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 2014 *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 report 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.
- comScore data on top 50 web entities visited by children aged 6-14 by children aged 6-14 (2012, 2013, 2014).
- Our recently published qualitative report on the online behaviour of children and young people aged 8-17.

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:

- There has been a significant increase in access to, ownership of and use of tablet computers by children of all ages. In contrast, the incidence of TVs and games consoles in the bedroom is declining, while smartphone ownership remains steady.
- Almost twice as many children aged 5-15 are going online via a tablet than in 2013. At the same time, the number of those only using a device other than a PC/ laptop/ netbook to go online has increased, and access to the internet at home via a PC/ laptop/ netbook has declined.
- 12-15s are twice as likely to say they would miss their mobile phone than the TV, say they spend more time going online than watching television in a typical week, and say they prefer to socialise online rather than watch TV. In contrast, younger children still prefer TV to any other device, and spend more time in a typical week watching TV than doing any other media activity.
- Gender differences are evident from an early age. Differences include a preference for gaming among boys and for communicating online among girls. Parents also treat boys and girls differently, monitoring some aspects of girls' online activity more closely than boys'.
- Older children are making judgements about the truthfulness of online content, including search engine results and how accurately people present themselves online.

- Around a quarter of parents express concern about the media content their child has access to, with concerns about the internet more likely among parents of older children (8-15).

- Nine in ten parents mediate their child's access to the internet in some way, with most parents using a combination of approaches including using technical tools, having rules around access and use, regularly talking to the child about specific risks and supervising the child's online activity[1].

Changes in children's media consumption

Seven in ten children aged 5-15 now have access to a tablet computer at home…
Children's access to a tablet computer at home has increased from 51% to 71% for 5-15s since 2013. In addition, use of a tablet computer at home has increased by 20 percentage points since 2013 for children aged 5-15; six in ten (62% vs. 42%) in this age group, while four in ten children aged 3-4 now use tablets at home (39% vs 28%).

Ownership of tablets has almost doubled, with one in three (34%) children aged 5-15 now owning their own tablet computer, up from one in five (19%) in 2013.

…and children are almost twice as likely to go online using a tablet
Four in ten children aged 5-15 go online using a tablet computer, almost twice as many as in 2013 (42% vs. 23%), while two in ten children aged 3-4 go online using a tablet (20% vs. 12% in 2013). Tablets are now the second most likely device – after laptops/netbooks – to be 'mostly' used by 5-15s to go online.

Going online using a mobile is also more likely…
Four in ten 5-15s own a mobile phone, rising to almost eight in ten children aged 12-15. Children in each age group are more likely than in 2013 to use a mobile phone to go online (36% vs. 27% for 5-15s).

This varies significantly by age, with 59% of 12-15s going online using a mobile phone. This coincides with a big increase in smartphone ownership at 13, when ownership jumps from four in ten for 12 year olds (41%) to almost seven in ten for 13 year olds (67%). Among 12-15s the mobile phone is the second most likely device to be 'mostly' used to go online, after laptops/ netbooks, with tablets coming third.

…while access to the internet via a PC/laptop has decreased
For the first time since this survey began in 2005, access to the internet at home via a PC/ laptop/ netbook by children aged 5-15 has decreased; from 91% in 2013 to 88% in 2014. At the same time the number of 5-15s who go online only through a device other than a PC/ laptop/ netbook has doubled, from 4% to 8%.

Despite these changes among 5-15s, laptops/netbooks remain the most popular device that are ever used to go online for each age group, and the laptop/ PC is the preferred device for finding information for school work, among all age groups.

[1] Parents are asked about a variety of methods of mediation. In 2014, we grouped these methods into four categories, while in 2013 they were grouped into three categories. In addition, the question about internet rules was changed to provide insight about rules around access to the internet, as well as rules around use and behaviour online. Therefore, the findings around mediation are not comparable with the mediation findings from 2013.

More kids have access to smart TVs but fewer have TVs and games consoles in their bedroom
Smart TV access has increased, from 13% of 5-15s in 2013 to 39% in 2014. However, there have been decreases in the number of children aged 5-15 having a TV in the bedroom (46% in 2014 vs. 52% in 2013) and a games console/ player in the bedroom (41% vs. 47%).

Gaming on tablets is on the rise, while gaming on some other devices is falling
While the use of dedicated gaming devices has declined (77% vs. 81% in 2013), and use of computers/ laptops for gaming has also decreased, use of tablet computers to play games has increased among 5-15s (30% vs. 23%).

TV is the media device that would be most missed overall…
At an overall level, the television set is the device that children aged 5-15 would miss most, and television is also nominated by 5-15s as the media activity that they would prefer to do when given the choice. However, preferences for media devices and media activities vary greatly by age, and 12-15s are twice as likely to say they would miss their mobile phone, compared to the TV (37% vs. 18%). The TV set is the only media device used almost every day by a majority of children aged 5 to 15. More time is spent watching television every week (14.6 hours) than undertaking any other media activity, although less time is now spent watching television in a typical week than in 2013 (15.4 hours).

Around four in ten children aged 5-15 (38%) use an alternative device to watch TV. While they are now more likely than last year to watch television programmes on a tablet computer (20% vs. 15%), they are less likely to use other alternative devices to watch TV.

Three-quarters of all 12-15s (76%) and over half of 8-11s say they ever watch YouTube channels. Of those who watch TV channels and YouTube channels, a quarter of the 12-15s (25%) and three in ten 8-11s (29%) say they prefer to watch YouTube.

But older children spend more time online and prefer mobile phones for social activities
Children aged 12-15 spend more time going online than watching television in a typical week (17.2 vs. 15.7 hours) and say they prefer to socialise online rather than watch TV (33% vs. 20%).

Among 12-15s who go online, the mobile phone is the most popular device for social and creative activities such as: arranging to meet friends (71%); messaging friends (53%); looking at photos posted online (47%); and sharing photos they have taken (45%).

8-11s are spending more time online than in 2013
Children aged 8-11 are spending more hours per week using the internet than in 2013 (10.5 vs. 9.2 hours). However, as with 12-15s, children aged 8-11 tend to prefer using mobile phones for more social and creative activities.

Children are using a broader range of social media services, with differences by gender
Seven in ten 12-15s who go online have a social media profile, and Facebook remains the dominant social media site or app among this group of children. Use of Instagram has doubled to 36% since 2013. A significant minority of 12-15s with a social media profile use other photo- or video-message sites or apps such as SnapChat.

Among those 12-15s with a social media profile, boys are more likely than girls to have a profile on YouTube (29% vs. 15%) while girls are more likely than boys to have a profile on three sites or apps: Instagram (42% vs. 30%), SnapChat (33% vs. 20%) and Tumblr (11% vs. 3%).

Girls aged 12-15 are more likely than boys to have any concerns or dislikes about social media sites (73% vs. 52%); in particular, these relating to people being bullied, spending too much time on these sites or apps, and friends acting thoughtlessly or hurtfully.

Boys' preference for gaming devices is evident from an early age…
Three in ten (30%) boys aged 3-4 use a handheld/portable games player, compared to two in ten (21%) girls aged 3-4, while boys aged 5-7 are almost twice as likely as girls to say they regularly use a games console/ player (29% vs. 17%). The gender gap widens as age increases (47% vs. 21% for 8-11s, 52% vs. 19% for 12-15s). In contrast, girls aged 5-7 are more likely than boys to play games on a tablet (36% vs. 23%).

Among 5-15s, boys in each age group are over five times as likely than girls to say they would most miss a games console/ player (15% vs. 1% for 5-7s, 22% vs. 4% for 8-11s and 22% vs. 3% for 12-15s).

…while girls are more likely than boys to miss mobile phones and reading
While both boys and girls aged 12-15 would miss a mobile phone the most, this accounts for almost half of girls (46%) compared to three in ten boys (29%). Girls aged 12-15 are also more likely than boys to miss a tablet computer the most (16% vs. 9%).

Girls aged 5-7 are more likely than boys to say they regularly use books, magazines and comics (48% vs. 32%) and girls aged 5-7 and 8-11 are more than twice as likely as boys to say they would miss books, magazines or comics the most.

Changes in children's attitudes, behaviour and cognitive skills

More children are demonstrating a level of 'critical understanding' in relation to different sources of online information
Compared to 2013, it appears[2] that 8-11s are now less likely to believe that all the information that they see on websites used for school work or homework is true (20% vs. 36%), or that all the information found on news sites or apps is true (12% vs. 26%).

It also appears that 12-15s are now less likely than in 2013 to believe that all the information they see on websites used for school work or homework is true (16% vs. 30%), or that all the information found on news sites or apps is true (8% vs. 18%).

Similarly, compared to 2013, children aged 12-15 are less likely to say that all or most of the information on social media sites or apps is true (21% vs. 30%) and three in four 12-15s who go online (77%) agree that most people behave in a different way online to when they talk to people face to face.

These findings indicate an increase in critical awareness of the truthfulness of online content as well as a level of critical awareness of how accurately people might present themselves online.

Word of mouth is important when discovering online and TV content…
When asked where they would go to find out about "fun things like hobbies or interests", 33% of 12-15s say they would turn first to Google for accurate and true online information, 26% to YouTube, and 18% to social media. In terms of "how to build, make or create things", 33% would turn first to YouTube, a similar proportion as the 31% who would turn first to

[2] There was a change in the survey's focus, from a child's use of media 'at home' in previous years to 'at home and elsewhere' in 2014. Therefore, we cannot be entirely confident that the differences since 2013 represent a 'real' change in attitudes over time.

Google, suggesting that getting instructions or learning from video content has broad appeal for children.

More than half of the 12-15s who go online at home and who watch YouTube say they find content by being told about it by friends (59%), while a similar proportion (55%) say they find content on YouTube by using the search box. Children aged 8-11 and 12-15 say they are as likely to find out about new TV programmes from trailers as they are through word of mouth.

Older children turn to the BBC first to find out about serious issues, but know more about how Google is funded than the BBC

Over half of 12-15s who go online (53%) 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 20% say they would turn to Google first. Less than one in ten would turn to Wikipedia (6%), or to social media (5%).

In our qualitative research, the BBC was the most trusted news source online and the most trusted brand, based on its familiarity, offline reputation and use by parents.

Despite this inclination to turn to the BBC, less than a third (30%) of 12-15s who watch television gave the correct response when asked about how the BBC is funded. Around one-fifth believe that the BBC is funded through companies paying to advertise (18%).

In contrast, correct awareness of how Google and YouTube are funded is higher, with around half of search engine users knowing that Google is funded by companies paying to advertise (49%) and considerably fewer giving one of the incorrect responses available (16%). Around half of those who watch YouTube (52%) gave the correct response for how YouTube is funded; that companies pay to advertise on it, with around one in eight (12%) giving an incorrect response.

More children dislike the number of adverts on TV and online…

Compared to 2013, when prompted with a list of possible dislikes about television, 8-11s who watch TV are more likely to say that there are too many adverts on TV (59% vs. 49%). Both 8-11s and 12-15s say that there are not enough programmes that they like (25% vs.18% for 8-11s and 28% vs. 20% for 12-15s).

A similar picture emerges for online, with 31% of 8-11s saying there are too many adverts online (vs. 22% in 2013) and 46% of 12-15s (vs. 35% in 2013), when prompted with a list of possible dislikes about the internet.

Compared to 2013, children aged 12-15 are more likely to say they are aware of personalised online advertising (56% vs. 48%) while one in three (34%) say they are not aware.

…but only a third of 12-15s and one in eight 8-11s correctly identify sponsored links or paid-for advertising

Only around a third (34%) of search engine users aged 12-15 correctly recognise that results from a Google search shown in a shaded box are sponsored links or paid-for advertising; this falls to one in eight for search engine users aged 8-11 (13%).

Over half of 12-15s make some kind of critical judgement about search engine results
Over half of 12-15s agree that some sites listed by a search engine will be truthful while others may not be (52% vs. 45% in 2013), and although one in five 12-15s still believe that if a search engine lists a result it must be truthful, this is less likely than in 2013 (20% vs. 32% in 2013).

The changes in these findings suggest an increase in critical awareness of the truthfulness of online information.

In the qualitative research, all children relied heavily on Google as a gateway to information and there was a common belief that the most trustworthy sources would be near the top of a Google search results page.

There is no change in children's experience of seeing something online which is worrying, nasty or offensive
One in ten children aged 8-11 (8%) who go online, and two in ten children aged 12-15 (18%) say they have seen something online in the past year that was worrying, nasty or offensive.

Our qualitative research shows that children's theoretical understanding of online risks is relatively good, and stems mainly from parents and school. Contact risks were perceived to be the most serious, particularly by younger children. However, while children tended to know the sorts of actions they should avoid online, they did not necessarily act accordingly.

Parental concerns and mediation

Around a quarter of parents express concerns about the media content their child uses
Parents of 5-15s are most likely to be concerned about online content (28%), mobile (27%) and television content (25%), followed by gaming content (22%), with relatively few concerned about radio content (7%).

Parents of 3-4s are most likely to be concerned about TV (22%), online content (18%) and gaming content (15%), followed by radio content (4%).

Around a quarter of parents of 5-15s (23%) and 18% of parents of children aged 3-4 have concerns about pre-watershed television content; offensive language and sex/sexually explicit content are the concerns most likely to be mentioned.

Parents of 5-15s are now more likely than in 2013 to say they are concerned about media content overall. Although it is likely that this increase is attributable to a change in the survey's focus, from a child's use of media 'at home' in previous years to 'at home and elsewhere' in 2014, it is also possible that parents' concerns about particular aspects of their child's media use have increased as the use of mobile devices to go online has increased.

Three-quarters of parents agree that they know enough to help their child to manage online risks, and trust their child to use the internet safely

In 2014, three-quarters (77%) of parents of 5-15s who go online agreed that they know enough to help their child manage online risks, and most parents (83%) continue to agree with the statement: "I trust my child to use the internet safely".

Over six in ten parents of 12-15s say that their child knows more about the internet than they do, and have been shown new things online by their child
About four in ten parents of 5-15s who go online (43%) agree with the statement: "My child knows more about the internet than I do". Agreement increases with each age group, rising

to six in ten parents of 12-15s (62%). A similar number of parents of children aged 12-15 who go online (64%) and almost half of parents of 8-11s (44%) agree with the statement: "My child shows me new things online and I learn from them". Parents of 5-7 year old girls are nearly twice as likely as those of boys to agree that they learn new things online from their child (27% vs. 16%)

Downloading viruses, and giving out details to inappropriate people, are the top two concerns among parents of 5-15s

Around one-third of parents of 5-15s who go online are concerned about their child downloading viruses (36%) or giving out details to inappropriate people (34%). Around three in ten are concerned about their child being bullied (30%) or the content of the websites their child visits (28%).

Around a quarter of parents of 5-15s who go online are concerned about their child damaging his or her reputation (26%), whom their child may be in contact with online (26%) or their child seeing content online which encourages them to harm themselves (25%).

Around one in five parents of 5-15s are concerned about their child sharing inappropriate or personal photos or videos with others online (22%), their child potentially being a cyber-bully (21%) or about any illegal online sharing or accessing of copyrighted material (19%).

At an overall level, around six in ten (58%) parents of 5-15s are concerned about any of the ten aspects of their child's online activities that we asked about. When we categorise concerns into the groups 'content', 'contact' and 'conduct', half of parents of 5-15s (50%) have any conduct-related concerns, 45% have any contact-related concerns and 36% have any content-related concerns.

Around a quarter of parents are concerned about whom their child is in contact with online

Overall, there appears to be an increase in the number of parents of 5-15s who are concerned about aspects of their child's internet use; for example, whom their child is in contact with online (26%) and the content on the websites that their child visits (28%). While it is likely that these increases are attributable to a change in the survey's focus, from a child's use of media 'at home' in previous years to both 'at home and elsewhere' in 2014, it is also possible that parents' concerns about particular aspects of their child's media use may have increased.

Around one in five parents of 5-15s whose child plays games are concerned about gaming content (22%) with a similar proportion of parents whose child plays games online concerned about whom their child might be gaming with through their device (23%). While these figures represent only a minority of parents, they show almost a doubling of concern since 2013, which might be linked to the change in survey's focus from child's use of media only 'at home' to both 'at home and elsewhere'.

Nine in ten parents mediate their child's use of the internet in some way

Parents of 5-15s use a combination of approaches to mediate[3] their child's access and use of online content and services, including:

- using technical tools
- regularly talking to their children about managing online risks

[3] Parents are asked about a variety of methods of mediation. In 2014, we grouped these methods into four categories, while in 2013 they were grouped into three categories. In addition, the question about internet rules was changed to provide insight about rules around access to the internet, as well as rules around use and behaviour online. Therefore, the findings around mediation are not comparable with the mediation findings from 2013.

- supervising their child
- having rules (about access to the internet and/or behaviours while online)

The majority of parents whose child goes online at home or elsewhere (95%) use at least one of these approaches, and one in three (33%) use all four. A very small minority (5%) do not mediate their child's internet use in any of the ways mentioned above, rising to 11% for parents of 12-15s[4].

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

Parents have access to a range of technical tools to help manage their child's online access and use. Of the 13 technical tools that we asked about in the survey, we identified eight technical tools that could be used by parents with home broadband, and were not specific to mobile devices: content filters (either home network-level filters provided by an ISP or parental control software set up on a particular device used to go online, such as Net Nanny or MacAfee Family protection), parental controls built into the device, PIN/passwords, 'Safe Search', YouTube safety mode, time-limiting software and anti-spam/antivirus software.

At an overall level, 84% of parents with home broadband are aware of one or more of these eight technical tools and over half (56%) use any of them.

Two-thirds of parents of 5-15s (65%) with a broadband internet connection at home are aware of content filters (either home network-level filters provided by an ISP or parental control software set up on a particular device used to go online, such as Net Nanny or MacAfee Family protection) and one-third (32%) use them.

At an individual level, with the exception of PIN/passwords, half or less of parents of 5-15s with home broadband are aware of each individual technical tool, and around one in five, or less, uses each tool.

Three-quarters of parents who use ISP filters think they block the right amount of content

Looking specifically at ISP content filters (also known as home network-level filters), 50% of parents of 5-15s with home broadband are aware of these filters and 21% say they use content filters provided by their ISP. Almost all parents who use them think they are useful (93%) and 73% think that they block the right amount of content.

Half of the parents whose child's mobile phone can be used to go online are unsure whether the bar[5] on adult content is in place

Around one in ten parents of 5-15s who use smartphones or tablets have put restrictions in place to manage app installation or use. Around three in four parents are unaware of each of the three technical tools for mobiles that we asked about. In addition, five in ten (52%) parents of 5-15s whose child has a mobile phone that can be used to go online are unsure

[4] It is important to note that while 5% of parents of 5-15s do not mediate their child's online activity in any of these ways outlined, around four in ten of these (2% of all parents whose child goes online) have spoken to their child about managing online risks, but they do so less frequently than every few months. Therefore, the remaining 3% of parents have never spoken to their child about managing online risks, nor supervise their child online, nor have technical mediation or any of the rules or restrictions in place.

[5] In 2014 parents of 3-4 and 5-15s whose child has 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'.*

whether the bar on adult content is in place. About one in three say it is in place (34%) and about one in seven (14%) say it has been deactivated.

Four in ten parents who use any type of technical tool across any type of device their child uses to go online say they have received information from ISPs and from friends and family

Seven in ten 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 – which appears to be more likely than in 2013 (70% vs. 53%). Parents of girls aged 12-15 are more likely than parents of boys to say they have looked for or received information or advice about managing online risks from any source (76% vs. 65%).

Among parents of 5-15s who use any type of technical tools on any type of device, 45% say they have had information from an ISP and 42% have heard about tools from friends or relatives (42%).

Among those parents of 5-15s whose child goes online and who say they have ever looked for or received information or advice about helping their child manage online risks, one in five (20%) got this information/ advice from ISPs.

Trust, and talking to children, are the main reasons for not using technical tools

Around four in ten parents of 5-15s with broadband at home who do not use the five selected[6] technical tools that we asked about say that this is because they trust their child online, and a similar proportion say it is because they talk to their child and use other types of supervision. With the increase in children's use of mobile devices to go online, and the preference of older children to use mobile phones for social networking and activities with friends, some technical tools and some forms of supervision may have limited usefulness if the child is going online outside the home.

The top three online risks that parents talk to children about are age-inappropriate content, contact with unknown people and over-sharing

Parents whose child goes online were prompted with a list of 11 online risks and asked if they talked to their children about them. Six in ten parents of 5-15s (58%) who go online say that they talk to their child at least every few months, with this being more common for 8-11s and 12-15s than for 5-7s. Over half of parents of 12-15s say they talk to their child about age-inappropriate content, contact with people only known online and sharing too much information.

More than eight in ten parents say they supervise their children online

More than eight in ten parents of 5-15s (84%) who go online say they supervise their child when online in any of the four ways we asked about: being nearby and checking what they are doing, asking what they are doing, sitting beside them and watching/helping them, or checking the browser or device history. Supervision is more likely among parents of younger children and ranges from 72% for 12-15s to 97% for 3-4s.

The majority of parents have rules in place for their child's use of media

Most parents of 5-15s continue to have rules in place for their child's use of television (83%), internet (82%), mobile phones (71%) and gaming (78%). Since 2013, the rule around needing PINs/passwords to watch certain content on TV has increased to 27% (from 22% in 2013), while parents of 12-15s are more likely to have rules regarding internet use (72% vs. 65%).

[6] Five commonly used technical tools were selected for this analysis

Compared to 2013, parental rules are now more likely to be in place among 5-15s for gaming (78% vs. 74%) and parental controls are now more likely than in 2013 to be in place among 5-15s for games consoles connected to a television (26% vs. 19%).

Parents of older girls appear to mediate their child's media use more closely than parents of boys

Parents of girls aged 12-15 are more likely than parents of boys to mediate their child's online access and use, across some mediation approaches: they are more likely to check social media activity (73% vs. 61%) and to say that they usually supervise their child online by asking about what they have been doing online (46% vs. 34%). They are more likely to say they have talked to their child about talking to or meeting people they only know online (60% vs. 51%), about being bullied online/ cyberbullying (55% vs. 42%) or about sending inappropriate personal pictures to someone they know (38% vs. 29%).

There is also evidence that some technical tools are used more for girls than for boys. Parents of girls aged 5-7 are more likely than parents of boys to have controls on their TV service that restrict access to particular channels or types of programmes or films until a PIN number or password is entered (55% vs. 45%) and parents of girls aged 12-15 with TV controls are more likely than parents of boys to say they use one particular control: blocking films depending on their age rating (29% vs. 15%).

Over a third (36%) of boys aged 5-15 who play games online play against someone not known to them who is playing elsewhere, compared to 19% of girls. However, controls are more likely on fixed games consoles for girls aged 12-15 than for boys (32% vs. 21%).

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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[7] aged 5-15 and their parents/carers[8], as well as an overview of media use by children aged 3-4. It is based mainly on survey research conducted in spring 2014. 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.

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, radio, 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 (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.

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

Research methodology and analysis

This report provides an update to the *Children's Media Literacy Audits* published in 2006, 2008, 2010, 2011, 2012 and 2013[9]. It draws on the following surveys:

***Media Literacy Tracker* with children and parents:** a quantitative tracking survey conducted in 2009, 2010[10], 2011, 2012, 2013 and 2014. 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 April/May/June 2013, 1,689 in-home interviews with parents and children aged 5-15 were conducted, along with 685 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, with 1,717 in-home interviews conducted in March/April 2011. 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 2009, 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[11]. Statistically significant findings are indicated in the figures in the report by circles or 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 2014 the *Media Literacy Tracker* was also conducted with parents of children aged 3-4, with a total of 731 interviews conducted in-home in April/May/June 2014. Findings have been shown for 3-4s wherever possible, with comparisons made between 2014 and 2013 findings for this age group and also comparing the findings for children aged 3-4 and the older children interviewed for this survey.

[9] www.ofcom.org.uk/medialiteracyresearch

[10] Findings from the 2010 and the 2012 Media Literacy Trackers have been removed from the Figures within this report to reduce overcrowding

[11] 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.

Changes made in 2014 that may impact comparability

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 prior to 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 in the 2014 survey about the child's use of media in any location, not just at home. The 2014 data suggest that a very small proportion of children go online only outside the 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 it was decided to extend the questions asked of children aged 8-11 to cover devices used and volume of use.

Comparisons have been made between the Media Literacy Tracker surveys conducted in 2014 and in 2013, and significance testing has been carried out.

Section 3

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

Mobile devices

- Smartphone ownership among children remains stable in 2014 (20% of 8-11s, 65% of 12-15s), with a decline in ownership of non-smartphones since 2013 among 12-15s (13% vs. 20%).
- Access to a tablet computer at home for 5-15s has increased by 20 percentage points: from 51% to 71%. A majority of children live in a household with a tablet computer; whether aged 3-4 (65%), 5-7 (65%), 8-11 (75%) or 12-15 (71%).
- Use of a tablet computer at home has increased for each age group since 2013, to account for six in ten children aged 5-15 (62% vs. 42%) and four in ten children aged 3-4 (39%). One in three (34%) children aged 5-15 now have their own tablet computer, up from one in five (19%) in 2013. Children aged 5-15 are also more likely than in 2013 to use a tablet to watch television programmes (20% vs. 15%), although use of each of the other alternatives to a TV set have declined.

Online access

- For the first time since this survey began in 2005, access to an internet-enabled PC/ laptop/ netbook in the home for children aged 5-15 has declined; from 91% in 2013 to 88% in 2014.
- The proportion of 5-15s who go online only through a device other than a laptop, netbook or desktop PC has increased since 2013 (from 4% to 8%).
- Children in each age group are more likely than in 2013 to use a mobile phone to go online (36% vs. 27% for 5-15s), and this increases with each age group.
- A majority of all 12-15s (59%) now go online using a mobile phone. Among this age group the mobile phone is the second most likely device to be 'mostly' used to go online, after laptops / netbooks, with tablets coming third.
- Compared to 2013, children aged 5-15 are almost twice as likely to go online using a tablet computer (42% vs. 23%). One in five 3-4s go online at home using a tablet computer (20% vs. 12% in 2013). Tablet computers are now the second most likely device – after laptops/ netbooks – to be 'mostly' used by 5-15s to go online.

Gaming

- Use of tablet computers to play games has also increased among 5-15s (30% vs. 23%), but use of fixed and handheld games players has decreased since 2013, along with use of computers/ laptops for gaming.

TV and radio

- Almost four in ten 5-15s (39%) have access to a smart TV at home, a three-fold increase since 2013 (from 13%) while the number of 3-4s with a smart TV at home has more than doubled since 2013 (38% vs. 15% in 2013).

- As in 2013, three-quarters of 5-15s have access to DVRs and radio sets at home. Fewer 3-4s have access to a DVR at home than in 2013 (68% vs. 76% in 2013) or a radio set (68% vs. 76% in 2013).

Household ownership of media devices

Most children aged from 3 to 15 have a tablet computer in the home

This initial section looks at whether children have access to specific devices within the home, with subsequent sections addressing children's actual use of these devices. This enables us to look at ownership of platforms[12] devices within the home, and see how this translates into use of these devices.

Parents of children aged 3-4 and 5-15 were asked about a total of 15 media devices.[13] Figures 1 to 4 below show household ownership of six key devices: a PC, laptop or netbook with internet access[14], home ownership of tablet computer[15], games console[16], digital video recorder (DVR[17]), radio, and smart TV[18]. Figure 1 and Figure 2 below show the results for the first three of these devices.

Close to nine in ten children aged 5-15 (88%) live in a household with access to the internet through a PC, laptop or netbook, a decrease since 2013 (from 91%). This is the first time this measure has shown a decrease. Eight in ten children aged 3-4 (80%) live in a household with access to the internet through a PC, laptop or netbook, unchanged since 2013.

This overall decrease in access to the internet through a PC, laptop or netbook can be seen for DE households (74% vs. 83% in 2013), although it is not evident for any particular age group. In comparison, internet access at home in AB and C1 households continues to be close to universal (98% and 94% respectively).

Seven in ten children aged 5-15 (71%) have a tablet computer in the home, an increase of 20 percentage points since 2013 (from 51%). Two-thirds of children aged 3-4 (65%) live in a household with a tablet computer in the home, an increase since 2013 (from 51%).

[12] Digital switchover was complete at the time of interviewing, and 99% of households with children aged 3-4 and 98% of households with children aged 5-15 have a TV in the household. We have therefore not reported on the availability of digital TV in the home.
[13] These devices were smart TV, standard TV, digital video recorder (DVR), PC/ laptop/ netbook with internet access, tablet computer, mobile phone, portable media player, games console connected to a television, handheld/ portable games player, radio, DVD/ Blu-ray player/ recorder, e-book reader, educational games system (such as V Tech), wearable technology (such as a smart watch or Google Glass) and MP3 player.
[14] Before 2010, parents were only asked about access to the internet through a PC/ laptop, with netbooks being added to this definition since 2010
[15] Tablet computers have been included in the study since 2010
[16] Either those that are connected to a television or handheld/ portable games players.
[17] In 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 forward in the questionnaire.
[18] 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 forward in the questionnaire. It is possible that these changes have had an impact on the take-up levels reported here.

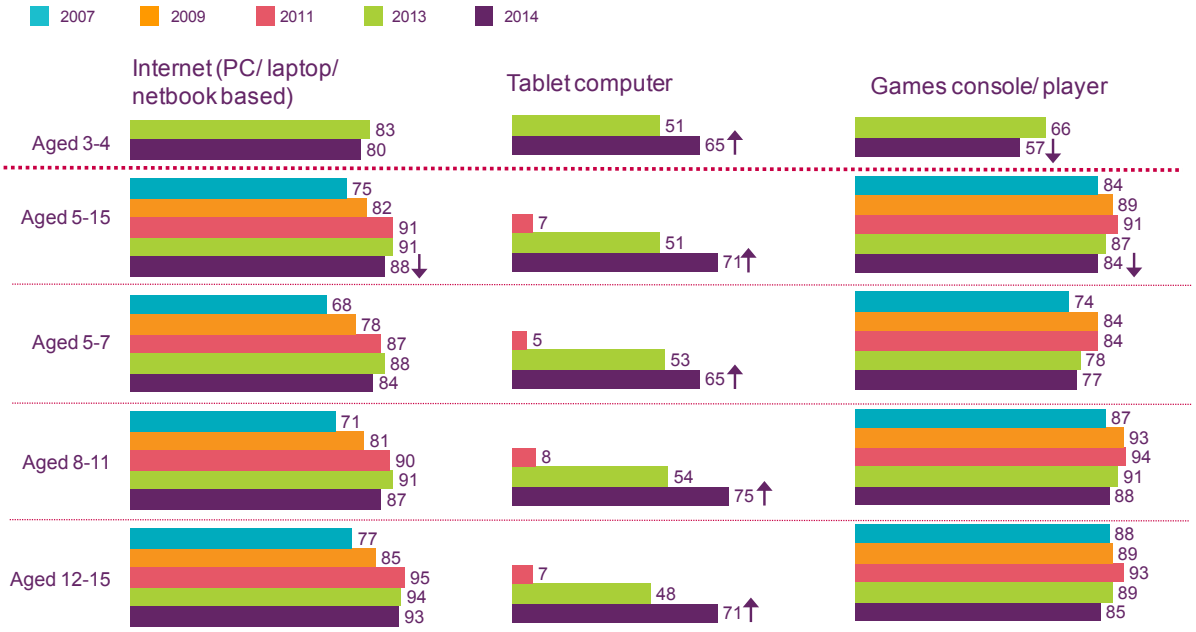
The increase since 2013 is evident for all age groups of children and for all socio-economic groups. Those in AB households are more likely than all children to have access to tablet computers (87% vs. 71%) while those in DE households are less likely (55% vs. 71%).

Close to eight in ten children aged 5-15 (84%) live in a household with a fixed or portable games console, a decrease from 87% since 2013. This decline is evident both for ownership of a games console connected to a TV set (76% vs. 81%) and for ownership of a handheld/ portable games player (59% vs. 68%).

Close to six in ten (57%) children aged 3-4 live in a household with a games console/ player in the home, a decrease since 2013 (from 66%). Again, this is evident both for ownership of a games console connected to a TV set (46% vs. 58%) and for ownership of a handheld/ portable games player (36% vs. 47%).This overall decrease in access to a games console/ player can be seen for C1 households (83% vs. 89% in 2013), but is not evident for any particular age group.

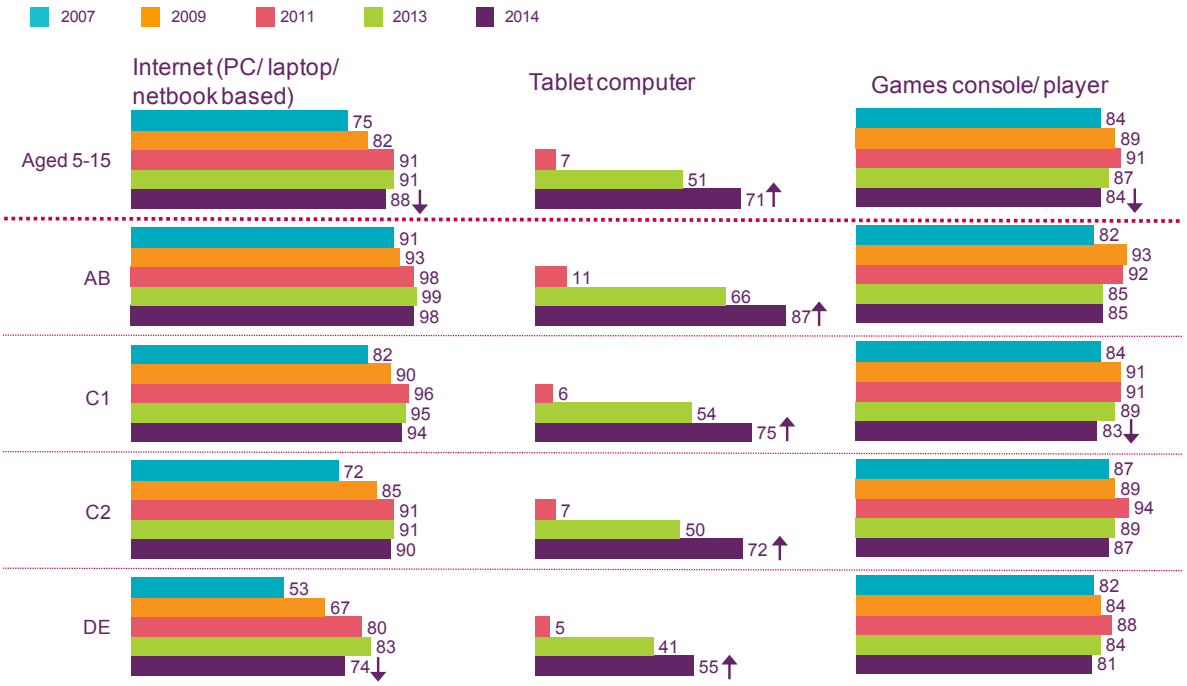
Older boys are more likely than older girls to live in households with a games console/ player, and this is evident among 8-11s (94% vs. 81%) and 12-15s (93% boys vs. 78% girls). This difference by gender is not evident for 5-7s or 3-4s in 2014. The overall decline in household ownership of a fixed or portable games console is evident for girls aged 5-15 (78% vs. 83%), but is unchanged for boys aged 5-15.

Figure 1: Availability of key platforms in the home, by age: 2007, 2009, 2011, 2013 and 2014



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 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) - significance testing shows any differences between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 2: Availability of key platforms in the home, by socio-economic group, for children aged 5-15: 2007, 2009, 2011, 2013 and 2014



QP3D/E/H/I – 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 (697 AB in 2007, 374 AB in 2009, 386 AB in 2011, 343 AB in 2013, 340 AB in 2014, 949 C1 in 2007, 507 C1 in 2009, 493 C1 in 2011, 473 C1 in 2013, 492 C1 in 2014, 844 C2 in 2007, 472 C2 in 2009, 332 C2 in 2011, 338 C2 in 2013, 337 C2 in 2014, 1147 DE in 2007, 751 DE in 2009, 506 DE in 2011, 535 DE in 2013, 491 DE in 2014) - significance testing shows any differences between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 3 and Figure 4 below show results for digital video recorder (DVR[19]), radio and smart TV[20] ownership in the home.

As in 2013, three in four children aged 5-15 (73%) now have a DVR at home. Two-thirds of children aged 3-4 (68%) live in a household with a DVR in the home, a decrease since 2013 (from 76%).

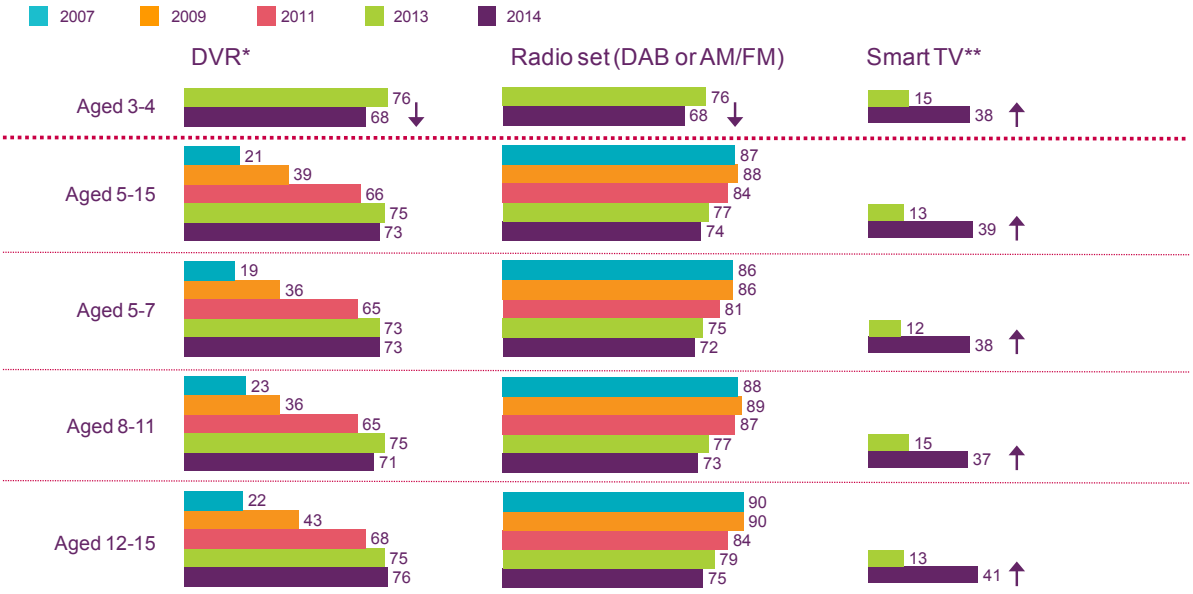
Three in four children aged 5-15 (74%) have access to a radio set (either DAB or AM/FM) within the home, unchanged since 2013. Close to seven in ten children aged 3-4 (68%) have a radio set (either DAB or AM/FM) in the home, a decrease since 2013 (from 76%).

In 2014, close to four in ten children aged 5-15 (39%) have access to a smart TV at home, a threefold increase since 2013 (from 13%). Close to four in ten children aged 3-4 (38%) live in a household with a smart TV, an increase since 2013 (from 15%). The increase since 2013

[19]In 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 forward in the questionnaire.
[20]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 forward in the questionnaire. It is possible that these changes have had an impact on the take-up levels reported here.

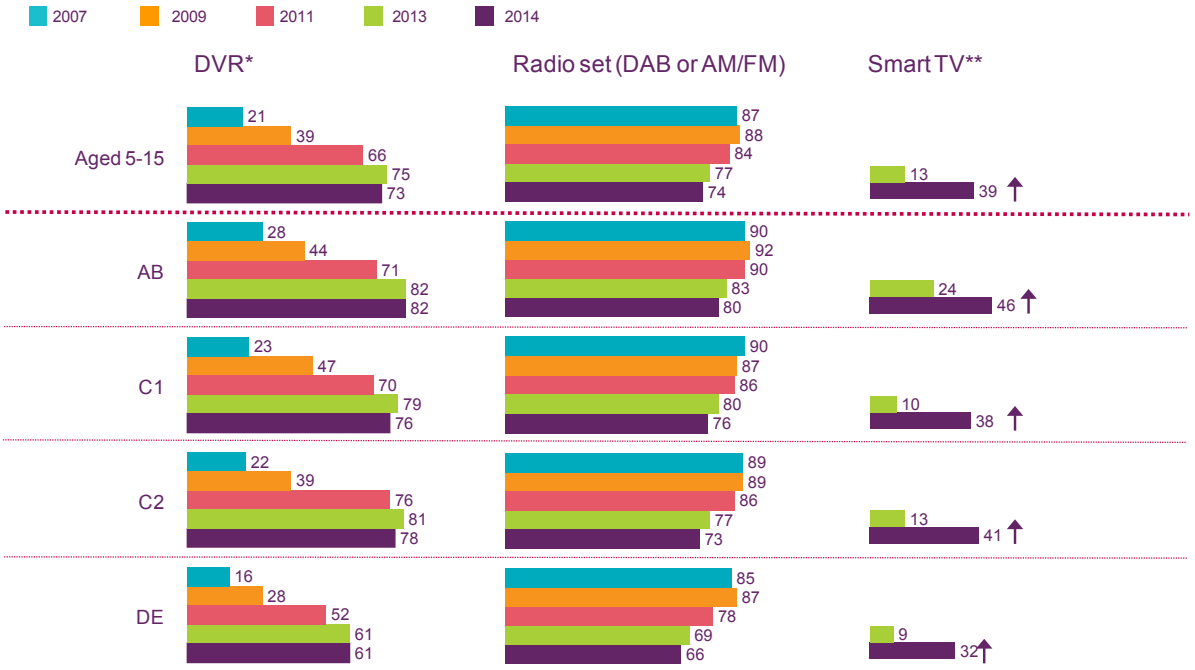
in household ownership of a smart TV is evident for all age groups of children and for all socio-economic groups, although changes to the questionnaire may have had an impact on the take up-levels reported here (see footnote 20).

Figure 3: Availability of key platforms in the home, by age: 2007, 2009, 2011, 2013 and 2014



QP3C/J/A– 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) NB – *Question wording changed in 2011 for DVR.** In previous years the questions about smart TVs was a standalone question but in 2014 it was incorporated into the question grid at QP3
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) - significance testing shows any differences between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 4: Availability of key platforms in the home, by socio-economic group, for children aged 5-15: 2007, 2009, 2011, 2013 and 2014



QP3C/J/A– 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) NB – *Question wording changed in 2011 for DVR.** In previous years the questions about smart TVs was a standalone question but in 2014 it was incorporated into the question grid at QP3
Base: Parents of children aged 5-15 (697 AB in 2007, 374 AB in 2009, 386 AB in 2011, 343 AB in 2013, 340 AB in 2014, 949 C1 in 2007, 507 C1 in 2009, 493 C1 in 2011, 473 C1 in 2013, 492 C1 in 2014, 844 C2 in 2007, 472 C2 in 2009, 332 C2 in 2011, 338 C2 in 2013, 337 C2 in 2014, 1147 DE in 2007, 751 DE in 2009, 506 DE in 2011, 535 DE in 2013, 491 DE in 2014) - significance testing shows any differences between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Mobile phone ownership

Smartphone ownership remains stable

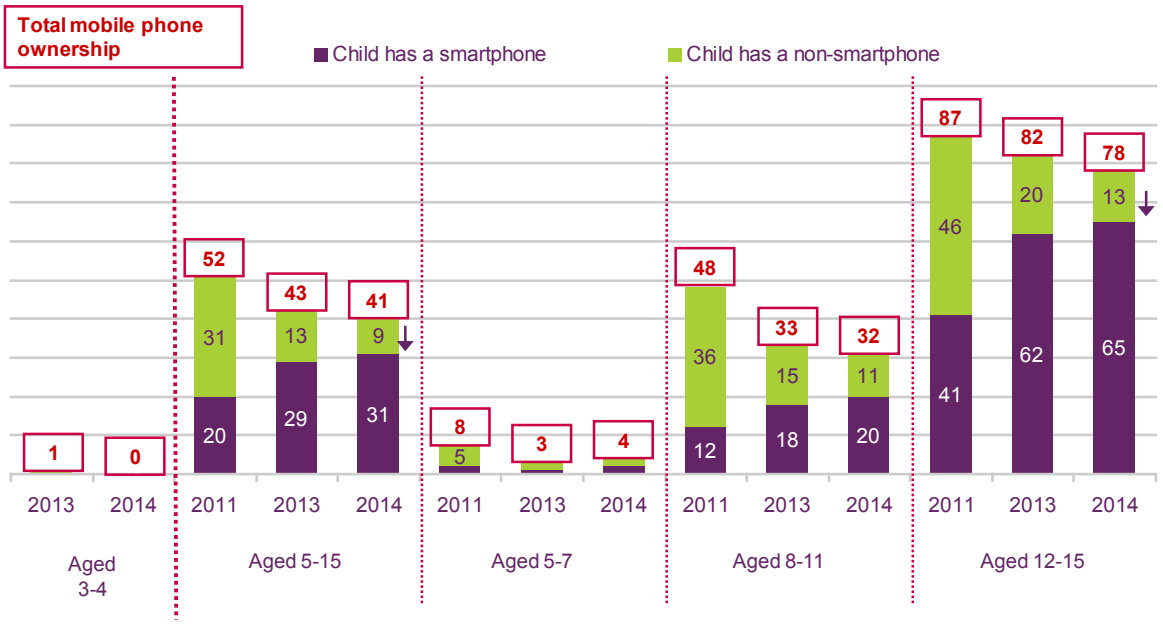
Figure 5 below shows that four in ten children aged 5-15 (41%) have a mobile phone of some kind and three in ten (31%) children aged 5-15 have a smartphone[21]. The likelihood of owning a smartphone increases with the age of the child, at just 2% of 5-7s, two in ten 8-11s (20%) and around six in ten 12-15s (65%). In 2014, no children aged 3-4 had their own mobile phone.

Since 2013, children aged 5-15 in AB households are more likely to own a smartphone (37% vs. 28% in 2013).

The decline in ownership of non-smartphones noticed in 2013 has continued in 2014, from 13% to 9% among all 5-15s and from 20% to 13% among those aged 12-15.

[21] 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, Nokia Lumia and Android phones such as HTC or Samsung Galaxy".

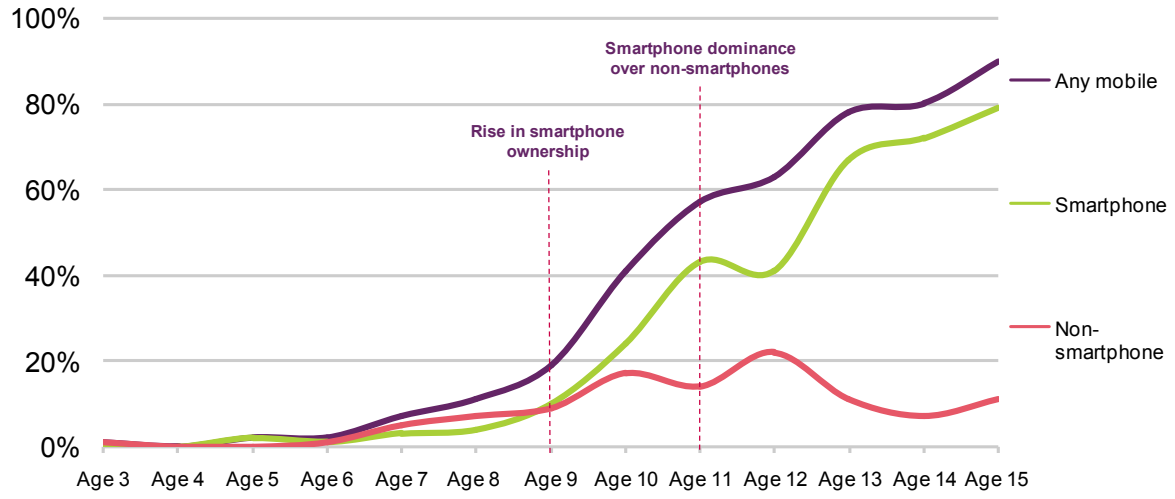
Figure 5: Smartphone and non-smartphone ownership, by age: 2011, 2013 and 2014



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 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) - significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 6 below shows how ownership of a mobile phone increases from age 3 (0%) to age 15 (90%). 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 10 are either more, or equally, likely to own non-smartphones than smartphones, but from age 11 onwards smartphone ownership clearly outstrips ownership of non-smartphones. For those aged 11, the gap between smartphone and non-smartphone ownership widened in 2014 compared to 2013 (30 percentage points vs. 15 percentage points).

Figure 6: Smartphone ownership, by age of child: 2014



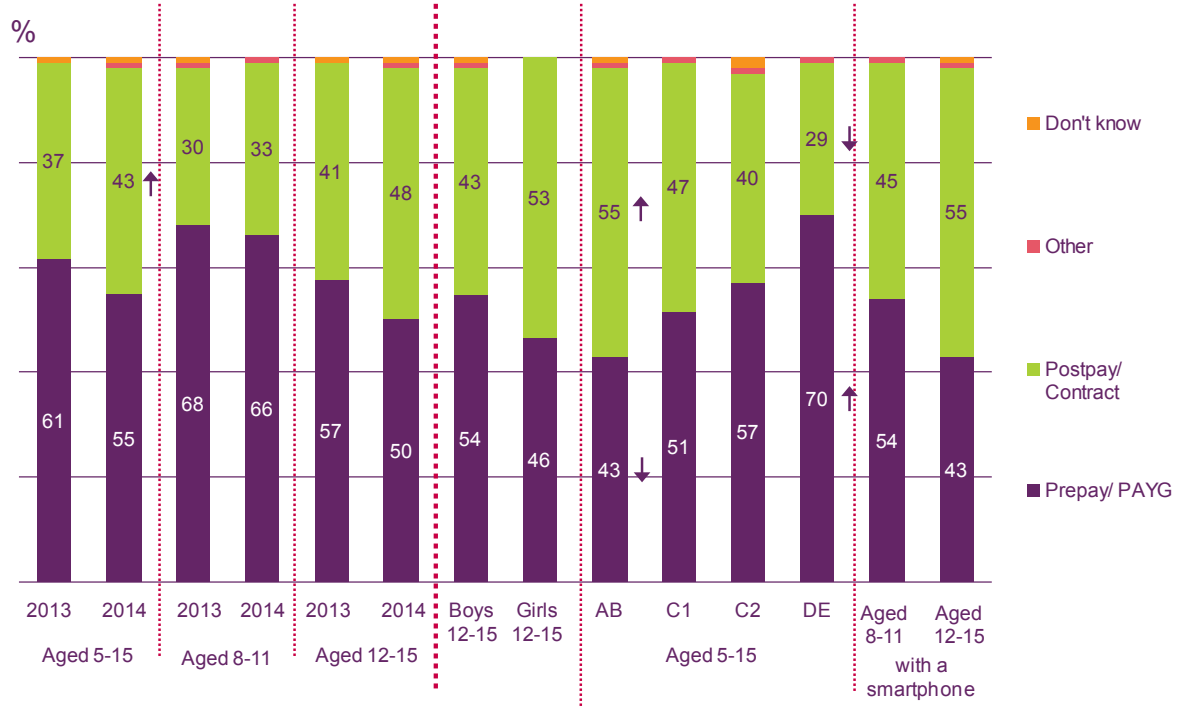
QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a smartphone? A smartphone is a phone on which 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 (433 aged 3, 298 aged 4, 183 aged 5, 124 aged 6, 146 aged 7, 227 aged 8, 132 aged 9, 143 aged 10, 107 aged 11, 203 aged 12, 127 aged 13, 116 aged 14, 152 aged 15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

While most mobile phones owned by children are pay-as-you-go, there has been an increase in those on a contract

Figure 7 shows the mobile package used for the mobile phones owned by children: whether pay-as-you-go or with a monthly contract. While more than half of children aged 5-15 with their own mobile phone use pay-as-you-go (55%), there has been an increase since 2013 in the proportion who have a monthly contract (43% vs. 37%). This increase in monthly contracts is related to the decrease in non-smartphones; as smartphones are more likely than non-smartphones to use a monthly contract (52% vs. 11%).

Those in DE households are less likely than all mobile phone owners to use a contract (29% vs. 43%) while those in AB households are more likely (55% vs. 43%). However, no particular socio-economic group is more or less likely to own a smartphone compared to all mobile phone owners.

Figure 7: 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: 2013 and 2014



QP66 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 (674 aged 5-15 in 2013, 651 aged 5-15 in 2014,188 aged 8-11 in 2013, 169 aged 8-11 in 2014, 467 aged 12-15 in 2013, 463 aged 12-15 in 2014, 236 boys aged 12-15 in 2014 , 237 girls aged 12-15 in 2014 , 151 AB in 2014, 193 C1 in 2014 , 132 C2 in 2014, 175 DE in 2014,103 aged 8-11 with a smartphone in 2014, 378 aged 12-15 with a smartphone in 2014) – significance testing shows any differences between 2013 and 2014 or between boys and girls aged 12-15 in 2014 or by socio-economic group compared to all children aged 5-15 in 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Tablet ownership

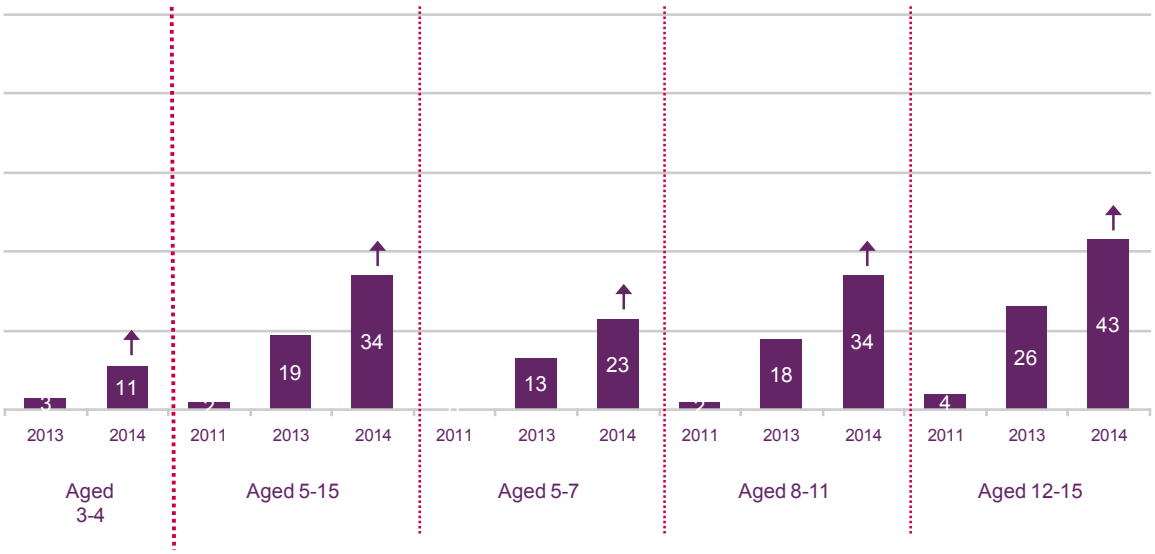
One in three children aged 5-15 have their own tablet computer

Figure 8 below shows the incidence of tablet ownership among children, rather than in households. In 2014 tablet computers are owned by one in ten children aged 3-4 (11%), around one quarter of children aged 5-7 (23%), one-third of children aged 8-11 (34%) and around four in ten children aged 12-15 (43%).

While children aged 5-15 are less likely now than in 2013 to own a non-smartphone (9% vs. 13%), one in three (34%) now own their own tablet computer; an increase on the comparable figure of one in five in 2013 (19%).

Girls aged 5-7 are more likely than boys in this age group to have their own tablet (29% vs. 17%). Tablet ownership by the child is not higher or lower for any particular socio-economic group, compared to the average.

Figure 8: Tablet ownership, by age of child: 2011, 2013 and 2014



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 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) - significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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 15 media devices we asked about are owned by children themselves, close to half of children aged 3-4 (46%) own any of the devices asked about, compared to around seven in ten aged 5-7 (68%), around eight in ten aged 8-11 (85%) and close to all 12-15s (94%).

Most children aged 8-11 (54%) and 12-15 (75%) have three or more devices of their own, but this degree of multiple device ownership applies to a minority of 5-7s (32%) and 3-4s (15%).

The average number of devices owned by the child increases with each age group: at 1.0 for 3-4s, 1.9 for 5-7s, 3.3 for 8-11s and 4.6 for 12-15s. The average number of devices owned by boys aged 5-15 is higher than for girls (3.5 vs. 3.2) because of a higher average among 12-15s for boys (4.9 vs. 4.3).

The average number of devices owned by the child is lower for children aged 5-15 in DE households compared to all children (3.1 vs. 3.4) and higher for children aged 5-15 in C2 households (3.8 vs. 3.4). This higher degree of ownership among children in C2 households is accounted for by ownership of a TV and a DVD player.

Devices in the child's bedroom

Children aged 8-15 are now less likely than in 2013 to have television or a games console/ player in their bedrooms

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 9 below shows results for all children aged 5-15, while
Figure 10 shows how the results vary by each of the four age groups: 3-4, 5-7, 8-11 and 12-15.

Virtually all children aged 3-4 (99%) or 5-15 (98%) have access to a television[22] at home. The incidence of having a television in the bedroom, however, increases with each age group; accounting for one in five 3-4s (19%), around one-third of 5-7s (35%), just under half of 8-11s (45%), and just over half of 12-15s (56%).

Since 2013, there has been a decrease in the incidence of having a television in the bedroom among children aged 5-15 (46% in 2014 vs. 52% in 2013). This decrease is evident only among 8-11s (45% vs. 53%), but

Figure 10 shows a downward trend for each age group from 5 to 15 since 2007. Across the socio-economic groups, having a television in the bedroom is less likely than in 2013 for children in AB households (34% vs. 45%), but is unchanged for other groups.

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 (10%), a quarter of 5-7s (27%), just under half of 8-11s (44%) and half of 12-15s (50%). Compared to 2013, children aged 5-15 are now less likely to have a games console/ player in their bedroom (41% vs. 47%), with this decrease evident for 8-11s (44% vs. 53%) and 12-15s (50% vs. 57%). The overall decline since 2013 in ownership of a fixed or portable games console in the bedroom is evident for girls aged 5-15 (31% vs. 41%), but is unchanged for boys aged 5-15.

Although most children aged 5-15 have PC/ laptop/netbook-based internet access in the household (88%, as shown in Figure 1), a minority of 5-15s (20%) have access to the internet 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%), around one in 20 5-7s (4%), one in seven 8-11s (15%), and two in five 12-15s (38%). Each of these measures is unchanged since 2013.

One in seven children aged 5-15 (14%) have a radio in their bedroom, with this incidence increasing with the age of the child, accounting for very few 3-4s (2%), one in 20 5-7s (6%), one in seven 8-11s (14%) and one in five 12-15s (19%). Each of these measures is unchanged since 2013, following several years of a significant downward trend for each age group from 5 to 15 since 2007, as shown in Figure 10.

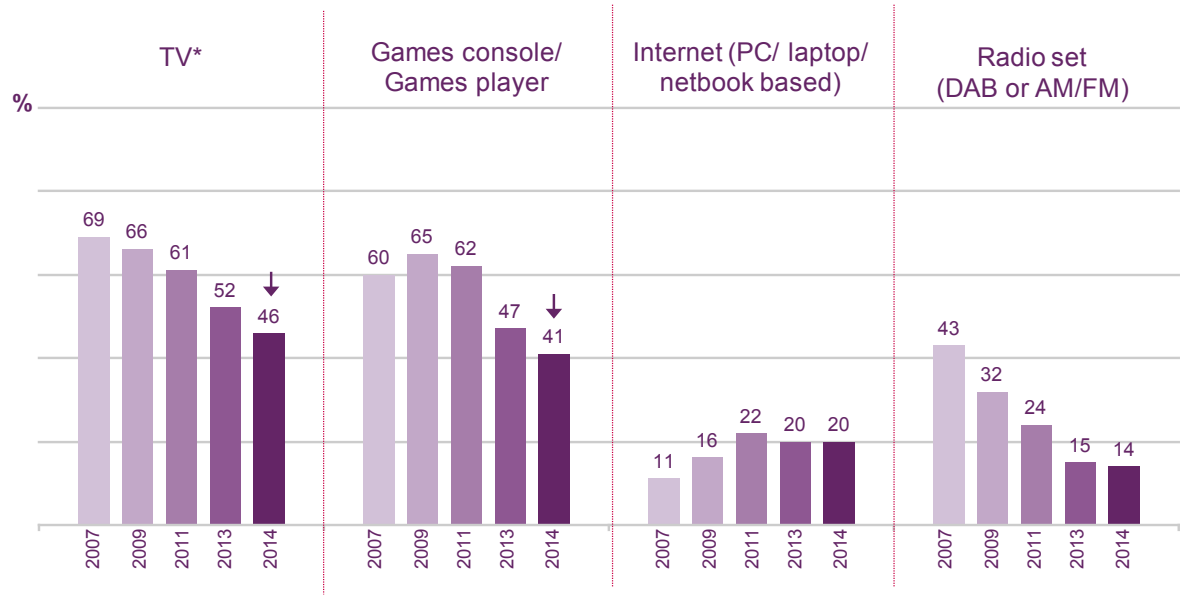
In 2014, boys aged 5-15 are more likely than girls to have a handheld games player in their bedroom (37% vs. 25%) or a fixed games console (39% vs. 14%) while girls aged 5-15 are more likely to have a radio in their bedroom (16% vs. 11%) or an e-book reader (8% vs. 4%). In 2013 boys were more likely than girls to have a TV set in their bedroom, but this difference is not evident in 2014.

[22] In 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.

Children in AB socio-economic groups are less likely than all children aged 5-15 to have a television (34% vs. 46%) or a DVD/ Blu-ray player (18% vs. 26%) in their bedroom. Children in the C2 socio-economic group are more likely than all children aged 5-15 to have a television (55% vs. 46%) or a DVD/ Blu-ray player (33% vs. 26%) in their bedroom.

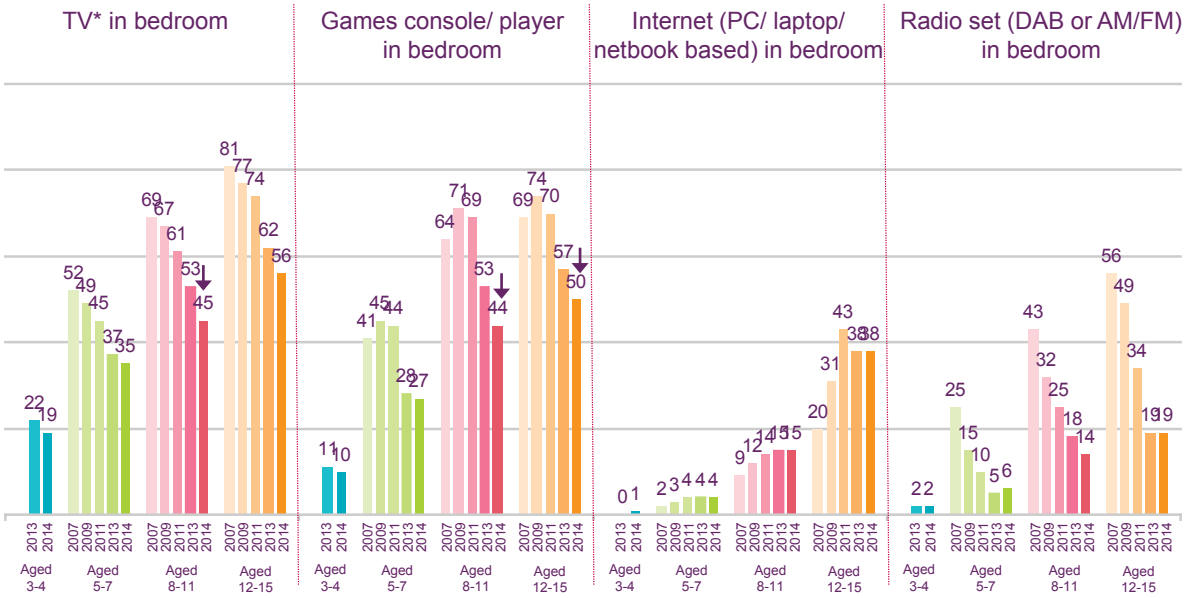
Children in DE households are less likely than all children aged 5-15 to have PC/ laptop/netbook-based internet access in their bedroom (14% vs. 20%) while children in AB household are more likely (26% vs. 20%).

Figure 9: Media in children's bedrooms, among 5-15s: 2007, 2009, 2011, 2013 and 2014



QP3A/B/H/I/D– 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 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 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014). Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 10: Media in children's bedrooms, by age: 2007, 2009, 2011, 2013 and 2014



QP3A/B/H/I/D – 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 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 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) – significance testing shows any change between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Children's media use in the home

Six in ten children aged 5-15 use a tablet computer at home, a 20 percentage point increase since 2013

So far, we have reported on the extent to which certain media have been taken up in households with children aged 3-4 or aged 5-15 (see Figure 1 to Figure 4) and the extent to which mobile phones (see Figure 5 to Figure 7) and tablet computers (see Figure 8) are owned by children. 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 11 and Figure 12 shows the media used for all children aged 5-15, while Figure 13 and Figure 14 show the key media used among 3-4s, 5-7s, 8-11 and 12-15s.

In 2014 around three-quarters of children aged 5-15 use a fixed or portable games player at home (77% using either), which is a decrease since 2013 (from 81%). This is due to a decline in use, both for connected consoles (68% vs. 73%), and for handheld players (51% vs. 60%). This echoes the decline in household ownership of a games console/ games player, shown in Figure 1 (from 87% in 2013 to 84% in 2014). As shown in Figure 11 below, the decline in use across all 5-15s since 2013 is evident among 8-11s (82% vs. 87%), although not among 5-7s or 12-15s. Among 3-4s, around four in ten (37%) use either a fixed (27%) or portable games player (25%) at home, unchanged since 2013.

Boys are more likely than girls to use a fixed games player; whether 5-7s (63% vs. 40%), 8-11s (82% vs. 62%) or 12-15s (87% vs. 63%). In 2013, boys were as likely as girls in each age group to use a handheld/ portable games player. In 2014, however, boys are more likely than girls to use a handheld/ portable games player, both among 8-11s (65% vs. 50%) and 12-15s (54% vs. 39%). The gender difference for use of fixed games consoles is not evident among 3-4s, but boys aged 3-4 are more likely than girls to use a handheld/ portable games player (30% vs. 21%).

Compared to 2013, children aged 5-15 are less likely to use an internet-connected PC/ laptop/ netbook at home (77% vs. 81%). As shown in Figure 13, no particular age group is more or less likely to use an internet-connected PC, laptop or netbook, compared to 2013; three in ten 3-4s (32%), three in five 5-7s (58%), eight in ten 8-11s (78%) and nine in ten 12-15s (90%) use an internet connected PC, laptop or netbook.

As shown in Figure 11, seven in ten (72%) children aged 5-15 use a DVD/ Blu-ray player/ recorder at home, which is a decrease on the 2013 measure (77%). This is due to a decline in use since 2013 among 12-15s (75% vs. 82%). Three in five children aged 3-4 (62%) use a DVD/ Blu-ray player/ recorder at home, unchanged since 2013.

Figure 11 shows that use of a DVR in the home has not changed among 5-15s since 2013, at 65%. Children aged 12-15 are more likely than 8-11s and 5-7s to use a DVR (72%, 64%, 59%). Around half of 3-4s use a DVR (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 2013, mobile phone use has not changed for 5-15s as a whole (at 55%), but has decreased for 12-15s (84% vs. 89%). One in five 3-4s (19%) ever use a mobile phone, unchanged since 2013.

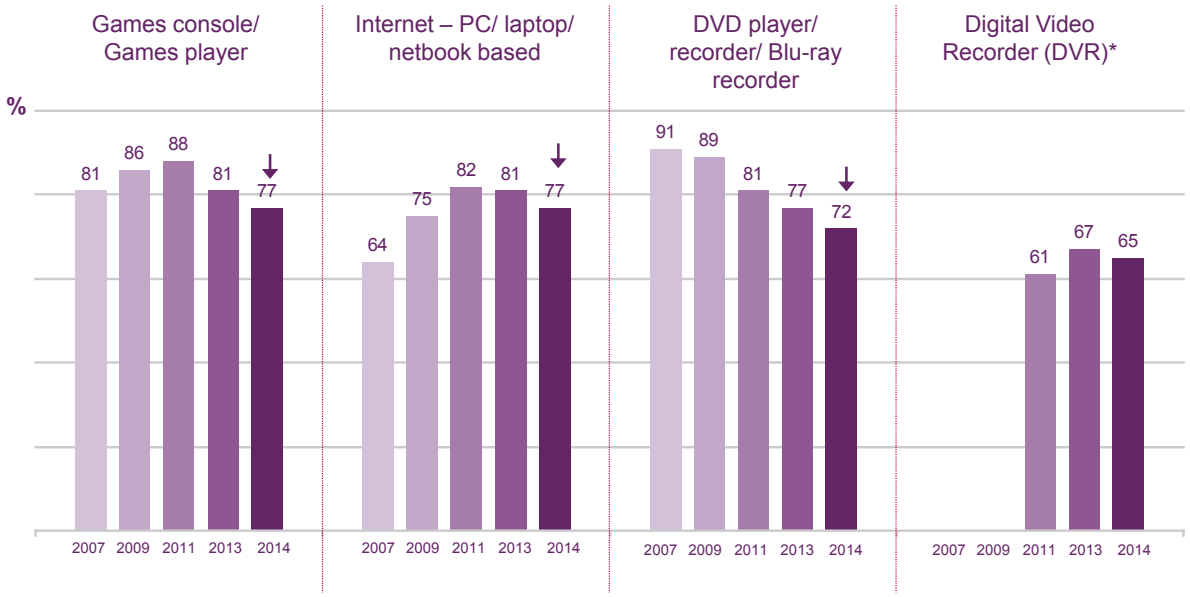
While Figure 3 shows no change for household ownership of a radio, Figure 12 shows a decline in use of a radio among 5-15s since 2013 (34% vs. 42%). Figure 14 shows that this decline is evident among 3-4s (16% vs. 25%), 8-11s (35% vs. 42%) and 12-15s (40% vs. 50%). While use of radio increases with each age group, it is clear from these Figures that there has been a steady decline in children's use of radio since 2007.

Since 2013 household ownership of a tablet computer has increased by 20 percentage points, as shown previously in Figure 1. As shown in Figure 12, use of a tablet computer at home has also increased by 20 percentage points among 5-15s since 2013 (62% vs. 42%), and Figure 13 shows that this increase is evident for 5-7s (54% vs. 39%), 8-11s (67% vs. 44%) and 12-15s (64% vs. 42%). In 2014, therefore, a majority of children in each age group from 5 to 15 use a tablet computer. Four in ten (39%) 3-4s use a tablet computer at home, another increase since 2013 (from 28%).

Around three in ten children aged 5-15 (29%) use a portable media player at home. As shown in Figure 14, use increases with each age group, accounting for one in eight 5-7s (16%), three in ten 8-11s (31%) and four in ten 12-15s (37%). Compared to 2013, children aged 5-15 are less likely to use a portable media player at home (29% vs. 35%) with this being attributable to a decline among 12-15s (37% vs. 47%). One in twenty 3-4s (5%) use a portable media player at home, a decline since 2013 (from 9%).

Compared to all children aged 5-15, children in AB households are more likely to use half of the devices shown in Figure 11 and Figure 12, and children in DE households are less likely to use most of these devices. 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 11: Media used by children aged 5-15 at home: 2007, 2009, 2011, 2013 and 2014

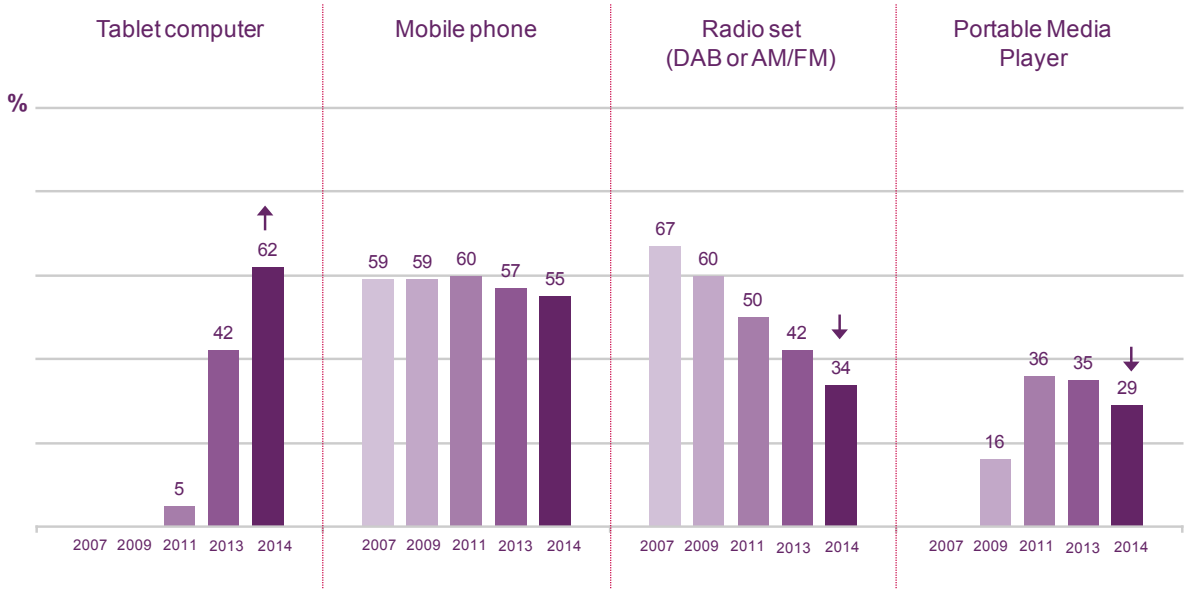


QP3H/I/C/K/C – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) *Question wording changed in 2011 for DVR

Base: Parents of children aged 5-15 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014). Significance testing shows any change between 2013 and 2014

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

Figure 12: Media used by children aged 5-15 at home: 2007, 2009, 2011, 2013 and 2014

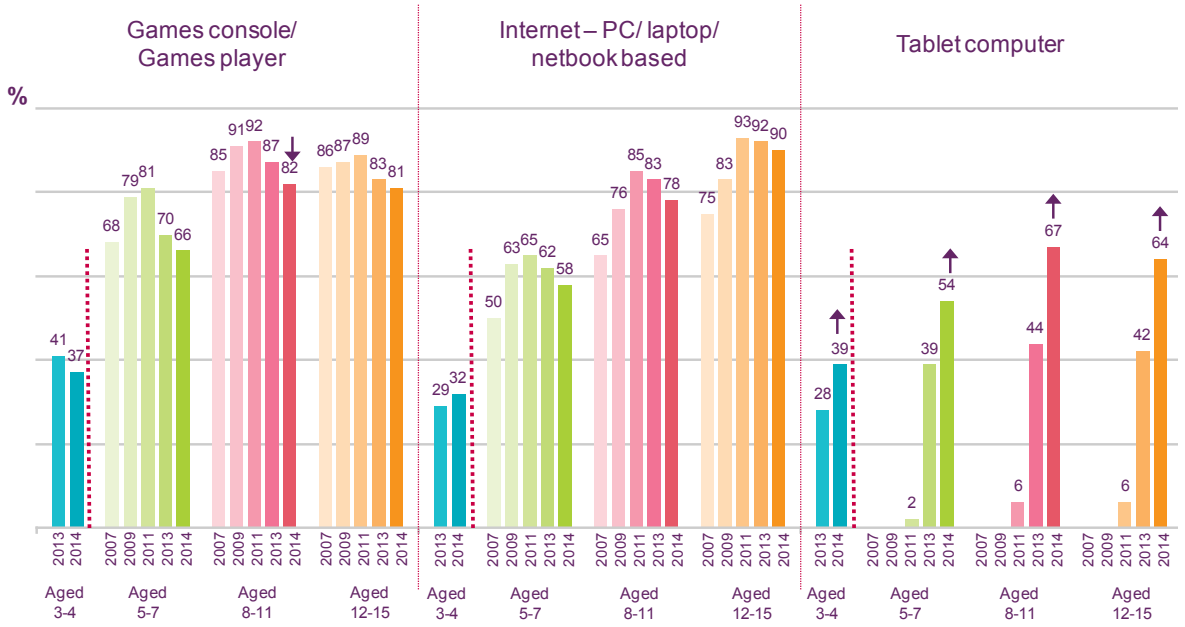


QP3H/I/C/K/C – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) *Question wording changed in 2011 for DVR

Base: Parents of children aged 5-15 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014). Significance testing shows any change between 2013 and 2014

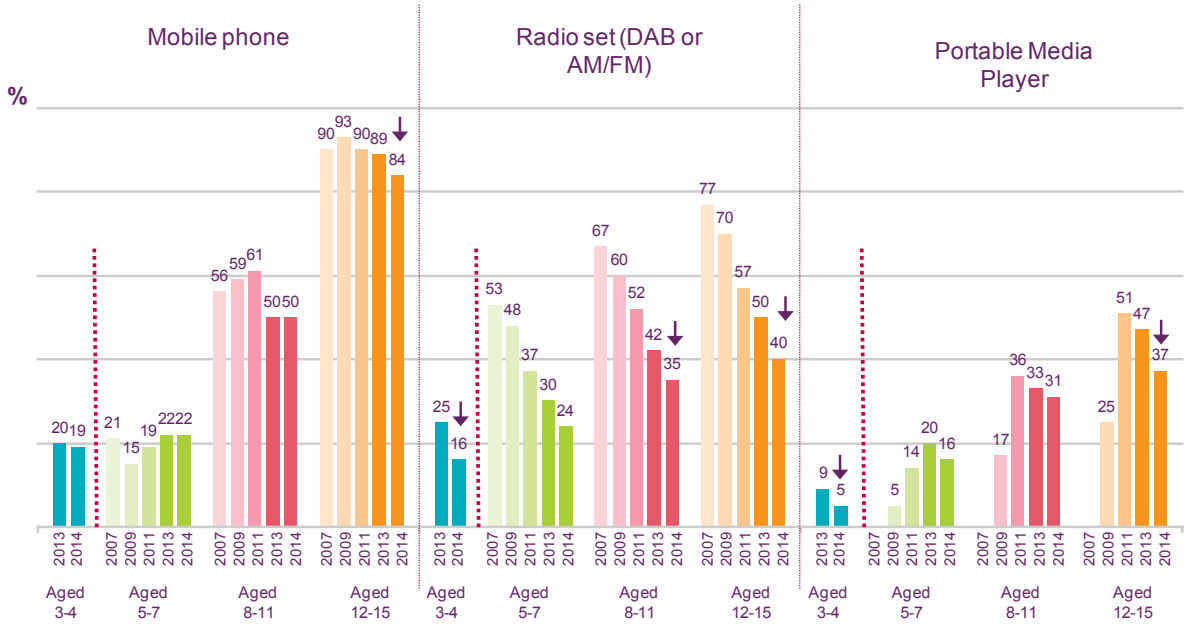
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 13: Media used by children at home, by age: 2007, 2009, 2011, 2013 and 2014



QP3H/I/D/E – 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 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) – significance testing shows any change between 2013 and 2014 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 14: Media used by children at home, by age: 2007, 2009, 2011, 2013 and 2014



QP3H/I/D/E – 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 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) – significance testing shows any change between 2013 and 2014 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Children aged 5-15 are now more likely to watch television programmes on a tablet computer, but less likely to use other alternatives to a TV set

Figure 15 below shows responses for 5-15s as to which devices the child ever uses to watch television programmes at home or elsewhere,[23] while Figure 16 shows responses among 3-4s, 5-7s, 8-11s and 12-15s.

As shown in Figure 15, virtually all children aged 5-15 (99%) ever watch TV programmes at home or elsewhere on a TV set, unchanged since 2013. There is a mixed picture in 2014 in terms of watching television programmes on devices other than a TV set. At an overall level, children aged 5-15 are now less likely than in 2013 to watch television programmes on devices other than a TV set, with around four in ten children aged 5-15 using an alternative device (38% vs. 45%). Watching television programmes on a tablet computer is more likely than in 2013 (20% vs. 15%), but there have been decreases since 2013 for 5-15s watching television programmes on a PC, laptop or netbook (21% vs. 32%), a mobile phone (11% vs. 14%), a games console/ player (10% vs. 18%) or a portable media player (4% vs. 7%)[24].

For some, this could be related to the availability of these devices in the household. Figure 1 shows that fewer households with a 5-15 year old child have a PC, laptop or netbook or a games console/ player, compared to 2013. The decline in use of these devices among 5-15s shown in Figure 15 is, however, greater than the decline in household ownership shown in Figure 1. The increase in household ownership of smart TV may also have contributed to the decrease in use of alternative devices to watch TV programmes, as children may use smart TVs to watch content that they would previously have watched on other devices.

As shown in Figure 16, there has been an increase since 2013 in the incidence of children in all age groups (bar 5-7s) using a tablet computer to watch television programmes (13% vs. 9% for 3-4s, 19% vs. 14% for 8-11s and 24% vs. 18% for 12-15s). There has also been a decrease since 2013 in the incidence of children in all age groups (bar 5-7s) using a PC/ laptop or netbook to watch television programmes (10% vs. 14% for 3-4s, 18% vs. 28% for 8-11s and 29% vs. 45% for 12-15s). Each age group is less likely than in 2013 to watch television programmes using a games console/ player (3% vs. 7% for 3-4s, 6% vs. 14% for 5-7s, 8% vs. 18% for 8-11s and 14% vs. 21% for 12-15s).

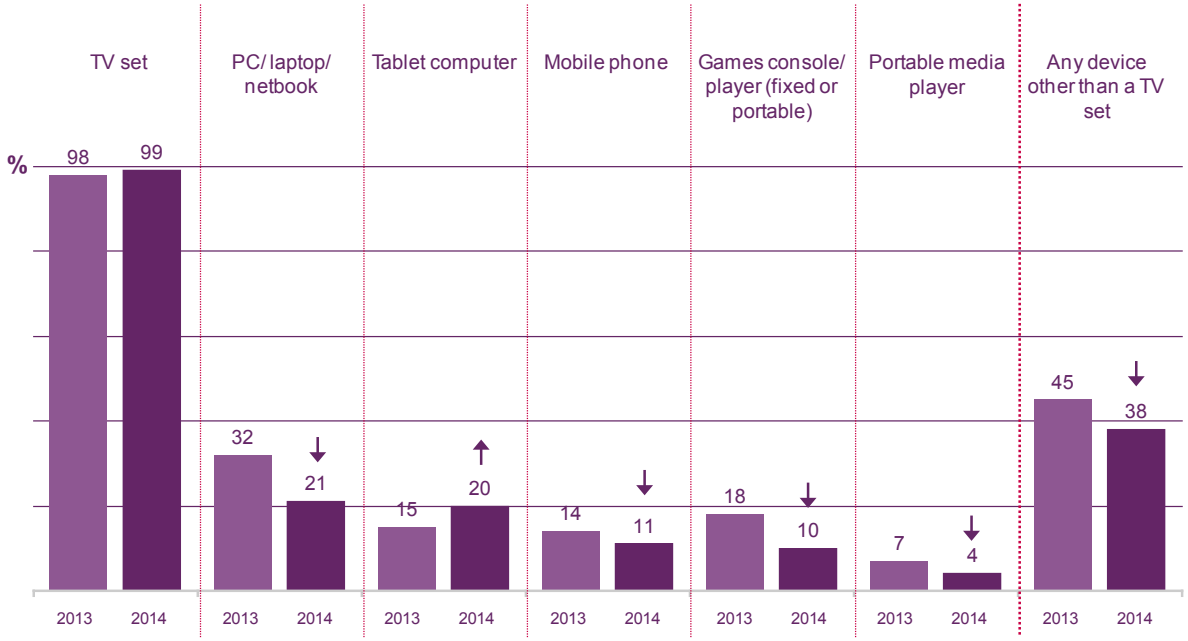
The overall decline since 2013 in using an alternative to a TV set to watch TV programmes (38% vs. 45%) is evident among 8-11s (34% vs. 41%) and 12-15s (48% vs. 58%).

Overall, use of an alternative device to watch TV programmes at home or elsewhere does not differ between boys and girls, but is less likely among those in DE households (31% vs. 38%).

[23] In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2013 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 watch television programmes at home or elsewhere, whereas in 2013 the question asked about devices used to watch television programmes at home.

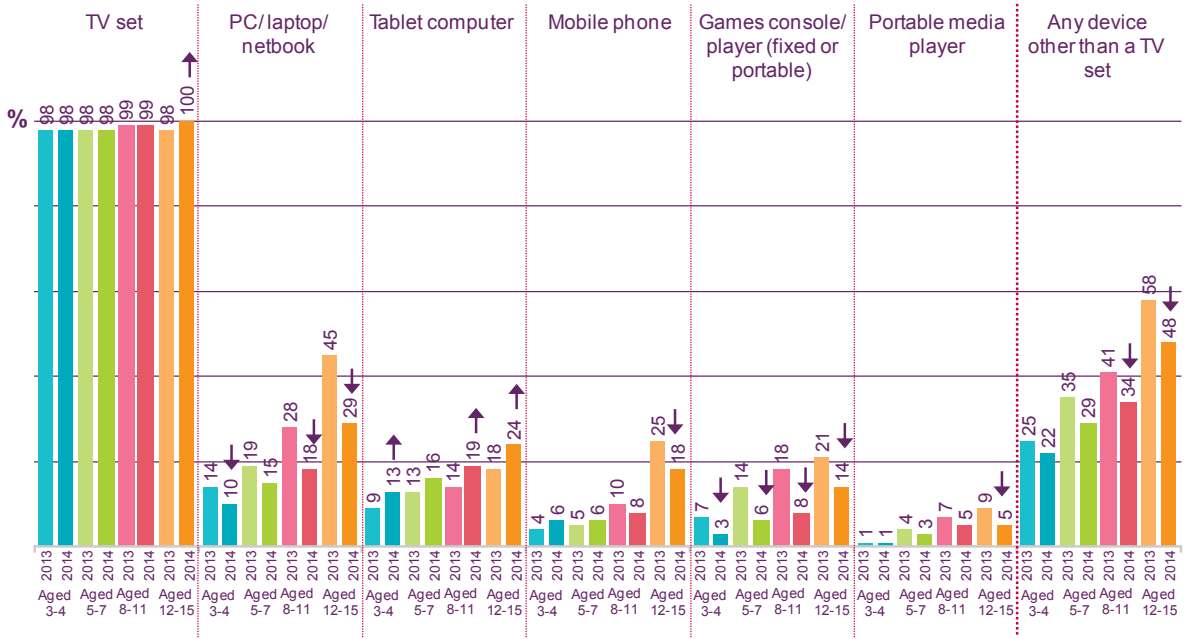
[24] The reduction in use of alternative devices to watch TV programmes could be due to the changes in the way the question was worded in 2014. In 2014 references to 'television programmes' rather than 'television' could have been seen as a narrower definition of the content available (ie excluding films) and could also have been interpreted by some respondents as watching broadcast rather than broadcast and on-demand content (through catch-up services).

Figure 15: Devices ever used by children aged 5-15 to watch television programmes at home (2013) or elsewhere (2014)



QP5 – Does your child ever use any of these devices to watch television programmes at home or elsewhere? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 (1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014). In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent. In 2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 16: Devices ever used to watch television programmes at home (2013) or elsewhere (2014), by age



QP5 – Does your child ever use any of these devices to watch television programmes at home or elsewhere? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent. In 2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

One-third of children aged 5-15 watch on-demand TV services

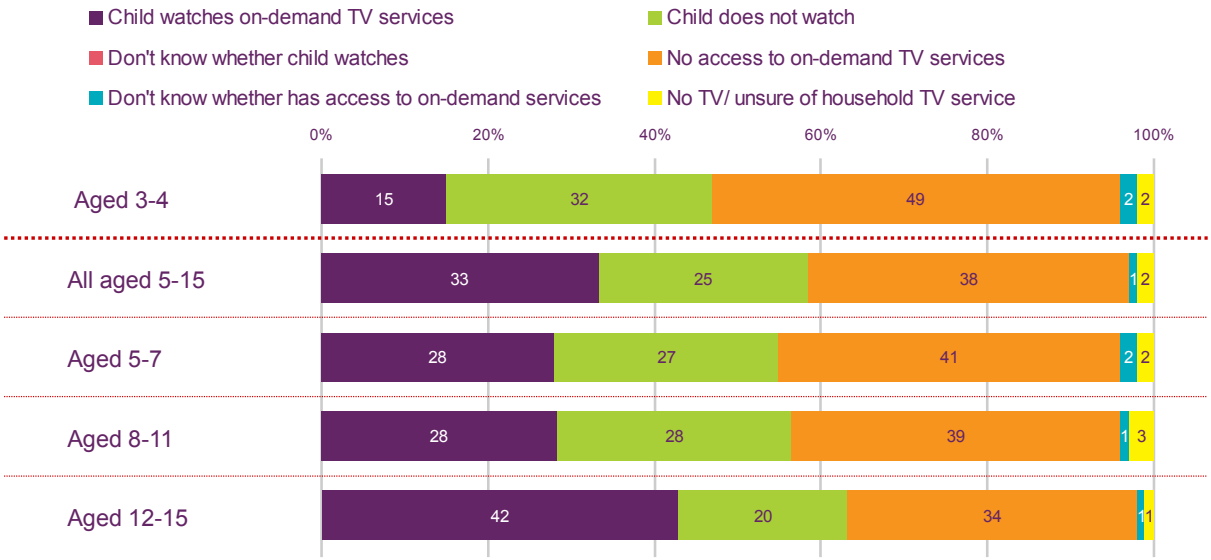
Parents of children aged 5-15 were asked whether it was possible for them to watch TV programmes or films 'on-demand' through the household's TV service, and whether this was through pay-per-view services (e.g. Sky Box Office), subscription services (e.g. Netflix) or catch-up services (e.g. BBC iPlayer). Those parents in households with access to on-demand services were asked whether their child ever watches any of these types of 'on-demand' services.

Figure 17 shows use of and access to on-demand TV services among children in each age group in 2014[25].

One-third (33%) of all children aged 5-15 watch on-demand TV services, and this is more likely among 12-15s (42%) than among 8-11s or 5-7s (both 28%). Less than one in five (15%) children aged 3-4 watch on-demand TV services.

Children in AB households are more likely than all children aged 5-15 to use on-demand services (46% vs. 33%), while children in DE households are less likely (23% vs. 33%). These differences in use by socio-economic group reflect lower access to on-demand services among those in DE households compared to all 5-15s (52% without access vs. 38%).

Figure 17: Access to, and use of, on-demand TV services, by age: 2014



QP8/ QP9– Can you watch TV programmes or films 'on-demand' through a TV set, or any type of device that may be used to go online? By 'on-demand' I mean pay-per-view programmes or 'standalone' subscription services or broadcaster catch-up services / Does your child use the television or any type of device that may be used to go online to watch any of these types of 'on-demand' service at all? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (731 aged 3-4 , 1660 aged 5-15, 453 aged 5-7, 609 aged 8-11, 598 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

[25] Changes made to these questions in 2014 mean it is not possible to make comparisons with previous waves.

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[27] to say which, if any, they used regularly (defined in this research as "almost every day")[28]. Figure 18 shows the findings among 5-7s, 8-11s and 12-15s.

Around eight in ten (83%) children aged 5-15 say they regularly use a TV set, and this is more likely among 5-7s (88%) than among 8-11s (83%) or 12-15s (80%). The TV set is the media device nominated by most children in each age group and the only media device regularly used by a majority of children in each age group.

Five media devices are regularly used by around three in ten to four in ten children aged 5-15: mobile phone (38%), PC/ laptop computer (37%), tablet computer (36%), books, magazines, comics[29] (35%), and games console/ player (32%). As shown in Figure 18, the proportion of children who regularly use a mobile phone or a PC/ laptop computer varies considerably by the age of the child: rising from 10% for 5-7s to 69% for 12-15s using a mobile phone and rising from 17% for 5-7s to 49% for 12-15s for a PC/ laptop computer.

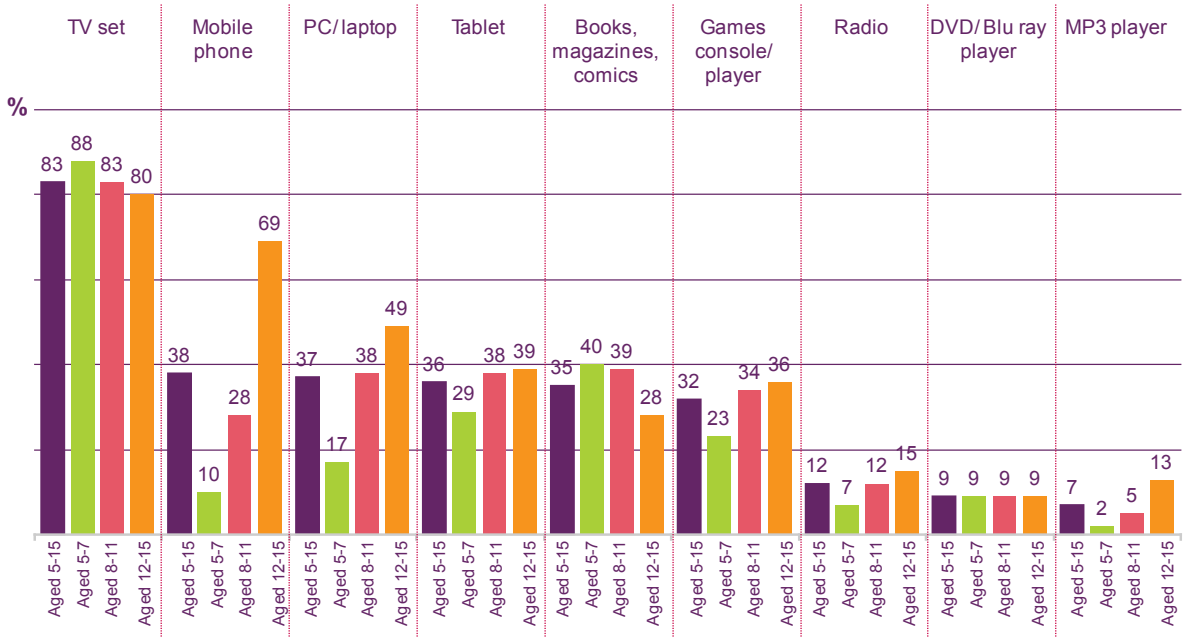
One in ten, or fewer children aged 5-15 say they regularly use the other three media: radio (12%), DVD/ Blu-ray player (9%) or MP3 player (7%).

Among 5-7s, boys are more likely than girls to say they regularly use a games console/ player (29% vs. 17%) while girls are more likely to say they regularly use books, magazines and comics (48% vs. 32%). Boys aged 8-11 and 12-15 are more likely than girls to say they regularly use a games console/ player (47% vs. 21% for 8-11s, 52% vs. 19% for 12-15s), with no other gender differences.

Children aged 5-15 in AB households are more likely than all 5-15s to say they regularly use a mobile phone (45% vs. 38%), a PC/ laptop (46% vs. 37%), a tablet computer (44% vs. 36%), books, magazines, comics (44% vs. 35%) radio (19% vs. 12%) and an MP3 player (11% vs. 7%). Children in AB households are less likely than all 5-15s to say they regularly use a TV set (78% vs. 83%), while those in DE households are less likely to say they regularly use a PC/ laptop (31% vs. 37%), a tablet computer (29% vs. 36%) and an MP3 player (3% vs. 7%).

[26] In this context, 'regular' refers to a device used by the child almost every day.
[27] Previous waves have asked children to choose from a list of activities rather than devices, so no previous findings can be shown for comparison.
[28] Media use in Figure 18 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.
[29] The question did not specify whether this related to physical or electronic copies of books, magazines or comics

Figure 18: Regular use of media devices, by age: 2014



QC45 – Which of the following do you use almost every day? (prompted responses, multi-coded) Base: Children aged 5-15 (1660 aged 5-15, 453 aged 5-7 in 2014, 609 aged 8-11 in 2014, 598 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Radio listening, by device

Four in ten children aged 5-15 listen to radio

Figure 19 below[30] shows responses from parents of 3-4s and 5-7s and from children aged 8-11 and 12-15 about which devices the child ever uses to listen to radio at home or elsewhere.

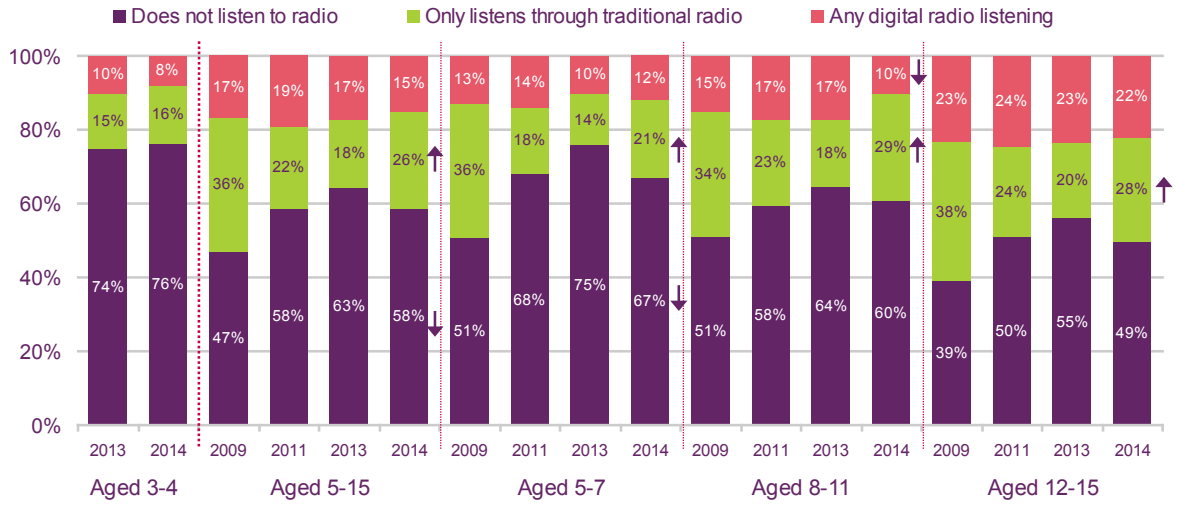
Around four in ten children aged 5-15 (42%) listen to the radio at home or elsewhere, with the likelihood of listening[31] increasing with the age of the child (33% of 5-7s, 40% of 8-11s and 51% of 12-15s). One in four (24%) 3-4s ever listen to the radio at home or elsewhere. Changes were made to this question in 2014 in terms of the *location* of radio listening, and so any changes should be treated with caution. There appears to have been an increase in listening among all aged 5-15 (42% vs. 37% in 2013) due to an increase among 5-7s (33% vs. 25% in 2013).

Around one in seven children aged 5-15 (15%) listen to any type of digital radio at home or elsewhere (either through a DAB radio, on TV or over the internet), and this is mostly unchanged since 2013 apart from a decline for 8-11s (10% vs. 17%). Girls aged 5-15 are more likely to listen to radio than boys (45% vs. 39%) with this overall difference evident among 12-15s (57% girls listen vs. 45% boys aged 12-15). Children in AB households are more likely than all children to listen to radio (51% vs. 42%) while those in DE households are less likely (33% vs. 42%).

[30] In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2013 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 watch television programmes at home or elsewhere, whereas in 2013 the question asked about devices used to watch television programmes at home

[31] The figure is the inverse of the proportion shown in Figure 19 as 'Does not listen to radio'

Figure 19: Radio listening at home (2009, 2011, 2013) or elsewhere (2014), by age



QP21– Does your child ever listen to radio in these ways either at home or elsewhere? (prompted responses, multi coded) Responses from parent of child aged 3-4 and 5-7 and child aged 8-11 and 12-15. NB In 2009-2013 responses were taken from parents of children aged 8-11, whereas in 2014 responses were taken from the child aged 8-11. NB In 2009-2013 parents/ children were asked about radio listening at home whereas in 2014 they were asked about radio listening at home or elsewhere
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) – significance testing shows any change between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Internet use, by device

While laptops remain the most popular device to go online, children aged 5-15 are increasingly likely to go online through a mobile phone or tablet computer

Figure 20 below 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 21 and Figure 22 look 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 should be treated with caution[32].

In 2014, close to nine in ten (87%) children aged 5-15 go online using any type of device. There appears to have been an increase since 2013 in the proportion of 5-15s who go online at all (87% vs. 84%). Two devices see notable increases in being used to go online by 5-15s since 2013: tablet computer (42% vs. 23%) and mobile phone (36% vs. 27%). No particular device is less likely to be used to go online by a 5-15 year old in 2014 compared to 2013.

The only device used by a majority of 5-15s to go online is the laptop/ netbook; used by two-thirds of 5-15s (66%) to go online in 2014. Around one-third of 5-15s go online using a PC

[32] In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2013 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 2013 the question asked about devices used to go online at home.

(32%), while one in five (19%) go online using a games console/ player. Less than one in ten 5-15s go online using a portable media player (7%), a smart TV (4%) or an e-reader (2%).

As shown in Figure 21, going online using any type of device increases with each age group and accounts for four in ten aged 3-4 (38%), seven in ten aged 5-7 (69%), nine in ten aged 8-11 (89%) and almost all (98%) aged 12-15. The overall increase in use of a tablet computer to go online since 2013 is evident for each age group for 5-15s. In 2014, one in five 3-4s go online using a tablet (20%), which is also an increase since 2013 (from 12%). The overall increase in use of a mobile phone to go online since 2013 is also evident for each age group for 5-15s. In 2014, around one in ten 3-4s go online using a mobile phone (12%), which is also an increase since 2013 (from 6%).

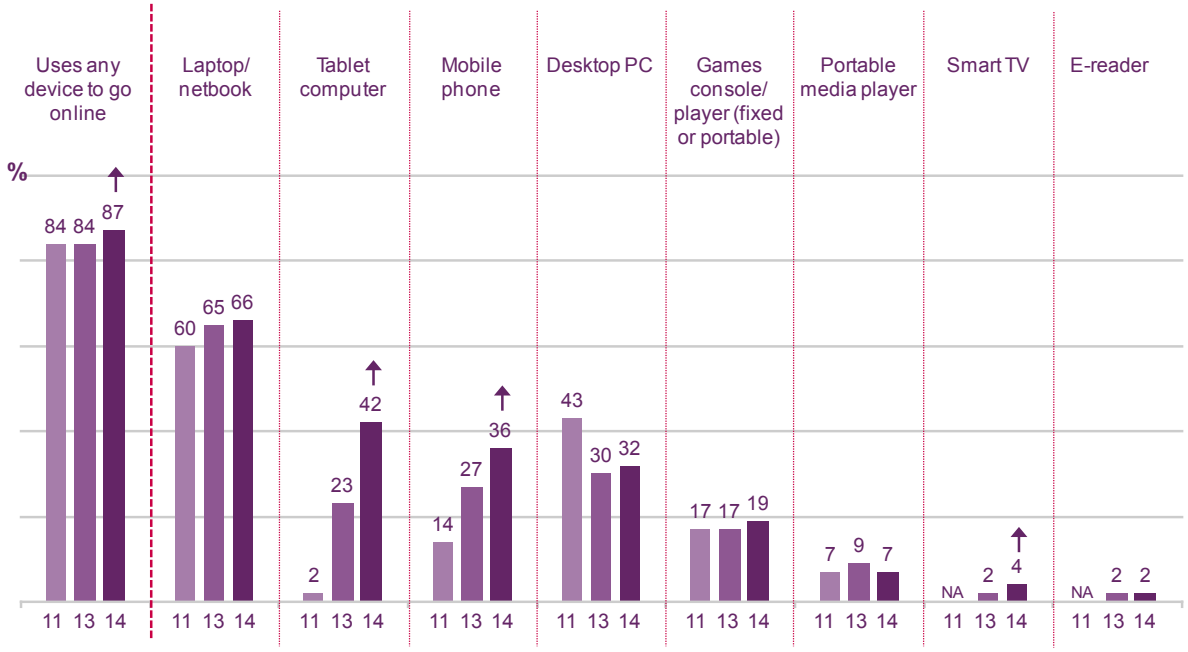
Boys aged 8-11 are more likely than girls of this age to go online using a fixed or portable games console/ games player (22% vs. 13%), as are boys aged 12-15, compared to girls of this age (38% vs. 19%). This gender difference is not evident for 3-4s or 5-7s in 2014.

In 2014, there are some differences by socio-economic group. Children in AB households are more likely than all 5-15s to go online through four devices: a laptop or netbook (77% vs. 66%), a tablet computer (54% vs. 42%), a desktop PC (42% vs. 32%) and a fixed or portable games console/games player (25% vs. 19%). Children in DE households are less likely to go online through three devices: a laptop or netbook (55% vs. 66%), a tablet computer (32% vs. 42%) and a fixed or portable games console/ games player (14% vs. 19%). Across all devices, 5-15 year old children in AB households are more likely to go online (95% vs. 87%) while children in DE households are less likely (78% vs. 87%).

Around one in ten 5-15s (8%) only use an alternative device and not a PC, laptop or netbook to go online at home (not shown in Figure 20 below), which is an increase since 2013 (4%). 5-7s (12%) and 8-11s (9%) are more likely than 12-15s (4%) to use only an alternative device, as are children in DE households (11% vs. 8%). Children aged 5-15 in DE households are therefore less likely to go online at all, compared to all children aged 5-15, but those who do are more likely to use only an alternative to a PC, laptop or netbook.

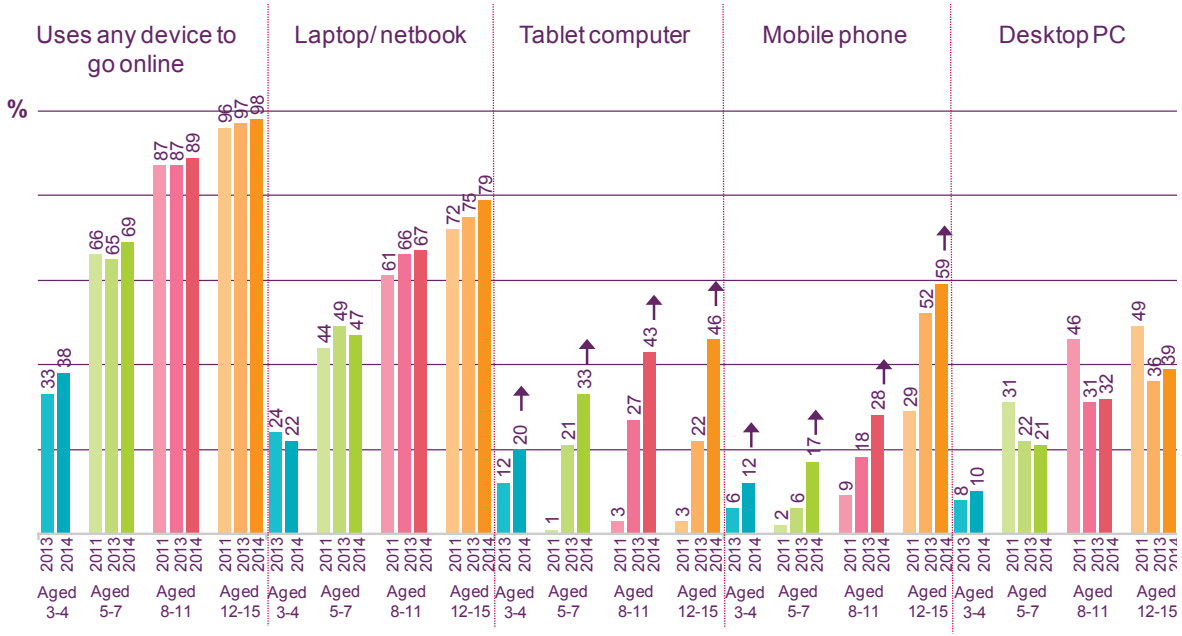
The overall increase in using only an alternative device to go online since 2013 is evident for 5-7s (12% vs. 3%), 8-11s (9% vs. 4%), ABs (4% vs. 1%), and DEs (11% vs. 6%). There has also been an increase since 2013 in the incidence of using only an alternative device to go online among 3-4s (11% vs. 4%)

Figure 20: Devices ever used by children aged 5-15 to go online at home (2011, 2013) or elsewhere (2014)



QP25A – 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) *Shows responses given by 2% or more of all respondents in 2014. NB In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2009-2013 parents/ children were asked about going online at home whereas in 2014 they were asked about going online at home or elsewhere
Base : Parents of children aged 5-15 (1717 aged 5-15 in 2011, 1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014)– significance testing shows any change between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 21: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2014), by age

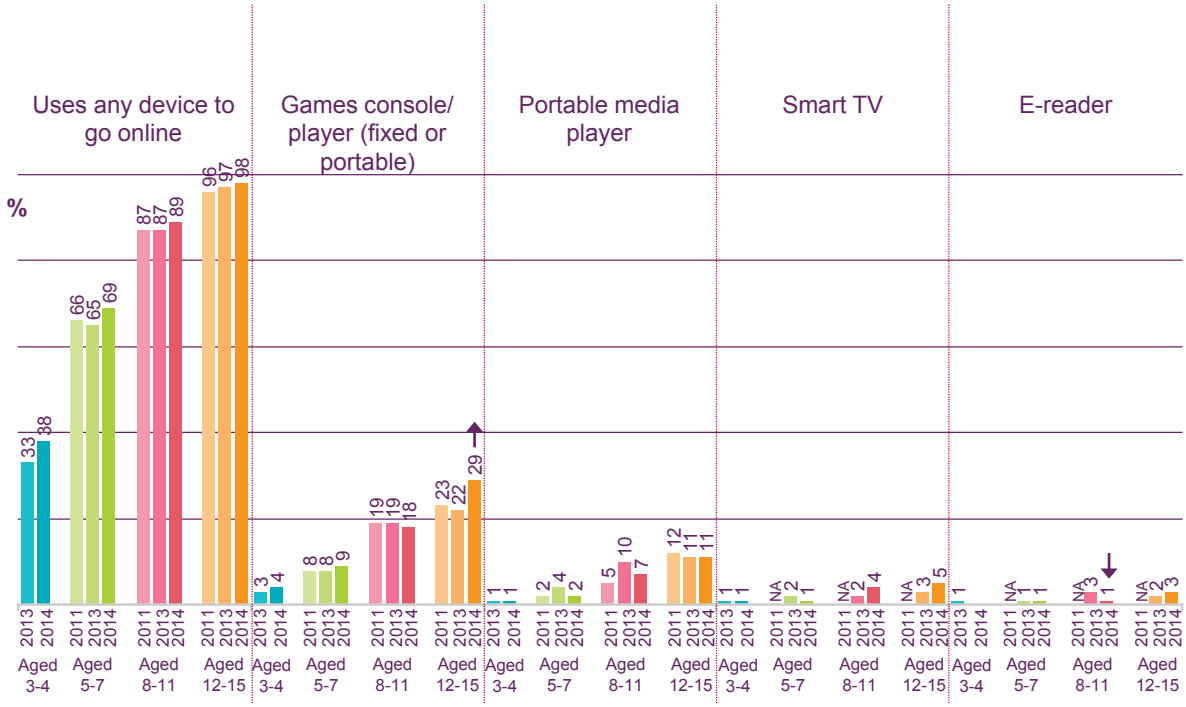


QP25A – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded) *Shows responses given by 2% or more of all respondents in 2014. NB In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/ children were asked about going online at home whereas in 2014 they were asked about going online at home or elsewhere

Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014)– significance testing shows any change between 2013 and 2014.

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

Figure 22: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2014), by age



QP25A – 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) *Shows responses given by 2% or more of all respondents in 2014. NB In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/ children were asked about going online at home whereas in 2014 they were asked about going online at home or elsewhere
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014)– significance testing shows any change between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Device 'mostly used' to go online at home or elsewhere

Younger children mostly use tablets and laptops/ netbooks to go online, while older children mostly use laptops/netbooks and mobiles

Figure 23 below shows responses from parents of 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[33].

There appears to have been an increase since 2013 in the proportion of 5-15s who mostly go online using a tablet (26% vs. 13%) or a mobile phone (16% vs. 11%). At an overall level, children aged 5-15 who use the internet are still more likely to mostly use a laptop/ netbook than any other device. However, since 2013, fewer 5-15s mostly use a laptop/ netbook to go online (34% vs. 46%). The proportion mostly using a desktop PC has also decreased since 2013 (16% vs. 22%).

[33] In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2013 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 2013 the question asked about devices used to go online at home.

Among 5-7s who go online, two devices are equally likely to be the most-used device to go online; seven in ten 5-7s mostly use either a tablet computer (37%, up from 19% in 2013) or a laptop/ netbook (35%, down from 51% in 2013). Around one in five mostly use a desktop PC (18%), unchanged since 2013.

Among 8-11s who go online, the same two devices dominate as the most used; around two in three 8-11s mostly use either a tablet computer (28%, up from 15% in 2013) or a laptop/ netbook (36%, down from 48% in 2013). Around one in five mostly use a desktop PC (18%), unchanged since 2013.

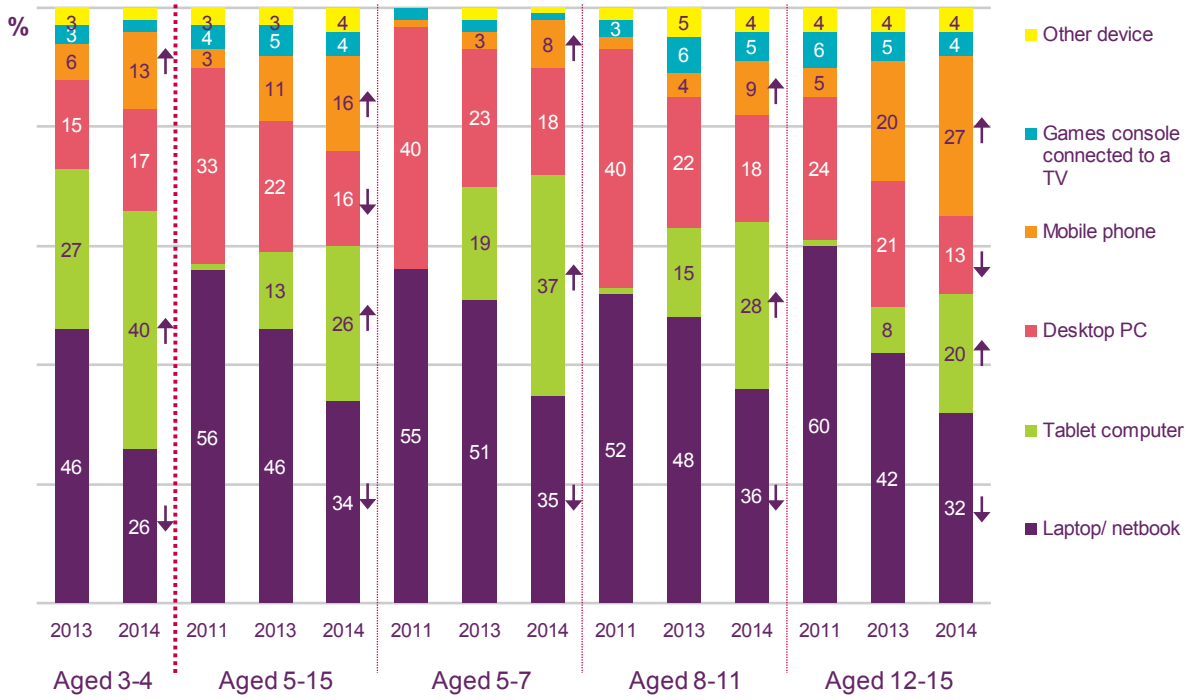
There is more variety in terms of the device most used to go online by 12-15s: one-third mostly use a laptop/ netbook (32%, down from 42%), one quarter mostly use a mobile phone (27%, up from 20%), one in five mostly use a tablet computer (20%, up from 8%), and around one in eight mostly use a desktop PC (13%, down from 21% in 2013)..

Among 3-4s who go online, around two in three mostly use a tablet computer (40%, up from 27% in 2013) or a laptop/ netbook (26%, down from 46% in 2013). Around one in five mostly use a desktop PC (17%), unchanged since 2013.

The device mostly used to go online does not vary by socio-economic group among internet users aged 5-15. The overall increase since 2013 for the tablet computer as the most-used device is evident for each of the socio-economic groups, while the overall decrease since 2013 for laptop/ netbook is evident for the C1, C2 and DE groups.

Across the four key devices used to go online, shown in Figure 23, there are no differences by gender within age group. Across all 5-15s, however, girls are more likely than boys to mostly use a tablet computer (29% vs. 23%) while boys are more likely than girls to mostly use a desktop PC (19% vs. 13%).

Figure 23: Device 'mostly' used by children to go online at home (2011, 2013) or elsewhere (2014), by age



QP25B – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded) In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Base: Parents of children whose child ever goes online at home or elsewhere aged 3-4 or 5-15 (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1429 aged 5-15 in 2013, 1412 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 551 aged 12-15 in 2013, 584 aged 12-15 in 2014). Significance testing shows any change between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Devices used to play games

Decline in use of fixed or handheld consoles for gaming since 2013

Figure 24 below shows responses from parents of 5-7s and from children aged 8-11 and aged 12-15 as to which devices the child ever uses to play games at home or elsewhere[34]. Figure 25 and Figure 26 look 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.

There appears to have been a decrease since 2013 in the proportion of children aged 5-15 who play games using a fixed console (52% vs. 64%) or a handheld console (39% vs. 50%). Use of a tablet computer for gaming has increased since 2013 among all 5-15 year olds (30% vs. 23%) and among 5-7s (30% vs. 23%) and 12-15s (28% vs. 19%)[35].

Most children in each of the three age groups use at least one of the devices we asked about to play games, accounting for four in five 5-7s (81%), nine in ten 8-11s (90%) and

[34] In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent, whereas in 2013 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 play games at home or elsewhere, whereas in 2013 the question asked about devices used to play games at home.
[35] Changes were made to this question in 2014 in terms of the location of the child's gaming, and so any changes should be treated with caution.

around four in five 12-15s (84%). The overall proportion of children aged 5-15 who use any devices to play games is lower than in 2013 (85% vs. 88%), but this is not evident for any particular age group. Half of children aged 3-4 (53%) use any devices to play games, unchanged since 2013.

As shown in Figure 24, a games console connected to a television remains the most commonly-used device for gaming; used by at half (52%) of all children aged 5-15. Handheld/ portable games consoles remain the second most commonly-used devices for gaming and are used by four in ten (39%) 5-15 year olds.

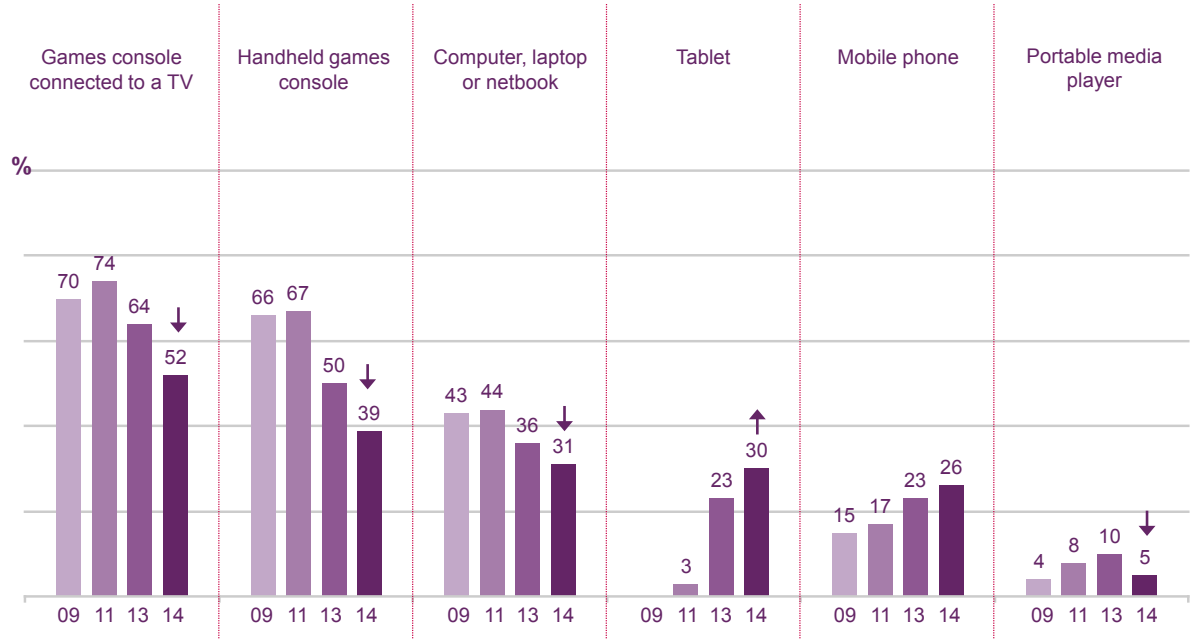
Compared to 2013, however, children aged 5-15 are now less likely to play games on fixed or handheld consoles; resulting in a decline of over ten percentage points both for fixed consoles (52% vs. 64%) and for handheld consoles (39% vs. 50%). The declines since 2013 for fixed and handheld consoles are evident for each age group from 5-15 and also among 3-4s, as shown in Figure 25. Children aged 5-15 are also less likely to play on a computer, laptop or netbook (31% vs. 36%). These decreases since 2013 for playing games using fixed or handheld consoles and computers/ laptops/ netbooks can be seen to be part of a general decline in use of these devices since 2011, as shown in Figure 24.

Across all 5-15 year olds, use of some other devices for gaming remains at a similar level to that found in 2013: whether a mobile phone (26%), or portable media player (5%).

Boys are more likely than girls to use any of the devices for gaming that we asked about, both among 8-11s (94% vs. 86%) and 12-15s (94% vs. 74%), but not among 5-7s (82% vs. 79%), as was also the case in 2013. The overall difference in gaming between boys and girls aged 5-15 (91% vs. 80%) continues to be mainly due to the higher use among boys of games consoles connected to a television (66% boys vs. 38% girls). Unlike in 2013, boys in 2014 are now more likely than girls to use a handheld player (45% vs. 32%) due to a 16 percentage point drop in use of a handheld player by girls since 2013 (32% vs. 48% in 2013).

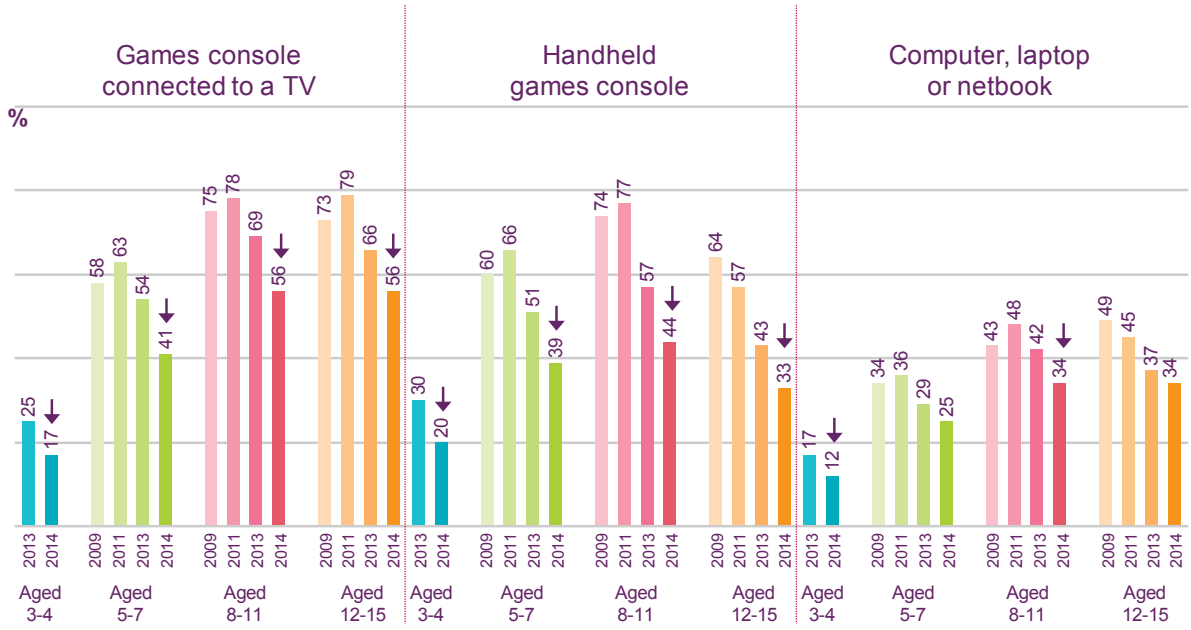
Across the socio-economic groups, no group is more or less likely to play games at all, or to play games using a particular device. However, children in DE households are less likely to play using a tablet computer (23% vs. 30%).

Figure 24: Devices used for gaming at home (2009, 2011, 2013) or elsewhere (2014)



QP68– 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 2% of all 5-15s In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Base: Parents of children aged 5-15 (2131 in 2009, 1717 in 2011, 1689 in 2013, 1660 in 2014). NB In 2009-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 25: Devices used for gaming at home (2009, 2011, 2013) or elsewhere (2014), by age

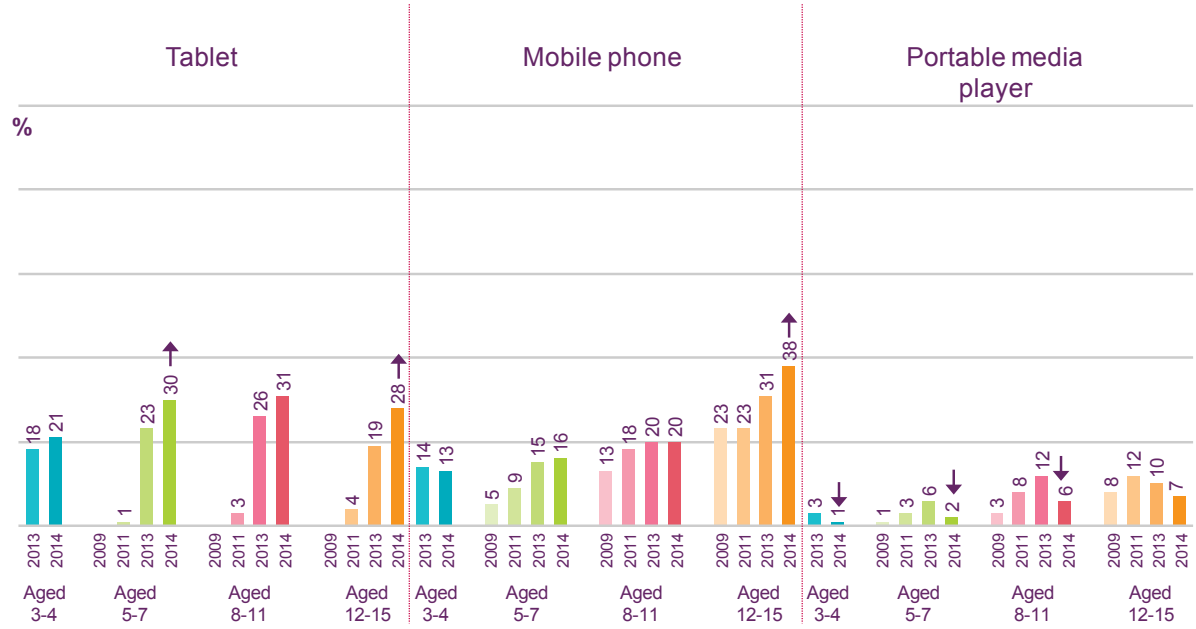


QP68– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 2% of all 5-15s In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 773 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014). NB In 2009-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Significance testing shows any change between 2013 and 2014

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

Figure 26: Devices used for gaming at home (2009, 2011, 2013) or elsewhere (2014), by age



QP68– 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 2% of all 5-15s In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 773 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014). NB In 2009-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Significance testing shows any change between 2013 and 2014

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

Section 4

Children's use of media

This section describes the use that children make of different media at home or elsewhere[36], with a snapshot of the affinity that children have for each medium and, for the first time, the media activity the parent would prefer the child to undertake, 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 ever used, and mostly used, to carry out a range of activities.

Key findings

- Children aged 12-15 now spend more time going online than watching television. At an overall level, children aged 5-15 continue to spend most time watching TV (14.6 hours per week on average), but this estimated time has decreased since 2013 (from 15.4 hours).
- Across all 5-15s there has been no change since 2013 in the estimate of hours spent online, or gaming, with a decrease in the estimate of time spent listening to radio (from 6.8 to 5.9 hours).
- Mobile phone users aged 12-15 send three times as many text-based messages in a typical week as those aged 8-11 (137 vs. 42).
- Girls aged 12-15 are heavier users of their mobile phone compared to boys, for both calls (23 vs. 17) and text-based messages (163 vs. 113).
- 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 half of parents of children in each age group from 5 to 15 say they would prefer their child to read books, magazine or comics, given the option of six media activities to choose from.
- When asked about their media preferences, children aged 5-7 (43%) and 8-11 (31%) are most likely to choose to watch TV, while those aged 12-15 are most likely to choose to talk with friends online (33%).
- Among 8-15s who watch both types of channels, three in ten prefer TV channels (32%) while over a quarter prefer YouTube channels (27%).
- Younger children aged 3-4 and 5-7 are most likely to use a tablet computer to play games on their own.
- A laptop/ PC is the preferred device to find information among all age groups.
- Among 12-15s, the mobile phone is the device mostly used for social activities.
- Among those who go online, 71% of 12-15s, 20% of 8-11s and 5% of 5-7s say they have a social media profile on a site or app.
- Among those with a social media profile, Facebook remains the most-used site or app. One-third of 12-15s with s social media profile now use Instagram, with a significant minority using other photo- or video-messaging sites or apps such as SnapChat.
- Online gamers are more likely than in 2013 to be playing someone who is elsewhere.

[36] There was a change in the survey's focus: from a child's use of media 'at home' in previous years to both 'at home and elsewhere' in 2014.

Media consumption

Children aged 12-15 spend more time 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[37] and 12-15) to estimate the hours spent using television, radio, internet and games players/ consoles at home or elsewhere[38] on a typical school day and on a typical weekend day[39]. Parents of children aged 3-4, whose child uses each of these media, were also asked about their use on a typical week day[40] and weekend day.

Figure 27 shows that overall, children aged 5-15 spend more time watching television than using other media. However, as children aged 12-15 are spending more time going online than watching television (17.2 vs. 15.7 hours), it is the 5-7 and 8-11 year olds who are driving the higher consumption of television compared to time online. At an overall level across children aged 5-15, the estimated hours spent watching television and listening to radio have decreased since 2013 and these decreases are not evident for any particular age group.

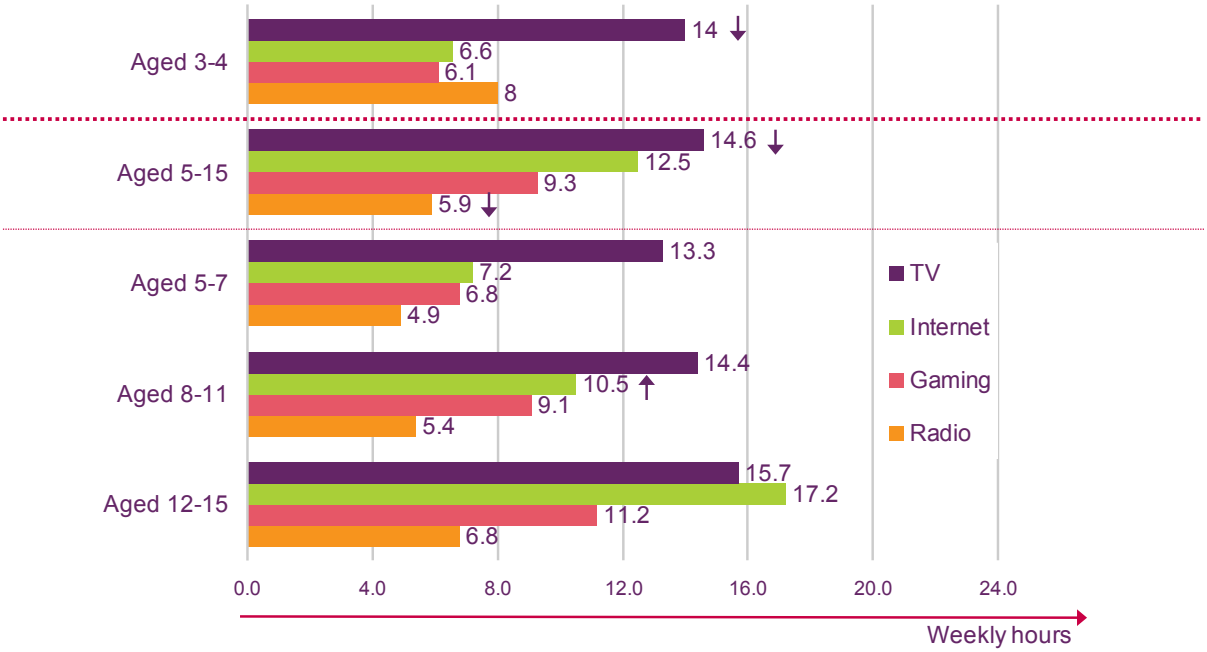
There has been no change since 2013 in the estimated hours of use of any of these media for children aged 5-7 or 12-15. Children aged 8-11 are, however, now more likely to spend more hours per week using the internet (10.5 vs. 9.2 hours).

Children aged 3-4 spend more time watching television than using other media, although they spend fewer hours than in 2013 (14.0 vs. 15.5 hours).

Children aged 3-4 use the internet and play games for a similar number of hours per week as 5-7s. Those aged 3-4 listen to the radio for more hours per week than both 5-7s and 8-11s, and at a comparable level to 12-15s.

[37] In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent, whereas previously responses were taken from the parent for children aged 8-11 and from the child aged 12-15.
[38] In 2014 parents and children were asked about the time spent using different media devices at home or elsewhere, whereas previously the question was asked about use at home.
[39] 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.
[40] As their child aged 3-4 may not yet be attending school, which in turn will affect their 'availability' to consume media.

Figure 27: Estimated weekly hours of media consumption at home or elsewhere among users, by age: 2014



QP10A-B/ QP29A-B/ QP70A-B/ QP22A-B – How many hours would you say he/ she spends [using medium] on a typical school day/ on a weekend day?
In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent. In 2013 the response for 12-15 was taken from the child and the parent for 3-4s 5-7s and 8-11s. In 2013 parents/ children were asked about use at home whereas in 2014 they were asked about use at home or elsewhere.
Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (variable base) - Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

The estimate of time spent watching television at home or elsewhere has decreased since 2013

In 2014, as in previous years, the estimated time spent watching television increases by age group for children aged 5-15. Parents of children aged 5-7 state that their child watches 13.3 hours of television per week, which is lower than the estimated volume for 8-11s (14.4 hours), and 12-15s (15.7 hours). The volume of television watched in 2014 is lower than the overall estimate in 2013 among 5-15s (14.6 vs. 15.4 hours), but this decrease is not attributable to any particular age group. Parents' estimate of the volume of television watched by children aged 3-4 is at a similar level to the 8-11s, and has decreased since 2013 (14.0 vs. 15.5 hours).

In 2014, girls aged 12-15 spend more time than boys watching television (16.6 vs. 14.9 hours), with no differences by gender for any other age group. Compared to all children aged 5-15, in 2014 children in AB households spend less time watching television in a typical week (13.0 vs. 14.6 hours) while those in DE households spend more time watching television (15.6 vs. 14.6 hours). Estimates of hours spent watching television have not changed since 2013 for any particular socio-economic group among 5-15s.

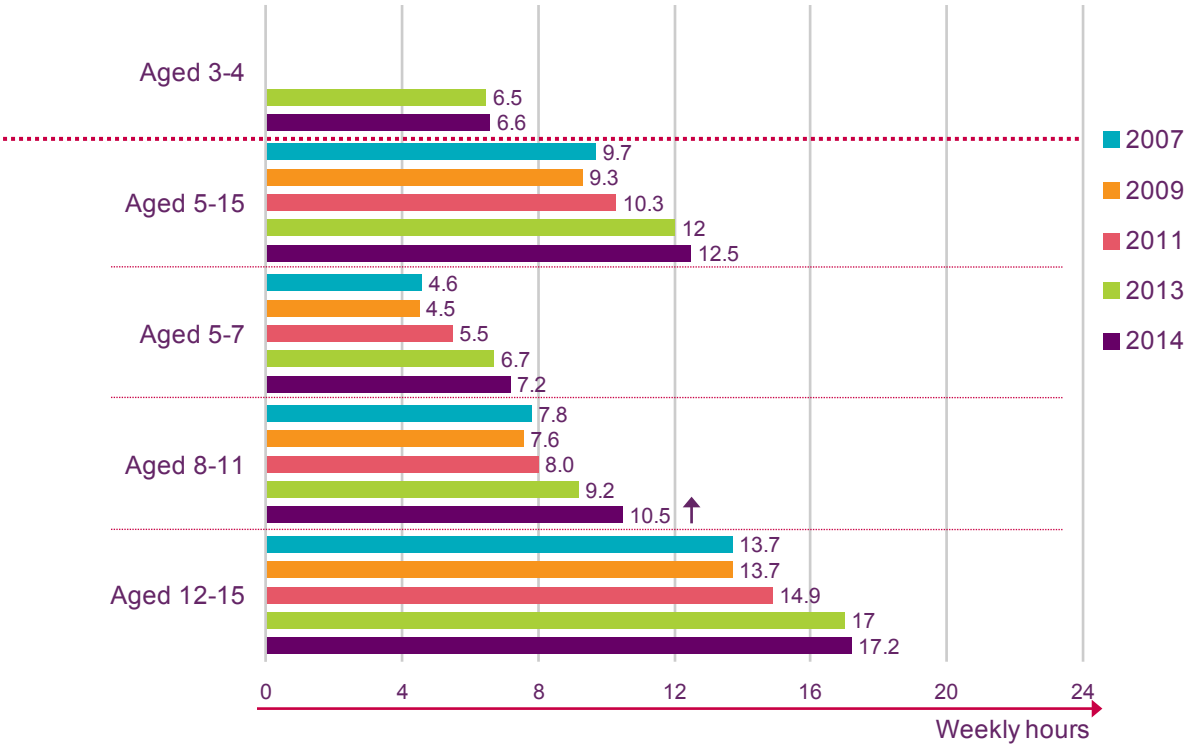
The estimate of time spent going online has not changed since 2013

As with television consumption, the estimated weekly volume of time spent going online at home or elsewhere increases with the age of the child (7.2 hours for 5-7s, 10.5 hours for 8-11s and 17.2 hours for 12-15s). There has been no change in the estimated time spent online at home among children aged 5-15, or among 5-7s or 12-15s. Those aged 8-11, however, now spend more hours per week going online (10.5 vs. 9.2 hours). Parents whose child aged 3-4 goes online estimate a weekly volume of 6.6 hours of use in 2014, unchanged since 2013.

In 2014, boys aged 8-11 spend more time than girls going online (11.3 vs. 9.7 hours), with no differences by gender for any other age group.

Compared to all children aged 5-15, no particular socio-economic group has a different estimated volume of use in a typical week in 2014.

Figure 28: Estimated weekly hours of internet consumption by age at home (2007, 2009, 2011, and 2013) or elsewhere (2014)



QP29A-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 2007-2013 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 in 2014 they were asked about use at home or elsewhere.
Base: Parents of children aged 5- 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 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

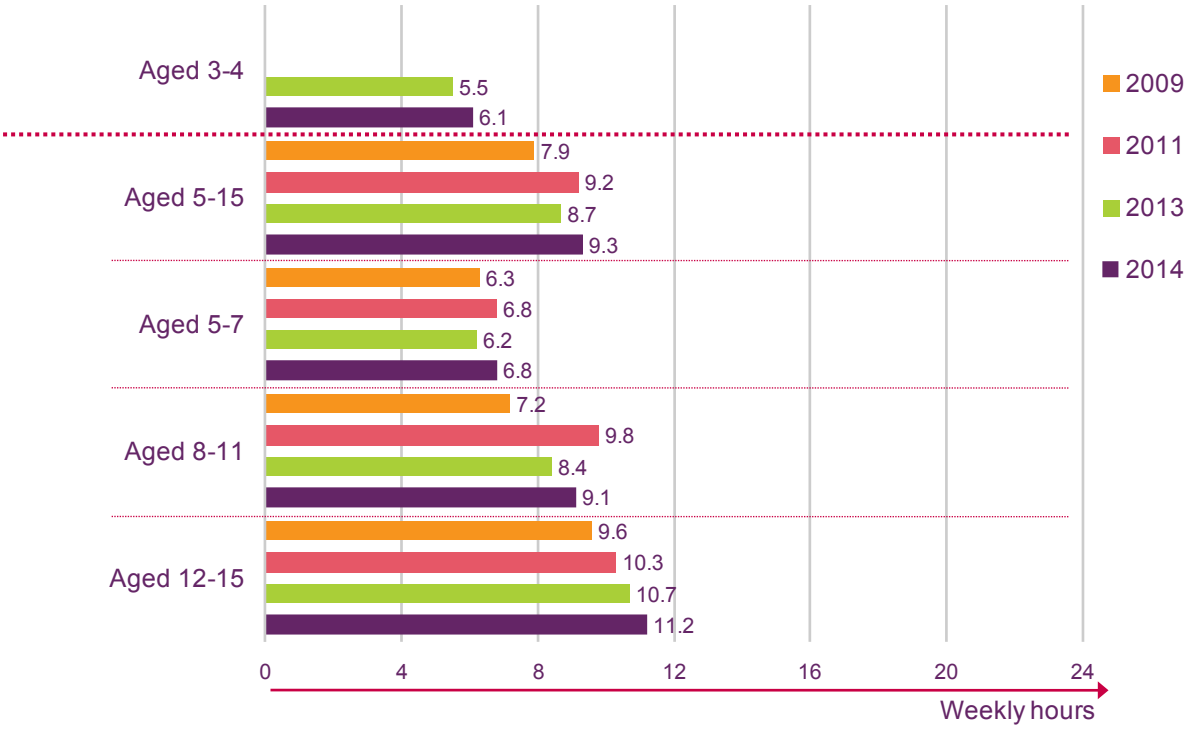
There has also been no change in weekly time spent gaming, since 2013

As with television viewing and use of the internet, the estimated weekly hours spent gaming at home or elsewhere increases with the age of the child among 5-15s (6.8 hours for 5-7s, 9.1 hours for 8-11s and 11.2 hours for 12-15s). As shown in Figure 29 below, there has been no change in the estimated time spent gaming by each of the three age groups since 2013. Parents whose child aged 3-4 plays games estimate a weekly volume of 6.1 hours of use in 2014, unchanged since 2013.

Boys spend more time than girls game-playing in a typical week, across all 5-15s (11.1 vs. 7.2 hours), within each age group from 5-15, and among 3-4s. This was also the case in 2013.

There has been no change in the estimated weekly hours spent gaming for any socio-economic group since 2013.

Figure 29: Estimated weekly hours of game playing by age at home (2009, 2011, 2013) or elsewhere (2014)



QP70A-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 2009-2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2009-2013 parents/ children were asked about use at home whereas in 2014 they were asked about use at home or elsewhere
Base: Parents of children aged 5-7 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 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

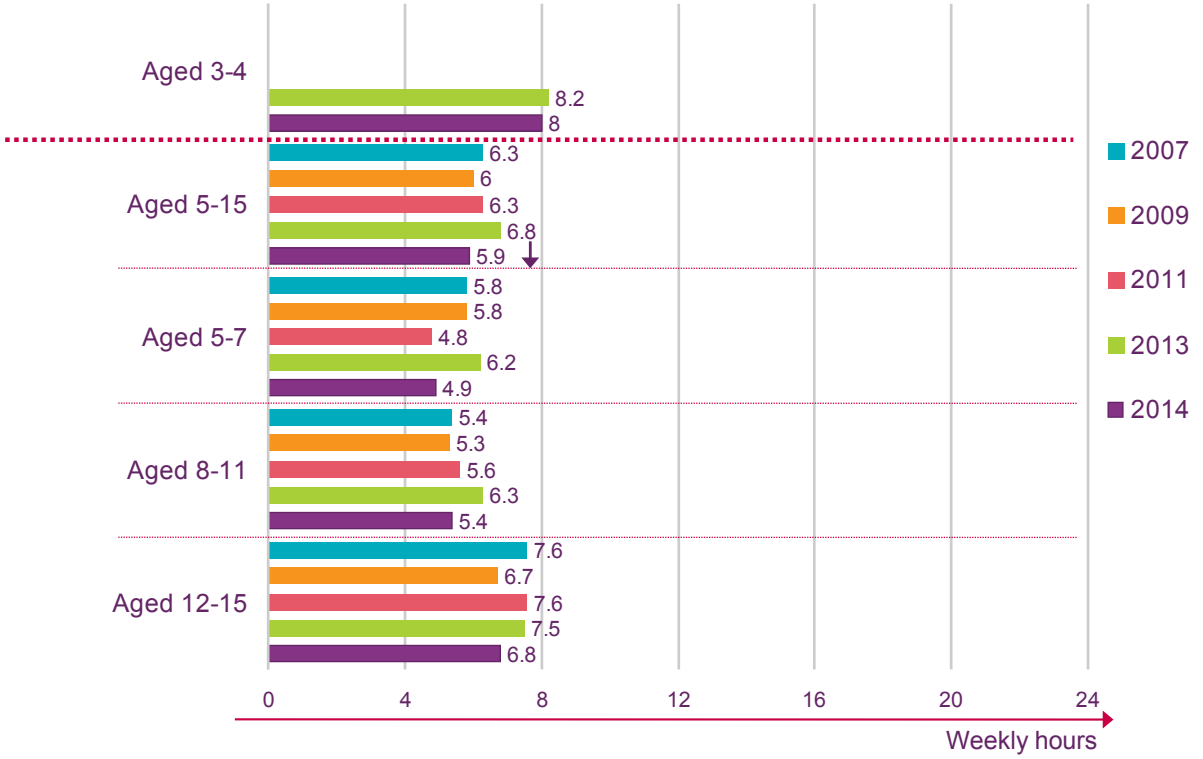
The estimate of time spent listening to radio has decreased since 2013

Among radio listeners aged 5-15, those aged 12-15 have a higher estimated volume of hours spent listening per week compared to younger listeners (at 6.8 hours for 12-15s, 5.4 hours for 8-11s and 4.9 hours for 5-7s). The overall time spent listening per week among 5-15s has decreased since 2013 (5.9 hours vs. 6.8 hours), although this change is not evident for any particular age group within 5-15s. Time spent listening to radio is also unchanged for listeners aged 3-4 (at 8.0 hours).

In 2014, girls aged 12-15 spend more time than boys listening to radio (7.7 vs. 5.7 hours), with no differences by gender for any other age group.

Compared to all children aged 5-15, in 2014 children in AB households spend less time listening to radio in a typical week (4.8 vs. 5.9 hours) while those in DE households spend more time listening to radio (7.6 vs. 5.9 hours). Estimates of hours spent listening to radio have not changed since 2013 for any particular socio-economic group among 5-15s.

Figure 30: Estimated weekly hours of radio consumption, by age at home (2007, 2009, 2011, 2013) or elsewhere (2014)



QP22A-B - How many hours would you say he/ she listens to the radio on a typical school day/ on a weekend day (spontaneous question, single coded). In 2007-2013 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 in 2014 they were asked about use at home or elsewhere
Base: Parents of children aged 5-7 whose child listens to the radio at home or elsewhere and children aged 8-15 who listen to the radio at home or elsewhere (VARIABLE BASE). Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Mobile phone users aged 12-15 send three times as many text-based messages as users aged 8-11

Parents of children aged 3-7, and children aged 8-11 and 12-15[41] were asked about the volume of calls made, and text-based messages sent through their mobile phone in a typical week[42]. The results for 8-11s and 12-15s are shown in Figure 31[43] while Figure 32 compares responses by gender among mobile phone owners aged 12-15, and Figure 33 compares responses by tariff type among smartphone owners aged 12-15.

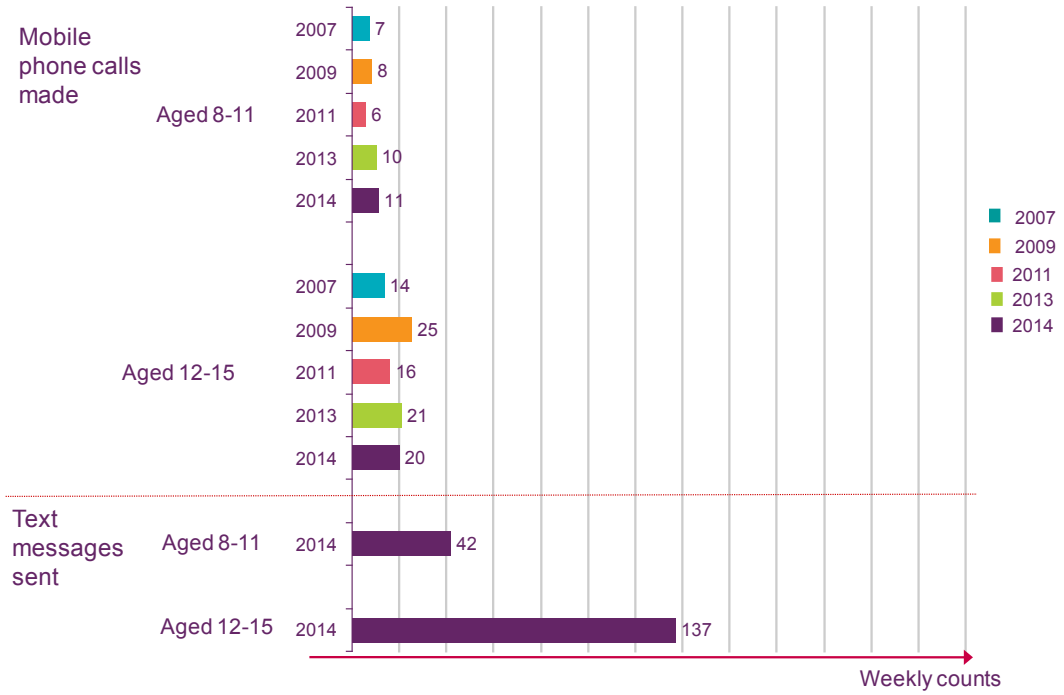
In 2014, mobile phone owners aged 12-15 made twice as many calls as 8-11s (20 vs. 11) and send three times as many text-based messages[44] (137 vs. 42).

Among 12-15s, girls make a higher volume of calls per week compared to boys (23 vs. 17) and also send a higher volume of text-based messages (163 vs. 113), as shown in Figure 32[45]. No particular socio-economic group makes a higher or lower volume of calls, or sends a higher or lower volume of text-based messages.

[41] 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.
[42] Figure 31 shows only data relating to 8-11s and 12-15, as there are few 5-7s (19) and 3-4s (4) with their own mobile phone to report on
[43] A small number of outlier responses have been excluded from the averages reported here in Figure 31, Figure 32 and Figure 33
[44] The 2014 questionnaire used a definition of text-based messages that was different from the definition of text messages used in 2013 and in previous years. This new definition 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 2013 are not shown.

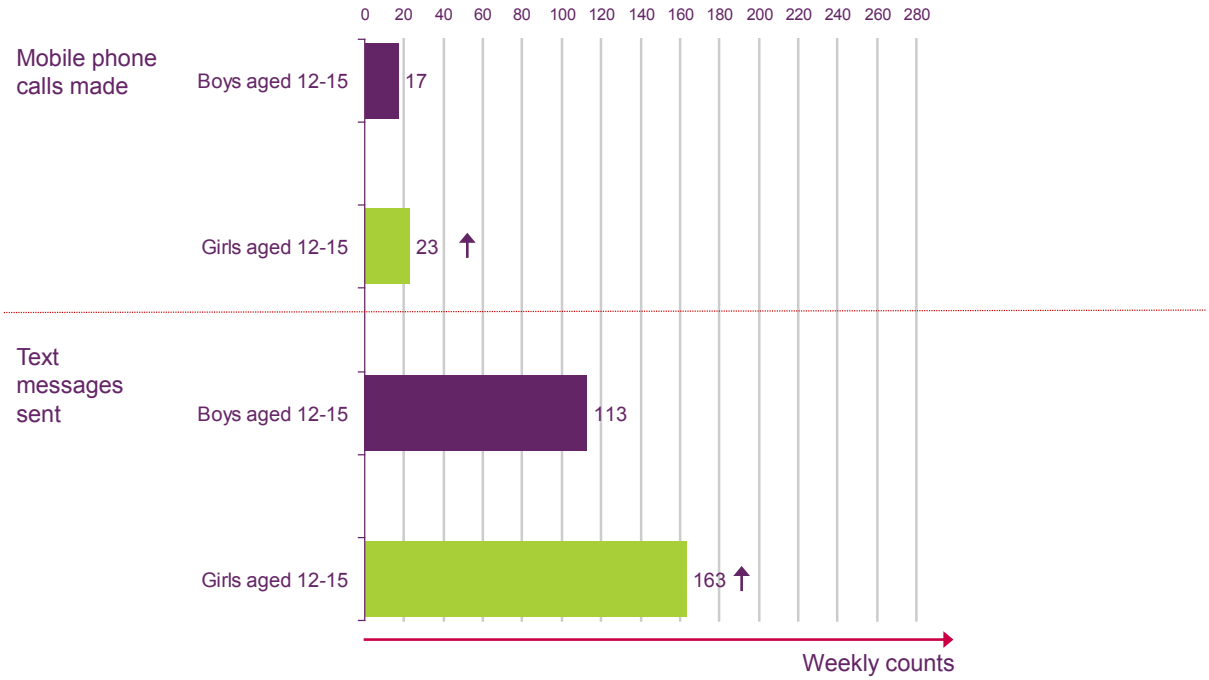
[45] It is not possible to conduct analysis by gender among 8-11s with a mobile phone due to low base sizes for boys (82)

Figure 31: Weekly calls made, text-based messages sent by users, by age: 2007, 2009, 2011, 2013 and 2014



QP58A-B/ QP59A-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 2011 volumes of calls were asked of children aged 8-11, rather than their parents, as had been the case in previous years.
Base: Children aged 8-11 and 12-15 with their own mobile phone (VARIABLE BASE) - Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

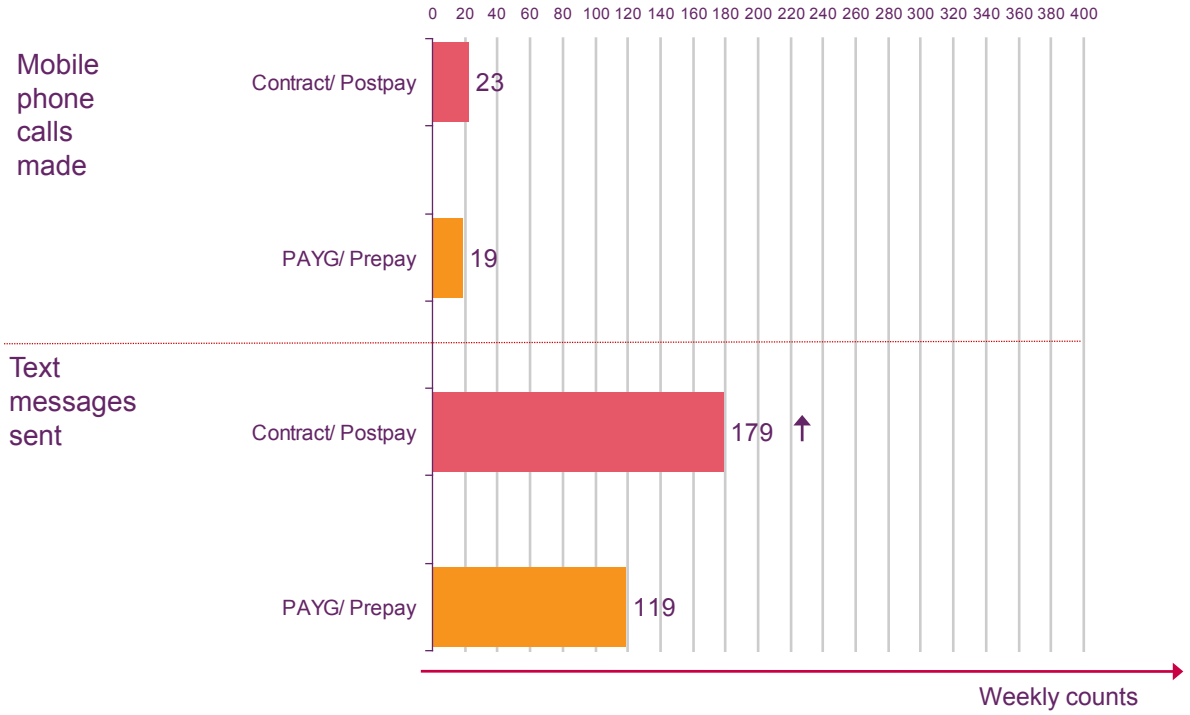
Figure 32: Weekly calls made and text-based messages sent by users, by gender within age: 2014



QP58A-B/ QP59A-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 (236 boys aged 12-15, 227 girls aged 12-15) - Significance testing shows any differences between boys and girls aged 12-15
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

As shown in Figure 33, 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 (23 for contract, 19 for pay-as-you-go), those with a monthly contract send a higher volume of text-based messages (179 vs. 119).

Figure 33: Weekly calls made and text-based messages sent by 12-15s with a smartphone, by tariff type: 2014



QP58A-B/ QP59A-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 (219 with a smartphone on a postpay tariff in 2014, 153 on a prepay tariff in 2014) - Significance testing shows any differences postpay and prepay
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Affinity with media devices

While 5-7s and 8-11s would miss the TV set the most, the mobile phone is the most-missed device for 12-15s

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 was revised in 2014, in order to focus on devices rather than a mix of devices and media activities. Therefore no comparison with previous years is possible. Figure 34 shows the device that children aged 5-15 and those in each age group say they would miss the most, while Figure 35 shows responses by gender within each of the age groups.

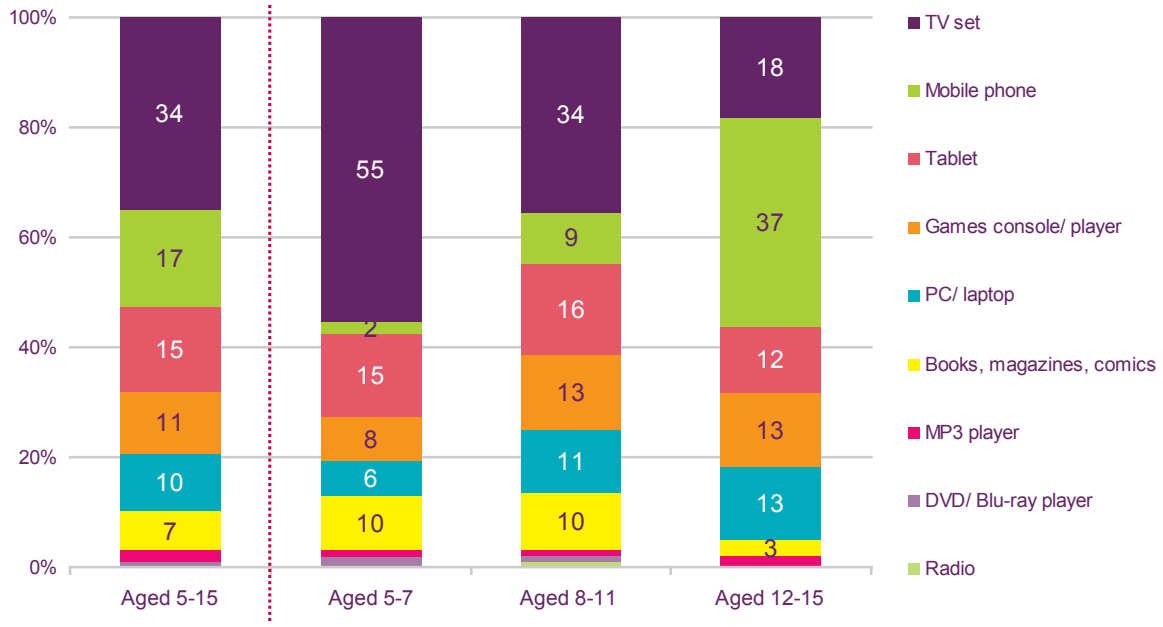
Across all 5-15s, one in three (34%) say they would miss the TV set the most, making TV the device most likely to be named. Around one in six children aged 5-15 say they would miss either their mobile phone (17%) or tablet computer (15%), with other devices named by one in ten 5-15s or less.

As shown in Figure 34, there are significant differences by age. The TV set is the most-missed device for both 5-7s and 8-11s (55% for 5-7s, 34% for 8-11s) and both younger age

groups are then most likely to say they would miss using a tablet computer (15% for 5-7s, 16% for 8-11s). Among 12-15s, however, the most-missed device is the mobile phone (37%), followed by the TV set (18%). In this way, children aged 12-15 are twice as likely to say they would miss their mobile phone compared to the next most-missed device.

There is some variation in affinity with devices by socio-economic group in 2014. Children aged 5-15 in AB households are less likely to say they would miss the TV set the most (26% vs. 34%) while those in DE households are more likely (40% vs. 34%). Those in AB households are more likely to say they would miss a PC/ laptop (16% vs. 10%).

Figure 34: Device children would miss the most, by age: 2014

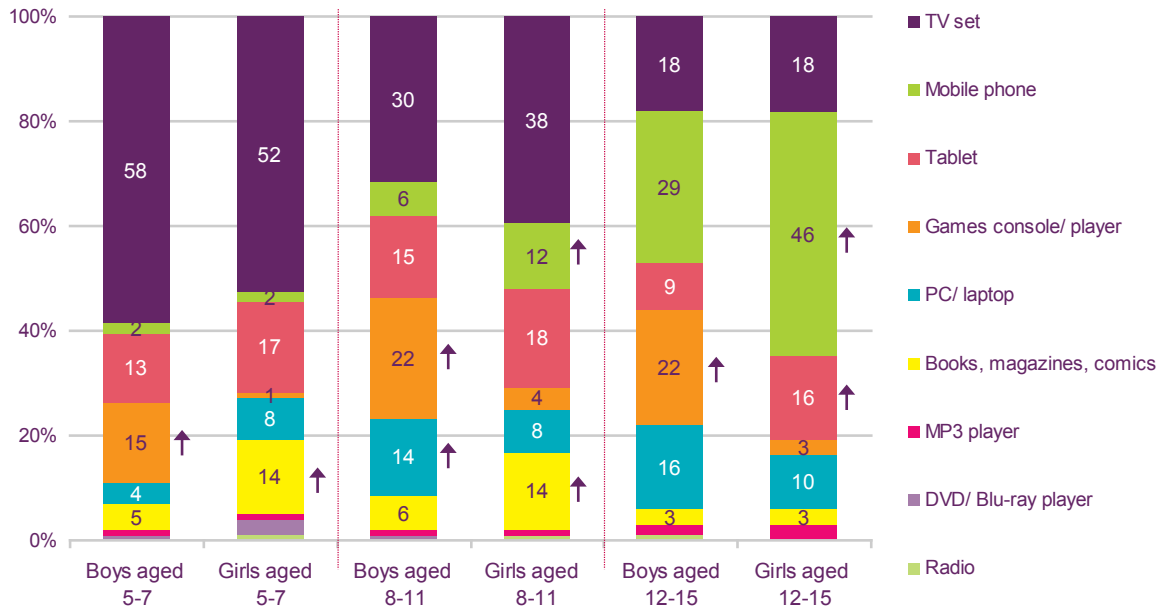


QC46 – Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (1660 aged 5-15, 453 aged 5-7 in 2014, 609 aged 8-11 in 2014, 598 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

As shown in Figure 35, 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. 1% for 5-7s, 22% vs. 4% for 8-11s and 22% vs. 3% for 12-15s). Girls aged 5-11 are more likely than boys to miss books, magazines or comics (14% vs. 5% for 5-7s and 14% vs. 6% for 8-11s), but there is no difference for 12-15s. Girls aged 8-15 are more likely than boys to miss a mobile phone (12% vs. 6% for 8-11s and 46% vs. 29% for 12-15s), but with no difference for 5-7s. As such, while both boys and girls aged 12-15 are most likely to say they would most miss a mobile phone, this accounts for almost half of girls (46%) compared to three in ten boys (29%). Girls aged 12-15 are also more likely than boys to miss a tablet computer the most (16% vs. 9%).

The PC/ laptop is relatively less likely to be the most-missed device among children in each age group. It is, however, more likely to be named by boys than girls aged 8-11 (14% vs. 8%).

Figure 35: Device children would miss the most, by gender within age: 2014



QC46 – 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 (227 boys aged 5-7 in 2014, 226 girls aged 5-7 in 2014, 311 boys aged 8-11 in 2014, 298 girls aged 8-11 in 2014, 301 boys aged 12-15 in 2014, 297 girls aged 12-15 in 2014) Significance testing show any difference between boys and girls in each age group
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Media preferences for the child

Most parents would prefer their child to read, but few children prefer this

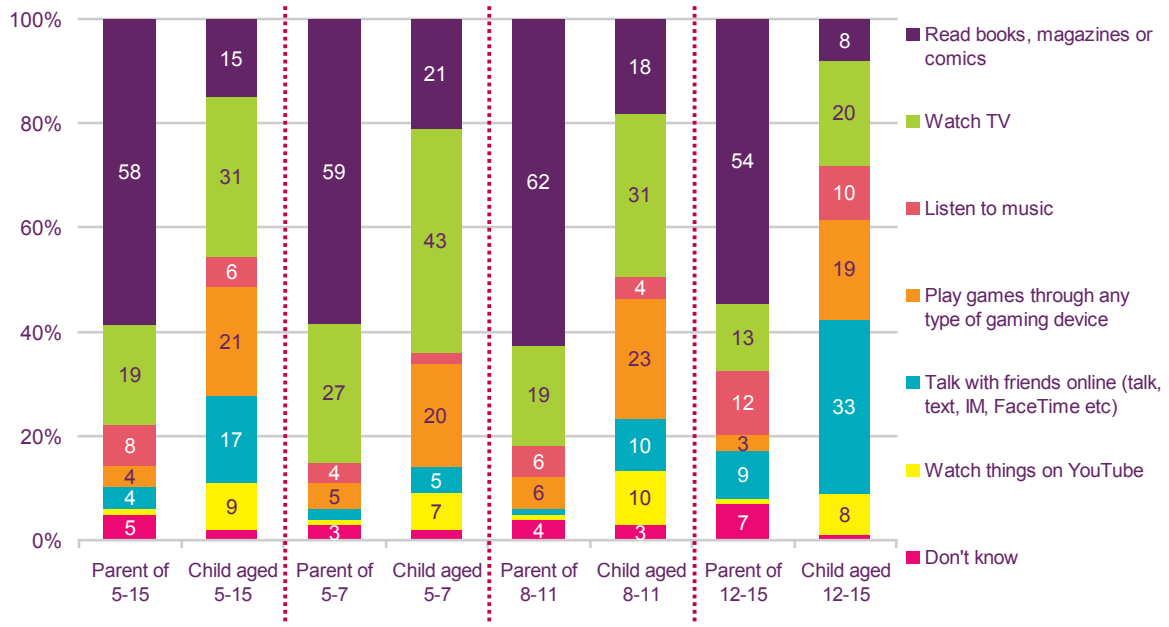
Parents of children were asked to choose from a list of six media activities to say which one they would prefer their child to do, given the option. Children aged 5-15 were separately asked to choose from the list the activity they would prefer to do. The purpose of these questions was to understand the extent to which parents' and children's opinions about which media activity is preferable for the child overlap.

As shown in Figure 36, parents of children aged 5-15 overall, and in each of the three age groups, are most likely to say they would prefer their child to read books, magazines or comics, of the six media activities they were asked to choose from. Over half of the parents of children in each age group chose this as the most-preferred activity (59% for 5-7s, 62% for 8-11s and 54% for 12-15s). By contrast, reading books, magazines or comics ranks second among the media preferences of 5-7s (at 21%), third among 8-11s (at 18%) and joint fifth among 12-15s (at 8%).

The second most likely activity preferred by parents for the children in each age group is watching TV; by around one-quarter for 5-7s (27%), one in five for 8-11s (19%) and one in eight for 12-15s (13%). By contrast, watching TV is the most-preferred activity among children aged 5-7 (at 43%) and 8-11 (at 31%). Children aged 12-15, however, are most likely to prefer to talk with friends online, with this activity chosen by one-third of 12-15s (33%). Among these older children, watching TV is joint second, at 20% (along with playing games through a device, at 19%).

Parents of children aged 3-4 (not shown in Figure 36) are also most likely to choose for their child to read books, magazines or comics (at 58%), followed by TV (at 31%). No other activity is preferred by more than 5% of parents of 3-4s.

Figure 36: Media preferences for the child among parents and children, by age: 2014



QP81/ QC47 – Given the option, which one of these activities do you prefer your child to do?/ Given the choice, which one of these would you prefer to do? (prompted responses, single coded)
Base: Parents of children aged 5-15 and children aged 5-15 (1660 aged 5-15, 453 aged 5-7 in 2014, 609 aged 8-11 in 2014, 598 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

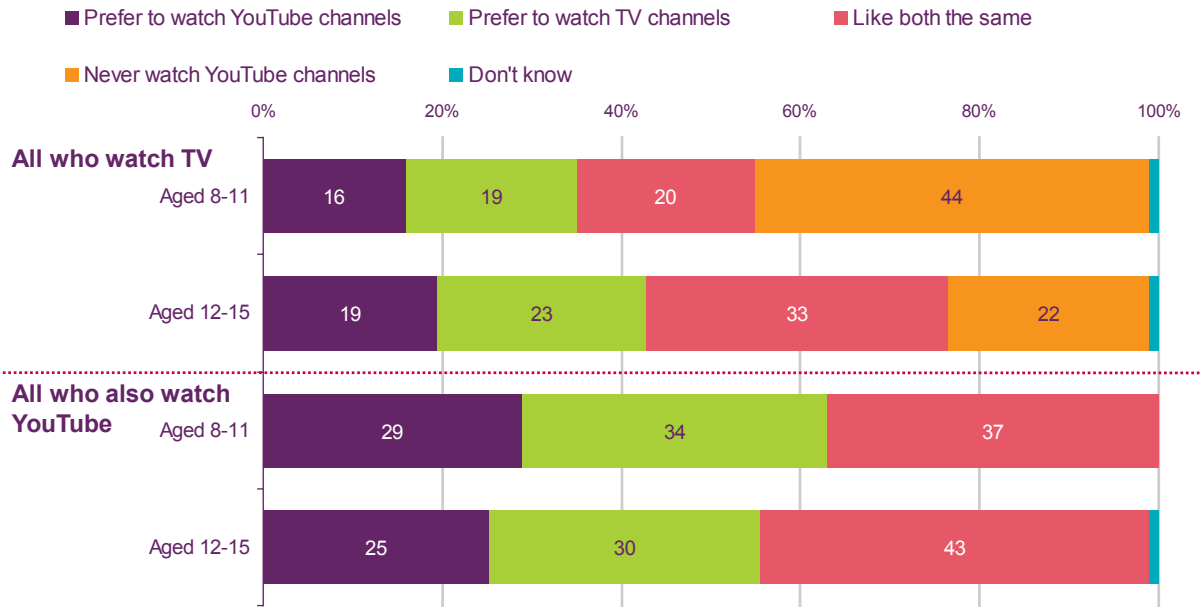
Preference for TV channels versus YouTube channels

One in four 8-15s prefer to watch YouTube channels

Children aged 8-15 who watch TV were asked whether they ever watch YouTube channels: videos put together by a particular person or particular organisation that you can choose to subscribe to or follow. Around half (55%) of 8-11s and three-quarters (77%) of 12-15s said they do ever watch YouTube channels.

Figure 37 shows the stated preference for watching either YouTube channels or TV channels among all 8-15s who watch TV and also among those who ever watch YouTube channels. In each age group of those watching both types, a higher proportion say they prefer to watch TV channels than YouTube channels (34% vs. 29% for 8-11s and 30% vs. 25% for 12-15s). The preference for TV channels among 8-15s who watch both types is driven by girls (not shown in Figure 37), where 37% prefer TV channels and 23% prefer YouTube channels. Among boys, there is no overall preference.

Figure 37: Preference for watching TV channels and YouTube channels among 8-11s and 12-15s: 2014



QC6/ QC7 – Do you ever watch YouTube channels - so videos that have been put together by a particular person or a particular organisation that you can choose to subscribe to or follow if you want? (spontaneous responses, single coded)/ Do you prefer to watch YouTube channels, TV channels or do you like both the same? (spontaneous responses, single coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (590aged 8-11 and 592 aged 12-15) and who ever watch YouTube channels (304 aged 8-11 and 454 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Devices used by children for different activities

Tablets are the device most likely to be used by 3-4s to play games on their own

In previous years, the survey focused on the frequency of undertaking particular activities. Given the increase in multi-functional devices, in 2014, for the first time, the survey asked what media activities children were undertaking on media devices, to better understand which devices are being used for which activities. We also asked about the preferred device for undertaking particular activities. The findings are presented by age-group[46] with the first set relating to children aged 3-4 and 5-7, followed by children aged 8-11 and 12-15.

Parents of children aged 3-4 and aged 5-7 who go online were asked to refer to a list of possible devices and then say which, if any, their child used. The devices used by children aged 3-4 who go online are shown in Figure 38[47] and those used by children aged 5-7 who go online are shown in Figure 39[48]. In each Figure, the activities are shown in rank order by the incidence of children in that age group.

Four of the 12 activities are undertaken by a majority of children aged 3-4 who go online: watching full-length films/ movies (86%), playing games on their own (75%), watching short videos (65%) and listening to music (57%). While it is clear from Figure 38 that the TV is the

[46] Parents of 3-4s and 5-7s were asked about 12 activities while children aged 8-11 and 12-15 were asked about 23 activities
[47] Although not shown in Figure 38, Figure 39, Figure 40, Figure 41, parents/children were also asked about use of E-book readers and portable media players
[48] See footnote 47

device most likely to be used to watch full-length films/ movies, the other activities undertaken by a majority of 3-4s who go online are more likely to be undertaken using a variety of devices. The device most likely to be used by 3-4s to play games on their own is a tablet (37%), while one-quarter use a laptop/ PC (24%) and one in seven (14%) use a mobile phone. One quarter (27%) of 3-4s who go online watch short videos on a TV, while two in ten (22%) use a tablet and a similar proportion (17%) use a laptop/ PC. Among 3-4s who go online, listening to music is undertaken by similar proportions through a TV (14%), a tablet (12%), a laptop/ PC (11%) or another device not listed (13%).

Figure 38: Devices used to undertake each activity among children aged 3-4 who go online: 2014

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	86%	76%	8%	13%	1%	1%
Play games on their own	75%	4%	24%	37%	14%	10%
Watch short videos – like music videos, comedy clips or trailers for new films	65%	27%	17%	22%	9%	0%
Listen to music	57%	14%	11%	12%	10%	0%
Look around online to pass the time or have fun	41%	3%	22%	16%	6%	0%
Play games with or against other people	30%	2%	9%	10%	6%	5%
Watch 'how to' videos for instructions or reviews	27%	9%	10%	9%	1%	0%
Find information for their school work	27%	1%	21%	7%	2%	0%
Look at photos posted by other people	21%	2%	10%	6%	6%	0%
Share photos or videos with other people	10%	1%	5%	2%	2%	0%
Send messages to other people	5%	1%	2%	1%	1%	0%

QP56 – Please think about all the different devices or types of technology that your child uses nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that they might do and I'd like you to use this card to say which devices they use for each one I read out. Which devices do they use nowadays to [ACTIVITY]? (Prompted responses, multi-coded)
Base: Parents of children aged 3-4 who go online at home or elsewhere (272)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014. Although not shown in this chart parents/children were also asked about use of E-book readers and portable media players

Tablets are also the device most likely to be used by 5-7s to play games and are as likely as laptop/ PCs to be used for passing the time/ having fun online

Six of the 12 activities are undertaken by a majority of children aged 5-7 who go online: watching full-length films/ movies (94%), playing games on their own (87%), watching short videos (69%), finding information for school work (65%), listening to music (64%) and 'looking around online to pass the time or have fun' (56%).

As with 3-4s, the TV is the device most likely to be used to watch full-length films/ movies, but the other activities undertaken by a majority of 5-7s who go online are more likely to be undertaken using a variety of devices.

The device most likely to be used by 3-4s to play games on their own is a tablet (41%), while three in ten use a games player (29%) and one-quarter use a laptop/ PC (23%).

One-third (33%) of 5-7s who go online watch short videos on a TV, while two in ten (22%) use a tablet and a similar proportion (19%) use a laptop/ PC. Finding information for school work is most likely to be undertaken using a laptop/ PC (48%) rather than a tablet (20%).

Among 5-7s who go online, listening to music is undertaken by similar proportions through a tablet (21%) or a TV (18%).

Looking around online to pass the time or have fun is equally likely to be undertaken by 5-7s using a laptop/ PC (25%) or a tablet (24%).

Figure 39: Devices used to undertake each activity among children aged 5-7 who go online: 2014

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	94%	88%	9%	9%	0%	2%
Play games on their own	87%	4%	23%	41%	14%	29%
Watch short videos – like music videos, comedy clips or trailers for new films	69%	33%	19%	22%	5%	0%
Find information for their school work	65%	5%	48%	20%	3%	0%
Listen to music	64%	18%	13%	21%	8%	0%
Look around online to pass the time or have fun	56%	7%	25%	24%	7%	3%
Play games with or against other people	42%	3%	12%	16%	4%	14%
Watch 'how to' videos for instructions or reviews	31%	8%	10%	15%	2%	0%
Look at photos posted by other people	27%	1%	11%	10%	7%	0%
Send messages to other people	17%	0%	4%	4%	7%	1%
Share photos or videos with other people	12%	1%	5%	5%	3%	0%

QP56 – Please think about all the different devices or types of technology that your child uses nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that they might do and I'd like you to use this card to say which devices they use for each one I read out. Which devices do they use nowadays to [ACTIVITY]? (Prompted responses, multi-coded)
Base: Parents of children aged 5-7 who go online at home or elsewhere (300)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014.
Although not shown in the chart, parents/children were also asked about use of E-book readers and portable media players.

Laptops/ PCs are the device most likely to be used by 8-11s to find information

Children aged 8-11 and 12-15 who go online were asked to refer to a list of possible devices and then say which, if any, they used 'nowadays' for 23 different activities[49]. The devices

[49] The activity 'watch television programmes' is not reported here as the devices used to for this activity are reported on elsewhere

used by children aged 8-11 who go online are shown in Figure 40[50] and the devices used by children aged 12-15 who go online are shown in Figure 41[51]. In each Figure, the activities are shown in rank order by the incidence of use.

Five of the 23 activities are undertaken by a majority of children aged 8-11 who go online: watching full-length films/ movies (93%), playing games on their own (88%), finding information for school work (85%), watching short videos (74%) and looking around online to pass the time or have fun (73%). While the TV dominates as the device most likely to be used to watch full-length films/ movies, the other activities undertaken by a majority of 8-11s who go online are more likely to be done using a variety of devices.

The device most likely to be used by 8-11s to play games on their own is a games player (39%), while around one in three use a tablet computer (33%) or a laptop/ PC (29%).

Close to two-thirds (63%) of 8-11s who go online use a laptop/ PC to find information for school work, with around one-quarter (27%) using a tablet for this activity.

Among 8-11s who go online, watching short videos is undertaken by similar proportions through a TV (33%) or a laptop/ PC (25%) or a tablet (23%).

Looking around online to pass the time or have fun is most likely to be undertaken using a laptop/ PC (46%), with around one-quarter (28%) using a tablet for this activity.

Laptops and tablets are equally as likely to be used by 8-11s for streaming music online (7%).

[50] See footnote 47
[51] See footnote 47

Figure 40: Devices used to undertake each activity, among children aged 8-11 who go online: 2014

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	93%	88%	10%	10%	1%	2%
Play games on your own	88%	3%	29%	33%	18%	39%
Find information for your school work	85%	2%	63%	27%	7%	0%
Watch short videos – like music videos, comedy clips or trailers for new films	74%	33%	25%	23%	7%	1%
Look around online to pass the time or have fun	73%	4%	46%	28%	11%	5%
Play games with or against other people	45%	1%	12%	9%	4%	25%
Send or post messages just for your friends	38%	0%	10%	10%	20%	1%
Arrange to meet friends	38%	0%	4%	5%	26%	1%
Watch 'how to' videos for instructions or reviews	36%	7%	16%	11%	4%	1%
Look at photos posted by your friends	35%	1%	14%	10%	16%	0%
Visit a site about something you're interested in where you can talk or message others - maybe a music or games site	34%	1%	17%	10%	10%	2%
Share photos you have taken	31%	0%	8%	9%	14%	0%
Watch videos made by your friends	30%	4%	12%	7%	9%	0%
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	30%	4%	16%	10%	6%	1%
Make video calls through services like Skype, FaceTime or Oovoo	29%	0%	13%	11%	5%	0%
Download music for you to own	26%	0%	11%	7%	7%	0%
Listen to live radio programmes	24%	5%	1%	2%	3%	0%
Look at photos posted by celebrities	21%	2%	10%	6%	6%	0%
Share videos you have made	21%	0%	5%	7%	8%	1%
Send or post messages that anybody can see	21%	0%	6%	3%	11%	1%
Stream music online – through sites such as Spotify, Soundcloud, Dweezer and Last FM	18%	1%	7%	7%	6%	0%
Write reviews about apps, games or some other product or service	11%	0%	6%	3%	3%	0%

QC15 – Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out. Which devices do you use nowadays to [activity]? (Prompted responses, multi-coded)
Base: Children aged 8-11 who go online at home or elsewhere (528)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014. Although not shown in the chart, parents/children were also asked about use of e-book readers and portable media players.

Mobiles are the device most likely to be used by 12-15s for activities involving friends

While five of the 23 activities are undertaken by a majority of 8-11s, this rises to 16 activities undertaken by a majority of 12-15s, as shown in Figure 41.

Across the activities undertaken by a majority of 12-15s, the mobile phone is the most-used or jointly most-used device for nine activities, while the laptop/ PC is the most-used or jointly most-used device for ten activities. The laptop/ PC is the most-used device among 12-15s for finding information for school work (73%), for 'looking around online to pass the time or have fun' (50%), for watching short videos (38%) or forum sites (35%) and watching 'how to' videos (29%).

The mobile phone is the most-used device among 12-15s for arranging to meet friends (71%), sending or posting messages just for friends (53%), looking at photos posted by friends (47%), sharing photos (45%), sending or posting messages that anybody can see (31%) and watching videos made by friends (28%). As such, the mobile phone is most likely to be used for activities involving friends, while the laptop/ PC is most likely to be used to search for information or to watch (professional) video content.

Figure 41: Devices used to undertake each activity among children aged 12-15 who go online: 2014

Activity	USE ANY DEVICE	TV	Laptop /PC	Tablet	Mobile phone	Games player
Watch full-length films/ movies	96%	85%	19%	10%	3%	5%
Find information for your school work	91%	4%	73%	24%	18%	1%
Look around online to pass the time or have fun	89%	5%	50%	29%	35%	6%
Watch short videos – like music videos, comedy clips or trailers for new films	89%	29%	38%	27%	27%	5%
Play games on your own	89%	3%	27%	24%	34%	43%
Arrange to meet friends	84%	0%	13%	11%	71%	4%
Send or post messages just for your friends	81%	1%	29%	19%	53%	3%
Look at photos posted by your friends	78%	0%	31%	20%	47%	1%
Share photos you have taken	69%	0%	20%	15%	45%	2%
Download music for you to own	66%	1%	29%	13%	29%	1%
Visit a site about something you're interested in where you can talk or message others - maybe a music or games site	62%	1%	35%	18%	23%	3%
Watch videos posted by celebrities or by YouTube personalities (such as PewDiePie or Jenna Marbles)	59%	5%	26%	20%	22%	2%
Play games with or against other people	59%	3%	18%	10%	11%	34%
Watch videos made by your friends	57%	3%	22%	15%	28%	1%
Send or post messages that anybody can see	54%	1%	22%	12%	31%	1%
Watch 'how to' videos for instructions or reviews	52%	6%	29%	18%	14%	2%
Look at photos posted by celebrities	51%	2%	26%	12%	24%	1%
Make video calls through services like Skype, FaceTime or Oovoo	47%	1%	22%	15%	16%	1%
Stream music online – through sites such as Spotify, Soundcloud, Dweezer and Last FM	47%	1%	20%	14%	22%	1%
Share videos you have made	44%	0%	15%	8%	26%	1%
Listen to live radio programmes	37%	6%	6%	4%	15%	0%
Write reviews about apps, games or some other product or service	22%	0%	13%	6%	8%	1%

QC15 – Please think about all the different devices or types of technology that you use nowadays - either at home or at other people's homes, at school, on holiday or when out and about. I'm going to read some things that you might do and I'd like you to use this card to say which devices you use for each one I read out. Which devices do you use nowadays to [ACTIVITY]? (Prompted responses, multi-coded) Base: Children aged 12-15 who go online at home or elsewhere (584) Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014. Although not shown in the chart, parents/children were also asked about use of E-book readers and portable media players.

Device mostly used by children for different activities

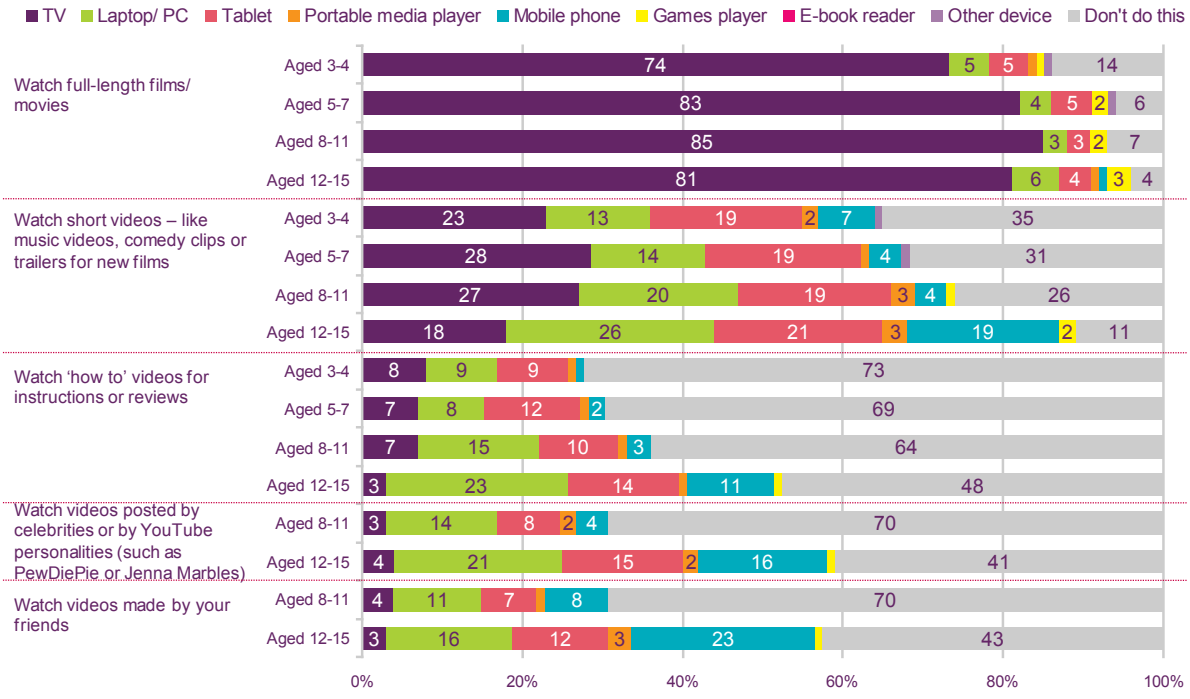
Among 12-15s, the mobile phone stands out as the device mostly used for social activities

Figure 42 to Figure 46 group the activities into broad themes wherever possible, to show the most-used device across all children who go online in each age group. Not all activities were covered with the parents of children aged 3-4 and 5-7, but all were covered with the children aged 8-11 and 12-15. The activities shown in each Figure are ranked by the incidence of 8-15s undertaking each activity.

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; TV dominates as the device mostly used. While a majority of children in each age group who go online also ever watch short videos, no single device dominates as the most used.

Among those aged 12-15, watching video content is more likely to be 'mostly' undertaken on a laptop/ PC than on a mobile phone, except for watching videos made by friends.

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: 2014

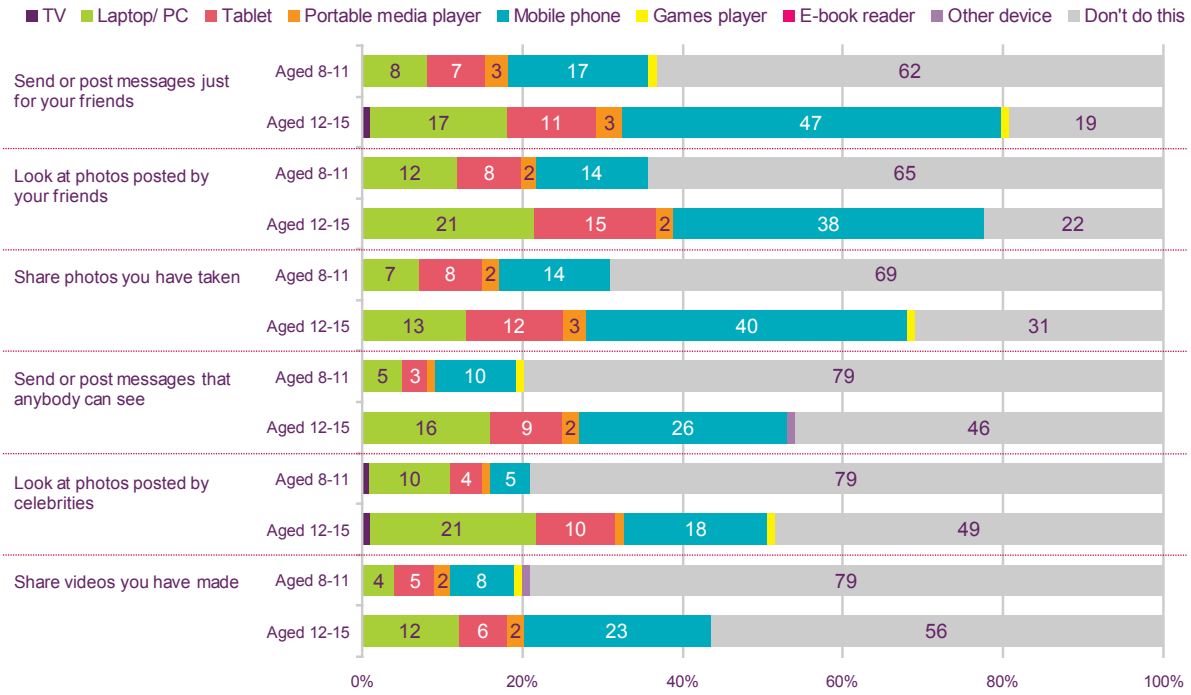


QC16B-F/ QP57B-D Which device do you mostly use to [activity]? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 528 aged 8-11 in 2014, 584 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

In Figure 43 we look at the devices mostly used by 8-11s and 12-15s who go online to post, share or look at posted content; we can see that each of these six activities are undertaken by a minority of 8-11s.

Among those aged 12-15, these broadly social activities are more likely to be 'mostly' undertaken with a mobile phone than with a laptop/ PC, except for looking at photos posted by celebrities.

Figure 43: Device mostly used for activities by children aged 8-11 and 12-15 who go online – photos, videos, posting messages: 2014



QC16G-H/N-Q Which device do you mostly use to [activity]? (prompted responses, single coded)
Base: Children aged 8-15 who go online at home or elsewhere (528 aged 8-11 in 2014, 584 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

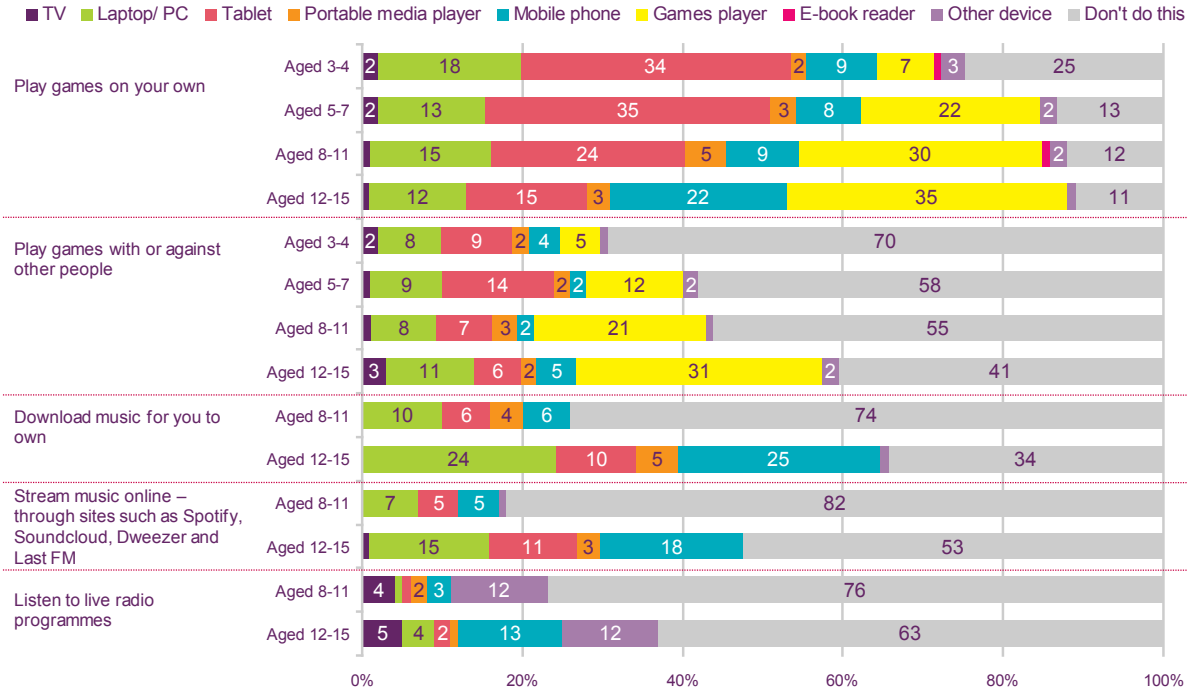
3-4s and 5-7s prefer tablets for playing games while 8-11s and 12-15s prefer games players

In Figure 44 we look at the devices mostly used for five activities related to games and music. 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, but the games player takes over as the device mostly used among those aged 8-11 and 12-15, with the oldest children more likely to mostly use a mobile phone than a tablet computer to play games on their own.

Playing games with or against other people is undertaken by a minority of children aged under 12-15, and the games player dominates as the most-used device among older children.

No particular device dominates as the most used to download music or to stream music online; 12-15s are broadly equally like to mostly use a laptop/ PC or a mobile phone for these activities. A minority of children aged 8-15 who go online listen to live radio programmes.

Figure 44: Device mostly used for activities by children aged 3-4, 5-7, 8-11 and 12-15 who go online – games and music: 2014



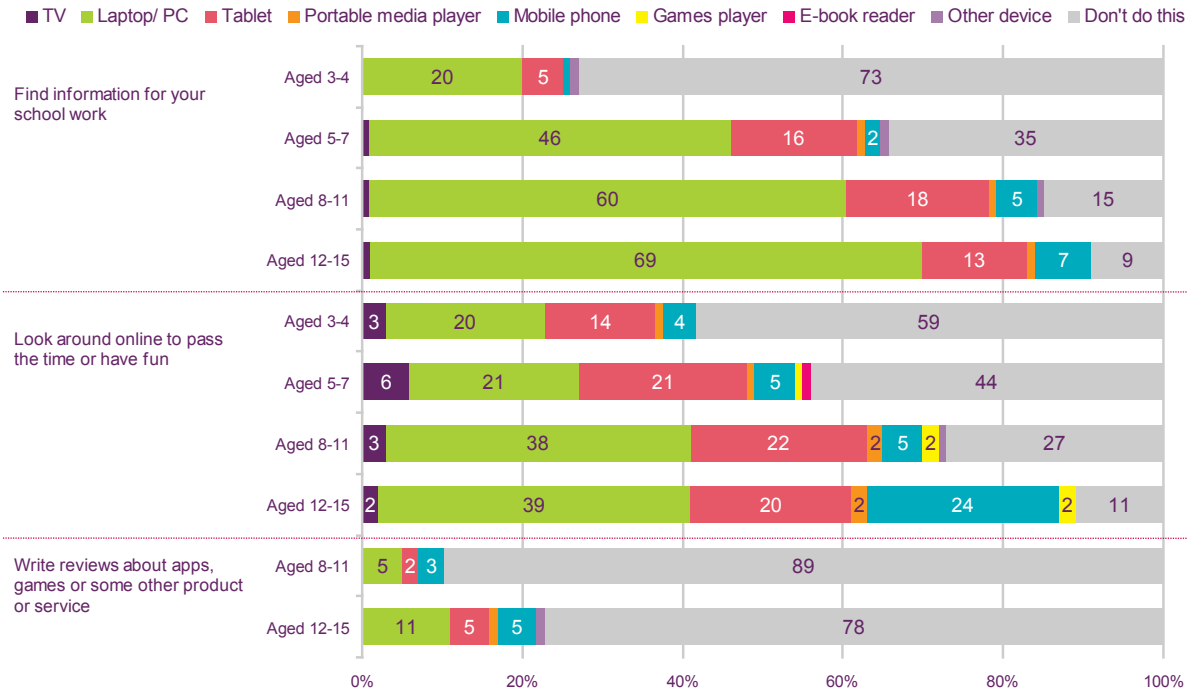
QC16I-M/ QP57G-H Which device do you mostly use to [activity]? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 528 aged 8-11 in 2014, 584 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

PC/ laptops are the preferred devices for finding information online, for all ages

Figure 45 shows the device mostly used among all children aged 3 to 15 who go online to find information for school work; the laptop/ PC dominates as the device mostly used. Among children aged 8-15, the laptop/ PC also dominates as the device mostly used to look around online to pass the time or have fun, whereas younger children are equally likely to mostly use a tablet computer for this activity.

A minority of children aged 8-15 who go online write reviews about apps, games or anything else.

Figure 45: 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, to write reviews: 2014

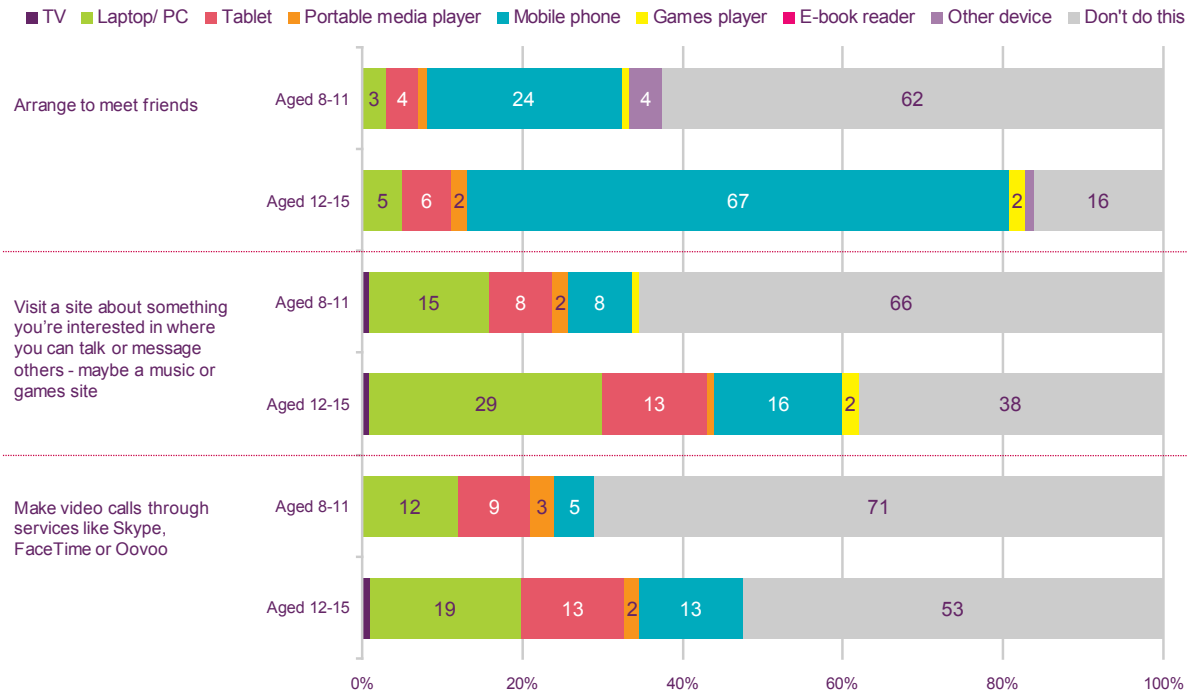


QC16R/S/W/ QP57K-L Which device do you mostly use to [activity]? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-7 and children aged 8-11 or 12-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 528 aged 8-11 in 2014, 584 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Finally, Figure 46 covers the remaining three activities among 8-15s 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, and this is also true for a minority of 8-11s who use any device for this.

Those who use a device to visit a forum site are more likely to 'mostly' use a laptop/ PC than other devices to do this. Although only a minority of children aged 8-15 go online to make video calls, this is also more likely to be 'mostly' undertaken using a laptop/ PC.

Figure 46: Device mostly used for activities by children aged 8-11 and 12-15 who go online – video calls, arranging to meet, forums: 2014



QC16T-V Which device do you mostly use to [activity]? (prompted responses, single coded)
Base: Children aged 8-15 who go online at home or elsewhere (528 aged 8-11 in 2014, 584 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Undertaking creative and civic activities

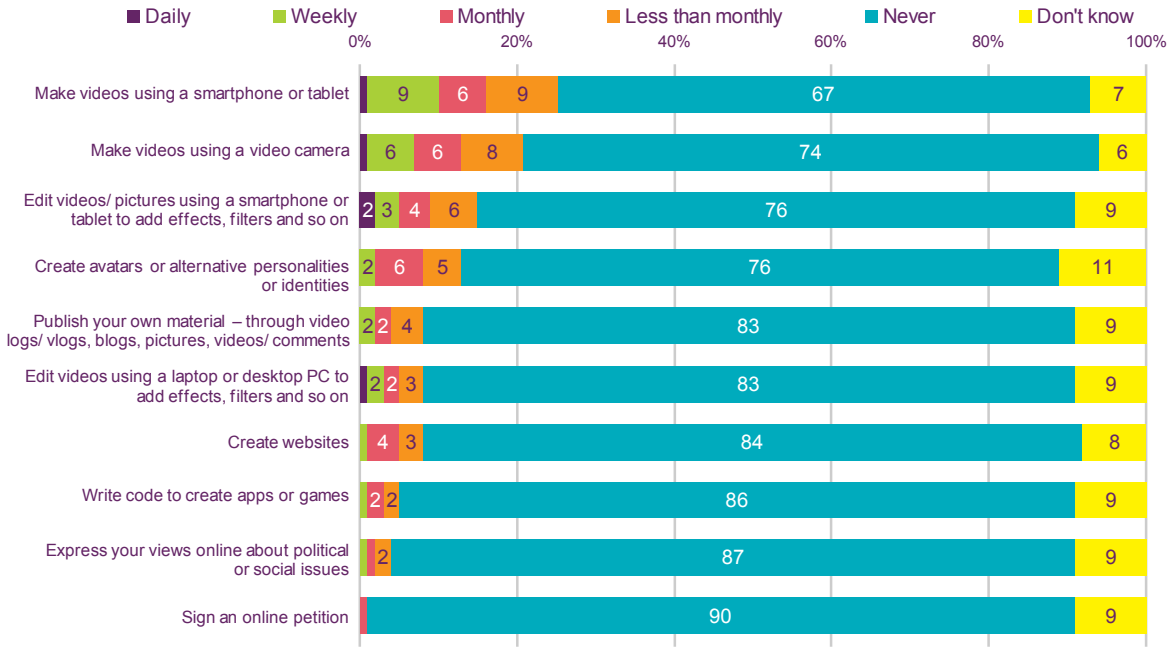
A minority of 8-11s and 12-15s who go online undertake creative or civic activities

Children aged 8-11 and 12-15 who go online at home or elsewhere were prompted with a series of ten different creative and civic activities and were asked to say how often they did each 'nowadays'. Figure 47 shows responses from those aged 8-11 and Figure 48 shows responses from those aged 12-15.

A minority of children who go online, in each age group, ever undertake any of these creative or civic activities. Across all ten activities, any are undertaken by around four in ten 8-11s (44%) and two-thirds of 12-15s (66%) who go online.

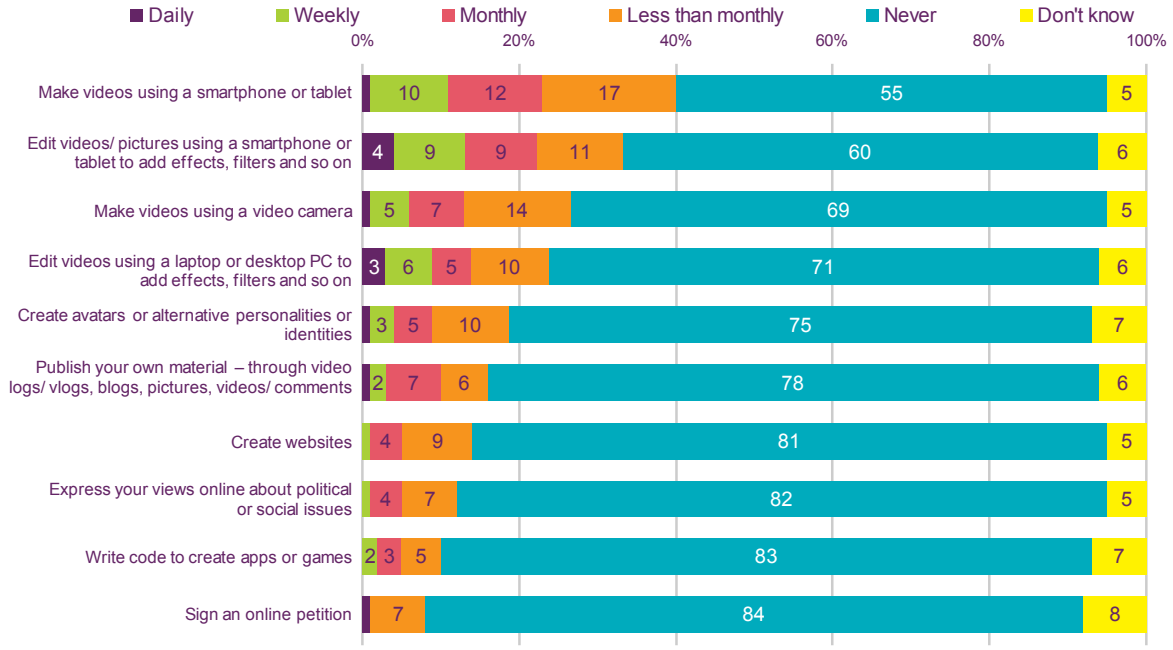
The creative activity most likely to be undertaken by children in each age group is 'make videos using a smartphone or tablet'; undertaken by one-quarter (26%) of 8-11s and four in ten (40%) 12-15s who go online.

Figure 47: Frequency of undertaking creative activities among 8-11s who go online: 2014



QC17A-J - I'm going to read out some other things that some children do nowadays. For each one could you please say If you do this, and how often? (prompted responses, single coded)
Base: Children aged 8-11 who go online at home or elsewhere (528 aged 8-11 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 48: Frequency of undertaking creative activities among 12-15s who go online: 2014



QC17A-J - I'm going to read out some other things that some children do nowadays. For each one could you please say If you do this, and how often? (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (584 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

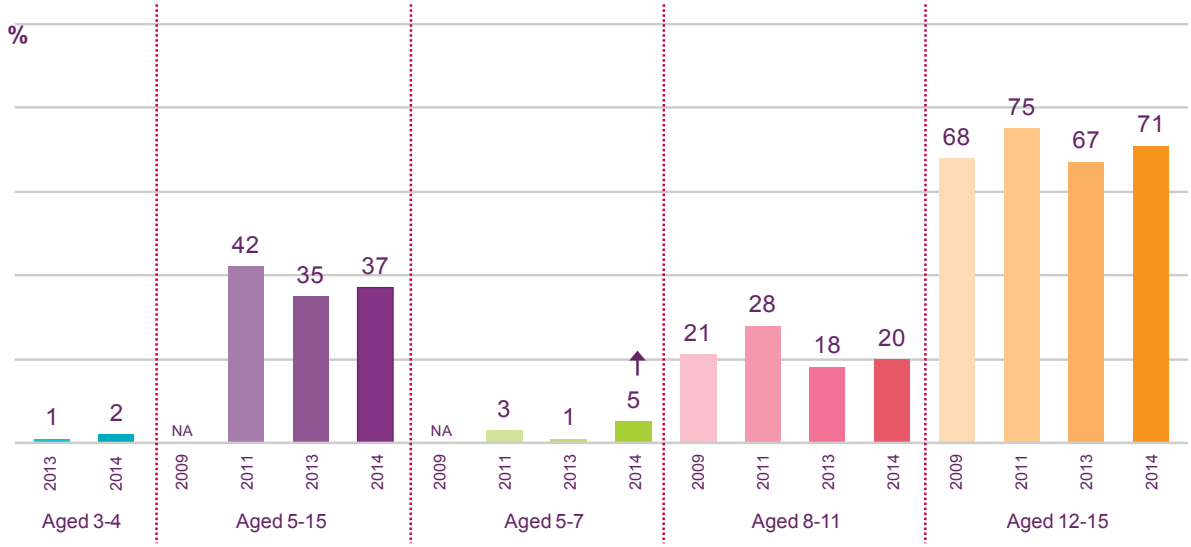
Using social media

Seven in ten 12-15s who go online have a social media profile

Parents of children aged 3-4 or aged 5-7 who go online at home or elsewhere, and children aged 8-11 or 12-15 who go online at home or elsewhere, were prompted with a description of social media[52] and were asked whether the child had a social media profile or account on any sites or apps. This represents a change in approach in 2014, as parents and children were previously asked about social networking sites rather than social media sites or apps.

As shown in Figure 49, very few parents of children aged 3-4 who go online say their child has a social media profile (2%). While very few parents of 5-7s who go online say their child has a social media profile (5%), this is higher than the 2013 measure for a social networking site profile among home users aged 5-7 (1%). One in five who go online aged 8-11 (20%) and seven in ten who go online aged 12-15 (71%) have a social media profile, both measures unchanged since 2013.

Figure 49: Children who go online with an active social networking site profile (2009, 2011, 2013) or social media profile or account (2014), by age



QP45/ QC22 – [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) In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Base: Parents of children aged 3-4 or 5-15 who go online at home or elsewhere (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 773 aged 8-11 in 2009, 586 aged 8-11 in 2011, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014). Question amended in 2014 to refer to social media sites or apps, previously referred to social networking sites. Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

[52] I'd like to ask you some questions about social media – sites or apps to connect with other people. This would include sites and apps such as Facebook, Twitter, Instagram, Tumblr 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.

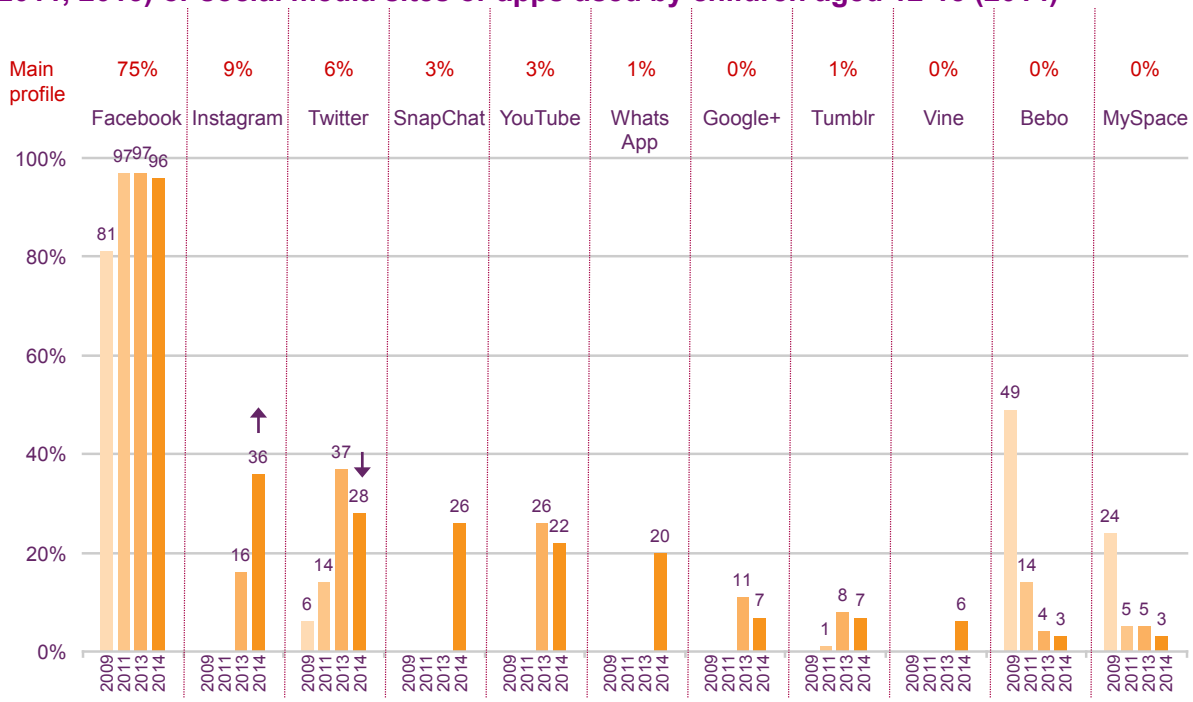
Facebook is the most-used social media among 12-15s, followed by Instagram

Those children aged 12-15 with a social media profile were asked to say which social media sites or apps they used[53]. As shown in Figure 50, nearly all 12-15s with a social media profile use Facebook (96%) which is unchanged since 2013. No other social media site or app is used by a majority of 12-15s with a social media profile. Instagram is now more likely to be used than in 2013 (36% vs. 16%), while fewer 12-15s say they have a profile on Twitter (28% vs. 37%). Three social media sites or apps are shown for the first time in 2014: SnapChat (26%), WhatsApp (20%) and Vine (6%).

In 2014, there are some differences by gender among 12-15s. Boys are more likely than girls to have a profile on YouTube (29% vs. 15%) while girls are more likely than boys to have a profile on Instagram (42% vs. 30%), SnapChat (33% vs. 20%) and Tumblr (11% vs. 3%).

In 2014, children with a social media profile were asked which profile they considered to be their main one. Three-quarters (75%) of 12-15s with a profile considered Facebook to be their main profile, while 9% named Instagram and 6% considered Twitter to be their main profile. While most 12-15s with a social media profile name Facebook as the main site or app, the proportion naming Facebook as their main profile has decreased since 2013 (75% vs. 87%). In 2014 girls aged 12-15 are more likely than boys to say their main profile is on SnapChat (5% vs. 1%).

Figure 50: Social networking sites where children aged 12-15 have a profile (2009, 2011, 2013) or social media sites or apps used by children aged 12-15 (2014)



QC23A – Which social media sites or apps do you use? (spontaneous responses, multi coded) – showing responses of more than 2% of children aged 12-15 using any social media sites or apps
Base: Children aged 12-15 who have a current social networking site profile (442 aged 12-15 in 2009, 407 aged 12-15 in 2011, 378 in 2013) using any social media sites or apps (415aged 12-15 in 2014). Question amended in 2014 to refer to social media sites or apps, previously referred to social networking sites.

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

Playing games online

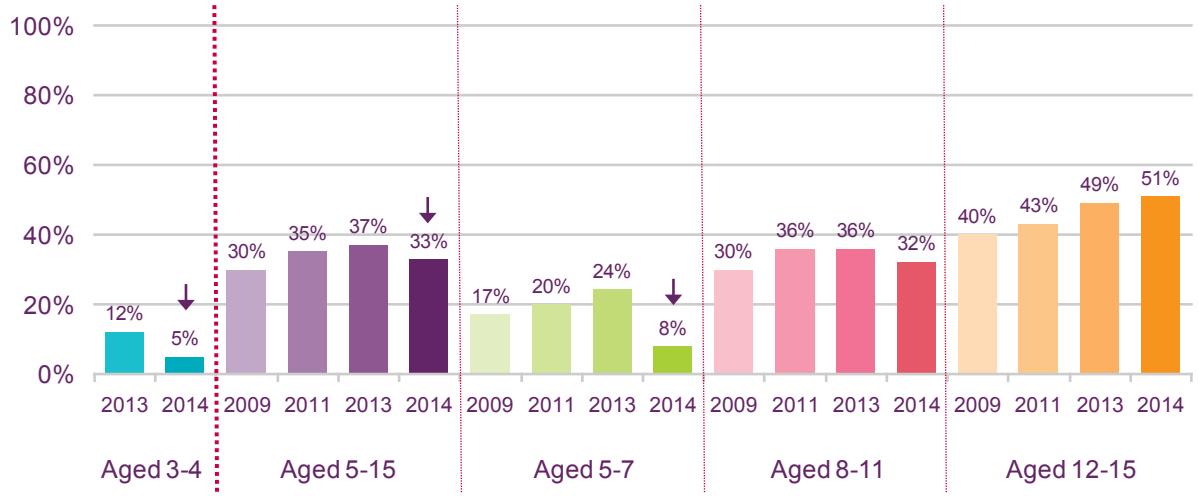
More online gamers are now playing against someone elsewhere, whom they do not know personally

Parents of children aged 5-15 who use any devices for gaming (reported in the previous section) were asked whether their child ever played games over the internet. One-third (33%) of 5-15s who play games at home or elsewhere ever play games online, a decrease since 2013 (from 37%). As in previous years, experience of online gaming is more likely with increasing age groups, accounting for one in ten aged 5-7 (8%), one-third of 8-11s (32%) and half of 12-15s (51%). In 2014, one in twenty (5%) children aged 3-4 who play games at all play games online.

As shown in Figure 51, the incidence of online gaming among children who play games at all has decreased since 2013 among 3-4s (5% vs. 12%) and 5-7s (8% vs. 24%), but is unchanged for older children. It is possible that the decline in use of fixed and handheld games consoles among younger children may be linked to the decline in online gaming in 2014.

Among those children aged 5-15 who ever play games, playing online is more likely among boys; this difference is driven by boys aged 8-11 (39% vs. 25%) and 12-15 (64% vs. 34%). Online gaming is no more likely for any socio-economic group, but is less likely among children aged 5-15 in DE households who ever play games (27% vs. 33%).

Figure 51: Online gaming at home (2009, 2011, 2013) or elsewhere (2014), by age



QP72 – Does your child ever play games over the internet on any devices, which is often referred to as online game playing? (prompted responses, single coded) NB –In 2009 the question wording was "Does your child ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing?" . In 2013 and 2014 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years.
Base: Parents of children aged 3-4 or 5-15 whose child ever plays games on a games console/ player, computer or other device at home or elsewhere (386 aged 3-4 in 2013, 359 aged 3-4 in 2014, 1870 aged 5-15 in 2009, 1546 aged 5-15 in 2011, 1483 aged 5-15 in 2013, 1392 aged 5-15 in 2014, 471 aged 5-7 in 2009, 492 aged 5-7 in 2011, 447 aged 5-7 in 2013, 357 aged 5-7 in 2014, 710 aged 8-11 in 2009, 545 aged 8-11 in 2011, 535 aged 8-11 in 2013, 540 aged 8-11 in 2014, 688 aged 12-15 in 2009, 509 aged 12-15 in 2011, 501 aged 12-15 in 2013, 495 aged 12-15 in 2014). - Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents of children who ever play games online[54] were asked about the ways in which their child played these games: playing games on their own against the computer or games player, playing against someone else in the same room, playing against someone else they know personally who is playing elsewhere, or playing against one or more people they do not know personally who are playing elsewhere.

Figure 52 shows that the majority of children in each age group who play games online play on their own, or against the computer or games player, accounting for two-thirds of 8-11s (66%) and three-quarters of 12-15s (76%). The incidence of this type of online gaming is unchanged since 2013.

In 2014 there was an increase in the incidence of the child playing against someone elsewhere who is known personally to them, both among 8-11s (49% vs. 35%) and 12-15s (60% vs. 50%).

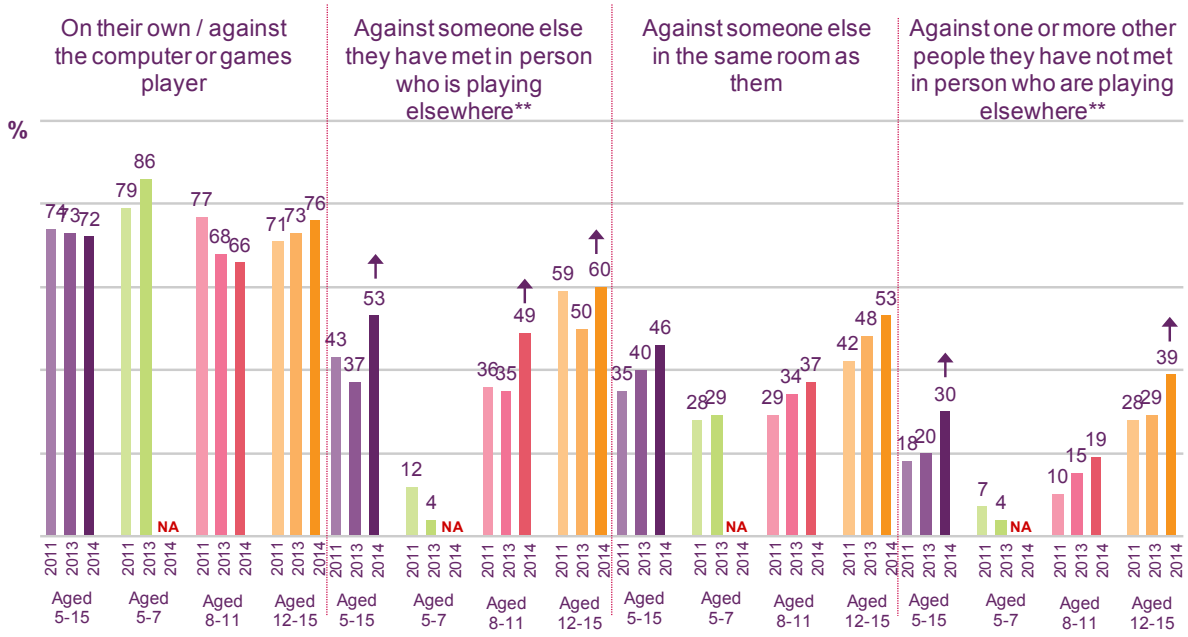
There has been no change since 2013 in the incidence of playing against someone in the same room; accounting for four in ten 8-11s (37%) and half of 12-15s (53%). As in previous years, a minority of parents of children who play games online at home say their child plays against one or more other people playing elsewhere, whom they do not know personally. This type of online gaming is ever undertaken by one in five 8-11s (19%) and four in ten 12-15s (39%). The incidence of this type of online gaming is higher among 5-15s overall, compared to 2013 (30% vs. 20%), due to an increase among 12-15s (39% vs. 29%).

Boys and girls aged 5-15[55] are equally likely to play games on their own/ against the computer or games player, but the other types of online gaming (shown in Figure 52) are all more likely among boys than among girls who play games online. In 2014, 36% of boys who play games online play against someone not known to them who is playing elsewhere, compared to 19% of girls who play games online.

[54] The base of interviews with parents of children aged 3-4 or 5-7 who play games online at home is too low for further analysis

[55] Due to low sample sizes it is not possible to look at differences by gender within each age group.

Figure 52: Types of online game playing undertaken by children at home (2011, 2013) or elsewhere (2014), by age



QP73– When your child plays games over the internet, which of these describes how they are playing? **In 2011 these options referred to 'someone they know personally ' and were amended to 'they have met in person' since 2012. In 2013 and 2014 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years

Base: Parents of children aged 5-15 whose child plays games over the internet at home or elsewhere (524 aged 5-15 in 2011, 537 aged 5-15 in 2013, 442 aged 5-15 in 2014, 105 aged 5-7 in 2011, 111 aged 5-7 in 2013, 32 aged 5-7 in 2014 (not shown), 199 aged 8-11 in 2011, 182 aged 8-11 in 2013, 162 aged 8-11 in 2014, 220 aged 12-15 in 2011, 214 aged 12-15 in 2013, 248 aged 12-15 in 2014). Significance testing shows any differences between 2013 and 2014

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

Section 5

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. It looks at children's understanding of different types of television and online content and how they find out about such content.

In particular, this section explores how children find content, their cognitive understanding of content in relation to awareness of personalised advertising, and their understanding of how different media are funded. In addition, this section explores the role of TV and the internet in helping children understand the world around them.

There is also a focus on children's understanding of how search engines operate, as well as their awareness and understanding of how paid-for content appears in search results.

This section also provides insights on how children manage their social media profiles, their opinions about posting personal information online and the types of checks they make when visiting new websites.

Key findings

- For the first time over half (52%) of 12-15s who use search engines understand that some of the sites returned will be truthful and some won't be, compared to 45% in 2013. Twenty per cent believe that information on a website listed by a search engine must be truthful, compared to 32% in 2013.
- Among those using search engines, one in three (34%) aged 12-15 and one in eight (13%) aged 8-11 recognise that the results from a Google search that appear a shaded box are sponsored links or paid-for advertising. Six in ten (60%) 8-11s and close to four in ten (38%) 12-15s are unsure why results may appear in this way.
- Over half (56%) of 12-15s, after being provided with a description of online personalised advertising, said they were aware of this practice, which is an increase since 2013 (from 48%).
- Forty-six per cent of internet users aged 8-15 say that in most weeks they only use websites they have visited before. This remains more likely among 8-11s (58%) than among 12-15s (35%). Compared to 2013, 12-15s are now more likely to say they use lots of websites they haven't visited before (18% vs. 9%)
- Sixty-five per cent of 12-15s say they make checks on websites they have not visited before, unchanged since 2013.
- Recommendations from friends are the most popular way for 12-15s to find things to watch on YouTube and are also popular ways to, find things to do online and find new TV programmes.
- Almost one in three 12-15s (28%) with a social media profile have their profile set so that people not directly known to them can potentially contact them. This is unchanged since 2013.
- 12-15s distinguish between different online information sources when looking for accurate and true information. A majority of 12-15s (53%) say they would turn first to

the BBC website when wanting to find out about serious things that are going on in the world, with one in five saying they would turn to Google for this purpose (20%).

- Around half of 12-15s who use Google and YouTube are aware of how they are funded, while only three in ten who watch TV can correctly say how the BBC is funded.

The role of TV and the internet

The majority of 12-15s agree that TV and the internet increase their understanding of different people and current issues

In 2014 and in 2013, children aged 12-15 who watch television were prompted with a series of statements about television and asked the extent to which they agreed or disagreed with these statements[56]. Children aged 12-15 who go online were also prompted with similar statements about the internet:

- Television/ going online increases my understanding of what's going on in the world, current issues and news
- Television/ going online makes me aware of different types of people and different opinions
- Television/ going online helps me form my own opinion about things
- On TV/ when I go online I see people like me

Figure 53 shows the results for each statement for television for 2013 and 2014, while Figure 54 shows the results for the internet in both years.

In 2014, a majority of 12-15s agree that both television and the internet increase their understanding of what is going on in the world (74% for television and 77% for the internet). Around one in ten TV viewers (11%) and internet users (8%) aged 12-15 disagree with these statements.

A majority of users of each medium also agree that television and the internet make them aware of different types of people and different opinions (80% for television and 81% for the internet), with more than three in ten agreeing strongly.

In 2014, internet users aged 12-15 are more likely than those who watch television to agree that going online helps them form their own opinions (75% vs. 62%).

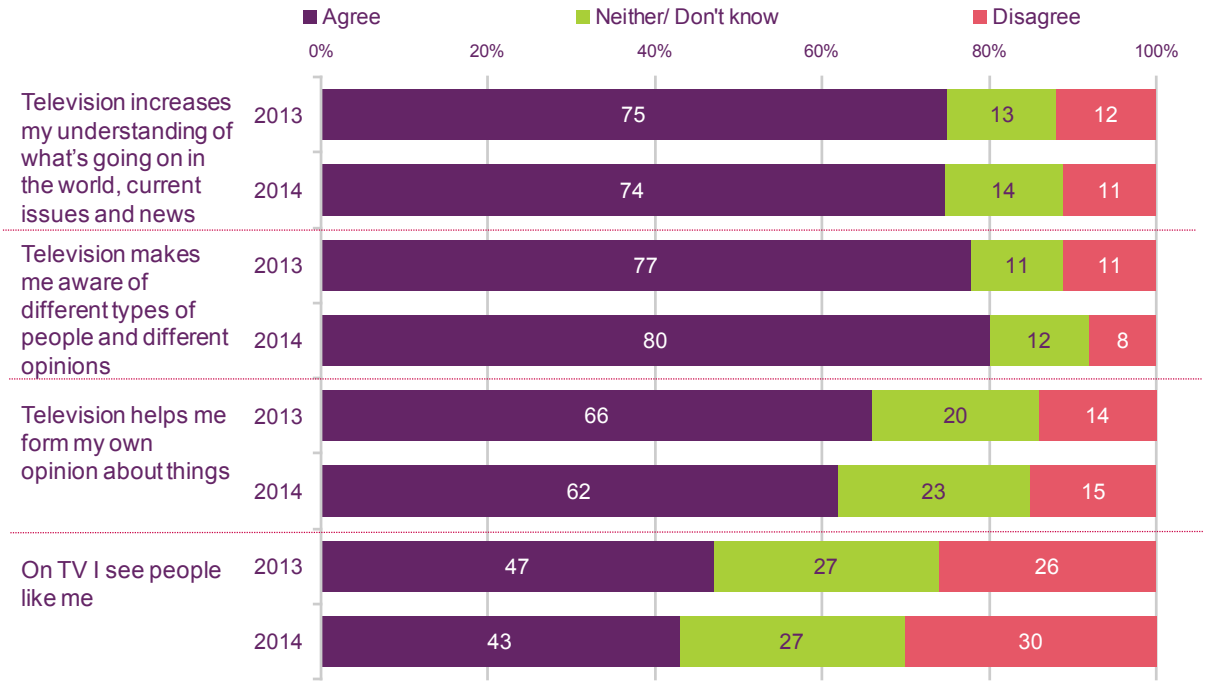
Compared to the other statements, there is less agreement among both television viewers and internet users that, when using these media, they see people like themselves. While a majority of internet users agree overall (56%), a minority of TV users agree (43%).

In 2014, there are no differences by gender. Those 12-15s who go online in DE households are more likely to disagree that going online increases their understanding of what is going on in the world (15% vs. 8%) and are more likely to agree that when they go online they see people like themselves (64% vs. 56%).

[56] In 2013 children were asked the extent to which they agreed or disagreed using the following scale: Disagree strongly, disagree slightly, neither agree nor disagree, agree slightly, agree strongly. In 2014 this was amended to: Disagree a lot, disagree a little, neither agree nor disagree, agree a little, agree a lot.

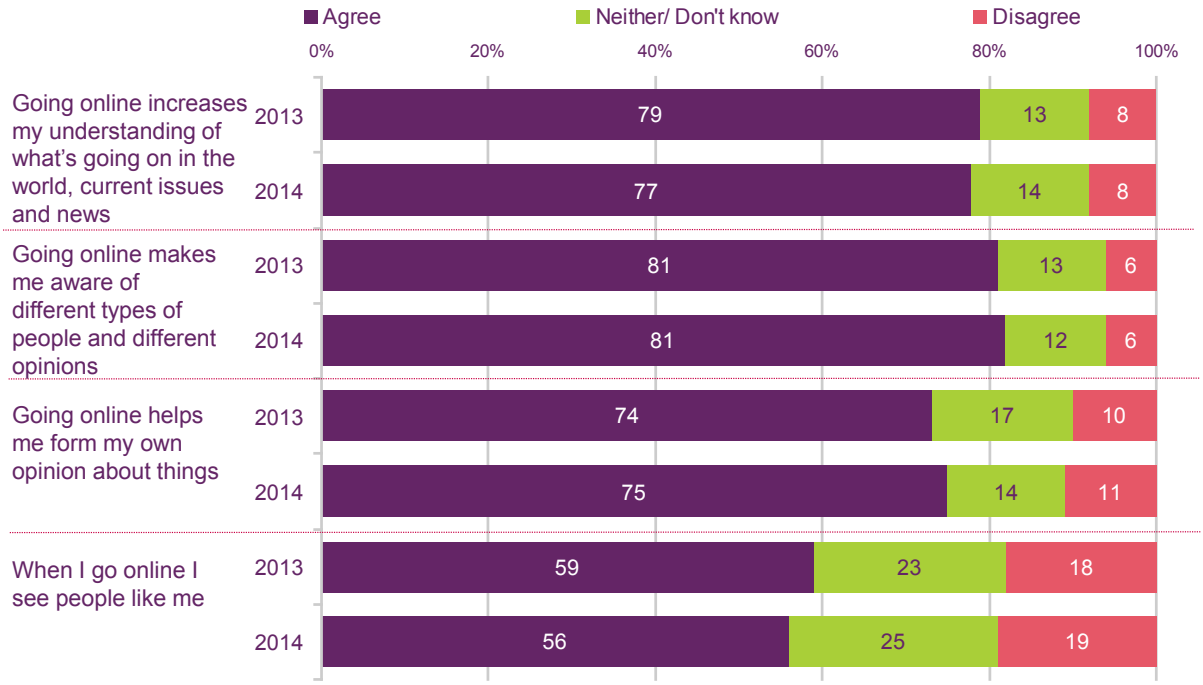
There has been no change since 2013 in the levels of agreement or disagreement across any of the statements for either TV or the internet shown in Figure 53 and Figure 54.

Figure 53: Attitudes towards television among users aged 12-15: 2013 and 2014



QC5A-D I'm going to read some things about television for each one please say which of the options on the card applies to you? (prompted responses, single coded) In 2013 children were asked to respond regarding agree or disagree strongly/ slightly while in 2014 this was amended to agree/ disagree a lot/ a little.
Base: Those children aged 12-15 who watch TV at home or elsewhere (564 in 2013, 592 in 2014) -Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 54: Attitudes towards the internet among users aged 12-15: 2013 and 2014



QC37A-D I'm going to read some things about the internet and going online; for each one please say which of the options on the card applies to you. (prompted responses, single coded) In 2013 children were asked to respond regarding agree or disagree strongly/ slightly while in 2014 this was amended to agree/ disagree a lot/ a little
Base: Those children aged 12-15 who watch go online at home or elsewhere (565 in 2013, 584 in 2014)) - Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Critical understanding of online content

More children are demonstrating a level of 'critical understanding' regarding the truthfulness of online content

In 2014 children aged 8-15 who go online at home or elsewhere were asked whether they visited three particular types of websites or apps[57]. Those who visited each type were then asked whether they believed that all of the information they see on these sites or apps is true, most of it is true or some of it is true. The results are shown in Figure 55 for sites or apps used for school work/ homework and for social media[58] while Figure 56 shows the results for sites or apps about news and what is going on in the world[59].

The majority of 8-11s (84%) and 12-15s (92%) who go online at home or elsewhere say they have visited websites or apps for schoolwork/ homework. Of those who do so, 61% of 8-11s and 67% of 12-15s believe that all or most of the information shown is true. Among 8-11s,

[57] In previous years home internet users were asked about types of websites, rather than types of websites or apps
[58] In previous years for this question, home internet users were asked about social networking sites rather than social media sites or apps
[59] Results are shown in these Figures for 2011 and 2013, 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 2011 and 2013 these questions were also asked only of those who go online at home, rather than at home or elsewhere.

boys are more likely than girls to believe that all or most is true (66% vs. 56%), but these gender differences are not apparent among 12-15s.

The number of 12-15s who believe that all of the information they see on websites used for school work or homework is true almost halved between 2013 and 2014: from 30% to 16%. Similarly, there was a two-fold increase in the number of children aged 12-15 who say that only some of the information is true (29% in 2014 vs. 12% in 2013). These findings indicate an increase in critical awareness for this age group.

Children aged 8-15 living in DE households are less likely than all 8-15s to say that all or most of the information is true (54% vs. 64%) and more likely to say that some is true (39% vs. 30%).

It appears[60] that both 8-11s and the 12-15s are now less likely than in 2013 to believe that all the information is true (20% vs. 36% for 8-11s and 16% vs. 30% for 12-15s) and they are more likely to believe that only some is true (30% vs. 15% for 8-11s and 29% vs. 12% for 12-15s).

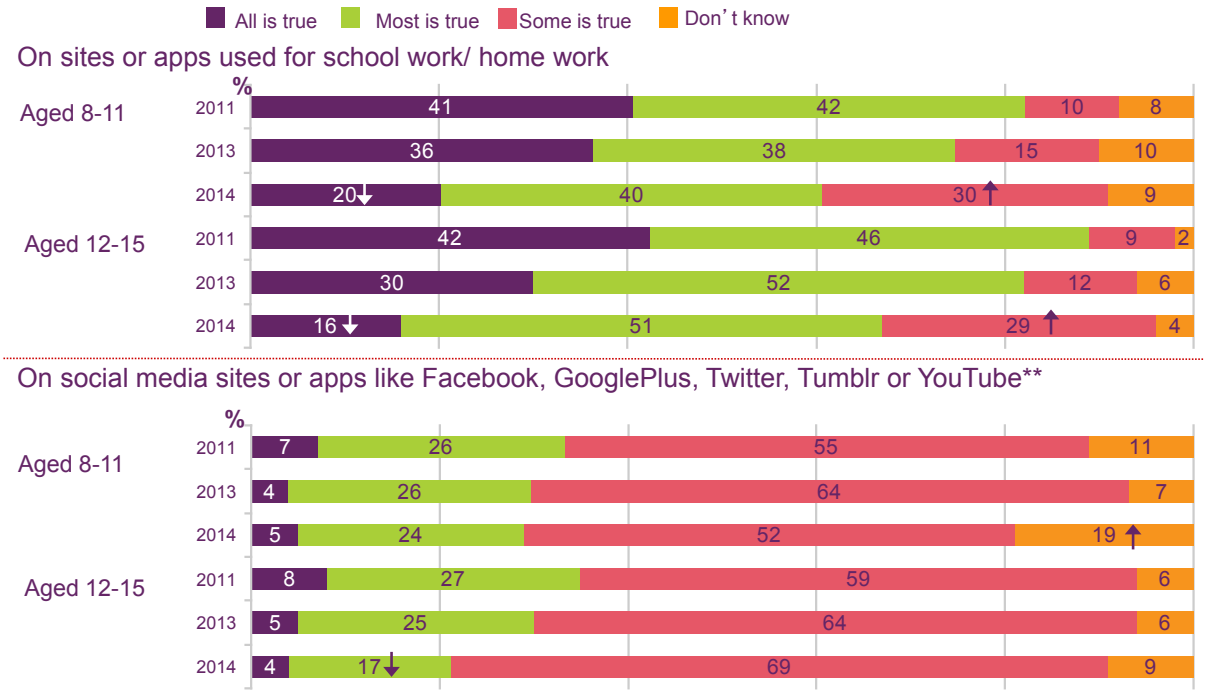
More than four in ten 8-11s (42%) and eight in ten 12-15s (83%) who go online at home or elsewhere say they have visited social media sites or apps (like Facebook, Google Plus, Twitter, Tumblr or YouTube). A minority of both 8-11s and 12-15s believe that all or most of the information on social media sites or apps is true (21% for 12-15s and 29% for 8-11s). In 2014 there are no differences by gender for this measure among 8-11s or 12-15s.

Compared to all 8-15s, those in DE households are almost half as likely to say that all or most of the information is true (13% vs. 24%). Compared to 2013, it appears that 8-11s are more likely to be unsure about the information on social media sites or apps (19% vs. 7%), while 12-15s are now less likely to say that all or most of the information is true (21% vs. 30%) which could be an indicator of increased critical awareness of the truthfulness of online content.

More than six in ten 8-11s (62%) and eight in ten (80%) 12-15s who go online at home or elsewhere say they visit sites or apps about news and what is going on the world. Children aged 12-15 are more likely than 8-11s to believe that all or most of this information is true (54% vs. 46%). Among 8-11s, boys are more likely than girls to believe that some of the information is true (36% vs. 24%). There are no differences by gender among 12-15s. Compared to 2013, it appears that both 8-11s and 12-15s are less likely to believe that all the information on these sites or apps is true (12% vs. 26% for 8-11s and 8% vs. 18% for 12-15s) and while 12-15s are more likely to say that some of the information is true (37% vs. 16%), 8-11s are more likely to be unsure (24% vs. 12%). 8-15s in DE households are also less likely to say that all or most of the information on these sites or apps is true, compared to all 8-15s (40% vs. 51%).

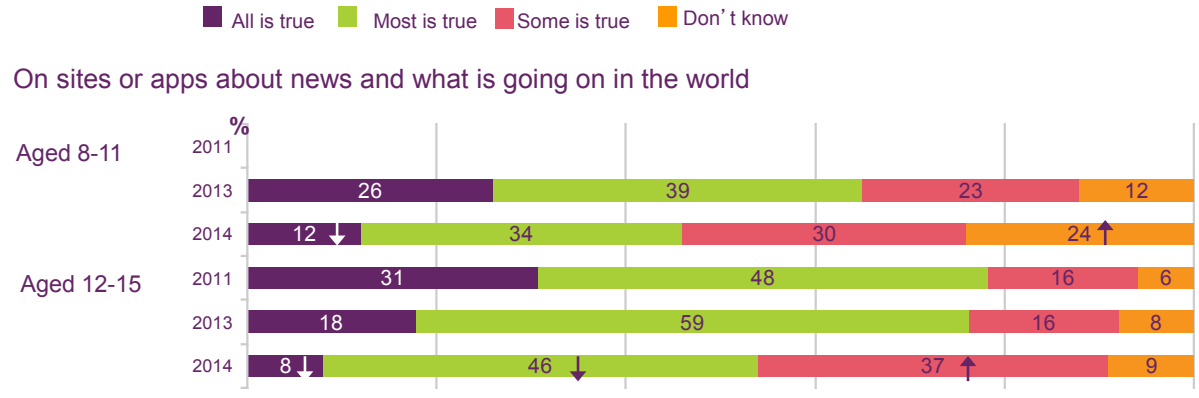
[60] Given the changes to the way these questions were asked in 2014 (outlined above) we cannot be entirely sure that the differences since 2013 represent a 'real' change in attitudes over time

Figure 55: Children's belief in the truthfulness in websites used for school/ homework and for social media at home (2011, 2013) or elsewhere (2014), by age



QC18B/ A– When you go online you may visit [type of website]. Do you do this? IF YES - Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded)
Question wording changed in 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, in 2014 children were asked about their use of websites or apps, while previously they were only asked about their use of websites **In 2013 this question asked about social networking sites rather than social media sites or apps
Base: Children aged 8-15 who use the internet to visit relevant websites at home or elsewhere (variable base). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 56: Children's belief in the truthfulness in news websites or apps used at home (2011, 2013) or elsewhere (2014), by age



QC18C – When you go online you may visit [type of website]. Do you do this? IF YES - Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded)
Question wording changed in 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, in 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 (VARIABLE BASE). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Distinguishing between different sources of online content

12-15s distinguish between different online information sources when looking for accurate and true information online

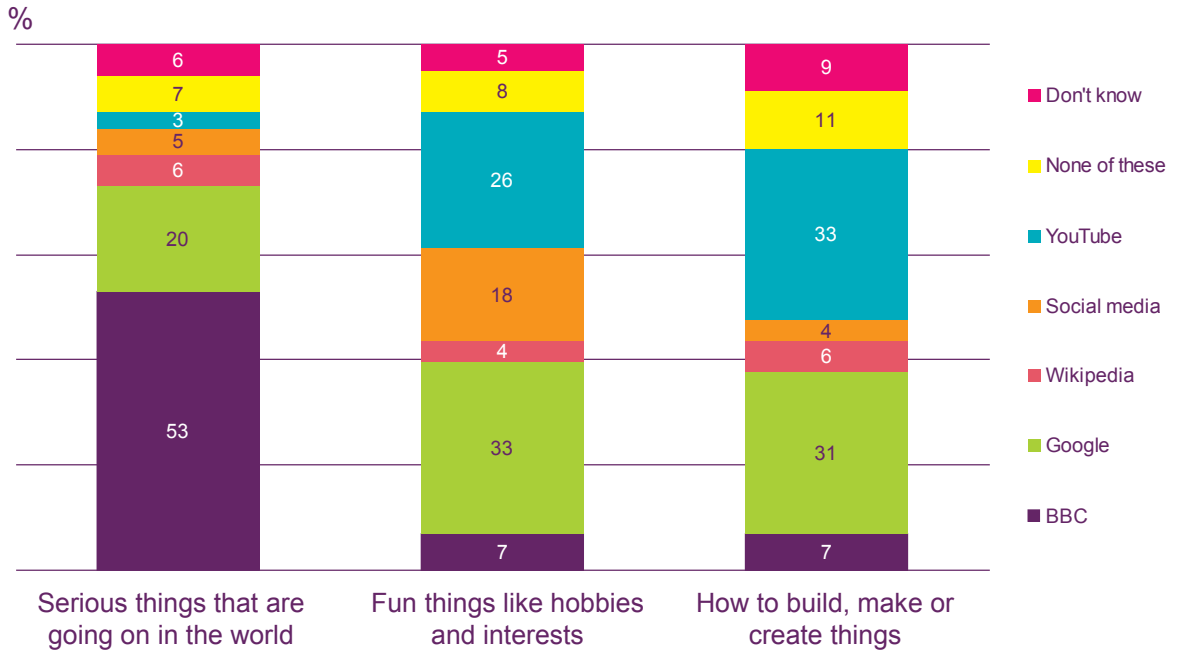
In 2014, children aged 12-15 who go online were prompted with five sources of online information and were asked to say which one they would turn to first for accurate and true information in each of three scenarios. The results are shown in Figure 57.

A majority of 12-15s (53%) say they would turn to the BBC website when wanting to find out about serious things that are going on in the world, with one in five saying they would turn to Google for this purpose (20%). No other source would be used by more than one in ten children aged 12-15. Results do not vary by gender, but children aged 12-15 in AB households are more likely than all 12-15s to say they would turn to the BBC website (67% vs. 53%) and are less likely to turn to social media to find out about this type of information (0% vs. 5%).

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 say they would turn to Google (33%) for this purpose, with one in four (26%) opting to use YouTube and less than one in five (18%) turning to social media. There are no differences by gender or by household socio-economic group for this scenario.

One in three children aged 12-15 say they would choose YouTube (33%) when looking for information online about how to build, make or create things, with a similar proportion opting to use Google (31%). Results do not vary by gender or household socio-economic group for this scenario.

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



QC48A-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 use the internet at home or elsewhere (584 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Critical understanding of search engines

For the first time, over half of 12-15s who use search engines understand how they operate

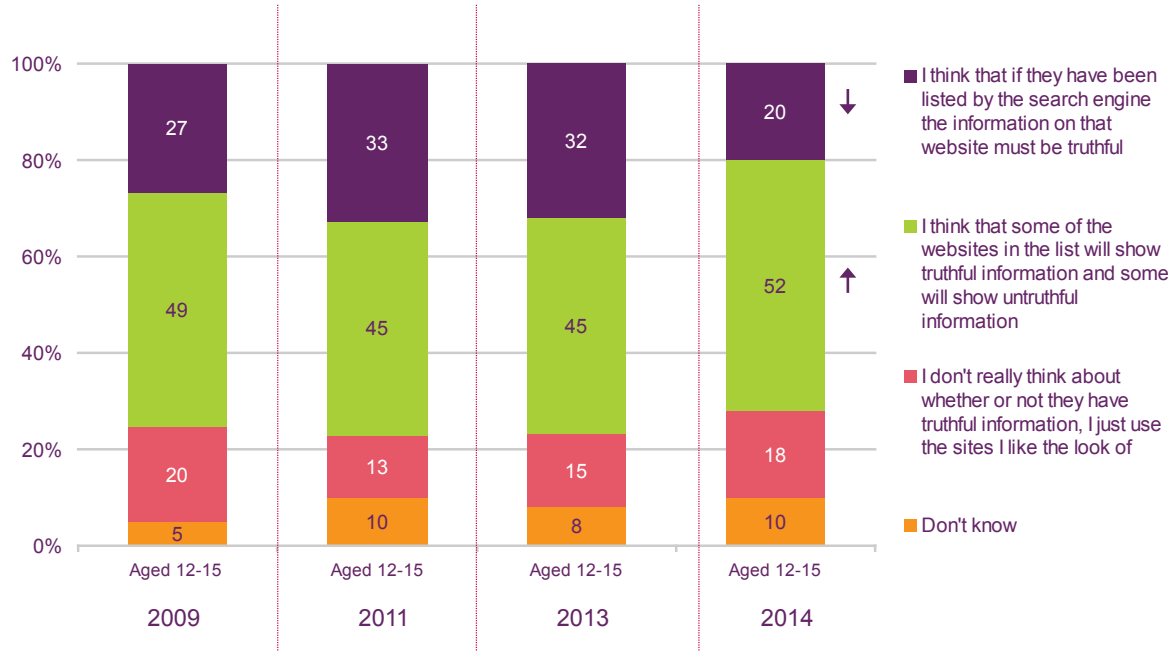
Children aged 12-15 who ever use search engines (92% of all who go online at home or elsewhere) were asked about the truthfulness of information that was returned by the search engine. Children were asked to say which of the following statements was closer to their opinion:

- "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, more than half of children aged 12-15 (52%) 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 (20%) believe that if a search engine lists information then it must be truthful, and a similar proportion (18%) 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. Compared to 2013, 12-15s are now more likely to understand how search engines

operate: they are less likely to believe that if a search engine lists a result it must be truthful (20% vs. 32%) and more likely to believe that some results will be truthful and others may not be (52% vs. 45%).

Figure 58: 12-15s' understanding of results listed by search engines, among users at home (2009, 2011, 2013) or elsewhere (2014)



QC28A– Which one of these is the closest in 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 (313 aged 12-15 in 2009, 503 aged 12-15 in 2011, 479 aged 12-15 in 2013, 530 in 2014). Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Understanding of Google advertising

Only one in three search engine users aged 12-15 understand which Google search results are sponsored or paid for

In 2014, 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 three results at the top of the list and asked whether they knew why these results appeared in a shaded box[61]. The results are shown in Figure 59 below.

A majority of search engine users aged 8-11 (60%) were unsure why these results were shown in a shaded box, with around one in eight (13%) correctly answering that it was because they 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 most relevant or best results (15%), or that they were the most popular results used by other people (12%).

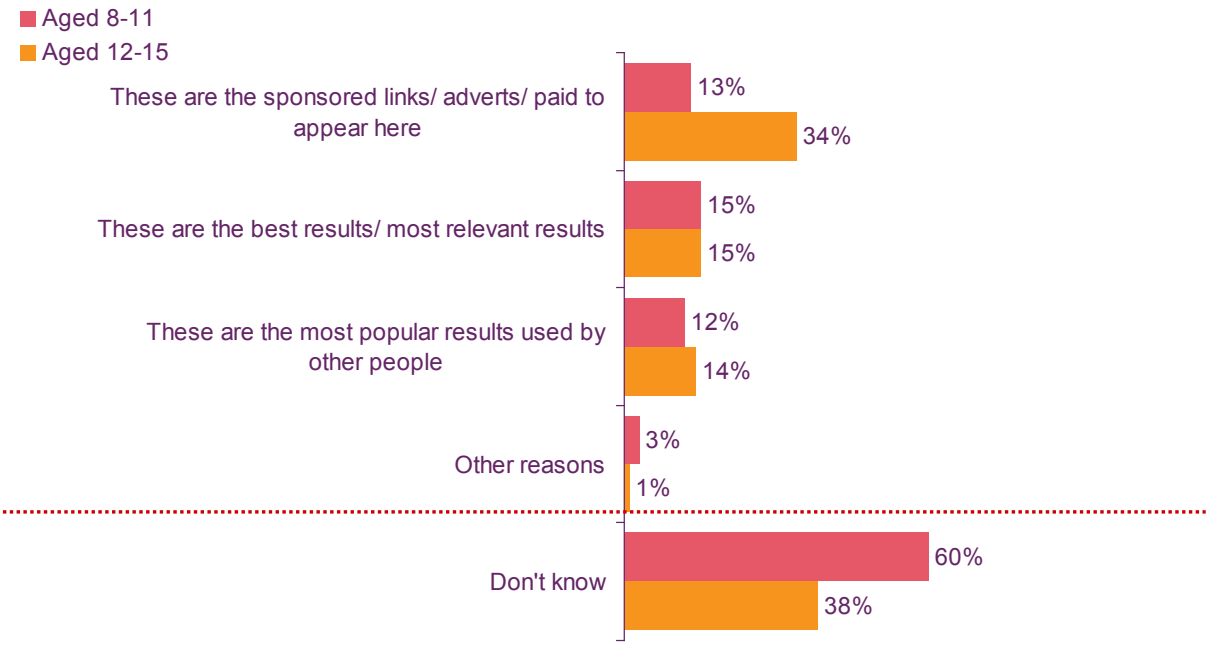
Compared to 8-11s, children aged 12-15 demonstrate a better understanding of which results are sponsored or paid for, with 34% giving the correct response. However, the majority either don't know or gave the incorrect response. Compared to 8-11s, children aged

[61] The purpose of this question was to assess children's understanding of the sponsored links that can appear in the results returned by Google, this paid content/ advertising appears in a shaded box

12-15 are less likely to be unsure (38% vs. 60%) but are as likely to give an incorrect response.

There are no differences by gender among 8-11s or 12-15s, although children aged 8-15 in DE households are more likely to be unsure why the results of the Google search are shown in a shaded box (60% vs. 48%).

Figure 59: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2014



QC30 Here's an image (showcard of image) from a Google search for 'trainers'. There are three results at the top which are in a shaded box. Do you know why these three results are shown in a shaded box ? (Spontaneous responses, multi-coded)
Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (396 aged 8-11, 530 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Awareness of personalised advertising

A majority of 12-15s who go online are aware of personalised advertising – an increase since 2013

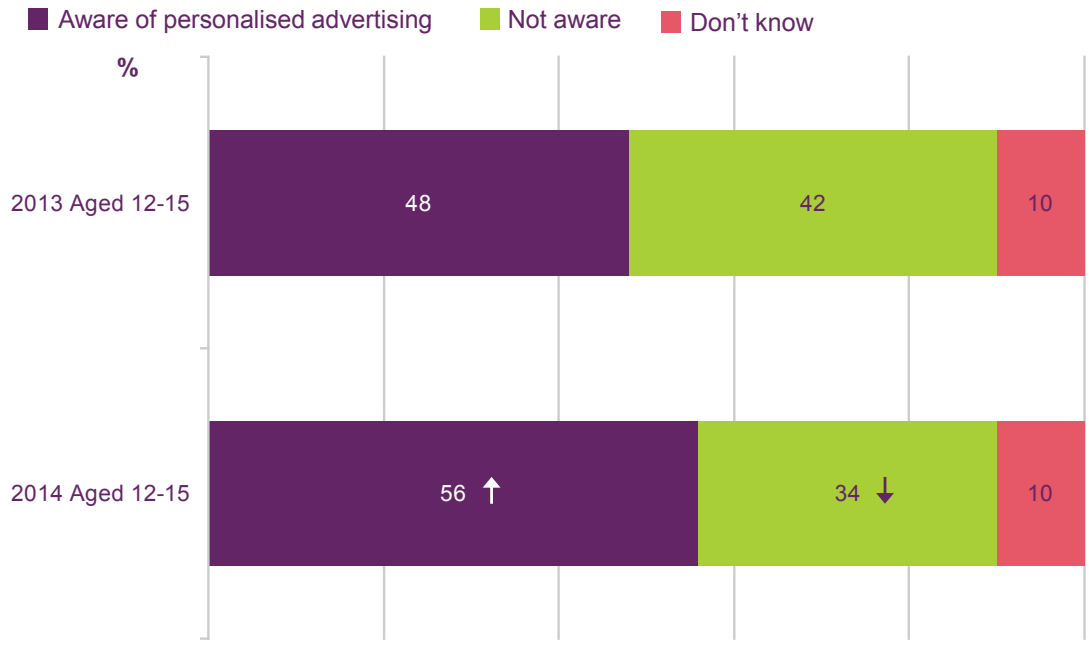
Children aged 12-15 who go online at home or elsewhere were provided with a description of personalised online advertising[62] and were asked whether they were aware that websites could use their data/ information in this way.

Figure 60 shows that more than half of 12-15s (56%) are aware of personalised advertising; with one in three (34%) saying they are not aware that websites can use information in this way. In 2014 there are no differences by gender. Those 12-15s in AB households are, however, more likely to be aware, compared to all 12-15s (68% vs. 56%).

[62] The description provided was: "Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item".

Compared to 2013, children aged 12-15 are more likely to say they are aware of personalised online advertising (56% vs. 48%).

Figure 60: Awareness among 12-15s of personalised advertising: 2013-2014



QC35 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that websites could use information to show you personalised advertising in this way? (spontaneous response, single coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (565 aged 12-15 in 2013, 584 aged 12-15 in 2014). Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Understanding of how the BBC, Google and YouTube are funded

Among 12-15s, correct awareness of funding is higher for Google and YouTube than for the BBC

In 2014 questions were added to the study in order 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 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 61.

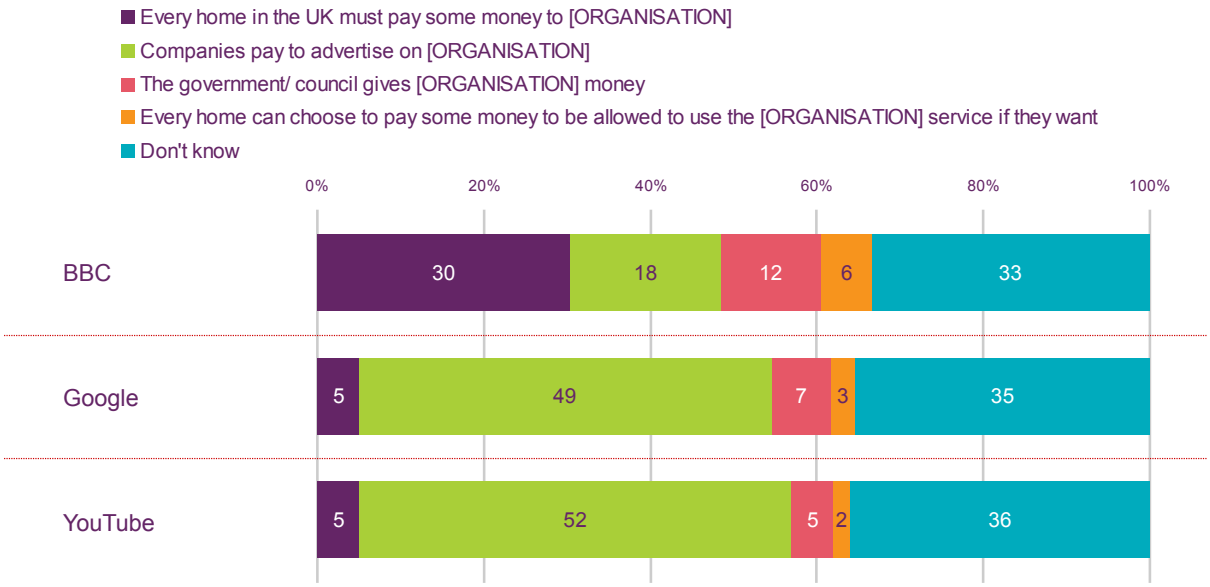
A similar proportion of 12-15s, around one in three, were unsure as to how each of these organisations received funding.

With regard to the BBC, three in ten 12-15s who watch TV (30%) gave the correct response: that every home in the UK must pay some money to the BBC. A higher proportion gave an incorrect responses (36%); with around one in five believing that companies pay to advertise on the BBC (18%), around one in eight saying that the Government or council gives the BBC money (12%) and around one in twenty saying that every home can choose to pay some money to be allowed to use the BBC if they want (6%). There are no differences by gender. The 12-15s in DE households are more likely than all 12-15s to say they are unsure how the BBC is funded (46% vs. 33%) while those in AB households are less likely to be unsure (23% vs. 33%).

Around half of the search engine users gave the correct response: that companies pay to advertise on Google (49%), with considerably fewer giving one of the incorrect responses (16%). The 12-15s in AB households are less likely than all 12-15s to be unsure about how Google is funded (24% vs. 35%) and more likely to be aware that companies pay to advertise on Google (61% vs. 49%). Those in DE households are more likely to be unsure (47% vs. 35%).

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 (12%) giving an incorrect response. A similar pattern is seen by socio-economic group; with 12-15s in AB households being less likely to be unsure (23% vs. 36%) and more likely to give the correct response (63% vs. 52%), while DEs are more likely to be unsure (55% vs. 36%) and are less likely to give the correct response (34% vs. 52%).

Figure 61: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2014



QC8/ QC29/ QC27 – 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 its services?/ YouTube gets money to run its services? (prompted responses, single coded)
Base: Children aged 12-15 who watch TV at home or elsewhere (592)/)/ Children aged 12-15 who go online at home or elsewhere and use search engine websites or apps (530)/ Children aged 12-15 who ever watch YouTube (479)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Discovering content

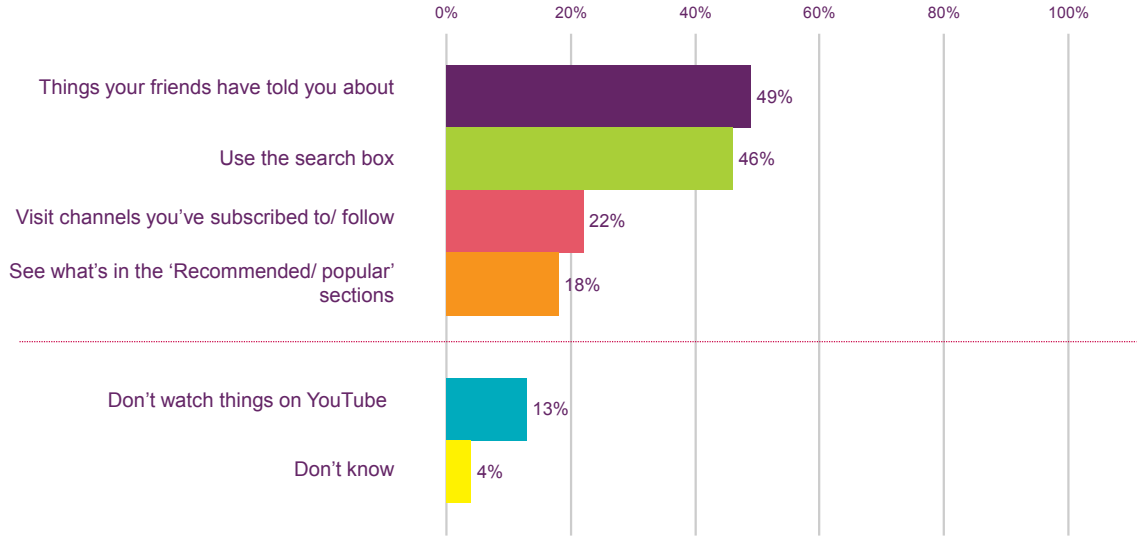
Word of mouth, and exploring, play important roles in children's discovery of online content

In 2014 children aged 12-15 who go online at home or elsewhere were asked whether they ever watched YouTube, and those who did were prompted with four responses in order to understand the ways in which they found things to watch on YouTube.

As shown in Figure 62, half (49%) of 12-15s who go online say they find content through being told about it by friends (rising to 59% when re-based on those who ever watch YouTube) while a similar proportion (46%) say they find content by using the search box (rising to 55% when re-based on those who ever watch YouTube). Less than one in four 12-15s who go online (22%) find content through visiting channels they subscribe to, or look at content recommended by YouTube (18%).

There are no differences by gender or by household socio-economic group.

Figure 62: Ways in which 12-15s find out about what to watch on YouTube: 2014



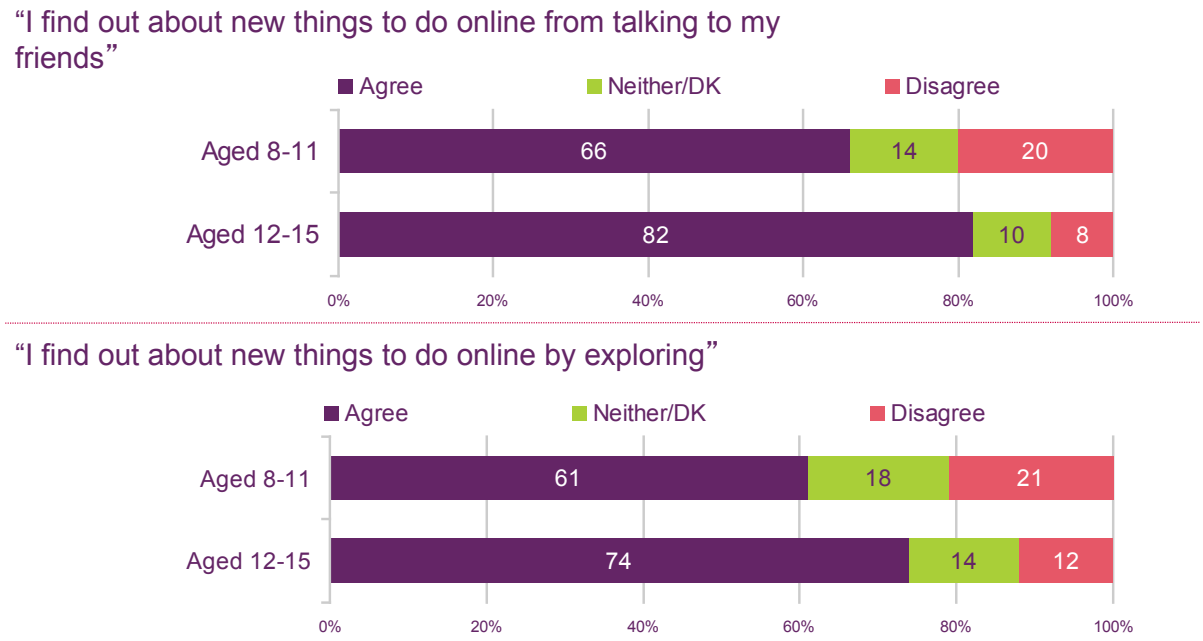
QC26 Do you ever watch things on You Tube? IF YES - Which of these ways do you find things to watch on YouTube? (Prompted responses, multi-coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (584 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Children aged 8-15 who go online at home or elsewhere were asked about the extent to which they agreed or disagreed with two statements about how they find about new things to do online. Figure 63 shows that two in three 8-11s (66%) and more than eight in ten 12-15s (82%) agree that they find out about new things to do online from talking to their friends. A majority of 8-11s (61%) and 12-15s (74%) also agree that they find out about new things through exploring online. Across the two methods, children aged 12-15 are more likely to agree that they find out about new things to do online from their friends rather than by exploring (82% vs. 74%), with no difference for 8-11s.

Among 12-15s, boys are more likely than girls to say they find out about new things online by exploring (78% vs. 70%). Children aged 8-15 in AB households are more likely to agree,

compared to all 8-15s, that they find out about new things to do online from talking to their friends (81% vs. 74%).

Figure 63: Agreement with statements about finding new things to do online, by age: 2014



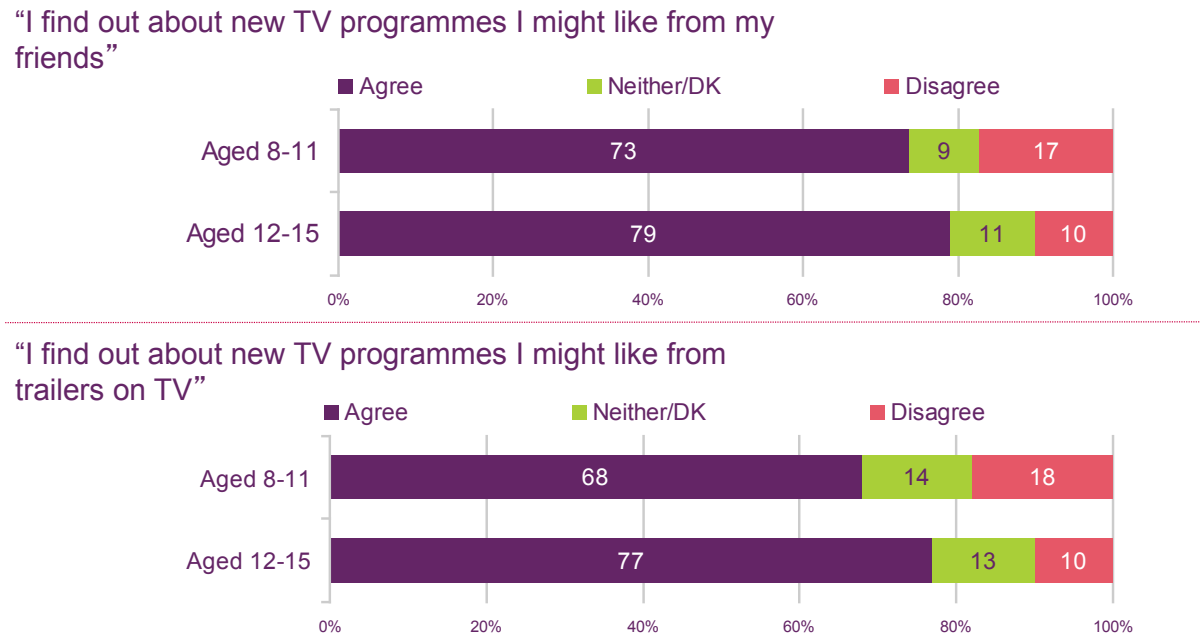
QC37H/ I– I'm going to read out some questions about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (528 aged 8-11, 584 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

8-11s and 12-15s are as likely to find out about new TV programmes from trailers as they are through word of mouth

In 2014, children aged 8-15 who watch TV at home or elsewhere were asked the extent to which they agreed or disagreed with two statements about ways in which they could find out about new TV programmes. As shown in Figure 64, a majority of 8-11s and 12-15s agree that they find out from their friends about new TV programmes; this is more likely for 12-15s (79%) than for 8-11s (73%). Children aged 12-15 are also more likely than 8-11s to find out about new TV programmes from trailers on television (77% vs. 68%).

There are no differences by gender among 8-11s or 12-15s, and no differences by household socio-economic group across either of these measures.

Figure 64: Agreement with statements about finding things to watch on television, by age: 2014



QC5G/ H I'm going to read out some things about television, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (590aged 8-11, 592 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Visiting new websites

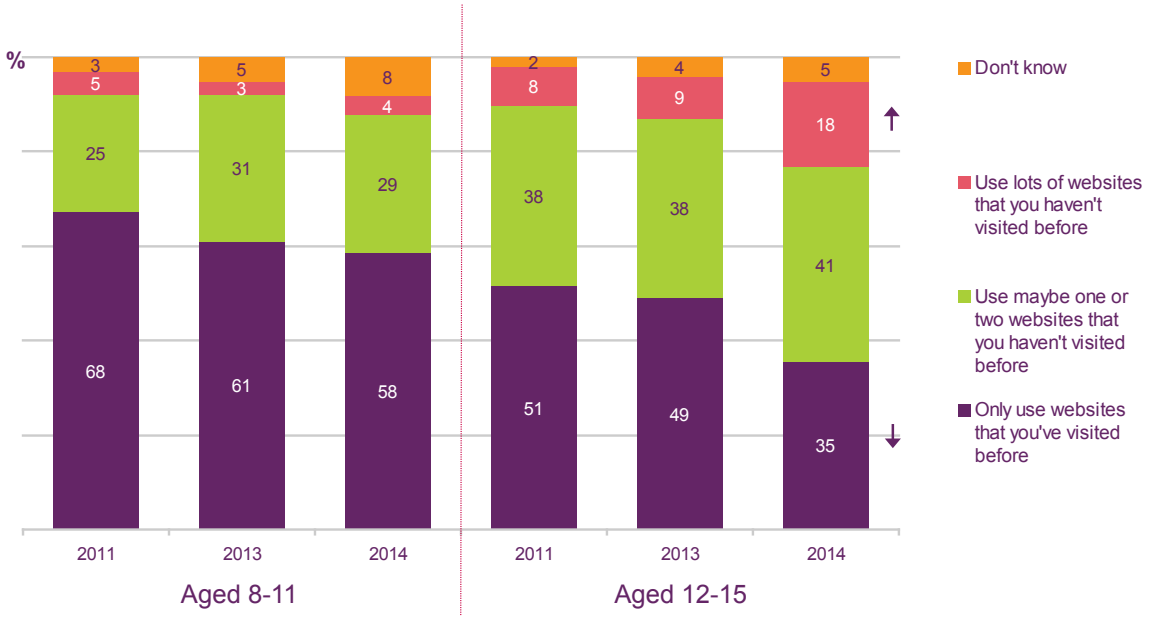
The majority of 8-11s continue to say they only use websites they've visited before. Children aged 8-15 who use the internet at home or elsewhere were asked to say whether, in most weeks, they only used sites that they had visited before, used one or two sites that they hadn't visited before, or used lots of sites they hadn't visited before.

As shown in Figure 65, a majority of 8-11s (58%) said they only used websites they had visited before, compared to around one in three 12-15s (35%). 12-15s are more likely than 8-11s to say they use lots of websites they have not visited before (18% vs. 4%) and are also more likely than 8-11s to say they use one or two websites they haven't visited before (41% vs. 29%).

In 2014, there are no differences by gender among 8-11s or 12-15s. Children aged 8-15 in AB households are less likely than all 8-15s to say they only use websites they have visited before (38% vs. 46%), while those in DE households are more likely to say this (57% vs. 46%).

Among 8-11s there has been no change in children's experience of visiting websites. However, compared to 2013, 12-15s are more likely to say they use lots of websites they haven't visited before (18% vs. 9%) and are less likely to say they only use websites that they have visited before (35% vs. 49%).

Figure 65: Experience of visiting websites not visited before, among those who go online at home (2011, 2013) or elsewhere (2014), by age



QC20 – 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 (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014).
Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Two in three internet users aged 12-15 make checks when using websites they have not visited before

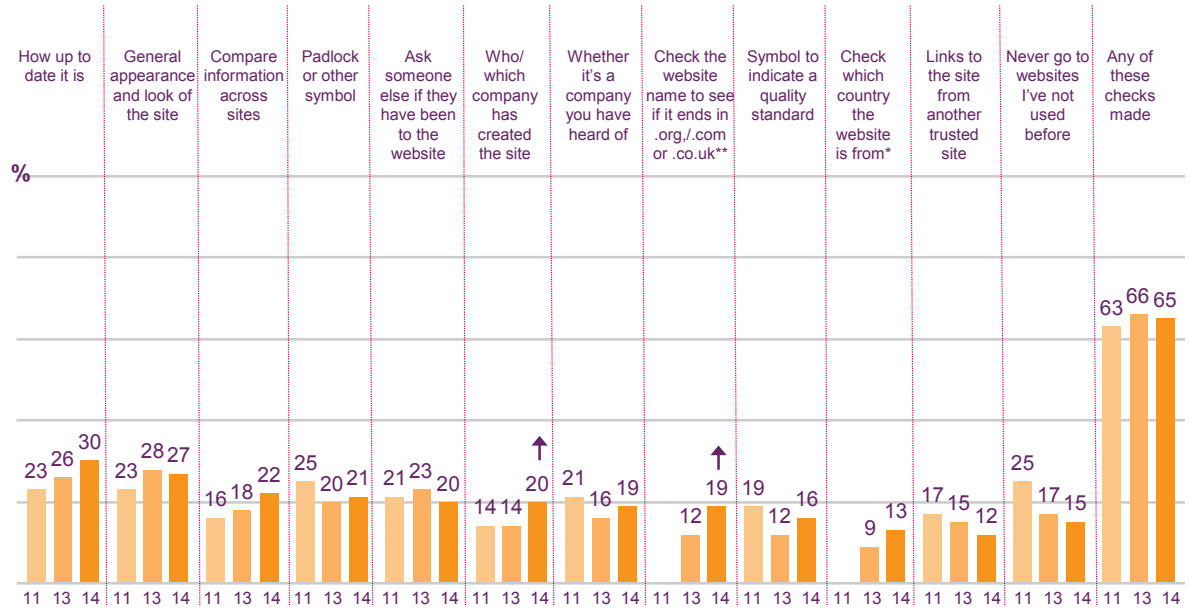
Children aged 12-15 who go online at home or elsewhere were shown a list of types of checks that can be made when using websites for the first time (either when looking for information or when buying/ selling things), and were asked to say which, if any, of these checks they would make. Responses are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

Two in three 12-15s (65%) say they would check at least one of the things on the list, unchanged since 2013. Around one in six (18%) 12-15s who go online say that they do not make any of these checks. As in 2011 and 2013, no single check is made by a majority of 12-15s. Three in ten 12-15s rely on how up-to-date the site is (30%) and around one in four (27%) check the general look and appearance of the site.

In 2014, there were no differences by gender. 12-15s in DE households are less likely than all 12-15s to say they check the general look and appearance of the site (13% vs. 27%).

Since 2013, 12-15 are more likely to check who, or which company, created the website (20% vs. 14%) or to check the website to see if it ends in .org/ .com /.co. uk (19% vs. 12%).

Figure 66: Checks made by 12-15s who go online at home (2011, 2013) or elsewhere (2014) when visiting websites they haven't visited before



QC21 – Thinking about the websites that you visit that you haven't visited 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 use the internet at home or elsewhere (485 aged 12-15 in 2011, 494 aged 12-15 in 2013, 536 aged 12-15 in 2014).- excludes DK responses - Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Those 12-15s who are aware of personalised advertising (see Figure 60) are more likely than those who are unaware to say they make any of these checks (73% vs. 58%). This is attributable to their being more likely to check some types of information across a number of websites to be sure it is correct (28% vs. 16%), to see who, or which company has created the site (25% vs. 15%), and to see if there is a symbol to indicate a quality standard (21% vs. 12%).

Among those children aged 12-15 who say that, in most weeks, they use either lots of, or one or two, websites that they haven't visited before, the five most popular checks are: checking the general appearance and look of the site (34%), looking at how up-to-date the information on the site is (33%), checking information across a number of websites to be sure it's correct (28%), checking to see if there is a padlock or other symbol (26%) and seeing who/ which company has created the site (24%). This group are more likely to make any of these checks than the 12-15s who say they only visit websites they've visited before (74% vs. 51%).

Social media profile settings

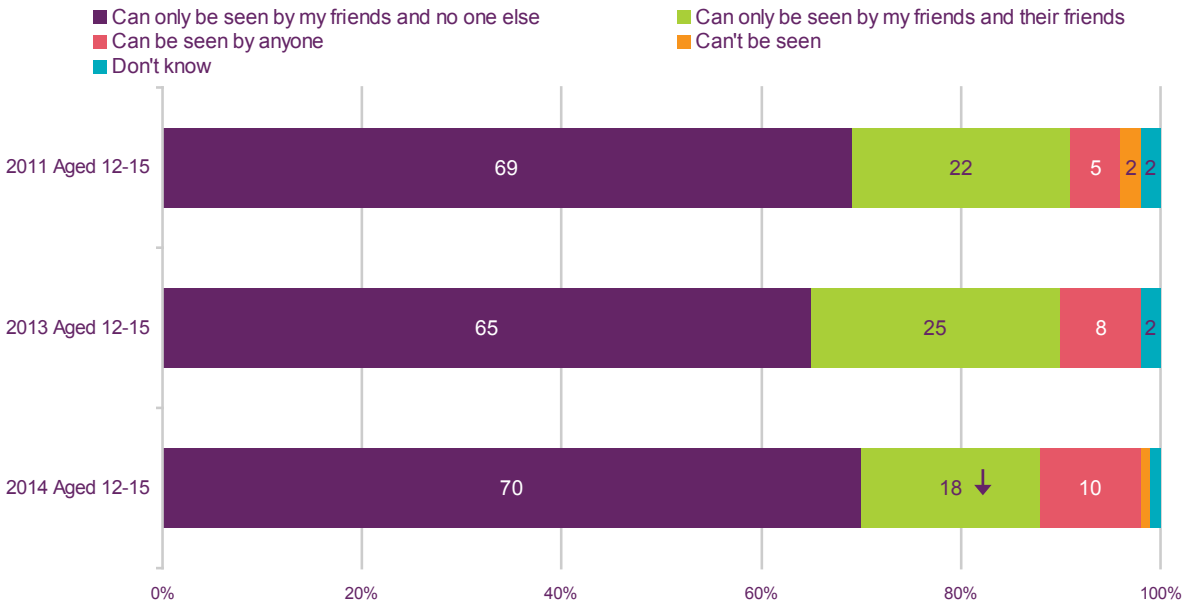
In 2014, seven in ten 12-15s say their social media profile can be seen only by their friends

In 2014, most children aged 12-15[63] with a social media profile[64] say that their profile can be seen only by their friends (70%), while around one in ten say it can be seen by anyone (10%). Since 2011, the questionnaire has also asked whether a child's profile could be seen only by "my friends and their friends". Compared to 2013, 12-15s are less likely to give this response (18% vs. 25%).

By combining the responses of children who say their profile can either be seen by anyone, or by friends and their friends, it is possible to show the incidence of children who could be contacted through their social media profile by people who are not directly known to them. This accounts for nearly three in ten 12-15s (28%), unchanged since 2013 (33%) as shown in Figure 67.

Among 12-15s in 2014, boys are more likely than girls to say their profile can be seen by friends and their friends (24% vs. 11%), while girls are more likely than boys to say their profile can be seen only by their friends (76% vs. 64%).[65]

Figure 67: Visibility of social media profiles: 2011, 2013 and 2014



QC24 – Thinking about your main social media site or app, do you know if this profile can be seen by other people? (Prompted responses, single coded) - In 2011 and 2013 children were asked about social networking site profiles rather than social media profiles
Base: Children aged 12-15 who have a social media account or profile (403 aged 12-15 in 2011, 378 aged 12-15 in 2013, 415 aged 12-15 in 2014)
Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

[63] Low eligibility means that the base sizes for 8-11s prevent analysis of this age group
[64] In previous years this asked about social networking sites rather than the broader definition of social media sites or apps
[65] Due to low base sizes it is not possible to conduct analysis among 12-15s by all four socio-economic group categories

Attitudes towards sharing personal information online

12-15s differentiate between types of personal information that can be shared online, with a majority preferring to keep their contact details private

Children aged 12-15 who go online were prompted with a list of information types that people can show online, and were asked to say how they felt about people seeing each type of information. As shown in Figure 68, 12-15s are less inclined to share personal details such as their home address, their mobile number or their email address with anyone, and are more inclined to share information about how they are feeling or what they are doing, and to share photos online.

The majority of 12-15s would either want nobody, or just their friends[66], to see each type of information that was 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 (1%), or their location (2%).

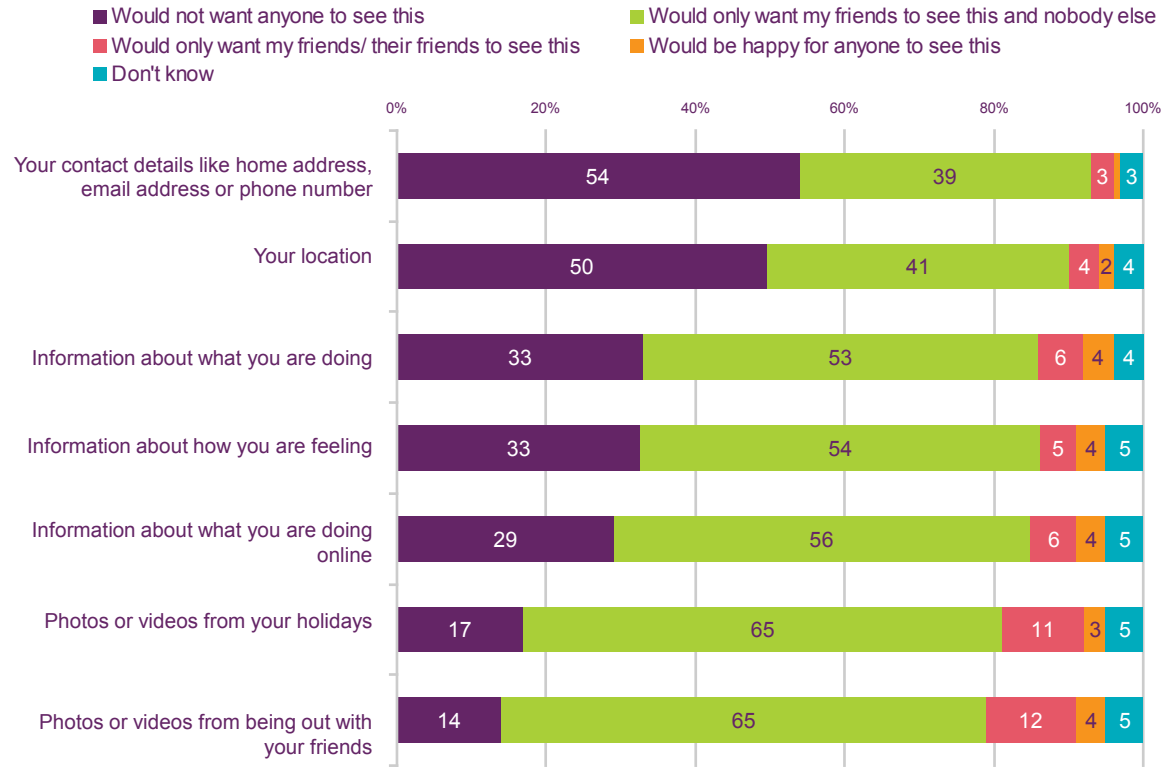
Compared to any of the other information that they were asked about,12-15s are more likely to say they would be willing to share, with friends/ their friends, holiday photos or videos (11%) or photos and videos of them when out with friends (12%).

There are some differences by gender among these 12-15s. Girls are more likely than boys to say they would want their friends, and nobody else, to see information about what they are feeling (59% vs. 49%) or photos or videos of them out with friends (70% vs. 59%). In contrast, boys are more likely than girls to say they would be happy for anyone to see information about what they are doing (6% vs. 2%) or to see holiday photos or videos (5% vs. 1%).

There are no differences by household socio-economic group.

[66] 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 68: Personal information that children aged 12-15 are willing to share online: 2014



QC31A-G - 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 (584).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Section 6

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 and social media in particular.

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

- Three in four 12-15s who go online (77%) agree that most people behave in a different way online to when they talk to people face to face, and half (49%) 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 2013 for both 8-11s and 12-15s, for television and the internet.
- Girls are more likely than boys to have any dislikes about social media; in particular, relating to people being bullied, spending too much time on these sites or apps, and friends acting thoughtlessly or hurtfully.
- Since 2013, 12-15s are now more likely to say they would not tell anyone if they saw something online which they found worrying, nasty or offensive, up from 4% to 7%.
- Four per cent of 8-11s and 6% of 12-15s with a mobile phone say they have had personal experience of being bullied through a mobile in the past year. Three per cent of 8-11s and 8% of 12-15s who go online have experienced being bullied online in the past year. The incidence of bullying via a mobile phone or online has not changed since 2013.
- Over a quarter of 12-15s (26%) and one in ten 8-11s (10%) know of someone who has been bullied online. Almost three in ten children aged 12-15 (28%) and 14% of 8-11s say they know of someone who has been bullied through their mobile phone.
- Internet users aged 12-15 are less likely than in 2013 to know how to undertake the 'safe' and risky' online measures covered by this survey (e.g. blocking junk email or deleting history); this continues the decline in awareness and experience of these measures, which may be linked to the change in the devices used to go online.
- Nine in ten children aged 8-11 (90%) or 12-15 (94%) recall receiving advice about online risks.

Children's attitudes towards the internet and TV programmes

Three in four 12-15s believe that most people behave in a different way online

This section examines the attitudes of 12-15 years olds towards going online and watching TV programmes.

Children aged 12-15 who go online at home or elsewhere were prompted with a series of statements about the internet and were asked to say the extent to which they agreed or

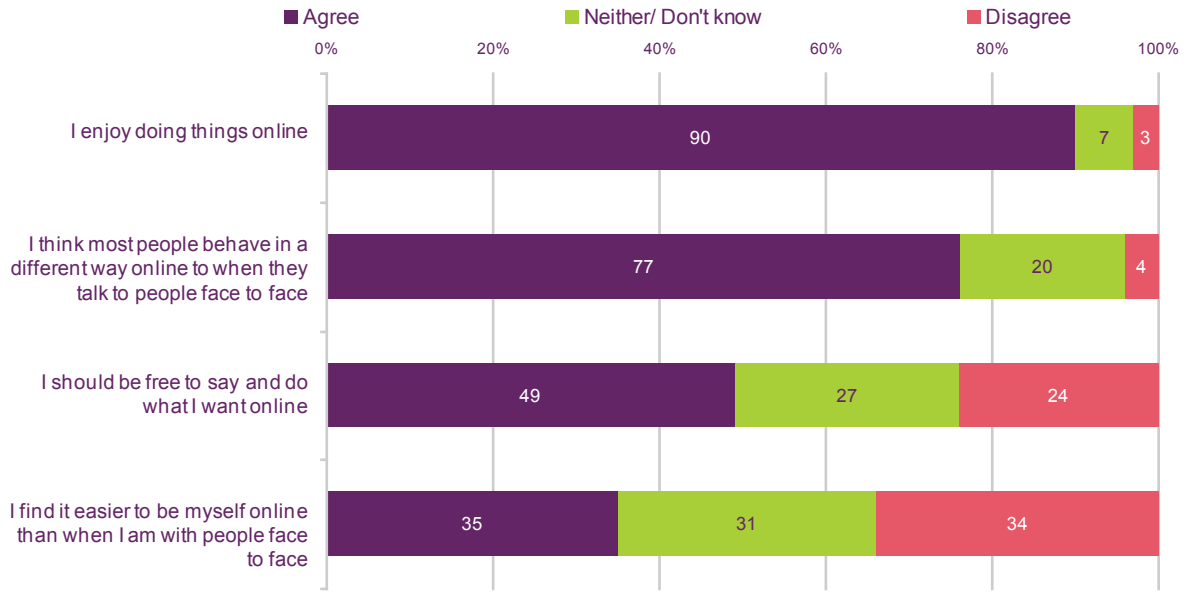
disagreed with each one. Responses from 12-15s are shown in ranked order of agreement in Figure 69.

Nine in ten (90%) 12-15s who go online agree: "I enjoy doing things online", while very few disagree (3%). Among 12-15s who go online, three-quarters (77%) agree: "I think most people behave in a different way online to when they talk to people face to face"; very few disagree with this statement (4%), with the remainder (20%) neutral or unsure.

The remaining two statements are less clear-cut. Half of 12-15s (49%) agree: "I should be free to say and so what I want online", with the remainder equally split between those who disagree (24%) and those who are neutral or unsure (27%). 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 saying they agree (35%), disagree (34%) or are neutral/ unsure (31%).

Across each of these attitudinal statements there are no differences between boys and girls aged 12-15. Two statements reveal a difference by household socio-economic group: those in AB households are more likely to agree: "I enjoy doing things online" (95% vs. 89%) while those in DE households are less likely (83% vs. 89%), and those in AB households are more likely to disagree: "I find it easier to be myself online that when I am with people face to face" (44% vs. 34%).

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



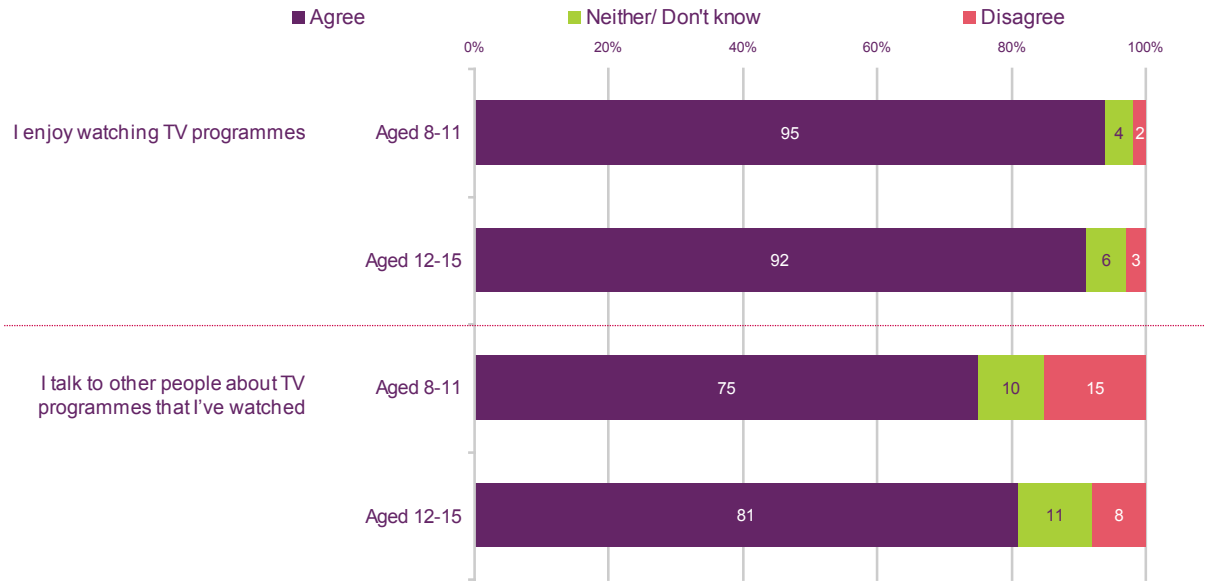
QC37E/ F/ G/ J – I'm going to read out some questions about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (584 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

In 2014, children aged 8-11 and 12-15 who watch TV were prompted with statements about their enjoyment of television and whether they discussed their viewing habits with other people, and were asked to say the extent to which they agreed or disagreed with each statement. The purpose of these questions was to track television's relative popularity, and get a sense of its role as a social tool. Responses are shown in ranked order of agreement in Figure 70.

Nine in ten children aged 8-11 (95%) and 12-15 (92%) agree with the statement: "I enjoy watching TV programmes", while very few disagree (2% aged 8-11, 3% aged 12-15). Most agree with the statement: "I talk to other people about TV programmes that I've watched"; accounting for three-quarters (75%) of 8-11s and 81% of those aged 12-15. Although most agree, the 8-11s are more likely than the 12-15s to disagree with this statement (15% vs. 8%).

Neither of these attitudinal statements about television differ by gender within age or by household socio-economic group.

Figure 70: Agreement with attitudinal statements about television, 8-11s and 12-15s: 2014



QC5E/ F– I'm going to read out some things about television, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (590 aged 8-11, 592 aged 12-15).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Children's dislikes about media

This section examines children's dislikes about different platforms, their opinions about situations that might occur online or via a mobile phone, and what they say they would do in such situations.

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. The aim of these questions was to establish children's views in two key areas: accessing content that made them feel sad, frightened or embarrassed; and accessing content that they felt was too old for them.[67]

[67] 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.

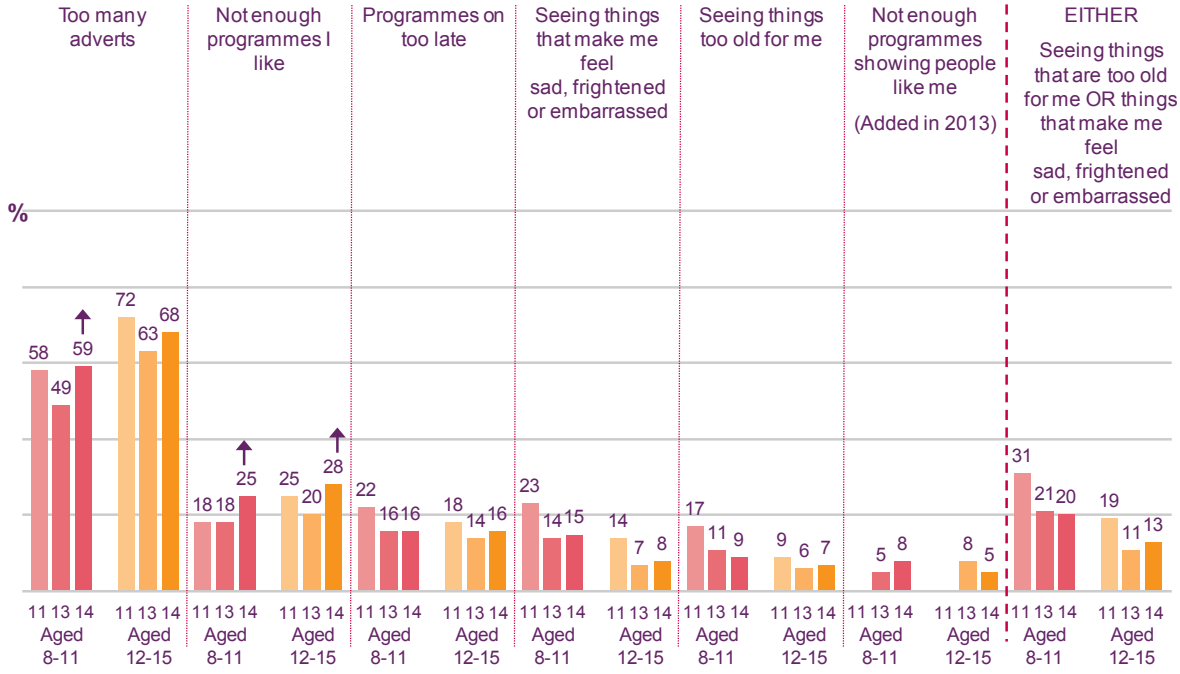
Around one in five 8-11s say they dislike seeing things on television that are too old for them or that make them feel sad, frightened or embarrassed

For television, the most common dislike among both 8-11s and 12-15s, as in 2013, is that there are too many adverts, as shown in Figure 71. Children aged 12-15 are more likely than 8-11s to dislike this (68% vs. 59%), despite an increase for this dislike since 2013 among 8-11s (59% vs. 49%). Around one-quarter of 8-11s and 12-15s complain that there are not enough programmes that they like; this dislike is more likely since 2013 both for 8-11s (25% vs. 18%) and 12-15s (28% vs. 20%).

One in seven 8-11s (15%) dislike seeing things on television that make them feel sad, frightened or embarrassed; this is significantly higher than for the 12-15s (8%). Those aged 8-11 are, however, no more likely than 12-15s to dislike seeing things that are too old for them (9% for 8-11s, 7% for 12-15s). One in five children aged 8-11 (20%) say they have at least one of these two key concerns, as do one in eight (13%) 12-15s, with no change since 2013 for either age group.

Girls aged 12-15 are more likely than boys to be concerned about seeing things that are either too old for them or that make them feel sad, frightened or embarrassed (16% vs. 10%). There is one difference by household socio-economic group in 2014: those in C2 households are less likely than all 8-15s to be concerned about seeing things that are either too old for them or that make them feel sad, frightened or embarrassed (11% vs. 17% for all 8-15s).

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



QC4 – Which of these things if any, are things you don't like about TV? (prompted responses multi-coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (577 aged 8-11 in 2011, 583 aged 8-11 in 2013, 590 aged 8-11 in 2014, 558 aged 12-15 in 2011, 564 aged 12-15 in 2013, 592 aged 12-15 in 2014). Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Around one in seven 8-11s 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 11 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 72 and Figure 73.

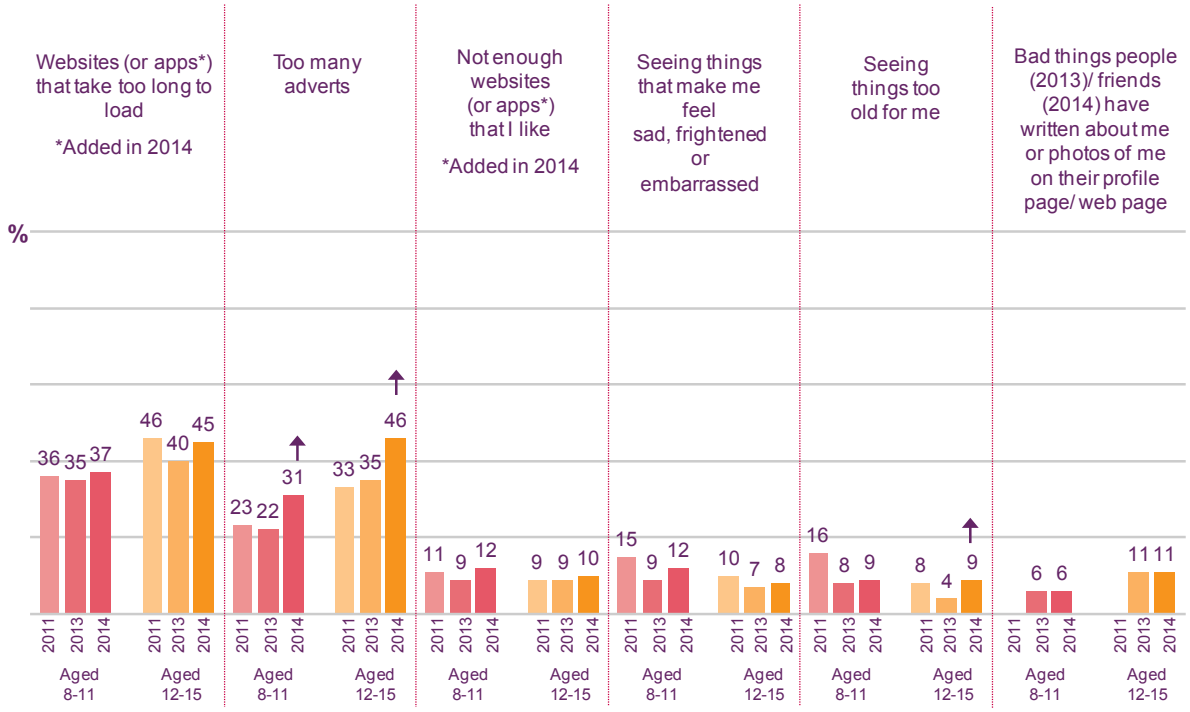
Two aspects stand out as the most likely to be disliked by 12-15s who go online at home or elsewhere, both of which are less likely among 8-11s: websites or apps that take too long to load (45% of 12-15s vs. 37% of 8-11s) and too many adverts (46% of 12-15s vs. 31% of 8-11s). This second dislike is more likely to be nominated by both age groups in 2014 than in 2013, as shown in Figure 72.

Each of the remaining nine possible dislikes or concerns are nominated by around one in ten, or fewer, internet users in each age group. Three are more likely to be given by 12-15s compared to 8-11s: “Bad things friends have written about me or photos of me on their profile page/ web page” (11% of 12-15s vs. 6% of 8-11s), “Friends being nasty, mean or unkind to me” (9% 12-15s vs. 5% 8-ss) and “Feeling under pressure to appear popular or attractive online” (7% of 12-15s vs. 4% of 8-11s).

One in eight children aged 8-11 (12%) dislike seeing things that make them feel sad, frightened or embarrassed, compared to 8% of children aged 12-15. Around one in ten in each age group (9%) dislike seeing things that are too old for them, an increase for 12-15s since 2013 (from 4%). When looking at the proportion of children who have either of these two key concerns, 17% of 8-11s and 14% 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 2013 for either age group.

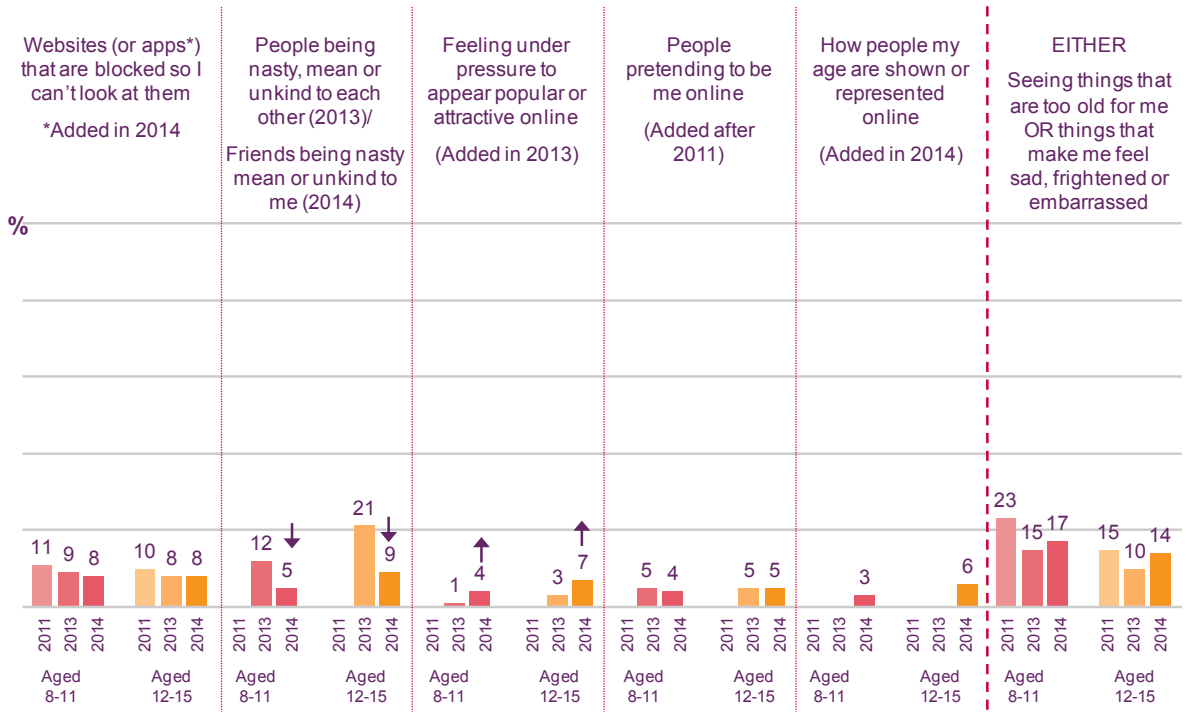
In 2014, several dislikes or concerns are more likely to be mentioned by girls aged 12-15 than by boys in this age group. Girls aged 12-15 are more likely than boys to dislike “bad things friends have written about me or photos of me on their profile page/ web page” (16% vs. 7%), “friends being nasty, mean or unkind to me” (13% vs. 6%) and either seeing things online that are too old for them or things that make them feel sad, frightened or embarrassed (19% vs. 9%). In 2014 gender differences among 8-11s are limited to boys being more likely to say “not enough websites or apps that I like” (16% vs. 9%).

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



QC19 – Which of these things if any, are things you don't like about being online?
Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014).
Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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



QC19 – Which of these things if any, are things you don't like about being online?
Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014).
Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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

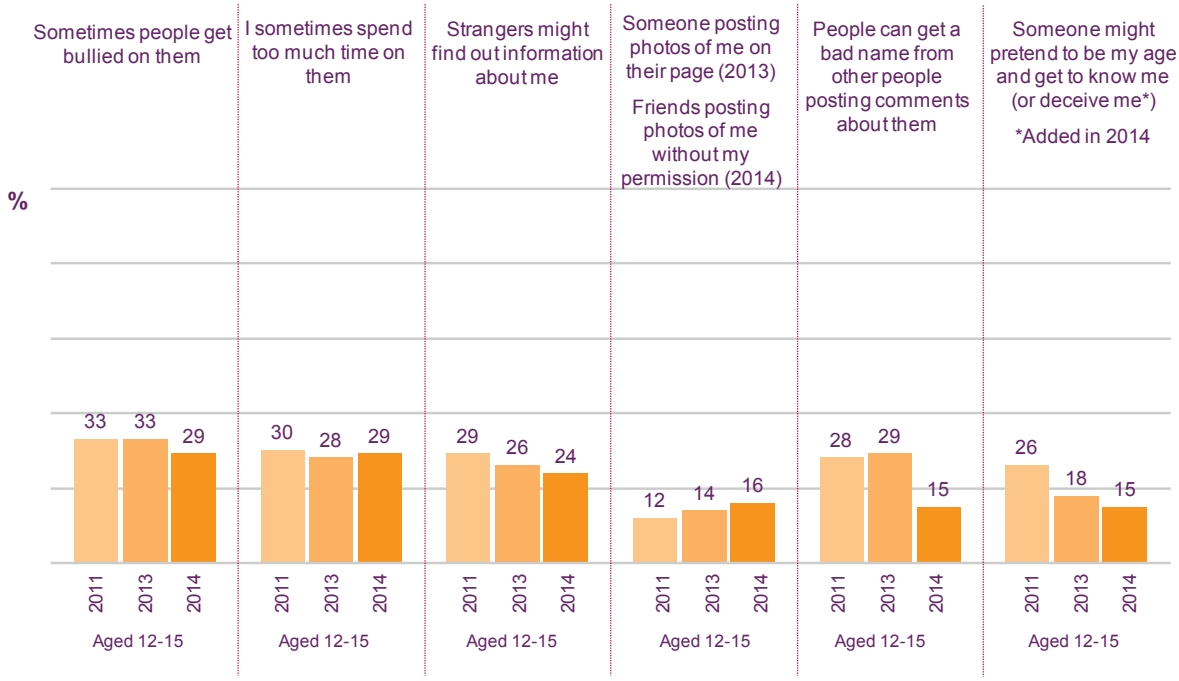
Children aged 12-15 who use social media sites or apps were prompted with a list of 11 things that they might not like about social media sites or apps[68], and were asked to say which, if any, applied to them. Responses are shown in Figure 74 and Figure 75.

Three aspects are named as dislikes by around one-quarter of 12-15s who use social media sites or apps: "sometimes people get bullied on them (29%), "I sometimes spend too much time on them" (29%) and "strangers might find out information about me" (24%). Other dislikes or concerns are mentioned by less than one in five users aged 12-15.

Four of the 11 aspects of social media are more likely to be mentioned as dislikes or concerns by girls than by boys aged 12-15: "sometimes people get bullied on them" (37% vs. 21%), "I sometimes spend too much time on them" (36% vs. 22%), "friends posting photos of me without my permission" (24% vs. 8%) and "friends can be mean, nasty or hurtful to me" (12% vs. 6%). Across all 11 aspects, three-quarters of girls aged 12-15 (73%) mentioned any concerns or dislikes, compared to half of boys (52%).

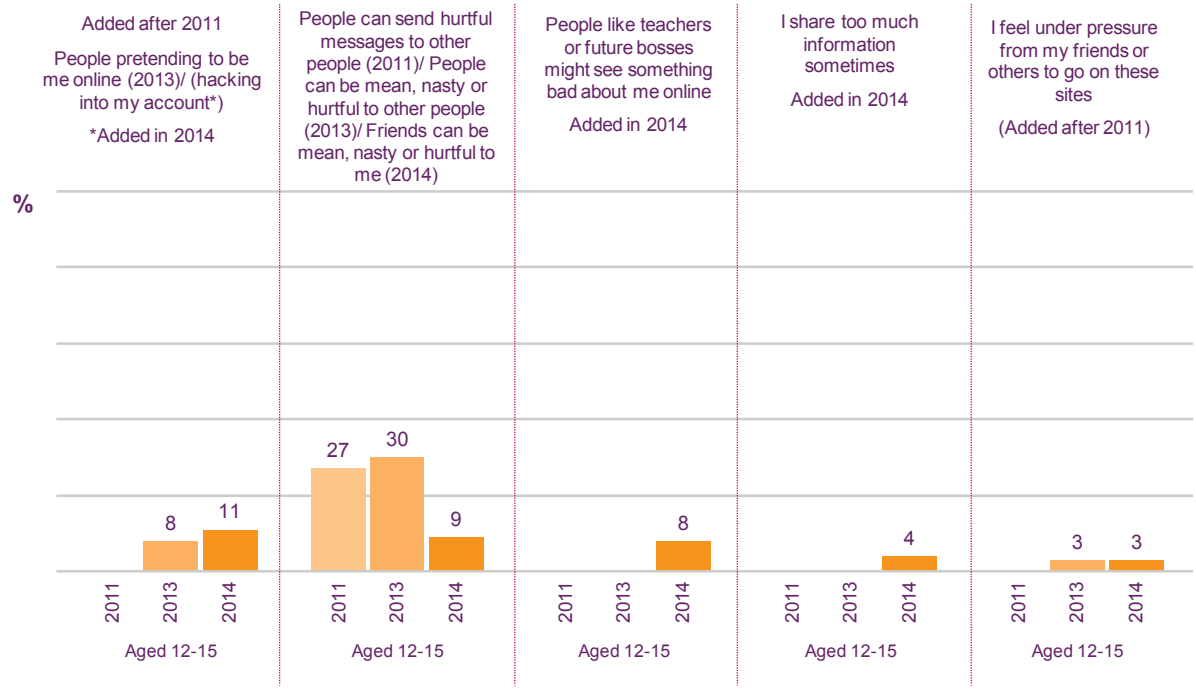
[68] Prior to 2014, children were asked about social networking sites rather than social media sites or apps

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



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

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



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

Reporting online content that is nasty, worrying or offensive

In 2014, one in ten 12-15s and one in 20 8-11s say they would not tell anyone if they found something online that was worrying, nasty or offensive

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 76.

As in 2013, 8-11s are more likely than 12-15s to say they would tell someone, accounting for nearly all 8-11s (96%) and to nine in ten 12-15s (89%)[69]. The majority of both age groups would tell a family member (parent/ sibling or other), with younger children more likely than older children to do this (93% vs. 80%). Older children would be more likely than younger children to tell a friend (25% vs. 13%) or the website (5% vs. 0%).

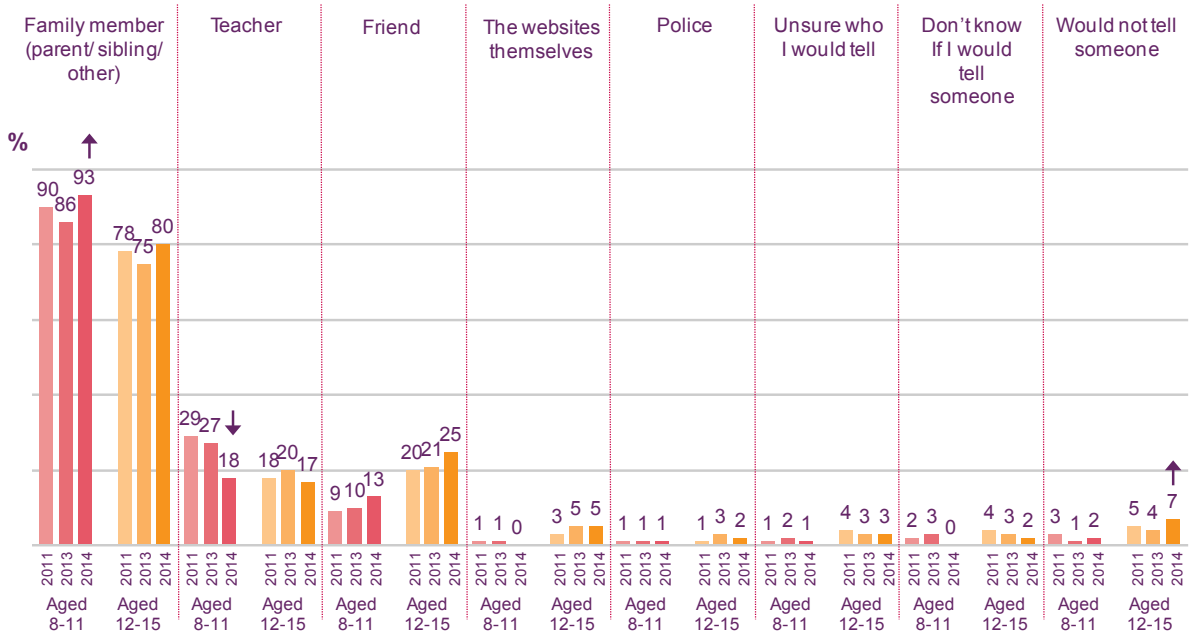
Less than one in ten children aged 12-15 (7%) and 2% of 8-11s would not tell anyone if they saw something online that they found worrying, nasty or offensive.

In 2014, there are no differences by household socio-economic group. Responses do not differ by gender for 8-11s, but 12-15 year old girls are more likely than boys to say they would tell a teacher (21% vs. 13%) or the website (7% vs. 3%).

[69] Included in this group are the 1% of 8-11s and 3% of 12-15s who said they were unsure who they would tell.

In 2014, 12-15s are more likely than in 2013 to say they would not tell anyone if they saw something online that was worrying, nasty or offensive (7% vs. 4% for 12-15s). 8-11s are now more likely to say they would tell a family member (93% vs. 86%) and less likely to say they would tell a teacher (18% vs. 27%).

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



QC32 – If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it? IF YES – Who would you tell? (Shows spontaneous responses from > 1% of all internet users aged 8-15) (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014).
Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Incidence of negative experiences on the internet or on mobile phones

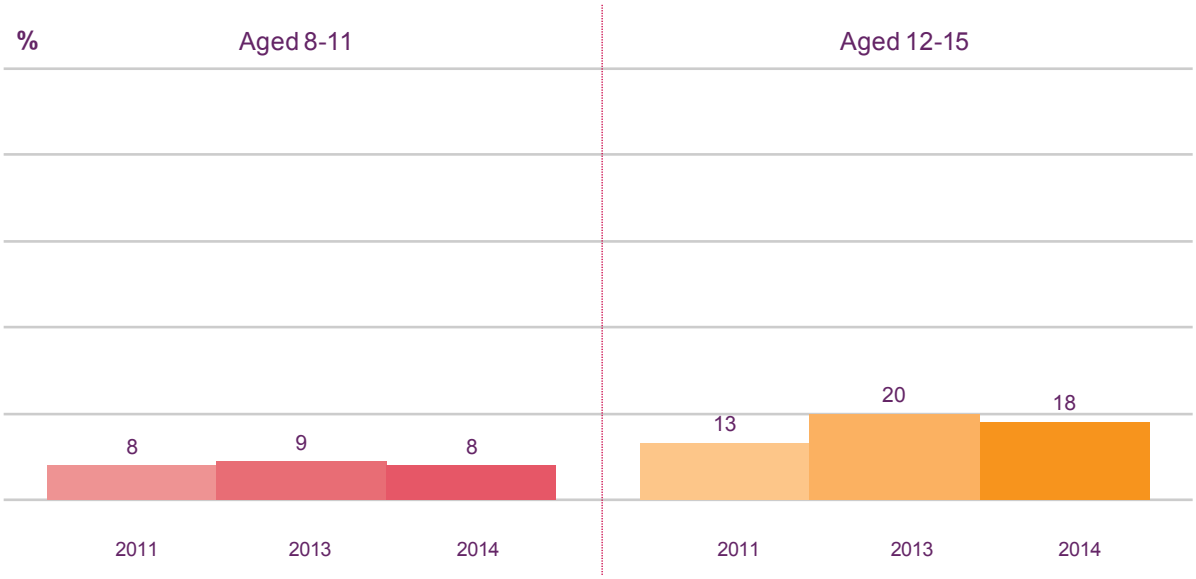
One in five 12-15s and one in ten 8-11s say they have seen something online in the past year that was worrying, nasty or offensive

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 77.

One in ten children aged 8-11 who use the internet at home or elsewhere (8%) say they have seen something online in the past year that was worrying, nasty or offensive, with 12-15s being twice as likely to say this (18%). Both measures are unchanged since 2013.

In 2014, as in 2013, there are no differences by gender within age or by household socio-economic group.

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



QC33 – And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way, that you didn't like? (Prompted responses, single coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (496 aged 8-11 in 2011, 554 aged 8-11 in 2013, 528 aged 8-11 in 2014, 529 aged 12-15 in 2011, 565 aged 12-15 in 2013, 584 aged 12-15 in 2014 – Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Nearly one in ten internet users aged 12-15 say they have personally experienced bullying online in the past 12 months

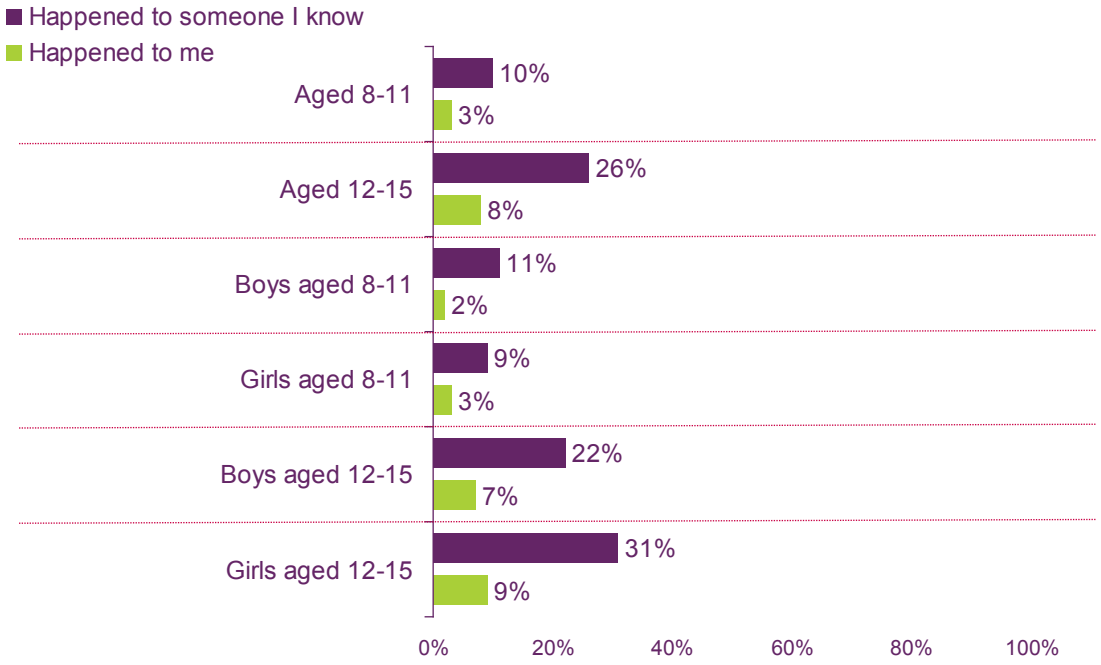
Children aged 8-11 and 12-15 who use the internet at home or elsewhere were asked whether they knew of anyone who had been bullied (through someone being nasty or hurtful to them) online[70] in the past year. This question was followed by asking the child whether they felt they had themselves been bullied online in the past year. Figure 78 shows that twice as many 12-15s as 8-11s say they have been bullied online in the past 12 months, accounting for 3% of 8-11s and 8% of 12-15s. Both measures are unchanged since 2013.

12-15s are also more likely than 8-11s to know of someone who has been bullied online (26% vs. 10%) and within the 12-15 group, girls are more likely than boys to know someone who has been bullied online (31% vs. 22%). Both of these differences were also evident in 2013.

In 2014, there is no difference by gender among 12-15s in terms of personal experience of being bullied online, whereas this was more likely among girls in 2013. There are no differences in personal experience of, or knowing someone who has been bullied online, by household socio-economic group.

[70] 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.

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



QC50A/ B – In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you online? (Prompted responses, single coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (528 aged 8-11 in 2014, 584 aged 12-15 in 2014, 264 boys aged 8-11 in 2014, 264 girls aged 8-11 in 2014, 296 boys aged 12-15 in 2014, 288 girls aged 12-15 in 2014) - significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

A minority of children say they have personal experience of being bullied through a mobile phone

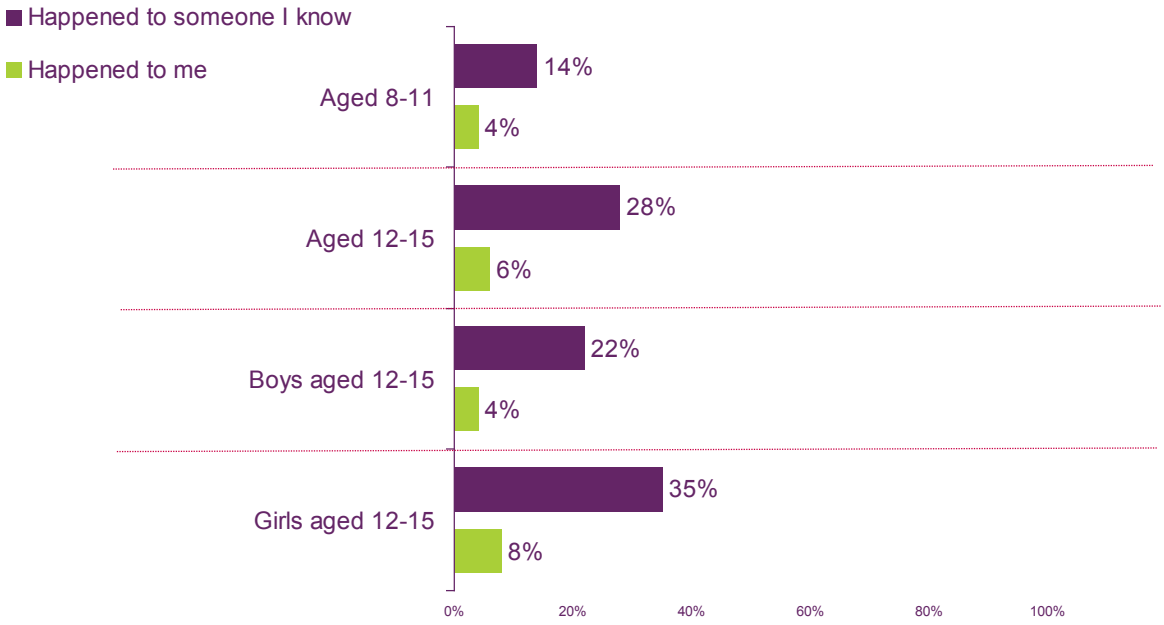
Children aged 8-11 and 12-15 with a mobile phone were asked similar questions about whether they knew of anyone, or had personally experienced, being bullied (through someone being nasty or hurtful to them) through their mobile phone, in the past year[71].This question was followed by asking the child whether they themselves felt they had been bullied through their mobile phone in the past year[72].

Figure 79 shows that 4% of 8-11s and 6% of 12-15s feel they have experienced bullying through a mobile phone in the past 12 months. Both measures are unchanged since 2013. 12-15s are also more likely than 8-11s to know of someone who has been bullied through their mobile phone (28% vs. 14%)

[71] 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.
[72]Children were provided with the following explanation in advance of asking the question relating to bullying through a mobile phone: *"I'm now going to ask you just a few questions about some of the things that can be more difficult about mobile phones. Sometimes, children or teenagers can say or do things to other children that can be quite nasty or hurtful. This type of behaviour is known as bullying. Children or teenagers can bully others using their mobile phone, by making nasty calls or sending nasty or hurtful text messages or video clips."*

Girls aged 12-15 are more likely than boys to say they know of someone who has been bullied through a mobile phone (35% vs. 22%), as was the case in 2013. In 2014, there is no difference by gender among 12-15s in terms of personal experience of being bullied through a mobile, whereas this was more likely among girls in 2013.[73] There are no differences by household socio-economic group.

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



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

Four 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 80.

Four in ten children aged 12-15 (41%) say they know of someone who has had any of the negative experiences. One in six 12-15s (16%) say they have personally experienced at least one of them in the past year. Both of these measures are unchanged since 2013 and no single measure has changed in terms of either indirect or direct experience.

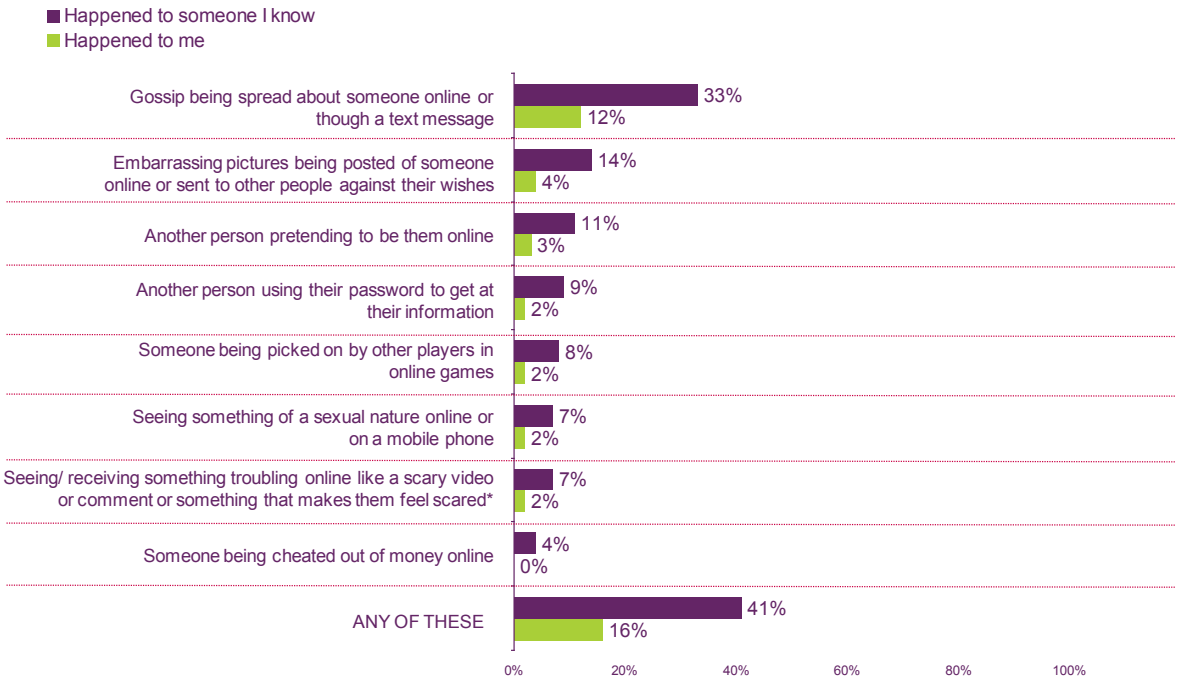
Gossip being spread is the most likely personal experience among 12-15s, experienced by just over one in ten (12%). Each of the other experiences we asked about had been experienced by less than one in 20 children aged 12-15. Four per cent of children aged 12-15 say they have experience of embarrassing pictures being posted online or sent to others against their wishes, rising to 14% saying that this has happened to someone they know.

[73] Low base sizes prevent analysis by gender among children aged 8-11

Two per cent of children aged 12-15 say they have seen something of a sexual nature, either online or on their mobile phone, rising to 7% saying they know someone this has happened to[74].

In 2014, neither direct or indirect knowledge of this varies by gender among 12-15s, and there is no variation by household socio-economic group.

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



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

Potentially risky, and safe, online behaviour

One in six 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 81 shows that 14% of internet users aged 12-15 had done any of these things in the past year. Close to one in ten children aged 12-15 (8%) had taken the contact details of

[74] Given the face-to-face nature of the survey and the sensitive topic, it is possible that some children were not comfortable in giving a direct answer to this question.

someone they had met only online, and around one in 20 (4%) had sent personal information to a person with whom they had only had contact online.

Around one in 20 (4%) had been asked by a friend to remove a tag or comment that they had made about a friend, indicating that the child had posted something that another child found uncomfortable or 'risky'. Conversely, while not shown in Figure 81, 7% of children say they have asked a friend to remove a tag or comment about them.

There are no differences by gender and only one difference by household socio-economic group: 12-15s in C2 households are more likely than all 12-15s to have asked a friend to remove a tag or comment they had made (15% vs. 7%).

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

QC53 – Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (Prompted responses, multi coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (584 aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Children aged 12-15 who use the internet at home or elsewhere 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 82 groups the behaviours we asked about into 'safe' and 'risky' groups.

Half of 12-15s say they know how to block messages from someone they don't want to hear from (49%) with around a quarter having done this (23%). Around one-third know how to block junk email or spam (32%), or how to change settings on their social media profile so fewer people can view it (34%), with this being done by 16% and 13% of 12-15s respectively. Three in ten know how to report something online they find upsetting (30%), with less than one in ten (7%) having done this. While one-quarter can block pop-up adverts (26%), this has been done by only 13%.

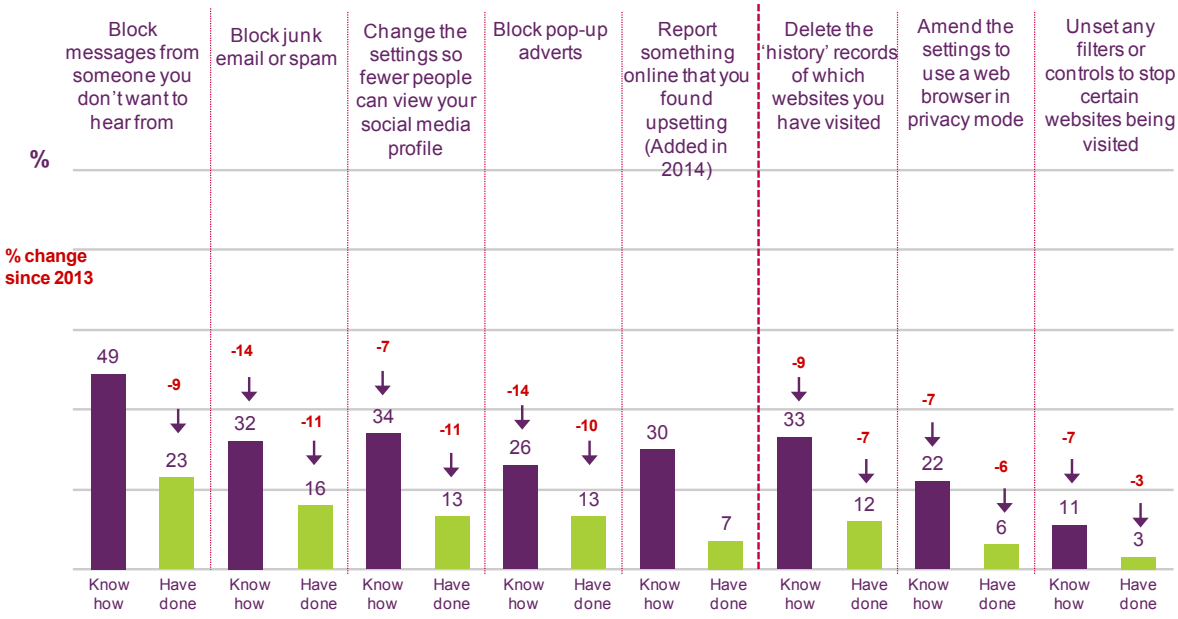
Knowledge and experience of each of these 'safe' measures does not differ by gender. Those in DE socio-economic groups are less likely to have experience of these 'safe' measures compared to all 12-15s who go online (30% vs. 40%).

Compared to 2013, each of these 'safe' measures shows a decline in the proportion of 12-15s who go online and who say they have used the measure in the past year. Knowledge of some of the 'safe' measures seems also to have declined since 2013, as shown in Figure 82

Internet users aged 12-15 were also asked about their awareness and experience of 'risky' activities; as shown to the right hand side of Figure 82. Around one-third (33%) say they know how to delete their browsing history, one in five (22%) know how to amend settings to use a web browser in privacy mode and one in ten (11%) know how to disable online filters or controls. Both claimed knowledge and claimed experience of each of these 'risky' measures has declined since 2013.

These decreases in 2014 follow a decreasing trend in awareness and experience of safe and risky measures since these questions were added to the survey in 2011. This might reflect changes in the types of device used by children to go online; with a shift away from the desktop and laptop and towards the mobile phone and tablet between 2011 and 2014 and the possibility that children may be less familiar with online safety measures on newer devices.

Figure 82: Experience of 'safe' and 'risky' online measures among children aged 12-15: 2014



QC54/55 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you have done this in the last year. (Prompted responses, multi coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (584 aged 12-15) – Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

At least nine in ten children aged 8-15 say they have been given information or advice about how to manage risks when online

Children aged 8-15 who use the internet were asked whether they had ever been given any information or advice about online risks[75]. Those who said they had were asked who had

[75] In 2013, this question referred to being given any information or advice about staying safe online, rather than being given information or advice about online risks

given them this advice. Around nine in ten children aged 8-11 (90%) or 12-15 (94%) recall receiving advice about online risks.

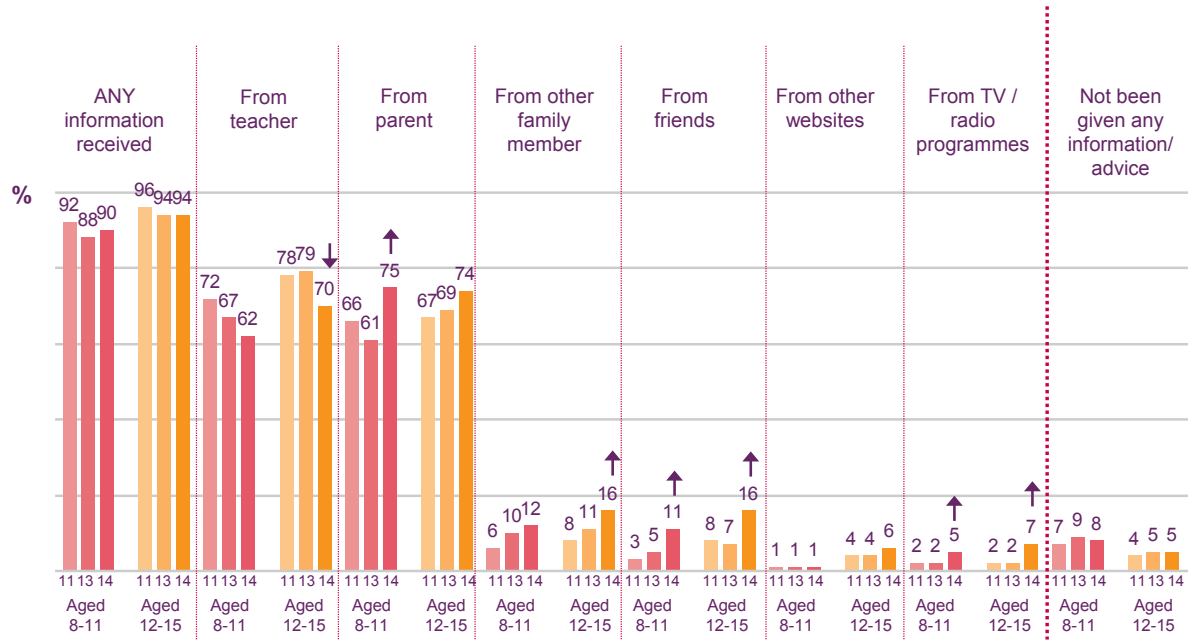
In 2014, for both age groups, the children are most likely to recall receiving the information from a parent (75% for 8-11s and 74% for 12-15s). More than six in ten 8-11s and seven in ten 12-15s recall receiving it from a teacher (62% for 8-11s, 70% for 12-15s) and more than one in ten from other family members (12% for 8-11s and 16% for 12-15s) or friends (11% for 8-11s and 16% for 12-15s). Other sources of information are nominated by less than one in ten children in either age group.

As shown in Figure 83, 8-11s are more likely than 12-15s to say they have not been given any information or advice (8% vs. 5%).

In 2014, there are no differences by gender within age group, among either 8-11s or 12-15s. Children aged 8-15 in DE households are less likely than all 8-15s (67% vs. 74%) to say they have been given any information or advice from a parent.

Compared to 2013, children aged 12-15 are now less likely to say they have been given information or advice from a teacher (70% vs. 79%) and are more likely to say they have been given it from family members (16% vs. 11%) friends (16% vs. 7%) or TV/ radio programmes (7% vs. 2%). 8-11s are also more likely to say they have received information or advice from friends (11% vs. 5%) or from TV/ radio programmes (5% vs. 2%). The overall incidence of receiving any information/ advice from any source is unchanged for both 8-11s and 12-15s.

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



QC34 – Have you ever been given any information or advice about risks while you are online (*2014) how to stay safe when you are online (2013)? (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (563 aged 8-11 in 2011, 554 aged 8-11 in 2013, 528 aged 8-11 in 2014, 550 aged 12-15 in 2011, 565 aged 12-15 in 2013, 584 aged 12-15 in 2014).
Significance testing shows any difference between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Section 7

Parents' attitudes and concerns

This section looks at parents' attitudes towards their children's use of television, radio and 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[76]. Parental attitudes towards their child's use of the internet are explored in detail.

Key findings

- A minority of parents of 3-4s and 5-15s express concerns about the media content that their child has access to, although parents are now more likely than in 2013 to say they are concerned about media content overall. While it is likely that this increase is attributable to a change in the survey's focus from a child's use of media 'at home' in previous years to 'at home and elsewhere' in 2014, it is also possible that parents' concerns about particular aspects of their child's media use have increased as the use of mobile devices to go online has increased.
- Around one in five parents of 3-4s (18%) and 5-15s (23%) say they are concerned about the things their child has seen on pre-watershed TV, with 8% very concerned. These concerns mostly relate to offensive language and sexually explicit content.
- Around three in ten parents of 5-15s say they are concerned about their child being bullied online/ cyberbullying (30%) or whom their child may be in contact with online (26%). More parents are concerned about their child downloading viruses (36%), while fewer are concerned that their child might bully others online (21%) or share/ access copyrighted material (19%).
- Around one in four parents of 5-15s say they are concerned about their child sharing inappropriate or personal photos or videos (22%), damaging their reputation (26%) or seeing content which encourages them to harm themselves (25%).
- About three in ten parents of 8-15s have concerns about mobile phones that relate to their child being bullied through their mobile phone, with around one in four concerned about their sharing their personal details with inappropriate people, or their child bullying others. About one in four parents whose child has a smartphone are also concerned about their child downloading bogus or malicious apps, or the use of location-based services on their child's phone.
- One in six parents whose child's mobile phone is on a monthly contract have received unexpectedly high bills in the past 12 months; with this mostly due to their child exceeding their call allowance or their data allowance.
- Around one in five parents of 5-15s whose child plays games are concerned about gaming content (22%) and with whom their child might be gaming through their device (23%).
- Two-thirds of parents of 12-15s who go online (64%) say they have learned about the internet from their child. Fifteen per cent of parents of 3-4s agree with this statement.

[76] There was a change in the survey's focus from a child's use of media 'at home' in previous years to both 'at home and elsewhere' in 2014

Parents' concerns about media

A minority of parents express concerns about the media 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[77]. To show how the level of concern varies for each medium, responses from parents of children in different age groups are shown in different Figures below[78].

Figure 84 shows responses from parents of children aged 3-4 and all children aged 5-15, while Figure 85 shows responses from parents of children in each age group from 5-15.

In 2014, around one in five parents of 3-4s are concerned about television (22%) and online content (18%), with one in seven concerned by gaming content (15%). Relatively few are concerned about radio content (4%). Close to three in ten parents of 5-15s are concerned about online (28%), mobile (27%) or television (25%) content, or gaming content (22%), with relatively few concerned about radio content (7%).

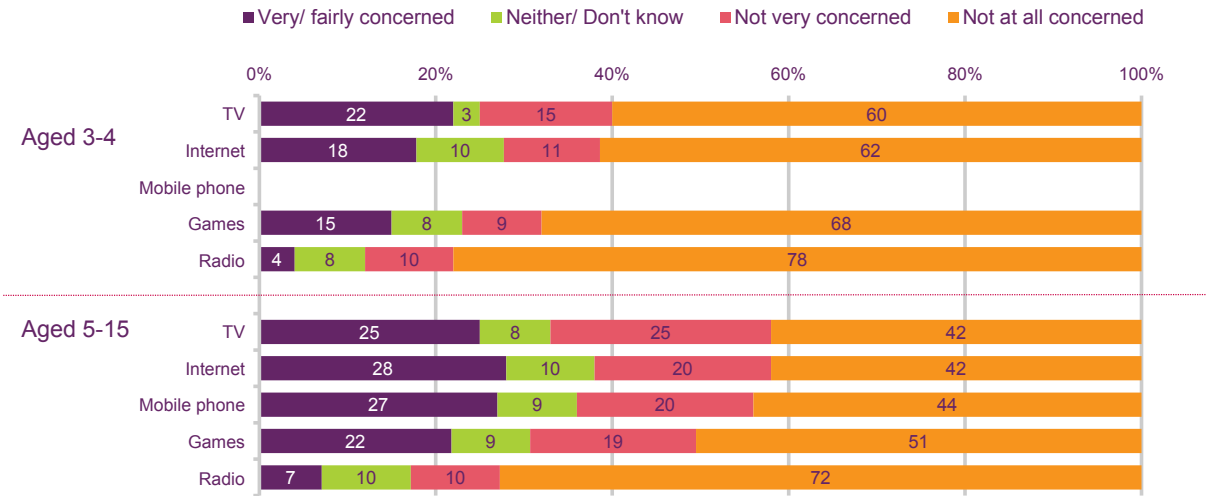
Parents of 5-7s who use each medium respond in a similar way to parents of 3-4s: they are likely to be concerned about television (25%) and online content (21%), followed by gaming content (16%), with relatively few concerned about radio content (10%).

Parents of 8-11s who use each medium are as likely to be concerned about online (28%), mobile, or television (both 26%) or gaming content (25%), with – again - relatively few concerned about radio content (10%). Three in ten parents of 12-15s are concerned about online (31%) or mobile (28%), one in four are concerned about television (25%), followed by gaming content (22%) and are less likely to be concerned about radio content (5%).

[77] There was a change in the survey's focus from a child's use of media 'at home' in previous years to both 'at home and elsewhere' in 2014

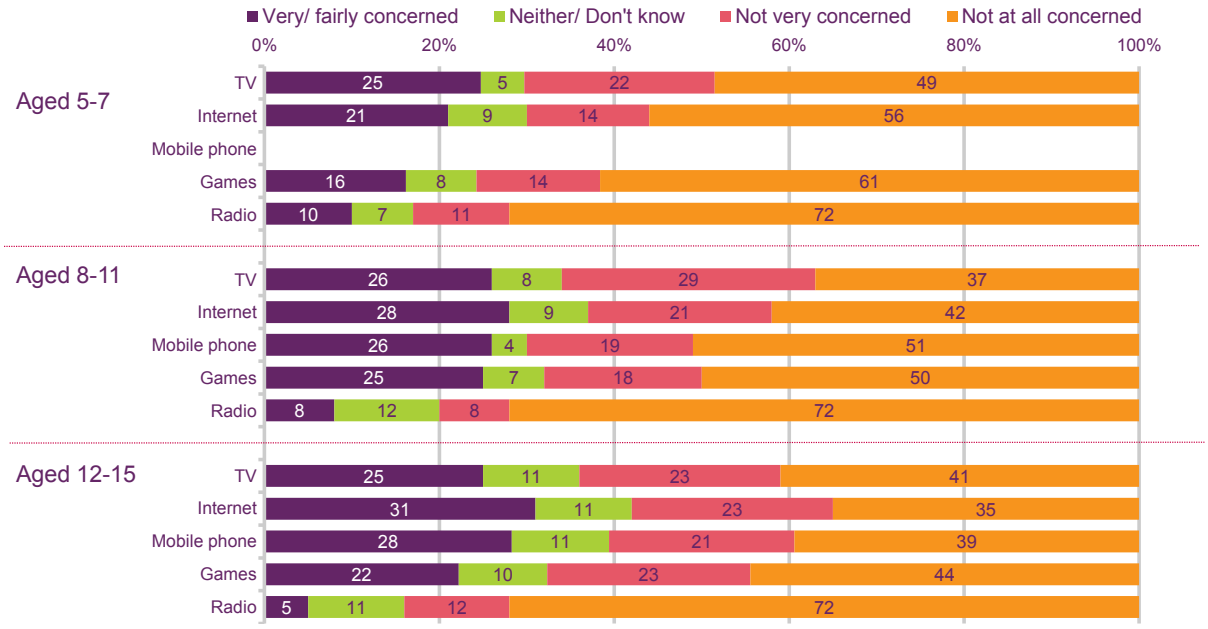
[78] The comparisons are drawn between users of each medium (at home or elsewhere), as opposed to being based on all parents irrespective of whether their child uses that medium. Among 3-4s and 5-7s there are too few mobile phone users for analysis.

Figure 84: Concerns about media content, among parents of 3-4s and 5-15s using each medium: 2014



QP17A/ QP53A/ QP61A/ QP80A/ QP24A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ internet use/ mobile phone use/ games playing/ radio listening ? (prompted responses, single coded)
Base: Parents of children whose child watches TV at home or elsewhere (702 aged 3-4, 1611 aged 5-15)/ Uses the internet at home or elsewhere (272 aged 3-4, 1402 aged 5-15)/ Has their own mobile phone (651 aged 5-15)/ Plays games at home or elsewhere (359 aged 3-4, 1399 aged 5-15)/ Listens to the radio at home or elsewhere (169 aged 3-4, 618 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 85: Concerns about media content, among parents of 5-7s, 8-11s and 12-15s using each medium: 2014



QP17A/ QP53A/ QP61A/ QP80A/ QP24A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ internet use/ mobile phone use/ games playing/ radio listening ? (prompted responses, single coded)
Base: Parents of children whose child watches TV at home or elsewhere (437aged 5-7, 585aged 8-11,589aged 12-15)/ Uses the internet at home or elsewhere (300 aged 5-7, 523 aged 8-11, 579 aged 12-15)/ Has their own mobile phone (169 aged 8-11, 463 aged 12-15)/ Plays games at home or elsewhere (357 aged 5-7, 540 aged 8-11, 502 aged 12-15)/ Listens to the radio at home or elsewhere (140 aged 5-7, 209 aged 8-11, 269 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

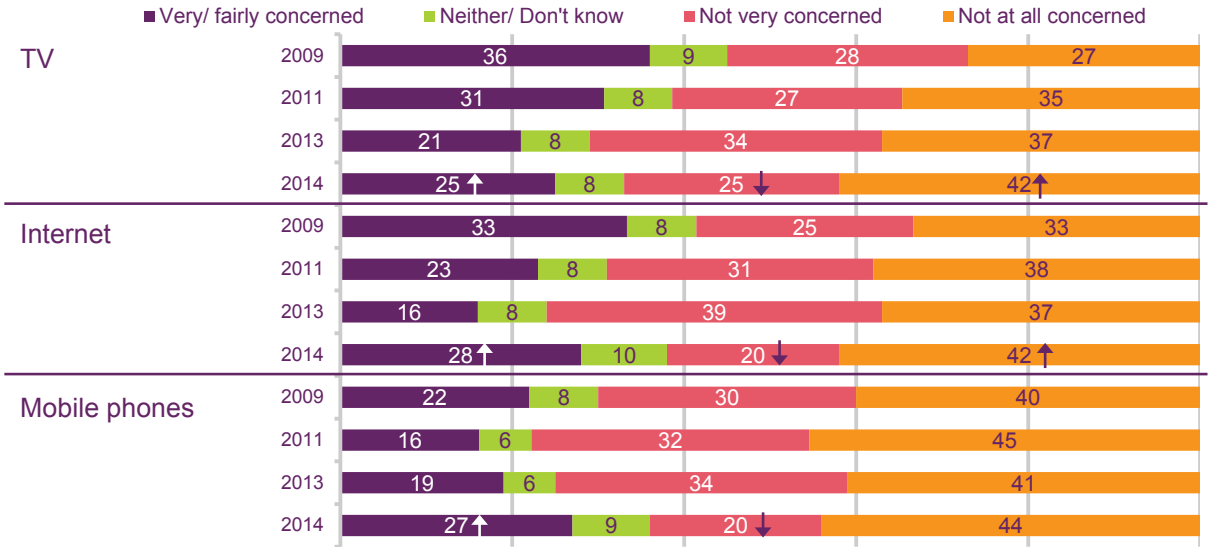
Parents appear to be more likely to be concerned about media in 2014

Figure 86 and Figure 87 show trends over time with regard to concerns about television, online, mobile, gaming and radio content, among parents of users aged 5-15. Figure 88 shows concerns among parents of users aged 3-4.

For each of the five media shown across Figure 86 and Figure 87, and for three of the four media shown in Figure 88, parents of users are now more likely than in 2013 to say they are concerned overall (very/ fairly). As shown in the Figures for 5-15s, the increase in concern in 2014 follows several years of declining concern for most of the media used by children.

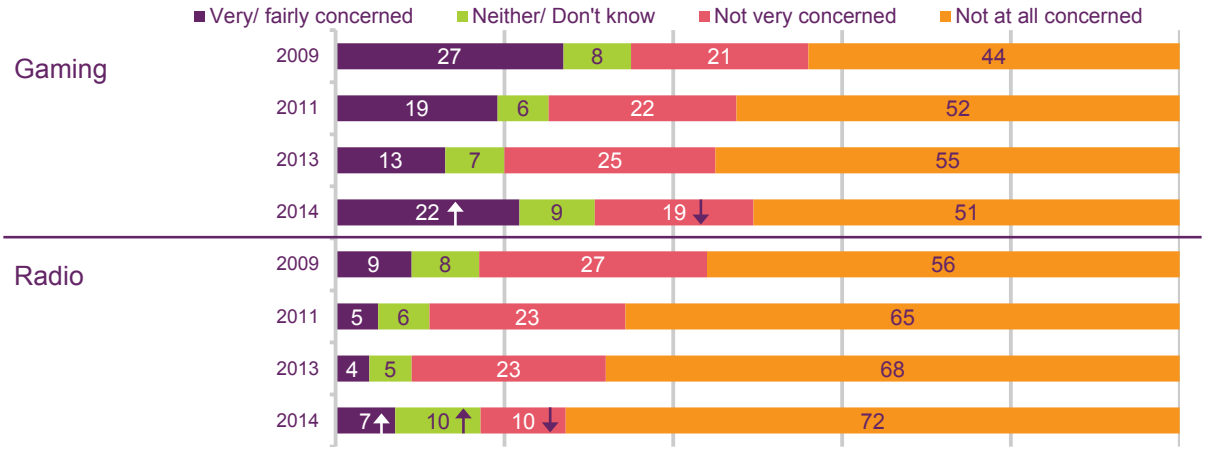
While it is likely that this increase is attributable to a change in the survey's focus from a child's use of media 'at home' in previous years to 'at home and elsewhere' in 2014, it is also possible that parents' concerns about particular aspects of their child's media use may have increased. Despite these higher levels compared to 2013, a minority of parents express concerns about the media content their child has access to.

Figure 86: Concerns about television, online or mobile phone content, among parents of 5-15s using each media type at home (2009, 2001, 2013) or elsewhere (2014)



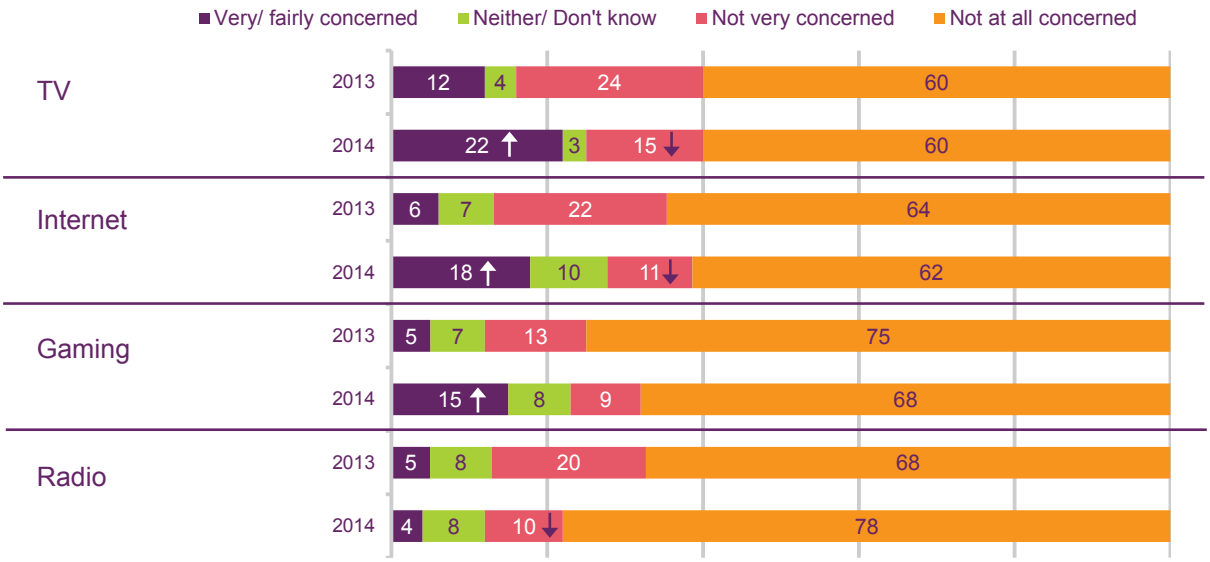
QP17A/ QP53A/ QP61A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ internet use/ mobile phone use? (prompted responses, single coded)
Base: Parents of users of each media at home or elsewhere aged 5-15 (VARIABLE BASE) – significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 87: Concerns about gaming or radio content, among parents of 5-15s using each media type at home (2009, 2011, 2013) or elsewhere (2014)



QP80A/ QP24A – Please tell me the extent to which you are concerned about these aspects of your child's games playing/ radio listening? (prompted responses, single coded) Base: Parents of users of each media at home or elsewhere aged 5-15 (VARIABLE BASE) – significance testing shows any change between 2013 and 2014 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 88: Parental concerns about media content, among parents of 3-4s using each media type at home (2013) or elsewhere (2014)



QP17A/ QP53A/ QP80A/ QP24A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ internet use/ games playing/ radio listening? (prompted responses, single coded)
Base: Parents of users of each media at home or elsewhere aged 3-4 (VARIABLE BASE) – significance testing shows any change between 2013 and 2014. NB Base for mobile phone users too low for analysis
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

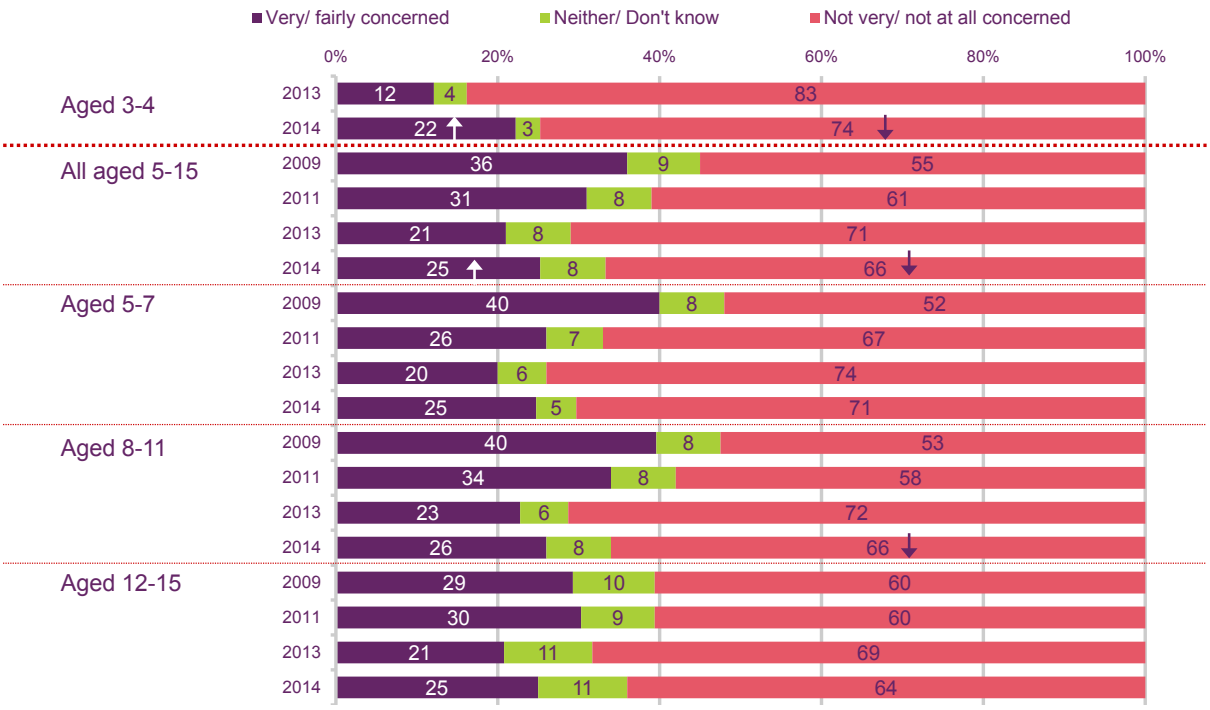
Parental concerns about television content

Most parents say they are not concerned about television content

Figure 89 shows that the increased levels of concern about television content among parents of children aged 5-15 are not evident for any particular age group. Parents of users aged 8-11 are, however, less likely to say they are not concerned (66% vs. 72%).

The incidence of concern among parents does not vary in 2014 by gender within age, or by household socio-economic group.

Figure 89: Parental concerns about television content watched at home (2009, 2011, 2013) or elsewhere (2014), by age of child



QP17A – 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 (678 aged 3-4 in 2013, 702 aged 3-4 in 2014, 2018 aged 5-15 in 2009, 1702 aged 5-15 in 2011, 1671 aged 5-15 in 2013, 1611 aged 5-15 in 2014, 567 aged 5-7 in 2009, 567 aged 5-7 in 2011, 524 aged 5-7 in 2013, 437 aged 5-7 in 2014, 764 aged 8-11 in 2009, 577 aged 8-11 in 2011, 583 aged 8-11 in 2013, 585 aged 8-11 in 2014, 558 aged 12-15 in 2011, 564 aged 12-15 in 2013, 589 aged 12-15 in 2014). Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental concerns about pre-watershed television content

Around one in five parents of 3-4s and 5-15s are concerned about what their child has seen on television, pre-watershed

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 for 2014 and 2013 (when this question was introduced) are shown in Figure 90.

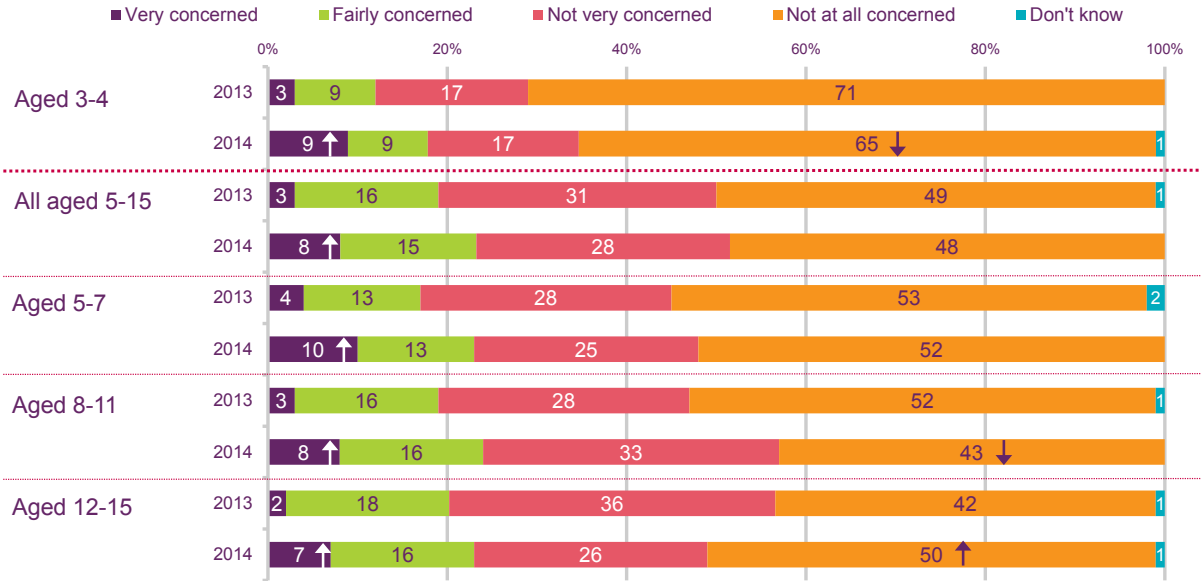
Around one in five parents of children aged 5-15 (23%) are concerned about the types of things their child has seen on pre-watershed TV, with three-quarters (76%) saying they are either not very, or not at all, concerned. Parents of 3-4s are less likely than parents of 5-15s to say they are concerned (18% vs. 23%).

Since 2013 there has been an increase for each age group in parents saying they are very concerned about the types of things their child has seen on pre-watershed TV.[79] Despite this, just one in ten, or fewer, parents of children in each age group say they are very concerned. While it is likely that the increase is attributable to a change in the survey's focus from a child's use of media 'at home' in previous years to 'at home and elsewhere' in 2014, it is also possible that parents' concerns about particular aspects of their child's media use has increased.

There are no differences by gender within age group in 2014, and one difference by socio-economic group: parents of 5-15s in C2 households are less likely to be concerned (17% vs. 23%).

[79] Please note that, as mentioned earlier, the 2014 survey defined use as use of a particular medium at home or elsewhere, whereas in previous years, use was defined as use of a particular medium at home only. While we cannot be certain, we feel that this is likely to have contributed to the increased level of concern seen in 2014 among parents of users of each medium, as they are asked to consider their child's use outside the home and/ or use through portable devices.

Figure 90: Parental concerns about pre-watershed television content: 2014



QP18 – 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 a home or elsewhere(678 aged 3-4 in 2013, 702 aged 3-4 in 2014, 1671 aged 5-15 in 2013, 1611aged 5-15 in 2014, 524 aged 5-7 in 2013, 437aged 5-7 in 2014, 583 aged 8-11 in 2013, 585aged 8-11 in 2014, 564 aged 12-15 in 2013, 589aged 12-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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 91, with the proportions rebased and expressed as a proportion of all parents whose child watches TV at home or elsewhere. Around one quarter (23%) of parents of 5-15s have concerns about what their child has seen on pre-watershed TV in the past 12 months.

Parents of 3-4s have similar levels of concerns (18%) as parents of 5-7s (23%), parents of 8-11s (24%) and parents of 12-15s (23%).

For each age group, the same two concerns are the most likely to be mentioned by parents: offensive language (13% for 3-4s, 17% for 5-7s, 15% for 8-11s and 14% for 12-15s) and sex/ sexually explicit content (9% for 3-4s, 14% for 5-7s, 13% for 8-11s and 15% for 12-15s). Parents of 3-4s and 5-7s were more likely to mention these concerns in 2014 than in 2013, as shown in Figure 91. All other concerns were expressed by one in ten (or fewer) parents of 3-4s or 5-15s whose child watches TV at home or elsewhere.

There are no differences by gender or by socio-economic group.

Figure 91: Types of concern about pre-watershed television content, by age: 2014

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	18% ↑ (+7)	23% ↑ (+4)	23% ↑ (+6)	24%	23%
Offensive language	13% ↑ (+7)	15% ↑ (+4)	17% ↑ (+8)	15%	14%
Sex/ sexually explicit content	9% ↑ (+5)	14% ↑ (+4)	14% ↑ (+7)	13%	15%
Generally unsuitable content of a sexual nature/sexually provocative	7% ↑ (+5)	9%	11% ↑ (+6)	9%	9%
Unsuitable content for younger people/ children	6%	9% ↑ (+3)	11% ↑ (+5)	10% ↑ (+4)	7%
Violence (in general)	6%	8%	7%	8%	7%
Overtly sexual performances	4% ↑ (+2)	7% ↑ (+3)	6% ↑ (+4)	7% ↑ (+3)	8% ↑ (+4)
Unsuitable content aired pre-watershed	3%	7% ↑ (+3)	7% ↑ (+4)	8% ↑ (+4)	6%
Nakedness/ naked bodies	5% ↑ (+3)	6% ↑ (+3)	7% ↑ (+5)	6%	6% ↑ (+3)
Portrayal of anti-social behaviour	3%	5%	4%	5%	6%
Glamorisation of certain lifestyles	1%	4%	2%	4%	6%
Makes me feel embarrassed/ don't feel comfortable watching with other adults	2%	4% ↑ (+3)	4% ↑ (+3)	3% ↑ (+2)	4%
Makes me feel embarrassed/ don't feel comfortable watching with children	2%	3% ↑ (+2)	3%	3%	3% ↑ (+2)
Lack of respect towards adults	2% ↑ (+2)	3%	3%	2%	3%
Negative portrayal of women	2%	3% ↑ (+2)	2%	2%	3% ↑ (+2)
Discriminatory treatment/ portrayal of people	2% ↑ (+2)	2%	2%	2%	3%
Invasion of privacy/ not respecting people's privacy	1% ↑ (+1)	2% ↑ (+1)	2% ↑ (+2)	1%	2% ↑ (+2)

QP19 - 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? concerned about pre-9pm TV content child watches (Spontaneous responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home
Base: Parents whose child watches TV at home or elsewhere (702aged 3-4, 1611aged 5-15, 437aged 5-7, 585aged 8-11, 589aged 12-15) – significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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 92, 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 7% of parents of 5-15s were concerned by five types of TV programmes: soaps (7%), reality programmes (7%), films (7%), drama (6%) and music

videos (5%). These five types are the top five programmes types of concerns for each age group among parents of 5-15s.

Among parents of 5-15s, there is one difference by gender: parents of girls are more likely than parents of boys to be concerned about soaps (9% vs. 6%). There are no differences by socio-economic group.

Figure 92: Types of television programmes that concern parents whose child watches TV: 2014

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	18%↑ (+7)	**23%** (+4)	23%↑(+6)	24%	23%
Soaps	4%	**7%**	7%	7%	8%
Reality programmes	3%	**7%**	4%	7%	8%
Films	5%	**7%**	5%	7%	8%
Dramas	4%	**6%↑(+2)**	5%	6%	7%
Music videos	2%	**5%↑**(+2)	6%↑(+3)	4%	5%
Programme trailers	1%	**3%**	3%	2%	4%↑(+3)
Documentaries	3%	**3%**	3%	3%	3%
Children's programmes	2%	**3%**	4%	4%	1%
News programmes	3%	**3%**	3%	3%	2%
Talent shows	1%	**2%**	1%	2%	2%
Current affairs programmes	1%	**2%**	2%	1%	2%
General entertainment (including quiz shows)	1%	**2%↑** (+1)	1%	1%	2%
Magazine style shows	1%↑ (+1)	**1%**	1%	1%	1%
Sports programmes	0% ↓(-1)	**1%**	1%	1%	0%↓(-1)

QP20 - 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
Base: Parents whose child watches TV at home or elsewhere (702aged 3-4, 1611aged 5-15, 437aged 5-7, 585aged 8-11, 589aged 12-15) – significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental attitudes towards the internet

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

Most parents trust their child to use the internet safely

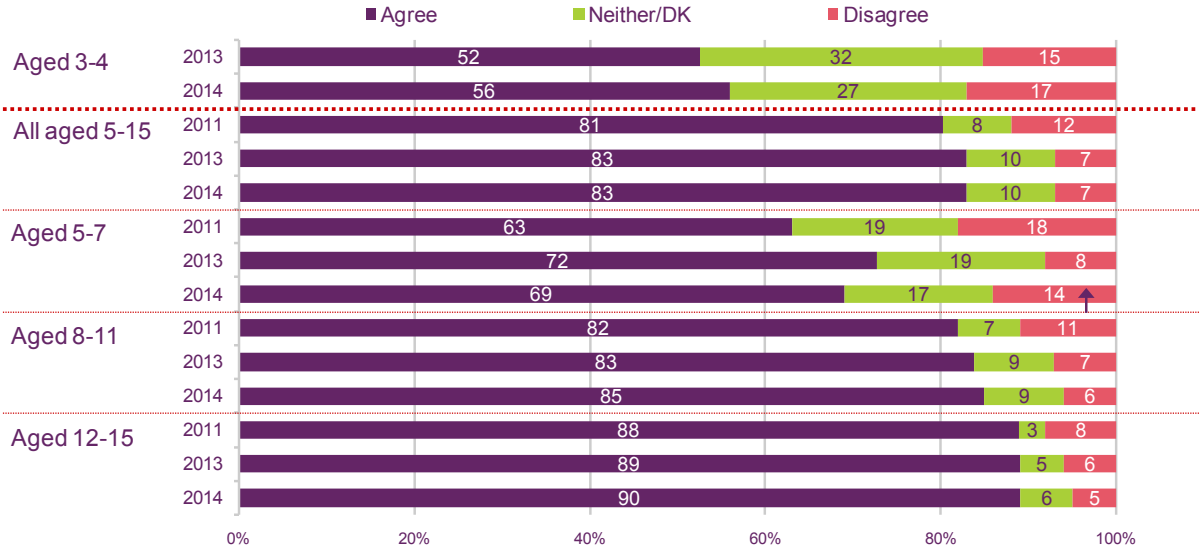
Figure 93 shows that the majority of parents continue to agree with the statement: "I trust my child to use the internet safely" (83%), unchanged since 2013. Slightly less than one in ten parents of all 5-15s (7%) disagree. Parents' agreement that they trust their child increases with each age group, as was the case in 2011 and 2013.

While the majority of parents of 3-4s agree (56%), they are much less likely to agree, than parents of 5-7s, 8-11s and 12-15s.

In 2014, as in 2013, there are no differences in the extent of agreement by gender within age, or among parents of 5-15s by socio-economic group.

There has been no change in the extent of agreement for any age group of child, compared to 2013. Compared to 2013, parents of 5-7s are now more likely to disagree (14% vs. 8%).

Figure 93: Parental agreement – "I trust my child to use the internet safely", among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP49B – 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 use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

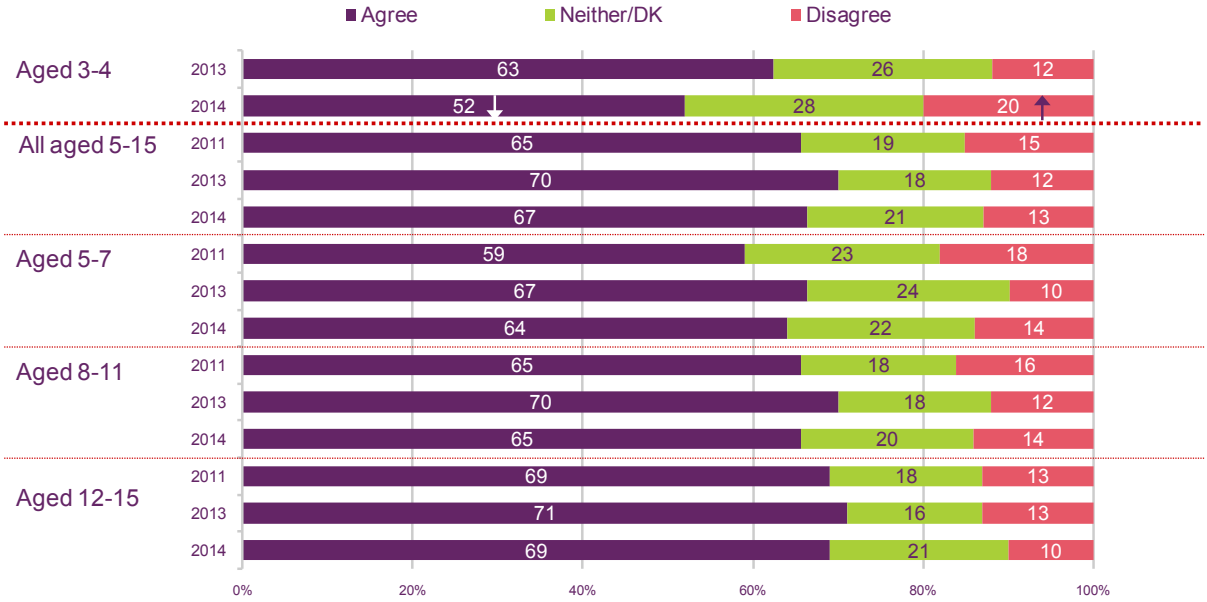
The majority of parents continue to feel that the benefits of the internet outweigh the risks

The majority of parents of 5-15s who go online at home or elsewhere agree with this statement (67%), while around one in eight (13%) disagree. In 2014, as in 2013, there is no variation in level of agreement by the age of the child as shown in Figure 94. Half of parents of 3-4s who go online also agree with this statement, a decrease since 2013 (52% vs. 63%), while one in five disagree, an increase since 2013 (20% vs. 12%).

There has been no change in the levels of agreement for any age group of children aged 5-15 compared to 2013.

In 2014 there are no differences by gender among parents of children aged 5-15. Those in AB households are more likely than all parents of 5-15s to agree (76% vs. 66%).

Figure 94: Parental agreement – "The benefits of the internet for my child outweigh any risks", among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP49A– 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 use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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

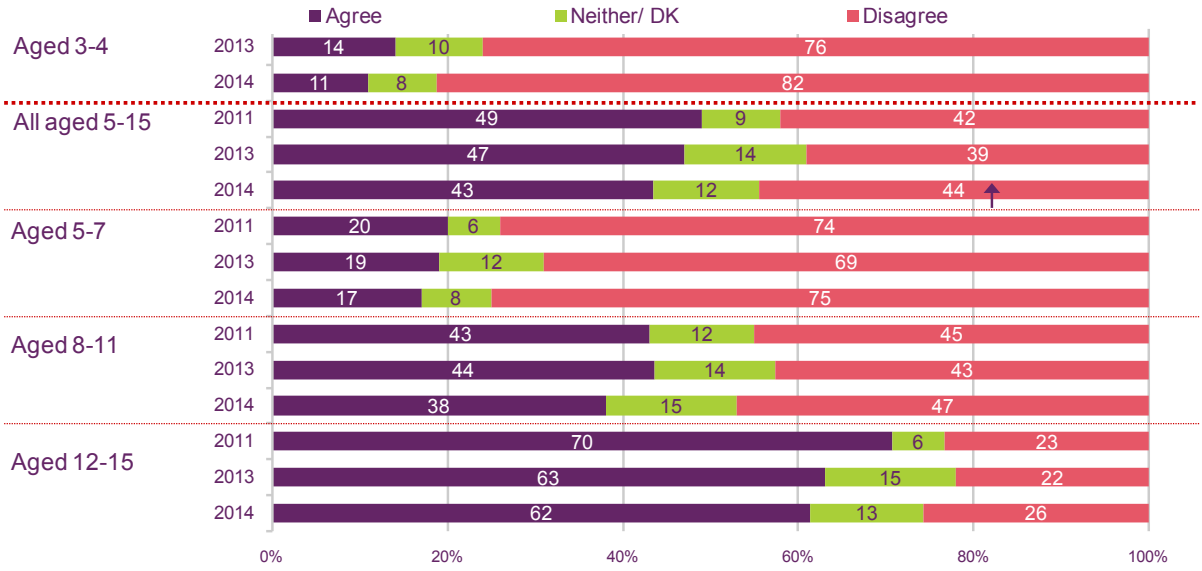
As shown in Figure 95, around four in ten parents of a child aged 5-15 who goes online (43%) agree with the statement: "My child knows more about the internet than I do", while a similar proportion (44%) disagree. Agreement increases with each age group of 5-15s, with around one in five parents of a 5-7 year-old agreeing (17%), compared to four in ten parents of an 8-11 year-old (38%) and six in ten parents of 12-15s (62%).

One in ten (11%) parents of children aged 3-4 also agree with this statement, with eight in ten (82%) disagreeing.

There is one change compared to 2013: parents of 5-15s are now more likely to disagree (44% vs. 39%), but there is no change in the level of agreement for any age group.

In 2014, there are no differences by gender for any age group within 5-15s. As in 2013, parents of children aged 5-15 in AB households are less likely to agree, compared to all parents (35% vs. 43%). Parents in DE households are more likely than all parents to agree (55% vs. 43%).

Figure 95: Parental agreement – "My child knows more about the internet than I do", among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP49C- 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 use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

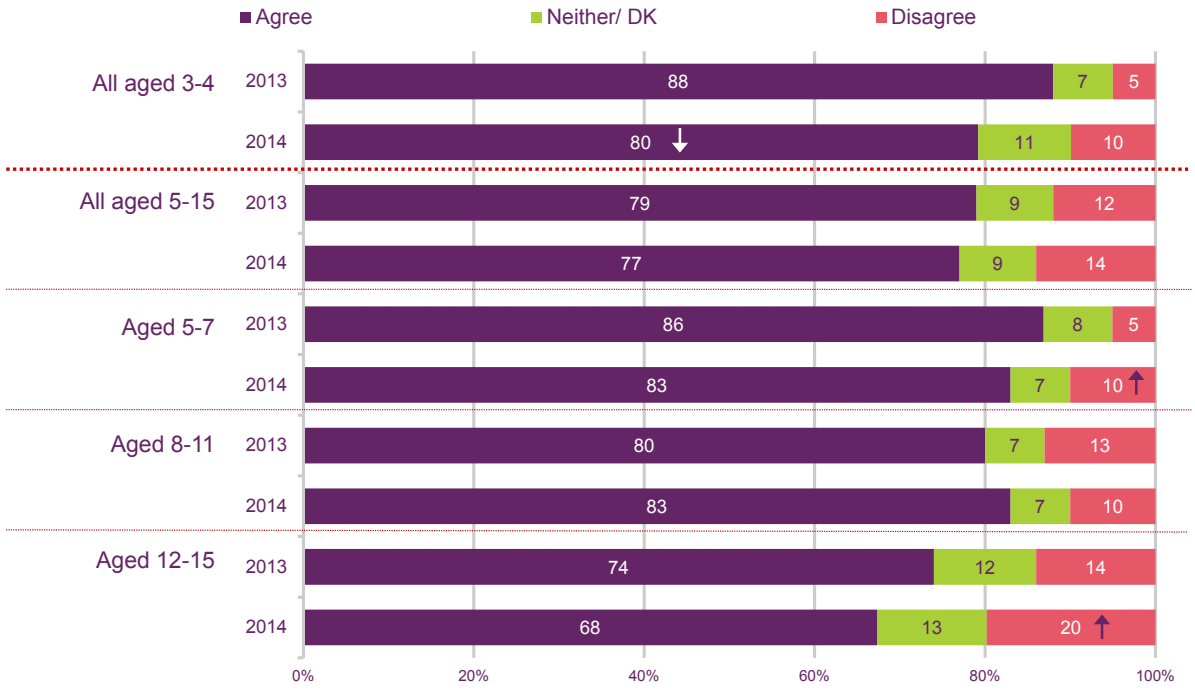
One in five parents of 12-15s feel they don't know enough to help their child to manage online risks

In 2014, parents of children aged 3-4 or aged 5-15 who go online at home or elsewhere 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 96 alongside responses to the statement "I feel I know enough to help my child to stay safe online" from 2013, as given by parents of children in each age group who go online at home.

In 2014, three-quarters (77%) of parents of 5-15s who go online agree with this statement, with parents of 5-7s and 8-11s (both 83%) more likely to agree than parents of 12-15s (68%). Eight in ten parents of 3-4s who go online agree with it (80%), in line with parents of 5-7s and 8-11s (83%). Around one in seven (14%) parents of 5-15s disagree (either strongly or slightly) that they know enough to help their child to manage online risks, with higher disagreement among parents of 12-15s (20%).

In 2014, there is one difference by gender within age: parents of 12-15 year old boys are more likely to disagree with this statement than parents of 12-15 year old girls (24% vs. 15%). Parents of 5-15s in the AB socio-economic group who go online are more likely to agree (82% vs. 77%) while those in DE households are less likely (70% vs. 77%).

Figure 96: Parental agreement – "I feel I know enough to help my child to manage online risks*", among those whose child goes online at home (2013) or elsewhere (2014), by age



QP49E –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)
*In 2013, this question referred to 'I feel I know enough to help my child to stay safe online'
Base: Parents of children who use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 497 aged 8-11 in 2013, 523 aged 8-11 in 2014, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

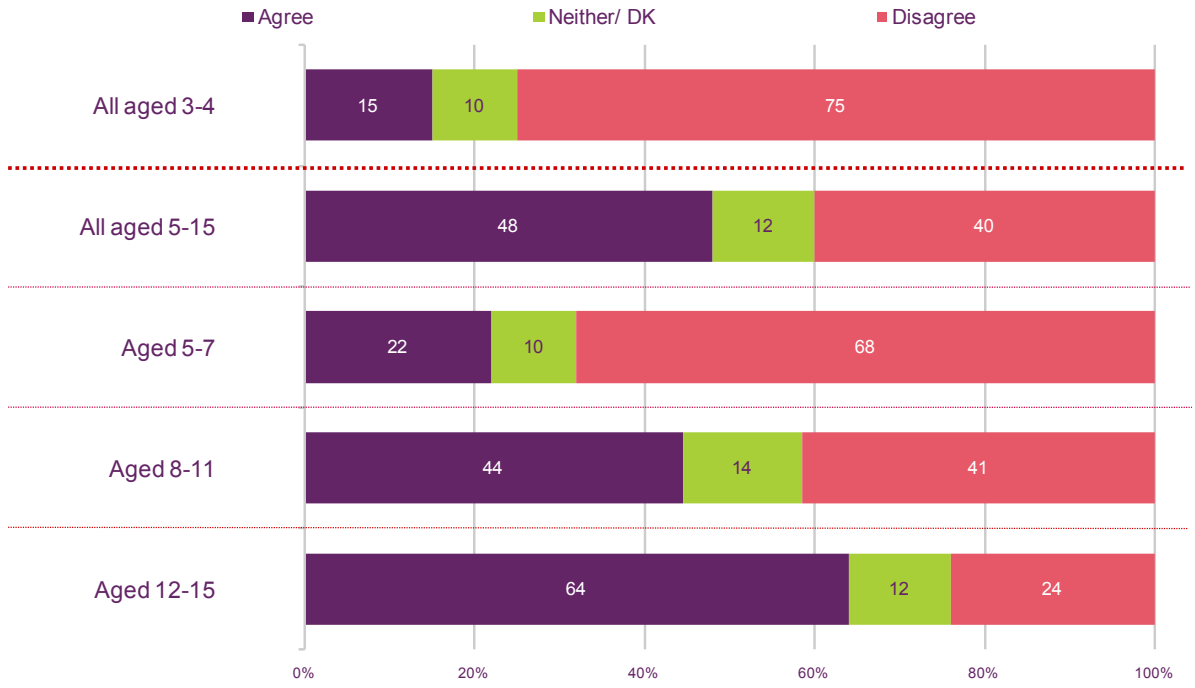
Most parents of 12-15s have learned about new things online from their child

For the first time in this survey, in 2014 parents of children aged 3-4 or aged 5-15 who go online at home or elsewhere were asked the extent to which they agreed that: "My child shows me new things online and I learn from them".

Figure 97 shows the proportion agreeing with this statement increases with each age group; accounting for one in seven parents of 3-4s (15%), one in five for 5-7s (22%), around four in ten for 8-11s (44%) and two-thirds for 12-15s (64%). Most parents of younger users disagree; whether 3-4s (75%) or 5-7s (68%).

There is one difference by gender within age: parents of 5-7 year old girls are more likely to agree with this statement than parents of 5-7 year old boys (27% vs. 16%). No particular socio-economic group is more likely to agree with this statement.

Figure 97: 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



QP49D – 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 use the internet at home or elsewhere (272 aged 3-4 in 2014, 1402 aged 5-15 in 2014, 300 aged 5-7 in 2014, 523 aged 8-11 in 2014, 579 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

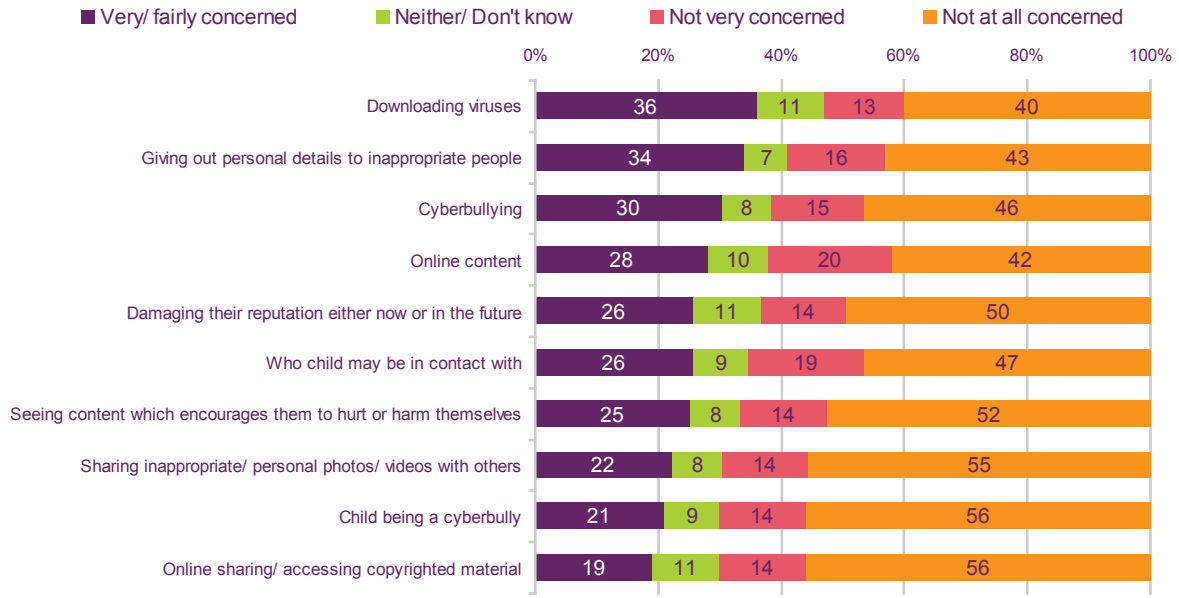
Parental concerns about the internet

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

Figure 98 below summarises – in ranked order - the ten concerns that parents of 5-15s who use the internet at home or elsewhere were asked about. Subsequent Figures in this section show each of these ten concerns among parents of 3-4s, 5-7s, 8-11s and 12-15s

Among all parents of 5-15s, around one-third are concerned either about their child downloading viruses (36%) or giving out details to inappropriate people (34%). Around three in ten are concerned about their child being bullied (30%) or the content of the websites their child visits (28%). Around one-quarter are concerned about their child damaging their reputation (26%), whom their child may be in contact with online (26%) or their child seeing content online that encourages them to harm themselves (25%). Around one in five parents are concerned about their child sharing inappropriate or personal photos or videos with others online (22%), their child potentially being a cyber-bully (21%) or about any illegal online sharing or accessing of copyrighted material (19%).

Figure 98: Parental concerns about aspects of their child's internet use among 5-15s: 2014



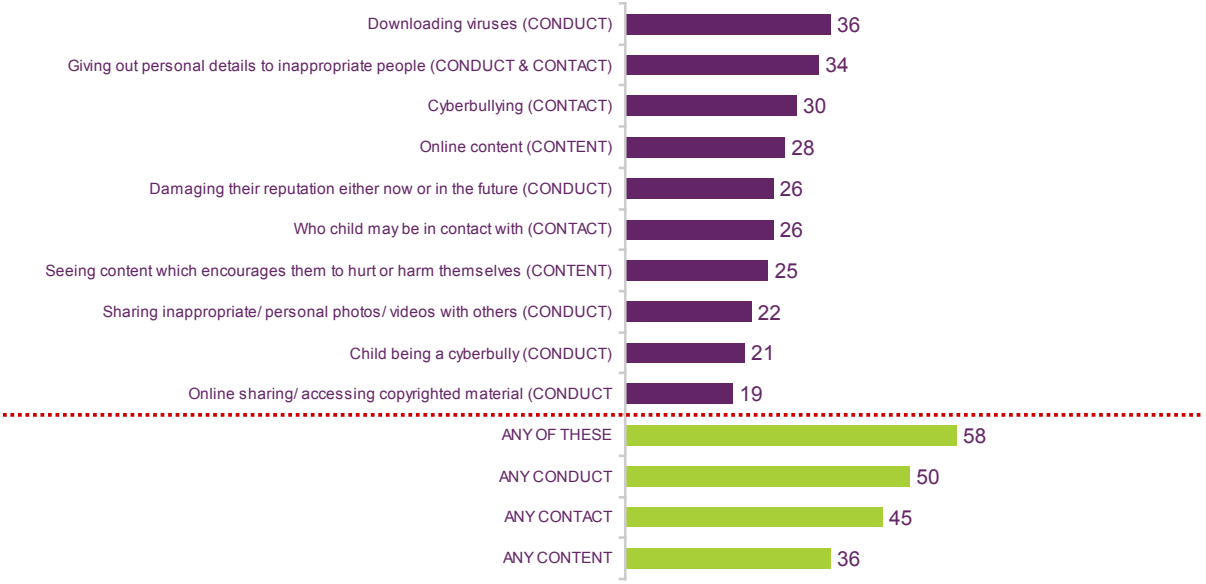
P53A/C-K – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded)
Base: Parents of children who use the internet at home (1402 aged 5-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 99 looks at the same ten concerns among parents of 5-15s who go online at home or elsewhere, but assigns each of the ten to one or more of three types of concern[80]: 'conduct' (six of the ten), 'contact' (three of the ten) or 'content' (two of the ten).

[80] In her 2008 report for Government: *Safer Children in a Digital World* Tanya Byron used this risk categorisation model developed by the EU Kids Online project (Hasenbrink, Livingstone, et al, 2007). These categories of risk are also used in the 2014 Ofcom *Report on Internet Safety Measures* http://stakeholders.ofcom.org.uk/binaries/internet/internet-safety-measures.pdf

Around six in ten (58%) parents of 5-15s are concerned about any of the ten aspects of their child's online activities. This overall summary measure of concern increases with the age of the child; accounting for 44% of parents of 5-7s, 57% of parents of 8-11s and 65% of parents of 12-15s. There are no differences in the overall level of concern by the gender of the child among parents of 5-15s, but those in AB socio-economic groups are more likely than all parents of 5-15s to have any concerns (66% vs. 58%) and in particular, concerns about content (44% vs. 36%).

Figure 99: Parental concerns about aspects of their child's internet use, 5-15s: 2014



QP53A/C-K – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded) – NB showing total concern
Base: Parents of children who use the internet at home (1402 aged 5-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

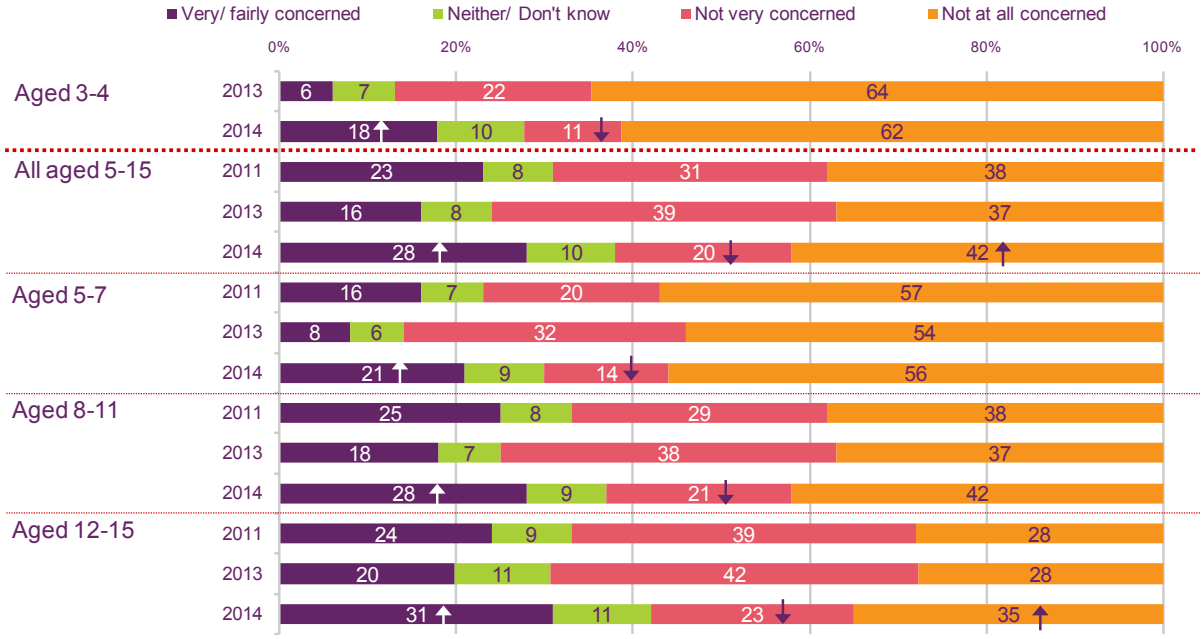
One-quarter of parents of 5-15s (26%) are concerned about whom their child is in contact with online

Parents of children aged 3-4 or 5-15 who use the internet at home or elsewhere 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 100 and Figure 101.

Figure 100 shows an increase since 2013 in the proportion of parents who are concerned about the content of websites their child visits. While it is likely that this increase is attributable to a change in the survey's focus from a child's use of media 'at home' in previous years to both 'at home and elsewhere' in 2014, it is also possible that parents' concerns about particular aspects of their child's media use may have increased, as access and use of mobile devices has increased. Levels of concern in 2014 are broadly similar for the two younger age groups (18% for 3-4s and 21% for 5-7s) and the two older age groups (28% for 8-11s and 31% for 12-15s).

Concerns about online content do not differ by the gender of the child aged 8-15 or the household socio-economic group.

Figure 100: Parental concerns about online content among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP53A – 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 that they visit (prompted responses, single coded)
Base: Parents of children who use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

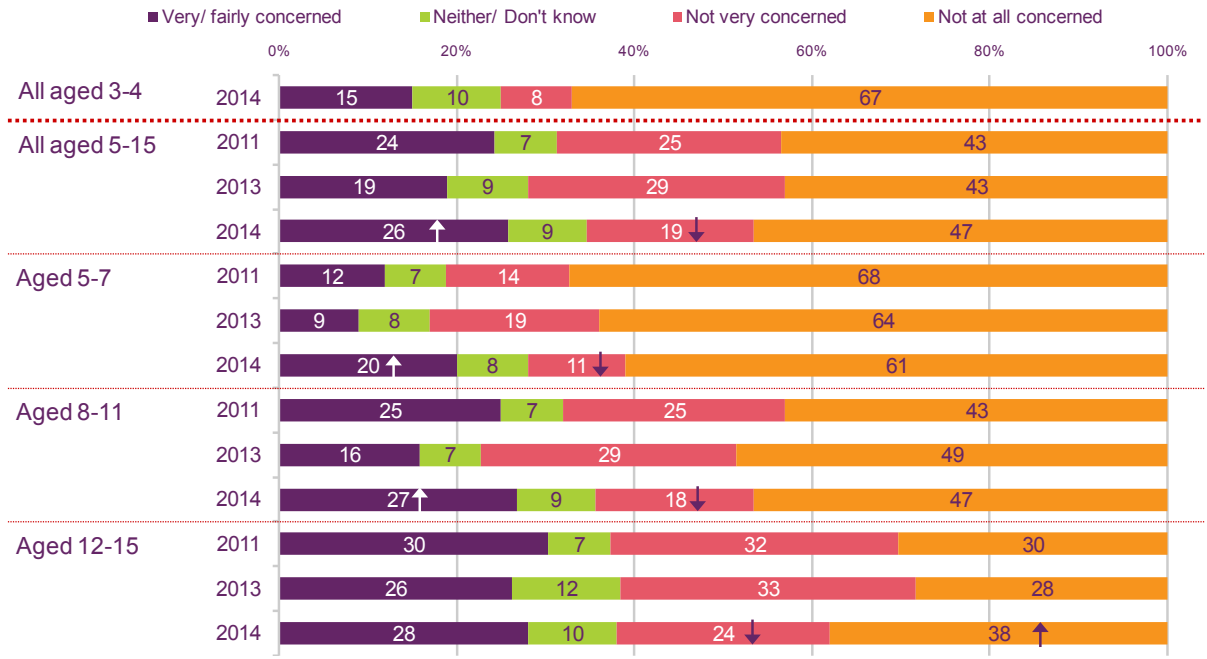
A quarter of parents of 5-15s (26%) are concerned about whom their child is in contact with online; similar to the proportion concerned about the content of the websites their child visits (28%). As with concerns about content, concerns about whom the child is in contact with are more prevalent among parents of children aged 8-11 (27%) or 12-15 (28%) than those aged 3-4 (15%) or 5-7 (20%).

As shown in Figure 101, parental concerns about whom the child may be in contact with online have increased since 2013.[81]

Concerns about whom their child may be in contact with online do not vary by gender within age, nor are there any differences by household socio-economic group.

[81] Please see footnote 77

Figure 101: Parental concerns about who their child may be in contact with online among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP53C – 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 use the internet at home or elsewhere (272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

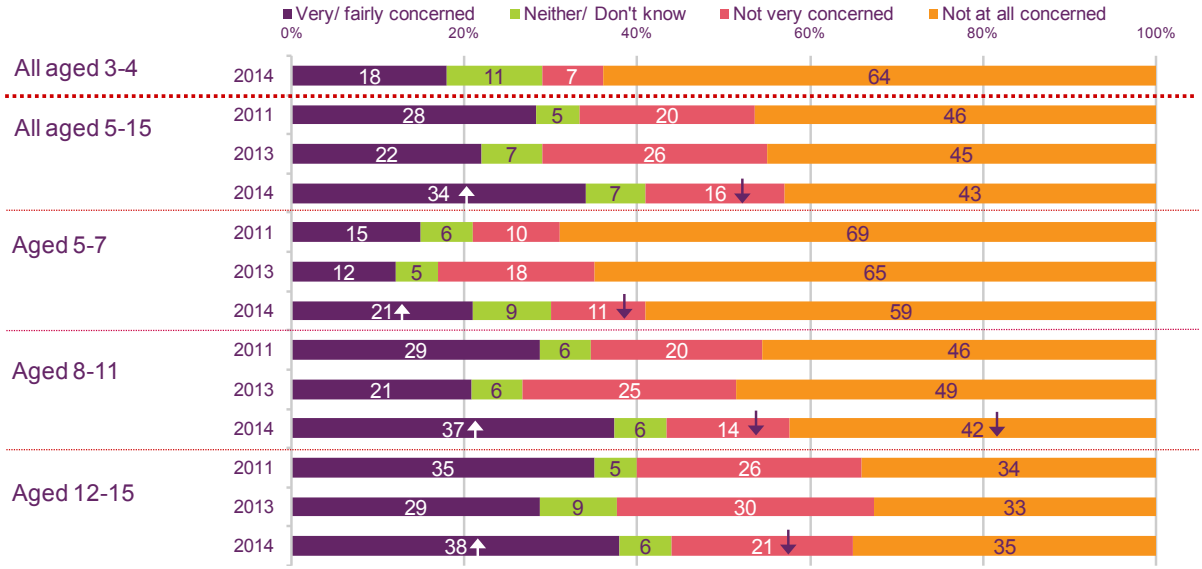
One-third of parents of children aged 5-15 are concerned that their child may be giving out personal details to inappropriate people

Parents of 5-15s who use the internet at home or elsewhere were also asked how concerned they were about their child giving out personal information online to inappropriate people, as shown in Figure 102.

One-third (34%) of parents of children aged 5-15 who use the internet at home or elsewhere are concerned that their child may be giving out personal details to inappropriate people. Levels of concern in 2014 are broadly similar for the two younger age groups (18% for 3-4s and 21% for 5-7s), and for the two older age groups (37% for 8-11s and 38% for 12-15s). Levels of concern appear to be higher than in 2013.[82] In 2014, there are no differences by gender within age, or by household socio-economic group, for parents of 5-15 year olds.

[82] Please see footnote 77

Figure 102: Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



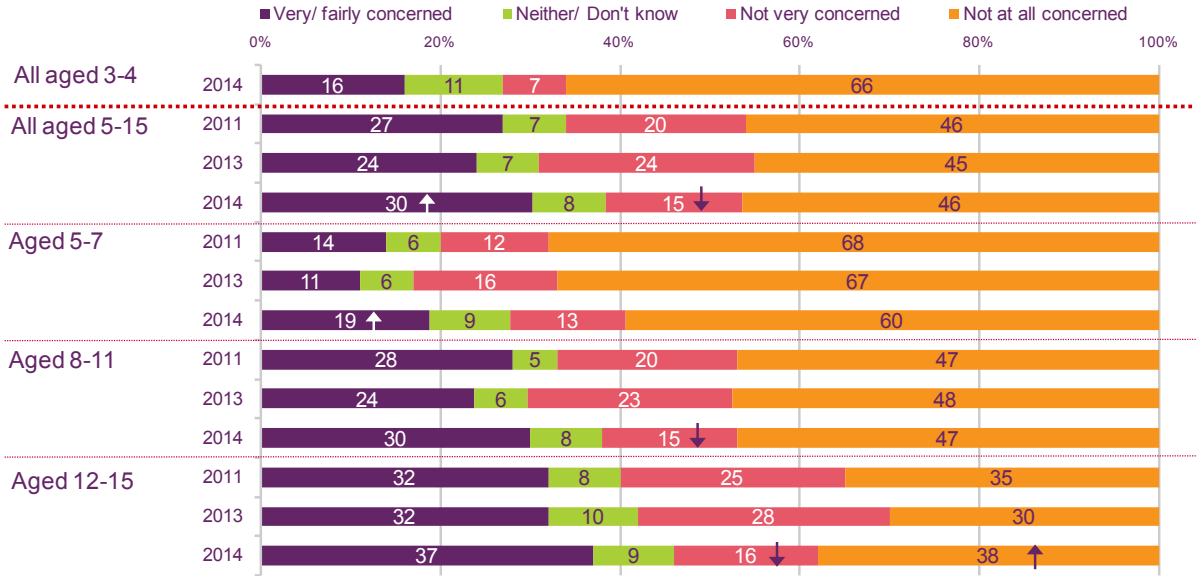
QP53F – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (prompted responses, single coded)
Base: Parents of children who use the internet at home or elsewhere (272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Around one in three parents of 5-15s are concerned about cyber-bullying

Levels of parental concern about cyber-bullying are similar to levels of parents' concern about their child giving out personal details online, at around one in three (30%) of parents of 5-15s . As shown in Figure 103, concern about cyberbullying increases with the age of the child, accounting for one in six parents of 3-4s (16%), one in five parents of 5-7s (19%), one in three parents of 8-11s (30%) and four in ten parents of 12-15s (37%).

There are no differences by gender among parents of 5-15s, and one difference by socio-economic group: parents in AB households are more likely than parents of all 5-15s (39% vs. 30%) to be concerned about cyberbullying.

Figure 103: Parents' concerns about their child and cyber-bullying, among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP53G- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them being bullied online/ cyberbullying (prompted responses, single coded)
Base: Parents of children who use the internet at home or elsewhere (272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

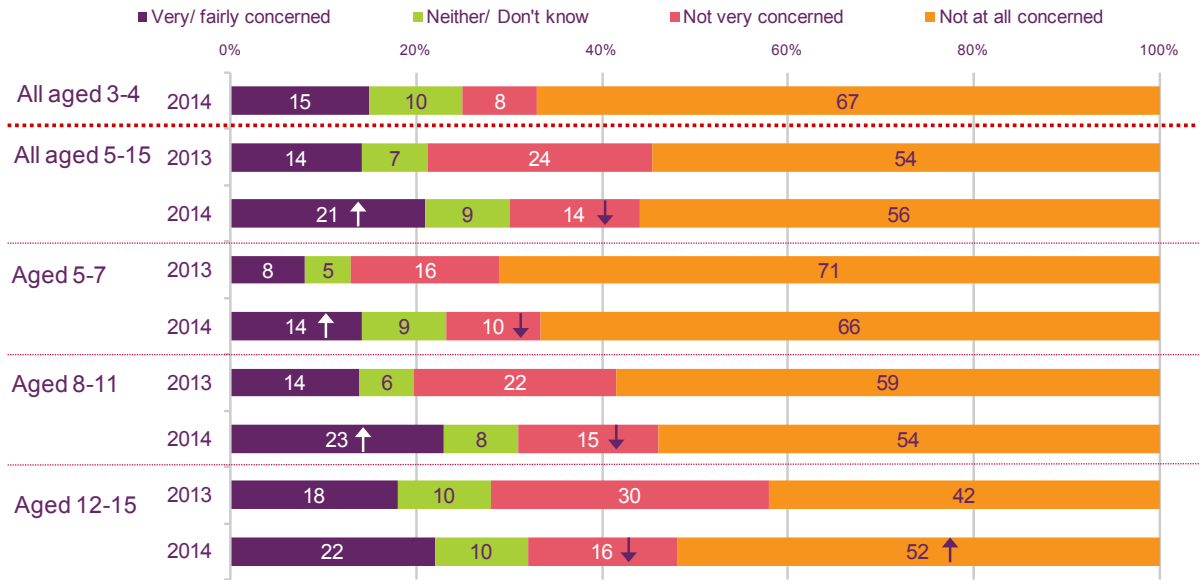
Parents are also asked about the extent to which they are, or are not, concerned about the possibility of their child bullying others online. Figure 104 shows that one in five (21%) parents of 5-15s say they are concerned. As in 2013, parents are less likely to be concerned about their child bullying others (21% of parents of 5-15s) than their child being bullied online (30% of parents of 5-15s).

Levels of concern in 2014 are broadly similar for the two younger age groups (15% for 3-4s and 14% for 5-7s) and the two older age groups (23% for 8-11s and 22% for 12-15s). Levels of concern appear to be higher than in 2013.[83]

There are no differences in extent of concern by gender within age or by socio-economic group.

[83] Please see Footnote 79

Figure 104: Parents' concerns about their child bullying others online, among those whose child goes online at home (2013) or elsewhere (2014), by age



QP53H- 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 use the internet at home or elsewhere (272 aged 3-4 in 2014, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 497 aged 8-11 in 2013, 523 aged 8-11 in 2014, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Four in ten parents of 12-15s are concerned about their child downloading viruses

Parents of 5-15s who use the internet at home or elsewhere were asked how concerned they were about their child doing illegal online sharing or accessing copyrighted material.[84] They were also asked about their child downloading viruses or other harmful software as a result of their online activity. Findings are shown in Figure 105 and Figure 106.

In 2014 around one in three parents of 5-15s (36%) 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 (36%) and 12-15s (41%) than among parents of 3-4s (22%) or 5-7s (25%).

Levels of concern appear to be higher than in 2013[85]. There are no differences in extent of concern by gender within age or by socio-economic group.

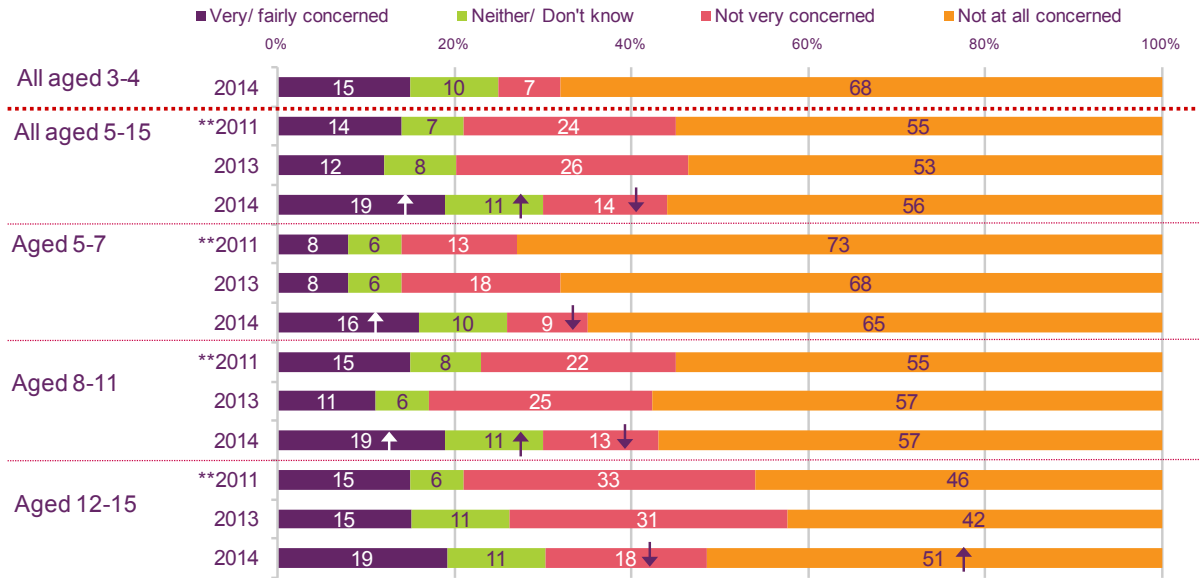
In 2014 around one in five parents of 5-15s (19%) are concerned about their child illegally sharing or accessing copyrighted material; with no difference for any age group within 5-15s. One in seven (15%) parents of 3-4s who go online are concerned about their child illegally sharing or accessing copyrighted material.

As with most of the other areas of parental concern that were asked about, a majority of parents in each age group say they are not concerned about this activity.

[84] Prior to 2013 this question asked about any illegal downloading / downloading of copyrighted material.
[85] Please see footnote 77

Levels of concern appear to be higher than in 2013 [86]. There are no differences in extent of concern by gender within age or by socio-economic group.

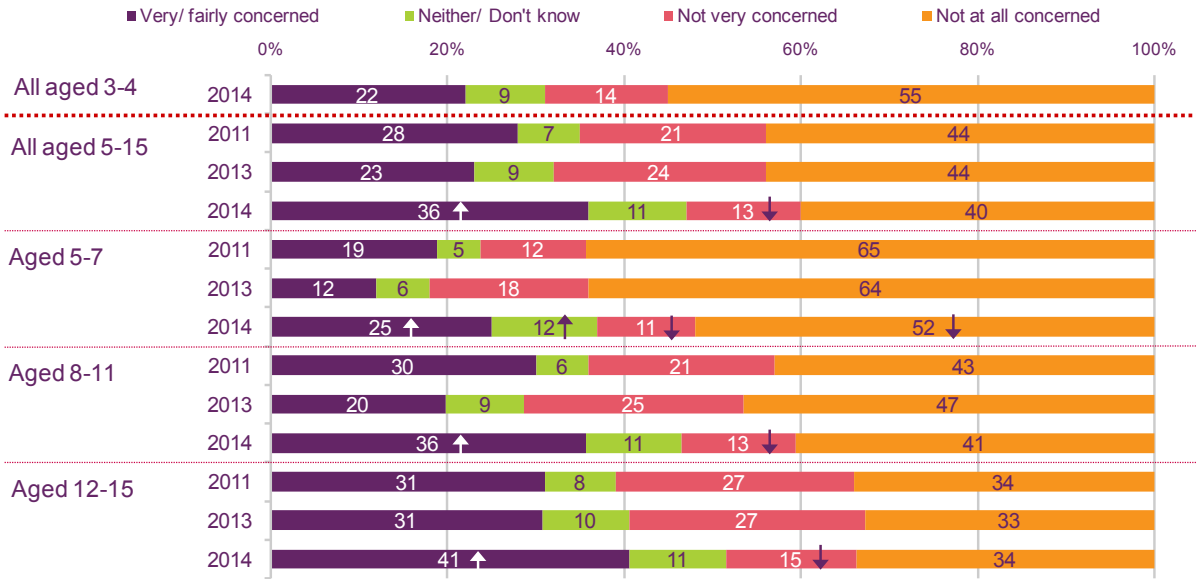
Figure 105: Parents' concerns about their child and online sharing/ accessing copyrighted material, among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP53D– 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 2011 this question asked about any illegal downloading or downloading of copyrighted material (prompted responses, single coded)
Base: Parents of children who use the internet at home or elsewhere (272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

[86] Please see footnote 77

Figure 106: Parents' concerns about their child downloading viruses, among those whose child goes online at home (2011, 2013) or elsewhere (2014), by age



QP53E - 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 installed on the PC as a result of what they do online (prompted responses, single coded)
Base: Parents of children who use the internet at home or elsewhere (272 aged 3-4 in 2014, 1421 aged 5-15 in 2011, 1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 496 aged 8-11 in 2011, 497 aged 8-11 in 2013, 523 aged 8-11 in 2014, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Three new questions were added in 2014, asking parents of children aged 3-4 and 5-15 about the extent of any concern about aspects of their child's online activities.

One in five (22%) parents of 5-15s who go online are concerned about their child sharing inappropriate or personal photos or videos with others, as shown in Figure 107.

Levels of concern are broadly similar for the two younger age groups (14% for 3-4s and 16% for 5-7s) and the two older age groups (23% for 8-11s and 25% for 12-15s), and most parents are not concerned about this aspect of their child's online activities.

There are no differences in extent of concern by gender within age or by socio-economic group.

Figure 107: Parents' concerns about their child sharing inappropriate or personal photos/ videos with others, by age

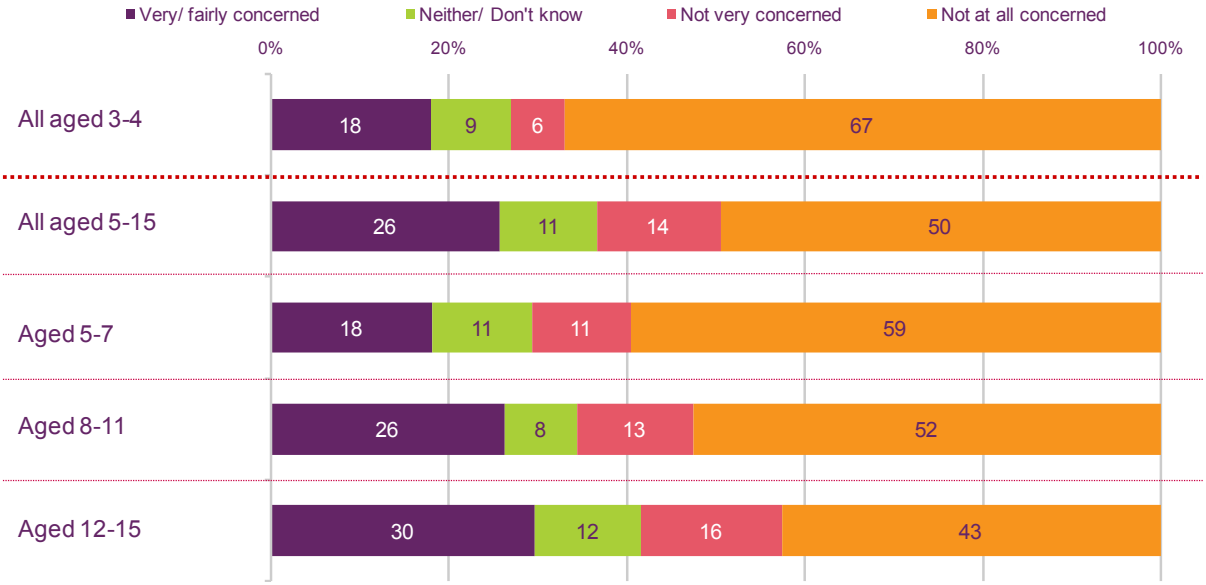
QP53I - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Sharing of inappropriate or personal photos/ videos with others (prompted responses, single coded)
Base: Parents of children who use the internet at home or elsewhere (272 aged 3-4 in 2014, 1402 aged 5-15 in 2014, 300 aged 5-7 in 2014, 523 aged 8-11 in 2014, 579 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

One-quarter (26%) 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 108.

Again, levels of concern are broadly similar for the two younger age groups (18% for 3-4s and for 5-7s) and the two older age groups (26% for 8-11s and 30% for 12-15s), and most parents are not concerned about this aspect of their child's online activities.

There are no differences in extent of concern by gender within age or by socio-economic group.

Figure 108: Parents' concerns about their child damaging their reputation, by age



QP53J - 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 use the internet at home or elsewhere (272 aged 3-4 in 2014, 1402 aged 5-15 in 2014, 300 aged 5-7 in 2014, 523 aged 8-11 in 2014, 579 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

One in four parents are concerned about their child seeing content which encourages them to harm themselves

One-quarter (25%) of parents of 5-15s who go online are concerned about their child seeing content which encourages them to harm themselves, as shown in Figure 109.

Concern is at a similar level across the age groups; accounting for around one in five parents of 3-4s (21%) and 5-7s (22%) and around one quarter of parents of 8-11s (27%) and 12-15s (26%).

There are no differences in extent of concern by gender within age. There is one difference by socio-economic group; parents in C2 households are more likely than parents of all 5-15s to say they are not concerned (73% vs. 66%).

Figure 109: Parents' concerns about their child seeing content which encourages them to harm themselves, by age

QP53K - 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 harm themselves
Base: Parents of children who use the internet at home or elsewhere (272 aged 3-4 in 2014, 1402 aged 5-15 in 2014, 300 aged 5-7 in 2014, 523 aged 8-11 in 2014, 579 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental concerns about mobile phones

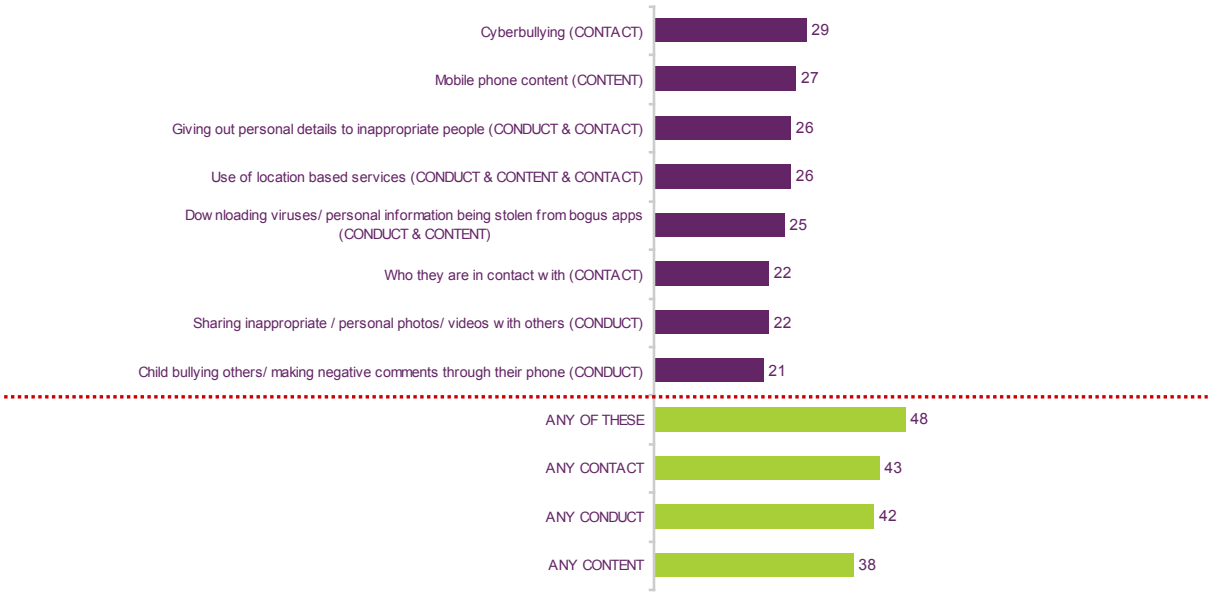
A minority of parents express concerns relating to their child's mobile phone use

Figure 110 below shows the eight areas of concern that we explored with parents of children aged 5-15 who have their own mobile phone. Subsequent Figures in this section cover these concerns individually, by age group[87]. In Figure 110 each of the eight concerns has been assigned to one or more of three categories: conduct (five of the eight), contact (four of the eight) or content (three of the eight).

Around half (48%) of parents of 5-15s are concerned about any of these aspects of their child's mobile phone use. This overall summary measure of concern does not vary between parents of 8-11s or 12-15s, by the gender of the child for 12-15s, or by household socio-economic group across all 5-15s. There is also no variation for the three types of concern by age, gender or socio-economic group.

[87] Low base sizes prevent analysis for mobile phone users aged 3-4 and aged 5-7

Figure 110: Parents' concerns about aspects of their child's mobile phone use, 5-15s: 2014



QP61A/C/E-J – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use (prompted responses, single coded) – NB showing total concern
Base: Parents of children whose child has their own mobile phone (651 aged 5-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

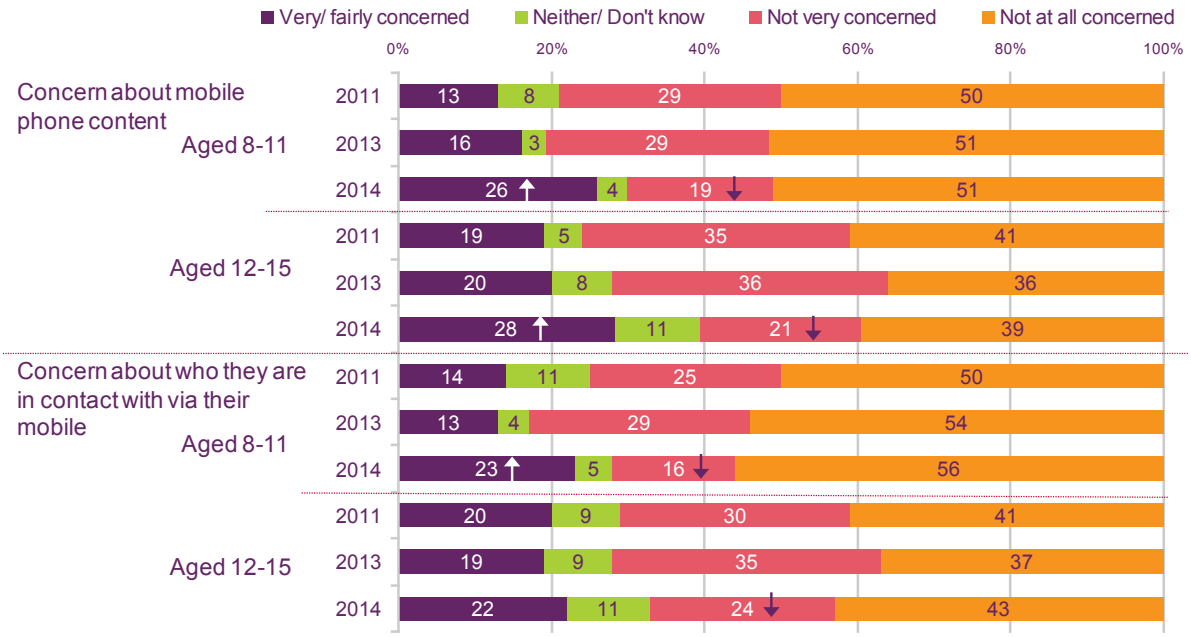
Figure 111 shows responses from parents regarding concerns about what their child sees or reads on their mobile phone, and whom their child may be in contact with. It shows an increase in the proportion of parents with concerns about their child's mobile phone use[88].

About a quarter of parents are concerned about what their child sees or reads on their mobile phone; accounting for 26% of parents of an 8-11 year old and 28% of parents of a 12-15 year old. A similar proportion of parents of 8-11s (23%) and 12-15s (22%) are concerned about whom their child may be in contact with.

In 2014, there are no differences by gender within age among 12-15s[89]. and no differences by household socio-economic group. As in 2013, parents of children with a smartphone are no more likely than those whose child has a non-smartphone to be concerned about the mobile phone content seen by their child or whom their child is in contact with.

[88] Please see Footnote 79
[89] Low base sizes prevent analysis for mobile phone users by gender among children aged 8-11

Figure 111: Parents' concerns about mobile phone content and whom their child is in contact with via their mobile, by age: 2011, 2013 and 2014



QP61A/ QP61C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ What they see or read on their mobile phone/ whom they are in contact with using their mobile phone ? (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (274 aged 8-11 in 2011, 188 aged 8-11 in 2013, 169 aged 8-11 in 2014, 496 aged 12-15 in 2011, 467 aged 12-15 in 2013, 463 aged 12-15 in 2014).
Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

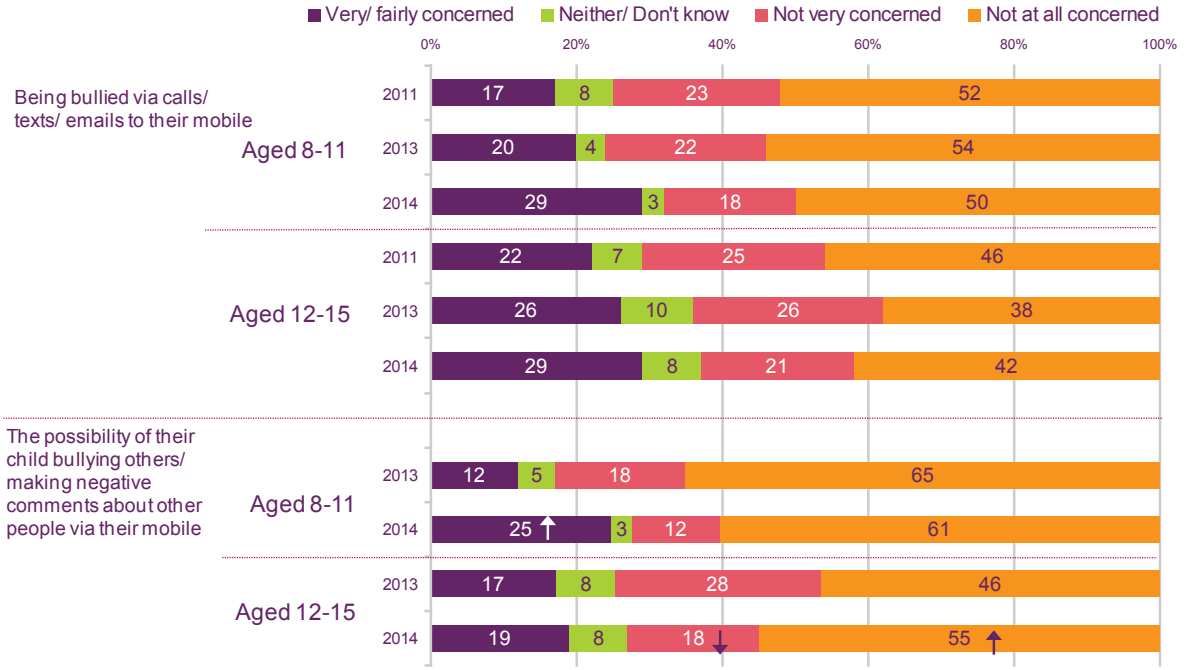
Parents of children aged 5-15 with their own mobile phone were asked about the extent of their concern about their child being bullied via calls/ texts/ emails to their mobile phone, and the possibility of their child bullying others or making negative comments about other people via their mobile phone. Responses are shown in Figure 112.

Three in ten parents of 8-11s and 12-15s (both 29%) say they are concerned about their child being bullied through their mobile phone. There are no differences by age, gender within age or by household socio-economic group.

Around one-quarter of parents of a child aged 8-11 (25%) and 12-15 (19%) say they are concerned about their child bullying others through their mobile phone. Levels of concern do not vary by age, gender within age or socio-economic group. However, parents of boys aged 12-15 are more likely than parents of girls to say they are not concerned (77% vs. 67%).

Neither of the concerns shown in Figure 112 varies among parents of children with a smartphone compared to children with a non-smartphone.

Figure 112: 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: 2011, 2013 and 2014

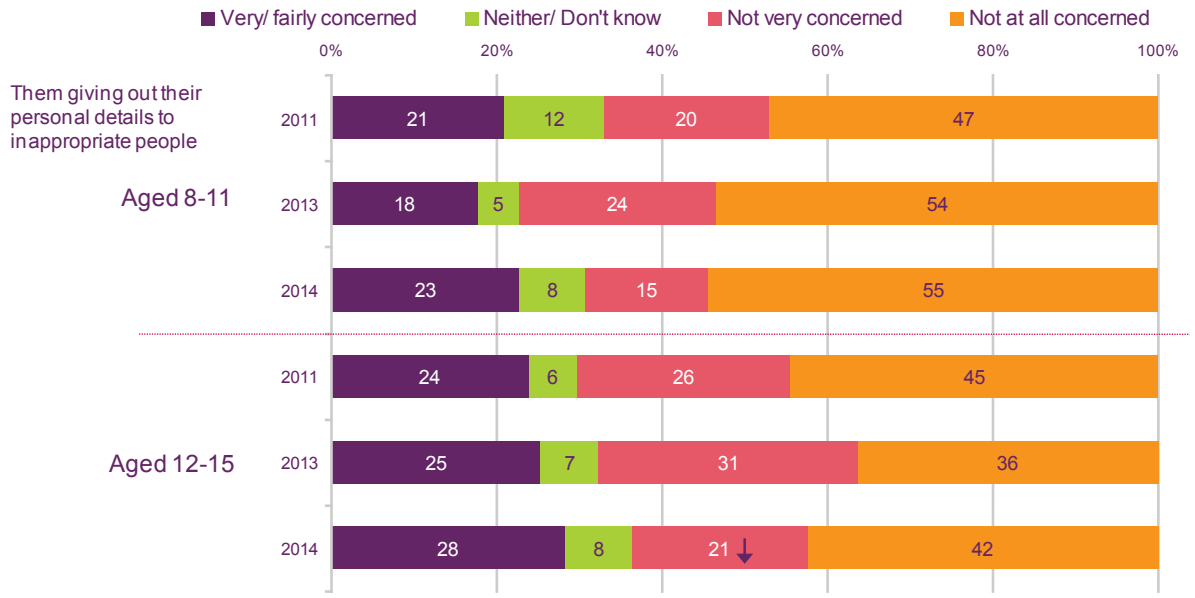


QP61H/ QP61I – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ Being bullied via calls/ texts/ emails/ messages to their mobile phone/ The possibility of them bullying others or making negative comments about other people via their mobile phone (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (274 aged 8-11 in 2011, 188 aged 8-11 in 2013, 169 aged 8-11 in 2014, 496 aged 12-15 in 2011, 467 aged 12-15 in 2013, 463 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Around one-quarter of parents whose child owns a mobile phone are concerned about their child giving out personal details to inappropriate people, as shown in Figure 113 (23% for 8-11s and 28% for 12-15s).

In 2014, there are no differences by gender within age group, or between parents of children with smartphones and non-smartphones. Parents in AB socio-economic groups, however, are more likely to be concerned about their child giving out personal details to inappropriate people (35% vs. 26%).

Figure 113: Parents' concerns about their child giving out personal details via mobile to inappropriate people, by age: 2011, 2013 and 2014



QP61E– Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ Them giving out their personal details to inappropriate people? (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (274 aged 8-11 in 2011, 188 aged 8-11 in 2013, 169 aged 8-11 in 2014, 496 aged 12-15 in 2011, 467 aged 12-15 in 2013, 463 aged 12-15 in 2014).
Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

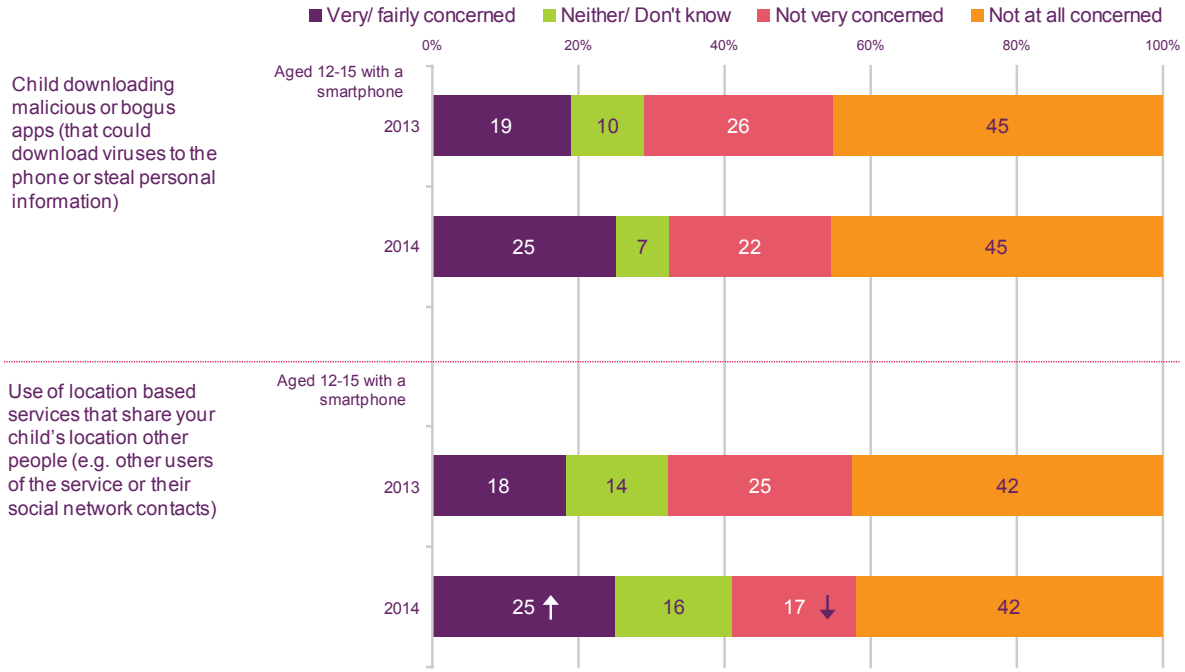
Parents of children aged 8-11 and 12-15, whose child has a smartphone, were asked about two additional concerns, as shown in Figure 114[90]. One in four parents of 12-15s with a smartphone (25%) are concerned about their child downloading malicious or bogus apps.

Parents of children with a smartphone are as concerned about their child's use of location-based services as they are about downloading malicious apps; accounting for one in four parents of 12-15s (25%).

As with other concerns regarding mobile phones, a majority of parents of children aged 12-15 with a smartphone are unconcerned about either of these measures. There are no differences for either of these measures by gender among 12-15s and no differences by socio-economic group.

[90] Low base sizes prevent analysis by gender among 8-11s with a smartphone

Figure 114: Parents' concerns about their child downloading malicious or bogus apps or sharing their location with other people, among smartphone users aged 12-15: 2013 and 2014

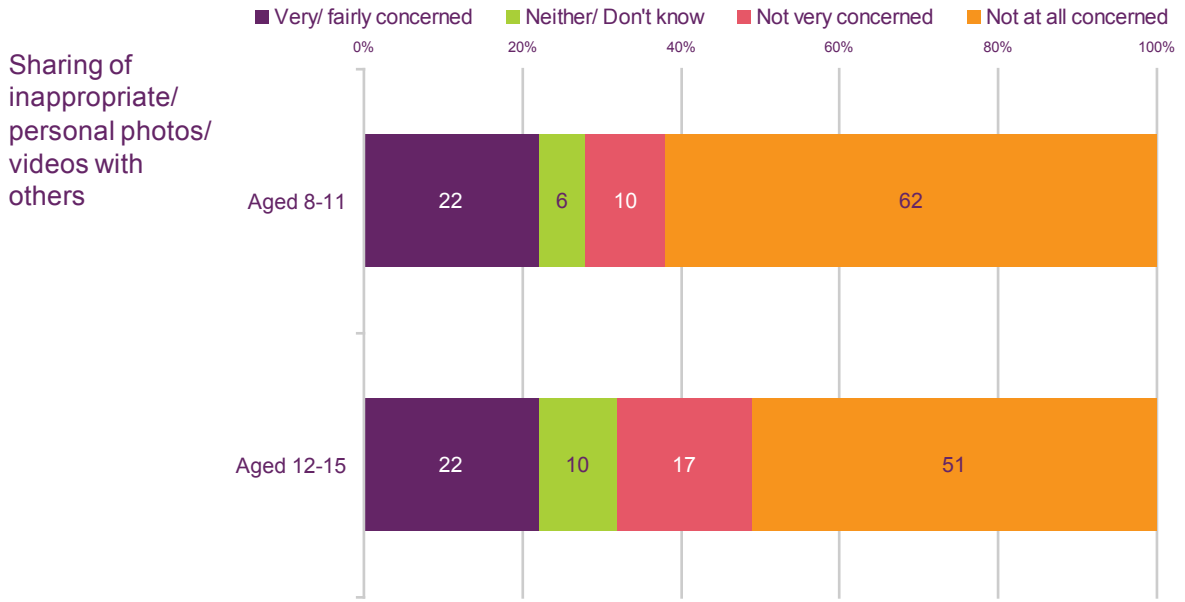


QP61F/ G – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use (prompted responses, single coded)
Base: Parents of children whose child has their own smartphone (356 aged 12-15 in 2013, 378 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

For the first time in 2014, parents of children with their own mobile phone were asked about the extent of any concern about their child sharing inappropriate/ personal photos/ videos with others, with responses shown in Figure 115.

One in five (22%) parents of 8-11s and 12-15s are concerned about their child sharing inappropriate or personal photos or videos with others through their mobile phone. This matches the level of concern among parents whose child aged 5-15 goes online, as shown earlier in Figure 107. There are no differences in extent of concern by gender within age or by socio-economic group.

Figure 115: Parents' concerns about their child sharing inappropriate or personal photos or videos with others, by age: 2014



QP61J – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ Sharing of inappropriate/ personal photos/ videos with others (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (169 aged 8-11 in 2014, 463 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

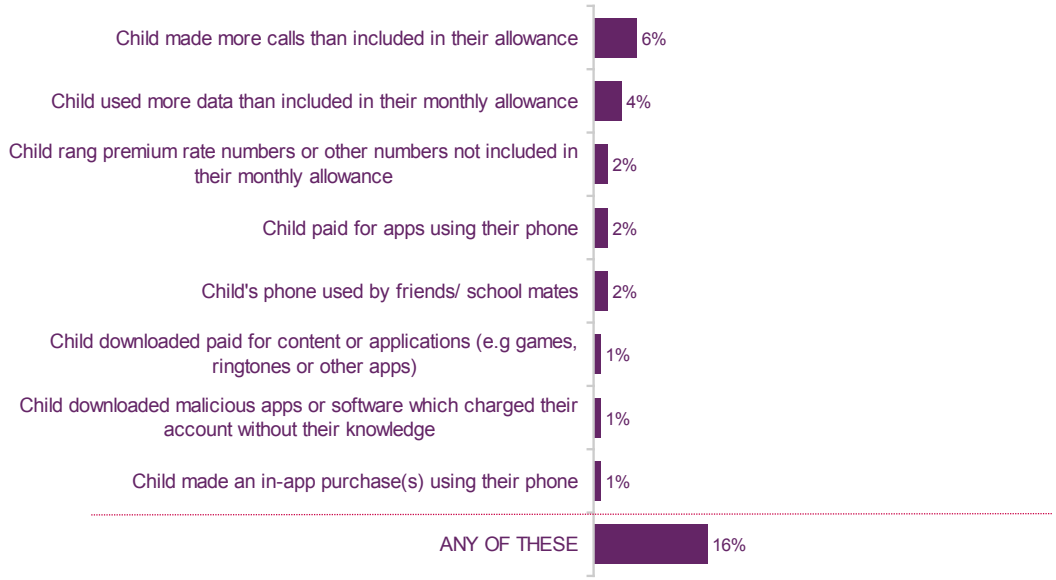
Experience of receiving a higher than expected mobile phone bill in the past year

Parents of children aged 5-15 whose child has a mobile phone on a monthly contract were asked whether, in the last 12 months, they or their child had received a bill that was much higher than normal for their child's mobile phone use. Parents were prompted with a list of possible reasons and were asked to specify which, if any, of these applied.

Figure 116 shows that among all 5-15s on a monthly contract, one in six (16%) had received a bill which was much higher than usual, mainly due to the child making more calls than was included in their allowance (6%) or exceeding their monthly data allowance (4%).

Results do not vary by gender or by household socio-economic group.

Figure 116: Experience of receiving an unexpectedly high bill among parents of 5-15s on a post-pay mobile phone tariff: 2014



QP67 - In the last twelve months, have you or your child received a bill that is higher than normal for your child's mobile phone use or app use for any of the following reasons? (prompted responses, multi coded)
Base: Parents whose child's mobile phone is on a post-pay/ monthly contract (283 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental concerns about gaming

A minority of parents express concerns relating to their child's games playing

Figure 117 shows the four concerns that we explored with parents of children aged 5-15 who play games using a gaming device at home or elsewhere. Subsequent Figures in this section show each of these concerns by age group.

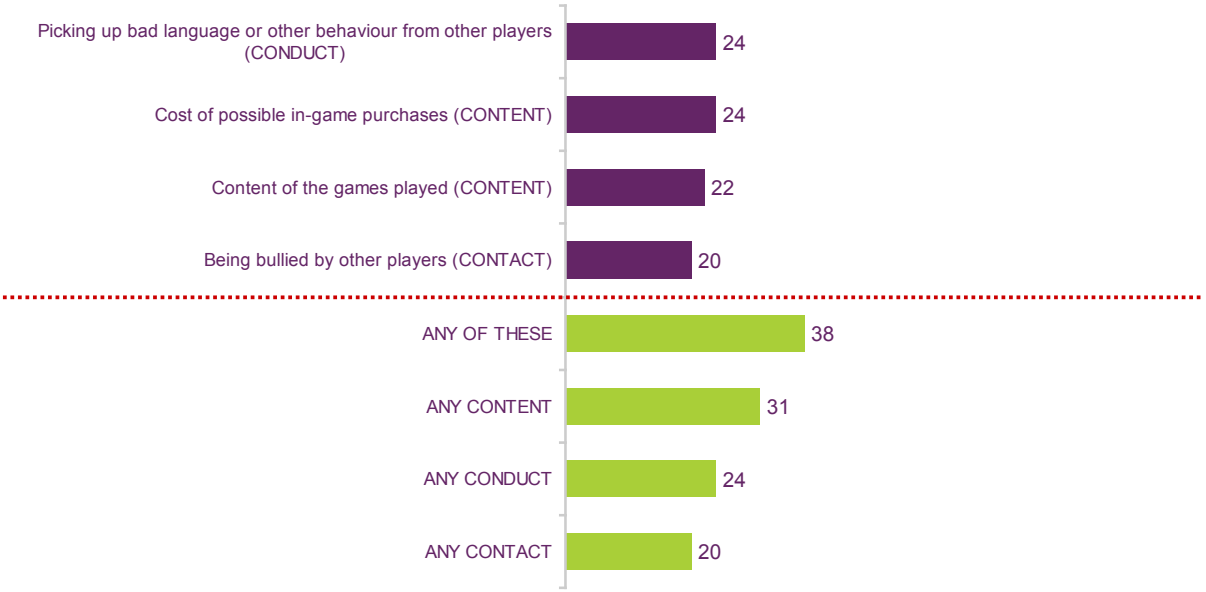
In Figure 117 each of the four concerns has been assigned to one or more of three types of concern: conduct (one of the four), contact (one of the four) or content (two of the four).

Around four in ten (38%) of parents of 5-15s are concerned about one or more of the four aspects of their child's games playing. This overall summary measure of concern is lower among parents of 5-7s (31%) than parents of 8-11s (43%) or 12-15s (39%).

Parents of boys aged 5-15 are more likely than parents of girls to have any of these concerns (43% vs. 34%), with this difference evident among parents of boys aged 8-11 (48% vs. 37%). This overall difference for the gender of the child is due to greater concerns among parents of boys relating to content (37% vs. 26%); evident among parents of boys aged 8-11 (40% vs. 29%) and 12-15 (36% vs. 25%).

The overall measure of concern among parents does not vary by the household socio-economic group.

Figure 117: Parents' concerns about aspects of their child's gaming, 5-15s: 2014



QP80E/ F – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded) NB SHOWING TOTAL CONCERN
Base: Parents of children whose child ever plays games at home or elsewhere (1399 aged 5-15 in 2014)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

As mentioned above, 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. Responses are shown in Figure 118.

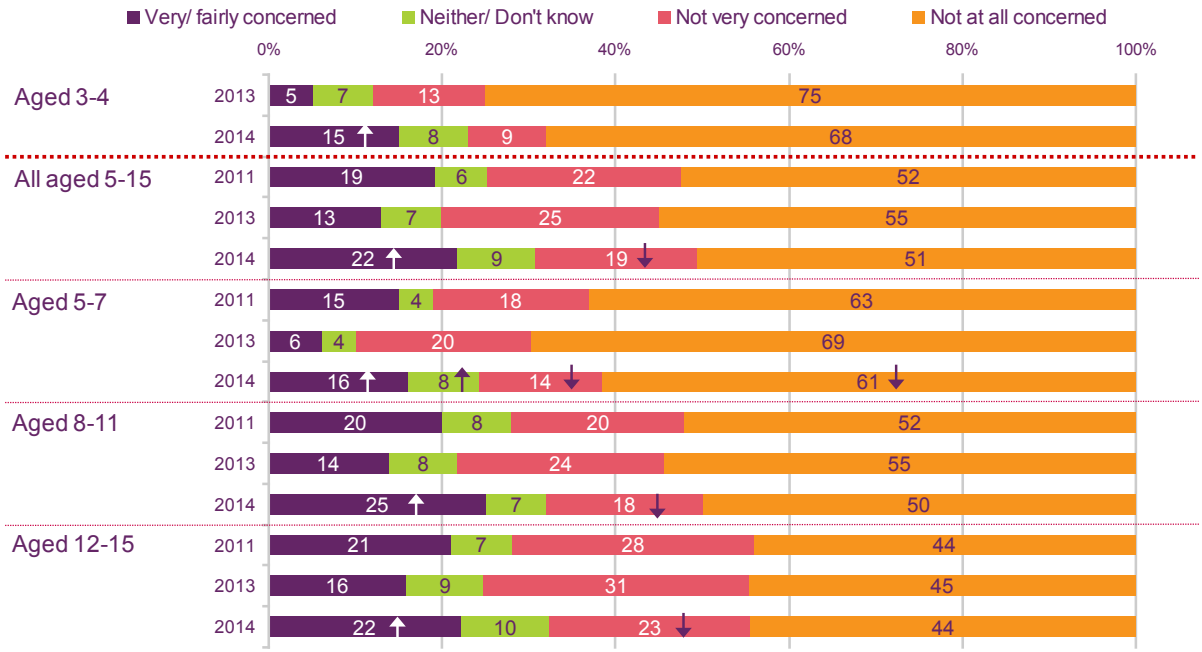
As detailed previously, the 2014 survey defined users of each medium as those who use it 'at home or elsewhere', whereas users in previous years were defined as those who use it 'at home'.

Figure 87 and Figure 88 showed increases in the proportion of parents of 3-4s and 5-15s who have concerns about their child and gaming content[91]. As shown in Figure 118, around one in five parents (22%) of children aged 5-15 who ever play games are concerned about the content of the games that the child plays. Parents of 3-4s (15%) and 5-7s (16%) are less likely than parents of 8-11s (25%) and 12-15s (22%) to be concerned. A majority of parents of children in each age group say they are not concerned.

Parents of boys aged 12-15 are more likely than parents of girls in this age group (27% vs. 16%) to be concerned, with no difference among other age groups by gender, and no differences by household socio-economic group.

[91] Please see Footnote 79

Figure 118: Parents' concerns about gaming content, among those whose child plays games at home (2011, 2013) or elsewhere (2014), by age



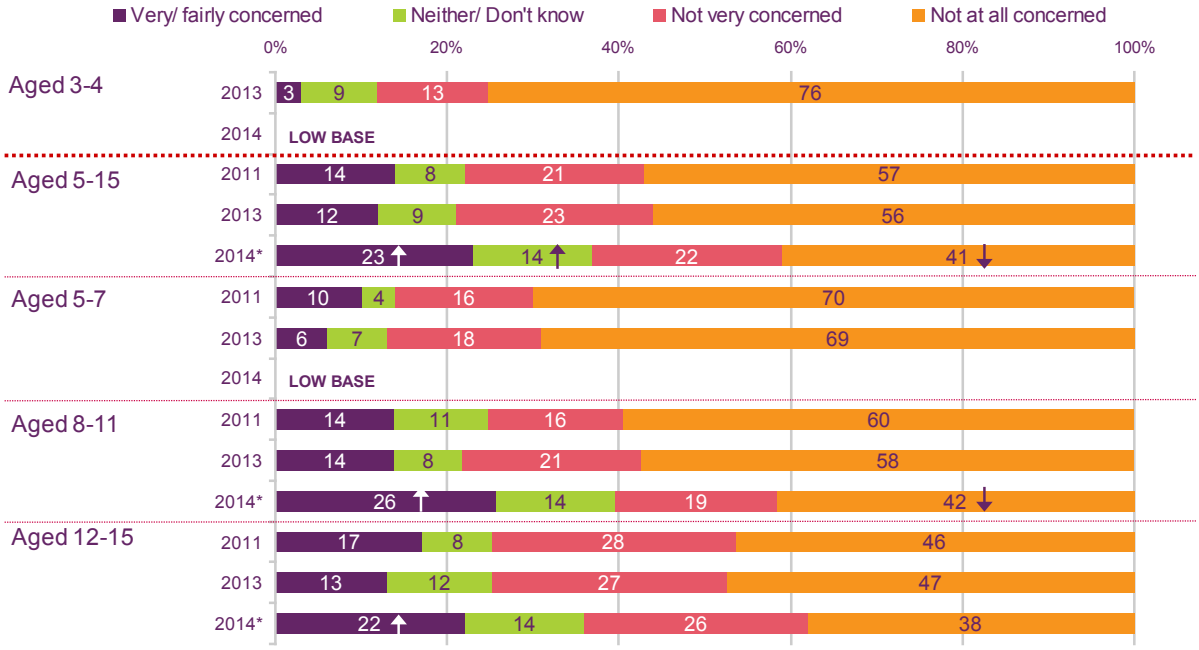
QP80A – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means? (prompted responses, single coded)
Base: Parents of children whose child ever plays games at home or elsewhere (386 aged 3-4 in 2013, 359 aged 3-4 in 2014, 1546 aged 5-15 in 2011, 1486 aged 5-15 in 2013, 1399 aged 5-15 in 2014, 492 aged 5-7 in 2011, 447 aged 5-7 in 2013, 357 aged 5-7 in 2014, 545 aged 8-11 in 2011, 535 aged 8-11 in 2013, 540 aged 8-11 in 2014, 509 aged 12-15 in 2011 504 aged 12-15 in 2013, 502 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents of children who ever play games through a gaming device were asked how concerned they were about whom the child may be playing online games with via the device.

As shown in Figure 119 around one-quarter of parents of 5-15 year olds (23%) say they are concerned about whom their child is playing online games with through the games player, with no difference between 8-11s (26%) and 12-15s (22%)[92]. Among those whose child plays games online, there are no variations in the extent of concern by the gender of the child or the household socio-economic group.

[92] The base for parents of children aged 3-4 and 5-7 who play games online is too low for analysis

Figure 119: Parents concerns about whom their child is gaming with through the games player, among those whose child plays games online at home (2011, 2013) or elsewhere (2014), by age



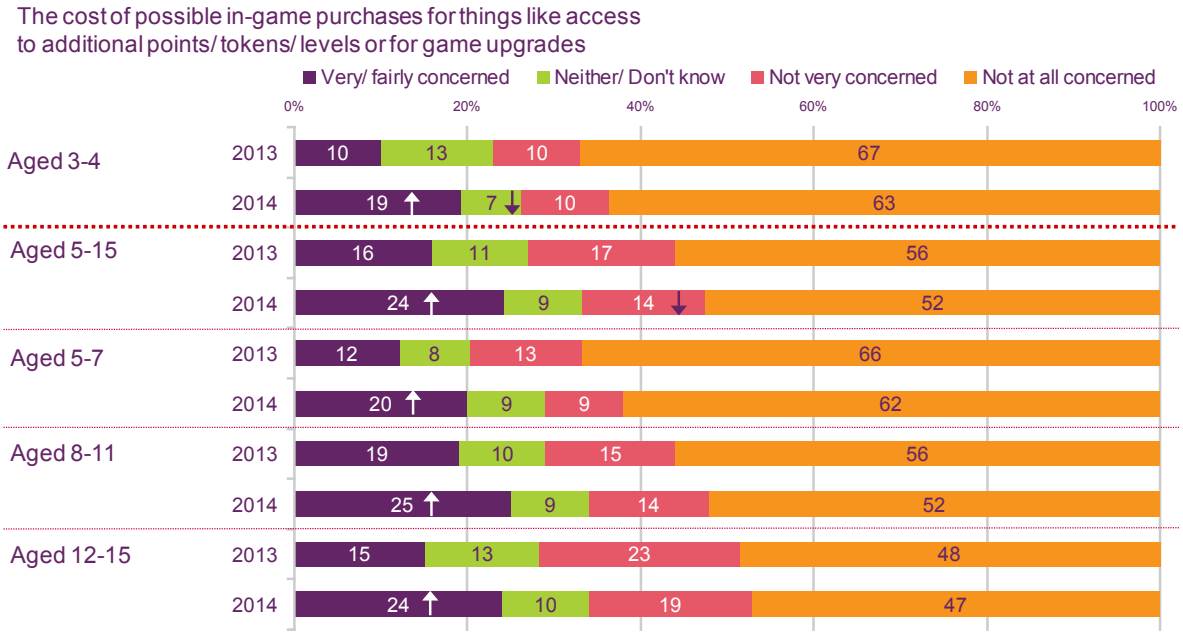
QP80C– Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means? (prompted responses, single coded)
*In 2014 this question was only asked of those parents who said their child played games online, in earlier years parents were allowed to state Not Applicable if their child does not play online games
Base: Parents of children whose child ever plays games online/ excluding Not Applicable responses (163 aged 3-4 in 2013, 1010 aged 5-15 in 2011, 914 aged 5-15 in 2013, 402 aged 5-15 in 2014, 281 aged 5-7 in 2011, 235 aged 5-7 in 2013, 361 aged 8-11 in 2011, 319 aged 8-11 in 2013, 162 aged 8-11 in 2014, 368 aged 12-15 in 2011, 360 aged 12-15 in 2013, 208 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents of children who ever play games through a gaming device were asked how concerned they were about the cost of in-game purchases (e.g. buying additional points/ tokens/ levels or for game upgrades). Responses are shown in Figure 120.

One-quarter of parents of children aged 5-15 are concerned overall (24%), while a majority of parents are not concerned about this aspect of their child's gaming (67%). Levels of concern do not vary by the age of the child aged 3-4 or 5-15.

Parents of boys aged 5-15 are more likely than parents of girls to say they are concerned about the cost of in-game purchases (27% vs. 20%), but this difference is not evident for any particular age group. There are no differences by household socio-economic group.

Figure 120: Parents' concerns about the cost of in-game purchases, among those whose child plays games at home (2011, 2013) or elsewhere (2014), by age



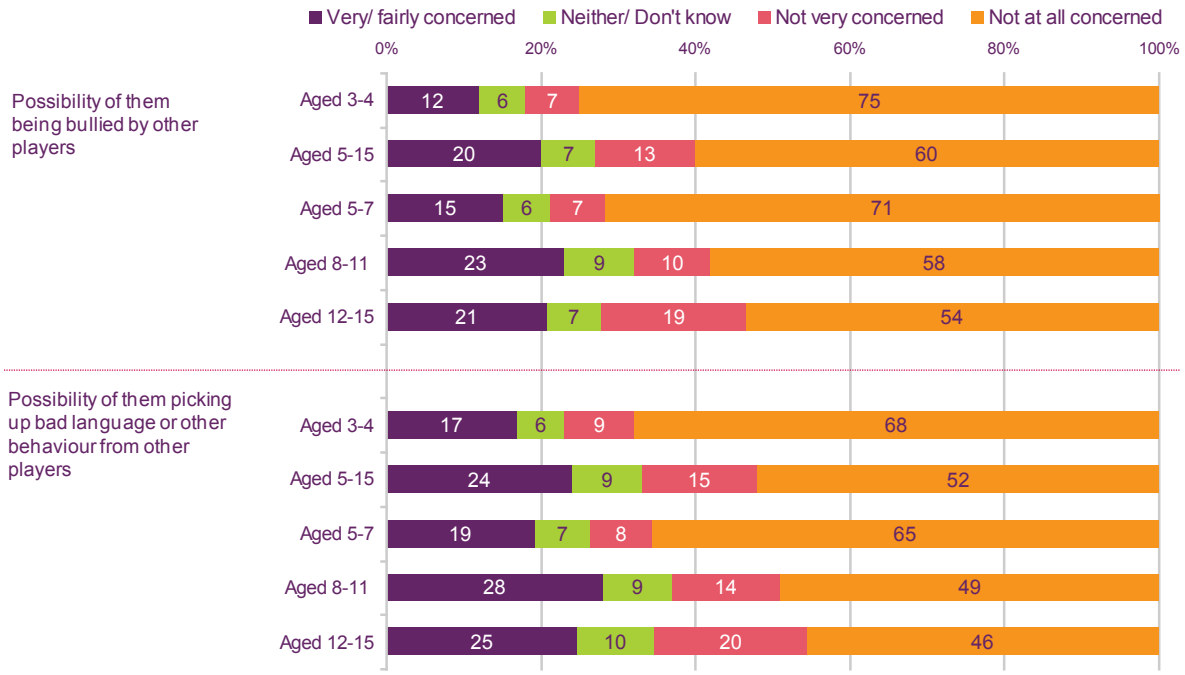
QP80D – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
Base: Parents of children whose child ever plays games at home or elsewhere (386 aged 3-4 in 2013, 359 aged 3-4 in 2014, 1486 aged 5-15 in 2013, 1399 aged 5-15 in 2014, 447 aged 5-7 in 2013, 357 aged 5-7 in 2014, 535 aged 8-11 in 2013, 540 aged 8-11 in 2014, 504 aged 12-15 in 2013, 502 aged 12-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

In 2014, parents whose child ever plays games through a gaming device at home or elsewhere were asked how concerned they were about the possibility of their child being bullied by other players and the possibility of their child picking up offensive language or other behaviour from other players. Responses from parents of children in each age group are shown in Figure 121.

Levels of concern about their child being bullied by other players are broadly similar among parents of the two younger age groups (12% for 3-4s and 15% for 5-7s) and the two older age groups (23% for 8-11s and 21% for 12-15s). Responses do not vary by the gender of the child, but are higher among parents of 5-15s in AB socio-economic groups than among parents of all 5-15s (27% vs. 20%).

Parents are more likely to have concerns about the possibility of their child picking up offensive language or other behaviour than concerns about their child being bullied; accounting for one-quarter of parents of 5-15s (24%). Again, levels of concern are broadly similar among parents for the two younger age groups (17% for 3-4s and 19% for 5-7s) and the two older age groups (28% for 8-11s and 25% for 12-15s). Responses do not vary by the gender of the child, but parents of 5-15s in AB socio-economic groups are less likely to say they are not concerned (60% vs. 67%).

Figure 121: Parents' concerns about the possibility of the child being bullied by other players/ picking up bad language or other behaviour, by age: 2014



QP80E/ F – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
Base: Parents of children whose child ever plays games at home or elsewhere (359 aged 3-4 in 2014, 1399 aged 5-15 in 2014, 357 aged 5-7 in 2014, 540 aged 8-11 in 2014, 502 aged 12-15 in 2014).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Section 8

Parental mediation

This chapter provides an overview of how parents are mediating their children's access and use of media. It examines four approaches: regularly talking to children about managing online risks, rules about media use, supervision of media use, and technical tools.

This chapter also explores how parents and children learn about online mediation.

Over the last few years technology has evolved and so too has the range of technical tools available to parents to manage their child's access to online content. To provide a deeper level of understanding into how different types of technical tools are being used, in 2014 we updated several of the questions in the study relating to parental controls. It is therefore not possible to show trend data for the use of technical controls, apart from for gaming and television.

New questions were included to better understand the ways in which parents may supervise their children when they go online. The questions relating to the use of rules and restrictions are broadly comparable to 2013 – albeit with the additional caveat that applies throughout this report relating to the 2014 study relating to media use not just at home but also elsewhere.

Key findings

- Parents of 5-15s use a combination of approaches to mediate their child's access and use of online content and services, including: regularly talking to their children about managing online risks, using technical tools, supervising their child, and using rules or restrictions. One in three parents of 5-15s whose child ever goes online use all four types of approach, while only 1% of parents use any of the eight technical tools in isolation. The majority of parents (95%) use at least one of these approaches, while 5% do not mediate their child's internet use in any of these ways, rising to 11% for parents for 12-15s[93].
- Most parents of 5-15s continue to have rules in place for their child's use of television (83%), internet (82%), mobile phones (71%) and gaming (78%).
- Since 2013, 12-15s are more likely to have rules regarding internet use (72% vs. 65%).
- Having rules for PIN/passwords to watch certain content on TV has increased to 27% (from 22% in 2013). Children aged 5-15 in households with a television are now more likely than in 2013 to have access controls set through a PIN or password (52% vs. 45%) with this being more likely in households with 8-11s (55% vs. 48%) and 12-15s (51% vs. 40%). Findings among parents of 3-4s show that nearly four in ten (36%) have these controls.
- Compared to 2013, parental rules are more likely to be in place for 5-15s for gaming (78% vs. 74%) and parental controls are now more likely than in 2013 to be in place among 5-15s for games consoles connected to a television (26% vs. 19%).

[93] It is important to note that while 5% of parents of 5-15s do not mediate their child in any of the ways outlined, around four in ten of these (2% of all parents whose child goes online) have spoken to their child about managing online risks, but they do so less frequently than every few months. Therefore, the remaining 3% of parents have never spoken to their child about managing online risks, nor supervise their child online, nor have technical mediation nor any of the rules or restrictions in place.

- More than eight in ten parents (84%) of 5-15s who go online supervise their child when online in any of the four ways we asked about; this is more likely among parents of 3-4s (97%), 5-7s (94%) and 8-11s (91%) than 12-15s (72%). In addition, parents of girls aged 12-15 are more likely than parents of boys to say they check their child's social media activity (73% vs. 61%).
- At an overall level, 84% of parents of 5-15s with home broadband are aware of any of the eight technical tools, and over half (56%) use any of them. At an individual level, around half of parents of 5-15s with home broadband are aware of each of the technical tools that can be used to manage their child's access and use to online content, and around one in five, or less, use them. However, those who do use them consider them to be useful and effective at blocking the right amount of content.
- Two-thirds of parents (65%) with a broadband internet connection at home 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 one-third (32%) use them.
- Looking specifically at ISP content filters, 50% parents of 5-15s with home broadband are aware of ISP content filters and 21% use content filters provided by their ISP. Of those parents who do use them, almost all think that they are useful (93%) and about three-quarters think that they block the right amount of content (73%).
- Around one in five parents of 5-15s, who use each tool, feel their child is able to bypass the tool, and three tools stand out in that parents are more likely to say their child can bypass them: content filters provided by the ISP (24%), parental control software set up on a specific computer or device (24%) and safe search settings (24%).
- Just over a third of parents of 5-15s (34%) whose child uses a smartphone or tablet are aware of any of the three tools asked about, which can be used to restrict app installation or use, and 15% of parents use any of these three tools. Looking at these tools individually, around a quarter of parents are aware of them and one in ten use them.
- Among parents whose child has a mobile phone that can be used to go online, four in ten parents of 8-11s (41%) and three in ten parents of 12-15s (31%) say their child's phone has a bar on adult content in place.
- Around four in ten parents of 5-15s with broadband at home, who do not use any particular technical tools, say that this is because they talk to their child and use other types of supervision; a similar proportion say it is because they trust their child.
- Nearly four in five parents of 5-15s (78%) who go online have ever talked to their child about managing various types of online risks, with this likelihood increasing with age. More than half (58%) of parents say they talk to their child at least every few months.
- Seven in ten parents of 5-15s (70%) who go online say they have looked for or received information or advice about how to help their child manage online risks – which appears to be more likely than in 2013.Two sources of information about technical tools are used by more than four in ten parents of 5-15s who use these tools: information provided by an ISP (45%) and hearing about tools from friends or relatives (42%).

An overview of parental mediation strategies

One in three parents of 5-15s who go online use technical mediation, *and* supervise their child when online *and* use rules *and* talk to their child regularly about managing online risks

There is a range of approaches that parents can take to manage their child's access and use of online content and services. We have grouped these into four categories:

- Various technical tools[94] including content filters[95], PIN/ passwords, safe search and other forms of technical mediation
- Regularly[96] talking to their child about managing online risks,
- Rules or restrictions around online access and use
- Supervision when online

Figure 122 shows the relationship between the four types of mediation[97] that parents might use to mediate their child's use of the internet[98].

One in three (33%) parents of 5-15s who go online at home or elsewhere use all four types of mediation; they regularly talk to their child about managing online risks, use any of the eight type of technical tools, supervise their child when online and use any of the eligible rules or restrictions relating to online access and use. This is more likely among parents of 8-11s (39%) and parents of 12-15s (32%) than parents of 3-4s (16%), or parents of 5-7s (24%).

In contrast, 5% of parents of 5-15s do not use any of these four elements; this is higher for 12-15s (11%) than for 5-7s (2%) and 8-11s (2%). Very few parents of 3-4s (1%) say they do not use any of the four approaches.

While around half of parents of 3-4s or 5-15s whose child goes online use any of the eight types of technical tools we asked about (49% for 3-4s and 54% for 5-15s), few parents rely on technical mediation alone (1% for 5-15s and no parents of 3-4s).

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[94] 'Technical tools' in this instance refers to using at least one of the following eight types of tools or controls, which were selected as they are non-device-specific tools which could be used by parents whose child goes 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.

[95] Content filters include ISP home network-level filters and parental control software such as McAfee and Net Nanny

[96] In this instance 'regularly' refers to talking to the child at least every few months

[97] For the purposes of this analysis, the rules included here relate to any of the rules about specific online services and content, as shown in Figure 149, as well as the following five rules from Figure 150: No internet after a certain time, only websites stored in their Favourites list, only children's websites, only allowed to use the internet for a certain amount of time and only use for homework.

[98] Please note that subsequent sections in this chapter of the report look at each of these forms of mediation in more detail

More than four in five parents of 5-15s (84%) and nearly all parents of 3-4s (97%) say they supervise their child when online. Four per cent of parents of 5-15s they only rely on parental supervision alone; this is more likely for 5-7s (7%) than for 8-11s (2%) or 12-15s (3%). One in seven parents of 3-4s also say they rely solely on parental supervision (14%).

Less than one in 20 parents of 5-15s (2%) *only* talk to their child at least every few months about managing online risks or *only* use rules or restrictions (3%). No parents of 3-4s rely solely on talking to their child or rely solely on rules.

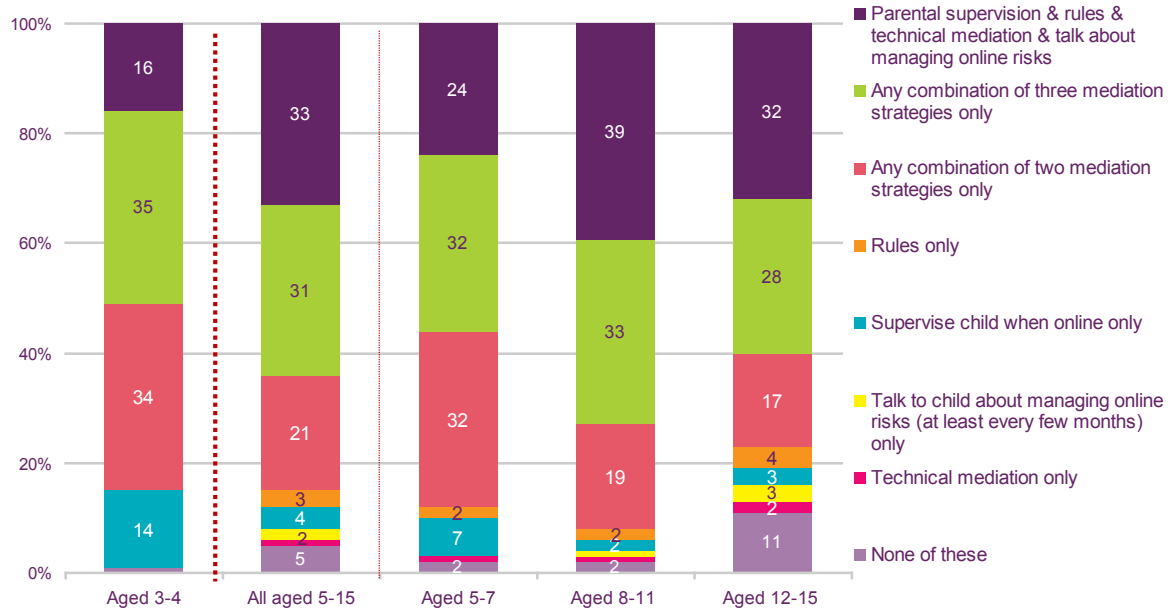
Three in ten parents of 5-15s who go online rely on any three of the four mediation strategies (31%) with fewer relying on any two of the four (21%). About one in three parents of 3-4s rely on any three approaches (35%) or any two approaches (34%).

There are no differences by gender within age or by household socio-economic group.

It is important to note that while 5% of parents of 5-15s fall into the category of 'none of these' in Figure 122 below, around four in ten of then (2% of all parents whose child goes online) have spoken to their child about managing online risks, but they do so less frequently than every few months. Therefore, the remaining 3% of parents have never spoken to their child about managing online risks, nor supervise their child online, nor have technical mediation nor any of the rules or restrictions in place.

This incidence is higher for 12-15s (6%) than for 5-7s (1%) or 8-11s (2%) but does not vary by gender or by household socio-economic group.

Figure 122: Combinations of online mediation strategies used by parents of 5-15s whose child goes online at home or elsewhere: 2014



Base: Parents of children aged 3-15 whose child uses the internet at home or elsewhere (272 aged 3-4, 1402 aged 5-15, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15).
Significance testing shows any difference between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents' rules across media

The majority of parents have rules in place for their child's access to and use of television, internet, mobile phones and gaming

Parents of children aged 3-4 and 5-15 were prompted with a list of rules and restrictions relating to each of the key media platforms (television, radio, internet, games consoles/ players, and mobile phone) that their child used at home or elsewhere, and were asked to say which rules they had in place for their child. Detail on the particular types of rules in place for each of the key media platforms is shown later in this section. Figure 123 shows the extent to which rules are in place for children who use each medium.

The majority of parents of 5-15s have rules in place concerning access to, and use of, each of the platforms apart from radio. For television, the internet and gaming, younger children (aged 3-4, 5-7 and 8-11) are more likely than older children (12-15) to have rules in place. Rules about radio and mobile phones are as likely for 8-11s as for 12-15s.

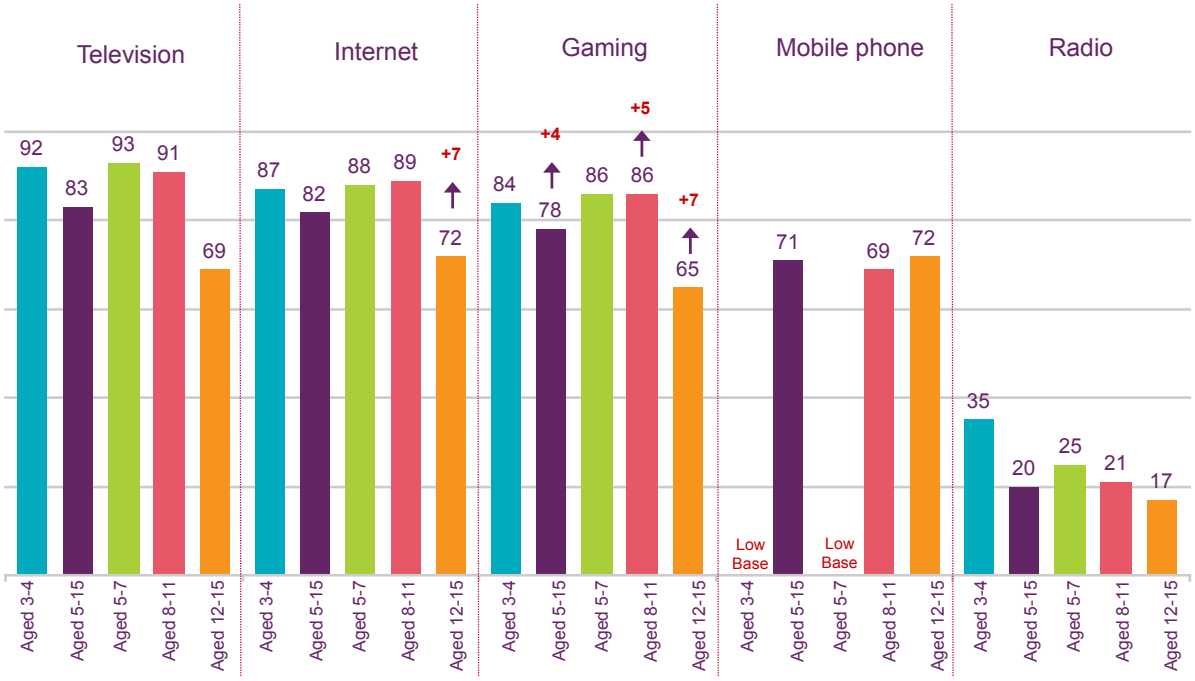
Rules about television, the internet and gaming are as likely for 3-4s as for 5-7s, while 3-4s are more likely than 5-7s to have rules in place about radio use (35% vs. 25%).

In 2014, there are no differences by household socio-economic group, nor by gender within age for any platforms.

Compared to 2013[99], parents of 5-15s whose child plays games at home or elsewhere are now more likely to have rules in place (78% vs. 74%) with this increase driven by parents of 8-11s (86% vs. 81% in 2013) and parents of 12-15s (65% vs. 58%). Parents of 12-15s whose child goes online at home or elsewhere are now also more likely to have rules in place about their internet use (72% vs. 65%).

[99]Please note that while parents and children were asked about their media use at home or elsewhere, in 2013 they were only asked about their use at home – any differences could therefore be attributable to this amendment, for this and subsequent questions in 2014

Figure 123: Parental rules about access to and use of media, by age: 2014



QP11/ QP30/ QP71/ QP60/ QP23 – Do you have any of these rules or restrictions about the (medium) that your child watches/ listens to/ uses?
Base: Parents of children aged 5-15 who use each medium at home or elsewhere (variable base) – Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Use of technical tools to manage online access and use

At an overall level, 84% of parents with home broadband are aware of any of the eight technical tools and over half (56%) 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 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 13 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.

Figure 124 shows awareness and use of eight specific[100] tools among parents of 5-15s who have a broadband internet connection at home, ranked according to use. 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) that 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

[100]These eight technical tools are shown separately to the other tools that parents were asked about as they are non-device specific tools which could be used by any parents whose child goes online

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; and
- software to protect against junk email/ spam or computer viruses.

At an overall level, 84% of parents of 5-15s with home broadband are aware of one or more of the eight technical tools shown in Figure 124. This incidence does not vary by the age of the child, nor by gender, but awareness is higher among parents in AB households (90%) and lower among parents in DE households (76%).

More than half of parents of 5-15s use any of these eight tools (56%), with no differences by age, gender or socio-economic group.

Two-thirds of parents (65%) with a broadband internet connection at home are aware of content filters (either home network-level filters provided by ISP or parental control software set up on a particular device used to go online such as Net Nanny or MacAfee Family protection) and one-third (32%) use them.
Looking at the tools individually, about half of parents of 5-15s with a home broadband internet connection are aware of three specific tools: PIN/ passwords required to enter websites (58%), home network-level filters provided by the ISP (50%), and parental control software set up on a specific computer or device used to go online - e.g Net Nanny etc. (50%). A minority of parents are aware of the remaining five tools shown in Figure 124.

The three tools that parents of 5-15s with a broadband internet connection at home are most aware of are also the three most commonly-used tools. These are used by at least one in five parents: PIN/ passwords to enter websites unless already approved (31%), home network-level filters provided by the ISP (21%) and parental control software on a particular computer or device used to go online (20%). All other tools are used by one in five (or fewer) parents[101].

Few parents of 5-15s have stopped using any of these tools.

More than one in five parents of 3-4s with a fixed broadband connection use home network-level filters provided by the ISP (23%) or PIN/ password controls (22%). Less than one in five use parental control software set up on a particular computer or device used to go online (17%) with one in eight (13%) using parental controls built into the device by the

[101] In the 2013 Children and parents Media Use and Attitudes Report, 43% of parents who used a PC laptop or netbook to go online at home said they used parental controls that were either provided by their ISP, provided by the computer's operating system, controls that were installed by someone in the household or in some other way. The results for 2014 are therefore not directly comparable as the tools referred to here differ to those asked about in 2013 and the base is different as in 2014 we refer to all those with a broadband connection at home.

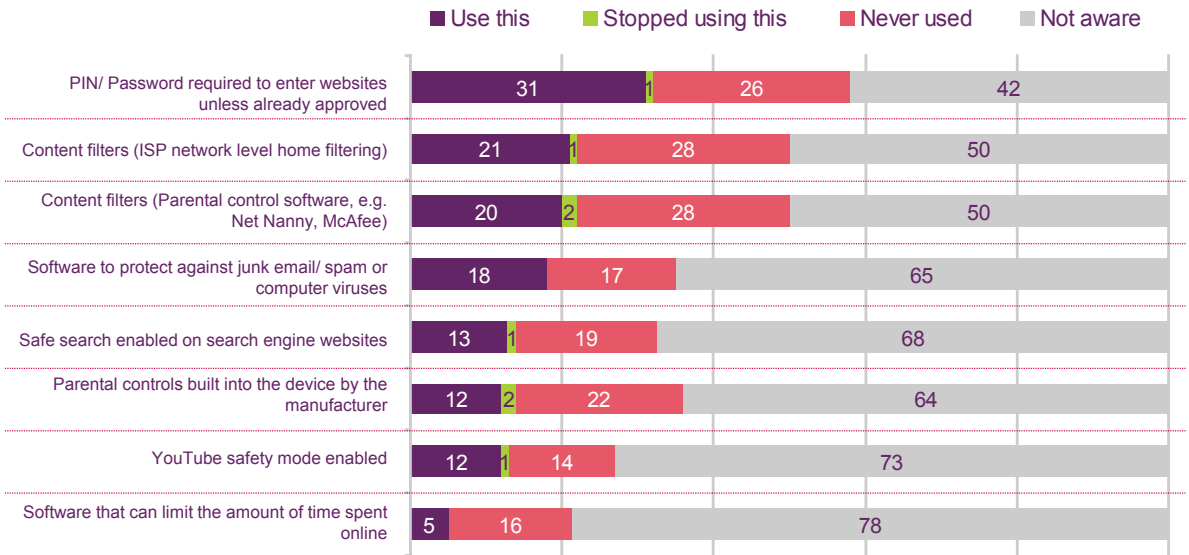
manufacturer. All other technical tools are used by around one in ten parents of 3-4s, or fewer.

There are few differences by age among parents of 5-15s. Parents of 5-7s are more likely than those of 8-11s and 12-15s to say they have never used two tools: Safe Search enabled on search engine websites (26% for 5-7s, vs. 14% for 8-11s and 19% for 12-15s) and YouTube safety mode (21% for 5-7s vs. 10% for 8-11s and 14% for 12-15s). Parents of 8-11s and 12-5s are more likely than parents of 5-7s to say they use software to protect against junk email/ spam or computer viruses (12% for 5-7s vs. 19% for 8-11s and 19% for 12-15s).

There are no differences by gender within age groups. Parents of 5-15s with a broadband connection in AB households are more likely than all parents to be aware of six tools: PIN/ passwords (67% vs. 58%), content filters provided by the ISP (62% vs. 50%), parental control software set up on a particular computer or device used to go online (59% vs. 50%), safe search enabled on search engine websites (41% vs. 32%), parental controls built into the device by the manufacturer (44% vs. 36%) and software that can limit the amount of time spent online (31% vs. 22%). This increased awareness does not, however, encourage use; none of these eight tools are more likely to be used by parents of 5-15s in AB households compared to all parents.

There are two tools that parents in DE households are less likely to be aware of: home network-level filters provided by the ISP (39% vs. 50%) and software to protect against junk email/ spam or computer viruses (27% vs. 35%). Parents in DE households are also less likely to use home network-level filters provided by the ISP (14% vs. 21%) while those in C1 households are more likely to use software to protect against junk email/ spam or computer viruses (23% vs. 18%).

Figure 124: Parents of 5-15s with a home broadband connection: use and awareness of technical tools: 2014



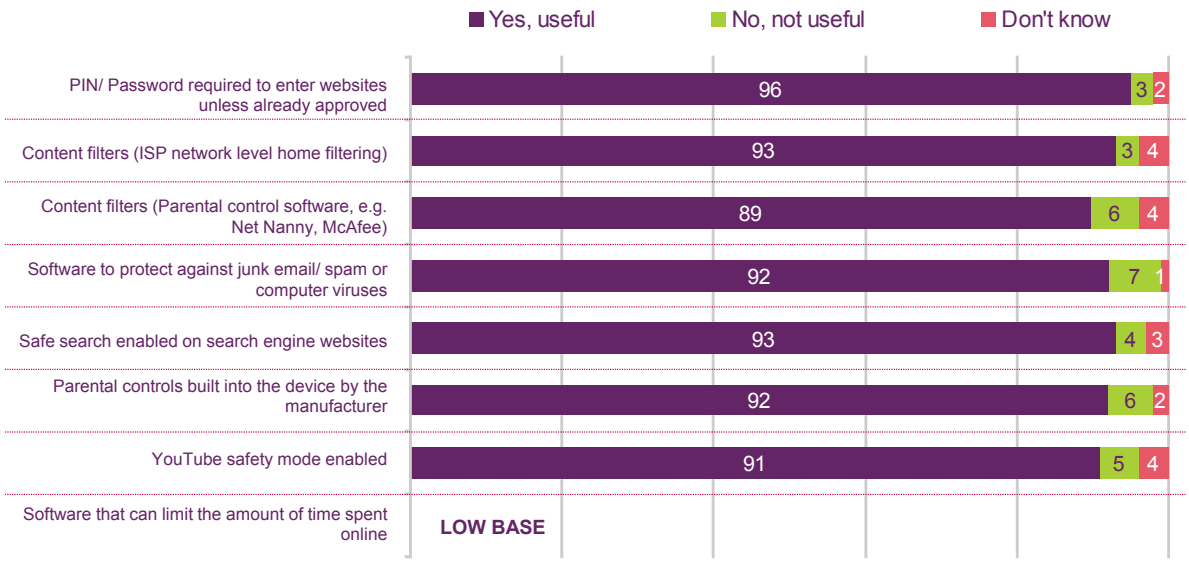
QP36A-H Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP37A-H Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)/ QP38A-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 of children aged 5-15 with a broadband internet connection at home (1272).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents who use each of the technical tools were asked whether they felt these tools were useful. The results are shown in Figure 125[102].

Around nine in ten parents who use each tool consider them useful. Ninety-six per cent of parents who use PIN/ password controls consider them useful, compared to 89% of parents who use parental control software on a particular computer or device.

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 125: Parents of 5-15s who use each tool: usefulness of technical tools: 2014



QP39A-H Do you find this tool useful? (Spontaneous responses, single coded)
Base: Parents of children aged 5-15 with a broadband internet connection at home and who use each technical tool or control (Variable base)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

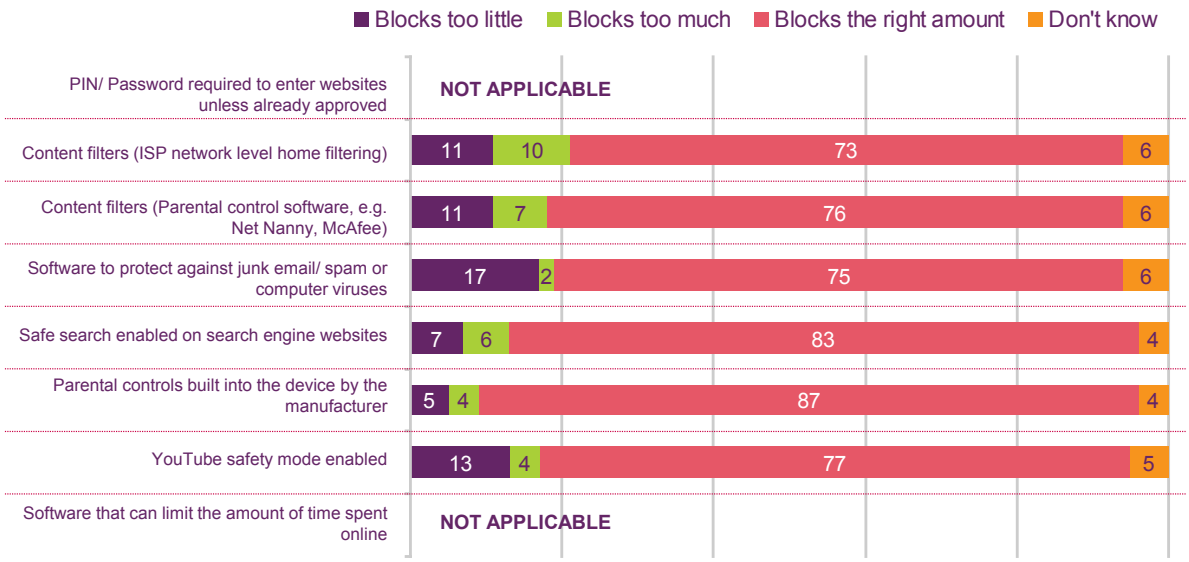
Parents who use each of the tools were asked whether they felt these tools blocked too much, too little or the right amount of content[103]. The results are shown in Figure 126.

Around three in four parents who use each tool say it blocks the right amount of content, while around one in five parents of 5-15s who use each tool say they block too much or too little content. One in six parents of 5-15s who use software to protect against junk email/ spam or computer viruses say it blocks too little content (17%), while one in twenty who use parental controls built into the device by the manufacturer say this tool blocks too little (5%).

[102] Due to low base sizes of users for each type of tool it is not possible to conduct further analysis by age, gender or socio-economic group. Low base sizes also prevent analysis among parents of children aged 3-4 who use of any of these tools

[103] It was not relevant to ask about the effectiveness of two controls in terms of whether they blocked too much or too little content so are shown as not applicable for PIN/ password controls to enter websites unless already approved and software that can limit the amount of time spent online

Figure 126: Parents of 5-15s who use each tool - perception of technical tools blocking too much / too little: 2014

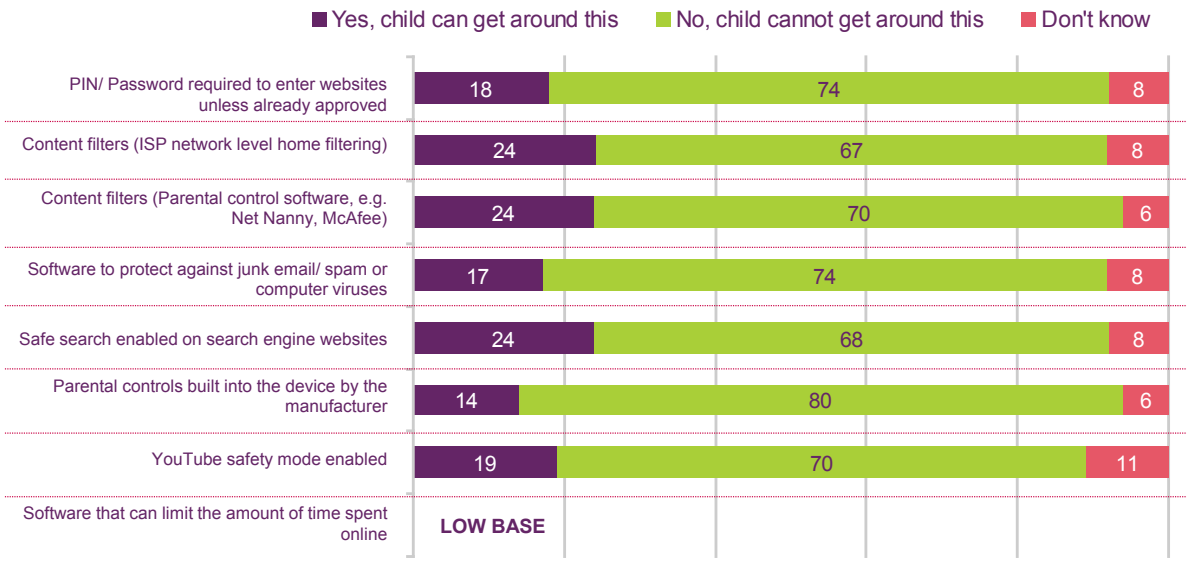


QP40A-H Do you think they block too much content or too little content? (Spontaneous responses, single coded)
Base: Parents of children aged 5-15 with a broadband internet connection at home and who use each technical tool or control (Variable base)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents who use each of the tools were also asked whether they felt their child was able to bypass the tools. The results for 5-15s are shown in Figure 127.

Around one in four parents of 5-15s, who use each tool, feel their child is able to bypass the tool, and three tools stand out, in that parents are more likely to say their child can bypass them: content filters provided by the ISP (24%), parental control software set up on a specific computer or device (24%) and safe search settings (24%). About one in ten parents of 5-15s who use each tool say they are unsure whether their child can bypass it.

Figure 127: Parents of 5-15s who use each tool: perception of child's ability to bypass technical tools: 2014



QP41A-H Do you think your child can get around them? (Spontaneous responses, single coded)
Base: Parents of children aged 5-15 with a broadband connection at home and who use each technical tool or control (Variable base)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

One in three parents whose child uses a smartphone or tablet are aware 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 specific 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
- Parental control software to restrict app installation or use

Just over a third of parents of 5-15s (34%) whose child uses a smartphone or tablet is aware of any of the three tools asked about that can be used to restrict app installation or use, and 15% of parents use any of these three tools.

Figure 128 below 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 three in four parents of 5-15s whose child uses a smartphone or tablet are unaware of each of these tools. Parents whose child uses a smartphone or tablet are more likely to say they each type of tool is not used rather than used. One in ten parents say they have changed the settings on their child's phone or tablet to prevent apps being downloaded (11%) or to prevent in-app purchases (10%). Fewer parents (7%) say they use software to restrict app installation or use.

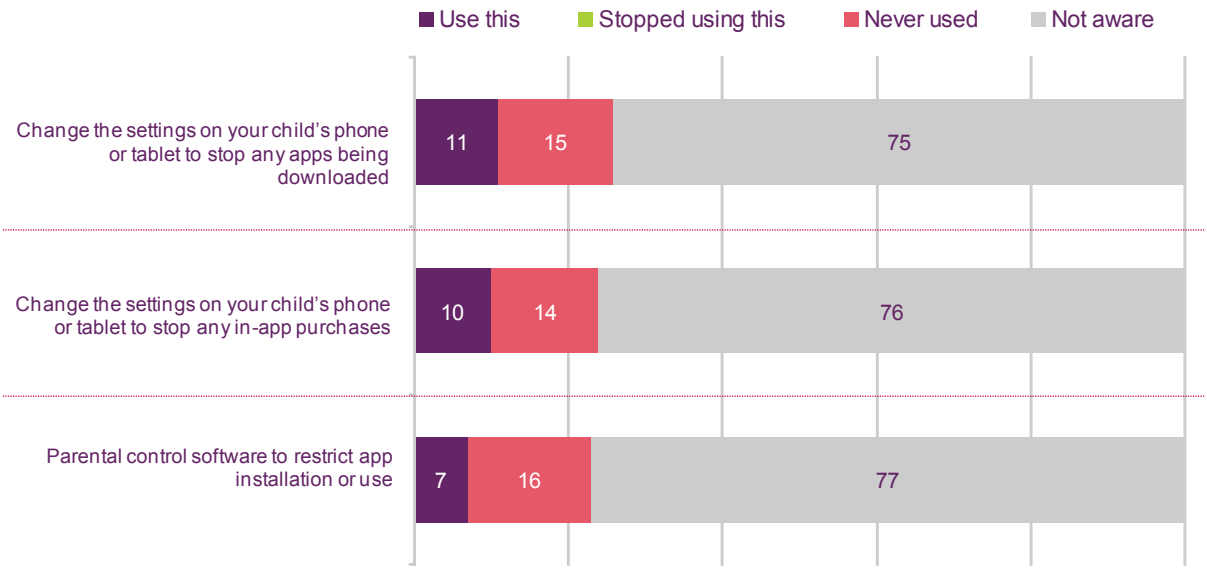
For each type of control, no parents say they have stopped using them.

There are no differences in the levels of awareness and use for each of these types of technical tools among parents of 3-4s whose child uses a smartphone or tablet, compared to parents of 5-15s.

Among parents of 5-7s whose child uses a smartphone or tablet, parents of girls are more likely than parents of boys to say they use each type of tool: changing the settings on the child's phone or tablet to stop apps being downloaded (20% vs. 9%), changing the settings on the child's phone or tablet to stop in-app purchases (15% vs. 6%) and software to restrict app installation or use (11% vs. 4%).

Parents of 5-15s in AB households are also more likely than all parents (whose child uses a smartphone or tablet) to be aware of each tool: changing the settings on the phone or tablet to stop apps being downloaded (32% vs. 25%), changing the settings to stop in-app purchases (31% vs. 24%) and software to restrict app installation or use (30% vs. 23%).

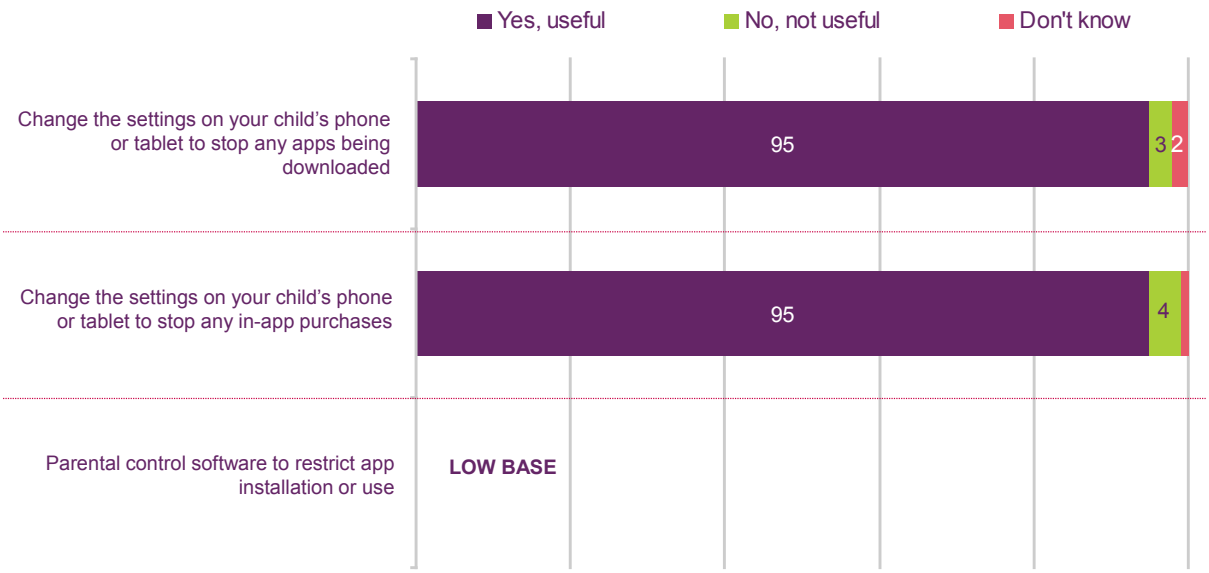
Figure 128: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools for these devices: 2014



QP36J-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)/ QP37J-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)/ QP38J-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 (1175).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

As shown in Figure 129, more than nine in ten parents of 5-15s who use each of the tools consider them useful.[104]

Figure 129: Parents of 5-15s who use each tool - usefulness of technical tools for smartphones/ tablet computers: 2014



QP39J-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).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

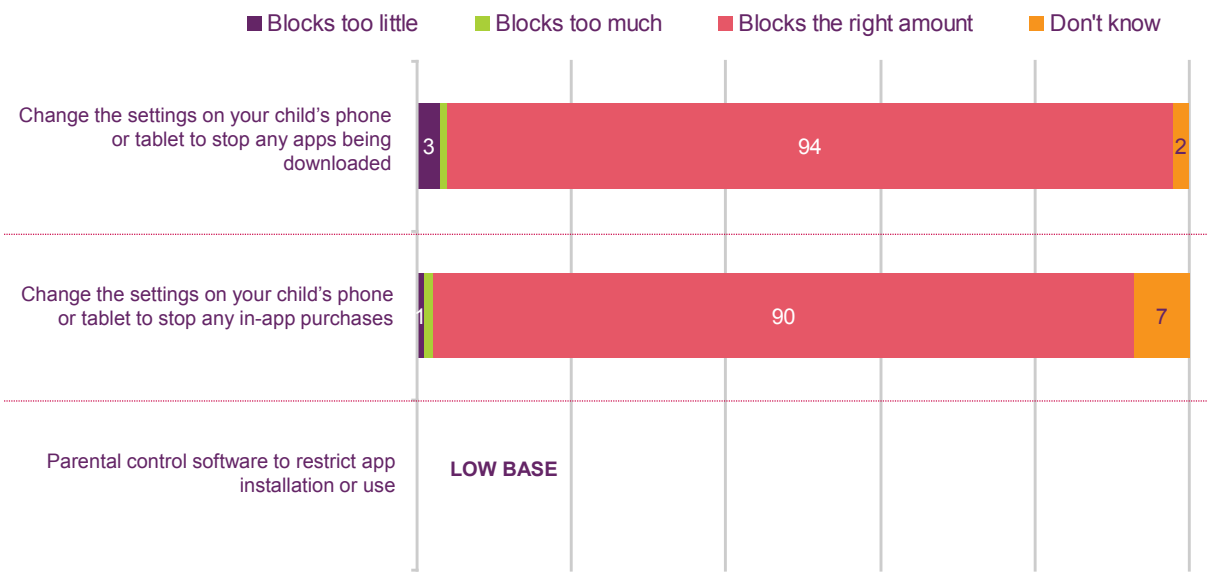
Figure 130 below shows the extent to which parents who use each type of tool feel it blocks the right amount of content.

Nine in ten parents (90%) of 5-15s who change the settings on their child's phone or tablet to stop in-app purchases feel it blocks the right amount of content. Only 1% of users say it blocks too little, with a further 2% saying it blocks too much.

More than nine in ten parents (94%) of parents who change the settings on their child's phone or table to stop apps being downloaded feel it blocks the right amount of content, with 3% saying it blocks too little. and 1% saying it blocks too much

[104] It is not possible to conduct any further analysis among parents of 5-15s who use parental control software to restrict app installation or use because of low base sizes. Neither is it possible to conduct further analysis by age, gender or socio-economic group among parents of 5-15s who use each type of tool. Low base sizes prevent analysis among parents of children aged 3-4 who use of any of these tools

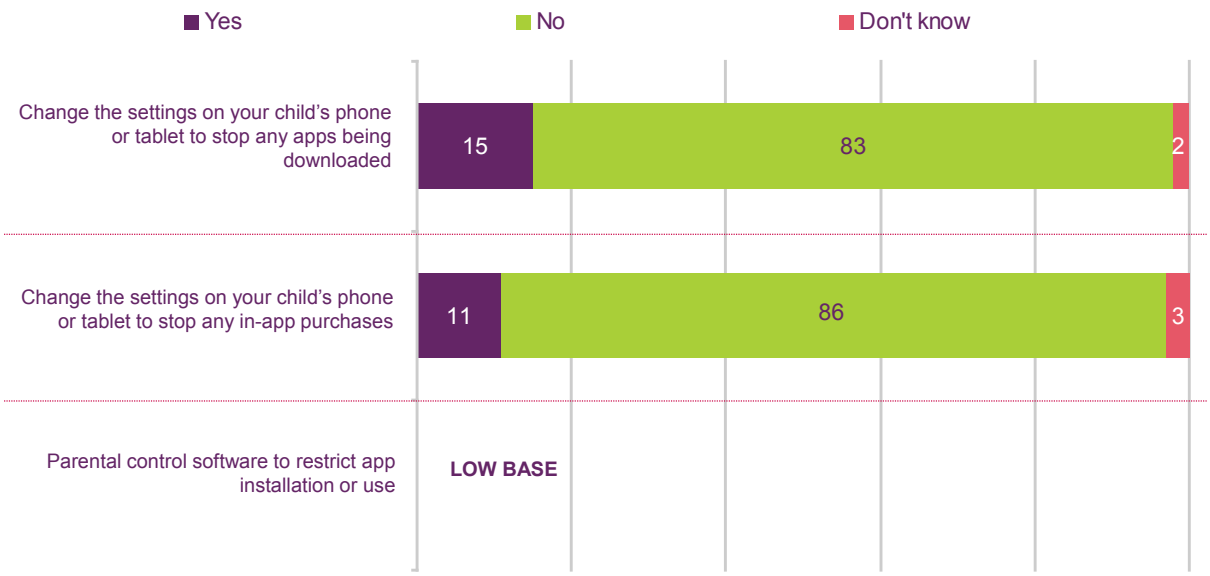
Figure 130: Parents of 5-15s who use each tool - technical tools for smartphones/ tablets blocking the right amount of content: 2014



QP40J-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).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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 131 around one in seven parents of 5-15s who have changed the setting on their child's phone or tablet to stop apps being downloaded (15%) think that their child is able to bypass this tool, while around one in ten parents (11%) feel the same about the tool that prevents in-app purchases.

Figure 131: Parents of 5-15s who use each tool - perception of child's ability to bypass technical tools for smartphones/ tablet computers: 2014



QP41J-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).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Information sources for finding out about technical tools

Parents of 5-15s are as likely to find out about technical tools from their friends/ family as from ISPs

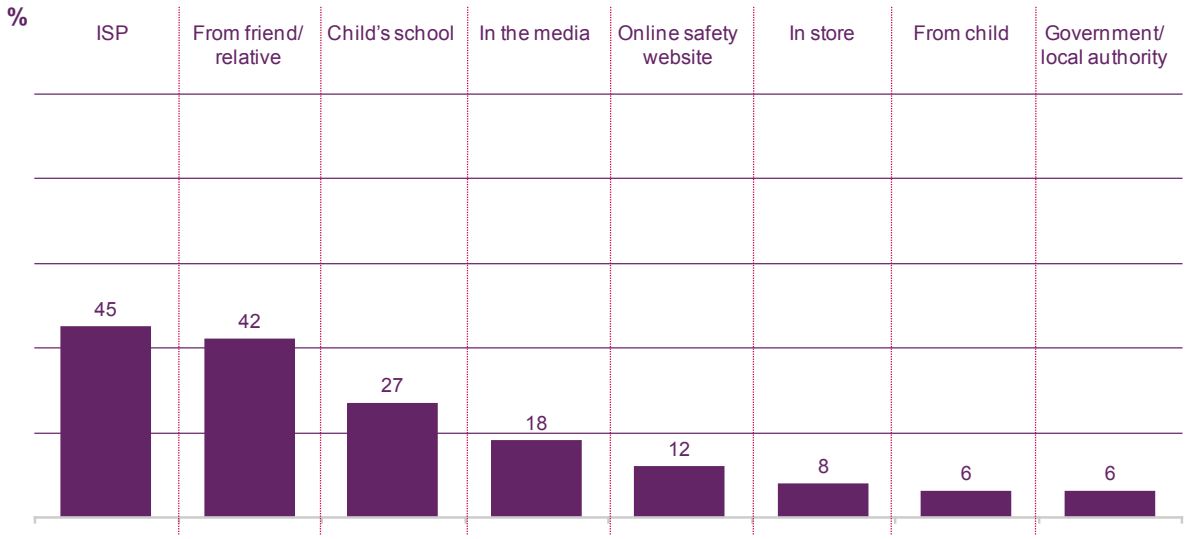
In 2014 parents who use any of the technical tools that can be used to manage their child's access to and use of online content were also asked about where they find information about these tools. Figure 132 shows the results among parents of 5-15s, by age group.

Among parents of 5-15s, no single information source is used by a majority of parents, although two sources stand out as sources used by more than four in ten parents: information provided by an ISP (45%) and hearing about tools from friends or relatives (42%). Around one in four find out from their child's school (27%) with one in eight saying they use online safety websites, e.g Safer Internet Centre (12%), and around one in 20 from the Government or local authority (6%).

As shown in Figure 133 there is little variation by age in the information sources used, although, perhaps unsurprisingly, parents of 3-4s are less likely to have found about the technical tools from the child's school compared to parents of 5-7s, 8-11s or 12-15s.There are some differences by gender within age. Among 12-15s, parents of boys are more likely than parents of girls to say they find out about tools through online safety websites (16% vs. 7%), while among 5-7s, parents of boys are more likely than parents of girls to find out from the Government/ local authority (12% vs. 3%). Among 8-11s, parents of boys are more likely than parent of girls to use child welfare organisations/ charities[105] as an information source (6% vs. 1%).

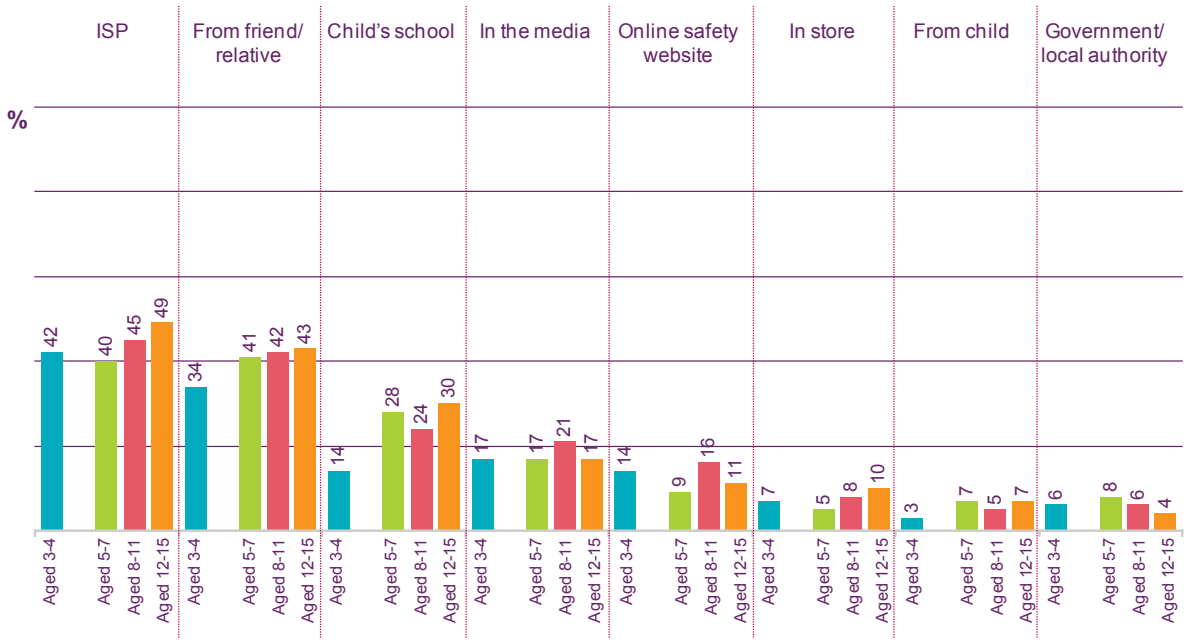
[105] This information source is not shown in either of the figures as less than 5% of parents of 5-15s use it (3%)

Figure 132: Information sources for finding out about technical tools to manage children's online access and use, 5-15s: 2014



QP42 – 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 >5% of parents of 5-15s who use any controls
Base: Parents of children aged 5-15 who use any of the tools(855 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 133: Information sources for finding out about technical tools that manage children's online access and use, by age: 2014



QP42 – 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 >5% of parents of 5-15s who use any controls Base: Parents of children aged 3-4 or 5-15 who use any of the tools (225 aged 3-4, 210 aged 5-7, 338 aged 8-11, 307 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Reasons for installing tools that manage children's online access and use

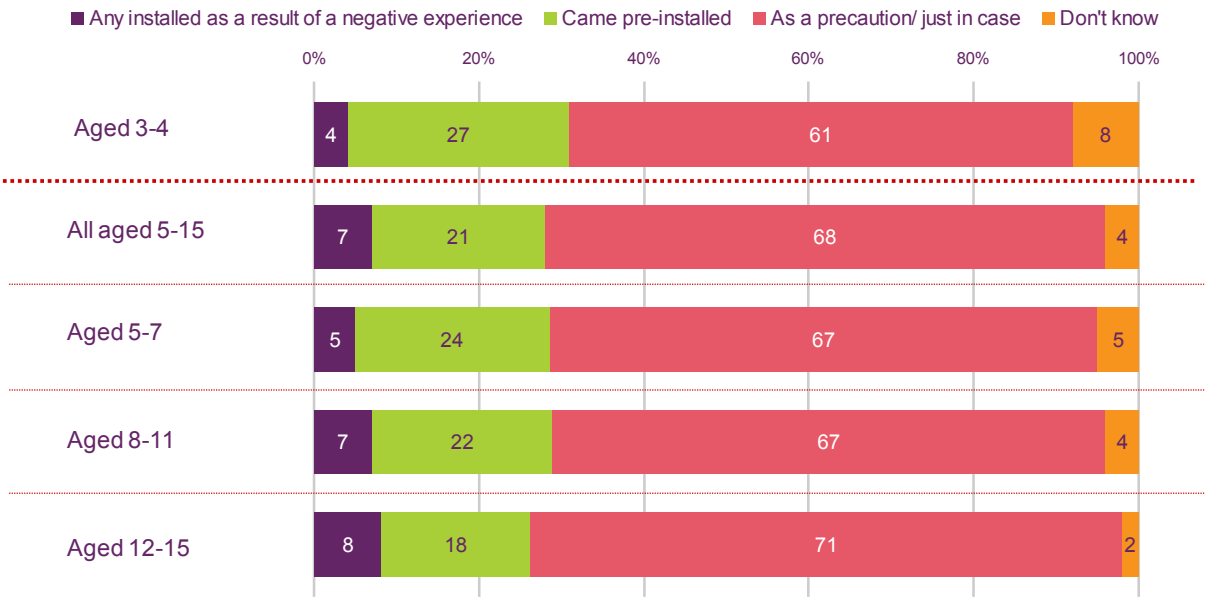
Two in three parents who use any type of technical tools say they installed them as a precautionary measure

Figure 134 shows that around one in 14 (7%) parents of 5-15s who use any of the tools we asked about say that they installed them as a result of a negative experience. One in five of these parents say the tools were pre-installed (21%) with two in three saying they were installed as a precautionary measure (68%).

Among parents of 3-4s, around one in 20 parents who use tools installed them as a result of a negative experience (4%) with one in four saying they came pre-installed (27%) and six in ten saying they were installed as a precautionary measure (61%). Results do not vary by the age of the child.

In 2014, parents of 5-15s in AB households are more likely than all parents who use any of the tools to say they were installed as a precaution (78% vs. 68%). Parents in DE households are more likely to say that tools were already installed (29% vs. 21%).

Figure 134: Reasons for installing any of the technical tools, by age of child: 2014



QP43 – 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(225 aged 3-4, 855 aged 5-15, 210 aged 5-7, 338 aged 8-11, 307 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Reasons for not using tools that manage online access and use

Parents without technical tools in place say they are using other mediation strategies

In 2014 we selected five technical tools to manage children's online access and use. Parents of children aged 3-4 and 5-15 who were aware of, but did not use, these five tools were prompted with some possible reasons for not using these technical tools and were asked to say whether these reasons applied.

Figure 135 below shows the results for five tools that parents of 5-15s were asked about, expressed as a proportion of those with a broadband internet connection at home[106]. These five tools are ranked according to the proportion of parents who are aware of but do not use each feature.

Across all five tools, the top three reasons for not using each tool are consistent. Around four in ten parents of 5-15s say they do not use these tools because they prefer to talk to their child and use other methods of mediation, while a similar proportion say it is because they trust their child to be sensible/ responsible. Around one in five parents (20%) 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. All other reasons for not using each tool are mentioned by around one in ten parents of 5-15s or less.

Where it is possible to draw comparisons by age,[107] parents of 12-15s with a home broadband internet connection are more likely than parents of 8-11s to say they do not use each type of tool because they trust their child to be sensible/ responsible. In contrast, parents of 8-11s are more likely than parents of 12-15s to say they do not use each tool because their child is always supervised/ there is always an adult present.

With the increase in children's use of mobile devices to go online, and the preference of older children to mostly use mobile phones for social networking and activities with friends, some technical tools and some forms of supervision may have limited usefulness if the child is going online outside the home.

Among all 5-15s,[108] parents of girls are more likely than parents of boys to say that they have not enabled safe search on search engine websites because their child is always supervised (26% vs. 14%).

There are some differences by household socio-economic group, where it is possible to compare parents of 5-15s in ABC1 and C2DE households.[109] Those in ABC1 households are more likely to say they do not use parental controls built into the device by the manufacturer because they trust their child to be sensible/ responsible (44% vs. 28%).

[106] Low base sizes prevent analysis among parents of 3-4s with a home broadband internet connection who are aware of but do not use each control

[107] Low base sizes prevent analysis among parents of 5-7s with a home broadband internet connection who are aware of but do not use each control, low base sizes among 8-11s also prevent analysis among 8-11s (as well as 5-7s) for safe searches on search engine websites and low base sizes within age only allow analysis among 5-15s for YouTube safety mode

[108] It is not possible to conduct analysis by gender with each of the three age groups (5-7s, 8-11 and 12-15)

[109] It is not possible to conduct analysis among all four socio-economic groups for any technical tools/ controls or by ABC1 and C2DE households for safe searches on search engine websites or for YouTube safety mode

Figure 135: Parents of 5-15s with a home broadband connection who are aware of each tool – reasons for not using each type of online technical tool: 2014

All aged 5-15	Content filters (Parental control software e.g. Net Nanny, McAfee) (n=388)	Content filters (ISP network level home filtering) (n=353)	Parental controls built into the device by the manufacturer (n=312)	Safe search enabled on search engine websites (n= 254)	YouTube safety mode enabled (n=186)
% of those with BB at home who are aware of but do not use this feature	30%	29%	23%	20%	15%
I prefer to talk to my child and use supervision and rules	43%	42%	38%	40%	39%
Trust my child to be sensible/ responsible	40%	38%	38%	41%	33%
Child is always supervised/ always an adult present	21%	19%	18%	20%	20%
Too complicated/ time consuming to install/ administer	6%	3%	6%	3%	3%
Child learns how to be safe on the internet at school	6%	11%	7%	8%	7%
Don't know how to do this/ didn't know this was possible	5%	6%	6%	7%	6%
Filters block too much/ get in the way	4%	7%	2%	3%	2%
Wouldn't work / They would find a way round the controls	2%	3%	1%	3%	5%

QP44 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 of all parents of 5-15s responding about the controls shown.
Base: Parents of children aged 5-15 with a broadband internet connection at home and are aware of but who do not use each technical tool or control (variable base)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 136 below shows the reasons for not using parental control software to restrict app installation or use among parents of 5-15s who use a smartphone or tablet[110]. Close to half of parents (45%) do not use this tool because they trust their child to be sensible/ responsible; around one in three (35%) say they prefer to talk to their child and use supervision and rules. Around one in seven (15%) do not use the tool because their child is always supervised. All other reasons are mentioned by less than one in ten parents.

Low base sizes prevent further analysis by age, gender or household socio-economic group.

[110] Low base size prevents analysis among parents of 3-4s whose child uses a smartphone or tablet who are aware of but do not use this control

Figure 136: Parents of 5-15s who use a smartphone or tablet aware of each tool – Reasons for not using each type of online technical tool: 2014

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	16%
Trust my child to be sensible/ responsible	45%
I prefer to talk to my child and use supervision and rules	35%
Child is always supervised/ always an adult present	15%
Child learns how to be safe on the internet at school	6%
Don't know how to do this/ didn't know this was possible	4%
Too complicated/ time consuming to install/ administer	4%
Filters don't block enough	2%
Wouldn't work / They would find a way round the controls	2%
Filters block too much/ get in the way	1%

QP44 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).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Talking to children about managing online risks

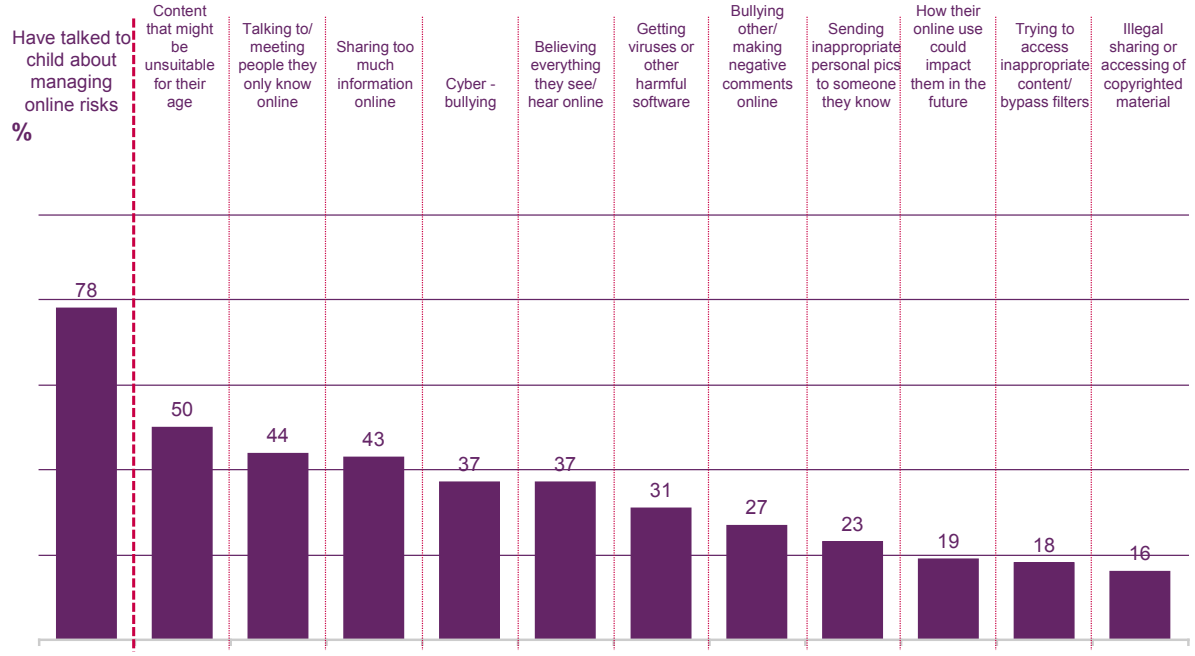
Nearly four in five parents of 5-15s say they have talked to their child about managing any of the 11 online risks they were asked about

Parents of 5-15s who go online were prompted with 11 possible online risks and asked whether they had ever talked to their child about any of them.

Figure 137 shows that nearly eight in ten parents of 5-15s (78%) have ever talked to their child about managing at least one of these online risks. Half of parents (50%) have talked to their child about content on sites or apps that might be unsuitable for their age, with more than four in ten talking to their child about the risks involved with talking to/ meeting people they only know online (44%) or sharing too much information online (43%). More than one in three parents have ever spoken with their child about them being bullied online/ cyberbullying (37%) or about believing everything they see or hear online (37%), with three in ten parents talking to their child about downloading viruses or other harmful software as a result of what they do online (31%).

Around one in four have spoken to their child about them bullying others online or making negative comments about other people online (27%) or about sending inappropriate personal pictures to someone they know (23%). All other potential online risks have been discussed by less than one in five parents.

Figure 137: Parents talking to their child about managing online risks, 5-15s: 2014



QP33 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 who go online at home or elsewhere (1402 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 138 and Figure 139 shows how this overall incidence breaks down by age, for parents of children aged 5-7, 8-11 and 12-15 as well as among parents of 3-4s.

The likelihood of having talked to their child about managing any of the risks increases with the age of the child, at one in three parents of 3-4s (32%) more than half of parents of 5-7s (54%), eight in ten parents of 8-11s (81%) and close to nine in ten parents of 12-15s (87%).

There is one risk that parents of 3-4s are most likely to have talked to their child about: content on sites or apps that might be unsuitable for their age (21%). The next most common online risk they have discussed is downloading viruses or other harmful software as a result of online activity (12%). All other online risks have been discussed by one in ten, or fewer, parents of 3-4s.

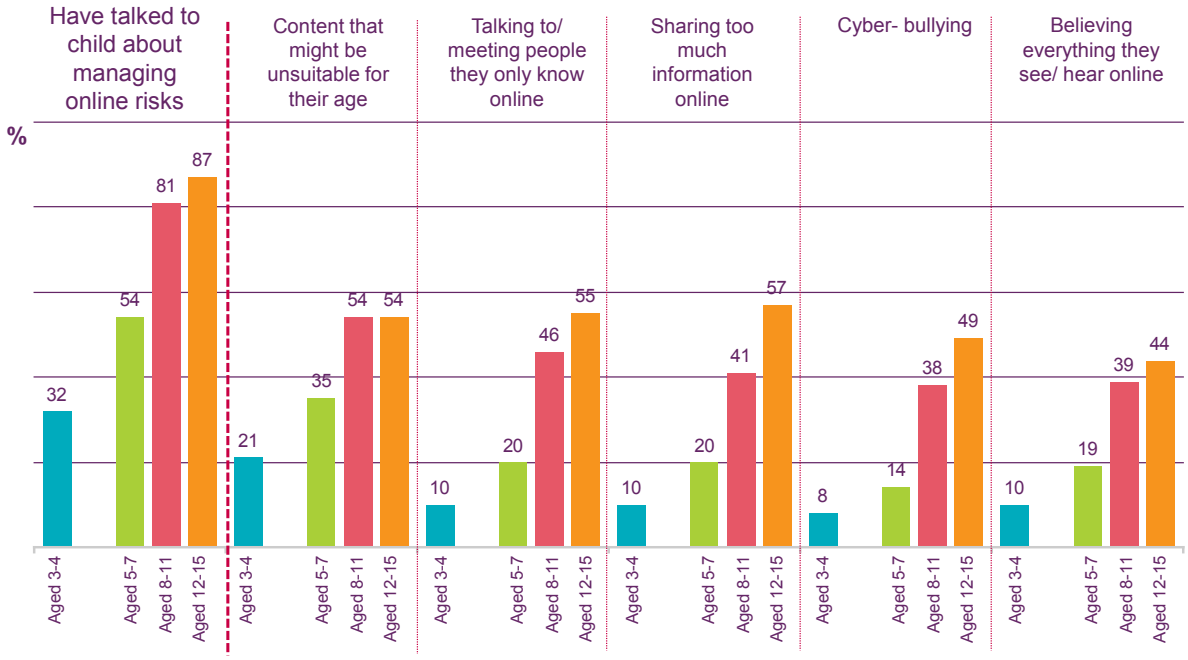
Similarly, there is no individual risk that the majority of parents of 5-7s have ever discussed with their child. A majority of parents of 8-11s have discussed content on sites or apps that might be unsuitable for their age group (54%) while a majority of parents of 12-15 have discussed three risks: age-inappropriate content on sites or apps (54%), talking to or meeting online-only contacts (55%) and sharing too much information online (57%).

Parents of 8-11s and 12-15s are more likely than parents of 5-7s to have spoken to their child about all 11 online risks shown in Figure 138, while parents of 12-15s are more likely than parents of 8-11s to have spoken to their child about seven of the risks. The four risks that parents of 8-11s and 12-15s are equally likely to have spoken to their child about are: age-inappropriate content on sites or apps (54% for 8-11s and 54% for 12-15s), believing everything they see or hear online (39% vs. 44%), bullying online or making negative comments about other people (31% vs. 32%) and trying to access inappropriate content/ bypass filters (20% vs. 23%).

There are some differences by gender among 12-15s; parents of girls are more likely than parents of boys to say they have ever talked to their child about talking to or meeting people they only know online (60% vs. 51%), about being bullied online/ cyberbullying (55% vs. 42%) or about sending inappropriate personal pictures to someone they know (38% vs. 29%).

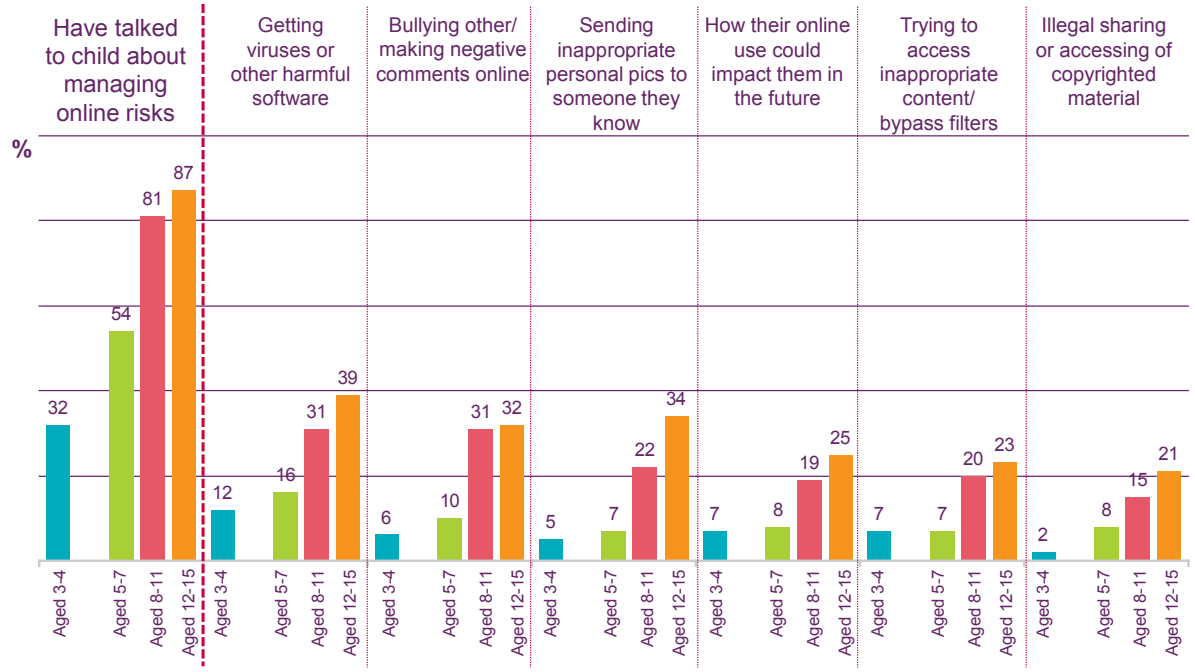
Parents of 5-15s in AB households are more likely than all parents to have spoken to their child about talking to or meeting people they only know online (53% vs. 44%). They are also more likely to have spoken to their child about sharing too much information online (51% vs. 43%) while parents in DE households are less likely to have spoken to their child about this particular risk (36% vs. 43%).

Figure 138: Parents talking to their child about managing online risks, by age: 2014/ 1



QP33 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 or 5-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 139: Parents talking to their child about managing online risks, by age: 2014/ 2



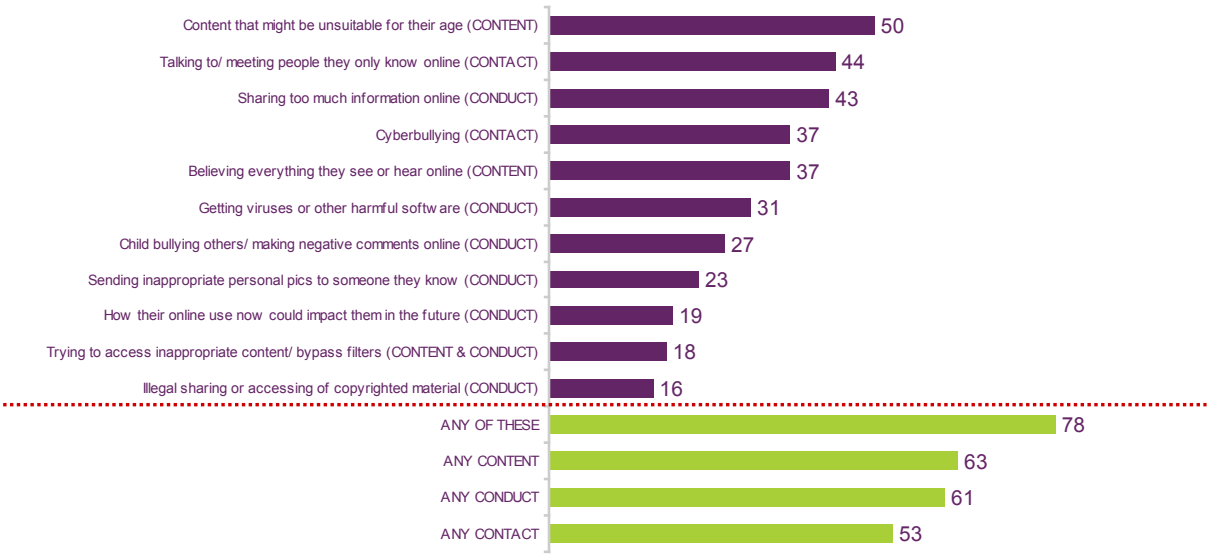
QP33 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 or 5-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 140 looks at the same 11 online risks that parents of 5-15s who go online may have discussed with their child, but assigns each of these to one or more of three types of risk[111]: conduct (seven of the 11), content (three of the 11) or contact (two of the 11).

As mentioned above, around eight in ten (78%) parents of 5-15s have discussed any of the 11 online risks with their child. As with this overall incidence, the likelihood of talking to their child about any conduct- or contact-related risks increases with the age of the child (34% for 5-7s, 63% for 8-11s and 74% for 12-15s for conduct-related risks and 24% for 5-7s, 54% for 8-11s and 67% for 12-15s for contact-related risks). Parents of 8-11s (66%) and 12-15s (70%) are both more likely than parents of 5-7s (45%) to have spoken to their child about content-related risks. Among 12-15s, parents of girls are more likely to have spoken to their child about contact-related risks (72% vs. 62%). Parents of 5-15s in AB households are more likely than all parents to have spoken to their child about any contact-related risks (60% vs. 53%) while parents in DE households are less likely (44% vs. 53%). In addition, parents in DE households are less likely to have discussed any conduct-related risks (54% vs. 61%).

[111] In her 2008 report for Government *Safer Children in a Digital World* Tanya Byron used this risk categorisation model developed by the EU Kids Online project (Hasenbrink, Livingstone, et al, 2007). These categories of risk are also used in the 2014 Ofcom *Report on Internet Safety Measures* http://stakeholders.ofcom.org.uk/binaries/internet/internet-safety-measures.pdf

Figure 140: Summary of parents talking to their child about managing online risks, 5-15s: 2014



QP33 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 who go online at home or elsewhere (1402 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Nearly four in ten parents of 5-15s say they talk to their child at least every few weeks about managing online risks

In 2014, parents who said they had ever spoken to their child about any of the 11 online risks were then asked how often they talked to their child about managing these types of risk[112].

The results are shown in Figure 141, expressed as a proportion of those whose child goes online at home or elsewhere.

As discussed above, the likelihood of not having spoken to their child about managing online risks decreases with the age of the child. Two in three parents of 3-4s (68%) have never spoken to their child about managing any of the 11 online risks, while one in five parents (21%) talk to their child at least every few weeks. A further 6% of parents say they do this at least every few months.

Close to four in ten parents of 5-15s who go online (38%) say they talk to their child about managing these online risks at least every few weeks; this is more likely for 8-11s (44%) and 12-15s (38%) than for 5-7s (26%). A further one in five parents of 5-15s (20%) who go online say that although they don't speak to their child every few weeks, they do speak to them every few months. Therefore, a majority of parents of 5-15s (58%) speak to their child at least every few months; the incidence is higher among parents of 8-11s (66%) and 12-15s (61%) and lower among parents of 5-7s (39%).

[112] 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 122, but more detail about frequency of discussing online risk is provided in this section of the report

In 2014, parents of boys aged 12-15 are more likely than parents of girls to say they have only spoken to their child once about managing online risks (11% vs. 6%). In 2014 there are no differences by household socio-economic group.

Figure 141: Frequency of talking to children about managing online risk, by age: 2014

QP34 – Which of these best describes how often you talk to your child about these things? (single coded)
Base: Parents of children aged 3-4 or 5-15 who go online at home or elsewhere (272 aged 3-4, 1402 aged 5-15, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parents who said they have never talked to their child about any of the 11 risks were asked why they had not done so. Figure 142 shows the responses among parents of 5-15s by age group, and also shows the responses of parents of 3-4s[113].

It is worth bearing in mind that the likelihood of parents having spoken to their child about online risks increases with age, and as such, children aged 3-4 and 5-7 are more widely represented in the group of parents who have never spoken to their child about online risks.

The main reason given by parents of 5-15s who have never spoken to their chid about online risks is because their child is too young for this type of conversation (49%). Around one in five parents of 5-15s say it is because their child learns about managing online risks at school (19%) with a comparable proportion of parents saying it is because they are always supervised when online (17%). One in ten parents (11%) say they trust their child to be sensible/ responsible or that their child already knows about this (11%).

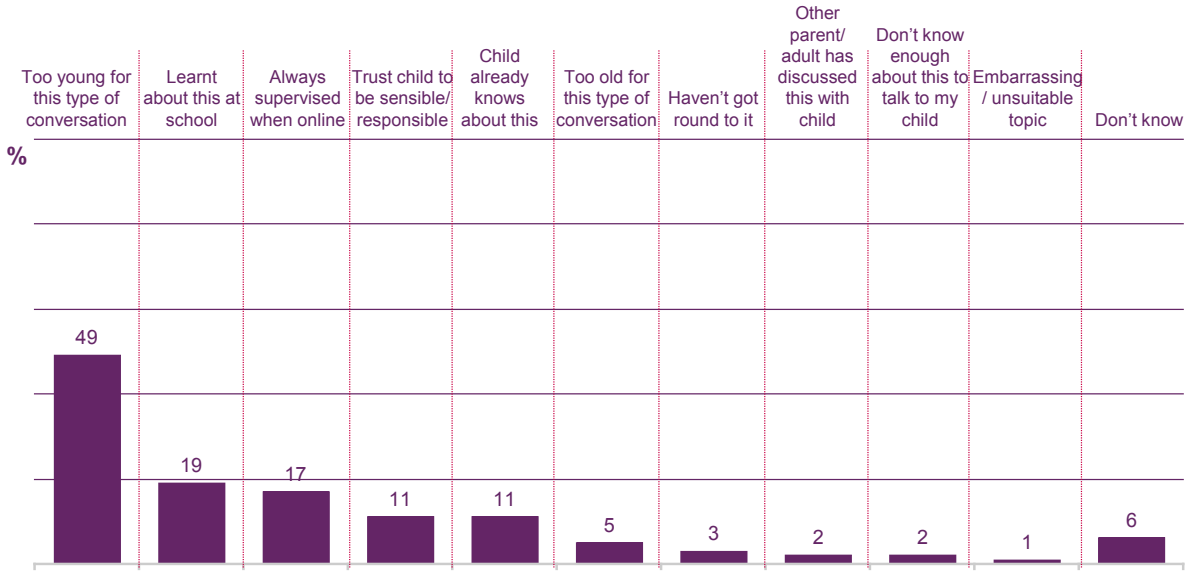
As shown in Figure 143 parents of 3-4s (85%) and 5-7s (78%) are much more likely than parents of 8-11s (42%) to say that the child is too young for this conversation. In contrast, parents of 8-11s are more likely to say it is because they have learnt about online risks at school (21% for 8-11s vs. 1% for 3-4s and 7% for 5-7s).

Among all 5-15s[114], parents of boys are more likely than parents of girls to say that they have not talked to their child about managing online risks because their child is always supervised when online (22% vs. 12%) or because their child already knows about this (14% vs. 7%).

[113] Base size does not allow analysis among parents of 12-15s
[114] Base sizes are too low to conduct analysis by gender within age

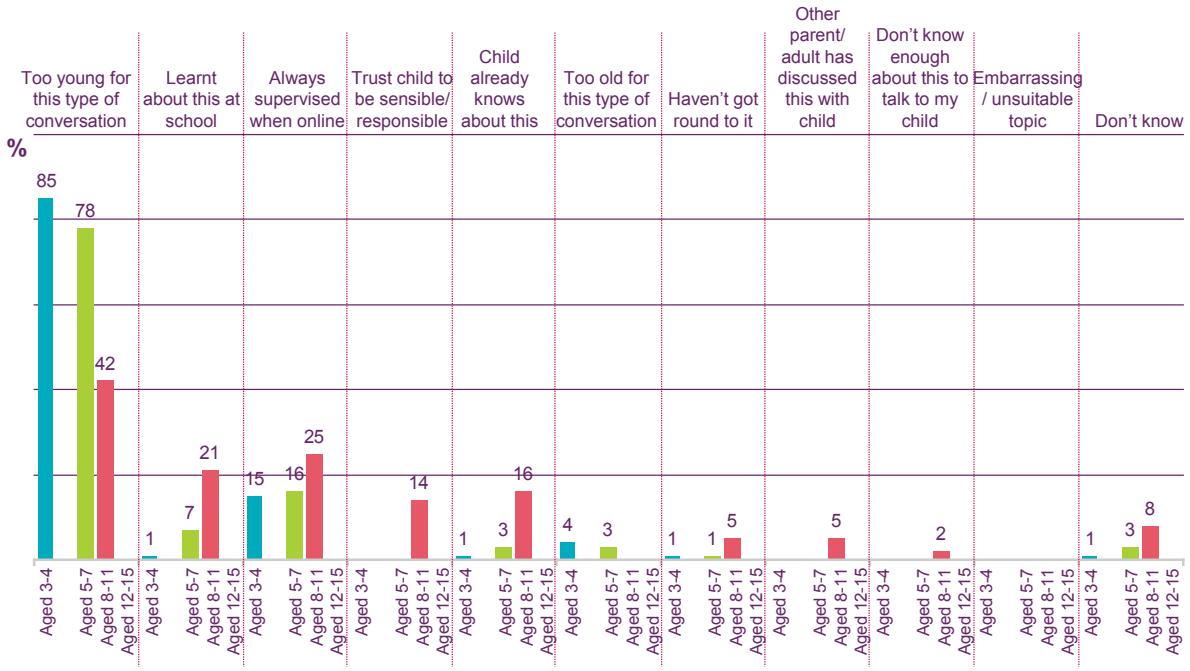
Parents of 5-15s in ABC1 households are more likely than parents in C2DE households to say that they have not discussed this with their child because their child is always supervised when online (23% vs. 13%).

Figure 142: Reasons for not having talked to child about managing online risks, 5-15s: 2014



QP35 – 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 (336 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 143: Reasons for not having talked to child about managing online risks, by age: 2014



QP35 – Can you tell me why you have not talked with your child about these things (spontaneous responses, multi-coded) Base: Parents of children aged 3-4 or 5-15 who have not talked to their child about managing online risks (197 aged 3-4, 149 aged 5-7, 112 aged 8-11, 75 aged 12-15) *Base too low for 12-15s

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

Seven in ten parents have looked for or received information or advice about how to help their child manage online risks

Since 2013, parents of children who use the internet at home or elsewhere have been asked whether they have ever looked for, or received, information or advice about how to help their child manage online risks[115]. They are prompted with 16 possible sources, with the option of nominating other sources[116]. Figure 144 and Figure 145 show the responses given by parents of 5-15s, while Figure 146 and Figure 147 show responses among parents of 3-4s, 5-7s, 8-11s and 12-15s.[117]

A majority of parents of children aged 5-15 (70%) have looked for or received information/advice from any source, and nearly half of parents have looked for/ received information or advice from the child's school (48%). One in three say they have looked for/ received information/ advice from friends or family (32%) and one in seven from internet service providers/ ISPs (14%). One in ten have received advice from the media (11%) or from the child themselves (10%). All other information sources are mentioned by one in ten parents or less, and less than 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 2013, parents of 5-15s are more likely to say they have looked for or received information/ advice from any source (70% vs. 53%); this increase applies to nearly all the sources of information or advice that parents were prompted with.

In 2014, the incidence of using any source of information or advice does not vary by age among 5-15s (67% for 5-7s, 72% for 8-11s and 70% for 12-15s) but it is less likely among parents of 3-4s (48%).

The incidence of looking for/ receiving information/ advice from the child's school does not vary by age among parents of 5-15s (44% for 5-7s, 51% for 8-11s and 47% for 12-15s) but is less likely for parents of 3-4s (25%). This is also true for seeking information from family/ friends (32% for 5-7s, 34% for 8-11s and 31% for 12-15s compared to 22% for 3-4s).

Parents of 8-11s (16%) and 12-15s (15%) are more likely than parents of 3-4s (7%) or 5-7s (8%) to have looked for or received information or advice from internet service providers. The likelihood of looking for information or advice from the media does not vary by the age of the child among parents of 5-15s (11%) but is less likely among parents of 3-4s (5%). Unsurprisingly, parents of 8-11s (10%) and 12-15s (12%) are more likely than parents of 3-4s (4%) or 5-7s (5%) to say they have received information or advice from their child about managing online risks.

Since 2013 parents in each age group are more likely to say they have looked for or received any information or advice about how to help their child manage online risks[118]. The overall increase among parents of 3-4s (from 31% to 48%) is mostly attributable to an increase in looking for/ receiving information from the child's school (25% in 2014 vs. 14% in 2013) and from family/ friends (22% vs. 10%).

The increase among parents of 5-7s (67% in 2014 vs. 47% in 2013) is mostly attributable to an increase in looking for/ receiving information from family/ friends (32% vs. 14%) and from the media (12% vs. 4%) while the increase among parents of 8-11s (72% vs. 56%) is mostly

[115] In 2013 this referred to helping their child 'to stay safe online' rather than 'to manage online risks'
[116] In 2013 they were prompted with 14 different sources with two new sources added in 2014 - the BBC and Safer Internet Centre/ Childnet
[117] Where more than 1% of parents of 5-15s gave that response
[118] This could be attributable to the change in question wording since 2013, as outlined in Footnote 115

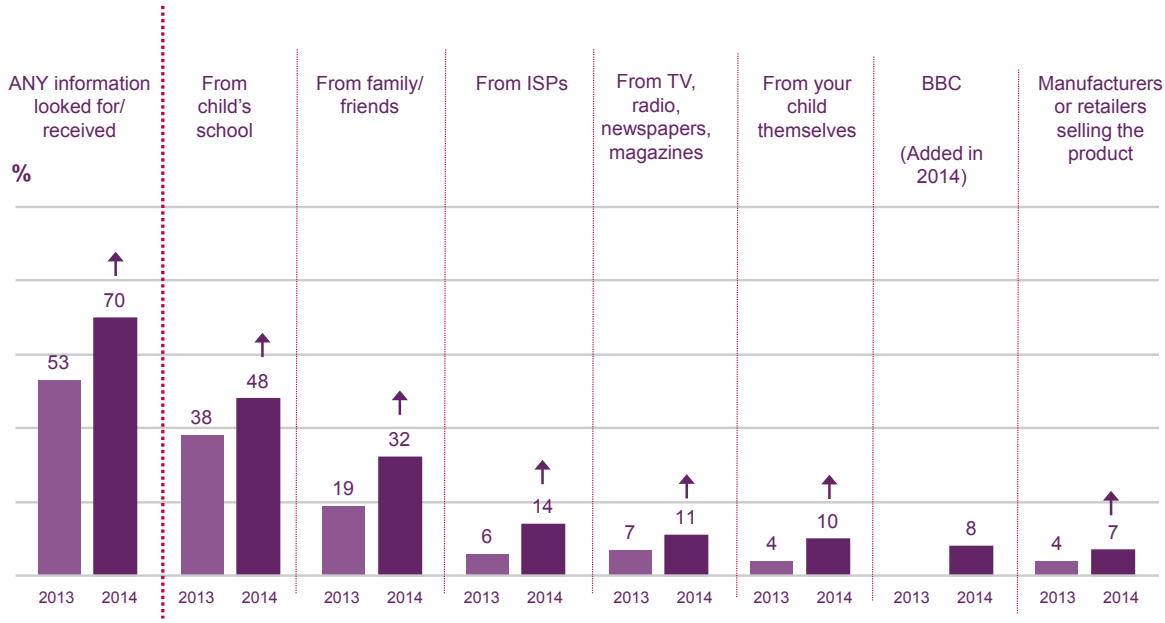
attributable to an increase in looking for / receiving information from the child's school (51% vs. 40%) from family/ friends (34% vs. 23%) and from ISPs (16% vs. 8%).

The increase in looking for or receiving information from any sources among parents of 12-15s (70% vs. 53%) is mainly attributable to an increase in looking for/ receiving it from the child's school (47% vs. 38%), from family/ friends (31% vs. 19%), from ISPs (15% vs. 6%) and from the child themselves (12% vs. 4%).

In 2014, parents of girls aged 12-15 who go online at home at elsewhere are more likely than parents of boys to say they have looked for or received information or advice about managing online risks from any source (76% vs. 65%): they are now more likely to have got this information from family or friends (35% vs. 27%).

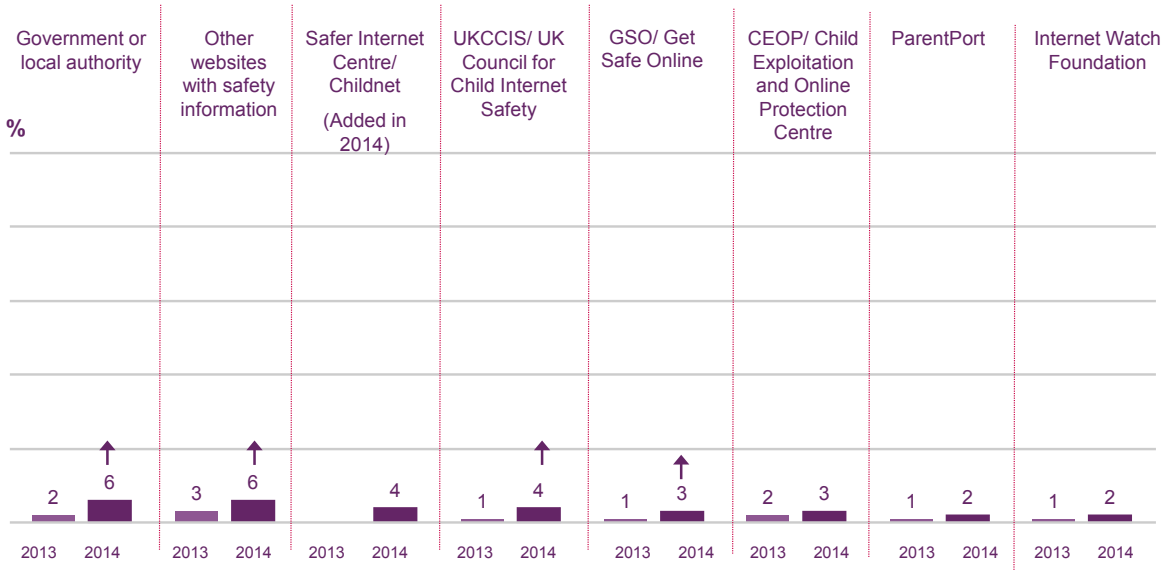
In 2014, parents of 5-15s who go online in AB households are more likely than all parents to say they have looked for or received information from any source (78% vs. 70%). There are three specific sources that AB households are more likely to have looked for or received information from: the child's school (57% vs. 48%), from ISPs (19% vs. 14%) and from other websites with safety information (9% vs. 6%). While they are no less likely to have looked for or received information or advice overall, parents in DE households are less likely to have looked for/ received information from ISPs (9% vs. 14%) the media (7% vs. 11%) Get Safe Online (0% vs. 3%) the Child Exploitation and Online Protection Centre (0% vs. 3%) or other organisations or charities (0% vs. 1%).

Figure 144: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks*, 5-15s: 2013 and 2014 / 1



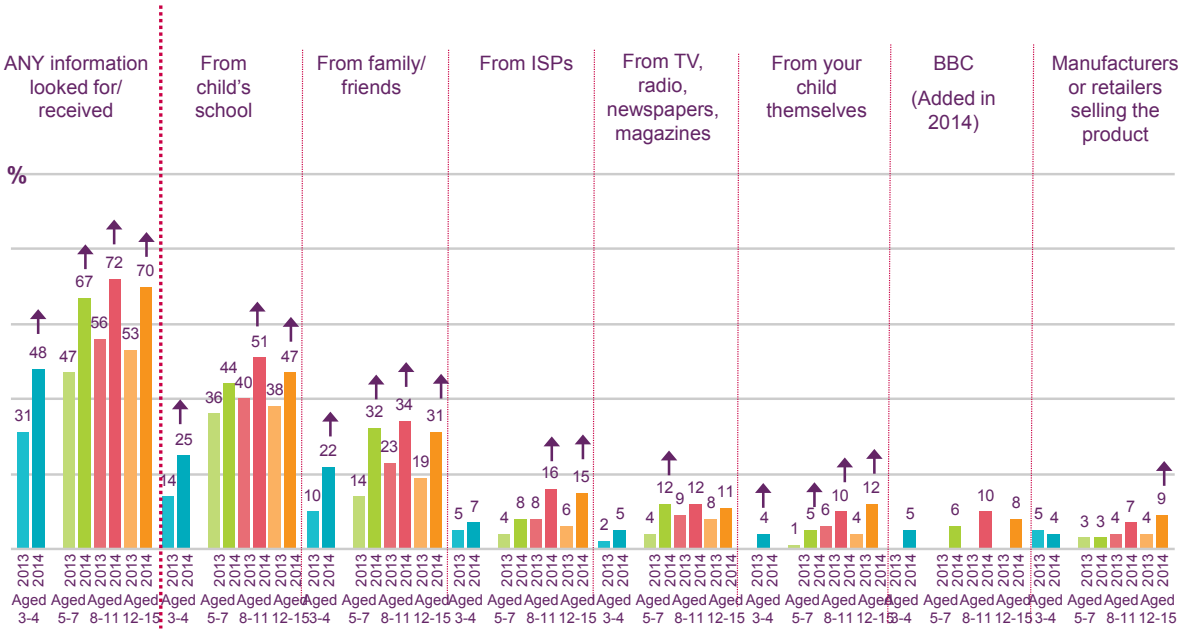
QP54 – Have you looked for or received information or advice about how to help your child manage online risks (* 2014)/ to stay safe when they are online (2013) from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where>1% of all parents have given that answer
Base: Children aged 5-15 who use the internet at home or elsewhere (1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014) - Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 145: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks*, 5-15s: 2013 and 2014 / 2



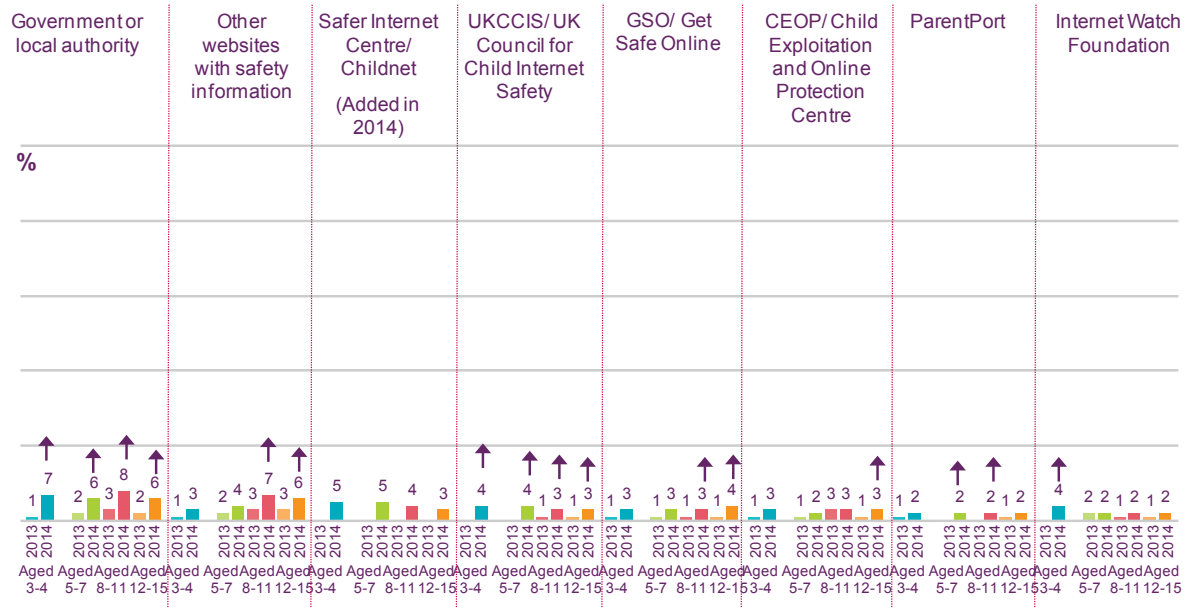
QP54 – Have you looked for or received information or advice about how to help your child manage online risks (* 2014)/ to stay safe when they are online (2013) from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where>1% of all parents have given that answer
Base: Children aged 5-15 who use the internet at home or elsewhere (1426 aged 5-15 in 2013, 1402 aged 5-15 in 2014) - Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 146: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks*, by age: 2013 and 2014 / 1



QP54 – Have you looked for or received information or advice about how to help your child manage online risks (* 2014)/ to stay safe when they are online (2013) from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where>1% of all parents have given that answer
Base: Children aged 5-15 who use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 497 aged 8-11 in 2013, 523 aged 8-11 in 2014, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014) – Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 147: Parents stating they have looked for or received any information or advice about how to help their child to manage online risks*, by age: 2013 and 2014 / 2



QP54 – Have you looked for or received information or advice about how to help your child manage online risks (* 2014)/ to stay safe when they are online (2013) from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where>1% of all parents have given that answer

Base: Children aged 5-15 who use the internet at home or elsewhere (219 aged 3-4 in 2013, 272 aged 3-4 in 2014, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 497 aged 8-11 in 2013, 523 aged 8-11 in 2014, 548 aged 12-15 in 2013, 579 aged 12-15 in 2014) – Significance testing shows any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Rules about the internet

Four in five parents have rules in place about their child's internet access

As shown in Figure 148, four in five parents of children aged 5 -15 who use the internet at home or elsewhere (82%) say they have put in place any of the internet rules about accessing the internet and online services that we asked about. These kinds of rules are more common for children aged 5-7 (88%) and 8-11 (89%) than for those aged 12-15 (72%). More than eight in ten parents of 3-4s (87%) have rules about internet use in place.

No single online rule is in place among the majority of parents of 3-4s. Many parents of 3-4s who go online at home have a rule about only visiting children's websites (43%), about using the internet only when supervised (43%) about regularly checking what the child is doing online (36%) or about not buying from websites (20%).

There is no single rule in place for a majority of 5-7 year old internet users. Forty-four per cent of parents of 5-7s have a rule about not going online after a certain time, with four in ten saying they regularly check what their child is doing online (41%). More than one in three parents of 5-7s say their child can only use children's websites (37%) or can go online only when supervised (35%).

The rules regarding only going online to visit children's websites, and only going online when supervised are more likely for 3-4s and 5-7s than for 8-11s or 12-15s.

The rule relating to the parent regularly checking what their child is doing online is in place among half of all parents of an 8-11 year-old child (50%). There are no other rules in place among the majority of parents of 8-11s. Parents of 8-11s are more likely than parents of 5-7s and 12-15s to have this rule in place (50% for 8-11s vs. 41% for 5-7s and 38% for 12-15s) and about only going online for homework (12% for 8-11s vs. 7% for 5-7s and 4% for 12-15s). There is no single rule in place for the majority of 12-15s who go online, and no single rule is more likely to be in place for 12-15s compared to younger children.

In 2014, neither the overall incidence of having rules in place, nor the incidence of any individual rule for home internet use, varies within age according to the gender of the child. There are two individual rules that are more likely to be in place for 5-15s in AB households compared to all households whose child goes online: no purchasing from websites (36% vs. 30%) and being allowed to use the internet only for a certain amount of time (28% vs. 22%). There is one rule less likely to be in place among C2 households: no instant messaging (7% vs. 12%). There are some differences compared to 2013; children aged 5-15 are more likely to have four rules in place: no internet after a certain time (40% vs. 32%), PIN/ password required to enter websites unless already approved (25% vs. 15%), only talking to friends/ people they already know (18% vs. 13%) and only going online for homework (8% vs. 5%). The increase in the rule about 'no internet after a certain time' is due to 5-7s (44% vs. 33%) and 8-11s (45% vs. 36%) now being more likely to have this rule in place. The increase regarding the rule about PIN/ passwords is attributable to an increase among parents of 5-7s (28% vs. 17%), 8-11s (28% vs. 18%) and 12-15s (22% vs. 11%). The rule about only talking to/ chatting with friends/ people already known is more likely for 12-15s (17% vs. 10%), while the rule about only using the internet for homework is more likely among 8-11s (12% vs. 7%).

Parents of 3-4s are more likely than in 2013 to regularly check what their child is doing online (36% vs. 25%), to have the rule regarding no purchasing from websites (20% vs. 10%) and to say their child can only go online for homework (4% vs. 0%).

Figure 148: Parental rules for the internet, by age: 2014

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	87%	**82%**	88%	89%	72%↑(+7)
Regularly check what they're doing online	36%↑(+11)	**43%**	41%	50%	38%
No internet after a certain time	34%	**40%**↑(+8)	44%↑(+11)	45% ↑(+9)	34%
No purchasing from websites	20%↑(+10)	**30%**	28%	32%	28%
PIN/ Password required to enter websites unless already approved	19%	**25%**↑(+10)	28%↑(+11)	28% ↑(+10)	22%↑(+11)
Only allowed to use the internet for a certain amount of time	20%	**22%**	21%	28%	17%
No social media websites or apps	15%	**20%**	24%	29%	11%
Only children's websites	43%	**20%**	37%	25%	7%
Can only use when supervised/ not on their own	43%	**20%**	35%	23%	9%
Only talk/ chat with friends/ people they already know	7%	**18%**↑(+5)	13%	21%	17%↑(+7)
No Instant Messaging/ MSN	13%	**12%**	17%	17%	5%
Only websites stored in their Favourites list	12%	**8%**	13%	11%	3%
Only use for homework	4%↑(+4)	**8%** ↑(+3)	7%	12% ↑(+5)	4%

QP30 Do you have any of these rules or restrictions about the access that your child has to the internet on any device? (prompted responses, multi-coded)
Base: Parents of children aged 3-15 whose child uses the internet at home or elsewhere (272 aged 3-4, 1402 aged 5-15, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15).
Significance testing shows any difference between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Seven in ten parents of 5-15s who go online at home or elsewhere have rules in place about their child's online activities

The rules shown in Figure 147 include rules about access to and use of the internet. To provide a more granular insight into parents' mediation of online services and content, in 2014 we 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[119]. They were asked which, if any, they have in place. Figure 149 shows the results among parents of 5-15s while Figure 150 breaks these results out by age.

Seven in ten parents of 5-15s have any of these rules in place (70%). No single rule is in place among a majority of parents; three types of rule are in place among three in ten parents or more: only use websites approved by parents (39%), rules relating to contact with people online - e.g. no contact with strangers, no sharing of personal information etc (32%) and rules about online purchasing (31%). One in four parents have rules in place relating to use of social media (26%). All other rules are in place among one in four parents of 5-15s or less.

[119] These parents were also able to nominate any other type of rule that they used, which has not been shown in Figure 148 or Figure 149, but which accounted for 2% of parents of 5-15s and 2% of parents of 3-4s

A majority of parents of 3-4s who go online have any of these rules in place (58%). One rule is more likely to be used, compared to any of the other rules that were asked about: only using websites approved by parents (46%). One in seven parents of 3-4s who go online have the rule about online purchasing (14%) with slightly fewer having rules about when and where the child can go online – e.g. time of day, amount of time online, and device used to go online (12%). All other rules are used by less than one in ten parents of 3-4s.

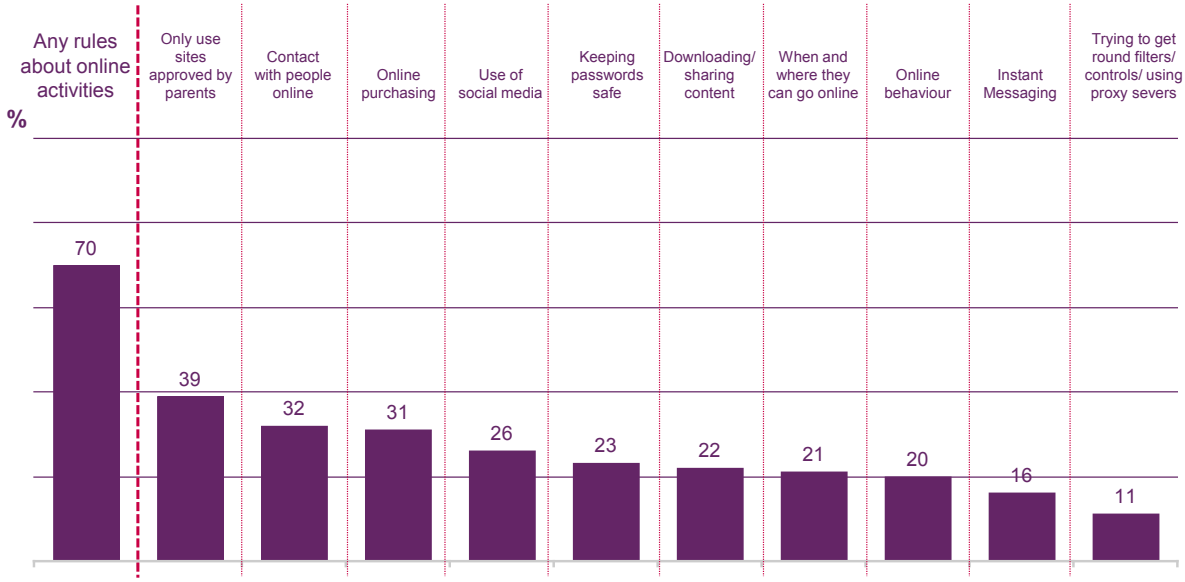
Parents of 8-11s are more likely than parents of 5-7s or 12-15s to have any of these rules in place about their child's online activities (76% for 8-11s vs. 68% for 5-7s and 66% for 12-15s). This is also true for three specific rules: relating to the use of social media (33% for 8-11s vs. 15% for 5-7s and 25% for 12-15s), about when and where they can go online (28% for 8-11s vs. 17% for 5-7s and 17% for 12-15s) and relating to instant messaging (22% for 8-11s vs. 13% for 5-7s and 12% for 12-15s).

Parents of 5-7s and 8-11s are more likely than parents of 12-15s to have the rule in place regarding only using websites approved by parents (50% for 5-7s and 46% for 8-11s vs. 26% for 12-15s). With the exception of the rule about not trying to bypass filters or controls, all other rules are as likely to be in place for 8-11s as for 12-15s, and are more likely to be in place than for 5-7s.

Parents of girls aged 12-15 are more likely than parents of boys aged 12-15 to have rules in place about contact with people online (44% vs. 32%), about use of social media (30% vs. 20%) and about online behaviour – e.g. to behave as you would in real life (24% vs. 16%).

Parents of 5-15s in AB households are more likely than all parents of 5-15s to use any of these rules about their child's online activities (78% vs. 70%); this is attributable to their being more likely to have rules in place regarding contact with people online (41% vs. 32%), about online purchasing (43% vs. 31%) and about use of social media (34% vs. 26%). Children aged 5-15 in DE households are less likely to have rules in place about contact with people online (25% vs. 32%) and about use of social media (20% vs. 26%).

Figure 149: Rules about child's online activities among parents of 5-15s: 2014



QP31 – 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 of children aged 5-15 who go online at home or elsewhere (1402 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 150: Rules about child's online activities among parents of 5-15s, by age: 2014

QP31 – 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 of children aged 3-4 or 5-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental supervision of internet

More than four in five parents say they supervise their child in some way when they go online at home or elsewhere

In 2014, parents of children aged 3-4 and 5-15 who go online were prompted with four possible responses relating to ways in which they supervise their child online[120], and were asked whether they usually supervised their child in any of these ways when they went online using any type of device[121].

Figure 151 shows the responses of parents of 5-15s, and Figure 152 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 (50%) say they are usually nearby when their child goes online and regularly check what they are doing, with four in ten (40%) saying they usually ask them about what they are doing/ have been doing online. Three in ten parents say they usually sit beside their child and watch or help them when online (30%) or that they supervise their child's online access and use by checking the browser/ device history after they have been online (30%).

Parents of 5-7s and 8-11s are more likely to use any of these means of online supervision compared to parents of 12-15s (94% for 5-7s, 91% for 8-11s vs. 72% for 12-15s). Nearly all parents of 3-4s say they use at least one of these approaches (97%) which is comparable to the level seen among parents of 5-7s (94%).

As might be expected, the likelihood of parents supervising their child by sitting beside them and watching/ helping them decreases with age, and this is the most popular way of supervising a child aged 3-4, undertaken by seven in ten parents (71%) and least likely for parents of 12-15s (12%). A majority of parents of 3-4s (57%), 5-7s (60%) and 8-11s (62%) say they supervise their child by being nearby and regularly checking what they do. Around one in three parents of 12-15s also adopt this approach (35%).

Parents of 8-11s (46%) and 12-15s (40%) are more likely than parents of 3-4s (27%) or 5-7s (30%) to rely on asking their child what they have been doing online. Parents of 8-11s and 12-15s are also more likely than parents of 3-4s and 5-7s to say they check the browser/ device history after their child has been online (34% for 8-11s and 33% for 12-15s vs. 14% for 3-4s and 17% for 5-7s).

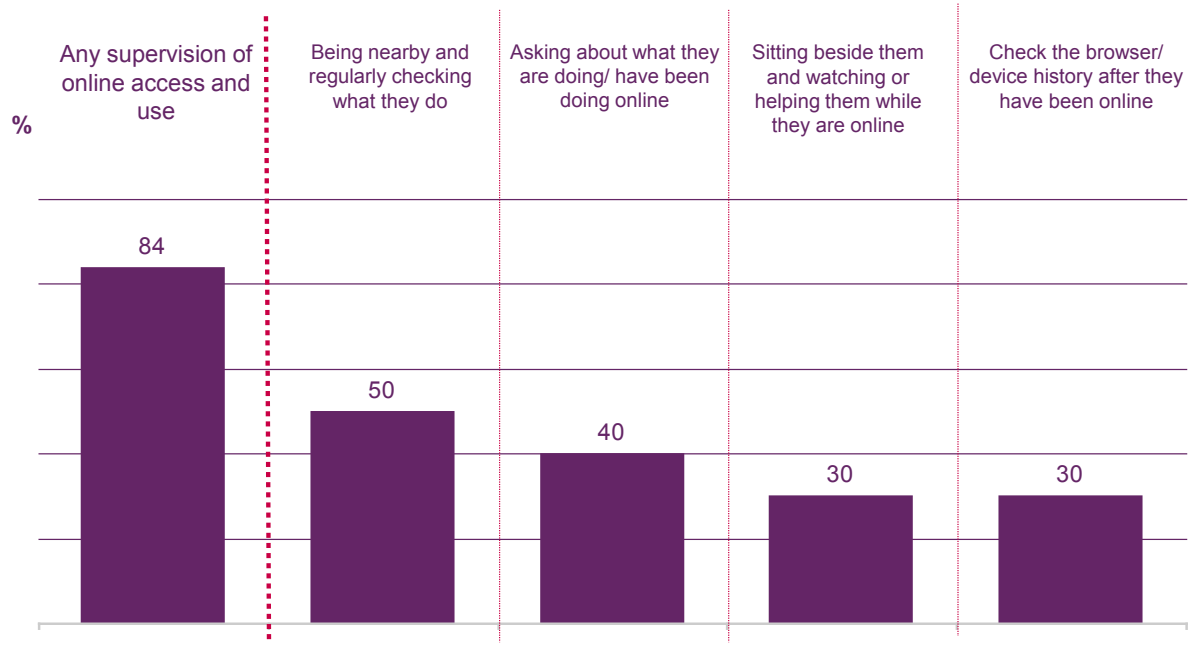
There is one difference by gender among parents of 12-15s; parents of girls are more likely than parents of boys to supervise their child online by asking about what they have been doing online (46% vs. 34%). Among all 5-15s, parents of girls are more likely than parents of boys to say they sit beside their child and watch or help them when they are online (33% vs. 28%).

There are no differences by household socio-economic group.

[120] These parents were able to nominate any other types of supervision they may use, which has not been shown in Figure 151 and Figure 152, but accounted for 2% among parents of 5-15s and 2% among parents of 3-4s

[121] 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 122 but more detail about online supervision is provided in this section of the report

Figure 151: Types of parental supervision when child goes online at home or elsewhere, among parents of 5-15s: 2014



QP32 – 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 of children aged 5-15 who go online at home or elsewhere (1402 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 152: Types of parental supervision when child goes online, by age: 2014

QP32 – 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 of children aged 3-4 or 5-15 who go online at home or elsewhere (272 aged 3-4, 300 aged 5-7, 523 aged 8-11, 579 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Who is with the child when they are online

Six in ten children aged 12-15 use the internet on their own most of the time

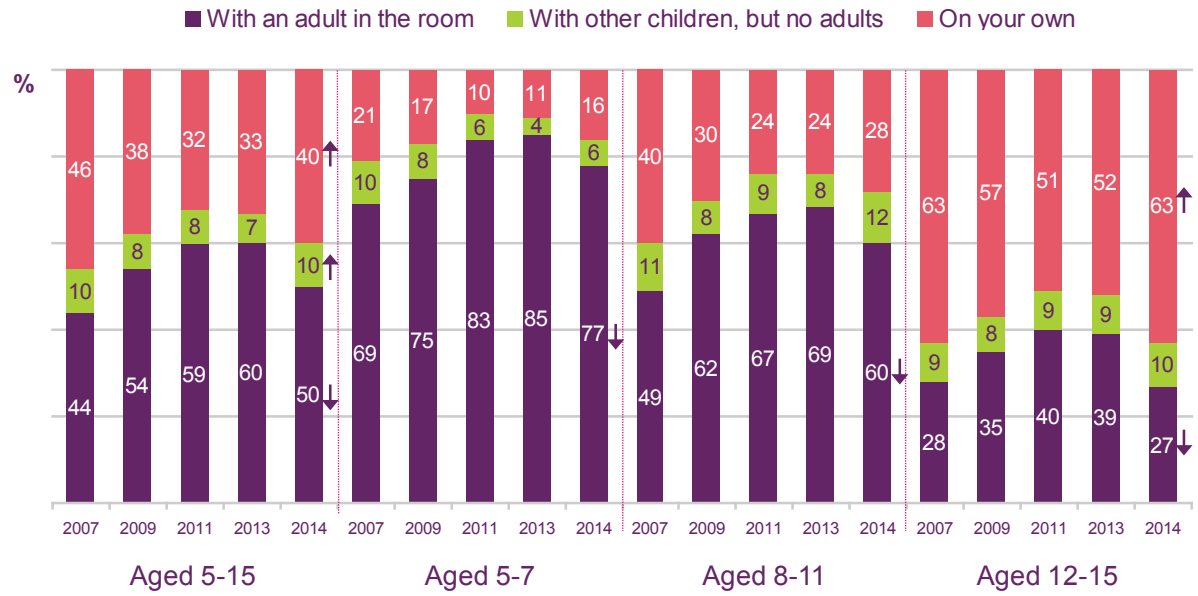
Children[122] who use the internet[123]were asked to say if anyone is with them most of the time they go online, and whether this is an adult or other children. Figure 153 shows that the majority of 5-7s and 8-11s say they spend most of the time going online with an adult in the room (77% and 60% respectively). The proportion of children spending most of their internet time on their own increases with each age group, accounting for around one in ten internet users aged 5-7 (11%), around one-quarter aged 8-11 (28%) and six in ten of those aged 12-15 (63%).

There appears to have been a decrease since 2013 in the proportion of children who mostly go online with an adult in the room. This decrease is evident for 5-15s (50% vs. 60%), 5-7s (77% vs. 85%), 8-11s (60% vs. 69%) and 12-15s (27% vs. 39%)[124].

In 2014, girls aged 5-15 are more likely than boys to say they mostly go online with an adult in the room (54% vs. 46%), with this difference evident among 12-15s (32% girls vs. 22% boys). Across all 5-15s, boys are more likely than girls to say they mostly go online on their own (44% vs. 37%), but this difference is not evident for any particular age group. Across the socio-economic groups, children in AB households are more likely than all internet users aged 5-15 to say they mostly go online on their own (50% vs. 40%), while this is less likely among those in DE households (32% vs. 40%).

[122]As this question is asked of children rather than parents, there are no data for children aged 3-4
[123] In 2014 this question was asked of children who go online at home or elsewhere and asked them to think about “when you’re going online”, whereas in 2013 the question asked of children who go online at home and asked them to think about “when you’re using the internet at home”
[124] Changes were made to this question in 2014 in terms of the location of the child’s online use, and so any changes should be treated with caution.

Figure 153: Who is with the child using the internet at home (2007, 2009, 2011, 2013) or elsewhere (2014), by age



QC13 – Thinking about when you're going online, do you spend most of the time using… (prompted responses, single coded)
Base: Children aged 5-15 who use the internet at home or elsewhere (477 aged 5-7 in 2007, 340 aged 5-7 in 2009, 396 aged 5-7 in 2011, 381 aged 5-7 in 2013, 300 aged 5-7 in 2014, 875 aged 8-11 in 2007, 582 aged 8-11 in 2009, 496 aged 8-11 in 2011, 497 aged 8-11 in 2013,528 aged 8-11 in 2014, 104 5 aged 12-15 in 2007, 645 aged 12-15 in 2009, 529 aged 12-15 in 2011, 548 aged 12-15 in 2013, 584 aged 12-15 in 2014) NB In 2007-2013 children were asked about using the internet at home whereas in 2014 they were asked about going online. Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental supervision of social media activity

Parents of girls aged 12-15 are more likely to check their child's social media activity

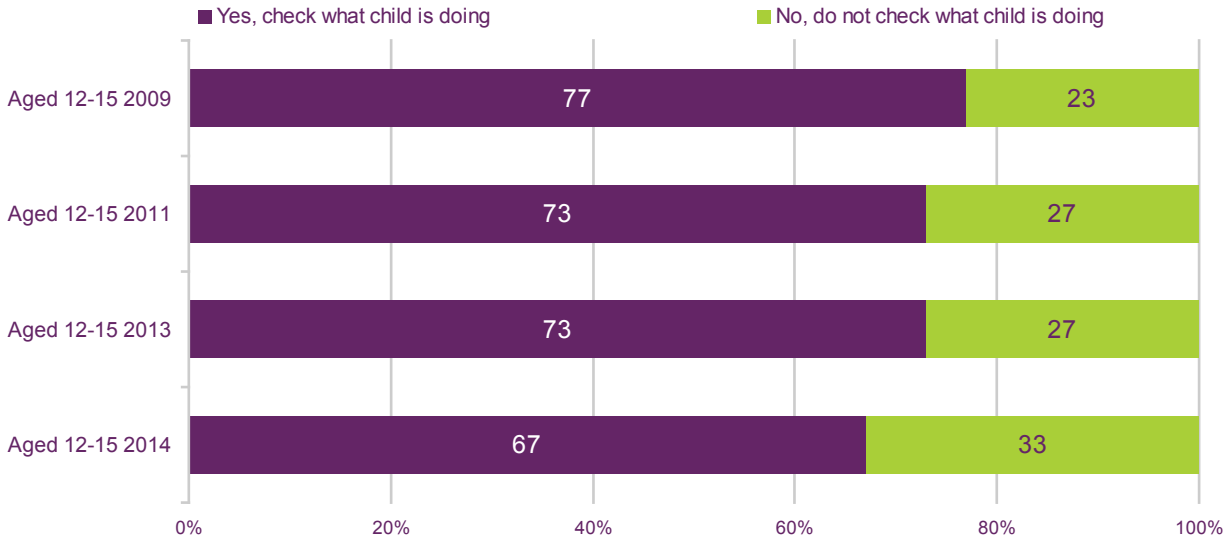
Parents of 5-15s[125] whose child has a profile on a social media[126] website were asked whether they check what their child is doing online when visiting these types of sites or apps.

As shown in Figure 154, two in three (67%) parents of children aged 12-15 check what their child is doing when visiting social media sites, and this incidence has not changed since 2013. Unlike in 2013, when there was no difference by gender, parents of girls aged 12-15 are more likely than parents of boys to say they check what their child is doing (73% vs. 61%).

There are no differences in whether checks are made by the household socio-economic group.

[125] Low base sizes prevent analysis among 5-7s and 8-11s
[126] Prior to 2014, parents were asked about their monitoring of 'social networking websites' rather than social media websites or apps

Figure 154: Parental checking of social media site activity among children aged 12-15 who go online at home (2009, 2011, 2013) or elsewhere (2014)



QP47 – Do you tend to check what they are doing when they are visiting these types of social media sites or apps? – NB question wording changed after 2009 – in 2009 it asked about visits to sites that can be used to 'chat to other users' Prior to 2014 it asked about social networking sites rather than social media sites or apps. This question was also asked of internet users (with a social media profile) who go online at home or elsewhere while in previous years it was only asked of those that go online at home
Base: Parents of children aged 5-15 with a social media profile (440 aged 12-15 in 2009, 398 aged 12-15 in 2011, 368 aged 12-15 in 2013, 408 aged 12-15 in 2014) – Significance testing shows any differences between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

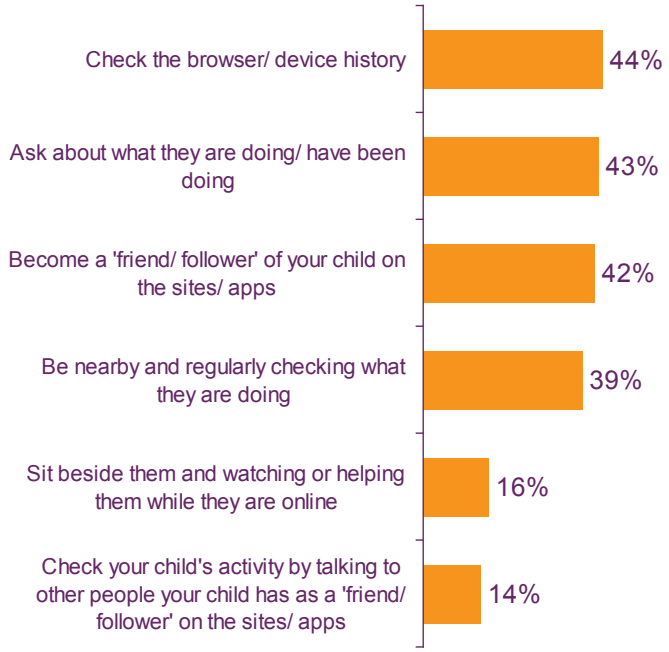
In 2014, parents who say they tend to check what their child is doing when visiting social media sites or apps were prompted with a list of possible ways in which they might mediate their child's activities when using these sites/ apps, and were asked to say which applied.[127] Figure 155 below shows the results among parents of 12-15s[128].

No single method of supervision is undertaken by a majority of parents of 12-15s. Four methods of supervision are, however, undertaken by around four in ten parents: checking the browser/ device history (44%), asking the child about what they are doing/ have been doing online (43%), becoming a 'friend/ follower' of the child on the sites/ apps (42%) or being nearby and regularly checking what they are doing (39%).

There are no differences by gender. Parents of 5-15s in ABC1 households[129] are more likely, compared to parents of 5-15s in C2DE households, to say they have become a friend/ follower of their child (47% vs. 31%) while those in C2DE households are more likely to say they supervise by being nearby and regularly checking what their child is doing (53% vs. 38%).

[127] Parents were also allowed to nominate other ways in which they might mediate their child's social media use. While not shown in Figure 155, 2% of parents of 12-15s said they used other methods of mediation
[128] Low base sizes prevent analysis among 5-7s and 8-11s
[129] Low base sizes prevent analysis among all four socio-economic groups

Figure 155: Methods of supervising/ checking 12-15 year old child's use of social media sites or apps: 2014



QP48 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 (282 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental controls for mobile phones

Half of parents whose child's mobile phone can be used to go online are unsure whether the bar on adult content is in place

In 2014 parents of 3-4 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 were aware of this bar on adult content, before being told about it.

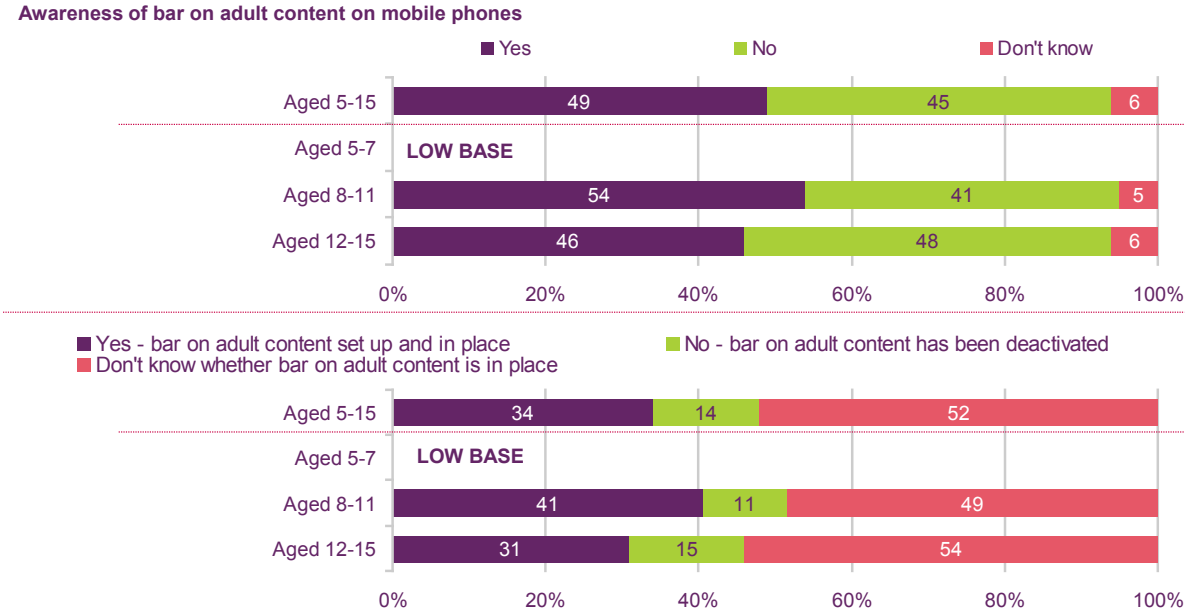
The results are shown in Figure 156 below for parents of 5-15s, 8-11s and 12-15s.[130]. Half of parents of 5-15s say they are aware of this bar on adult content (49%) with slightly less saying they are not aware (45%) and around one in 20 being unsure (6%). These results do not vary by age (among 8-11s 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 is set up on their child's phone or has been deactivated. A majority of parents of 5-15s whose child has their own mobile phone are unsure whether the bar is in place (52%) with around one in three saying it is in place (34%) and around one in seven (14%) saying it has been deactivated[131]. These results do not vary by age or gender.

[130] Low base sizes prevent analysis among parents of 3-4s and 5-7s
[131] As this is an opt-out service, actual use may be higher.

Parents of 5-15s in DE households are less likely to say the bar has been deactivated (7% vs. 14%).

Figure 156: Awareness and use of bar on adult content for mobile phones, by age: 2014



QP62/ 64 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 (651 aged 5-15, 19 aged 5-7, 169 aged 8-11, 463 aged 12-15)/ Parents of children aged 5-15 whose child has a mobile phone that can be used to go online (519 aged 5-15, 12 aged 5-7,114 aged 8-11, 393 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental rules for mobile phones

The majority of parents of 8-11s and 12-15s have rules in place about their child's mobile phone use

As shown in Figure 157, 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 2013, 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.

As in 2013, rules about mobile phone use are as likely for 12-15s as they are for 8-11s (72% vs. 69%).

In 2014, there is one rule that is more likely among parents of 8-11s whose child has their own mobile phone, compared to parents of 12-15s: only calls/ texts to an agreed list of people (26% vs. 13%). There is also only one rule that is more likely among parents of 12-15s compared to 8-11s: that the child is responsible for paying for top-ups/ bills (14% vs. 6%).

In 2014, there are differences by gender among 12-15s with a mobile phone[132]. Parents of girls aged 12-15 are more likely than parents of boys to have the rule in place about only calling/ texting an agreed list of people (17% vs. 9%), only sending pictures/ videos to an agreed list of people (11% vs. 4%) and only being able to visit certain websites or apps on the phone (11% vs. 4%). In 2014, parents of 5-15s with a mobile phone in AB households are less likely than all parents to have the rule about only calling/ texting an agreed list of people (9% vs. 17%)

While the overall incidence of having rules is unchanged since 2013 for both 8-11s and 12-15s, there are two rules that are now more likely among parents of 12-15s than in 2013: regularly checking what the child is doing with the phone (22% vs. 14%) and only calling/ texting an agreed list of people (13% vs. 7%).

Figure 157: Parental rules for mobile phones, by age: 2014

	Aged 8-11	Aged 12-15
Any rules or restrictions	69%	72%
Limit how often credit can be put on the phone	39%	37%
No calls to premium rate numbers	21%	28%
No texts to premium rate numbers	19%	27%
Regularly check what they are doing with the phone	27%	22% ↑ (+8)
No in app/ online purchasing (Added in 2014)	15%	18%
Only calls/ texts to an agreed list of people	26%	13% ↑ (+6)
Child is responsible for paying top-ups/ bills	6%	14%
No downloading of apps/ applications onto the phone	11%	8%
Only send pictures/ videos to an agreed list of people (Added in 2014)	11%	7%
Only to make/ receive voice calls or send texts, nothing else	11%	7%
Can only visit certain websites or use certain apps on the phone	9%	8%
No going online/ using apps to go online	9%	8%
App store password is not known by the child (Added in 2014)	7%	7%

QP60 – 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 whose child has their own mobile phone (169 aged 8-11, 463 aged 12-15). Significance testing indicates any differences between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Parental controls on gaming devices

5-15s are now more likely to have parental controls enabled on fixed games consoles

Parents whose child aged 3-4 or 5-15 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 onto each type of console, either to stop their child

[132] Low base sizes prevent analysis by gender among 8-11s

playing games that are above a certain age rating, or to restrict or prevent their child from going online using the games console.

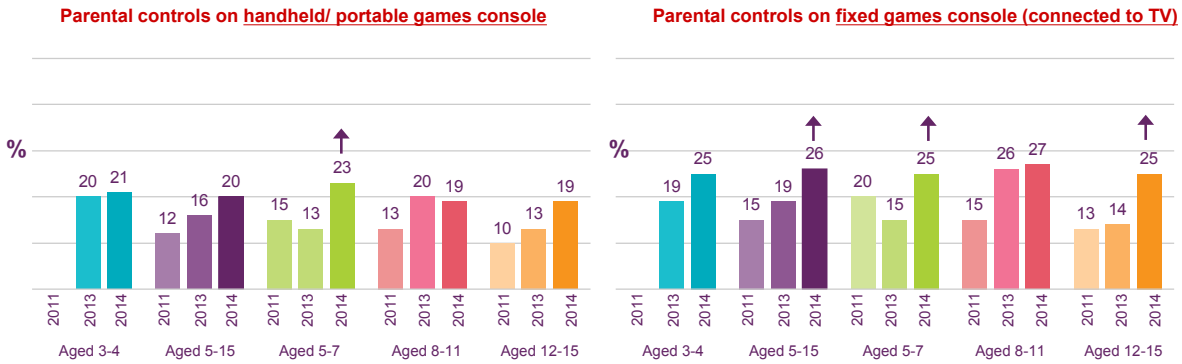
As shown in Figure 158, among 5-15s around one in five handheld/ portable games consoles (20%) and one in four fixed games consoles (26%) have parental controls. The incidence of controls on a handheld/ portable gaming device or a fixed games console does not vary by the age of the child.

3-4s are as likely as 5-7s to have controls on a handheld games player (21% vs. 23%) and on a fixed games console (25% vs. 25%).

In 2014, controls are more likely on fixed games consoles for girls aged 12-15 than for boys (32% vs. 21%). There are no differences by gender within age for controls on the handheld/ portable games player, and no differences in the incidence of controls for either gaming device by household socio-economic group.

Compared to 2013, parents of 5-7s are now more likely to have controls on portable games consoles (23% vs. 13%). 5-15s are now more likely to have controls on the fixed games console (26% vs. 19%) with this being attributable to an increase among 5-7s and 12-15s (25% vs. 15% in 2013 for 5-7s and 25% vs. 14% in 2013 for 12-15s).

Figure 158: Use of parental controls on games consoles used at home (2011, 2013) or elsewhere (2014), by age



QP74/ 75– Are there any parental controls set on the handheld games console? / Are there any parental controls set on the games console that is connected to a TV? (spontaneous responses, single coded)
Base: Parents of children aged 5-15 who play games on a portable games console (207 aged 3-4 in 2013, 135 aged 3-4 in 2014,1166 aged 5-15 in 2011, 899 aged 5-15 in 2013, 653 aged 5-15 in 2014, 382 aged 5-7 in 2011, 282 aged 5-7 in 2013, 177 aged 5-7 in 2014, 454 aged 8-11 in 2011, 358 aged 8-11 in 2013, 282 aged 8-11 in 2014, 330 aged 12-15 in 2011, 259 aged 12-15 in 2013, 194 aged 12-15 in 2014)/ Parents of children aged 5-15 who play games on a fixed games console (169 aged 3-4 in 2013, 110 aged 3-4 in 2014, 1271 aged 5-15 in 2011, 1071 aged 5-15 in 2013, 900 aged 5-15 in 2014, 366 aged 5-7 in 2011, 290 aged 5-7 in 2013, 187 aged 5-7 in 2014, 459 aged 8-11 in 2011, 401 aged 8-11 in 2013, 367 aged 8-11 in 2014, 446 aged 12-15 in 2011, 380 aged 12-15 in 2013, 346 aged 12-15 in 2014). Significance testing indicates any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

One in five parents are unaware of, or don't know how to use, parental controls on gaming devices

Those parents who do not have parental controls set on the handheld/ portable games console, or on the fixed games console connected to a television, were asked to say why. Figure 159 looks at reasons for not having parental controls on a handheld/ portable games

console, among parents of children aged 5-15, while Figure 160 looks at reasons for not having parental controls on a fixed games console connected to a television.

Among all parents of 5-15s without controls on the handheld console, one in three say it is because they trust their child to be sensible/ responsible (33%) with a similar proportion saying it is because their child is always supervised (31%). Parents of 5-15s without controls in place on the fixed games consoles are more likely to say it is because they trust their child to be sensible/ responsible (41%) than because their child is always supervised (25%). Around one in ten or more say it is because the child is too young for this to be a problem (15% for handheld/ portable games consoles and 11% for fixed games consoles).

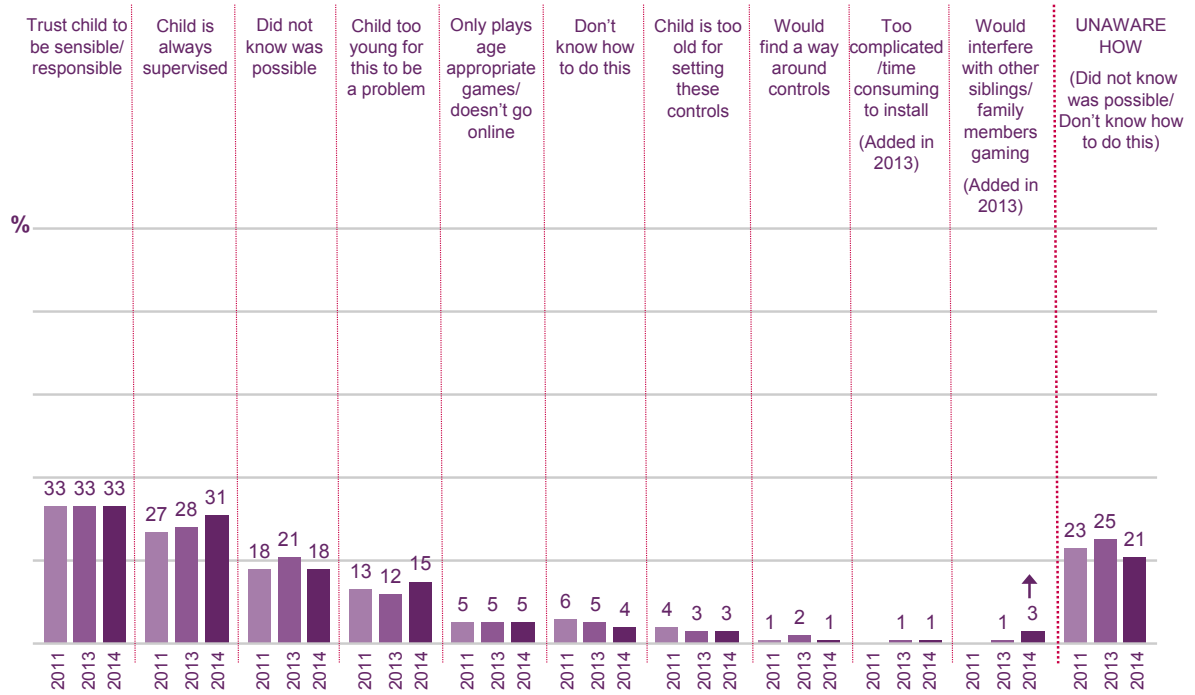
Some parents do not use parental controls on the handheld/ portable or fixed games console, either because they don't know how to do it, or are not aware that it is possible. Being unaware of parental controls in either of these ways accounts for around one in five parents of 5-15s who do not have parental controls in place (21% for handheld/ portable games consoles and 17% for fixed games consoles).

In 2014, parents in ABC1 households without controls in place on the handheld/ portable games console are more likely than those in C2DE households to say it is because they trust their child to be sensible/ responsible (39% vs. 27%), while those in C2DE households are more likely than those in ABC1 households to say it is because they don't know how to do it or are not aware it is possible (28% vs. 14%). There are no differences in reasons for not having controls in place on the fixed games console by household socio-economic group.

There are no differences by the gender of the child in the reasons for not having parental controls in place, for either portable/ handheld or fixed games consoles.

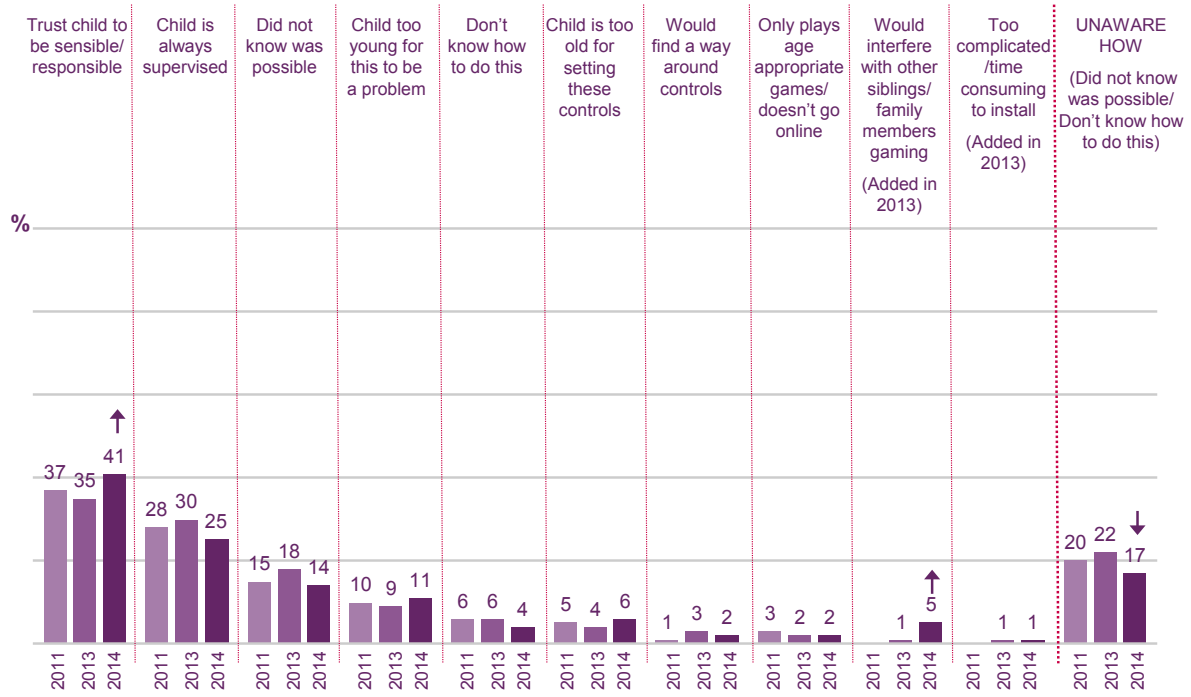
Among parents of 5-15s, there is only one difference since 2013 in reasons for not having controls in place for handheld/ portable games consoles. Parents are now more likely to say it is because the controls would interfere with the gaming of other siblings/ family members (3% vs. 1%). Since 2013, parents of 5-15s without controls on the fixed games console are more likely to say this is because they trust their child to be sensible / responsible (41% vs. 35%) or because it would interfere with the gaming of other siblings/ family members (5% vs. 1%). They are less likely to say it is because they don't know how to do it, or are not aware that it is possible (17% in 2014 vs. 22% in 2013).

Figure 159: Reasons for not having parental controls on handheld/ portable games consoles among parents of 5-15s whose child plays games at home (2011, 2013) or elsewhere (2014)



QP78 – And can you tell me why there are no parental controls set on the handheld game player (spontaneous responses, multi-coded)
Base: Parents of children aged 5-15 who have not set parental controls on the handheld/ portable games console (979 aged 5-15 in 2011, 708 aged 5-15 in 2013, 465 aged 5-15 in 2014). Significance testing shows any difference between 2013 and 2014.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 160: Reasons for not having parental controls on fixed games consoles, among parents of 5-15s whose child plays games at home (2011, 2013) or elsewhere (2014)



QP79 – And can you tell me why there are no parental controls on the games console connected to a TV? (spontaneous responses, multi-coded)
Base: Parents of children aged 5-15 who have not set parental controls on the fixed games console (1019 aged 5-15 in 2011, 800 aged 5-15 in 2013, 603 aged 5-15 in 2014). Significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Rules about playing games

Rules about game playing are more likely now than in 2013

In 2014, most parents whose child plays games on a gaming device[133] say that they have rules or restrictions about the games their child plays. Rules are more likely to be in place for children aged 5-7 (86%) and 8-11 (86%), than for those aged 12-15 (65%). More than eight in ten parents of 3-4s whose child plays games on a gaming device also have rules in place (84%).

More than half of parents of 3-4s, 5-7s and 8-11s have rules restricting the games played to those with an appropriate age rating (59% 64% and 61% respectively), but this is less common among parents of 12-15s (39%).

Rules regarding the type of content of the games played (i.e. no games with violence or drug use or nudity/sexual content) are broadly comparable for parents of 3-4s, 5-7s and 8-11s and are lower among parents of 12-15s. Parents of 3-4s are more likely to have rules in place about playing games only when supervised (36% for 3-4s vs. 24% for 5-7s, 16% for 8-11s and 4% for 12-15s).

[133] This could be a fixed or portable games console/ computer or any other device.

In 2014 there are no differences by gender and only one difference by household socio-economic group. Parents of 5-15s in AB households are more likely than all parents of 5-15s to have the rule in place regarding no games with nudity/ sexual content (44% vs. 36%)

While the overall incidence of rules about gaming has not changed since 2013 among parents of 3-4s, several rules are now more likely than in 2013, particularly rules regarding no games with violence (up 10 percentage points from 35% to 45%) and no games with swearing (up 9 percentage points from 34% to 43%).

The overall incidence of rules about gaming has increased among parents of 5-15s since 2013 (from 74% to 78%) with this increase attributable to parents of 8-11s (from 81% to 86%) and parents of 12-15s (from 58% to 65%).

The rule regarding 'no games after a certain time' has seen an increase of more than ten percentage points across 5-7s, 8-11s and 12-15s since 2013. Figure 161 below also highlights the other individual rules that are now more likely compared to 2013, by the age of the child. There are no rules that are less likely compared to 2013.

Figure 161: Parental rules for gaming, by age: 2014

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	84%	78% ↑(+4)	86%	86% ↑(+5)	65% ↑(+7)
Only games with appropriate age rating	59%	54%	64%	61%	39%
No games after a certain time	45%	47% ↑(+13)	51% ↑(+11)	54% ↑(+15)	36% ↑(+11)
No games with violence	45% ↑(+10)	38% ↑(+6)	44%	42%	29% ↑(+10)
No games with drug use	42% ↑(+8)	37% ↑(+5)	40%	42%	30% ↑(+10)
No games with nudity/ sexual content	41% ↑(+8)	36% ↑(+4)	38%	42%	29% ↑(+9)
Regularly check on what they' re playing	36%	35%	37%	39%	30% ↑(+9)
No games with swearing/ bad language	43% ↑(+9)	35% ↑(+4)	39%	40%	27% ↑(+8)
No online game playing	29% ↑(+7)	22% ↑(+7)	25%	26% ↑(+8)	15% ↑(+8)
No online game playing with people they don' t already know	23% ↑(+8)	19% ↑(+5)	19%	23% ↑(+8)	15% ↑(+7)
No online chat or messaging	22%	17% ↑(+5)	21%	22% ↑(+6)	10% ↑(+5)
Can only play when supervised/ not on their own	36%	14% ↑(+3)	24%	16% ↑(+5)	4%
No multi-player games (Added in 2014)	19%	13%	16%	15%	8%
Only a game that an adult or parent has played/ tried first	21%	11%	17%	13%	5%

QP71 - 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 (359 aged 3-4, 1399 aged 5-15, 357 aged 5-7, 540 aged 8-11, 502 aged 12-15). Significance testing indicates any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Technical controls on television services

Parents are now more likely to have set access controls on their television service

As noted earlier, almost all 5-15s (98%) live in a household with a television that is watched by the child. Parents of children in these households 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 162 more than half of households have set these controls (52%), with parents of 3-4s less likely to have them in place (36%) compared to parents of 5-7s (50%), 8-11s (55%) and 12-15s (51%).

Since 2013 there has been an increase in the incidence of setting access controls for television services among households with children aged 5-15 (52% vs. 45%). This decrease is driven by households with children aged 8-11 (55% vs. 48%) and those with children aged 12-15 (51% vs. 40%).

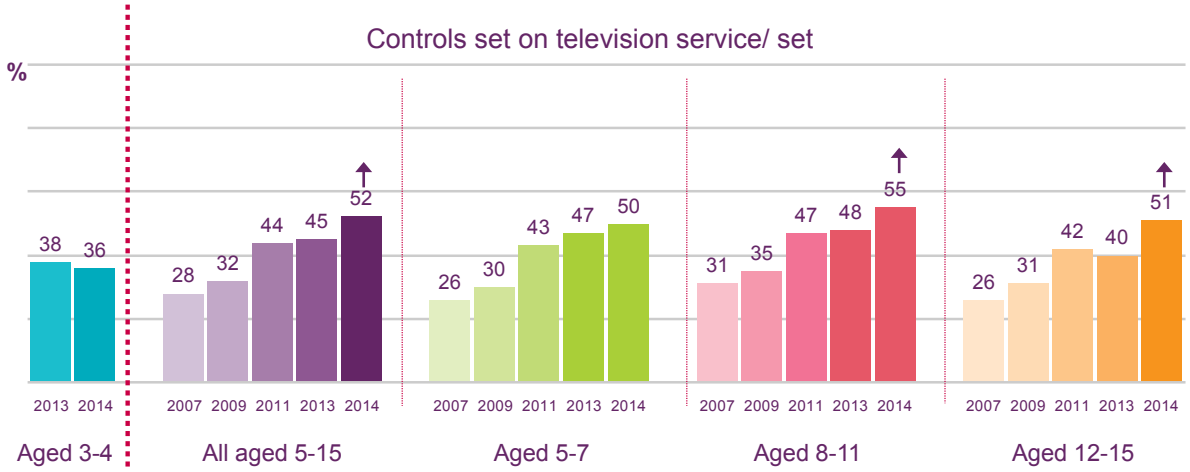
Access controls are more likely to be set in households with a satellite (59%) or cable television service (67%), compared to households with Freeview (34%)[134]. Since 2013, there has been an increase in the incidence of using access controls for satellite services (59% vs. 52%) and for cable services (67% vs. 57%).

Parents of children aged 5-15 in DE households are less likely than all parents of 5-15s to have these in place (46% vs. 52%), while parents in AB households are more likely to have them in place (63% vs. 52%). This is partly because DE households are more likely to have Freeview television services (34% vs. 29%).

There are also differences by gender within age. In 2014, parents of girls aged 5-7 are more likely than parents of boys to have controls in place (55% vs. 45%).

[134] This could be because parental control functionality is not universal for set-top boxes or multichannel televisions that offer Freeview television services.

Figure 162: PIN or password controls set on television services used by child at home (2007, 2009, 2011, 2013) or elsewhere (2014), by age



QP12 - 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 2007-2009 - 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 that the child watches (717 aged 3-4 in 2014, 1557 aged 5-15 in 2014, 430 aged 5-7 in 2014, 566 aged 8-11, in 2014, 561 aged 12-15 in 2014 ,673 aged 3-4 in 2013, 1659 aged 5-15 in 2013, 520 aged 5-7 in 2013, 581 aged 8-11, in 2013, 558 aged 12-15 in 2013) PRIOR TO 2013: Parents of children aged 5-15 with multi-channel TV in the household and whose child watches TV at home (3219 aged 5-15 in 2007, 1936 aged 5-15 in 2009, 1635 aged 5-15 in 2011, 825 aged 5-7 in 2007, 517 aged 5-7 in 2009, 540 aged 5-7 in 2011, 513 aged 8-11 in 2005, 1173 aged 8-11 in 2007, 702 aged 8-11 in 2009, 559 aged 8-11 in 2011, 521 aged 12-15 in 2005, 1221 aged 12-15 in 2007, 717 aged 12-15 in 2009, 536 aged 12-15 in 2011) – significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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. Figure 163 and Figure 164 shows their responses[135].

The incidence of each type of control does not tend to vary by age. More than four in ten parents of 5-15s (42%) have removed adult channels from the electronic programme guide (EPG) as have slightly less than four in ten parents of 3-4s (38%). Around one in three parents of 5-15s and 3-4s say they have blocked specific channels from being viewed at any time of the day (33% for 5-15s and 34% for 3-4s). One in four parents of 5-15s say they have blocked films depending on their age rating (24%), with three in ten parents of 3-4s also saying they have done this 29%). One in five parents of 5-15s (18%) and 3-4s (20%) say they have blocked specific channels from being viewed after a specific time (for example after 8pm) .

In 2014, where it is possible to make a comparison by gender within age[136], parents of girls aged 12-15 are more likely than parents of boys to say they block films depending on their age rating (29% vs. 15%). Parents of 5-15s in AB households are less likely than all parents with controls to say they have blocked specific channels from being viewed at any time of the day (25% vs. 33%), while those in C2 households are more likely to say they have removed adult channels from the EPG (55% vs. 42%).

[135] The access control “require a PIN to view a recording originally broadcast after 9pm” was only asked of those with television controls and a DVR.
[136] It is not possible to analyse by gender within age for 5-7s due to low base sizes

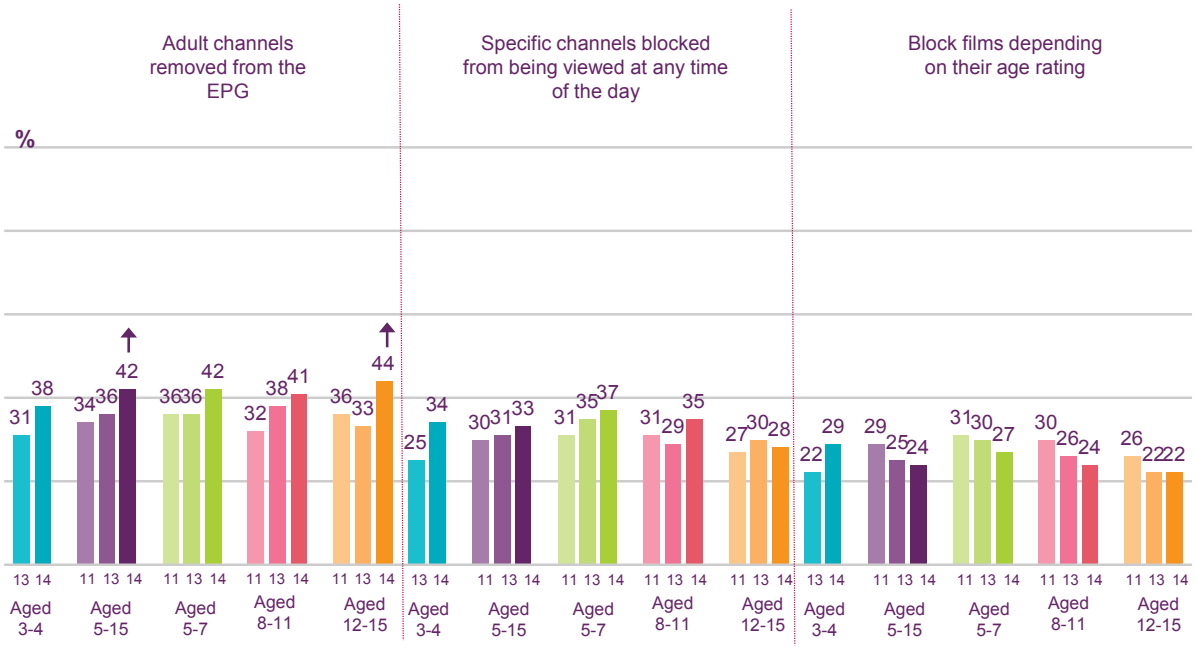
Compared to 2013, parents of 5-15s are now more likely to have removed adult channels from the Electronic Programme Guide (EPG) (42% vs. 36%), with this increase attributable to parents of 12-15s (44% vs. 33%). Parents of 3-4s with controls are also more likely to say they have blocked specific channels from being viewed after a specific time; for example, after 8pm (20% in 2014 vs. 12% in 2013).

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. Six in ten parents of children aged 5-15 have this control (62%) as do two in three parents of 3-4s (66%). There are no variations in this incidence by the age of the child, by gender within age or by household socio-economic group.

Parents with access controls in place were also asked whether their child knows the PIN or password necessary to override the television access controls. The responses are shown in Figure 164. Knowledge about how to override these access controls increases with the age of the child, accounting for less than one in 20 5-7s (4%), one in ten 8-11s (11%) and one in four 12-15s (25%).Only 2% of 3-4s know how to override these controls. There are no differences by gender within age or by household socio-economic group.

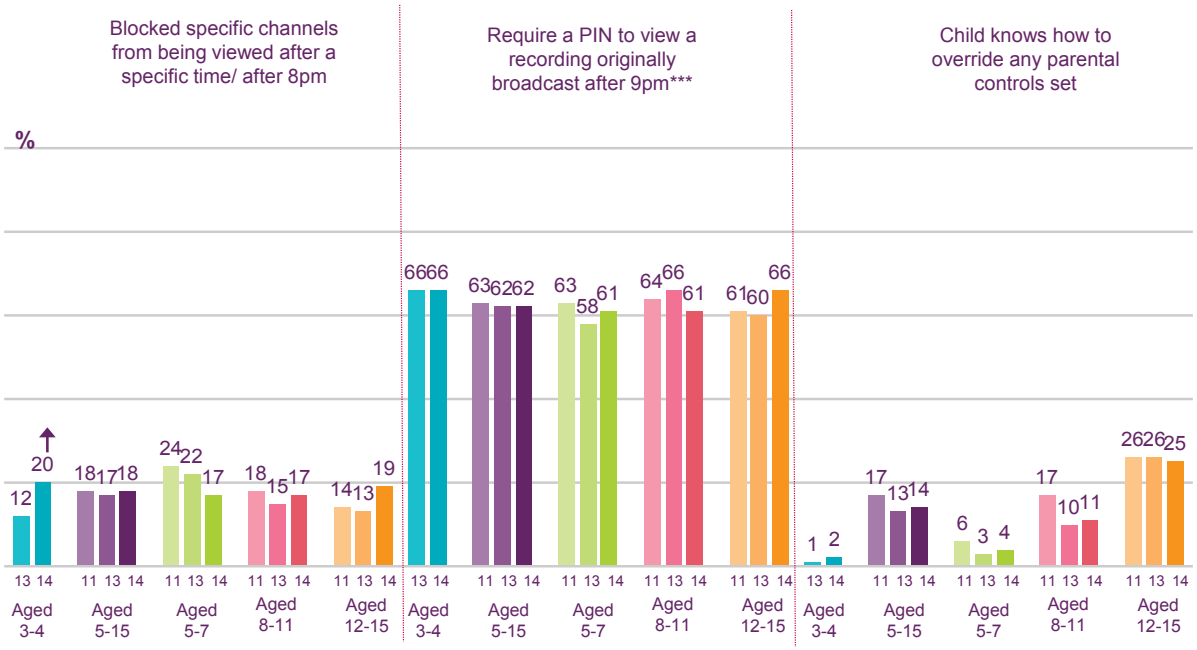
Knowledge of overriding controls has not changed for 3-4s, 5-7s, 8-11s or 12-15s since 2013.

Figure 163: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) or elsewhere (2014) / 1



QP14 /QP15 – Do you use these parental controls in any of these ways? (prompted response, multi-coded) / Does the child know the PIN or password to override these controls? (spontaneous response, single coded)
Base : IN 2014 / 2013 - Parents of children aged 3-4 or 5-15 with a TV set that the child watches, with any parental controls set (249 aged 3-4 in 2013, 244 aged 3-4 in 2014, 744 aged 5-15 in 2013, 785 aged 5-15 in 2014, 246 aged 5-7 in 2013, 212 aged 5-7 in 2014, 271 aged 8-11 in 2013, 297 aged 8-11 in 2014, 227 aged 12-15 in 2013, 276 aged 12-15 in 2014)/ PRIOR TO 2013 Parents of children aged 5-15 with multichannel TV in the household and parental controls set (722 aged 5-15 in 2011, 238 aged 5-7 in 2011, 261 aged 8-11 in 2011, 223 aged 12-15 in 2011) -significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 164: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) or elsewhere (2014) / 2



QP14 /QP15 – Do you use these parental controls in any of these ways? (prompted response, multi-coded) / Does the child know the PIN or password to override these controls? (spontaneous response, single coded)
Base : IN 2014 / 2013 - Parents of children aged 3-4 or 5-15 with a TV set that the child watches, with any parental controls set (249 aged 3-4 in 2013, 244 aged 3-4 in 2014, 744 aged 5-15 in 2013, 785 aged 5-15 in 2014, 246 aged 5-7 in 2013, 212 aged 5-7 in 2014, 271 aged 8-11 in 2013, 297 aged 8-11 in 2014, 227 aged 12-15 in 2013, 276 aged 12-15 in 2014)/ PRIOR TO 2013 Parents of children aged 5-15 with multichannel TV in the household and parental controls set (722 aged 5-15 in 2011, 238 aged 5-7 in 2011, 261 aged 8-11 in 2011, 223 aged 12-15 in 2011) *** Base represents all children aged 5-15 with a TV in the household and a DVR, with parental controls set (594 aged 5-15 in 2011, 218 aged 3-4 in 2013, 198 aged 3-4 in 2014, 630 aged 5-15 in 2013, 646 aged 5-15 in 2014,197 aged 5-7 in 2011, 207 aged 5-7 in 2013, 181 aged 5-7 in 2014, 212 aged 8-11 in 2011, 224 aged 8-11 in 2013, 243 aged 8-11 in 2014, 185 aged 12-15 in 2011, 199 aged 12-15 in 2013, 222 aged 12-15 in 2014) -significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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 165 looks at the reasons for not having controls in place for multichannel television, given by all parents of children aged 5-15[137], while Figure 166 and Figure 167 look 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.

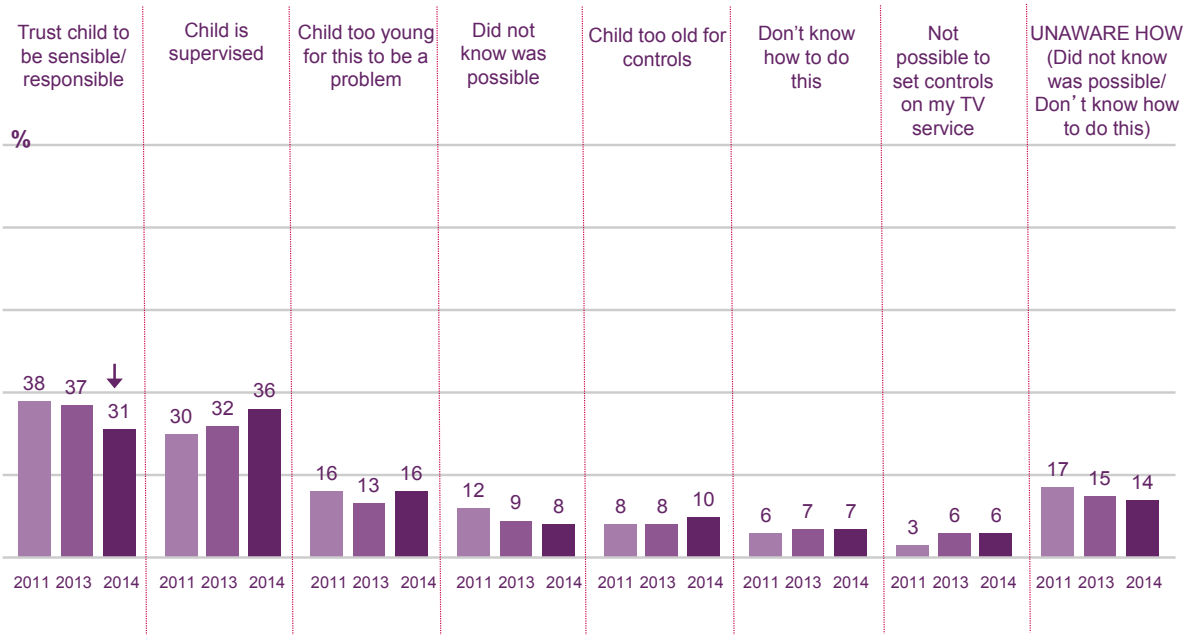
[137] Responses shown reflect those given by 5% or more of all parents of 5-15 without controls set on their television service.

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 14% of all parents of children aged 5-15 who do not have these settings in place. One in ten parents of 3-4s are also unaware of access controls (10%).

In 2014, parents of 5-15s in AB households without controls set are more likely than all parents without controls to say this is because they trust their child to be sensible/ responsible (49% vs. 31%) while those in DE households are less likely to give this reason (20% vs. 31%). Parents of children aged 5-15 in DE households without controls set are more likely to say it is because they are unaware how to do this (22% vs. 14%).

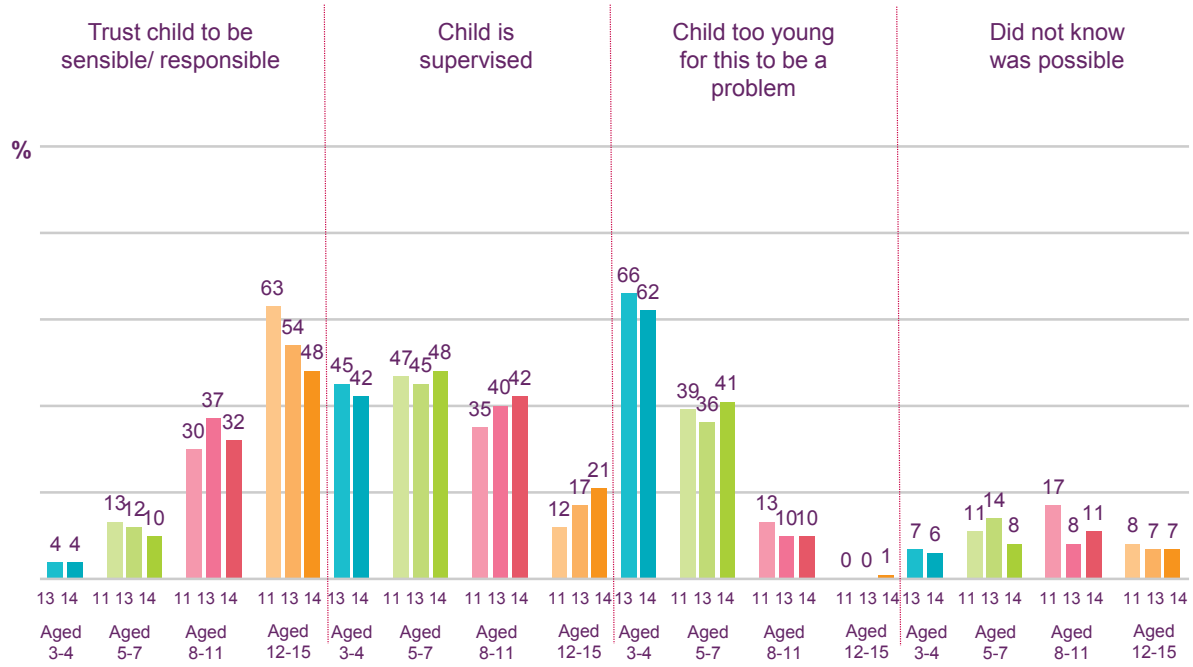
Since 2013, parents of children aged 5-15 without controls set on their television service are less likely to say that this is because they trust their child to be sensible/ responsible (31% vs. 37% in 2013). This decrease is not seen among any particular age group of child. Parents 8-11s are, however, more likely to say their child is too old for setting controls (5% vs. 1% for 8-11s)

Figure 165: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) or elsewhere (2014)



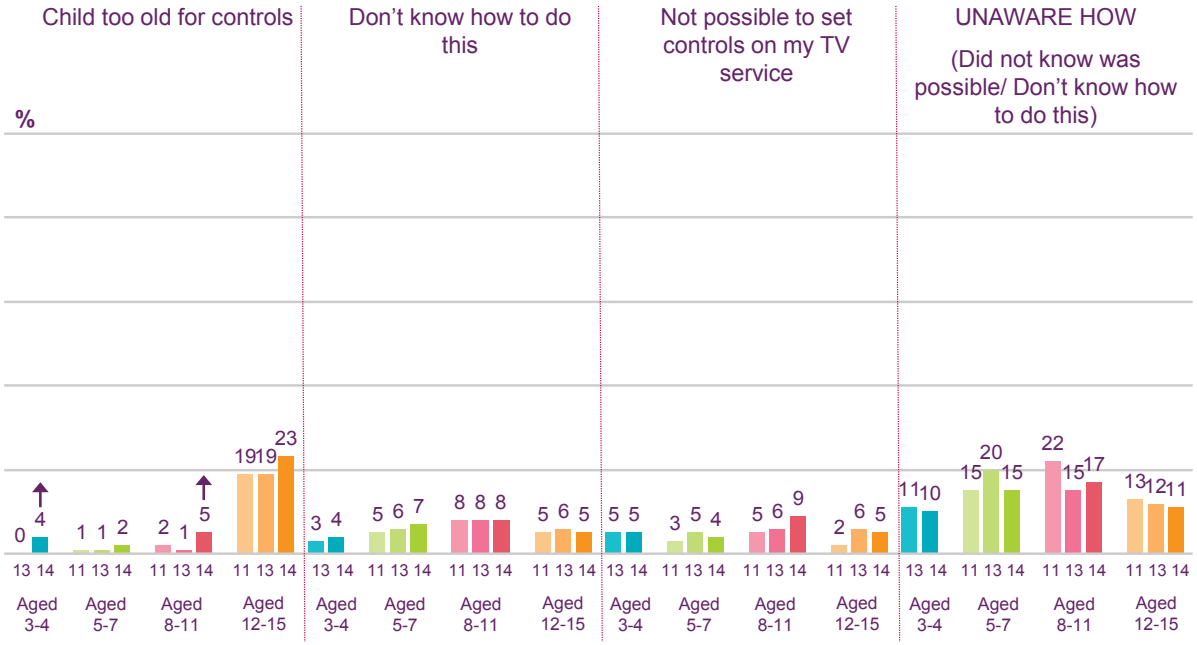
QP13 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where>5% of all parents have given that answer
Base: IN 2014/ 2013 - Parents of children with a TV set in the household that the child watches with no parental controls set / Prior to 2013: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (869 aged 5-15 in 2011, 845 aged 5-15 in 2013, 726 aged 5-15 in 2014) -significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 166: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) or elsewhere (2014), by age/ 1



QP13 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
Base: IN 2014/ IN 2013 - Parents of children with a TV set in the household that the child watches with no parental controls set (401 aged 3-4 in 2013, 399 aged 3-4 in 2014, 247 aged 5-7 in 2013, 204 aged 5-7 in 2014, 289 aged 8-11 in 2013, 258 aged 8-11 in 2014, 309 aged 12-15 in 2013, 264 aged 12-15 in 2014) / Prior to 2013: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (291 aged 5-7 in 2011, 281 aged 8-11 in 2011, 297 aged 12-15 in 2011) -significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Figure 167: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) or elsewhere (2014), by age/ 2



QP13 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
Base: IN 2014/ IN 2013 - Parents of children with a TV set in the household that the child watches with no parental controls set (401 aged 3-4 in 2013, 399 aged 3-4 in 2014, 247 aged 5-7 in 2013, 204 aged 5-7 in 2014, 289 aged 8-11 in 2013, 258 aged 8-11 in 2014, 309 aged 12-15 in 2013, 264 aged 12-15 in 2014) / Prior to 2013: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (291 aged 5-7 in 2011, 281 aged 8-11 in 2011,, 297 aged 12-15 in 2011) -significance testing shows any difference between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Awareness and use of PIN controls on catch-up services

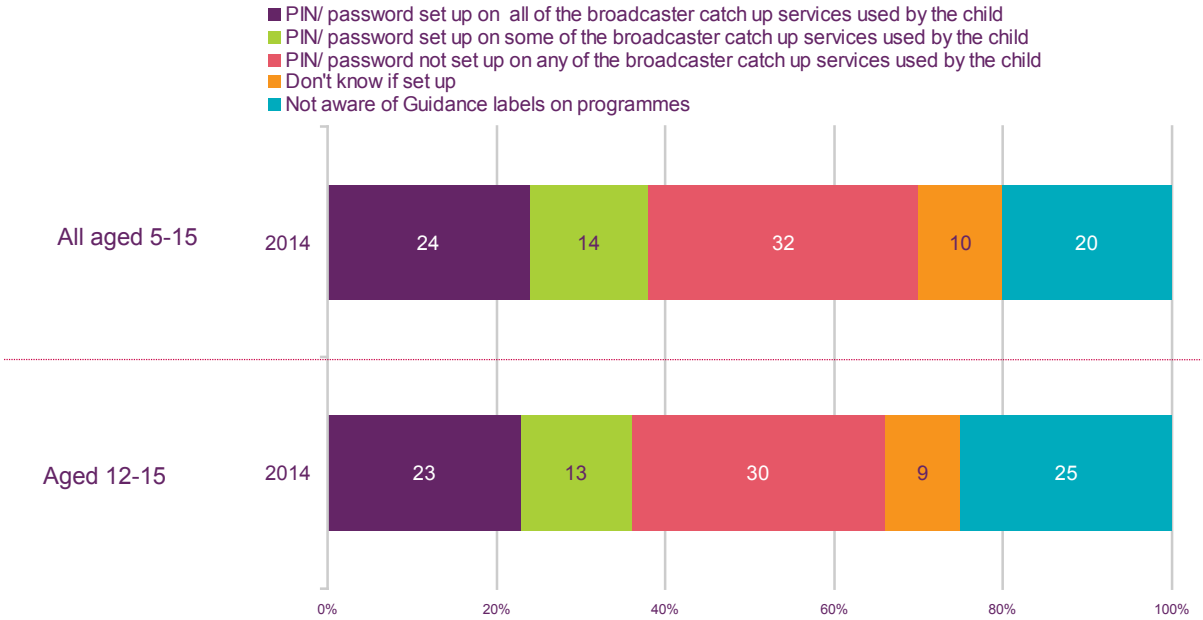
More than one in three parents have set controls on the catch-up services used by their child

In 2014, parents of children aged 3-4 and 5-15[138] 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 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.

As shown in Figure 168 around one in five (20%) of these parents of 5-15s are not aware of the guidance labels for programmes, and around one in four (24%) have set up a PIN/ password on all of the catch-up services their child uses, with a further one in seven (14%) having set them - on some of the catch-up services. As such, close to four in ten (38%) have set up PIN/ passwords on at least some of the catch-up services, rising to close to half (47%) among those who are aware of guidance labels.

[138] does not show data for 3-4s, 5-7s or 8-11s due to low base sizes

Figure 168: Awareness and use of PIN controls on catch-up services, by age: 2014



QP50/ 51 – 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 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 through catch-up services on a TV or other online-enabled device (280 aged 5-15, 149 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

Rules about television viewing

The overall incidence of rules about television viewing have remained consistent since 2013

Household rules for television viewing are more likely to be in place for 3-4s (92%), 5-7s (93%) and 8-11s (91%) than for 12-15s (69%). This is also true for eight of the ten individual rules that parents were prompted with, the exceptions being the rule relating to PIN/ password controls to watch certain channels/ films and the rule about only watching a DVD/ video that an adult or parent has watched first.

There is only one rule in place relating to television viewing for the majority of 3-4s, 5-7s and 8-11s, which relates to no TV after a certain time (58% for 3-4s, 65% for 5-7s and 62% for 8-11s). There is no single rule in place across the majority of 12-15s.

In 2014, girls aged 8-11 are more likely than boys aged 8-11 to have any rules or restrictions in place (95% vs. 87%) and are also more likely to have the rule in place regarding only watching children's TV programmes or children's channels (42% vs. 30%). While the overall incidence of rules does not vary by gender among 12-15s, there are five individual rules that are more likely to be in place for girls aged 12-15 than for boys: no programmes with nudity or sexual content (39% vs. 29%), no programmes with swearing/ offensive language (30% vs. 21%), regularly check on what they are watching (35% vs. 27%), only DVDs / videos with appropriate age ratings (30% vs. 20%) and no programmes with violence (28% vs. 20%).

While there are no differences in the overall incidence of rules for television by household socio-economic group, there are differences relating to specific rules. Parents of children in AB households are more likely than all parents to have one of the rules in place: a PIN or password needed to watch certain channels/ certain movie ratings (35% vs. 27%). In contrast, parents in DE households are less likely to have three rules in place: no programmes with nudity/ sexual content (38% vs. 44%), regularly check on what they are watching (33% vs. 39%) and needing a PIN/ password to watch certain channels/ certain movie ratings (19% vs. 27%).

As shown in Figure 169 although the overall incidence of rules about television have not changed since 2013 for any age group, 5-15s overall are more likely to have five rules in place: no programmes with nudity/ sexual content (44% vs. 40%), only children's TV programmes/ children's channels (33% vs. 25%), need a PIN/ password to watch certain channels/ certain movie ratings (27% vs. 22%), only a DVD/ video that an adult or parent has watched first (14% vs. 10%) and only being able to watch when supervised, not on their own (13% vs. 9%). Most of these increases are attributable to 12-15s being more likely to have these rules in place, although the rule relating to watching only children's TV programmes/ children's channels increases among parents of 5-7s and 8-11s as well.

Figure 169: Parental rules for television, by age: 2014

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	92	83	93	91	69
No TV after a certain time	58↑(+7)	54	65	62	38
No programmes with nudity/ sexual content	43	44↑(+4)	51	49	34
No programmes with swearing/ bad language	45↑(+6)	39	52	43	26
Regularly check on what they are watching	38	39	44	44	31
Only DVDs/ videos with an appropriate age rating	41	38	45	46	25
No programmes with violence	43	37	47	42	24
Only children's TV programmes/ children's channels	64	33↑(+8)	56↑(+10)	36↑(+8)	12↑ (+5)
Need a PIN/ password to watch certain channels/ certain movie ratings	21	27↑(+5)	27	30	25↑ (+6)
Only DVD/ video that an adult or parent has watched first	15↑(+5)	14↑(+4)	15	16	11↑ (+6)
Can only watch when supervised/ not on their own	23	13↑(+4)	20	12↑(+4)	7↑ (+3)

QP11 – 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 (702 aged 3-4, 1611 aged 5-15, 437 aged 5-7, 585 aged 8-11, 589 aged 12-15). Significance testing indicates any differences between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

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.

1.1 Overall viewing trends

Time spent viewing

Figure A1.1 shows that in 2013 children aged 4-15 watched an average of 15 hours 42 minutes of television per week, down by 60 minutes on 16 hours 42 minutes per week in 2012. Younger children aged 4-9 watched slightly more than older children, on average 16 hours 25 minutes per week, compared to 14 hours 57 minutes per week watched by children aged 10-15.

Live broadcasts vs. time-shifting

Figure A1.2 shows that the vast majority of time spent viewing among all children aged 4-15 in 2013 was to live broadcasts (87%), down from 96% in 2008. Yet despite over three-quarters of the child population having access to digital video recorders (DVRs) in their home (76% in 2013 vs. 28% in 2008), time-shifted viewing only accounted for 12% of total TV viewing among all children 4-15[139]. As in 2012, older children (10-15) time-shift a slightly higher proportion of their viewing (14%) compared to younger children aged 4-9 (12%)[140].

When are children viewing?

As illustrated in Figure A1.7, the distribution of viewing throughout the day has remained fairly unchanged over time, with the volume of all child viewers peaking in the early morning between 8am and 9am, and picking up again in the late afternoon from 3pm.

The largest numbers of child viewers in 2013 are found between 7pm and 9pm, with viewing peaking at 2 million, or 24% of all children, between 7.30pm and 8pm.

In terms of post-watershed viewing, although levels among all children aged 4-15 have decreased slightly year on year, there remains a significant proportion of children watching television between 9pm and midnight. Twelve per cent of all children watched TV between 9pm and midnight in 2013, a slight decrease from 13% in 2012. Among 4-9 year olds the figure remained stable at 8%, as in 2012, and among the 10-15 age group it dropped one percentage point to 16%.

[139] Values may not sum up to 100% due to rounding.
[140] 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 and 2014 *Children and Parents: Media Use and Attitudes* report uses a base of all children (4-15).

What types of programming are children watching?

As illustrated in Figure A1.3, overall 75% of children's viewing is spent in commercial airtime (both children's and adults), an increase of two percentage points since 2012. While this proportion hasn't changed significantly over the past six years, there has been an incremental rise in viewing to commercial multichannels; from 52% of all children aged 4-15's total weekly viewing in 2008 to 58% of their weekly viewing in 2013. Figure A1.3 illustrates a gradual decrease in children's viewing to the commercial PSBs[141]; from 22% in 2008 to 18% in 2013.

Sixty-five per cent of total children's viewing took place in 'adult' airtime[142] in 2013. However, this figure varies significantly by age (Figure A1.5). Eighty per cent of viewing among 10-15 year olds is in 'adult' airtime, while just over half (52%) of 4-9 year olds' viewing time is spent in 'adult' airtime. The remaining 35% of children's total viewing takes place in 'children's' airtime[143]. The majority (25%) of this viewing is in commercial children's airtime[144] and the remaining 10**%** is in non-commercial children's airtime.

Drilling down into total viewing in children's airtime, figure A1.4 illustrates that the majority (71%) of viewing among children aged 4-15 is in commercial children's airtime, an increase of three percentage points since 2012 (68%). Figure A1.4 shows that the majority of viewing in commercial children's airtime is attributed to dedicated commercial multichannel children's channels (68% in 2013 compared to 65% in 2012). BBC One and BBC Two no longer have dedicated children's programme slots, as reflected in figure A1.4. However, children's viewing to the BBC's dedicated children's channels has increased by 5 percentage points since 2008, to 29%.

Figure A1.8 looks at the top-performing programmes among all children in 2013; entertainment programmes featured most in the top 20 programmes among 4-15 year olds in 2013, with 15 out of 20 programmes in the entertainment genre. *Gangsta Granny* is the only children's programme in the top 20 programmes among children in 2013, and features in the top five. Thirteen of the most-watched programmes by children were on BBC One whilst the remaining seven were on ITV.

As in 2012, younger children aged 4-9 watched a more varied range of genres compared to all children (Figure A1.9). Entertainment programming is popular among 4-9 year olds, as with 4-15 year olds as a whole, with 11 entertainment programmes in the top 20. Six films were in the top 20 programmes among children aged 4-9.

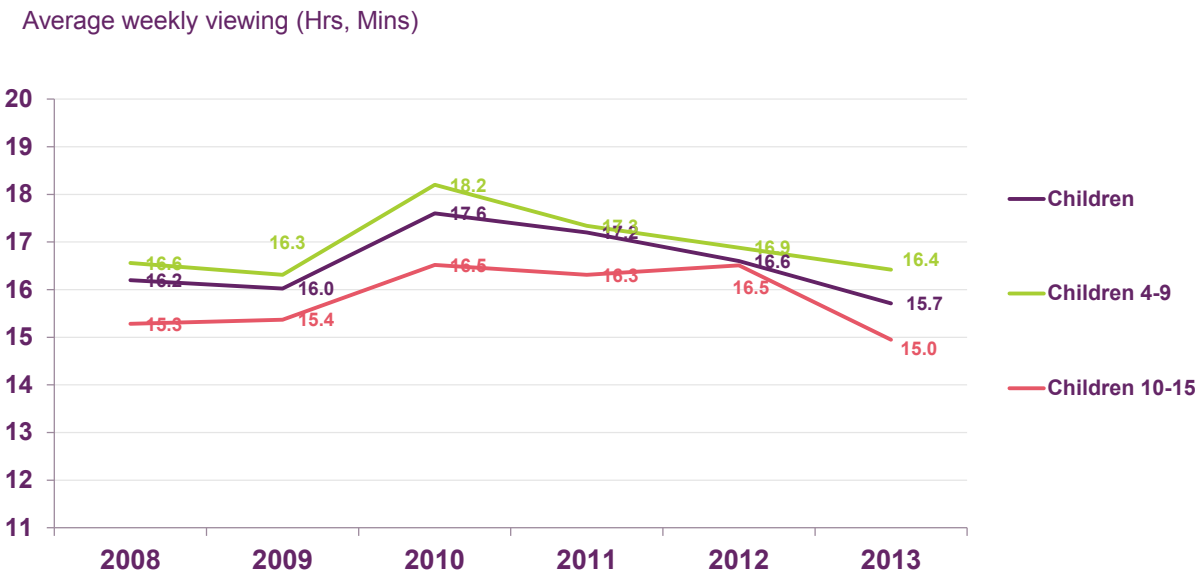
Entertainment programmes attracted the highest volume of 10-15 year old viewers in 2013, with the genre accounting for 13 programmes in the top 20. Drama series and soaps accounted for four of the remaining seven top 20 programmes, alongside one children's programme, one music programme and one film (Figure A1.10).

[141] ITV, Channel 4 and Channel 5.
[142] This consists of the main five PSB channels 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.
[143] 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.
[144] 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.

Whom are children watching with?

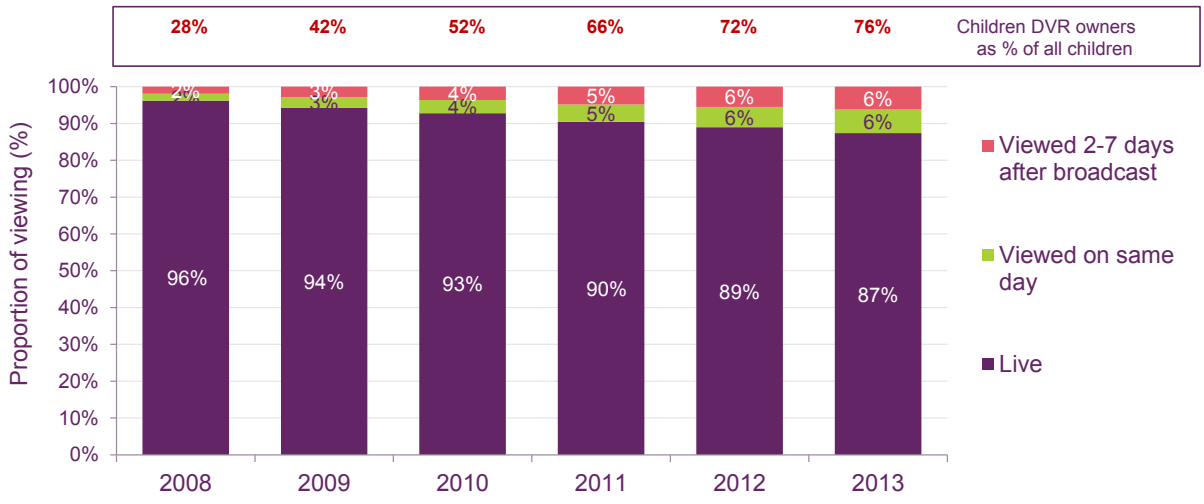
Across television viewing as a whole, 27% of viewing among all children is watched by the child alone, down slightly from 28% in 2012 (Figure A1.6). This increases to 32% among 10-15 year olds. Nineteen per cent of all children are watching television between 9pm and 10pm alone (Figure A1.7), down two percentage points since 2012.

Figure A1.1: Average hours of weekly viewing, by age



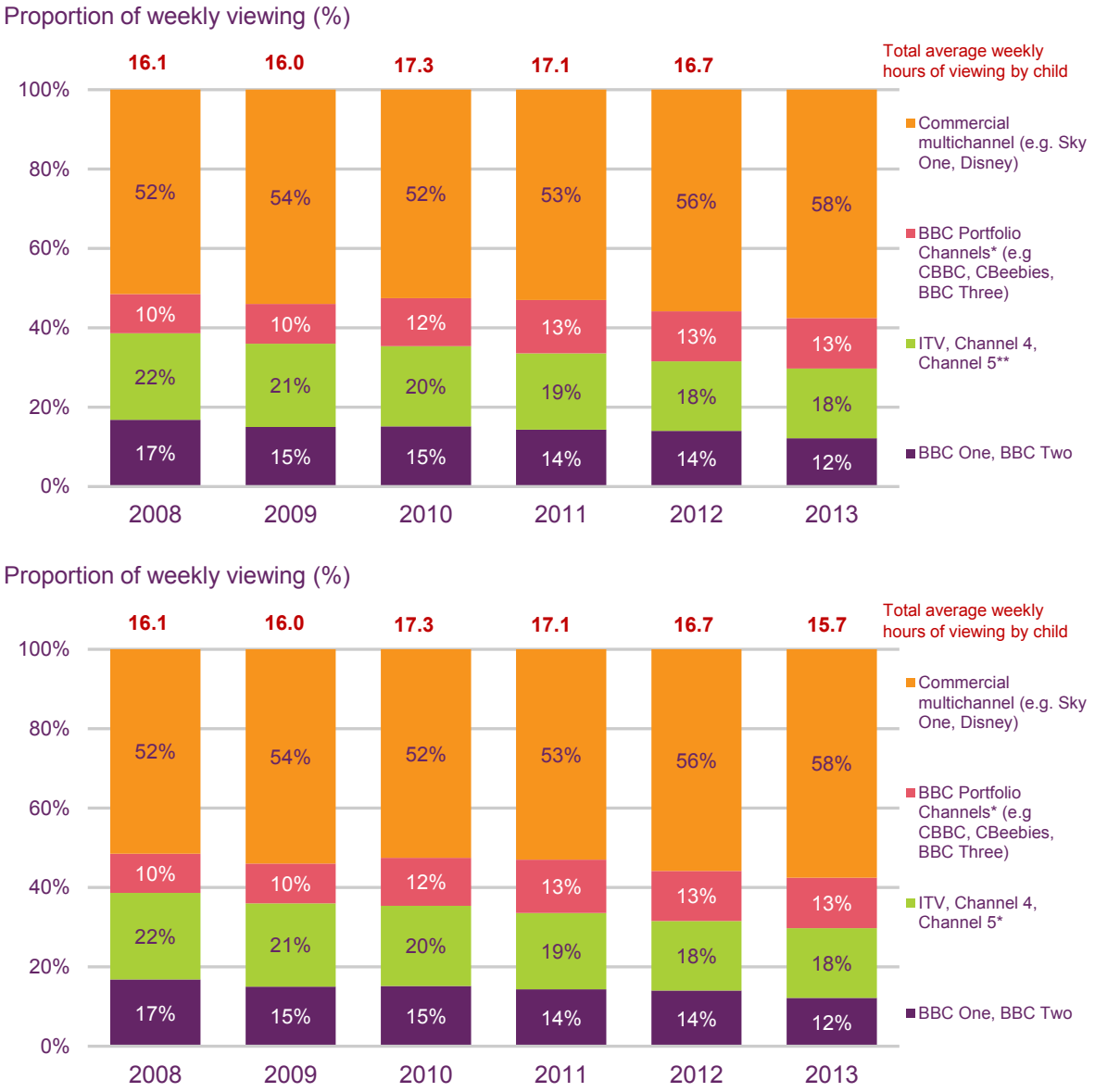
Source: BARB, 2008-2013

Figure A1.2: Live vs. time-shifted TV viewing, all children (4-15)



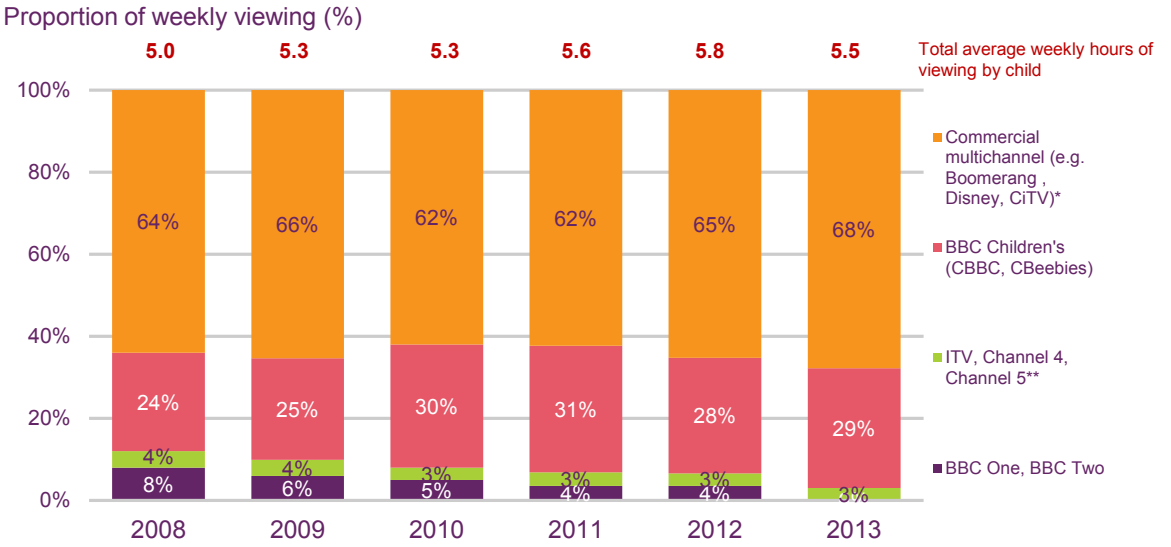
Source: BARB, 2008-2013, all children 4-15. Based on total minutes per child each year. Values may not sum up to 100% due to rounding.

Figure A1.3: Children's total weekly viewing, by channel type



Source: BARB 2008-2013, all children 4-15.
*BBC Portfolio Channels includes 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 A1.4: Children's weekly viewing of children's airtime, by channel type



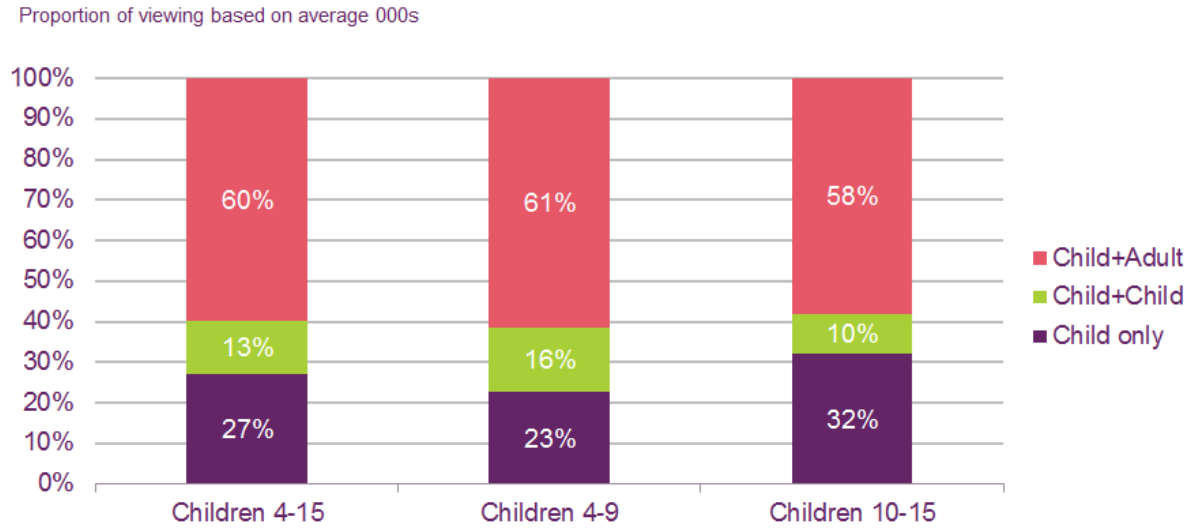
Source: BARB, 2008-2013, all children 4-15
*'Commercial multichannel' consists of all dedicated commercial multi-channel children's channels.
**ITV, Channel 4 and Channel 5 include HD variants. +1 viewing is included in 'Commercial multichannel'.

Figure A1.5: Demographic differences

Weekly Viewing Summary	Children	4-9	10-15
Total hours of viewing	15.7	16.4	15.0
Total hours of viewing in comm. airtime	11.8	12.3	11.3
Total hours of viewing in adult airtime	10.2	8.5	12.0
Total hours of viewing in comm. adult airtime	7.9	6.7	9.2
Total hours of viewing in children's airtime	5.5	7.9	2.9
Total hours of viewing in comm. children's air.	3.9	5.6	2.1
% total time spent in commercial airtime	75%	75%	76%
% total time spent in adult airtime	65%	52%	80%
% total time spent in comm. adult air.	50%	41%	62%
% total time spent in children's airtime	35%	48%	20%
% total time spent in comm. children's airtime.	25%	34%	14%

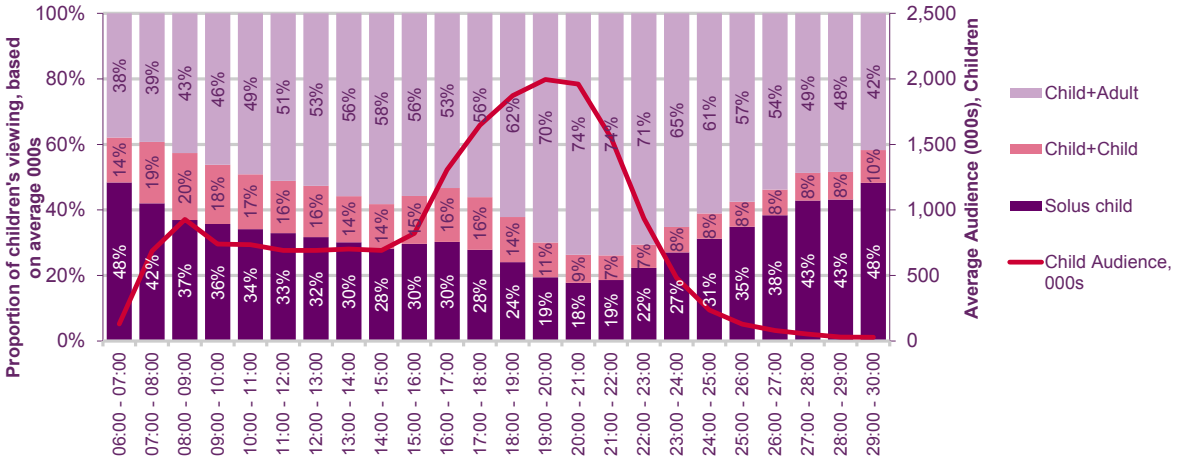
Source: BARB, 2013
Commercial airtime consists of commercial PSB channels (ITV, Channel 4 and Channel 5), including HD variants and commercial multichannel channels.
Adult airtime consists of the main five PSB channels and ITV, Channel 4 and Channel 5 +1 channels, excluding the slots when children's programmes are shown, combined with all other multichannel channels except for the dedicated children's channels.
Commercial adult airtime consists of commercial PSB channels (ITV, Channel 4 and Channel 5), including HD variants 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 A1.6: Mutual viewing across total TV



Source: BARB, 2013.

Figure A1.7: Mutual viewing across the day – all TV viewing



Source: BARB, 2013.

Figure A1.8: Top 20 programmes in 2013 among all children aged 4-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	DOCTOR WHO	BBC1	23/11/2013	19:50:02	21:06:34	01:16:32	Drama:Series/Serials	1813	21	49
2	BRITAIN'S GOT TALENT	ITV	08/06/2013	19:29:00	22:00:27	02:31:27	Entertainment	1770	21	71
3	COMIC RELIEF: FUNNY FOR MONEY	BBC1	15/03/2013	18:59:00	22:29:03	03:30:03	Entertainment	1488	18	56
4	GANGSTA GRANNY	BBC1	26/12/2013	18:07:48	19:15:20	01:07:32	Children's	1460	17	50
5	FILM: UP (2009)	BBC1	01/01/2013	18:31:47	19:58:38	01:26:51	Films:Cinema	1433	17	44
6	NEW YEAR'S EVE FIREWORKS	BBC1	31/12/2013	23:57:32	00:12:25	00:14:53	Entertainment	1394	16	66
7	I'M A CELEBRITY GET ME OUT OF HERE! (SER	ITV	17/11/2013	21:02:30	22:34:00	01:31:30	Entertainment	1381	16	68
8	THE X FACTOR	ITV	31/08/2013	19:59:05	21:19:00	01:19:55	Entertainment	1341	16	54
9	CHILDREN IN NEED	BBC1	15/11/2013	19:26:23	21:59:04	02:32:41	Entertainment	1331	15	51
10	THE VOICE UK	BBC1	13/04/2013	18:45:48	20:15:43	01:29:55	Entertainment	1237	15	36
11	FILM: TOY STORY 3 (2010)	BBC1	25/12/2013	15:22:11	16:57:52	01:35:41	Entertainment	1224	14	41
12	THE X FACTOR RESULTS	ITV	17/11/2013	20:00:00	20:57:25	00:57:25	Entertainment	1201	14	51
13	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY	ITV	23/03/2013	19:00:00	20:16:26	01:16:26	Entertainment	1176	14	44
14	EASTENDERS	BBC1	25/12/2013	20:32:32	21:30:12	00:57:40	Drama:Soaps	1155	13	37
15	MIRANDA	BBC1	01/01/2013	21:00:26	21:29:49	00:29:23	Entertainment	1155	14	43
16	FILM: DESPICABLE ME (2010)	ITV	15/06/2013	18:42:16	20:24:55	01:42:39	Films:Cinema	1140	13	44
17	STRICTLY COME DANCING	BBC1	21/12/2013	18:30:05	19:55:11	01:25:06	Entertainment	1051	12	36
18	MRS BROWN'S BOYS	BBC1	25/12/2013	21:31:06	22:05:48	00:34:42	Entertainment	1030	12	40
19	STRICTLY COME DANCING CHRISTMAS SPECIAL	BBC1	25/12/2013	16:59:32	18:12:07	01:12:35	Entertainment	994	12	32
20	BRITAIN'S GOT TALENT RESULT	ITV	27/05/2013	21:34:05	22:00:24	00:26:19	Entertainment	966	11	47

Source: BARB, 2013. Based on highest occurring programme episode (000s).
All channels include viewing to HD variants.

Figure A1.9: Top 20 programmes in 2013 among all children aged 4-9

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	FILM: UP (2009)	BBC1	01/01/2013	18:31:47	19:58:38	01:26:51	Films:Cinema	885	20	47
2	BRITAIN'S GOT TALENT	ITV	08/06/2013	19:29:00	22:00:27	02:31:27	Entertainment	789	18	72
3	FILM: TOY STORY 3 (2010)	BBC1	25/12/2013	15:22:11	16:57:52	01:35:41	Entertainment	728	16	42
4	GANGSTA GRANNY	BBC1	26/12/2013	18:07:48	19:15:20	01:07:32	Children's	716	16	45
5	FILM: DESPICABLE ME (2010)	ITV	15/06/2013	18:42:16	20:24:55	01:42:39	Films:Cinema	700	16	47
6	DOCTOR WHO	BBC1	23/11/2013	19:50:02	21:06:34	01:16:32	Drama:Series/Serials	700	16	42
7	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY	ITV	23/03/2013	19:00:00	20:16:26	01:16:26	Entertainment	676	16	46
8	CHILDREN IN NEED	BBC1	15/11/2013	19:26:23	21:59:04	02:32:41	Entertainment	662	15	51
9	THE X FACTOR	ITV	07/09/2013	19:59:00	20:59:14	01:00:14	Entertainment	647	15	53
10	COMIC RELIEF: FUNNY FOR MONEY	BBC1	15/03/2013	18:59:00	22:29:03	03:30:03	Entertainment	629	15	53
11	THE VOICE UK	BBC1	13/04/2013	18:45:48	20:15:43	01:29:55	Entertainment	611	14	35
12	STRICTLY COME DANCING	BBC1	16/11/2013	18:32:40	20:02:08	01:29:28	Entertainment	601	13	43
13	FILM: TOY STORY	BBC1	23/12/2013	15:14:31	16:29:15	01:14:44	Films:Cinema	579	13	44
14	STRICTLY COME DANCING CHRISTMAS SPECIAL	BBC1	25/12/2013	16:59:32	18:12:07	01:12:35	Entertainment	553	12	35
15	FILM: TOY STORY II	BBC1	24/12/2013	15:42:46	17:11:13	01:28:27	Films:Cinema	538	12	38
16	NEW YEAR'S EVE FIREWORKS	BBC1	31/12/2013	23:57:32	24:12:25	00:14:53	Entertainment	528	12	64
17	FILM: SHREK THE HALLS	BBC1	24/12/2013	17:12:50	17:33:29	00:20:39	Entertainment	519	12	35
18	FILM: KUNG FU PANDA (2008)	BBC1	23/03/2013	17:17:25	18:39:14	01:21:49	Films:Cinema	513	12	35
19	FILM: FINDING NEMO	BBC1	24/12/2013	17:58:35	19:29:20	01:30:45	Films:Cinema	503	11	33
20	EASTENDERS	BBC1	25/12/2013	20:32:32	21:30:12	00:57:40	Drama:Soaps	499	11	39

Source: BARB, 2013. Based on highest occurring programme episode (000s).
All channels include viewing to HD variants.

Figure A1.10: Top 20 programmes in 2013 among all children aged 10-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	DOCTOR WHO	BBC1	23/11/2013	19:50:02	21:06:34	01:16:32	Drama:Series/Serials	1114	27	55
2	I'M A CELEBRITY GET ME OUT OF HERE! (SER	ITV	17/11/2013	21:02:30	22:34:00	01:31:30	Entertainment	943	23	64
3	NEW YEAR'S EVE FIREWORKS	BBC1	31/12/2013	23:57:32	24:12:25	00:14:53	Entertainment	865	21	68
4	COMIC RELIEF: FUNNY FOR MONEY	BBC1	15/03/2013	18:59:00	22:29:03	03:30:03	Entertainment	859	21	59
5	MIRANDA	BBC1	01/01/2013	21:00:26	21:29:49	00:29:23	Entertainment	830	20	51
6	BRITAIN'S GOT TALENT	ITV	08/06/2013	19:29:00	22:00:27	02:31:27	Entertainment	824	20	59
7	GANGSTA GRANNY	BBC1	26/12/2013	18:07:48	19:15:20	01:07:32	Children's	744	18	54
8	THE X FACTOR RESULTS	ITV	17/11/2013	20:00:00	20:57:25	00:57:25	Entertainment	709	17	49
9	CHILDREN IN NEED	BBC1	15/11/2013	19:26:23	21:59:04	02:32:41	Entertainment	669	16	51
10	THE VOICE UK	BBC1	20/04/2013	20:19:16	21:26:18	01:07:02	Entertainment	660	16	47
11	EASTENDERS	BBC1	25/12/2013	20:32:32	21:30:12	00:57:40	Drama:Soaps	656	16	36
12	THE X FACTOR	ITV	31/08/2013	19:59:05	21:19:00	01:19:55	Entertainment	652	16	49
13	MRS BROWN'S BOYS	BBC1	25/12/2013	21:31:06	22:05:48	00:34:42	Entertainment	637	15	39
14	I'M A CELEBIRTY...GET ME OUT OF HERE: CO	ITV	11/12/2013	19:59:07	20:58:25	00:59:18	Entertainment	579	14	43
15	THE BRIT AWARDS 2013	ITV	20/02/2013	20:02:05	22:13:46	02:11:41	Entertainment	565	14	43
16	GRAY BARLOW'S BIG BEN BASH	BBC1	31/12/2013	24:12:25	24:33:11	00:20:46	Music	565	14	52
17	FILM: UP (2009)	BBC1	01/01/2013	18:31:47	19:58:38	01:26:51	Films:Cinema	548	13	39
18	WATERLOO ROAD	BBC1	07/03/2013	20:00:08	20:58:58	00:58:50	Drama:Series/Serials	547	13	39
19	BRITAIN'S GOT TALENT RESULT	ITV	30/05/2013	21:32:55	21:59:09	00:26:14	Entertainment	525	13	41
20	CORONATION STREET	ITV	28/05/2013	21:01:41	21:28:30	00:26:49	Drama:Soaps	525	13	36

Source: BARB, 2013. Based on highest occurring programme episode (000s).
All channels include viewing to HD variants.

Glossary

Adult airtime – This consists of the main five PSB channels 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 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.

DVRs – digital video recorders.

Time-shifted viewing – This is defined in BARB analysis as viewing of programmes recorded and subsequently played back within seven days, as well as viewing after pausing or rewinding live TV. It also includes viewing to catch-up TV services viewed through a TV set, where the content has been broadcast in the previous seven days.

Websites visited by children aged 6-14

2.1 Introduction

This annex provides tables of the top 50 web entities visited by children aged 6-14 during the months of May 2012, May 2013 and May 2014. We have used the comScore Media Metrix service (MMX) to measure internet use on laptop and desktop computers[145]. These data exclude use of the internet on other devices such as a smartphone or tablet computer.

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 past three years.

2.2 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 manner that is not affected by variables such as cookie deletion, blocking, and rejection.

The Top 50 website tables consist of the fifty most popular Media Title web entities in the UK for children aged 6-14 visited on a laptop or desktop computer. The tables also include 'Properties' which do not specify any subsidiary Media Titles. 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. The top 50 tables are derived from two comScore reports: the 100 most popular Properties (including child entities) and the XXX Adult category report which is excluded by default from the Top 100 Properties report. Please note that tables published in previous years' reports have been derived from the 100 most popular Properties report only, and therefore may differ slightly from those produced this year.

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, online service or 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 visited a website or used an application at least once in a given month. Persons visiting the same website more than one time in the month are therefore counted only once in this measure. The active audience is the total number of people who visited any website or used any application at least once in a given month. The

[145] comScore MMX includes analysis of internet users aged 6-14, but is limited to internet use on a laptop or desktop computer. comScore MMX Multi-Platform provides analysis of under-18s, but data are only available since 2013. We chose MMX because the 6-14s age break most closely resembles the base of the children interviewed for the main *Children and Parents* report, and allows us to examine longer time trends.

active reach of a website is therefore the proportion of the unique audience that 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 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 2014: Top 50 web entities accessed by children aged 6-14

No.	Web entity	Unique audience	Active reach %	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	Apple.com Worldwide Sites	398	7.2	3.9
22	Nickelodeon Kids And Family	389	7.1	15.7
23	Blogger	362	6.6	4.8
24	uTorrent (App)	350	6.4	
25	BBC IPlayer	342	6.2	13.6
26	Sky Portal	341	6.2	16.9
27	MODE Entertainment	330	6.0	18.3
28	STEAMPOWERED.COM	314	5.7	32.6
29	Spotify (App)	312	5.7	
30	SNAPDO.COM	311	5.6	11.1
31	COOLMATH-GAMES.COM	300	5.5	11.5
32	Origin	297	5.4	1.5
33	Dropbox (App)	283	5.1	
34	ADOBE.COM	282	5.1	2.8
35	Skype	275	5.0	59.8
36	IMDb	274	5.0	5.1
37	TALKTALK.CO.UK	267	4.9	8.7
38	STEAMCOMMUNITY.COM	258	4.7	72.7
39	THEGUARDIAN.COM	258	4.7	2.6
40	PayPal	251	4.6	5.9
41	TUMBLR.COM*	247	4.5	82.4
42	WIKIHOW.COM	234	4.3	3.4
43	TBS Entertainment Digital	233	4.2	14.4
44	VIRGINMEDIA.COM*	230	4.2	10.1
45	Wikia Gaming	221	4.0	27.1
46	Argos	221	4.0	10.6
47	AOL Search Network	209	3.8	1.9
48	BINWEEVILS.COM	209	3.8	20.8
49	INSTAGRAM.COM	203	3.7	6.7
50	BT.COM*	199	3.6	5.9

Source: comScore MMX, May 2014, home and work panel, children aged 6-14

Table 2: May 2013: Top 50 web entities accessed by children aged 6-14

No.	Web entity	Unique audience	Active reach %	Minutes per visitor
1	Google	3,435	63.1	40.1
2	YOUTUBE.COM	2,163	39.8	243.4
3	BBC	1,835	33.7	36.5
4	FACEBOOK.COM	1,483	27.3	196.8
5	Yahoo	1,119	20.6	22.9
6	Disney Entertainment	933	17.1	14.1
7	WIKIPEDIA.ORG*	921	16.9	10.1
8	Windows Live	888	16.3	6.2
9	Amazon	872	16.0	14.8
10	MSN	858	15.8	6.9
11	eBay Sites	792	14.6	39.3
12	VEVO @ YouTube	758	13.9	17.6
13	ASK.COM Sites	621	11.4	2.8
14	Microsoft	619	11.4	11.6
15	Nickelodeon Kids & Family	609	11.2	22.6
16	ANSWERS.COM	602	11.1	2.1
17	uTorrent (App)	556	10.2	
18	Blogger	554	10.2	3.8
19	iTunes Software (App)	534	9.8	
20	Outlook (Outlook.com)	532	9.8	29.8
21	Bing	529	9.7	5.1
22	MTV Music Group	509	9.4	6.9
23	Steam (App)	501	9.2	
24	Apple.com Worldwide Sites	488	9.0	6.5
25	BBC IPlayer	483	8.9	17.0
26	BBC Other	476	8.8	9.3
27	TWITTER.COM	439	8.1	31.6
28	COOLMATH-GAMES.COM	433	8.0	11.3
29	TUMBLR.COM*	407	7.5	86.7
30	FreeRideGames	406	7.5	0.3
31	ADOBE.COM	379	7.0	3.8
32	TBS Entertainment Digital	360	6.6	29.1
33	MODE Entertainment	350	6.4	20.0
34	BINWEEVILS.COM	338	6.2	18.4
35	PORNHUB.COM	324	6.0	15.3
36	THEGUARDIAN.COM	316	5.8	8.3
37	WORDPRESS.COM*	291	5.4	2.8
38	IMDb	281	5.2	4.8
39	SNAP.DO	277	5.1	3.9
40	VIDEOSZ.COM	273	5.0	7.4
41	Spotify (App)	272	5.0	
42	DOUBLEPIMP.COM	268	4.9	1.7
43	INSTAGRAM.COM	265	4.9	12.3
44	BABYLON.COM	264	4.9	4.6
45	STEAMPOWERED.COM	264	4.8	22.5
46	DELTA-SEARCH.COM	259	4.8	3.4
47	VIRGINMEDIA.COM*	256	4.7	7.0
48	Sky Portal	253	4.7	12.3
49	TELEGRAPH.CO.UK	248	4.6	8.4
50	TALKTALK.CO.UK	246	4.5	6.2

Source: comScore MMX, May 2013, home and work panel, children aged 6-14

Table 3: May 2012: Top 50 web entities accessed by children aged 6-14

No.	Web entity	Unique audience	Active reach %	Minutes per visitor
1	Google	3,928	75.6	44.6
2	YOUTUBE.COM	2,231	42.9	244.9
3	BBC	2,089	40.2	37.9
4	FACEBOOK.COM	2,082	40.1	295.0
5	MSN	1,471	28.3	5.8
6	Yahoo	1,464	28.2	17.9
7	Windows Live	1,273	24.5	77.5
8	WIKIPEDIA.ORG*	1,196	23.0	13.6
9	VEVO @ YouTube	1,096	21.1	18.1
10	eBay Sites	1,051	20.2	40.7
11	Amazon	1,012	19.5	11.4
12	Blogger	928	17.9	4.8
13	WikiAnswers Sites	820	15.8	3.7
14	MTV Music Group	814	15.7	7.5
15	iTunes Software (App)	789	15.2	
16	ASK.COM Sites	779	15.0	2.1
17	Apple.com Worldwide Sites	731	14.1	7.6
18	TWITTER.COM	723	13.9	35.7
19	MODE Entertainment	694	13.4	31.6
20	BBC IPlayer	680	13.1	17.3
21	Nickelodeon Kids And Family	672	12.9	36.2
22	Microsoft	666	12.8	21.1
23	WORDPRESS.COM*	654	12.6	5.8
24	SEXAD.NET	593	11.4	3.2
25	uTorrent (App)	567	10.9	
26	Bing	557	10.7	3.8
27	About	519	10.0	2.8
28	LIVEJASMIN.COM	499	9.6	5.1
29	SEARCH-RESULTS.COM	453	8.7	3.5
30	BBC Other	451	8.7	3.5
31	TUMBLR.COM*	443	8.5	115.8
32	PORNHUB.COM	441	8.5	13.7
33	FLING.COM	441	8.5	4.0
34	Sky Portal	439	8.4	23.5
35	eHow	431	8.3	4.0
36	BINWEEVILS.COM	429	8.3	36.6
37	VIRGINMEDIA.COM*	388	7.5	11.2
38	IMDb	380	7.3	6.7
39	CBS Interactive Music Group	366	7.0	7.2
40	ADOBE.COM	364	7.0	3.1
41	MODE Tend Parenting	346	6.7	3.3
42	THEGUARDIAN.COM	335	6.4	4.3
43	ITV	332	6.4	22.3
44	BENAUGHTY.COM	320	6.2	1.6
45	Argos	318	6.1	13.4
46	BBC Entertainment	301	5.8	5.2
47	Spotify (App)	300	5.8	
48	TBS Entertainment Digital	287	5.5	32.6
49	CHANNEL4.COM	268	5.2	13.2
50	REDTUBE.COM	268	5.1	14.0

Source: comScore MMX, May 2012, home and work panel, children aged 6-14