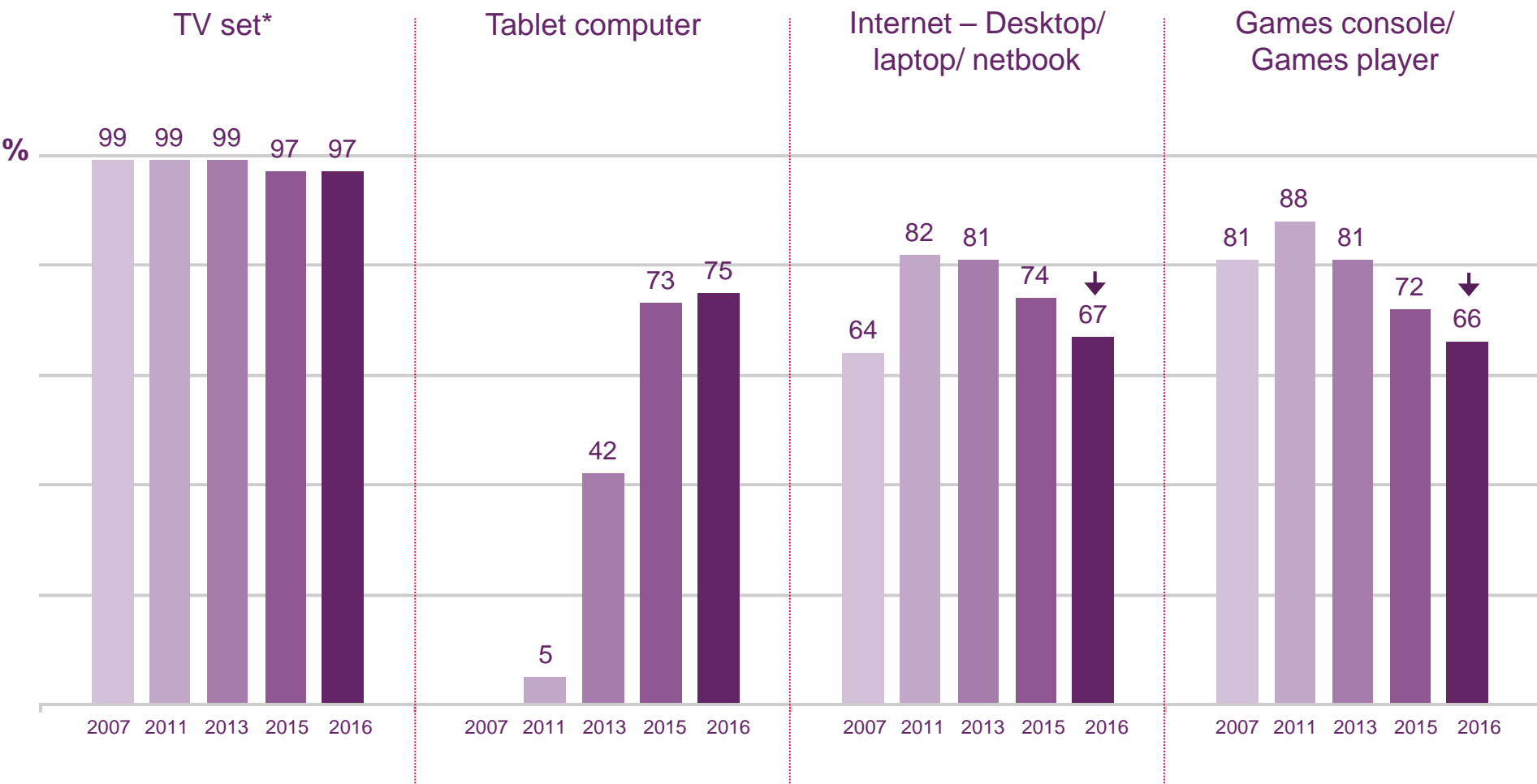


# Children's Media Use and Attitudes Report 2016

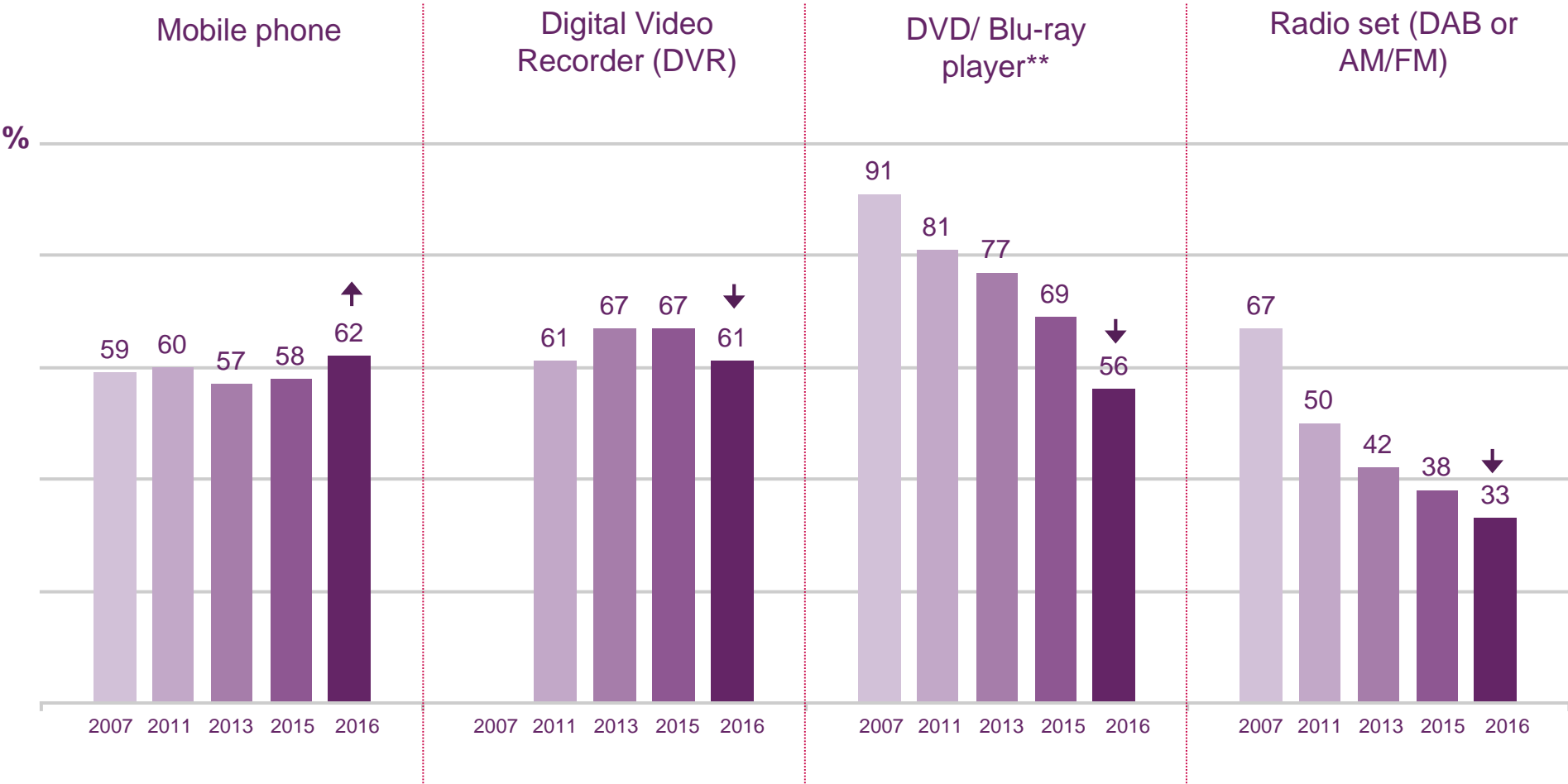
## Section 3 – Children's use of media devices

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



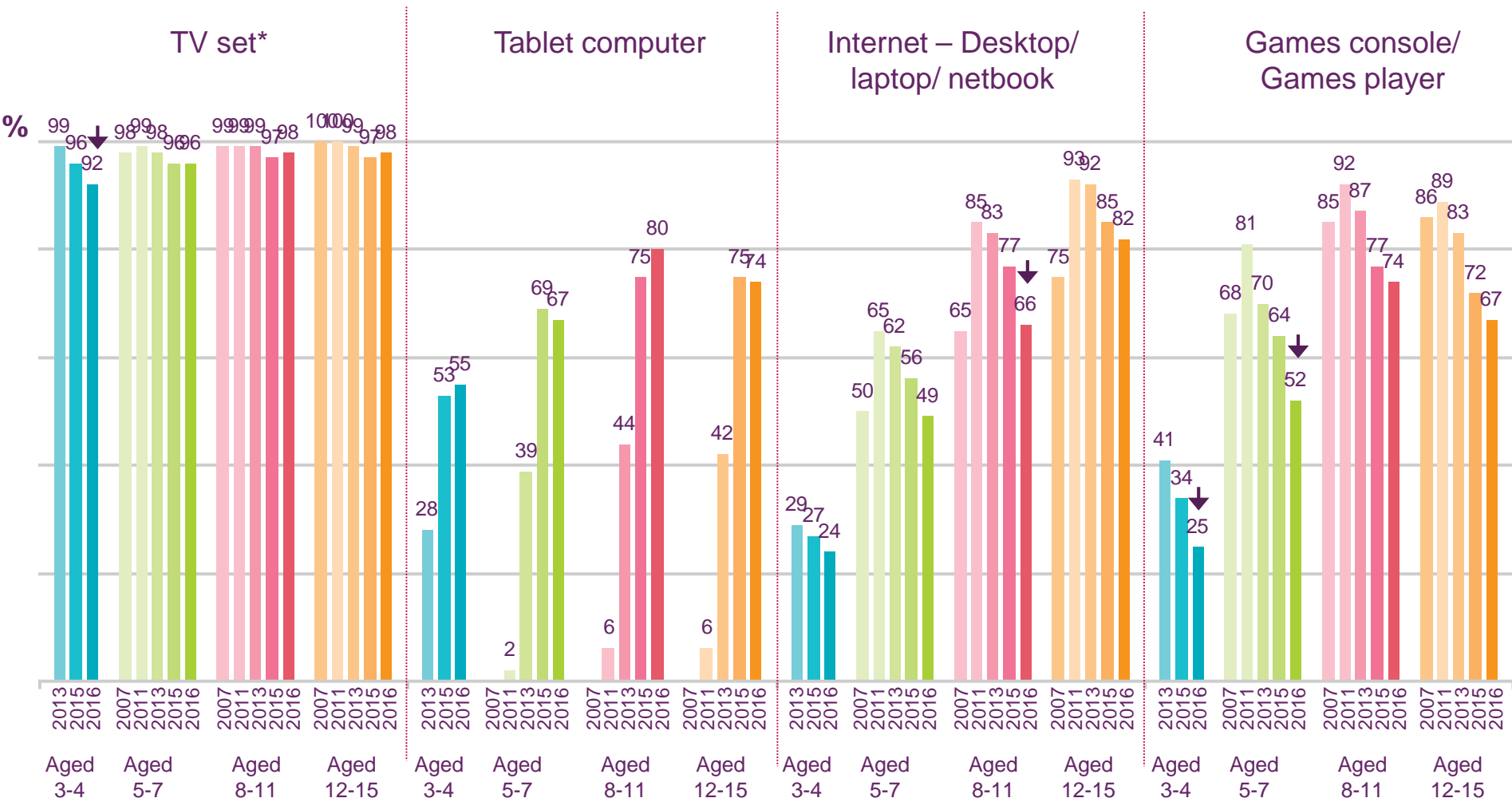
QP3A/B/E/D/H – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) \* Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, prior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

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



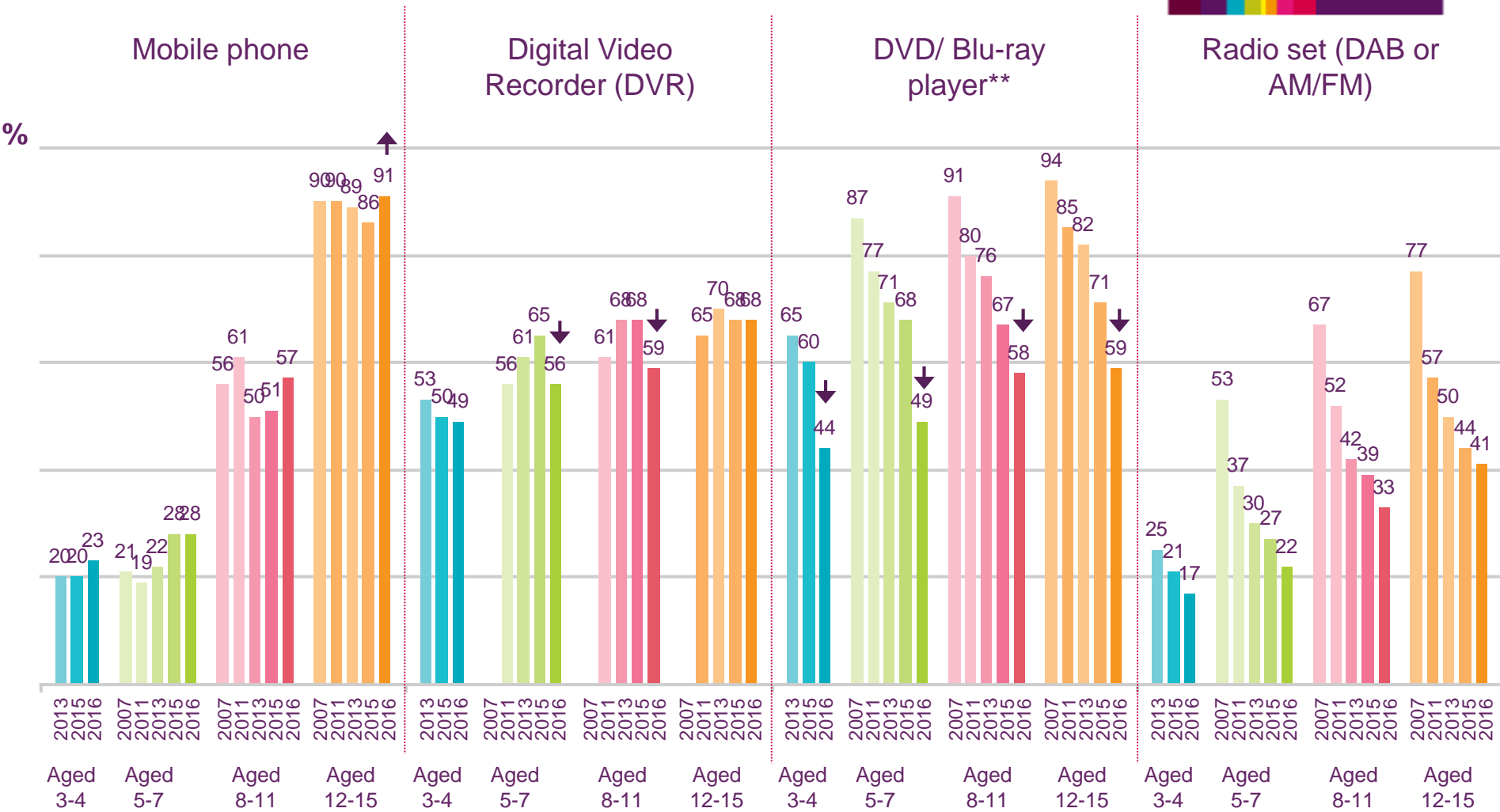
QP3F/C/J/I- I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) \*\* Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).  
 Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016

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



QP3A/B/E/D/H– I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) \* Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, prior to this we asked only about a TV set  
 Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016

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



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

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

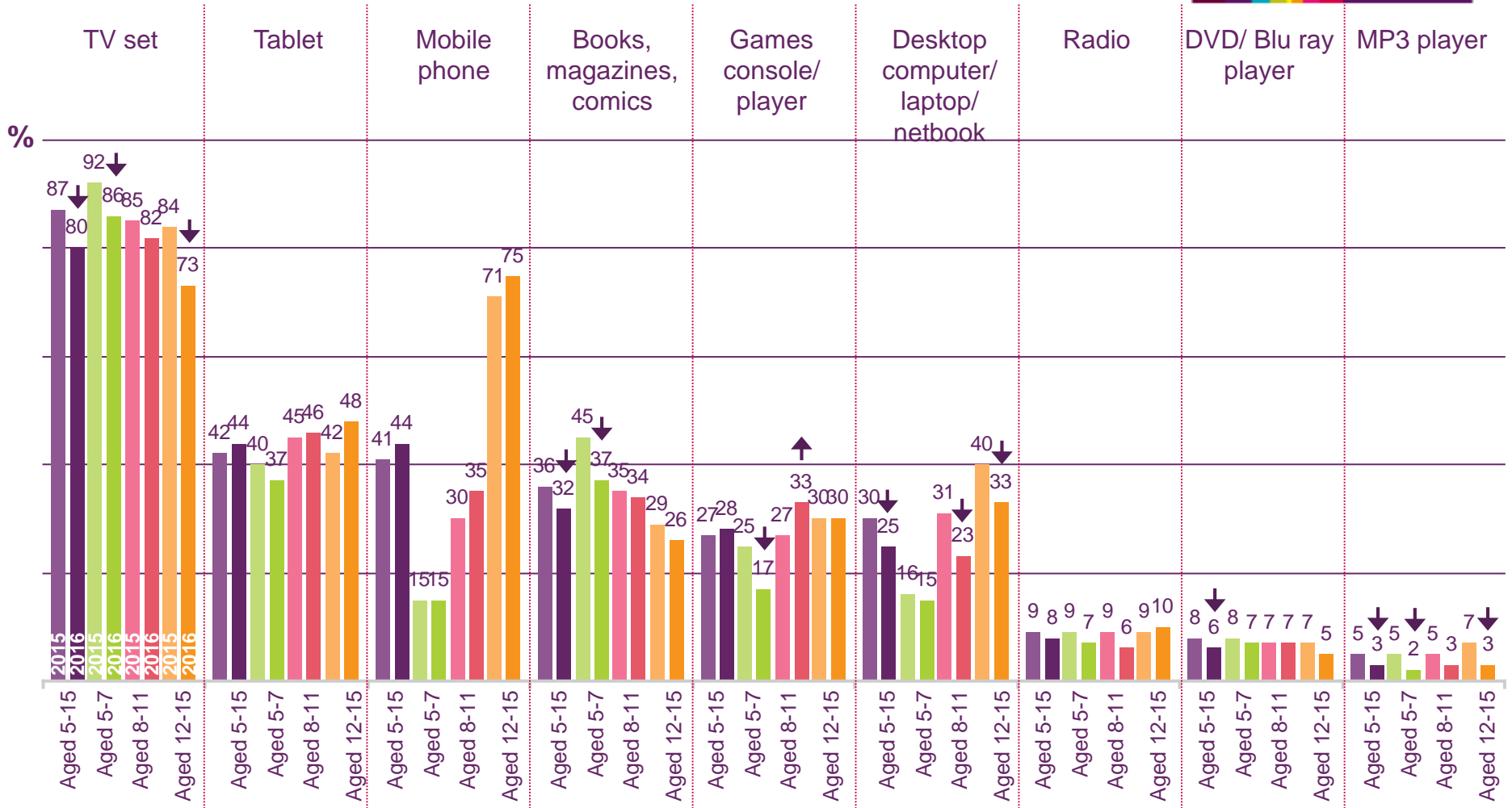
# Figure 3: Summary of access to and use of devices /media at home, by age: 2016

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

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

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

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



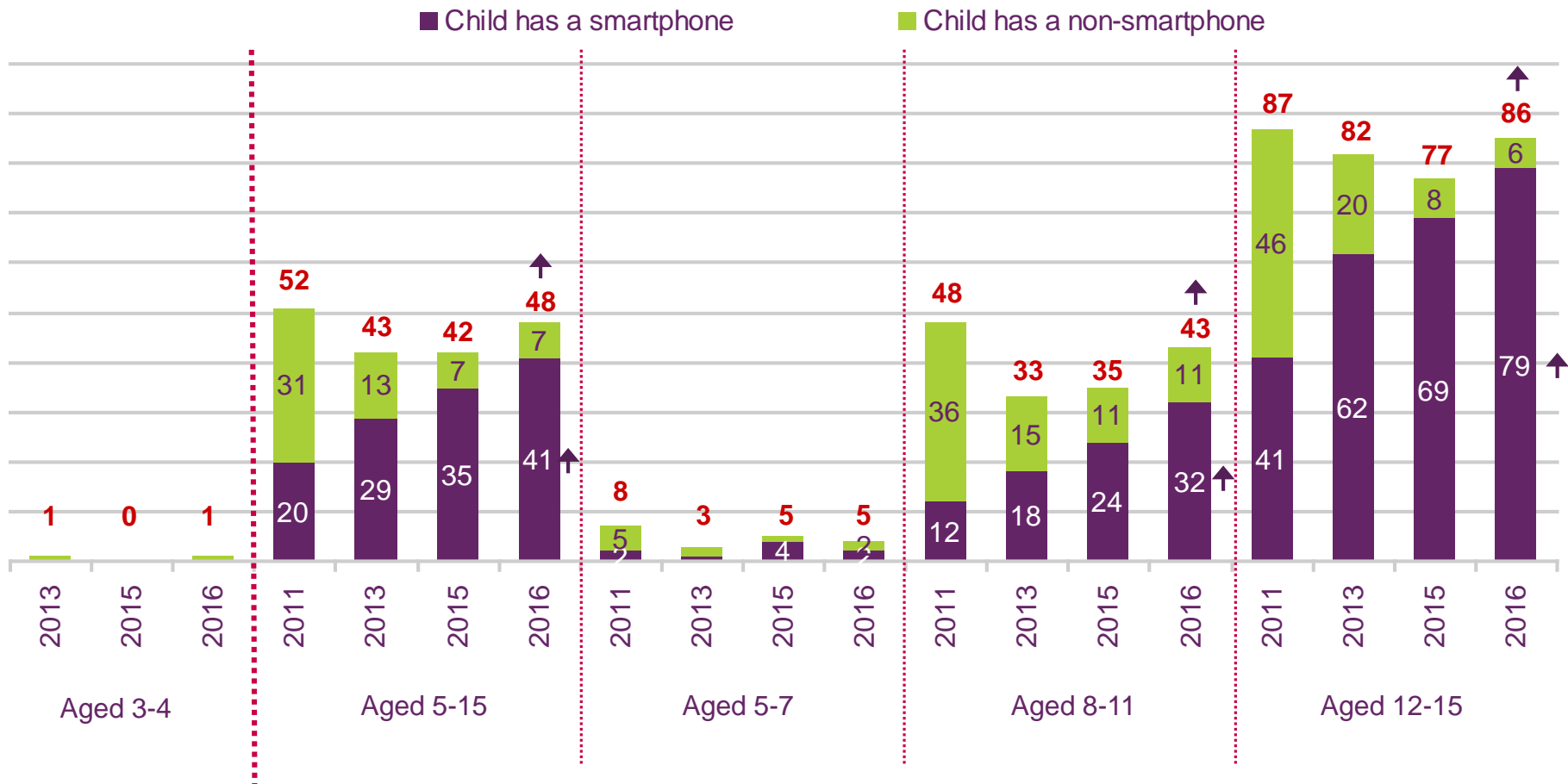
QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)

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

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



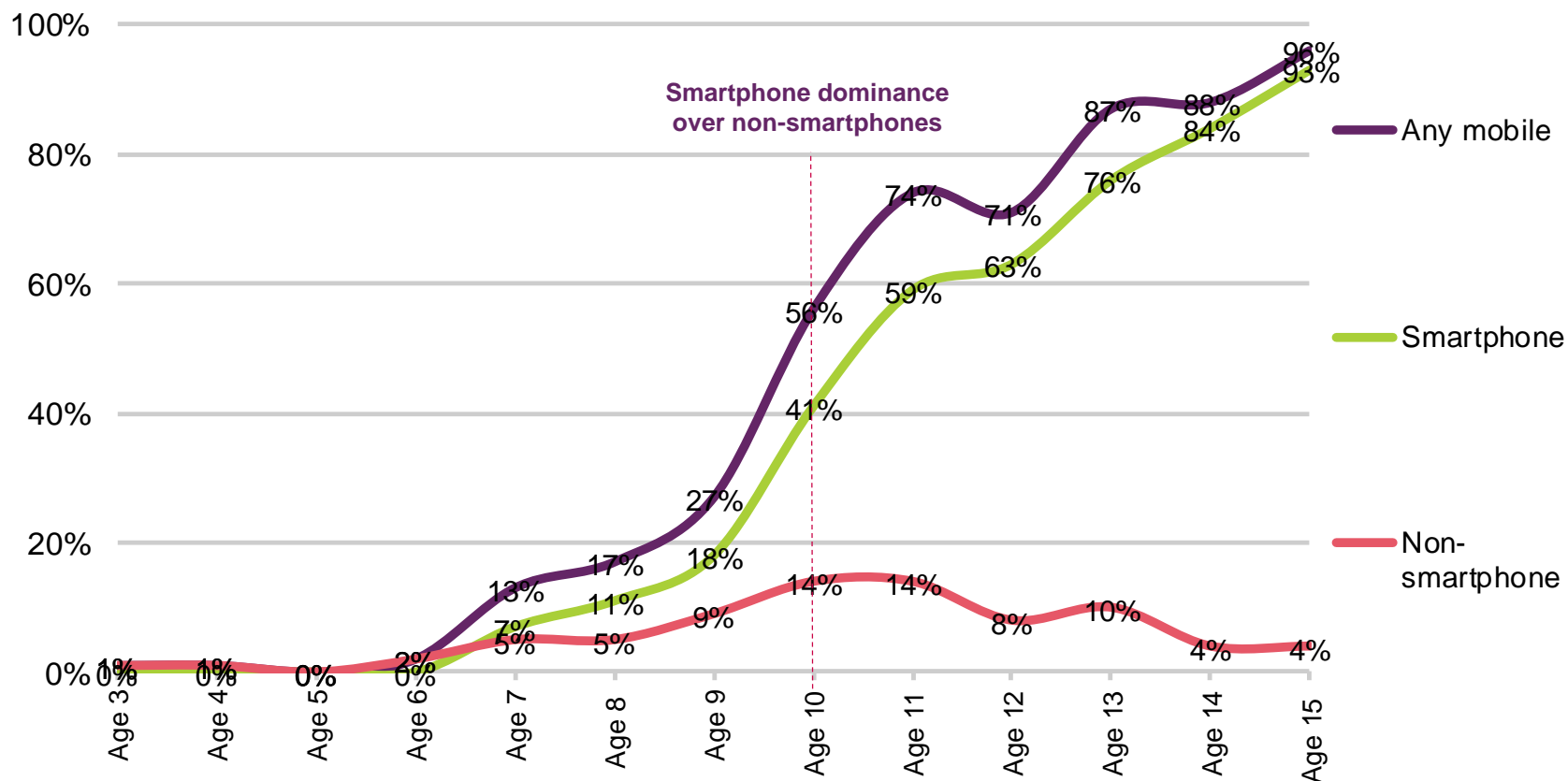
**Total mobile phone ownership**



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



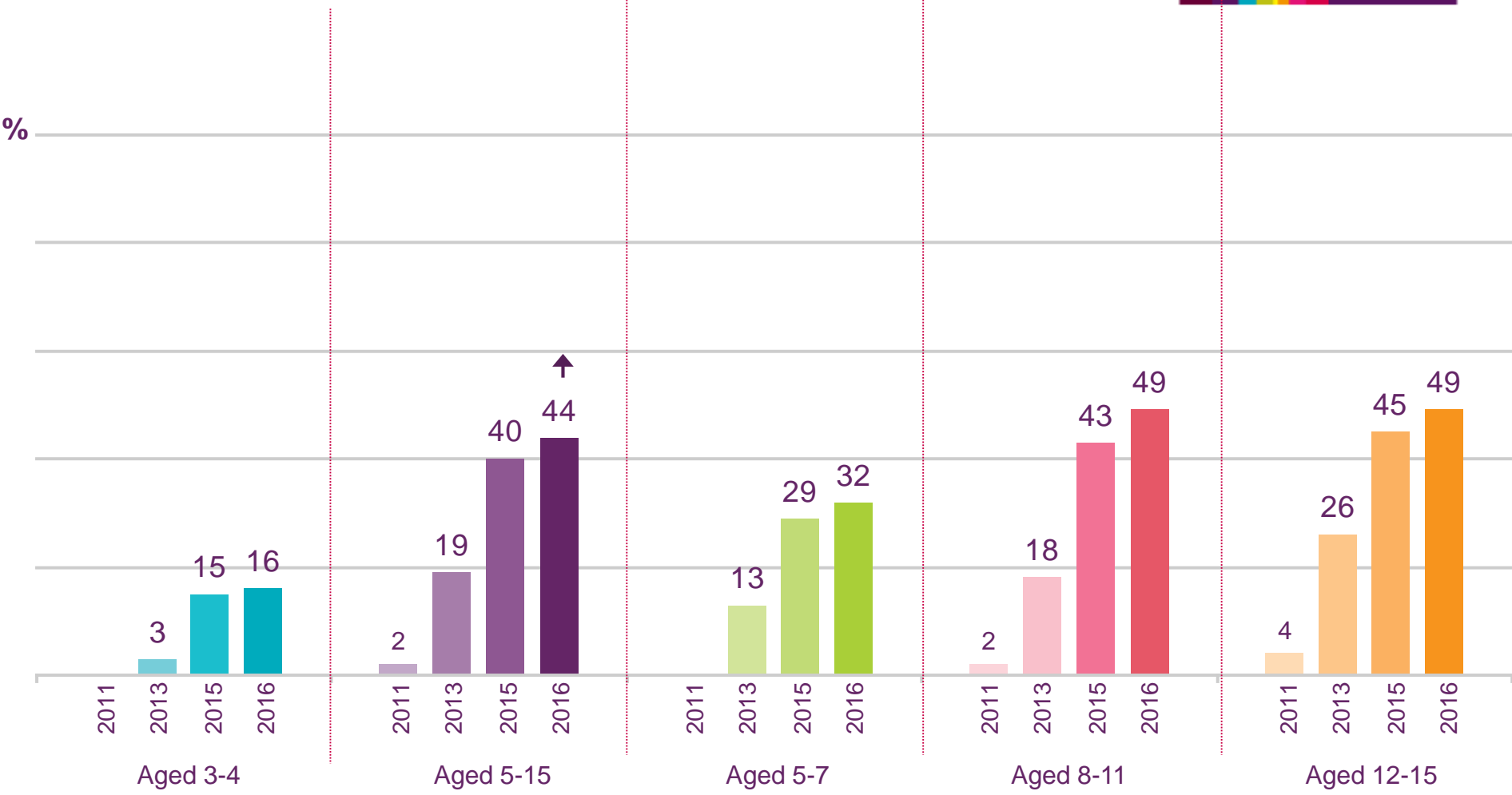
# Figure 6: Smartphone ownership, by age of child: 2016



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

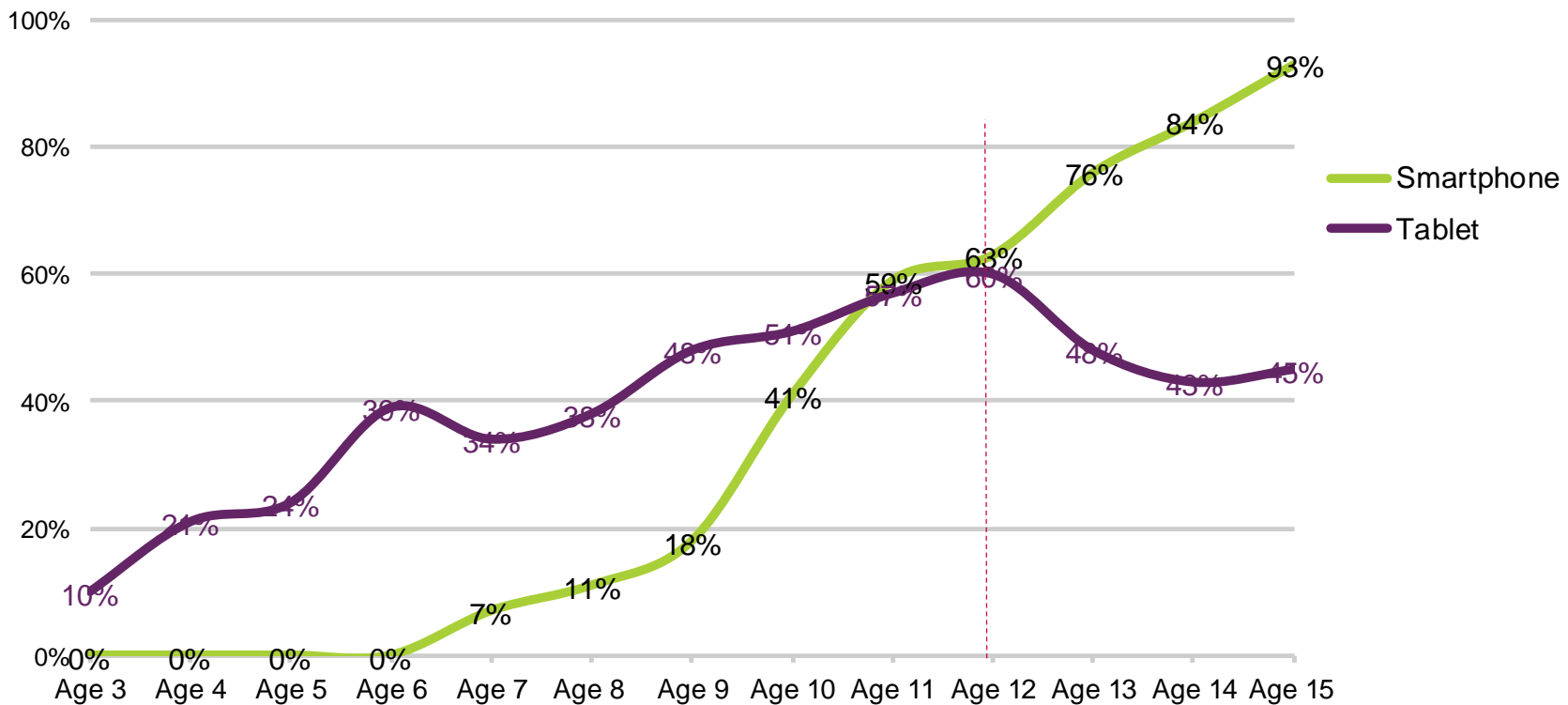
Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)

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



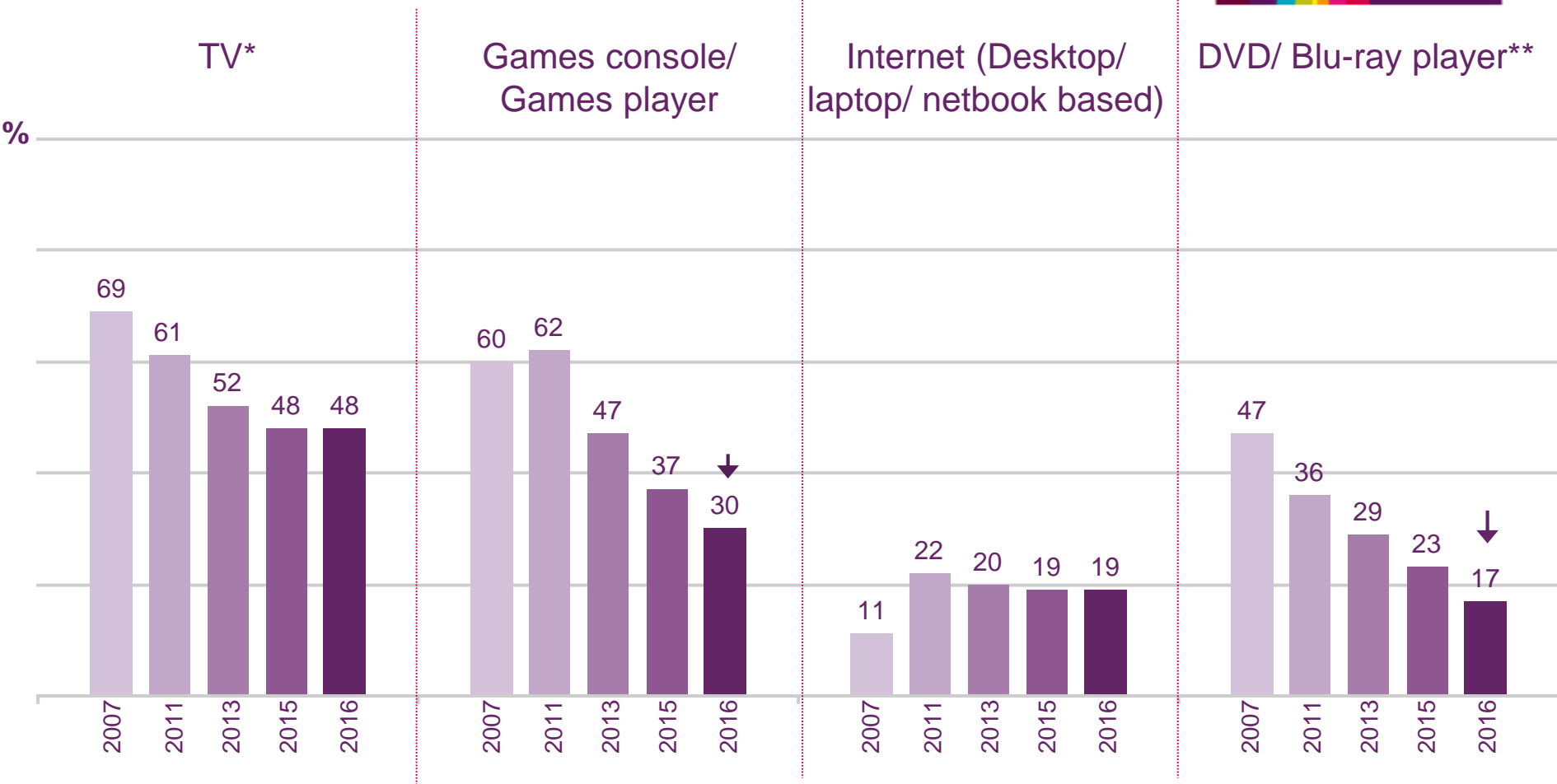
QP3E - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)  
 Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)- significance testing shows any change between 2015 and 2016.

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



QPE3/ F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single coded)  
 Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)

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



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

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

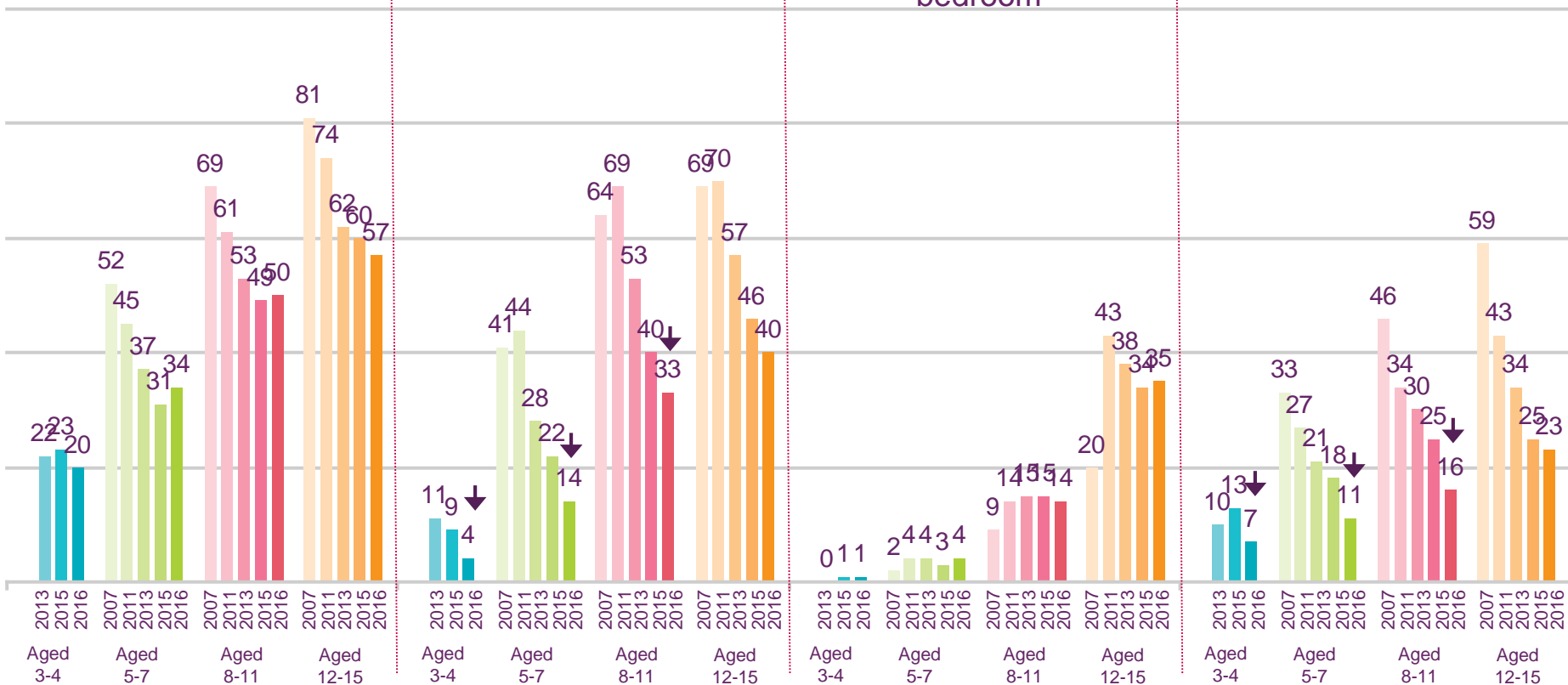


TV\* in bedroom

Games console/ player in bedroom

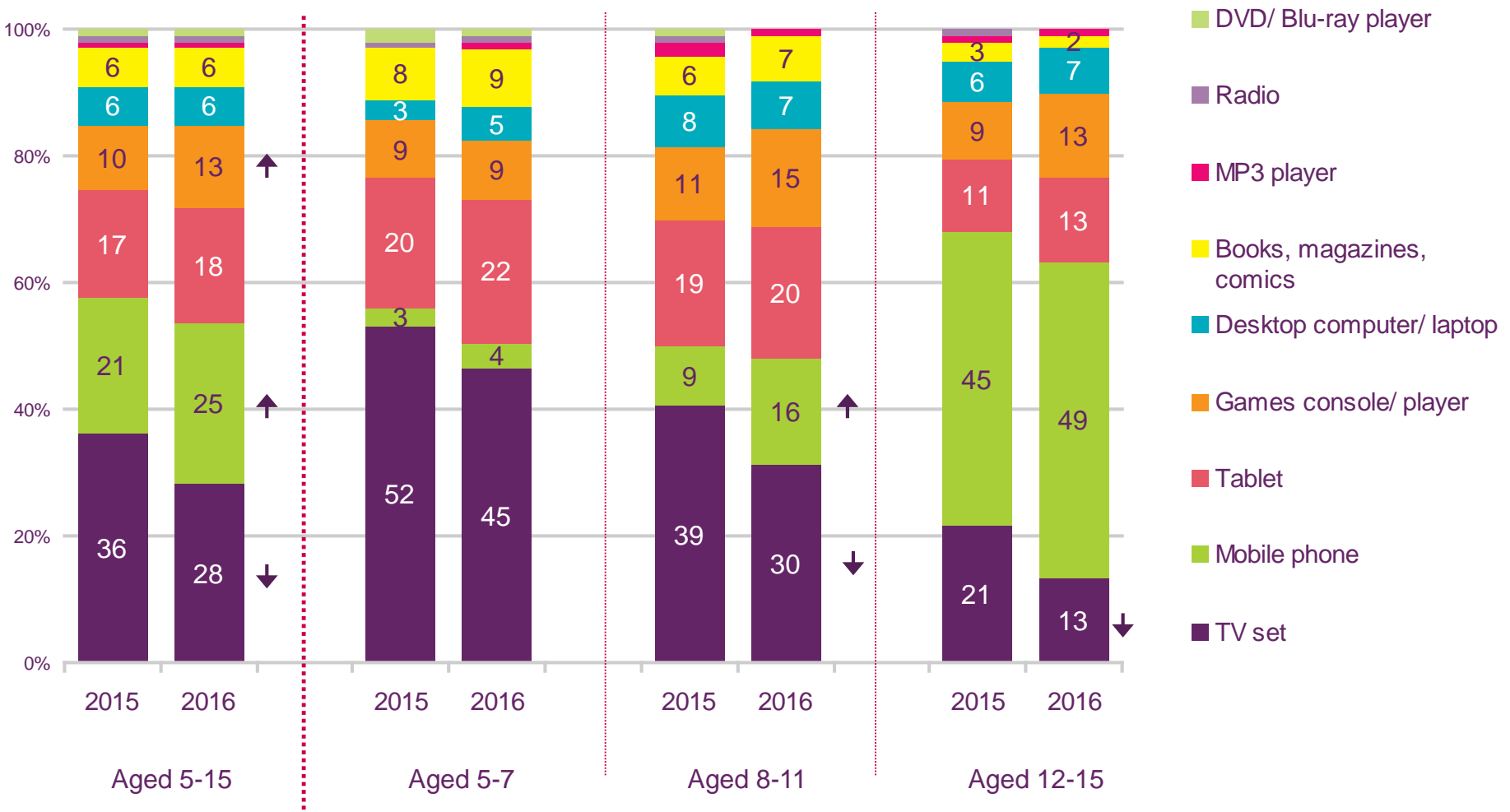
Internet (Desktop/ laptop/ netbook based) in bedroom

DVD /Blu-ray player\*\* in bedroom



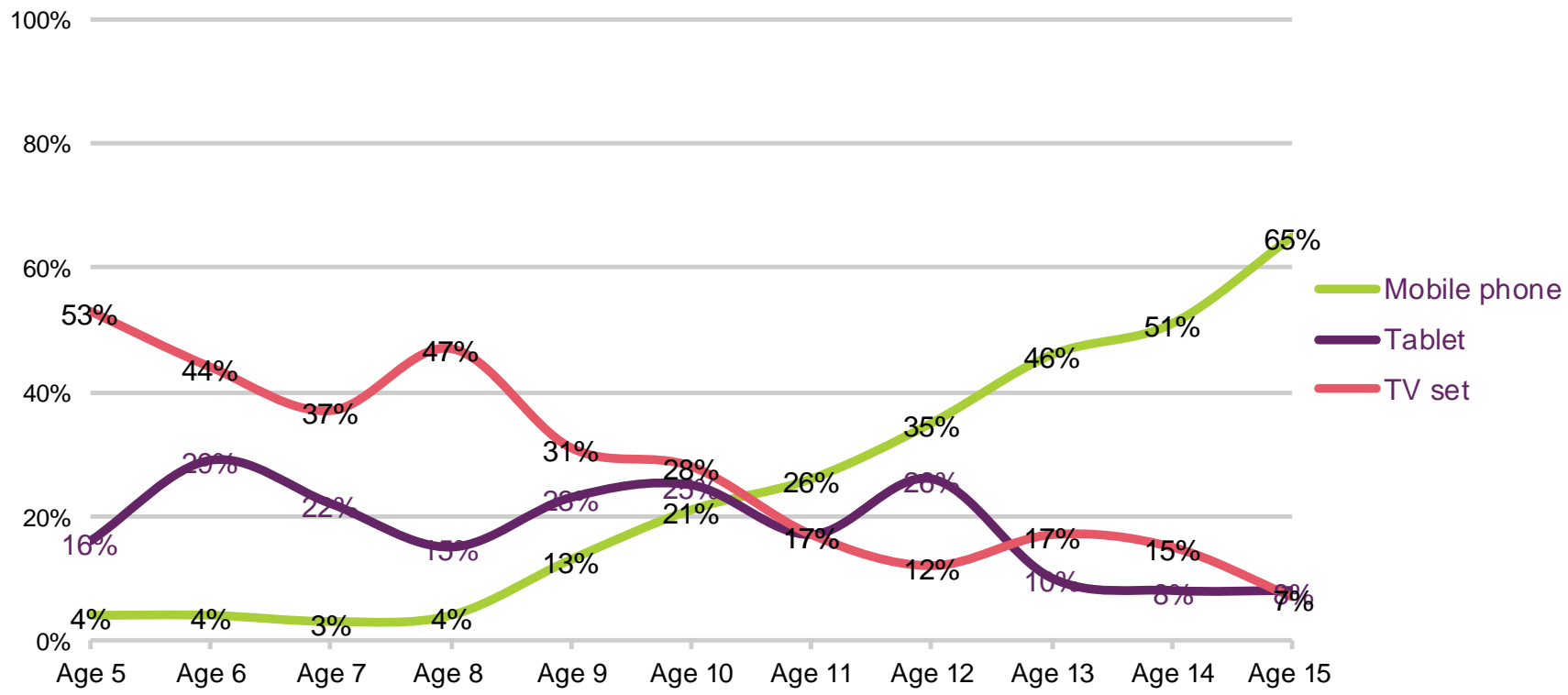
QP3A/B/H/J/D – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) \*In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV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

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



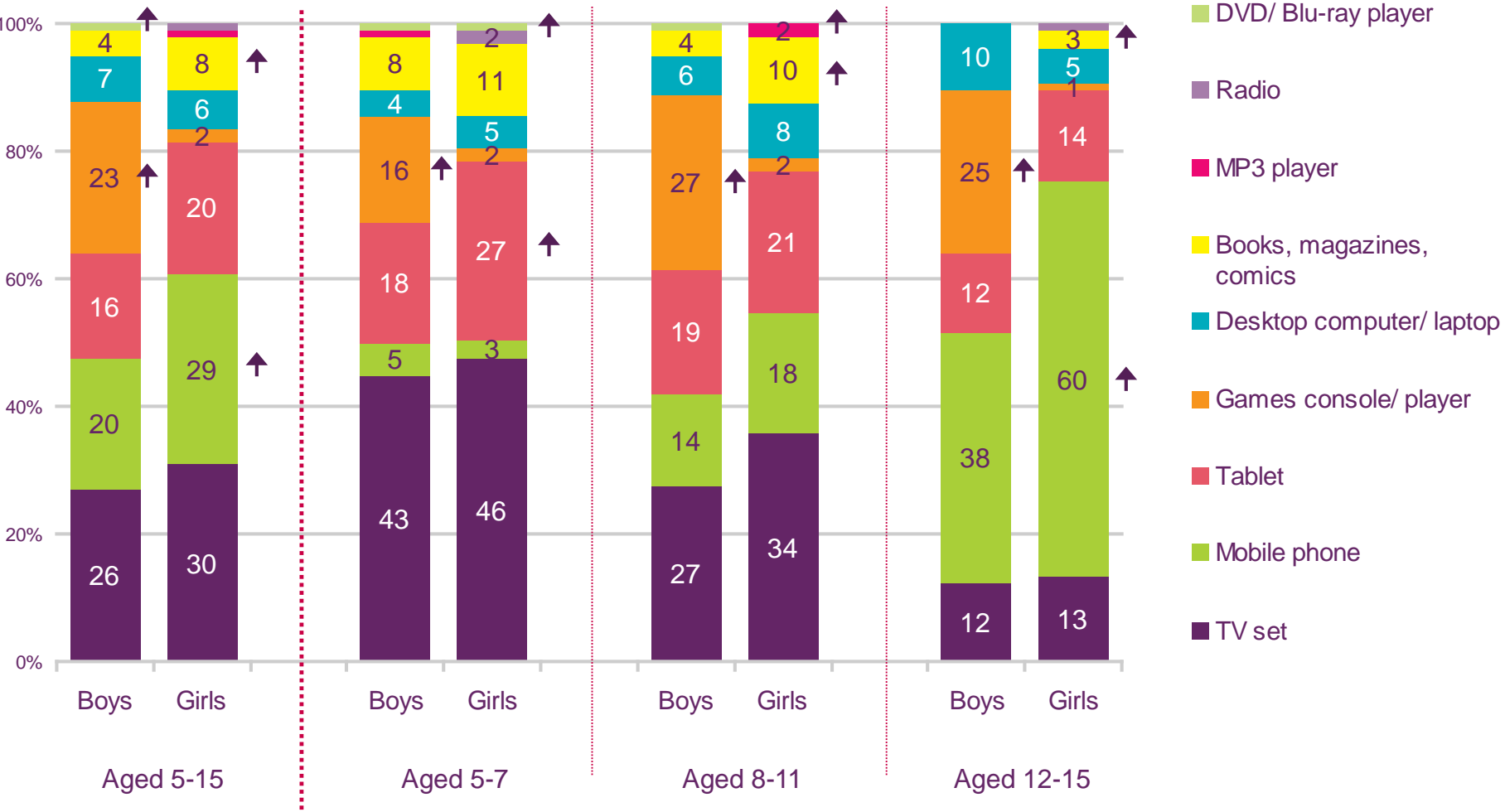
QC51- Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)  
 Base: Children aged 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15). Significance testing shows any change between 2015 and 2016.

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



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

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



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