Section 3 – Children’s use of media devices
Figure 1a: Media used by children aged 5-15 at home: 2007, 2011, 2013, 2015 and 2016

Q3A/B/E/D/H – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)

* Since 2014 this measure includes those who say they use either a Smart TV or a ‘standard’ TV set, prior to this we asked only about a TV set

Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016
Figure 1b: Media used by children aged 5-15 at home: 2007, 2011, 2013, 2015 and 2016

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone</td>
<td>59</td>
<td>60</td>
<td>57</td>
<td>58</td>
<td>62</td>
</tr>
<tr>
<td>Digital Video Recorder (DVR)</td>
<td>61</td>
<td>67</td>
<td>67</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>DVD/ Blu-ray player**</td>
<td>91</td>
<td>81</td>
<td>77</td>
<td>69</td>
<td>56</td>
</tr>
<tr>
<td>Radio set (DAB or AM/FM)</td>
<td>67</td>
<td>50</td>
<td>42</td>
<td>38</td>
<td>33</td>
</tr>
</tbody>
</table>

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

Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016
QP3A/B/E/D/H– I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or not use. (prompted responses, single coded) * Since 2014 this measure includes those who say they use either a Smart TV or a ‘standard’ TV set, prior to this we asked only about a TV set


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

TV set*

Tablet computer

Internet – Desktop/laptop/netbook

Games console/Games player

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

Mobile phone
Digital Video Recorder (DVR)
DVD/Blu-ray player**
Radio set (DAB or AM/FM)

%  

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

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

QP3 - I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Figure 4: Regular use of media devices, by age: 2015 and 2016

<table>
<thead>
<tr>
<th></th>
<th>TV set</th>
<th>Tablet</th>
<th>Mobile phone</th>
<th>Books, magazines, comics</th>
<th>Games console/ player</th>
<th>Desktop computer/ laptop/ netbook</th>
<th>Radio</th>
<th>DVD/ Blu ray player</th>
<th>MP3 player</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 5-7</td>
<td>87</td>
<td>80</td>
<td>44</td>
<td>42</td>
<td>48</td>
<td>36</td>
<td>35</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Aged 5-11</td>
<td>86</td>
<td>73</td>
<td>41</td>
<td>39</td>
<td>43</td>
<td>37</td>
<td>32</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Aged 8-11</td>
<td>84</td>
<td>73</td>
<td>42</td>
<td>40</td>
<td>42</td>
<td>35</td>
<td>32</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td>75</td>
<td>75</td>
<td>44</td>
<td>41</td>
<td>41</td>
<td>36</td>
<td>32</td>
<td>85</td>
<td>85</td>
</tr>
</tbody>
</table>

QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)
QP3F/ QP4 - I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded). You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/applications and other files as well as view websites and generally surf the internet/go online. Popular brands of Smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy. (unprompted responses, single coded) Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016.
QP3F/ QP4 - I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded). You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)

Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)
Figure 7: Tablet ownership, by age of child: 2011, 2013, 2015 and 2016

QP3E - I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)
QPE3/ F/ QP4 - I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded). You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/applications and other files, as well as view websites and generally surf the internet/go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)

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

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

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

**Table:**

- **TV* in bedroom:**

- **Games console/ player in bedroom:**

- **Internet (Desktop/ laptop/netbook based) in bedroom:**

- **DVD /Blu-ray player:**
  - Aged 5-7: 2013: 34, 2014: 34, 2015: 30, 2016: 30

**Notes:**

- QP3A/B/H/J/D – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)
- In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs.
- Prior to 2016 this question asked about a DVD player/DVD recorder/Blu-ray recorder (fixed or portable).
QC51– Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Figure 12: Device children would miss the most, by individual age: 2016

QC51—Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 101 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15).
Figure 13: Device children would miss the most, by gender within age: 2016

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