

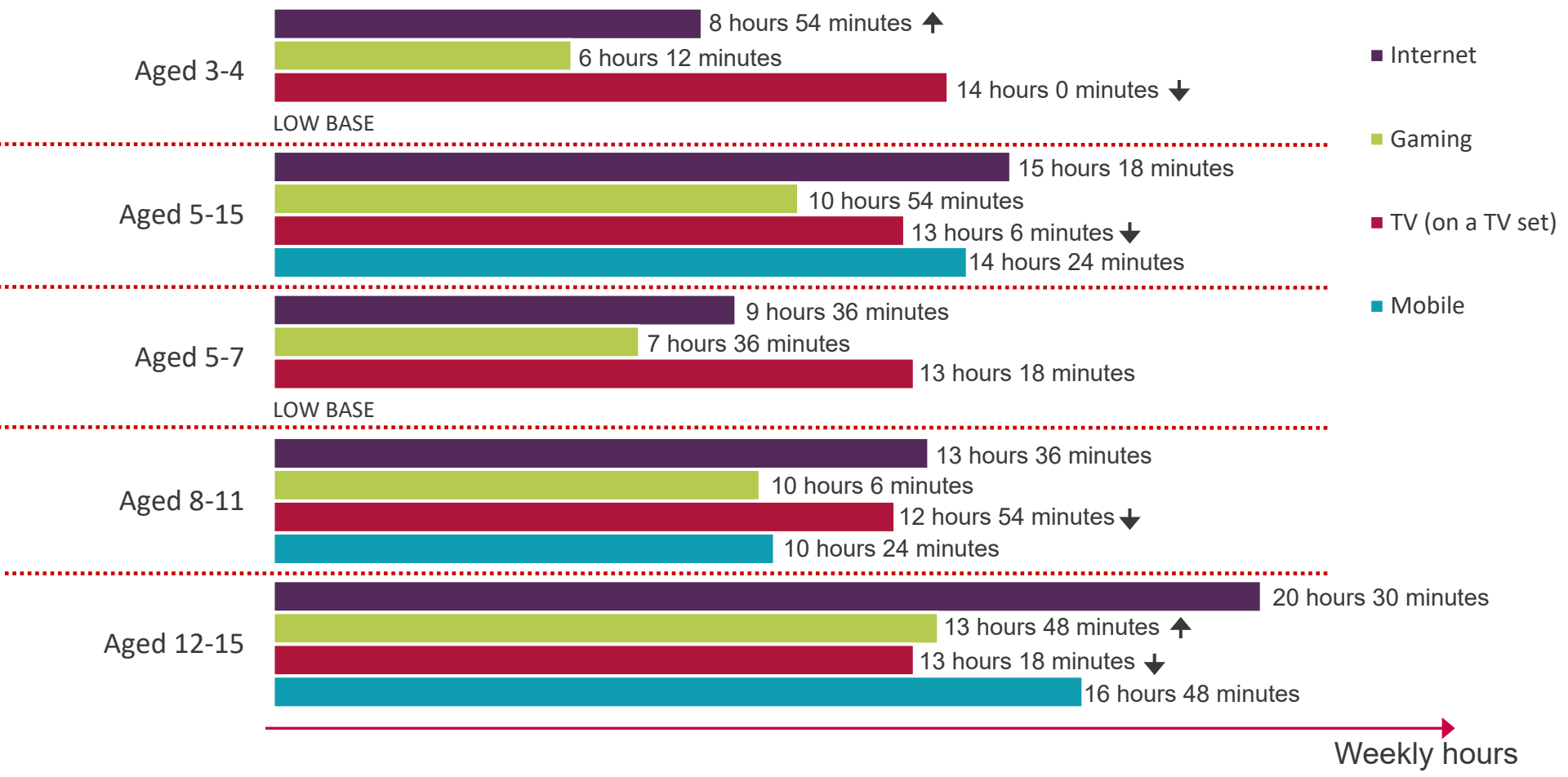
Children and Parents Media Use and Attitudes Report 2018 – Research Annex

Produced by: Critical Research

Fieldwork: April to June 2018

A2. Children's media time

Figure 1: Estimated weekly hours of media consumption at home or elsewhere, among users, by age: 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QP8A-B/ QP25A-B/ QP57A-B/QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?
Responses are taken from the child aged 8-11 or 12-15 rather than the parent.
Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE). Significance testing shows any change between 2017 and 2018.

Figure 2: Estimated hours of media consumption at home or elsewhere among users, per week day and weekend day, by age: 2018

	Hours spent going online per day	Hours spent playing games per day	Hours spent watching TV on a television set per day	Hours spent using their mobile phone per day
Aged 3-4				
School day**	1 hour 12 minutes	0 hours 48 minutes	1 hour 54 minutes	LOW BASE
Weekend day	1 hour 30 minutes	1 hour 6 minutes	2 hours 18 minutes	LOW BASE
Aged 5-15				
School day	1 hour 54 minutes	1 hour 18 minutes	1 hour 36 minutes	1 hour 48 minutes
Weekend day	2 hours 48 minutes	2 hours 12 minutes	2 hours 30 minutes	2 hours 36 minutes
Aged 5-7				
School day	1 hour 12 minutes	0 hour 54 minutes	1 hour 36 minutes	LOW BASE
Weekend day	1 hour 54 minutes	1 hour 30 minutes	2 hours 30 minutes	LOW BASE
Aged 8-11				
School day	1 hour 42 minutes	1 hour 12 minutes	1 hour 36 minutes	1 hour 18 minutes
Weekend day	2 hours 36 minutes	2 hours 0 minutes	2 hours 36 minutes	1 hour 54 minutes
Aged 12-15				
School day	2 hours 36 minutes	1 hour 42 minutes	1 hour 42 minutes	2 hours 6 minutes
Weekend day	3 hours 42 minutes	2 hours 42 minutes	2 hours 30 minutes	3 hours 0 minutes

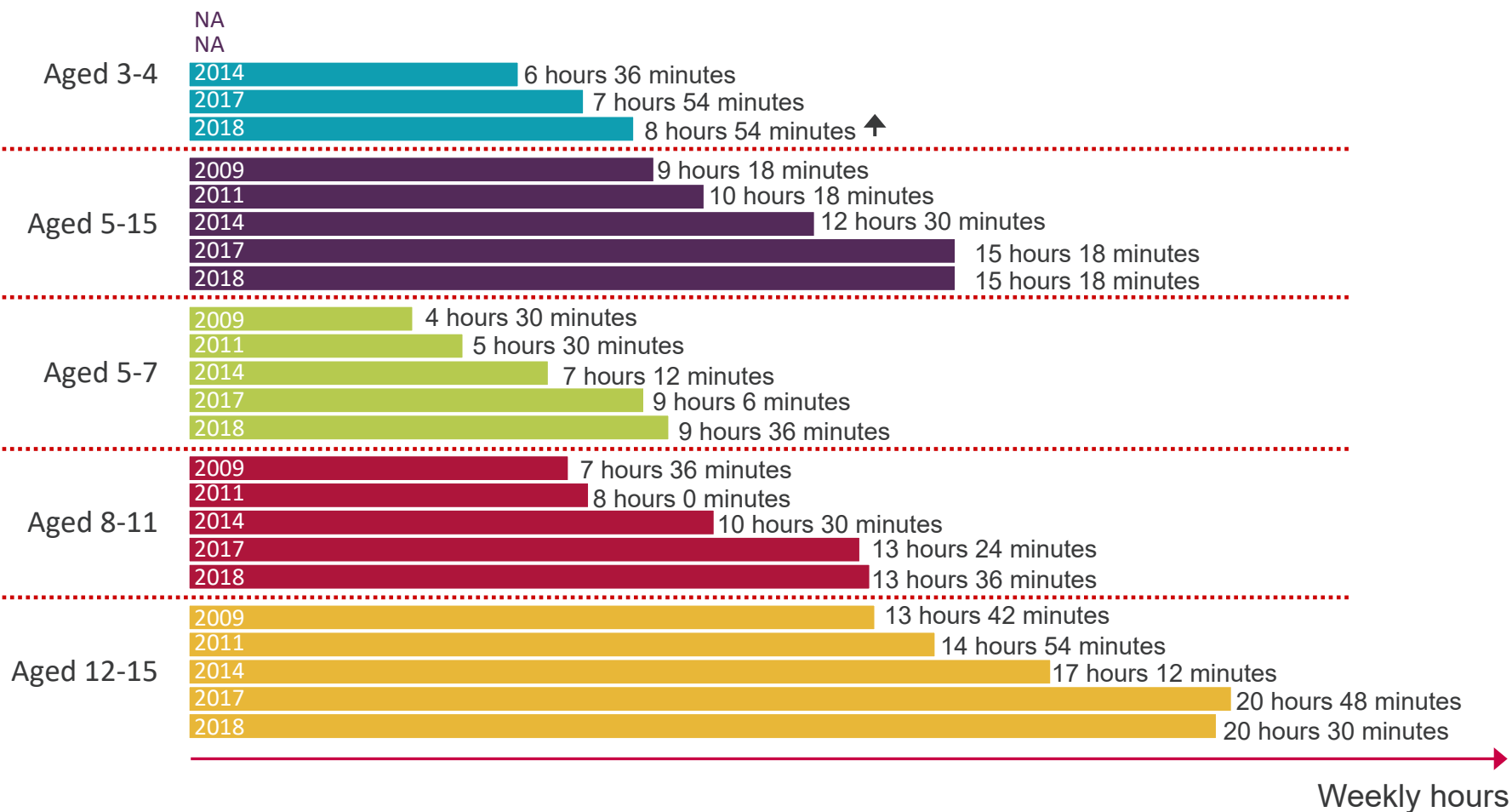
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP8A-B/ QP25A-B/ QP57A-B/QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?

Responses are taken from the child aged 8-11 or 12-15 rather than the parent. ** Parents of children aged 3-4 were asked about week day rather than school day as their child may not yet be attending school

Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE)

Figure 3: Estimated weekly hours of internet consumption by age, at home (2009, 2011) or elsewhere (2014, 2017, 2018)

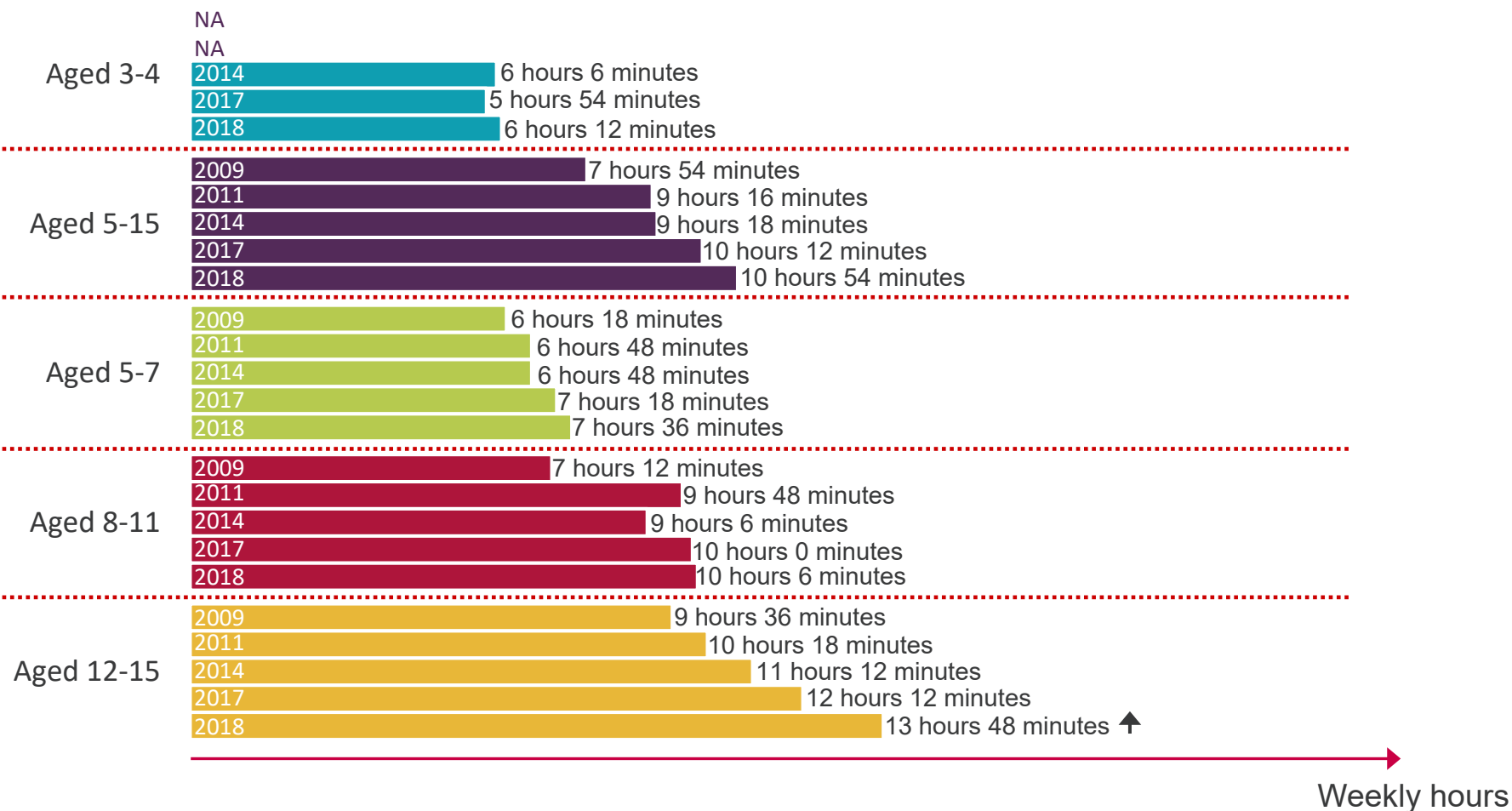


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP25A-B. How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (unprompted responses, single coded) In 2007-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 who use the internet at home or elsewhere and children aged 8-15 who use the internet at home or elsewhere (variable base) . Significance testing shows any change between 2017 and 2018.

Figure 4: Estimated weekly hours of game playing by age at home (2009, 2011) or elsewhere (2014, 2017, 2018)

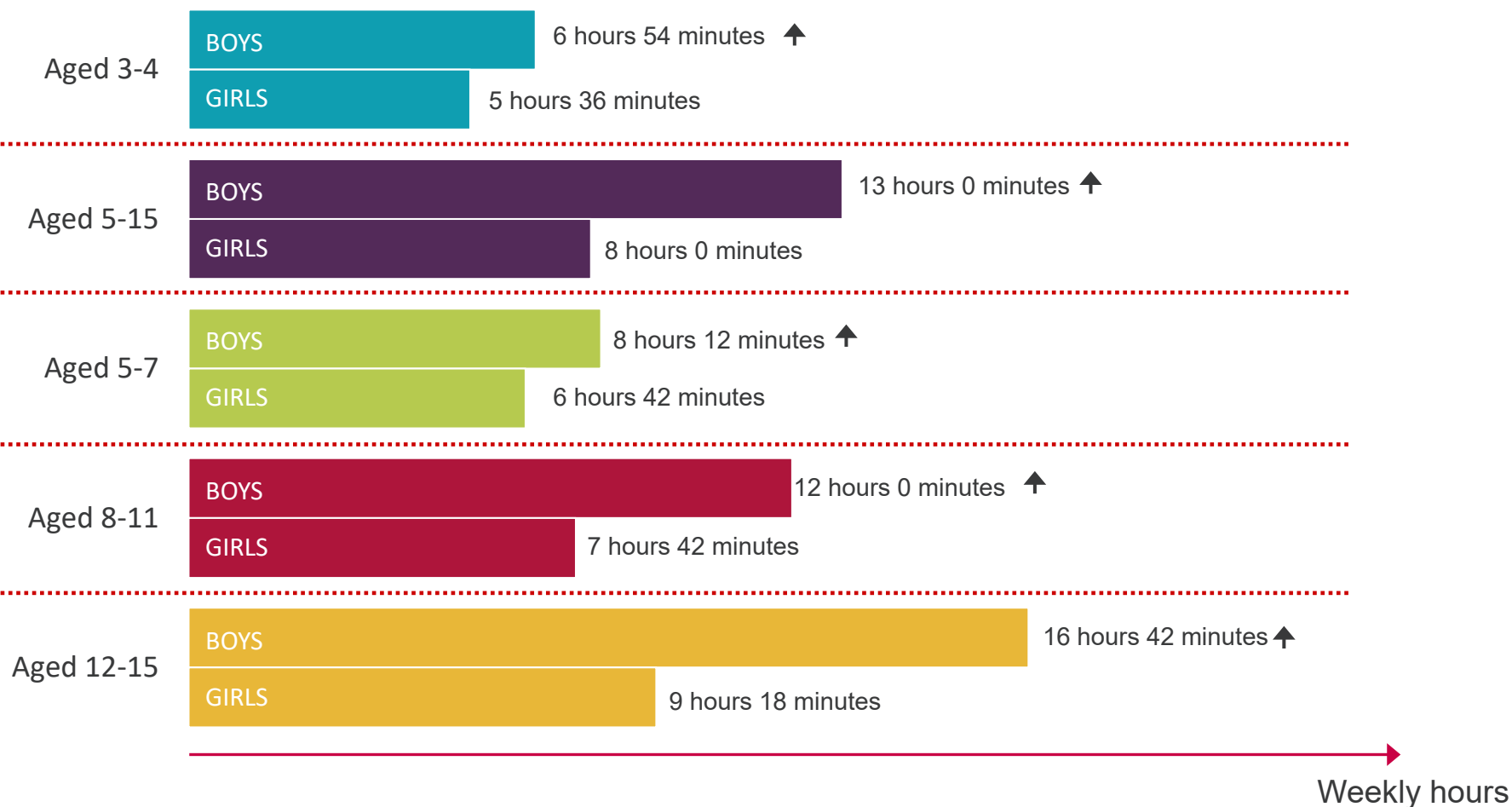


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (unprompted responses, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2013 parents/ children were asked about use at home whereas since 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 whose child plays games at home or elsewhere and children aged 8-15 who play games at home or elsewhere (VARIABLE BASE). Significance testing shows any change between 2017 and 2018.

Figure 5: Estimated weekly hours of game playing at home, by age and gender: 2018

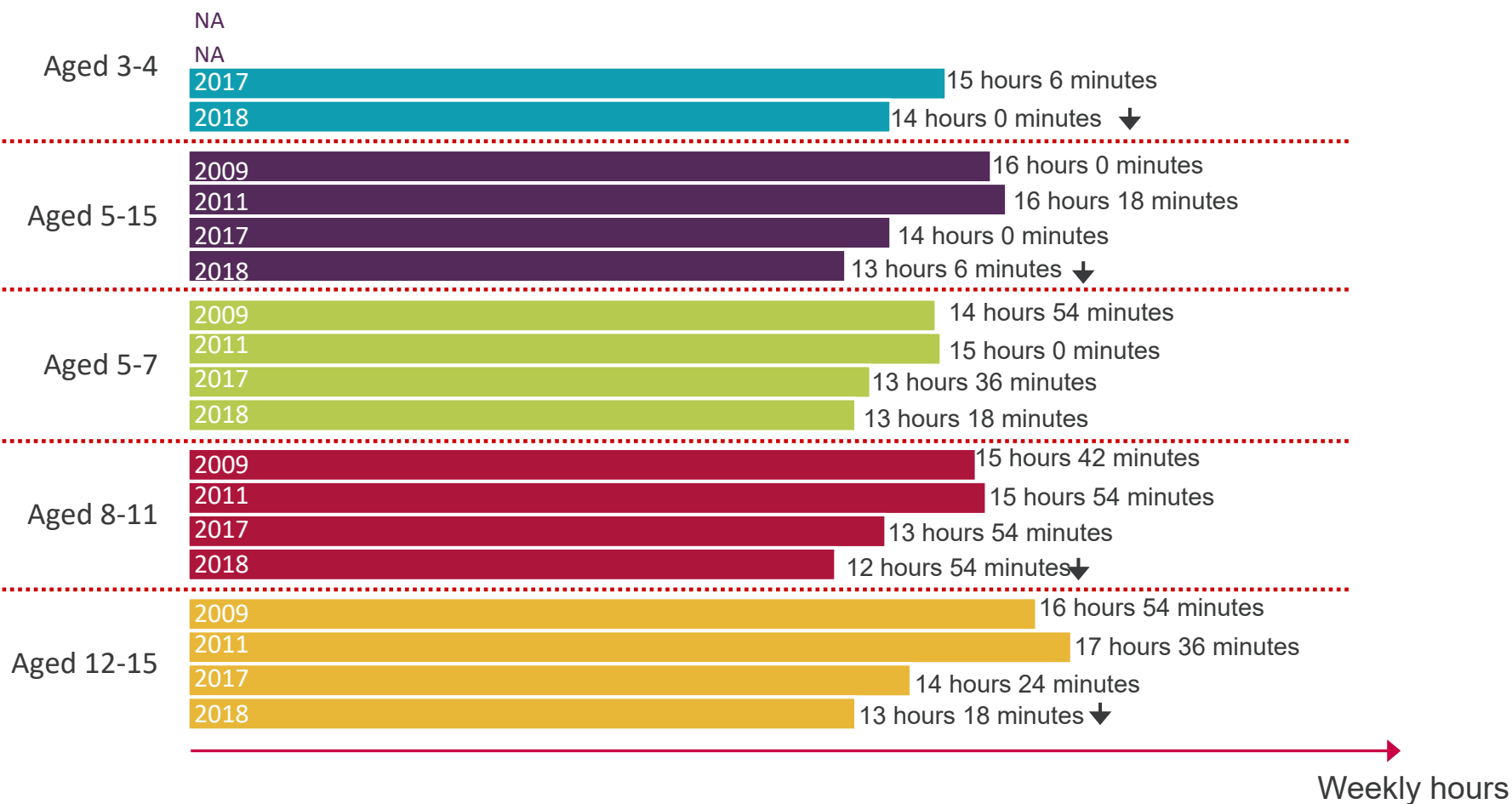


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (unprompted responses, single coded).

Base: Parents of children aged 3-7 whose child plays games at home or elsewhere and children aged 8-15 who play games at home or elsewhere (117 boys aged 3-4, 111 girls aged 3-4, 588 boys aged 5-15, 427 girls aged 5-15, 158 boys aged 5-7, 119 girls aged 5-7, 205 boys aged 8-11, 164 girls aged 8-11, 225 boys aged 12-15, 144 girls aged 12-15). Significance testing shows any difference by gender.

Figure 6: Estimated weekly hours of television consumption by age, at home (2009, 2011) or elsewhere (2017, 2018)

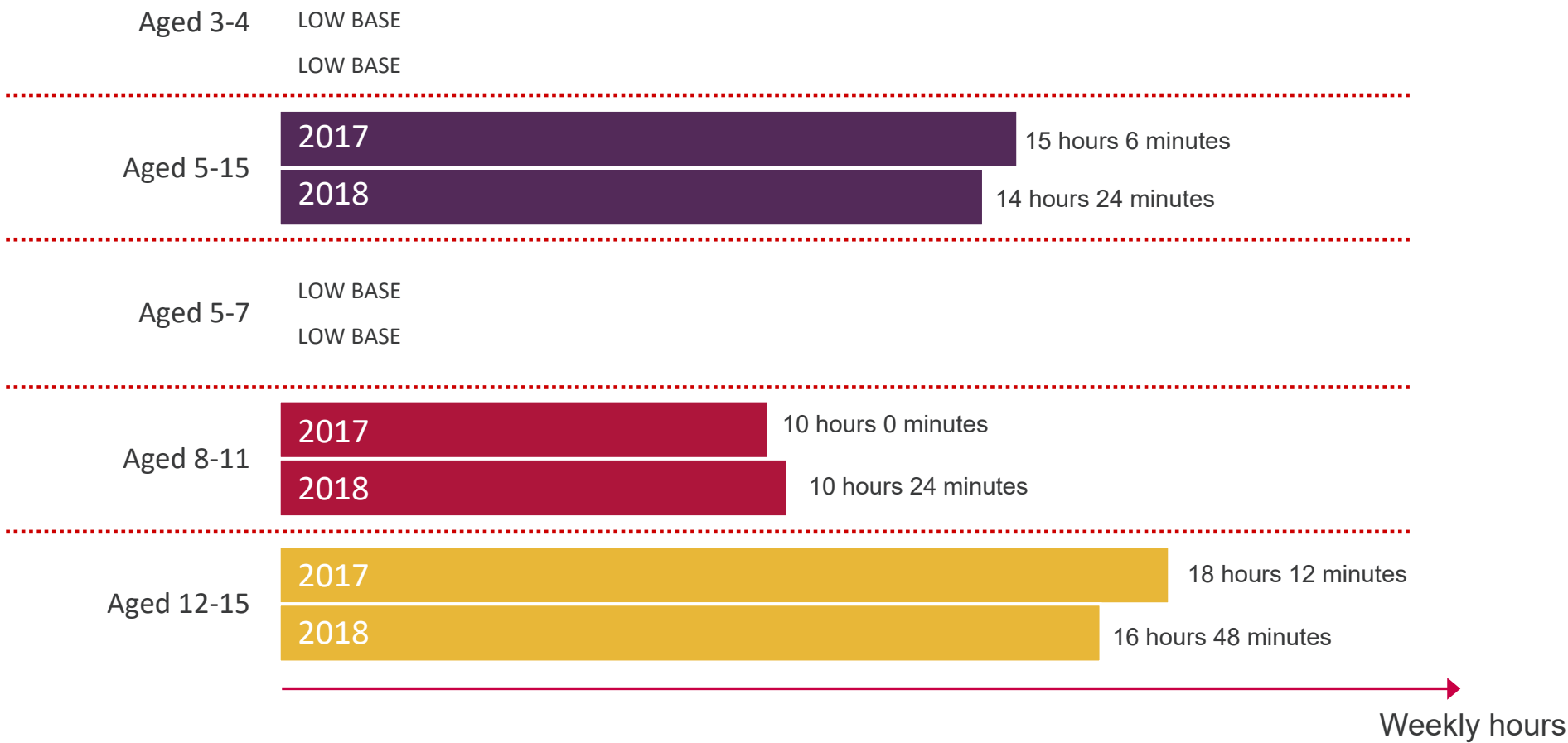


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP8A-B – How many hours would you say he/ she spends watching TV programmes on a TV set on a typical school day/ on a weekend day? (unprompted responses, single coded). Before 2014 the response for 12-15s was taken from the child and the parent for 5-7s and 8-11s and parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 who use watches television on a TV set (VARIABLE BASE). Significance testing shows any change between 2017 and 2018.

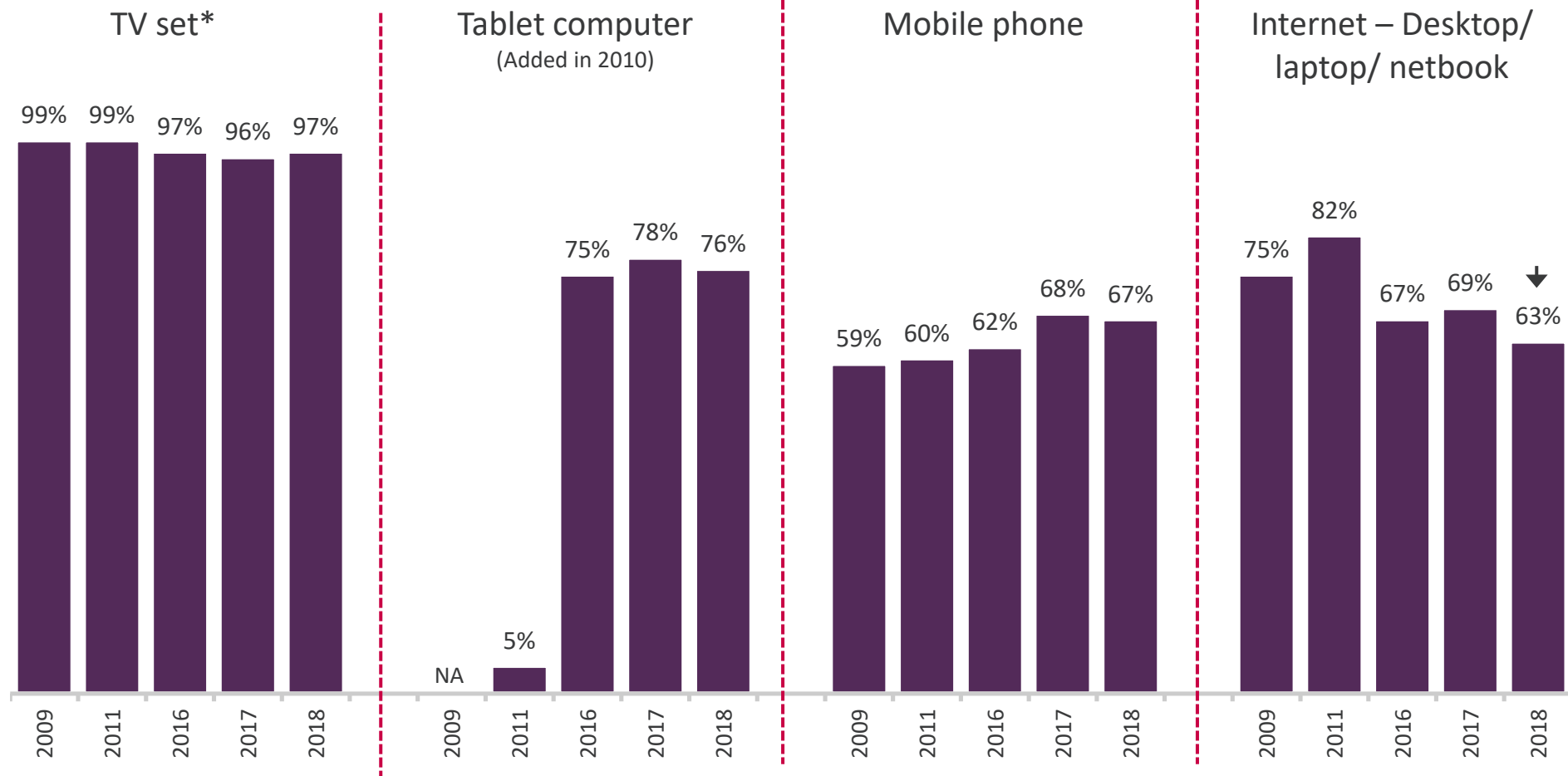
Figure 7: Estimated weekly hours of mobile phone use by age: 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QP57A-B– How many hours would you say he/ she spends using their mobile phone on a typical school day/ on a weekend day? (unprompted responses, single coded)
Base: Parents of children aged 3-7 and children aged 8-15 with a mobile phone (VARIABLE BASE).

A3. Children's use and ownership of media devices

Figure 8a: Media used by children aged 5-15 at home: 2009, 2011, 2016, 2017, 2018

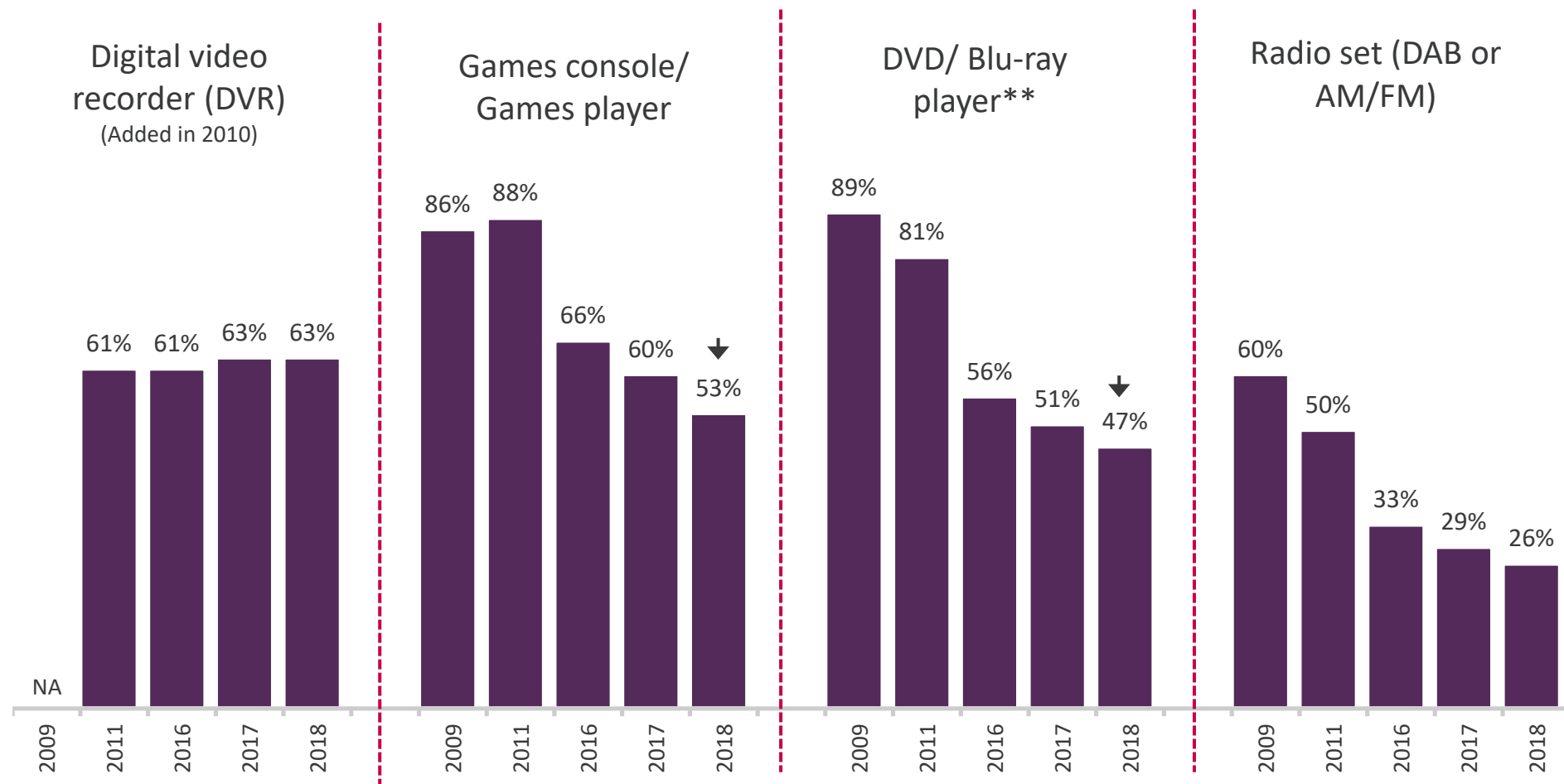


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP3A/B/E/D/F. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) *Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, before this we asked only about a TV set.

Base: Parents of children aged 5-15 (1430). Significance testing shows any change between 2017 and 2018.

Figure 8b: Media used by children aged 5-15 at home: 2009, 2011, 2016, 2017, 2018



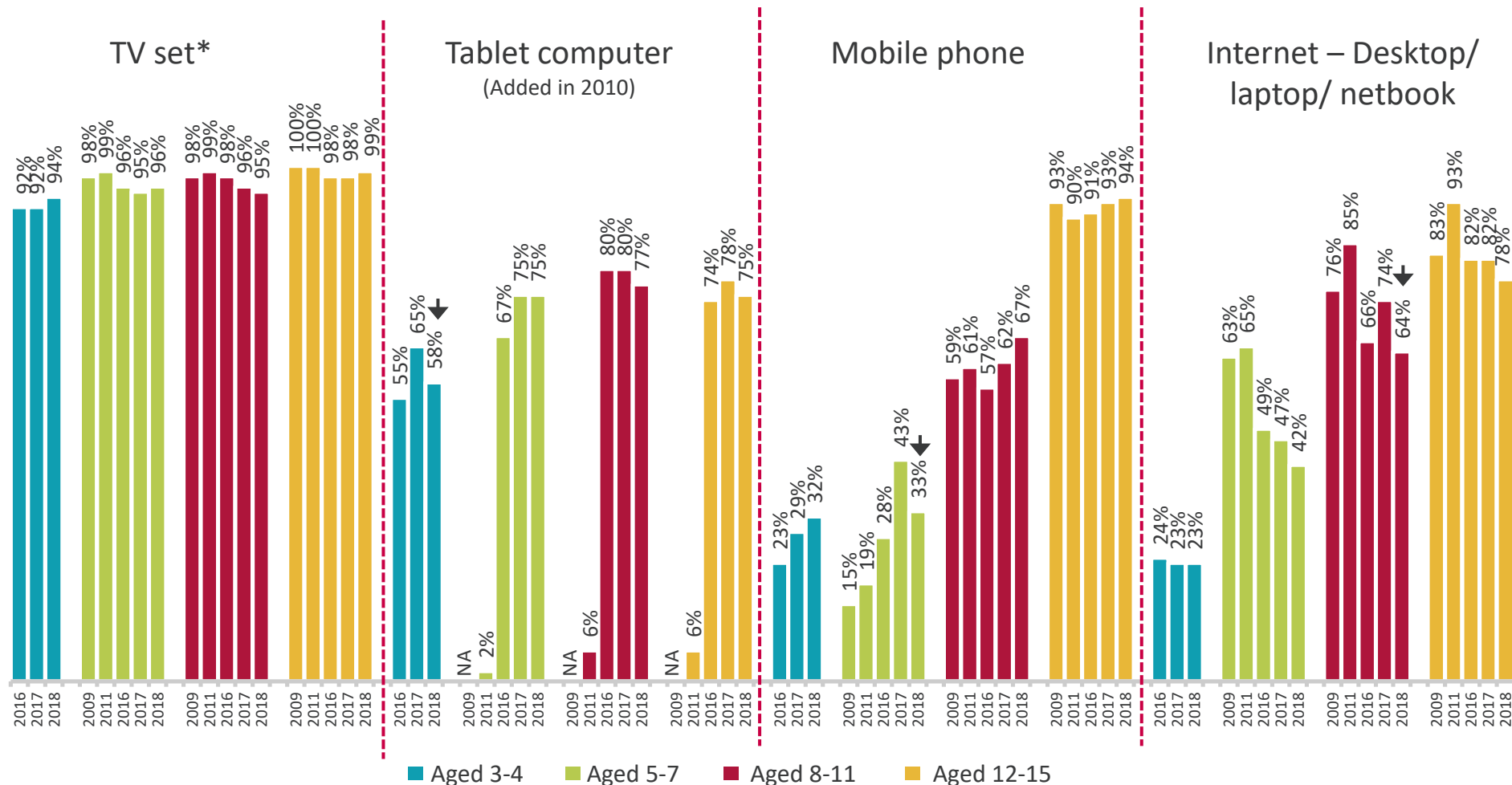
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP3C/G/I/H - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Before 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).

Base: Parents of children aged 5-15 (1430).

Significance testing shows any change between 2017 and 2018.

Figure 9a: Media used by children at home, by age: 2009, 2011, 2016, 2017, 2018

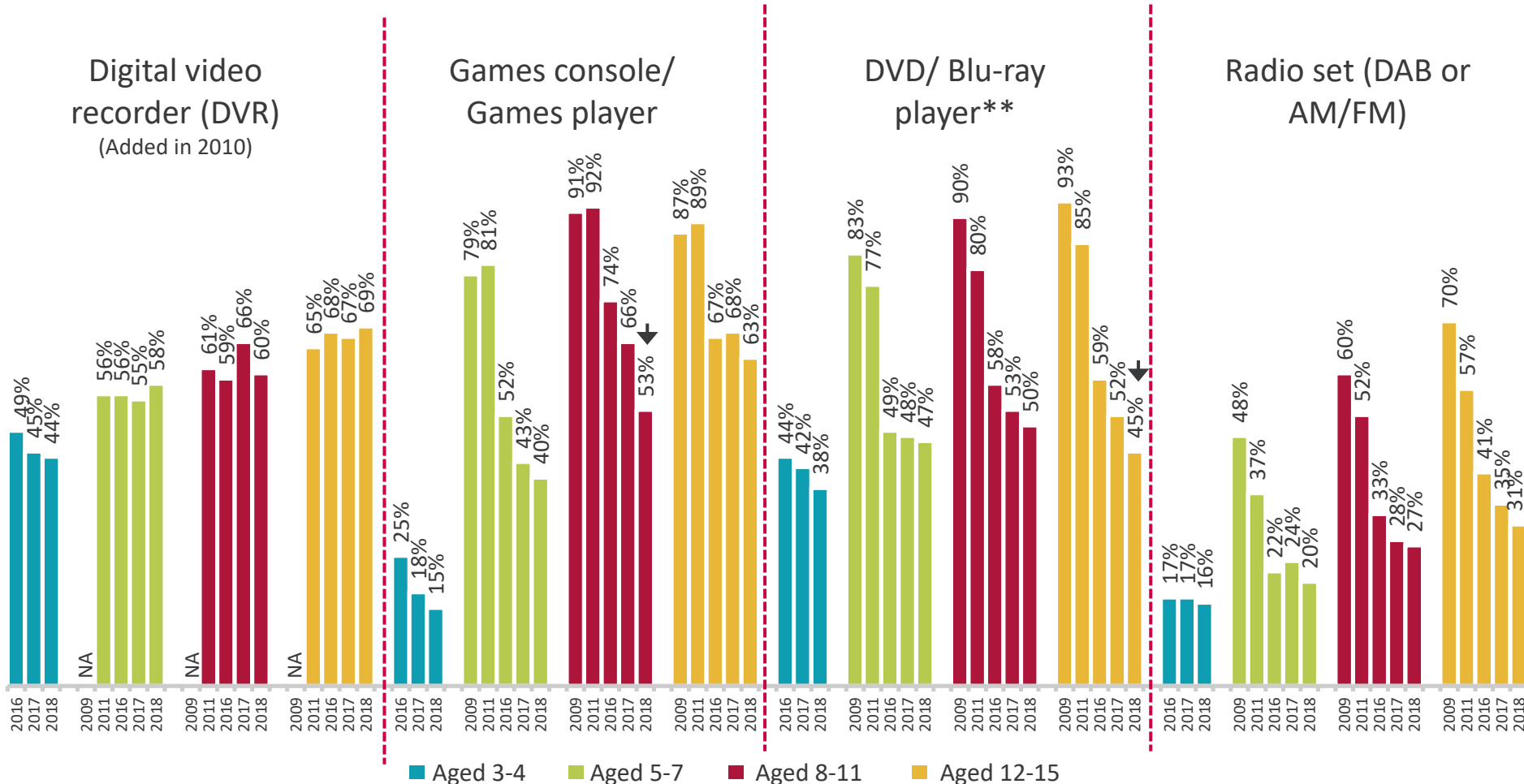


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP3A/B/E/D/F. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) *Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, before this we asked only about a TV set.

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 9b: Media used by children at home, by age: 2009, 2011, 2016, 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP3C/G/I/H - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Before 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 10: Summary of access to and use of devices/ media, by age: 2018

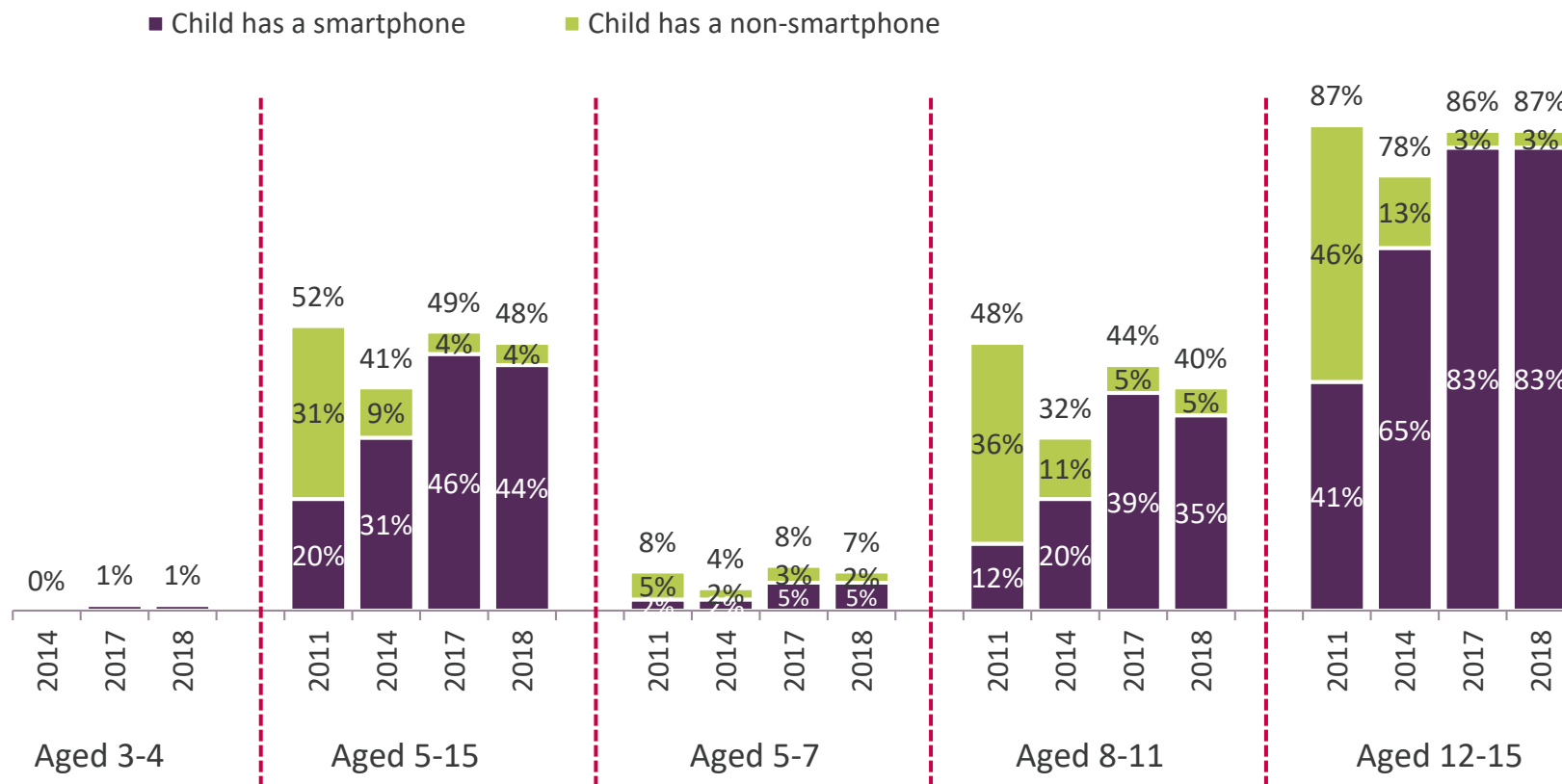
All children	Aged 3-4		Aged 5-15		Aged 5-7		Aged 8-11		Aged 12-15	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Tablet computer	82%	58%↓	85%	76%	85%	75%	85%	77%	85%	75%
Desktop computer/ laptop/ netbook – with internet access	74%	23%	82%	63%↓	76%	42%	82%	64%↓	87%	78%
Standard TV set	70%	64%	76%↓	72%↓	79%	72%	72%↓	68%↓	79%	77%
DVR/ Digital video recorder	66%	44%	73%	63%	69%	58%	72%	60%	76%	69%
Games console/ games player	42%↓	15%	66%↓	53%↓	57%	40%	64%↓	53%↓	74%	63%
Smart TV set	61%	52%↑	65%↑	61%↑	60%	55%↑	67%↑	62%↑	67%↑	63%↑
DVD/ Blu-ray player	59%	38%	63%	47%↓	63%	47%	63%	50%	63%	45%↓
Radio	52%	16%	56%	26%	54%	20%	55%	27%	58%	31%
Smart speakers	17%	7%	21%	15%	19%	11%	21%	16%	23%	18%
Mobile phone	1%	32%	48%	67%	7%	33%↓	40%	67%	87%	94%
ANY STANDARD/ SMART TV	99%	94%	98%↓	97%	99%	96%	97%	95%	99%	99%
ANY INTERNET	86%↑	52%	97%	92%	93%	82%	98%	93%	100%↑	99%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP3. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)

Base: Parents of children aged 3-4 (630) or 5-15 (1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 11: Smartphone and non-smartphone ownership, by age: 2011, 2014, 2017, 2018

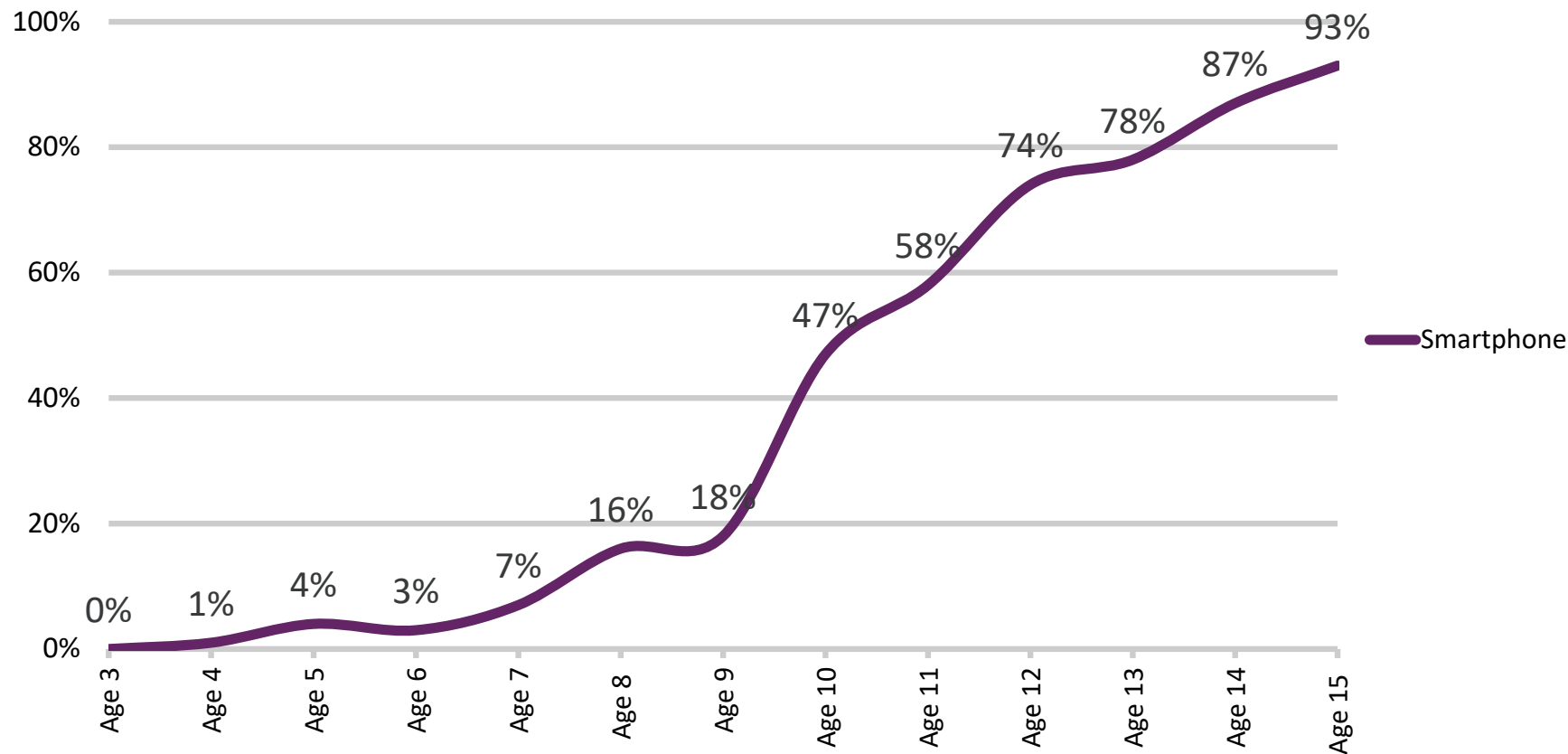


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP3F/QP4. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy (unprompted responses, single coded).

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 12: Smartphone ownership, by age of child: 2018

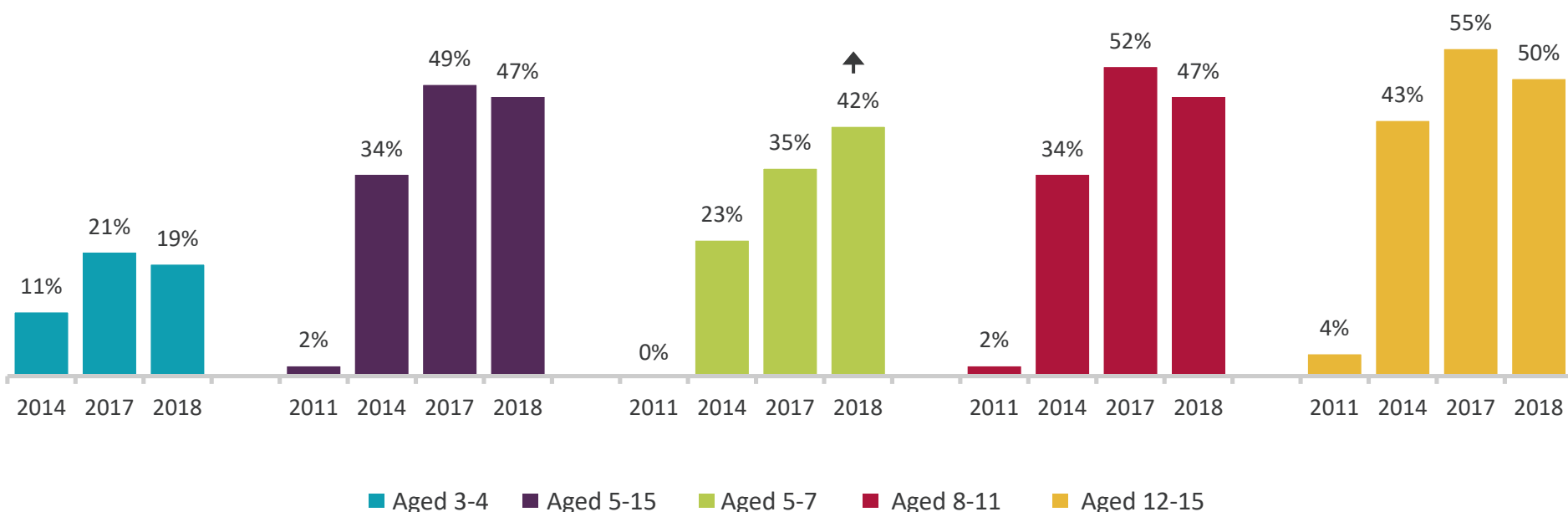


Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

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? (unprompted responses, single coded).

Base: Parents of children aged 3-4 or 5-15 (325 aged 3, 305 aged 4, 180 aged 5, 147 aged 6, 121 aged 7, 181 aged 8, 107 aged 9, 117 aged 10, 92 aged 11, 171 aged 12, 112 aged 13, 96 aged 14, 106 aged 15 in 2018).

Figure 13: Tablet ownership, by age of child: 2011, 2014, 2017, 2018

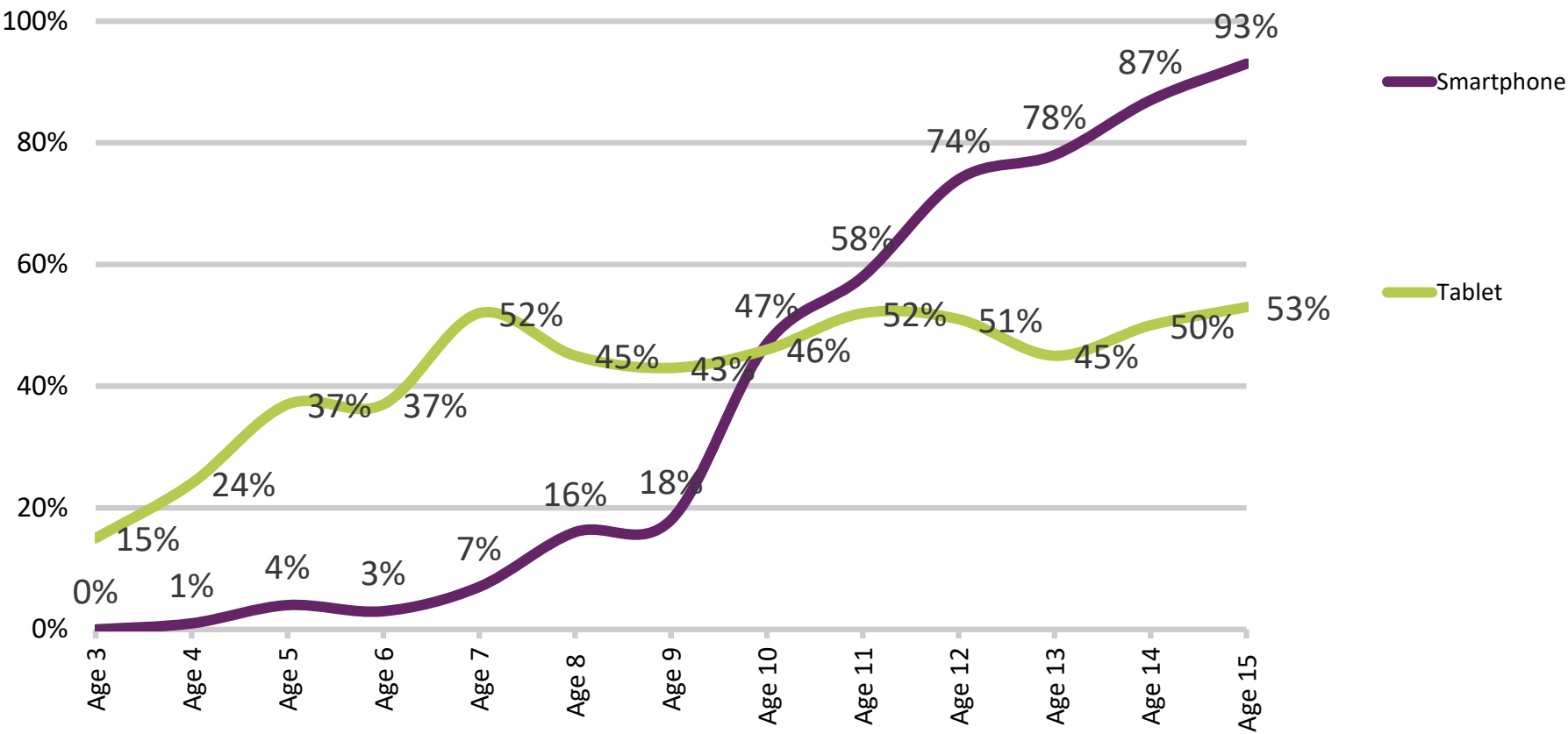


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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 (630) or 5-15 (1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 14: Tablet and smartphone ownership, by age of child: 2018

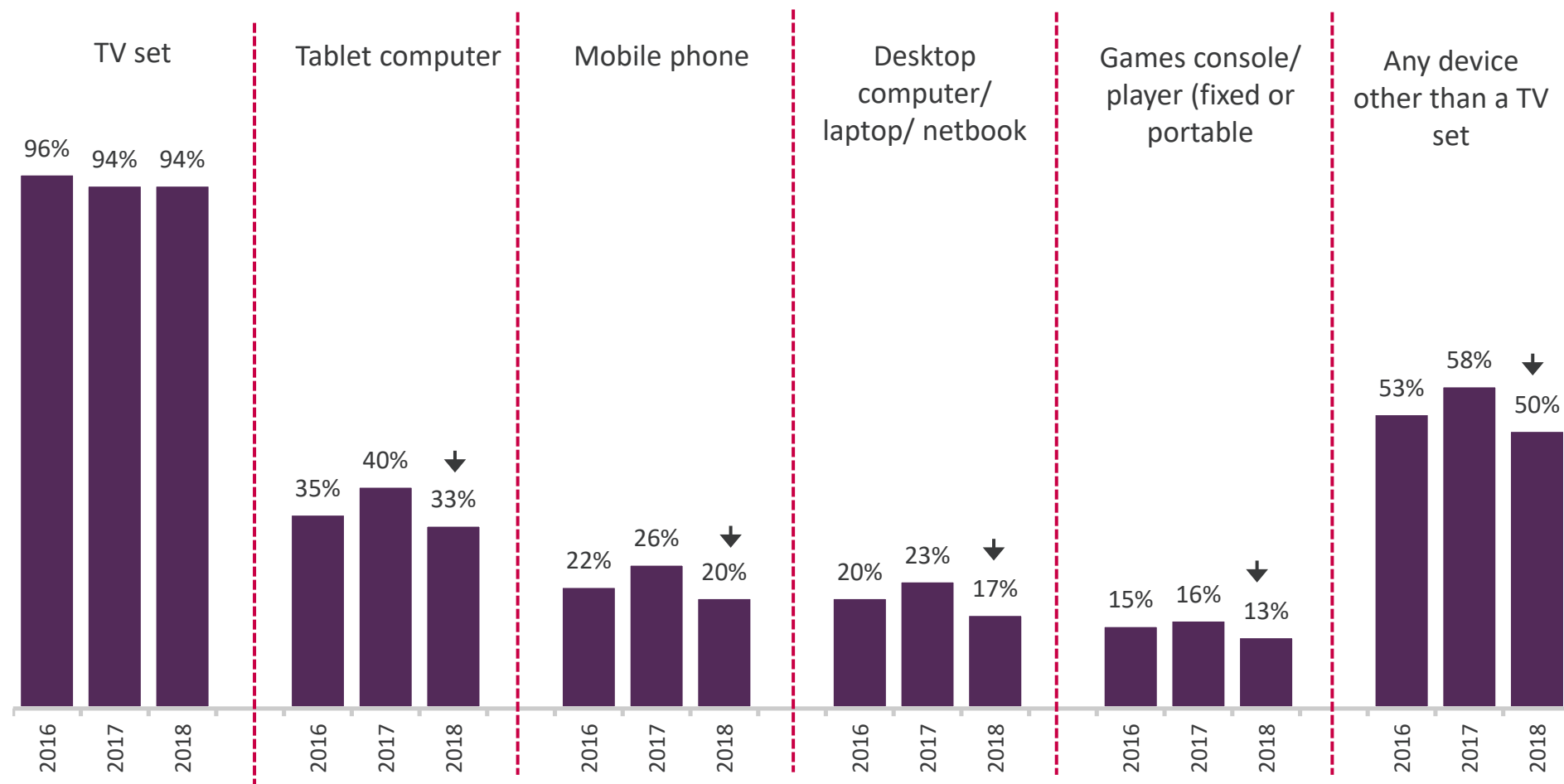


Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP3E/F/QP4 - I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)

Base: Parents of children aged 3-4 or 5-15 (325 aged 3, 305 aged 4, 180 aged 5, 147 aged 6, 121 aged 7, 181 aged 8, 107 aged 9, 117 aged 10, 92 aged 11, 171 aged 12, 112 aged 13, 96 aged 14, 106 aged 15 in 2018).

Figure 15: Devices ever used by children aged 5-15 to watch television programmes at home or elsewhere (2016, 2017, 2018)



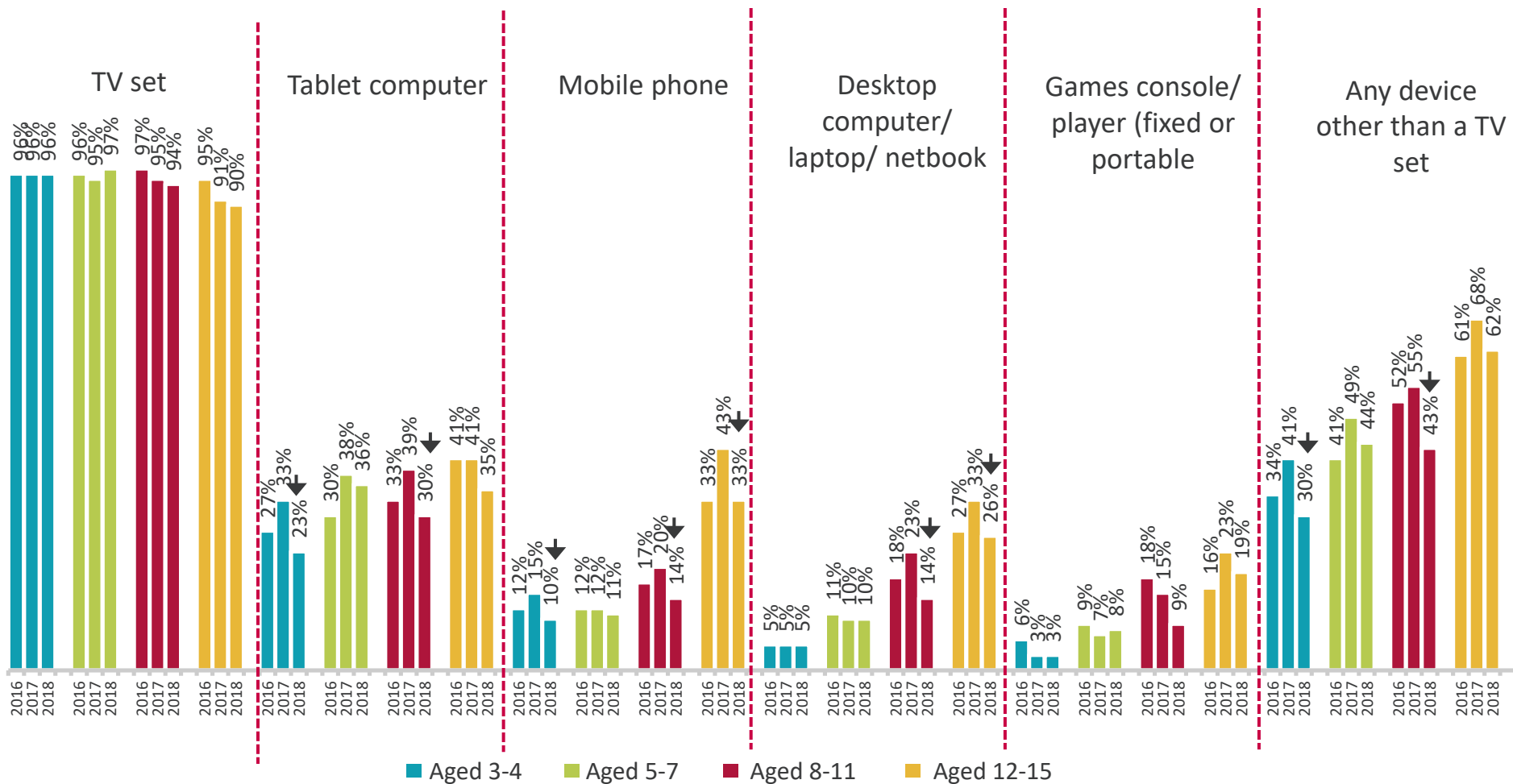
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi coded).

Responses from parents for 5-7 year olds and from children aged 8-15.

Base: Parents of children aged 5-15 (1430). Significance testing shows any change between 2017 and 2018.

Figure 16: Devices ever used to watch television programmes at home or elsewhere (2016, 2017, 2018), by age

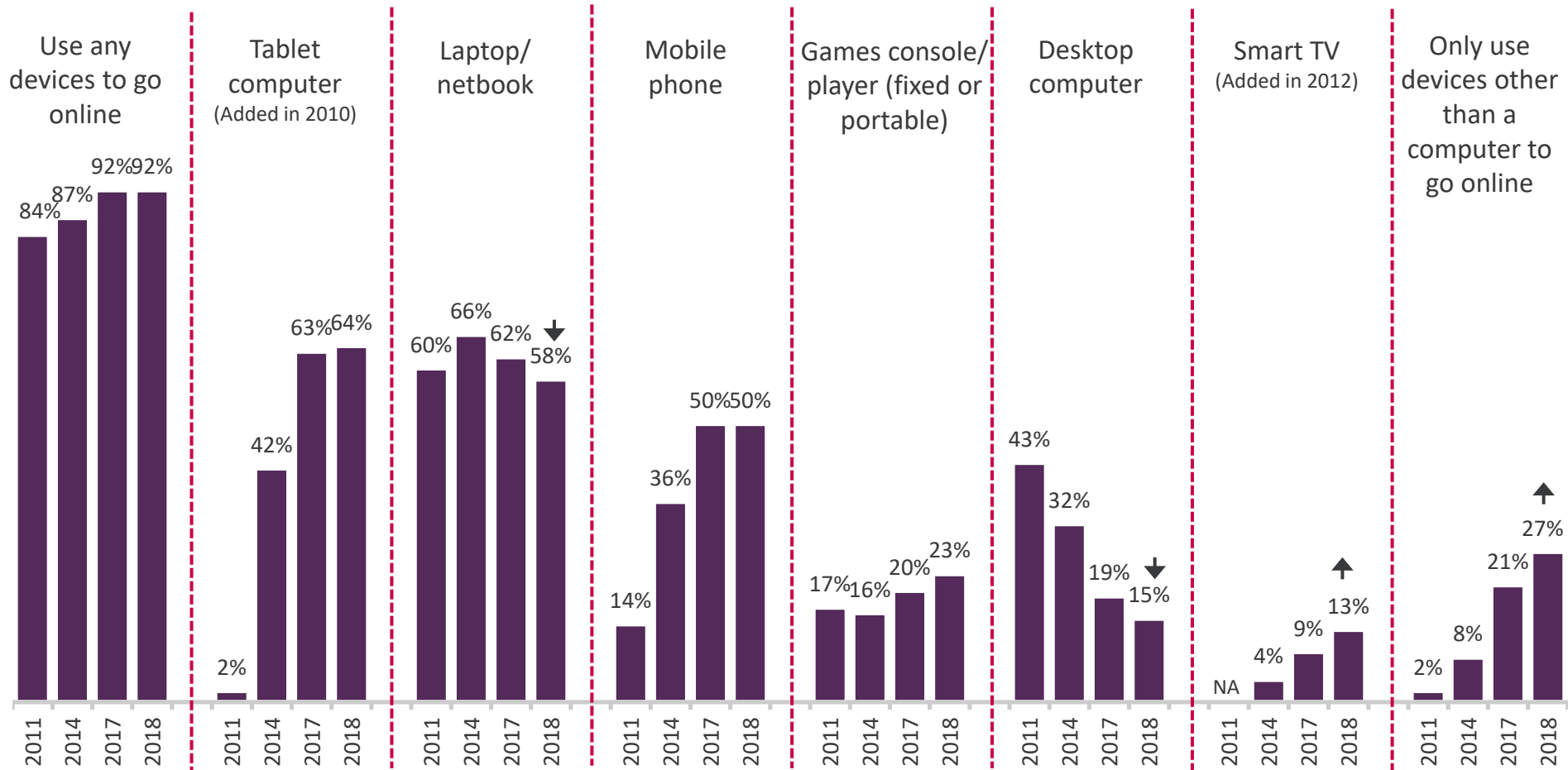


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi coded). Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 17: Devices ever used by children aged 5-15 to go online at home (2011) or elsewhere (2014, 2017, 2018)

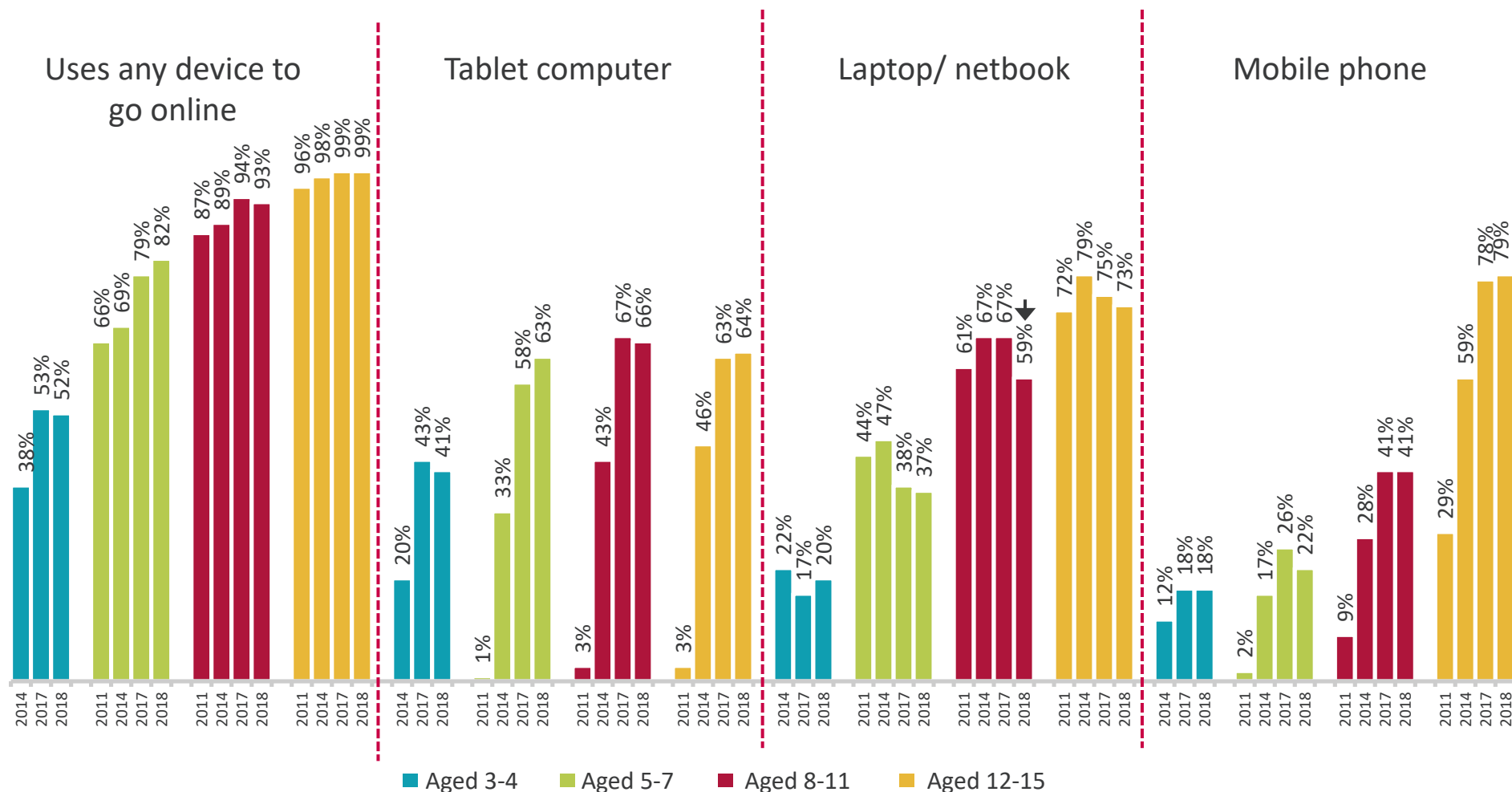


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP23/ QC10 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, multi coded) Responses from parents for 5-7 year olds and from children aged 8-15. In 2013 parents/ children were asked about going online at home whereas since 2014 they were asked about going online at home or elsewhere.

Base: Parents of children aged 5-15 (1430). Significance testing shows any change between 2017 and 2018.

Figure 18a: Devices ever used by children to go online at home (2011) or elsewhere (2014, 2017, 2018), by age

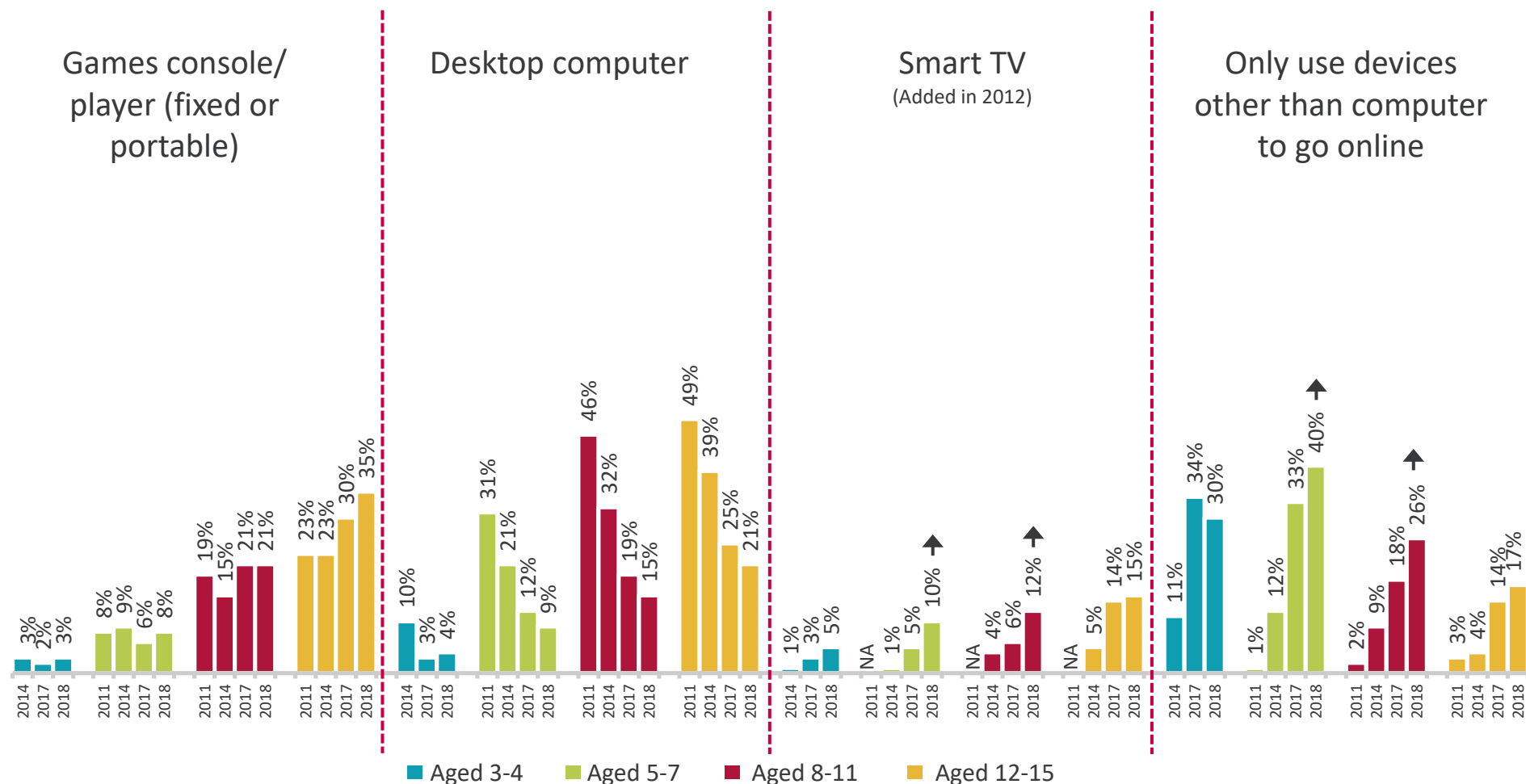


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 18b: Devices ever used by children to go online at home (2011) or elsewhere (2014, 2017, 2018), by age

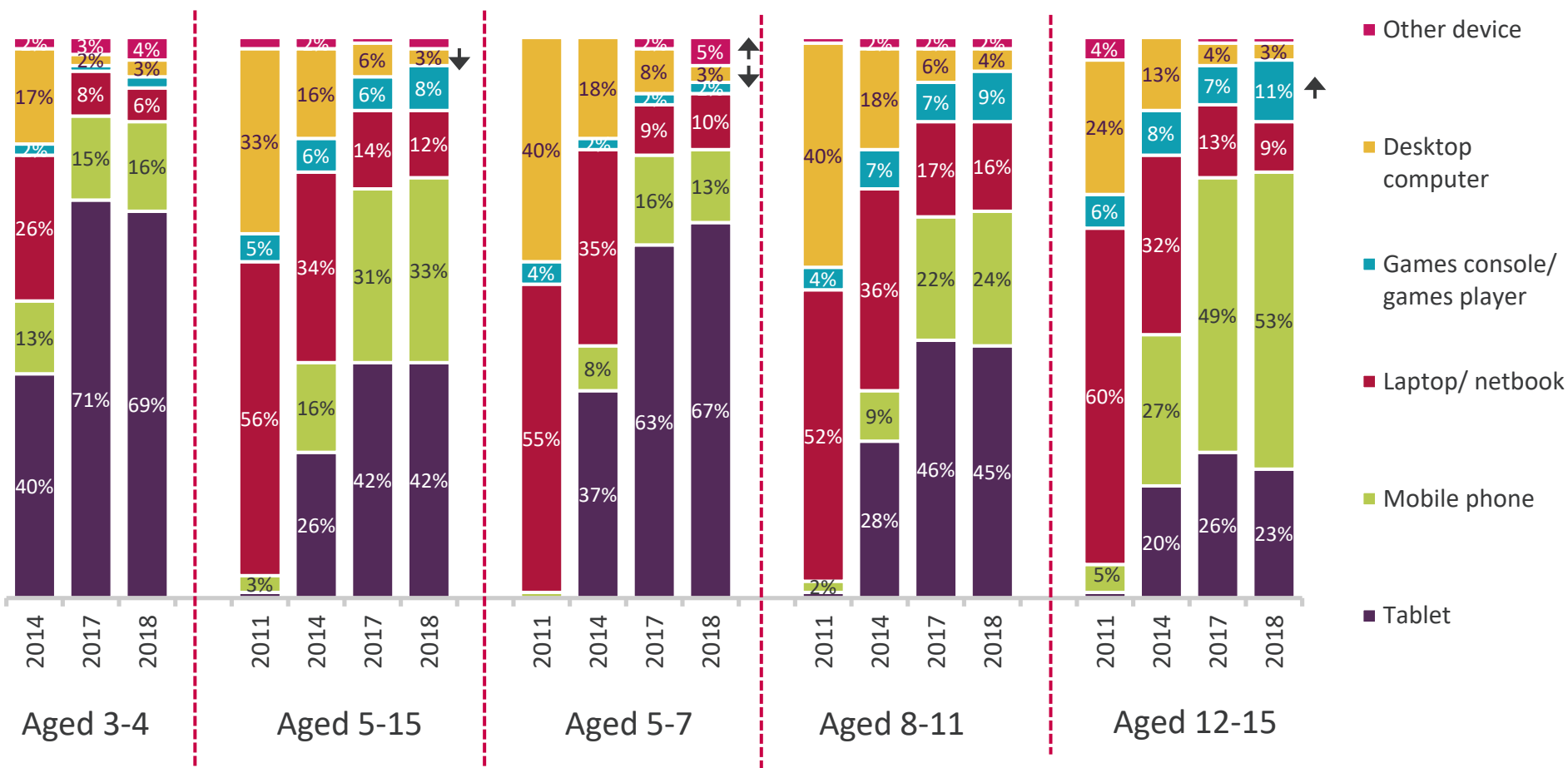


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 19: Device ‘mostly’ used by children to go online at home (2011) or elsewhere (2014, 2017, 2018), by age



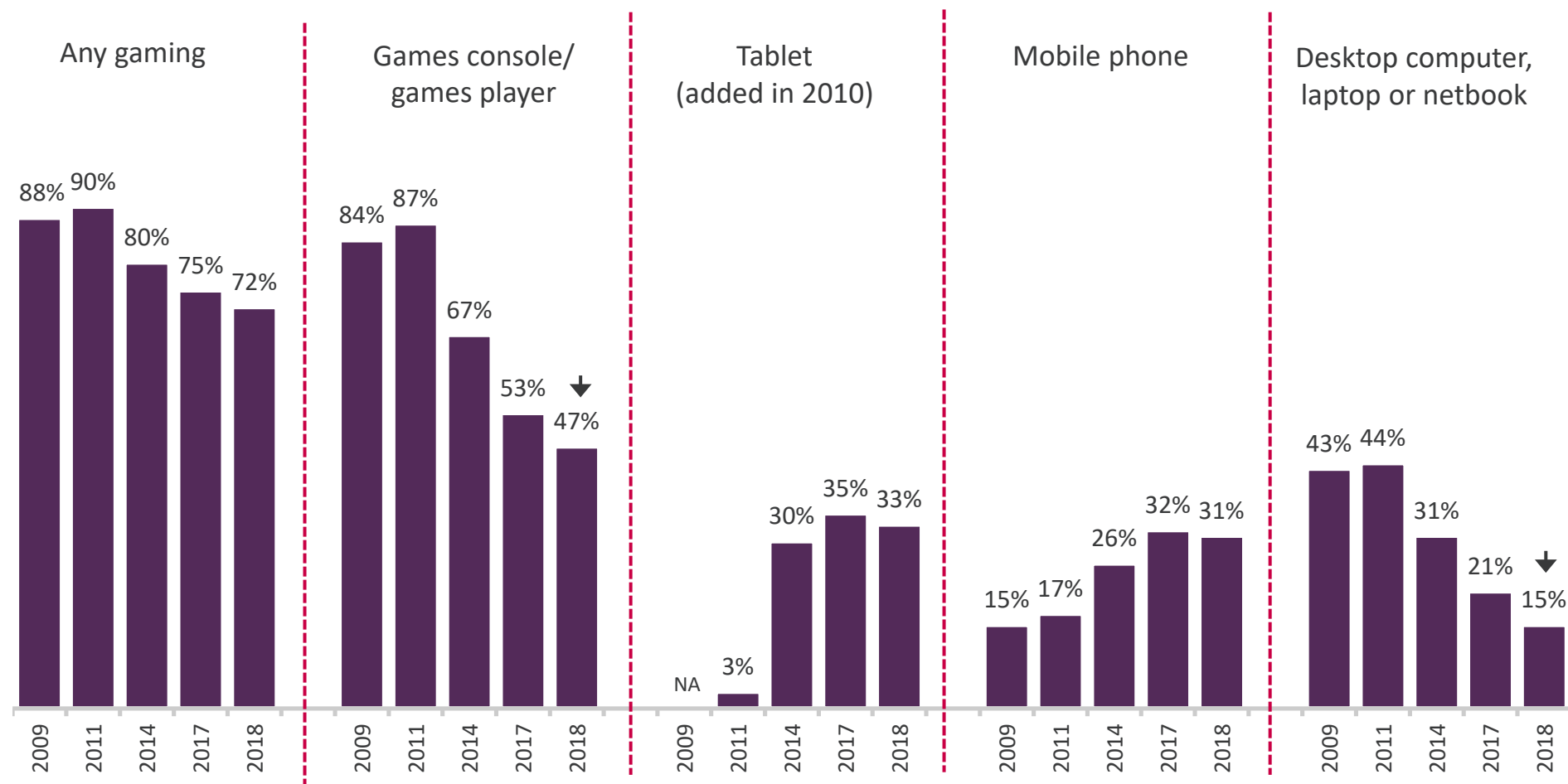
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP24/ QC11. And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded).

Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.

Base: Parents whose child ever goes online aged 3-4 (328) or 5-15 (1298 aged 5-15, 362 aged 5-7, 456 aged 8-11, 480 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 20: Devices used for gaming by children aged 5-15 at home (2009, 2011) or elsewhere (2014, 2017, 2018)

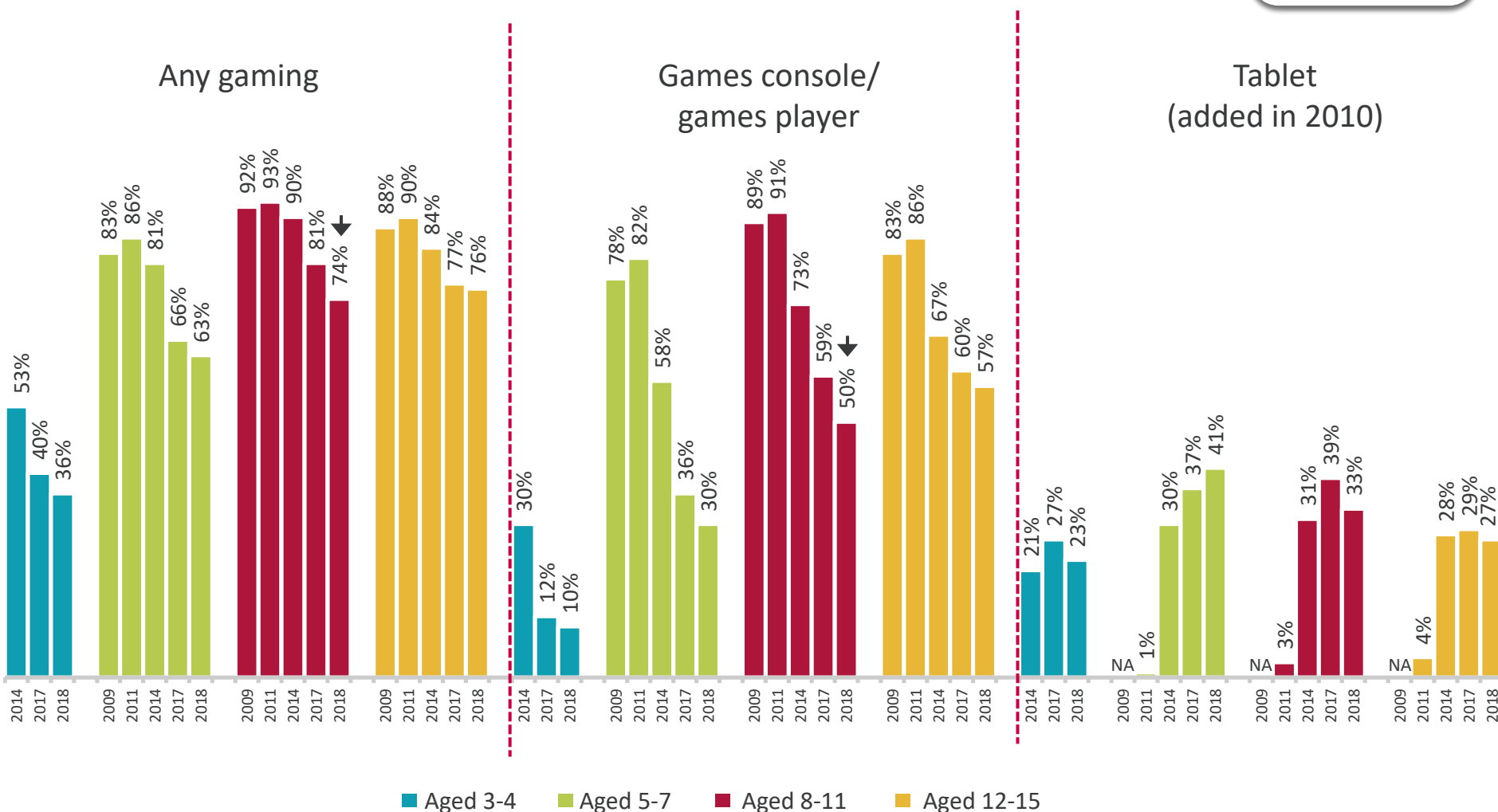


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Base: Parents of children aged 5-15 (1430). Significance testing shows any change between 2017 and 2018.

Figure 21a: Devices used for gaming at home (2009, 2011) or elsewhere (2014, 2017, 2018), by age

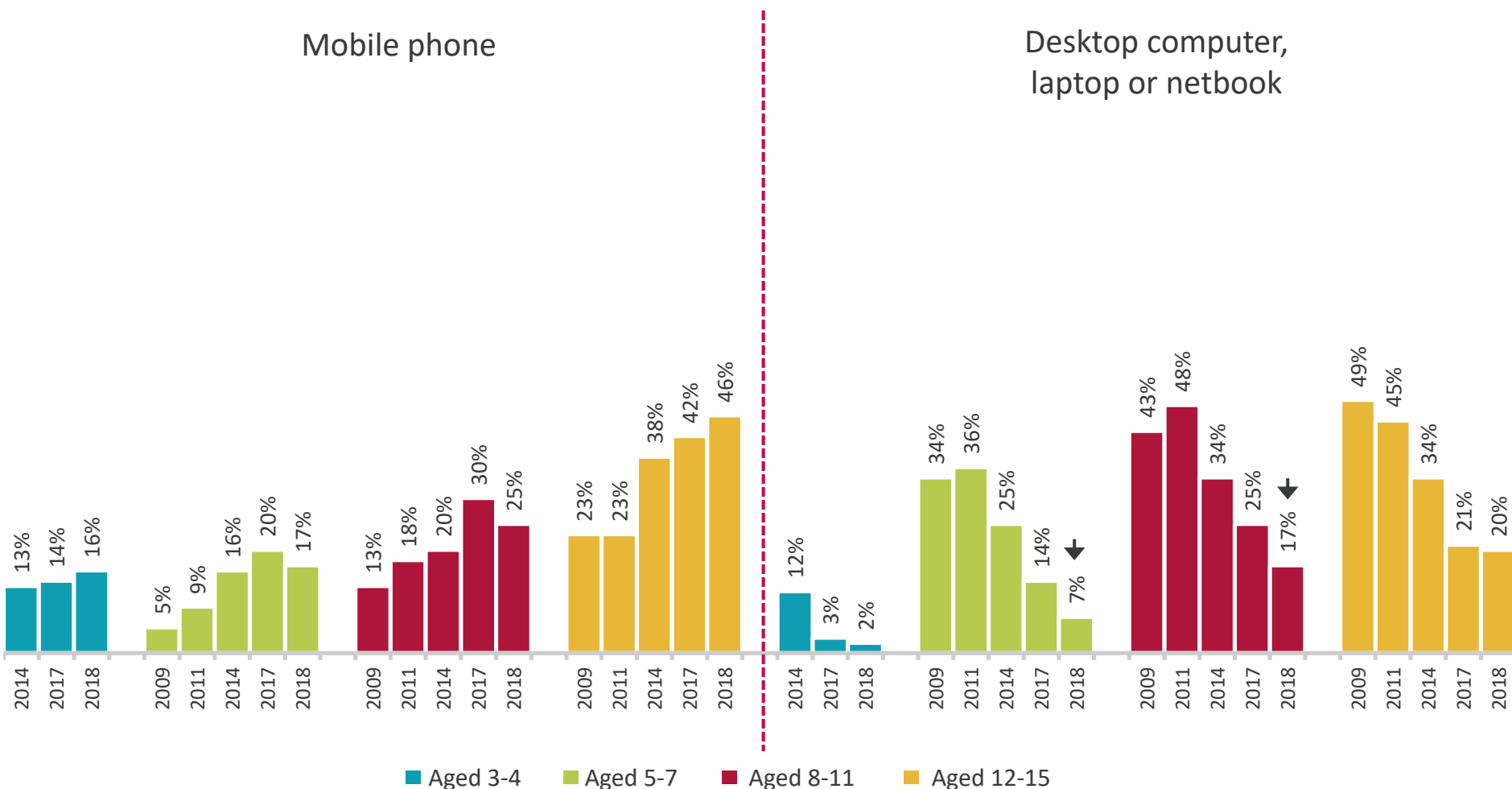


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP65/ QC40– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi coded). Responses from parents for 3-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . In 2011-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 21b: Devices used for gaming at home (2009, 2011) or elsewhere (2014, 2017, 2018), by age



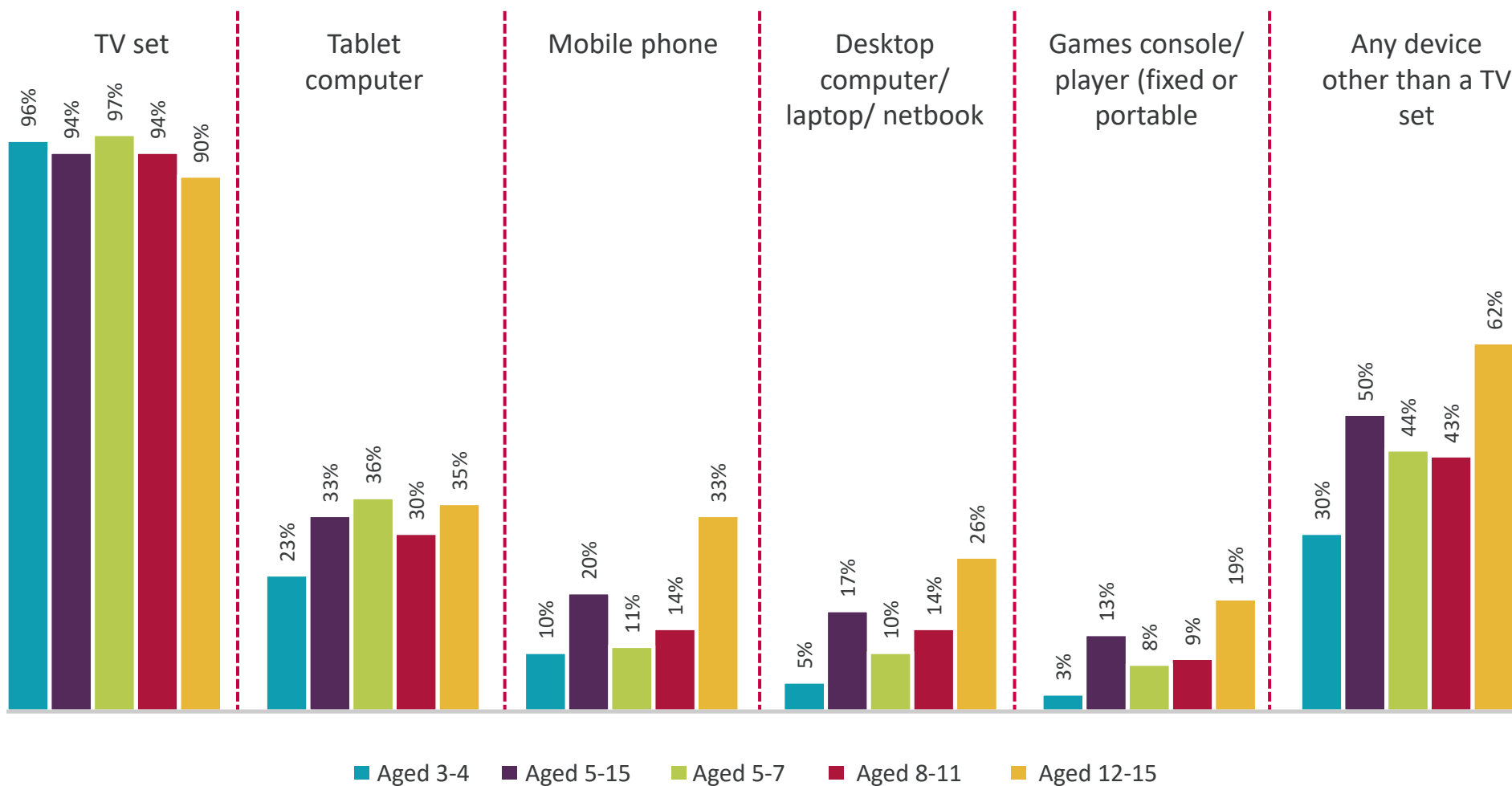
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP65/ QC40 – Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi coded) Responses from parents for 3-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . In 2011-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

A4. Children's content consumption

Figure 22: Devices ever used by children to watch television programmes or films at home or elsewhere, by age: 2018



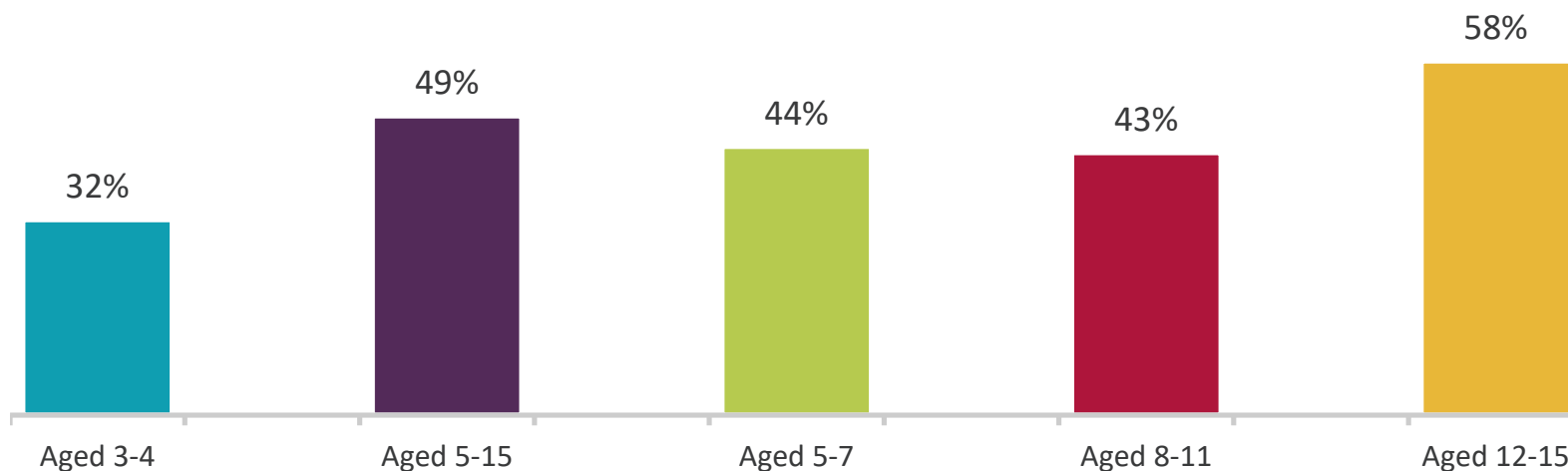
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi coded).

Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (630) or 5-15 (448 aged 5-7, 497 aged 8-11, 485 aged 12-15).

Figure 23: Incidence of watching content on OTT services: 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP6/ QC2A. Does your child ever watch TV programmes or films via any on-demand and streaming TV and video services that you pay to receive such as Netflix, Now TV or Amazon Prime Video? (prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (630) or 5-15 (1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15).

Figure 24: Top ten favourite type of content watched on OTT services by age: 2018

Aged 3-4	%	Aged 5-15	%	Aged 5-7	%	Aged 8-11	%	Aged 12-15	%
Peppa Pig	14%	Films (unspecified)	5%	Paw Patrol	6%	Films (unspecified)	4%	Films (unspecified)	7%
Paw Patrol	11%	Netflix (unspecified)	3%	Pokemon	4%	Netflix (unspecified)	4%	The Vampire Diaries	4%
Ben and Hollys' Little Kingdom	3%	Disney (unspecified)	2%	Films (unspecified)	4%	Disney (unspecified)	3%	Brooklyn Nine-Nine	4%
Disney (unspecified)	3%	The Vampire Diaries	2%	Cartoons (unspecified)	4%	Cooking programmes	2%	Pretty Little Liars	4%
Blaze and the Monster Machines	3%	Paw Patrol	2%	Disney (unspecified)	3%	The Simpsons	2%	Netflix (unspecified)	3%
PJ Masks	3%	Pretty Little Liars	2%	SpongeBob SquarePants	3%	YouTube	2%	Riverdale	3%
Horrid Henry	3%	The Simpsons	2%	Horrid Henry	3%	Marvel (unspecified)	2%	Love Island	3%
Boss Baby	2%	Brooklyn Nine-Nine	2%	Netflix (unspecified)	3%	The Next Step	2%	Comedy (unspecified)	2%
CBeebies	2%	Love Island	1%	Power Rangers	3%	Paw Patrol	1%	Friends	2%
My Little Pony	2%	YouTube	1%	Peppa Pig	3%	iCarly	1%	Game of Thrones	2%
None in particular/ DK	4%	None in particular/ DK	10%	None in particular/ DK	8%	None in particular/ DK	10%	None in particular/ DK	11%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP7/ QC2B – Thinking now about the types of things your child watches on Netflix, Now TV or Amazon Prime Video what is the TV programme, box set or film that is currently their favourite thing to watch? (unprompted responses, single coded) Responses from parents of 3-11s year olds and from children aged 12-15.

Base: Children who watch content on OTT services aged 3-4 (203) or 5-15 (685 aged 5-15, 198 aged 5-7, 211 aged 8-11, 276 aged 12-15).

Figure 25: Perception of whom their favourite OTT content is aimed at among those aged 12-15 who use OTT services

■ Aimed at people younger than me ■ Aimed at people my age ■ Aimed at people older than me ■ Aimed at everyone ■ Don't know

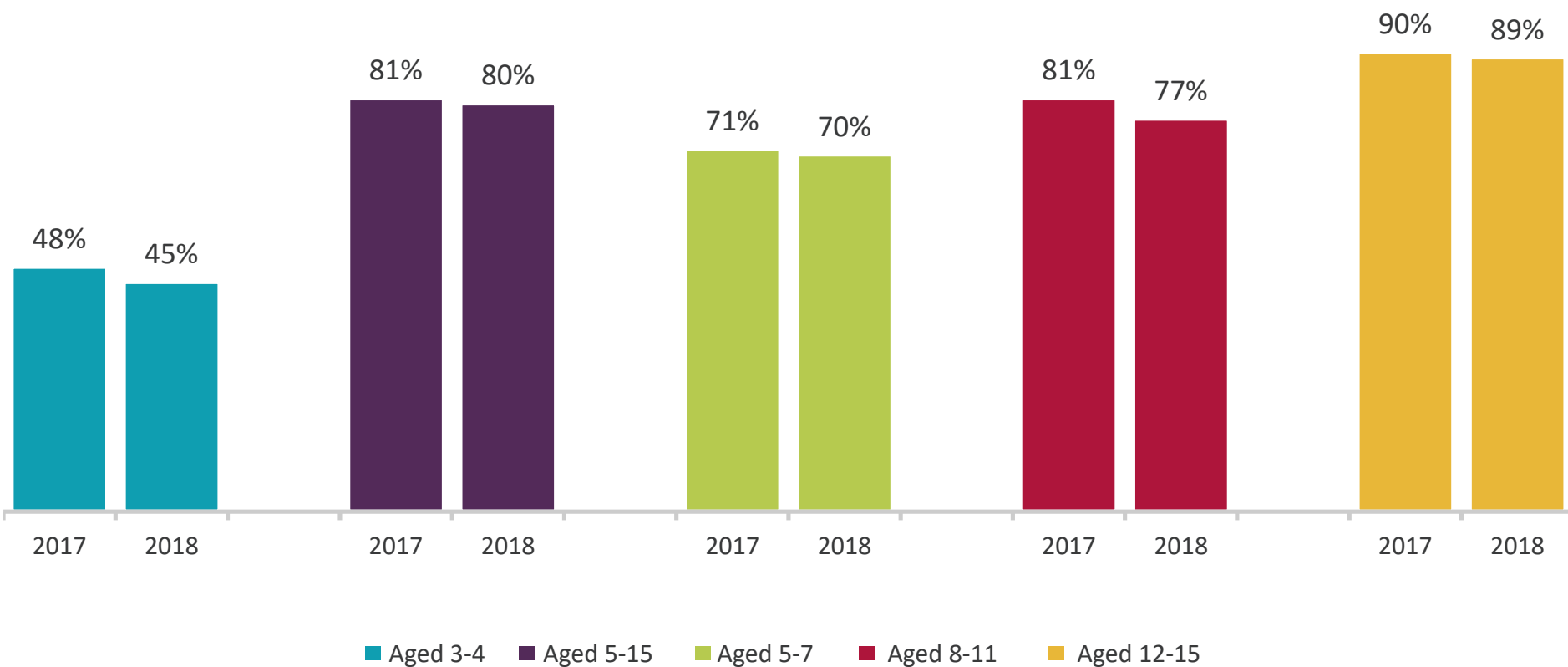


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC2C – Which one of these statements best describes the type of people that [FAVOURITE SHOW] is aimed at? (prompted responses, single coded)

Base: Children aged 12-15 who use OTT services and nominate a favourite programme, film or box set (245 aged 12-15).

Figure 26: Incidence of using the YouTube website or app: 2017, 2018

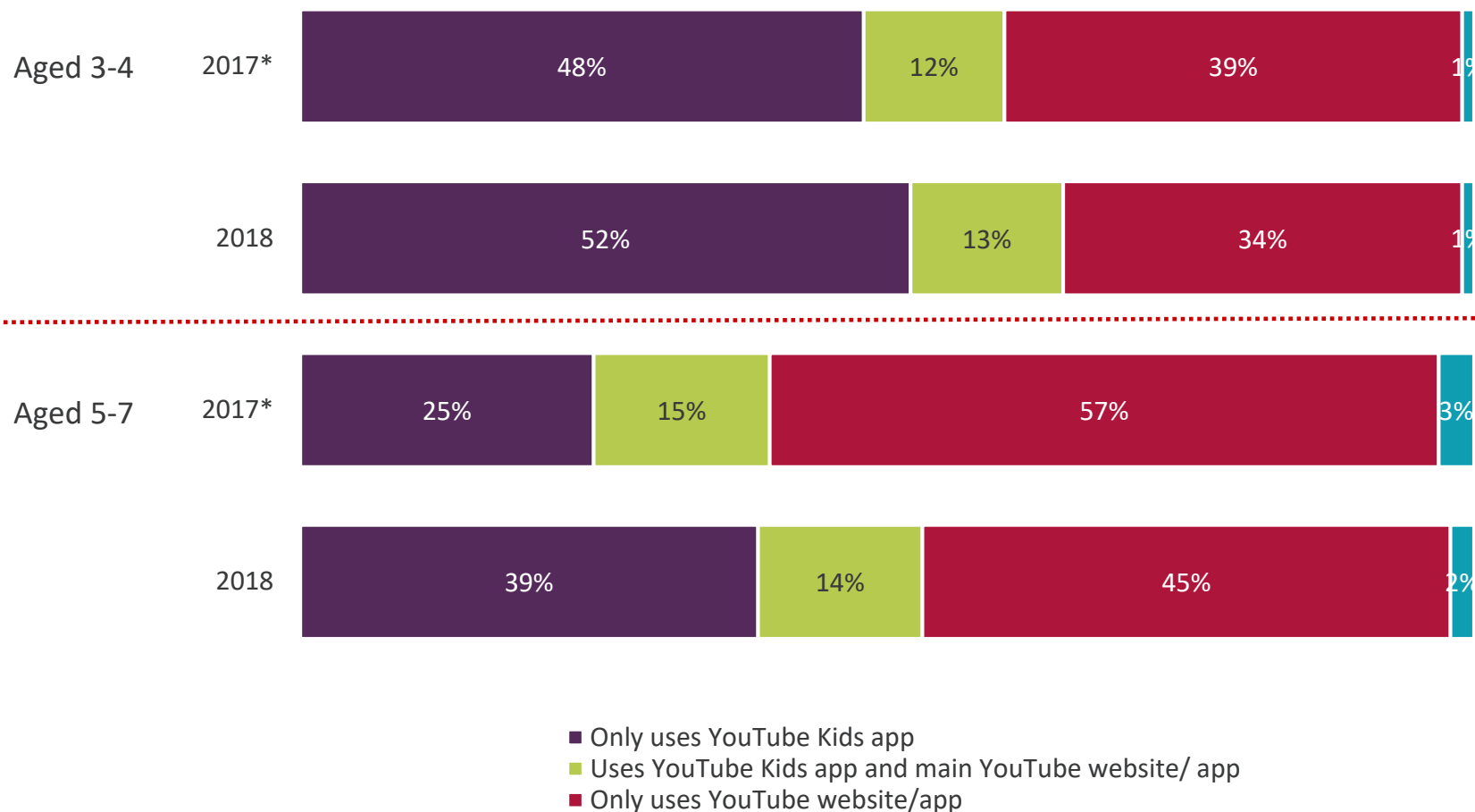


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP22A/ QC6. Does your child ever use the YouTube website or app? (prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (630) or 5-15 (1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15).

Figure 27: Use of YouTube children app and main YouTube website/ app: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP22B - Do they use the main YouTube website or app, or the app that is aimed specifically at children called YouTube children, or do they use both? (unprompted responses, multi coded). * NB in 2017 the question referred to 'Do they use the main YouTube website or app, or the app that is aimed specifically at under 5s called YouTube children, or do they use both?' which may have influenced the responses given by parents, particularly those aged 5-7

Base: Parents of children aged 3-7 whose child uses the YouTube website or app (282 aged 3-4, 309 aged 5-7).

Figure 28: Types of content watched on the YouTube website or app, by age: 2018

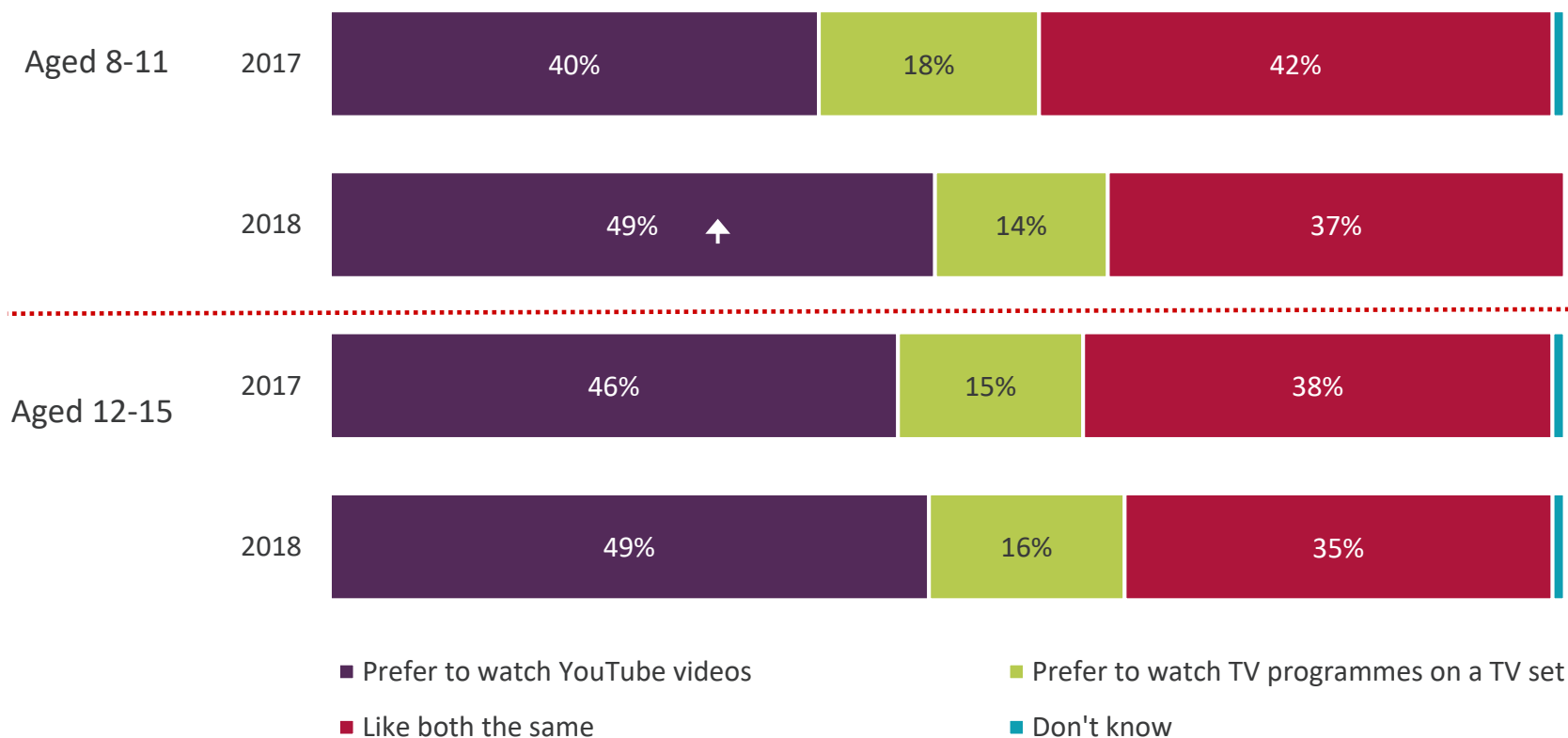
All who use the YouTube website or app	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	282	1119	309	378	432
Funny videos/ jokes/ pranks/ challenges	40%	71%	61%	75%	74%
Music videos	25% ↓	61%	43%	58%	74%
Cartoons/ animations/ mini-movies or songs	80%	46%	65%	48%	34%
'How to' videos or tutorials about hobbies/ sports/ things they are interested in	17%	45% ↑	34%	46%	50% ↑
Vloggers or YouTube personalities	15% ↑	41% ↑	25% ↑	40%	52% ↑
Game tutorials/ walk-throughs/ watching other people play games	22% ↑	41%	33%	40%	47% ↑
Film trailers, clips of programmes, 'best-bits' or programme highlights	6%	32%	11%	32%	43%
Sports/ football clips or videos	6%	27%	14%	30%	33%
Whole programmes or films	17%	26% ↑	17%	26%	31%
'Unboxing' videos - e.g. where toys are unwrapped or assembled	27%	25% ↑	32% ↑	25%	21%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Significance testing shows any change between 2017 and 2018.

Figure 29: Preference for watching TV programmes on a TV set and YouTube videos, among 8-11s and 12-15s: 2017, 2018

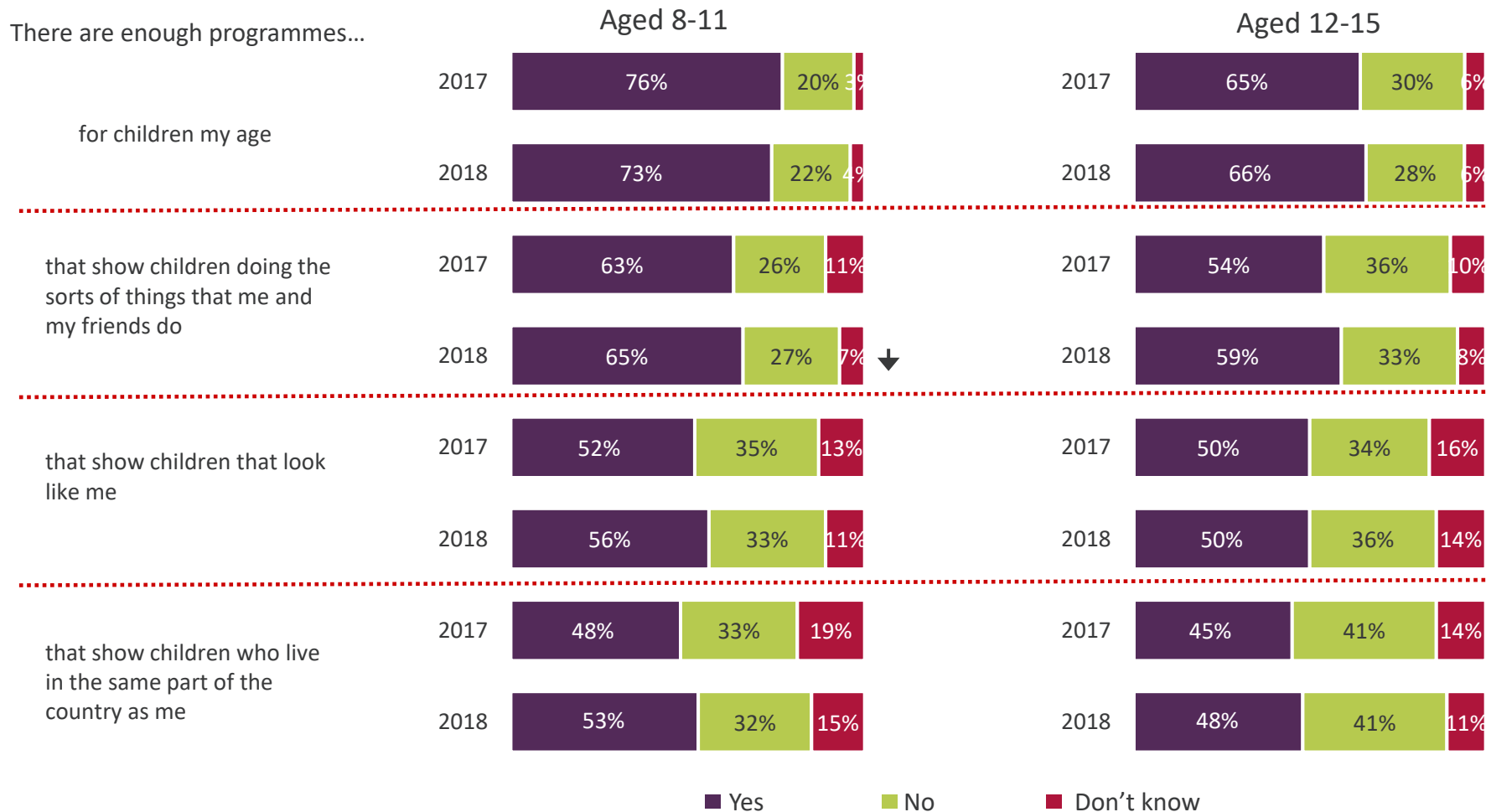


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC7C – Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (unprompted responses, single coded)

Base: Children aged 8-15 who use the YouTube website or app and watch TV on a TV set (357 aged 8-11 and 388 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 30: Attitudes towards TV programmes among 8-15s: 2017, 2018



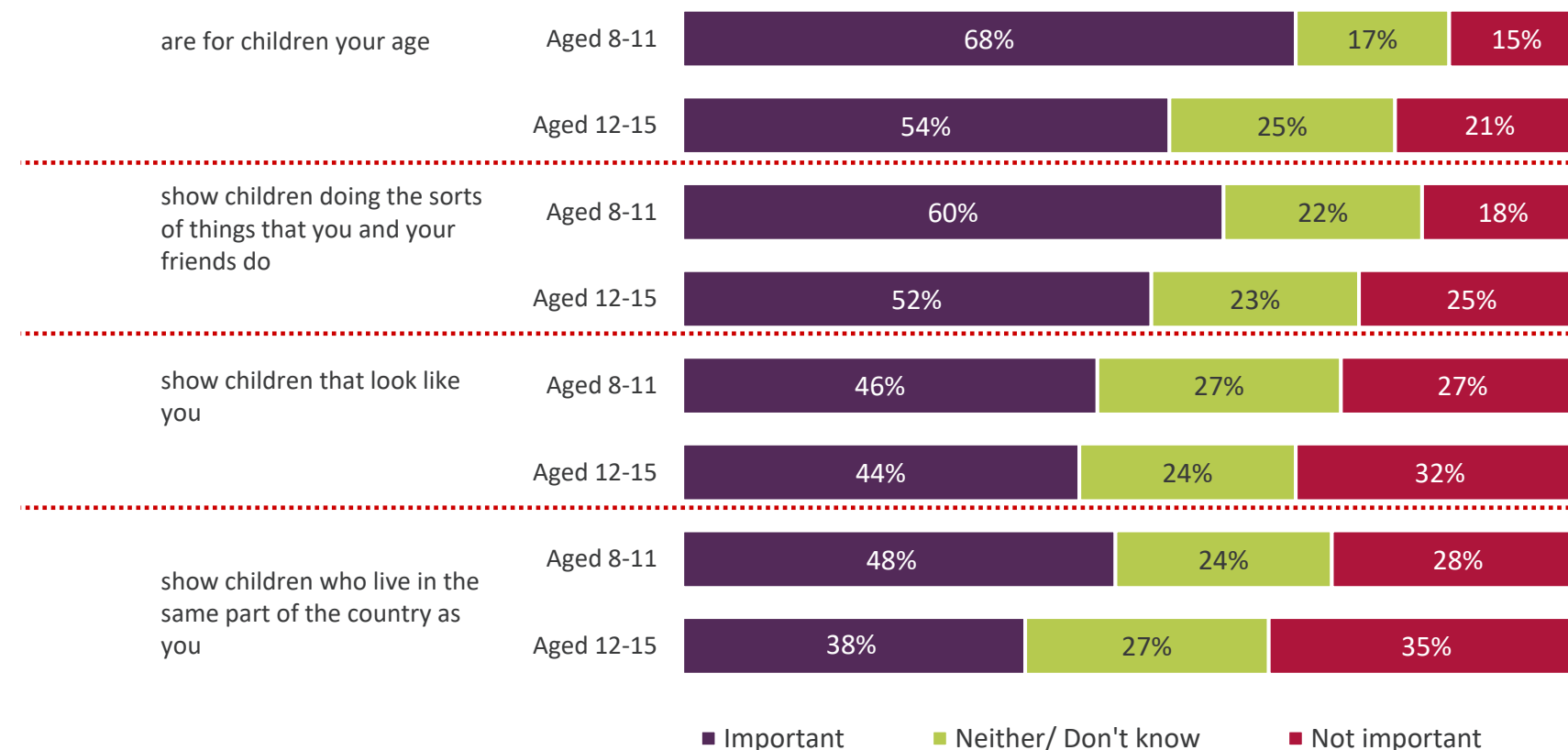
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC4A1/B1/C1/D1 –I'm going to read out some things about the TV programmes that you watch. Which answer would you choose for each of the following (prompted responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (490 aged 8-11, 479 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 31: Importance of viewing various types of content, among 8-15s: 2018

Importance of watching things that...

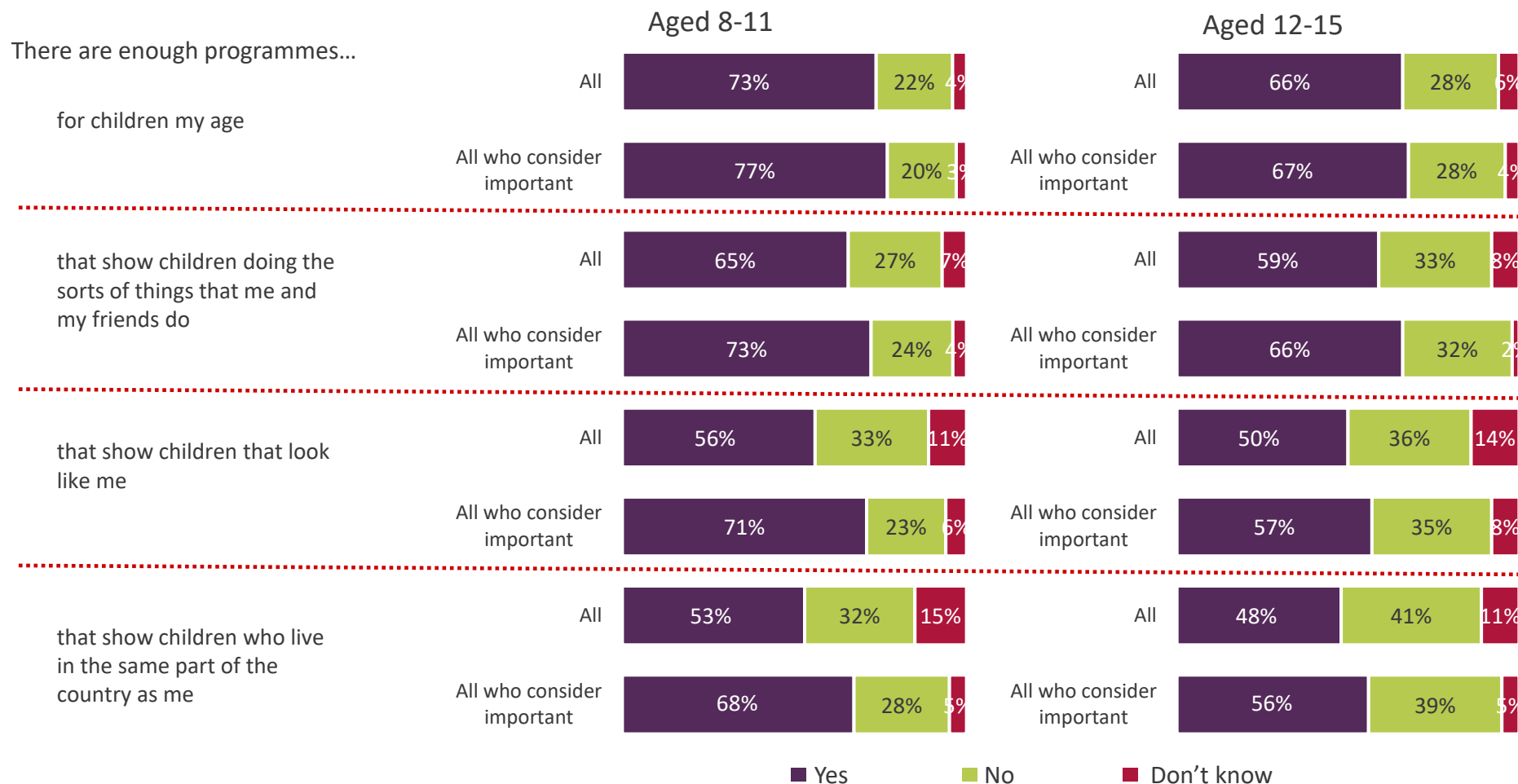


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC4A2/B2/C2/D2 –I'm going to read out some more things about the TV programmes that you watch. Which answer would you choose for each of the following (prompted responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (490 aged 8-11, 479 aged 12-15).

Figure 32: Attitudes towards TV programmes among 8-15s overall compared to those who consider it important to view each type of content: 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

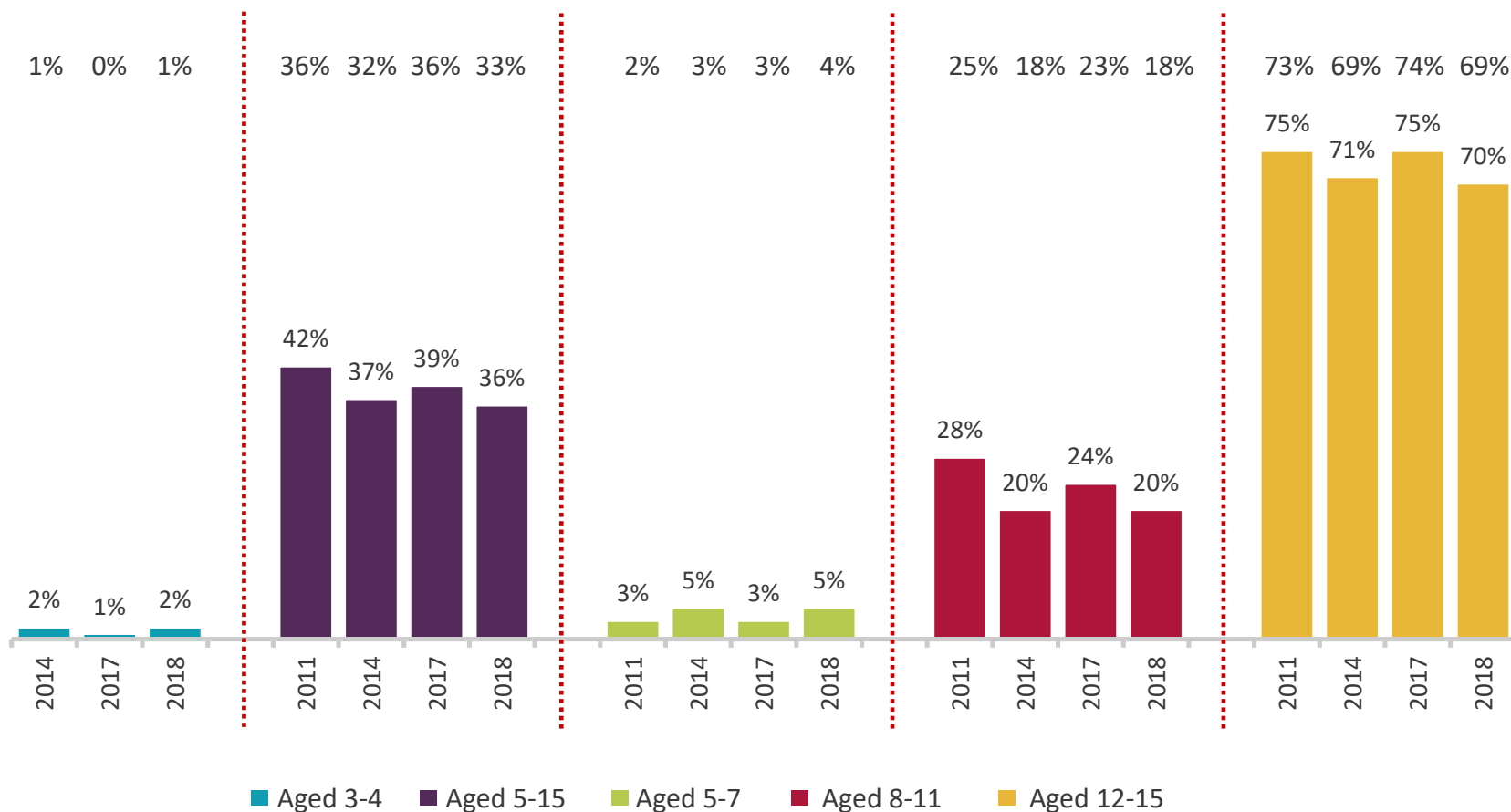
QC4A1/B1/C1/D1 –I'm going to read out some things about the TV programmes that you watch. Which answer would you choose for each of the following (prompted responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere and among those who consider each type of content important (variable base).

A5. Social media, live streaming and gaming

Figure 33: Children who go online with a profile on a social media/messaging site or app, by age: 2011, 2014, 2017, 2018

As a percentage
of all children



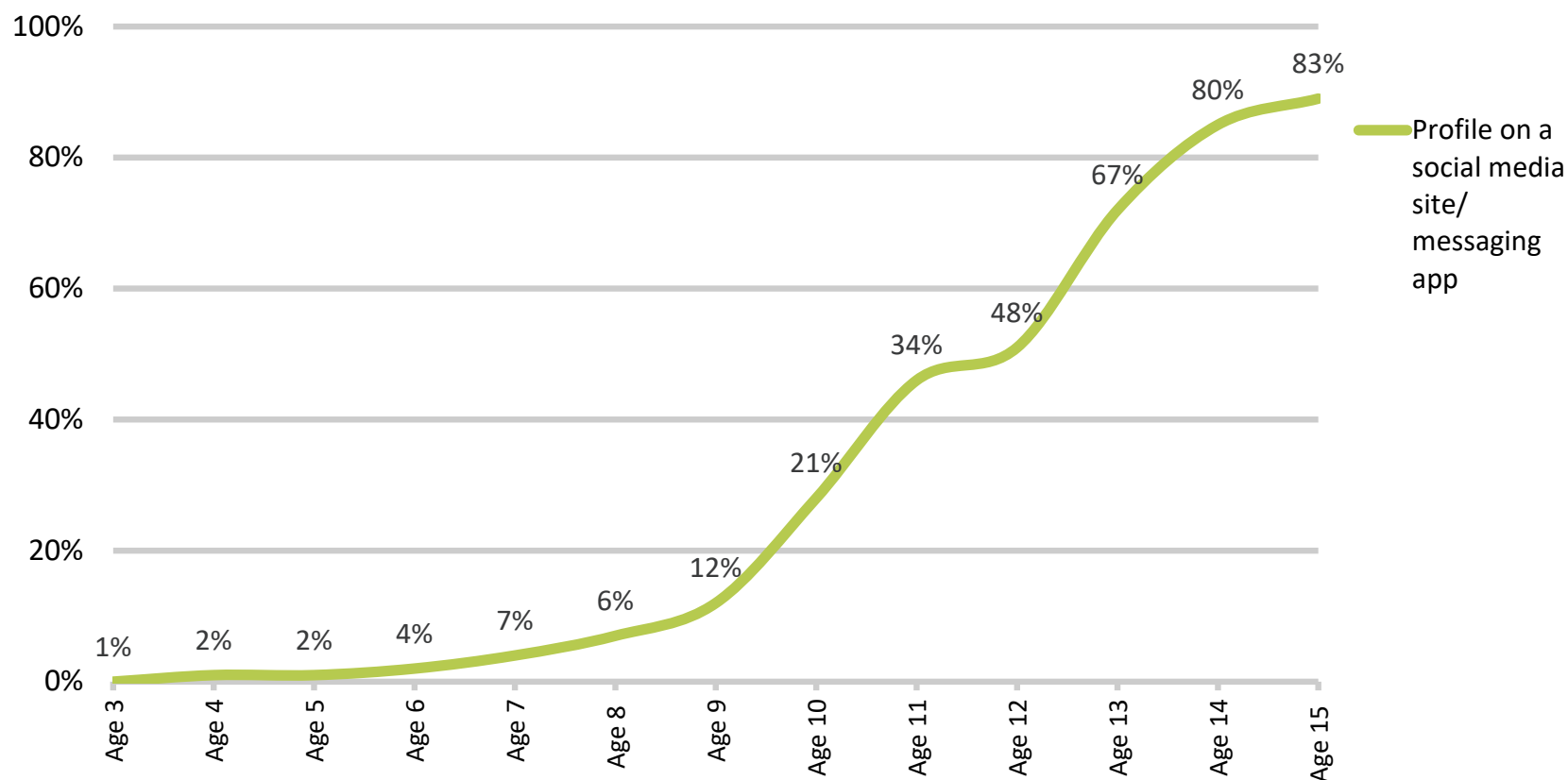
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media or messaging sites or apps* - so websites or apps like Facebook, Twitter, Instagram, Snapchat, What's App and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps?(prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.

* Before 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps.

Base: Parents whose child ever goes online aged 3-4 (328) or 5-15 (1298 aged 5-15, 362 aged 5-7, 456 aged 8-11, 480 aged 12-15).

Figure 34: Incidence of having a profile on a social media site or messaging app, by age of child: 2018

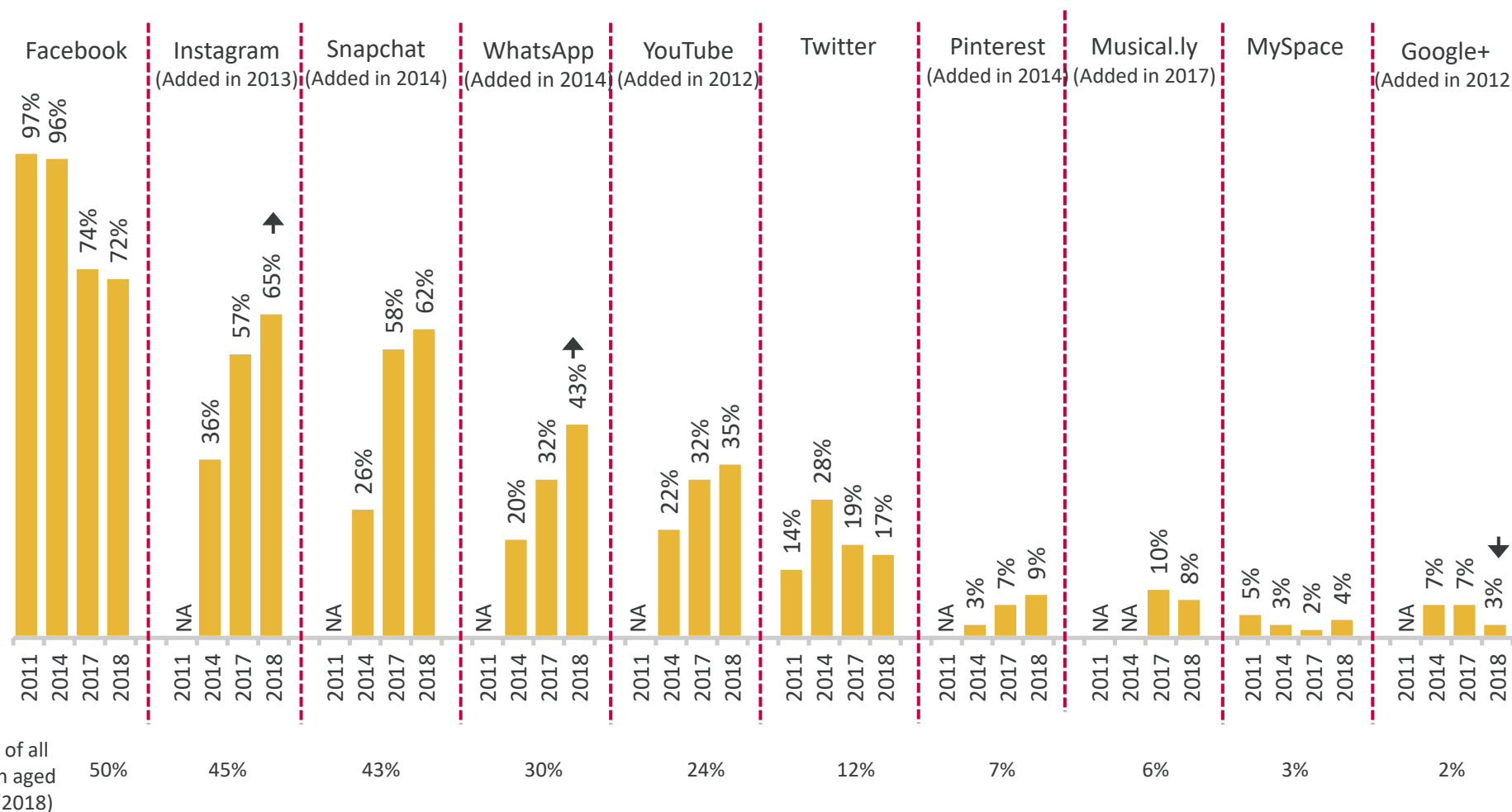


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media or messaging sites or apps* - so websites or apps like Facebook, Twitter, Instagram, Snapchat, What's App and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps?(prompted responses, single coded). Responses from parents for 5-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 or 5-15 (325 aged 3, 305 aged 4, 180 aged 5, 147 aged 6, 121 aged 7, 181 aged 8, 107 aged 9, 117 aged 10, 92 aged 11, 171 aged 12, 112 aged 13, 96 aged 14, 106 aged 15).

Figure 35: Social media sites or apps used by children aged 12-15:
2011, 2014, 2017, 2018



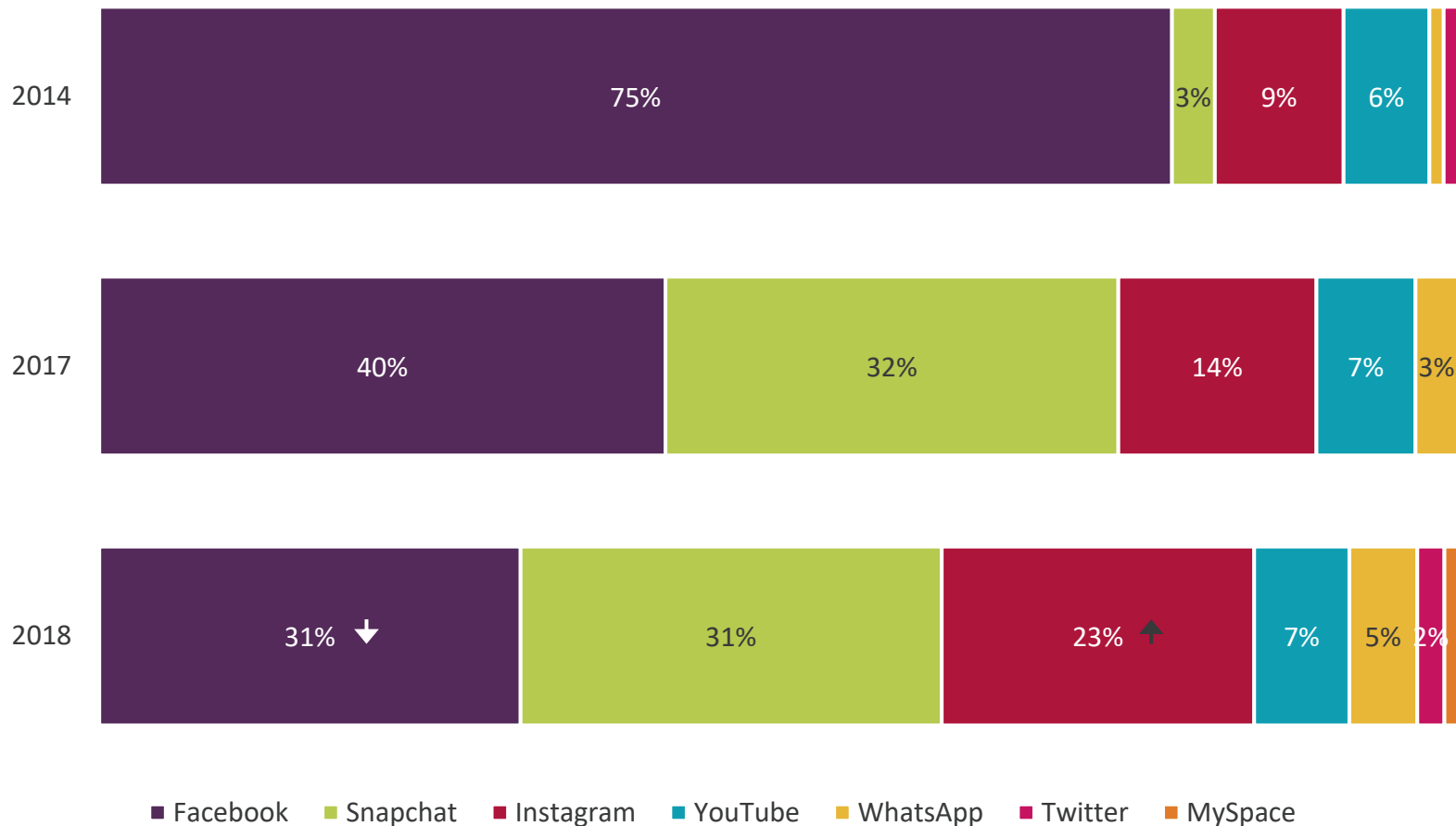
As a % of all
children aged
12-15 (2018)

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP44/ QC20 – Which social media sites or messaging sites or apps* do you use? (unprompted responses, multi coded) - showing responses of more than 2% of children aged 12-15 using any social media or messaging sites or apps. * Before 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps.

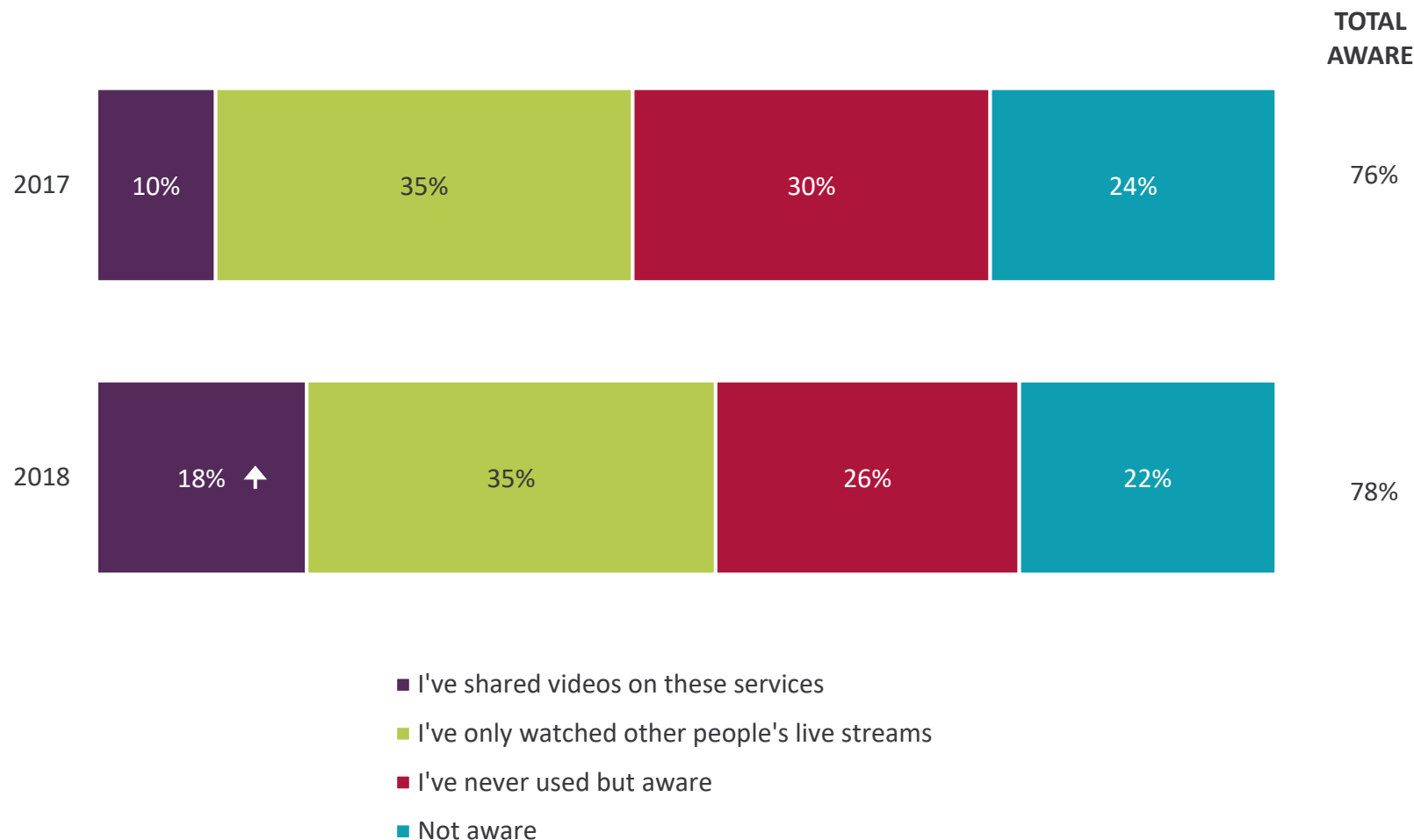
Base: Children aged 12-15 who have a social media or messaging site app profile (322). Significance testing shows any change between 2017 and 2018.

Figure 36: Main social media sites or apps used by children aged 12-15: 2014, 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QP45/ QC21 – And which is your main social media or messaging site or app, so the one you use most often? (unprompted responses, multi coded). Responses from children aged 12-15. * Before 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps. Base: Children aged 12-15 who have a social media or messaging site app profile (322). Significance testing shows any change between 2017 and 2018.

Figure 37: Awareness and use of live streaming services among 12-15s who go online: 2017, 2018

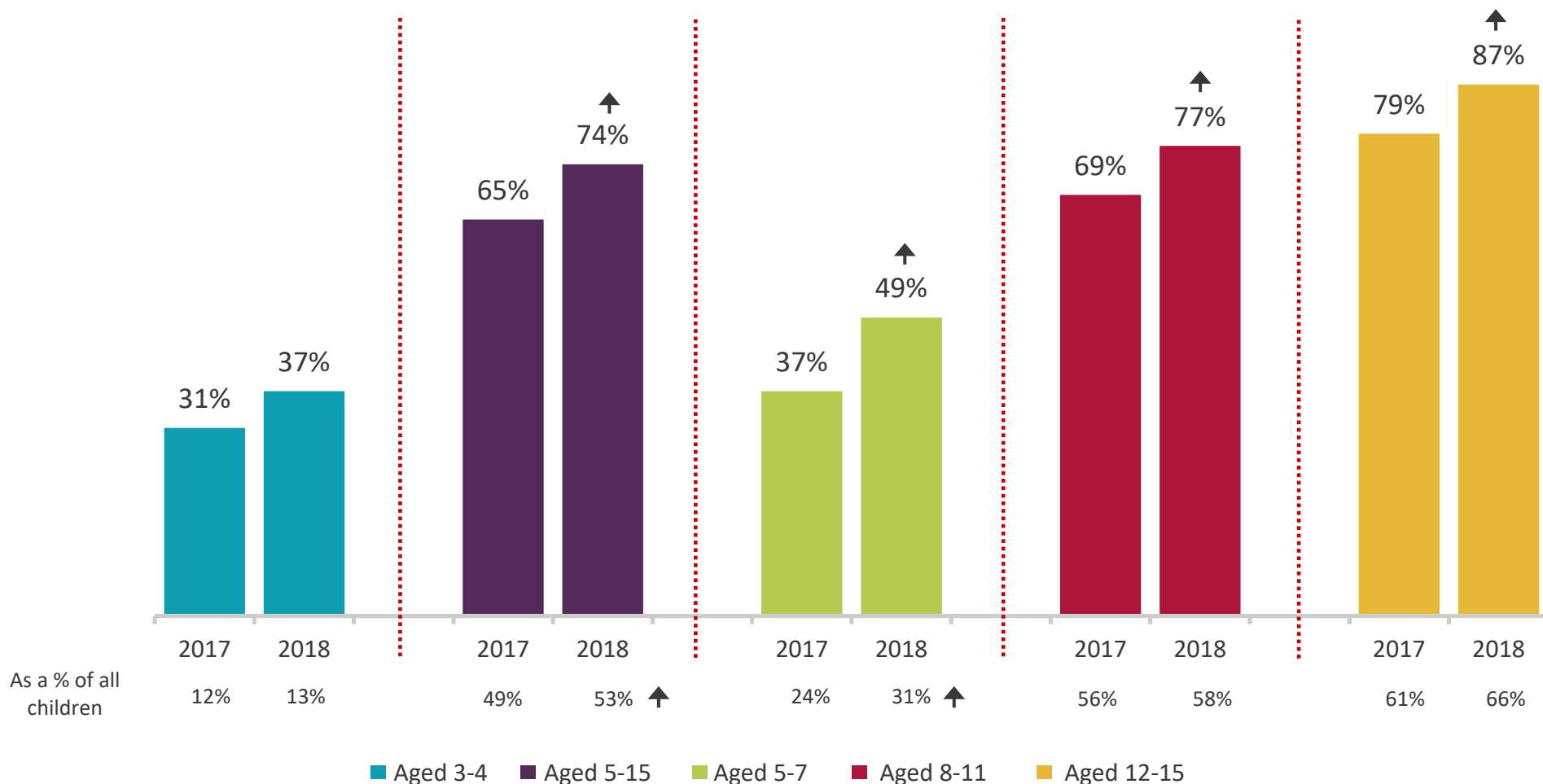


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC24A - I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or 'Live' on Instagram Stories. Before today, had you heard about live streaming? (unprompted responses, single coded). / QC42B - Which one of these best describes your experience of live streaming services? (prompted responses, single coded).

Base: Children aged 12-15 who go online (480). Significance testing shows any change between 2017 and 2018.

Figure 38: Incidence of online gaming, by age: 2017, 2018



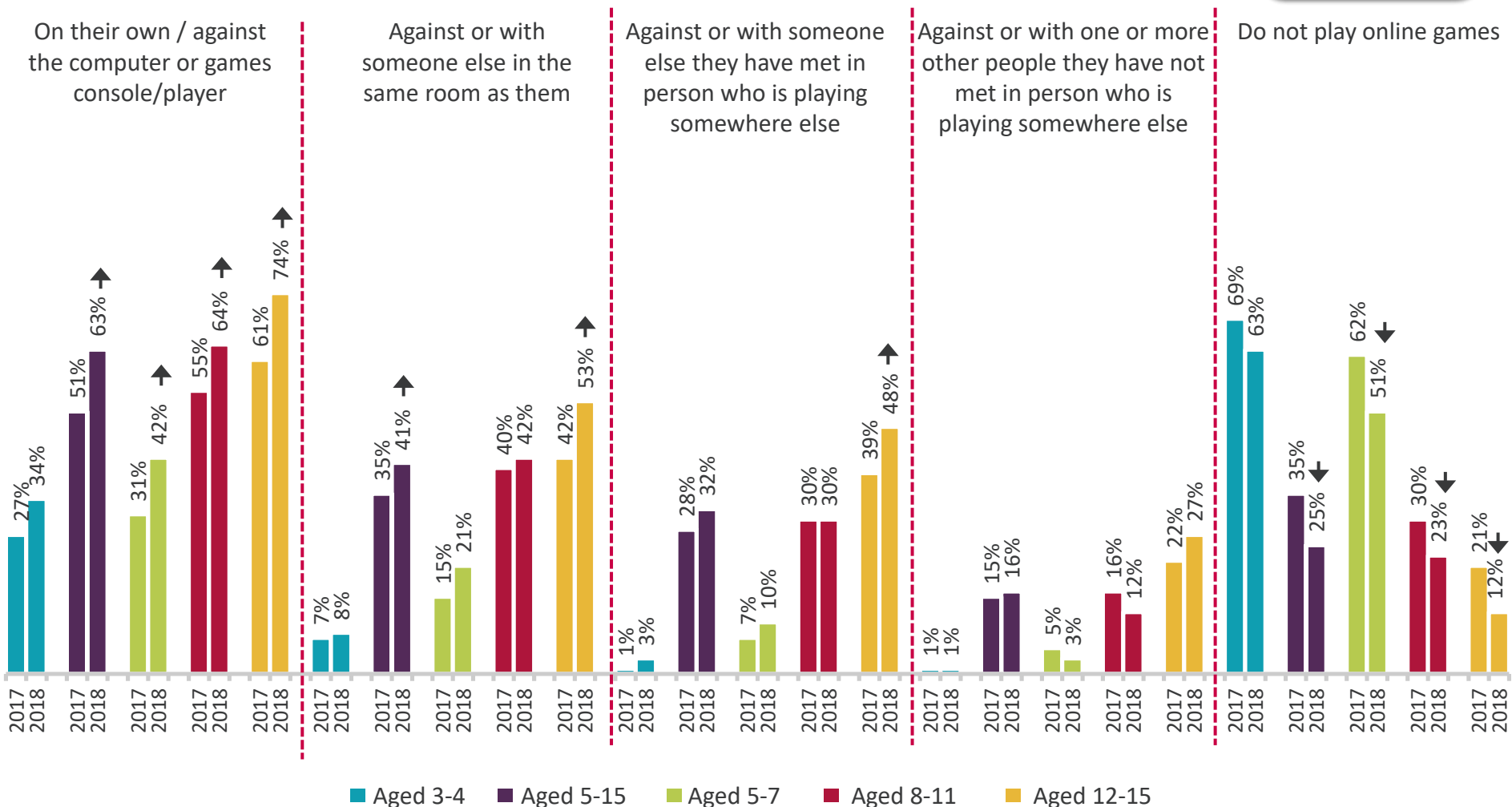
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP70/ QC42 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how you are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15

Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (228 aged 3-4, 1015 aged 5-15, 277 aged 5-7, 369 aged 8-11, 369 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 39: Types of online gaming undertaken by children at home or elsewhere, by age: 2017, 2018



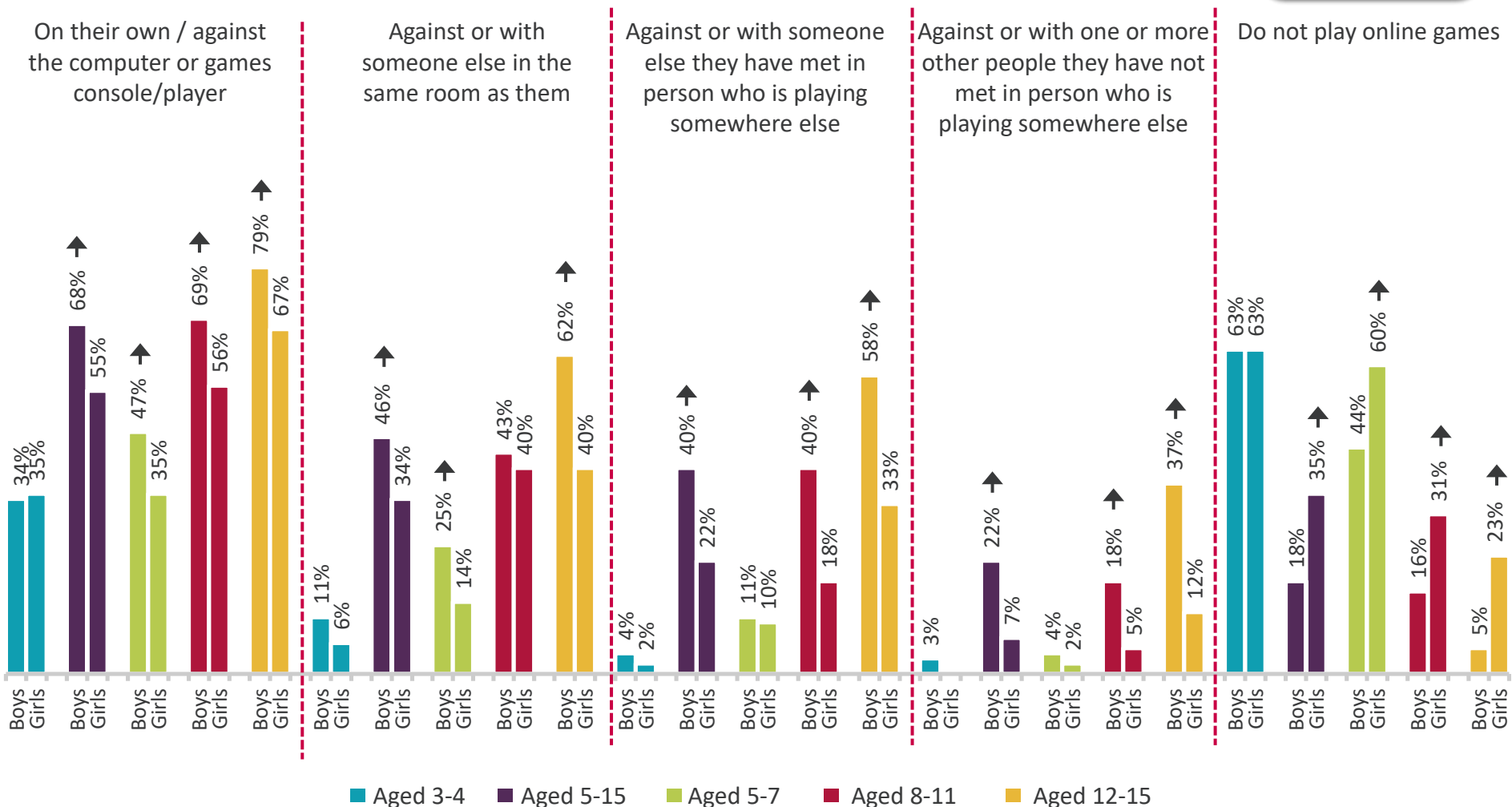
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP70/ QC42 . Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15.

Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (228 aged 3-4, 1015 aged 5-15, 277 aged 5-7, 369 aged 8-11, 369 aged 12-15).

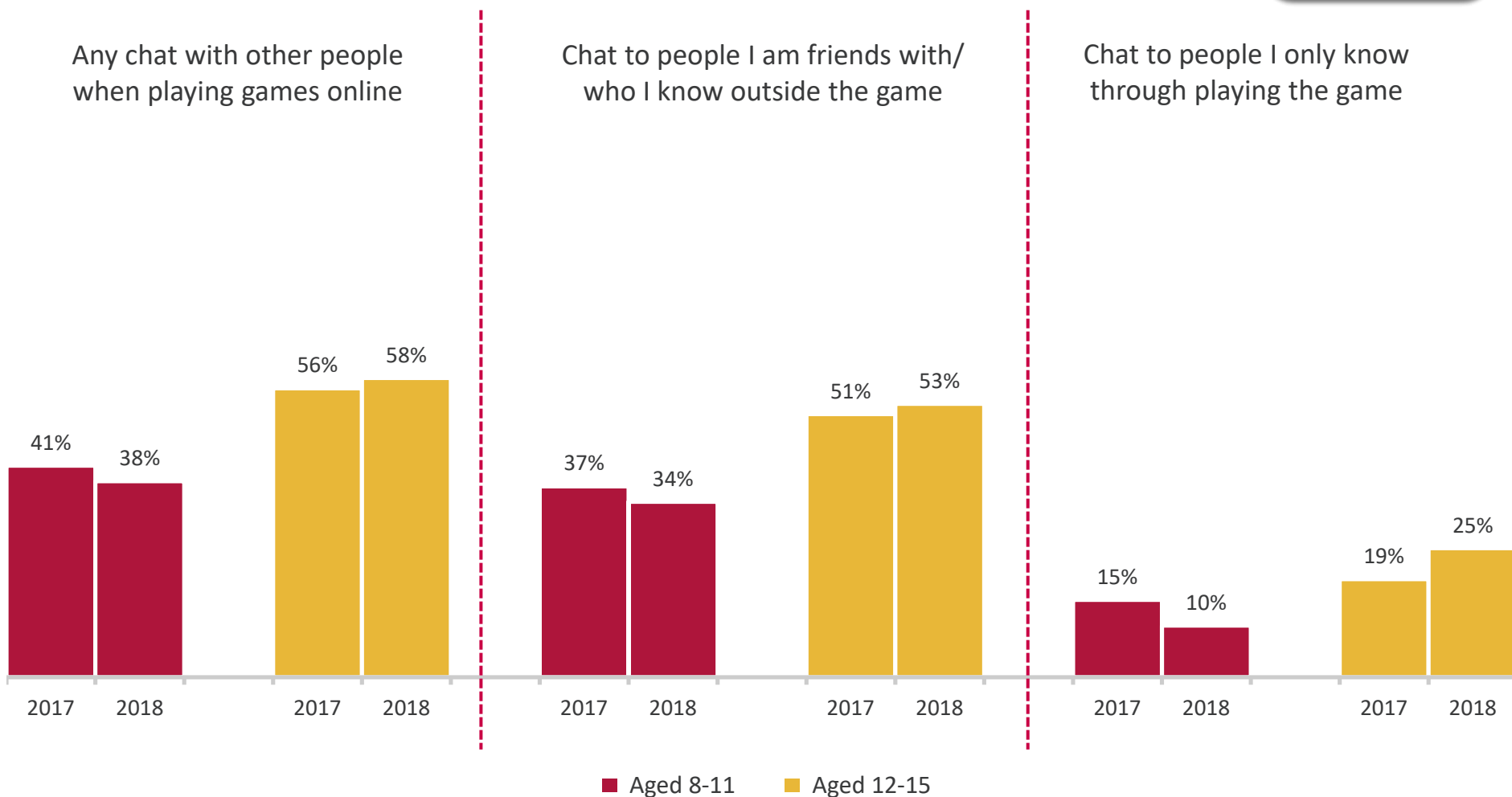
Significance testing shows any change between 2017 and 2018

Figure 40: Types of online gaming undertaken by children at home or elsewhere, by gender within age: 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018
 QP70/ QC42 . Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15.
 Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (117 boys aged 3-4, 111 girls aged 3-4, 588 boys aged 5-15, 427 girls aged 5-15, 158 boys aged 5-7, 119 girls aged 5-7, 205 boys aged 8-11, 164 girls aged 8-11, 225 boys aged 12-15, 144 girls aged 12-15). Significance testing shows any difference by gender.

Figure 41: Use of chat features when playing games online: 2017, 2018



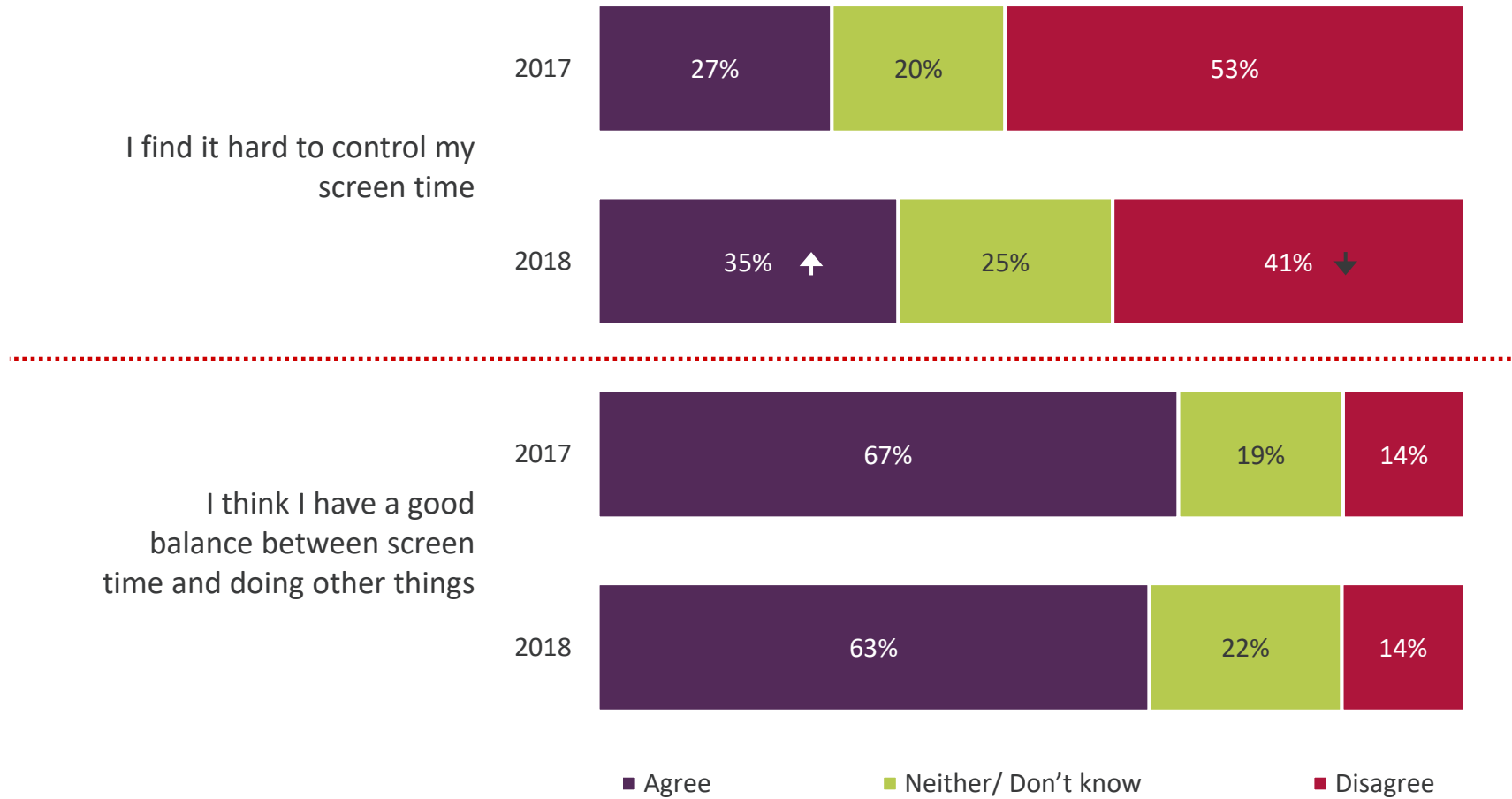
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC43/ QC44 – When you play games online do you ever chat via the game to other people who are playing through instant messaging or using a headset ? (unprompted responses, single coded) / And when you chat who do you chat with? (prompted responses, multi coded)

Base: Children aged 8-15 who ever play games online (281 aged 8-11, 321 aged 12-15).

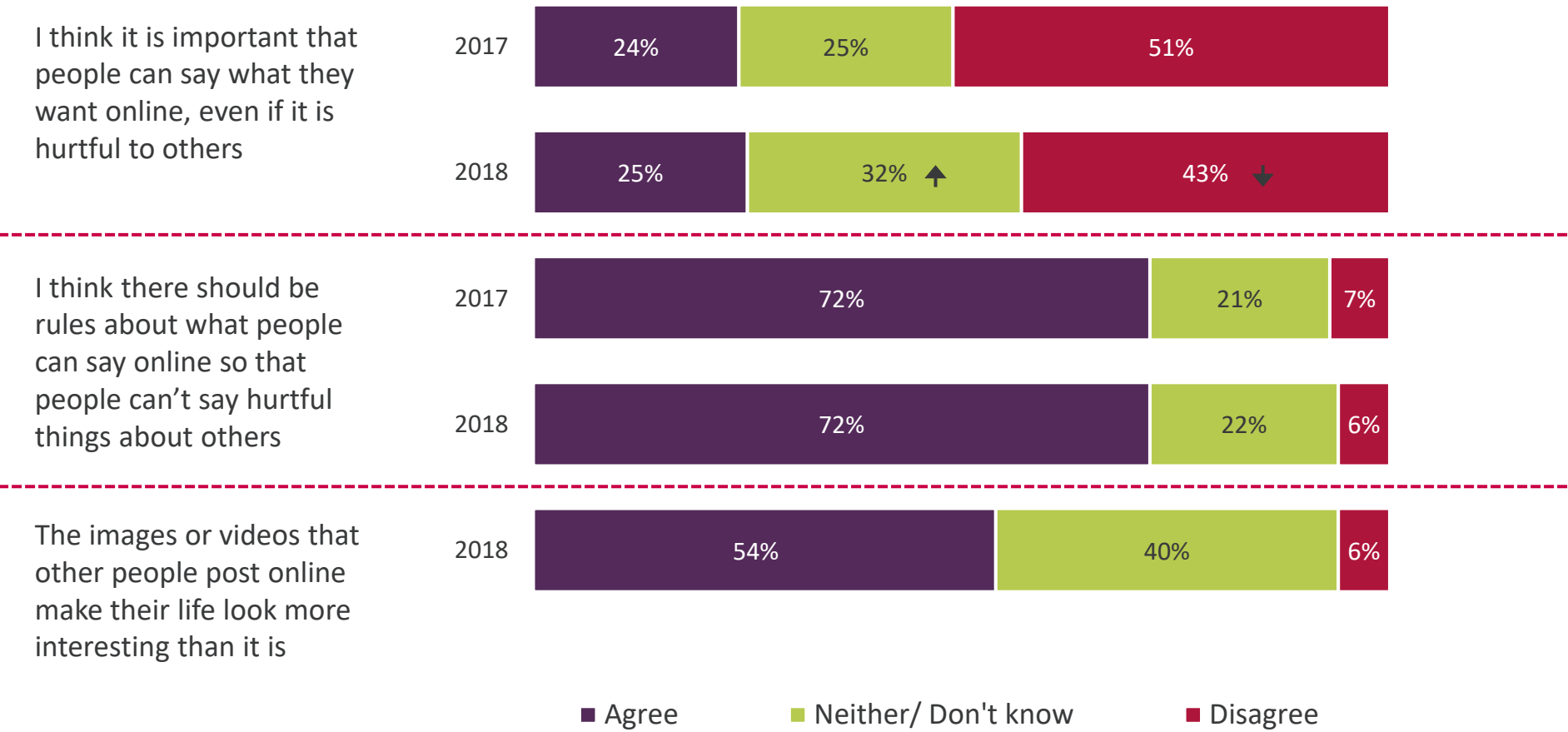
A6. Children's media attitudes and experiences

Figure 42: Agreement with attitudinal statements about screen time among 12-15s: 2017, 2018



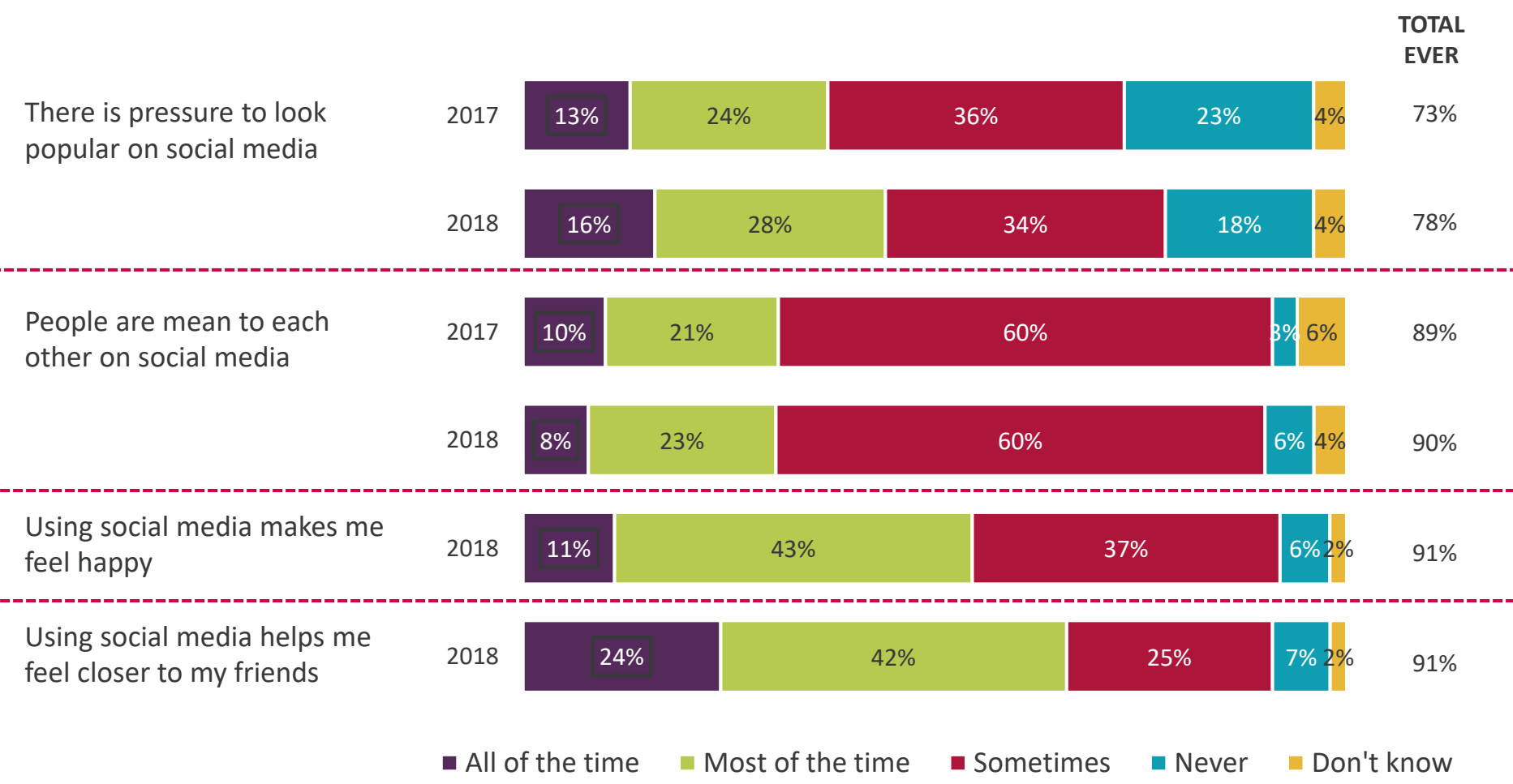
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC51A/B – I’d now like to ask you some questions about your screen time. By screen time I mean the time you spend looking at screens on all the different devices you may use, including TV, mobile phones, laptops, tablets and gaming devices.
Base: Children aged 12-15 (485). Significance testing shows any change between 2017 and 2018.

Figure 43: Agreement among 12-15s who go online with statements about being online: 2017, 2018



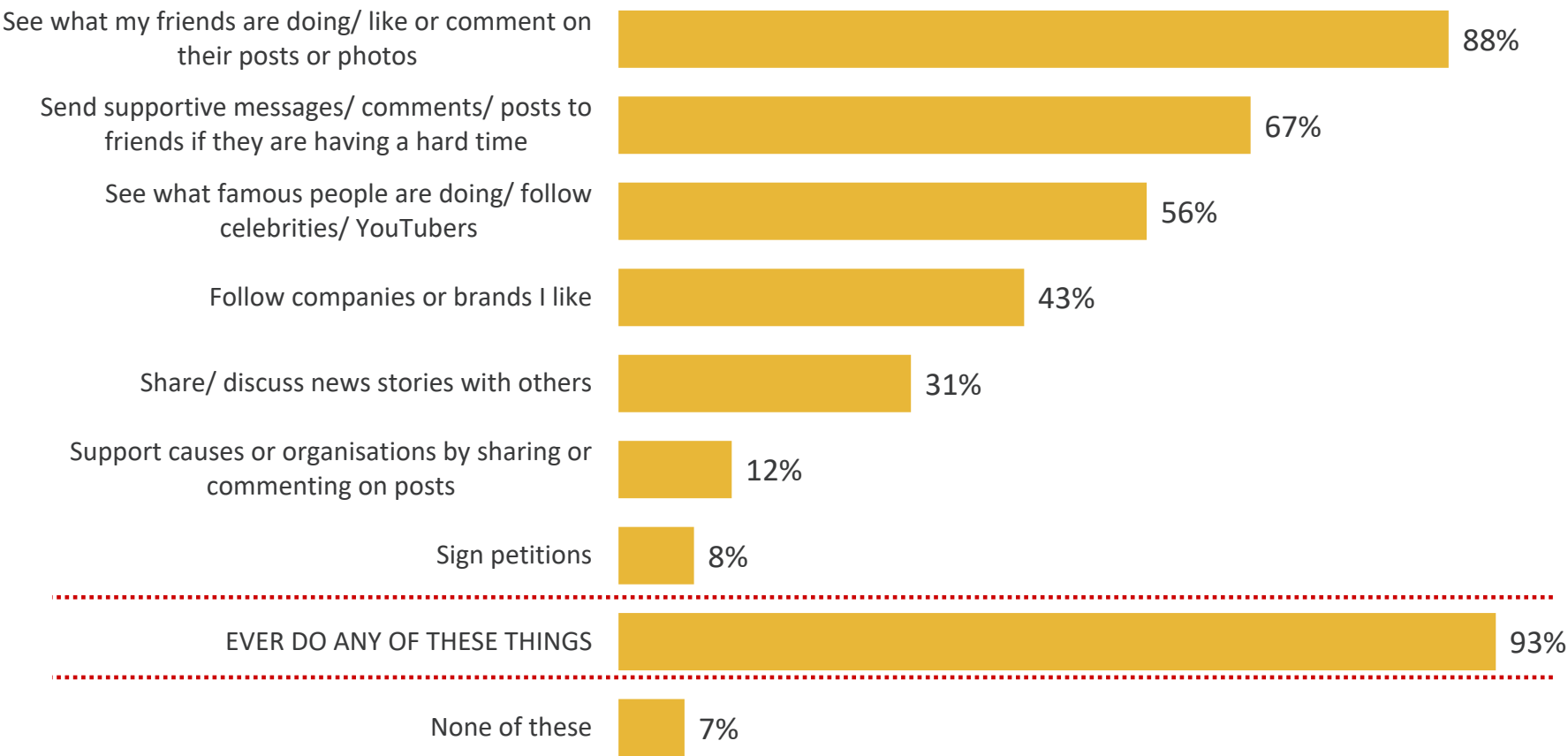
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC38A-C– I’m going to read out some things about going online, for each one please say which of these applies to you (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (480).
Significance testing shows any change between 2017 and 2018.

Figure 44: Agreement among 12-15s with a social media profile with statements about social media: 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
 QC22A-D - I’m going to read out some things about social media. Which of these best describes what you think for each one? (prompted responses, single coded)
 Base: Children aged 12-15 with a social media profile or account (322).

Figure 45: Activities undertaken on social media sites/ messaging apps among 12-15s: 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC23 – Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (prompted responses, multi coded).
Base: Children aged 12-15 with a social media profile or account (322).

Figure 46: Online creative activities ever undertaken, by age: 2018

All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	328	1298	362	456	480
Make a drawing or picture	28%	43% ↑	43%	43%	44% ↑
Change or edit a photo	8%	42%	20%	39%	59%
Make a video	12%	40% ↑	30%	39%	47% ↑
Make a character or avatar that lives and plays in games/sites like Moshi Monsters, Minecraft	3%	19% ↑	9%	22%	22% ↑
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji (added in 2018)	3%	19%	3%	16%	31%
Make their own music	2%	15% ↑	8% ↑	14% ↑	20% ↑
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	3% ↑	12% ↑	4%	9%	19% ↑
Make an animation, moving picture or image	1%	12%	5% ↑	12%	16%
Make a website	3% ↑	8% ↑	3% ↑	5% ↑	15%
Make an app or game	2%	8%	2%	7%	12% ↑
Change or edit somebody else’s music (such as cutting, editing or mixing tracks)	1%	7% ↑	3%	5%	11%
ANY OF THESE	33%	70%	52%	68%	82%

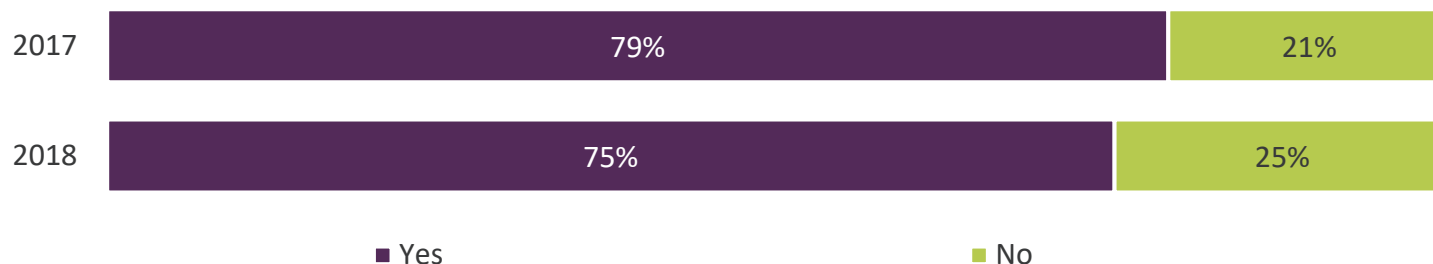
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

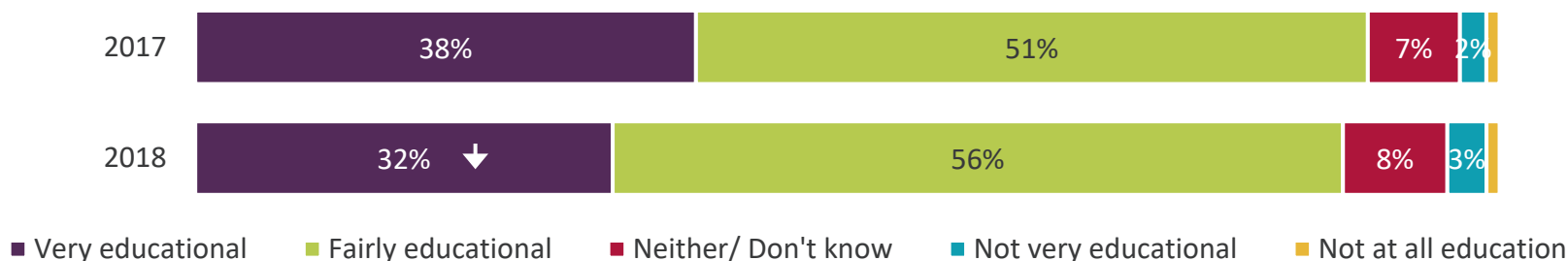
Significance testing shows any change between 2017 and 2018.

Figure 47: Attitudes towards CBeebies among parents of 3-4s and among those whose child watches CBeebies TV, website or app: 2017, 2018

Does your child ever watch CBeebies or use the CBeebies app or website?



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

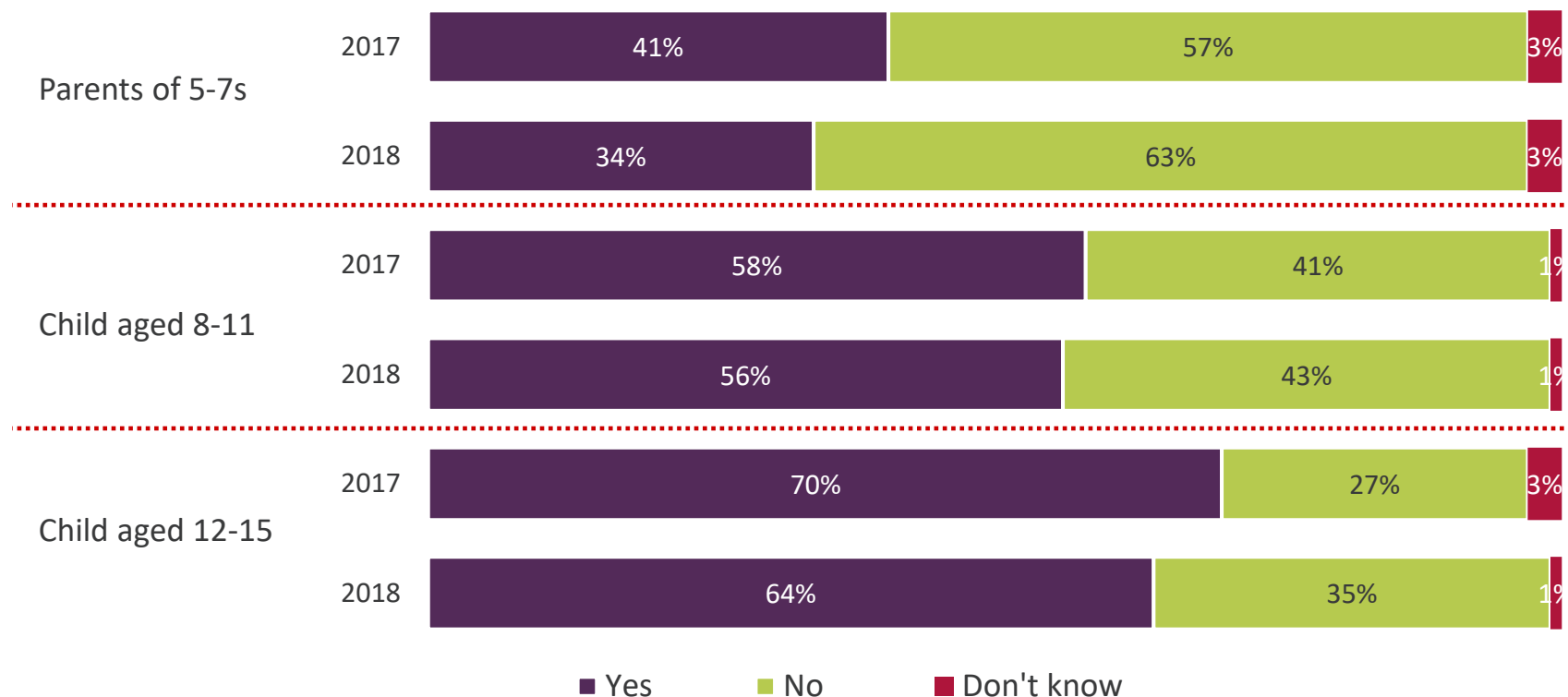


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP55A – Does your child ever watch CBeebies or use the CBeebies app or website? (unprompted responses, single coded)/ QP56A - Using this card can you please tell me the extent to which you think these CBeebies resources are educational? (prompted responses, single coded).

Base: Parents of children aged 3-4 (630)/ Parents of children aged 3-4 whose child ever watches CBeebies or use the CBeebies app or website (472). Significance testing shows any change between 2017 and 2018.

Figure 48: Whether child uses BBC websites or apps for school work and homework: 2017, 2018



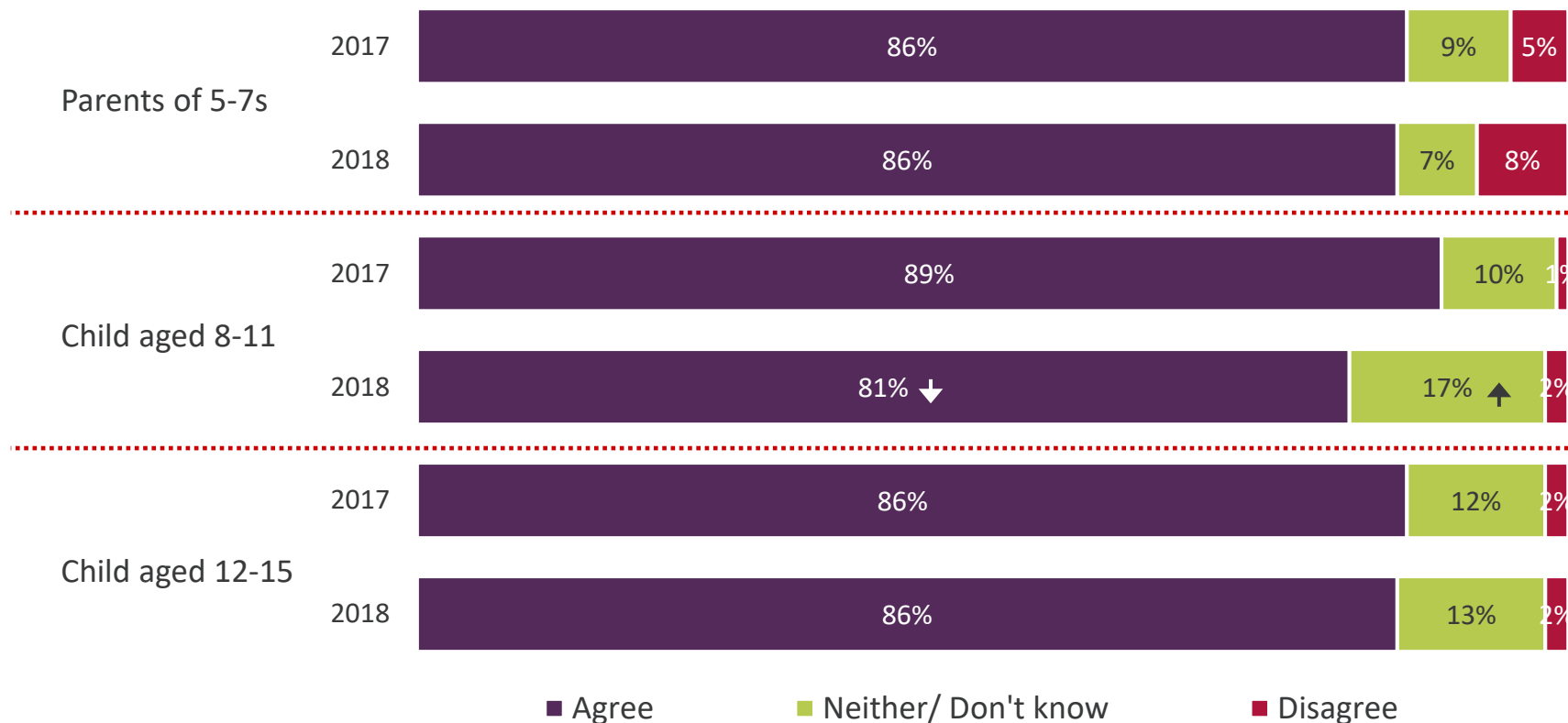
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP55B – Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize? (unprompted responses, single coded)/ QC39A - Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? (unprompted responses, single coded)

Base: Parents of children aged 5-7 whose child goes online (362)/ Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework (251 aged 8-11, 307 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 49: Whether BBC websites or apps for school work and homework are helpful: 2017, 2018

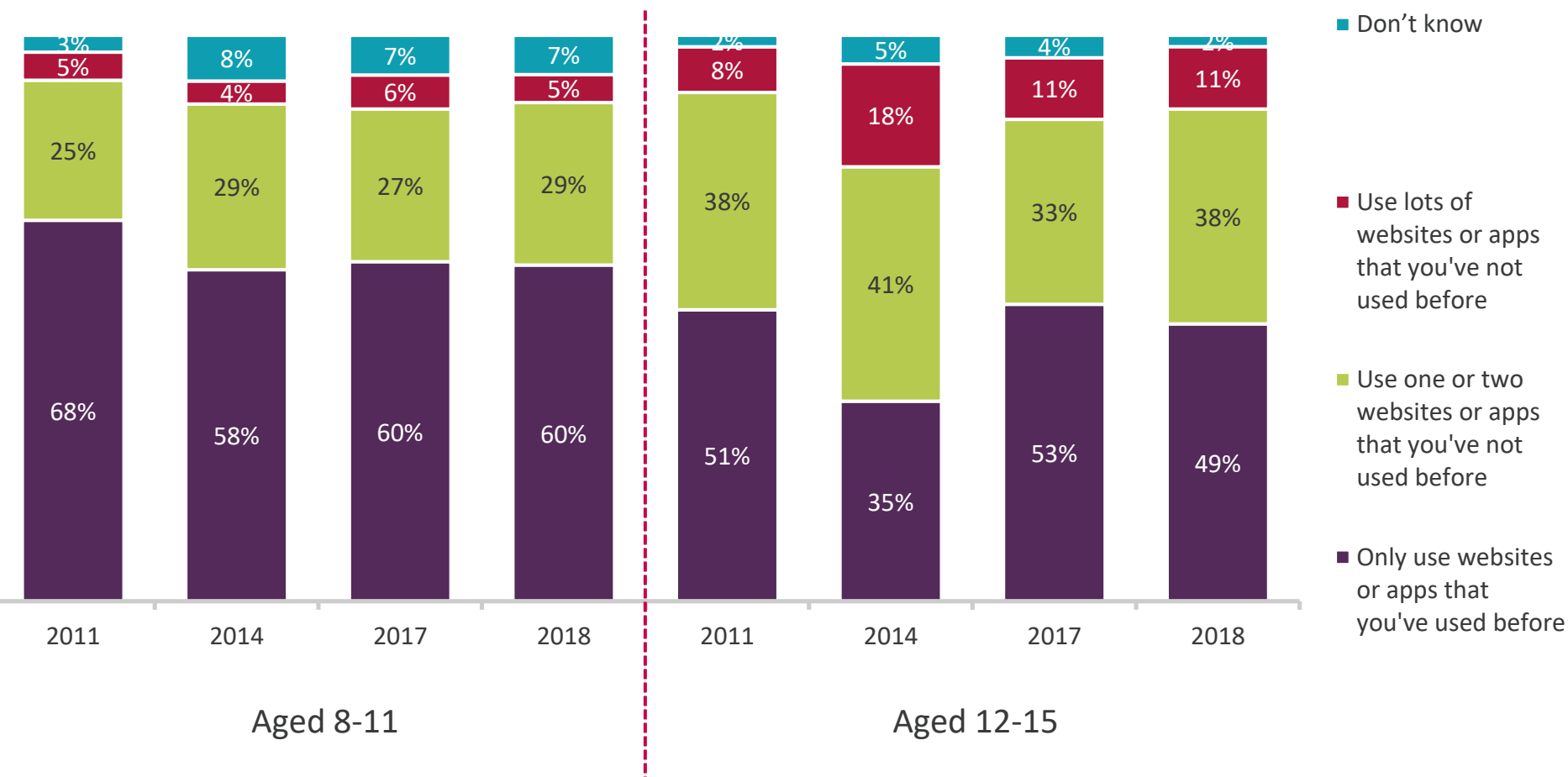
“When I/ my child use(s) these BBC sites or apps for my/ their school work or homework I/ they find them helpful”



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
 QP56B – To what extent do you agree with the following statement about their use of BBC sites or apps like BBC Bitesize? “When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful” (prompted responses, single coded).
 QC39B – Please say which of these options applies to you: “When I use these BBC websites or apps for my schoolwork or homework I find them helpful”(prompted responses, single coded).
 Base: Parents of children aged 5-7 whose child goes online and who ever use the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework (119)/ Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework (251 aged 8-11, 307 aged 12-15). Significance testing shows any change between 2017 and 2018.

A7. Knowledge and understanding of media

Figure 50: Experience of visiting websites not used before, among those who go online at home (2011) or elsewhere (2014, 2017, 2018), by age

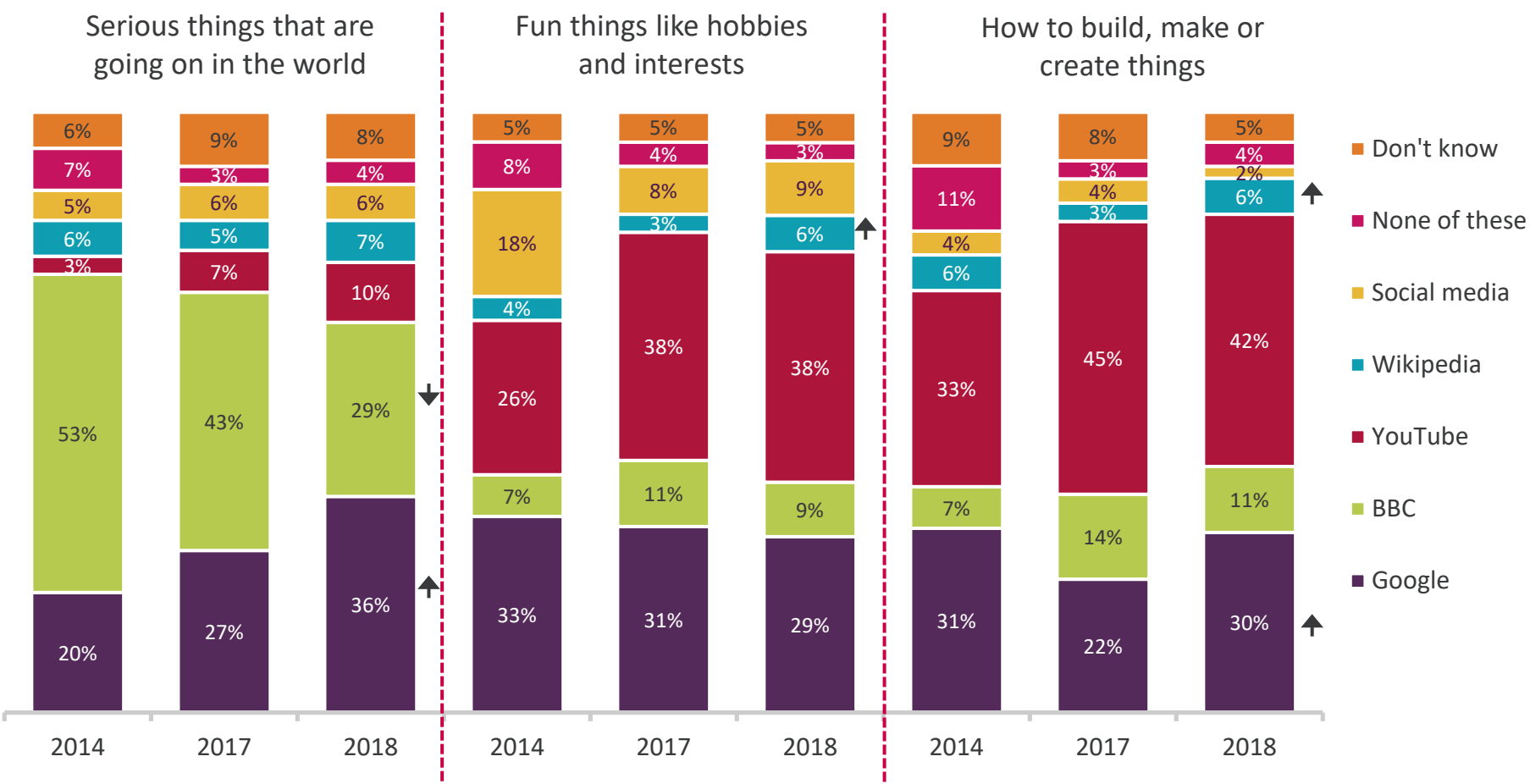


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC17 – Thinking about all the things you use to go online, in a normal week would you say that you....(prompted responses, single coded)

Base: Children aged 8-15 who go online (456 aged 8-11, 480 aged 12-15).

Figure 51: Online sources of accurate and true information for different scenarios among 12-15s: 2014, 2017, 2018

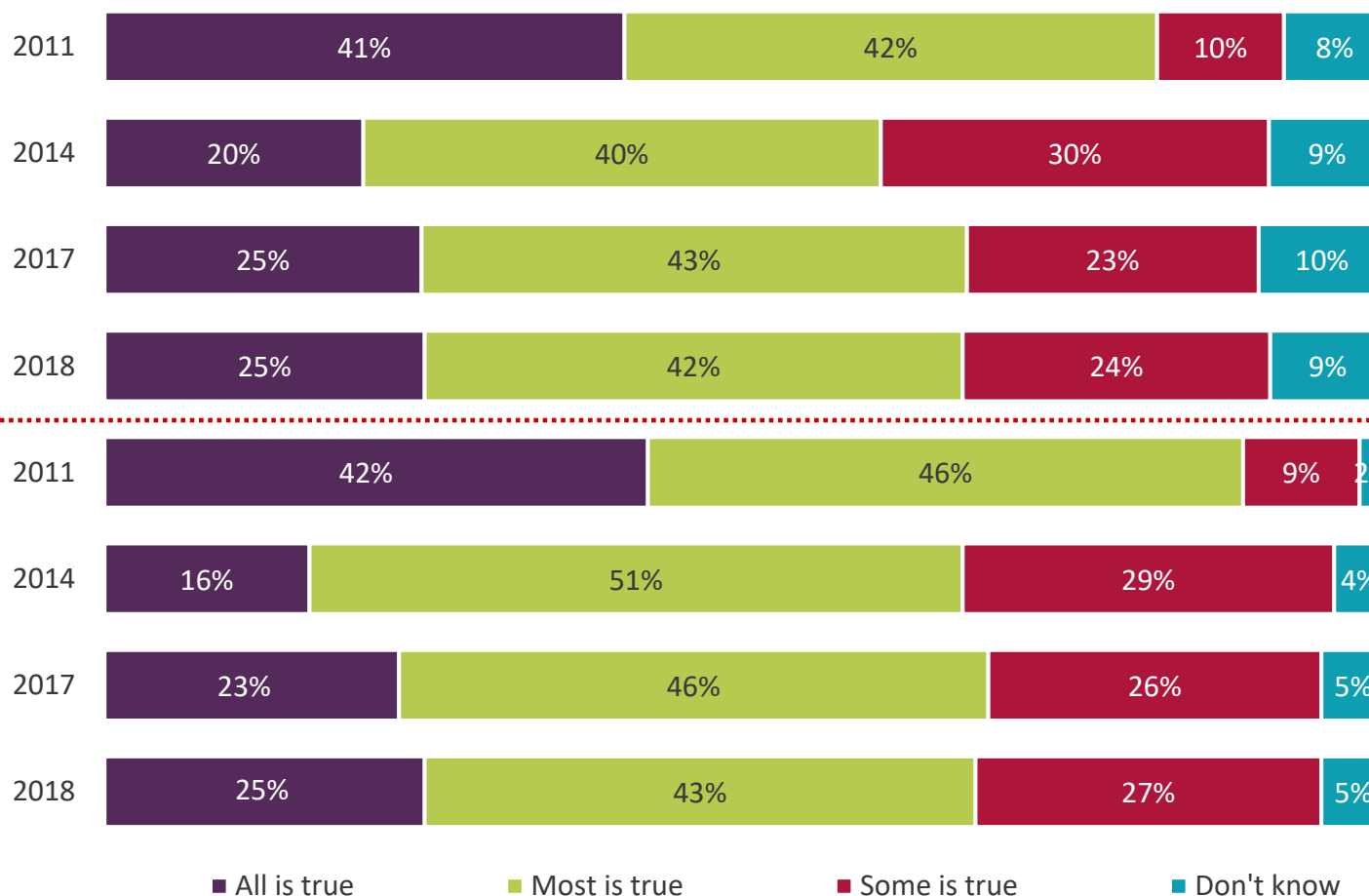


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC52A-C I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about... (prompted responses, single coded)

Base: Children aged 12-15 who go online (480 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 52: Children's belief in the truthfulness in websites used for school/ homework at home (2011) or elsewhere (2014, 2017, 2018), by age

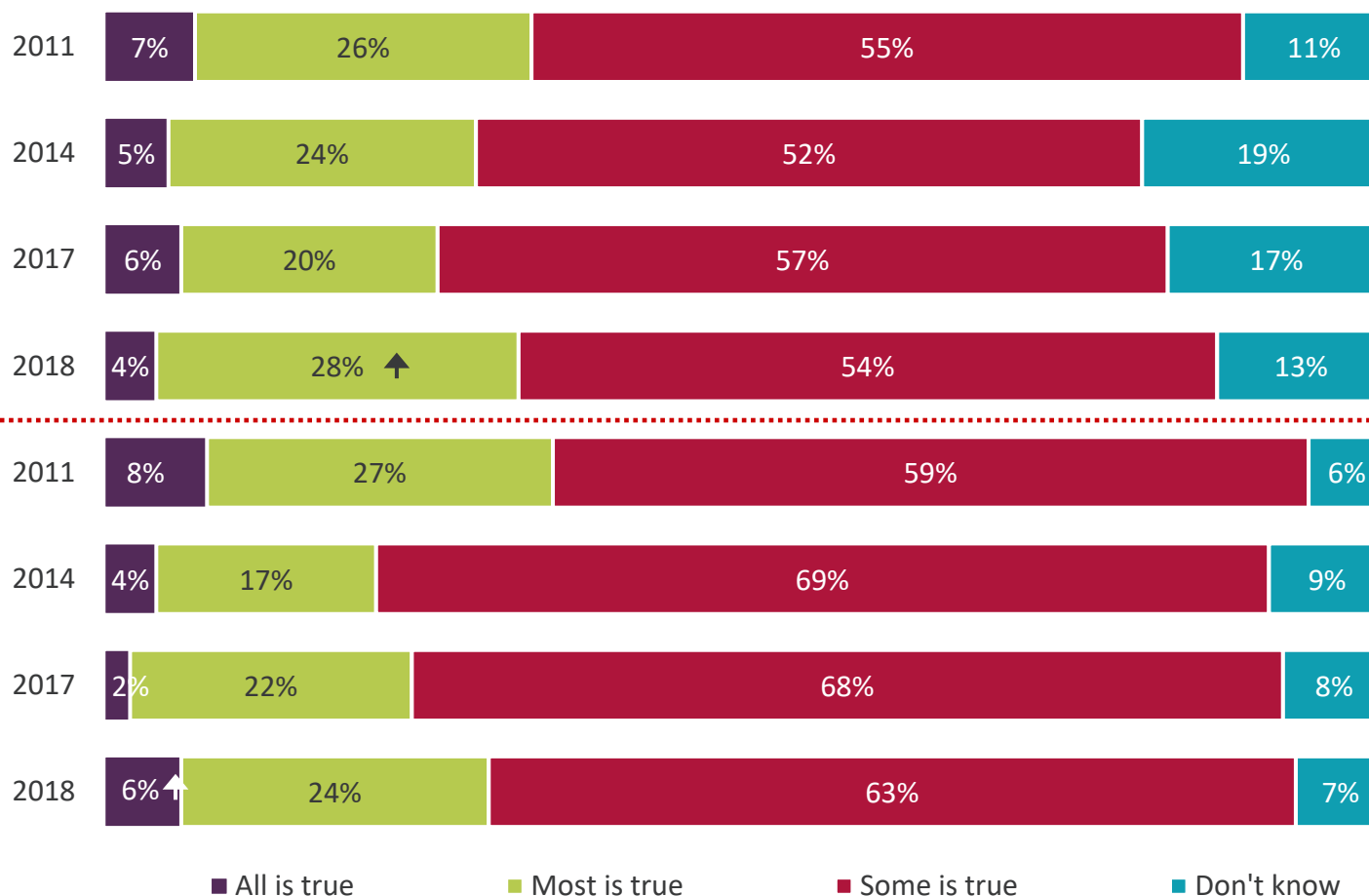


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC15B - When you go online do you visit site or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.

Base: Children aged 8-15 who go online and who say they visit sites or apps for their schoolwork or homework (362 aged 8-11, 433 aged 12-15).

Figure 53: Children's belief in the truthfulness in websites used for social media at home (2011) or elsewhere (2014, 2017, 2018), by age

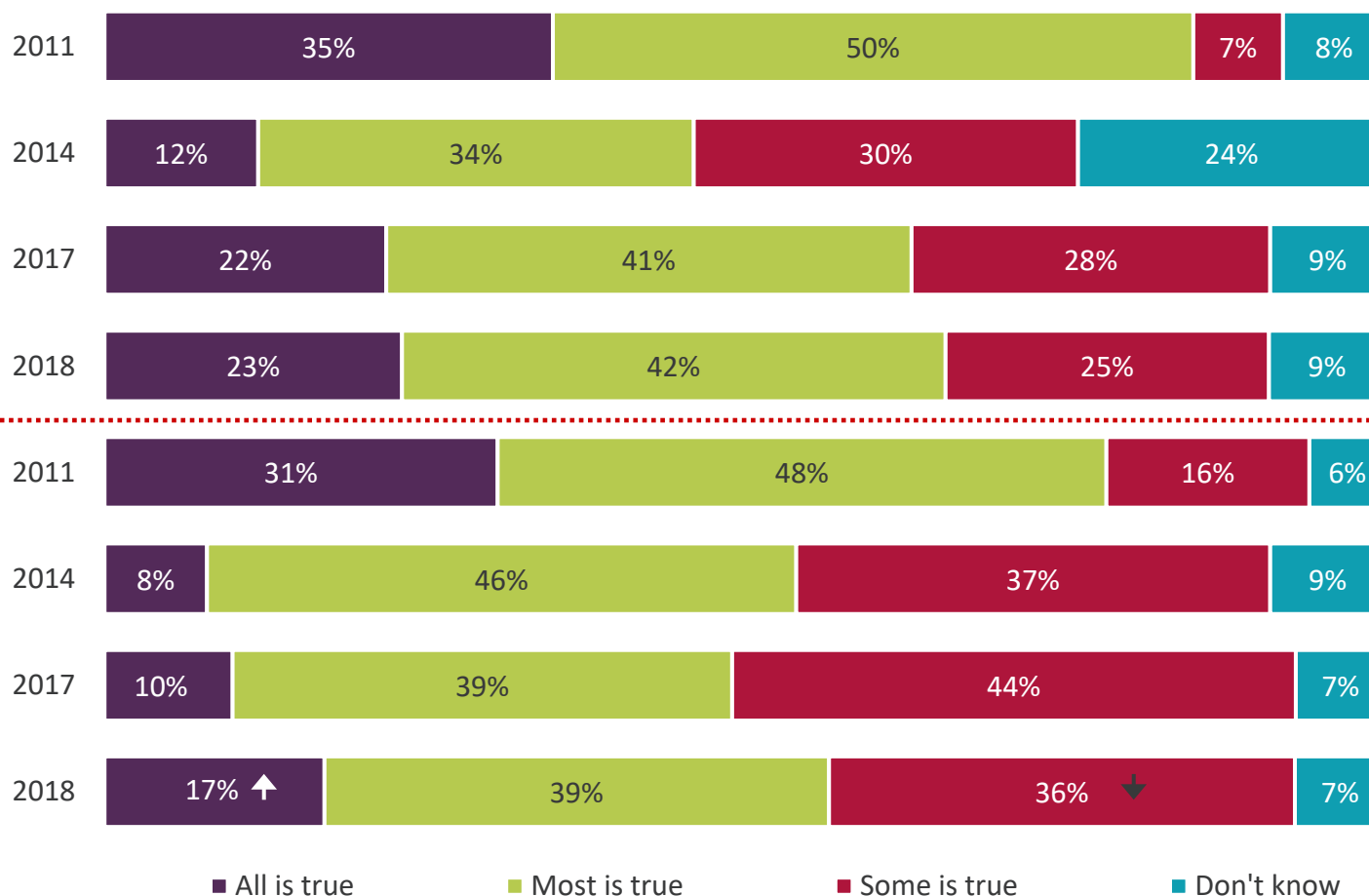


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC15A - When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded)

Base: Children aged 8-15 who go online and who say they visit social media sites or apps (261 aged 8-11, 416 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 54: Children's belief in the truthfulness in news websites or apps used at home (2011) or elsewhere (2014, 2017, 2018), by age

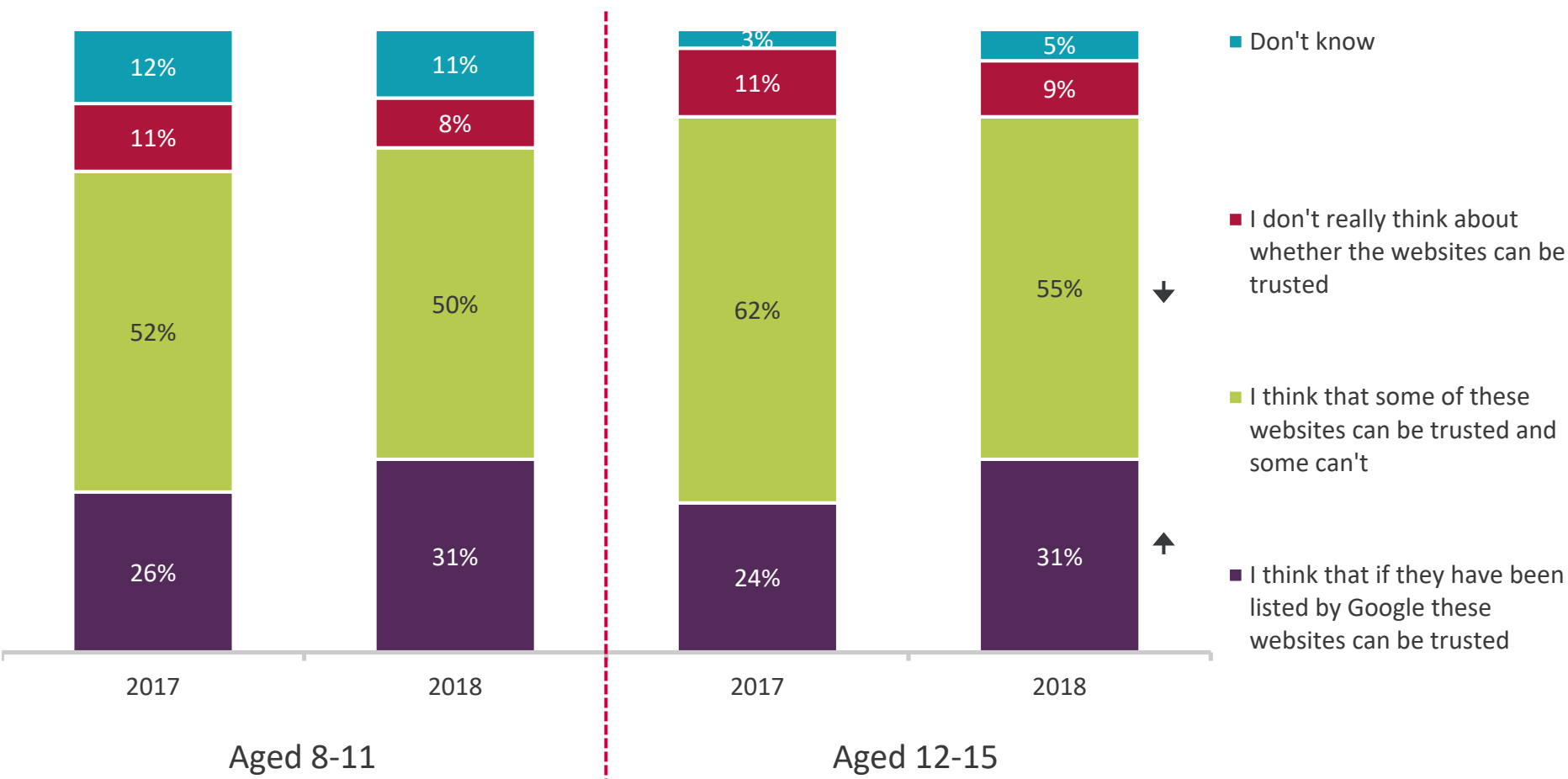


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC15C - When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or Guardian or news apps or sites like BuzzFeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.

Base: Children aged 8-15 who go online and who say they visit sites or apps about news and what is going on in the world (288 aged 8-11, 351 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 55: 8-15s' understanding of whether results listed by search engines can be trusted: 2017, 2018

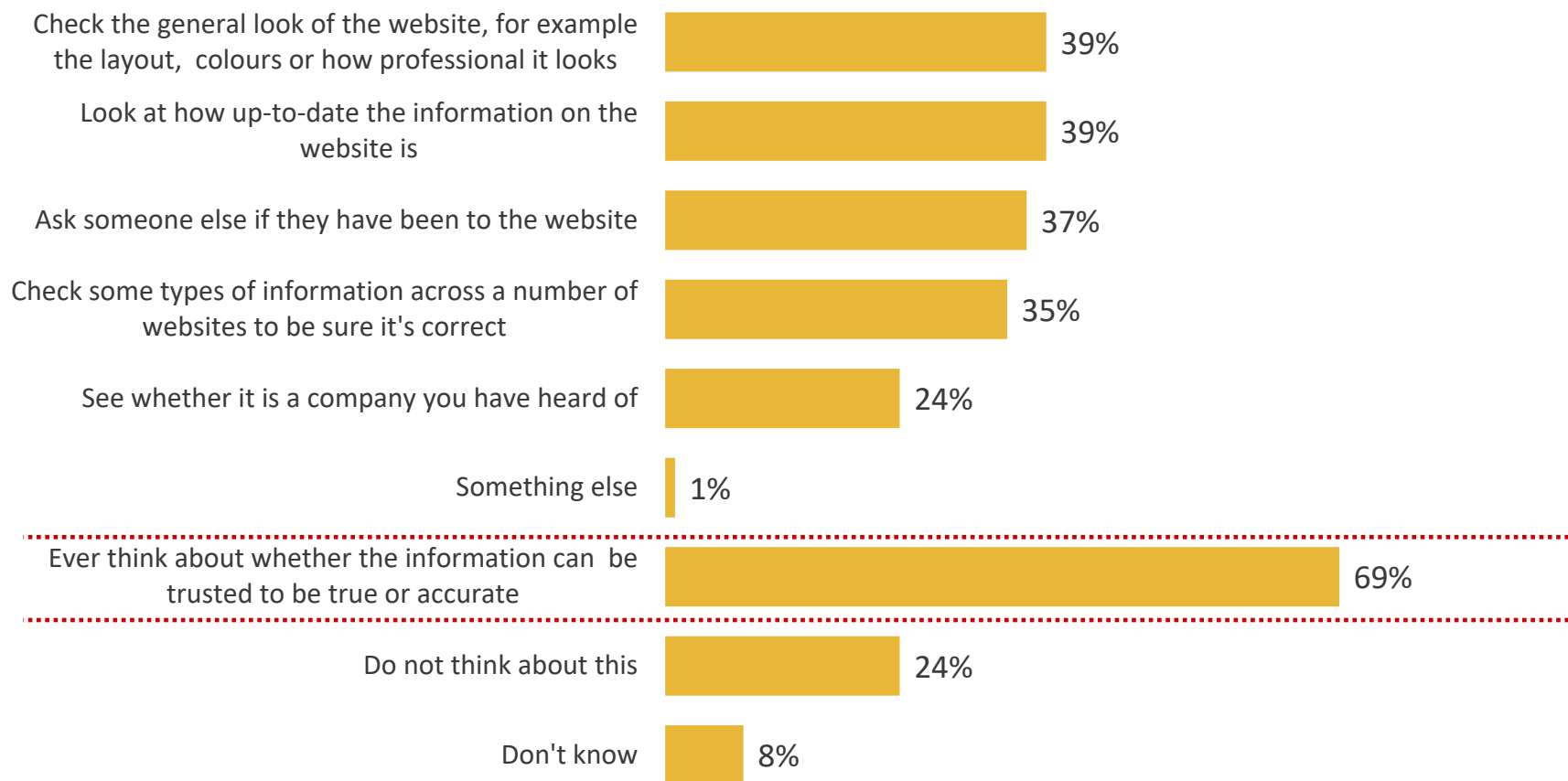


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC26 – When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (prompted responses, single coded)

Base: Children aged 8-15 who go online and use search engine websites or apps (377 age 8-11, 443 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 56: Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2018



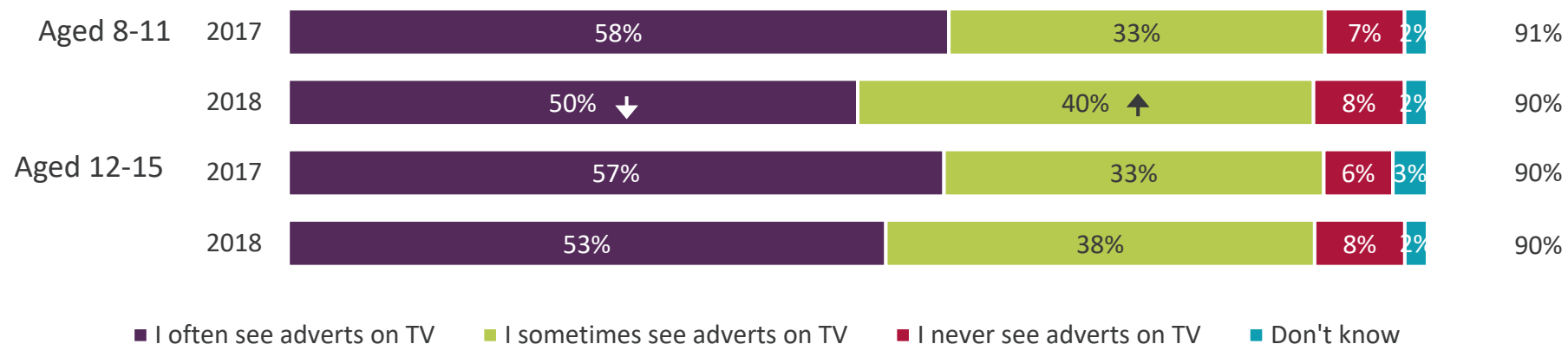
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC18 – When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (prompted responses, multi coded).

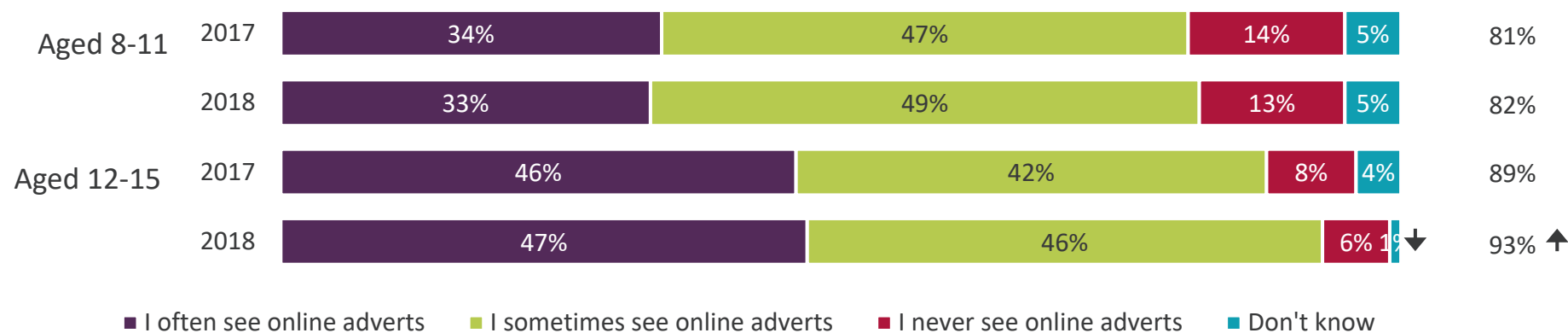
Base: Children aged 12-15 who go online who use websites they've not used before (205).

Figure 57: Frequency of seeing adverts on TV and online among 8-15s who watch TV/ go online: 2017, 2018

TV adverts



Online adverts



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC5A - Which one of these answers best describes how often you see adverts when you watch TV? (prompted responses, single coded).

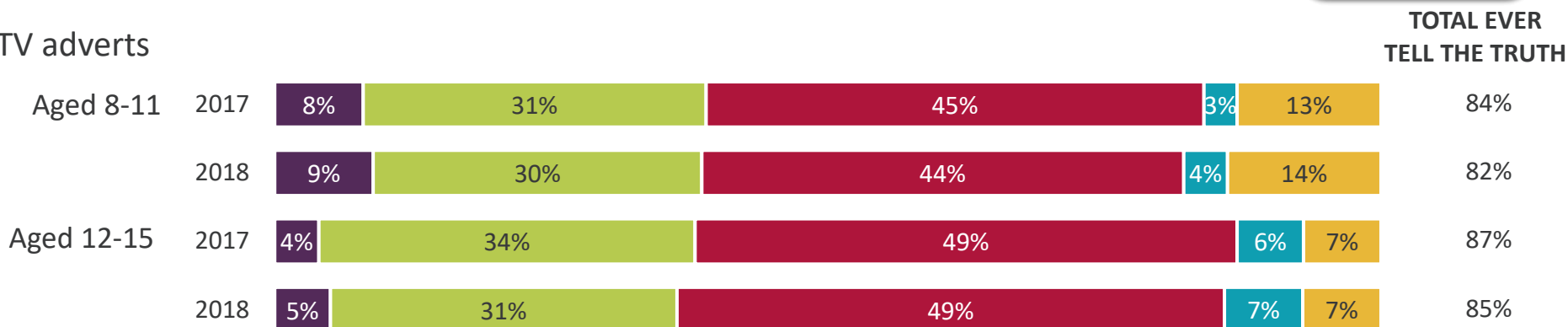
Base : Children aged 8-15 who watch TV at home or elsewhere (490 aged 8-11, 479 aged 12-15)

QC35A - When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (prompted responses, single coded).

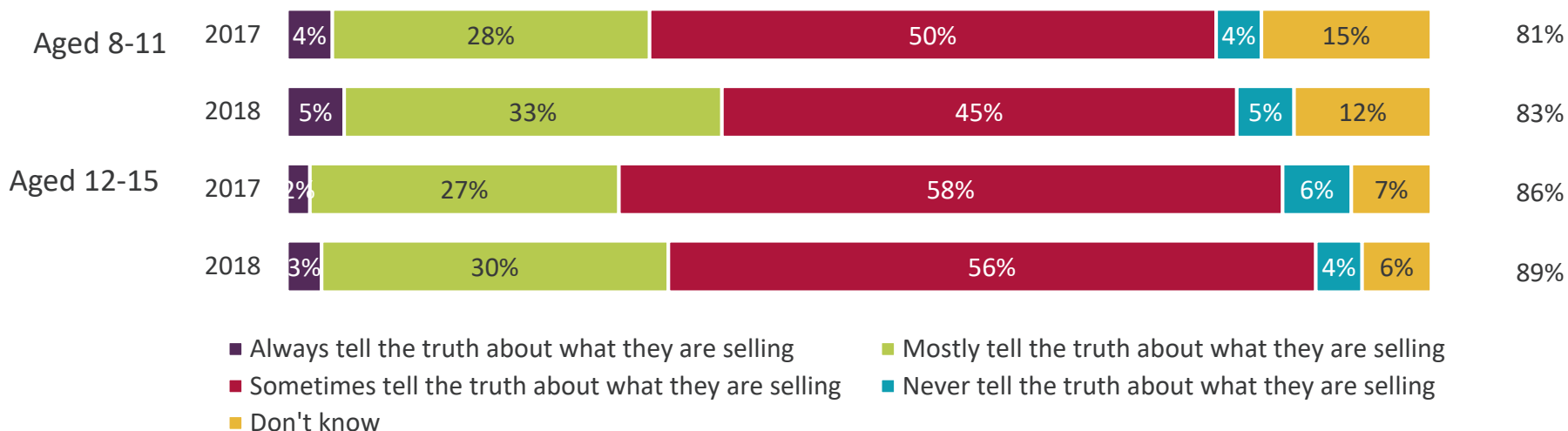
Base: Children aged 8-15 who go online at home or elsewhere (456 aged 8-11, 480 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 58: Attitudes toward the truthfulness of TV and online advertising among 8-15s who see TV/ online advertising: 2017, 2018

TV adverts



Online adverts



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

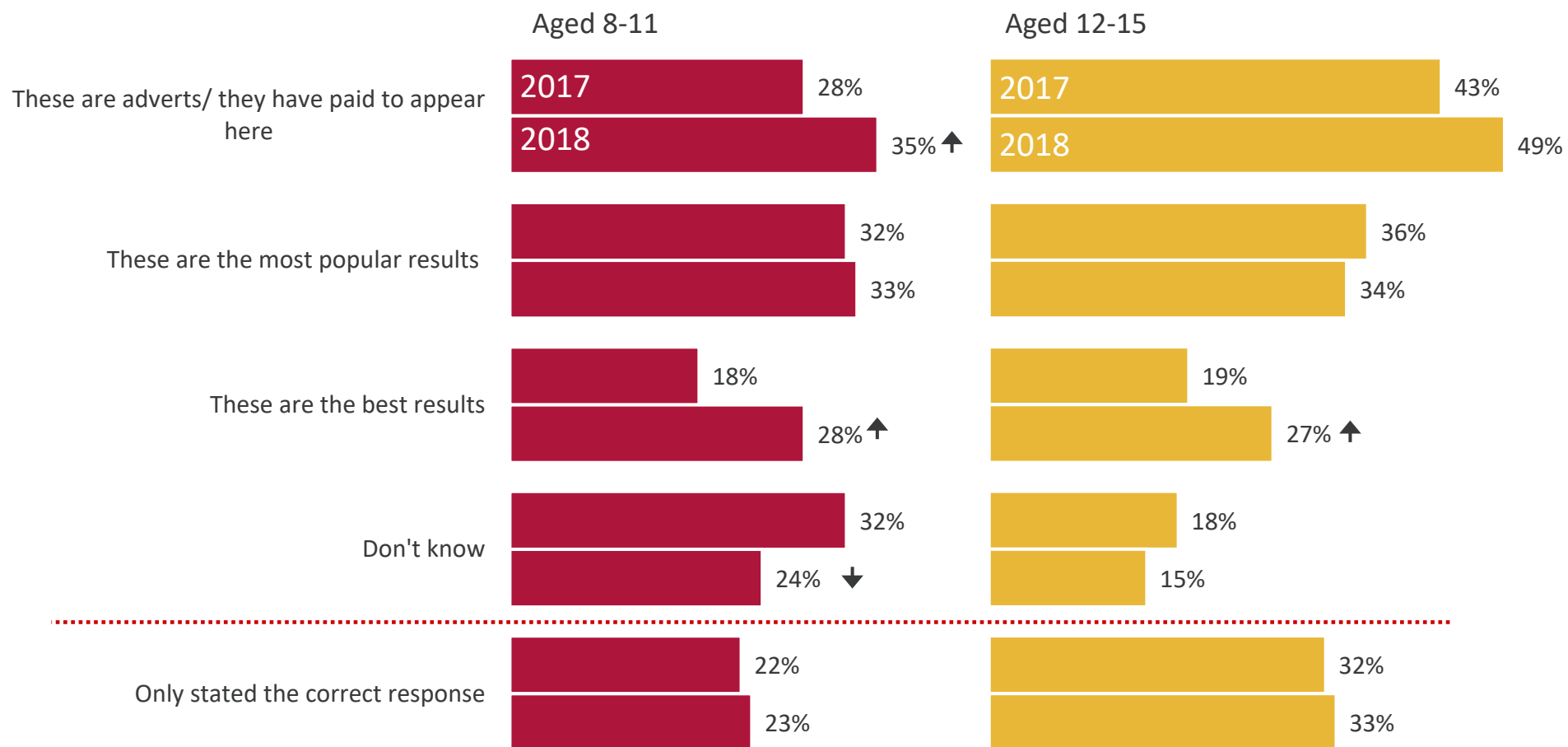
QC5B - Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (prompted responses, single coded).

Base : Children aged 8-15 who say they ever see adverts on TV (445 aged 8-11, 430 aged 12-15).

QC35B - Which one of these answers best describes how you feel about these online adverts? I think the online adverts.... (prompted responses, single coded).

Base : Children aged 8-15 who say they ever see adverts online (371 aged 8-11, 441 aged 12-15).

Figure 59: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2017, 2018



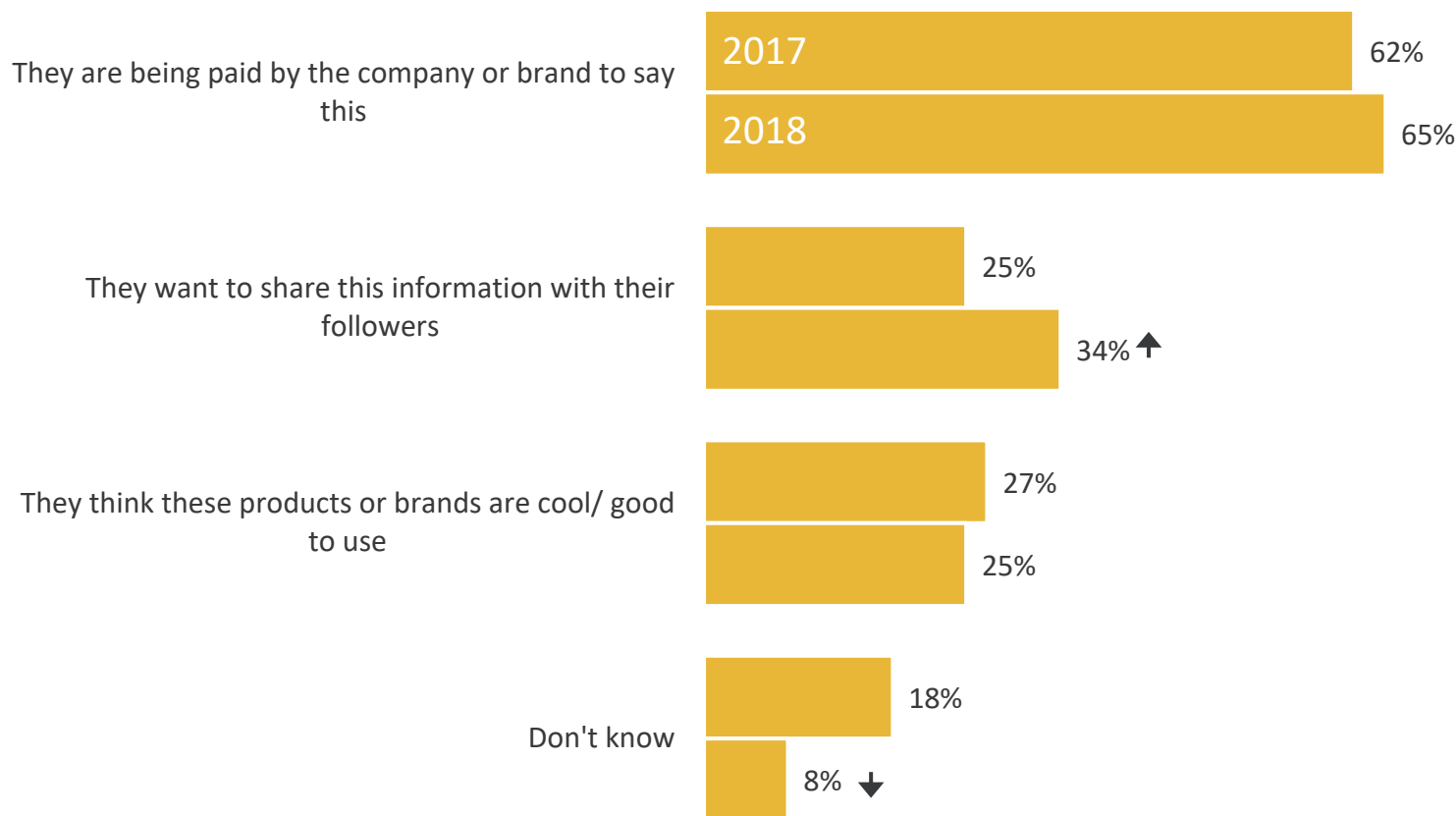
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC28 - This is a picture (SHOWCARD OF IMAGE) from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (prompted responses, multi coded).

Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (377 aged 8-11, 443 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 60: Understanding among 12-15s of potential product endorsement by vloggers: 2017, 2018



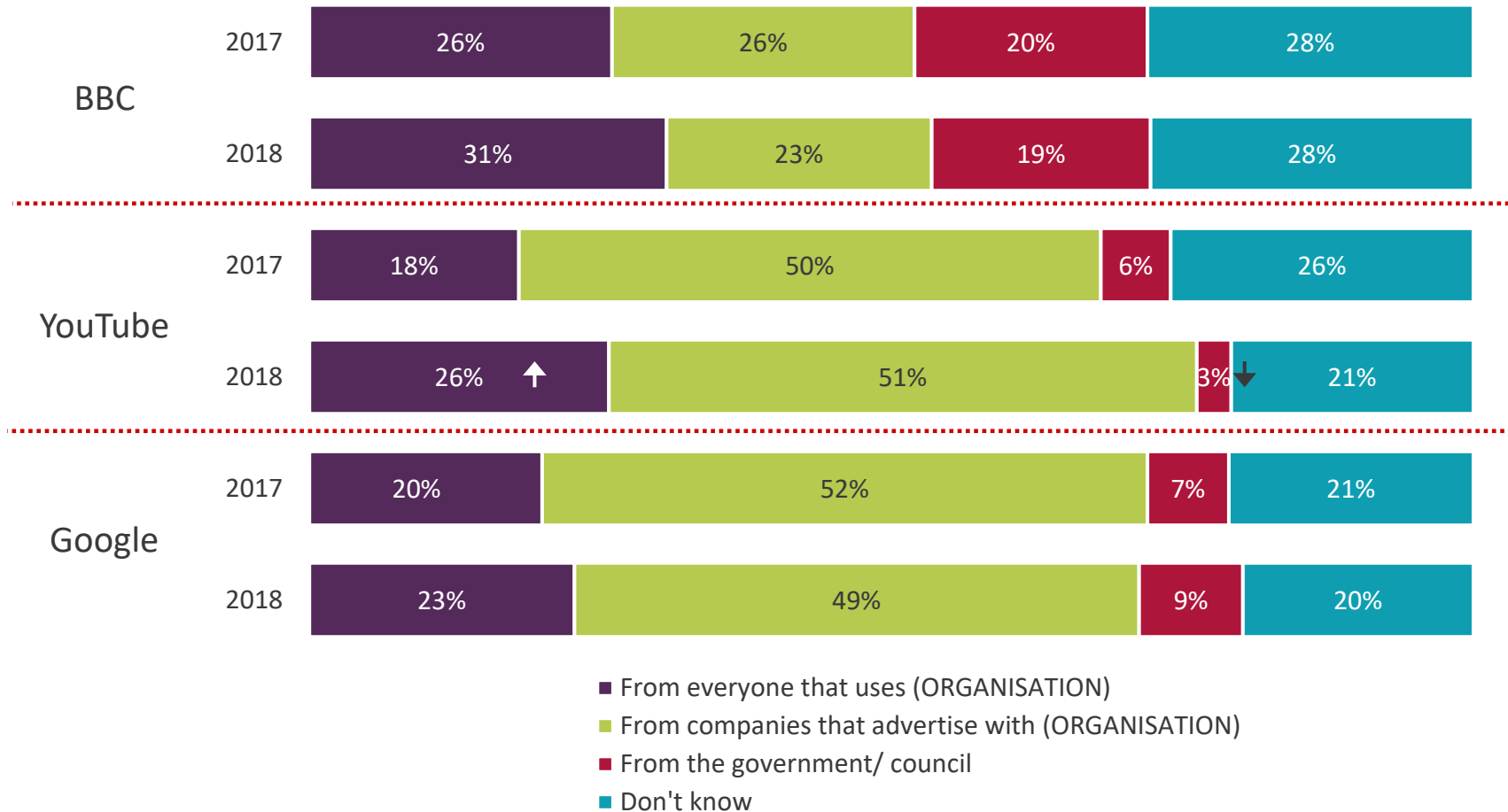
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC37 - On sites like YouTube some vloggers with lots of followers like Zoella or KSI might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (prompted response, multi coded)

Base: Children aged 12-15 who go online (480).

Significance testing shows any change between 2017 and 2018.

Figure 61: Understanding of how BBC/ YouTube/ Google are funded, among users aged 12-15: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC5/ QC9/ QC27 – Where do you think the BBC/ YouTube/ Google mainly gets its money from? (prompted responses, single coded)

Base: Children aged 12-15 who watch TV at home or elsewhere (479)/ Children aged 12-15 who use the YouTube website or app (432) / Children aged 12-15 who go online and use search engine websites or apps (443).

Significance testing shows any change between 2017 and 2018.

A8. News consumption

Figure 62: Interest in news among 12-15s who go online

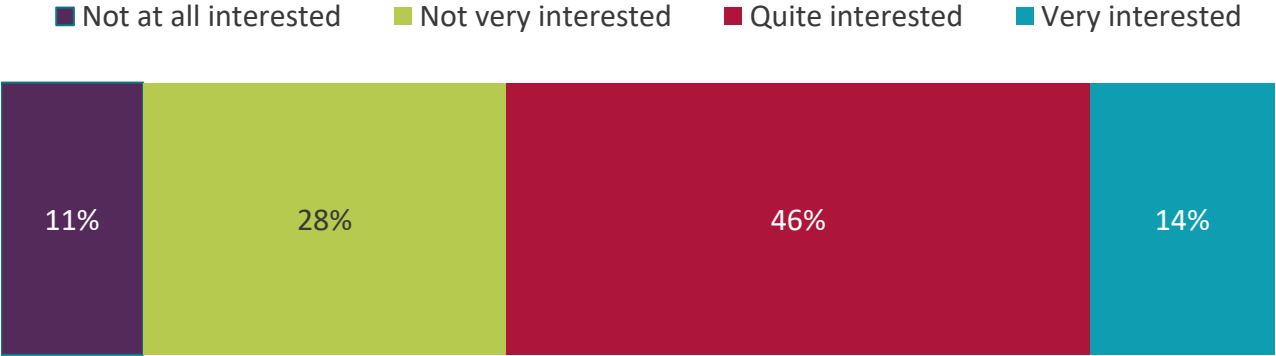
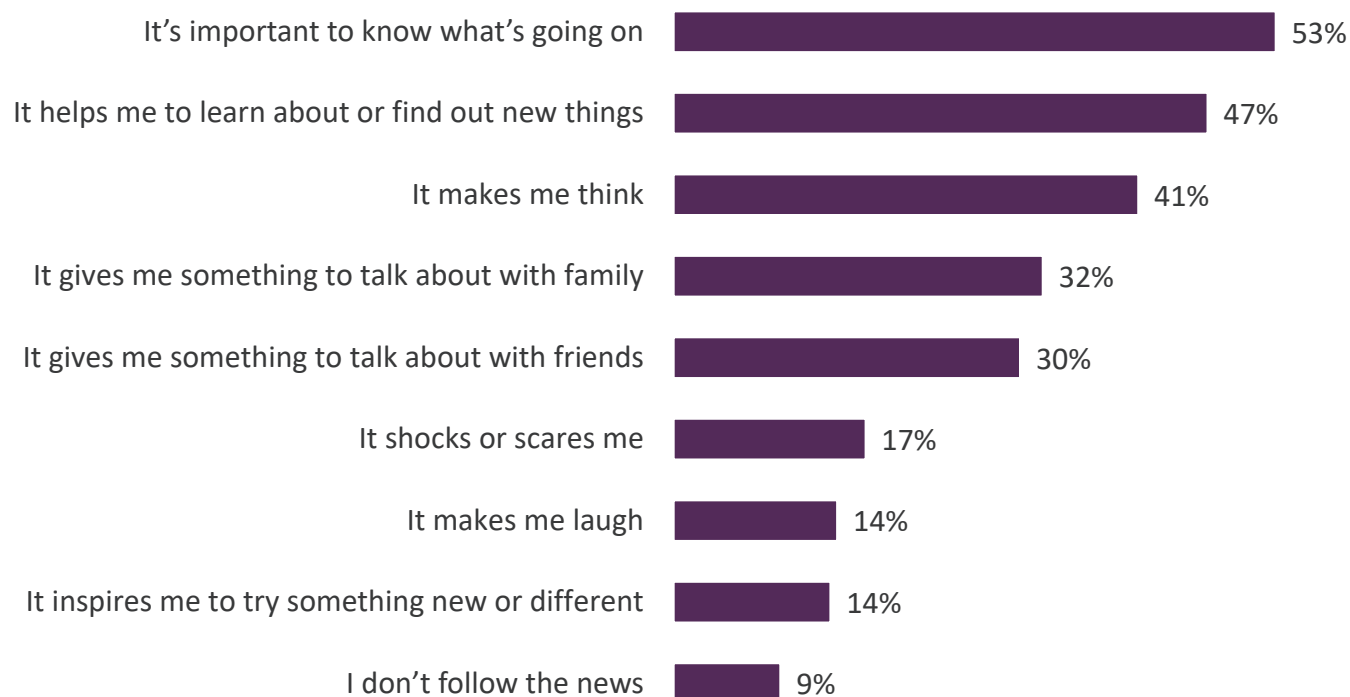


Figure 63: Reasons for following the news among 12-15s who go online



Source: Ofcom children News Consumption Survey 2018

Question: F1. Here are some reasons that young people might have for reading, watching, listening to or following news. Which of these apply to you?

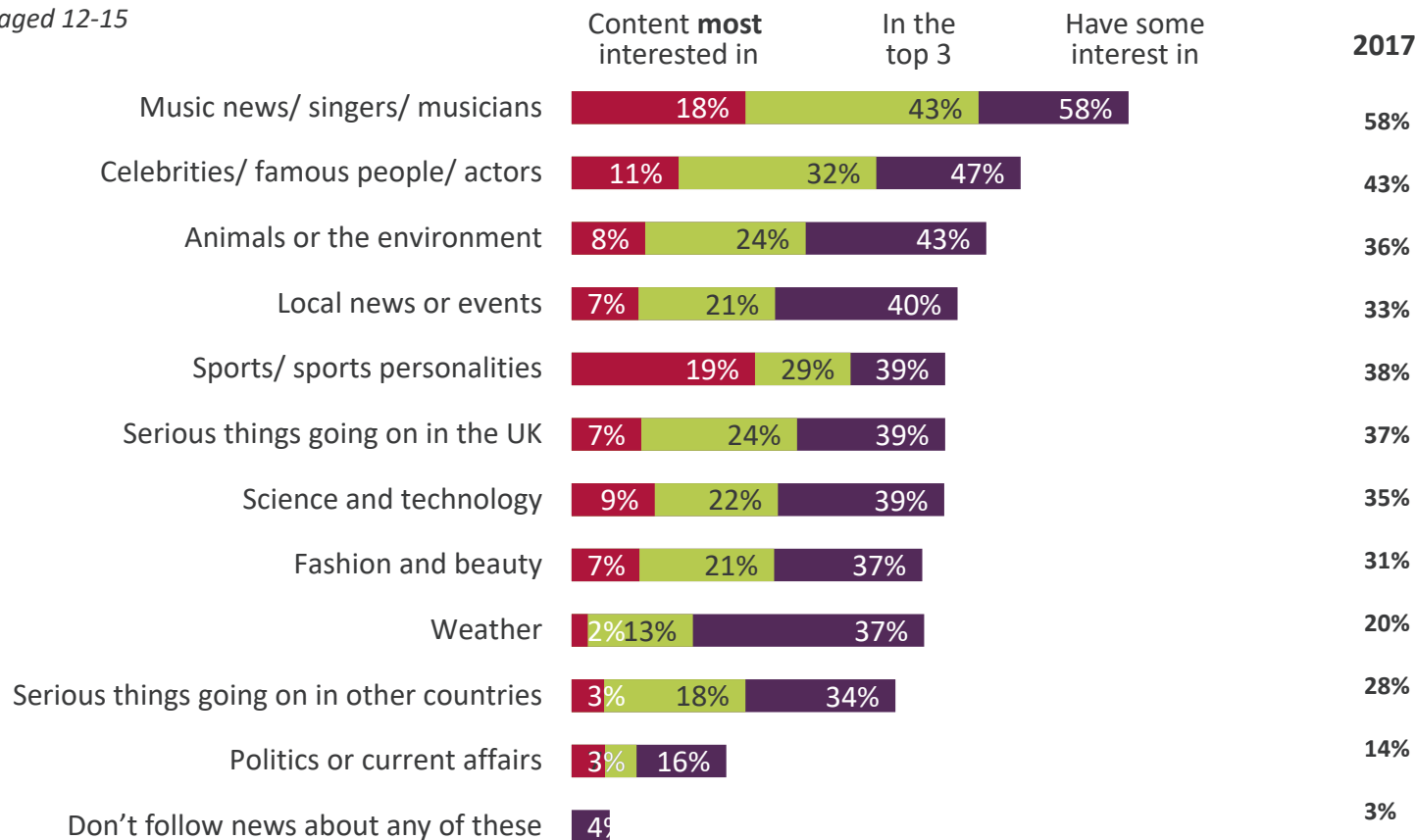
Base: All children aged 12-15 – 2018=1001

Figure 64: Interest in different types of news content among 12-15s who go online

Figure 17.3

Interest in different types of news content

All children aged 12-15



Source: Ofcom children News Consumption Survey 2018, Ofcom Children's and Parents' Media Use and Attitudes 2017

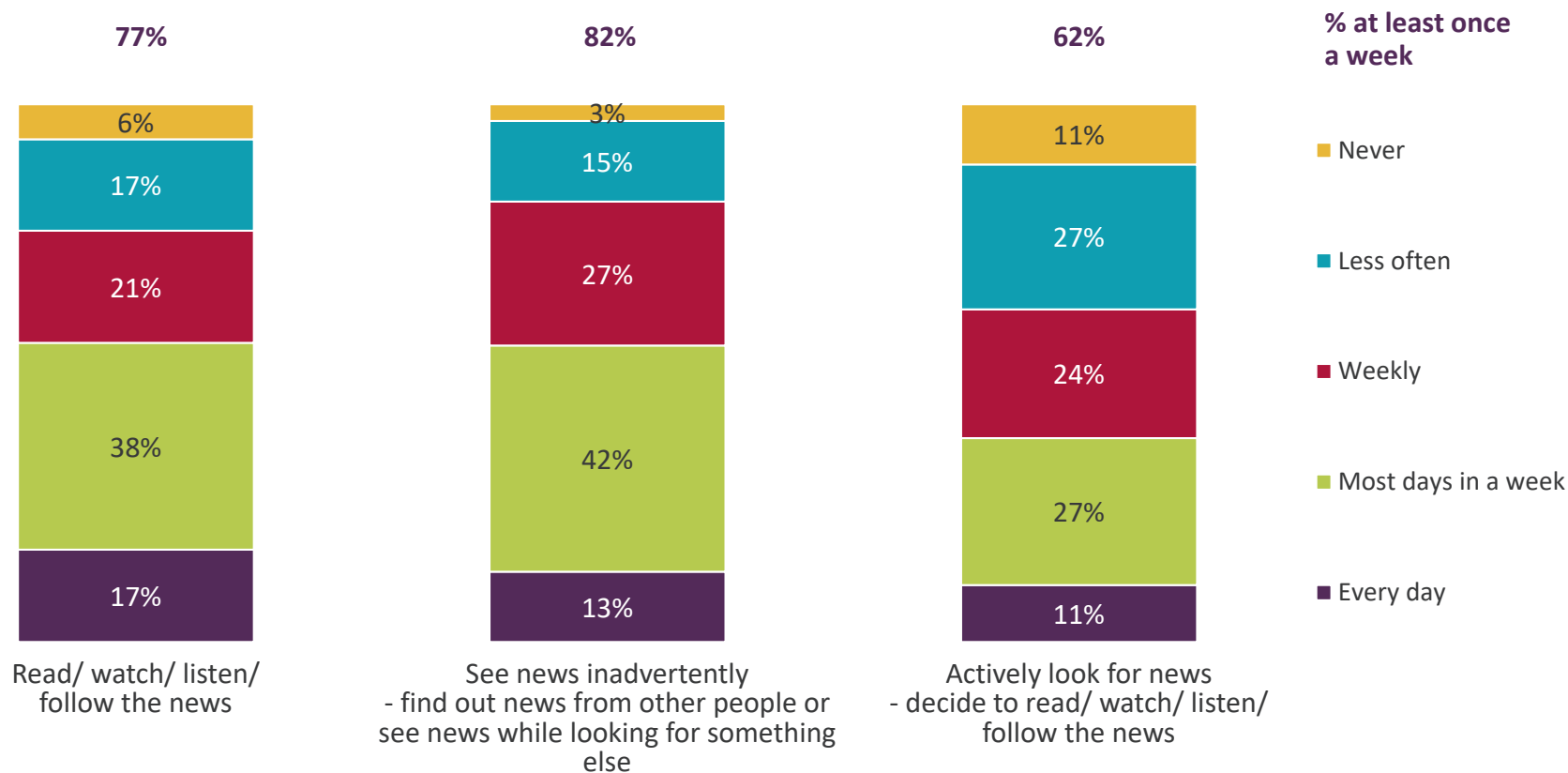
2018 Question: B3. Here are some different types of news. Which, if any, of these are you interested in? B4. Which of these types of news are you most interested in?

Base: All children aged 12-15 – 2018=1001

2017 Question: Q19. How interested are you in reading, watching, listening to or following news? Base: All children aged 12-15- 2017=500

Figure 65: Frequency of following the news among 12-15s who go online

In 2017, **38%** of children who said they were interested in news said they actively looked for news (**37%** of all children).



Source: Ofcom children News Consumption Survey 2018

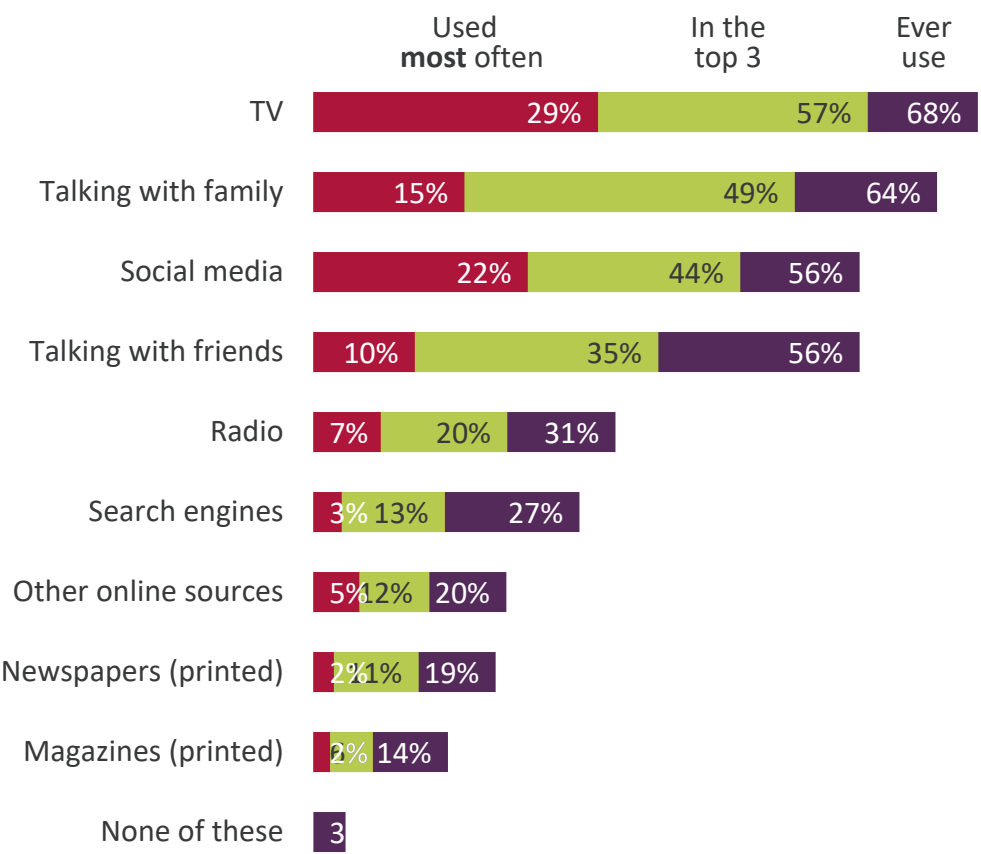
Question: B5. How often do you read, watch, listen to or follow the news? Base: All children aged 12-15 – 2018=1001

B6. Sometimes people find out about the news because others are watching, listening to or talking about it. On other occasions they may see a news story online, when they're looking for something else. How often, if at all, do you come across the news like this?

B7. Sometimes people actively look for news. For example, they decide to watch it on TV, listen to it on the radio or read it in the paper. On other occasions, they may go online to look for news, sign up to news alerts or read news updates on social media. How often, if at all do, you actively read, watch, listen to or follow the news like this?

Figure 66: Platforms used for news ‘nowadays’ among 12-15s who go online

In 2017, **46%** of children said they got news through talking to friends and family.

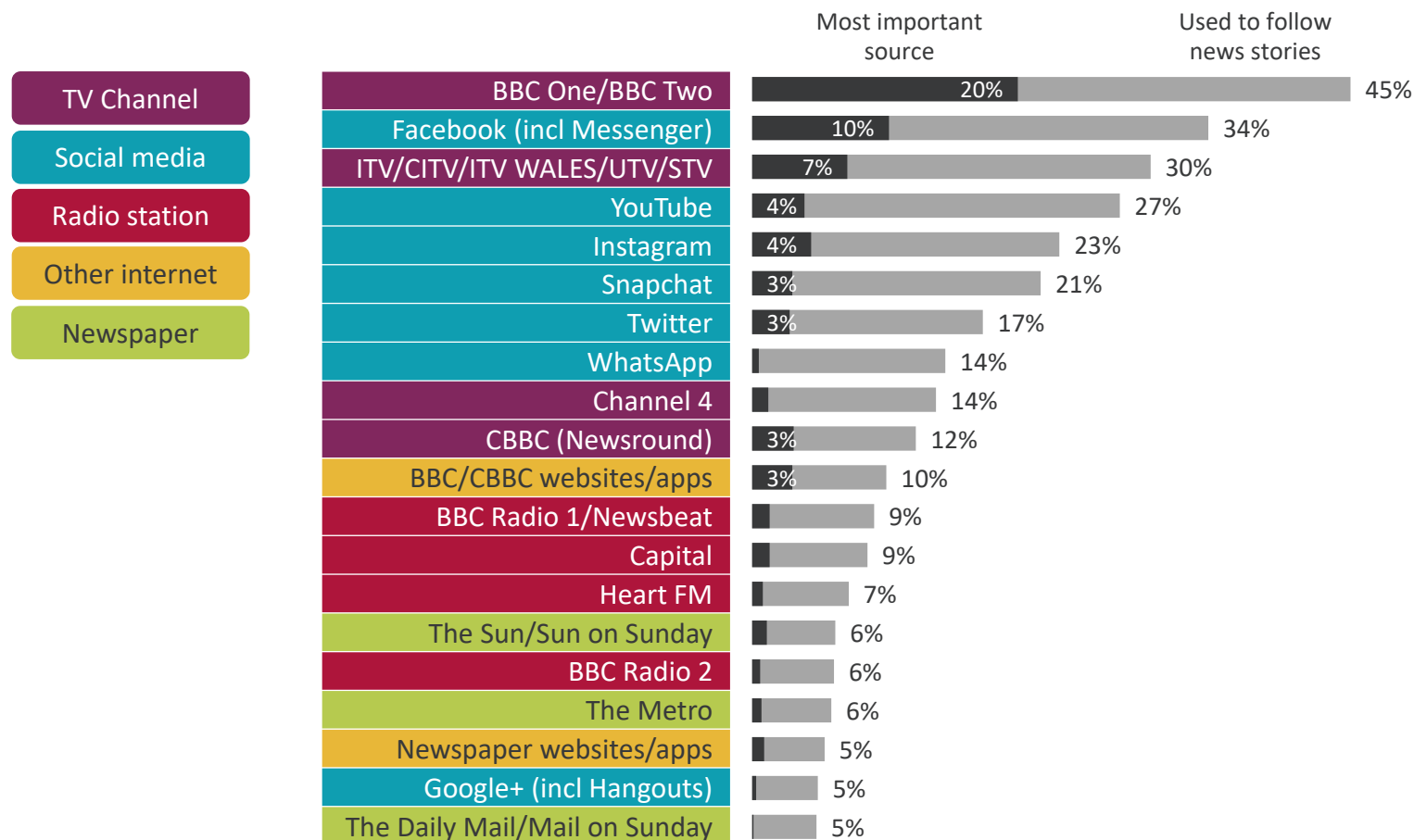


Source: Ofcom children News Consumption Survey 2018

2018: Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use? C2. And which of these ways do you use the most to get updates on news stories? Base: All children aged 12-15 – 2018=1001

2017: Question: Q23. Here is a list of different ways you can find out about or get updates on news storied. Which of these ways do you ever use? Base: All children aged 12-15 – 2017=500

Figure 67: Top 20 news sources used by 12-15s who go online



Source: Ofcom children News Consumption Survey 2018

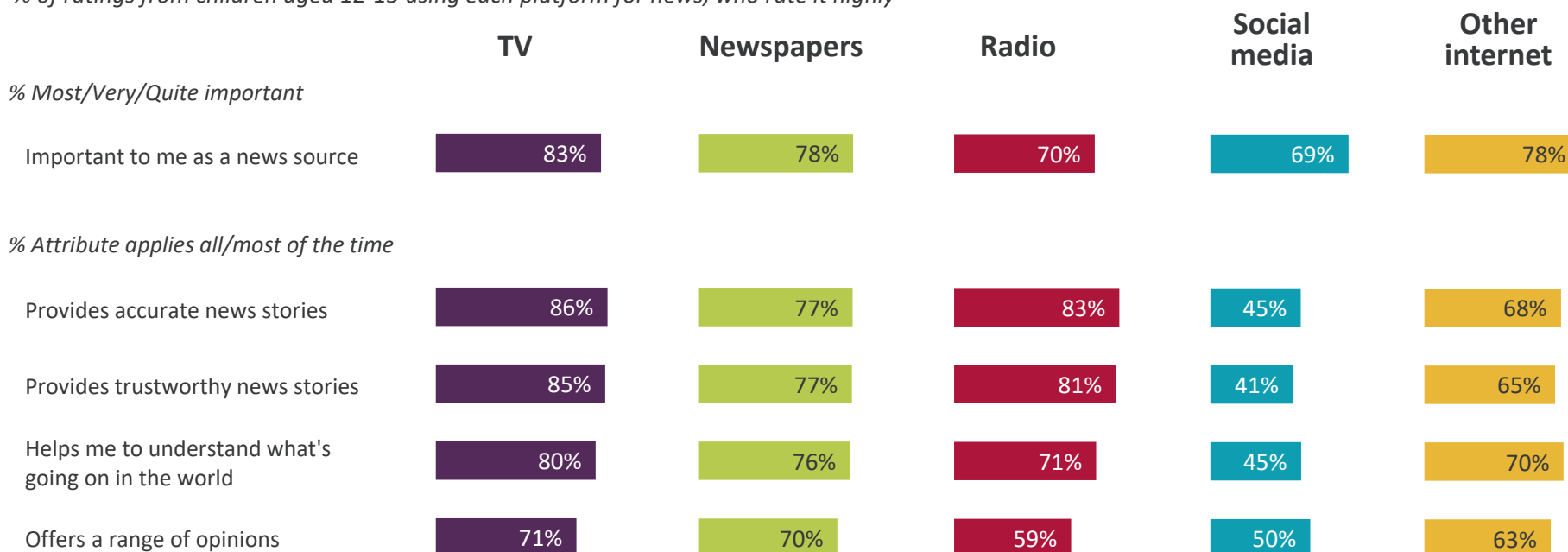
Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?

E1a. Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you?

Base: All children aged 12-15 – 2018=1001

Figure 68: Attributes of news platforms among 12-15 who go online

% of ratings from children aged 12-15 using each platform for news, who rate it highly



Source: Ofcom children News Consumption Survey 2018

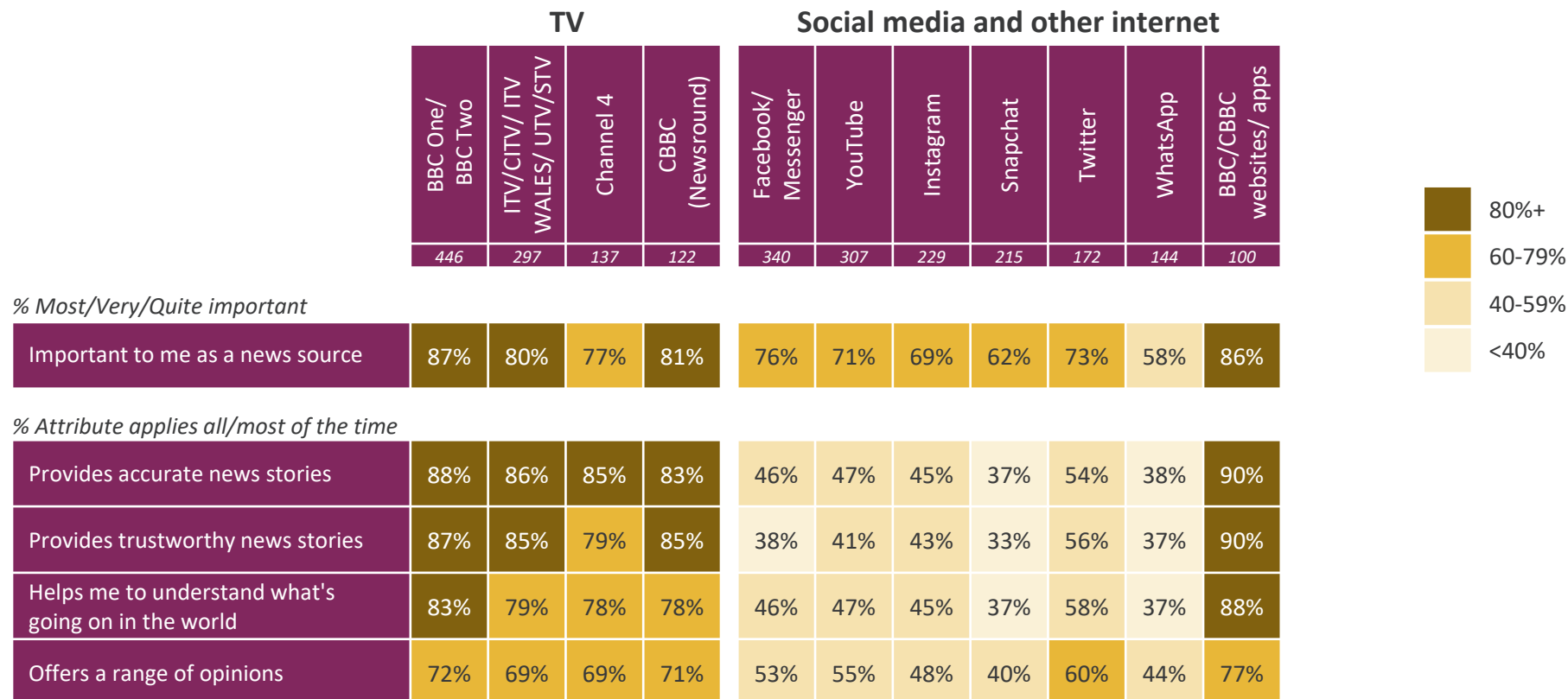
Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you.

E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources

Base: All ratings by children aged 12-15 who use each platform for news – TV=1042, Newspapers=341, Radio=454 , Social media=1463, Other internet=330

Figure 69: Attributes of news sources among 12-15s who go online

% of children aged 12-15 using each source for news, who rate it highly



Source: Ofcom children News Consumption Survey 2018

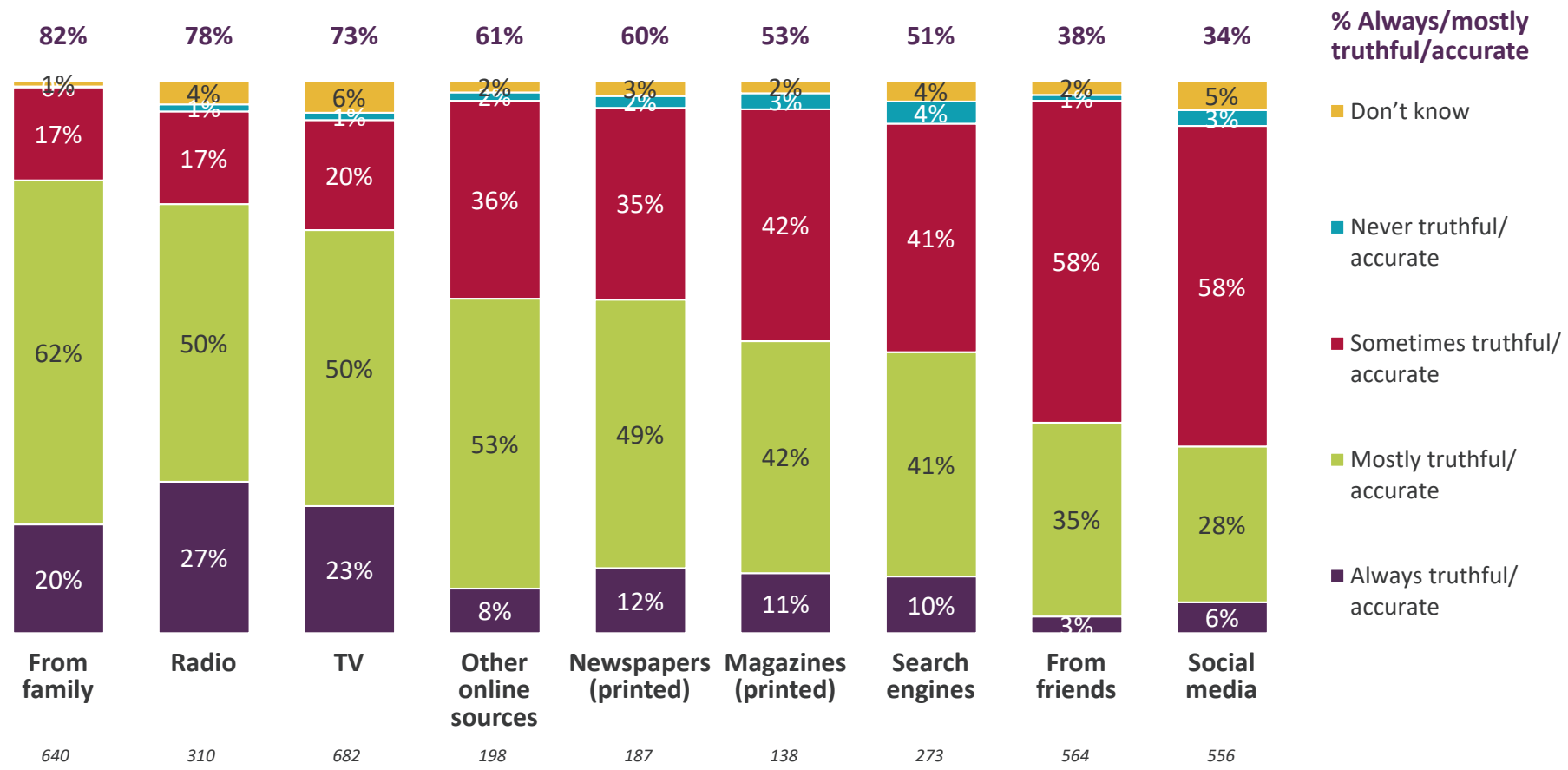
Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you

E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources

Base: All children aged 12-15 who use each source for news (bases shown above, only sources used by 100+ respondents included)

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

Figure 70: Perceived accuracy of news stories from each platform among 12-15s who go online

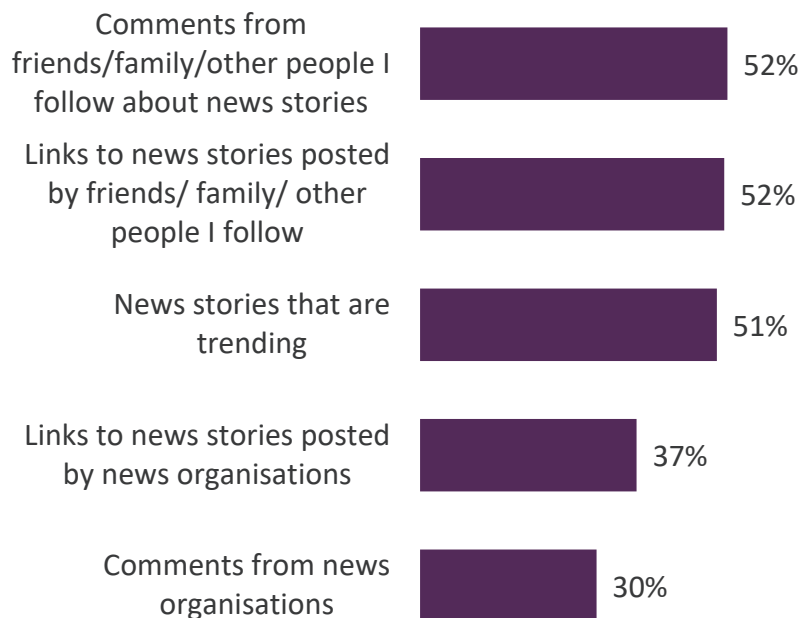


Source: Ofcom children News Consumption Survey 2018
Question: C4. Which one of these answers best describes the news that you read or see?
C5/6. When you hear about news stories from your [friends / family], how likely do you think the stories are to be accurate?
Base: All children aged 12-15 who use each platform for news (bases shown above)

Figure 71: How news is accessed via social media, and actions normally taken when accessing news on social media, among 12-15s who go online

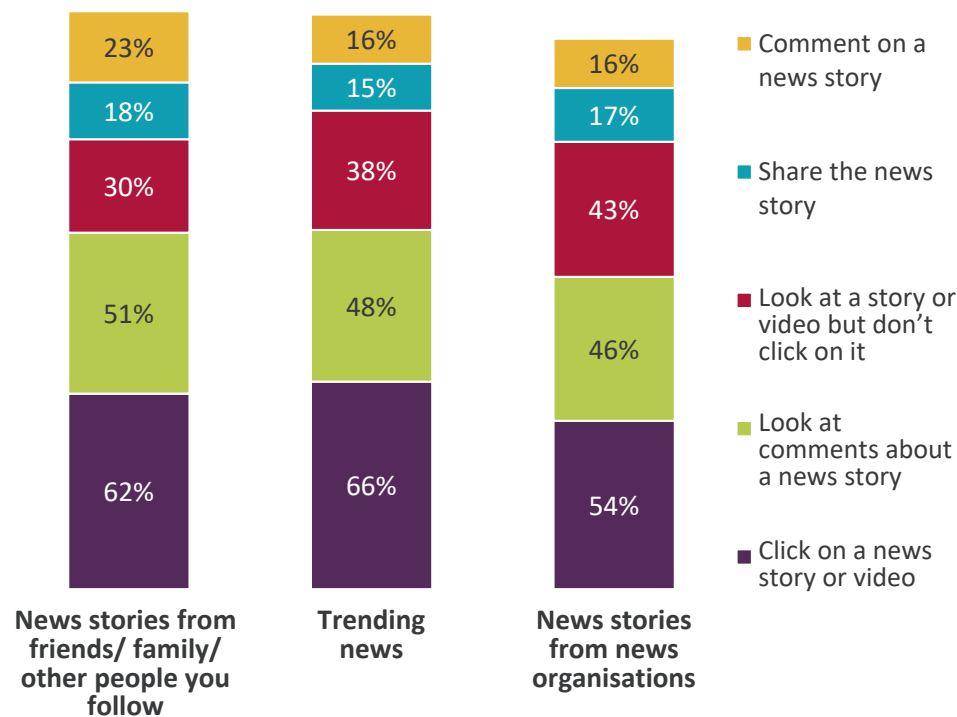
How news is accessed via social media

All children aged 12-15 using any social media to follow news



Actions normally taken when accessing news on SM

All accessing news from each source on social media



Source: Ofcom children News Consumption Survey 2018

Question: C7. Which, if any, of the following do you read or see on the social media sites or apps you use most often?

Base: All using social media to follow news – 2018=556

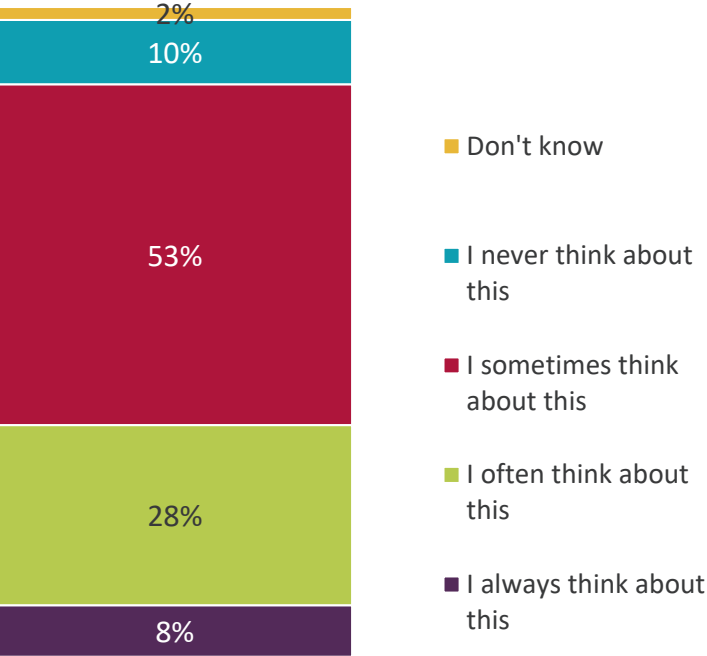
C8. Which, if any, of the following do you do when you read or see XXXX on social media sites or apps?

Base: All accessing news from each source via social media – News stories from friends/family/other people=409, Trending news=281, News organisations=274

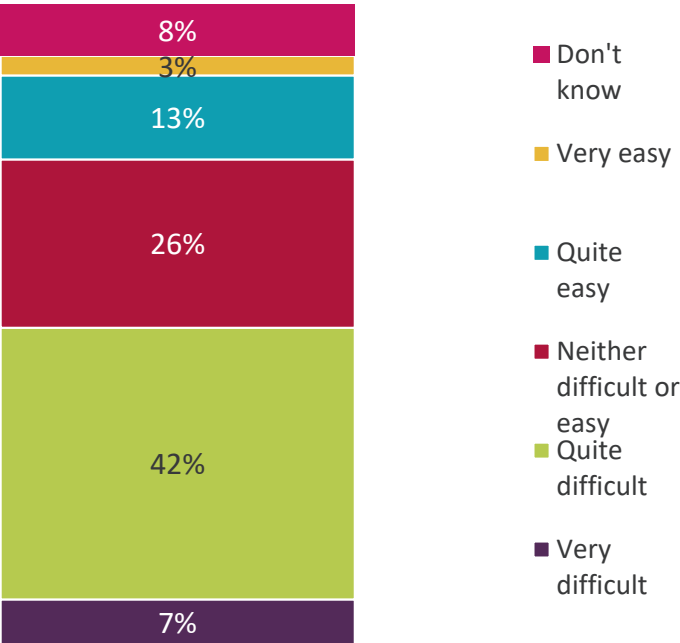
Note: Columns do not sum to 100% (this was a multi-code question)

Figure 72: Accuracy of news stories accessed via social media among 12-15s who go online

How often children think about whether a news story on social media is accurate



How easy it is to tell whether a news story on social media is accurate



Source: Ofcom children News Consumption Survey 2018
2018: Question: C9a. When you read or see a news story on social media sites or apps, how often, if at all do you think about whether the story is actually true? C10. How easy or difficult is it to tell whether a news story on social media is true? Base: All using social media to follow news – 2018=556
2017: Question: Q26. When you read or see a news story on social media sites or apps how often, if at all do you think about whether the story is actually true? Q27. How easy or difficult is it to tell whether a news story on social media is true? Base: All who use social media as a news source – 2017=262

Figure 73: Awareness of fake news, and actions taken, among 12-15s who go online

Awareness of 'fake news'

All children aged 12-15



78% have **ever heard** of 'fake news' (22% had not heard of fake news)



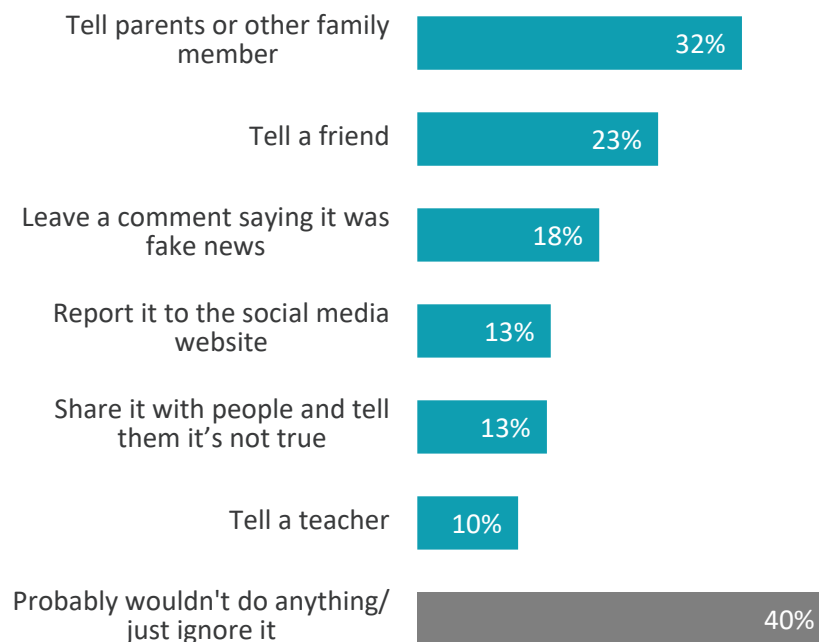
74% are **aware of its meaning** as 'false/made up news stories written deliberately to mislead people' (26% were not aware)



43% have **seen a news story** online or on social media that they thought was 'fake news' (57% had not seen fake news)

Actions might take if saw a 'fake news' story online

All children aged 12-15 aware of 'fake news'



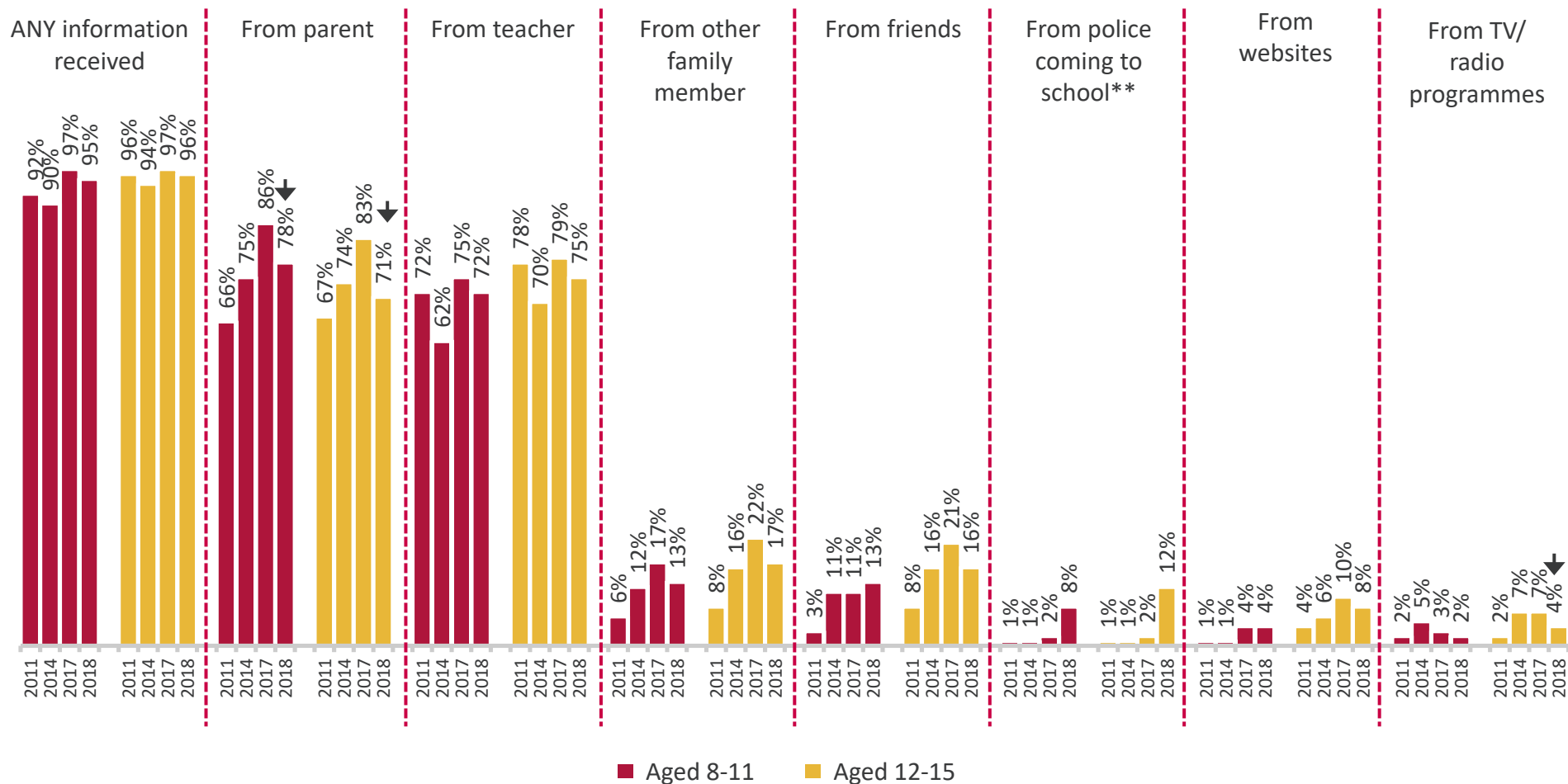
Source: Ofcom children News Consumption Survey 2018

Question: C12. Have you ever heard of 'fake news'? C13. Fake news stories are those that are false or made up that can appear on websites or on social media as well as on TV, radio or in newspapers. They are written deliberately to mislead people. Is this what you thought 'fake news' was? C14. Have you ever seen anything online or on social media that you thought was a 'fake news' story? Base: All children aged 12-15 – 2018=1001

C15. If you did see a story on social media or online that you thought was 'fake news' what, if anything would you do about it? Base: All aware of 'fake news' =785

A9. Children's negative experiences and risky behaviour

Figure 74: Children stating they have been given any information or advice about how to use the internet safely, among those who go online at home (2011) or elsewhere (2014, 2017, 2018), by age

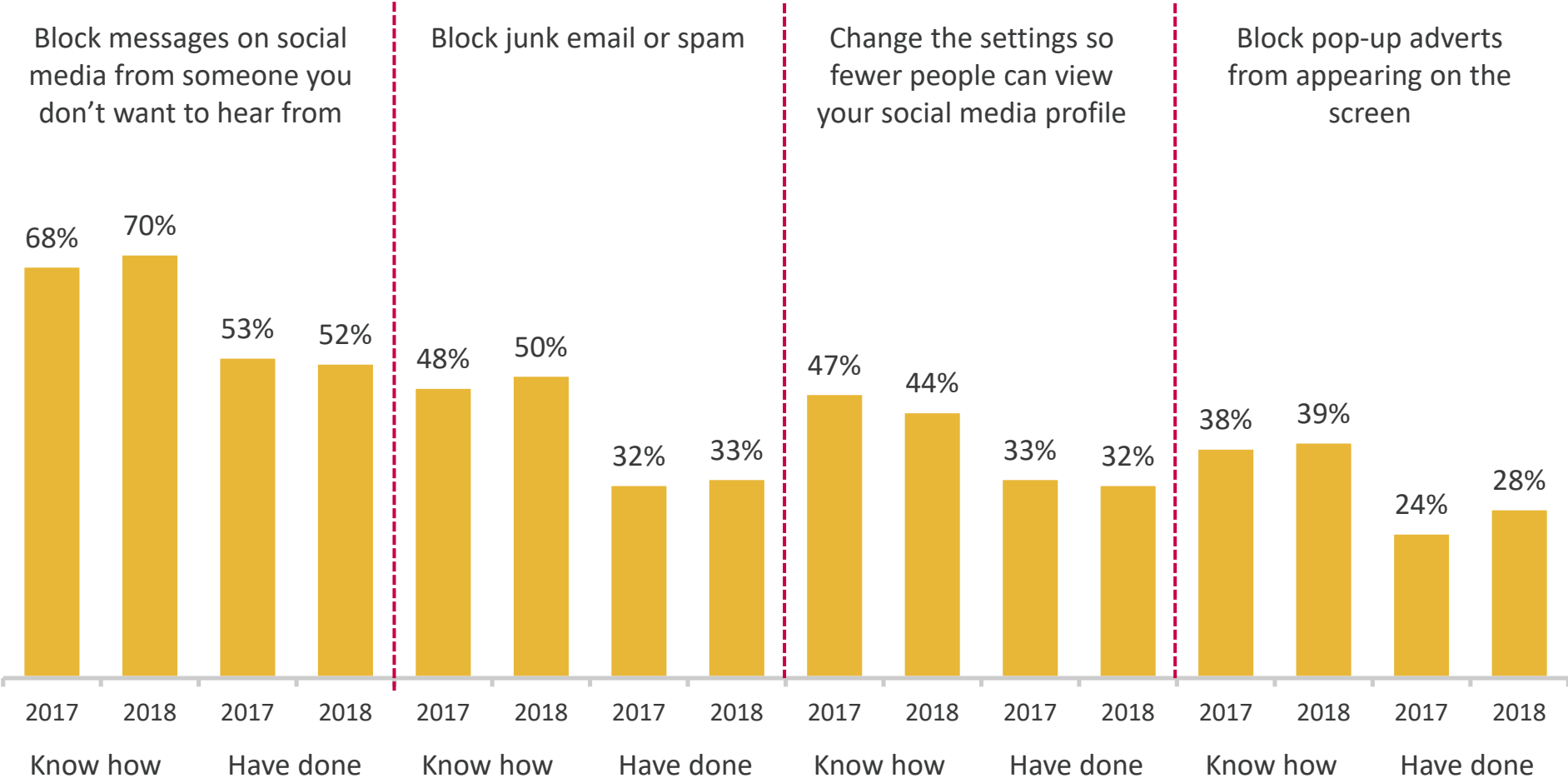


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC34 – Has anyone ever told you about how to use the internet safely (since 2017)/ Has anyone ever told you about how being online can sometimes be a bit risky or dangerous? (2016)/ Have you ever been given any information or advice about the risks of being online (2015)/ risks while you are online (2014)/ how to stay safe when you are online (2010-2012)? (unprompted responses, multi coded) Showing responses from more than 2% of all 8-15s who go online.** The option to code 'police' was included in the codeframe for the first time in 2018 so has not been tested for significance.

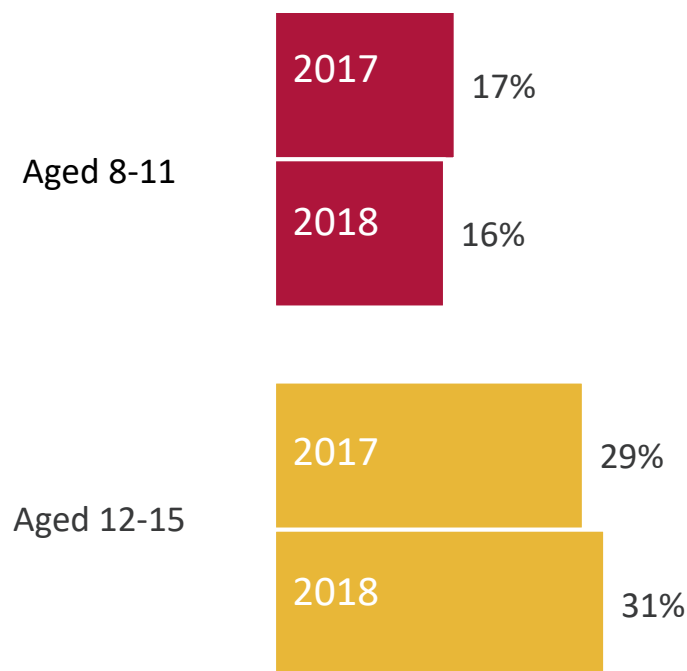
Base: Children aged 8-15 who go online (456 aged 8-11, 480 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 75: Experience of ‘safe’ online measures among children aged 12-15: 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC57/ QC58– Do you know how to do any of these things online?/ This list shows the things the you just said you know how to do online. If you have ever done any of them please choose them again. (prompted responses, multi coded)
Base: Children aged 12-15 who go online who opted to answer the question (440)

Figure 76: Child's claimed experience of having ever seen any online content that they considered worrying or nasty that they didn't like, by age: 2017, 2018

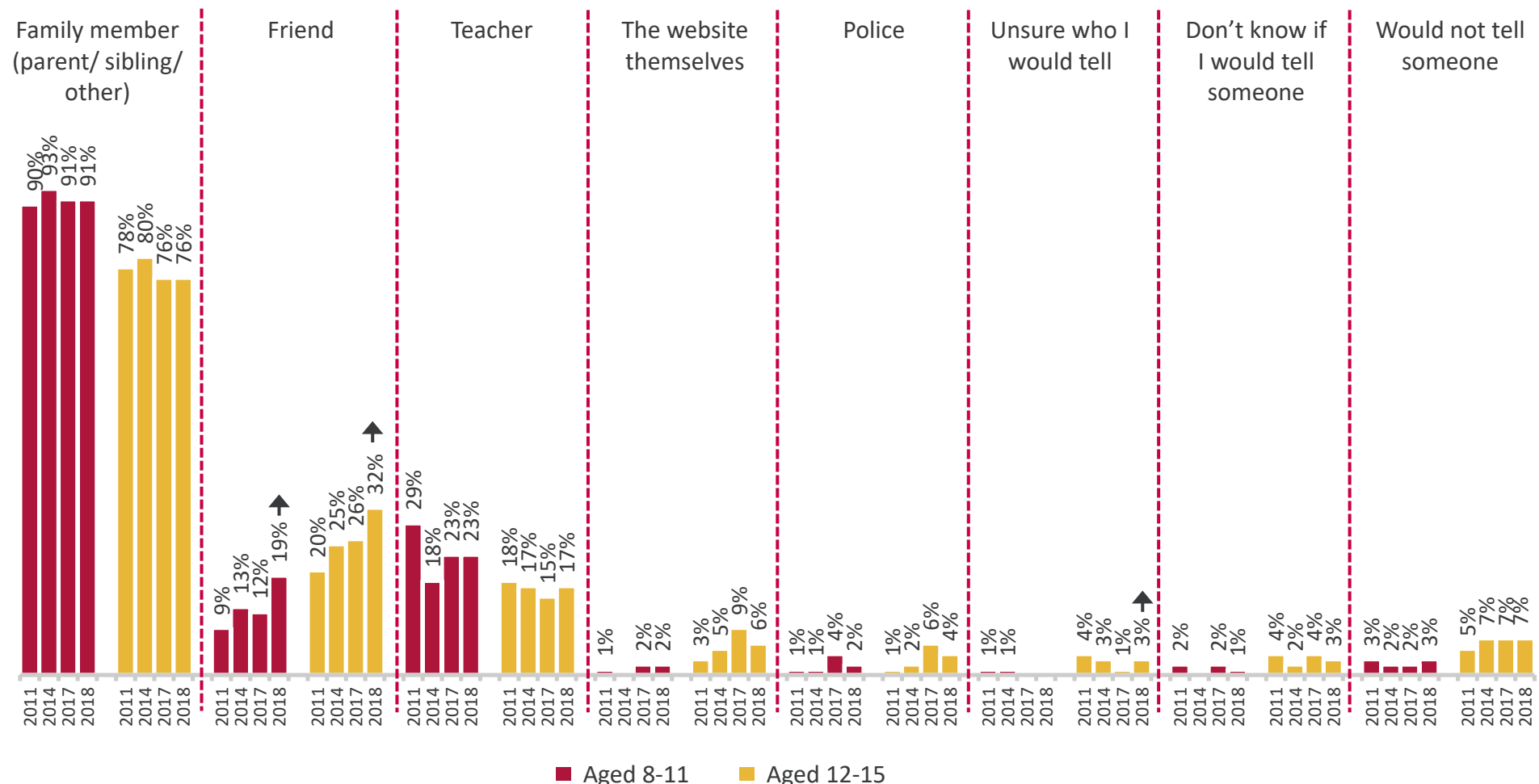


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC31 – And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (unprompted responses, single coded)

Base: Children aged 8-15 who go online (456 aged 8-11, 480 aged 12-15).

Figure 77: Reporting online content considered by the child to be worrying or nasty, by age: 2011, 2014, 2017, 2018



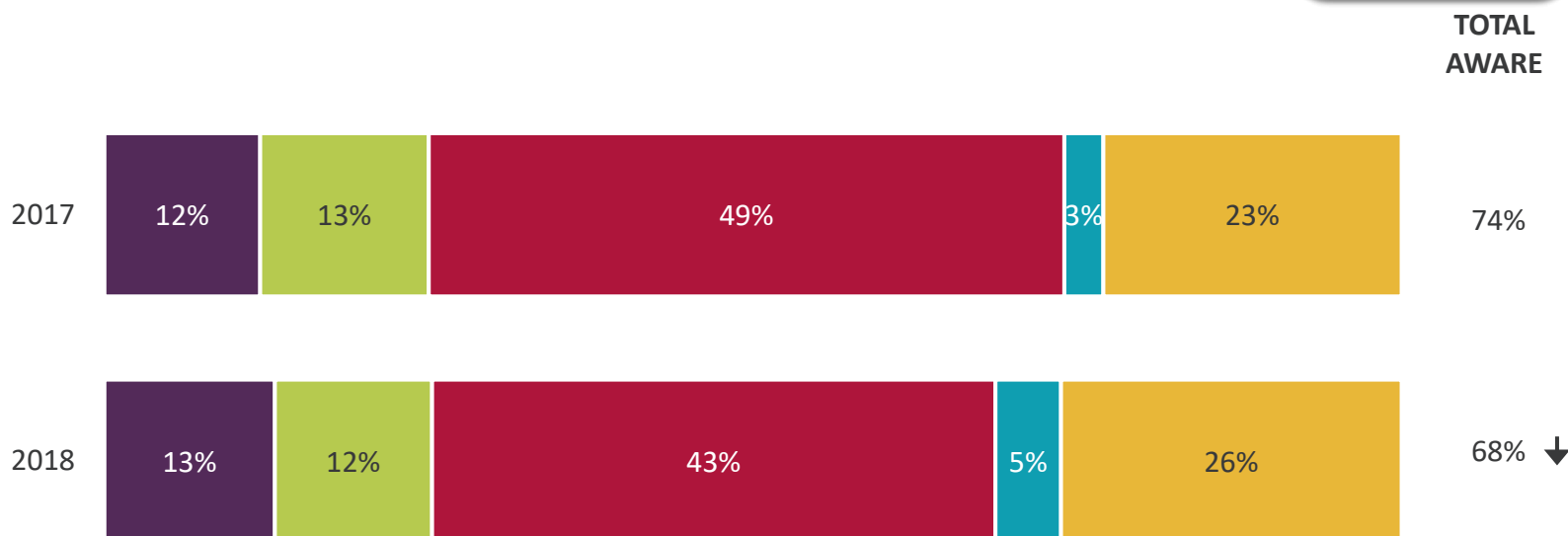
■ Aged 8-11 ■ Aged 12-15

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC30 – When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like, would you tell someone about it? IF YES – Who would you tell? (Shows unprompted responses from >2% of all internet users aged 8-15) (unprompted responses, multi coded)

Base: Children aged 8-15 who go online (456 aged 8-11, 480 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 78: Awareness and use of online reporting function for worrying or nasty online content, among 12-15s: 2017, 2018

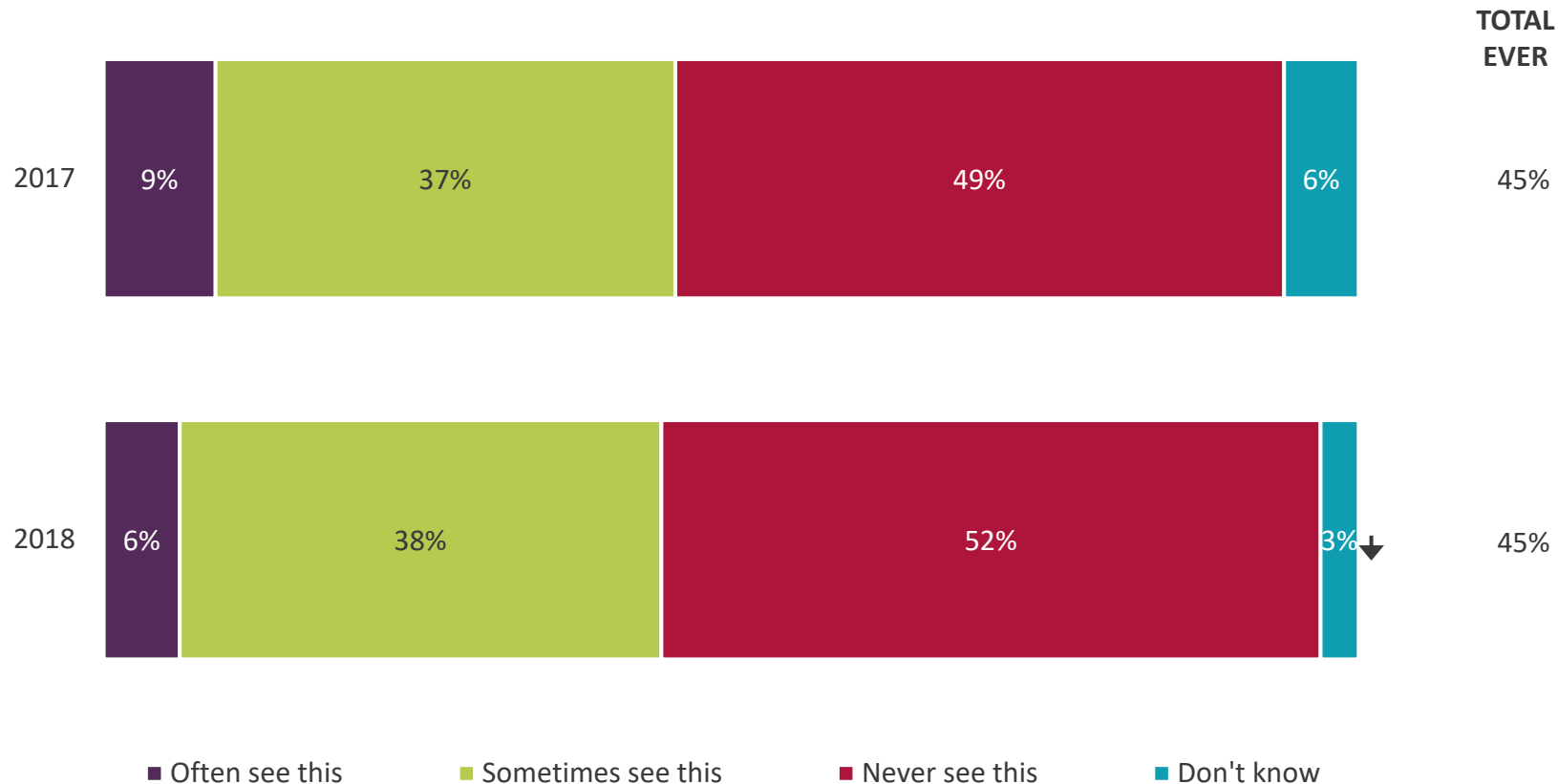


- Ever reported something they have seen online that they considered was worrying or nasty
- Seen something worrying or nasty but not reported it
- Aware of online reporting function but not seen anything worrying or nasty
- Not aware of online reporting function and seen something worrying/ nasty
-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

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

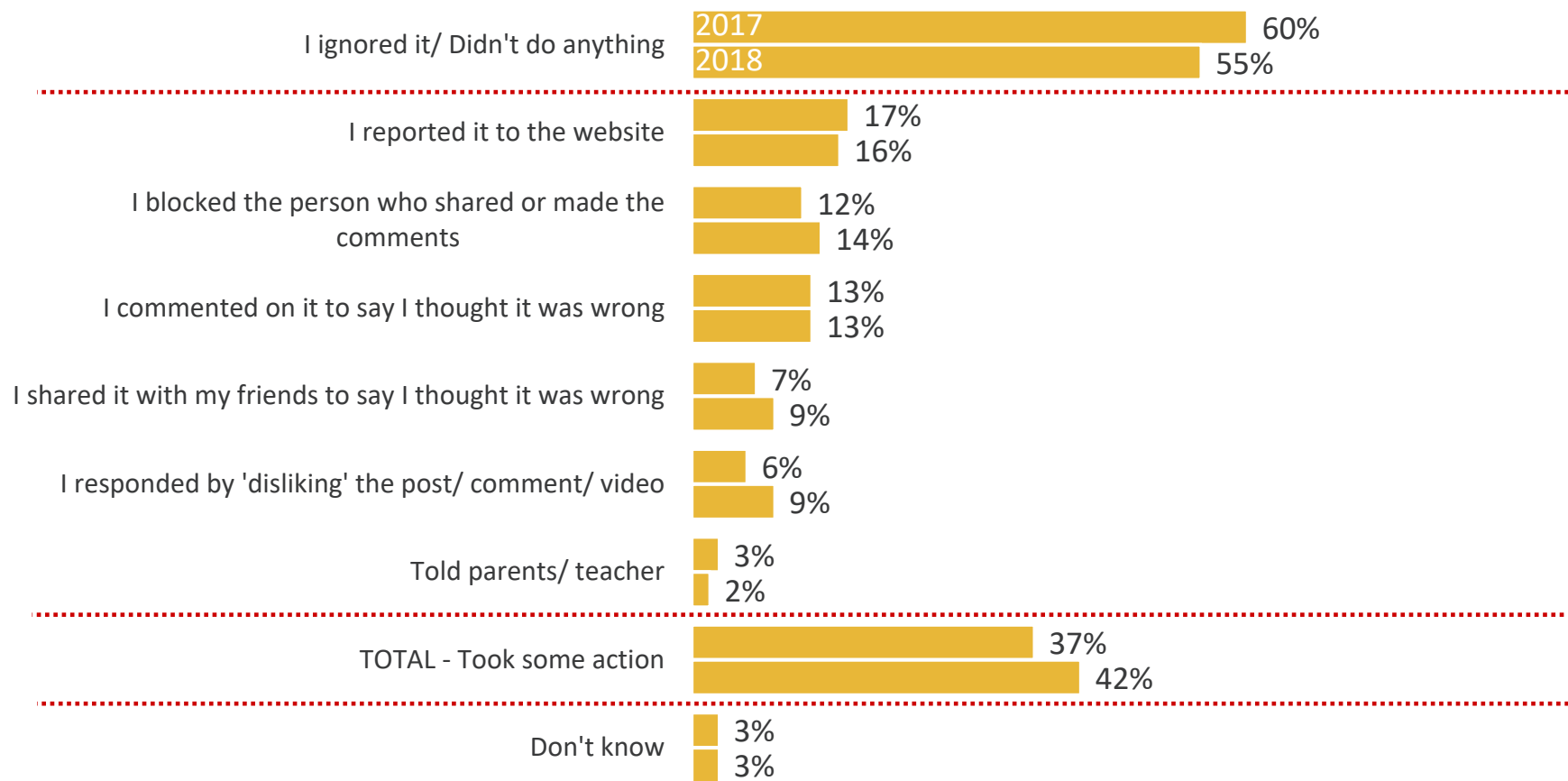
QC32/ QC33 – Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty?
IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content/ Have you ever used this report function to report what you saw online that you found worrying or nasty? (unprompted responses, single coded)
Base: Children aged 12-15 who go online (480). Significance testing shows any change between 2017 and 2018.

Figure 79: Internet users aged 12-15 who say they have encountered hateful content online in the past 12 months: 2017, 2018



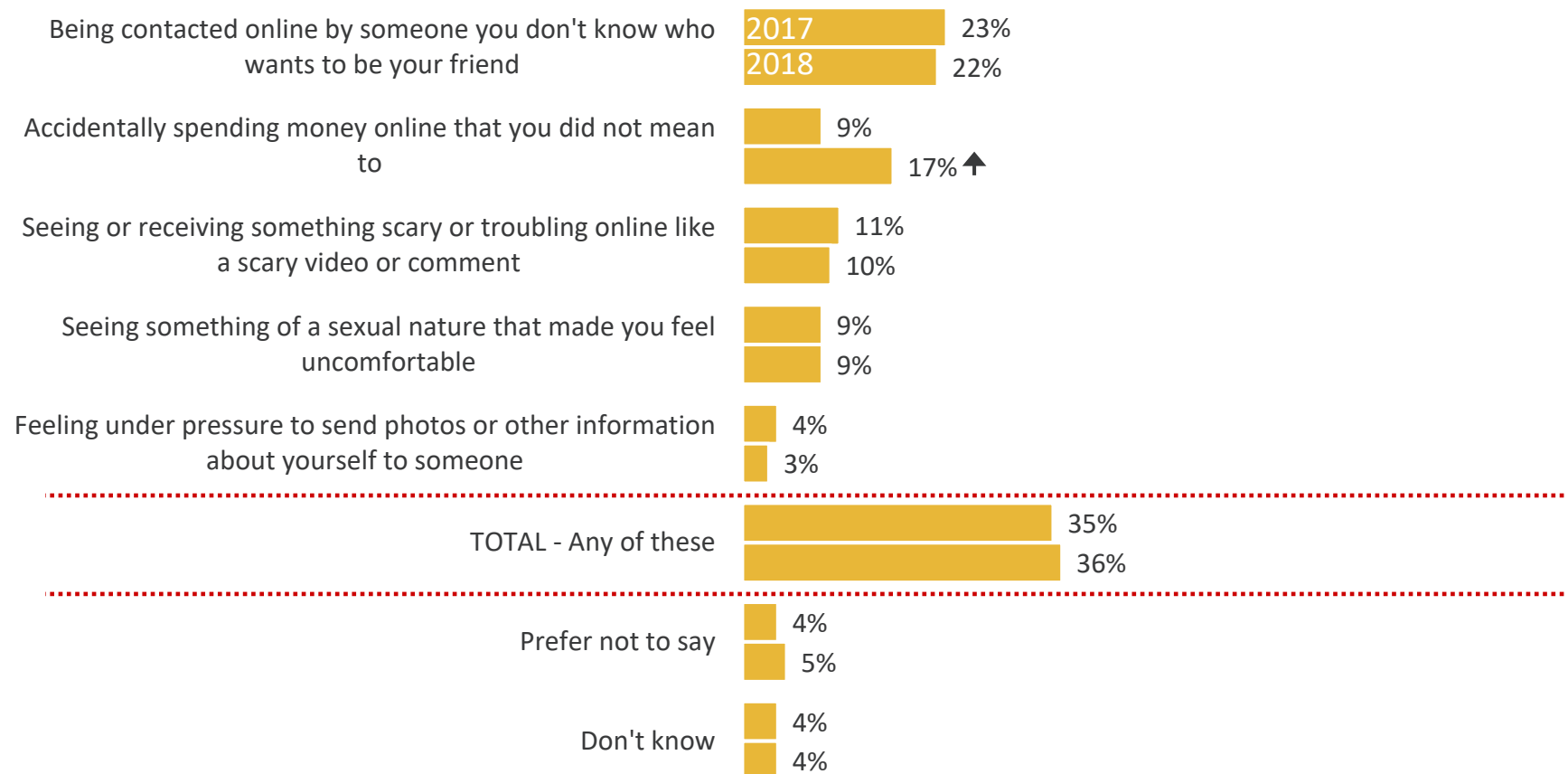
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC59 – In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube (prompted responses, single coded)
Base: Children aged 12-15 who go online (450). Significance testing shows any change between 2017 and 2018.

Figure 80: Actions taken as a result of seeing hateful content online among 12-15s: 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC60 – What if anything did you do after you saw the most recent example of something hateful online? (prompted responses, multi coded)
Base: Children aged 12-15 who have ever seen hate speech online (205).

Figure 81: Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2017, 2018



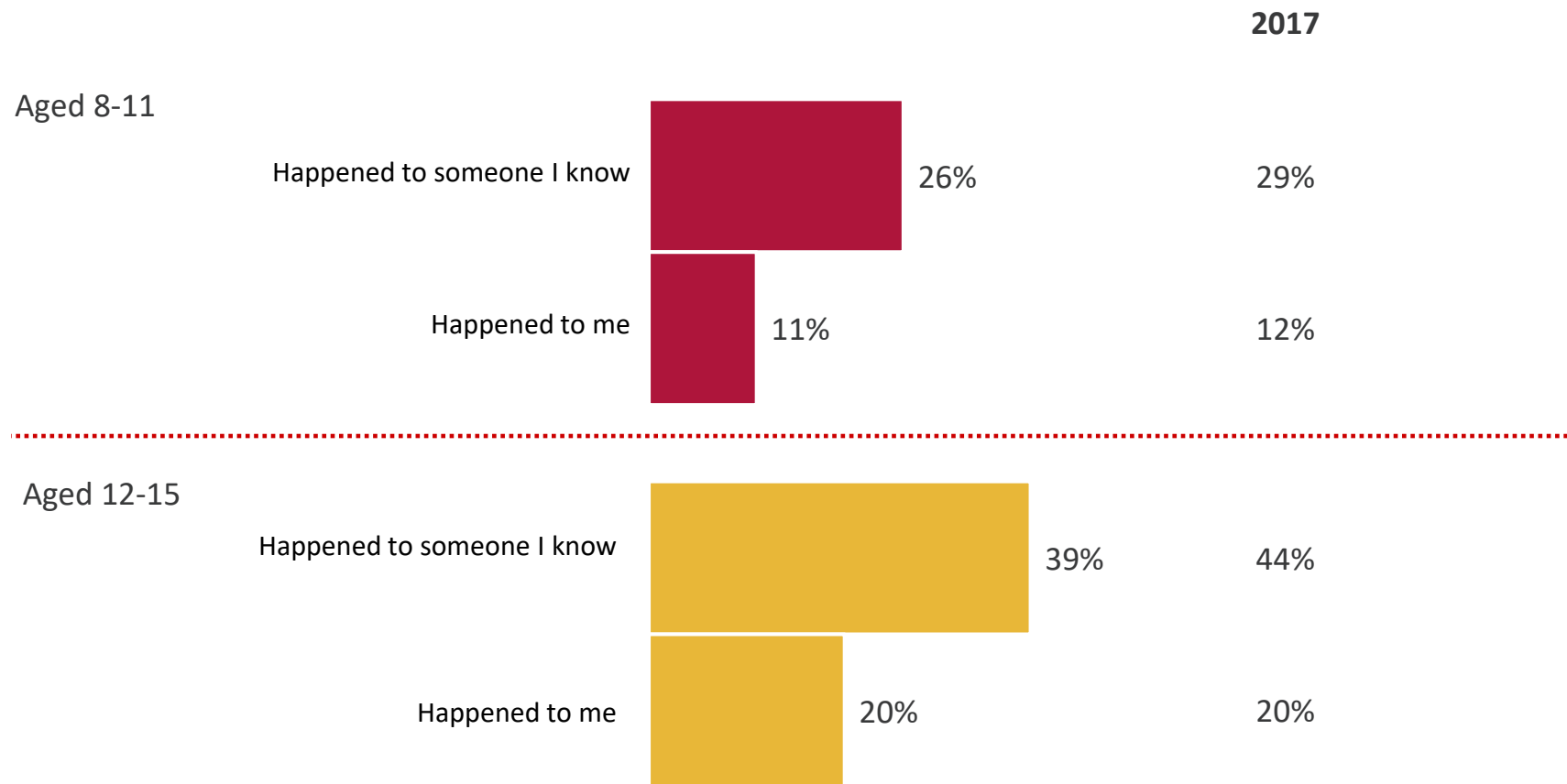
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QC56 – Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone (prompted responses, multi coded)

Base: Children aged 12-15 who opted to answer the question (444).

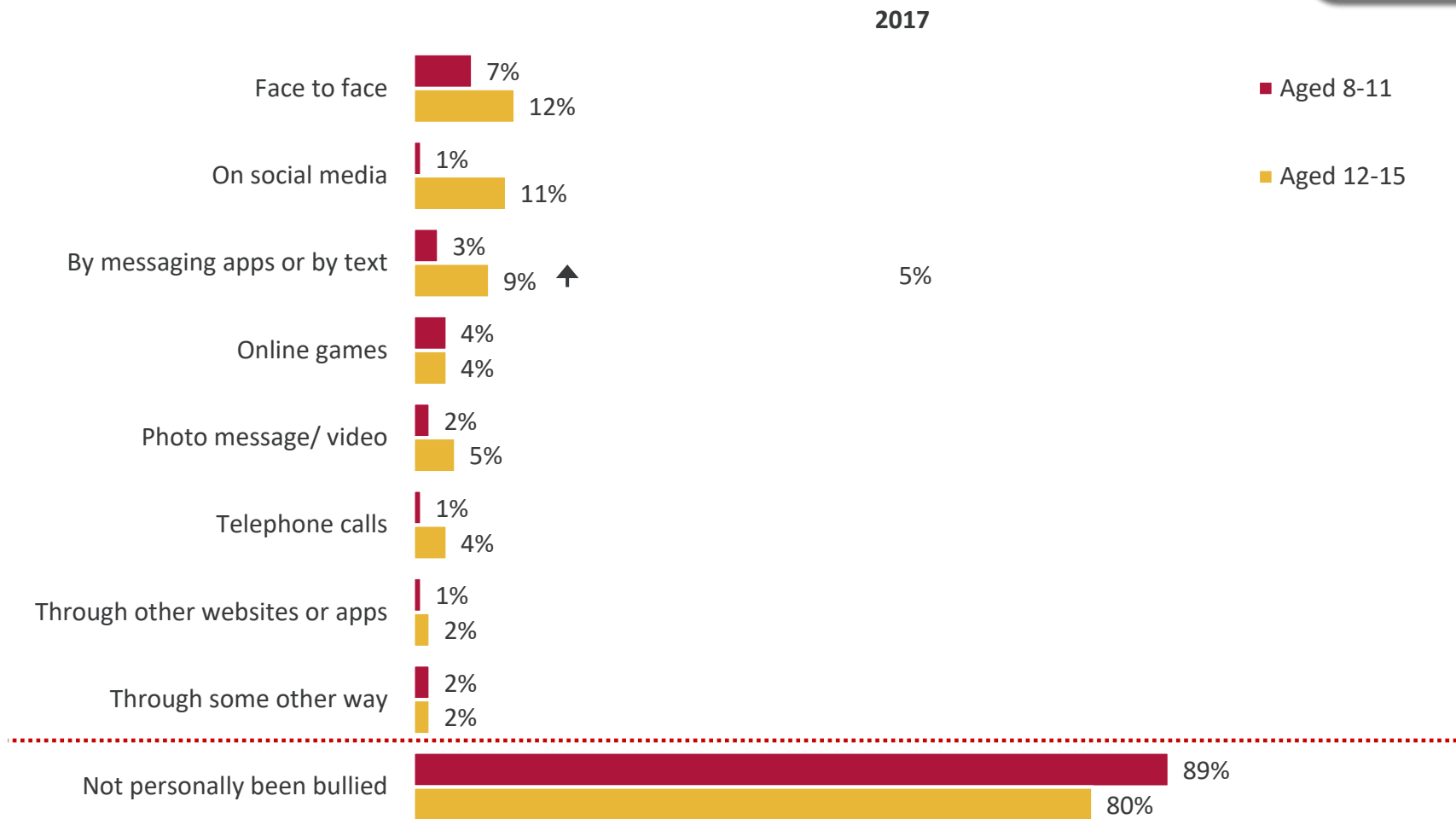
Significance testing shows any change between 2017 and 2018.

Figure 82: Experience of being bullied, by age: 2017, 2018



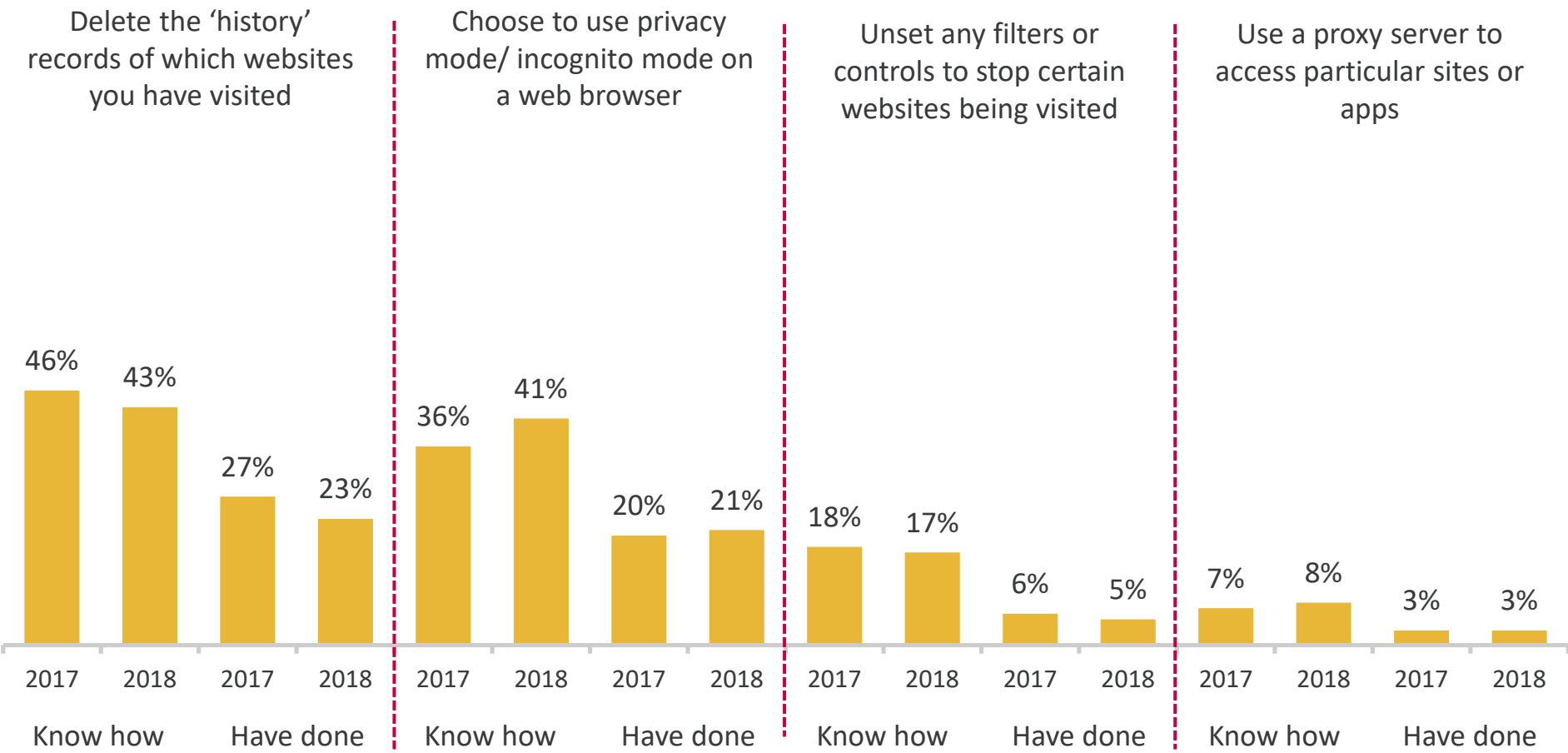
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC53/ QC54 – (DESCRIPTION OF ‘BULLYING’ SHOWN TO CHILD ON TABLET SCREEN) Has this ever happened to anyone you know? / And has this ever happened to you?
(prompted responses, single coded)
Base: Children aged 8-15 who opted to answer the question (429 aged 8-11, 444 aged 12-15).

Figure 83: Type of bullying experienced, by age: 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC55 - When somebody was nasty or hurtful to you did it happen in any of these ways? (prompted responses, multi coded)
Base: Children aged 8-15 who opted to answer the question (429 aged 8-11, 439 aged 12-15).
Significance testing shows any change between 2017 and 2018.

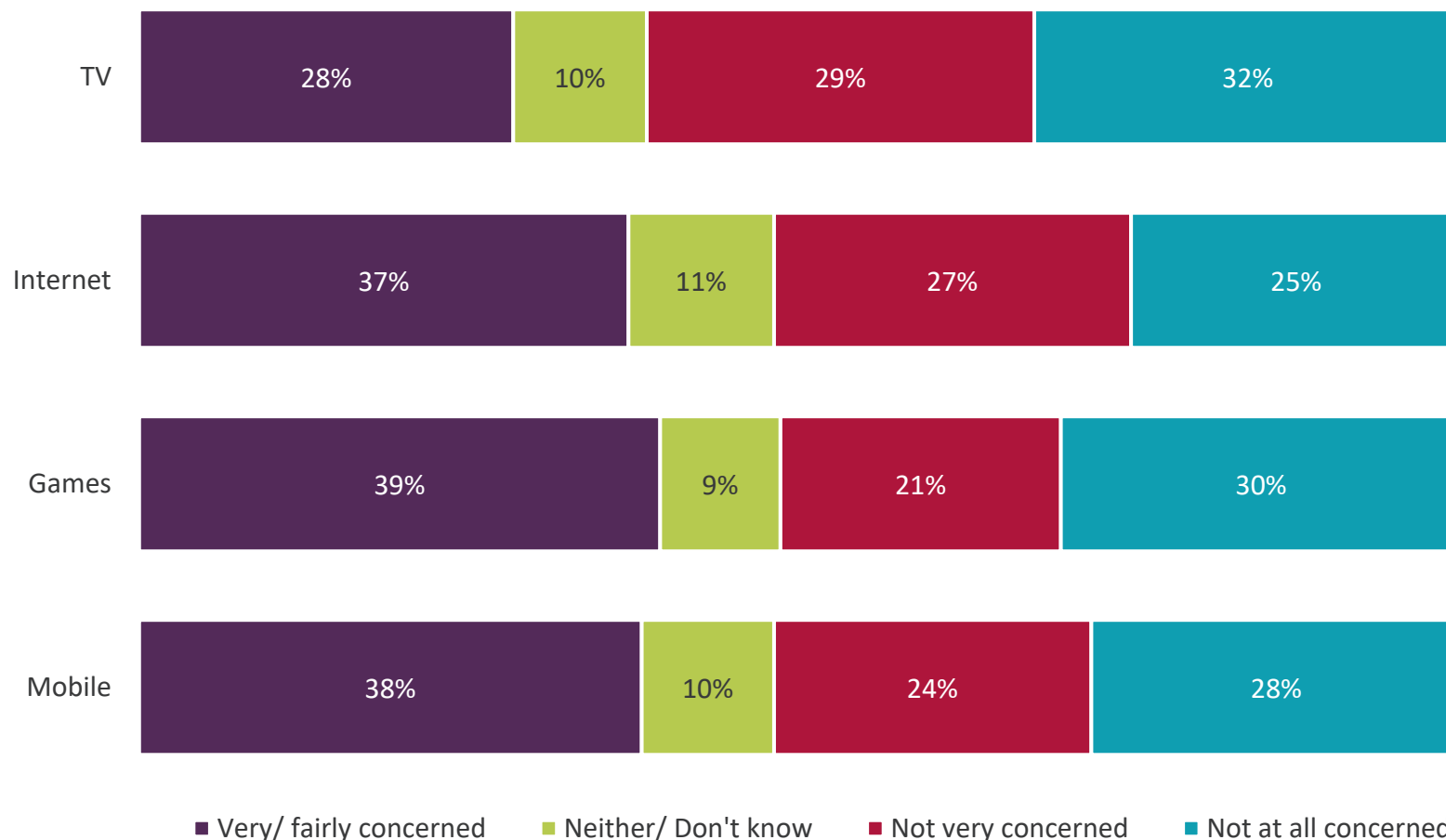
Figure 84: Experience of ‘risky’ online measures among children aged 12-15: 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QC57/ QC58– Do you know how to do any of these things online?/ This list shows the things the you just said you know how to do online. If you have ever done any of them please choose them again. (prompted responses, multi coded)
Base: Children aged 12-15 who go online who opted to answer the question (440)

A10. Parents' attitudes and concerns

Figure 85: Concerns about time spent using media, among parents of 5-15s using each medium: 2018

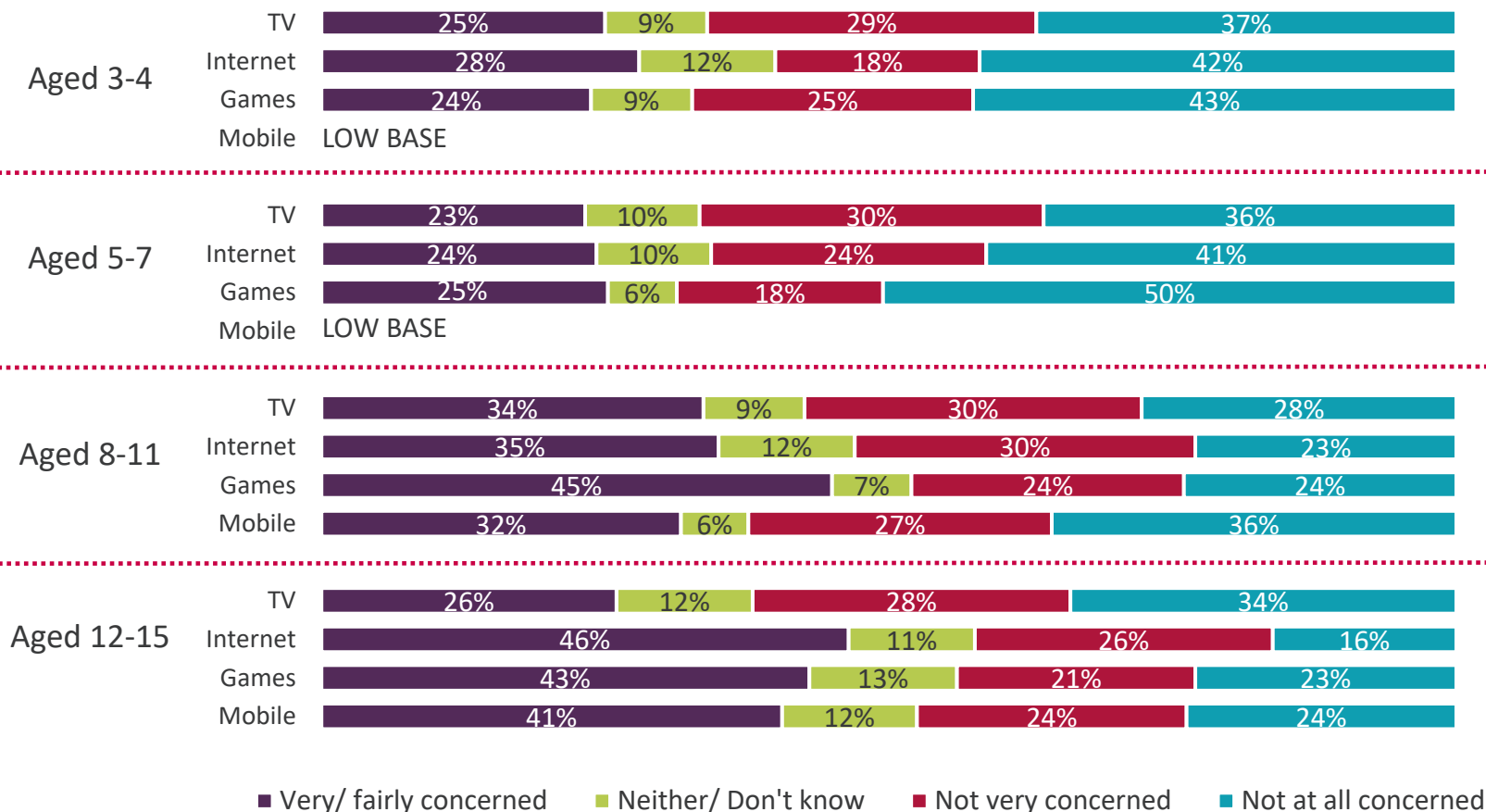


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13B/ QP51B/ QP74B/ QP60A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ game playing/ mobile phone use (prompted responses, single coded)

Base: Parents of children whose child watches TV (1411 aged 5-15)/ goes online (1304 aged 5-15)/ plays games (1012 aged 5-15)/ with their own mobile phone (627 aged 5-15).

Figure 86: Concerns about time spent using media, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2018

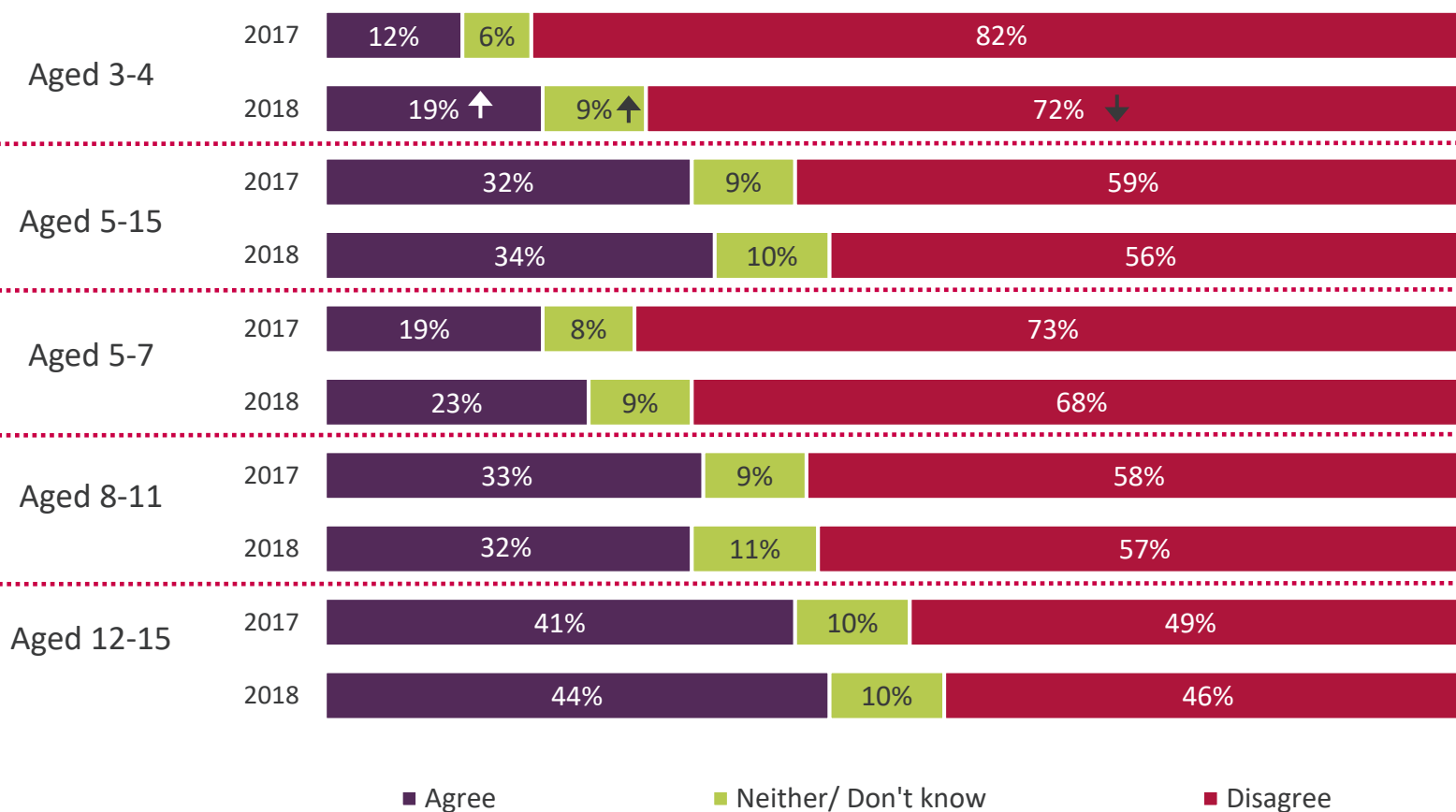


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13B/ QP51B/ QP74B/ QP60A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing/ mobile phone use (prompted responses, single coded)

Base: Parents of children whose child watches TV (616 aged 3-4, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15)/ goes online (328 aged 3-4, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15)/ plays games (228 aged 3-4, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15)/ with their own mobile phone (183 aged 8-11, 415 aged 12-15).

Figure 87: Parental agreement with “I find it hard to control my child’s screen time”, by age: 2017, 2018

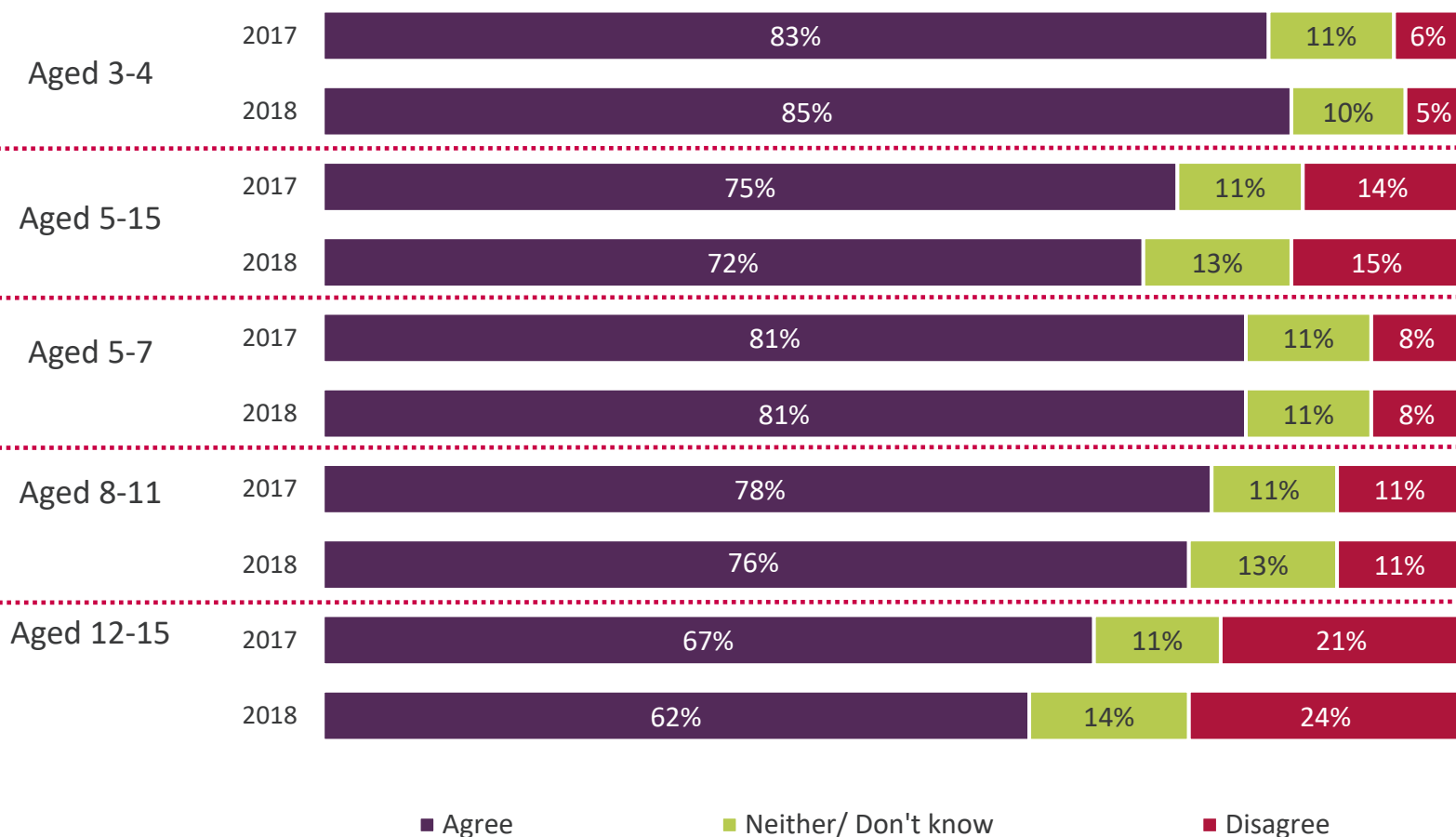


Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP75A – I’d now like to ask you some questions about your child’s screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.

Base: Parents of children aged 3-4 (630) or 5-15 (1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 88: Parental agreement with “I think my child has a good balance between screen time and doing other things”, by age: 2017, 2018



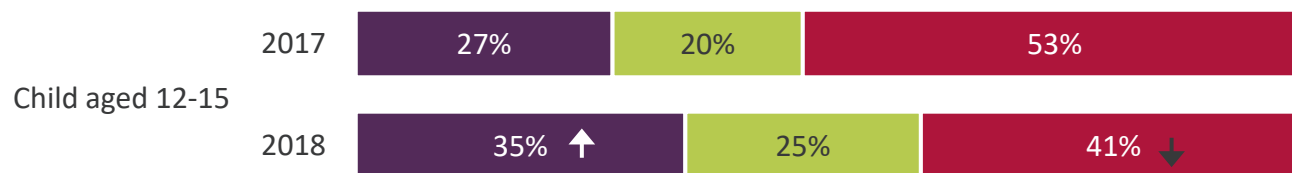
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP75B – I'd now like to ask you some questions about your child's screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.

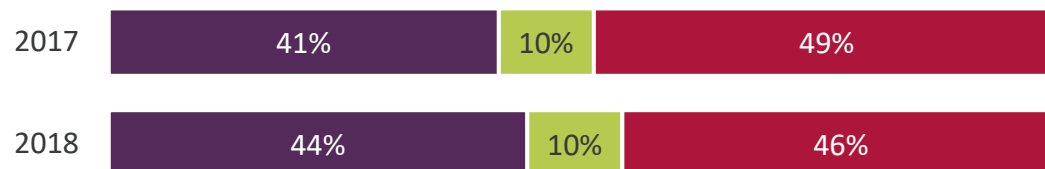
Base: Parents of children aged 3-4 (630) or 5-15 (1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15).

Figure 89: Agreement with attitudinal statements about screen time for children aged 12-15, child and parent response: 2017, 2018

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

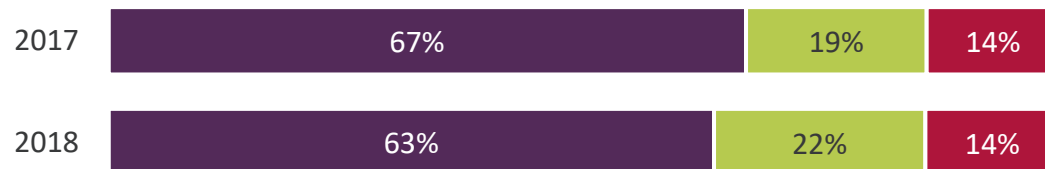


Parent

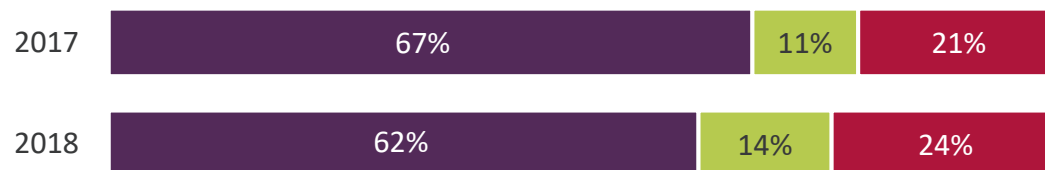


I think I have/ my child has a good balance between screen time and doing other things

Child aged 12-15



Parent



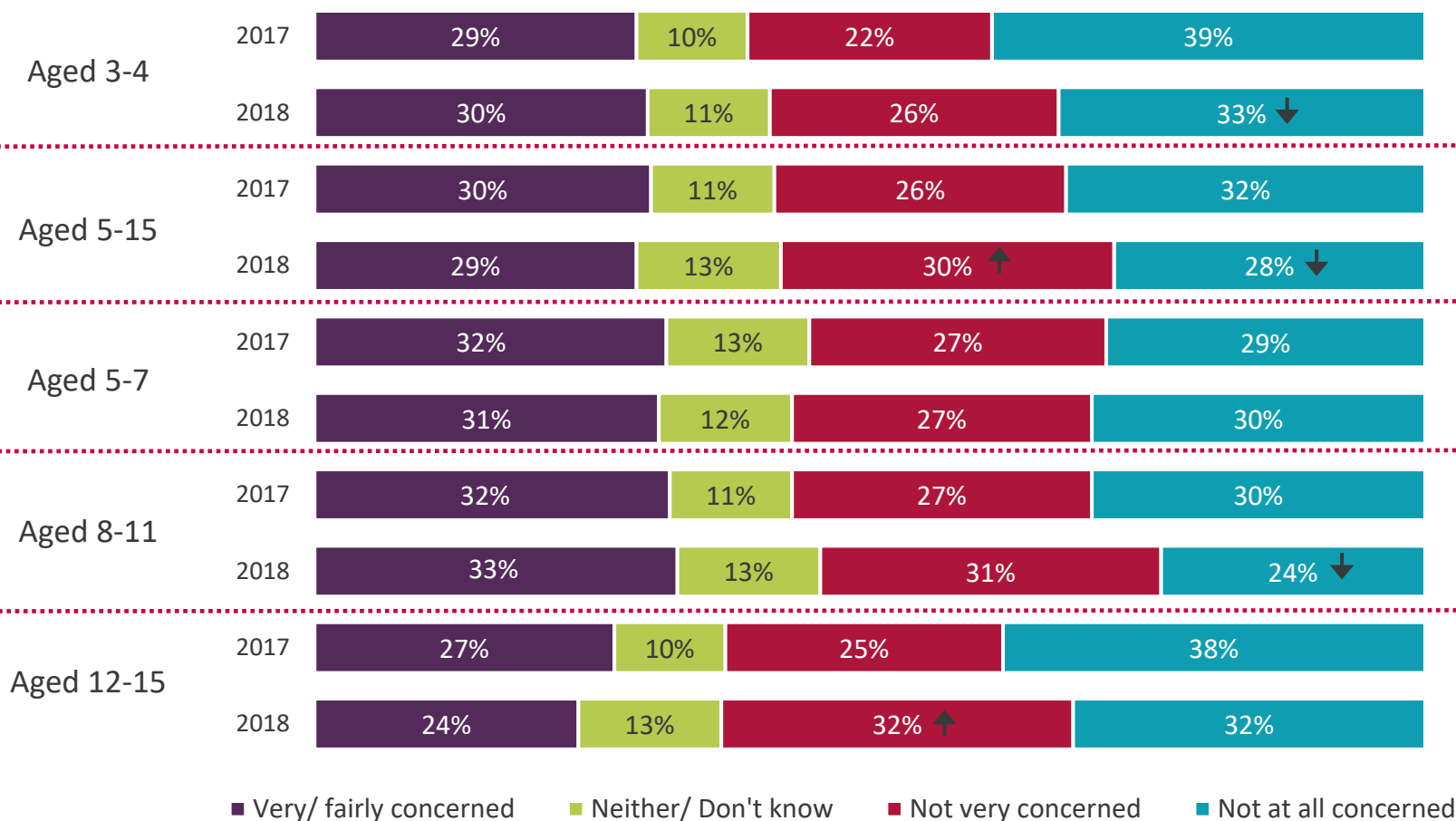
■ Agree ■ Neither/ Don't know ■ Disagree

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP75A/B/ QC51A/B – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends/ you spend looking at screens on all the different devices they / you may use, including TV, mobile phones, laptops, tablets and gaming devices.

Base: Parents and children aged 12-15 (485). Significance testing shows any change between 2017 and 2018.

Figure 90: Parents' concerns about the amount of TV advertising seen by their child: 2017, 2018

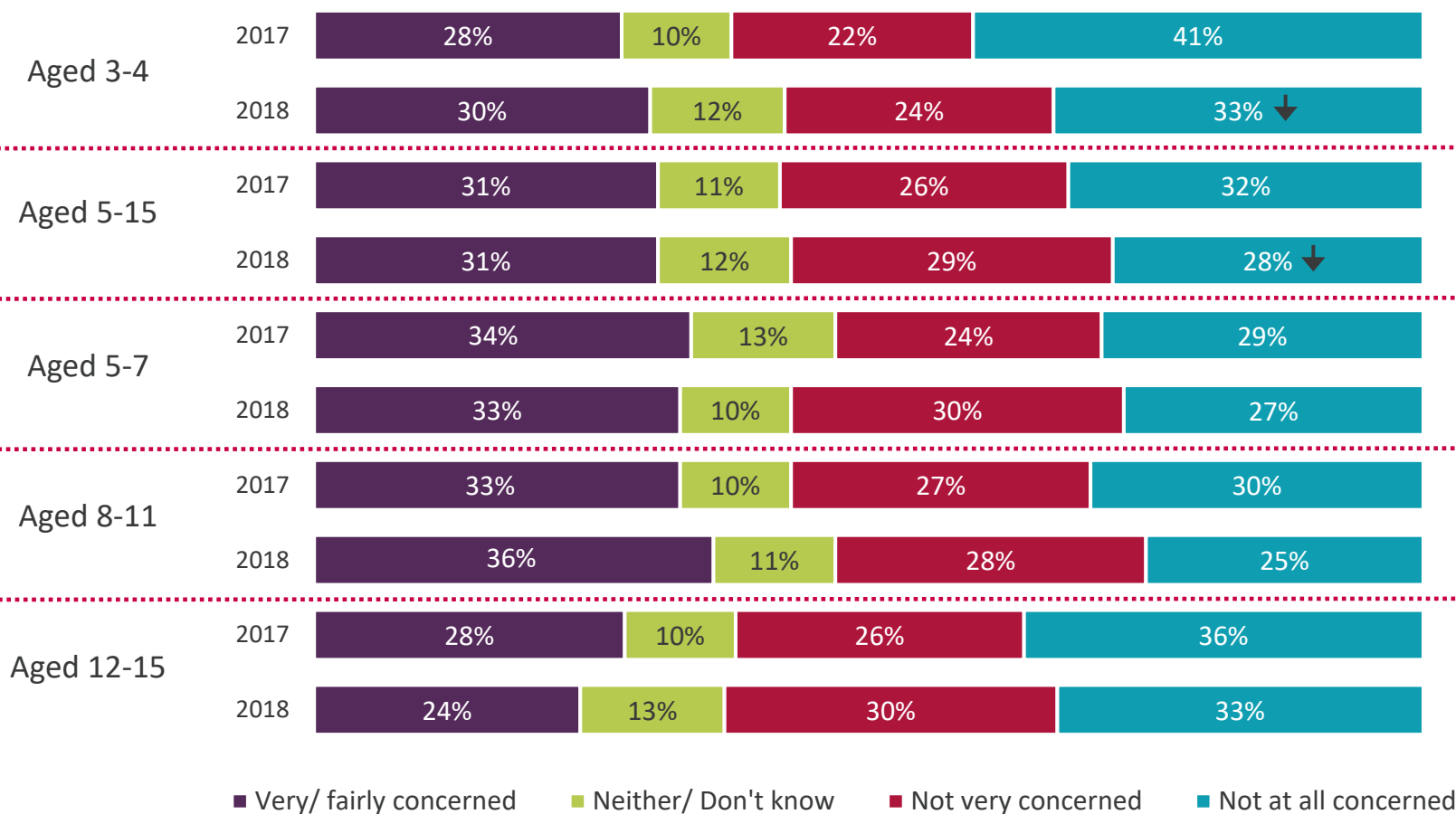


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13C – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The amount of TV advertising they see (prompted responses, single coded)

Base: Parents of children whose child watches TV (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 91: Parents' concerns about the content of the TV advertising seen by their child: 2017, 2018

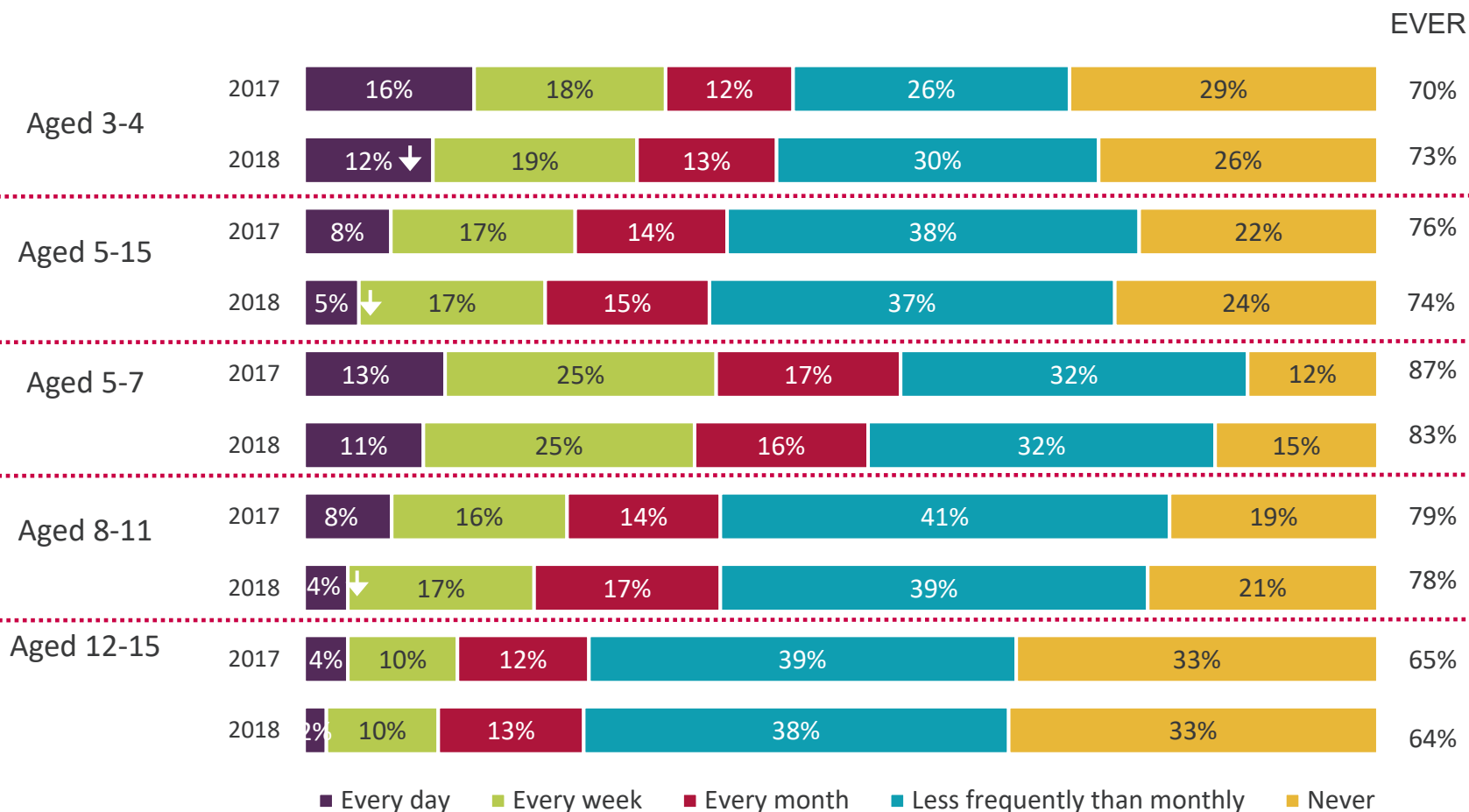


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13D – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The content of the TV advertising they see (prompted responses, single coded)

Base: Parents of children whose child watches TV (616 aged 3-4 , 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 92: Frequency with which parents whose child watches TV have been asked to buy something due to television advertising, by age: 2017, 2018

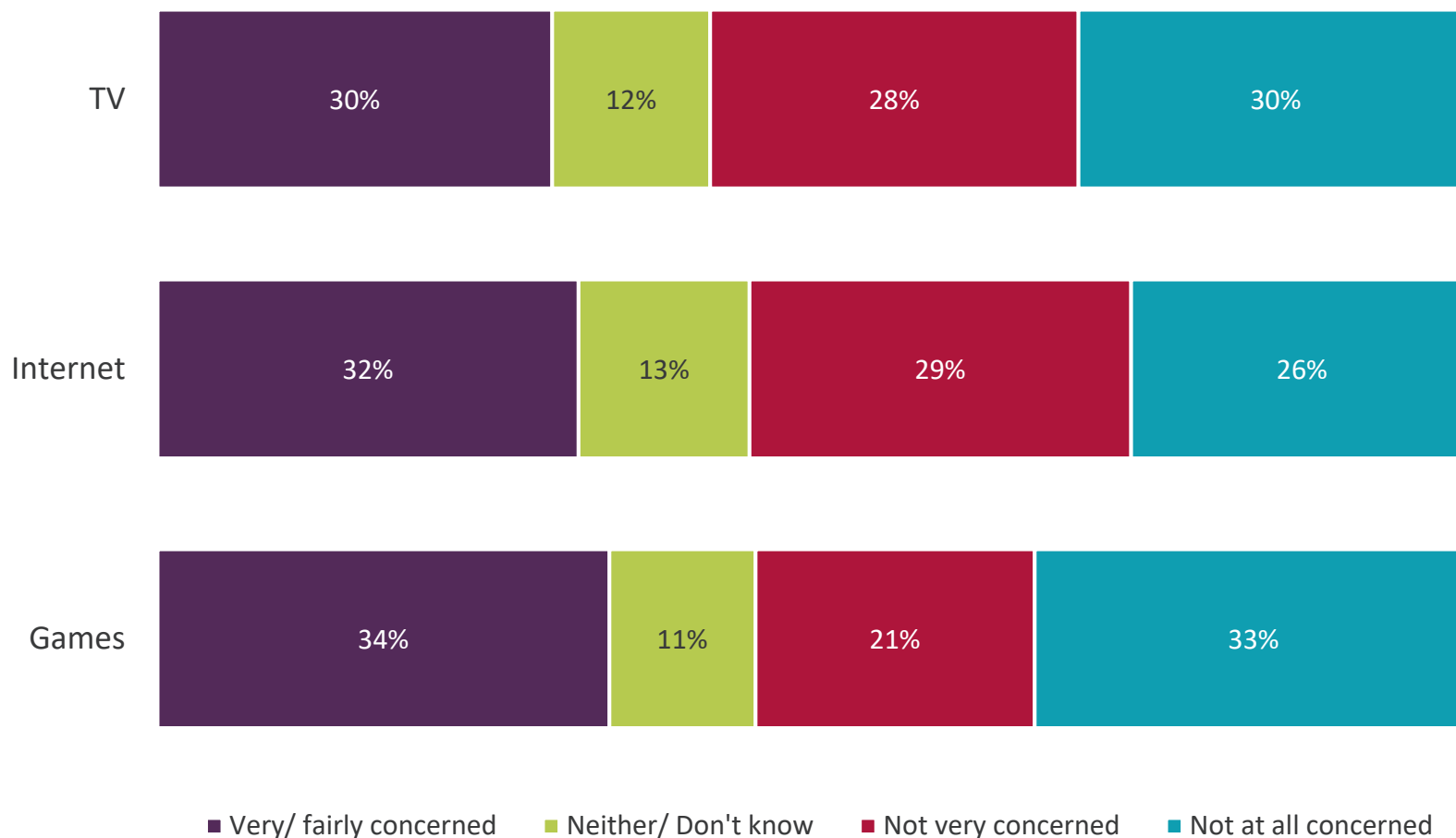


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP16 – In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (prompted responses, single coded)

Base: Parents of children whose child watches TV (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 93: Concerns about media content, among parents of 5-15s using each medium: 2018

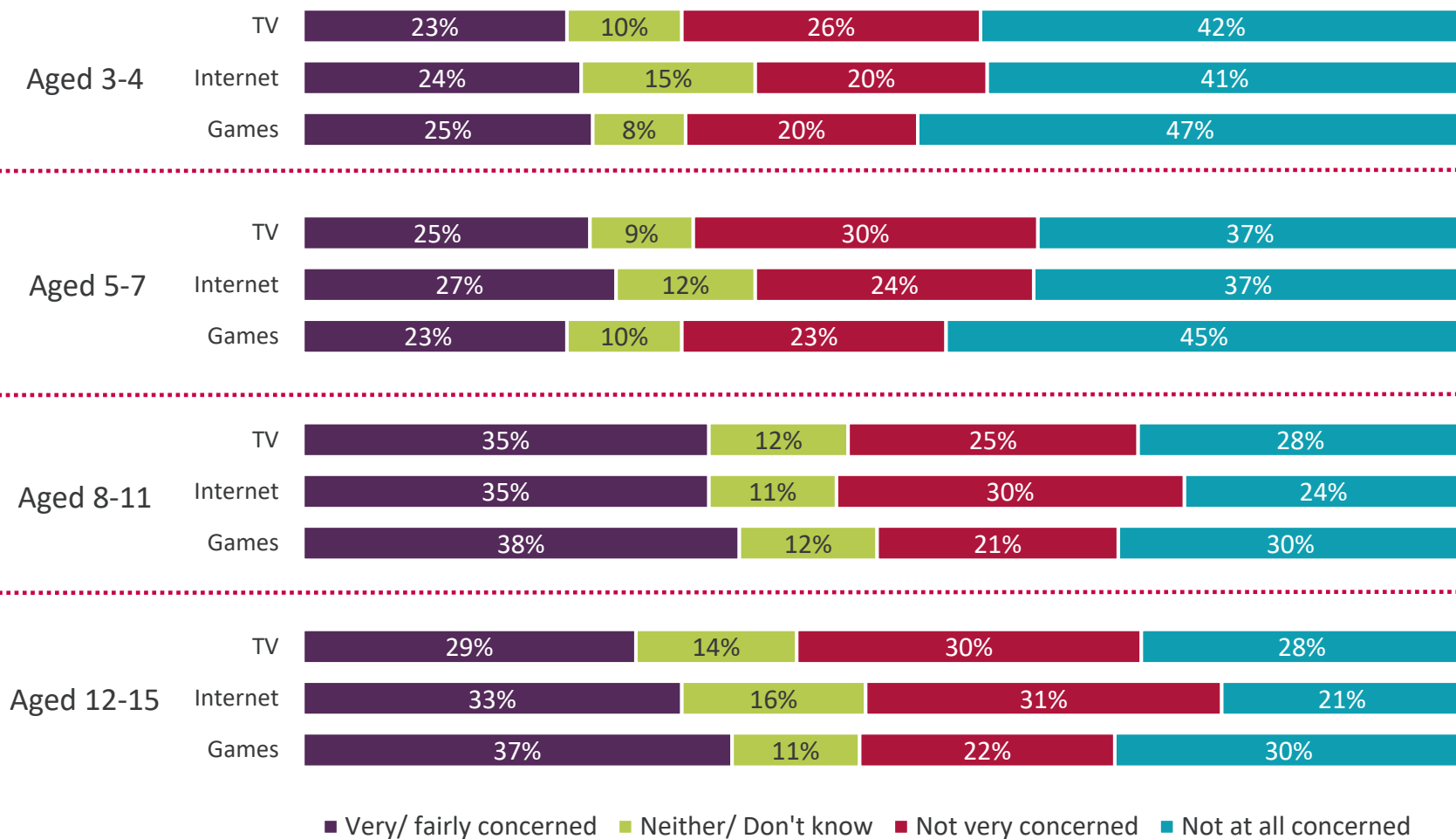


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing (prompted responses, single coded)

Base: Parents of children whose child watches TV (1411 aged 5-15)/ goes online at home or elsewhere (1304 aged 5-15)/ plays games (1012 aged 5-15).

Figure 94: Concerns about media content, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2018

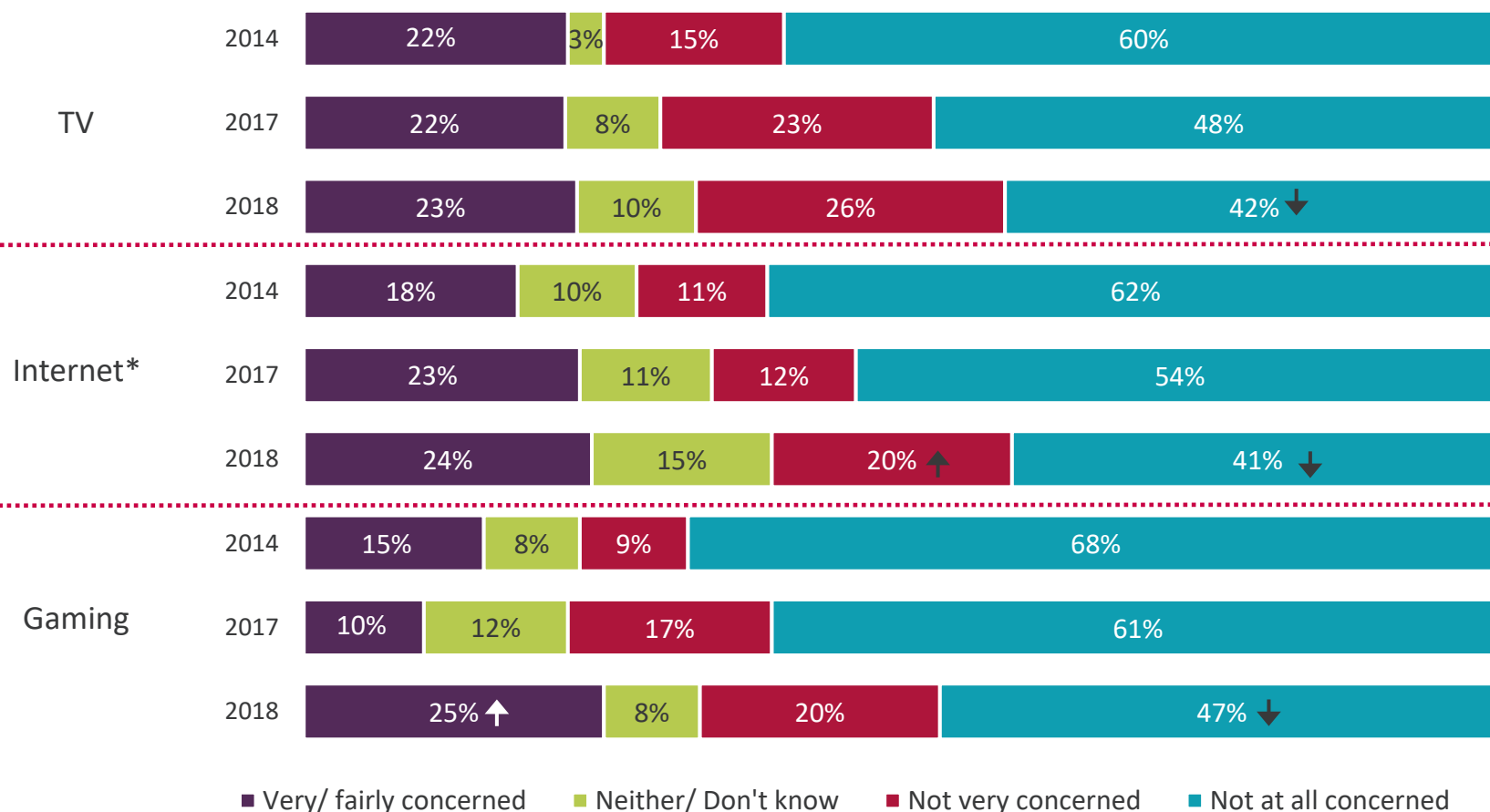


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV content viewing/ online activities/ games playing?(prompted responses, single coded)

Base: Parents whose child watches TV (616 aged 3-4, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15)/ goes online at home or elsewhere (328 aged 3-4, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15)/ plays games (228 aged 3-4, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15).

Figure 95: Parental concerns about media content, among parents of 3-4s using each media type at home or elsewhere (2014, 2017, 2018)

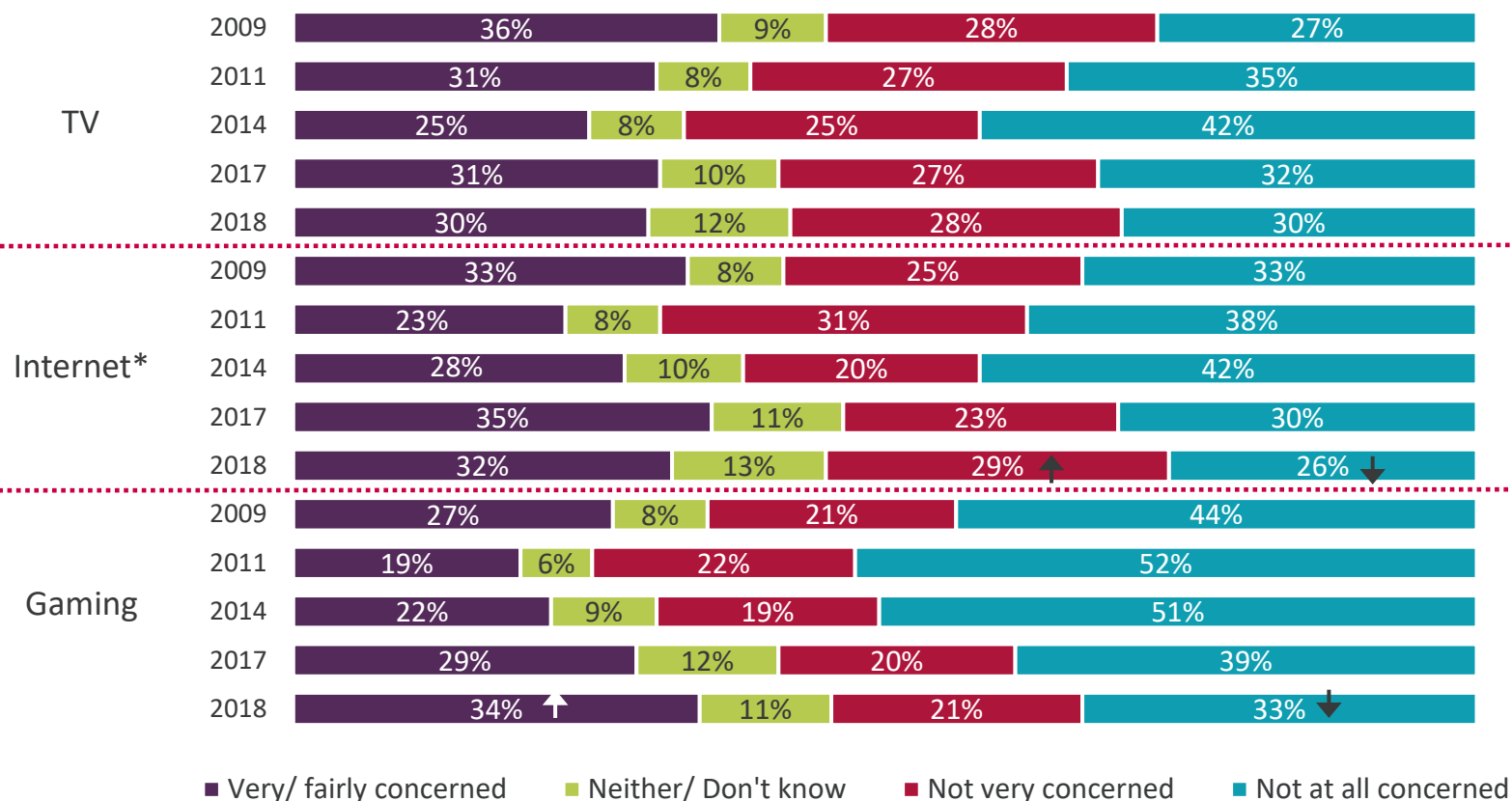


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing? (prompted responses, single coded) . * Since 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. Before this it did not refer to apps, just websites.

Base: Parents of 3-4s whose child watches TV (616), goes online (328), plays games (228). Significance testing shows any change between 2017 and 2018.

Figure 96: Concerns about television, online or gaming content, among parents of 5-15s using each media type at home (2009, 2011) or elsewhere (2014, 2017, 2018)

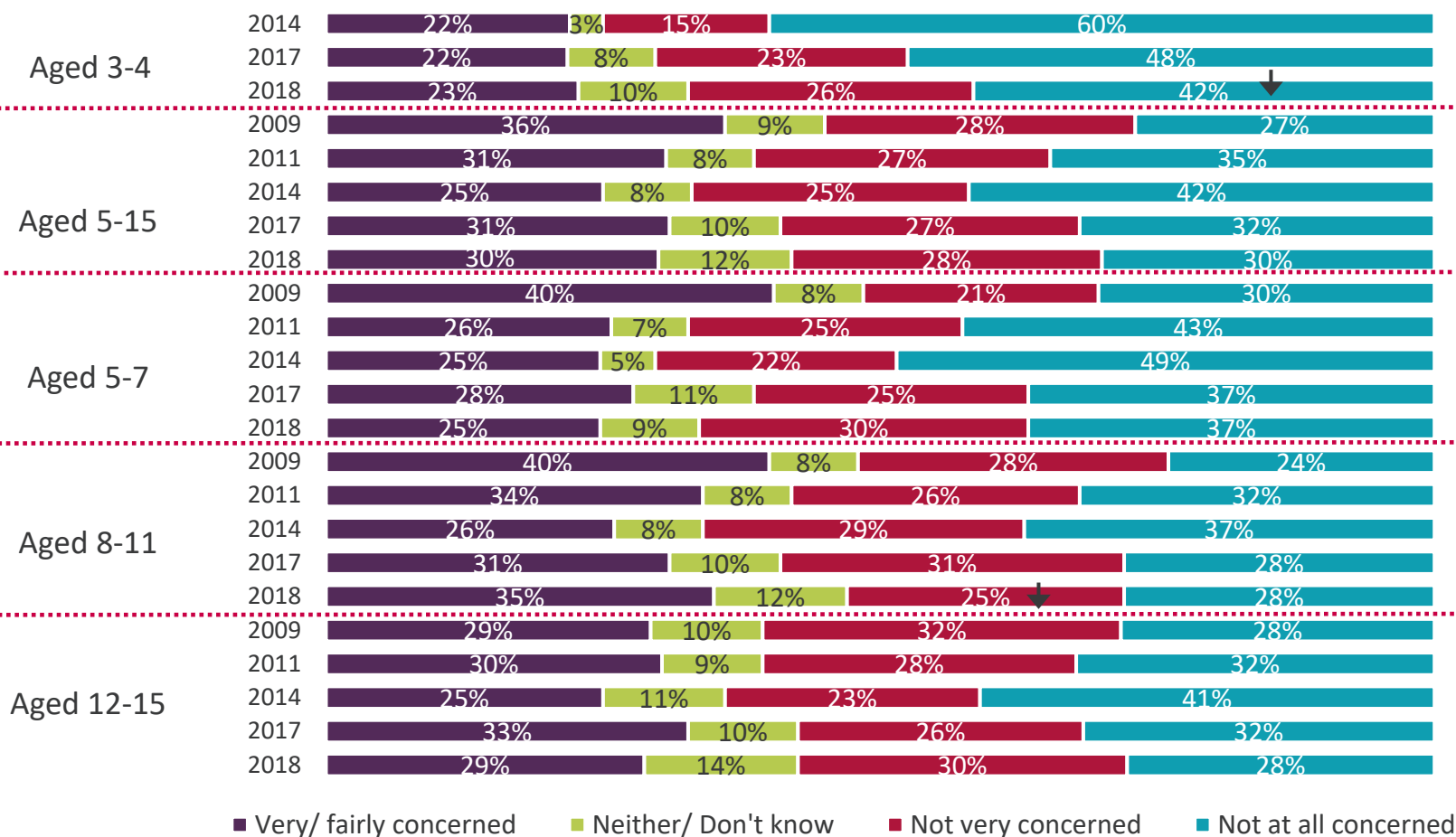


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing? (prompted responses, single coded) . * Since 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. Before this it did not refer to apps, just websites

Base: Parents of children aged 5-15 whose child watches TV (1411 aged 5-15)/ goes online (1304 aged 5-15)/ plays games (1012 aged 5-15). Significance testing shows any change between 2017 and 2018

Figure 97: Parental concerns about television content watched at home (2009, 2011) or elsewhere (2014, 2017, 2018) by age of child

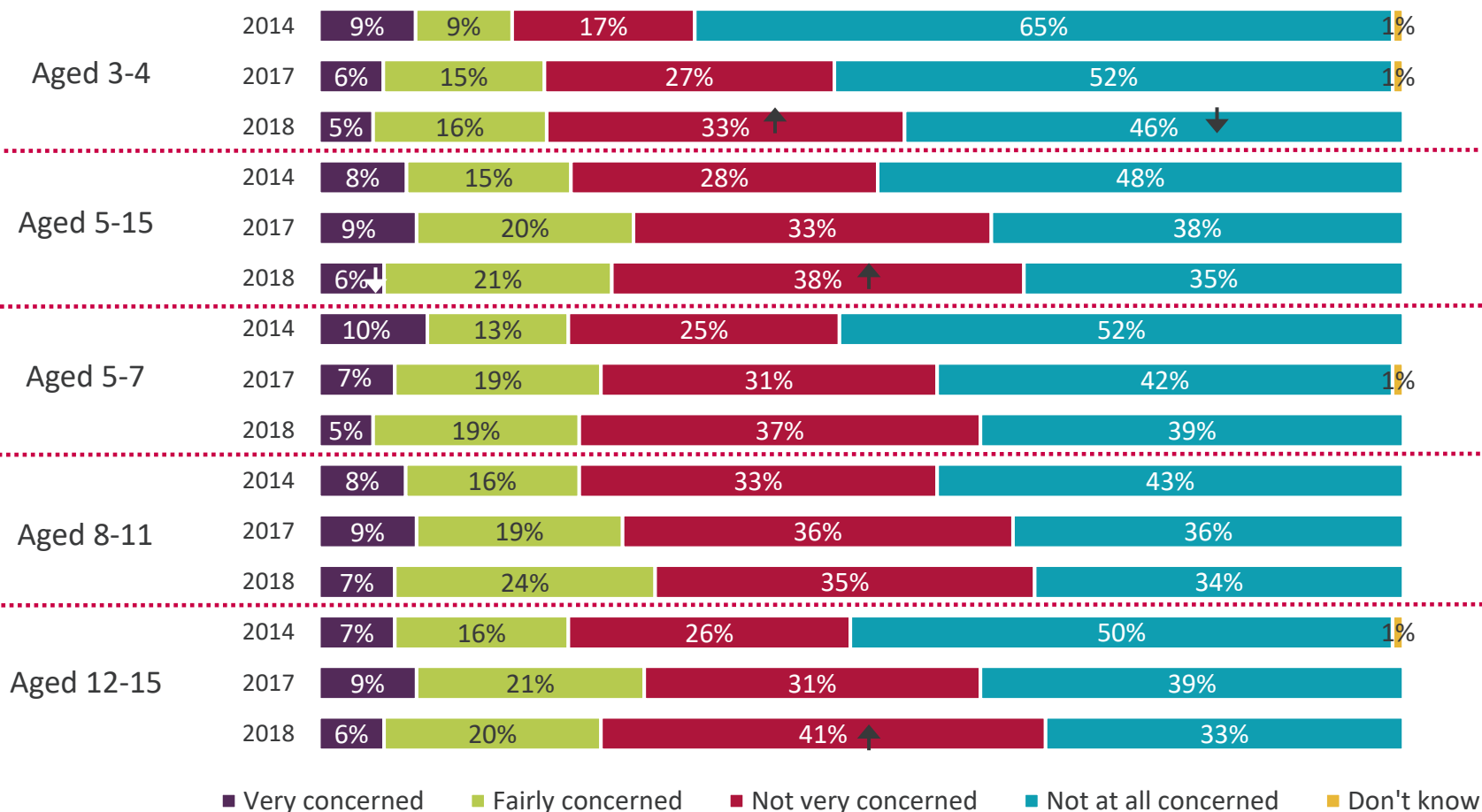


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The content of the TV programmes they watch (prompted responses, single coded)

Base: Parents of children whose child watches TV (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 98: Parental concerns about pre-watershed television content: 2014, 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP14 – I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (prompted responses, single coded)

Base: Parents of children whose child watches TV (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 99: Types of concern about pre-watershed television content, by age: 2018

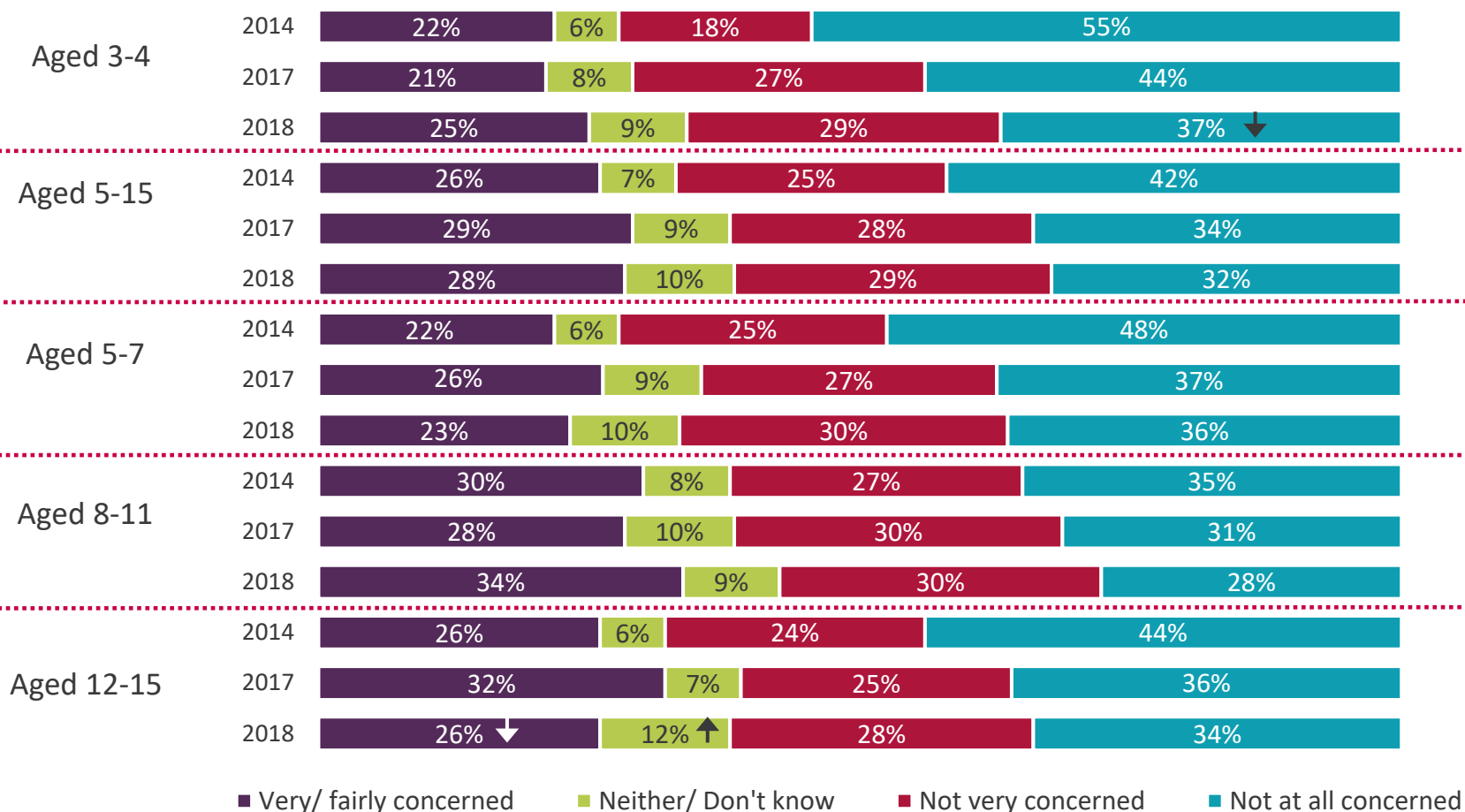
	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	21%	27%	24%	31%	25%
Offensive language	10%	16%	14%	19%	15%
Unsuitable content for younger people/ children	10%	13%	13%	14%	13%
Sex/ sexually explicit content	7%	13%	11%	14%	14%
Violence (in general)	9%	12%	10%	13%	13%
Unsuitable content aired pre-watershed	6%	10%	7%	12%	10%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc.)	4%	9%	6%	11%	10%
Nakedness/ naked bodies/ naked body parts	5%	8%	6%	8%	10%
Portrayal of anti-social behaviour	5%	7%	6%	6%	8%
Glamorisation of certain lifestyles	4% ↑	7%	5%	7%	6%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	3%	5%	4%	6%	6%
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	3%	5%	4%	5%	6%
Lack of respect towards adults	2%	4%	3%	4%	5%
Discriminatory treatment/ portrayal of people	2%	4%	4%	3%	6%
Negative portrayal of or objectification of women	2%	3%	3%	4%	3%
Invasion of privacy/ not respecting people's privacy	1%	3%	2%	2%	4%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP15 – Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (unprompted responses, multi coded)

Base: Parents of children whose child watches TV (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 100: Parental concerns about the time their child spends watching television at home or elsewhere (2014, 2017, 2018)

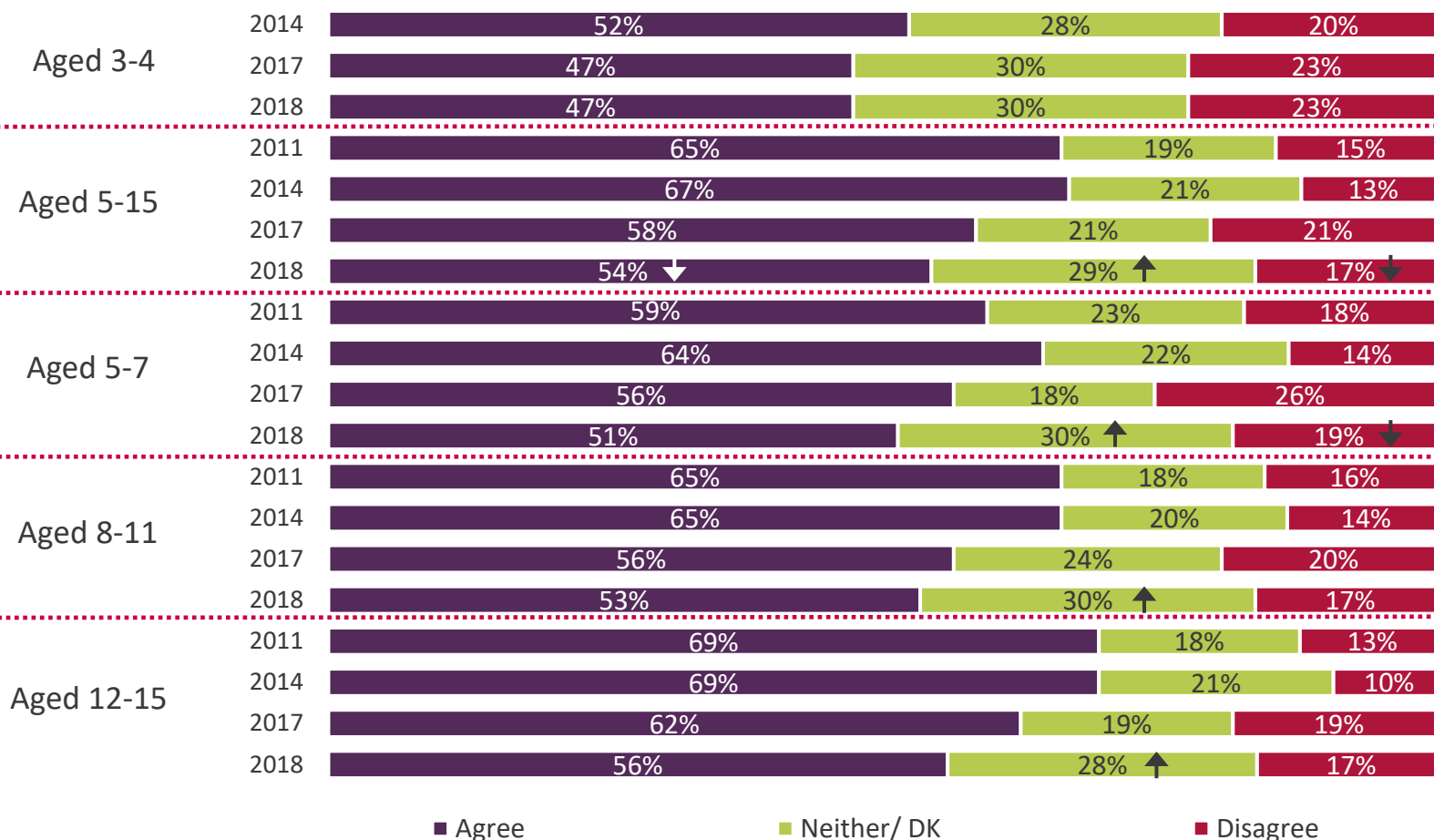


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP13B – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – How much time they spend watching TV (prompted responses, single coded) NB before 2012 this was asked of those who watched TV content on a TV set as opposed to TV content on any type of device

Base: Parents of children whose child watches TV (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 101: Parental agreement with “The benefits of the internet for my child outweigh any risks”, among those whose child goes online at home (2011) at home or elsewhere (2014, 2017, 2018), by age

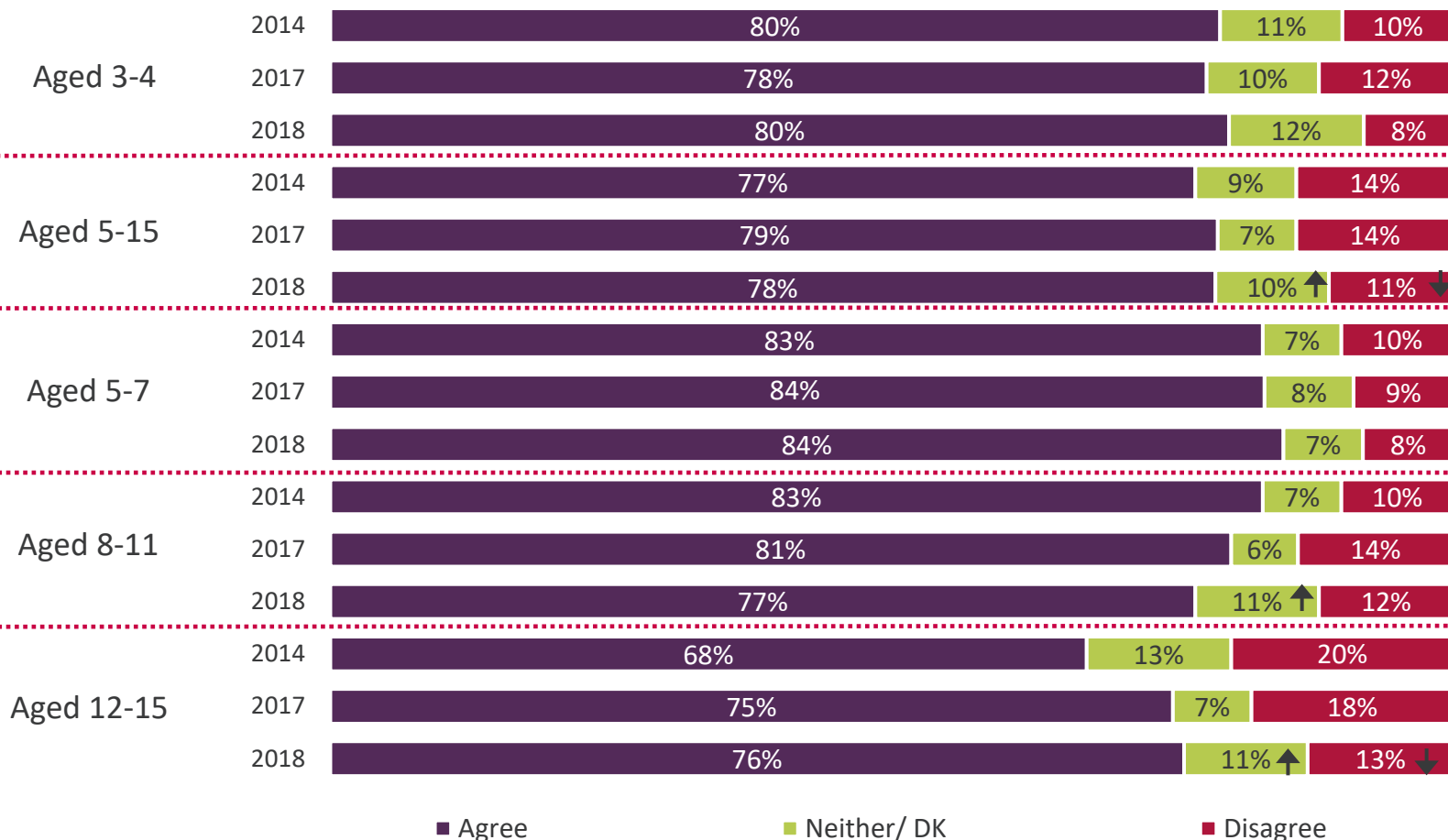


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP48A – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 102: Parental agreement with “I feel I know enough to help my child to stay safe online*” among those whose child goes online at home or elsewhere (2014, 2017, 2018), by age



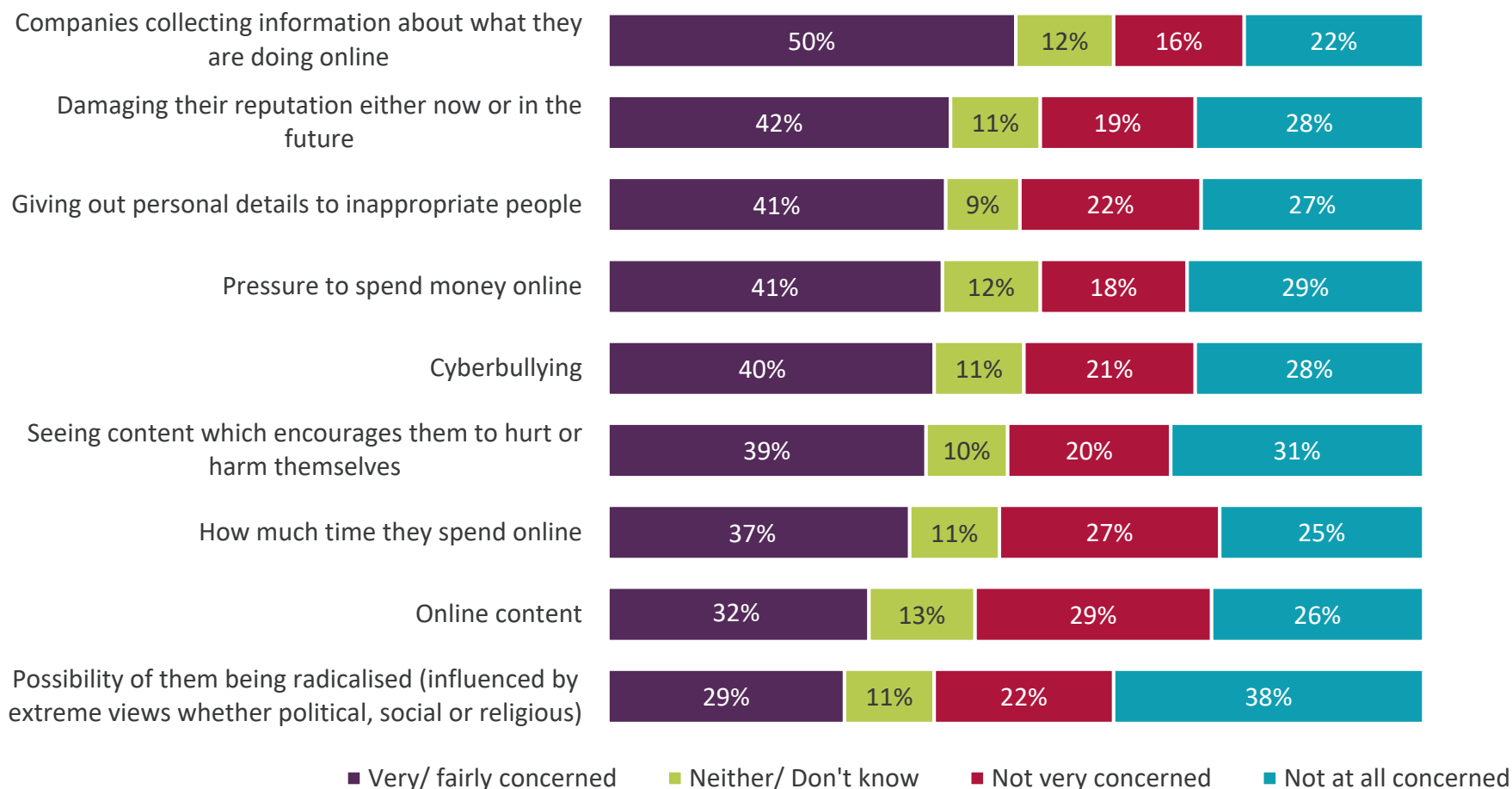
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP48B –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)

*In 2014-2017, this question referred to ‘I feel I know enough to help my child manage online risks’

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 103: Parental concerns about aspects of their child's internet use, 5-15s: 2018

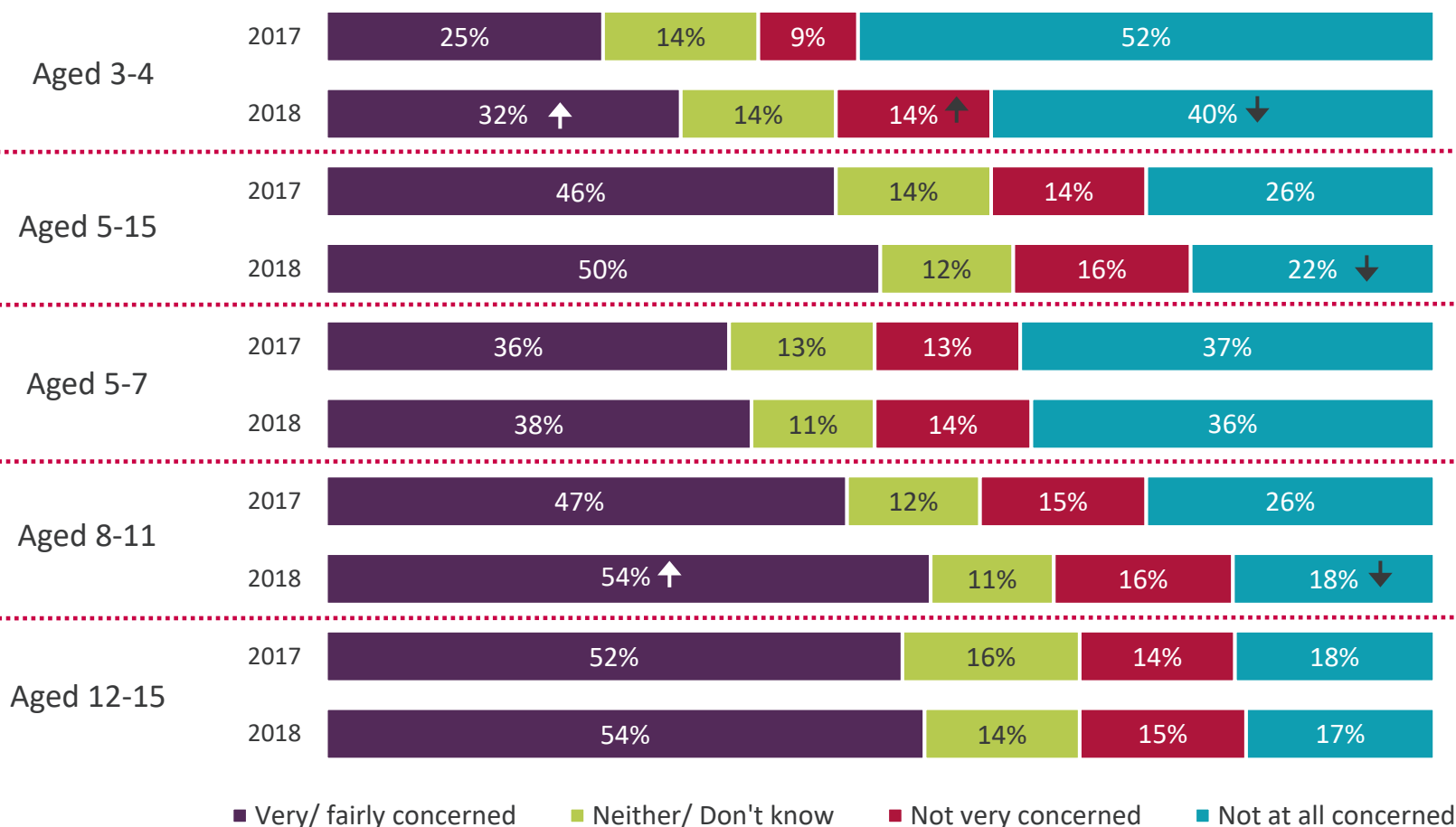


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51A-I – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded)

Base: Parents of children aged 5-15 who go online (1304).

Figure 104: Parents' concerns about companies collecting information about what their child is doing online, by age: 2017, 2018

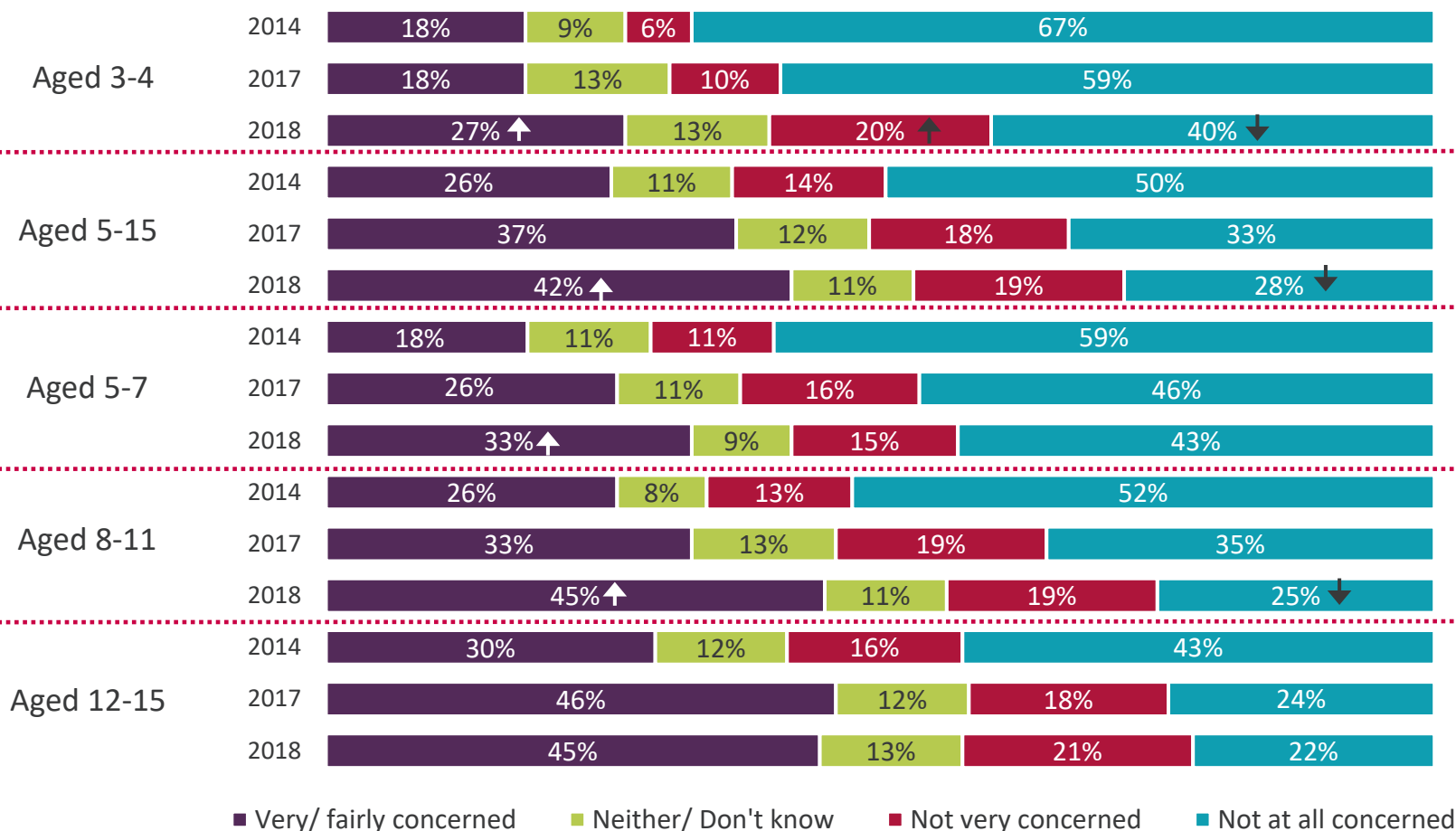


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51I - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.)

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 105: Parents' concerns about their child damaging their reputation, by age: 2014, 2017, 2018

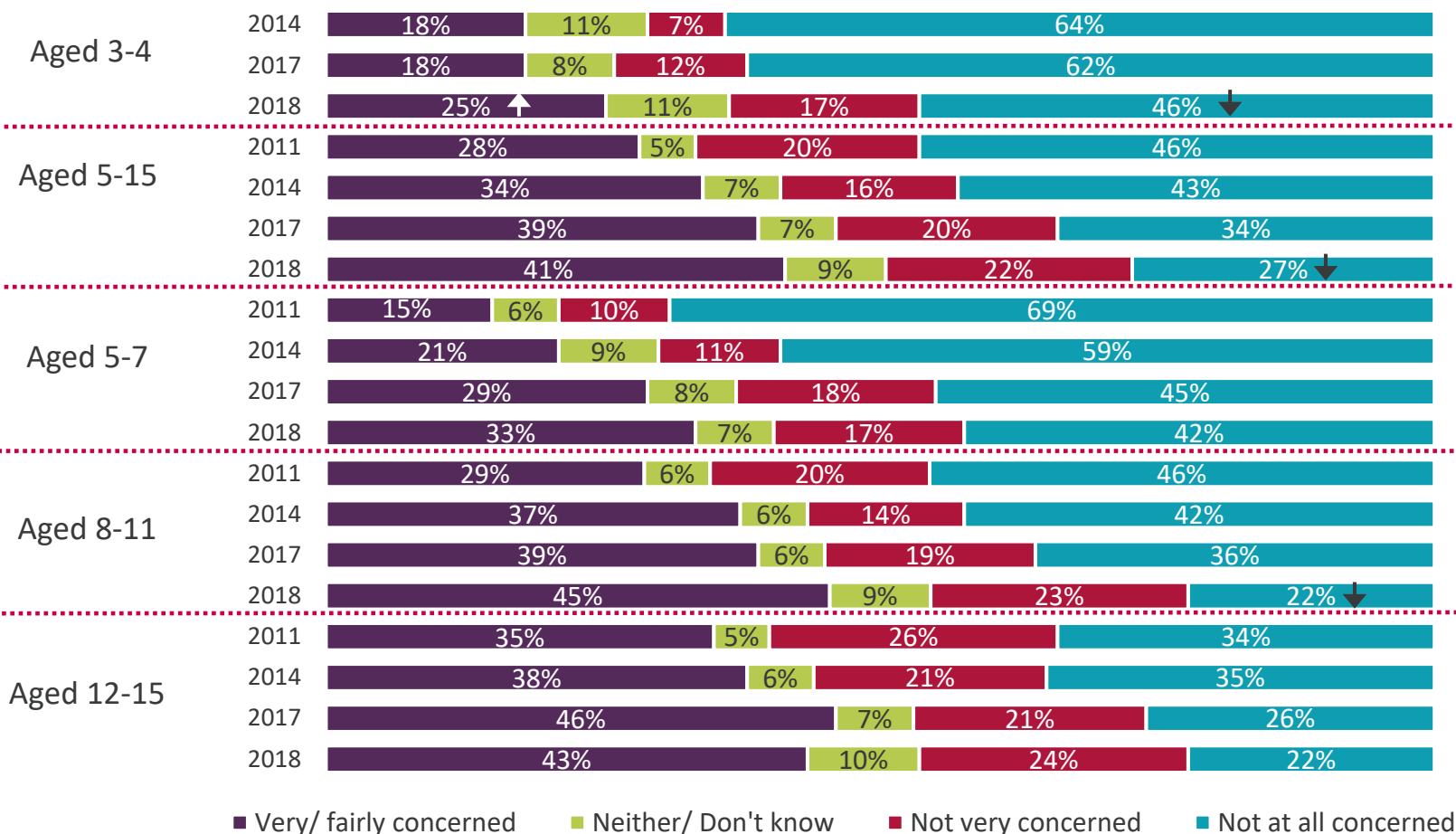


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51F - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Damaging their reputation either now or in the future

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 106: Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online at home (2011), or elsewhere (2014, 2017, 2018), by age

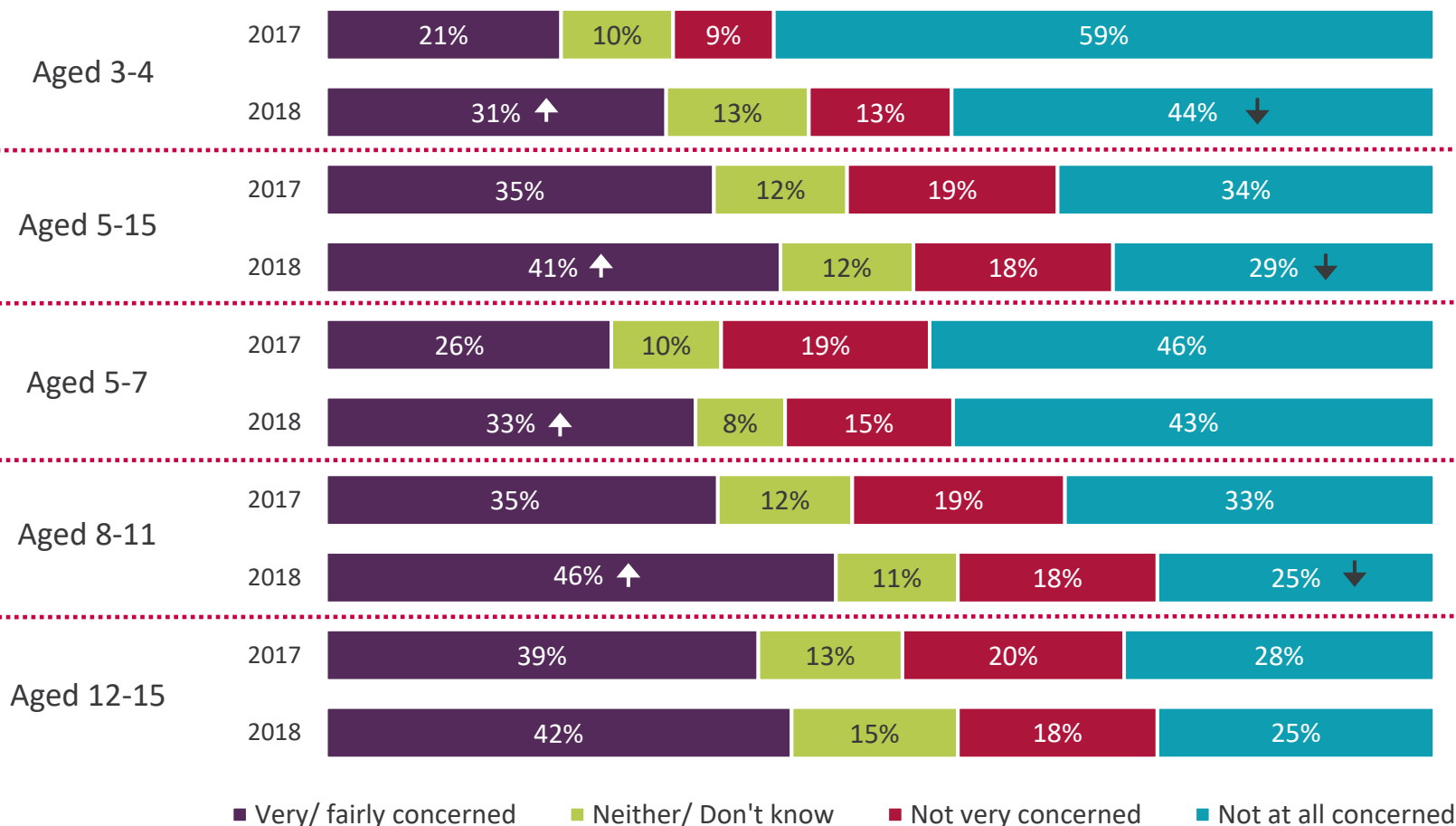


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51D – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (prompted responses, single coded)

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

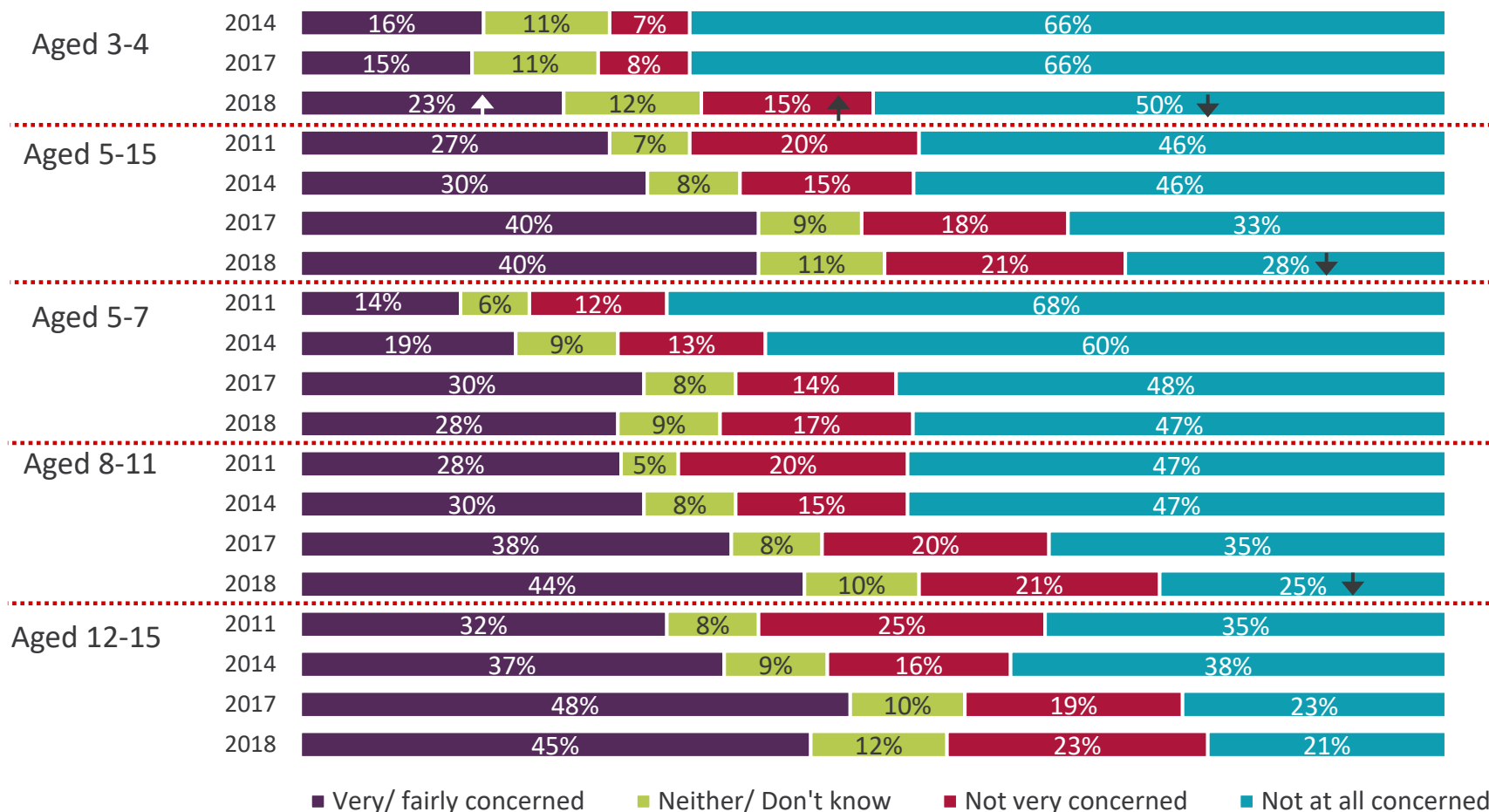
Figure 107: Parents' concerns about their child being under pressure to spend money online, by age: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51H - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The pressure on them to spend money online
Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 108: Parents' concerns about online bullying among those whose child goes online at home (2011) or elsewhere (2014, 2017, 2018), by age

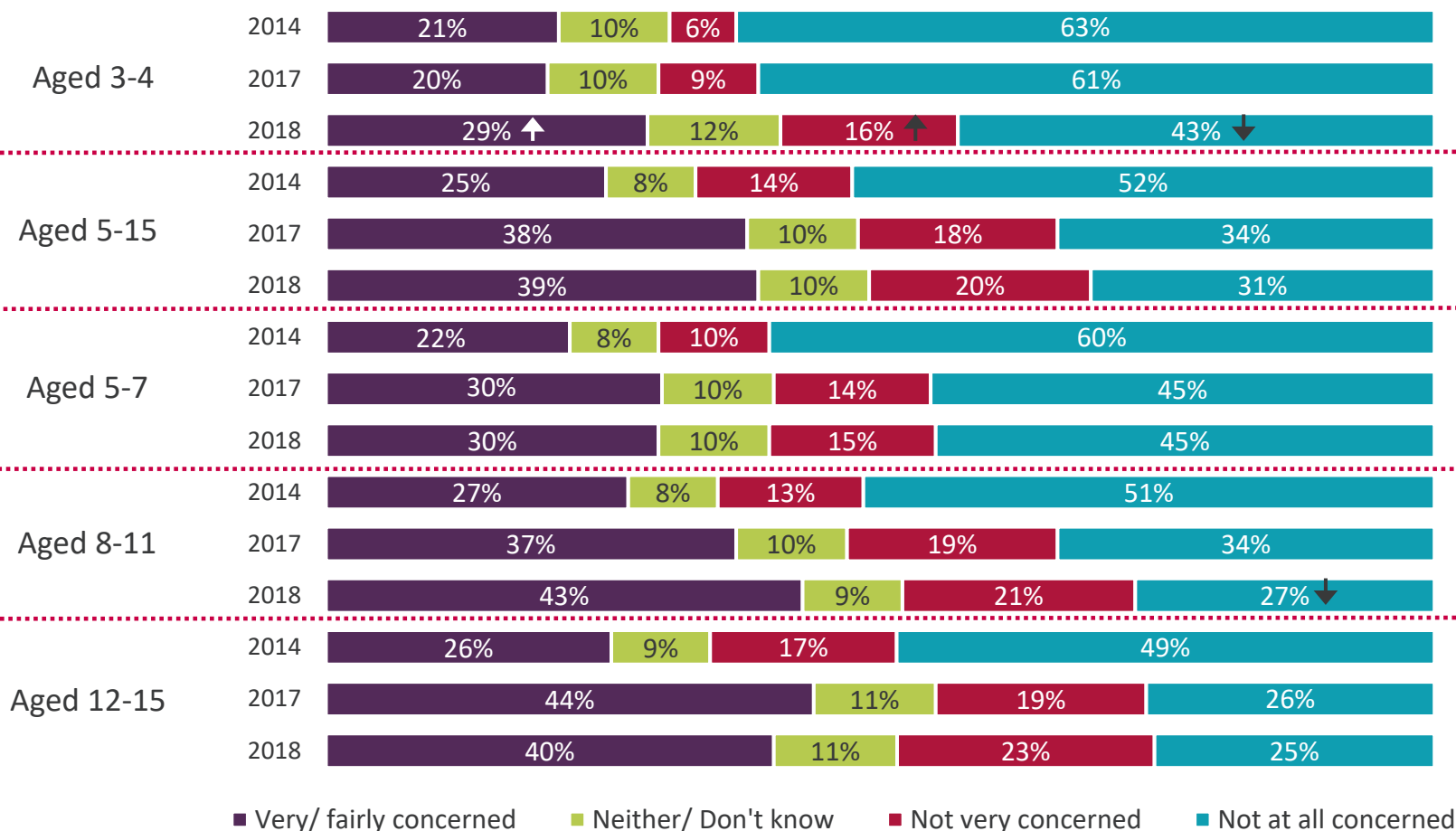


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51E. Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them being bullied online (prompted responses, single coded).

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 109: Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2014, 2017, 2018

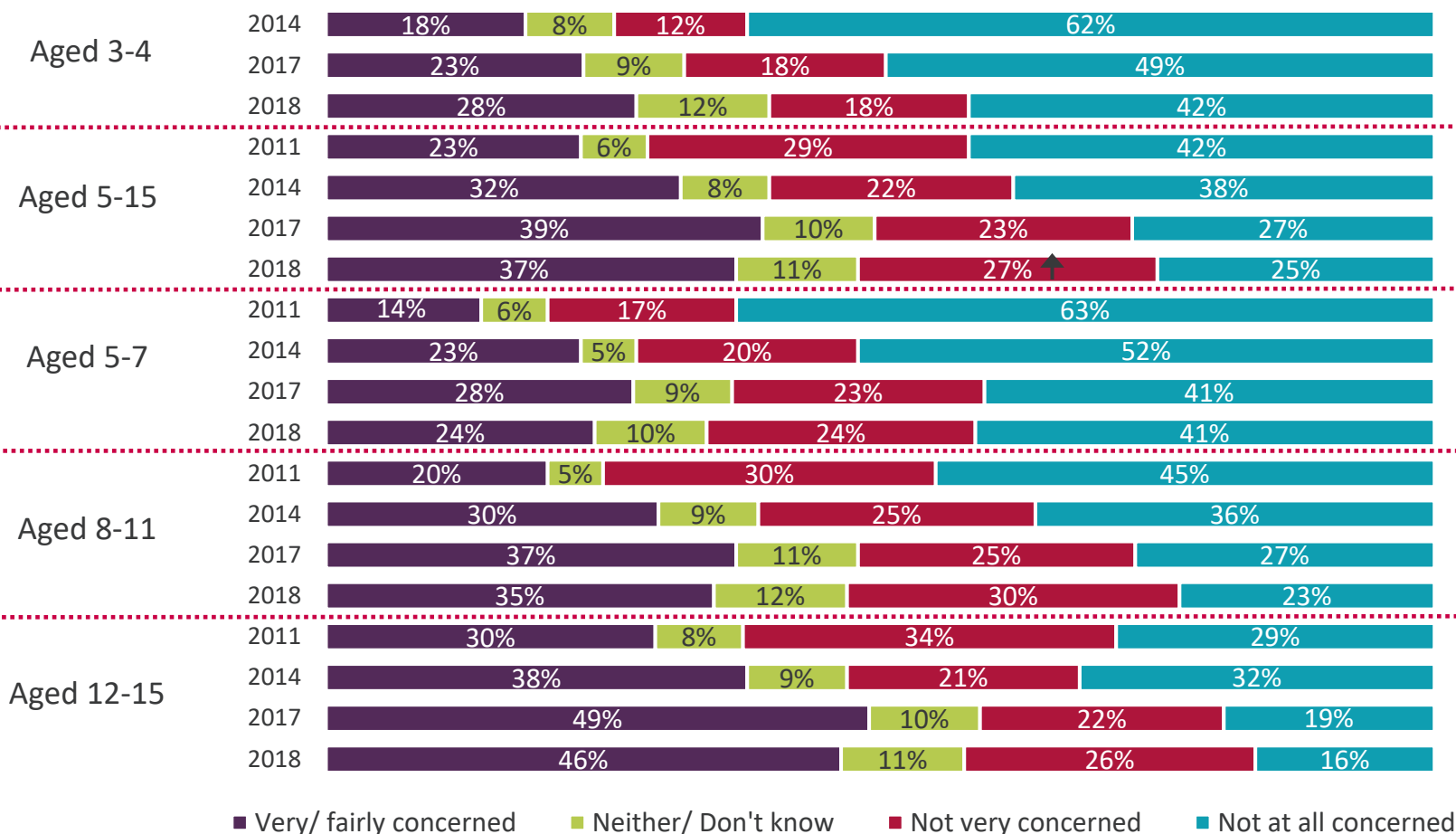


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51G - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Seeing content which encourages them to hurt or harm themselves

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 110: Parental concerns about how much time their child spends online, among those whose child goes online at home (2011) or elsewhere (2014, 2017, 2018), by age

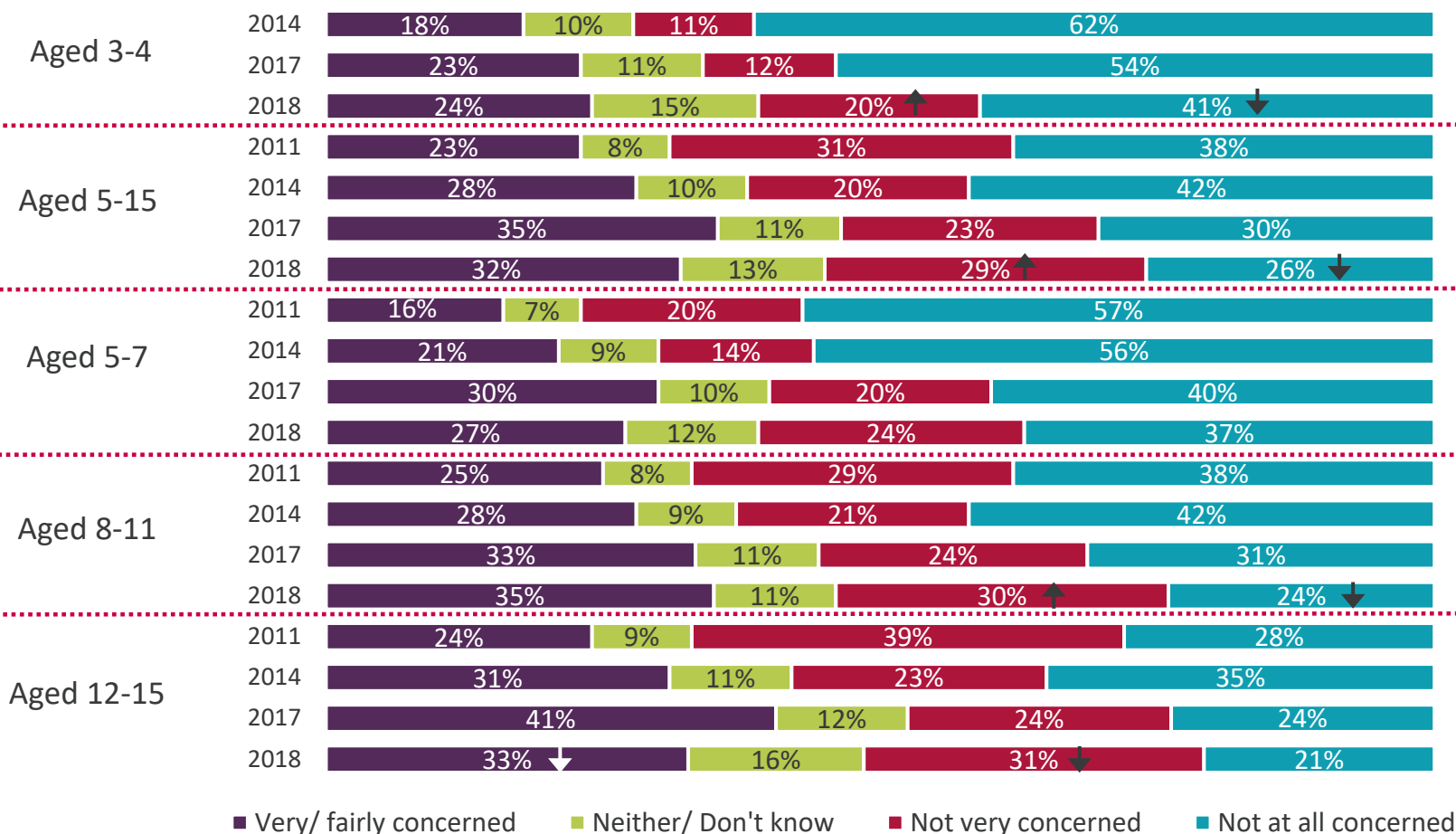


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51B - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – How much time they spend online

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 111: Parental concerns about online content, among those whose child goes online at home (2011) or elsewhere (2014, 2017, 2018), by age

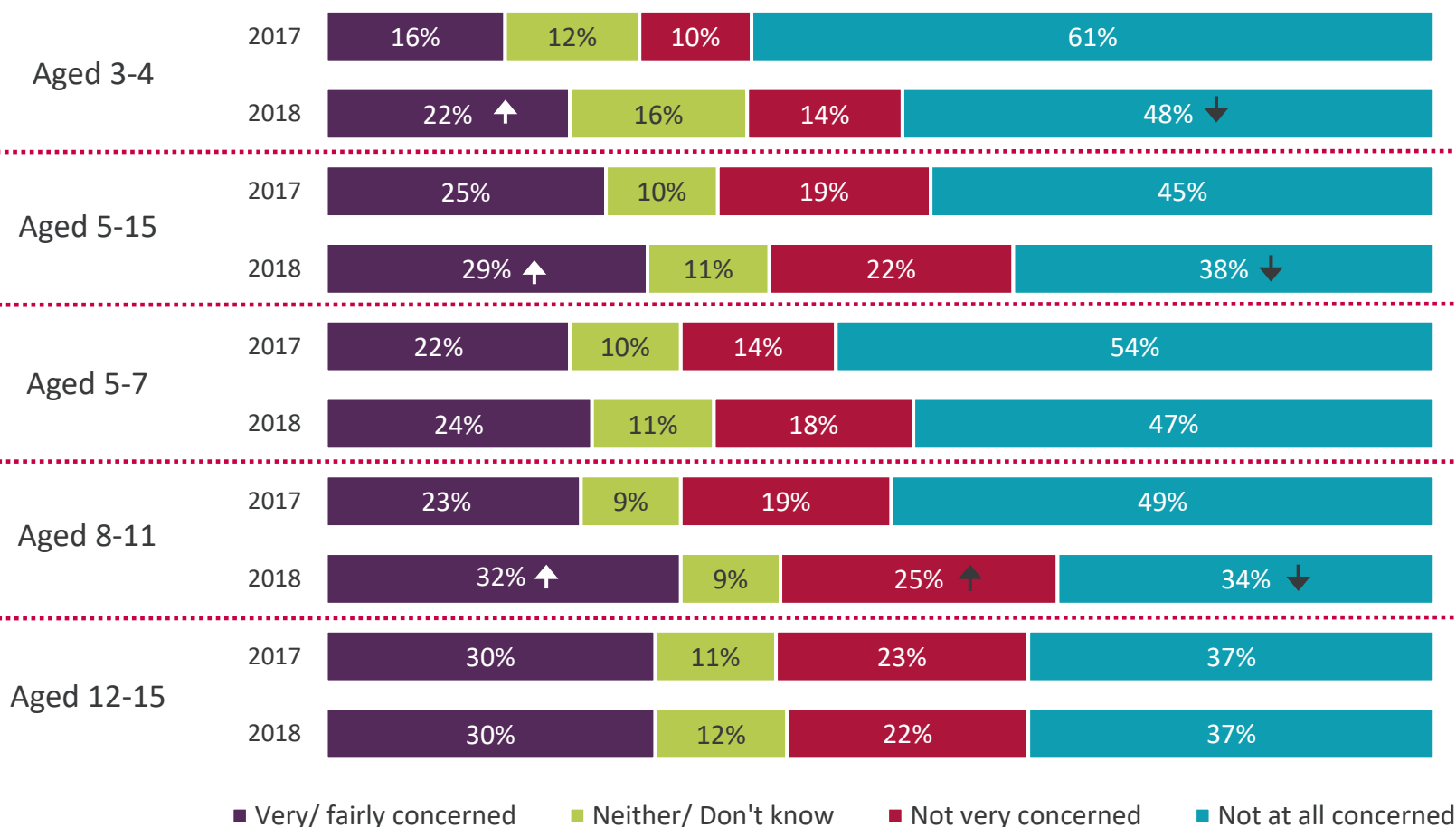


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51A – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The content on the websites or apps* that they visit (prompted responses, single coded) . * Since 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. Before this it did not refer to apps, just websites.

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018

Figure 112: Parents' concerns about the possibility of their child being radicalised online: 2017, 2018

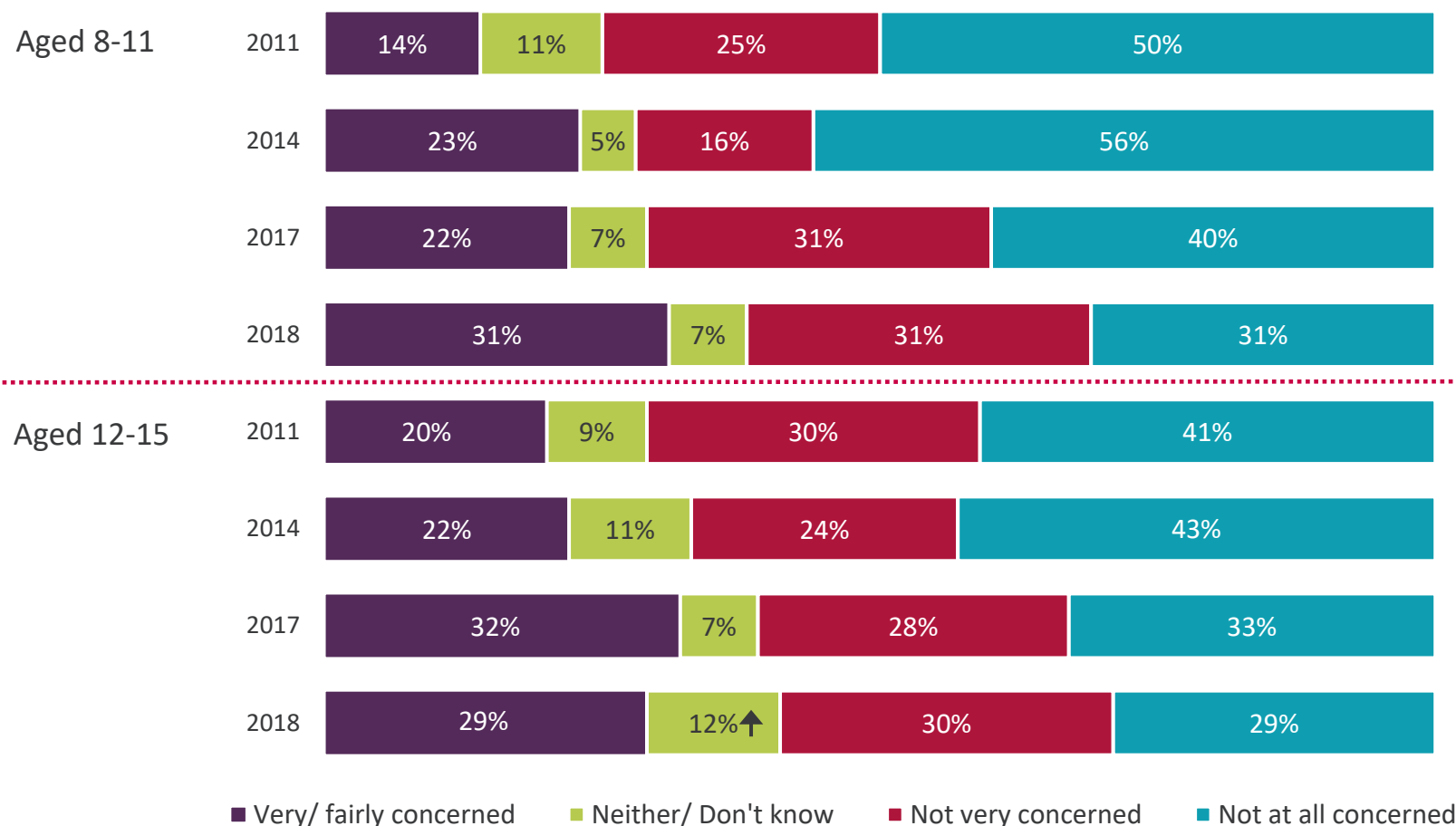


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP51J - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The possibility of my child being radicalised e.g. influenced by extreme views online whether political, social or religious.

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 113: Parents' concerns about whom their child is in contact with via their mobile, by age: 2011, 2014, 2017, 2018

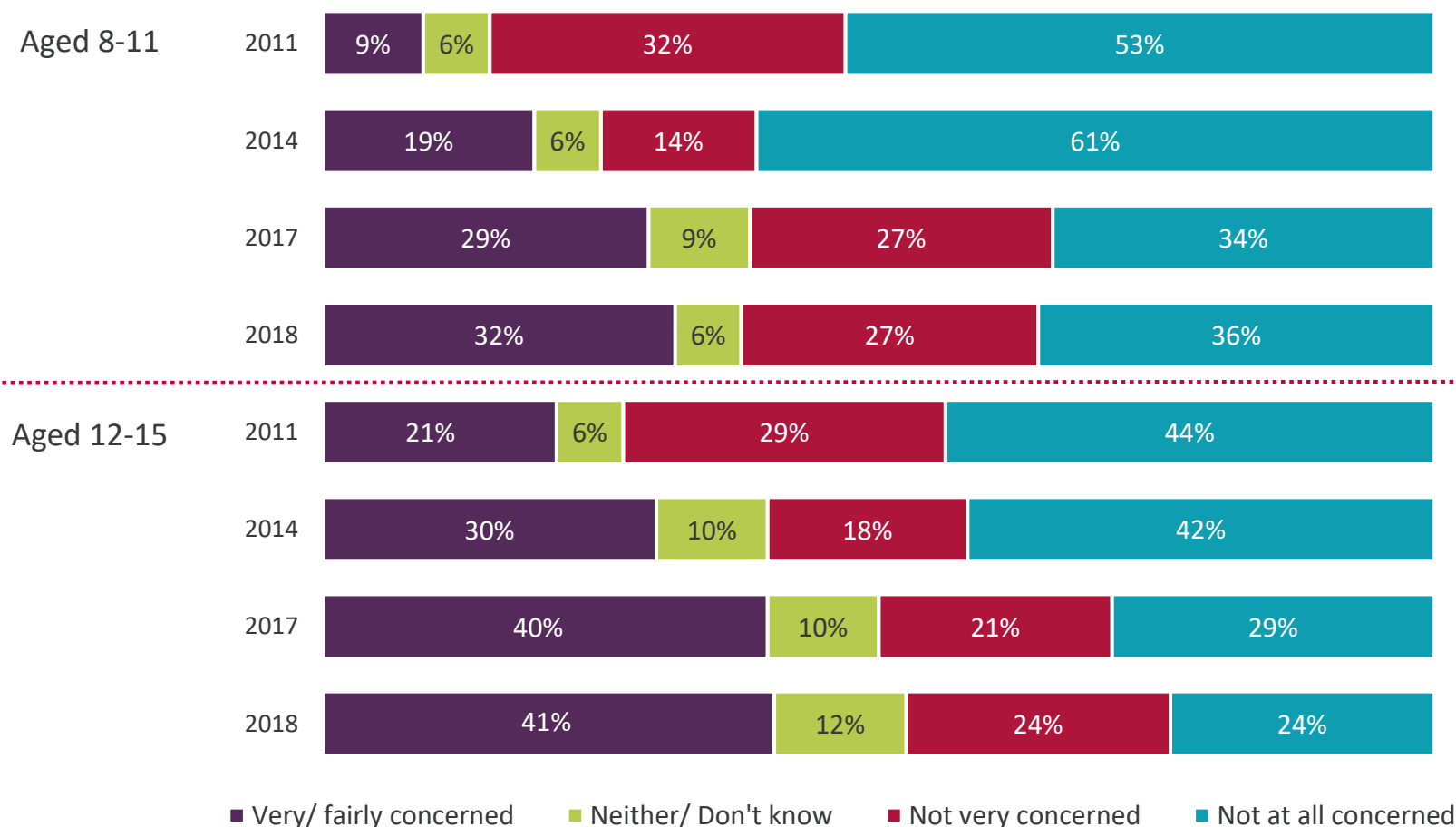


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP60B – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Who they are in contact with using their mobile phone. (prompted responses, single coded)

Base: Parents of children whose child has their own mobile phone (183 aged 8-11, 415 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 114: Parents' concerns about how much time their child spends using the phone, by age: 2011, 2014, 2017, 2018

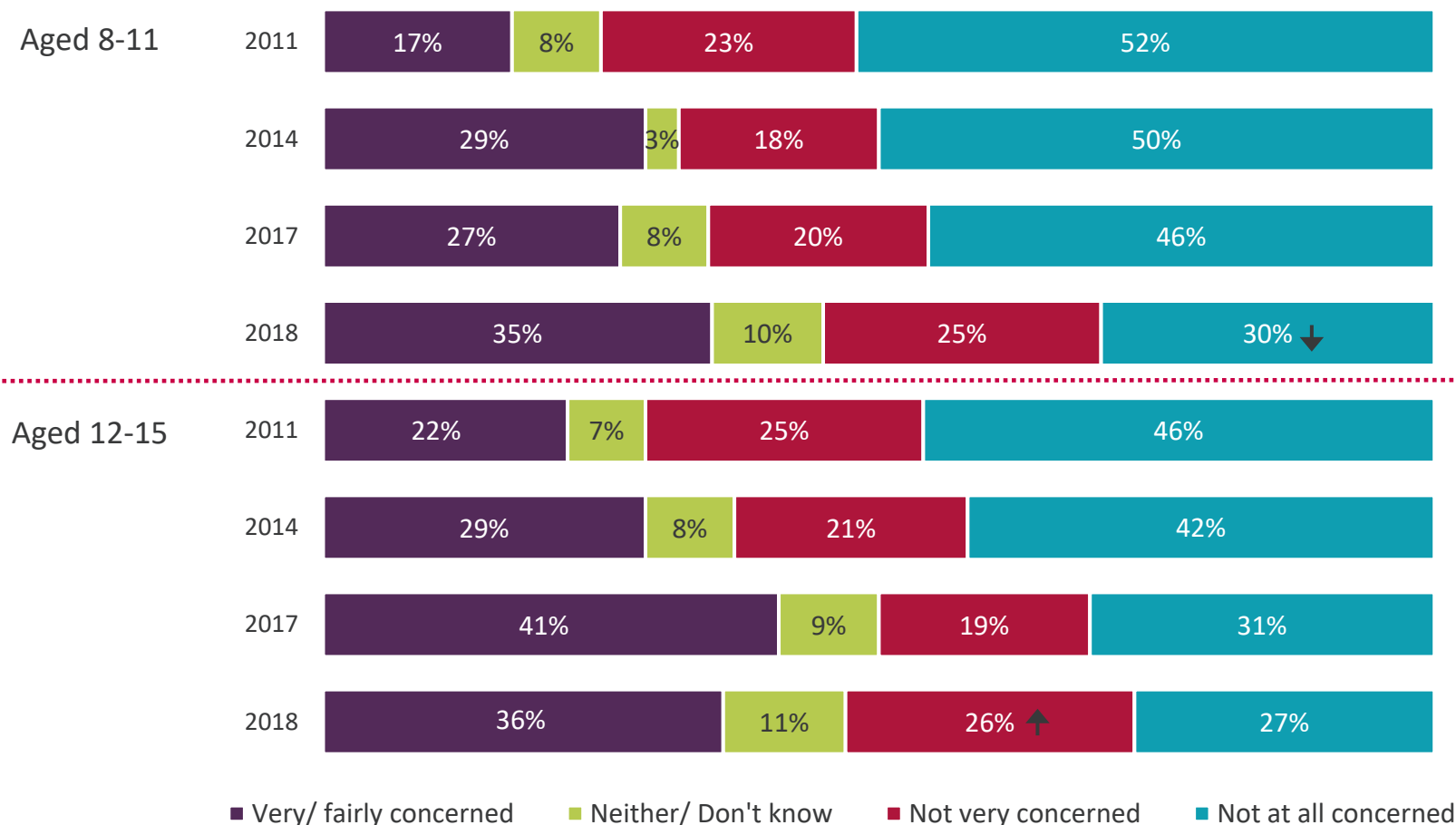


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP60A – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use – How much time they spend using the phone (prompted responses, single coded)

Base: Parents of children whose child has their own mobile phone (183 aged 8-11, 415 aged 12-15).

Figure 115: Parents' concerns about their child being bullied via calls/ texts/ emails/ messages to the child's mobile phone by age: 2011, 2014, 2017, 2018

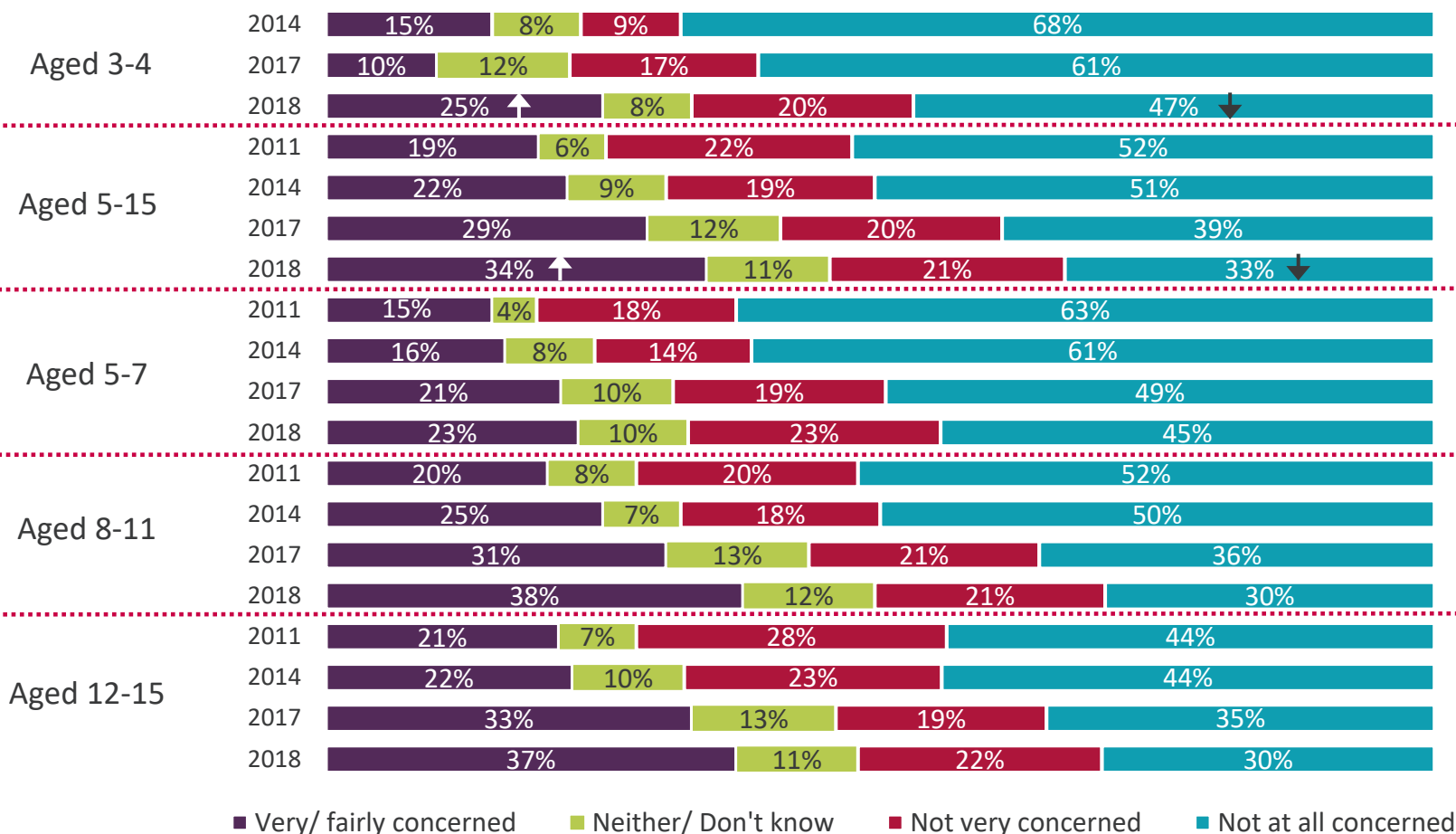


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP60D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Being bullied via calls/ texts/ emails/ messages to their mobile phone (prompted responses, single coded)

Base: Parents of children whose child has their own mobile phone (183 aged 8-11, 415 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 116: Parents' concerns about gaming content among those whose child plays games at home (2011) at home or elsewhere (2014, 2017, 2018), by age

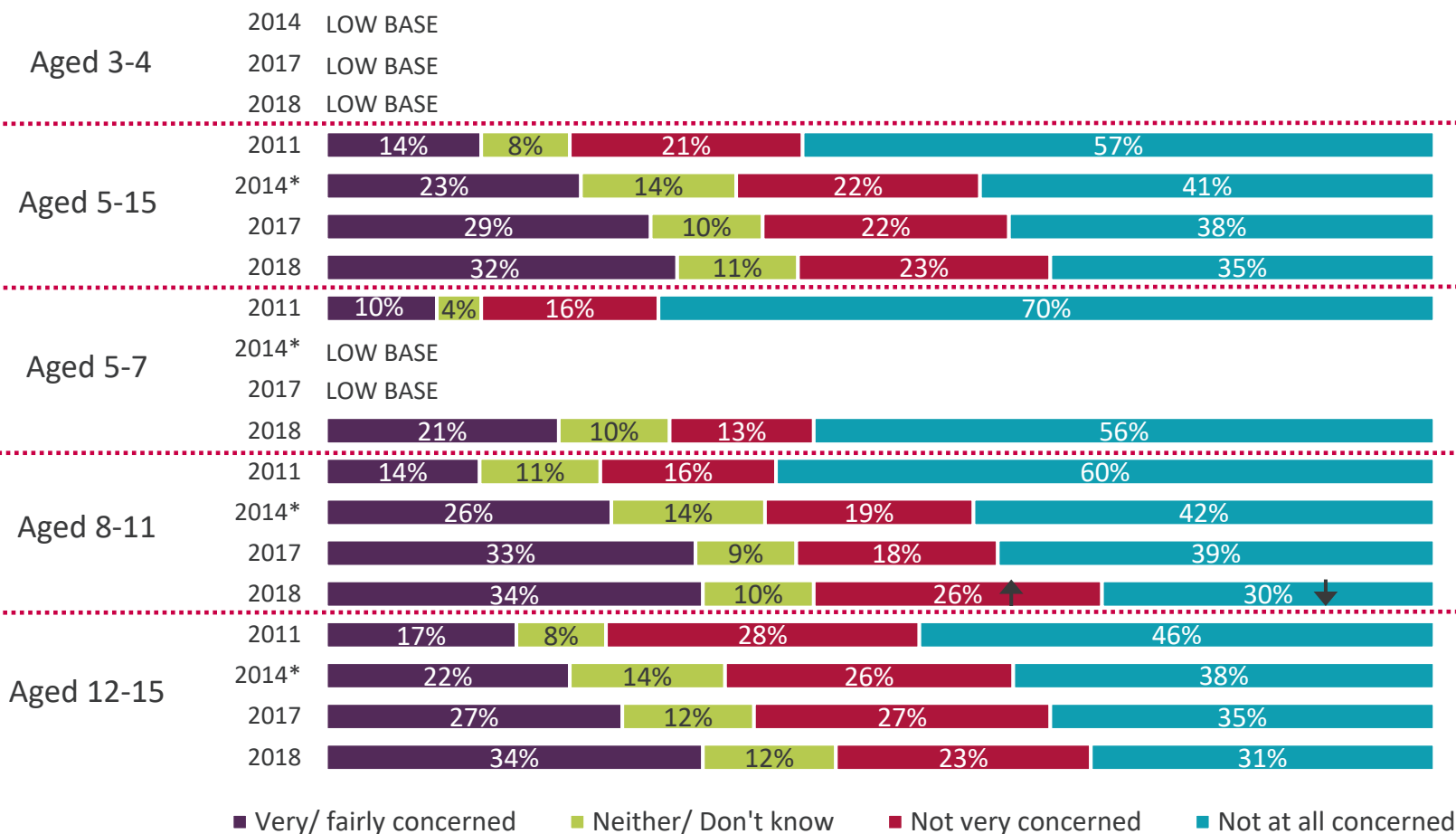


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Base: Parents whose child ever plays games (228 aged 3-4, 1012 aged 5-15, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 117: Parents concerns about whom their child is gaming with through the games player, among those whose child plays games online at home (2011) at home or elsewhere (2014, 2017, 2018), by age

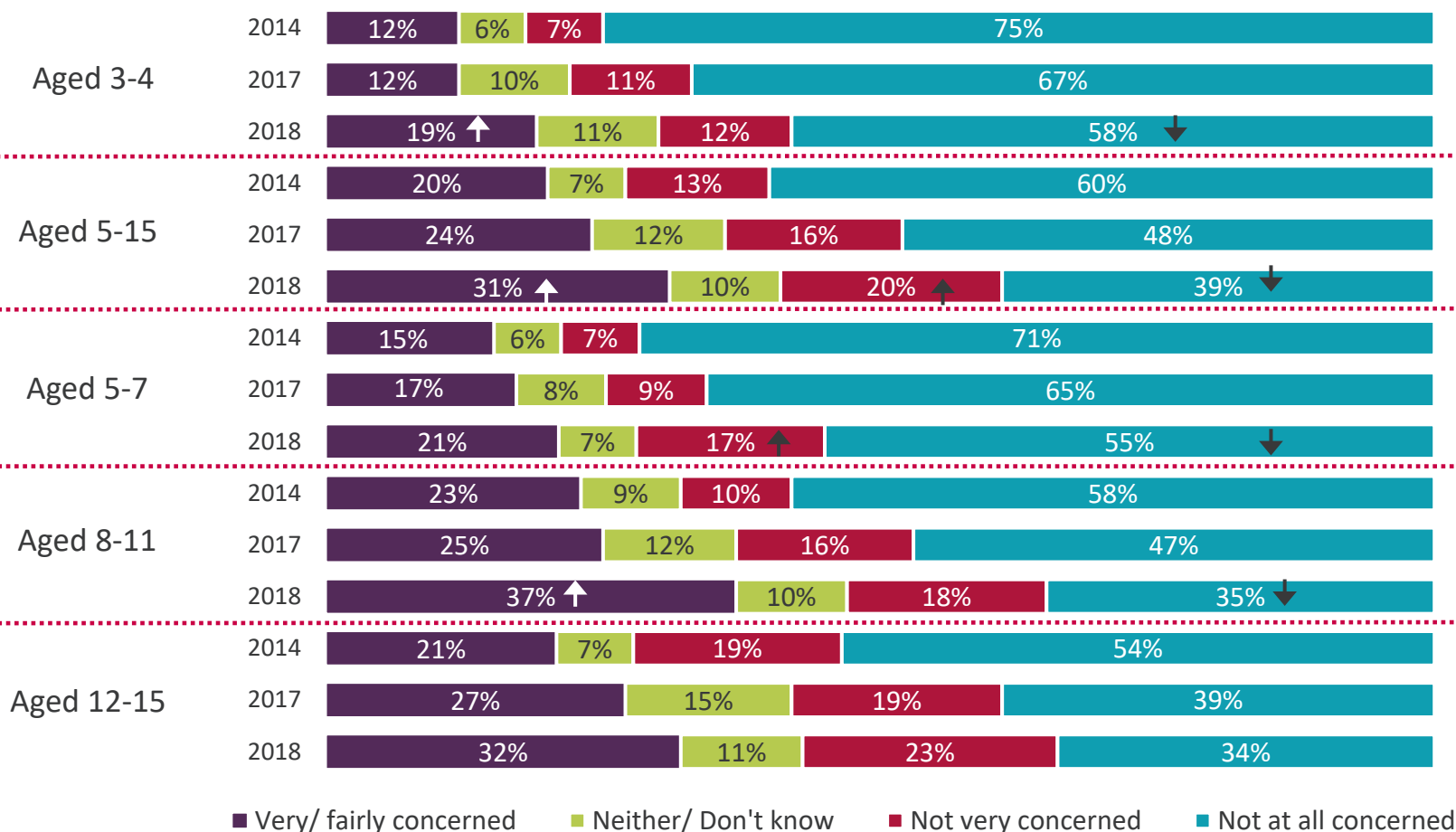


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP74C– Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means – Who they are playing online games with (prompted responses, single coded) *Since 2014 this question was only asked of those parents who said their child played games online, in earlier years parents were allowed to state Not Applicable if their child does not play online games.

Base: Parents whose child ever plays games online (82 aged 3-4, 695 aged 5-15, 133 aged 5-7, 264 aged 8-11, 298 aged 12-15). Significance testing shows any change between 2017 and 2018

Figure 118: Parents' concerns about the possibility of the child being bullied by other players: 2014, 2017, 2018

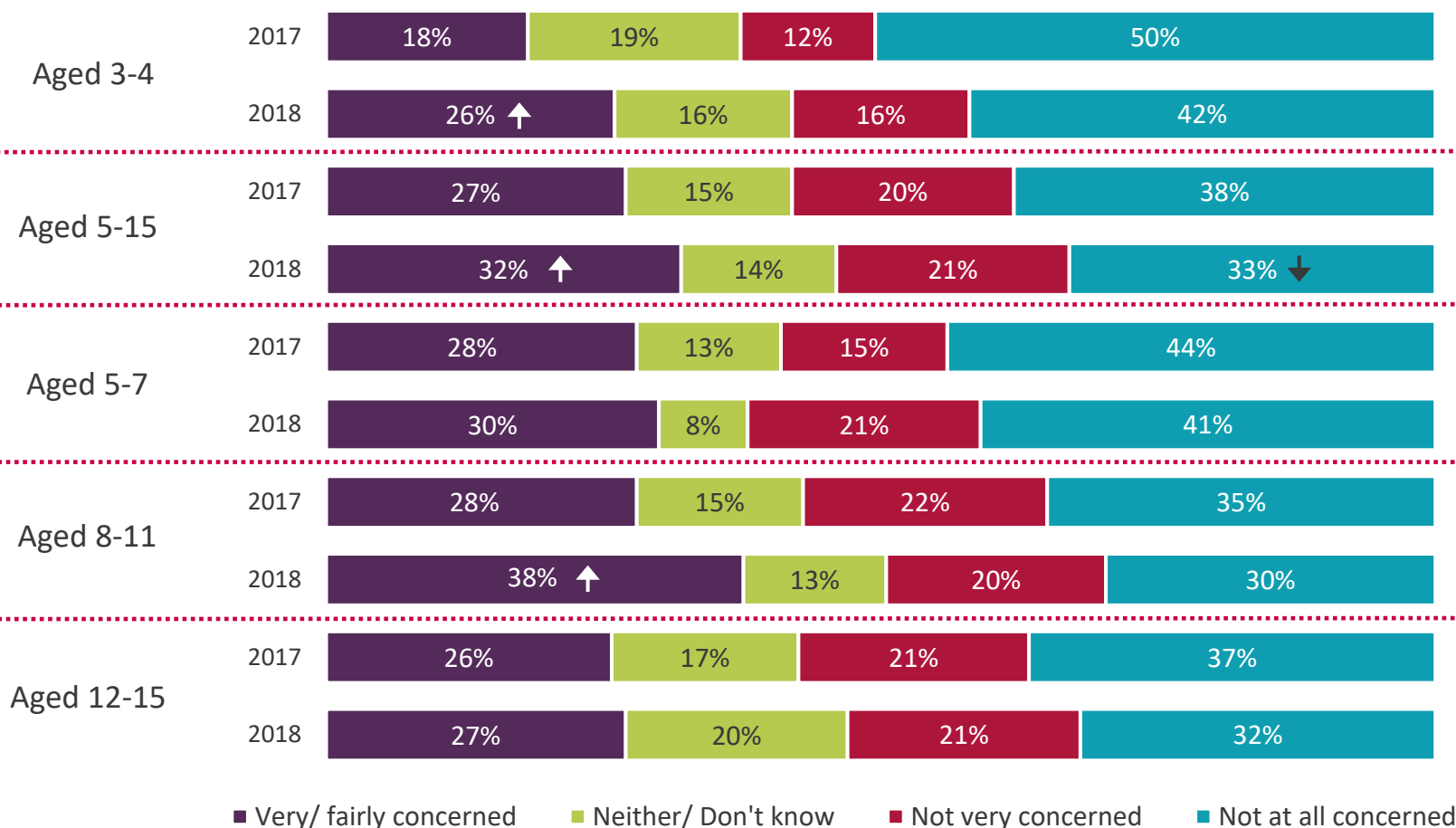


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP74E – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The possibility of them being bullied by other players (prompted responses, single coded)

Base: Parents whose child ever plays games (228 aged 3-4, 1012 aged 5-15, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 119: Parents' concerns about the amount of advertising in games, by age: 2017, 2018

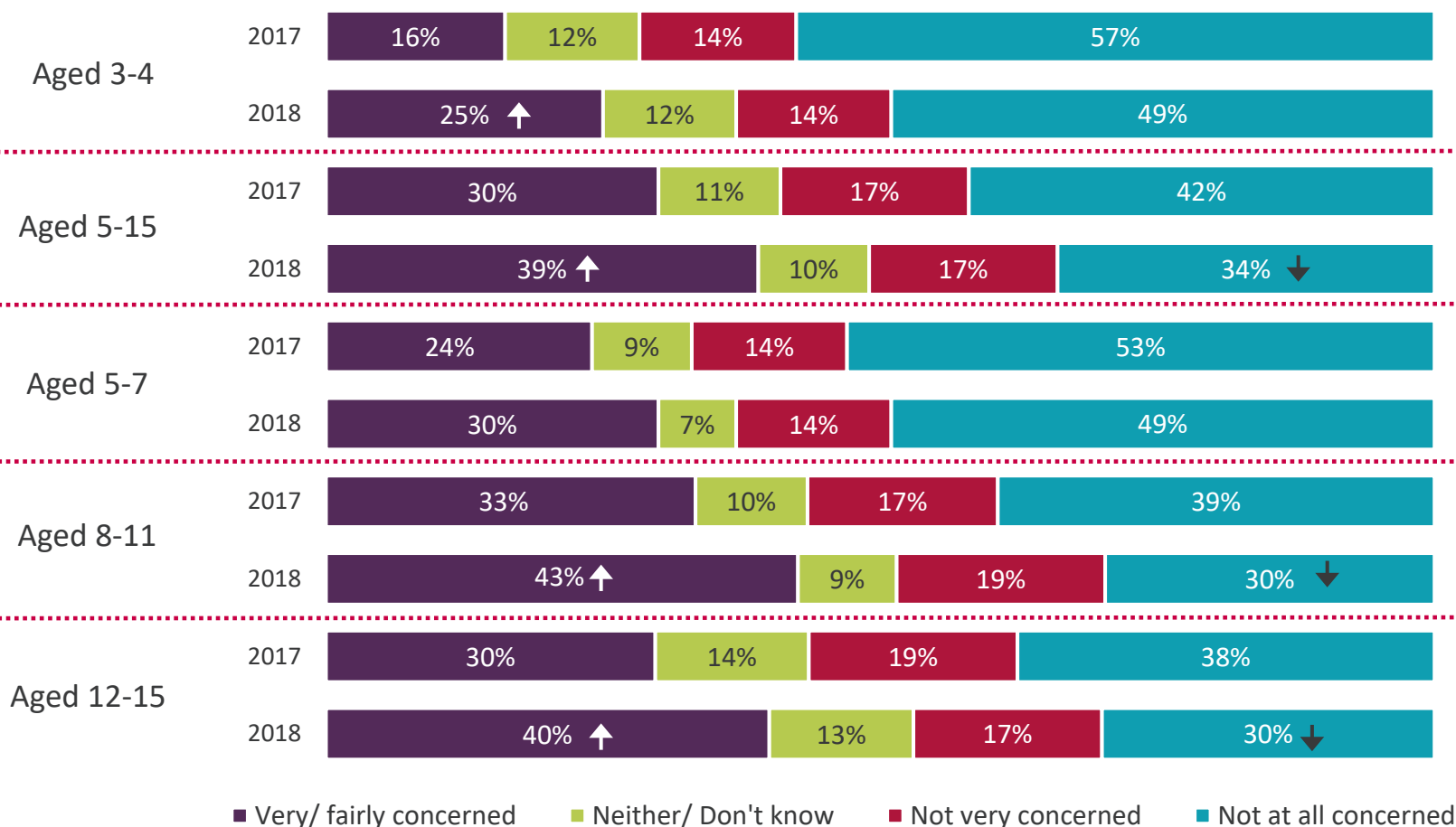


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP74F – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means – The amount of advertising in games (prompted responses, single coded)

Base: Parents whose child ever plays games (228 aged 3-4, 1012 aged 5-15, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 120: Parents' concerns about the pressure to make in-game purchases, by age: 2017, 2018

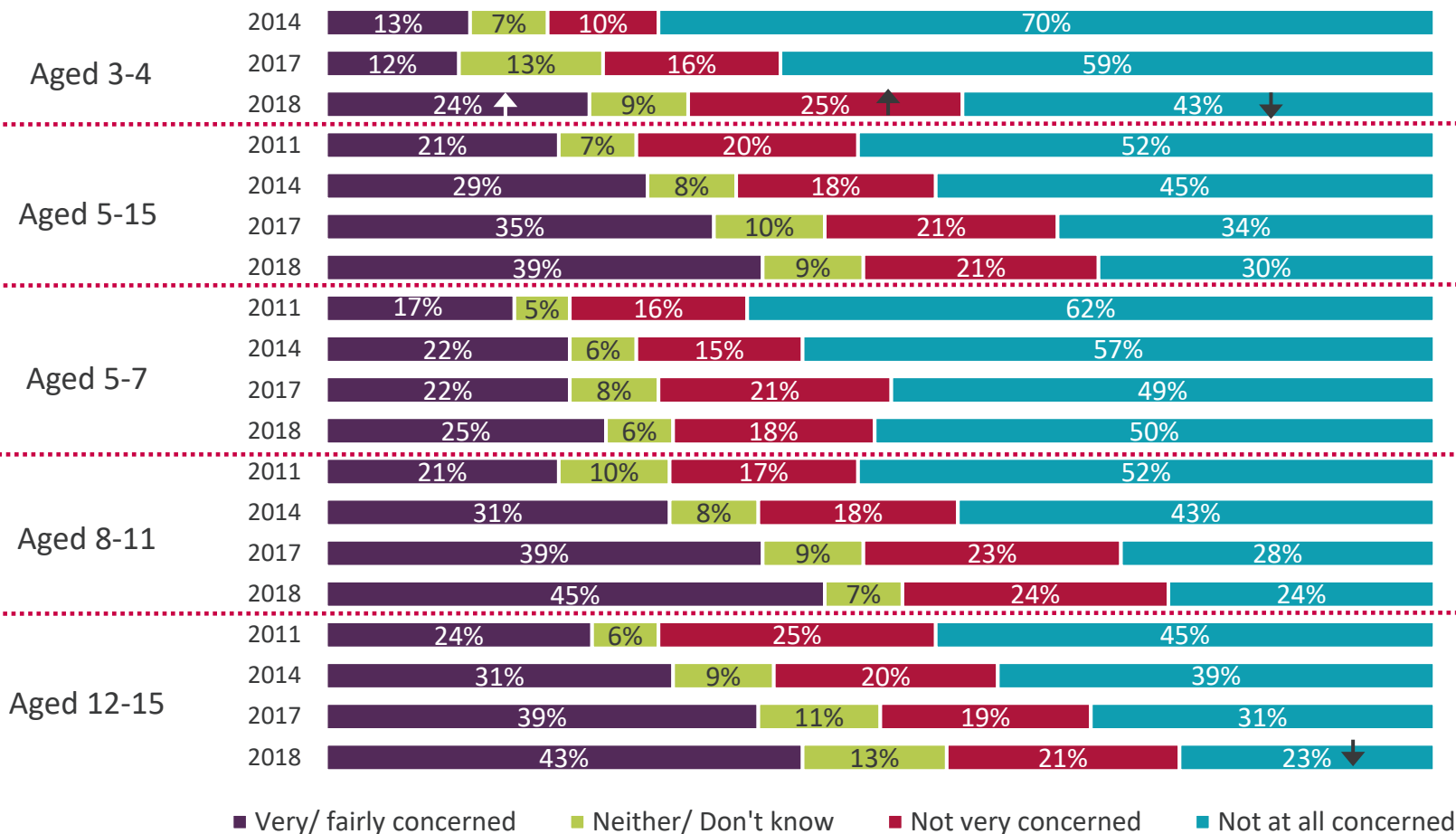


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP74D – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The pressure to make in game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (prompted responses, single coded)

Base: Parents whose child ever plays games (228 aged 3-4, 1012 aged 5-15, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 121: Parents' concerns about time spent gaming among those whose child plays games at home (2011) at home or elsewhere (2014, 2017, 2018), by age



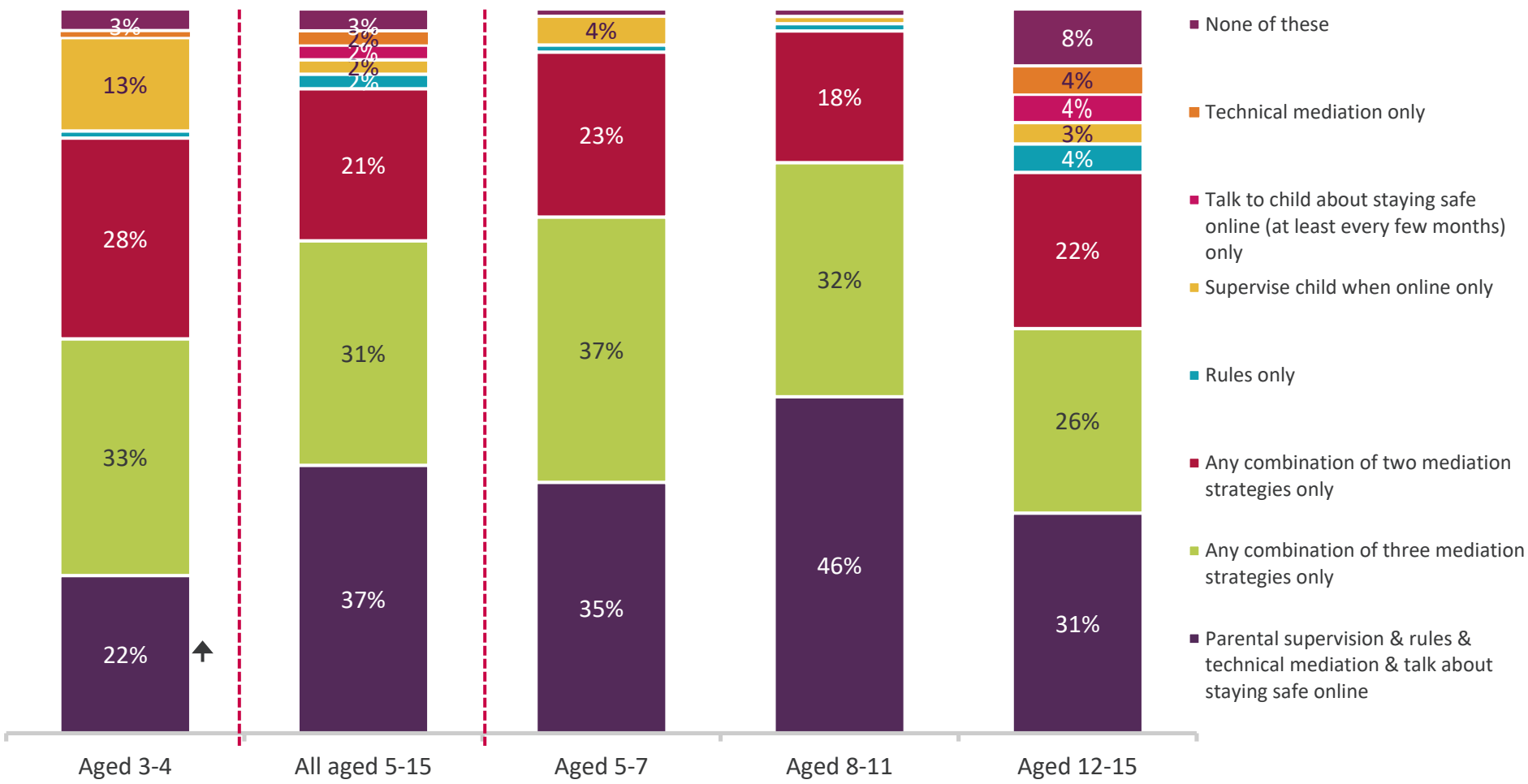
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP74B – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- How much time they spend playing games (prompted responses, single coded)

Base: Parents whose child ever plays games (228 aged 3-4, 1012 aged 5-15, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15). Significance testing shows any change between 2017 and 2018.

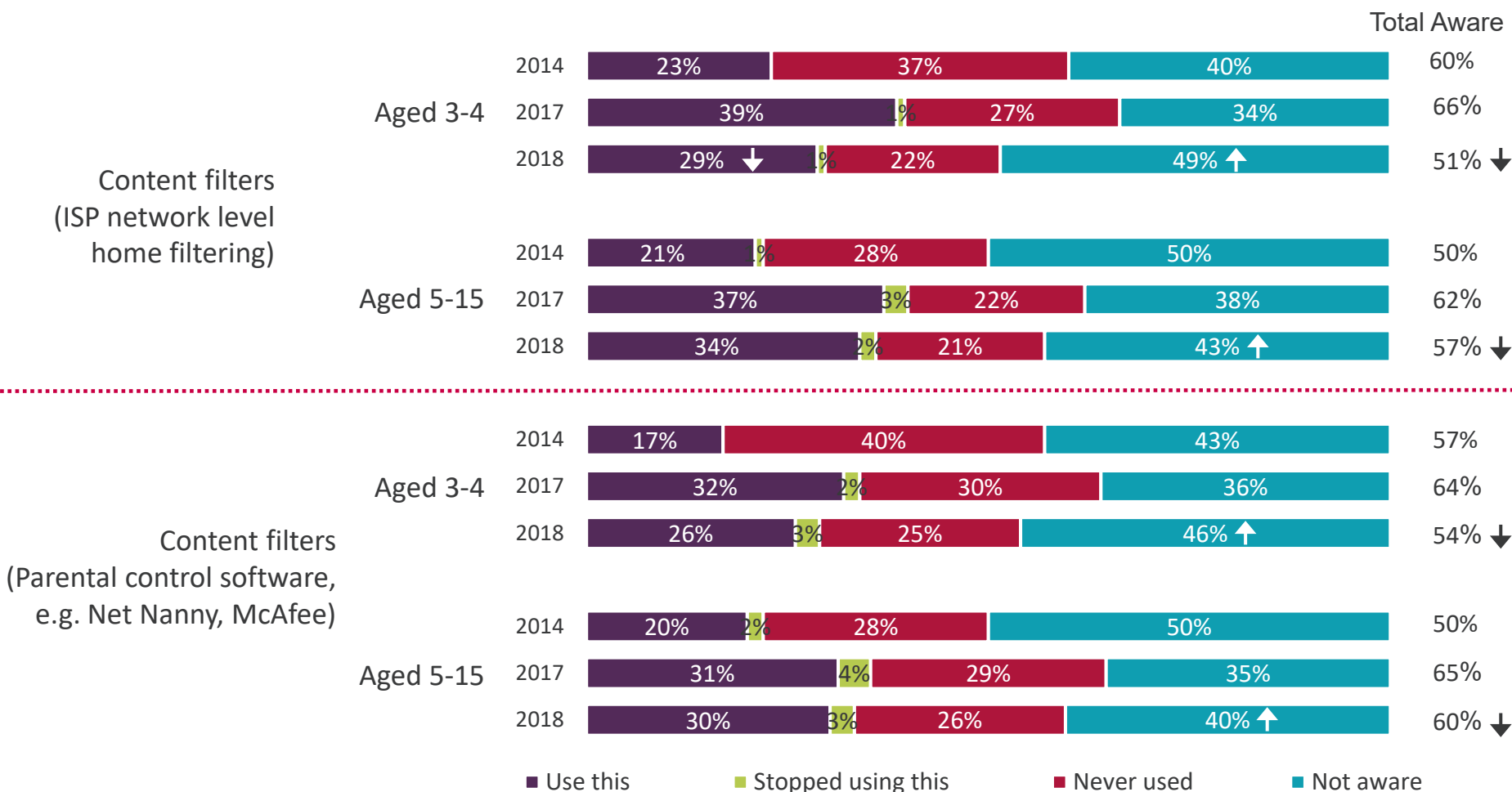
A11. Parental mediation

Figure 122: Combinations of online mediation strategies used by parents of 3-15s whose child goes online: 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018
Derived from several questions
Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).
Significance testing shows any change between 2017 and 2018.

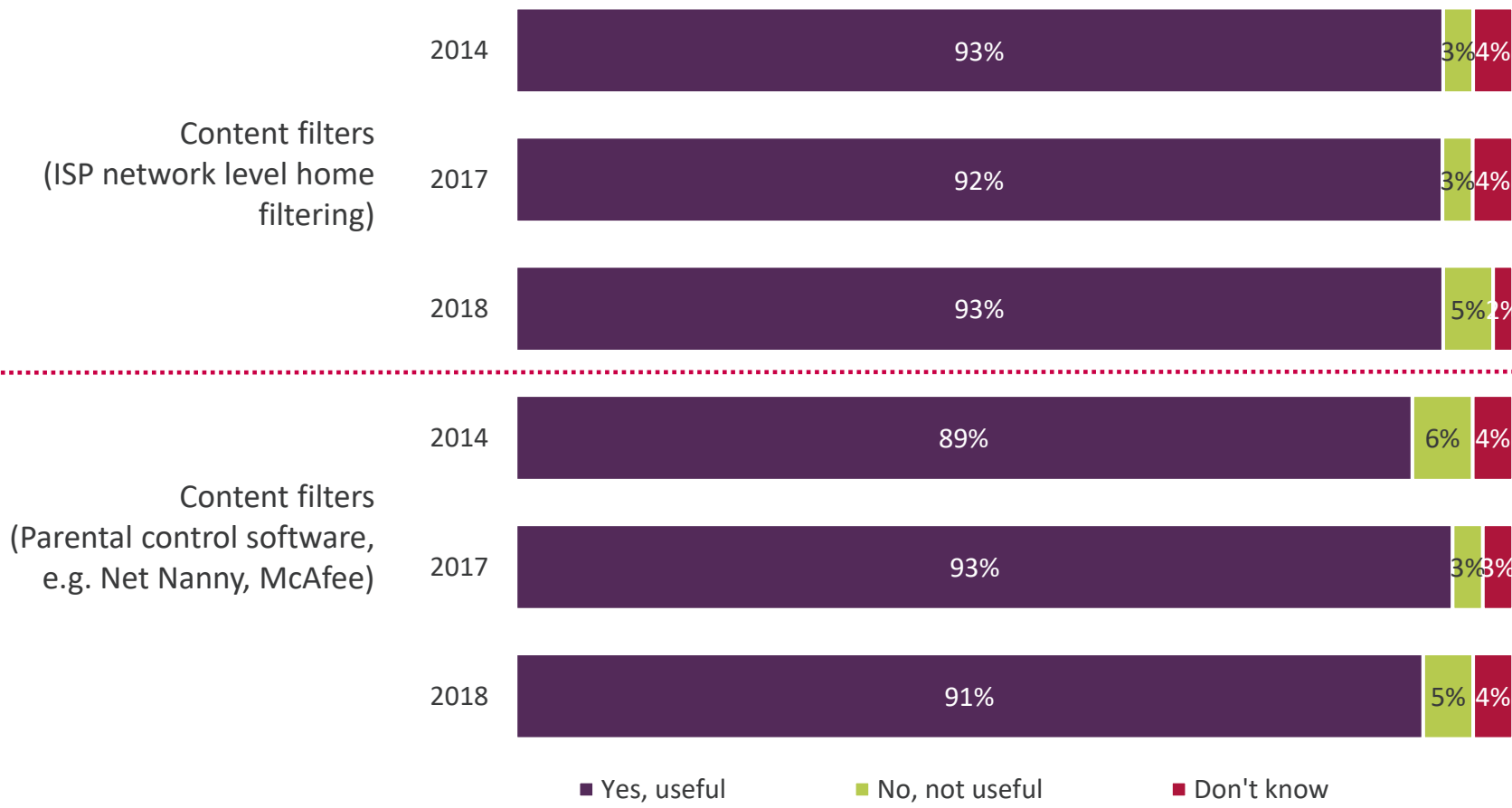
Figure 123: Parents of 3-4s and 5-15s who have home broadband and whose child goes online, use and awareness of content filters: 2014, 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

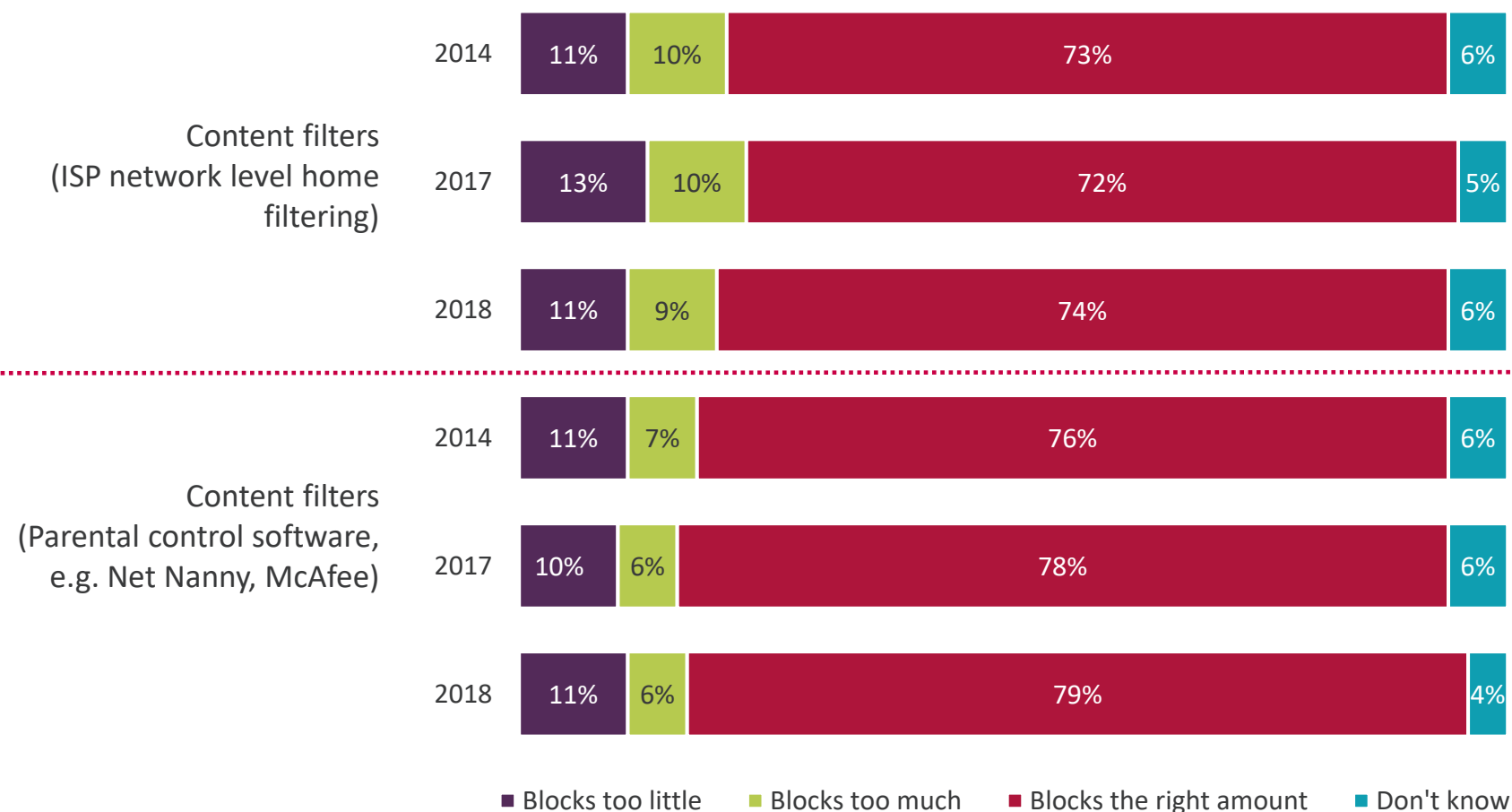
QP31A-B Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32A-B Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded)/ QP33A-B Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded). Base: Parents with a fixed broadband connection at home where the child goes online (293 parents of 3-4s, 1222 parents of 5-15s). Significance testing shows any change between 2017 and 2018.

Figure 124: Parents of 5-15s who use filters, usefulness of technical tools: 2014, 2017, 2018



Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QP34A-B Do you find this tool useful? (unprompted responses, single coded)
Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (Variable base).

Figure 125: Parents of 5-15s who use content filters, perception of technical tools blocking too much or too little: 2014, 2017, 2018

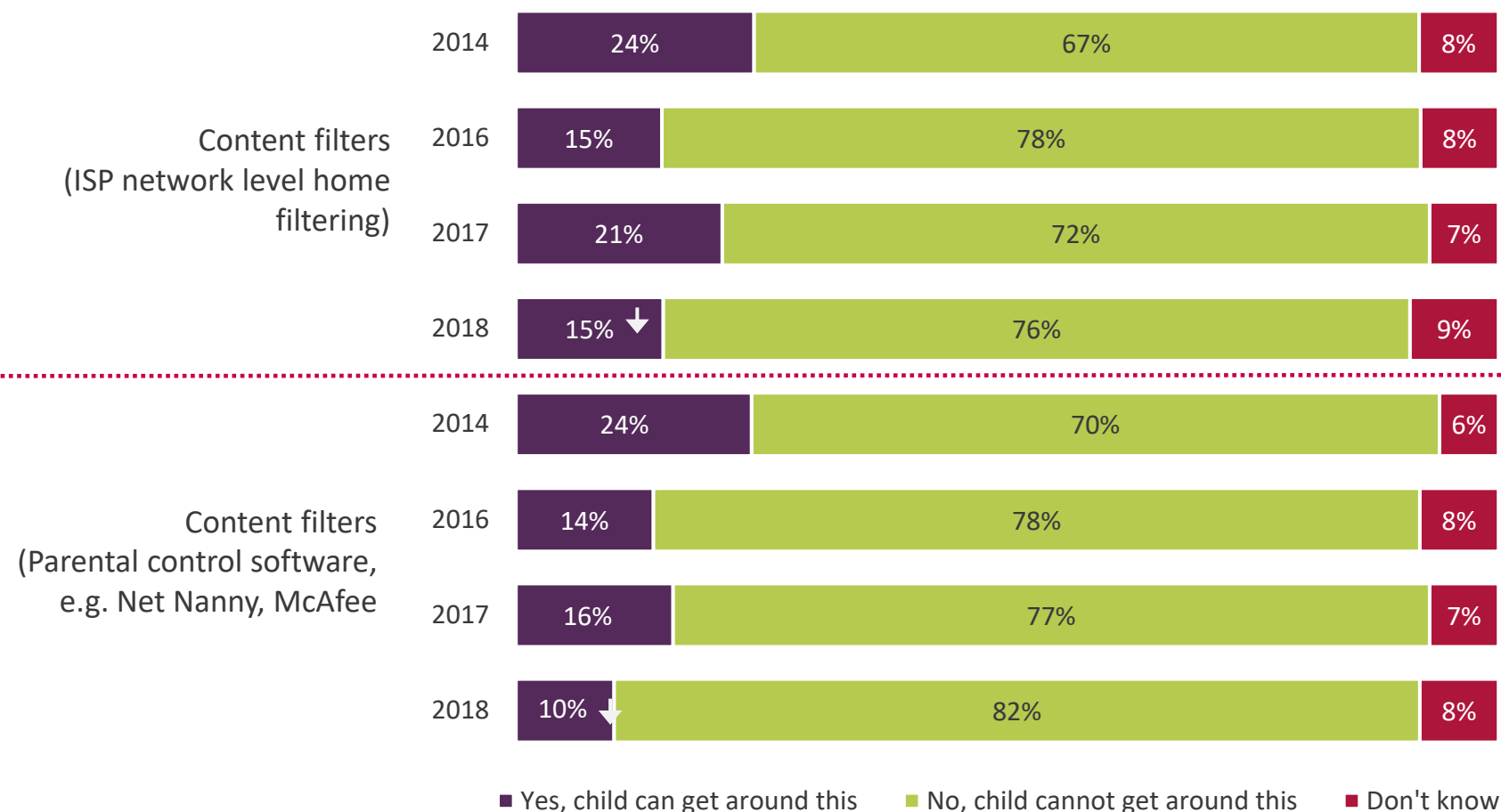


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP35A-B Do you think they block too much content or too little content? (unprompted responses, single coded)

Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (Variable base).

Figure 126: Parents of 5-15s who use content filters, perception of child's ability to bypass technical tools: 2014, 2016, 2017, 2018



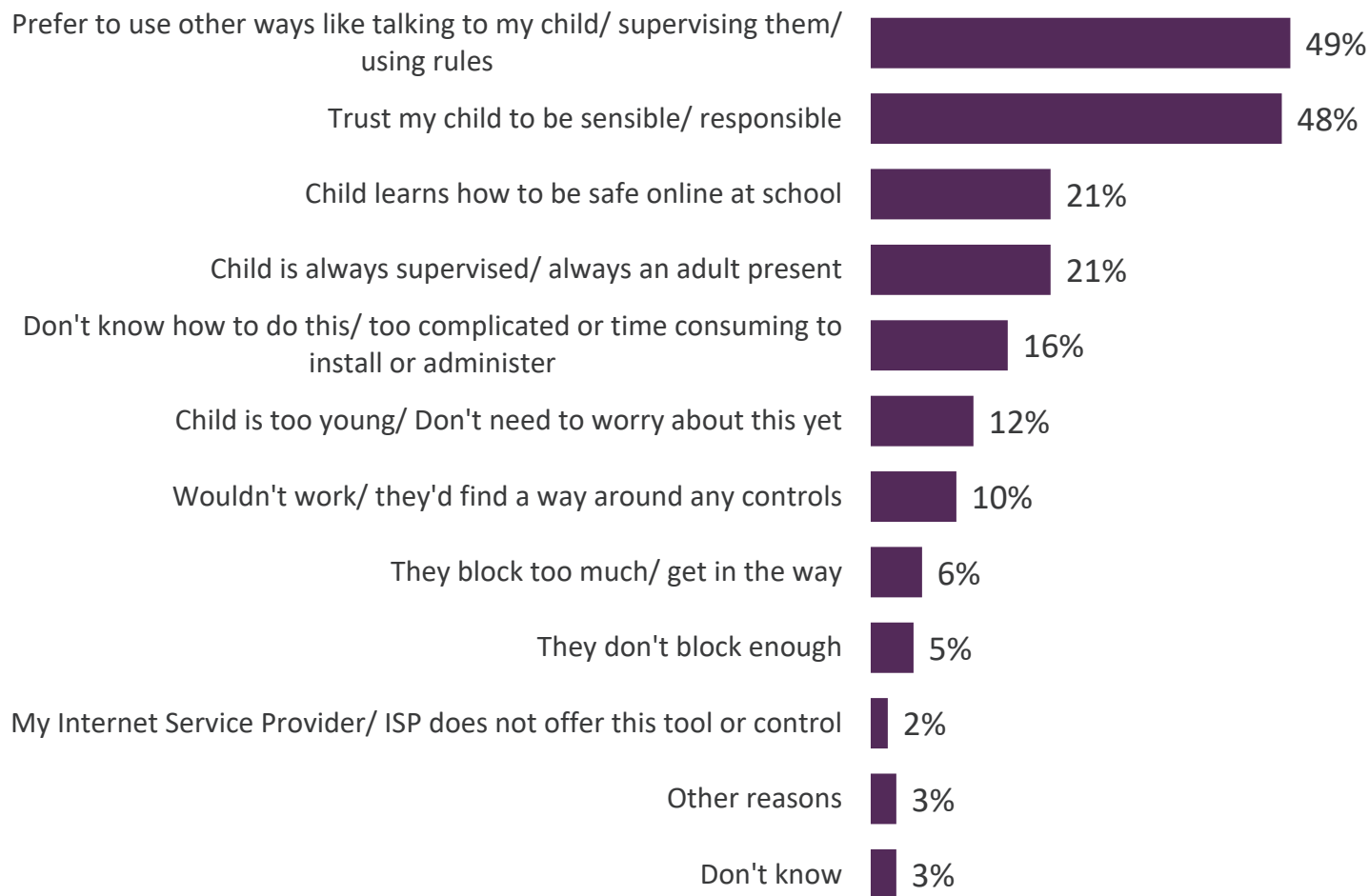
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP36A-B Do you think your child can get around them? (unprompted responses, single coded)

Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (Variable base).

Significance testing shows any change between 2017 and 2018.

Figure 127: Parents of 5-15s with a home broadband connection whose child goes online and who are aware of but do not use home network filters – reasons for *not* using them: 2018

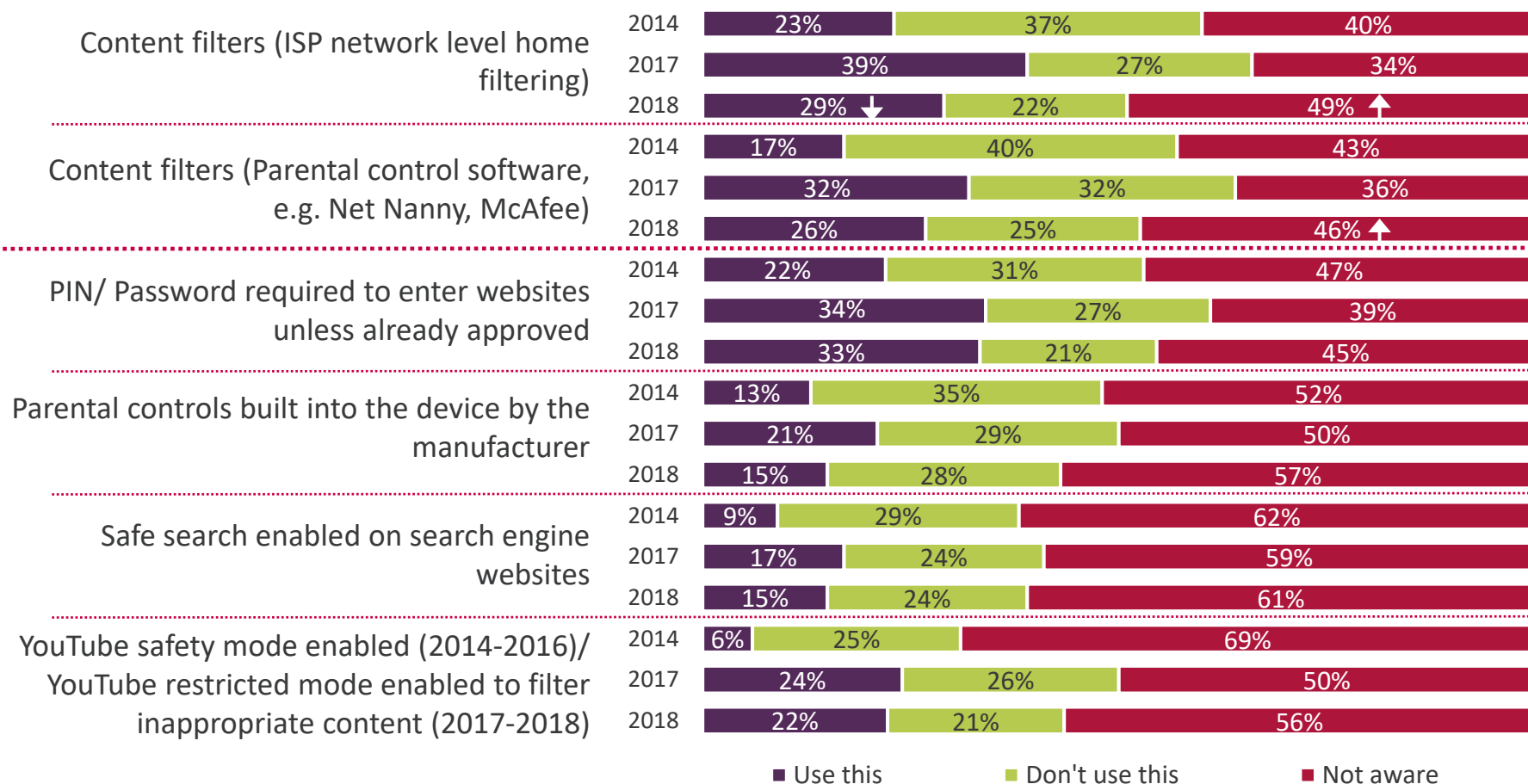


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP42A Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (prompted response, multi coded)

Base: Parents of children aged 5-15 with a broadband internet connection at home (whose child goes online) who are aware of but do not use home network filters (280).

Figure 128: Parents of 3-4s who have home broadband and whose child goes online - use and awareness of technical tools: 2014, 2017, 2018



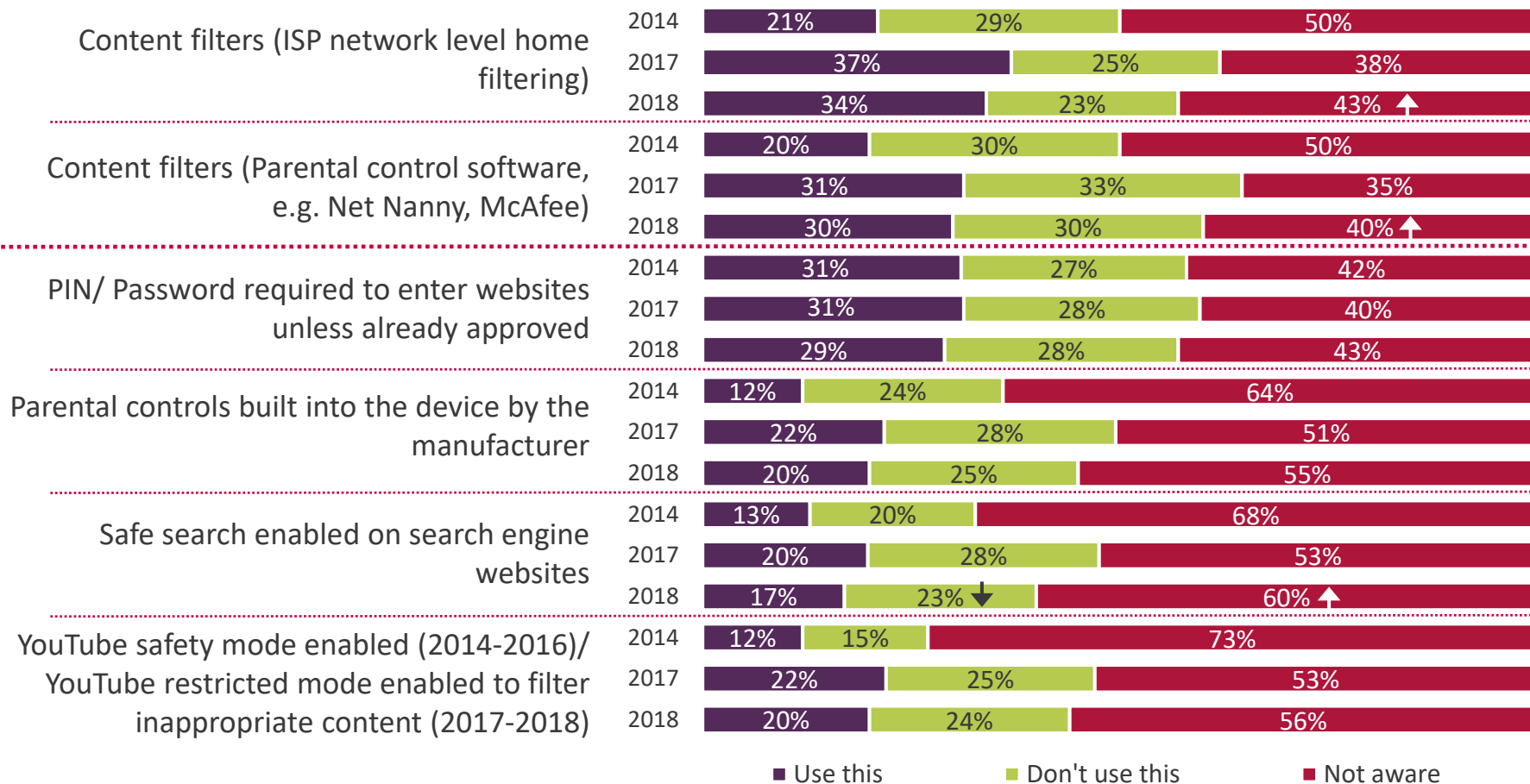
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Base: Parents of 3-4s with a fixed broadband connection available to their child at home where the child goes online (293).

Significance testing shows any change between 2017 and 2018

Figure 129: Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2014, 2017, 2018



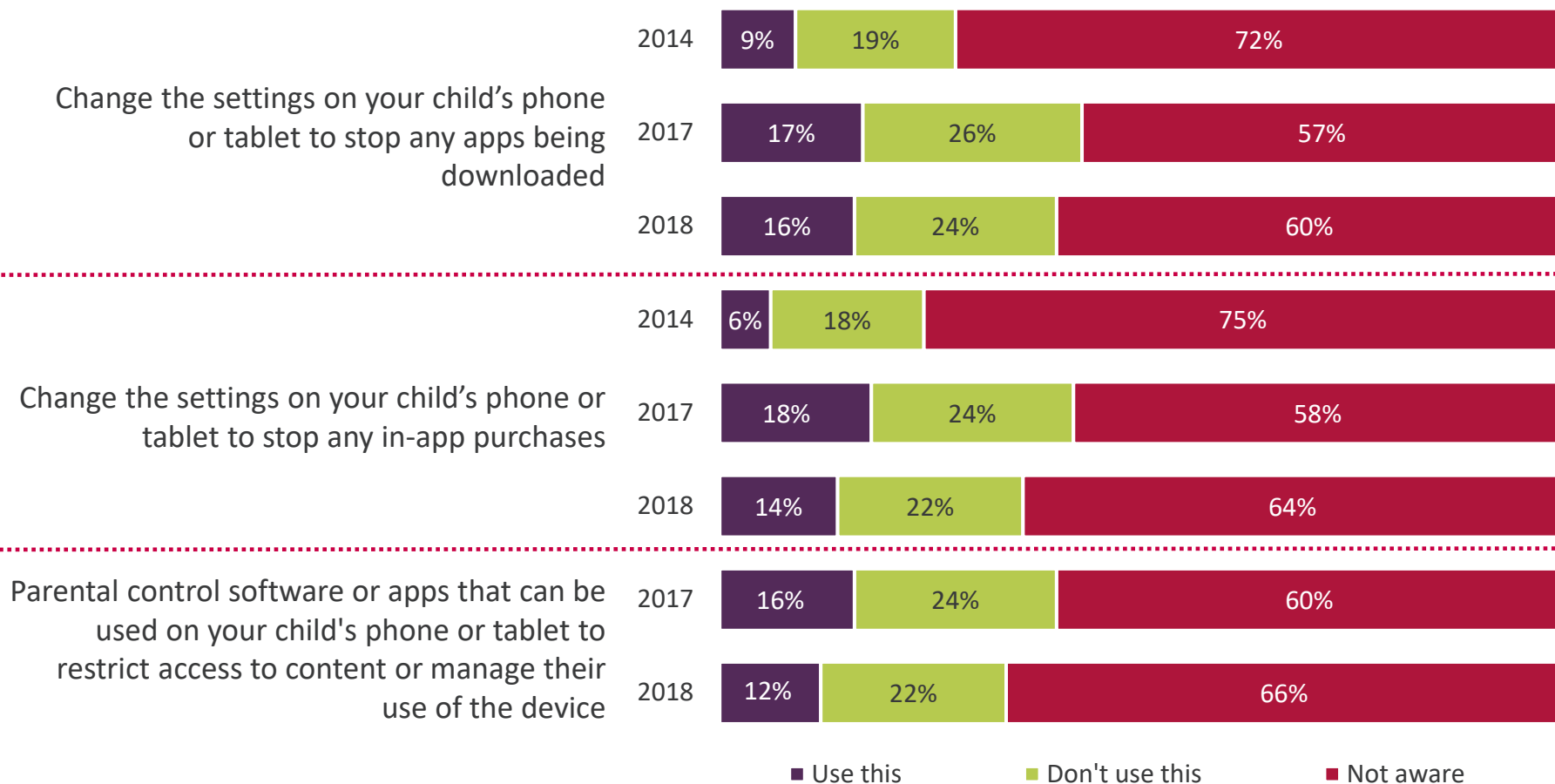
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

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

Base: Parents of 5-15s with a fixed broadband connection available to their child at home where the child goes online (1222).

Significance testing shows any change between 2017 and 2018

Figure 130: Parents of 3-4s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2014, 2017, 2018

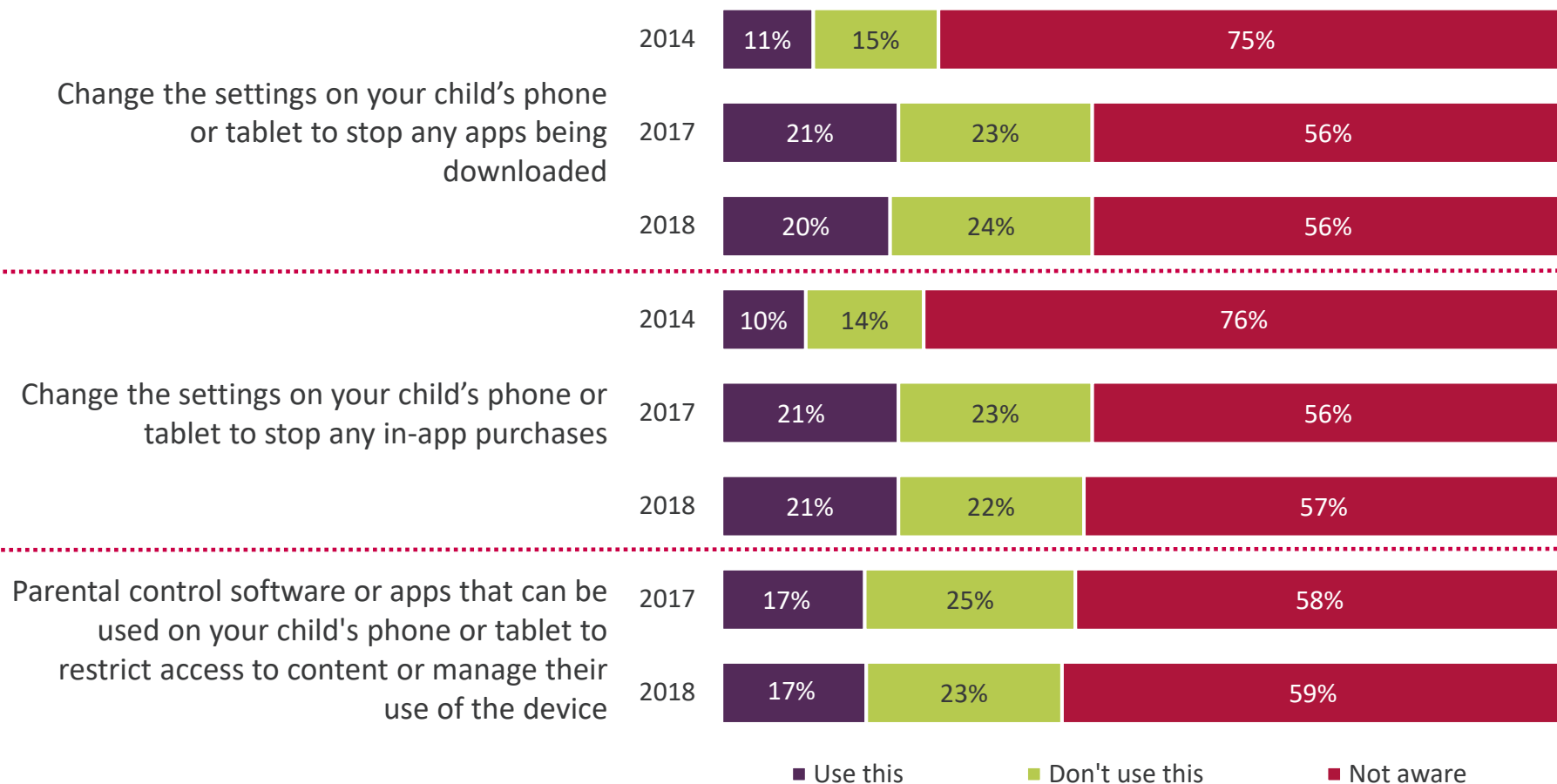


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP31G-I Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32G-I Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded).

Base: Parents of 3-4 whose child uses a smartphone or tablet computer (365).

Figure 131: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2014, 2017, 2018

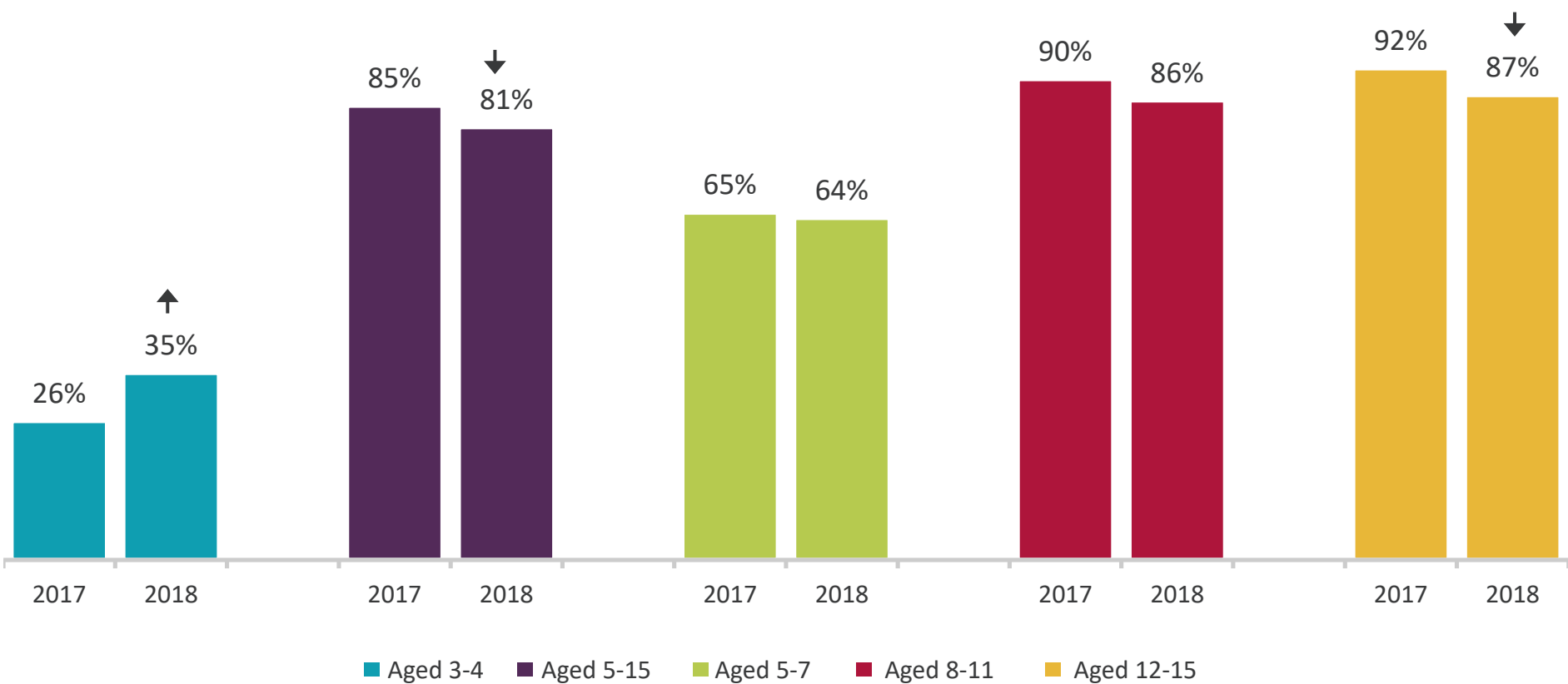


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP31G-I Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32G-I Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded).

Base: Parents of 5-15s whose child uses a smartphone or tablet computer (1218).

Figure 132: Parents talking to their child about staying safe online: 2017, 2018



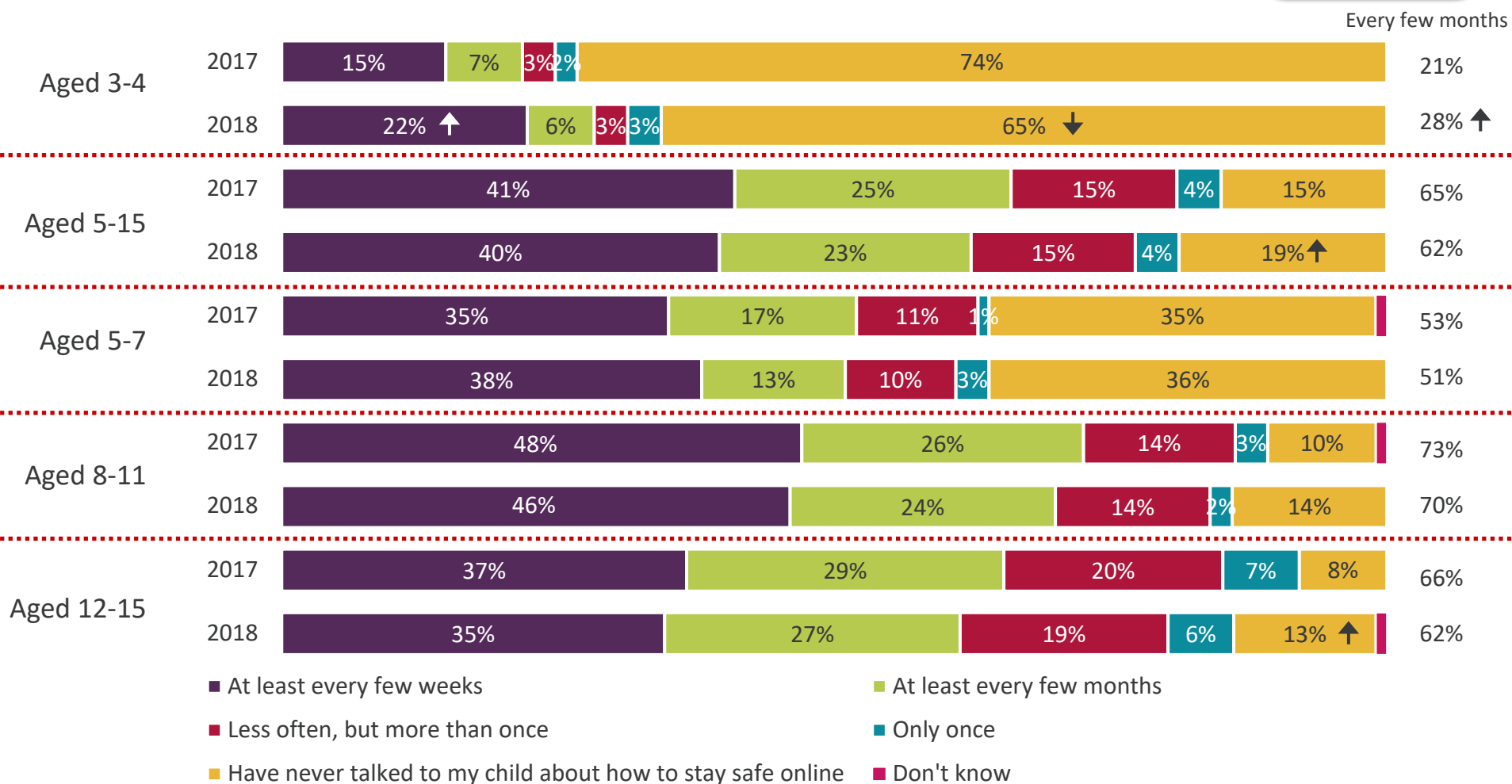
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP28 – Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don’t know personally etc.

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 133: Frequency of talking to children about how to stay safe online, by age: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP29 – Which of these best describes how often you talk to your child about how to stay safe online? (prompted responses, single coded)

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 134: Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to stay safe online: 2018

All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	328	1304	362	459	483
From child’s school	40%	70%	70%	75%	66%
From family or friends	28%	37%	29%	41%	37%
From Internet service providers (ISPs)	13%	18%	14%	19%	20%
From your child themselves	7%	16%	13%	16%	18%
From TV, radio, newspapers or magazines	7%	15%	13%	15%	16%
From other websites with information about how to stay safe online	9%	12%	10%	13%	13%
From Government or local authority	4%	11%	11%	10%	10%
From manufacturers or retailers selling the product	6%	9%	7%	8%	11%
From the BBC	6%	7%	8%	8%	6%
From other sources	3%	3%	4%	3%	2%
TOTAL – ANY INFORMATION LOOKED FOR/ RECEIVED**	64%	84%	82%	89%	82%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP52 – Have you looked for or received information or advice about how to help your child stay safe online from any of these sources or in any other way? (prompted responses, multi coded) ** In 2017 parents were asked if they had ever looked for or received information or advice about how to 'manage' online risks

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).

Figure 135: Rules about what child does online, by age: 2018

All whose child goes online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Rules about... Base	328	1304	362	459	483
The types of websites or apps they can use	61%	66%	74%	75%	53%
How much time they spend online	46%	53%	54%	57%	47%
Who they can contact online	34%	51% ↓	41%	58%	51% ↓
The information they can share online	30%	49%	37%	56%	50%
Spending money online	32%	48%	41%	50%	50%
When they can go online	34%	41%	45%	45%	33%
Spontaneous response: Only going online when supervised	4%	1%	2%	1%	0%
TOTAL - ANY RULES ABOUT WHAT CHILD DOES ONLINE	77%	85%	88%	92%	77%

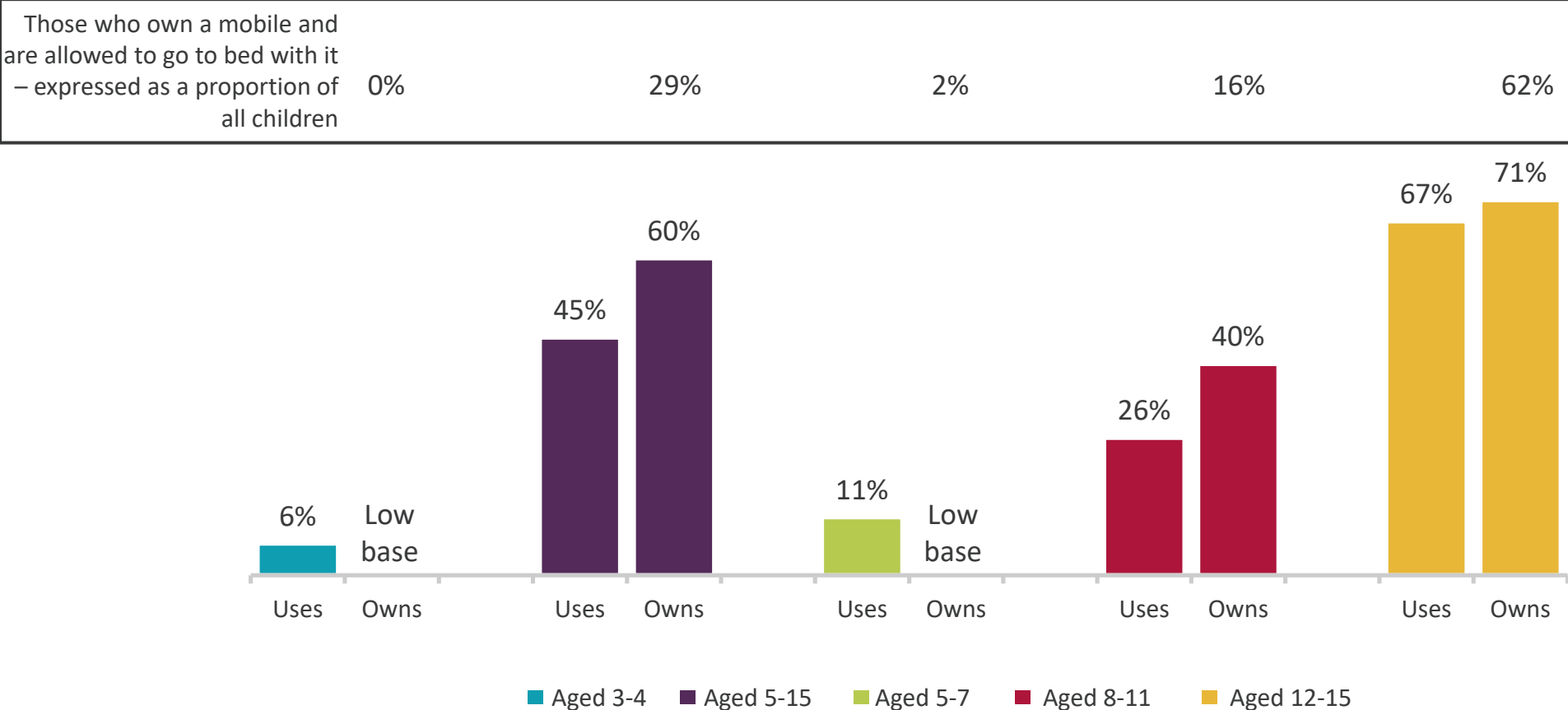
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP26 - Do you have any of these rules about what your child does online? (prompted responses, multi coded)

Base: Parents of children who go online (328 aged 3-4, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 136: Incidence of parents allowing their child to go to bed with a mobile – among parents whose child uses and has their own mobile : 2018



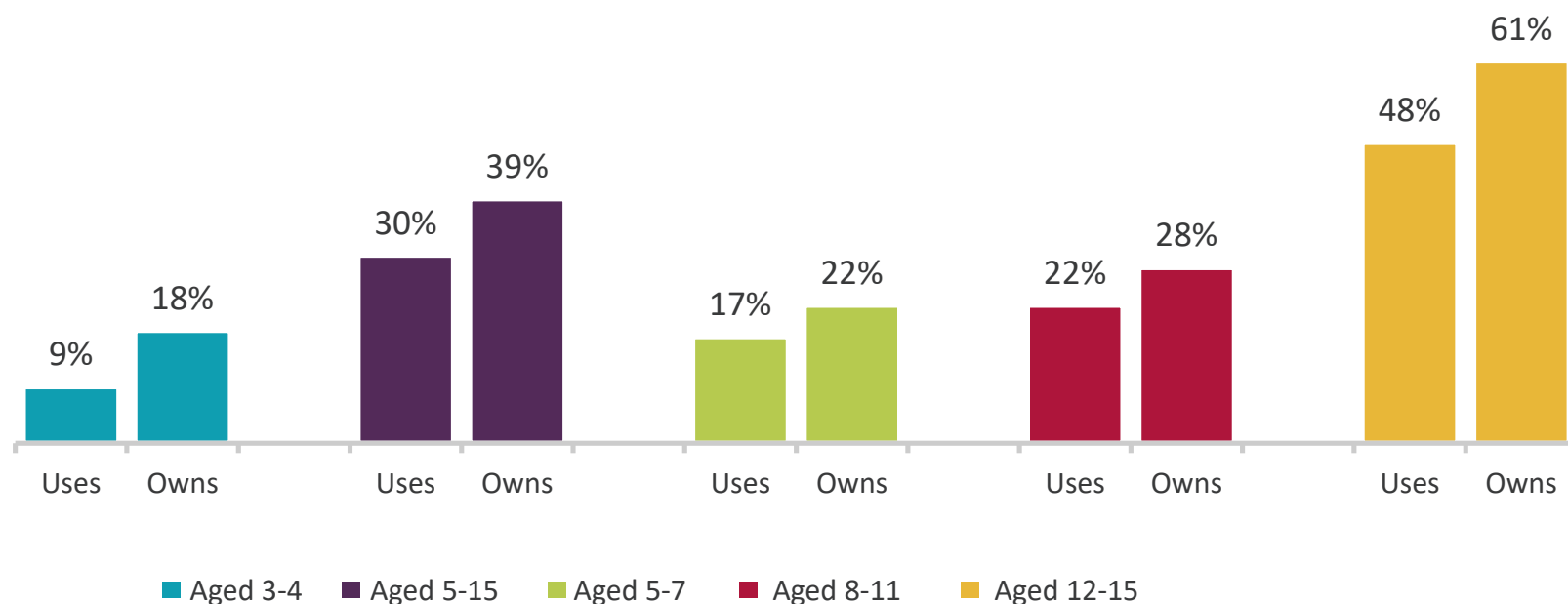
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP30A-You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them?

Base: Parents of children who use a mobile phone (202 aged 3-4, 915 aged 5-15, 144 aged 5-7, 319 aged 8-11, 452 aged 12-15)/ who have their own mobile phone (5 aged 3-4, 627 aged 5-15, 29 aged 5-7, 183 aged 8-11, 415 aged 12-15)

Figure 137: Incidence of parents allowing their child to go to bed with a tablet – among parents whose child uses and has their own tablet: 2018

Those who own a tablet and are allowed to go to bed with it – expressed as a proportion of all children

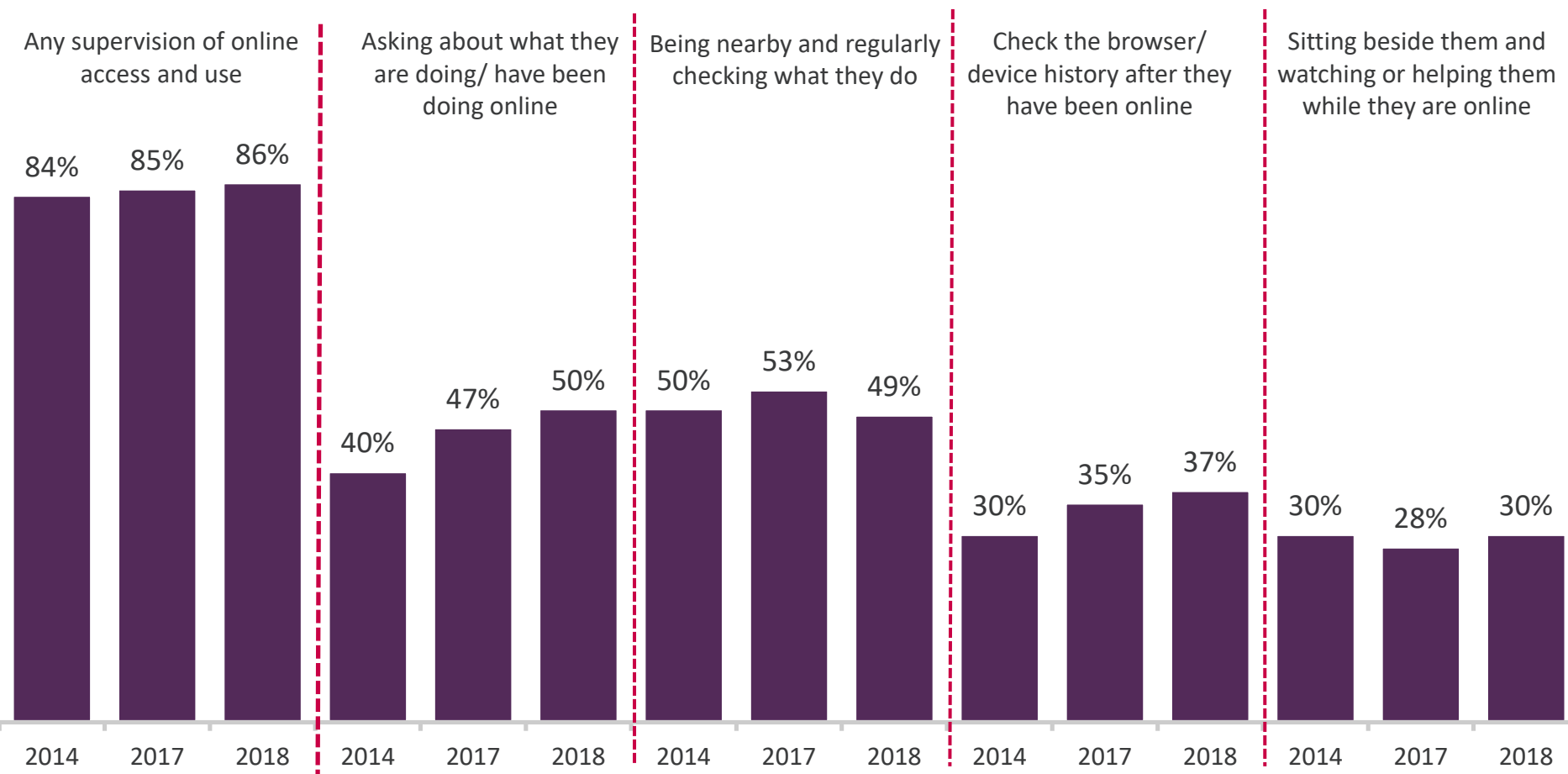


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP30B-You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them?

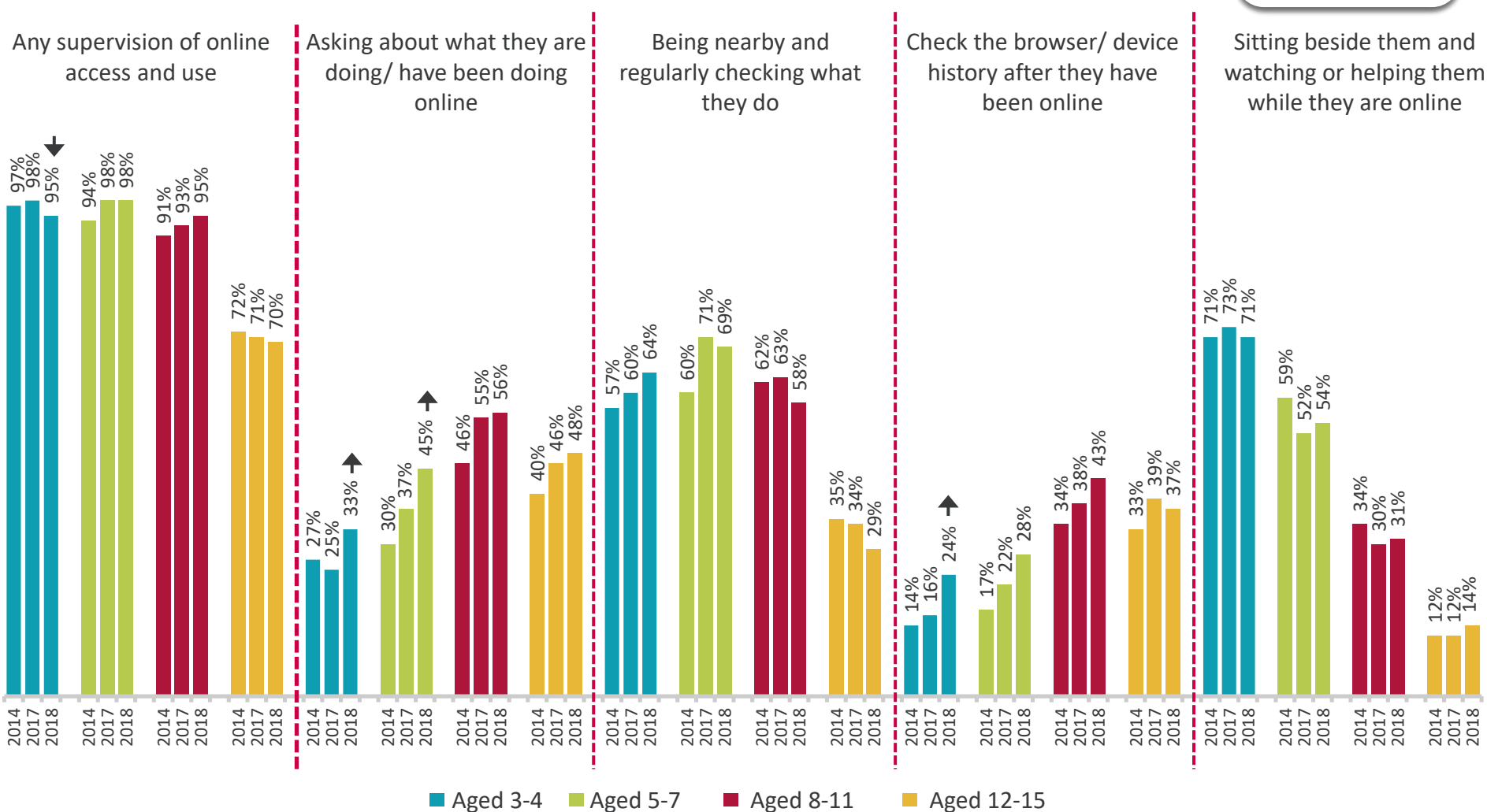
Base: Parents of children who use a tablet (365 aged 3-4, 1083 aged 5-15, 334 aged 5-7, 383 aged 8-11, 366 aged 12-15)/ with their own tablet (121 aged 3-4, 668 aged 5-15, 187 aged 5-7, 234 aged 8-11, 247 aged 12-15)

Figure 138: Types of parental supervision when child goes online, among parents of 5-15s: 2014, 2017, 2018



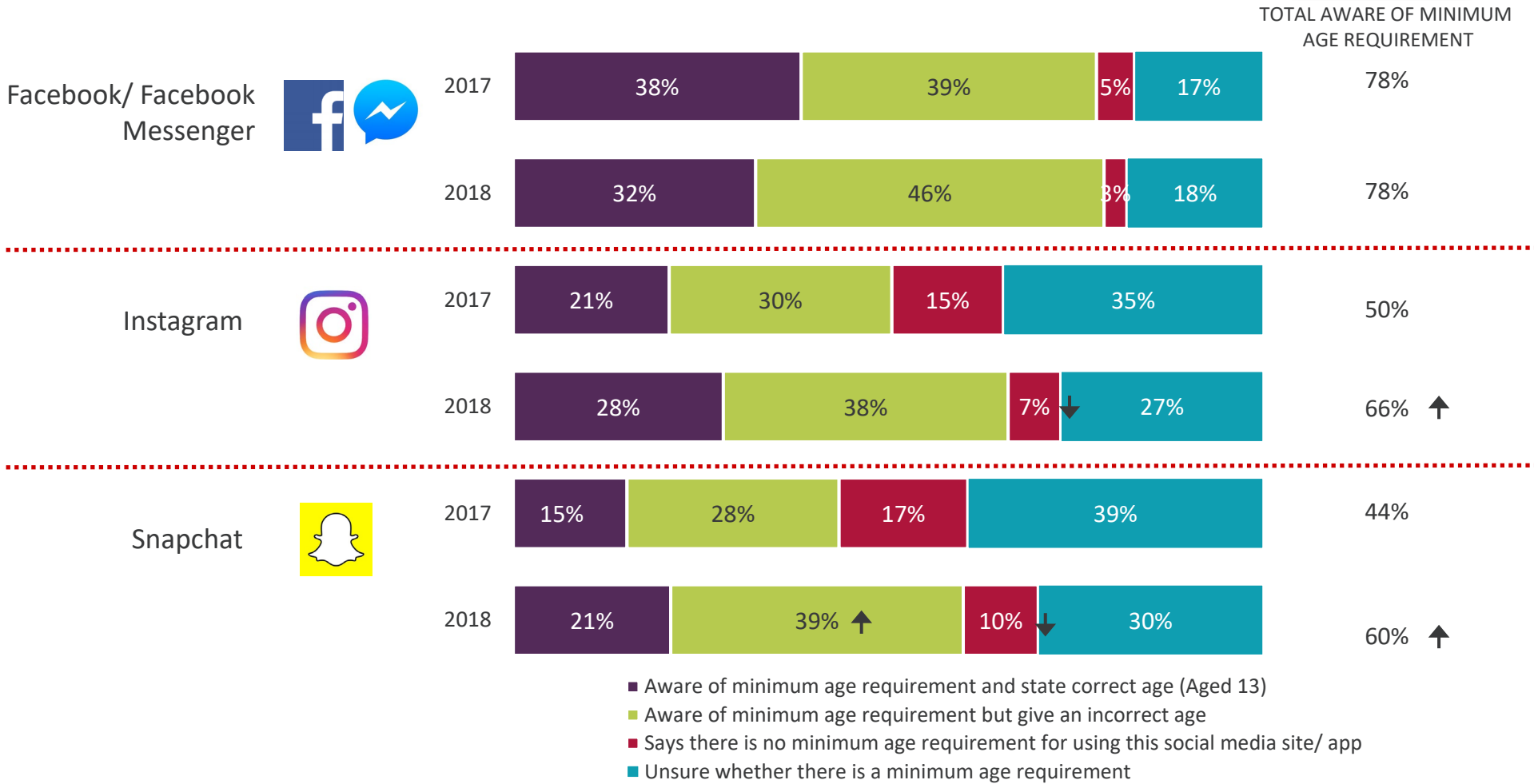
Source: Ofcom Parent and Children's Media Literacy Tracker 2018
 QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? (prompted responses, multi coded)
 Base: Parents whose child goes online at home or elsewhere (1304 aged 5-15).

Figure 139: Types of parental supervision when child goes online, by age:2014, 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018
 QP27. When your child goes online on any devices, would you usually supervise them, in any of these ways? (prompted response, multi coded).
 Base: Parents whose child goes online (328 aged 3-4, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).
 Significance testing shows any change between 2017 and 2018.

Figure 140: Parental awareness of minimum age requirement for particular social media sites/ apps used by their child aged 5-15: 2017, 2018



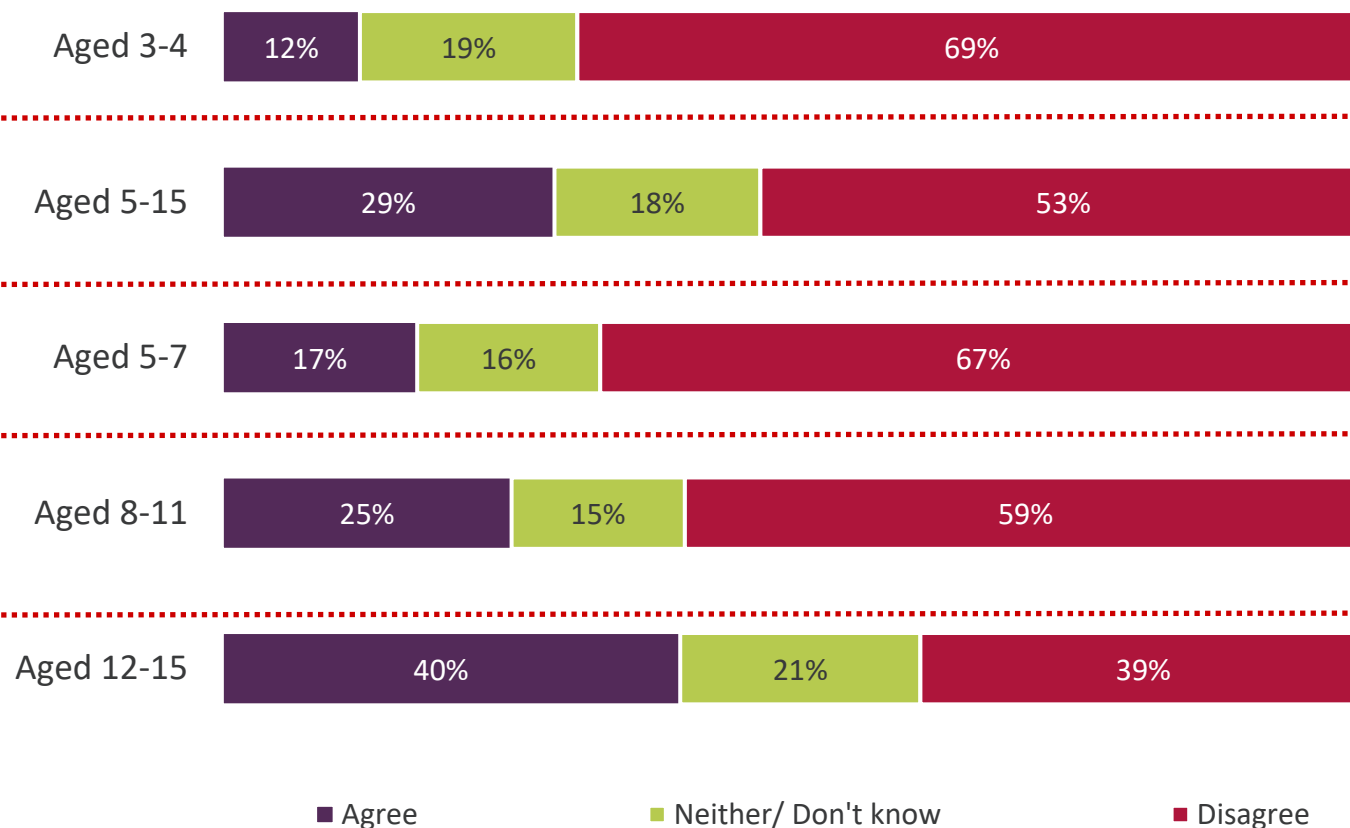
Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP46A/B/C – You said your child is on As far as you are aware is there a minimum age that someone has to reach before they can be on IF YES: What age is that? (unprompted responses, single coded)

Base: Parents of 5-15s whose child has a social media profile/ account on Facebook/ Facebook Messenger (229)/ Instagram (208)/ Snapchat (191).

Significance testing shows any change between 2017 and 2018.

Figure 141: Parental agreement with “I would allow my child to use these sites before they had reached the minimum age required by that site or app”, among parents of 5-15s whose child goes online: 2018

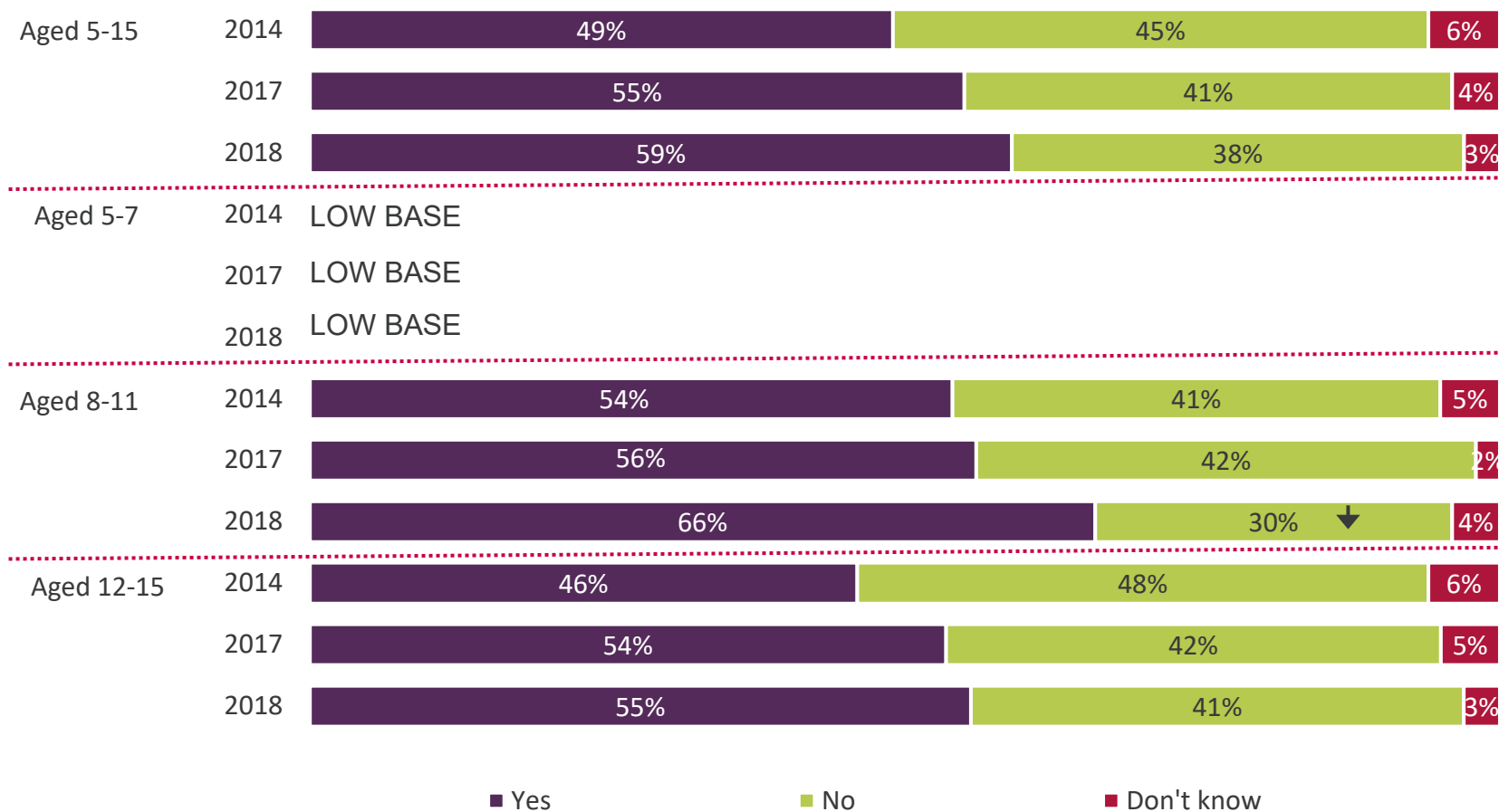


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP47 – Please tell me the extent to which you agree or disagree with this statement about your child's use of social media or messaging sites or apps - I would allow my child to use these sites before they had reached the minimum age required by that site or app (prompted responses, single coded)

Base: Parents whose child goes online (328 aged 5-15, 1304 aged 5-15, 362 aged 5-7, 459 aged 8-11, 483 aged 12-15).

Figure 142: Awareness of bar on adult content for mobile phones, by age: 2014, 2017, 2018



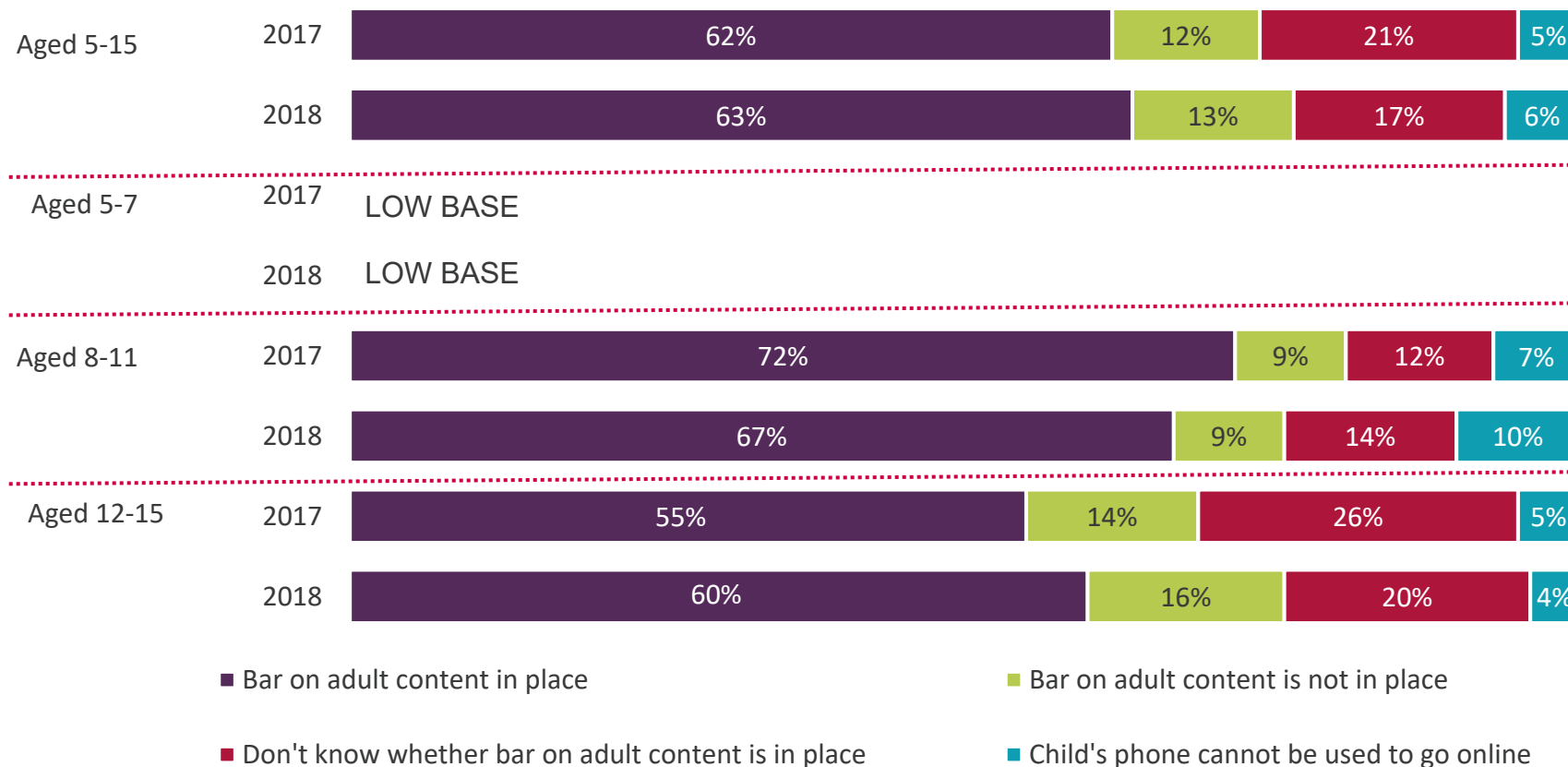
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP61 - The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on the user's phone. Did you know about this bar on adult content before today? (unprompted responses, single coded)

Base: Parents whose child has a mobile phone (627 aged 5-15 183 aged 8-11, 415 aged 12-15).

Significance testing shows any change between 2017 and 2018

Figure 143: Use of bar on adult content for mobile phones, by age: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP62 - Do you know whether the bar on accessing adult content is set up on your child's mobile phone? (unprompted responses, single coded)

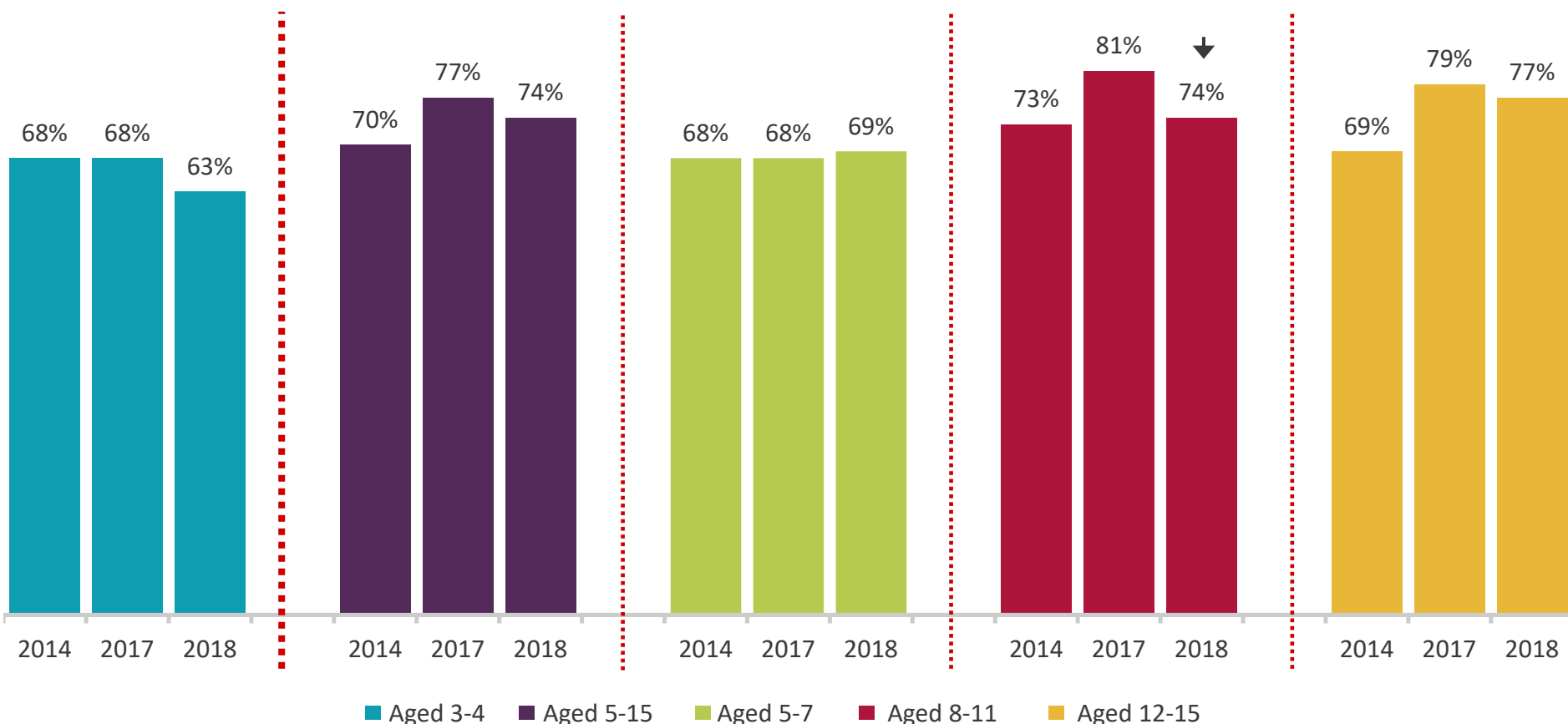
Base: Parents of children aged 5-15 whose child has a mobile phone that are aware of the bar on adult content that can be set on the child's phone (370 aged 5-15, 123 aged 8-11, 229 aged 12-15).

Figure 144: Parental rules for mobile phones, by age: 2018

All whose child has a mobile phone		Aged 8-11	Aged 12-15
Rules about...	Base	183	415
How much time they spend using their phone		55%	43%
How much money they can spend on their phone		43%	44%
Who they are in contact with on their phone		49%	40%
Downloading apps onto their phone		47%	38%
When they can use their phone		43%	33%
TOTAL - ANY RULES ABOUT THEIR CHILD'S MOBILE PHONE USE		82%	72%

Source: Ofcom Parent and Children’s Media Literacy Tracker 2018
QP59 – Do you have any of these rules about the use that your child makes of their mobile phone? (prompted responses, multi coded)
Base: Parents whose child has a mobile phone (183 aged 8-11, 415 aged 12-15).

Figure 145: Parental awareness of use of games console/ players to go online: 2014, 2017, 2018



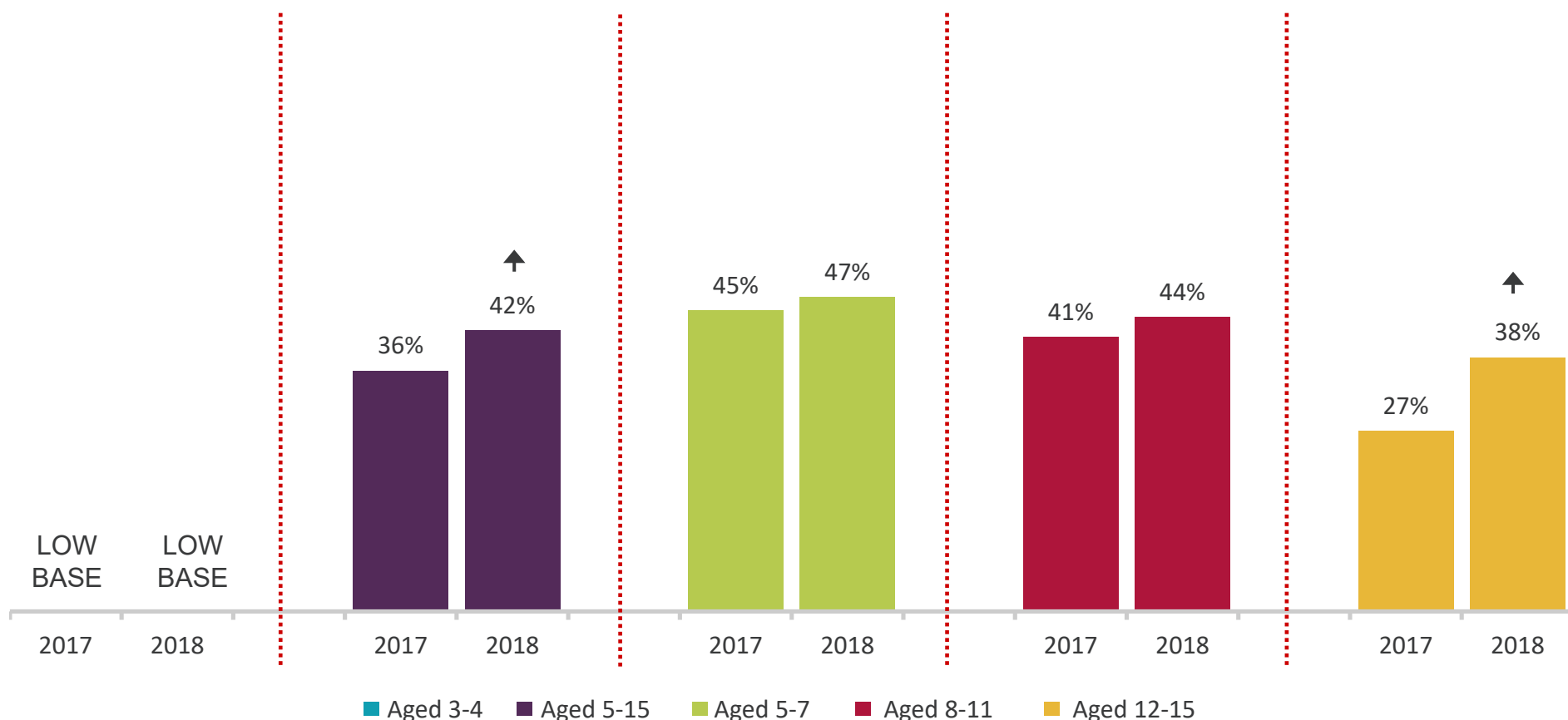
Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP68 – Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today? (unprompted responses, single coded)

Base: Parents of children aged 3-4 or 5-15 (630 aged 3-4, 1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 146: Use of parental controls on games consoles/ games players by age: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP71 – Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online. (unprompted responses, single coded)

Base: Parents whose child ever plays games on a handheld games console or a games console connected to a TV (658 aged 5-15, 130 aged 5-7, 249 aged 8-11, 279 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 147: Parental rules for gaming, by age: 2018

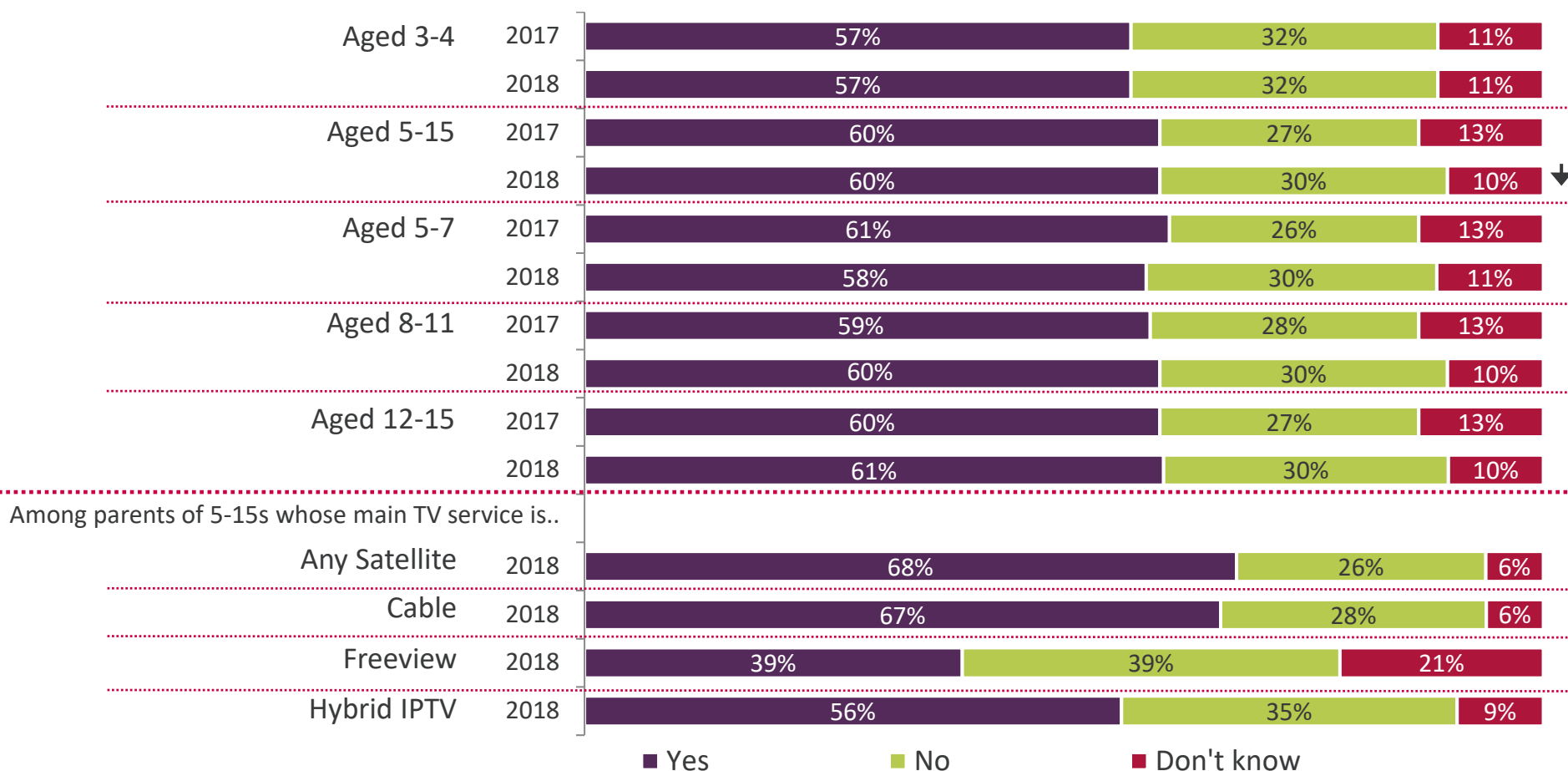
All whose child plays games	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Rules about... Base	228	1012	277	368	367
Only playing games with an age appropriate rating	68% ↑	64% ↑	75%	73% ↑	48%
Only playing games with appropriate content (no violence/ nudity/ swearing etc.)	40%	48%	48%	53%	43%
How much time they spend playing games	46%	47%	49%	54%	39%
When they can play games	39%	44% ↑	47%	52%	35%
Who they can play games with	26%	37%	33%	43%	34% ↑
Purchasing or downloading games or apps / in-app purchasing	23%	36%	34%	38%	37%
Whether they can play games online	26%	31%	31%	35%	27%
TOTAL - ANY RULES ABOUT THE GAMES THEIR CHILD PLAYS	80%	84% ↑	90%	91%	73%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP67 - Do you have any of these rules about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (prompted responses, multi coded).

Base: Parents of children aged 5-15 whose child ever plays games at home or elsewhere on any type of game playing device (228 aged 3-4, 1012 aged 5-15, 277 aged 5-7, 368 aged 8-11, 367 aged 12-15).

Figure 148: Awareness of whether mandatory PINs are in use on household TV service(s) among parents of 3-15s: 2017, 2018

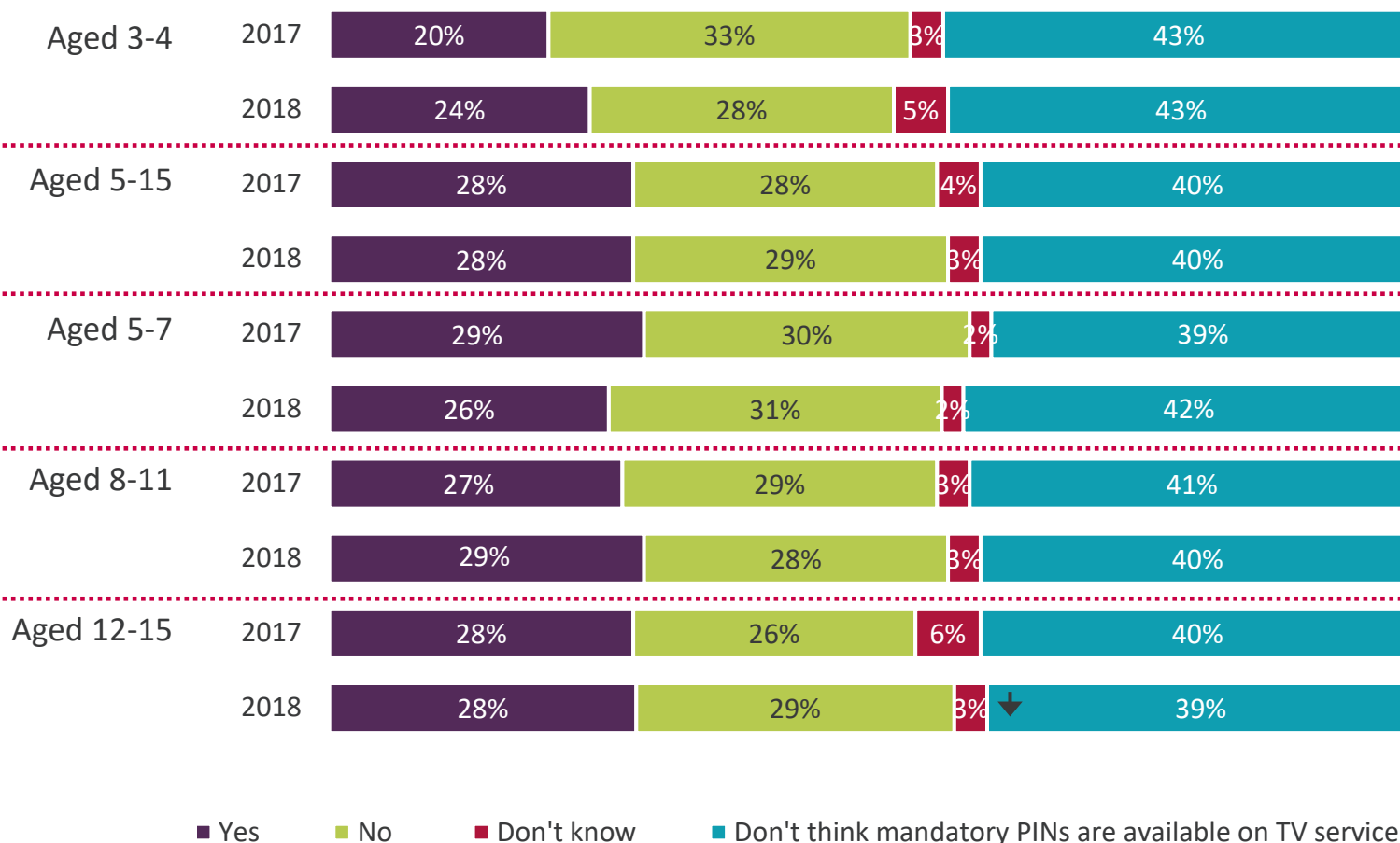


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP18 – Can I please ask you to read the following information about Personal Identification Numbers or PINs on your TV service? PINs are typically 4 digit access codes that need to be used in order to watch certain programmes or access certain channels or services. There are two different types of PINs. Mandatory PINs and Voluntary PINs (DESCRIPTION OF BOTH TYPES OF PIN PROVIDED BY INTERVIEWER FOR RESPONDENT TO READ). First of all I'd like you to think about Mandatory PINs. As far as you are aware does your TV service provider/ do your TV service providers use these Mandatory PINs to restrict access to unsuitable content? (unprompted responses, single coded)

Base: Parents of children with a TV set in the household (621 aged 3-4, 1409 aged 5-15, 444 aged 5-7, 484 aged 8-11, 481 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 149: Incidence of child's viewing ever being blocked by a mandatory PIN: 2017, 2018

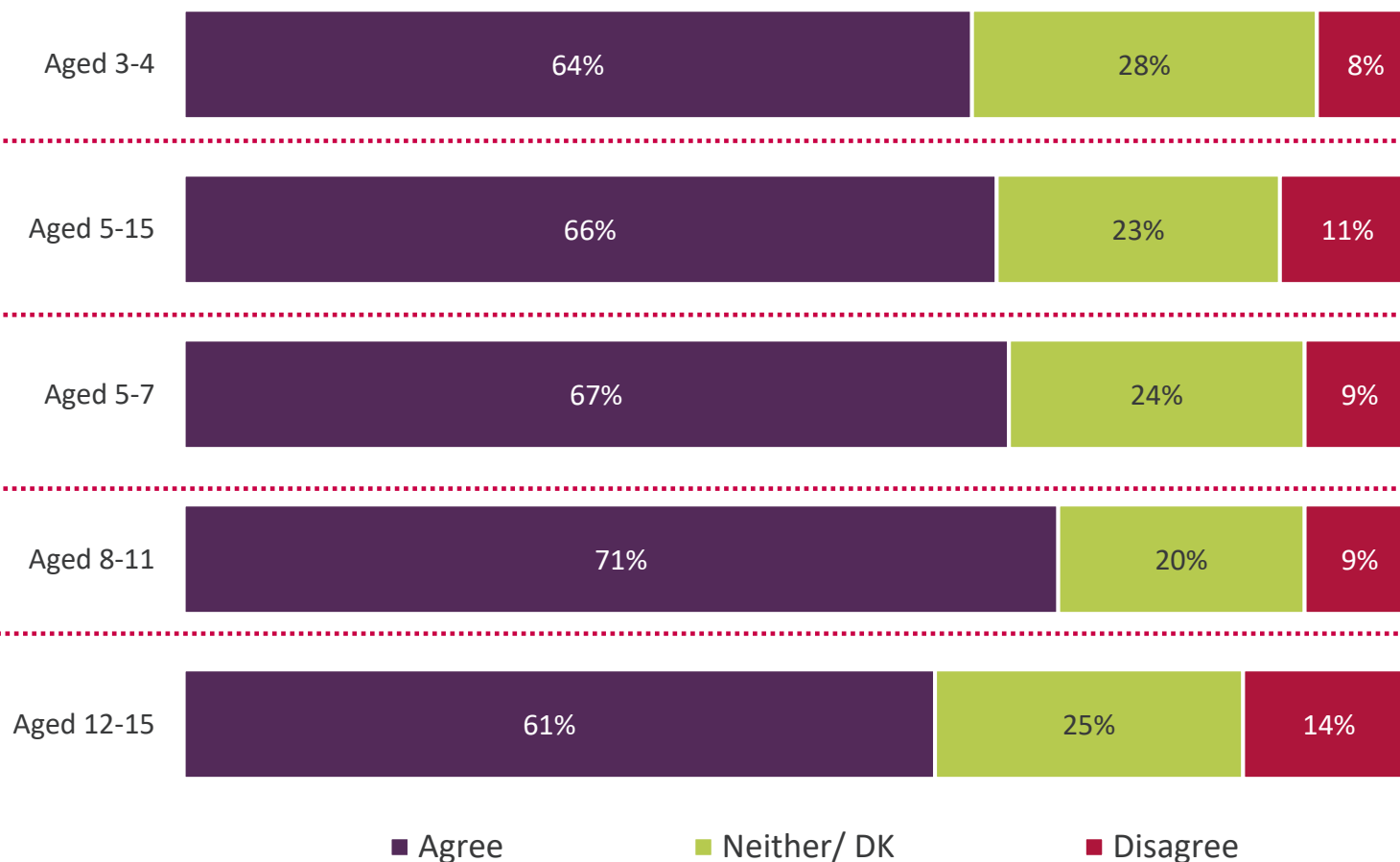


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP18A – And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home (unprompted responses, single coded)

Base: Parents of children with a TV set in the household (621 aged 3-4, 1409 aged 5-15, 444 aged 5-7, 484 aged 8-11, 481 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 150: Parental agreement with “the mandatory PINs in place on my TV service(s) are effective in managing my child’s TV viewing”, by age: 2018

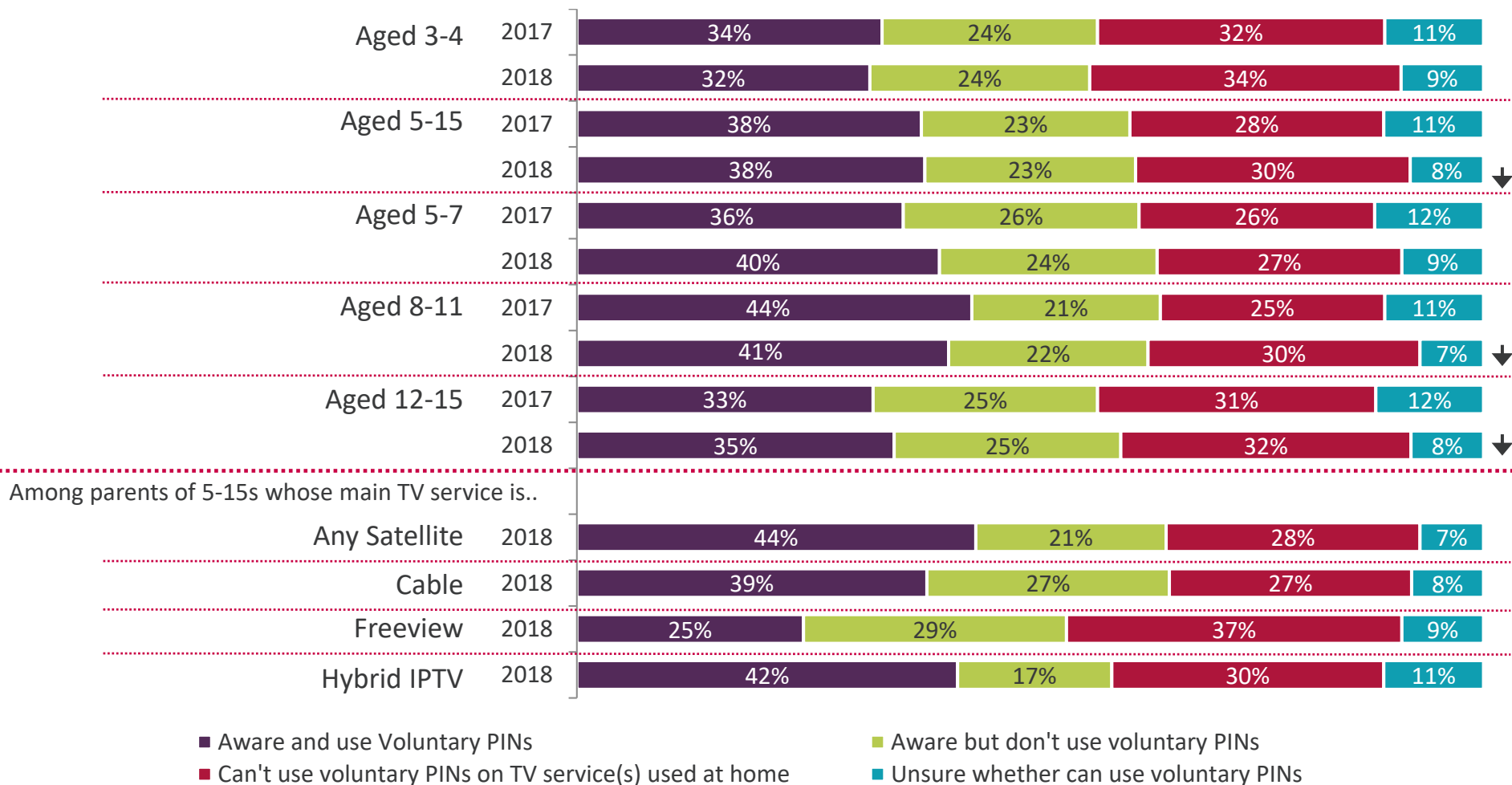


Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP18B – To what extent do you agree with the following statement I am going to read out – The mandatory PINs in place on my TV service(s) are effective in managing my child’s TV viewing (prompted responses, single coded).

Base: Parents who are aware that their TV service provider uses mandatory PINs (348 aged 3-4, 829 aged 5-15, 256 aged 5-7, 285 aged 8-11, 288 aged 12-15). * NB – in 2017 this question was asked of those parents whose child’s viewing had been blocked by a mandatory PIN. It is therefore not possible to show the data for 2017

Figure 1517: Use of voluntary PINs on TV service(s) used at home, by age: 2017, 2018

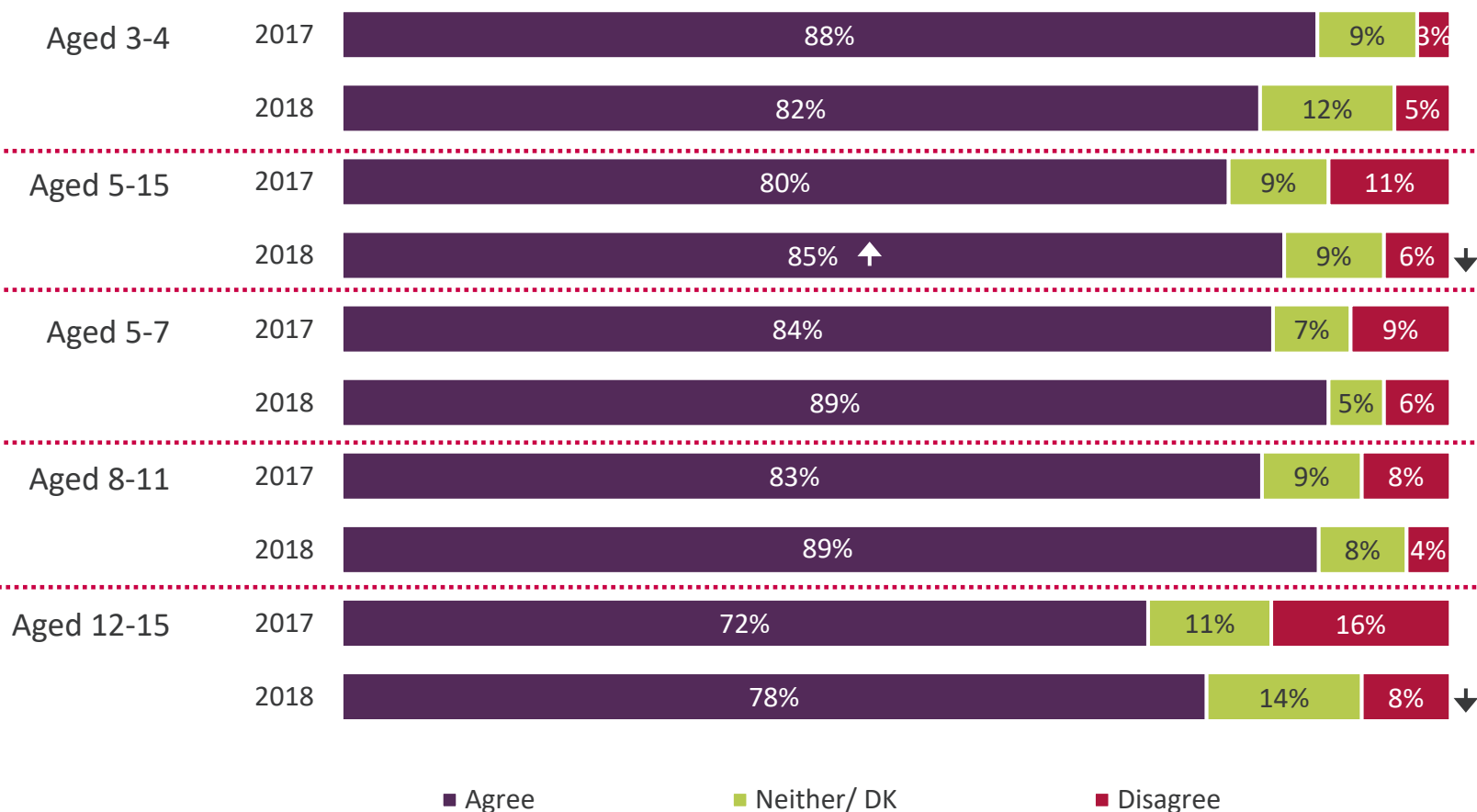


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP19 – I'd now like you to think about voluntary PINs. As far as you are aware is it possible to set up voluntary PINs to restrict access to unsuitable content on any of the TV services you use at home (unprompted responses, single coded)/ QP19A – And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home? (unprompted responses, single coded)

Base: Parents of children with a TV set in the household (621 aged 3-4, 1409 aged 5-15, 444 aged 5-7, 484 aged 8-11, 481 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 152: Parental agreement with “the voluntary PINs in place on my TV service(s) are effective in managing my child’s TV viewing”, by age: 2017, 2018

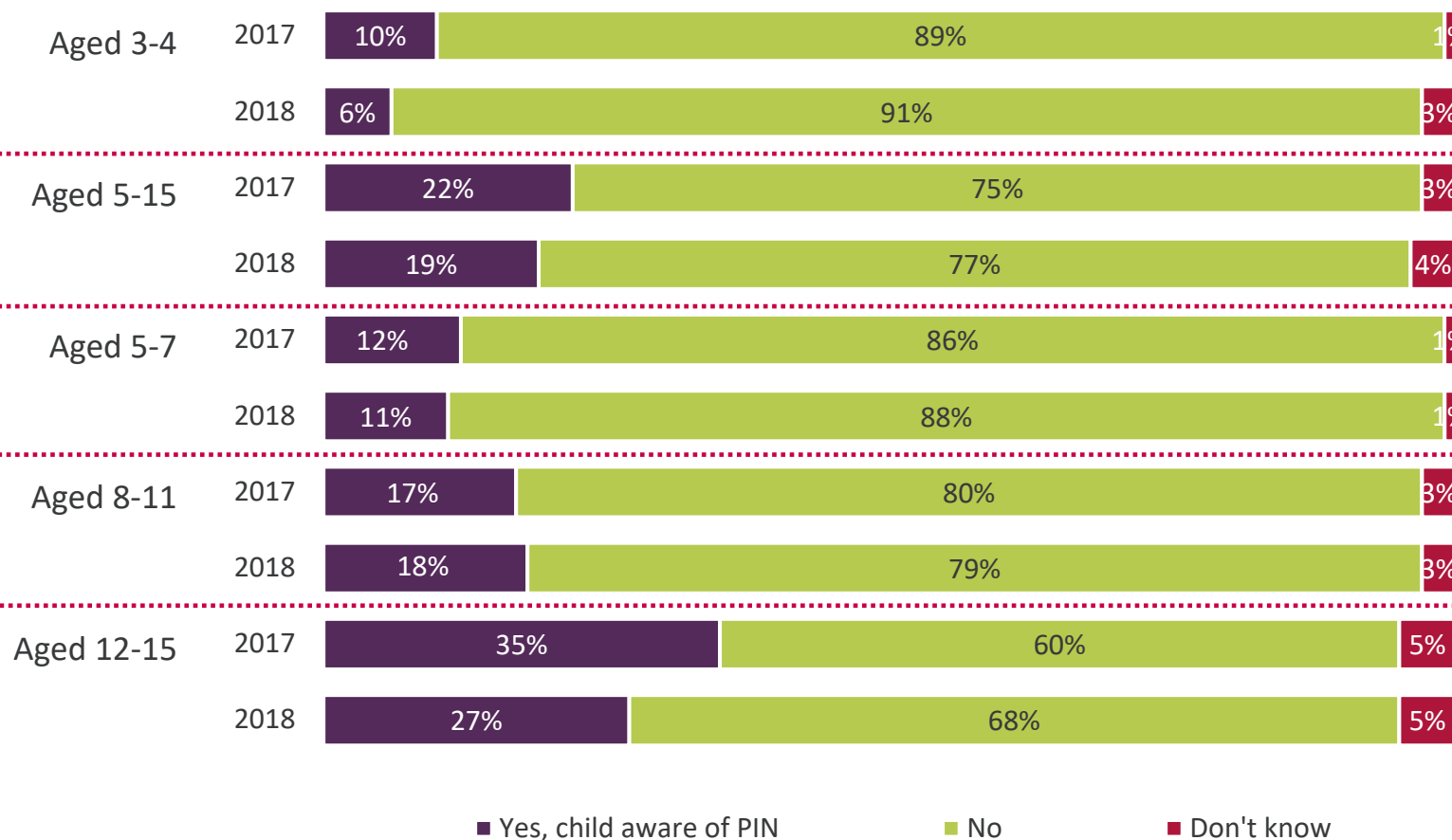


Source: Ofcom Parent and Children’s Media Literacy Tracker 2018

QP19B – To what extent do you agree with the following statement I am going to read out – The voluntary PINs in place on my TV service(s) are effective in managing my child’s TV viewing (prompted responses, single coded).

Base: Parents who use voluntary PINs (197 aged 3-4, 538 aged 5-15, 174 aged 5-7, 194 aged 8-11, 170 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 153: Child's awareness of PINs used on TV services, by age: 2017, 2018

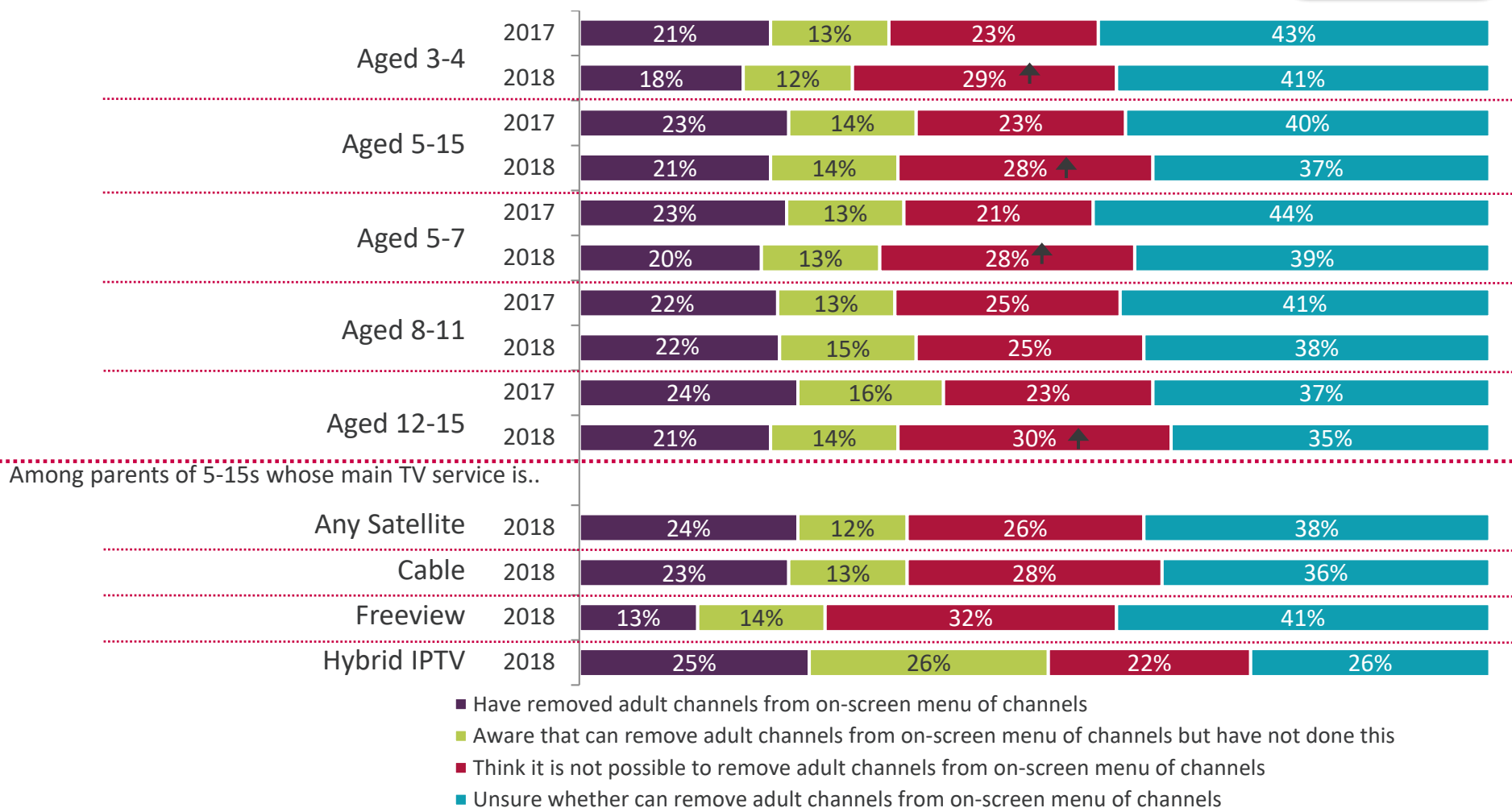


Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP20 - As far as you are aware, does your child know any of the PINs that have been set on any of your TV services? (unprompted responses, single coded)

Base: Parents who use mandatory or voluntary PINs on their TV service (s) (261 aged 3-4, 670 aged 5-15, 206 aged 5-7, 242 aged 8-11, 222 aged 12-15).

Figure 154: Removal of adult channels from the EPG, by age of the child: 2017, 2018



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP21A – As far as you are aware does your TV service provider(s) allow you to remove adult channels from the on-screen menu of channels, so they cannot be seen (unprompted responses, single coded)/ QP21B – And have you removed adult channels from the on-screen menu of channels? (unprompted responses, single coded).

Base: Parents of children with a TV set in the household (621 aged 3-4, 1409 aged 5-15, 444 aged 5-7, 484 aged 8-11, 481 aged 12-15).

Significance testing shows any change between 2017 and 2018.

Figure 155: Awareness of content ratings and guidance labels on UK broadcaster catch-up services, and use of PINs/ passwords on these services among parents, by child's age: 2017, 2018

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



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



Source: Ofcom Parent and Children's Media Literacy Tracker 2018

QP9 - Thinking specifically about the catch-up services of UK broadcasters (e.g. BBC iPlayer, ITV Hub, All 4 etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today? (prompted responses, single coded)/ QP10 - Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films? (prompted responses, single coded).

Base: All parents of children aged 3-4 or 5-15 (630 aged 3-4, 1430 aged 5-15, 448 aged 5-7, 497 aged 8-11, 485 aged 12-15). Significance testing shows any change between 2017 and 2018.

Figure 156: Parental rules for television, by age: 2018

All whose child watches television		Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Rules about...	Base	616	1411	441	492	478
What they watch		66%	71%	76%	78%	59%
When they watch		48%	55%	57%	62%	46%
How much time they spend watching		50%	54%	58%	59%	46%
Who they are watching with/ can only watch when supervised		33%	29%	33%	32%	21%
TOTAL - ANY RULES ABOUT THE TV/ DVDs THEIR CHILD WATCHES		81%	83%	89%	88%	73%

Source: Ofcom Parent and Children's Media Literacy Tracker 2018

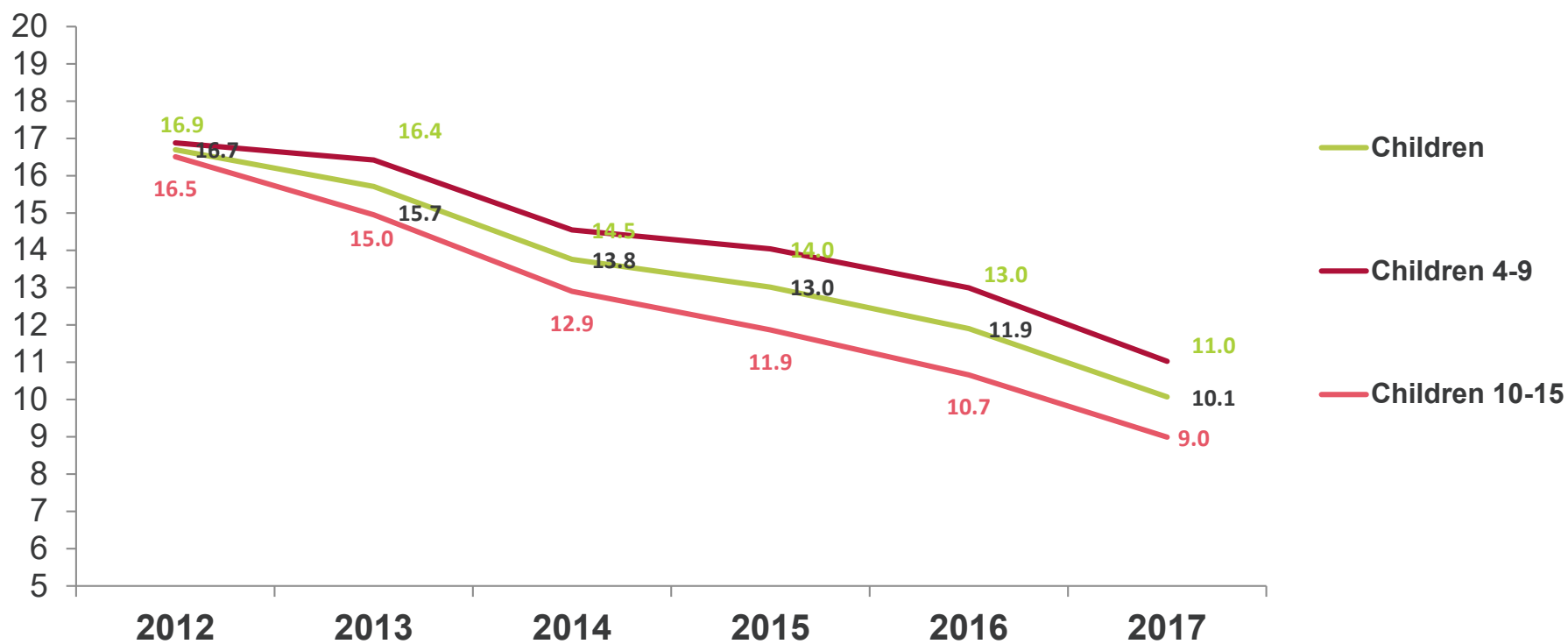
QP12 – Do you have any of these rules about the TV and DVDs that your child watches? (prompted responses, multi coded)

Base: Parents of children aged 3-4 or 5-15 whose child watches TV at home or elsewhere (616 aged 3-4, 1411 aged 5-15, 441 aged 5-7, 492 aged 8-11, 478 aged 12-15).

A11. Children's TV viewing: BARB analysis

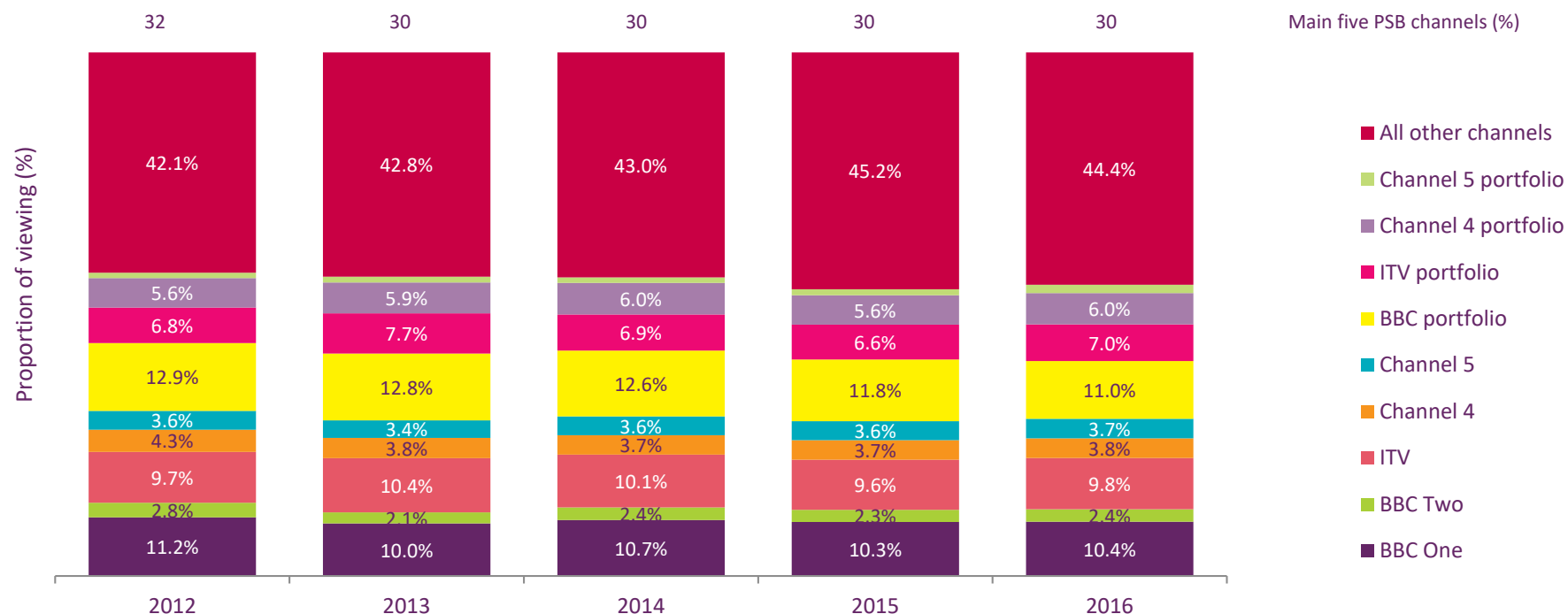
Average hours of weekly viewing, by age

Average weekly viewing (hrs)



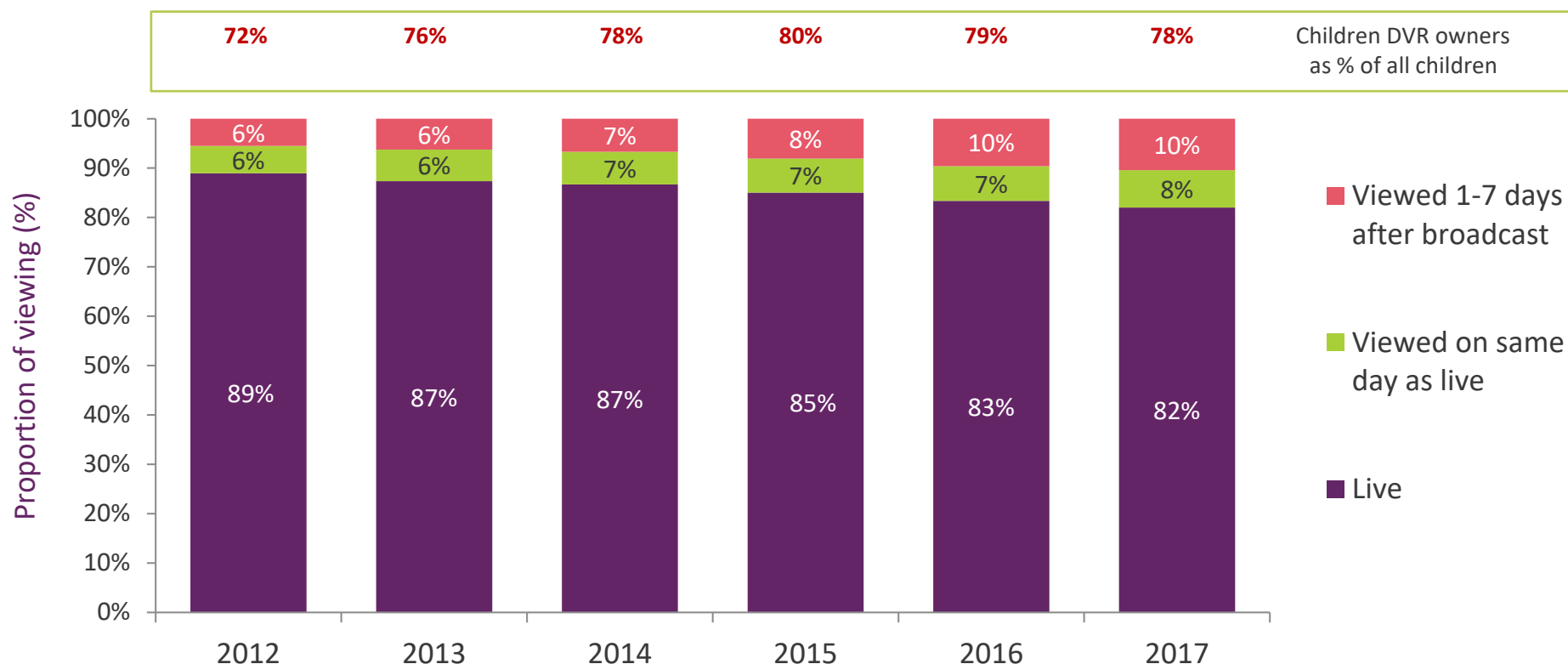
Source: BARB

Channel shares: children 4 - 15



Source: BARB. Children 4-15, network.

Live versus time-shifted TV viewing, all children (4-15)



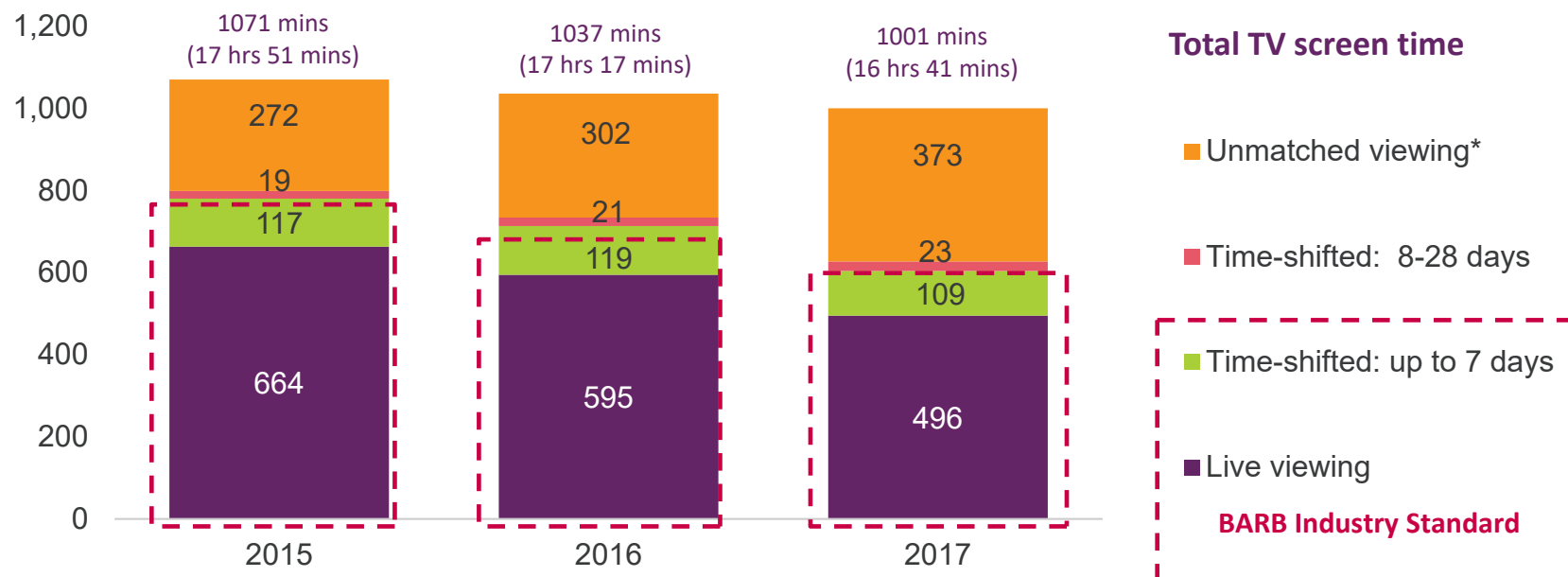
Source: BARB, all children 4-15. Based on total minutes per child each year.

Values may not sum up to 100% due to rounding.

Unmatched viewing for children does not offset all of the decrease in broadcast TV viewing

Average weekly minutes of total TV screen time, by activity type

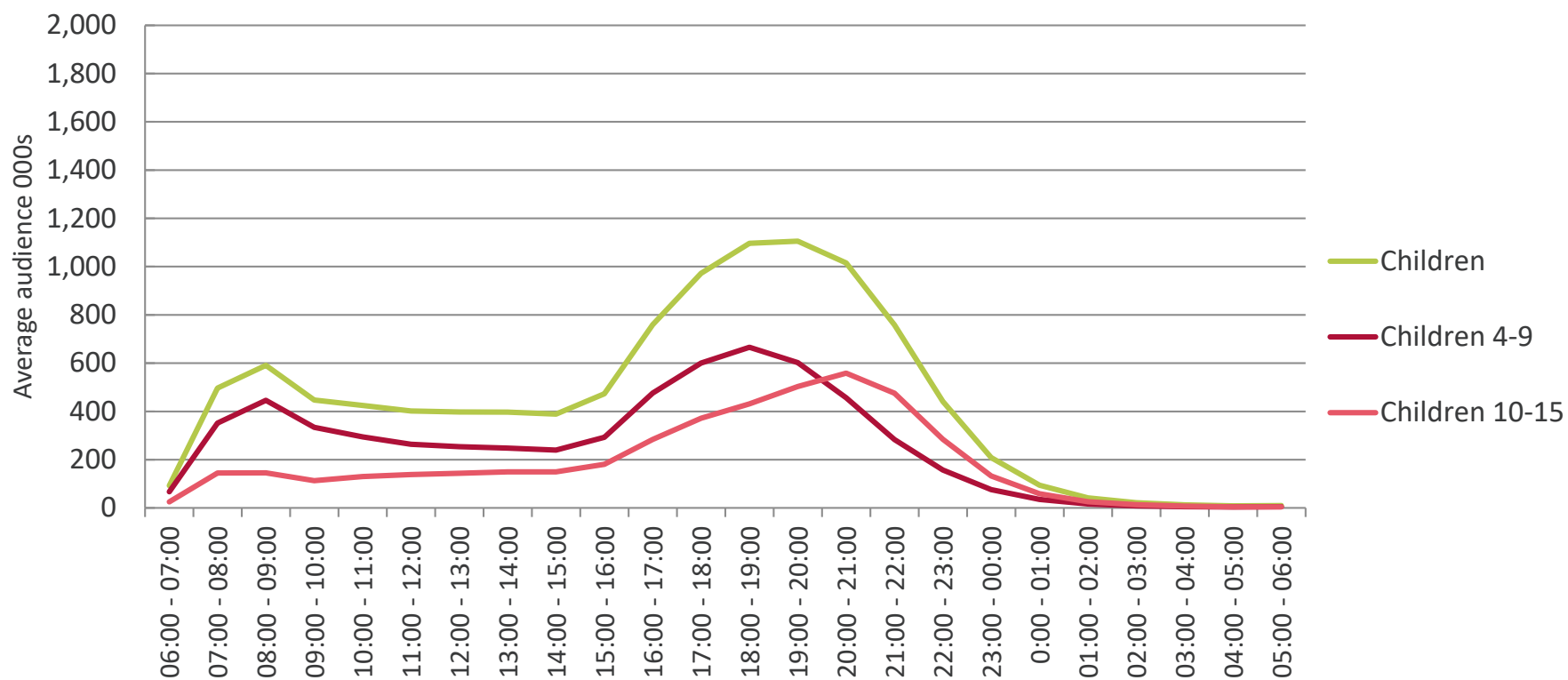
Average minutes per week: children



Source: BARB, individuals 4+, network, total TV. Average minutes of viewing/day.

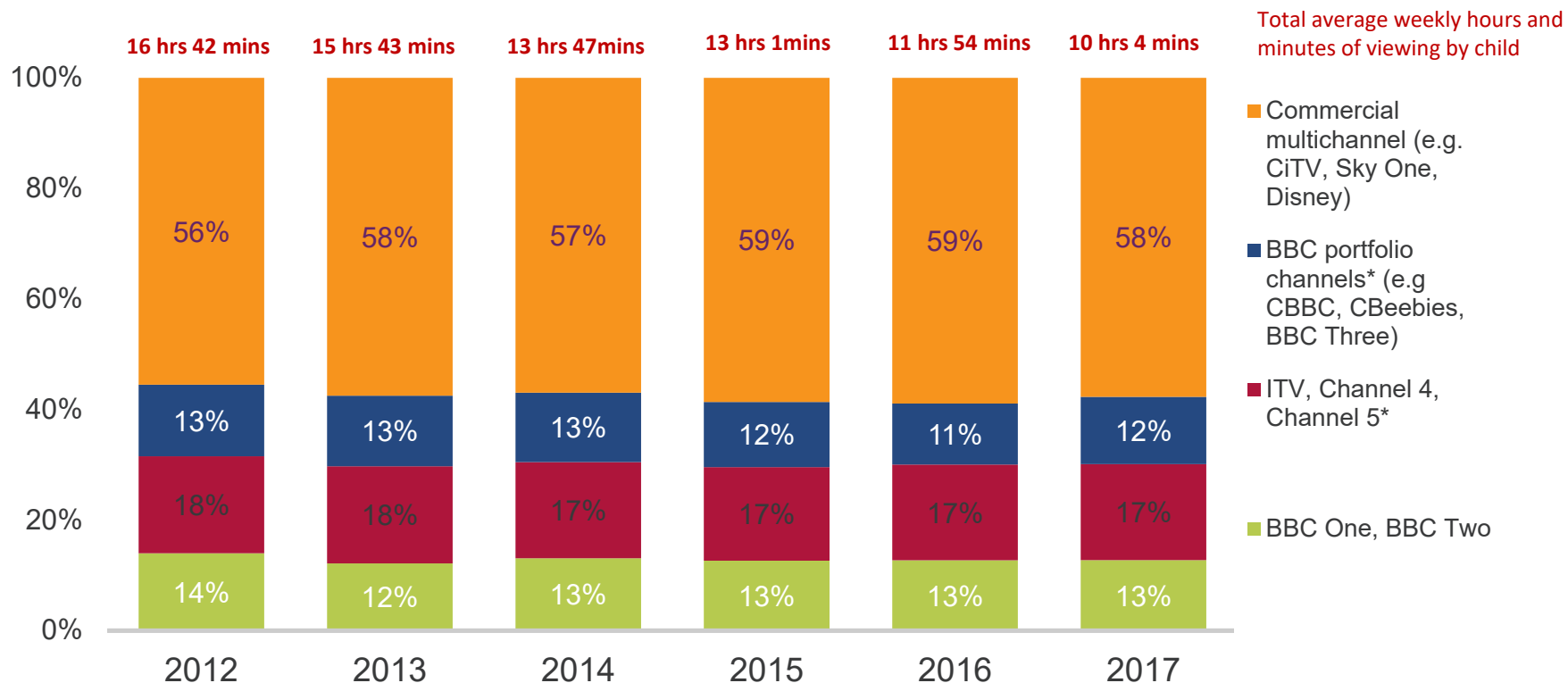
*Note: Unmatched viewing = TV in use but content cannot be audio-matched or otherwise identified. Includes gaming, viewing to DVDs/Box sets/archives, SVOD, time-shifted viewing beyond 28 days, apps on smart TVs and navigation around EPG guides where there is no in-picture linear content. Digital radio stations are excluded. Unmatched viewing has been reported by BARB since July 2013. Dotted line marks difference between BARB industry standard data and the 8-28 day time-shifted and unmatched viewing.

Average audience, by day part and age: total TV



Proportion of children's viewing to channel type

Proportion of viewing (%)



Source: BARB, all children 4-15.

*BBC portfolio channels includes all BBC channels except BBC One and BBC Two.

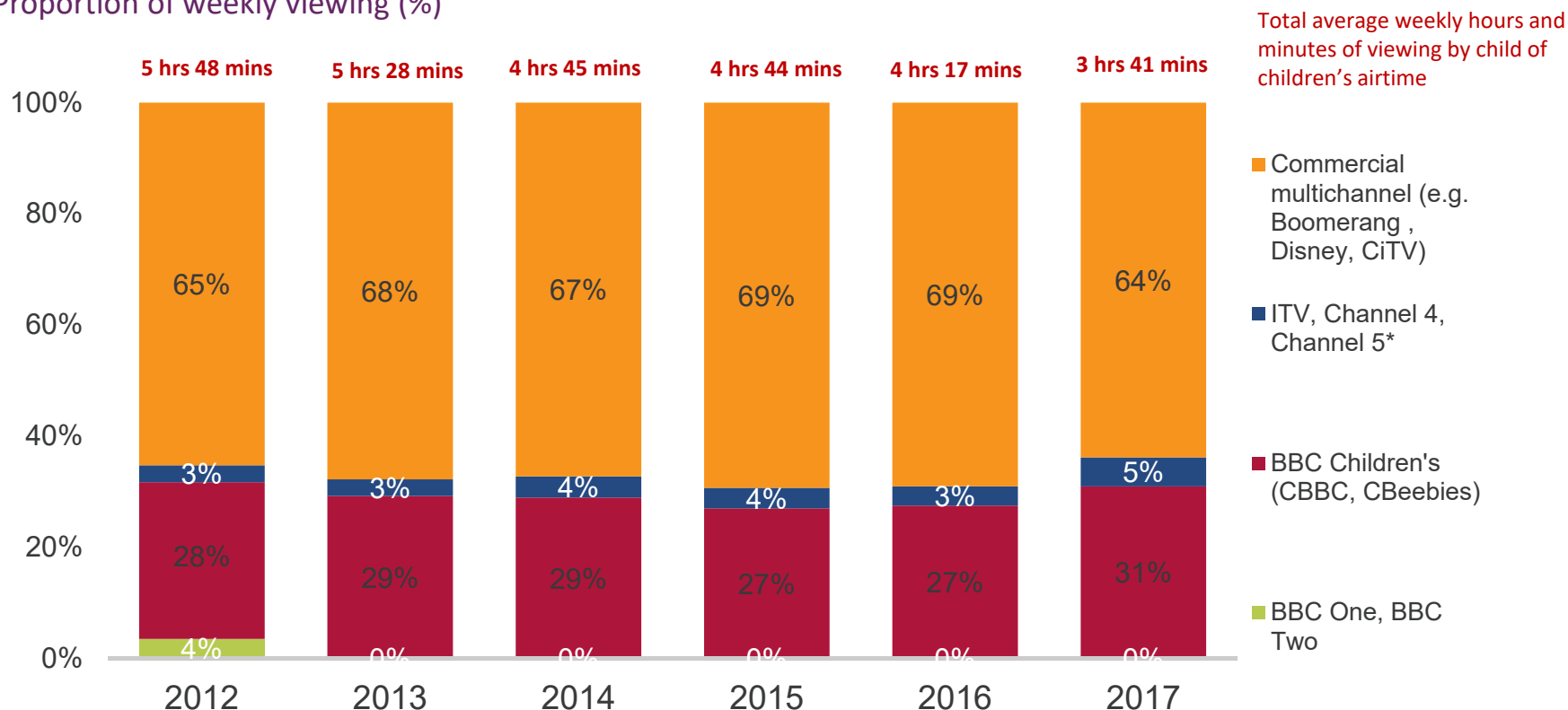
*ITV, Channel 4 and Channel 5 include HD variants. +1 viewing is included in 'commercial multichannel'.

Values may not sum up to 100% due to rounding.

(missing 2017 total time- if I read the data correctly would be 3 hours 41 minutes but this should be checked)

Children's weekly viewing of children's airtime, by channel type

Proportion of weekly viewing (%)



Source: BARB, 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'.

Children's airtime slots taken to calculate 'Children's airtime' – Main five PSB channels' vary from year to year and may vary throughout a specific year, therefore approximations have been taken.

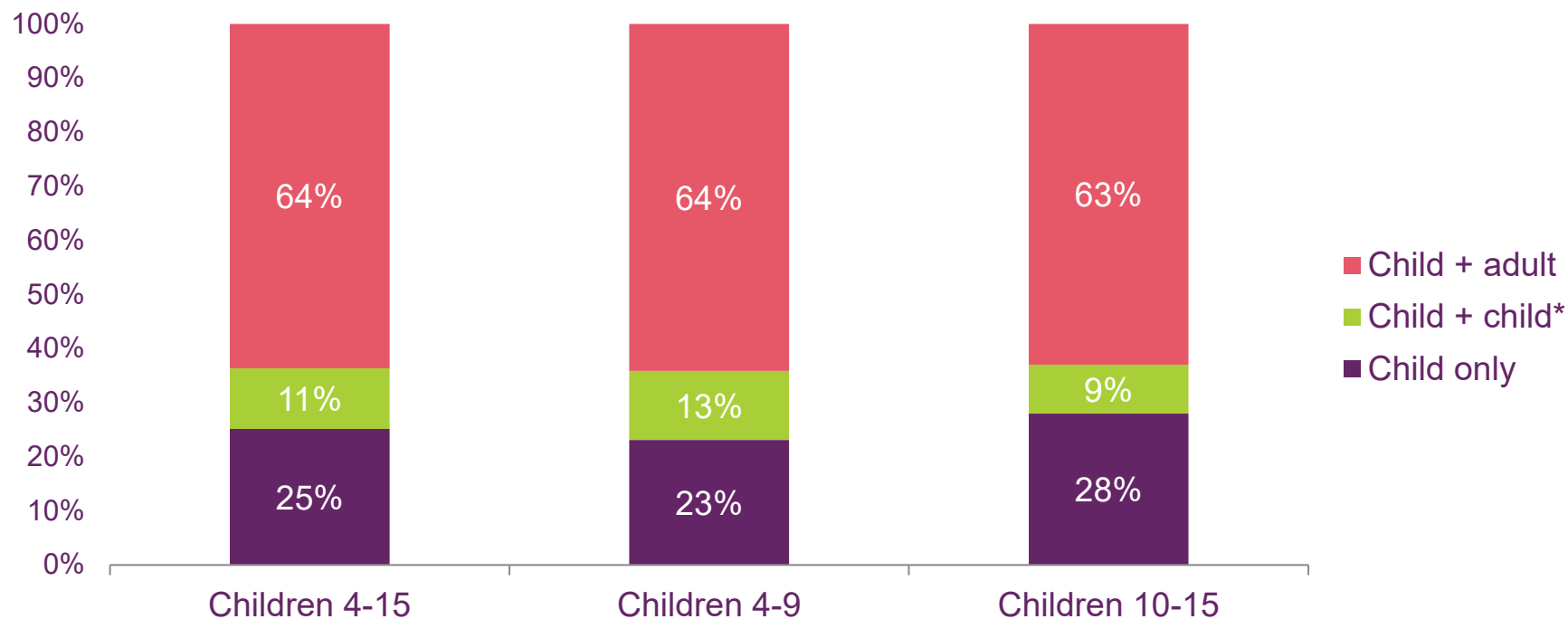
Demographic differences – summary 2017

Weekly Viewing Summary	Children	4-9	10-15
Total hours of viewing	10.1	9.6	7.8
Total hours of viewing in comm. airtime	7.6	7.0	6.0
Total hours of viewing in adult airtime	6.4	4.9	6.2
Total hours of viewing in comm. adult airtime	5.0	3.9	4.8
Total hours of viewing in children's airtime	3.7	4.6	1.6
Total hours of viewing in comm. children's air.	2.5	3.2	1.2
% total time spent in commercial airtime	75%	74%	77%
% total time spent in adult airtime	63%	51%	79%
% total time spent in comm. adult air.	50%	41%	62%
% total time spent in children's airtime	37%	49%	21%
% total time spent in comm. children's airtime.	25%	33%	15%

Source: BARB, 2017

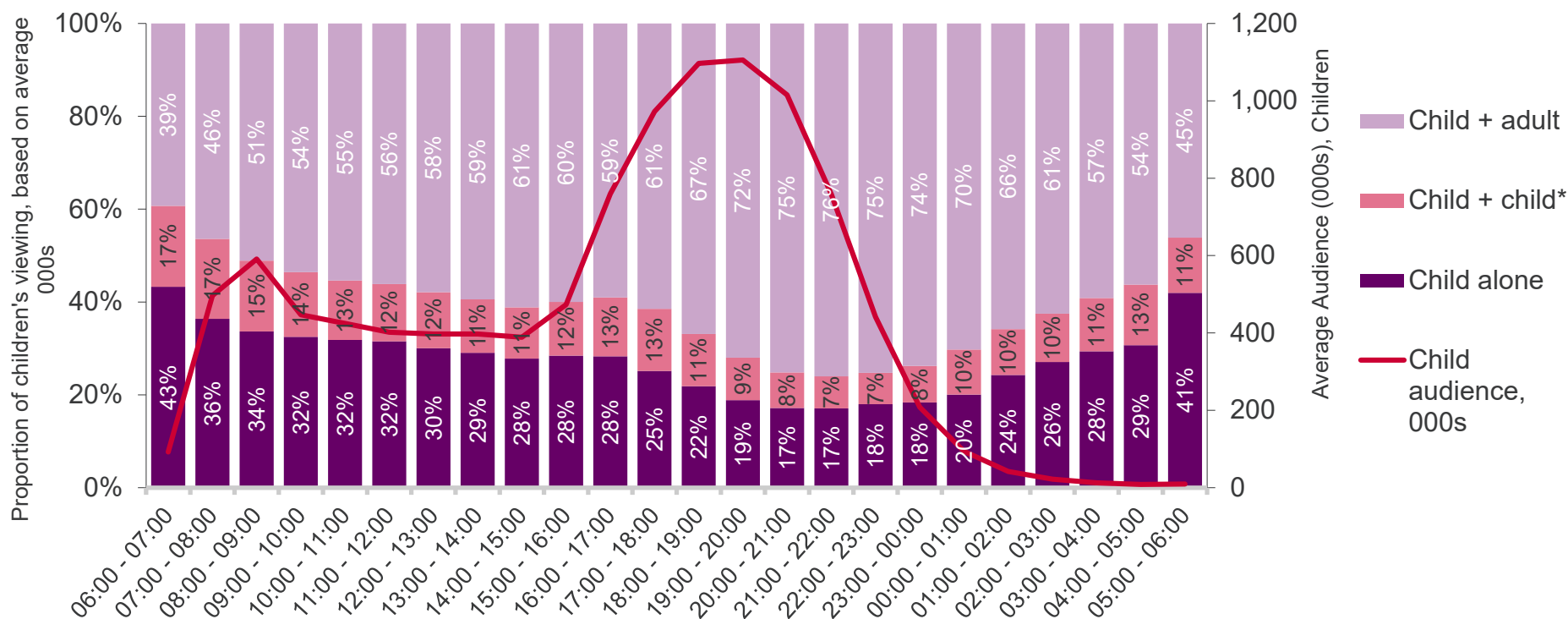
Co-viewing viewing across total TV

Proportion of viewing based on average 000s



Source: BARB, 2017. Based on live viewing at the time of broadcast. Values may not sum up to 100% due to rounding.

Co-viewing across the day, total TV



Source: BARB, all children, 2017. Based on live viewing at the time of broadcast. Values may not sum up to 100% due to rounding.

* Child+Child excludes any viewing when adults are present as these are included in Child+adult

Top 20 programmes in 2017 among all children 4-15

	Title	Channel	BARB Genre	Date	Start time	End time	Duration	000s	Rating (%)	Share (%)
1	Britain's Got Talent (Series 11)	ITV	Entertainment	06/05/2017	20:02:00	21:15:45	73	1459	16.2	68.4
2	The Highway Rat	BBC One	Children's	25/12/2017	16:48:38	17:13:46	25	1369	14.9	46.3
3	New Year's Eve Fireworks	BBC One	Entertainment	31/12/2017	23:59:19	24:13:42	14	1351	14.7	69.6
4	Ant & Dec's Saturday Night Takeaway	ITV	Entertainment	25/02/2017	19:01:00	20:29:09	88	1168	13.0	54.6
5	Strictly Come Dancing	BBC One	Entertainment	28/10/2017	18:38:30	20:18:42	100	1114	12.2	54.9
6	I'm A Celebrity - Get Me Out Of Here!	ITV	Entertainment	19/11/2017	21:02:30	22:45:59	103	1026	11.2	69.0
7	Blue Planet II	BBC One	Documentaries	05/11/2017	20:01:37	20:59:56	58	1010	11.0	47.1
8	One Love Manchester	BBC One	Music	04/06/2017	18:55:00	22:09:48	194	984	10.9	59.3
9	Film: Moana (2016)	Sky Cinema	Film	29/07/2017	10:32:18	12:15:03	102	929	10.3	54.7
10	The Voice UK	ITV	Entertainment	11/02/2017	20:02:28	21:15:54	73	918	10.2	49.7
11	Doctor Who	BBC One	Drama	25/12/2017	17:28:48	18:28:38	59	875	9.5	34.0
12	The Great British Bake Off	CH4	Entertainment	29/08/2017	19:59:00	21:13:36	74	873	9.7	49.5
13	Strictly Come Dancing Launch Show	BBC One	Entertainment	09/09/2017	19:01:04	20:38:27	97	821	9.1	45.7
14	Children In Need	BBC One	Entertainment	17/11/2017	19:22:16	21:59:23	157	803	8.7	49.0
15	The X Factor	ITV	Entertainment	16/09/2017	20:02:00	21:14:23	72	785	8.7	49.5
16	Strictly Come Dancing Christmas Special	BBC One	Entertainment	25/12/2017	18:29:53	19:42:05	72	771	8.4	31.7
17	Ninja Warrior	ITV	Entertainment	07/01/2017	18:59:36	19:57:39	58	767	8.5	33.4
18	Eastenders	BBC One	Soaps	25/12/2017	21:03:00	22:03:23	60	753	8.2	38.6
19	Red Nose Day	BBC One	Entertainment	24/03/2017	18:59:05	21:59:03	179	732	8.1	46.1
20	Strictly Come Dancing: The Results	BBC One	Entertainment	05/11/2017	19:17:56	20:00:16	42	720	7.9	39.8

Source: BARB, 2017. Based on the best performing consolidated programme episode (000s). All channels include viewing to HD variants and +1s.

Top 20 programmes in 2017 among children 4-9

Title	Channel	BARB Genre	Date	Start time	End time	Duration	000s	Rating (%)	Share (%)
1 The Highway Rat	BBC One	Children's	25/12/2017	16:48:38	17:13:46	25	1,085	22.1	55.1
2 Film: Moana (2016)	Sky Cinema	Film	29/07/2017	10:32:18	12:15:03	102	739	15.4	59.0
3 Britain's Got Talent (Series 11)	ITV	Entertainment	20/05/2017	20:02:08	21:17:55	75	672	14.1	67.4
4 Strictly Come Dancing	BBC One	Entertainment	28/10/2017	18:38:30	20:18:42	100	650	13.4	55.6
5 Ant & Dec's Saturday Night Takeaway	ITV	Entertainment	25/02/2017	19:01:00	20:29:09	88	606	12.7	53.5
6 Film: Trolls (2016)	Sky Cinema	Film	26/08/2017	11:21:55	12:50:37	88	573	12.0	59.6
7 Film: Sing (2016)	Sky Cinema	Film	21/10/2017	09:53:24	11:36:50	103	569	11.7	55.3
8 New Year's Eve Fireworks	BBC One	Entertainment	31/12/2017	23:59:19	24:13:42	14	562	11.5	72.8
9 Blue Planet II	BBC One	Documentaries	05/11/2017	20:01:37	20:59:56	58	547	11.2	53.5
10 The Gruffalo	BBC One	Film	27/12/2017	15:44:34	16:11:08	26	502	10.2	52.5
11 The Voice Uk	ITV	Entertainment	07/01/2017	20:02:30	21:33:05	90	487	10.2	48.6
12 Strictly Come Dancing Launch Show	BBC One	Entertainment	09/09/2017	19:01:04	20:38:27	97	486	10.1	46.6
13 Ninja Warrior	ITV	Entertainment	07/01/2017	18:59:36	19:57:39	58	483	10.1	35.5
14 Film: Toy Story 3 (2010)	BBC One	Film	25/12/2017	13:22:52	14:58:33	95	458	9.3	38.2
15 Film: Big Hero 6 (2014)	BBC One	Film	27/12/2017	16:12:17	17:44:16	92	444	9.0	41.9
16 Strictly Come Dancing Christmas Special	BBC One	Entertainment	25/12/2017	18:29:53	19:42:05	72	442	9.0	33.1
17 Film: The Boss Baby (2017)	Sky Cinema	Film	30/12/2017	12:31:57	14:05:25	93	433	8.8	43.5
18 Doctor Who	BBC One	Drama	25/12/2017	17:28:48	18:28:38	59	433	8.8	31.4
19 One Love Manchester	BBC One	Music	04/06/2017	18:55:00	22:09:48	194	410	8.6	55.0
20 Film: Home (2015)	BBC One	Film	24/12/2017	16:10:29	17:34:14	83	410	8.4	34.8

Source: BARB, 2017. Based on the best performing programme episode (000s). All channels include viewing to HD variants and +1s.

Top 20 programmes in 2017 among children 10-15

	Title	Channel	BARB Genre	Date	Start time	End time	Duration	000s	Rating (%)	Share (%)
1	Britain's Got Talent (Series 11)	ITV	Entertainment	06/05/2017	20:02:00	21:15:45	73	827	19.4	71.0
2	New Year's Eve Fireworks	BBC One	Entertainment	31/12/2017	23:59:19	24:13:42	14	788	18.3	67.5
3	I'm A Celebrity - Get Me Out Of Here!	ITV	Entertainment	19/11/2017	21:02:30	22:45:59	103	714	16.6	73.6
4	Ant & Dec's Saturday Night Takeaway	ITV	Entertainment	04/03/2017	19:00:00	20:28:29	88	578	13.7	52.8
5	One Love Manchester	BBC One	Music	04/06/2017	18:55:00	22:09:48	194	574	13.5	62.8
6	The Great British Bake Off	CH4	Entertainment	05/09/2017	19:59:00	21:13:29	74	527	12.4	52.0
7	Blue Planet II	BBC One	Documentaries	29/10/2017	20:01:04	20:59:06	58	526	12.2	47.7
8	Eastenders	BBC One	Soaps	25/12/2017	21:03:00	22:03:23	60	514	12.0	44.2
9	The X Factor	ITV	Entertainment	03/09/2017	19:59:37	20:58:24	58	477	11.2	50.9
10	The Voice Uk	ITV	Entertainment	11/02/2017	20:02:28	21:15:54	73	465	11.0	52.7
11	Strictly Come Dancing	BBC One	Entertainment	28/10/2017	18:38:30	20:18:42	100	464	10.8	54.1
12	Doctor Who	BBC One	Drama	27/05/2017	19:51:02	20:37:06	46	453	10.7	40.3
13	Red Nose Day	BBC One	Entertainment	24/03/2017	18:59:05	21:59:03	179	410	9.7	50.4
14	Children In Need	BBC One	Entertainment	17/11/2017	19:22:16	21:59:23	157	409	9.5	48.8
15	Michael McIntyre's Big Show	BBC One	Entertainment	24/12/2017	20:31:28	21:33:56	62	399	9.3	39.4
16	Sherlock	BBC One	Drama	15/01/2017	21:00:30	22:29:25	88	383	9.1	53.5
17	Mrs Brown's Boys Christmas Special	BBC One	Entertainment	25/12/2017	22:04:10	22:34:30	30	361	8.4	38.1
18	Film: Jurassic World (2015)	ITV	Films	26/12/2017	18:41:47	20:55:34	133	353	8.2	33.8
19	Strictly Come Dancing: The Results	BBC One	Entertainment	05/11/2017	19:17:56	20:00:16	42	352	8.2	35.8
20	I'm A Celebrity...Coming Out	ITV	Entertainment	15/12/2017	21:00:06	21:58:27	58	350	8.1	43.8

Source: BARB, 2017. Based on the best performing programme episode (000s). All channels include viewing to HD variants and +1s.

Top 20 programmes post 9pm in 2017 among all children 4-15

	Title	Channel	BARB Genre	Date	Start time	End time	Duration	000s	Rating (%)	Share (%)
1	New Year's Eve Fireworks	BBC One	Entertainment	31/12/2017	23:59:19	24:13:42	14	1,351	14.7	69.6
2	I'm A Celebrity - Get Me Out Of Here!	ITV	Entertainment	19/11/2017	21:02:30	22:45:59	103	1,026	11.2	69.0
3	Eastenders	BBC One	Soaps	25/12/2017	21:03:00	22:03:23	60	753	8.2	38.6
4	Britain's Got Talent Result (2017)	ITV	Entertainment	01/06/2017	21:33:15	21:59:48	26	553	6.1	46.0
5	I'm A Celebrity...Coming Out	ITV	Entertainment	15/12/2017	21:00:06	21:58:27	58	528	5.7	39.0
6	Mrs Brown's Boys Christmas Special	BBC One	Entertainment	25/12/2017	22:04:10	22:34:30	30	526	5.7	34.0
7	Keith And Paddy Picture Show	ITV	Entertainment	13/05/2017	21:22:42	21:49:07	26	496	5.5	29.9
8	Michael McIntyre's Big Show	BBC One	Entertainment	16/12/2017	21:01:37	22:01:23	59	493	5.4	34.4
9	Coronation Street	ITV	Soaps	01/06/2017	21:03:45	21:30:39	26	481	5.3	40.0
10	Sherlock	BBC One	Drama	15/01/2017	21:00:30	22:29:25	88	468	5.2	44.4
11	Nile Rodgers And Chic: Good Times	BBC One	Music	31/12/2017	24:13:43	24:57:55	44	460	5.0	46.7
12	The Apprentice: The Final	BBC One	Entertainment	17/12/2017	21:12:37	22:13:07	60	455	4.9	41.0
13	Peter Kay's Car Share	BBC One	Entertainment	11/04/2017	21:02:11	21:29:09	26	454	5.0	36.5
14	The Apprentice	BBC One	Entertainment	25/10/2017	21:00:32	21:59:29	58	411	4.5	34.1
15	Casualty	BBC One	Soaps	25/11/2017	21:12:06	22:00:44	48	382	4.2	22.7
16	Ratburger	Sky One	Film	23/12/2017	26:01:01	27:26:49	85	326	3.5	86.7
17	Not Going Out	BBC One	Entertainment	24/12/2017	21:35:25	22:14:06	38	316	3.4	26.1
18	Through The Keyhole	ITV	Entertainment	11/02/2017	21:20:36	22:18:41	58	312	3.5	26.2
19	Death In Paradise	BBC One	Drama	09/02/2017	21:01:09	21:59:08	58	304	3.4	26.0
20	Gogglebox: Celebrity Special SU2C 2017	CH4	Entertainment	03/11/2017	21:01:52	22:15:04	73	302	3.3	26.2

Source: BARB, 2017. Based on the best performing programme episode (000s). All channels include viewing to HD variants and +1s.