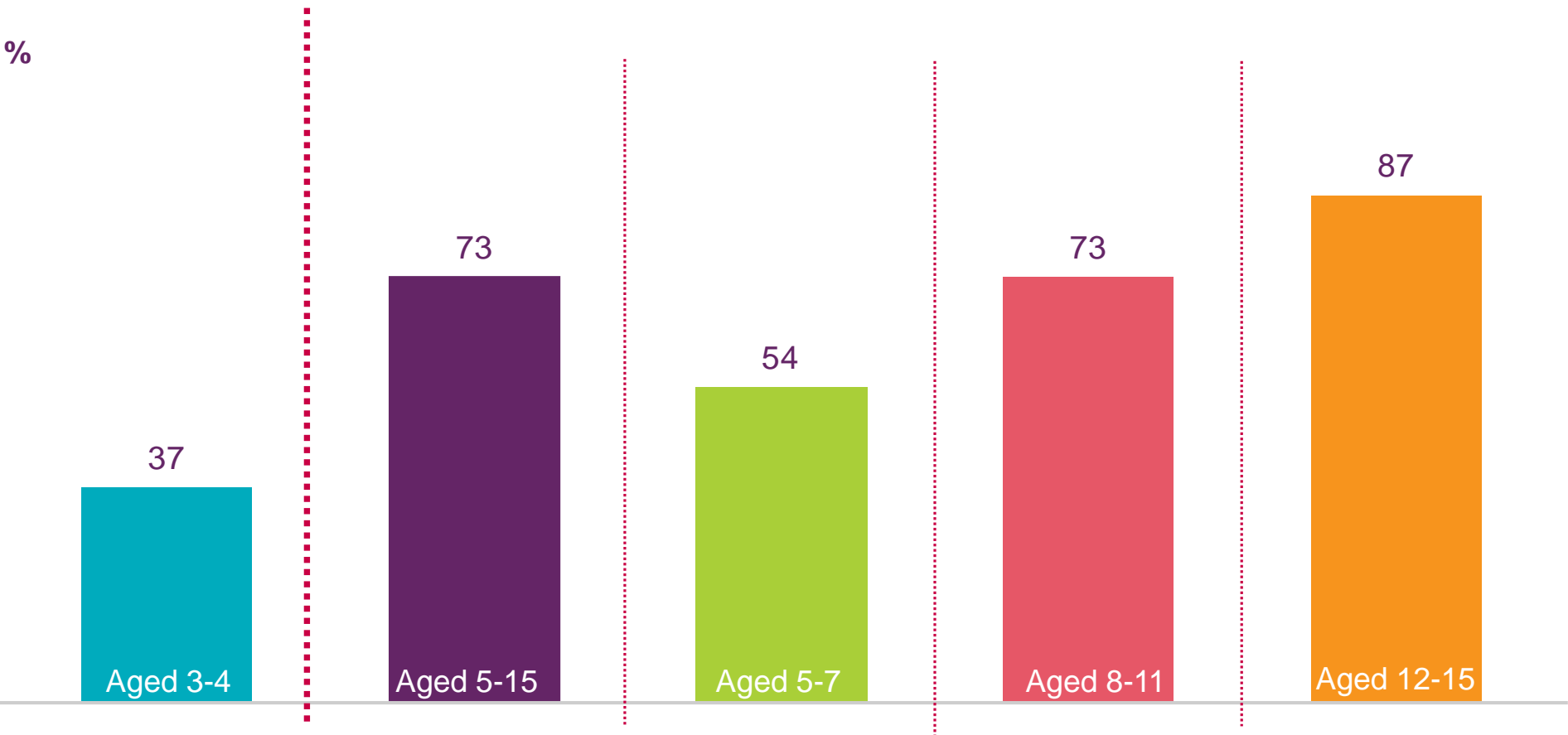


Children's Media Use and Attitudes Report 2016

Section 5 – YouTube, social media and online gaming

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

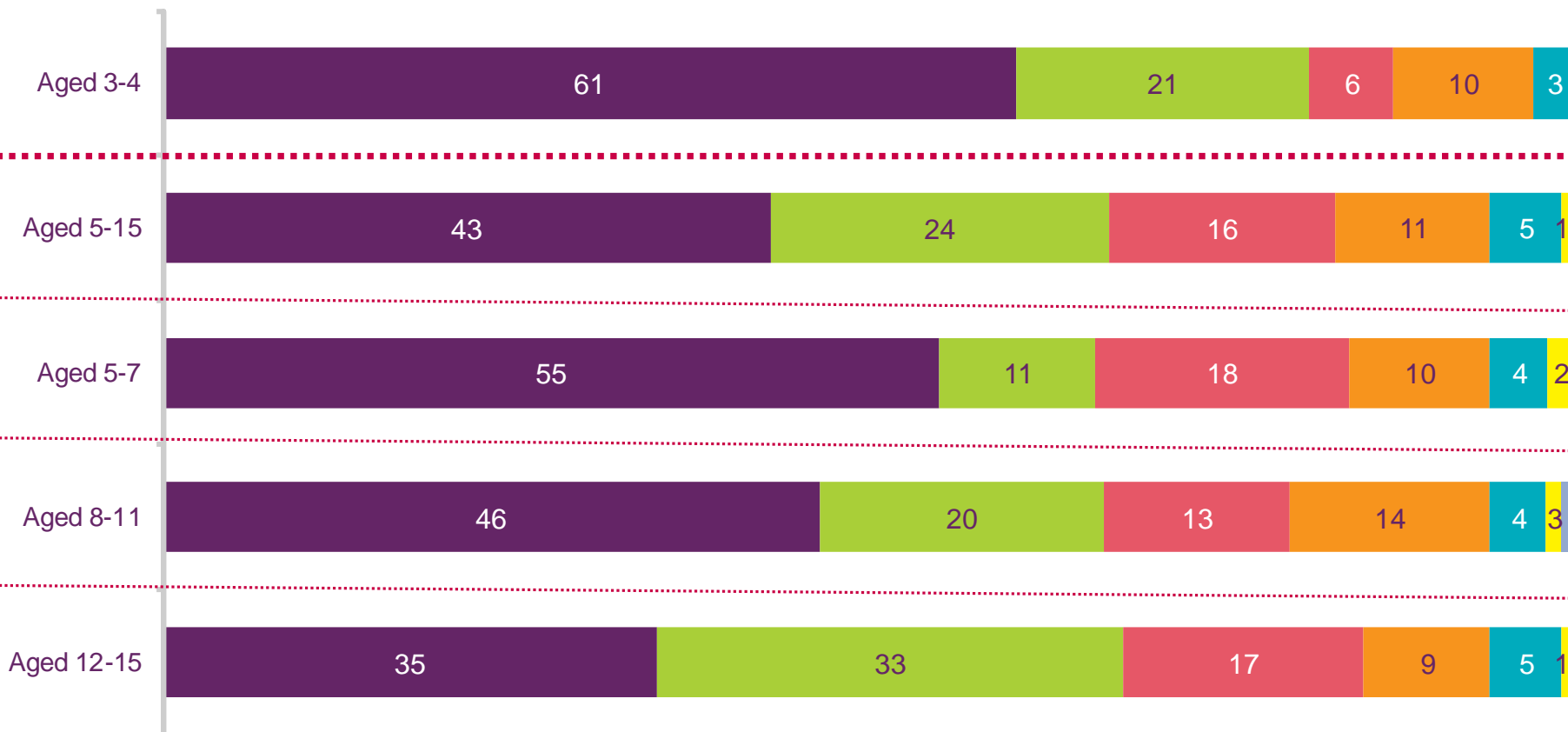


QP22A/ QC6. Does your child ever use the YouTube website or app? (prompted responses, single coded) .
Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)

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



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

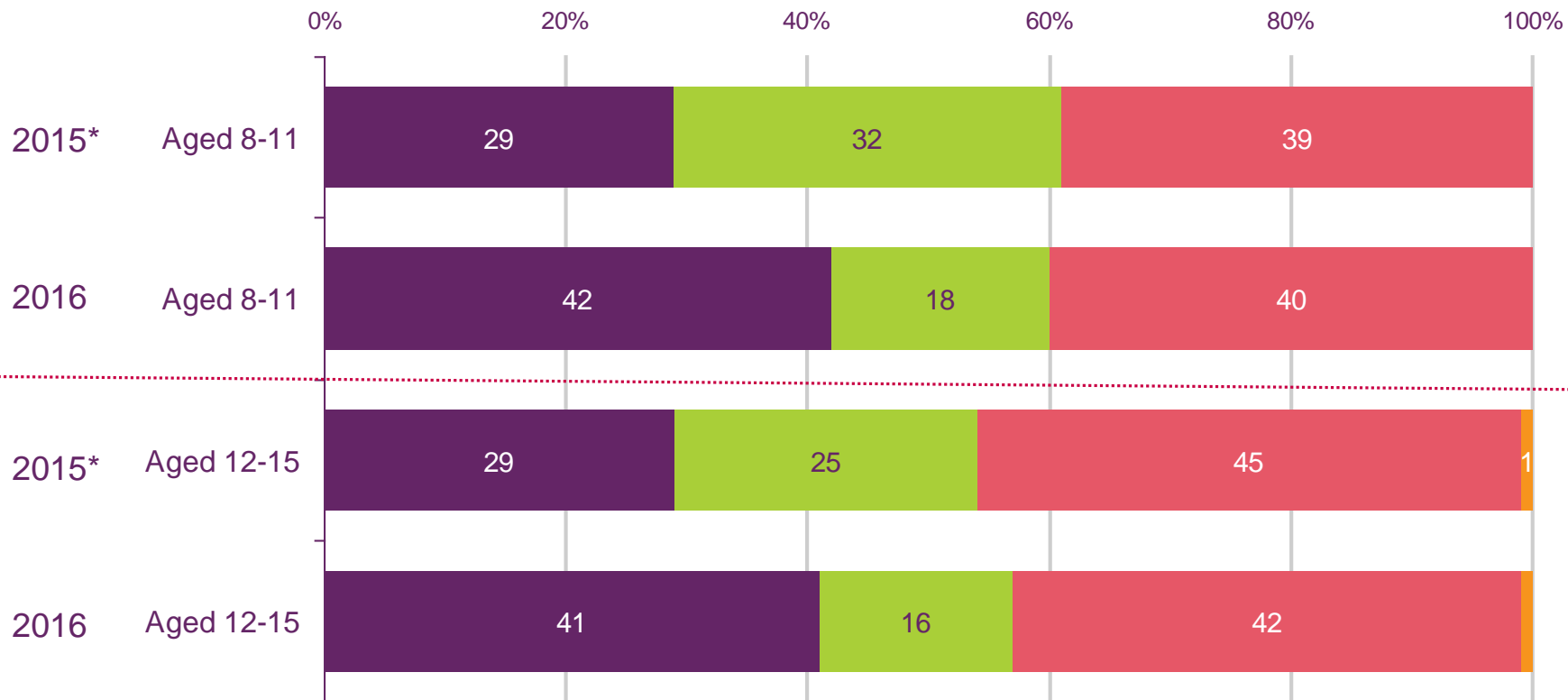


QP22E/ QC8. Here is a list of devices that your child may use to access the YouTube website or app. Which device does your child mostly use to watch YouTube?(prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15. Base: Parents of children who use the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

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



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



QC7 – Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (unprompted responses, single coded)
 Base: Children aged 8-15 who use the YouTube website or app and watch TV on a TV set (347 aged 8-11 and 386 aged 12-15) * Comparisons over time should be viewed as indicative only

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

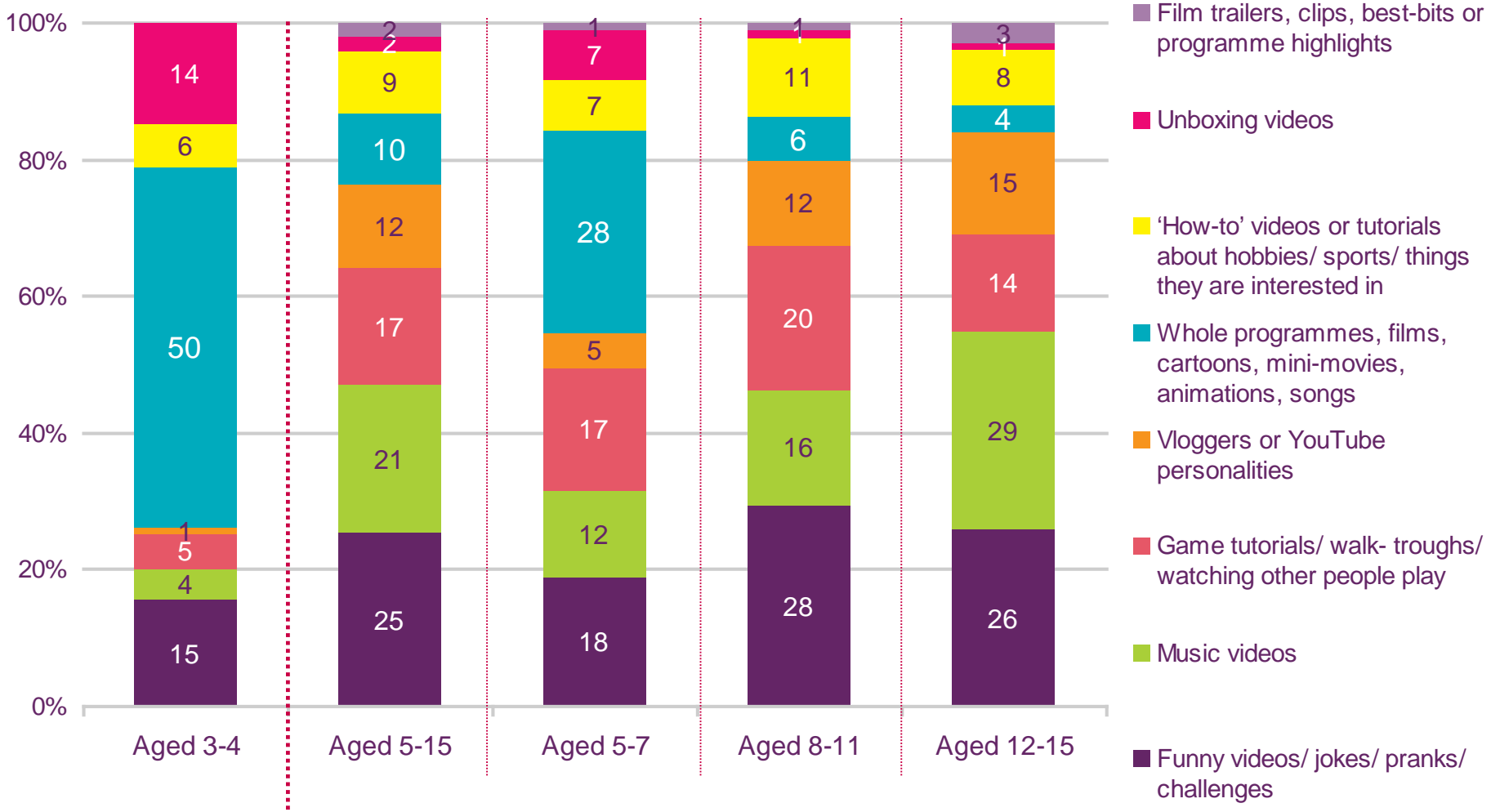


All who use the YouTube website or app	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	246	974	207	358	409
Funny videos/ jokes/ pranks/ challenges	42%	69%	53%	67%	77%
Music videos	28%	66%	47%	61%	79%
Game tutorials/ walk-throughs /watching other people play	12%	43%	40%	45%	42%
'How-to' videos or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

QP22C/ QC7A – Here is a list of the sort of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (prompted responses, multi-coded) Responses from parents of 3-7s year olds and from children aged 8-15

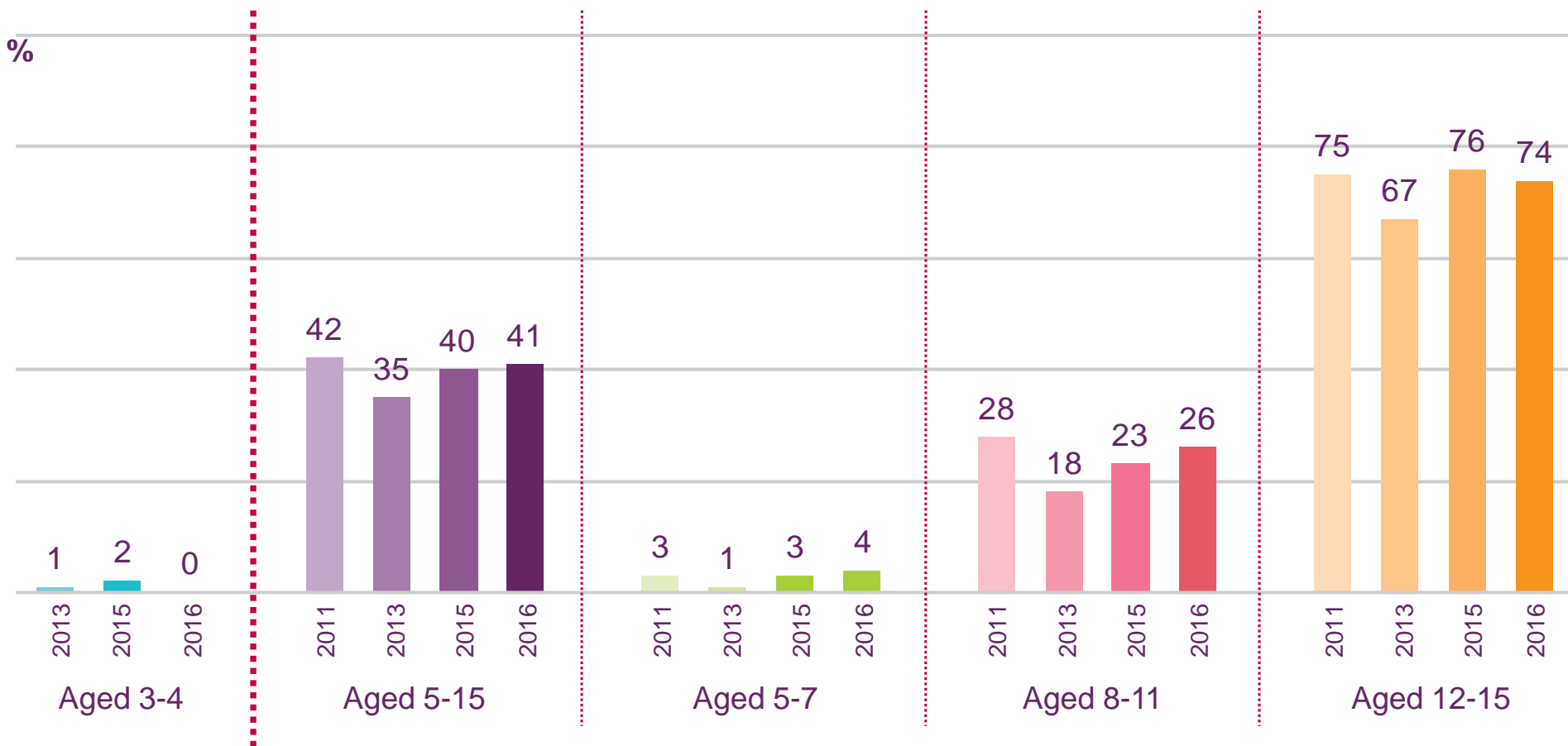
Base: Parents whose child uses YouTube website or app aged 3-4 (246 in 2016) or 5-15 (207 aged 5-7, 358 aged 8-11, 409 aged 12-15 in 2016).

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



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

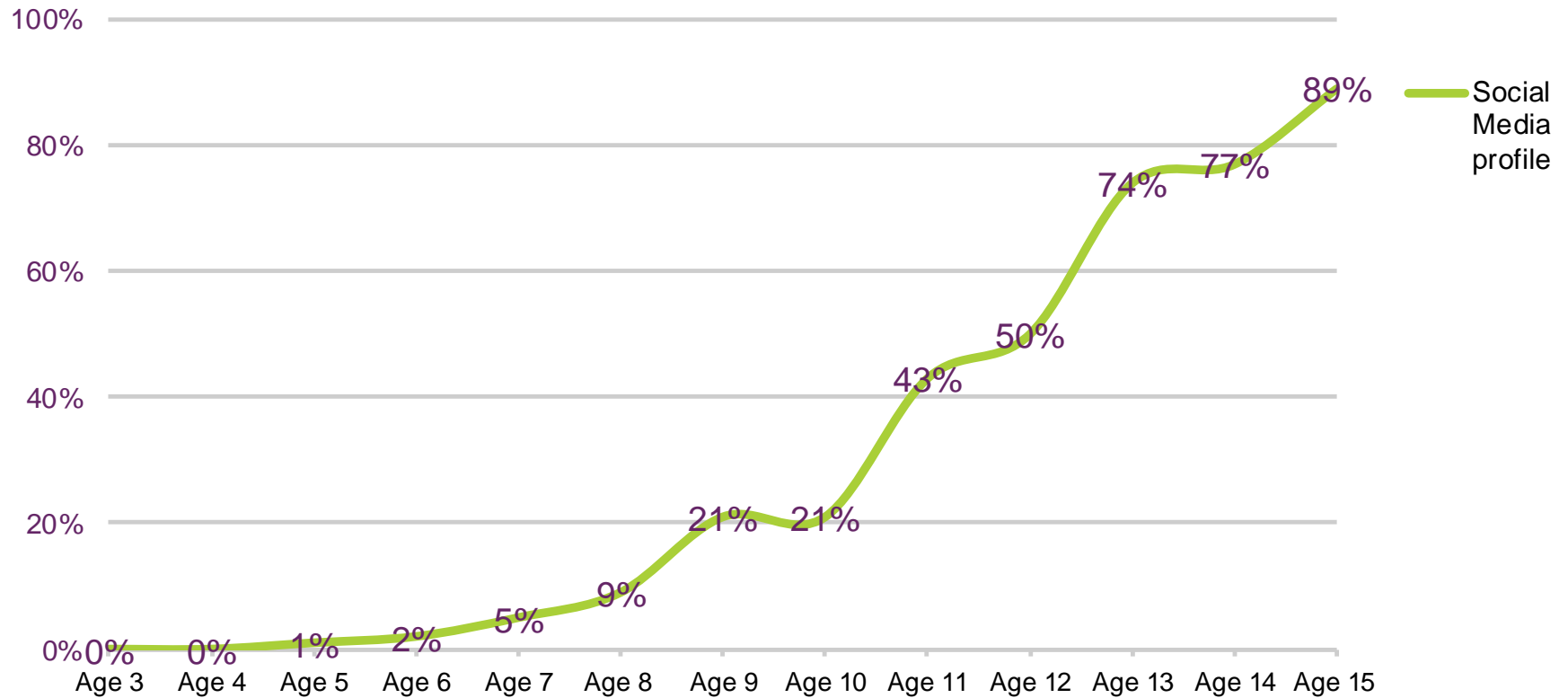
Figure 36: Children who go online with an active social media profile, by age: 2011, 2013, 2015 and 2016



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

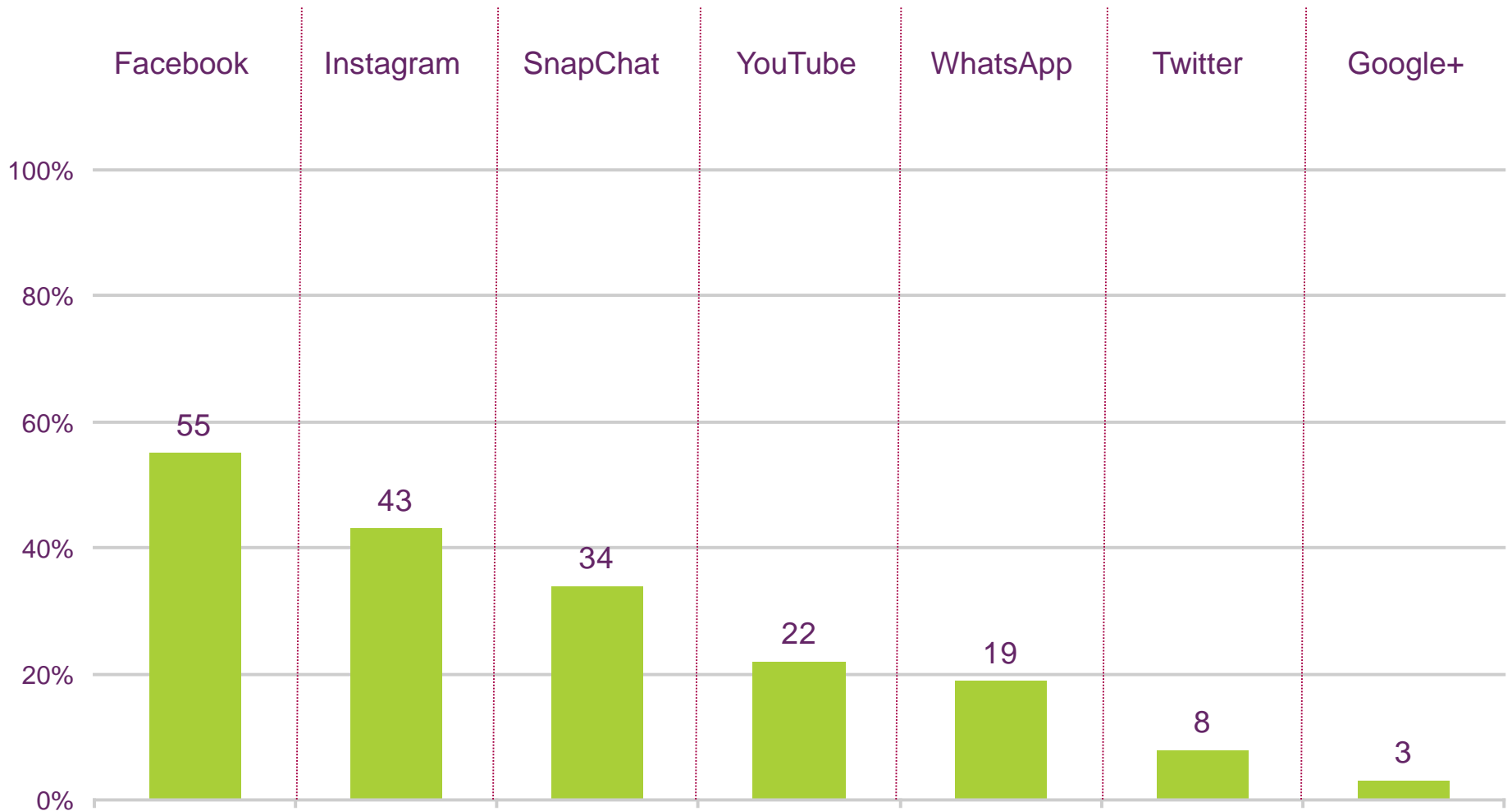
Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1172 aged 5-15, 264 aged 5-7, 445 aged 8-11, 463 aged 12-15). Significance testing shows any change between 2015 and 2016. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent

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



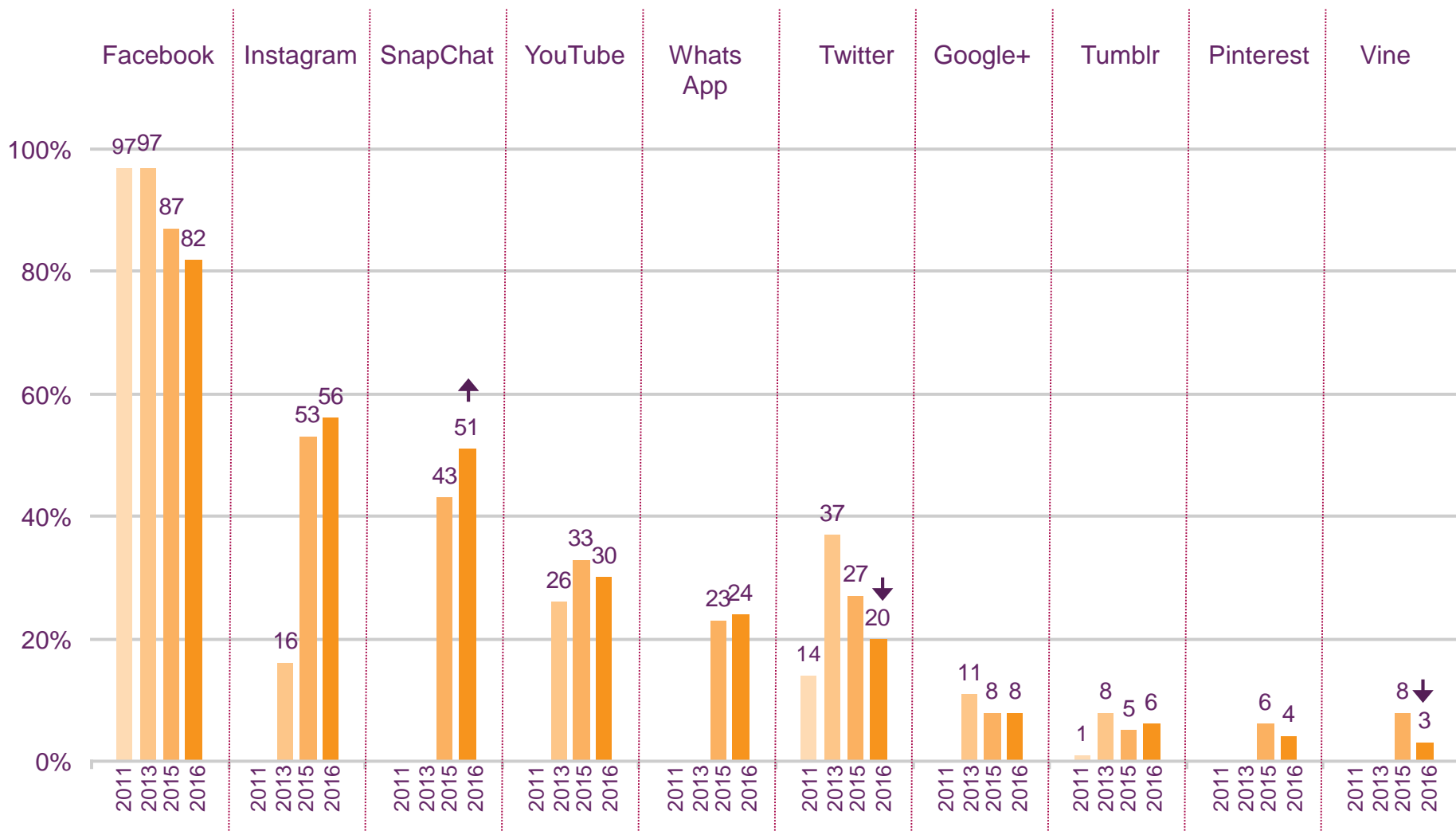
QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media - so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube. Does your child have a social media profile or account on any sites or apps?(prompted responses,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

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



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

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

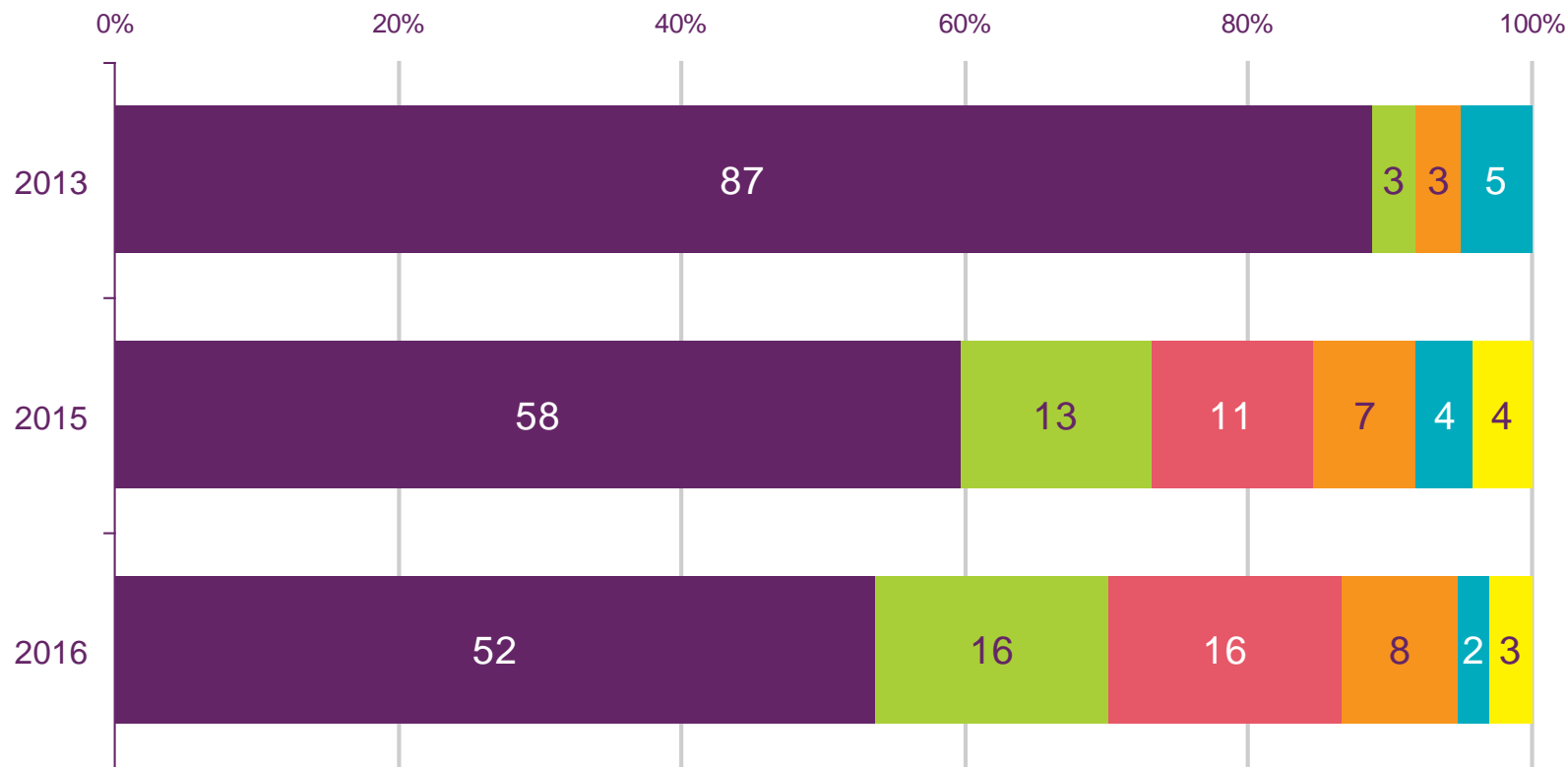


QP44 /QC20 – Which social media sites or apps do you use? (unprompted responses, multi coded) – Responses from parents for 3-7 year olds and from children aged 8-15. showing responses of more than 2% of children aged 12-15 using any social media sites or apps. Base: Children aged 12-15 who have a social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

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



■ Facebook
 ■ Instagram
 ■ SnapChat
 ■ YouTube
 ■ Twitter
 ■ WhatsApp

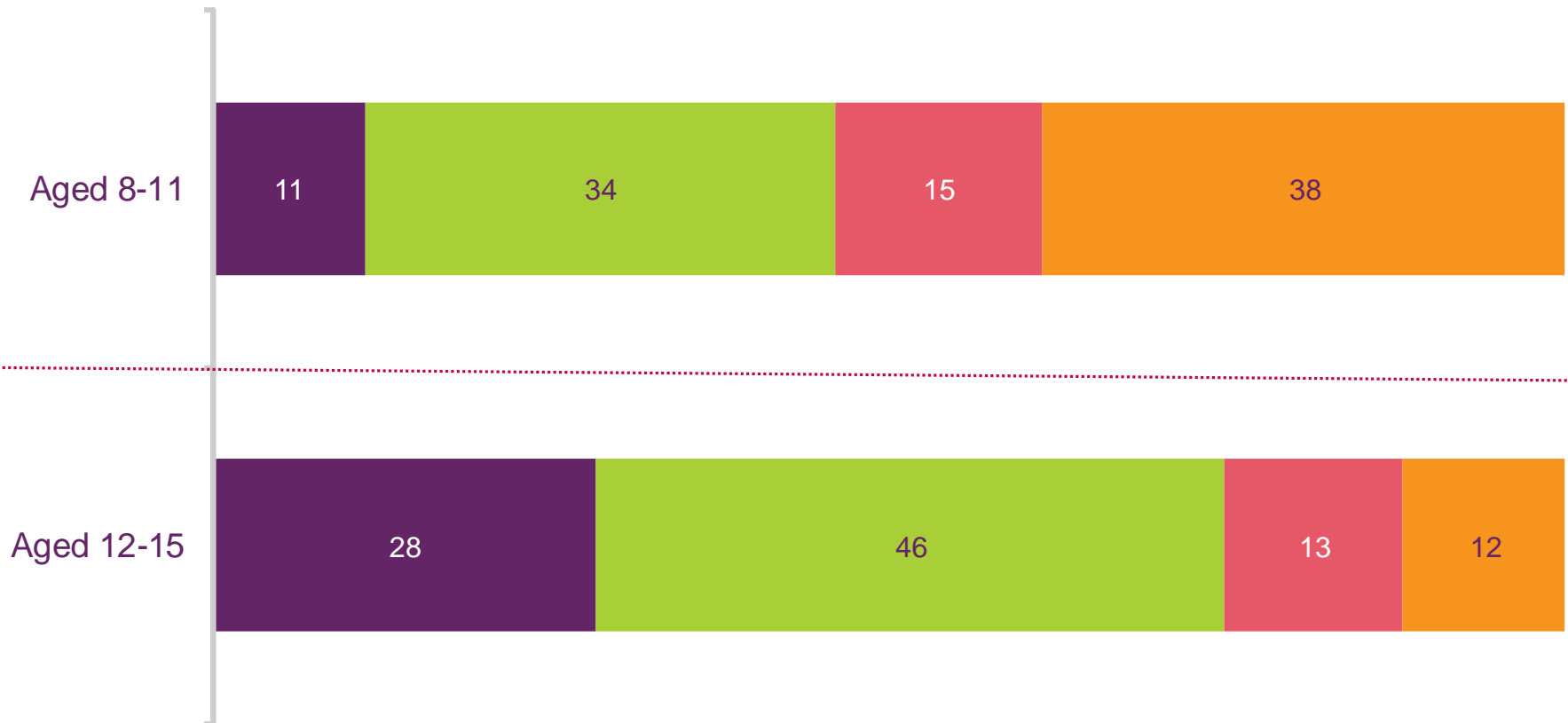


QP45/ QC21 – And which is your main social media site or app, so the one you use most often? (unprompted responses, multi coded). Responses from children aged 12-15.
 Base: Children aged 12-15 who have a social media profile (335 aged 12-15 in 2016). Significance testing shows any change between 2015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

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



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

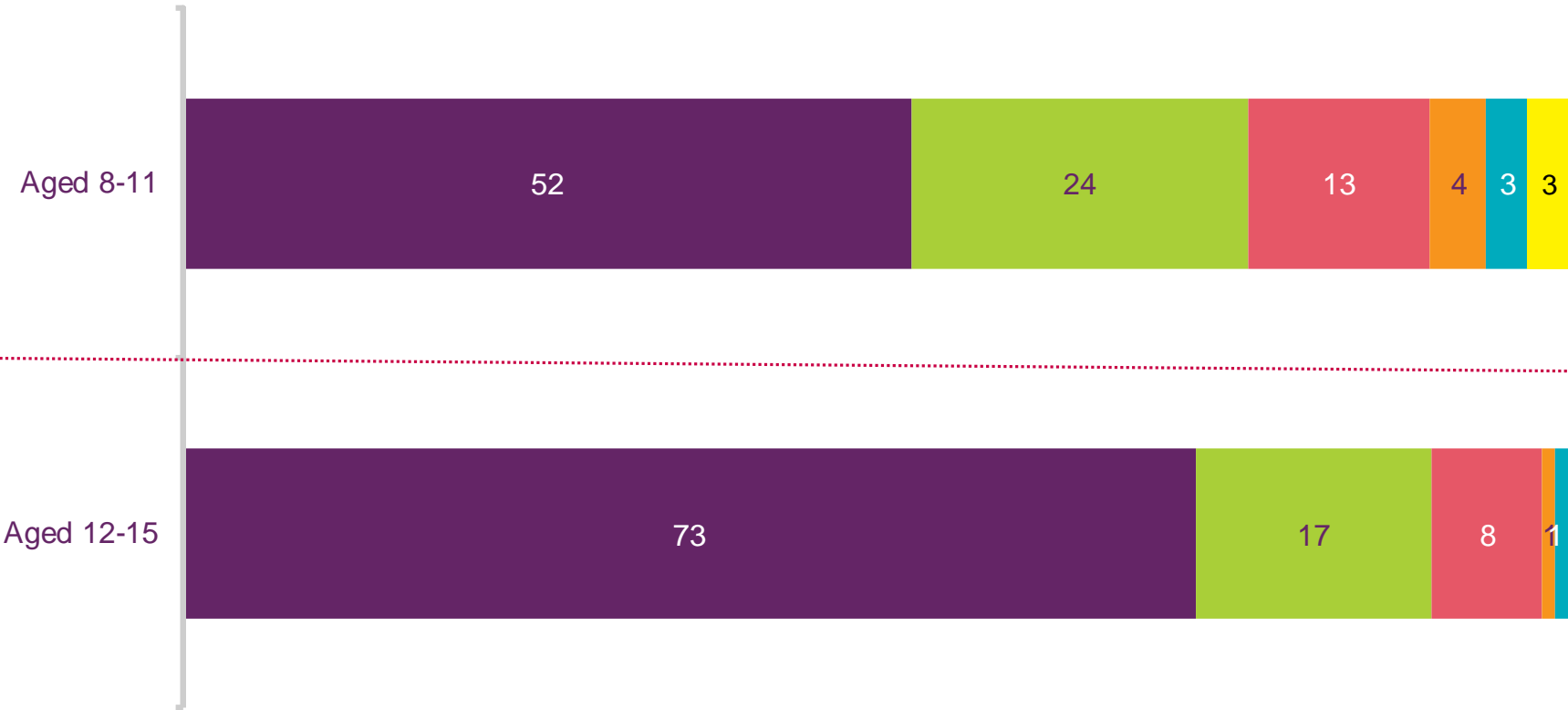


QC21A– How often do you visit your main social media site or app? (unprompted responses, single coded)
Base: Children aged 8-15 who have a social media profile (104 aged 8-11, 335 aged 12-15)

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

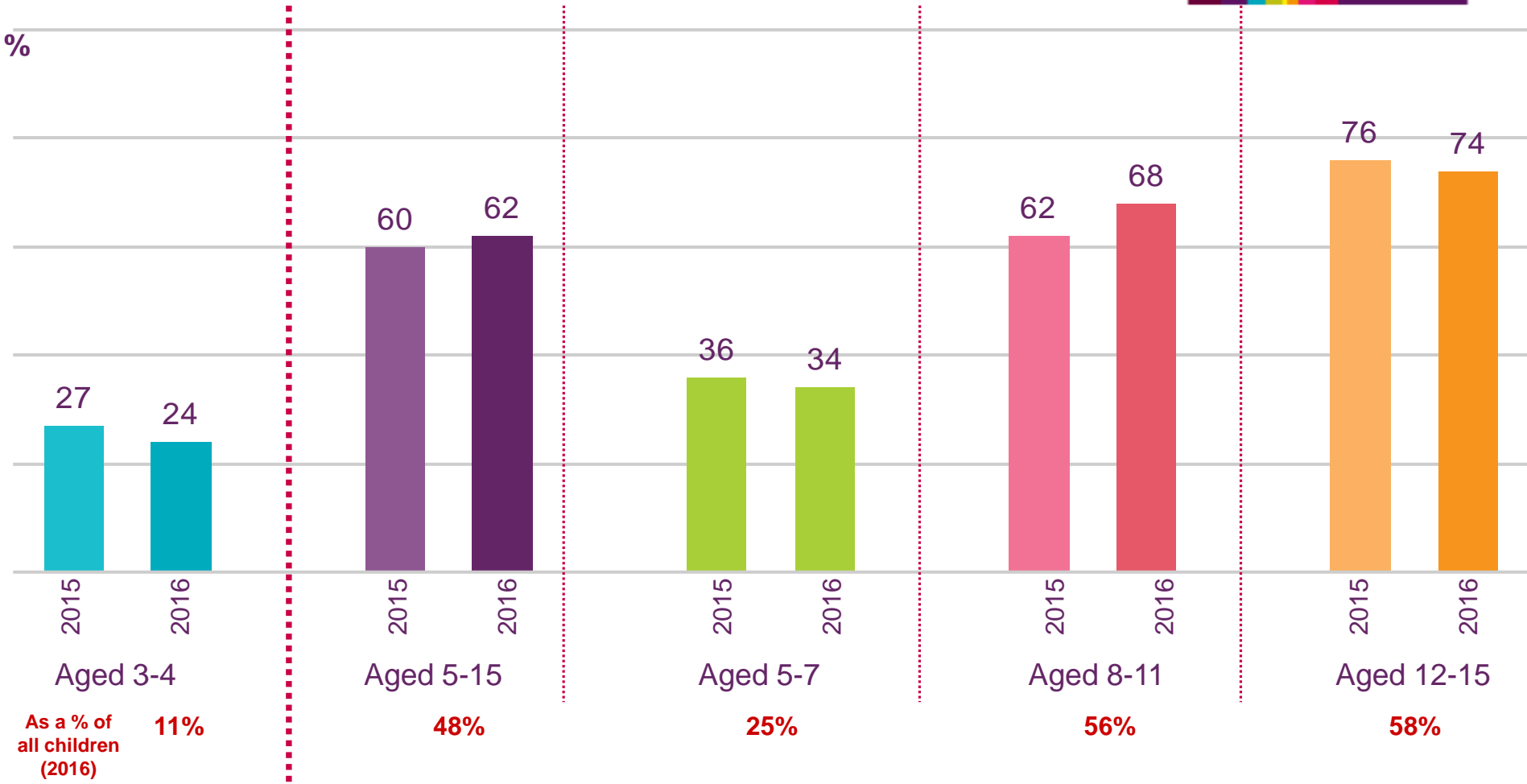


■ Mobile phone ■ Tablet ■ Computer/ laptop/ netbook ■ Games console ■ Other ■ Don't know



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

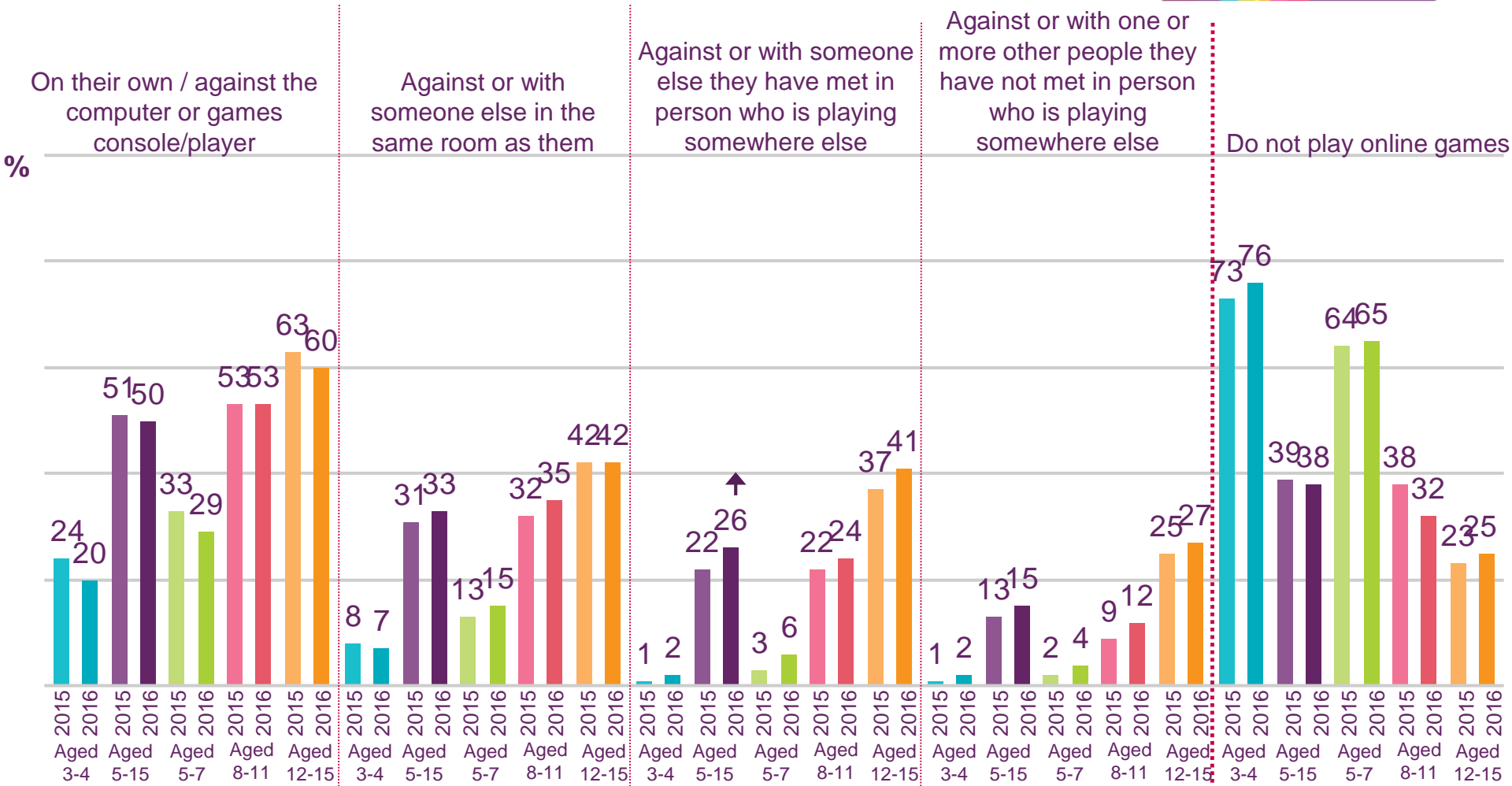
Figure 43: Incidence of online gaming, by age: 2015 and 2016



QC39 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15

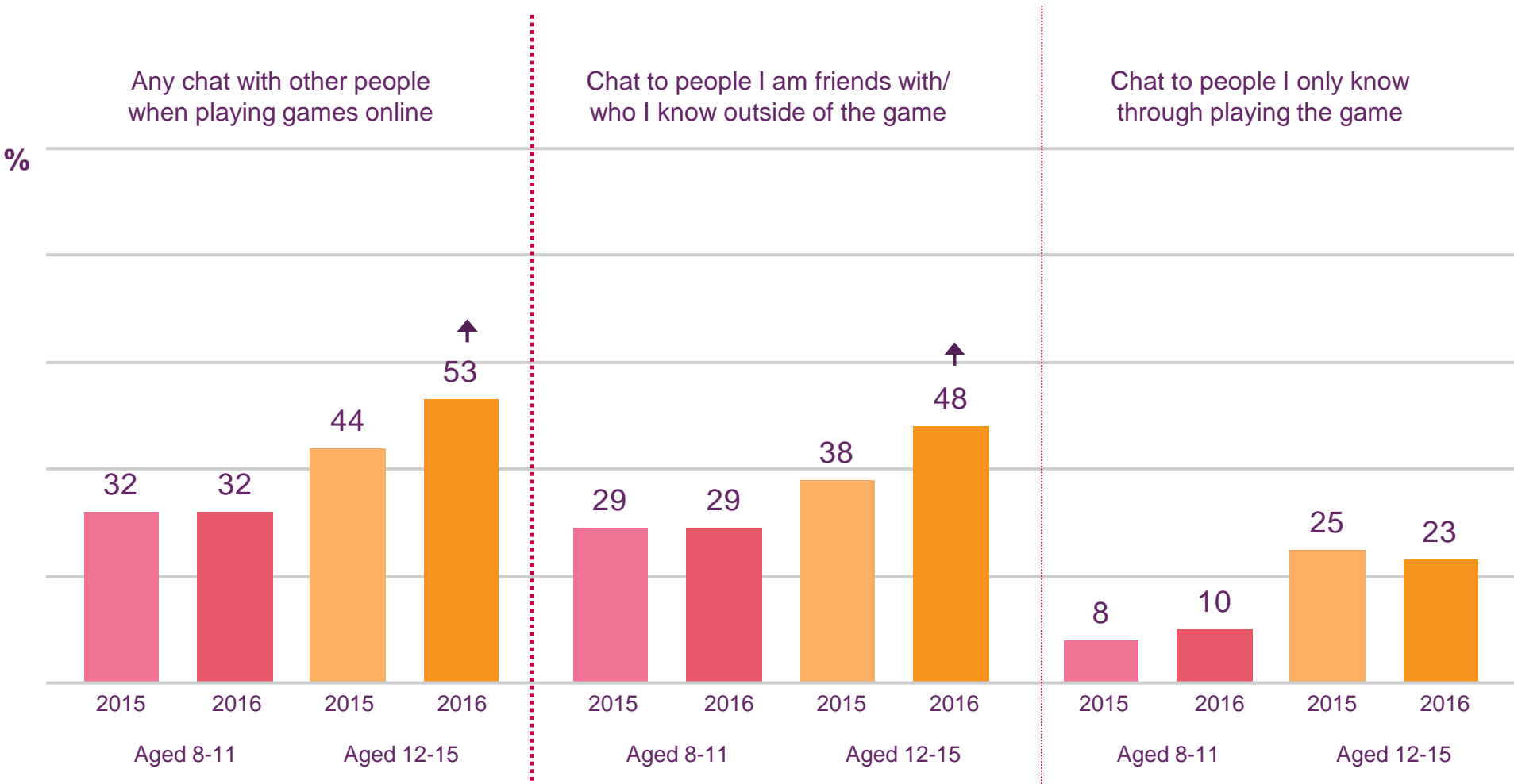
Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (296 aged 3-4, 1063 aged 5-15, 283 aged 5-7, 410 aged 8-11, 370 aged 12-15). Significance testing shows any change between 2015 and 2016.

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



QC39 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and Moshi Monsters. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15. Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (296 aged 3-4, 1063 aged 5-15, 283 aged 5-7, 410 aged 8-11, 370 aged 12-15). Significance testing shows any change between 2015 and 2016.

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



QC40/ 41– When you play games online do you ever chat via the game to other people who are playing through instant messaging or using a headset ?/ And when you chat who do you chat with? (prompted responses, multi coded)

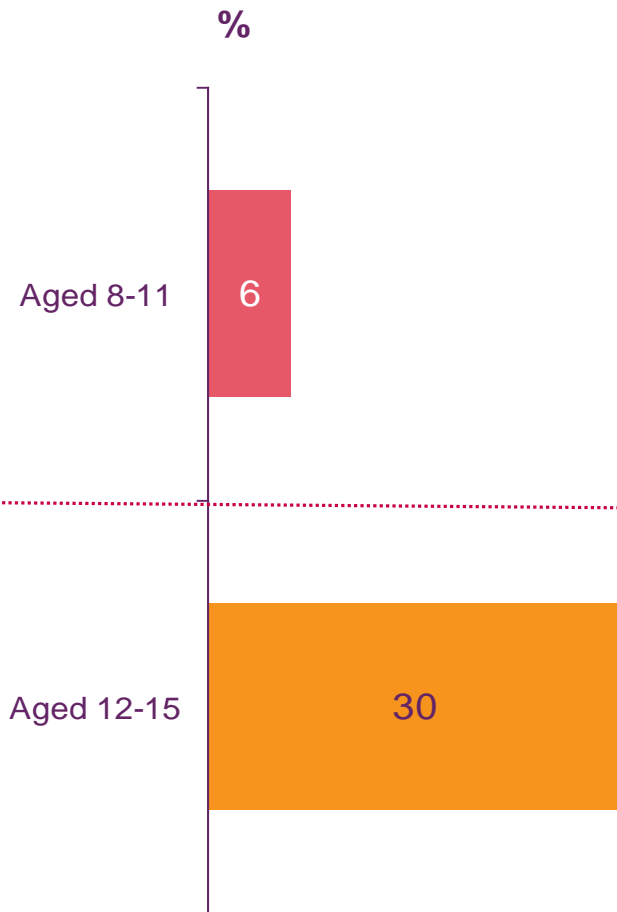
Base: Children aged 8-15 who ever play games online (275 aged 8-11, 277 aged 12-15). Significance testing shows any change between 2015 and 2016.

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

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

QP54/ QC13 Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? This could include any time spent learning about this when they are at school. Responses from parents of 3-7s year olds and from children aged 8-15

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



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

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