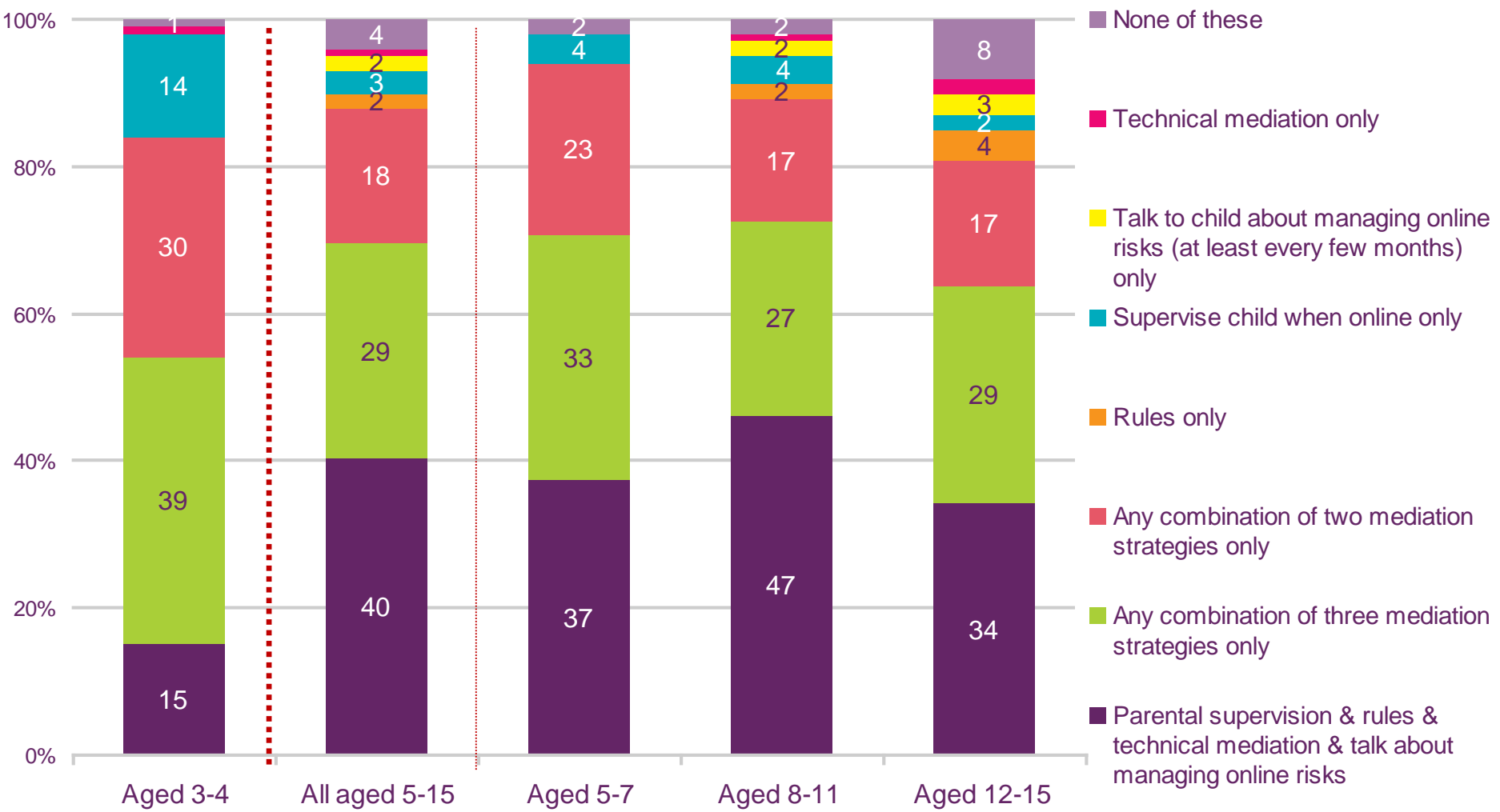


Children's Media Use and Attitudes Report 2016

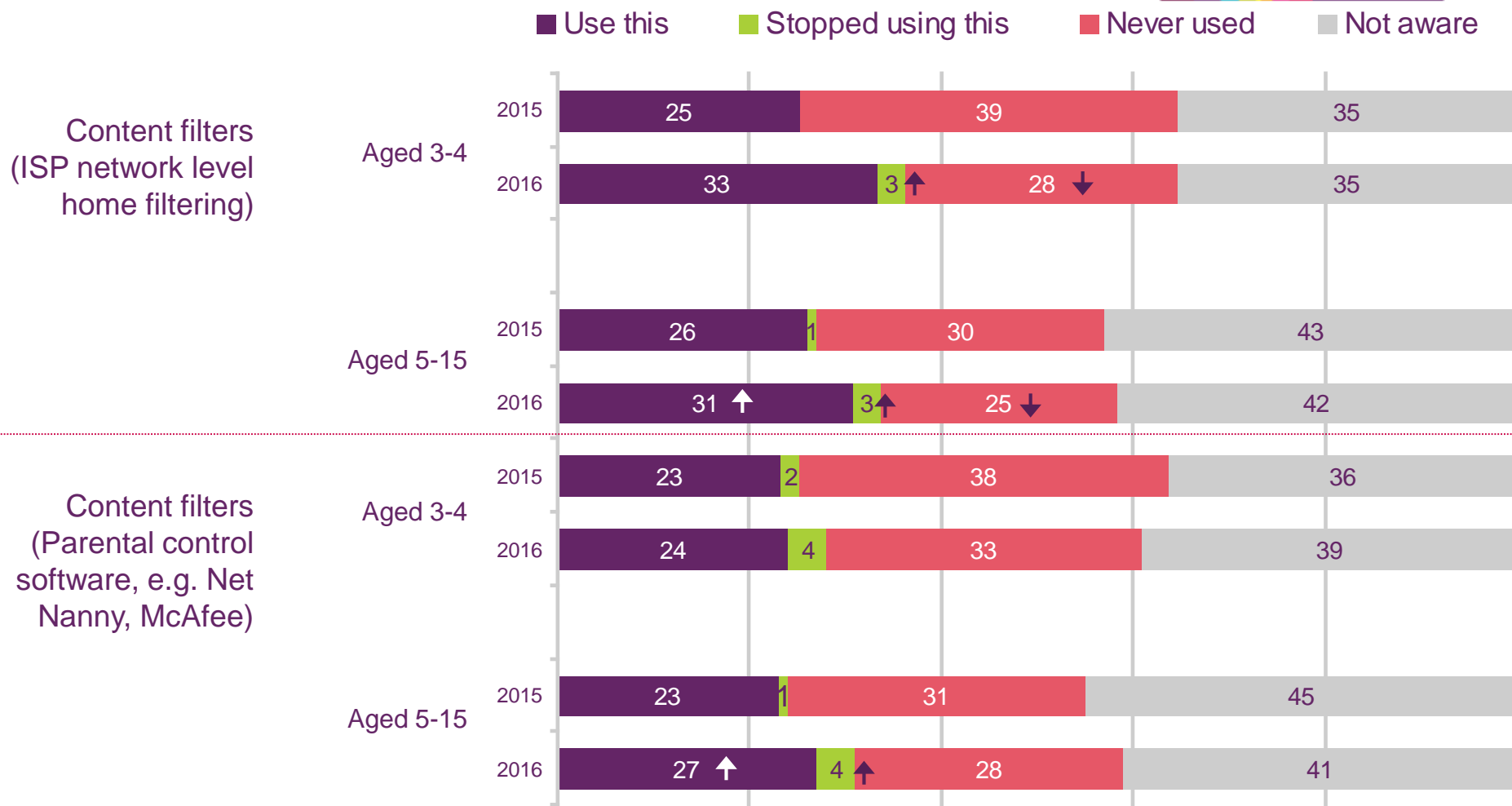
Section 10 – Parental mediation

Figure 120: Combinations of online mediation strategies used by parents of 5-15s whose child goes online at home or elsewhere: 2016



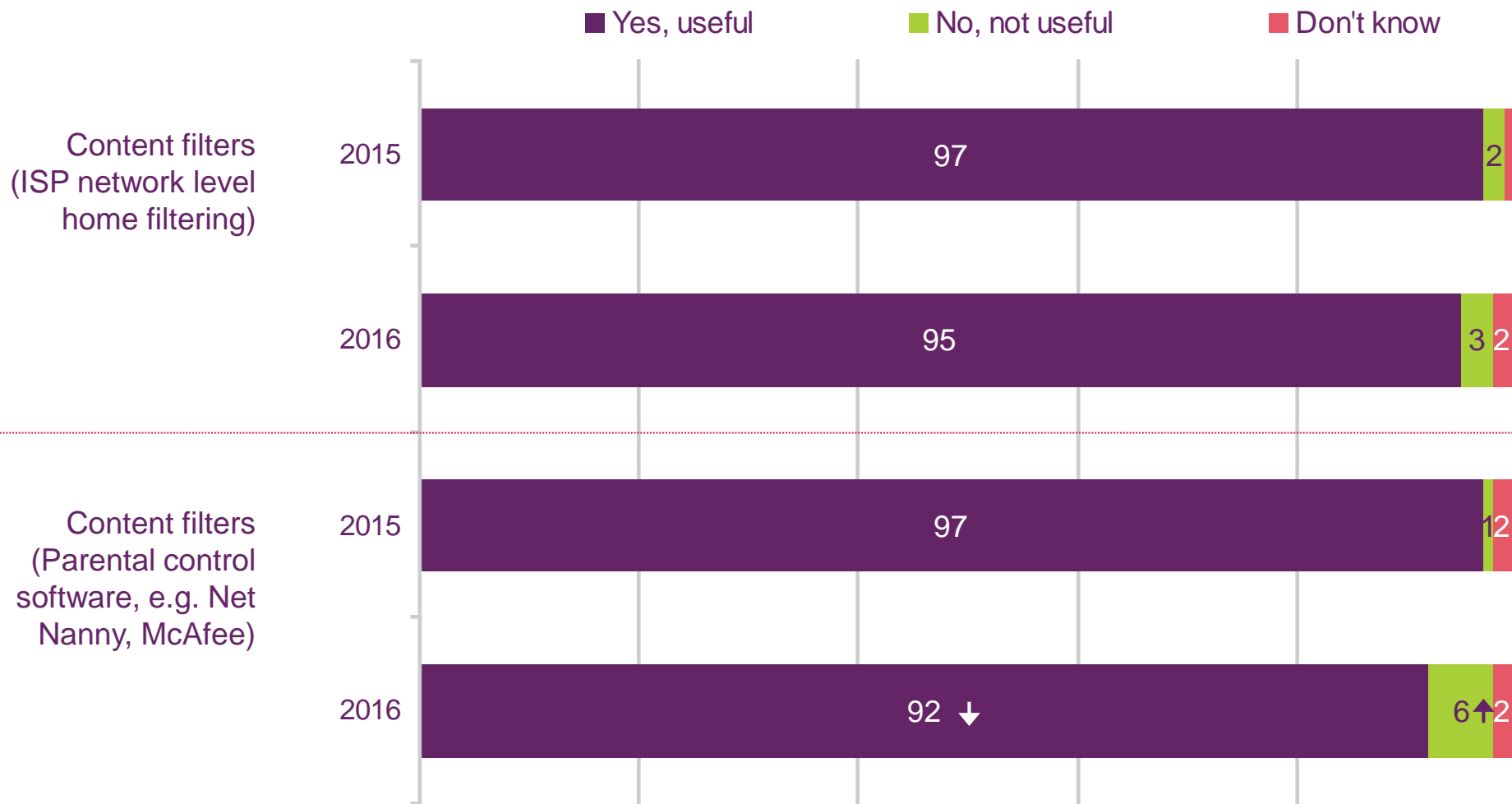
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15).

Figure 121: Parents of 3-4s and 5-15s who have home broadband and whose child goes online, use and awareness of content filters: 2015, 2016



QP31A-B Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP32A-B Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)/ QP33A-B Have you stopped using any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded). Base: Parents with a fixed broadband connection available to their child at home where the child goes online (248 parents of 3-4s, 1082 parents of 5-15s). Significance testing shows any change between 2015 and 2016.

Figure 122: Parents of 5-15s who use filters - usefulness of technical tools: 2015, 2016

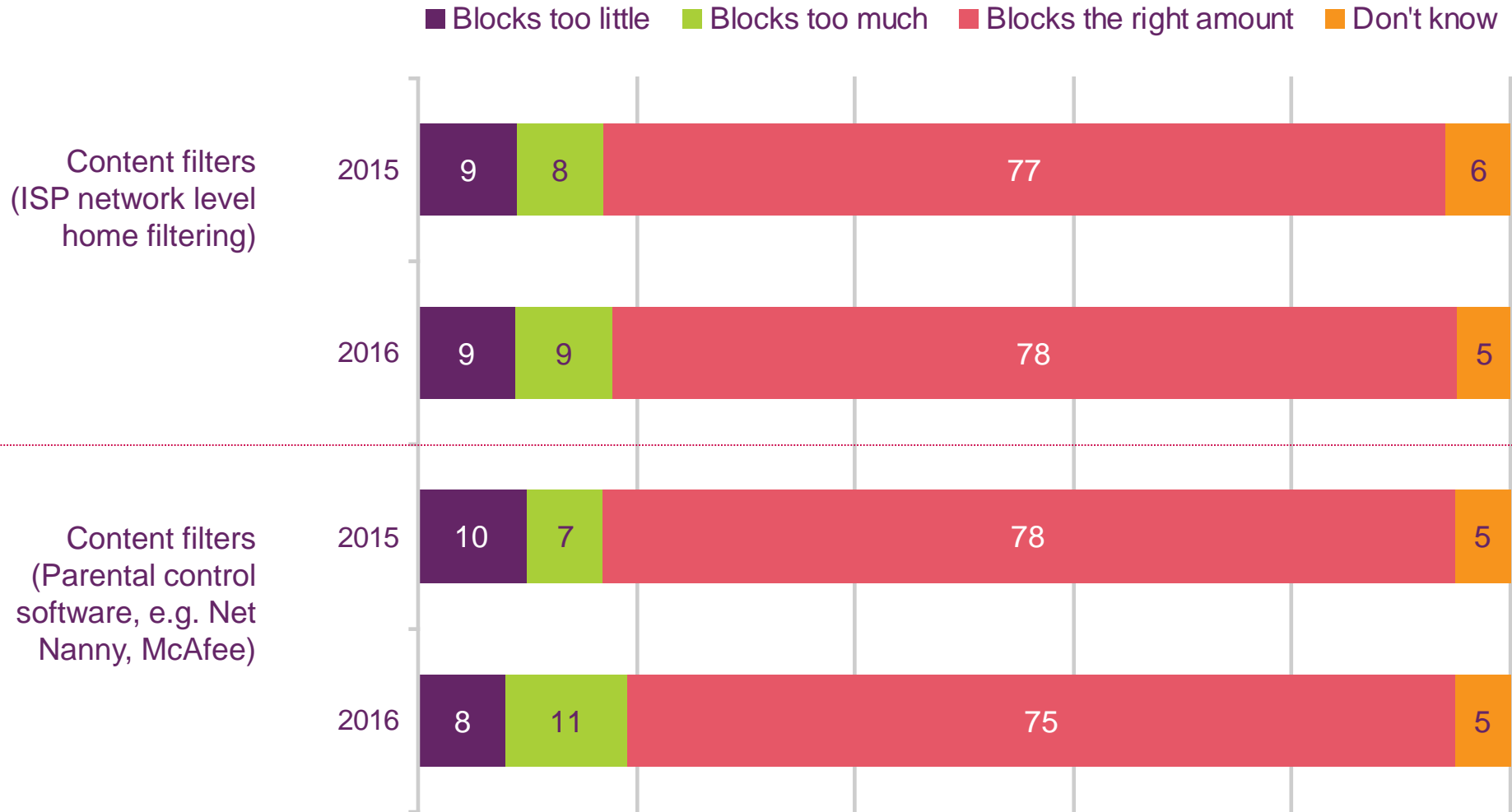


QP34A-B Do you find this tool useful? (unprompted responses, single coded)

Base: Parents of children aged 5-15 with a broadband internet connection at home that the child uses to go online and who use each technical tool or control (Variable base)

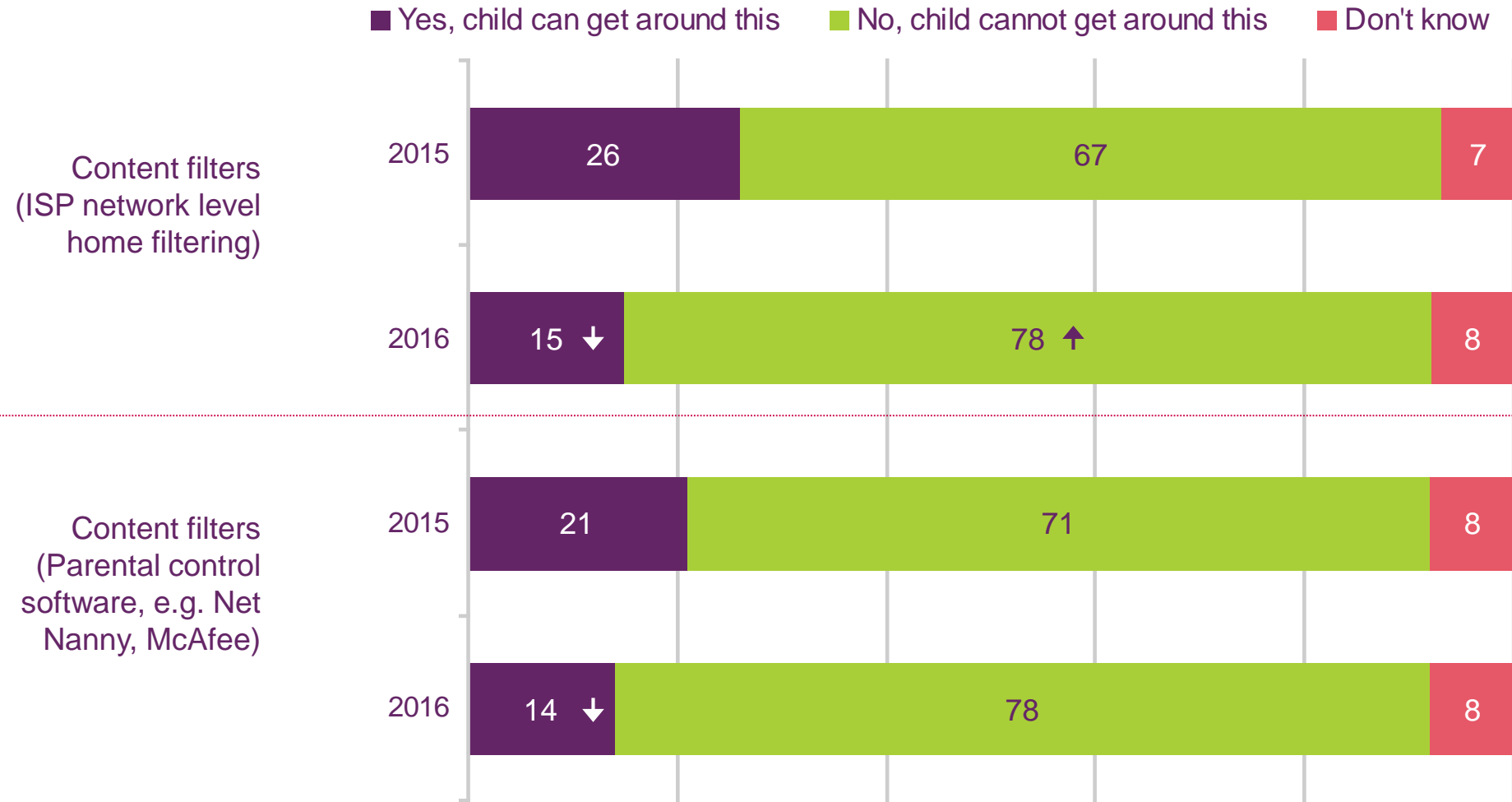
Significance testing shows any change between 2015 and 2016.

Figure 123: Parents of 5-15s who use content filters - perception of technical tools blocking too much/ too little: 2015, 2016



QP35A-B Do you think they block too much content or too little content? (unprompted responses, single coded)
 Base: Parents of children aged 5-15 with a broadband internet connection at home and who use each technical tool or control (Variable base). Significance testing shows any change between 2015 and 2016

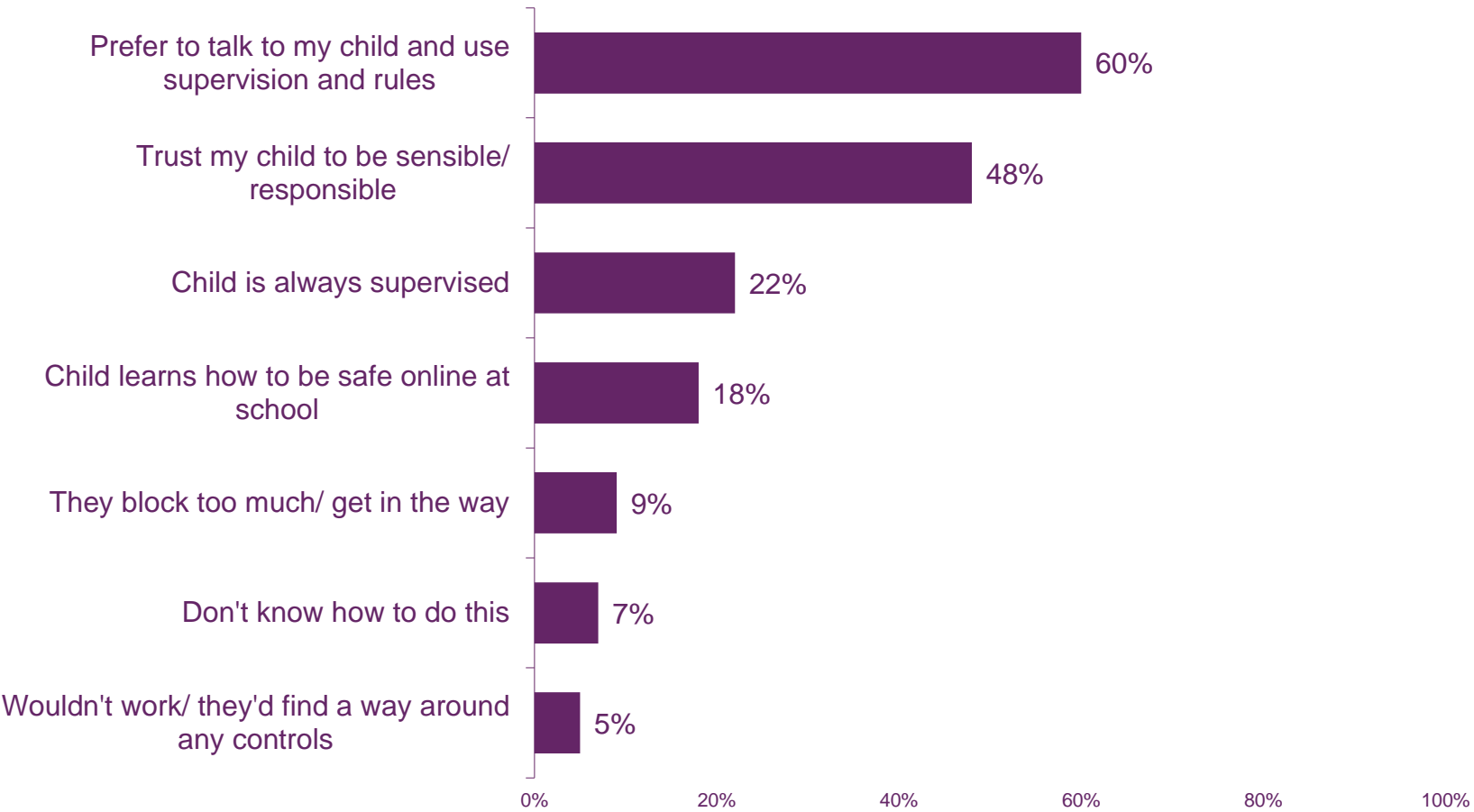
Figure 124: Parents of 5-15s who use content filters – perception of child’s ability to bypass technical tools: 2015, 2016



QP36A-B Do you think your child can get around them? (unprompted responses, single coded)

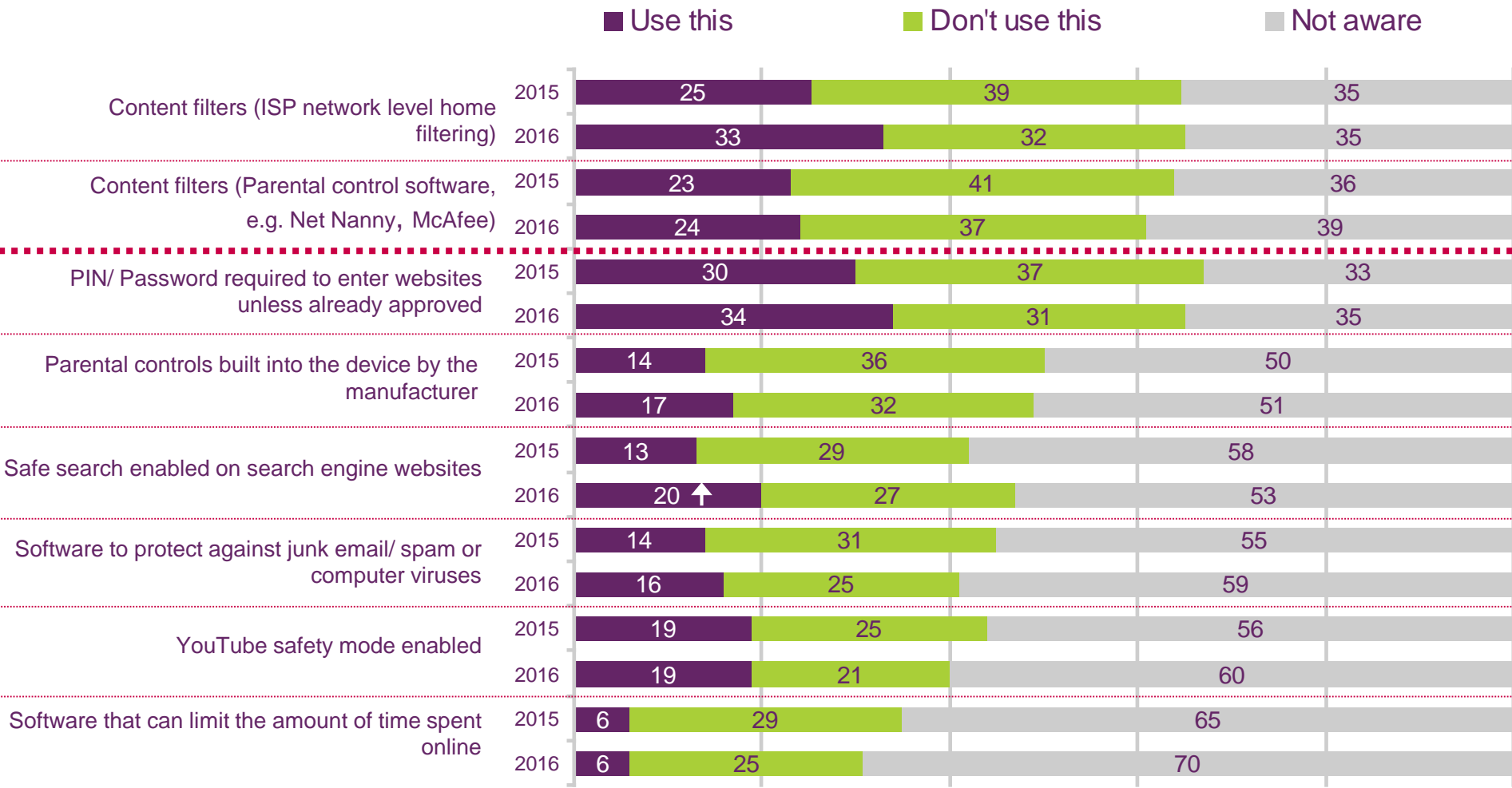
Base: Parents of children aged 5-15 with a broadband connection at home and who use each technical tool or control (Variable base). Significance testing shows any change between 2015 and 2016.

Figure 125: Parents of 5-15s with a home broadband connection that the child uses who do not use any content filter they are aware of – reasons for not using them: 2016



QP42A Here are some reasons that other people have given for not using these particular technical tools or controls do any of these apply (Prompted response, multi-coded)
Base: : Parents of children aged 5-15 with a broadband internet connection at home that the child uses to go who do not use any content filters they are aware of (345 aged 5-15).

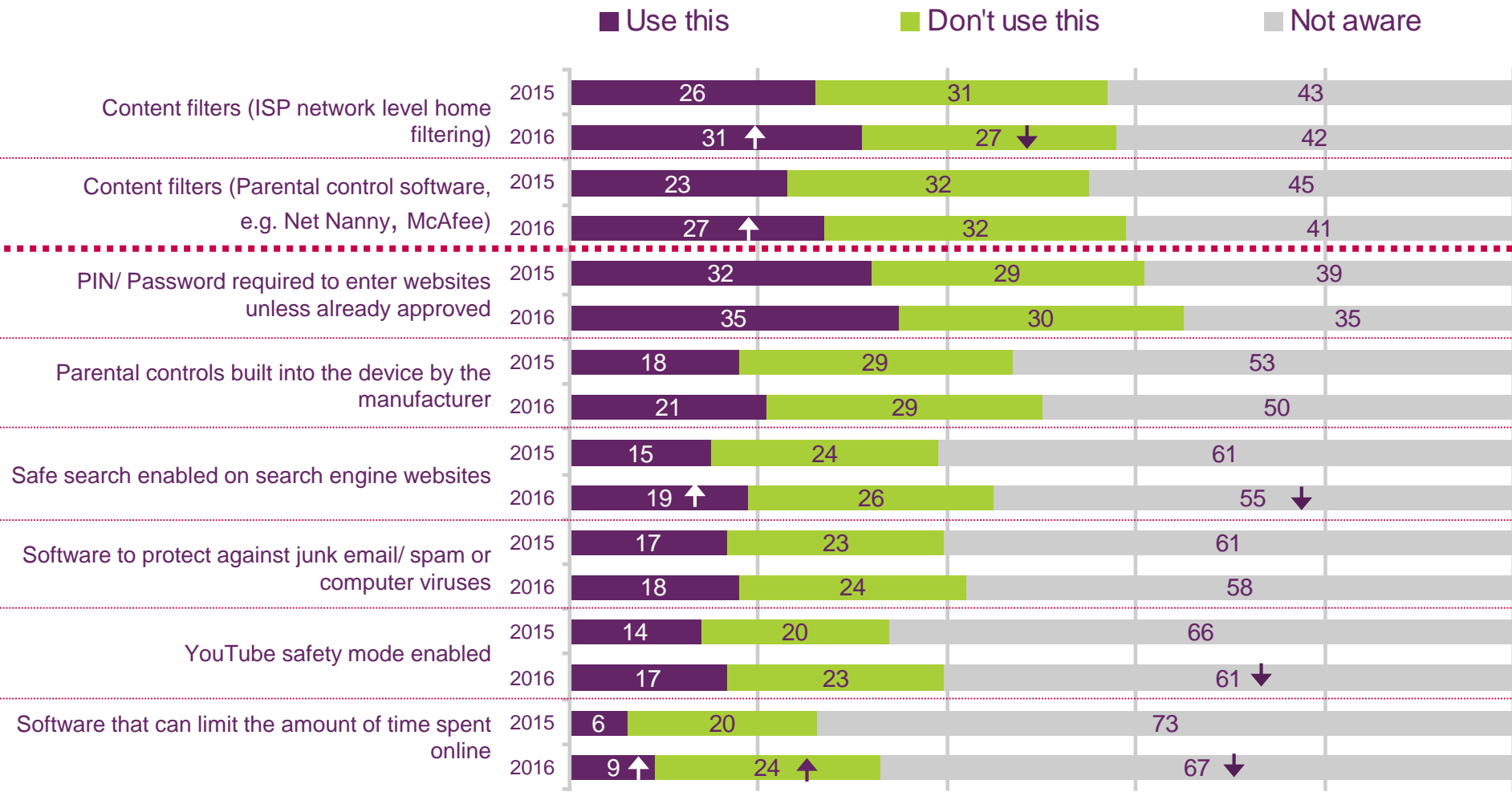
Figure 126: Parents of 3-4s who have home broadband and whose child goes online - use and awareness of technical tools: 2015 and 2016



QP31A-H Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP32A-H Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)

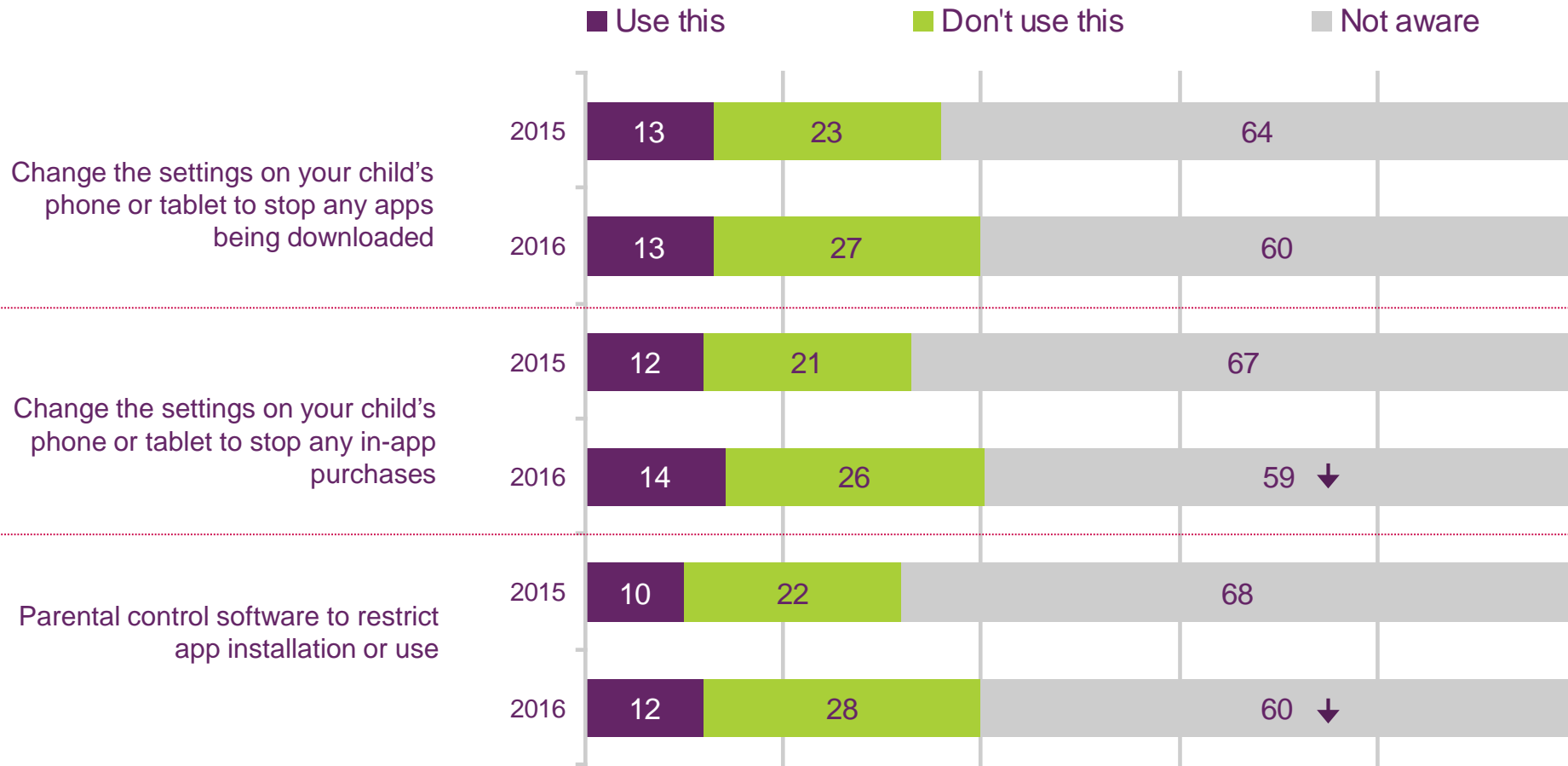
Base: Parents of 3-4s with a fixed broadband connection available to their child at home that the child uses to go online (248). Significance testing shows any change between 2015 and 2016.

Figure 127: Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2015 and 2016



QP31A-H Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP32A-H Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded)
 Base: Parents of 5-15s with a fixed broadband connection available to their child at home that the child uses to go online (1077). Significance testing shows any change between 2015 and 2016.

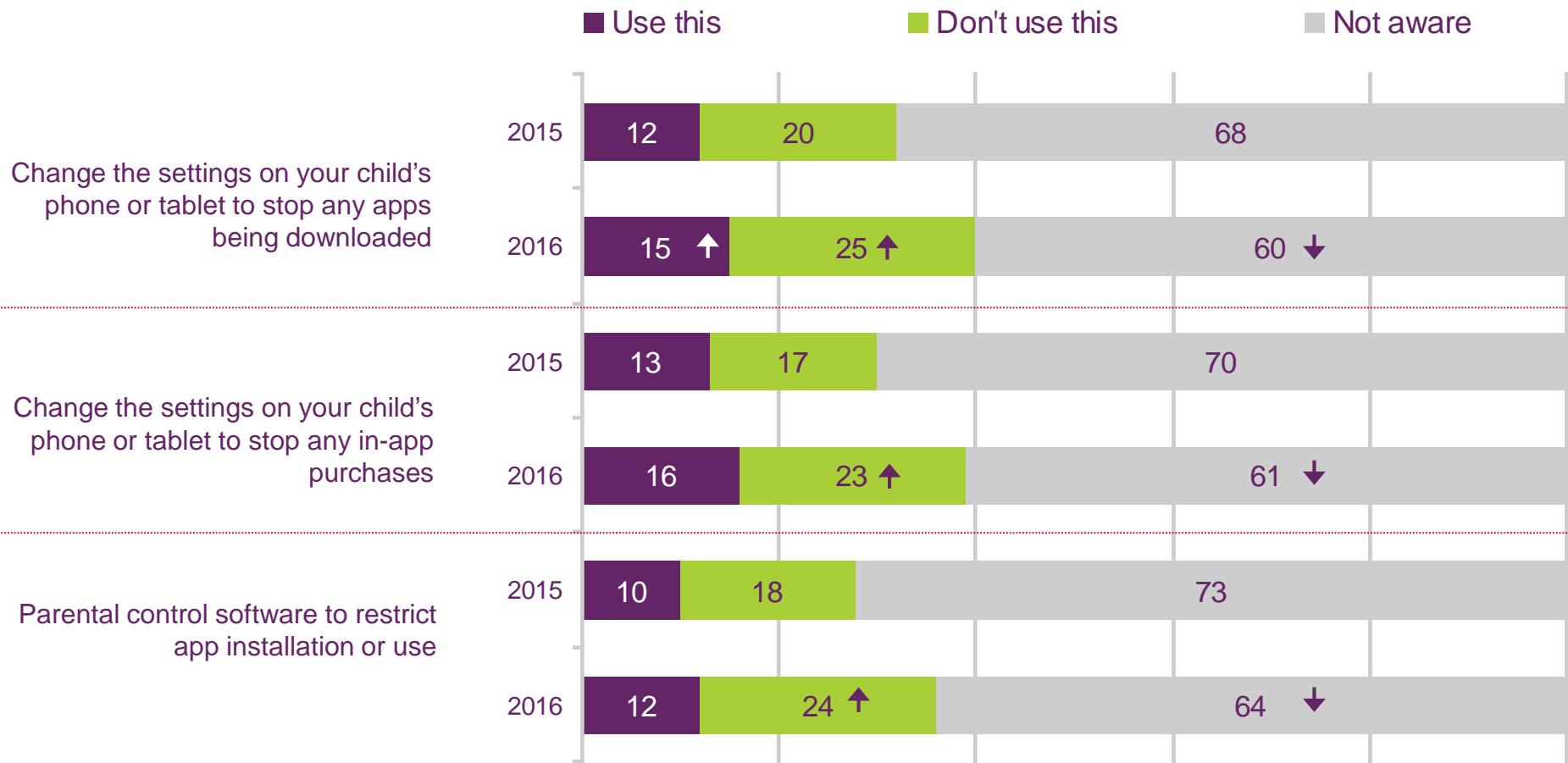
Figure 128: Parents of 3-4s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2015, 2016



QP311-K Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP321-K Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded).

Base: Parents of 3-4 whose child uses a smartphone or tablet computer (366). Significance testing shows any change between 2015 and 2016.

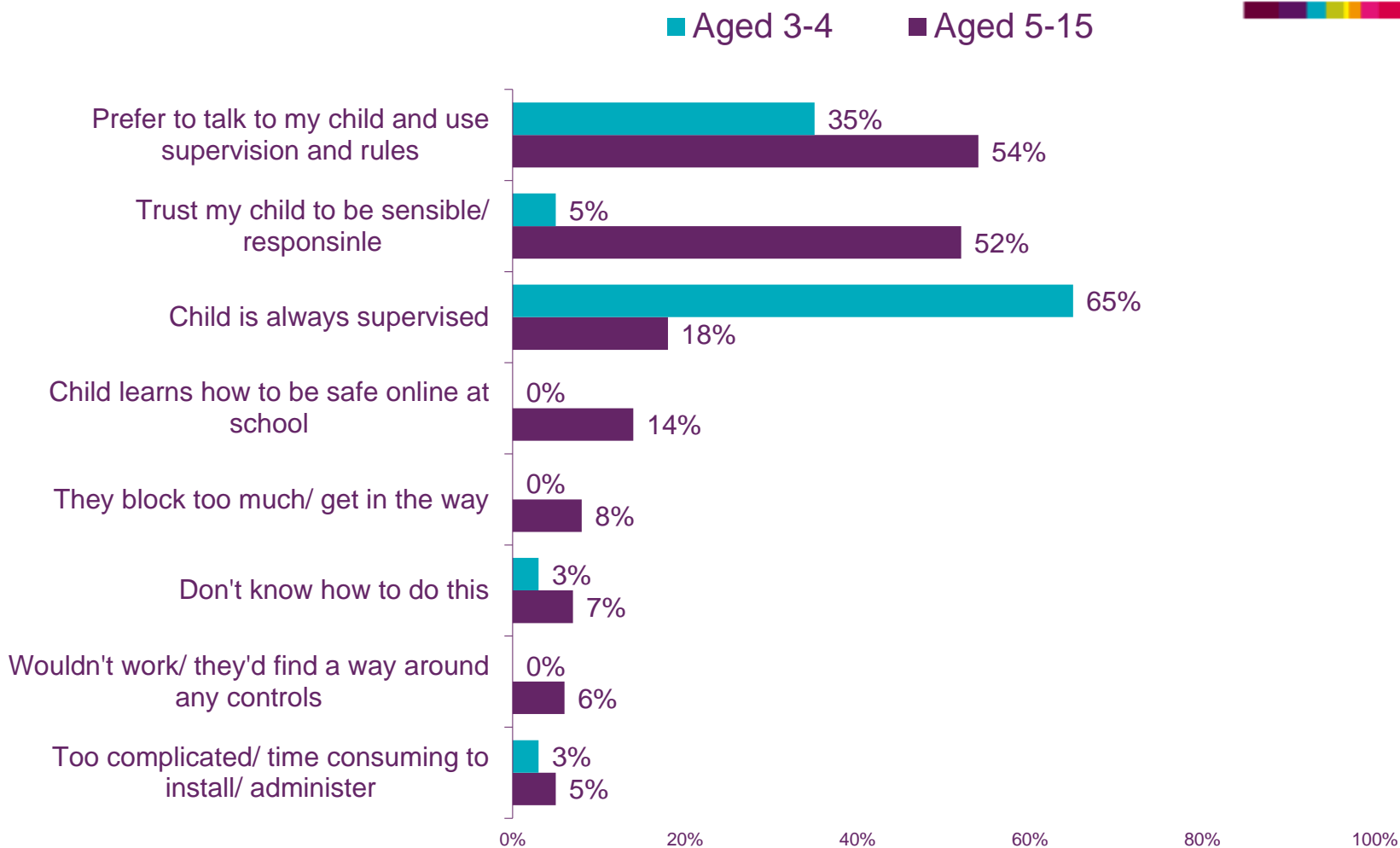
Figure 129: Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2015, 2016



QP311-K Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (Prompted responses, multi coded)/ QP321-K Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (Prompted responses, multi coded).

Base: Parents of 5-15s whose child uses a smartphone or tablet computer (1141). Significance testing shows any change between 2015 and 2016.

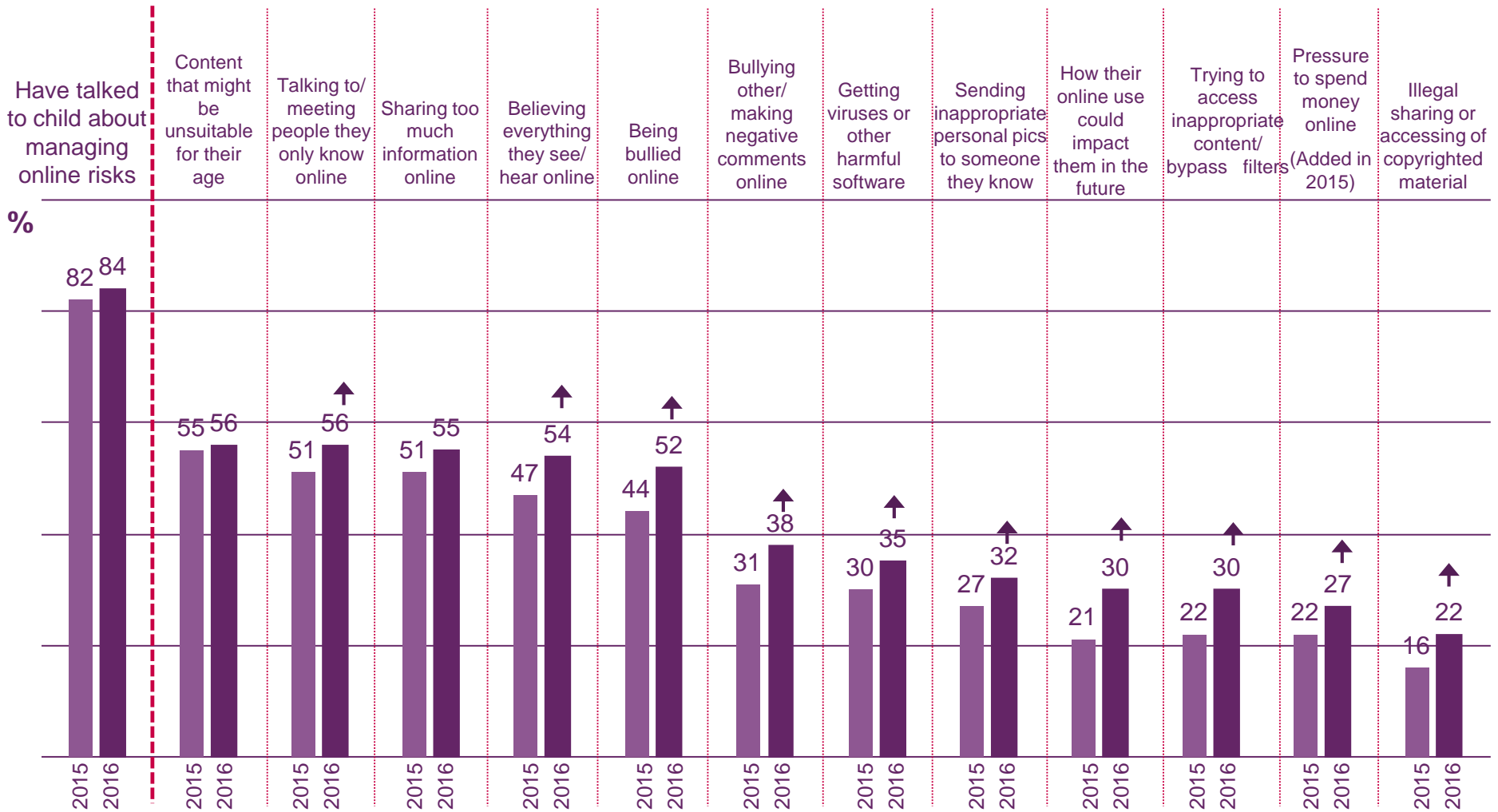
Figure 130: Parents of 3-4s and 5-15s whose child uses a smartphone or tablet who are aware of parental control software to restrict app installation or use but do not use this control – reasons for not using them: 2016



QP42B You said earlier you were aware of but don't use parental control software to restrict app installation or use. Here are some reasons that other people have given for not using this control, do any of these apply? (prompted response, multi-coded)

Base: Parents whose child uses a smartphone or tablet computer and who are aware of this feature but who do not use it (101 aged 3-4, 265 aged 5-15).

Figure 131: Parents talking to their child about managing online risks, 5-15s: 2015, 2016



QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)
 Base: Parents whose child goes online (1168 aged 5-15). Significance testing shows any change between 2015 and 2016.

Figure 132: Parents talking to their child about managing online risks, by age: 2016

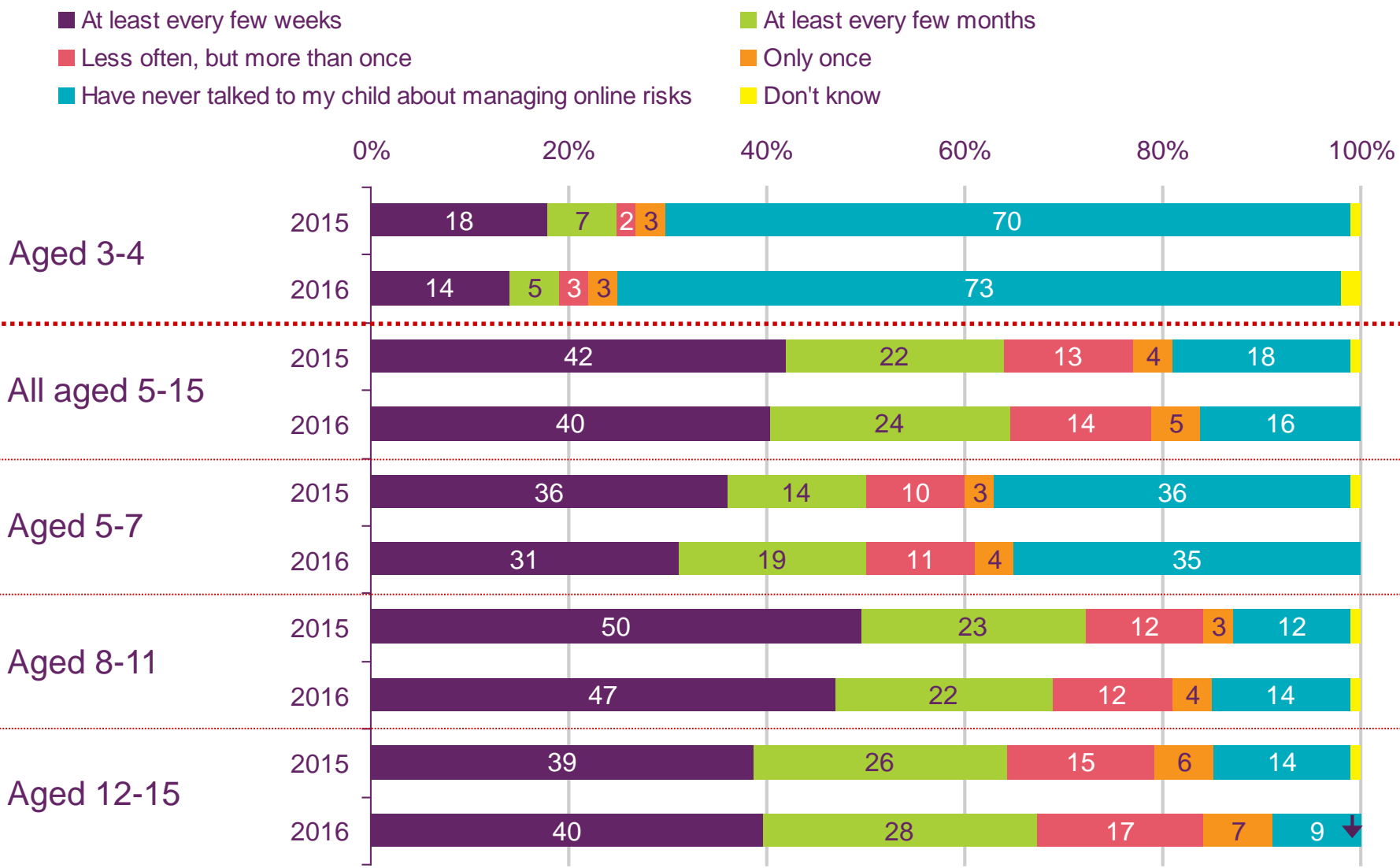
	All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
	Base	272	1168	264	444	460
Content on sites or apps that might be unsuitable for their age		16%	56%	46%	60%	59%
Talking to or meeting people they only know online		8%	56% ↑	27%	60%	68% ↑
Sharing too much information online		7%	55%	26%	56%	69% ↑
Believing everything they see or hear online		10%	54% ↑	38%	52%	63% ↑
Being bullied online/ cyberbullying		6%	52% ↑	27% ↑	52%	66% ↑
The possibility of them bullying others online or making negative comments about other people online		2%	38% ↑	20% ↑	37%	47% ↑
Downloading or getting viruses or downloading other harmful software as a result of what they do online		5%	35% ↑	18%	34%	45% ↑
Sending inappropriate personal pictures to someone they know		3%	32% ↑	12%	30%	46% ↑
How their online use now could impact them in the future		3%	30% ↑	13% ↑	30% ↑	40% ↑
Trying to access inappropriate content/ bypass filters		2%	30% ↑	19% ↑	30%	36% ↑
The pressure to spend money online		4%	27% ↑	14%	27%	34% ↑
Illegal online sharing or accessing of copyrighted material		2%	22% ↑	7%	22% ↑	30% ↑
TOTAL – HAVE TALKED TO CHILD ABOUT ANY OF THESE RISKS		27%	84%	65%	86%	91% ↑

QP28 – Have you ever talked to your child about any of the following things that could happen online? (prompted responses, multi-coded)

Base: Parents whose child goes online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15).

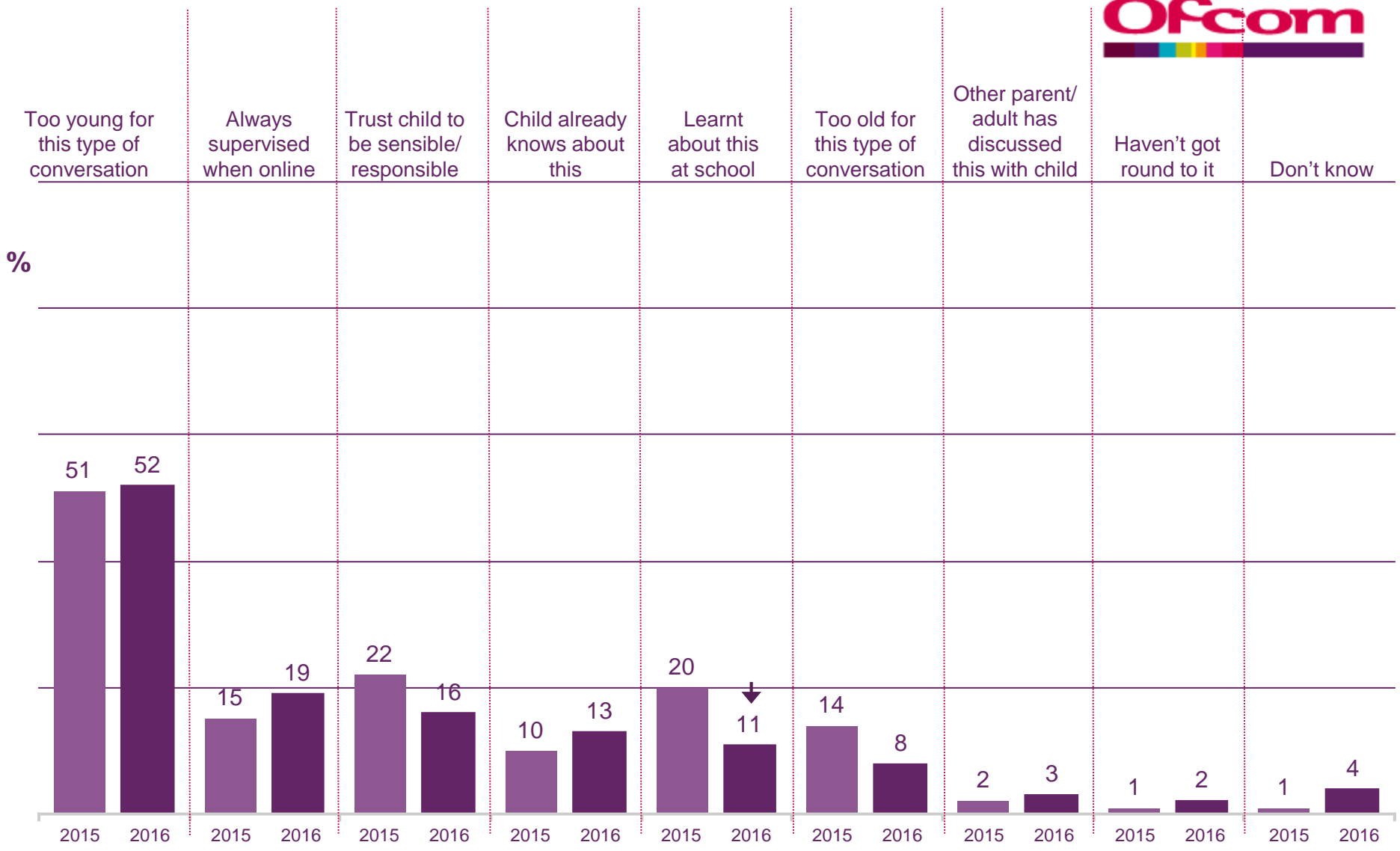
Significance testing shows any change between 2015 and 2016.

Figure 133: Frequency of talking to children about managing online risks, by age: 2015, 2016



QP29 – Which of these best describes how often you talk to your child about these things? (single coded)
 Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15). Significance testing shows any change between 2015 and 2016.

Figure 134: Reasons for not having talked to child about managing online risks, 5-15s: 2015, 2016



QP30 – And can you tell me why you have not talked with your child about these things (unprompted responses, multi-coded)
 Base: Parents of children aged 5-15 who have not talked to their child about managing online risks (199 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 135: Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to manage online risks: 2016

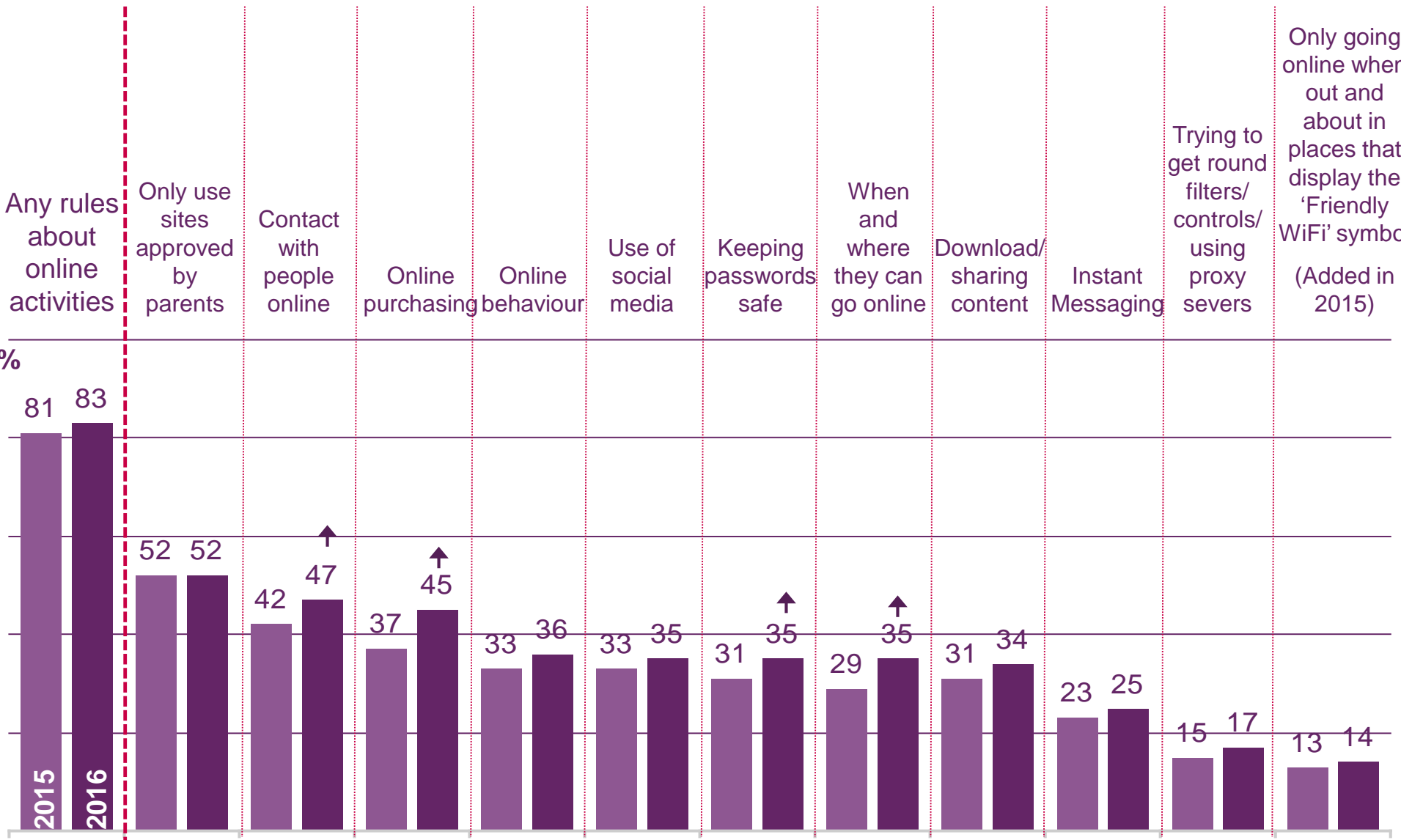


	All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
	Base	272	1168	264	444	460
From child's school		21%	55%	51%	56%	57%
From family or friends		20%	33%	23%	35%	35%
From Internet service providers (ISPs)		12%	14%	13%	13%	15%
From TV, radio, newspapers or magazines		8%	12%	9%	9%	16%
From your child themselves		2%	11%	6%	12%	13%
From other websites with information about how to stay safe online		8%	10%	9%	10%	9%
From Government or local authority		4%	8%	6%	7%	9%
From manufacturers or retailers selling the product		4%	7%	6%	6%	9%
From the BBC		5%	6%	5%	8%	6%
From other sources		1%	3%	2%	3%	3%
TOTAL – ANY INFORMATION LOOKED FOR/ RECEIVED		45%	72%	64%	75%	73%

QP52 – Have you looked for or received information or advice about how to help your child manage online risks from any of these sources or in any other way? (prompted responses, multi-coded)

Base: Parents whose child ever goes online aged 3-4 (272) or 5-15 (1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15).

Figure 136: Rules about child's online activities among parents of 5-15s: 2015, 2016



QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)

Base: Parents whose child goes online at home or elsewhere (1168 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016.

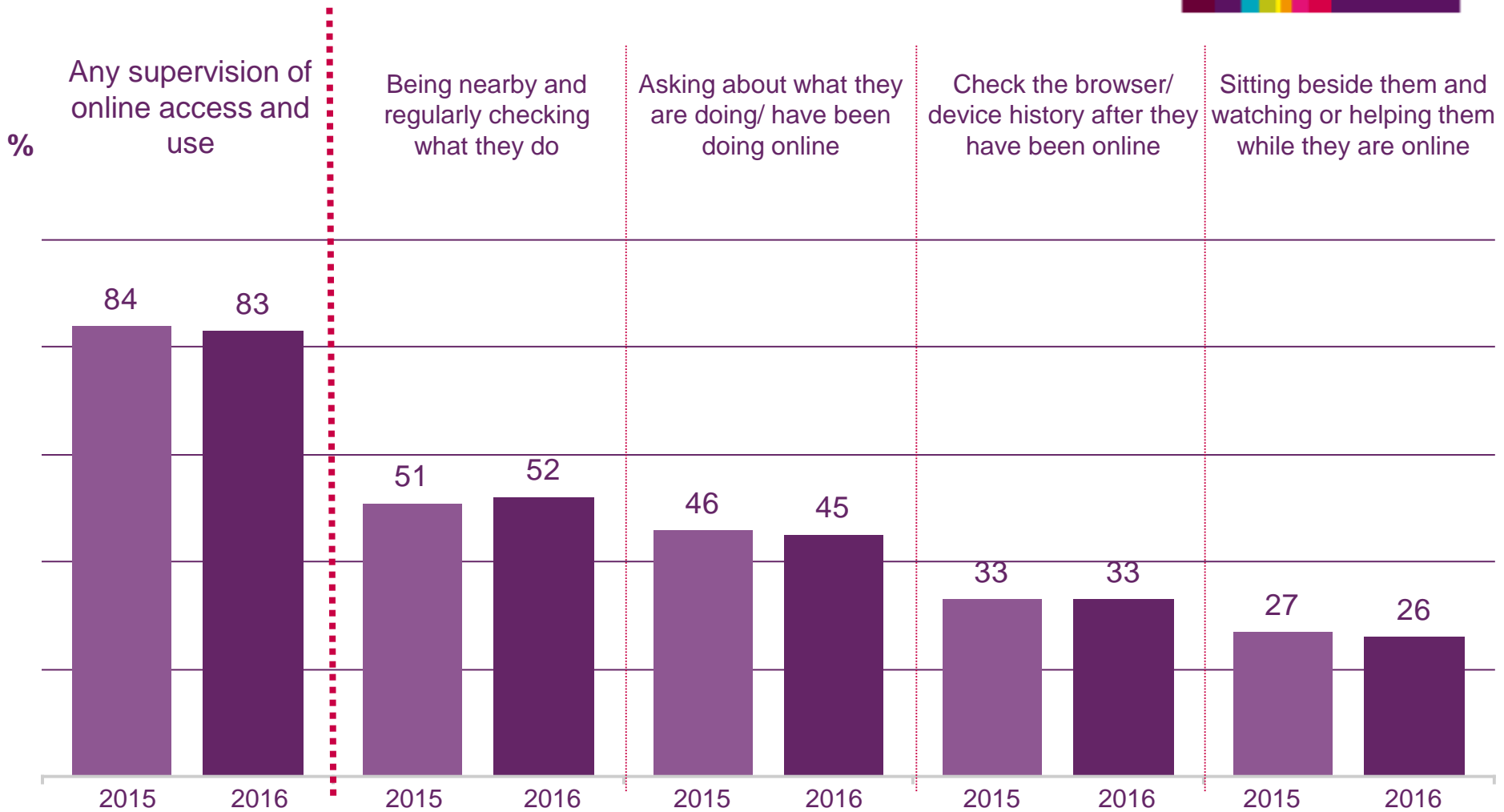
Figure 137: Rules about child's online activities among parents, by age: 2016



	All who go online	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
	Base	272	1168	264	444	460
Only use sites approved by parents		64%	52%	72%	60%	35%
Contact with people online (no contact with strangers, not sharing personal information etc.)		17%	47% ↑	32%	51%	51% ↑
Online purchasing		17%	45% ↑	35%	46% ↑	50% ↑
How to behave online		12%	36%	19%	39%	42% ↑
Use of social media sites		13%	35%	19%	41%	39%
Keeping passwords safe/ not sharing passwords		11%	35% ↑	20%	37%	40% ↑
When and where they can go online (time of day, amount of time, device used etc)		21%	35% ↑	29%	41%	31% ↑
Downloading/ sharing content		13%	34%	23%	39%	34%
Use of Instant Messaging		12%	25%	20%	30%	23%
Trying to get around filters/ online controls/ using proxy servers		9%	17%	13%	21%	14%
Only accessing the internet when out and about in locations that display the 'Friendly WiFi' symbol		7%	14%	11%	17%	12%
TOTAL - ANY RULES ABOUT ONLINE ACTIVITIES		73%	83%	87%	87%	78% ↑

QP26 – And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? Do you have any other types of rules about online activities? (prompted responses, multi-coded)
 Base: Parents whose child goes online . Significance testing shows any change between 2015 and 2016.

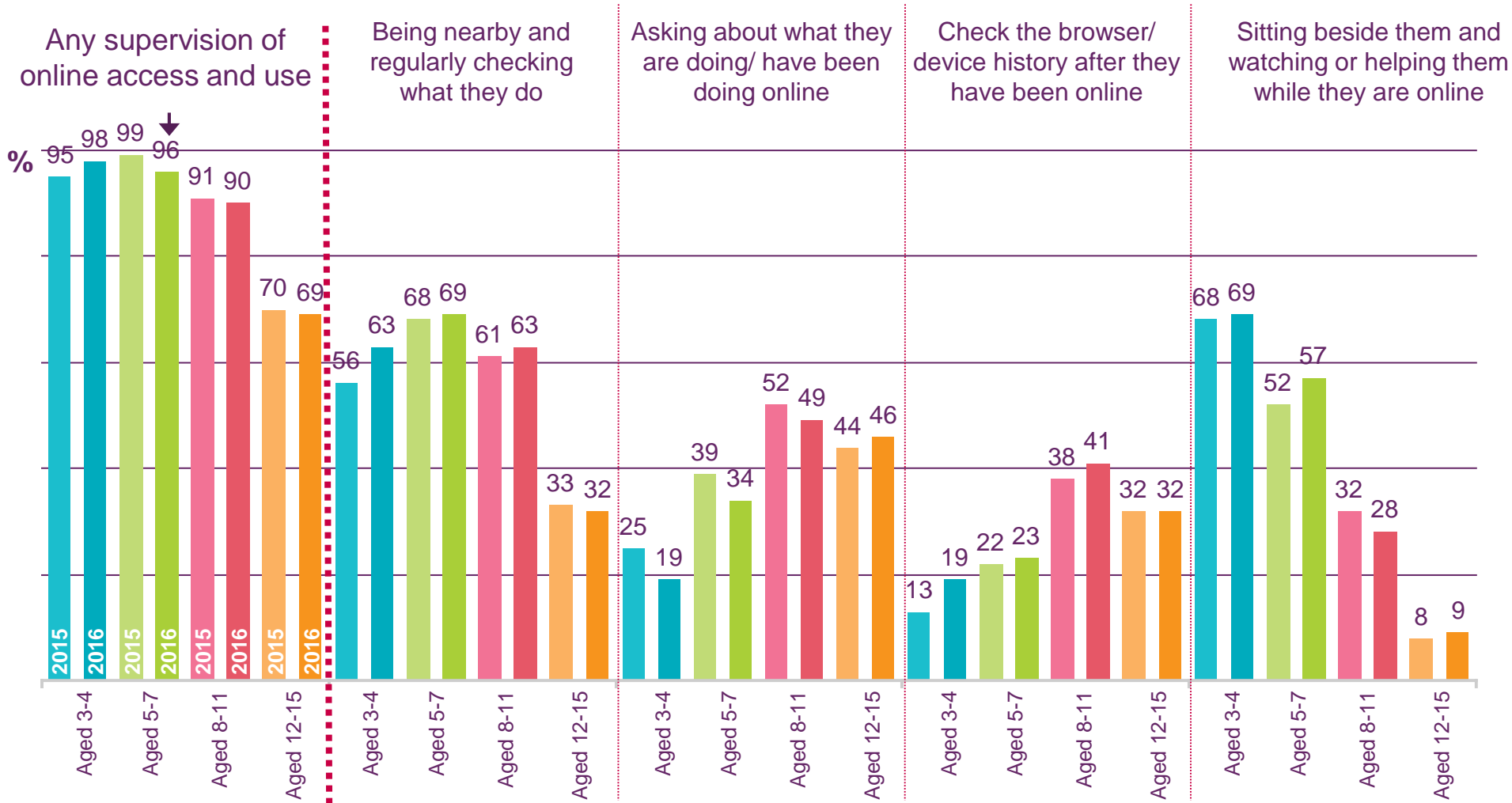
Figure 138: Types of parental supervision when child goes online at home or elsewhere, among parents of 5-15s: 2015, 2016



QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded)

Base: Parents whose child goes online at home or elsewhere (1168 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016.

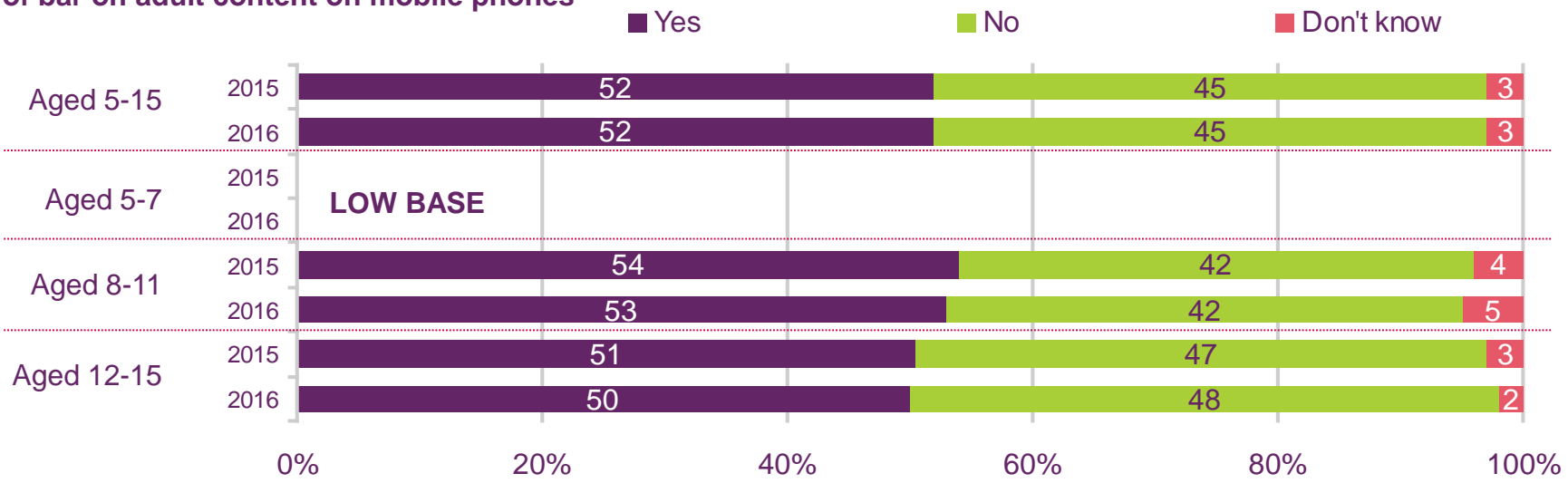
Figure 139: Types of parental supervision when child goes online, by age: 2015, 2016



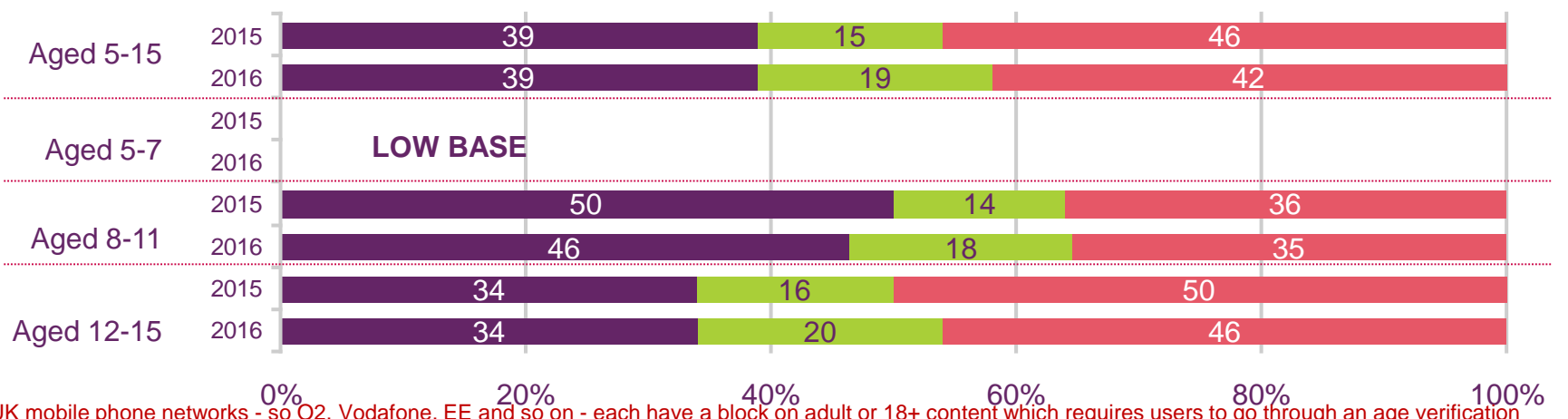
QP27 – When your child goes online on any devices, would you usually supervise them, in any of these ways? Do you usually use any other types of supervision? (prompted responses, multi-coded)
 Base: Parents whose child goes online at home or elsewhere aged 3-4 (272) or 5-15 (264 aged 5-7, 440 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.

Figure 140: Awareness and use of bar on adult content for mobile phones, by age: 2015, 2016

Awareness of bar on adult content on mobile phones



■ Yes - bar on adult content set up and in place
 ■ No - bar on adult content has been deactivated
 ■ Don't know whether bar on adult content is in place



QP61/ 63 The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today? (unprompted responses, single coded) / Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated? (unprompted responses, single coded)

Base: Parents whose child has a mobile phone (607 aged 5-15, 191 aged 8-11, 401 aged 12-15 in 2016) / Parents of children aged 5-15 whose child has a mobile phone that can be used to go online (538 aged 5-15, 151 aged 8-11, 378 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

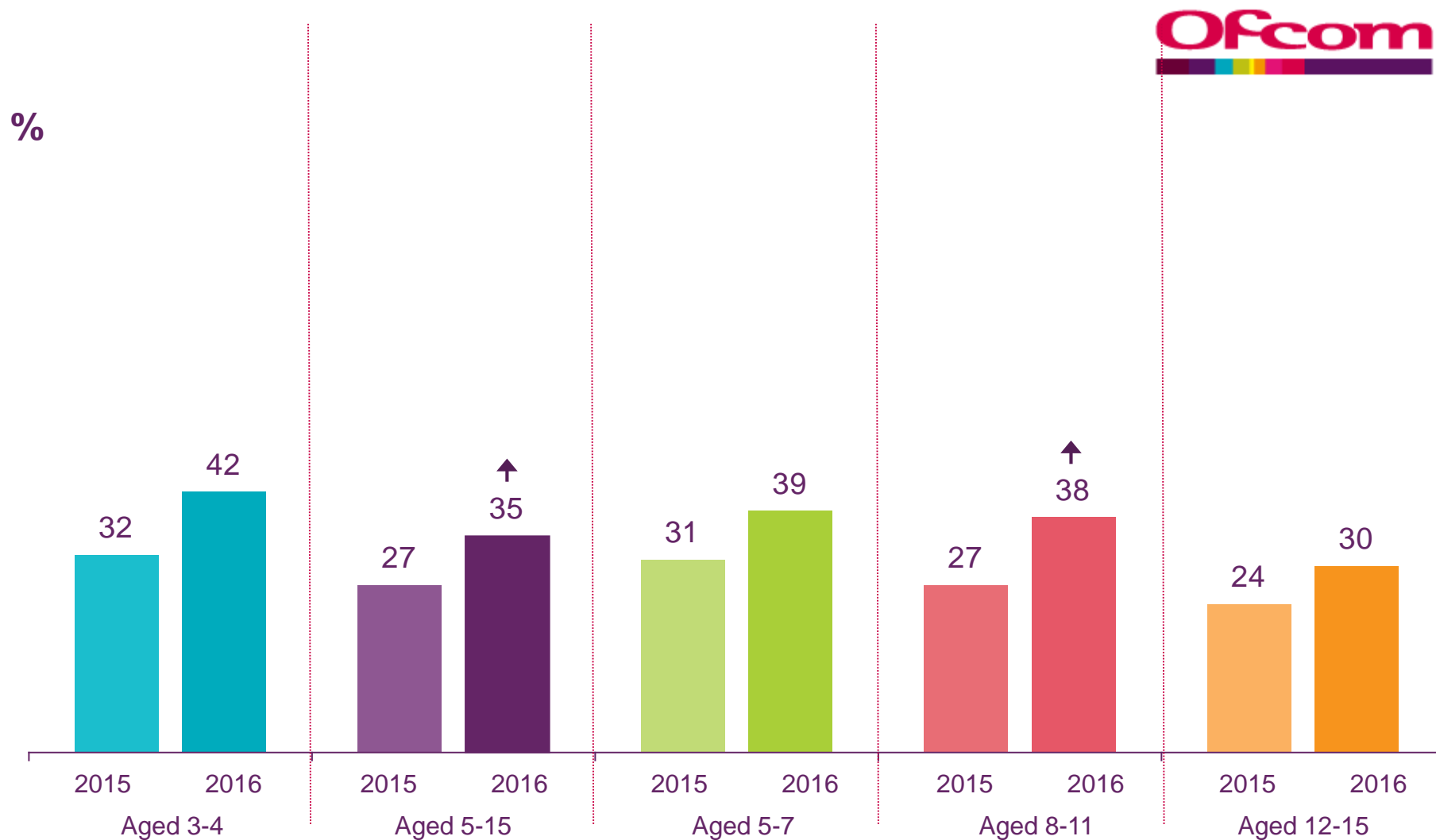
Figure 141: Parental rules for mobile phones, by age: 2016

	Aged 8-11	Aged 12-15
ANY RULES OR RESTRICTIONS	77% ↓	78%
There is an agreed limit for amount spent on contract or through top-up	38%	47%
No calls to premium rate numbers	34%	31%
Rules about what they do online on their phone	32%	29% ↑
Regularly check what they are doing with the phone	35%	26%
No texts to premium rate numbers	29%	29%
Only calls/ texts to an agreed list of people	32%	18%
Only able to download free to purchase apps	21%	20%
No in app/ online purchasing	14%	18%
Only send pictures/ videos to an agreed list of people	17%	15%
No going online/ using apps to go online	19%	9% ↑
App store password is not known by the child	15%	11%
No downloading of apps onto the phone	12%	8%
Child is responsible for paying top-ups/ bills	7%	10%
Prevent certain apps from knowing child's location by disabling location	12%	7%
Only to make/ receive voice calls or send texts, nothing else	14%	5%

QP59– Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone ? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 with a mobile phone (191 aged 8-11, 401 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

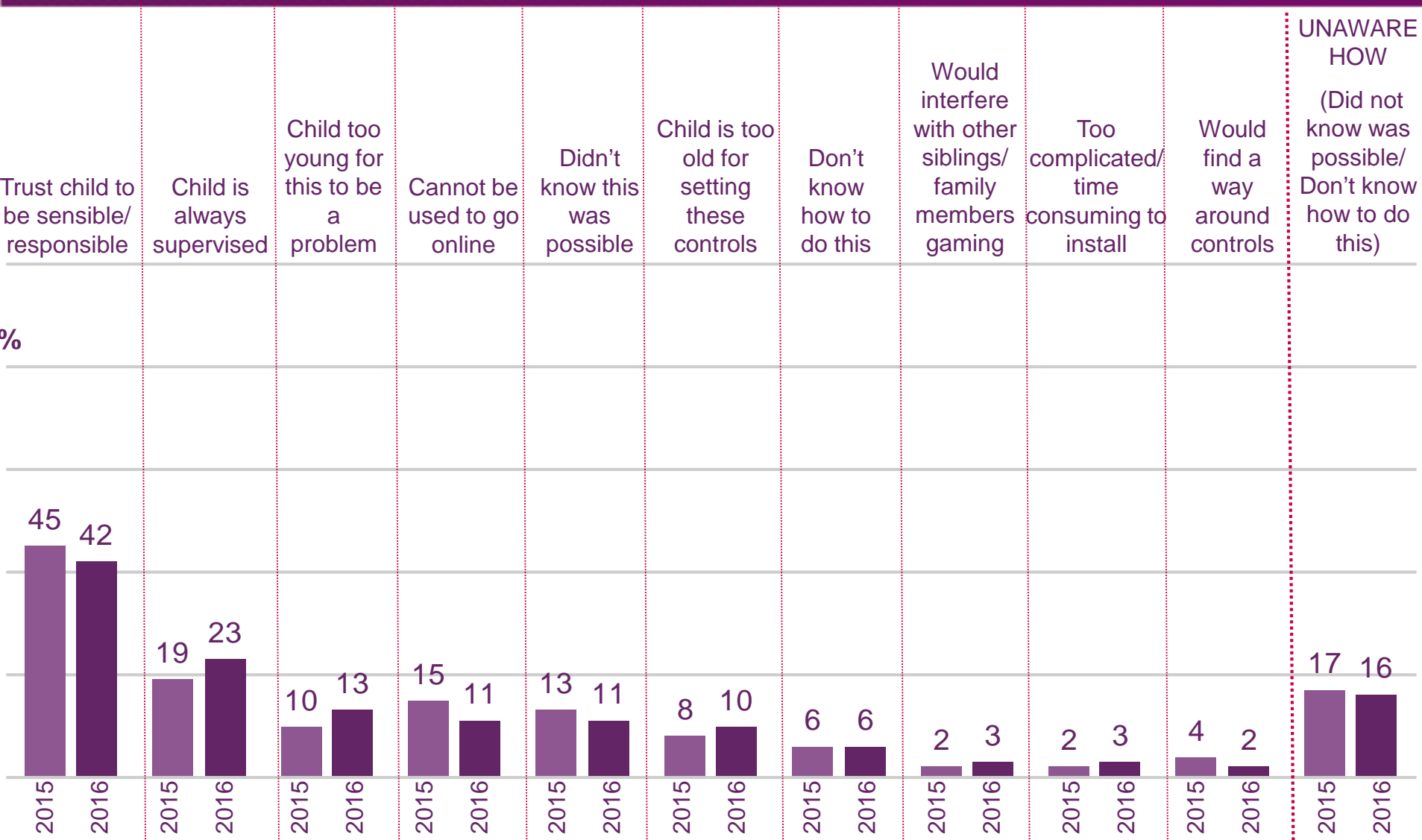
Figure 142: Use of parental controls on games consoles/ games players used at home or elsewhere, by age: 2015 and 2016



QP71 – Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online. (unprompted responses, single coded)

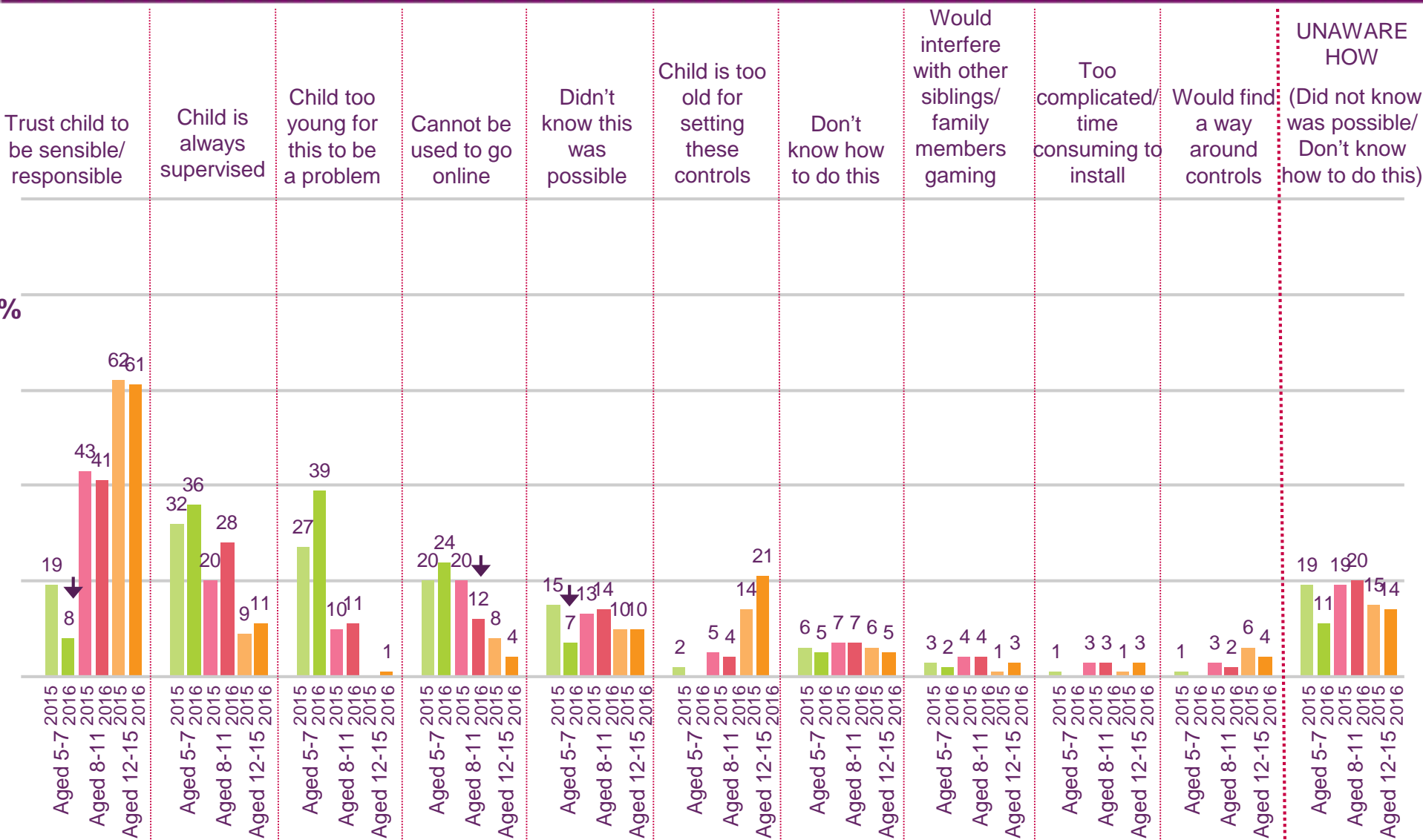
Base: Parents whose child ever plays games on a handheld games console or a games console connected to a TV (115 aged 3-4, 794 aged 5-15, 193 aged 5-7, 324 aged 8-11, 277 aged 12-15). Significance testing shows any change between 2015 and 2016

Figure 143: Reasons for not having parental controls on games consoles/ games players among parents of 5-15s whose child plays games at home or elsewhere : 2015 and 2016



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (unprompted responses, multi-coded).
 Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (451 aged 5-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 144: Reasons for not having parental controls on games consoles/ games players, among parents of 5-15s whose child plays games at home or elsewhere, by age: 2015, 2016



QP73 – And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (unprompted responses, multi-coded).

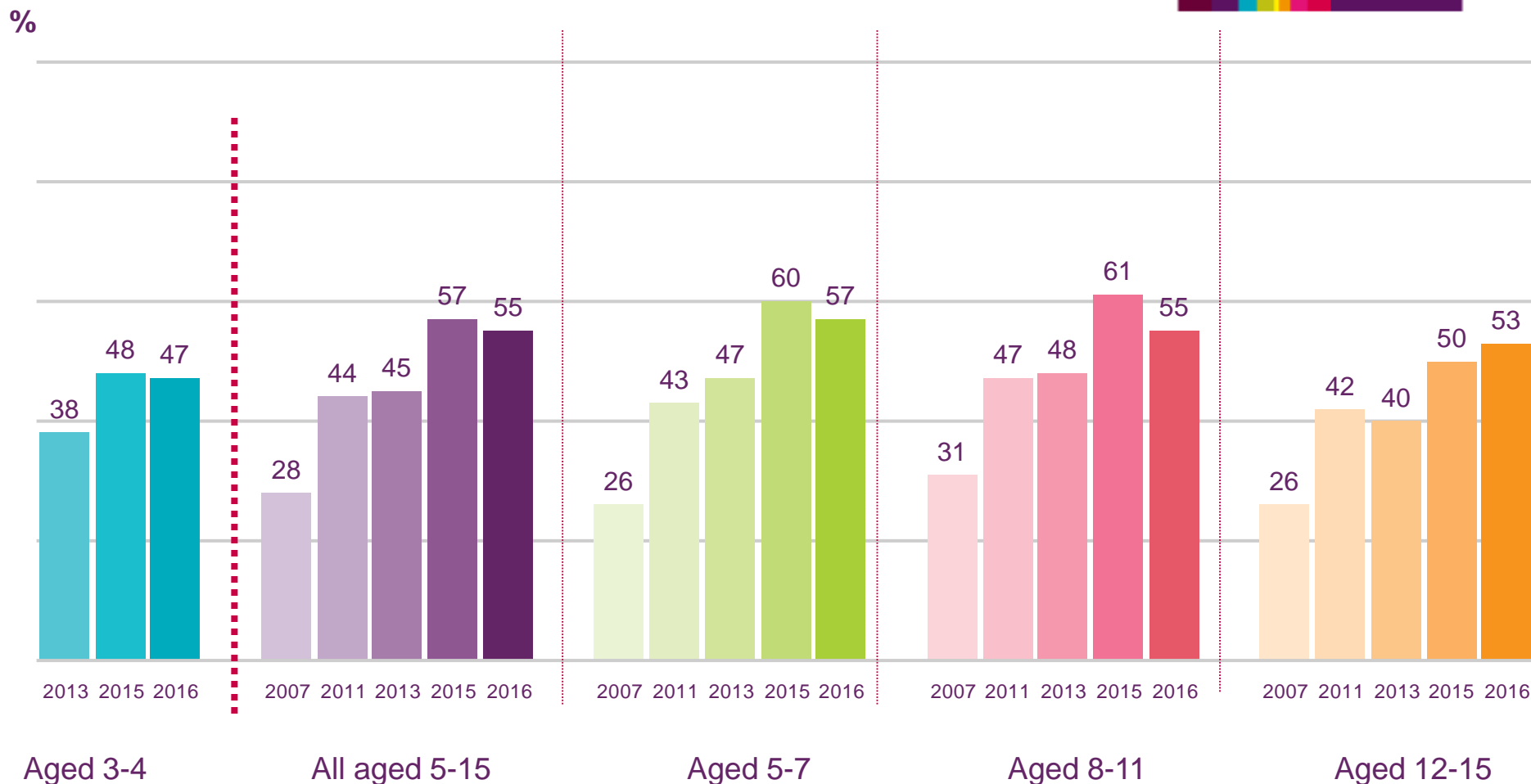
Base: Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV (103 aged 5-7, 179 aged 8-11, 169 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Figure 145: Parental rules for gaming, by age: 2016

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY RULES OR RESTRICTIONS	88%	85%	95%	89%	73%
Only games with appropriate age rating	62%	52%	67%↓	59%	36%
No games after a certain time	54%	48%↓	57%	51%	37%
No games with nudity/ sexual content	45%	46%	57%	48%	34%
No games with drug use	43%	44%	57%	48%	31%
No games with violence	48%	43%	56%	46%	32%
No games with swearing/ bad language	46%	43%	58%	47%	29%
Regularly check on what they're playing	42%	41%	49%	45%	32%
Only allowed to play games for a set period of time (added in 2016)	39%	37%	49%	40%	24%
No online game playing with people they don't already know	24%	24%	30%↓	26%	18%
No online chat or messaging	25%	23%	34%↓	27%	12%
No online game playing	32%	23%	34%	25%	12%
Only games that are free to play	22%	22%	29%	25%	14%
No games with subscription that recur after a set period of time (i.e. monthly)	17%↓	19%	22%↓	20%	15%
No games with in-app or in game purchasing	20%	17%	21%↓	19%	13%
Can only play when supervised/ not on their own	31%	15%	27%	15%	5%
No multi-player games	19%↓	14%↓	23%↓	15%	7%
Only a game that an adult or parent has played/ tried first	23%	13%	21%	12%	7%

QP67 - Do you have any of these rules or restrictions about the games that your child plays at home or elsewhere – whether on a games console, a computer or any other device? (prompted responses, multi-coded). Base: Parents of children aged 5-15 whose child ever plays games at home or elsewhere on any type of game playing device (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 change between 2015 and 2016

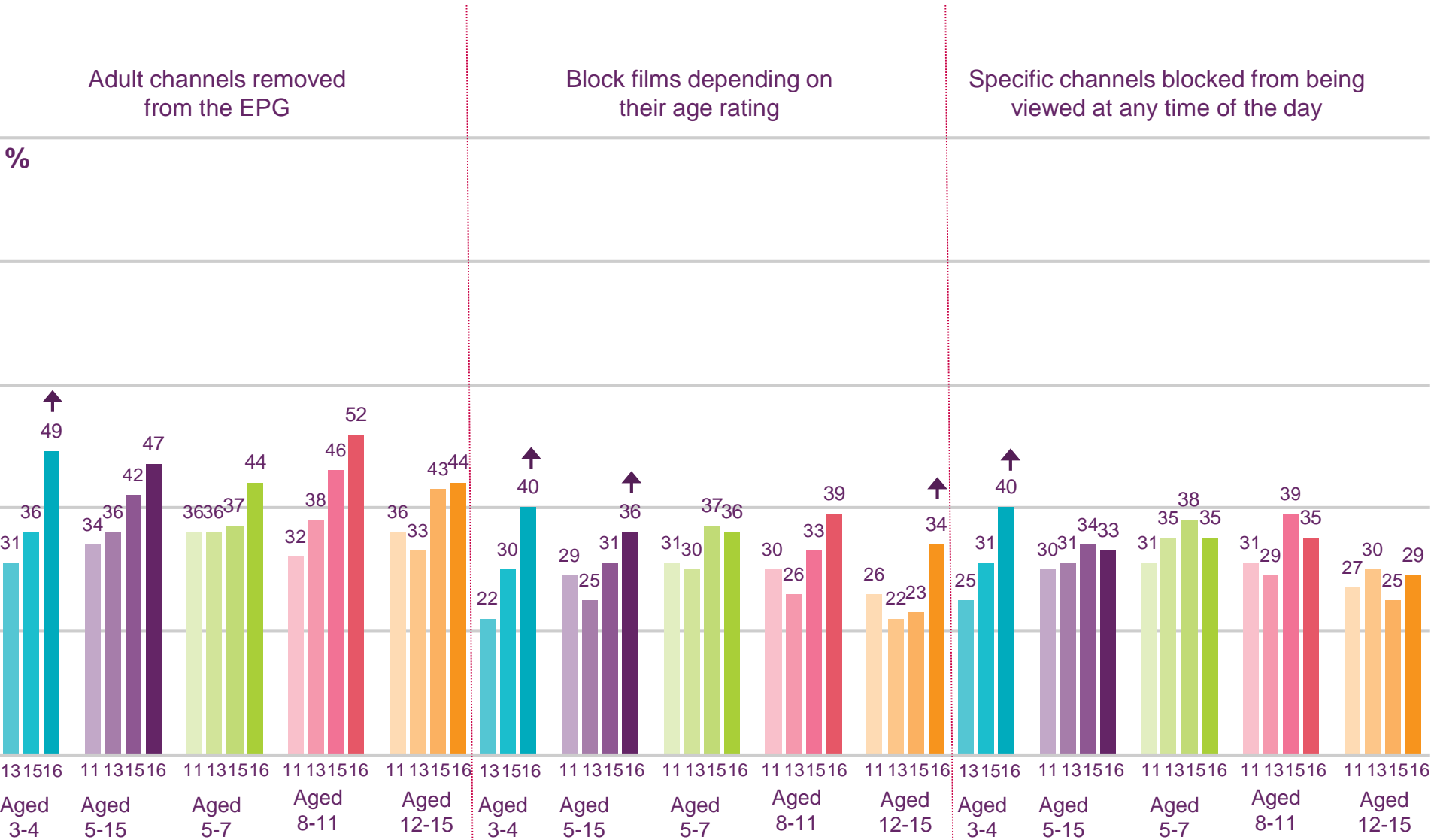
Figure 146: PIN or password controls set on television services used by child at home, by age: 2007, 2011, 2013, 2015, 2016



QP15 - Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?/
WORDING IN 2007- Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or password? (prompted responses, single coded)

Base: Parents of children aged 5-15 with a TV set in the household that the child watches (676 aged 3-4, 1334 aged 5-15, 388 aged 5-7, 477 aged 8-11, 469 aged 12-15 in 2015).significance testing shows any change between 2015 and 2016

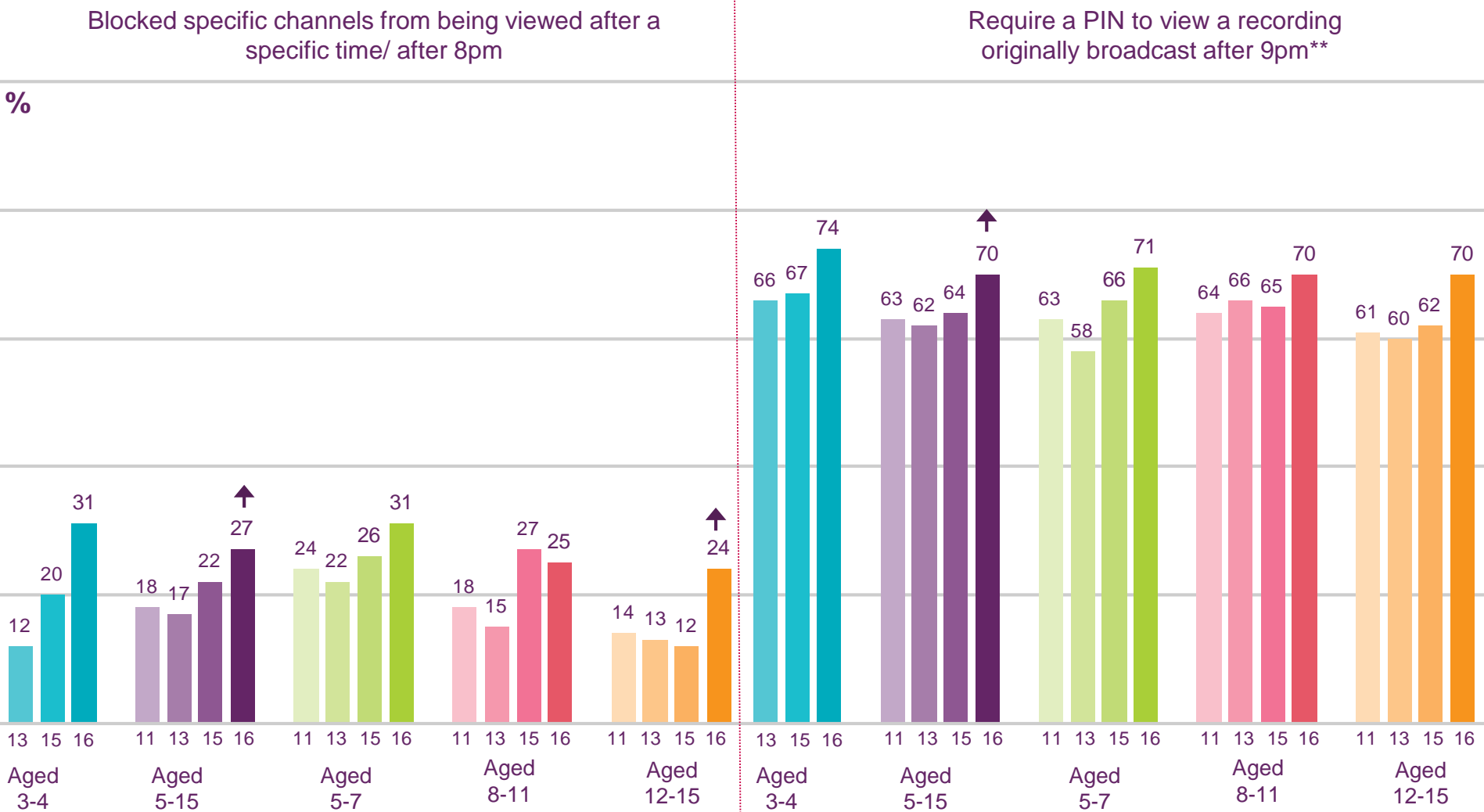
Figure 147a: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded)

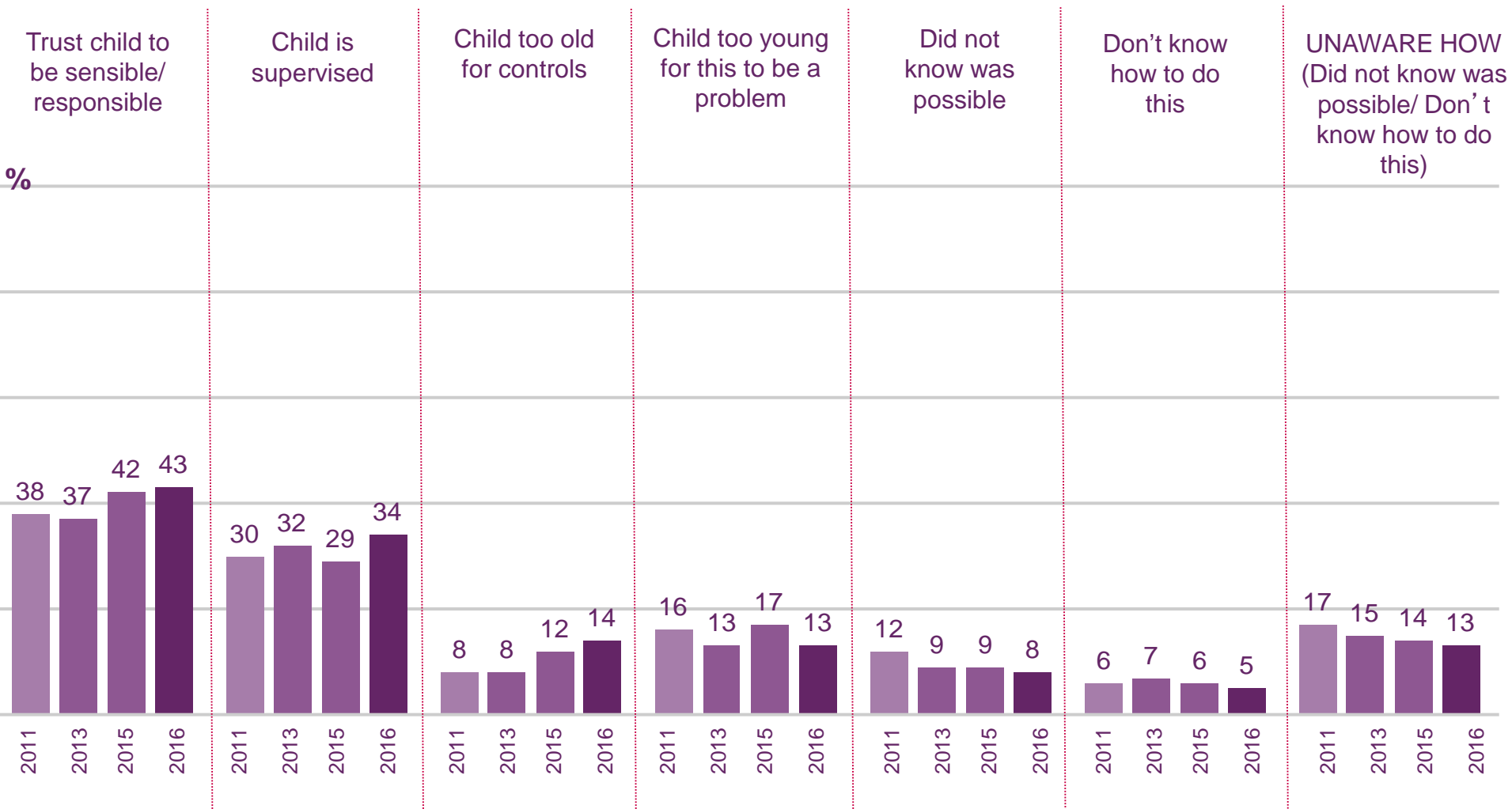
Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (298 aged 3-4, 706 aged 5-15, 212 aged 5-7, 259 aged 8-11, 2235 aged 12-15 in 2016).significance testing shows any change between 2015 and 2016

Figure 147b: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) at home or elsewhere (2015, 2016), by age



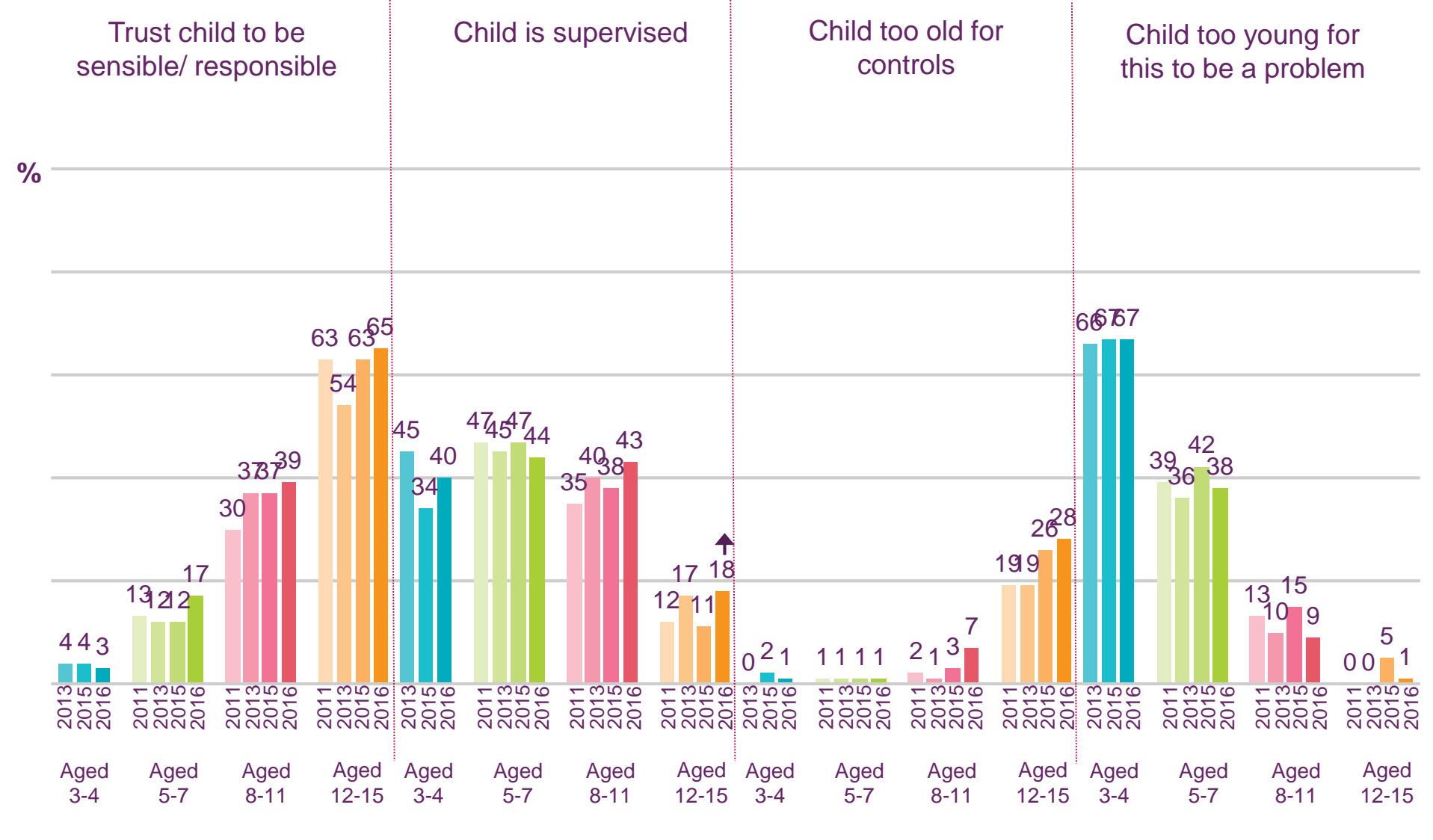
QP17 Do you use these parental controls in any of these ways? (prompted response, multi-coded)

Base: Parents of children aged 5-15 with a TV set in the household that the child watches with parental controls set (298 aged 3-4, 706 aged 5-15, 212 aged 5-7, 259 aged 8-11, 2235 aged 12-15 in 2016)./ ** Base represents all children aged 5-15 with a TV and DVR in the household with parental controls set (248 aged 3-4, 581 aged 5-15, 170 aged 5-7, 213 aged 8-11, 198 aged 12-15 in 2016).significance testing shows any change between 2015 and 2016.



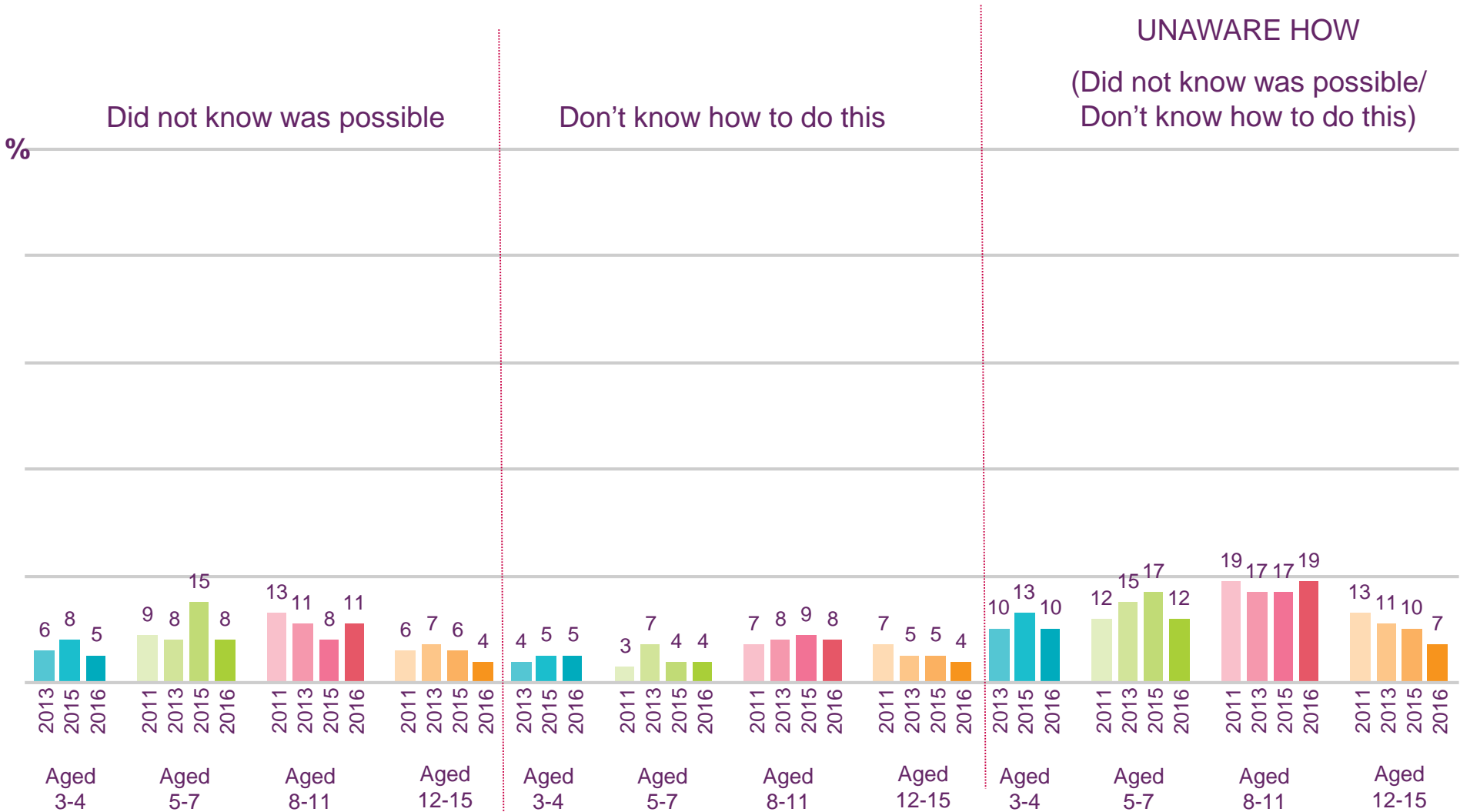
QP16 – Can you tell me why that is? (unprompted responses, multi coded) – only responses shown where >5% of all parents have given that answer
 Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (564 aged 5-15 in 2016) -significance testing shows any change between 2015 and 2016.

Figure 149a: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) at home or elsewhere (2015, 2016), by age



QP16 – Can you tell me why that is? (unprompted responses, multi coded) – only responses shown where >5% of all parents have given that answer
 Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (327 aged 3-4, 151 aged 5-7, 210 aged 8-11, 203 aged 12-15 in 2016) -significance testing shows any change between 2015 and 2016

Figure 149b: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) or elsewhere (2015, 2016), by age



QP16 – Can you tell me why that is? (unprompted responses, multi coded) – only responses shown where >5% of all parents have given that answer
 Base: Parents of children aged 5-15 with a TV set in the household that the child watches with no parental controls set (327 aged 3-4, 151 aged 5-7, 210 aged 8-11, 203 aged 12-15 in 2016) -significance testing shows any change between 2015 and 2016



Awareness of content ratings and Guidance labels on UK broadcaster catch-up services



Use of PIN or password to prevent child downloading unsuitable programmes or films on broadcaster websites



QP12A –Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today? (prompted responses, single coded)/ QP12B - Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films? (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).

Figure 151: Parental rules for television, by age: 2016



	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	90% ↓	88%	96%	93%	77%
No TV after a certain time	61%	57% ↓	68%	63%	43%
Regularly check on what they are watching	44%	50% ↑	56%	55%	40%
No programmes with nudity/ sexual content	49%	49%	57%	54%	39%
No programmes with swearing/ bad language	50%	46%	59%	51%	30% ↑
No programmes with violence	50%	44%	59%	47%	30%
Only DVDs/ videos with an appropriate age rating	45%	43%	50% ↓	48%	33%
Need a PIN/ password to watch certain channels/ certain movie ratings	27%	34%	35%	38%	29%
Only children's TV programmes/ children's channels	62%	29%	55%	29%	9%
Only DVD/ video that an adult or parent has watched first	19%	18%	20%	22%	12%
Can only watch when supervised/ not on their own	29% ↑	17% ↑	25%	19%	10% ↑

QP14 – Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (prompted responses, multi-coded)
 Base: Parents of children aged 5-15 whose child watches TV at home or elsewhere (670 aged 3-4, 1362 aged 5-15, 395 aged 5-7, 496 aged 8-11, 471 aged 12-15). -significance testing shows any change between 2015 and 2016