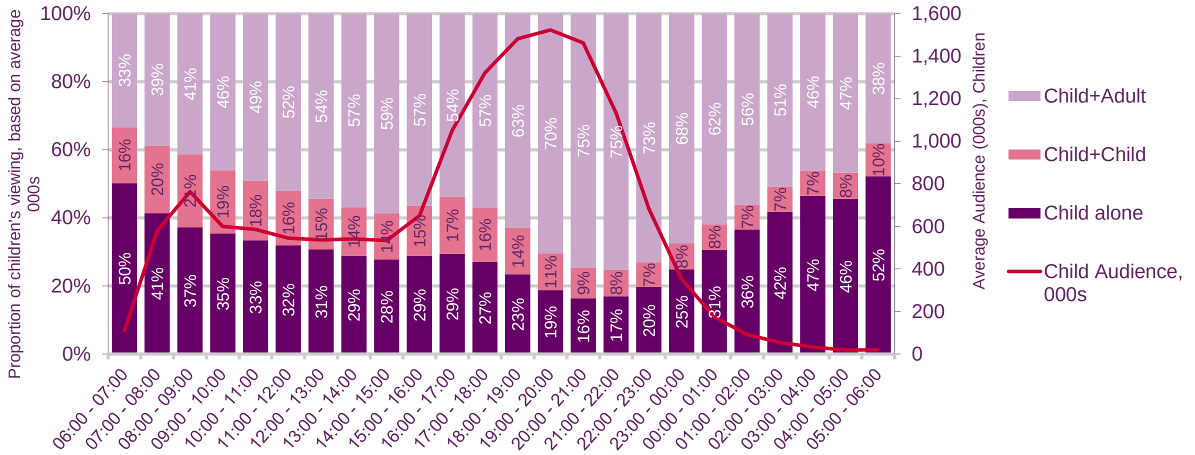
Source: BARB, 2014. Based on the best-performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.

Figure A1.10: Co-viewing across total TV



Source: BARB, all children, 2014. Based on live viewing at the time of broadcast. Values may not sum up to 100% due to rounding.
Note: this chart Is based on live and time-shifted viewing.

Figure A1.10: Co-viewing across the day: all TV viewing



Source: BARB, all children, 2014. Based on live viewing at the time of broadcast. Values may not sum up to 100% due to rounding.
Note: this chart is based on live and time-shifted viewing.

Glossary

Adult airtime – this comprises the main five PSB channels (including HD) and ITV, Channel 4 and Channel 5 +1 channels, excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Children's airtime - this comprises the children's programme slots on the main five PSB channels and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated multi-channel children's channels.

Commercial adult airtime – this comprises the commercial PSB channels (ITV, Channel 4 and Channel 5), including HD and +1 variants, but excluding the slots when children's programmes are shown, combined with all other multi-channels except for the dedicated children's channels.

Commercial children's airtime – this comprises the children's programme slots on the commercial PSB channels (ITV, Channel 4 and Channel 5) and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated commercial multi-channel children's channels.

DVRs – digital video recorders.

Time-shifted viewing – This is defined in BARB analysis as viewing of programmes, on TV sets, recorded and subsequently played back within seven days, as well as viewing after pausing or rewinding live TV. It also includes viewing catch-up TV services through a TV set, where the content has been broadcast in the previous seven days.

Websites visited by children aged 6-14

Introduction

This annex provides tables listing web entities accessed by children aged 6-14, in order of popularity, during May 2014 and May 2015. We have used the comScore Media Metrix service (MMX) to measure internet use on laptop and desktop computers. These data exclude use of the internet on other devices such as a smartphone or tablet computer, as mobile device use by under-18s is not measured.

These tables offer useful context to our children's media literacy report, showing the specific web entities that children visit and how this has changed over the last two years.

Methodology

comScore's Unified Digital Measurement methodology combines panel and census measurement techniques in its approach to digital audience measurement. This method uses the comScore global measurement panel to determine audience reach and demographics. In addition to directly measured census-level activity at publishers' digital content assets (i.e. websites, videos, apps), which accurately accounts for total media consumption, these data sets are unified into a more accurate view of audiences and their activity in a way that is not affected by variables such as cookie deletion, blocking and rejection.

The tables in this annex list the top 50 *Media Titles,* ordered by unique audience and active reach, among the 6-14 year-old audience. These *Media Titles* are subsidiary entities of the internet *Properties* listed in comScore's Top 1000 Properties category and comScore's Adult category (which is excluded by default from the former category). The tables also include some *Property* entities which do not have any subsidiary *Media Titles,* where their unique audience and active reach would place them within the top 50 ranking. Ofcom considers that this unique approach best reflects internet users' consumption of online content without over-aggregating websites into their parent entities, nor duplicating websites which host several channels or sub-channels of content.

Please note that comScore's Top 1000 Property category is a ranked list of the top 1000 Properties on the internet for the *whole* internet audience. It is therefore possible that there may be some sites that are particularly popular among children but do not appear because they are unpopular among the online population as a whole.

A *Media Title* is an editorially- and brand-consistent collection of content in the digital landscape that provides the marketplace with a view of online user behaviour. This may represent a domain, a group of domains, an online service or a computer application. In contrast, a *Property* is the parent entity and can represent a full domain (i.e. bbc.co.uk), pages (e.g. bbc.co.uk/sport), applications or online services under common ownership or majority ownership for a single legal entity.

The tables are ranked by unique audience and active reach. 'Unique audience' is defined as the total number of unique persons who visit a website or used an application at least once in a given month. People visiting the same website more than once in the month are therefore counted only once in this measure. The active audience is the total number of people who visit any website or use any application at least once in a given month. The active reach of a website is therefore the proportion of the unique audience who visit that website at least once during the month.

Please note: all rankings included in this report are based on Ofcom's ranking approach as outlined above. While all data are based on reportable entities in comScore MMX, Ofcom's unique treatment of the various media entities means that the rankings will not directly align with comScore's own web property or media entity rankings.

Additional web entity definitions

* Not all visitors to a webpage of this domain are attributed to this entity. The domain contains content belonging to another entity, and as such, any visitors to this content are attributed to the other entity.

† Property with no child Media Titles.

For more information on the data methodology and measurement contained in this annex, please visit www.comscore.com

Table 1: May 2015, Top 50 web entities accessed by children aged 6-14 from desktop and laptop computers

No.	Web Entity	Unique Audience (000s)	Active Reach (%)	Average minutes per visitor
1	Google	3,101	56.1	38.4
2	MSN	2,255	40.8	75.7
3	BBC	2,005	36.3	19.0
4	YOUTUBE.COM	1,709	30.9	311.6
5	Facebook And Messenger	1,124	20.3	152.8
6	Yahoo	1,059	19.2	10.2
7	Amazon	878	15.9	15.5
8	WIKIPEDIA.ORG*	788	14.3	6.6
9	Windows Live	775	14.0	6.3
10	ROBLOX.COM	773	14.0	108.4
11	Mode Tend Parenting	713	12.9	8.8
12	MOVIESTARPLANET.CO.UK †	690	12.5	21.3
13	eBay Sites	668	12.1	31.8
14	Disney Entertainment	637	11.5	14.1
15	Microsoft	617	11.2	5.4
16	Steam (App)	559	10.1	
17	SAFESEARCH.NET †	532	9.6	14.1
18	Origin	447	8.1	0.4
19	ANIMALJAM.COM	421	7.6	16.2
20	ADOBE.COM	397	7.2	2.7
21	ASK.COM Sites	386	7.0	7.7
22	iTunes Software (App)	383	6.9	
23	STEAMPOWERED.COM	383	6.9	24.5
24	BBC IPlayer	381	6.9	17.0
25	TWITTER.COM †	344	6.2	23.8
26	Blogger	336	6.1	5.3
27	Spotify (App)	327	5.9	
28	Apple.com Worldwide Sites	322	5.8	4.1
29	TUMBLR.COM*	312	5.6	44.6
30	Sky Portal	299	5.4	7.2
31	MYMATHS.CO.UK	294	5.3	19.8
32	DAILYMAIL.CO.UK	292	5.3	13.5
33	uTorrent (App)	286	5.2	
34	PUTLOCKER.IS †	276	5.0	11.0
35	VIRGINMEDIA.COM*	265	4.8	7.8
36	FRIV.COM †	264	4.8	2.7
37	Dropbox (App)	262	4.7	
38	STEAMCOMMUNITY.COM	262	4.7	45.8
39	IMDb	259	4.7	9.0
40	WIKIHOW.COM †	252	4.6	3.4
41	BINWEEVILS.COM	252	4.6	11.3

42	TELEGRAPH.CO.UK	245	4.4	3.3
43	CRUSHARCADE.COM †	242	4.4	1.5
44	THEGUARDIAN.COM	235	4.2	4.2
45	MINICLIP.COM	234	4.2	7.9
46	MINECRAFT.NET	226	4.1	7.4
47	Defy Media Gaming	223	4.0	11.5
48	KIZI.COM †	218	3.9	20.3
49	Argos	216	3.9	12.5
50	Nickelodeon Kids And Family	215	3.9	24.8

Source: comScore MMX, May 2015, home and work panel, children 6-14.

Table 2: May 2014, Top 50 web entities accessed by children aged 6-14 from desktop and laptop computers

No.	Web Entity	Unique Audience (000s)	Active Reach (%)	Average minutes per visitor
1	Google	3,618	65.7	59.5
2	YOUTUBE.COM	2,054	37.3	195.9
3	Yahoo	1,601	29.1	14.7
4	BBC	1,533	27.9	40.5
5	FACEBOOK.COM	1,427	25.9	227.5
6	Windows Live	951	17.3	4.9
7	Disney Entertainment	873	15.9	14.2
8	MSN	867	15.8	6.6
9	Amazon	839	15.2	16.1
10	WIKIPEDIA.ORG*	773	14.1	8.8
11	Steam (App)	684	12.4	
12	eBay Sites	679	12.3	22.2
13	ASK.COM Sites	660	12.0	3.8
14	ROBLOX.COM	604	11.0	106.5
15	Bing	584	10.6	5.6
16	Microsoft	539	9.8	6.4
17	Outlook (Outlook.com)	526	9.6	29.9
18	iTunes Software (App)	483	8.8	
19	TWITTER.COM †	467	8.5	31.7
20	ANSWERS.COM	444	8.1	12.4
21	MINECRAFT.NET	400	7.3	8.2
22	Apple.com Worldwide Sites	398	7.2	3.9
23	Nickelodeon Kids And Family	389	7.1	15.7
24	Blogger	362	6.6	4.8
25	MOVIESTARPLANET.CO.UK †	356	6.5	18.9
26	uTorrent (App)	350	6.4	
27	BBC IPlayer	342	6.2	13.6
28	Sky Portal	341	6.2	16.9
29	Mode Entertainment	330	6.0	18.3
30	STEAMPOWERED.COM	314	5.7	32.6
31	Spotify (App)	312	5.7	
32	SNAPDO.COM †	311	5.6	11.1
33	COOLMATH-GAMES.COM	300	5.5	11.5
34	Origin	297	5.4	1.5
35	Dropbox (App)	283	5.1	
36	GirlsGoGames Sites	282	5.1	25.3
37	ADOBE.COM	282	5.1	2.8
38	Skype	275	5.0	59.8
39	IMDb	274	5.0	5.1
40	TALKTALK.CO.UK	267	4.9	8.7

41	STEAMCOMMUNITY.COM	258	4.7	72.7
42	THEGUARDIAN.COM	258	4.7	2.6
43	PayPal	251	4.6	5.9
44	TUMBLR.COM* †	247	4.5	82.4
45	MYMATHS.CO.UK	240	4.4	9.7
46	Agame.com Sites	236	4.3	7.2
47	WIKIHOW.COM †	234	4.3	3.4
48	TBS Entertainment Digital	233	4.2	14.4
49	VIRGINMEDIA.COM*	230	4.2	10.1
50	MINICLIP.COM	223	4.1	11.2

Source: comScore MMX, May 2014, home and work panel, children 6-14