Children and parents: media use and attitudes report

Research document

Publication date: November 2016

About this document

This report examines children's media literacy. It provides detailed evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as detailed information about the media access and use of young children aged 3-4.

The report also includes findings relating to parents' views about their children's media use, and the ways that parents seek – or decide not – to monitor or limit use of different types of media.

The report is a reference for industry, stakeholders and consumers. It also provides context to the work Ofcom undertakes in furthering the interests of consumers and citizens in the markets we regulate.

The Communications Act 2003 placed a responsibility on Ofcom to promote, and to carry out research in, media literacy. This report on children and parents contributes to Ofcom's fulfilment of this duty.

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Section 1

Executive summary

Our 2016 *Children and Parents: Media Use and Attitudes* report provides detailed evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as in-depth information about media access and use among children aged 3-4. Our report includes findings relating to parents' views about their children's media use, and the ways that parents seek – or not – to monitor or limit such use.

The report also includes results from the following research studies and analysis, in the Annex:

1. Analysis of children's television viewing habits sourced from BARB, the UK's television measurement panel, 2010-2015.

2. comScore data on the frequency with which the most popular web entities among internet users are visited by children aged 6-14 in 2016.

Published alongside this report are two other reports: *Children's Media Lives 2016* qualitative research report and *Children's Digital Day.* This executive summary draws together findings from all these reports to provide an overarching narrative on children's media experience in 2016.

The promotion of media literacy, and the carrying out of research, is a responsibility placed on Ofcom by the Communications Act 2003.

Summary of key themes

Content is king, but for older children YouTube is the preferred content destination
Children are watching a wide range of content, with the TV set becoming an increasingly important focus for family time and children using portable devices for more focused, solitary viewing. YouTube is a particularly important player, with 37% of 3-4s, 54% of 5-7s, 73% of 8-11s and 87% of 12-15s using the YouTube website or app. Among younger children this is mostly used to consume traditional, 'TV-like' content. However, as children get older their content tastes change, with vloggers, music videos, game tutorials and joke or prank videos all preferred over TV programmes or clips. For many older children this is their preferred content experience, with 8-11s and 12-15s who watch both TV and YouTube more likely to say they prefer YouTube to watching TV programmes on a TV set (42% vs. 18% for 8-11s and 41% vs. 16% for 12-15s).

Social media creates new opportunities and new pressures
Social media is central for both tweens and teens. Some 23% of 8-11s and 72% of 12-15s have a profile, with the number of profiles doubling between the age of 10 and 11 (21% to 43%) and increasing sharply again between 12 and 13 (50% to 74%). Our Digital Day research shows that children are messaging, sharing and liking throughout the day, including during school hours and late into the evening, with 9% of 11-15s communicating via social media at 10pm, and 2% messaging at midnight. Children's use of social media is constantly evolving, and that brings both new opportunities and risks. For example, the latest trend identified in the qualitative research is an increased use of group messaging services such as WhatsApp, Instagram and Facebook Messenger. Many of these group chats are used for positive activities, like homework groups, but they were also being used in less positive ways, with a fine line between banter and bullying.

Children are becoming savvier about vloggers and personalised advertising, but understanding where information comes from remains a challenge
Awareness among 12-15s of personalised advertising has increased since 2015 (from 45% to 55%), as has awareness of vlogger endorsements (57% vs. 47% in 2015). However, this savviness does not extend to recognition of advertising on google: despite their being distinguished by a box with the word ‘Ad’ in it, only a minority of 8-11s (24%) and 12-15s (38%) who use search engines correctly identified sponsored links on Google as advertising. This reflects a continued uncertainty around information on search engines, with many assuming there is some kind of human fact checker behind the algorithm, and 28% of 8-11s and 27% of 12-15s assuming that if Google lists a website then they can trust it.

Most families feel screen time is under control, although maintaining the balance gets harder as children get older
For most families screen time seems to be under control, with almost two-thirds (64%) of children aged 12-15 and parents of 12-15s (65%) agreeing that the child has a good balance between screen time and doing other things. The qualitative research found that parents are less likely to include the TV set in their definition of screen time, as this is increasingly seen as a focus for family time, and are more concerned with managing the tablet, mobile or, for boys in particular, the games console. Managing the use of these devices gets more difficult as children get older, with 41% of parents of 12-15s saying they find it hard to control their child’s screen time.

More parents are using network level filters as part of their mediation approach
Parents are continuing to use a range of methods to mediate children’s internet use, with 96% of parents of 5-15s using at least one of technical tools, rules, supervision and talking to their children, and four in ten parents using all four. The number of parents using network level parental controls has increased since 2015 from 26% to 31%, and parents are talking to their children about a wider range of possible online risks that in 2015.

Key findings

Changing TV consumption

Content remains central to children’s lives
Digital Day shows that watching activities (including all kinds of TV content, DVDs, Blu-ray and online clips) make up the largest proportion of children’s media and communications time (42% of total time spent) and that nearly all children participate in at least one type of watching activity at some point during the week.

And much of this is consumed via the TV set
The TV set continues to be used by over nine in ten children in each age group and is the only device that a majority of children in all age groups use almost every day. It is also the device most likely to be used for on-demand viewing, although BARB data shows that most viewing (85%) is still to live. The TV set also continues to be the device most likely to be cited by younger children as the one they would miss the most if it was taken away (45% of 5-7s and 30% of 8-11s).

Watching the TV set is an important family activity
Our qualitative research found that watching live or on-demand content on TV was a valued family activity. Weekly TV shows were often watched communally by many family members, and became embedded in the family schedule. This is supported by BARB data, which shows that the largest number of children were watching TV during family viewing time (6pm-9pm), and that communal viewing, either with other children or with adults, was highest between 7pm and 11pm. The family viewing experience is also reflected in the most-watched programmes among children in 2015, with family shows like Britain’s Got Talent, The Great British Bake Off, The Voice and Strictly Come Dancing all in the top 10.

However, the amount of time children spend watching the TV set is decreasing…
The number of 5-15s who say they use a TV set almost every day has decreased since 2015 (80% vs. 87%), as has the amount of time they say they spend watching TV on a TV set, falling from 14 hours 48 minutes in 2015 to 13 hours 36 minutes. This is reflected in BARB data: children aged 4-15 watched an average of 13 hours of broadcast television per week in 2015, down by 42 minutes since 2014, continuing a longer-term trend in falls in weekly viewing. Digital Day tells a similar story, with 77% of 6-15s watching live in an average week in 2016, compared to 85% in 2014.

…and for the first time 5-15s now spend more time online
As TV viewing time falls, children are spending more time online, with the estimated time both 3-4s and 5-15s spend online increasing (6 hours 48 minutes to 8 hours 18 minutes for 3-4s and 13 hours 42 minutes to 15 hours for 5-15s), with the latter driven by an increase among 8-11s. As a result, for the first time 5-15s now spend more time online than watching television on a TV set (15 hours vs. 13 hours 36 minutes). This differs by age, with 5-7s continuing to spend more time watching TV, 8-11s now spending similar amounts of time online as watching TV and 12-15s continuing to spend more time online than watching TV on a TV set.

More children are watching TV content on tablets, smartphones and games consoles
These changes do not mean that children are consuming less content. Our Digital Day research found the numbers of 6-15s consuming paid video on demand and watching online video clips had increased since 2014, while our qualitative research found that children were consuming a significant amount of content alone on their personal devices, and this seems to be increasing. Children aged 3-4 and 5-15 are more likely than in 2015 to use a tablet to watch television programmes or films, and 5-7s, 8-11s and 12-15s are all more likely to use a mobile phone for this. Watching on-demand content on a tablet, mobile phone or games console has also increased among some age groups.

YouTube is an increasingly important content destination
YouTube is popular across all ages, particularly among older children, with 37% of 3-4s, 54% of 5-7s, 73% of 8-11s and 87% of 12-15s using the YouTube website or app. The content children like to watch on YouTube differs by age. Younger children (3-7) are most likely to watch TV programmes, films, cartoons, mini-movies, animations or songs, with parents saying this is their child's favourite type of YouTube content. As children get older this makes way for music videos, funny videos/ pranks and content posted by vloggers, with the qualitative research finding that vloggers in particular are an important source of teen orientated content.

Older children prefer YouTube to watching TV on the TV set…
When asked whether they prefer watching YouTube or watching TV programmes on a TV set, both 8-11s and 12-15s are much more likely to opt for YouTube (42% vs. 18% for 8-11s and 41% vs. 16% for 12-15s). This may be related to the fact that when asked about TV, around one in four 8-11s (23%) and three in ten 12-15s (29%) complain that there are not enough programmes that they like, with this more likely than in 2015 for 8-11s.

…although children in DE households have more traditional patterns of TV consumption
In 2016, while children in AB and C1 households spend less time watching television on a TV set in a typical week, those in DE households spend more time. Children aged 5-15 in DE households are also less likely to use devices other than a TV set to watch television programmes or films, with this driven by lower levels of use of a tablet computer or a desktop computer/ laptop/ netbook. Children in DE households are also less likely than the average to use on-demand television services, while those in AB households are more likely, and are more likely to watch on-demand content on a desktop, laptop or netbook.

The rise of portable devices

Tablet ownership among children is increasing
Tablets are the only device, other than TV sets, that are used by a majority of children in each age group (55% of 3-4s, 67% of 5-7s, 80% of 8-11s and 74% of 12-15s), and the number of 5-15s with their own tablet has increased since 2015, to 44%. Sixteen per cent of 3-4s also have their own tablet, unchanged since 2015.

Tablets and mobile phones are now the most popular devices for going online, knocking laptops back into third place
Since 2015 there have been increases in the numbers of 5-15s who say that a tablet or a mobile phone is the device they use most often to go online, (39% vs. 33% for tablets and 28% vs. 19% for mobile phones). As a result, the mobile phone is now the second most popular device to go online (after tablets), overtaking laptops which were the second most popular device in 2015.

And one in five of all 5-15s only go online using a device other than a desktop or laptop…
One in five 3-4s (21%) and close to one in five 5-15s (18%) use only an alternative device, and not a desktop, laptop or netbook, to go online at home, more than in 2015. This change is being driven by an increase in the number of 3-4s, 8-11s and 12-15s using a tablet to go online and in the number of 8-11s going online on a mobile phone.

…with this more likely among children in DE households
While there are no differences in the estimated hours spent going online, children aged 5-15 in AB households are more likely to go online (91% compared to the average of 87%) while those in DE households are less likely (82%). Children in DE households are also more likely than the average to only use devices other than a desktop/ laptop to go online and 5-15s in DE households who use the internet are more likely than all children to say they mostly use a mobile phone to go online.

5-15s are more likely to both own and use a mobile phone than in 2015
5-15s are more likely to both use and own a mobile phone than in 2015, and four in ten (41%) now have their own smartphone. The increases in smartphone ownership are particularly evident for 8-11s (32% vs. 24%) and for 12-15s (79% vs. 69%). As a result, although tablet ownership is higher than smartphone ownership up to the age of 10, the two are then fairly even until age 12, when smartphone ownership begins to outstrip tablet ownership.

The preference for mobile phones over other devices begins at age 11
Before the age of 10 children are more likely to nominate a TV set or a tablet than a mobile phone as the device they would miss the most. This switches at the age of 11 with a clear preference for nominating a mobile phone over these other devices. When asked which device they would miss the most if it was taken away, 12-15s are most likely to say their phone, while 8-11s are most likely to nominate the TV set (30%), although the number of 8-11s opting for their mobile has nearly doubled since 2015 (16% vs. 9%).

Social media and gaming

The number of children with a social media profile doubles between the ages of 10 and 11
The likelihood of having a social media profile increases with age; 0% of 3-4s, 3% of 5-7s, 23% of 8-11s and 72% of 12-15s have a profile. The biggest increase comes between ages 10 and 11, when the number with a profile doubles from 21% to 43%, and there is another sharp increase between 12 and 13, from 50% to 74%.

One in ten 11-15s are still communicating via social media at 10pm
Our Digital Day research found that social media accounts for a fifth of all media and communications time for 11-15s. Our media literacy tracker shows that for many social media is a regular activity, with a sizeable minority of both 8-11s (11%) and 12-15s (28%) saying they access their main social media account more than ten times a day. This takes place throughout the day, and by 9pm 15% of 11-15s are still communicating via social media, and 2% are still messaging at midnight.

And children feel a lot of pressure to get likes and shares quickly
The qualitative research, Children's Media Lives, found that 'likes' on social media were important 'social currency', with children saying they would remove posts if they didn't quickly receive what they considered to be an acceptable number. Some had developed this further, timing their posts for 8-10pm, what they called Instagram 'prime time', in order to maximise the number of likes they received. Digital Day supports this, finding that 8.15pm is the peak time for social media use among 11-15s, with 38% using a social media site at this point.

Although Facebook remains most likely to be children's main site, use of other social media services is growing
Both 8-11s (43%) and 12-15s (52%) are most likely to consider Facebook their main social media profile. This is unchanged since 2015 but has fallen considerably since 2013, when 87% of 12-15s considered Facebook their main site. The numbers of 12-15s using SnapChat have continued to grow (51%, up from 43% in 2015), while fewer say they use Twitter (20%, down from 27%). The children in the qualitative research were more likely than in 2015 to be using group chat services to chat with both family and friends, including SnapChat, WhatsApp, Facebook Messenger and Instagram.

Five per cent of 8-11s and 14% of 12-15s use chat features in online gaming to talk to people they only know through the game
Children are most likely to play games by themselves or with people they already know. However, one in ten 8-11s (10%) and twice as many 12-15s (21%) say they play games online with people they have never met and 5% of 8-11s and 14% of 12-15s say that they use the games' chat features to chat to people they only know through the game.

Creative activities and civic participation

Nearly a third of online 12-15s have got involved in civic activity online
Six percent of 8-11s and thirty percent of 12-15s who go online say they have signed petitions, shared news stories on social media, written comments or talked online about the news.

Photos, videos and avatars are the most popular online creative activities
Nearly four in ten (37%) of online 3-4s and two thirds of online 5-15s (67%) have used their digital devices for creative activities, with making pictures, editing photos, making videos and creating avatars the most popular. One in five 12-15s have made their own digital music and one in six have made their own animation.

And childhood extends beyond the digital

The children in our qualitative research use digital technology to support offline creativity, with the internet, and particularly YouTube, providing a source of inspiration, information or instruction for their offline creative hobbies. One child used YouTube to teach himself the guitar, and another used it to make a terrarium.

The quantitative research also shows that in addition to regularly using media devices, a sizeable proportion of children in each age group say they regularly use books, magazines or comics (37% aged 5-7, 34% for 8-11s and 26% for 12-15s). Our Digital Day research finds that books (print or digital) are the third most popular activity for 6-11s (62%), and the eighth most popular activity for 11-15s (40%), and that the bedtime story is still going strong, with a peak of 21% of 6-11s reading books at 7.45pm.

Children's critical understanding

'Critical understanding' is a way of describing the skills and knowledge children need to understand, question and manage their media environment. This is important if they are to get the benefits the internet has to offer, and avoid potential risks. Critical understanding covers a wide range of knowledge and skills, including the ability to make judgements about where information comes from and whether it is likely to be true. Critical understanding also includes awareness and understanding of advertising: this is increasingly important as more of the content children consume is paid for through advertising, and the advertising they encounter continues to develop. The following measures provide an indication of the extent to which children possess these skills, and whether this has developed in line with the increasing complexity of the media landscape.

Making judgements about online information

The extent to which children applied critical understanding skills changes depending on the circumstances

The qualitative research found that children were more likely to apply critical thinking skills when the circumstances demanded it, for instance for homework or important information, rather than just entertainment., It also found that as the children got older the desire to fit in with peers or develop their own identify could make them less likely to critique information sources that they would have challenged in the past.

12-15s are more likely than in 2015 to only use websites or apps they have used before

There are some indications that children's internet use is becoming narrower. A majority of internet users aged 8-11 (66%) or 12-15 (53%) say that in a normal week they only use websites or apps they have used before, and this has increased since 2015 for 12-15s.

12-15s say they are cautious about the sites they use and the data they give away

Most 12-15s (77%) who go online say that if they did visit a new site they would make checks first if they were unsure whether they could trust it. They are also cautious about the data they provide about themselves. Just 17% of 12-15s agree that 'I will give details about myself to a website or app to be able to get something that I want", compared to 60% who disagree, and just 13% of those with a social media profile agree that "getting more followers is more important to me than keeping my information private", compared to 68% who disagree.

Although a majority think they can easily delete information about themselves online

Fifty-eight per cent of 12-15s who go online agree with the statement: 'I can easily delete information that I have posted about myself online if I don't want people to see it. Around one in five (18%) disagree and one in four (24%) are neutral or unsure.

And they are more likely than in 2015 to have added people as friends who they only know online

One in ten 12-15s (11%) had added people to their friends list that they only know online, up from 7% in 2015. The qualitative research also found that although most of the children had been told they should keep their social media accounts private many also recognised that having their sites more open could help get more 'likes', and therefore increase their perceived popularity.

More 12-15s are turning to Google for 'true and accurate information'
While the BBC website remains the preferred source of 'true and accurate information about things that are going on in the world' for 12-15s who go online (35%), this has declined substantially since 2015 (52%). Instead, children are more likely to say they would turn to Google for this (30% vs. 17% in 2015). They are also more likely to turn to Google for 'true and accurate information about fun things like hobbies and interests' (32% vs. 26% in 2015), although YouTube remains the most popular source for this.

And more than one in four 8-15s who use search engines believe that if Google lists information then it can be trusted
While around half of search engine users aged 8-11 (50%) or 12-15 (56%) make some type of critical judgement about search engine results, believing that some of the sites returned can be trusted and some cannot, more than one in four in each age group (28% for 8-11s and 27% for 12-15s) believe that if Google lists information then the results can be trusted. This may be partly explained by the fact that in the qualitative research the children had limited understanding of how search engines work, with most assuming that the results they saw were selected by some kind of authoritative figure, possibly employed by Google, who selected the ones which were most accurate.

Awareness and understanding of advertising

Children dislike too much advertising
Too many adverts is one of the most common dislikes for both 8-11s and 12-15s across TV, the internet and social media, with the number of internet users aged 12-15 saying this about online advertising increasing since 2015 (52%, from 40% in 2015). There has also been an increase in the number of online 8-11s who say they feel pressure to make in-app purchases (12% vs. 7% in 2015) and in the number of gamers aged 12-15 who say they are concerned about having to spend money to level-up or complete games (26% vs. 19%).

Awareness of personalised advertising and vlogger endorsements has increased
More than half of 12-15s who go online (55%) are aware that other people might see adverts online that are different to those they see, up from 45% in 2015. There has also been an increase in the proportion of 12-15s who are aware that vloggers may be being paid to endorse a product they say favourable things about (57% vs. 47% in 2015), with this increased awareness also evident in the qualitative research.

But only a minority of 12-15s can correctly identify advertising on Google
In contrast, despite their being distinguished by a box with the word 'Ad' in it, only a minority of 8-11s (24%) and 12-15s (38%) who use search engines correctly identified sponsored links on Google as advertising.

Children are less likely than in 2015 to say that all information on social media sites is true
Both 8-11s (2% vs. 8%) and 12-15s (4% vs. 9%) are less likely than in 2015 to say that all the information on social media sites is true. Three in four 12-15s (74%) also agree that most people behave in a different way online to when they talk to people face to face. However, this scepticism doesn't extend to more serious or official information: 12-15s are more likely to say that all the information on sites used for school work or homework (25% vs. 17% in 2015) or on news websites or apps (20% vs. 14% in 2015) is true.

Children's experience of staying safe online

Over nine in ten 8-15s say they have been given information about staying safe online…

Over nine in ten 8-11s (94%) and 12-15s (94%) who go online say they would tell someone if they saw something worrying or nasty online, with this most likely to be a family member. Family is also most likely to be the source of information about the possible risks or dangers of the internet; more than nine in ten online 8-11s and 12-15s have been given information about these, with this most likely to come from a parent, followed by a teacher. However, this has decreased for 8-11s (92% vs. 96%); due to fewer 8-11s saying they had been given information by a parent.

…although a small minority of 12-15s say they have disabled filters or parental controls, an increase since 2015

Despite most children having information about staying safe online, a small number of 12-15s say they are engaged in potentially risky online activities: they are more likely than in 2015 to say they have deleted their history records (17% vs. 11%), amended the settings to use a web browser in privacy mode (10% vs. 6%) and disabled any filters or controls (3% vs. 1%). The latter is more common among children in C2DE households, where 5% say they have disabled filters, compared to 1% in ABC1 households.

Children are more likely than in 2015 to say they dislike seeing content that makes them feel sad, frightened or embarrassed, and to say they are worried about people being nasty, mean or unkind to them

There have been increases in the numbers who say they dislike seeing content that makes them feel sad, frightened or embarrassed on TV (an increase from 6% to 10% of 12-15s), and in games (from 6% to 11% of 8-11s). Children aged 8-11 and 12-15 are also more likely than in 2015 to express a range of other concerns about the risks of being online, including about "people being nasty, mean or unkind to me", and are more likely to express concerns about the games they play, also including people being nasty, mean or unkind to them.

The numbers who say they have had negative online experiences in the past year are relatively low…

Around one in ten online 8-11s (10%) and one in five online 12-15s (19%) say they have seen something online in the past year that was worrying or nasty, around one in twelve of all 12-15s (8%) say they have been contacted online by someone they don't know, and 4% say they have seen something of a sexual nature in the past year, either online or on their mobile phone, all unchanged since 2015.

…although a third of 12-15s say they have seen hate speech in the past year

For the first time in 2016 we asked 12-15 who use the internet whether they had seen hate speech online. A third say they have seen this in the past year (34%). Fewer than one in ten (7%) say they 'often' see this, with the remaining 27% saying they 'sometimes' see this.

12-15s are as likely to be bullied via social media or group chat or text message services as they are face to face, while for 8-11s face to face bullying is more likely

In 2016 a similar number of 8-11s (11%) and 12-15s (13%) said they had been bullied in the past 12 months. For 8-11s bullying in person (6%) is more likely than via social media (2%) or group chat or text messages (1%), while for 12-15s levels of bullying are the same across all three of these at 6%. Two per cent of 8-11s and 12-15s also say that they have been bullied via online games. However, the qualitative research found that much of what most adults would describe as bullying was unlikely to be labelled as such by the children. They would be more likely to describe this as 'banter that had gone too far', and would be unlikely to involve an adult unless something was serious enough to be labelled harassment.

The qualitative research suggests that the rising use of group chat services is leading to new forms of bullying
The children in the qualitative research were increasingly aware that online behaviours could leave a trace, and a number of the children in the research described how some of their peers were finding new ways of being mean using social media, without leaving evidence. Often the functionality of group chats was indirectly facilitating these acts, as children were exploiting the ability to add or delete people from these groups in order to exclude or hurt people.

Parental mediation

Parents are more likely to be concerned about the time their child spends online, playing games or using their mobile than watching TV
In 2016 more than one in three parents of 5-15s whose child goes online (35%) are concerned about the time their child spends online while fewer parents are concerned about the time their child spends playing games (29%) or using a mobile phone (29%). Parents are least likely to be concerned about the time their child spends watching television (23%). The qualitative research supports this. Parents were less likely than in previous years to include the TV set in their definition of screen time, as watching TV is increasingly seen as a family activity, and were more concerned with managing the smartphone, tablet or, for boys in particular, the games console.

Screen time gets harder to manage as children get older
Nearly nine in ten (86%) parents of 3-4s, and three quarters (75%) of parents of 5-15s agree that their child has a good balance between screen time and doing other things. Children and parents seem to be aligned on this, with about two thirds of both 12-15s (64%) and their parents (65%) agreeing with the statement. However, screen time gets harder to manage as children get older; 41% of parents of 12-15s say they find it hard to control their child's screen time, compared to 16% of parents of 3-4s, and 35% say that their child's screen time gets in the way of family time, compared to 11% of parents of 3-4s. Twelve to fifteens were less likely to agree with these two statements than their parents, suggesting that screen time is more of an issue for parents than children.

Parents of 5-15s are more likely than in 2015 to be concerned about online content
There has been no change since 2015 in the proportion of parents of 3-4s who say they are concerned about online (14%), television (14%) or gaming content (8%). Parents of 5-15s were also no more likely to say they were concerned about TV (25%) or gaming content (21%). However, they are now more likely than in 2015 to say they are concerned about online content (30% vs. 25% in 2015).

More parents are mediating their children's internet use than in 2015
Parents of 5-15s use a combination of approaches to mediate their child's access to, and use of, online content and services, including:

- using technical tools
- regularly talking to their children about managing online risks
- supervising their child
- having rules (about access to the internet and/or behaviour while online)

The majority of parents whose child goes online at home or elsewhere use at least one of these approaches (99% of parents of 3-4s and 96% of parents of 5-15s); 15% of parents of 3-4s and 34% of parents of 12-15s use all four. The number of parents of 5-15s who do not mediate their child's internet use in any of the ways mentioned above has decreased from 6% to 4% since 2015.

Use of ISP content filters has increased among parents of 5-15s since 2015

Almost two-thirds (65%) of parents of 3-4s and 58% of parents of 5-15s with home broadband, whose child goes online, are aware of home network-level content filters provided by ISPs, and around a third (33% for 3-4s and 31% for 5-15s) use them. Use (31% vs. 26%) has increased among parents of 5-15s since 2015, although is unchanged among parents of 3-4s. Parents of 5-15s whose child uses a mobile or tablet are also more likely than in 2015 to have changed the settings on tablets or mobile phones to prevent apps being downloaded with 15% having done this.

And parents of 12-15s are more likely than in 2015 to talk to their children about managing online risks

More than a quarter of parents of online 3-4s (27%) and 84% of parents of 5-15s have talked to their child about managing online risks. For the majority of parents this is an ongoing conversation, with 64% of parents of 5-15s saying they talk to their child about this at least every few months. Parents of older children are most likely to be having these conversations with their children, with 92% of parents of 12-15s saying they have spoken to their child about this, an increase from 86% in 2015.

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Section 2

Introduction

Background

The promotion of media literacy is a responsibility placed on Ofcom by Section 11 of the Communications Act 2003. Under Section 14 (6a) of the Act we have a duty to make arrangements for the carrying out of research into the matters mentioned in Section 11 (1).

Media literacy enables people to have the skills, knowledge and understanding they need to make full use of the opportunities presented both by traditional and by new communications services. Media literacy also helps people to manage content and communications, and protect themselves and their families from the potential risks associated with using these services.

Ofcom's definition of media literacy is:

> *"the ability to use, understand and create media and communications in a variety of contexts".*

This report is designed to give an accessible overview of media literacy among children and young people[1] aged 5-15 and their parents/carers[2], as well as an overview of media use by children aged 3-4.

Where possible, within the sample of children aged 5-15 and their parents, demographic analysis is conducted by age (of the child interviewed), by gender and by household socio-economic group. Where differences exist by demography these are commented on in the report.

The key objectives of this research are:

- to provide a rich picture of the different elements of media literacy across the key platforms: the internet, television, games, and mobile phones;
- to identify emerging issues and skills gaps that help to target stakeholders' resources for the promotion of media literacy; and
- to provide data about children's internet habits/opinions and parents' strategies to protect their children online, to inform the work of the UK Council for Child Internet Safety (UKCCIS), which brings together over 180 organisations to help keep children and young people safe online; and other stakeholder organisations such as Get Safe Online.

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[1] References to children in this report are used to refer to children and young people.
[2] References to parents in this report are used to refer to parents and carers.

Research methodology and analysis

This report provides an update to the reports on children's media literacy published in 2006, 2008, 2010, 2011, 2012, 2013, 2014 and 2015[3]. It draws on the following surveys:

***Media Literacy Tracker* with children and parents:** a quantitative tracking survey conducted in 2009, 2010, 2011, 2012, 2013, 2014, 2015 and 2016[4]. In April/ May/ June 2016, 1,375 in-home interviews with parents and children aged 5-15 were conducted, along with 684 interviews with parents of children aged 3-4. In April/May/June 2015, 1,379 in-home interviews with parents and children aged 5-15 were conducted, along with 688 interviews with parents of children aged 3-4. In April/ May/June 2013, 1,689 in-home interviews were conducted with parents and children aged 5-15 as well as 685 interviews with parents of children aged 3-4. In March/ April 2011, 1,717 in-home interviews with parents and children aged 5-15 were conducted.

***Young People's Media Usage* survey:** a quantitative tracking survey, conducted in 2007 and 2008, which was devised to provide Ofcom with continued understanding of children's behaviour in the UK communications markets. During 2007, 3,696 interviews with parents and children aged 5-15 were conducted, and 2,066 interviews with parents and children aged 5-15 were conducted during 2008. All interviewing was done in the home.

Media Literacy Audit: a quantitative survey that involved 1,536 in-home interviews with parents and children aged 8-15 from June to August 2005, and 2,068 in-home interviews among the same demographic between October and December 2007.

In some instances, we make comparisons between this research and either the *Young People's Media Usage* survey*,* conducted in 2007, or the *Media Literacy Audits* conducted in 2007.

Significance testing at the 95% confidence level was carried out. This means that where findings are commented on in the report, there is only a 5% or less probability that the difference between the samples is by chance[5]. Statistically significant findings are indicated in the figures in the report by arrows.

Where possible, findings are shown for 5-15s as well as for the specific age groups (5-7, 8-11 and 12-15). However, some questions in earlier surveys, and some questions in the current survey, were not asked of all age groups. It is also worth noting that in some instances where there is a change over time among all children aged 5-15, this may not be accompanied by a change among 5-7s, 8-11s or 12-15s for that measure, due to smaller base sizes for these sub-groups.

[3] www.ofcom.org.uk/medialiteracyresearch
[4] Findings from the 2009, 2010, 2015 and 2014 Media Literacy Trackers have been removed from the Figures within this report to reduce data overcrowding.
[5] If a finding is not statistically significant it may be referenced in the report as being unchanged or that it does not differ when compared to another measure (i.e. when comparing, for example, boys aged 12-15 to girls aged 12-15). In some instances, the two percentages compared could differ by as much as 15 percentage points, but due to low base sizes for one (or both) of these groups the difference is not registering as statistically significant.

Interviews conducted with parents of 3-4 year old children

As detailed above, from 2013 onwards the *Media Literacy Tracker* was also conducted with parents of children aged 3-4, with a total of 684 interviews conducted in-home in April/ May/ June 2016. Findings have been shown for 3-4s wherever possible, with comparisons between 2016 and 2015 findings for this age group, and also comparing the findings for children aged 3-4 and the older children interviewed for this survey. Data for children aged 3-4 are not included in the overall analysis for all children aged 5-15, both because the media habits of preschool children are likely to differ substantially from school age children, and because including them in the larger group would impede our ability to compare results over time.

Changes that were made after 2014

Changes were made to the questions asked of parents and children from 2014 regarding the child's use of media. *Media Literacy Tracker* surveys conducted before 2014 directed parents and children to consider the child's use of media within the home. With the growth in ownership and use of mobile devices – such as smartphones and tablets – it was decided to ask, from the 2014 survey onwards, about the child's use of media in any location, not just at home.

As in previous surveys, the detail in this report on the devices used and the volume of use is based on responses from parents for 3-4s and 5-7s, and responses from children for 12-15s. Since 2014 we have extended the questions asked of children aged 8-11 to cover devices used and volume of use, as well as increasing the number of questions aimed at gauging 8-11s critical understanding.

In 2016, we have reviewed the questionnaire in order to ensure the language used is easy for children to understand. While we believe this has increased the accessibility of the questionnaire for children, there are some questions where it has affected our ability to compare over time. These instances are noted in the report.

Section 3

Children's use of media devices

This section looks at children's use of media devices. It documents those devices that children ever use, as well as those that they use on a regular basis. It also looks at use within the context of the devices that children have access to at home.

It includes an examination of which devices are owned by the child, and looks at trends relating to those that the child has in their bedroom. It concludes by looking at which device children say they would miss the most.

Key findings

Use of devices

- There are two devices that continue to be used by a majority of children in each age group: television sets[6] (92% for 3-4s, 96% for 5-7s, 98% for 8-11s and 12-15s) and tablets (55% for 3-4s, 67% for 5-7s, 80% for 8-11s and 74% for 12-15s).
- Since 2015, for 5-15s there has been growth in the use of mobile phones (62% vs. 58%) and smart TVs (47% vs. 38%) and a decrease in use of an internet-connected desktop, laptop or netbook (67% vs. 74%), a games console or player (66% vs. 72%), a DVR (61% vs. 67%), a DVD/ Blu- ray player (56% vs. 69%) and a radio set (33% vs. 38%).

Access to devices at home

- Where use has changed since 2015, this is mostly due to a change in access to that device. So, for example, where use has declined this is because in 2016 the household is less likely to own the device, not because ownership levels are unchanged and the child is less likely to use the device. However, for tablets, increased access for 3-4s and 8-11s has not caused a corresponding uplift in use.
- Smart TV sets are the only type of device for which household access and use has increased since 2015, for all age groups of child, while access and use of DVD/ Blu-ray players have decreased across each of the four age groups.
- Since 2015, although home access to the internet (either through fixed broadband or mobile network signal) has increased among 8-11s, there has been no corresponding uplift in use of the internet on any type of device.

Regular use of devices

- Although there has been no decline in overall use of a television set since 2015, children aged 5-15 are less likely to say they *regularly* use (defined as using almost every day) a TV set (80% vs. 87%); this is particularly true for 5-7s (86% vs. 92%) and 12-15s (73% vs. 84%). In spite of these decreases, the TV set continues to be the only device used regularly by a majority of children aged 5-7 (86%), 8-11 (82%) and 12-15 (73%).
- While the focus in this section is on digital devices, a sizeable proportion of children in each age group say they regularly use books, magazines or comics (37% aged 5-7, 34% of 8-11s and 26% of 12-15s).

[6] Any type of television, whether a smart TV or a 'standard' TV set

Child's ownership of devices

- Smartphone ownership is higher among 5-15s compared to last year (41% vs. 35%); this is particularly evident for 8-11s (32% vs. 24%) and 12-15s (79% vs. 69%).
- Tablet ownership has increased among 5-15s overall since 2015 (44% vs. 40%) although this is not attributable to any particular age group of child. Sixteen per cent of 3-4s have their own tablet, with this incidence doubling for 5-7s (32%). Half of all 8-11s and 12-15s (both 49%) have their own tablet.
- Tablet ownership is higher than smartphone ownership up to the age of 10. After the age of 12, smartphone ownership increases as tablet ownership decreases. This preference for mobile phones over tablets can also be seen in the devices children say they would miss the most.
- The decrease over time in the devices children have in their bedroom is likely to be related to the rise in more portable internet-enabled devices that allow a variety of media uses in any location. Half of all 5-15s have a TV set in their bedroom (48%) as do two in ten (20%) 3-4s. This incidence increases with the age of the child.

Affinity with media devices

- Nominating a TV set or a tablet as the most-missed device decreases with the age of the child, while nominating a mobile phone increases with age – and compared to 2015, twice as many 8-11s say their mobile phone would be their most-missed device (16% vs. 9% in 2015).
- However, a TV set continues to be the device most missed overall among 5-7s (45%) and 8-11s (30%).

Differences by household socio-economic group

- Children aged 5-15 in DE households are less likely to have access to and to use a wide range of devices; the reverse is true for those in AB households. However, they are no less likely to have access to or use a mobile phone, or to have their own tablet or mobile phone, and are more likely than the average to use a standard TV set.

Differences by gender

- Boys are more likely than girls to own and use games consoles or players, and to say they would miss these devices the most.
- While half (49%) of 12-15s say they would most miss their mobile phone, girls (60%) are much more likely than boys to say this (38%).

Children's media use in the home

Since 2015, there has been growth in the use of mobile phones and smart TVs

This initial section looks at the specific devices children use, with subsequent sections addressing the devices that are used regularly, as well as household and children's ownership of media devices.

Parents were asked about their child's use of the various media within the home, regardless of whether the media devices were owned by the child or more generally by the household. Figure shows the media used by all children aged 5-15, while Figure 2 shows the key media used by 3-4s, 5-7s, 8-11 and 12-15s.

Nearly all children aged 5-15 (97%) use a television set, with this incidence unchanged since 2015. More than nine in ten parents of 3-4s (92%) say their child uses a television set, lower than in 2015 (96%). The measures shown for the television set in Figure 1 and Figure 2 are aggregate figures based on respondents who said their child used any type of television set, whether a smart TV or a standard TV. Looking at the figures for smart TVs separately, more than four in ten 3-4s (43% vs. 34%) and 5-15s (47% vs. 38%) use one.

The only other device used by a majority of children in each of the four age groups is the tablet. Three in four 5-15s (75%) use a tablet, as do more than half (55%) of 3-4s. Use is highest among 8-11s (80%), followed by 12-15s (74%) and 5-7s (67%). Use of a tablet at home is unchanged for each age group since 2015.

Two-thirds of children aged 5-15 use an internet-connected desktop/ laptop/ netbook (67%) or a fixed or portable games player, at home (66%). Three in five 5-15s (62%) use a mobile phone, or a digital video recorder (DVR) (61%). A majority of 5-15s also use a DVD/ Blu-ray player (56%), and one in three 5-15s use a radio set (either DAB or AM/FM).

Use of most devices tends to increase with age, with the exception of television, where use is fairly constant across the four age groups. The differences by age are most marked for use of an internet-enabled desktop/ laptop/ netbook at home, which rises from one in four 3-4s (24%) to more than four in ten 12-15s (82%), and for mobile phones, which increases from 23% of 3-4s and 28% of 5-7s to 91% of 12-15s[7].

Since 2015, use of a smart TV has increased across all four age groups, while use of a DVD or Blu-ray[8] player has decreased across all four age groups. Children aged 5-15 are more likely to use a mobile phone (62% vs. 58%) and less likely to use an internet-enabled desktop/ laptop/ netbook (67% vs. 74%), a games console/ games player (66% vs. 72%), a DVR (61% vs .67%), or a radio set (either DAB or AM/FM) (33% vs. 38%)[9].

Looking at the longer-term trend, since 2011 use of games consoles/ players, DVD/ Blu-ray players and radio sets have declined among 5-15s year on year, while over the same period tablet use has seen considerable year-on-year growth.

The decrease since 2015 among 5-15s in use of an internet-enabled desktop/ laptop/ netbook at home is attributable to the 8-11 group, (66% vs. 77%), as shown in Figure 2. The

[7] Children's use of a mobile phone includes circumstances in which the child may be using a mobile phone that belongs to someone else in the household

[8] This was amended from DVD player/ recorder/ Blu-ray recorder in 2016, which may affect the incidences reported here

[9] Where changes in use are seen for each of these devices for 5-15s this is always accompanied by the associated increase or decrease in household ownership of these devices, as detailed later in this section.

decline in use of a fixed or portable games player across all 5-15s since 2015 is evident among the youngest children (52% vs. 64% for 5-7s). Children aged 3-4 are also now less likely to use one of these gaming devices (25% vs. 34%). The decline in use of a DVR among 5-15s is seen among 5-7s and 8-11s. There is no change in the number of 3-4s (49%) using a DVR.

The increase since 2015 in use of a mobile phone by 5-15s is evident only among 12-15s (91% vs. 86%). There has been no change in use of a mobile phone among 3-4s (23%).

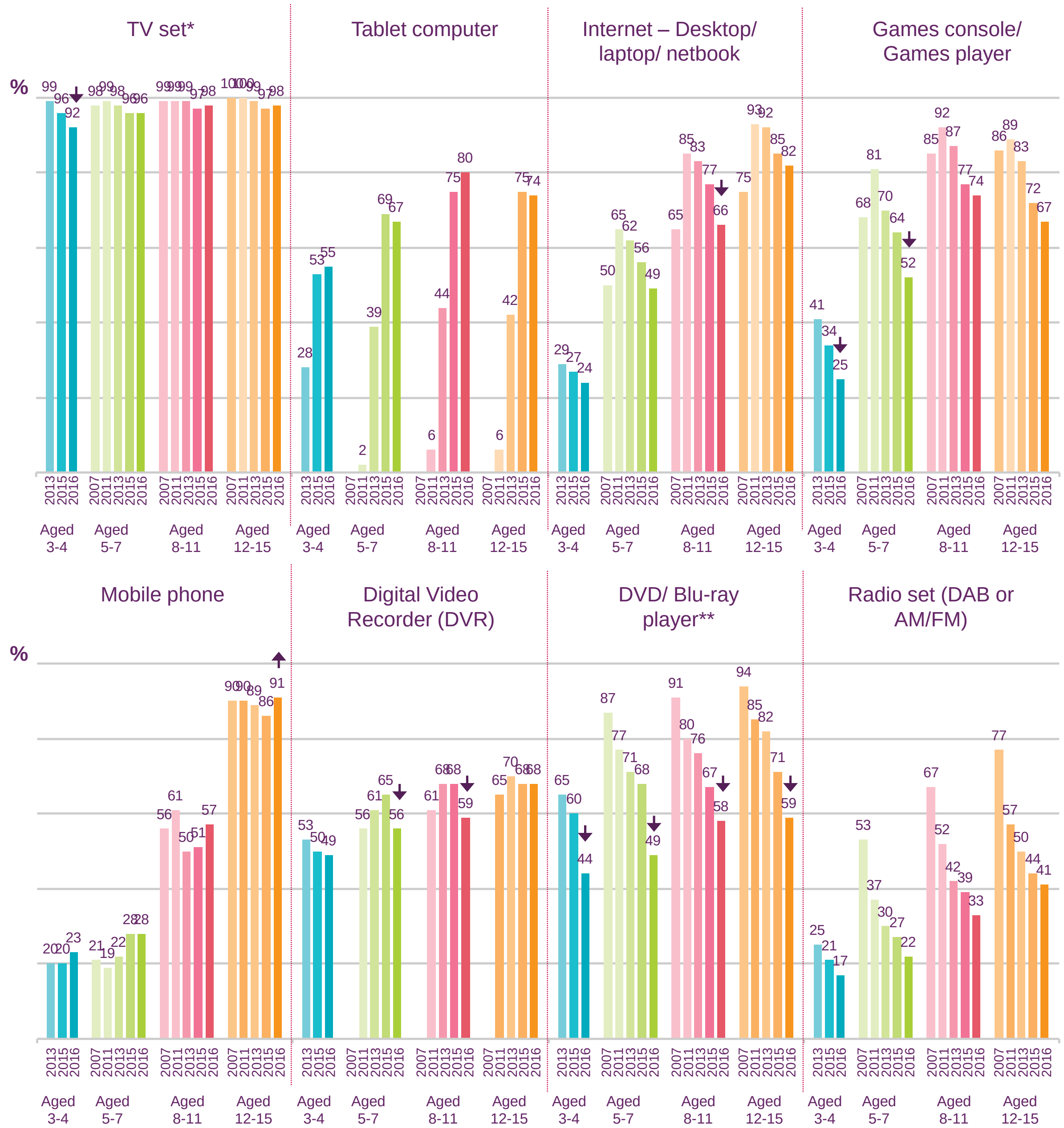
While Figure shows a decrease among 5-15s in the use of a radio (33% vs. 38%), Figure 2 shows no change among 3-4s (17%), 5-7s (22%), 8-11s (33%) or 12-15s (41%).

While not shown in Figure or Figure 2, less than one in five children aged 5-15 (16%) use a portable media player at home, with use increasing with age; from 9% of 5-7s to 22% of 12-15s. Compared to 2015, children aged 5-15 are less likely to use a portable media player at home (16% vs. 27%), attributable to a decline among 8-11s (15% vs. 24%) and 12-15s (22% vs. 33%). Less than one in ten 3-4s (5%) use a portable media player at home, down from 8% in 2015. Five per cent of 3-4s and 12% of 5-15s use an e-book reader, unchanged since 2015.

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

QP3 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single-coded) * Since 2014 this measure includes those who say they use either a smart TV or a 'standard 'TV set, prior to this we asked only about a TV set
** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Base: Parents of children aged 5-15 (1375) - significance testing shows any change between 2015 and 2016

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



QP3 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) * Since 2014 this measure includes those who say they use either a smart TV or a 'standard' TV set, prior to this we asked only about a TV set ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

Use of devices in the context of household ownership

Smart TV sets are the only device which has increased in both access and use since 2015 among all age groups of children.

Children's use of media cannot be addressed in isolation; it must be framed within the context of the devices that are available within the home for the child to use.

Figure 3 below summarises children's access to[10] and use of devices at home, ranked by access to the device for children aged 5-15. For most devices the difference or 'gap' between access and use tends to get narrower as the age of the child increases.

Broadly speaking, for younger children (3-4s and 5-7s) the difference between access and use tends to be smallest for TV sets (either standard or smart) and largest for radio and for desktop computers, laptops or netbooks. For older children, the gap between access and use tends also to be largest for radio and smallest for TV sets (either standard or smart).

The summary below also shows changes in any of these measures since 2015. Where use has declined over time this is usually due to households being less likely to own these devices. Interestingly, for tablets, increased access for 3-4s and 8-11s has not resulted in a corresponding increase in use.

Smart TV sets are the only device that has increased in both access and use since 2015 among all age groups of children.

Figure 3 below also shows the proportion of children in each age group who have access to the internet at home (either through a fixed broadband connection or a mobile network signal) as well as the proportion who use the internet (at home or elsewhere). The gap between access and use narrows as the child ages. Since 2015, although home access has increased among 8-11s, there has not been a corresponding uplift in use.

[10] For mobile phones the percentages shown in the 'access' columns relate to personal ownership of a mobile phone rather than household ownership. The percentages shown for use are higher than those shown for personal ownership, as this includes use of mobiles within the household that are not directly owned by the child.

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

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

QP3 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016

Regular use of media devices

While there has been no decline in any use of a TV set since 2015 among 5-15s, they are less likely to say they regularly use a TV set

Children aged 5-15 were asked to choose from a list of nine media devices to say which, if any, they used regularly (defined in this research as 'almost every day')[11]. These nine devices are a subset of those their parents were asked about in Figure and Figure 2, and were selected as those devices that would be easily recognisable to children of all ages.

Figure 4 shows the findings among 5-7s, 8-11s and 12-15s[12].

The TV set is the only media device used regularly by most children in each age group between 5 and 15. Four in five (80%) children aged 5-15 say they regularly use a TV set, and this is more likely for 5-7s (86%) and 8-11s (82%) than for 12-15s (73%). Since 2015, 5-15s are less likely to say they regularly use a TV set (80% vs. 87%); this is particularly the case for 5-7s (86% vs. 92%) and 12-15s (73% vs. 84%).

More than four in ten 5-15s (44%) regularly use a tablet; this is less likely for 5-7s (37%) than for either 8-11s (46%) or 12-15s (48%). The incidence of regular tablet use is unchanged since 2015 for each age group.

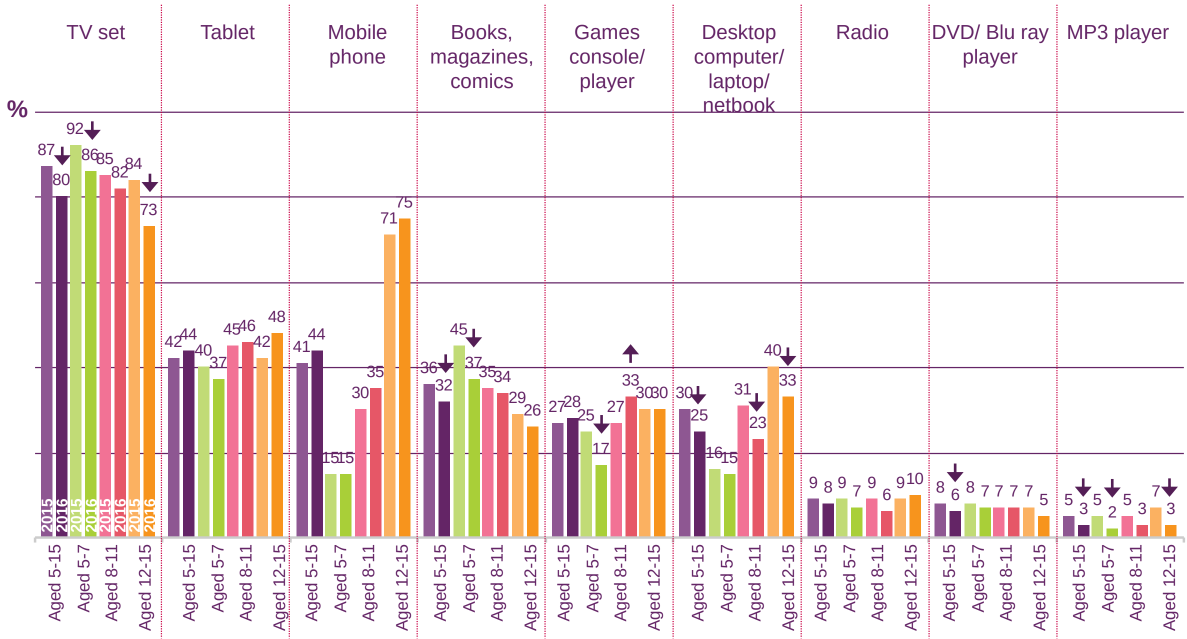
[11] Media use in Figure 4 will differ from the figures shown earlier, where the data showed 'any use' as opposed to 'regular use' and were obtained from a parent for 5-7s rather than from the child.
[12] As this question was asked of children (rather than parents) no data are available for children aged 3-4.

More than four in ten 5-15s (44%) regularly use a mobile phone or smartphone. This incidence varies considerably by age, accounting for 15% of 5-7s, one in three (35%) 8-11s and three in four 12-15s (75%). Unlike the numbers of those who *ever* use a phone, where there was an increase among 12-15s, *regular* use, for each age group, is unchanged since 2015.

Around three in ten 5-15s regularly use books, magazines, comics[13] (32%) or games consoles or players (28%). Regular use of books, magazines and comics is more likely among 5-7s (37%) and 8-11s (34%) than 12-15s (26%), while use of a games console or player is more likely among 8-11s (33%) and 12-15s (30%) than 5-7s (17%). Regular use of both books, magazines and comics and of games consoles or players is less likely since 2015 among 5-7s (37% vs. 45% and 17% vs. 25% respectively). Children aged 8-11 are now more likely than in 2015 to regularly use games consoles or players (33% vs. 27%).

As shown in Figure 4, use of a desktop/ laptop/ netbook computer increases with the age of the child, rising from 15% for 5-7s to 33% among 12-15s. At an overall level, one in four 5-15s (25%) say they regularly use a desktop/ laptop netbook; this is a decrease since 2015 (30%), and is attributable to a decline in regular use among 12-15s (33% vs. 40%). Radios (8%), DVD/ Blu ray players (6%) and MP3 players (3%) are used regularly by less than one in ten 5-15s, with decreases since 2015 in use of DVD/ Blu-ray players (6% vs. 8%) and MP3 players (3% vs. 5%).

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



QC50 – Which of the following do you use almost every day? (prompted responses, multi-coded)
Base: Children aged 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15 in 2016) - significance testing shows any change between 2015 and 2016.

[13] The question did not specify whether this related to physical or electronic copies of books, magazines or comics.

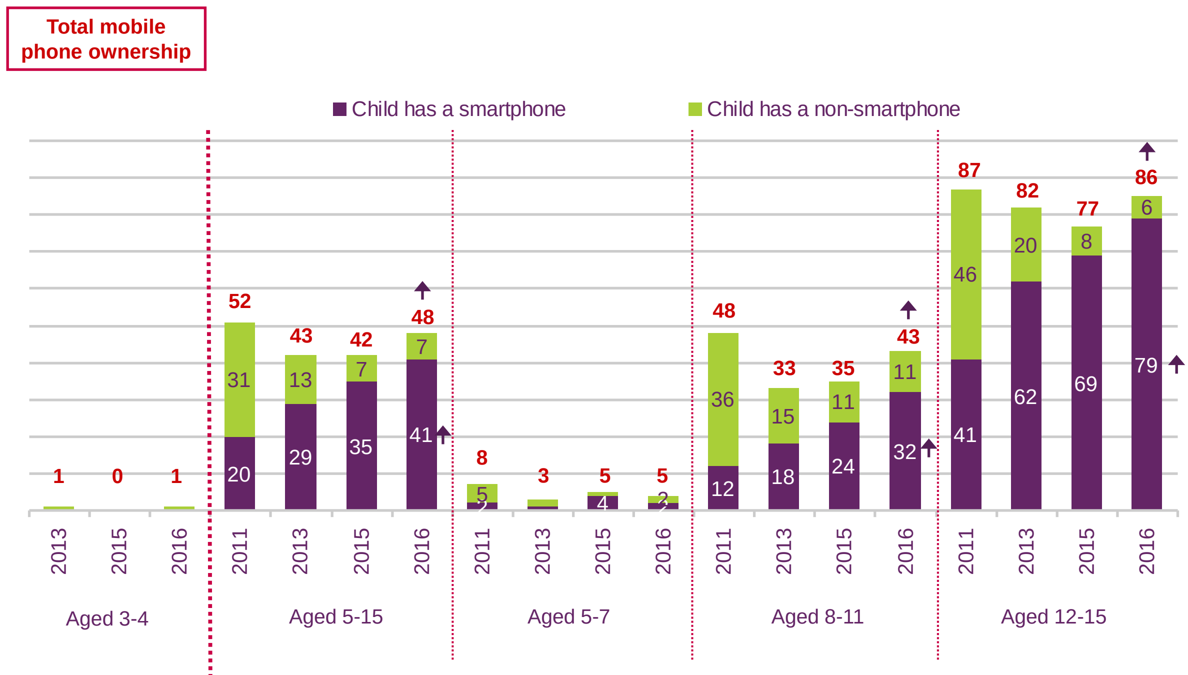
Mobile phone ownership

Smartphone ownership has increased and four in five 12-15s now own one

Figure 5 shows that nearly half of all children aged 5-15 (48%) have a mobile phone of their own (any type) and two in five (41%) children aged 5-15 have a smartphone[14].

Smartphone ownership is higher compared to last year among all 5-15s (41% vs. 35%), with this increase evident among 8-11s (32% vs. 24%) and 12-15s (79% vs. 69%). The likelihood of owning a smartphone increases with the age of the child, at just 1% of 3-4s, 2% of 5-7s, one in three 8-11s (32%) and eight in ten 12-15s (79%).

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



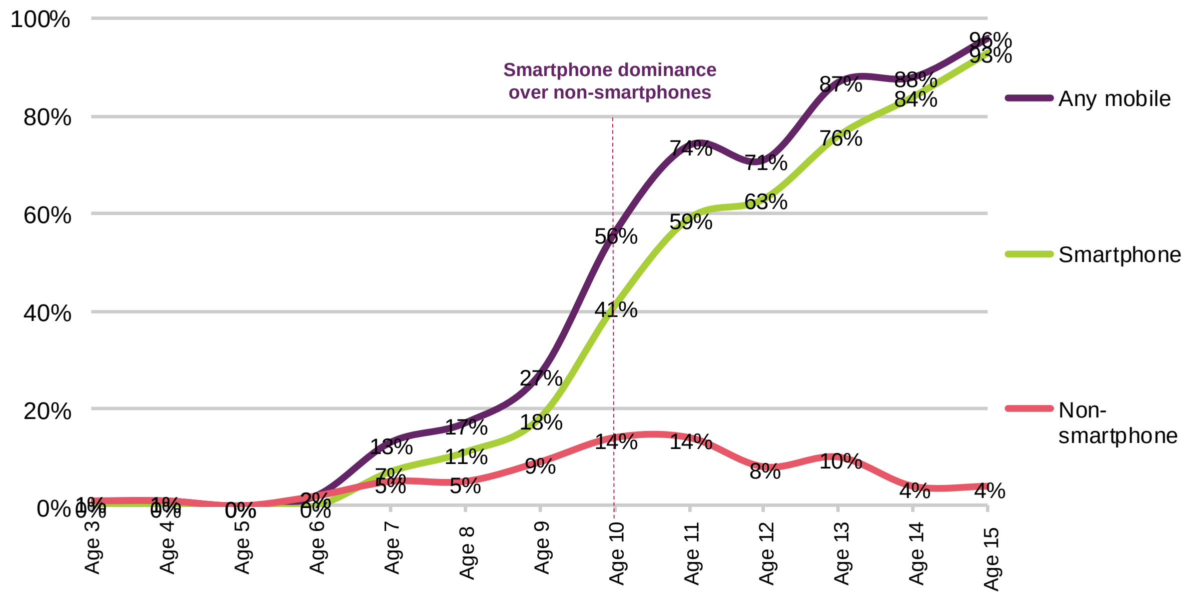
QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a smartphone? A smartphone is a phone on which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

[14] The question (to parents) established smartphone ownership in the following way: "You mentioned that your child has their own mobile phone. Is this a smartphone? A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of smartphone include iPhone, BlackBerry, and Android phones such as the Samsung Galaxy".

Figure 6 shows how ownership of any type of mobile phone increases from age 3 (1%) to age 15 (96%). Levels of ownership of a smartphone are very low among those aged 5 to 8 and start to rise from age 9.

Children aged 5 to 7 are equally likely to own non-smartphones as smartphones, but from age 8 onwards smartphone ownership starts to increase. More than half of all children aged ten[15] have a mobile phone (56%) and four in ten have a smartphone (41%).

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



QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a smartphone? A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf the internet/ go online. Popular brands of smartphone include iPhone, Blackberry, and Android phones such as the Samsung Galaxy. (unprompted responses, single-coded)
Base: Parents of children aged 3-4 or 5-15 (3961 aged 3, 288 aged 4, 157 aged 5, 140 aged 6, 101 aged 7, 181 aged 8, 129 aged 9, 92 aged 10, 101 aged 11, 143 aged 12, 108 aged 13, 105 aged 14, 118 aged 15)

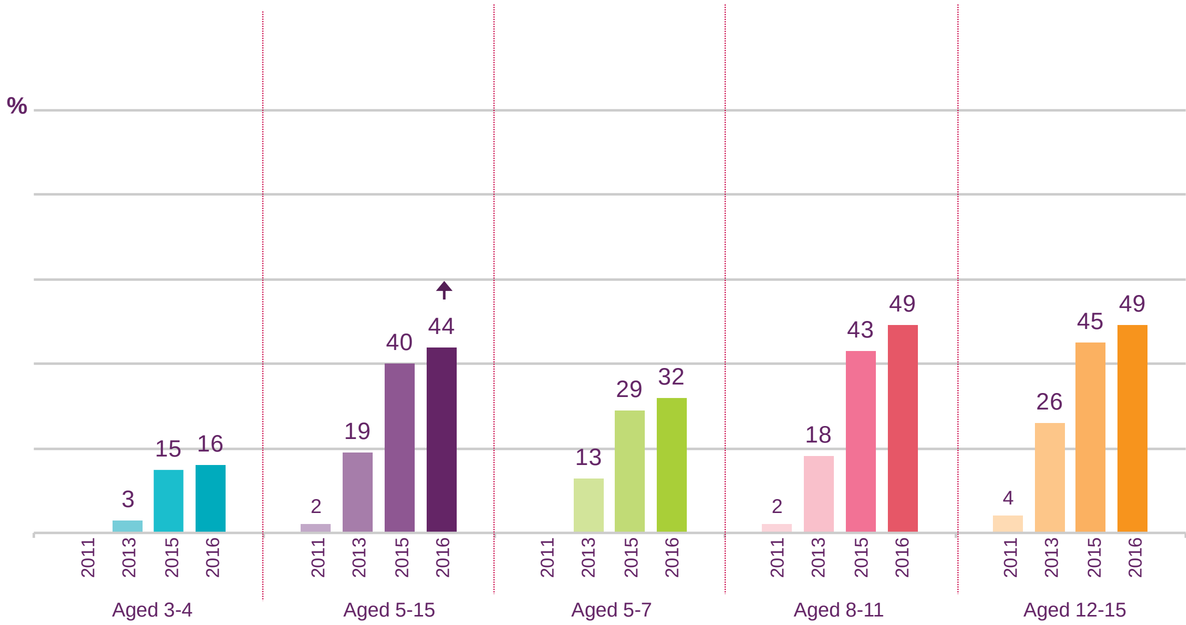
[15] Results are indicative only in 2016 for children aged 10, due to a relatively low base (92)

Tablet ownership

Half of 8-11s and 12-15s have their own tablet

Figure 7 shows the incidence of tablet ownership among children, rather than household ownership. In 2016, tablets are owned by 16% of 3-4s and more than two in five (44%) 5-15 year olds. Ownership is higher among 8-11s (49%) and 12-15s (49%) than among 5-7s (32%). Since 2015 tablet ownership has risen among all children aged 5-15 (44% vs. 40%), although this is not attributable to any particular age group.

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

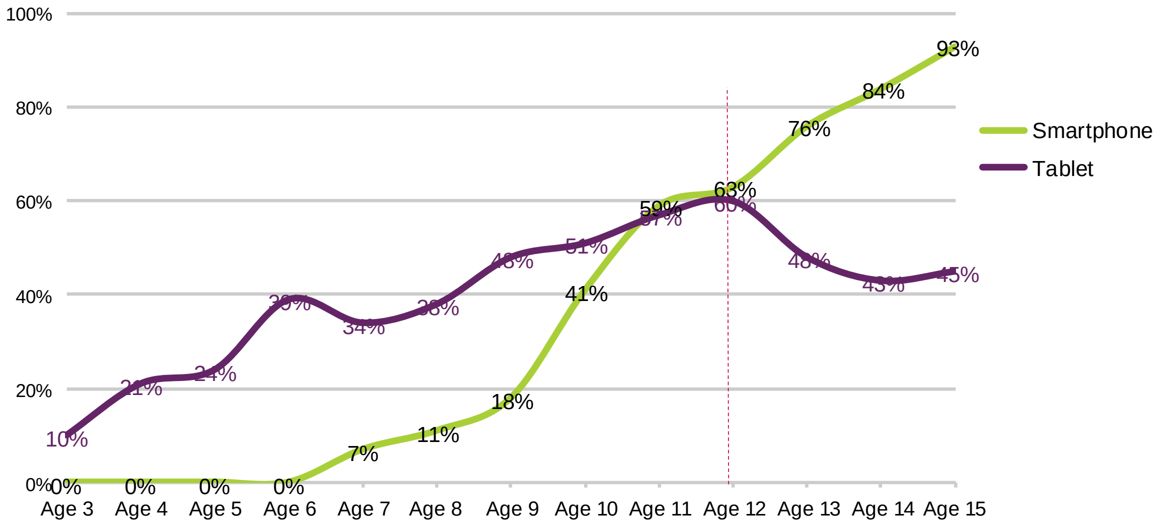


QP3E - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)
Base: Parents of children aged 3-4 (684 in 2016) or 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15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

Figure 8 below shows how tablet and smartphone ownership varies by the age of the child. Tablet ownership is higher up to the age of 10[16]. After the age of 12 there is a clear preference for ownership of smartphones over tablets.

[16] Results are indicative only in 2016 for children aged 10, due to a relatively low base (92)

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



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

Children's ownership of multiple media devices

Most children aged 12-15 have three or more media devices of their own

Focusing on how many of the 11 media devices we asked about are owned by children themselves, one in three children aged 3-4 (34%) own any of the devices asked about, compared to three in five aged 5-7 (60%), eight in ten aged 8-11 (82%) and nearly all 12-15s (96%).

Most children aged 12-15 (65%) have three or more devices of their own, while this degree of multiple device ownership applies to half of 8-11s (49%) and a minority of 5-7s (20%) and 3-4s (8%).

The average number of devices owned by the child increases with each age group: 0.6 for 3-4s, 1.3 for 5-7s, 2.6 for 8-11s and 3.6 for 12-15s.

Devices in the child's bedroom

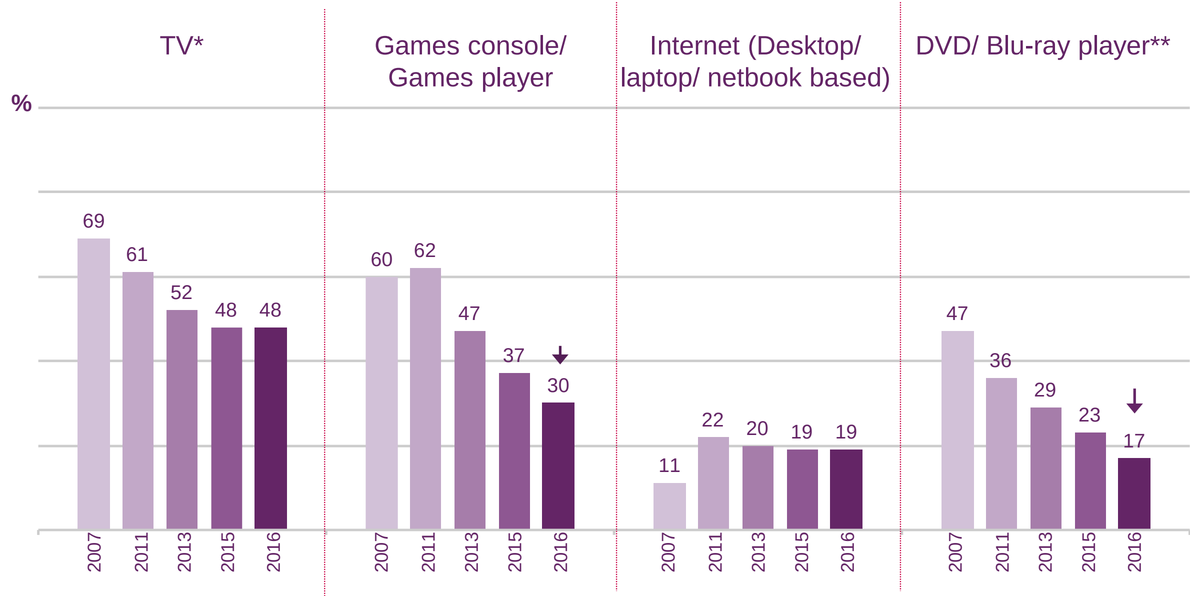
Children aged 5-15 are now less likely to have a games console/ player in their bedroom.

In order to understand more about children's and young people's media habits, it is useful to know the various types of media activity that take place in a child's bedroom. Figure 9 shows results for all children aged 5-15, while Figure 10 shows how the results vary by each of the four age groups: 3-4, 5-7, 8-11 and 12-15.

As shown in Figure 9 and Figure 10, television sets, gaming devices and DVD/ Blu-ray players are now less likely than in 2007 to be present in children's bedrooms. This is likely to be related to the increased use of more portable internet-enabled devices, which allow children to watch television and other content, play games and go online in the location of their choice.

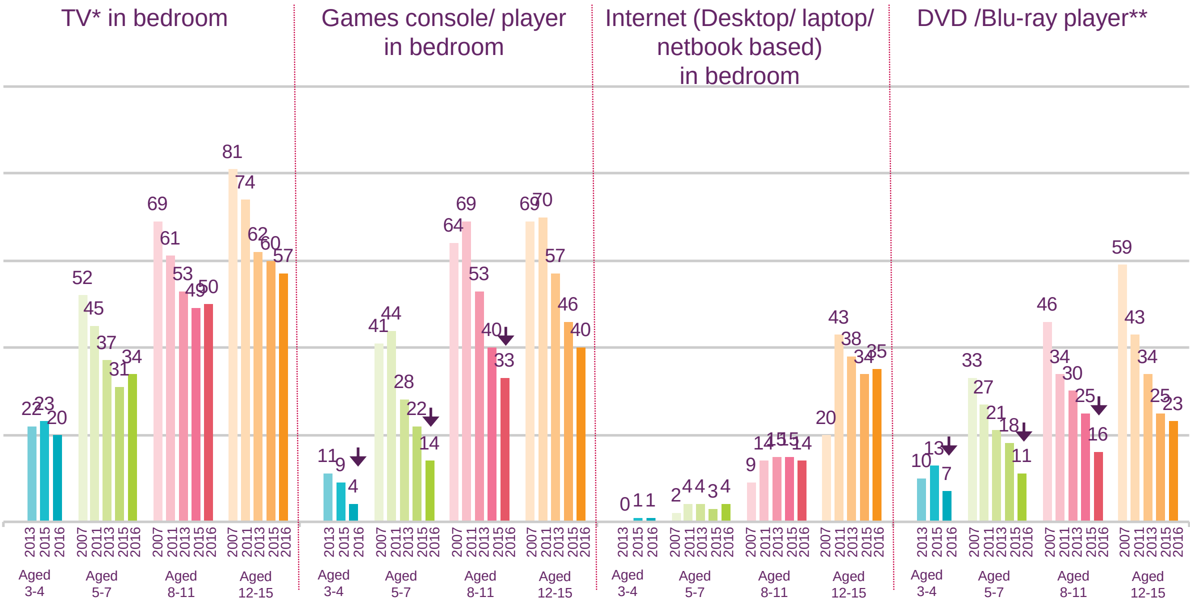
Although most children aged 5-15 have desktop computer/ laptop/ netbook-based internet access in the household (82%), as shown in Figure 3, a minority of 5-15s (19%) have internet access in their bedroom through one of these devices. This incidence increases with each age group, accounting for very few in the 3-4 age group (1%) and rising to one in three (35%) for 12-15s. These measures have not changed since 2015, with little change even since 2011 for 5-7s and 8-11s. Compared to 2011, however, 12-15s are now less likely to have any of these internet-enabled computers in their bedroom (35% vs. 43%).

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



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

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



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

Affinity with media devices

One in six 8-11s now say their mobile phone is the device they would miss the most – twice as many as in 2015

Children aged 5-15 were asked to choose from a list of nine media devices to say which they would miss the most if it were taken away. The list of options to choose from at this question was revised in 2014 to focus on devices, rather than the previous mix of devices and media activities. Figure 11 shows the device that children aged 5-15 and those in each age group say they would miss the most in 2015 and in 2016.

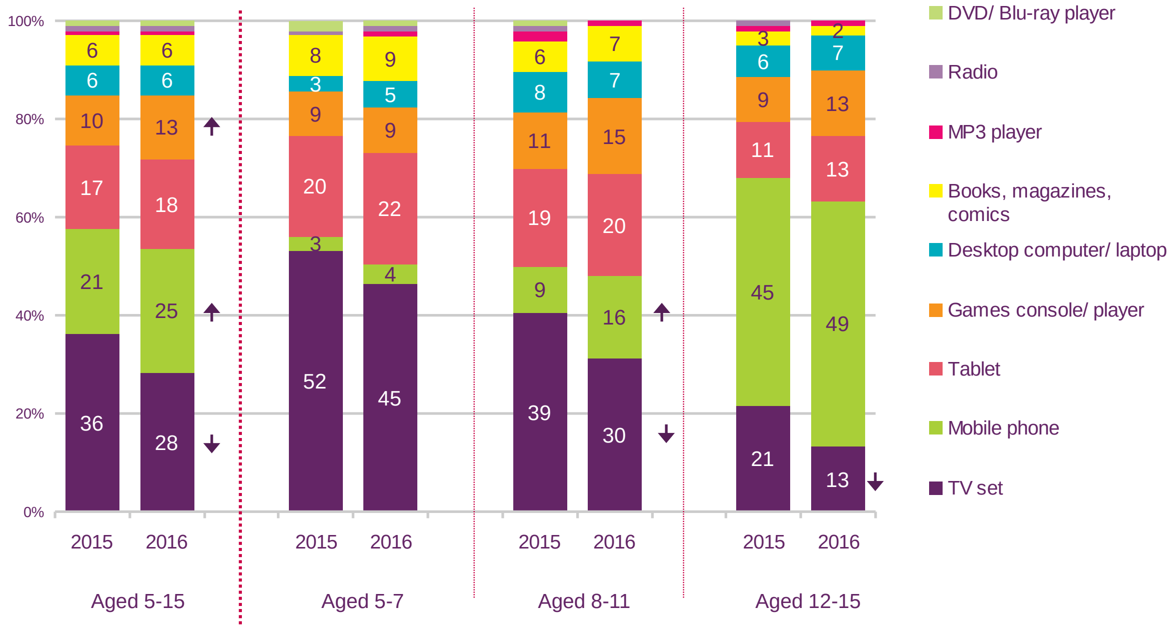
Across all 5-15s, around three in ten (28%) say they would miss the TV set the most, making TV the device most likely to be named. However, since 2015 the TV set is less likely to be nominated (28% vs. 36% in 2015). Around a quarter of children aged 5-15 say they would most miss their mobile phone (25%), up from 21% in 2015. This suggests that in terms of media affinity there is a shift away from the TV set towards use of a mobile phone.

As shown in Figure 11, there are significant differences by age in terms of the media device the child would miss the most. For younger children (5-7s and 8-11s) the TV set is the most-missed device, followed by the tablet. Among 12-15s, the mobile phone is the most missed device; these children are more than three times as likely to say they would miss their mobile phone, compared to the next most-missed device.

Figure 11 also shows changes in nominations for the most-missed device since 2015. There has been no change among 5-7s since 2015; they continue to say that a TV set is the device they would miss the most (45%), followed by a tablet (22%). There is also little change among 12-15s since 2015, although they are less likely to say the TV set is their most-missed device (13% vs. 21%).

There has, however, been some change since 2015 for 8-11s. While the TV set is the most-missed device, there has been a nine percentage point decrease in the proportion choosing this since 2015 (from 39% to 30%). At the same time, the proportion of 8-11s saying their mobile phone is the device they would miss the most has nearly doubled (from 9% to 16%).

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

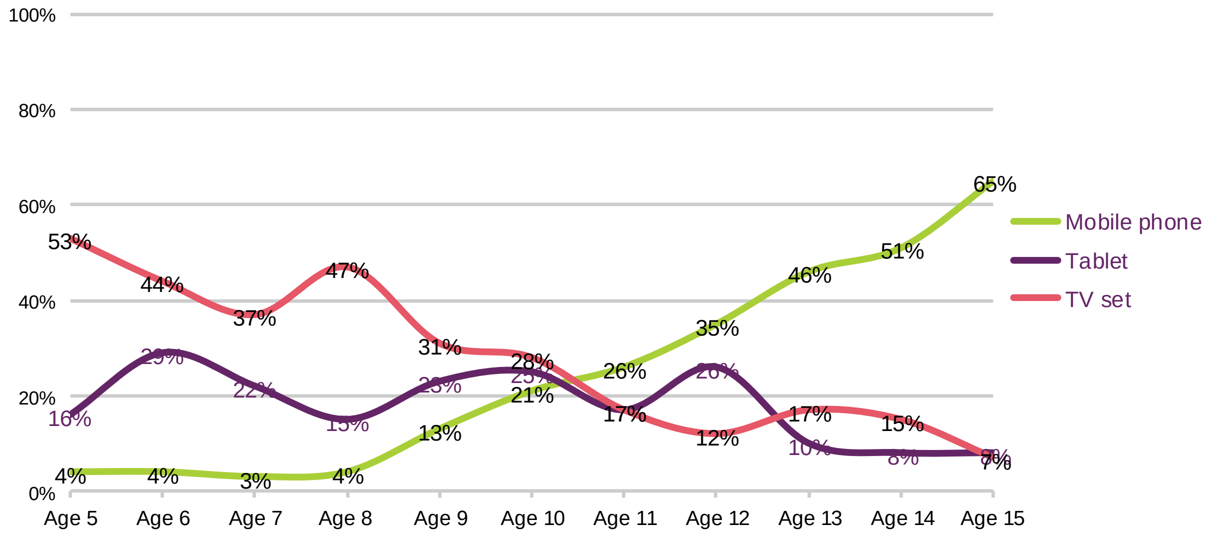


QC51– Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)
Base: Children aged 5-15 (1375 aged 5-15, 398 aged 5-7, 503 aged 8-11, 474 aged 12-15). Significance testing shows any change between 2015 and 2016.

It is also possible to show how preferences, in terms of most-missed devices, vary by the age of the child for television sets, mobile phones and tablets. Figure 12 shows that up to the age of 10[17], children are more likely to nominate a TV set or a tablet than a mobile phone. This preference then switches at the age of 11, with a clear preference for nominating a mobile phone rather than a TV set or tablet as the most-missed device.

[17] Results are indicative only in 2016 for children aged 10, due to a relatively low base (92)

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



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

Differences by gender and socio-economic group

While children aged 5-15 in DE households are less likely to have access to and use some devices, they are as likely to have their own smartphone and tablet

In addition to looking at media use, access and ownership among children by age, it is also important to understand how, if at all, these differ by gender and socio-economic group.

In summary, when looking at household socio-economic group, children aged 5-15 in DE households are less likely to have access to and to use a wide range of devices; the reverse is true for those in AB households. However, this difference for children in DE households is not evident when looking at the child's personal ownership of devices.

Looking first at household ownership, there are seven devices that parents of 5-15s in DE households are less likely to own, compared to all parents of 5-15s: a tablet computer (72% vs. 83%), an internet-enabled desktop/ laptop/ netbook computer (69% vs. 82%), a DVR (60% vs. 68%), a radio set (57% vs. 63%), a smart TV set (40% vs. 52%), an e-book reader (16% vs. 28%) and a portable media player (17% vs. 27%).

Compared to the average, parents of children aged 5-15 in DE households are less likely to say their child uses: a tablet computer (66% vs. 75%) an internet-enabled desktop/ laptop/ netbook computer (55% vs. 67%), a DVR (55% vs. 61%), a smart TV (38% vs. 47%), a radio set (27% vs. 33%) or a portable media player (10% vs. 16%). Children in DE households are also less likely to say they regularly use a tablet (37% vs. 44%), or a desktop, laptop or netbook (17% vs. 25%).

Parents of 5-15s in DE households are more likely than all parents to say they have a TV set (standard rather than a smart TV) (93% vs. 89%) but this does not correspond to increased use.

Children aged 5-15 in DE households are less likely to have internet access at home, either through a fixed broadband connection or a mobile network signal (90% vs. 94%), while children in AB households are more likely (97%). Consequently, children in DE households are less likely to go online using any type of device (82% vs. 87%), and children in AB households are more likely (91%); this is attributable to children in DE households being less likely to use a laptop /netbook (46% vs. 58%) or a tablet (45% vs. 54%) to go online, and children in AB households being more likely to use a laptop or netbook (67% vs. 58%).

However, in 2016, personal ownership of a mobile phone does not vary by socio-economic group, and 5-15s in DE households (38%) are as likely as the average (41%) to own a smartphone, as are 5-15s in AB households (43%). Children aged 5-15 in DE households (42%) are as likely as all children to have their own tablet (44%), as are 5-15s in AB households (43%). The only device that children in DE households are less likely to own personally is a portable media player (7% vs. 12%); children in AB households are also more likely to own this device (18%). This may explain why there are no differences in media affinity among children aged 5-15 in DE households compared to all children.

In contrast, compared to all 5-15s, children aged 5-15 in AB households are more likely to have access to six devices at home: a tablet computer (89% vs. 83%), an internet-enabled desktop/ laptop/ netbook computer (90% vs. 82%), a radio set (70% vs. 63%), a smart TV set (61% vs. 52%), an e-book reader (39% vs. 28%) and a portable media player (39% vs. 27%). This increased ownership leads to increased use of three devices among 5-15s in AB households: an internet enabled desktop/ laptop/ netbook computer (77% vs. 67%), a smart TV set (55% vs. 47%) and a portable media player (26% vs. 16%).

Boys are more likely than girls to own and use games consoles or players

Where differences in device use exist by gender, this is mostly related to use of a gaming device.

Parents of boys are more likely than parents of girls to say their child uses a games console or games player, whether 3-4s (31% vs. 19%), 5-7s (66% vs. 39%), 8-11s (87% vs. 60%) or 12-15s (85% vs. 50%). Girls aged 8-11 are more likely than boys to use a radio (37% vs. 28%). Boys in each of the age groups are also more likely than girls to say they regularly use a games console/ player, while girls aged 8-11 are more likely than boys to say they regularly use books, magazines or comics (43% vs. 26%). Girls aged 12-15 are more likely than boys to say they regularly use a mobile phone/ smartphone (79% vs. 70%).

Boys aged 5-15 are more likely than girls to have a games console or player in their bedroom (43% vs. 17%), with this trend by gender also seen across each of the three age groups. Boys aged 8-11 (54% vs. 45%) and 12-15 (62% vs. 52%) are more likely than girls to have a TV in the bedroom, and boys aged 12-15 are more likely than girls to have computer/ laptop/ netbook-based internet access in the bedroom (40% vs. 31%).

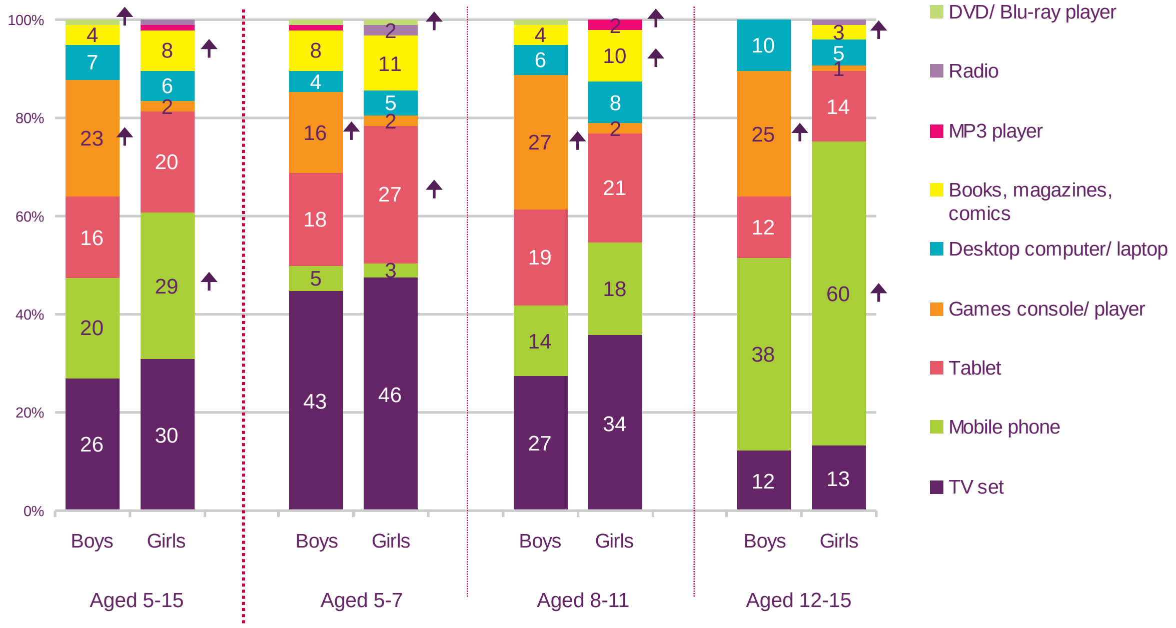
There are no differences in ownership of mobile phones or tablets by gender for any age group of child. However, in 2016, the average number of devices owned by boys aged 8-11 and 12-15 is higher than for girls in each age group (2.8 vs. 2.4 for 8-11s and 3.9 vs. 3.3 for 12-15s); this is mainly because boys are more likely have their own games console or games player, or to have their own television set[18]

As shown in Figure 13, when comparing the device children would miss the most by gender, boys in each age group are more likely than girls to say they would most miss a games

[18] This difference is only seen for 'standard' TV sets rather than for smart TV sets, and is most probably due to their requiring a television for gaming purposes

console/ player (16% vs. 2% for 5-7s, 27% vs. 2% for 8-11s and 25% vs. 1% for 12-15s). Girls aged 5-7 are more likely than boys to miss a tablet (27% vs. 18%), while girls aged 8-11 are more likely to miss books, magazines or comics (10% vs. 4%) and girls aged 12-15 are more likely to miss a mobile phone (60% vs. 38%).

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



QC51 – Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single-coded)
Base: Children aged 5-15 (681 boys aged 5-15, 698 girls aged 5-15196 boys aged 5-7 203 girls aged 5-7, 243 boys aged 8-11, 249 girls aged 8-11, 242 boys aged 12-15, 246 girls aged 12-15) - Significance testing show any difference between boys and girls in each age group

Section 4

Children's media consumption

This section describes the use that children make of different media at home or elsewhere. It details the self-reported levels of consumption for each medium, and the devices used to watch television (including on-demand content), play games and go online.

Key findings

- Across all 5-15s there has been an increase since 2015 in estimated hours spent online (15 hours vs. 13 hours 42 minutes per week on average), with an increase for 8-11s in particular (12 hours 54 minutes vs. 11 hours 6 minutes). This is coupled with a decrease among 5-15s in the estimated hours spent watching television on a TV set (13 hours 36 minutes vs. 14 hours 48 minutes in 2015). This decline is seen among 5-7s (12 hours 24 minutes vs. 14 hours 6 minutes) and 8-11s (13 hours 30 minutes vs. 14 hours 48 minutes).
- As a consequence, for the first time 5-15s now spend more time online than watching television on a TV set (15 hours vs. 13 hours 36 minutes). This is mostly attributable to the continuing trend for 12-15s to spend much more time online (20 hours 6 minutes) than watching TV on a TV set (14 hours 42 minutes) but is also due to the changes in time spent online and watching television on a TV set by 8-11s.
- Parents of 3-4s are also more likely to estimate that their child spends more time online in 2016 (8 hours 18 minutes vs. 6 hours 48 minutes in 2015), and to say that their child spends an extra hour per week playing games (from 5 hours 54 minutes to 6 hours 48 minutes in 2016), although this latter measure is unchanged among 5-15s.
- Children aged 3-4 and 5-15 are more likely than in 2015 to use a tablet to watch television programmes or films (27% vs. 20% for 3-4s and 35% vs. 27% for 5-15s). The increase among 5-15s is evident among 8-11s (33% vs. 25%) and 12-15s (41% vs. 31%). Use of a mobile phone to watch TV content has also increased for 5-7s (12% vs. 7%), 8-11s (17% vs. 9%) and 12-15s (33% vs. 26%). Children aged 3-4 (5% vs.10%) or 12-15 (27% vs. 35%) are less likely than in 2015 to watch TV content on a desktop computer/ laptop/ netbook.
- Since 2015 the overall incidence of watching on-demand content is unchanged for any age group of child. Three in ten 3-4s (29%) and more than four in ten 5-15s (44%) use on-demand services. However, children aged 5-15 are more likely to watch on-demand content every day (27% vs.20%); this is particularly evident for 8-11s (26% vs.16%).
- There have also been some increases since 2015 in the numbers watching on-demand via devices other than the TV set: 5-7s are more likely to watch on-demand content on a tablet (32% vs.18%) or a mobile phone (12% vs. 5%); children aged 3-4 (32% vs. 17%) and 12-15 (27% vs.18%) are also more likely to watch this content on a tablet; while 8-11s are more likely to say they watch it through a games console or player (13% vs .6%).

- Since 2015, there has been no change in the incidence of going online for any age group of child (41% for 3-4s, 67% for 5-7s, 90% for 8-11s, 98% for 12-15s). Children in each age group are, however, less likely to use a desktop computer to go online, and 8-11s are also less likely to use a laptop. In contrast, 3-4s are more likely than in 2015 to go online on a tablet, 8-11s are more likely to use a tablet or a mobile phone to go online, and 12-15s are more likely to use a tablet.
- Close to one in five 5-15s (18%) use *only* an alternative device, and not a desktop, laptop or netbook to go online at home, an increase since 2015 (11%). This increase is seen for the younger children: 3-4s (21% vs. 15%), 5-7s (21% vs. 14%) and 8-11s (22% vs. 10%), and in 2016 younger children are more likely than 12-15s (12%) to go online in this way.
- Since 2015 there has been an increase in the number of internet users aged 5-15 who say they mostly go online using a tablet (39% vs. 33%) and using a mobile phone (28% vs. 19%). This increase in mostly using a mobile phone to go online has meant that the mobile phone (28%) is now the second most popular device to go online (after tablets at 39%), overtaking laptops (17%) which were the second most popular device in 2015. The increase for mobile phones is due to the older children, particularly 8-11s, (21% vs. 9%), who are more likely to nominate them as the device they mostly use to go online.
- Since 2015, the overall incidence of gaming is unchanged for 5-15s (78%) and this is less likely among 3-4s (45% vs. 54% in 2015). But gaming on a tablet or mobile phone has increased since 2015 for 5-15s, with this increase in use of a mobile phone for gaming evident among 8-11s and 12-15s.
- Boys aged 5-7, 8-11 and 12-15 are more likely than the girls in each group to game, particularly on a games console, to spend more time gaming, and to go online using their games console.
- Children aged 5-15 in DE households are more likely to *only* use devices other than a computer, laptop or netbook to go online (23% vs. 18%). They are also more likely to say they spend more time in a typical week watching television on a TV set, compared to the average for 5-15s (15 hours vs. 13 hours vs. 36 minutes), and are less likely to watch TV content on devices other than a TV set (47% vs. 53%) or to watch on-demand content (37% vs. 44%).

Media consumption

For the first time, children aged 5-15 say they spend more time online than they do watching television on a TV set

We asked parents of younger children (aged 3-4 and 5-7) and older children themselves (aged 8-11 and 12-15) to estimate the hours spent watching television on a TV set[19], and using the internet and games players/ consoles at home or elsewhere, both on a typical

[19] Since 2015, unlike in previous years, parents and children have been asked to focus on time spent watching television on a television set, as opposed to across any type of device used to watch television content, so it is only possible to compare data between 2015 and 2016

school day and on a typical weekend day[20]. Parents of children aged 3-4, whose child uses each of these media, were asked about their use on a typical weekday[21] and weekend day.

Figure 14 shows that overall, children aged 5-15 spend more time online (15 hours 0 minutes) than they do watching television on a TV set (13 hours 36 minutes) or playing games (10 hours 12 minutes). In previous years, 5-15s had always spent more time watching television than using other media.

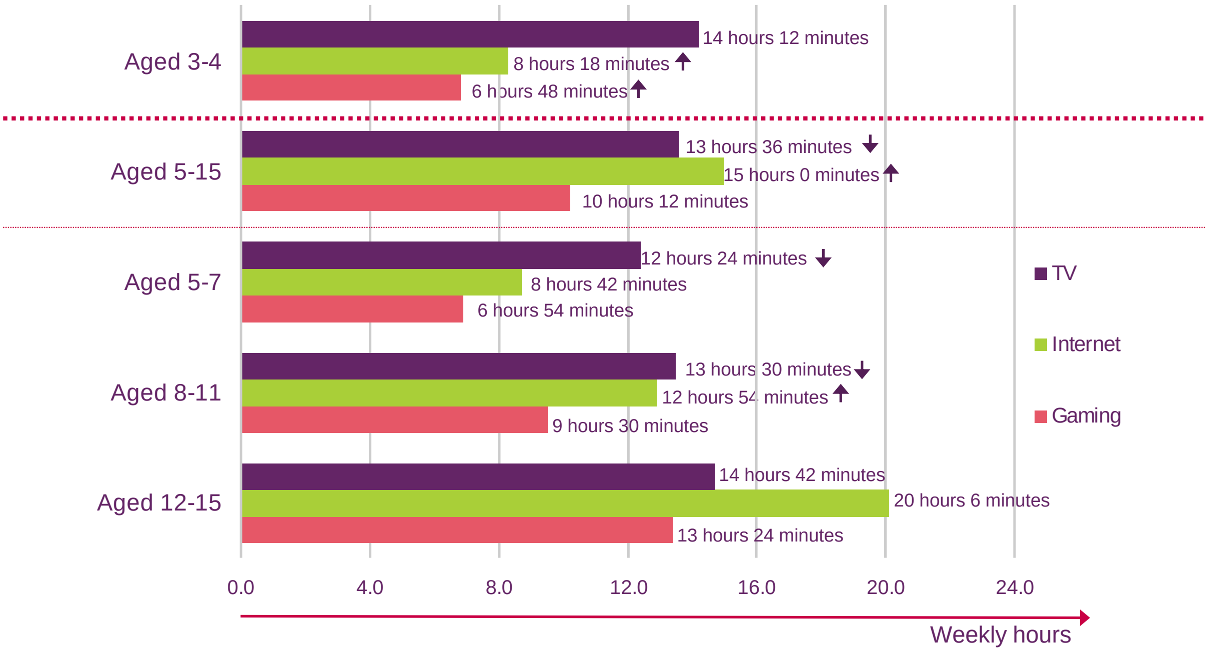
In 2016 there are, however, differences by age: children aged 3-4 and 5-7 spend more time watching television on a television set than they spend online or playing games. Children aged 8-11 spend comparable amounts of time watching television and using the internet, with fewer hours spent gaming, while 12-15s spend the most time online, and comparable amounts of time watching television and gaming.

At an overall level, across children aged 5-15, the estimated hours spent online have increased since 2015, with this overall increase attributable to 8-11s. At the same time, there has been a decrease in the hours spent watching TV on a TV set among all 5-15s, driven by a decrease among 5-7s and 8-11s. Children aged 3-4 now spend more hours per week online and playing games than they did in 2015, with time spent watching television unchanged.

Later in this report (Section 9) when addressing parental concerns, we look specifically at the extent to which parents say they are concerned about the amount of time their child spends consuming media, as well as the extent to which they are concerned about their child’s screen time.

[20] Estimates of hours shown are not based on all children, but on all children who use each of the media, at home or elsewhere. Because these estimates are self-reported it is likely that a degree of under- and over-reporting will be present, and the estimates should be taken as indicative only.
[21] As their child aged 3-4 may not yet be attending school, which in turn will affect their ‘availability’ to consume media.

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

On average, children spend 30 to 60 minutes more using media on a weekend day compared to a school day

As mentioned above, the overall estimates for weekly media consumption shown are derived from individual estimates for school days and weekend days. These individual estimates by school day and weekend day are shown in Figure 15.

Compared to 5-7s, parents of children aged 3-4 give a higher estimate of time spent per weekday/ school day for watching television on a TV set (1 hour 54 minutes vs. 1 hour 30 minutes) and a comparable estimate for watching television on a weekend day. In contrast, parents of 5-7s give a higher estimate than parents of 3-4s (1 hour 48 minutes vs. 1 hour 24 minutes) for going online on a weekend day. Children aged 3-4 spend as many hours online as 5-7s on a weekday/ school day. The time spent gaming does not vary between 3-4s and 5-7s for school days/ weekdays or for weekend days.

Among 5-7s, 8-11s and 12-15s school day and weekend day estimates for hours spent watching television on a TV set, going online and gaming tend to increase with the age of the child.

Broadly speaking, 3-4s spend around half an hour more using each type of medium on a weekend day than on a weekday. Children aged 5-7 spend between half an hour and an hour more using each type of medium on a weekend day, while 8-11s and 12-15s spend about an hour more on each type of medium on a weekend day.

Figure 15: Estimated hours of media consumption at home or elsewhere among users, per week 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?
** Parents of children aged 3-4 were asked about week day rather than school day as their child may not yet be attending school
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)

5-7s and 8-11s spend less time than in 2015 watching TV on a TV set

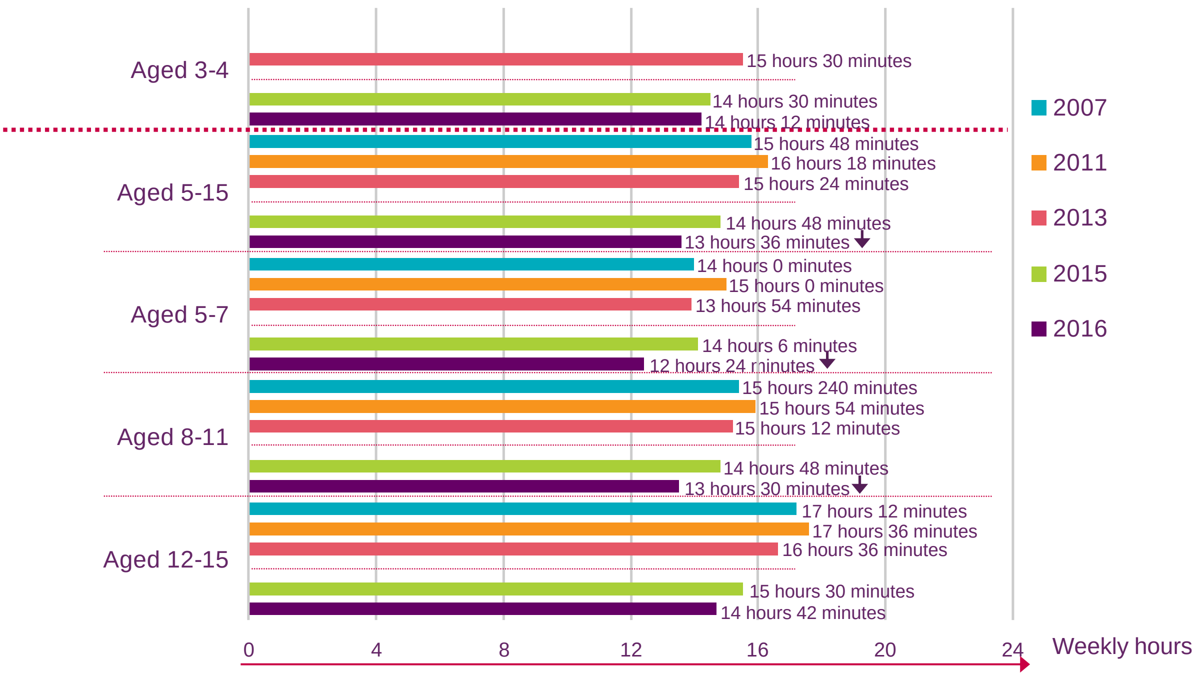
In recent years (since 2012), we have asked about hours spent watching television on any device. Since 2015, in order to reduce the overlap with estimates of time spent online, caused by the increase in online television viewing, we have asked parents of 3-4s and 5-7s and children aged 8-11 and 12-15 to estimate the amount of time they spend viewing television on a television set. This means we are able to make comparisons only between 2015 and 2016 for time spent watching television, so the data shown prior to 2015 in Figure 16 are indicative only.

In 2016, the estimated time spent watching television on a television set among 5-15s increases with the age of the child: from 12 hours 24 minutes per week for 5-7s to 14 hours 42 minutes per week for 12-15s. The estimate for 3-4s falls between that for 8-11s and for 12-15s, at 14 hours 12 minutes per week.

Since 2015, there has been a decrease in the hours per week spent watching television on a TV set among all 5-15s (13 hours 36 minutes vs. 14 hours 48 minutes), with this decrease attributable to 5-7s (12 hours 24 minutes vs. 14 hours 6 minutes) and 8-11s (13 hours 30 minutes vs. 14 hours 48 minutes). There has been no change since 2015 for 3-4s or 12-15s.

To get a complete picture of how children are consuming television, later in this chapter we look at levels of on-demand viewing, as well as looking at television viewing by device.

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



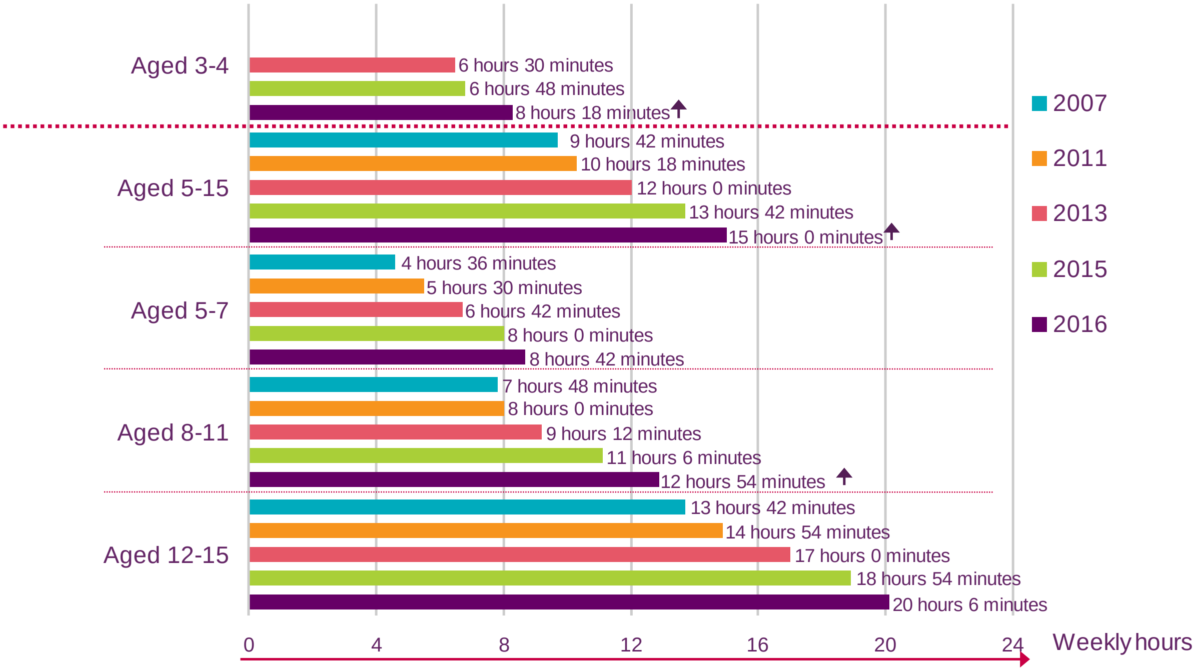
QP13A-B– How many hours would you say he/ she spends watching TV programmes on a TV set on a typical school day/ on a weekend day? (Unprompted responses, single coded) Prior to 2014, the response for 12-15s was taken from the child and the parent for 5-7s and 8-11s and parents/ children were asked about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

Children aged 3-4 and 8-11 are spending more time online than in 2015

As in previous years, the estimated weekly volume of time spent online at home or elsewhere increases with the age of the child (8 hours 42 minutes for 5-7s, 12 hours 54 minutes for 8-11s and 20 hours 6 minutes for 12-15s). Parents' estimate of the volume of time spent online by children aged 3-4 is comparable to that for 5-7s, at 8 hours 18 minutes per week.

Since 2015, there has been an increase in the estimated time spent online, at home or elsewhere, among children aged 5-15, rising from 13 hours 42 minutes to 15 hours 0 minutes per week in 2016. As shown in Figure 17, this overall increase is due to those aged 8-11 spending more hours per week going online in 2016 (12 hours 54 minutes vs. 11 hours 6 minutes in 2015). Parents of children aged 3-4 are also more likely to give a higher estimate than in 2015 of the time their child spends online (8 hours 18 minutes vs. 6 hours 48 minutes). The estimated time spent online at home or elsewhere is unchanged since 2015 for children aged 5-7 and 12-15.

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



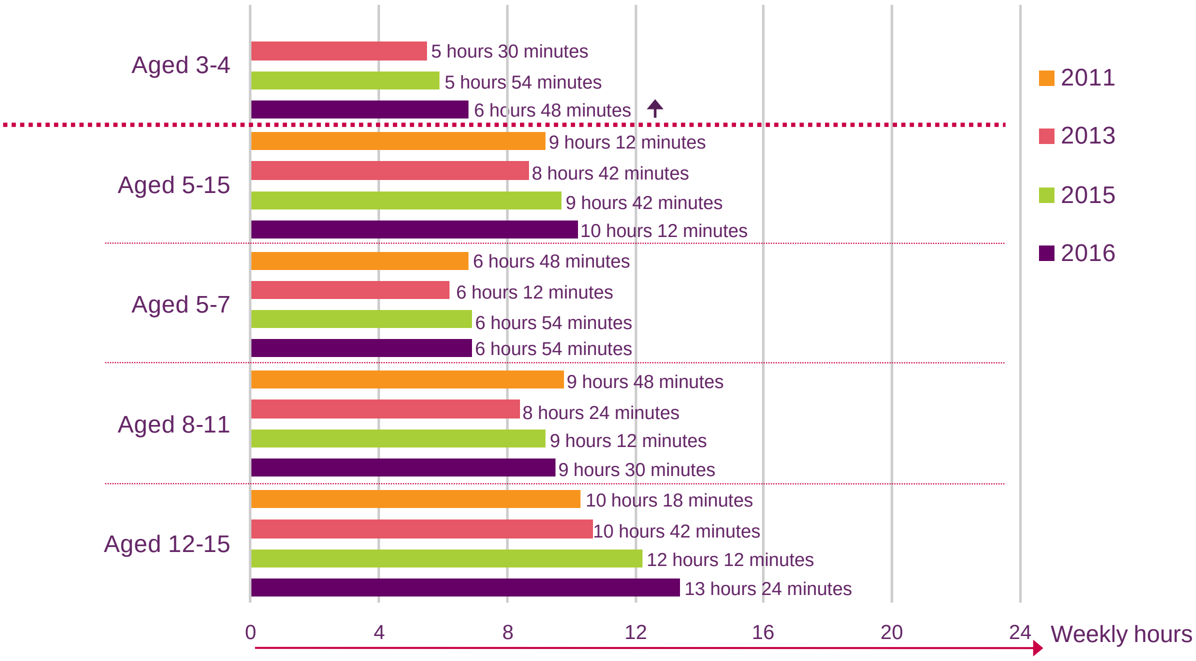
QP25A-B– How many hours would you say he/ she spends going online on a typical school day/ on a weekend day? (unprompted responses, single coded) In 2007-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2007-2013 parents/ children were asked about use at home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

Compared to 2015, children aged 3-4 are spending more time per week gaming

As with watching television on a TV set and using the internet, the estimated weekly hours spent gaming at home or elsewhere increase with the age of the child for 5-15s (6 hours 54 minutes for 5-7s, 9 hours 30 minutes for 8-11s and 13 hours 24 minutes for 12-15s). Parents' estimate of the volume of time spent gaming by children aged 3-4 is comparable to that for 5-7s, at 6 hours 48 minutes per week.

As shown in Figure 18 below, there has been no change in the estimated time spent gaming by children aged 5-7, 8-11 or 12-15 since 2015. Parents of 3-4s, however, give a higher estimate compared to 2015 (6 hours 48 minutes vs. 5 hours 54 minutes).

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



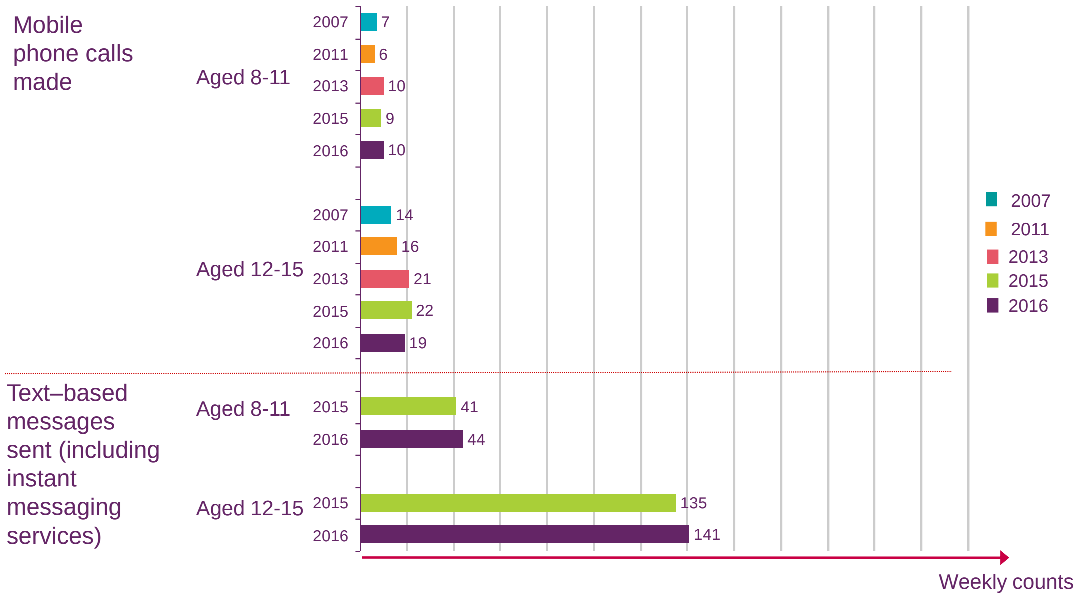
QP66A-B - How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day? (unprompted responses, single coded). In 2010-2012 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. In 2010-2012 parents/ children were asked about use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

Mobile phone users aged 12-15 send three times as many as those aged 8-11, at 141 text-based messages a week

Parents of children aged 3-7[22], and children aged 8-11 and 12-15[23], were asked about the volume of calls made and text-based messages[24] sent, through their mobile phone in a typical week. The results for 8-11s and 12-15s are shown in Figure 19.

In 2016, mobile phone users aged 12-15 made twice as many calls per week as 8-11s (19 vs. 10 calls) and sent three times as many text-based messages (141 vs. 44). These differences by age were also evident in 2014 and in 2015, and there is no overall change between 2015 and 2016 in the volume of calls made or text-based messages sent, either for 8-11s or 12-15s.

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

[22] Too few interviews were conducted with parents of mobile phone users aged 3-4 or 5-7 to show the data.
[23] Since 2011 children aged 8-11 have been asked to estimate the volume of calls they make and text messages they send. Previously, these questions had been asked of their parents.
[24] The 2016 and 2015 questionnaires used a definition of text-based messages that includes messages sent over the mobile network as well as through instant messaging apps such as Apple iMessage and apps such as WhatsApp and Snapchat. Because of this re-definition, data relating to text messages prior to 2014 are not shown.

Devices used to watch television programmes or films

Children aged 3-4 and 5-15 are more likely than in 2015 to watch television programmes or films on a tablet computer

Figure 20 shows responses for all 5-15s as to which devices the child ever uses to watch television programmes or films at home or elsewhere, while Figure 21 shows responses among 3-4s, 5-7s, 8-11s and 12-15s.

As shown in Figure 20, nearly all children aged 5-15 (96%) ever watch TV programmes or films at home or elsewhere on a TV set; this is unchanged since 2015. As shown in Figure 21, there is also no change among 3-4s, 5-7s, 8-11s and 12-15s.

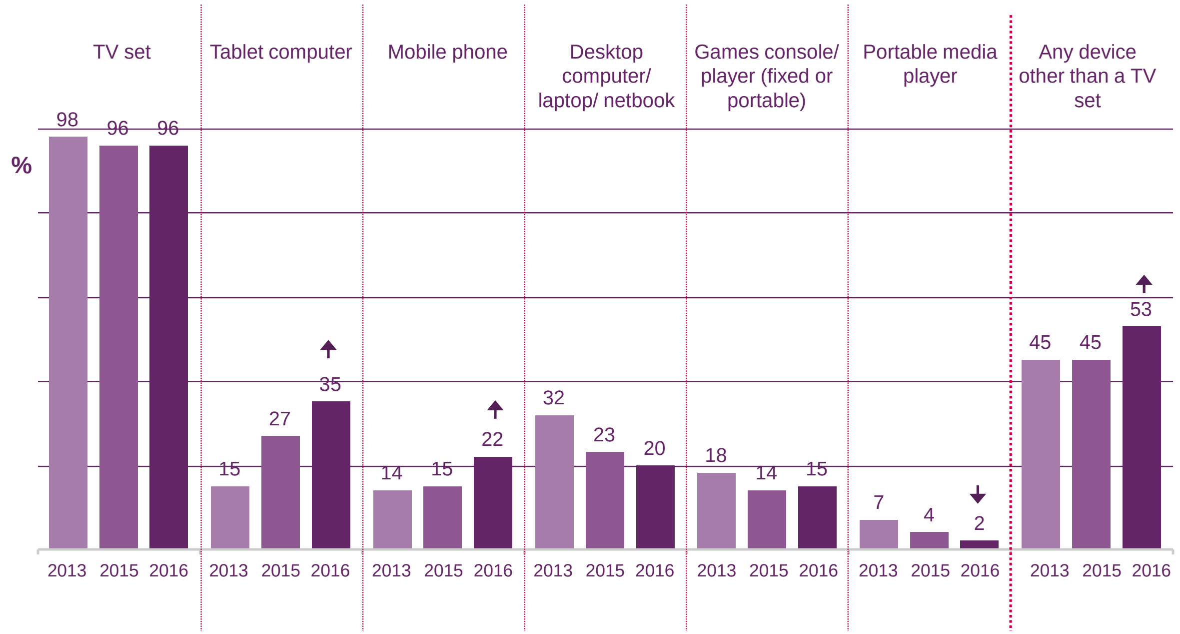
Children aged 5-15 are now more likely to watch television programmes or films on devices other than a TV set; more than half of children aged 5-15 use an alternative device (53% vs. 45%). The overall increase since 2015 in using an alternative to a TV set to watch TV programmes or films is seen only among 8-11s (52% vs. 42%). One in three 3-4s (34%) also use an alternative to a TV set, unchanged since 2015.

There has been an increase since 2015 in the incidence of 5-15s using a tablet computer to watch television programmes or films (35% vs. 27%). This increase is evident among 8-11s (33% vs. 25%) and 12-15s (41% vs. 31%). More than one in four 3-4s (27%) use a tablet computer for this content, up from 20% since 2015.

There has also been an increase in watching on a mobile phone among 5-15s (22% vs. 15%), driven by an increase in 5-7s (12% vs. 7%), 8-11s (17% vs. 9%) and 12-15s (33% vs. 26%). One in eight 3-4s (12%) watch on a mobile phone, comparable to 2015.

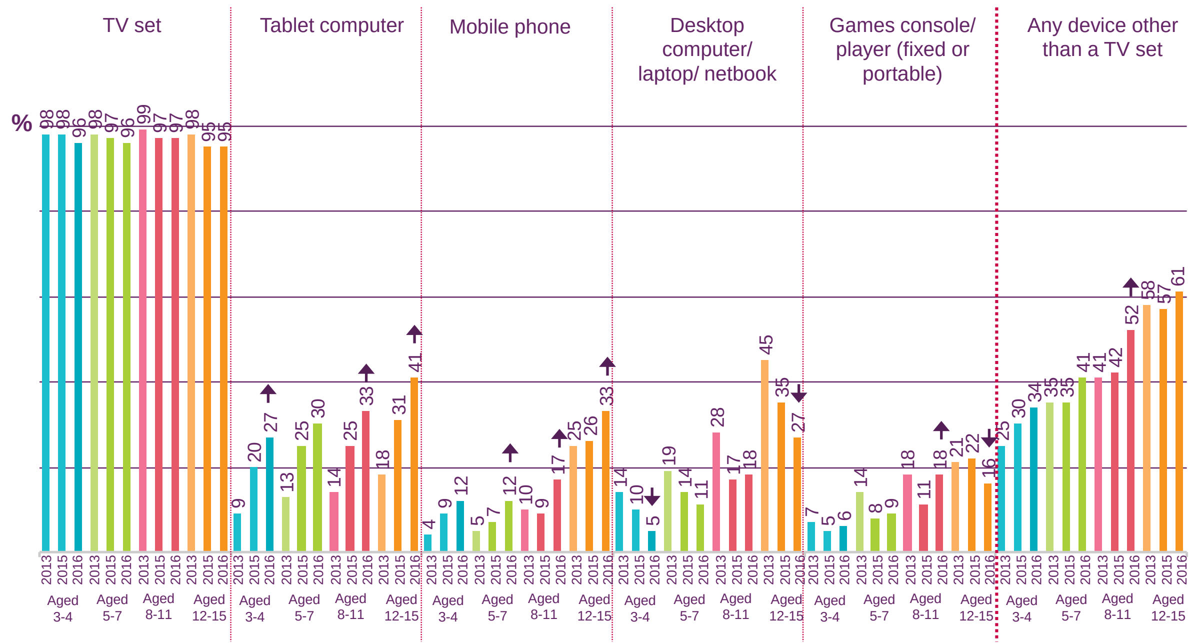
Although there has been no change among all 5-15s, children aged 12-15 are less likely since 2015 to say they use a desktop computer, laptop or netbook (27% vs. 35%) or a games console or player (16% vs. 22%) to watch television programmes or films. Parents of children aged 3-4 are also less likely to say they watch this content on a desktop computer, laptop or netbook (5% vs. 10%).

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.

Children's use of on-demand television content

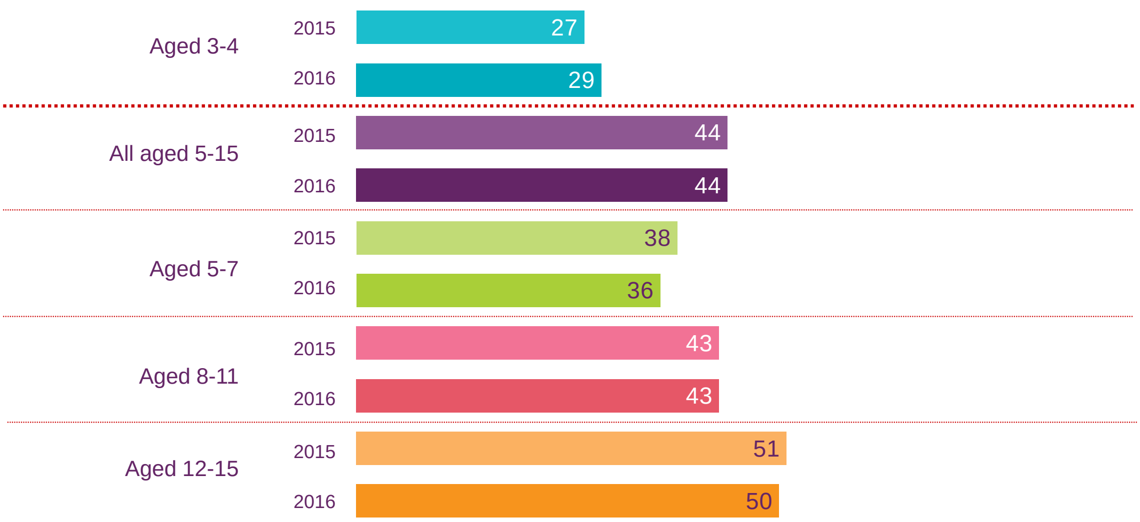
More than four in ten children aged 5-15 watch on-demand TV content – unchanged since 2015

Parents of children aged 3-4 and 5-15 were asked whether it was possible for them to watch TV programmes or films 'on-demand'[25] through a TV set or any other type of device. Those parents in households with access to on-demand services were asked whether their child ever watched any of these types of 'on-demand' services.

Figure 22 shows use of on-demand TV services among children in each age group in 2015 and 2016.

More than four in ten (44%) children aged 5-15 use on-demand TV services, unchanged since 2015. Use of on-demand services increases with age, ranging from three in ten 3-4s (29%) to half of all 12-15s (50%). There are no differences in use of on-demand services since 2015 for any age group of child.

Figure 22: Use of on-demand 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

In 2016, 3-4s and 5-15s are less likely to watch on-demand content on a TV set

Parents of children aged 3-4 and 5-15 who ever watch on-demand content were asked which devices their child ever used to watch this content.

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[25] Parents were prompted with five possible different options for watching on-demand content and were asked to say which applied. These were: 'pay-per-view services from your TV service provider (such as Sky Box Office or Virgin Movies)', 'free video-on-demand content available as part of your subscription through your TV service provider (such as Sky or Virgin on Demand)', 'online subscriptions services such as Netflix or Amazon Prime (LoveFilm)', 'broadcaster catch-up services (such as BBC iPlayer or ITV Hub, All4, My5)' or 'online pay-per-view or download-to-own services (such as Google Play or iTunes store)'.

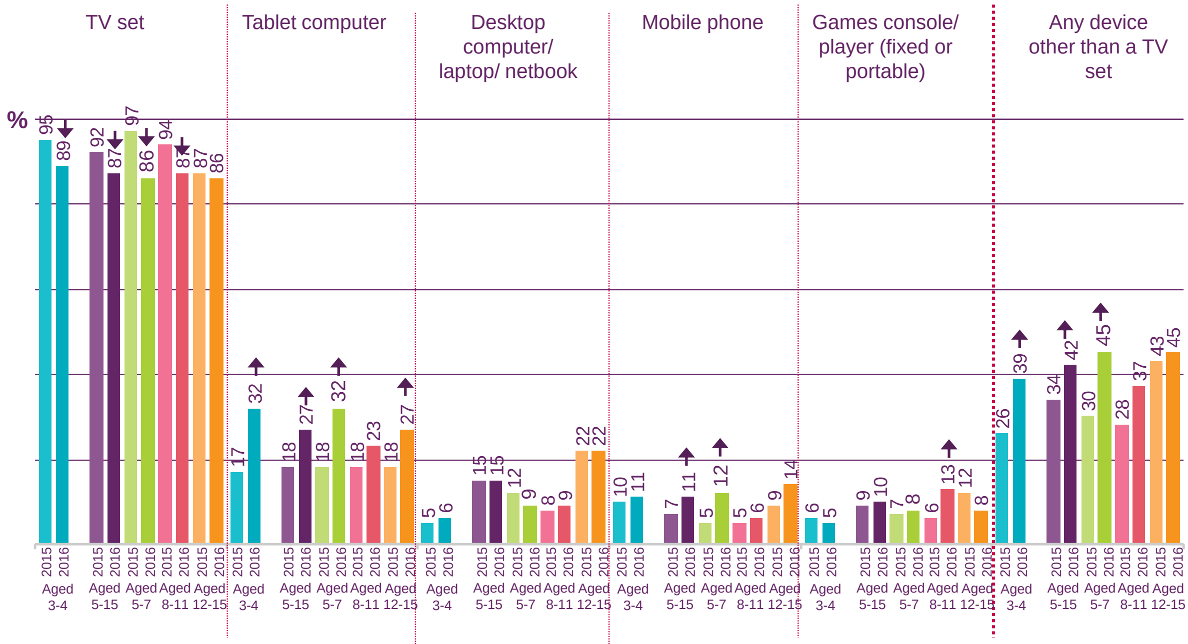
Around nine in ten 3-4s (89%) and 5-15s (87%) watch this content on a TV set; this is less likely than in 2015 (95% for 3-4s and 92% for 5-15s). This decrease since 2015 for 5-15s is evident among 5-7s (86% vs. 97%) and 8-11s (87% vs. 94%) but not among 12-15s. This decrease is of particular interest as it occurs concurrently with increases in ownership of smart TVs, which facilitate better access to on-demand content.[26]

While TV sets are the most popular device for this type of content, two in five children aged 3-4 (39%) and 5-15 (42%) watch on devices other than a TV set. This is more likely than in 2015 for 3-4s (39% vs. 26%) and 5-7s (45% vs. 30%), and for 5-15s overall (42% vs. 34%). These increases since 2015 are due to the fact that 3-4s (32% vs. 17%), 5-7s (32% vs. 18%) and 5-15s (27% vs. 18%) are now more likely to watch on a tablet computer. In addition, 5-7s are now more likely than in 2015 to watch on-demand content on a mobile phone (12% vs. 5%).

In 2016, 6% of 3-4s and 15% of 5-15s watch on a desktop computer/ laptop/ netbook, this is most likely for 12-15s (22%). These measures are unchanged since 2015.

Use of a games console/ player to watch on-demand content does not tend to vary by age among 5-15s, although twice as many 5-15s (10%) as 3-4s (5%) watch it on one of these devices. Since 2015, 8-11s are more likely to say they watch on-demand content on a games console or games player (13% vs. 6%).

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.

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[26] It may be that the smart TV is the main device at home for watching television content, so children may be watching on-demand content on other devices as the 'main' set is in use by other members of the household.

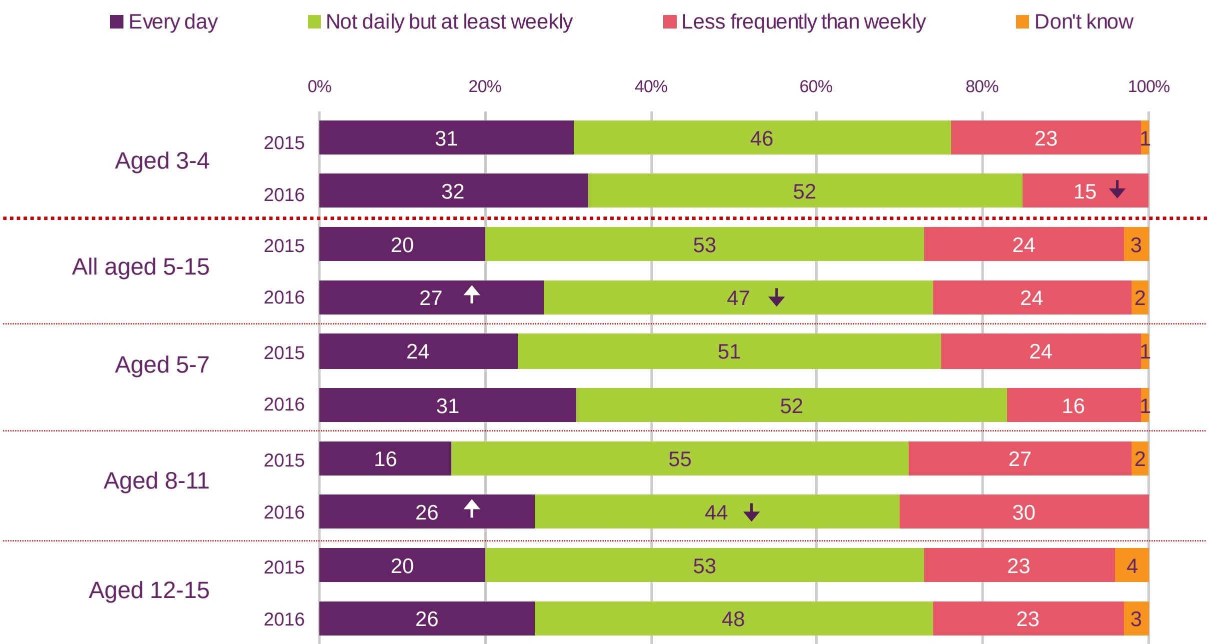
5-15s who watch on-demand content are more likely than in 2015 to watch it every day

Parents of children aged 5-15 who ever watch on-demand content were asked how frequently their child watches. Figure 24 shows that a majority of children aged 5-15 (74%) who watch on-demand do so at least weekly. Weekly use is higher for 5-7s (83%) than for 8-11s (70%) and 12-15s (74%). More than four in five parents of 3-4s (84%) also say their child watches at least weekly.

One in three children aged 3-4 (32%) and 5-7 (31%) who watch on-demand content do so every day, as do one in four 8-11s (26%) and 12-15s (26%).

Since 2015, children aged 5-15 are more likely to watch on-demand content every day (27% vs. 20%); this is attributable to increased daily viewing by 8-11s (26% vs. 16%).

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.

Internet use, by device

More than half of 5-15s now go online using a tablet, an increase since 2015, while fewer are going online using a desktop computer, laptop or netbook

This section looks at which devices children ever use to go online, and which ones they mostly use.

Error! Reference source not found. Figure 25 shows the picture at an overall level for 5-15s; responses from parents of 5-7s and responses from children aged 8-11 and 12-15 show which devices the child ever uses to go online at home or elsewhere. Figure 26 looks in more detail at the devices used to go online at home or elsewhere by children aged 3-4, 5-7, 8-11 and 12-15. Changes were made to this question in 2014 to include use outside as well as inside the home, so any comparisons with data collected prior to 2014 should be made with caution[27].

As mentioned in Section 3, close to nine in ten (87%) children aged 5-15 go online using any type of device, unchanged since 2015. As shown in Figure 26, going online using any type of device increases with age, ranging from 41% of 3-4s to 98% of 12-15s.

A majority of 5-15s use a laptop/ netbook (58%) or a tablet (54%) to go online. More than four in ten (44%) use a mobile phone, and about half this amount (20%) use a desktop computer or a games console or player (17%). Each of the other devices are used to go online by less than one in ten of all 5-15s.

Since 2015, among all 5-15s, laptops/ netbooks (58% vs. 62%) and desktop computers (20% vs. 28%) are less likely to be used to go online, while tablets (54% vs. 45%) and mobile phones (44% vs. 38%) are more likely to be used. There has been considerable growth in the use of both these devices to go online since 2011.

The devices children use to go online does, however, differ considerably by the age of the child. Children aged 3-4 and 5-7 are more likely to use a tablet than a laptop to go online, and there has been growth in the use of tablets by 3-4s since 2015 (30% vs. 24%).

Children aged 8-11 are now as likely to use a tablet (57%) as a laptop or netbook (55%) to go online. This is due to a decrease in the use of laptops (55% vs. 66%) and a corresponding increase in the use of tablets (57% vs. 47%) among this age group. One in three 8-11s (35%) also use a mobile phone to go online, up by ten percentage points since 2015 (from 25%).

Children aged 12-15 are more likely to use a laptop/ netbook (75%) or a mobile phone (71%) than a tablet (58%) to go online, although their use of tablets to go online has increased since 2015 (from 47%).

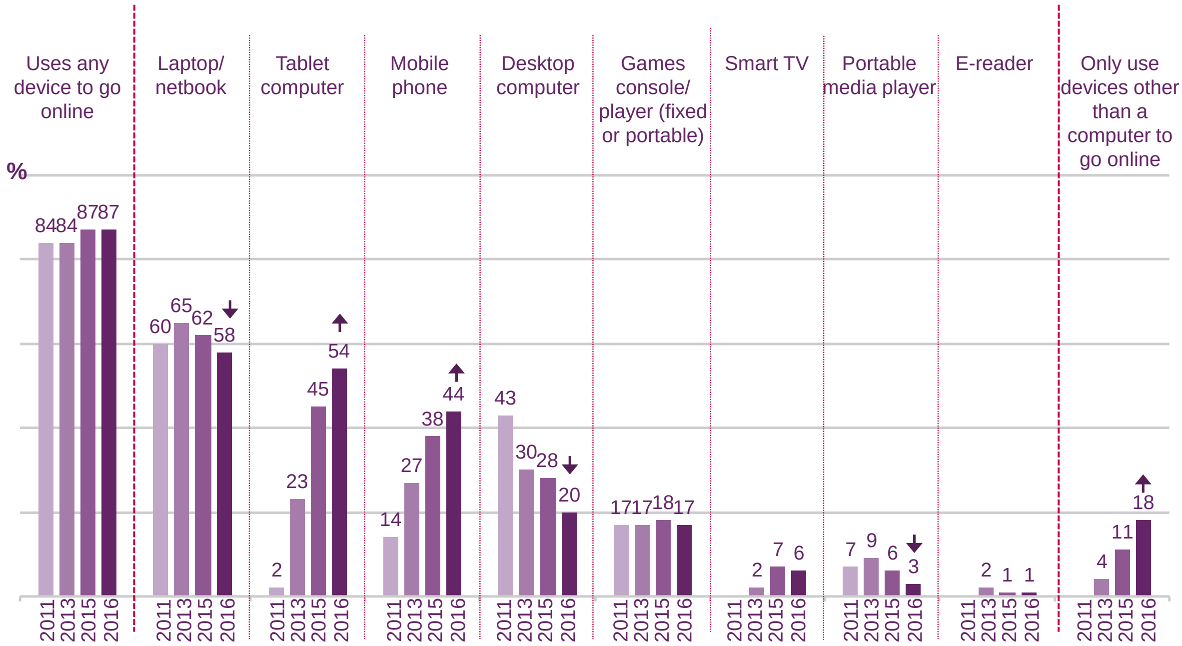
It is also worth noting that use of a desktop computer to go online has decreased for each age group of child since 2015: 3-4s (3% vs. 8% in 2015), 5-7s (12% vs. 20%), 8-11s (20% vs. 28%) and 12-15s (26% vs. 35%).

The number of 5-15s who *only* use an alternative device to go online, and not a desktop, laptop or netbook, has increased to almost one in five

Close to one in five 5-15s (18%) use *only* an alternative device, and not a desktop, laptop or netbook, to go online at home, an increase since 2015 (11%). Children aged 12-15 (12%) are less likely than 3-4s (21%), 5-7s (21%) and 8-11s (22%) to use only an alternative device to go online. The increase since 2015 in using only an alternative device to go online is seen among younger children: 3-4s (21% vs. 15%), 5-7s (21% vs. 14%) and 8-11s (22% vs. 10%).

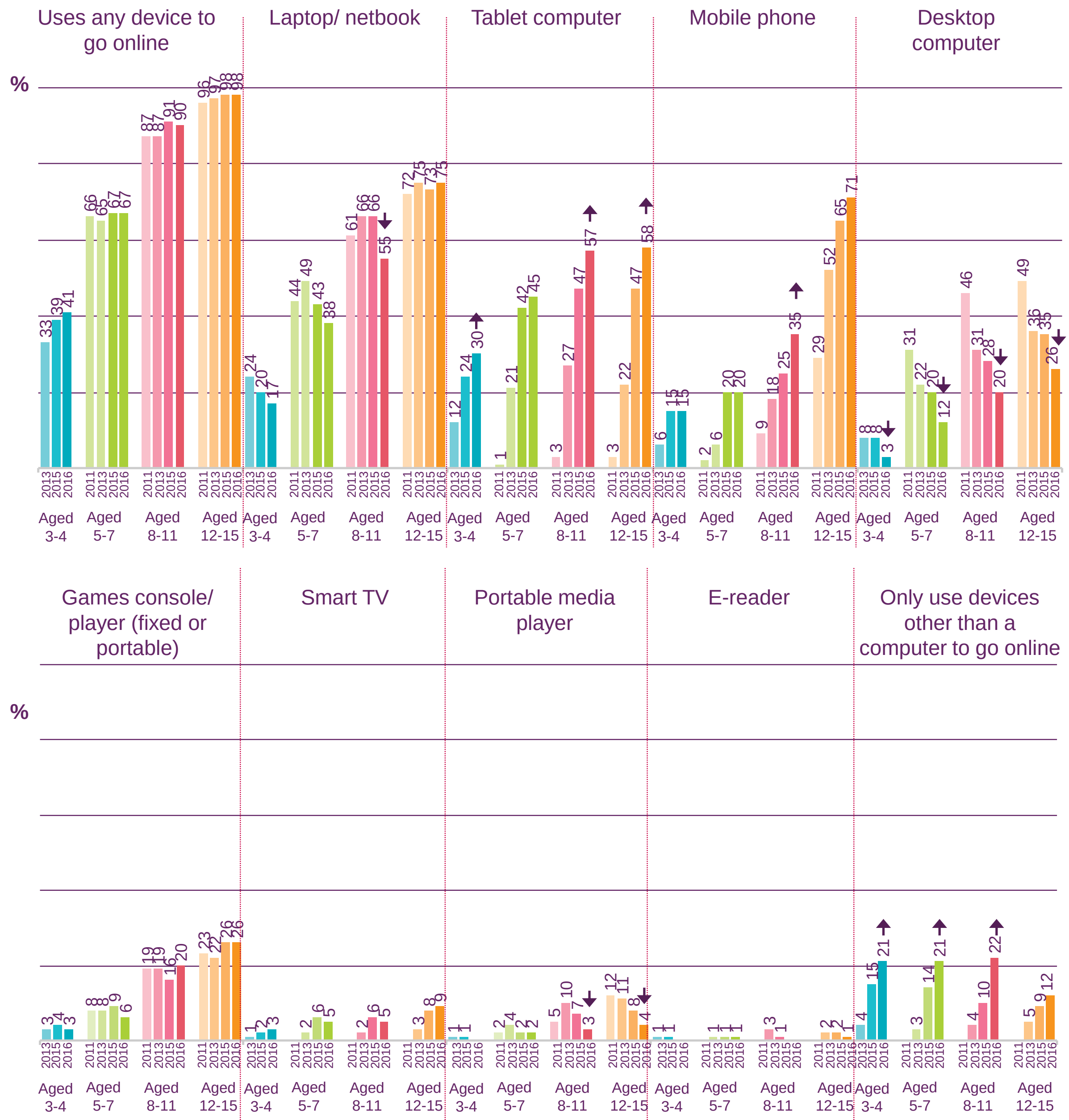
[27] Since 2014 responses were taken from the child aged 8-11 or 12-15 rather than the parent, whereas before then responses were taken from the parent for children aged 8-11 and from the child aged 12-15.

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 26: Devices ever used by children to go online at home (2011, 2013) at home 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.

Device 'mostly' used to go online, at home or elsewhere

A majority of children in each age group now mostly use a tablet or a mobile phone to go online

Figure 27 shows responses from parents of 3-4s and 5-7s, and from children aged 8-11 and 12-15, as to which devices the child mostly uses to go online at home or elsewhere[28].

Children aged 5-15 who go online are most likely to say they 'mostly' use a tablet (39%) to go online, followed by a mobile phone (28%) or a laptop/ netbook (17%). Compared to 2015, 5-15s are now more likely to go online using a tablet (39% vs. 33%) or a mobile phone (28% vs. 19%) and less likely to use a laptop/ netbook (17% vs. 25%) or a desktop computer (7% vs. 13%). As a result of these changes since 2015, mobile phones are now the second most popular device to go online (after tablets), whereas previously mobile phones were the third most popular device (after tablets and laptops).

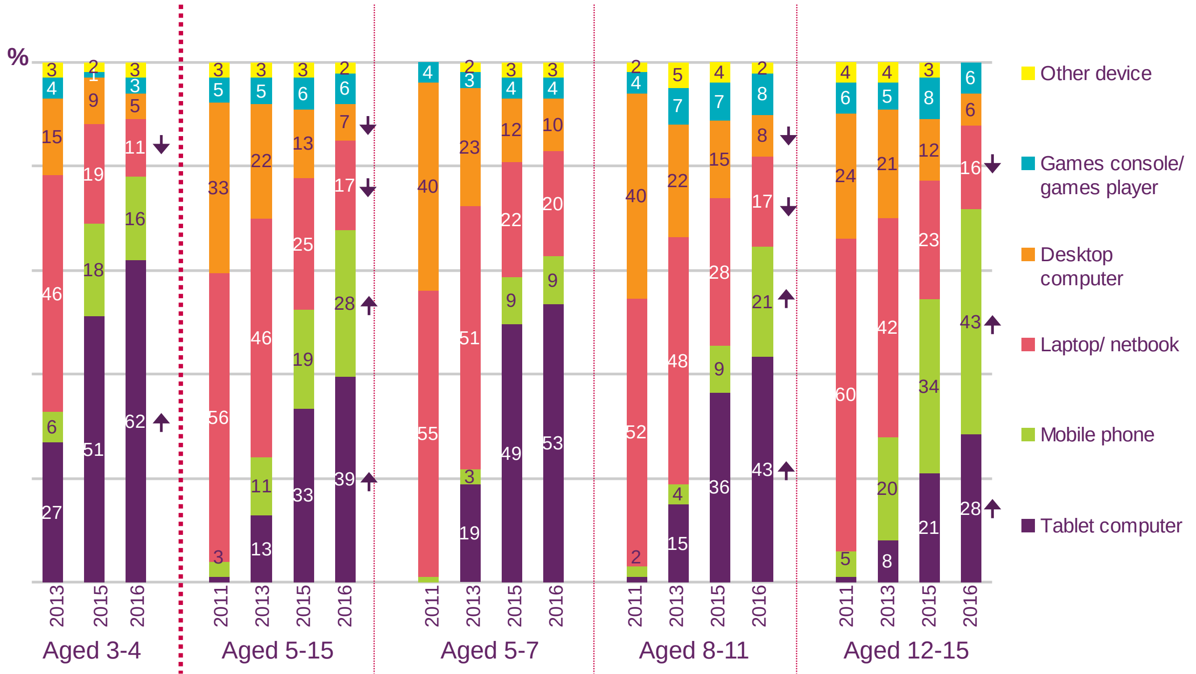
In 2016, 3-4s (62%), 5-7s (53%) or 8-11s (43%) are all most likely to use a tablet to go online. Since 2015, 3-4s (62% vs. 51%) and 8-11s (43% vs. 36%) are more likely to say they would mostly use a tablet while mostly using laptops/ netbooks has decreased (17% vs. 25% for 3-4s and 17% vs. 28% for 8-11s).

Children aged 8-11 are also less likely than in 2015 to say they mostly use a desktop computer (8% vs. 15% in 2015), and are more likely to say they mostly use a mobile phone to go online (21% vs. 9%). These changes mean that mobile phones now follow tablets as the device mostly used to go online by 8-11s.

Unlike the younger children, the top device mostly used by 12-15s to go online is a mobile phone, up by nine percentage points since 2015 (from 34% to 43%). Considerably fewer 12-15s nominate a tablet (28%) although this is more likely than in 2015 (21%). Around one in six (16%) 12-15s mostly use a laptop/ netbook, down from 23% since 2015.

[28] Since 2014 responses have been taken from the child aged 8-11 or 12-15 rather than the parent, whereas previously these responses had been taken from the parent for children aged 8-11 and from the child aged 12-15. Since 2014 parents and children have been asked about devices used to go online at home or elsewhere, whereas previously the question asked about devices used to go online at home.

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.

Devices used to play games

In 2016, 5-15s are more likely to play games on tablets and on mobile phones

Figure 28 shows which devices children aged 5-15 ever use to play games at home or elsewhere[29]. Figure 29 looks in more detail at the devices used to play games at home or elsewhere by children aged 3-4, 5-7, 8-11 and 12-15.

In 2016, close to four in five children aged 5-15 (78%) play games at home or elsewhere on any type of device, unchanged since 2015. Children aged 8-11 (83%) and 12-15 (78%) are more likely than 3-4s (45%) and 5-7s (72%) to play games on any type of device. Since 2015, the incidence of gaming among 5-7s, 8-11s and 12-15s, as for 5-15s overall, is unchanged, while 3-4s are less likely to play games (45% vs. 54%).

Playing games on a games console (connected to a TV) is still the most popular type of gaming among 5-15s (50%), more likely among 8-11s (57%) and 12-15s (52%) than among 3-4s (14%) or 5-7s (38%). Each of these measures is unchanged since 2015.

Close to two in five (38%) children aged 5-15 play games on a tablet, more than in 2015 (34%). There is less variation in gaming on a tablet by age among all 5-15s, although it is lower among 3-4s (27%). Each of these measures is unchanged since 2015.

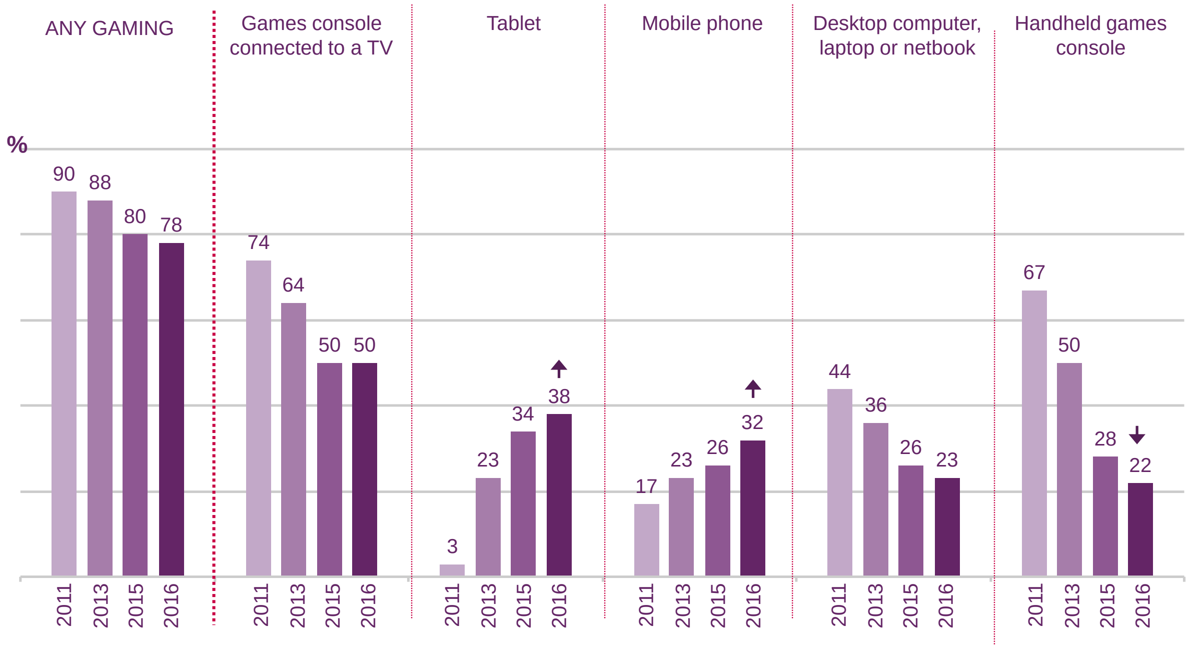
[29] Since 2014 responses have been taken from the parents of children aged 5-7 and from the child aged 8-11 or 12-15, whereas previously responses had been taken from the parent for children aged 8-11 and from the child aged 12-15. Since 2014 parents and children have been asked about devices used to play games at home or elsewhere, whereas previously the question had been asked about devices used to play games at home.

One in three 5-15s (32%) play games on a mobile phone, up from 26% since 2015. Gaming on a mobile is more likely among 12-15s (at 45%) than among younger children. The increase since 2015 among 5-15s overall is attributable to more 8-11s (26% vs. 20%) and 12-15s (45% vs. 38%) playing games on a mobile. One in seven 3-4s (15%) play games on a mobile phone, unchanged since 2015.

Around one in four (23%) of all 5-15s play games on a computer, laptop or netbook, unchanged since 2015. There has also been no change in levels of gaming on these devices for 5-7s, 8-11s and 12-15s. Less than one in ten 3-4s (5%) play games in this way, down from 9% in 2015.

Children aged 5-15 are less likely than in 2015 to play games on a handheld games console (22% vs. 28%). This decrease is evident among 5-7s (22% vs. 32%) and 3-4s (7% vs. 18%)

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 29: 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.

Differences by gender and socio-economic group

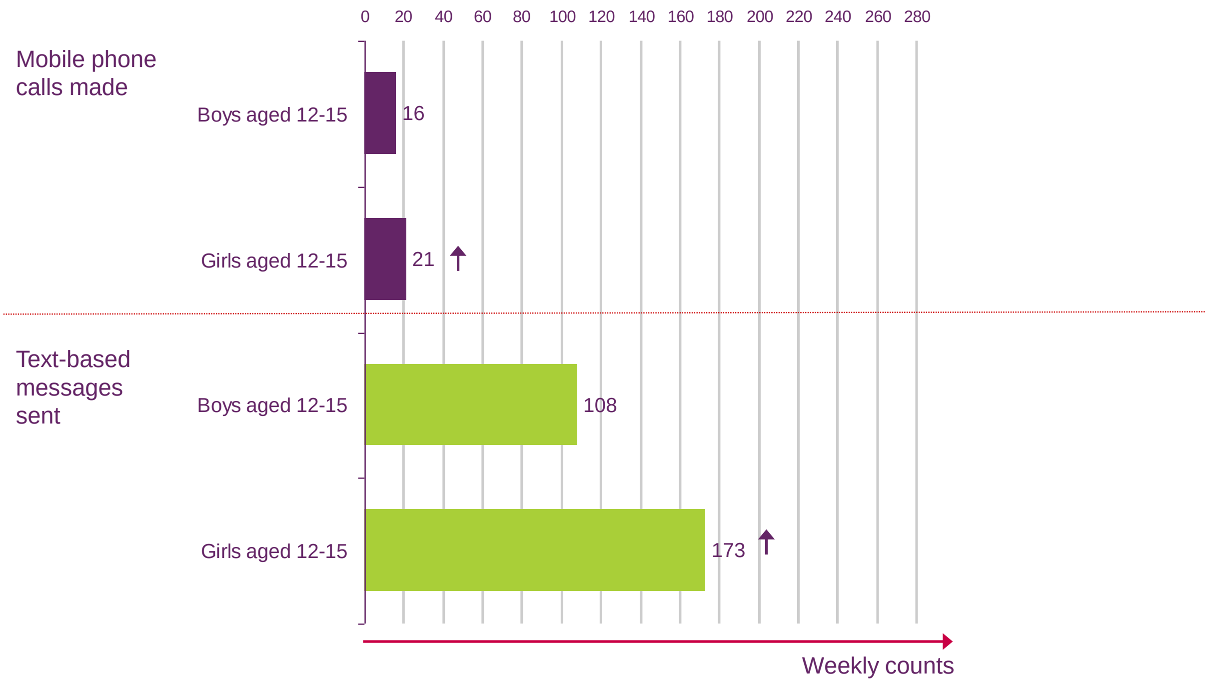
Boys aged 5-7, 8-11 and 12-15 are more likely than girls to game (particularly on a games console), to spend more time gaming, and to go online using their games console

The most obvious difference between boys and girls is in playing games. Boys in all age groups spend more time than girls gaming in a typical week, and boys aged 5-7, 8-11 and 12-15 are more likely than girls to play games, to do so on a games console and to use a games console to go online.

Older boys aged 8-11 (24% vs. 12%) and 12-15 (24% vs.8%) are also more likely than girls to use a games console or games player to watch TV programmes or films, and boys aged 5-15 who watch on-demand content are more likely to use a games console/ player for this activity (15% vs. 5%).

In contrast, girls are more active on their mobile phones. As shown in Figure 30[30], girls aged 12-15 continue to send more text-based messages compared to boys (173 vs. 108 per week) and in 2016 they are more likely to make more calls on their phone (21 vs. 16 per week).

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 differences between boys and girls aged 12-15

There are some less marked differences between boys and girls in their levels of TV consumption and going online. Parents of boys aged 3-4 give a higher estimate than parents of girls of the time their child spends watching television on a TV set (15 hours 12 minutes vs. 13 hours 12 minutes). Among 12-15s the picture is reversed: girls aged 12-15 are likely to give a higher estimate than boys (15 hours 48 minutes vs. 13 hours 42 minutes). Girls

[30] Too few interviews were conducted with mobile phone users aged 8-11 to analyse responses by gender in 2015

aged 12-15 are also more likely than boys to say they watch TV programmes or films on a tablet (46% vs. 35%) and more likely to use a tablet for on-demand viewing (31% vs. 23%).

Boys aged 8-11 say they spend more time online in a typical week, compared to girls (14 hours 18 minutes vs. 11 hours 24 minutes). While there are few differences by gender in the overall use of devices to go online, girls aged 5-7 are more likely than boys to say they mostly use a tablet to go online (60% vs.46%), girls aged 8-11 are more likely to mostly use a laptop/netbook (22% vs.12%) and girls aged 12-15 are more likely to mostly use a mobile phone (49% vs.37%).

Children aged 5-15 in DE households spend more time watching TV in a typical week

In 2016, children in AB (12 hours 24 minutes) and C1 (12 hours 36 minutes) households spend less time watching television in a typical week, while those in DE households spend more time (15 hours 0 minutes) compared to the average among all 5-15s (13 hours 36 minutes).

Use of devices other than a TV set to watch television programmes or films is less likely among 5-15s in DE households compared to all 5-15s (47% vs. 53%), due to lower levels of use of tablet computers (29% vs. 35%) and desktop computers/ laptops/ netbooks (13% vs. 20%).

Compared to the average (44%), children in AB households are more likely to use on-demand television services (50%) while those in DE households are less likely (37%). Children in AB households are also more likely to watch this content on a desktop computer/ laptop or netbook (22% vs.15%).

Children aged 5-15 in DE households are less likely to go online, and are more likely to *only* use devices other than a computer, laptop or netbook to go online

While there are no differences in the estimated hours spent going online, children aged 5-15 in AB households are more likely to go online (91% compared to the average of 87%), while those in DE households are less likely (82%). Those in AB households are also more likely to use a laptop/ netbook to go online (67%) while those in DE households are less likely to use these devices (46%) and are also less likely to use a tablet (45% vs. 54% for all). As such, children in DE households are more likely to only use devices other than a desktop/ laptop to go online (23% vs. 18%). Children in DE households are also more likely than all children to say they mostly use a mobile phone to go online (34% vs. 28%).

In contrast, there are no differences in the volumes of text-based messages sent or calls made on a mobile phone.

There are also relatively few differences in game playing – there are no differences in the estimated hours spent gaming, and no child aged 5-15 in any particular socio-economic group is more or less likely to play games. However, children aged 5-15 in DE households are less likely to play using a tablet computer (30% vs. 38%) or a desktop computer/ laptop/ netbook (16% vs. 23%).

Section 5

YouTube, social media and online gaming

This section looks in more detail at children's use of the internet for some of the more social and creative things that can be done online.

It starts off by looking at children's use of YouTube, the type of content they access on the site as well at their favourite content. It also assesses preferences for the type of device used to visit the YouTube website, as well as for watching content on YouTube compared to television content through a TV set.

It reports on social media, in terms of sites visited, devices used for accessing profiles and frequency of visiting.

This section also looks at children's experience of playing games online and concludes with their experience of creative and civic activities.

Key findings

YouTube

- Use of the YouTube website or app increases with the age of the child, accounting for 37% of 3-4s, 54% of 5-7s, 73% of 8-11s and 87% of 12-15s.
- Younger children (from 3-11) are most likely to access YouTube content on a tablet, while older children are as likely to watch on a mobile phone as they are on a tablet.
- When given the choice, there is a clear preference for watching YouTube content over TV programmes on a TV set for children aged 8-11 (42% vs. 18%) and 12-15 (41% vs. 16%).
- Parents of younger children aged 3-4 (75%) and 5-7 (57%) are most likely to say their child watches TV programmes, films, cartoons, mini-movies, animations or songs on YouTube, making this their child's favourite type of content on YouTube. As children get older this makes way for music videos, funny videos/ pranks and content posted by vloggers.

Social media

- There has been no change in the likelihood of children having a social media profile since 2015. No 3-4s, 3% of 5-7s, 23% of 8-11s and 72% of 12-15s have a profile. The incidence of having a profile doubles from 21% at age 10 to 43% at age 11.
- Among those with a social media profile, 12-15s are more likely than in 2015 to say they use Snapchat (51%, up from 43%) with decreases in the use of Twitter (20%, down from 27%). Both 8-11s and 12-15s are most likely to consider Facebook to be their main social media profile
- Mobile phones are the preferred device for accessing social media among a majority of 8-11s (52%) and 12-15s (73%), which may explain why a sizeable minority in each age group say they access social media more than ten times a day (11% for 8-11s and 28% for 12-15s).

Online gaming

- More than half of all 8-11s (56%) and 12-15s (58%) ever play games online.
- One in ten 8-11s (10%) and twice as many 12-15s (21%) say they play games online with people they have never met. Among those who play online games 10% of 8-11s and 23% of 12-15s say they use chat features within the game to chat to people they only know through the game.

Creative activities and civic participation

- Aside from making pictures, editing photos, making videos and creating avatars, relatively few children say they have done any of the other online creative activities that we asked about.
- Six per cent of 8-11s and 30% of 12-15s who go online say they have ever signed petitions, shared news stories on social media, written comments or talked online about the news.

Differences by gender and socio-economic group

- There are differences by gender in the type of content that children watch on YouTube, in the social media sites that they use and whether they play games online.
- Boys aged 8-15 who game online (21%) are more likely than girls (8%) to use the chat features to chat with people they only know through gaming.
- YouTube users aged 5-15 in DE households are more likely than all users to nominate music videos as their favourite type of content.

Use of YouTube

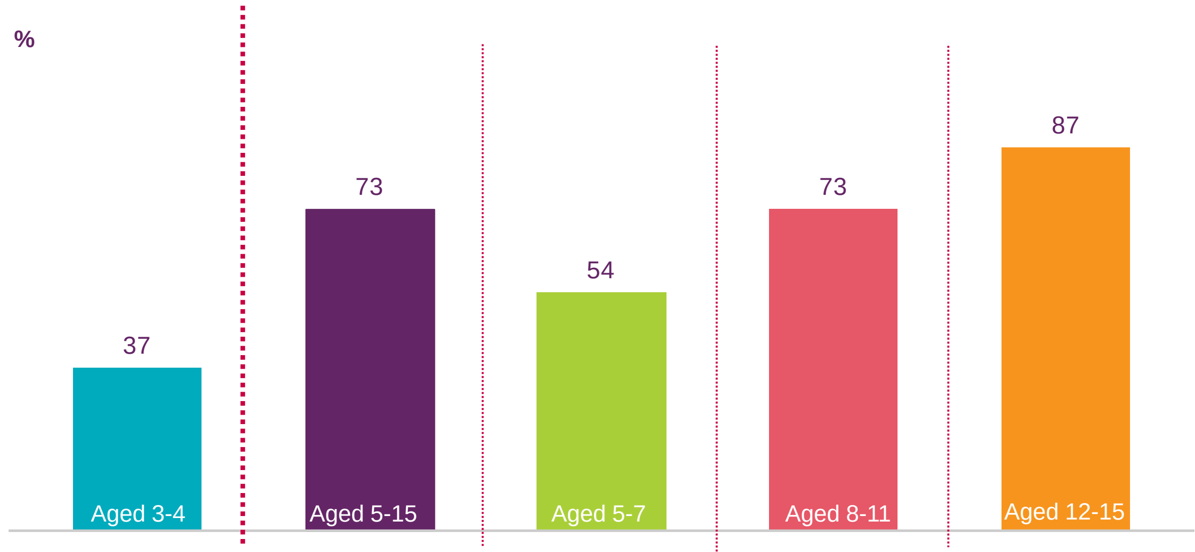
Three in four 5-15s and more than one in three 3-4s ever use YouTube

In 2016, questions were added to the study to look in more detail at children's use of YouTube, with the findings reported across Figure 31 to Figure 35[31].

Parents of children aged 3-4 and 5-7, and children aged 8-11 and 12-15, were asked whether their child/ they ever used the YouTube website or app. As shown in Figure 31, three in four of all children aged 5-15 (73%) ever use YouTube. Use increases with the age of the child, ranging from around four in ten 3-4s (37%) to close to nine in ten 12-15s (87%).

In addition to being asked about their use of YouTube, parents of 3-4s and 5-7s were asked about their child's use of YouTube Kids.[32] Fifteen per cent of parents of 3-4s or 5-7s said their child had ever used the YouTube Kids app.

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)

[31] In 2015, children aged 8-15 who watch television on any type of device in any location were asked if they ever watched videos on YouTube. When these incidences are re-based on all children, 68% of 8-11s and 84% of 12-15s watched videos on YouTube in 2015, comparable to the figures shown in Figure 31

[32] YouTube Kids is an app that is aimed specifically at under-5s

Tablets are the device mostly used by 3-4s and 5-15s to watch YouTube content

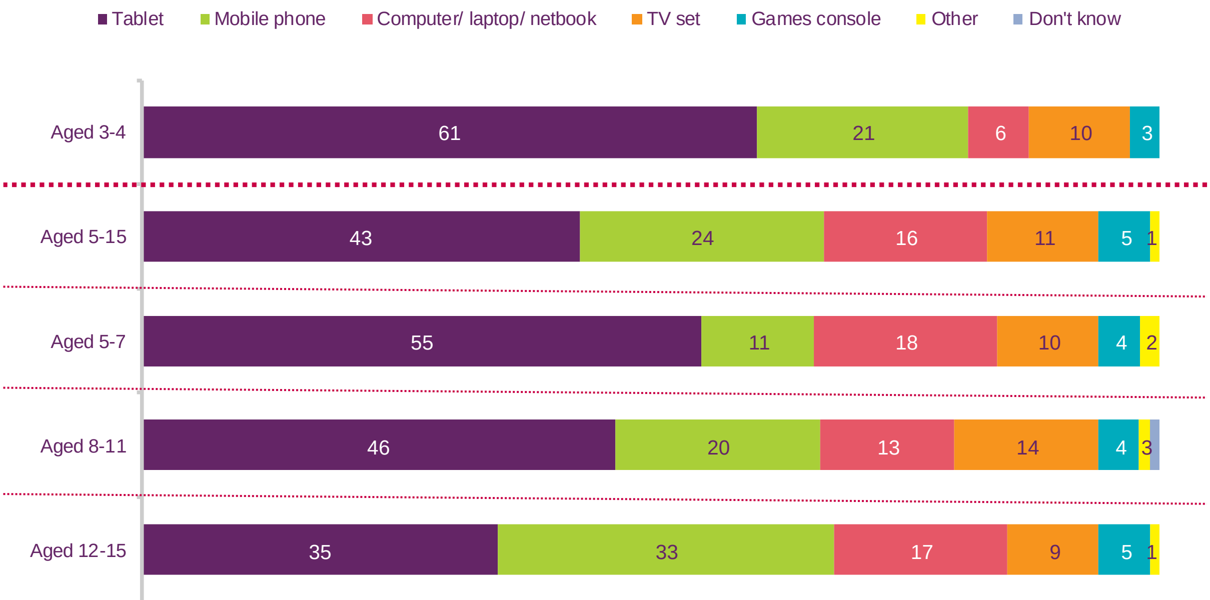
Parents of children aged 3-4 and 5-7, and children aged 8-11 and 12-15 who used YouTube, were prompted with six possible devices and were asked to say which they mostly used for watching YouTube.

Among 3-4s who use YouTube, a majority of parents say their child uses a tablet (61%) for this, with only a third as many mentioning a mobile phone (21%). One in ten mostly use a TV set (10%) and fewer use either a computer, laptop or netbook (6%) or a games console (3%).

No single device is mostly used for accessing YouTube content by a majority of children aged 5-15, although a tablet is the device mostly used by more than two in five (43%) children of this age. Use of a tablet is more likely among 5-7s (55%) and 8-11s (46%) than among 12-15s (35%). Use of a mobile to watch YouTube content increases with the age of the child, accounting for one in ten 5-7s (11%), one in five 8-11s (20%) and a third of 12-15s (33%). While there is a clear preference for tablet use among 5-7s and 8-11s, 12-15s are as likely to mostly use a tablet as a mobile to watch YouTube.

Around one in six (16%) YouTube users aged 5-15 mostly watch content on a computer, laptop or netbook, 11% mostly watch on a TV set and 5% watch through a games console. There is no variation by age in use of these devices for watching YouTube content.

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



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).

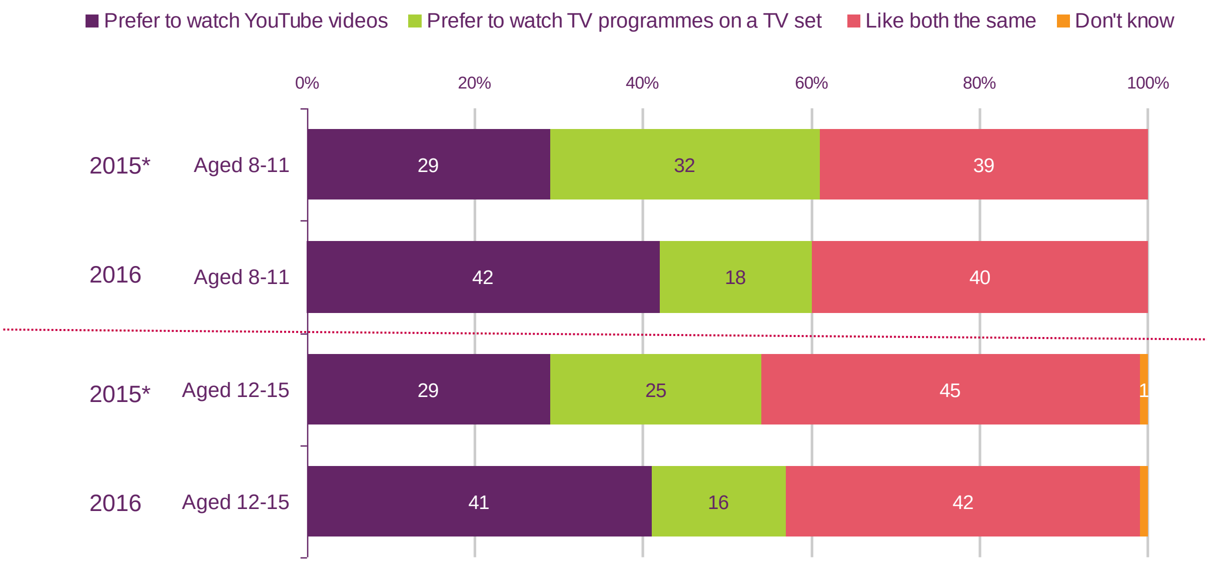
Twice as many 8-11s and 12-15s say they prefer to watch YouTube videos than programmes on a TV set

Children aged 8-15 who use YouTube and who watch television on a TV set (77% of 8-15s) were asked whether they preferred to watch YouTube videos, or to watch TV programmes on a TV set, or whether they liked both equally.

As shown in Figure 33, there is a clear preference for watching YouTube content over watching TV programmes on a TV set, with around two in five in each age group saying they liked both equally.

A similar question was asked in 2015[33]; these results are also shown in Figure 33. Since 2015 there appears to be a greater preference for watching videos on YouTube, for both 8-11s and 12-15s.

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



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

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33 In 2015, the question asked whether the child preferred to watch TV programmes as opposed to TV programmes on a TV set, which may account for some of the differences shown. The trend over time should therefore be treated as indicative only

Children aged 3-7 are much more likely than older children to watch TV programmes or films on YouTube

In 2016, parents of 3-7s and children aged 8-15 who used YouTube were prompted with a list of eight types of YouTube content and were asked to say which of these their child/ they ever watched on YouTube.

As shown in Figure 34, there is only one type of content that a majority of parents of 3-4s say their child uses YouTube for, which is watching whole programmes, films, cartoons, mini-movies, animations or songs (75%). The next most popular YouTube activity among this age group is watching funny videos, jokes, pranks or challenges (42%), then watching music videos (28%) or watching unboxing videos (28%). All other types of activity are undertaken by less than one in five 3-4s who use YouTube.

There are two types of content that a majority of parents of 5-7s say their child watches on YouTube: whole programmes, films, cartoons, mini-movies, animations or songs (57%) and funny videos or jokes, pranks or challenges (53%). Close to half of parents of 5-7s say they also like to watch music videos (47%) with four in ten saying their child watches game tutorials or 'walk–throughs' (40%). These last two types of content are much more likely to be viewed by 5-7s than by children aged 3-4. Slightly more than one in four 5-7s watch 'how-to' videos or tutorials about hobbies, sports or things they are interested in (28%) or unboxing videos (26%).

A majority of 8-11s who use YouTube say they watch funny videos or jokes, pranks or challenges (67%) and music videos (61%). More than four in ten watch game tutorials or 'walk–throughs' (45%), or watch 'how-to' videos or tutorials about hobbies or sports or things they are interested in (43%). Around one in three (36%) watch content posted by vloggers. Watching 'how-to' videos/ tutorials and vloggers is much more likely for 8-11s than for 5-7s or 3-4s, while watching full-length programmes, films and cartoons is less likely for 8-11s (29%) than for younger children.

Close to four in five 12-15s say they watch music videos (79%) or funny videos or jokes or pranks (77%) on YouTube. Children aged 12-15 are more likely than younger children to watch both of these types of content, as well as watching vloggers (44%). They are as likely as 8-11s to watch 'how-to' videos/ tutorials (48%) and full-length programmes, films and cartoons (33%), and they are much more likely than any other age group to say they watch film trailers, clips or programme highlights (46%).

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).

Parents of 3-4s say that TV programmes, films and cartoons are by far their child's favourite type of content on YouTube

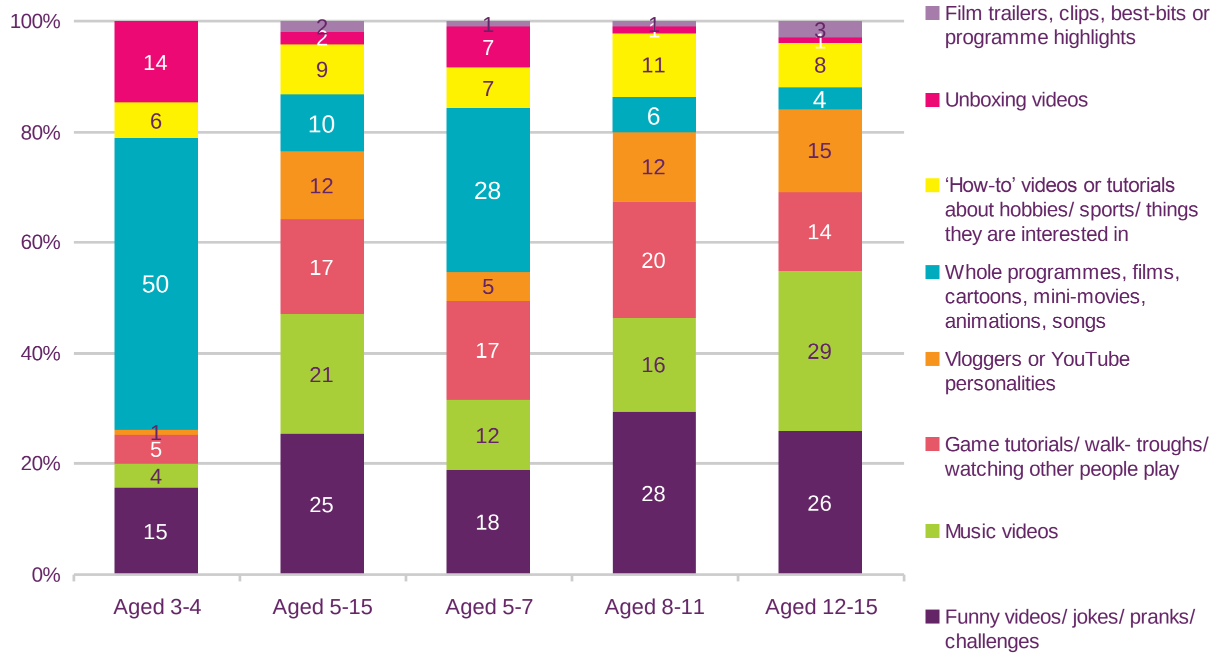
In addition to asking about their use of content on YouTube, respondents were asked to nominate one type of content as their favourite on YouTube.

As shown in Figure 35, programmes, films, cartoons, mini-movies, animations and songs are the most popular types of content watched on YouTube by 3-4s (50%); less than one in five parents mention either funny videos, jokes, pranks or challenges (15%) or unboxing videos (14%).

Children aged 5-7 are also most likely to nominate programmes, films, cartoons, mini-movies, animations and songs as their favourite types of YouTube content (28%), followed by funny videos, jokes, pranks or challenges (18%) and games tutorials or 'walk-throughs' (17%). Slightly more than one in ten (12%) parents of 5-7s mention music videos, with all other content types nominated by less than one in ten.

A similar proportion of 8-11s (28%) and 12-15s (26%) mention funny videos, jokes, pranks or challenges as their favourite type of content, making this the most popular response for 8-11s. Children aged 12-15 are, however, more likely to nominate music videos as their favourite type of content (29%) with this less likely among 8-11s (16%). Children aged 8-11 (20%) are more likely than 12-15s (14%) to nominate games tutorials or 'walk-throughs' as their favourite, with a similar proportion of 8-11s (12%) and 12-15s (15%) mentioning content posted by vloggers. While popular with younger children, few 8-11s (6%) and 12-15s (4%) mention watching programmes, films, cartoons, mini-movies, animations or songs as their favourite type of YouTube content.

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).

Using social media

Three-quarters of 12-15s who go online have a social media profile

Parents of children aged 3-4 and 5-7 who go online, and children aged 8-11 and 12-15 who go online, were prompted with a description of social media[34] and were asked whether they/ their child had a social media profile or account on any sites or apps. The questions asked in 2016 continued a change in approach that was introduced in 2014; parents and children were previously asked about 'social networking sites' rather than 'social media sites or apps'.

As shown in Figure 36, no parents of children aged 3-4 (0%) and very few parents of 5-7s (4%) who go online say their child has a social media profile. A quarter who go online aged 8-11 (26%) and three-quarters who go online aged 12-15 (74%) have a social media profile. Measures for each age group and across all aged 5-15 (41%) are unchanged since 2015.

When rebased to report on all children (as opposed to those who go online, as shown in Figure 36), 0% of 3-4s and 36% of 5-15s have a social media profile. This overall figure among all 5-15s breaks out by age as follows: 3% of 5-7s, 23% of 8-11s and 72% of 12-15s.

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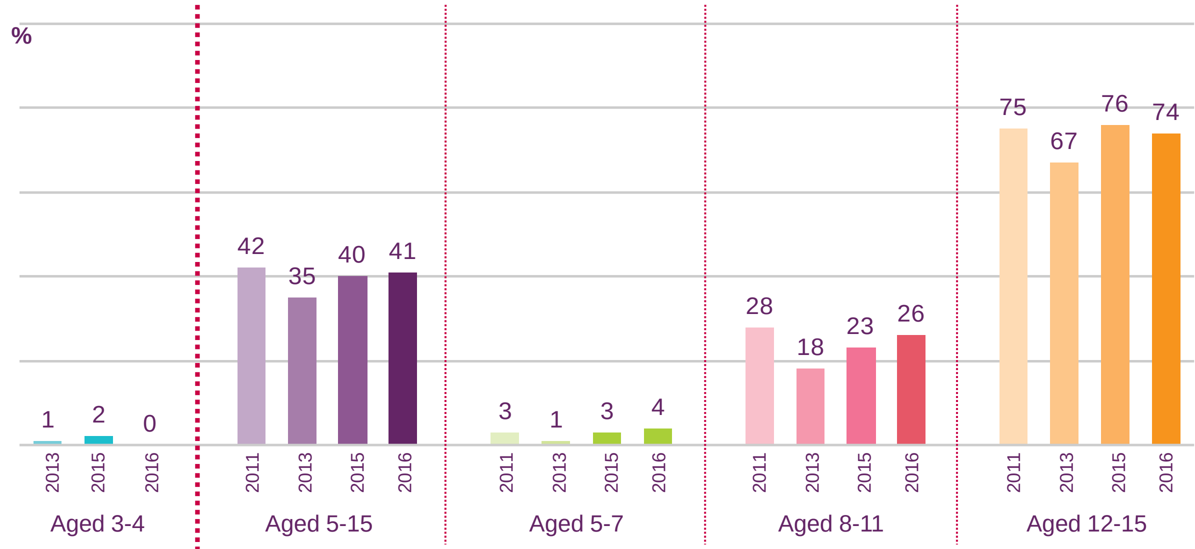
[34] I'd now like to ask you some questions about your (child's) use of social media – sites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, WhatsApp and some activities on YouTube. Does your child/ Do you have a social media profile or account on any sites or apps?

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



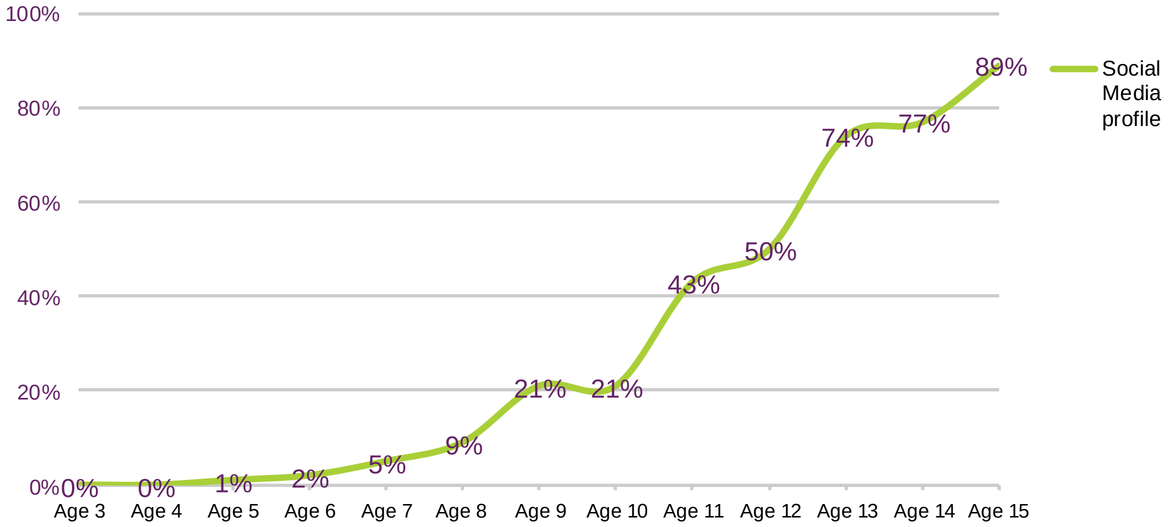
QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media - so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What'sApp and some activities on YouTube. Does your child have a social media profile or account on any sites or apps? (prompted responses, 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

More than two in five 9-year olds and half of 10-year olds have a social media profile

Figure 37 shows the incidence of having a social media profile among all children (as opposed to those who go online), broken out by the age of the child. One in ten children aged 8 (9%) have a social media profile, doubling to one in five by the age of 9 (21%) or 10 (also 21%)[35]. This incidence then doubles again at the age of 11, to 43%. Half (50%) of all children aged 12 have a social media profile, as do around three in four children aged 13 (74%) and 14 (77%). Finally, nine in ten (89%) children aged 15 have a social media profile.

[35] Results are indicative only in 2016 for children aged 10, due to a relatively low base (92).

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'sApp 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)

Half of 12-15s with a social media account now use Snapchat.

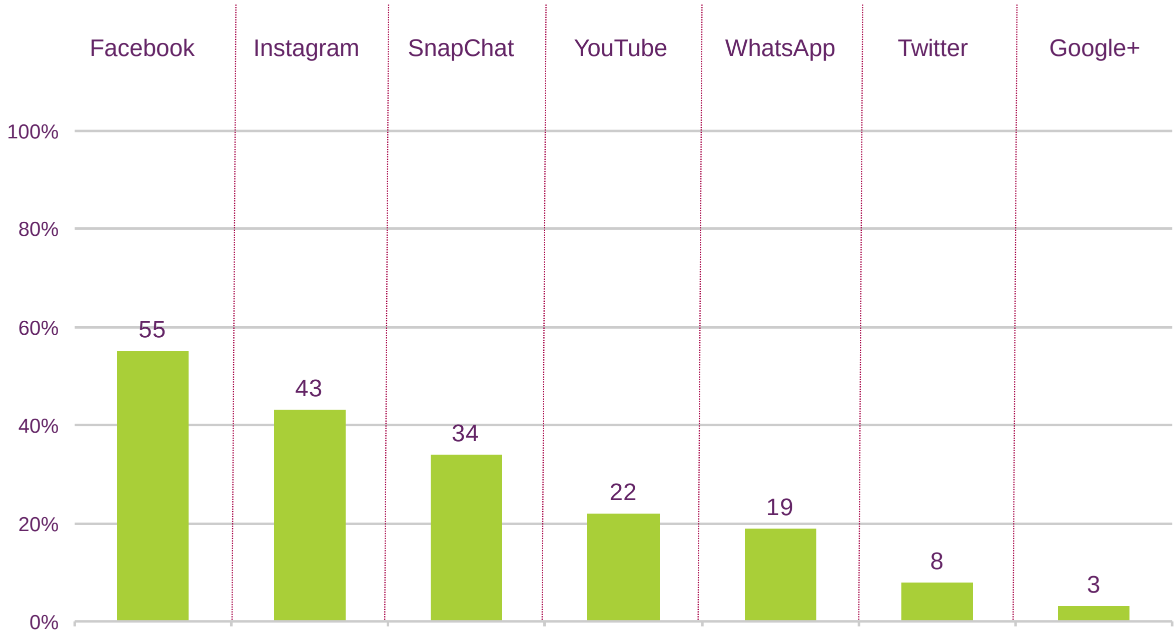
Parents of children aged 3-7 and children aged 8-15 with a social media profile were asked to say which social media sites or apps their child/ they used. Although many social media sites have a minimum age of 13 or older, many are still used by younger children[36].

As shown in Figure 38, in 2016[37] Facebook (55%)[38] is the only site or app used by a majority of 8-11s with a social media account. Around four in ten (43%) use Instagram, one in three Snapchat (34%) and one in five YouTube (22%) or WhatsApp (19%). All other social media sites are used by less than one in ten 8-11s with a social media profile.

As shown in Figure 39, more than four in five 12-15s with a social media profile use Facebook (82%), unchanged since 2015[39].

A majority of 12-15s with a social media profile use Instagram (56%) or Snapchat (51%). They are now more likely than in 2015 to have a profile on Snapchat (51% vs. 43%) and are less likely to have a Twitter profile (20% vs. 27%).

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).

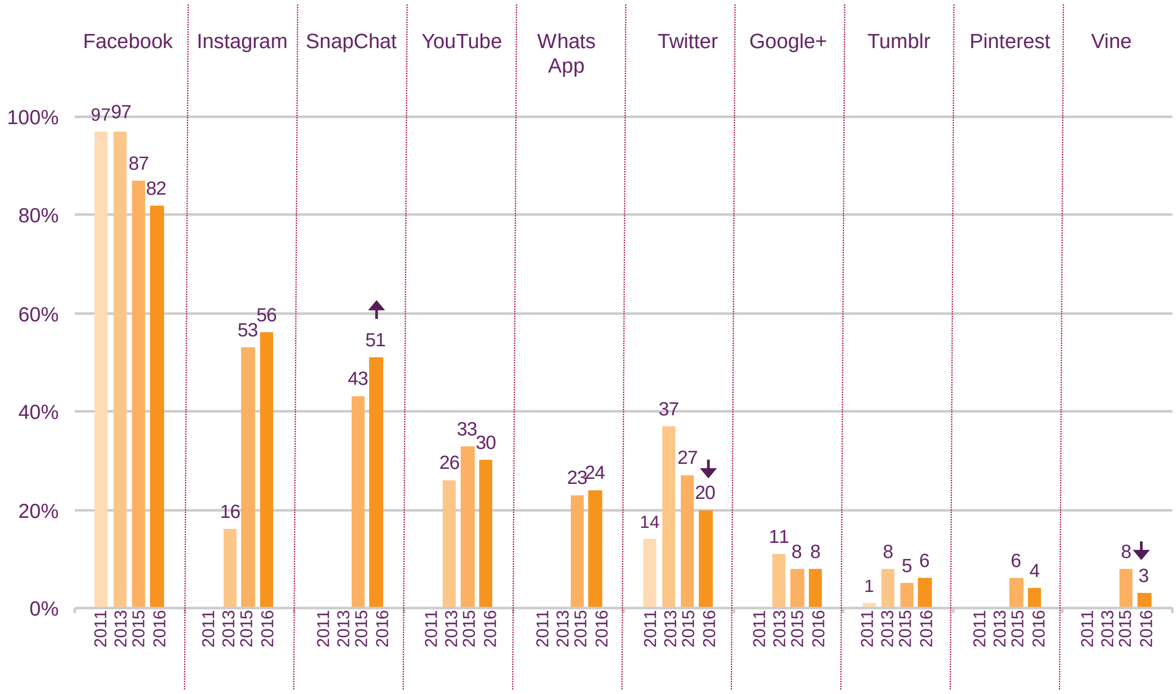
36 The minimum age for having a profile on Facebook, Instagram, Snapchat, YouTube, Twitter and Google+ is 13. The minimum age for WhatsApp is 16. See https://www.net-aware.org.uk/networks/?order=-popularity

37 There are too few social media site users aged 3-7 to look at in more detail. In previous years there were too few users aged 8-11, which is why 8-11s (Figure 38) are shown separately to 12-15s (Figure 39) where a trend can be shown.

38 In 2016, Facebook Messenger (10%) was recorded separately to Facebook (53%) with the results combined to get an overall incidence for those 8-11s with a profile on Facebook (55%).

39 In 2016, Facebook Messenger (28%) was recorded separately to Facebook (80%) with the results combined to get an overall incidence for those 12-15s with a profile on Facebook (82%).

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



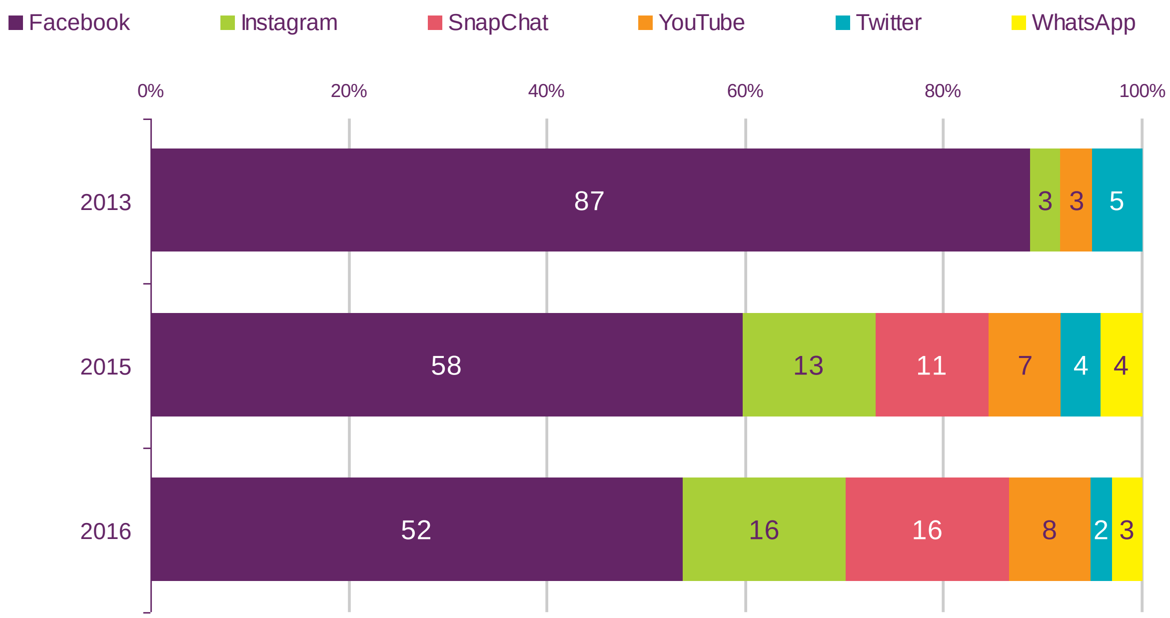
QP44 /QC20 – Which social media sites or apps do you use? (unprompted responses, multi coded) – Responses from parents for 3-7 year olds and from children aged 8-15.
showing responses of more than 2% of children aged 12-15 using any social media sites or apps. Base: Children aged 12-15 who have a social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

Both 8-11s and 12-15s are most likely to consider Facebook to be their main social media site

As shown in Figure 40, half of all 12-15s (52%) with a social media profile said they considered Facebook to be their main one, while 16% named either Instagram or Snapchat. Each of these incidences is unchanged since 2015, although the number citing Facebook has decreased by 35 percentage points since 2013. Less than one in ten aged 12-15 nominated any other site or app as their main one.

In 2016, two in five 8-11s say their main social media profile is on Facebook (43%), one in five (22%) say Instagram, while one in eight mention Snapchat (13%) or YouTube (13%).

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



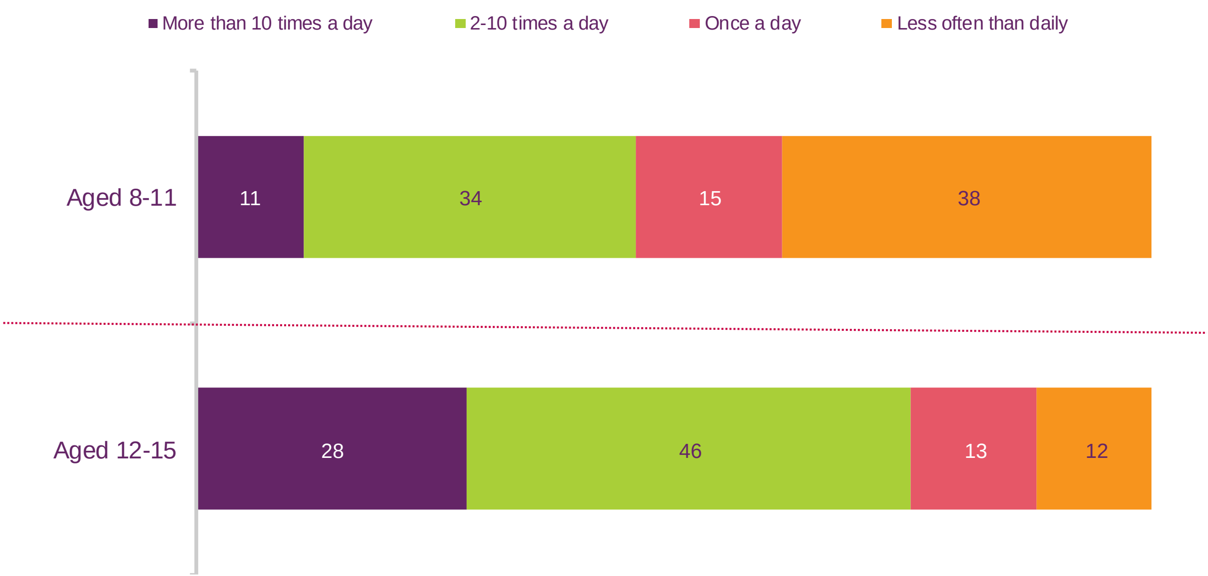
QP45/ QC21 – And which is your main social media site or app, so the one you use most often? (unprompted responses, multi coded). Responses from children aged 12-15.
Base: Children aged 12-15 who have a social media profile (335 aged 12-15 in 2016). Significance testing shows any change between 2015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

Close to three in ten 12-15s visit their main social media account more than ten times a day

In 2016, children aged 8-15 with a social media site profile were asked how frequently they visited their main social media site or app.

As shown in Figure 41, close to nine in ten 12-15s (87%) visit their main profile at least daily; this is more likely than for 8-11s (60%). A majority of 12-15s (74%) visit more than once a day, but this applies to only a minority of 8-11s (45%). One in ten 8-11s (10%) and more than a quarter of 12-15s (28%) say they visit more than ten times a day.

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



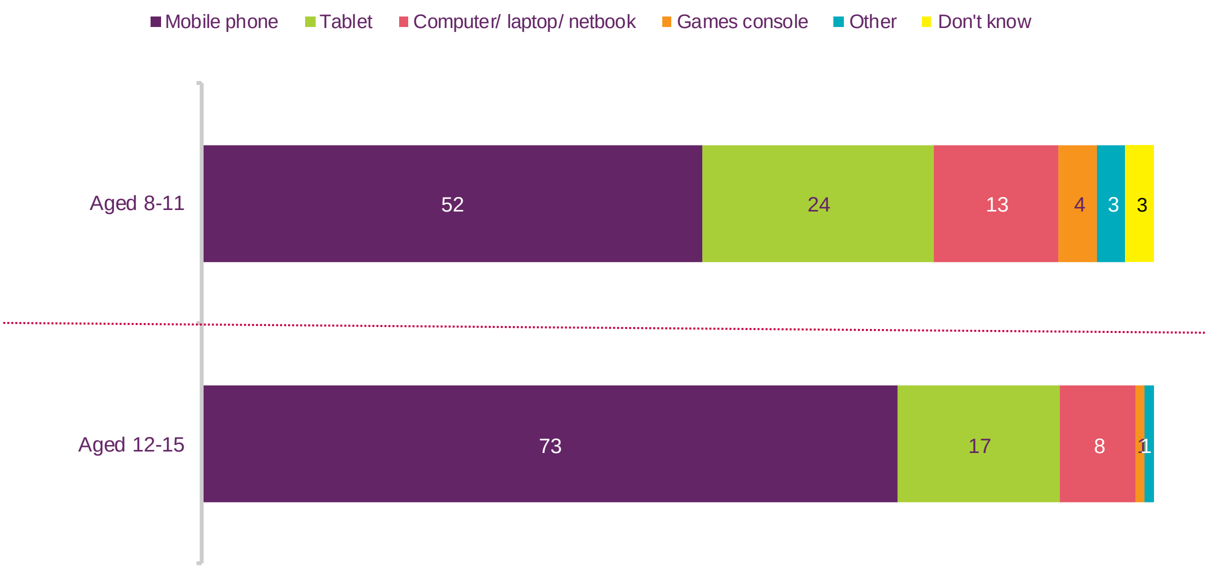
QC21A – How often do you visit your main social media site or app? (unprompted responses, single coded)
Base: Children aged 8-15 who have a social media profile (104 aged 8-11, 335 aged 12-15)

8-11s and 12-15s are most likely to access social media via their mobile phones

In 2016, children aged 8-15 with a social media site profile were prompted with five possible devices and were asked to say which they used most for social media.

Half of 8-11s (52%) and three in four 12-15s (73%) mostly use a mobile phone for social media, making this the most frequently-used device. One in four 8-11s (24%) and less than one in five 12-15s (17%) mostly use a tablet; the next most-used device is a computer, laptop or netbook, both for 8-11s (13%) and 12-15s (8%).

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



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)

Playing games online

One in ten of all 3-4s and half of 5-15s play games online

Parents of children aged 3-7 and children aged 8-15 who used any devices for gaming (reported in the previous section) were prompted with a description of online gaming[40] and were asked if their child/they ever played online games. The description provided in 2015 was new to the survey, so we do not have data prior to 2015 to compare findings.

Figure 43 shows the incidence of online gaming across the different age groups.

Among those who play games, a quarter (24%) of 3-4s and six in ten (62%) 5-15s ever play games online (11% of all 3-4s and 48% of all 5-15s). The incidence of online gaming is higher among 8-11s (68%) and 12-15s (74%) who play games than among 5-7s (34%) and 3-4s (24%). Each of these incidences is unchanged since 2015.

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.

[40] 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.

One in ten of all 8-11s and two in ten 12-15s play games against people they have not met in person

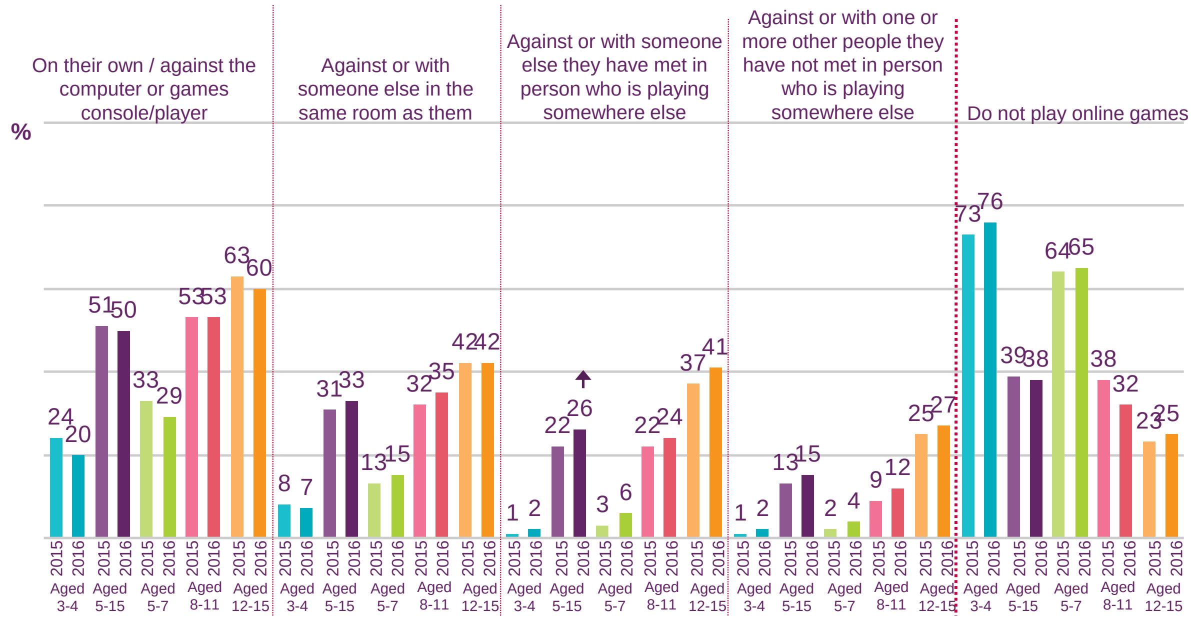
To get a sense of whom children are playing online games with, and whether this includes playing against strangers, we asked those children who play games about a range of different ways of online gaming (Figure 44). The question asked whether they: play games on their own against the computer or games player; play against, or with, someone else in the same room; play against, or with, someone else they have met in person who is playing somewhere else; or play against one or more people they have not met in person who are playing somewhere else.

As shown in Figure 44, children in each age group who play online games are most likely to play on their own, or against the computer or games player, accounting for 50% of 5-15s who play games and 20% of 3-4s who play games.

Few children aged 3-4 or 5-7 who play games play online with or against someone else in the same room or someone else they know who is playing somewhere else. This incidence is higher among older children: at least one in four 8-11s who play games and around four in ten 12-15s play games in these ways.

Looking specifically at playing online with or against one or more people they have not met in person who are playing somewhere else, this type of online gaming is ever undertaken by one in eight 8-11s (12%) and more than a quarter of 12-15s (27%) who play games at all. When this is re-based to report on all children, as opposed to those who play games, it represents 10% of all 8-11s and 21% of all 12-15s. There has been no change in this measure since 2015 for any age group of child.

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



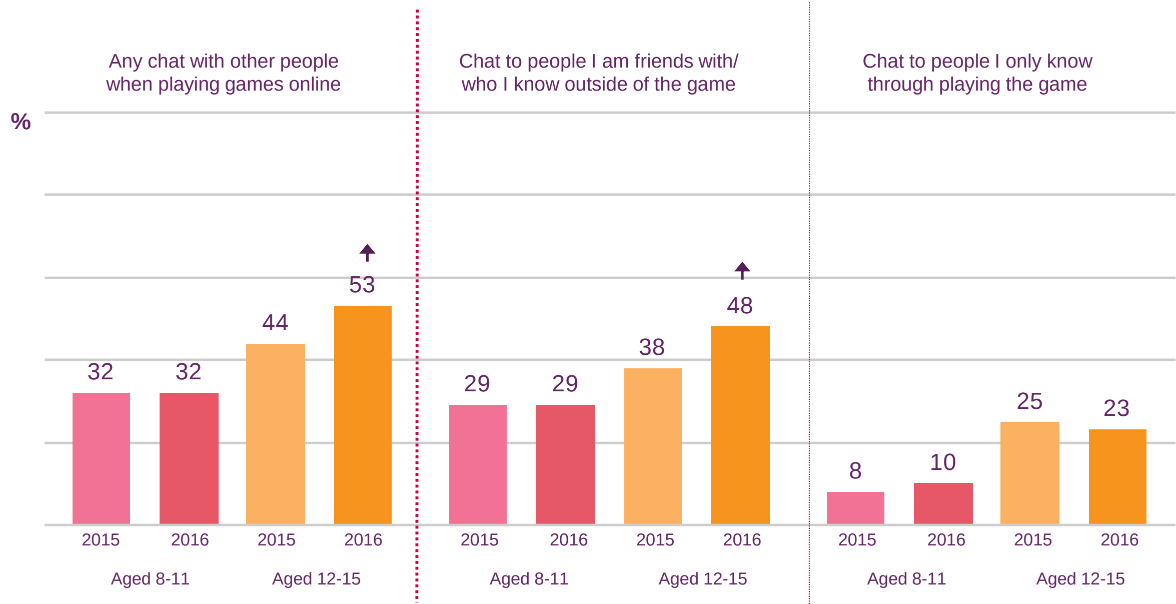
QC39 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, and 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.

A quarter of online games players aged 12-15 chat through the game to players they don't know

Children aged 8-11 and 12-15 who ever play games online (56% of 8-11s and 58% of 12-15s) were asked about their use of chat features when playing games online. As shown in Figure 45, online games players are more likely to chat through the game to people they already know outside the game (29% 8-11s, 48% 12-15s) than they are to chat to people they know only through playing the game (10% 8-11s, 23% 12-15s).

While the numbers who use chat features has increased since 2015 for 12-15s, this is driven by an increase in children chatting with people they are friends with, or already know. Children aged 12-15 who play games are no more likely now than in 2015 to say they chat with people unknown to them outside the game.

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.

Creative activities undertaken by children

Making a drawing or picture, and editing photos, are the two creative activities most likely to be done online by 5-15s

Parents of children aged 3-7 and children aged 8-15 who go online were prompted with 14 creative activities and asked which, if any, their child/ they had ever done using any type of internet-enabled device.[41]

Figure 46 shows that no single creative activity from the list provided is done by a majority of 3-4s or 5-15s overall. The likelihood of doing any of the 14 activities increases with the age of the child, ranging from about four in ten 3-4s who go online (37%) to around eight in ten 12-15s (76%).

The most popular creative activity undertaken by 3-4s is making or drawing a picture (32%), while 5-15s are as likely to do this (40%) as to have changed or edited a photo (also 40%).

While only one in ten (9%) 3-4s have made a video, this is more likely for 5-7s (22%), 8-11s (33%) and 12-15s (44%).

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 an 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

[41] Defined as computers, tablets or mobile phones

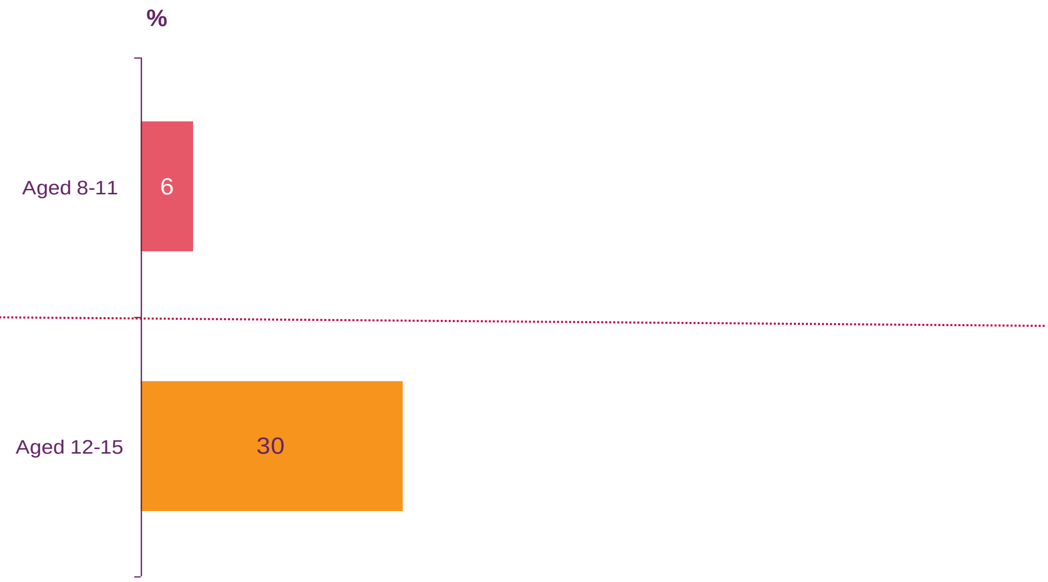
Civic participation

Three in ten internet users aged 12-15 have engaged in civic activities online

In 2016, in order to better understand the extent to which internet users aged 8-15 ever get involved with civic activities online, they were asked the following question: “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?”.

Six per cent of internet users aged 8-11 say they have ever undertaken one of these activities; this is more likely among12-15s (30%).

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)

Differences by gender and socio-economic group

Boys aged 8-15 who game online are more likely than girls to use chat features to chat with people they only know through gaming with them.

There are differences by gender in terms of the type of content that children watch on YouTube, in the social media sites that they use and whether they play games online.

While girls are as likely as boys to use YouTube, girls aged 8-11 who watch content on YouTube are more likely than boys to say they mostly access it using a computer, laptop or netbook (19% vs. 8%) while girls aged 12-15 are more likely than boys to use a tablet (39% vs. 30%). Boys aged 8-11 (6% vs. 2%) and 12-15 (9% vs. 1%) are more likely than girls to mostly use a games console.

Boys aged 12-15 are more likely than girls to prefer to watch YouTube content rather than TV programmes on a TV set (48% vs. 35%). Boys in each age group are more interested in watching games tutorials on YouTube (18% v. 6% for 3-4s, 52% vs. 27% for 5-7s, 55% vs. 34% for 8-11s, 63% vs. 22% for 12-15s) and more likely than girls to say this is their favourite type of content on YouTube.

Older boys (aged 8-11 or 12-15) are more likely than girls to watch unboxing videos (22% vs. 13% for 8-11s and 26% vs. 15% for 12-15s).

Boys aged 12-15s are more likely than girls to watch funny videos/ jokes/ pranks (82% vs. 72%) and to say this is their favourite content (32% vs. 20%), while girls aged 12-15 are more likely to watch vloggers (53% vs. 36%) and to say this is their favourite content (21% vs. 8%).

In addition, girls aged 5-7 are more likely than boys to mention music videos (19% vs. 6%) as their favourite type of YouTube content, as are girls aged 12-15 (37% vs. 20%). Girls aged 8-11 are more likely than boys to say that content posted by vloggers (19% vs. 7%) or 'how-to' videos or tutorials (16% vs. 7%) is their favourite type of content.

Girls aged 12-15 are more likely than boys to have a profile on Instagram (63% vs. 48) Snapchat (59% vs. 42%), Tumblr (11% vs. 1%), Pinterest (7% vs. 2%) or Vine (5% vs. 1%). Boys aged 12-15 are more likely to consider Facebook to be their main profile (52% vs. 45%), while girls are twice as likely to consider Snapchat their main profile (22% vs. 9%). Boys aged 12-15 are more likely than girls to say they mostly use a computer, laptop or netbook (11% vs. 5%) or a games console (3% vs. 0%) to access social media.

Boys aged 5-7 (42% vs. 25%), 8-11 (76% vs. 57%) and 12-15 (90% vs. 53%) are more likely than girls who play games to say they play online games, and boys aged 8-11 (17% vs. 6%) and 12-15 (38% vs. 11%) who game are more likely than girls to say they play against people they don't know. Boys aged 8-15 who game online (21%) are more likely than girls (8%) to use the chat features to chat with people they only know through gaming with them.

While there are no differences by gender in ever undertaking any of the creative activities online that we asked about, there are some differences for specific activities. Girls aged 8-11 are more likely than boys to have made a drawing or picture (48% vs. 33%), while boys of this age are more likely to have made a vlog (5% vs. 2%). Boys aged 12-15 are also more likely than girls to say they have modified or changed a game (13% vs. 4%).

YouTube uses aged 5-15 in DE households are more likely than all users to nominate music videos as their favourite type of content

There are fewer differences by household socio-economic group than by gender for children aged 5-15.

The overall incidence of watching content on YouTube does not differ by household socio-economic group among all 5-15s, but those in AB households are less likely to say they mostly watch YouTube content on a mobile phone (14% vs 24%.).

While there are no differences in the type of content viewed on YouTube, there are some differences in the type of content that is considered the child's favourite. Children aged 5-15 in DE households are more likely than all children to mention music videos (27% vs. 21%) and are less likely to mention game tutorials or 'walk-throughs' (11% vs. 17%) as their favourite type of YouTube content.

There are no differences in the incidence of having a social media profile overall, in the sites used, the frequency of visiting social media sites, or in the device used to visit social media sites, by household socio-economic group.

Compared to all children aged 5-15 who play games, those in DE households are less likely to play against, or with, people not known to them (10% vs. 15%).

Compared to the average, children aged 5-15 in AB households are more likely to have ever made their own music (16% vs. 11%) while those in DE households are less likely to have made an animation, moving picture or image (12% vs. 8%).

Section 6

Knowledge and understanding of media among 8-15s

This section looks at the extent to which older children (aged 8-15) understand their media environment.

In particular, it explores the extent to which children visit websites which are new to them, how they distinguish between different sources of online content, their awareness and understanding of advertising in media, and their understanding of how different media are funded.

We also look at children's understanding of how search engines operate, and their awareness and understanding of how paid-for content appears in search results.

Key findings

- A majority of internet users aged 8-11 (66%) and 12-15 (53%) say that in a normal week they only use websites or apps they have used before. This remains more likely among 8-11s than among 12-15s, who are now more likely than in 2015 to say they only use websites or apps they've used before (53% vs. 41%).

- While the BBC remains the preferred source of 'true and accurate information about things that are going on in the world' among 12-15s (at 35%), this is much less likely than in 2015 (52%). Children are now more likely to choose Google in their response to this question (30% vs. 17% in 2015). While YouTube remains the most popular source of 'true and accurate information about fun things like hobbies and interests' (37%; unchanged since 2015), 12-15s are now more likely to turn to Google for this (32% vs. 26% in 2015).

- Children aged 12-15 are more likely than in 2015 to say that all the information on sites used for school work or homework (25% vs. 17%) or on news websites or apps (20% vs. 14%) is true. Both 8-11s (2% vs. 8%) and 12-15s (4% vs. 9%) are less likely to say that all the information on social media sites is true.

- While around half of search engine users aged 8-11 (50%) and 12-15 (56%) make some type of critical judgement about search engine results, believing that some of the sites returned can be trusted and some cannot, more than one in four in each age group (28% of 8-11s and 27% of 12-15s) believe that if Google lists information the results can be trusted. One in ten in each age group (10% of 8-11s and 11% of 12-15s) don't consider whether or not the results can be trusted.

- Seventy-seven per cent of 12-15s who go online say they would make checks on websites they hadn't visited before if they were unsure whether they could trust the site.

- Despite their being distinguished by an orange box with the word 'Ad' in it, only a minority of 8-11s (24%) and 12-15s (38%) who use search engines correctly identified sponsored links on Google as advertising.

- More than half of 12-15s who go online (55%) are aware of personalised advertising, in that they are aware that other people might see adverts online that are different to those they see, up from 45% in 2015.
- Compared to 2015, there has been a ten percentage point increase in the proportion of 12-15s aware that vloggers may be being paid to endorse a product they say favourable things about (57% vs. 47%).
- Two in three 12-15s who play games (66%) are aware of advertising that encourages them to 'pay-to-win', unchanged since 2015.
- Children aged 12-15 are more likely to understand how Google and YouTube are funded than to understand how the BBC is funded.
- Children in ABC1 households are more likely to be aware of how media organisations like Google, YouTube and the BBC are funded. They are also more likley to be aware of sponsored links in Google search results and of product endorsements on YouTube.
- Boys aged 12-15 are more likely than girls to say they use lots of websites they've not visited before, and to be aware of how Google and YouTube are funded, while girls are more likely to be unsure.

Visiting new websites

12-15s are more likely than in 2015 to say they only use websites or apps they've used before

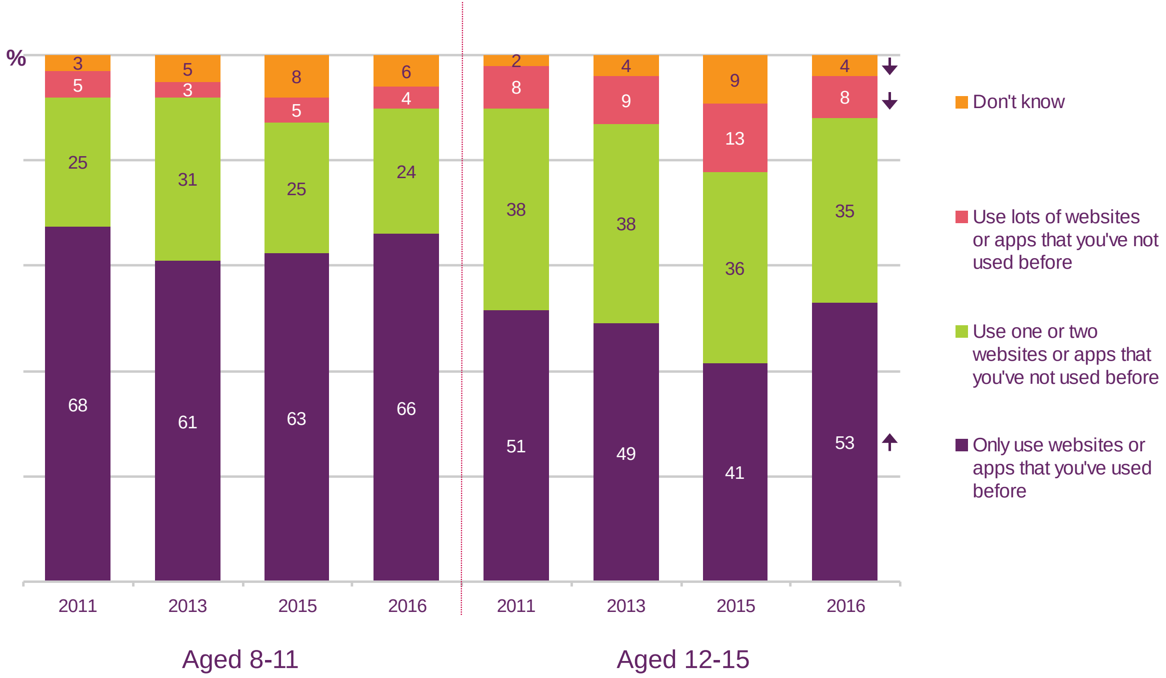
Before we look at children's critical understanding of, and ability to distinguish between, different forms of online content, it is worth addressing the extent to which children are discovering new things online, through using lots of new websites or apps, or whether they tend to stick with familiar sites and apps.

Children aged 8-15 who go online were asked to say whether, in a normal week, they only used sites or apps that they had used before, or used one or two sites that they hadn't used before, or used lots of websites or apps they hadn't used before.

As shown in Figure 48, two-thirds of 8-11s (66%) said they only used websites or apps they had used before, compared to around half of 12-15s (53%). Twelve to 15-year-olds are more likely than 8-11s to say they use lots of websites or apps they have not used before (8% vs. 4%) and to say they use one or two websites or apps they haven't used before (35% vs. 24%).

Since 2015 there has been no change in 8-11s' claimed experience of visiting websites. However, 12-15s are less likely in 2016 to say they use lots of websites or apps they haven't visited before (8% vs. 13%) and are more likely to say they only use websites or apps that they've used before (53% vs. 41%).

Figure 48: Experience of visiting websites not used before, among those who go online at home (2011, 2013) or elsewhere (2015, 2016), by age



QC17 – Thinking about all the things you use to go online, in a normal week would you say that you…(prompted responses, single coded?
Base: Children aged 8-15 who go online (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Distinguishing between different sources of online content

12-15s are more likely than in 2015 to name Google as an information source for both serious and fun things, but less likely for creative things

Children aged 12-15 who go online were prompted with five sources of online information and were asked to say which one they would turn to first for accurate and true information in each of three scenarios[42], as shown in Figure 49.

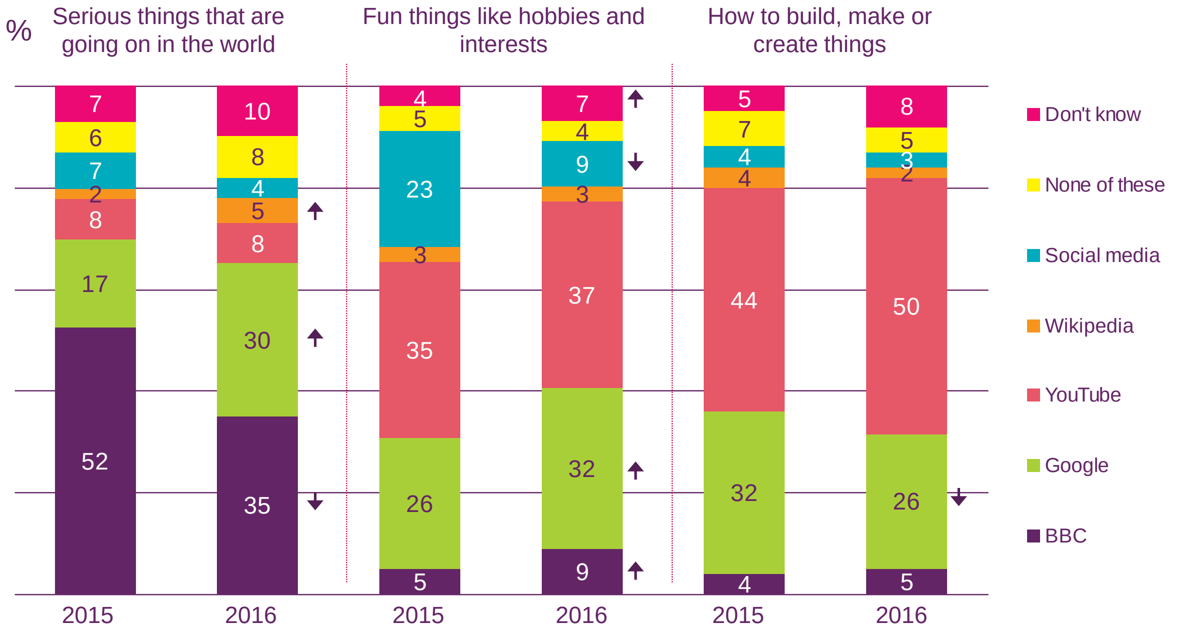
In 2016, no single source (that we asked about) was chosen by a majority of 12-15s for finding out about serious things that are going on in the world. More than one in three would turn to the BBC (35%) while slightly fewer would turn to Google (30%). Since 2015, 12-15s are less likely to say they would turn to the BBC for this information (35% vs. 52%) and are more likely to opt to use Google (30% vs. 17%). No other source would be used by more than one in ten children aged 12-15, although in 2016, 12-15s were more likely than in 2015 to use Wikipedia (5% vs. 2%) for this purpose.

No single online source of information (that we asked about) was preferred by a majority of 12-15s for finding accurate and true information online about ‘fun things like hobbies and interests’. More than one in three 12-15s said they would turn to YouTube (37%) for this purpose, with one in three opting to use Google (32%). In 2016, less than one in ten 12-15s said they would be likely to use any other source for this purpose. 12-15s are now less likely than in 2015 to say they would use social media for this purpose (9% vs. 23%); they are more likely to say they would use Google (32% vs. 26%) or the BBC (9% vs. 5%).

[42] Not asked before 2014.

Half of children aged 12-15 say they would choose YouTube (50%) when looking for information online about how to build, make or create things, with one in four (26%) opting to use Google, down from 32% in 2015.

Figure 49: Online sources of accurate and true information for different scenarios among 12-15s: 2015, 2016



QC52A-C I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about… (prompted responses, single coded)
Base: Children aged 12-15 who go online (463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016

Critical understanding of online content

Since 2015, 12-15s are more likely to believe that all the information on sites used for homework and for news is true

Children aged 8-15 who go online at home or elsewhere were asked whether they visited three particular types of websites or apps[43]. Those who visited each type were then asked whether they believed that all of the information on these sites or apps is true, or most of it is true, or some of it is true. The results are shown in Figure 50 for sites or apps used for school work/ homework[44], in Figure 51 for social media[45] and in Figure 52 for sites or apps about news and what is going on in the world[46].

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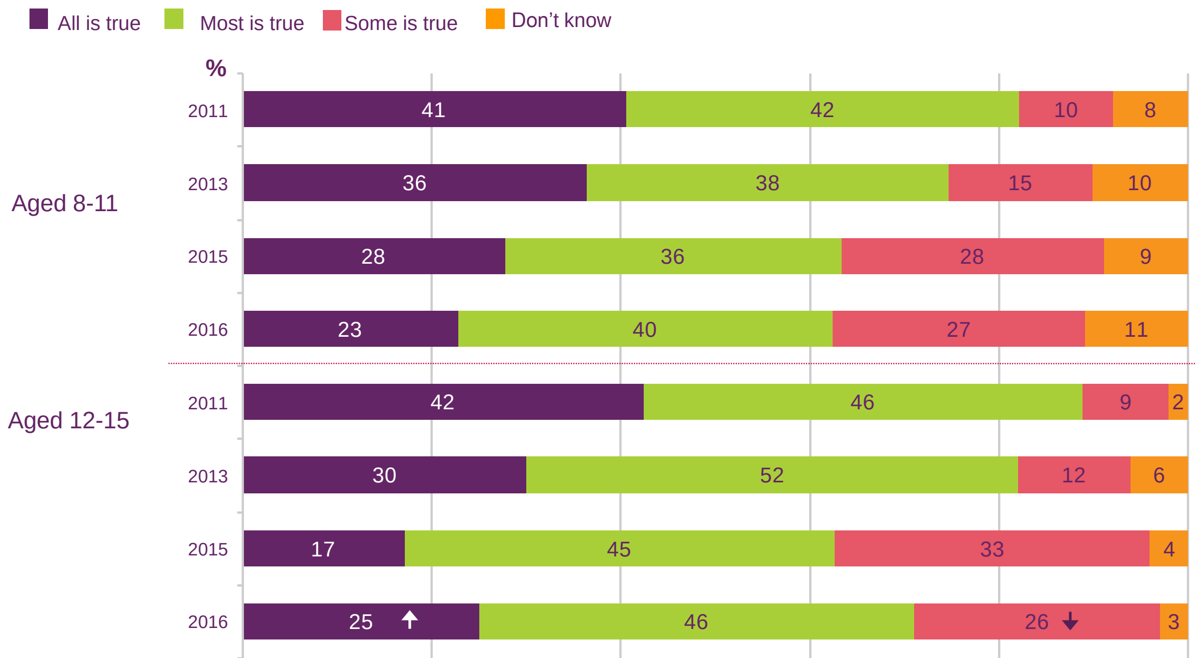
[43] Before 2014, home internet users were asked about types of websites, rather than types of websites or apps.
[44] In 2016, the question wording incorporated examples of the types of sites or apps referred to, which read 'for instance, BBC Bitesize or sites suggested by your teachers'
[45] Before 2014, home internet users were asked about social networking sites rather than social media sites or apps.
[46] In 2016, the question wording incorporated examples of the types of sites or apps referred to, which read 'for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian or news apps or sites like Buzzfeed'

The majority of 8-11s (84%) and 12-15s (92%) who go online say they visit websites or apps for schoolwork/ homework, such as BBC Bitesize or sites suggested by their teachers. Of those who do this, 23% of 8-11s and 25% of 12-15s believe that all of the information shown is true. Compared to 2015, 12-15s are more likely to believe that all the information they see on these sites/ apps is true (25% vs. 17%) with a corresponding decrease in the proportion stating that only some of the information is true (26% vs. 33% in 2015).

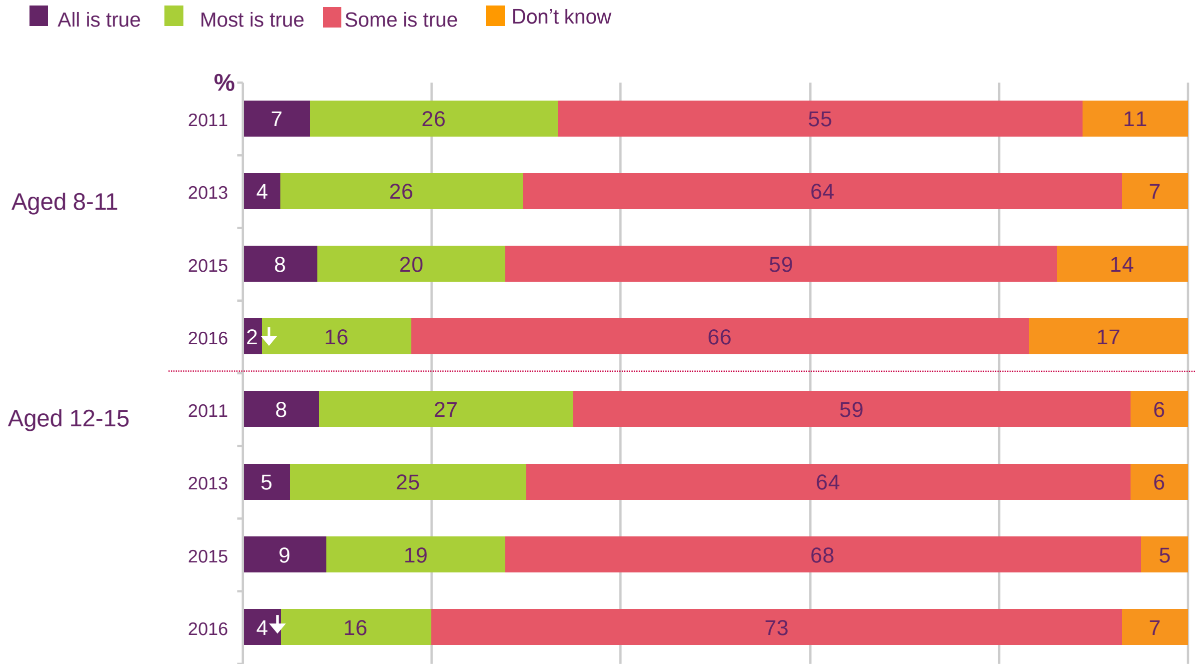
Figure 50: Children's belief in the truthfulness in websites used for school/ homework at home (2011, 2013) or elsewhere (2015, 2016), by age



QC15B - When you go online do you visit site or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the types of websites/ apps they might use.
Base: Children aged 8-15 who go online and who say they visit sites or apps for their schoolwork or homework (370 aged 8-11, 423 aged 12-15). Significance testing shows any change between 2015 and 2016.

More than half of 8-11s (56%) and nine in ten 12-15s (88%) who go online say they have visited social media sites or apps (like Facebook, Instagram, Snapchat, Twitter or YouTube). A small proportion in each age group who do this believe that all of the information on social media sites or apps is true (2% for 8-11s and 4% for 12-15s). This is less likely compared to 2015, both for 8-11s (2% vs 8%) and 12-15s (4% vs. 9%).

Figure 51: Children's belief in the truthfulness in websites used for social media at home (2011, 2013) or elsewhere (2015, 2016), by age



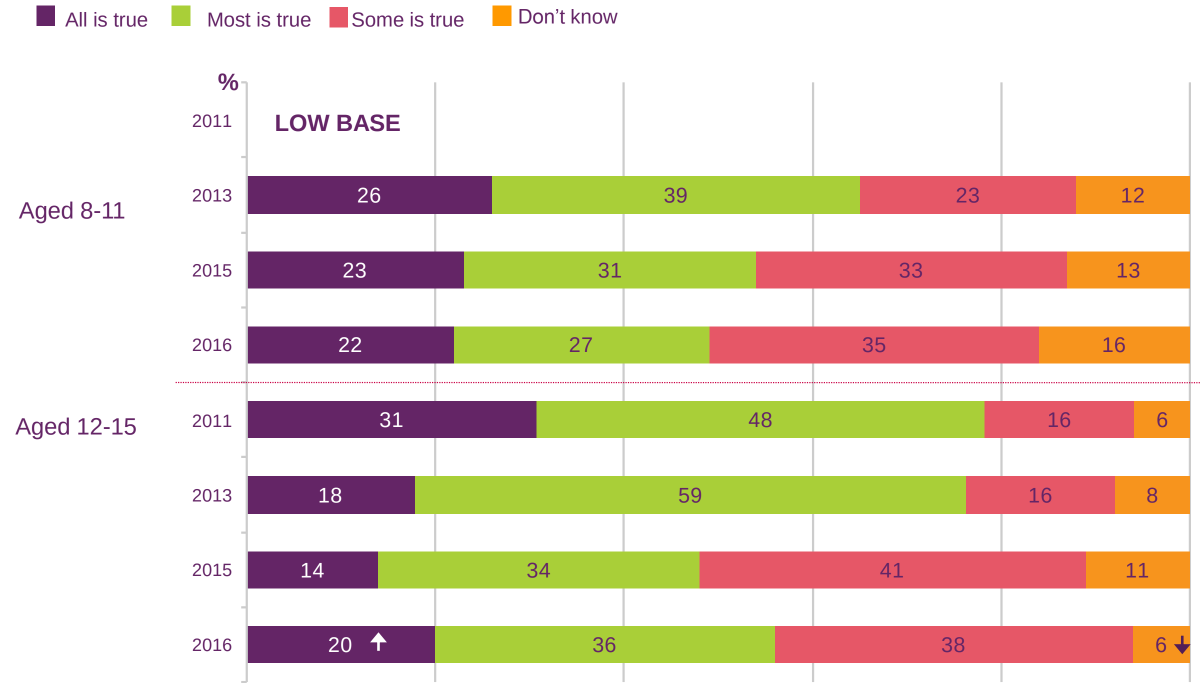
QC15A - When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded).
Base: Children aged 8-15 who go online and who say they visit social media sites or apps (239 aged 8-11, 401 aged 12-15). Significance testing shows any change between 2015 and 2016.

More than half of 8-11s (58%) and close to three in four 12-15s (72%) who go online say they visit sites or apps about news and what is going on the world, such as BBC News, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian or news apps or sites like Buzzfeed. Around one in five 8-11s (22%) and 12-15s (22%) who do this say that all of this information is true.

Children aged 12-15 are more likely than 8-11s to say that most of this information is true (36% vs. 27%).

Compared to 2015, 12-15s (20% vs. 14%) are now more likely to believe that all the information on these sites or apps is true.

Figure 52: Children's belief in the truthfulness in news websites or apps used at home (2011, 2013) or elsewhere (2015, 2016), by age



QC15C - When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or Guardian or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.
Base: Children aged 8-15 who go online and who say they visit sites or apps about news and what is going on in the world (256 aged 8-11, 333 aged 12-15). Significance testing shows any change between 2015 and 2016.

Around half of 8-15s who use search engines are aware that not all Google results should necessarily be trusted

In 2016 children aged 8-15 who ever use search engines (78% of all 8-11s and 88% of all 12-15s who go online at home or elsewhere) were asked about the trustworthiness of search results returned by Google. Children were asked to say which of the following statements was closer to their opinion:

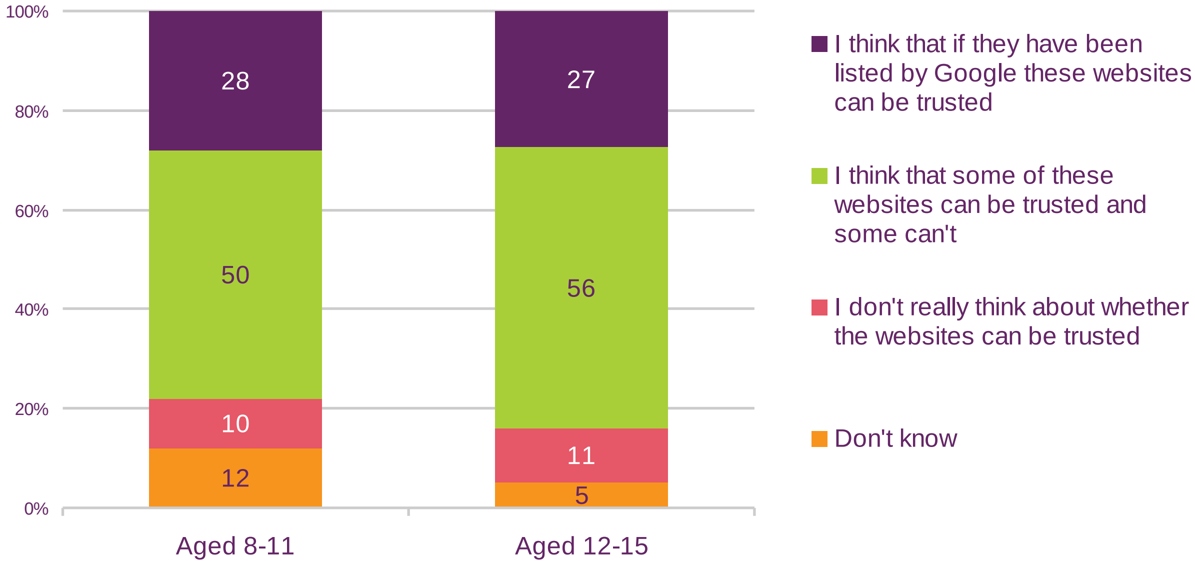
- "I think that if they have been listed by Google, these websites can be trusted."
- "I think that some of these websites can be trusted and some can't."
- "I don't really think about whether the websites can be trusted."

As shown in Figure 53, half of all search engine users aged 8-11 (50%) and more than half of 12-15s (56%) make some type of critical judgement about search engine results, believing that some of the sites returned can be trusted and some can't[47].

[47] This question was amended in 2016 and the results are therefore not directly comparable with previous years. Prior to 2016, search engine users aged 12-15 were asked about the 'truthfulness' of the information that appears in the websites listed by Google. In 2015, 50% of 12-15s who use

A similar proportion of 8-11s (28%) and 12-15s (27%) believe that if they have been listed by Google the websites returned can be trusted, while around one in ten in each age group don't think about whether the results can be trusted (10% of 8-11s and 11% of 12-15s).

Figure 53: 8-15s' understanding of whether results listed by search engines can be trusted: 2016



QC24– When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (prompted responses, single coded)
Base: Children aged 8-15 who go online and use search engine websites or apps (339 age 8-11, 409 aged 12-15)

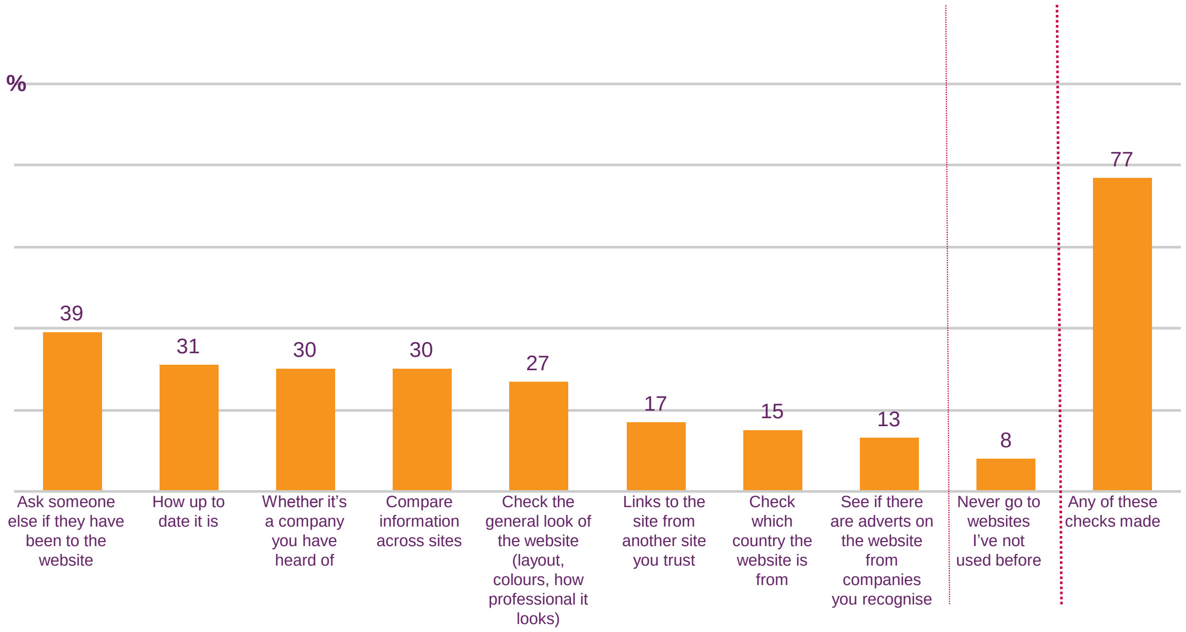
Three in four 12-15s say they would make checks if they were unsure about the trustworthiness of a site or app not visited before

In 2016, children aged 12-15 who go online were shown a list of the types of things that they could check on a website or app they were visiting for the first time, which they were not sure they could trust[48]. The responses are shown in Figure 54.

More than three in four 12-15s (77%) say they would check at least one of the things on the list, while 15% would not make any of the checks. No single check would be made by a majority of 12-15s; two in five (39%) say they would rely on asking someone else if they had been to the website. Three in ten 12-15s say they would rely on how up-to-date the site is (31%), or would check whether it is a company they have heard of (30%) or they would compare the information across sites (30%). Slightly fewer (27%) would check the general look and appearance of the site. Each of the remaining checks shown would be made by less than one in five.

search engines made some type of critical judgement by saying that 'some of the websites in the list will show truthful information and some will show untruthful information' displaying.
[48] This question was amended in 2016 and the results are not therefore comparable with previous years. Before 2016 this question asked: 'Thinking about the websites that you haven't used before either when you're looking for information online or if you're buying or selling things online. Which, if any, of these things would you check?' and respondents were prompted with 11 rather than eight options. In 2015, 65% of internet users aged 12-15 said they made at least one of the 11 checks they were prompted with.

Figure 54: Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2016



QC27 – If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any, might you check (prompted responses, multi-coded)
Base: Children aged 12-15 who go online (463 aged 12-15 in 2016) - excludes DK responses

Awareness and understanding of advertising in media

This section looks at children's awareness and understanding of advertising in media. It covers advertising that appears in Google search results as well as personalised advertising that appears more generally online, and in-game advertising that encourages players to 'pay to win'. It also looks at awareness of product endorsement by vloggers.

A minority of 8-15s can identify sponsored links in search engine results, although 12-15s are more likely than 8-11s to be able to do this

Children aged 8-15 who use search engine websites were shown a picture of the results returned by Google for an online search for 'children's trainers'. Their attention was drawn to the first three results at the top of the list, which were distinguished by an orange box with the word 'Ad' written in it. They were then prompted with possible options and were asked whether any of these applied to these first three results. The options they were prompted with were[49]:

- These are adverts/ they have paid to appear here
- These are the best results
- These are the most popular results

The results are shown in Figure 55 below. Around one in four 8-11s (27%) stated that the first three results were advertising/ had paid to appear there. Compared to 8-11s, 12-15s demonstrate a better understanding of which results are sponsored or paid for, with close to half (45%) giving the correct response.

[49] They were also allowed to nominate some other reason or say that they were unsure

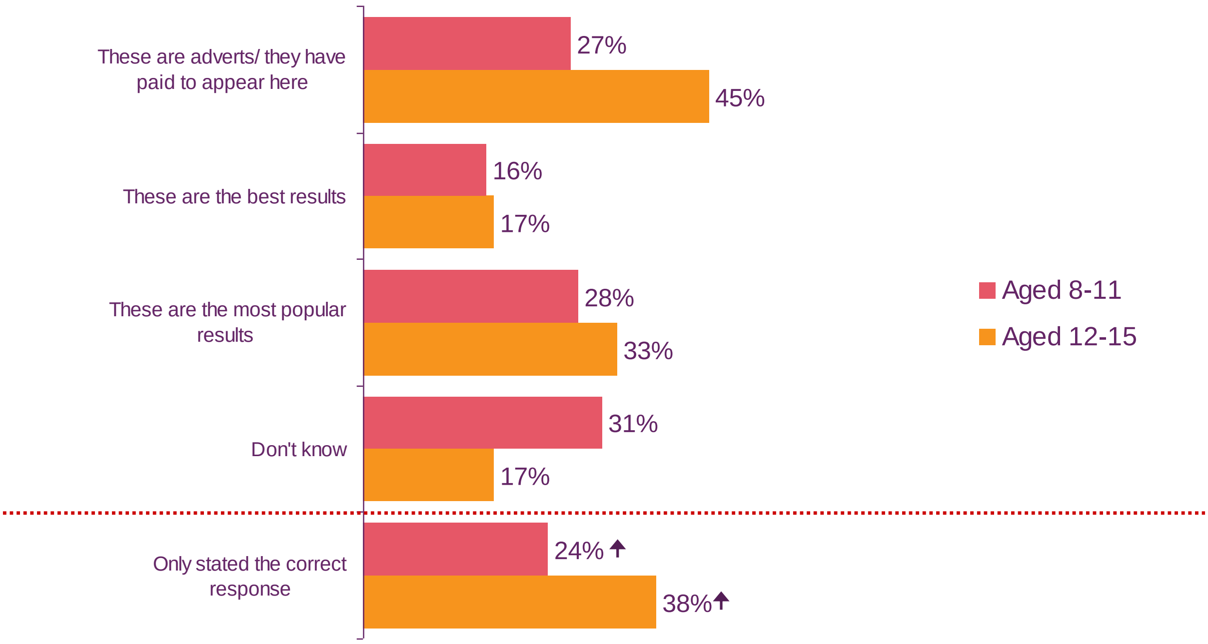
Similar proportions of 8-11s and 12-15s gave incorrect responses: either saying these were the best results (16% for 8-11s and 17% for 12-15s), or were the most popular results (28% for 8-11s and 33% for 12-15s). Three in ten 8-11s (31%) stated they were unsure, higher than among 12-15s (17%).

Children were allowed to select more than one response to this question, so it is also worthwhile looking at those who gave only the correct response and did not select any of the other options. One in four 8-11s (24%) and close to four in ten 12-15s (38%) gave only the correct response; that is, they only stated that the results were adverts. As such, a majority of search engine users in each age group either gave an incorrect response or were unsure.

The response options presented to children were amended slightly between 2015 and 2016[50]. The significance testing in Figure 55 is therefore only shown for any differences between 2015 and 2016 in the proportion of children who only stated the correct response, and is indicative only. It appears that both 8-11s (24% vs. 16%) and 12-15s (38% vs. 31%) are now more likely to only give the correct response – suggesting that they are more aware of sponsored links in search engine results.

Those children aged 8-11 and 12-15 who understand that some of the websites returned by Google can be trusted and some cannot (50% of those aged 8-11 and 56% of those aged 12-15 who use search engine websites or apps, as shown in Figure 53) are no more likely than all search engine users to be aware that the results are adverts, nor are they any more likely to give only the correct response.

Figure 55: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2016



QC26 This is a picture (SHOWCARD OF IMAGE) from a Google search for 'children's trainers'. Do you know why the three results at the top of the page have been listed first? (Prompted responses, multi-coded). Base: Children aged 8-15 who go online at home or elsewhere and use search engine websites or apps (339 aged 8-11, 409 aged 12-15). Significance testing shows any change between 2015 and 2016.

[50] In addition to a 'none of these' option being shown to respondents in 2015, the first response shown in Figure 55**Error! Reference source not found.** previously read 'These are adverts/ sponsored links/ paid to appear here, the second response previously read 'These are the best/ most relevant results and the third response previously read 'These are the most popular results used by other people'.

More than half of 12-15s who go online are aware of personalised advertising, an increase since 2015

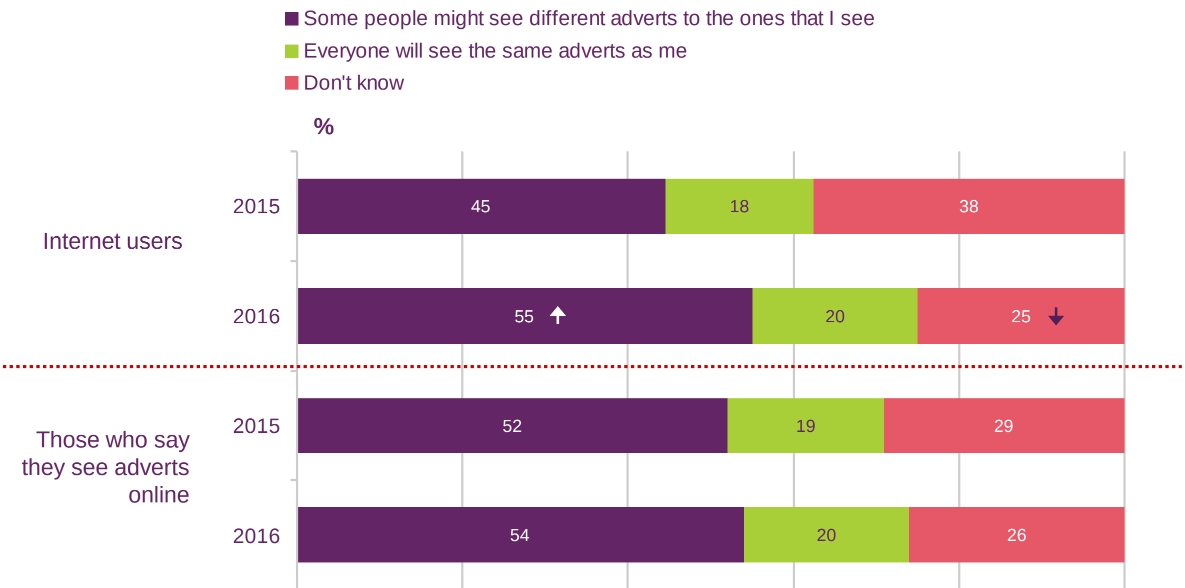
Children aged 12-15 who go online were prompted with two options and were asked which one applied to any advertising they might see on a website or app that they visited[51].

Figure 56 shows that more than half of 12-15s (55%) are aware of personalised advertising, in that they are aware that some people might see different adverts to those that they see. This is more likely than in 2015 (45%).

One in five 12-15s (20%) state that everyone would see the same adverts, while one in four are unsure (25%).

Although not shown in Figure 56, eight in ten internet users aged 12-15 (82%) say they see adverts when they visit websites or apps. In 2016, awareness of personalised advertising for this group of children (54%) did not differ from that of all internet users aged 12-15 (55%).

Figure 56: Awareness among 12-15s of personalised advertising: 2015, 2016



QC32 When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see? (prompted response, single coded) / QC31 When you go to websites or use apps do you ever see adverts or ads?
Base: Children aged 12-15 who go online at home or elsewhere (463), children aged 12-15 who say they see ads online (378). Significance testing shows any change between 2015 and 2016

Since 2015, 12-15s who go online are more likely to be aware of the potential for product endorsement by vloggers on sites like YouTube

Twelve to 15 year olds who go online were asked about vloggers endorsing or promoting brands on sites like YouTube. They were offered three choices of response and asked which

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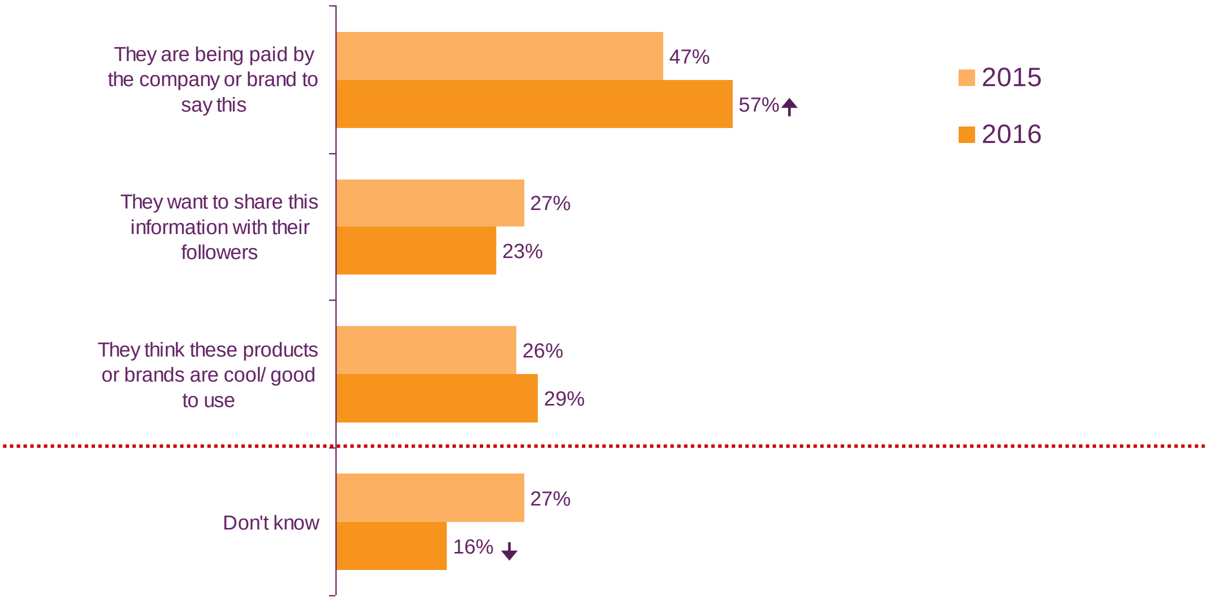
[51] The specific question stated: *When someone in the same country as you visits a website or app at the same time as you, which one of these things applies to any advertising you can see?* The purpose of this question was to gauge the extent to which children were aware of personalised advertising.

of these might explain why vloggers might say favourable things about a particular product or brand[52].

More than half of internet users aged 12-15 (57%) are aware that the vloggers might be being paid by the company to say favourable things. Compared to 2015[53] there has been a ten percentage point increase in the proportion of 12-15s who are aware that vloggers may be being paid to endorse a product (57% vs. 47%).

While not shown in Figure 57, awareness of potential product endorsement by vloggers is higher among those who say they watch videos on YouTube (50%) compared to those who do not (29%). Children aged 12-15 who say they watch vloggers on YouTube (66%) are also more likely than those who don't watch this particular content (54%) to be aware of the potential for product endorsement. They are also more likely to say that it could be because these products or brands are cool or are good to use (38% vs. 22%).

Figure 57: Understanding among 12-15s of potential product endorsement by vloggers: 2015, 2016



QC33 On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (prompted response, multi-coded)
Base: Children aged 12-15 who go online (463 in 2016). Significance testing shows any change between 2015 and 2016.

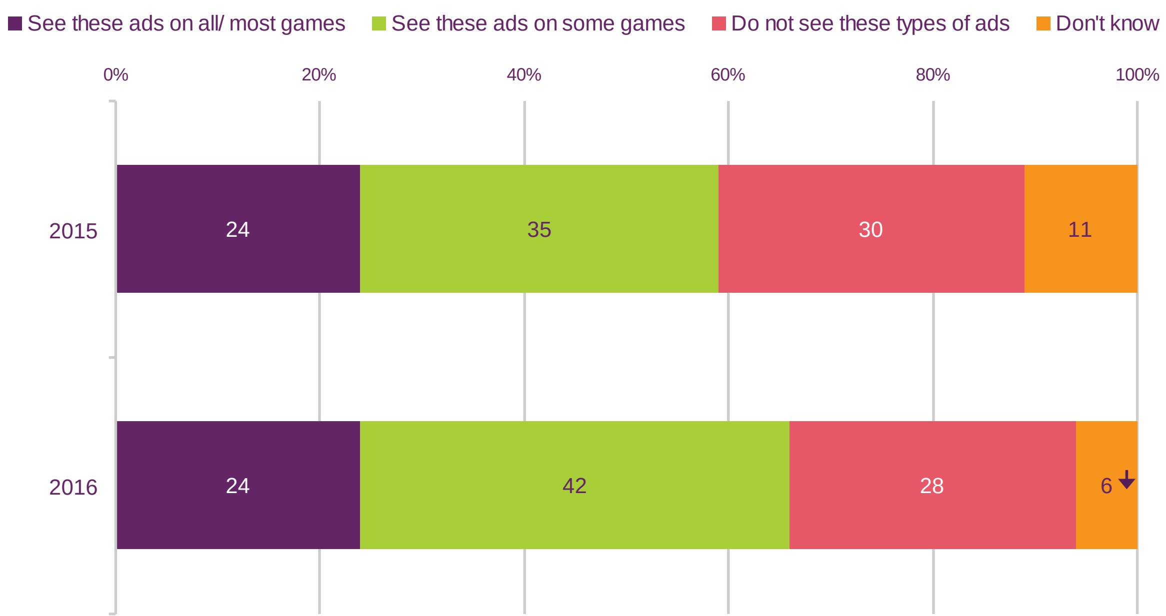
[52] The specific question stated: 'On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands?'
[53] The question wording in 2016 was amended slightly compared to 2015 but should still permit a comparison over time. In 2015 the question read 'On sites like YouTube some vloggers (YouTubers with lots of followers) may say good things about a particular company or products or brands. So, for example, this could be a vlogger discussing Nike clothing, a new game or MAC cosmetics. Which of these apply to why they might say good things about a product or brand?'

One in four 12-15s who play games say they see 'pay-to-win' advertising in all or most games they play

Children aged 12-15 who play games on any type of device were asked whether they ever see any in-game advertising that encourages them to 'pay to win'. This type of advertising promotes spending money in order to get further ahead in the game, by clearing a level, or buying more powers or abilities, or by prolonging life in a game.

Two in three 12-15s say they are aware of this type of advertising (66%), with one in four saying they see these type of ads on all or most games (24%) and four in ten in some games (42%). All of these measures are unchanged since 2015.

Figure 58: Awareness among 12-15s of exposure to in-game advertising which promotes access to advanced features/ 'pay-to-win': 2015, 2016



QC46 – When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to do get further ahead in the game? IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game. Would you say you see these sorts of ads on all games, most games, or just some games that you play? (prompted responses, single-coded)
Base: Children aged 12-15 who ever play games at home or elsewhere (370 aged 12-15). Significance testing shows any change between 2015 and 2016.

Understanding of how the BBC, Google and YouTube are funded

12-15s are more likely to understand how Google and YouTube are funded, compared to the BBC

In order to assess children's understanding of how certain organisations are funded (the BBC, Google and YouTube), the following questions have been included in the study.

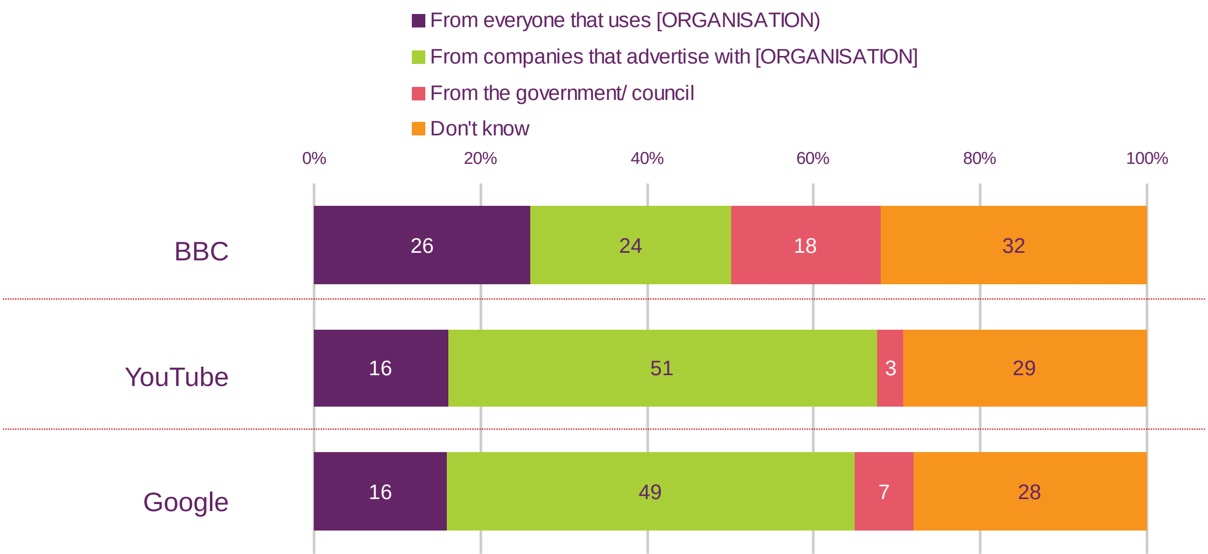
In 2016, children aged 12-15 who watch TV were asked: "Where do you think the BBC mainly gets its money from?". Children aged 12-15 who say they ever use YouTube were asked "Where do you think YouTube mainly gets its money from?". Finally, 12-15s who go online and say they ever use search engines were asked "Where do you think Google mainly gets its money from?”. At each of these questions, respondents were prompted with the same four possible response options. The results are shown in Figure 59.

A similar proportion of 12-15s, around three in ten, were unsure how each of these three organisations received funding.

When asked about the BBC, one in four 12-15s who watch TV (26%) gave the correct response that it was from everyone that uses the BBC, and a similar proportion (24%) felt it was from companies that advertise with the BBC. Fewer 12-15s said it was from the Government or council (18%).

Results are very similar among YouTube and search engine users. Around half of 12-15s gave the correct response that companies pay to advertise on YouTube (51%) or on Google (49%).

Figure 59: Understanding of how BBC/ Google/ YouTube are funded, among users aged 12-15: 2016



QC5/ QC9/ QC25 – Where do you think the BBC/ YouTube/ Google mainly gets its money from? (prompted responses, single coded)
Base: Children aged 12-15 who watch TV at home or elsewhere (469)/ Children aged 12-15 who use the YouTube website or app (409) / Children aged 12-15 who go online and use search engine websites or apps (409).

Differences by gender and socio-economic group

Children in ABC1 households are more likely to be aware of how media organisations are funded, how sponsored links can appear in search engine results and of product endorsements on YouTube

There are some difference in critical understanding by household socio-economic group.

Compared to the average for 8-15s, those in AB households are more likely to identify sponsored links in search engine results by stating only the correct answer: that the first three results they were shown for the Google search for children’s trainers were adverts (41% vs. 32%).

Children aged 12-15 in ABC1[54] households who go online are more likely than those in C2DE households to be aware of the potential for product endorsement by vloggers on sites like YouTube, with 63% saying that vloggers might say favourable things about a product or brand because they are being paid to say this, compared to the average of 51%.

Children aged 12-15 in ABC1[55] households were more likely than those in C2DE households to give the correct response about how the BBC, YouTube and Google are funded, while those in C2DE households were more likely to say they were unsure.

Boys aged 12-15 are more likely than girls to say they use lots of websites they've not visited before

There are some differences by gender in children's understanding of their media environment. A number of these are around visiting and making judgements about new sites. Boys aged 12-15 are more likely than girls to say they use lots of websites or apps they haven't used before (11% vs. 5%). Boys aged 8-11 who visit sites or apps for schoolwork or homework are twice as likely as girls to say they are unsure about the truthfulness of the content on these sites (14% vs. 7%) and when visiting websites or apps for the first time girls aged 12-15 are more likely than boys to say they would check whether someone they knew had been to the website (44% vs. 35%).

The other difference is that boys aged 12-15 were more likely than girls to give the correct response about the main source of YouTube and Google funding, while girls were more likely to be unsure.

[54] As this question as only asked of 12-15s, it is not possible to analyse by all four socio-economic groups compared to the average, due to low base sizes.
[55] As these questions were asked of users of search engines, YouTube and those who watch television, it was not always possible to analyse by all four socio-economic groups compared to the average.

Section 7

Children's attitudes and concerns

This section looks at children's attitudes to their use of media as well as their dislikes about television, going online, gaming and social media, and their feelings about screen time.

Key findings

- Three in four 12-15s (74%) who go online agree that most people behave differently online, and one in three (32%) say they find it easier to be themselves online, compared to when they are with people face-to-face. A majority (58%) feel they can easily delete information that they have posted about themselves online if they don't want people to see it.

- 'Seeing too many adverts' is the most popular dislike for 8-11s and 12-15s who watch TV (55% for 8-11s and 64% for 12-15s) and among those who go online (41% for 8-11s and 52% for 12-15s, with the latter up from 40% in 2015). It is also the most popular dislike among 8-11s who use social media, and one of the top three dislikes among social media users aged 12-15 (38% for 8-11s and 31% for 12-15s). Seeing too many adverts is also one of the top three dislikes for 8-11s (28%) and 12-15s (26%) who play games.

- Looking at other dislikes about TV, around one in four 8-11s (23%) and three in ten 12-15s (29%) who watch television say that there are not enough programmes that they like. This dislike has increased for 8-11s (23% vs. 17% in 2015). One in five 8-11s (19%) dislike seeing things on television that make them feel sad, frightened or embarrassed, which is more likely than among 12-15s (10%), although the number of 12-15s giving this response has increased since 2015 (from 6%).

- Since 2015, a number of concerns are more likely among children aged 8-15 who go online. Children aged 8-11 are more likely to be concerned that 'strangers might find out information about me' (21% vs. 14%) or about "feeling pressure to make online or in-app purchases' (12% vs. 7%). Both 8-11s (21% vs. 13%) and 12-15s (16% vs. 11%) are more likely to say they are concerned about 'people being nasty, mean or unkind to me' or about 'sometimes spending too much time online' (11% vs. 7% for 8-11s and 17% vs.11% for 12-15s). One in four internet users (25%) aged 8-11 are more likely to say they dislike seeing things that are either too old for them or that make them feel sad, frightened or embarrassed, which has increased since 2015 (19%).

- 8-11s who play games are more likely than they were in 2015 to have any of the concerns about gaming (54% vs. 43%); this is attributable to their being more likely to be concerned about: strangers finding out information about them (15% vs. 10%), people being nasty mean or unkind to others (15% vs. 8%), people being nasty, mean or unkind to them (14% vs. 9%) and seeing things that make them feel sad, frightened or embarrassed (11% vs. 6%).

- Although at an overall level, 12-15s who play games are no more likely than in 2015 to have any of the nine concerns about gaming, they are more likely to have four specific concerns: having to spend money to level-up or complete games (26% vs. 19%), strangers finding out information about them (13% vs. 8%), people pretending to be them/ hacking into their account (15% vs. 9%) and people being mean, nasty or unkind to them (10% vs. 5%).
- Boys aged 12-15 who play games are more likely than girls to feel they sometimes spend too much time gaming (29% vs. 19%) while girls aged 12-15 who go online are more likely to say this about time spent online (21% vs. 13% for boys). Boys aged 12-15 who go online are more likely to dislike ‘websites or apps that are blocked so I can’t look at them’ (12% vs. 6% for girls).
- Compared to all 8-15s who watch television, those in AB households are more likely to say they are concerned about seeing things on television that are too old for them (15% vs. 9%).

Children’s attitudes towards the internet

Three in four 12-15s believe that most people behave differently online

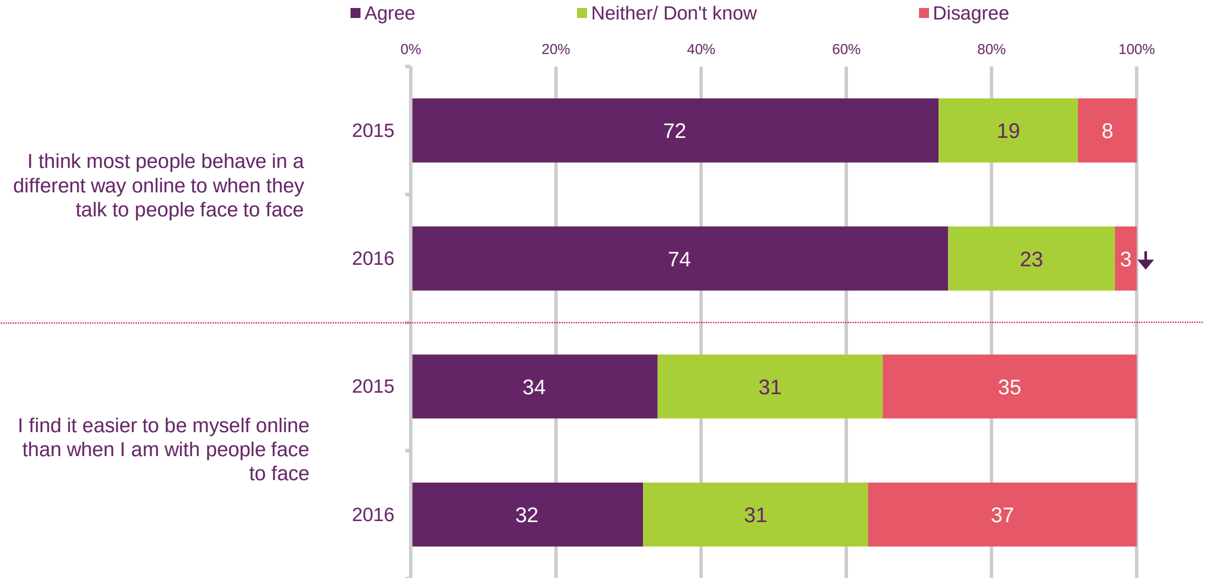
This section examines the attitudes of 12-15 years olds towards going online.

Children aged 12-15 who go online were prompted with two statements about the internet and were asked to say the extent to which they agreed or disagreed with each one. The responses from 12-15s are shown in Figure 60.

Three in four (74%) agree: “I think most people behave in a different way online to when they talk to people face to face”; with less than one in ten disagreeing (3%), and the remaining one in four (23%) neutral or unsure. Since 2015, there have been no changes in agreement, but 12-15s are now less likely to disagree with this statement (3% vs. 8%).

Children aged 12-15 who go online are slightly more likely to disagree (37%) than to agree (32%) with the statement: “I find it easier to be myself online than when I am with people face to face”; with three in ten (31%) neutral or unsure. Each of these proportions are unchanged since 2015.

Figure 60: Agreement with attitudinal statements about the internet among 12-15s: 2015 and 2016



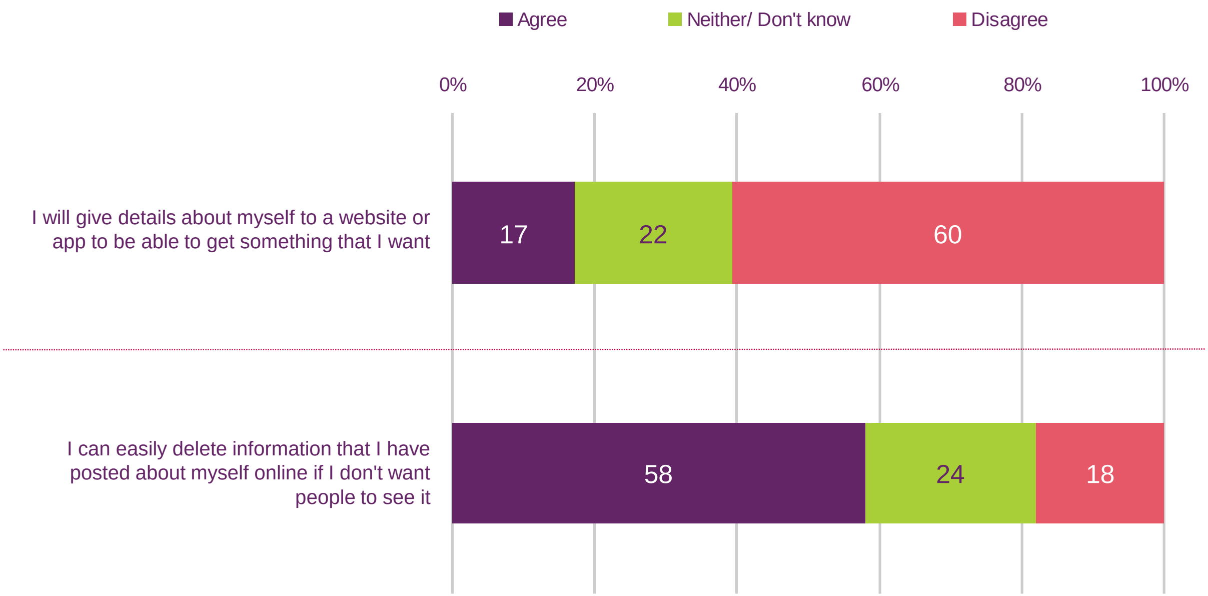
QC35A/B– I'm going to read out some things about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)
Base: Children aged 12-15 who go online at home or elsewhere (463 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.

Close to three in five 12-15s who go online say they can delete information they have posted online if they decide they don't want it to be seen

In 2016, two further statements were included which asked 12-15s who go online about their attitudes towards how they use their personal information.

As shown in Figure 61, close to one in five (17%) agree with the statement: 'I will give details about myself to a website or app to be able to get something that I want'. This response is three times less likely than disagreement with this statement (60%). The remaining proportion (22%) are neutral or unsure. A majority of 12-15s (58%) agree with the statement: 'I can easily delete information that I have posted about myself online if I don't want people to see it'. Around one in five (18%) disagree and one in four (24%) are neutral or unsure.

Figure 61: Agreement with attitudinal statements about the internet among 12-15s: 2016



QC27A/ QC27B - I'm going to read out some things about being online, for each one please say which of the options on the card applies to you.
Base: Children aged 12-15 who go online (463)

Children's dislikes about media

This section examines children's views on the potentially negative aspects of media use, with a particular focus on accessing content that has made them feel sad, frightened or embarrassed; and, for television and online, content that they felt was too old for them.[56] In the following section we go on to explore the extent to which children say they have experienced these negative aspects.

Children aged 8-15 who use each of the relevant media, at home or elsewhere, were prompted with a list of possible things that they might not like about television and going online, and were asked to nominate which, if any, applied to them. Social media site users and children who play games were also prompted with a list of potential dislikes about social media sites and playing games.

Although the list of dislikes that users were prompted with varied across those who watch TV, use social media, go online or play games, it is possible to pull out some common themes, summarised below:

- Children aged 8-11 or 12-15 who watch TV are as likely as those who go online to say they dislike seeing things that are 'too old for them' or that 'make them feel sad, frightened or embarrassed'.
- 'Seeing too many adverts' is the most frequently-cited dislike for 8-11s and 12-15s who watch TV (55% for 8-11s and 64% for 12-15s) or who go online (41% for 8-11s

[56] The aim of these questions was to establish the extent to which children may have these specific concerns about the medium that they are engaging with. As this is a sensitive area, the questions were designed to prevent upset or distress to children by using language that focused on possible dislikes rather than getting them to focus specifically on actual concerns that they may have.

and 52% for 12-15s). It is the most frequently-cited dislike among 8-11s who use social media, and one of the top three dislikes among social media users aged 12-15 (38% for 8-11s and 31% for 12-15s). It is also one of the top three dislikes for 8-11s (28%) and 12-15s (26%) who play games.

- 'Sometimes spending too much time using the platform'[57] is more likely to be a dislike among 8-11s who use social media sites (24%) than it is among 8-11s who play games (17%) or go online (11%). Children aged 12-15 are as likely to say this about social media sites (29%) or playing games (25%) as they are to say it about going online (17%). The figures for 12-15s are similar to the numbers of those who say they find it hard to control their screen time (28%).

- One in five children aged 8-11 who go online (21%) or use social media (19%) say they are potentially concerned about people being 'nasty, mean or unkind to me' on these platforms; this is a concern among one in seven 8-11s (14%) who play games. Slightly fewer 12-15s share this concern, either when online (16%), using social media (12%) or playing games (10%).

Around one in four 8-11s and one in seven 12-15s say they dislike seeing things on television that are too old for them or that make them feel sad, frightened or embarrassed, an increase since 2015 for 12-15s

For television, the most common dislike among both 8-11s (55%) and 12-15s (64%), as in previous years, is that there are too many adverts. Both these measures are unchanged since 2015.

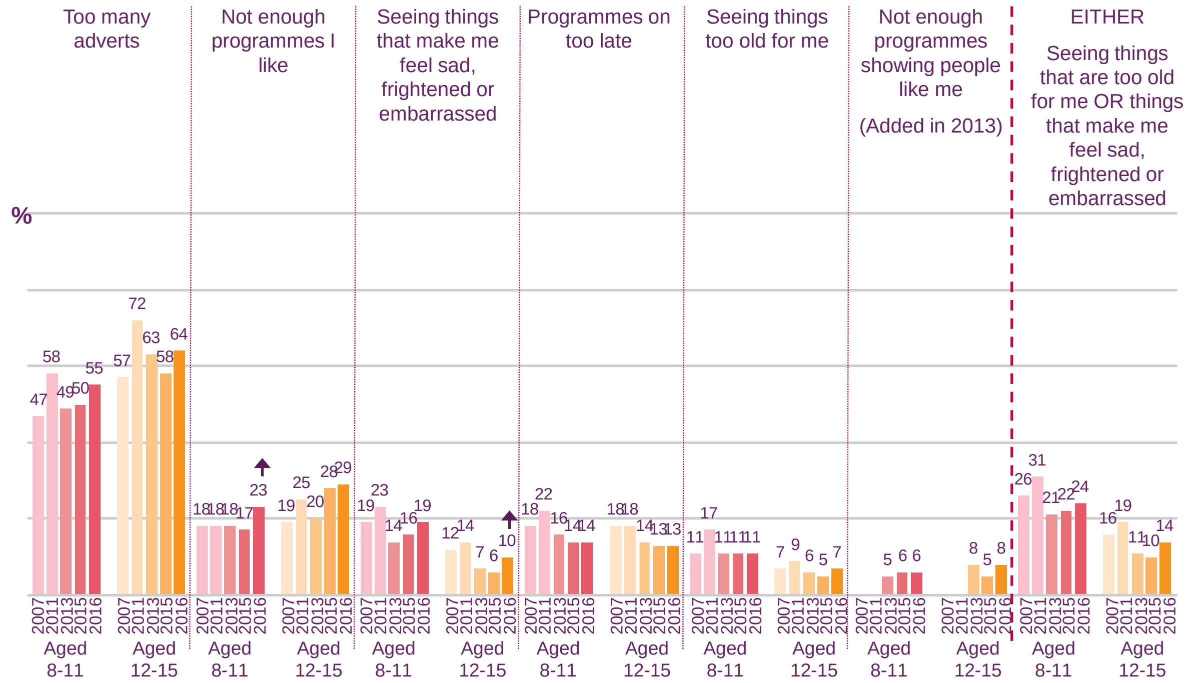
Around one in four 8-11s (23%) and three in ten 12-15s (29%) complain that there are not enough programmes that they like. This dislike is more likely than in 2015 for 8-11s (23% vs. 17%).

One in five 8-11s (19%) dislike seeing things on television that make them feel sad, frightened or embarrassed, more likely than for 12-15s (10%). Since 2015, however, 12-15s are more likely to give this response (10% vs. 6%).

Those aged 8-11 are also more likely than 12-15s to say they dislike seeing things that are too old for them (11% vs. 7%). One in four children aged 8-11 (24%) say they have at least one of these two key concerns, as do one in seven (14%) 12-15s.

[57] Children who watch television were not prompted with this as a potential dislike for television.

Figure 62: Children's dislikes about television watched at home (2007, 2011, 2013) or elsewhere (2015, 2016), by age



QC4 – Which of these things if any, are things you don't like about TV? (prompted responses multi-coded)
Base: Children aged 8-15 who watch TV at home or elsewhere (499 aged 8-11, 469 aged 12-15 in 2016).
Significance testing shows any difference between 2015 and 2016

One in four 8-11s and one in six 12-15s say they dislike seeing things online that are too old for them or that make them feel sad, frightened or embarrassed, an increase since 2015 for 8-11s

Children aged 8-15 who use the internet at home or elsewhere were prompted with a list of nine things[58] that they might not like about using the internet, and were asked to say which, if any, applied to them. These are shown in Figure 63, ranked according to their overall incidence among 8-15s.

A majority of internet users aged 12-15 (52%) say they dislike ‘too many adverts’ which is more likely than among 8-11s (41%). 12-15s are more likely than in 2015 to say there are too many adverts (up from 40%).

No other dislike is mentioned by a majority of children in either age group.

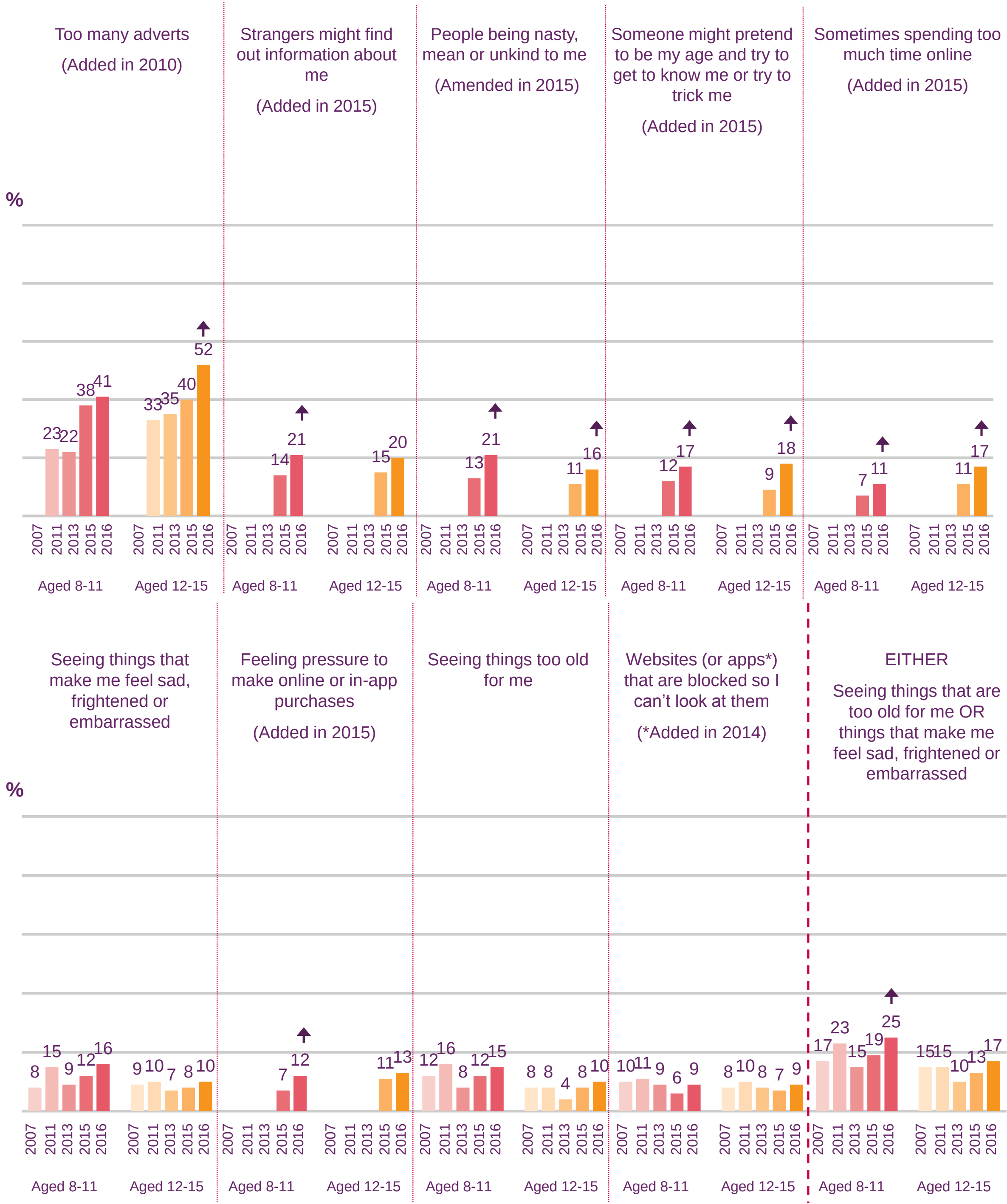
The next most popular dislikes among all 8-15s were equally likely to be nominated by 8-11s as by 12-15s: ‘strangers might find out information about me’ (21% for 8-11s and 20% for 12-15s), ‘people being nasty, mean or unkind to me’ (21% for 8-11s and 16% for 12-15s) and “someone might pretend to be my age and try to get to know me or try to trick me’ (17% for 8-11s and 18% for 12-15s). As shown in Figure 63, each of these concerns is more likely than in 2015 for 8-11s, and the latter two concerns are more likely for 12-15s.

Children aged 12-15 (17%) are more likely than 8-11s (11%) to say they dislike ‘sometimes spending too much time online’; this concern is more likely for 8-11s and for 12-15s compared to 2015. A similar proportion of 8-11s (12%) and 12-15s (13%) say they feel pressure to make online or in-app purchases; this concern is more likely for 8-11s since 2015. A similar proportion of 8-11s and 12-15s say they dislike websites or apps that are blocked and can’t be viewed (9% for 8-11s and 12-15s).

Eight to 11 year olds are more likely than 12-15s to say they dislike seeing things that make them feel sad, frightened or embarrassed (16 vs. 10%) or that are too old for them (15% vs. 10%). When looking at the proportion of children who have either of these two key concerns, 25% of 8-11s and 17% of 12-15s dislike seeing things online that are too old for them or things that make them feel sad, frightened or embarrassed. This combined incidence has increased since 2015 for 8-11s (25% vs. 19%) and is unchanged for 12-15s.

[58] In previous years, children were presented with 12 options to select from, which may affect the trend reported on for this question.

Figure 63: Children's dislikes about the internet, among those who go online at home (2007, 2011, 2013) or elsewhere (2015, 2016), by age



QC16 – Which of these things if any, are things you don't like about being online?
Base: Children aged 8-15 who use the internet at home or elsewhere (445 aged 8-11, 463 aged 12-15 in 2016).
Significance testing shows any change between 2015 and 2016

Seven in ten social media users aged 8-11 and 12-15 had at least one of the concerns about social media

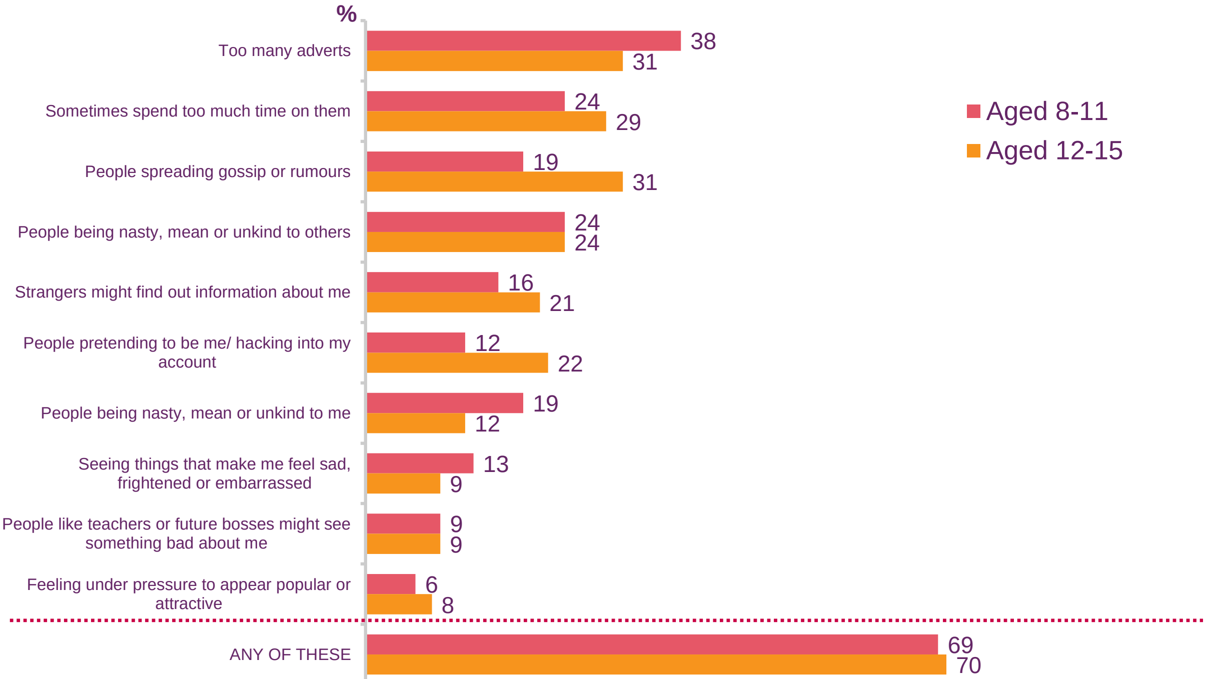
Children aged 8-15 who use social media sites or apps were prompted with a list of ten things that they might not like about social media sites or apps, and were asked to say which, if any, applied to them. Responses are shown by age in Figure 64, ranked by their incidence among all 8-15s.

At an overall level, seven in ten 8-11s (69%) and 12-15s (70%) mentioned any of the ten concerns. No single dislike was nominated by a majority of 8-11s or 12-15s, and four dislikes were nominated by at least one in four 8-15s who use social media sites or apps: 'too many adverts' (32%), 'I sometimes spend too much time on them' (28%), 'people spreading gossip or rumours' (28%), 'people being nasty, mean or unkind to others' (24%).

Two dislikes were more likely to be mentioned by 12-15s compared to 8-11s: 'people spreading gossip or rumours' (31% vs. 19%) and "people pretending to be me/ hacking into my account' (22% vs. 12%). No dislikes were more likely to be mentioned by 8-11s compared to 12-15s.

While not shown in Figure 64, among 12-15s[59], several dislikes appear to be more likely compared to 2015[60]: 'too many adverts' (31% vs. 18% in 2015), 'people spreading gossip or rumours' (31% vs. 24%), 'people pretending to be me/ hacking into my account' (22% vs. 11%), 'strangers might find out information about me' (21% vs. 11%) and 'people like teachers or future bosses might see something bad about me' (9% vs. 1%).

Figure 64: Dislikes about social media sites or apps, by age: 2016



QC22 – Which of these things, if any, are things that you don't like about social media sites or apps? (Prompted responses, multi-coded)
Base: Children aged 12-15 who go online at home or elsewhere and have a social media site account (104 aged 8-11, 335 aged 12-15 in 2016)

[59] It is not possible to compare dislikes among 8-11s over time, due to low base sizes in 2015
[60] In 2015, children were prompted with 13 possible dislikes, reduced to ten in 2016, which may affect the trends reported here

8-11s are more likely than in 2015 to have concerns about gaming

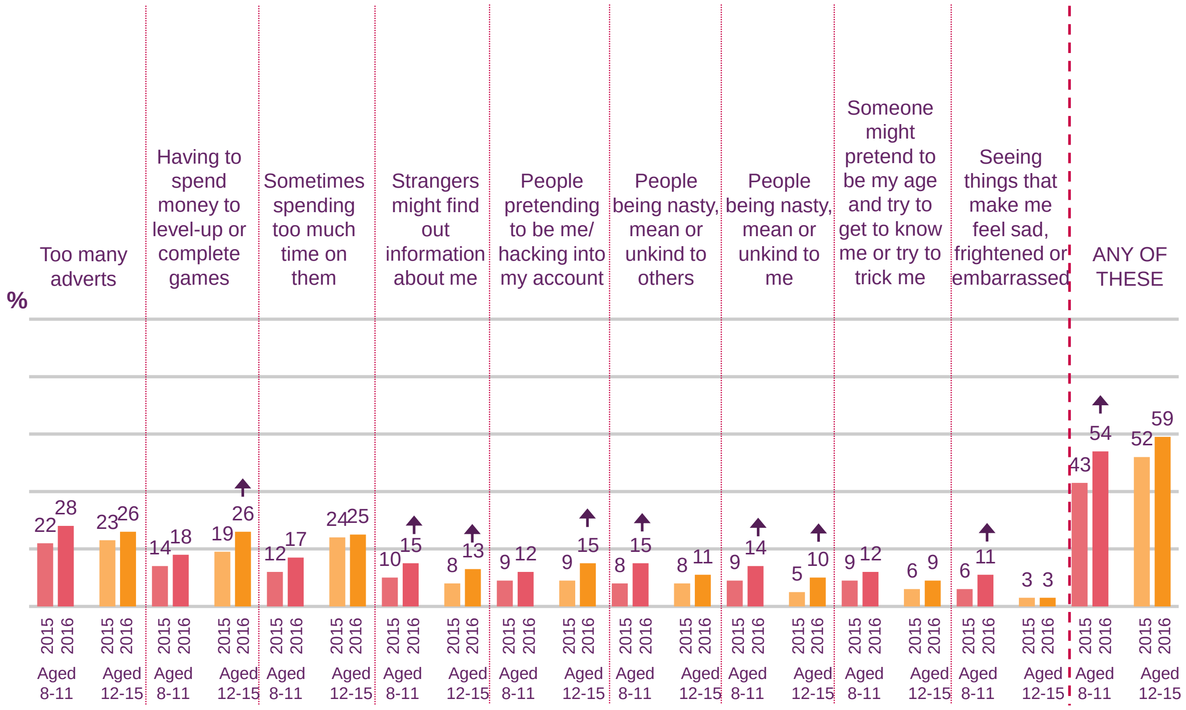
Children aged 8-15 who play games were prompted with a list of nine things that they might not like about playing games and were asked to say which, if any, applied to them. The responses are shown for 8-11s and 12-15s in Figure 65.

More than half of 8-11s (54%) and 12-15s (59%) say they have any of these nine concerns. Twelve to 15 year olds are more likely than 8-11s to be concerned about having to spend money to 'level-up' or complete games (26% vs. 18%) or to be concerned about sometimes spending too much time playing games (25% vs. 17%). In contrast, 8-11s are more likely to be concerned about seeing things that make them feel sad, frightened or embarrassed (11% vs. 3% for 12-15s).

In comparison to 2015, 8-11s are more likely to nominate any of these concerns (54% vs. 43%); this is attributable to their being more likely to be concerned about: strangers finding out information about them (15% vs. 10%), people being nasty, mean or unkind to others (15% vs. 8%), people being nasty, mean or unkind to them (14% vs. 9%) and seeing things that make them feel sad, frightened or embarrassed (11% vs. 6%).

Although at an overall level, 12-15s who play games are no more likely than in 2015 to have any of the nine concerns, they are more likely to have four specific concerns: having to spend money to level-up or complete games (26% vs. 19%), strangers finding out information about them (13% vs. 8%), people pretending to be them/ hacking into their account (15% vs. 9%) and people being mean, nasty or unkind to them (10% vs. 5%).

Figure 65: Dislikes about gaming by age: 2015, 2016



QC45– Which of these things, if any, are things that you don't like about playing games? (Prompted responses, multi-coded).
Base: Children aged 8-15 who play games (410 aged 8-11, 370 aged 12-15 in 2016). Significance testing shows any change between 2015 and 2016.

Children's attitudes to screen time

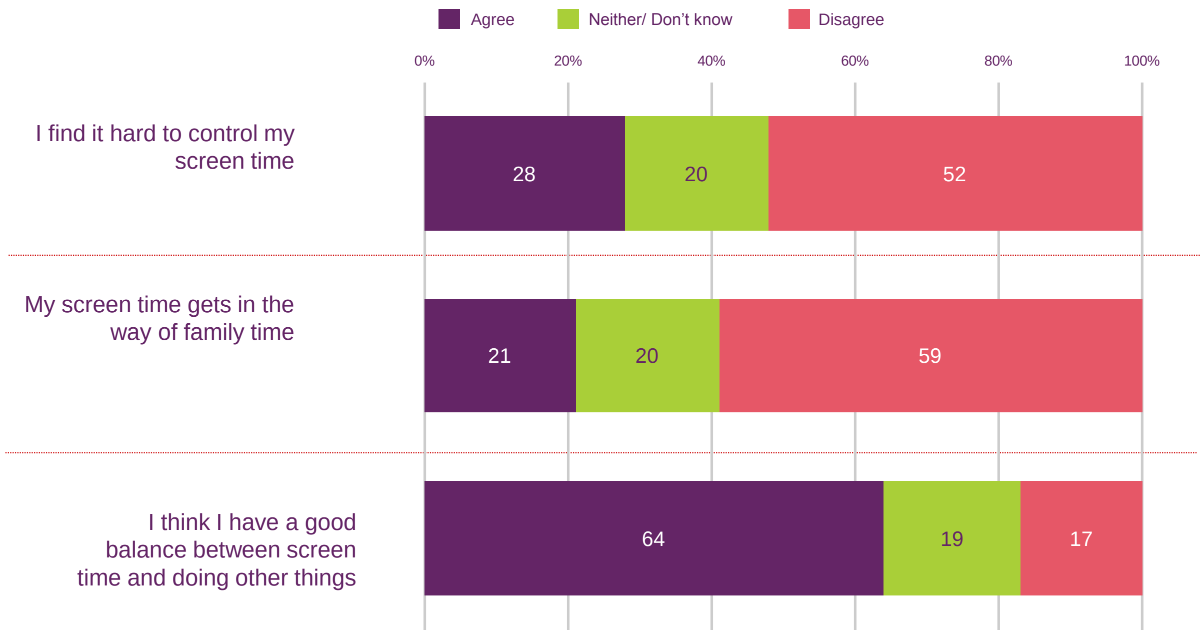
The majority of children aged 12-15 tend not to consider their screen time a problem

In addition to asking children about their concerns about various types of media, we asked 12-15s about their attitudes towards their overall screen time. These questions were also asked of parents of all 3-15s. The parents' responses, and how these compare to the responses of their children, are set out in Section 10.

Children were asked whether they found it difficult to control their screen time and whether their screen time got in the way of family time. Although the majority of 12-15s disagreed with these statements, 28% agreed that it could be hard to control, and 21% agreed that it gets in the way of family time. These numbers are similar to the number who express concerns about spending too much time on different media, particularly social media and gaming.

When asked about the balance between screen time and doing other things, the proportions are different; a majority of 12-15s (64%) believe they have a good balance.

Figure 66: Agreement with attitudinal statements about screen time among 12-15s: 2016



QC51B/C/D – I'd now like to ask you some questions about your screen time. By screen time I mean the time you spend looking at screens on all the different devices you may use, including TV, mobile phones, laptops, tablets and gaming devices.
Base: Children aged 12-15 (474)

Differences by gender and socio-economic group

Boys aged 12-15 are more likely to feel they sometimes spend too much time gaming while girls aged 12-15 are more likely to say this about time spent online

Boys aged 12-15 who go online are more likely than girls to agree that ‘I find it easier to be myself online than when I am with people face to face’ (39% vs. 25%) and that ‘I will give details about myself to a website or app to be able to get something that I want’ (23% vs. 12%).

In terms of dislikes about the internet, girls aged 12-15 are more likely than boys to nominate the dislike ‘sometimes spending too much time online’ (21% vs. 13%) while boys of this age are more likely to dislike ‘websites or apps that are blocked so I can’t look at them’ (12% vs. 6%).

Girls aged 8-15 (75%) with a social media account are more likely than boys (64%) to nominate any of the concerns about social media; they are also more likely to be concerned specifically about ‘people being nasty, mean or unkind to others’ (30% vs. 18%).

There are no differences in dislikes about gaming by gender among 8-11s. Boys aged 12-15 are more likely than girls to say they sometimes spend too much time gaming (29% vs. 19%).

Children aged 8-15 in AB households are more likely to have concerns about the media they use

Compared to internet users aged 12-15 in ABC1 households[61], those in C2DE households are more likely to agree that ‘I think most people behave in a different way online to when they talk to people face to face’ (84% vs. 69%). In contrast, 12-15s in C2DE households are more likely to agree that ‘I find it easier to be myself online than when I am with people face to face’ (38% vs. 27%).

There are also some differences in concerns by household socio-economic group among 8-15s:

- Compared to all 8-15s who watch television, those in AB households are more likely to say they are concerned about seeing things on television that are too old for them (15% vs. 9%).
- 8-15s in AB households who go online are more likely than all internet users to say they dislike ‘sometimes spending too much time online’ (20% vs. 14%).
- Children aged 8-15 in ABC1 households[62] who have a social media profile are more likely than those in C2DE households to feel ‘under pressure to appear popular or attractive’ online (10% vs. 4%).

[61] As this question was only asked of 12-15s, it is not possible to analyse by all four socio-economic groups compared to the average, due to low base sizes.
[62] As this question was only asked of 8-15s with a social media profile, it is not possible to analyse by all four socio-economic groups compared to the average, due to low base sizes.

Section 8

Children's negative experiences and risky behaviour

This section looks at some of the negative aspects of going online that children may have experienced, as well as some of the risky behaviours they may exhibit online.

It starts by looking at children's awareness of the risks and dangers of going online. This is followed by looking at their experience of negative events online, such as their exposure to worrying or nasty content, or hate speech. It also looks at their experience of being bullied, both online and in person.

It explores some of the riskier activities that children may have carried out or be aware of, such as sending information to people they have only had contact with online, and using proxy servers.

It also addresses children's awareness and use of particular online safety measures and online reporting facilities.

It concludes by looking at whether there are any differences in these measures by the child's gender, or by household socio-economic group.

Key findings

- Nearly all internet users aged 8-11 (92%) and 12-15 (96%) recall being told about how being online can sometimes be a bit risky or dangerous. But children aged 8-11 are less likely now than in 2015 to say they have been given any information about this (96%)[63]; which is attributable to their being less likely to say they have been told about this by a parent (73% vs. 82%). They are, however, more likely to say they have received this information from friends (11% vs. 6% in 2015).
- One in ten children aged 8-11 (10%) who go online say they have seen something online in the past year that they found worrying or nasty; 12-15s are more likely to say this (19%). Both measures are unchanged since 2015.
- One in three 12-15s who go online (34%) say they have seen hate speech online in the last 12 months.
- One in twelve 12-15s (8%) say they have been contacted online by someone they don't know, and close to one in five (17%) know of someone this has happened to. Four per cent say they have seen something of a sexual nature that made them feel uncomfortable, either online or on their mobile phone, rising to 8% saying they know someone this has happened to.
- Around one in eight 8-11s (11%) and 12-15s (13%) say they have personally experienced some form of bullying in the past 12 months. These incidences are unchanged since 2015 for both 8-11s and 12-15s.

[63] In 2015 this question referred to 'being given any information or advice about the risks of being online'

- In the past year, 5% of 12-15s who go online say they have sent a photo or video of themselves, and 4% have sent personal information (such as their name or address) to a person they have only had contact with online. Both these measures are unchanged since 2015.
- There has been no increase since 2015 in the number of 12-15s who go online who say they know how to do each of four ‘risky’ activities we asked about. However, for three of these there have been increases in the number who say they have done them in the last year: deleting history records (17% vs. 11%), amending the settings to use a web browser in privacy mode (10% vs. 6%) and disabling any filters or controls (3% vs. 1%). The number who have used a proxy server to access sites or apps remains unchanged at 2%.
- More than half of 12-15s who go online say they know how to block messages from someone they don’t want to hear from (57%) with 33% having done this. A similar number say they know how to change settings on their social media profile (36%) with half of these having ever done it (18%).
- Nearly all 8-11s and 12-15s (94% for both) say they would tell someone if they saw something online that they found worrying or nasty. These incidences are unchanged since 2015.
- Girls aged 12-15 (17%) are more likely than boys (9%) to say they have been bullied. Boys aged 12-15 who go online are more likely than girls to say they know how to use a proxy server (10% vs. 5%), and are more likely to say they have disabled online filters or controls in the past year (5% vs. 1%).
- Children aged 12-15 in C2DE households who go online are more likely than those in ABC1 households to say they have disabled online filters (5% vs. 1%).

Awareness of the risks and dangers of going online

Nearly all internet users aged 8-15 say they have been told about the risks or dangers of being online

Children aged 8-15 who go online were asked whether they had ever been told about how being online can sometimes be a bit risky or dangerous[64]. More than nine in ten children aged 8-11 (92%) or 12-15 (96%) recall being told about this.

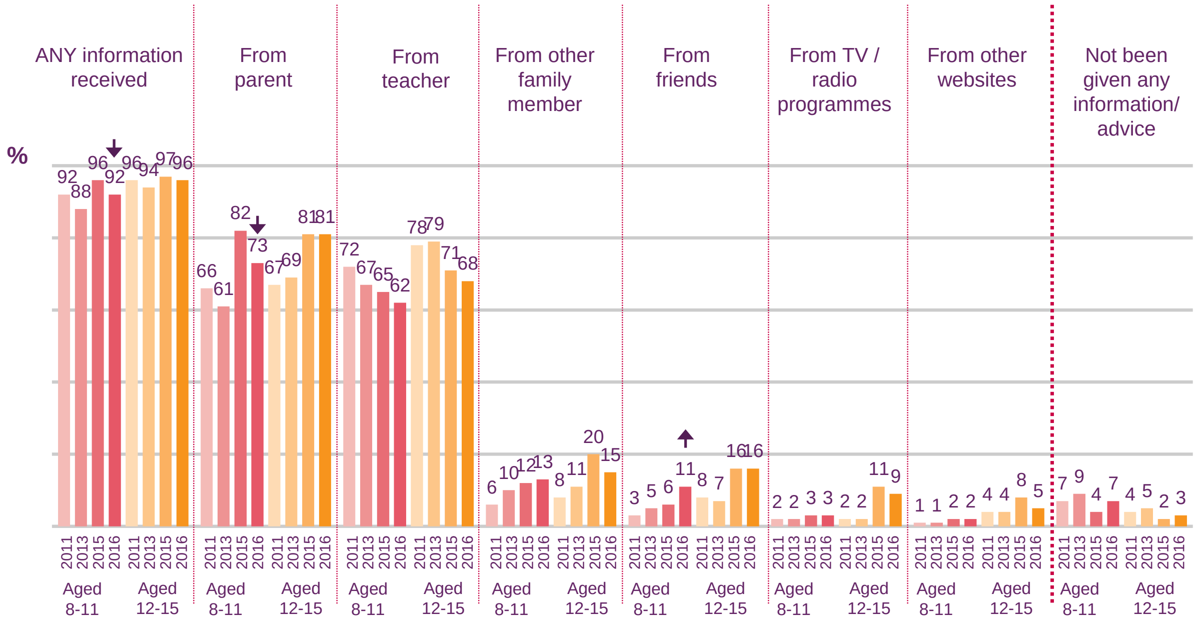
Those who said they had been told were asked who had told them. In 2016, for both age groups, children are most likely to recall receiving the information from a parent (73% for 8-11s and 81% for 12-15s). More than six in ten 8-11s (62%) and 12-15s (68%) recall hearing this from a teacher. As such, 12-15s are more likely than 8-11s to recall receiving information from both of these sources, and are also more likely to say that they have received the information from the media (9% vs. 3% for 8-11s) or from websites (5% vs. 2%). There are no sources of advice more likely to be mentioned by 8-11s.

Children aged 12-15 are less likely than in 2015 to say they have been given any information about this (92% vs. 96%); this is attributable to their having been given information by a

[64] In 2015 this question referred to being given any information or advice about the risks of being online. In 2014 it referred to the ‘risks while you are online’. Before 2014, this question referred to being given any information or advice about how to stay safe when you are online. These amendments may have affected the reported trend.

parent (73% vs. 82%).[65] However, they are no more likely to say they have received this information from friends (11% vs. 6%).

Figure 67: Children stating they have been given any information or advice about how being online can sometimes be risky or dangerous, among those who go online at home (2011, 2013) or elsewhere (2015, 2016), by age



QC30 – Has anyone ever told you about how being online can sometimes be a bit risky or dangerous? (2016) Have you ever been given any information or advice about the risks of being online (2015)/ risks while you are online (2014)/ how to stay safe when you are online (2010-2012)? (unprompted responses, multi-coded) Showing responses from more than 2% of all 8-15s who go online.
Base: Children aged 8-15 who use the internet at home or elsewhere (445 aged 8-11, 463 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016.

[65] As shown at Figure 132, 86% of parents of children aged 8-11 and 91% of parents of 12-15s who go online at home or elsewhere say they have ever talked to their child about any of the 12 online risks they were prompted with. Parents of 12-15s are more likely than in 2015 to say they have spoken to their child about these risks (91% vs. 86% in 2015), and the incidence is unchanged for parents of 8-11s (88% vs. 876 in 2015).

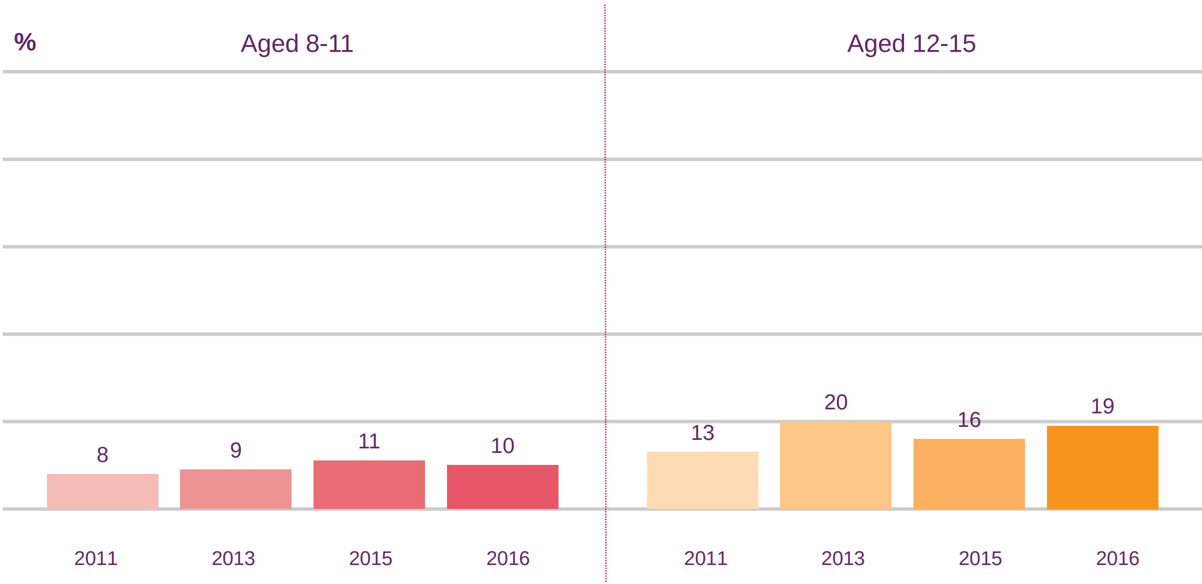
Negative experiences and bullying

One in five 12-15s and one in ten 8-11s say they have seen something online in the past year that they found worrying or nasty

Children aged 8-11 and 12-15 who use the internet at home or elsewhere were asked whether, in the past year, they had seen anything online that was worrying or nasty in some way that they didn't like, as shown in Figure 68.

One in ten children aged 8-11 (10%) who go online said they had seen something online in the past year that was worrying or nasty, with 12-15s more likely to say this (19%). Both measures are unchanged since 2015[66].

Figure 68: Child's claimed experience of having seen any online content in the past year that was considered worrying or nasty, by age: 2011, 2013, 2015 and 2016



QC29 – And in the last year, have you seen anything online that you found worrying or nasty in some way that you didn't like? **NB Previously asked about 'worrying, nasty or offensive' (Prompted responses, single-coded)
Base: Children aged 8-15 who go online (445 aged 8-11, 463 aged 12-15). Significance testing shows any change between 2015 and 2016

One in three 12-15 who go online say they have seen hate speech online in the past 12 months

In 2016, in order to better understand children's exposure to hate speech online, 12-15s who go online were asked the following question: "In the past year, have you seen anything hateful on the internet that has been directed at a particular group of people, based on, for instance, their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube". The results are shown in Figure 69, for all 12-15s who go online.

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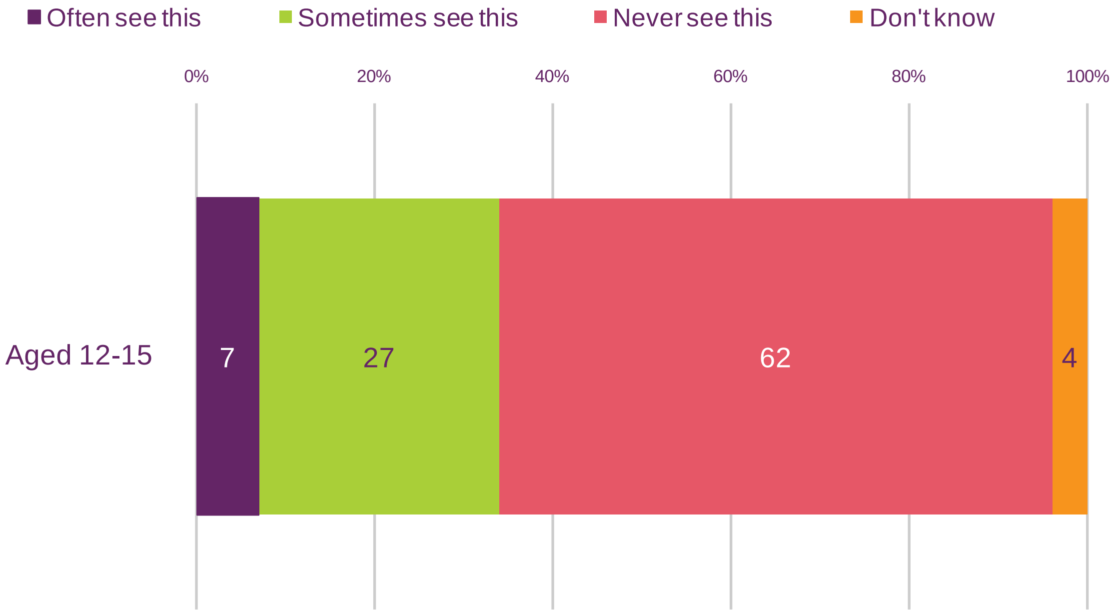
[66] In previous years this question was worded: And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way that you didn't like? This amendment may have affected the reported trend.

In 2016, a third of 12-15s say they have seen hate speech online in the past year (34%). Less than one in ten (7%) say they 'often' see this, with the remaining 27% saying they 'sometimes' see it.

Figure 69: Internet users aged 12-15 who say they have encountered hate speech online in the past 12 months: 2016



QC63– In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube (prompted responses, single-coded)
Base: Children aged 12-15 who go online (463).

One in three 12-15s know someone with experience of negative online/ mobile phone activity

Children aged 12-15 were asked whether they personally knew anyone who, in the past year, had experienced, online or through a mobile phone, any of a range of negative experiences. They were also asked if they had personally experienced any of these in the past year. The responses are shown in Figure 70.

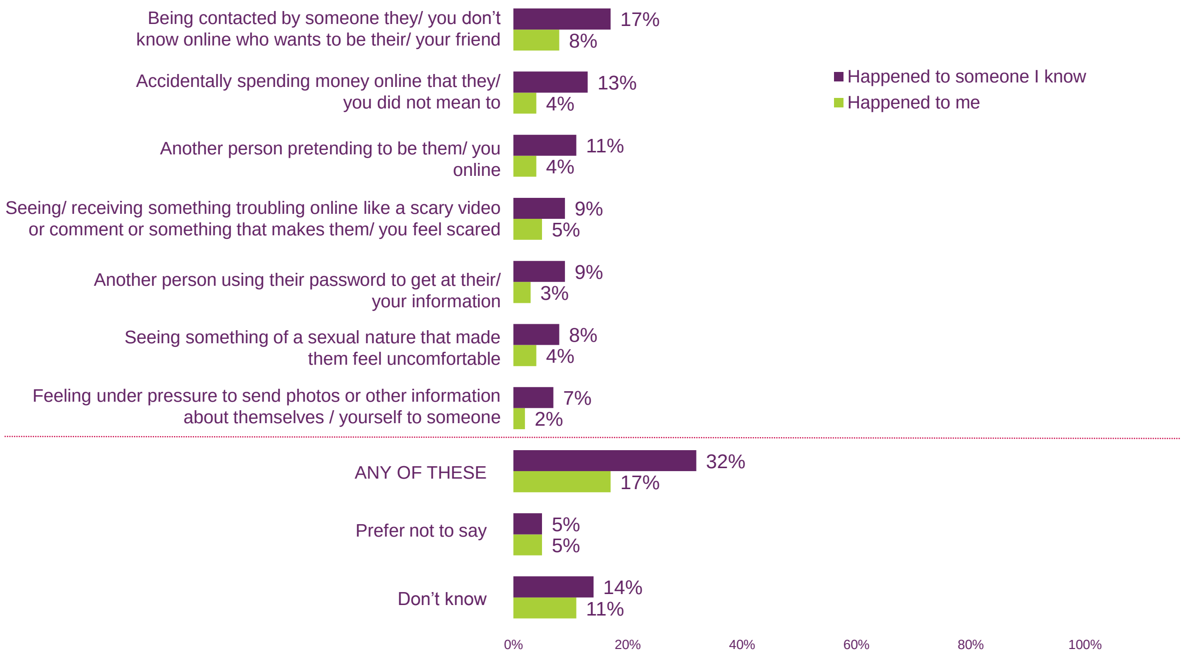
One in three children aged 12-15 (32%) say they know of someone who has had any of the negative experiences. One in six 12-15s (17%) say they have personally experienced at least one of them in the past year.

One in twelve 12-15s (8%) say they have been contacted online by someone they don't know, and close to one in five (17%) know of someone this has happened to. Four per cent say they have seen something of a sexual nature, either online or on their mobile phone, that made them feel uncomfortable, rising to 8% saying they know someone this has happened to[67].

[67] The face-to-face nature of the survey and the sensitive topic may have resulted in some under-reporting in response to this question.

Six of the negative types of online or mobile phone activity shown in Figure 70 were also asked about in 2015[68]. There has been no change in the incidence of personal experience for any of these six activities since 2015.

Figure 70: Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2016



QC58/ QC59 – Please take a look at the list of things shown on this card and think about whether they have happened to anyone you know in the last year, either online or on a mobile phone/ Again, please just read out the numbers from the card if any of these things have happened to you in the last year. (Prompted responses, multi coded).
Base: All children aged 12-15 (474 aged 12-15 in 2016)

Around one in eight 8-11s and 12-15s say they have personally experienced bullying in the past 12 months

Children aged 8-11 and 12-15 were given a description of behaviour that would commonly be described as bullying[69] and asked whether they knew of anyone who had experienced this in the past year[70]. This question was followed by asking the child whether they had experienced this themselves in the past year[71].

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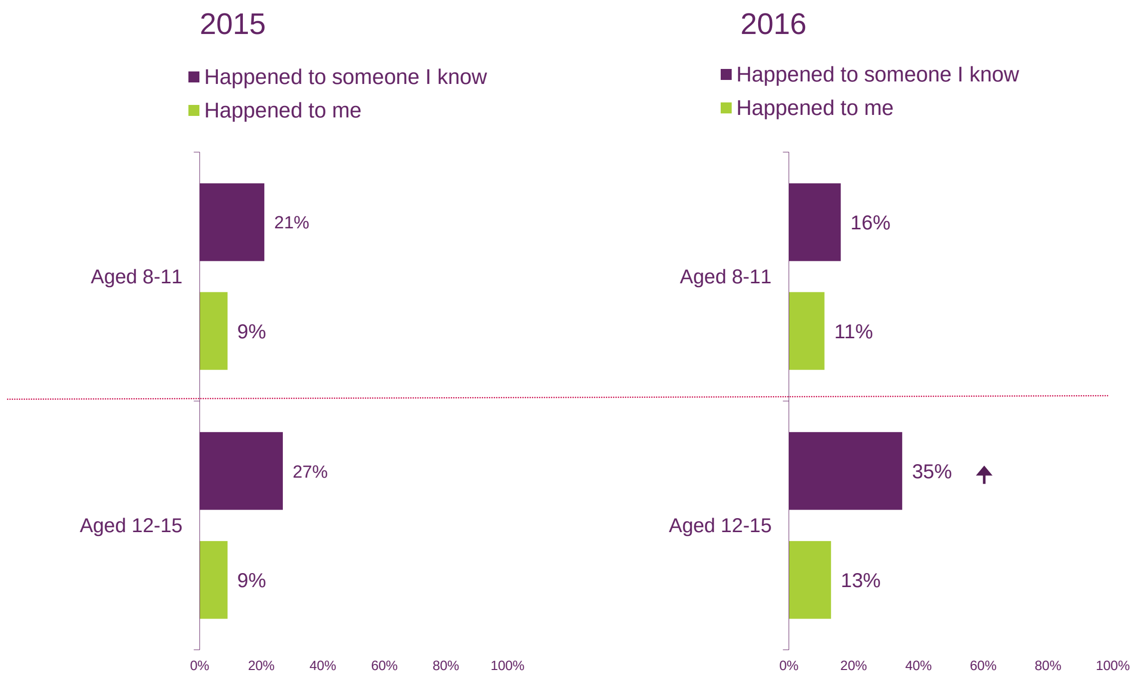
68 The option of 'accidentally spending money online that you did not mean to' replaced the previous option asking about 'being cheated out of money online'
69 The description that was read out to children in 2016 was: "Sometimes children or teenagers can say things or do things that can be quite nasty or hurtful. This could be in person, by talking about people behind their back, calling people names, leaving them out, threatening to hurt people or actually hurting them. It could also be through nasty telephone calls or text messages, by sharing embarrassing photos or videos of someone, or by being nasty or hurtful to people through social media sites or other websites or online games. It could be done on purpose to hurt or upset someone or as a joke that goes too far. In the last year, do you know of anyone that this has happened to?"
70 It was important to ensure that these questions about bullying and the potentially harmful side of mobile phone and internet use did not distress the child. The questions were placed at the end of the questionnaire, options for declining to answer were always provided, and the questions used show-cards, allowing the child to read out the letter relating to the particular response they wanted to give.
71 For 12-15s, 84% of the interviews were conducted in the presence of a parent, which may have impacted the responses given at this question. To mitigate this, since 2015, the child has been given

Figure 71 shows that in 2016 as many 8-11s (11%) as 12-15s (13%) said they had been bullied in the past 12 months. Children aged 12-15 are, however twice as likely as 8-11s to know of someone who has been bullied (35% vs. 16%).

The definition of bullying that was read out to children was amended in 2016. Qualitative research[72] suggests that children may be less likely than adults to use the word bullying for certain types of behaviour. We therefore amended the description to describe these behaviours without using the word 'bullying'[73]. Despite this change, there does not appear to have been any change in the incidence of personal experience of being bullied since 2015 for 8-11s or 12-15s, although since 2015, children aged 12-15 are more likely to say they know of someone who has been bullied (35% vs. 27%).

Figure 71: Experience of being bullied, by age: 2015 and 2016



QC53/ QC54– (DESCRIPTION OF 'BULLYING' READ OUT TO CHILD) In the last year, do you know of anyone this has happened to? / In the last year, has anyone been nasty or hurtful to you in any of these ways? (Prompted responses, single coded)
Base: Children aged 8-15 (503 aged 8-11, 474 aged 12-15). Significance testing shows any change between 2015 and 2016

the option of completing the question in a more private manner through directly inputting their responses into the interviewer's CAPI unit/ tablet.

72 See *Children's Media Lives: Year 2 Findings* at http://stakeholders.ofcom.org.uk/market-data-research/other/research-publications/childrens/childrens_media_lives_year2/

73 This change may have affected any trend reported here.

For 8-11s, bullying in person is more likely than via social media or through group chat or text messages

Children aged 8-11 and 12-15 who had experienced any type of bullying in the past 12 months were then prompted with seven possible types of bullying and were asked which of these best described the types of bullying that had occurred. The results are shown in Figure 72, expressed as a proportion of all children aged either 8-11 or 12-15.[74]

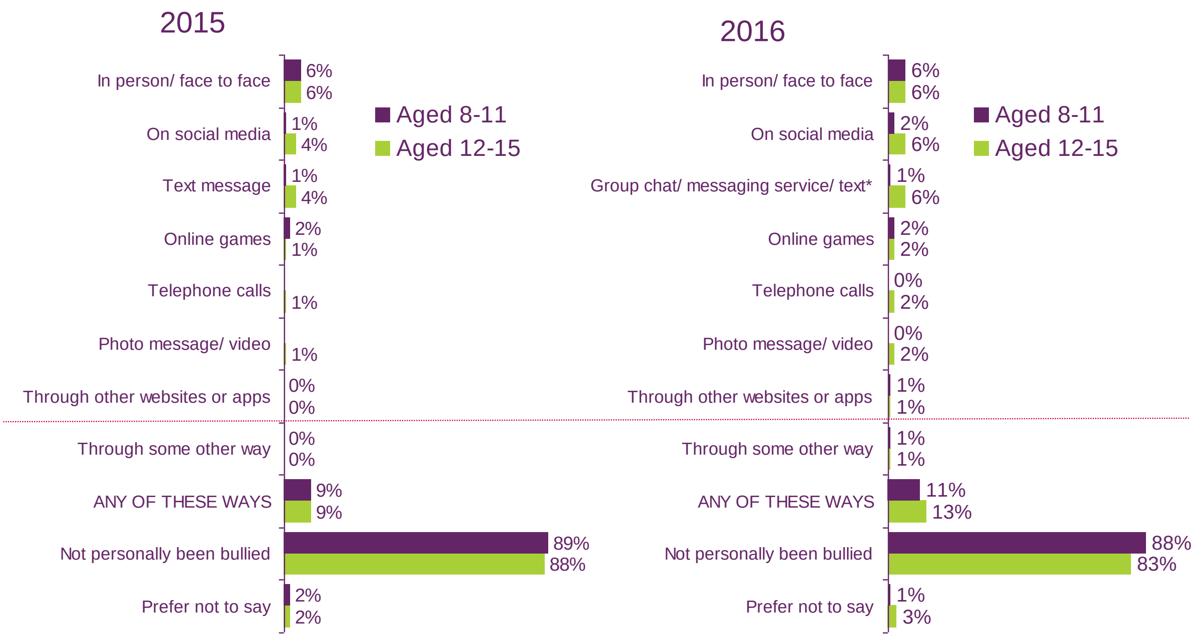
Figure 72 shows that in 2016, around one in twenty 8-11s (6%) and 12-15s (6%) say they have been bullied in person/ face to face in the past year.

Compared to 12-15s, 8-11s are less likely to have been bullied via social media (2% vs. 6% for 12-15s) or through group chat/ messaging services or text messages (1% vs. 6%).

Two per cent of 8-11s and 12-15s say they have been bullied through online games, while 2% of 12-15s say this happened via telephone calls or through photo or video messages. One per cent of 8-11s and 12-15s say they have been bullied through other websites or apps.

Where it is possible to make a comparison[75], there has been no change since 2015 in the types of bullying experienced by 8-11s or 12-15s.

Figure 72: Type of bullying experienced, by age: 2015, 2016



QC57 When someone was nasty or hurtful to you did it happen in any of the following ways? (Prompted responses, multi-coded) *Amended from 'text message' in 2015 to 'group chat or group messaging service or by text message'.
Base: Children aged 8-15 (492 aged 8-11, 488 aged 12-15). Significance testing shows any change between 2015 and 2016.

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[74] It is not possible to express these incidences of bullying as a proportion of those that had been bullied, due to the low base size of 8-11s and 12-15s who had personally experienced any type of bullying

[75] In 2016, the text message option was amended to also include any bullying through group chat or instant messaging services.

Potentially risky online behaviour

Close to one in five internet users aged 12-15 have had experience of potentially risky online behaviour in the past year

Children aged 12-15 who use the internet at home or elsewhere were prompted with a list of actions linked to potentially risky online behaviour, and asked whether they had undertaken any of these actions in the past year.

Figure 73 shows that close to one in five (18%) internet users aged 12-15 had done any of these things in the past year. One in ten 12-15s (11%) had added people to their friend list/ contact list with whom they had only had contact online, more than in 2015 (7%). As in 2015, each of the remaining types of actions had been undertaken by around 5% of 12-15s who go online.

Figure 73: Potentially risky online behaviour among children aged 12-15: 2015, 2016

QC60 – Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (Prompted responses, multi-coded)
Base: Children aged 12-15 who go online at home or elsewhere (463 in 2016)

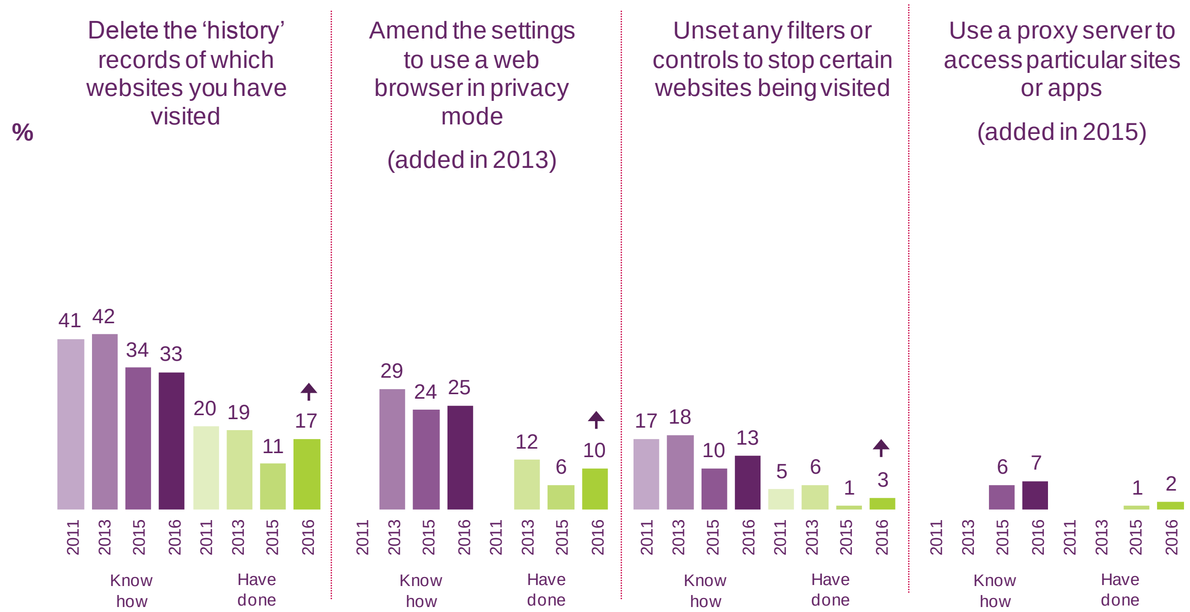
12-15s who go online are more likely than in 2015 to have undertaken three of the four 'risky' actions asked about

Children aged 12-15 who go online were prompted with a list of online behaviours and were asked to say whether they knew how to do any of them, and whether they had done any of them in the past year. Figure 74 shows those activities asked about which can be grouped under the heading of 'risky' behaviour.

A third (33%) of 12-15s say they know how to delete their browsing history, one in four (25%) say they know how to amend settings to use a web browser in privacy mode, one in eight (13%) say they know how to disable online filters or controls, and 7% say they know how to use a proxy server to access particular sites or apps. Less than one in five 12-15s say they have done each of these 'risky' activities in the last year, ranging from 17% saying they have deleted history records to 2% having unset any filters or controls or used a proxy server.

Compared to 2015, although 12-15s are no more likely to say they know how to do each of these 'risky' measures, they are more likely to say they have done three of the four in the past year: deleting history records (17% vs. 11%), amending the settings to use a web browser in privacy mode (10% vs. 6%) and disabling any filters or controls (3% vs. 1%).

Figure 74: Experience of 'risky' online activities among children aged 12-15: 2011, 2013, 2015 and 2016



QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this. / And are there any things on this list that you personally have done online in the last year? Please read out the numbers on the card if you have done this in the last year. (Prompted responses, multi-coded).
Base: Children aged 12-15 who use the internet at home or elsewhere (463 aged 12-15 in 2016) – Significance testing shows any difference between 2015 and 2016.

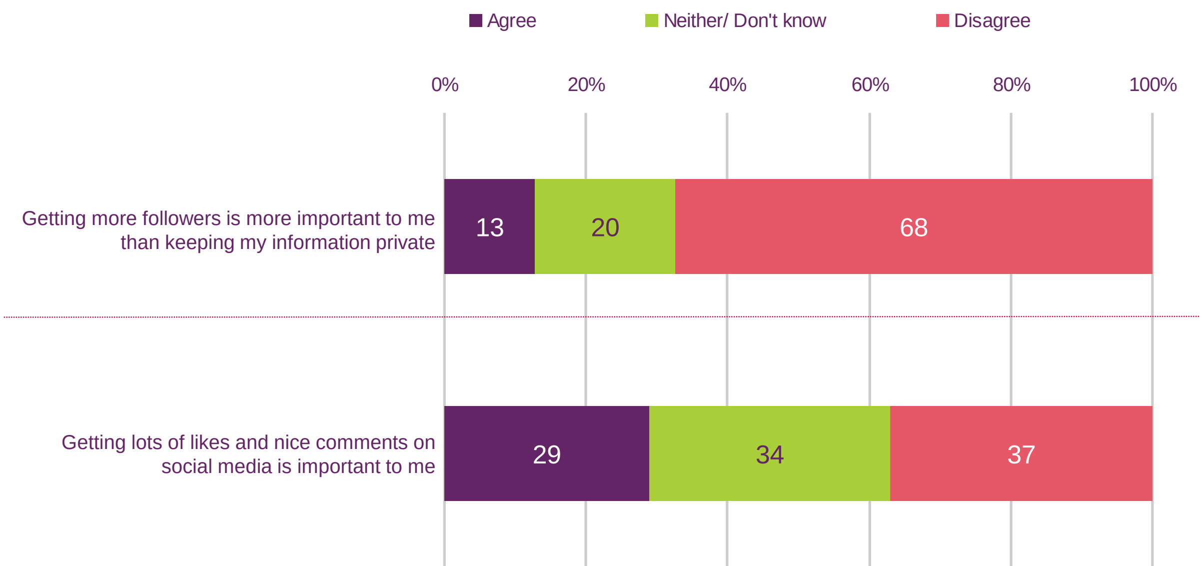
One in eight social media site users aged 12-15 say that getting followers is more important to them than keeping their information private

In 2016, children aged 12-15 with a social media profile were prompted with two statements about social media sites or apps and were asked to say the extent to which they agreed or disagreed with each one. There is the potential to be exposed to risk on social media if users focus on acquiring followers or comments, particularly if this is at the expense of data privacy. Responses are shown in Figure 75.

Three in ten 12-15s with a social media profile (29%) agree that “getting lots of likes and nice comments on social media is important to me” – lower than the proportion who disagreed with the statement (37%). The remaining one in three (34%) are either unsure or neutral.

For some children, the focus on getting likes can lead them towards potentially risky behaviour. One in eight 12-15s with a social media profile (13%) agree that “getting more followers is more important to me than keeping my information private”, although more than two-thirds (68%) disagree.

Figure 75: Agreement with attitudinal statements about social media site/ apps among 12-15s: 2016



QC22A/ QC22B - I’m going to read out some things about social media sites and apps, for each one please say which of the options on the card applies to you.
Base: Children aged 12-15 with a social media profile (335)

Awareness and use of safety measures and reporting

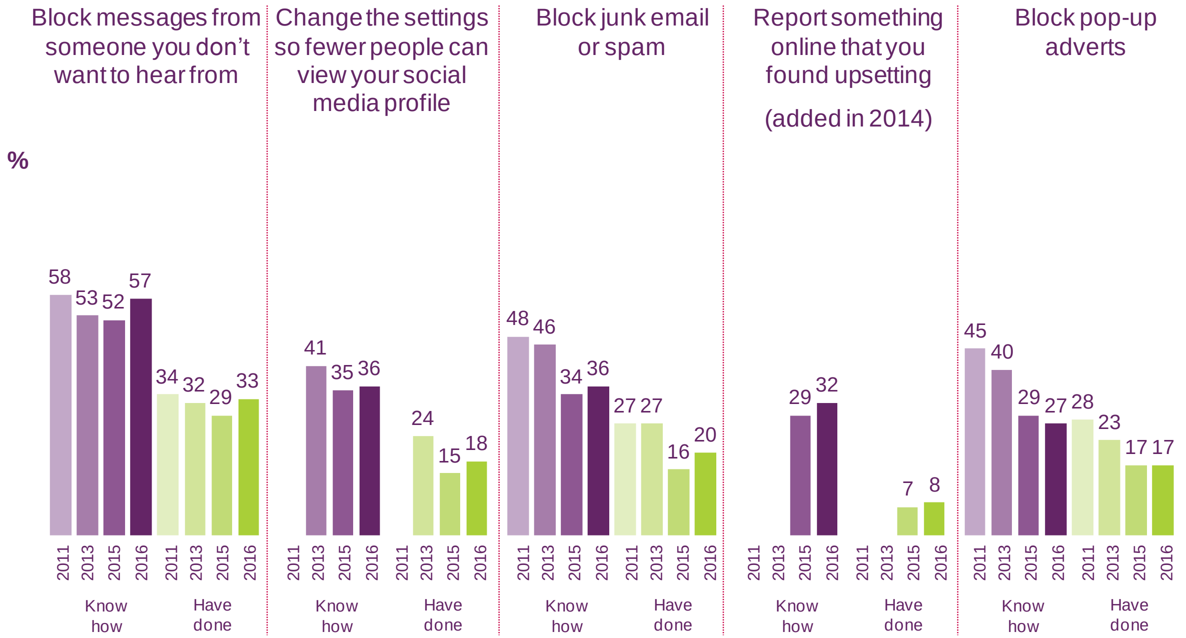
As mentioned above, children aged 12-15 who go online were prompted with a list of online activities and were asked to say whether they knew how to do any of them, and whether they had done any of them in the past year.

Figure 76 shows those activities that were asked about which can be grouped under the heading of 'safe' behaviour.

More than half of 12-15s say they know how to block messages from someone they don't want to hear from (57%) with one-third having done this (33%). Around a third say they know how to change settings on their social media profile so fewer people can view it (36%) or how to block junk email or spam (36%); these had both been done by around half of those who say they know how to do them (18% and 20% of 12-15s respectively). One in three say they know how to report something online that they find upsetting (32%), but less than one in ten (8%) had done this. Close to three in ten say they can block pop-up adverts (27%) and this had been done by around one in five (17%).

Compared to 2015, 12-15s are no more likely to say they know how to, or to have ever undertaken, any of the five 'safe' behaviours.

Figure 76: Experience of 'safe' online measures among children aged 12-15: 2011, 2013, 2015 and 2016



QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the numbers on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the numbers on the card if you have done this in the last year. (Prompted responses, multi-coded).
Base: Children aged 12-15 who use the internet at home or elsewhere (463 aged 12-15 in 2016) – Significance testing shows any difference between 2015 and 2016.

Reporting online content that is worrying or nasty

The majority of 8-11s and 12-15s who go online would tell someone if they saw something worrying or nasty online

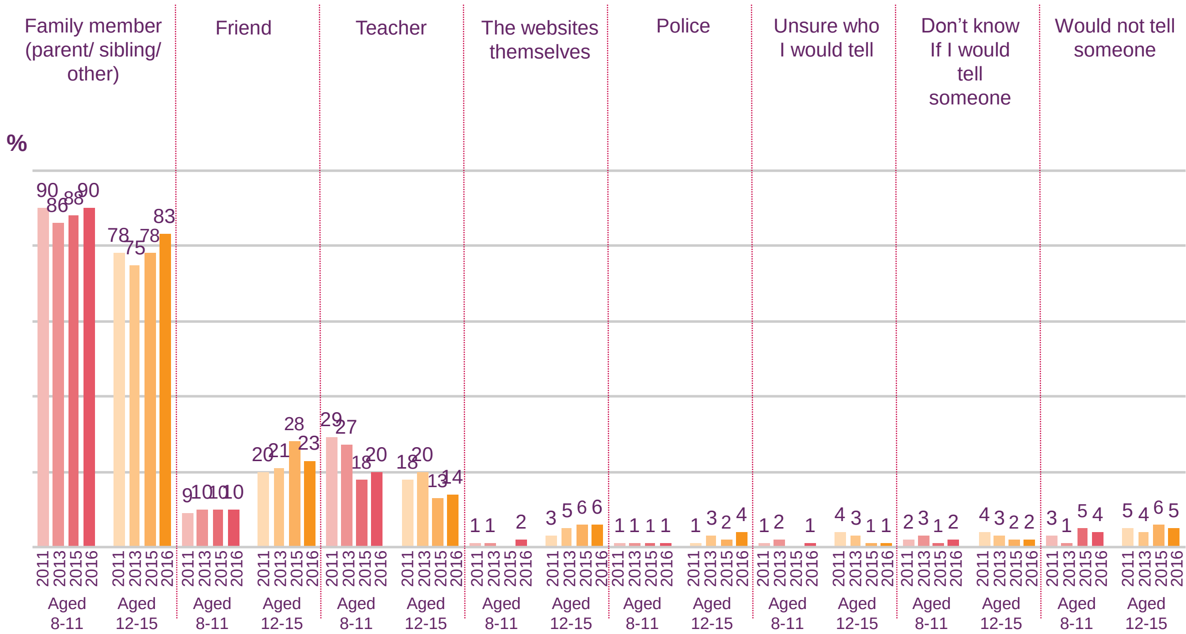
Children aged 8-15 who go online at home or elsewhere were asked whether they would tell anyone if they saw something online that they found worrying or nasty[76]. If they said they would tell someone, they were asked whom that person would be. The responses are shown in Figure 77.

Eight to 11 year olds (94%) are as likely as 12-15s (94%) to say they would tell someone[77]. The majority of both age groups would tell a family member (parent/ sibling or other family member), with younger children more likely than older children to do this (90% vs. 83%). Younger children would also be more likely to tell a teacher (20% vs. 14%). Twelve to 15 year olds would be more likely than 8-11s to tell a friend (23% vs. 10%), the website (6% vs. 2%) or the police (4% vs. 1%).

Less than one in ten children aged 12-15 (5%) and 8-11 (4%) say they would not tell anyone if they saw something online that they found worrying or nasty.

There has been no change in any of these incidences since 2015 for 8-11s or 12-15s.

Figure 77: Reporting online content considered by the child to be worrying or nasty by age: 2011, 2013, 2015, 2016



QC28 – When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like, would you tell someone about it? IF YES – Who would you tell? (Shows unprompted responses from > 1% of all internet users aged 8-15) (unprompted responses, multi-coded)
Base: Children aged 8-15 who go online (445 aged 8-11, 4635 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

[76] In previous years, this question referred to the child seeing something online they found 'worrying, nasty or offensive'; this change may affect the reported trend.
[77] Included in this group are the 1% of 8-11s and 12-15s who said they were unsure whom they would tell.

Seven in ten 12-15s are aware of online reporting facilities

In 2016, additional questions were asked of 12-15s who go online, in order to understand their awareness and use of online reporting facilities.

They were told that "many websites, apps and online games have a function[78] so that you can let them know if you see something that is worrying or nasty" and were then asked whether they were aware of this. Those who were aware were asked whether they had seen anything on a website, app or online game that could have been reported in this way, and those who had seen something were then asked if they did report it. The results are shown in Figure 78, expressed as a proportion of all 12-15s who go online[79].

Overall, seven in ten (71%) 12-15s are aware of the online reporting function. Less than one in ten (8%) 12-15s who go online say they have ever reported something they have seen online that they considered worrying or nasty, the same proportion as reported in Figure 76 above, with fewer stating that although they had seen something like this, they had not reported it (6%).

Figure 78: Awareness and use of online reporting function for worrying or nasty online content, among 12-15s: 2016

QC34 – Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content. / QC34A - Have you ever seen something on a website or app or online game that you thought was worrying or nasty that you could have reported in this way?/ QC34B And did you report it? (Unprompted responses, single coded)
Base: Children aged 12-15 who go online (463).

[78] The following definition of the report function was read out to children, if required: 'The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content'.
[79] For ease of reporting, these incidences are expressed as a proportion of all 12-15s who go online. It is worth noting, however, that only those children who were aware of the reporting function (71% of all 12-15s who go online) were asked whether they had seen anything worrying or nasty and whether they had reported it.

Differences by gender and socio-economic group

Girls aged 12-15 are nearly twice as likely as boys to say they have been bullied

There are a number of differences in gender, which are summarised below. Broadly, girls are more likely than boys to have experienced a range of negative online experiences, including bullying, while boys are more likely to have engaged in a number of the potentially risky behaviours we ask about.

While they are no more likely to say they have been given any information or advice about how being online can sometimes be risky or dangerous, girls aged 8-11 are more likely than boys to say they have been told about this by a parent (78% vs. 68%) or by a teacher (67% vs. 57%).

In 2016, girls aged 12-15 are more likely than boys to say they have seen anything worrying or nasty online (23% vs. 15%). They are also more likely than boys to say that in the past 12 months they have personally experienced another person pretending to be them online (5% vs. 2%), another person using their password to get at their information (5% vs. 2%) or have seen something of a sexual nature that made them feel uncomfortable (6% vs. 2%). There are no activities more likely to have been experienced by boys than by girls aged 12-15.

Girls aged 12-15 (17%) are more likely than boys (9%) to say they have been bullied, including being bullied in person (9% vs. 4%), on social media (10% vs. 3%), or through photo message/ video (4% vs. 0%). However, the increase among 12-15s in the numbers who say they know someone else who has been bullied (35% vs. 27%), has been driven by boys (33% vs. 20% in 2015).

Boys aged 12-15 who go online are more likely than girls to say they know how to block pop-up adverts (33% vs. 22%), although they are no more likely to have done this in the past year. They are also more likely than girls to say they know how to use a proxy server (10% vs. 5%) and are more likely to say they have disabled online filters or controls in the last year (5% vs. 1%). Boys aged 12-15 who use social media are more likely than girls to agree (17% vs. 8%) that “getting more followers is more important to me than keeping my information private” while girls are more likely to disagree (75% vs. 60%).

Boys aged 8-11 who go online are more likely than girls to say they would not tell someone if they saw something online they found worrying or nasty (7% vs. 1%), while girls of this age are more likely to say they would tell a family member (95% vs. 85%).

Children aged 12-15 who go online in C2DE households are more likely to say they often see hate speech online, compared to those in ABC1 households

There are fewer differences by household socio-economic group.

While 12-15s who go online in C2DE households are no more likely than those in ABC1 households to say they have seen hate speech online (32% vs. 35% for ABC1s) they are more likely to say they have ‘often’ seen it in the past 12 months (10% vs. 5% for ABC1s).

Children aged 12-15 who go online in C2DE households are more likely than those in ABC1 households to say they have disabled online filters (5% vs. 1%), blocked messages in the past year from someone they don’t want to hear from (38% vs. 29%), and reported something online that they found upsetting (12% vs. 5%).

Section 9

Parents' attitudes and concerns

This section looks at parents' attitudes towards their children's use of the internet, and the extent to which they have specific concerns about television programmes, the internet, mobile phones, and any games that their children play, either at home or elsewhere. It starts by looking at attitudes towards screen time, advertising and content across all media types, before going on to look in more detail at concerns about each media.

Key findings

- More parents of 5-15s are concerned about the time their child spends online (35% of parents whose child goes online) than are concerned about the time their child spends watching TV (23% of parents of 5-15s who watch TV).
- A majority of parents of children aged from 3 -15 agree with the statement 'I think my child has a good balance between screen time and doing other things' (86% for 3-4s, 85% for 5-7s, 77% for 8-11s, 65% for 12-15s).
- However, managing screen time gets more difficult as children get older. While a minority of parents of 5-15s agree that they 'find it hard to control their child's screen time' (31%) and that their child's screen time gets in the way of family time (26%), this increases from 16% of parents of 3-4s to 41% of parents of 12-15s for controlling screen time and from 11% of parents of 3-4s to 35% of parents of 12-15s for family time.
- Children are more likely to ask their parents for something after seeing it advertised on TV than online: 62% of parents of 3-4s and 70% of parents of 5-15s whose child watches television say their child has ever asked them to buy something as a result of TV advertising, while 49% of parents of online 3-4s and 63% of parents of online 5-15s say their child has done this after seeing online advertising.
- Concerns about the kind of content children encounter are highest for online (30% among parents of online 5-15s), followed by television (25% among parents of 5-15s who watch TV) and gaming (21% among parents of 5-15s who play games).
- The majority of parents whose child goes online continue to feel that the benefits of the internet outweigh the risks, particularly parents of children aged 8-11 (68%) and 12-15 (70%), with little change in these measures since 2011.
- While one in five parents of 5-15s who go online are concerned about the possibility of their child being radicalised online (19%), this was the measure with the lowest level of concern. In comparison, four in ten parents of 5-15s (42%) are concerned about companies collecting information about what their child is doing online.
- Parents of 5-15s are more likely than in 2015 to be concerned about six aspects of their child's online use: companies collecting information about what their child does online (42% vs. 34%), the time their child spends online (35% vs. 29%), the pressure to spend money online (33% vs. 25%), the online content on the sites and apps their child visits (30% vs. 25%), their child damaging their reputation (30% vs. 23%) and seeing content which encourages their child to harm themselves (27% vs. 23%). Concerns among parents of 3-4s are mostly unchanged since 2015.

- Parents of 8-11s are more likely than in 2015 to be concerned about their child being bullied online (35% vs. 28%) and about whom their child is in contact with via their mobile (24% vs. 14% in 2015), while parents of 8-11s (34% vs. 22%) or 12-15s are now more likely to be concerned about their child being bullied via their phone (30% vs. 23%).
- Parents of 5-15s whose child plays games are more likely to say they are concerned about the pressure on their child to make in-game purchases (particularly parents of 8-11s) and are less likely to say they are concerned about the amount of advertising in games (20% vs. 24% in 2015 for 5-15s).
- Parents of girls aged 12-15 who go online are more likely than parents of boys to say they have concerns about their child's internet use.
- Parents of boys aged 8-11 are more likely than parents of girls to say they are very concerned about how much time their child spends online (13% vs. 7%) while parents of girls aged 12-15 are more likely than parents of boys to say they are concerned about how much time their child spends using their phone (38% vs. 27%).
- Compared to the average for 5-15s (30%), parents in DE households whose child goes online (37%) are more likely to say they are not at all concerned about how much time their child spends online, and are also more likely to disagree that 'I feel I know enough to help my child to manage online risks' (17% vs. 13%).

Parents' attitudes to the time their child spends using media

Parents of 3-4s (since 2013) and parents of 5-15s (since 2009) were asked about the extent to which they were concerned about various aspects of their child's use of media. One aspect relates to the amount of time their child spends watching television, going online, playing games and using a mobile phone. These concerns are discussed in more detail later in this section but are summarised in Figure 79 for parents of children aged 5-15; the responses from parents in each age group from 3 to 15 are shown in

As shown in Figure 79, for both television and gaming, parents of 3-4s and 5-7s are less likely than parents of 8-11s or 12-15s to be concerned about the time their child spends using these media. Concern about the time their child spends going online increases with each age group of child, ranging from 14% of parents of 3-4s to 45% of parents of 12-15s. Concern about the time their child spends using a mobile is also more likely for parents of 12-15s (33%) compared to parents of 8-11s (22%).[80].

In 2016, these questions were supplemented by questions assessing parental attitudes towards screen time (the time spent looking at screens on all the different devices used, including TV, mobiles, laptops, tablets and games players). These results are shown in Figure 81 and Figure 82.

Parents of 5-15s are most concerned about the time their child spends online and least concerned about the time spent watching TV

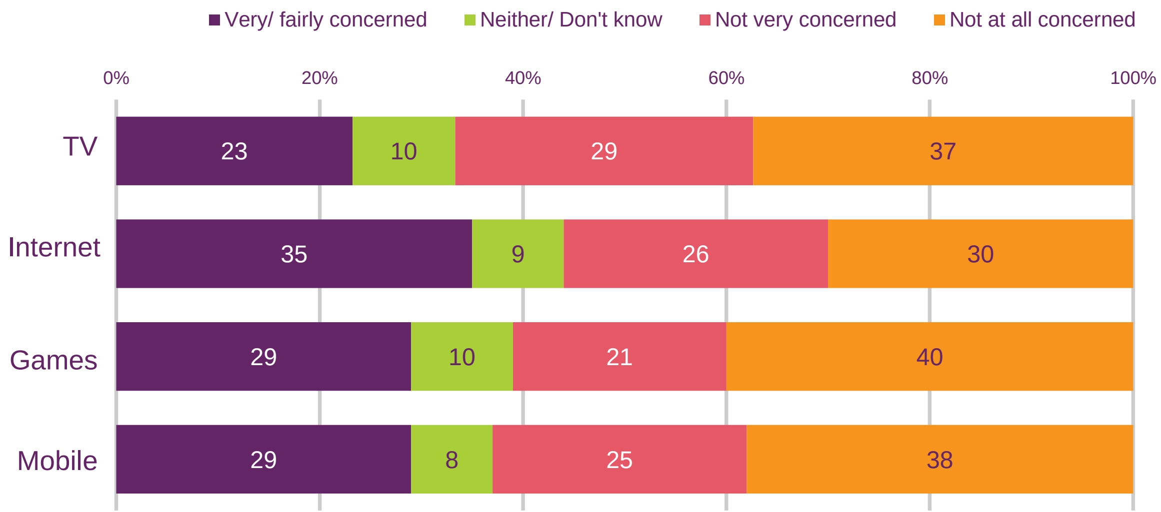
As shown in Figure 79, in 2016 more than one in three parents of 5-15s whose child goes online (35%) are concerned about the time their child spends online, while fewer parents are concerned about the time their child spends playing games (29%) or using a mobile phone

[80] The comparisons are drawn between users of each medium (at home or elsewhere), as opposed to being based on all parents, irrespective of whether their child uses that medium.

(29%). Parents are least likely to be concerned about the time their child spends watching television (23%).

Across each of the four media, parents of 5-15s are more likely to say they are either ‘not very’ or ‘not at all’ concerned than they are to say they are concerned.

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).

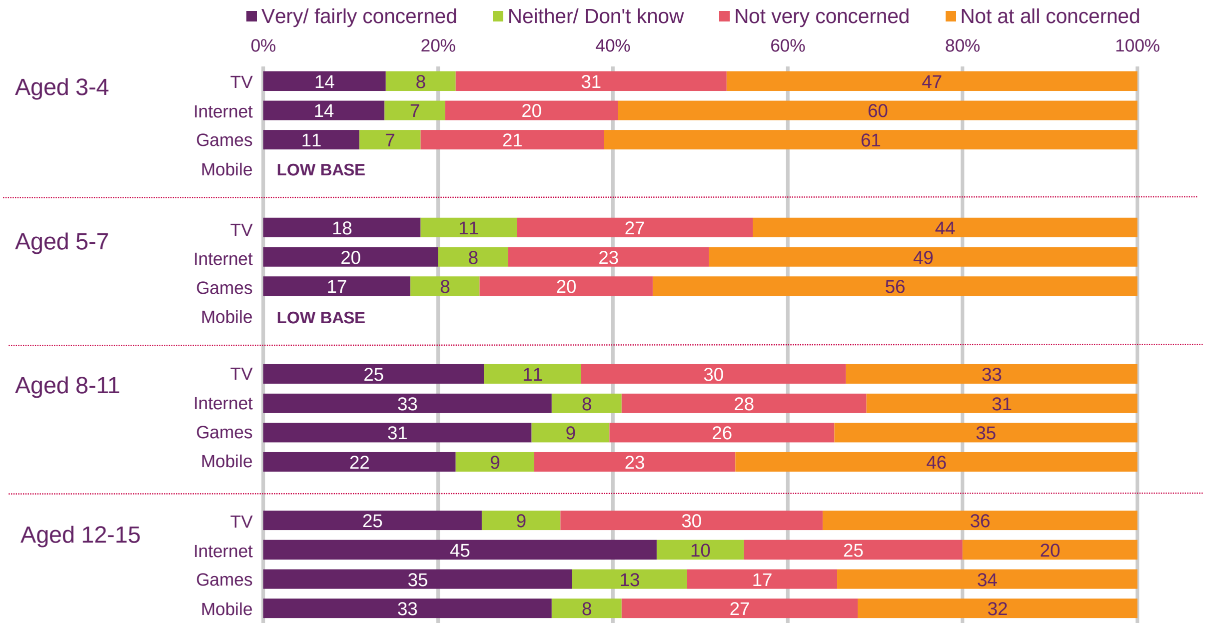
As shown in Figure 80, for both television and gaming, parents of 3-4s and 5-7s are less likely than parents of 8-11s or 12-15s to be concerned about the time their child spends using these media. Concern about the time their child spends going online increases with each age group of child, ranging from 14% of parents of 3-4s to 45% of parents of 12-15s. Concern about the time their child spends using a mobile[81] is also more likely for parents of 12-15s (33%) compared to parents of 8-11s (22%).

Parents of 3-4s and 5-7s are equally concerned about the time their child spends online, gaming and watching television. Parents of 8-11s are most likely to be concerned about the time their child spends online and gaming, and are less concerned about their time spent watching TV or using a mobile. Parents of 12-15s are most concerned about the time their child spends online and least concerned about the time their child spends watching TV.

While not shown here, concerns about the time spent watching television tend not to have changed over time for each age group of child, whether since last year or in the last five years (since 2011). For gaming, going online and use of a mobile phone, parents have become more likely to be concerned over the last five years, particularly parents of 8-11s and12-15s. More details on the trends for each of these age groups are shown later in this section: at Figure 93 for time spent watching television, at Figure 101 for time spent going online, at Figure 111 for time spent using their mobile phone, and at Figure 119 for time spent gaming.

[81] It is not possible to show concerns for parents of 3-4s and 5-7s due to the low base size of children with their own mobile phone

Figure 80: Concerns about time spent using media, among parents of 3-4, 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).

Close to one in three parents of 5-15s agree that they find it hard to control their child's 'screen time'

As mentioned above, in 2016 questions were added to the study to assess parental attitudes towards screen time (the time spent looking at screens on all the different devices used, including TV, mobiles, laptops, tablets and games players).

Parents of children aged 3-15 were asked the extent to which they agreed or disagreed with three specific statements:

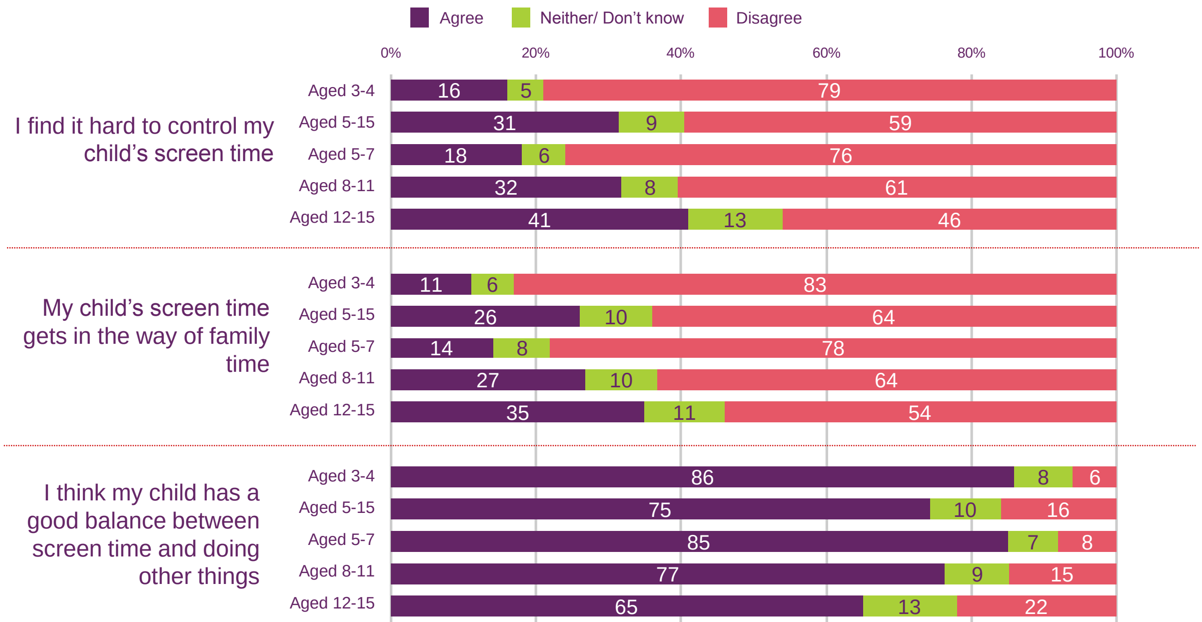
- "I find it hard to control my child's screen time"
- "My child's screen time gets in the way of family time"
- "I think my child has a good balance between screen time and doing other things"

As shown in Figure 81, a majority of parents of 3-4s (79%), 5-7s (76%) and 8-11s (61%) disagree that they find it hard to control their child's screen time. Slightly less than half (46%) of parents of 12-15s also disagree. The number who agree that they find it hard to control their screen time are therefore in the minority, although agreement increases with the age of the child, ranging from nearly one in five parents of 3-4s (16%) and 5-7s (18%) to a third of 8-11s (32%) and four in ten parents of 12-15s (41%).

The number who agree that "my child's screen time gets in the way of family time" are also in the minority. Agreement increases with age of the child, ranging from 11% among parents of 3-4s, to 14% for parents of 5-7s, 27% for parents of 8-11s and 35% for parents of 12-15s.

Unlike the previous statements, a majority of parents in each age group agree with the statement "I think my child has a good balance between screen time and doing other things", with agreement decreasing with the age of the child and ranging from 86% of parents of 3-4s and 85% of parents of 5-7s, through to 77% of parents of 8-11s and 65% of parents of 12-15s. As such, around one in five parents of 12-15s (22%) disagree with this statement.

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)

The majority of children aged 12-15 tend not to consider their screen time a problem

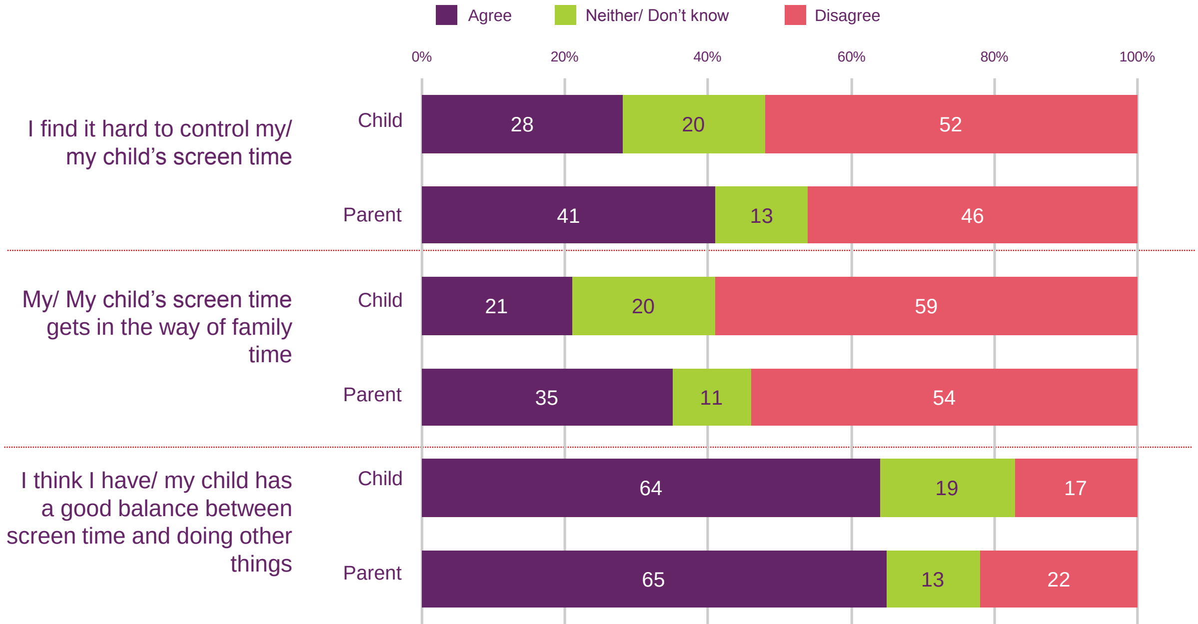
In addition to asking parents the extent to which they agreed or disagreed with the three statements regarding their child's screen time, children aged 12-15 were asked how they felt about their own screen time, as shown in Section 8. Figure 82 shows the responses to each of the statements: the child aged 12-15's response, followed by the parental response.

Around half of 12-15s (52%) disagree with the statement that they find it hard to manage their screen time, while three in ten (59%) disagree that their screen time gets in the way of family time. However, a sizeable minority of 12-15s (at least one in five) agree with these statements and therefore feel that their screen time is difficult to manage or gets in the way of family time.

Parents of 12-15s are more likely than their child to agree with both these statements, suggesting that controlling their child's screen time is more of an issue for parents than for children. However, for both these statements parents were more likely to disagree than to agree.

In comparison, the responses about having a good balance between screen time and doing other things are much more closely aligned between parents and children among the majority of children aged 12-15 (64%) and this group's parents (65%).

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

Parental attitudes to advertising

One in four parents of 5-15s whose child watches TV are concerned about the amount or the content of the advertising their child sees

In 2016, parents were asked new questions about advertising, including the extent to which they were concerned about the amount of TV advertising their child sees (Figure 83) and the content of this advertising (Figure 84) and about whether their children ever asked them to purchase products after seeing them advertised either on television or online (Figure 85).

Parents of children aged 3-15 are most likely to say they are not concerned about the amount or content of the TV advertising that their child sees. Parents with children in each of the four age groups are equally concerned about the amount of TV advertising as they are about the content of the TV advertising.

There is also little variation by the age of the child; between 25% and 30% of parents are concerned about either the amount or the content of the TV advertising their child sees.

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)

Parents of 3-4s and 5-15s are more likely to say their child has asked them for something they've seen advertised on TV than advertised online

In 2016, parents of children who watch television were asked: "In the past 12 months has your child asked you to buy something because they've seen it advertised on TV?" A similar question was asked of parents whose child goes online, about online advertising, and the results for both questions are shown in Figure 85.

Seven in ten parents of 5-15s (70%) whose child watches television say their child has ever asked them to buy something as a result of TV advertising; this incidence is lower among parents of 3-4s (62%). This compares to 63% of parents of 5-15s who go online and 49% of parents of 3-4s who say their child has ever done this after seeing online advertising.

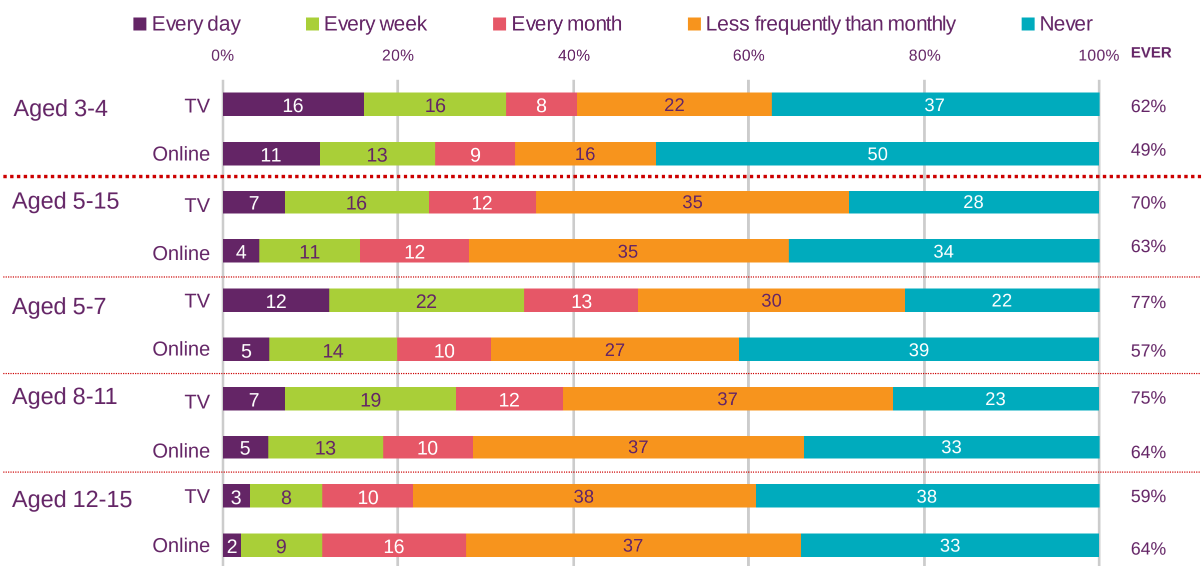
Among 5-15s this difference is evident among parents of 5-7s (77% for TV vs. 57% for online advertising) and 8-11s (75% vs. 64%). Parents of 12-15s are equally likely to say their child has done this as a result of TV and online advertising (59% vs. 64%).

For requests prompted by TV advertising, parents of 5-7s (77%) and 8-11s (75%) are more likely to say this has ever happened, compared to parents of 3-4s (62%) or 12-15s (59%).

Parents of 3-4s are also less likely than parents of 5-15s to say their child has ever asked them to buy something as a result of online advertising (49% vs. 63%). Unlike TV advertising, for 5-15s there is no variation by age.

Children aged 3-4 are the most likely to ask for something they have seen advertised online on a daily basis (11%), and 3-4s (16%) and 5-7s (12%) are the most likely to ask for something they have seen advertised on TV on a daily basis.

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).

Parents' attitudes towards media content

Parents are more likely to be concerned about online content than about television or gaming content

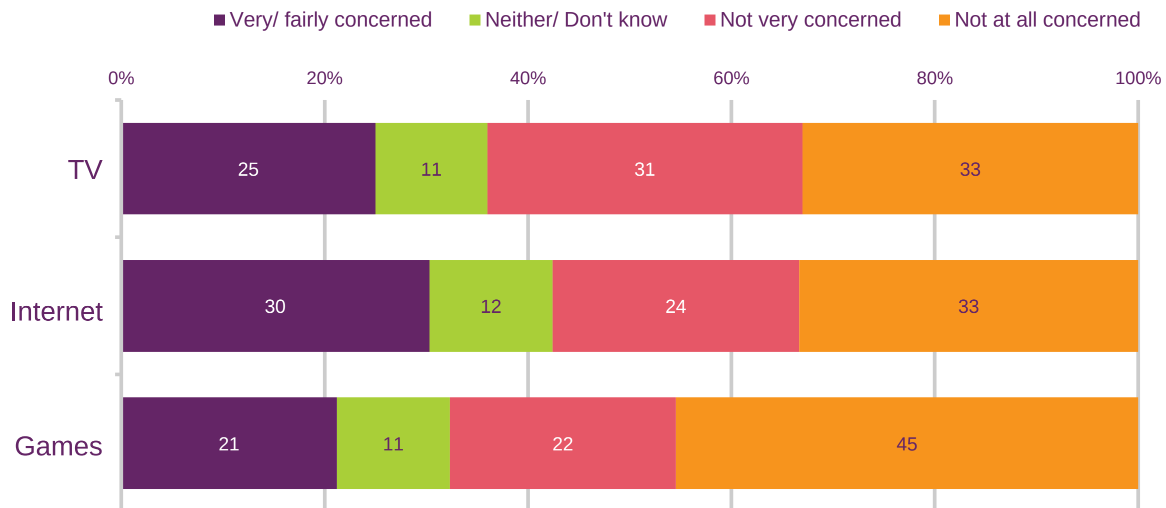
Parents were asked specific questions about their child's use of different media, in order to gauge the extent to which they are concerned about their child's exposure to potentially harmful or inappropriate content, at home or elsewhere[82]. To show how the level of concern varies for each medium, responses from parents of children in different age groups are shown below[83].

Figure 86 shows responses from parents of children aged 5-15, while Figure 87 shows responses from parents of children in each age group from 3 to 15.

Parents of 5-15s are more likely to be concerned about online content (30%), followed by television content (25%) and gaming content (21%). As shown in Figure 87, around one in seven parents of 3-4s are concerned about television or online content (14% for both), with less than one in ten concerned about gaming (8%).

Concern about TV content is lower among parents of 3-4s than among parents of older children. For online and gaming content, concerns are lower among parents of 3-4s and 5-7s than among parents of 8-11s or 12-15s.

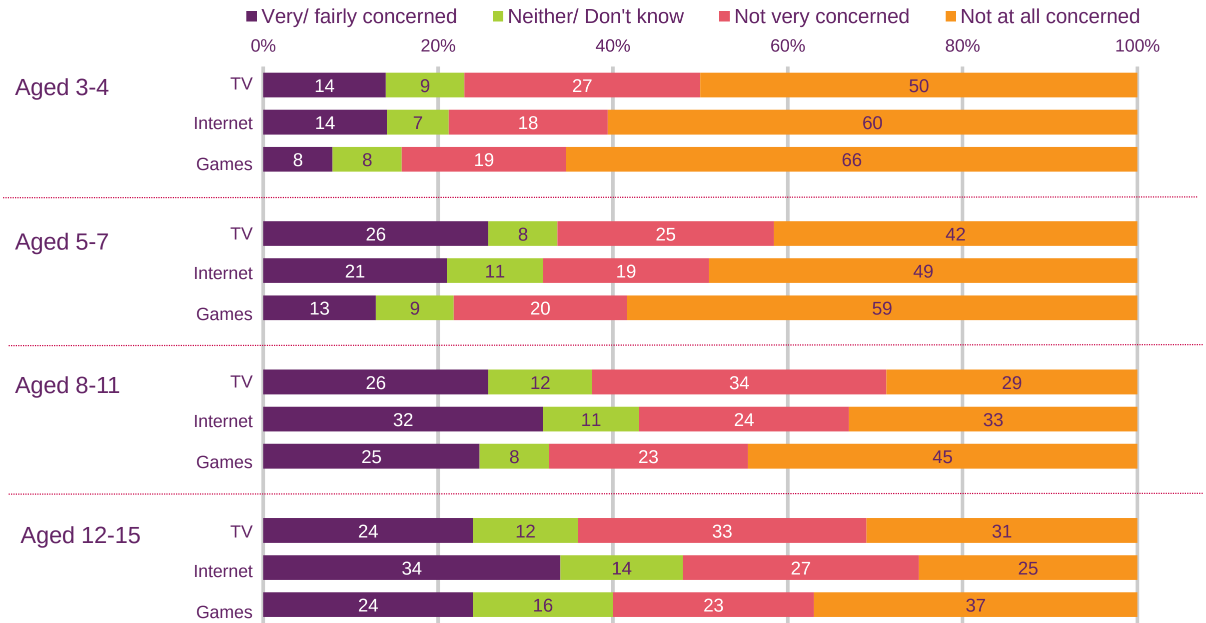
Figure 86: Concerns about media content, among parents of 5-15s using each medium: 2016



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).

[82] There has been a change in the survey's focus since 2014: moving from a child's use of media 'at home' in previous years, to 'at home and elsewhere'.
[83] The comparisons are drawn between users of each medium (at home or elsewhere), as opposed to being based on all parents, irrespective of whether their child uses that medium.

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)

Parents of 5-15s are more likely than in 2015 to be concerned about online content

Figure 88 shows trends over time for concerns about television, online and gaming content, among parents of users aged 3-4, while Figure 89 shows concerns over time among parents of users aged 5-15.

There has been no change since 2015 in the proportion of parents of 3-4s who say they are concerned about online (14%), television (14%) or gaming content (8%). There has also been no change in the proportion of parents of 5-15s saying they are concerned about TV (25%) or gaming content (21%). However, parents of 5-15s are now more likely to say they are concerned about online content (30% vs. 25% in 2015).

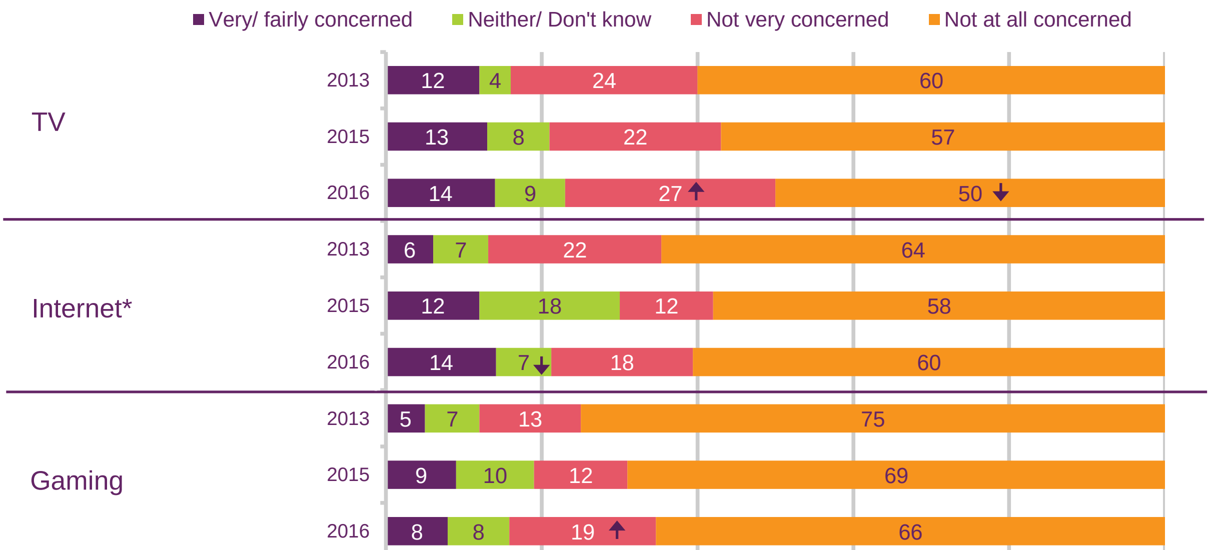
The combined proportion of parents of 3-4s who say they are either 'not very' or 'not at all' concerned about online content has increased since 2015. Parents of 3-4s are also less likely to say they are either neutral or unsure about online content. Parents of 5-15s are less likely to say they are not at all concerned or that they don't know about online content.

Parents of 3-4s are less likely than in 2015 to say they are 'not at all' concerned about TV content. This is counterbalanced by an increase in the proportion saying they are 'not very' concerned. Parents of 5-15s are also less likely to say they are not at all concerned about TV content.

The only change in concerns about gaming content has been an increase in the proportion of parents of 3-4s saying they are not very concerned.

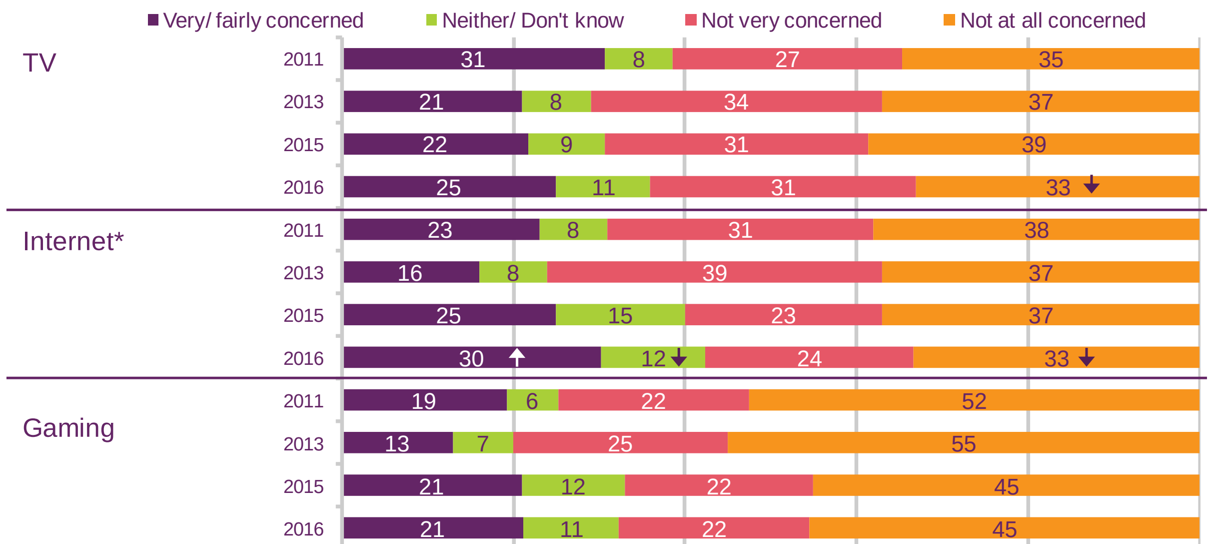
Looking at the individual age groups within 5-15, there has been little change in the extent to which parents of 5-7s, 8-11s and 12-15s are concerned about television and gaming content. This is also true for online content among parents of 5-7s and 8-11s; parents of 12-15s who go online are more likely concerned about online content. More details on the trends for each of these age groups are shown later in this section: at Figure 90 for television content, Figure 100 for online content, and Figure 114 for gaming.

Figure 88: Parental concerns about media content, among parents of 3-4s using each media type at home (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/ 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

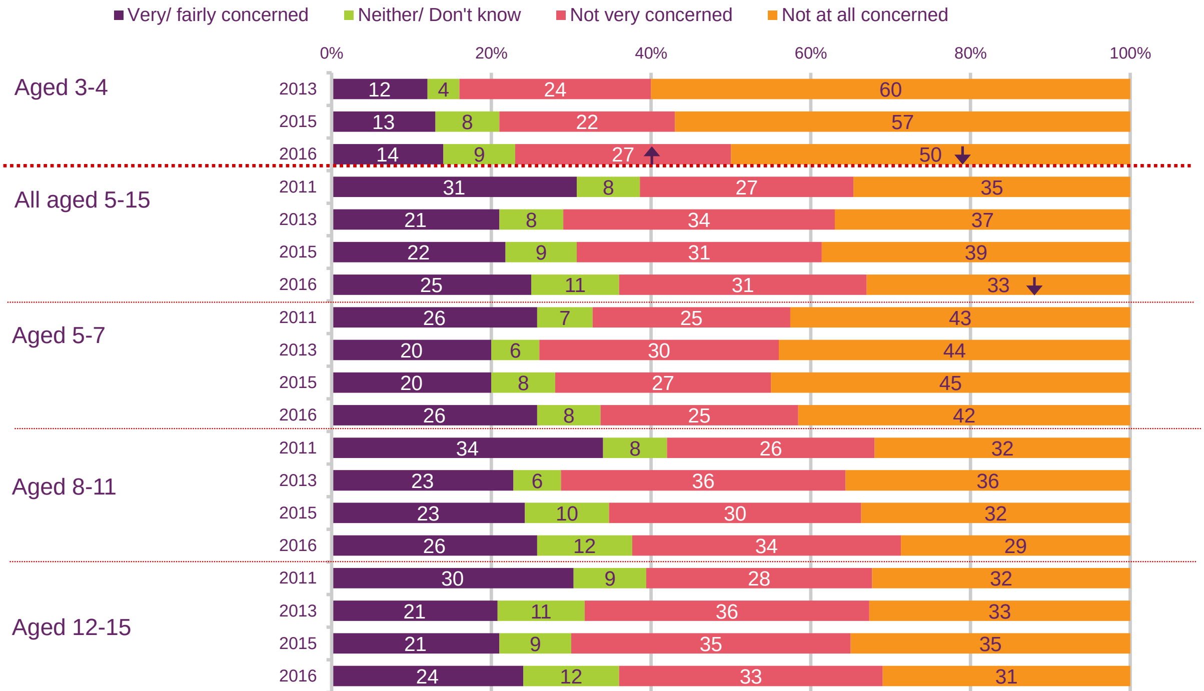
Parental concerns about television

Most parents continue to say they are not concerned about television content

Figure 90 shows that overall concern (very/fairly) about television content does not vary by age among parents of 5-7s (26%), 8-11s (26%) or 12-15s (24%), and is lower for parents of 3-4s (14%). Parents of children in each age group continue to be more likely to be unconcerned than concerned about the television content their child watches.

The decrease since 2015 in the proportion of parents of 5-15s who say they are 'not at all' concerned about the television content their child watches, as discussed above, is not attributable to any specific age group of child. There has been no change since 2015 in the incidence of concern among parents of 5-7s, 8-11s or 12-15s.

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



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.

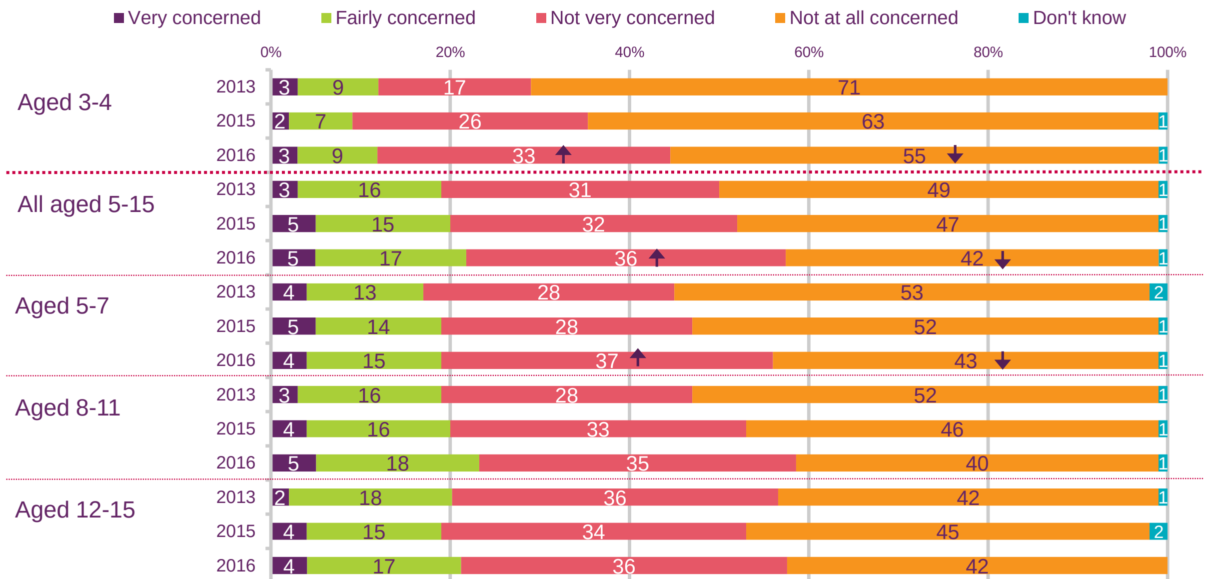
As in previous years, a minority of parents say they are concerned about what their child has seen on pre-watershed television

Parents of 3-4 and 5-15s whose child watches TV at home or elsewhere were asked to think specifically about television programmes that are on during the day and evening up to 9pm, and were asked how concerned, if at all, they were about the types of things their child had seen on TV in the past 12 months, at home or elsewhere. The results are shown in Figure 91.

One in eight parents of 3-4s (12%) say they are concerned overall (very/ fairly) about the types of things their child has seen on pre-watershed TV, with close to nine in ten (87%) saying they are either not very, or not at all concerned. Parents of 5-15s (22%) are nearly twice as likely as parents of 3-4s (12%) to say they are concerned. Among parents of 5-15s, concern does not vary by the age of the child.

Although there has been no change since 2015 in the proportion of parents in each age group saying they are concerned overall (very/fairly) or unconcerned overall (not very/ not at all), parents of younger children (aged 3-4 or 5-7) are now less likely to say they are not at all concerned and are now more likely to say they are not very concerned.

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.

Parents of children aged 3-4 and 5-15 who said they were concerned about the types of things their child had seen on pre-watershed TV in the past 12 months were then asked to say, without prompting, what had concerned them about their child's TV viewing. The results are shown in Figure 92, with the proportions rebased and expressed as a proportion of all parents whose child watches TV at home or elsewhere.

As mentioned above, one in eight parents of 3-4s (12%) and around one in five parents of 5-15s (22%) have concerns about what their child has seen on pre-watershed TV in the past 12 months.

Each of the concerns were expressed by around one in eight (or fewer) parents of 3-4s or 5-15s whose child watches TV at home or elsewhere. As with the overall incidence of concern, parents of 3-4s are mostly less likely than parents of 5-15s to have each individual concern. Among parents of 5-15s, there is little variation in concerns by the age of the child.

There are three types of concern that one in ten or more parents of 5-15s are likely to be concerned about: offensive language (12%), sex or sexually-explicit content (11%), and content unsuitable for younger people (10%).

Parents of 3-4s and 5-15s are more likely than in 2015 to say they are concerned about nakedness/ naked bodies, glamorisation of certain lifestyles, and feeling embarrassed watching with children and other adults. Parents of 5-15s are also more likely to be concerned about offensive language and sex/ sexually-explicit content, but this is not attributable to any particular age group. There are no concerns that are less likely than in 2015.

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.

A quarter of parents of 8-11s and 12-15s say they are concerned about the time their child spends watching television

As summarised earlier, parents of 3-4 and 5-15s whose child watches TV at home or elsewhere were also asked to think about the extent to which they are concerned about the time their child spends watching television[84]. Parents of 3-4s (14%) and 5-7s (18%) are less likely to say they are concerned compared to parents of 8-11s (25%) or 12-15s (25%).

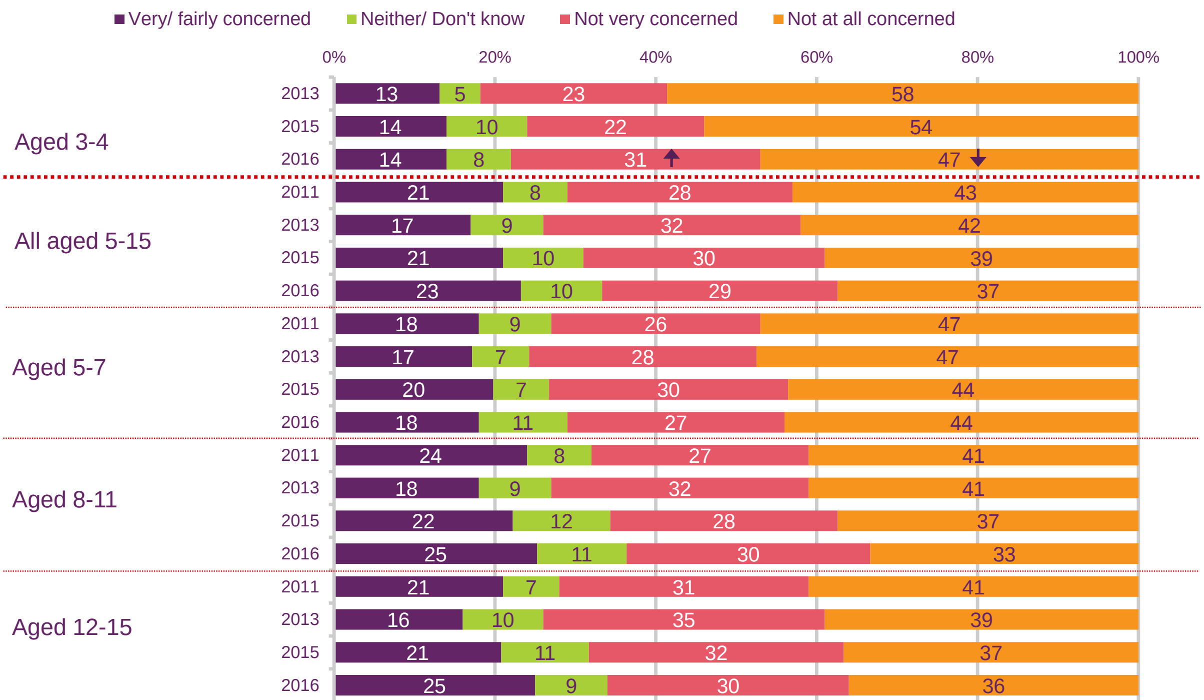
[84] Before 2012, this question was only asked of those who watched television on a TV set, but this is now asked of those who watch television on any type of device.

For each age group of chid, parents are more likely to say they are not at all concerned rather than being very or fairly concerned about how much time their child spends watching television.

There has been no change since 2015 in the extent to which parents of 5-15s are concerned about the time their child spends watching television, nor among any of the three individual age groups. Concern regarding the time their child spends watching television has remained relatively consistent over time.

Since 2015, parents of 3-4s are less likely to say they are 'not at all' concerned about the time their child spends watching television (47% vs. 54% in 2015) but this decrease is counterbalanced by an increase in parents being more likely to say they are 'not very' concerned (31% vs. 22% in 2015). As such, the overall proportion saying they are not concerned is unchanged (78% vs. 76% in 2015).

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



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.

Parental attitudes towards the internet

Parents of children aged 3-4 or 5-15 who go online were asked about the extent to which they agreed or disagreed with a range of statements about their child's use of the internet.

Parents of 5-15s are more likely than in 2015 to say they trust their child to use the internet safely

Figure 94 shows that half of parents of 3-4s agree with the statement "I trust my child to use the internet safely" (48%). A majority of parents of 5-15s agree with this statement (82%). Parents' agreement that they trust their child increases with each age group, as has been the case in previous years.

Since 2015, parents of 5-15s are more likely to say they trust their child to use the internet safely (82% vs. 78%), following a decline in agreement between 2014 and 2015. This increase in trust since 2015 is not attributable to any particular age group.

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

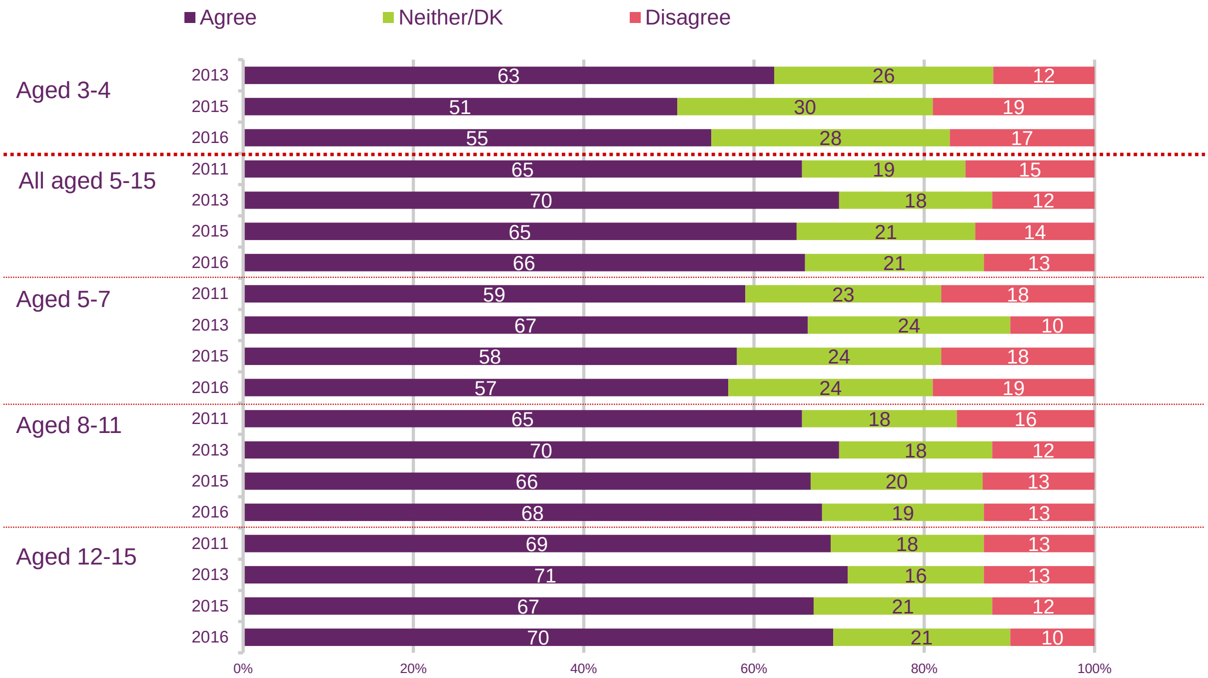
The majority of parents continue to feel that the benefits of the internet outweigh the risks, with parents of older children more likely to say this

More than half of parents of 3-4s who go online (55%) agree that the benefits of the internet outweigh the risks, while less than one in five disagree (17%). Two-thirds of parents of 5-15s who go online also agree with this statement (66%), while around one in eight (13%) disagree.

Parents of 8-11s (68%) and 12-15s (70%) are more likely than parents of 3-4s (55%) or 5-7s (57%) to agree.

There has been no change in the levels of agreement, for any age group of children, since 2015. In fact, there has been very little change in the levels of agreement since 2011, among parents of 5-15s.

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

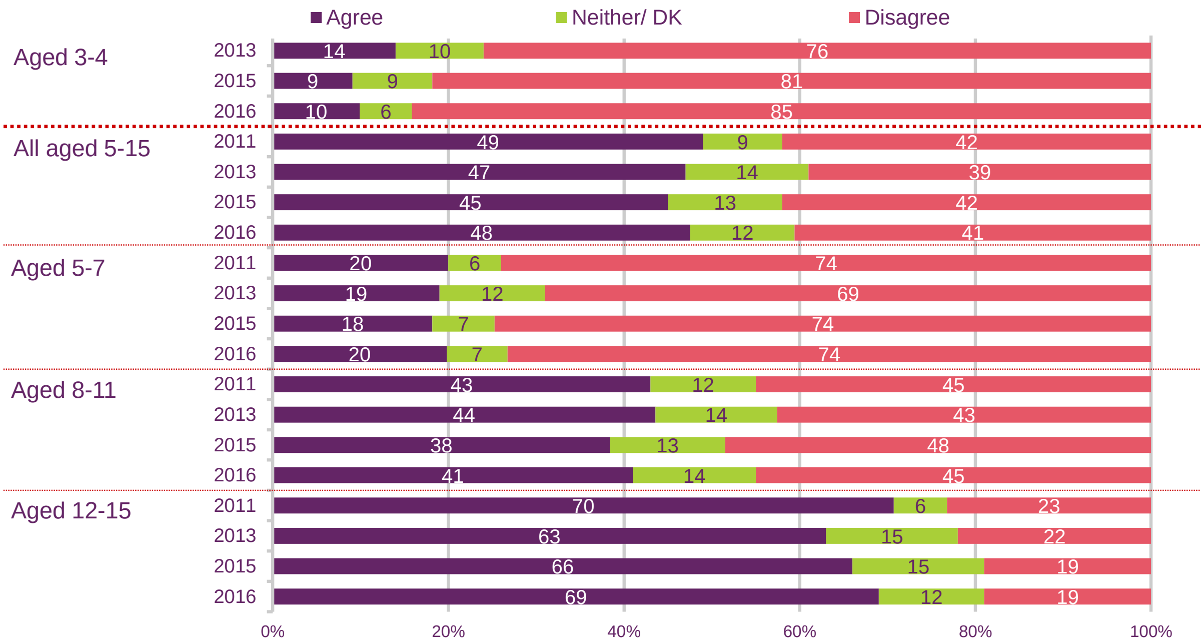
Seven in ten parents of 12-15s say that their child knows more about the internet than they do

As shown in Figure 96, close to half of parents of a child aged 5-15 who goes online (48%) agree with the statement: “My child knows more about the internet than I do”, while two in five (41%) disagree.

As in previous years, agreement increases with each age group of 5-15s; one in ten (10%) parents of children aged 3-4 agree, compared to one in five parents of 5-7s (20%), four in ten parents of 8-11s (41%) and seven in ten parents of 12-15s (69%).

Since 2105, there has been no change in any of the incidences shown in Figure 96, for any group of child.

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

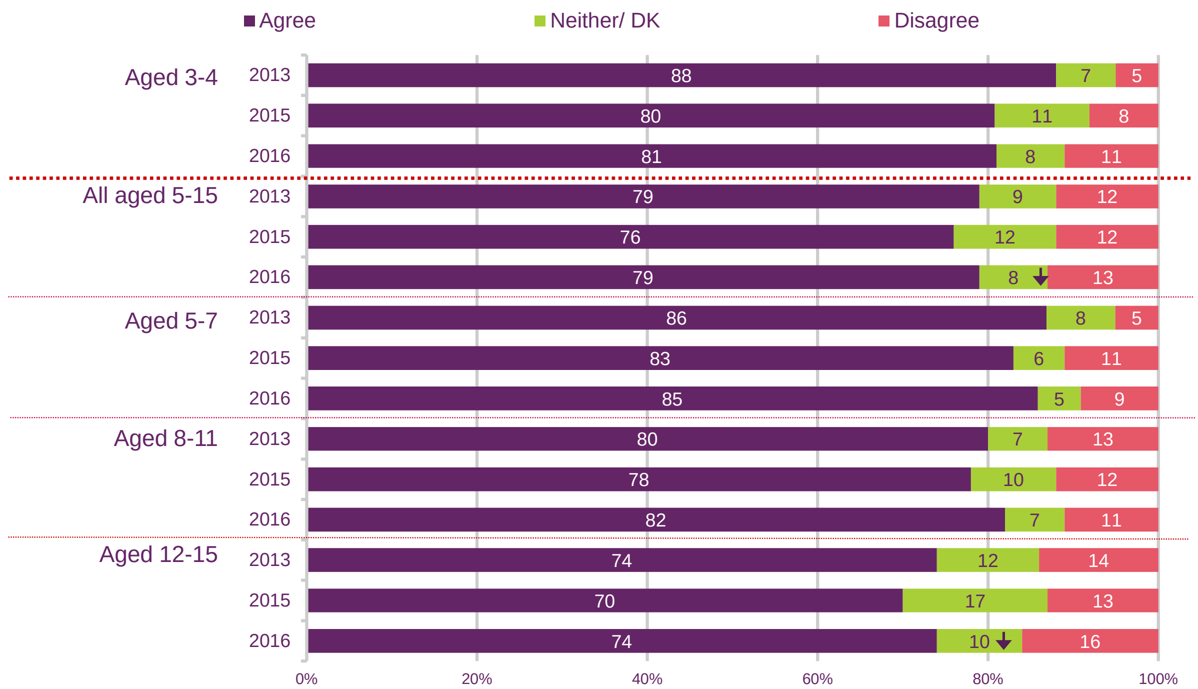
One in six parents of 12-15s feel they don't know enough to help their child manage online risks

Parents of children aged 3-4 and 5-15 who go online were asked the extent to which they agreed that: "I feel I know enough to help my child to manage online risks". The responses are shown in Figure 97, alongside responses to the 2013 statement: "I feel I know enough to help my child to stay safe when they are online", as given by parents of children in each age group who go online at home.

In 2016, eight in ten parents of 5-15s who go online (79%) agree with this statement. Parents of 3-4s (81%), 5-7s (85%) and 8-11s (82%) are more likely than parents of 12-15s (74%) to agree. Around one in eight (13%) parents of 5-15s disagree (either strongly or slightly) that they know enough to help their child to manage online risks, as do one in ten parents of 3-4s (11%).

Since 2015 there has been no change in the extent to which parents of 3-4s or 5-15s agree or disagree with this statement.

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



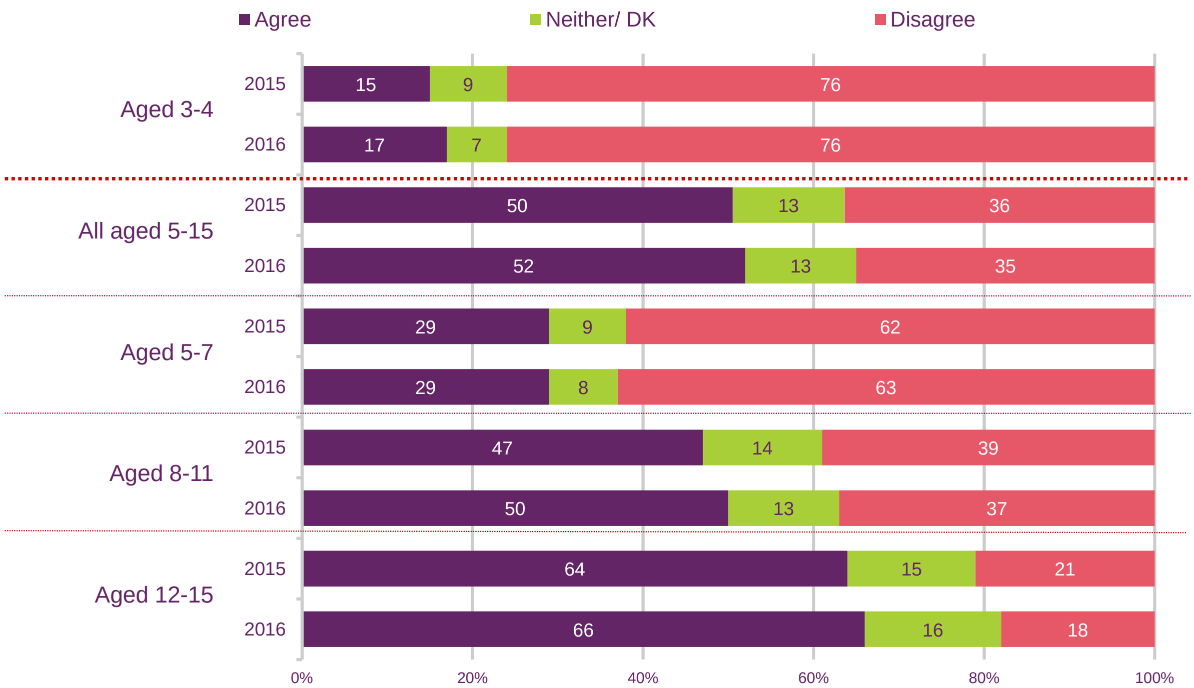
QP48E –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)
*In 2013, this question referred to 'I feel I know enough to help my child to stay safe when they are online'
Base: Parents of children who go online (272 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

Two-thirds of parents of 12-15s have learned about new things online from their child

Parents of children aged 3-4 and aged 5-15 who go online were asked the extent to which they agreed that “My child shows me new things online and I learn from them”.

Figure 98 shows that the proportion agreeing with this statement increases with each age group; from one in seven parents of 3-4s (17%) to two-thirds of parents of 12-15s (66%). Most parents of younger users disagree; whether parents of 3-4s (76%) or 5-7s (63%). There has been no change in the extent of agreement since 2015.

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, 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

Parental concerns about the internet

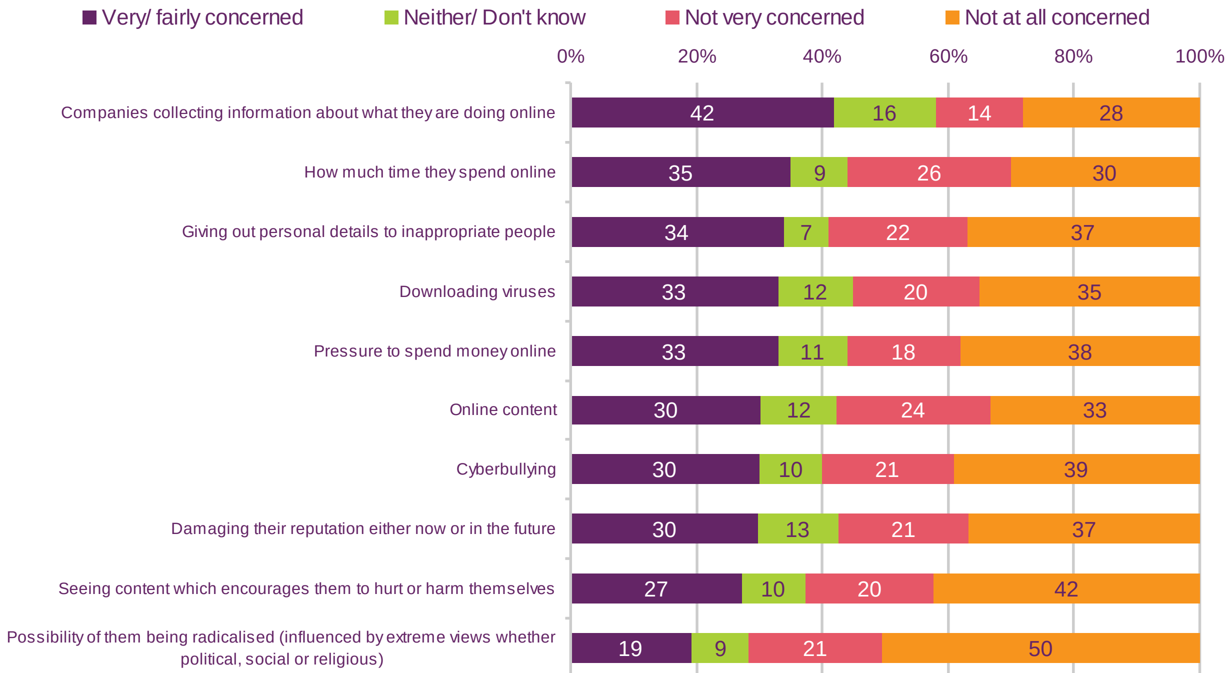
A minority of parents say they have concerns about their child's online activities

Figure 99 below summarises, in ranked order, the ten concerns that parents of 5-15s who use the internet at home or elsewhere were asked about. A minority of parents of 5-15s are concerned (either very or fairly) about each of these aspects of their child's internet use.

More than four in ten parents of 5-15s are concerned about companies collecting information about what their child is doing online (42%), while a third are concerned about how much time their child spends online (35%), their child giving out details to inappropriate people (34%), downloading viruses (33%), or the pressure on their child to spend money online (33%). Three in ten are concerned about the content of the websites their child visits (30%), cyberbullying (30%) or about their child damaging their reputation (30%). More than one in four are concerned about their child seeing content online that encourages them to harm themselves (27%) and one in five are concerned about the possibility of their child being radicalised online (19%).

Subsequent figures in this section show each of these ten concerns over time, among parents of 3-4s, 5-7s, 8-11s and 12-15s. In summary, since 2015, and where it is possible to make a comparison[85], parents of 5-15s are more likely to be concerned about six of these: companies collecting information about their child, time spent online, the pressure to spend money, online content, their child damaging their reputation and seeing content which encourages them to harm themselves.

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)

[85] The following aspect was included in the study in 2016, so no trend data are available: "the possibility of them being radicalised online (influenced by extreme views whether political, social or religious)"

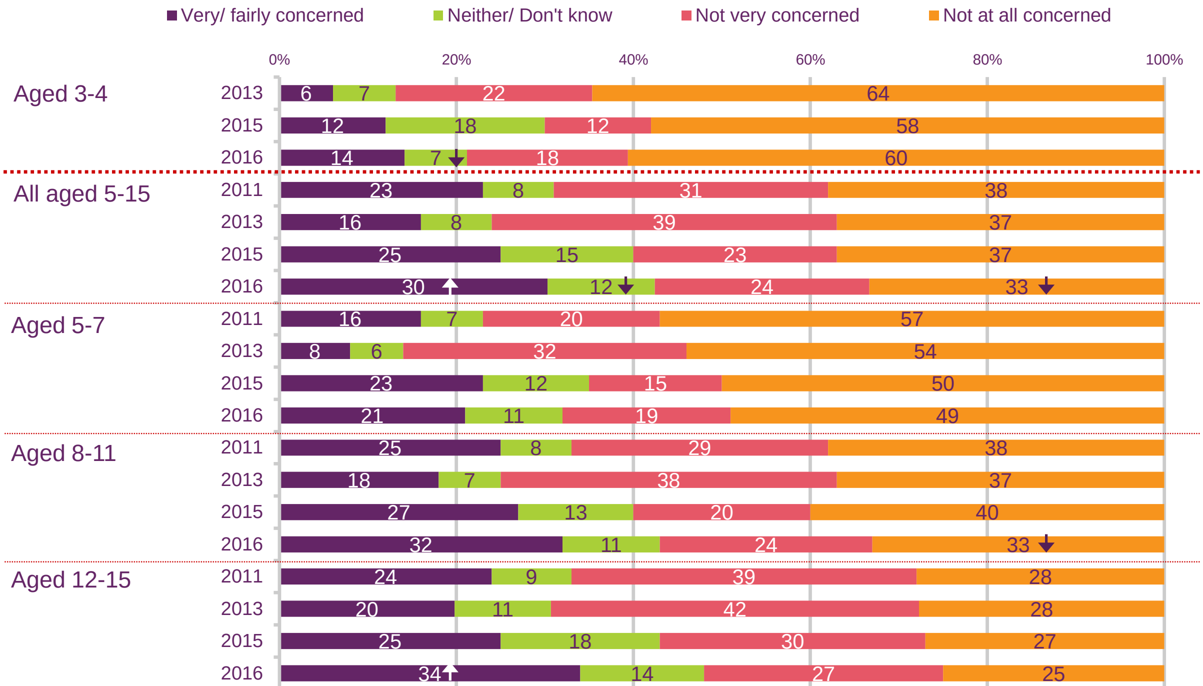
Three in ten of parents of 5-15s are concerned about the online content their child is exposed to, an increase since 2015

As we saw earlier, parents of children aged 3-4 and 5-15 who go online were asked about the extent of their concerns relating to online content, as shown in Figure 100.

While one in seven parents of 3-4s who go online (14%) are concerned about the content of the websites their child visits, this doubles to three in ten (30%) for parents of 5-15s. Among parents of 5-15s, concern is higher for 8-11s (32%) and 12-15s (34%) than for 5-7s (21%).

Parents of 5-15s are more likely than in 2015 to say they are concerned (30% vs. 25%) with this increase in concern seen among parents of 12-15s. Parents of 8-11s, while no more likely to be concerned, are now less likely to say they are 'not at all' concerned (33% vs. 40%).

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

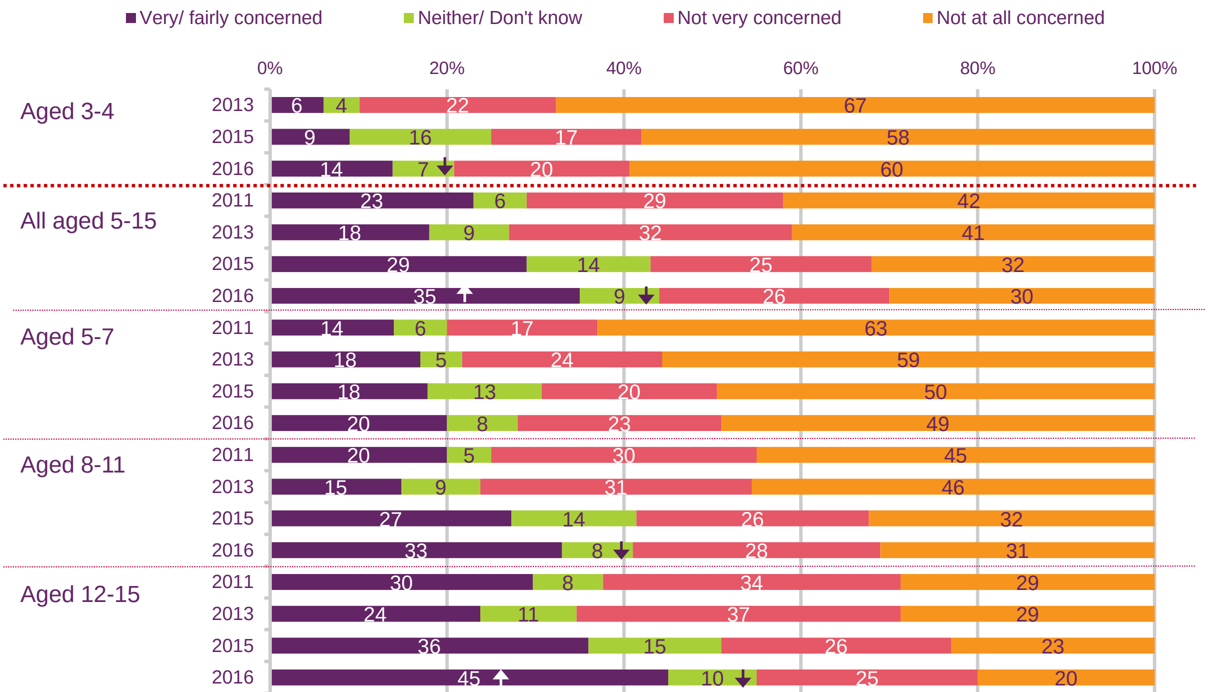
Parents of 12-15s who go online are more likely than in 2015 to say they are concerned about the time their child spends online

As summarised at the start of this section, parents whose child goes online were also asked about the extent to which they were concerned about the length of time their child spends online. As shown in Figure 101, parental concern increases with the age of the child: from one in seven parents of 3-4s who go online (14%) to close to half of parents of 12-15s (45%).

Parents of 12-15s are as likely to say they are 'very' or 'fairly' concerned (45%) as they are to say they are 'not very' or 'not at all' concerned (45%). For all other age groups parents are more likely to say they are not concerned rather than concerned.

Parents of 5-15s whose child goes online are more likely than in 2015 to say they are concerned about how much time their child spends online (35% vs. 29%); this increase in concern is also evident among parents of 12-15s (45% vs. 36%).

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

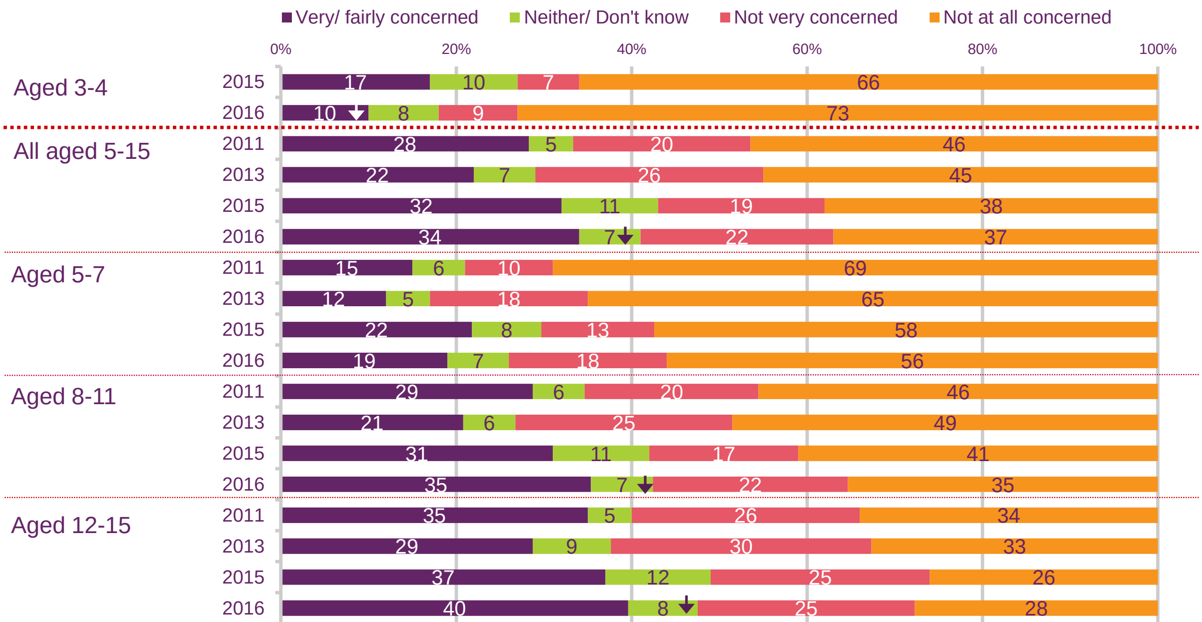
A third of parents of children aged 5-15 are concerned that their child may be giving out personal details to inappropriate people

Parents of 5-15s who go online were asked how concerned they were about their child giving out personal information online to inappropriate people, as shown in Figure 102.

One in ten parents of 3-4s (10%) and one-third (34%) of parents of children aged 5-15 are concerned that their child may be giving out personal details to inappropriate people.

Parents of 8-11s (35%) and 12-15s (40%) are more likely to be concerned than parents of 3-4s (10%) or 5-7s (19%). Parents of 5-15s are no more likely than in 2015 to say they are concerned, while parents of 3-4s are less likely to be concerned (10% vs. 17% in 2015).

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



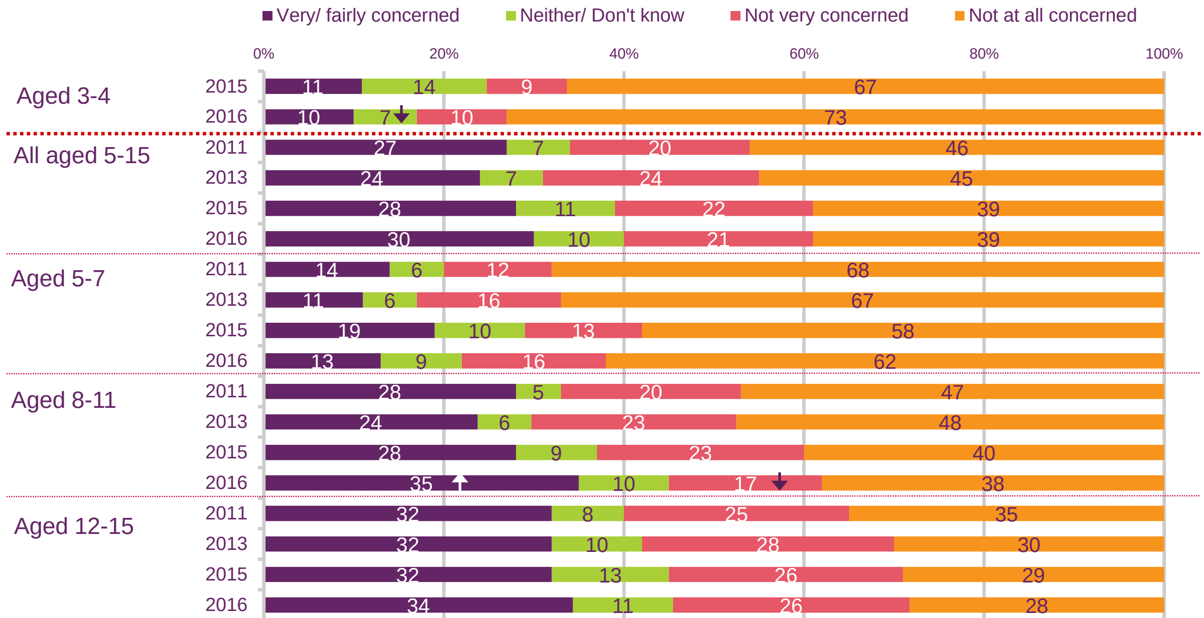
QP51D – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (prompted responses, single-coded)
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

A third of parents of 12-15s whose child goes online are concerned about online bullying

Three in ten (30%) parents of 5-15s and one in ten parents of 3-4s (10%) are concerned about their child being bullied online. These incidences are unchanged since 2015. However, parents of 8-11s are more likely to be concerned about online bullying (35% vs. 28%).

As shown in Figure 103, concern about online bullying is more likely among parents of 8-11s (35%) and 12-15s (34%) than among parents of 3-4s (10%) and 5-7s (13%).

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.

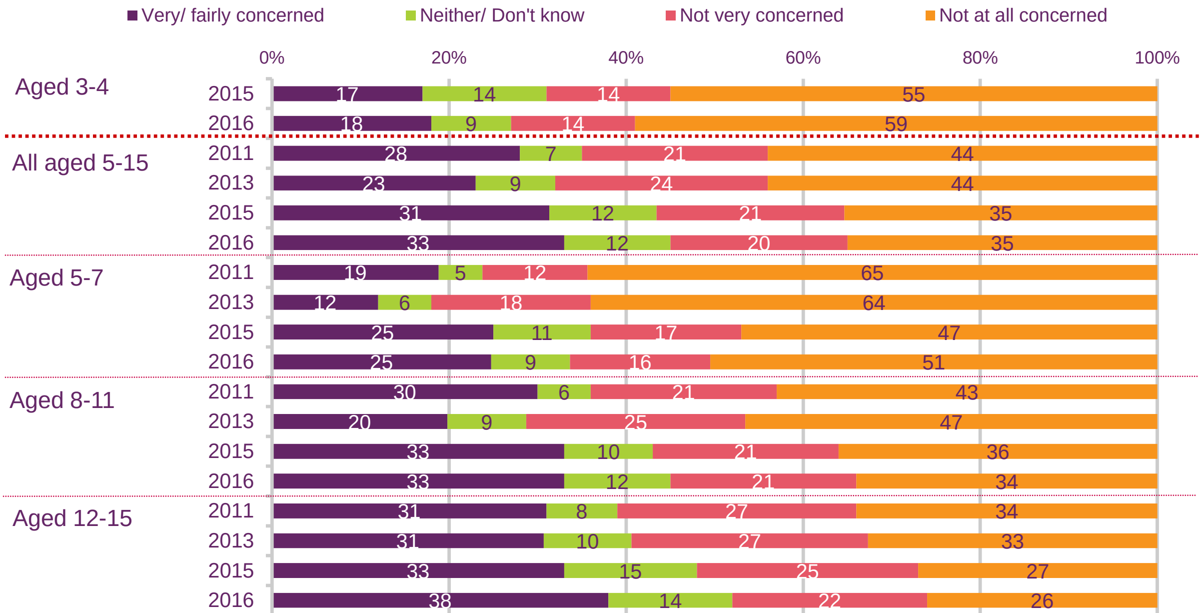
A third of parents of 5-15s are concerned about their child downloading viruses

Parents of 3-4s and 5-15s who use the internet at home or elsewhere were asked how concerned they were about their child downloading viruses or other harmful software as a result of their online activity. The findings are shown in Figure 104.

One-third of parents of 5-15s (33%) are concerned about their child downloading viruses or other harmful software as a result of their online activity. As in 2015, concern is more likely among parents of 8-11s (33%) and 12-15s (38%) than among parents of 3-4s (18%) and 5-7s (33%).

Since 2015 there has been no change in the extent of parental concern about this aspect for any age group of child.

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



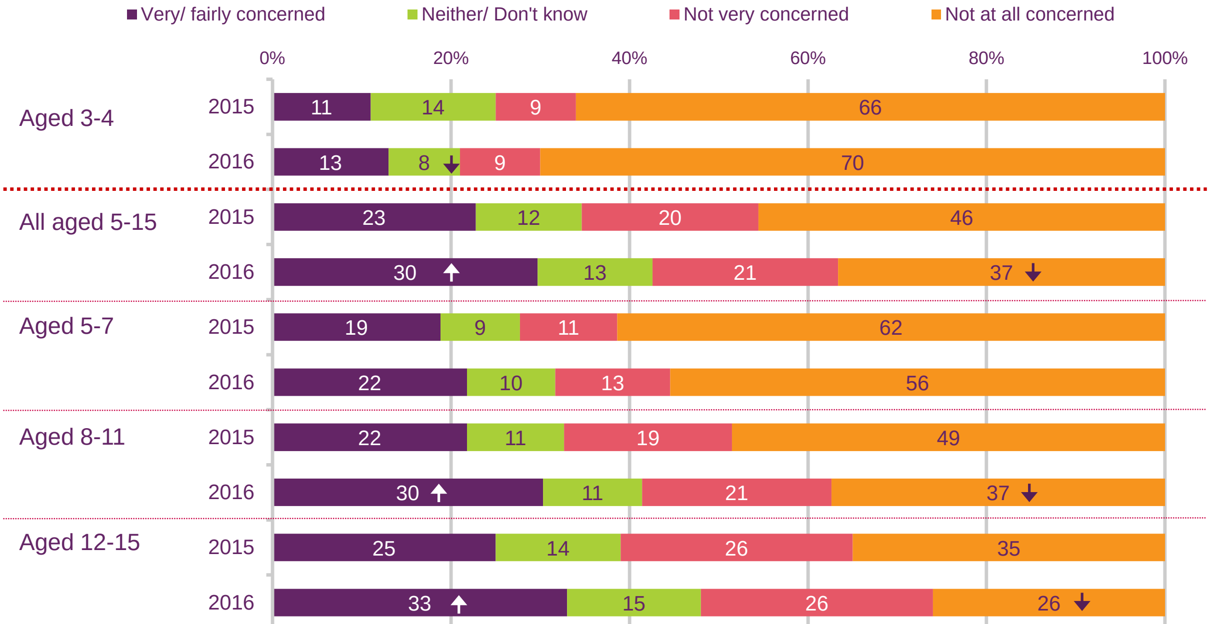
QP51C - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (prompted responses, single coded)* Wording amended to include apps 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

Three in ten parents of 5-15s are concerned about their child damaging their reputation as a result of their online activities, an increase since 2015

Three in ten (30%) parents of 5-15s who go online are concerned about their child damaging their reputation, either now or in the future, as a result of their online activities, as shown in Figure 105. Concern is lower among parents of 3-4s (13%) and 5-7s (22%) than among parents of 8-11s (30%) or 12-15s (33%).

Since 2015, parents of older children are more likely to say they are concerned (30% vs. 22% for 8-11s and 33% vs. 25% for 12-15s). Parents of 3-4s are less likely to be concerned (11% vs. 18%), while parents of 12-15s are less likely to be 'not at all' concerned (35% vs. 43%).

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



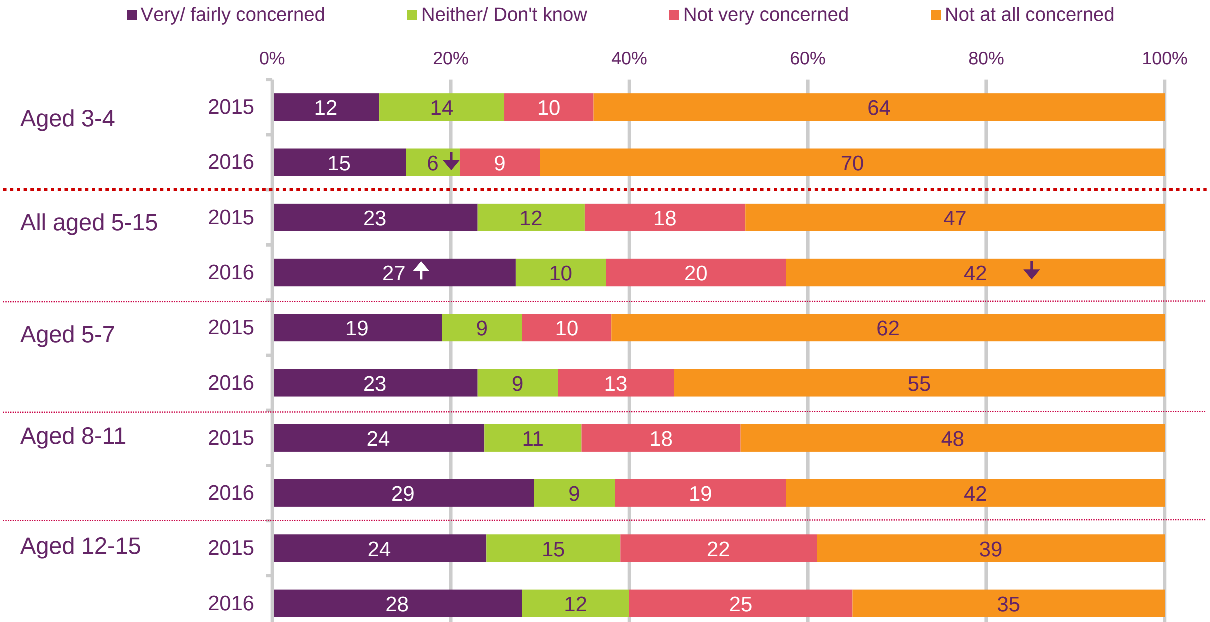
QP51F - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Damaging their reputation either now or in the future
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance testing shows any difference between 2015 and 2016

More than one in four parents of 5-15s are concerned about their child seeing content which encourages them to harm themselves

One in seven parents of 3-4s (15%) and more than one in four parents of 5-15s who go online (27%) are concerned about their child seeing content which encourages them to hurt or harm themselves, as shown in Figure 106.

Concern is at a similar level for 5-7s (23%), 8-11s (29%) and 12-15s (28%). Since 2015, parents of 5-15s are more likely to say they are concerned (27% vs. 23%) although this is not attributable to any particular age group.

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

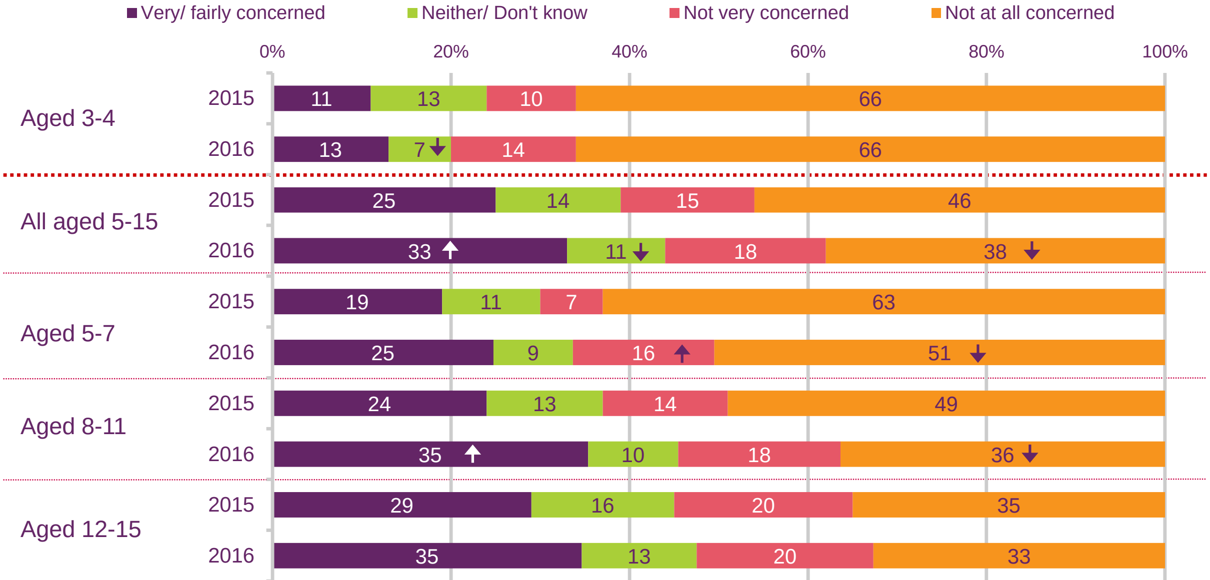
Since 2015, parents of 5-15s are more likely to be concerned about their child being pressured to spend money online

Parents of children aged 3-4 and 5-15 who go online were asked about the extent of any concern regarding their child being put under pressure to spend money online. The results are shown in Figure 107.

A third of parents of 5-15s (33%) are concerned about their child being put under pressure to spend money online. Concern is higher among parents of 8-11s (35%) and 12-15s (35%) and lower for parents of 3-4s (13%) and 5-7s (25%).

Since 2015, parents of 5-15s are more likely to say they are concerned (33% vs. 25%); this increase is also seen among parents of 8-11s (35% vs. 24%). Parents of 5-7s are less likely than in 2015 to say they are 'not at all' concerned (51% vs. 63%), but this decrease is countered by an increase in the proportion saying they are 'not very' concerned.

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



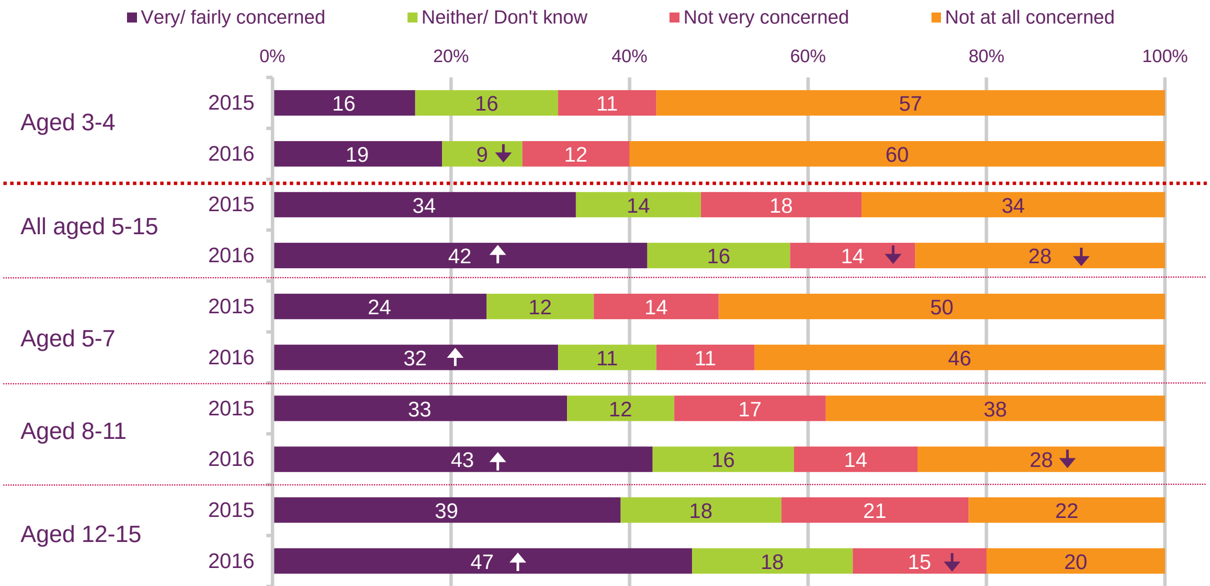
QP51H - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The pressure on them to spend money online
Base: Parents of children who go online (272 aged 3-4, 1168 aged 5-15, 264 aged 5-7, 444 aged 8-11, 460 aged 12-15 in 2016). Significance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

Parents of 5-15s are more likely than in 2015 to be concerned about companies collecting information about what their child is doing online

As shown in Figure 108, 42% of parents of 5-15s who go online are concerned about companies collecting information about what their child is doing online (e.g. what they have been looking at online/ sites they have visited, etc.). Like several other measures reported so far, concern is higher among parents of 8-11s (43%) and 12-15s (47%) than among parents of 3-4s (19%) and parents of 5-7s (32%).

Levels of concern are unchanged since 2015 among parents of 3-4s, while parents of 5-15s are more likely to say they are concerned (42% vs. 34%). This increase in concern is seen among parents of 5-7s (32% vs. 24%), 8-11s (43% vs. 33%) and 12-15s (47% vs. 39%).

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



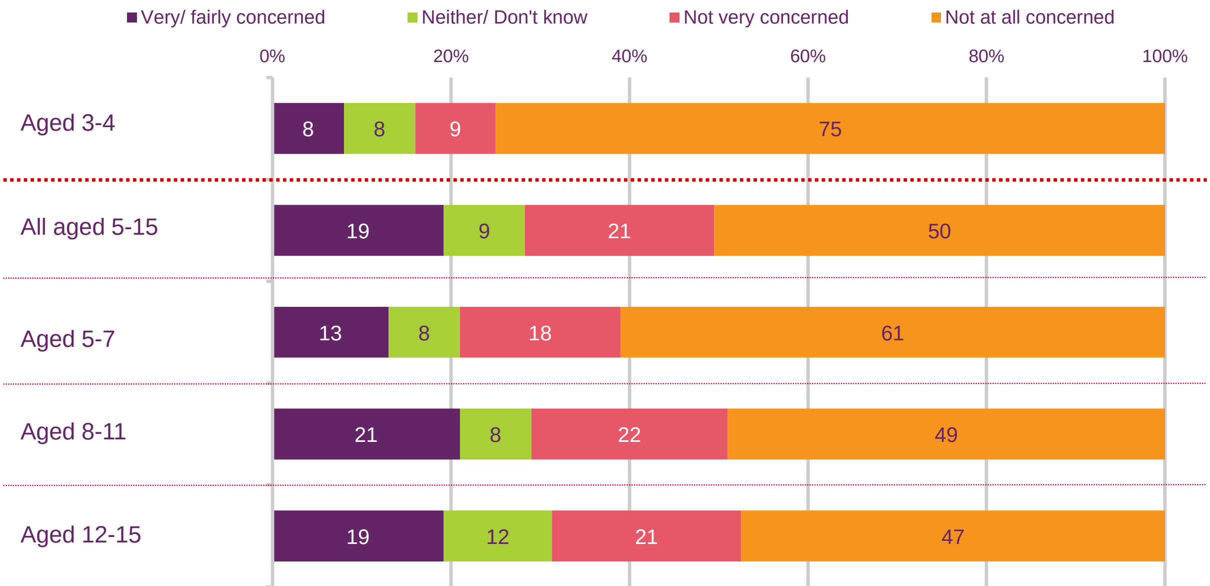
QP51I - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.)
Base: Parents of children who go online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

One in five parents of 5-15s who go online are concerned about the potential for their child to be radicalised online

In 2016, parents of 3-4s or 5-15s who go online were asked about the extent to which they were concerned about the possibility of their child being radicalised online (e.g. influenced by extreme views, whether political, social or religious).

Overall, a majority of parents of 3-4s, 5-7s, 8-11s and 12-15s say they are not concerned ('not very' or 'not at all' concerned). One in five parents of 5-15s (19%) say they are concerned, and this is more likely for parents of 8-11s (21%) or 12-15s (19%) than for parents of 3-4s (8%) and 5-7s (13%).

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

Parental concerns about mobile phones

A minority of parents express concerns about their child's mobile phone use

Parents of 3-15s[86] whose child has their own mobile phone were asked their concerns about their child's mobile phone use. For those parents whose child has a smartphone or other type of internet-enabled mobile phone, the online concerns covered in the preceding section are also relevant. There are, however, specific concerns relating to the portable and personal nature of mobile phones. These concerns relate to:

- whom their child is in contact with via their mobile phone;
- how much time their child spends using their mobile phone;
- their child being bullied via calls/ texts/ emails/ messages to their phone; and
- use of location-based services that share their child's location with other people (asked of those whose child has a smartphone).

In summary, a minority of parents of 8-11s and 12-15s say they have concerns about these aspects of their child's mobile phone use. Concern does not vary by the age of the child for three of the four concerns, but parents of 12-15s are more likely than parents of 8-11s to be concerned about the time their child spends using their phone (33% vs. 22%).

Subsequent figures in this section show the trends for each of these four concerns over time among parents of 8-11s and 12-15s. In summary, since 2015, concerns are unchanged for two of the four measures. The exceptions are that parents of 8-11s are now more likely to say they are concerned about whom their child is in contact with via their mobile (24% vs. 14% in 2015), while parents of 8-11s (34% vs. 22%) and 12-15s are now more likely to be concerned about their child being bullied via their phone (30% vs. 23%).

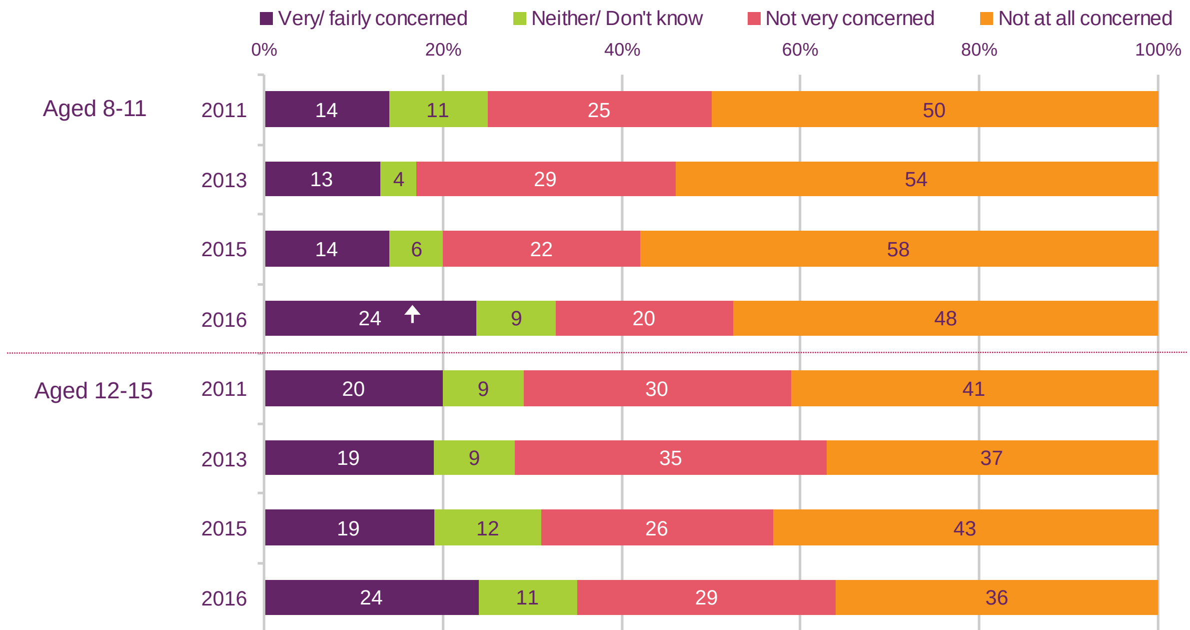
A quarter of parents of 8-15s are concerned about whom their child is in contact with on their mobile phone

Figure 110 shows responses from parents of 8-11s and 12-15s regarding concerns about whom their child may be in contact with via their mobile phone.

Although parents of 8-11s (24%) and 12-15s (24%) are equally concerned about whom their child may be in contact with via their mobile phone, parents of 8-11s (48%) are more likely than parents of 12-15s (36%) to say they are 'not at all' concerned. Since 2015, parents of 8-11s are more likely to say they are concerned about whom their child is in contact with (24% vs. 14%).

[86] Too few 3-4s or 5-7s have a mobile phone to include their results in this section

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

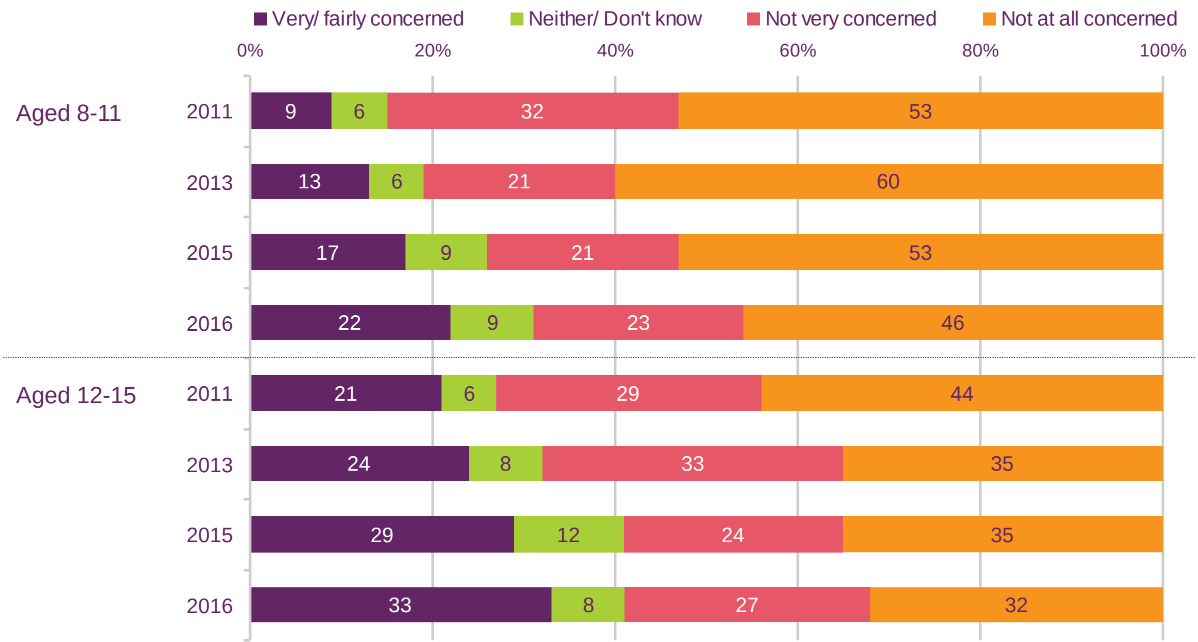
One in three parents of 12-15s are concerned about how much time their child spends using their mobile phone

Figure 111 shows responses from parents of 8-11s and 12-15s regarding concerns about how much time their child spends using their mobile phone, as summarised at the beginning of this section.

Parents of 8-11s and 12-15s are more likely to say they are not concerned than concerned about this aspect of their child's mobile phone use, with concern higher among parents of 12-15s (33%) than among parents of 8-11s (22%).

There has been no change in these incidences since 2015. However, concerns have increased among parents of 8-11s and 12-15s since 2011.

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



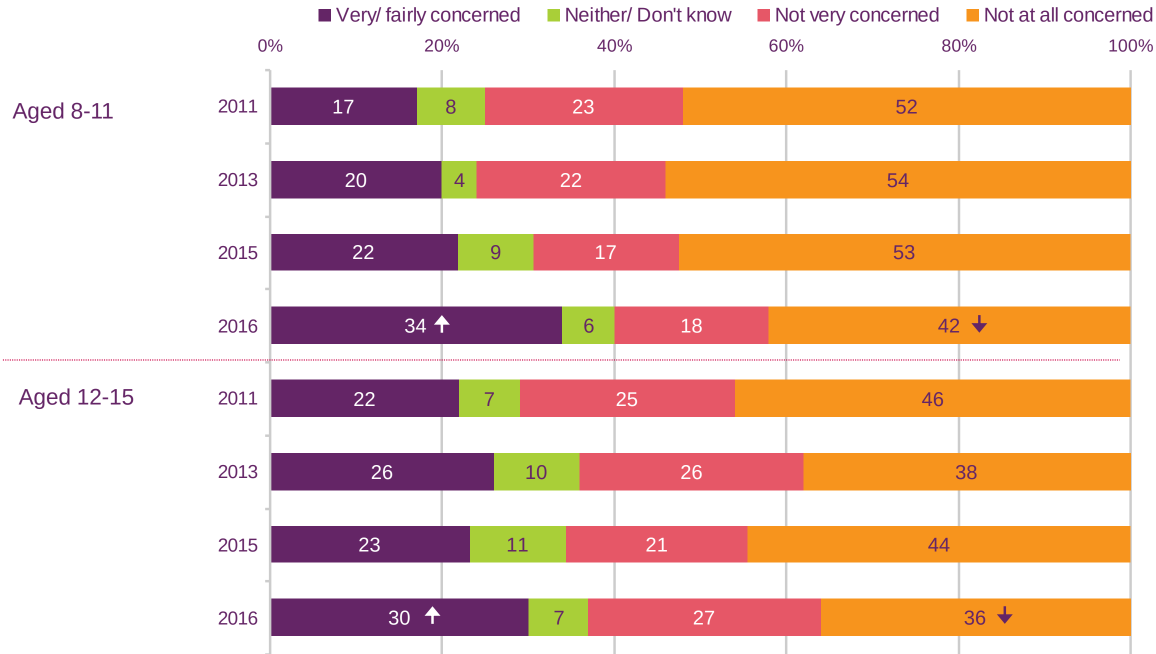
QP60A – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use – How much time they spend using the phone? (prompted responses, single-coded)
Base: Parents of children whose child has their own mobile phone (191 aged 8-11, 401 aged 12-15 in 2016). Significance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

Around three in ten parents of 8-11s and 12-15s say they are concerned about their child being bullied through their mobile phone, an increase since 2015

Parents of children aged 5-15 with their own mobile phone were asked about the extent of their concern about their child being bullied via calls/ texts/ emails/ messages to their mobile phone. The responses are shown in Figure 112.

One in three parents of 8-11s (34%) and three in ten parents of 12-15s (30%) say they are concerned about their child being bullied through their mobile phone. Both of these incidences have increased since 2015, from 22% and 23% respectively.

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.

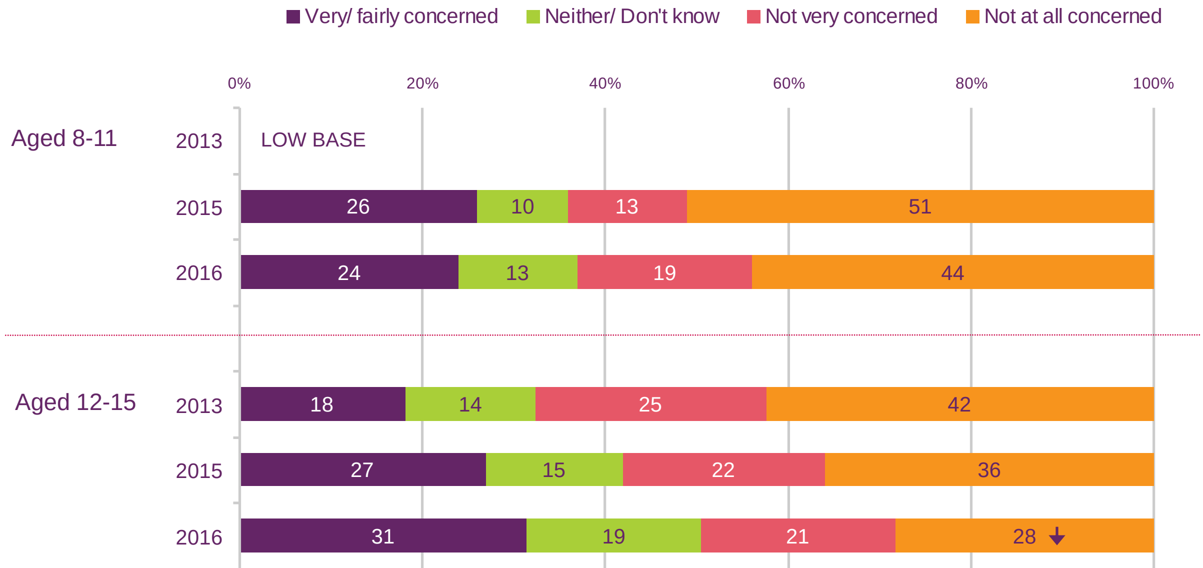
A quarter of parents of 8-15s whose child has a smartphone are concerned about their child's use of location-based services

Parents of children aged 8-11 and 12-15, whose child has a smartphone, were asked about the extent to which they were concerned about their child's use of location-based services that share their child's location with other people (e.g. other users of the service or their social network contacts), as shown in Figure 113.

As with other concerns regarding mobile phones, parents whose child has a smartphone are more likely to say they are unconcerned (as opposed to concerned) about their child's use of location-based services, with parents of 8-11s (24%) as likely to be concerned as parents of 12-15s (31%).

While both these incidences are unchanged since 2015, parents of 12-15s are now less likely to say they are 'not at all' concerned (28% vs. 36% in 2015).

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



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.

Parental concerns about gaming

A minority of parents express concerns relating to their child's game playing

Parents whose child plays games on any type of device were asked about six concerns relating to their child's gaming. Some of the online concerns outlined earlier may also apply here, given the online nature of some types of gaming. This section therefore looks in detail at those concerns more likely to be generally related to gaming:

- the content of the games the child is playing;
- how much time the child spends gaming;
- the pressure on the child to make in-game purchases, e.g. for additional points or tokens, levels, game upgrades or add-ons;
- the possibility of their being bullied by other players;
- the amount of advertising in games; and
- with whom they are playing (asked of those whose child plays online games).

In summary, a minority of parents of 3-4s and 5-15s say they have concerns about these aspects of their child's gaming.

Where possible, subsequent figures in this section show the trend over time for each of these six concerns among parents of 3-4s, 5-7s, 8-11s and 12-15s.

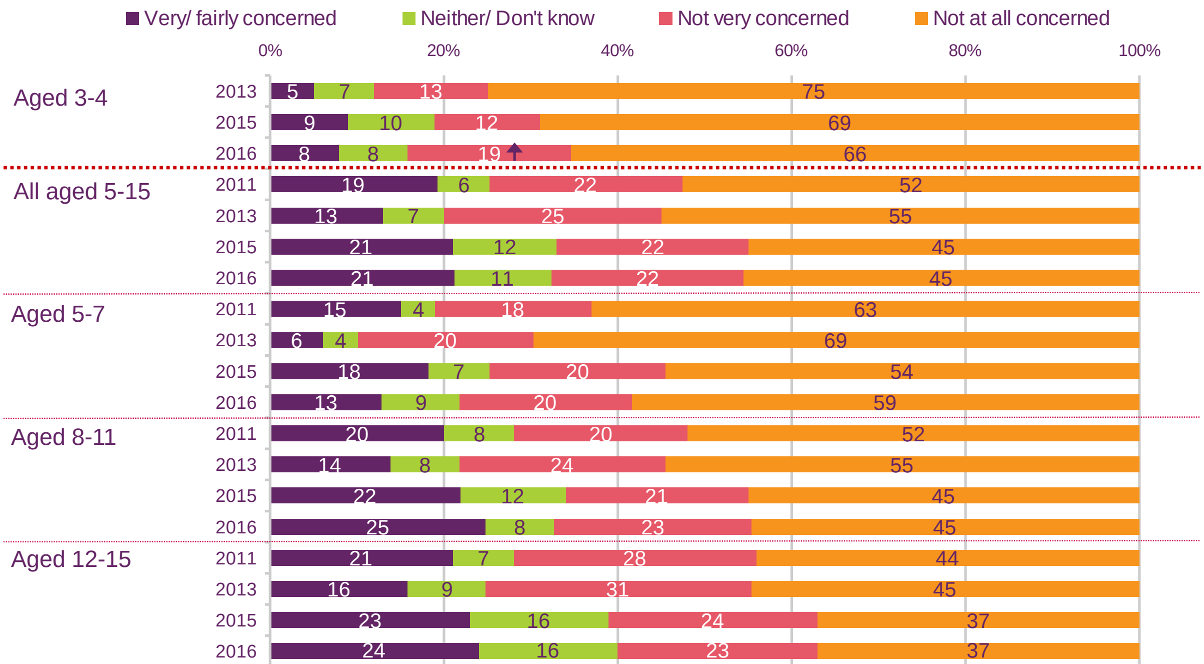
Parents of 3-4s are as likely as in 2015 to be concerned about each of these aspects of their child's gaming. However, parents of 5-15s are now more likely to be concerned about the possibility of their child being bullied, about the pressure to make in-game purchases and on the time their child spends gaming. Parents of 5-15s are now less likely to be concerned about the amount of advertising in games.

Parents of 8-11s and 12-15s who play games are more likely than parents of younger children to say they are concerned about the gaming

As discussed earlier and shown in Figure 86 to Figure 89, parents of children aged 3-4 and aged 5-15 who ever play games through a gaming device were asked how concerned they were about the content of the games that their child played. In addition to showing responses (Figure 114) among parents of 3-4s and 5-15s, responses are also broken out among parents of 5-7s, 8-11s and 12-15s.

A majority of parents of children in each age group say they are not concerned about the content of the games that their child plays. Parents of 3-4s (8%) or 5-7s (13%) are less likely to be concerned than parents of 8-11s (25%) or 12-15s (24%). As discussed earlier (Figure 88 and Figure 89), since 2015 there has been no change in the extent of concern regarding gaming content among parents of 3-4s, 5-7s, 8-11s or 12-15s.

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



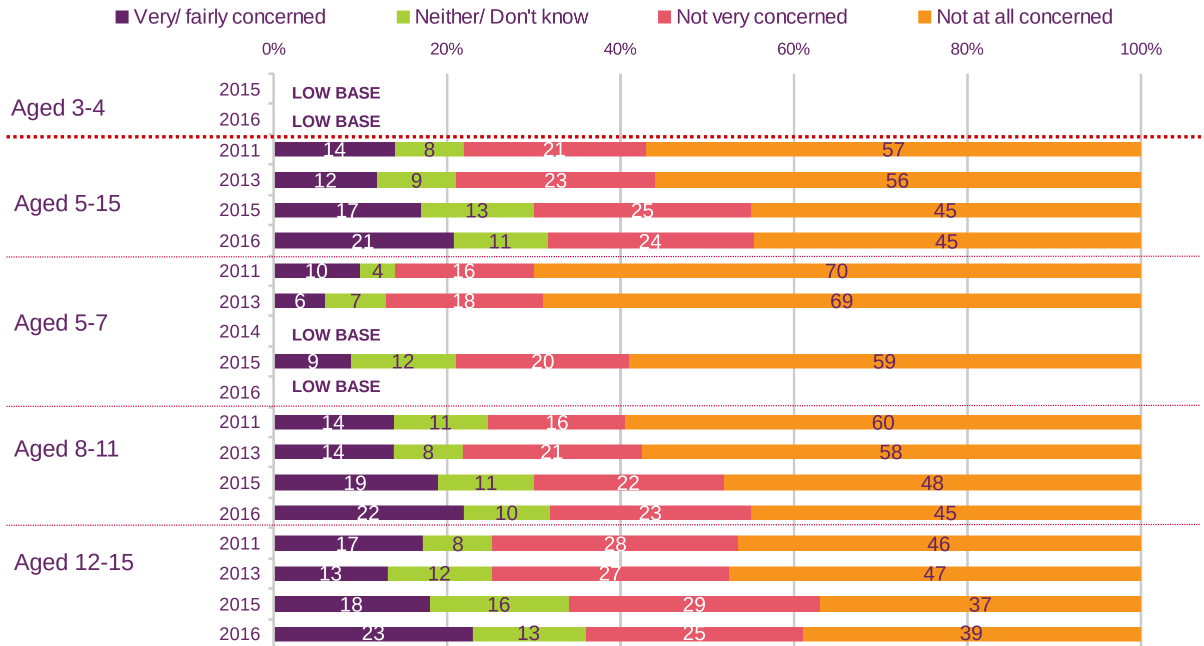
QP74A – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means- The content of the games they are playing (prompted responses, single coded)
Base: Parents whose child ever plays games (296 aged 3-4,1067 aged 5-15, 283 aged 5-7, 416 aged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

One in five parents of 5-15s say they are concerned about whom their child is playing online games with

Parents of children who ever play games online through a gaming device were asked how concerned they were about whom their child may be playing online games with.

As shown in Figure 115, one in five parents of 5-15 year olds (21%) say they are concerned about whom their child is playing online games with through the games player. Parents of 8-11s (22%) are as likely as parents of 12-15s (23%) to be concerned about this aspect of their child's gaming[87]. Parental concern is unchanged since 2015, where it is possible to make a comparison.

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.

[87] The base for parents of children aged 3-4 and 5-7 who play games online is too low for analysis in 2016

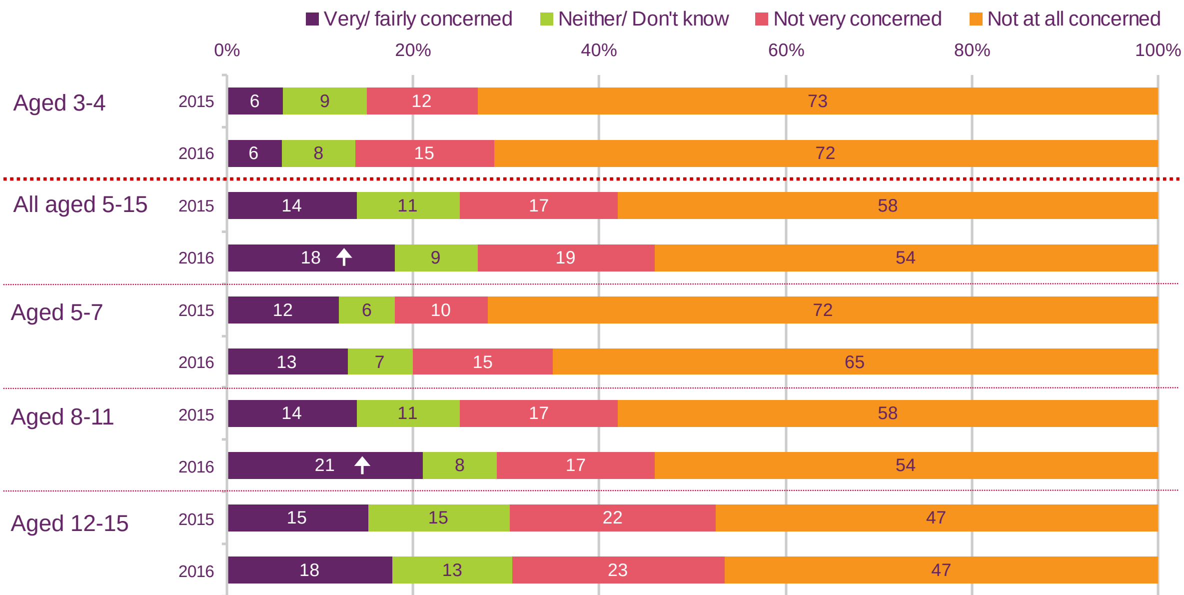
Parents of 5-15s are more likely than in 2015 to say they are concerned about their child being bullied when gaming

Parents whose child ever plays games through a gaming device, at home or elsewhere, were asked how concerned they were about the possibility of their child being bullied by other players. Responses from parents of children in each age group are shown in Figure 116.

Levels of concern about their child being bullied by other players are lower among parents of 3-4s (6%) than 5-15s (18%).

Since 2015, concern is unchanged among parents of 3-4s, while parents of 8-11s (21% vs. 14%) are more likely to say they are concerned.

Figure 116: Parents' concerns about the possibility of the child being bullied by other players: 2015 and 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.

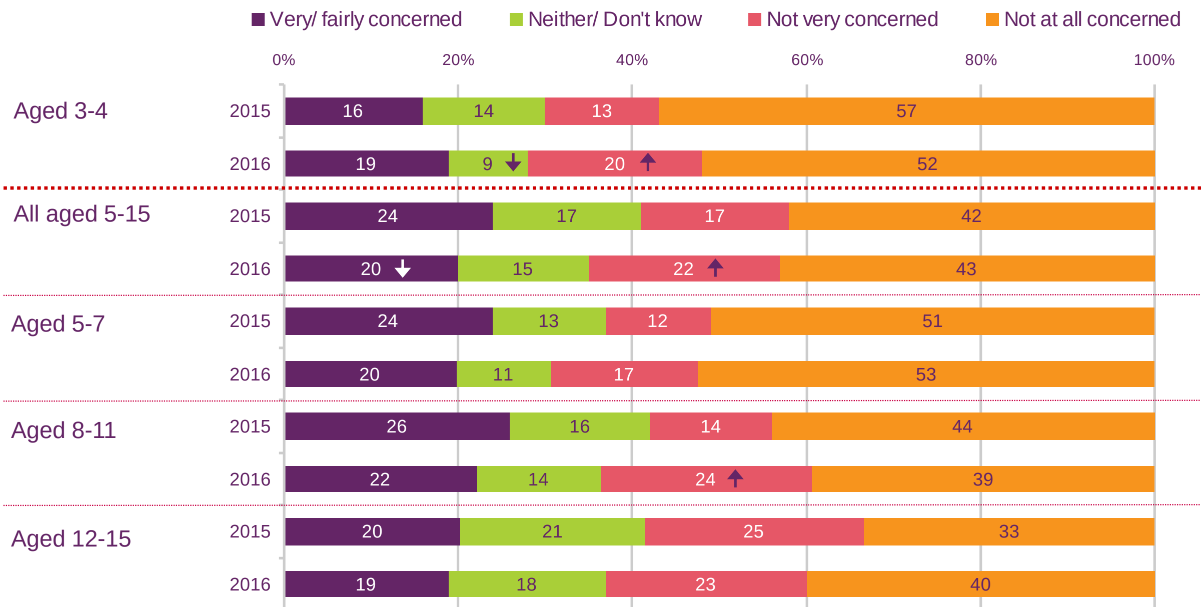
One in five parents of 5-15s are concerned about the amount of advertising in games

Since 2015, parents have been asked about the extent to which they are concerned about the amount of advertising in games. The results are shown in Figure 117.

One in five parents of 3-4s (19%) or 5-15s (20%) whose child plays games say they are concerned about the amount of advertising in games. While this incidence does not vary by age, parents of 3-4s (52%) and 5-7s (53%) are more likely to say they are 'not at all' concerned, compared to parents of 8-11s (39%) or 12-15s (40%).

Since 2015, parents of 5-15s are less likely to say they are concerned (20% vs. 24%).

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

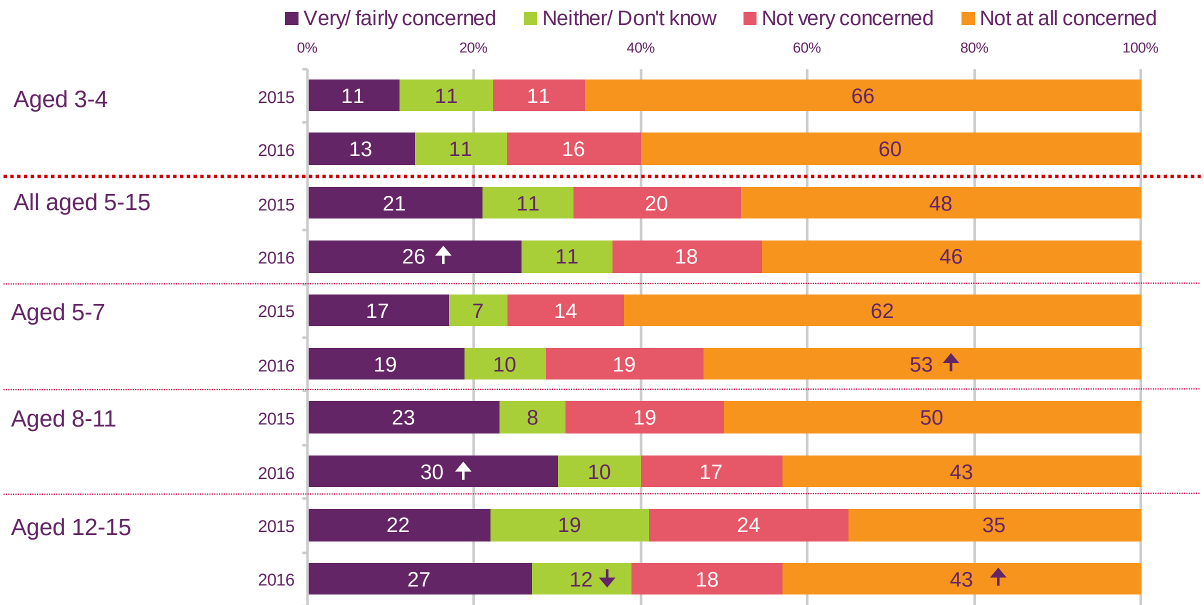
One in four parents of 5-15s who play games are concerned about the pressure on their child to make in-game purchases

As shown in Figure 118, twice as many parents of 5-15s (26%) are concerned about the pressure on their child to make in games purchases (for things like access to additional points, tokens or levels or for game upgrades or add-ons) compared to parents of 3-4s (13%).

Concern is higher for parents of 8-11s (30%) and 12-15s (27%) than for parents of 3-4s (13%) or 5-7s (19%).

Parents of 5-15s are more likely than in 2015 to say they are concerned (26% vs. 21%); this is attributable to parents of 8-11s (30% vs. 23%). While parents of 12-15s are no less likely to say they are concerned, they are more likely to say they are 'not at all' concerned (43% vs. 35%).

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.

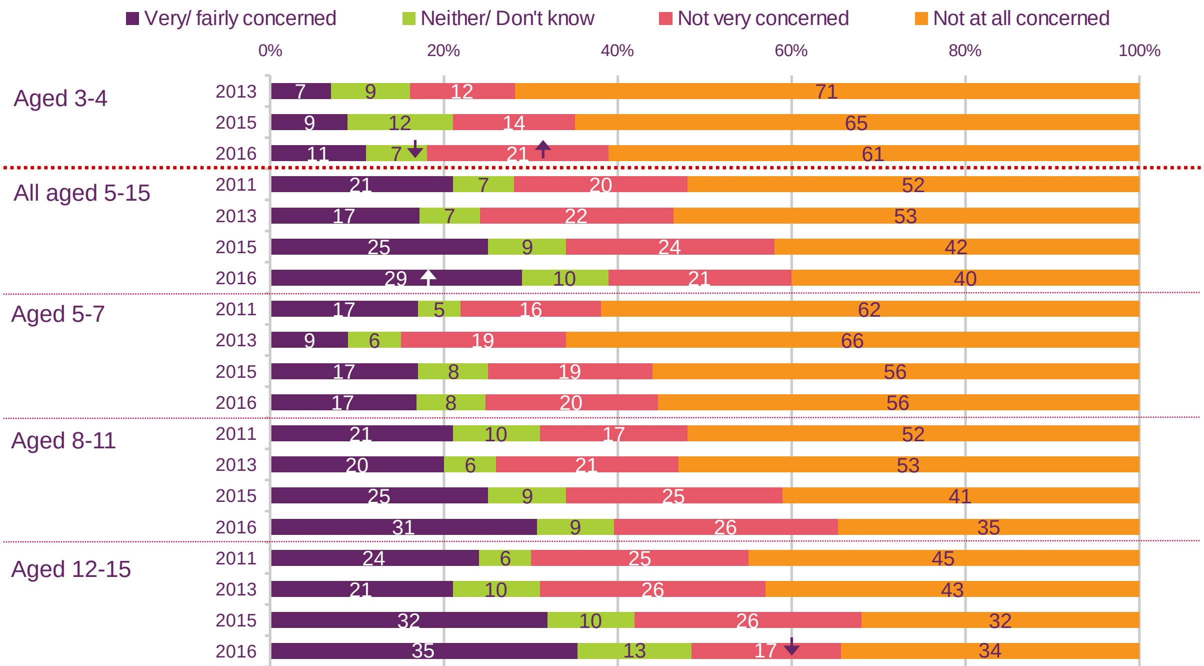
Three in ten parents of 5-15s whose child plays games say they are concerned about how much time their child spends gaming

Figure 119 shows responses from parents of 3-4s and 5-15s whose child plays games, regarding concerns about how much time their child spends playing games, as summarised earlier in this section.

One in ten parents of 3-4s (11%) and three in ten (29%) parents of 5-15s are concerned about the time their child spends playing games. Concern is lower among parents of 3-4s (11%) and 5-7s (17%) compared to 8-11s (31%) and 12-15s (35%).

Since 2015, parents of 5-15s are more likely to say they are concerned about how much time their child spends gaming (29% vs. 25%), although this is not attributable to any particular age group.

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.

Differences by gender and socio-economic group

Parents of girls aged 12-15 whose child goes online are more likely than parents of boys to say they have concerns about their child's internet use

There are a number of differences by gender in parental attitudes and concerns: these are summarised below:

Screen time seems to be more of an issue for parents of boys than of girls. Parents of boys aged 8-11 (37%) are more likely than parents of girls (26%) to agree that "I find it hard to control my child's screen time", and are also more likely than parents of girls to say they are very concerned (13% vs. 7%) about how much time their child spends online. Parents of boys aged 12-15 (41%) are more likely than parents of girls (29%) to agree that "My child's screen time gets in the way of family time".

Parents of girls are more likely to have concerns about content than parents of boys. Parents of girls aged 5-7 are more likely than parents of boys to say they are concerned (35% vs. 23%) about the content of the TV advertising that their child sees, while parents of boys aged 3-4 whose child goes online are more likely than parents of girls to say they are 'not at all' concerned (67% vs. 53%) about the content on the websites or the apps that their child visits.

Parents of girls are also more likely than parents of boys to have concerns about their child's internet use. Parents of girls aged 8-11 whose child goes online are more likely to say they are concerned about their child damaging their reputation now or in the future (35% vs. 26% for boys). Parents of girls aged 12-15 whose child goes online are more likely to be concerned than parents of boys about: their child giving out their personal details online to inappropriate people (44% vs. 34%), their child being bullied online (39% vs. 29%), their child damaging their reputation either now or in the future (38% vs. 28%), and their child seeing content online which encourages them to hurt or harm themselves (33% vs. 22%).

Parents of girls aged 12-15 are also more likely to say they are concerned about how much time their child spends using their phone (38% vs. 27% for boys)[88].

In contrast, parents of boys aged 12-15 who go online are more likely than parents of girls to say they are not concerned '(not very or 'not at all') about their child being radicalised online (74% vs. 64% for girls). Parents of boys aged 12-15 whose child has a mobile phone are also more likely than parents of girls to say they are 'not at all' concerned about whom their child is in contact with through their mobile phone (44% vs. 29% for girls) or about their child being bullied via calls, texts, emails or messages on their phone (42% vs. 30% for girls).

Parents of boys are more likely than parents of girls to have concerns about gaming. Parents of boys aged 8-11 and 12-15 whose child plays games are more likely than parents of girls to be concerned about: the content of the games they are playing (30% vs. 18% for 8-11s, and 31% vs. 14% for 12-15s), how much time they spend playing games (37% vs. 23% for 8-11s and 46% vs. 21% for 12-15s) and on the pressure on their child to make in-game purchases (35% vs. 23% for 8-11s and 34% vs. 18% for 12-15s).

Conversely, parents of girls aged 8-11 (63% vs. 46%) and 12-15 (56% vs. 39%) whose child plays games are more likely than parents of boys to say they are 'not at all' concerned about the possibility of their child being bullied by other players, while parents of girls aged 12-15 are more likely than parents of boys to say they are 'not at all' concerned (49% vs. 34%) about the amount of advertising in games.

[88] There are too few children aged 8-11 to analyse the results for this age group by gender

Parents of 5-15s in DE households whose child goes online are more likely to be unconcerned about how much time their child spends online

There are fewer differences by household socio-economic group.

Compared to the average, parents of children aged 5-15 in DE households who go online are more likely to agree with the statement “My child knows more about the internet than I do” (60% vs. 48%) and are more likely to disagree that “I feel I know enough to help my child to manage online risks” (17% vs. 13%).

Compared to the average for 5-15s (30%), parents in DE households whose child goes online (37%) are more likely to say they are not at all concerned about how much time their child spends online

Parents of 5-15s in AB households whose child plays games online are less likely than all to say they are concerned about whom their child is gaming with (13% vs. 21%) while parents of 5-15s in AB households whose child plays games are less likely, compared to all, to say they are concerned about their child being bullied by other players (11% vs. 18%).

Section 10

Parental mediation

This chapter provides an overview of how parents are mediating their children's access and use of media, with a particular focus on their use of the internet.

It examines in detail four approaches to online mediation: regularly talking to children about managing online risks, rules about children's online activities, supervision when online, and awareness and use of technical tools.

This chapter also explores how parents and children learn about online mediation and managing online risks. It then looks at approaches to mediation across the other media children use, including parental controls and rules for mobile phones, gaming and television services.

Key findings

- Parents use a combination of approaches to mediate their child's access and use of online content and services, including: regularly[89] talking to their children about managing online risks, using technical tools, supervising their child, and using rules or restrictions. Four in ten parents of 5-15s whose child ever goes online use all four types of approach (40%), but this is less likely among parents of 3-4s (15%). Nearly all parents of 3-4s (99%) and 5-15s (96%) use at least one of these approaches. One per cent of parents of 3-4s, and 4% of parents of 5-15s, do not therefore mediate their child's internet use in any of these ways, rising to 8% for parents of 12-15s.
- A majority of parents of both 3-4s and 5-15s who have home broadband and whose child goes online are aware of home network-level content filters (65% for 3-4s and 58% for 5-15s) and around a third use them (33% for parents of 3-4s and 31% for parents of 5-15s).
- Levels of awareness are similar for parental control software (software set up on a particular device used to go online, e.g. Net Nanny, McAfee Family Protection), at 61% among parents of 3-4s and 59% among parents of 5-15s. However, parents of 3-4s and 5-15s are both less likely to use parental control software than they are to use home network-level filters (24% vs. 33% for 3-4s and 27% vs. 31% for 5-15s).
- Awareness and use of each type of content filter is unchanged since 2015 for parents of 3-4s. Awareness of each content filter is also unchanged for parents of 5-15s, although they are more likely to say they use parental control software (27% vs. 23%) and home network level content filters (31% vs. 26%), with use of this latter content filter increasing by 10 percentage points (from 21%) since 2014.
- More than nine in ten parents of 5-15s who use home network-level (95%) or parental control software content filters (92%) consider them useful, although this is less likely than in 2015 for parental control software (97% in 2015). Around three-quarters of users of each type of content filter say they block the right amount of content. One in seven of the parents of 5-15s who use network level filters (15%) or parental control software (14%) say they think their child would be able to unset, bypass or over-ride them; this is less likely than in 2015 (26% and 21% respectively).

[89] In this context 'regularly' is defined as at least every few months

- Three in five (60%) parents of 5-15s with home broadband whose child goes online, and who do not use any type of content filter, say that this is because they talk to their child and use other types of supervision; around half (48%) ten say it is because they trust their child.
- Half of parents of 3-4s (53%) and 5-15s (50%), whose child uses a smartphone or tablet, are aware of any of the three tools we asked about for restricting app installation or use. Around one in five parents of 3-4s (19%) and 5-15s (22%) use any of these three tools.
- Looking at these tools individually, around four in ten parents are aware of them and one in eight use them. Awareness has increased since 2015 for all three measures, among parents of 5-15s, and for changing the settings to prevent in-app purchases, and for use of parental control software to restrict app installation or use, among parents of 3-4s. Use has increased only for changing settings to prevent apps being downloaded, among parents of 5-15s.
- Among parents whose child has a mobile phone that can be used to go online, 46% of parents of 8-11s and 34% of parents of 12-15s say their child's phone has a bar on adult content in place. Both these measures are unchanged since 2015.
- More than one in four parents of 3-4s (27%) and 84% of parents of 5-15s who go online have ever talked to their child about managing various types of online risk, with this likelihood increasing with age. Two in three parents of 5-15s (64%) say they talk to their child at least every few months, unchanged since 2015. Parents of 12-15s (91% vs. 86%) are more likely than in 2015 to say they have ever spoken to their child, and are also more likely to say they have rules in place about their child's online activities (78% vs. 72% in 2015).
- Nearly all parents of 3-4s (98%) and 83% of parents of online 5-15s supervise their child when online in any of the four ways we asked about. The likelihood of their using any of these means of online supervision decreases with the age of the child.
- Rules about gaming are more likely to be in place for 3-4s (88%), 5-7s (95%) and 8-11s (89%) than for 12-15s (73%). Four in ten of parents of 3-4s (42%), and 35% of parents of 5-15s who play games on a games console connected to a television or on a handheld gaming device have controls in place: this is more likely than in 2015 for 5-15s (up from 27%).
- Close to half (47%) of children aged 3-4 and a majority of 5-15s (55%) with a television have parental controls set on the television service. These measures are unchanged since 2015.
- Broadly speaking, where differences in mediation exist by the child's gender, parents of girls are more likely than parents of boys to use a particular strategy. For example, among parents whose child goes online, parents of boys aged 5-7 or 8-11 are more likely than parents of girls to say they do not use any of the four approaches to mediation (4% for boys vs. 0% for girls aged 5-7 and 3% for 0% for 8-11s).
- More than three in four parents of 5-15s are aware of content ratings or guidance labels in use on UK broadcasters' catch-up services (78%), although this is less likely among parents in DE households (71%).

An overview of online parental mediation strategies

There are a range of approaches that parents can take to manage their child's access to and use of online content and services. The use of technical tools or controls that can restrict access to online content, talking to children about online risks, rules and restrictions, and supervision, all have a role to play.

This initial section looks at the interplay of these potential mediation strategies, to better understand the extent to which parents use a range of techniques for helping their child navigate the online landscape. In addition to establishing the extent to which they use a combination of mediation strategies, we look at each strategy in turn. We have grouped these approaches into four categories:

- technical tools[90] including content filters[91], PIN/ passwords, safe search and other forms of technical mediation;
- regularly[92] talking to the child about managing online risks;
- rules or restrictions around online access and use;[93] and
- supervision when online.

Nearly all parents of 3-4s and 5-15s mediate their child's use of the internet in some way

Figure 120 shows the relationship between the four types of mediation that parents might use to regulate their child's use of the internet.[94]

Nearly all parents whose child goes online at home or elsewhere (99% of parents of 3-4s and 96% of parents of 5-15s) use at least one of the approaches that we asked about, and one in seven parents of 3-4s (15%) and two in five parents of 12-15s (40%) use all four.

Parents of 8-11s (47%) who go online are the most likely to say they use all four types of mediation compared to parents of 5-7s (37%) and parents of 12-15s (34%). Parents of 3-4s are the least likely (15%) to use all four types of mediation.

Few parents in each age group use only one approach, with the exception of 3-4s, where 14% just use supervision. No parents of 3-4s rely on *only* talking to their child at least every few months about managing online risks or on *only* using rules.

90'Technical tools' in this instance refers to the following eight types of tools or controls, which were selected as they are non-device-specific tools which might be used by parents whose children go online: content filters provided by the broadband internet service provider, content filters in the form of parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS etc), parental controls built into the device by the manufacturer (e.g. Windows, Apple, Xbox, PlayStation etc), PIN/password required to enter websites unless already approved, safe search enabled on search engine websites, YouTube safety mode enabled to filter inappropriate content, time-limiting software and anti-spam/antivirus software.

91 Content filters include ISP home network-level filters and parental control software such as McAfee and Net Nanny.

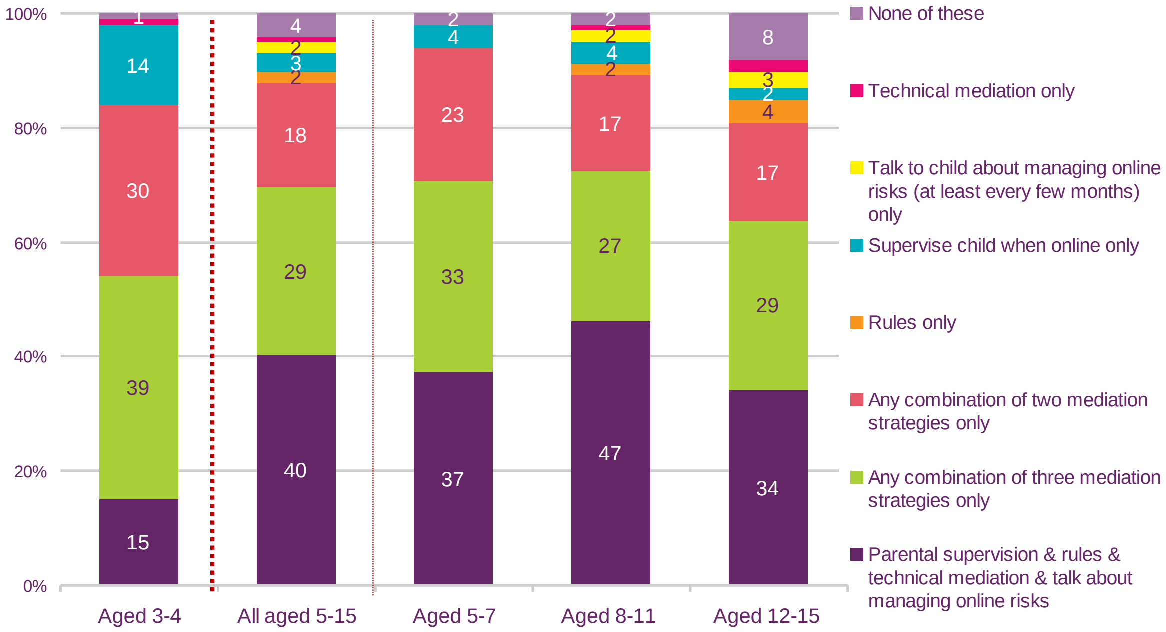
92 In this instance 'regularly' is defined as talking to the child at least every few months.

93 The rules included here relate to any of the 11 rules about specific online services and content, as shown in Figure 137

94 Subsequent sections in this chapter of the report look at each of these forms of mediation in more detail.

One per cent of parents of 3-4s and 4% of parents of 5-15s do not use any of the four approaches. The likelihood of not using any of these elements is more likely for 12-15s (8%) than for 5-7s (2%) and 8-11s (2%). Of the 4% of parents of 5-15s who do not use any of the four approaches, around one-third *have* spoken to their child about managing online risks, but less frequently than every few months. Therefore, the remaining 3% of parents of 5-15s have never spoken to their child about managing online risks, and do not supervise their child online, have technical mediation or any of the rules or restrictions in place.

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).

Use of technical tools to manage online access and use

As technology has changed, so has the range and functionality of the technical tools available to parents to manage their child's access to and use of online content. Over time, questions have been added to the study in order to further explore parents' awareness and use of these technical tools. Parents were given descriptions of a range of technical tools and were asked whether they were aware of them, and if so, whether they used any of them.

Eight of the 11 technical tools asked about are non-device-specific[95] and can be used by any parent whose child goes online.

The eight tools that parents were asked about are:

- Content filters in the form of home network-level filtering, provided by the broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) which apply to all the computers and other devices using the home broadband service.

[95] Three of the tools that parents were also asked about relate specifically to app installation and use, so these are analysed separately in Figure 128 and Figure 129

- Content filters in the form of parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, the manufacturer or the internet service provider.
- Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.
- PINs/ passwords required to enter websites, unless already approved.
- Safe search enabled on search engine websites, e.g. Google.
- YouTube safety mode enabled to filter inappropriate content.
- Software that limits the amount of time spent online.
- Software to protect against junk email/ spam or computer viruses.

Home network-level filters provided by the ISP, and parental control software set up on a particular device used to go online, such as Net Nanny or McAfee Family Protection, are all types of content filter. More detailed questions were asked of parents who used content filters, and this analysis is set out first in Figure 121 to Figure 124.

Use and awareness for the remaining six technical tools is shown for parents of 3-4s (Figure 126) and for parents of 5-15s (Figure 127).

Where awareness and use of these eight tools is shown in this section this is based on those whose child goes online and who have a broadband internet connection at home[96].

[96]The rationale for including those households with a broadband connection (as opposed to just those where the child goes online) was twofold: first, home network level filters work by restricting access to content across any internet-enabled devices that connect to the home broadband service. Second, it is consistent with how the data were reported on in previous years, allowing commentary on any changes over time. Overall, 37% of 3-4s and 80% of 5-15s with broadband access go online.

Use of content filters has increased since 2015 among parents of 5-15s

A majority of parents of both 3-4s and 5-15s who have home broadband and whose child goes online are aware of home network-level content filters (65% for 3-4s and 58% for 5-15s) and around a third use them (33% for parents of 3-4s and 31% for parents of 5-15s).

Levels of awareness are similar for parental control software, at 61% among parents of 3-4s and 59% among parents of 5-15s. However, parents of 3-4s and 5-15s are both less likely to use parental control software than they are to use home network-level filters (24% vs. 33% for 3-4s and 27% vs. 31% for 5-15s).

For both types, awareness and use does not vary among 5-15s by the age of the child.

For both types of content filter, parents of 3-4s and 5-15s who do not use them are most likely to say they have never used them, rather than they have stopped using them. While few parents say they have stopped using each type of content filter, parents of 12-15s are more likely than parents of 5-7s or 8-11s to say this, although the numbers are low, as shown in Figure 121.

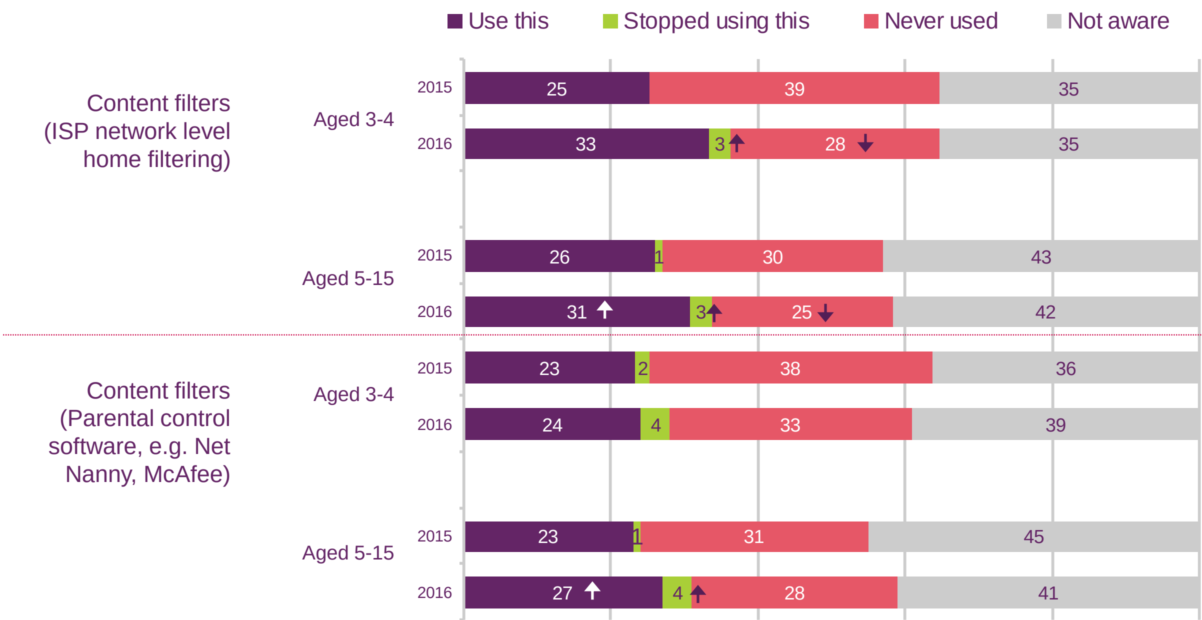
Awareness and use of each type of content filter is unchanged since 2015 for parents of 3-4s and among parents of 5-15s, awareness is unchanged since 2015. However, parents of 5-15s are now more likely to say they use home network-level content filters (31% vs. 26%) and parental control software (27% vs. 23%). For home network-level content filters, this is the second year in a row that use has increased among parents of 5-15s. This means that there has been a ten percentage point increase in the last two years (31% in 2016 vs. 21% in 2014).

The overall increase in use of home network-level content filters among parents of 5-15s since 2015 is not attributable to an increase for any particular age group of child. The increase in use of parental control software is attributable to parents of 5-7s (31% vs. 20% in 2015).

While the incidences are low, since 2015, parents of 5-15s are more likely to say they have stopped using both types of content filter, and parents of 3-4s are more likely to say they have stopped using home network-level filters.

The increase seen in the proportion of parents of 5-15s saying they have stopped using network-level filters is attributable to an increase among 12-15s only (from 2% in 2015 to 5% in 2016). The increase among parents of 5-15s saying they have stopped using parental control software is seen for 8-11s (3% vs. 1% in 2015) and for 12-15s (7% vs. 1%).

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.

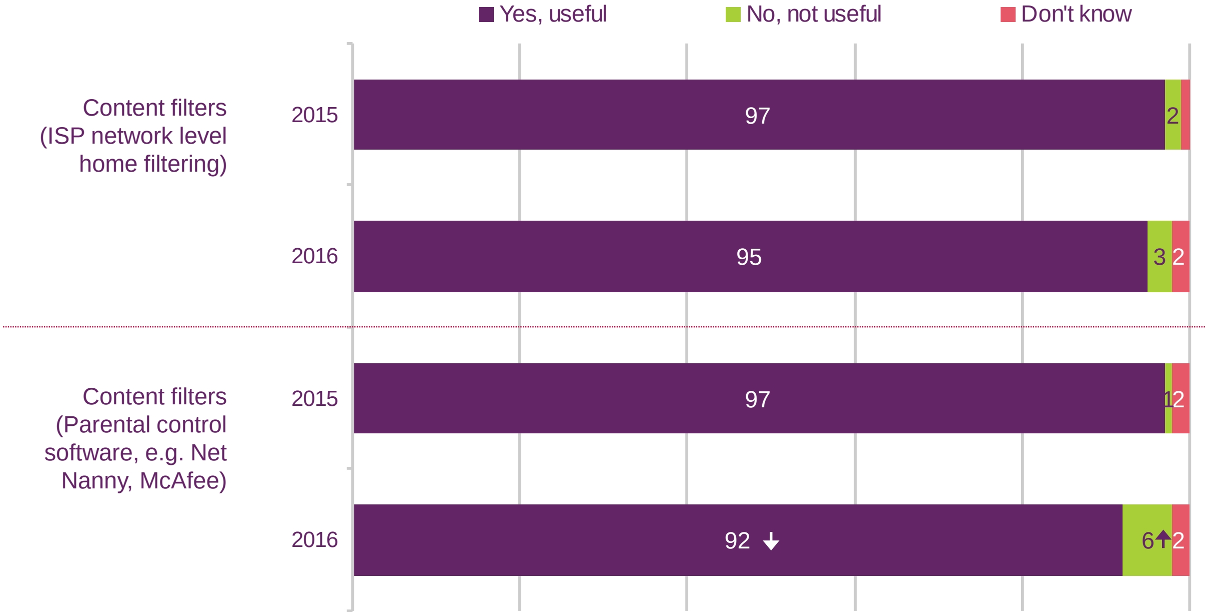
While more than nine in ten parents of 5-15s who use parental control software consider it useful, this is less likely than in 2015

Parents of children who have home broadband, whose child goes online and who use either of the content filters were asked whether they felt these tools were useful. The results for 5-15s[97] are shown in Figure 122.

Ninety-five per cent of parents who use home network-level content filters consider them useful, and more than nine in ten parents (92%) say this about parental control software.

Very few parents of 5-15s who use each tool said they did not consider the tools useful. Since 2015, however, parents are less likely to say that they consider parental control software to be useful (92% vs. 97%).

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.

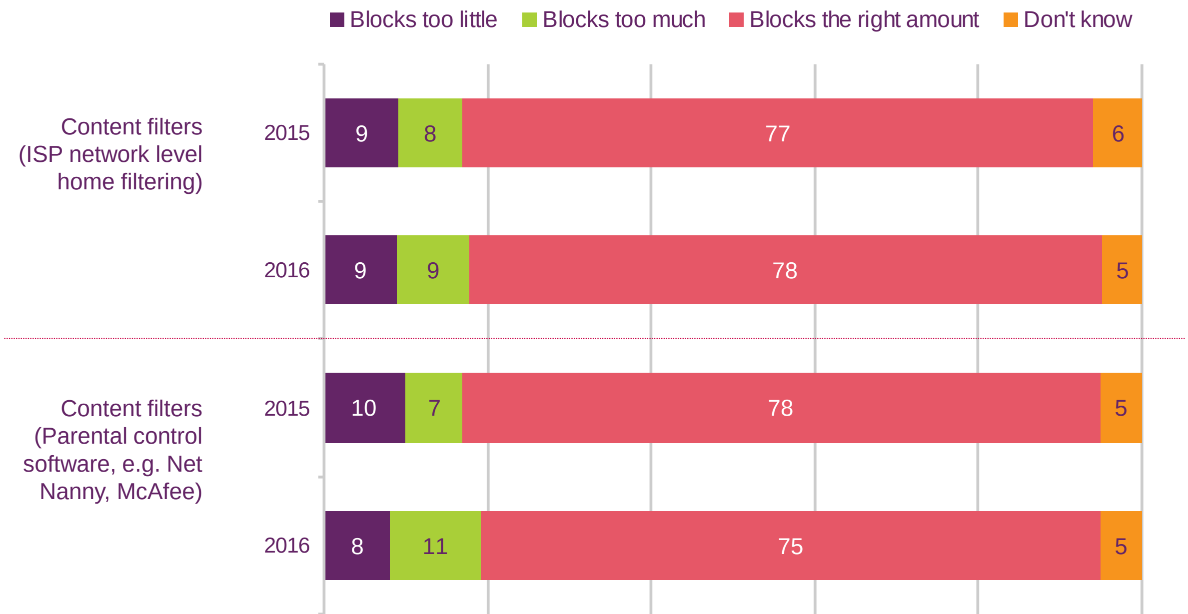
[97] It is not possible to show the data for parents of 3-4s who use either type of content filter, due to low base sizes.

Three in four parents of 5-15s who use each type of content filter say it blocks the right amount of content

Parents who use each of the content filters were also asked whether they felt these tools blocked too much, too little or the right amount of content. The results are shown in Figure 123.

Around three in four parents who use each type of content filter say it blocks the right amount of content, while around one in ten parents of 5-15s say it blocks too much or too little content. There has been no change in any of the measures, for either type of content filter, since 2015.

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

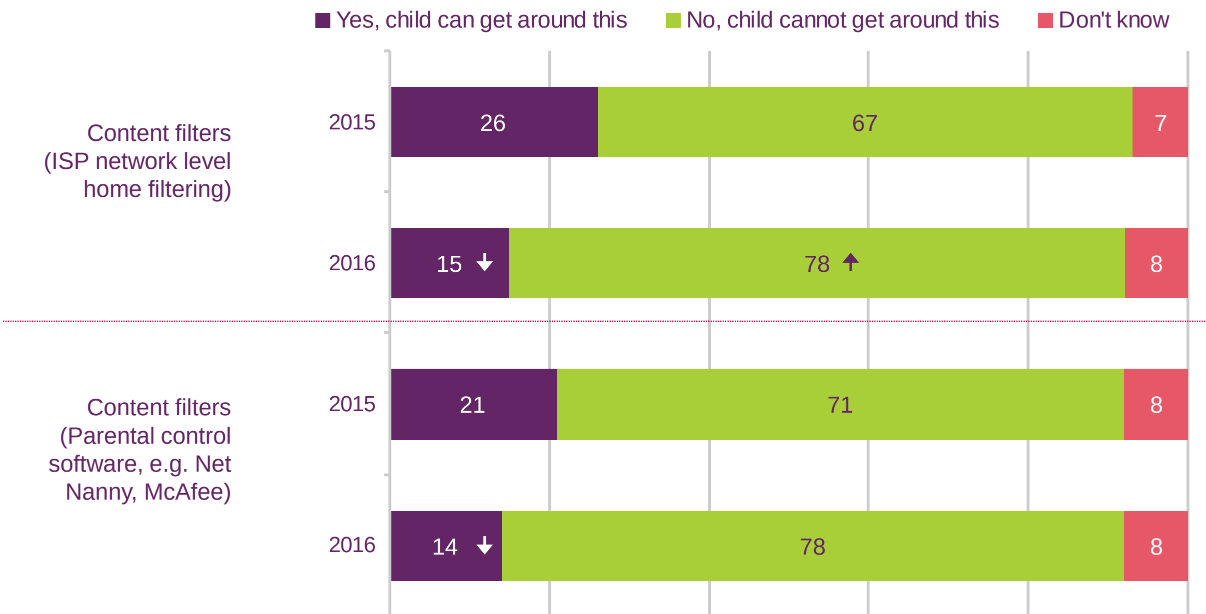
Parents of 5-15s who use content filters are less likely than in 2015 to feel that their child is able to get round them

Parents who use each of the content filters were asked whether they felt their child was able to bypass the tools. The results for 5-15s are shown in Figure 124.

Around one in seven parents of 5-15s who use home network-level filters (15%) or parental control software (14%) feel their child is able to bypass these controls. Since 2015, parents are less likely to say their child can bypass both types of filter (15% vs. 26% for home network level filters and 14% vs. 21% for parental control software).

About one in 12 parents of 5-15s who use either type of content filters say they are unsure whether their child can bypass them. Parents of 12-15s are more likely than parents of 8-11s to say their child can bypass both types of content filter (24% for 12-15s vs. 8% for 8-11s for home network level filters, and 23% vs. 11% for parental control software).

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.

Reasons for not using content filters

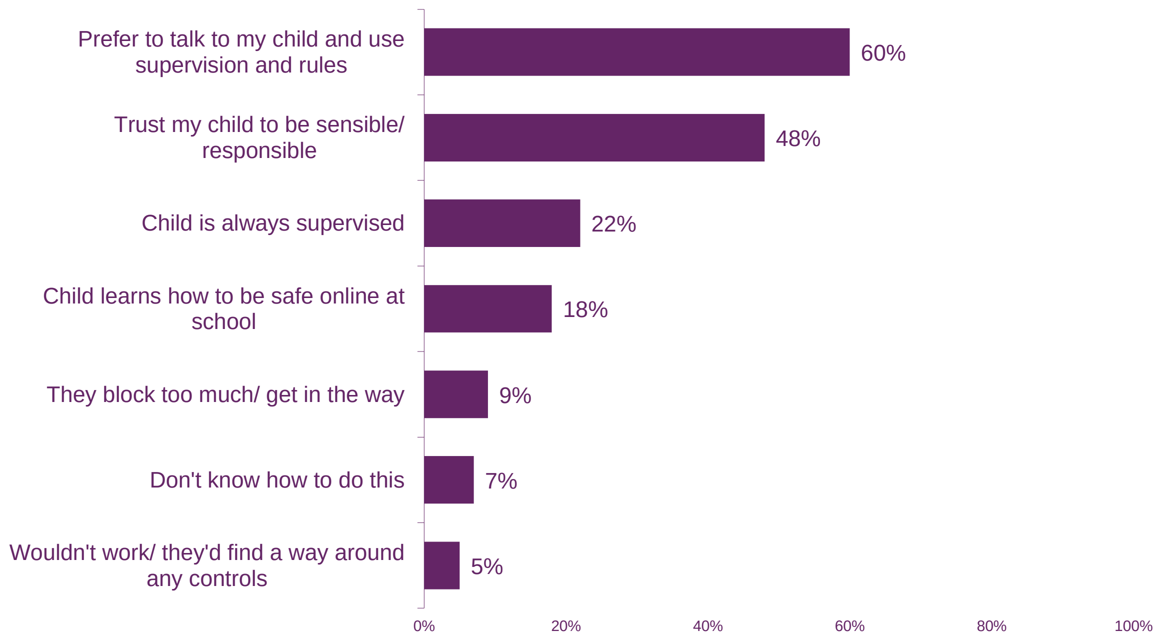
Parents without content filters in place say they are using other mediation strategies

Parents with broadband and whose child goes online, who were aware of but did not use any content filter (network-level home filters of parental control software), were prompted with a choice of reasons why they might not use them, and were asked to say whether any of these reasons applied.

Figure 125 below shows the results[98] among parents of 5-15s[99]. Six in ten parents of 5-15s (60%) say they opt not to use content filters because they prefer to talk to their child and use supervision and rules, with slightly less than half saying it is because they trust their child to be sensible/ responsible (48%). Around one in five say it is because their child is always supervised (22%) or because their child learns how to be safe online at school (18%). All other responses are given by less than one in ten parents.

There are some differences between parents of 8-11s and 12-15s[100]. Parents of 12-15s are more likely to say they trust their child to be sensible/ responsible (65% vs. 42%), or that their child would find a way around the controls (9% vs. 2%). Parents of 8-11s are more likely to say it is because their child is always supervised (24% vs. 12%).

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 <u>not</u> 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).

98 Where more than 5% of parents of 5-15s have given the response
99 Low base sizes prevent analysis among parents of 3-4s
100 Low base sizes prevent analysis among parents of 5-7s

Use of other technical tools to manage online access and use

Since 2015, parents of 3-4s are more likely to have enabled safe search on search engine websites

Measures of use and awareness of the remaining six non-device-specific technical tools, as well as those for content filters, are shown for parents of 3-4s and 5-15s in Figure 126 and Figure 127 respectively.

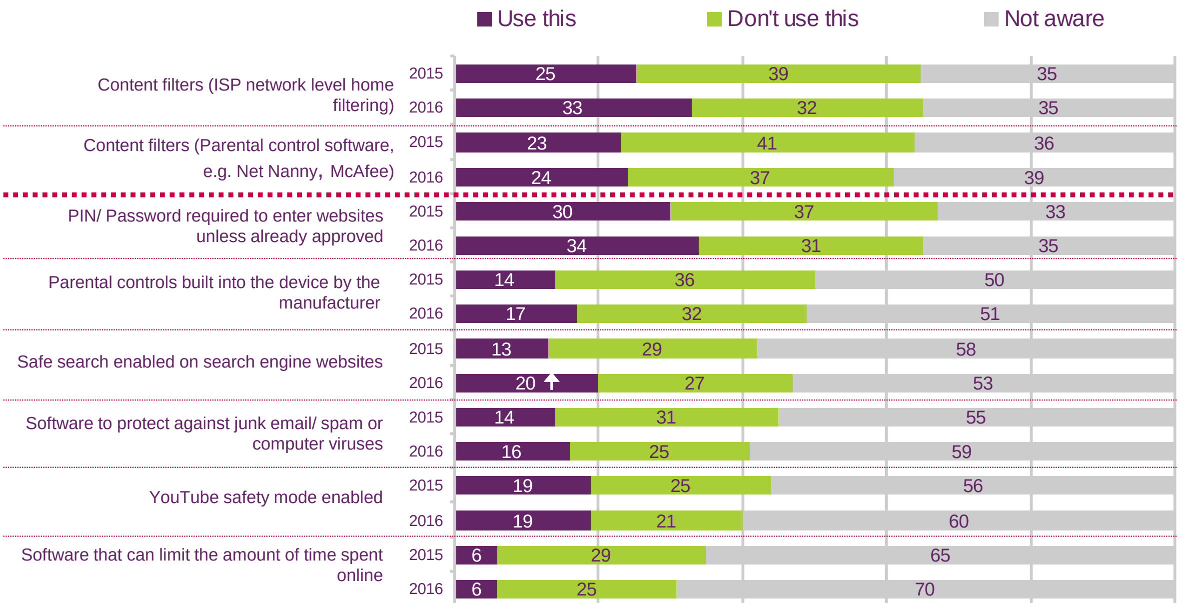
As in 2015, a majority of parents of 3-4s who have home broadband and whose child goes online are aware of only one of these six tools: PIN/ passwords required to enter websites (65%). This is on a par, however, with the 65% of parents who said they were aware of network-level home content filters, and is higher than the six in ten (59%) aware of parental control software.

Slightly less than half are aware of parental controls built into the device by the manufacturer (49%) or safe search on search engine websites (47%). Fewer parents of 3-4s are aware of software to protect against junk email/ spam or computer viruses (41%), YouTube safety mode (40%), or software that can limit the amount of time spent online (30%).

One in three, or fewer, parents of 3-4s who have home broadband and whose child goes online use each of these technical tools. Use is highest for PIN/ passwords required to enter websites (34%), similar for use of network level filters at 33%, and lowest for software that limits the amount of time spent online (6%).

Awareness of each of these six technical tools is unchanged since 2015 among parents of 3-4s, and their use is unchanged for five of the six tools. They are, however, more likely to say they have enabled safe search on search engine websites (20% vs. 13%).

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

Parents of 5-15s are more likely to be aware of and to use safe search on search engine websites and time-limiting software

Awareness of each of the six other technical tools among parents of 5-15s (who have home broadband and whose child goes online) is comparable to that for parents of 3-4s, shown above. As with parents of 3-4s, a majority of parents of 5-15s are aware of PIN/ passwords required to enter websites (65%). This is higher than the six in ten parents of 5-15s aware of parental control software (59%) or network-level home content filters (58%).

Unlike parents of 3-4s, awareness is higher for parents of 5-15s for three tools since 2015: safe searches enabled on search engine websites (45% vs. 39%), use of YouTube safety mode (39% vs. 33%) and software that can limit the amount of time spent online (33% vs. 27%).

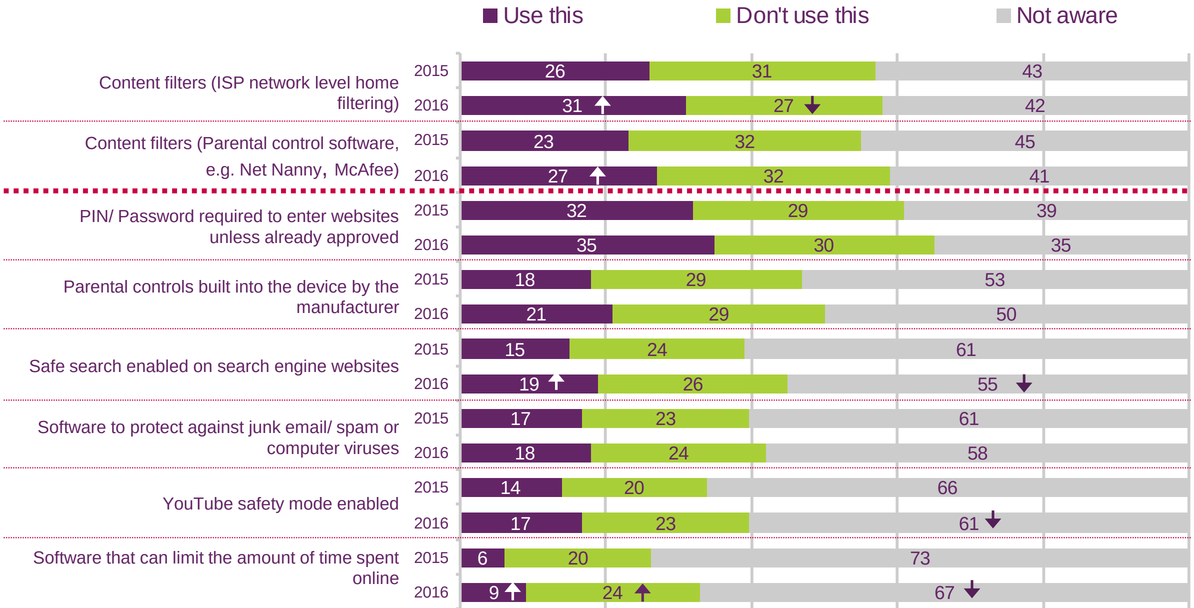
Use of each of the six tools among parents of 5-15s is also comparable to that seen among parents of 3-4s. Around one in three parents of 5-15s use PIN/ passwords required to enter websites (35%), around one in five use parental controls that are built into the device by the manufacturer (21%), safe search enabled on search engine websites (19%), software to protect against junk email/ spam or computer viruses (18%) or YouTube safety mode (17%). One in ten parents use software that can limit the time spent online (9%).

Parents of 5-15s are now more likely than in 2105 to use safe search enabled on search engine websites (19% vs. 15%) and to use software that can limit the time spent online (9% vs. 6%). As detailed below, both of these increases since 2015 are attributable to parents of 12-15s.

Among parents of 5-15s, awareness of these technical tools does not vary by the age of the child, but there are some differences in use. Parents of 5-7s and 8-11s are more likely than parents of 12-15s to say they use three controls: PIN/ passwords required to enter websites (39% for 5-7s, 38% for 8-11s vs. 31% for 12-15s), parental controls built into the device by the manufacturer (25% for 5-7s, 25% for 8-11s vs. 17% for 12-15s) and YouTube safety mode enabled (21% for 5-7s, 19% for 8-11s vs. 11% for 12-15s).

Parents of 12-15s with home broadband whose child goes online are more likely than in 2015 to be aware of five of the six technical tools shown in Figure 127 (with the exception that awareness is unchanged for software that can limit the amount of time spent online). However, this increased awareness has led to increased use of only two controls since 2015 among parents of 12-15s: safe searches enabled on search engine websites (17% vs. 11% in 2015) and software that can limit the time spent online (8% vs. 4%). Awareness and use are unchanged among parents of 5-7s and 8-11s.

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

Looking across all the technical tools that parents were asked about, 91% of parents of 3-4s and fewer parents of 5-15s (86%) who have home broadband and whose child goes online are aware of one or more of these eight technical tools. Awareness does not vary among parents of 5-7s (87%), 8-11s (85%) or 12-15s (86%).

More than six in ten parents of 3-4s (65%) and 5-15s (62%) use any of these eight tools, with use lower among parents of 12-15s (57%) compared to 5-7s (67%) and 8-11s (64%).

Half of parents whose child uses a smartphone or tablet are aware of at least one of the three tools asked about to manage app installation or use

In addition to asking about the technical tools discussed above, parents were asked about their awareness and use of tools for managing app installation and use, including:

- changing the settings on a phone or tablet to stop apps being downloaded;
- changing the settings on a phone or tablet to prevent in-app purchases; and
- parental control software to restrict app installation or use.

Around half of parents of 3-4s (53%) and 5-15s (50%) whose child uses a smartphone or tablet are aware of any of these three tools, and around one in five of parents of 3-4s (19%) and 5-15s (22%) use any of them.

Figure 128 shows awareness and use of each of these three tools among parents of 3-4s whose child uses a smartphone or a tablet computer, while Figure 129 shows this among parents of 5-15s.

Around four in ten of parents of 3-4s or 5-15s whose child uses a smartphone or tablet are aware of each of these tools.

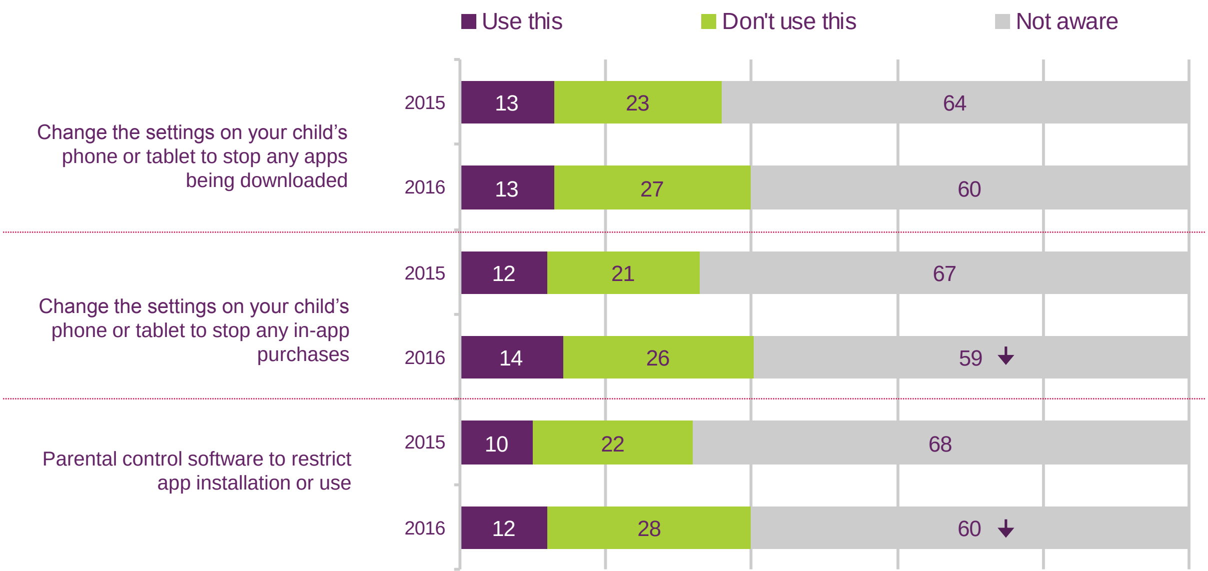
Awareness has increased since 2015 among parents of 3-4s for two of these three controls (changing the settings to stop in-app purchases and software to restrict app installation and use), and for all three controls among parents of 5-15s. The increase in awareness, among parents of 5-15s, of software that can restrict app installation or use was seen among parents in all three age groups, while the increases in the other two tools were driven by parents of 12-15s.

Use of each of these tools is consistent among parents of 3-4s and 5-15s; between 12% and 16% of parents say they use each of them. Parents of 5-7s and 8-11s whose child uses a smartphone or tablet are more likely than parents of 12-15s to use each of these tools.

Use has increased since 2015 for one control among parents of 5-15s: changing the settings to prevent apps being downloaded (15% vs. 12%). This is attributable to parents of 5-7s (20% vs. 13%). Use has remained the same for parents of 3-4s.

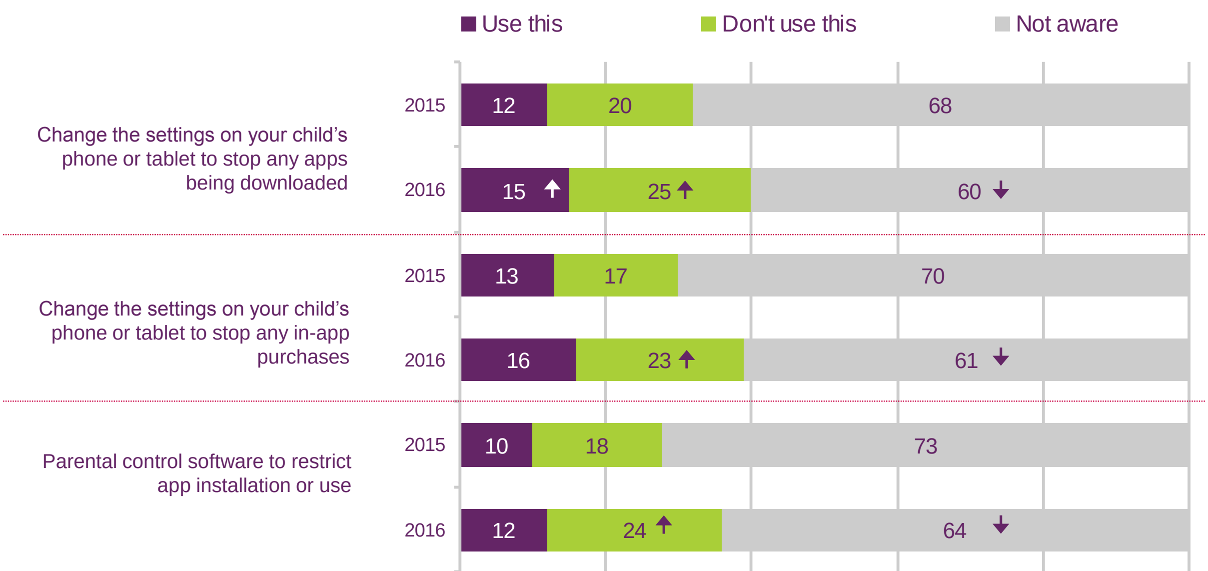
Among those who are aware of these tools, parents of children in each age group between 3 and 15 are more likely to say they do not, than do use them, with the exception of the parents of 8-11s for one tool: changing the settings to prevent in-app purchases. These parents are equally likely to say they do, and do not, use this.

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



QP31I-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)/ QP32I-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



QP31I-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)/ QP32I-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.

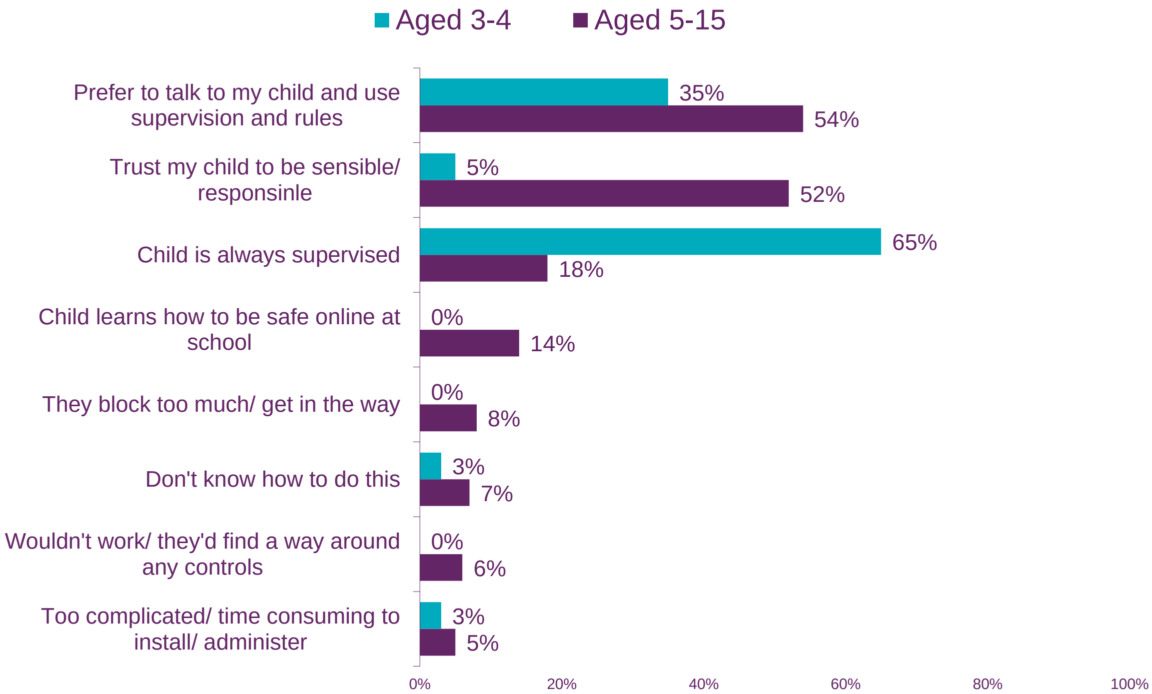
Parents use other mediation strategies in place of controls to restrict app installation or use

Figure 130 below shows the reasons given for not using parental control software to restrict app installation or use[101] among parents of 3-4s or 5-15s who use a smartphone or tablet[102].

More than half of parents of 5-15s say they do not use this tool because they prefer to talk to their child and use supervision and rules (54%), or because they trust their child to be sensible/ responsible (52%). Around one in five (18%) do not use the tool because their child is always supervised. One in seven parents say it is because their child learns how to be safe online at school. All other reasons are mentioned by less than one in ten parents of 5-15s. These reasons are consistent with those for not using content filters, as shown in Figure 125.

The most popular reason for not using this particular tool, for parents of 3-4s, is that their child is always supervised (65%), followed by 'preferring to talk to their child and to use supervision and rules' (35%). All other reasons are given by 5%, or fewer, parents.

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).

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[101] Where more than 5% of parents of 5-15s have given the response
[102] Low base size prevents analysis among parents of 3-4s whose child uses a smartphone or tablet and who are aware of but do not use this control.

Talking to children about managing online risks

While parents of 5-15s are no more likely than in 2015 to have ever spoken to their child about managing online risks, they are more likely to talk to them about a wider range of risks

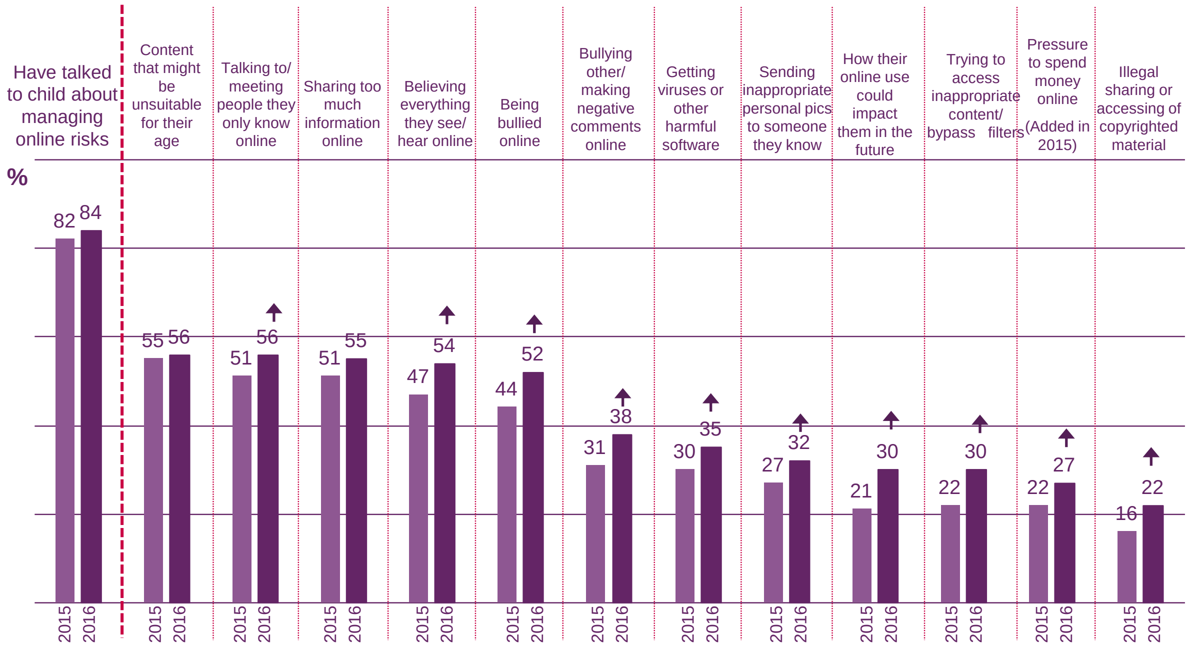
Parents of 3-4s and 5-15s whose child goes online were prompted with 12 possible online risks and asked whether they had ever talked to their child about each of them. Figure 131 shows the results among parents of 5-15s, and Figure 132 shows the results for each age group, including 3-4s.

More than eight in ten parents of 5-15s (84%) have ever talked to their child about managing at least one of these online risks. Around half of parents have talked to their child about content on sites or apps that might be unsuitable for their age (56%), about talking to or meeting people that they only know online (56%), about sharing too much information online (55%), about believing everything they see or hear online (54%), or about being bullied online (52%), while around one in three parents have talked to their child about bullying others (38%) or downloading viruses or other harmful software as a result of what they do online (35%), or about sending inappropriate personal pictures to someone they know (32%).

Each of the other potential online risks have been discussed by three in ten parents or less.

As shown in Figure 131, parents are more likely than in 2015 to have talked to their child about ten of the 12 risks, with increases of between five and nine percentage points, although the overall incidence of having done this (84%) is unchanged since 2015. This suggests that parents are talking to their child about more types of risk than in 2015.

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.

Parents of 12-15s are more likely than in 2015 to say they have talked to their child about managing online risks

Figure 132 shows how this overall incidence breaks down by the age of the child, for parents of children aged 5-7, 8-11 and 12-15 who go online, as well as among parents of 3-4s.

The likelihood of having talked to their child about managing online risks increases with the age of the child, ranging from 27% of parents of 3-4s to 91% of parents of 12-15s. Parents of 5-7s (65%) are more than twice as likely as parents of 3-4s (27%) to have talked to their child.

The risk that parents of 3-4s are most likely to have talked to their child about is content on sites or apps that might be unsuitable for the child's age (16%). The next most common online risk to have been discussed is believing everything that they see or hear online (10%). All other online risks have been discussed by less than one in ten parents of 3-4s. There has been no change since 2015 in the likelihood of parents of 3-4s talking to their child about any, or each, of these risks.

There is no individual risk that the majority of parents of 5-7s have discussed with their child, and parents of 5-7s are no more likely than in 2015 to have spoken to their child about at least one of these risks (65%). They are, however, more likely to have spoken to them about four individual risks: being bullied online (27% vs. 19%), bullying others online (20% vs. 10%), trying to access inappropriate content/ bypass filters (19% vs. 10%) and how their online use could affect them in the future (13% vs. 7%).

Half or more parents of 8-11s and 12-15s have discussed five specific online risks: content that might be unsuitable for the child's age (60% for 8-11s and 59% for 12-15s), talking to or meeting people the child only knows online (60% for 8-11s and 68% for 12-15s), sharing too much information online (56% for 8-11s and 69% for 12-15s), believing everything they see or hear online (52% for 8-11s and 63% for 12-15s), and about being bullied online (52% for 8-11s and 66% for 12-15s).

At an overall level, parents of 8-11s are no more likely than in 2015 to have discussed at least one of the risks (86%). They are, however, more likely to have talked to their child about how their online use could affect them in the future (30% vs. 22%) and about illegal online sharing or accessing of copyrighted material (22% vs. 15%).

Since 2015, parents of 12-15s are more likely at an overall level to have spoken about any of the risks of being online (91% vs. 86% in 2015); this is attributable to their being more likely to have spoken to their child about 11 of the 12 risks we asked about.

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.

Four in ten parents of 5-15s say they talk to their child at least every few weeks about managing online risks

Parents who said they had ever spoken to their child about any of the 12 online risks were then asked how often they talked to their child about managing these types of risk[103].

The results are shown in Figure 133, expressed as a proportion of those whose child goes online at home or elsewhere.

As discussed above, the likelihood of having spoken to their child about managing online risks increases with the age of the child. As such, one in seven parents of 3-4s (14%) talk to their child at least every few weeks, and a further 5% of parents of 3-4s say they do this at least every few months. Close to three in four parents of 3-4s (73%) say they have never spoken to their child about managing any of the online risks.

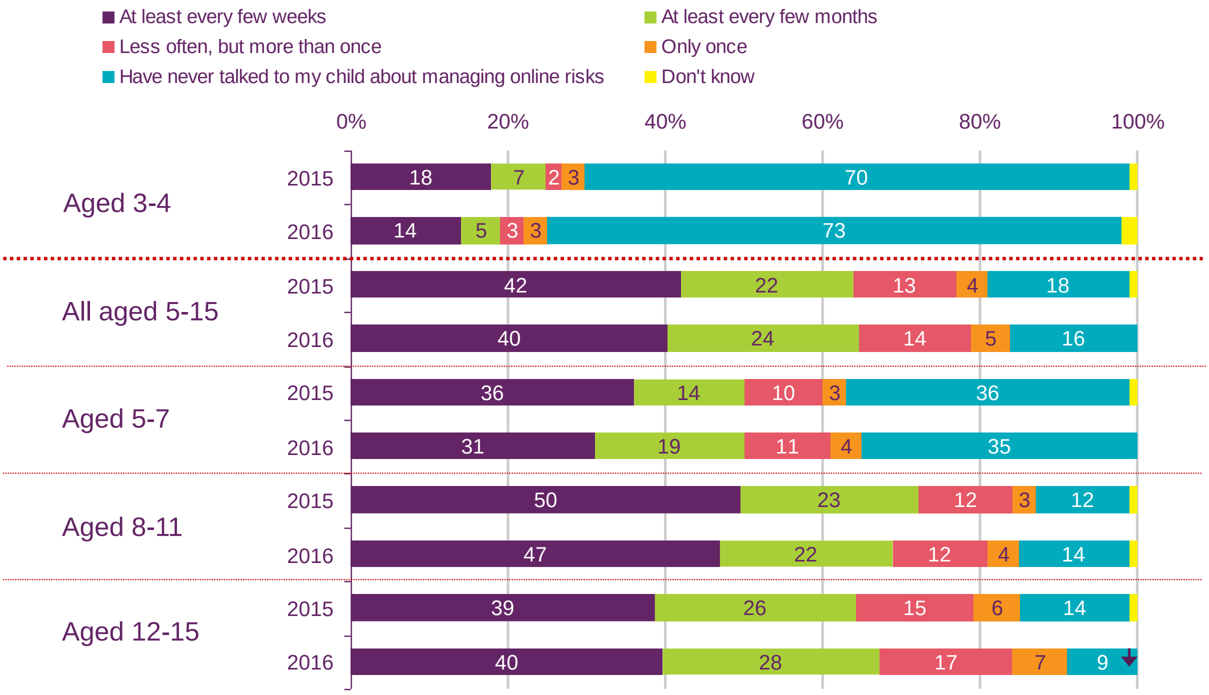
Four in ten parents of 5-15s who go online (40%) say they talk to their child about managing these online risks at least every few weeks. This is more likely for 8-11s (47%) than for 5-7s (31%) or 12-15s (40%). A further quarter of parents of 5-15s (24%) who go online say that although they don’t speak to their child every few weeks, they do speak to them every few months. Therefore, a majority of parents of 5-15s (64%) speak to their child at least every

[103] This question was used in the analysis relating to ‘Talking to child about managing online risks at least every few months’ for the combinations of online mediation strategies used by parents, as shown in Figure 120, but more detail about the frequency of discussing online risk is provided in this section of the report.

few months. This incidence is higher among parents of 8-11s (69%) and 12-15s (67%) and lower among parents of 5-7s (50%).

Apart from the difference in the overall likelihood of discussing online risks, among parents of 12-15s (discussed at Figure 132), there have been no changes since 2015 in how often parents talk to their child about managing online risks, for any age group of child.

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.

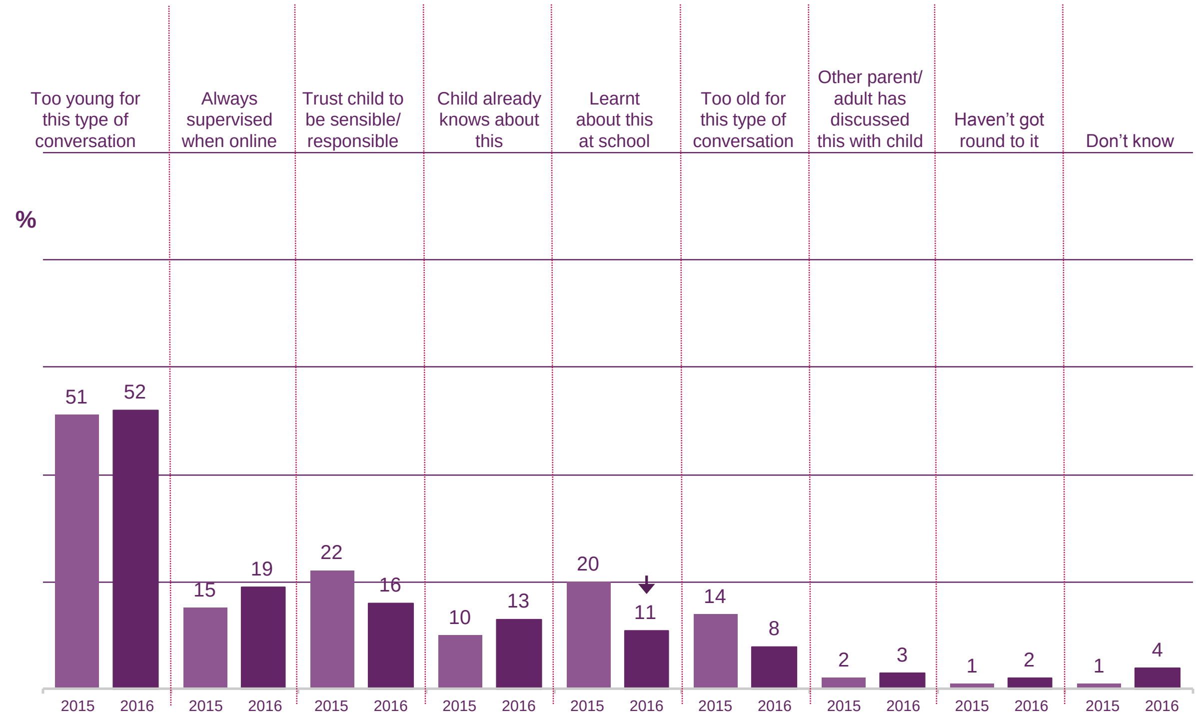
Half of the parents of 5-15s who have never talked to their child about online risks say it is because their child is too young

Parents who said they had never talked to their child about any of the 12 risks were asked why they had not done so. Figure 134 shows the responses among parents of 5-15s.[104]

As in 2015, half of parents of 5-15s who go online (52%) say they have never talked to their child about this because their chid is too young for this type of conversation. One in five say it is because their child is always supervised (19%), one in six because they trust their child to be sensible/ responsible (16%), and one in eight say it is because their child already knows about this (13%). One in ten parents say it is because their child has learnt about this at school (11%), less likely than in 2015 (20%). All other reasons were given by less than one in ten parents.

Among parents of 3-4s[105], 92% of parents who have not talked to their child about managing online risks say this is because their child is too young for this type of conversation. A further one in eight (13%) parents of 3-4s say it is because their child is always supervised/ there is always an adult present, with both of these incidences unchanged since 2015.

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.

[104] Where more than 1% of parents of 5-15s gave that response.
[105] It is not possible to show results broken out by children aged 5-7, 8-11 or 12-15 due to low base sizes.

More than seven in ten parents have looked for or received information or advice about how to help their child manage online risks

Parents of children who go online were asked whether they had ever looked for, or received, information or advice about how to help their child manage online risks. Parents were prompted with nine possible sources, with the option of nominating other sources[106]. Figure 135 shows the responses given by parents of 3-4s and 5 -15s, broken out by age.[107]

More than seven in ten parents of children aged 5-15 (72%) have looked for or received information or advice from any source; the most commonly-used source among parents of 5-7s, 8-11s and 12-15s is the child's school (55% for parents of 5-15s), followed by friends and family (33%). Fourteen per cent of parents of 5-15s have looked for or received information from internet service providers, 12% from the media and 11% from the child themselves. All other information sources were mentioned by one in ten parents or less.

Parents of 8-11s (75%) and 12-15s (73%) are more likely than parents of 3-4s (45%) and 5-7s (64%) to say they have looked for or received any information or advice. Unlike some of the other information sources, information or advice from internet service providers does not vary by the age of the child.

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).

[106] In previous years parents were prompted with a list of 16 possible sources. This change in 2016 may affect any trend, so this has not been reported on here.
[107] Where more than 1% of parents of 5-15s gave that response.

Rules about the internet

Eight in ten parents of 5-15s who go online at home or elsewhere have rules in place about their child's online activities

To provide a more granular insight into parents' mediation of online services and content, we asked parents of 3-4s and 5-15s who go online about rules they might have in place to mediate their child's online activities and behaviours. Parents were prompted with 11 rules and were asked which, if any, they had in place. Figure 136 shows the results among parents of 5-15s, while Figure 137 shows results among parents of 3-4s, 5-7s, 8-11s and 12-15s.

More than seven in ten parents of 3-4s who go online (73%), and more than eight in ten parents of 5-15s, have any of these rules in place (83%). Rules are more likely for 5-7s (87%) and 8-11s (87%) than for 3-4s (73%) and 12-15s (78%).

There is only one rule in place among a majority of parents of 3-4s and 5-15s: only use sites approved by parents (64% of parents of 3-4s and 52% of 5-15s). The next most frequently applied rules among parents of 3-4s who go online are the rules about when and where their child can go online (21%), contact with people online (17%) and online purchasing (17%).

Among parents of 5-15s who go online the next most frequently applied rules are those relating to contact with people online; e.g. no contact with strangers, no sharing of personal information etc. (47%) and rules about online purchasing (45%). Five further rules are in place among at least one-third of parents of 5-15s: rules about how to behave online (36%), about use of social media (35%), about keeping passwords safe (35%), about when and where the child can go online (35%) and about downloading or sharing content (34%). Around a quarter of parents have rules relating to use of instant messaging services (25%). All other rules are in place among less than one in four parents of 5-15s.

Parents of 3-4s and 5-15s are no more likely than in 2015 to have any rules in place about online activities. Parents of 5-15s are, however, more likely to have four specific rules in place: rules about contact with people online - e.g. no contact with strangers, no sharing of personal information etc. (47% vs. 42%), rules about online purchasing (45% vs. 37%), rules about keeping passwords safe (35% vs. 31%), and rules about when and where their child can go online (35% vs. 29%).

The use of particular rules varies by age; younger children are more likely to have rules relating to the kinds of content they use and older children are more likely to have rules relating to online purchasing, passwords and use of social media. Parents of 5-7s (87%) and 8-11s (87%) are no more or less likely than in 2015 to have any rules in place about overall online activities. Parents of 8-11s are, however, more likely to say they have rules about online purchasing (46% vs. 38%).

Parents of 12-15s are more likely than in 2015 to say they have rules in place about online activities (78% vs. 72% in 2015); this is attributable to increases for five of the individual rules, as indicated in Figure 137.

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.

Parental supervision of internet use

More than four in five parents say they supervise their child in some way when they go online at home or elsewhere

Parents of children aged 3-4 and 5-15 who go online were prompted with four possible responses relating to ways in which they supervise their child online, and were asked whether they usually supervised their child in any of these ways when their child went online using any type of device[108].

Figure 138 shows the responses from parents of 5-15s, and Figure 139 shows the responses from parents of 3-4s, 5-7s, 8-11s and 12-15s.

Almost all parents of 3-4s (98%) and more than four in five parents of 5-15s (83%) say they supervise their child's online access and use in any of the four ways we asked about.

Among parents of 5-15s, half (52%) say they are usually nearby when their child goes online and regularly check what they are doing, with slightly fewer (45%) saying they usually ask them about what they are doing/ have been doing online. One in three (33%) parents say they check the browser/ device history after the child has been online, and around one in four (26%) usually sit beside their child and watch or help them when online.

The likelihood of using any of these means of online supervision is similar for parents of 3-4s and 5-7s (98% and 96% respectively), and then decreases with the age of the child (90% for 8-11s, 69% for 12-15s). Supervising the child by sitting beside them and watching/ helping them is the most likely way of supervising a child aged 3-4 (69%) but the least likely for parents of 12-15s (9%). A majority of parents of 3-4s (63%), 5-7s (69%) and 8-11s (63%) say they supervise their child by being nearby and regularly checking what they do. One in three parents of 12-15s also adopt this approach (32%).

Parents of 8-11s (49%) and 12-15s (46%) are more likely than parents of 3-4s (19%) and 5-7s (34%) to rely on asking their child what they have been doing online. Parents of 8-11s and 12-15s are more likely than parents of 3-4s and 5-7s to say they check the browser/ device history after their child has been online (41% for 8-11s, 32% for 12-15s, 19% for 3-4s and 23% for 5-7s).

The only change since 2015 is that supervision of their child's online access and use is less likely among parents of 5-7s (96% vs. 99%), although this follows a corresponding increase between 2014 and 2015.

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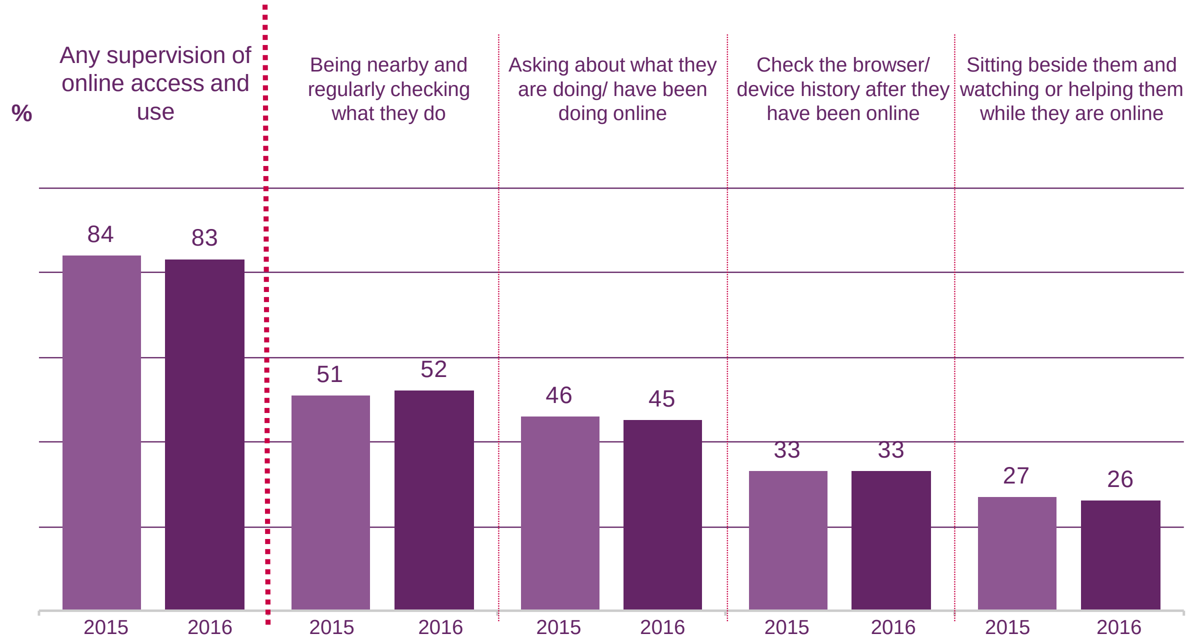
[108] This question was used in the analysis relating to parental supervision for the combinations of online mediation strategies used by parents, as shown in Figure 120, but more detail about online supervision is provided in this section of the report.

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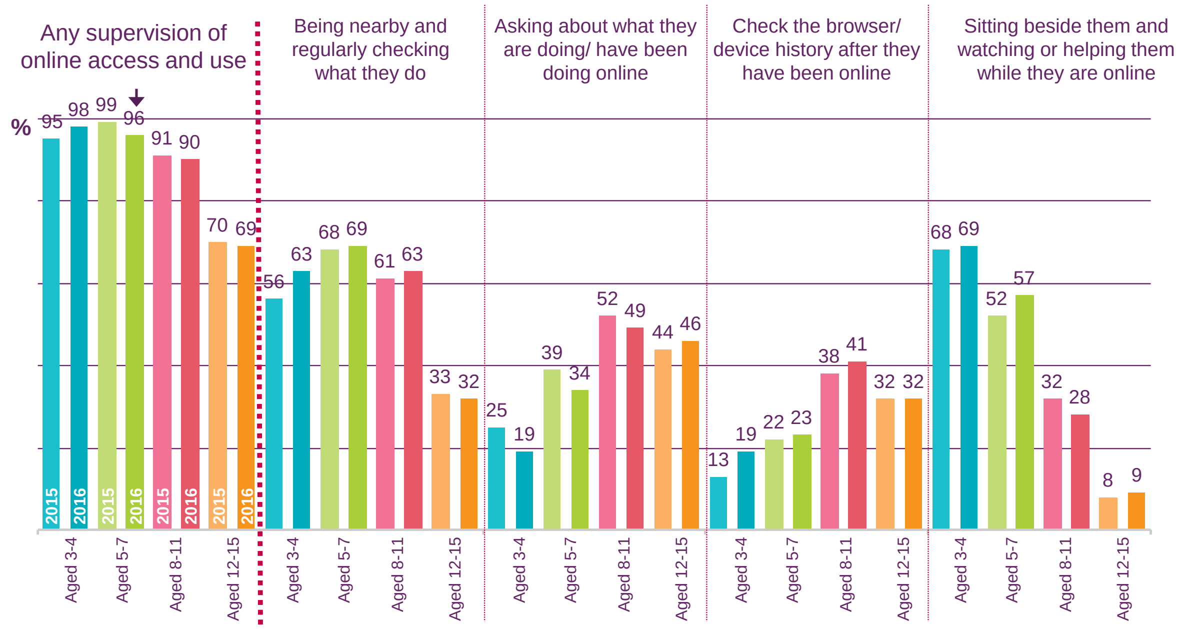
Figure 139: Types of parental supervision when child goes online, by age: 2015, 2016



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.

Parental controls for mobile phones

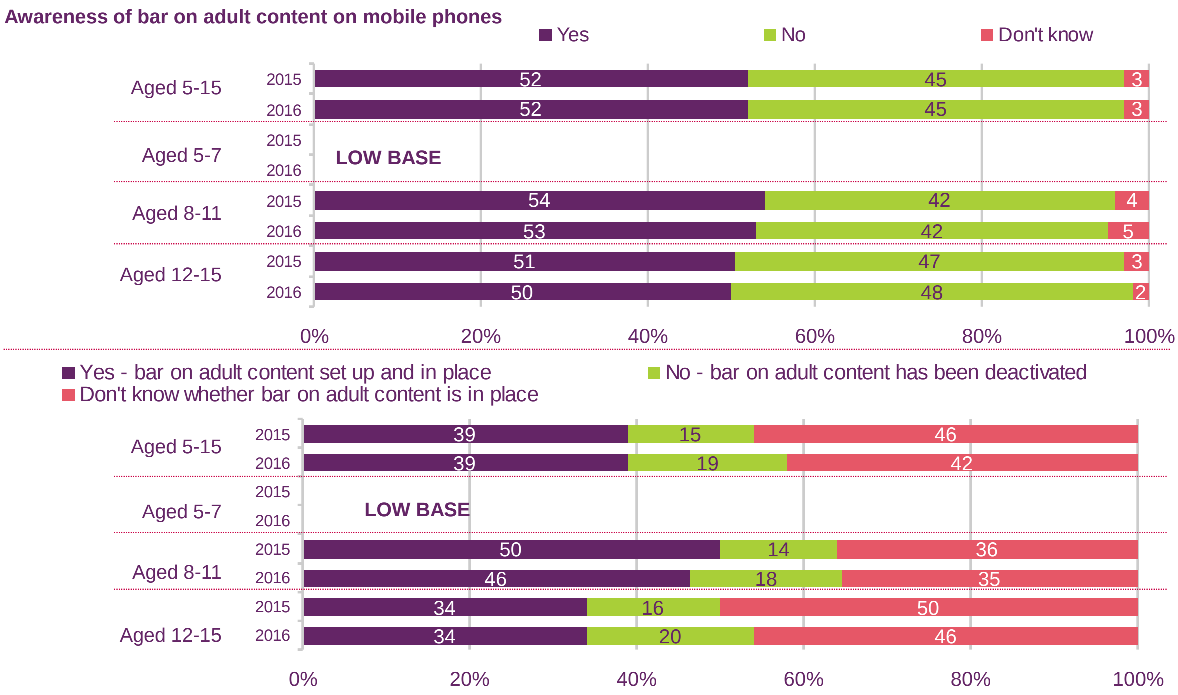
One in five parents of 5-15s whose child's mobile phone can be used to go online say they have deactivated the bar on adult content

Parents of 3-4s and 5-15s with their own mobile phone were prompted with the following information: *'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'.* These parents were then asked whether they had been aware of this bar on adult content before they were told about it.

The results are shown in Figure 140 for parents of 5-15s, 8-11s and 12-15s[109]. Half of parents of 5-15s say they are aware of this bar on adult content (52%) with fewer saying they are not aware (45%). These results do not vary by the age of the child (among 8-11s and 12-15s) and are unchanged since 2015.

Parents whose child's mobile phone can be used to go online were then asked whether this bar on accessing adult content was set up on their child's phone, or had been deactivated. More than four in ten parents of 5-15s whose child had their own mobile phone were unsure whether the bar was in place (42%); a similar proportion said it was in place (39%) and around one in five (19%) said it has been deactivated[110]. As in 2015, parents of 8-11s (46%) are more likely than parents of 12-15s (34%) to say the bar is in place. Each of these measures is also unchanged since 2015 among 5-15s, and for 8-11s and 12-15s.

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



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

109 Low base sizes prevent analysis among parents of 3-4s and 5-7s.
110 As this is an opt-out service, actual use of the bar may be higher.

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.

Parental rules for mobile phones

More than three in four parents have rules in place about their child's mobile phone use

As shown in Figure 141, most parents whose child has their own mobile phone have put in place at least one of the rules that we asked about.

As in 2015, many of the rules and restrictions for mobile phone use relate to the cost associated with using the phone rather than the possibility of encountering inappropriate or potentially harmful content.

At an overall level, rules about mobile phone use are as likely for 12-15s (78%) as they are for 8-11s (77%), as was the case in 2015. There are, however, six rules that are more likely among parents of 8-11s compared to parents of 12-15s: regularly check what the child is doing with the phone (35% vs. 26%), calls or texts only to an agreed list of people (32% vs. 18%), no going online/ using apps to go online (19% vs. 9%), apps prevented from knowing child's location by disabling location (14% vs. 7%), only making or receiving voice calls or sending texts and nothing else (12% vs. 4%), and using the phone only to make or receive voice calls or send texts (14% vs. 5%). There is only one rule more likely among parents of 12-15s compared to 8-11s: that there is an agreed limit for the amount spent on contract or through top-up (47% vs. 38%).

Parents of 8-11s are less likely than in 2015 to have any rules or restrictions in place about their child's use of their mobile phone (77% vs. 88% in 2015) although this decrease is not attributable to use of any of the individual rules. The overall incidence of using rules is unchanged among parents of 12-15s, although two specific rules are now more likely: rules about what their child does online with their phone (29% vs. 18% in 2015) and rules about not going online/ using apps to go online (9% vs. 5%)

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

Parental controls on gaming devices

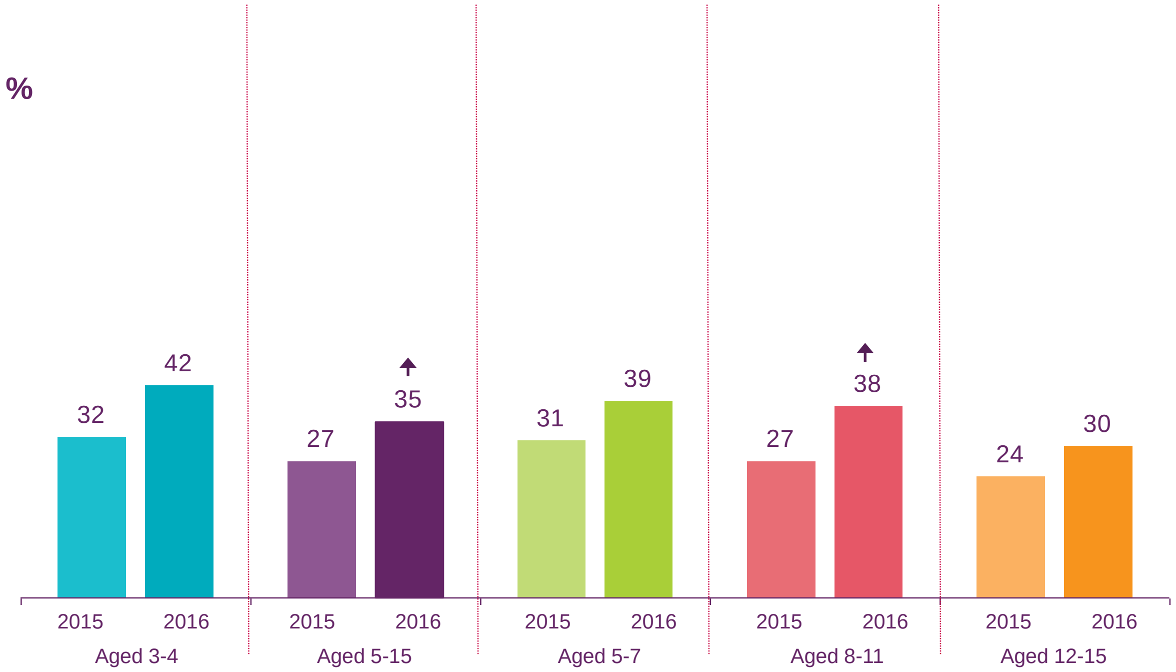
One in three parents of 5-15s have controls on the portable or fixed games console that their child plays games on – an increase since 2015

Parents whose child plays games at home or elsewhere on a handheld/ portable games console, or a fixed games console connected to a television, were asked whether any parental controls were loaded on either type of console, either to stop their child playing games that are above a certain age rating, or to restrict or prevent their child from going online using the games console.

As shown in Figure 142, more than four in ten parents of 3-4s (42%) whose child plays games on either type of device have controls in place, as do a similar proportion of parents of 5-7s (39%) and 8-11s (38%). Three in ten parents of 12-15s also have controls in place (30%).

Since 2015, controls are more likely among parents of 5-15s overall (35% vs. 27%); this increase is seen only among parents of 8-11s (38% vs. 27%).

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.

One in six parents whose child plays games without controls set on their games player say this is because they are not aware of, or don't know how to use these controls

Those parents who do not have parental controls set on either the portable games console or the fixed games console connected to a television were asked to say why. Figure 143 looks at reasons for not having parental controls among parents of 5-15s, while Figure 144 shows reasons by the age of the child.

Among all parents of 5-15s without controls on either type of gaming device, more than four in ten (42%) say it is because they trust their child to be sensible/ responsible. Close to one in four (23%) say it is because their child is always supervised, and one in eight (13%) because their child is too young for this to be a problem. One in ten say it is because the device cannot be used to go online (11%) because they were unaware it was possible (11%) or because the child is too old for setting these controls (10%). All other reasons are given by less than one in ten parents. Each of these incidences are unchanged since 2015.

Some parents do not use parental controls on the portable or fixed games console because they don't know how to do it, or are not aware that it is possible. Being unaware of parental controls in either of these ways accounts for nearly one in six (16%) parents of 5-15s who do not have parental controls in place. This measure is unchanged since 2015.

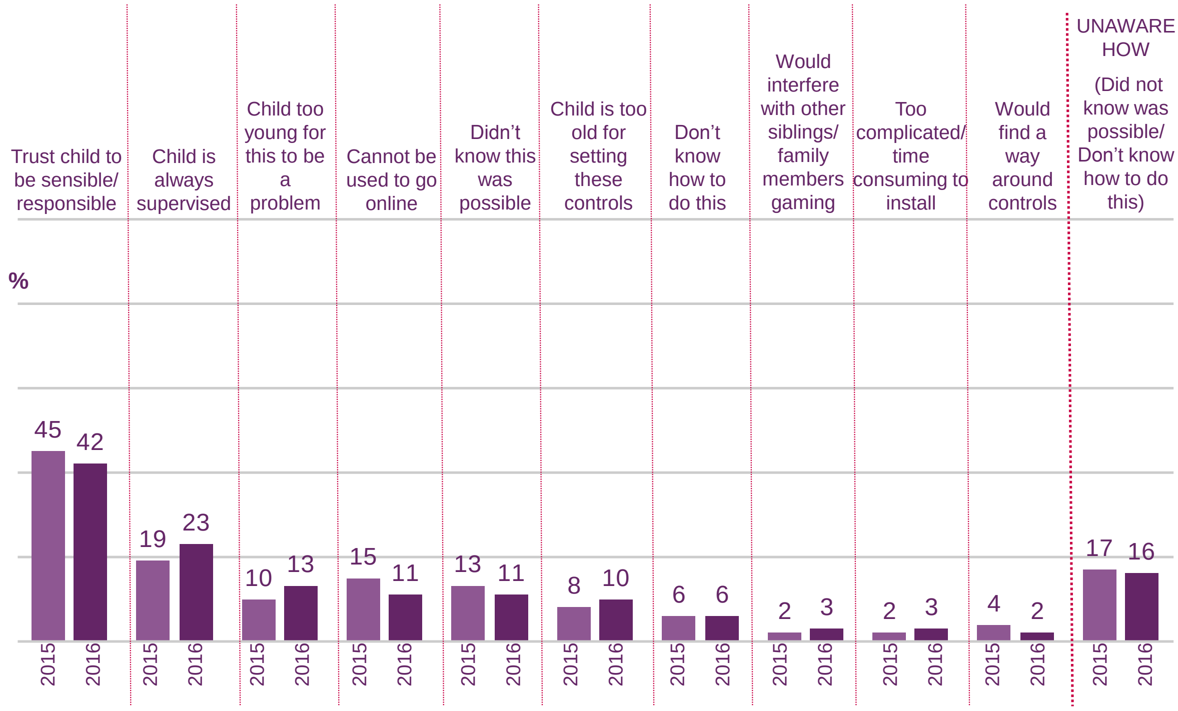
Figure 144 shows that reasons for not having controls vary considerably by the age of the child[111]. Trusting the chid to be sensible/ responsible increases with age, while saying that the child is always supervised is more likely for 5-7s (36%) and 8-11s (28%) than for 12-15s (11%). Parents of 5-7s (39%) are more likely than parents of 8-11s (11%) and 12-15s (1%) to say that it is because their child is too young for this to be a problem. One in five parents of 12-15s (21%) say it is because their child is too old for setting these controls, which is more likely than for 8-11s (4%) and for 5-7s (0%).

The likelihood of not using parental controls because they don't know how to do it, or are not aware it is possible, is more likely among parents of 8-11s (20%) than among parents of 5-7s (11%).

Parents of 5-7s are less likely than in 2015 to say they do not have controls in place because they trust their child to be sensible/ responsible (8% vs. 19%), or because they weren't aware it was possible (7% vs. 15%). Parents of 8-11s are now less likely to say it is because the games console/ player cannot be used to go online (12% vs. 20%).

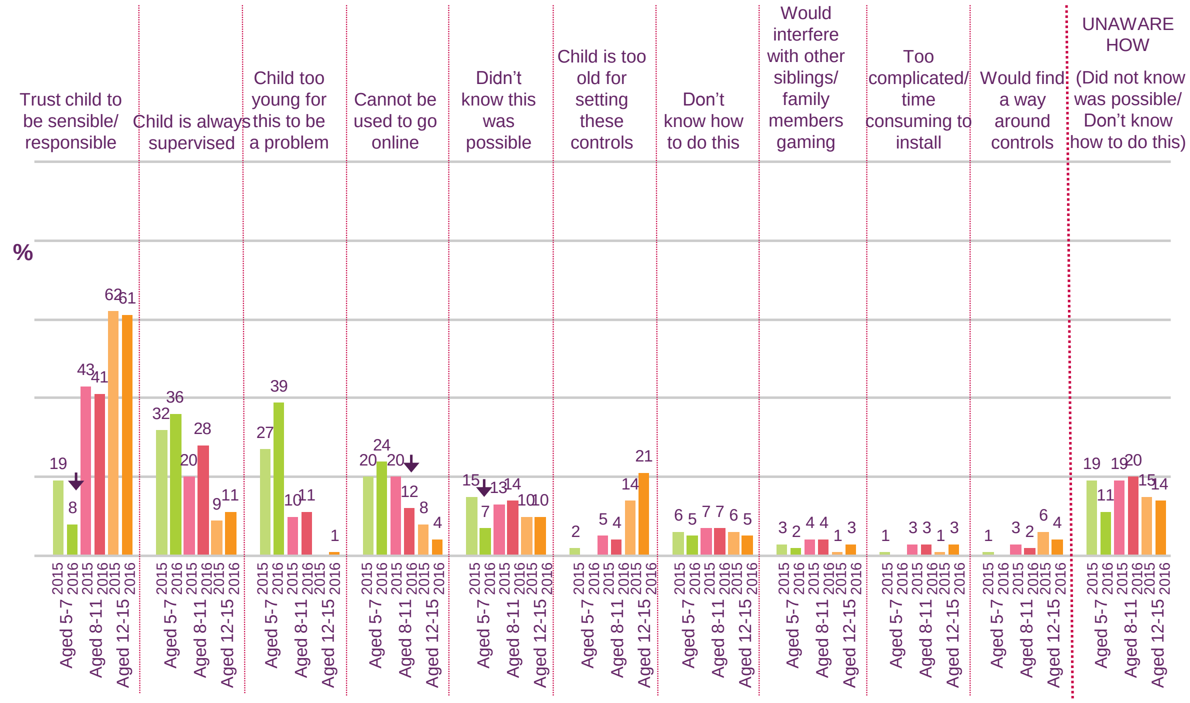
[111] In 2016, a low base size prevents analysis among parents of 3-4s without controls set

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 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

Rules about playing games

More than four in five parents of 5-15s who play games have rules in place

Most parents whose child plays games on a gaming device[112] say that they have rules or restrictions about the games their child plays. Rules are more likely to be in place for children aged 3-4 (88%), 5-7 (95%) and 8-11 (89%), than for those aged 12-15 (73%).

There are only two rules in place among a majority of parents of 3-4s: only play games with an appropriate age rating (62%) and no games after a certain time (54%).

Use of each rule is less likely for 12-15s than for 5-7s or 8-11s. As such, there are six rules in place among a majority of parents of 5-7s, two rules in place among a majority of parents of 8-11s and no single rule in place among a majority of parents of 12-15s.

In 2016 an additional rule was included in the prompted list, with the finding that more than one in three parents of 5-15s whose child plays games (37%) say their child is allowed to play games for only a set period of time. This incidence decreases with the age of the child, ranging from 49% for 5-7s to 24% for 12-15s. Four in ten parents of 3-4s (39%) whose child plays games also have this rule in place.

[112] This could be a fixed or portable games console/ computer or any other device.

Since 2015, there has been no change in the overall incidence of having any of these rules in place[113] among parents of 3-4s, 5-7s, 8-11s and 12-15s. However, parents of 3-4s are less likely to have two rules in place: no games with subscriptions that recur after a set period of time (17% vs. 24%) and rules about no multi-player games (19% vs. 26%). Six rules are less likely to be used by parents of 5-7s whose child plays games: rules about only playing games with an appropriate age rating (67% vs. 67%), rules about no online game playing with people they don’t already know (30% vs. 38%), rules about no online chat or messaging (34% vs. 46%), rules about no games with subscriptions that recur after a set period of time (22% vs. 33%), rules about no games with in-app or in game purchasing (21% vs. 30%), and rules about no multi-player games (23% vs. 32%). There has been no change in the use of any of these individual rules since 2015 among parents of 8-11s or 12-15s who play games.

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.

[113] It is possible to exclude those respondents who said they only used the rule that was included for the first time in 2016: allowed to play games for only a set period of time. This allows a like-for-like comparison in the options respondents were prompted with over time. Excluding this specific rule from the analysis in 2016 results in the following incidences for using any of these rules: 87% for 3-4s, 83% for 5-15s, 93% for 5-7s, 87% for 8-11s and 71% for 12-15s, rather than those shown in Figure 145. These incidences do not differ from those in 2015.

Technical controls on television services

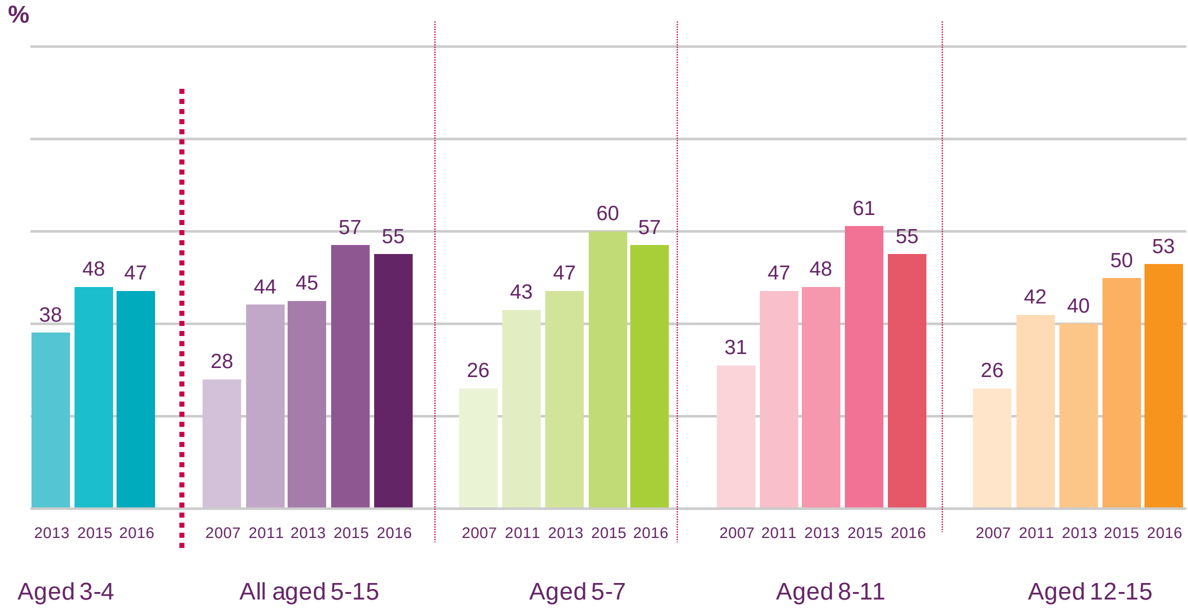
A majority of parents of 5-15s have set access controls on their television service

Parents of children in households with a television set that the child watches were asked whether they had any controls on their service which restricted access to particular channels or types of programmes or films until a PIN number or password had been entered.

As shown in Figure 146**,** close to half of households with children aged 3-4 have set these controls (47%). More than half of households with children aged 5-15 have set them (55%), with no variation by the age of the child. Since 2015, there has been no change in the incidences shown below.

Access controls are more likely to be set in households with a satellite (63%) or cable television service (66%), compared to households with Freeview (39%)[114].

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

[114] This could be because parental control functionality is not universal for set-top boxes or multichannel televisions that offer Freeview television services.

Around half of parents of 3-4s and 5-15s with controls set on their television service say they have removed adult channels

Parents of 3-4s and 5-15s who said they had controls in place on their television service were prompted with four types of control and were asked to select which of these they had in place at home.

Close to half of parents of 3-4s (49%) and 5-15s (47%) have removed adult channels from the electronic programme guide (EPG). Since 2015, parents of 3-4s are more likely to say they have done this (up from 36%).

Around four in ten parents of 3-4s (40%) and 5-15s (36%) say they have blocked films depending on their age rating; both these incidences have increased since 2015, from 30% and 31% respectively. The increase seen among 5-15s since 2015 is attributable to parents of 12-15s being more likely to use this control (34% vs. 23%).

Around four in ten parents of 3-4s (40%) and one in three parents of 5-15s (33%) say they have blocked specific channels from being viewed at any time of the day. Parents of 3-4s are also more likely than in 2015 to say they use this control (40% vs. 31%).

Around one in three parents of 3-4s (31%) and one in four parents of 5-15s (27%) say they have blocked specific channels from being viewed after a specific time (e.g. after 8pm). Parents of 12-15s are also more likely than in 2015 to say they use this control (24% vs. 12%).

Across three of these four controls there is no variation by the age of the child. Parents of 3-4s are, however, more likely than parents of 5-15s to say they have blocked specific channels from being viewed at any time of day (40% vs. 33%).

Parents with a DVR with television controls enabled were asked about a further access control that can be used with a DVR: ensuring that a PIN is required to view a recording that was originally broadcast after 9pm. Figure 147 shows their responses. Three in four eligible parents of children aged 3-4 (74%) and seven in ten eligible parents of 5-15s have this control (70%) with no variation in this incidence by the age of the child. Eligible parents of 5-15s are more likely than in 2015 to use this control (70% vs. 64%) but this increase is not seen among parents of 5-7s, 8-11s or 12-15s.

Figure 147: Types of access controls in place among parents with controls set on their television service used at home (2011, 2013) 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.

Among those without access controls set, one in eight parents are unaware of them, or do not know how to set them

Those parents who did not have any access controls set up for their multichannel television service were asked to say why.

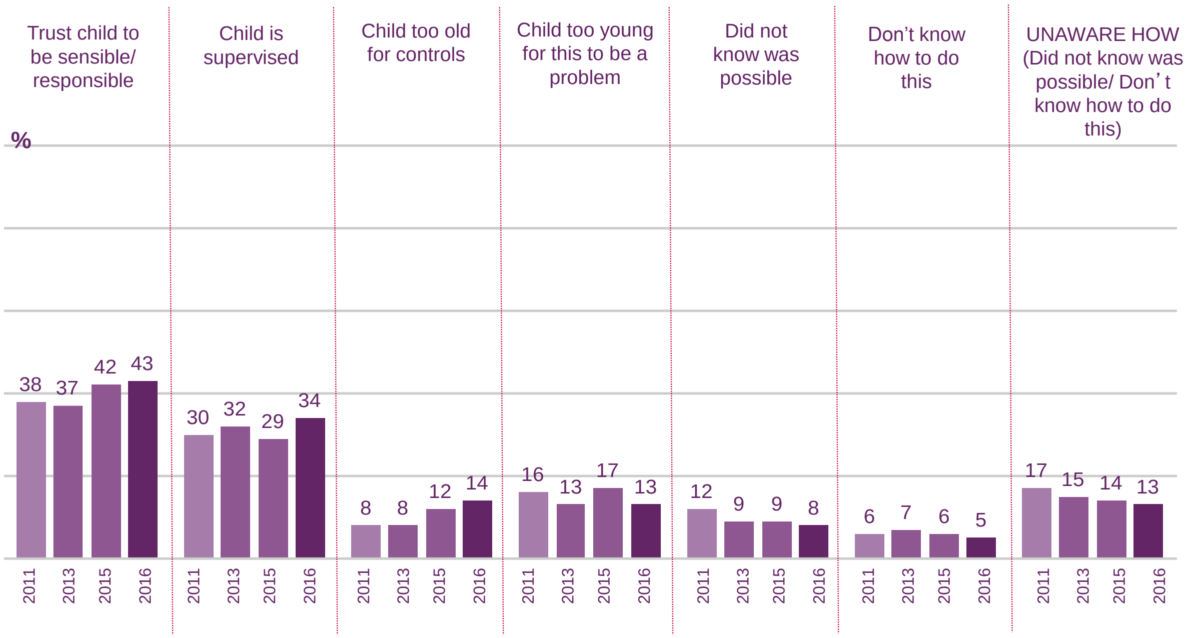
Figure 148 looks at the reasons given by all parents of children aged 5-15[115], while Figure 149 looks at this among parents of 3-4s, 5-7s, 8-11s and 12-15s.

The reasons given by parents tend to differ depending on the age of the child. Parents of older children (12-15s) are more likely to say that they trust their child to be sensible/ responsible or that their child is too old to require these controls, whereas parents of younger children (3-4s, 5-7s and 8-11s) are more likely to say it is because their child is supervised, or that the child is too young for a lack of controls to be a problem.

Some parents responded that they did not know how to set access controls, or did not know that these settings were possible. Being unaware of access controls in either of these ways accounts for around one in ten of all parents of children aged 3-4 (10%) and 5-15 (13%) who do not have these settings in place.

There has only been one change since 2015: parents of children aged 12-15 without controls set on their television service are more likely to say that this is because their child is supervised (18% vs. 11%).

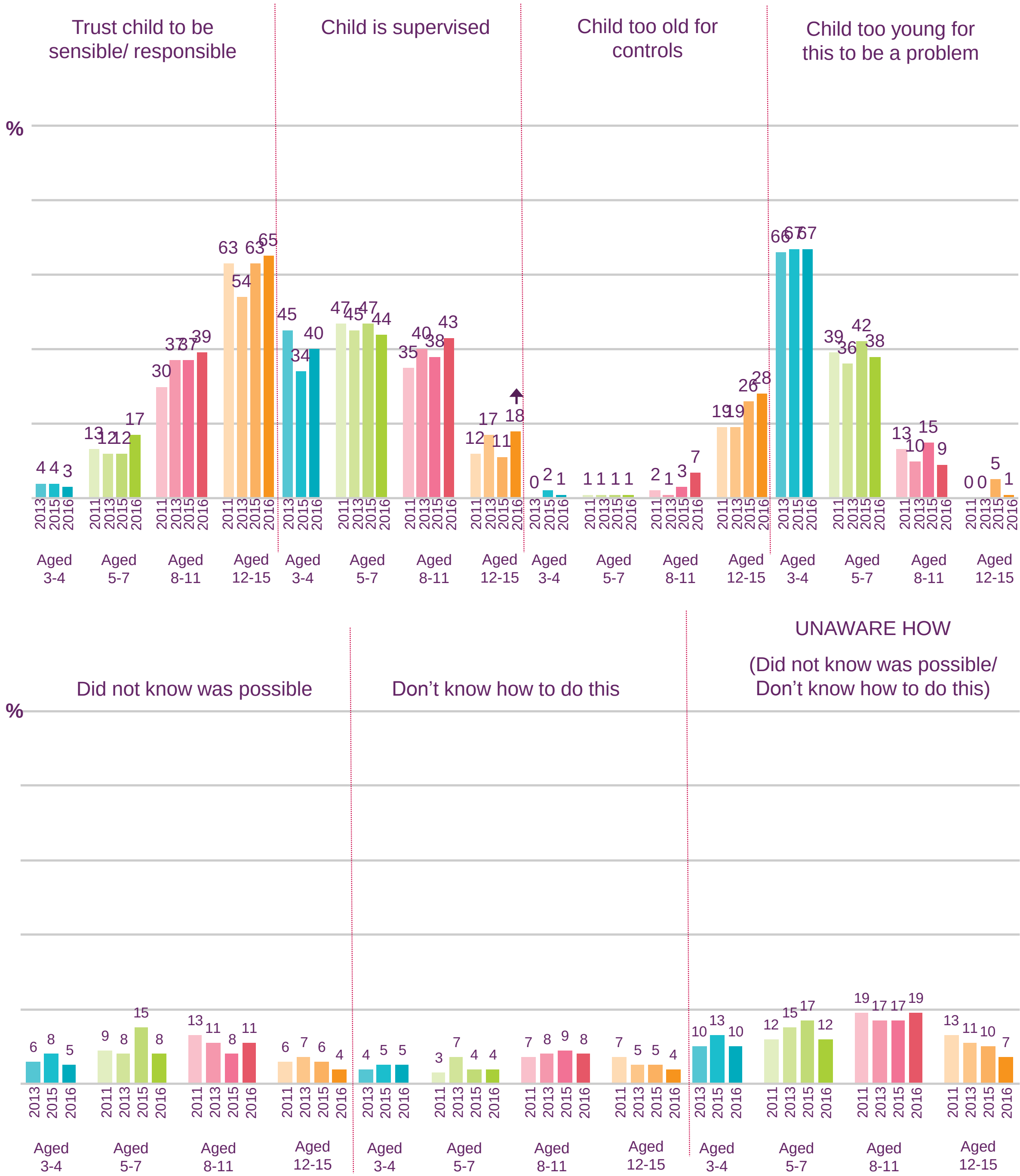
Figure 148: Reasons for not having controls in place for the television service, among parents of 5-15s whose child watches TV at home (2011, 2013) or elsewhere (2015, 2016)



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.

[115] Responses shown reflect those given by 5% or more of all parents of 5-15 without controls set on their television service.

Figure 149: 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 and use of PIN controls on catch-up services

More than three in four parents of 5-15s are aware of content ratings and guidance labels in use on UK broadcasters' catch-up services

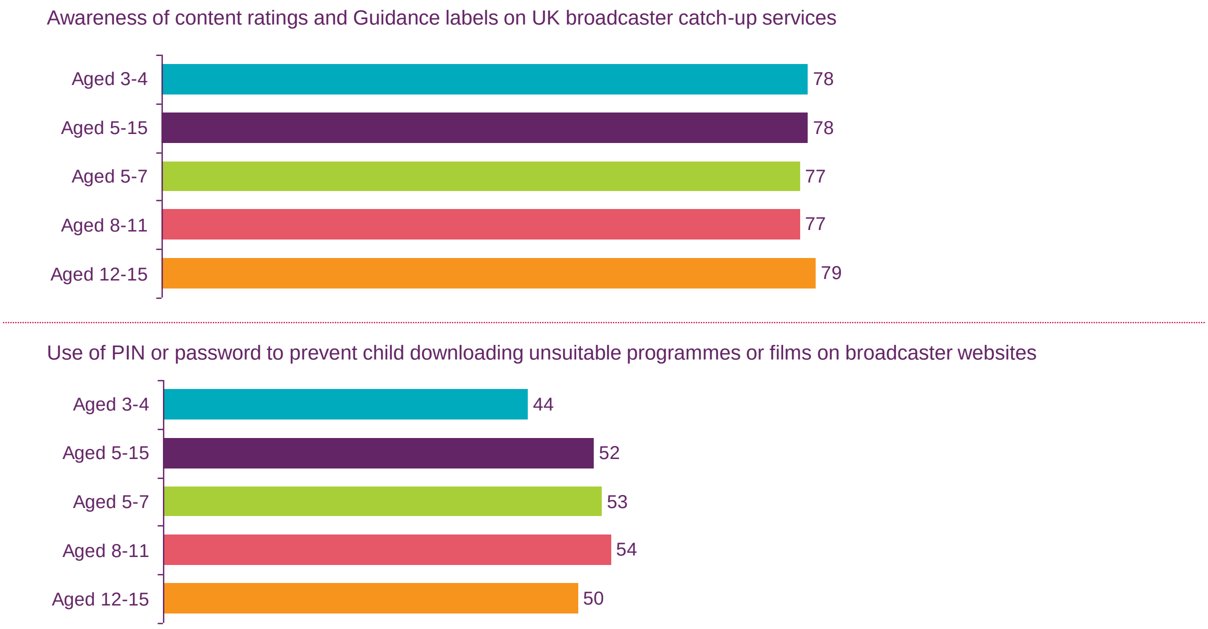
In 2016, parents of children aged 3-4 and 5-15 were provided with the following information: *'Thinking specifically about the catch-up services of UK broadcasters (e.g. BBC iPlayer, ITV Hub etc), these services offer information about the age suitability of programmes. This information can be in the 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.'*

They were then asked whether they were aware of these content ratings and guidance labels. The results are shown in Figure 150. Close to four in five (78%) of parents of 3-4s and 5-15s (78%) are aware of these content ratings on guidance labels in use on broadcaster catch-up services.

Parents of 3-4s and 5-15s were also asked whether they had set up a PIN code or password on any of these catch-up services to prevent their child watching or downloading unsuitable programmes or films, with these results also shown in Figure 150. More than four in ten of parents of 3-4s have set up a PIN/ password; this is less likely than among parents of 5-15s (52%).

Although not shown in Figure 150, parents of 5-15s[116] whose child watches catch-up content from UK broadcasters are more likely than all parents to say they have set up a PIN or password (61% vs. 52%).

Figure 150: Awareness of content ratings and guidance labels on UK broadcaster catch-up services, and use of PINs/ passwords on these services among parents, by child's age: 2016



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

[116] Low base sizes prevent analysis among parents of 3-4s

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).

Rules about television viewing

Since 2015 there has been a slight decrease in the use of rules about television viewing among parents of 3-4s

Household rules for television viewing are more likely to be in place for 3-4s (90%), 5-7s (96%) and 8-11s (95%) than for 12-15s (77%). This is also true for nearly all of the ten individual rules that parents were prompted with, with the exception of the rule relating to PIN/ password controls to watch certain channels/ films, which is equally likely for the youngest and oldest children (27% for 3-4s, 35% for 5-7s and 29% for 12-15s), and regularly checking on what they are watching (44% for 3-4s vs. 40% for 12-15s).

There are two rules in place relating to television viewing for more than half of 3-4s, six rules for more than half of 5-7s, four rules for more than half of 8-11s and none for more than half of 12-15s. Parents of 3-4s (62%) and 5-7s (55%) are much more likely to have the rule about only watching children’s TV programmes or channels.

As shown in Figure 151, parents of 3-4s are less likely than in 2015 to say they use any of these rules about their child’s television viewing (90% vs. 94%), although this is not attributable to a decrease for any particular rule. In fact, parents of 3-4s are now more likely to say they use the rule about only watching when supervised (29% vs. 23%).

Parents of 5-7s are now less likely to use the rule about only DVDs/ videos with appropriate age ratings (50% vs. 59% in 2015).

Parents of 12-15s are now more likely to use two rules: no programmes with swearing/ bad language (30% vs. 24%) and the rule about only watching when supervised (10% vs. 5%).

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.

Differences by gender and socio-economic group

Where differences in mediation exist by the child's gender, parents of girls are more likely than parents of boys to use a particular strategy

Differences in parental mediation approaches by gender are summarised below.

When it comes to children's online access, parents of girls seem to be more likely to employ a number of mediation approaches than parents of boys.

Parents of boys aged 5-7 or 8-11 who go online are more likely than parents of girls to say they do not use any of the four approaches to mediation covered in this section: using technical tools, regularly talking to their child about online risks, rules about online activities or online supervision (4% for boys vs. 0% for girls aged 5-7 and 3% for 0% for 8-11s).

Parents of girls aged 5-15 are more likely than parents of boys to say they supervise their child's online access and use (86% vs. 81%) in any of the ways we asked about, although this is not attributable to any particular type of supervision or to any particular age group of child.

Rules about use of social media sites are more likely among parents of girls than parents of boys for children aged 5-7 (25% vs. 14%) and 8-11 (47% vs. 35%). Parents of girls aged 8-11 are also more likely than parents of boys to have rules in place about their use of instant messaging (38% vs. 23%).

Parents of girls aged 12-15 are more likely than parents of boys to have spoken to their child about managing online risks (94% vs. 88%) although no difference is seen for any individual type of online risk that we asked about. Parents of girls aged 5-7 are more likely than parents of boys to have discussed sharing too much information online (32% vs. 19%), while parents of girls aged 8-11 are more likely than parents of boys to have discussed believing everything that is seen or heard online (58% vs. 46%), or being bullied online (57% vs. 47%). Parents of girls aged 8-11 are more likely than parents of boys to say they talk to their child at least every few months about managing these types of risks (74% vs. 64%). The only area parents of boys were more likely to have discussed with their child was the pressure to spend money online: 39% of parents of boys aged 12-15 had discussed this, compared to 29% of parents of 12-15 girls.

Unlike the areas set out above, parents of boys are more likely to use technical tools. While awareness does not differ, parents of boys aged 5-7 with broadband, whose child goes online, are more likely to use home network-level filters (39% vs. 25% for girls). Parents of boys aged 12-15 are more likely to use software that can limit the time spent online (11% vs. 5% for girls). In contrast, parents of girls aged 5-15 with broadband, whose child goes online, are more likely to say they do not use either type of content filter because their child is always supervised (29% vs. 15% for boys).

There are also some differences in the way parents mediate girls' and boys' use of mobile phones. Parents of boys aged 5-15 whose mobile phone can be used to go online are more likely than parents of girls to say the bar on adult content has been deactivated (23% vs. 15%). Parents of girls aged 12-15 are more likely to have any rules in place about their mobile phone use (83% vs. 73% for boys), specifically the rule relating to only sending pictures to an agreed list of people (19% vs. 12%). Parents of boys aged 12-15 are more likely than parents of girls to use the rule about the child being responsible for paying for top-ups/ bills (13% vs. 7%).

There are also some differences for mediation of gaming. Parents of boys aged 8-11 are more likely than parents of girls (93% vs. 84%) to have any rules in place about the games their child plays; this is attributable to their being more likely to say their child is allowed to play games only for a set period of time (46% vs. 32%). Parents of girls aged 8-11 are more likely than parents of boys to say they use the rule about no multi-player games (19% vs. 11%). Parents of boys aged 12-15 are more likely to use the rule about not playing games after a certain time (43% vs. 28% for girls) while parents of girls aged 12-15 are more likely to use the rule about no online game playing (17% vs. 8%) and no multi-player games (10% vs. 4%).

Certain rules about television consumption also differ by gender: girls aged 5-7 (73%) are more likely than boys (63%) to have the rule about no TV after a certain time, and to have the rule about only watching when supervised (30% vs. 19%). Girls aged 8-11 are more likely than boys to have four rules in place: no programmes with nudity/ sexual content (59% vs. 50%), no programmes with swearing/ bad language (57% vs. 26%), no programmes with violence (53% vs. 42%), and only DVDs/ videos with appropriate age ratings (54% vs. 43%). Girls aged 12-15 (35%) are more likely than boys (26%) to have the rule about no programmes with swearing/ bad language.

Awareness and use of either type of content filter does not differ by household socio-economic group

Differences in parental mediation approaches by household socio-economic group among 5-15s are summarised below.

Awareness and use of either type of content filter, whether home network-level filters or parental control software, does not differ by household socio-economic group among parents of 5-15s with home broadband that is used by the child to go online. Those in ABC1[117] households who do not use content filters are, however, more likely than those in C2DE households to say that this is because they trust their child to be sensible / responsible (54% vs. 40%).

Parents of 5-15s in AB households with home broadband and whose child goes online are more likely to be aware of another type of technical tool: software to protect against junk email/ spam or computer viruses (51% vs. 42%), while those in DE households are less likely to be aware of this tool (30% vs. 42%) and are less likely to use it (12% vs. 18%). Parents of 5-15s in DE households are also less likely to be aware of enabling safe search on search engine websites (37% vs. 45%).

Parents of 5-15s in AB households are more likely to be aware of two of the technical tools they were asked about, compared to all parents whose child uses a smartphone or tablet: software to restrict app installation or use (48% vs. 36%) and changing the settings to prevent any in-app purchases (47% vs. 39%). While no more likely to be aware of the tool ‘changing settings to prevent apps being downloaded’, they are more likely to use this tool (22% vs. 16%). In contrast, awareness of all three tools is lower among parents of 5-15s in DE households; consequently, they are less likely to use two of them: changing the settings to prevent any in-app purchases (10% vs. 16%) and changing the settings to prevent apps being downloaded (9% vs. 15%).

Compared to the average, parents in DE households of 5-15s who go online are no less likely to have spoken to their child about online risks overall, but are less likely to have spoken to their child about four specific risks: downloading viruses or other harmful software

[117] Low base sizes among 5-15s prevent analysis by all four household socio-economic groups

(28% vs. 35%), how their online use could affect them in the future (24% vs. 30%), trying to access inappropriate content/ bypass filters (24% vs. 30%) and the pressure to spend money online (20% vs. 27%).

Compared to the average for parents of 5-15s who go online, those in AB households are more likely to say they have looked for or received information or advice from websites about how to stay safe online (14% vs. 10%) while those in DE households are less likely to say they have sourced information from internet service providers (9% vs. 14%).

At an overall level, the use of rules about the child's online activities does not vary by household socio-economic group. However, compared to the average, parents of 5-15s in AB households are more likely to use two individual rules: about contact with other people (54% vs. 47%) and about downloading or sharing content (41% vs. 34%). The rule about online purchasing is less likely to be used in DE households (37% vs. 45%).

Compared to the average for parents of 5-15s whose child has a mobile phone, those in AB households are more likely to say they use the rule about no in-app or online purchasing (25% vs. 17%) while those in DE households are less likely than average to use three rules: no calls to premium-rate numbers (201% vs. 32%), no texts to premium-rate numbers (15% vs. 29%), and app store password is not known to their child (4% vs. 13%).

Compared to all parents whose child plays games on a fixed or portable games console, those in AB households are less likely to have controls in place (26% vs. 35%).

At an overall level, there are no differences in the incidence of any rules about gaming by household socio-economic group among parents of 5-15s, and only one difference in use for any individual rule: parents in DE households are less likely to use the rule about no games with subscriptions that recur after a set period of time (13% vs. 19%).

Parents of 5-15s in DE households are less likely to say they are aware of content ratings or guidance labels in use on UK broadcasters' catch-up services (71% vs. 78%).

making communications work for everyone

Children and Parents: Media Use and Attitudes: Annex 1

Children's TV viewing

Children's TV viewing: BARB analysis

Broadcast TV viewing

BARB figures provide the industry measure of viewing for UK television audiences. Analysis is based on viewing to scheduled TV programmes watched on the TV set through any device connected to it, including set-up boxes, digital video recorders (DVRs), DVD players and games consoles. Catch-up and recorded viewing is also captured under 'time-shifted viewing' if the content has been broadcast live in the past seven days. Live and time-shifted viewing make up the official industry measure of viewing, often referred to as gold standard data, on which our analysis is based. Viewing is reported for people aged 4 and above. This analysis focuses on viewing among children aged 4-15.

Overall viewing trends

Time spent viewing

Children aged 4-15 watched an average of 13 hours of broadcast television per week in 2015; down by 42 minutes per week on 2014 (Figure A1.1). The decline is a continuation of longer-term annual falls in weekly viewing, but 2015's was not as large as the previous year (the drop in viewing between 2013 and 2014 was the largest year-on-year decline since 2010, falling by nearly two hours).

Younger children watch more TV than older children. In 2015, children aged 4-9 watched an average of 14 hours per week compared to 11 hours 48 minutes per week among children aged 10-15.

The decline in weekly viewing among all children has been particularly steep since 2012. The drop was mainly driven by the older 10-15 age group, who were watching 4 hours 42 minutes less per week on average in 2015 than in 2012. Viewing fell by 2 hours 54 minutes among 4-9 year olds over the same period.

Live broadcasts vs. time-shifting

Figure A1.2 shows that most of the time spent viewing TV among children aged 4-15 in 2015 was to live programme broadcasts (85%). After two years of stability in the proportion of live viewing, this was a slight decline of two percentage points (pp) since 2014 and an eight pp fall since 2010. Yet despite over three-quarters of the child population having access to digital video recorders in their home (80% in 2015 vs. 52% in 2010), viewing of recordings or catch-up services (time-shifted viewing) accounted for only 15% of total TV viewing time among all children aged 4-15. The proportion of time-shifted viewing among younger children (aged 4-9) and older children (aged 10-15) was equal, at 15%[118].

When are children viewing?

Throughout the day, the average number of children aged 4-15 watching TV increases during breakfast hours (6am to 9am), before tailing off and then gradually growing again from 3pm, after school hours (Figure A1.3). The largest number of child viewers in 2015 was

[118] The time-shifted data for 2011 reported in the Annex of the 2012 *Children and Parents: Media Use and Attitudes* report, uses a base of all children (4-15) with a DVR. The data reported in the Annex of the 2013 report and subsequent annual reports uses a base of all children (4-15).

concentrated around family viewing time, between 6pm and 9pm. The size of the audience peaked at over 1.6 million, or 19% of the child TV population, between 7pm and 8pm.

The audience for younger children (aged 4-9) peaks slightly earlier. In 2015 the biggest volume of viewers in this age group was between 6pm and 7pm, with just under a million viewers (21% of the 4-9 year old TV population). The peak audience among children aged 10-15 was an hour later than the average for all children, with audiences highest between 8pm and 9pm (22% of the 10-15-year-old population).

In terms of post-watershed viewing, a significant volume of children continued to watch TV in the first hour after the watershed. Almost 1.3 million child viewers aged 4-15 watched TV between 9pm and 10pm in 2015, representing 15% of the child population. Our analysis of the top 20 most popular programmes watched by children after 9pm in 2015 shows that they were largely the same as the most popular titles overall. Programmes that are likely to be watched during family viewing time such as *EastEnders*, *Strictly Come Dancing*, *Britain's Got Talent* and *Coronation Street,* along with live New Year's Eve programmes, featured in the list (Figure A1.12). The majority of the most-watched programmes were scheduled between 9pm and 10pm, and this is reflected by Figure A1.3 which shows that the child audience fell rapidly from 10pm and in each hour afterwards.

While the proportion of the child audience is broadly evenly split between younger and older viewers in the run-up to the watershed; after 9pm the distribution increases towards children aged 10-15. Between 9pm and midnight in 2015, 37% of the child audience was aged 4-9 and 63% was aged 10-15.

What types of programming are children watching?

While total TV viewing hours are in decline among all children, the proportions of time spent by channel group remained broadly similar year on year (Figure A1.4). Overall, three-quarters of children's viewing was spent watching commercial channels (both children's and adults', including the commercial PSBs). This proportion of viewing in commercial airtime has increased slightly over the past six years (72% in 2010 to 76% in 2015) with a shift towards an increased proportion of weekly viewing to commercial multichannels, and a gradual decrease in children's viewing to the commercial main PSB channels[119]. The remaining 25% of weekly viewing time among children aged 4-15 that was spent on the BBC family of channels in 2015 was fairly evenly divided between BBC One and Two combined, and the BBC portfolio of channels (including CBBC, CBeebies, BBC Three etc).

Looking at the split in children's viewing to all channels across all time shows that 63% of 4-15s' total viewing took place in adult airtime[120] (Figure A1.6). However, this figure varies significantly by age. Eighty per cent of viewing among older children (aged 10-15) was in adult airtime, while it made up just over half (51%) of 4-9 year olds' viewing time.

The remaining 37% of children's total viewing that took place in children's airtime[121] was mostly attributed to commercial airtime[122] (27%) while 10% was spent in non-commercial

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[119] ITV, Channel 4 and Channel 5, including their HD variants where applicable.
[120] This comprises the main five PSB channels and ITV, Channel 4 and Channel 5 +1 channel services, *excluding* the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.
[121] This comprises the children's programme slots on the main five PSB channels and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated multi-channel children's channels.
[122] This comprises children's programme slots on the commercial PSB channels that have them (ITV and Channel 5) and the equivalent slots on ITV +1 and Channel 5 +1, as well as the dedicated commercial multi-channel children's channels.

children's airtime. Younger children, aged 4-9, spent a higher proportion of their total weekly viewing in children's airtime (49%) than 10-15 year olds (21% of their viewing time).

Drilling down further into total viewing in children's airtime, figure A1.5 shows that the majority (73%) of this viewing among children 4-15 was to commercial children's airtime, up slightly since 2014 (71%). By channel, the majority of viewing time was spent on dedicated commercial multichannel children's channels (69%). The proportion of viewing time to children's programming slots on the commercial main PSB channels (ITV, Channel 4 and Channel 5) has stayed steady over the last six years, at between 3% and 4%. BBC One and BBC Two no longer have dedicated children's programme slots, and this is reflected in figure A1.5. Children's viewing to the BBC's dedicated children's channels, CBBC and CBeebies, has decreased by 3pp since 2010, to 27%.

Who are children watching with?

When watching TV at the time of broadcast, 25% of children watched alone. Figure A1.7 shows that this increased to 28% among 10-15 year olds while it was below the child average for 4-9 year olds (22%).

Across the day, children watched TV with other people (children and/or adults) most between 7pm and 11pm. Between 82-84% of viewing by children was with other people during this time.

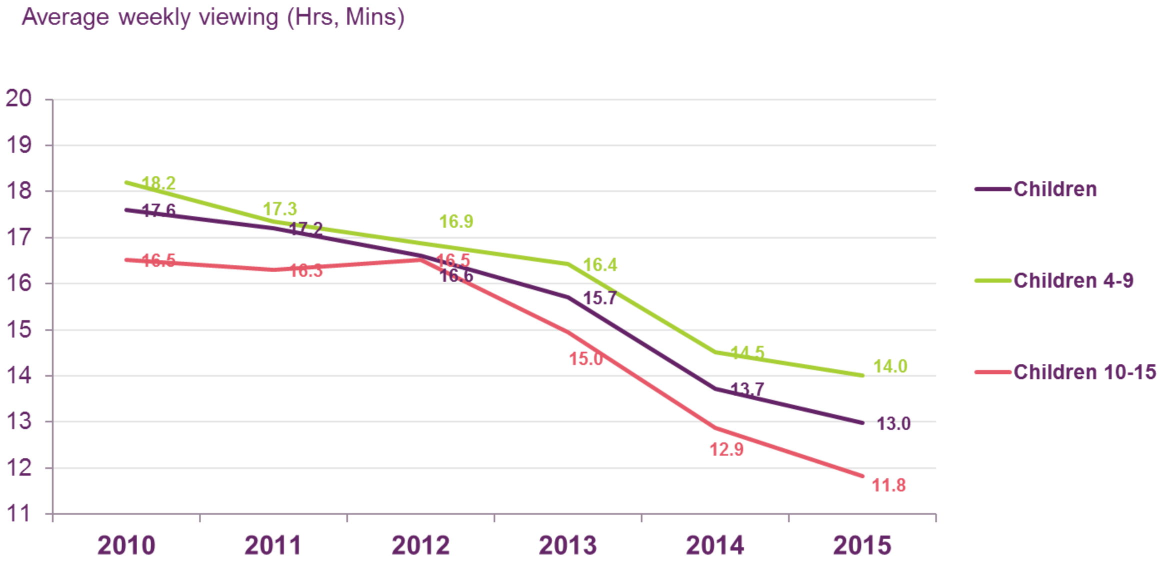
The presence of adults watching TV with children remained high after 9pm, but, of the small number of children watching later in the night, the proportion of children watching alone increased notably from 11pm (23%) rising to 50% between 5am and 6am.

Figure A1.9 looks at the top-performing programmes among all children in 2015. Fifteen of the most-watched programmes by children aged 4-15 were on BBC One, with the remainder on ITV. Virtually all of the programmes were in peak, family viewing time. Entertainment programmes accounted for 13 of the 20 most popular programmes, with three childrens'-genre programmes, all on or around Christmas or New Year on BBC One. *Stick Man* was the most popular programme overall, with 2 million watching, equating to 56.9% share of all children watching TV at that time. *Britain's Got Talent* was the second highest (moving from the number one spot in 2014) with 1.5 million and a 67.8% share.

Younger children, aged 4-9, watched a similar range of genres as all children, with entertainment programming drawing the largest audiences, and with the same three childrens'-genre programmes appearing in the top 20. However, as well as *Brave*, there were four other films targeted at children in 2015 among the 4-9 year olds' top 20 (Figure A1.10).

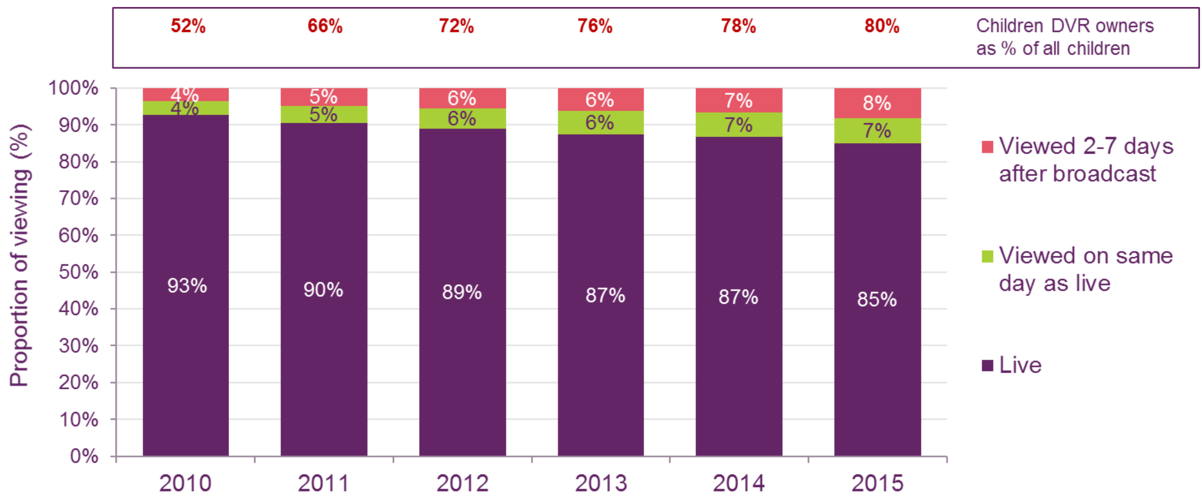
Entertainment programmes attracted the highest numbers of 10-15 year-old viewers in 2015 (Figure A1.11) and the soaps genre appears higher in the list for this age group than for all children, with *EastEnders* fifth (at 0.7 million and 51.5% share).

Figure A1.1: Average hours of weekly viewing, by age



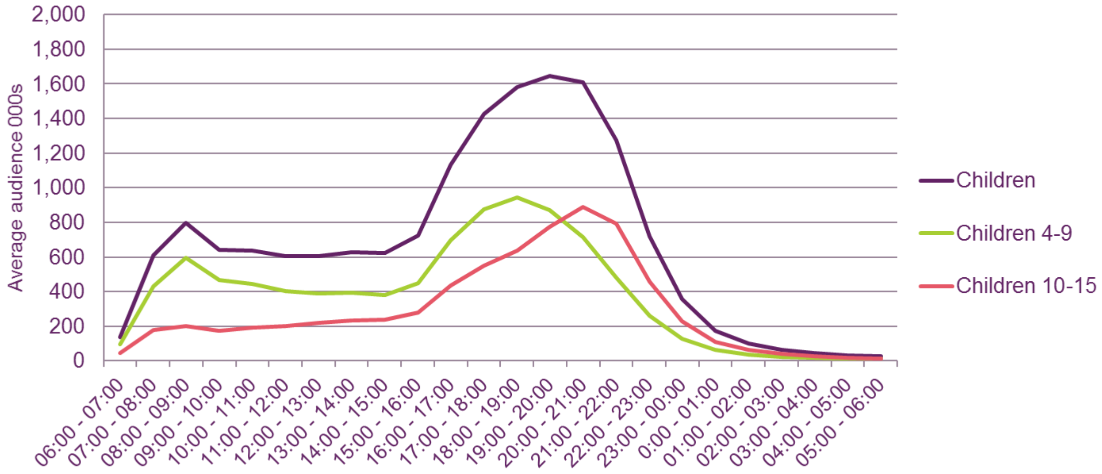
Source: BARB, 2010-2015

Figure A1.2: Live versus time-shifted TV viewing, all children (4-15)



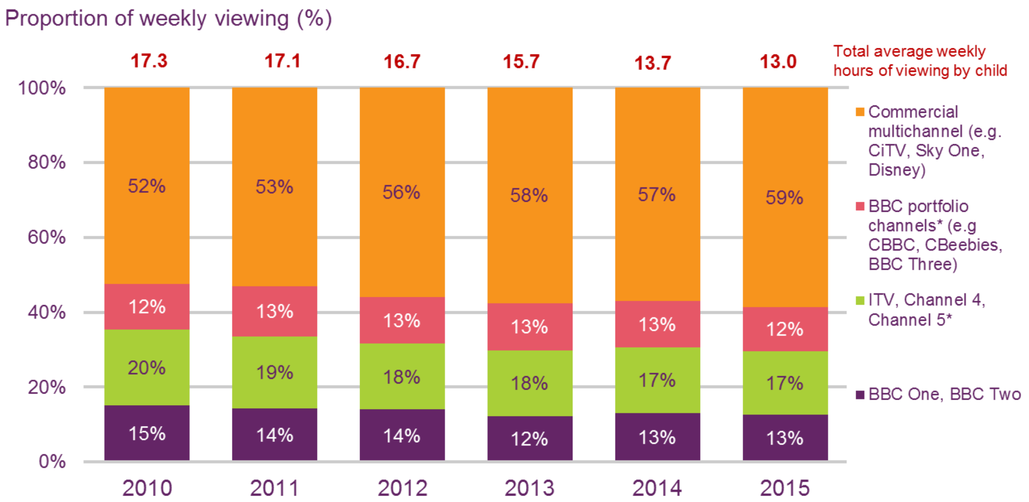
Source: BARB, 2010-2015, all children 4-15. Based on total minutes per child each year.
Values may not sum up to 100% due to rounding.

Figure A1.3: Average 2015 audience, by day part and age: total TV



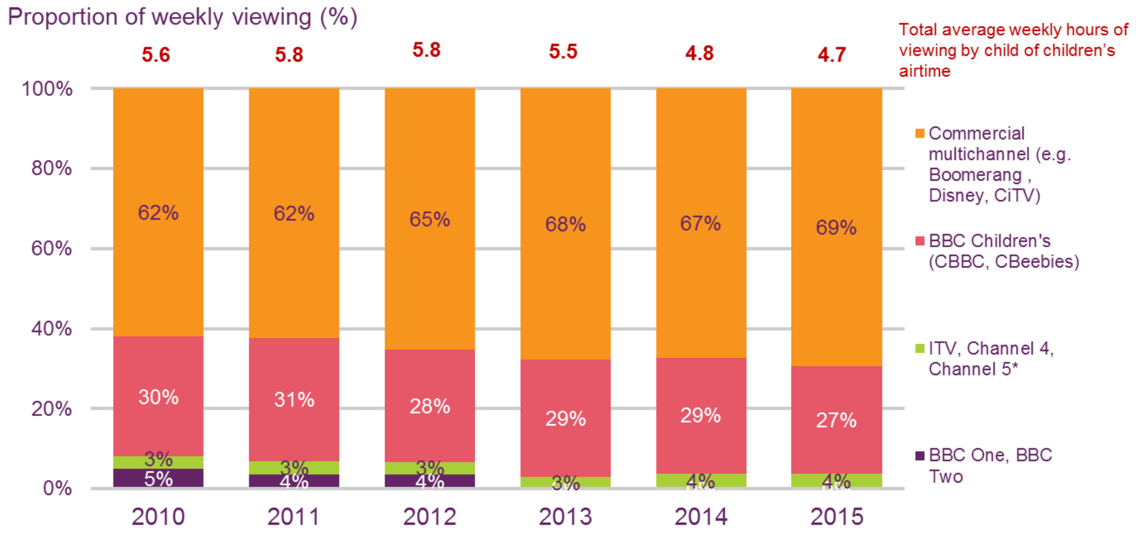
Source: BARB, 2015

Figure A1.4: Children's total weekly viewing, by channel type



Source: BARB 20010-2015, all children 4-15.
*BBC portfolio channels include all BBC channels except BBC One and BBC Two.
*ITV, Channel 4 and Channel 5 include HD variants. +1 viewing is included in 'commercial multichannel'.
Values may not sum up to 100% due to rounding.

Figure A1.5: Children's weekly viewing of children's airtime, by channel type



Source: BARB, 2010-2015, all children 4-15
*ITV, Channel 4 and Channel 5 children's slots include HD variants. +1 viewing is included in 'commercial multichannel'.

'Commercial multichannel' consists of all dedicated commercial multi-channel children's channels and the children's slots on the main PSB channels' +1 services.

Figure A1.6: Demographic differences

Weekly Viewing Summary	Children	4-9	10-15
Total hours of viewing	13.0	14.0	11.8
Total hours of viewing in comm. airtime	9.8	10.6	9.0
Total hours of viewing in adult airtime	8.2	7.2	9.4
Total hours of viewing in comm. adult airtime	6.3	5.6	7.2
Total hours of viewing in children's airtime	4.7	6.8	2.4
Total hours of viewing in comm. children's air.	3.5	5.0	1.8
% total time spent in commercial airtime	76%	75%	76%
% total time spent in adult airtime	63%	51%	80%
% total time spent in comm. adult air.	49%	40%	61%
% total time spent in children's airtime	37%	49%	21%
% total time spent in comm. children's airtime.	27%	35%	15%

Source: BARB, 2015

Commercial airtime consists of commercial PSB channels (ITV, Channel 4 and Channel 5), including HD variants and +1 channels, and commercial multi-channel channels.

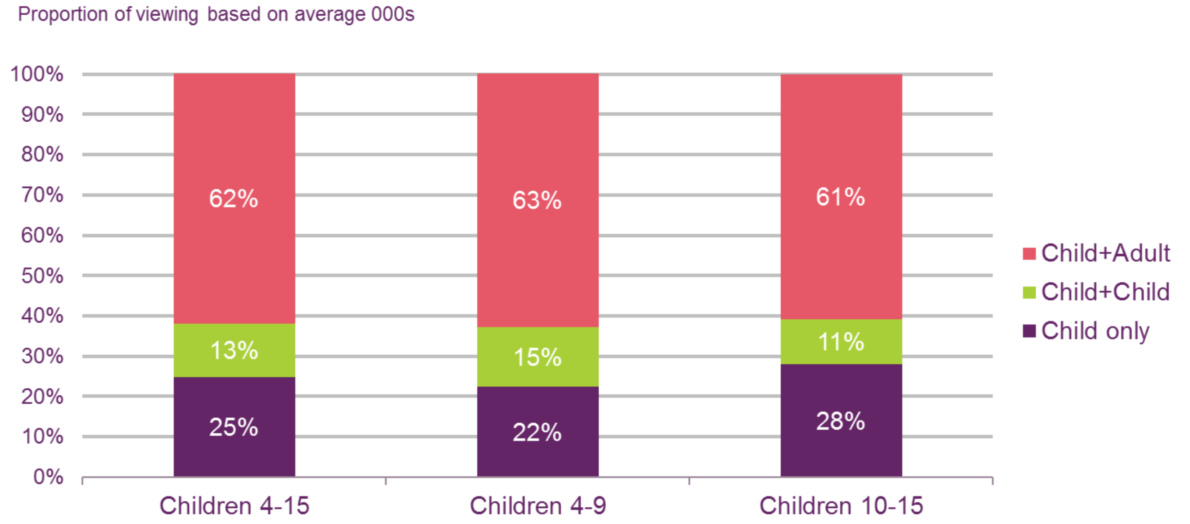
Adult airtime consists of the main five PSB channels (including HD) and ITV, Channel 4 and Channel 5 +1 channels, excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Commercial adult airtime consists of commercial PSB channels (ITV, Channel 4 and Channel 5), including HD and +1 variants but excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Children's airtime consists of the children's programme slots on the main five PSB channels and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated multi-channel children's channels.

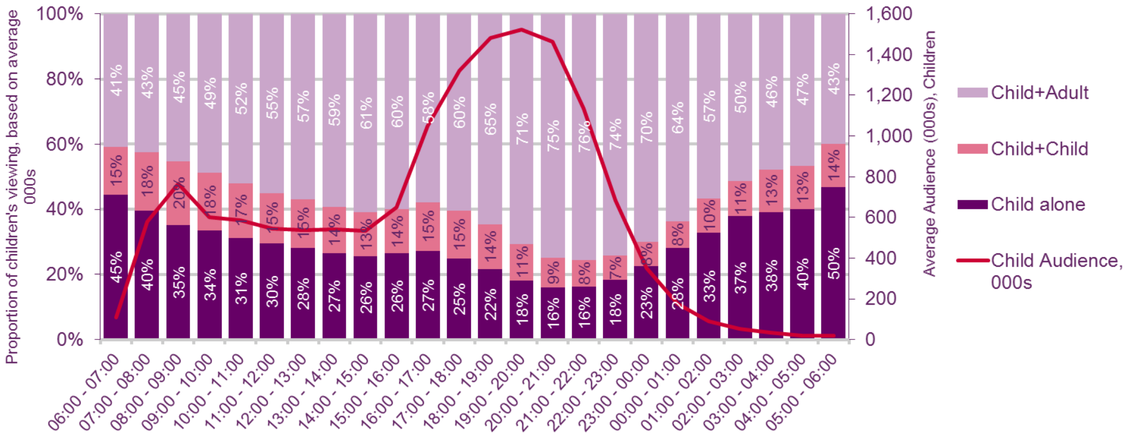
Commercial children's airtime consists of children's programme slots on the commercial PSB channels (ITV, Channel 4 and Channel 5) and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated commercial multi-channel children's channels.

Figure A1.7: Co-viewing across total TV



Source: BARB, all children 4-15, 2015. Based on live viewing at the time of broadcast. Values may not sum up to 100% due to rounding.

Figure A1.8: Co-viewing across the day: all TV viewing



Source: BARB, all children 4-15, 2015. Based on live viewing at the time of broadcast. Values may not sum up to 100% due to rounding.

Figure A1.9: Top 20 programmes in 2015 among all children aged 4-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	STICK MAN	BBC One	25/12/2015	16:48:43	17:15:08	00:26:25	Children's	2039	23.3	56.9
2	BRITAIN'S GOT TALENT (SERIES 9)	ITV	25/04/2015	20:01:59	21:17:07	01:15:08	Entertainment	1520	17.4	67.8
3	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2015	23:59:15	24:13:06	00:13:51	Entertainment	1262	14.4	60.7
4	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	21:00:24	00:59:42	Hobbies/Leisure	1175	13.4	61.0
5	FILM: BRAVE (2012)	BBC One	25/12/2015	15:10:57	16:34:08	01:23:11	Films:Cinema	1134	12.9	46.9
6	THE VOICE UK	BBC One	17/01/2015	19:00:28	20:23:42	01:23:14	Entertainment	1133	13.0	49.2
7	STRICTLY COME DANCING	BBC One	05/12/2015	19:01:20	20:02:58	01:01:38	Entertainment	1122	12.8	46.0
8	ANT & DEC'S SATURDAY NIGHT TAKEAWAY (S12	ITV	21/02/2015	18:59:00	20:20:56	01:21:56	Entertainment	1101	12.7	40.9
9	THE X FACTOR (SERIES 12)	ITV	29/08/2015	20:01:30	21:29:55	01:28:25	Entertainment	1090	12.5	56.4
10	CHILDREN IN NEED	BBC One	13/11/2015	19:30:04	21:59:05	02:29:01	Entertainment	1068	12.2	52.6
11	EASTENDERS	BBC One	19/02/2015	19:29:07	20:25:28	00:56:21	Drama:Soaps	1047	12.1	44.7
12	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	28/11/2015	21:48:00	22:47:22	00:59:22	Entertainment	1043	11.9	58.9
13	DOCTOR WHO	BBC One	25/12/2015	17:17:03	18:13:11	00:56:08	Drama:Series/Serials	1035	11.8	36.8
14	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	22:09:41	01:09:16	Entertainment	1007	11.5	49.5
15	MIRANDA	BBC One	01/01/2015	20:00:17	20:36:00	00:35:43	Entertainment	996	11.5	36.2
16	ROALD DAHL'S ESIO TROT	BBC One	01/01/2015	18:31:22	19:58:53	01:27:31	Children's	977	11.2	33.4
17	COMIC RELIEF: FACE THE FUNNY	BBC One	13/03/2015	18:59:00	21:59:04	03:00:04	Entertainment	976	11.2	47.1
18	THE X FACTOR RESULTS (SERIES 12)	ITV	13/12/2015	20:02:05	22:04:00	02:01:55	Entertainment	972	11.1	53.5
19	SHAUN THE SHEEP: THE FARMER'S LLAMAS	BBC One	26/12/2015	18:12:58	18:41:00	00:28:02	Children's	954	10.9	41.8
20	STRICTLY COME DANCING: LAUNCH SHOW	BBC One	05/09/2015	19:15:03	20:35:42	01:20:39	Entertainment	919	10.5	42.1

Source: BARB, 2015. Based on the best performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.

Figure A1.10: Top 20 programmes in 2015 among all children aged 4-9

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	STICK MAN	BBC1	25/12/2015	16:48:43	17:15:08	00:26:25	Children's	1476	31.8	63.3
2	BRITAIN'S GOT TALENT (SERIES 9)	ITV	09/05/2015	20:02:29	21:18:25	01:15:56	Entertainment	755	16.5	65.7
3	SHAUN THE SHEEP: THE FARMER'S LLAMAS	BBC1	26/12/2015	18:12:58	18:41:00	00:28:02	Children's	687	14.8	49.7
4	STRICTLY COME DANCING	BBC1	05/12/2015	19:01:20	20:02:58	01:01:38	Entertainment	680	14.7	46.9
5	FILM: BRAVE (2012)	BBC1	25/12/2015	15:10:57	16:34:08	01:23:11	Films:Cinema	676	14.6	47.0
6	ANT & DEC'S SATURDAY NIGHT TAKEAWAY	ITV	21/02/2015	18:59:00	20:20:56	01:21:56	Entertainment	596	13.1	40.6
7	FILM: TOY STORY 3 (2010)	BBC1	20/12/2015	15:06:36	16:42:18	01:35:42	Films: Cinema	582	12.6	46.4
8	THE VOICE UK	BBC1	17/01/2015	19:00:28	20:23:42	01:23:14	Entertainment	556	12.2	48.9
9	STRICTLY COME DANCING: THE RESULTS	BBC1	19/12/2015	21:00:25	22:09:41	01:09:16	Entertainment	547	11.8	55.1
10	FILM: THE CROODS (2013)	BBC1	26/12/2015	16:44:10	18:12:03	01:27:53	Films:Cinema	540	11.6	44.3
11	STRICTLY COME DANCING: LAUNCH SHOW	BBC1	05/09/2015	19:15:03	20:35:42	01:20:39	Entertainment	525	11.4	42.3
12	NEW YEAR'S EVE FIREWORKS	BBC1	31/12/2015	23:59:15	00:13:06	00:13:51	Entertainment	522	11.3	58.6
13	NINJA WARRIOR	ITV	16/05/2015	18:59:03	19:57:55	00:58:52	Entertainment	516	11.3	48.9
14	CHILDREN IN NEED	BBC1	13/11/2015	19:30:04	21:59:05	02:29:01	Entertainment	512	11.1	50.8
15	THE X FACTOR (SERIES 12)	ITV	24/10/2015	19:59:00	22:19:18	02:20:18	Entertainment	507	11.0	45.7
16	ROALD DAHL'S ESIO TROT	BBC1	01/01/2015	18:31:22	19:58:53	01:27:31	Children's	504	11.1	32.2
17	FILM: CARS 2 (2011)	BBC1	29/12/2015	10:22:52	11:59:30	01:36:38	Films:Cinema	473	10.2	39.8
18	DOCTOR WHO	BBC1	25/12/2015	17:17:03	18:13:11	00:56:08	Drama:Series/Serials	471	10.2	31.9
19	THE GREAT BRITISH BAKE OFF	BBC1	26/08/2015	20:01:27	20:59:14	00:57:47	Hobbies/Leisure	457	9.9	50.0
20	FILM: BIG HERO 6 (2015)	Sky Cinema Premiere	25/12/2015	12:16:52	13:54:32	01:37:40	Films:Cinema	456	9.8	27.6

Source: BARB, 2015. Based on the best performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.

Figure A1.11: Top 20 programmes in 2015 among all children aged 10-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	BRITAIN'S GOT TALENT (SERIES 9)	ITV	31/05/2015	19:29:00	22:00:22	02:31:22	Entertainment	817	19.7	71.0
2	THE GREAT BRITISH BAKE OFF	BBC One	07/10/2015	20:00:42	21:00:24	00:59:42	Hobbies/Leisure	765	18.6	66.6
3	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2015	23:59:15	00:13:06	00:13:51	Entertainment	739	17.9	62.2
4	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	05/12/2015	21:33:00	22:33:52	01:00:52	Entertainment	702	17.0	61.7
5	EASTENDERS	BBC One	19/02/2015	21:26:30	22:01:21	00:34:51	Drama:Soaps	692	16.8	51.5
6	MIRANDA	BBC One	01/01/2015	20:00:17	20:36:00	00:35:43	Entertainment	681	16.5	43.9
7	THE X FACTOR (SERIES 12)	ITV	29/08/2015	20:01:30	21:29:55	01:28:25	Entertainment	609	14.7	61.8
8	THE X FACTOR RESULTS (SERIES 12)	ITV	13/12/2015	20:02:05	22:04:00	02:01:55	Entertainment	586	14.2	54.4
9	THE VOICE UK	BBC One	24/01/2015	19:00:06	20:25:11	01:25:05	Entertainment	581	14.1	50.1
10	DOCTOR WHO	BBC One	25/12/2015	17:17:03	18:13:11	00:56:08	Drama:Series/Serials	564	13.7	42.2
11	STICK MAN	BBC One	25/12/2015	16:48:43	17:15:08	00:26:25	Children's	563	13.6	45.0
12	CHILDREN IN NEED	BBC One	13/11/2015	19:30:04	21:59:05	02:29:01	Entertainment	557	13.5	54.4
13	COMIC RELIEF: FACE THE FUNNY	BBC One	13/03/2015	18:59:00	21:59:04	03:00:04	Entertainment	553	13.4	52.0
14	ANT & DEC'S SATURDAY NIGHT TAKEAWAY (S12	ITV	21/02/2015	18:59:00	20:20:56	01:21:56	Entertainment	504	12.2	41.2
15	BRITAIN'S GOT TALENT RESULTS (2015)	ITV	25/05/2015	21:33:40	22:00:14	00:26:34	Entertainment	494	11.9	41.2
16	THE GREAT COMIC RELIEF BAKE OFF	BBC One	18/02/2015	20:32:15	21:30:11	00:57:56	Entertainment	479	11.6	40.8
17	MRS BROWN'S BOYS	BBC One	25/12/2015	21:47:01	22:24:17	00:37:16	Entertainment	475	11.5	38.9
18	ROALD DAHL'S ESIO TROT	BBC One	01/01/2015	18:31:22	19:58:53	01:27:31	Children's	473	11.5	34.9
19	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	22:09:41	01:09:16	Entertainment	460	11.2	44.1
20	FILM: BRAVE (2012)	BBC One	25/12/2015	15:10:57	16:34:08	01:23:11	Films:Cinema	458	11.1	46.9

Source: BARB, 2015. Based on the best performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.

Figure A1.12: Top 20 programmes after 9pm in 2015 among all children aged 4-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	NEW YEAR'S EVE FIREWORKS	BBC One	31/12/2015	23:59:15	24:13:06	00:13:51	Entertainment	1262	14.4	60.7
2	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	28/11/2015	21:48:00	22:47:22	00:59:22	Entertainment	1043	11.9	58.9
3	EASTENDERS	BBC One	19/02/2015	21:26:30	22:01:21	00:34:51	Drama:Soaps	1040	12.0	49.9
4	STRICTLY COME DANCING: THE RESULTS	BBC One	19/12/2015	21:00:25	22:09:41	01:09:16	Entertainment	1007	11.5	49.5
5	BRITAIN'S GOT TALENT RESULTS (2015)	ITV	28/05/2015	21:34:15	22:00:09	00:25:54	Entertainment	747	8.6	49.7
6	MRS BROWN'S BOYS	BBC One	25/12/2015	21:47:01	22:24:17	00:37:16	Entertainment	738	8.4	37.0
7	CORONATION STREET	ITV	28/05/2015	21:03:05	21:29:34	00:26:29	Drama:Soaps	689	7.9	40.6
8	STRICTLY COME DANCING	BBC One	25/09/2015	21:00:00	21:59:07	00:59:07	Entertainment	663	7.6	39.1
9	BRYAN ADAMS ROCKS BIG BEN LIVE	BBC One	31/12/2015	24:13:06	24:44:24	00:31:18	Music	631	7.2	42.7
10	THE APPRENTICE	BBC One	14/10/2015	21:00:00	21:59:00	00:59:00	Documentaries	539	6.2	40.9
11	THE VOICE UK RESULTS	BBC One	21/03/2015	21:39:41	22:11:43	00:32:02	Entertainment	485	5.6	35.4
12	BENIDORM	ITV	02/01/2015	21:01:20	22:00:09	00:58:49	Entertainment	477	5.5	26.5
13	THE GREAT COMIC RELIEF BAKE-OFF: AN EX	BBC Two	13/03/2015	21:59:00	22:38:59	00:39:59	Entertainment	443	5.1	33.2
14	BBC NEWS	BBC One	19/12/2015	22:11:10	22:27:01	00:15:51	News: Generic	418	4.8	32.3
15	PLAY TO THE WHISTLE	ITV	09/05/2015	21:23:36	22:02:59	00:39:23	Entertainment	410	4.7	23.6
16	CASUALTY	BBC One	24/01/2015	21:16:52	22:06:06	00:49:14	Drama:Series/Serials	404	4.6	24.3
17	BRITAIN'S SPENDING SECRETS	BBC One	26/08/2015	21:00:49	21:58:50	00:58:01	Documentaries	403	4.6	31.1
18	THE APPRENTICE: THE FINAL	BBC One	20/12/2015	21:09:10	23:08:31	01:59:21	Documentaries	370	4.2	26.5
19	THROUGH THE KEYHOLE	ITV	12/09/2015	21:17:46	22:15:12	00:57:26	Entertainment	365	4.2	27.5
20	BEAR GRYLLS: MISSION SURVIVE	ITV	27/02/2015	21:01:00	22:00:56	00:59:56	Entertainment	362	4.2	21.2

Source: BARB, 2015. Based on the best performing programme episode (000s). All channels include viewing to HD variants but exclude +1s.

Glossary

Adult airtime – this comprises the main five PSB channels (including HD) and ITV, Channel 4 and Channel 5 +1 channels, excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Average audience 000s – this is the average audience for the duration of the programme. For each minute of the programme, the viewing 000s is counted and then averaged over the duration of the programme minutes.

Children's airtime – this comprises the children's programme slots on the main five PSB channels and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated multi-channel children's channels.

Commercial adult airtime – this comprises the commercial PSB channels (ITV, Channel 4 and Channel 5), including HD and +1 variants but excluding the slots when children's programmes are shown, combined with all other multi-channel channels except for the dedicated children's channels.

Commercial children's airtime – this comprises the children's programme slots on the commercial PSB channels (ITV, Channel 4 and Channel 5) and the equivalent slots on ITV +1, Channel 4 +1 and Channel 5 +1, as well as the dedicated commercial multi-channel children's channels.

DVRs – digital video recorders.

Rating % (also known as TVR) – this measures the popularity of a programme, daypart, channel, commercial break or advert by comparing its audience to the population as a whole (whether they watched TV or not). One TVR is equivalent to 1% of a target audience.

Share % – this is the percentage of the total TV viewing audience at that specific time.

Time-shifted viewing – this is defined in BARB analysis as viewing of programmes, on TV sets, recorded and subsequently played back within seven days, as well as viewing after pausing or rewinding live TV. It also includes viewing to catch-up TV services viewed through a TV set, where the content has been broadcast in the previous seven days.

Children and Parents: Media Use and Attitudes: Annex 2

Websites visited by children

Websites visited by children aged 6-14

Introduction

This annex provides a table listing web properties accessed by children aged 6-14, in order of popularity, during May 2016. We have used the comScore MMX service to measure internet use on laptop and desktop computers. These data exclude use of the internet on other devices, such as a smartphone or tablet computer, as mobile device use by under-18s is not measured by comScore.

Trends

As the comScore data only measures children's online use on desktop and laptop computers, it provides only a partial picture of children's activity, given the increased use of portable devices to go online. Nevertheless, this table provides some useful insight into what children are doing online, providing valuable context to our children's media literacy report.

As the table demonstrates, search sites were among the most popular web entities used by children in May 2016. Google sites ranked highest in the data, with a unique audience of just over 3.4 million, with visitors each spending an average of 3 hours and 17.6 minutes on these sites over the course of the month. Microsoft sites ranked second, while Yahoo sites were in 6th place. This may be partly explained by the fact that these sites are used by many as home pages for their web browsers.

The data also show that within these properties, a significant proportion of use was searching for images through channels such as Google Search, Bing and Yahoo Search. Google Images Search, for example, was used for an average of 33.3 minutes per visitor over the month.

Online gaming is also shown to be a popular use of the internet for young users, with a notable number of gaming and game purchasing sites such as Roblox, Valve Corporation, SLITHER.IO and EA Games featuring in the top 50. The data also indicate relatively high levels of access to online retailers such as Amazon and eBay (ranked 5th and 11th in the table respectively), suggesting that children are at least browsing, and possibly also purchasing, online.

The data also indicate that children are accessing a large number of social media sites, with Facebook and Twitter both ranking in the top 50 unique audience list, and children spending, in the case of Facebook, an average of 53.4 minutes using the site over the month. Other communications sites appear in the list; Reddit, which has active online forums and allows anonymous, private messages between users, is also in the top 50.

A number of children also accessed peer-to-peer sharing and streaming platforms. In addition to enabling users to share documents and files, these sites allow unrestricted access to potentially copyrighted content.

In addition to social media and games, the data also show that a large number of children are accessing websites that provide educational support. Web properties such as National Geographic and MyMaths Ltd ranked in the top 40, with channels within other sites (such as BBC Learning within BBC Sites, and Coolmath.com LLC within the Mode Media Property), also receiving a large number of visitors (276,000 and 463,000 respectively).

There are no adult sites within the top 50 and just one within the top 100.

Table 1: May 2016, Top 50 web properties accessed by children aged 6-14 from desktop and laptop computers

No.	Web Property	Unique Audience (000s)	Active Reach (%)	Average minutes per visitor
1	Google Sites	3,424	58.8	197.6
2	Microsoft Sites	2,683	46.1	67.7
3	BBC Sites	1,697	29.2	25.2
4	ROBLOX.COM	1,439	24.7	178.8
5	Amazon Sites	1,311	22.5	8.5
6	Yahoo Sites	1,199	20.6	25.8
7	Valve Corporation	1,036	17.8	43.9
8	Facebook	1,009	17.3	53.4
9	Mode Media	894	15.4	10.9
10	SLITHER.IO	670	11.5	9.2
11	eBay	592	10.2	15.4
12	Apple Inc.	582	10.0	2.1
13	EA Games – Media Network	521	8.9	5.1
14	MOVIESTARPLANET.CO.UK	479	8.2	49.6
15	Viacom Digital	460	7.9	17.0
16	Spotify	452	7.8	0.8
17	Wikimedia Foundation Sites	432	7.4	7.6
18	Disney Online	414	7.1	9.6
19	Dropbox Sites	406	7.0	0.5
20	WATCHFREE.TO	375	6.4	0.8
21	TotallyKidz – Evolve Media	373	6.4	12.7
22	Sky Sites	350	6.0	9.3
23	Reddit	349	6.0	17.8
24	123MOVIES.RU	346	5.9	1.1
25	DONTFILTER.US	345	5.9	1.3
26	GSN Games	331	5.7	12.1
27	PELISPEDIA.TV	329	5.6	1.4
28	BitTorrent Network	324	5.6	0.2
29	National Geographic Sites	315	5.4	15.8
30	AGAR.IO	315	5.4	13.9
31	CBS Interactive	301	5.2	7.3
32	Ask Network	301	5.2	8.9
33	YOUTUBEUNBLOCKPROXY.COM	293	5.0	0.9
34	Adobe Sites	285	4.9	3.4
35	Wikia Sites	280	4.8	12.3
36	MyMaths Ltd	275	4.7	18.7
37	Curse	275	4.7	33.2
38	PUBFILMNO1.COM	271	4.7	0.1
39	Putlocker Online Media	262	4.5	49.9
40	Twitter	262	4.5	45.1
41	Mail Online / Daily Mail	250	4.3	9.7
42	OMOVMOB.COM	250	4.3	0.2
43	Mojang	247	4.3	5.1
44	XMOVIES8.TV	232	4.0	0.3
45	Spil Games	229	3.9	18.5
46	Miniclip	226	3.9	4.3
47	PINTEREST.COM	224	3.8	3.6
48	WATCH1080P.COM	216	3.7	1.0
49	Playwire Media – Kids Club	215	3.7	4.6

50	FRIV.COM	215	3.7	1.8

1.1 Methodology

comScore's Unified Digital Measurement methodology combines panel and census measurement techniques in its approach to digital audience measurement. This method uses the comScore global measurement panel to determine audience reach and demographics. In addition to directly measured census-level activity at publishers' digital content assets (i.e. websites, videos, apps), which accurately accounts for total media consumption, these datasets are brought together to provide a more accurate view of audiences and their activity, in a way that is not affected by variables such as cookie deletion, blocking and rejection.

The table in this annex lists the top 50 *Media Titles* and *Properties* ordered by unique audience and active reach among the 6-14 year old audience. The *Media Titles* are subsidiary entities of the internet *Properties* listed in comScore's *All Properties* category, which collects data from all available properties measured by comScore without the default screening applied to the Top 1000 category (which excludes Adult Sites by default). The table also includes some *Property* entities which do not have any subsidiary *Media Titles,* where their Unique Audience and Active reach would place them within the top-50 ranking. Ofcom considers that this unique approach best reflects internet users' consumption of online content without over-aggregating websites into their parent entities, nor duplicating websites which host several *Channels* or *Sub-channels* of content.

A *Media Title* is an editorially- and brand-consistent collection of content in the digital landscape that provides the marketplace with a view of online user behaviour. This may represent a domain, a group of domains, an online service or a computer application. In contrast, a *Property* is the parent entity and can represent a full domain (i.e. bbc.co.uk), pages (e.g. bbc.co.uk/sport), applications or online services under common ownership or majority ownership, for a single legal entity.

The table is ranked by unique audience and active reach. 'Unique audience' is defined as the total number of unique persons who visited a website or used an application at least once in a given month. Persons visiting the same website more than one time in the month are therefore counted only once in this measure. The active audience is the total number of people who visited any website or used any application at least once in a given month. The active reach of a website is therefore the proportion of the unique audience who visit that website at least once during the month.

Please note: all rankings included in this report are based on Ofcom's ranking approach as outlined above. While all the data are based on reportable entities in comScore MMX, Ofcom's unique treatment of the various media entities means that the rankings will not directly align with comScore's own web property or media entity rankings.

Additional web entity definitions
* Not all visitors to a webpage of this domain are attributed to this entity. The domain contains content belonging to another entity as such any visitors to this content are attributed to the other entity.

† Property with no 'child' *Media Titles*.

For more information on the data methodology and measurement contained in this annex, please visit www.comscore.com