



UK children's media literacy

2009 interim report

Research Document

Publication date:

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Section 1

Executive summary

This report is designed to give an accessible overview of media literacy among UK children aged 5-15 and their parents/ carers. The purpose of this report is to support people working in this area to develop and promote media literacy among this group.

It is an interim report: that is, it reports on one wave of data from spring 2009. Data from autumn 2009 will be amalgamated with it and a full-year report will be published in early 2010, which will provide more detailed reporting in a number of areas.

In addition to providing topline analysis for some of the key media literacy measures, this report includes commentary on some new areas that were incorporated into the research programme in 2009, such as watching television content via broadcasters' websites, game playing over the internet and awareness and attitudes to mobile location services available via mobile phones.

Children's use of media

Households with children aged 5-15 have high levels of take-up of the main media platforms. However, while take-up has increased in DE socio-economic group households since 2008, it is still lower than for other socio-economic groups. When looking specifically at *use* of the internet within the home, children in DE socio-economic groups are the only group not to have experienced an increase in use since 2008, despite the increase in access.

There has been an increase in the number of younger children (aged 5-7) using the internet at home. This increase does not appear to be the result of increased internet take-up within the home, suggesting that children in this age group are starting to use the internet at home at a younger age.

Since 2008 it has become more common for older children to have internet access in their bedroom, accounting for one in six children aged 8-11 (16%) and one-third of 12-15 year-olds (35%). Three per cent of 5-7 year-olds have such access.

Children aged 12-15 are more likely than younger children to use media away from the living room and without an adult present. Three-quarters of 12-15s (75%) now have a games console in their bedroom; this has also increased since 2008. When asked with whom they mostly play games, one in seven (15%) of 12-15 year olds who play games say they mostly play with other people over the internet.

The incidence of watching television or film content via UK television broadcasters' websites increases with age, with this activity undertaken by one in twenty 5-7s (5%), one in eight 8-11s (13%) and one quarter of 12-15s (25%).

Parental concerns, controls and rules

The majority of parents say they trust their child to use the internet safely (63% of parents of 5-7s, 80% of parents of 8-11s, and 86% of parents of 12-15s). However, it is still the platform that causes parents the most concern (compared to television, radio, games consoles and mobile phones). Close to half of parents whose child uses the internet at home (45%) say they have internet controls or filtering software installed – fewer have set safe search settings. Since 2008, these incidences have not changed among parents of 5-15s. Some

13% of parents of 5-15s say they either haven't heard of, or don't know how to set up, internet controls or filtering software (16% of parents of 8-11s).

Since 2008, parents of children aged 5-15 with multichannel TV services at home are more likely to have PIN or password controls set on their television, with this increase seen particularly in households with satellite as opposed to any other digital TV platform. One in three households with multichannel television has set up access controls (34%). Parents who do not have these controls set up give various reasons, but most commonly say that they trust their child to be sensible/ responsible, although one in seven (14%) say they either haven't heard of, or don't know how to set up, such controls.

Around four in ten parents of 5-15s (41%) are aware of mobile location services available via mobile phones, and around three-quarters of them agree that such services would be useful to help locate their child. Relatively few parents agree that these services would invade their child's privacy, but close to three-quarters of all parents with a child aged 5-15 are concerned that other people could locate their child through mobile location services (72%) and that companies may use these services to market products and services to their child (also 72%).

Parental rules for TV, the internet and games are in place for between 80-90% of 5-11s, and at a lower level for 12-15s. Rules for mobile phone use are in place for around two-thirds of 8-15 year olds (66%). Since 2008, there has been an increase in the use of time-based rules for television and the internet (not allowing viewing/ access to the internet after a certain time) with a decrease in some rules about access to content.

Knowledge and understanding of the internet

While two-thirds of children aged 12-15 (66%) make some kind of check when visiting new websites, a sizeable minority (25%) do not tend to make any checks. Both of these measures are unchanged since 2007. One in five 12-15s who use search engines say they do not know how results are ordered (18%), and one in three thinks that the most truthful are shown first (32%).

Two thirds of 12-15s with the internet at home say they have set up a social networking site profile, compared to 52% in 2008. Some 19% of 8-11s say they have set up such a profile, unchanged since the previous year. Children aged 12-15 with a social networking profile are now more likely to restrict access to their profiles so that they can be seen only by their friends.

Learning about media

Younger children aged 8-11 have a preference for learning from parents (59%) or at school (47%) whereas older children prefer to learn from their peers (46%).

A minority of children say they are taught about television at school, but seven in ten 8-11s (71%) and four in five 12-15s (84%) say they have lessons about the internet.

Section 2

Introduction

2.1 Background

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

Ofcom's definition of media literacy is:

'the ability to use, understand and create media and communications'.

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

- to give people the opportunity and motivation to develop competence and confidence to participate in communications technology and digital society; and
- to inform and empower people to manage their own media activity (both consumption and creation).

This report provides an update to the *Children's Media Literacy Audit* published in 2006¹ and again in 2008². In 2009, we adopted a six-monthly fieldwork schedule, to enable more frequent reporting and identification of emerging trends. This report is designed to give an accessible overview of media literacy among children aged 5-15 and their parents, and is based on an initial wave of research conducted in spring 2009. Where possible, within the sample of children aged 5-15 and their parents, demographic analysis is conducted by age (of the child interviewed), by gender and by household socio-economic group.

A more detailed report will be published in 2010 and will be based on two waves of research, with a second wave of interviewing due to be conducted later in 2009. In this more detailed report, it will be possible to conduct additional analysis, such as looking at any differences by nation.

Because the findings reported here are based on just one wave of interviewing, some responses may be affected by seasonal fluctuations; wherever possible this has been referred to within this report. Seasonality will not be a factor once the consolidated data from both waves of research are available.

The key objectives of this research are:

- to provide a rich picture of the different elements of media literacy across the key platforms of television, radio, the internet and mobile phones; and

¹ http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/children/

² http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/ml_childrens08/

- to identify emerging issues and skills gaps that will help to target both Ofcom's and stakeholders' resources for the promotion of media literacy.

2.2 What we mean by media literacy

In order to monitor media literacy using research we used the following measures to represent some of the key areas of media literacy (see box below).

- Take-up of and use of media in the home
- Parental concerns, types of controls and rules
- Children's understanding of the media they use, checks made and privacy settings
- Learning about media

2.3 Research methodology and analysis

This report draws on research from the first wave of the *Media Literacy Tracker 2009* with children and parents. We make comparisons between this research and the Ofcom *Young People's Media Usage* survey, conducted in 2007 and 2008. Findings from the 2007 *Young People's Media Usage* survey were reported in the *Media Literacy Audit: report on UK children's media literacy*. In some instances we also make comparisons with the *Media Literacy Audits* conducted in 2005 and 2007.

In effect, in 2009 the *Media Literacy Audit* and the *Young People's Media Usage* survey have been combined into one study: the *Media Literacy Tracker*, in order to benefit from efficiencies in combining these studies and to allow more frequent reporting and identification of emerging trends.

Media Literacy Tracker with children and parents

The Ofcom *Media Literacy Tracker* is a quantitative survey that involved 1,044 in-home interviews with parents and children aged 5-15 from April to May 2009. A second wave of this tracking study is due to be conducted later in 2009, and will be reported early in 2010.

Young People's Media Usage survey

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

Media Literacy Audit

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

Significance testing at the 95% confidence level was carried out. This means that where findings are commented on, there is only a 5% or less probability that the difference between the samples is by chance.

Section 3

Children's use of media

This section look at children's access to, and use of, media devices in their households and elsewhere, the media device they would miss the most, where they tend to use specific media and who is with them at the time.

Key findings

- Home access to key media platforms is still lower for children aged 5-15 in socio-economic group DE.
- It is more common now than in 2008 for older children to have internet access in their bedroom, accounting for one in six children aged 8-11 (16%) and one third of 12-15 year-olds (35%). Three per cent of 5-7 year-olds have such access.
- The incidence of watching television content via UK television broadcasters' websites increases with age, with this activity undertaken by one in twenty 5-7s (5%), one in eight 8-11s (13%) and one quarter of 12-15s (25%).
- When asked with whom they mostly play games, one in seven (15%) of 12-15 year olds say they mostly play with other people over the internet.

3.1 High take-up³ of media in the home, but take-up for DE socio-economic groups remains at lower levels

Households with children aged 5-15 have high levels of access to digital television, the internet and games consoles (either games consoles that are connected to a television or handheld/ portable games players).

Around nine in ten children aged 5-15 (91%) live in a household with a digital television service. Take-up of digital television in households with children aged 5-15 has not changed for any particular age group since 2008, but has increased among the C2 socio-economic group (96% vs. 93%). Take-up of digital television services remains lower among DE socio-economic groups (85%) than among other socio-economic groups.

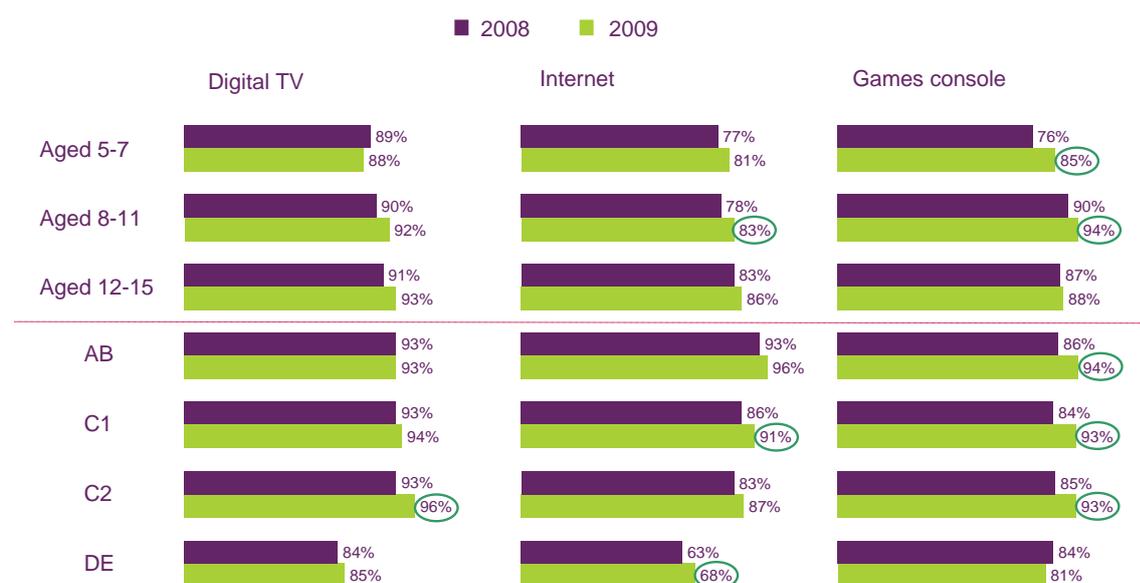
Around four in five children aged 5-15 (84%) live in a household with access to the internet. Compared to 2008, these interim results for 2009 show that take-up of the internet at home has increased for households with a child aged 8-11 (83% vs. 78%), and among C1 (91% vs. 86%) and DE socio-economic groups (68% vs. 63%). Take-up of the internet at home remains lower among DE socio-economic groups (68%) than among other socio-economic groups.

³ The terms 'access to' and 'take-up' are used interchangeably within this report and refer to circumstances where a particular device is present in the household. These terms do not, however, imply that the device is necessarily used by the child. The term 'use' relates to a device that is present in the household and that the child actually makes use of.

Around nine in ten children aged 5-15 (89%) live in a household with a games console. Since 2008, access to games consoles has increased among households with 5-7s (85% vs. 76%) and 8-11s (94% vs. 90%). Access to games consoles at home has also increased since 2008 for the socio-economic groups AB (94% vs. 86%), C1 (93% vs. 84%) and C2 (93% vs. 85%). Take-up of games consoles at home remains lower among DE socio-economic groups (81%) compared to other socio-economic groups.

There is a higher take-up of games consoles among households with boys, and this is evident for each age group: 5-7s (90% vs. 79%), 8-11s (98% vs. 90%) and 12-15s (93% vs. 83%). This consistent divide between boys and girls across each age group is not evident for any other type of media in the home.

Figure 1: Access to key platforms in the home – 2008 and 2009⁴



QP3A/B/G/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)
 Base: Parents of children aged 5-15 (279 aged 5-7, 379 aged 8-11, 386 aged 12-15, 155 AB, 237 C1, 255 C2, 383 DE) - significance testing shows any change between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

3.2 Most children use the internet at home, with an increase in use among 5-7s

As well as asking about take-up of certain media in the home, parents were asked about their child's use of the various media within the home.

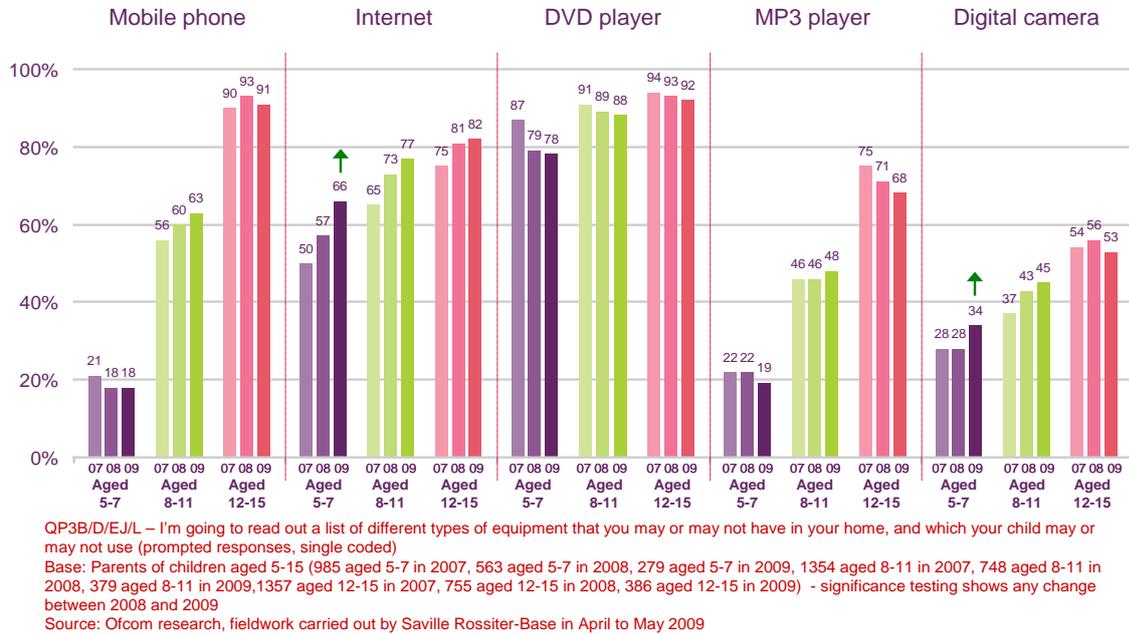
Children's use of a mobile phone, as shown in Figure 2, includes circumstances where the child is using a mobile phone that belongs to someone else in the household. Personal ownership of a mobile phone by children has not changed since 2008 for any of the three age groups of children, and accounts for one in ten 5-7s (11% vs. 10% in 2008), half of 8-11s (54% vs. 53%) and nine in ten 12-15s (87% vs. 90%).

Three in four of all children aged 5-15 (76%) use the internet at home, with an increase in internet users aged 5-7 since 2008 (66% vs. 57%). There is no evidence of an increase in take-up of the internet since 2008 in households with a child aged 5-7, and so this increase

⁴ Data shown for game consoles in 2008 are taken from one question which did not distinguish between a games console connected to a TV and a handheld/ portable games console. Data shown for games consoles in 2009 are derived from two questions which distinguished between a games console connected to a TV and a handheld/ portable games device.

in internet users aged 5-7 may suggest that children are now starting to use the internet at home at an earlier age. Three in four children aged 8-11 (77%) and four in five children aged 12-15 (82%) are now using the internet at home.

Figure 2: Media used by children at home – 2007, 2008 and 2009



Use of certain media at home is lower among children aged 5-15 in DE socio-economic groups, compared to other socio-economic groups. This reflects the lower take-up of media among DE socio-economic groups and is evident for home use of the internet (56%), MP3 players (40%), and digital cameras (29%).

3.3 Most children aged 8-15 have a television and a games console in their bedroom

Parents were also asked which media were used in their child's bedroom.

Virtually all children aged 5-15 (99%) have access to a television at home. The incidence of having a television in the bedroom, however, increases with each age group; accounting for five in ten 5-7s (47%), seven in ten 8-11s (67%), and three in four 12-15s (76%). The incidence of having a television in the bedroom has not changed since 2008.

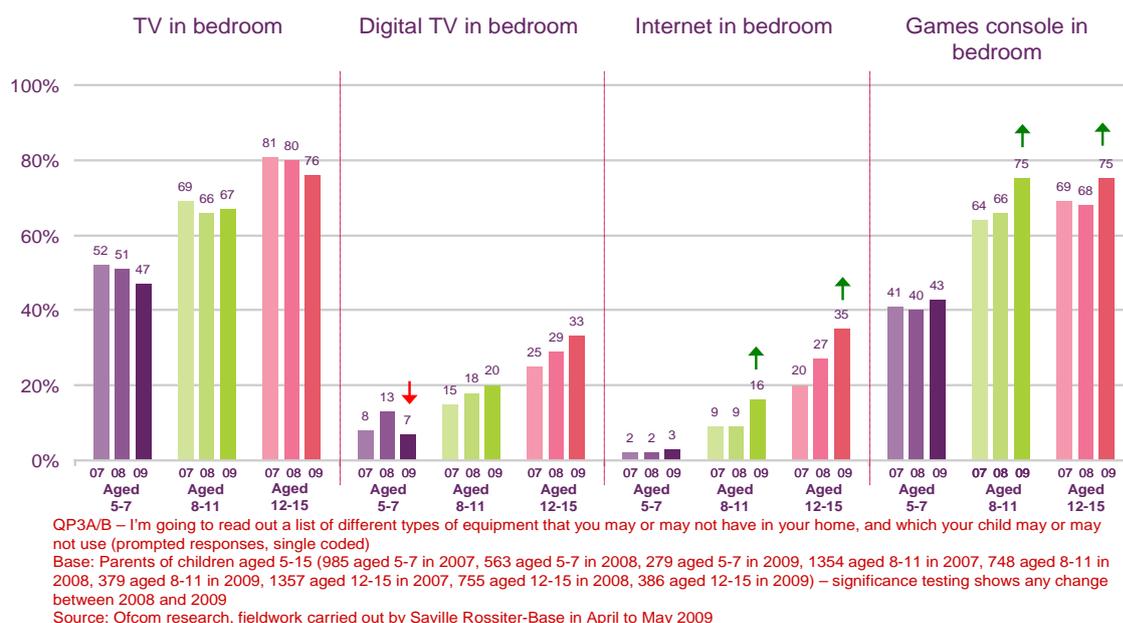
While many children aged 5-15 have a television in their bedroom, relatively few have a digital television service in their bedroom. Again, the incidence of having a digital television service in the bedroom increases with each age group; accounting for almost one in ten 5-7s (7%), two in ten 8-11s (20%), and one in three 12-15s (33%). These interim findings indicate a decrease since 2008 for 5-7s with a digital television service in their bedroom (7% vs. 13%).

After television, games consoles are the second most common type of media present in children's bedrooms; accounting for four in ten 5-7s (43%), and three in four 8-11s (75%), and 12-15s (75%). Unlike television and the internet, where presence in the bedroom increases for each age group, games consoles are as likely to be found in the bedrooms of 8-11s as of 12-15s. These interim findings indicate that access to a games console in the

bedroom has increased since 2008 for both 8-11s (75% vs. 66%) and 12-15s (75% vs. 68%)⁵.

Although most households with children aged 5-15 have the internet (84%), fewer children aged 5-15 have access to the internet in their bedroom. The incidence of having access to the internet in the bedroom increases with each age group; accounting for less than one in twenty 5-7s (3%), but one in six 8-11s (16%), and one in three 12-15s (35%). These interim findings indicate that internet access in the bedroom has increased since 2008 for both 8-11s (16% vs. 9%) and 12-15s (35% vs. 27%)⁶.

Figure 3: Media in children's bedrooms – 2007, 2008 and 2009



In 2009, children aged 5-15 in AB socio-economic groups are less likely than those in other socio-economic groups to have a television in their bedroom (44%).

3.4 There are indications that the gap in internet use between socio-economic groups may be widening

In addition to establishing with parents whether their child uses the internet at home, children were asked whether they used the internet anywhere else; including at school, at a library, at the houses of relatives or friends, and so on. Figure 4 shows where the internet is used by 5-7s, 8-11s, 12-15s and those in the AB, C1/C2 and DE socio-economic groups. Four distinct groups are shown: those who use the internet at home (and may well use it elsewhere); those who use it only at school; those who use it elsewhere (and may well use it at school but excluding home use); and those who don't use it at all.

The incidence of using the internet at all (in any location) has not changed for any particular age group since 2008, and accounts for eight in ten 5-7s (78%), over nine in ten 9-11s (94%) and almost all 12-15s (99%). Conversely, one in twelve (8%) of all 5-15s are not using the internet at all, in any location.

⁵ Some of the fixed or portable games consoles in a child's bedroom may also be used to access the internet.

⁶ The data relating to those with access to the internet in the bedroom relate only to laptop or PC-based internet access.

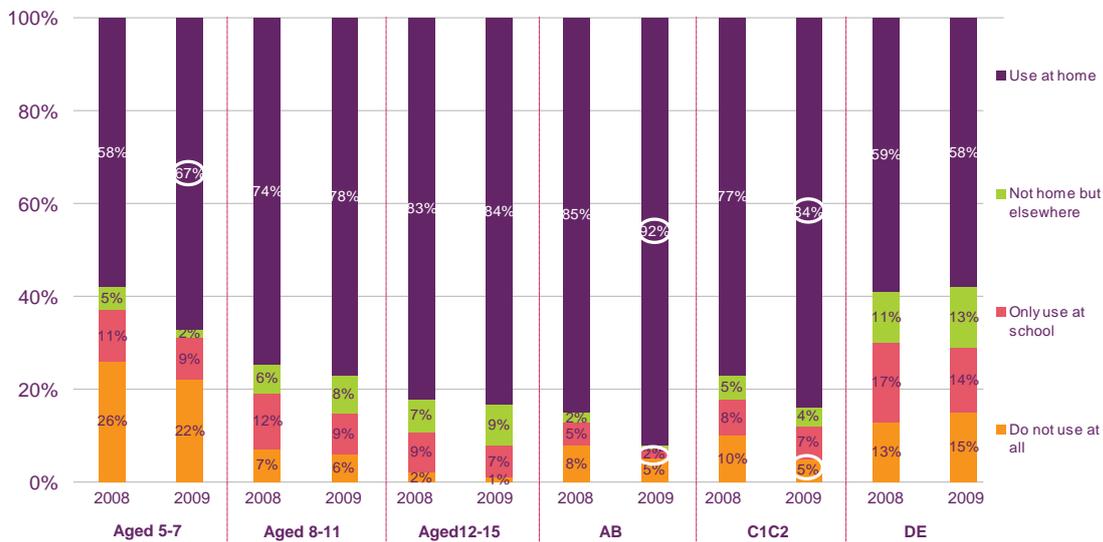
As noted earlier, a higher proportion of 5-7s use the internet at home compared to 2008 (67% vs. 58%). A significant minority of children in each age group use the internet only at school, with this accounting for around one in ten of each group: 5-7s (9%), 8-11s (9%), and 12-15s (7%).

Compared to 2008, use of the internet at home by children in AB socio-economic groups has increased (92% vs. 85%) and this group is now less likely to use the internet only at school (2% vs. 5%).

Use of the internet by children in C1/C2 socio-economic groups has also changed since 2008. This group of children is now more likely to use the internet at any location (95% vs. 90%), attributable to an increase in home internet use (84% vs. 77%).

Use of the internet by children in DE socio-economic groups has not changed since 2008 and this group of children is less likely than those in other socio-economic groups to use the internet at home (58%), less likely to use the internet at any location (85%) and more likely to use it only at school (14%).

Figure 4: Where the internet is used by children – 2008 and 2009



QP3B/ QP18A/ QP18B/ QC28 – SUMMARY OF WHERE THE INTERNET IS USED (prompted responses, single coded)
 Base: Children aged 5-15 (563 aged 5-7 in 2008, 279 aged 5-7 in 2009, 748 aged 8-11 in 2008, 379 aged 8-11 in 2009, 755 aged 12-15 in 2008, 386 aged 12-15 in 2009, 371 AB in 2008, 155 AB in 2009, 997 C1C2 in 2008, 492 C1C2 in 2009, 671 DE in 2008, 383 DE in 2009) – significance testing shows any change between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

3.5 Older children are more likely to use media away from the living room and without an adult present

Children in households with a television and those who use the internet at home were asked where in the house they most often used the device.

While over half or more of all children aged 5-15 (65%) have a television in their bedroom, children in each of the three age groups most often watch television at home in the living room. The incidence of children mostly watching television in the living room declines with each age group, while the incidence of children mostly watching television in the bedroom increases with each age group. This interim data show an increase since 2008 in 5-7s mostly watching television in the living room (93% vs. 88%).

Figure 5: Where the child mostly watches television – 2007, 2008 and 2009

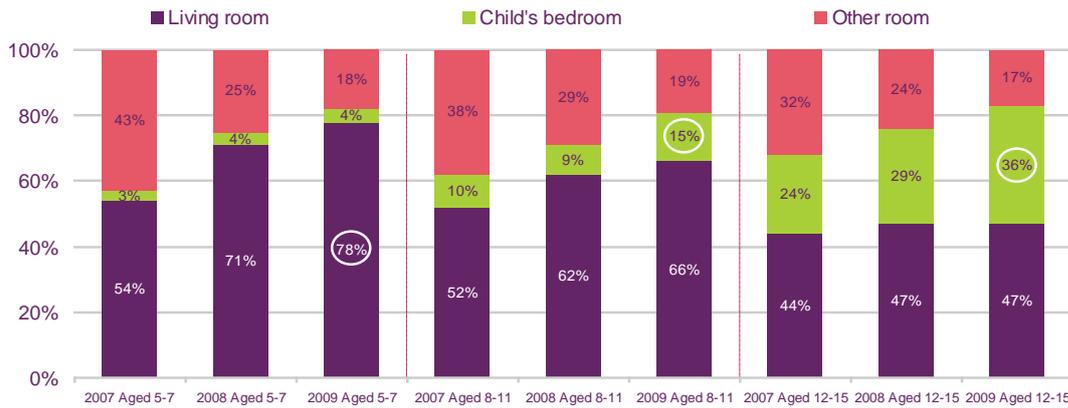


QC1B– In which room do you watch TV at home most often? (spontaneous responses, single coded)
 Base: Children aged 5-15 who watch TV at home (964 aged 5-7 in 2007, 556 aged 5-7 in 2008, 273 aged 5-7 in 2009, 1336 aged 8-11 in 2007, 741 aged 8-11 in 2008, 375 aged 8-11 in 2009 1352 aged 12-15 in 2007, 753 aged 12-15 in 2008, 385 aged 12-15 in 2009) - significance testing shows any change between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

There are relatively few differences between boys and girls aged 5-15 in terms of where they most often watch television at home. Among children aged 8-11, however, boys are more likely than girls to watch mainly in their bedroom (17% vs. 6%), while girls are more likely than boys to watch mainly in the living room (93% vs. 81%).

Compared to television viewing, there are more obvious differences between the three age groups in terms of where the internet is used most often. The incidence of children mostly using the internet in the living room declines by more than ten percentage points with each age group, while the incidence of children mostly using the internet in their bedroom increases with each age group. The living room is the most often mentioned location for internet use for each of the age groups, and this has increased among 5-7s since 2008 (78% vs. 71%). For older children, however, there has been an increase since 2008 in mostly using the internet in the bedroom; among both 8-11s (15% vs. 9%) and 12-15s (36% vs. 29%). This increase in older children most often using the internet in their bedroom coincides with an increase since 2008 in older children having access to the internet in their bedroom, as noted earlier.

Figure 6: Where the child mostly uses the internet – 2007, 2008 and 2009



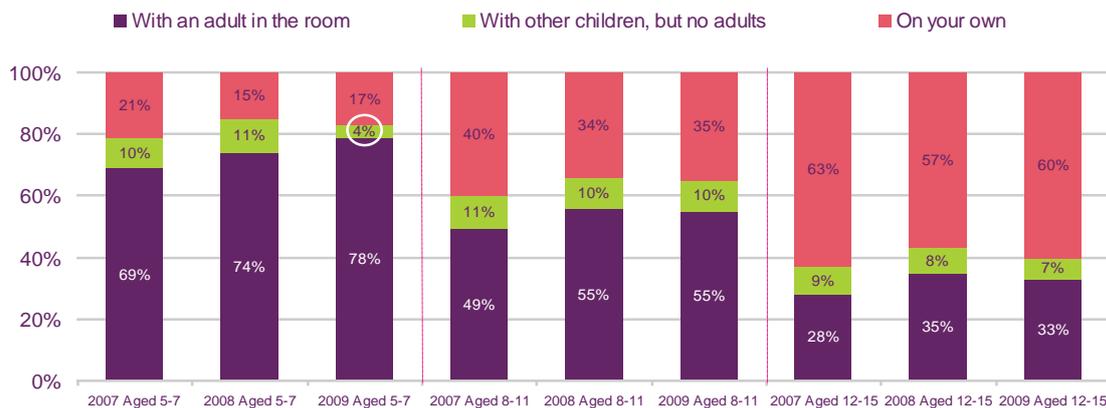
QC10B– In which room do you use the internet most often at home? (spontaneous responses, single coded)
 Base: Children aged 5-15 who use the internet at home (477 aged 5-7 in 2007, 308 aged 5-7 in 2008, 173 aged 5-7 in 2009, 875 aged 8-11 in 2007, 527 aged 8-11 in 2008, 284 aged 8-11 in 2009, 1405 aged 12-15 in 2007, 614 aged 12-15 in 2008, 319 aged 12-15 in 2009) -significance testing shows any change between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Children who use the internet at home were asked to say if anyone was with them most of the time they used the internet, and whether this was an adult or other children.

The incidence of children who spend most of the time using the internet with an adult in the room declines by more than ten percentage points with each age group, while the incidence of children who spend most of the time using the internet on their own increases with each age group. Those who mostly use the internet on their own account for one in six internet users aged 5-7 (17%), one in three aged 8-11 (35%) and six in ten aged 12-15 (60%).

There has been almost no change since 2008 in terms of who is with the child while they use the internet at home. Internet users aged 5-7 are now less likely to use the internet with other children (but no adults) present (4% vs. 11%).

Figure 7: Who is with the child when using the internet – 2007, 2008 and 2009



QC11 – Thinking about when you're using the internet at home, do you spend most of the time using...(prompted responses, single coded)
 Base: Children aged 5-15 who use the internet at home (477 aged 5-7 in 2007, 308 aged 5-7 in 2008, 173 aged 5-7 in 2009, 875 aged 8-11 in 2007, 527 aged 8-11 in 2008, 284 aged 8-11 in 2009, 1405 aged 12-15 in 2007, 614 aged 12-15 in 2008, 319 aged 12-15 in 2009) - significance testing shows any changes between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

In 2009, children aged 5-15 in ABC1 socio-economic groups are more likely than those in C2DE socio-economic groups to use the internet on their own (45% vs. 37%), with children in C2DE socio-economic groups more likely to use the internet with an adult present (55% vs. 48%).

3.6 Increase in the breadth of media that children use regularly⁷

All children aged 5-15 were taken through a list of eight media activities, such as watching television and listening to an MP3 player, and were asked to say which, if any, they do regularly, defined in this research as “almost every day”.

Two media are regularly used by children in each of the three age groups to a similar degree: almost all children watch television almost every day and around half of children watch videos or DVDs almost every day.

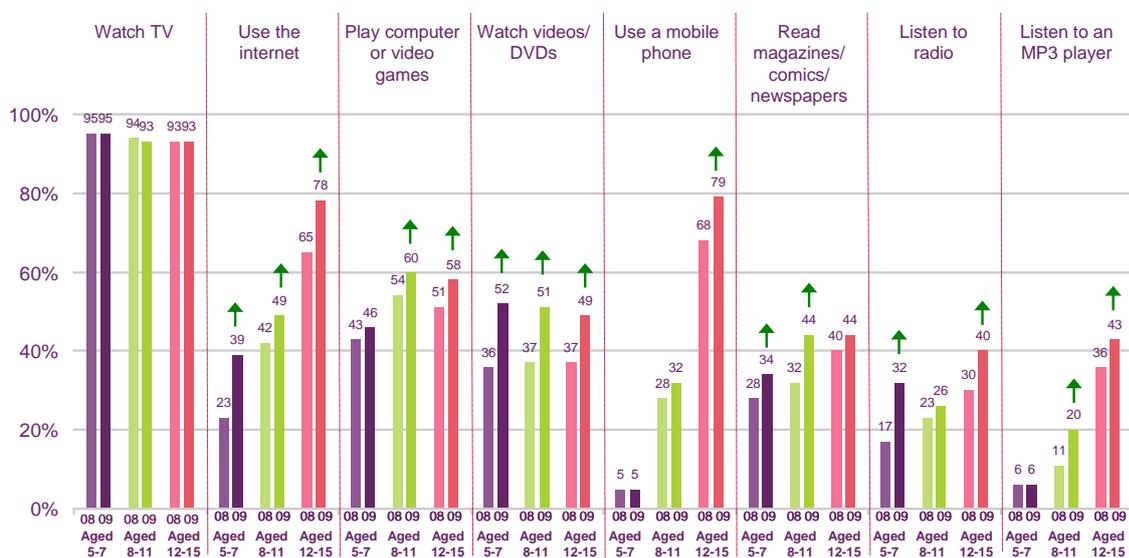
Regular use of the internet, mobile phones and MP3 players increases with each age group.

Playing computer or video games and reading magazines, comics or newspapers are two media activities undertaken to a similar degree by both 8-11s and 12-15s – and at a higher level than among 5-7s.

Across the eight media that we asked about, the breadth of media used on a regular basis increases with the age of the child.

Since 2008, there seem to have been some changes in the patterns of regular media use among children. All children aged 5-7, 8-11 and 12-15 are more likely to be regular internet users and more likely to regularly watch videos or DVDs. In addition, 8-11s and 12-15s are more likely to play computer or video games and to listen to an MP3 player. The youngest children, aged 5-7 and 8-11, are now more likely to be regular readers of magazines, comics or newspapers, with 12-15s more likely to be regular users of a mobile phone. Regular radio listening appears to have increased for both 5-7s and 12-15s, with no change for 8-11s.

Figure 8: Regular media activities undertaken – 2008 and 2009



QC39A – Which of the following do you do almost every day? (prompted responses, multi-coded)
 Base: Children aged 5-15 (563 aged 5-7 in 2008, 279 aged 5-7 in 2009, 748 aged 8-11 in 2008, 379 aged 8-11 in 2009, 755 aged 12-15 in 2008, 386 aged 12-15 in 2009) – significance testing shows any changes between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

In 2009, there appear to be some differences within the overall population of children aged 5-15 in terms of their regular media activities. Across all children, boys aged 5-15 are more likely than girls aged 5-15 to say that they play computer or video games almost every day (68% vs. 43%), or use the internet almost every day (61% vs. 52%). None of the eight media activities is more likely to be undertaken regularly by girls.

⁷ In this context, regular refers to an activity which the child states they do almost every day.

Differences between the socio-economic groups reflect the difference in availability of the internet, with children in ABC1 socio-economic groups more likely to use the internet almost every day compared to children in C2DE socio-economic groups (63% vs. 51%). However, children in ABC1 socio-economic groups are also more likely to listen to the radio regularly compared to those in C2DE socio-economic groups (37% vs. 29%), while radio is equally available to both groups of children at home.

3.7 Preference for television declines as children get older

Among children the preference for television (as the medium that would be missed the most) declines with age, as a preference for the internet and mobile phones increases with age. While television is the preferred medium for over half of 5-7s (56%) and two in five (44%) of 8-11s, just one in three 12-15s (32%) say this.

The broader range of media used by older children clearly influences their media preferences; four media (computer games, internet, mobile phone, television) are named by at least one in ten children aged 12-15 as the medium they would miss the most, compared to two media (computer games and television) named by at least one in ten children aged 5-7 and aged 8-11.

Figure 9: Media activity would miss the most – 2005, 2007 and 2009



QC39B – Which one of the things you do almost every day, would you miss doing the most if it got taken away? (prompted responses, single coded)
 Base: Children aged 5-15 (985 aged 5-7 in 2007, 279 aged 5-7 in 2009, 772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 379 aged 8-11 in 2009, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007, 386 aged 12-15 in 2009). In 2005 research was only undertaken with children aged 8-15 - significance testing shows any changes between 2007 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Children aged 5-7 are less likely now than in 2007 to miss watching television (56% vs. 64%) and are more likely to miss playing computer or video games (24% vs. 18%). While 8-11s are also less likely to miss watching television (44% vs. 51%) they are more likely to miss watching videos or DVDs (6% vs. 3%). These interim results show that children aged 12-15 are less likely to state that they would miss using the internet (19% vs. 23%) and more likely to say they would miss playing computer or video games (17% vs. 12%).

In 2009, as in previous years, there are some clear differences by gender in terms of children's media preferences. Among 5-7s and 8-11s, girls are more likely than boys to miss watching television (64% vs. 49% for 5-7s and 55% vs. 33% for 8-11s). Older girls, aged 12-15, are also much more likely than boys of this age to miss using a mobile phone (34% vs.

12%). The sharpest differences between genders are for video/ computer games, where boys aged 8-11 and 12-15 are more likely than girls to miss playing computer or video games (37% vs. 8% for 8-11s and 30% vs. 4% for 12-15s).

3.8 The range of online activities increases with age

Children who use the internet at home were prompted with a range of internet activities and were asked to say which they ever do online, and how often they do them⁸.

These uses have been grouped into eight types, in order to assess breadth of use of the internet. The categories are:

- Schoolwork/ homework – relates to finding information online for their studies
- Communication – relates to uses such as sending or receiving email or using Instant Messaging services
- Social networking – relates to visiting social networking websites like Facebook or Bebo, or virtual worlds (like Habbo or Gaia online) (only asked of 8-15s)
- Information – relates to looking for information on websites about things that interest them, or looking at blogs or wikis (only asked of 8-15s)
- Music – relates to downloading or playing music over the internet
- Games – relates to playing games on websites or online
- News – relates to visiting news websites (only asked of 8-15s in 2008 and 2009)
- Radio – relates to listening to radio over the internet

Breadth of use has a clear link with the age of the child, with 5-7s having the narrowest use of the internet and 12-15s the broadest use.

Children aged 5-7 mostly use the internet at least weekly for games (30%), schoolwork (26%) and information (15%). The majority of children aged 8-11 use the internet for schoolwork (53%), with close to half (47%) also using it for gaming. Information is the next most popular category, with two in five (42%) using the internet for this purpose, followed by one third of 8-11s using it for communication (34%) and one quarter (24%) for social networking⁹.

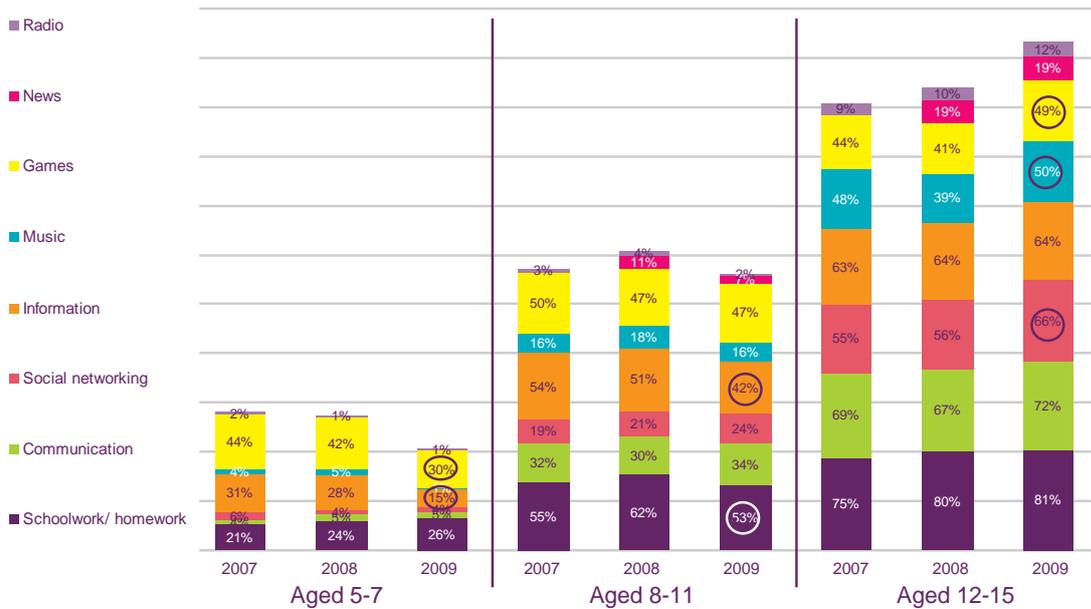
The majority of 12-15s use the internet at least weekly for six of the eight categories: schoolwork (81%), communication (72%), social networking (66%), information (64%), music (50%) and games playing (49%).

⁸ These activities in no way represent an exhaustive list of all the potential activities that children can undertake online. In order to draw comparisons over time Figure 10 only shows those activities that children were asked about in a consistent manner in 2007, 2008 and 2009 – some activities have therefore been excluded

⁹ While 5-7s appear to have a narrower use of the internet, these data look at those activities undertaken online at least weekly. 5-7s do use the internet for these purposes but not always on a weekly basis.

It appears that children aged 5-7 who use the internet at home are less likely now than in 2008 to use it at least weekly for information purposes (15% vs. 28%), for games (30% vs. 42%) and for music (1% vs. 5%)¹⁰. Children aged 8-11 also appear to be less likely to use the internet for information (42% vs. 51%) or for schoolwork (53% vs. 62%). By contrast, it is now more common for 12-15s to use the internet for social networking (66% vs. 56%), music (50% vs. 39%) and games playing (49% vs. 41%).

Figure 9: Internet activities carried out at least once a week by users – 2007, 2008 and 2009



QC13A-M – Thinking about what you do when you use the internet at home, so you use the internet to do any of these? (prompted responses, multi-coded) – PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY AT LEAST WEEKLY - significance testing shows any changes between 2008 and 2009
 Base: Children aged 5-15 who use the internet at home (173 aged 5-7, 284 aged 8-11, 319 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

In 2009, there appears to be little difference in the breadth of use of the internet by gender. The only difference that exists is for game playing, with boys aged 12-15 more likely than girls of this age to use the internet for this purpose (59% vs. 39%).

Similarly, there is also little difference based on socio-economic group, except that children aged 5-15 in socio-economic groups C2DE are more likely than those in ABC1 socio-economic groups to play games at least once a week (47% vs. 40%).

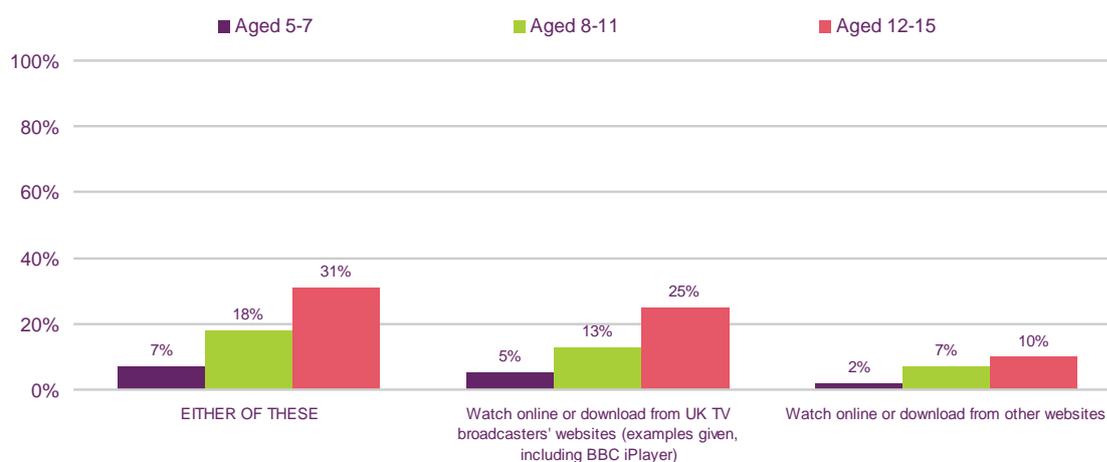
¹⁰ While 5-7s are now less likely to use the internet for information purposes, this could be attributable to a change in the way the question was worded in 2009. In relation to lower use of the internet for games playing by 5-7s, this could be due to them being more likely to now use a games console at home (81% vs. 71% in 2008). A decrease in listening to music online among 5-7s could be attributable to an increase in more regular radio listening.

3.9 A significant minority of children are watching television programmes or films over the internet

Parents of 5-15s who use the internet at home were asked whether their child ever watches TV programmes or films over the internet.

The incidence of watching television content via UK television broadcasters' websites increases with age, with this activity undertaken by one in twenty 5-7s (5%), one in eight 8-11s (13%) and one quarter of 12-15s (25%).

Figure 10: Watching television programmes and films online, by age



QP31 – Does your child watch TV programmes or movies in any of the following ways? (prompted responses, multi-coded)
 Base: Parents of children who use the internet at home (173 aged 5-7, 284 aged 8-11, 319 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

3.10 Games consoles are the most commonly-used devices for gaming

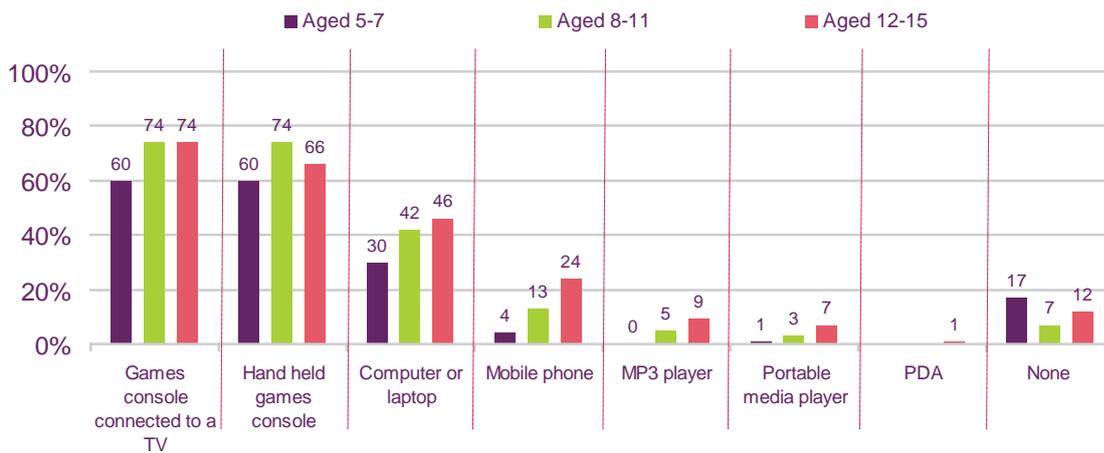
All parents were shown a list of devices and were asked to say which, if any, their child used to play games at home or elsewhere.

Most children in each of the three age groups use at least one of the devices to play games, accounting for eight in ten 5-7s (83%), nine in ten 8-11s (93%) and nine in ten 12-15s (88%).

Games consoles connected to a television and handheld/ portable games consoles are the most commonly-used devices for gaming; used by at least six in ten children in each of the three age groups. By comparison, fewer children ever play games using a computer or laptop; three in ten 5-7s (30%), four in ten 8-11s (42%) and five in ten 12-15s (46%).

Playing games using a mobile phone varies considerably across the three age groups, reflecting the considerable differences in levels of access to a mobile phone. While more than half of 8-11s (54%) and nine in ten 12-15s (87%) have their own mobile phone, it appears that few are using the phone for playing games. Gaming through other devices such as an MP3 player, portable media player or PDA is a niche activity, even among 12-15s.

Figure 11: Devices used for gaming, by age



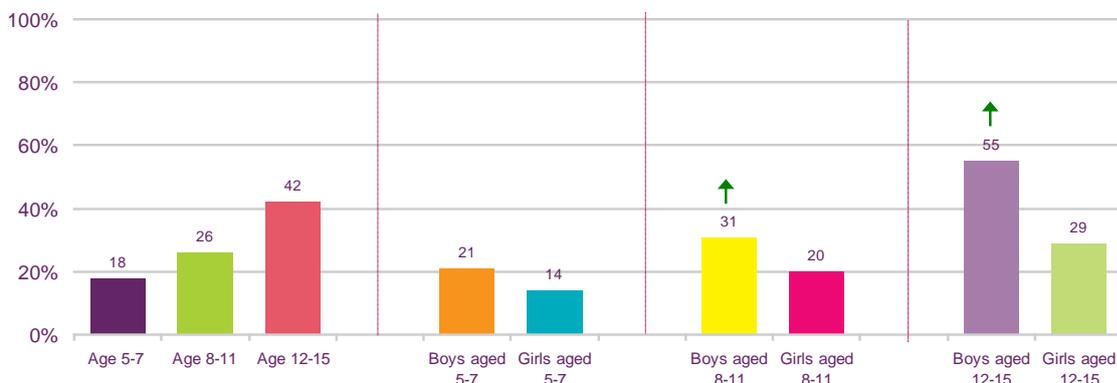
QP43– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)
 Base: Parents of children aged 5-15 (279 aged 5-7, 379 aged 8-11, 386 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

As noted earlier, boys are more likely than girls to say they play games as a regular activity. As such, it is not surprising to find that parents of boys are more likely than parents of girls to say that their child uses any of these devices to play games. This difference between boys and girls is evident among reports from parents of 5-7s (88% vs. 79%), 8-11s (96% vs. 89%) and 12-15s (91% vs. 84%). It is still the case, however, that most girls in each of the three age groups do play games using any of these devices.

Much of the overall difference in gaming between boys and girls is due to the higher use of games consoles connected to a television among boys.

Parents of children aged 5-15 who use any of the devices for gaming were also asked whether their child had ever played single or multiplayer games over the internet. A significant minority of children who play games in each group have ever played games online; two in ten 5-7s (18%), one in four 8-11s (26%) and four in ten 12-15s (42%). Among those children who ever play games, playing games online is more common among boys than among girls for 8-11s (31% vs. 20%) and 12-15s (55% vs. 29%).

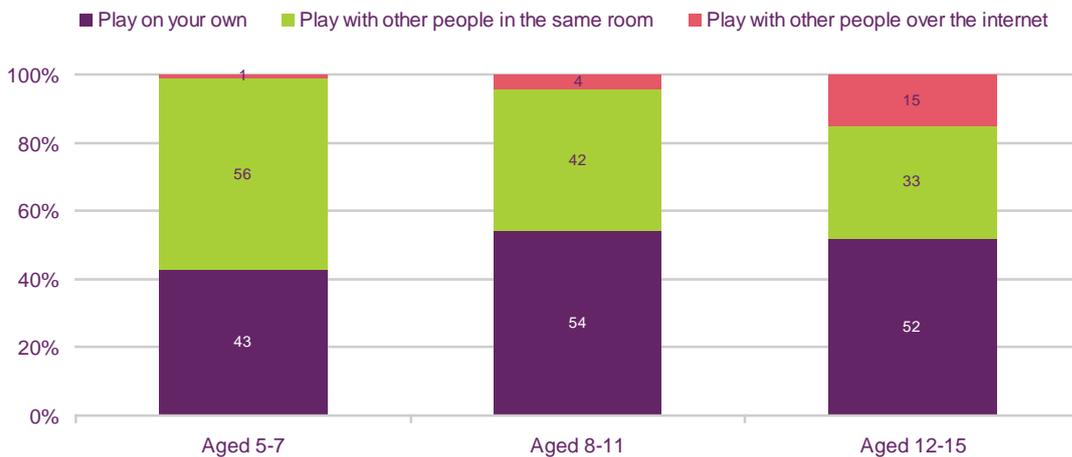
Figure 12: Online gaming, by age and gender within age



QP44 – Does your child ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing? (prompted responses, single coded)
 Base: Parents of children aged 5-15 whose child ever plays games on a games console/ player, computer or other device (228 aged 5-7, 345 aged 8-11, 341 aged 12-15, 110 boys aged 5-7, 118 girls aged 5-7, 178 boys aged 8-11, 167 girls aged 8-11, 171 boys aged 12-15, 170 girls aged 12-15)
 – significance testing shows any differences by gender within age
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Children were asked to say which of three options best described the people with whom they most often played games on a computer, games console or other device. In each age group, a large proportion of children say that they most often play on their own; four in ten 5-7s (43%), five in ten 8-11s (54%) and five in ten 12-15s (52%). For the two younger age groups, most other children say that they most often play with other people in the same room. Children aged 12-15 are the only group in which a sizable minority say that they most often play with other people over the internet (15%).

Figure 13: Who the child mostly plays games with



QC31 - When you play games on your computer, games console or any other way, do you most often.....(prompted responses, single coded)
 Base: Children aged 5-15 who ever play games (228 aged 5-7, 345 aged 8-11, 348 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Section 4

Parental concerns, controls and rules

This section looks at the extent to which parents have specific concerns regarding their children's use of the internet, their mobile phone and any games that they play, plus parents' attitudes towards the potential impact of mobile location services. It also details the extent to which controls are used to limit the child's access to television, internet websites and mobile phone content. Finally, it looks at the rules that parents have for their child's use of television, radio, the internet, gaming and mobile phone use.

Key findings

- While the majority of parents of 5-15s trust their child to use the internet safely, they are most likely to have concerns about this platform.
- Two in five parents (41%) are aware of mobile location services. While they see benefits in the services, the majority of all parents have concerns that these services could be used by others to locate their child.
- One third of parents (34%) with multichannel television have PIN or password controls in place; this has increased since 2008. Parents who do not have these controls set up give various reasons, most commonly that they trust their child, although 14% say they either haven't heard of, or don't know how to set up PINs.
- Close to half of parents of 5-15s (45%) whose child uses the internet at home have internet controls or filtering software, and somewhat fewer have set safe search settings. Since 2008, these incidences have not changed among parents of 5-15s. 13% of parents of 5-15s say they either haven't heard of, or don't know how to set up, internet controls or filtering software (16% of parents of 8-11s).
- Parental rules for TV, the internet and games are in place for between 80-90% of 5-11s, somewhat less for 12-15s. Rules for mobile phone use are in place for around two thirds of 8-15 year olds. There appears to have been an increase since 2008 in the use of time-based rules for television and the internet (not allowing viewing/ access to the internet after a certain time) with a decrease in some rules about access to content.

4.1 Parents are most likely to have concerns about their child's use of the internet

Parents were asked a series of questions about their child's use of different media, in order to gauge the extent to which they are concerned about:

- their child's exposure to potentially harmful or inappropriate content;
- the time their child spends using the medium in question; and
- the contact their child may have with others through those media.

Around one third of parents have concerns about these three aspects of internet use; and around one in eight parents say they are very concerned. The extent of overall concern about the amount of time spent online increases with each age group. This probably reflects usage patterns; younger children are using the internet for a narrower range of activities, are more likely to be supervised and less likely to be in contact with other people online.

Broadly speaking, parents of 5-7s are more likely to be concerned about the content of the websites that their child visits (26%) than they are about the time spent online (16%) or with whom they are in contact online (18%). These differences are not as apparent for parents of 8-11s or 12-15s; here, the level of concern is more consistent across all three aspects.

Figure 14: Parental concerns about the internet



QP25A/B/C – Please tell me the extent to which you are concerned about these aspects of your child's internet use? (prompted responses, single coded)
 Base: Parents of children whose child uses the internet at home (173 aged 5-7, 284 aged 8-11, 319 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

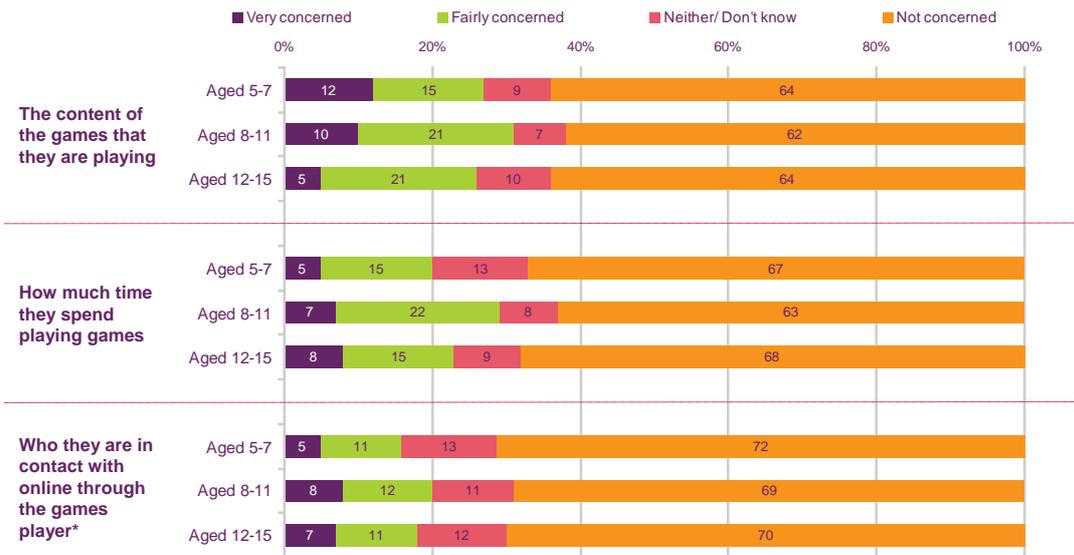
While there are no differences in the extent of parental concern between boys and girls, parents in ABC1 socio-economic groups are more likely than parents in C2DE socio-economic groups to say that they have concerns about the time their child spends online (30% of ABC1 households are very/ fairly concerned vs. 20% among C2DE parents).

A similar set of questions was asked of parents whose child plays games on any type of device. As with the internet, the majority of parents are not concerned about any of the three measures (content/ time spent gaming/ who child is in contact with).

Overall, parents appear to have more concerns about the content of the games played than the time spent gaming or with whom the child is in contact online through their gaming device. In terms of the content of the games played, parents of 12-15s are less likely to be very concerned (5% vs. 10% for 8-11s and 12% for 5-7s), although at an overall level there appears to be little difference in the levels of concern by the age of the child.

Parents of 8-11s are more concerned at an overall level about the time their child spends gaming (30% for 8-11s vs. 20% for 5-7s and 23% for 12-15s). Broadly speaking, two in ten parents (19%, excluding those parents who answered 'not applicable' to this question) have concerns about their child being in contact with others online through the games player – this does not vary by the child's age.

Figure 15: Parental concerns about gaming



QP47A/B/C – Please tell me the extent to which you are concerned about these aspects of your child's games playing? (prompted responses, single coded)

* Excludes those parents who answered not applicable at this question

Base: Parents of children whose child plays games (228 aged 5-7, 345 aged 8-11, 341 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

As noted earlier, boys are more likely than girls to play games on a regular basis and are more likely to play games through a console connected to a television. Parents of boys aged 5-15 who are gamers are more likely than parents of girls who are gamers to be concerned about the content of games played (32% vs. 24%) and how much time their child spends playing games (31% vs. 18%). As with concerns about the internet, parents in ABC1 socio-economic groups are more likely than parents in C2DE socio-economic groups to have any concerns about how much time their child spends playing games (28% vs. 21%).

Parents whose children had their own mobile phone were asked how concerned they were about: any content their child sees or reads on the mobile phone, the time their child spends using the phone, with whom their child is in contact, and the amount of money spent¹¹.

Among parents of 8-11s and 12-15s with their own mobile phone, few are 'very concerned' about any of the four aspects that we asked about. The level of concern does not vary by the child's age for three of the four measures. Parents of 12-15s are, however, more likely than parents of 8-11s (23% vs. 14%) to be concerned at an overall level about how much money their child spends on their mobile phone.

¹¹Data relating to 5-7 year olds' use of a mobile phone will be available in the consolidated report which will be based on two waves of research

Figure 16: Parental concerns about mobile phones



QP38A/B/C/D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use? (prompted responses, single coded)
 Base: Parents of children whose child has their own mobile phone (210 aged 8-11, 340 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

4.2 Most parents trust their child to use the internet safely

Parents of children aged 5-15 who use the internet at home were asked to say the extent to which they agreed or disagreed with the statement “I trust my child to use the internet safely”¹².

The majority of parents in each of the three age groups agreed with this statement. One in ten parents across all 5-15 year olds (11%) disagrees that they trust their child to use the internet safely, and this is mostly limited to parents of 5-7s. However, among parents of 12-15s, parents of girls are more likely to disagree that they trust their child than are parents of boys (12% vs. 5%).

Parents’ agreement that they trust their child, both at the overall level and those agreeing strongly, increases with each age group. Over half of parents of 12-15s agree strongly that they trust their child to use the internet safely (54%).

Responses do not vary by socio-economic group.

¹² Please note that the wording of this statement was changed in 2009 and so it is not possible to show comparable data from previous years.

Figure 17: Parental agreement – “I trust my child to use the internet safely”



QP30B – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children who use the internet at home (173 aged 5-7 in 2009, 284 aged 8-11 in 2009, 319 aged 12-15 in 2009, 145 boys aged 8-11, 139 girls aged 8-11, 156 boys aged 12-15, 163 girls aged 12-15) – significance testing shows any differences by gender within each age group
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

4.3 Parents see benefits in mobile location services¹³ but are concerned that these could expose their child to risk and commercial influences

All parents were shown a description of mobile location services and were then asked whether they were fully aware, partially aware or not aware that services such as these were available through some mobile phones.

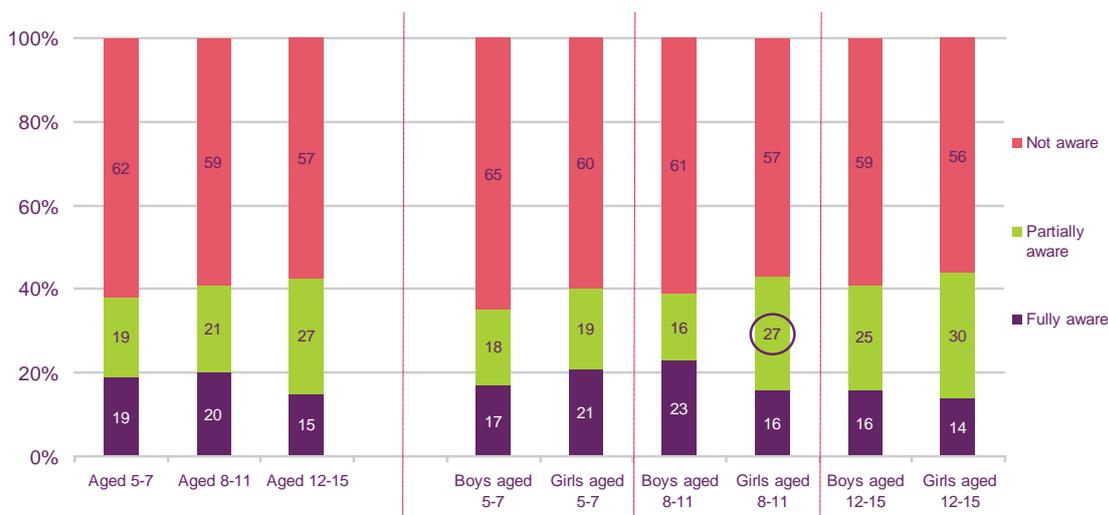
Around four in ten parents of 5-15s (41%) are aware of mobile location services at an overall level (either full or partial awareness), and this does not vary by the age of the child. Parents of 12-15s are, however, more likely to claim to be partially aware of mobile location services compared to parents of 8-11s and of 5-7s (27% vs. 21% for 8-11s and 19% for 5-7s).

Parents of girls aged 8-11 are also more likely than parents of boys aged 8-11 to be partially aware of these services (27% vs. 16%). Overall awareness, however, does not differ between boys and girls in this age group.

¹³ Mobile Location Services generally consist of those that either allow the mobile phone user to locate himself or herself (e.g. for navigation or finding “Where’s my nearest chemist/cash machine/cinema etc.?”) - often referred to as ‘active’ services - or services whereby a mobile phone user, once s/he has enabled and consented to the service, can be located by another, when that other person initiates a location request - often referred to as ‘passive’ services.

A number of data sources are used to deliver mobile location services, such as the Global Positioning Systems (GPS) satellite, open cell ID, wi-fi location and/or cell location data supplied by the mobile networks - the last of these are the subject of a code of practice developed by nine leading location service providers (“LSP”) in the UK and the five mobile network operators and agreed between the police, the Home Office and child protection agencies in 2004. Under the terms of the Code, in addition to consent being required initially for the phone (more accurately, the SIM card) to be tracked, random SMS reminders must be sent to the phone.

Figure 18: Parental awareness of mobile location services



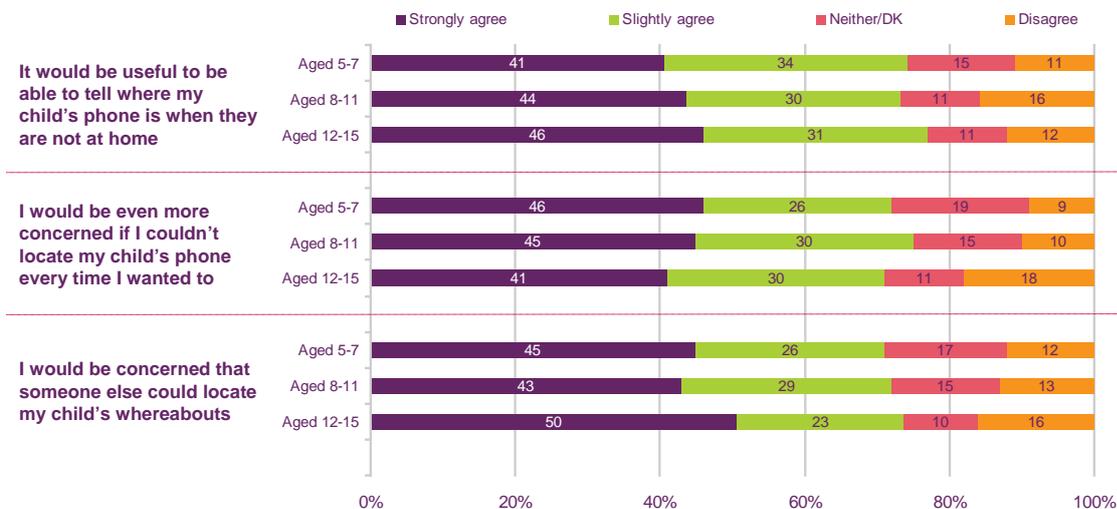
QP41 – Some mobile phones or other mobile devices have services that allow parents to track the whereabouts of their children. (DESCRIPTION OF SERVICE VIA SHOWCARD) Were you aware that services like this were available through mobile phones? IF AWARE: Would you say you were fully aware or partially aware? (prompted responses, single coded)
 Base: Parents of children aged 5-15 (279 aged 5-7, 379 aged 8-11, 386 aged 12-15, 129 boys aged 5-7, 150 girls aged 5-7, 186 boys aged 8-11, 193 girls aged 8-11, 185 boys aged 12-15, 201 girls aged 12-15) – significance testing shows any differences by gender within age
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Parents in ABC1 socio-economic groups are more likely than those in C2DE socio-economic groups to be aware of mobile location services at an overall level (47% vs. 36%).

All parents were prompted with a series of five statements relating to mobile location services and were asked to indicate the extent to which they agreed or disagreed with each one. The responses to these five statements are shown in Figures 20 and 21.

While most parents agree that mobile location services would be useful for them to help locate their child, they also agree that the services could lead to more concerns if they could not locate their child, or if the services could enable someone else to locate their child. Responses do not vary by the age of the child concerned, but parents of girls are more likely to agree (strongly or slightly) that “I would be even more concerned if I couldn’t locate my child’s phone every time I wanted to” (76% vs. 69%).

Figure 19: Parental attitudes to mobile location services



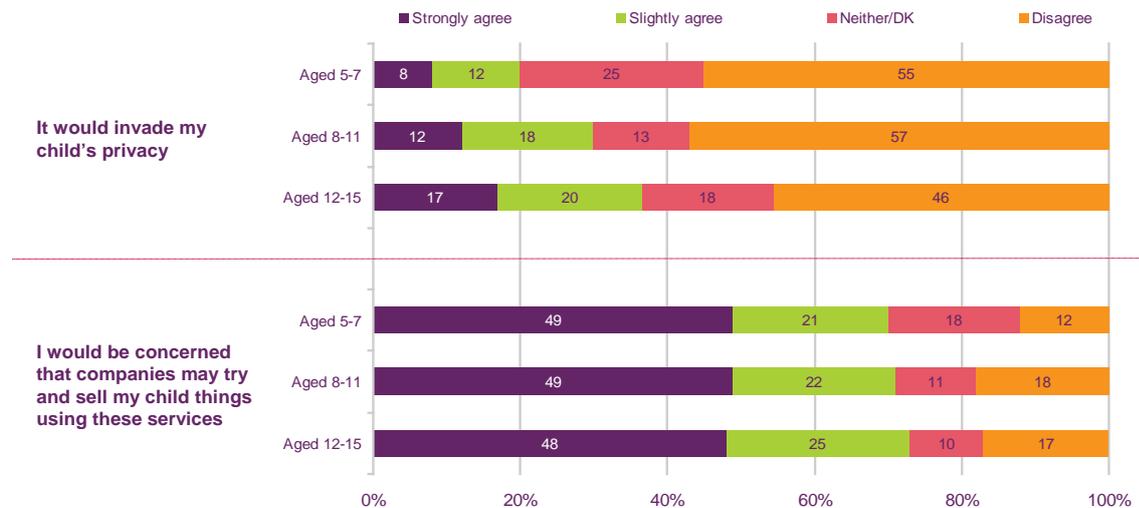
QP42– Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children aged 5-15 (279 aged 5-7, 379 aged 8-11, 386 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Parents in C2DE socio-economic groups are more likely than parents in ABC1 socio-economic groups to agree that “It would be useful to be able to tell where my child’s phone is when they are not at home” (79% vs. 70%) and that “I would be even more concerned if I couldn’t locate my child’s phone every time I wanted to” (76% vs. 69%).

Relatively few parents agree that “It would invade my child’s privacy”, although parents of 12-15s are more likely to agree strongly with this (17%) than parents of 8-11s (12%) or 5-7s (8%).

Half of all parents (49%) agree strongly that “I would be concerned that companies may try and sell my child things using these services”.

Figure 20: Parental attitudes to mobile location services



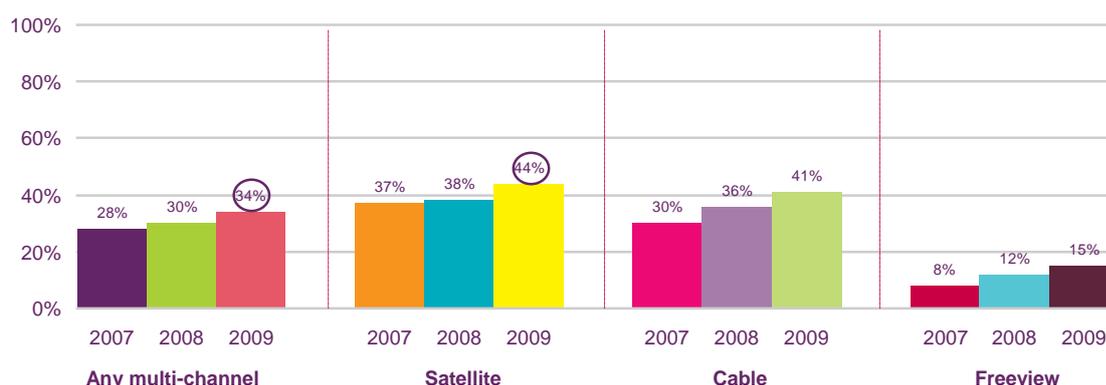
QP42- Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children aged 5-15 (279 aged 5-7, 379 aged 8-11, 386 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

4.4 One in three households with multichannel television has set up access controls

As noted earlier, around nine in ten 5-15 year olds (91%) live in a household with a multichannel television service. Parents of children in these households were asked whether there are any controls set on the service so that their child can only watch particular channels or types of programmes once a PIN number or password has been entered. Around one in three households with a multichannel television service have set these controls (34%), and this is more likely among parents of 8-11s (37%) than among parents of 5-7s (31%) or 12-15s (32%). There appears to have been an increase in the incidence of setting access controls for multichannel television services since 2008.

The incidence of access controls being set is higher than the overall average in households with a satellite (44%) or cable television service (41%), and considerably lower in households with Freeview (15%). There appears to have been an increase in the incidence of using access controls for satellite television services since 2008.

Figure 21: PIN or password controls set on television services – 2007, 2008 and 2009



QP11 Have you or has anyone in your household set any parental controls to stop certain programmes, films or channels being viewed on your TV until a PIN or password is entered? (prompted responses, single coded)

Base: Those with multi-channel TV in the household and whose child watches TV at home (3219 with multi-channel TV in 2007, 1863 with multi-channel TV in 2008, 940 with multi-channel TV in 2009 1809 with satellite TV in 2007, 1016 with satellite TV in 2008, 483 with satellite TV in 2009 607 with cable TV in 2007, 327 with cable TV in 2008, 150 with cable TV in 2009 796 with Freeview only in 2007, 526 with Freeview only in 2008, 343 with Freeview only in 2009) – significance testing shows any changes between 2008 and 2009

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

The incidence of setting access television controls appears to be higher in households where a boy rather than a girl aged 5-15 was interviewed (37% vs. 31%), with this overall difference due to a much higher incidence of controls among parents of boys aged 5-7 than parents of girls aged 5-7 (40% vs. 22%).

Parents in ABC1 socio-economic groups are more likely than those in C2DE socio-economic groups to have set any access controls on their multichannel television service (39% vs. 30%). The Freeview television service is more likely to be used by those in C2DE socio-economic groups, while satellite and cable television services are more likely to be used by those in ABC1 socio-economic groups.

Parents in households with any access controls on the multichannel television service were shown a list of five types of control and were asked to say which they used¹⁴. No single type of control stands out as the most commonly used; it appears that a range of types of controls have been set up by the minority who have any controls in place.

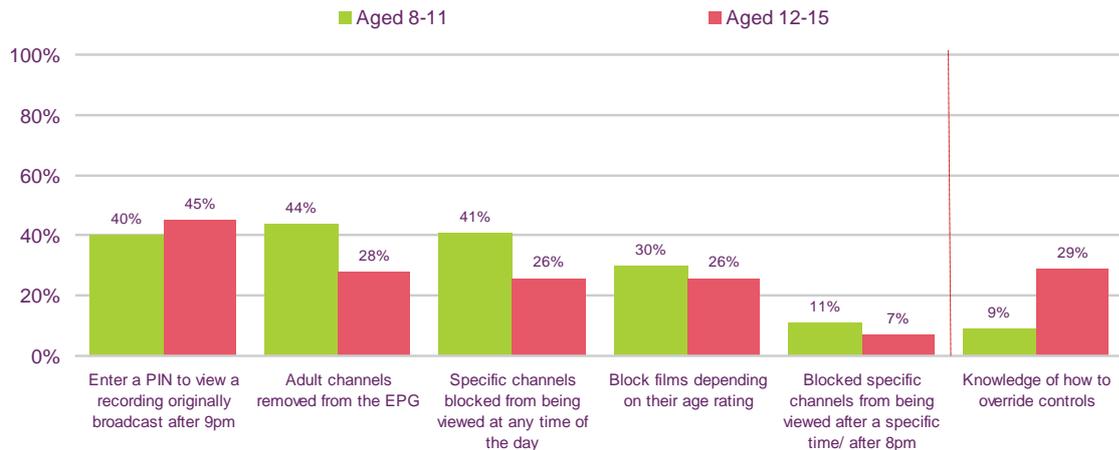
The types of controls set up vary to some extent by the age of the child concerned¹⁵. Parents of 8-11s appear to have a broader range of controls in place for their multichannel television service, being more likely than parents of 12-15s to have removed adult channels from the electronic programme guide (EPG) and to have blocked certain channels from ever being viewed. Compared to other types of controls, parents are less likely to have set controls to block certain channels after a specific time of day.

These parents were asked whether their child knows the PIN or password necessary to override the television access controls. 12-15s are much more likely to have this knowledge than 8-11s (29% vs. 9%).

¹⁴ Please note that different types of access controls are available on different multichannel TV services. However, all parents who had any controls in place were asked about all types of controls.

¹⁵ Data relating to parents of 5-7 year olds who have any controls set will be available in the consolidated report which will be based on two waves of research

Figure 22: Types of access controls in place for multichannel television



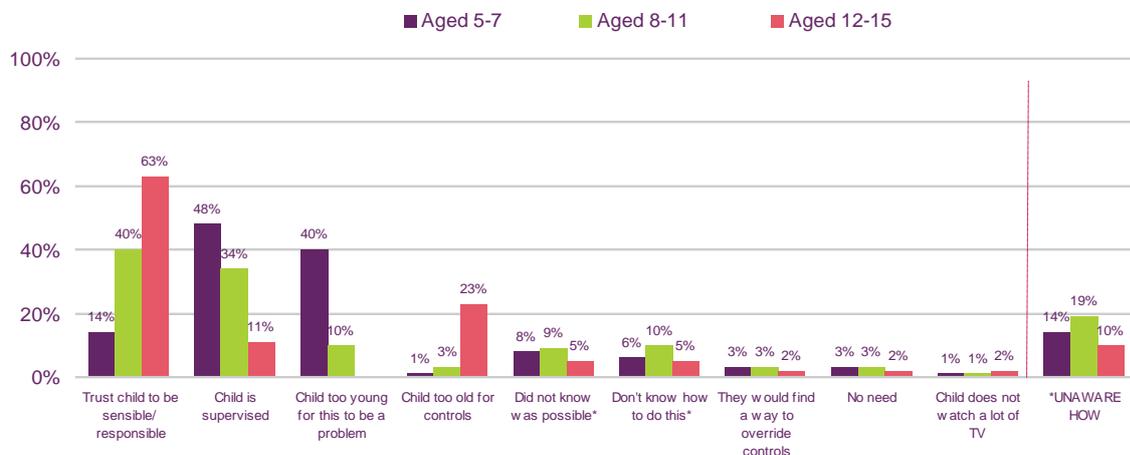
QP13/QP14 – Do you use these parental controls in any of these ways? / Does the child know the PIN or password to override these controls? (prompted responses, multi-coded)
 Base: Parents of children aged 5-15 with multichannel TV in the household and parental controls set (124 aged 8-11, 109 aged 12-15) – LOW BASE FOR 5-7s
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Those parents who do not have any access controls set up for their multichannel television service were asked to say why. Their reasons differ depending on the age of the child.

The main reason given is that the parents trust their child to be responsible. This was a more common response from parents of 12-15s (63%) than from parents of 8-11s (40%) and 5-7s (14%). The next most common reason given for not setting access controls is that such controls are unnecessary because their child's viewing is supervised. This was a more likely response from parents of 5-7s (48%) and parents of 8-11s (34%) than from parents of 12-15s (11%).

Not all parents, however, have opted not to set access controls. Some parents responded that they did not know how to do this, or did not know that these settings were possible. Being unaware of access controls in either of these ways accounts for 14% of all who do not have these settings in place, and is more likely among parents of 8-11s (19%) than among parents of 5-7s (14%) or 12-15s (10%). Those in households with a Freeview service are also more likely to be unaware of access controls in either of these ways (20%).

Figure 23: Reasons for not having set up access controls for the multichannel television service, by age



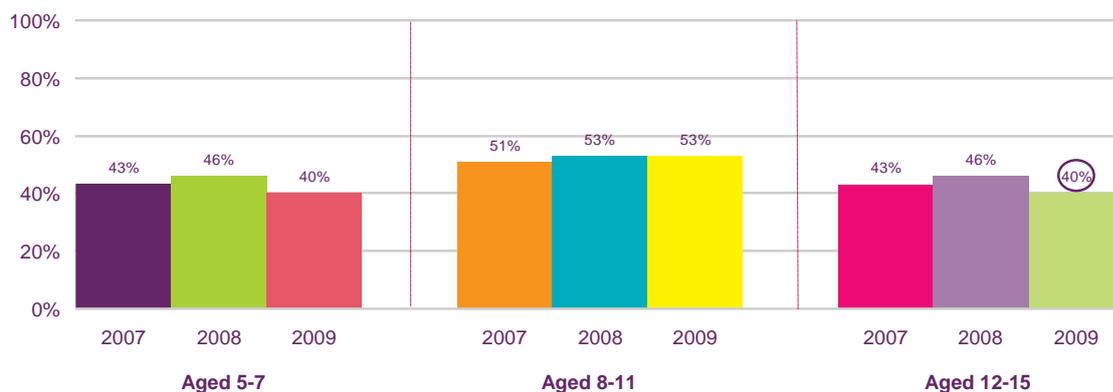
QP12– Can you tell me why that is? (spontaneous responses, multi-coded)
 Base: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (162 aged 5-7, 213 aged 8-11, 242 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

4.5 Just under half of parents say they have internet controls or filtering software in place

Parents of children who use the internet at home were asked whether any controls are set or any software loaded to stop their child viewing certain types of website. Some 45% have these controls in place, and this is more likely among parents of 8-11s (53%) than among parents of 5-7s (40%) or 12-15s (40%). As noted earlier, parents of 8-11s are also more likely to have set access controls for a multichannel television service.

There has been a decline in the incidence of internet controls or filtering software since 2008 among parents of 12-15s (40% vs. 46%)

Figure 24: Internet controls or filtering software loaded – 2007, 2008 and 2009

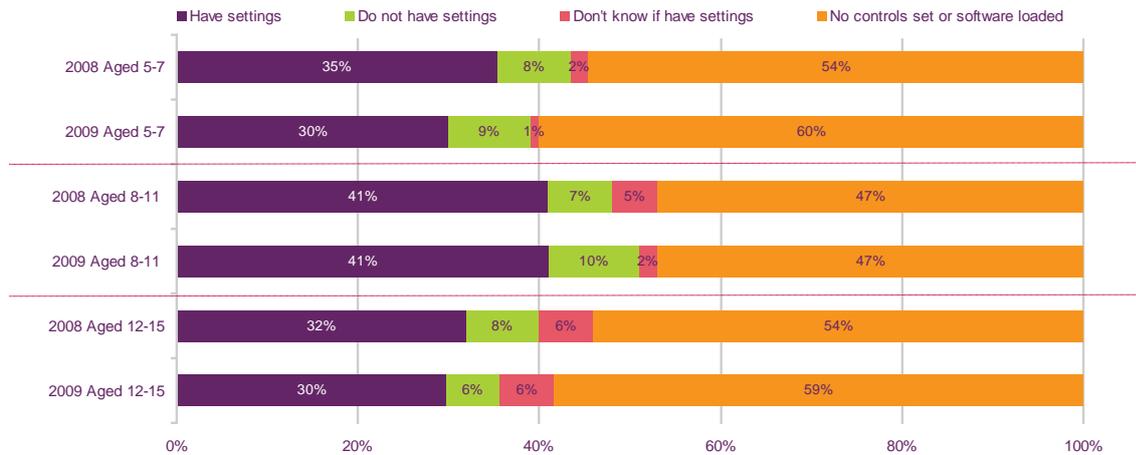


QP26– Are there any controls set or is any software loaded to stop your child viewing certain types of websites? (prompted responses, single coded)
 Base: Parents of children aged 5-15 who use the internet at home (477 aged 5-7 in 2007, 308 aged 5-7 in 2008, 173 aged 5-7 in 2009, 875 aged 8-11 in 2007, 527 aged 8-11 in 2008, 284 aged 8-11 in 2009 1045 aged 12-15 in 2007, 614 aged 12-15 in 2008, 319 aged 12-15 in 2009) - significance testing shows any changes between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

While the incidence of internet controls or filtering software does not differ between boys and girls, parents of 5-15s in ABC1 socio-economic groups are more likely than those in C2DE socio-economic groups to have controls or filtering software in place (50% vs. 41%).

Parents of children aged 5-15 who use the internet at home were also asked whether they have settings that allow only safe searches on search engine websites. As with internet controls more generally, this is more likely among parents of 8-11s (41%) than among parents of 5-7s (30%) or 12-15s (30%). There has been no statistically-significant change in the incidence of safe search settings since 2008.

Figure 25: Safe search settings on search engine websites – 2008 and 2009



QP28 – Do you have settings that allow only safe searches on search engines such as Google? (prompted responses, single coded)
 Base: Parents of children aged 5-15 who use the internet at home (308 aged 5-7 in 2008, 173 aged 5-7 in 2009, 527 aged 8-11 in 2008, 284 aged 8-11 in 2009, 614 aged 12-15 in 2008, 319 aged 12-15 in 2009)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

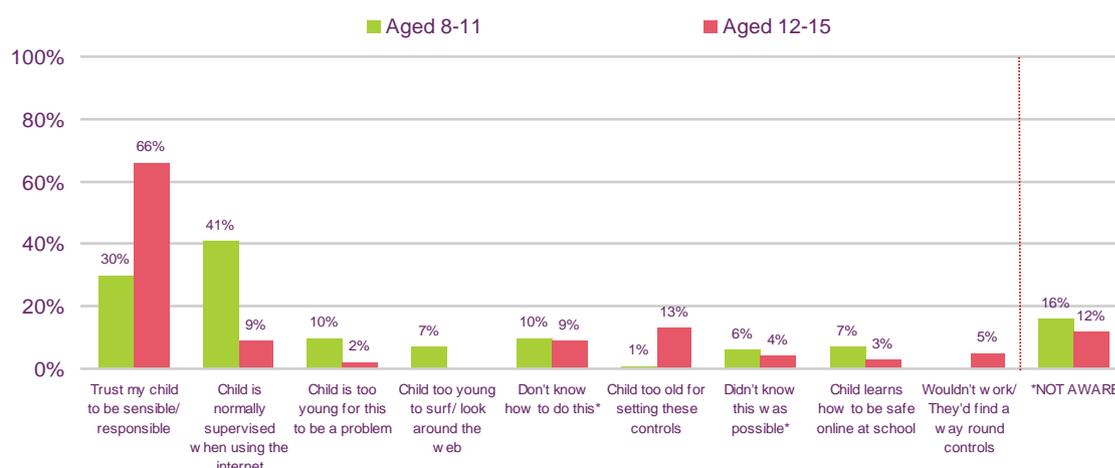
As with internet controls more generally, parents in ABC1 socio-economic groups are more likely than those in C2DE socio-economic groups to have implemented safe search settings on search engine websites (37% vs. 32%).

The reasons given by parents for not setting internet controls or filtering software differ depending on the age of the child¹⁶. The main reason given by parents of 8-11s is that their child is normally supervised when using the internet (41%) followed by “trusting their child to be responsible” (30%). Among parents of 12-15s, two-thirds (66%) trust their child to be responsible with one in ten (9%) stating that they do not set internet controls because their child is normally supervised.

Some parents do not use internet settings or filtering software either because they don’t know how to do this, or are not aware this is possible. Being unaware of internet controls accounts for 13% of all who do not have these settings in place, and this is broadly comparable across all the age groups of children.

¹⁶ Data relating to 5-7s who use the internet at home with no controls or filtering software in place will be available in the consolidated report which will be based on two waves of research.

Figure 26: Reasons for no internet controls or filtering software loaded, by age



QP27– And can you tell me why that is? (spontaneous responses, multi-coded)

Base: Parents of children aged 5-15 without any controls set or software loaded to stop their child viewing certain types of websites (122 aged 8-11, 167 aged 12-15) – LOW BASE FOR 5-7s

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

The main reasons given by parents for not setting internet controls or having filtering software do not differ between boys and girls, or by socio-economic group.

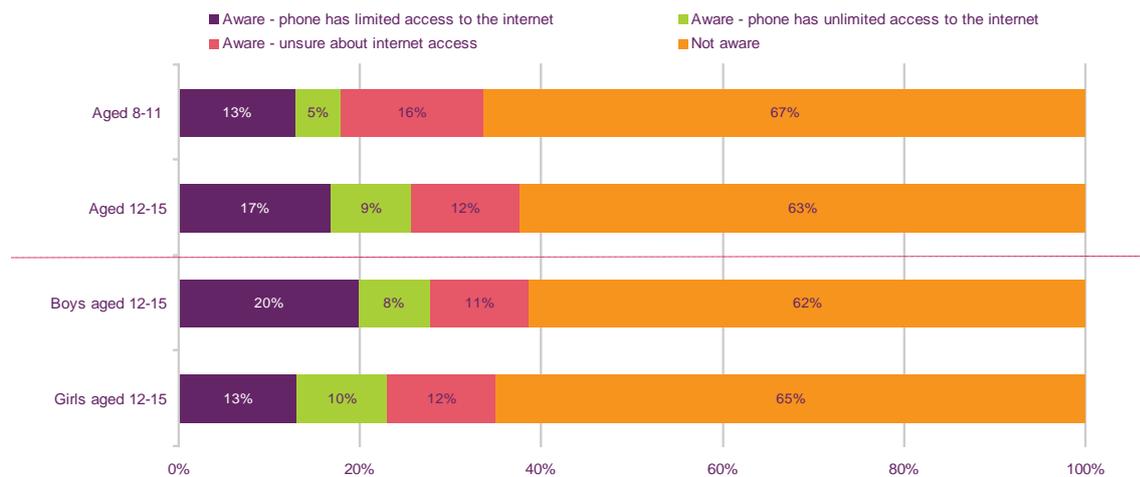
Broadly speaking, there has been little change in the proportion of parents who do not have internet controls in place because they don't know how to do it or are unaware that it is possible. These interim findings indicate that parents of an 8-11 year old are now more likely than in 2008 to state that it is because their child is supervised (41% vs. 20%) and less likely to state that it is due to their trusting their child to be responsible (30% vs. 50%).

4.6 Low awareness of filtering for mobile phone internet access

Parents whose child has their own mobile phone, which can be used to get onto the internet, were asked whether they were aware that internet access through mobile phones can be limited to exclude content on websites broadly suitable only for people aged 18 and over¹⁷. Where the parent was aware of this, they were asked if their child's phone had this filter in place.

Around one in three parents are aware of these mobile phone filtering controls (35%), and this does not vary by the child's age or between boys and girls. Roughly equal numbers of parents were either unsure whether these controls are in place, or responded that the controls were in place. Across all parents with children whose mobile phone can be used to access the internet, around one in ten (15%) responded that the controls were in place on their child's phone. This appears to be more prevalent among boys than among girls (19% vs. 11%).

¹⁷ Mobile operators offer a filter to the mobile operator's Internet access service so that the Internet content can be restricted. The filter is set at a level that is intended to filter out content approximately equivalent to commercial content (content provided directly by the operator or a contracted third-party) with a classification of 18.

Figure 27: Awareness and use of filtering for mobile phone internet access

QP40 – Were you aware that internet access from a mobile phone can be limited to exclude websites that are aimed at people aged 18 and over?
 IF AWARE: Does your child's phone have limited access to the internet? (prompted responses, single coded)
 Base: Parents of children aged 8-15 whose child has their own mobile phone that can be used to go online (126 aged 8-11, 241 aged 12-15, 117 boys aged 12-15, 124 girls aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

4.7 Parents of younger children are more likely to have rules for television viewing

Parents of children aged 5-15 were prompted with a list of rules and restrictions relating to each of the key media platforms (television, radio, internet, gaming, mobile phone) that their child used, and were asked to say which rules they had in place for their child.

For any of the rules that we asked about relating to television viewing, it is more common that they are in place for children aged 5-7 (88%), or aged 8-11 (87%), than for children aged 12-15 (59%).

Rules regarding television viewing are broadly consistent among parents of children in the two younger age groups. A majority of parents of 5-7s and 8-11s say they do not allow television viewing after a certain time (58% for 5-7s and 64% for 8-11s). Four in ten parents of both age groups prevent the viewing of television programmes with nudity or sexual content (39% for 5-7s and 41% for 8-11s), and swearing/ bad language (37% for 5-7s and 36% for 8-11s).

Parents of 5-7s are, however, more likely than parents of 8-11s to impose rules that only allow viewing of children's television programmes or children's channels (31% for 5-7s and 18% for 8-11s).

In terms of the viewing of DVDs/videos, at least one third of parents of 5-7s and of 8-11s only allow their child to watch DVDs/ videos with an appropriate age rating (39% for 5-7s and 35% for 8-11s). One in ten parents of both age groups only allow the viewing of a DVD/ video that a parent or adult has watched first (10% for 5-7s and 9% for 8-11s).

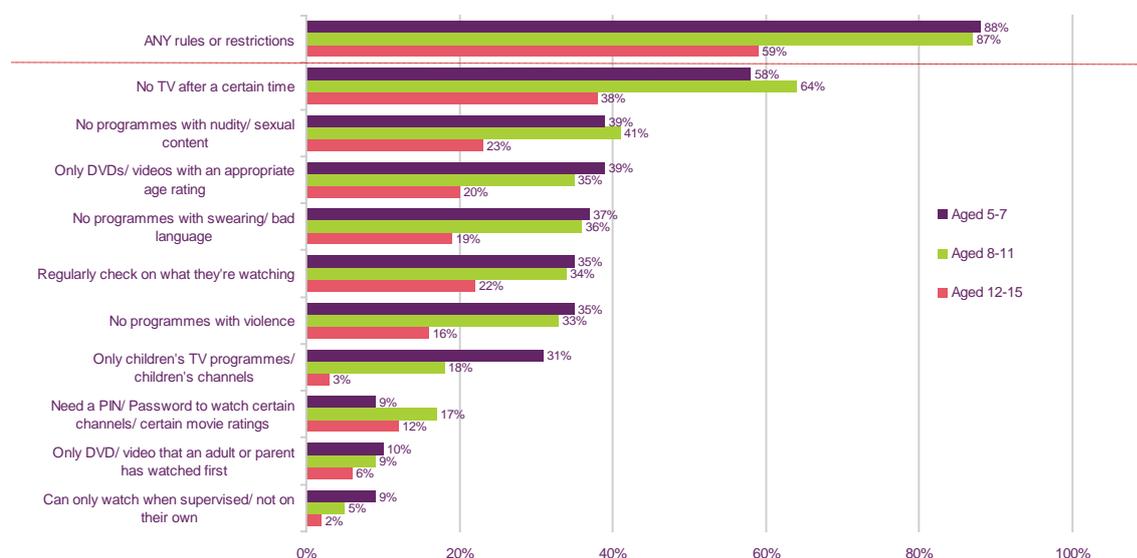
The most common rule relating to television viewing for 12-15s relates to not viewing after a certain time of day (38%).

Since 2008, among the overall population of children aged 5-15, parents appear to be less likely to have certain rules in place. It is less common for parents to prevent their children watching programmes with nudity/ sexual content (34% vs. 41%) or with swearing/ bad

language (30% vs. 37%) or violence (27% vs. 35%). It is also less common for them regularly to check on what they're watching (30% vs. 34%). Parents are, however, more likely to say they do not allow television viewing after a certain time (53% vs. 47%).

Since 2008 it is also less common for parents of children aged 5-15 to allow their child only to watch DVDs/ videos that an adult or parent has watched first (8% vs. 10%).

Figure 28: Parental rules for television, by age



QP9– 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 (273 aged 5-7, 375 aged 8-11, 385 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Rules for television viewing do not appear to differ between boys and girls.

At an overall level, the incidence of having any rules about television viewing does not vary by the socio-economic group of the household. However, parents in ABC1 socio-economic groups are more likely than parents in C2DE socio-economic groups to say that they regularly check on what the children are watching (34% vs. 27%).

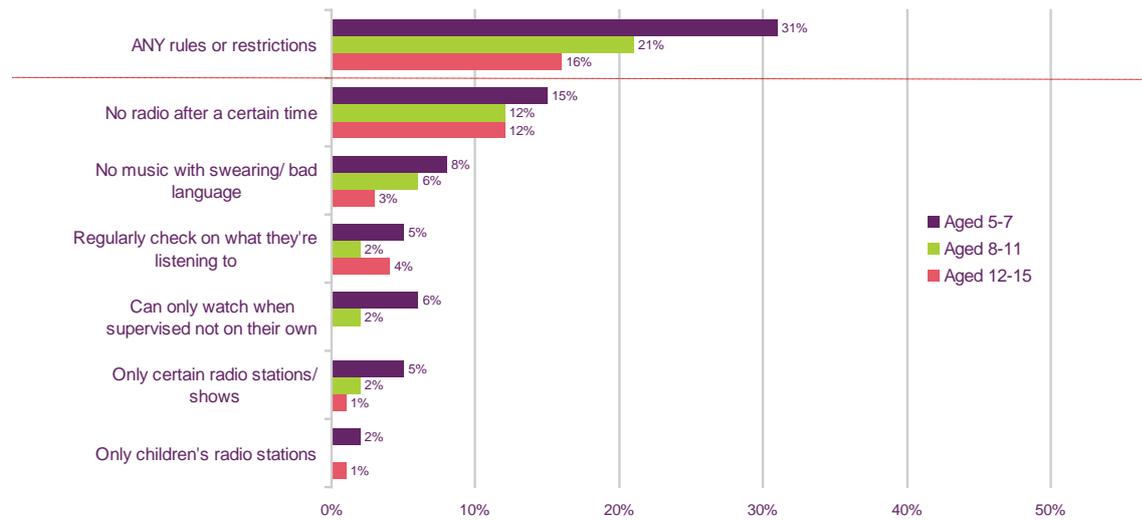
4.8 Few parents have rules in place for radio listening

It is more common for any of the rules that we asked about relating to radio listening to be in place for children aged 5-7 (31%), or 8-11 (21%), than for children aged 12-15 (16%).

One in ten children aged 5-15 (13%) who ever listen to radio at home have rules about listening, and these most frequently relate to not listening after a certain time of day. As such, radio is the medium least likely to carry any of the parental rules or restrictions that we asked about.

Since 2008, among the overall population of children aged 5-15, parents appear to be less likely regularly to check on what their child is listening to (3% vs. 8%) and to allow their child to listen only to certain radio stations or shows (2% vs. 5%).

Figure 29: Parental rules for radio, by age



QP17– Do you have any of these rules or restrictions about radio that your child listens to? (prompted responses, multi-coded)
 Base: Parents of children aged 5-15 whose child listens to radio at home (112 aged 5-7, 164 aged 8-11, 214 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to October 2009

Rules for radio listening do not appear to vary between boys and girls or by socio-economic group.

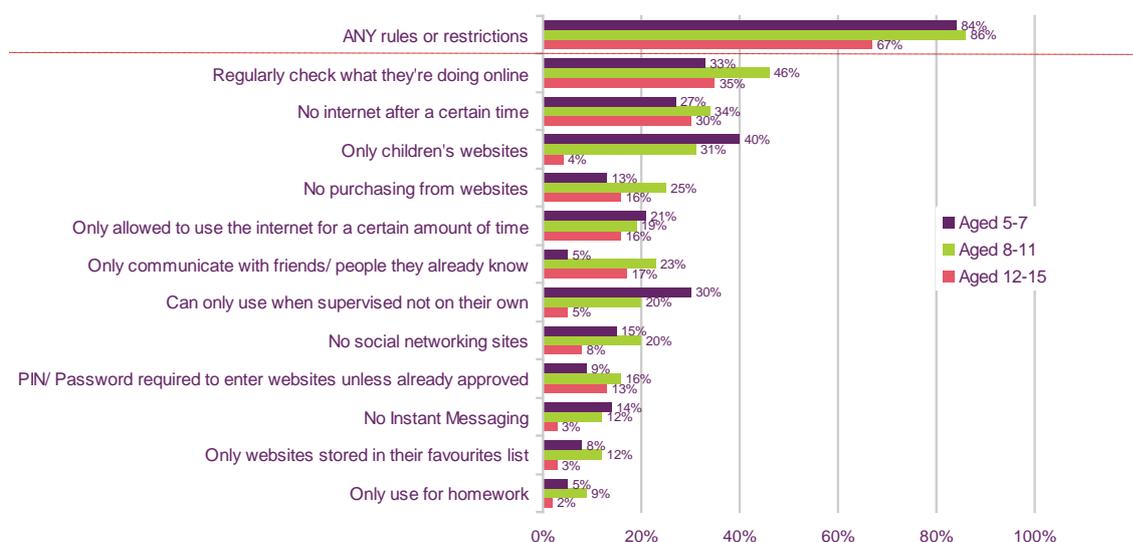
4.9 Most parents have rules for their child's use of the internet

The majority of parents of children aged 5 -15 (78%) say they have put in place any of the rules we asked about relating to internet use. These rules are more common for children aged 5-7 (84%), or 8-11 (86%), than for children aged 12-15 (67%).

No single rule that we asked about is in place for a majority of children in any of the three age groups. However, close to half of the parents of 8-11s (46%), and one third of the parents of 5-7s (33%) and 12-15s (35%), regularly check what their child is doing online, and four in ten parents of 5-7s (40%) only allow their child to visit children's websites.

As was the case for television viewing, parents appear more likely now than in 2008 to have a rule about not using the internet after a certain time (31% vs. 24%). Four specific rules appear less likely than in 2008 to be in place for 5-15s: not purchasing from websites (19% vs. 22%), using the internet only when supervised (16% vs. 19%), no Instant Messaging (9% vs. 12%), and only visiting websites stored in their favourites list (7% vs. 10%).

Figure 30: Parental rules for the internet, by age



QP24 – Do you have any of these rules or restrictions about the access that your child has to the internet? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 whose child uses the internet at home (173 aged 5-7, 284 aged 8-11, 319 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

The one rule that varies by gender relates to the child communicating only with people they already know, which is more likely to apply to girls than to boys in the 8-11 age group (28% vs. 18%).

At the overall level, there is no difference between socio-economic groups in the extent to which any rules are in place for the child's access to the internet. Three specific rules, however, are more likely to be in place for 5-15s in the ABC1 socio-economic groups than for children in C2DE socio-economic groups: not purchasing from websites (23% vs. 14%), no social networking sites (18% vs. 11%) and no Instant Messaging/ MSN (12% vs. 6%).

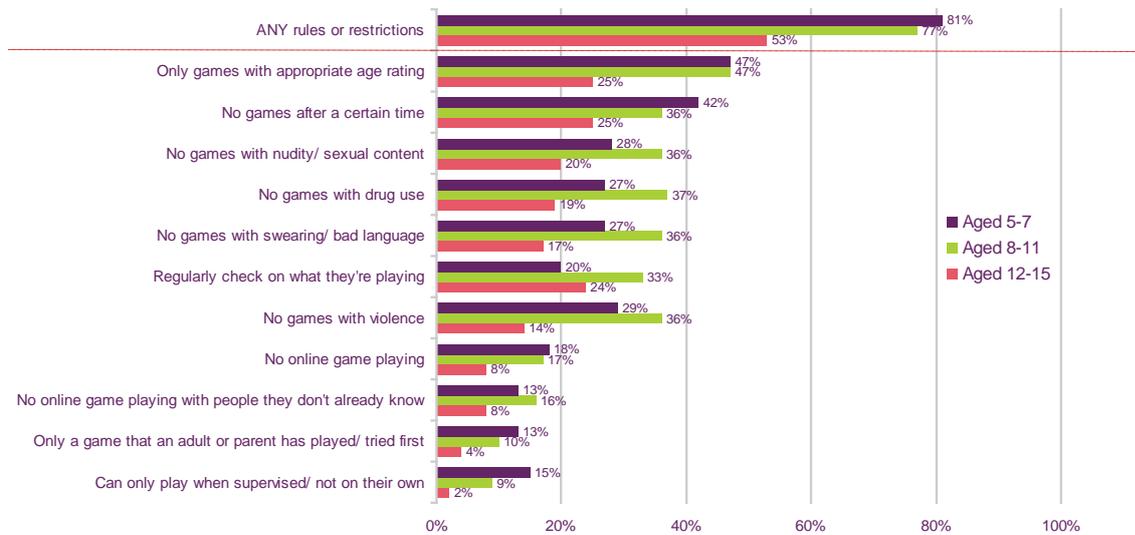
4.10 Parents of younger children are more likely to have rules for gaming

Most parents whose child plays games on a games console or computer have any rules or restrictions about the games their child plays. Rules are more likely to be in place for children aged 5-7 (81%), or 8-11 (77%), than for children aged 12-15 (53%).

Around half have rules restricting the games played, depending on the age rating, among parents of 5-7s (47%) and 8-11s (47%), but this is relatively uncommon among parents of 12-15s (25%).

Compared to 2008, not allowing games to be played after a certain time is the only rule that appears to have become more common among parents of 5-15s (34% vs. 28%). There are, however, five rules regarding gaming that appear less likely in 2009 than in 2008: only allowing games with an appropriate age rating (39% vs. 45%), no games with nudity/ sexual content (28% vs. 34%), no games with drug use (28% vs. 32%), no games with swearing (27% vs. 32%) and no games with violence (26% vs. 32%).

Figure 31: Parental rules for gaming, by age



QP46 – Do you have any of these rules or restrictions about the games your child plays whether on a games console, a computer or any other device? (prompted responses, multi-coded)
 Base: Parents of children aged 5-15 whose child plays games on a games console or computer (228 aged 5-7, 345 aged 8-11, 341 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Specific rules for gaming, and the extent to which any rules are in place, do not vary between boys and girls.

At the overall level, there is no difference between the socio-economic groups in the extent to which any rules are in place for gaming. Four specific rules, however, are more likely to be in place for 5-15s in ABC1 socio-economic groups than for children in C2DE socio-economic groups: no games after a certain time (37% vs. 31%), no games with swearing/ bad language (30% vs. 24%), regular checks on what they're playing (31% vs. 23%) and no online game playing (18% vs. 11%).

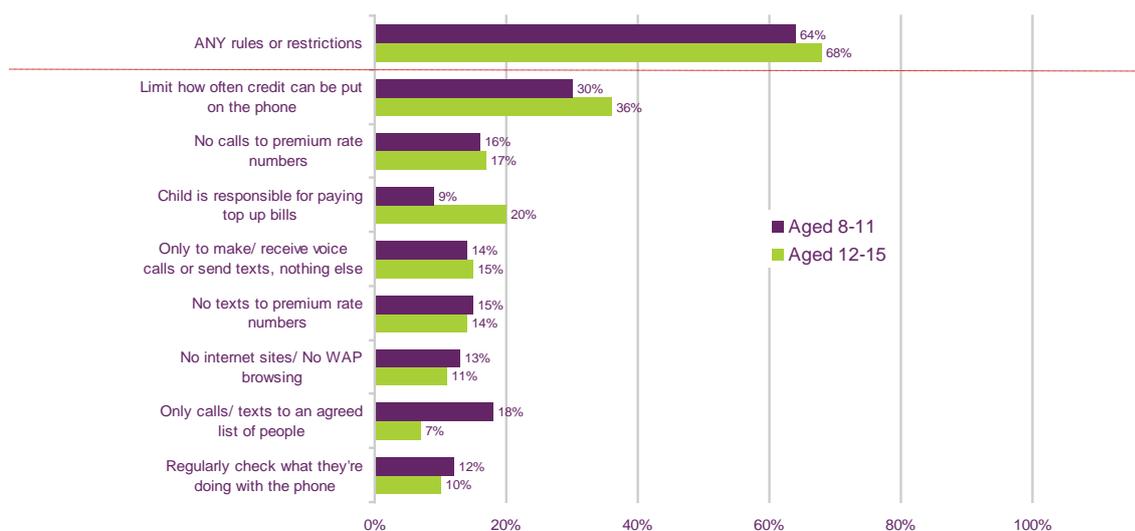
4.11 Most parents have rules for their child's use of a mobile phone

Most parents whose child has their own mobile phone have put in place any of the rules that we asked about; this is equally likely among parents of 8-11s (64%) as among parents of 12-15s (68%)¹⁸. Unlike the other media, many of the rules and restrictions for mobile phone use appear to relate to the cost associated with using the phone rather than the possibility of encountering inappropriate or potentially harmful content.

Parents of children aged 5-15 are less likely now than in 2008 to have rules in place about limiting how often credit can be put on the phone (33% vs. 39%); about the child being responsible for paying top-up bills (15% vs. 19%), and regularly checking what they are doing with the phone (10% vs. 13%). However, it appears that parents are now more likely to say that their child's phone can only be used to make or receive calls or to send texts (14% vs. 9%).

¹⁸ Data relating to 5-7 year olds with their own mobile phone will be available in the consolidated report which will be based on two waves of research.

Figure 32: Parental rules for mobile phones, by age



QP37 – 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 8-15 whose child has their own mobile phone (210 aged 8-11, 340 aged 12-15) – LOW BASE OF 5-7S

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Specific rules for mobile phone use and the extent to which any rules are in place do not vary between boys and girls or by socio-economic group.

Section 5

Knowledge and understanding of the internet among 12-15s

This section looks at the extent to which mainly older children (aged 12-15) understand their online environment. It looks at the types of checks made when visiting new websites, assesses their understanding of how search engines work, and notes whether they restrict access to their social networking profiles. Most of these questions were not asked of younger children (aged 5-11).

Key findings

- While two-thirds of children aged 12-15 (66%) say they make some kind of check when visiting new websites, a sizeable minority (25%) do not tend to make any checks. Neither of these measures has changed since 2007.
- One in five 12-15s (18%) who use search engines say that they do not know how results are ordered, and one in three (32%) thinks that the most truthful are shown first.
- Children aged 12-15 with a social networking profile are now more likely to restrict access to their profile.

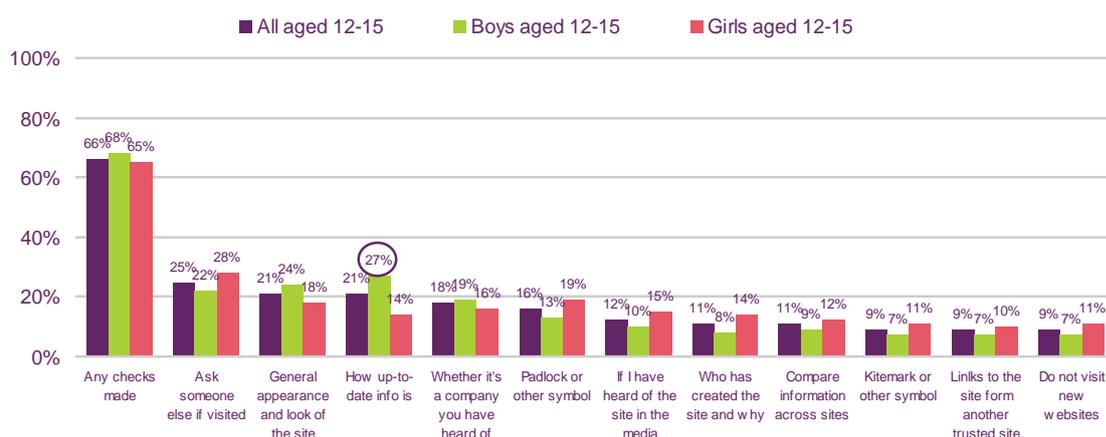
5.1 One in four internet users aged 12-15 do not make any checks when visiting new websites

Children aged 12-15 who use the internet at home were shown a list of types of checks that could be made when visiting new websites and were asked to say which, if any, of these things they would check.

While two-thirds of 12-15s (66%) said they would check any of the things on the list, no single type of check was chosen by more than three in ten of the children. One in ten (9%) said that they do not visit new websites, and one in four 12-15s who use the internet (25%) do not make any of these checks. There are no differences between boys and girls or by socio-economic group in terms of not making checks, and just one difference between boys and girls in the types of checks made – namely, checking how up-to-date a site was, which boys said they did more frequently than girls.

We asked a similar question regarding checks made when visiting new websites as part of the 2007 research, but with fewer options shown on the list to choose from. Comparing only those options shown in both 2007 and 2009, there is no difference in the types of checks made, or the extent to which any checks are made when visiting new websites.

Figure 33: Checks made by 12-15s when visiting new websites, by gender



QC16 – Thinking about new websites you visit. Which, if any of these things would you check? (prompted responses, multi-coded)
 Base: Children aged 12-15 who use the internet at home (319 aged 12-15, 156 boys aged 12-15, 163 girls aged 12-15) – significance testing shows any differences by gender
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

5.2 Search engine users do not have a clear understanding of search engine priorities

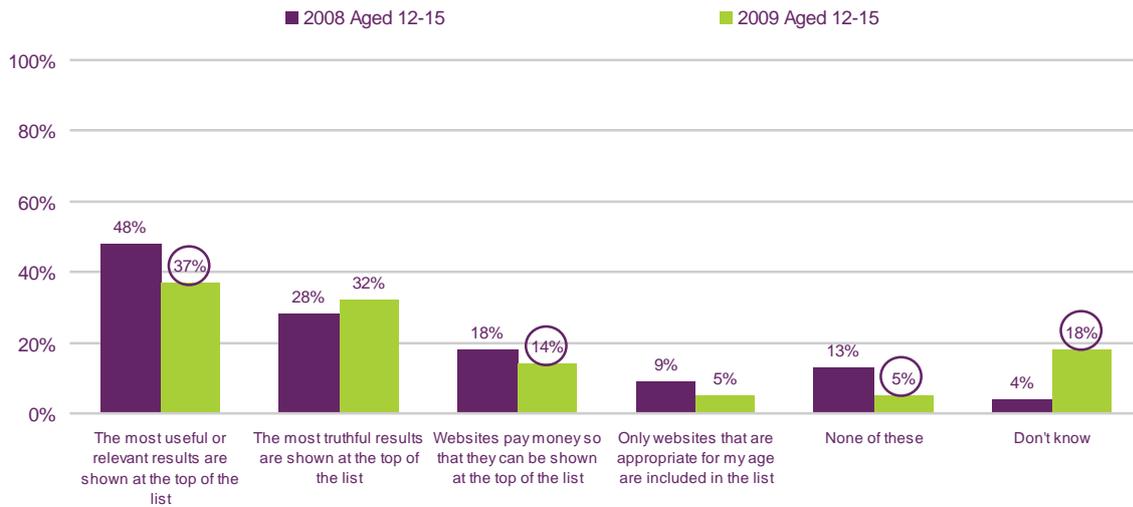
Among children aged 12-15 who use the internet, almost all have experience of using search engine websites (94%).

Those who use search engine sites were shown a list of options and were asked to say which, if any, apply in terms of the way results are shown on search engine sites.

There is no clear consensus among search engine users, but 12-15s are more likely to respond that results are ranked on their usefulness or relevance (37%) or their truthfulness (32%) than they are to respond that websites pay money to be at the top of the list (14%).

Compared to the 2008 findings at this question, 12-15s are now less sure how search engines generate their results (18% vs. 4%).

Figure 34: Understanding of search engine websites – 2008 and 2009



QC24 – Which if any of these explain the way results are shown when you use search engine websites like Google, Yahoo, MSN or Ask Jeeves? (prompted responses, multi-coded)

Base: Children aged 12-15 who ever use search engines to find out about other websites or to search for information (284 aged 12-15 in 2008, 294 aged 12-15 in 2009) - significance testing shows any change between 2008 and 2009

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Responses do not vary between boys and girls. It does appear, however, that children in ABC1 socio-economic groups are more likely than those in C2DE socio-economic groups to be sure how search engines show results (88% vs. 76%) and more likely to respond that results are ranked on relevance (42% vs. 31%) and that websites pay money to be at the top of the list (18% vs. 10%).

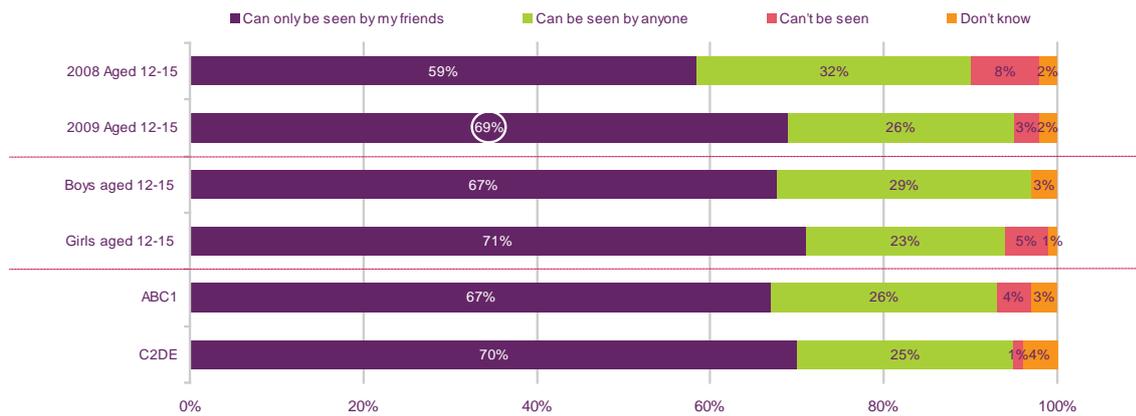
5.3 12-15s are now more likely to restrict access to their social networking site profile

This first wave of research conducted in 2009 indicates that social networking site profiles have been set up by two in ten 8-11s (19%) and two-thirds of 12-15s (65%), among those who use the internet at home. Compared to 2008 this shows no change for 8-11s, but an increase for 12-15s (65% vs. 52%). Further detail on social networking will be possible once the consolidated data from both waves of research, to be conducted in 2009, are available¹⁹.

Seven in ten 12-15s with a social networking site profile limit access to their profile (69%), saying it can be seen only by their friends. This incidence of privacy settings does not vary between boys and girls or by socio-economic group. It appears that 12-15s are more likely to restrict access to their social networking site profile now than in 2008 (69% vs. 59%).

¹⁹ Data relating to 8-11s with a social networking site profile will be available in the consolidated report which will be based on two waves of research

Figure 35: Visibility of social networking profile among 12-15s – 2008 and 2009

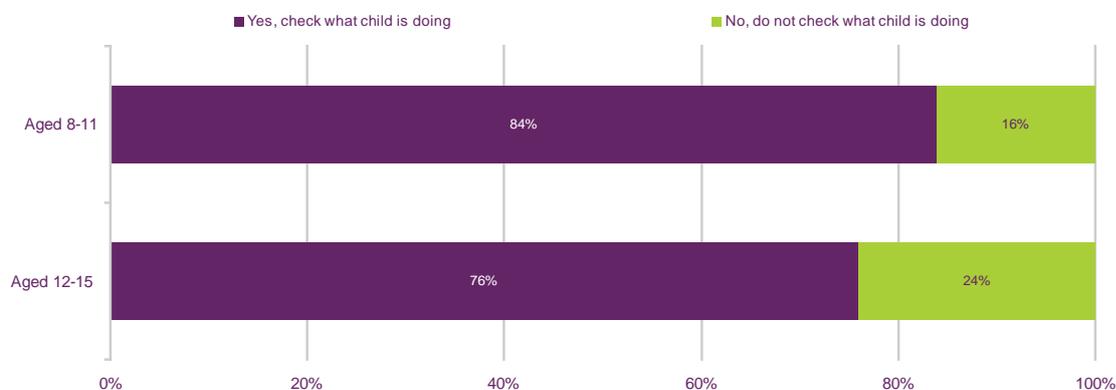


QC20 – And do you know if this profile can be seen by other people? (prompted responses, single coded)
 Base: Children aged 8-15 who have a social networking site profile that is currently active (322 aged 12-15 in 2008, 216 aged 12-15 in 2009, 102 Boys aged 12-15, 114 girls aged 12-15, 124 in ABC1 households, 164 in C2DE households) LOW BASE SIZE FOR AGED 8-11 – significance testing shows any differences between 2008 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

In addition to asking children about the visibility of their social networking profile, parents of children aged 5-15, whose child uses the internet at home, were asked whether their child visits websites which can be used to chat with other users, and if so, whether they check what their child is doing²⁰.

The majority of parents of children aged 8-15, whose child visits websites which can be used to chat with other users, do check what their children are doing, with parents of 8-11s more likely to do this than parents of 12-15s (84% vs. 76%).

Figure 36: Parental checking of social networking site activity, by age



QP29 – Does your child visit websites which can be used to chat with other users – I mean websites like Bebo, MySpace, Facebook, Twitter, Piczo, Habbo, Club Penguin or Stardoll? IF YES: Do you tend to check what they are doing online when they are visiting these types of sites? (prompted responses, single coded)
 Base: Parents of children aged 8-15 whose child uses the internet at home and visits websites which can be used to chat with other users (128 aged 8-11, 222 aged 12-15)
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

There are no differences in whether checks are made between boys and girls or by socio-economic group.

²⁰ Data relating to parents of 5-7s whose child visits websites which can be used to chat with other users will be available in the consolidated report which will be based on two waves of research

Section 6

Learning about media

This section looks at children's preferences for learning about digital technology and their experience of this type of learning through school.

Key findings

- Younger children aged 8-11 have a preference for learning from parents (59%) or at school (47%) whereas older children prefer to learn from their peers (46%).
- A minority of children are taught about television at school, but seven in ten 8-11s (71%) and four in five 12-15s (84%) are taught about the internet.

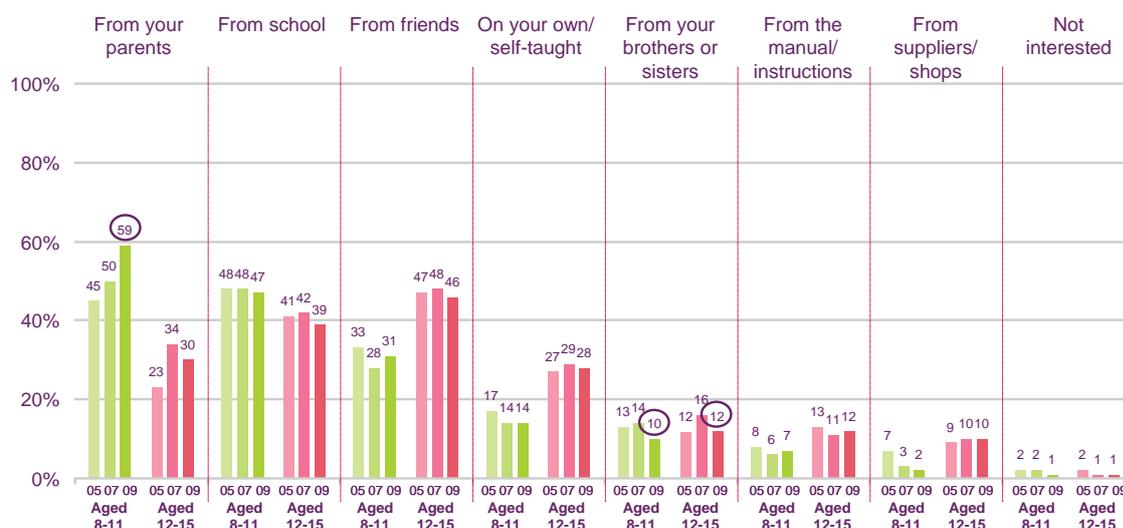
6.1 Younger children prefer to learn from parents or school while older children prefer to learn through friends or on their own

Children aged 8-15 were shown a list of possible ways to learn about digital technology such as the internet, mobile phone and digital television, and were asked to say which, if any, they preferred.

Children in each of the age groups prefer to learn through a variety of sources. Children aged 8-11 are more likely than 12-15s to prefer to learn from their parents (59% vs. 30%) or from school (47% vs. 39%). They are less likely than 12-15s to prefer to learn through friends (31% vs. 46%), on their own (14% vs. 28%), by reading a manual or instructions (7% vs. 12%) or through suppliers/ shops selling the technology (2% vs. 10%).

8-11s are more likely now than in 2007 to prefer to learn from their parents (50% in 2007 vs. 59% in 2009). Both 8-11s and 12-15s are now less likely to prefer to learn from their siblings.

Figure 37: Children's preference for learning about using digital technology – 2005, 2007 and 2009



QC40 – Which if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? (prompted responses, multi-coded)
 Base: Children aged 8-15 (772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 379 aged 8-11 in 2009, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007, 386 aged 12-15 in 2009) – significance testing shows any change between 2007 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Across all 8-15s, girls are more likely than boys to prefer to learn from school (48% vs. 38%), while boys are more likely to prefer to learn through their siblings (14% vs. 9%). Preferred ways to learn about digital technology do not appear to vary by socio-economic group.

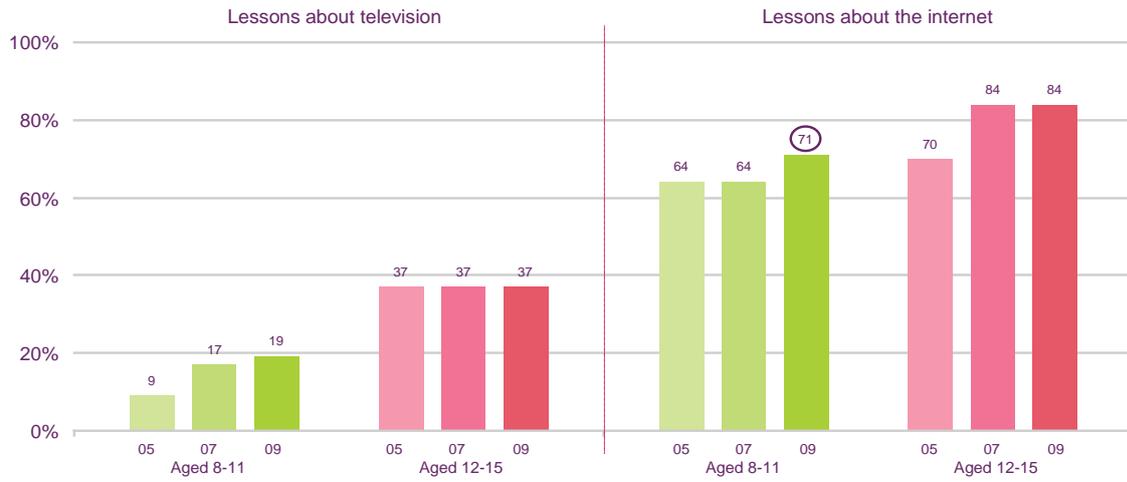
6.2 Most children have learned about the internet at school, although fewer have learned about television

Children aged 8-15 were asked whether they have any lessons at school about television or about the internet.

While children aged 12-15 are more likely than those aged 8-11 to have learned about television at school, this accounts for a minority in each age group (37% vs. 19%). There do not appear to be any changes since 2007 in the incidence of learning about television at school. However, since 2005 children aged 8-11 are more likely to say they have learned about television at school (19% vs. 9%).

Most children aged 8-15 have experience of learning about the internet at school, with this being more common among 12-15s than 8-11s (84% vs. 71%). Compared to 2007, children aged 8-11 are more likely to have lessons about the internet at school (71% vs. 64%). Children aged 12-15 are, however, more likely to have lessons about the internet at school than they were in 2005.

Figure 38: Lessons about digital technology- 2005, 2007 and 2009



QC41/42/43/44 – Do any of your lessons at school teach you about TV / about the Internet? (prompted responses, single coded)
 Base: Children aged 8-15 (772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 379 aged 8-11 in 2009, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007, 386 aged 12-15 in 2009) – significance testing shows any change between 2007 and 2009
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009