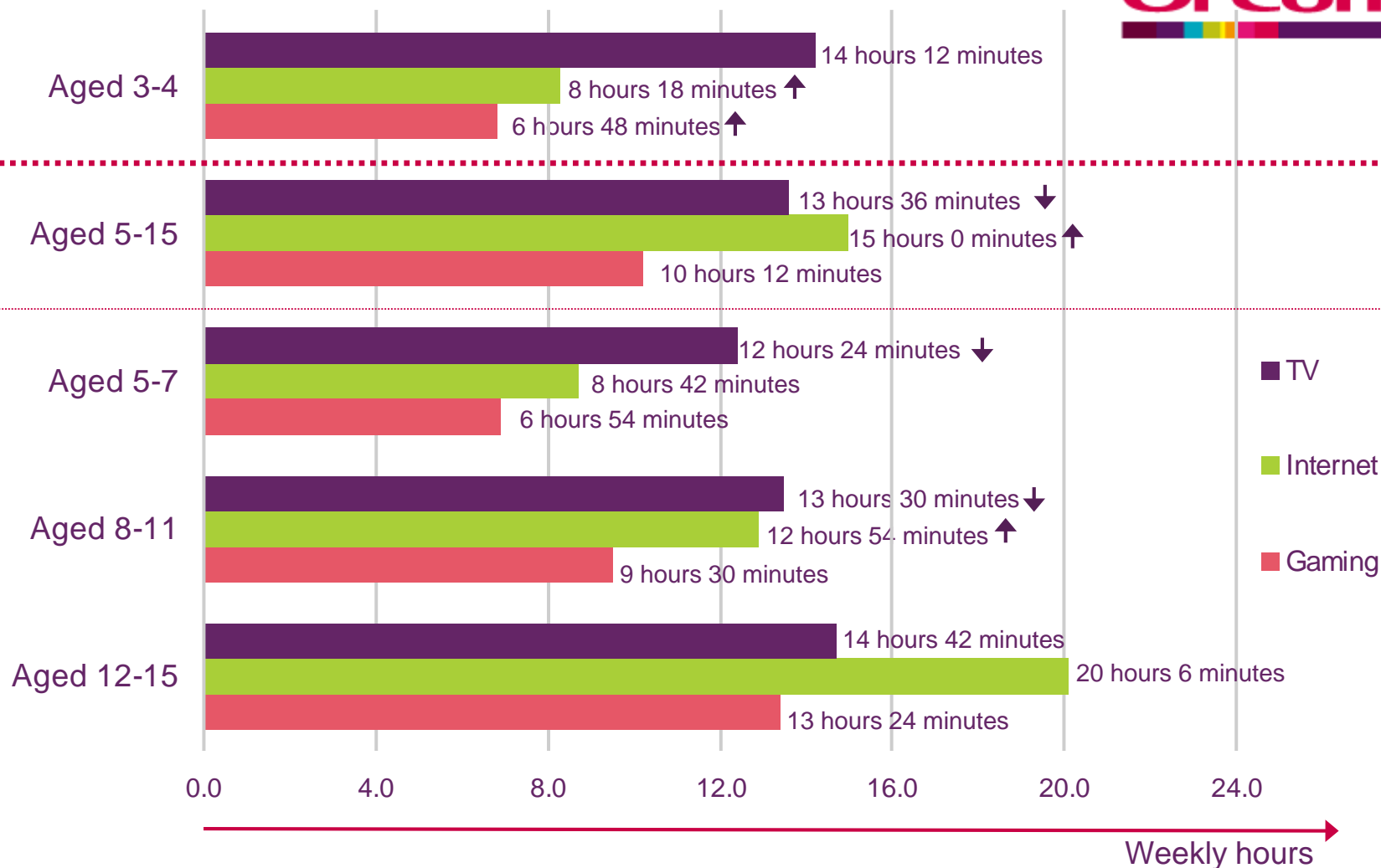


Children's Media Use and Attitudes Report 2016

Section 4 – Children's media consumption

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



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

Responses are taken from the child aged 8-11 or 12-15 rather than the parent..

Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE) - Significance testing shows any change between 2015 and 2016

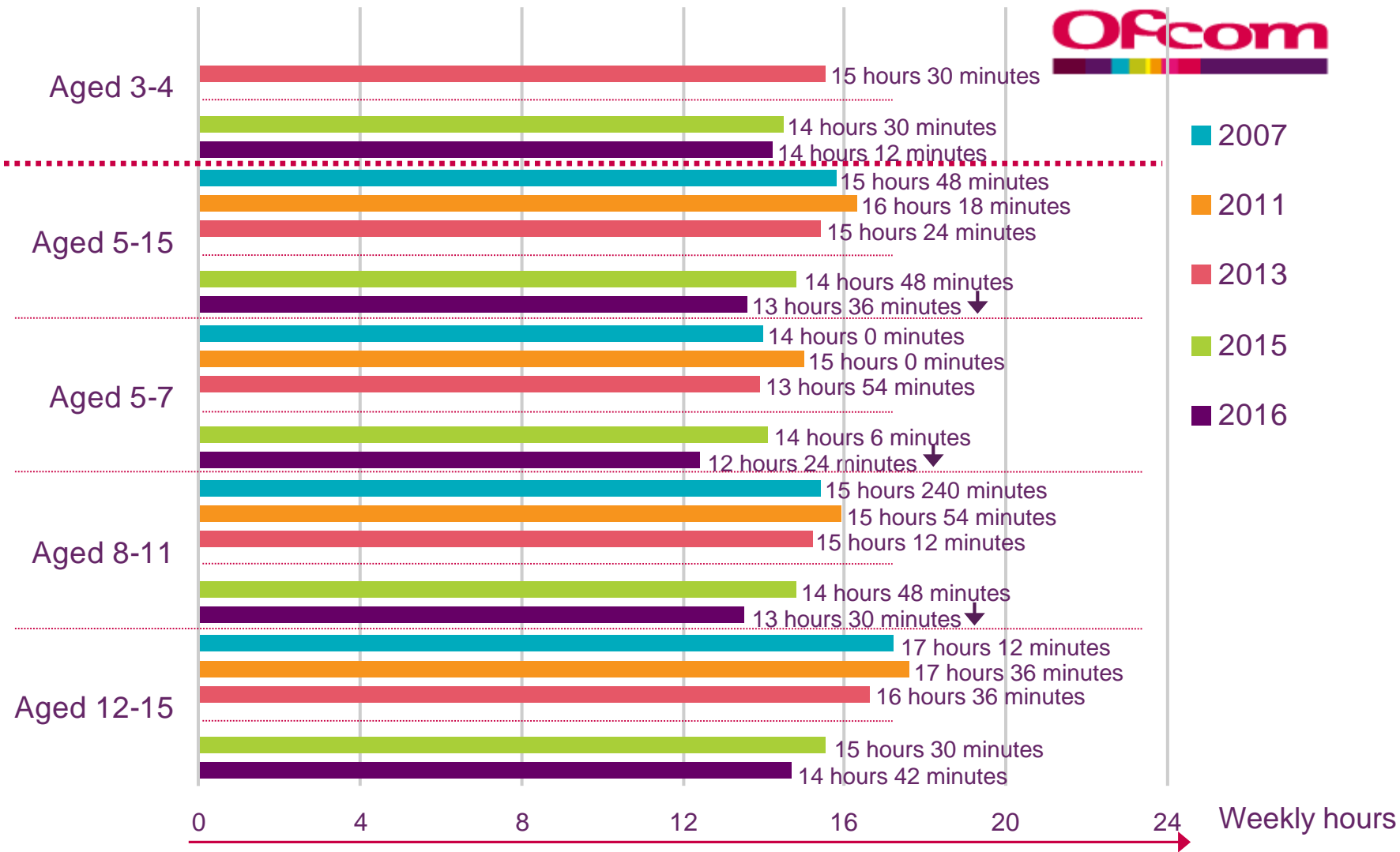
Figure 15: Estimated hours of media consumption at home or elsewhere among users, per school day and weekend day, by age : 2016

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

QP13A-B/ QP25A-B/ QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?. Responses are taken from the child aged 8-11 or 12-15 rather than the parent. ** Parents of children aged 3-4 were asked about week day rather than school day as their child may not yet be attending school

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

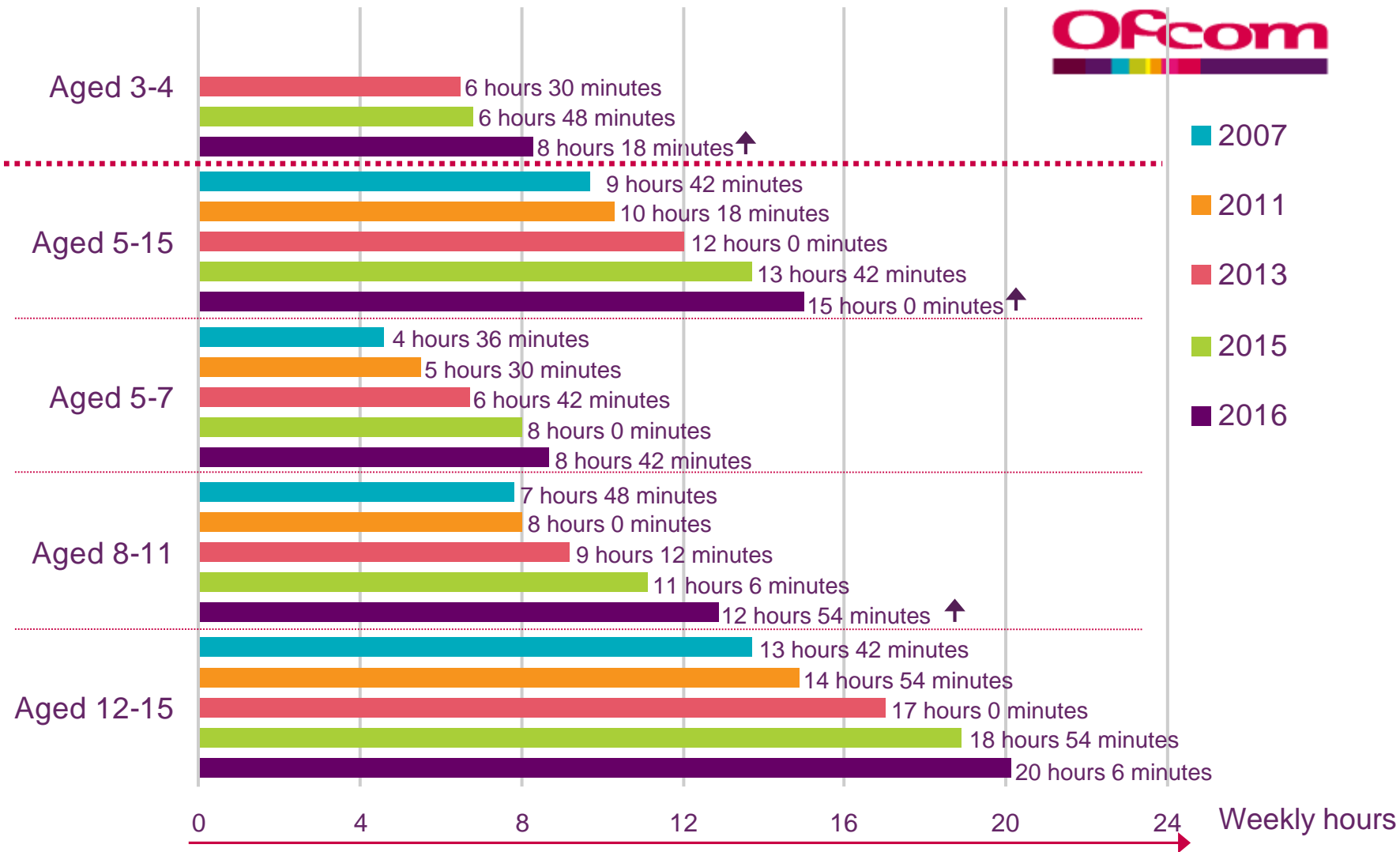
Figure 16: Estimated weekly hours of television consumption by age at home (2007, 2011, 2013) or elsewhere (2015, 2016)



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

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

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

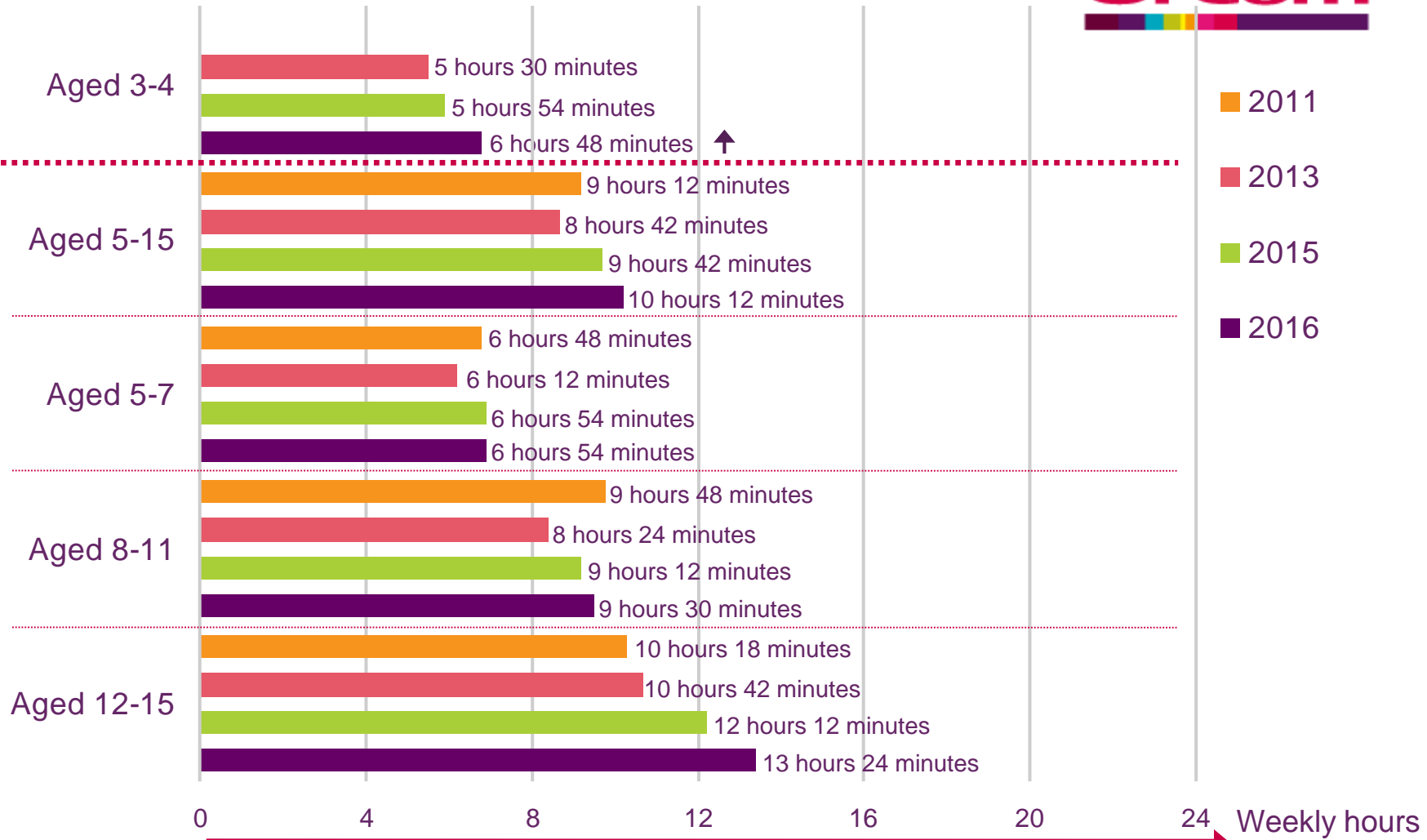


QP25A-B- How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (unprompted responses, single coded) In 2007-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home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

Base: Parents of children aged 3-7 who use the internet at home or elsewhere and children aged 8-15 who use the internet at home or elsewhere (VARIABLE BASE) -

Significance testing shows any change between 2015 and 2016

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

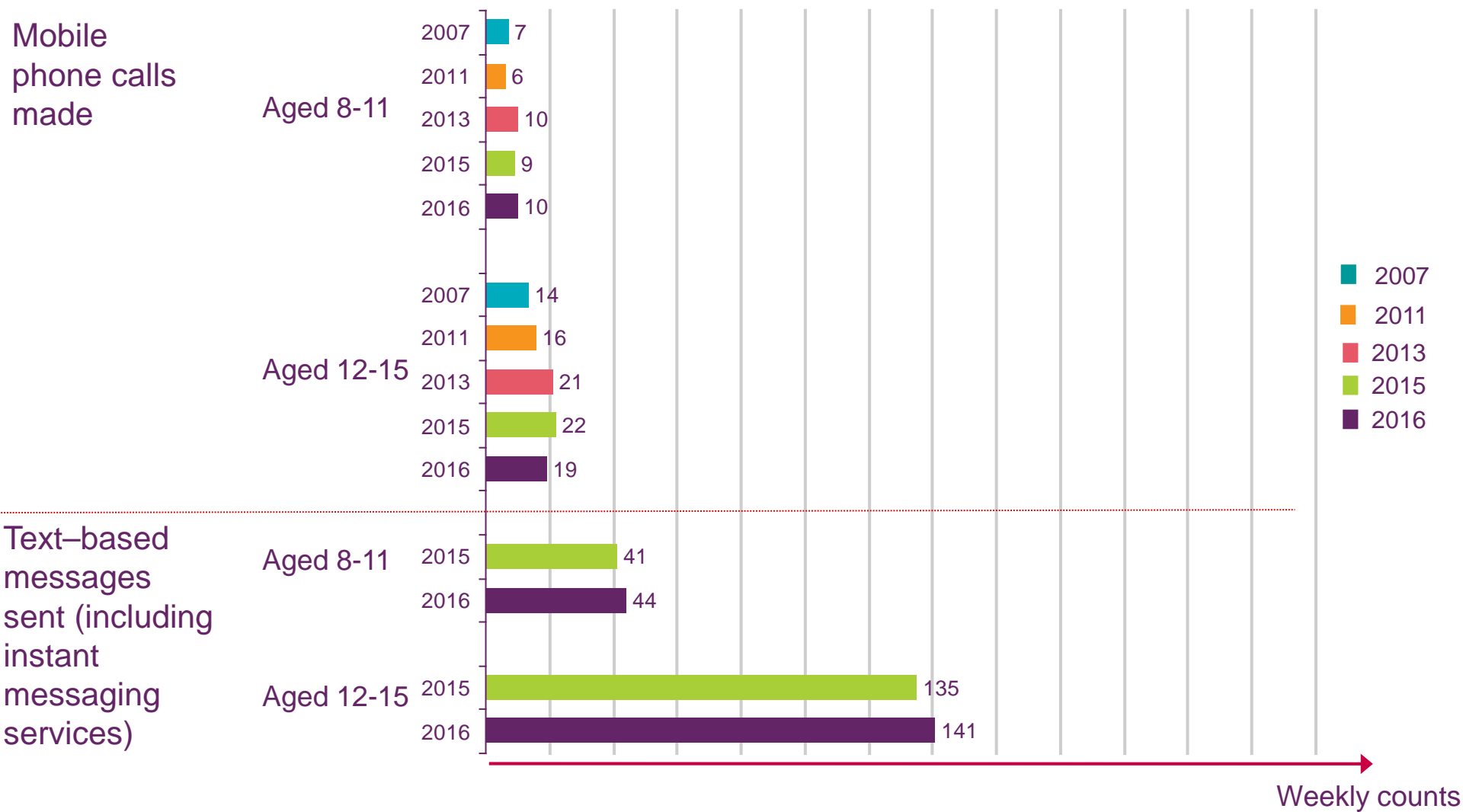


QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (unprompted responses, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2012 parents/ children were asked about use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

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

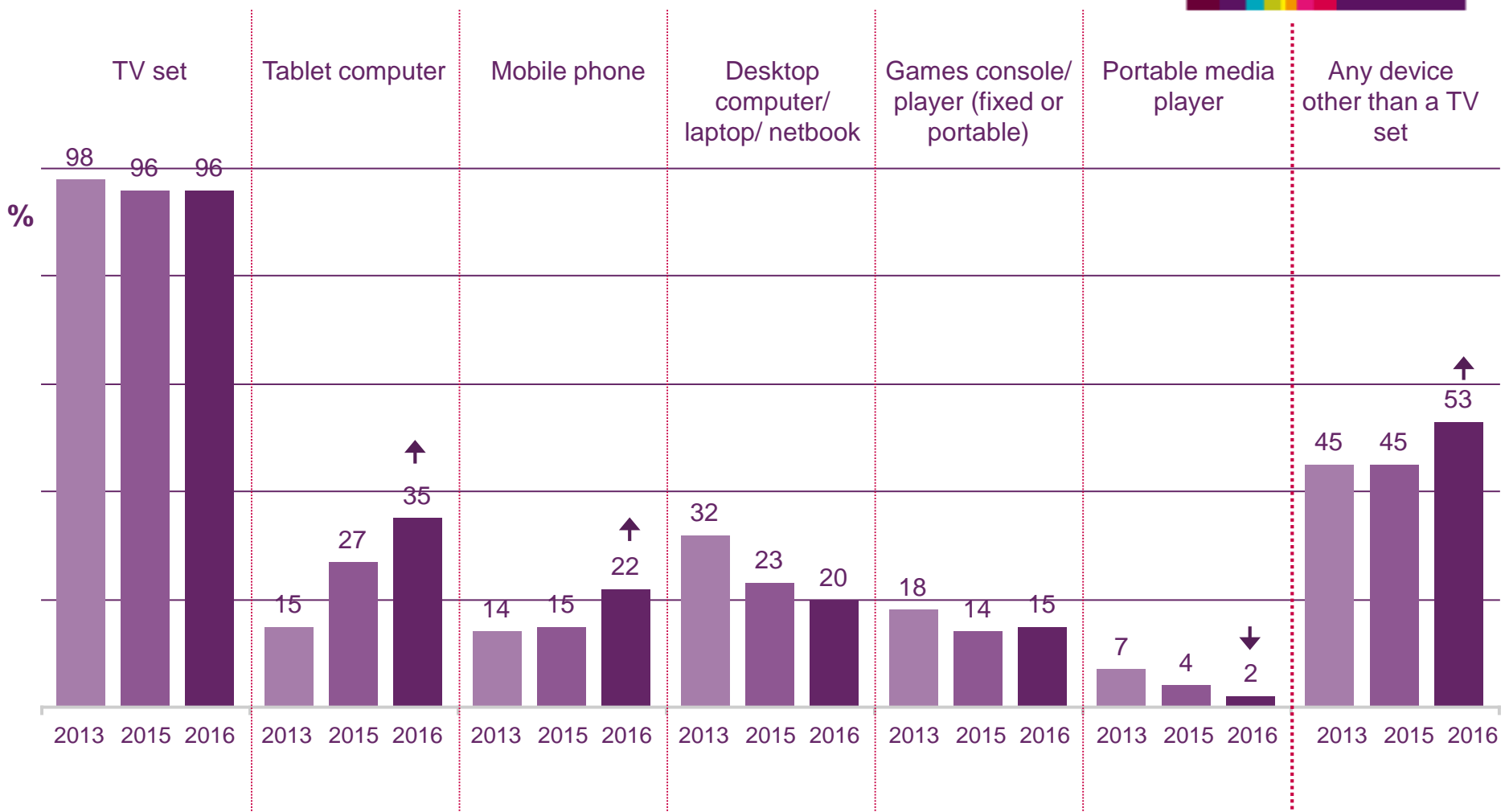
Significance testing shows any change between 2015 and 2016 .

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



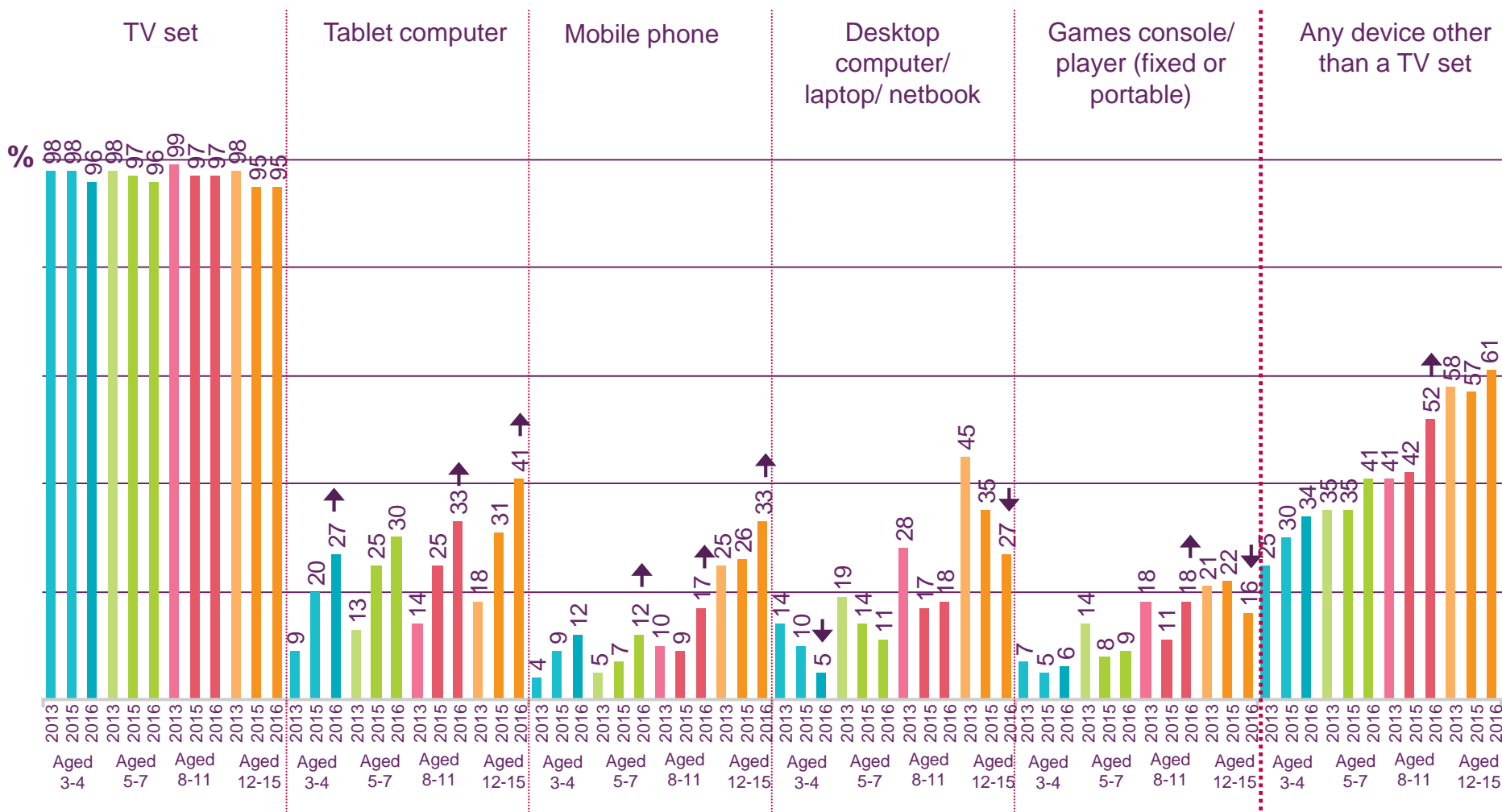
QP57A-B/ QP58A-B - How many calls/ text -based messages would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? (unprompted responses, single coded).* In 2007-2010 volumes of calls were asked of children aged 8-11, rather than their parents.
 Base: Children aged 8-11 and 12-15 with their own mobile phone (VARIABLE BASE) - Significance testing shows any change between 2015 and 2016

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



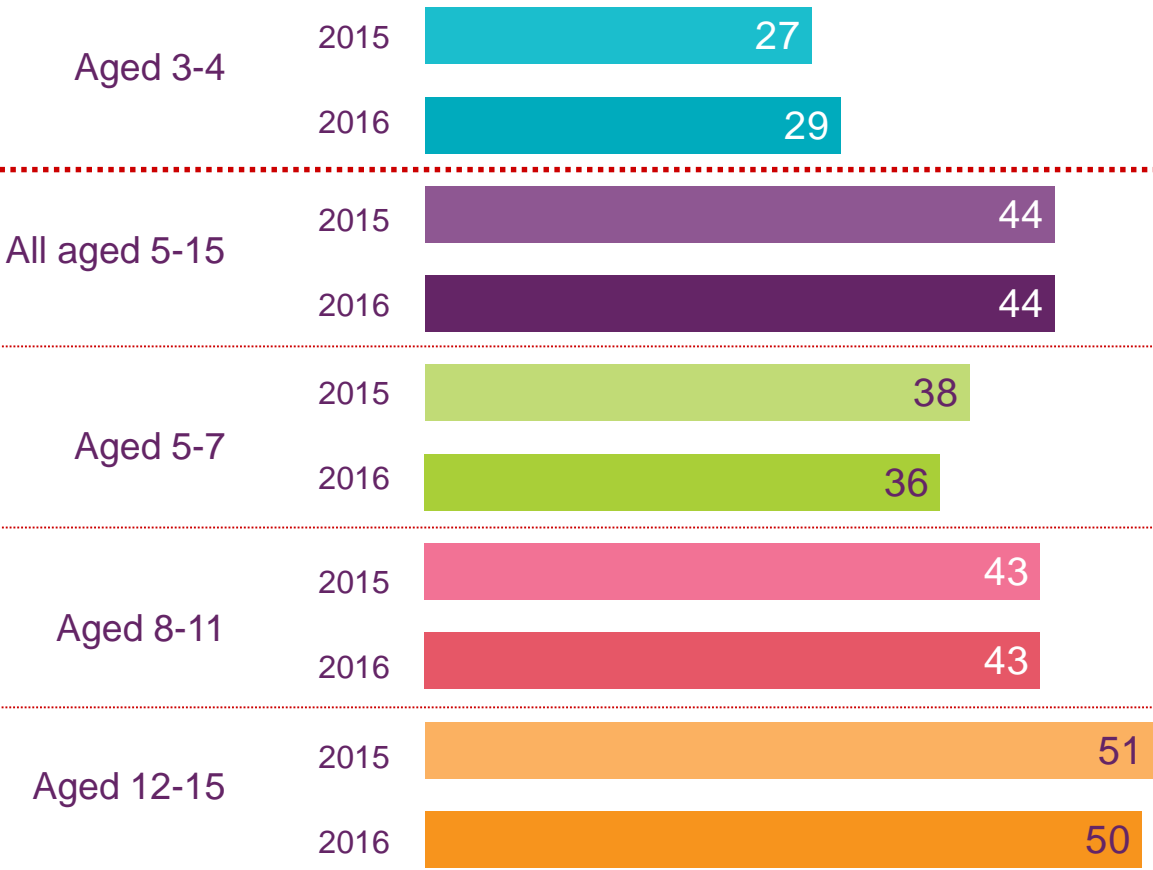
QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded). Responses from parents for 5-7 year olds and from children aged 8-15. Base: Parents of children aged 5-15 (1375) - significance testing shows any change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

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



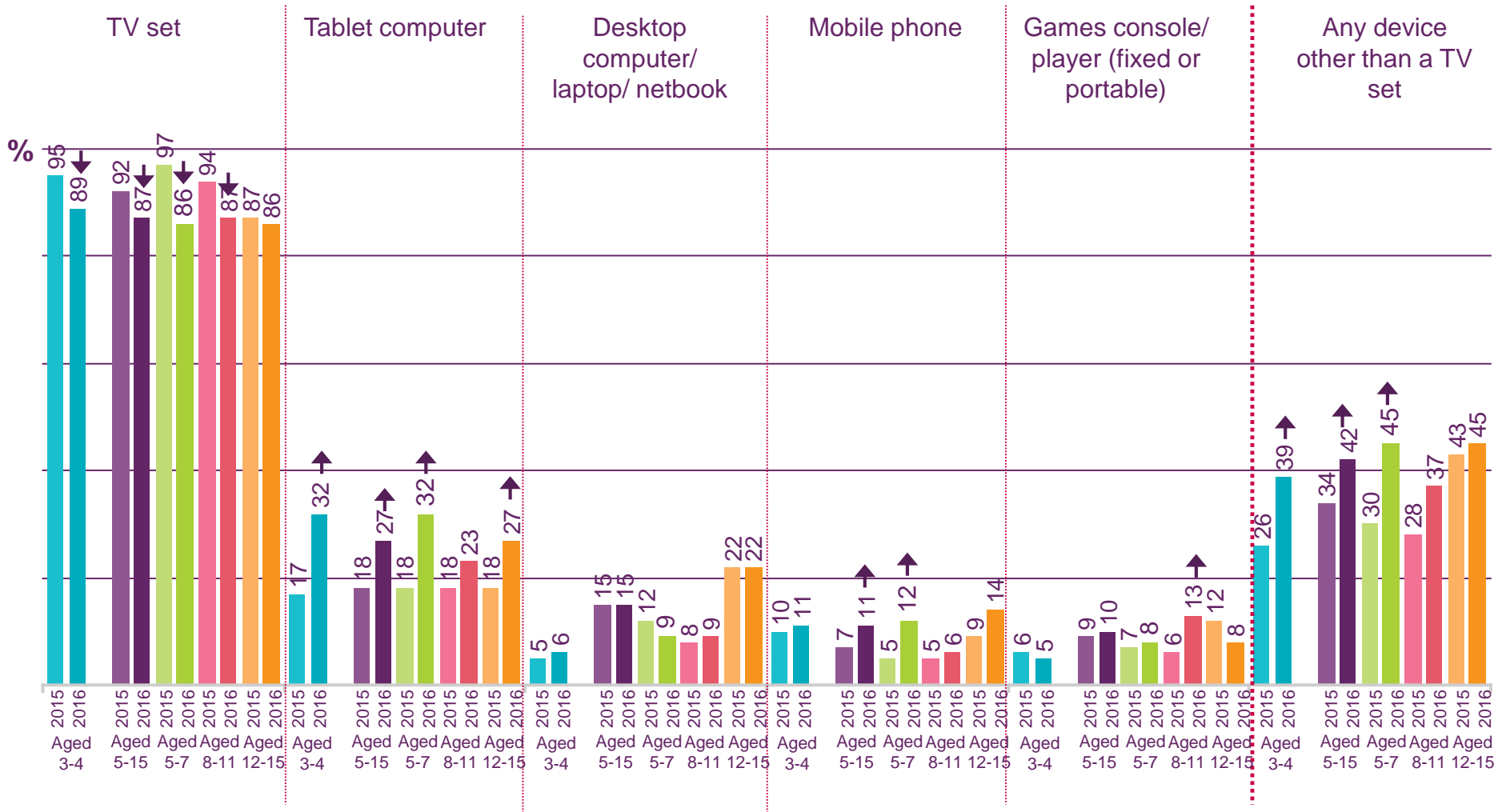
QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi-coded). Responses from parents for 5-7 year olds and from children aged 8-15. Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged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

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



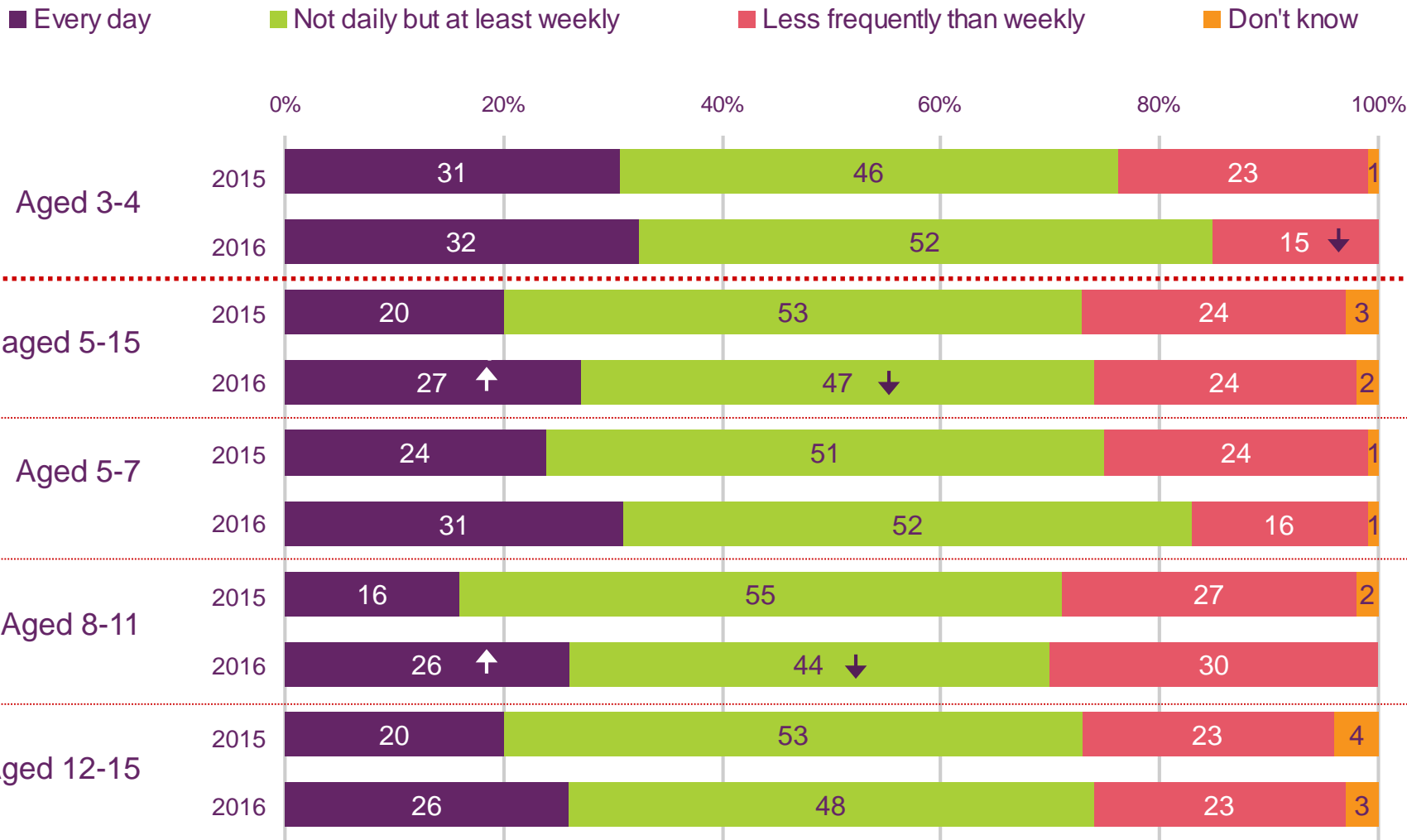
QP9—Does your child watch TV programmes or films 'on-demand' in any of these ways? (prompted responses, single coded)
 Base: Parents of children aged 3-4 (684) or 5-15 (1379 aged 5-15, 399 aged 5-7, 492 aged 8-11, 488 aged 12-15) - significance testing shows any change between 2015 and 2016

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



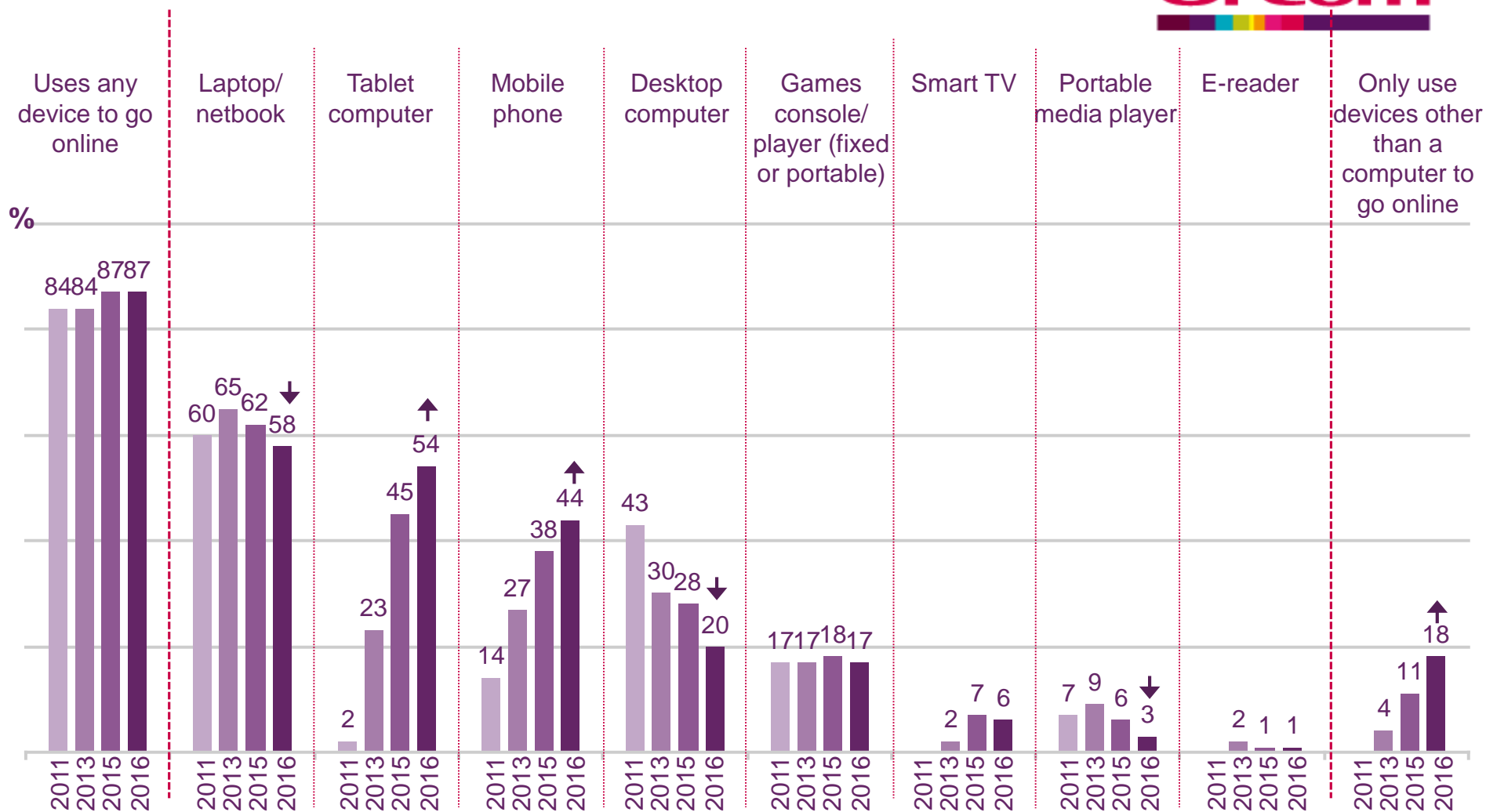
QP10 – Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand (prompted responses, multi-coded)
 Base: Parents of children aged 3-4 (196) or 5-15 whose child ever watches on demand content (584 aged 5-15, 140 aged 5-7, 207 aged 8-11, 237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

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



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

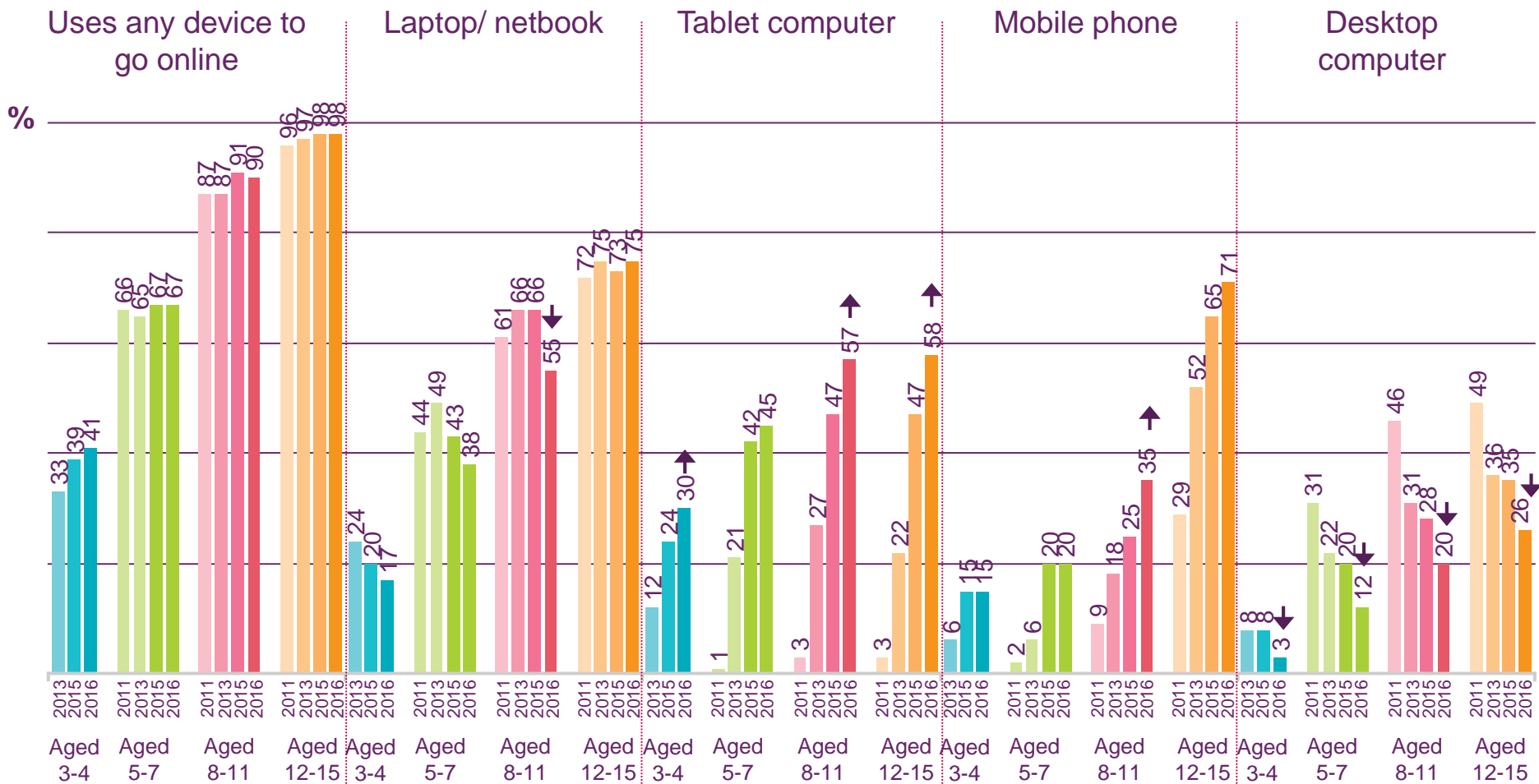
Figure 25: Devices ever used by children aged 5-15 to go online at home (2011, 2013) or elsewhere (2015, 2016)



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

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

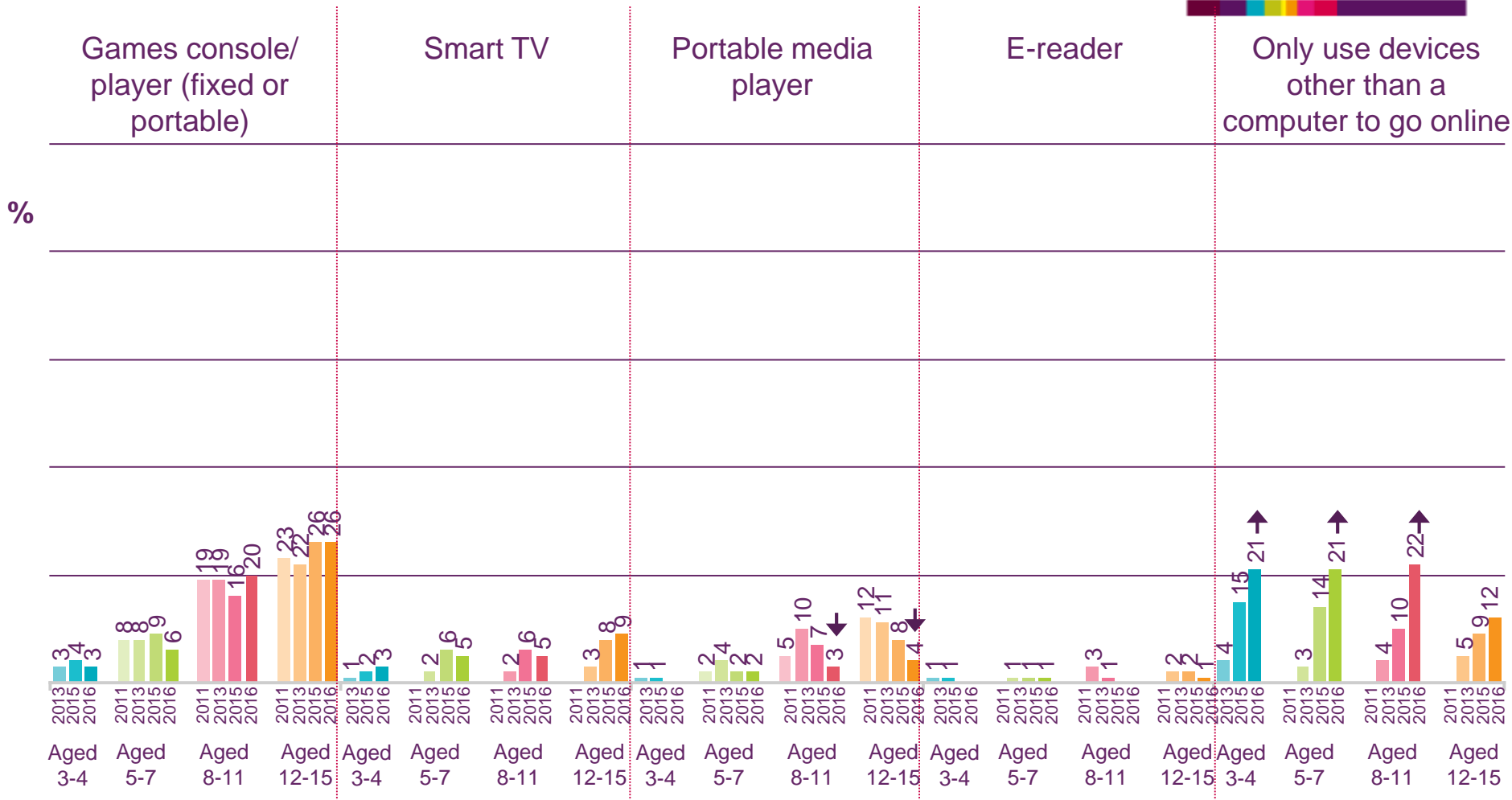
Figure 26a: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2015, 2016), by age



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

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

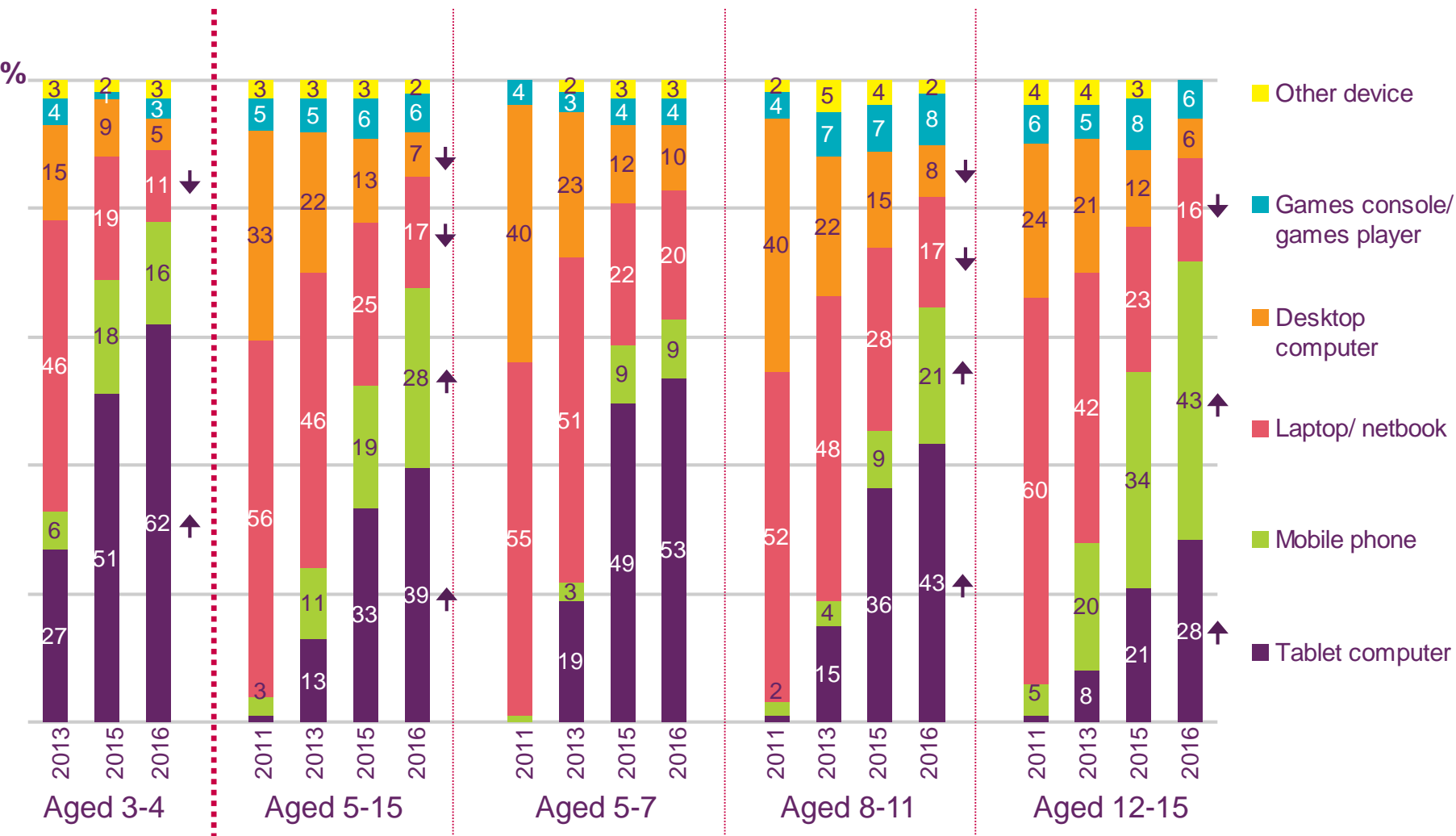
Figure 26b: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2015, 2016), by age



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

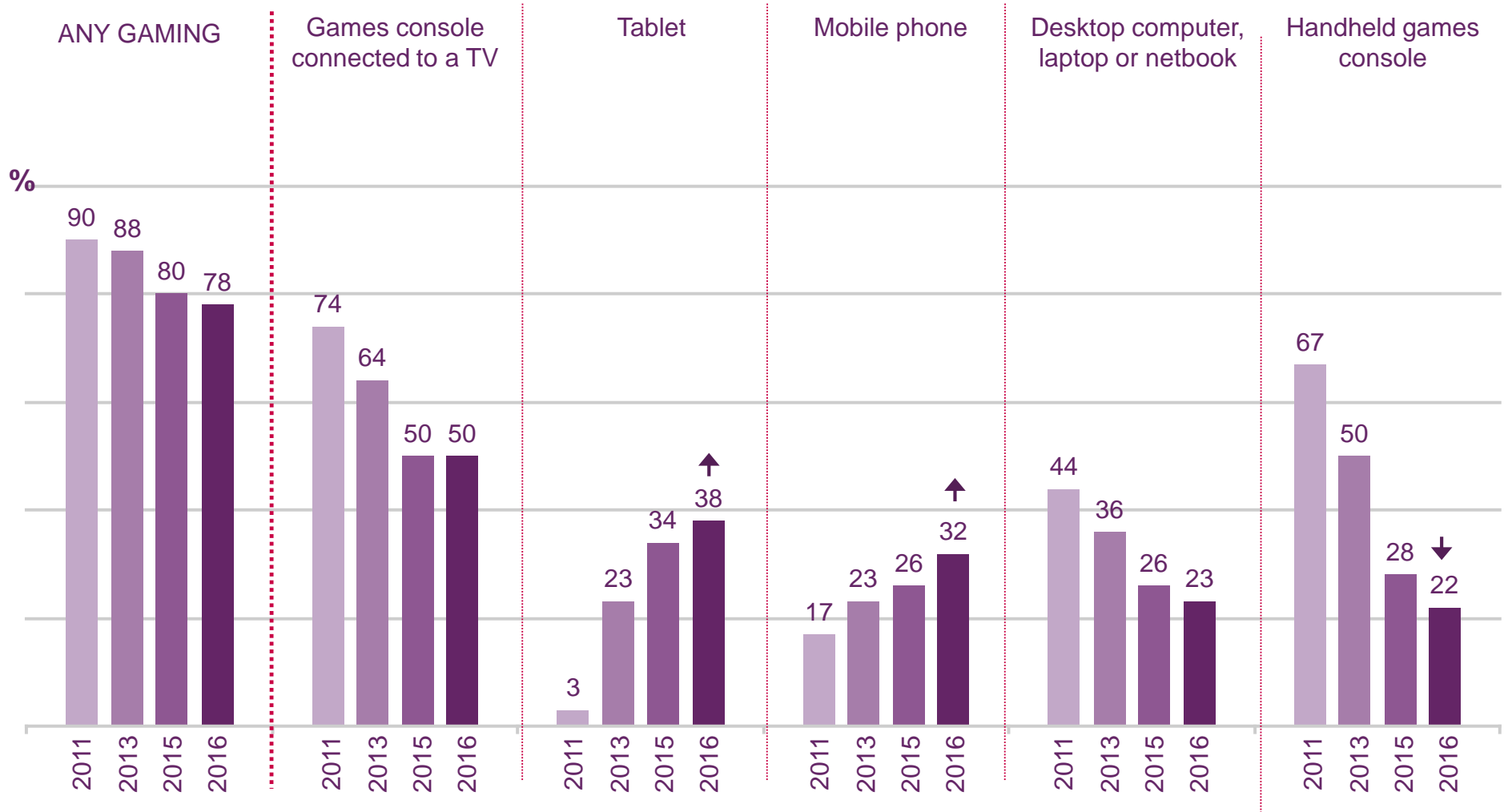
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

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



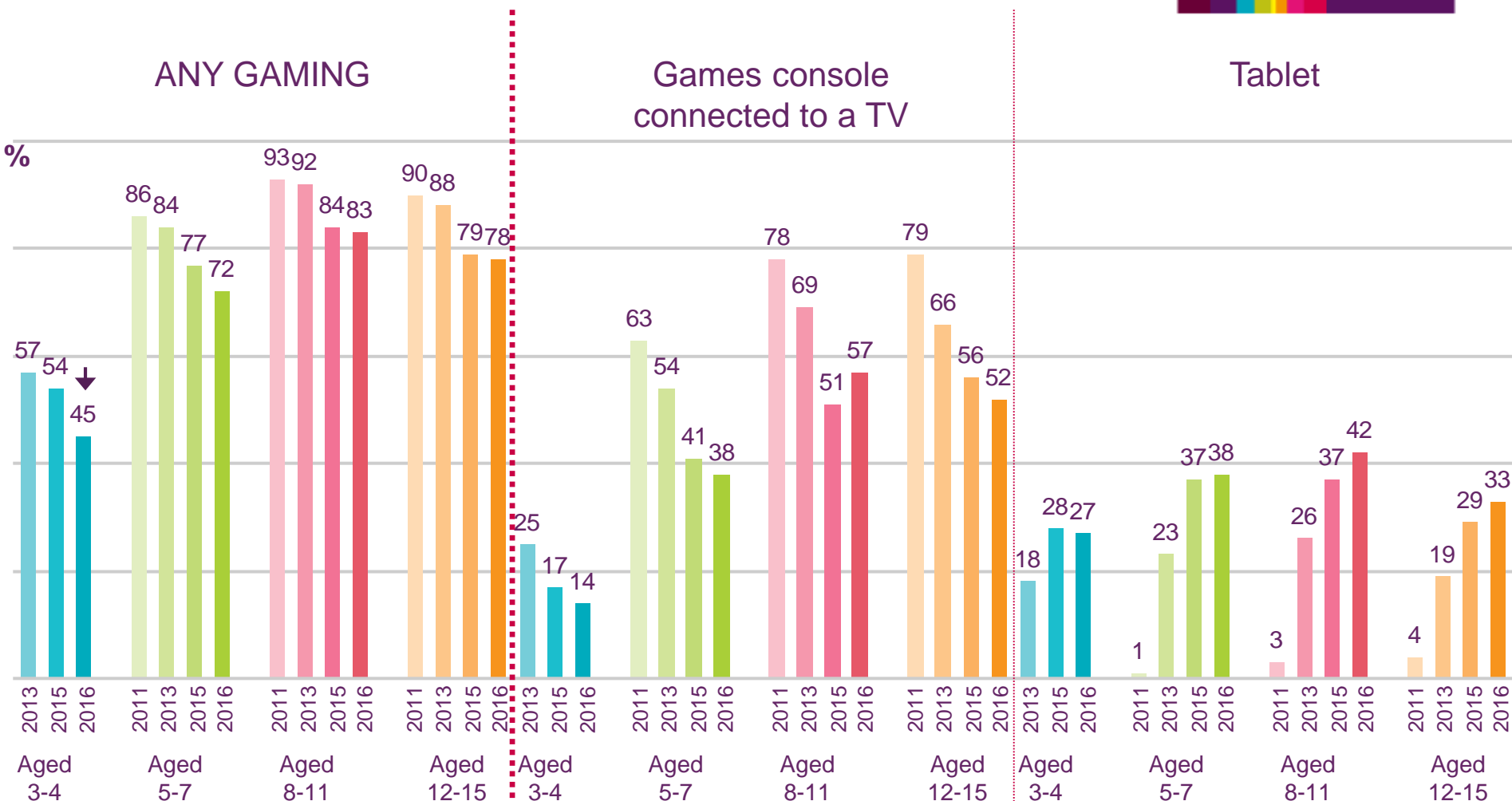
QP24/ QC11 – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. Base: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

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



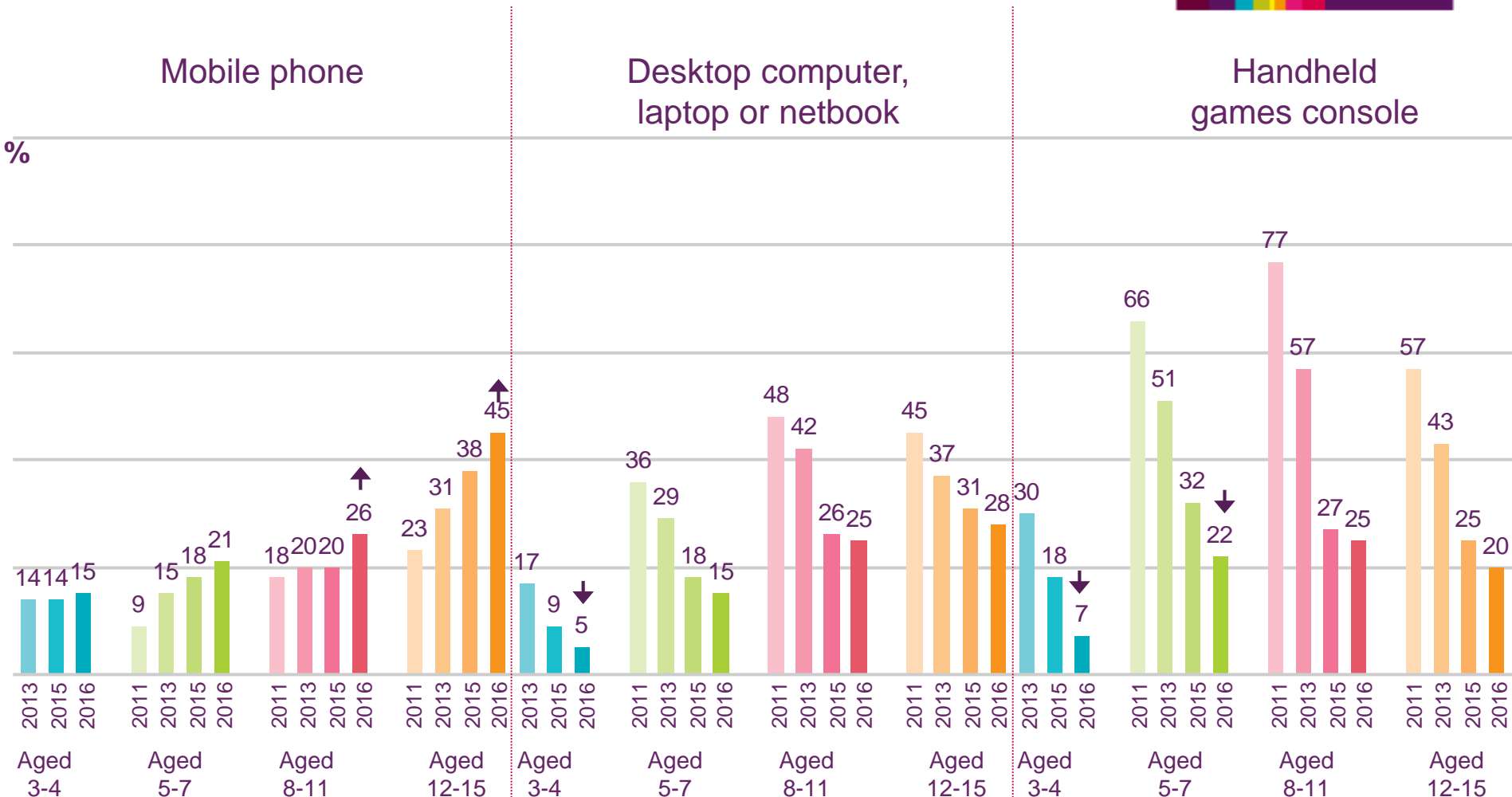
QP65/ QC37– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s. In 2010-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
 Base: Parents of children aged 5-15 (1375). Significance testing shows any change between 2015 and 2016 .

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



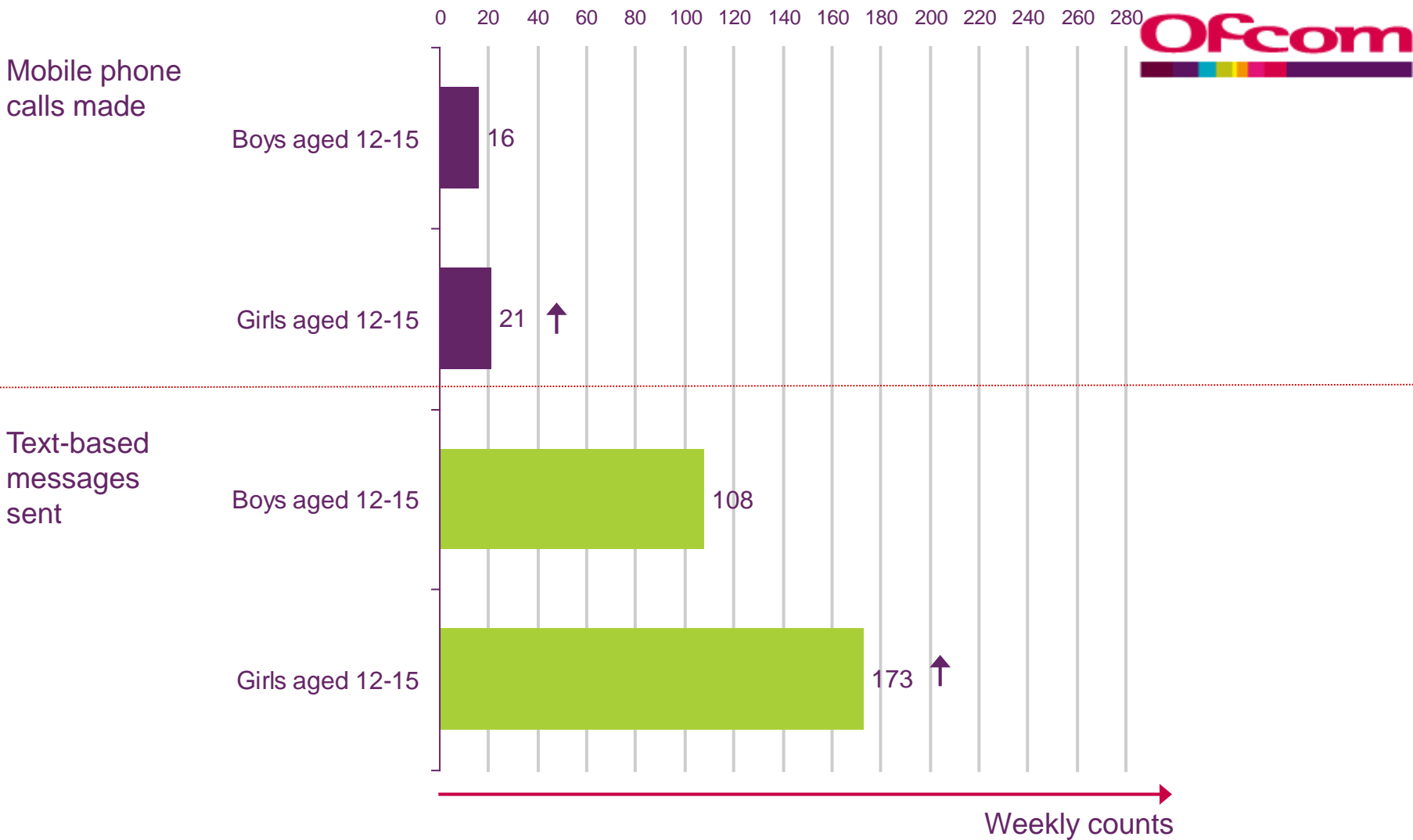
QP65/ QC37– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . . In 2011-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
 Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) .Significance testing shows any change between 2015 and 2016

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



QP65/ QC37– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 3% of all 5-15s . In 2011-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
 Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) .Significance testing shows any change between 2015 and 2016 .

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



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