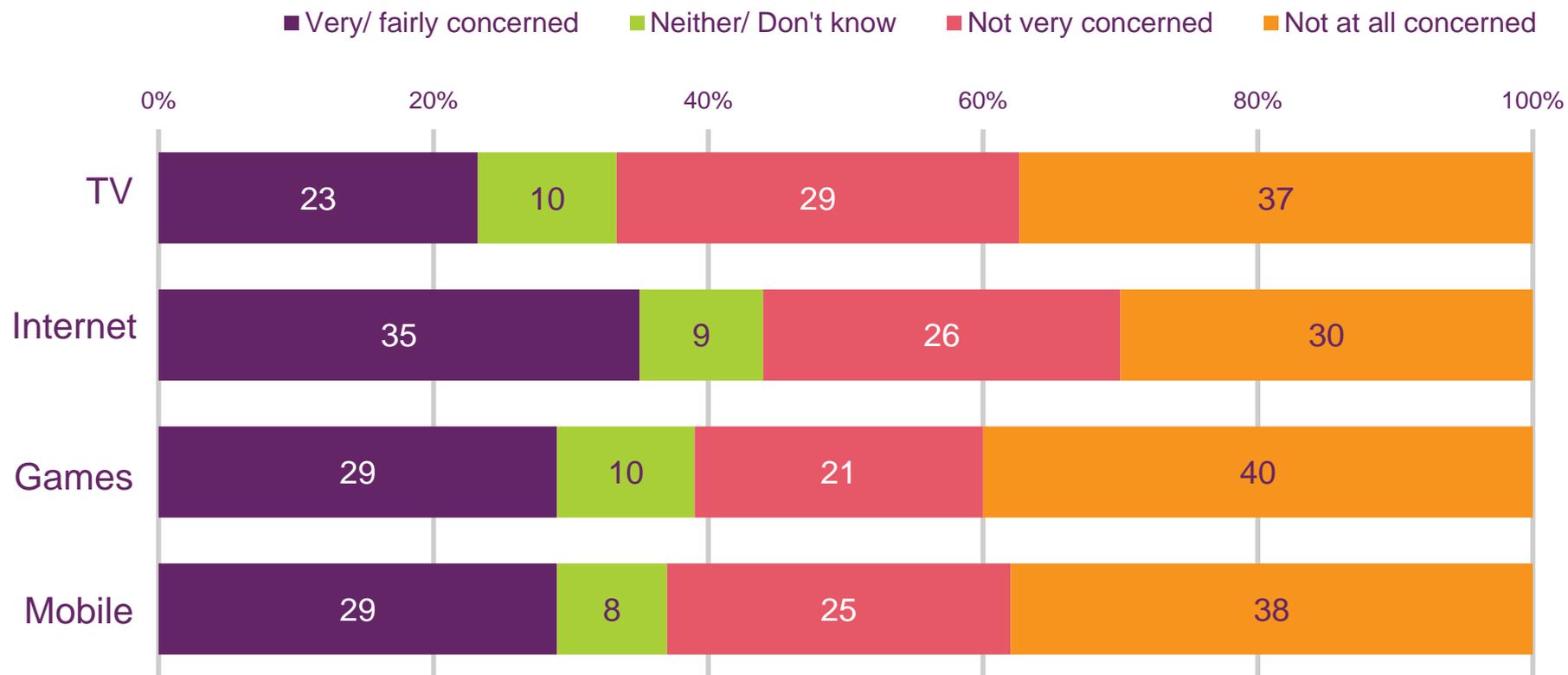


# Children's Media Use and Attitudes Report 2016

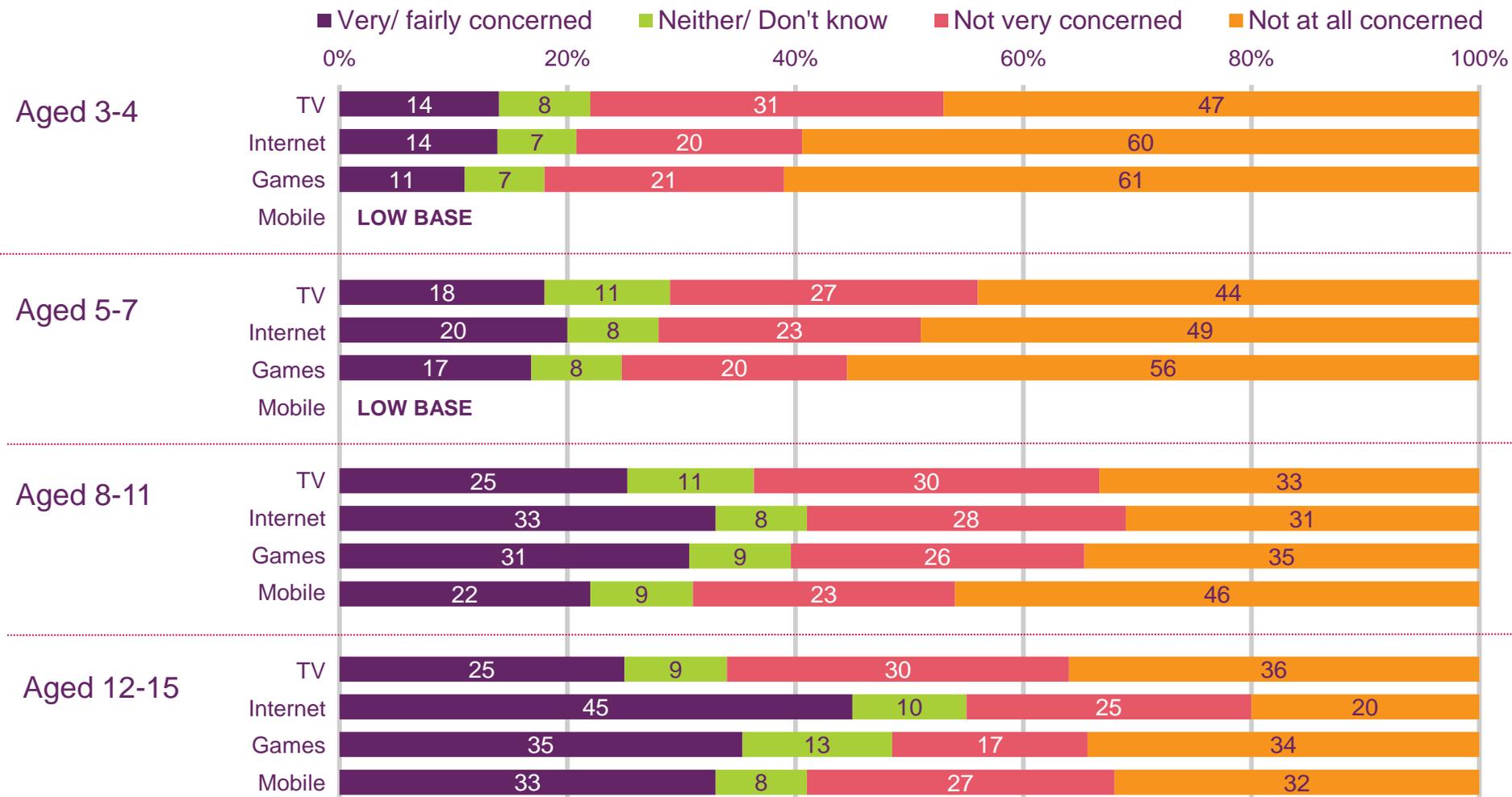
## Section 9 – Parents' attitudes and concerns

Figure 79: Concerns about time spent using media, among parents of 5-15s using each medium: 2016



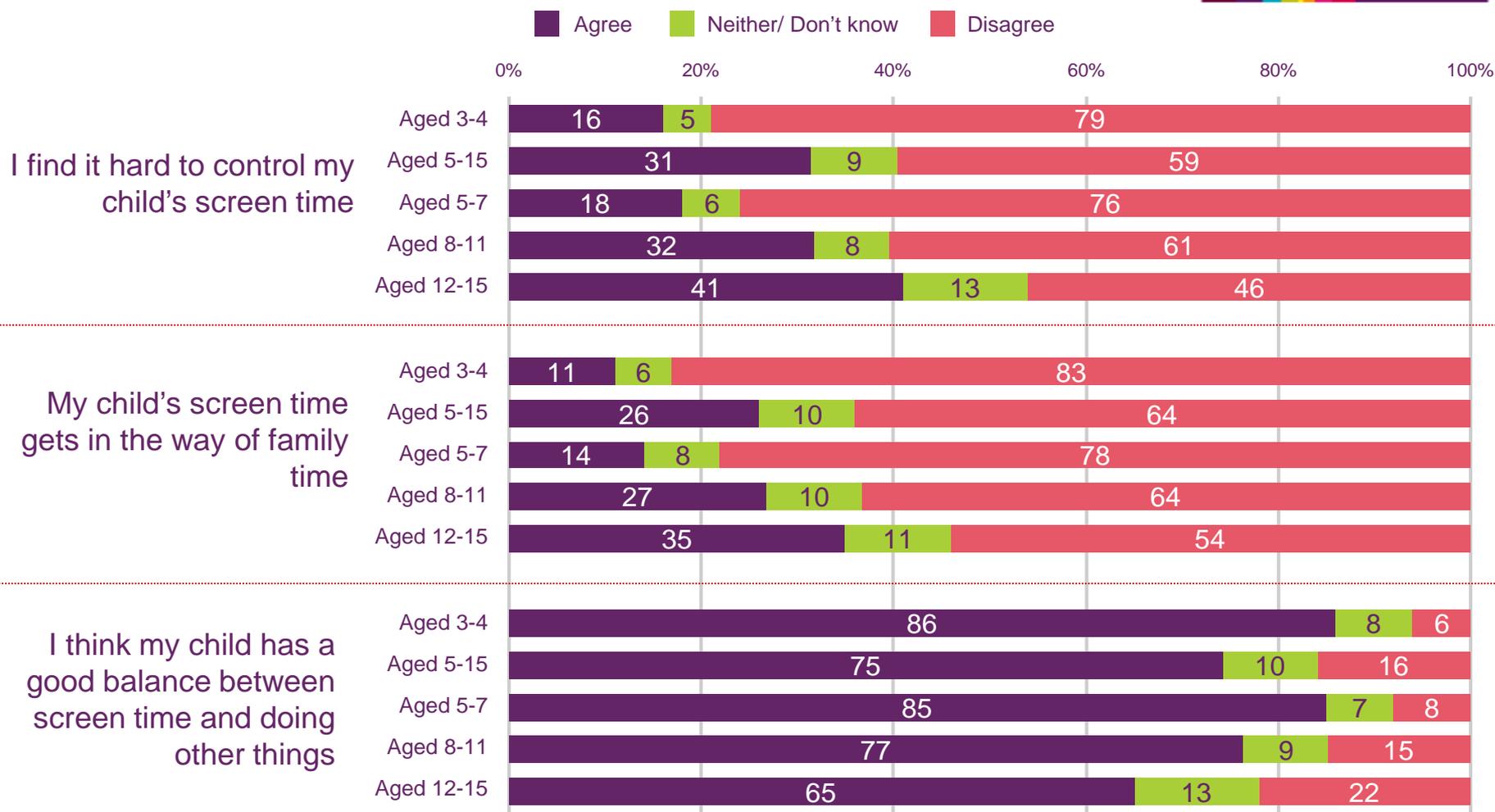
QP19B/ QP51B/ QP74B/ QP60A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing/ mobile phone use (prompted responses, single coded)  
 Base: Parents of children whose child watches TV (1362 aged 5-15)/ Uses the internet (1168 aged 5-15)/ Plays games (1067 aged 5-15)/ With their own mobile phone (607 aged 5-15).

# Figure 80: Concerns about time spent using media, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2016



QP19B/ QP51B/ QP74B/ QP60A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing/ mobile phone use (prompted responses, single coded)  
 Base: Parents of children whose child watches TV (670 aged 3-4, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15)/ Goes online (272 aged 3-4, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15)/ Plays games (296 aged 3-4, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15)/ With their own mobile phone (191 aged 8-11, 401 aged 12-15).

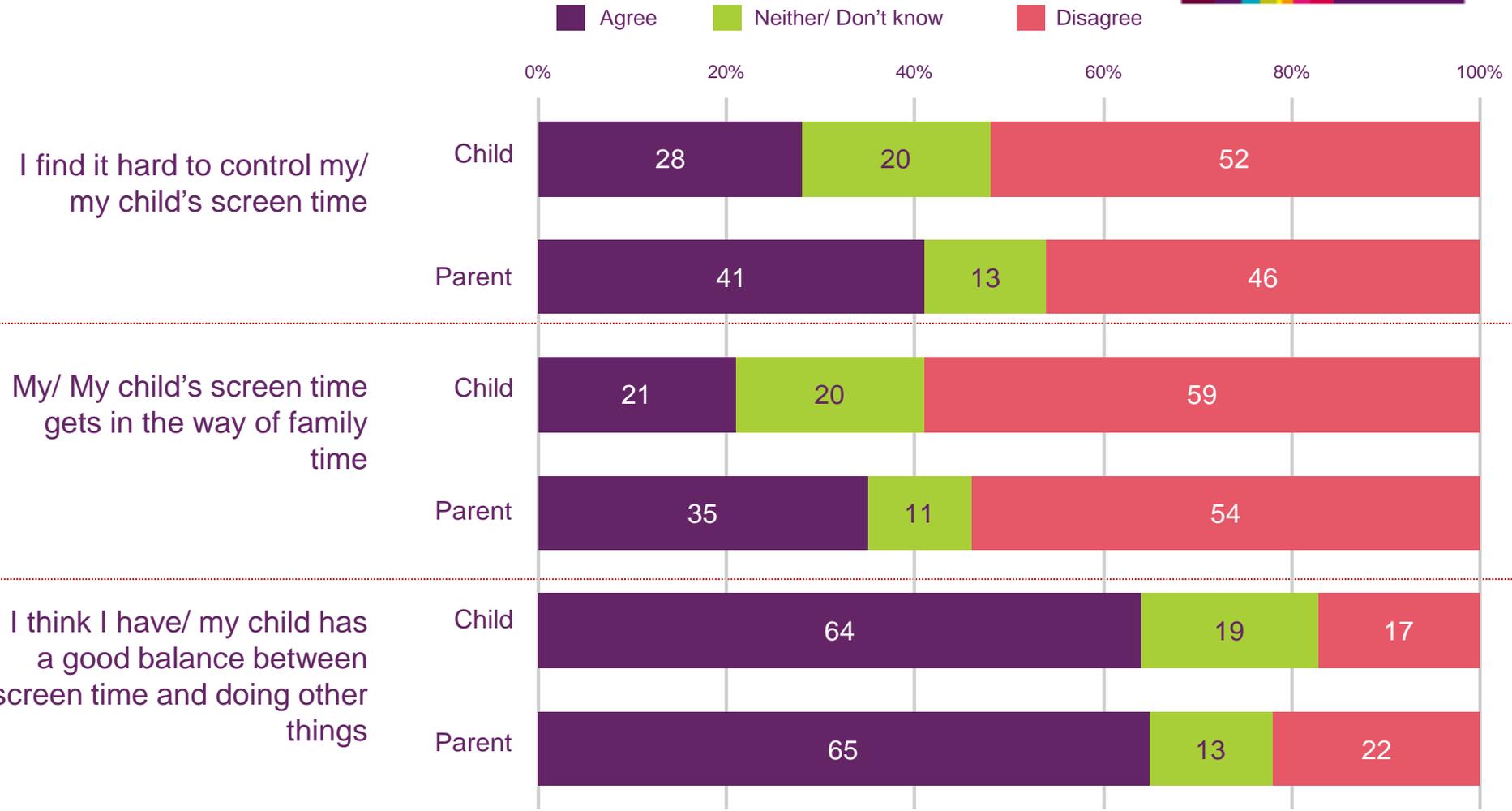
Figure 81: Agreement with attitudinal statements about child's screen time, by age: 2016



QP75A/B/C – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.

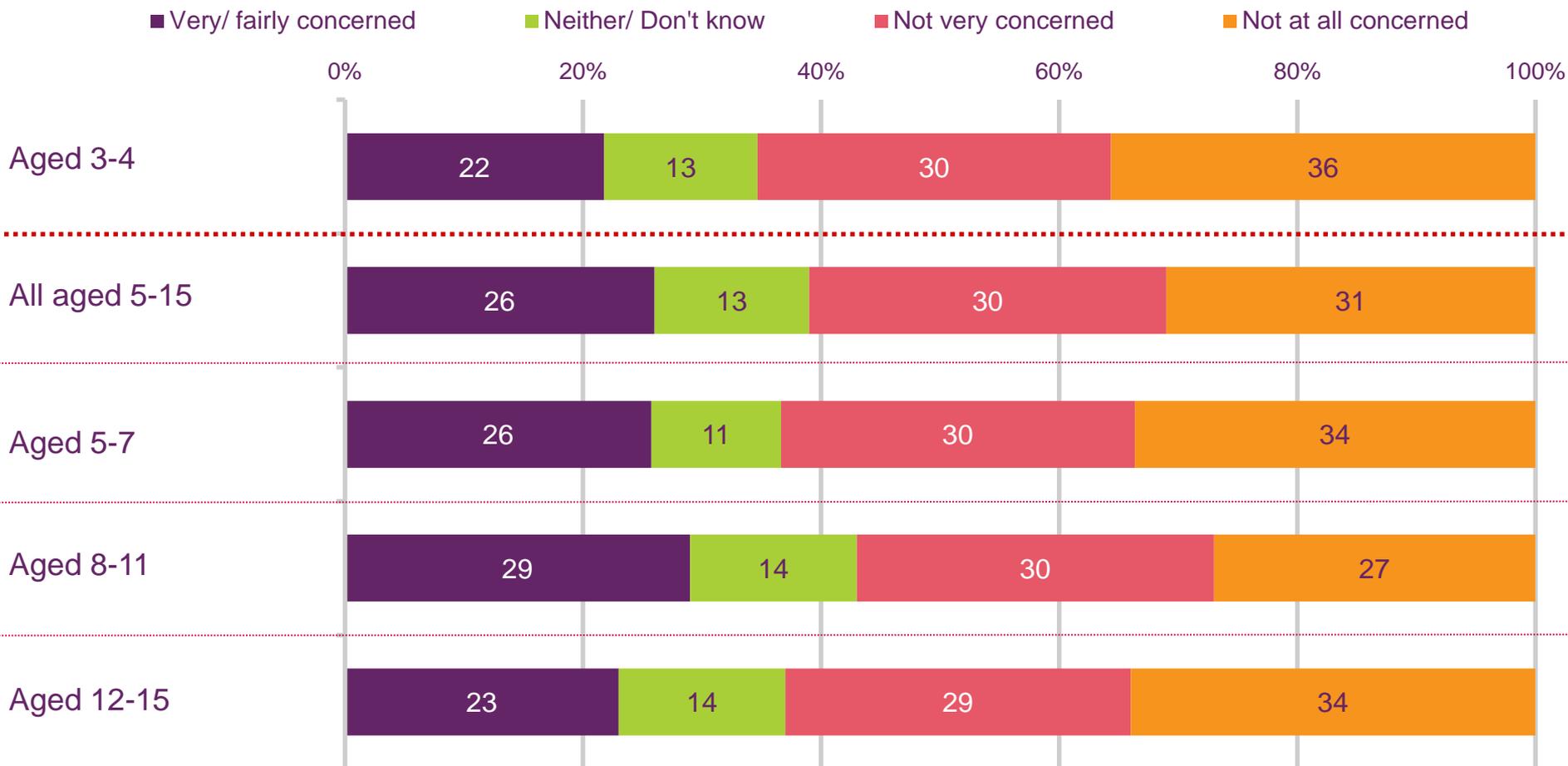
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016)

Figure 82: Agreement with attitudinal statements about screen time for children aged 12-15, child and parent response: 2016



QP75A/B/C/QC51B/C/D – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends/ you spend looking at screens on all the different devices they / you may use, including TV, mobile phones, laptops, tablets and gaming devices.  
 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 83: Parents' concerns about the amount of TV advertising seen by their child: 2016



QP19C – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The amount of TV advertising they see (Prompted responses, single coded)

Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016)

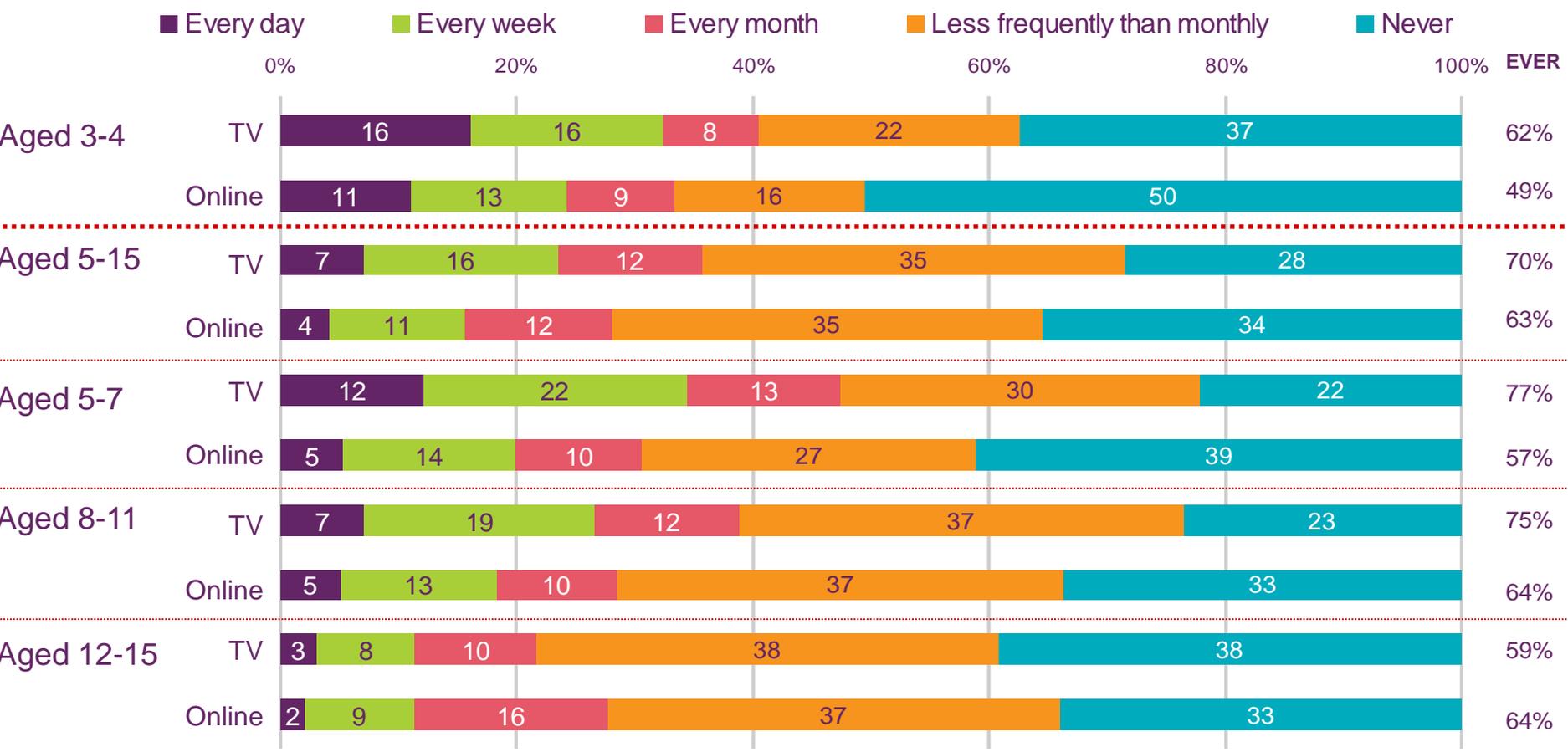
# Figure 84: Parents' concerns about the content of the TV advertising seen by their child: 2016



QP19D – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing – The content of the TV advertising they see (prompted responses, single coded)

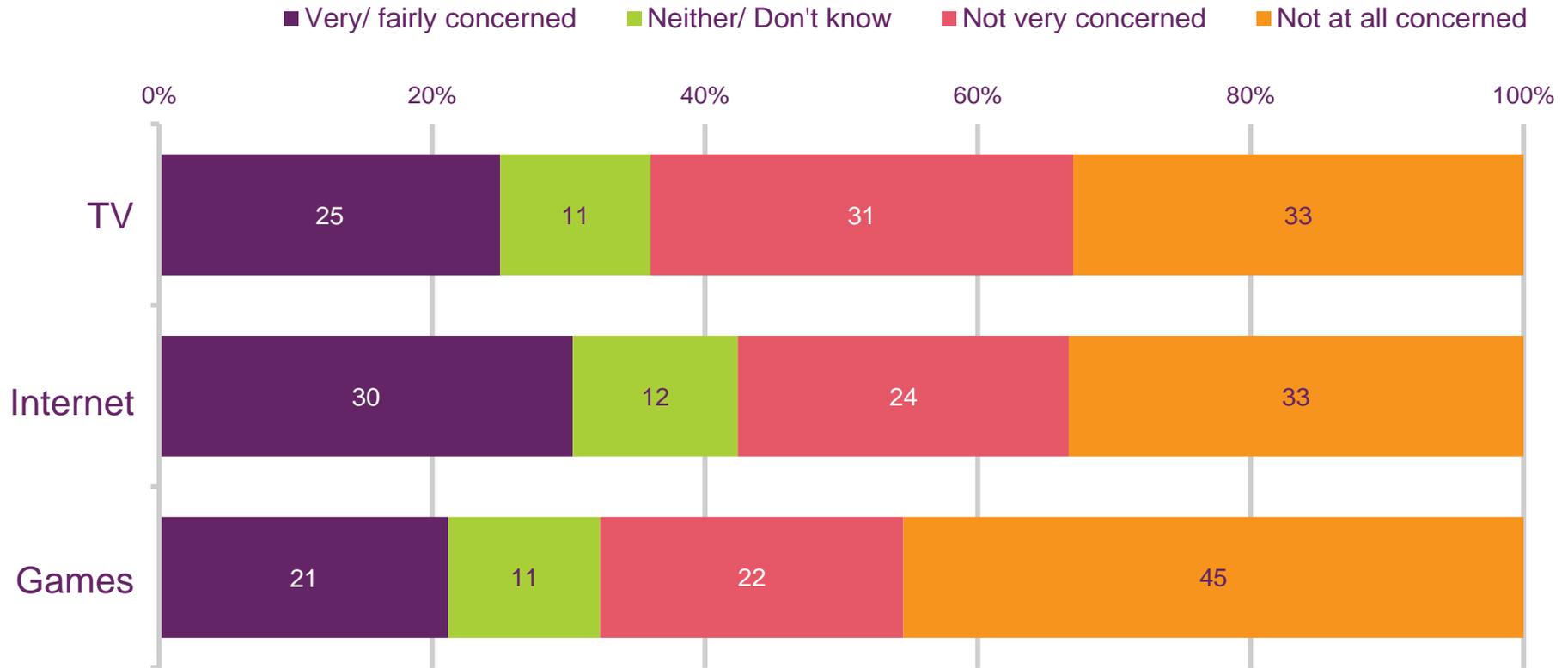
Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016)

Figure 85: Frequency with which parents whose child watches TV or goes online have been asked to buy something due to television or online advertising, by age: 2016



QP22/ QP51K – In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV/ online (prompted responses, single coded)  
 Base: Parents whose child watches television on any type of device aged 3-4 (670) or 5-15 (1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15)/ 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).

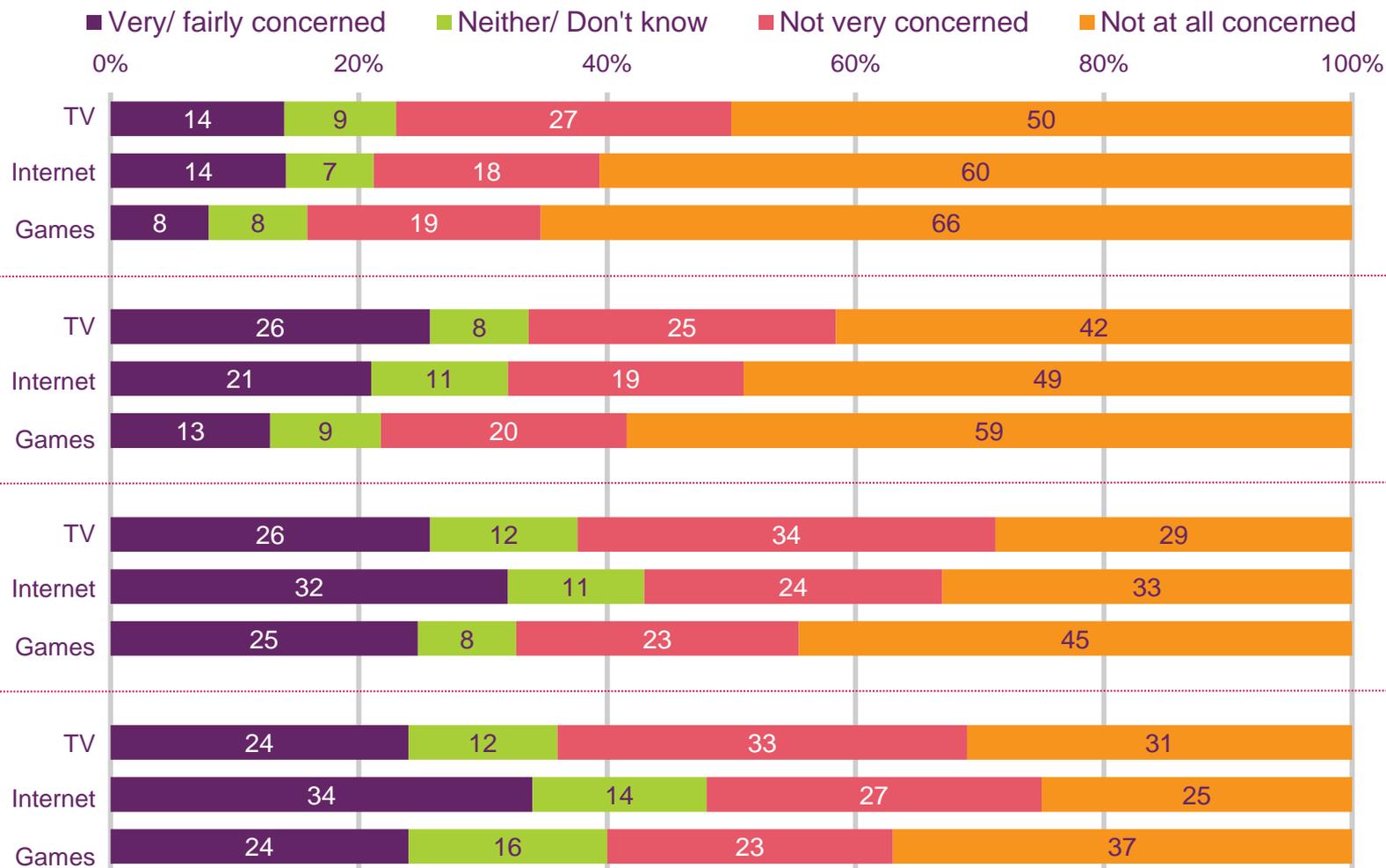
Figure 86: Concerns about media content, among parents of 5-15s using each medium: 2016



QP19A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/game playing (prompted responses, single coded)

Base: Parents of children whose child watches TV (1362 aged 5-15)/ Uses the internet (1168 aged 5-15)/ Plays games (1067 aged 5-15).

# Figure 87: Concerns about media content, among parents of 3-4s, 5-7s, 8-11s and 12-15s using each medium: 2016



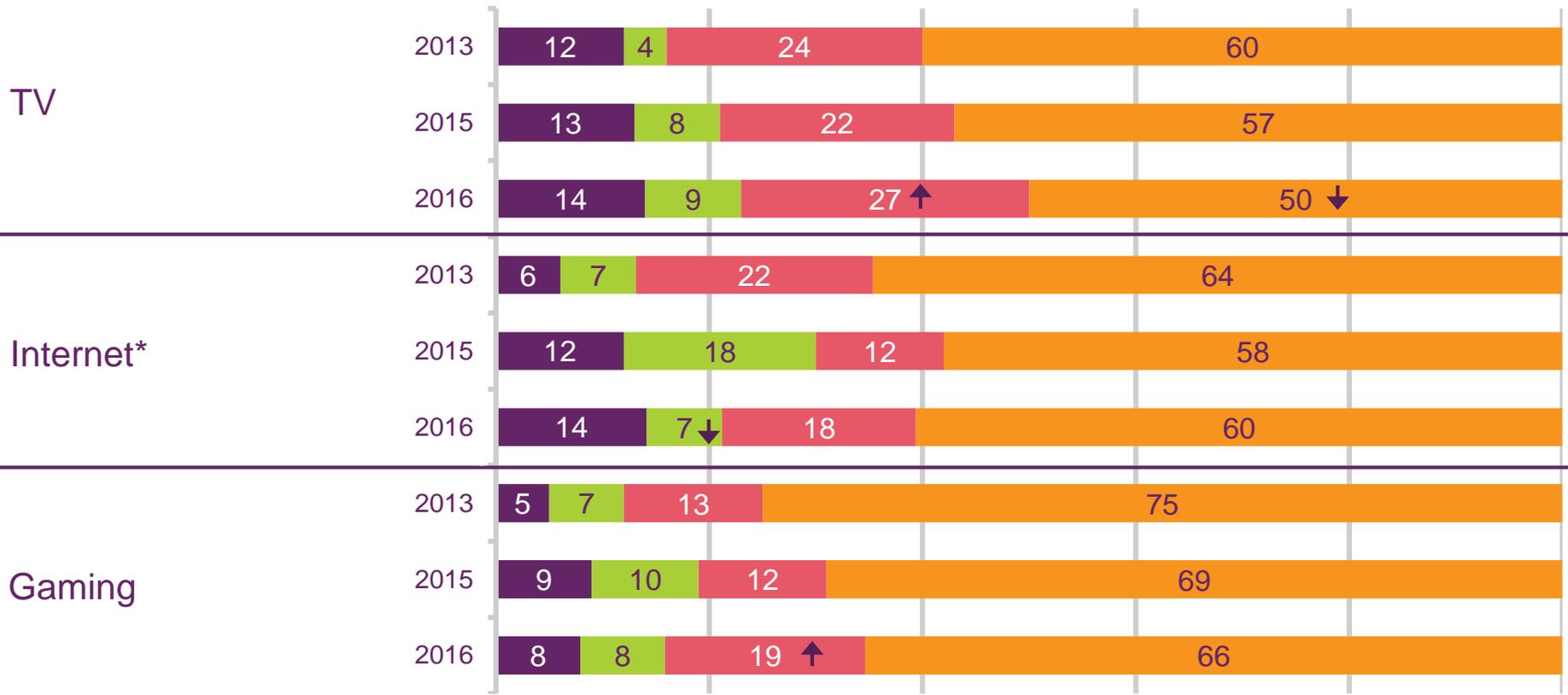
QP19A/ QP51A/ QP74A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing/ online activities/ games playing?(prompted responses, single coded)

Base: Parents of children whose child watches TV (670 aged 3-4, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15)/ Goes online (272 aged 3-4, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15)/ Plays games (296 aged 3-4, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15)

Figure 88: Parental concerns about media content, among parents of 3-4s using each media type at home (2013) or elsewhere (2015, 2016)

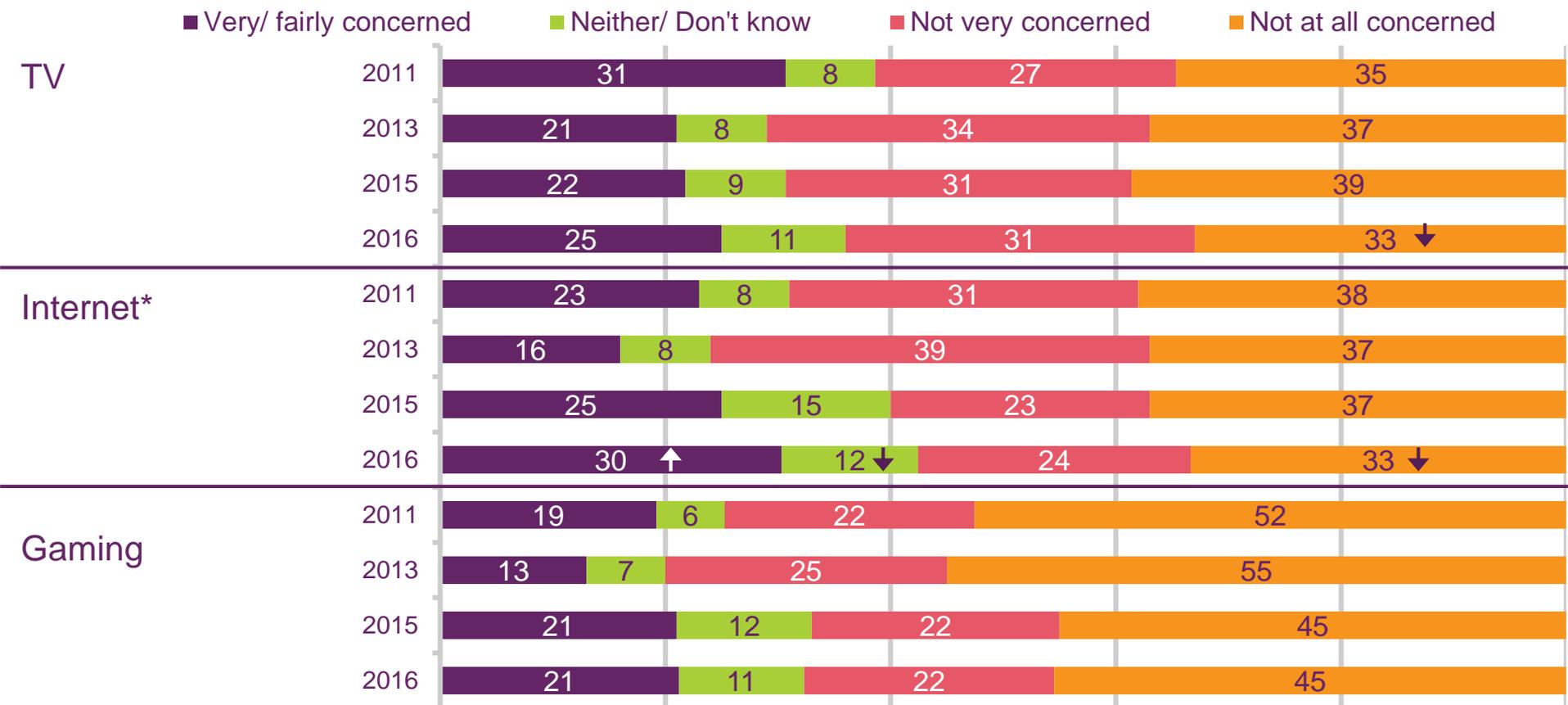


■ Very/ fairly concerned    
 ■ Neither/ Don't know    
 ■ Not very concerned    
 ■ Not at all concerned



QP19A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing/ online activities/ games playing? (prompted responses, single coded) . \* In 2015 the question for the internet asked about ‘The content on the websites or apps that they visit’. In 2013 it did not refer to apps, just websites. Base: Parents of users of each media aged 3-4 (VARIABLE BASE) – significance testing shows any change between 2015 and 2016.

Figure 89: Concerns about television, online or mobile phone content, among parents of 5-15s using each media type at home (2011, 2013) at home or elsewhere (2015, 2016)

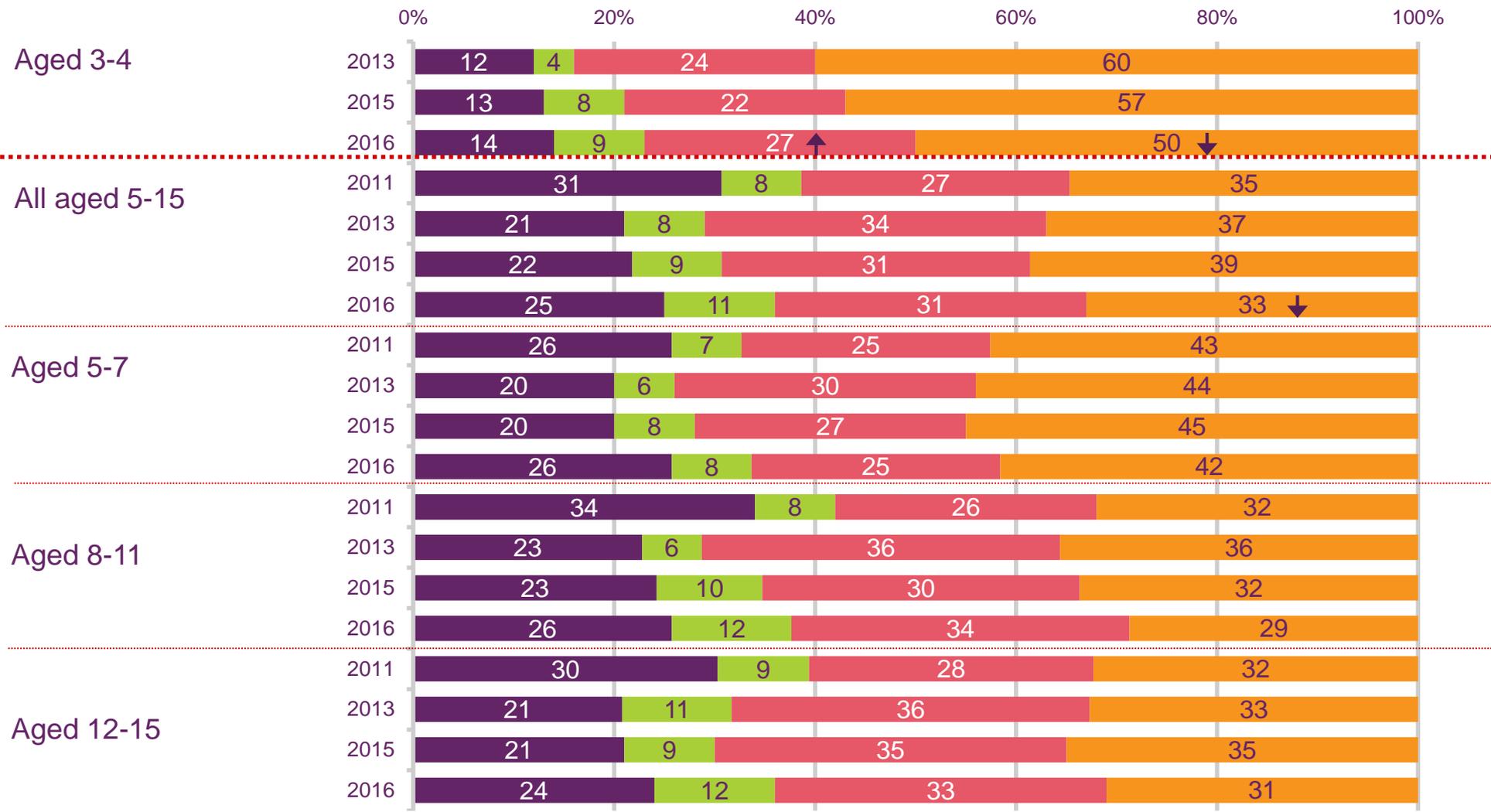


QP19A/ QP51A/ QP74A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing/ online activities/game playing? (prompted responses, single coded) . \* In 2015 the question for the internet asked about ‘The content on the websites or apps that they visit’. Prior to this it did not refer to apps, just websites

Base: Parents of users of each media aged 5-15 (VARIABLE BASE) – significance testing shows any change between 2015 and 2016

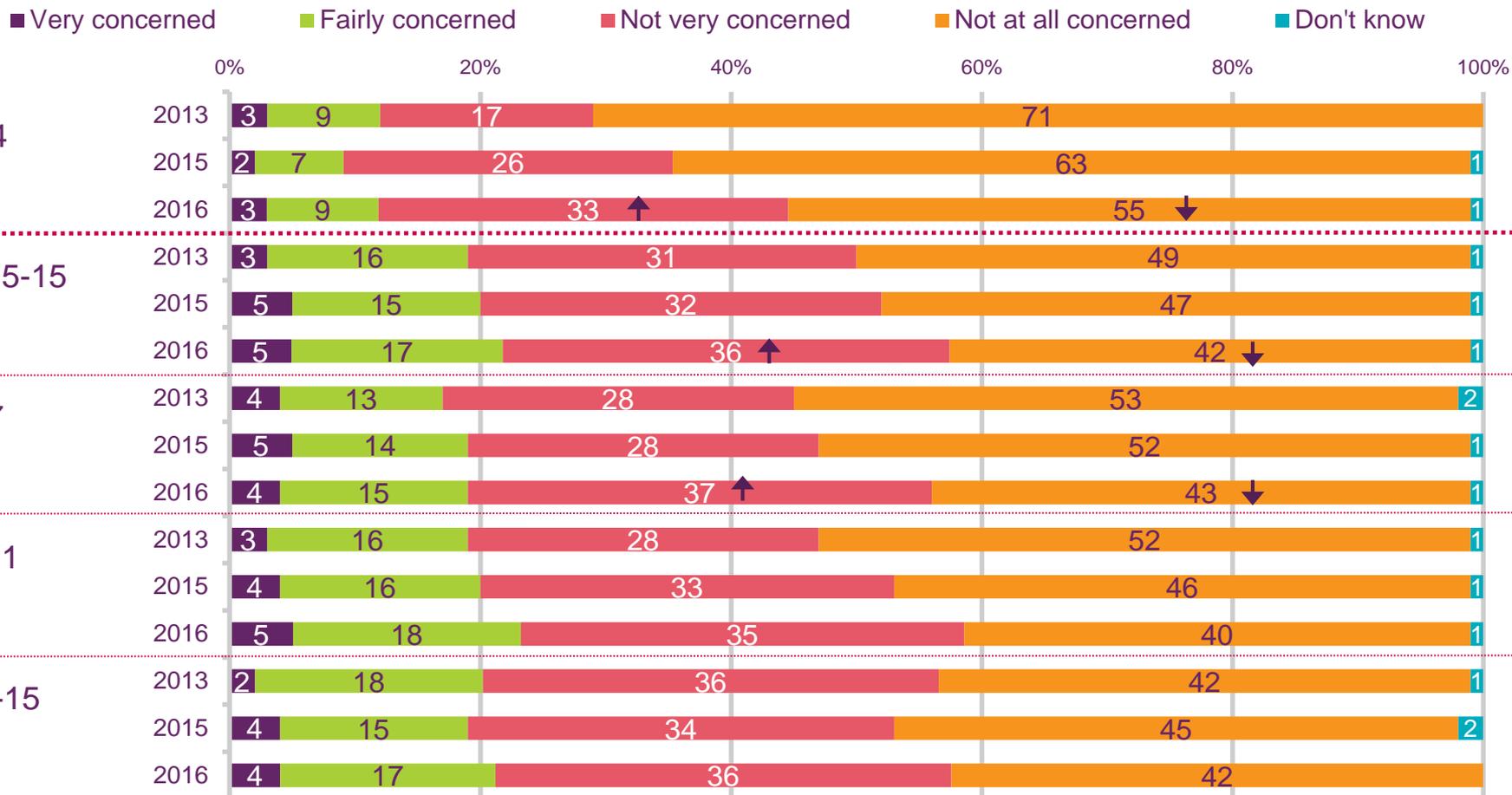
# Figure 90: Parental concerns about television content watched at home (2011, 2013) at home or elsewhere (2015, 2016) by age of child

■ Very/ fairly concerned    
 ■ Neither/ Don't know    
 ■ Not very concerned    
 ■ Not at all concerned



QP19A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing – The content of the TV programmes they watch (prompted responses, single coded)  
 Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

# Figure 91: Parental concerns about pre-watershed television content: 2013, 2015, 2016



QP20 – I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (prompted responses, single coded)

Base: Parents of children whose child watches TV (670 aged 3-4, 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

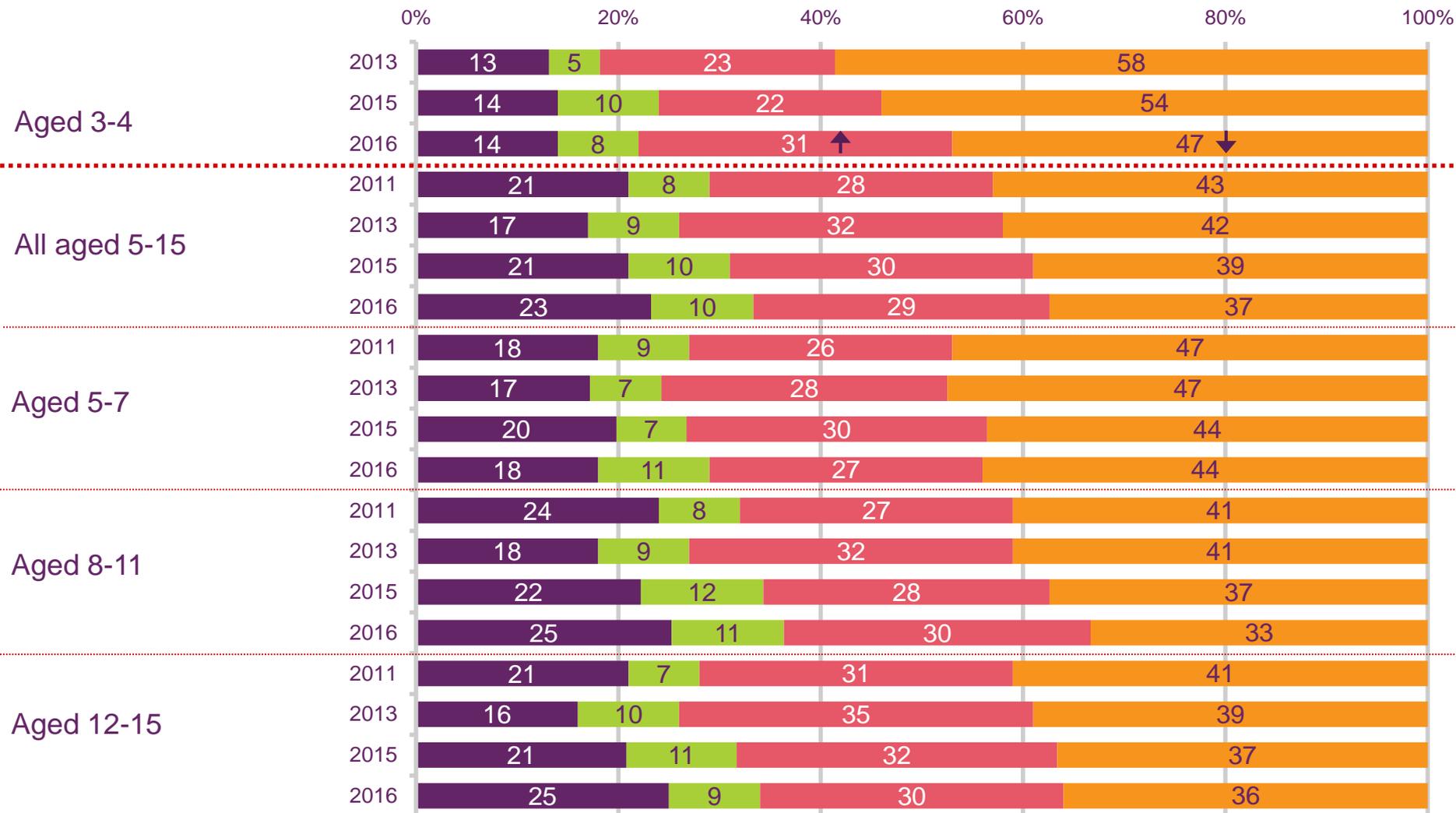
# Figure 92: Types of concern about pre-watershed television content, by age: 2016

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	12%	22%	20%	23%	21%
Offensive language	6%	12% ↑	11%	13%	11%
Sex/ sexually explicit content	5%	11% ↑	8%	11%	13%
Unsuitable content for younger people/ children	6%	10%	10%	11%	10%
Violence (in general)	5%	9%	7%	11%	10%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc.)	5%	9%	8%	10%	9%
Unsuitable content aired pre-watershed	4%	8% ↑	5%	10% ↑	8%
Nakedness/ naked bodies/ naked body parts	4% ↑	8% ↑	6%	8% ↑	9%
Portrayal of anti-social behaviour	2%	6% ↑	4%	6%	8%
Glamorisation of certain lifestyles	3% ↑	6% ↑	4%	6%	7%
Makes me feel embarrassed/ don't feel comfortable watching with children	2% ↑	5% ↑	3%	5% ↑	7% ↑
Makes me feel embarrassed/ don't feel comfortable watching with other adults	3% ↑	4% ↑	4%	4%	5% ↑
Negative portrayal of or objectification of women	2% ↑	3%	3% ↑	3%	4%
Discriminatory treatment/ portrayal of people	2%	3%	3%	2%	4%
Lack of respect towards adults	2%	3%	2%	3%	3%
Invasion of privacy/ not respecting people's privacy	1%	2%	2%	2%	2%

QP21 Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months?(Unprompted responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV . Showing responses of >1% of parents of 5-15s. Base: Parents of children whose child watches TV (670 aged 3-4 , 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

# Figure 93: Parental concerns about the time their child spends watching television at home (2011, 2013) at home or elsewhere (2015, 2016)

■ Very/ fairly concerned    
 ■ Neither/ Don't know    
 ■ Not very concerned    
 ■ Not at all concerned



QP19B – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing – How much time they spend watching TV (prompted responses, single coded) NB prior to 2012 this was asked of those who watched TV content on a TV set as opposed to TV content on any type of device  
 Base: Parents of children whose child watches TV (670 aged 3-4, 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15 in 2016) Significance testing shows any differences between 2015 and 2016.

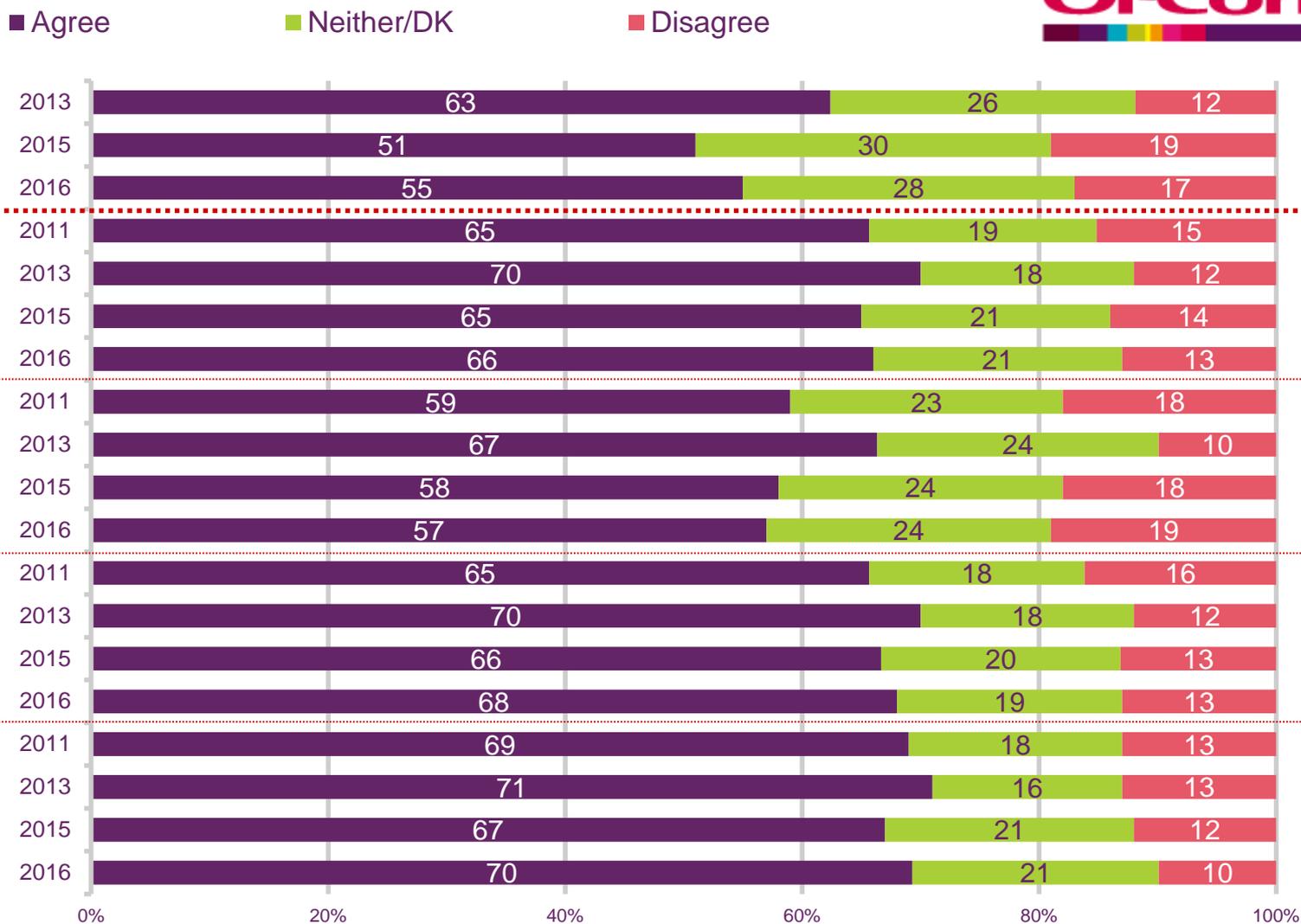
Figure 94: Parental agreement with “I trust my child to use the internet safely”, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP48B – 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 go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

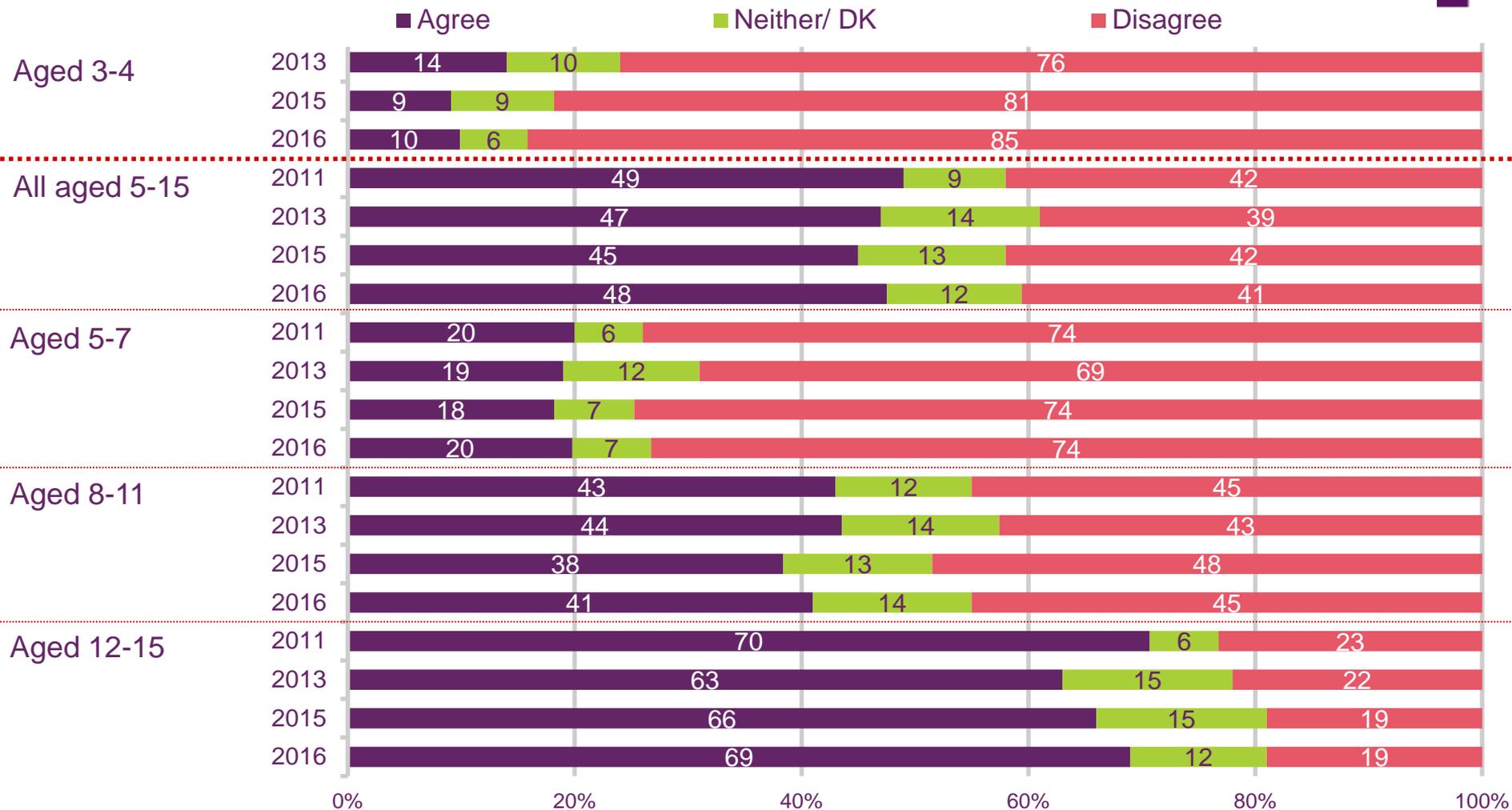
Figure 95: Parental agreement with “The benefits of the internet for my child outweigh any risks”, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP48A – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)

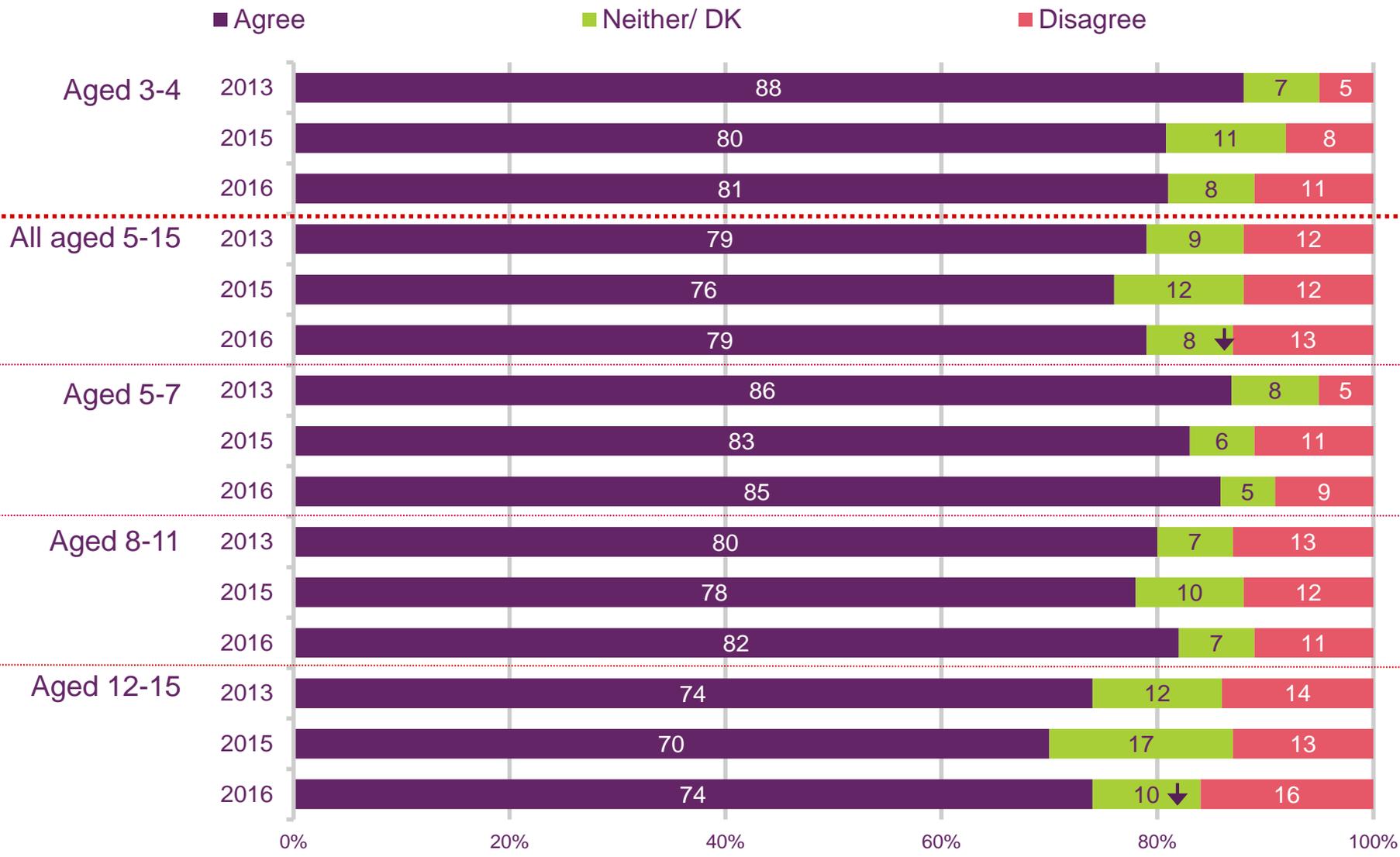
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 96: Parental agreement with “My child knows more about the internet than I do” among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP48C – 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 go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 97: Parental agreement with “I feel I know enough to help my child to manage online risks\*” among those whose child goes online at home (2013), at home or elsewhere (2015, 2016), by age

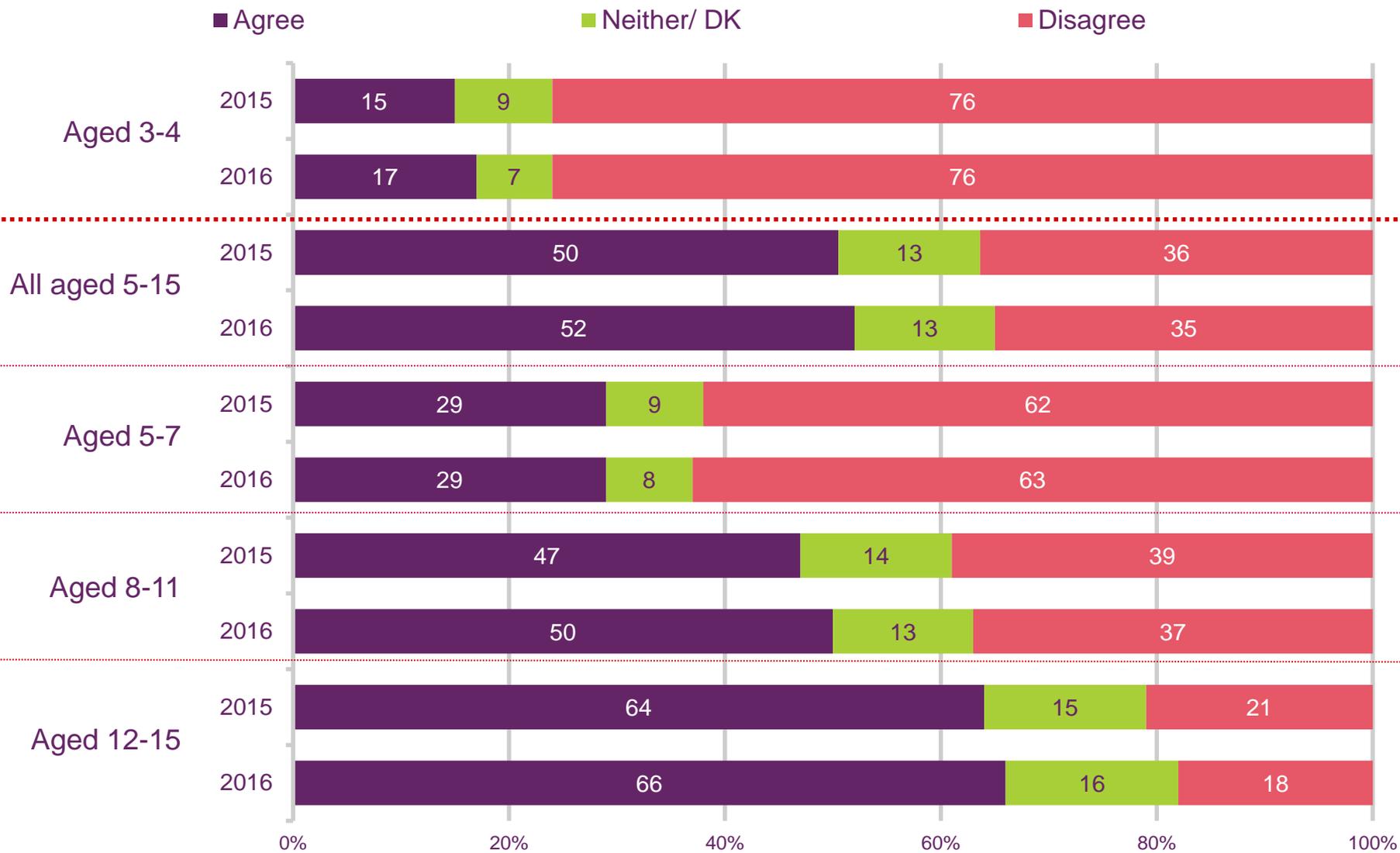


QP48E –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)

\*In 2013, this question referred to 'I feel I know enough to help my child to stay safe when they are online'

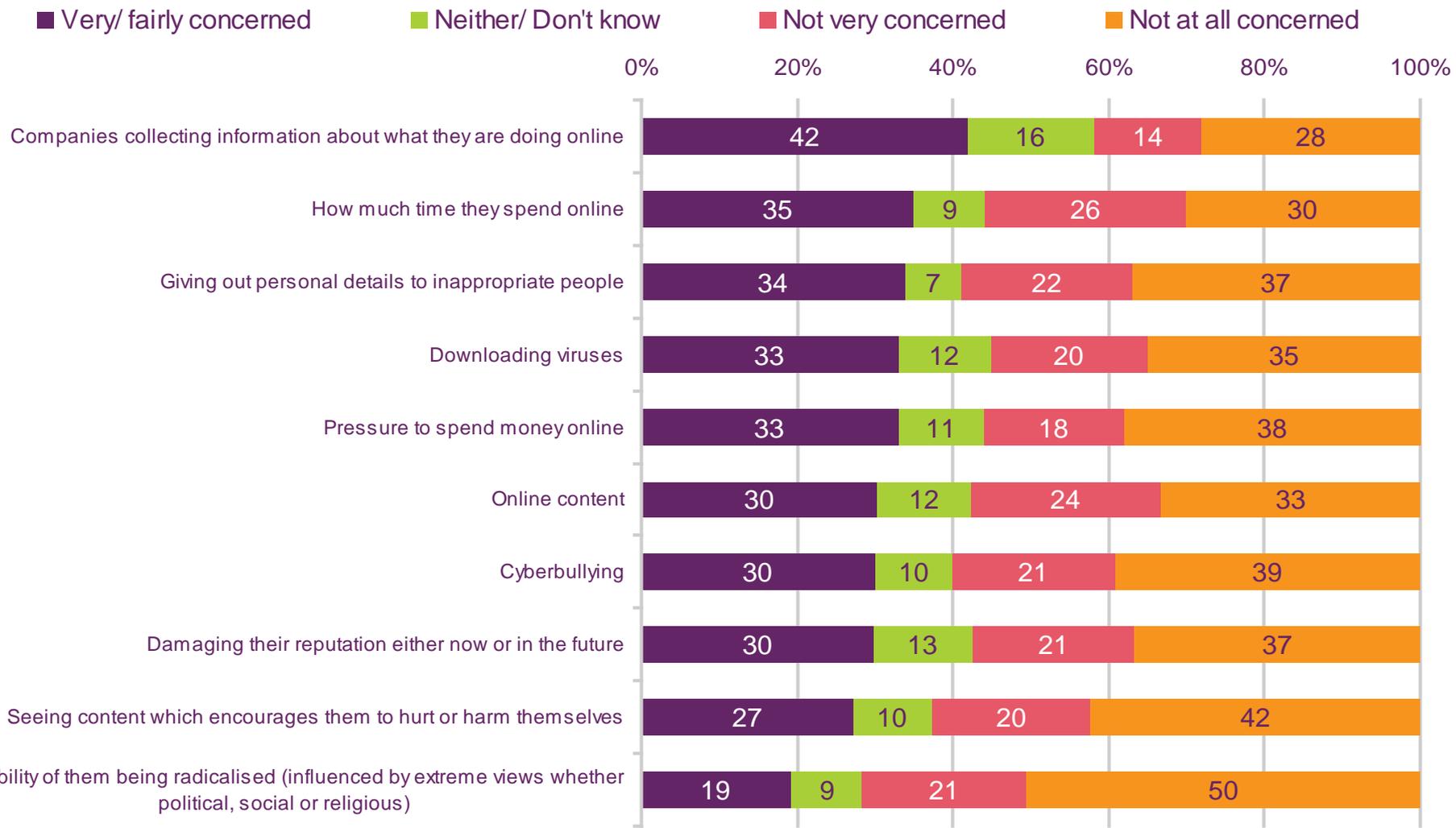
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 98: Parental agreement with “My child shows me new things online and I learn from them” among those whose child goes online at home or elsewhere, by age: 2015 and 2016



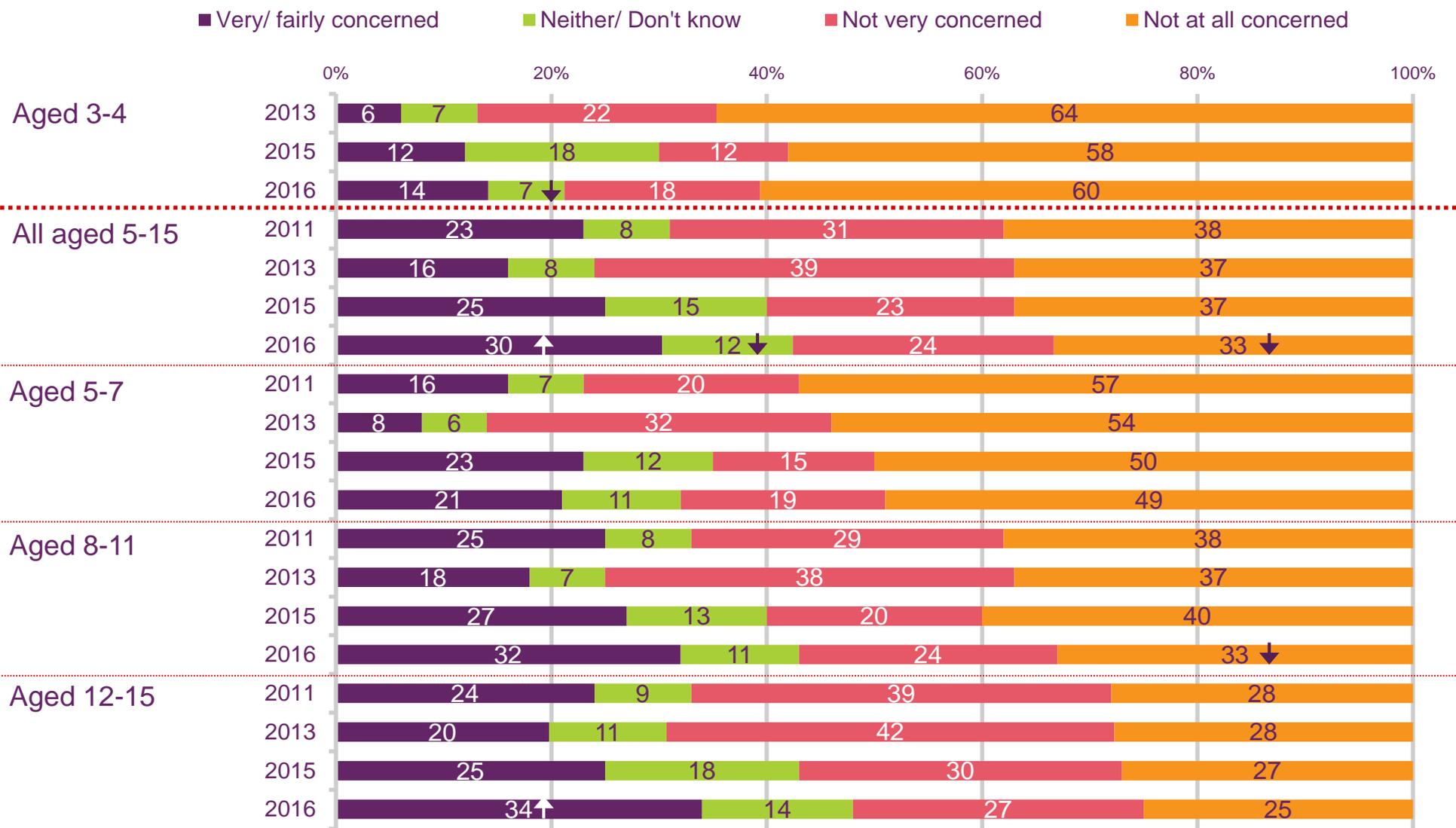
QP48D – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)  
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

# Figure 99: Parental concerns about aspects of their child's internet use, 5-15s: 2016



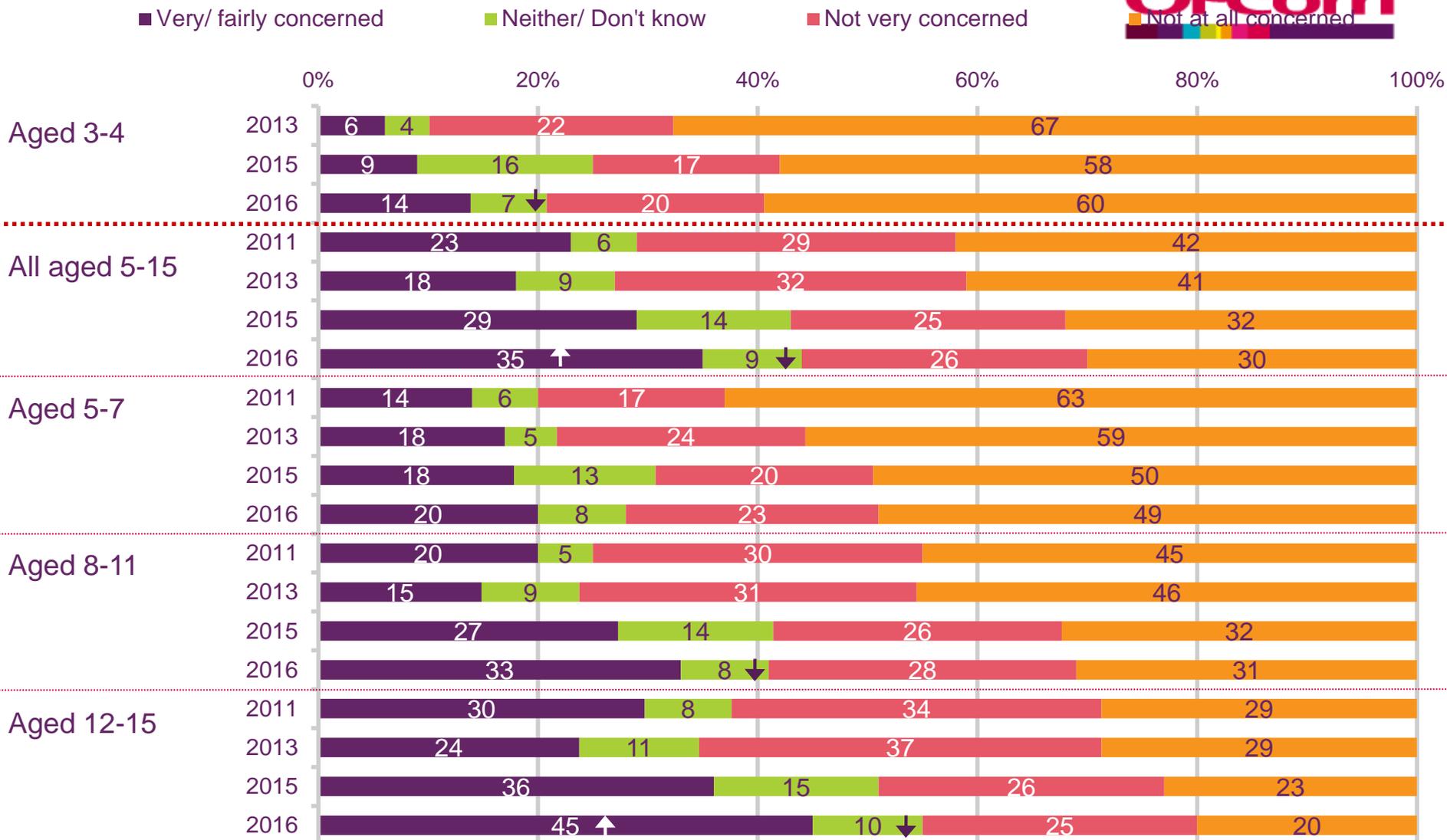
QP51A- J – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities (prompted responses, single coded)  
 Base: Parents of children who go online (1168 aged 5-15 in 2016)

# Figure 100: Parental concerns about online content among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP51A – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The content on the websites or apps\* that they visit (prompted responses, single coded) . Apps was added in 2015  
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 101: Parental concerns about how much time their child spends online, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age

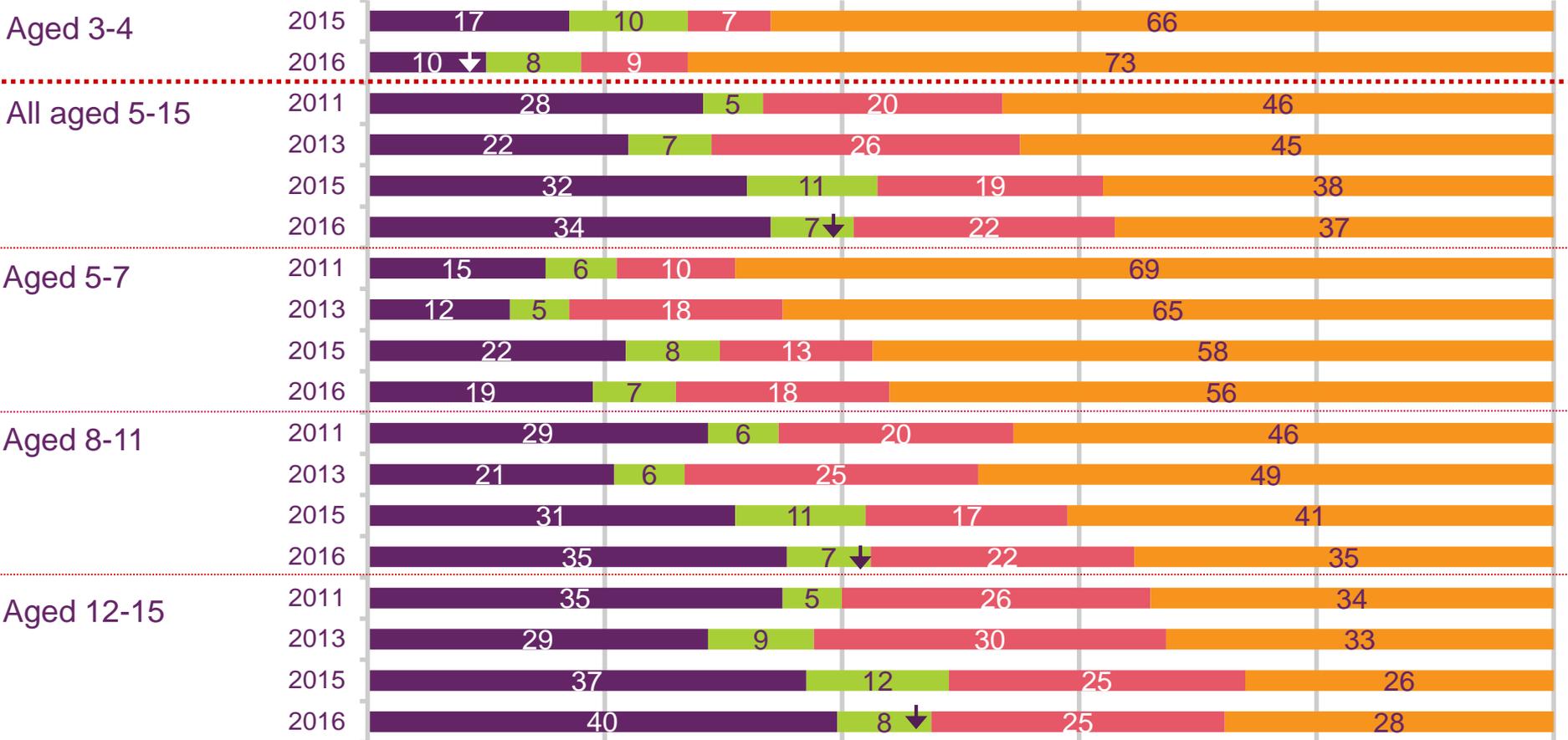


QP51B - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – How much time they spend online  
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 102: Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online at home (2011, 2013), at home or elsewhere (2015, 2016), by age



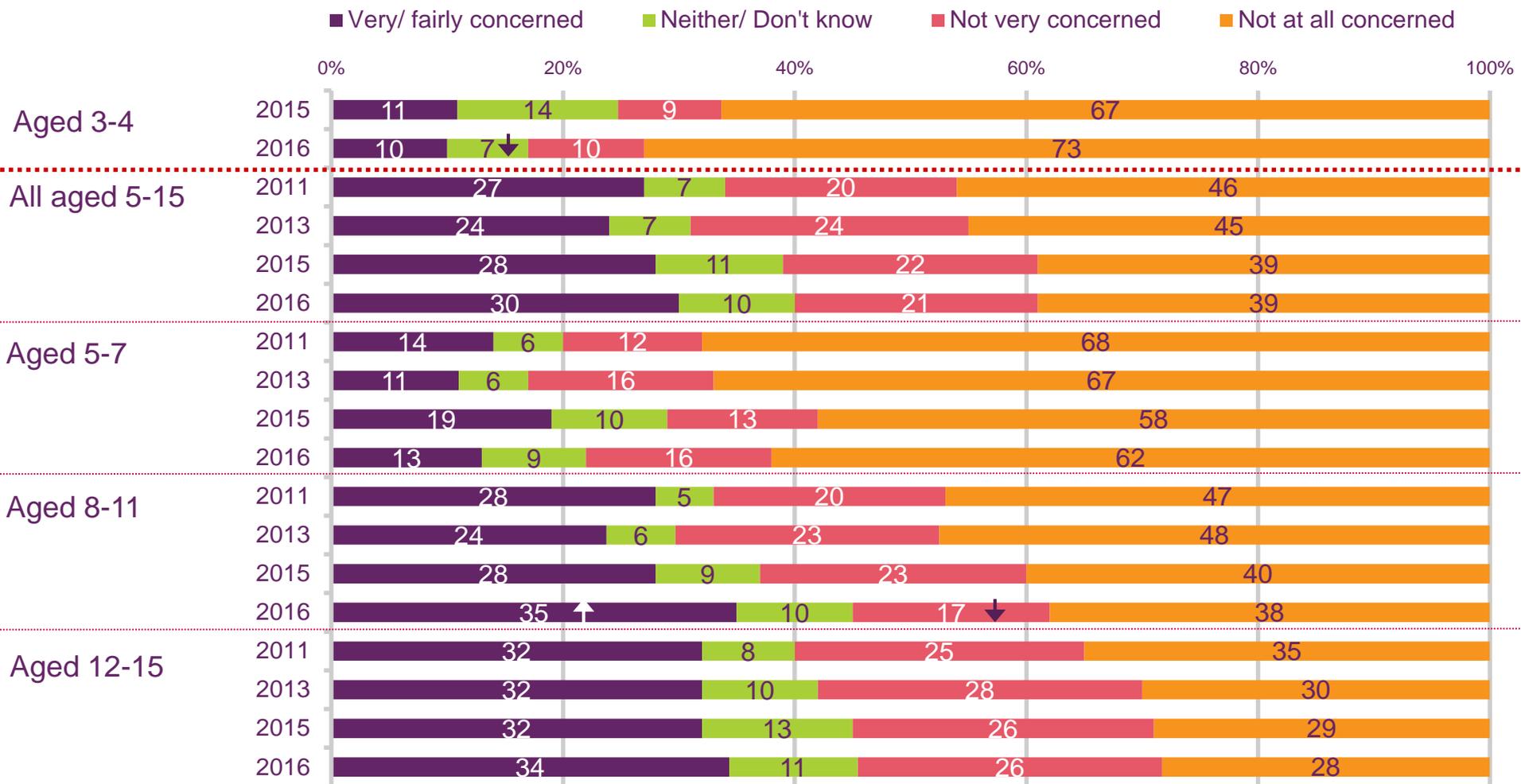
■ Very/ fairly concerned    
 ■ Neither/ Don't know    
 ■ Not very concerned    
 ■ Not at all concerned



QP51D – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (prompted responses, single coded)

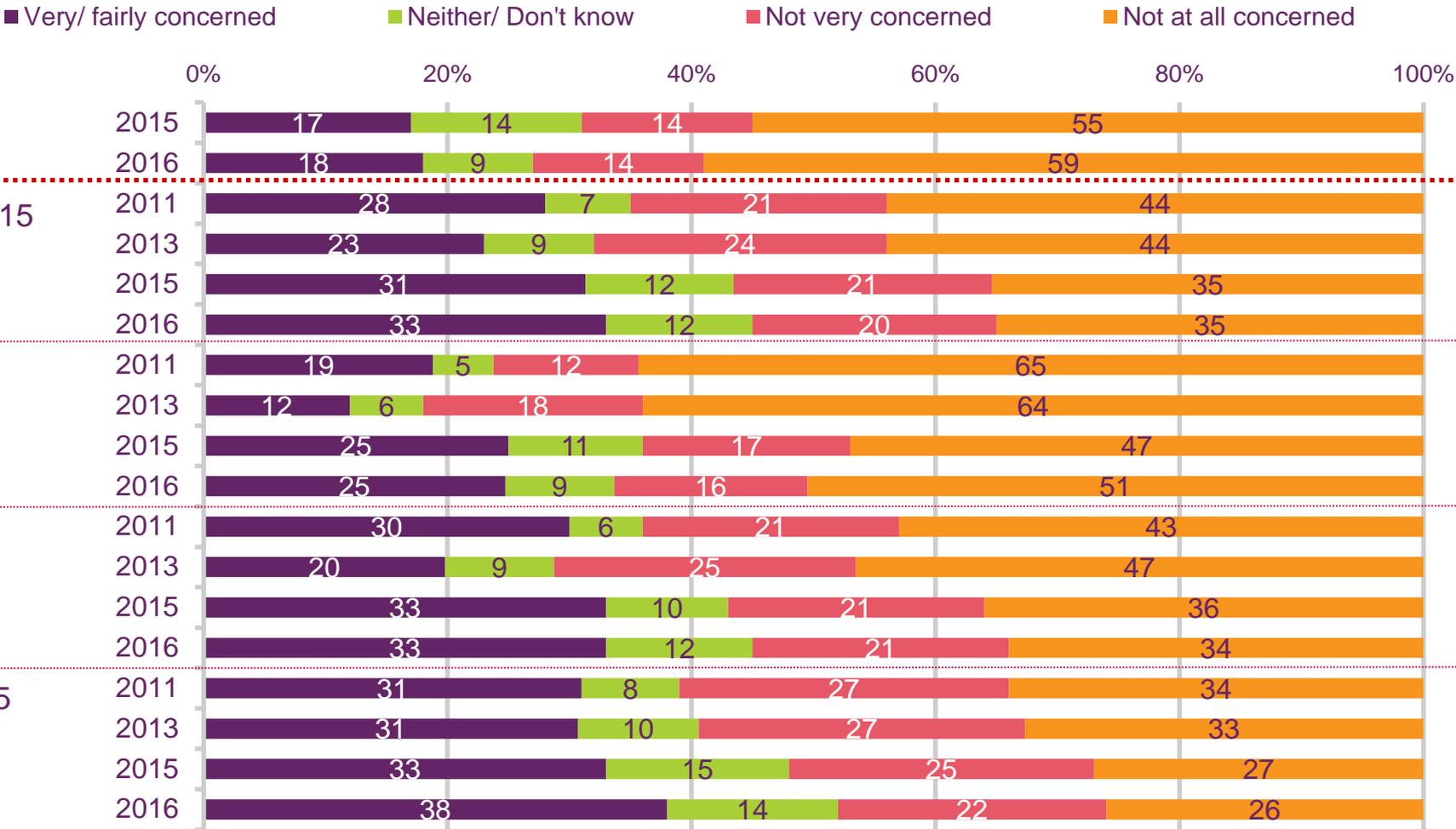
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 103: Parents' concerns about online bullying among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



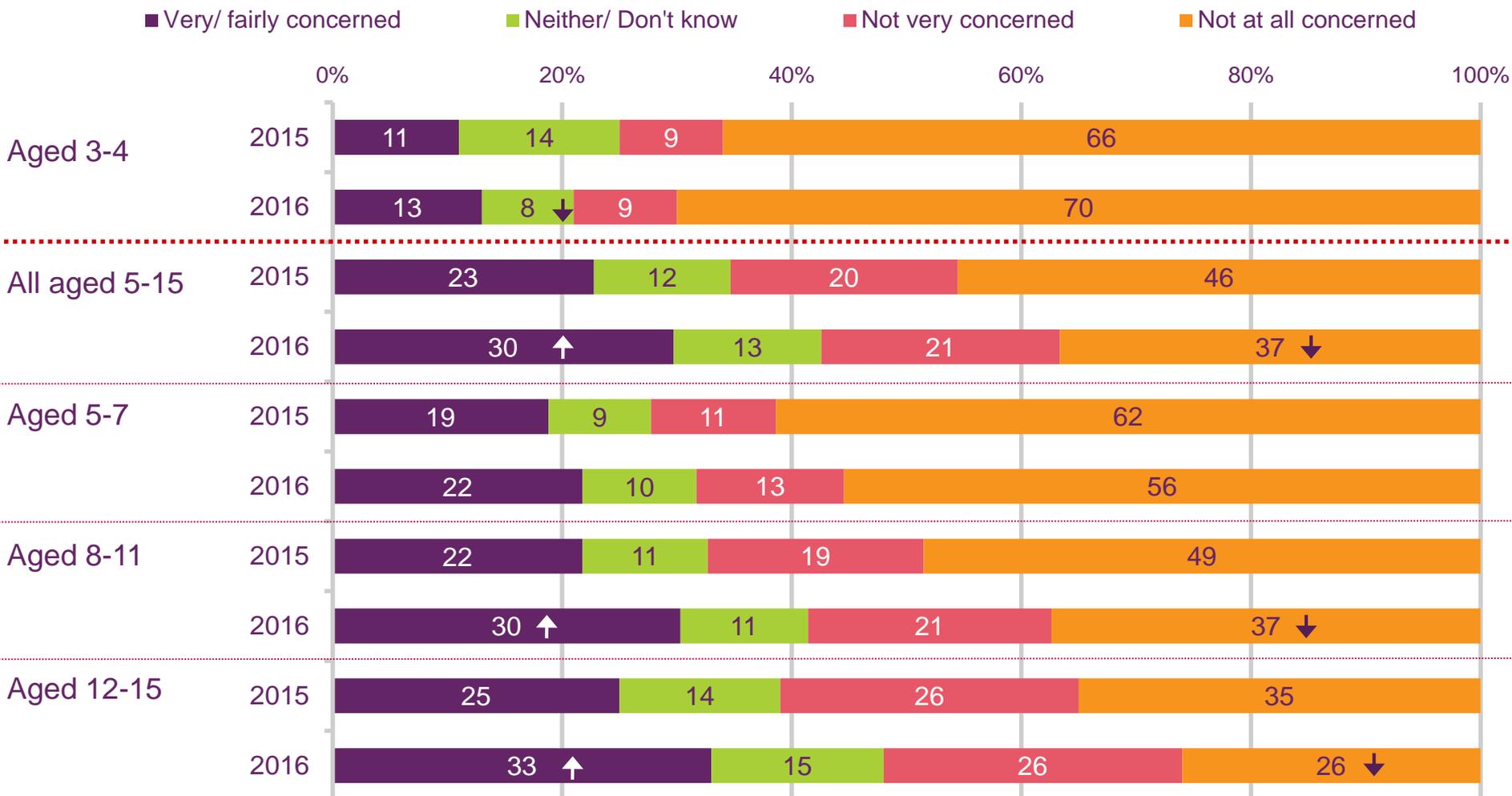
QP51E- Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them being bullied online (prompted responses, single coded)  
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 104: Parents' concerns about their child downloading viruses, among those whose child goes online at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP51C - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (prompted responses, single coded)\* Wording amended to include apps in 2015  
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

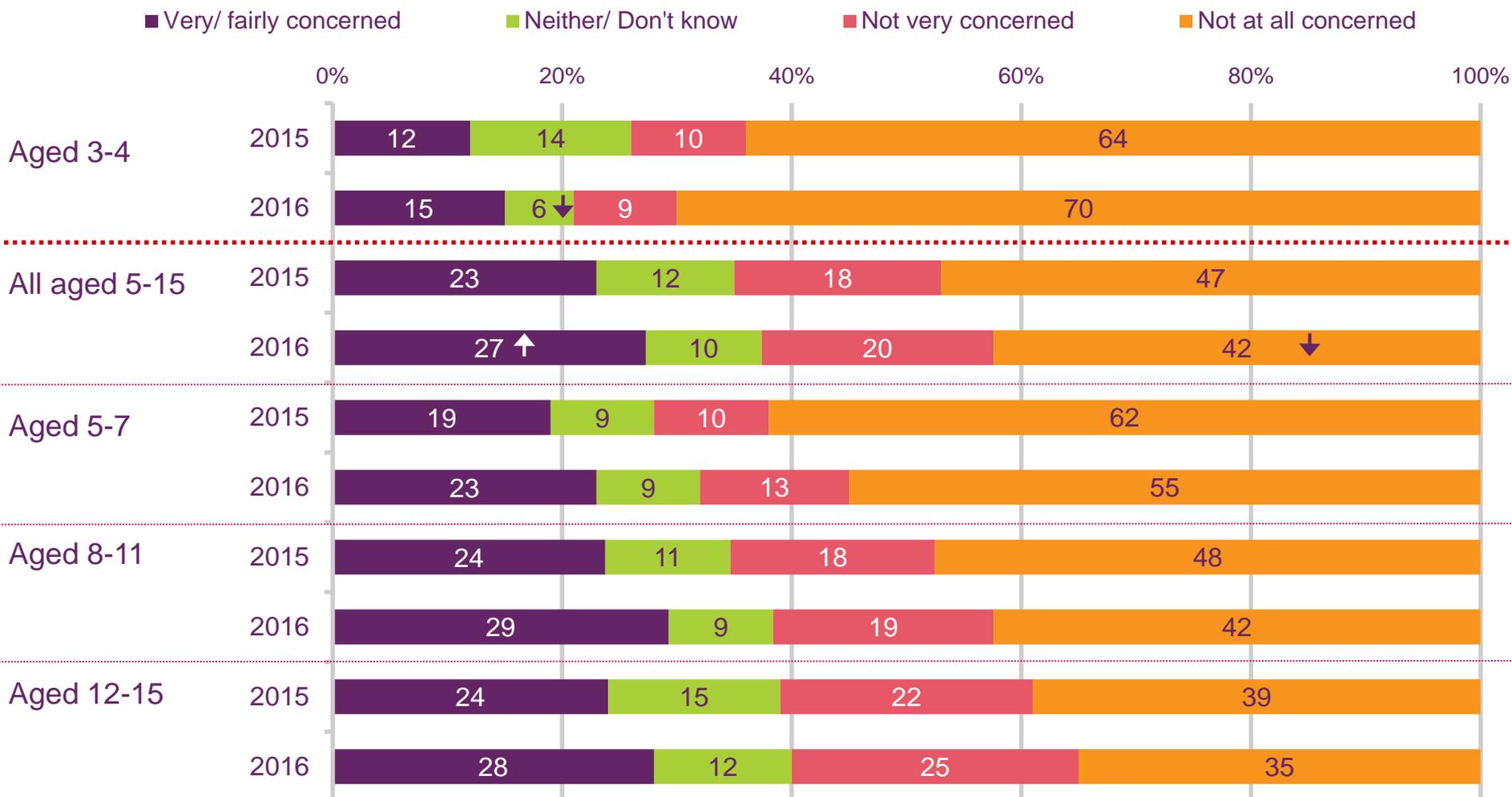
# Figure 105: Parents' concerns about their child damaging their reputation, by age: 2015, 2016



QP51F - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Damaging their reputation either now or in the future

Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

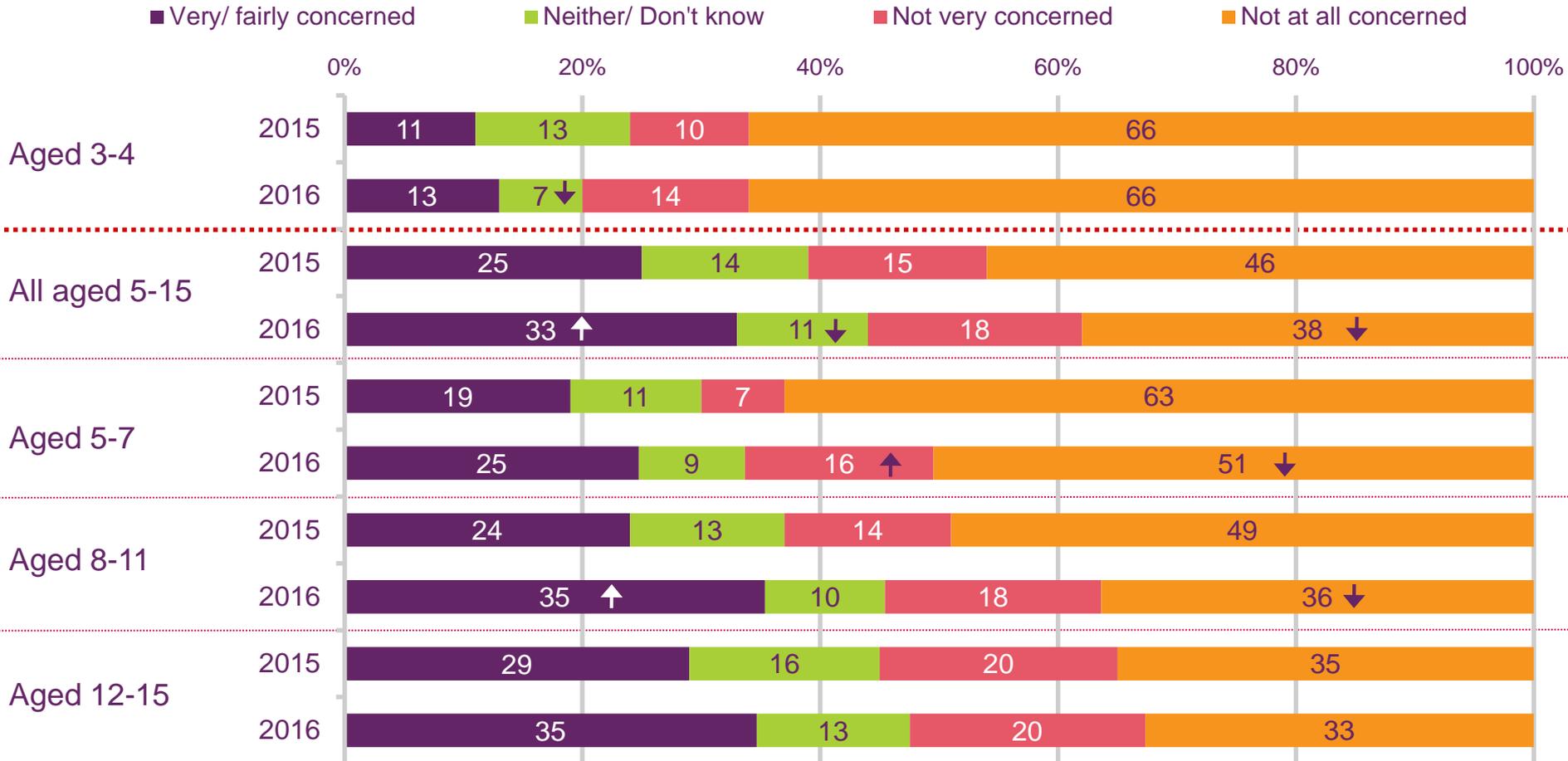
Figure 106: Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2015, 2016



QP51G - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Seeing content which encourages them to hurt or harm themselves

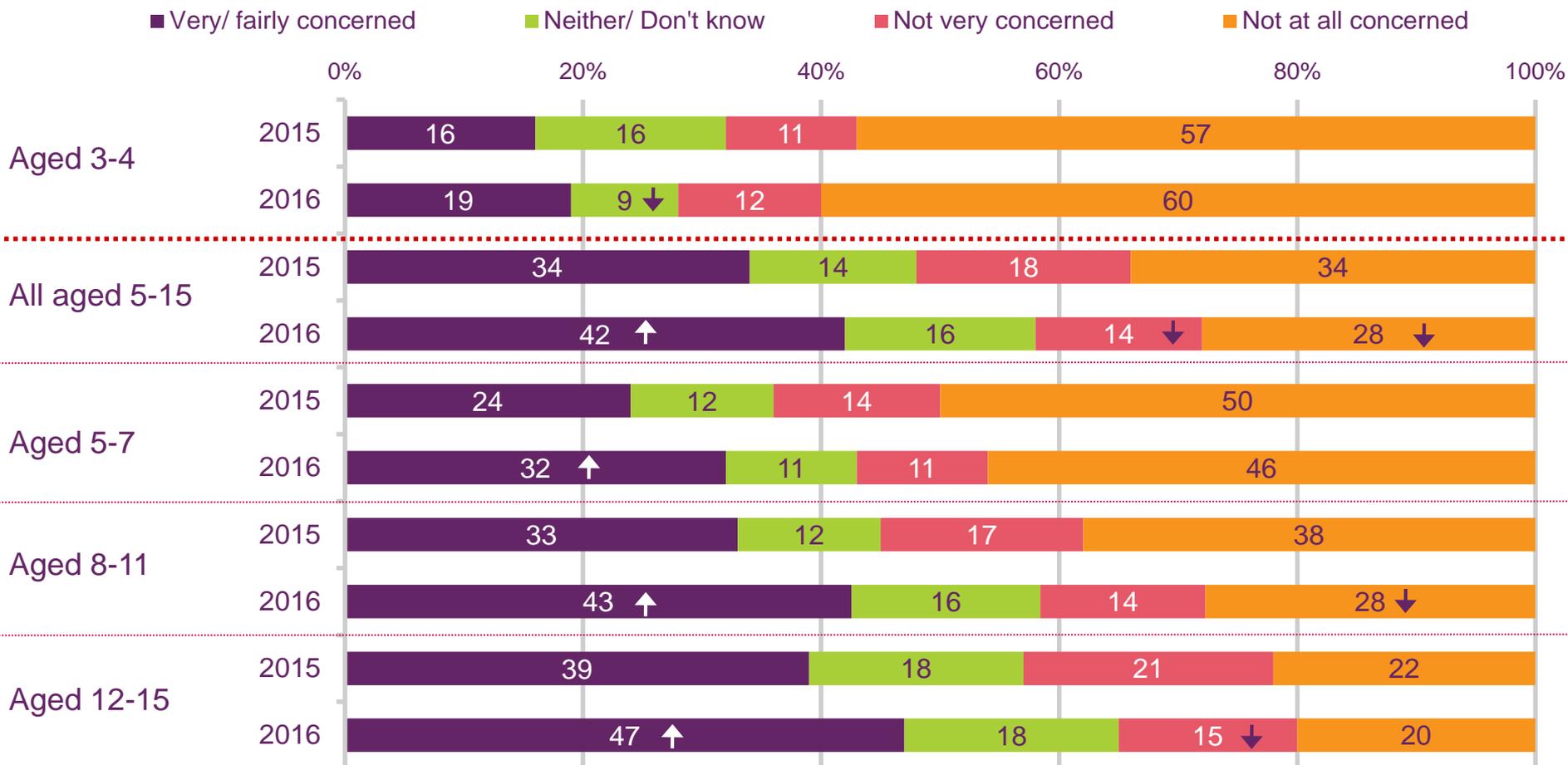
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 107: Parents' concerns about their child being under pressure to spend money online, by age: 2015, 2016



QP51H - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The pressure on them to spend money online  
 Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 108: Parents' concerns about companies collecting information about what their child is doing online, by age: 2015, 2016



QP51I - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.)

Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

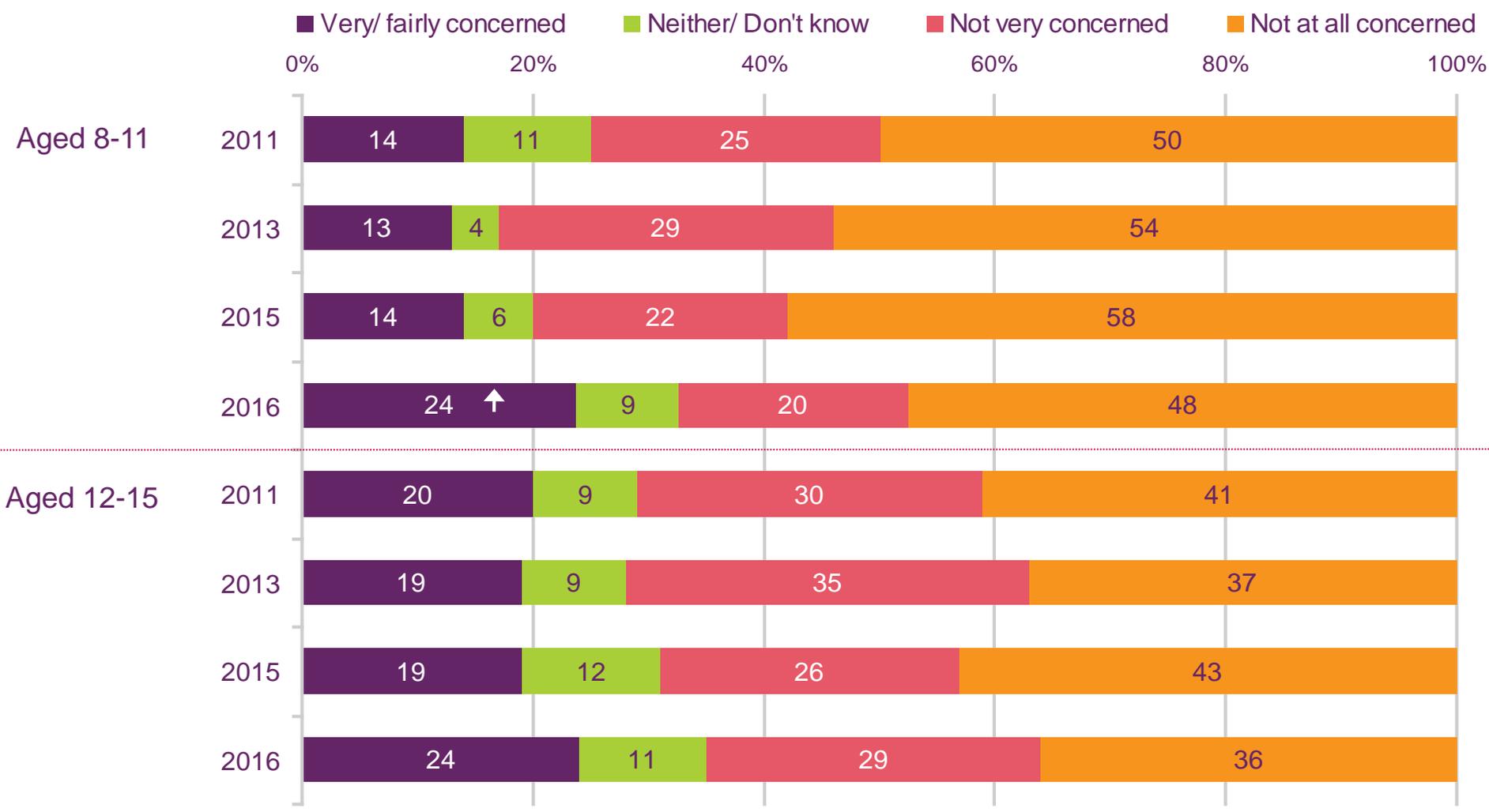
Figure 109: Parents' concerns about the possibility of their child being radicalised online: 2016



QP51J - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The possibility of my child being radicalised e.g. influenced by extreme views online whether political, social or religious.

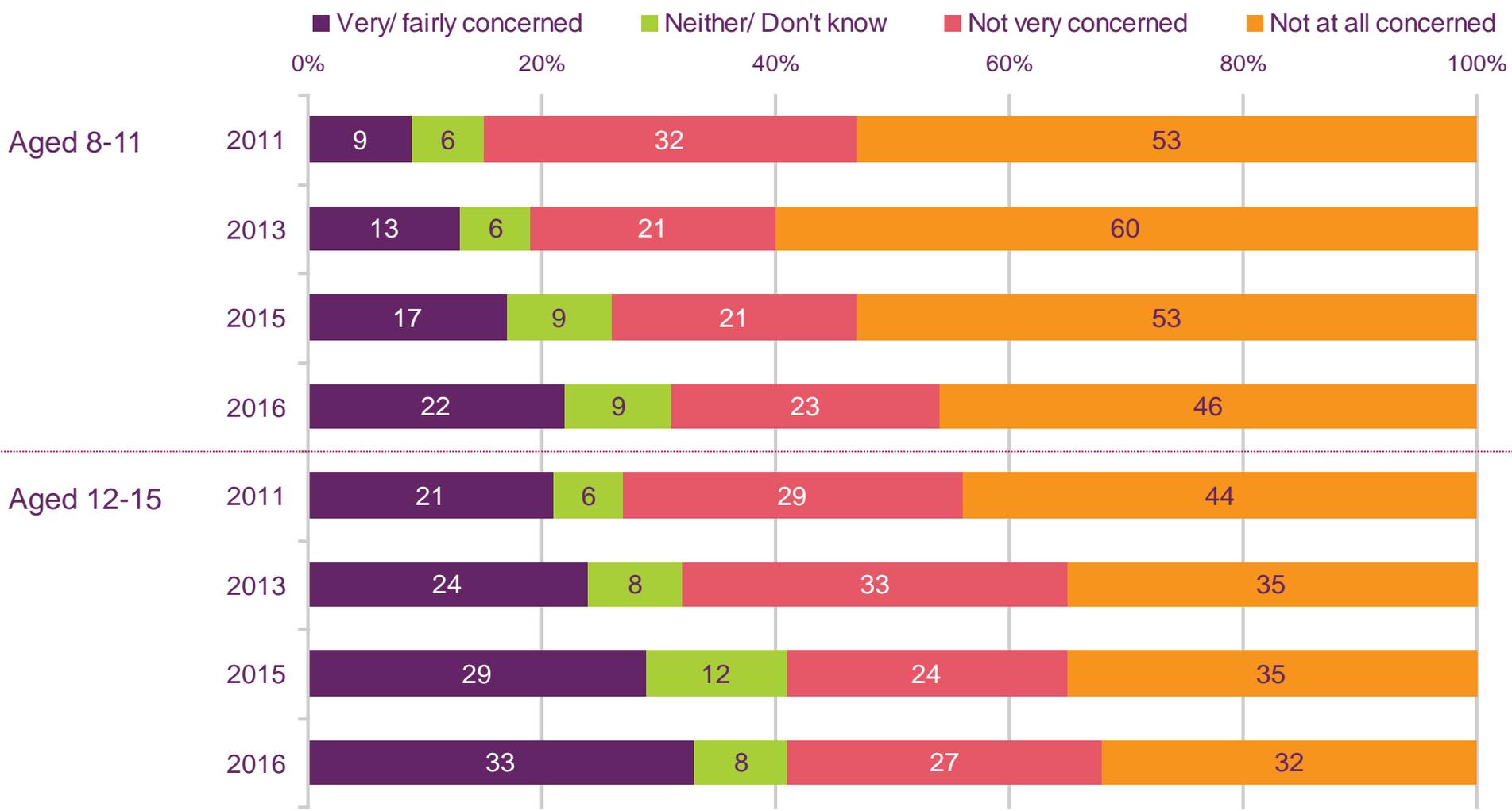
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 110: Parents' concerns about whom their child is in contact with via their mobile, by age: 2011, 2013, 2015 and 2016



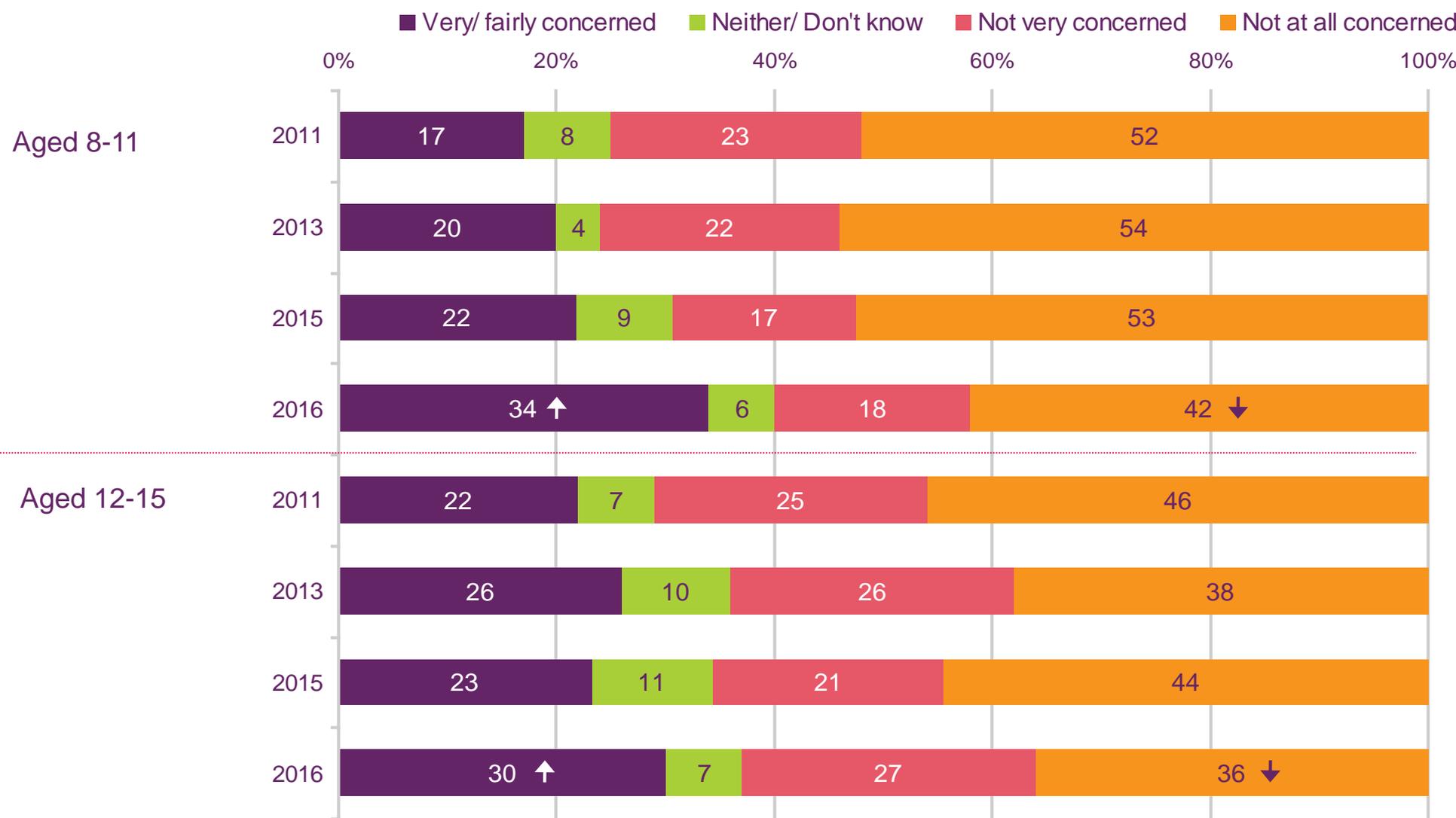
QP60B – Please tell me the extent to which you are concerned about these aspects of your child’s mobile phone use - Who they are in contact with using their mobile phone ? (prompted responses, single coded)  
 Base: Parents of children whose child has their own mobile phone (191 aged 8-11 , 401 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 111: Parents' concerns about how much time their child spends using the phone, by age: 2011, 2013, 2015 and 2016



QP60A – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use – How much time they spend using the phone? (prompted responses, single coded)  
 Base: Parents of children whose child has their own mobile phone (191 aged 8-11 , 401 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 112: Parents' concerns about their child being bullied via calls/ texts/ emails to the child's mobile phone by age: 2011, 2013, 2015 and 2016

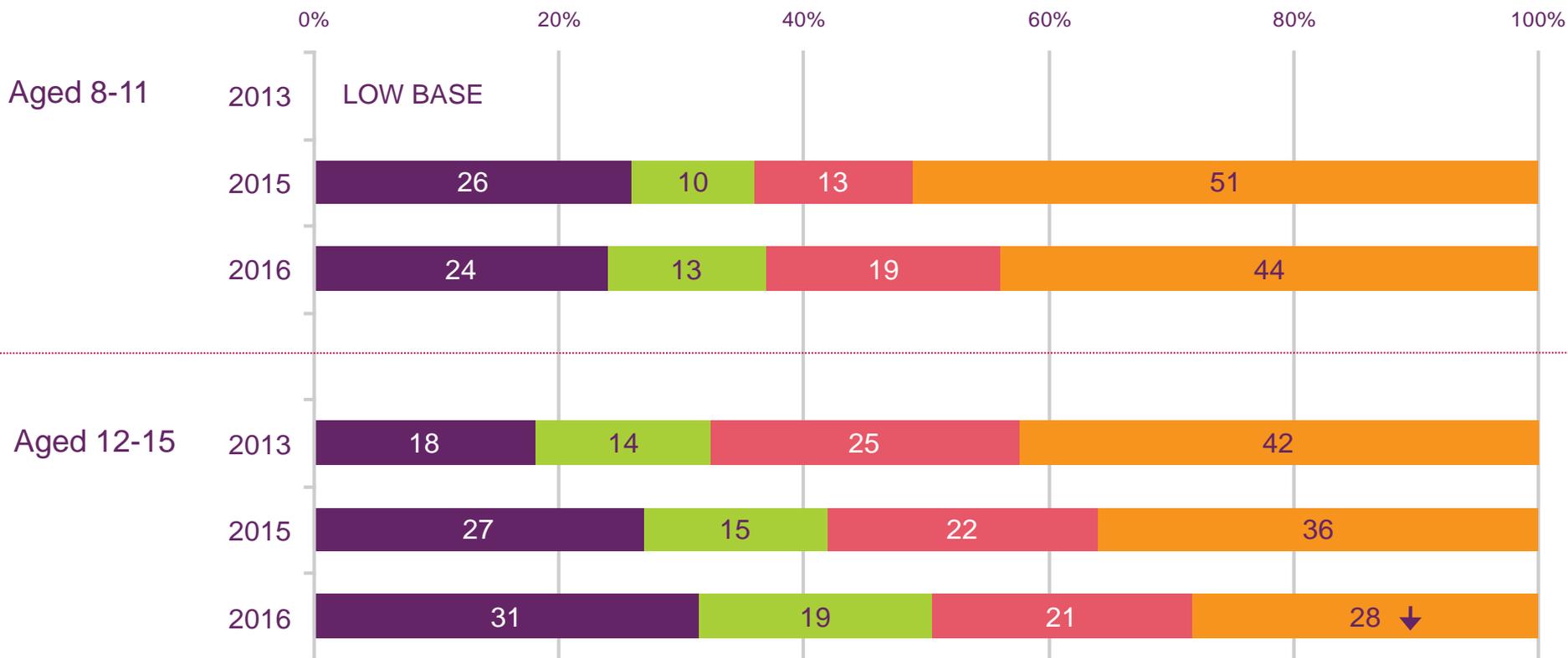


QP60D – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/- Being bullied via calls/ texts/ emails/ messages to their mobile phone (prompted responses, single coded)  
 Base: Parents of children whose child has their own mobile phone (191 aged 8-11 , 401 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 113: Parents' concerns about their child sharing their location with other people, among smartphone users aged 8-11 and 12-15: 2013, 2015, 2016



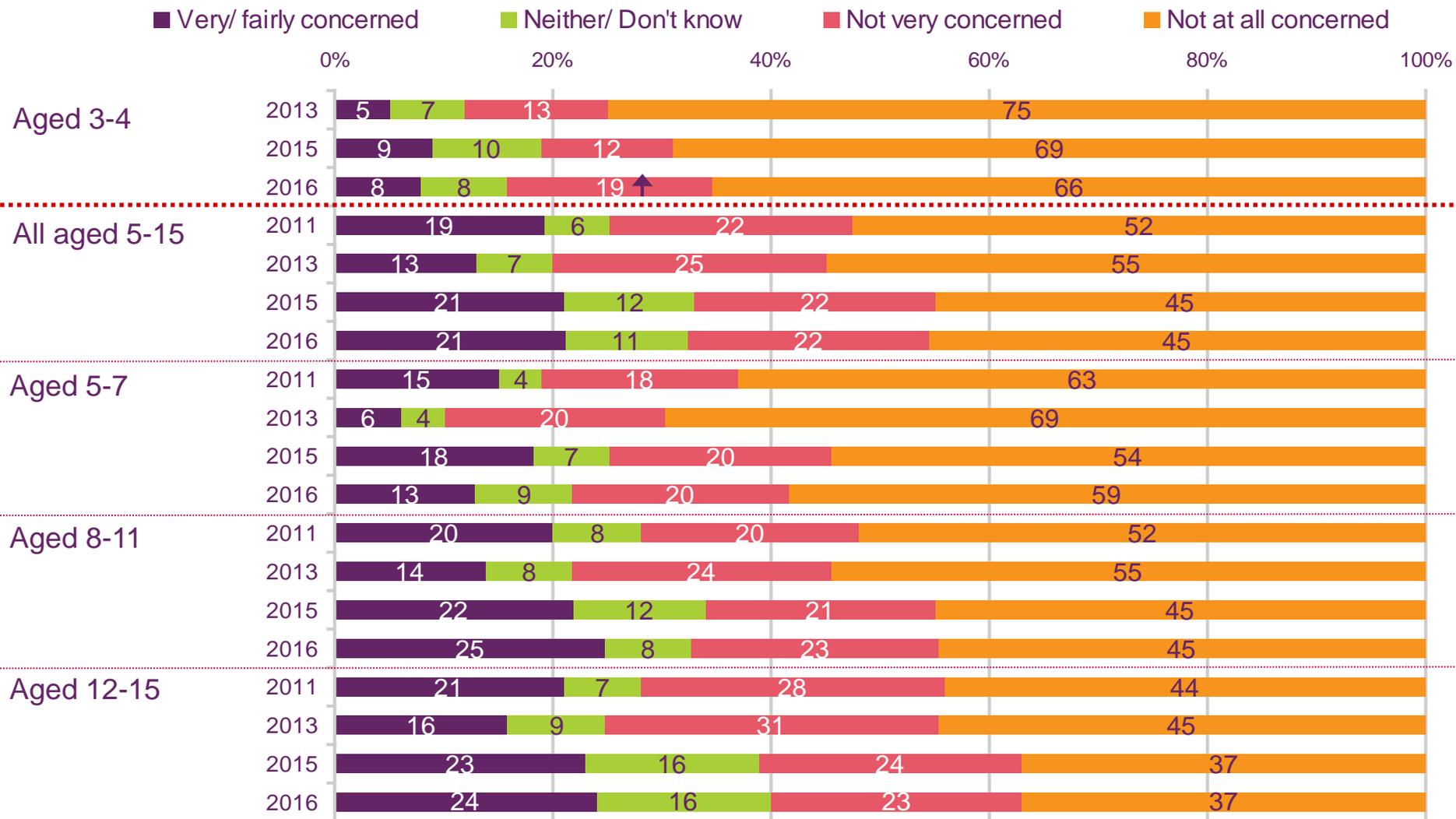
Very/ fairly concerned    Neither/ Don't know    Not very concerned    Not at all concerned



QP60C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts (prompted responses, single coded)

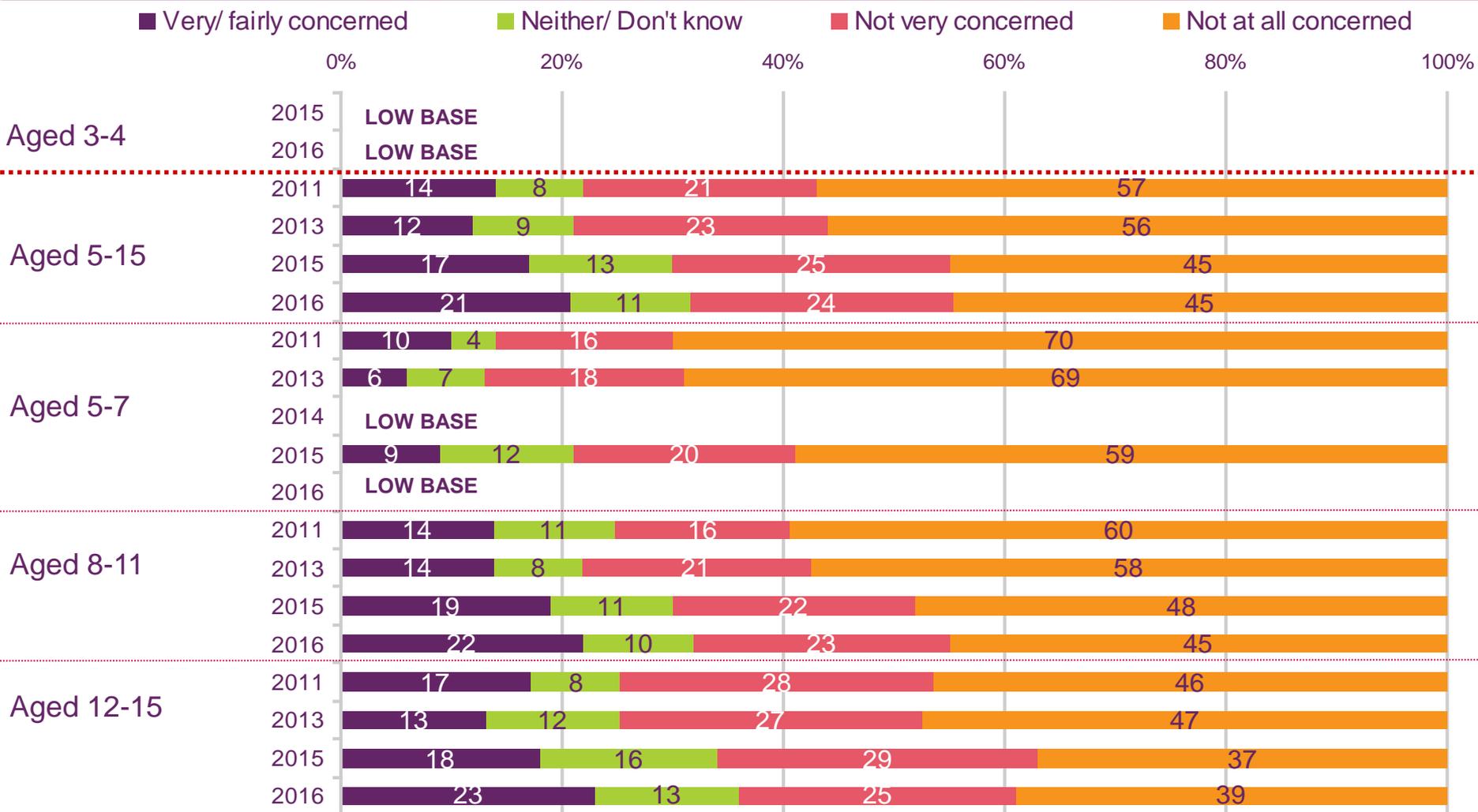
Base: Parents of children whose child has their own smartphone (141 aged 8-11, 371 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

Figure 114: Parents' concerns about gaming content among those whose child plays games at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP74A – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- The content of the games they are playing (prompted responses, single coded)  
 Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 115: Parents concerns about whom their child is gaming with through the games player, among those whose child plays games online at home (2011, 2013) at home or elsewhere (2015, 2016), by age

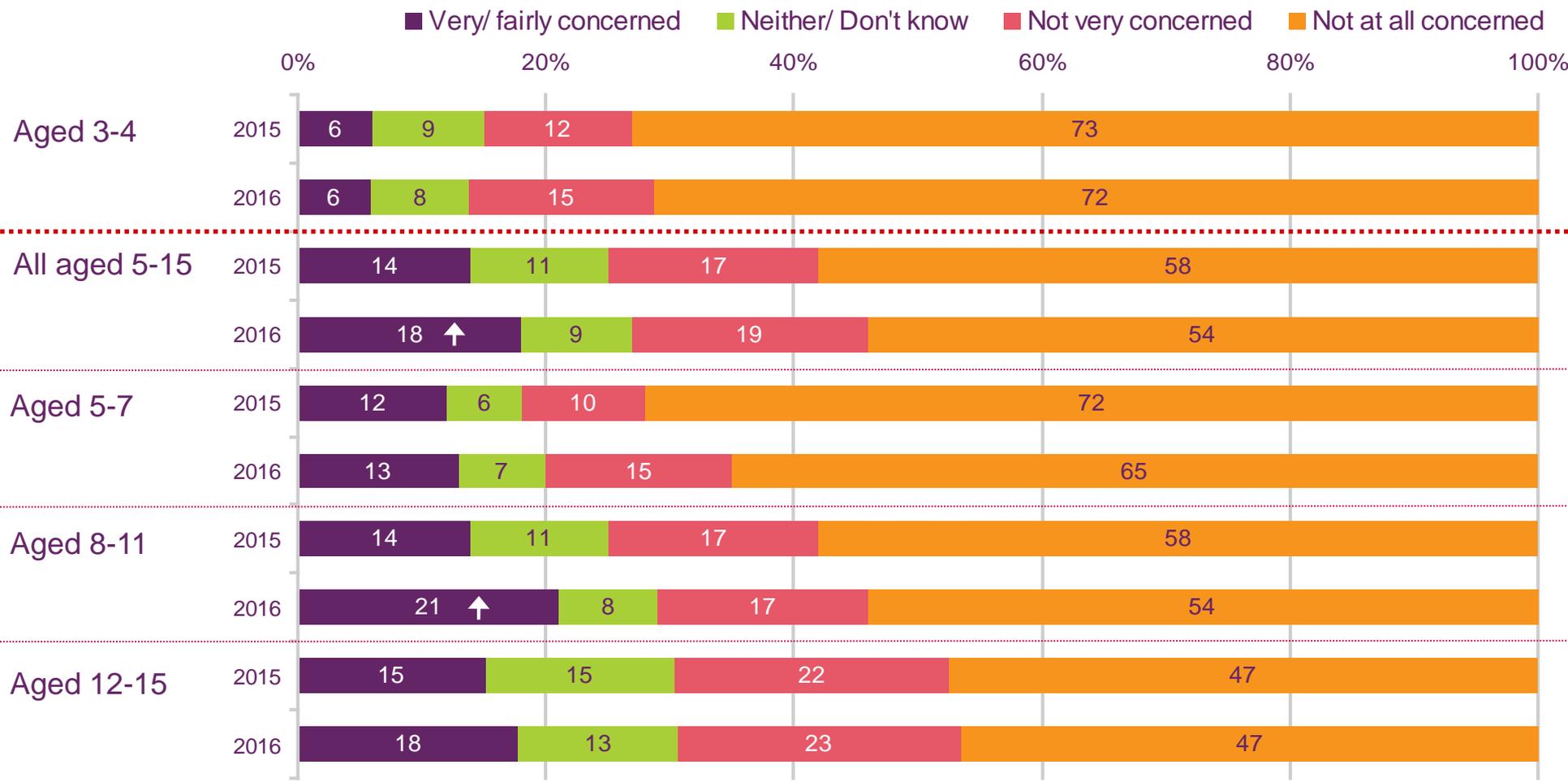


QP74C– Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means – Who they are playing online games with (prompted responses, single coded) \*Since 2014 this question was only asked of those parents who said their child played games online, in earlier years parents were allowed to state Not Applicable if their child does not play online games.

Base: Parents of children whose child ever plays games online (67 aged 3-4, 595 aged 5-15, 94 aged 5-7, 248 aged 8-11, 253 aged 12-15 in 2016)

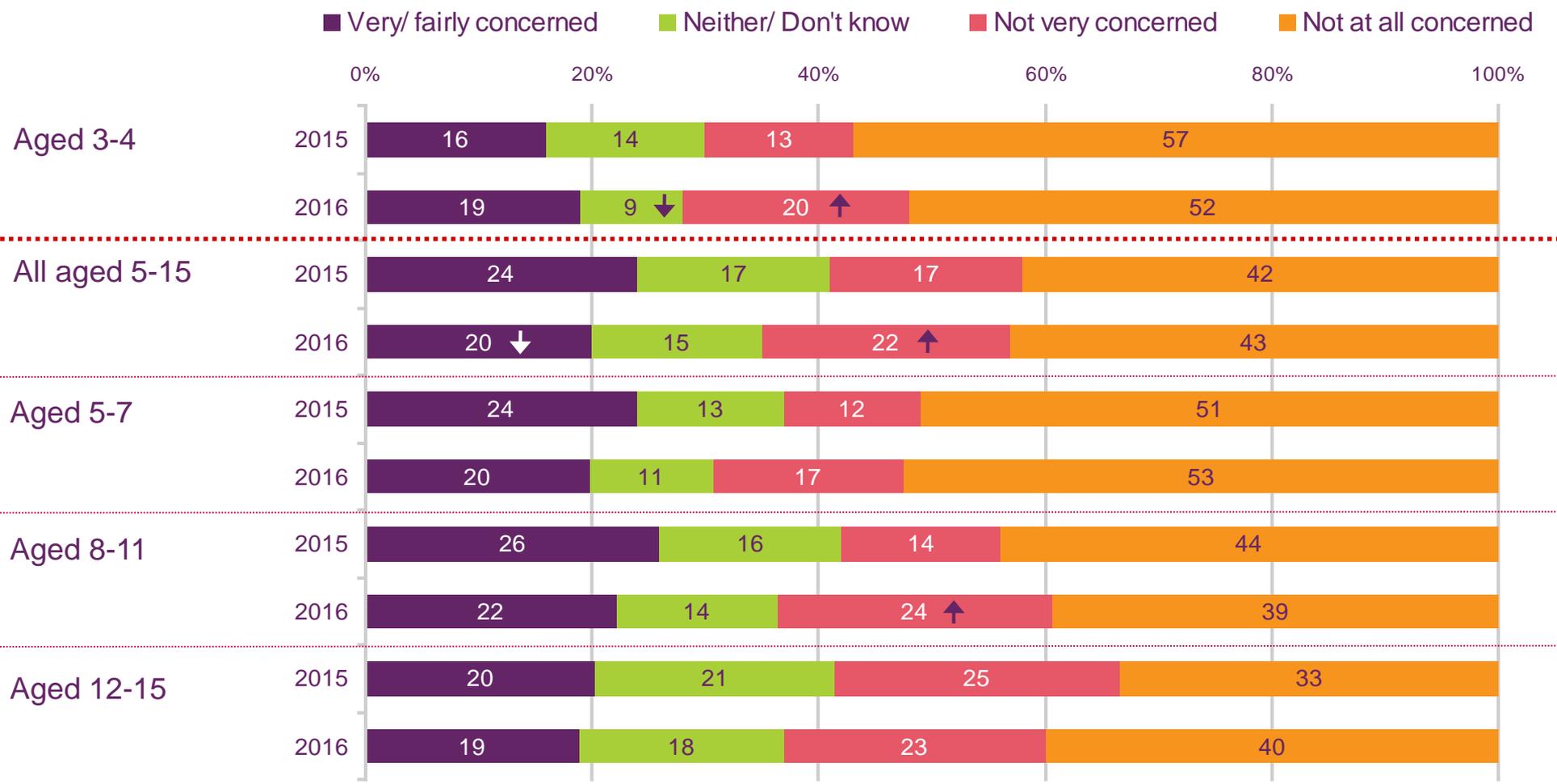
Significance testing shows any difference between 2015 and 2016.

# Figure 116: Parents' concerns about the possibility of the child being bullied by other players: 2015, 2016



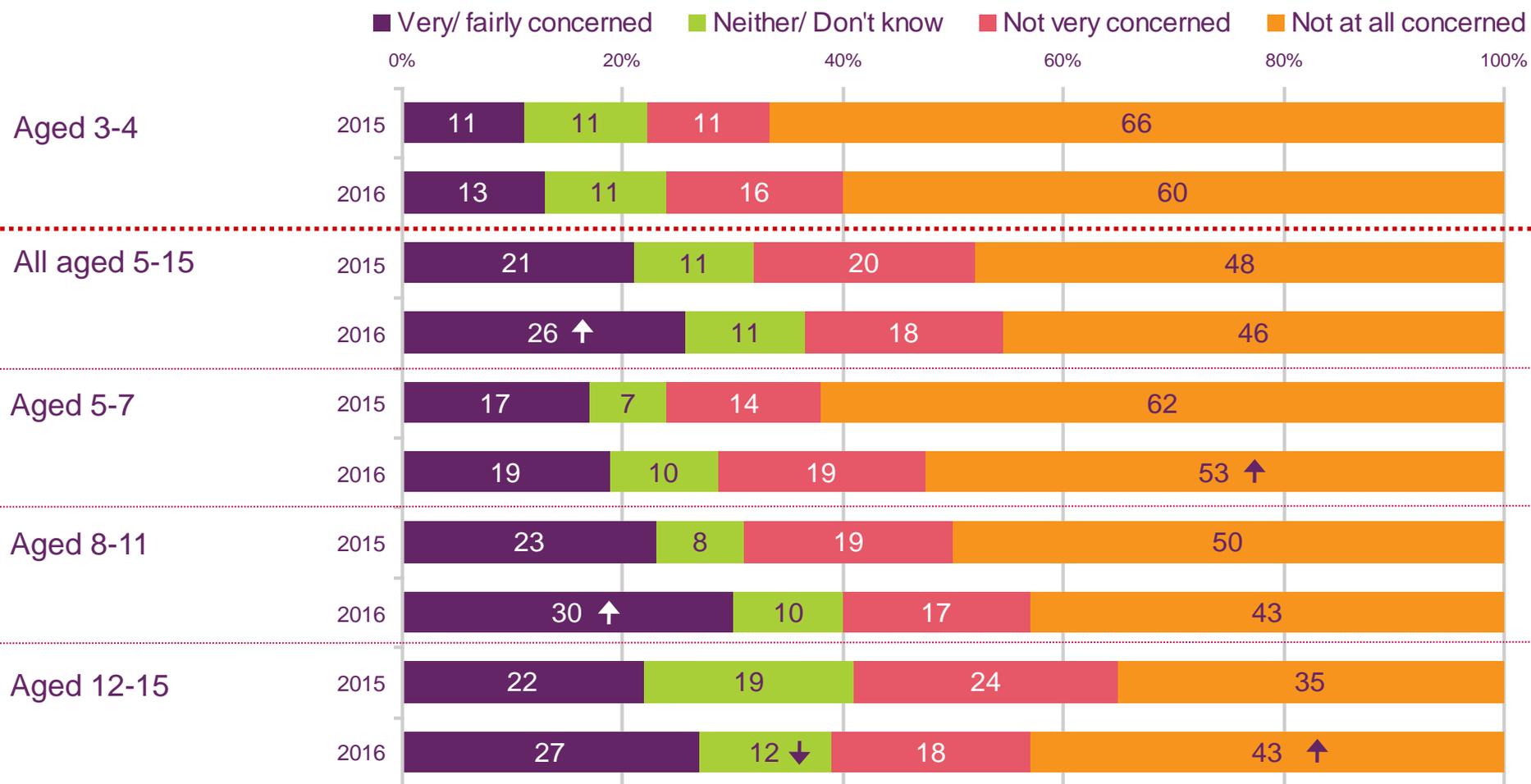
QP74E – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The possibility of them being bullied by other players (prompted responses, single coded)  
 Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

# Figure 117: Parents' concerns about the amount of advertising in games, by age: 2015, 2016



QP74F – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means – The amount of advertising in games (prompted responses, single coded)  
 Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

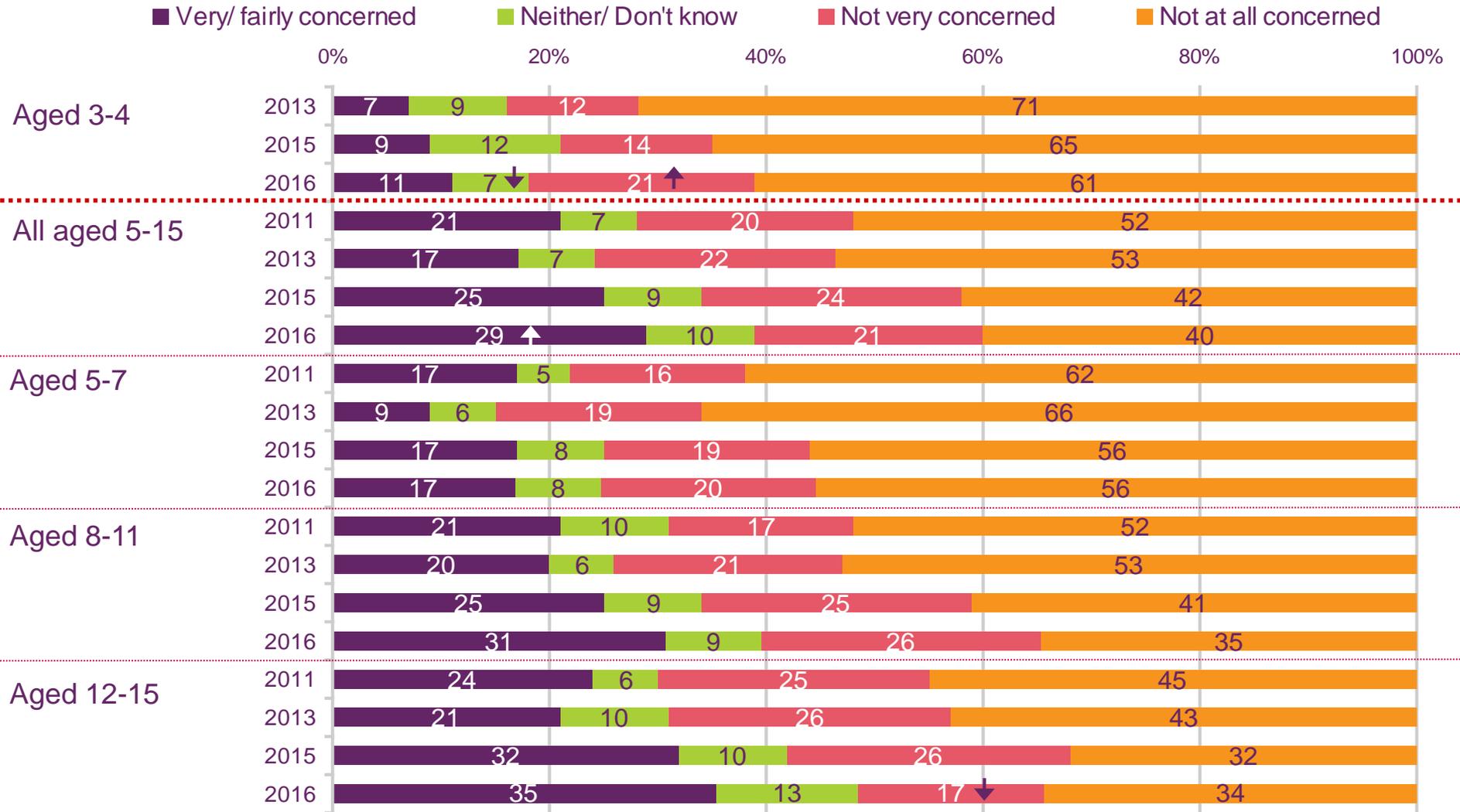
Figure 118: Parents' concerns about the pressure to make in-game purchases, by age: 2015, 2016



QP74D – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The pressure to make in game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (prompted responses, single coded)

Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

Figure 119: Parents' concerns about time spent gaming among those whose child plays games at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP74B – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- How much time they spend playing games (prompted responses, single coded)  
 Base: Parents whose child ever plays games (296 aged 3-4, 1067 aged 5-15, 283 aged 5-7, 416 aged 8-11, 368 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.