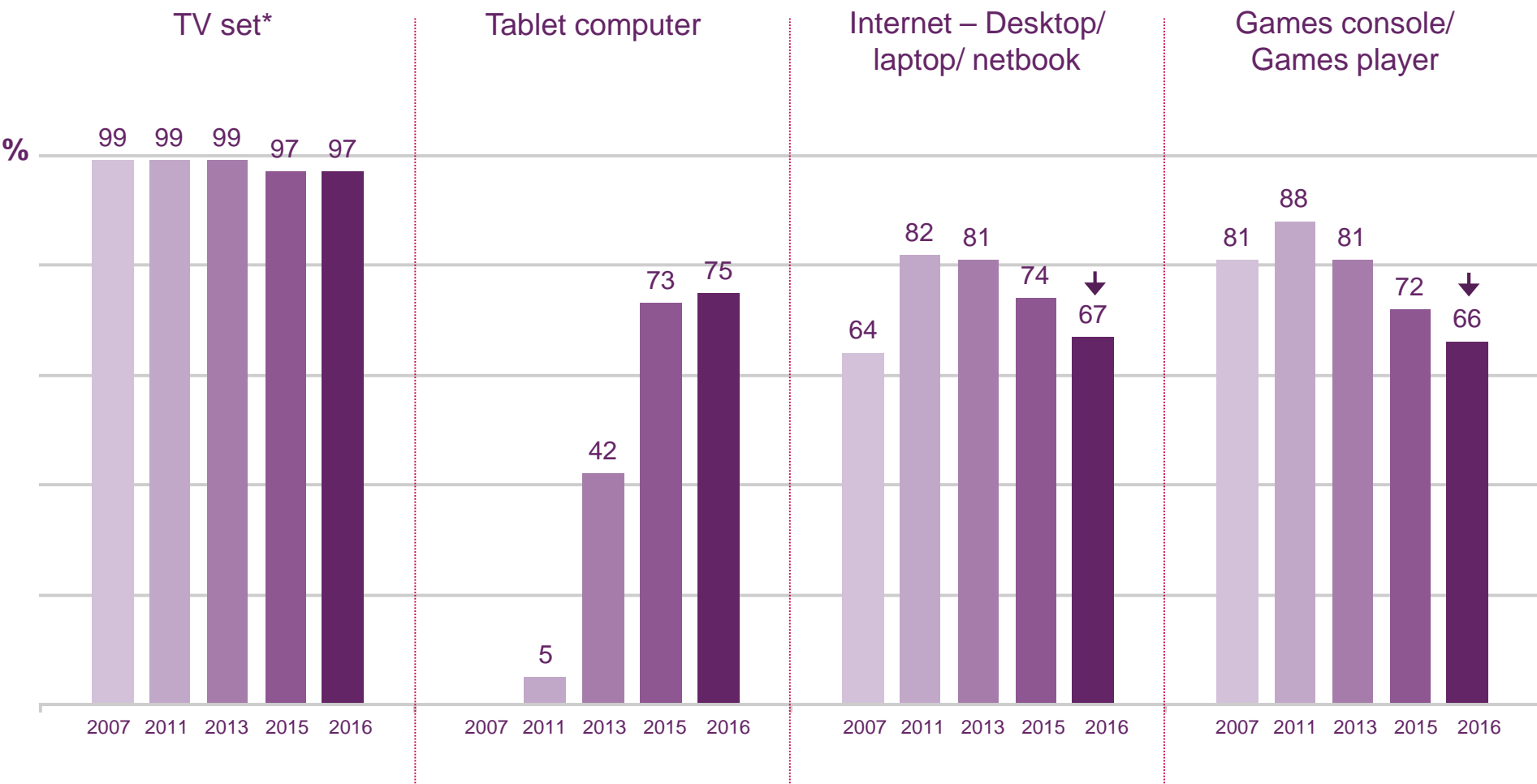


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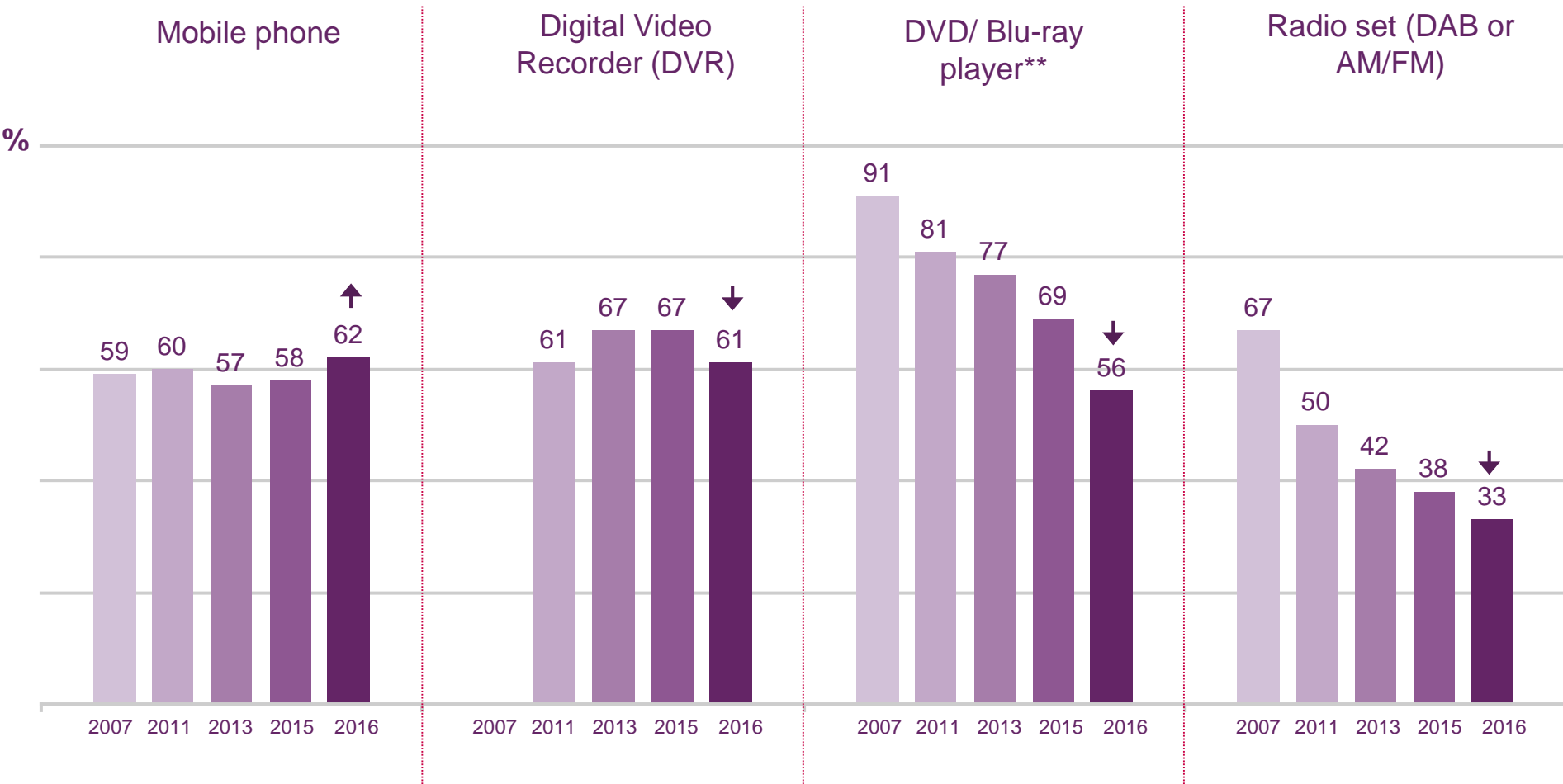
Section 3 – Children's use of media devices

Figure 1a: Media used by children aged 5-15 at home: 2007, 2011, 2013, 2015 and 2016



QP3A/B/E/D/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) * Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, prior to this we asked only about a TV set
 Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016

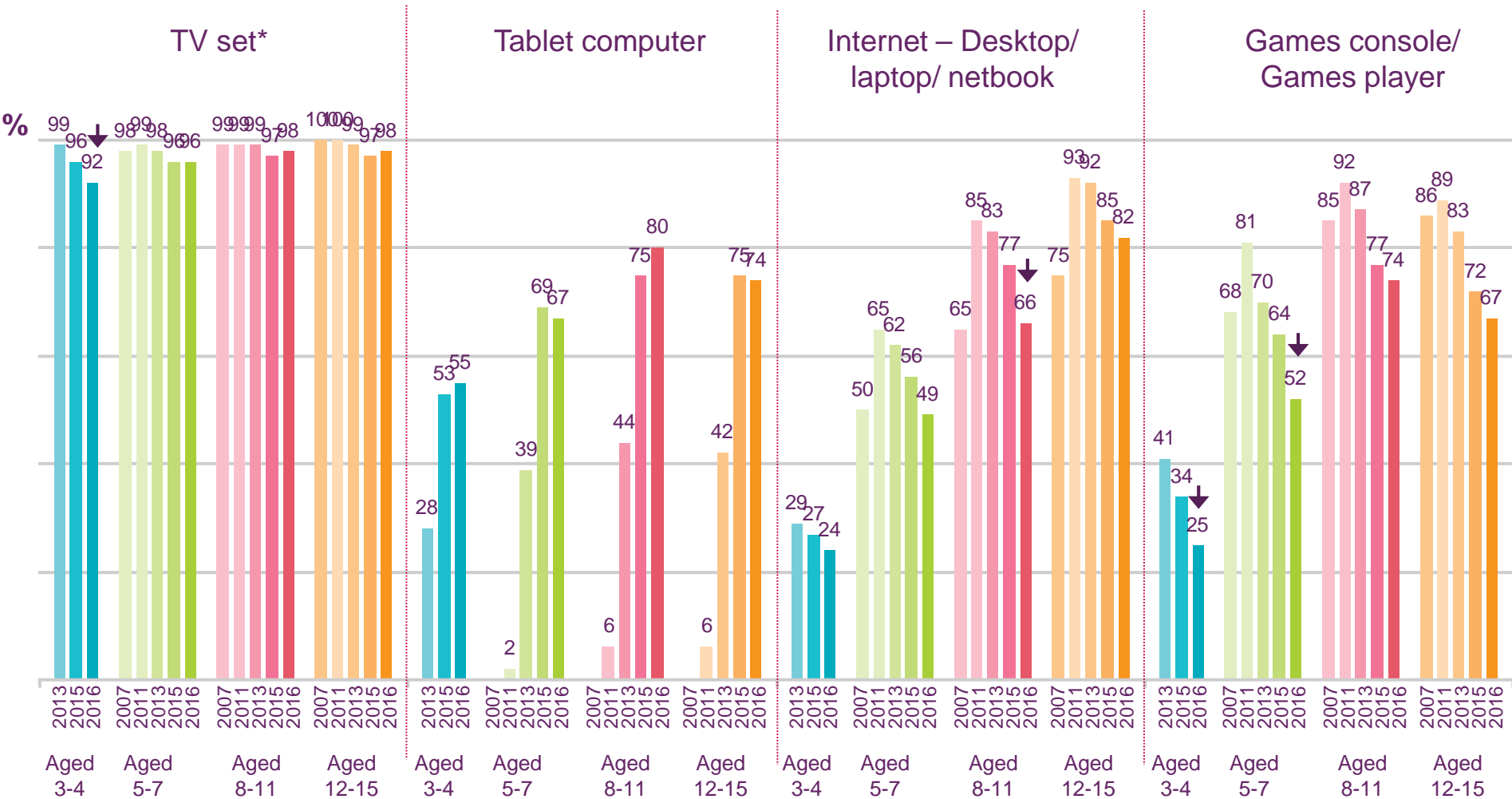
Figure 1b: Media used by children aged 5-15 at home: 2007, 2011, 2013, 2015 and 2016



QP3F/C/J/I- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).

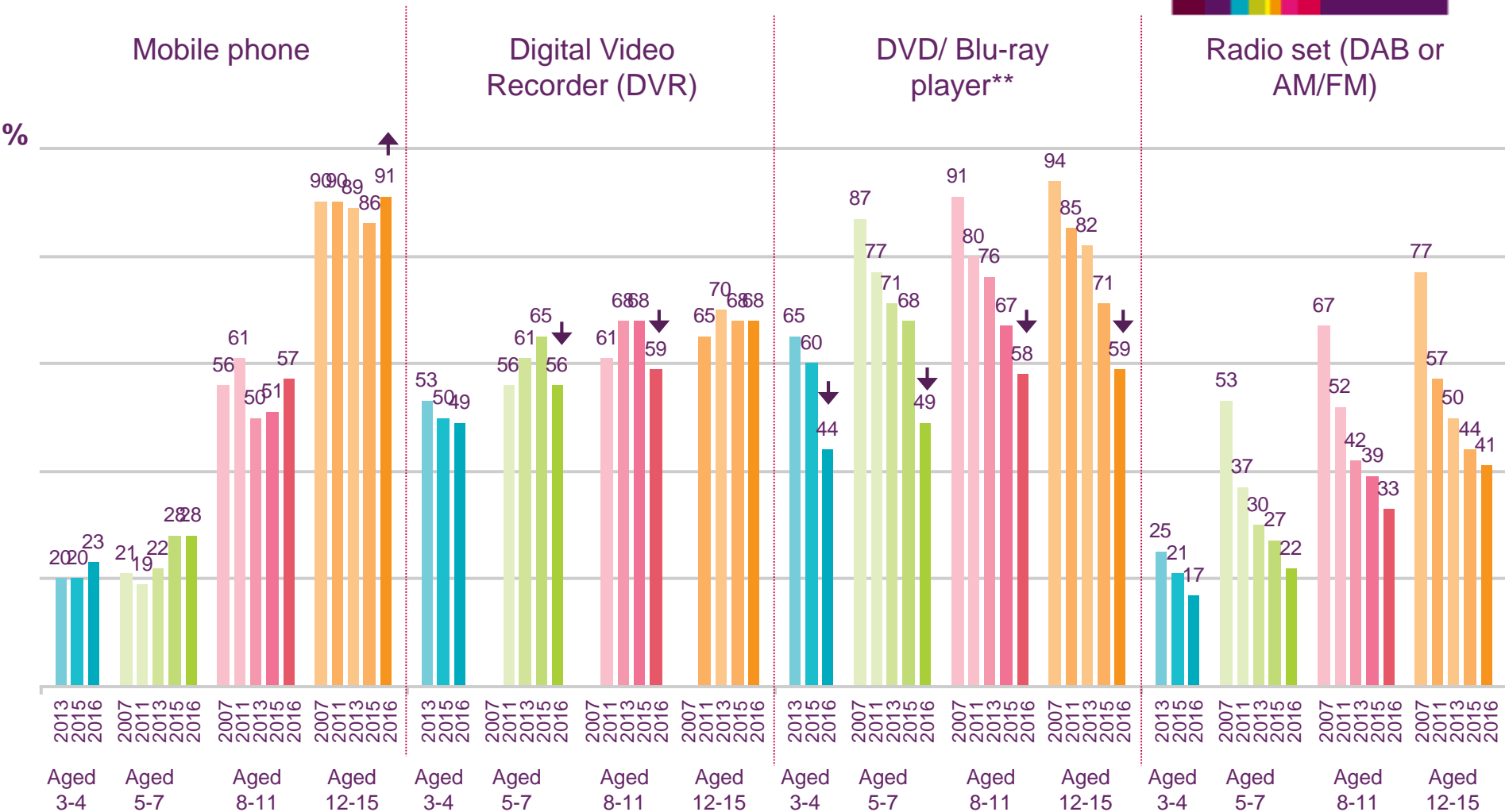
Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016

Figure 2a : Media used by children at home, by age: 2007, 2011, 2013, 2015 and 2016



QP3A/B/E/D/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) * Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, prior to this we asked only about a TV set
 Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016

Figure 2b : Media used by children at home, by age: 2007, 2011, 2013, 2015 and 2016



QP3F/C/J/I- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).

Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016

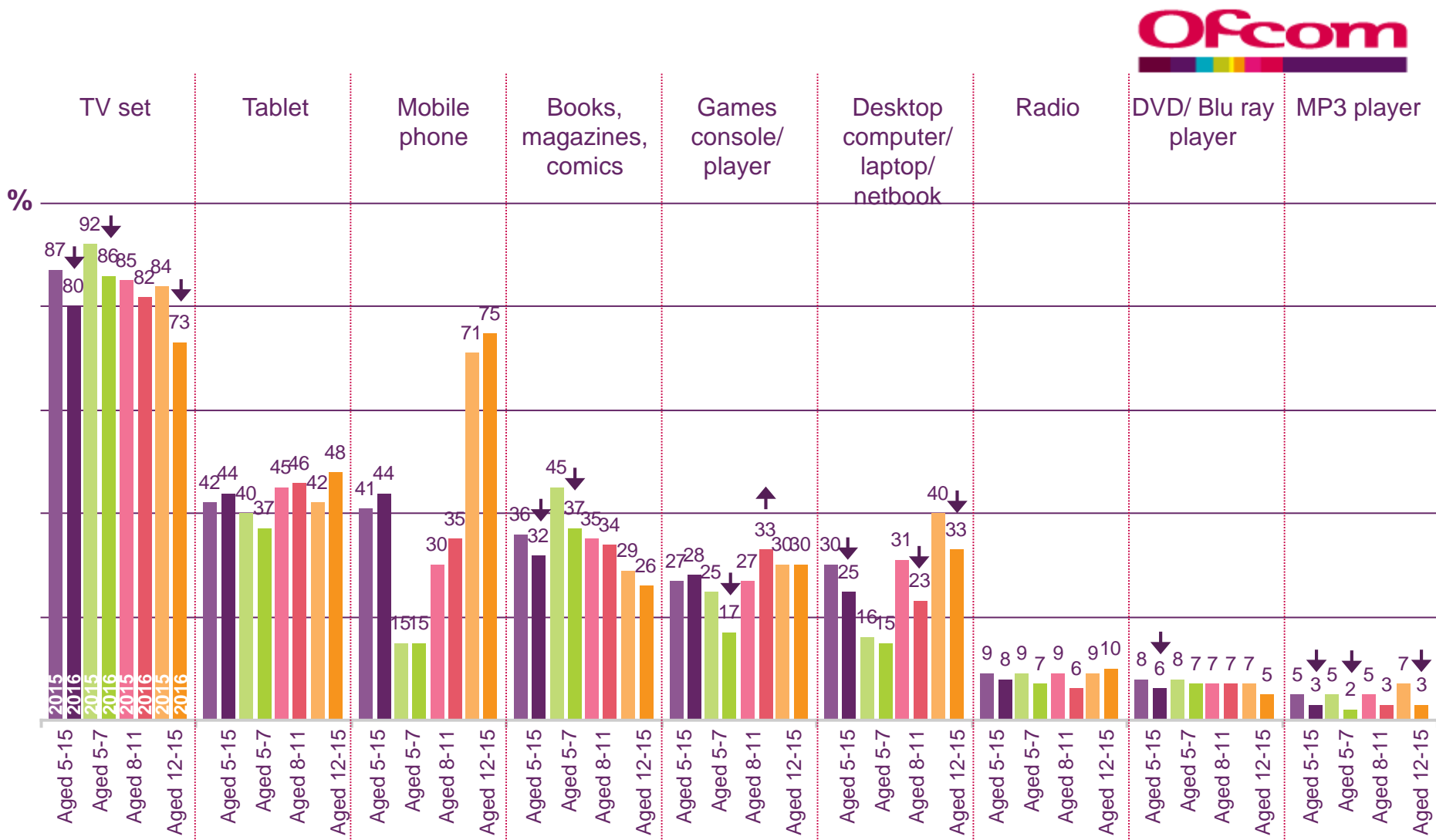
Figure 3: Summary of access to and use of devices /media at home, by age: 2016

All children	Aged 3-4		Aged 5-15		Aged 5-7		Aged 8-11		Aged 12-15	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Standard TV set	85%↓	76%↓	89%	85%↓	85%	80%	92%	88%	90%↓	87%
Tablet computer	81%↑	55%	83%	75%	79%	67%	86%↑	80%	83%	74%
Desktop computer/ laptop/ netbook- with internet access	74%	24%	82%↓	67%↓	80%	49%	79%↓	66%↓	86%	82%
Games console/ player	50%↓	25%↓	75%↓	66%↓	66%↓	52%↓	81%	74%	77%	67%
Digital Video Recorder (DVR)	66%	49%	68%↓	61%↓	63%↓	56%↓	68%↓	59%↓	71%	68%
DVD / Blu-ray player**	64%↓	44%↓	66%↓	56%↓	62%↓	49%↓	67%↓	58%↓	67%↓	59%↓
Radio	55%↓	17%	63%↓	33%↓	56%↓	22%	64%↓	33%	67%	41%
Smart TV set	50%↑	43%↑	52%↑	47%↑	54%↑	46%↑	50%↑	45%↑	52%↑	49%↑
Mobile phone	1%	23%	48%↑	62%↑	5%	28%	43%↑	57%	86%↑	91%↑
E-book reader	21%↓	5%	28%	12%	27%	10%↑	28%	14%	29%	13%
Portable media player	22%↓	5%↓	27%↓	16%↓	24%	9%	25%↓	15%↓	31%↓	22%↓
Any standard/ smart TV	98%↓	92%↓	99%	97%	99%	96%	99%	98%	99%	98%
ANY INTERNET	81%	41%	94%↑	87%	86%	67%	95%↑	90%	98%	98%

QP3 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).

Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016

Figure 4: Regular use of media devices, by age: 2015 and 2016



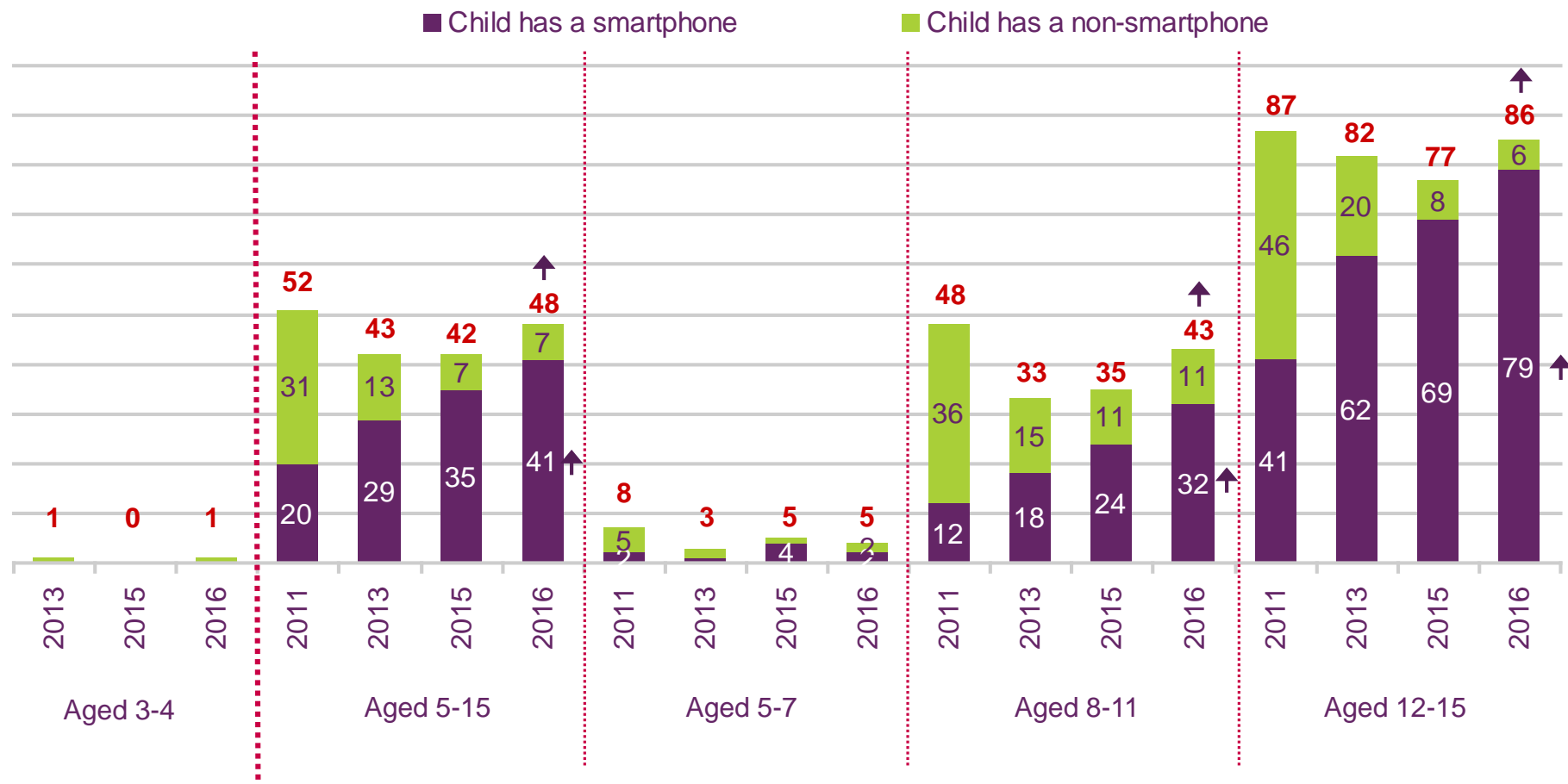
QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)

Base: Children aged 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

Figure 5: Smartphone and non-smartphone ownership, by age: 2011, 2013, 2015 & 2016

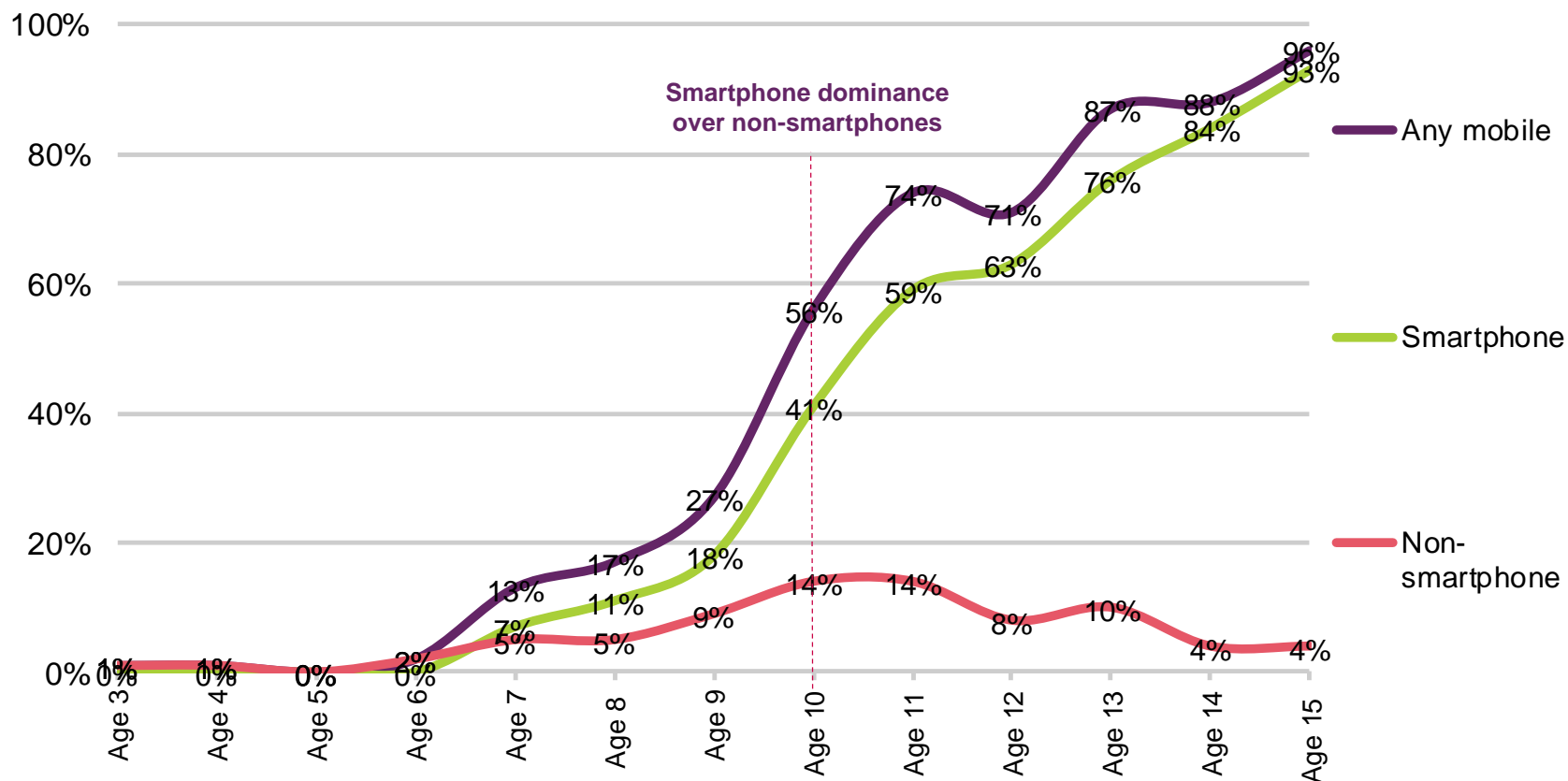


Total mobile phone ownership



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 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016.

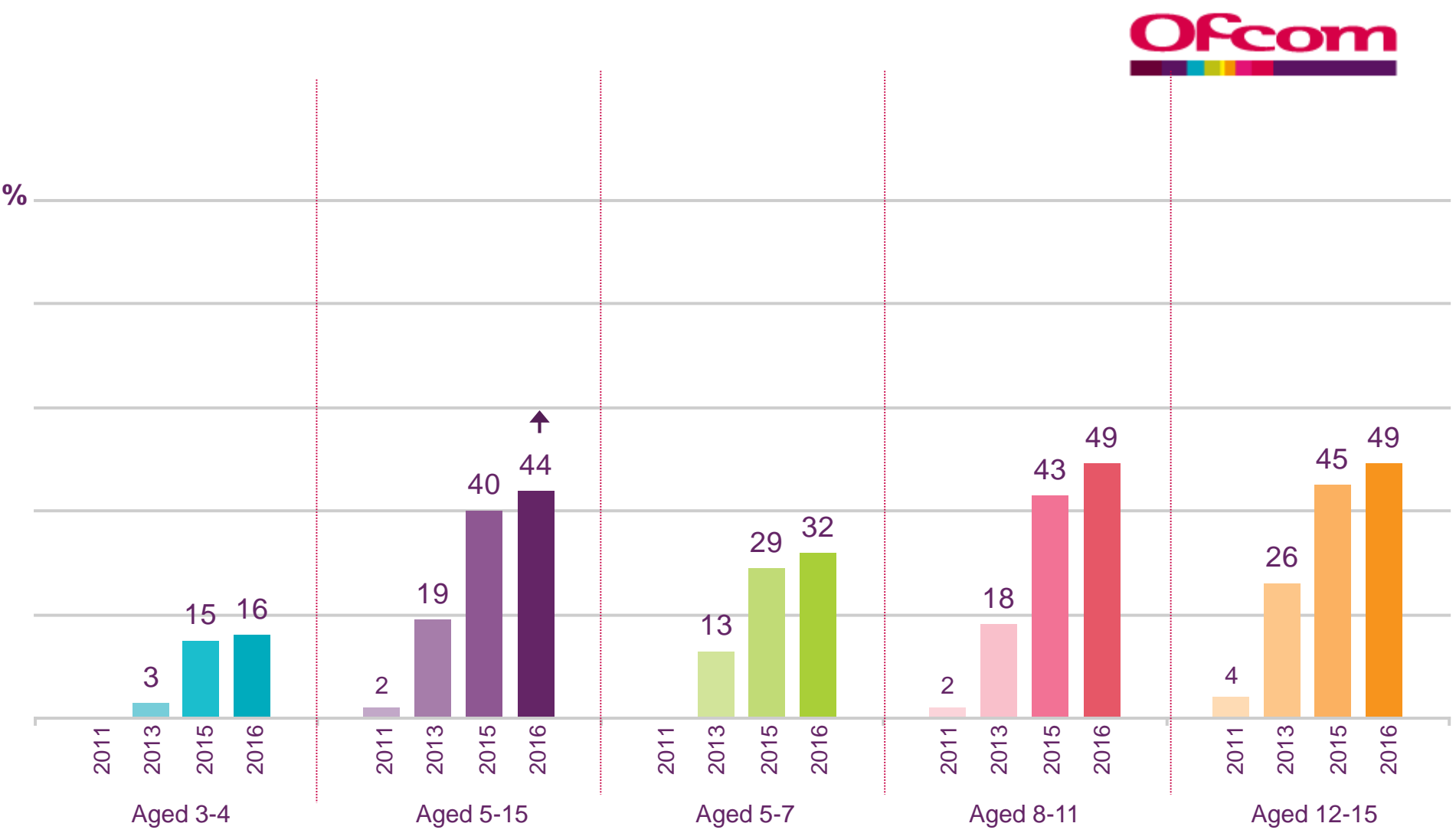
Figure 6: Smartphone ownership, by age of child: 2016



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

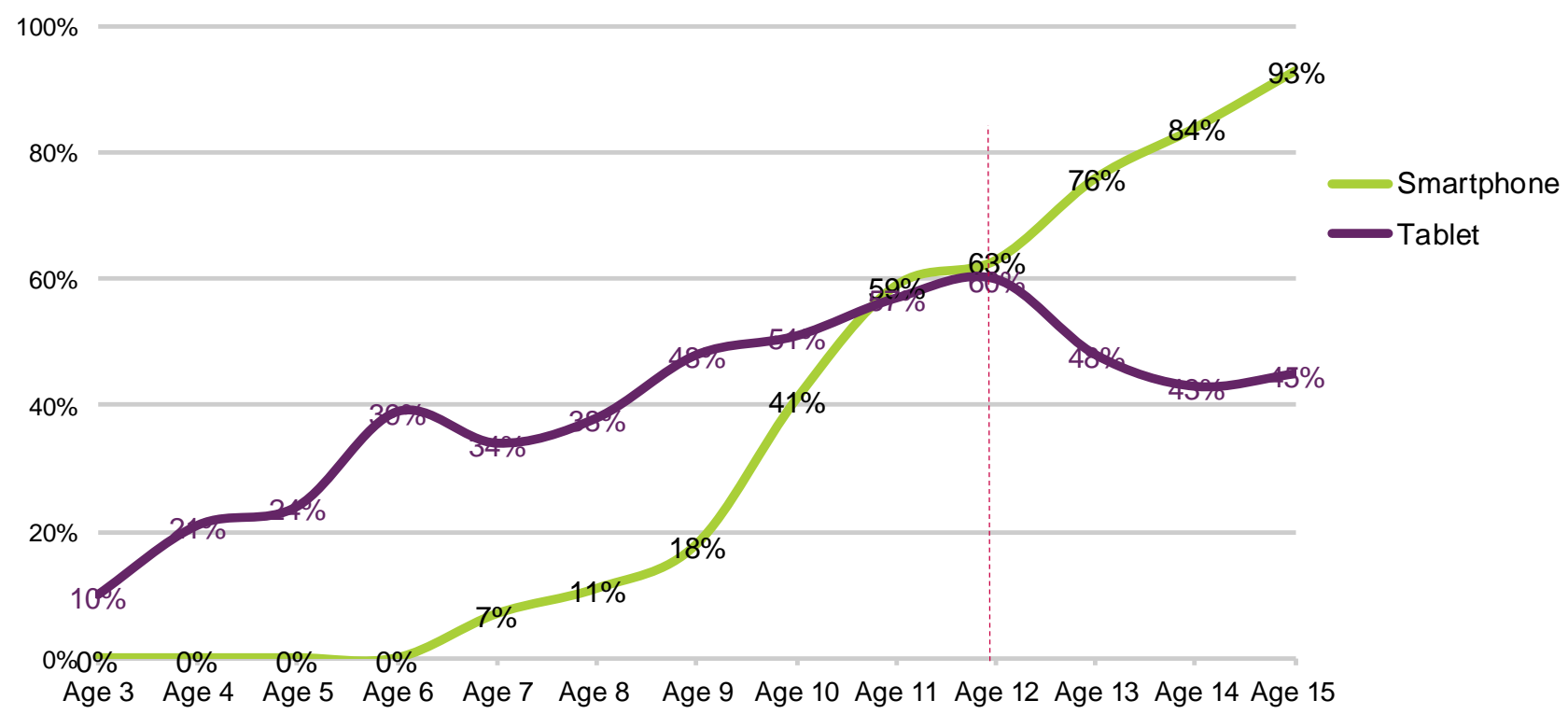
Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)

Figure 7: Tablet ownership, by age of child : 2011, 2013, 2015 and 2016



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 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016.

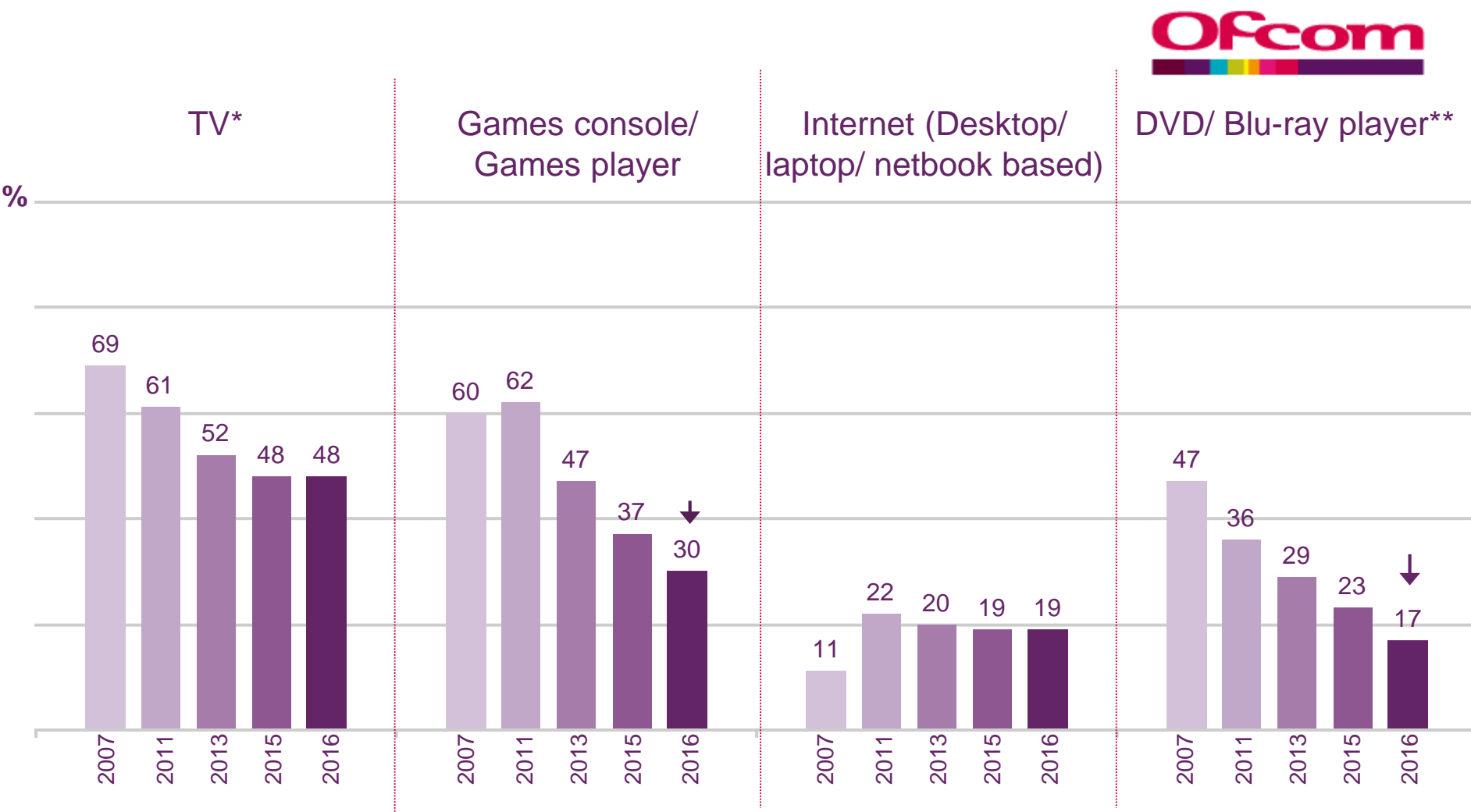
Figure 8: Tablet and smartphone ownership, by age of child : 2016



QPE3/ 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)

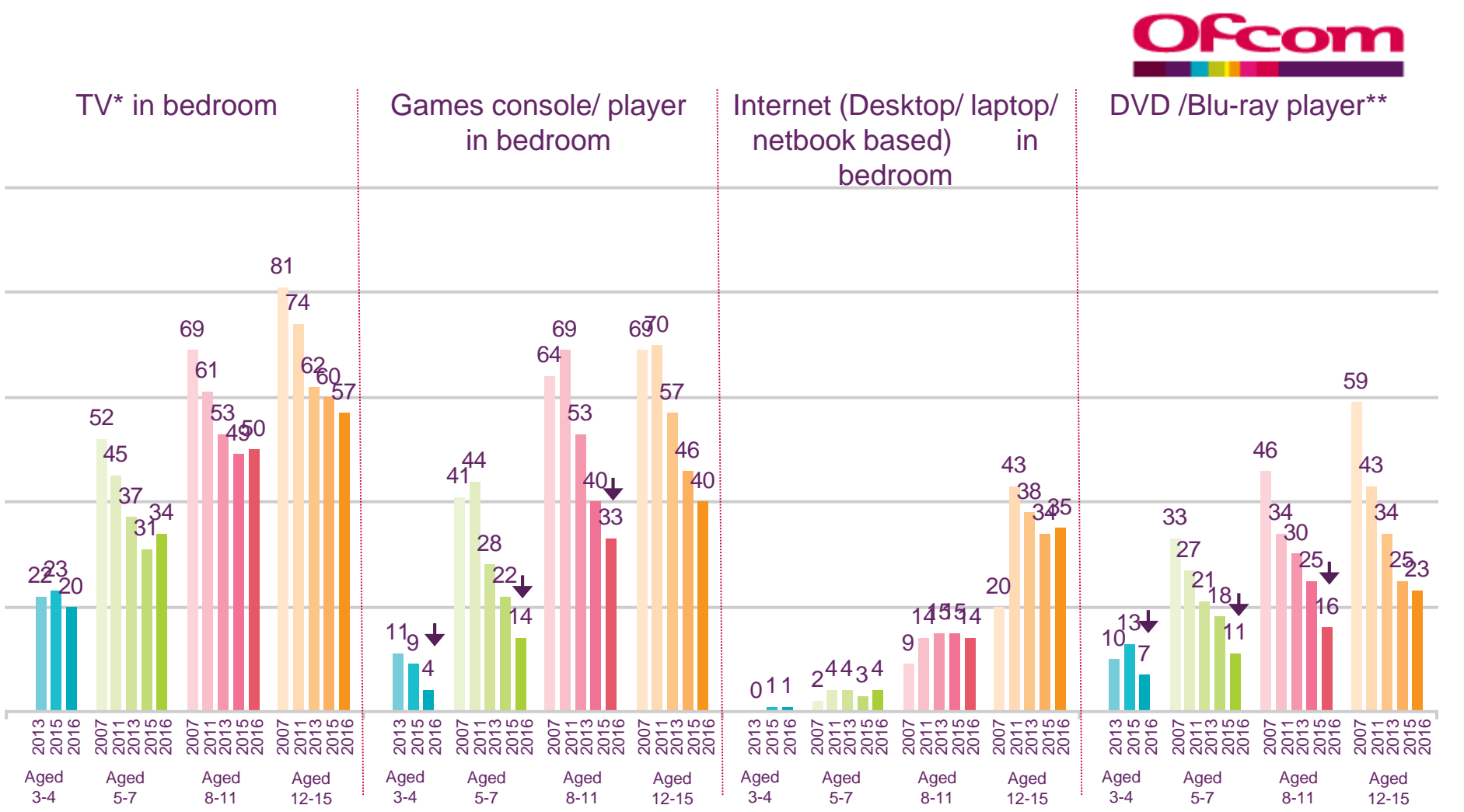
Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)

Figure 9 : Media devices in children's bedrooms, among 5-15s : 2007, 2011, 2013, 2015 and 2016



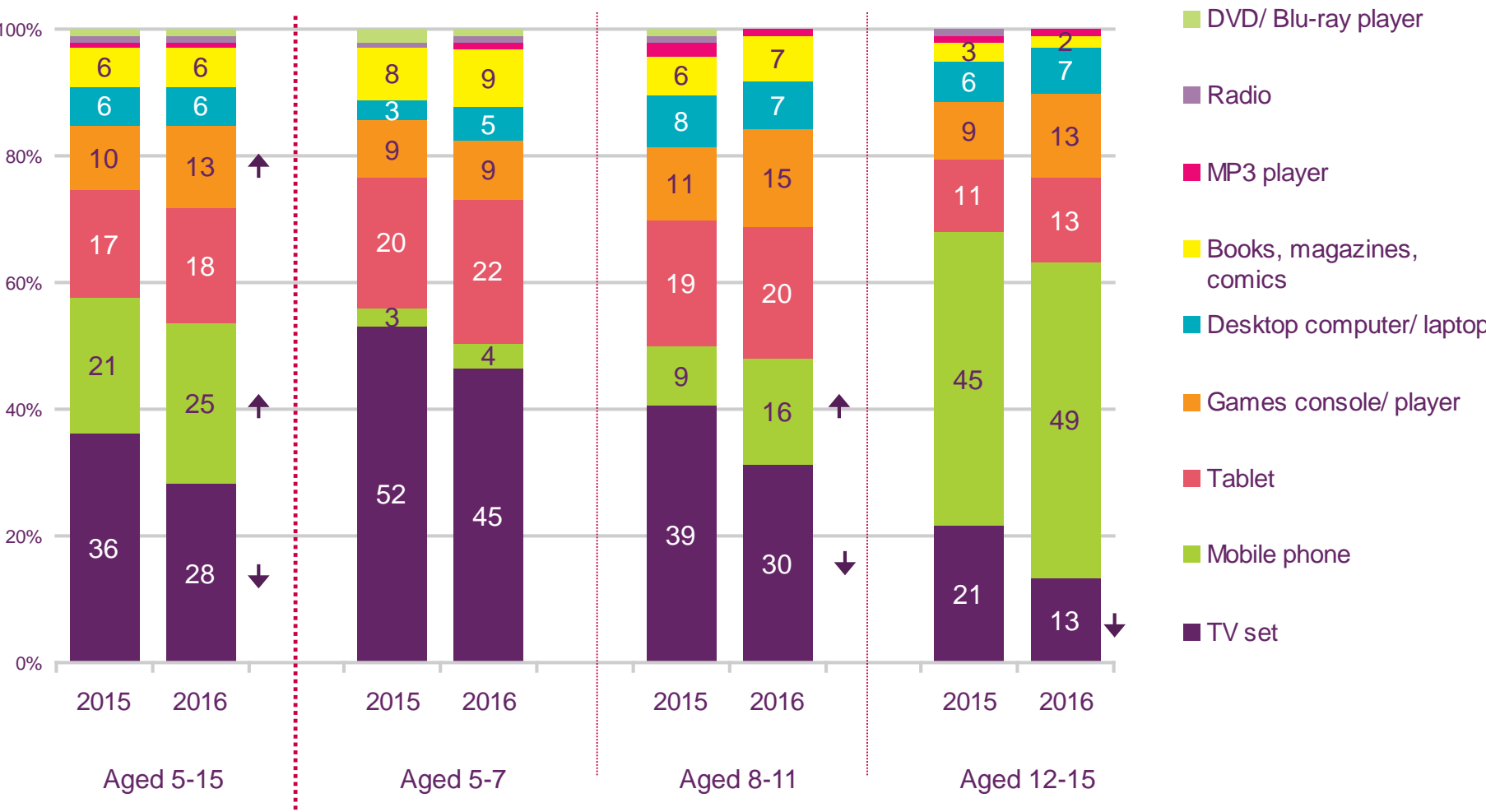
QP3A/B/H/J/D- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) *In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs. ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable). Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016.

Figure 10: Media devices in children's bedrooms, by age : 2007, 2011, 2013, 2015 and 2016



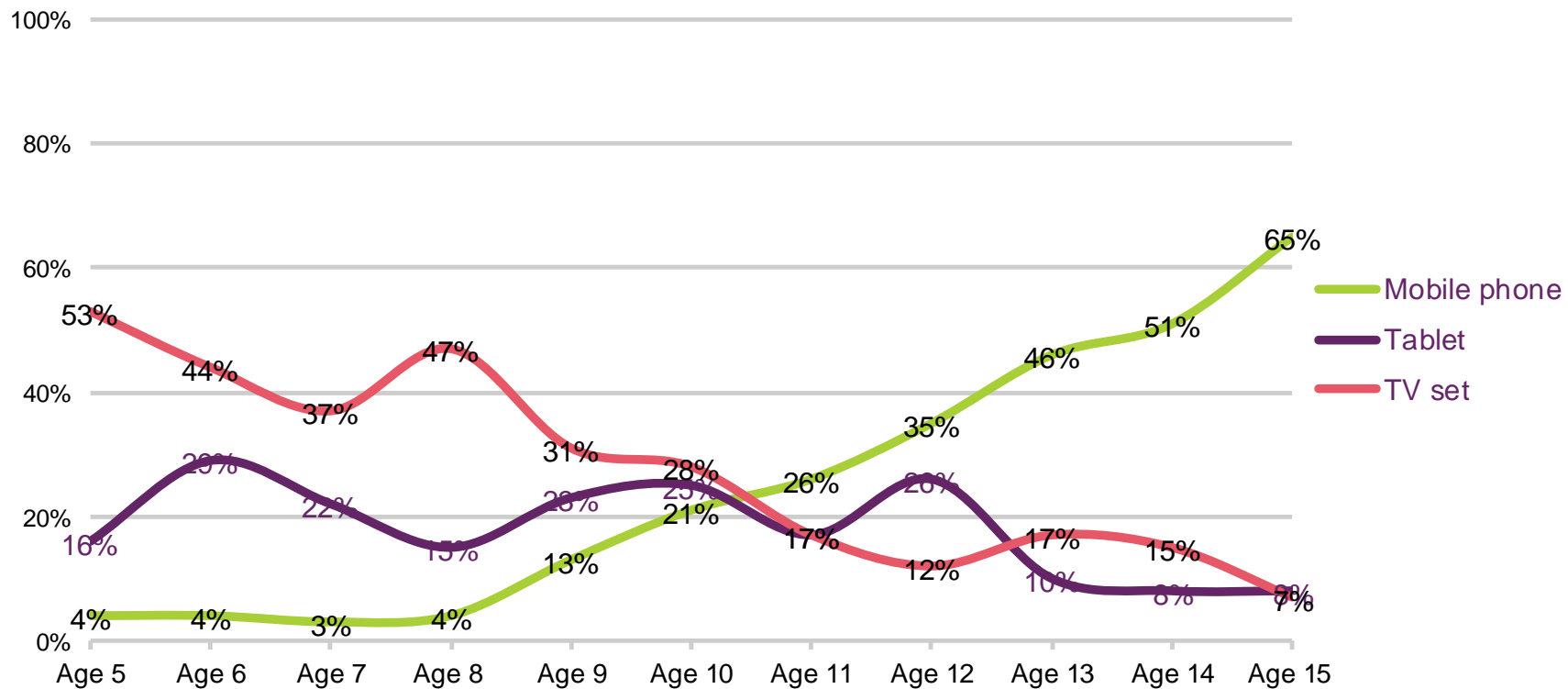
QP3A/B/H/J/D – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) *In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs. ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

Figure 11: Device children would miss the most, by age: 2015 and 2016



QC51– Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 12: Device children would miss the most, by individual age: 2016



QC51– Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15).

Figure 13: Device children would miss the most, by gender within age: 2016

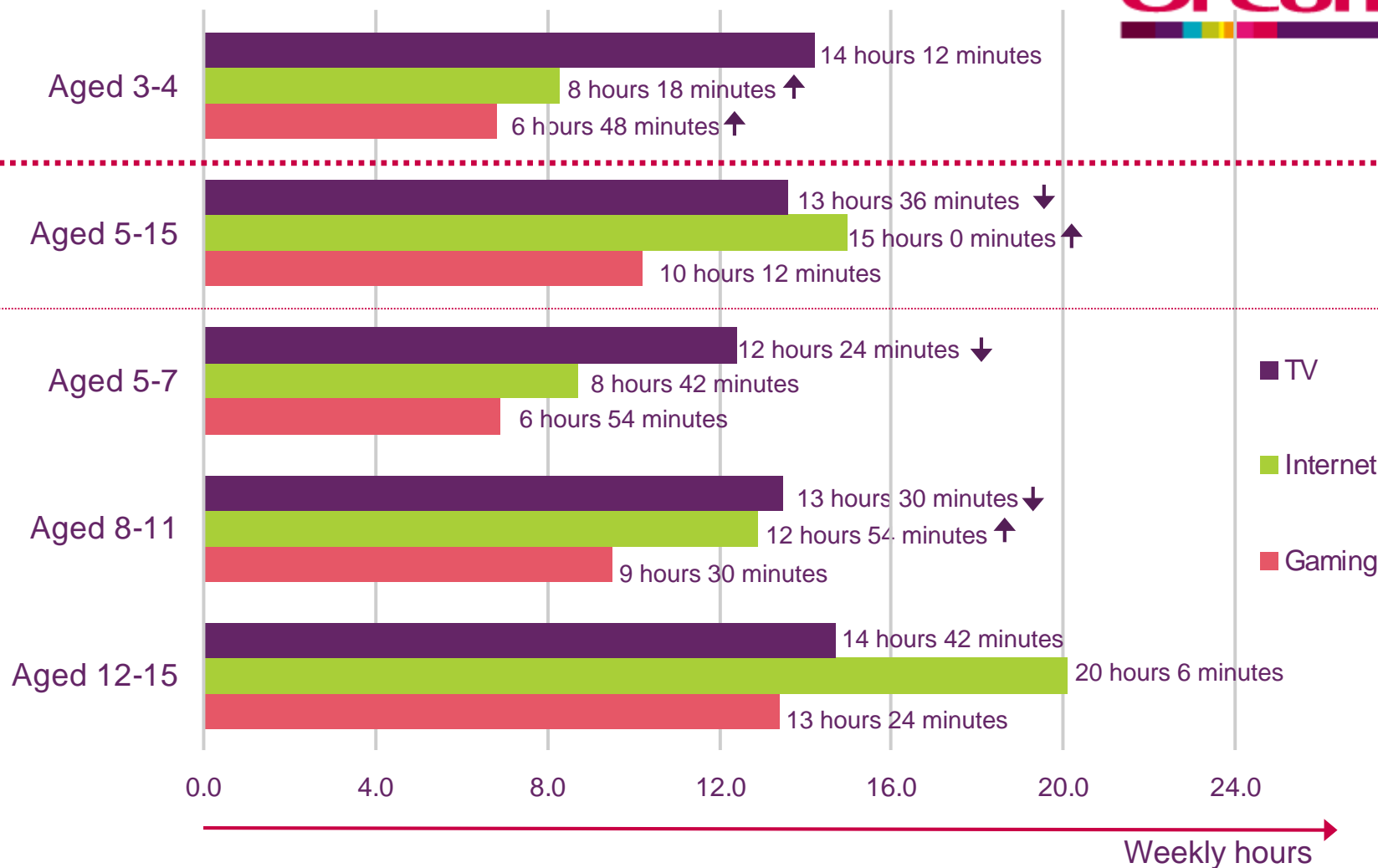


QC51 – Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (681 boys aged 5-15, 698 girls aged 5-15) 196 boys aged 5-7, 203 girls aged 5-7, 243 boys aged 8-11, 249 girls aged 8-11, 242 boys aged 12-15, 246 girls aged 12-15) - Significance testing show any difference between boys and girls in each age group

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Section 4 – Children's media consumption

Figure 14: Estimated weekly hours of media consumption at home or elsewhere among users, by age: 2016



QP13A-B/ QP25A-B/ QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?.

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 2015 and 2016

Figure 15: Estimated hours of media consumption at home or elsewhere among users, per school day and weekend day, by age : 2016

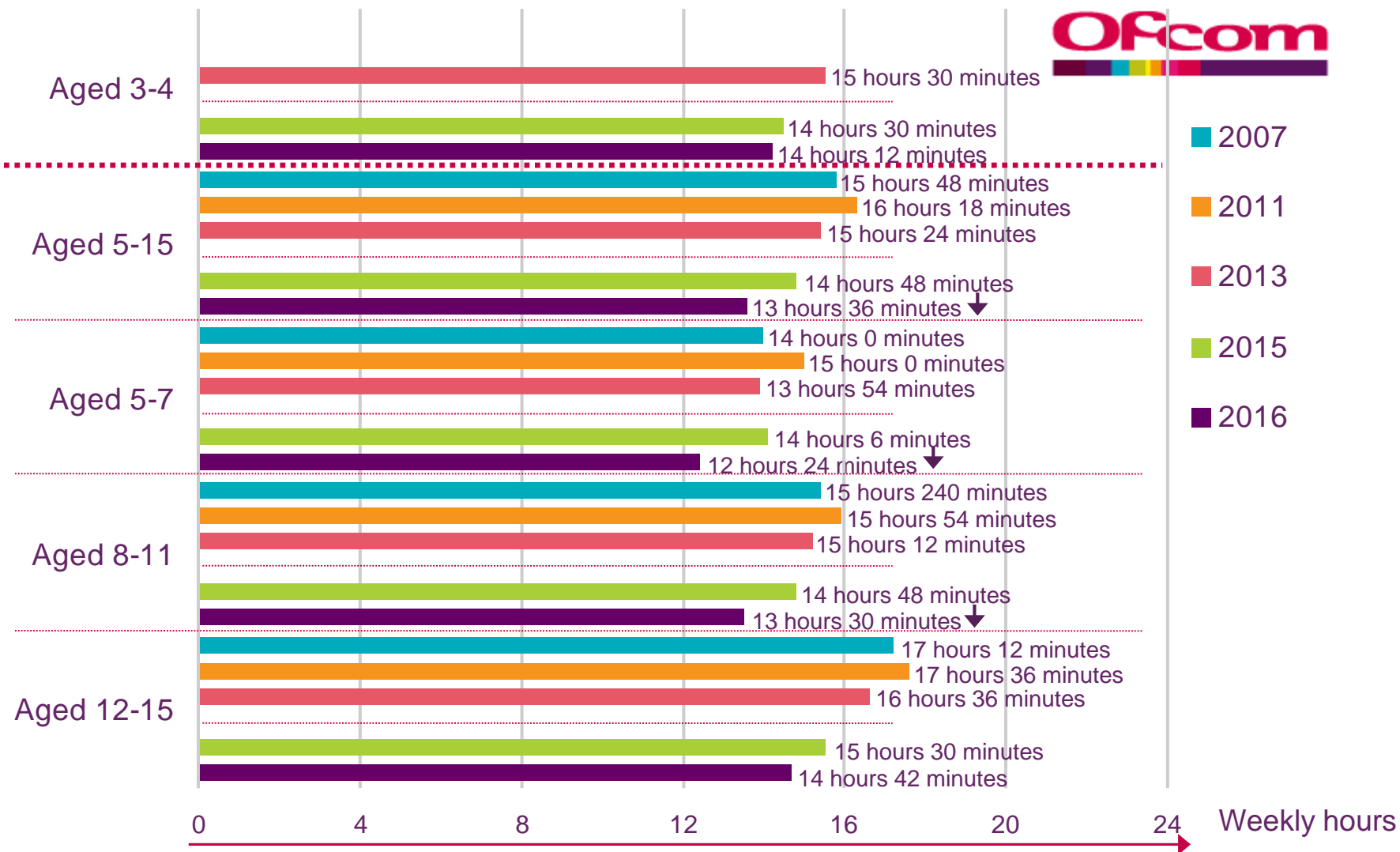
	Hours spent watching TV on a television set per day	Hours spent going online per day	Hours spent playing games per day
Aged 3-4			
School day**	1 hour 54 minutes	1 hour 6 minutes	0 hours 48 minutes
Weekend day	2 hours 24 minutes	1 hour 24 minutes	1 hour 18 minutes
Aged 5-15			
School day	1 hour 42 minutes	1 hour 54 minutes	1 hour 12 minutes
Weekend day	2 hours 36 minutes	2 hours 48 minutes	2 hours 6 minutes
Aged 5-7			
School day	1 hour 30 minutes	1 hour 0 minutes	0 hours 48 minutes
Weekend day	2 hours 30 minutes	1 hour 48 minutes	1 hour 24 minutes
Aged 8-11			
School day	1 hour 42 minutes	1 hour 36 minutes	1 hour 6 minutes
Weekend day	2 hours 36 minutes	2 hours 30 minutes	1 hour 54 minutes
Aged 12-15			
School day	1 hour 48 minutes	2 hours 30 minutes	1 hour 36 minutes
Weekend day	2 hours 48 minutes	3 hours 42 minutes	2 hours 42 minutes

QP13A-B/ QP25A-B/ QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?.

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)

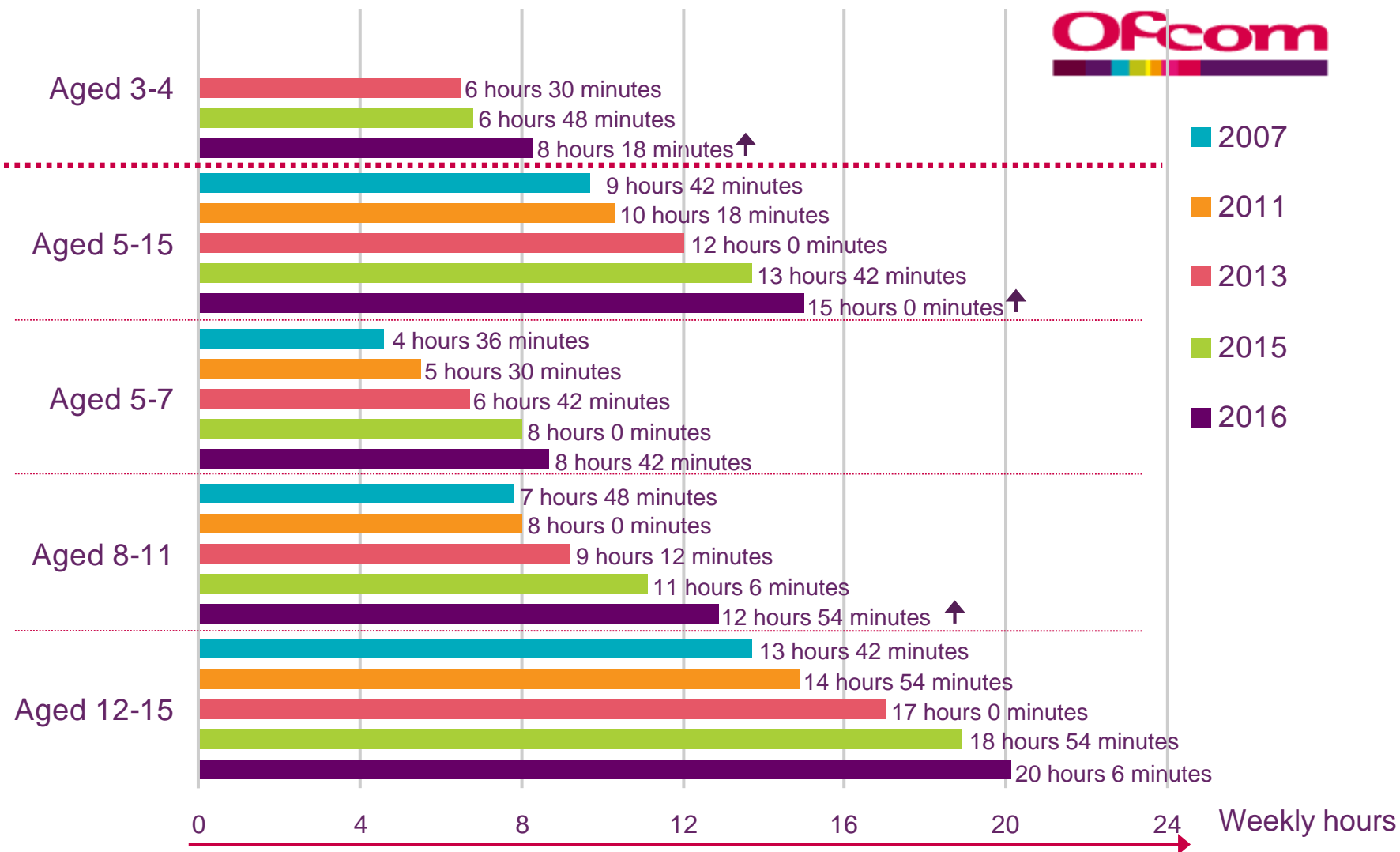
Figure 16: Estimated weekly hours of television consumption by age at home (2007, 2011, 2013) or elsewhere (2015, 2016)



QP13A-B- How many hours would you say he/ she spends watching TV programmes on a TV set on a typical school day/ on a weekend day? (unprompted responses, single coded) Prior to 2014 the response for 12-15s was taken from the child and the parent for 5-7s and 8-11s and parents/ children were asked about use at home whereas from 2014 they were asked about use at home or elsewhere.

Base: Parents of children aged 3-7 who use watches television on a TV set (VARIABLE BASE) - Significance testing shows any change between 2015 and 2016

Figure 17: Estimated weekly hours of internet consumption by age, at home (2007, 2011, 2013) or elsewhere (2015 and 2016)

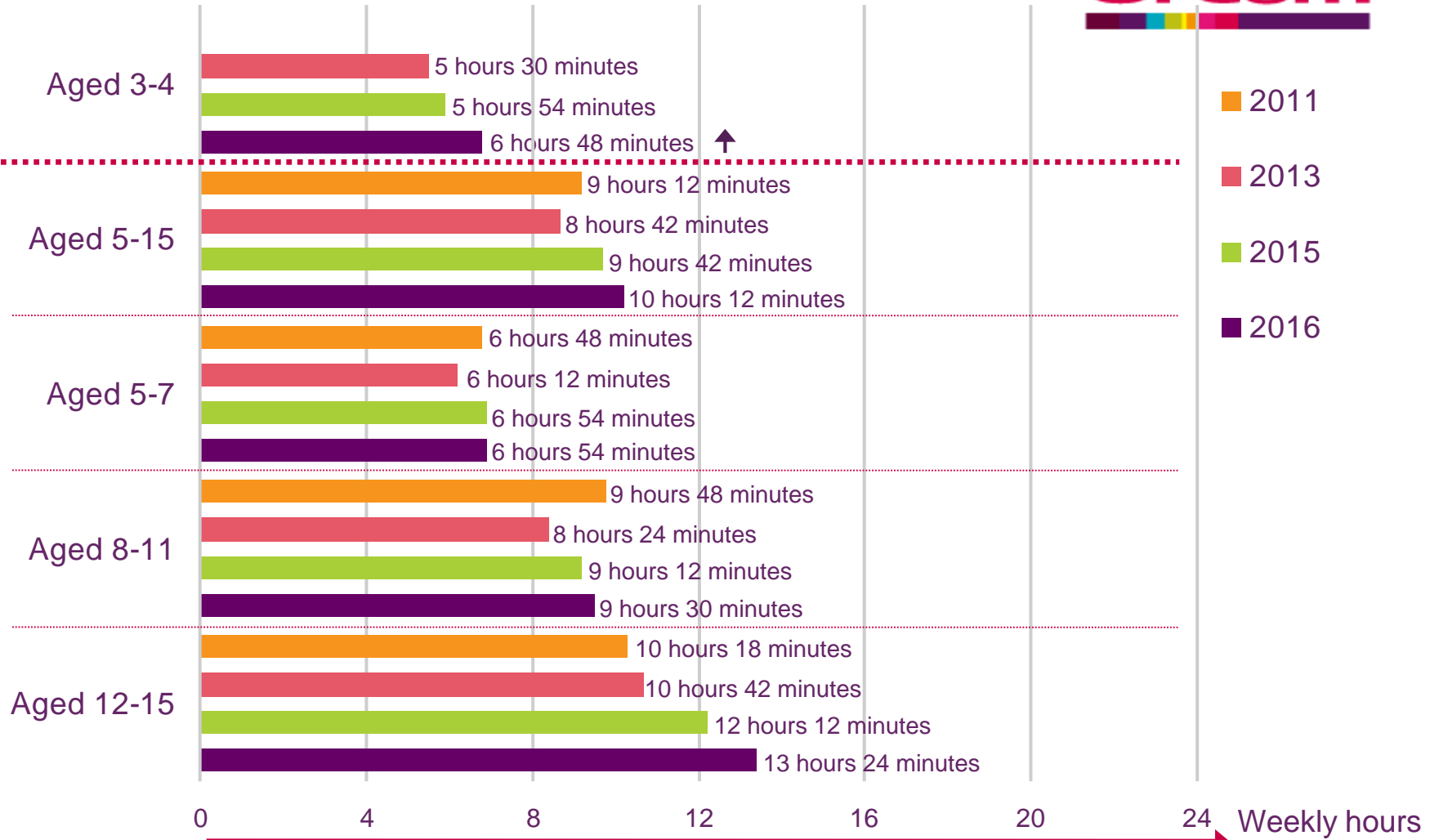


QP25A-B– How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (unprompted responses, single coded) In 2007-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home 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 2015 and 2016

Figure 18: Estimated weekly hours of game playing by age at home (2011, 2013) or elsewhere (2015 and 2016)

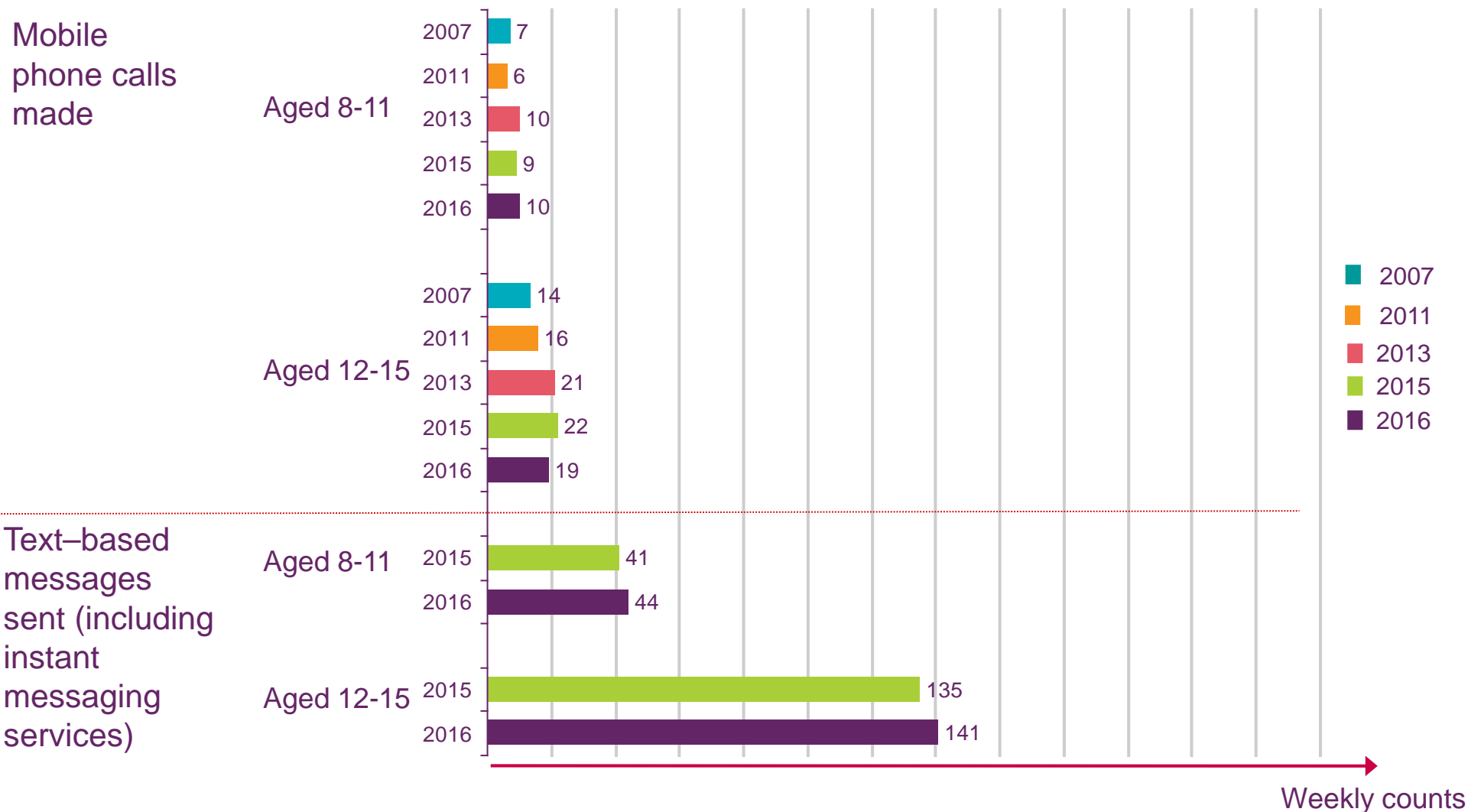


QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (unprompted responses, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2012 parents/ children were asked about use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

Base: Parents of children aged 3-7 whose child plays games at home or elsewhere and children aged 8-15 who play games at home or elsewhere (VARIABLE BASE).

Significance testing shows any change between 2015 and 2016 .

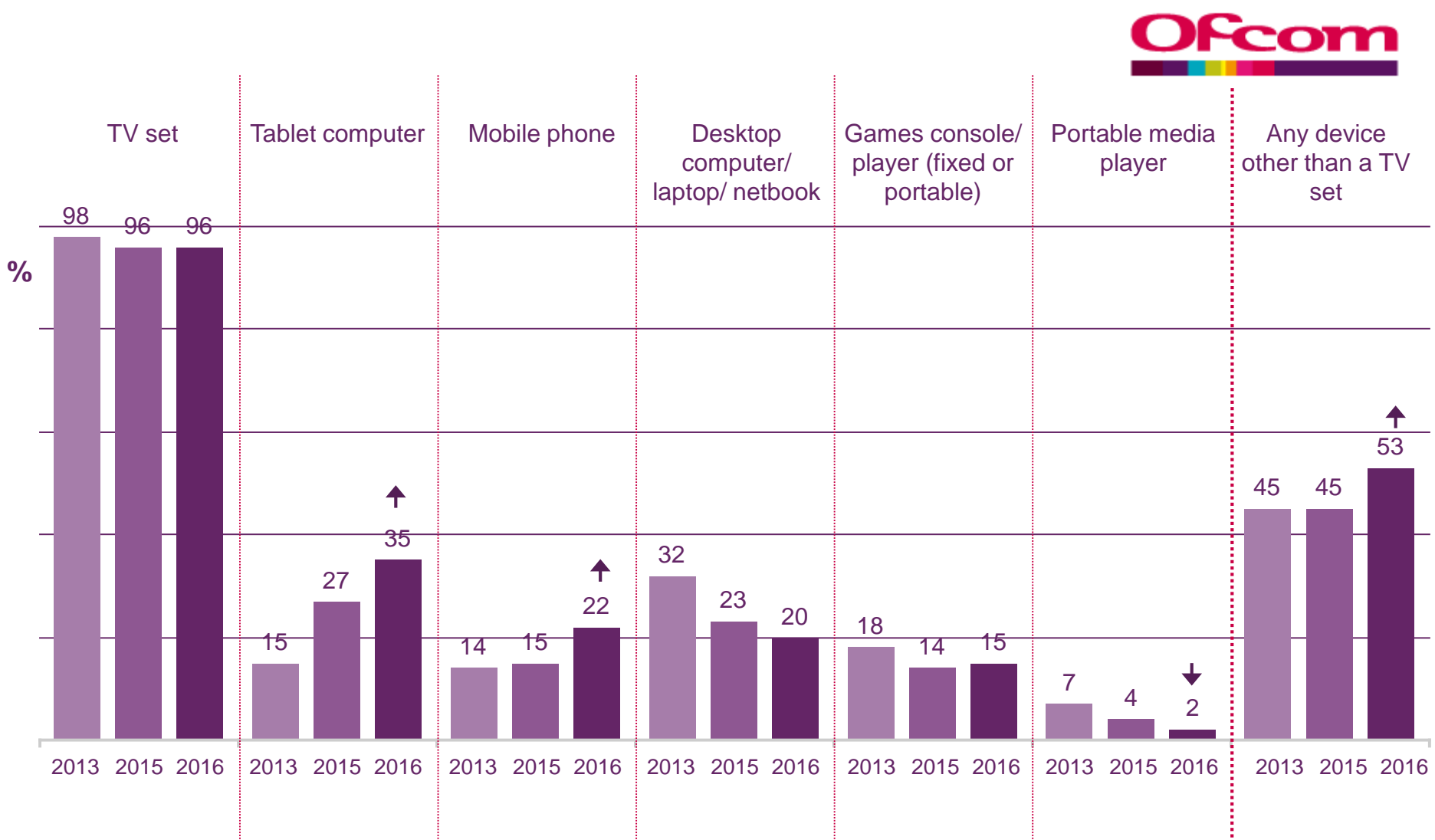
Figure 19: Weekly calls made and text-based messages sent by users, by age: 2007, 2011, 2013, 2015 and 2016



QP57A-B/ QP58A-B - How many calls/ text -based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (unprompted responses, single coded).* In 2007-2010 volumes of calls were asked of children aged 8-11, rather than their parents.

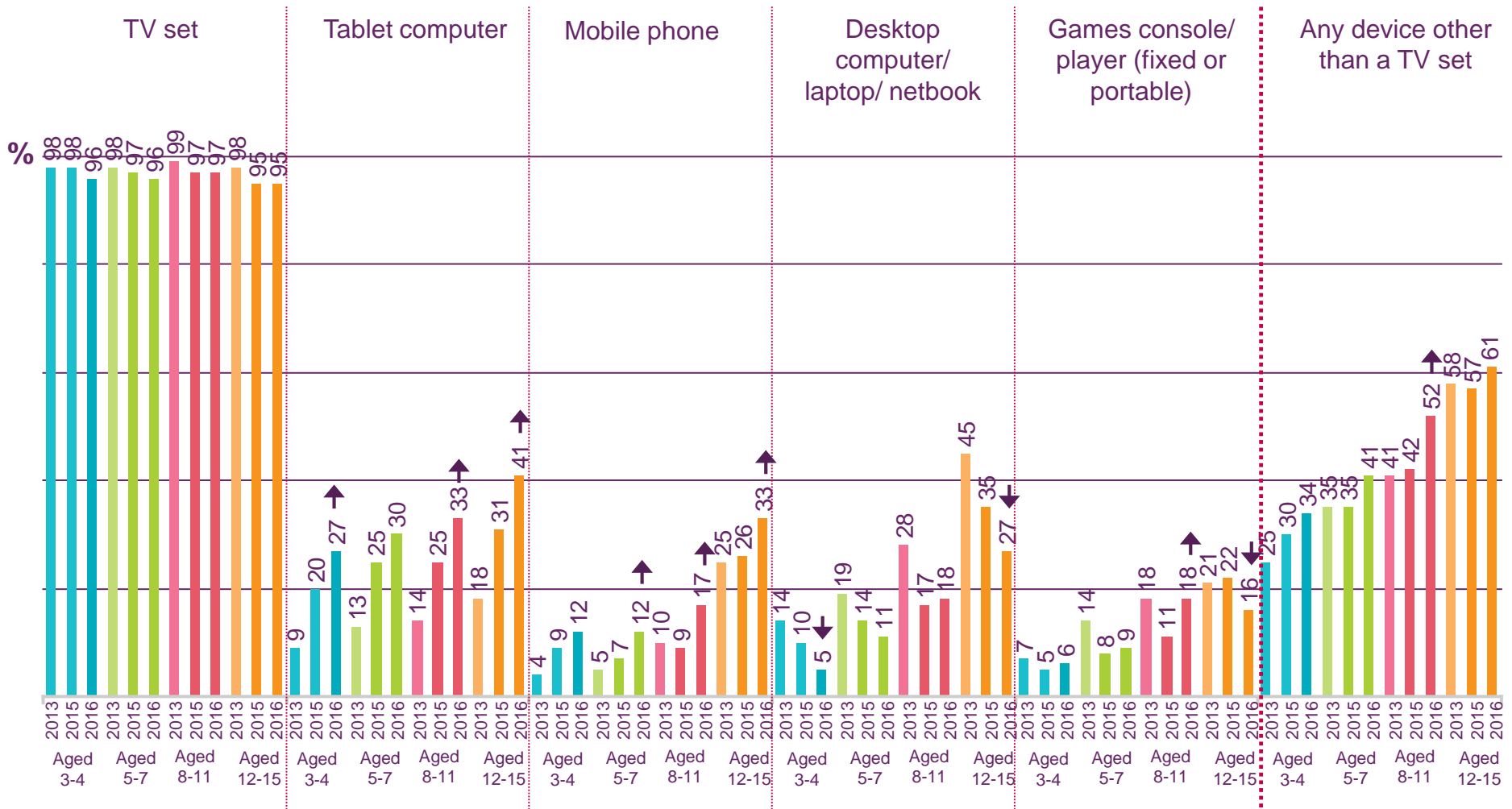
Base: Children aged 8-11 and 12-15 with their own mobile phone (VARIABLE BASE) - Significance testing shows any change between 2015 and 2016

Figure 20: Devices ever used by children aged 5-15 to watch television programmes at home (2013) or elsewhere (2015 and 2016)



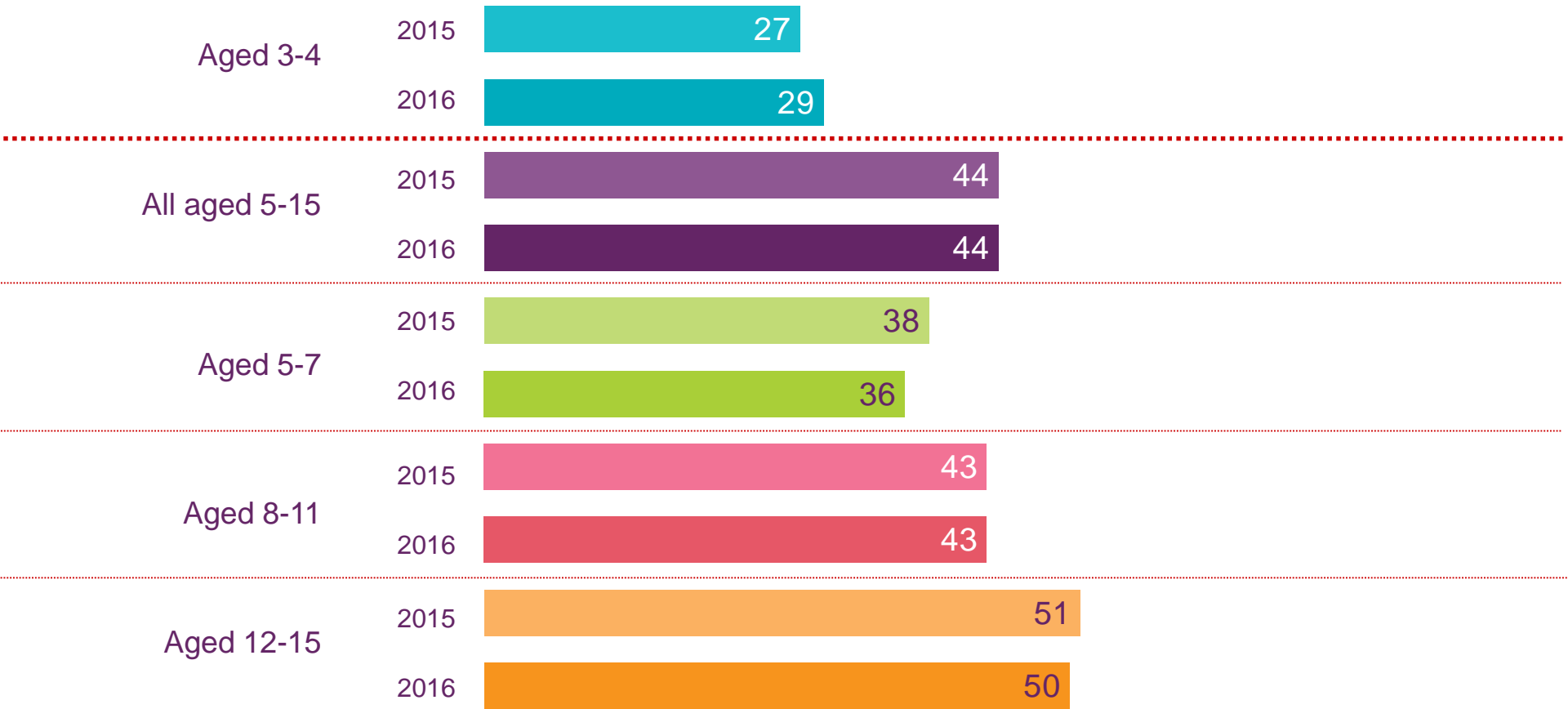
QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded). Responses from parents for 5-7 year olds and from children aged 8-15. Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016

Figure 21: Devices ever used to watch television programmes at home (2013) or elsewhere (2015 and 2016), by age



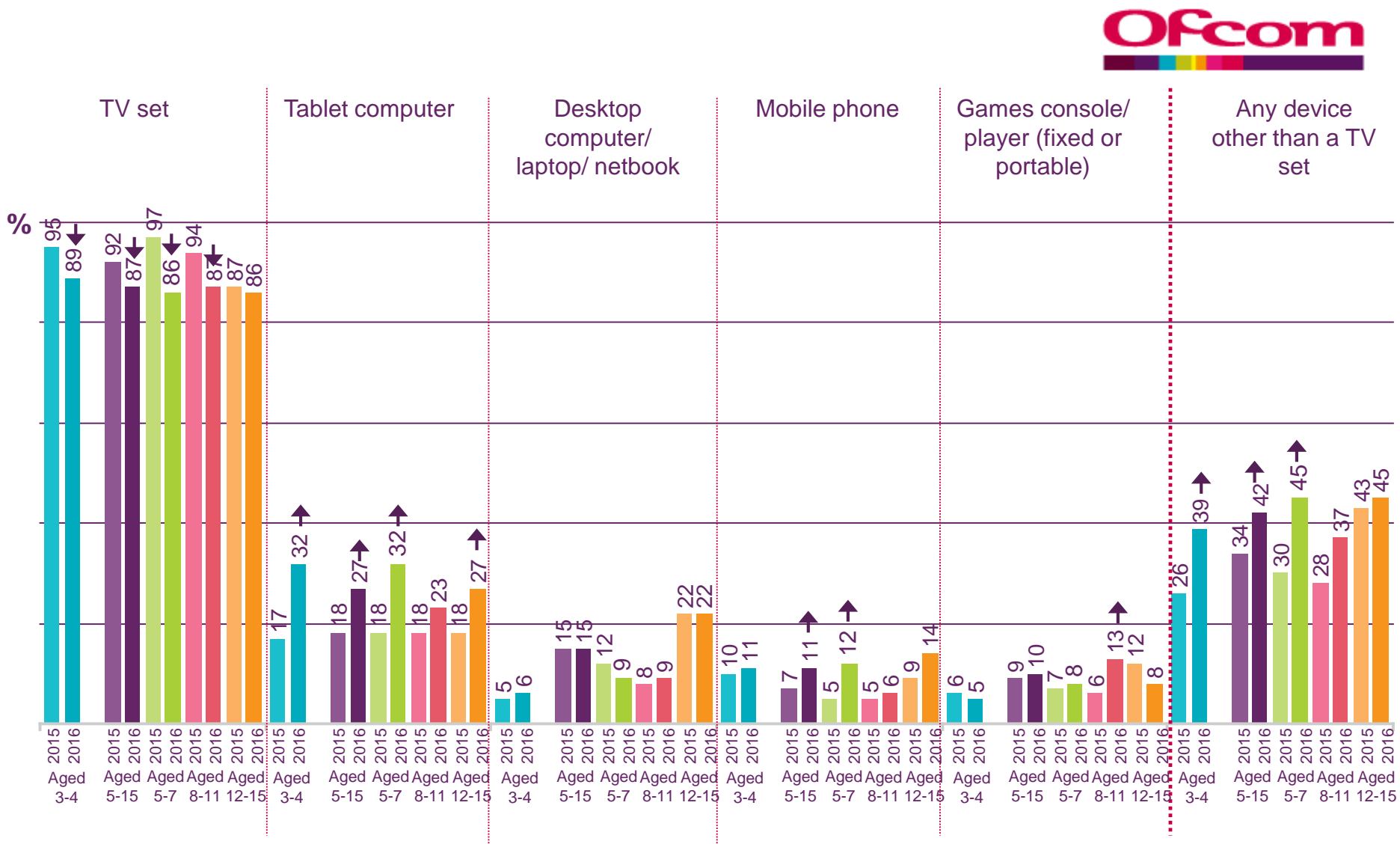
QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded). Responses from parents for 5-7 year olds and from children aged 8-15. Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

Figure 22: Use of on-demand TV content, by age :2015 and 2016



QP9—Does your child watch TV programmes or films 'on-demand' in any of these ways? (prompted responses, single coded)
Base: Parents of children aged 3-4 (684) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2015 and 2016

Figure 23: Devices ever used to watch television on-demand, by age: 2015 and 2016

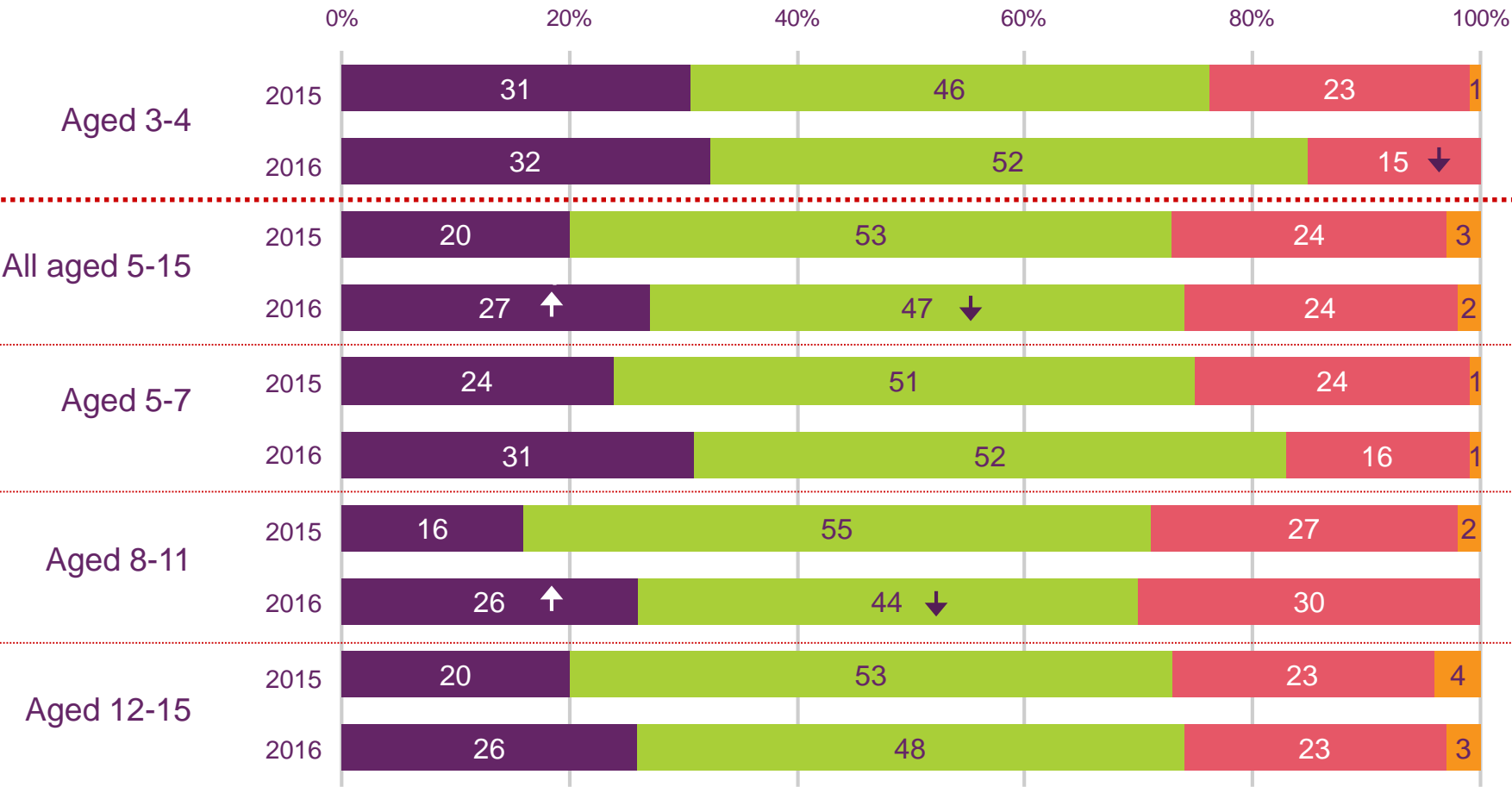


QP10 – Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand (prompted responses, multi-coded)
Base: Parents of children aged 3-4 (196) or 5-15 whose child ever watches on demand content (584 aged 5-15, 140 aged 5-7, 207 aged 8-11, 237 aged 12-15) - significance testing shows any change between 2015 and 2016

Figure 24: Frequency of watching on-demand content: 2015 and 2016

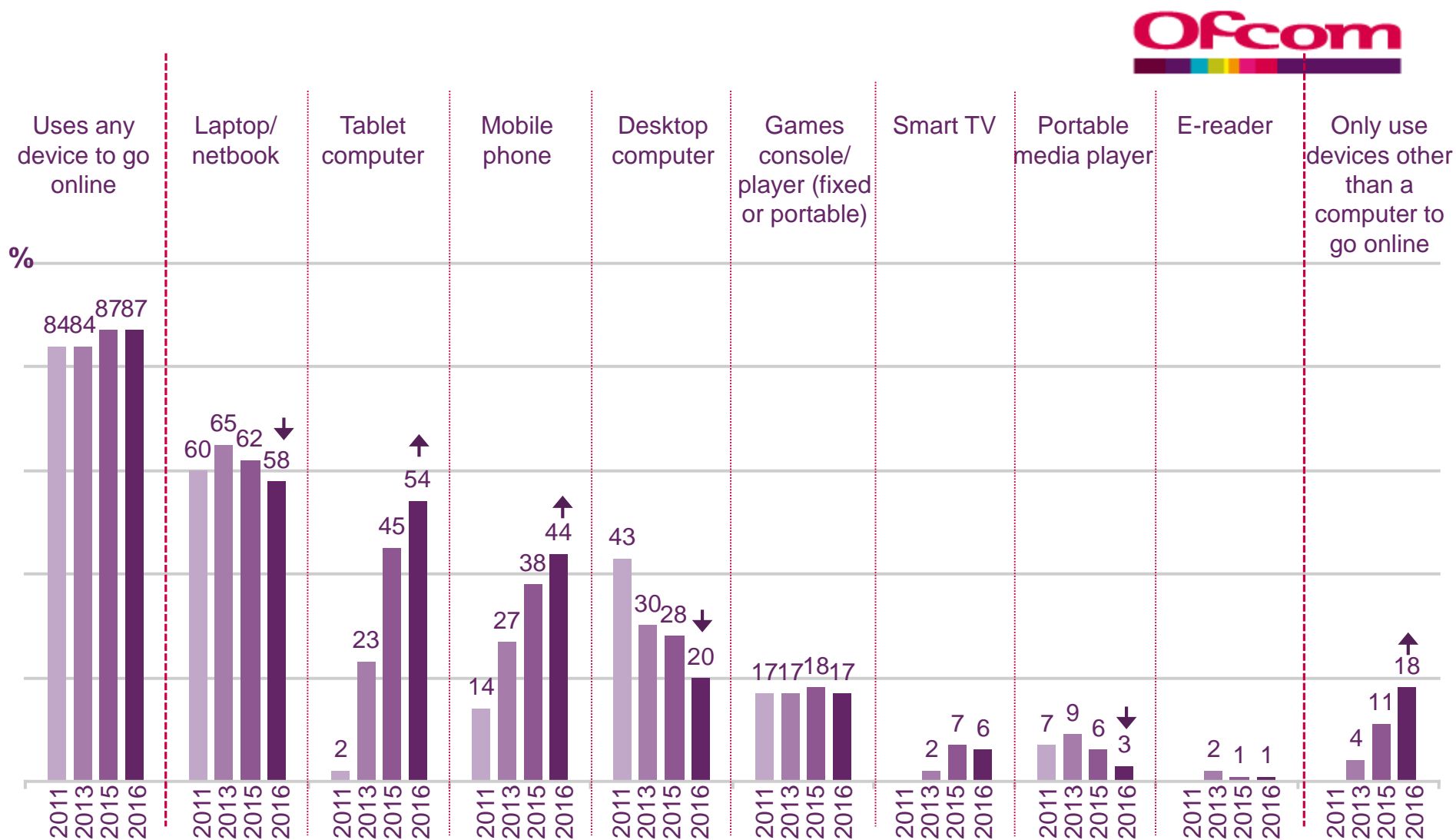


■ Every day ■ Not daily but at least weekly ■ Less frequently than weekly ■ Don't know



QP12 – How frequently does your child watch any On-Demand content through any type of device? (prompted responses, single coded)
Base: Parents of children aged 3-4 (185) or 5-15 whose child ever watches on demand content (586 aged 5-15, 143 aged 5-7, 204 aged 8-11, 239 aged 12-15) - significance testing shows any change between 2015 and 2016

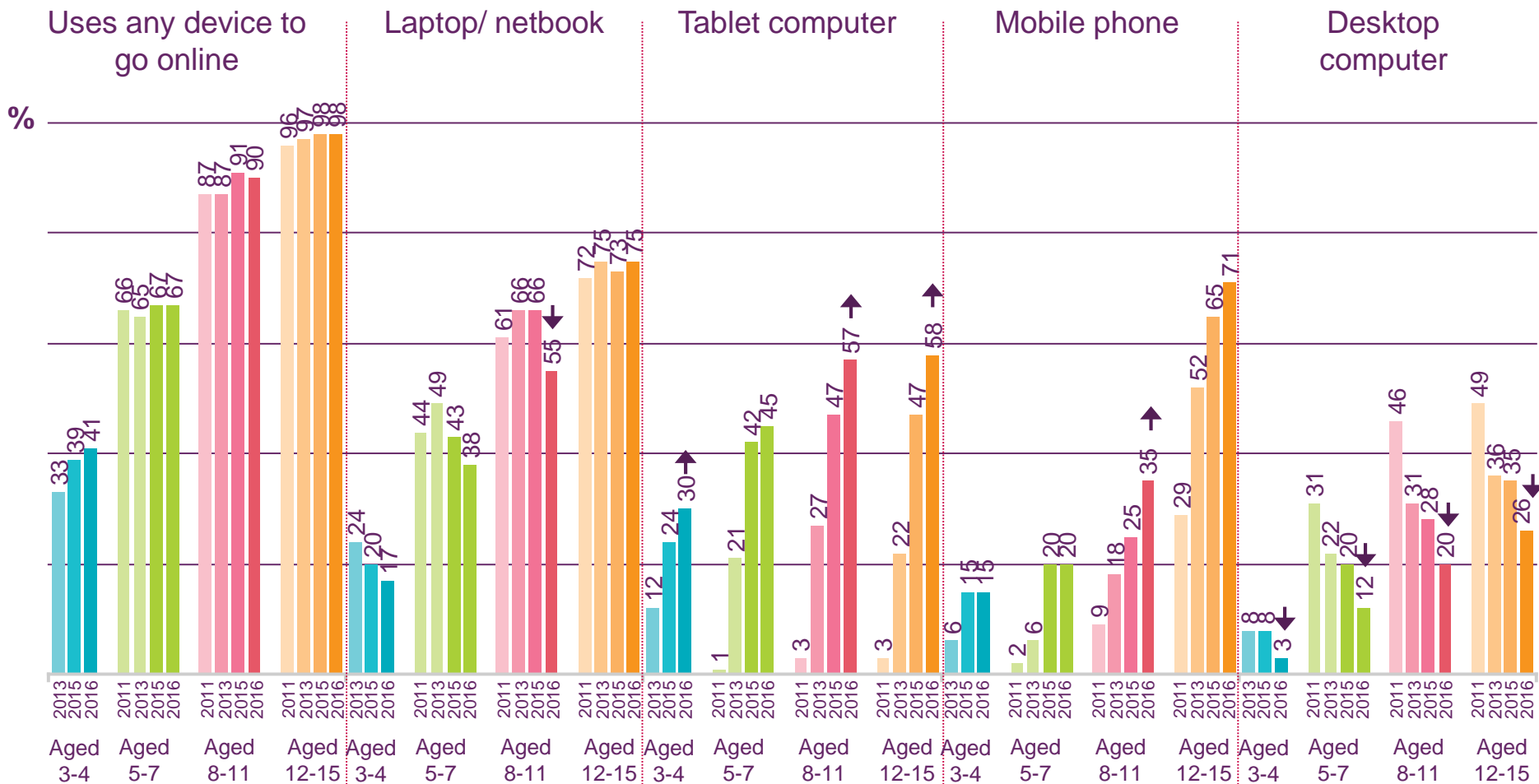
Figure 25: Devices ever used by children aged 5-15 to go online at home (2011, 2013) or elsewhere (2015, 2016)



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 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: of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016.

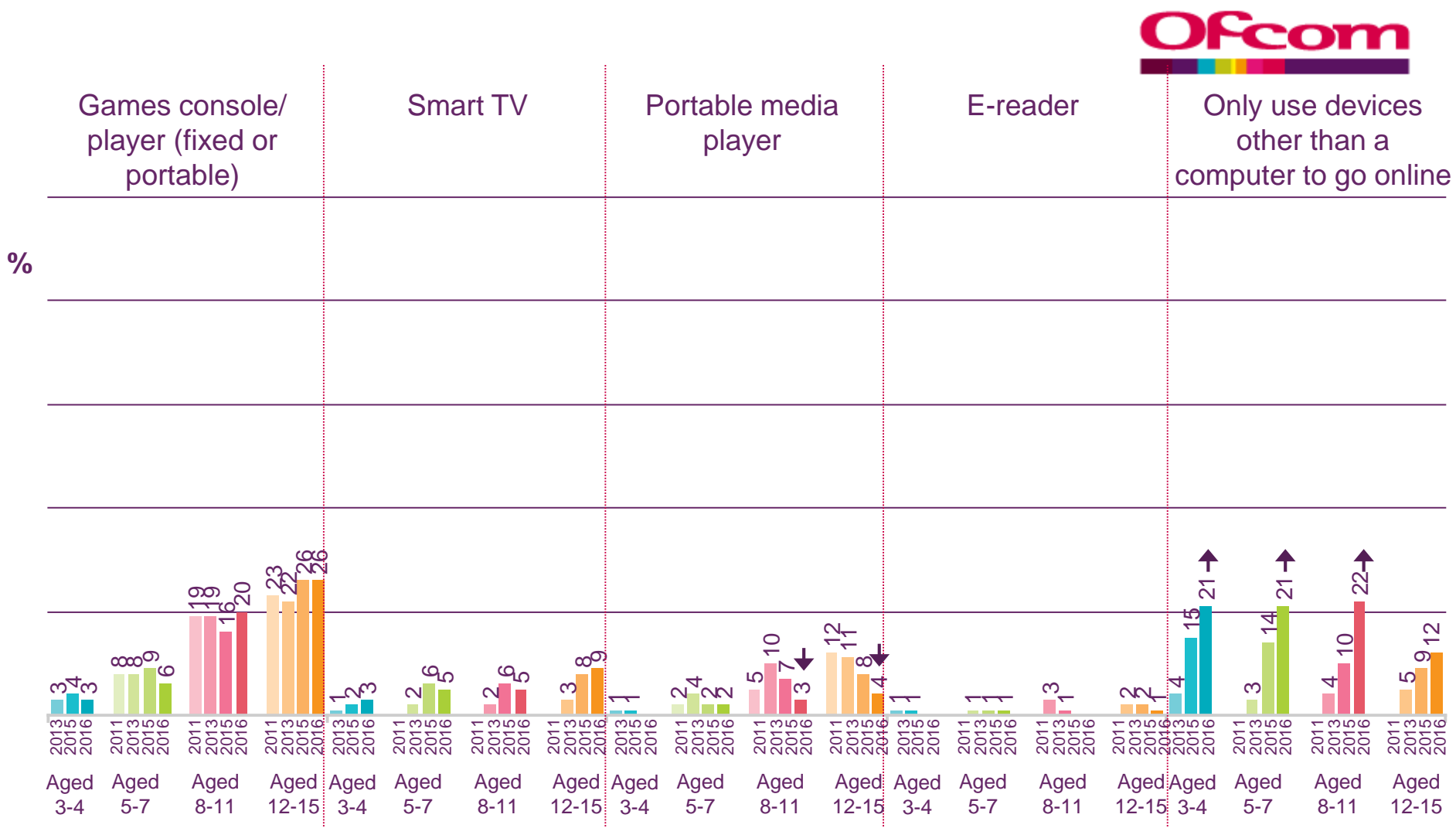
Figure 26a: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2015, 2016), by age



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

Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016

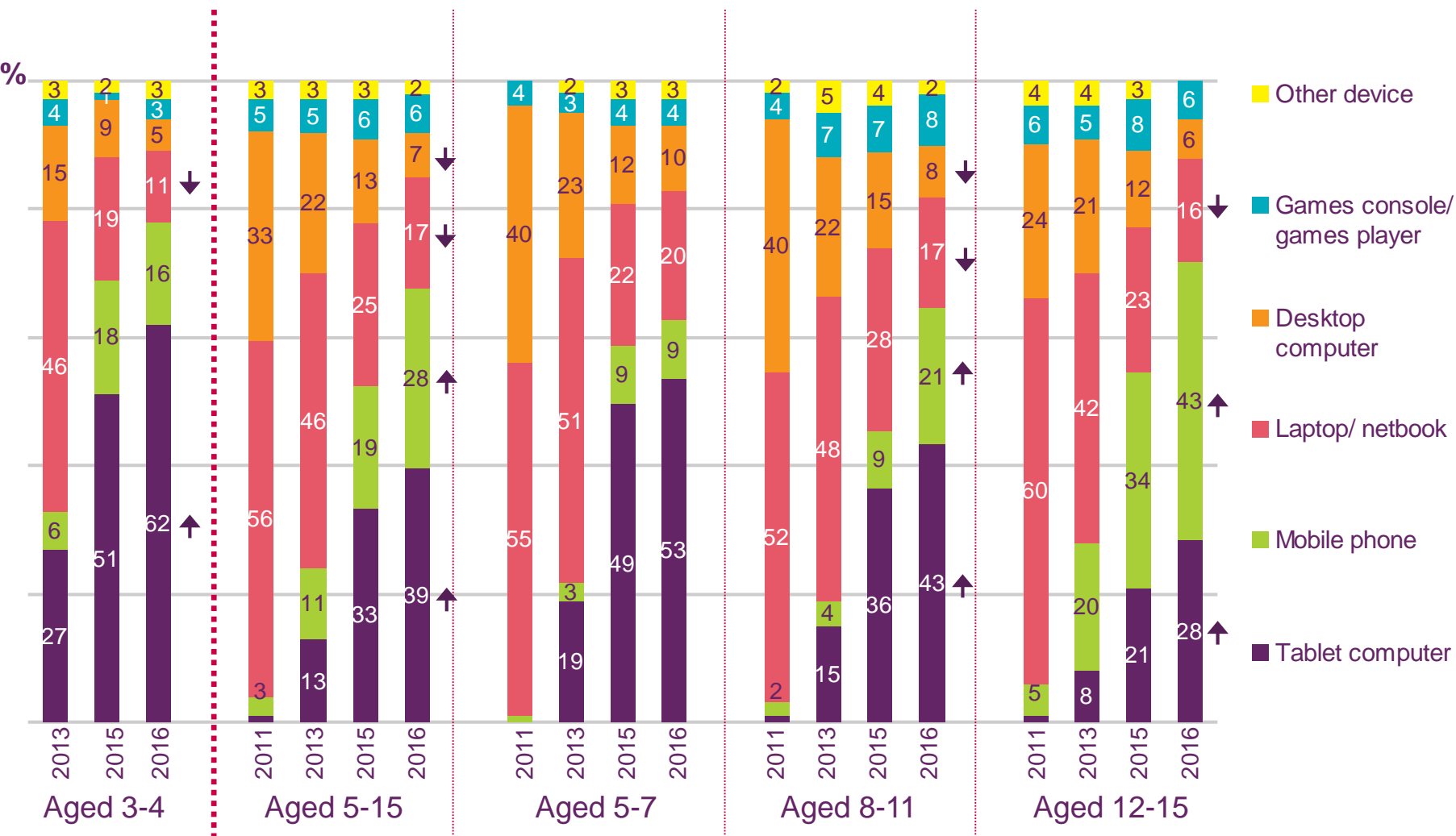
Figure 26b: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2015, 2016), by age



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

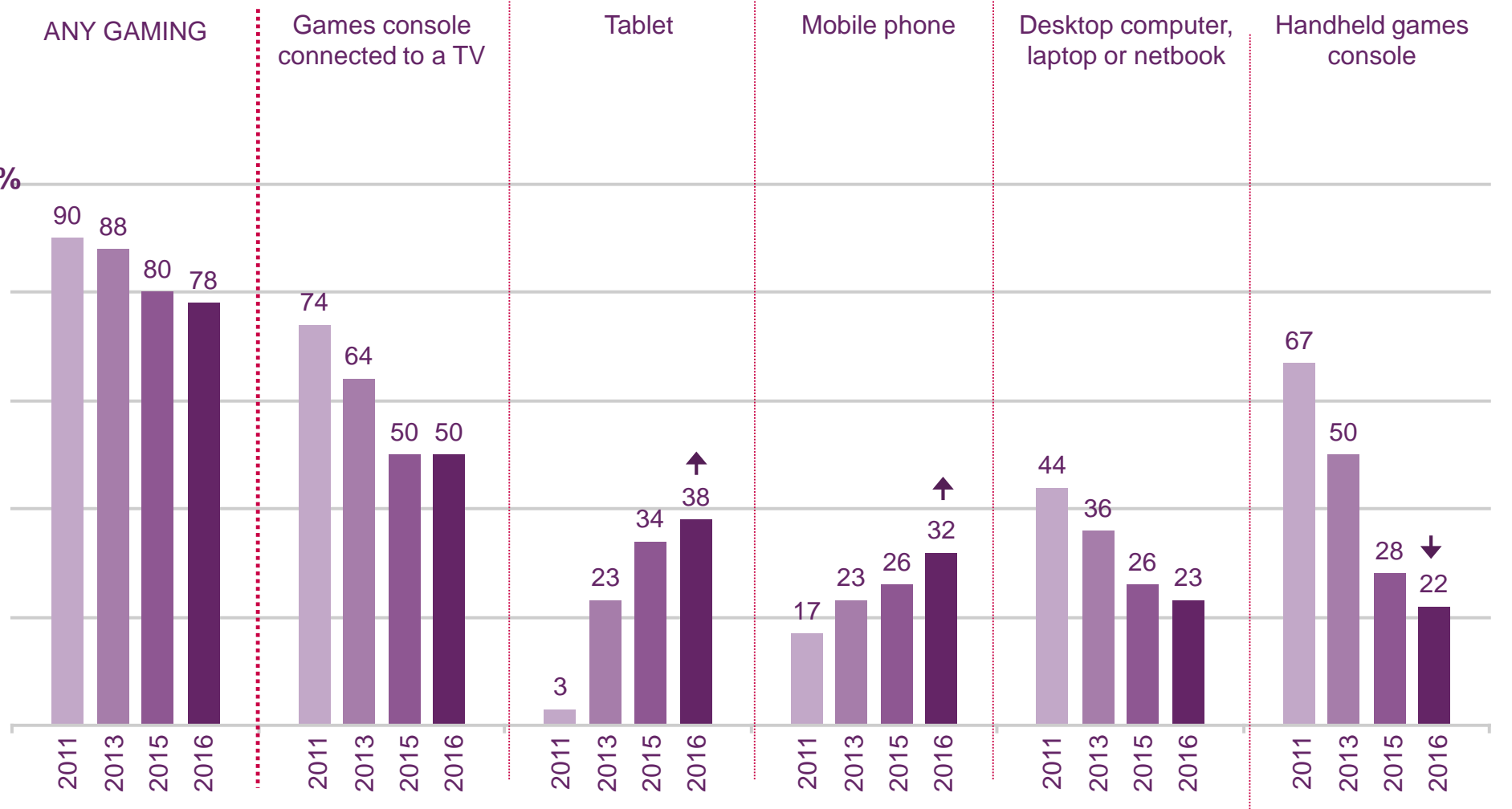
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

Figure 27: Device 'mostly' used by children to go online at home (2013) or elsewhere (2015, 2016), by age



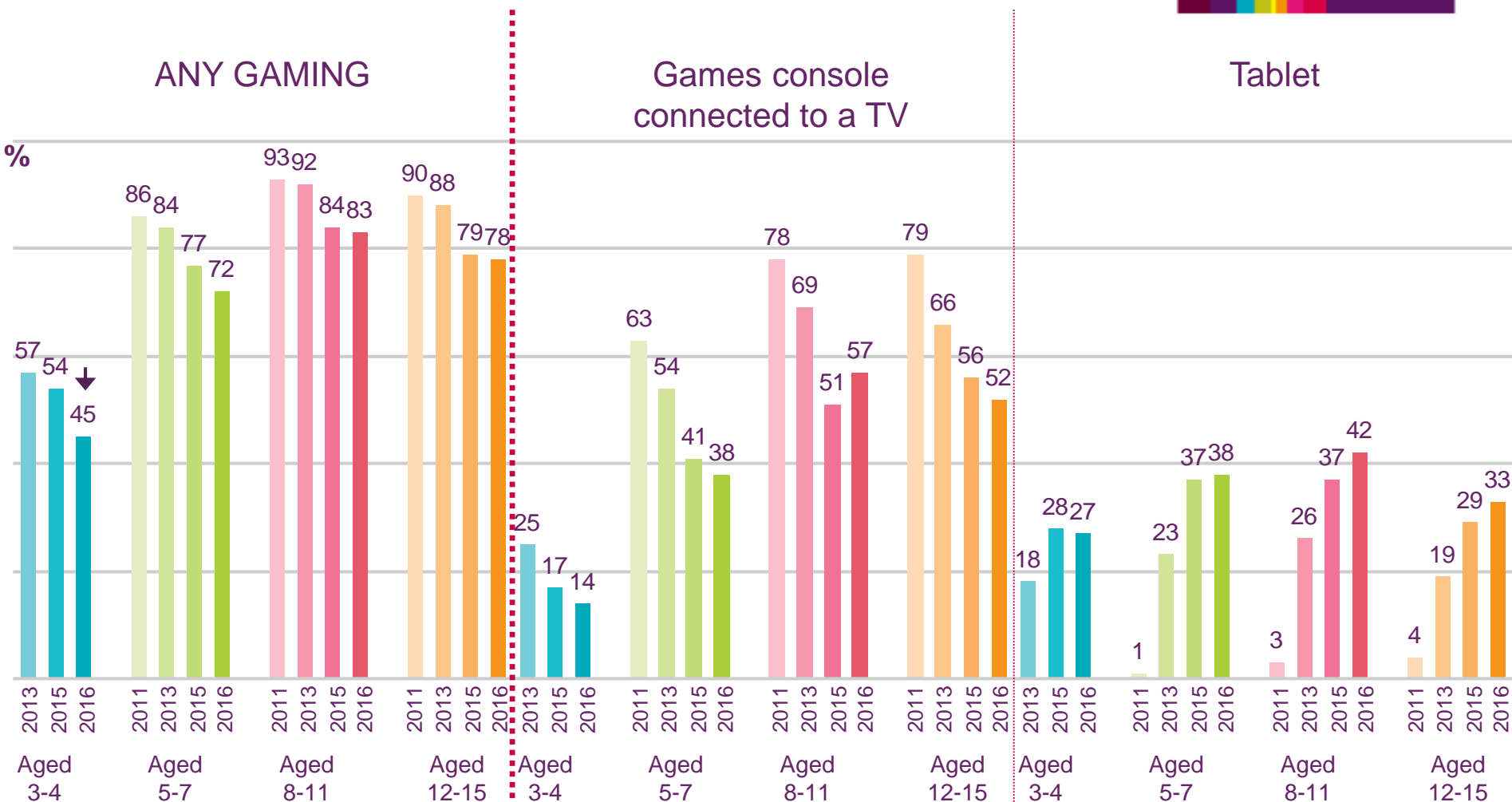
QP24/ QC11 – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1172 aged 5-15, 264 aged 5-7, 445 aged 8-11, 463 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 28: Devices used for gaming by children aged 5-15 at home (2011, 2013) or elsewhere (2015, 2016)



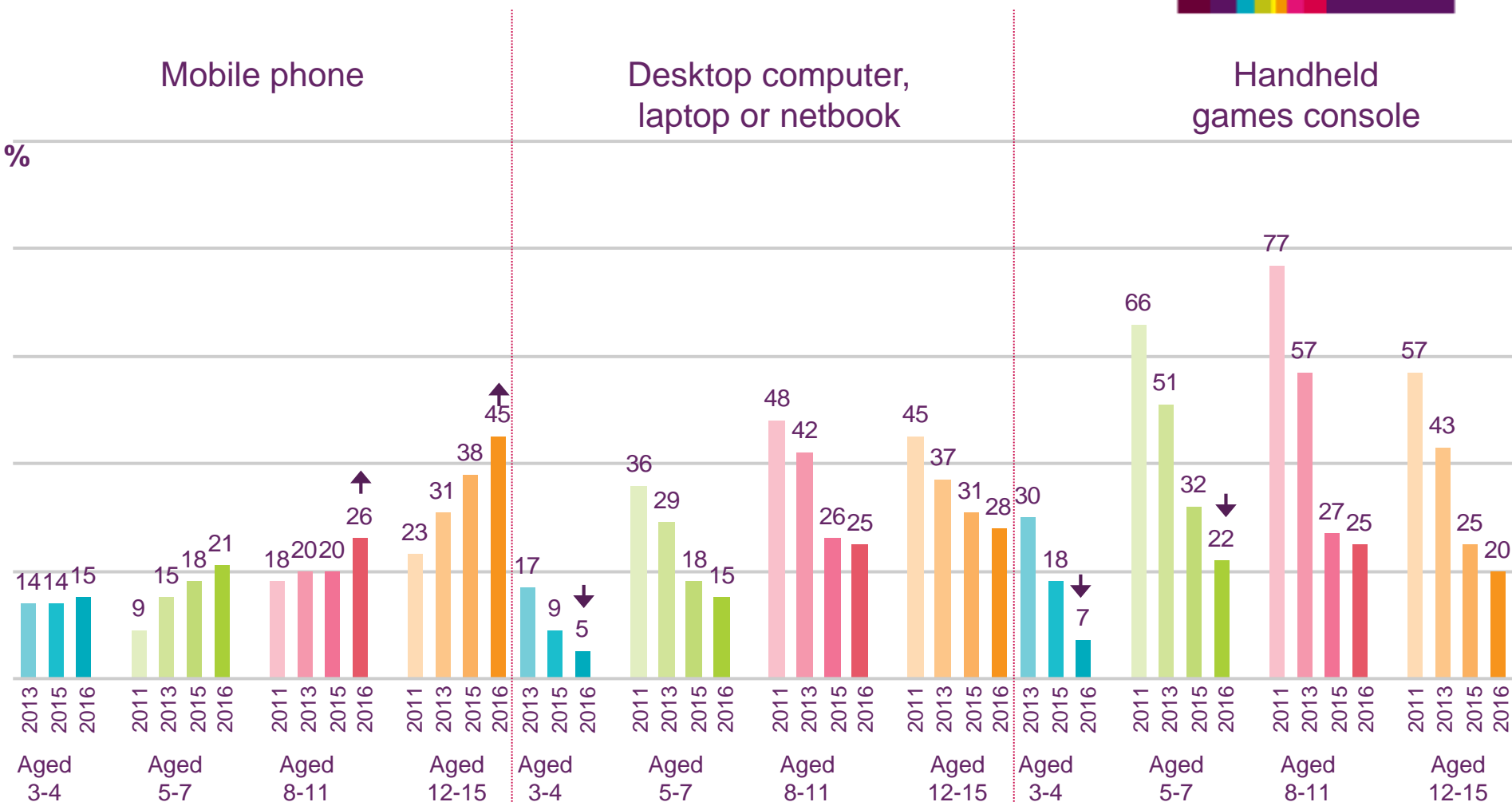
QP65/ QC37– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s. In 2010-2013 parents and children were asked about gaming 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 (1375). Significance testing shows any change between 2015 and 2016 .

Figure 29a: Devices used for gaming at home (2011, 2013) or elsewhere (2015, 2016), by age



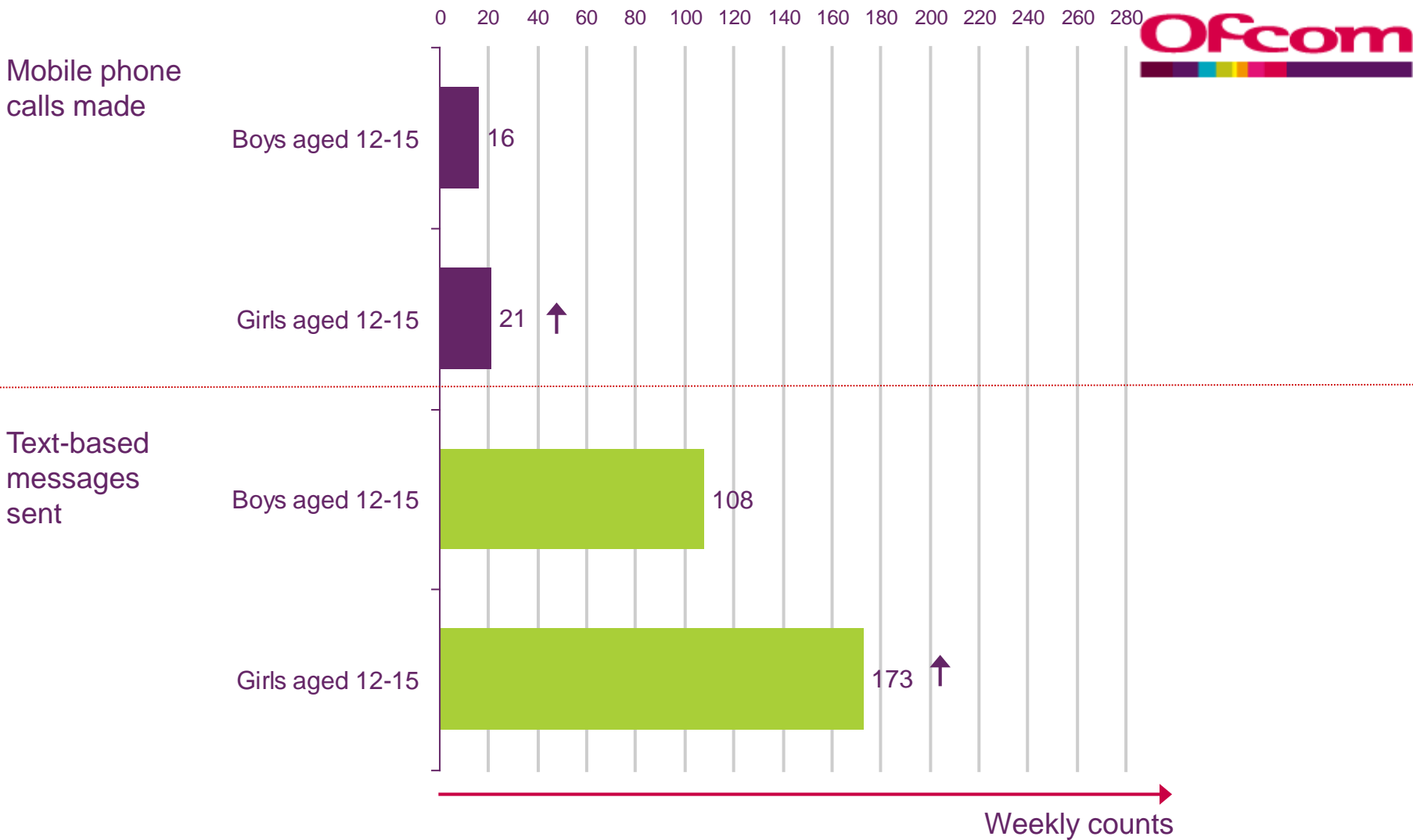
QP65/ QC37– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . . In 2011-2013 parents and children were asked about gaming 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 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) .Significance testing shows any change between 2015 and 2016

Figure 29b: Devices used for gaming at home (2011,2013) or elsewhere (2015, 2016), by age



QP65/ QC37– 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 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 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) .Significance testing shows any change between 2015 and 2016 .

Figure 30: Weekly calls made and text-based messages sent by users, by gender within age: 2016

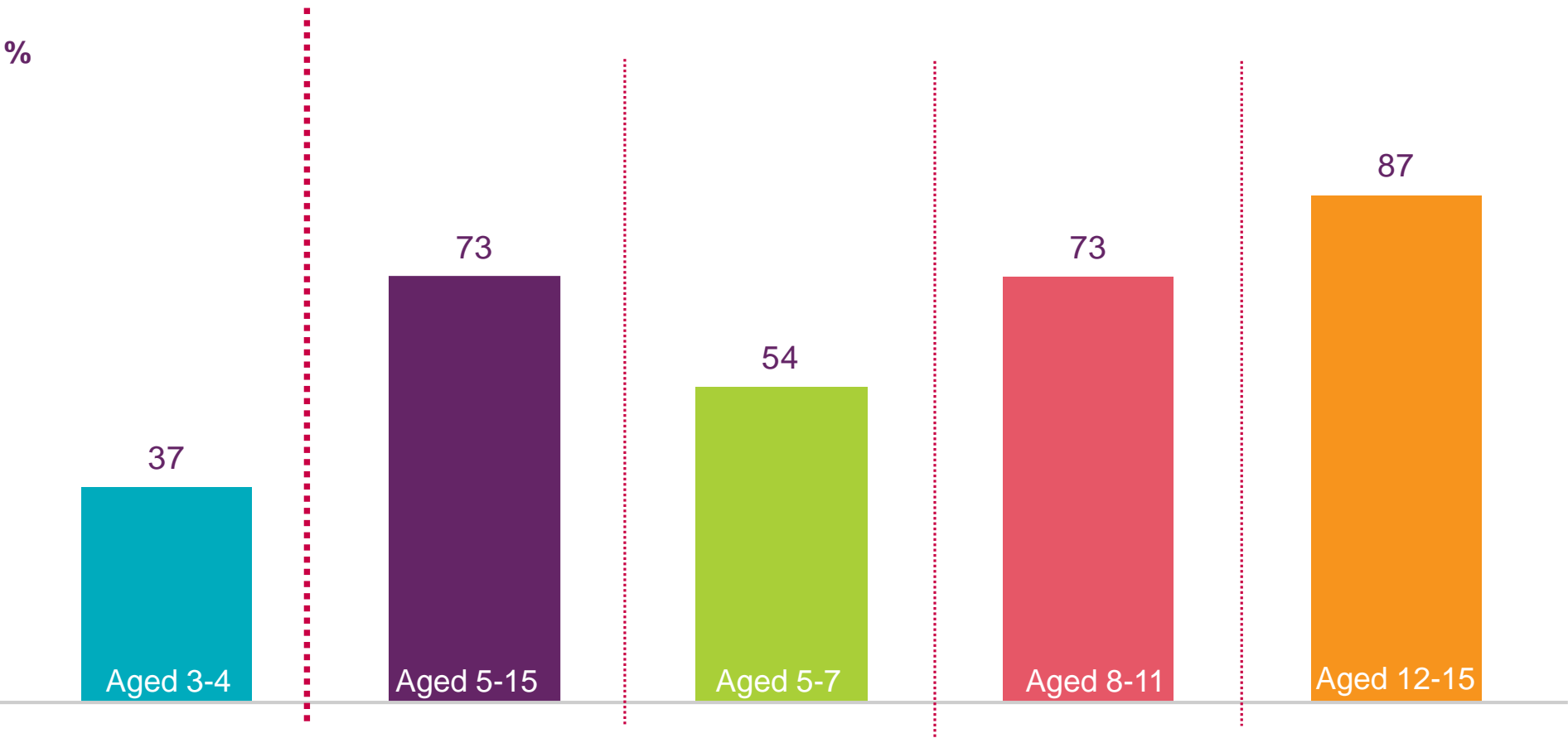


QP57A-B/ QP58A-B - How many calls/ text – based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (unprompted responses, single coded).
Base: Children aged 12-15 with their own mobile phone (195 boys aged 12-15, 206 girls aged 12-15) - Significance testing shows any difference between boys and girls aged 12-15

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Section 5 – YouTube, social media and online gaming

Figure 31: Incidence of using the YouTube website or app: 2016

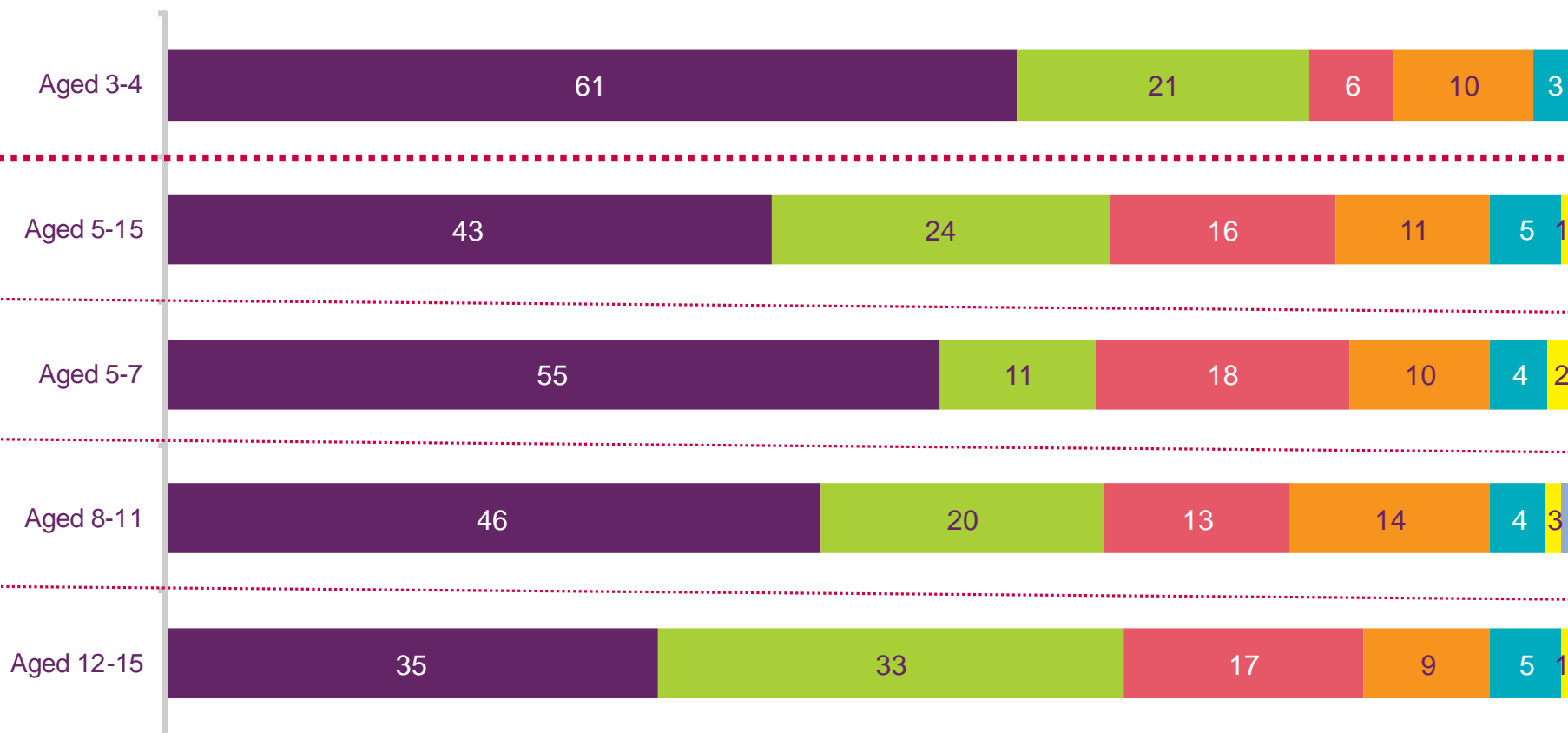


QP22A/ QC6. Does your child ever use the YouTube website or app? (prompted responses, single coded) .
Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)

Figure 32: Device mostly used for accessing the YouTube website or app, by age: 2016



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

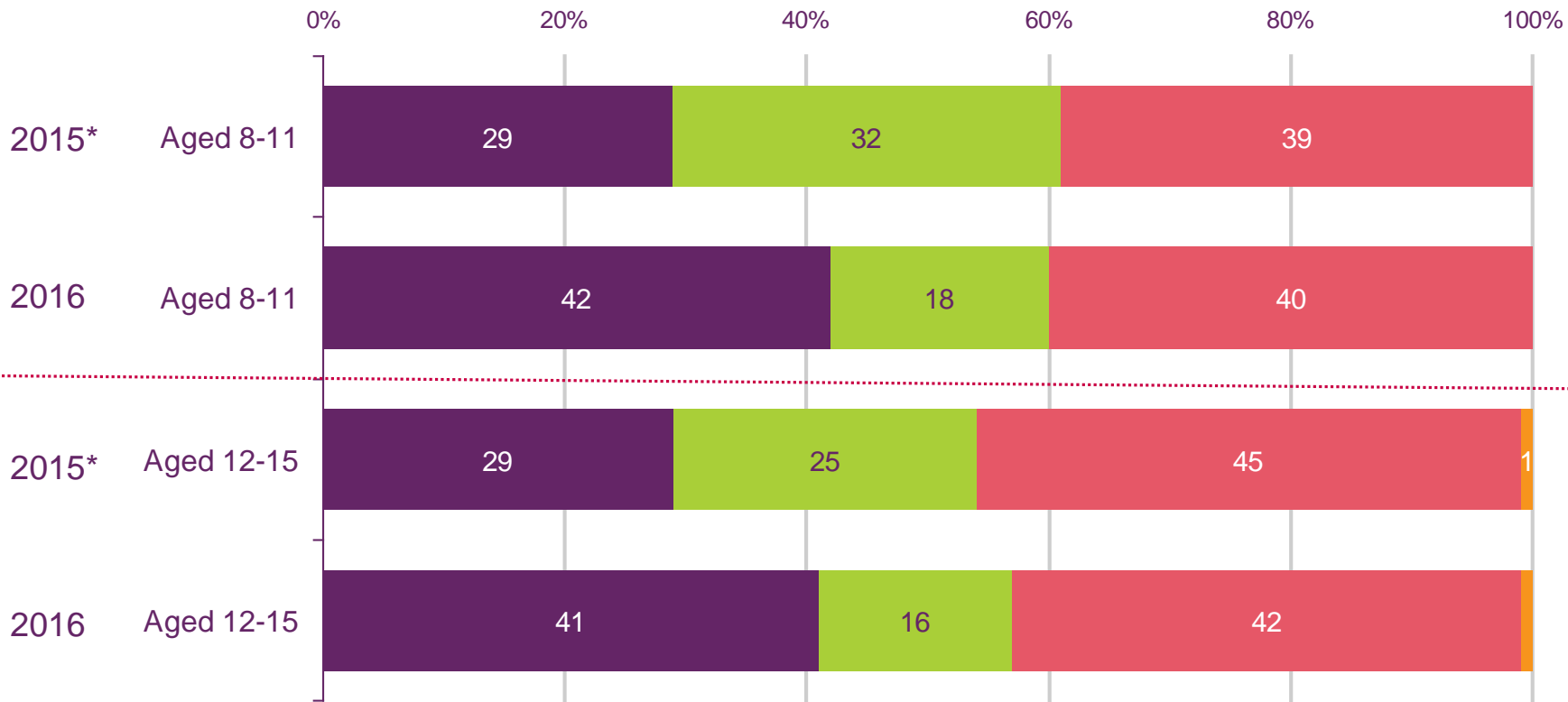


QP22E/ QC8. Here is a list of devices that your child may use to access the YouTube website or app. Which device does your child mostly use to watch YouTube?(prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15. Base: Parents of children who use the YouTube website aged 3-4 (246 in 2016) or 5-15 (974 aged 5-15, 207 aged 5-7, 358 aged 8-11, 409 aged 12-15 in 2016)

Figure 33: Preference for watching TV programmes on a TV set and YouTube videos, among 8-11s and 12-15s: 2015 and 2016



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



QC7 – 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 (347 aged 8-11 and 386 aged 12-15) * Comparisons over time should be viewed as indicative only

Figure 34: Types of content watched on the YouTube website or app, by age: 2016

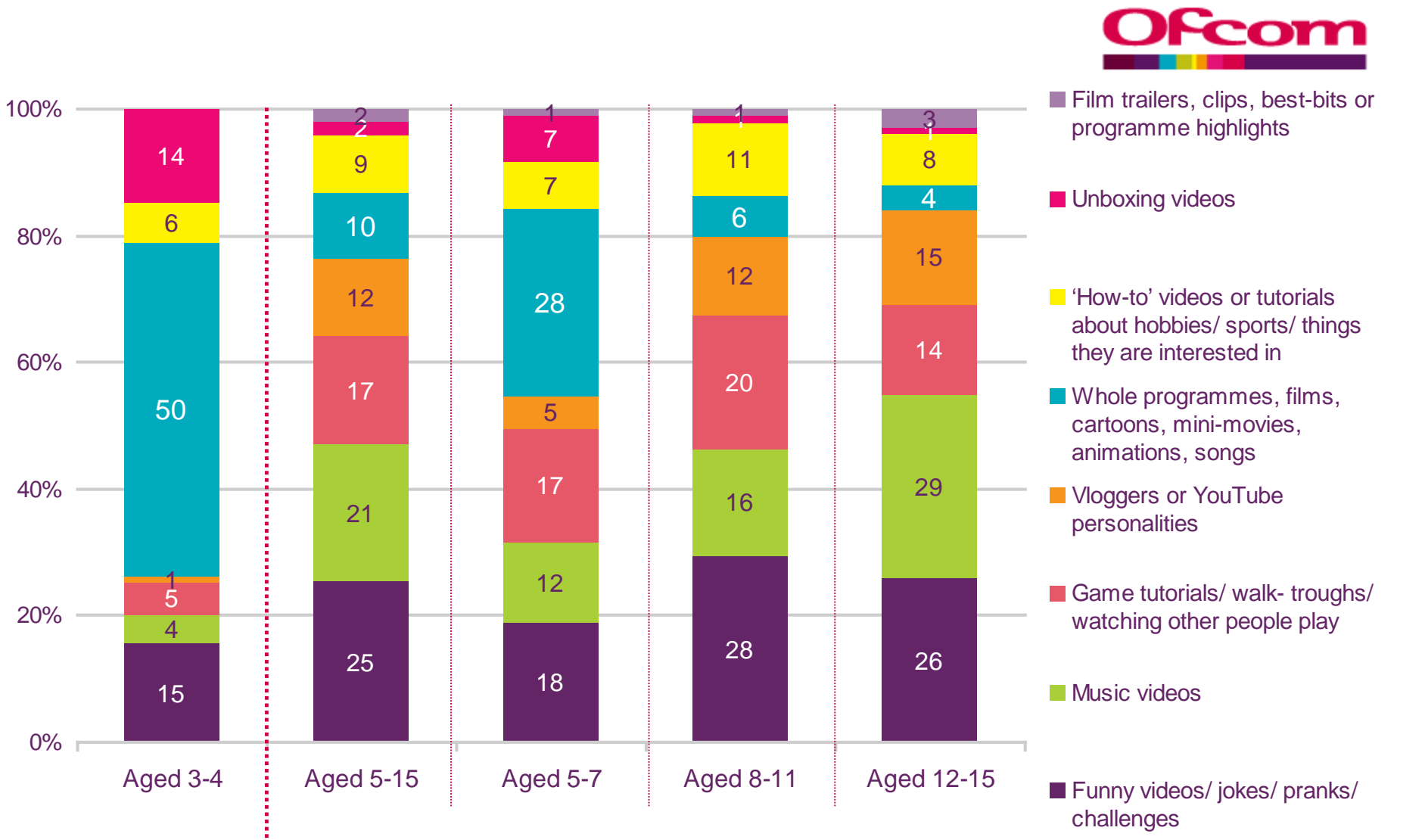


All who use the YouTube website or app	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	246	974	207	358	409
Funny videos/ jokes/ pranks/ challenges	42%	69%	53%	67%	77%
Music videos	28%	66%	47%	61%	79%
Game tutorials/ walk-throughs /watching other people play	12%	43%	40%	45%	42%
'How-to' videos or tutorials about hobbies/ sports/ things they are interested in	16%	42%	28%	43%	48%
Whole programmes, films, cartoons, mini-movies, animations, songs	75%	36%	57%	29%	33%
Vloggers or YouTube personalities	7%	35%	13%	36%	44%
Film trailers, clips, best-bits or programme highlights	12%	33%	20%	26%	46%
Unboxing videos	28%	21%	26%	18%	21%

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

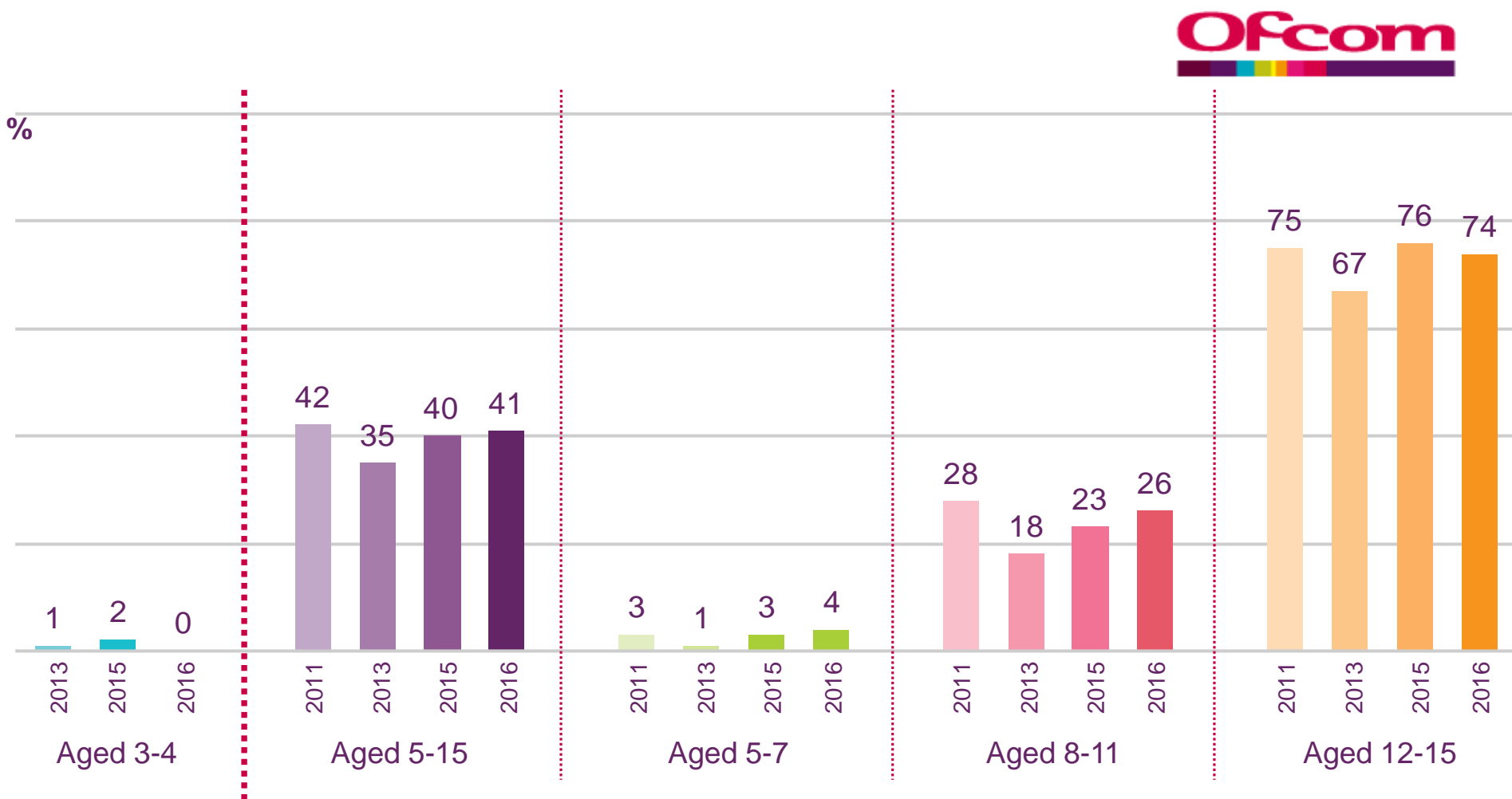
Base: Parents whose child uses YouTube website or app aged 3-4 (246 in 2016) or 5-15 (207 aged 5-7, 358 aged 8-11, 409 aged 12-15 in 2016).

Figure 35: Favourite type of content watched on the YouTube website or app, by age: 2016



QP22D/ QC7B – And which one of these things is their favourite thing to watch on YouTube? (prompted responses, single coded)
Responses from parents of 3-7s year olds and from children aged 8-15.
Base: Parents whose child uses YouTube website or app aged 3-4 (246 in 2016) or 5-15 (207 aged 5-7, 358 aged 8-11, 409 aged 12-15 in 2016).

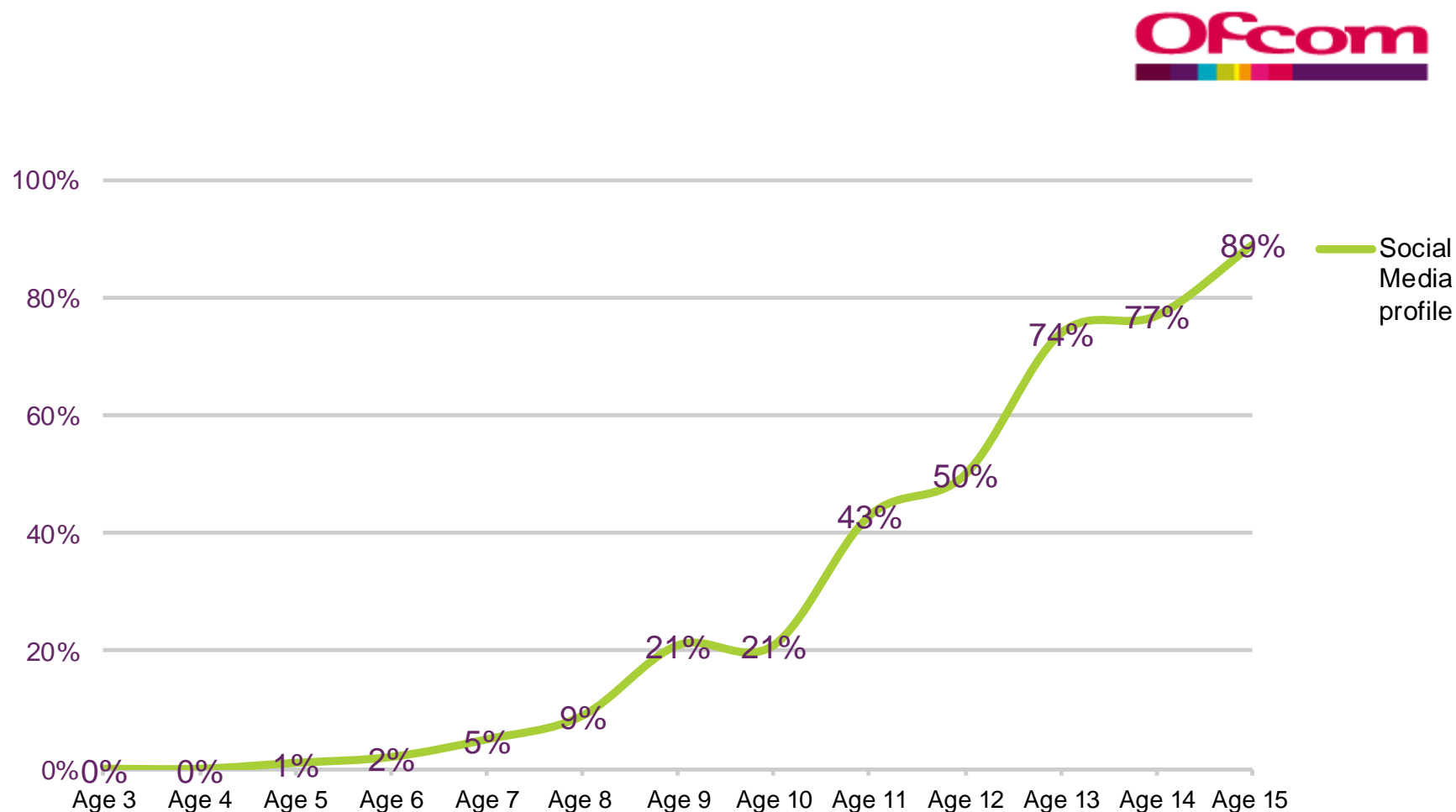
Figure 36: Children who go online with an active social media profile, by age: 2011, 2013, 2015 and 2016



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

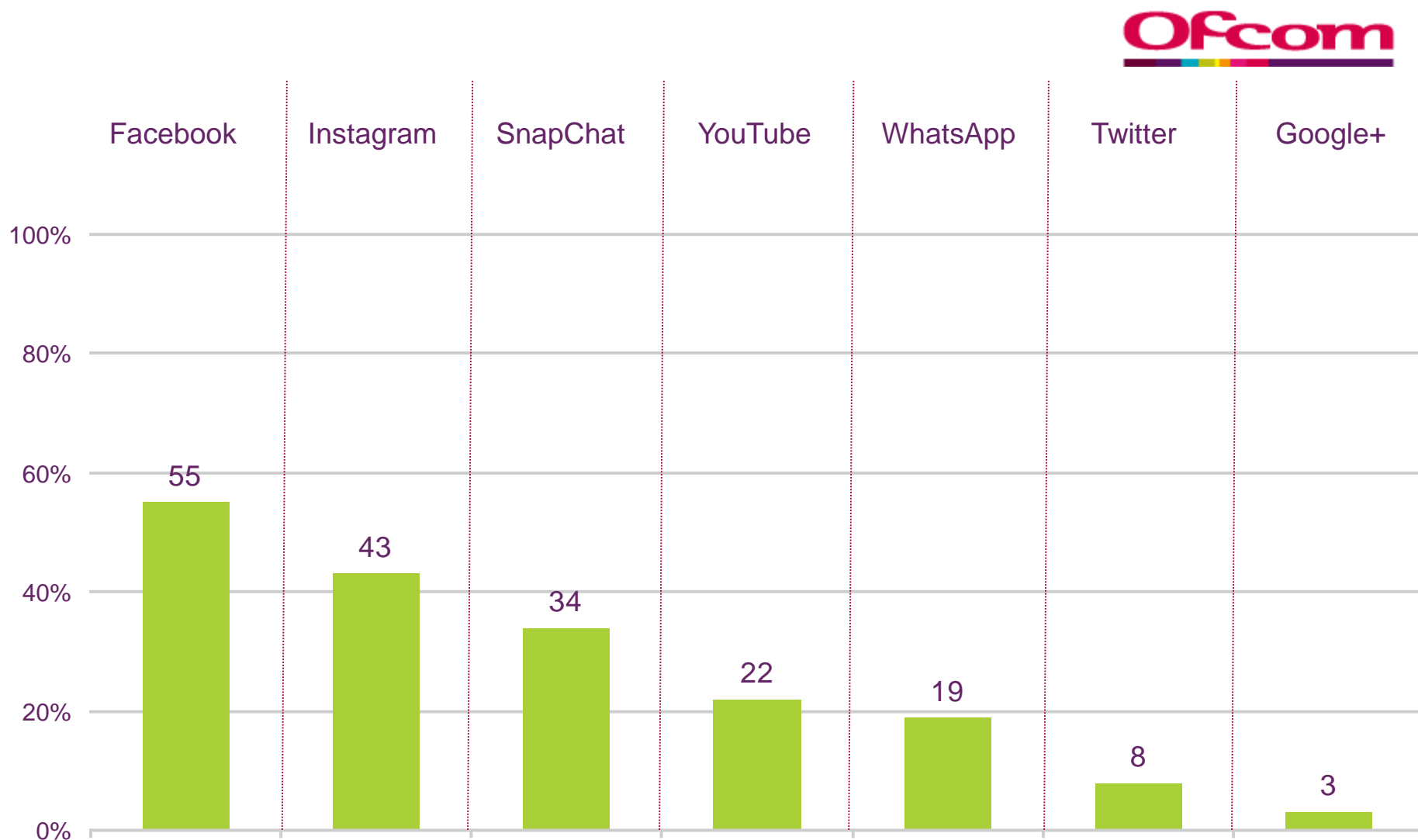
Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1172 aged 5-15, 264 aged 5-7, 445 aged 8-11, 463 aged 12-15). Significance testing shows any change between 2015 and 2016. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

Figure 37: Incidence of having a social media profile, by age of child: 2016



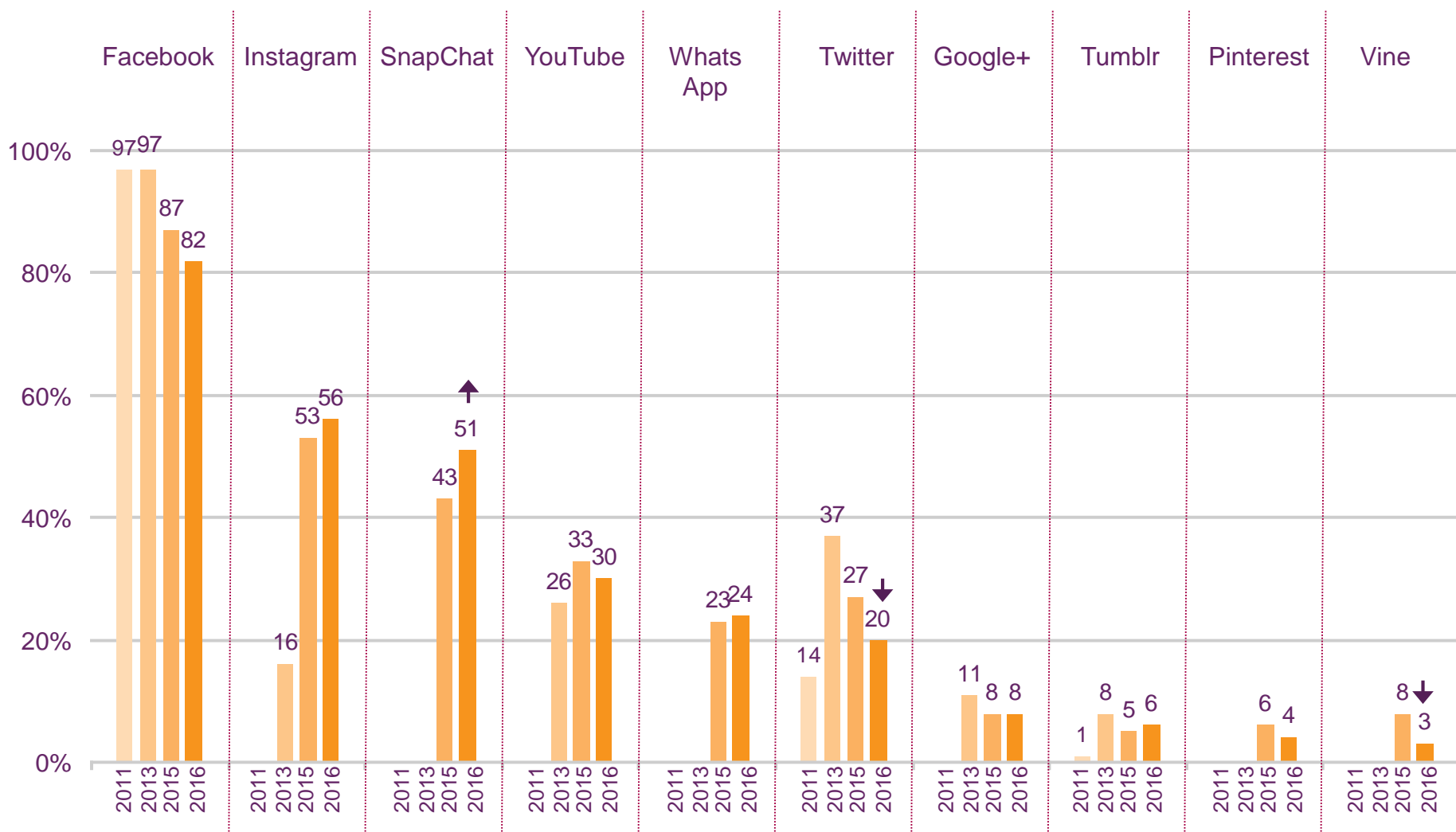
QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media - so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube. Does your child have a social media profile or account on any sites or apps?(prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)

Figure 38: Social media sites or apps used by children aged 8-11: 2016



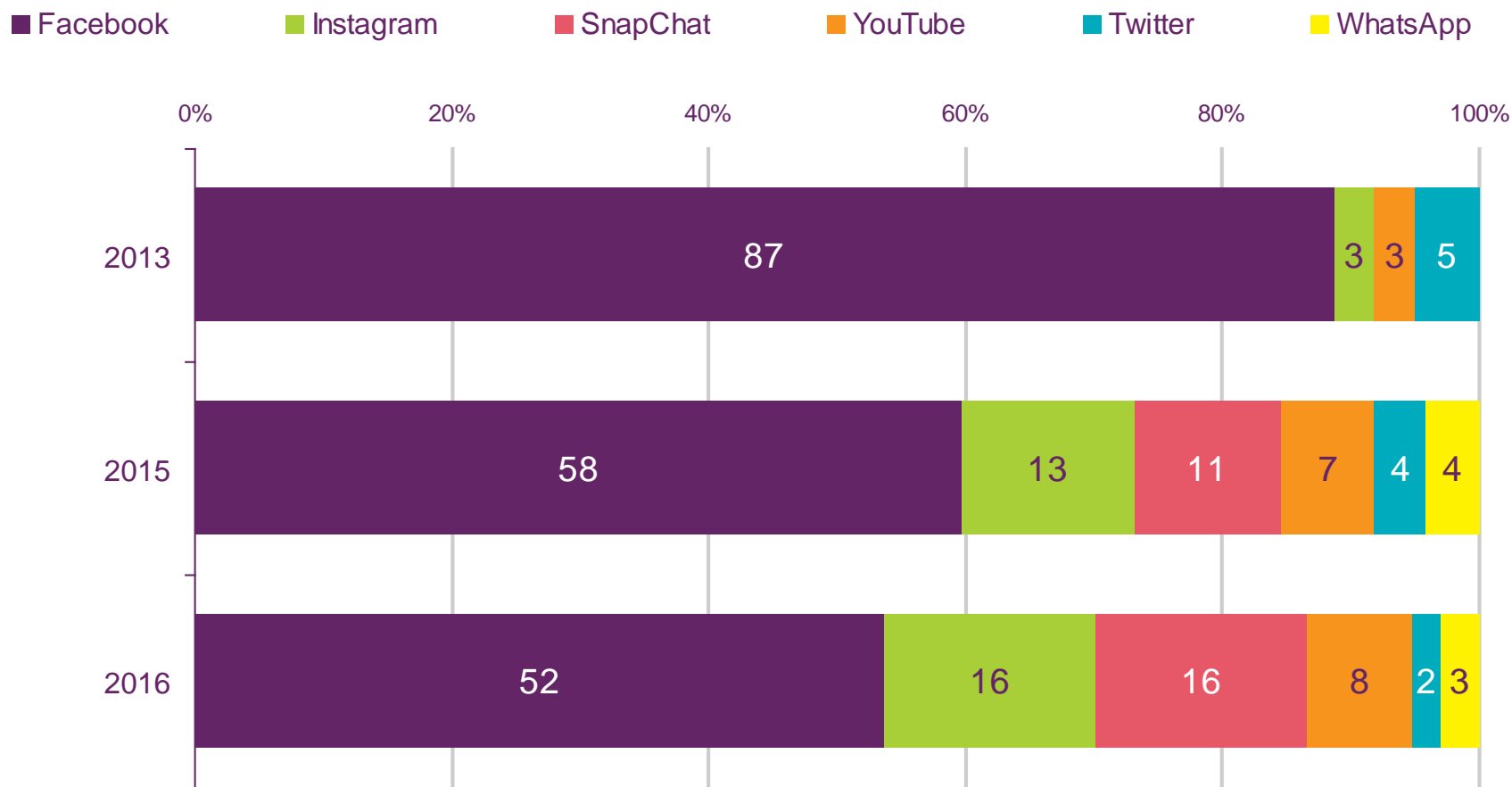
QP44 /QC20 – Which social media sites or apps do you use? (unprompted responses, multi coded) – Responses from parents for 3-7 year olds and from children aged 8-15. showing responses of more than 2% of children aged 8-11 using any social media sites or apps. Base: Children aged 8-11 who have a social media profile (104).

Figure 39: Social media sites or apps used by children aged 12-15: 2011, 2013, 2015 and 2016



QP44 /QC20 – Which social media sites or apps do you use? (unprompted responses, multi coded) – Responses from parents for 3-7 year olds and from children aged 8-15. showing responses of more than 2% of children aged 12-15 using any social media sites or apps. Base: Children aged 12-15 who have a social media profile (335). Significance testing shows any change between 2015 and 2016.

Figure 40: Main social media sites or apps used by children aged 12-15: 2013, 2015 and 2016

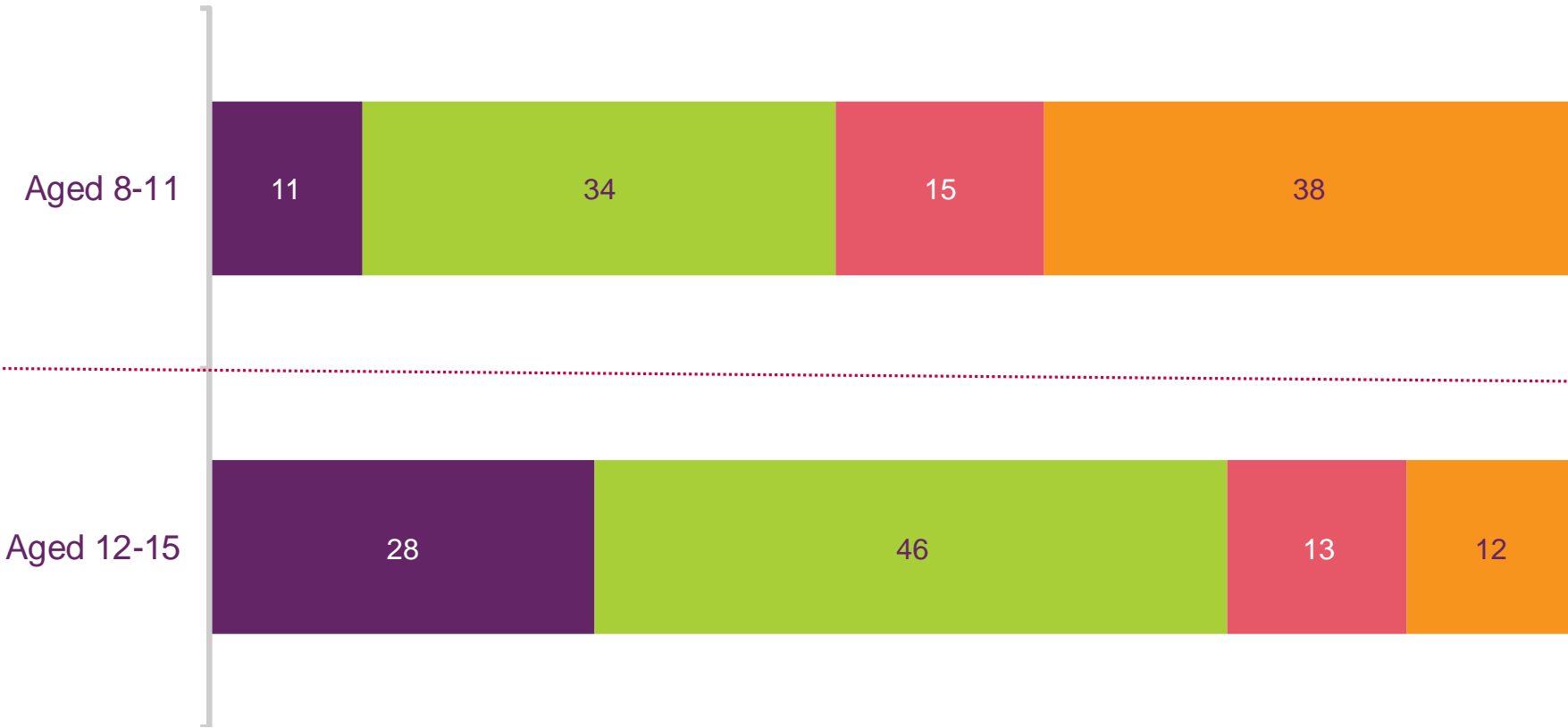


QP45/ QC21 – And which is your main social media site or app, so the one you use most often? (unprompted responses, multi coded). Responses from children aged 12-15.
 Base: Children aged 12-15 who have a social media profile (335 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.
 Question amended from 2014 to refer to social media sites or apps, previously referred to social networking sites.

Figure 41: Frequency of visiting main social media sites or app, by age: 2016



■ More than 10 times a day ■ 2-10 times a day ■ Once a day ■ Less often than daily

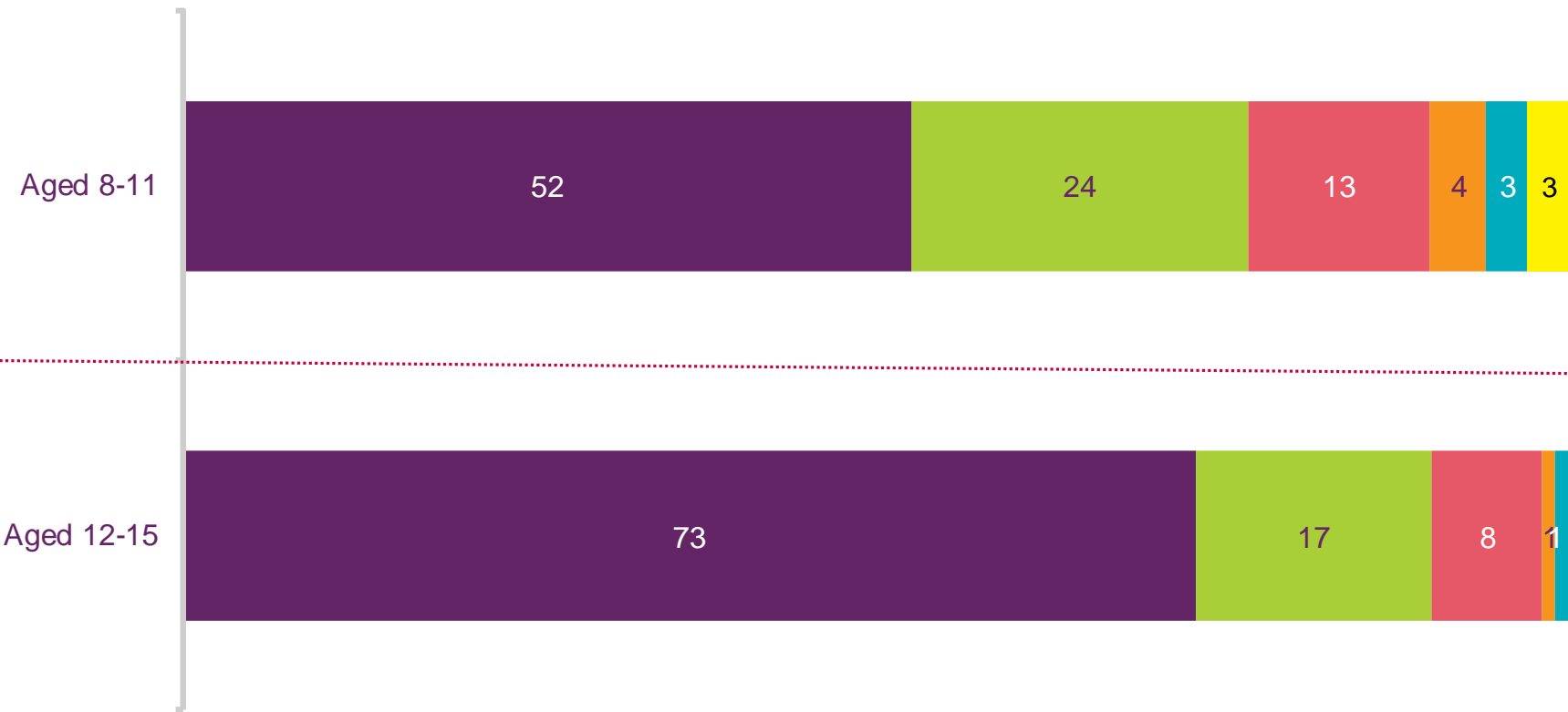


QC21A– How often do you visit your main social media site or app? (unprompted responses, single coded)
Base: Children aged 8-15 who have a social media profile (104 aged 8-11, 335 aged 12-15)

Figure 42: Device mostly used for social media, by age: 2016

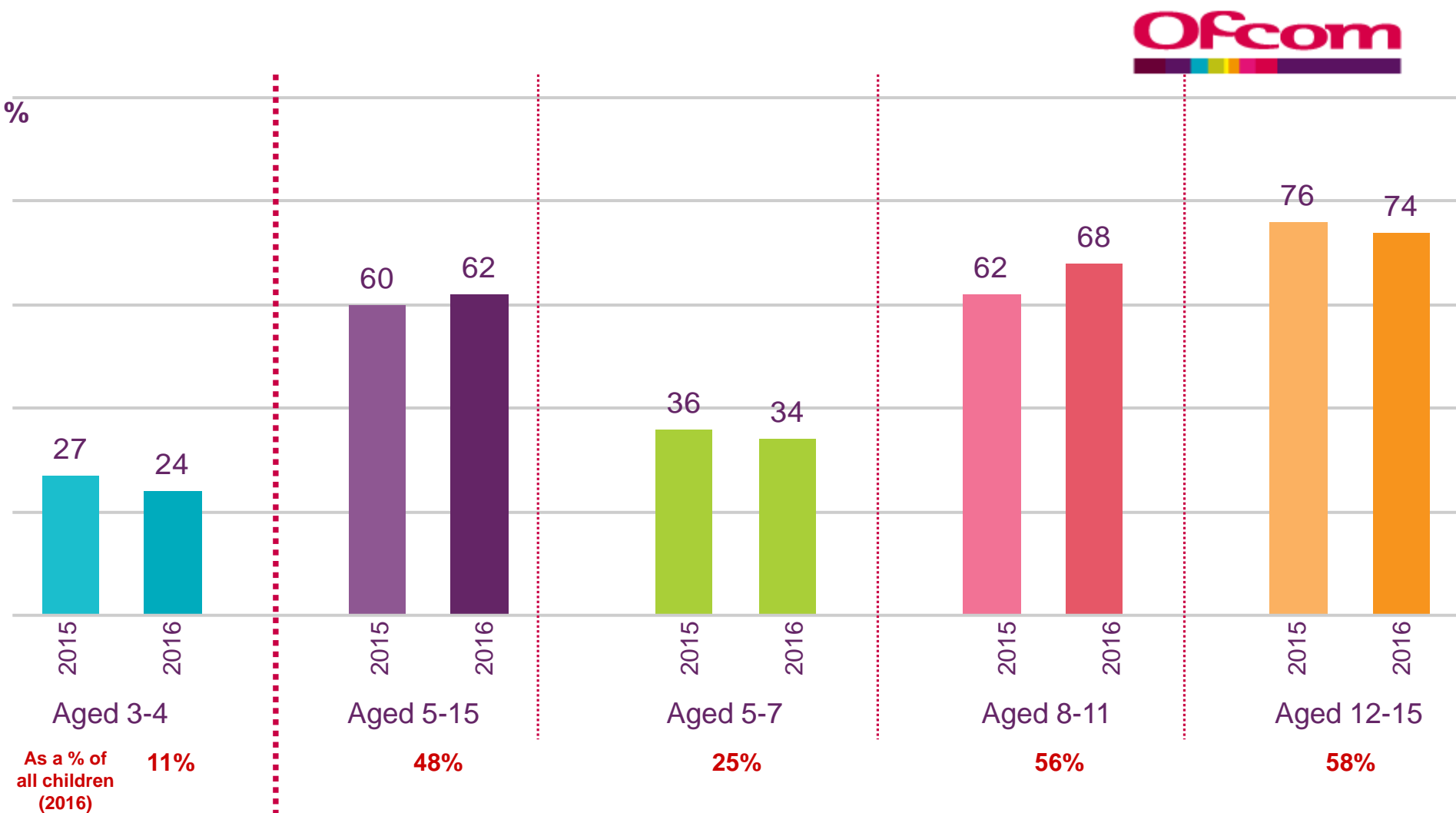


■ Mobile phone ■ Tablet ■ Computer/ laptop/ netbook ■ Games console ■ Other ■ Don't know



QC21B– You may use some of these to visit social media sites or apps. Which one of these do you use most often for social media? (prompted responses, single coded)
Base: Children aged 12-15 who have a social media profile (104 aged 8-11, 335 aged 12-15)

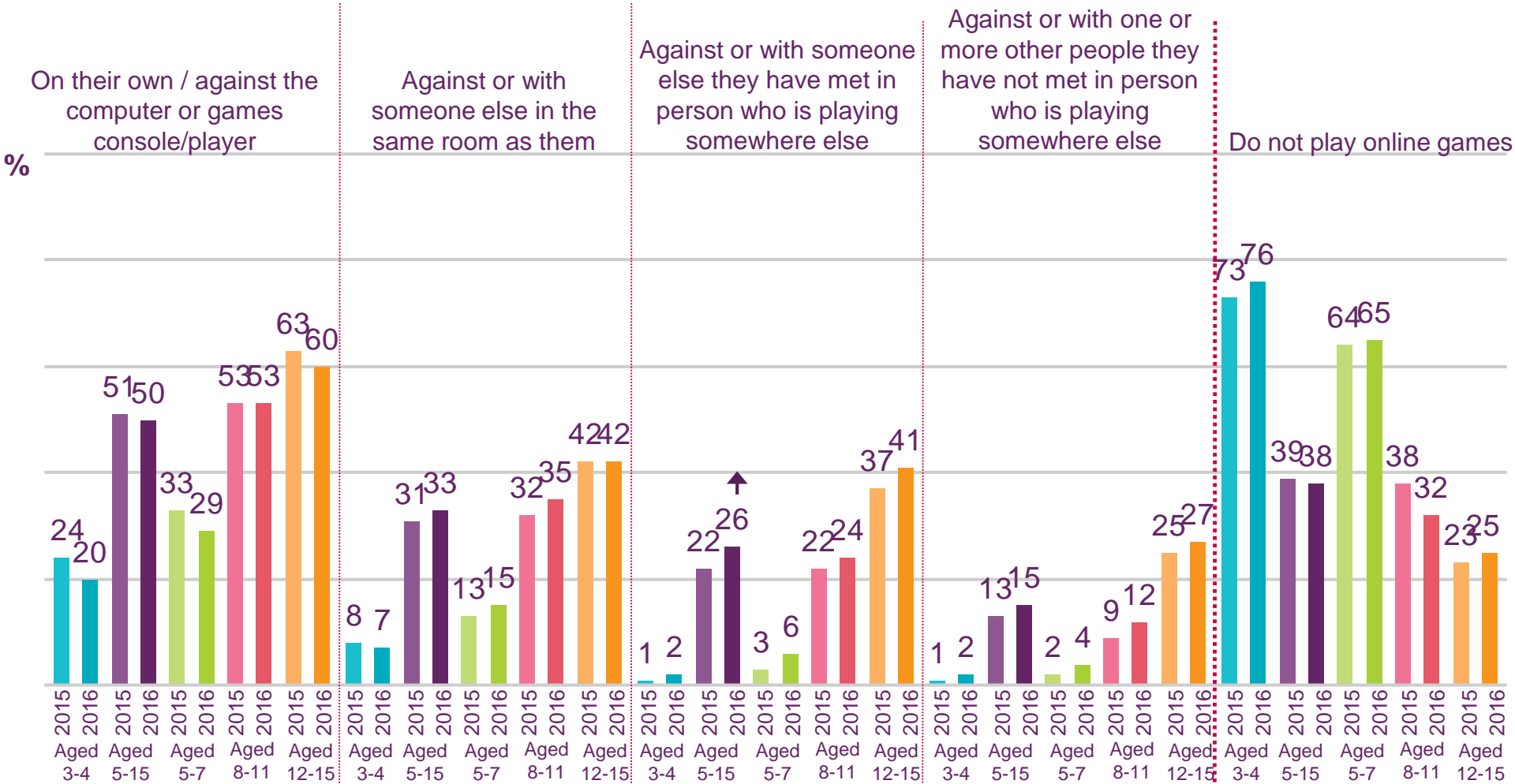
Figure 43: Incidence of online gaming, by age: 2015 and 2016



QC39 – 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

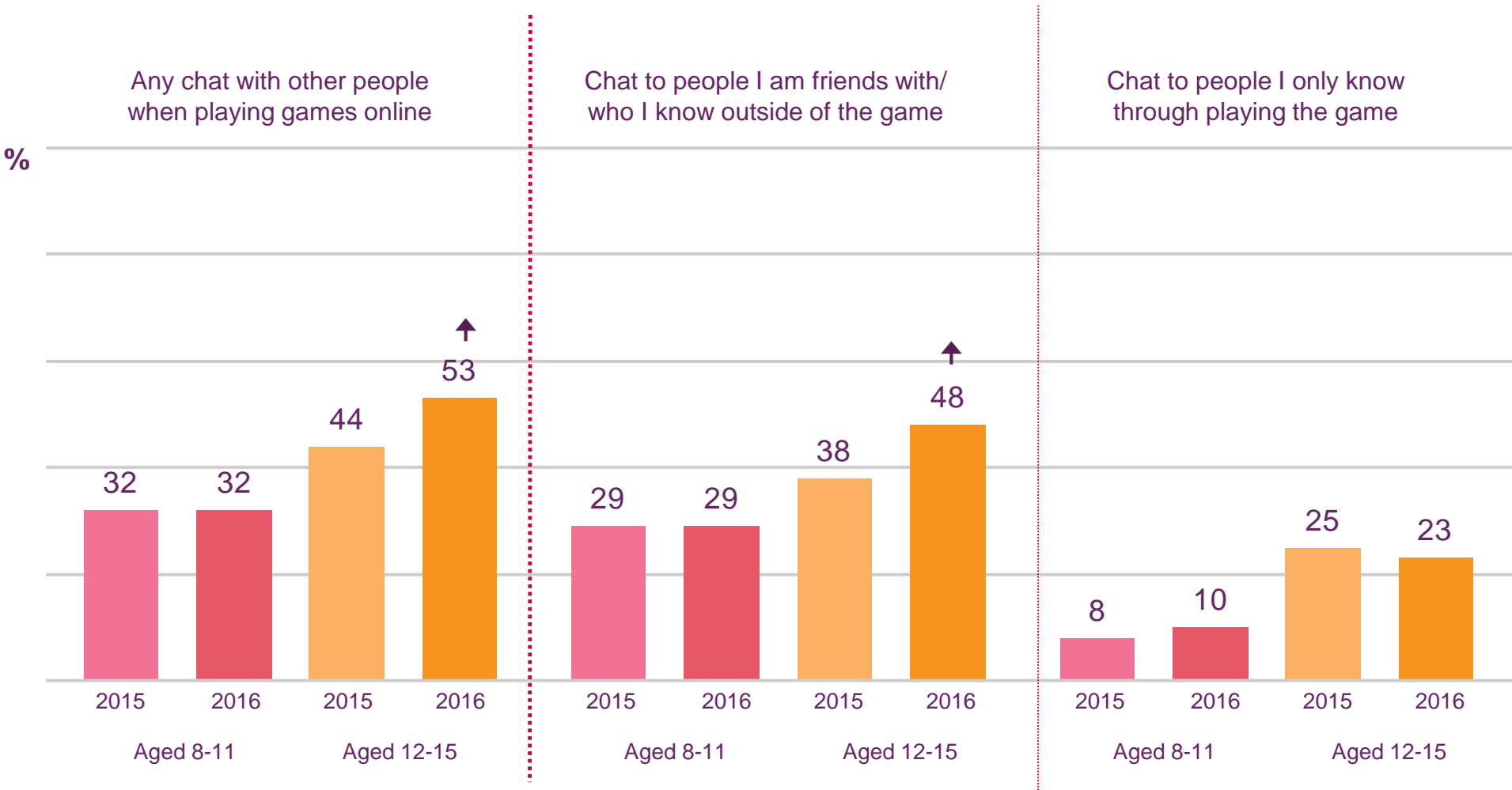
Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (296 aged 3-4, 1063 aged 5-15, 283 aged 5-7, 410 aged 8-11, 370 aged 12-15). Significance testing shows no change between 2015 and 2016.

Figure 44: Types of online gaming undertaken by children at home or elsewhere, by age: 2015, 2016



QC39 – 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 (296 aged 3-4, 1063 aged 5-15, 283 aged 5-7, 410 aged 8-11, 370 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 45: Use of chat features when playing games online: 2015, 2016



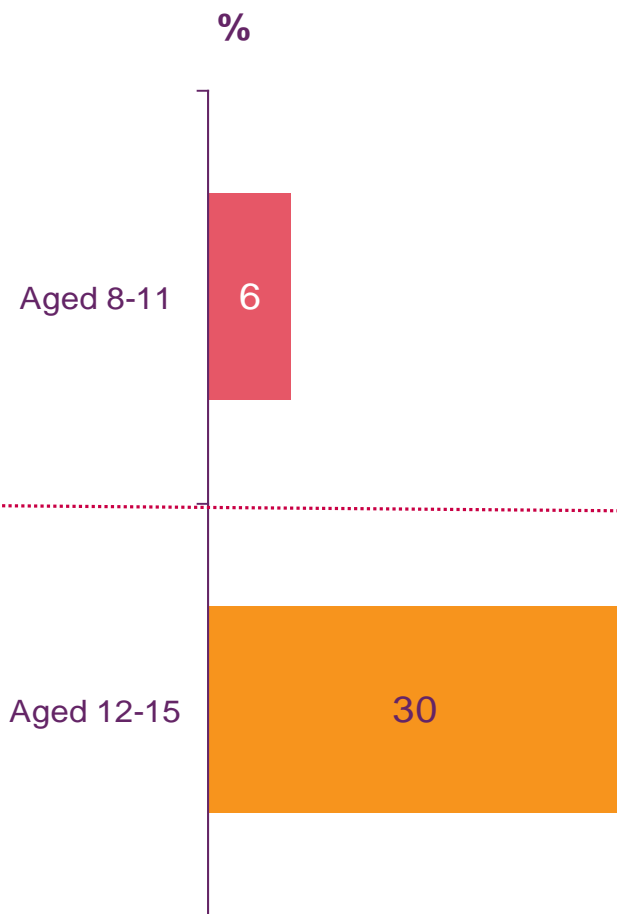
QC40/ 41– When you play games online do you ever chat via the game to other people who are playing through instant messaging or using a headset ?/ And when you chat who do you chat with? (prompted responses, multi coded)
Base: Children aged 8-15 who ever play games online (275 aged 8-11, 277 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 46: Online creative activities ever undertaken, by age: 2016

	All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
	Base	272	1172	264	445	463
Make a drawing or picture		32%	40%	45%	40%	38%
Change or edit a photo		8%	40%	18%	31%	60%
Make a video		9%	35%	22%	32%	44%
Make a character or avatar that lives and plays in games or sites like Moshi Monsters, Minecraft		3%	17%	8%	19%	19%
Make an animation, moving picture or image		1%	12%	6%	12%	16%
Make their own music		2%	11%	6%	6%	18%
Write a blog		0%	7%	0%	6%	11%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)		1%	6%	2%	4%	11%
Make a website		1%	6%	0%	3%	13%
Make an app or game		1%	6%	1%	6%	9%
Modify or change a game		2%	5%	4%	3%	8%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)		0%	5%	0%	1%	10%
Make a vlog		0%	4%	1%	3%	6%
Make or design a robot		2%	4%	2%	4%	4%
ANY OF THESE		37%	67%	51%	66%	76%

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

Figure 47: Civic participation among internet users, by age: 2016



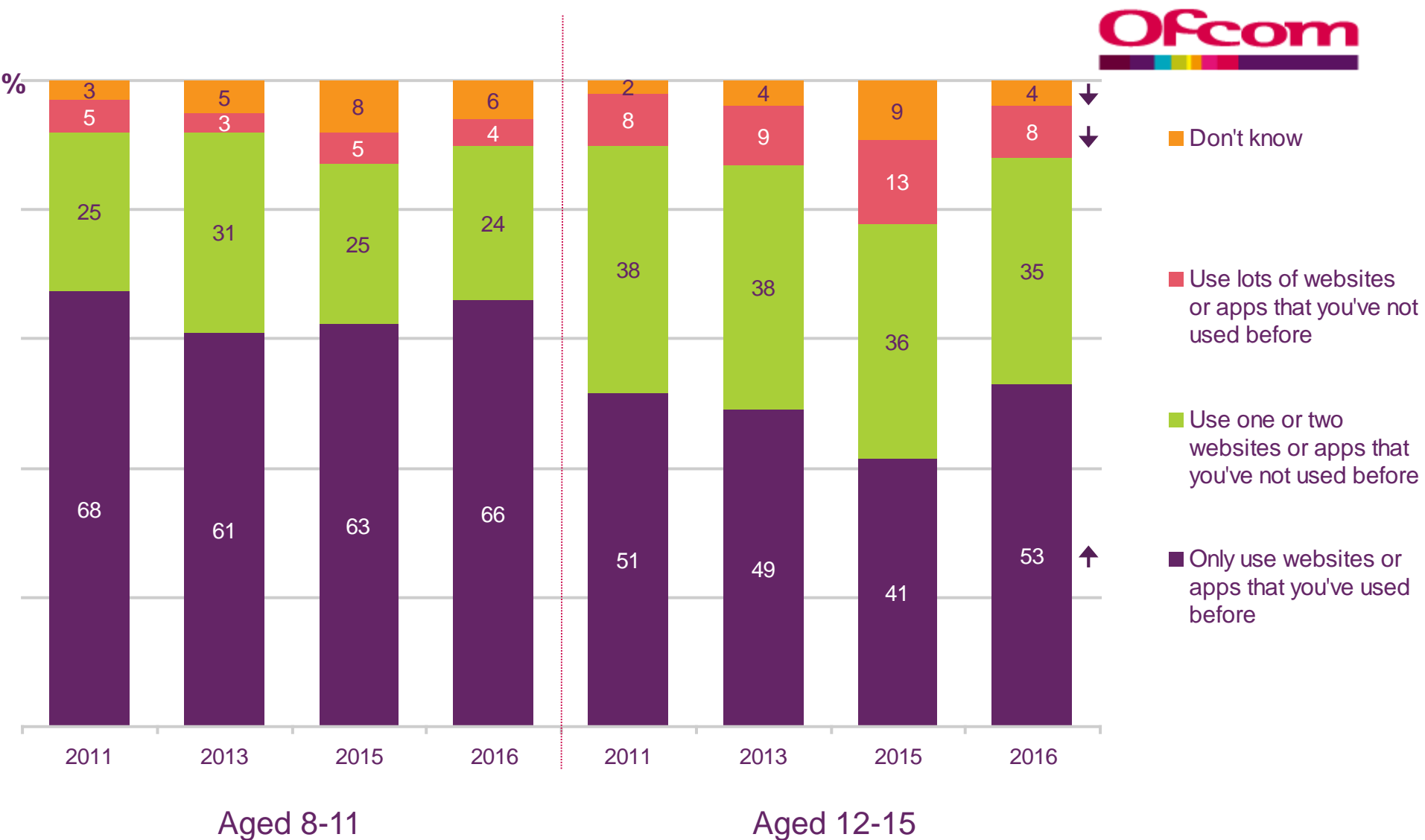
QC14 – When you go online do you ever do things like sign petitions, share news stories on sites like Facebook or Twitter or write comments or talk online about the news? (unprompted responses, single coded)

Base: Children aged 8-15 who go online (445 aged 8-11, 463 aged 12-15)

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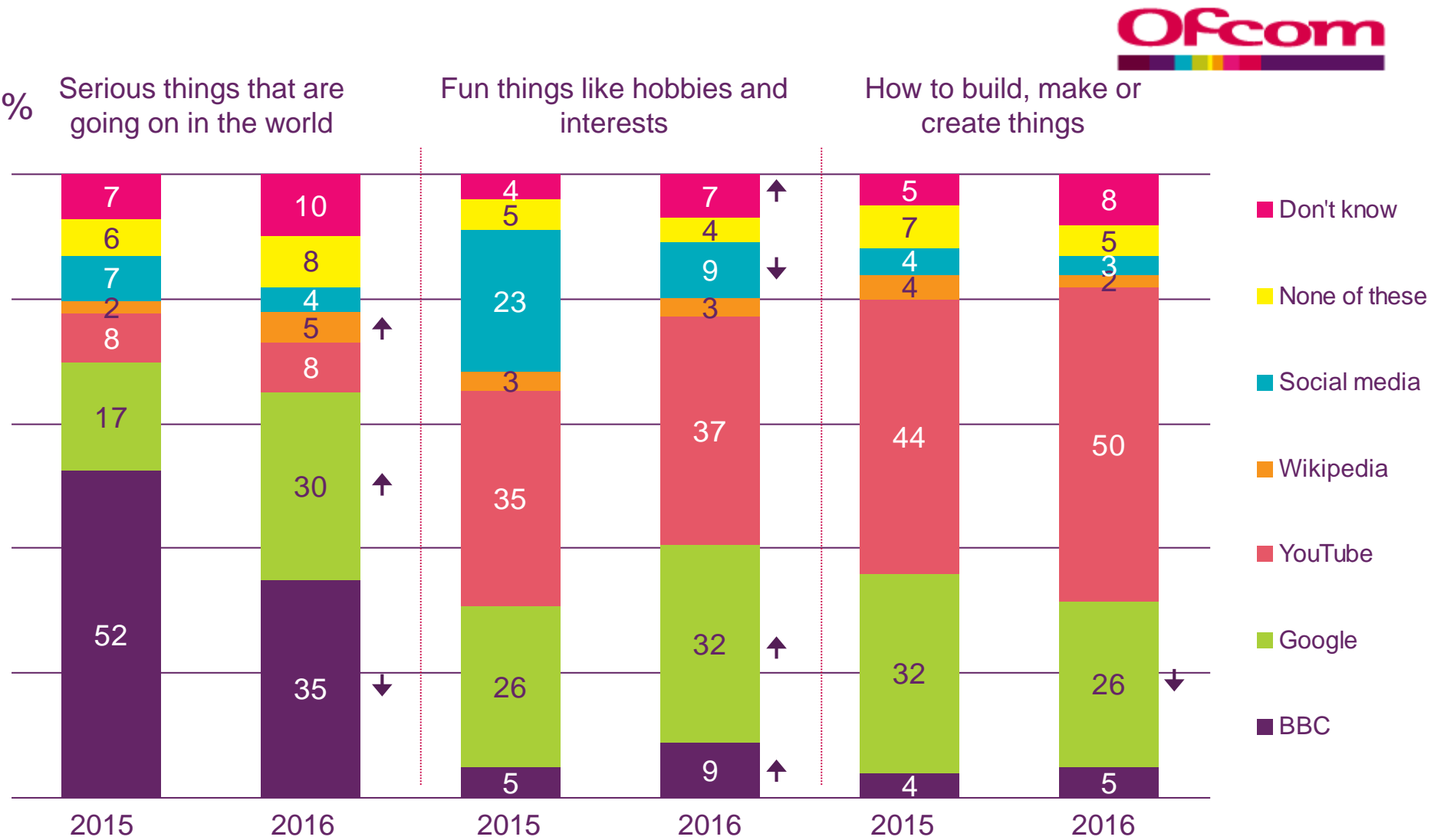
Section 6 – Knowledge and understanding of media among 8-15s

Figure 48: Experience of visiting websites not used before ,among those who go online at home (2011, 2013) or elsewhere (2015, 2016), by age



QC17 – Thinking about all the things you use to go online, in a normal week would you say that you....(prompted responses, single coded?)
 Base: Children aged 8-15 who go online (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

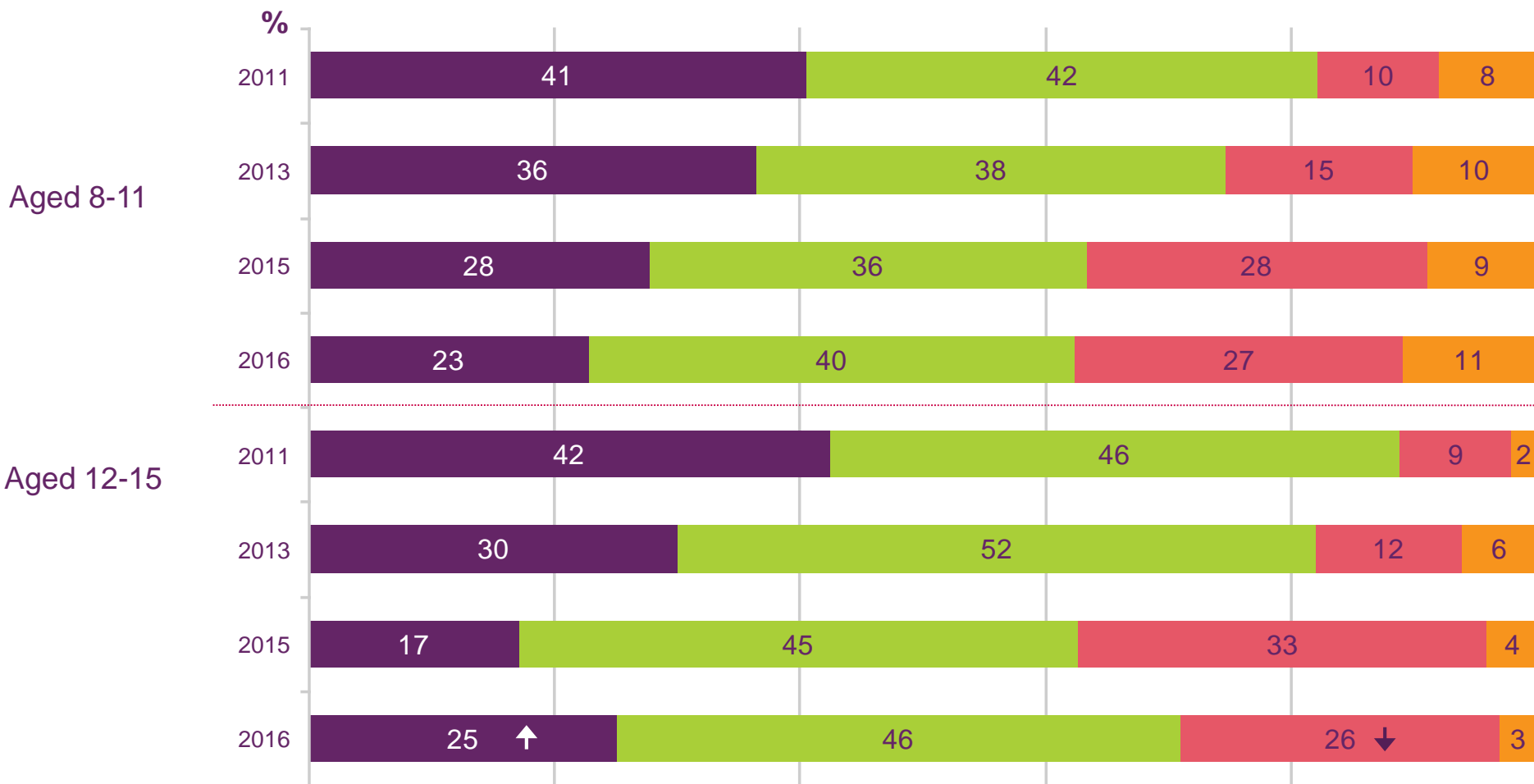
Figure 49: Online sources of accurate and true information for different scenarios among 12-15s: 2015, 2016



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 (463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 50: Children's belief in the truthfulness in websites used for school/ homework at home (2011, 2013) or elsewhere (2015, 2016), by age

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

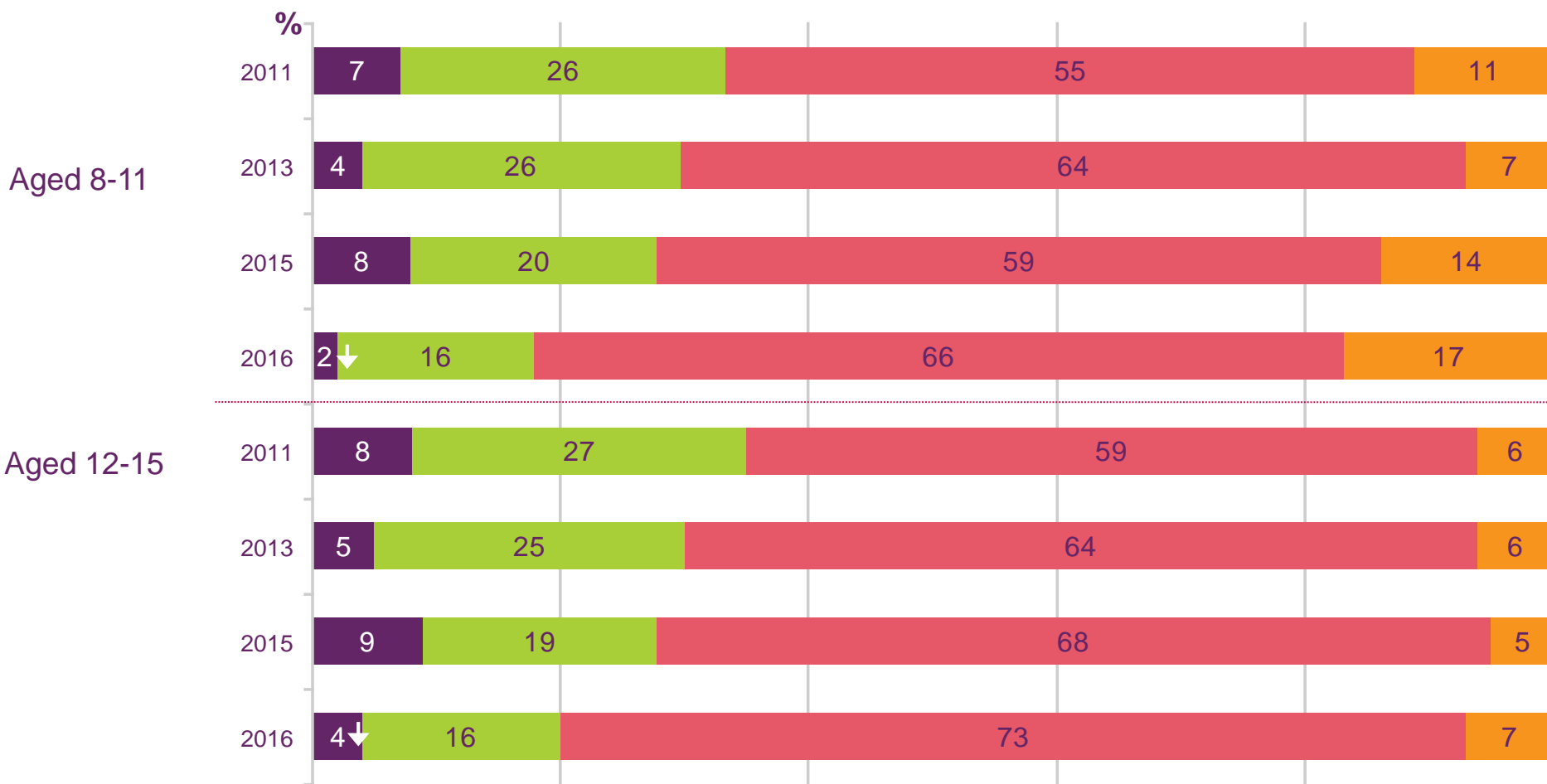


QC15B - When you go online do you visit site or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, 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 (370 aged 8-11, 423 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 51: Children's belief in the truthfulness in websites used for social media at home (2011, 2013) or elsewhere (2015, 2016), by age

All is true
 Most is true
 Some is true
 Don't know

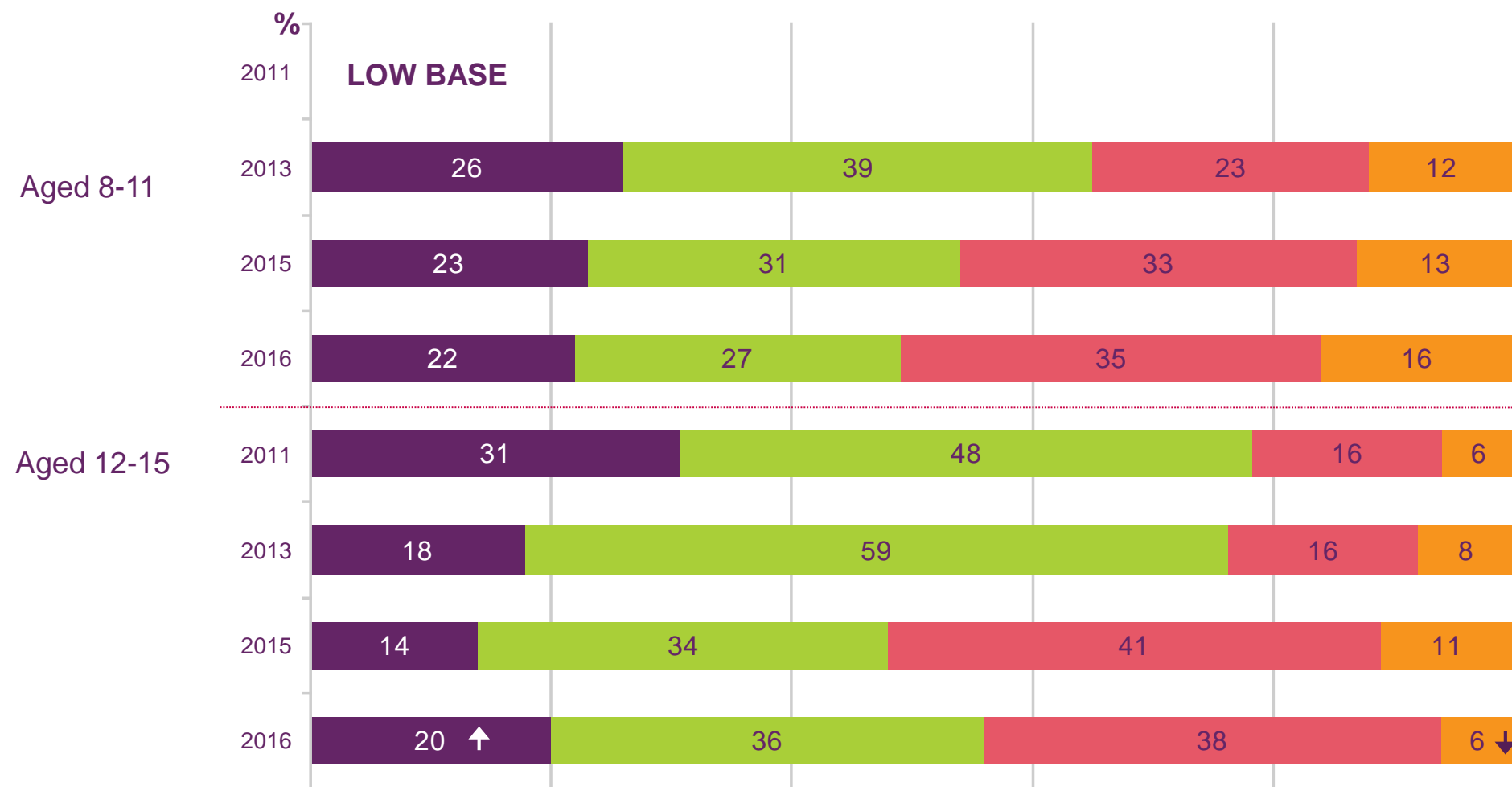


QC15A - When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded)

Base: Children aged 8-15 who go online and who say they visit social media sites or apps (239 aged 8-11, 401 aged 12-15). Significance testing shows any change between 2015 and 2016.

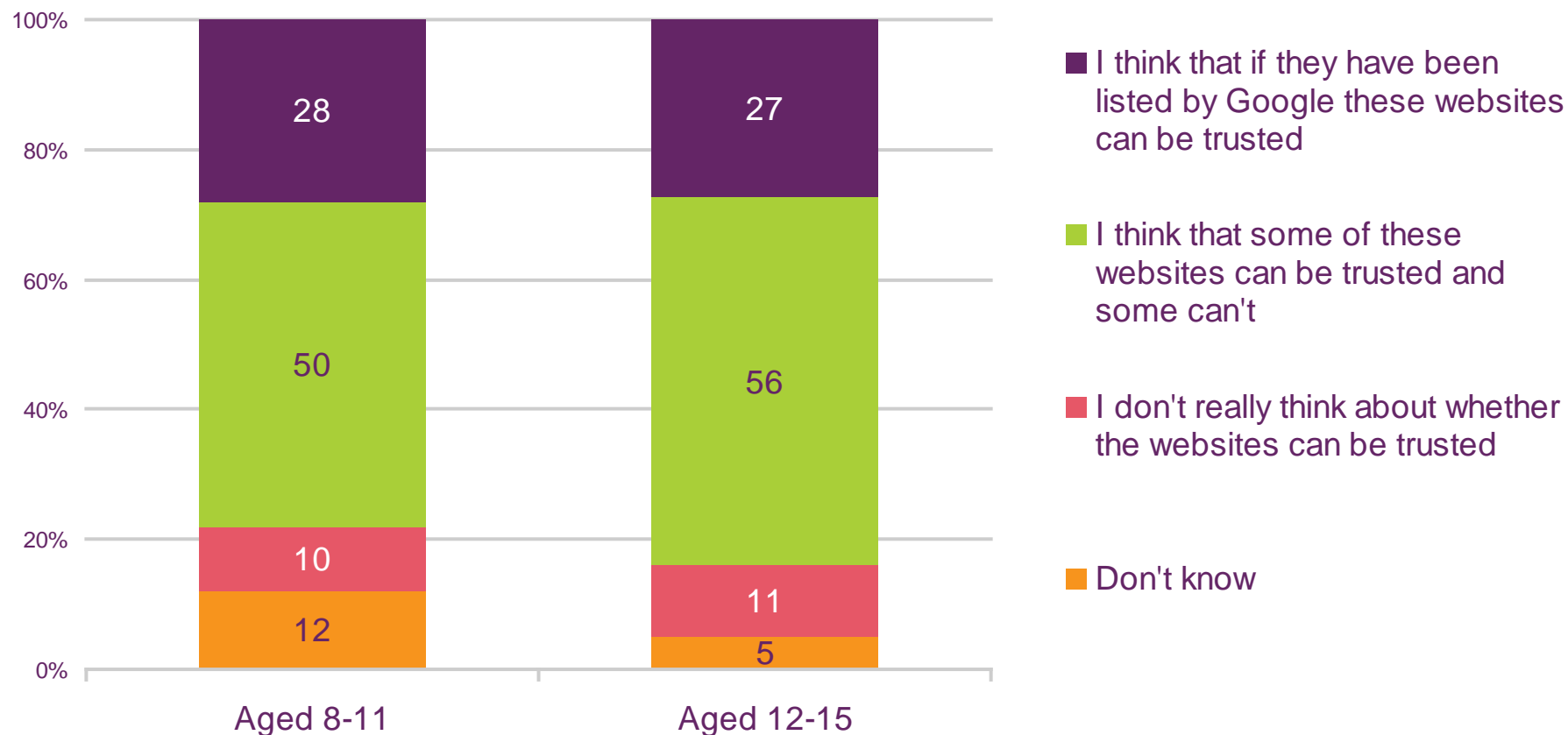
Figure 52: Children's belief in the truthfulness in news websites or apps used at home (2011, 2013) or elsewhere (2015, 2016), by age

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



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 (256 aged 8-11, 333 aged 12-15). Significance testing shows any change between 2015 and 2016.

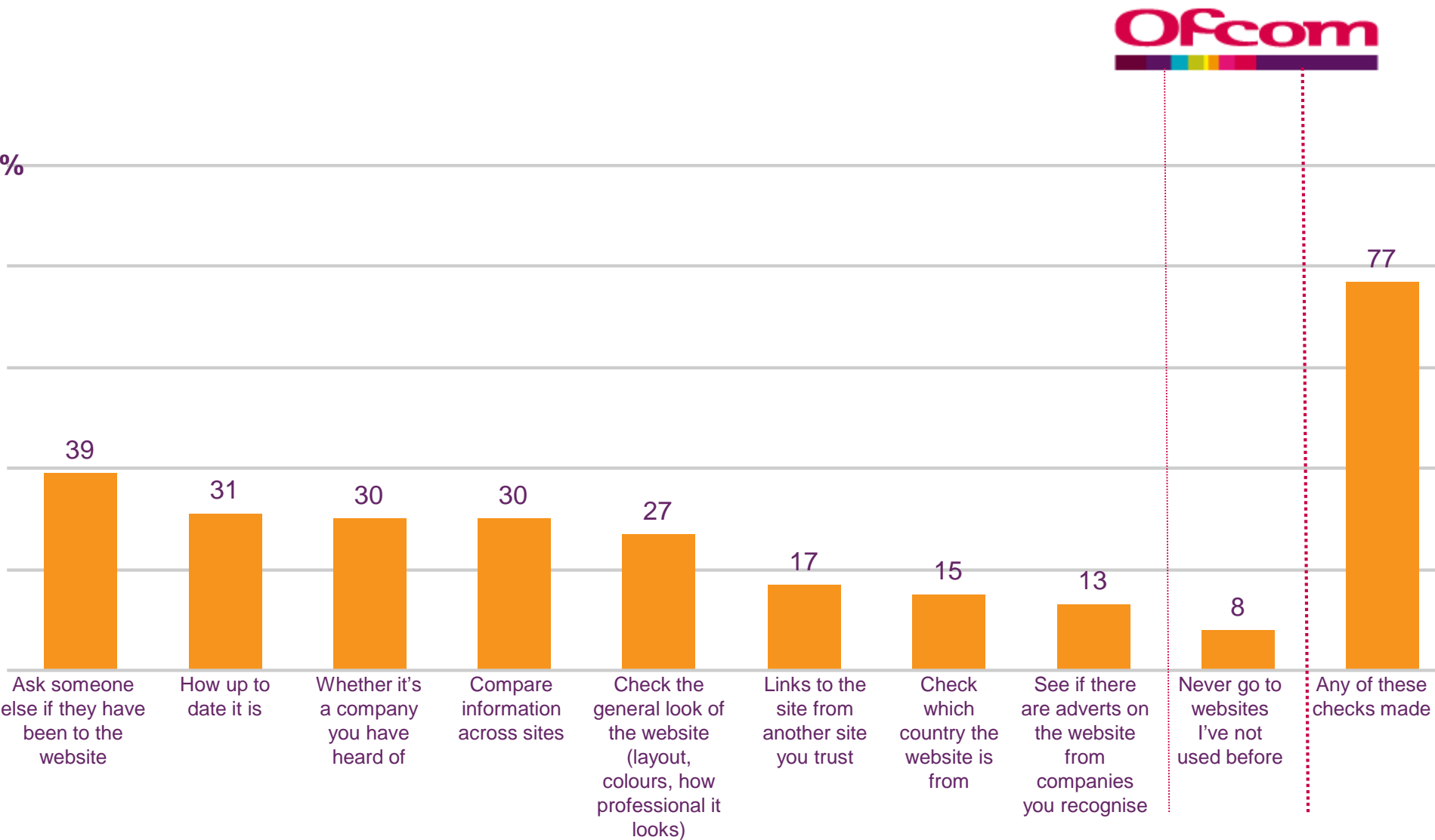
Figure 53: 8-15s' understanding of whether results listed by search engines can be trusted: 2016



QC24– 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 (339 age 8-11, 409 aged 12-15)

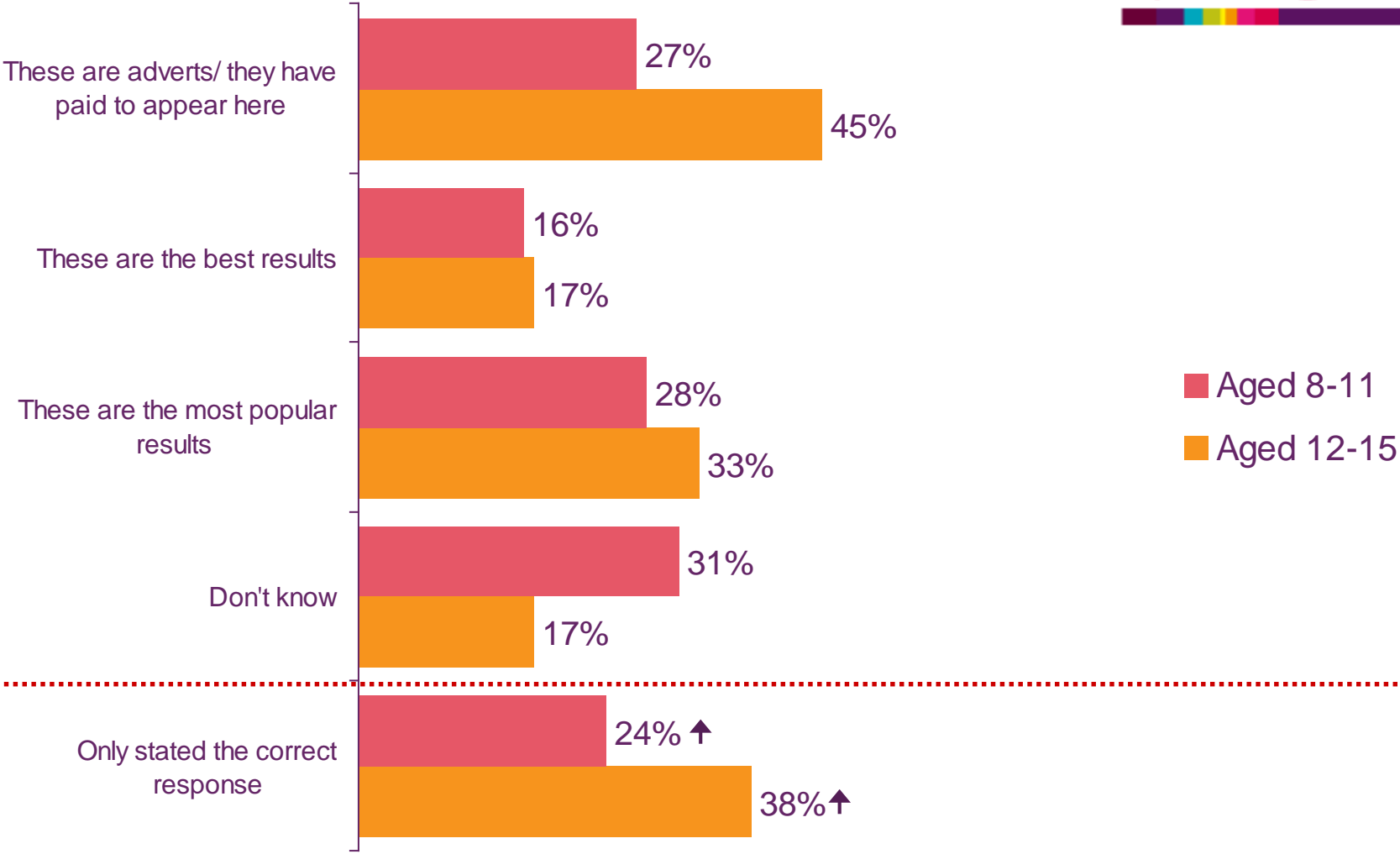
Figure 54: Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2016



QC27 – If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check (prompted responses, multi-coded)

Base: Children aged 12-15 who go online (463 aged 12-15 in 2016) - excludes DK responses

Figure 55: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2016



QC26 This is a picture (SHOWCARD OF IMAGE) from a Google search for ‘children’s trainers’. Do you know why the three results at the top of the page 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 (339 aged 8-11, 409 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 56: Awareness among 12-15s of personalised advertising: 2015, 2016



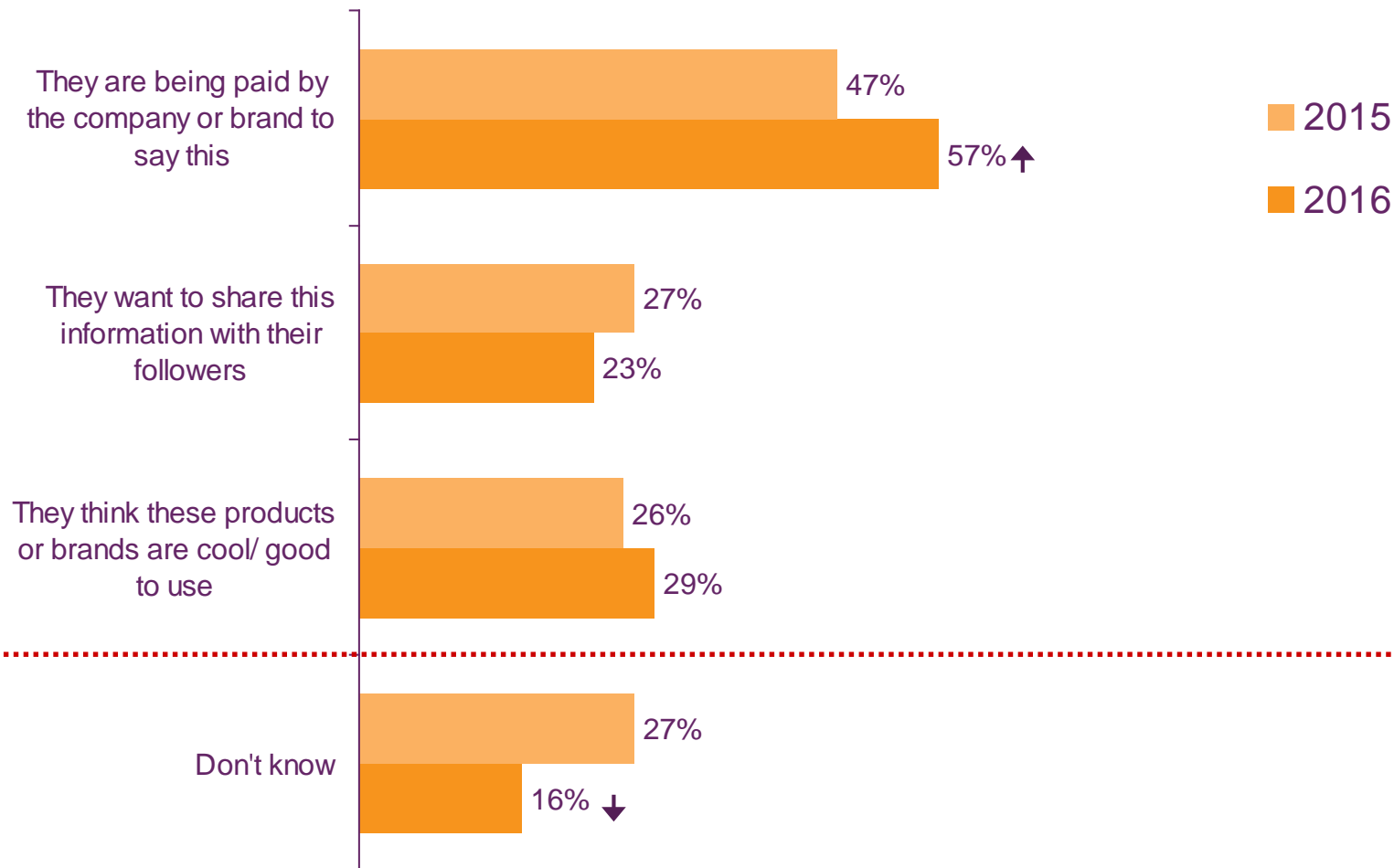
- Some people might see different adverts to the ones that I see
- Everyone will see the same adverts as me
- Don't know



QC32 When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted response, single coded) / QC31 When you go to websites or use apps do you ever see adverts or ads?

Base: Children aged 12-15 who go online at home or elsewhere (463), children aged 12-15 who say they see ads online (378). Significance testing shows any change between 2015 and 2016.

Figure 57: Understanding among 12-15s of potential product endorsement by vloggers: 2015, 2016



QC33 On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie 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 (463 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 58: Awareness among 12-15s of exposure to in-game advertising which promotes access to advanced features/ 'pay-to-win': 2015, 2016



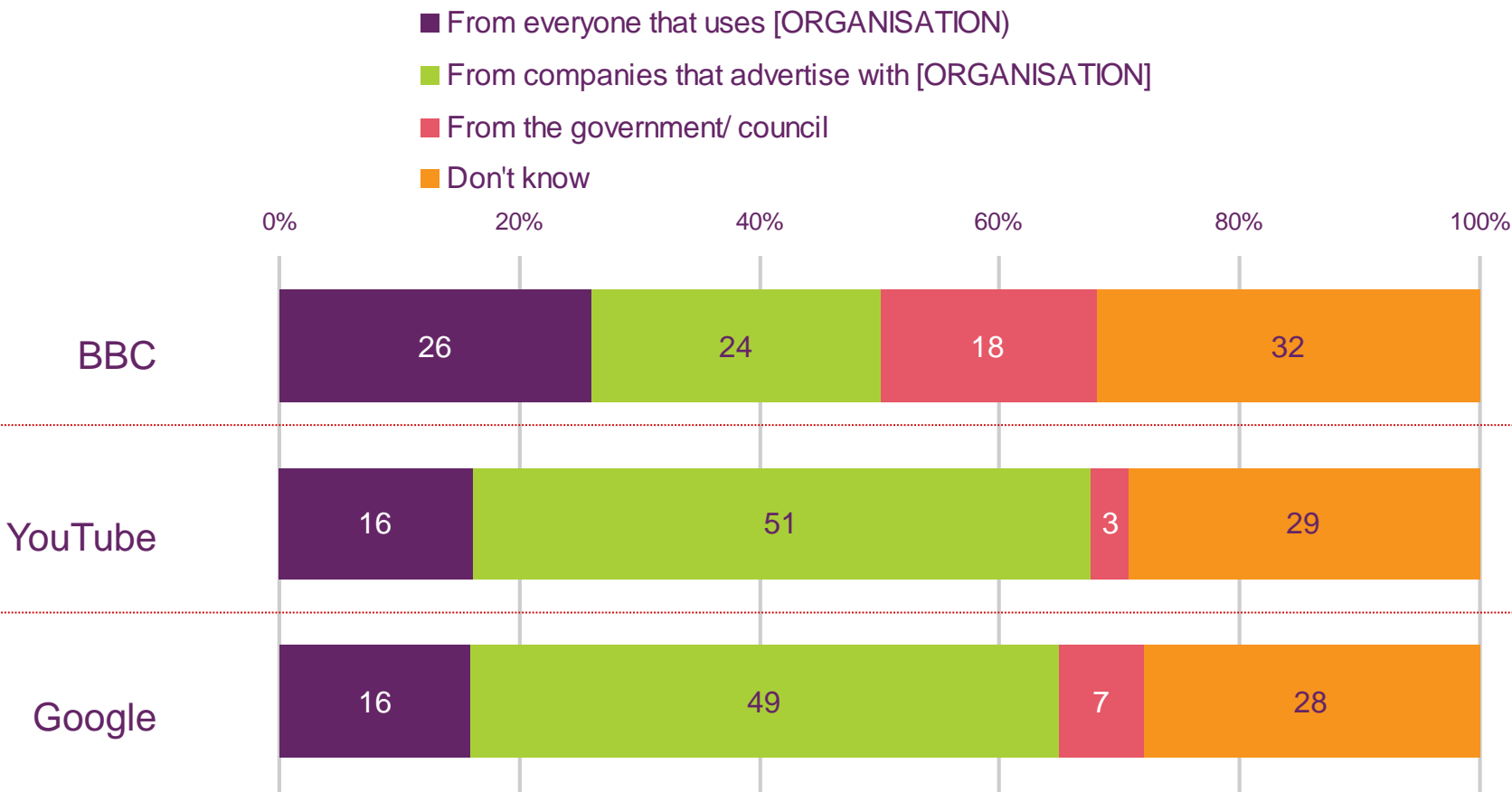
■ See these ads on all/ most games ■ See these ads on some games ■ Do not see these types of ads ■ Don't know



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

Base: Children aged 12-15 who ever play games at home or elsewhere (370 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 59: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2016

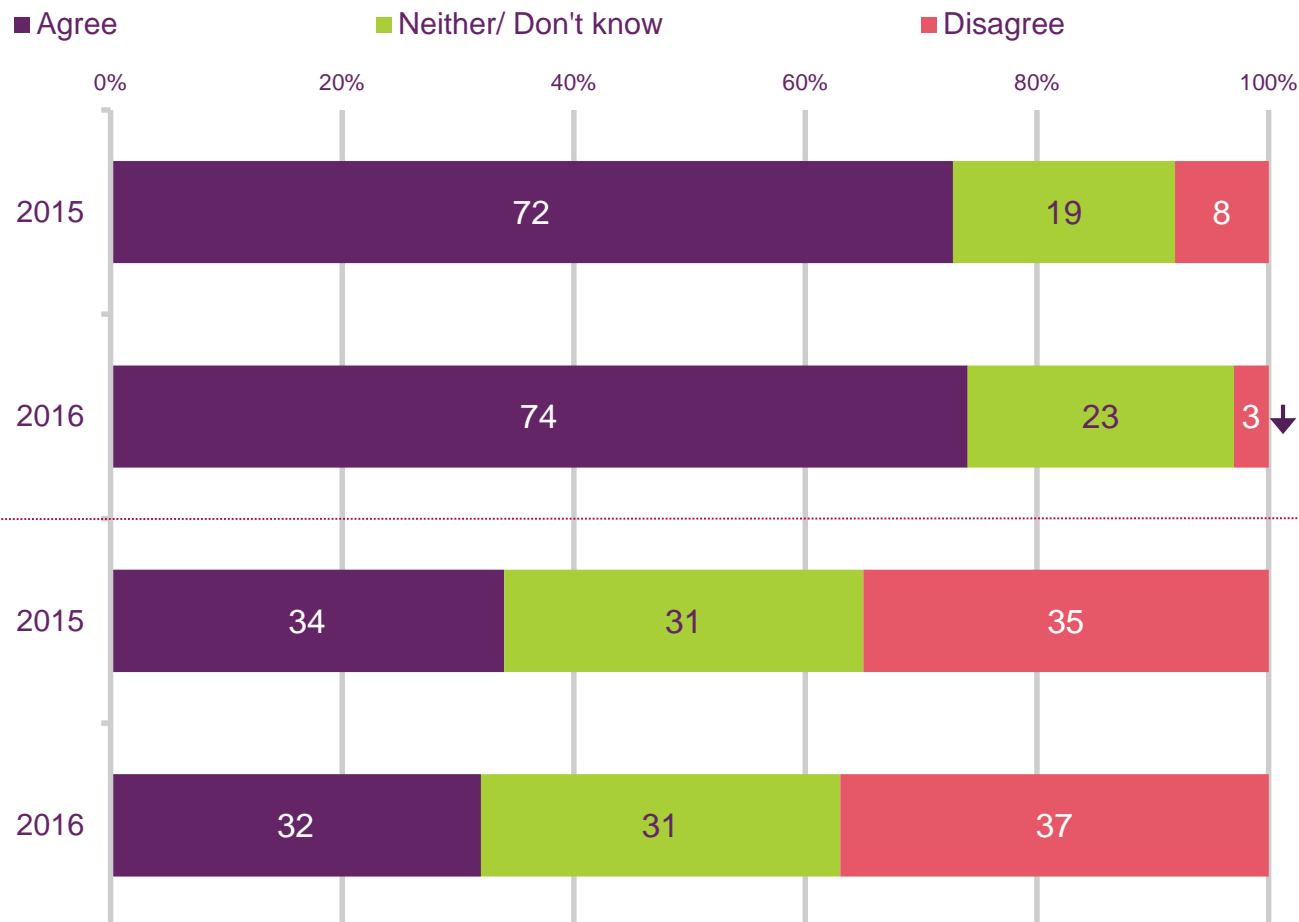


QC5/ QC9/ QC25 – Where do you think the BBC/ YouTube/ Google mainly gets its money from? (prompted responses, single coded)
Base: Children aged 12-15 who watch TV at home or elsewhere (469)/ Children aged 12-15 who use the YouTube website or app (409) / Children aged 12-15 who go online and use search engine websites or apps (409).

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Section 7 – Children's attitudes and concerns

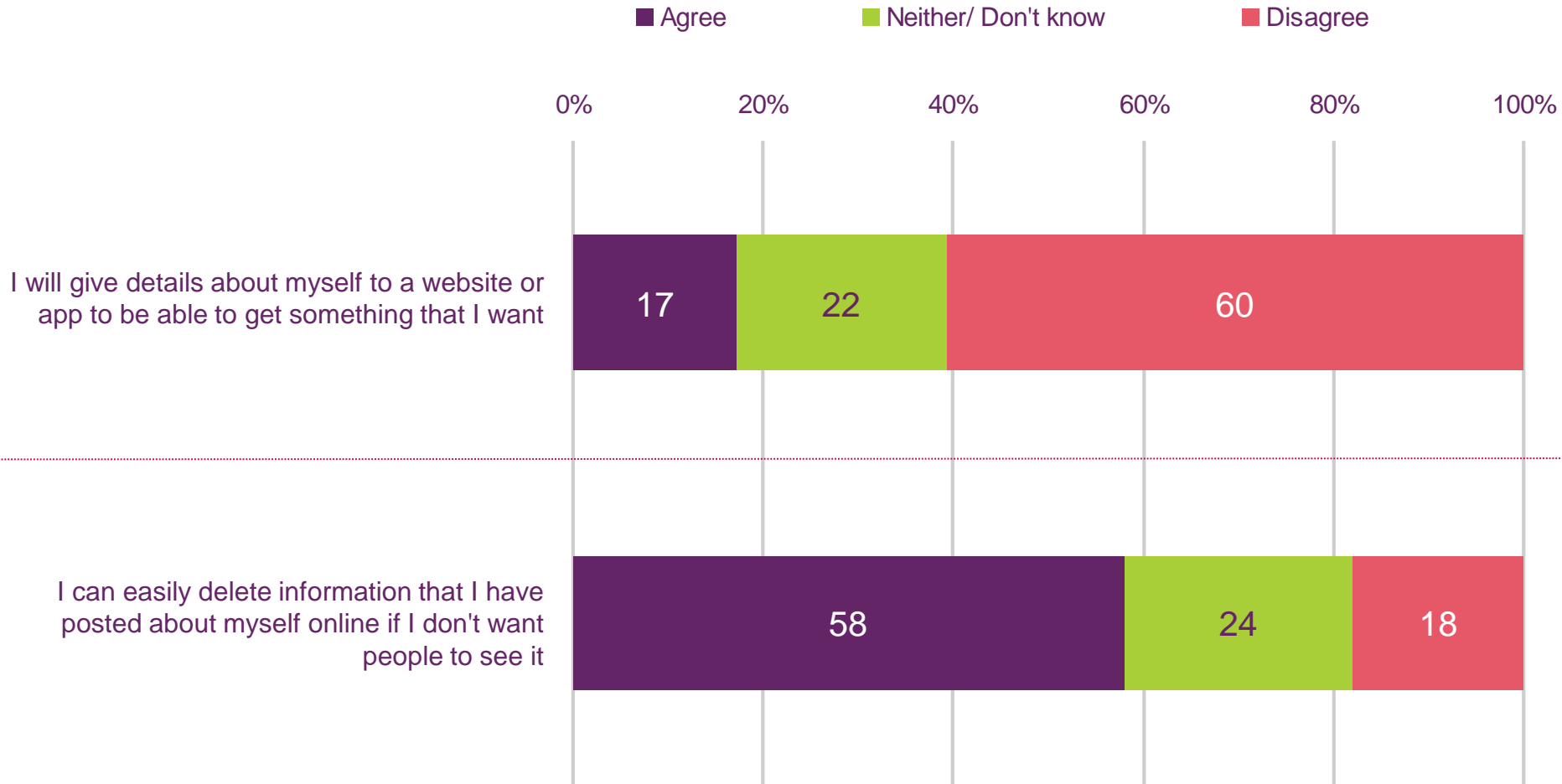
Figure 60: Agreement with attitudinal statements about the internet among 12-15s: 2015 and 2016



QC35A/B– I'm going to read out some things about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)

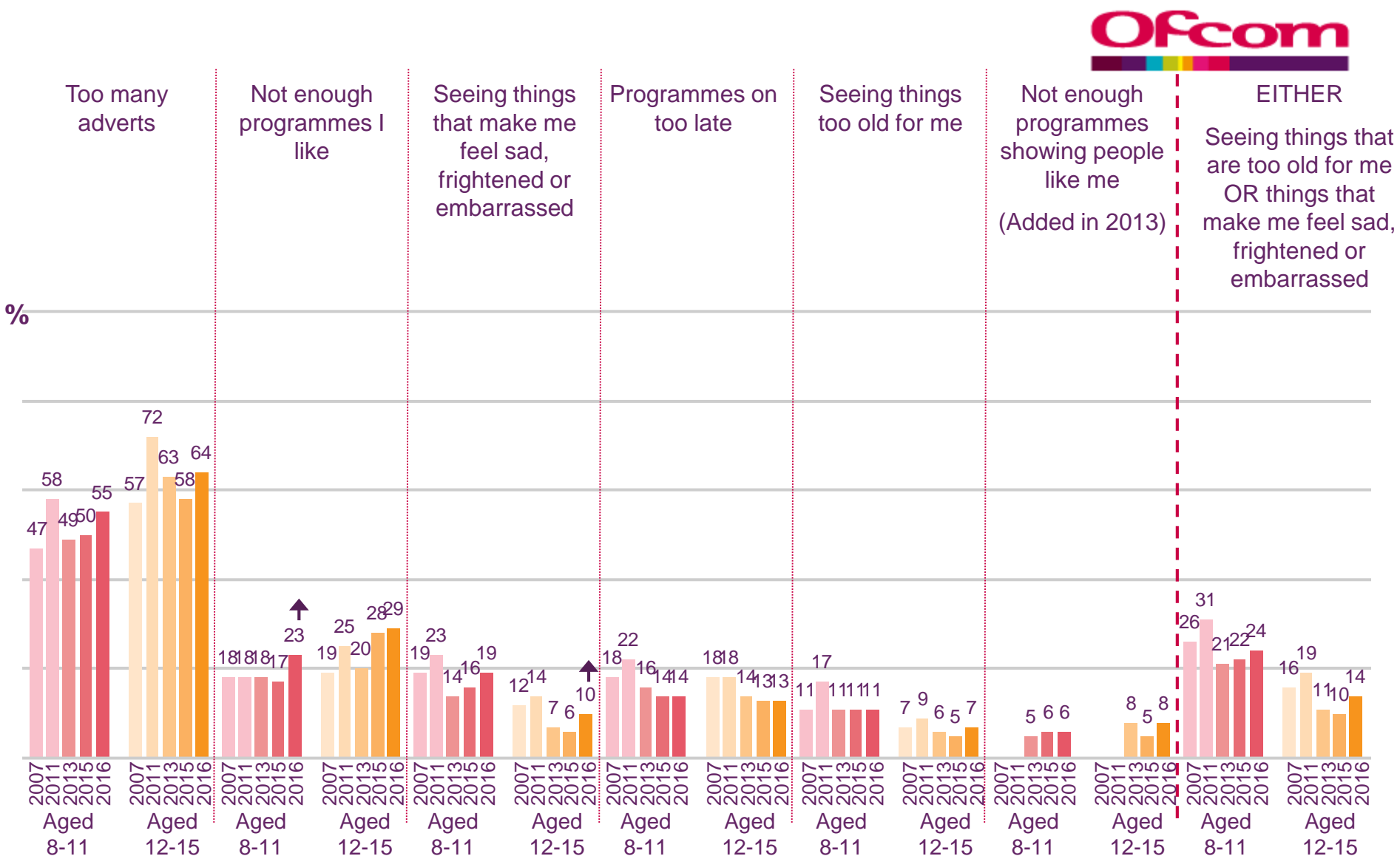
Base: Children aged 12-15 who go online at home or elsewhere (463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 61: Agreement with attitudinal statements about the internet among 12-15s: 2016



QC27A/ QC27B - I'm going to read out some things about being online, for each one please say which of the options on the card applies to you.
Base: Children aged 12-15 who go online (463)

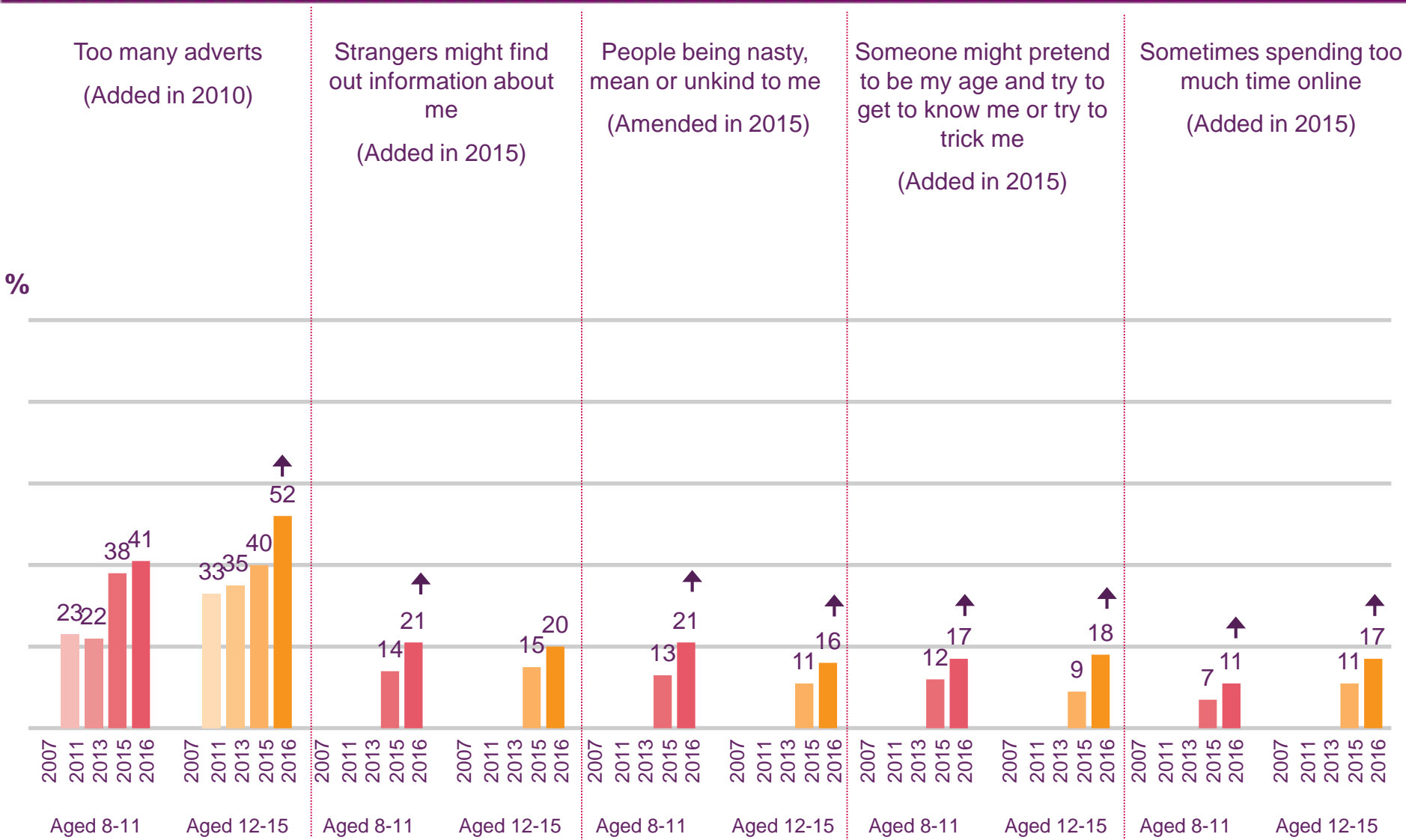
Figure 62: Children's dislikes about television watched at home (2007,2011,2013) or elsewhere (2015, 2016), by age



QC4 – Which of these things if any, are things you don't like about TV? (prompted responses multi-coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (499 aged 8-11, 469 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

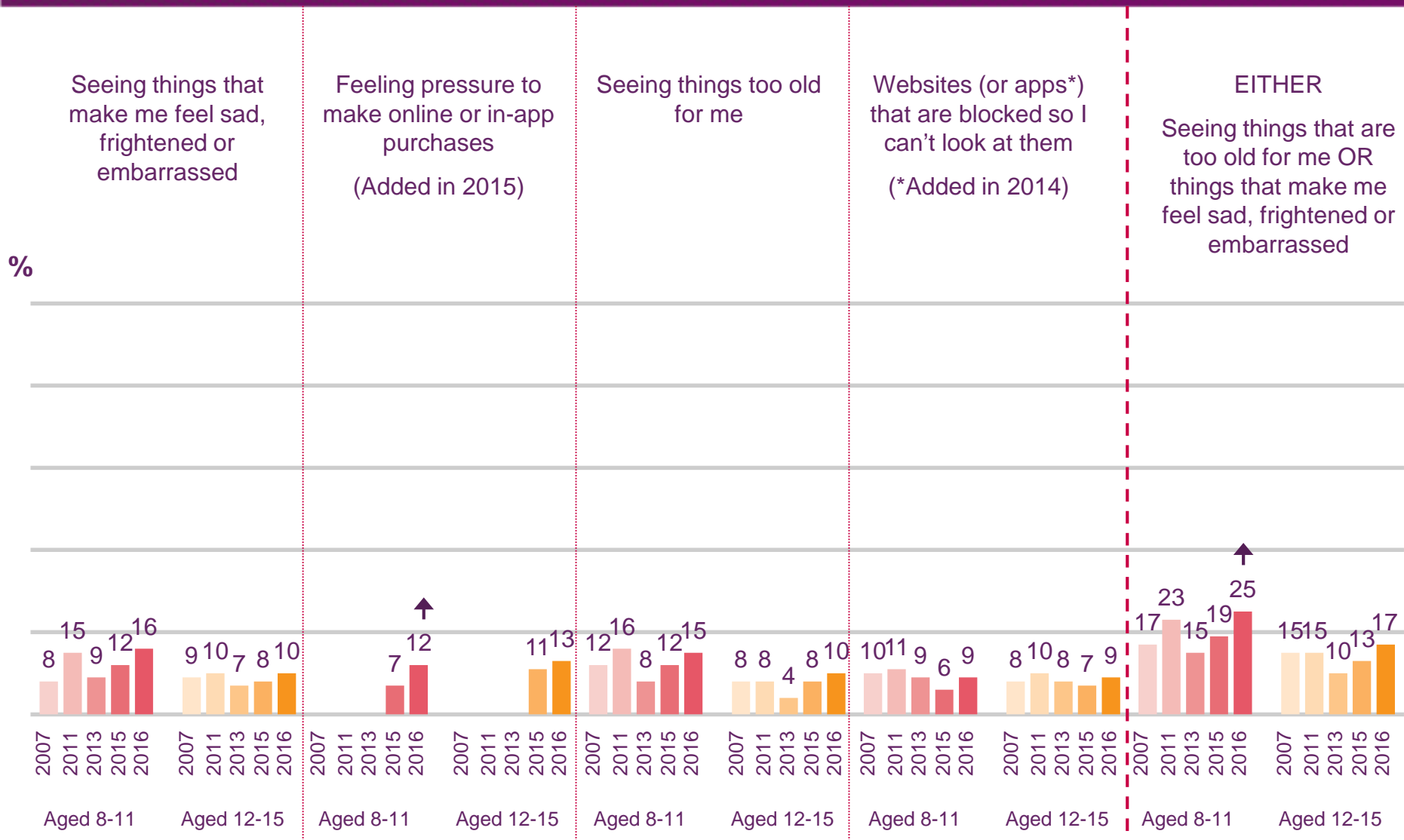
Figure 63a: Children's dislikes about the internet among those who go online at home (2007, 2011, 2013) or elsewhere (2015, 2016), by age



QC16 – Which of these things if any, are things you don't like about being online?

Base: Children aged 8-15 who use the internet at home or elsewhere (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

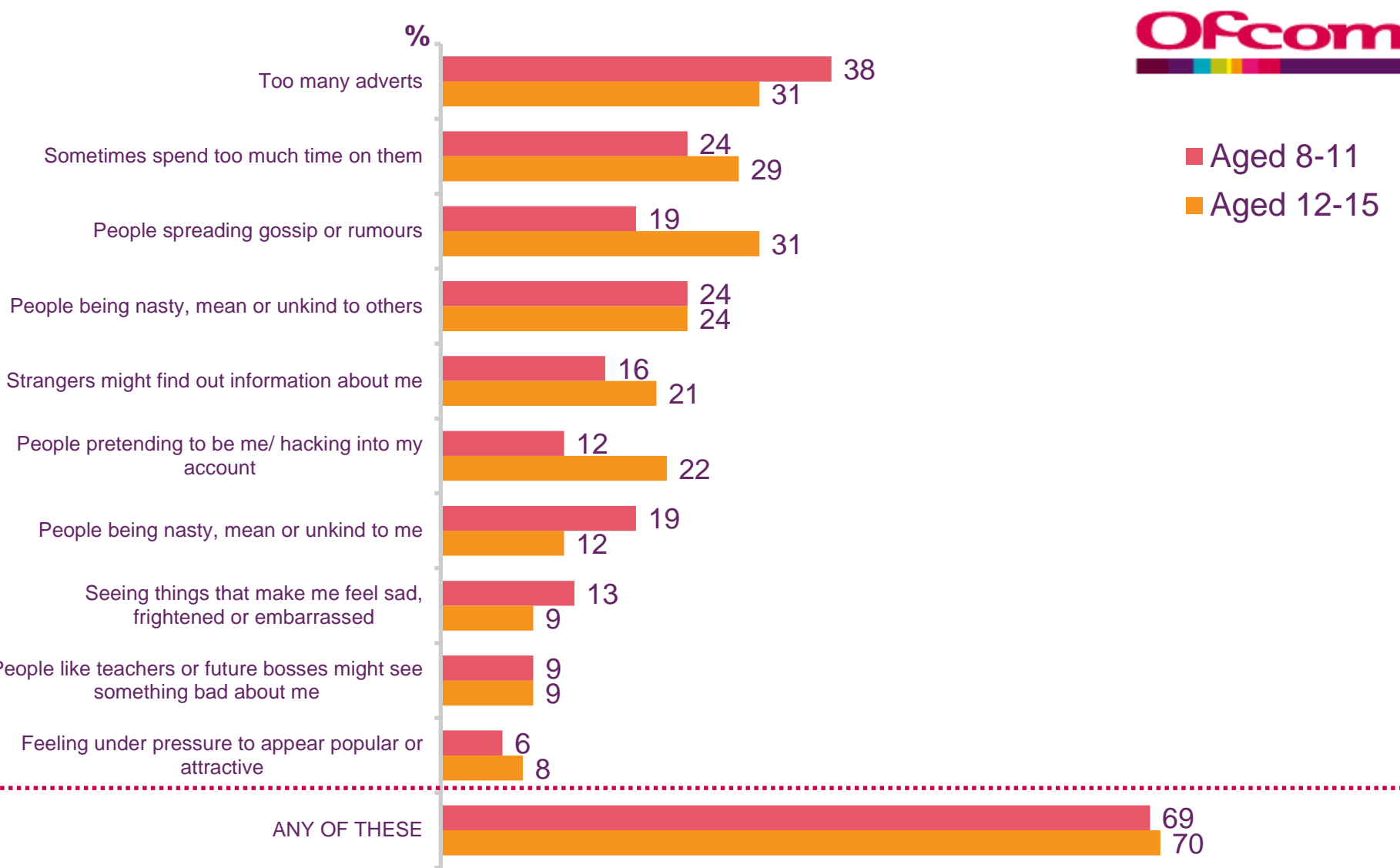
Figure 63b: Children's dislikes about the internet among those who go online at home (2007, 2011, 2013) or elsewhere (2015, 2016), by age



QC16 – Which of these things if any, are things you don't like about being online?

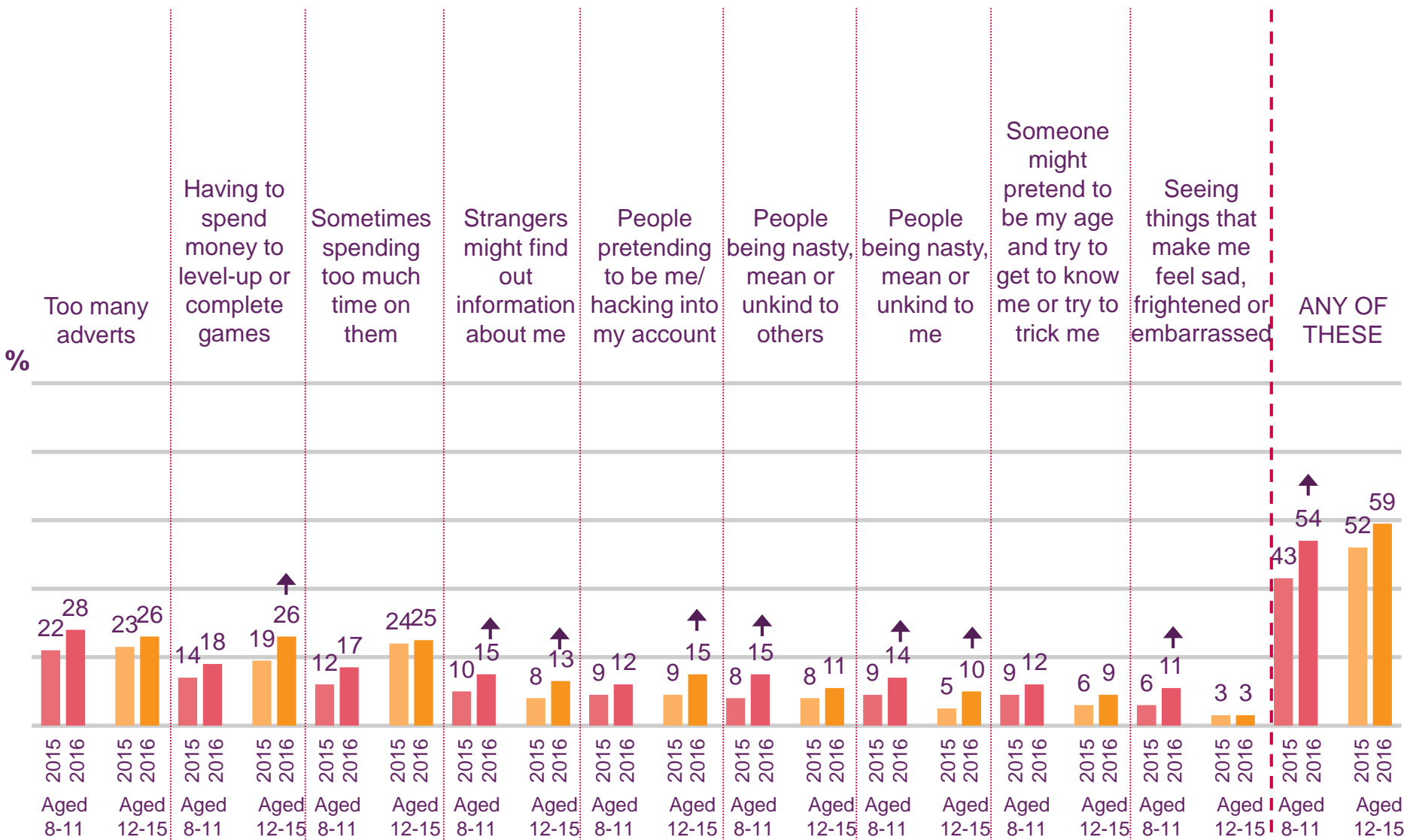
Base: Children aged 8-15 who use the internet at home or elsewhere (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 64: Dislikes about social media sites or apps, by age : 2016



QC22 – Which of these things, if any, are things that you don't like about social media sites or apps? (Prompted responses, multi-coded)
 Base: Children aged 12-15 who go online at home or elsewhere and have a social media site account (104 aged 8-11, 335 aged 12-15 in 2016)

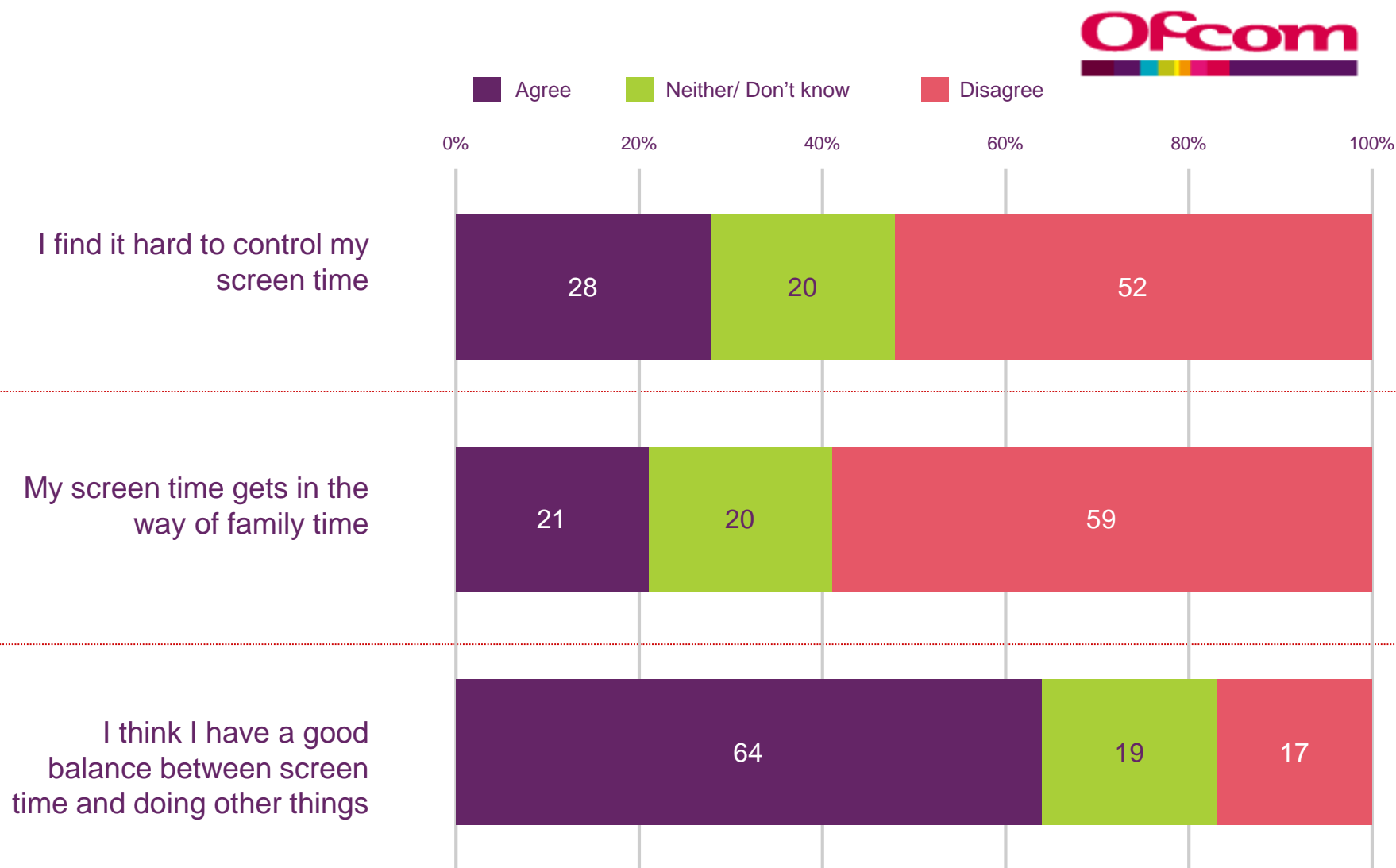
Figure 65: Dislikes about gaming, by age: 2015, 2016



QC45– Which of these things, if any, are things that you don't like about playing games? (Prompted responses, multi-coded)

Base: Children aged 8-15 who play games (410 aged 8-11, 370 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 66: Agreement with attitudinal statements about screen time among 12-15s: 2016



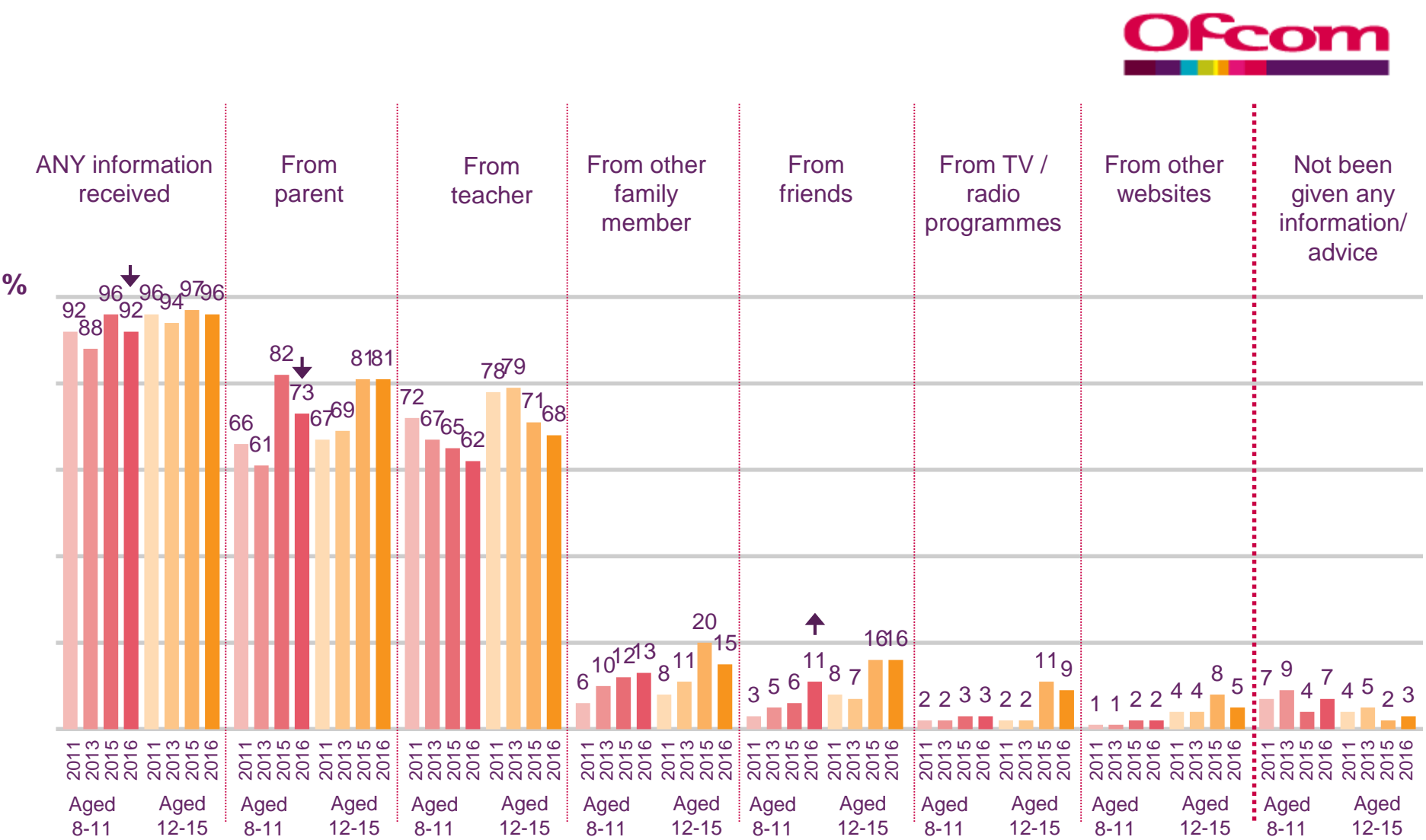
QC51B/C/D – I'd now like to ask you some questions about your screen time. By screen time I mean the time you spend looking at screens on all the different devices you may use, including TV, mobile phones, laptops, tablets and gaming devices.

Base: Children aged 12-15 (474)

Children's Media Use and Attitudes Report 2016

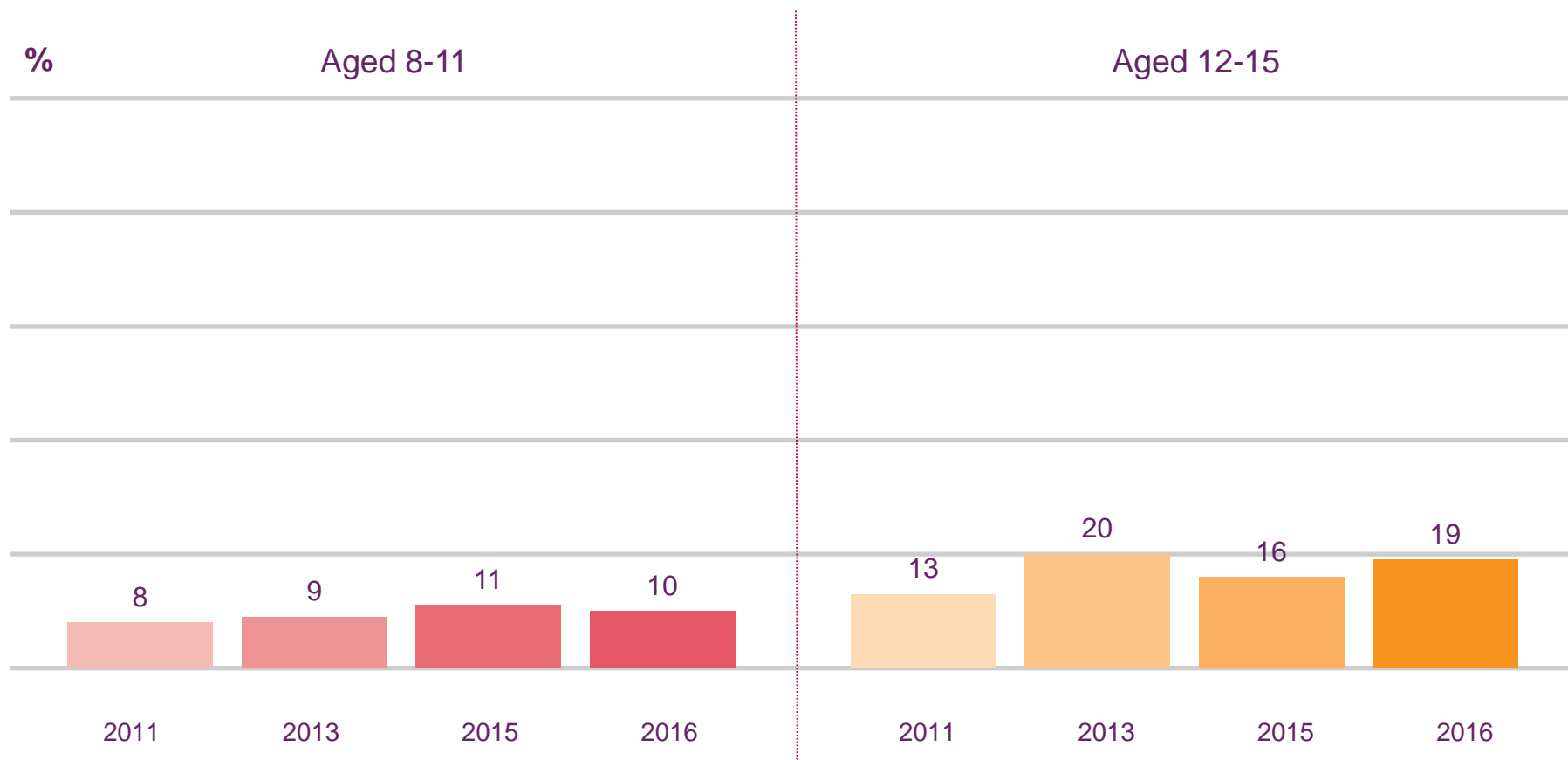
Section 8 – Children's negative experience and risky behaviour

Figure 67: Children stating they have been given any information or advice about how being online can sometimes be risky or dangerous, among those who go online at home (2011, 2013) or elsewhere (2015, 2016), by age



QC30 – Has anyone ever told you about how being online can sometimes be a bit risky or dangerous? (2016)Have you ever been given any information or advice about the risks of being online (2015)/ risks while you are online (2014)/ how to stay safe when you are online (2010-2012)? (Unprompted responses, multi-coded) Showing responses from more than 2% of all 8-15s who go online
 Base: Children aged 8-15 who use the internet at home or elsewhere (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

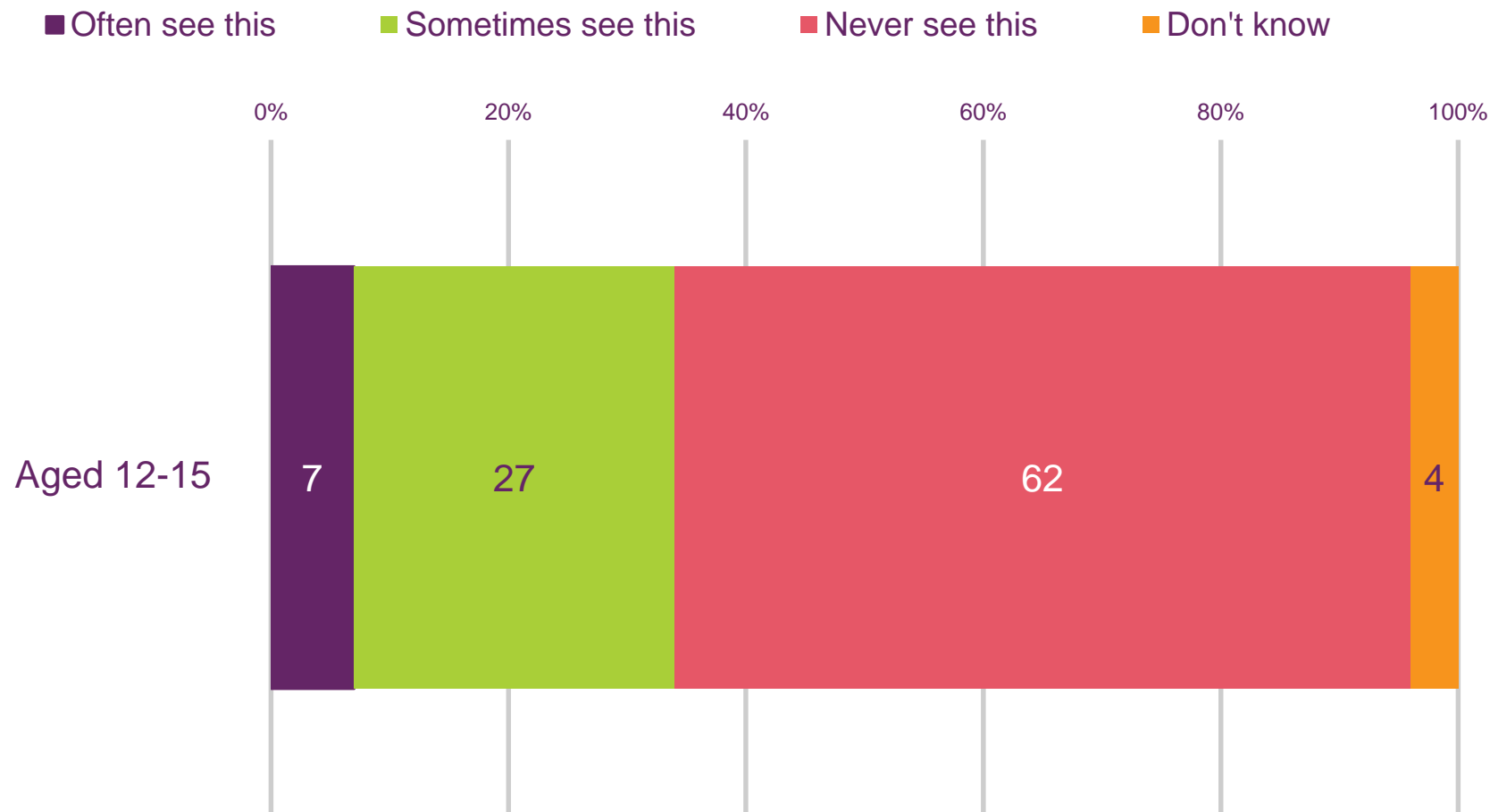
Figure 68: Child's claimed experience of having seen any online content in the past year that was considered worrying or nasty, by age: 2011, 2013, 2015 and 2016



QC29 – And in the last year, have you seen anything online that you found worrying or nasty in some way, that you didn't like? **NB Previously asked about 'worrying, nasty or offensive' (Prompted responses, single coded)

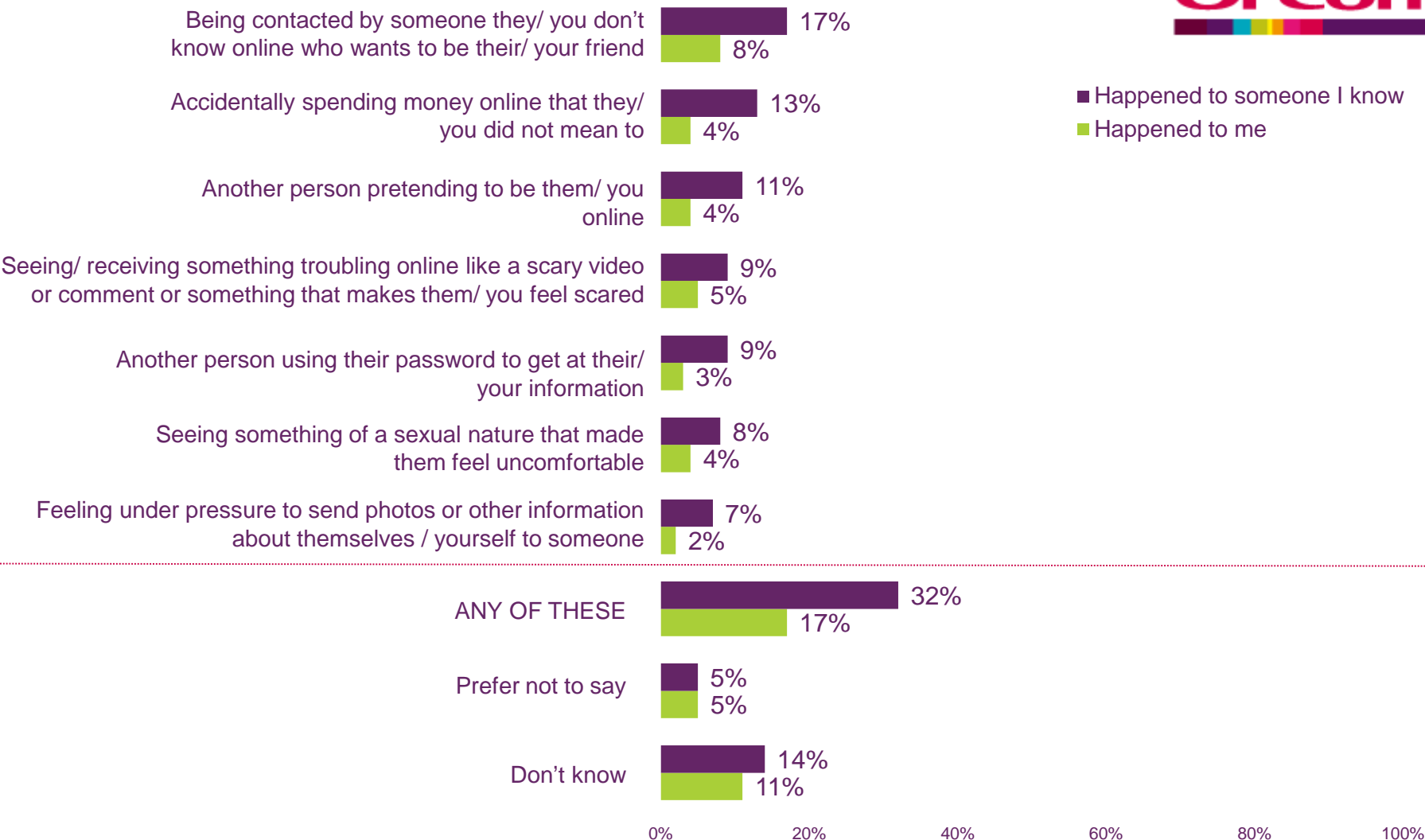
Base: Children aged 8-15 who go online (445 aged 8-11, 463 aged 12-15). Significance testing shows any change between 2015 and 2016

Figure 69: Internet users aged 12-15 who say they have encountered hate speech online in the past 12 months: 2016



QC63— 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(463).

Figure 70: Experience of negative types of online/ mobile phone activity among children aged 12-15: 2016



QC58/ QC59 – Please take a look at the list of things shown on this card and think about whether they have happened to anyone you know in the last year, either online or on a mobile phone/ Again, please just read out the numbers from the card if any of these things have happened to you in the last year. (Prompted responses, multi coded).
 Base: All children aged 12-15 (474 aged 12-15 in 2016)

Figure 71: Experience of being bullied, by age: 2015 and 2016

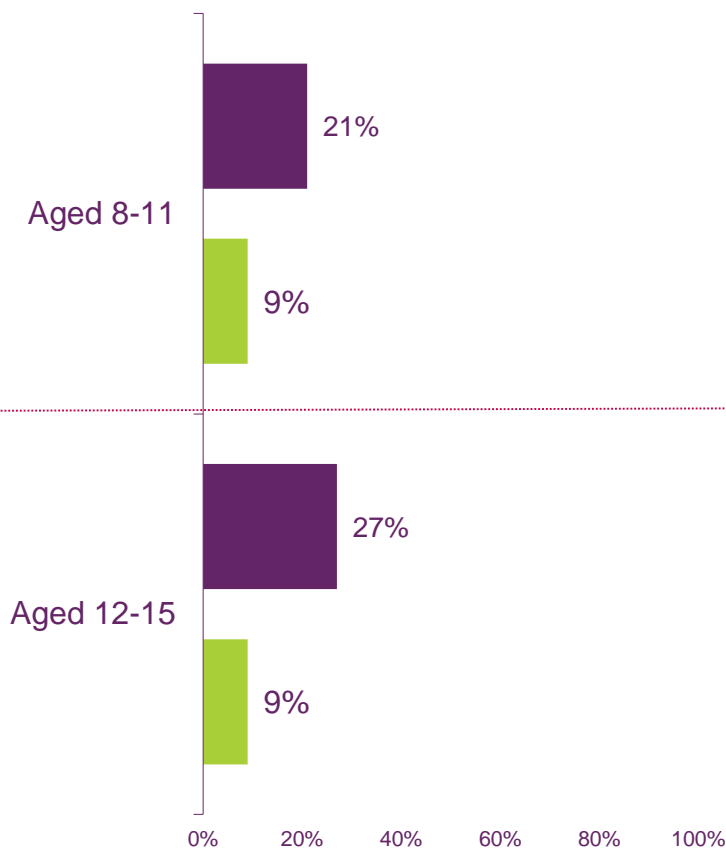


2015

2016

- Happened to someone I know
- Happened to me

- Happened to someone I know
- Happened to me

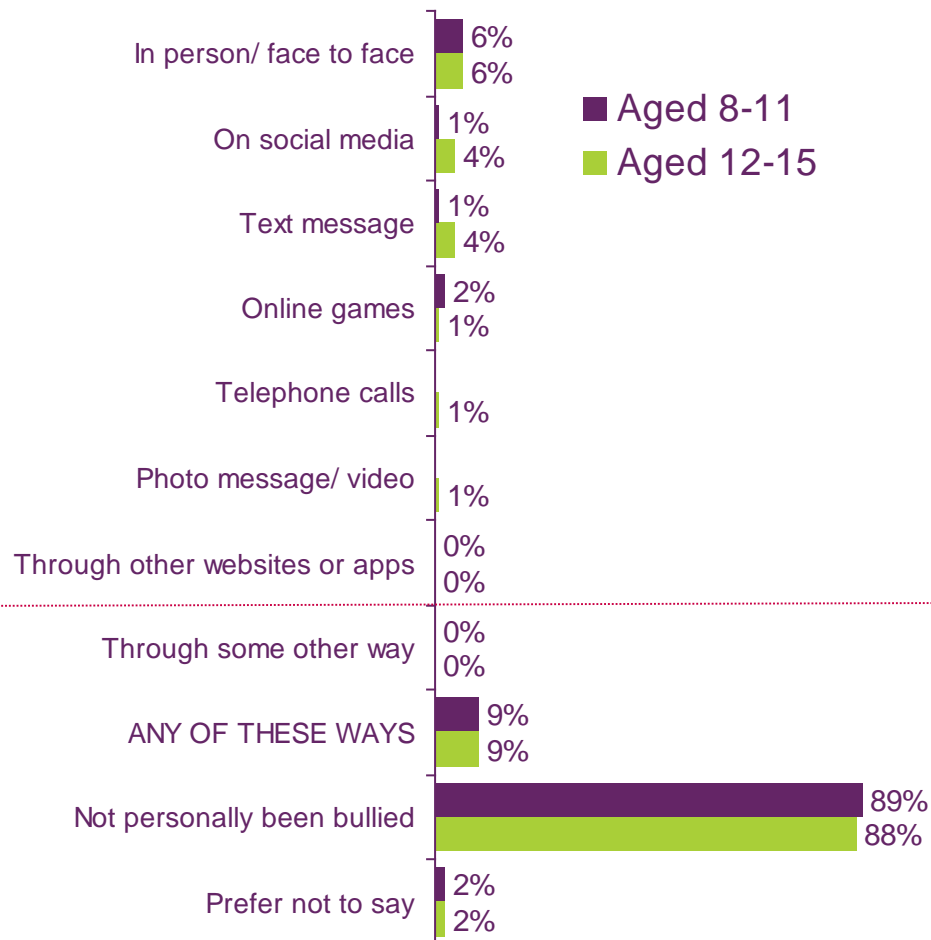


QC53/ QC54– (DESCRIPTION OF 'BULLYING' READ OUT TO CHILD) In the last year, do you know of anyone this has happened to?/ In the last year, has anyone been nasty or hurtful to you in any of these ways? (Prompted responses, single coded)

Base: Children aged 8-15 (503 aged 8-11, 474 aged 12-15). Significance testing shows any change between 2015 and 2016

Figure 72: Type of bullying experienced, by age: 2015, 2016

2015



2016

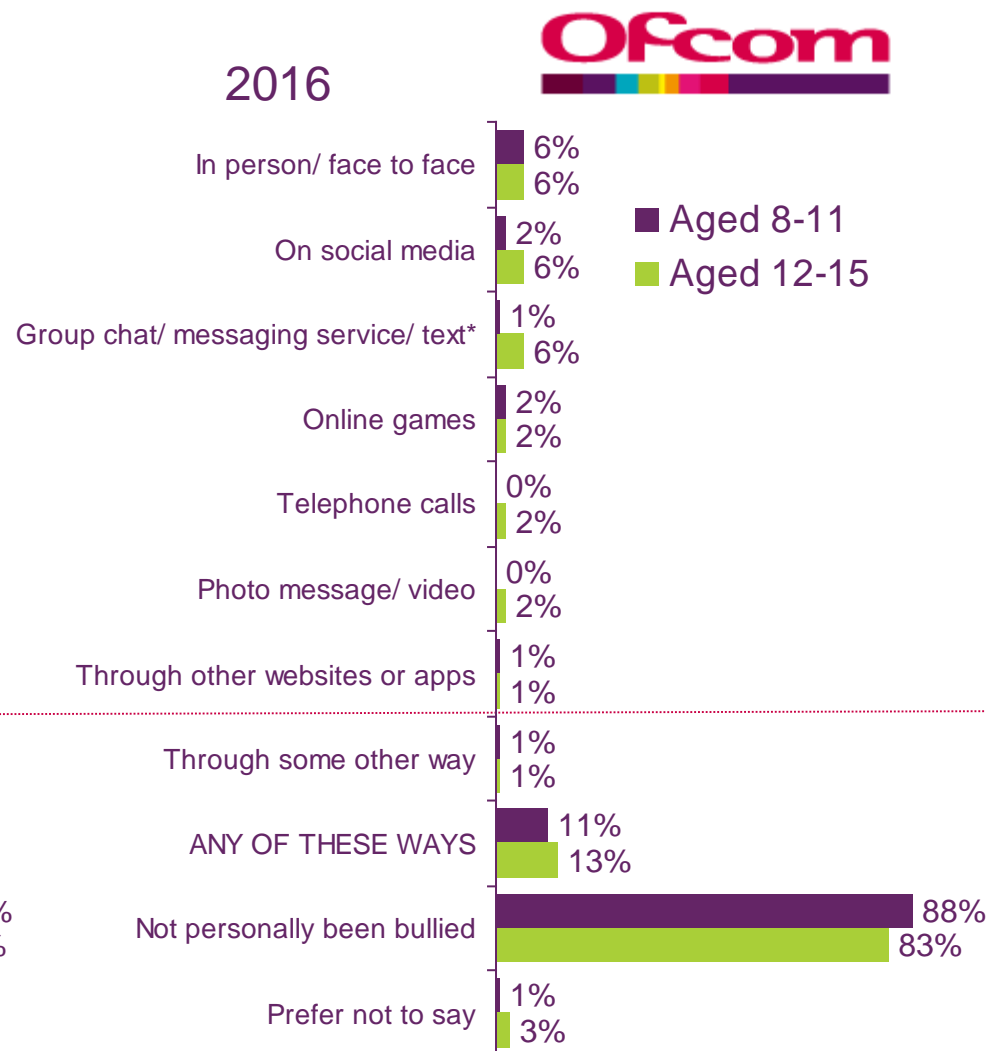


Figure 73: Potentially risky online behaviour among children aged 12-15: 2015, 2016



QC60 – Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (Prompted responses, multi coded)

Base: Children aged 12-15 who go online at home or elsewhere (463 in 2016)

Figure 74: Experience of 'risky' online measures among children aged 12-15: 2011, 2013, 2015 and 2016



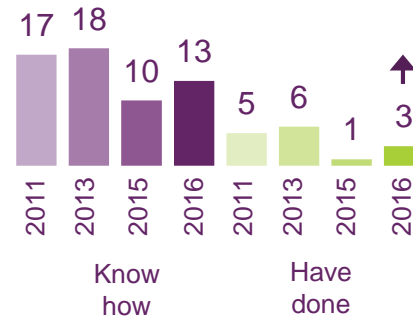
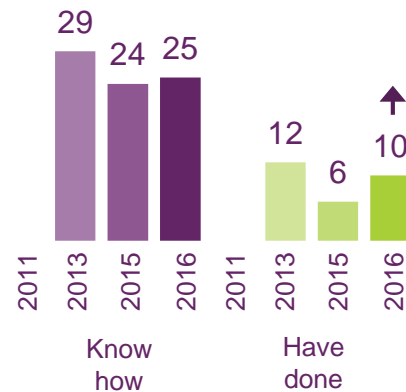
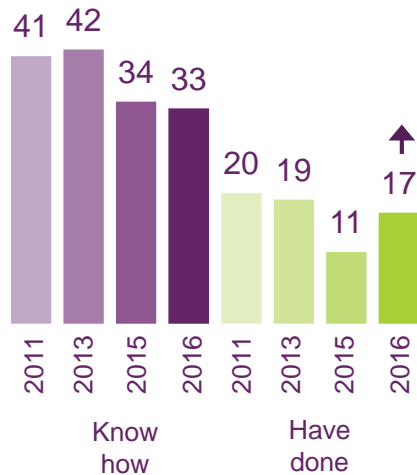
Delete the 'history' records of which websites you have visited

Amend the settings to use a web browser in privacy mode
(added in 2013)

Unset any filters or controls to stop certain websites being visited

Use a proxy server to access particular sites or apps
(added in 2015)

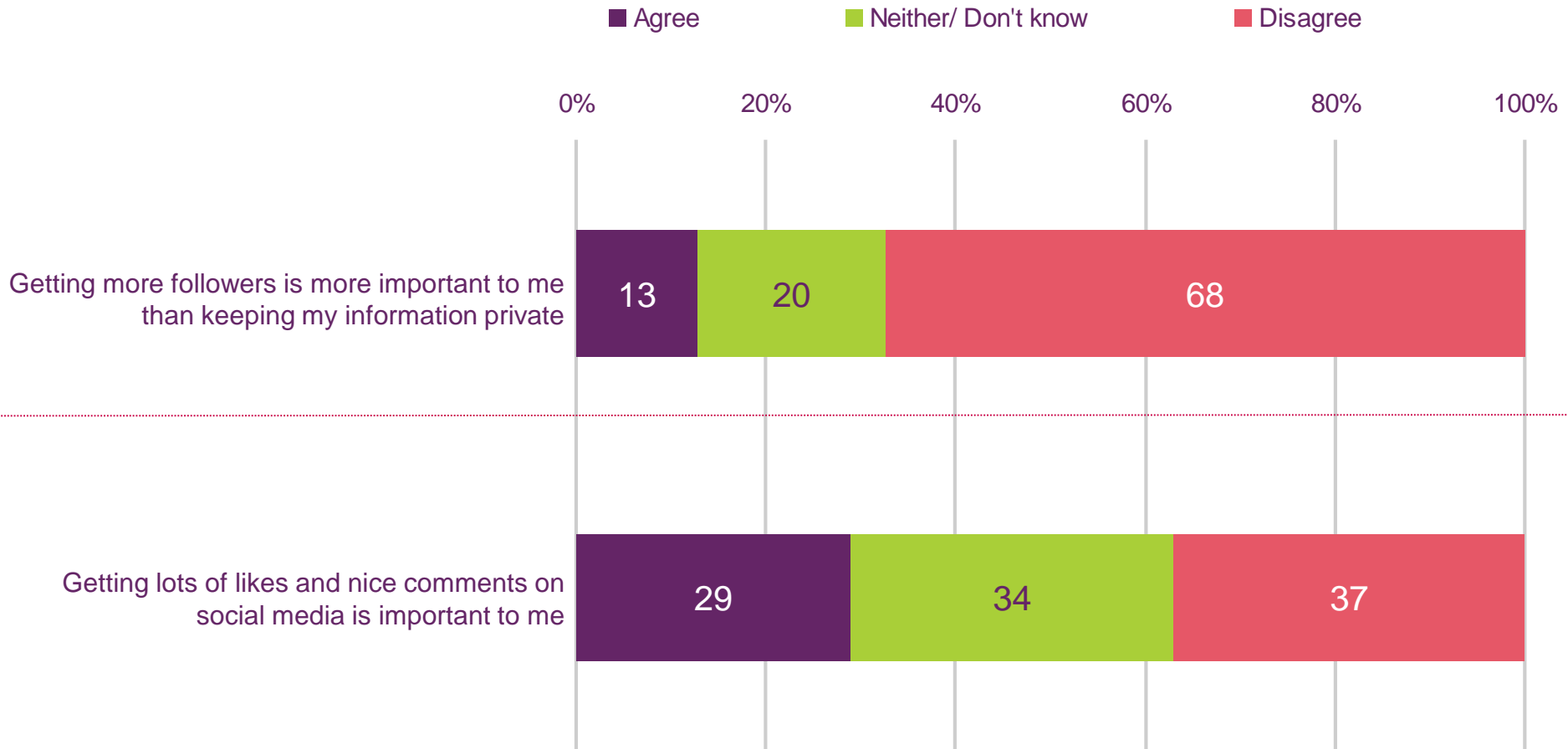
%



QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the numbers on the card if you have done this in the last year. (Prompted responses, multi coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (463 aged 12-15 in 2016) – Significance testing shows any difference between 2015 and 2016

Figure 75: Agreement with attitudinal statements about social media site/ apps among 12-15s: 2016



QC22A/ QC22B - I'm going to read out some things about social media sites and apps, for each one please say which of the options on the card applies to you.
Base: Children aged 12-15 with a social media profile (335)

Figure 76: Experience of 'safe' online measures among children aged 12-15: 2011, 2013, 2015 and 2016



Block messages from someone you don't want to hear from

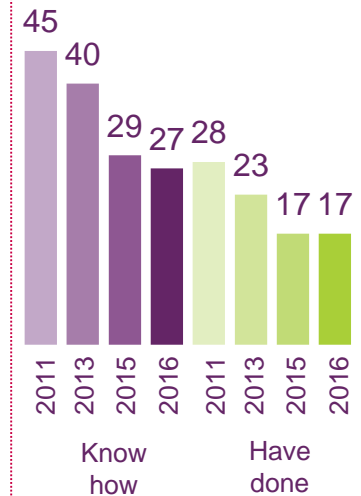
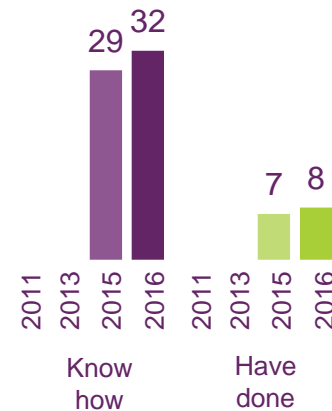
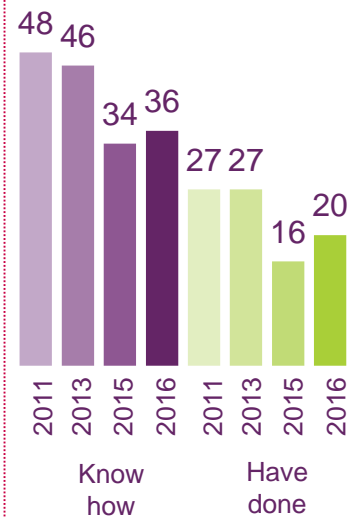
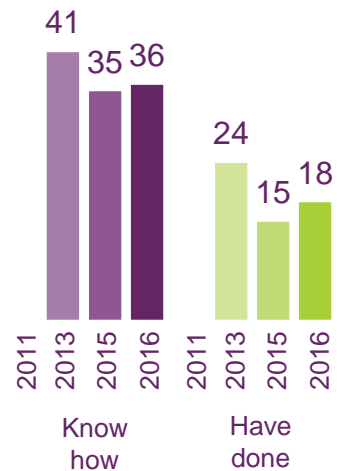
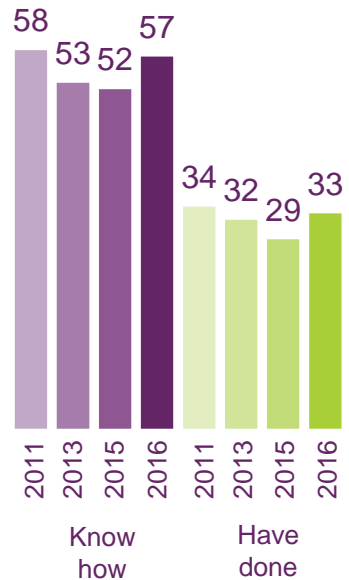
Change the settings so fewer people can view your social media profile

Block junk email or spam

Report something online that you found upsetting (added in 2014)

Block pop-up adverts

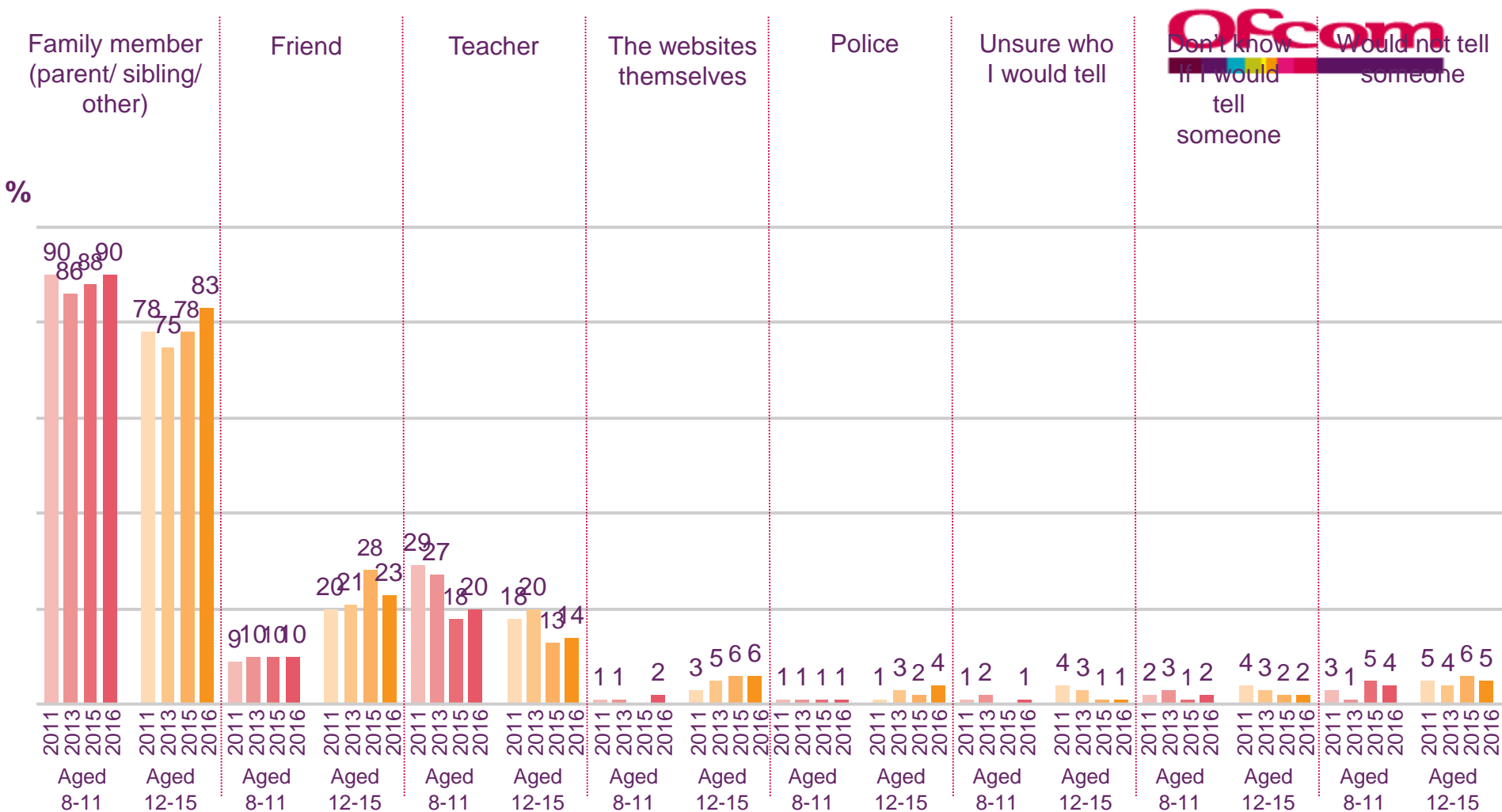
%



QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the numbers on the card if you have done this in the last year. (Prompted responses, multi coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (463 aged 12-15 in 2016) – Significance testing shows any difference between 2015 and 2016

Figure 77: Reporting online content considered by the child to be worrying or nasty, by age: 2011, 2013, 2015, 2016

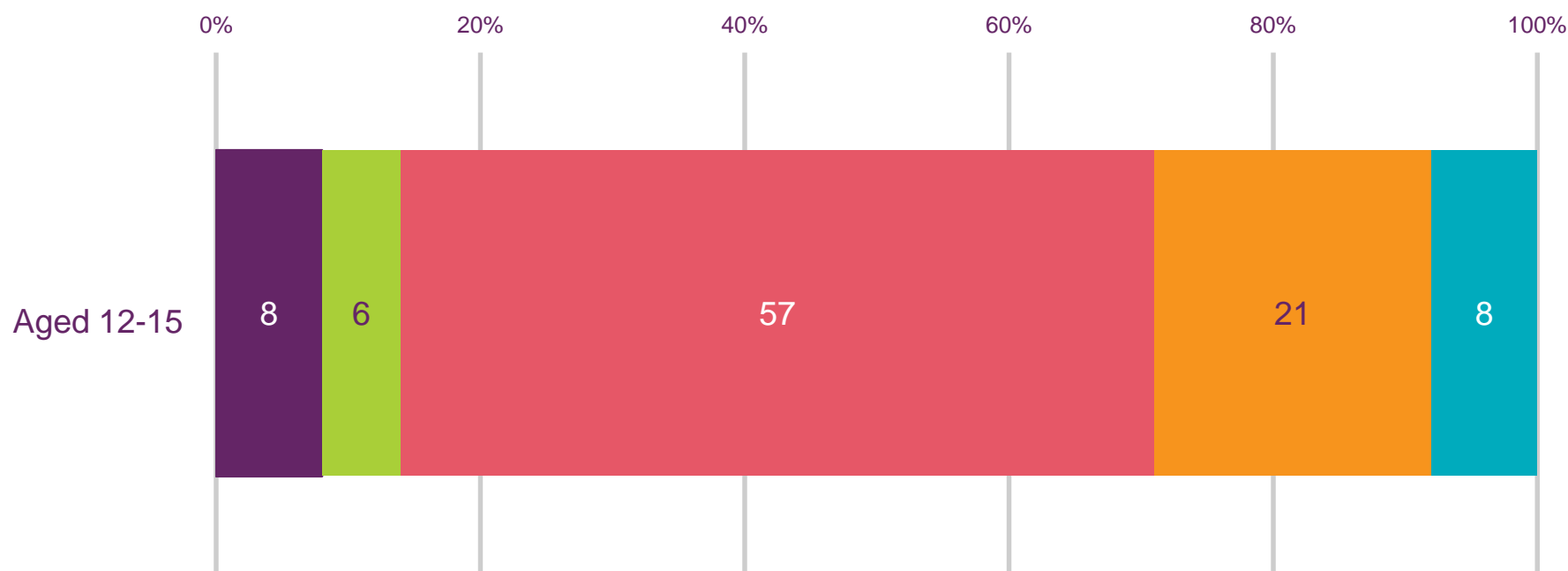


QC28 – When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like, would you tell someone about it? IF YES – Who would you tell? (Shows unprompted responses from > 1% of all internet users aged 8-15) (unprompted responses, multi-coded)
 Base: Children aged 8-15 who go online (445 aged 8-11, 4635 aged 12-15 in 2016) . Significance testing shows any difference between 2015 and 2016

Figure 78: Awareness and use of online reporting function for worrying or nasty online content, among 12-15s: 2016



- Ever reported something they have seen online that they considered was worrying or nasty
- Seen something worrying or nasty but not reported it
- Not seen anything worrying or nasty
- Not aware of online reporting function
- Don't know



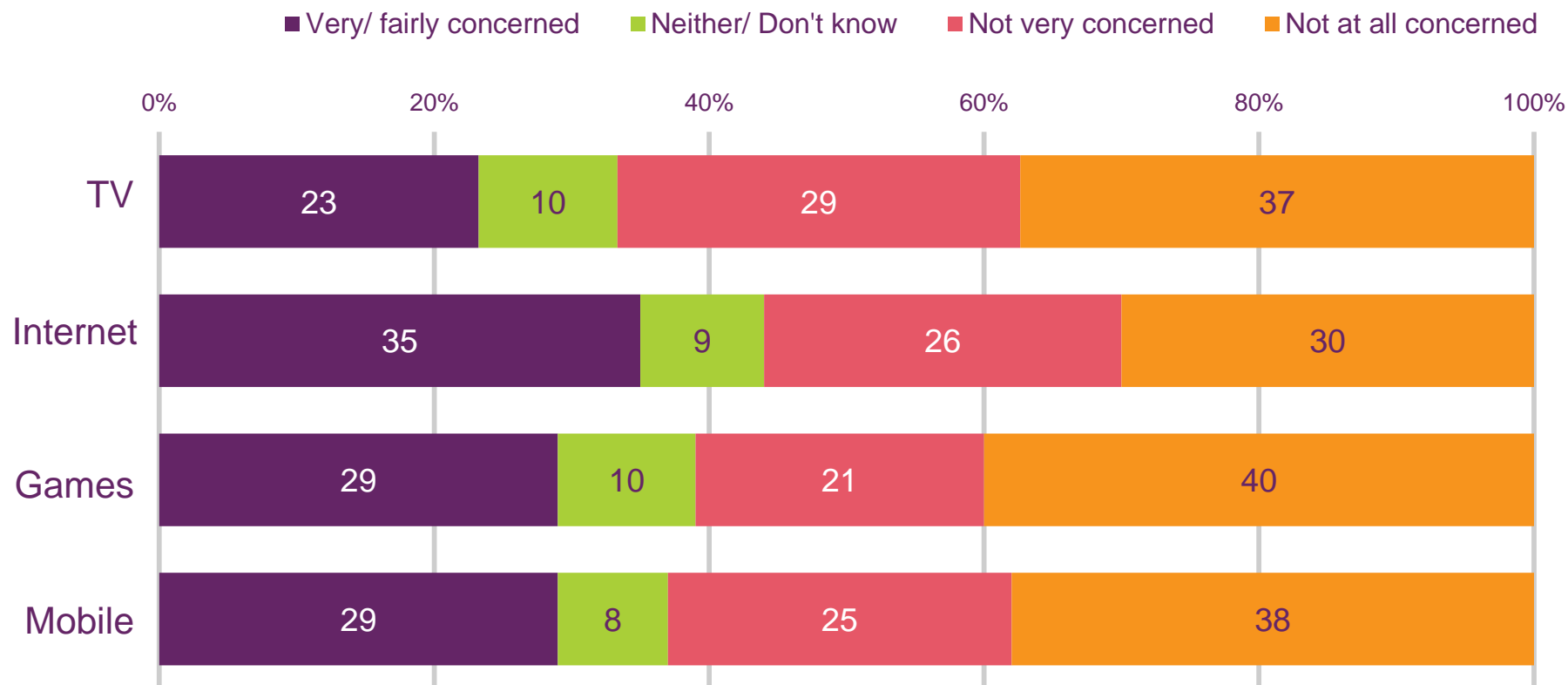
QC34 – Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content./ QC34A - Have you ever seen something on a website or app or online game that you thought was worrying or nasty that you could have reported in this way?/ QC34B And did you report it? (Unprompted responses, single coded)

Base: Children aged 12-15 who go online(463).

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Section 9 – Parents' attitudes and concerns

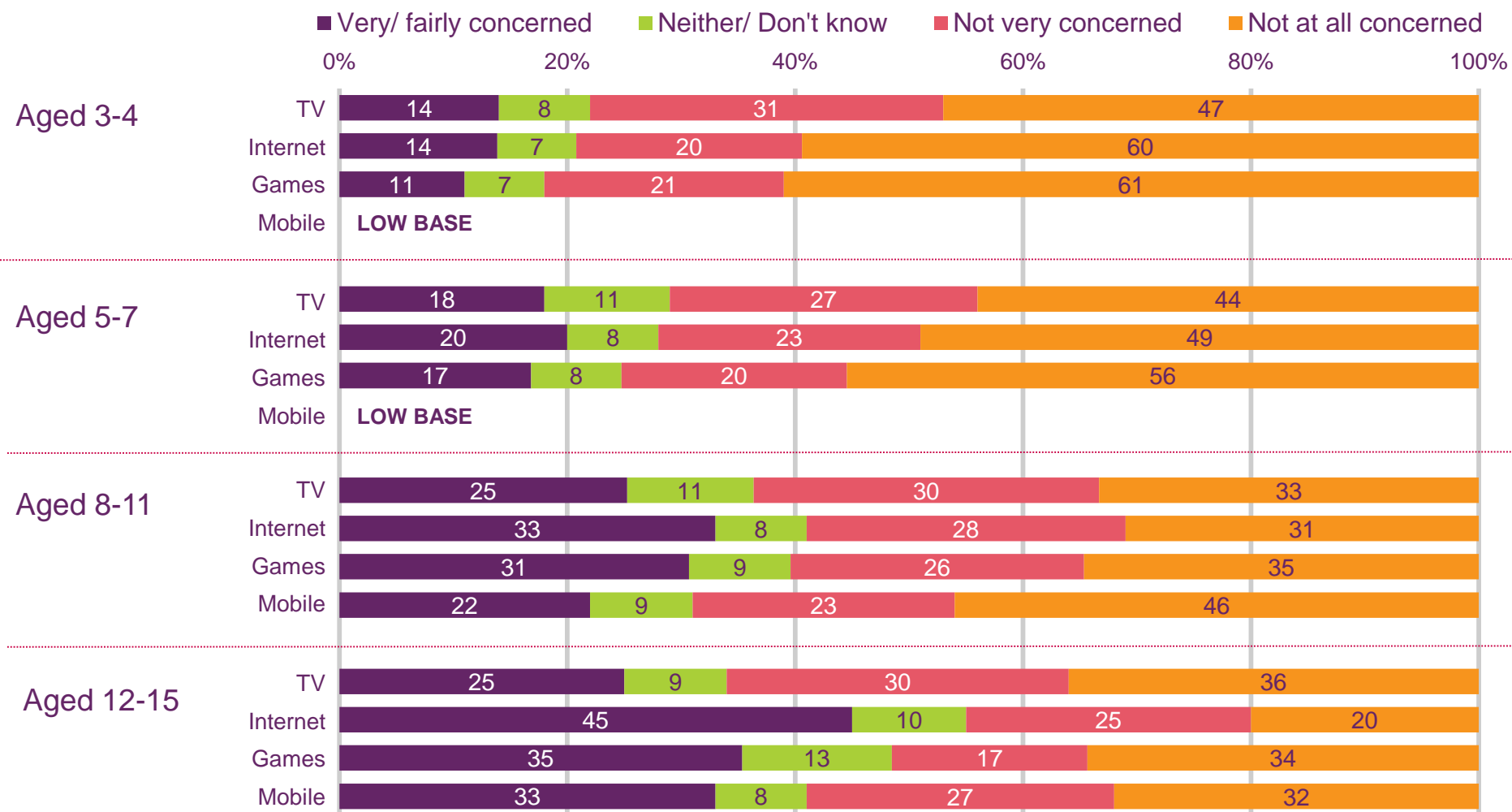
Figure 79: Concerns about time spent using media, among parents of 5-15s using each medium: 2016



QP19B/ 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 (1362 aged 5-15)/ Uses the internet (1168 aged 5-15)/ Plays games (1067 aged 5-15)/ With their own mobile phone (607 aged 5-15).

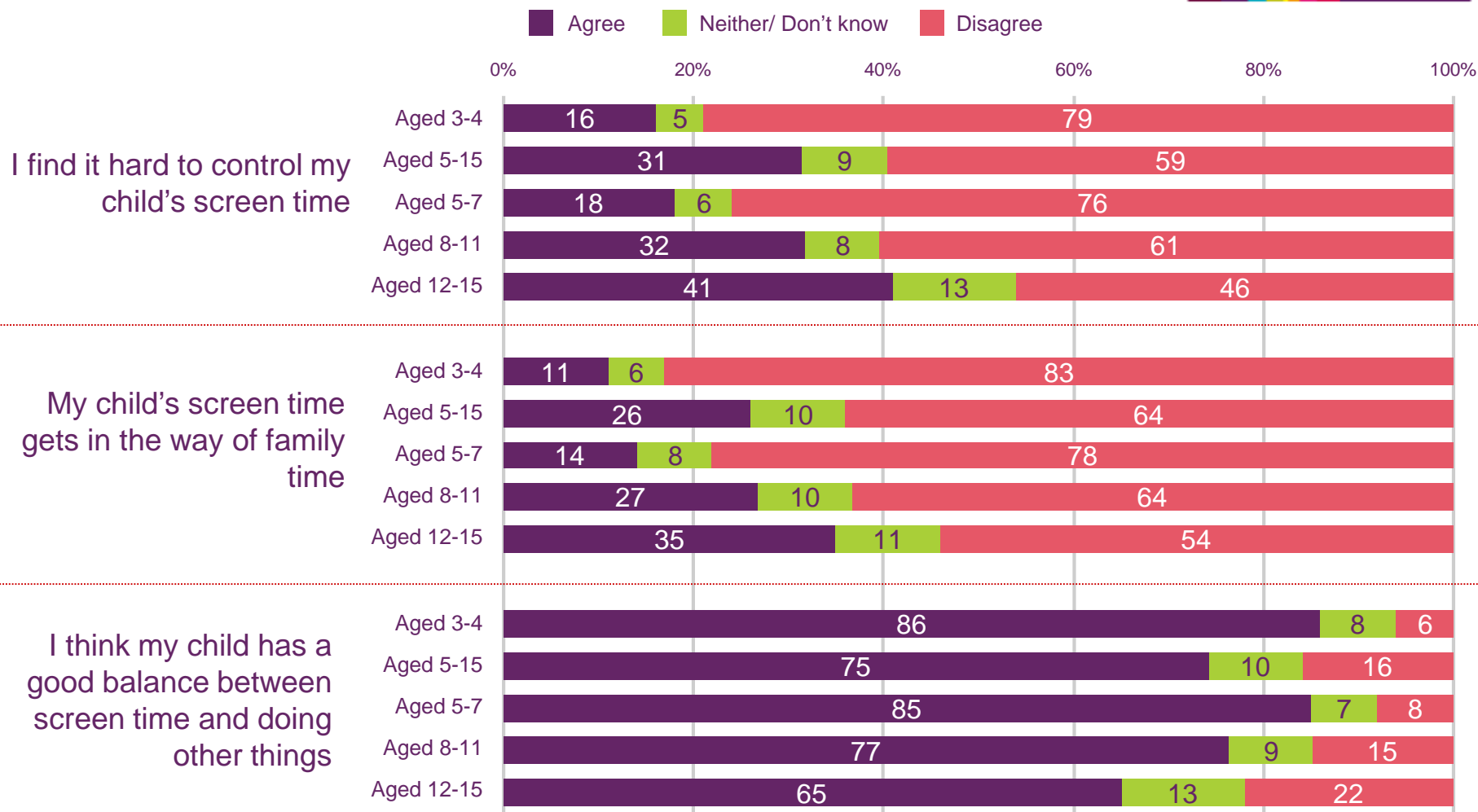
Figure 80: Concerns about time spent using media, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2016



QP19B/ 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 (670 aged 3-4, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15)/ Goes online (272 aged 3-4, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15)/ Plays games (296 aged 3-4, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15)/ With their own mobile phone (191 aged 8-11, 401 aged 12-15).

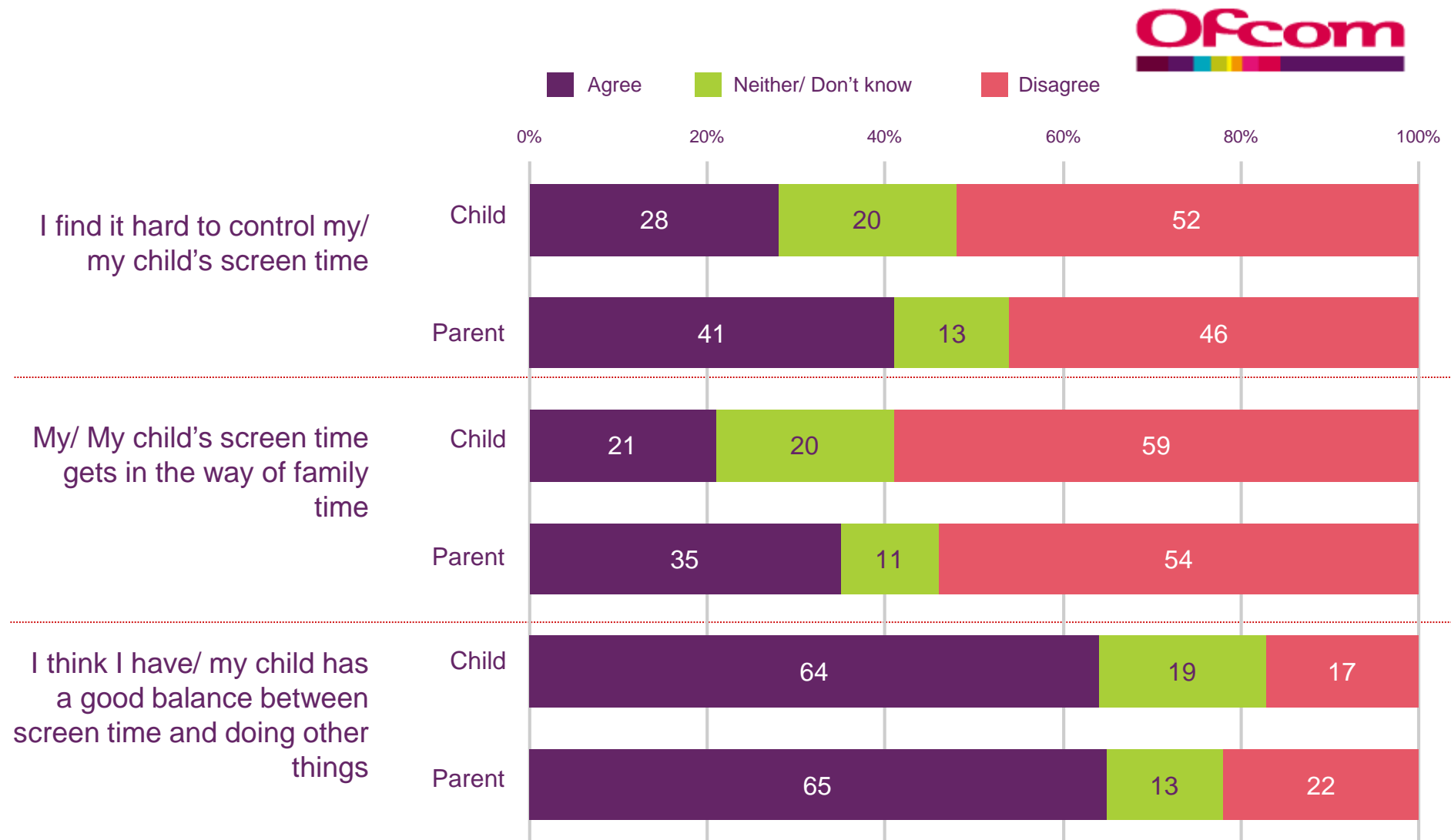
Figure 81: Agreement with attitudinal statements about child's screen time, by age: 2016



QP75A/B/C – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends 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 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)

Figure 82: Agreement with attitudinal statements about screen time for children aged 12-15, child and parent response: 2016



QP75A/B/C/QC51B/C/D – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends/ you spend looking at screens on all the different devices they / you may use, including TV, mobile phones, laptops, tablets and gaming devices.

Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)

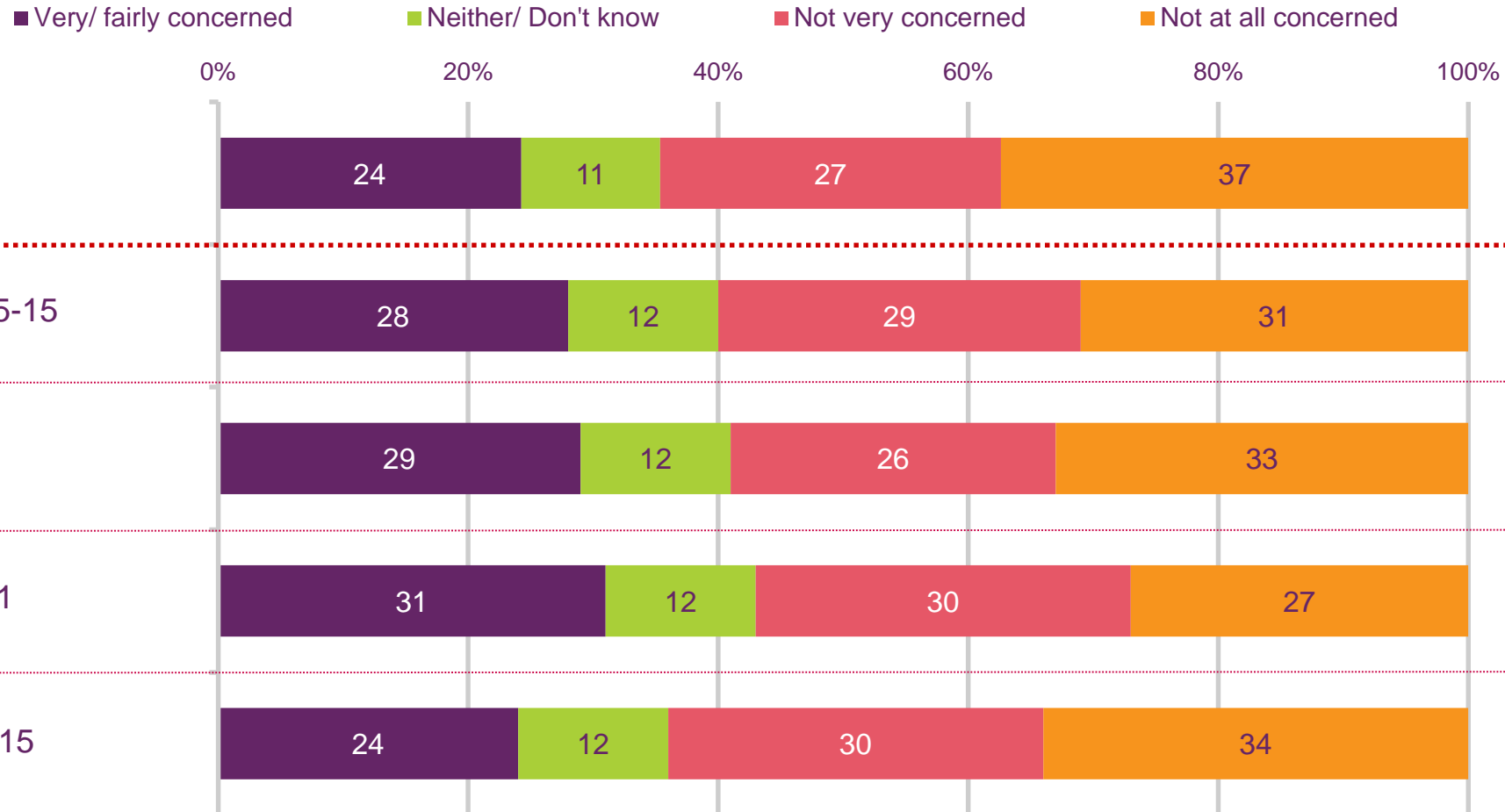
Figure 83: Parents' concerns about the amount of TV advertising seen by their child: 2016



QP19C – 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 (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016)

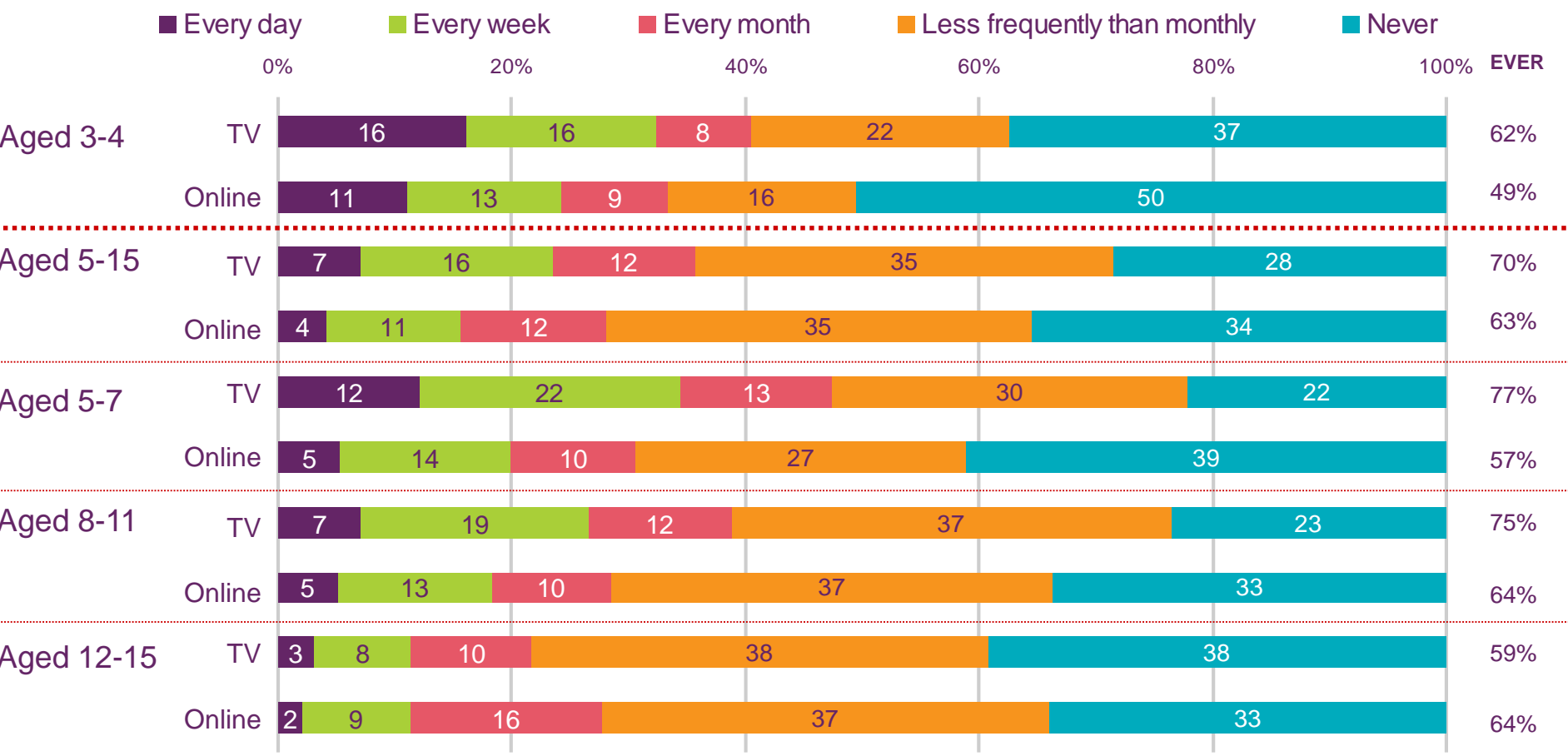
Figure 84: Parents' concerns about the content of the TV advertising seen by their child: 2016



QP19D – 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)

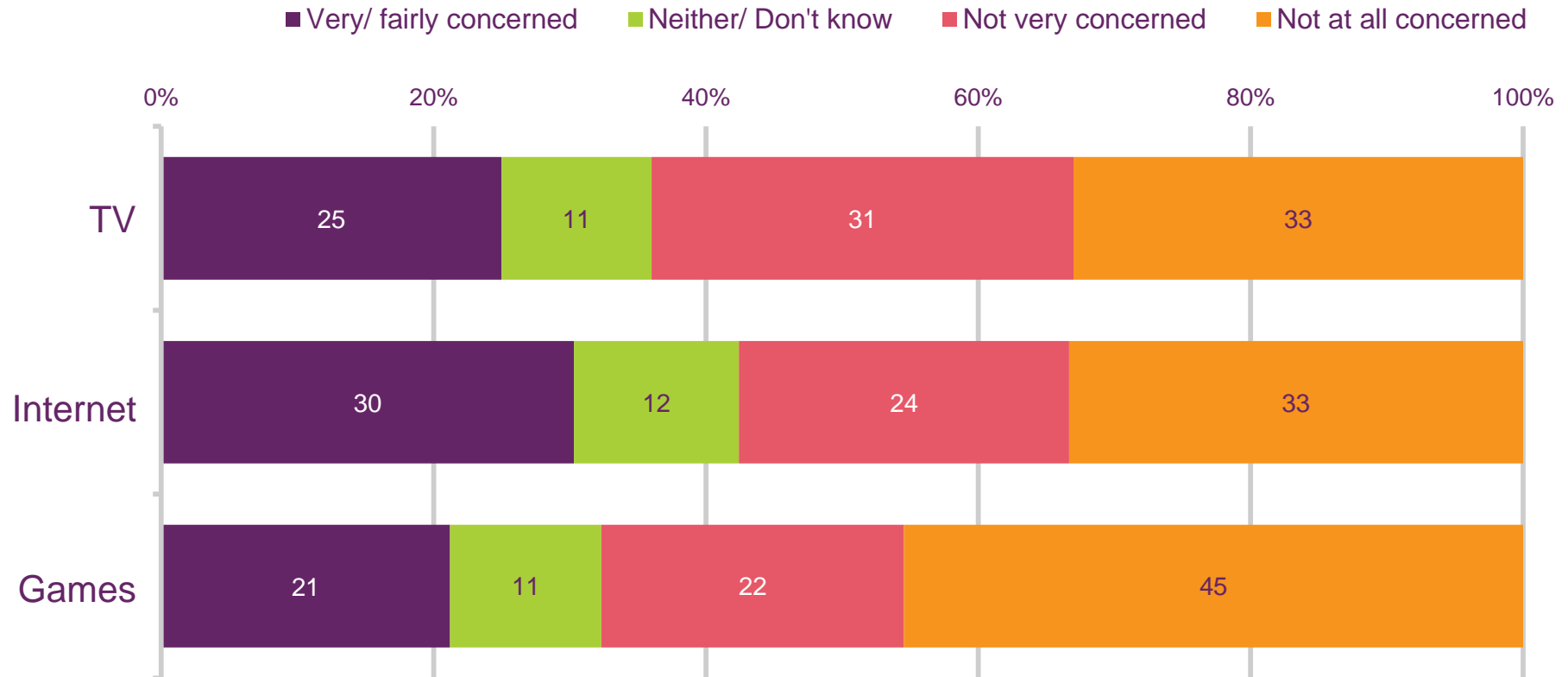
Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016)

Figure 85: Frequency with which parents whose child watches TV or goes online have been asked to buy something due to television or online advertising, by age: 2016



QP22/ QP51K – In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV/ online (prompted responses, single coded)
 Base: Parents whose child watches television on any type of device aged 3-4 (670) or 5-15 (1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15)/ Parents whose child ever goes online aged 3-4 (272) or 5-15 (1172 aged 5-15, 264 aged 5-7, 445 aged 8-11, 463 aged 12-15).

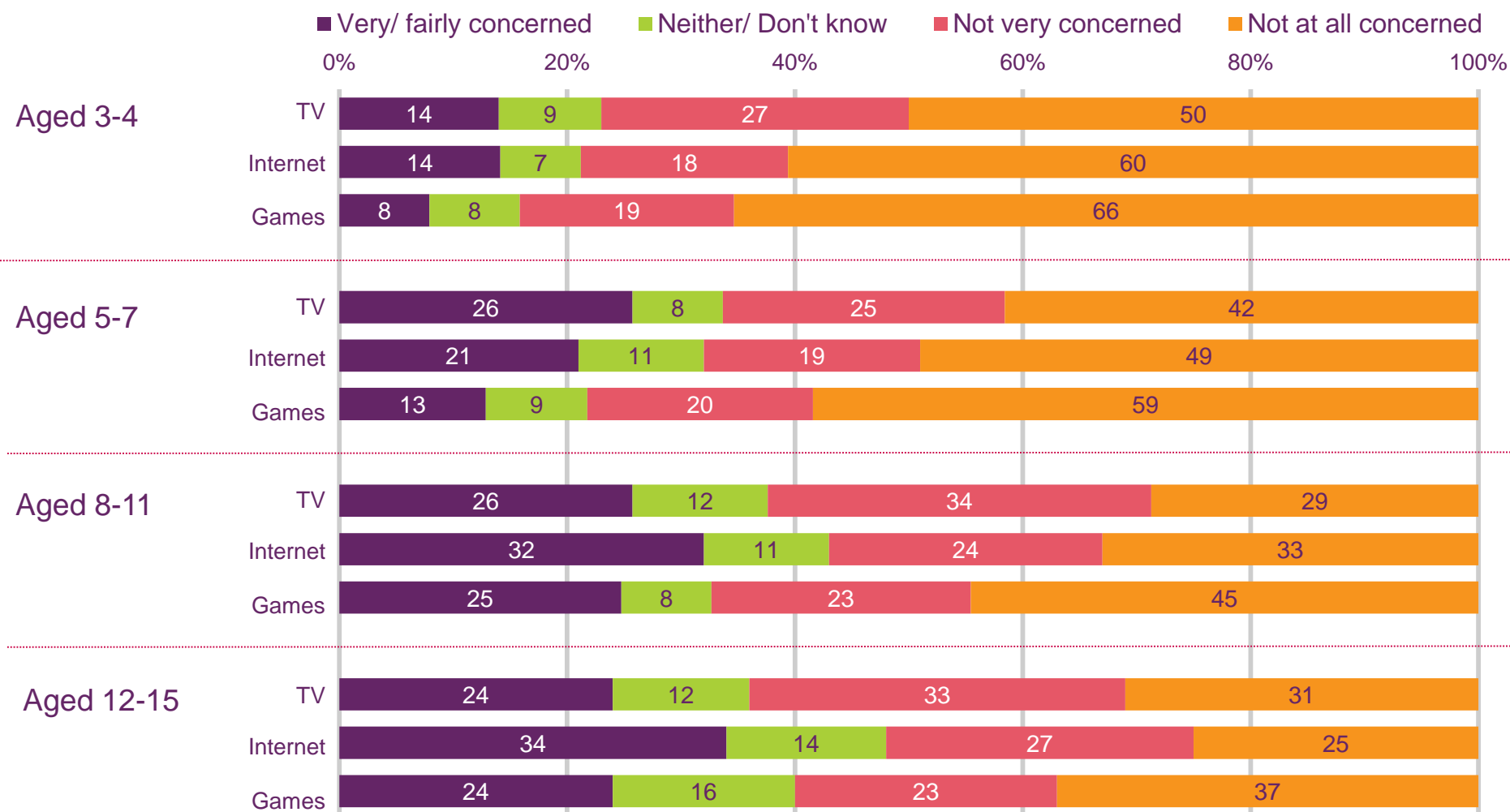
Figure 86: Concerns about media content, among parents of 5-15s using each medium: 2016



QP19A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing (prompted responses, single coded)

Base: Parents of children whose child watches TV (1362 aged 5-15)/ Uses the internet (1168 aged 5-15)/ Plays games (1067 aged 5-15).

Figure 87: Concerns about media content, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2016



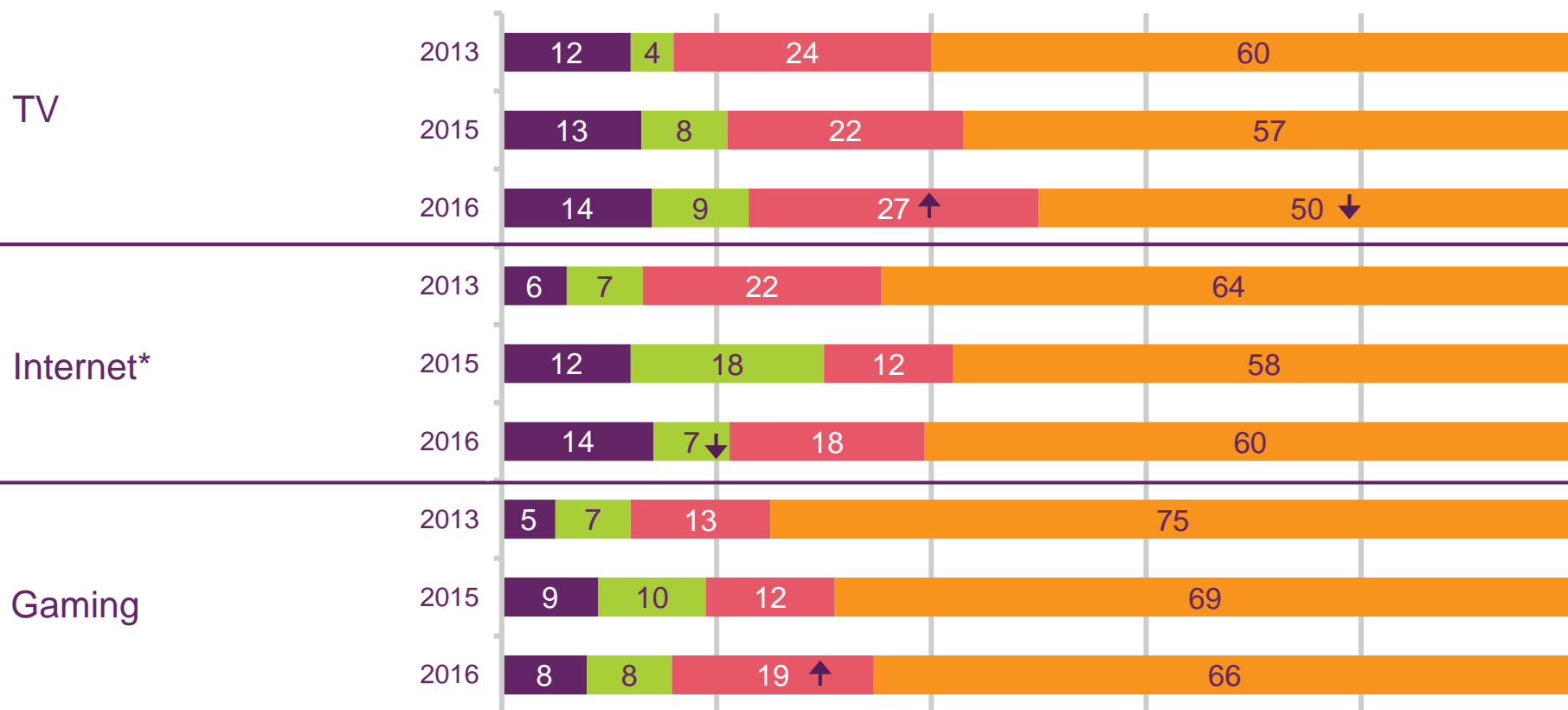
QP19A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing?(prompted responses, single coded)

Base: Parents of children whose child watches TV (670 aged 3-4, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15)/ Goes online (272 aged 3-4, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15)/ Plays games (296 aged 3-4, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15)

Figure 88: Parental concerns about media content, among parents of 3-4s using each media type at home (2013) or elsewhere (2015, 2016)

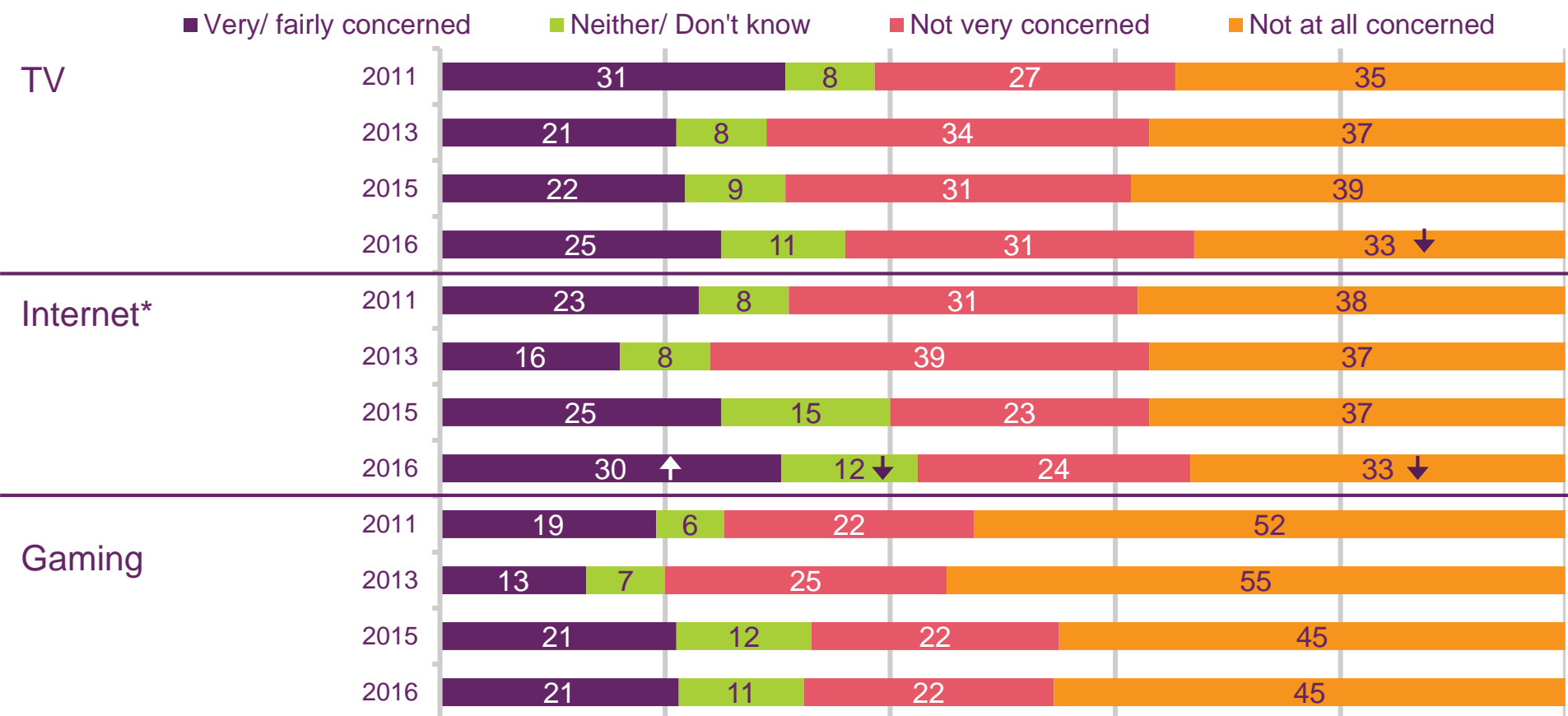


■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned



QP19A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing? (prompted responses, single coded) . * In 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. In 2013 it did not refer to apps, just websites. Base: Parents of users of each media aged 3-4 (VARIABLE BASE) – significance testing shows any change between 2015 and 2016.

Figure 89: Concerns about television, online or mobile phone content, among parents of 5-15s using each media type at home (2011, 2013) at home or elsewhere (2015, 2016)

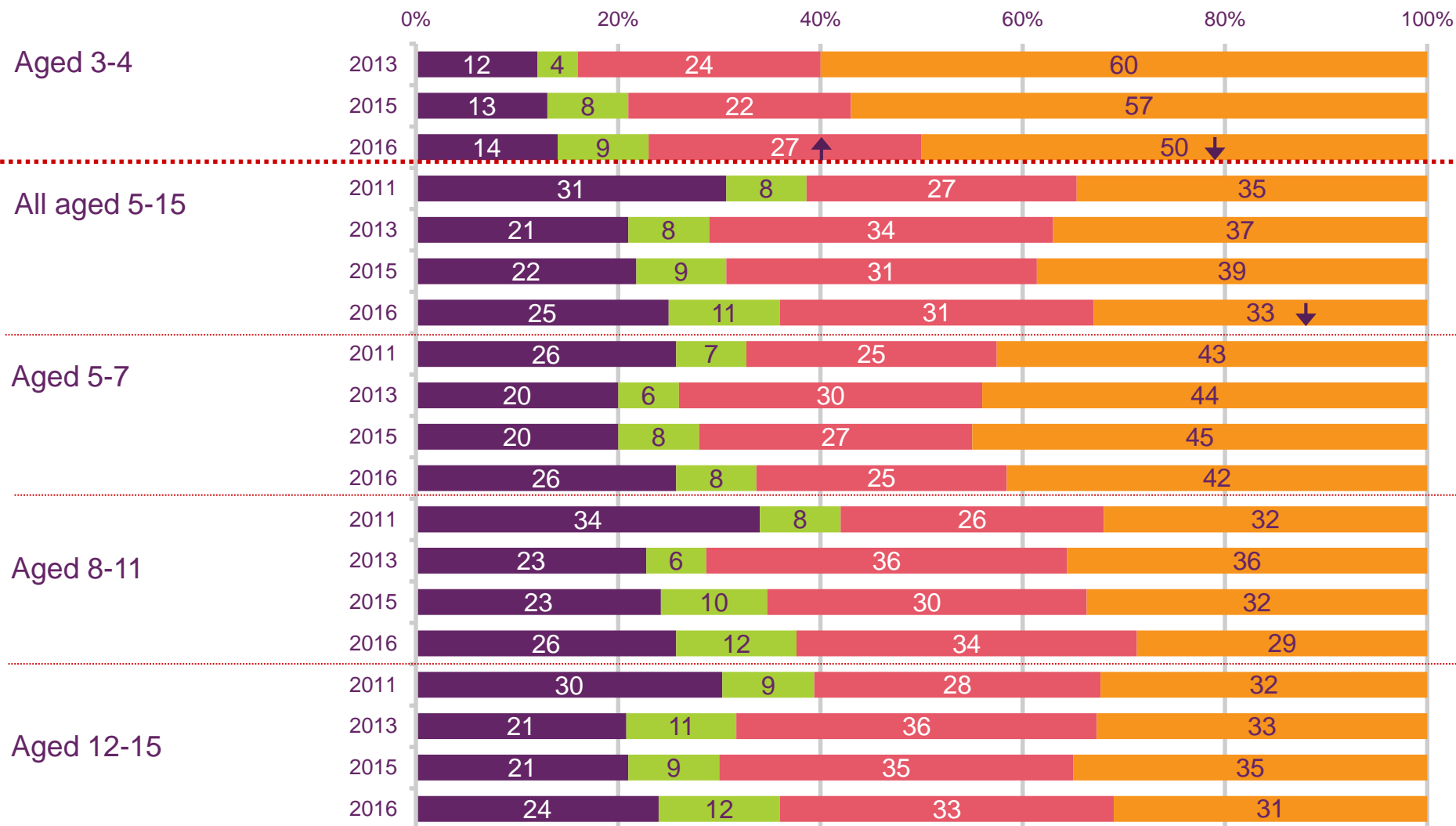


QP19A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing? (prompted responses, single coded) . * In 2015 the question for the internet asked about 'The content on the websites or apps that they visit'. Prior to this it did not refer to apps, just websites

Base: Parents of users of each media aged 5-15 (VARIABLE BASE) – significance testing shows any change between 2015 and 2016

Figure 90: Parental concerns about television content watched at home (2011, 2013) at home or elsewhere (2015, 2016) by age of child

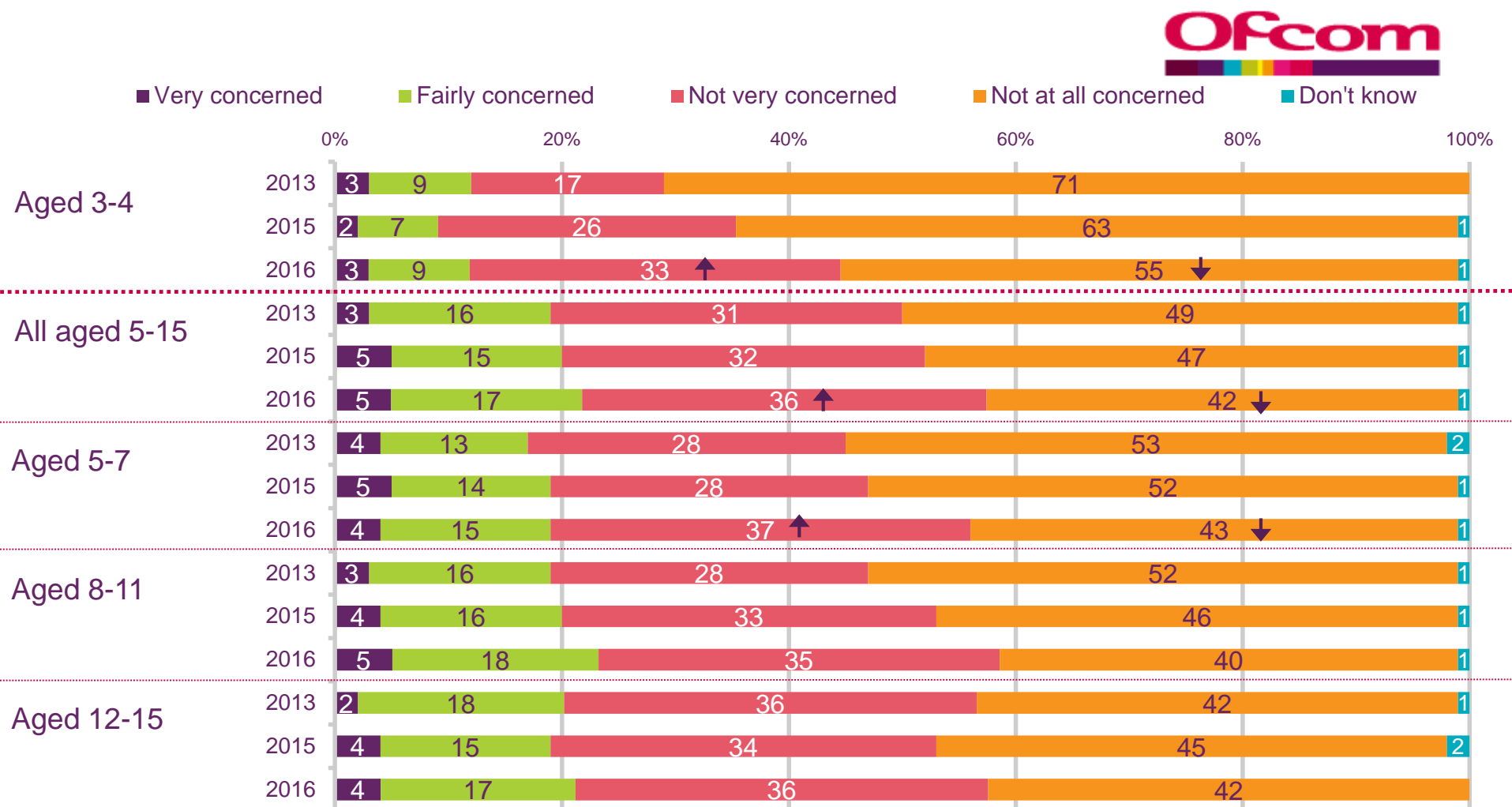
■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned



QP19A – 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 (670 aged 3-4, 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

Figure 91: Parental concerns about pre-watershed television content: 2013, 2015, 2016



QP20 – I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (prompted responses, single coded)

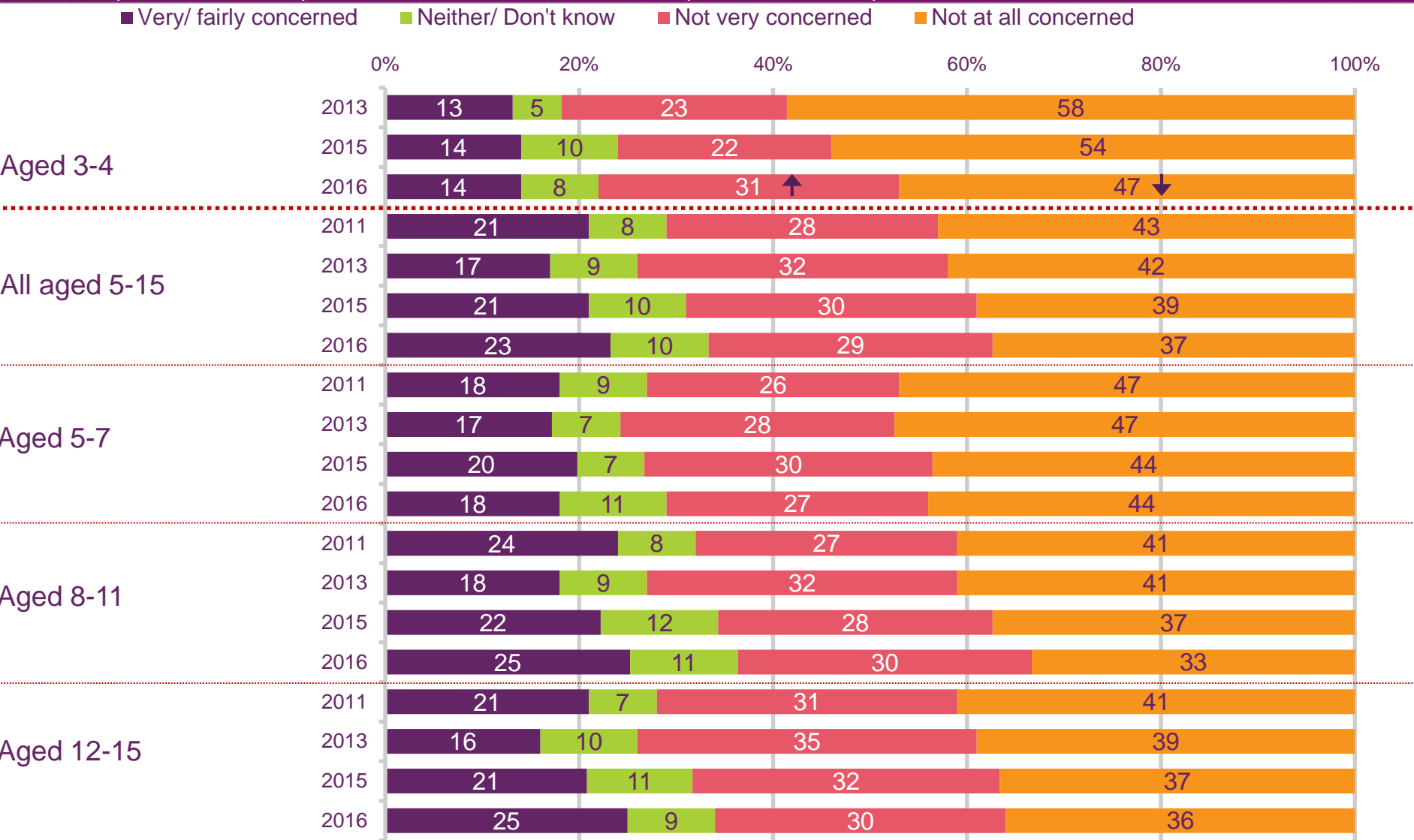
Base: Parents of children whose child watches TV (670 aged 3-4, 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

Figure 92: Types of concern about pre-watershed television content, by age: 2016

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	12%	22%	20%	23%	21%
Offensive language	6%	12% ↑	11%	13%	11%
Sex/ sexually explicit content	5%	11% ↑	8%	11%	13%
Unsuitable content for younger people/ children	6%	10%	10%	11%	10%
Violence (in general)	5%	9%	7%	11%	10%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc.)	5%	9%	8%	10%	9%
Unsuitable content aired pre-watershed	4%	8% ↑	5%	10% ↑	8%
Nakedness/ naked bodies/ naked body parts	4% ↑	8% ↑	6%	8% ↑	9%
Portrayal of anti-social behaviour	2%	6% ↑	4%	6%	8%
Glamorisation of certain lifestyles	3% ↑	6% ↑	4%	6%	7%
Makes me feel embarrassed/ don't feel comfortable watching with children	2% ↑	5% ↑	3%	5% ↑	7% ↑
Makes me feel embarrassed/ don't feel comfortable watching with other adults	3% ↑	4% ↑	4%	4%	5% ↑
Negative portrayal of or objectification of women	2% ↑	3%	3% ↑	3%	4%
Discriminatory treatment/ portrayal of people	2%	3%	3%	2%	4%
Lack of respect towards adults	2%	3%	2%	3%	3%
Invasion of privacy/ not respecting people's privacy	1%	2%	2%	2%	2%

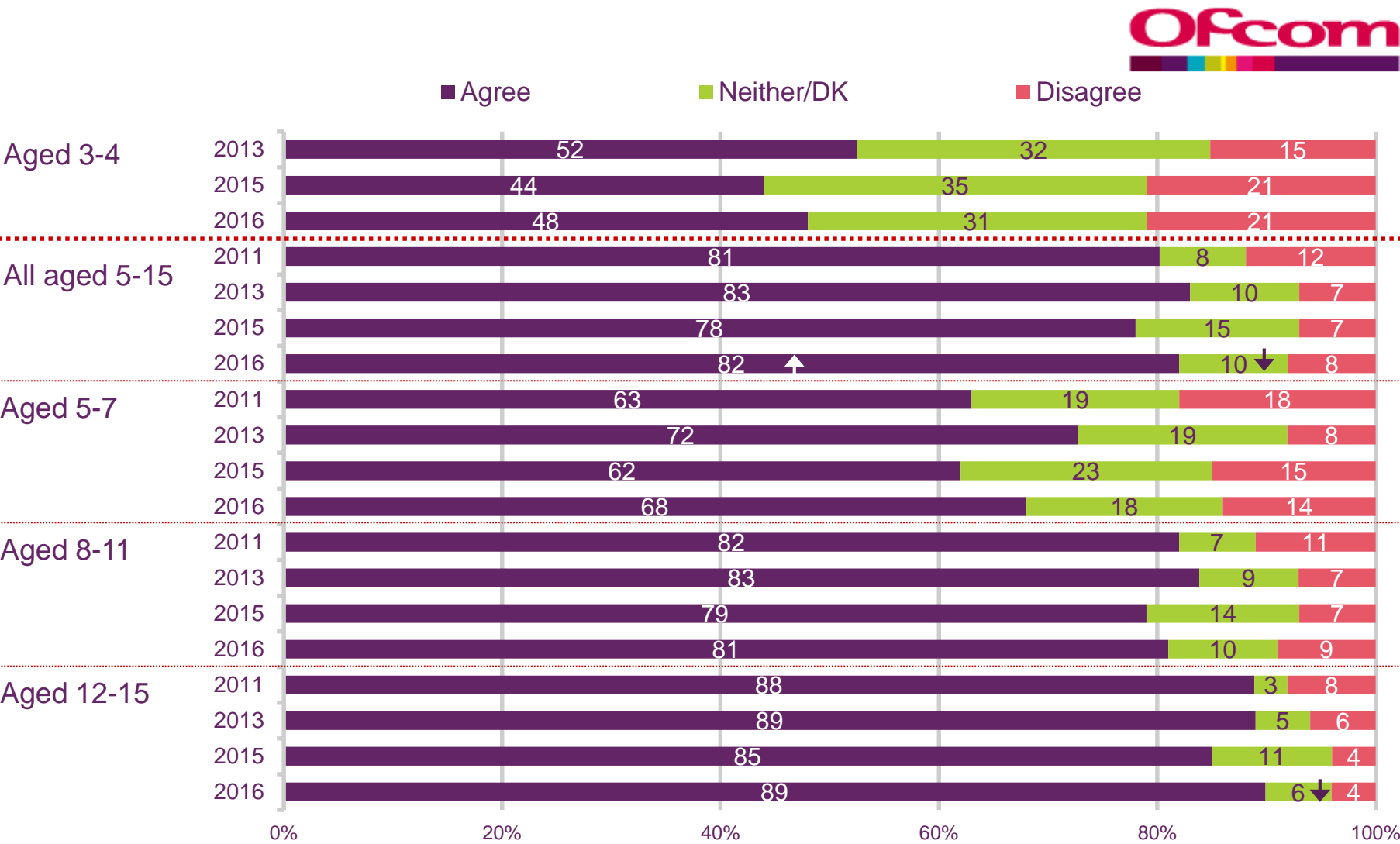
QP21 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months?(Unprompted responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV . Showing responses of >1% of parents of 5-15s. Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

Figure 93: Parental concerns about the time their child spends watching television at home (2011, 2013) at home or elsewhere (2015, 2016)



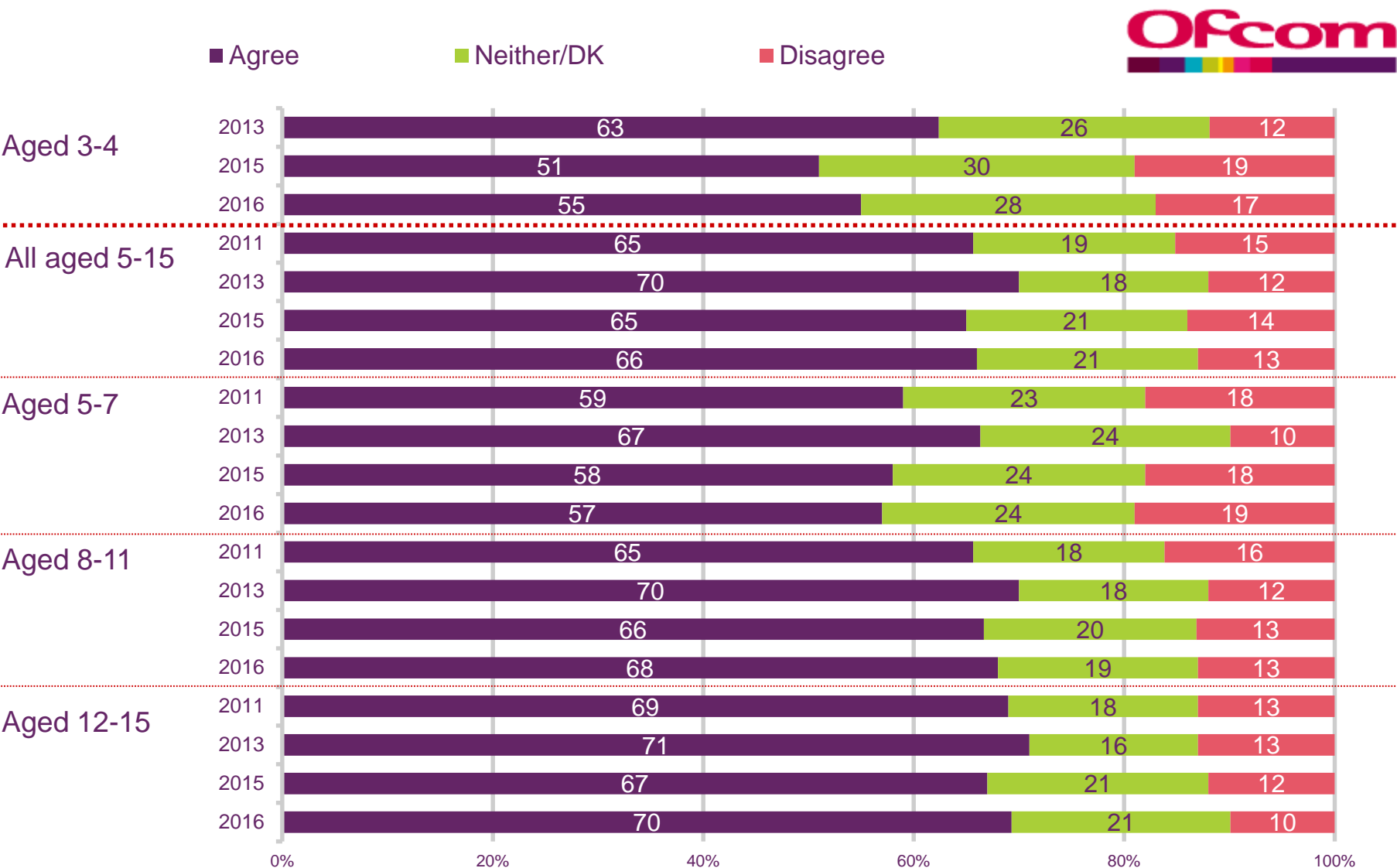
QP19B – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing – How much time they spend watching TV (prompted responses, single coded) NB prior to 2012 this was asked of those who watched TV content on a TV set as opposed to TV content on any type of device
Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

Figure 94: Parental agreement with “I trust my child to use the internet safely”, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP48B – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

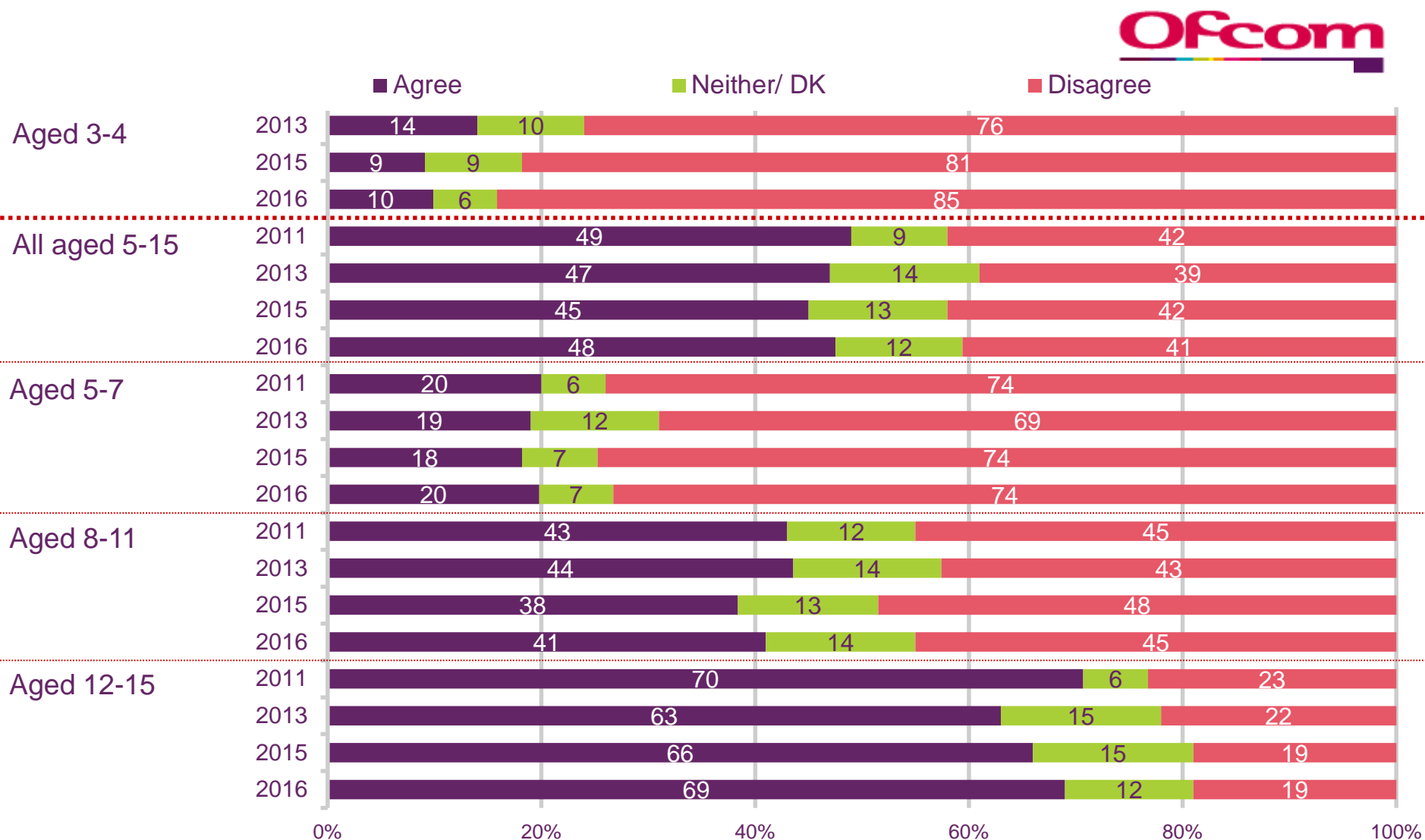
Figure 95: Parental agreement with “The benefits of the internet for my child outweigh any risks”, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



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

Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

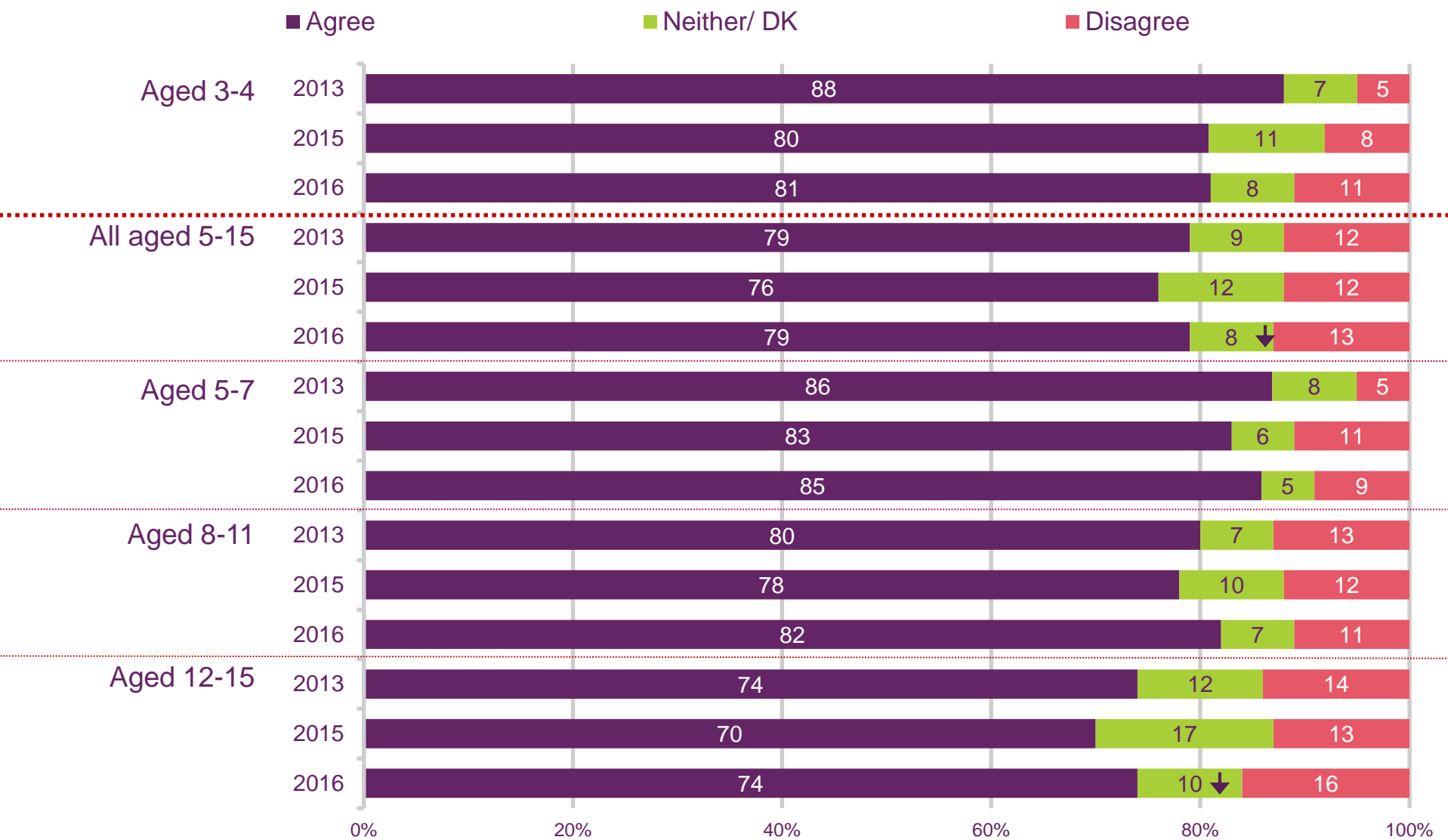
Figure 96: Parental agreement with “My child knows more about the internet than I do” among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP48C – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)

Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 97: Parental agreement with “I feel I know enough to help my child to manage online risks*” among those whose child goes online at home (2013), at home or elsewhere (2015, 2016), by age



QP48E –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)

*In 2013, this question referred to ‘I feel I know enough to help my child to stay safe when they are online’

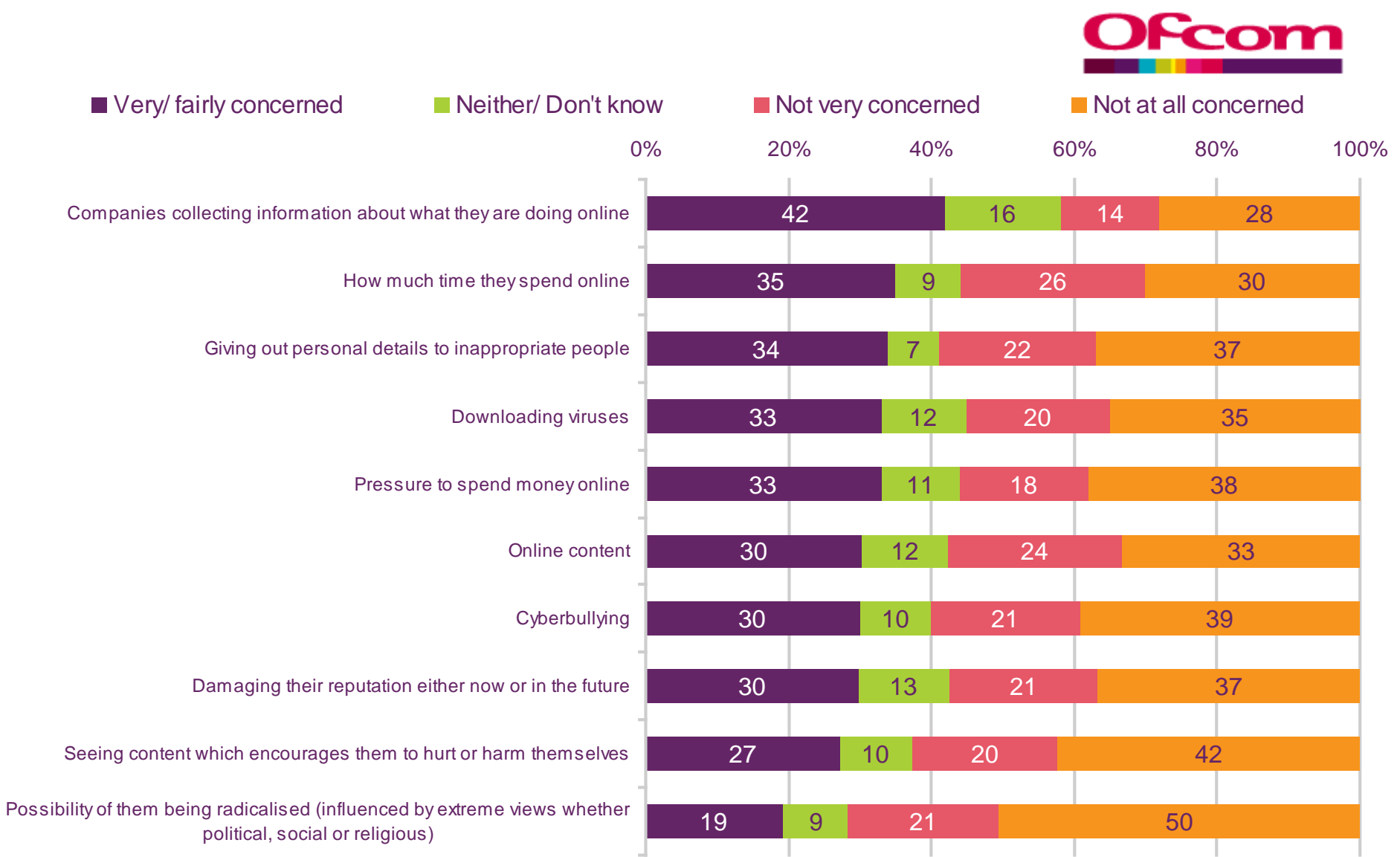
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 98: Parental agreement with “My child shows me new things online and I learn from them” among those whose child goes online at home or elsewhere, by age: 2015 and 2016



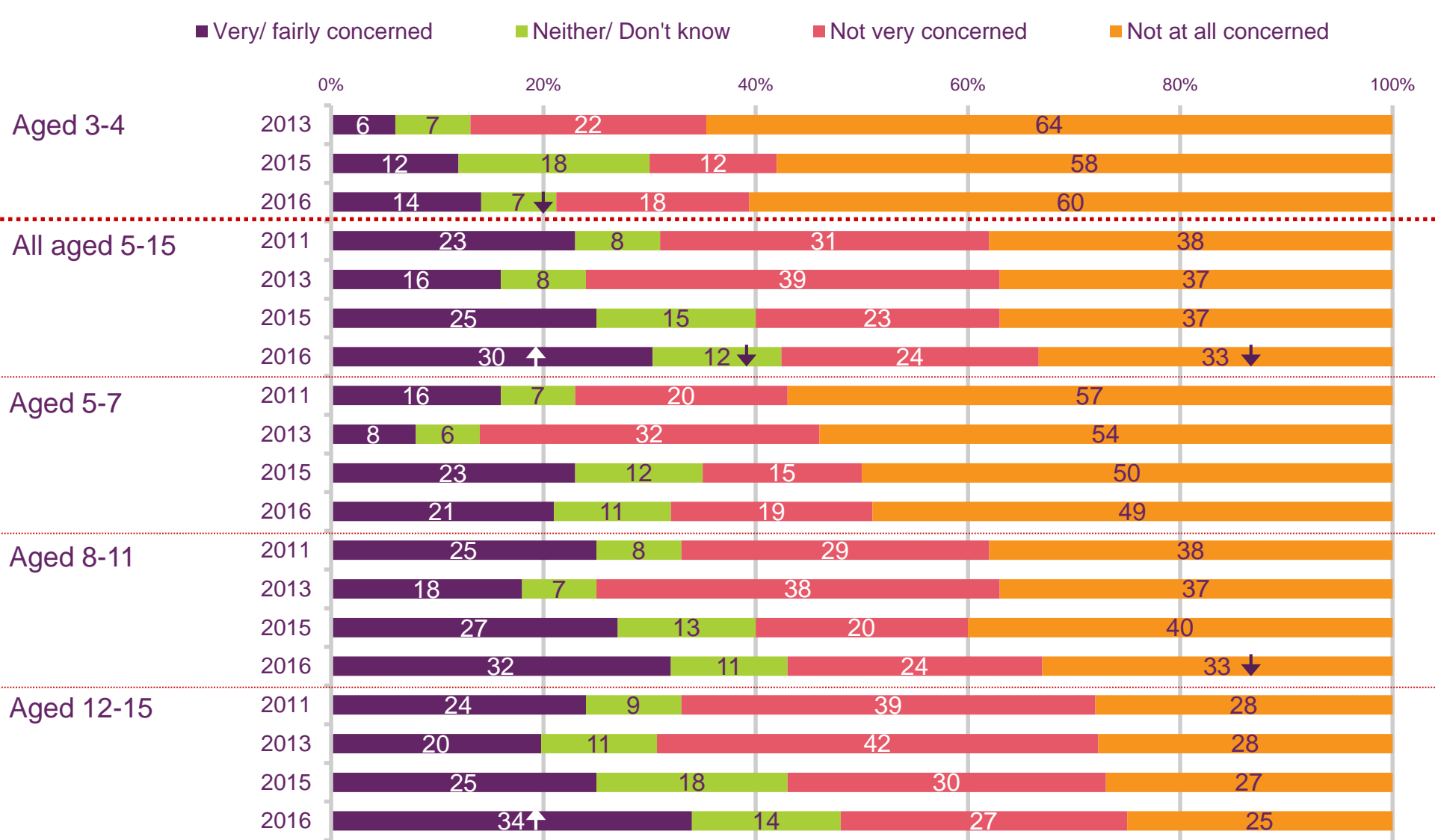
QP48D – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 99: Parental concerns about aspects of their child’s internet use, 5-15s: 2016



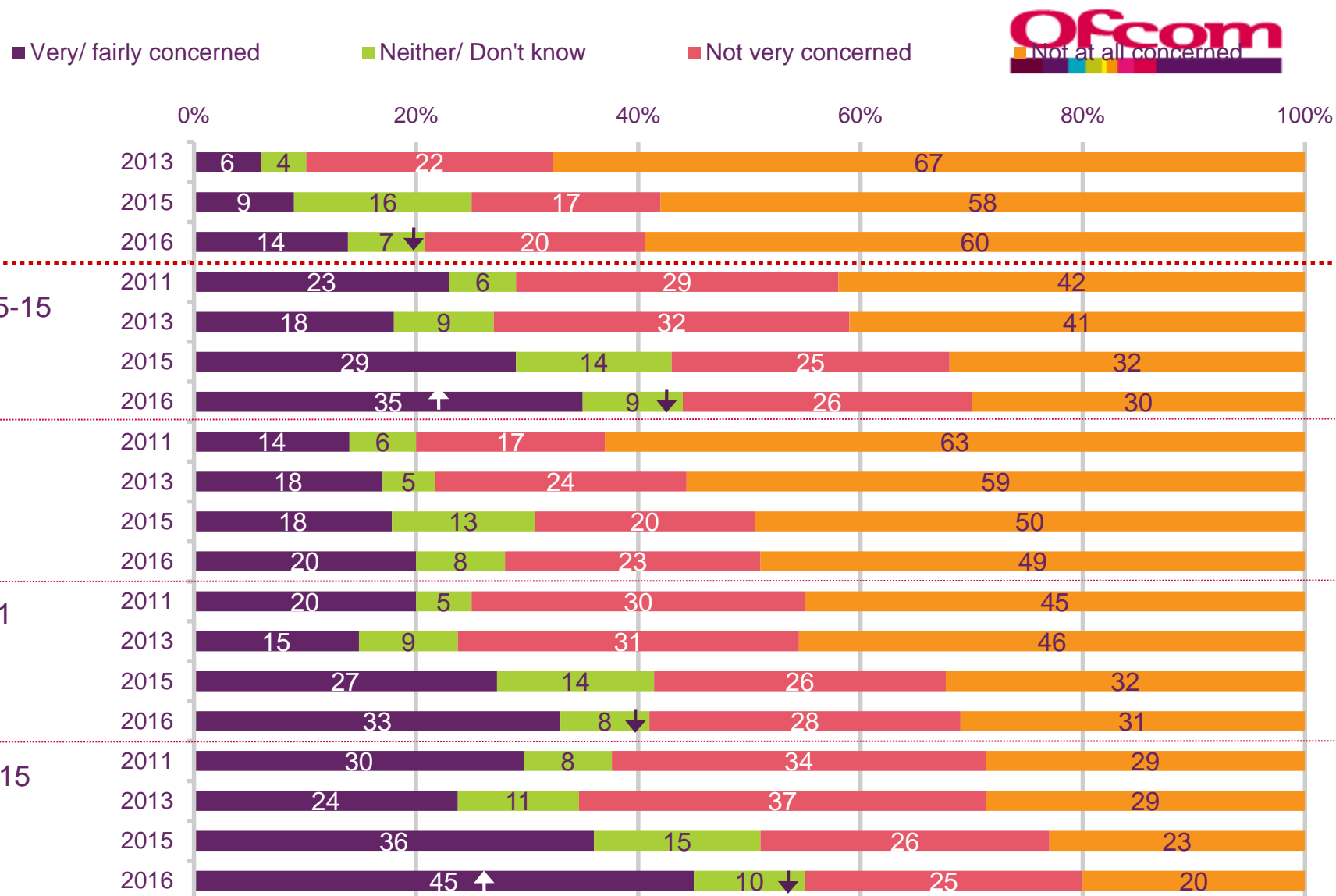
QP51A- J – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded)
Base: Parents of children who go online (1168 aged 5-15 in 2016)

Figure 100: Parental concerns about online content among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



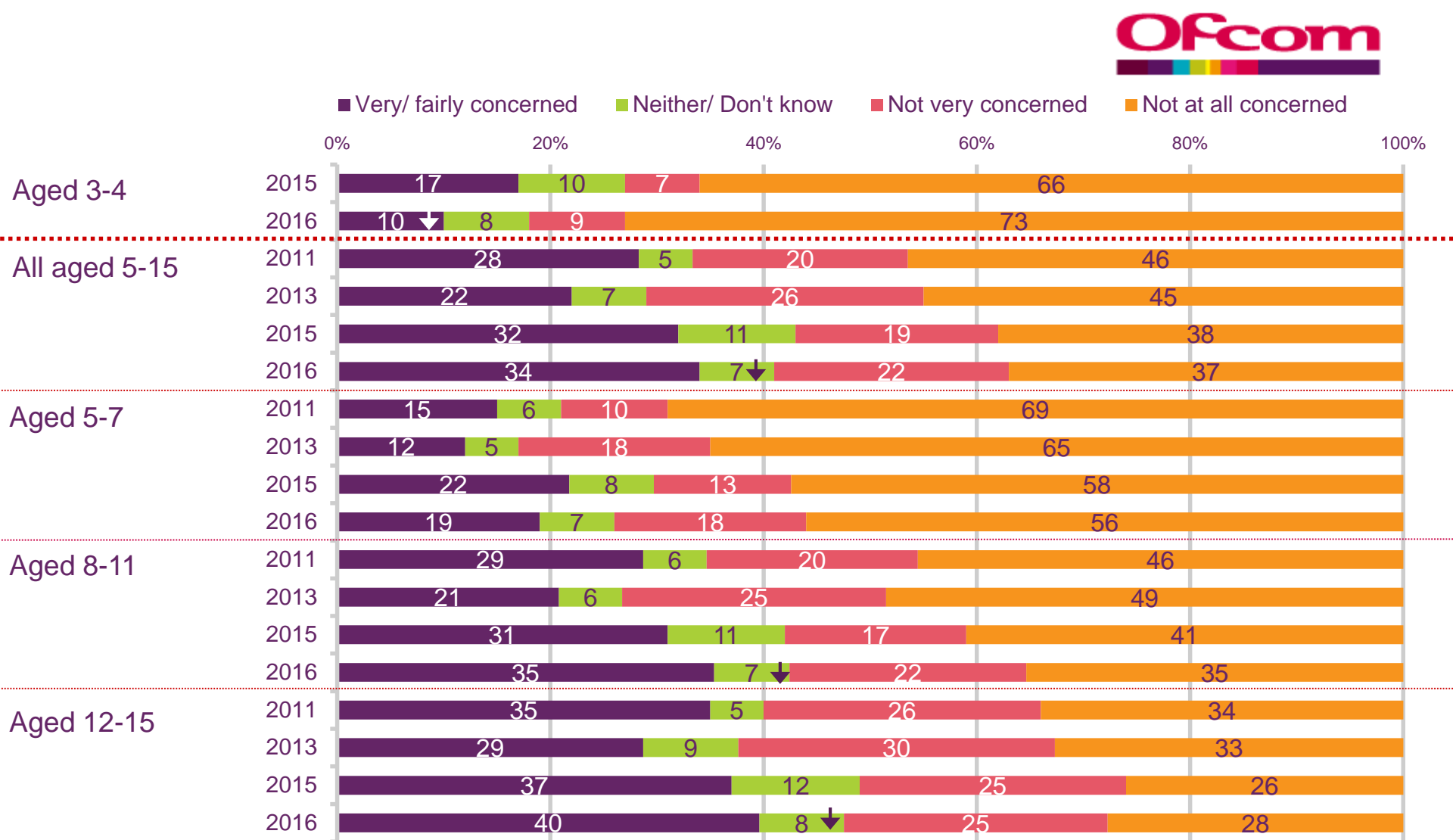
QP51A – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The content on the websites or apps* that they visit (prompted responses, single coded) . Apps was added in 2015
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 101: Parental concerns about how much time their child spends online, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



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 (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

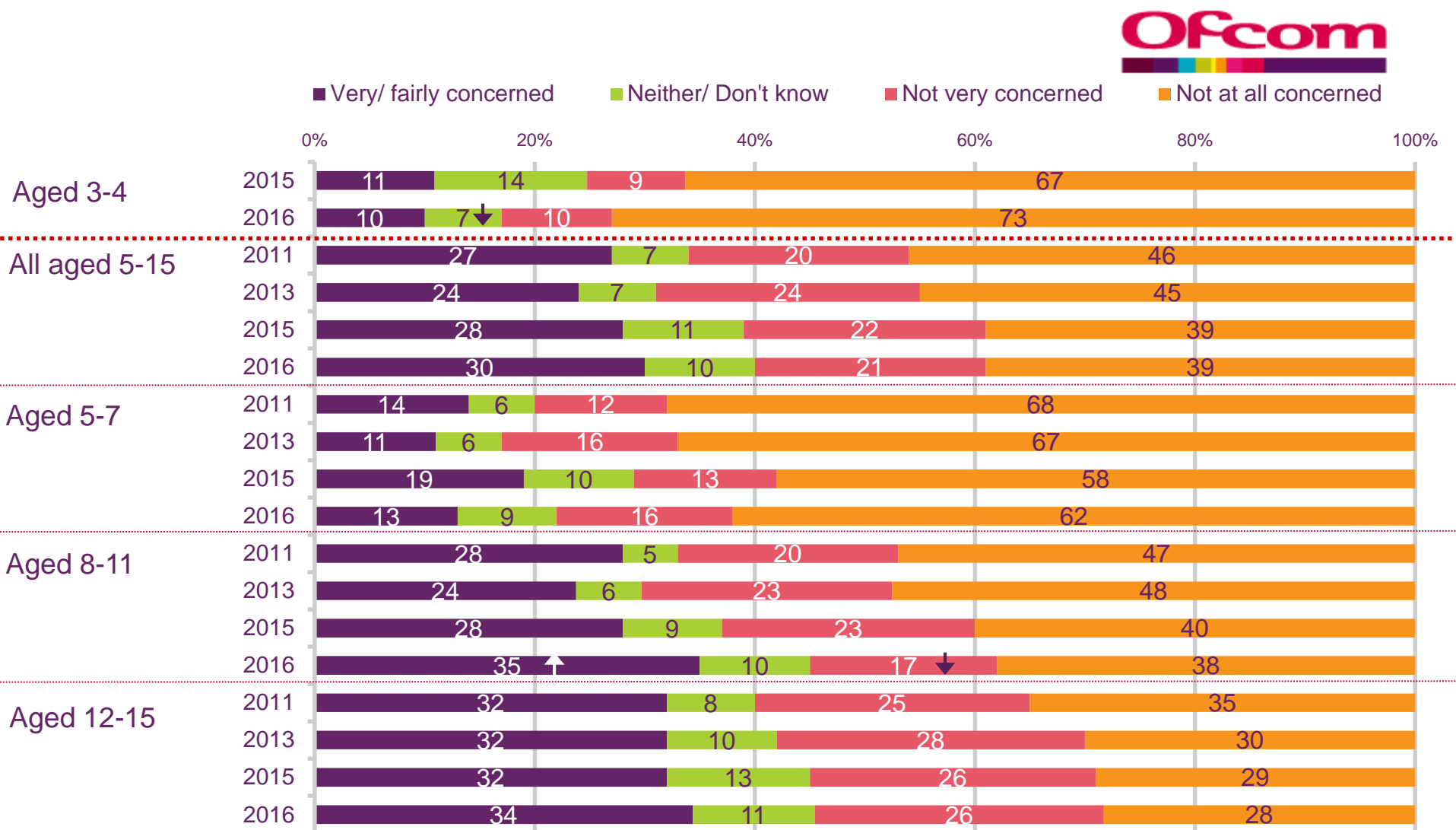
Figure 102: Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online at home (2011, 2013), at home or elsewhere (2015, 2016), by age



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 (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

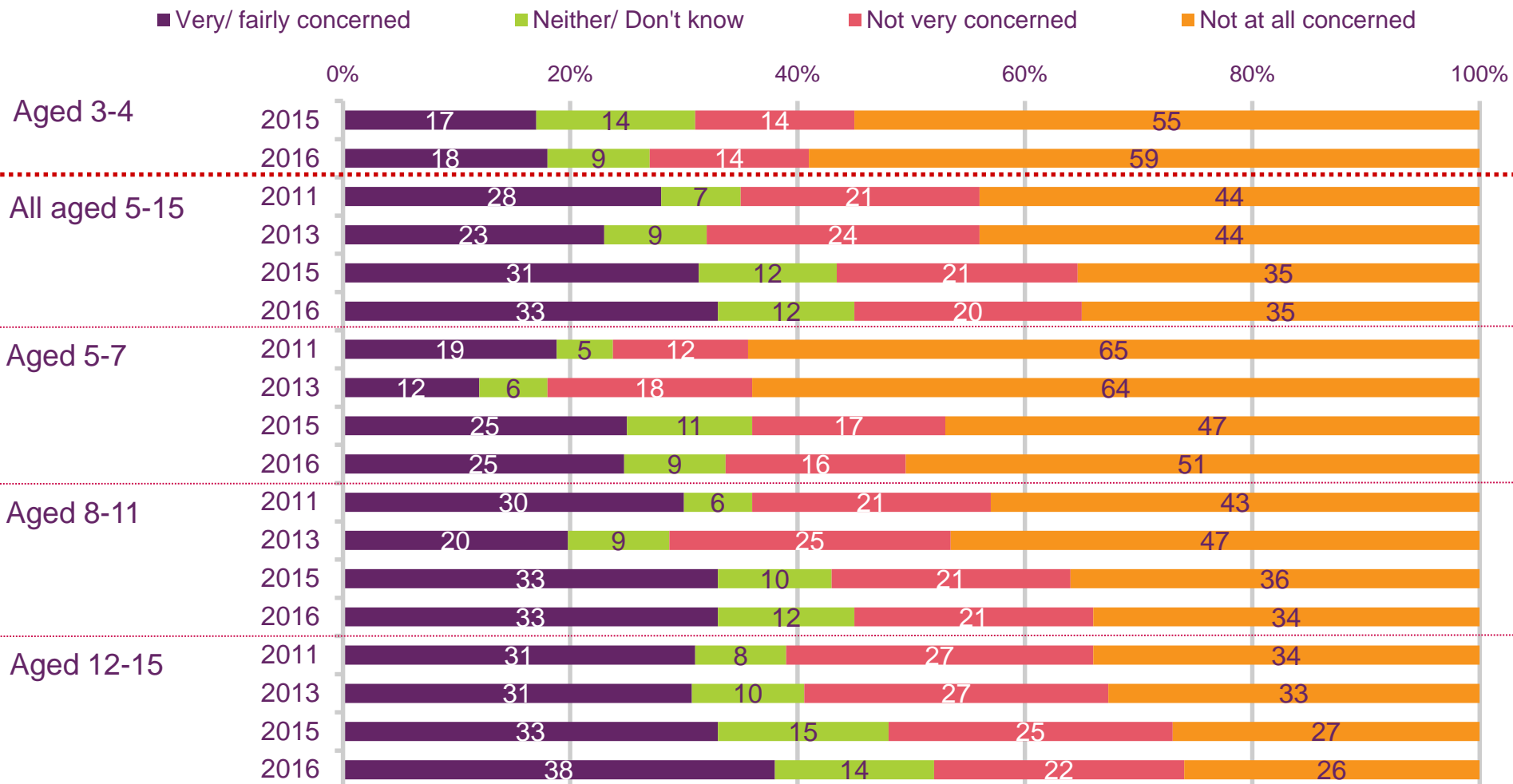
Figure 103: Parents' concerns about online bullying among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



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 (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

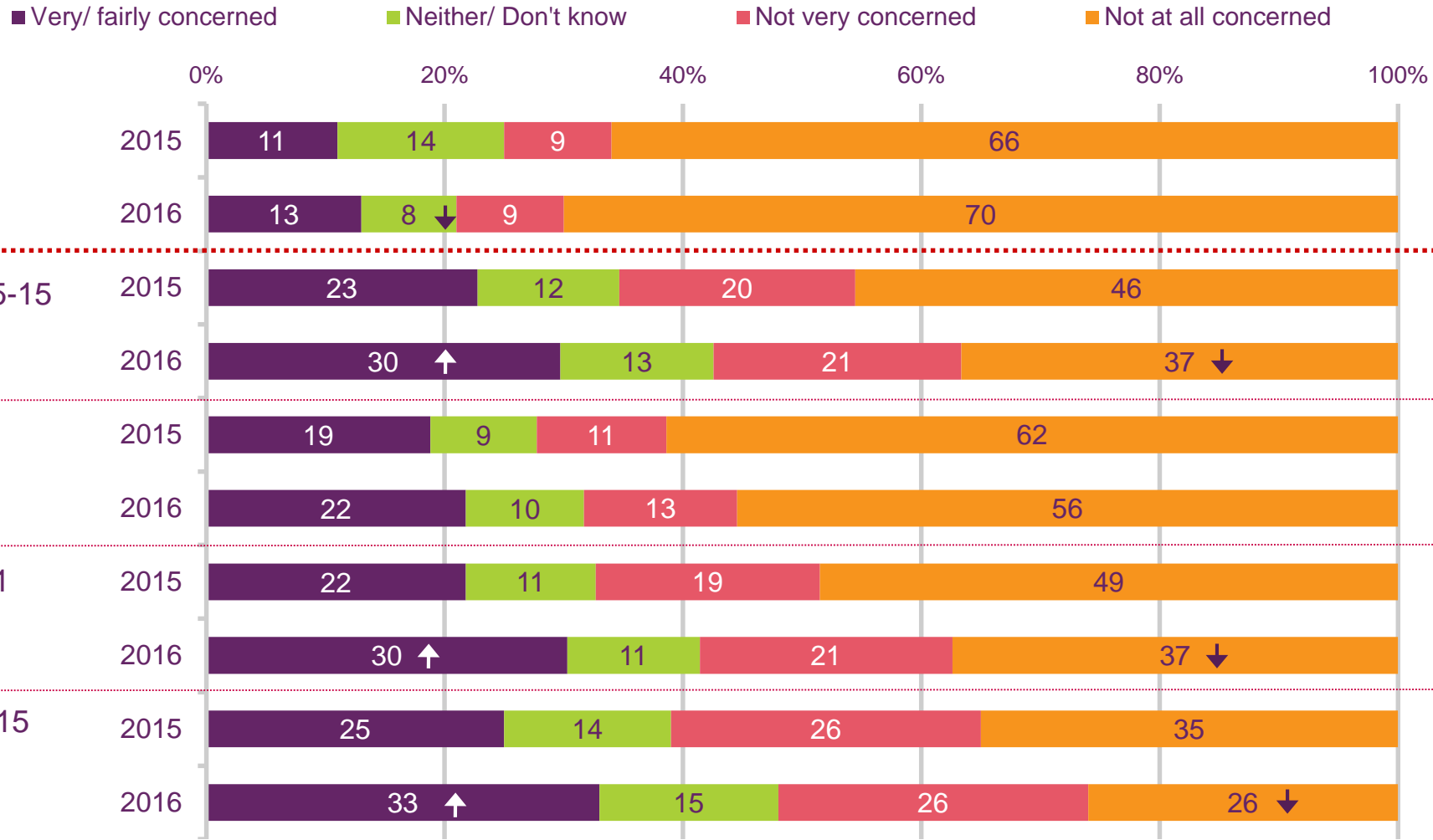
Figure 104: Parents' concerns about their child downloading viruses, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP51C - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (prompted responses, single coded)* Wording amended to include apps in 2015

Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

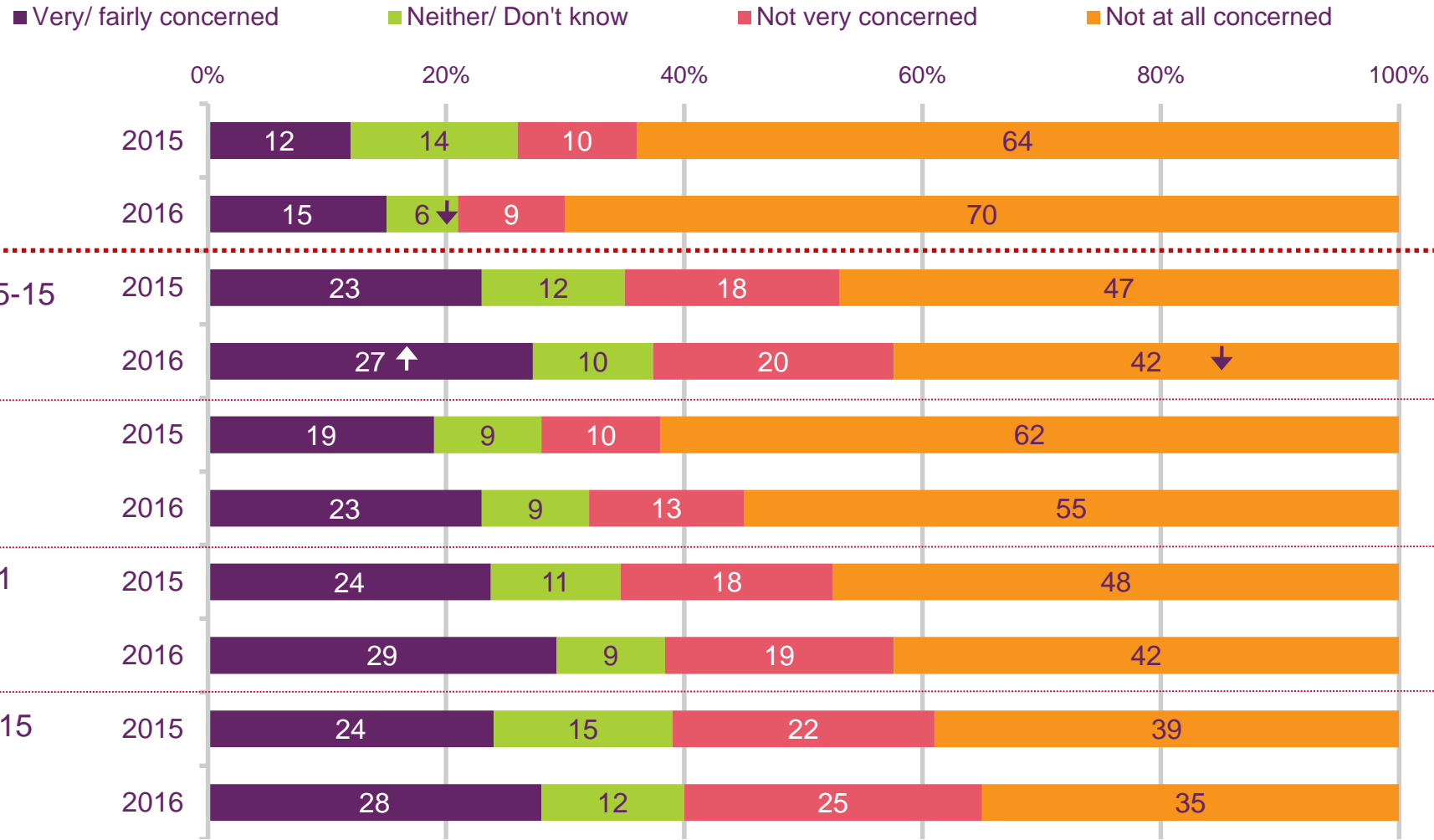
Figure 105: Parents' concerns about their child damaging their reputation, by age: 2015, 2016



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

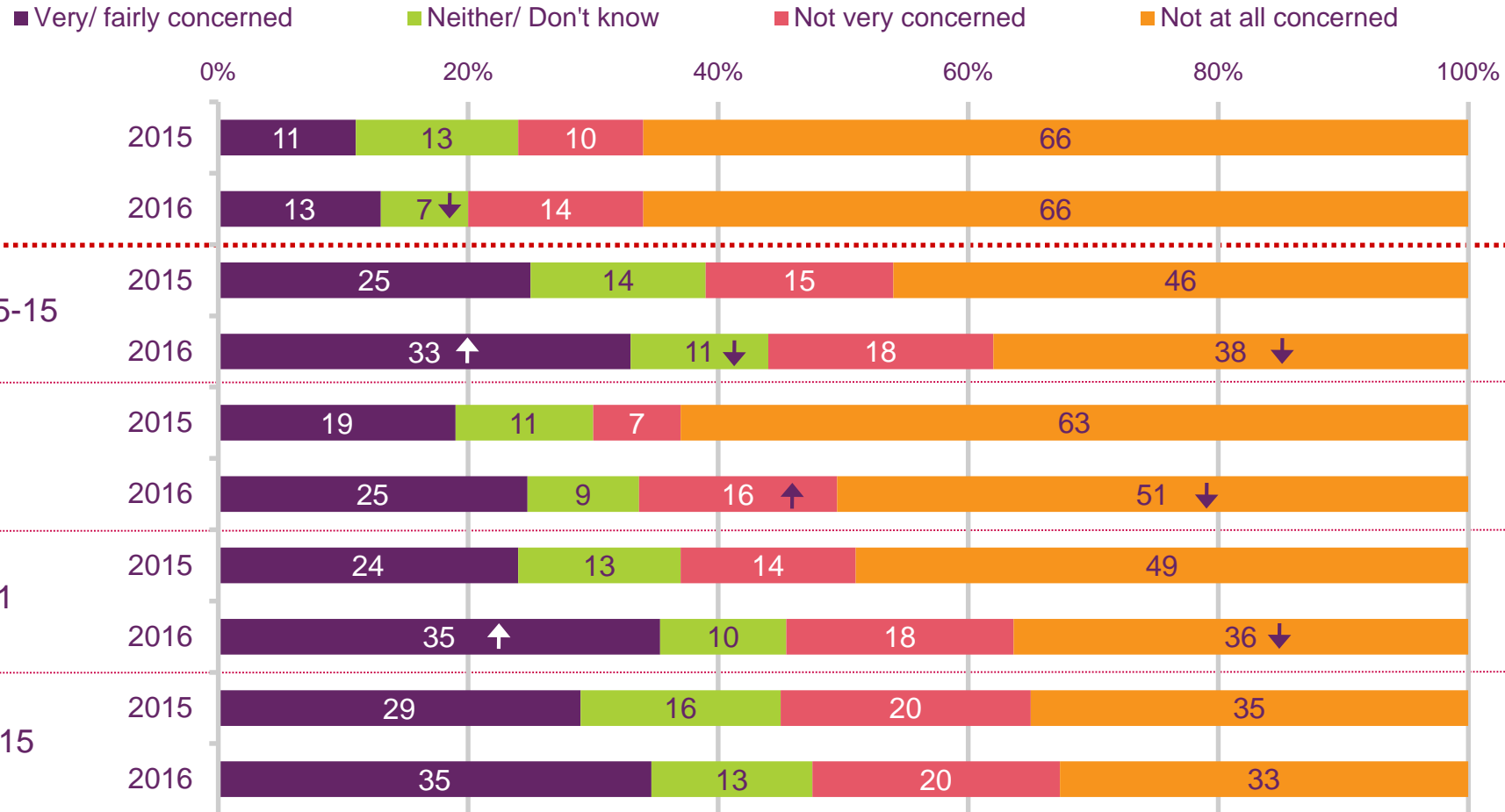
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 106: Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2015, 2016



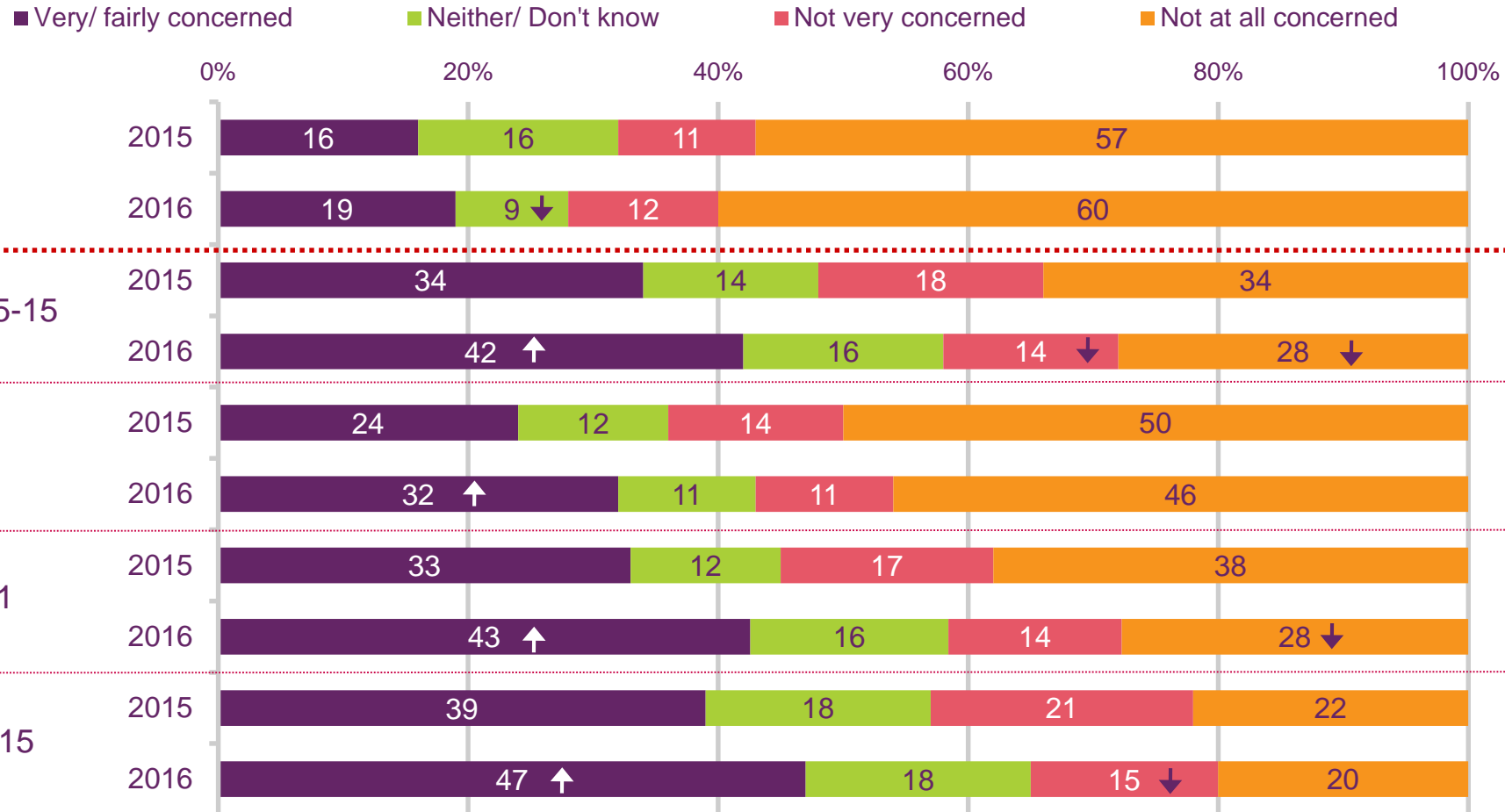
QP51G - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Seeing content which encourages them to hurt or harm themselves
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 107: Parents' concerns about their child being under pressure to spend money online, by age: 2015, 2016



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 (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 108: Parents' concerns about companies collecting information about what their child is doing online, by age: 2015, 2016



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 (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

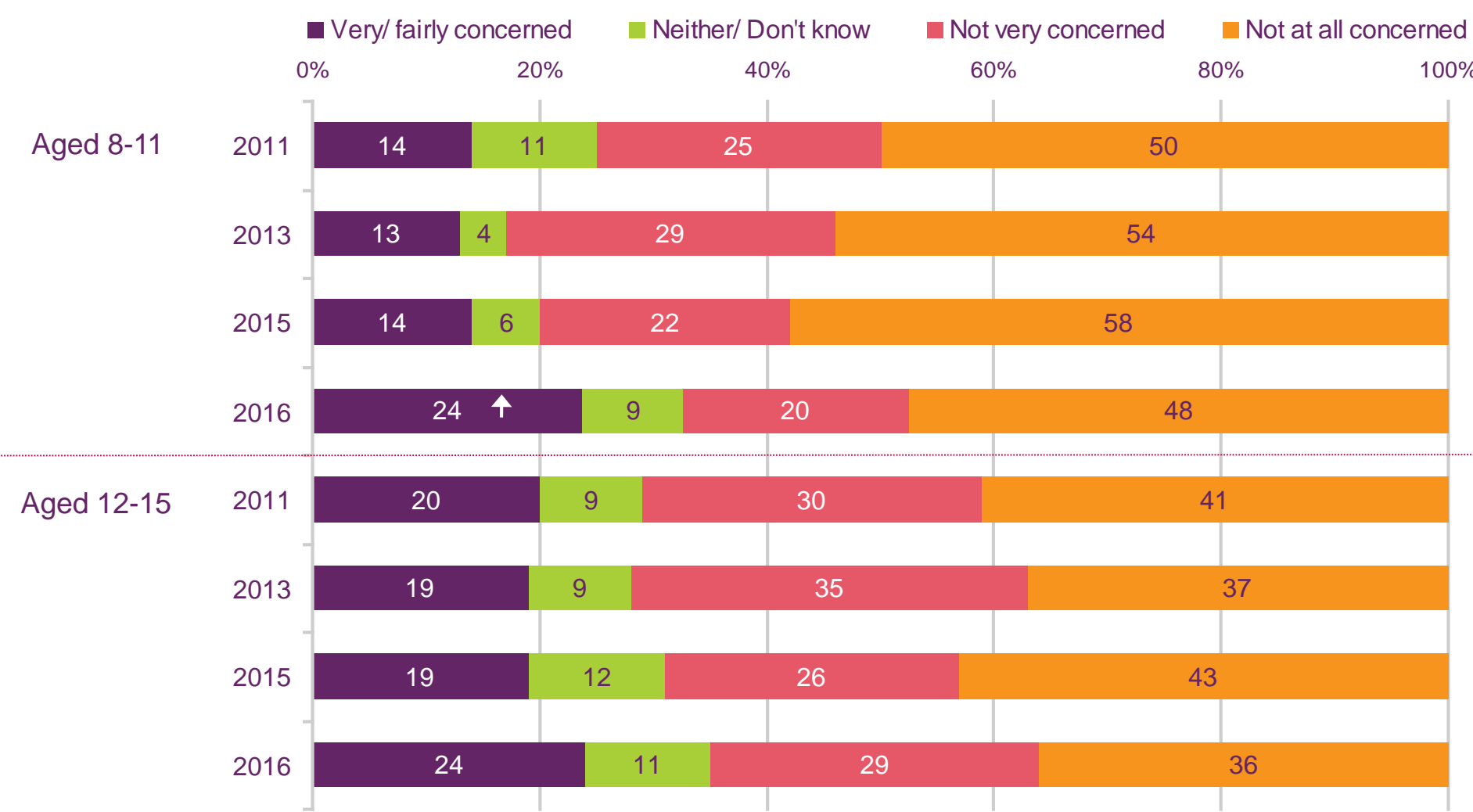
Figure 109: Parents' concerns about the possibility of their child being radicalised online: 2016



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.

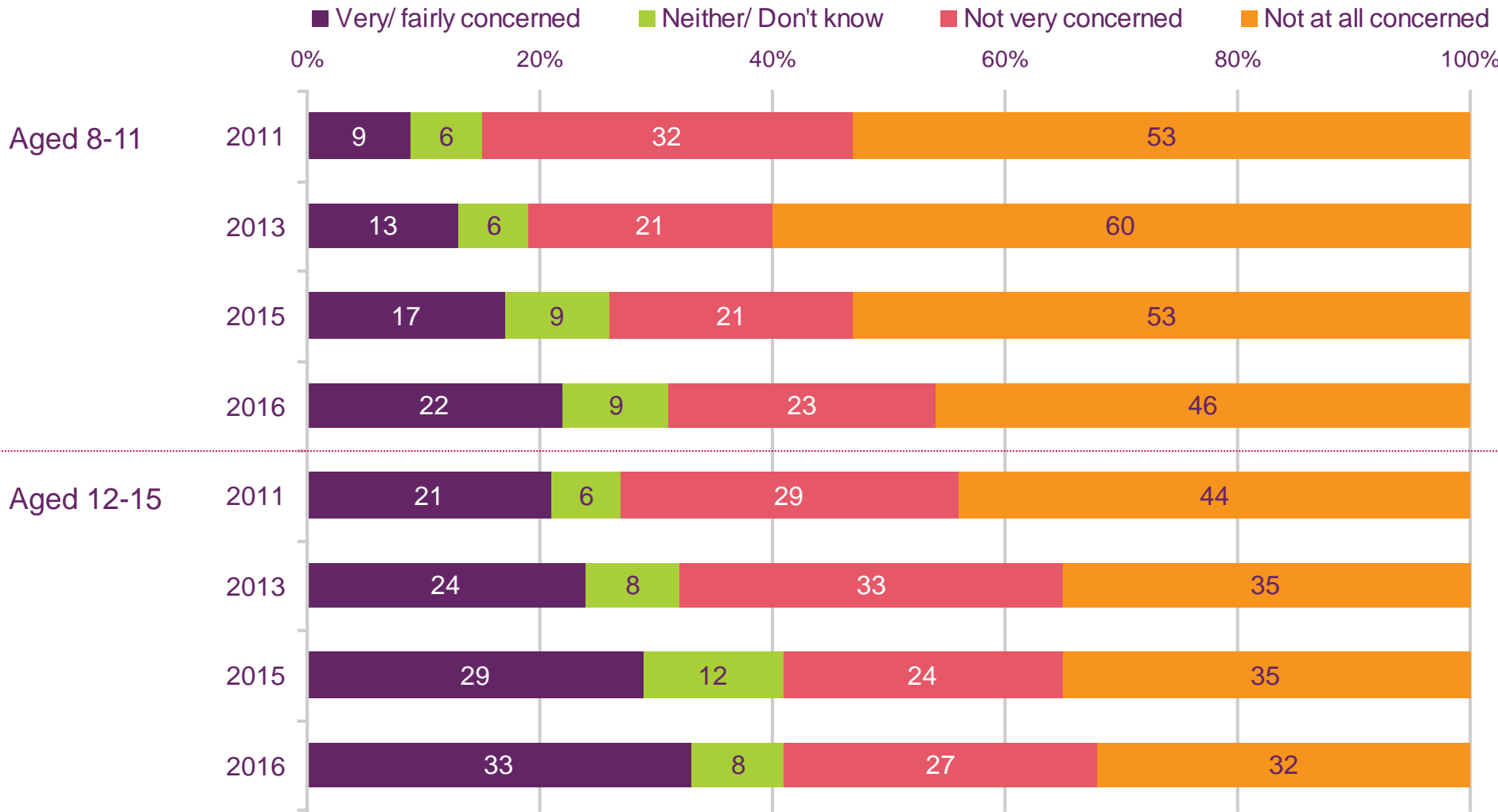
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 110: Parents’ concerns about whom their child is in contact with via their mobile, by age: 2011, 2013, 2015 and 2016



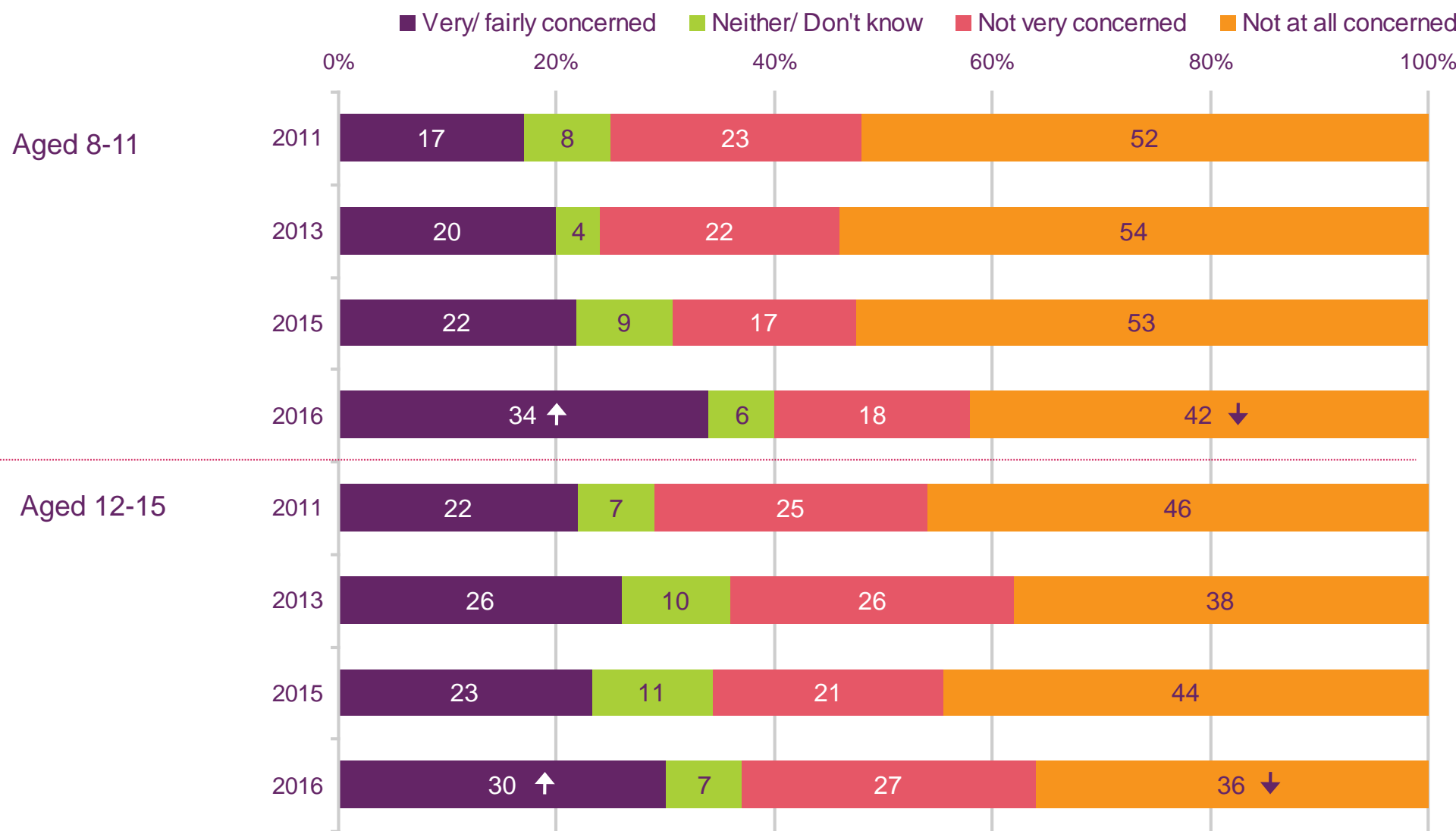
QP60B – Please tell me the extent to which you are concerned about these aspects of your child’s mobile phone use - Who they are in contact with using their mobile phone ? (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (191 aged 8-11 , 401 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 111: Parents’ concerns about how much time their child spends using the phone, by age: 2011, 2013, 2015 and 2016



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 (191 aged 8-11 , 401 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 112: Parents' concerns about their child being bullied via calls/ texts/ emails to the child's mobile phone by age: 2011, 2013, 2015 and 2016

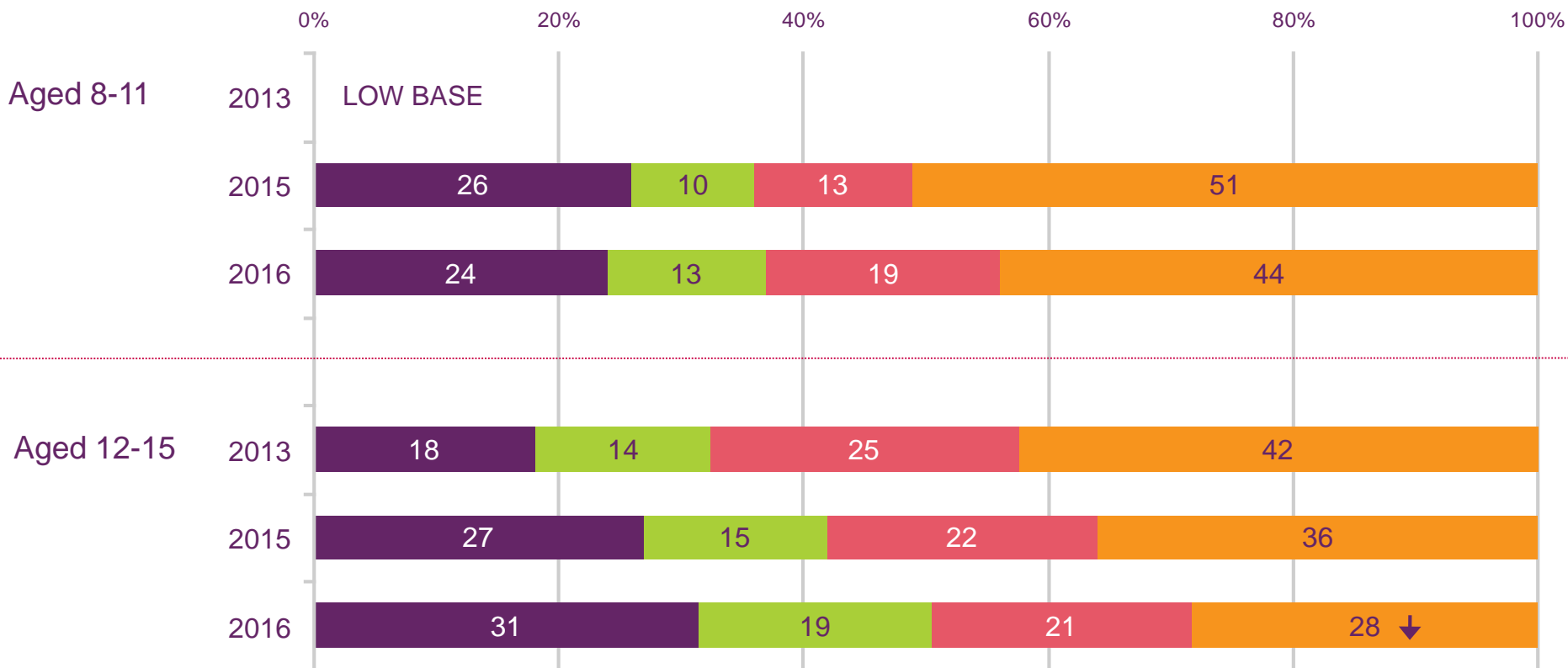


QP60D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/- Being bullied via calls/ texts/ emails/ messages to their mobile phone (prompted responses, single coded)
 Base: Parents of children whose child has their own mobile phone (191 aged 8-11 , 401 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 113: Parents' concerns about their child sharing their location with other people, among smartphone users aged 8-11 and 12-15: 2013, 2015, 2016



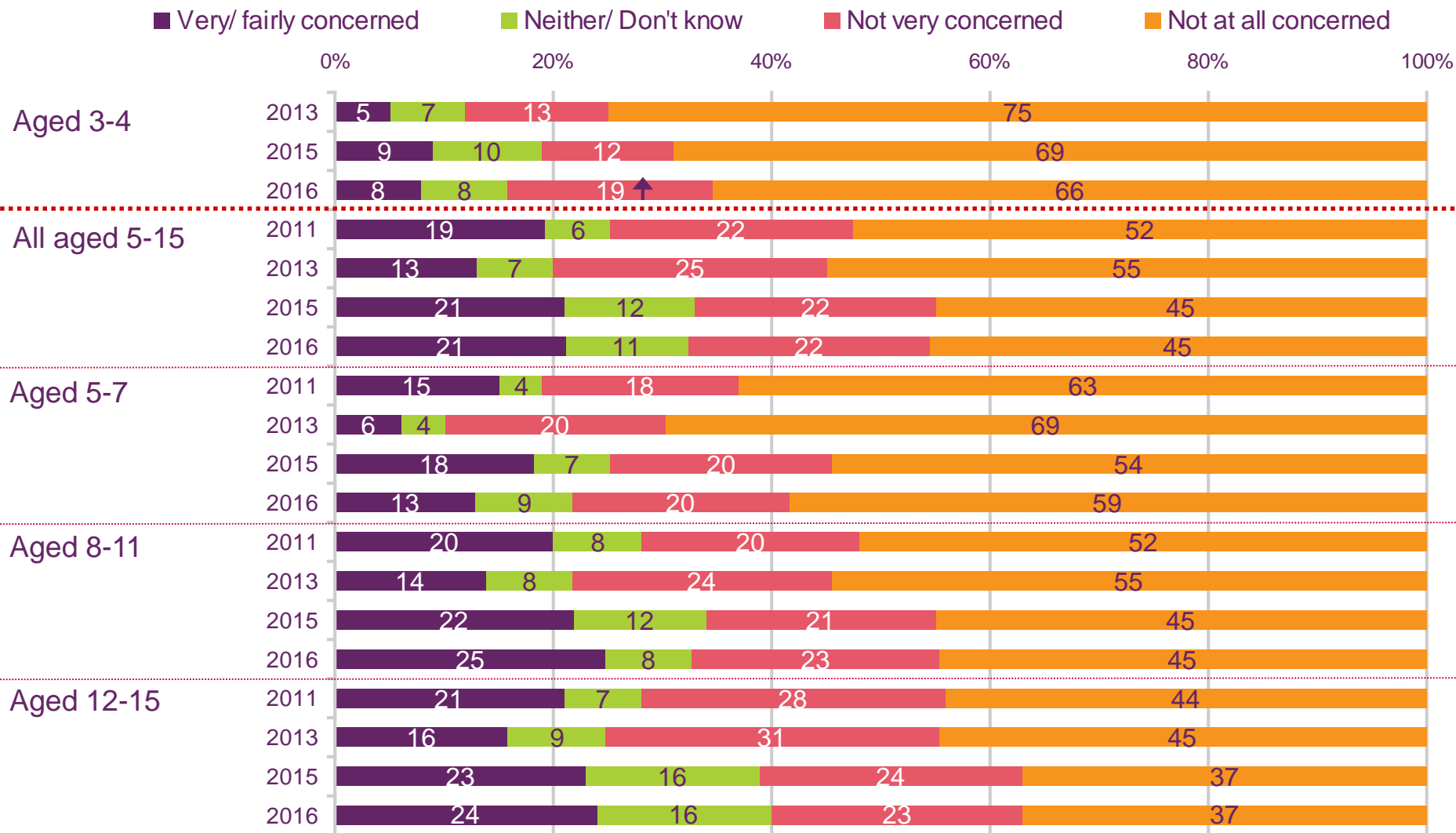
■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned



QP60C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts (prompted responses, single coded)

Base: Parents of children whose child has their own smartphone (141 aged 8-11, 371 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 114: Parents' concerns about gaming content among those whose child plays games at home (2011, 2013) at home or elsewhere (2015, 2016), by age



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

Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

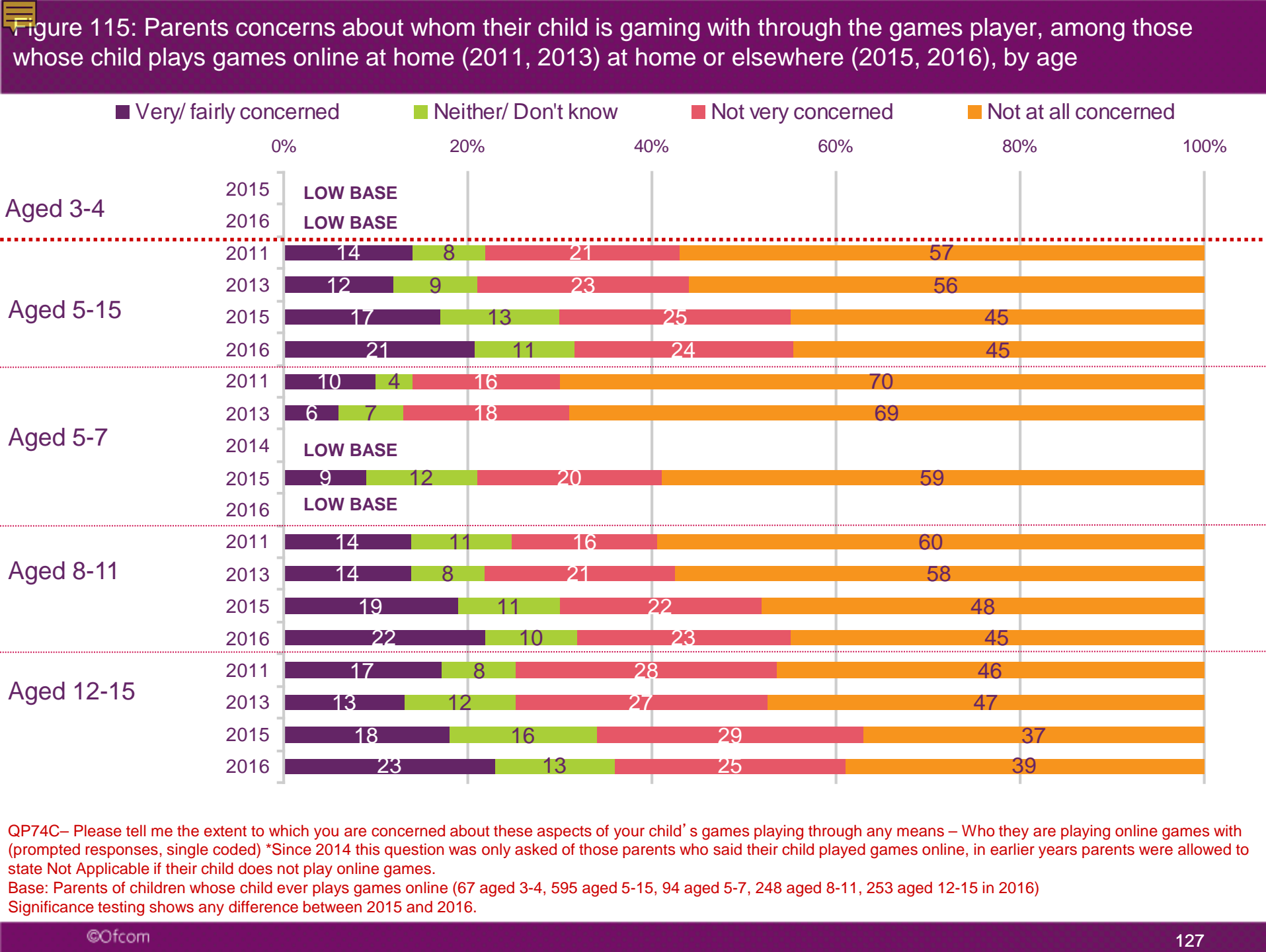
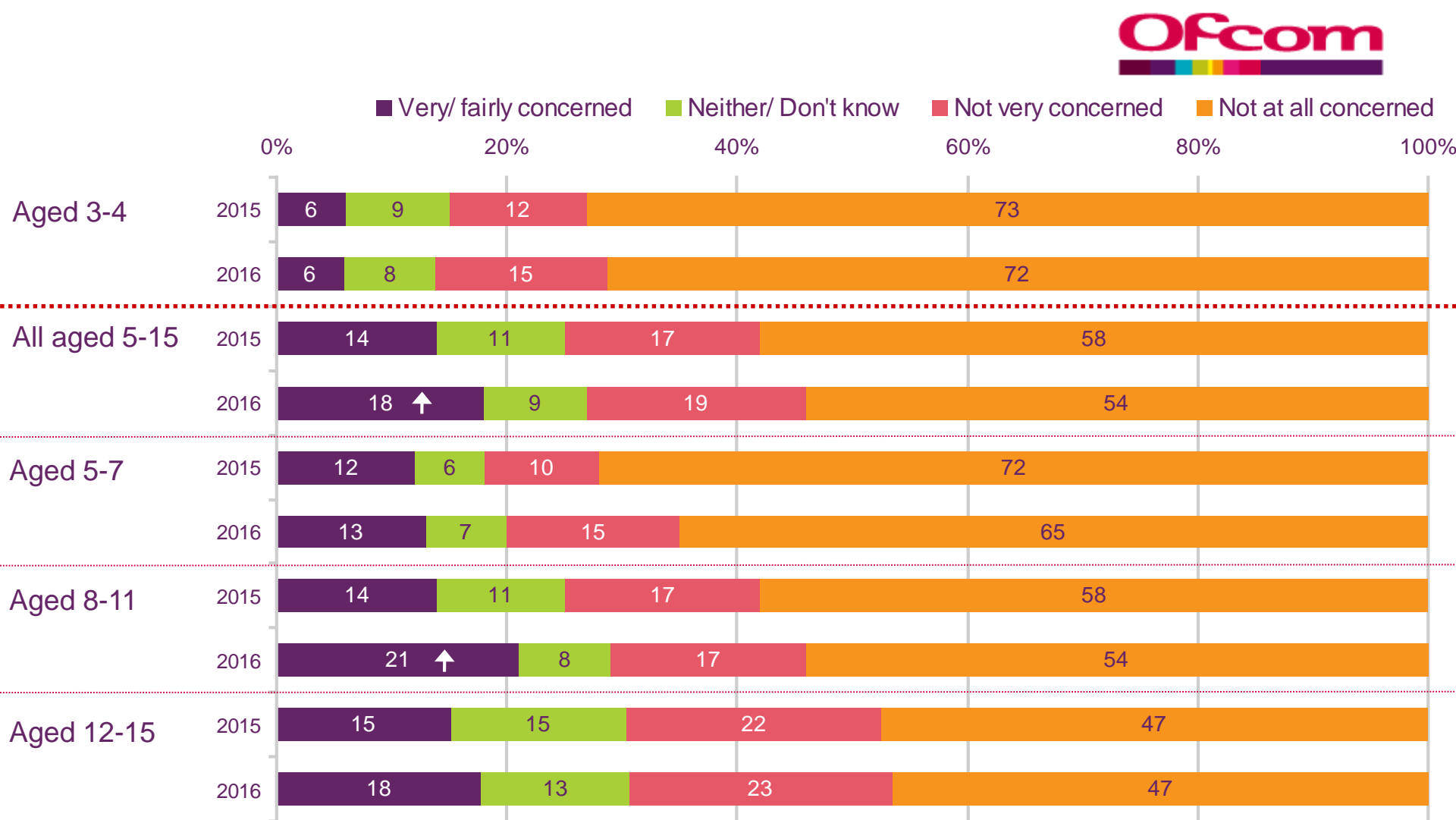


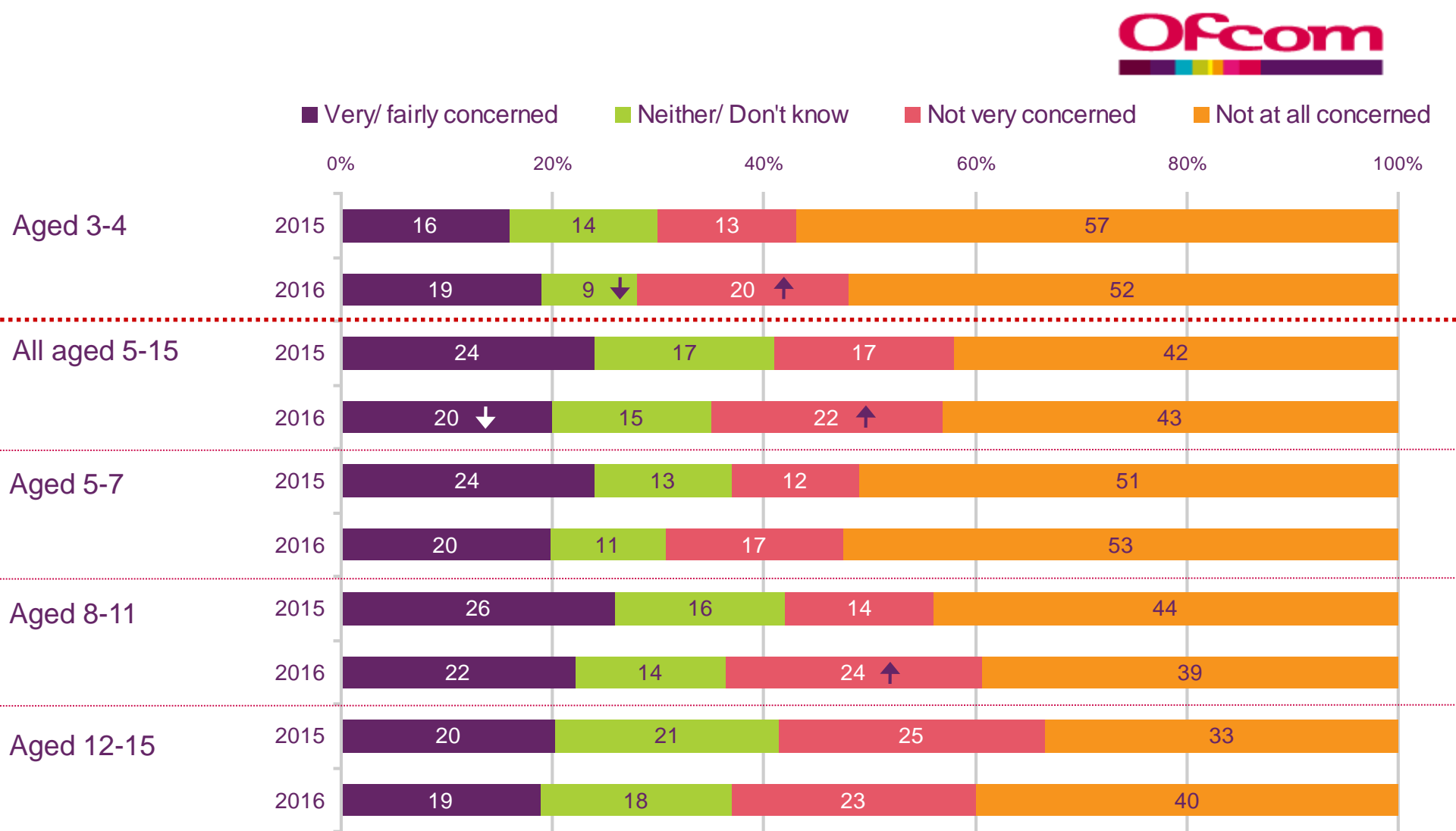
Figure 116: Parents' concerns about the possibility of the child being bullied by other players: 2015, 2016



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 (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

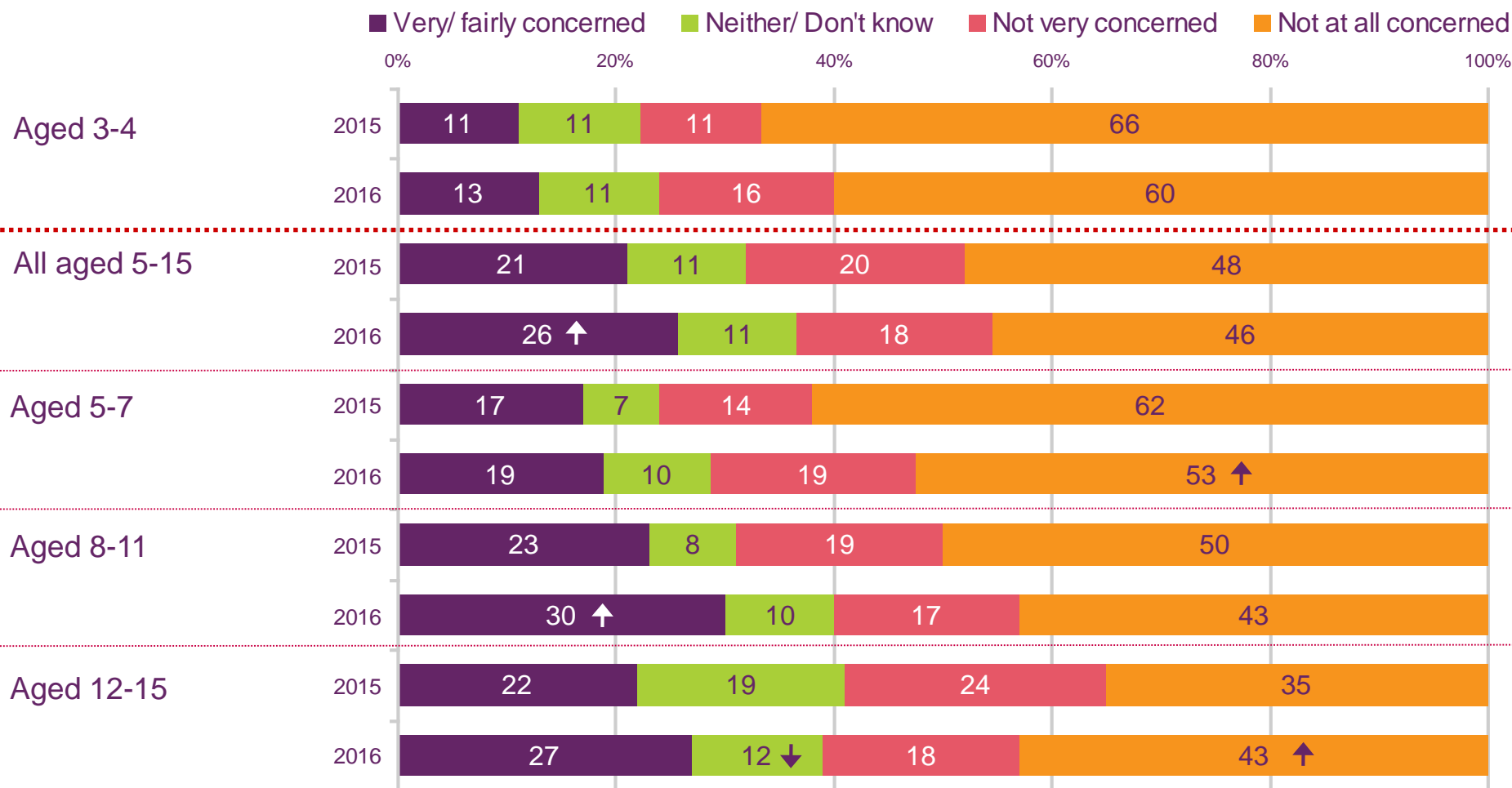
Figure 117: Parents' concerns about the amount of advertising in games, by age: 2015, 2016



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 (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

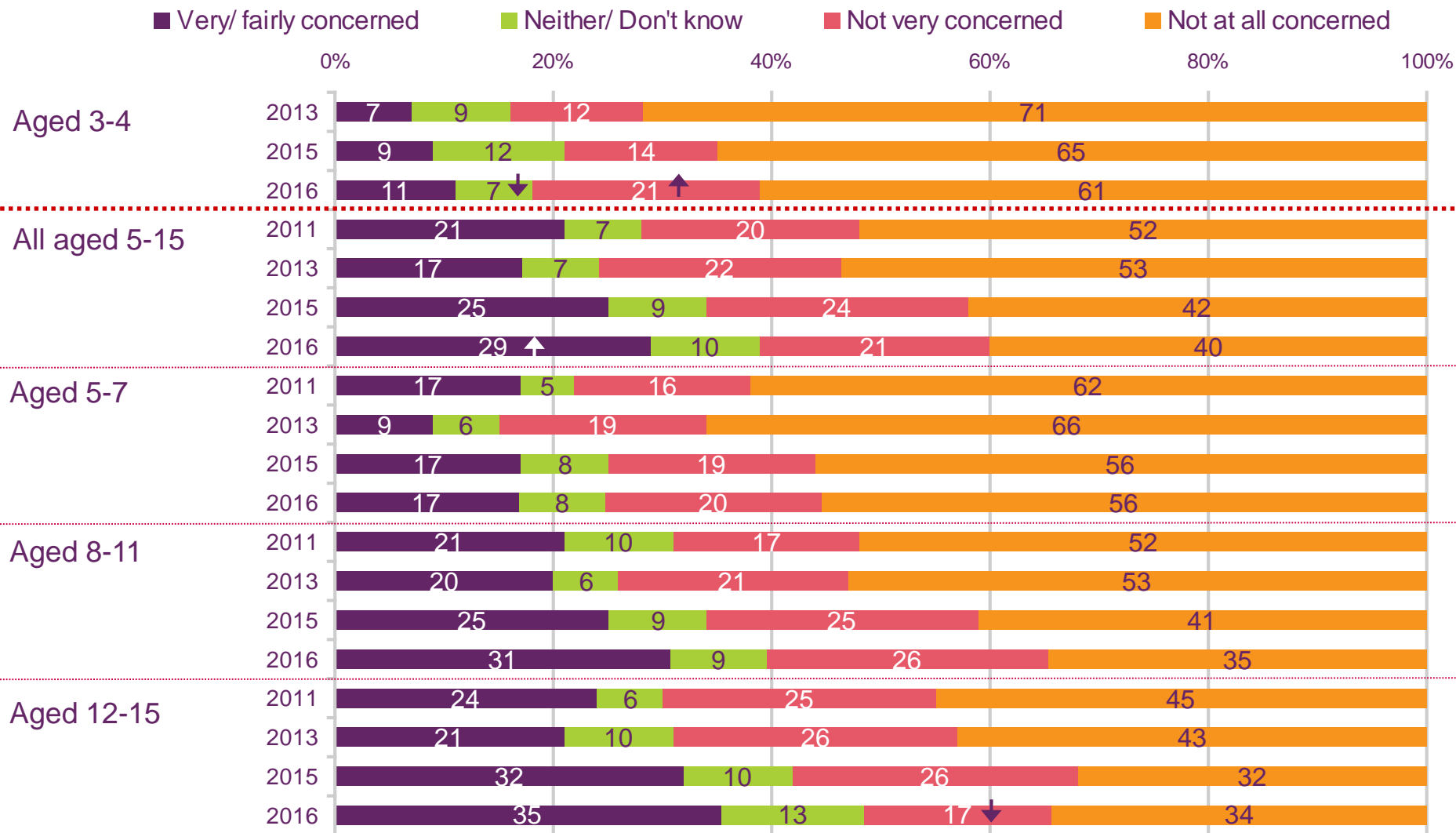
Figure 118: Parents' concerns about the pressure to make in-game purchases, by age: 2015, 2016



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 (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 119: Parents' concerns about time spent gaming among those whose child plays games at home (2011, 2013) at home or elsewhere (2015, 2016), by age



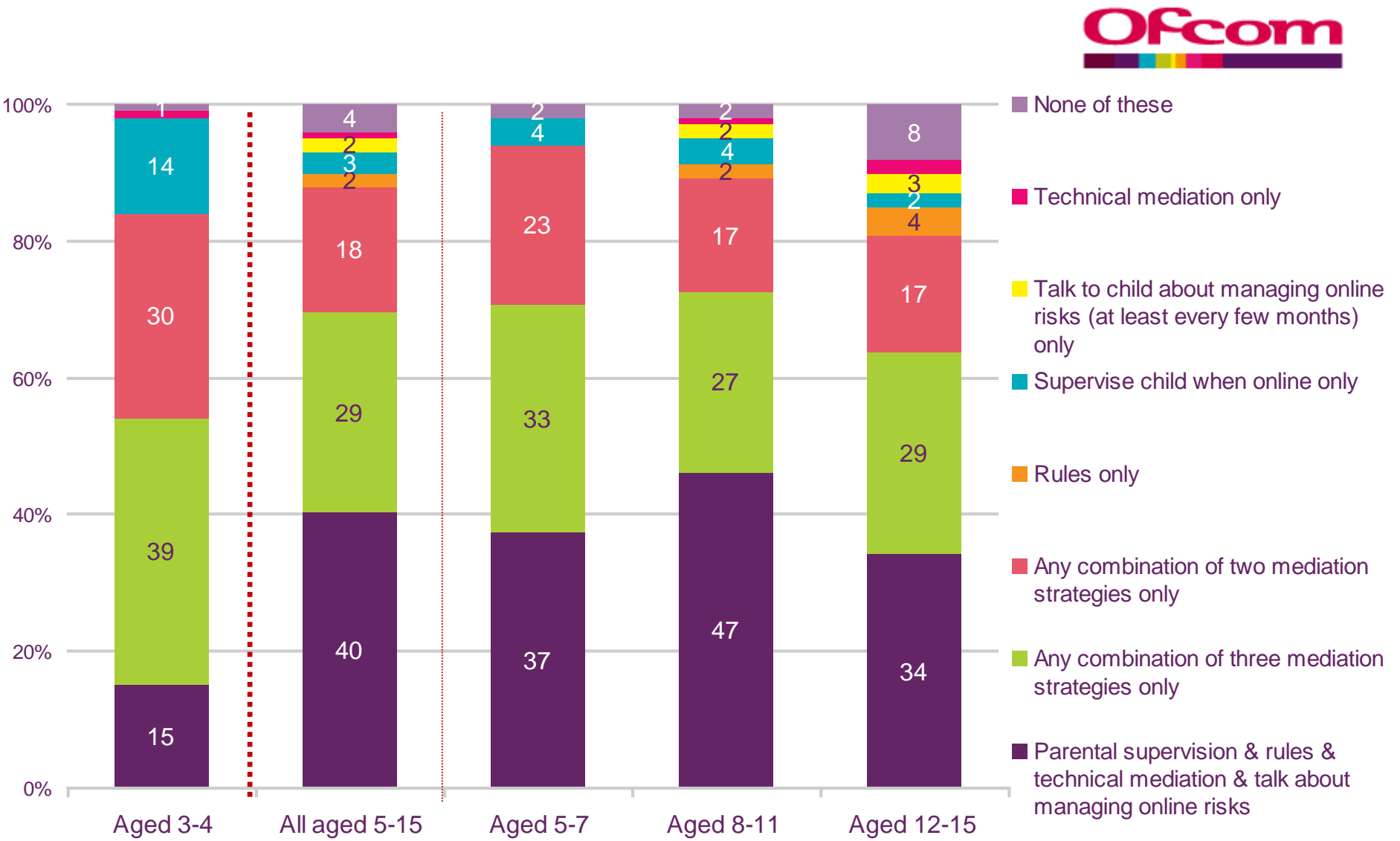
QP74B – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- How much time they spend playing games (prompted responses, single coded)

Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Children's Media Use and Attitudes Report 2016

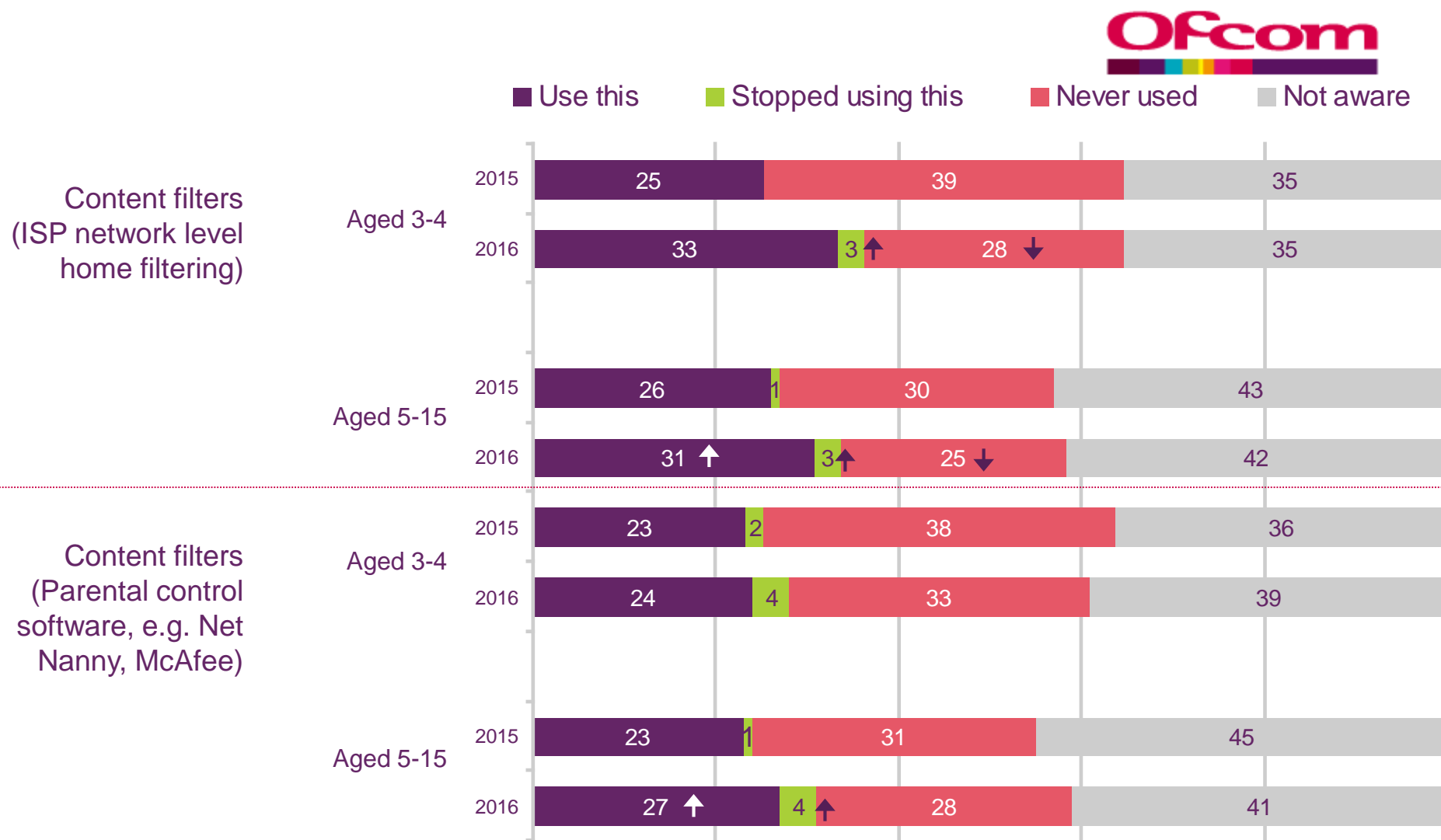
Section 10 – Parental mediation

Figure 120: Combinations of online mediation strategies used by parents of 5-15s whose child goes online at home or elsewhere: 2016



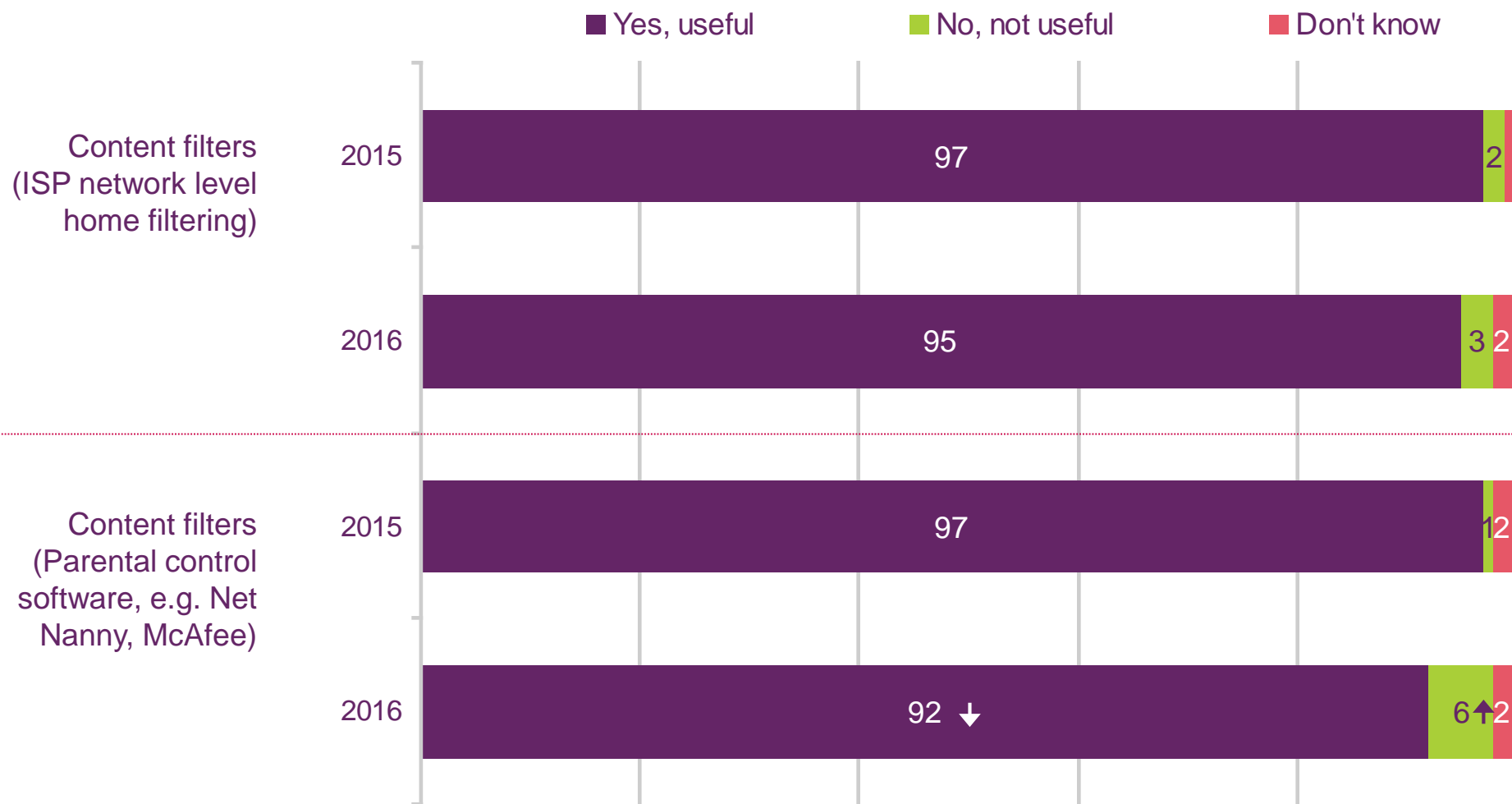
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15).

Figure 121: Parents of 3-4s and 5-15s who have home broadband and whose child goes online, use and awareness of content filters: 2015, 2016



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 available to their child at home where the child goes online (248 parents of 3-4s, 1082 parents of 5-15s). Significance testing shows any change between 2015 and 2016.

Figure 122: Parents of 5-15s who use filters - usefulness of technical tools: 2015, 2016



QP34A-B Do you find this tool useful? (unprompted responses, single coded)

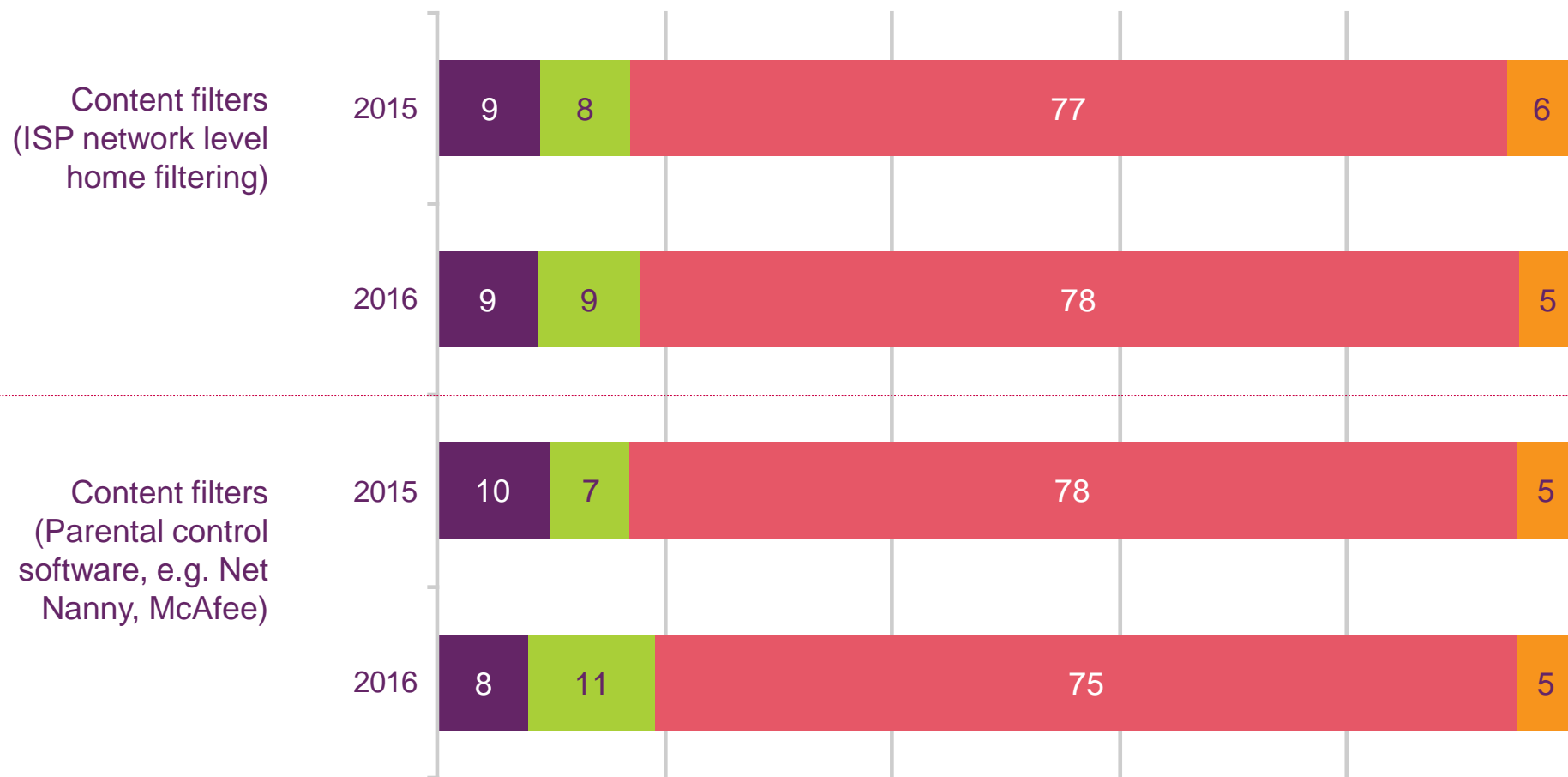
Base: Parents of children aged 5-15 with a broadband internet connection at home that the child uses to go online and who use each technical tool or control (Variable base)

Significance testing shows any change between 2015 and 2016.

Figure 123: Parents of 5-15s who use content filters - perception of technical tools blocking too much/ too little: 2015, 2016



Blocks too little Blocks too much Blocks the right amount Don't know



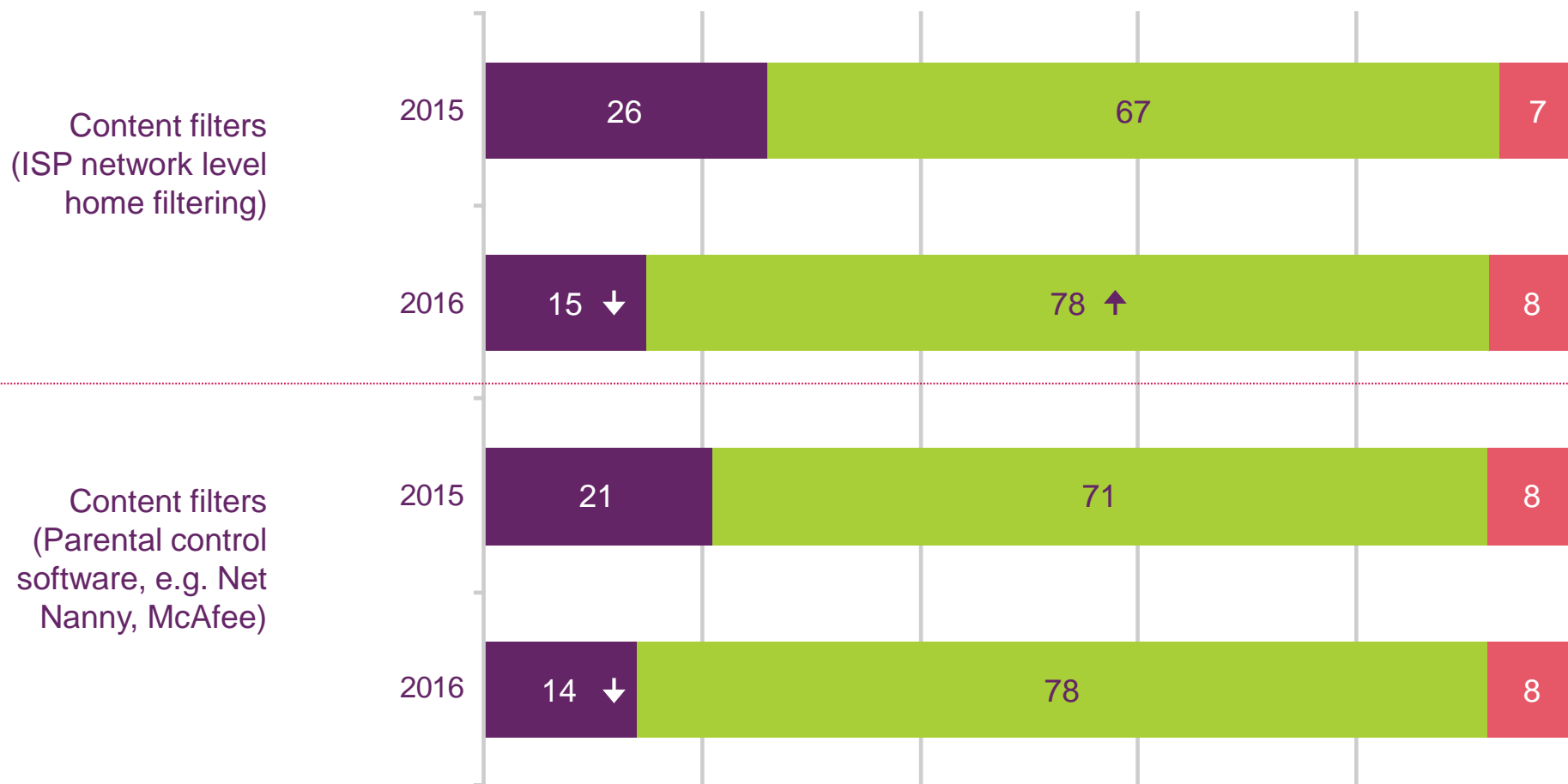
QP35A-B Do you think they block too much content or too little content? (unprompted responses, single coded)

Base: Parents of children aged 5-15 with a broadband internet connection at home and who use each technical tool or control (Variable base). Significance testing shows any change between 2015 and 2016

Figure 124: Parents of 5-15s who use content filters – perception of child’s ability to bypass technical tools: 2015, 2016



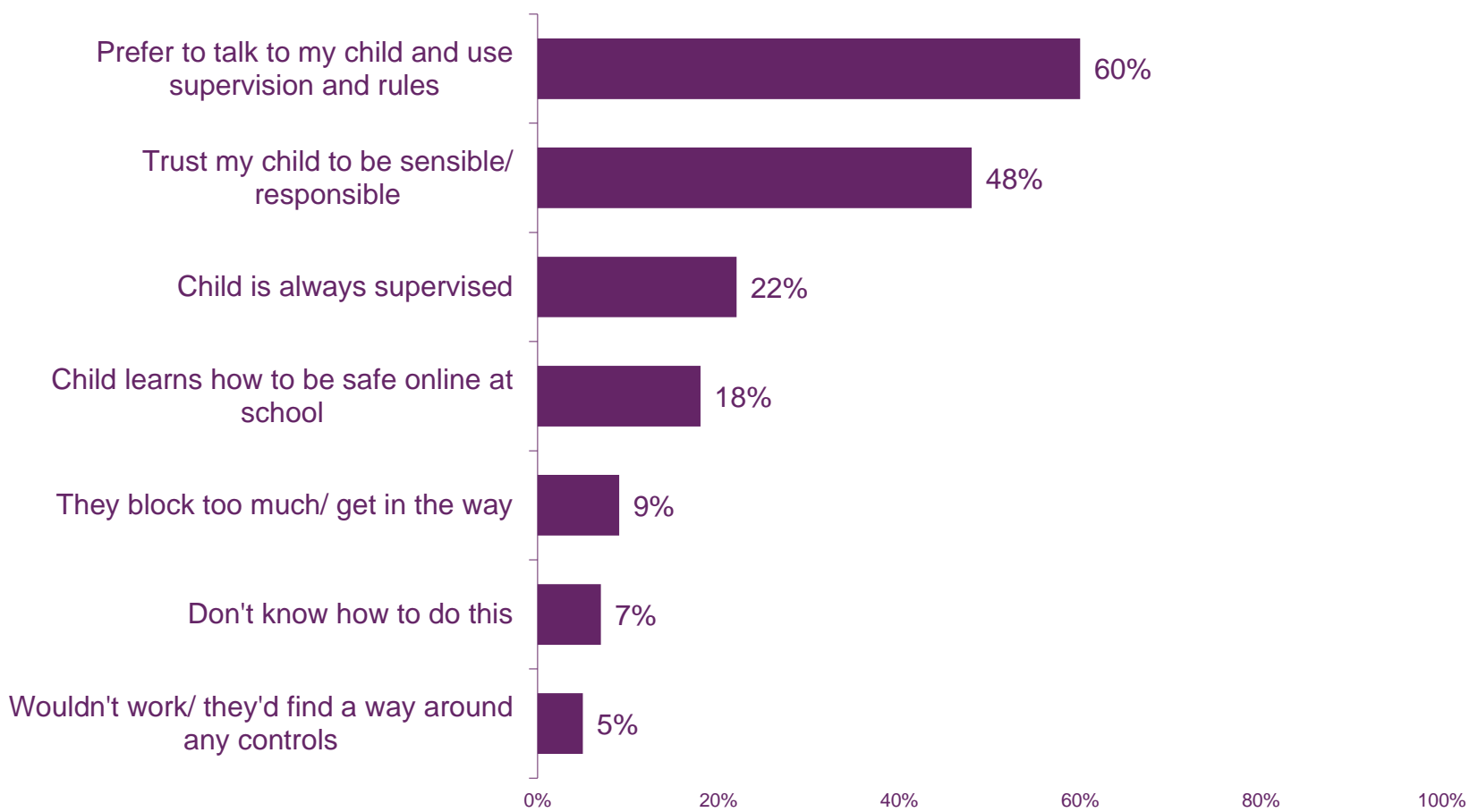
■ Yes, child can get around this ■ No, child cannot get around this ■ Don't know



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

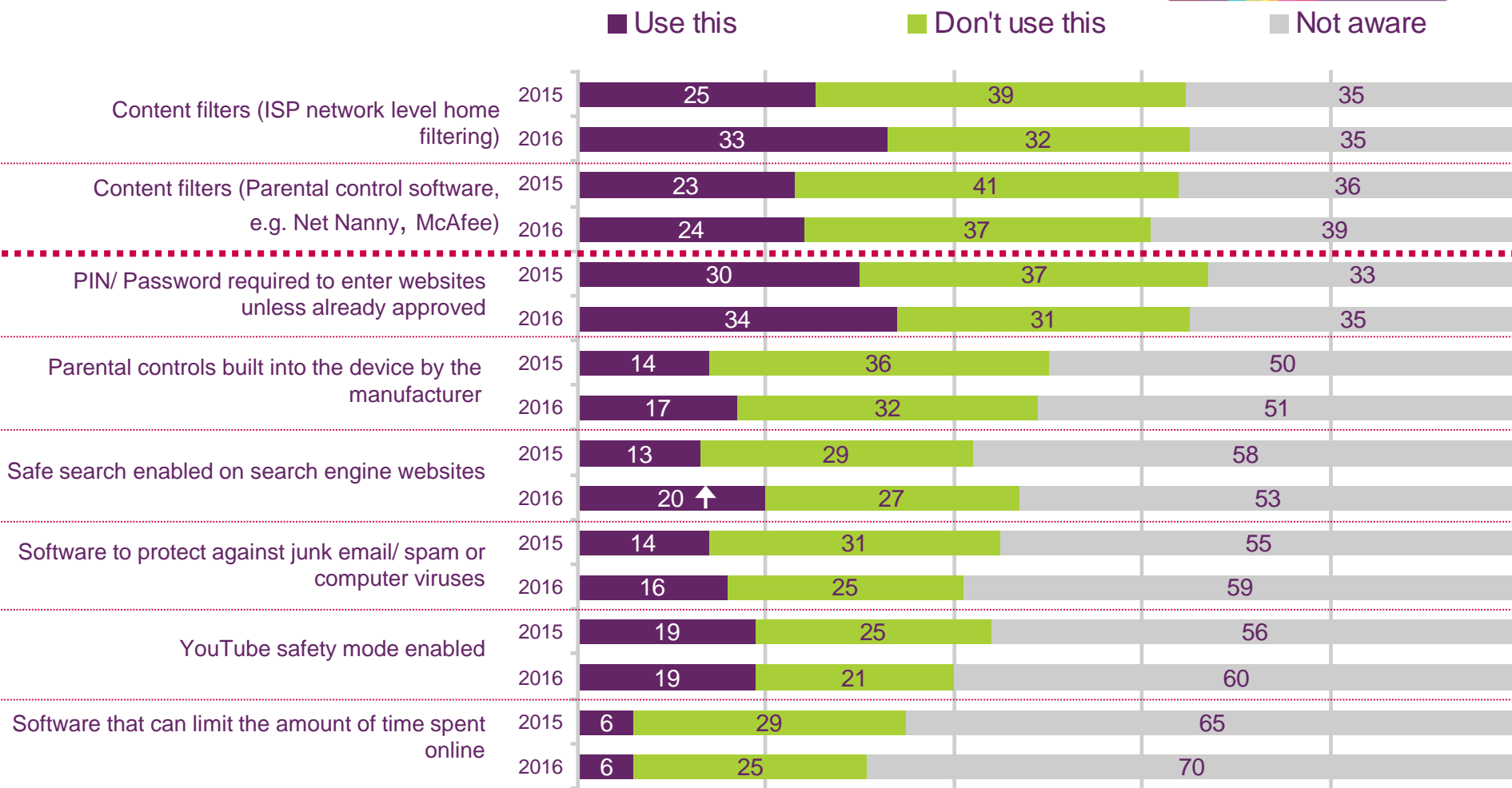
Base: Parents of children aged 5-15 with a broadband connection at home and who use each technical tool or control (Variable base). Significance testing shows any change between 2015 and 2016.

Figure 125: Parents of 5-15s with a home broadband connection that the child uses who do not use any content filter they are aware of – reasons for not using them: 2016



QP42A Here are some reasons that other people have given for not using these particular technical tools or controls do any of these apply (Prompted response, multi-coded)
Base: : Parents of children aged 5-15 with a broadband internet connection at home that the child uses to go who do not use any content filters they are aware of (345 aged 5-15).

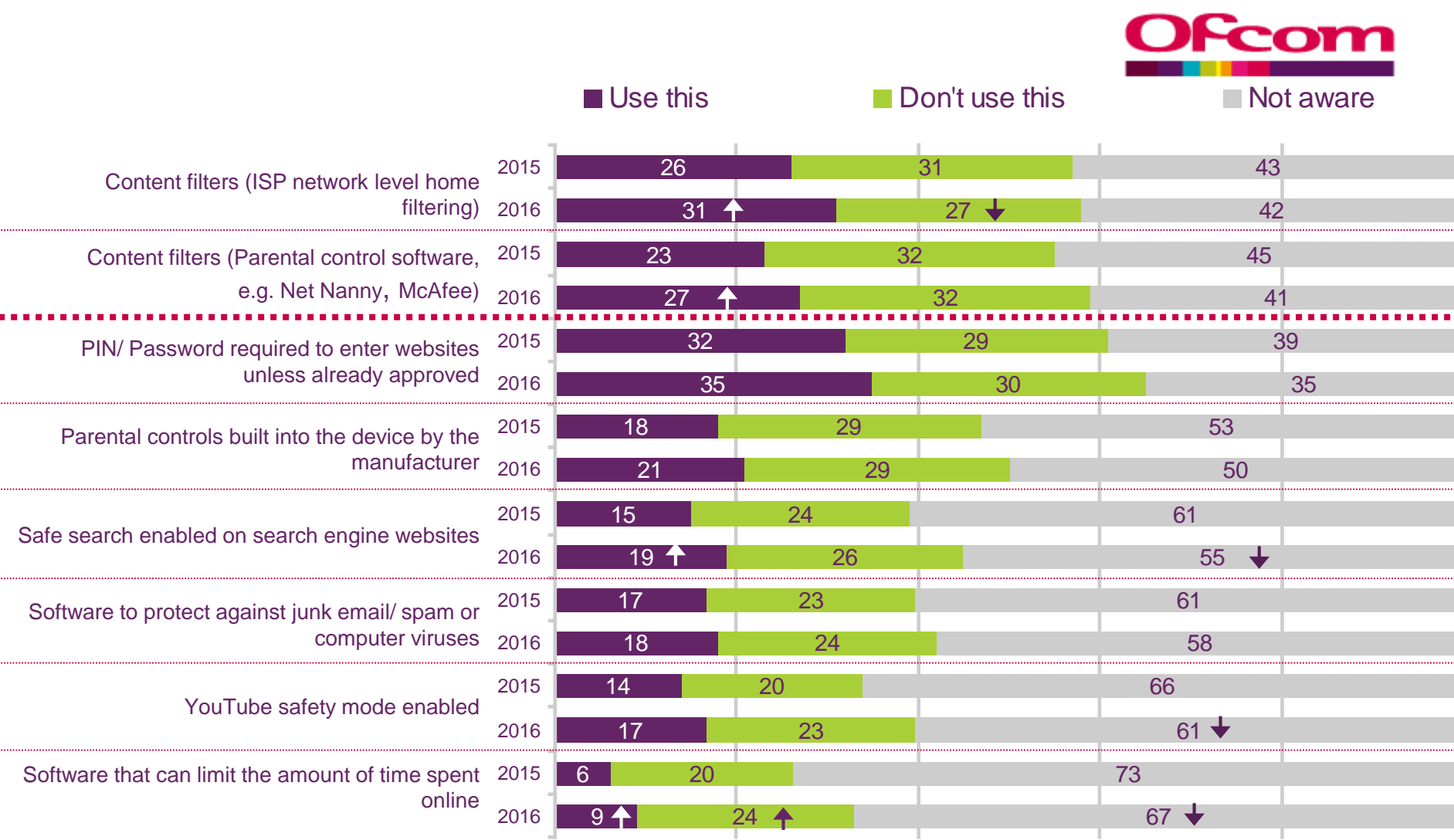
Figure 126: Parents of 3-4s who have home broadband and whose child goes online - use and awareness of technical tools: 2015 and 2016



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

Base: Parents of 3-4s with a fixed broadband connection available to their child at home that the child uses to go online (248). Significance testing shows any change between 2015 and 2016.

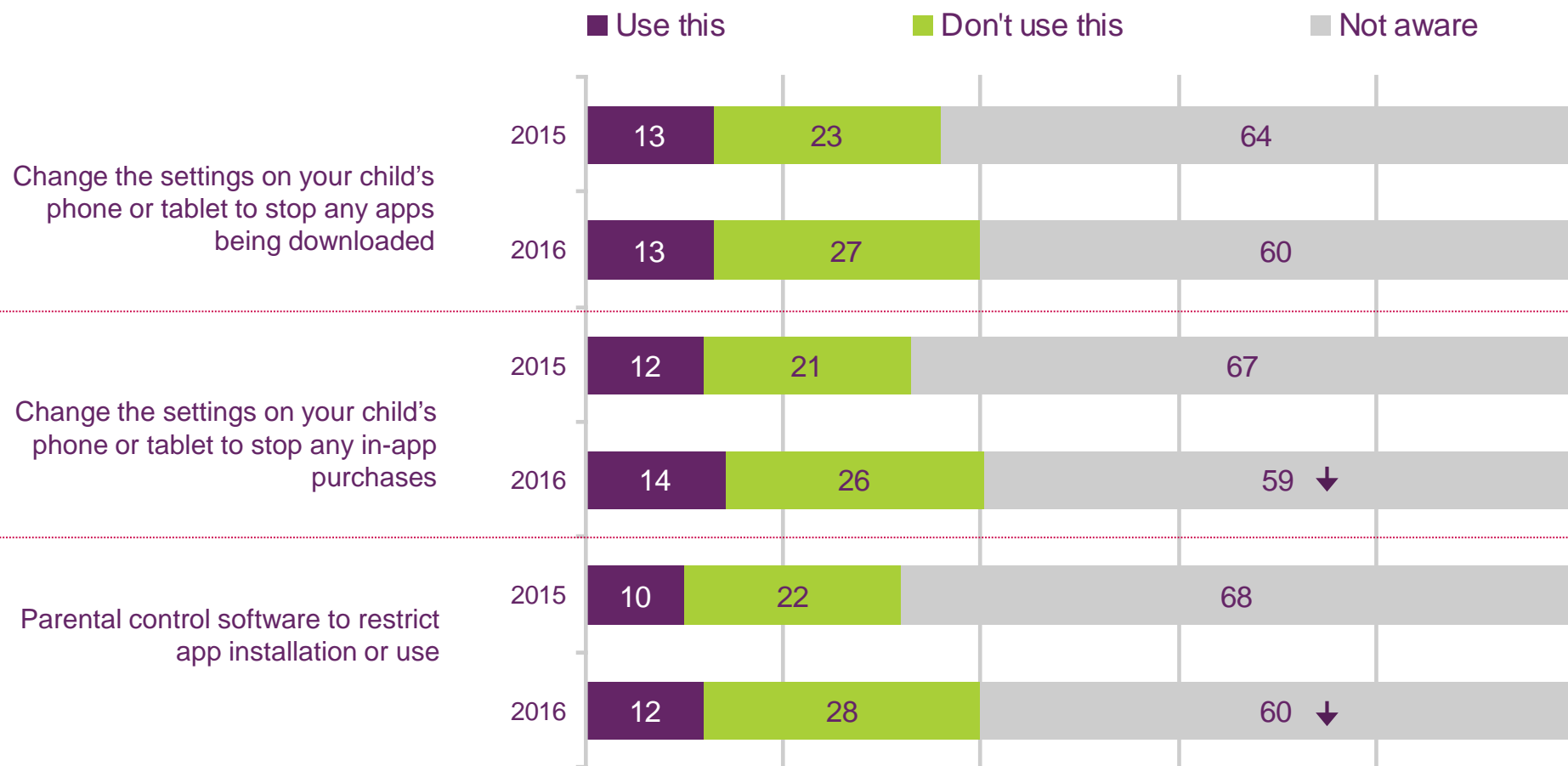
Figure 127: Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2015 and 2016



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

Base: Parents of 5-15s with a fixed broadband connection available to their child at home that the child uses to go online (1077). Significance testing shows any change between 2015 and 2016.

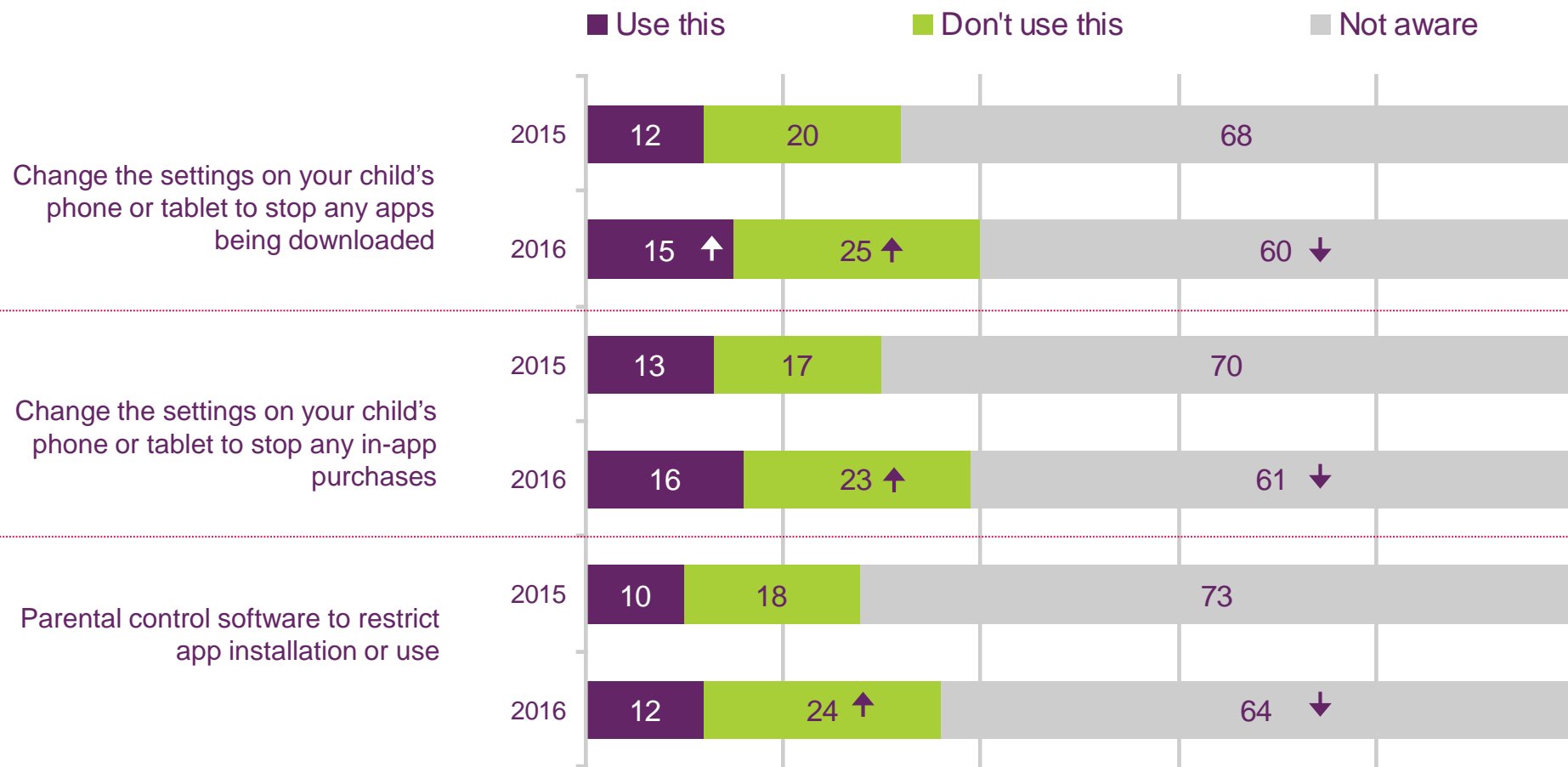
Figure 128: Parents of 3-4s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2015, 2016



QP31I-K 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)/ QP32I-K 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 whose child uses a smartphone or tablet computer (366). Significance testing shows any change between 2015 and 2016.

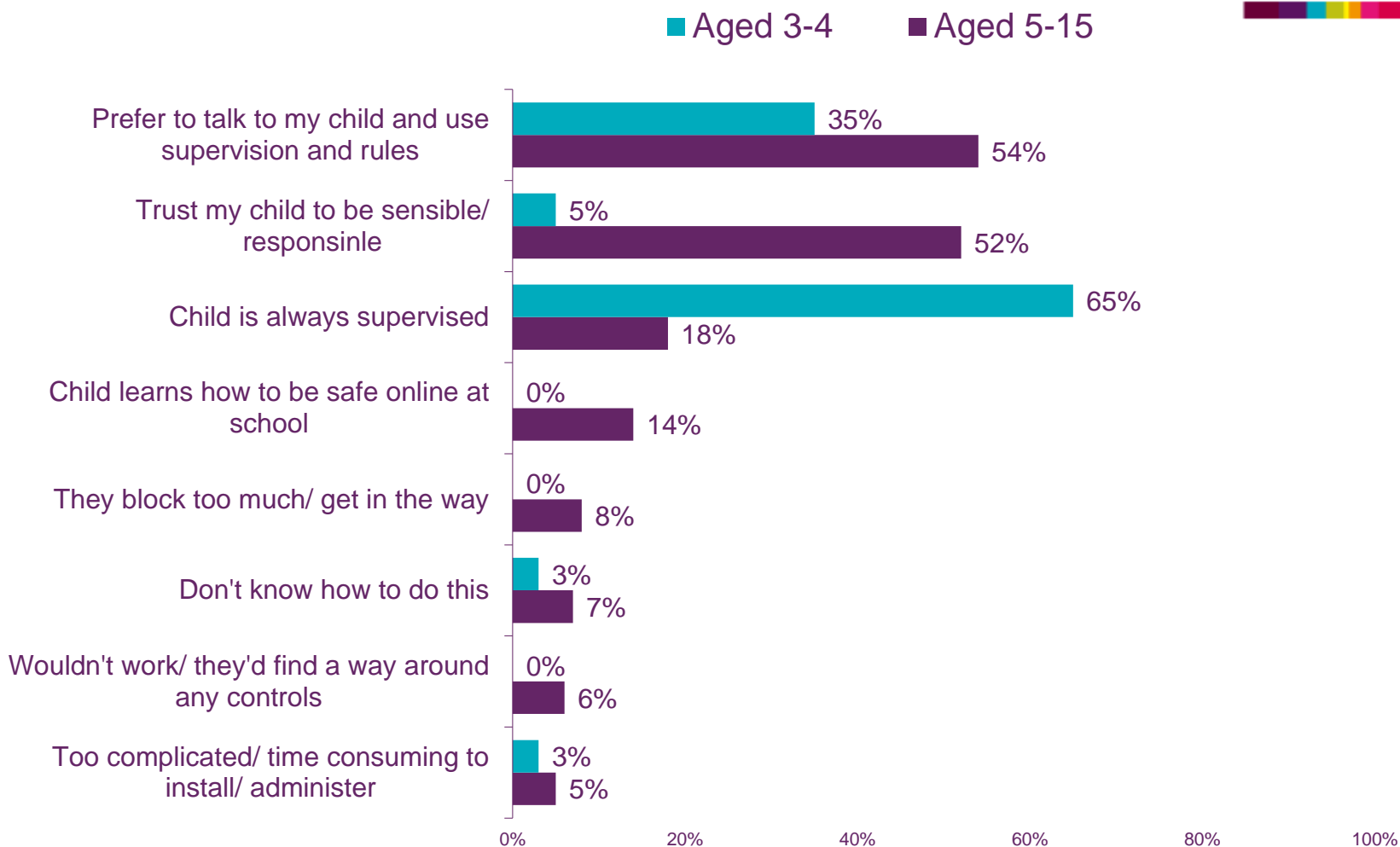
Figure 129: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2015, 2016



QP31I-K 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)/ QP32I-K 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).

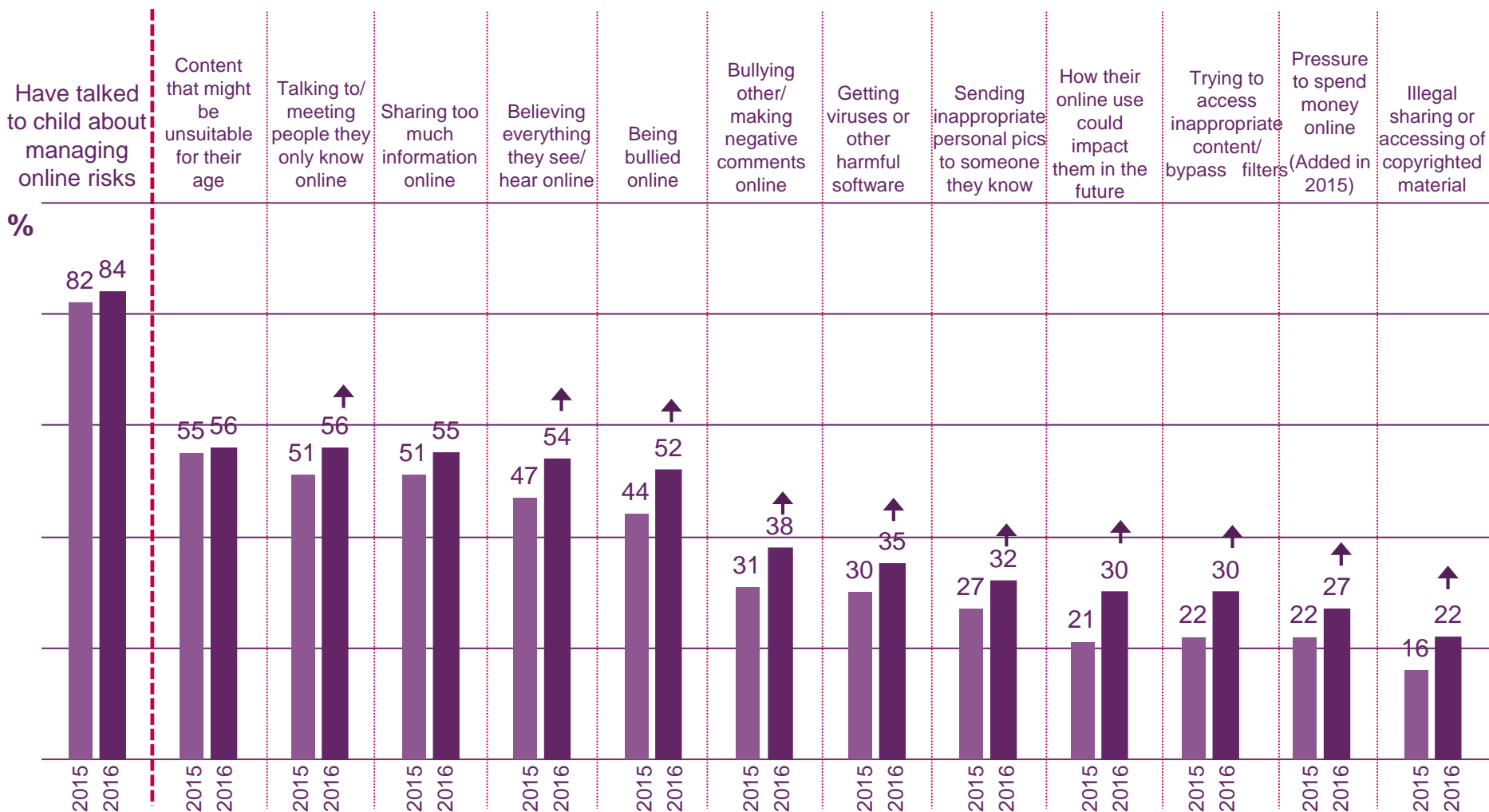
Base: Parents of 5-15s whose child uses a smartphone or tablet computer (1141). Significance testing shows any change between 2015 and 2016.

Figure 130: Parents of 3-4s and 5-15s whose child uses a smartphone or tablet who are aware of parental control software to restrict app installation or use but do not use this control – reasons for not using them: 2016



QP42B You said earlier you were aware of but don't use parental control software to restrict app installation or use . Here are some reasons that other people have given for not using this control, do any of these apply? (prompted response, multi-coded)
Base: Parents whose child uses a smartphone or tablet computer and who are aware of this feature but who do not use it (101 aged 3-4,265 aged 5-15).

Figure 131: Parents talking to their child about managing online risks, 5-15s: 2015, 2016



QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)

Base: Parents whose child goes online (1168 aged 5-15). Significance testing shows any change between 2015 and 2016.

Figure 132: Parents talking to their child about managing online risks, by age: 2016

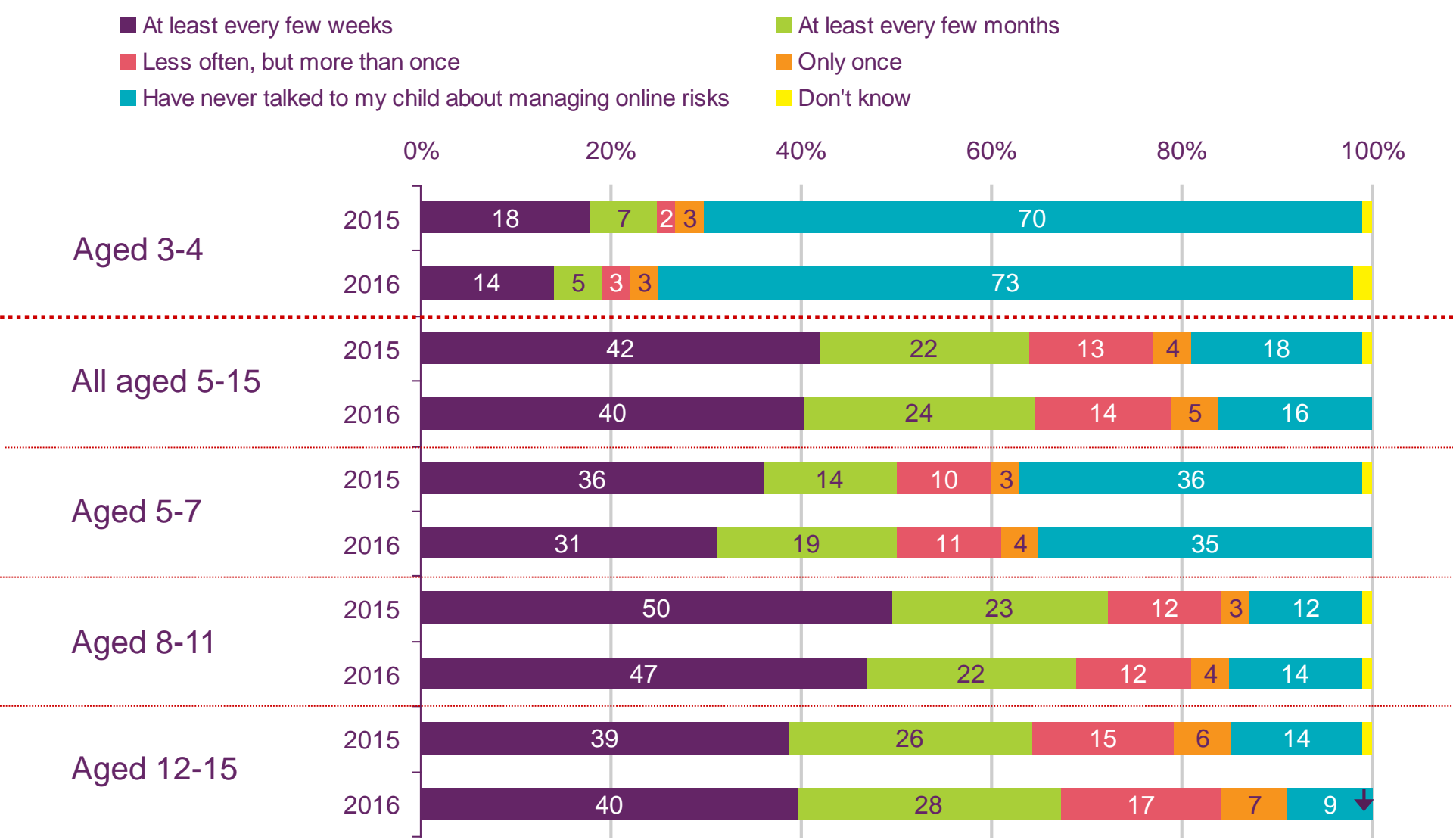
All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	272	1168	264	444	460
Content on sites or apps that might be unsuitable for their age	16%	56%	46%	60%	59%
Talking to or meeting people they only know online	8%	56%↑	27%	60%	68%↑
Sharing too much information online	7%	55%	26%	56%	69%↑
Believing everything they see or hear online	10%	54%↑	38%	52%	63%↑
Being bullied online/ cyberbullying	6%	52%↑	27%↑	52%	66%↑
The possibility of them bullying others online or making negative comments about other people online	2%	38%↑	20%↑	37%	47%↑
Downloading or getting viruses or downloading other harmful software as a result of what they do online	5%	35%↑	18%	34%	45%↑
Sending inappropriate personal pictures to someone they know	3%	32%↑	12%	30%	46%↑
How their online use now could impact them in the future	3%	30%↑	13%↑	30%↑	40%↑
Trying to access inappropriate content/ bypass filters	2%	30%↑	19%↑	30%	36%↑
The pressure to spend money online	4%	27%↑	14%	27%	34%↑
Illegal online sharing or accessing of copyrighted material	2%	22%↑	7%	22%↑	30%↑
TOTAL – HAVE TALKED TO CHILD ABOUT ANY OF THESE RISKS	27%	84%	65%	86%	91%↑

QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)

Base: Parents whose child goes online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15).

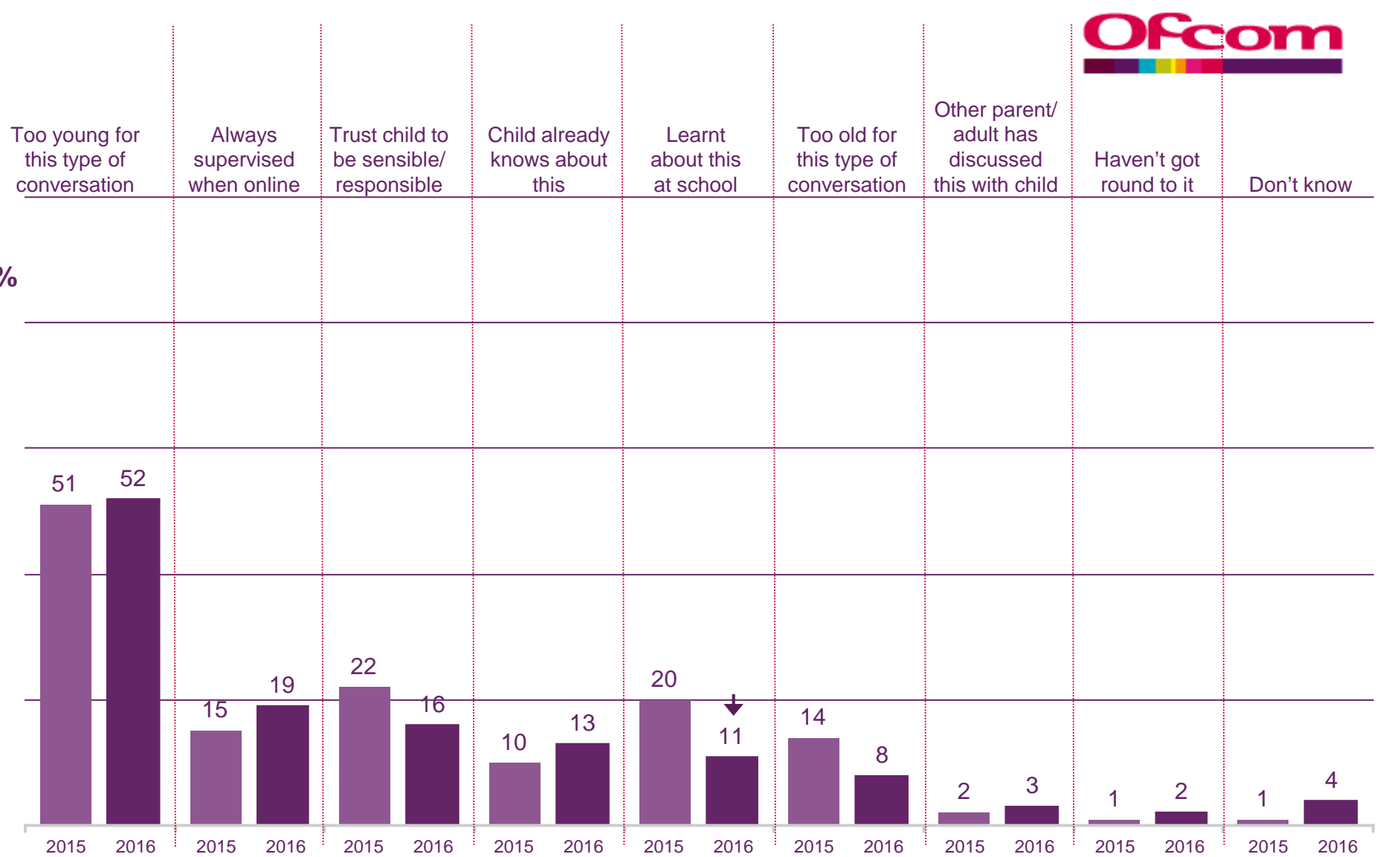
Significance testing shows any change between 2015 and 2016.

Figure 133: Frequency of talking to children about managing online risks, by age: 2015, 2016



QP29 – Which of these best describes how often you talk to your child about these things? (single coded)
Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 134: Reasons for not having talked to child about managing online risks, 5-15s: 2015, 2016



QP30 – And can you tell me why you have not talked with your child about these things (unprompted responses, multi-coded)
Base: Parents of children aged 5-15 who have not talked to their child about managing online risks (199 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 135: Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to manage online risks: 2016

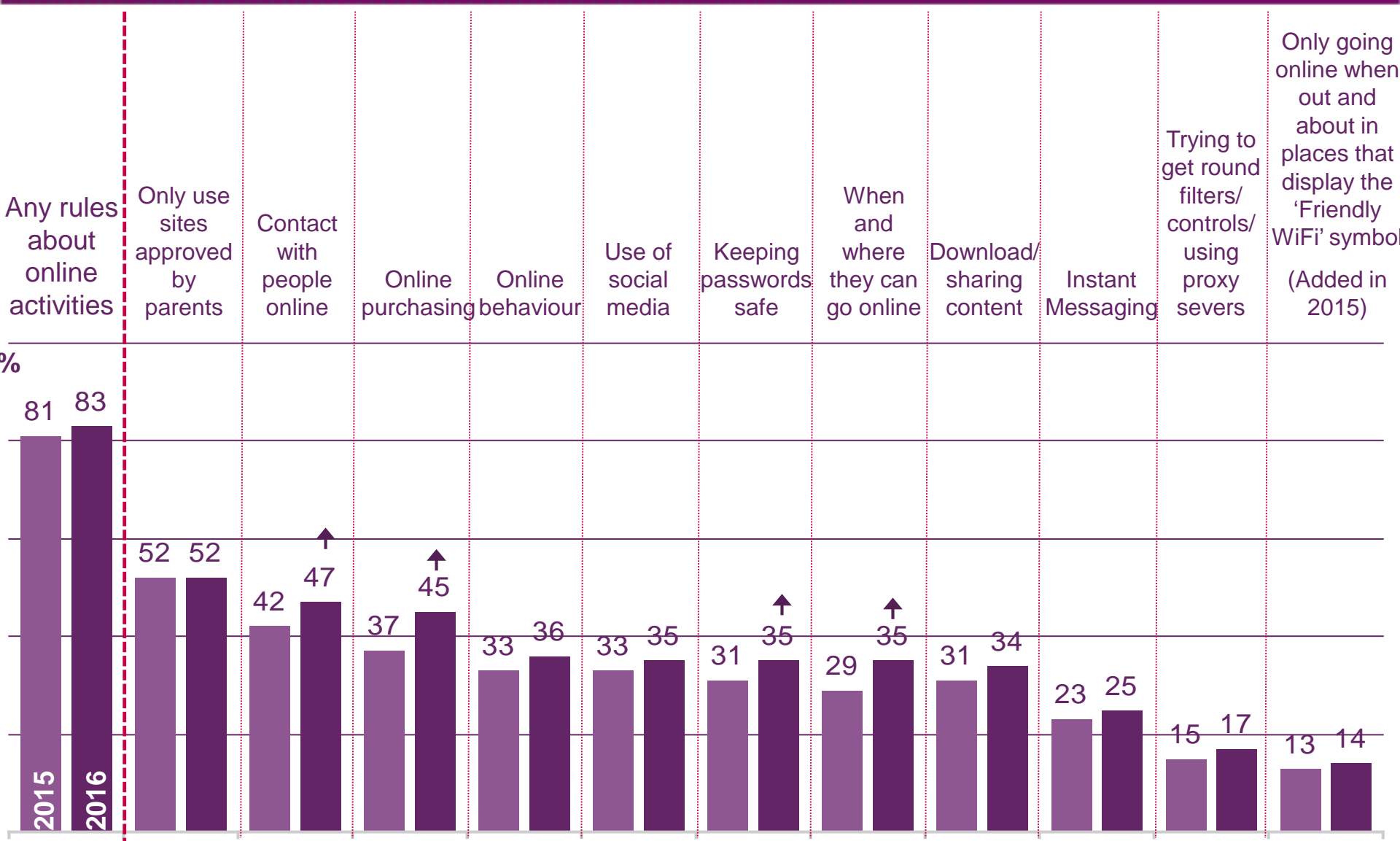


	All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
	Base	272	1168	264	444	460
From child's school		21%	55%	51%	56%	57%
From family or friends		20%	33%	23%	35%	35%
From Internet service providers (ISPs)		12%	14%	13%	13%	15%
From TV, radio, newspapers or magazines		8%	12%	9%	9%	16%
From your child themselves		2%	11%	6%	12%	13%
From other websites with information about how to stay safe online		8%	10%	9%	10%	9%
From Government or local authority		4%	8%	6%	7%	9%
From manufacturers or retailers selling the product		4%	7%	6%	6%	9%
From the BBC		5%	6%	5%	8%	6%
From other sources		1%	3%	2%	3%	3%
TOTAL – ANY INFORMATION LOOKED FOR/ RECEIVED		45%	72%	64%	75%	73%

QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way?
(prompted responses, multi-coded)

Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15).

Figure 136: Rules about child's online activities among parents of 5-15s: 2015, 2016



QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)

Base: Parents whose child goes online at home or elsewhere (1168 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 137: Rules about child's online activities among parents, by age: 2016

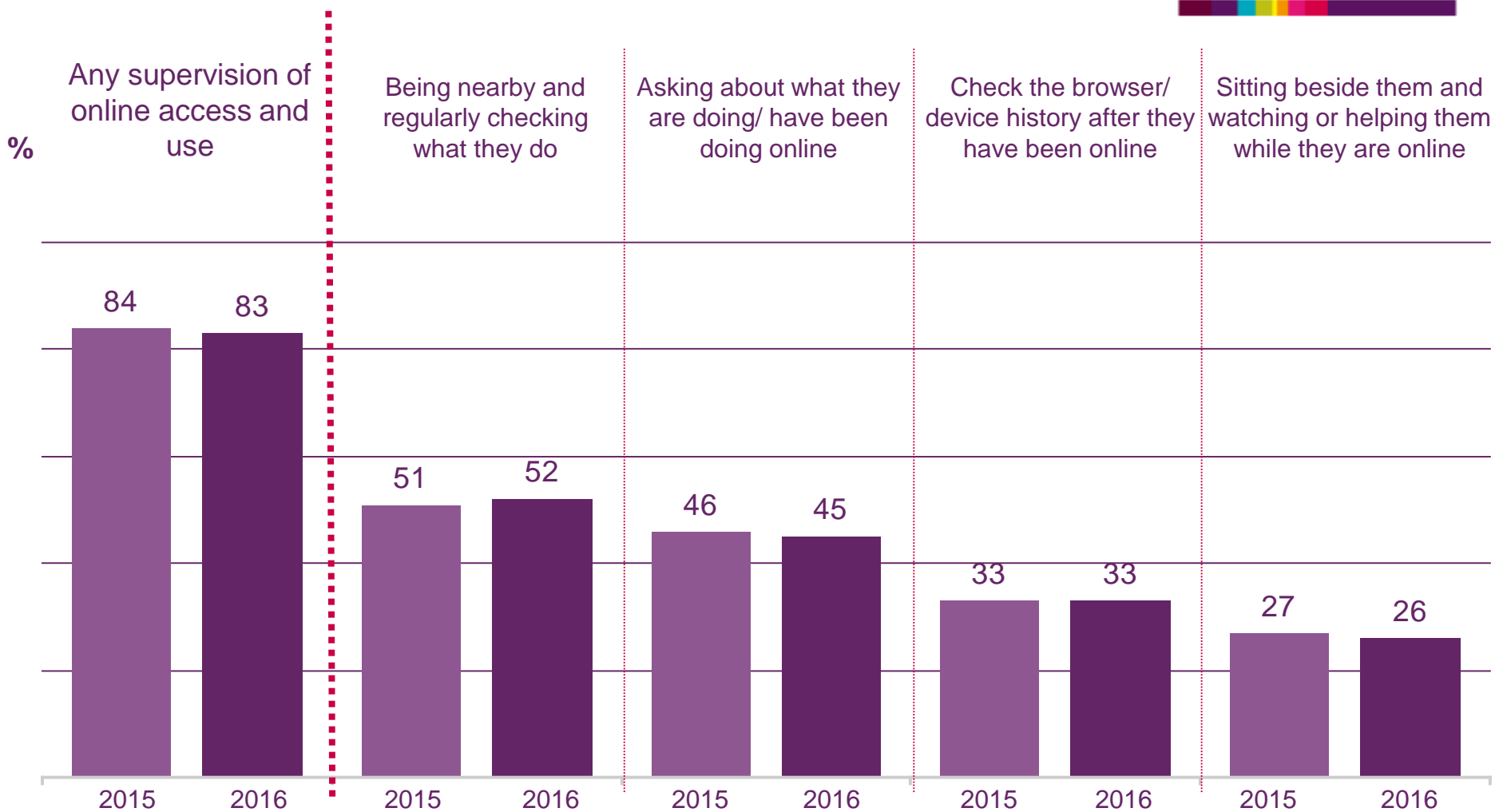


	All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
	Base	272	1168	264	444	460
Only use sites approved by parents		64%	52%	72%	60%	35%
Contact with people online (no contact with strangers, not sharing personal information etc.)		17%	47% ↑	32%	51%	51% ↑
Online purchasing		17%	45% ↑	35%	46% ↑	50% ↑
How to behave online		12%	36%	19%	39%	42% ↑
Use of social media sites		13%	35%	19%	41%	39%
Keeping passwords safe/ not sharing passwords		11%	35% ↑	20%	37%	40% ↑
When and where they can go online (time of day, amount of time, device used etc)		21%	35% ↑	29%	41%	31% ↑
Downloading/ sharing content		13%	34%	23%	39%	34%
Use of Instant Messaging		12%	25%	20%	30%	23%
Trying to get around filters/ online controls/ using proxy servers		9%	17%	13%	21%	14%
Only accessing the internet when out and about in locations that display the 'Friendly WiFi' symbol		7%	14%	11%	17%	12%
TOTAL - ANY RULES ABOUT ONLINE ACTIVITIES		73%	83%	87%	87%	78% ↑

QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)

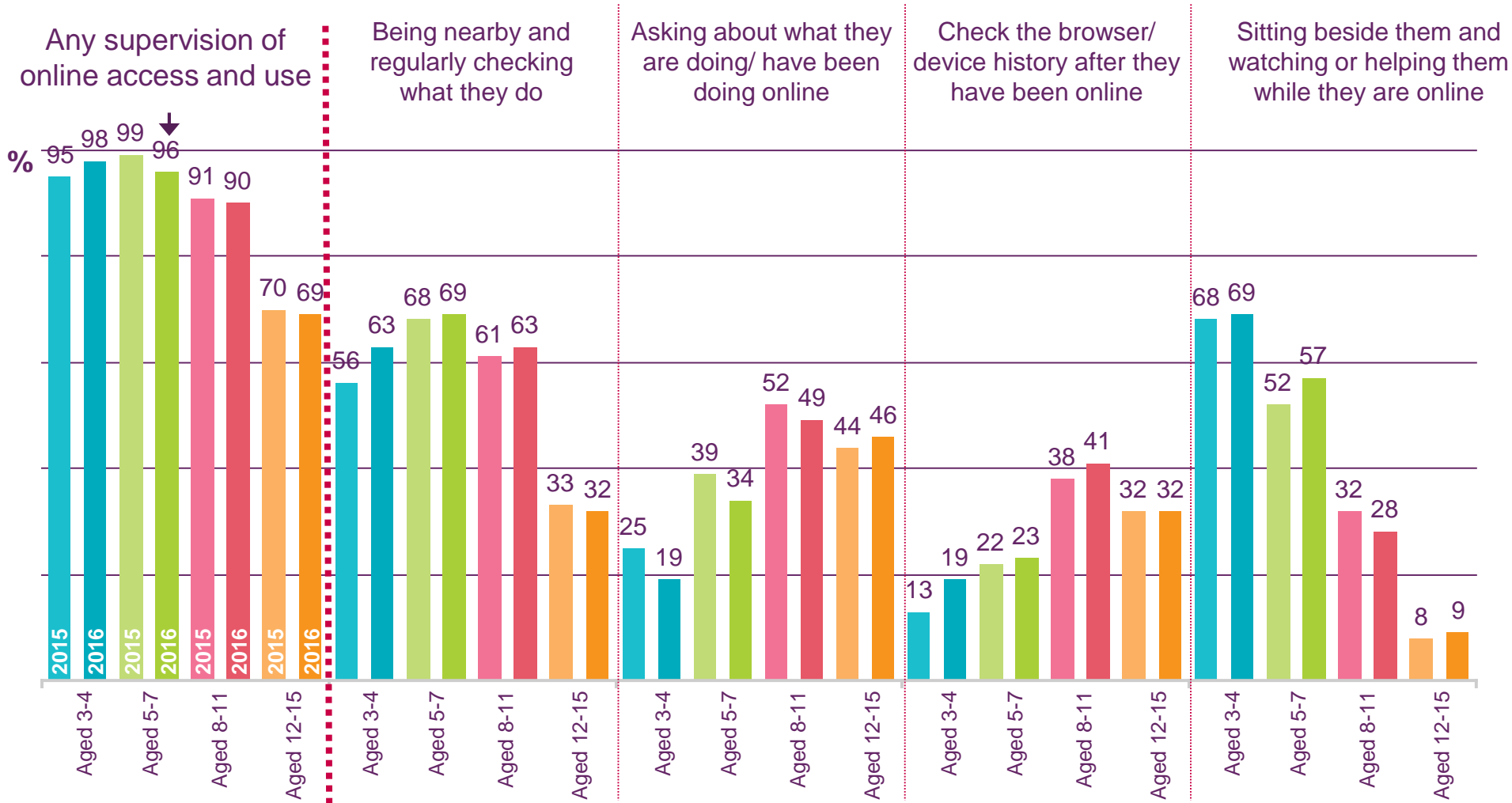
Base: Parents whose child goes online . Significance testing shows any change between 2015 and 2016.

Figure 138: Types of parental supervision when child goes online at home or elsewhere, among parents of 5-15s: 2015, 2016



QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded)
Base: Parents whose child goes online at home or elsewhere (1168 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 139: Types of parental supervision when child goes online, by age: 2015, 2016



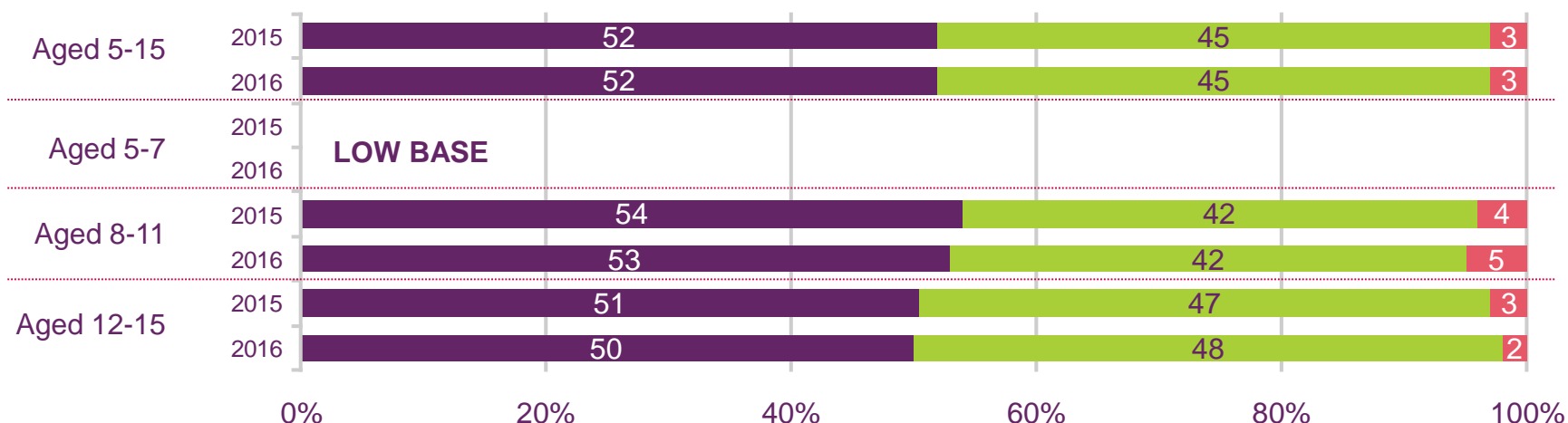
QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded)

Base: Parents whose child goes online at home or elsewhere aged 3-4 (272) or 5-15 (264 aged 5-7, 440 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.

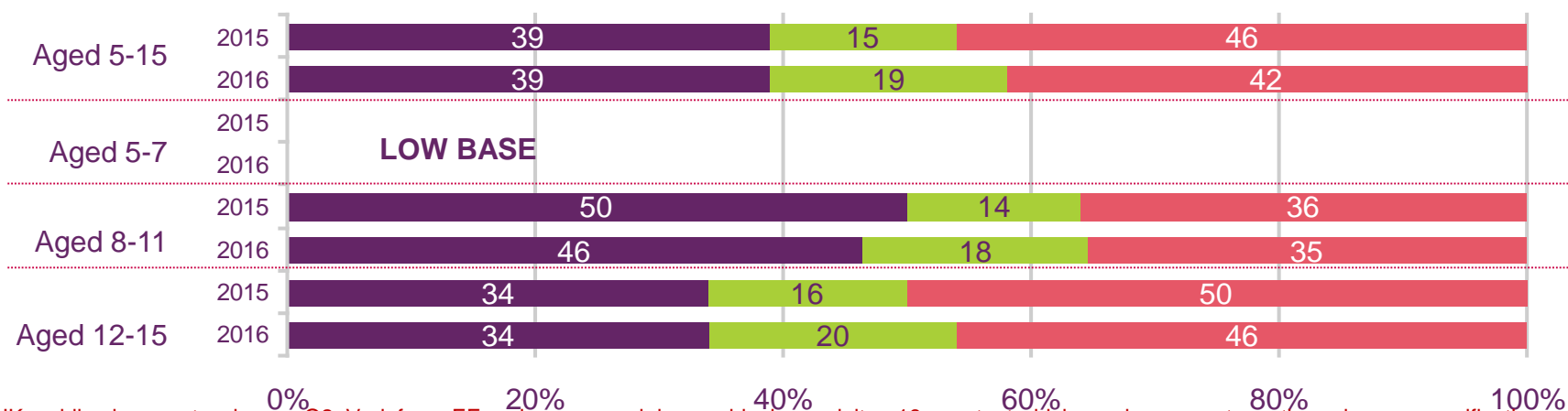
Figure 140: Awareness and use of bar on adult content for mobile phones, by age: 2015, 2016

Awareness of bar on adult content on mobile phones

■ Yes ■ No ■ Don't know



■ Yes - bar on adult content set up and in place ■ No - bar on adult content has been deactivated
 ■ Don't know whether bar on adult content is in place



QP61/ 63 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today? (unprompted responses, single coded) / Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (unprompted responses, single coded)
 Base: Parents whose child has a mobile phone (607 aged 5-15, 191 aged 8-11, 401 aged 12-15 in 2016) / Parents of children aged 5-15 whose child has a mobile phone that can be used to go online (538 aged 5-15, 151 aged 8-11, 378 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

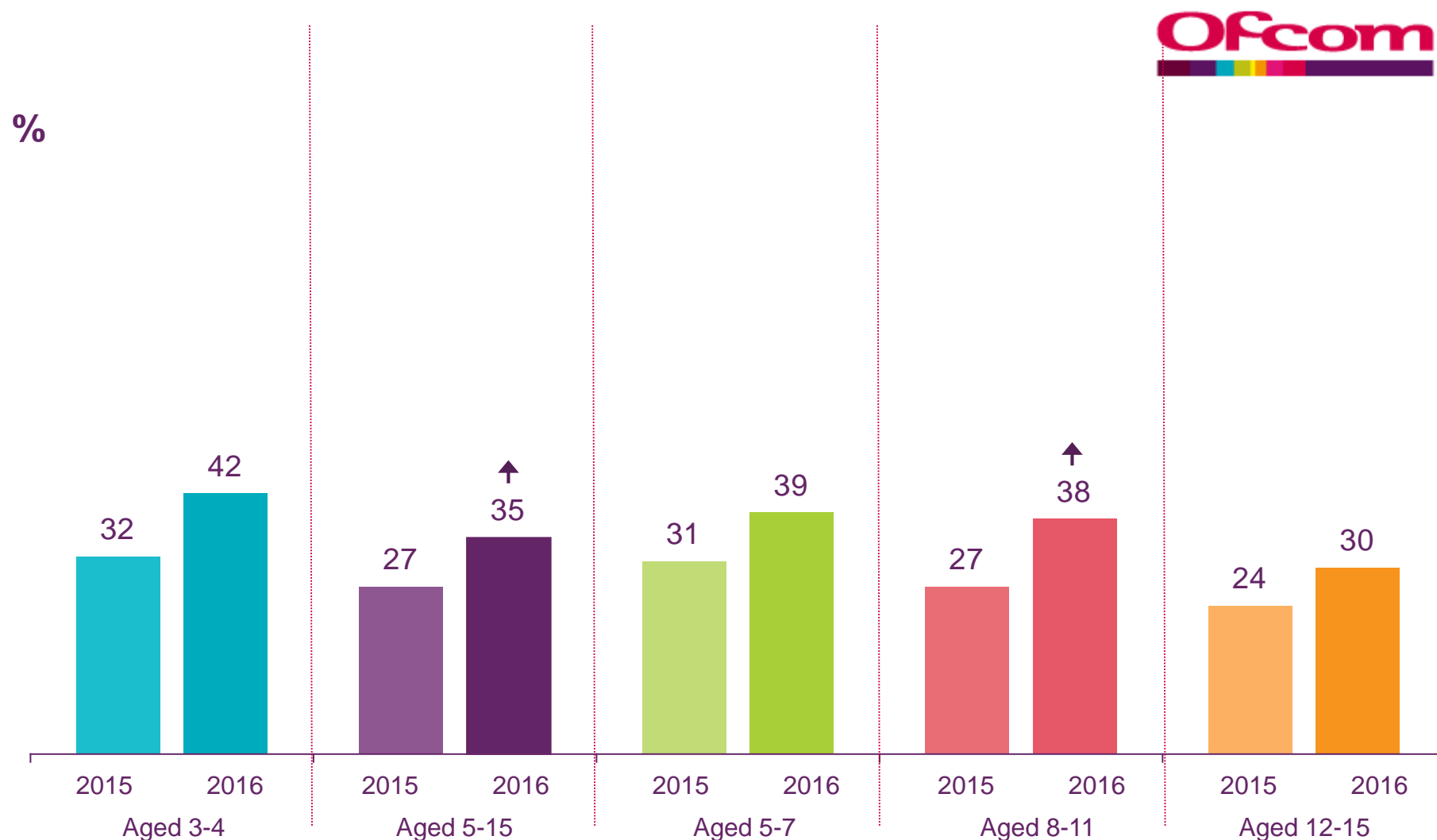
Figure 141: Parental rules for mobile phones, by age: 2016

	Aged 8-11	Aged 12-15
ANY RULES OR RESTRICTIONS	77% ↓	78%
There is an agreed limit for amount spent on contract or through top-up	38%	47%
No calls to premium rate numbers	34%	31%
Rules about what they do online on their phone	32%	29% ↑
Regularly check what they are doing with the phone	35%	26%
No texts to premium rate numbers	29%	29%
Only calls/ texts to an agreed list of people	32%	18%
Only able to download free to purchase apps	21%	20%
No in app/ online purchasing	14%	18%
Only send pictures/ videos to an agreed list of people	17%	15%
No going online/ using apps to go online	19%	9% ↑
App store password is not known by the child	15%	11%
No downloading of apps onto the phone	12%	8%
Child is responsible for paying top-ups/ bills	7%	10%
Prevent certain apps from knowing child's location by disabling location	12%	7%
Only to make/ receive voice calls or send texts, nothing else	14%	5%

QP59– Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone ? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 with a mobile phone (191 aged 8-11, 401 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

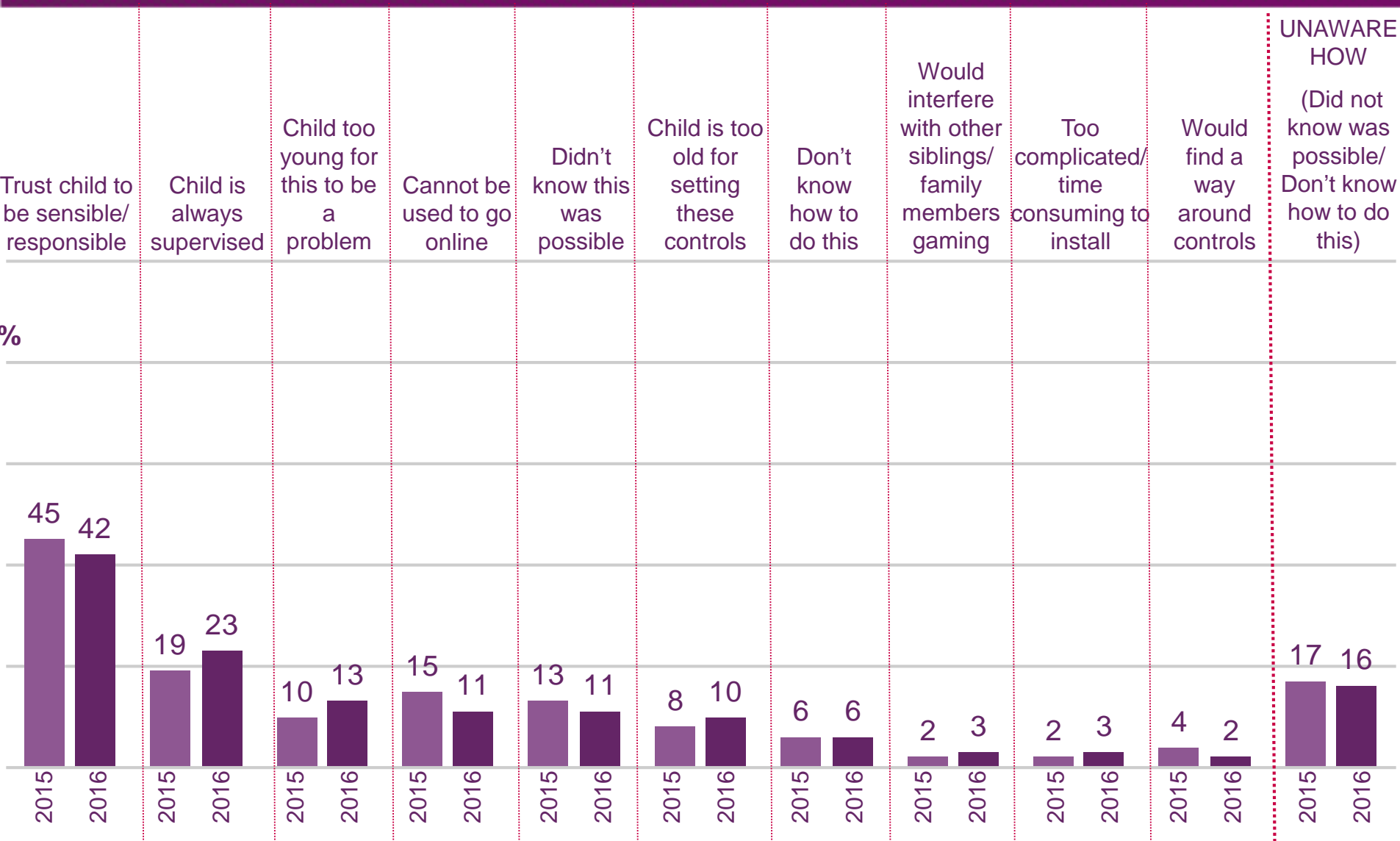
Figure 142: Use of parental controls on games consoles/ games players used at home or elsewhere, by age: 2015 and 2016



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)

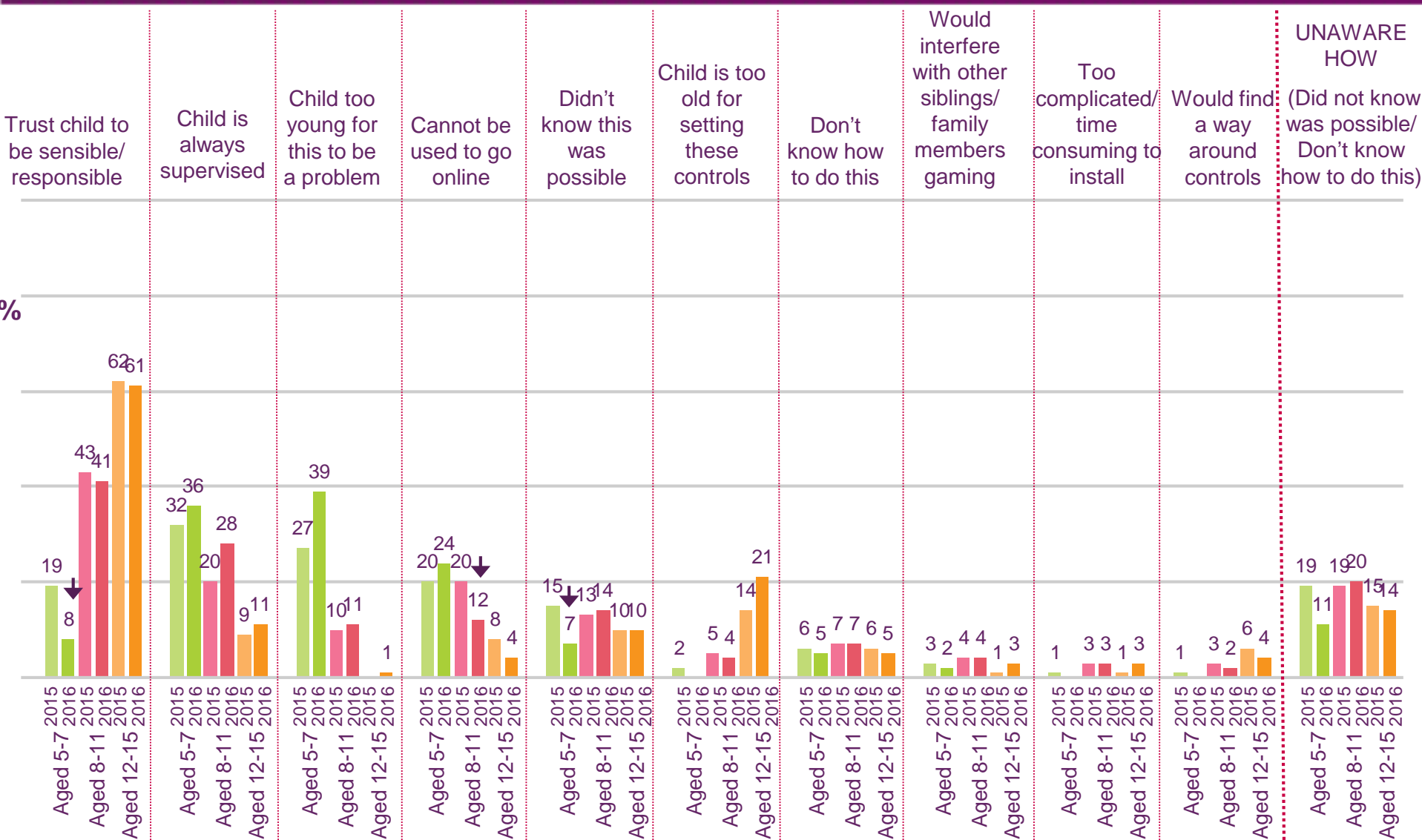
Base: Parents whose child ever plays games on a handheld games console or a games console connected to a TV (115 aged 3-4, 794 aged 5-15, 193 aged 5-7, 324 aged 8-11, 277 aged 12-15). Significance testing shows any change between 2015 and 2016

Figure 143: Reasons for not having parental controls on games consoles/ games players among parents of 5-15s whose child plays games at home or elsewhere : 2015 and 2016



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (unprompted responses, multi-coded).
 Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (451 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 144: Reasons for not having parental controls on games consoles/ games players, among parents of 5-15s whose child plays games at home or elsewhere, by age: 2015, 2016



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (unprompted responses, multi-coded).

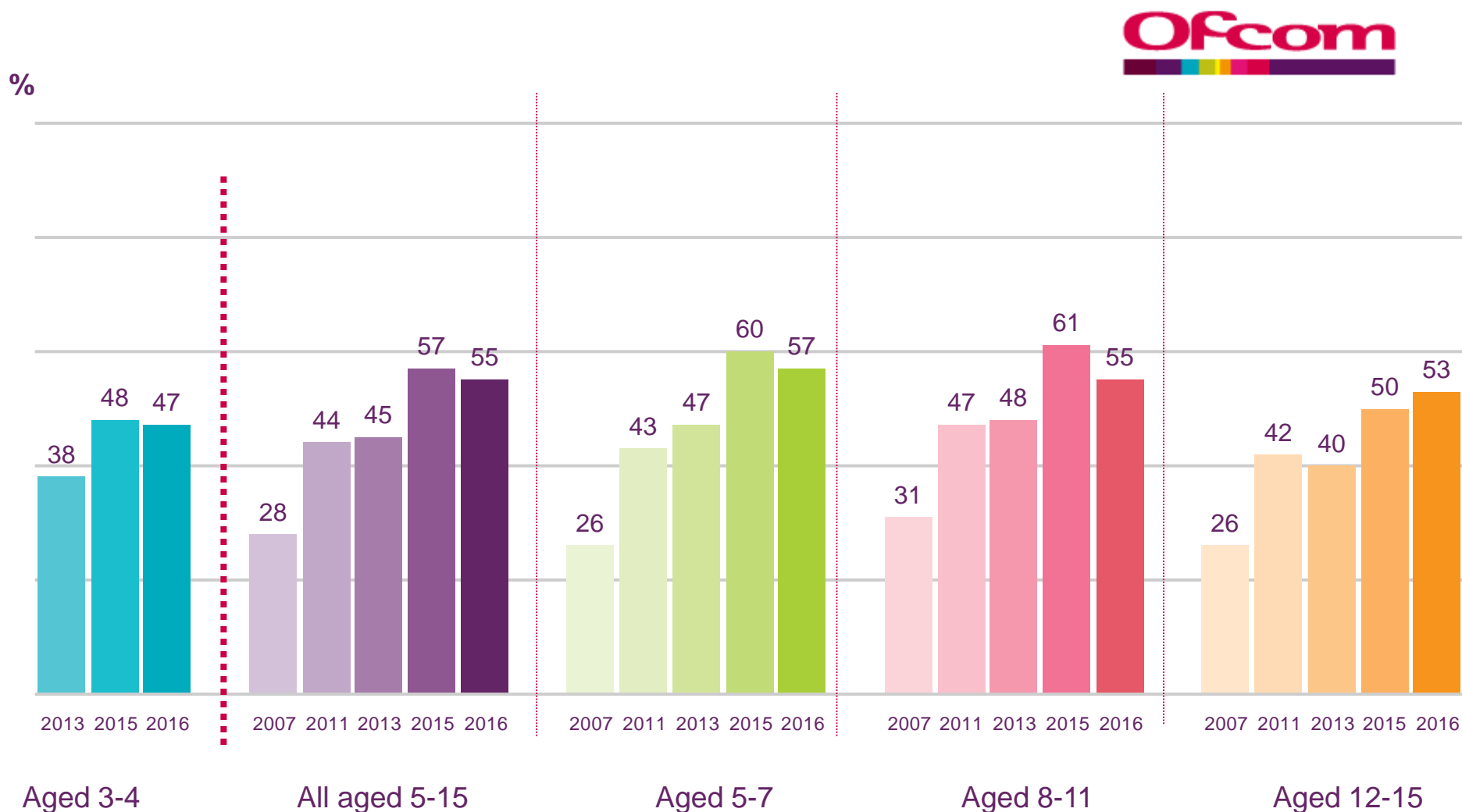
Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (103 aged 5-7, 179 aged 8-11, 169 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 145: Parental rules for gaming, by age: 2016

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY RULES OR RESTRICTIONS	88%	85%	95%	89%	73%
Only games with appropriate age rating	62%	52%	67%↓	59%	36%
No games after a certain time	54%	48%↓	57%	51%	37%
No games with nudity/ sexual content	45%	46%	57%	48%	34%
No games with drug use	43%	44%	57%	48%	31%
No games with violence	48%	43%	56%	46%	32%
No games with swearing/ bad language	46%	43%	58%	47%	29%
Regularly check on what they're playing	42%	41%	49%	45%	32%
Only allowed to play games for a set period of time (added in 2016)	39%	37%	49%	40%	24%
No online game playing with people they don't already know	24%	24%	30%↓	26%	18%
No online chat or messaging	25%	23%	34%↓	27%	12%
No online game playing	32%	23%	34%	25%	12%
Only games that are free to play	22%	22%	29%	25%	14%
No games with subscription that recur after a set period of time (i.e. monthly)	17%↓	19%	22%↓	20%	15%
No games with in-app or in game purchasing	20%	17%	21%↓	19%	13%
Can only play when supervised/ not on their own	31%	15%	27%	15%	5%
No multi-player games	19%↓	14%↓	23%↓	15%	7%
Only a game that an adult or parent has played/ tried first	23%	13%	21%	12%	7%

QP67 - Do you have any of these rules or restrictions about the games that your child plays at home or elsewhere – whether on a games console, a computer or any other device? (prompted responses, multi-coded). Base: Parents of children aged 5-15 whose child ever plays games at home or elsewhere on any type of game playing device (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

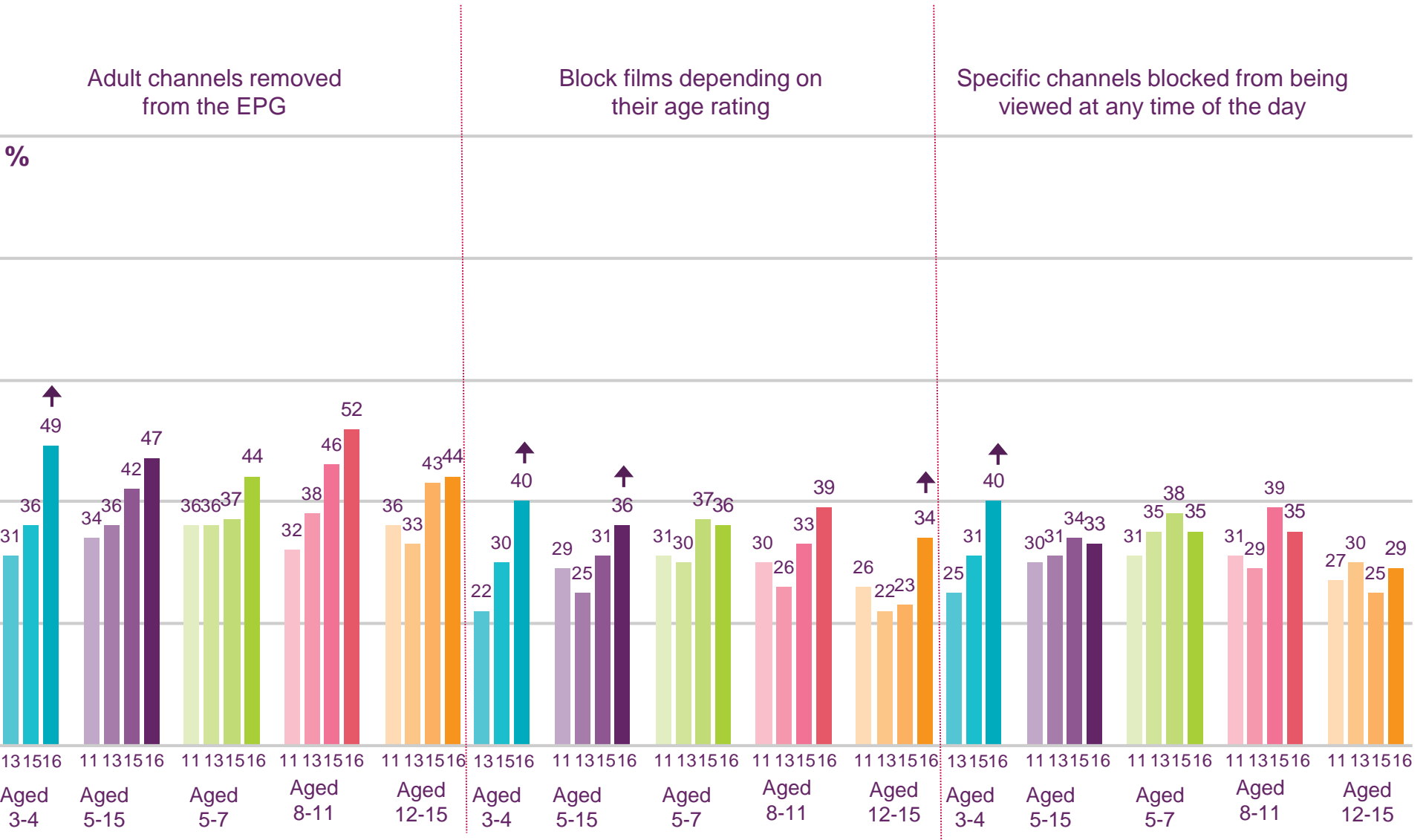
Figure 146: PIN or password controls set on television services used by child at home, by age: 2007, 2011, 2013, 2015, 2016



QP15 - Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?/
WORDING IN 2007- Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or
password? (prompted responses, single coded)

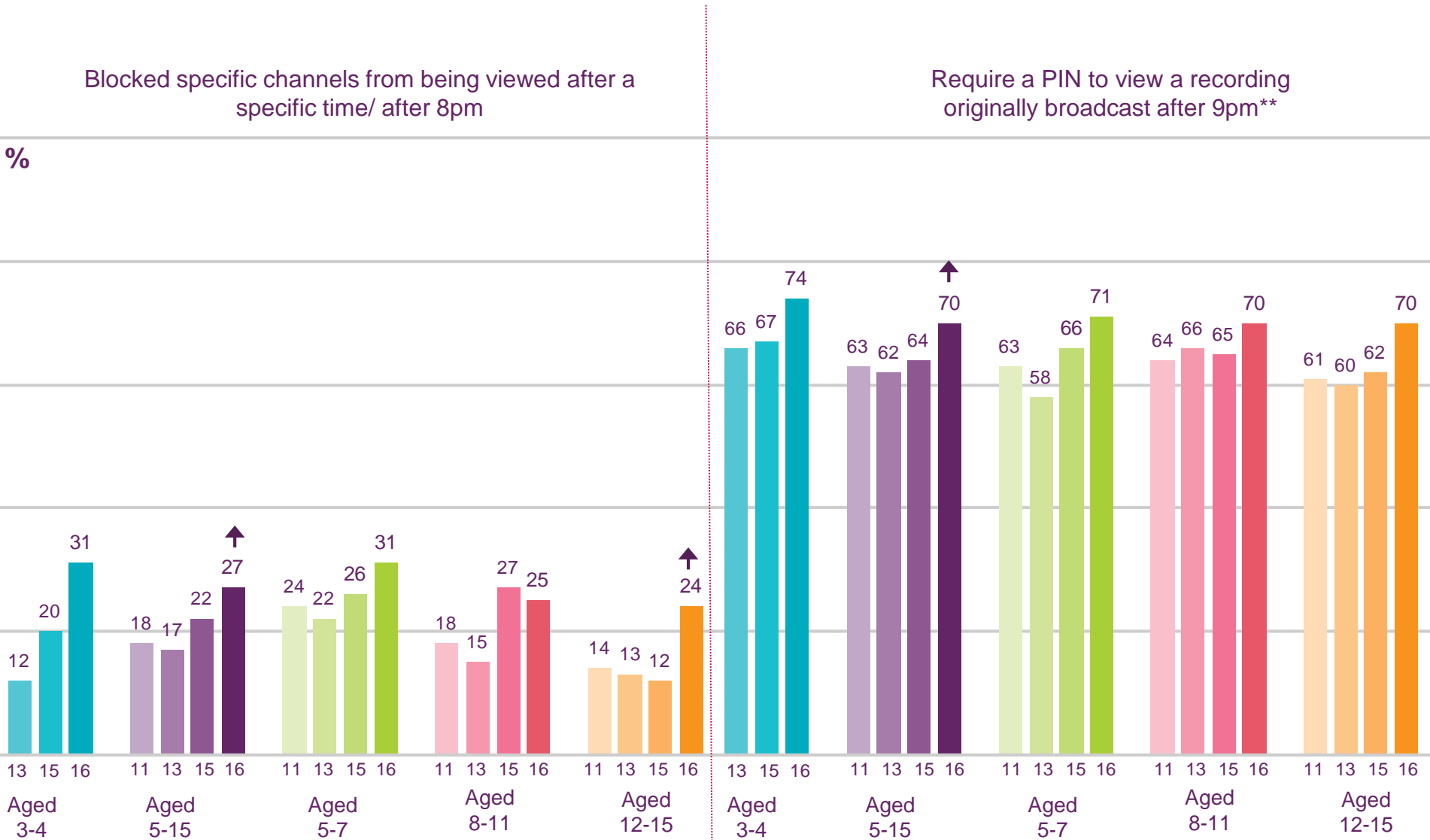
Base: Parents of children aged 5-15 with a TV set in the household that the child watches (676 aged 3-4, 1334 aged 5-15, 388 aged 5-7, 477 aged 8-11, 469 aged 12-15 in
2015).significance testing shows any change between 2015 and 2016

Figure 147a: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded)
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (298 aged 3-4, 706 aged 5-15, 212 aged 5-7, 259 aged 8-11, 2235 aged 12-15 in 2016).significance testing shows any change between 2015 and 2016

Figure 147b: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded)

Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (298 aged 3-4, 706 aged 5-15, 212 aged 5-7, 259 aged 8-11, 2235 aged 12-15 in 2016)./ ** Base represents all children aged 5-15 with a TV and DVR in the household with parental controls set (248 aged 3-4, 581 aged 5-15, 170 aged 5-7, 213 aged 8-11, 198 aged 12-15 in 2016).significance testing shows any change between 2015 and 2016.

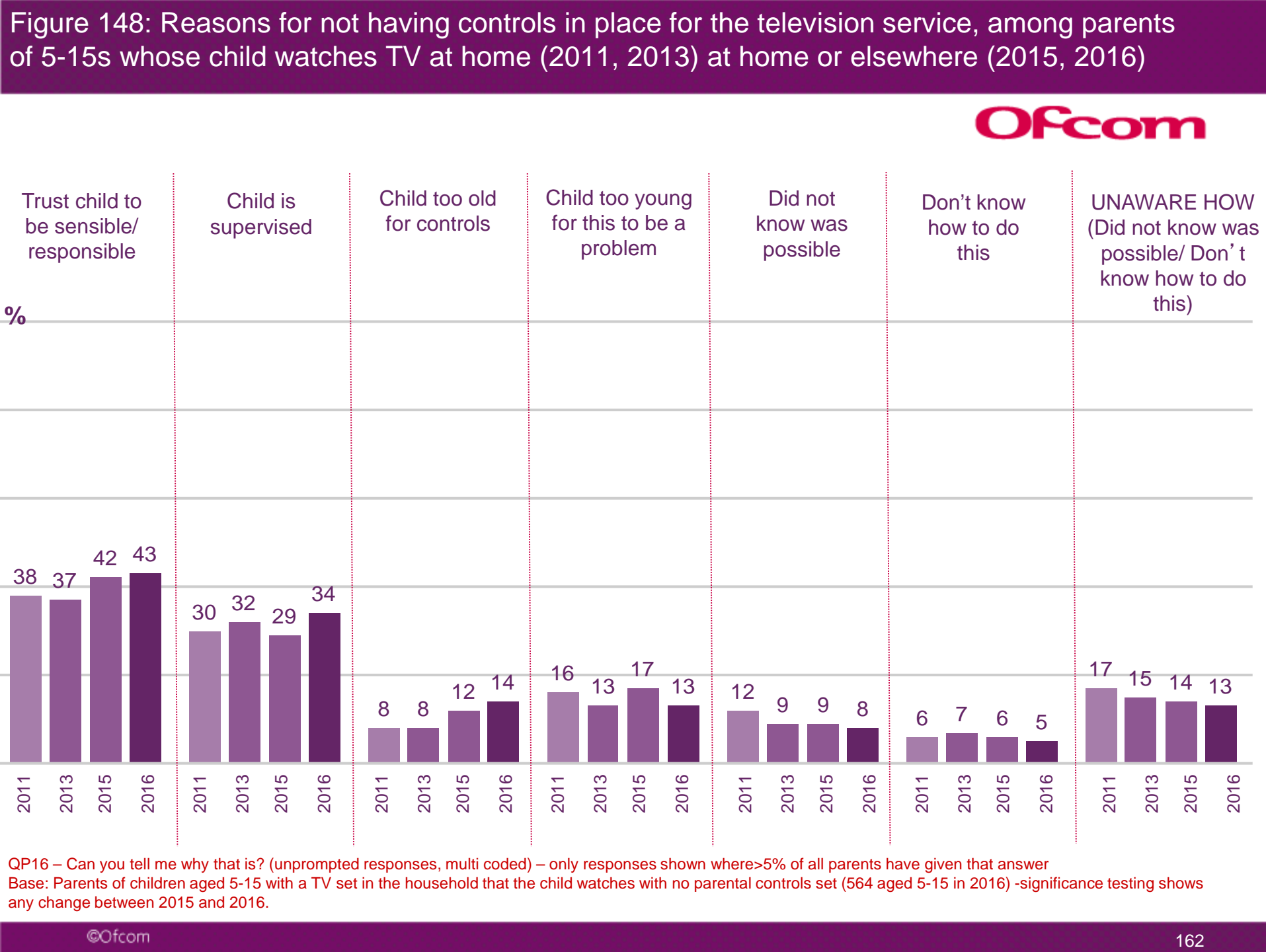
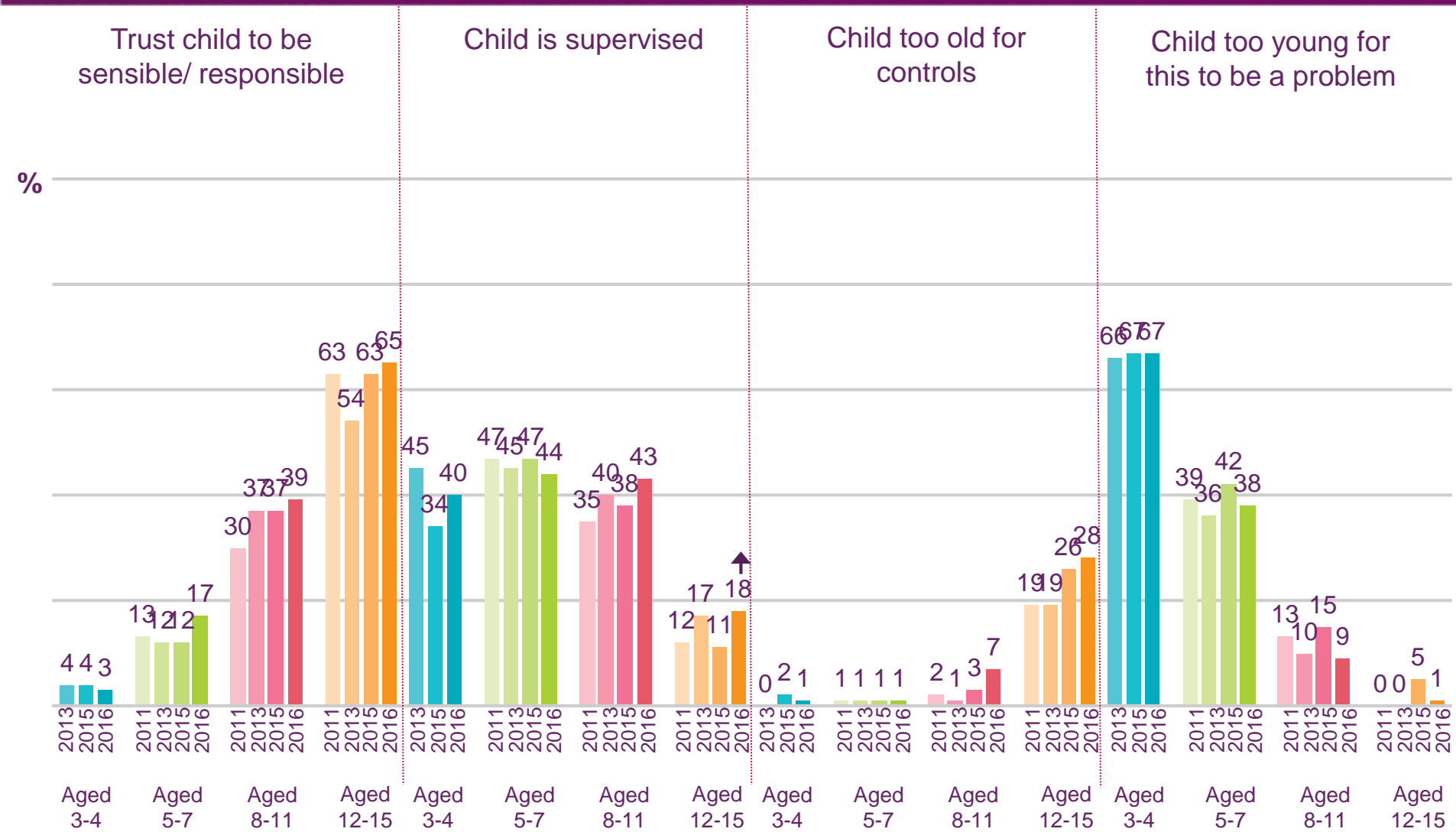


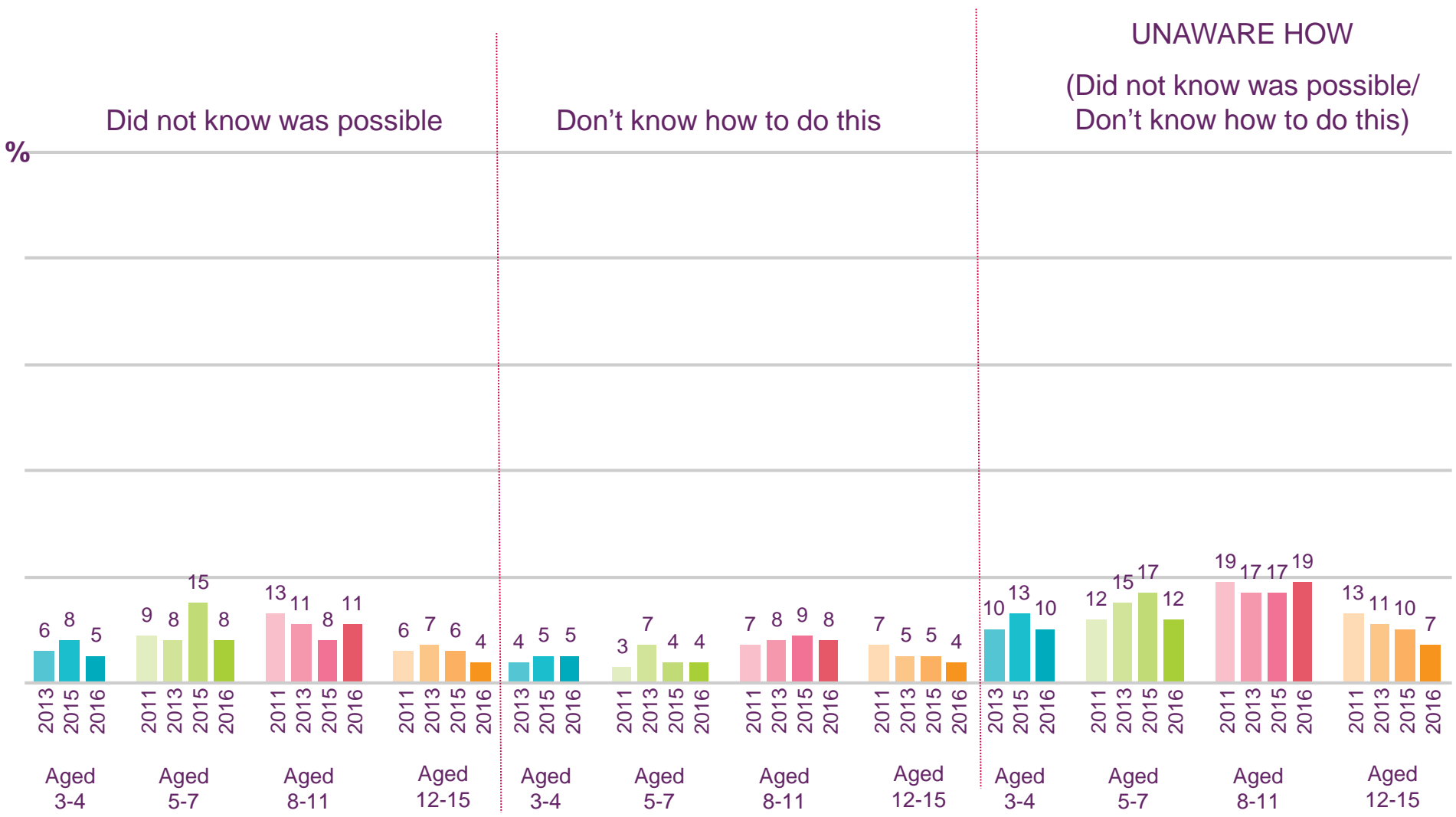
Figure 149a: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP16 – Can you tell me why that is? (unprompted responses, multi coded) – only responses shown where >5% of all parents have given that answer

Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (327 aged 3-4, 151 aged 5-7, 210 aged 8-11, 203 aged 12-15 in 2016) -significance testing shows any change between 2015 and 2016

Figure 149b: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) or elsewhere (2015, 2016), by age



QP16 – Can you tell me why that is? (unprompted responses, multi coded) – only responses shown where >5% of all parents have given that answer
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (327 aged 3-4, 151 aged 5-7, 210 aged 8-11, 203 aged 12-15 in 2016) -significance testing shows any change between 2015 and 2016

Figure 150: Awareness of content ratings and guidance labels on UK broadcaster catch-up services and use of PINs/ passwords on these services among parents, by child's age: 2016



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



QP12A –Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub 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)/ QP12B - 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: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016).

Figure 151: Parental rules for television, by age: 2016



	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	90% ↓	88%	96%	93%	77%
No TV after a certain time	61%	57% ↓	68%	63%	43%
Regularly check on what they are watching	44%	50% ↑	56%	55%	40%
No programmes with nudity/ sexual content	49%	49%	57%	54%	39%
No programmes with swearing/ bad language	50%	46%	59%	51%	30% ↑
No programmes with violence	50%	44%	59%	47%	30%
Only DVDs/ videos with an appropriate age rating	45%	43%	50% ↓	48%	33%
Need a PIN/ password to watch certain channels/ certain movie ratings	27%	34%	35%	38%	29%
Only children's TV programmes/ children's channels	62%	29%	55%	29%	9%
Only DVD/ video that an adult or parent has watched first	19%	18%	20%	22%	12%
Can only watch when supervised/ not on their own	29% ↑	17% ↑	25%	19%	10% ↑

QP14 – Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 whose child watches TV at home or elsewhere (670 aged 3-4, 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15). -significance testing shows any change between 2015 and 2016