Children and Parents: Media Use and Attitudes Report

Research Document

Publication date: 3 October 2013

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Section 1

Executive summary

Our 2013 *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. For the first time it also provides detailed information about access to, and use of, media among children aged 3-4.

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

- Analysis of children's television viewing habits sourced from BARB, the UK's television measurement panel
- comScore data on most-accessed websites by children aged 6-14 (2011, 2012, 2013) and frequency of instant messaging among 13-17 year olds

The promotion of media literacy, and the carrying out of research, is a responsibility placed on Ofcom by the Communications Act 2003. Our media literacy research informs three of Ofcom's strategic purposes: to promote opportunities to participate; to protect consumers from harm; and to contribute to and implement public policy as defined by Parliament.

Summary of key themes

This year's report shows that:

- There has been a decline in the number of 5–15s owning a mobile phone (43% vs. 49% in 2012). This decline in mobile phone ownership is limited to mobile phones that are not smartphones and is driven by a reduction in 8-11s owning a mobile phone that is not a smartphone (15% vs. 28% in 2012). In contrast, smartphone ownership has remained stable for 8-11s (18%) and 12-15s (62%).
- This reduction in ownership of mobile phones that are not smartphones comes at the same time as a sharp increase in the use of tablet computers at home, which has tripled among 5-15s since 2012, and a decline in TVs, radios and games players in children's bedrooms.
- Children's preference for internet-enabled devices reflects changes in how they are going online and what they are doing online. While the multi-functionality of tablets appears to meet younger children's entertainment needs – particularly in relation to watching audio-visual content and playing games - older children's use of smartphones tends to focus around peer communication. Smartphone users send an estimated 184 instant messages (IM) in a typical week and smartphones are the most popular device for accessing social networking sites among 12-15 year olds.
- For the first time there has been a decrease in the number of children with social networking profiles, and there appears to be greater diversity in the types of social networking sites being used. However, there has also been an increase in the number of children who can potentially be contacted by people unknown to them via their social networking profiles. Parental awareness of the minimum age requirement for Facebook has increased among parents whose child has a profile on this site.

- TV content continues to be both popular and valued by children, and they are accessing TV content in more ways now, including via mobile phones and broadcasters' websites. Parents of 8-11s are less concerned now about TV content.

- The majority of parents use a combination of mediation strategies to help keep their children safe online, and over four in ten parents have parental controls installed and nine in ten feel that their children are safer as a result.

- Most parents of 5-15s say that they know enough to keep their child safe online, but around half of parents continue to feel that their child knows more about the internet than they do, as do 14% of parents of children aged 3-4. This may reflect the fast pace of technological change and the ease with which younger children in particular can embrace and explore new mobile technology and apps, and suggests that parents need continuing support to build their own skills and confidence.

- Girls are more likely than boys to feel under pressure to appear popular or attractive online, and girls aged 12-15 are more likely than boys to say they have experienced cyberbullying through a mobile phone and online. Ninety-five per cent of parents of 12-15 year old girls have talked to them about staying safe online.

- Despite the vast majority of young people stating that they are confident internet users and know how to stay safe online, there has been an increase in children with a social networking site profile that may be visible to people not known to them. New technology brings new opportunities and risks, and children may need help to assess potential risks and unintended consequences of their media use, and to make informed decisions about online activities and services.

Changes in children's media consumption

Tablets are becoming the must-have device for children...
Around one quarter of children aged 12– 15 (26%) and 18% aged 8-11 have their own tablet computer, while household ownership of a tablet has more than doubled since 2012 (51% vs. 20%). Use of a tablet computer at home has tripled among 5-15s since 2012 (42% vs.14%) while one-quarter (28%) of 3-4s use a tablet computer at home.

...while older children opt for smartphones...
Ownership of mobile phones among children aged 5-15 has decreased to 43%. This is a decline of 6 percentage points since 2012, driven by a 10 percentage point decline in ownership for 8-11s (33% vs. 43%) and a 5 percentage point decline for 12-15s (82% vs. 87%). However, smartphone ownership has remained stable for 8-11s (18%) and 12-15s (62%).

... and children are less likely to have other media devices in their bedrooms
The number of children aged 5-15 who have a television in their bedroom has fallen to 52% (59% in 2012) and they are also less likely to have a radio in the bedroom (15% vs. 19%). One in five 3-4s (22%) have a TV in their bedroom.

Similarly, children aged 5-15 are now less likely to have a games console/ player in their bedroom (47% vs. 56%). This reflects a decline in the use of fixed and handheld games players (81% vs. 86%) compared to a threefold increase among 5-15s in using tablet computers to play games (23% vs. 7%).

Around one in five 8-11s (17%) now say they use the internet mainly in their bedroom; this is up from 12% from 2012.

Children are more likely to go online using a range of devices...
Children mostly accessing the internet via a laptop/ netbook/PC has decreased to 68% - down from 85% in 2012. As a result, the number of children who are now mainly using an alternative device to go online has doubled to 32%, from 15% in 2012, with tablets (13%) and mobiles (11%) the most popular devices.

Almost a quarter of children are using tablets to go online – nearly three times as many as last year (23% vs. 9%). Over half of 12-15s use a mobile phone to go online at home (52% vs. 44% in 2012).

...in particular, tablets are the online device of choice for younger children.
Younger children who go online at home, in particular, are five times more likely than in 2012 to mostly use a tablet computer (19% vs. 4% for 5-7s, 15% vs. 3% for 8-11s). One in eight 3-4 year-olds use a tablet computer to go online (12%).

Their choice of device reflects their online activities
Among 8-11s, schoolwork/ homework is the most commonly-mentioned internet activity carried out at least weekly (75%), followed by games (54%) and information (45%).

Children aged 8-11 are now more likely to use the internet weekly for making/receiving telephone or video calls using services like Skype or FaceTime[1] (10% vs. 5%) and for going to photo-sharing websites such as Flickr, Instagram and Snapfish (5% vs. 2%). They are less likely to use the internet at least weekly for avatar websites (27% vs. 36%) as are 5-7s (21% vs. 33%). Games are the most commonly-mentioned online activity carried out at least weekly by the majority of 3-4s (58%).

Older children are using their smartphones for a broad range of activities...
Among 12-15s, schoolwork/ homework is the most commonly-mentioned internet activity (84%), followed by information (79%) social networking (68%) and watching audiovisual content (68%). A majority of 12-15s also go online weekly for other communication (66%) for games (54%) and for music (53%).

Compared to 2012, children aged 12-15 with a smartphone are now more likely to use their phone at least weekly for four activities: looking at videos or clips posted by other people on sites like YouTube (50% vs. 36%), sending/ receiving photos (38% vs. 30%), putting photos or videos on sites like YouTube, Facebook or Instagram for others to see (33% vs. 17%) and watching TV programmes or clips (23% vs. 16%).

Compared to 2012, 12-15s are sending more text messages in a typical week (255 vs. 193 texts) while smartphone users are sending an estimated 184 instant messages (IM) in a typical week. This volume of instant messages is equivalent to the volume of text messages sent by 12-15s in 2012.

...especially for social networking
Four in ten (41%) 12-15s with an active profile say they mostly use a mobile phone to visit their main social networking site profile - which makes this the most popular device for accessing their profiles.

[1] Please refer to footnote 50.

For the first time fewer children have social networking profiles...
Compared to last year, 12-15s are now less likely to say they have set up a social networking site profile (68% vs. 81%). There has also been a decrease since 2012 in the proportion of children aged between 8-12 (under-age users) with an active profile on Facebook/Bebo or MySpace (22%; down from 30% in 2012).

...but there is an increase in the variety of social networking sites being used
Nearly all 12-15s with an active social networking profile continue to use Facebook (97%). Since 2012 they are less likely to have a profile on Bebo (4% vs. 8%) and more likely to have a profile on Twitter (37% vs 25%). Boys are more likely than girls to have an active profile on YouTube (31% vs. 21%) while girls are three times more likely to have a profile on Tumblr (12% vs. 4%). As a proportion of all children (as distinct from those who use the internet at home), 24% of all 12-15s have a profile on Twitter, compared to 62% of all 12-15s with a Facebook profile.

There are also changes in the frequency of visits
12-15s are now less likely to go online weekly to visit social networking sites (67% vs. 75%) and more likely to go online for instant messaging (55% vs. 45%). But the majority of 12-15s (85%) access their main social networking site profile every day and one in five (20%) do so more than ten times a day. This figure increases to 27% among those 8-15s who access their profile mainly on any type of mobile phone.

Children are more likely to exceed their call allowance than their mobile data allowance
Most children aged 5-15 with their own mobile phone use pay-as-you-go (61%), while half of those with a smartphone (48%) use a monthly contract. One in five parents whose child's mobile phone is on a monthly contract have received unexpectedly high bills in the past 12 months – with 10% saying this is due to their child exceeding their call allowance, and 5% saying it is due to their child exceeding their data allowance.

Children are accessing TV content in different ways...

In 2013, children are more likely to watch television programmes on devices other than a TV set; over four in ten children aged 5-15 are using alternative devices to watch TV content. This is a significant increase since 2012 (45% vs. 34%) and reflects the growth in tablets, with 15% of 5-15s watching TV programmes on tablets.

A quarter of children aged 12-15 (25%) ever watch TV programmes using a mobile phone, and three in ten 8-15s (29%) use on-demand services. One in three children aged 5-15 (34%) who go online at home are now watching television content via UK TV broadcasters' websites.

A quarter of 3-4s watch TV at home using an alternative device, and 20% use on-demand services.

... and watching TV is still important...

Overall, children aged 5-15 spend more time watching television than using other media. The majority of TV viewers and internet users aged 12-15 feel that these media help them understand what is going on in the world, make them aware of different types of people and opinions, and help them form their own opinions.

...even if children are now more likely to say they would miss other activities...

Television continues to be the medium that children aged 5-15 say they would miss the most, of all the activities they undertake regularly. However, children aged 8-11 are more likely than in 2012 to say they would miss using the internet (15% vs. 10%).

Children aged 12-15 are still twice as likely to say that, of all the media they use regularly, they would most miss their mobile phone (39%), compared to the next most-missed media: using the internet (19%) and watching television (19%). This rises to half (51%) of 12-15s with a smartphone.

...and are also doing other things while watching TV
Thirty-six per cent of 8-15s with a mobile phone, who watch television and go online at home, undertake any type of cross-media multi-tasking 'most times' when they are using these media. This is more likely for older children; 42% of 12 -15s say they do multi-tasking 'most times'.

Children's online safety attitudes and behaviours

The majority of children are confident about their online activities...
Eighty-three per cent of 8-11 year olds and 91% of 12-15s say that they are confident about how to stay safe online, and 67% of 12-15s say they are confident that they can judge whether websites are truthful.

As context, a majority of 8-11s (61%) say they only visit websites they've visited before, compared to slightly less than half of 12-15s (49%). Among 12-15s, boys are more likely than girls to say they visit lots of websites they haven't visited before (13% vs. 5%).

...and there has been a decline in children's dislikes about inappropriate content
The incidence of children disliking seeing things online that are too old for them, or things that make them feel sad, frightened or embarrassed, has decreased since 2012 for both 8-11s (15% vs. 23%) and 12-15s (10% vs.15%).

But are children more confident than competent when using the internet?
There have been some decreases in children's online safety skills. On average, 12-15s have never met, in person, three in ten (on average, 78) of the friends listed on their main social networking site profile. A substantial minority of 12-15s have a social networking profile which may be visible to people not known to them, and this has increased since 2012 (33% vs. 22%). Children with a social networking site profile that may be visible to people not known to them are more likely to have undertaken some kind of potentially risky online behaviour, such as adding people to their contacts they don't know in person, or sending photos or personal details to people only known online.

Compared to 2012, children are less likely to know how to block messages from someone they don't want to hear from (53% vs. 68%) and to have done this in the past year (32% vs. 42%).

However, more positively, compared to 2012, only a very small number of 8-15s now say they would not tell someone if they found something online that was worrying, nasty or offensive (1% vs. 3% for 8-11s, and 4% vs. 8% for 12-15s).

Although nearly half of 12-15s are unsure about online personalised advertising, they are now less likely to think it is a bad thing

Close to half (48%) of 12-15s, after being provided with a description of online personalised advertising, said they were aware of this practice, while 42% said that they were not aware that websites could use their information in that way. A majority of 12-15s (53%) said they were either unsure how they felt about it, or felt it was neither a good or a bad thing. Twenty-one per cent said they thought it was a bad thing (down from 33% in 2012).

Girls are more at risk of having negative experiences online
Almost one in ten 12-15s (8%) and 4% of 8-11s say they have experienced online bullying in the past year. Close to half of all 12-15s know someone with experience of negative online/mobile phone activity such as online bullying, gossip being spread or embarrassing photos being shared. One in five say they have personal experience of negative online/mobile phone activity.

Girls aged 12-15 are more likely than boys to say they know of someone who has been bullied through a mobile phone (33% vs. 20%) and to say they have themselves experienced bullying in this way (12% vs. 3%). Girls aged 12-15 are also more likely than boys to say they feel under pressure to appear popular or attractive online (6% vs. 1%) and to have experienced gossip being spread about them online or through texts (17% vs. 10%).

Parental concerns and mediation

Parents of 8-11s are now less concerned about TV content
One in five parents of 5-15s are concerned about the things their child has seen on television, pre-watershed, and concerns about offensive language, sexually explicit content and violence are most prevalent. However, parents of 8-11s are now more likely to say they are not concerned about TV content (72% vs. 65% in 2012).

In 2013, parents of 5-15s are most likely to be concerned about television (21%) and mobile content (19%), followed by online (16%) and gaming content (13%), with relatively few being concerned about radio content (4%).

One in seven parents of 3-4s feel their child knows more about the internet than they do
The majority of parents of 5-15s (79%) say that they know enough to keep their child safe online, but around half of parents continue to feel that their child knows more about the internet than they do, as do 14% of parents of children aged 3-4. Also, parents of 8-11s are more likely to agree with this statement now than in 2012 (44% vs. 35%).

Cyberbullying and downloading viruses top the list of online concerns for parents
Around one in four (24%) parents of 5-15s who go online at home are concerned about cyberbullying, while one in seven (14%) said they were concerned about their child cyberbullying someone else.

Twenty-three per cent of parents are concerned about their children downloading viruses, while 22% are concerned about their child giving personal details to inappropriate people, which may belie the level of trust that parents have in their children to use the internet safely (83%).

The majority of parents use some form of parental mediation to help keep their child safe online
Although 83% of parents trust their child to use the internet safely, the majority of parents (85%) also provide some kind of mediation to help keep their child safe online. Parents of 5-15s use a combination of approaches to mediate their child's internet use, including: having regularly talked (at least monthly) to their children about staying safe online (45%), having rules relating to parental supervision (53%) or using some kind of technical mediation (62%) which includes 43% having installed parental controls.

Eighty-five per cent of parents of 5-15s whose child ever goes online at home through a PC/ laptop or netbook use at least one of these approaches, (20% use all three, 35% use two,

30% use only one). Fifteen per cent do none of the things asked about. Parents of 12-15s are more likely to do none of these things (22%) compared to parents of 5-7s (11%) and 8-11s (9%). Less than one in ten parents of 3-4s (8%) use all three approaches, while close to one in five (18%) do none of them.

Compared to 2012, parents of 12-15s are now more likely to say they have spoken to their child about staying safe online (91% vs. 86%) and this has been driven by an increase among parents of girls aged 12-15 (95% vs. 88%).

More than four in ten parents have parental controls installed and feel that their children are safer as a result...
Forty-three per cent of parents of 5-15s (35% of parents of 12-15s) say they have some kind of parental controls in place on the PC/ laptop/ netbook used by their child, as do 40% of parents of 3-4s. A majority of parents of 5-15s with parental controls installed on the media their child uses agree strongly that these controls are effective and that their child is safer as a result (66% for online controls and 75% for TV controls).

...but setting access controls for multichannel television services has declined
Since 2012 there has been a decrease in the incidence of parents setting access controls for television services in households with children aged 5-15 (45% vs. 50%). In 2013, parents of boys aged 12-15 are more likely than parents of girls to have controls in place (46% vs. 34%) and 26% of parents of 12-15s say their child knows how to override these controls.

Almost one third of parents have the safety mode set for YouTube
Thirty-one per cent of parents whose child uses YouTube on a PC/ laptop/ netbook have the safety mode set. Parents of 5-7s (38%) and 8-11s (37%) are more likely to have the safety mode enabled, compared to parents of 12-15s (26%) although 80% of 12-15s visit YouTube on a PC/ laptop/ netbook.

Parents are less likely to have parental controls installed on games consoles
Although, compared to 2012, parents of 8-11s are more likely to have controls on the fixed games console (26% vs. 16%), this is still significantly lower than for other media. Four in ten parents of 12-15s (40%) whose phone can be used to go online and close to half of parents of 8-11s (47%) have applied filters to mobile phones to exclude websites aimed at over-18s.

One fifth of 12-15s know how to disable online filters
Around one in five 12-15s who go online at home or elsewhere (18%) say they know how to disable online filters or controls, but considerably less (6%) say they have done this in the past year. Similarly, three in ten (29%) say they know how to amend privacy mode settings on a web browser, and one in eight claim to have done this (12%).

More parents are now aware of minimum age requirements
Among parents of children aged 12-15 with a profile on Facebook, 87% are aware that there is a minimum age requirement, but only 37% are aware that the child needs to be 13 years old. Parents of 5-15s in the ABC1 socio-economic group are more likely than parents in the C2DE group to be aware of this.

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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).

Our media literacy research informs three of Ofcom's strategic purposes: to promote opportunities to participate; to protect consumers from harm; and to contribute to and implement public policy as defined by Parliament.

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[2] aged 5-15 and their parents/carers[3], as well as an overview of media use by children aged 3-4. It is based mainly on survey research conducted in spring 2012. 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.

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, radio, 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.

[2] References to children in this report are used to refer to children and young people.
[3] 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 *Children's Media Literacy Audits* published in 2006, 2008, 2010, 2011 and 2012[4]. It draws on the following surveys:

***Media Literacy Tracker* with children and parents:** a quantitative tracking survey conducted in 2009, 2010[5], 2011, 2012 and 2013. In April/May/June 2013, 1,689 in-home interviews with parents and children aged 5-15 were conducted, along with 685 interviews with parents of children aged 3-4. In March 2012, 1,717 in-home interviews were conducted with parents and children aged 5-15, with 1,717 in-home interviews conducted in March/April 2011. In April/May and September/October 2010, 2,071 in-home interviews with parents and children aged 5-15 were conducted. In April/May and September/October 2009, 2,131 in-home interviews with children aged 5-15 and their parents/carers 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, the *Media Literacy Tracker* in 2009 and either the *Young People's Media Usage* survey, conducted in 2007 and 2008, or the *Media Literacy Audits* conducted in 2005 and 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[6]. Statistically significant findings are indicated in the figures in the report by circles or 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.

Interviews conducted with parents of 3-4 year old children

As detailed above, in 2013 the *Media Literacy Tracker* was also conducted with parents of children aged 3-4, with a total of 685 interviews conducted in-home in April/May/June 2013. Findings have been shown for 3-4s wherever possible, with comparisons made between the findings for children aged 3-4 and the older children interviewed for this survey.

While a small number of interviews (190) were conducted with parents of 3-4s in 2012, these data were not weighted, due to the relatively low base size, and were treated as indicative

[4] www.ofcom.org.uk/medialiteracyresearch

[5] Findings from the 2010 Media Literacy Tracker have been removed from the Figures within this report to reduce overcrowding.

[6] 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 fifteen percentage points, but due to low base sizes for one (or both) of these groups the difference is not registering as statistically significant.

only. As a result we do not make comparisons here with the data from 2012 for children aged 3-4.

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

BARB analysis: analysis of children's television viewing habits, sourced from BARB, the UK's television measurement panel, included in Annex 1. Findings are provided for children aged 4-15 as well as the subgroups aged 4-9 and 10-15.

comScore: findings from comScore[7] relating to the top 50 web entities visited by children aged 6-14 are included in Annex 1, as well as the frequency of instant messaging (IM) for 13-17 year olds and the most popular brands used by this age group for IM.

[7] 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 data sets are unified into a more accurate view of audiences and their activity in a manner that is not affected by variables such as cookie deletion, blocking, and rejection.

Section 3

Children's take-up of media

This section looks at children's take-up of media devices. It documents the access children have to devices, and the personal use that they make of such devices. It includes an examination of whether such media devices are located in the child's bedroom. Where possible, findings have been shown for children aged 3-4.

Key findings

- For the second consecutive time since this survey began in 2005, children's access to the internet at home has not increased, and nor has the proportion of children aged 5-15 who use the internet at home.
- PC/laptop/netbook internet use at home ranges from 29% of 3-4s, to 62% of 5-7s, 83% of 8-11s, and 92% of 12-15s, with no change since 2012 for 5-15s (81%).
- However, children's access to a tablet computer at home has more than doubled since 2012: from 20% of households with a 5-15 year old to 51% in 2013. Half of 3-4s (51%) have access to a tablet computer at home.
- Use of a tablet computer at home has tripled among 5-15s since 2012 (42% vs.14%) while one-quarter (28%) of 3-4s use a tablet computer at home.
- Compared to 2012, children aged 5-15 are twice as likely to go online at home using a tablet computer. One in eight 3-4s go online at home using a tablet computer (12%).
- One in 20 (4%) go online only through another device, with no difference by age group. While a majority of children in each age group from 5-15 still say they mostly use a PC/ laptop/ netbook to go online at home, fewer children say this in 2013 (68% vs. 85%). Since 2012, more children say they mostly use a tablet computer (13% vs. 3%) or a mobile phone (11% vs. 6%) to go online at home.
- Smartphone ownership among children has stabilised in 2013 (18% of 8-11s, 62% of 12-15s), but overall ownership of a mobile phone has declined (33% vs. 43% for 8-11s and 82% vs. 87% for 12-15s) due to a decline in ownership of non-smartphones. Use of a mobile phone to go online at home has increased among children aged 8-11 (18% vs. 12%) and 12-15 (52% vs. 44%).
- Seven per cent of 5-15s do not use the internet at all, in any location, unchanged since 2012 and with no difference across socio-economic groups. One-third of 3-4s (33%) use the internet at home and 60% do not use the internet at all.
- Half of children aged 5-15 (52%, down from 59% in 2012) have a television in their bedroom, as do one in five (22%) children aged 3-4.
- Over four in ten children aged 5-15 (45%) ever watch television programmes at home using a device other than a TV set; most commonly through a PC, laptop or netbook (32%). Among 3-4 year-olds one-quarter (25%) ever watch television programmes at home using a device other than a TV set.
- Most children use gaming devices; most commonly, games consoles connected to a TV or handheld games players. Use of fixed and handheld games players has decreased since 2012, although use of tablet computers to play games has increased threefold among 5-15s (23% vs. 7%). Most 3-4 year olds (57%) play games at home using a media device.

Household ownership of media devices

Home access to a tablet computer has more than doubled since 2012

This initial section looks at whether children have access to specific devices within the home, with subsequent sections moving on to address children's actual use of these devices. This enables us to look at ownership of platforms[8]/ devices within the home, and see how this translates into use of these devices.

Figure 1 and Figure 2 below show the results for home access to the internet through a PC, laptop or netbook[9], and home ownership of tablet computers[10] and games consoles[11].

Nine in ten children aged 5-15 (91%) live in a household with access to the internet through a PC, laptop or netbook[12], unchanged since 2012. For the second year running, access to the internet at home through a PC, laptop or netbook has not increased for any particular age group or socio-economic group. Home internet access for children in DE households continues to be lower than the levels across all other socio-economic groups (83%). As in 2012, internet access at home in AB and C1 households is close to universal (99% and 95% respectively).

Half of children aged 5-15 (51%) have a tablet computer in the home, with no variation in household ownership by the age of the child. Access to a tablet computer in the home has more than doubled since 2012 (from 20%), with this increase seen for all age groups of children and for all socio-economic groups. Those in AB households are more likely than all children to have access to tablet computers (66% vs. 51%) while those in DE households are less likely (41% vs. 51%).

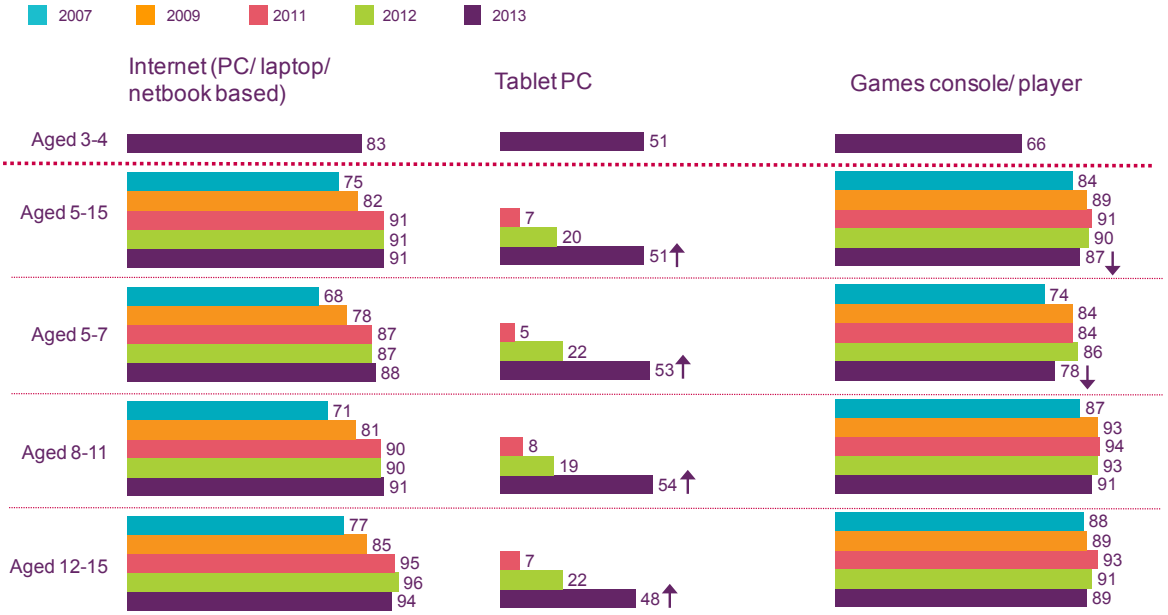
Close to nine in ten children (87%) live in a household with a fixed or portable games console, a decrease since 2012 (from 90%); this is the first time that household games console ownership has declined in this survey. The decrease in household ownership is evident for 5-7s (78% vs. 86%) and DE households (84% vs. 90%). Within this overall figure, the decline since 2012 is evident for ownership of a handheld/ portable games player (68% vs. 75%) rather than for a games console connected to a TV set. Boys aged 5-15 remain more likely than girls to live in households with a games console, and this is evident among 5-7s (84% boys vs. 73% girls), 8-11s (94% vs. 87%) and 12-15s (93% boys vs. 86% girls). No particular socio-economic group is more or less likely to have a fixed or portable games console.

Eight in ten children aged 3-4 (83%) live in a household with access to the internet through a PC, laptop or netbook, half of children aged 3-4 (51%) live in a household with a tablet computer in the home, and two in three children aged 3-4 (66%) live in a household with a games console in the home.

While households with a child aged 3-4 are as likely as households with a child aged 5-15 to own a tablet computer, home access to the internet through a PC, laptop or netbook and ownership of a games console is lower among households with a 3-4 year old.

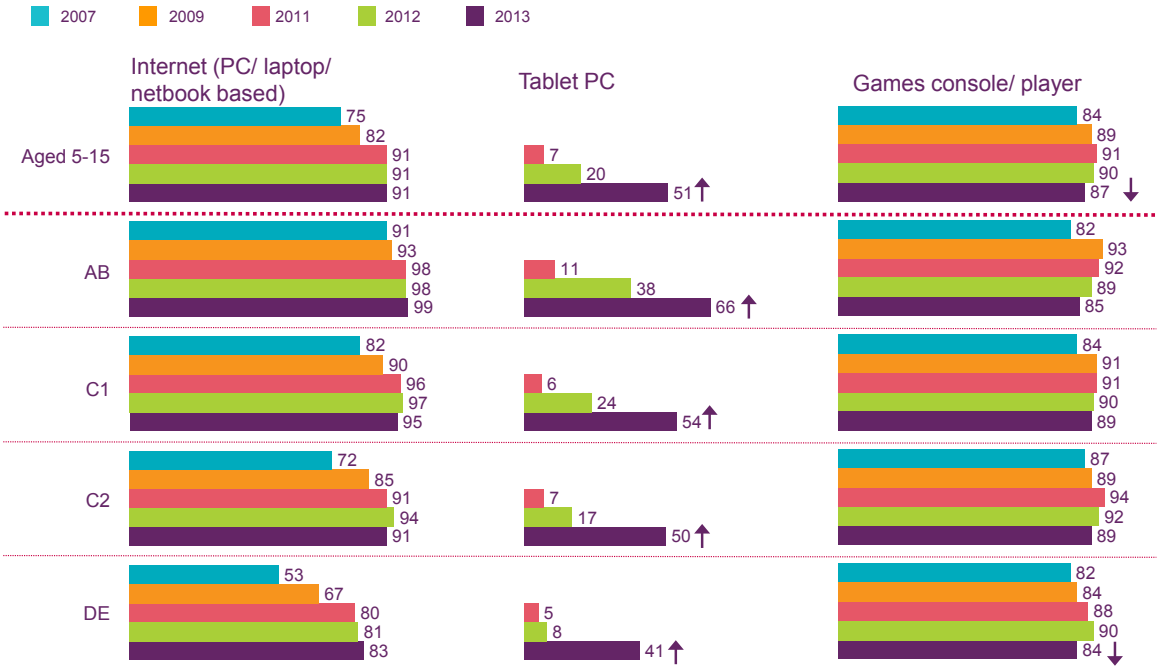
[8]Digital switchover was complete at the time of interviewing, and 99% of households with children aged 3-4 or 5-15 have a TV in the household. We have therefore not reported on the availability of digital TV in the home.
[9] Before 2010, parents were only asked about access to the internet through a PC/ laptop, with netbooks being added to this definition since 2010.
[10] Tablet computers have been included in the study since 2010.
[11] Either those that are connected to a television or handheld/ portable games players.
[12] Before 2010, parents were only asked about access to the internet through a PC/ laptop, with netbooks being added to this definition since 2010.

Figure 1: Availability of key platforms in the home, by age: 2007, 2009, 2011, 2012 and 2013



QP3/C/E/H/I – 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 or 5-15 (685 aged 3-4 in 2013, 3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) - significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 2: Availability of key platforms in the home, by socio-economic group for children aged 5-15: 2007, 2009, 2011, 2012 and 2013



QP3/C/E/H/I – 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 or 5-15 (685 aged 3-4 in 2013, 3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 697 AB in 2007, 374 AB in 2009, 386 AB in 2011, 327 AB in 2012, 343 AB in 2013, 949 C1 in 2007, 507 C1 in 2009, 493 C1 in 2011, 433 C1 in 2012, 473 C1 in 2013, 844 C2 in 2007, 472 C2 in 2009, 332 C2 in 2011, 363 C2 in 2012, 338 C2 in 2013, 1147 DE in 2007, 751 DE in 2009, 506 DE in 2011, 594 DE in 2012 535 DE in 2013) - significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 3 and Figure 4 below show results for digital video recorder (DVR[13]), radio and smart TV[14] ownership in the home.

Three in four children aged 5-15 (75%) now have a DVR at home, as in 2012. For the first time in this survey, access to a DVR in the home has not increased for any particular age group or socio-economic group. Ownership of a DVR in C1 households has decreased since 2012 (79% vs. 85%). Children in AB households are more likely to have access to a DVR compared to all children aged 5-15 (82% vs. 75%), while children in DE households continue to be less likely (61% vs. 75%).

Three in four children aged 5-15 (77%) have access to a radio set (either DAB or AM/FM) within the home, a decrease since 2012 (from 83%). While access has not changed since 2012 for children aged 12-15 and those in C2 households, every other age group and socio-economic group has seen a decline in home ownership of a radio set. Children in AB households continue to be more likely to have access to a radio set, compared to all children aged 5-15 (83% vs. 77%), while children in DE households continue to be less likely (69% vs. 77%).

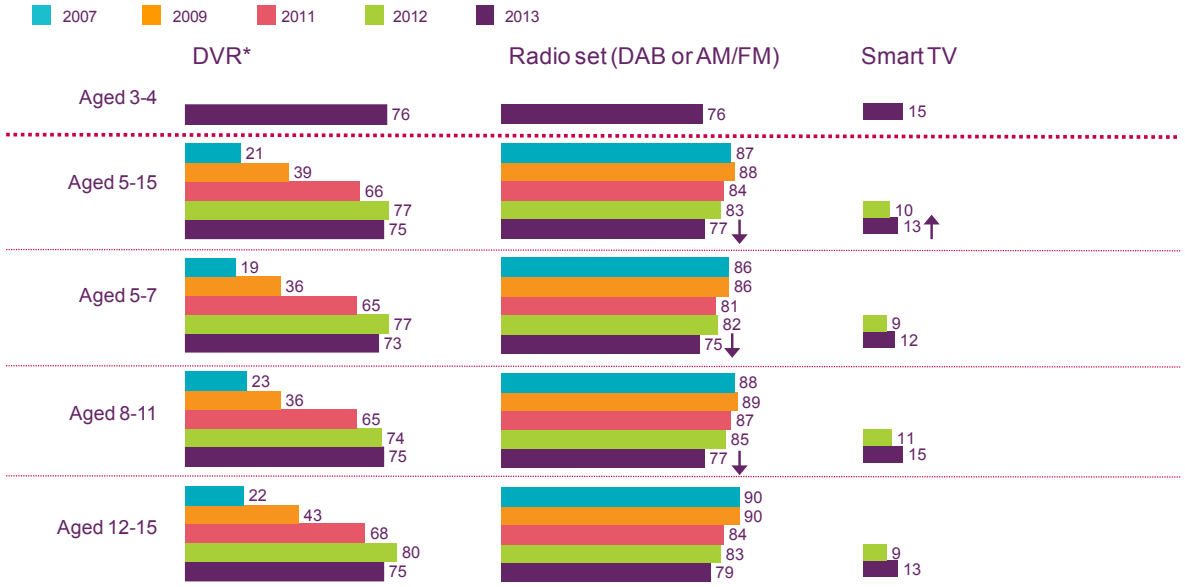
One in eight (13%) children aged 5-15 children have access to a smart TV at home, an increase since 2012 (from 10%). This increase among all households with a child aged 5-15 is evident only in AB households (24% vs. 15%). Children in DE households remain less likely to have access to a smart TV, compared to all children aged 5-15 (9% vs. 13%), while those in AB households remain more likely (24% vs. 13%).

Three-quarters of children aged 3-4 (76%) live in a household with a DVR and the same proportion (76%) have a radio set (either DAB or AM/FM) in the home. One in seven (15%) households with a child aged 3-4 have a smart TV in the home. Home access to each of these devices, for children aged 3-4, is similar to that in households with children aged 5-15.

[13]In 2011 the question used to establish household access to a digital video recorder was amended to reflect a shorter definition of DVR functionality. The question was also streamlined to reflect the way in which access/ use/ ownership of all key media in the study is established and, as such, was moved forward in the questionnaire.

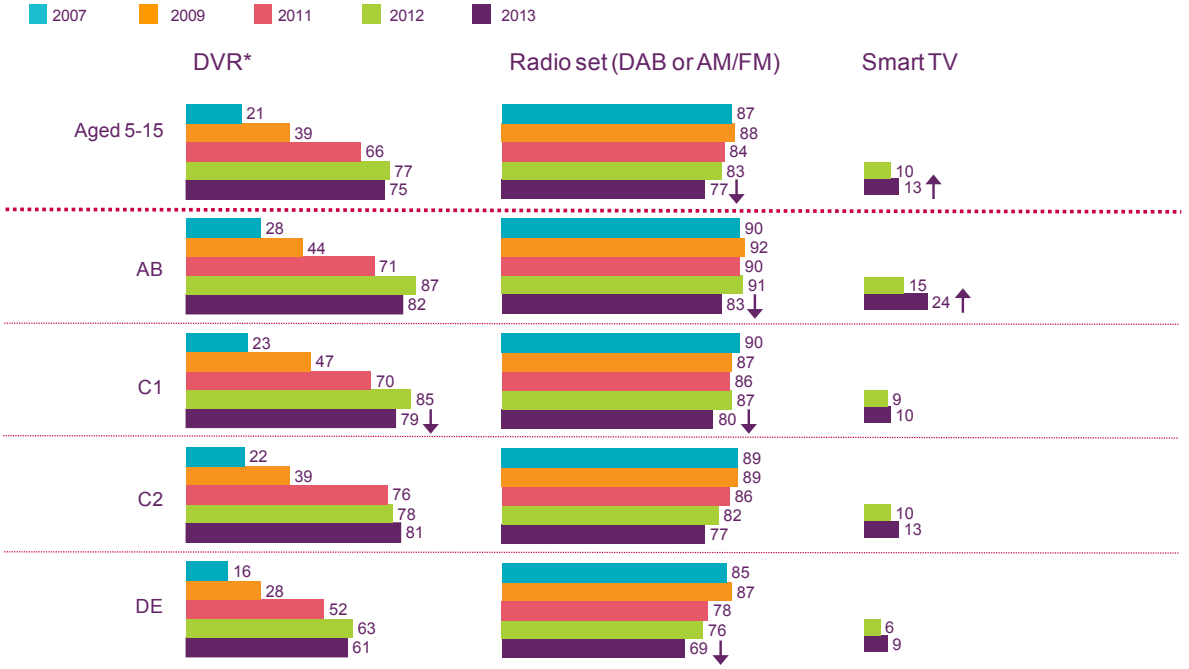
[14]Smart TVs have been included in the study since 2012. Defined as 'new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console'.

Figure 3: Availability of key platforms in the home, by age: 2007, 2009, 2011, 2012 and 2013



QP3B/J/ QP10 – 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) – NB – *Question wording changed in 2010 and 2011 for DVR/ Are any of your TV sets 'Smart TVs'? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013,3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) - significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 4: Availability of key platforms in the home, by socio-economic group for children aged 5-15: 2007, 2009, 2011, 2012 and 2013



QP3B/J/ QP10 – 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) – NB – *Question wording changed in 2010 and 2011 for DVR/ Are any of your TV sets 'Smart TVs'? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.
Base: Parents of children aged 5-15 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 697 AB in 2007, 374 AB in 2009, 386 AB in 2011, 327 AB in 2012, 343 AB in 2013, 949 C1 in 2007, 507 C1 in 2009, 493 C1 in 2011, 433 C1 in 2012, 473 C1 in 2013, 844 C2 in 2007, 472 C2 in 2009, 332 C2 in 2011, 363 C2 in 2012, 338 C2 in 2013, 1147 DE in 2007, 751 DE in 2009, 506 DE in 2011, 594 DE in 2012 535 DE in 2013) - significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Mobile phone ownership

While smartphone ownership is stable, children are now less likely to own other types of mobile phone

Figure 5 below shows that four in ten children aged 5-15 (43%) have a mobile phone of some kind and three in ten (29%) children aged 5-15 have a smartphone[15]. The likelihood of owning a smartphone increases with the age of the child, at just 1% of 5-7s, around two in ten 8-11s (18%) and six in ten 12-15s (62%).

Compared to 2012, there has been no change in the incidence of smartphone ownership for any age group, any gender within each age group, or any socio-economic group for children aged 5-15.

Children are, however, less likely to be mobile phone owners since 2012 (43% vs. 49%) due to a decline in ownership of non-smartphones (13% vs. 21%). This overall decline in mobile phone ownership is most evident for 8-11s (33% vs. 43%) but also applies to 12-15s (82% vs. 87%). This continues the decline in ownership of non-smartphones, that was also evident in 2012 (at 21% vs. 31% in 2011).

The decline in ownership of non-smartphones can be contrasted with the increase in ownership of tablet computers among children (19% vs. 5% in 2012).

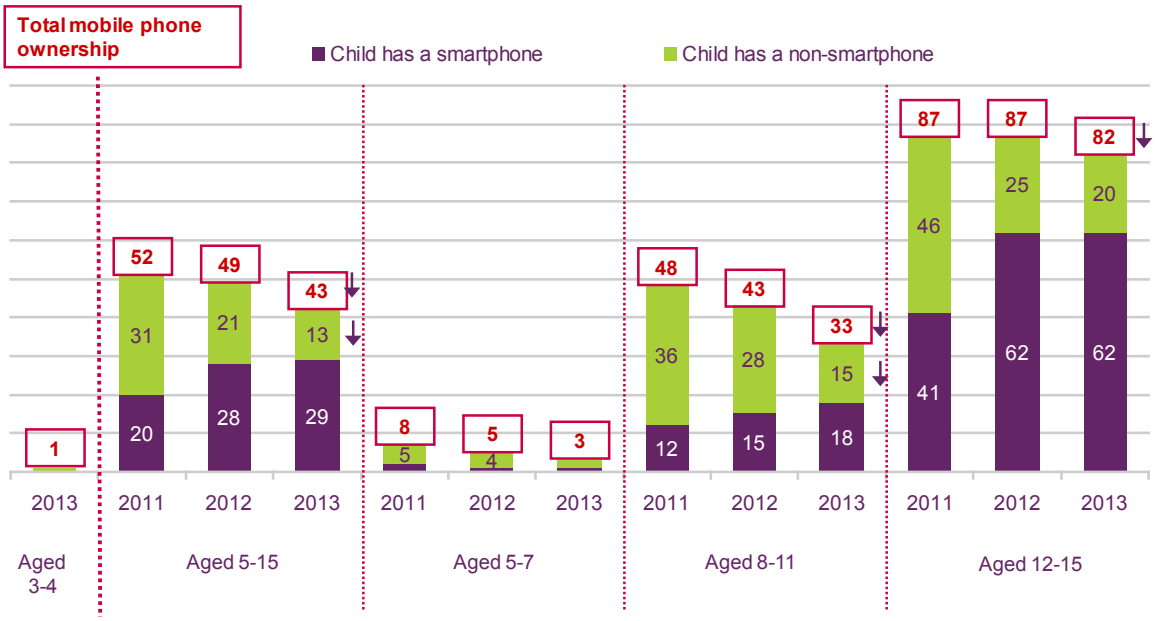
In 2013 overall ownership of any type of mobile phone does not differ by gender or socio-economic group. However, compared to 2012, both boys and girls aged 8-11 are less likely to own a mobile phone (30% vs. 42% for boys and 36% vs. 43% for girls) with this being attributable to a decline in ownership of non-smartphones. Children aged 5-15 in C1 households are also less likely to own a mobile phone now than in 2012 (43% vs. 53%).

Just 1% of children aged 3-4 have their own mobile phone and none have their own smartphone.

Figure 6 below shows how ownership of a mobile phone increases from age 3 to age 15: from 0% to 89%. 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 10 are more likely to own a non-smartphones than smartphones, but from age 11 onwards smartphone ownership outstrips ownership of non-smartphones. The start of smartphone dominance appears to have shifted: in 2012 smartphones overtook other mobile phones at age 12.

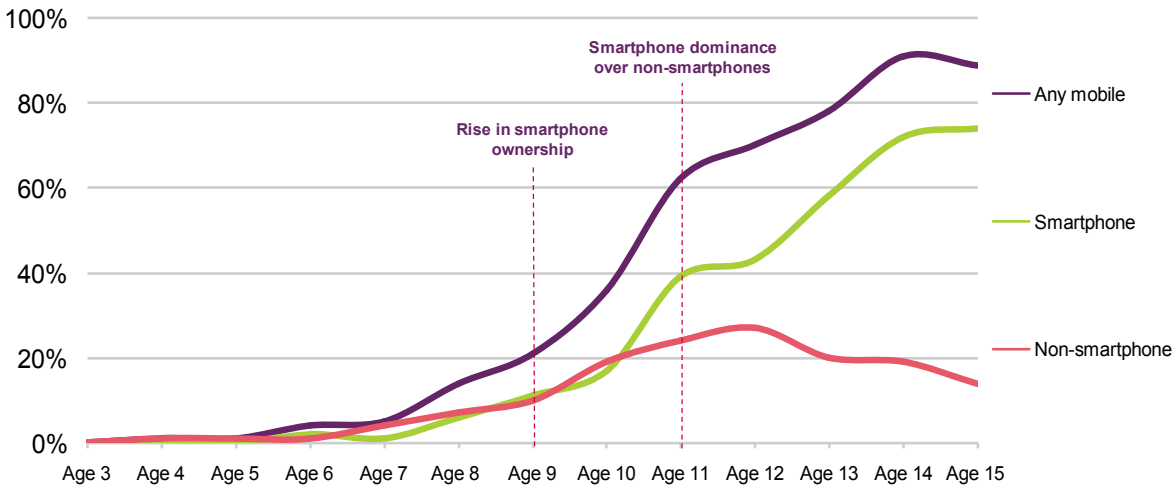
[15] The question (to parents) established smartphone ownership in the following way: “You mentioned that your child has their own mobile phone. Is this a Smartphone? A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and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

Figure 5: Smartphone and non-smartphone ownership, by age: 2011, 2012 and 2013



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 files as well as view websites and generally surf the internet. Popular brands of Smartphone include iPhone, BlackBerry, Nokia Lumia and Android phones such as HTC or Samsung Galaxy. (spontaneous responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 1717 aged 5-15 in 2011, 717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, ,558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) - significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 6: Smartphone ownership, by age of child: 2013



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 files as well as view websites and generally surf the internet. Popular brands of Smartphone include iPhone, BlackBerry, Nokia Lumia and Android phones such as HTC or Samsung Galaxy. (spontaneous responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (393 aged 3, 292 aged 4, 231 aged 5, 139 aged 6, 163 aged 7, 199 aged 8, 132 aged 9, 141 aged 10, 115 aged 11, 193 aged 12, 102 aged 13, 112 aged 14, 162 aged 15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Most mobile phones owned by children are on pay-as-you-go, but half of those with a smartphone have a contract

Figure 7 shows the mobile package used for the mobile phones owned by children: whether pay-as-you-go or with a monthly contract. While most children aged 5-15 with their own mobile phone use pay-as-you-go (61%), half of those with a smartphone (48%) use a monthly contract. Those in DE households are less likely than all mobile phone owners to use a contract; whether across all mobile phones (24% vs. 37%) or among those with a smartphone (31% vs. 48%).

Figure 7: Mobile phone tariff for child's mobile phone, by age, gender of children aged 12-15 and socio-economic group of children aged 5-15

QP73 Which of these best describes the mobile package your child uses most often? (prompted responses, single coded)
Base: Parents of children with a mobile phone (674 aged 5-15, 188 aged 8-11, 467 aged 12-15, 223 boys aged 12-15, 244 girls aged 12-15 , 122 AB, 196 C1, 146 C2, 210 DE, 99 aged 8-11 with a smartphone, 356 aged 12-15 with a smartphone) – significance testing shows any differences between boys and girls aged 12-15 and by socio –economic group compared to all children aged 5-15,
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

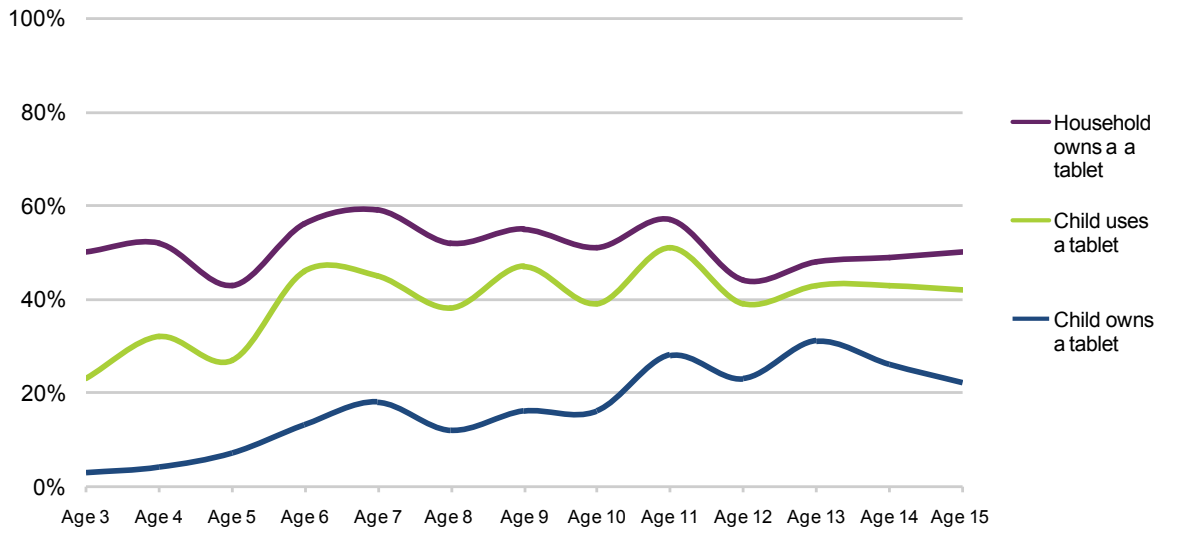
Tablet access, use and ownership

Around a quarter of children aged 12 to 15 have their own tablet computer

Figure 8 below shows home access, use by the child and ownership of a tablet computer among children from 3 to 15 years old. As shown earlier in Figures 1 and 2, home ownership of a tablet computer is at a relatively similar level across the different age groups for the children, at 51% on average. Apart from the very youngest children (aged 3), most children in a tablet-owning household are users of that device; with an increase in the likelihood of the child being a user of the tablet computer from age 6 onwards.

Three per cent of children aged 3-4 have their own tablet computer. This ownership figure increases to one in eight 5-7s (13%), around one in five 8-11s (18%) and one in four 12-15s (26%).

Figure 8: Tablet access, use and ownership, by age of child: 2013



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 files as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and HTC (spontaneous responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (393 aged 3, 292 aged 4, 231 aged 5, 139 aged 6, 163 aged 7, 199 aged 8, 132 aged 9, 141 aged 10, 115 aged 11, 193 aged 12, 102 aged 13, 112 aged 14, 162 aged 15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children's ownership of media devices

Most children aged 8-15 have three or more media devices of their own

Parents of children aged 3-4 and 5-15 were asked about a total of 13 media devices.[16] Figures 1 to 5 earlier in this report show household ownership of eight key devices.

Focusing now on the extent to which devices are owned by the child rather than more generally by the household, four in ten children aged 3-4 (41%) own any of the 13 media devices, compared to six in ten aged 5-7 (63%), eight in ten aged 8-11 (84%) and close to all

[16] These devices were television, digital video recorder (DVR), PC/ laptop/ netbook with internet access, PC/ laptop/ netbook without internet access, tablet computer, mobile phone, portable media player, games console connected to a television, handheld/ portable games player, radio, DVD/ Blu-ray player/ recorder, e-book reader and educational games system (such as V Tech).

12-15s (95%). Most children aged 8-11 (55%) and 12-15 (72%) have three or more devices of their own.

The average number of devices owned increases with each age group. Very few 3-4s (3%) or 5-7s (8%) own five or more of the 13 media devices, but a quarter of 8-11s (26%) and four in ten 12-15s (44%) are in this high multiple ownership category. The number of devices owned does not vary by gender. The average number of devices owned is, however, lower for children aged 5-15 in DE households compared to all children (2.8 vs. 3.1).

Devices in the child's bedroom

Children are now less likely than in 2012 to have television, a games console/ player or a radio in their bedrooms

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 below show results among all children aged 5-15, while Figure 10 shows how the results vary by each of the four age groups of children: 3-4, 5-7, 8-11 and 12-15.

Virtually all children aged 3-15 (99%) have access to a television at home. The incidence of having a television in the bedroom, however, increases with each age group; accounting for one in five 3-4s (22%), around two in five 5-7s (37%), half of 8-11s (53%), and six in ten 12-15s (62%).

Among children aged 5-15, the incidence of having a television in the bedroom has decreased since 2012 (52% vs. 59%). By age group, this decrease is evident among 12-15s (62% vs. 73%), but Figure 10 shows a significant downward trend for each age group from 5 to 15 since 2007. Most, but not all, of those who have a TV in their bedroom in 2013 use this device for watching TV programmes (88%) and for watching DVD videos (78%).

Games consoles/ games players (either fixed or portable) are the second most common type of medium present in children's bedrooms, accounting for one in ten 3-4s (11%), one-quarter of 5-7s (28%), half of 8-11s (53%) and six in ten 12-15s (57%). Compared to 2012, children aged 5-15 are now less likely to have a games console/ player in their bedroom (47% vs. 56%), with this decrease evident for each of the three age groups from 5 to 15.

While not shown in Figure 9 and Figure 10, DVD/ Blu-ray players/ recorders are the third most common type of medium present in children's bedrooms, accounting for one in three children aged 5-15 (29%). As with TV sets and games consoles/ players, the incidence increases with each age group of children, at one in ten 3-4s (10%), one in five 5-7s (21%), and three in ten 8-11s (30%) and 12-15s (34%). While the incidence of having a DVD/ Blu-ray players/ recorder in the bedroom is unchanged across all 5-15s since 2012, it is now less likely for children aged 12-15 (34% vs. 41%).

Although most children aged 5-15 have PC/ laptop/netbook-based internet access in the household (91%), a minority have access to the internet in their bedroom through one of these devices. The incidence increases with each age group; accounting for none in the 3-4 age group (0%), around one in 20 5-7s (4%), one in seven 8-11s (15%), and two in five 12-15s (38%). Each of these measures for 5-15s is unchanged since 2012.

One in seven children aged 5-15 (15%) have a radio in their bedroom, with this incidence increasing with the age of the child, accounting for very few 3-4s (2%), one in 20 5-7s (5%), and one in five 8-11s (18%) and 12-15s (19%). Compared to 2012, children aged 5-15 are less likely to have a radio in the bedroom (15% vs. 19%) driven by a decrease among 12-

15s (19% vs. 30%). Figure 10 shows a significant downward trend for each age group from 5 to 15 since 2007.

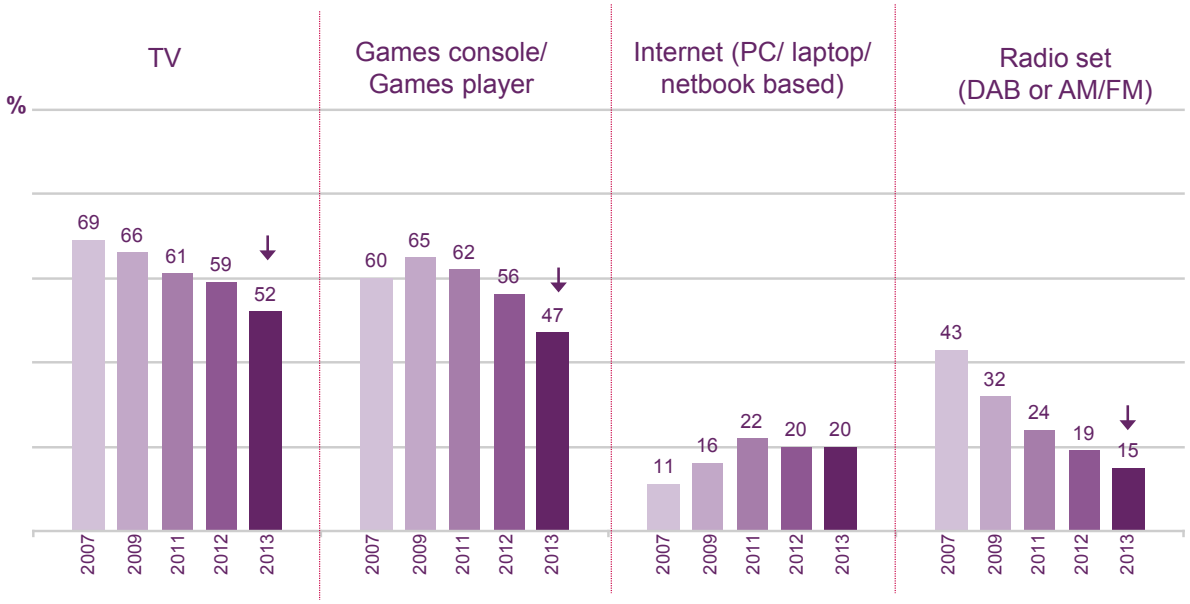
While not shown in Figure 9 and Figure 10, one in ten children aged 5-15 (9%) have a DVR in their bedroom; this is more likely for 12-15s (12%) than for 8-11s (7%), 5-7s (5%) or 3-4s (3%). Each of these measures are unchanged since 2012.

In 2013, boys aged 5-15 are more likely than girls to have a TV (55% vs. 49%) or a fixed games console in their bedroom (44% vs. 20%) while girls aged 5-15 are more likely to have a portable media player (25% vs. 19%) or a radio in their bedroom (17% vs. 13%).

Children in AB socio-economic groups are less likely than all children aged 5-15 to have a television (45% vs. 52%) or a fixed games console (25% vs. 32%) in their bedroom. Children in DE households are less likely than all children aged 5-15 to have a handheld or fixed games console (41% vs. 47%), or a portable media player (17% vs. 22%) in their bedroom.

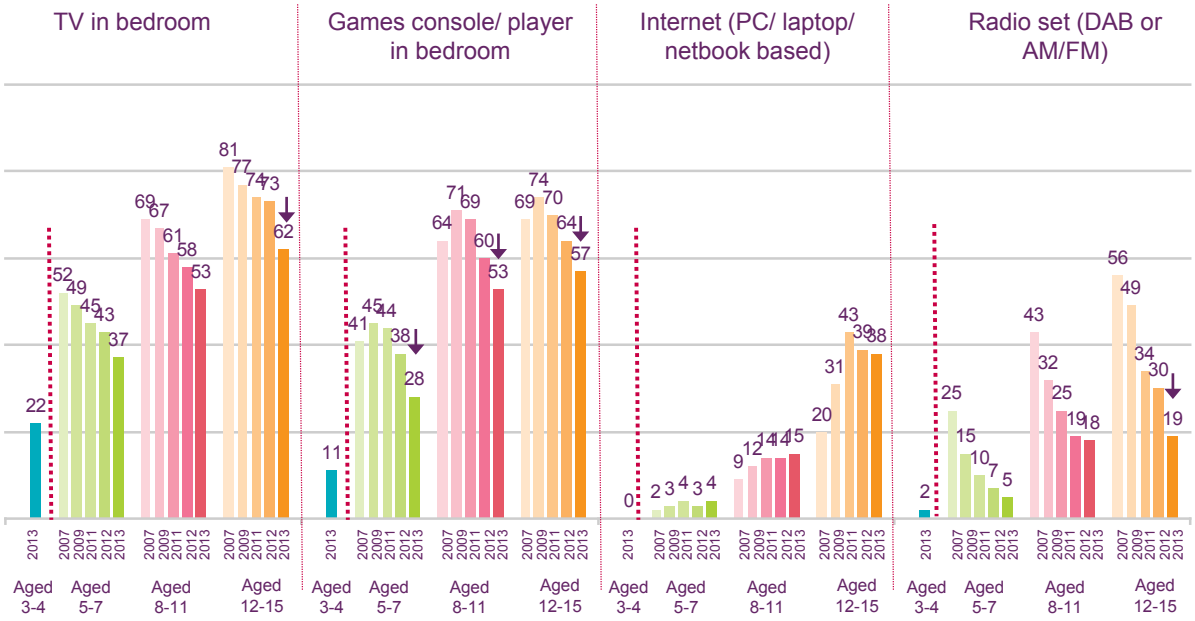
No particular gender or socio-economic group is more or less likely to have PC/ laptop/netbook-based internet access in the child's bedroom.

Figure 9: Media in children's bedrooms, among 5-15s: 2007, 2009, 2011, 2012 and 2013



QP3A/H/I/K– 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 5-15 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 10: Media in children's bedrooms, by age: 2007, 2009, 2011, 2012 and 2013



QP3A/H/ I/ C/ J – 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 or 5-15 (685 aged 3-4 in 2013, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) – significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children's media use in the home

Four in ten children aged 5-15 use a tablet computer at home, three times higher than in 2012

So far, we have reported on the extent to which certain media have been taken up in households with children aged 5-15 (see Figure 1 to Figure 4) and the extent to which mobile phones (see Figure 5 to Figure 7) and tablet computers (see Figure 8) are owned by children. Parents were also 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[17]. Figure 11 and Figure 12 show the media used for all children aged 5-15, while Figure 13 and Figure 14 show the media used among 3-4s, 5-7s, 8-11 and 12-15s.

Figure 1 showed a decline since 2012 in household ownership of a games console/ games player. As shown in Figure 11 below, eight in ten children aged 5-15 now use a fixed or portable games player at home (81% using either, 73% using a games console connected to a TV, 60% using a handheld/ portable games player), which is a decrease since 2012 (81% vs. 86%) due to a decline in use both for connected consoles (73% vs. 78%) and for handheld players (60% vs. 69%). Children aged 8-11 (87%) and 12-15 (83%) are more likely than 5-7s (70%) to use these devices, as in previous surveys. The decline in use across all 5-15s since 2012 is evident among 5-7s (70% vs. 79%). Among 3-4s, four in ten (41%) use a fixed (30%) or portable games player (29%) at home.

And as in previous years, there are differences between boys' and girls' use of games consoles. Boys in each age group between 5 and 15 are more likely than girls to use a fixed games player; whether 5-7s (68% vs. 50%), 8-11s (86% vs. 72%) or 12-15s (89% vs. 66%). Boys are as likely as girls in each age group to use a handheld/ portable games player. The gender difference for use of fixed games consoles is not evident among 3-4s.

Figure 1 showed that home access to the internet is unchanged since 2012. As shown in Figure 11 and Figure 13, four in five of all children aged 5-15 (81%) use the internet at home through a PC, laptop or netbook, similar to the 2012 measure. Among the different age groups, three in ten 3-4s (29%), three in five 5-7s (62%), eight in ten 8-11s (83%) and nine in ten 12-15s (92%) use the internet at home through a PC, laptop or netbook. Since 2012 no age group is more or less likely to use the internet at home through a PC, laptop or netbook.

As shown in Figure 11, three-quarters of children aged 5-15 (77%) use a DVD/ Blu-ray player/ recorder at home, which is a decrease on the 2012 measure (82%). Although not shown in Figure 13 or Figure 14, this is due to a decline in use among 5-7s (71% vs. 78%) and 8-11s (76% vs. 84%). Two in three children aged 3-4 (65%) use a DVD/ Blu-ray player/ recorder at home.

As shown in Figure 3, access to a DVR in the household is unchanged since 2012. And as shown in Figure 11, use of a DVR in the home has declined among 5-15s since 2012 (67% vs. 71%). Although not shown in Figure 13 or Figure 14, this decrease is evident among 12-15s (70% vs. 78%). Children aged 8-11 are as likely as 12-15s to use a DVR (68%), and both older age groups are more likely than 5-7s (61%). Half of 3-4s use a DVR (53%).

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. Since 2012, mobile phone use has not changed for any age group among children aged 5-15, with use in 2013 by one in five 3-4s (20%) and 5-7s (22%), half of 8-11s (50%) and nine in ten 12-15s (89%).

[17] It is not possible to show data for use of smart TVs within the household, as the question asked only about household ownership rather than use.

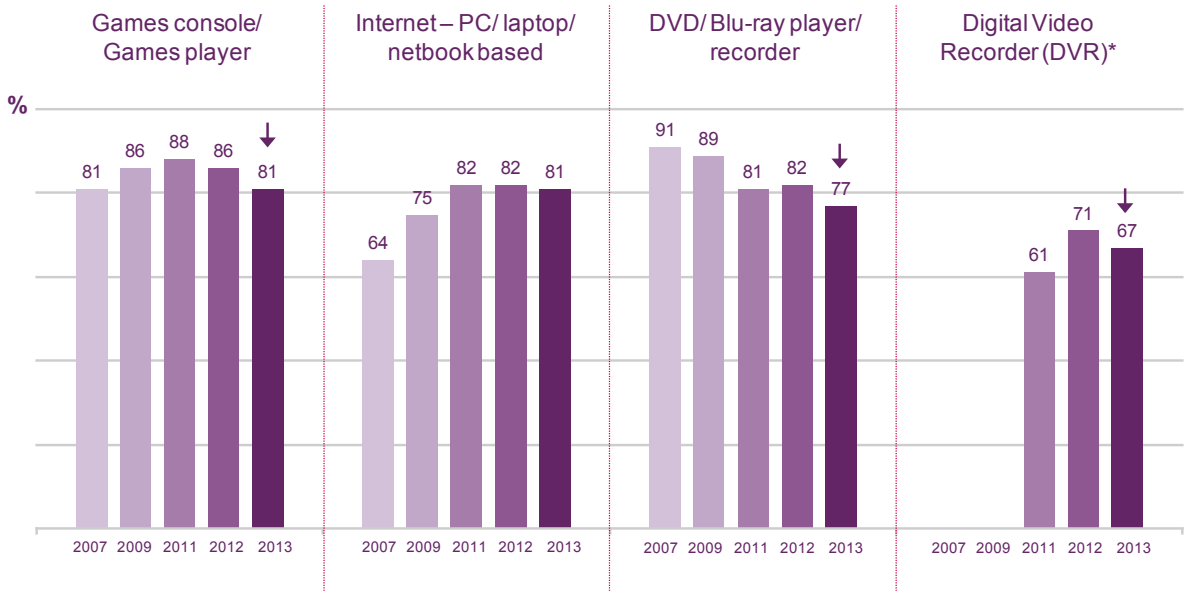
Figure 3 showed a decline since 2012 in household ownership of a radio. As shown in Figure 12 and Figure 14, children aged 5-15 are now less likely than in 2012 to use a radio at home, with four in ten users in 2013 (42% vs. 46%), and this decline is evident among 8-11s (42% vs. 50%). Use of radio increases with each age group, accounting for a quarter of 3-4s (25%), one-third of 5-7s (30%), four in ten 8-11s (42%) and half of 12-15s (50%).

Since 2012 household ownership of a tablet computer has more than doubled, as shown in Figure 1. As shown in Figure 12 and Figure 14, use of a tablet computer at home has tripled among 5-15s since 2012 (42% vs. 14%), with this increase evident for 5-7s (39% vs. 11%), 8-11s (44% vs. 13%) and 12-15s (42% vs. 17%). One-quarter (28%) of 3-4s use a tablet computer at home.

Around one in three children aged 5-15 (35%) use a portable media player at home, unchanged since 2012. As shown in Figure 12 and Figure 14, use increases with each age group, accounting for one in five 5-7s (20%), three in ten 8-11s (33%) and one in two 12-15s (47%). Compared to 2012, 5-7s are more likely to use a portable media player (20% vs. 12%). One in ten 3-4s (9%) use a portable media player at home.

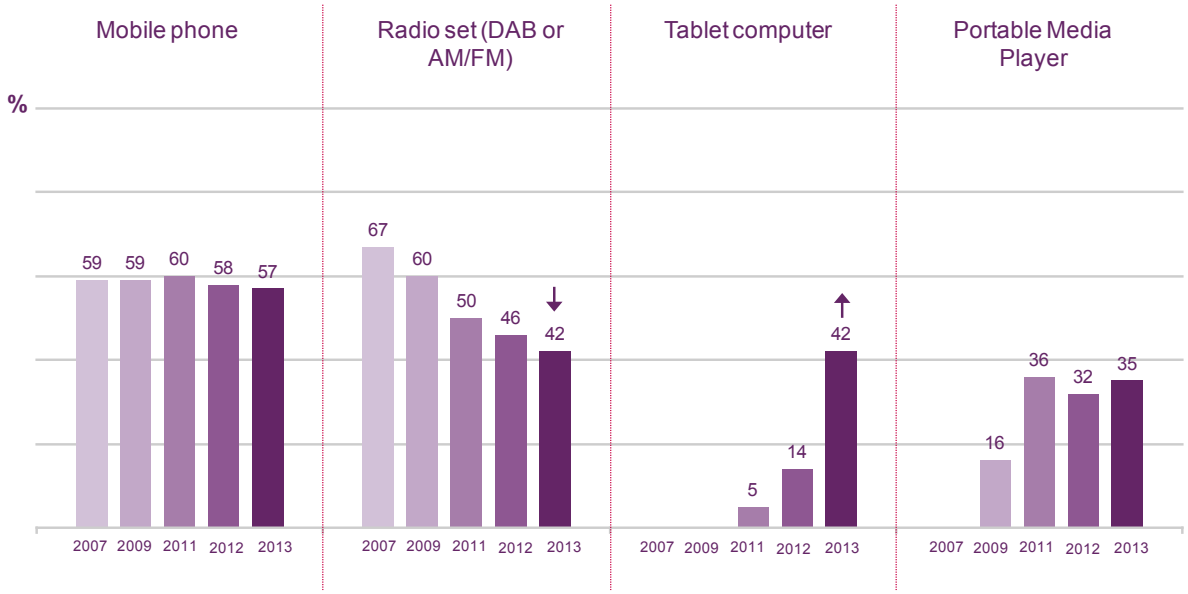
Compared to all children aged 5-15, children in AB households are more likely to use most of the devices shown in Figure 11 and Figure 12, and children in DE households are less likely to use most of these devices. These differences by socio-economic group reflect the higher levels of household take-up of these media devices in AB households, and lower levels in DE households.

Figure 11: Media used by children aged 5-15 at home: 2007, 2009, 2011, 2012 and 2013



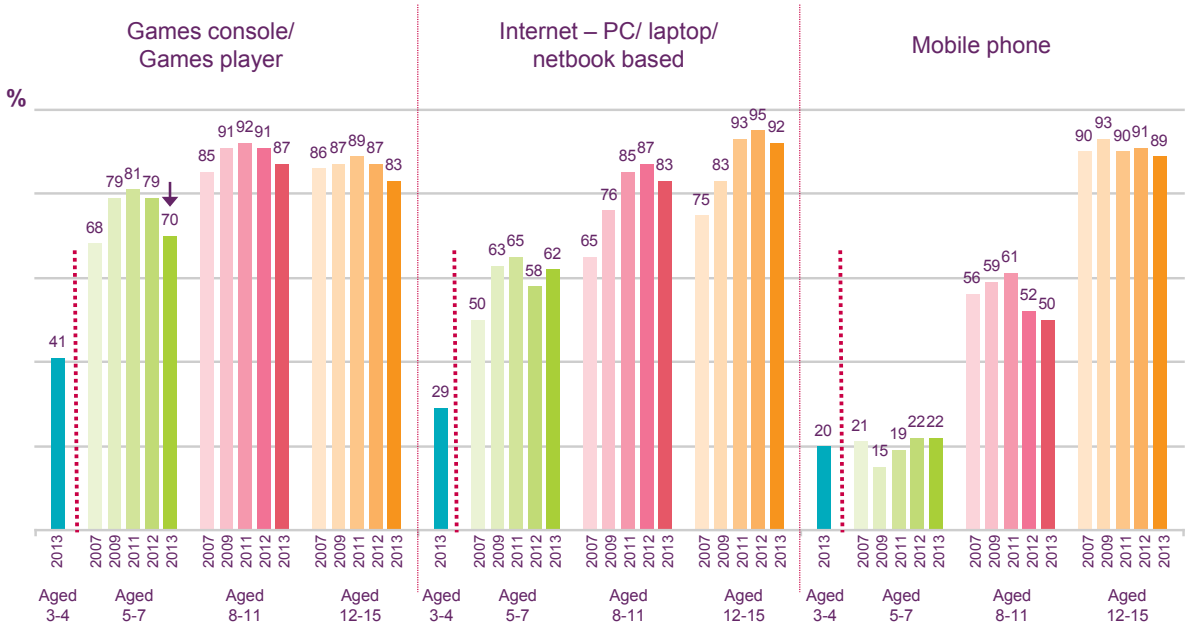
QP3H/I/C/K/B – I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) *Question wording changed in 2011 for DVR
Base: Parents of children aged 5-15 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 12: Media used by children aged 5-15 at home: 2007, 2009, 2011, 2012 and 2013



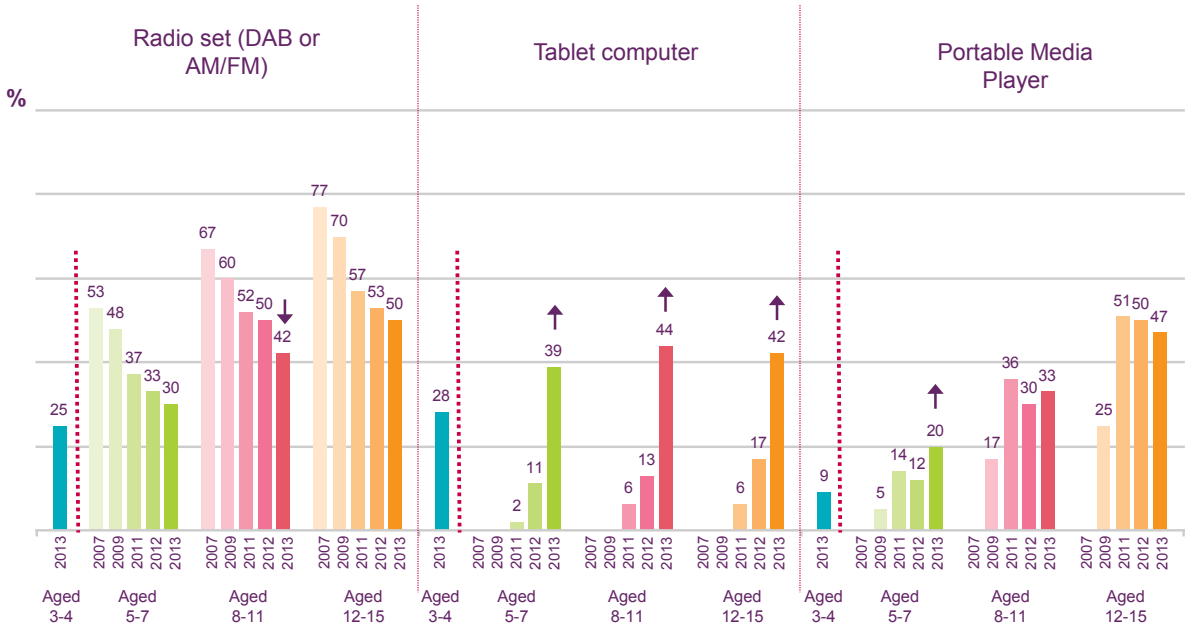
QP3F/J/E/G– I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)
Base: Parents of children aged 5-15 (3696 aged 5-15 in 2007, 2131 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 13: Media used by children at home, by age: 2007, 2009, 2011, 2012 and 2013



QP3H/I/C/F – 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: Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013 , 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) – significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 14: Media used by children at home, by age: 2007, 2009, 2011, 2012 and 2013



QP3J/E/G – 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 or 5-15 (685 aged 3-4 in 2013, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) – significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Just under half of children aged 5-15 ever watch television programmes at home on an device other than a TV set

As in 2012, parents[18] of children were asked which devices their child ever used to watch television programmes at home. As shown in Figure 15, virtually all children aged 5-15 (98%) ever watch TV programmes on a TV set, unchanged since 2012. In 2013, children aged 5-15 are more likely than in 2012 to watch television programmes on devices other than a TV set, with just under half of children aged 5-15 using an alternative device (45% vs. 34%).

As shown in Figure 16, there has been an increase since 2012 in the incidence of children in all age groups using an alternative device to watch television programmes (58% vs. 46% for 12-15s, 41% vs. 33% for 8-11s and 35% vs. 18% for 5-7s). One-quarter of 3-4s (25%) ever use an alternative device to watch TV programmes, while almost all (98%) ever watch on a TV set.

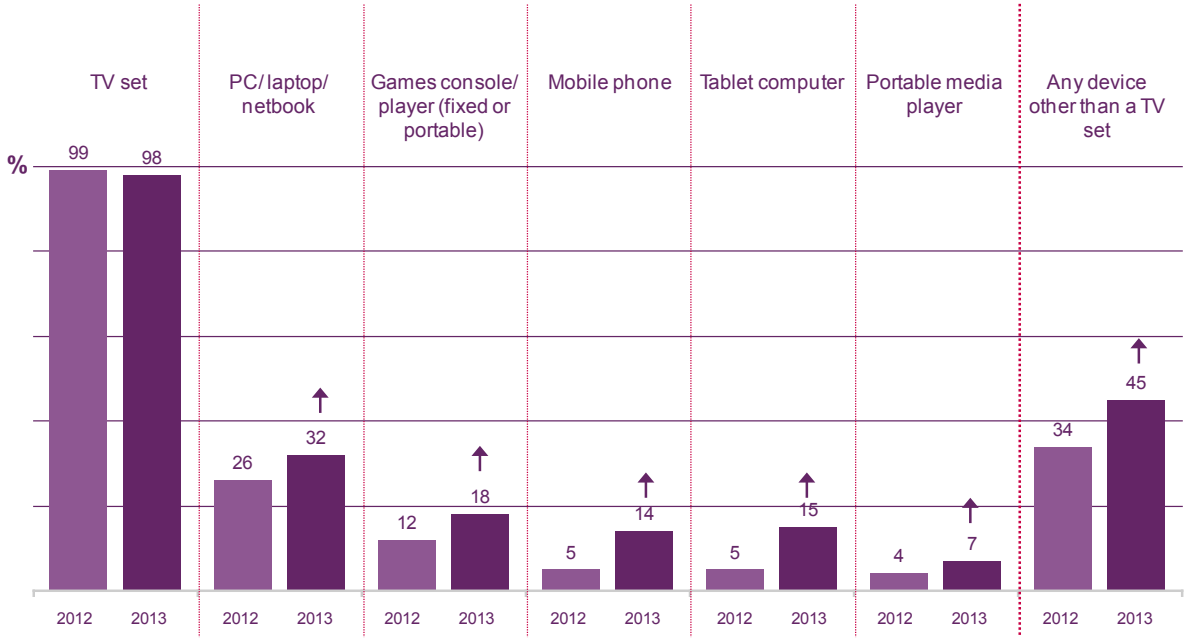
For each age group, the alternative device most likely to be used to watch TV programmes at home is a PC, laptop or netbook (32% of all 5-15s vs. 26% in 2012), followed by a games console/ games player (18% vs. 12% in 2012). One in seven children aged 3-4 (14%) ever watch using a PC, laptop of netbook.

A quarter of children aged 12-15 (25%) ever watch TV programmes using a mobile phone, but this device is used by fewer younger children (10% 8-11s, 5% 5-7s, 4% 3-4s). Across all children aged 5-15, one in seven (15%) ever watch TV programmes using a tablet computer, up threefold since 2012 (5%). One in ten children aged 3-4 (9%) ever watch using a tablet computer.

Overall use of an alternative device to watch TV programmes at home does not differ between boys and girls and is no more or less likely for any socio-economic group.

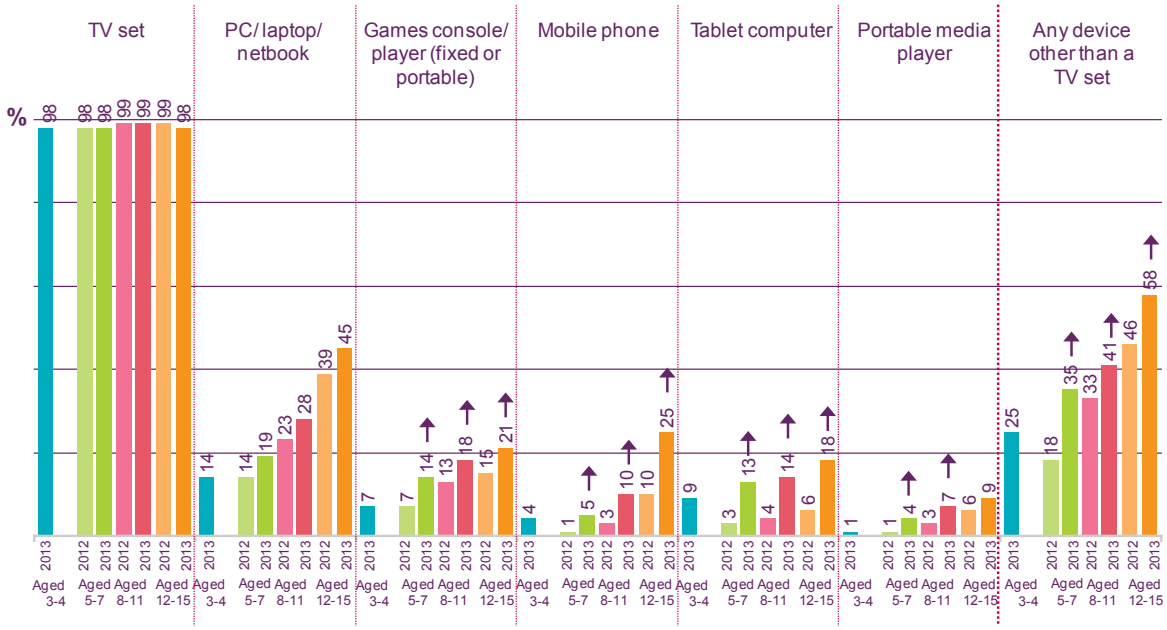
[18] In 2013, responses are taken from the child aged 12-15 rather than the parent.

Figure 15: Devices ever used by children aged 5-15 to watch television programmes at home: 2012 and 2013



QP5 – Does your child EVER use any of these devices to watch television programmes at home? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013). In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 16: Devices ever used to watch television programmes at home, by age: 2012 and 2013



QP5 – Does your child EVER use any of these devices to watch television programmes at home? (prompted responses, multi-coded)
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013 , 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

A quarter of children aged 5-15 use on-demand television services

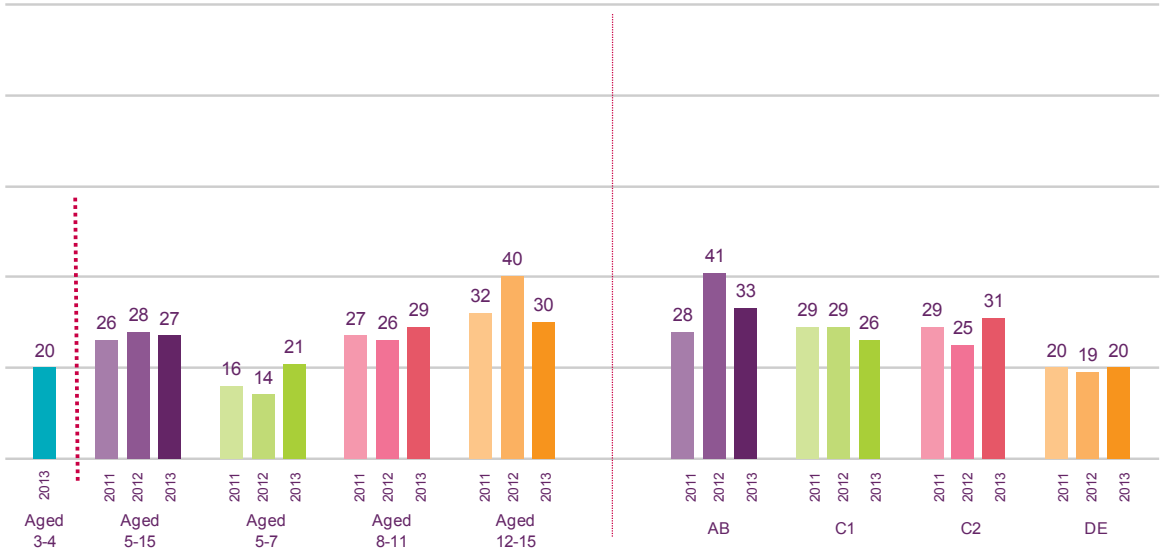
Parents of children with a television set in the household were asked whether it is possible to watch TV programmes on demand through the household's TV service[19], and whether this is through services such as Sky On Demand or Virgin Media Catch-Up TV, or through standalone services such as LoveFilm, Netflix or Blinkbox. Half of all parents (49%) of 5-15 year olds said that it is possible to watch TV on demand in any of these ways. Access to on-demand services does not vary by the age of the child, but is more likely in AB households (60% vs. 49%) and less likely in DE households (36% vs. 49%).

Parents were asked whether their child ever watches on-demand television services on the household television set. Figure 17 shows responses relating to the child's use of on-demand television services in 2011, 2012 and 2013. Please note that the question used in 2013 is different to that asked in 2012, so we do not make comparisons with the previous survey.

Use varies by age, with 8-11s (29%) and 12-15s (30%) both being more likely than 5-7s (21%) and 3-4s (20%) to use on-demand television services.

Children in AB households are more likely to use on-demand services compared to all children aged 5-15 (33% vs. 27%), while children in DE households are less likely (20% vs. 27%). These differences in use by socio-economic group reflect the difference in access to on-demand services, mentioned above.

Figure 17: Use of on-demand television services, by age and socio-economic group: 2011, 2012 and 2013



QP8B - Can you watch TV programmes 'on-demand' through your TV service? By this, I mean pay-per-view programmes or using the TV catch-up services that allow you to watch some of the programmes shown in the last week, through services such as Sky On Demand or Virgin Media Catch-up TV. I do not mean watching programmes that you have personally recorded onto your hard-drive e.g. through Sky+ or a PVR or DVR or using a computer, laptop, netbook, tablet, mobile phone or games console to watch television. IF YES – ASK: Does your child use the television to watch any of these types of 'on-demand' services at all? Do they watch programmes on demand' through your TV service such as Sky or Virgin Media, or through a standalone service such as LoveFilm, Netflix or Blinkbox? (prompted response, single coded)* NB Changes to the question wording in 2013 mean that any differences between 2012 and 2013 are not flagged as significant
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013, 386 AB in 2011, 327 AB in 2012, 343 AB in 2013, 493 C1 in 2011, 433 C1 in 2012, 473 C1 in 2013, 332 C2 in 2011, 363 C2 in 2012, 338 C2 in 2013, 506 DE in 2011, 594 DE in 2012, 535 DE in 2013).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[19]See footnote within Figure 17 for the question asked about the child's use of on-demand TV services.

Regular media activities

Television continues to be the most popular regular[20] media activity among children of all ages

Children aged 5-15 were asked to choose[21], from a list of eight media activities, which, if any, they did regularly (defined in this research as "almost every day")[22]. Figure 18 and Figure 19 show the findings among 3-4s, 5-7s, 8-11 and 12-15s.

As has been the case since 2007, television continues to be the most popular regular media activity. Over nine in ten children in each group say they watch television almost every day. As has been the case each year since 2009, television, and watching videos or DVDs, are activities that are undertaken daily by children in each age group to a similar degree, whereas regular use of the internet, mobile phones and MP3 players increases with the age of the child.

Since 2012 there have been some changes in the patterns of regular media use across all children aged 5-15; with an overall decline in the proportion saying they regularly read magazines, comics or newspapers (31% vs. 38%). This decline is evident for both 8-11s (31% vs. 41%) and 12-15s (28% vs. 39%). Within the three age groups there is only one other change since 2012: 12-15s are less likely to say they regularly use the internet/ go online (81% vs. 87%). Regular media use has not changed since 2012 among children aged 5-7.

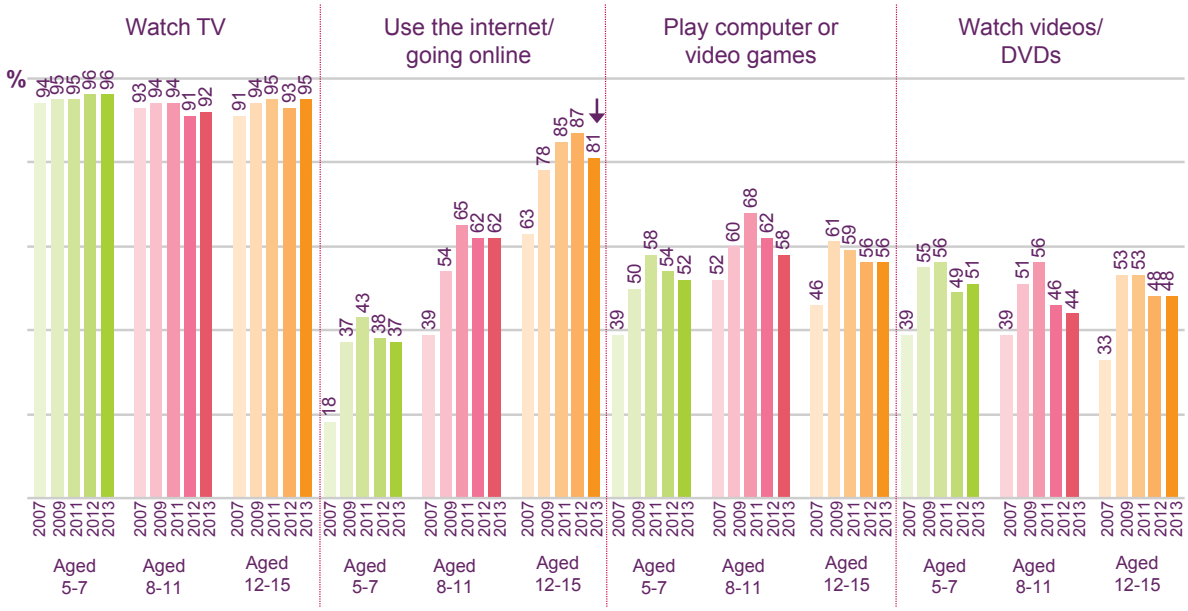
Within each age group there are relatively few differences between boys and girls. Among 5-7s, boys are more likely than girls to say they regularly watch television (98% vs. 94%). Boys aged 8-11 and 12-15 are more likely than girls to say they regularly play computer or video games (70% vs. 46% for 8-11s, 72% vs. 40% for 12-15s), but this difference is not evident for 5-7s, unlike previous surveys.

Among 12-15s, girls are more likely than boys to read magazines, comics or newspapers (33% vs. 24%). Previous surveys have shown that girls aged 12-15 are more likely to regularly use a mobile phone, but this difference is not evident in 2013.

There are also very few differences in regular media use by household socio-economic group. Children in DE households are less likely than all children to say that they regularly listen to an MP3 player (14% vs. 20%), while children in the C2 socio-economic group are more likely than all children to say they regularly watch videos or DVDs (56% vs. 47%).

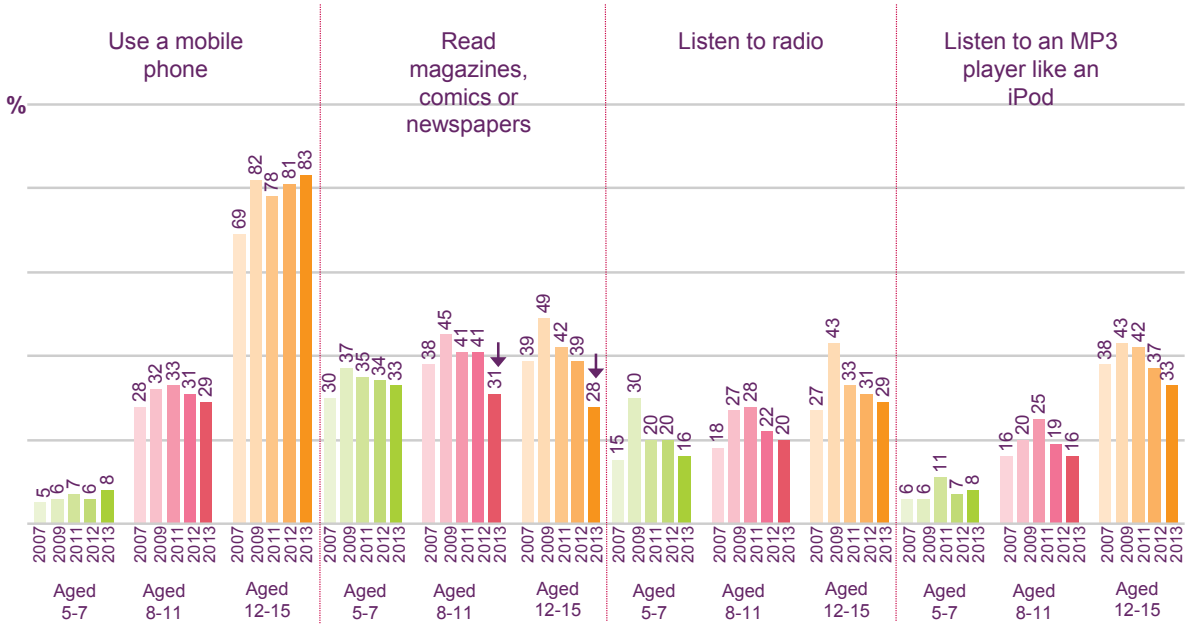
[20] In this context, 'regular' refers to an activity which the child states they do almost every day.
[21] As this question is asked of children rather than parents, there are no data for children aged 3-4.
[22] Media use in Figure 18 and Figure 19 will differ to the figures shown earlier at Figure 11 to Figure 14, as those data showed 'any use' as opposed to 'regular use' and were obtained from a parent rather than from the child.

Figure 18: Regular media activities undertaken, by age: 2007, 2009, 2011, 2012 and 2013



QC52– Which of the following do you do almost every day? (prompted responses, multi-coded)
Base: Children aged 5-15 (985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011,570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 19: Regular media activities undertaken, by age: 2007, 2009, 2011, 2012 and 2013



QC52– Which of the following do you do almost every day? (prompted responses, multi-coded)
Base: Children aged 5-15 (985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011,570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Radio listening, by device

Decline in radio listening at home since 2011

Parents were asked about their child's radio listening within the home, and the types of radio used. Around two in five children aged 5-15 (37%) listen to the radio at home, with the likelihood of listening increasing with the age of the child (25% of 5-7s, 36% of 8-11s and 45% of 12-15s). One in four (26%) 3-4s ever listen to the radio at home.

Figure 20 shows that since 2012 there has been an overall decline in the proportion of children aged 5-15 listening to radio at home (37% vs. 42%); this is driven by a decline among 5-7s (25% vs. 32%).

Around one in five children aged 5-15 (17%) listen to any type of digital radio at home (either through a DAB radio, on TV or over the internet), with the likelihood of listening to digital radio increasing with the age of the child (10% of 5-7s, 17% of 8-11s and 23% of 12-15s). One in ten children aged 3-4 (10%) listen to any type of digital radio at home. While broader radio listening has declined since 2012, there has been no change in digital radio listening, either overall or for any particular age group.

In 2013 there are some differences by socio-economic group and gender (not shown in Figure 20). Children in AB households are more likely than all children to listen to digital radio (25% vs. 17%), and to a DAB radio (16% vs. 9%). Also, girls aged 8-11 are more likely than boys to listen to any type of radio (42% vs. 31%), in particular through a mobile phone (5% vs. 1%).

Figure 20: Radio listening at home, by age: 2009, 2011, 2012 and 2013

QP22– Does your child ever listen to radio in these ways in your home? (prompted responses, multicoded)
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013 , 2130 aged 5-15 in 2009, 1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). - Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Internet use, by device

Children aged 5-15 are increasingly likely to go online at home through a mobile phone or tablet computer

Parents[23] were asked whether their child ever uses devices other than a PC/laptop/netbook to go online at home (Figure 21, Figure 22 and Figure 23).

While four in five children (81%) go online at home through a PC, laptop or netbook, a quarter go online via a mobile phone (27%) or a tablet computer (23%), one in six go online via a fixed or portable games console/ games player (17%), and one in ten through a portable media player like an iPod Touch (9%). The incidence of children going online through any of these devices increases with age. One-third of children aged 3-4 (33%) go online at home through any of these devices; principally through a PC/laptop/netbook (29%), but one in ten 3-4s (12%) go online via a tablet computer.

Compared to 2012, there has been no change in the incidence of all children aged 5-15, or any particular age group, going online at home through a PC, laptop or netbook. There has been an overall increase in the incidence of children aged 5-15 going online via a mobile phone (27% vs. 22%), due to increases for children aged 8-11 (18% vs. 12%) and 12-15 (52% vs. 44%). There has also been an increase in the incidence of children aged 5-15 going online via a tablet computer (23% vs. 9%), due to increases for 5-7s (21% vs. 6%), 8-11s (27% vs. 9%) and 12-15s (22% vs. 11%).

Accessing the internet at home through a fixed or portable games player/ console has not changed since 2012, accounting for around one in ten 5-7s (8%) and around one in five 8-11s (19%) and 12-15s (22%).

Boys aged 8-11 are more likely than girls of this age to ever access the internet at home via a fixed or portable games console/games player (25% vs. 14%), as are boys aged 12-15 compared to girls of this age (33% vs. 11%).

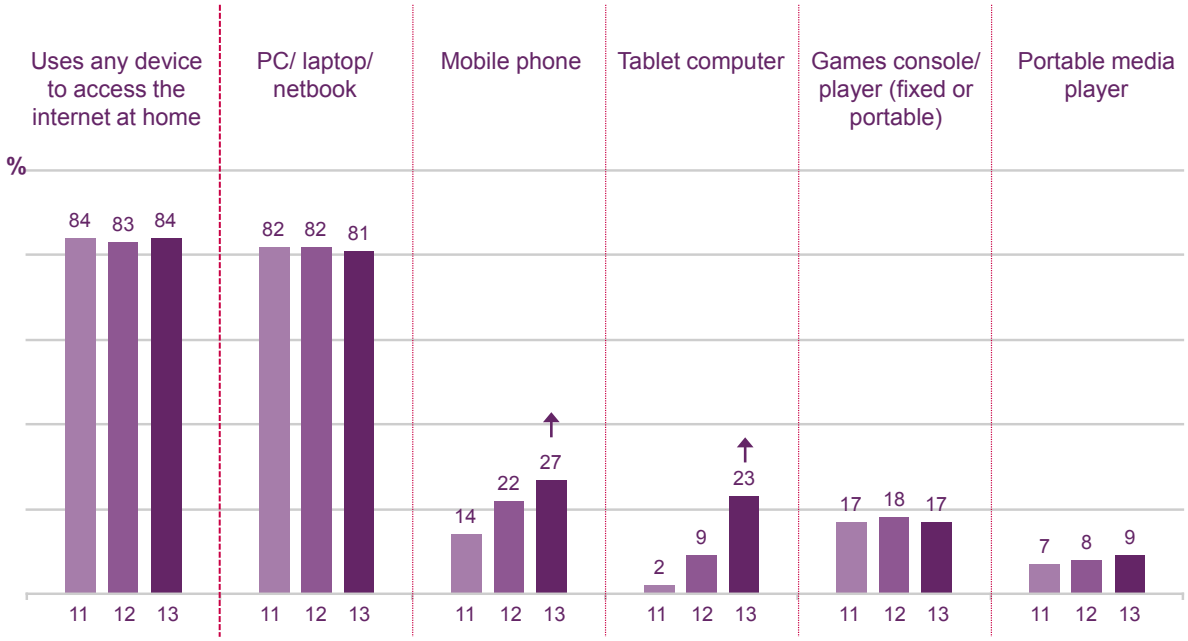
In 2013, there are some differences by socio-economic group. Children in AB households are more likely to go online through a PC, laptop or netbook (89% vs. 81%), through a tablet computer (33% vs. 23%), through a portable media player (13% vs. 9%) and across any of the devices as a whole (90% vs. 84%). Children in DE households are less likely to go online through several of the devices; including a PC, laptop or netbook (73% vs. 81%), a tablet computer (17% vs. 23%), a portable media player (4% vs. 9%), or across any of the devices (78% vs. 84%).

As shown in Figure 21, use of any device to go online at home is almost the same as use of a PC, laptop or netbook to go online. This use of other devices to go online at home is very much *in addition to use* through a PC, laptop or netbook.

While not shown in Figure 21 below, 4% of all 5-15s use only an alternative device and not a PC, laptop or netbook to go online at home, an increase since 2012 (1%). No particular age group or socio-economic group is more likely to use only an alternative device, but children in AB households are less likely (1% vs. 4%). The overall increase in using only an alternative device to go online since 2012 is evident for 5-7s (3% vs. 1%), 8-11s (4% vs. 0%), 12-15s (5% vs. 2%), C1s and C2s (both 4% vs. 1%), and DEs (6% vs. 2%).

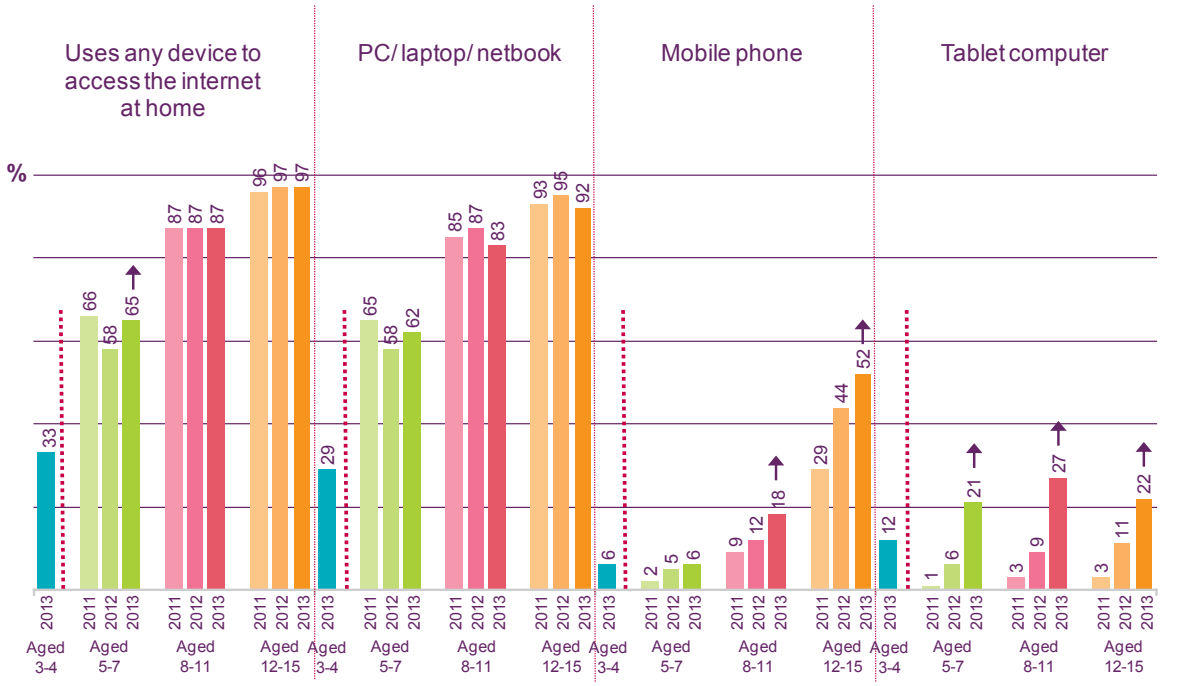
[23] In 2013, responses were taken from the child aged 12-15 rather than the parent.

Figure 21: Devices ever used by children aged 5-15 to go online at home: 2011, 2012 and 2013



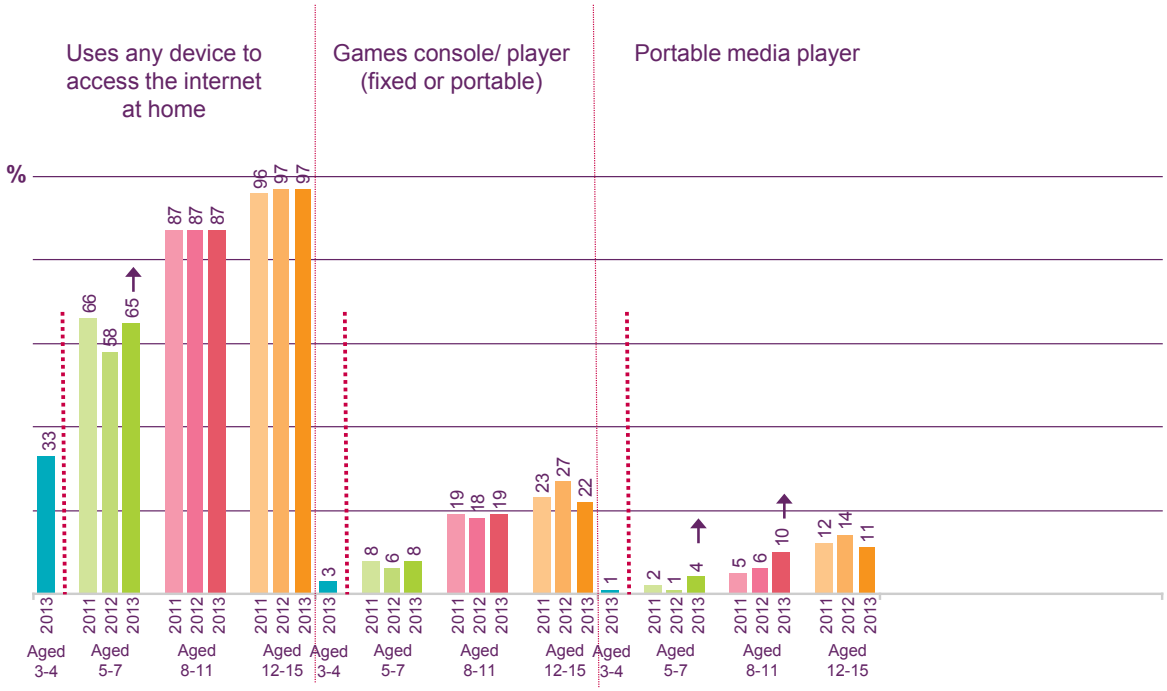
QP3C/ QP26A – I' m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use / Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home? (prompted responses, single coded) *Shows responses given by 2% or more of all respondents in 2013. In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Base (1717 aged 5-15 in 2011, 1717 aged 5-15 in 2012, 1689 aged 5-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 22: Devices ever used by children to go online at home, by age: 2011, 2012 and 2013



QP3C/ QP26A – 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 / Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home? (prompted responses, single coded) **RESPONSES SHOWN REFLECT THOSE GIVEN BY 2% OR MORE OF ALL RESPONDENTS IN 2013 – NB The question wording changed at Wave 2 2010 – responses from wave 1 and wave 2 2010 have however been combined. In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 23: Devices ever used by children to go online at home, by age: 2011, 2012 and 2013



QP3C/ QP26A – 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 / Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home? (prompted responses, single coded) **RESPONSES SHOWN REFLECT THOSE GIVEN BY 2% OR MORE OF ALL RESPONDENTS IN 2013 – NB In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Device 'mostly used' to go online at home

More 5-15 year olds mostly go online at home using tablets or mobiles

Parents[24] whose child uses the internet at home were asked to say which device the child most often used to go online at home, as shown in Figure 24 and Figure 25.

At an overall level, children aged 5-15 who use the internet at home are more likely to mostly use a PC/ laptop/ netbook than any other device. However, since 2012, fewer children aged 5-15 mostly use a PC/ laptop/ netbook to go online at home (68% vs. 85%).

Since 2012, PC/laptops/ netbooks are less likely to be the device mostly used by 5-7s (74% vs. 91%), 8-11s (70% vs. 90%) and 12-15s (63% vs. 79%). This also varies by socio-economic group; AB households (69% vs. 92%), C1 households (64% vs. 88%) and DE households (70% vs. 80%) are all less likely to mostly use PC/ laptops / netbooks.

Six in ten of children aged 3-4 who use the internet at home (61%) mostly use a PC/ laptop/ netbook, while the second most-used device for this age group is a tablet computer (27%).

The overall proportion of children aged 5-15 who are home internet users mostly using a device other than a laptop/ netbook/ PC is now one-third (32% vs. 15% in 2012).

There has been a big increase in the incidence of children going online at home via tablets. Children in each age group between 5 and15 are now more likely to mostly use a tablet

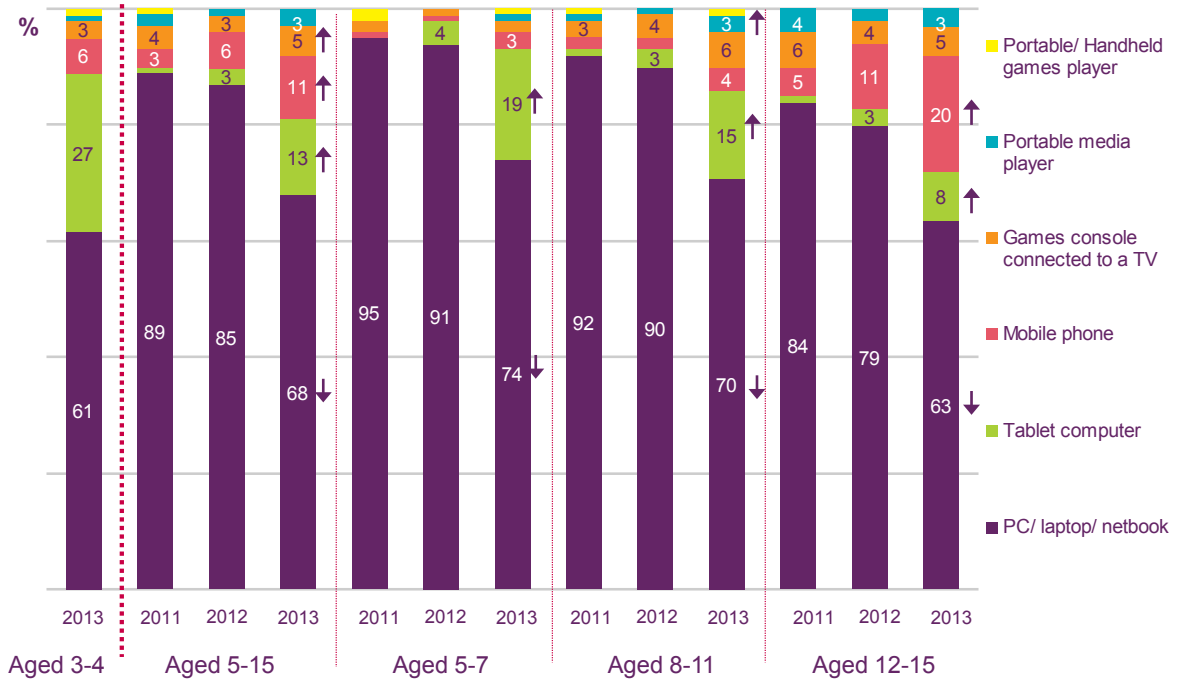
[24]In 2013, responses are taken from the child aged 12-15 rather than the parent.

computer to go online at home (19% vs. 4% in 2012 for 5-7s, 15% vs. 3% for 8-11s and 8% vs. 3% for 12-15s). Mostly using a tablet computer to go online has also increased for each of the socio-economic groups.

Mostly using a mobile phone to go online is at much the same overall level for 5-15s as using tablet computers in 2013, and it has also increased since 2012 (11% vs. 6% in 2012). Mostly using a mobile phone to go online has increased to one in five children aged 12-15 (20% vs. 11%) and is now also more likely for children in AB households (10% vs. 3%) and C1 households (10% vs. 4%). Mostly using a tablet computer or mobile phone to go online does not vary by gender for any particular age group.

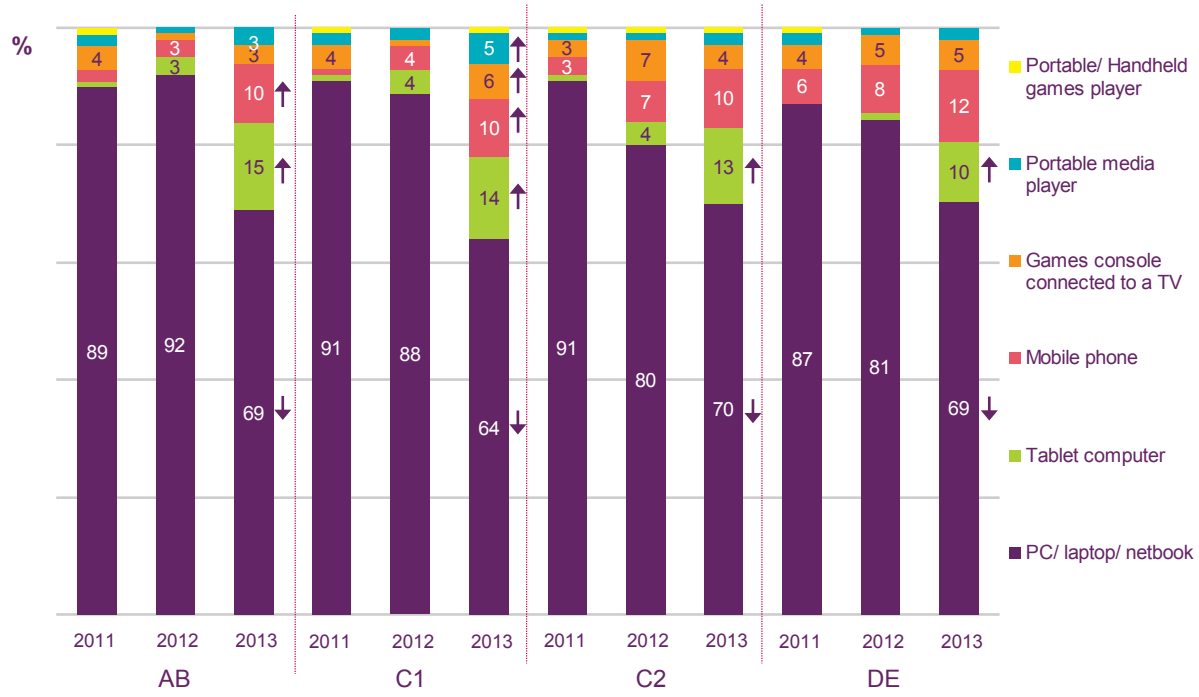
There are some differences by gender among children aged 12-15. Girls in this age group are more likely than boys to mostly use a portable media player (5% vs. 1%), while boys are more likely than girls to mostly use a games console connected to a TV (8% vs. 1%).

Figure 24: Devices used 'mostly' by children to go online at home, by age: 2011, 2012 and 2013



QP26B – And when your child goes online at home, which device do they mostly use? (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-15 whose child ever goes online at home (219 aged 3-4 in 2013,1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1429 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 551 aged 12-15 in 2013). ***In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years - Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 25: Devices used 'mostly' by children to go online at home, by socio-economic group: 2011, 2012 and 2013



QP26B – And when your child goes online at home, which device do they mostly use? (prompted responses, single coded)
Base: Parents of children aged 5-15 whose child ever goes online at home (357 AB in 2011, 289 AB in 2012, 309 AB in 2013, 422 C1 in 2011, 376 C1 in 2012, 413 C1 in 2013, 274 C2 in 2011, 311 C2 in 2012, 290 C2 in 2013, 368 DE in 2011, 448 DE in 2012, 417 DE in 2013). ***In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years - Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Where in the home the internet is accessed

More children aged 8-11 are mostly using the internet in their bedroom

Children[25] who use the internet at home were asked where in the house they most often used it. The living room continues to be the most frequently-mentioned location for internet use, for children aged 5-15 (67%).

Less than one in 20 5-7s (4%) and around one in five 8-11s (17%) said they mostly used the internet in their bedroom, with an increase since 2012 in the 8-11s saying this (17% vs. 12%). Among internet users aged 12-15, two in five said they mostly used the internet in their bedroom (40%), unchanged since 2012 and with no difference by gender within 12-15s.

No particular socio-economic group is more likely to mostly use the internet in the living room or bedroom.

[25]As this question is asked of children rather than parents, there are no data for children aged 3-4.

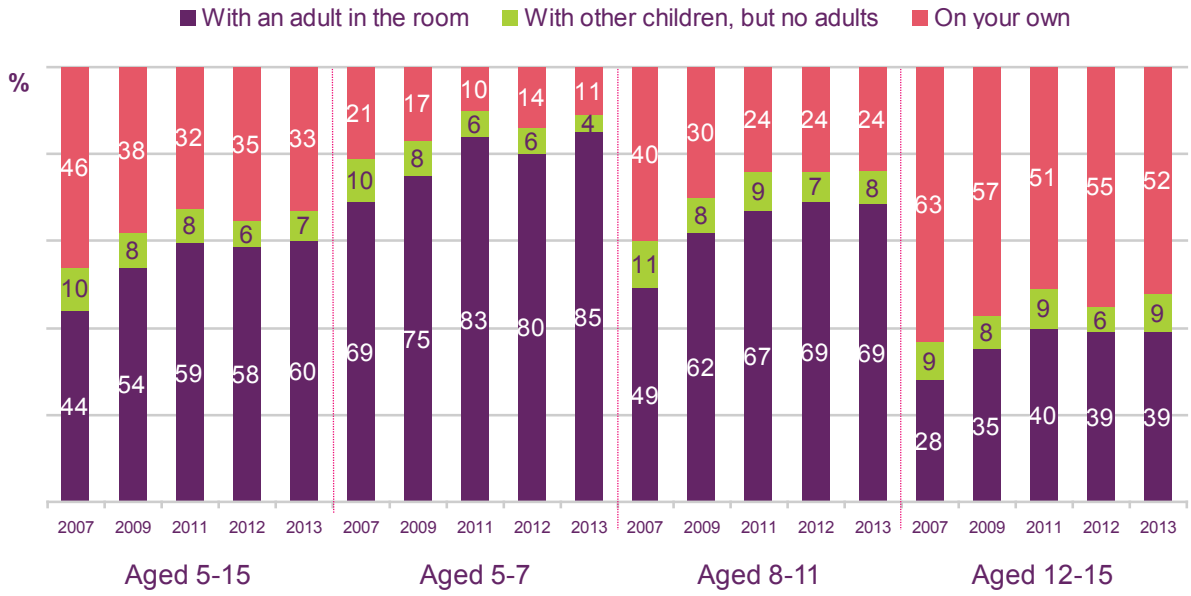
Half of children aged 12-15 use the internet on their own most of the time

Children[26] who use the internet at home were asked to say if anyone was with them most of the time they used the internet, and whether this was an adult or other children.

Figure 26 shows that the majority of 5-7s and 8-11s say they spend most of the time using the internet with an adult in the room (85% and 69% respectively). The proportion of children spending most of their internet time using the internet on their own increases with each age group. Those who mostly use the internet on their own account for one in ten internet users aged 5-7 (11%), one-quarter aged 8-11 (24%) and half of those aged 12-15 (52%).

The overall picture regarding who children are with when they use the internet at home is unchanged since 2012, with no differences by gender or socio-economic group.

Figure 26: Who is with the child using the internet at home, by age: 2007, 2009, 2011, 2012 and 2013



QC10 – Thinking about when you're using the internet at home, do you spend most of the time using (prompted responses, single coded)
Base: Children aged 5-15 who use the internet at home (477 aged 5-7 in 2007, 340 aged 5-7 in 2009, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 875 aged 8-11 in 2007, 582 aged 8-11 in 2009, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 1045 aged 12-15 in 2007, 645 aged 12-15 in 2009, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[26]As this question is asked of children rather than parents, there are no data for children aged 3-4.

Internet use in any location

One in 14 children aged 5-15 and six in ten aged 3-4 do not use the internet at all, in any location

While the main focus of our analysis is upon children's use of the internet at home, we are also interested in whether children use the internet anywhere else (for example, at school, at a library, at the houses of relatives or friends) and on any device. Figure 27 shows where the internet is used (on any device) among 3-4s, 5-7s, 8-11s and 12-15s.

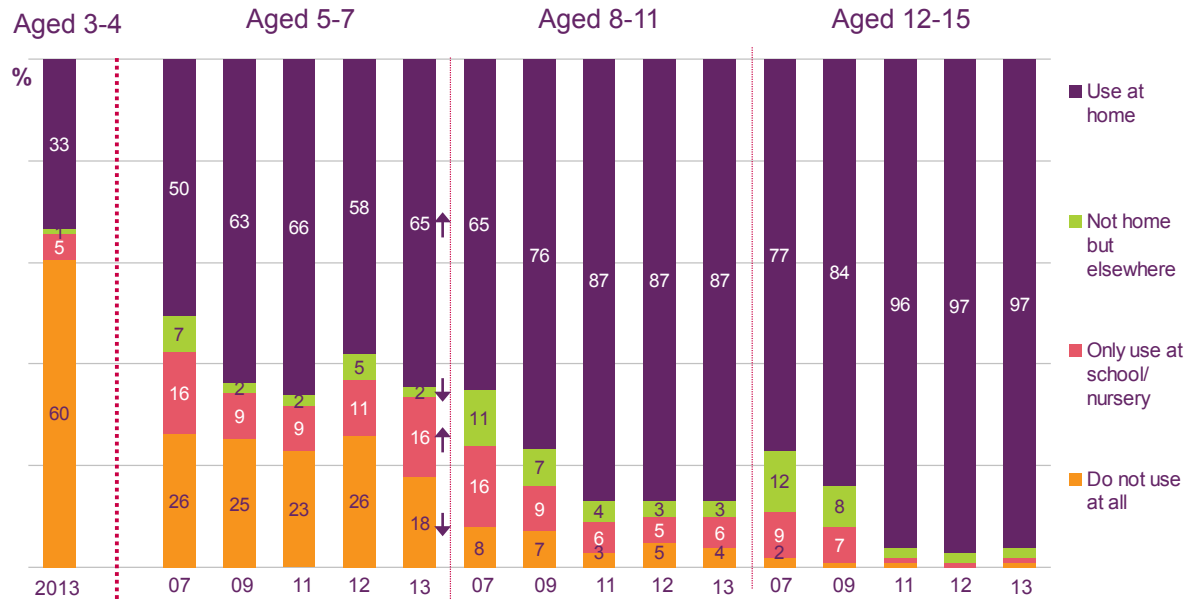
Four distinct groups are shown: those who use the internet at home (and may also use it elsewhere); those who use it elsewhere (and may also use it at school, but not at home); those who use it only at school; and those who don't use it at all.

The incidence of using the internet at all, in any location and on any device, has not changed across 5-15 year olds as a whole or among older children, since 2012, and accounts for four in five 5-7s (82%, up from 74%), and nearly all 8-11s (96%) and 12-15s (99%).

There has been an increase since 2012 in the proportion of 5-7s who use the internet at home (65% vs. 58%) and those who use at school but not elsewhere (16% vs. 11%). The picture of where the internet is used by 8-11s and by 12-15s has not changed across the last two surveys. Four in ten children aged 3-4 (40%) use the internet at all, with most of these (33%) using it at home. Seven per cent of all 5-15s do not use the internet at all, in any location. This has not changed since 2012.

Children in DE households are more likely than all children aged 5-15 to use the internet only at school and not elsewhere (10% vs. 7%), while children in AB households are more likely than all children aged 5-15 to use it at home (90% vs. 84%). No particular socio-economic group is more likely not to use the internet at all.

Figure 27: Where the internet is used by children, by age: 2007, 2009, 2011, 2012 and 2013



QP3C/ QP26A/ QC31 – SUMMARY OF WHERE THE INTERNET IS USED (prompted responses, single coded)
Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 772 aged 8-11 in 2005, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 764 aged 12-15 in 2005, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Devices used to play games

Increase in gaming using a tablet computer since 2012

We asked parents and children a number of questions to find out about the devices they used to play games at home[27]. Figure 28 and Figure 29 show findings for 3-4s, 5-7s, 8-11s and 12-15s.

Most children in each of the three age groups use at least one of the devices we asked about to play games, accounting for four in five 5-7s (84%), and around nine in ten 8-11s (92%) and 12-15s (88%). The overall proportion of children aged 5-15 who use any devices to play games at home is unchanged since 2012 (88% vs. 87%). Six in ten children aged 3-4 (57%) use any devices to play games at home.

A games console connected to a television remains the most commonly-used device for gaming; used by at least half of all children in each age group. Handheld/ portable games consoles remain the second most commonly-used devices for gaming and are used by half of all 5-15 year olds.

Compared to 2012, however, children aged 5-15 are now less likely to play games on fixed or handheld consoles; resulting in a decline of around ten percentage points both for fixed consoles (64% vs. 73%) and for hand-held consoles (50% vs. 61%). They are also less likely to play on a computer, laptop or netbook (36% vs. 40%).

Across all 5-15 year olds, use of some other devices remains at a similar level to that found in 2012: whether a, mobile phone, or portable media player; in marked contrast to the increase in numbers of children using tablets for gaming.

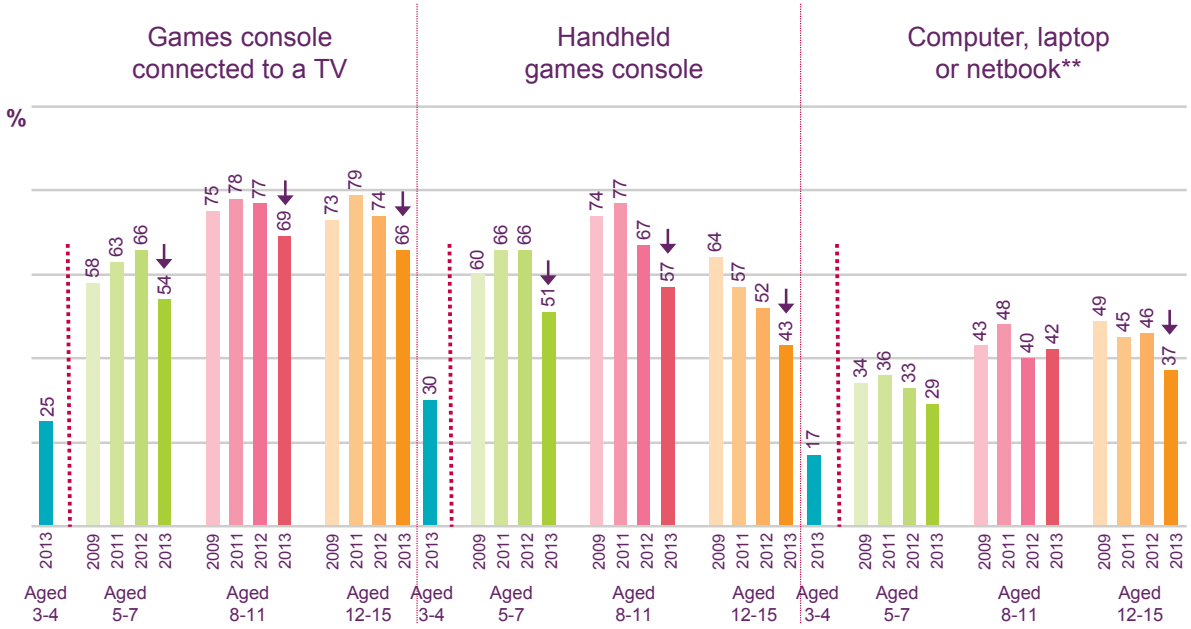
Use of a tablet computer for gaming has increased since 2012 among all 5-15 year olds (23% vs. 7%) and among each of the age groups (23% vs. 6% for 5-7s, 26% vs. 8% for 8-11s, 19% vs. 8% for 12-15s).

Boys are more likely than girls to use any of the devices for gaming that we asked about, both among 8-11s (96% vs. 87%) and 12-15s (94% vs. 82%), but not among 5-7s (84% vs. 83%). The overall difference in gaming between boys and girls aged 5-15 (92% vs. 84%) continues to be due to the higher use among boys of games consoles connected to a television (76% boys vs. 51% girls). No other device is more likely to be used for gaming by boys than by girls in 2013.

Across the socio-economic groups, children in AB households are more likely than all children to play games at home on a computer, laptop or netbook (44% vs. 36%), on a tablet computer (35% vs. 23%) or on a portable media player (14% vs. 10%). Children in DE households are less likely than all children to play games at home on a handheld games console (43% vs. 50%) or a tablet computer (15% vs. 23%), and are less likely to use any device for gaming at home (84% vs. 88%).

[27]Before 2011, we asked about devices used to play games at home or elsewhere. Since 2011, these and subsequent questions were re-worded to focus specifically on at-home use.

Figure 28: Devices used for gaming, by age: 2009, 2011, 2012 and 2013

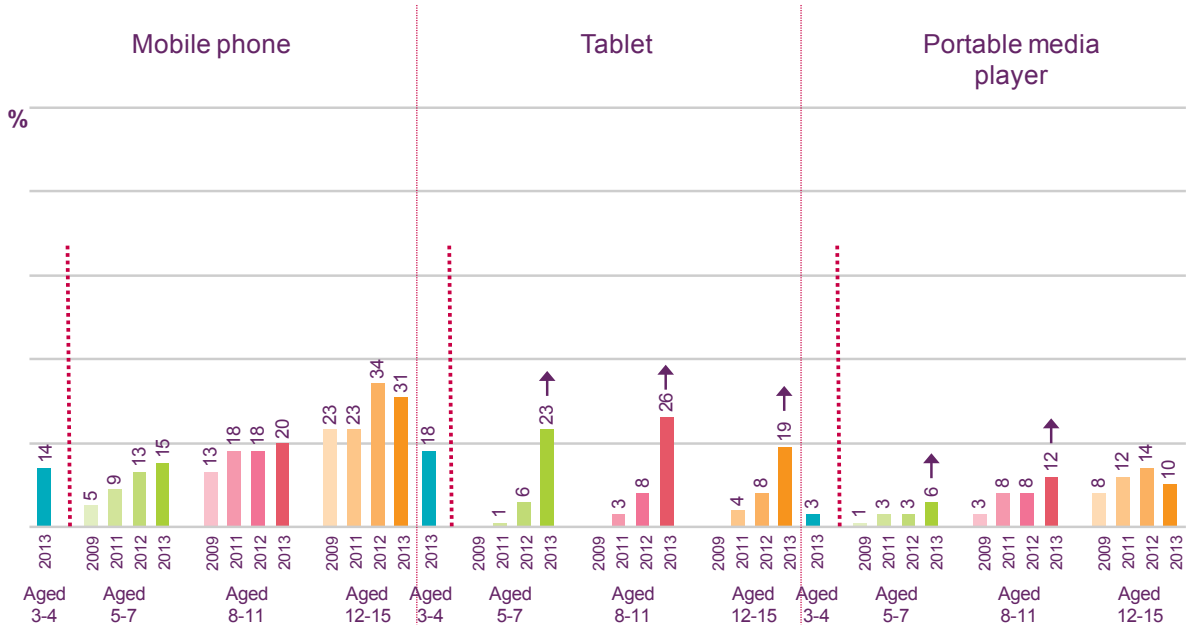


QP75– Does your child ever play games at home in any of these ways? (prompted responses, multi-coded) – only showing responses by 2% or more of all 5-15s ** Prior to 2011 the question asked about playing games on a computer or laptop only **NB since 2011 the questions about gaming now focus on use at home as opposed to use at home or elsewhere. In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years

Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 773 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). - Significance testing shows any differences between 2012 and 2013

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 29: Devices used for gaming, by age: 2009, 2011, 2012 and 2013



QP75– Does your child ever play games at home in any of these ways? (prompted responses, multi-coded) – only showing responses by 2% or more of all 5-15s ** Prior to 2011 the question asked about playing games on a computer or laptop only **NB since 2011 the questions about gaming now focus on use at home as opposed to use at home or elsewhere. In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years

Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 773 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013). - Significance testing shows any differences between 2012 and 2013

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Section 4

Children's use of media

This section describes the use that children make of different media, along with a snapshot of the affinity that children have for each medium. It details the self-reported levels of consumption for each medium, and the types of activities carried out, including any social networking activity.

Please note that children and their parents are encouraged to think about use of the internet across any device that they/ their child may use to go online, as opposed to their use of the internet on a device-specific basis.

Key findings

- At an overall level, children aged 5-15 continue to spend most time watching TV (15.4 hours per week on average). Estimated weekly consumption of television has not changed since 2012. Weekly TV viewing among children aged 3-4 is comparable to that of 5-15s overall (15.5 hours) and higher than for 5-7 s (13.9 hours) although this is likely to be due to children aged 3-4 not yet being at school.
- As in 2012, 12-15s continue to spend as much time using the internet as they do watching television (17.0 hours for the internet vs. 16.6 hours for television). Since 2012, children aged 8-11 spend more hours per week online (9.2 vs. 8.1 hours). Weekly internet consumption by 3-4s does not differ from that of 5-7s (6.5 hours vs. 6.7 hours for 5-7s).
- There have been further increases in mobile phone consumption, but unlike in 2012, this is only among 12-15s, who now send more text messages. Between 2011 and 2012 there was an increase for both 8-11s and 12-15s in calls made and text messages sent.
- Compared to those with a non-smartphone, 12-15s with a smartphone use their phone for a broader range of activities. While they no longer make more calls per week, smartphone users do send more messages than those with a non-smartphone.
- 12-15s continue to be twice as likely to say that, of all the media they use regularly, they would miss their mobile phone most (39%) compared to the next most-missed media: using the internet (19%) and watching television (19%). This rises to half (51%) of 12-15s with a smartphone. Compared to 2012, however, 8-11s are more likely to say they would miss using the internet (15% vs. 10%)
- Among all 5-15s who go online at home, the three types of online use undertaken weekly by a majority are schoolwork/ homework (72%) information (53%) and games (52%). The most commonly mentioned online activity carried out weekly for 3-4s is playing games (58%). Breadth of use continues to increase with age.
- In 2013, 12-15s are less likely to go online weekly to visit social networking sites (67% vs.75%) and more likely to go online for instant messaging (55% vs. 45%).
- There has been no change since 2012 in the incidence of watching/ downloading user-generated content online, for any age group of child, and little change in children's experience of undertaking most creative or civic activities online (with the exception of social networking among 12-15s).

- Eighteen per cent of 8-11s and 67% of 12-15s say they have an active social networking profile, which represents a decrease since 2012 for 12-15s (from 80%). There has also been a decrease since 2012 in the proportion of children aged between 8-12 (under-age users) with an active profile on Facebook/Bebo or MySpace (22%; down from 30% in 2012).
- Among parents of children aged 12-15 with a profile on Facebook, 87% are aware that there is a minimum age requirement (up from 72% in 2012), and 37% are aware that the child needs to be 13 years old (up from 24%).
- Three in four parents of 12-15s with a social networking site profile continue to check what their child is doing on these sites. Use of social networking sites by 12-15s to communicate with people not directly known to them is no more likely in 2013 than in 2012. Four in ten (41%) 12-15s with an active profile say they 'mostly' use a mobile phone to visit their main social networking site profile - this is the most popular device for accessing social networking sites. While 85% of 12-15s access their main social networking site profile daily, one in five (20%) do so more than ten times a day. This figure increases to 27% among 8-15s who mostly access their profile on a mobile phone.
- On average, 12-15s with an active social networking site profile (excluding Twitter) say they have 272 friends on their main profile. These children estimate that they have not met around three in ten of these friends (an average of 78 friends).
- Four in ten (40%) of 12-15s who use a fixed or portable gaming device to go online use these devices for communication purposes (for voice chat or for sending messages).

Media consumption

Children aged 12-15 continue to spend as much time using the internet as they do watching television

We asked parents of younger children (aged 5-11) and older children themselves (aged 12-15) to estimate the hours spent using television, radio, internet and games players/ consoles at home on a typical school day and on a typical weekend day[28]. Parents of children aged 3-4, whose child uses each of these media, were also asked about their use on a typical week day[29] and weekend day.

Figure 30 shows that overall, children aged 5-15 spend more time watching television than using other media. This is driven by children aged 5-7 and 8-11, as children aged 12-15 continue to spend as much time using the internet as they spend watching television.

Unlike in previous years, children aged 5-7 now spend as many hours per week using the internet as they spend gaming.

There has been no change since 2012 in the estimated hours using any of these media for children aged 5-15 overall or among 5-7s or 12-15s. Children aged 8-11 are however, now more likely to spend more hours per week using the internet (9.2 vs. 8.1 hours).

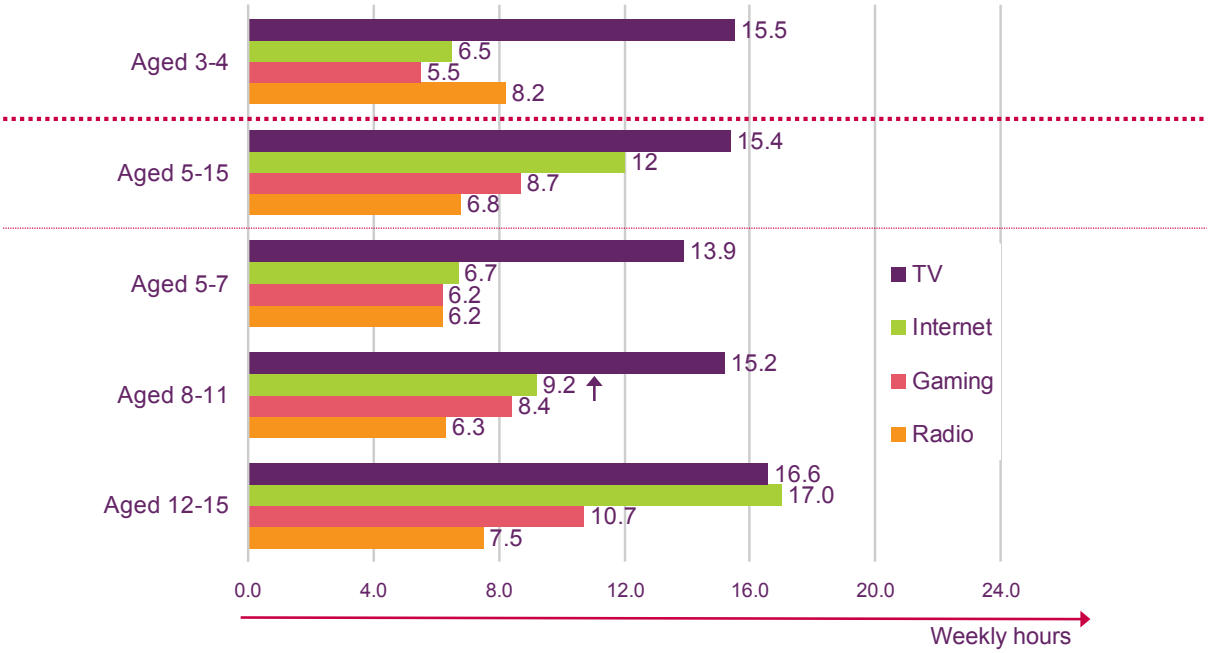
[28]Estimates of hours shown are not based on all children, but on all children who use each of the media at home. Because these estimates are self-reported it is likely that a degree of under- and over-reporting will be present and the estimates should be taken as indicative only.

[29] As their child aged 3-4 may not yet be attending school, which in turn will affect their 'availability' to consume media.

Children aged 3-4 spend more time watching television than using other media, and are more likely to watch television, compared to children aged 5-7. This is likely to be due to the fact that 3-4s are less likely to be at school during the week, so have a greater opportunity to view, as their weekend viewing is in line with that seen for 5-7s.

Children aged 3-4 use the internet and play games for a similar number of hours per week as 5-7s. Those aged 3-4 listen to the radio for more hours per week than both 5-7s and 8-11s, and at a comparable level to 12-15s.

Figure 30: Estimated weekly hours of media consumption at home among users, by age: 2013



QP11A-B/ QC3A-B/ QP23A-B/QC8A-B/QP28A-B/QC13A-B/QP76A-B/QC44A-B – How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?)
Base: Parents of children aged 5-11 who use each medium at home and children aged 12-15 who use each medium at home (VARIABLE BASE)
-Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Time spent watching television at home has remained consistent since 2007

In 2013, as in previous years, the estimated time spent watching television increases by age group[30]. Parents of children aged 5-7 state that their child watches 13.9 hours of television per week, lower than the estimated volume for those aged 8-11 (15.2 hours), which in turn is lower than the estimated volume for those aged 12-15 (16.6 hours). The volume of television watched in 2013 has not changed for any age group.

In 2013, girls aged 12-15 spend more time than boys watching television (17.9 hours vs. 15.3). Compared to all children, in 2013 children aged 5-15 in AB households spend less time watching television in a typical week (13.9 vs.15.4 hours) while those in DE households spend more time watching television (16.6 vs. 15.4 hours). Looking at changes in television consumption compared to 2012, 5-15s in AB households watch fewer hours of television per week (13.9 vs. 15.2 hours), as do those in C1 households (14.9 vs. 16.4 hours).

[30] BARB television viewing data gives higher average viewing per week – see text box below and Annex 1. While the age-groups are not directly comparable, in 2012 4-15s watched an average of 16 hours 42 minutes each week, 4-9s watched 16 hours 53 minutes, and 10-15s watched 16 hours 31 minutes.

Children's viewing behaviour

This is a summary, drawn from BARB data, of background information about children's viewing behaviour[31]. A detailed chart pack is available in Annex 1.

Time of day and quantity of viewing

In 2012 children aged 4-15 watched an average of 16 hours 42 minutes of television per week, down by 23 minutes on 17 hours 5 minutes per week in 2011, but up on all years between 2007 and 2009.

Children's viewing peaks between 7.30pm and 8pm, and the majority of children's total viewing takes place before the 9pm watershed.

Looking at post-watershed viewing, specifically 9pm to midnight, the proportion of children watching television during this time fell slightly in 2012 to 13% (14% in 2011); in 2007 the figure was 12%. Among 4-9 year-olds the figure rose from 8% in 2007 to 9% in 2011 and has returned to 8% in 2012. Among the 10-15 age group it increased from 16% in 2007 to 18% in 2011 and declined marginally in 2012 to 17%.

Location and supervision of viewing

Across total television viewing as a whole, 28% of viewing among all children is done alone. More than a fifth (21%) of children watching television between 9pm and 10pm are watching alone.

Type of viewing

Just under two-thirds (63%) of total viewing takes place in 'adult' airtime[32] ; in 2011 it was 67%. This varies significantly by age, increasing to 77% among 10-15 year-olds. Over one third (37%) of viewing is attributed to children's programming, with the majority (26%) attributed to commercial children's airtime.

Live and time-shifted viewing

The vast majority of time spent viewing among all children 4-15 in 2012 was to live broadcasts (89%) with 12% of their total viewing time-shifted[33]. Since 2007 there has been a small, but progressive decline in viewing to live television (9 percentage point decline). Yet despite three quarters of the child population having access to digital video recorders in their home (72% in 2012 vs. 14% in 2007), time-shifted viewing has only increased by 10% percentage point over the last five years. Older children (10-15) time-shift a higher proportion of their viewing (12%) compared to younger children aged 4-9 (10%).[34]

[31] Note that on 1 January 2010 the new BARB measurement panel of 5,100 homes went live. Any comparison between trend data based on the old panel with those based on the new panel should therefore be made with caution.

[32] This consists of all the main terrestrial channels (BBC One, BBC Two, ITV1, Channel 4 and Channel 5) excluding the slots when children's programmes are shown, combined with all digital channels except for the dedicated children's channels.

[33] Values may not sum to 100% due to rounding.

[34] The time-shifted data for 2011 reported in Annex 2 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 Annex 1 of the 2013 Children and Parents: Media Use and Attitudes report uses a base of all children (4-15).

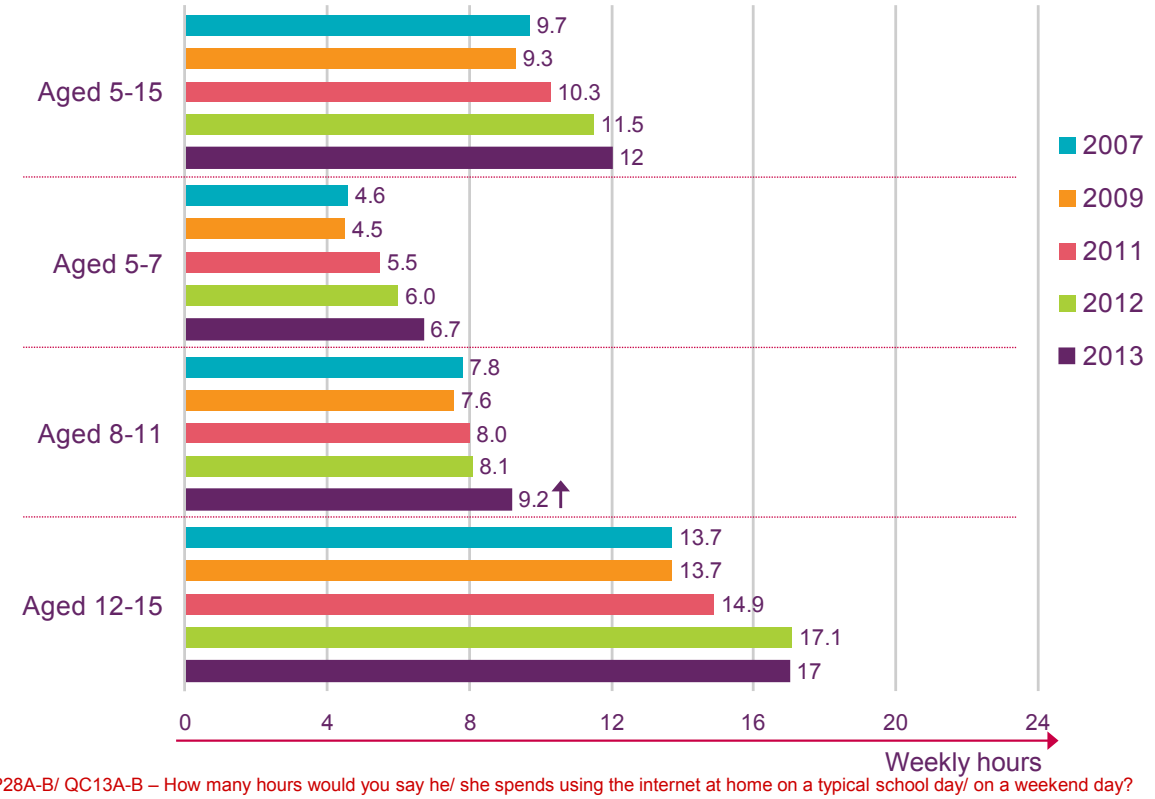
There has been no change in the weekly volume of internet consumption for 5-15s since 2012

As with television consumption, the estimated weekly volume of internet use at home increases with the age of the child (6.7 hours for 5-7s, 9.2 hours for 8-11s and 17.0 hours for 12-15s). There has been no change in the estimated time spent online at home among children aged 5-15 or among 5-7s or 12-15s. 8-11s however now spend more hours per week going online (9.2 vs. 8.1 hours).

Time spent using the internet at home does not differ between girls and boys in any age group.

Compared to all children aged 5-15, no particular socio-economic group has a different estimated volume of use in a typical week in 2013. There has, however, been an increase in the estimated weekly volume of internet use at home among children in C2 households, compared to 2012 (12.1 hours vs. 10.3).

Figure 31: Estimated weekly hours of internet consumption, by age: 2007, 2009, 2011, 2012 and 2013



QP28A-B/ QC13A-B – How many hours would you say he/ she spends using the internet at home on a typical school day/ on a weekend day? (spontaneous question, single coded)
Base: Parents of children aged 5-11 who use the internet at home and children aged 12-15 who use the internet at home (VARIABLE BASE) - Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

There has also been no change in weekly time spent gaming, since 2012

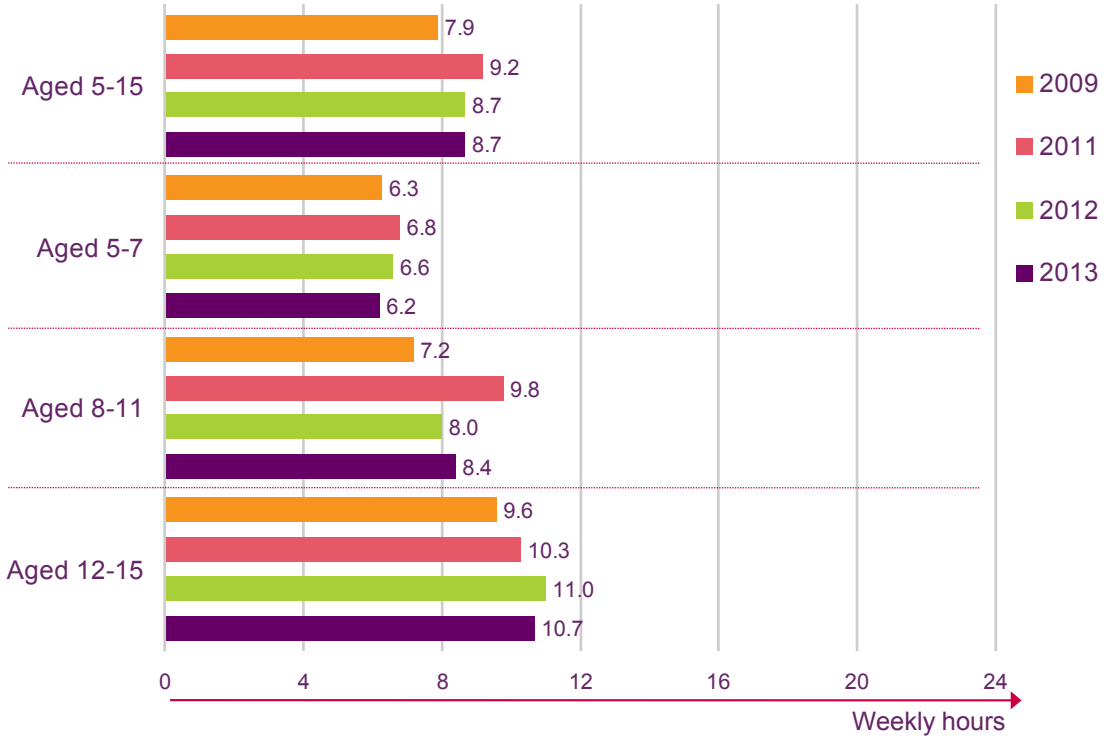
As with television viewing and use of the internet, the estimated weekly hours spent gaming at home increases with the age of the child (6.2 hours for 5-7s, 8.4 hours for 8-11s and 10.7 hours for 12-15s).

There has been no change in the estimated time spent gaming by each of the three age groups since 2012.

Boys spend more time than girls game-playing in a typical week, across all 5-15s (10.8 vs. 6.3 hours), and within each age group. This was also the case in 2012.

As for television, in 2013, children aged 5-15 in AB households are estimated to spend less time gaming in a typical week (7.3 hours vs. 8.7) while those in DE households spend more hours gaming per week (9.6 hours vs. 8.7). There has, however, been no change in the estimated weekly hours spent gaming for any socio-economic group since 2012.

Figure 32: Weekly hours of game playing, by age: 2009, 2011, 2012 and 2013



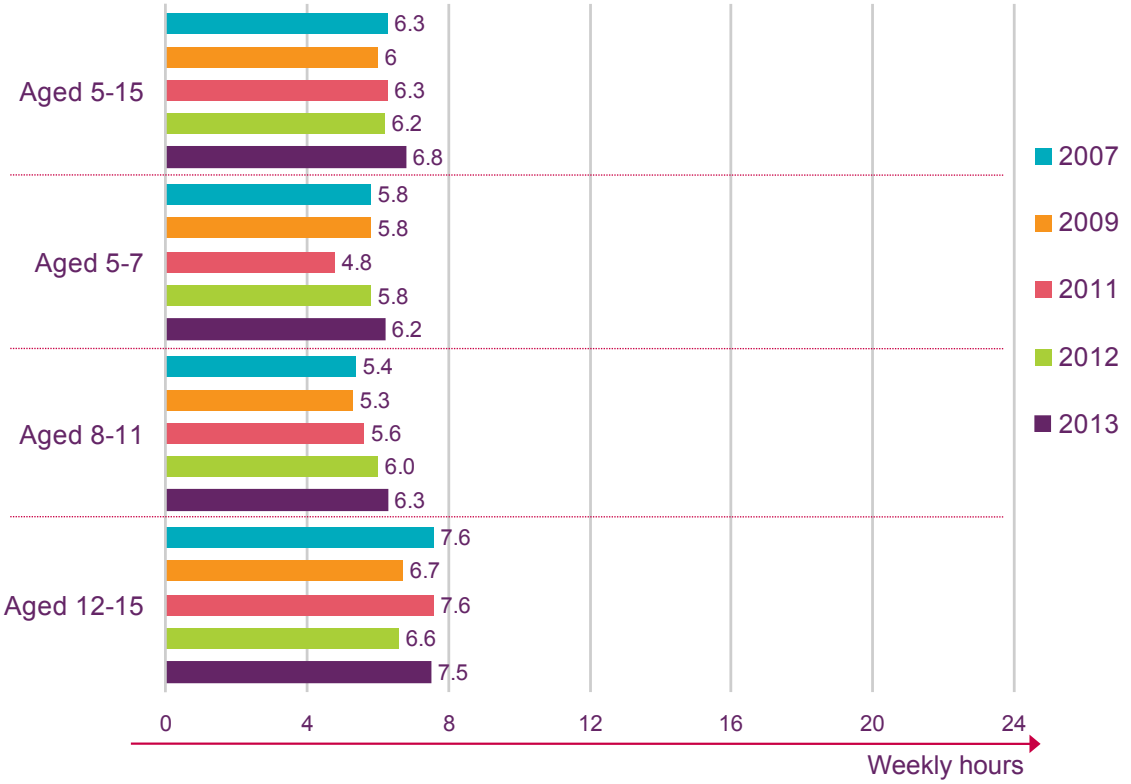
QP76A-B/ QC44A-B – How many hours would you say he/ she spends playing these games on a typical school day/ on a weekend day?
Base: Parents of children aged 5-11 whose child plays games on a games console, PC or laptop etc and children aged 12-15 (VARIABLE BASE).
Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Time spent listening to the radio does not differ by age

Unlike other media used at home, the estimated time spent listening to radio at home does not vary across the age groups, as shown in Figure 33. There has also been no change in the time spent listening to radio at home, for any age group of child, since 2012.

In 2013, there are no differences by gender at an overall level, or within age, or across the four socio-economic groups. Since 2012, however, children aged 5-15 in DE households now spend more hours per week listening to radio (8.1 vs. 6.1 hours).

Figure 33: Estimated weekly hours of radio consumption, by age: 2007, 2009, 2011, 2012 and 2013



QP23A-B/QC8A-B– How many hours would you say he/ she listens to the radio on a typical school day/ on a weekend day?
Base: Parents of children aged 5-11 who listen to the radio at home and children aged 12-15 who listen to the radio at home (VARIABLE BASE).
Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Mobile phone users aged 12-15 are sending more text messages compared to 2012

Parents of children aged 3-7, and children aged 8-11 and 12-15,[35] were asked about the volume of calls made, and text messages sent, through their mobile phone in a typical week[36]. Those with a smartphone were also asked about the number of instant messages (IM) sent using their phone in a typical week[37].

As in 2012, mobile phone consumption (voice calls, text messages) is greater for children aged 12-15 than for 8-11s.[38]

Since 2012, the estimated volume of calls made using a mobile phone in a typical week has not changed for 8-11s (ten calls per week) or for 12-15s (21 calls). Girls and boys aged 12-15[39] make a similar number of calls in a typical week, and no particular socio-economic group makes a higher or lower volume of calls.

Compared to 2012, the estimated volume of text messages is unchanged for 8-11s, with an average of 54 text messages sent in a typical week. But 12-15s are sending more text messages in a typical week (255 vs. 193 texts). This increase since 2012 is not specifically attributable to either boys or girls.

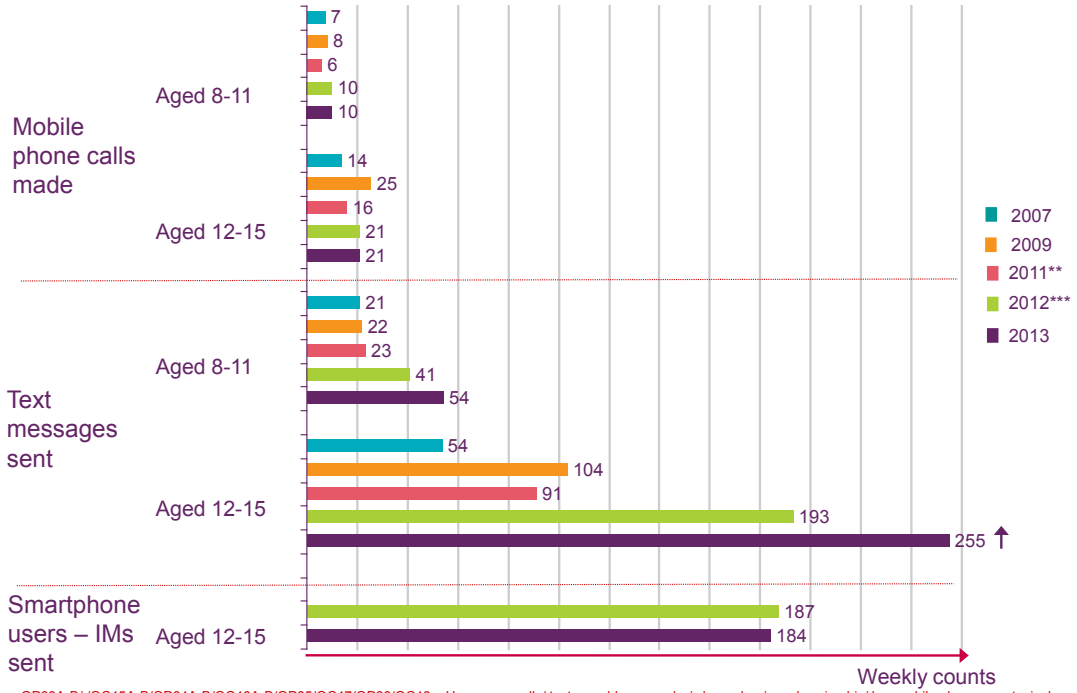
Among those aged 12-15 with a smartphone, an estimated 184 instant messages (IM) are sent in a typical week. This volume of instant messages is equivalent to the volume of text messages sent by all 12-15s in 2012.

In 2011 and 2012, girls aged 12-15 sent more messages in a typical week than boys. This gender difference is not, however, seen among 12-15s in 2013. No particular socio-economic group sends a higher or lower volume of texts, compared to all 5-15s with a mobile phone.

Girls and boys with a smartphone send similar numbers of instant messages in a typical week, and no particular socio-economic group has a higher or lower volume of instant messaging.

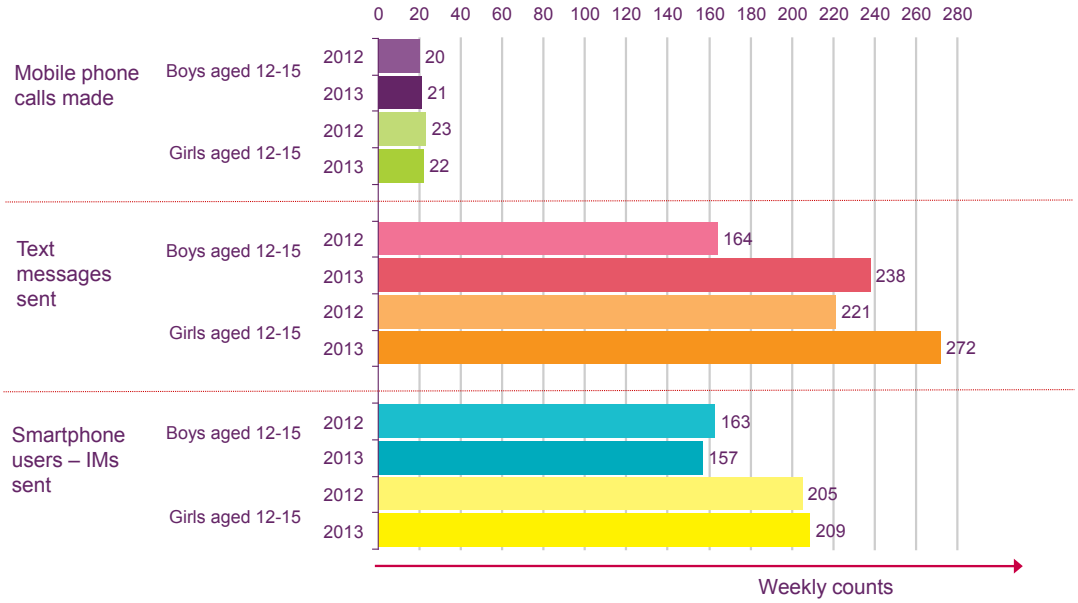
[35] Since 2011 children aged 8-11 have been asked to estimate the volume of calls they make and text messages they send. Previously, these questions were asked of their parents.
[36] Figure 34 shows only data relating to 8-11s and 12-15, as there are few 5-7s (19) and 3-4s (5) with their own mobile phone to report on.
[37] In 2011 children and parents were asked to include any messages that were sent via any instant messaging (IM) applications such as Ping or BlackBerry Messenger (BBMs) in their estimates of text messages, whereas in previous years the wording of the questions referred only to text messages. Since 2012 the question regarding text messages has asked users to exclude instant messaging from estimates, with a separate question about the volume of instant messages asked of those with a smartphone.
[38] Due to a relatively low base of 8-11s with a smartphone (99) in 2013 it is not possible to show any data for this age group at an overall level.
[39] It is not possible to conduct analysis by gender among 8-11s with a mobile phone due to low base sizes for boys (82).

Figure 34: Weekly calls made, text messages sent and instant messages sent by users, by age: 2007, 2009, 2011, 2012 and 2013



QP63A-B/ /QC45A-B/QP64A-B/QC46A-B/QP65/QC47/QP66/QC48 – How many calls/ texts would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day?
Base: Parents of children aged 5-7 whose child has their own mobile phone and children aged 8-11with their own mobile phone (VARIABLE BASE) – significance testing shows any differences between 2012 and 2013 ** IN 2011 VOLUMES OF CALLS AND TEXTS WERE ASKED OF CHILDREN AGED 8-11 RATHER THAN THEIR PARENTS, AS IN PREVIOUS YEARS – QUESTION WORDING AMENDED TO ALSO INCLUDE MESSAGES SENT THROUGH INSTANT MESSAGING APPLICATIONS SUCH AS PING OR BBMS. *** IN 2012 QUESTION WORDING AMENDED TO EXCLUDE INSTANT MESSAGING APPLICATIONS AS THIS WAS ASKED SEPARATELY (ALSO SHOWN)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 35: Weekly calls made, text messages sent and instant messages sent by users, by gender within age: 2012 and 2013



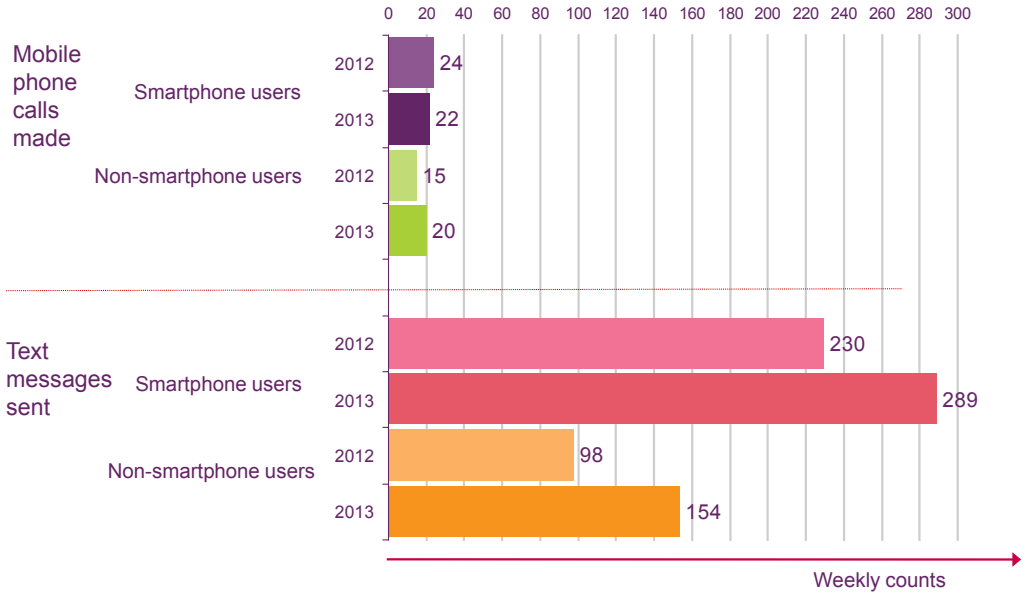
QP63A-B/ /QC45A-B/QP64A-B/QC46A-B/QP65/QC47/QP66/QC48– How many calls/ texts would you say you make/ send using your mobile phone on a typical school day/ on a weekend day? How many of these types of instant messages would you say you send on a typical school day/ on a weekend day?
Base: Children aged 8-15 with their own mobile phone (VARIABLE BASE). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

In 2012, 12-15s with a smartphone made more calls in a typical week than those with a non-smartphone (24 vs. 15 calls). This is no longer the case in 2013, as those with a smartphone now make a comparable number of calls in a typical week (22 vs. 20 calls for those with a non-smartphone).

In 2013, 12-15s with a smartphone continue to send a higher volume of text messages in a typical week (289 vs. 154).

Compared to 2012, the volume of calls made and text messages sent in a typical week by 12-15s has not changed, either among smartphone users or non-smartphone users.

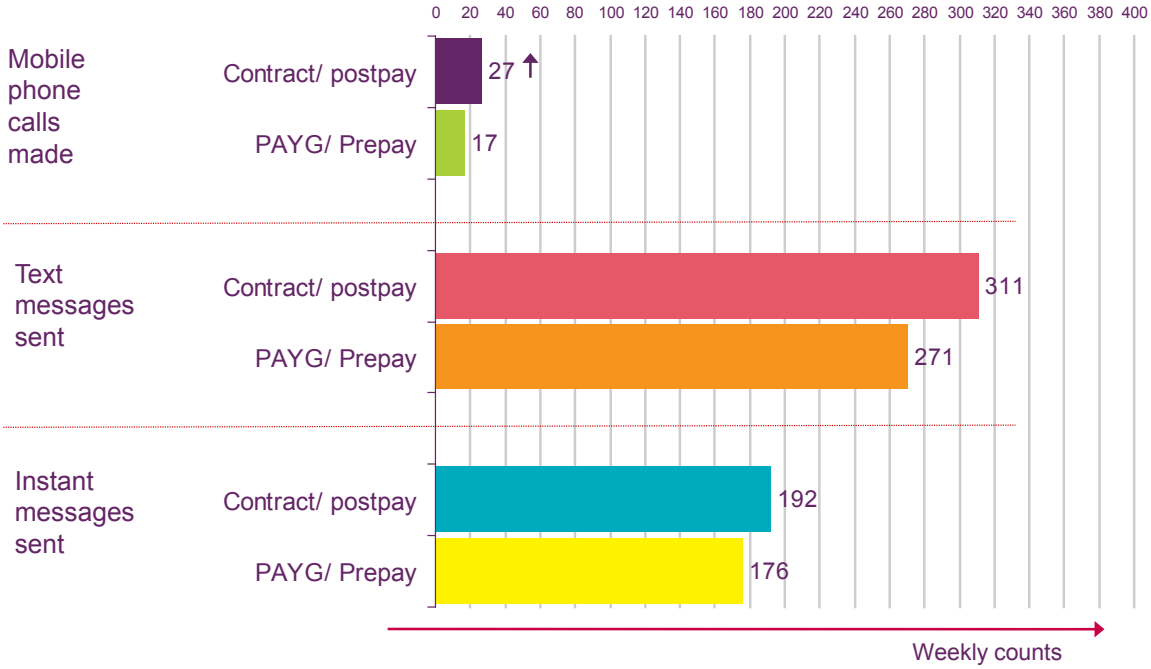
Figure 36: Weekly calls made and text messages sent by 12-15s with a smartphone and a non-smartphone: 2012 and 2013



QP63A-B/ /QC45A-B/QP64A-B/QC46A-B – How many calls/ texts would you say you make/ send using your mobile phone on a typical school day/ on a weekend day? How many of these types of instant messages would you say you send on a typical school day/ on a weekend day?
Base: Children aged 12-15 with their own mobile phone (349 with a smartphone in 2012, 356 with a smartphone in 2013 ,141 non-smartphone users in 2012, 111 non- smartphone users in 2013) - Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

As shown in Figure 37, while 12-15s with a smartphone on a monthly contract make more calls in a typical week than those on a pay-as-you-go tariff (27 calls vs. 17), they send the same volume of text messages and instant messages.

Figure 37: Weekly calls made and text messages sent by 12-15s with a smartphone by tariff type: 2013



QP63A-B/ /QC45A-B/QP64A-B/QC46A-B/QP65/QC47/QP66/QC48– How many calls/ texts would you say you make/ send using your mobile phone on a typical school day/ on a weekend day? How many of these types of instant messages would you say you send on a typical school day/ on a weekend day?
Base: Children aged 12-15 with their own mobile phone (171 with a smartphone on a postpay tariff, 182 on a prepay tariff) - Significance testing shows any differences between these two groups
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Affinity with media activities

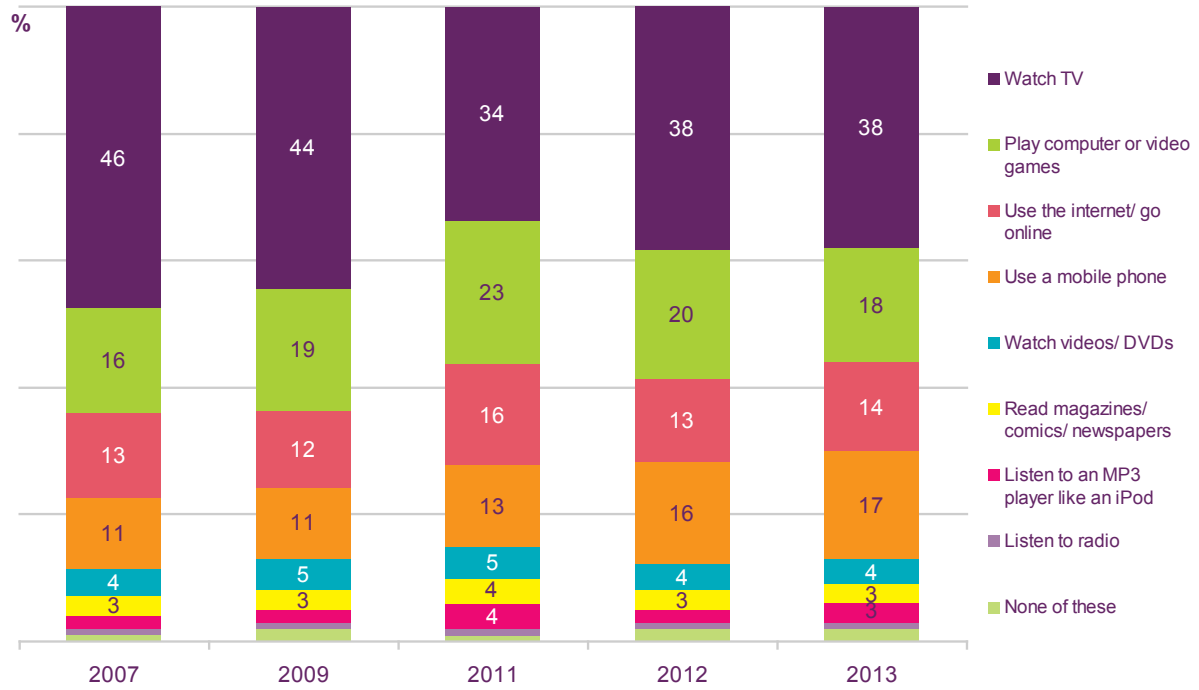
Twice as many 12-15s continue to say they would miss using a mobile phone most, compared to the next most-missed medium

Television continues to be the medium that children aged 5-15 say they would miss the most, out of all the activities undertaken regularly. However, there are differences by age: 5-7s are most likely to say they would miss television (57%), as are 8-11s (42%).

Children aged 12-15 are most likely to say they would miss their mobile phone (39%). As in 2012, children aged 12-15 are now twice as likely to say they would miss their mobile phone, compared to the next most-missed media: using the internet (19%), and watching television (19%).

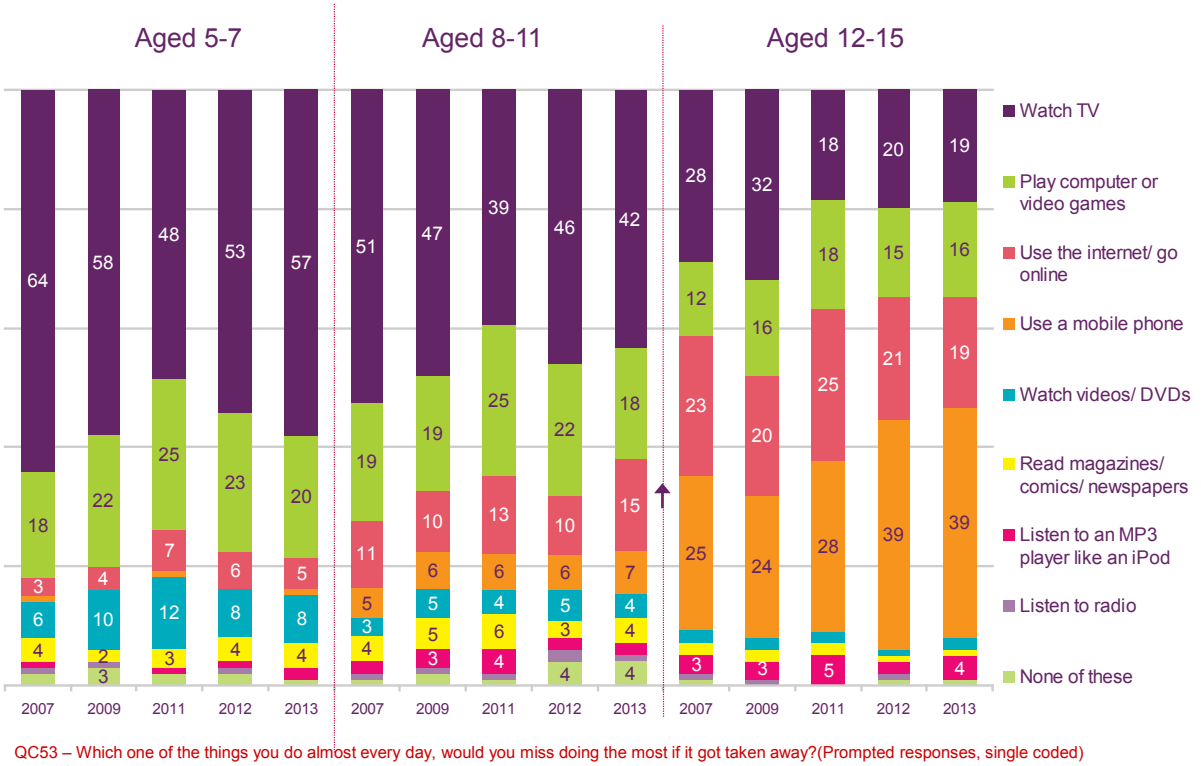
Affinity with media activities does not vary by socio-economic group in 2013. Among all children aged 5-15, media affinity is unchanged since 2012. But children aged 8-11 are now more likely to say they would miss using the internet, compared to 2012 (15% vs. 10%), as shown in Figure 39.

Figure 38: Media activity children aged 5-15 would miss the most: 2007, 2009, 2011, 2012 and 2013



QC53 – Which one of the things you do almost every day, would you miss doing the most if it got taken away?(Prompted responses, single coded)
Base: Children aged 5-15 (3696 in 2007, 2131 in 2009, 1717 in 2011, 1717 in 2012, 1689 in 2013) – significance testing show any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 39: Media activity children would miss the most, by age: 2007, 2009, 2011, 2012 and 2013

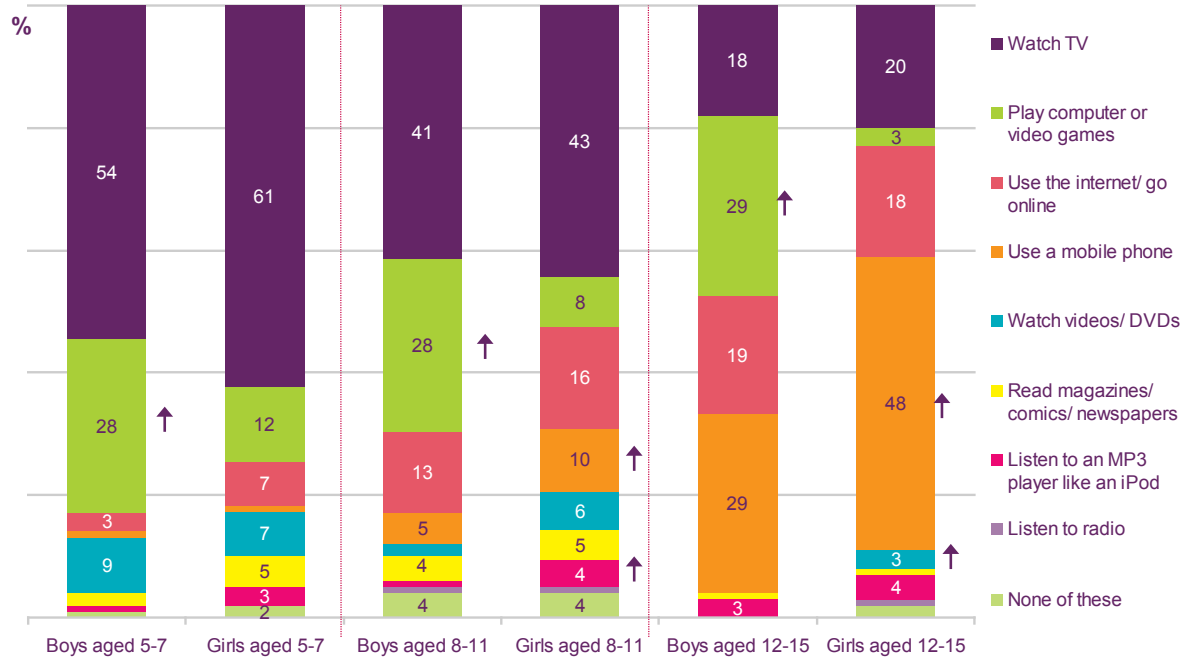


QC53 – Which one of the things you do almost every day, would you miss doing the most if it got taken away?(Prompted responses, single coded)
Base: Children aged 5-15 (985 aged 5-7 in 2007, 576 aged 5-7 in 2009, 573 aged 5-7 in 2011, 570 aged 5-7 in 2012, 533 aged 5-7 in 2013, 1354 aged 8-11 in 2007, 774 aged 8-11 in 2009, 586 aged 8-11 in 2011, 575 aged 8-11 in 2012, 587 aged 8-11 in 2013, 1357 aged 12-15 in 2007, 781 aged 12-15 in 2009, 558 aged 12-15 in 2011, 572 aged 12-15 in 2012, 569 aged 12-15 in 2013) – significance testing show any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

As shown in Figure 40, when comparing by gender, boys in each age group are more likely than girls to say they would most miss playing computer games (28% vs. 12% for 5-7s, 28% vs. 8% for 8-11s and 29% vs. 3% for 12-15s). There are no activities that girls aged 5-7 are more likely to miss, compared to boys of this age.

Girls aged 8-11 are more likely than boys to miss using a mobile phone (10% vs. 5%) and to miss listening to an MP3 player (4% vs. 1%). Close to half of girls aged 12-15 say they would miss their mobile phone the most; this is considerably higher than for boys (48% vs. 29%). They are also more likely to miss watching videos/ DVDs (3% vs. 0%).

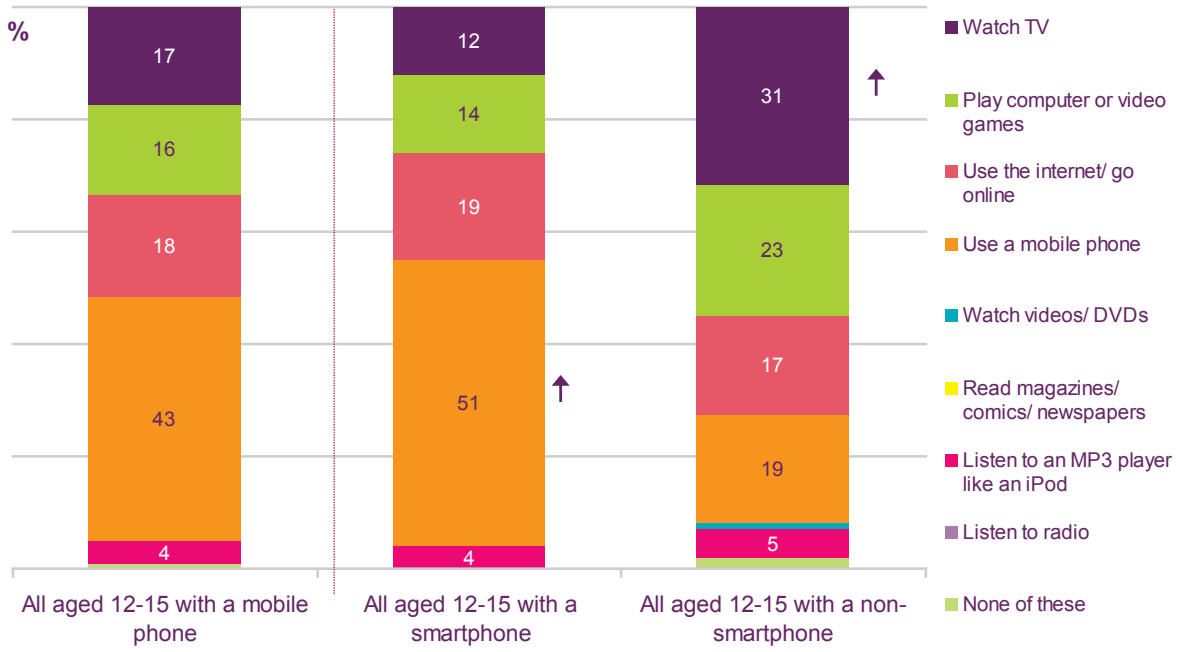
Figure 40: Media activity children would miss the most, by gender within age: 2013



QC53 – Which one of the things you do almost every day, would you miss doing the most if it got taken away?(Prompted responses, single coded)
Base: Children aged 5-15 (267 boys aged 5-7, 266 girls aged 5-7, 290 boys aged 8-11, 297 girls aged 8-11, 277 boys aged 12-15, 292 girls aged 12-15). Significance testing show any difference between boys and girls in each age group
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 41 looks at the most-missed media among 12-15s by the type of mobile phone they have. Half of those with a smartphone (51%) say they would miss using a mobile phone the most, compared to one in five of those with a non-smartphone (19%). In contrast, those with a non-smartphone are more than twice as likely to miss watching television (31% v. 12%).

Figure 41: Media activity mobile phone users aged 12-15 would miss the most, by type of mobile phone owned: 2013



QC53 – Which one of the things you do almost every day, would you miss doing the most if it got taken away? (Prompted responses, single coded)
Base: Children aged 12-15 with a mobile phone (467 aged 12-15 with a mobile phone, 356 aged 12-15 with a smartphone, 111 aged 12-15 with a non-smartphone). Significance testing shows any difference between those with a smartphone and those with a non-smartphone
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Cross-media multi-tasking

More than one in three girls aged 12-15 multi-task across media 'most times' when watching television

Since 2012, children aged 8-15 who watch television at home were asked to say whether they go online (using any type of device) or use their mobile phone to talk or send messages while they are watching television at home on a TV set. Children aged 8-15 who go online at home were subsequently asked whether they watched television or used a mobile phone (to talk or send messages) while they were online. To complete the picture, children aged 8-15 with a mobile phone were asked whether they watched television or went online at home while using their mobile. These questions were added to the study to understand the extent to which children multi-task across the media they use[40].

One in three 8-15s (36%) with a mobile phone, who watch television and go online at home, undertake any type of cross-media multi-tasking 'most times' when using these media, as they did in 2012 (34%). This continues to be more likely for 12-15s than for 8-11s (42% vs. 20%).

Figure 42 shows that one in four children (26%) aged 8-15 who use a mobile phone, watch television and go online at home, multi-task 'most times' while watching TV. The same proportion of children multi-task while online at home (26%). Both these types of multi-tasking are more likely than any multi-tasking 'most times' while using a mobile phone.

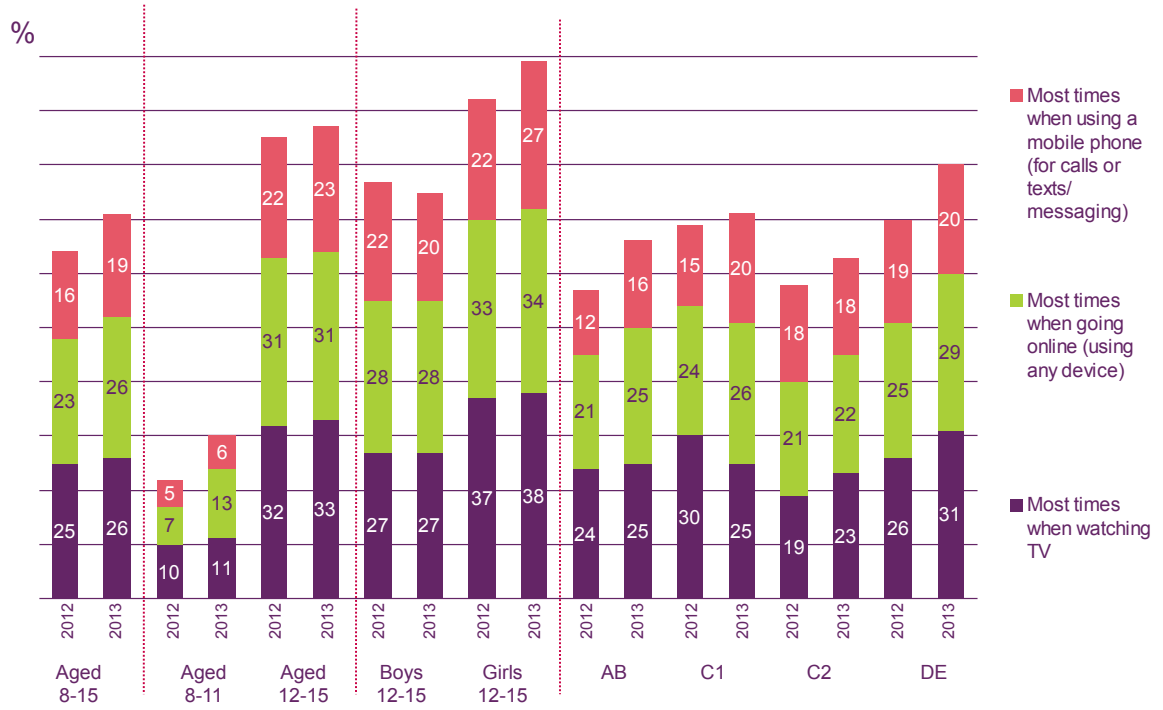
[40] Children were also asked how frequently they multi-tasked; whether they did this 'most times', 'sometimes' or 'not at all'. We are reporting on 'most times' rather than 'ever' as we want to establish the extent to which multi–tasking is an inherent part of children's media consumption experience.

As with the incidence of any cross-media multi-tasking, each type of multi-tasking is more likely among 12-15s than among 8-11s (33% vs. 11% do it 'most times' when watching TV, 31% vs. 13% when going online and 23% vs. 6% when using a mobile phone).

There is only one difference by gender within age; girls aged 12-15 are more likely than boys to multi-task 'most times' when watching television (38% vs. 27%). This difference was also apparent in 2012. As in 2012, there are no differences by socio-economic group.

There has been no change since 2012 in the incidence of each type of multi-tasking for any of the groups shown in Figure 42.

Figure 42: Incidence of multi–tasking while watching television, being online or using a mobile phone, by age, gender and socio-economic group: 2012- 2013



QC6/ QC40/ QC51 – Thinking about when you watch TV at home on a TV set, do you ever (watch TV . Thinking about when you watch TV at home on a TV set, do you ever ./ Thinking about when you use your phone for calls, texts or instant messages at home, do you ever .(prompted responses, single coded)
Base: Children aged 8-15 who use a mobile phone and watch television and go online at home (710 aged 8-15 in 2012 632 aged 8-15 in 2013, 228 aged 8-11 in 2012, 176 aged 8-11 in 2013, 482 aged 12-15 in 2012, 456 aged 12-15 in 2013, 239 boys aged 12-15 in 2012, 219 boys aged 12-15 in 2013, 243 girls aged 12-15 in 2012, 237 girls aged 12-15 in 2013, 123 AB in 2012, 118 AB in 2013, 202 C1 in 2012, 191 C1 in 2013, 168 C2 in 2012, 138 C2 in 2013, 217 DE in 2012, 185 DE in 2013) – significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Types of activity carried out on a mobile phone

Children aged 12-15 with a mobile phone are now more likely to use their phone at least weekly for watching videos/ clips on sites like YouTube

Children aged 8-15 with their own mobile phone were prompted with a range of types of use and were asked to say which they ever did with their mobile phone.

Figure 43 shows the proportion of children aged 8-11 and 12-15 who have ever carried out the top ten of these 21 activities with their mobile phone[41].

In 2013 the majority of 8-11s have ever used their phone for three activities: sending or receiving texts (94%), making or receiving calls (91%) and taking photos (55%). Half have ever used their mobile phone to play games (50%). Around four in ten have sent or received photos (44%) or used their phone to listen to music (42%). All other activities have ever been undertaken by around one in three, or fewer, 8-11s. One mobile phone activity undertaken by 8-11s is less likely since 2012: taking videos (32% vs. 43%) while two activities, not shown in Figure 43, are more likely: playing games over the internet (19% vs. 11%) and putting photos or videos on sites like YouTube, Facebook or Instagram[42] for others to see (11% vs. 3%).

Among 12-15s with a mobile phone, there are 11 activities that a majority have ever used their mobile phone for, some of which have increased in popularity since 2012. These are: making or receiving calls (96%), sending or receiving texts (96%), taking photos (87%), listening to music (78%), sending/ receiving photos (77%; an increase on 65% in 2012), playing games on the phone (69% vs. 62%), taking videos (64%), visiting websites (60%), visiting social networking sites (57%), sending/ receiving video clips (54%) and looking at videos or clips posted by other people on sites like YouTube (51% vs. 37%).

In addition, there are five activities ever undertaken by a minority of 12-15s in 2013 which have increased in popularity since 2012: putting photos or videos on sites like YouTube, Facebook or Instagram[43] for others to see (41% vs. 22%), playing games over the internet (38% vs. 27%), watching TV programmes or clips (36% vs. 26%), sending/ receiving emails (35% vs. 28%) and sending/ receiving Twitter updates (31% vs. 20%).

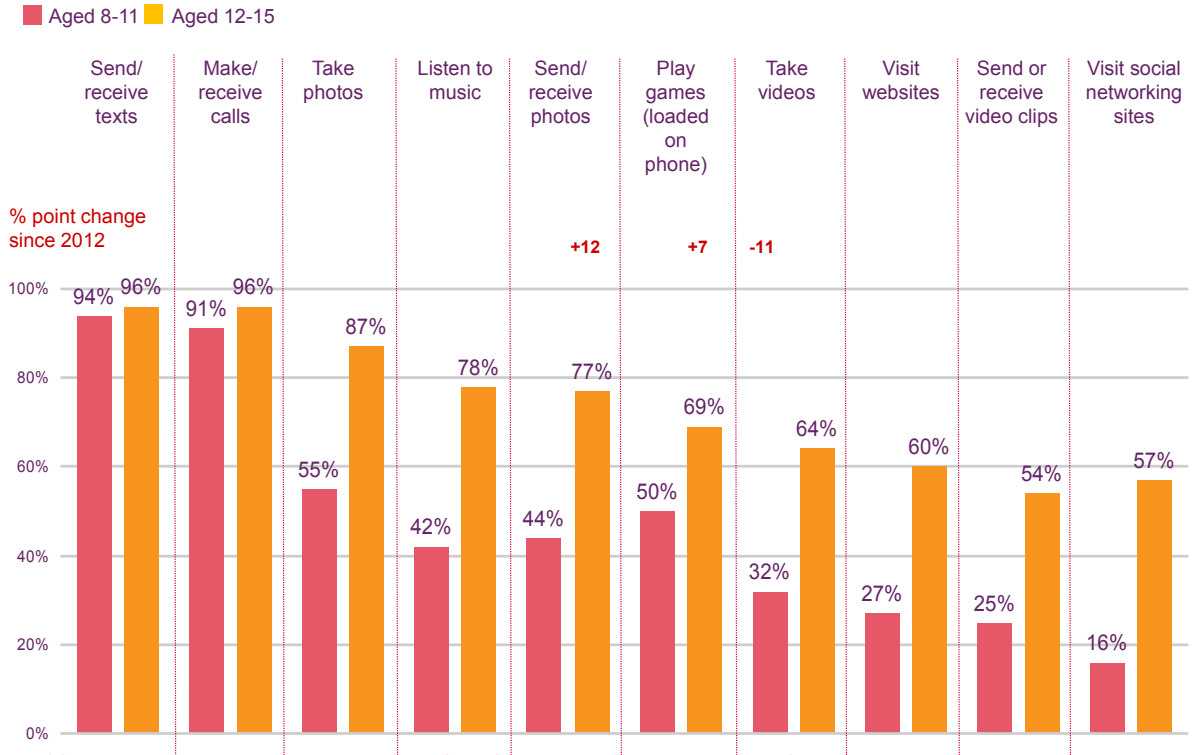
As in 2012, the types of activity ever undertaken on a mobile phone do not vary by socio-economic group in 2013.

[41] Figure 43 shows the top ten of the 21 activities that were asked about. The remaining 11 activities ever undertaken by mobile phone users aged 8-11 and 12-15 are: look at videos or clips posted by other people on sites like YouTube (17% 8-11, 51% 12-15), use Instant Messaging applications (17% vs. 48%), download apps/ applications (18%, 44%), use their phone to put photos or videos on sites like YouTube, Facebook or Instagram for others to see (11% , 41%), play games over the internet using their phone (19%, 38%), watch TV programmes or clips (15%, 36%), send or receive emails (11%, 35%), use their phone to share music with friends (7%, 34%), send or receive Twitter updates using their phone (5%, 31%), make or receive telephone or video calls over the internet using services like Skype or FaceTime (6%, 26%) and, update their location on a service like FourSquare or Facebook (4%, 23%).

[42] This increase since 2012 could be attributable to the wording used. In 2012 it referred only to 'sites like YouTube' and this definition was expanded on, in 2013 to include Facebook and Instagram.

[43] As footnote 41 above.

Figure 43: Top ten mobile phone activities ever carried out by owners, by age: 2013



QC49A-U – Do you use your mobile phone to do any of these? (prompted responses, single coded) - Only shows top 10 activities ever undertaken across all 8-15s with their own mobile phone
Base: Children aged 8-15 with their own mobile phone (238 aged 8-11 in 2012, 188 aged 8-11 in 2013 and 493 aged 12-15 in 2012, 467 aged 12-15 in 2013) – significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children were also asked to say how often they did these activities. Figure 44 shows the proportion of children aged 8-11 and 12-15 who carry out the top ten of the 21 activities with their mobile phone at least once a week[44].

There are only two activities that are regularly[45] undertaken by a majority of both 8-11s and 12-15s: sending/ receiving text messages (72% 8-11s, 91% 12-15s) and making/ receiving calls (61% 8-11s, 79% 12-15s). The results in Figure 44 show that 12-15s are more likely than 8-11s to use their phone regularly for a wide range of activities.

Regular activities among 8-11s are broadly unchanged since 2012, but this age group are now more likely to use their phone to look at videos/ clips posted by other people on sites like YouTube (12% vs. 5% in 2012), and to play games over the internet using their phone (10% vs. 4%).

Children aged 12-15 are now more likely than in 2012 to use their mobile phone regularly for five activities: looking at videos or clips posted by other people on sites like YouTube (39% vs. 27% in 2012), sending/ receiving photos (36% vs. 26%), putting photos or videos on sites

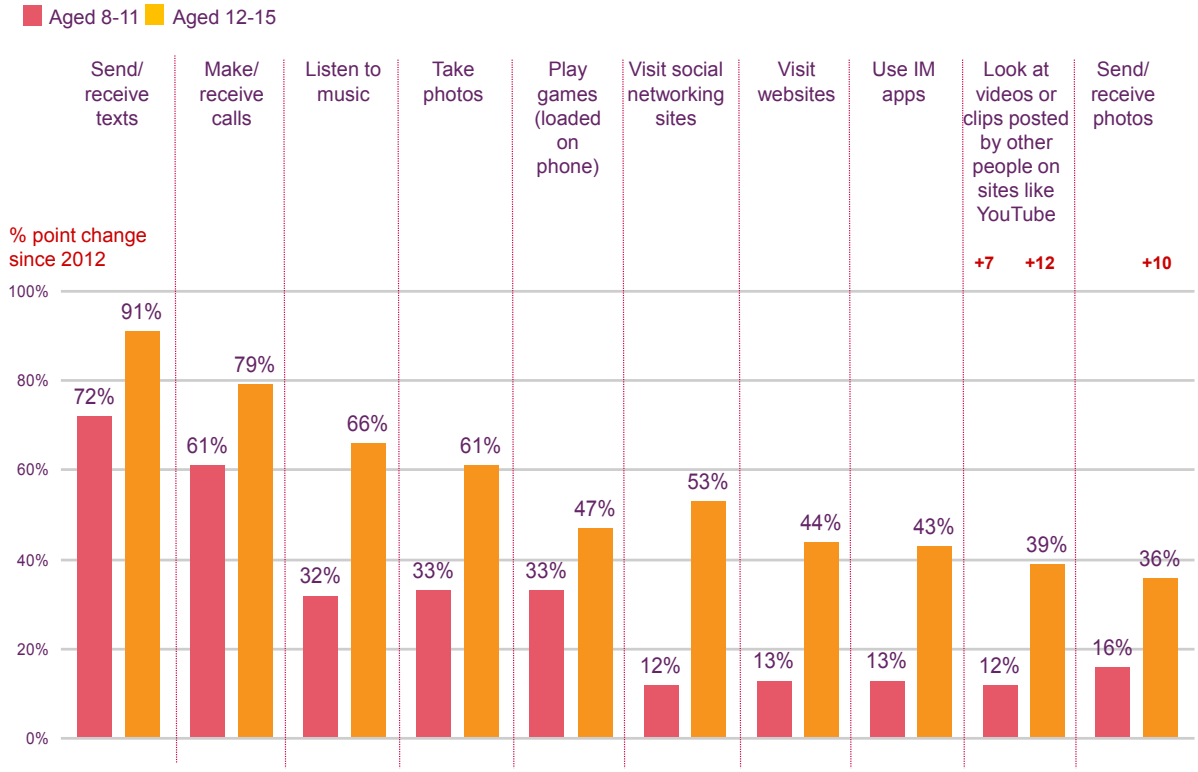
[44]Figure 44 shows weekly use of the top ten of the 21 activities that we asked about. The remaining 11 activities undertaken at least weekly by mobile phone users aged 8-11 and 12-15 are: take videos (12%, 26%), download apps/ applications (8%, 25%), put photos or videos on sites like YouTube, Facebook or Instagram for others to see (4%, 26%), play games over the internet using their phone (10%, 20%),send or receive Twitter updates using their phone (2%, 22%), send or receive emails (6%, 19%), watch TV programmes or clips (6%, 18%), use their phone to share music with friends (3%, 19%), make or receive telephone or video calls over the internet using services like Skype or FaceTime (5%, 16%), send or receive video clips (8%, 14%) and update their location on a service like FourSquare or Facebook (0%, 11%).
[45] In this context, 'regularly' refers to undertaking the activity at least once a week.

like YouTube, Facebook or Instagram for others to see[46] (26% vs. 12%), sending/ receiving Twitter updates (22% vs. 16%) and watching TV programmes or clips (18% vs. 12%). There is only one activity that 12-15s are now less likely than in 2012 to undertake regularly on their phone: updating their location on services like FourSquare or 'check in' on Facebook (11% vs. 16% in 2012).

In 2013, there are two differences by gender among 12-15s. Girls are more likely to use their phone on a regular basis to listen to music (72% vs. 60%) and to take photos (69% vs. 52%).

There are few differences by socio-economic group in 2013: children aged 8-15 in AB households are more likely than all children aged 8-15 to use their phone on a regular basis to send/ receive emails (24% vs. 15%) while children in DE households are less likely to use their phone to make/ receive calls (63% vs. 74%).

Figure 44: Top ten mobile phone activities carried out at least once a week by owners, by age: 2013



QC49A-U – Do you use your mobile phone to do any of these? (prompted responses, single coded) - Only shows top 10 activities undertaken at least once a week across all 8-15s with their own mobile phone
Base: Children aged 8-15 with their own mobile phone (238 aged 8-11 in 2012, 188 aged 8-11 in 2013 and 493 aged 12-15 in 2012, 467 aged 12-15 in 2013) – significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[46] As footnote 41.

Children aged 12-15 with a smartphone continue to use their phone for a much broader range of activities.

Figure 45 shows the top ten weekly activities undertaken by children aged 12-15 with a smartphone, compared to those aged 12-15 with a non-smartphone[47].

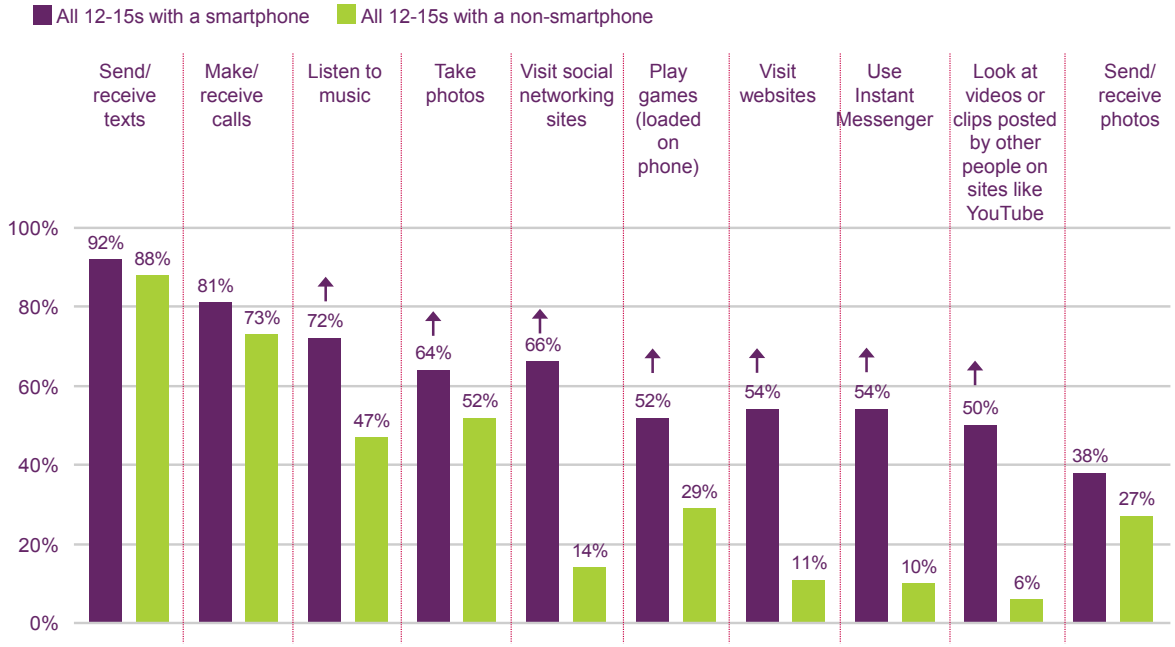
Smartphone users are more likely to undertake 18 of the 21 activities that we asked about at least weekly. The three activities that both non-smartphone and smartphone users are equally likely to undertake weekly are: send/ receive texts (92% smartphone users vs. 88% non-smartphone users), make/ receive calls (81% vs. 73%) and send/ receive photos (38% vs. 27%)

In terms of online activities undertaken by smartphone users aged 12-15, social networking is the most popular, with 66% doing this at least weekly. This is followed by 54% saying they use instant messaging and 54% saying they visit websites in general.

Where it is possible to make a comparison, in 2013[48], 12-15s with a smartphone are more likely to use their phone at least weekly for four activities: looking at videos or clips posted by other people on sites like YouTube (50% vs. 36%), sending/ receiving photos (38% vs. 30%), putting photos or videos on sites like YouTube, Facebook or Instagram for others to see[49] (33% vs. 17%) and watching TV programmes or clips (23% vs. 16%). The only activity that 12-15s with a smartphone are less likely to do is updating their location via a service like FourSquare (13% vs. 22%).

[47] It is not possible also to compare those aged 8-11 with a smartphone to those aged 8-11 with a non-smartphone due to low base sizes among 8-11s with a smartphone (99 children) and with a non-smartphone (89 children).
[48] It is not possible to make comparisons between 2012 and 2013 for 'make or receive telephone or video calls over the internet using sevices like Skype or FaceTime' and 'share music with friends (e.g. through Apps that let you share playlists or tag particular tracks)' as these were added to the questionnaire in 2013.
[49] Please refer to footnote 41.

Figure 45: Top ten mobile phone activities carried out at least once a week, by children aged 12-15 with a smartphone, and by children aged 12-15 with a non-smartphone: 2013



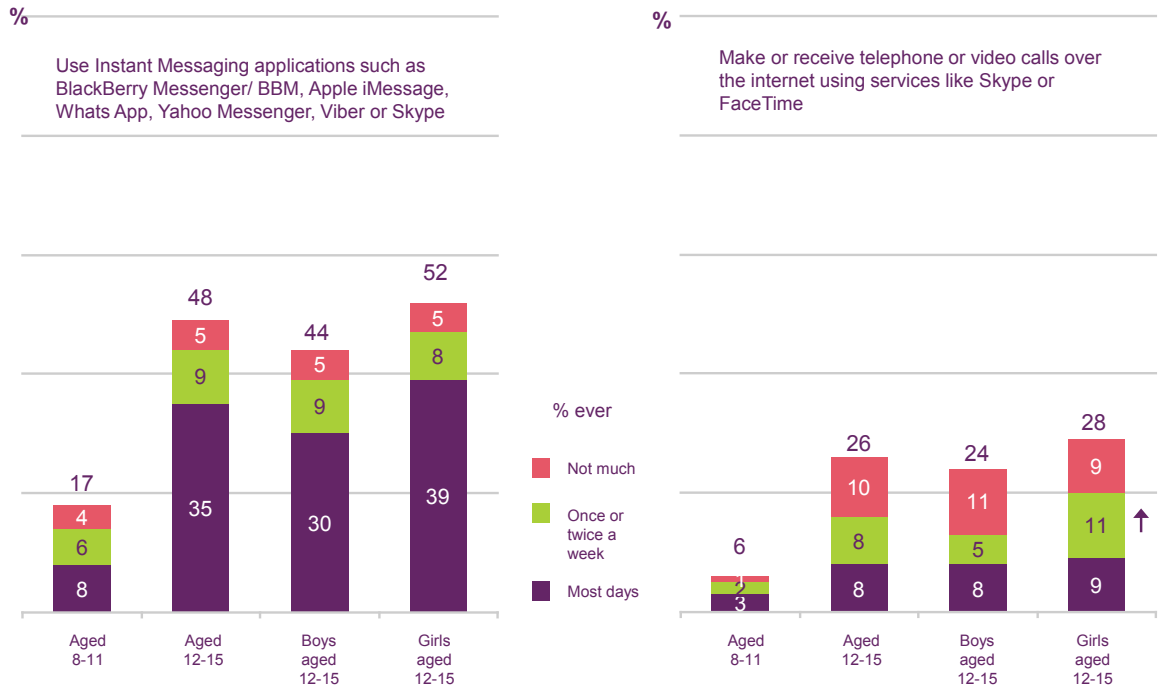
QC49A-U – Do you use your mobile phone to do any of these? (prompted responses, single coded) - Only shows top 10 activities undertaken at least once a week across all 12-15s with their own mobile phone- top ten responses shown
Base: Children aged 12-15 with their own mobile phone (356 aged 12-15 with a smartphone, 111 aged 12-15 with a non-smarpthone). Significance testing shows any differences between these two groups
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 46 summarises the frequency with which children aged 8-11 and 12-15 use their mobile phone to communicate with others, through means other than calls, text messages or email. In 2013, children aged 12-15 are nearly four times more likely than 8-11s to use instant messaging (IM) applications on their phone, most days (35% for 12-15s vs. 8% for 8-11s). Half of all 12-15s with a mobile phone have ever used IM applications (48%) as have around one in six 8-11s (17%). There are no differences by gender among 12-15s in their frequency of IM use on a mobile phone.

Using a mobile phone to make or receive video calls over the internet using services like Skype or FaceTime is more likely to have ever been undertaken by 12-15s than by 8-11s (26% vs. 6%). It is, however, less likely that 8-11s and 12-15s will have used these types of services on their mobile phone, compared to their use of IM applications.

Compared to boys, girls aged 12-15, while no more likely to make/ receive calls through Skype/ FaceTime most days, are more likely to do so once or twice a week (11% vs. 5%).

Figure 46: Frequency of using a mobile phone for instant messaging and for Skype/ FaceTime, by age: 2013



QC49Q/ R – Do you use your mobile phone to do any of these? (prompted responses, single coded)
Base: Children aged 8-15 with their own mobile phone (188 aged 8-11, 467 aged 12-15, 223 boys aged 12-15, 244 girls aged 12-15) – Significance testing shows any difference between boys and girls aged 12-15
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Breadth of internet activities carried out at home in a typical week

Parents of 3-4s,[50] and children aged 5-15 who use the internet at home, were prompted with a range of internet activities and asked to say which they ever do online, and how often they do them[51]. In 2013, children were asked about 21 different internet activities.

These individual uses have been grouped into 11 types of use, to assess breadth of use of the internet and to enable comparison. These 11 types of use are:

- Schoolwork/ homework.
- Information – relates to general surfing/ browsing/ looking around the internet, going to the Wikipedia website, visiting blogs.
- Games – relates to playing games on websites or online.
- Watch audiovisual content – relates to watching or downloading TV programmes or films on websites like BBC iPlayer, 4OD, ITV Player or Sky Player, watching or downloading videos made by people/ the general public on sites like YouTube, watching or downloading music videos.
- Social networking – relates to going to social networking websites like Facebook, Google+, Twitter, Tumblr or Hi5.
- Other communication – relates to sending or receiving emails, instant messaging, making or receiving telephone or video calls using services like Skype and FaceTime[52].
- Music – relates to downloading or playing music.
- Avatar sites – relates to going to websites where users can create or play with a character in the online world, like Club Penguin, Moshi Monsters, Movie Star Planet or Binweevils
- News – relates to going to sites about news and what is going on in the world.
- Radio – relates to listening to radio over the internet.
- Transactions – relates to buying things online or selling things online.

Younger children are most likely to use the internet for games, while older children are most likely to use it for homework and for information

Figure 47 shows the proportion of internet users who participate in each of the categories above at least weekly.

Among 3-4s, games are the most commonly-mentioned online activity carried out at least weekly by a majority (58%). One in four watch audio-visual content (24%) and one in six (17%) use avatar sites. Fourteen per cent use the internet weekly for schoolwork or homework, and no other activities are undertaken weekly by more than one in ten 3-4s.

Among 5-7s, games are also the most commonly-mentioned internet activity carried out at least weekly (47%), followed by schoolwork/ homework (42%) and avatar sites (21%). A

[50] Parents of children aged 3-4 were asked whether their child did the activity on their own or with someone to help them. In 2013, 5-7s were asked whether they had someone to help them with these activities: this had not previously been asked.
[51] These activities do not represent an exhaustive list of all the potential activities that children can undertake online.
[52] Prior to 2013, making or receiving telephone or video calls using services like Skype or FaceTime only referred to telephone calls (and not video calls) on Skype and did not reference FaceTime. This may affect the responses given and any trend data for this particular online activity.

similar proportion of 5-7s go online weekly for information (17%) or for watching audiovisual content (17%).

Among 8-11s, schoolwork/ homework is the most commonly-mentioned internet activity carried out at least weekly (75%), followed by games (54%) and information (45%). Among 12-15s, schoolwork/ homework is the most commonly-mentioned internet activity (84%), followed by information (79%) social networking (68%) and watching audiovisual content (68%). A majority of 12-15s also go online weekly for other communication (66%), for games (54%) and for music (53%).

Among 5-15s, the only type of use which is equally likely across each age group is games (47% for 5-7s, 54% for 8-11s, 54% for 12-15s). Children aged 3-4 are more likely than 5-7s to go online weekly to play games (58% vs. 47%). None of the 11 types of use are more likely among 5-7s than among 8-11s, but both 5-7s and 8-11s are more likely than 12-15s to use avatar sites (21% for 5-7s, 27% for 8-11s vs. 12% for 12-15s).

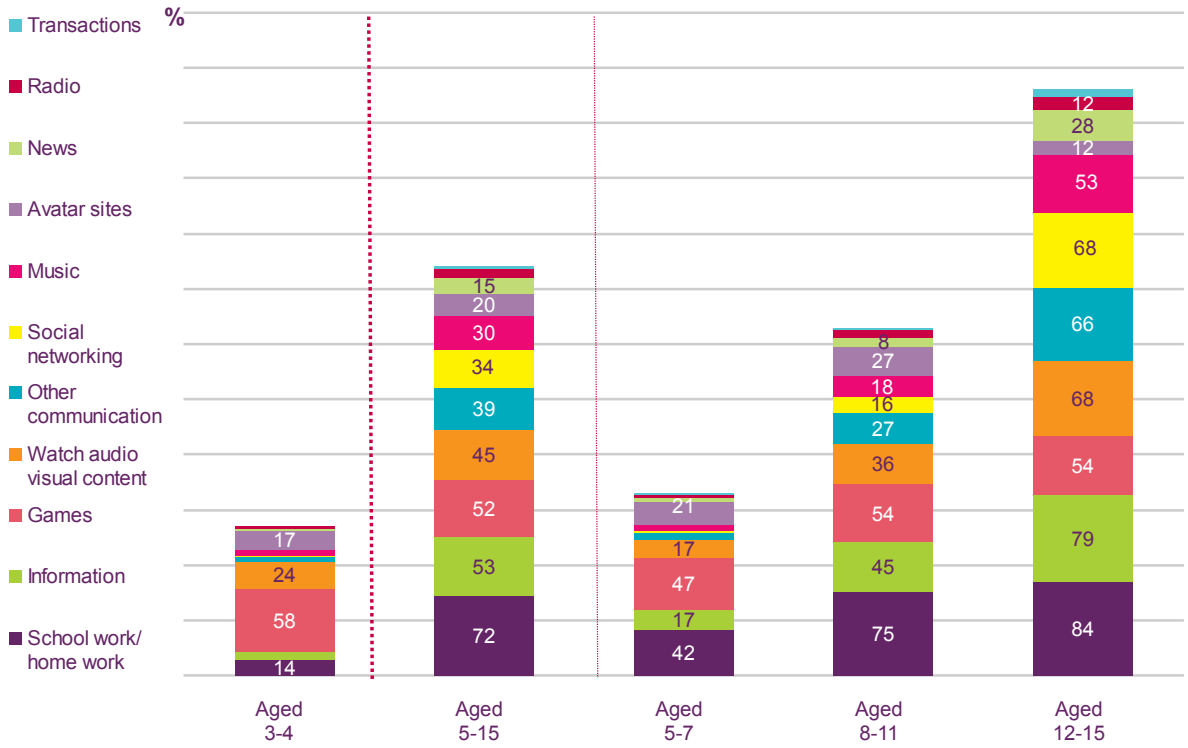
Internet users aged 8-11 are more likely than 5-7s to carry out eight of the 11 types of use at least weekly. The two types of use with the greatest difference between the 8-11s and the 5-7s are schoolwork/ homework (75% vs. 42%) and information (45% vs. 17%).

Internet users aged 12-15 are more likely than 8-11s to carry out nine of the 11 types of use at least weekly. The five types of use with the greatest difference between 12-15s and 8-11s are social networking (68% vs. 16%), other communication (66% vs. 27%), music (53% vs. 18%), information (79% vs. 45%), and watching audiovisual content (68% vs. 36%).

There are few differences between boys and girls in 2013. There are no differences between boys' and girls' weekly internet use for any of these categories among 3-4s or 5-7s, and there is only one difference among 8-11s, with girls being more likely than boys to use avatar sites (34% vs. 21%). The reverse is true for 12-15s: boys are more likely than girls to visit avatar sites weekly (16% vs. 8%). As in 2012, boys aged 12-15 are also more likely to use the internet at least weekly for games (67% vs. 41%), but this difference is not found among younger children.

There are also limited differences by socio-economic group in the types of use made of the internet at least weekly. Children aged 5-15 in AB households are less likely than all internet users to use the internet at least weekly for social networking (26% vs. 34%), while those in DE households are more likely (40% vs. 34%). Those in C2 households are more likely to go online at least weekly for transactions (6% vs. 3%).

Figure 47: Types of use of the internet by users at least weekly, by age: 2013



QC14A-U – When you're at home, do you use the internet on any type of computer, mobile phone or games player to do any of these things? (prompted responses, single coded) – PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY AT LEAST WEEKLY
Base: Children aged 5-15 who use the internet at home (219 aged 3-4, 1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Individual internet activities carried out

12-15s are less likely to use the internet weekly for social networking and more likely to use it for instant messaging

Figure 48 breaks down the top ten individual internet activities undertaken at least weekly at an overall level (by all 5-15s) for 3-4s, 5-7s, 8-11s and 12-15s, and shows any changes since 2012 for those activities where comparisons are possible.

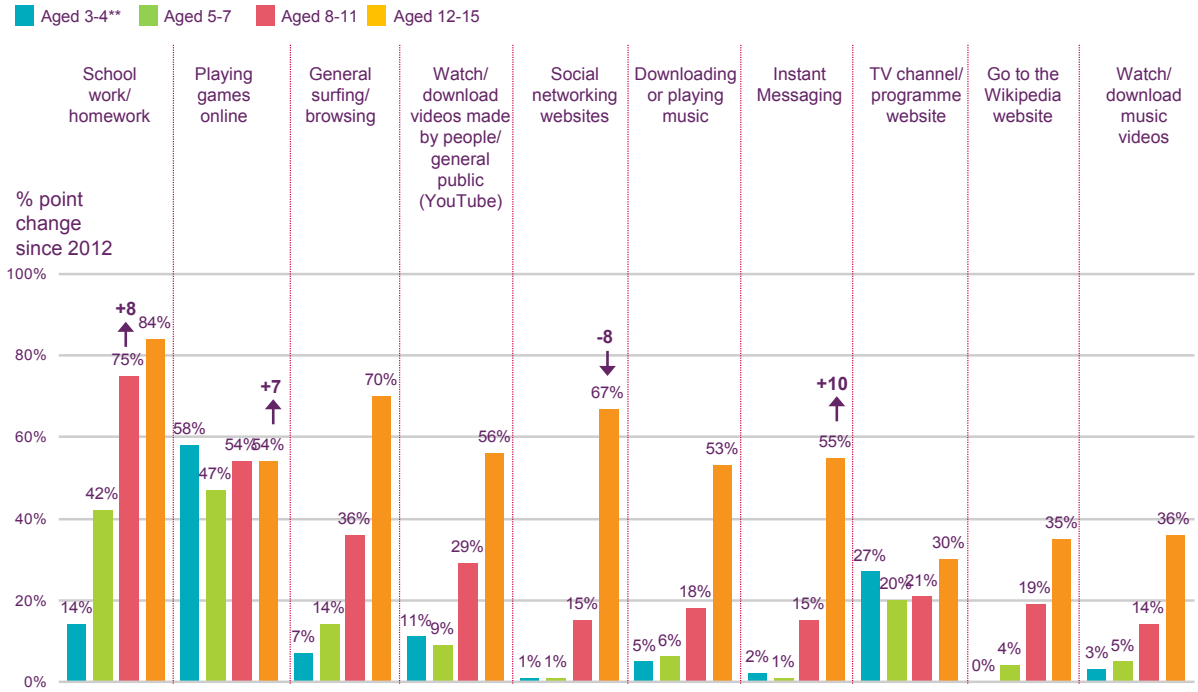
Since 2012, there has been no change in the incidence of any of the top ten individual internet activities shown in Figure 48 for users aged 5-7. While not shown (as it falls outside the top ten weekly online activities) 5-7s are now less likely to use the internet at least weekly for avatar websites (21% vs. 33%). The incidence of the other individual internet activities carried out at least weekly among 5-7s is unchanged since 2012.

Among 8-11s, users are now more likely to use the internet at least weekly for schoolwork/ homework (75% vs. 67%). Although this is not shown in Figure 48, they are also more likely to use the internet weekly for making/receiving telephone or video calls using services like Skype or FaceTime[53] (10% vs. 5%) and for going to photo sharing websites like Flickr, Instagram or Snapfish (5% vs. 2%). As with 5-7s, 8-11s are also less likely in 2013 than in 2012 to visit avatar sites weekly (27% vs. 36%) and to visit blogs (1% vs. 3%).

Two of the top ten individual activities are more likely in 2013 than in 2012 for users aged 12-15: playing games on websites or online (54% vs. 47%) and instant messaging (55% vs. 45%). But compared to 2012, 12-15s are now less likely to go online at least weekly for social networking (67% vs. 75%). While not shown in Figure 48 (as they are not in the top ten online activities), there are a further four online activities that children aged 12-15 are now more likely to undertake on a weekly basis than in 2012: go to sites about news and what is going on in the world (28% vs. 21%), make or receive telephone or video calls using services like Skype or FaceTime[54] (22% vs. 13%), go to photo sharing websites like Flickr, Instagram or Snapfish (23% vs. 6%), and send/ receive Twitter updates (21% vs. 11%). Children aged 12-15 are now less likely to go online at least weekly for sending emails (31% in 2013 vs. 38% in 2012).

[53] Please refer to footnote 52.
[54] Please refer to footnote 52.

Figure 48: Top ten internet activities carried out at least once a week, by age: 2013



QC14A-U– When you' re at home, do you go online to do any of these things? Please think about going online on any type of computer, mobile phone, games player or media player (prompted responses, single coded) – PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY AT LEAST WEEKLY **QUESTION ASKED OF PARENTS FOR 3-4S AND CHILDREN AGED 5-15
Base: Parents of 3-4s and children aged 5-15 who use the internet at home (219 parents of 3-4s, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 49 shows the top ten individual internet activities ever undertaken by 5-15s, by how frequently they undertake these activities. Figure 50 then shows this broken out by age and also shows any change since 2012, within age.

The top four activities ever undertaken by 5-15s are the same as the top four weekly activities: schoolwork or homework, playing games, general surfing/ browsing, and watching/ downloading videos made by people/ the general public on sites like YouTube. While emailing does not feature in the most popular weekly activities, it is the ninth most popular activity 'ever' undertaken among users aged 5-15.

Among internet users aged 3-4, as was the case for weekly use, the individual online activities 'ever' undertaken are predominantly playing games online (71%) and going to a TV channel's website or to particular TV programme websites (34%). While not shown in Figure 50, the next most popular activities 'ever' undertaken are visiting avatar sites (22%) and watching/ downloading TV programmes from broadcasters' websites (21%).

Among internet users aged 5-7, none of the individual top ten internet activities 'ever' carried out are more likely than in 2013 than in 2012. Children aged 5-7 are less likely to have ever visited a TV channel's website or specific TV programme websites (30% vs. 41%). Users aged 8-11 are more now likely to have ever gone online for schoolwork/ homework (92% vs. 87%), and are less likely to have ever visited social networking sites (22% vs. 29%). Users aged 12-15 are more likely to have ever gone online to visit a TV channel's website or specific TV programme websites (54% vs. 47%) and are also less likely to have ever visited social networking sites (75% vs. 82%).

Figure 49: Top ten internet activities ever carried out among 5-15s, by frequency of use: 2013

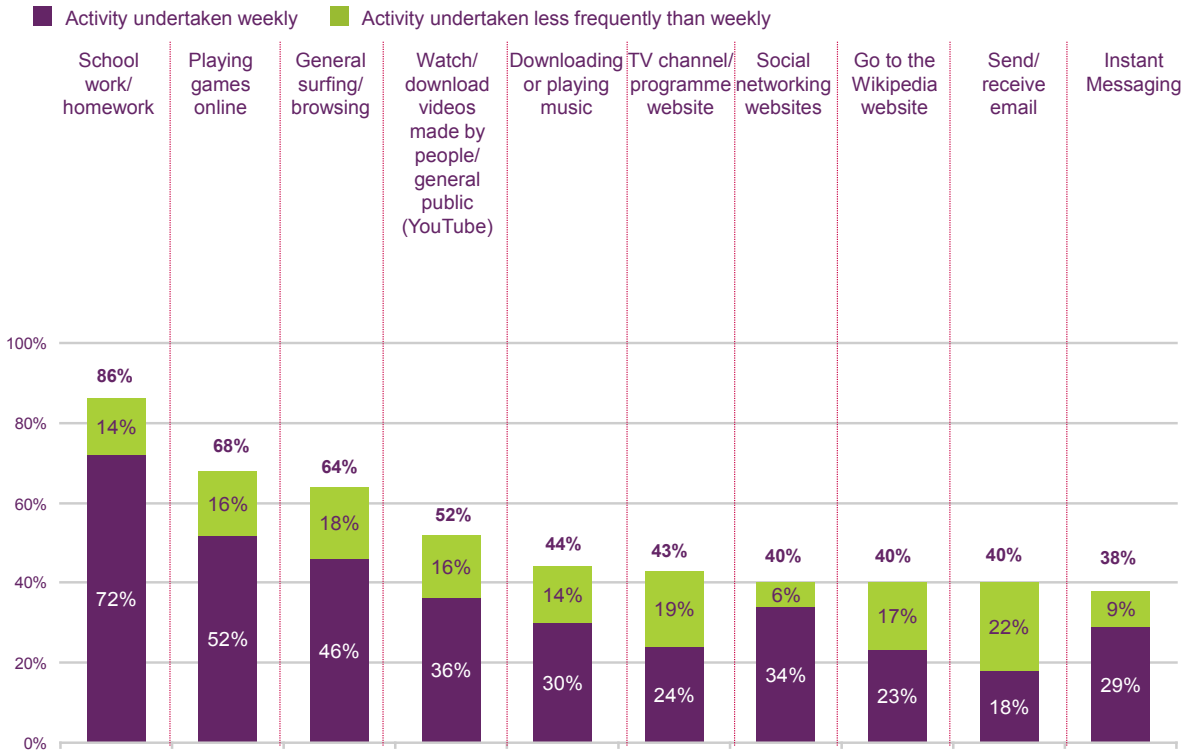
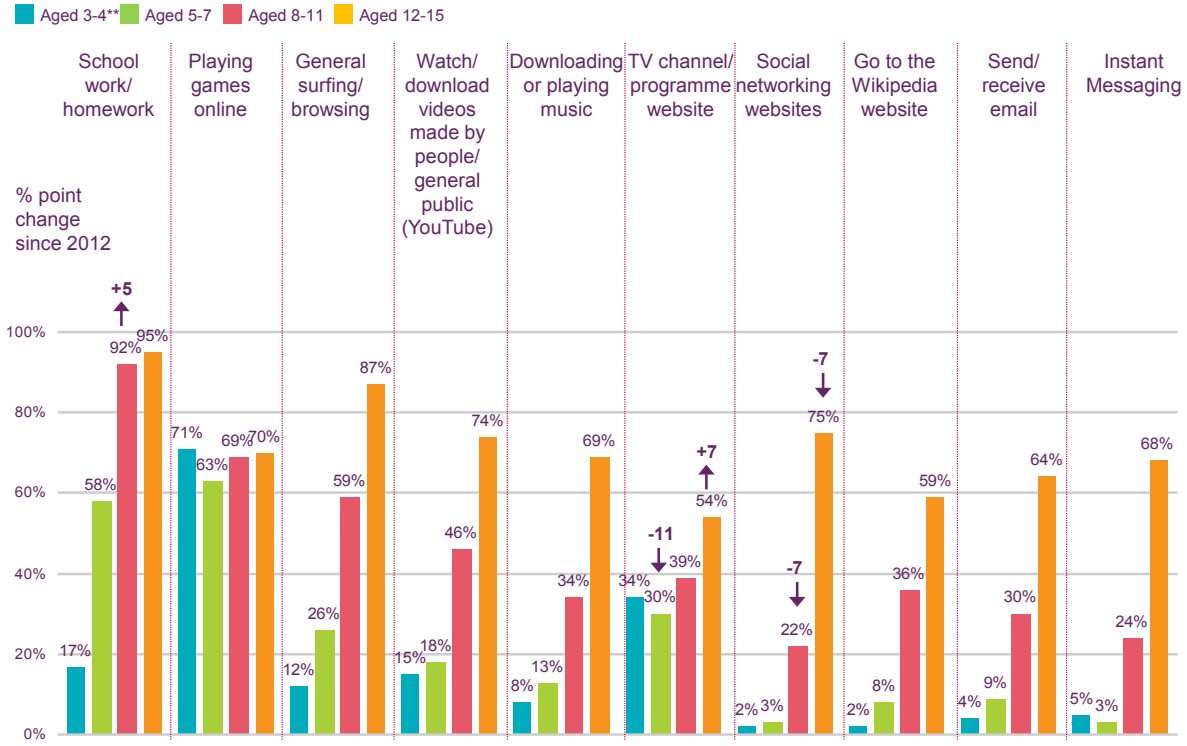


Figure 50: Top ten internet activities ever carried out, by age: 2013



QC14A-U– When you're at home, do you go online to do any of these things? Please think about going online on any type of computer, mobile phone, games player or media player (prompted responses, single coded) – PERCENTAGES SHOWN REFLECT THOSE THAT EVER UNDERTAKE ACTIVITY **QUESTION ASKED OF PARENTS FOR 3-4S AND CHILDREN AGED 5-15

Base: Parents of 3-4s and children aged 5-15 who use the internet at home (219 parents of 3-4s, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

There has been no change since 2013 in the incidence of watching/ downloading user-generated content online among 8-15s

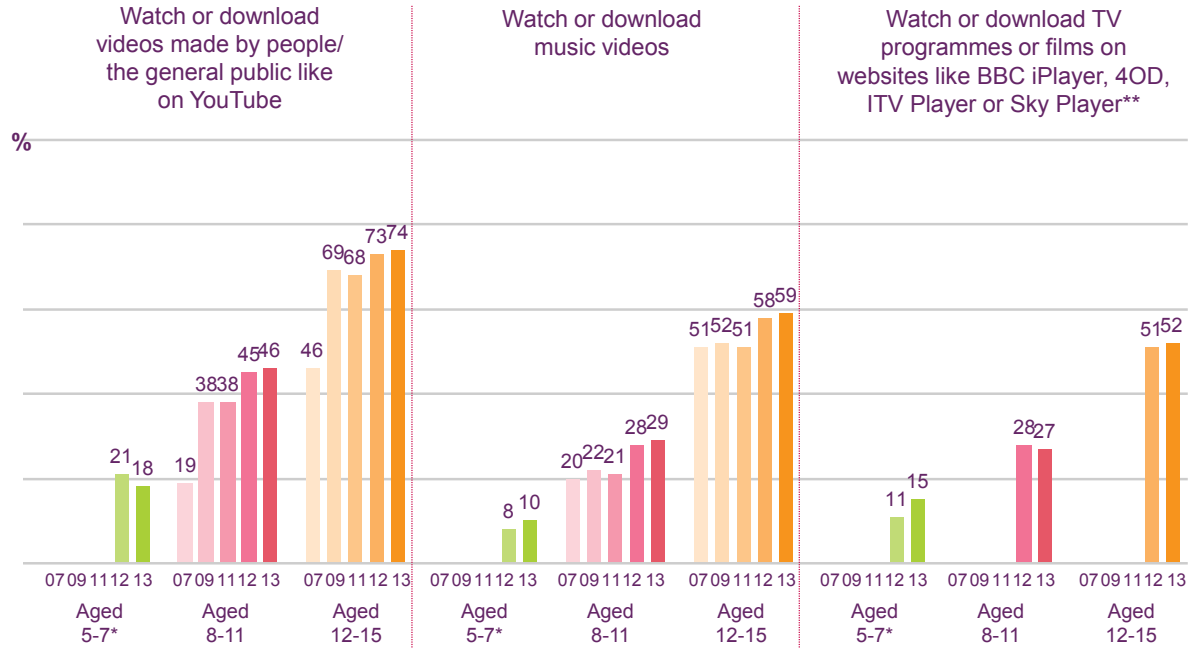
Close to three in ten 8-11s (27%) and half of 12-15s (52%) say they ever watch or download TV programmes or films from broadcasters' websites.[55] Both 8-11s and 12-15s are more likely to have ever done this, compared to 5-7s (15%). While it is not shown in Figure 51, this is also undertaken by one in five 3-4s who go online (21%).

As in previous years, 8-11s and 12-15s are more likely to ever watch/ download videos on sites like YouTube than they are either to watch content on broadcasters' websites or to watch/download music videos.

There has been no change since 2012 in any of these measures for 5-7s, 8-11s or 12-15s.

As in 2012, there are no differences in the likelihood of ever having undertaken each of these activities by gender within age (comparing boys aged 5-7 to girls aged 5-7, boys aged 8-11 to girls aged 8-11 and boys aged 12-15 to girls aged 12-15). In 2013, internet users aged 5-15 in AB households are more likely than all 5-15s to download content from broadcasters' websites (42% vs. 35%).

Figure 51: Watching/ downloading activities ever carried out by users, by age: 2007, 2009, 2011, 2012 and 2013



QC14A-U – When you're at home, do you use the internet on any type of computer, mobile phone or games player to do any of these things? (prompted responses, single coded) – PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY EVER *Prior to 2012 children aged 5-7 were not asked about all these activities **Prior to 2012, this question asked about "watching or downloading clips or whole TV programmes or films". Comparisons are not made with previous surveys because of this wording change.
Base: Children aged 5-15 who use the internet at home (376 aged 5-7 in 2012, 381 aged 5-7 in 2013,499 aged 8-11 in 2007, 527 aged 8-11 in 2008, 582 aged 8-11 in 2009, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 1045 aged 12-15 in 2007, 615 aged 12-15 in 2008, 645 aged 12-15 in 2009, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[55]The change of wording for this question in 2012 means that the findings are not comparable with those in previous surveys.

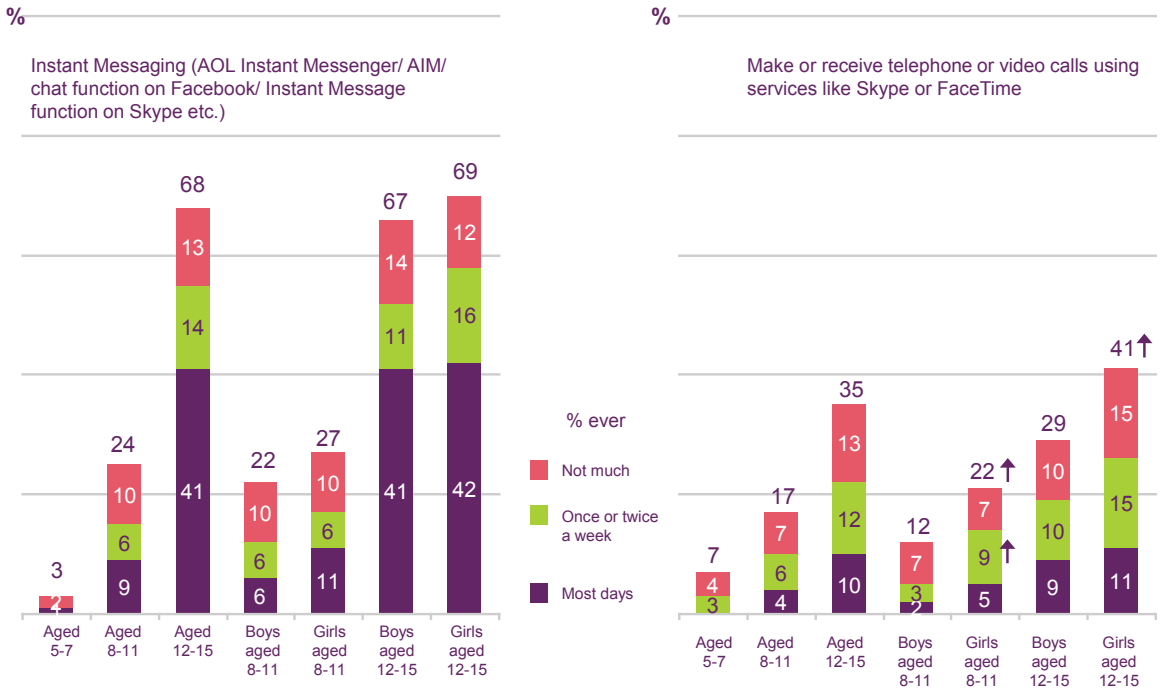
Figure 52 summarises the frequency with which children aged 8-11 and 12-15 go online to communicate with others, through means other than email.

In 2013, children aged 12-15 are more likely than 8-11s to have ever gone online to do instant messaging (IM) or to make/receive telephone or video calls using services like Skype or FaceTime. They are also more likely than 8-11s to do this most days. Users aged 8-11 are also more likely than 5-7s to have ever undertaken both these activities and to have undertaken them 'most days'. Internet users aged 12-15 are more likely to have ever used instant messaging services than they are to have ever used services like Skype/FaceTime.

There are no differences by gender among 8-11s or 12-15s in their frequency of IM use when they go online.

Girls aged 8-11 and 12-15 are more likely than boys of the same age to have ever used services like Skype or FaceTime (22% vs. 12% for 8-11s and 41% vs. 29% for 12-15s).

Figure 52: Frequency of going online for instant messaging and for Skype/ FaceTime, by age: 2013



QC14B/Q – When you're at home, do you go online to do any of these things? Please think about going online on any type of computer, mobile phone, games player or media player (prompted responses, single coded)
Base: Children aged 5-15 who go online at home (381 aged 5-7, 497 aged 8-11,548 aged 12-15, 235 boys aged 8-11, 262 girls aged 8-11, 267 boys aged 12-15, 281 girls aged 12-15) – significance testing shows any differences between boys and girls, within age
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Creative, social and civic activities undertaken online

In 2013, 12-15s are less likely to have set up a social networking profile

Children aged 8-11 and 12-15 who use the internet at home were prompted with various types of creative and civic activities associated with digital technology. For each type of activity, they were asked if they had already done it, were interested in doing it, or were not interested in doing it. Figure 53 shows the findings for 8-11s, while Figure 54 shows the findings for 12-15s.

No single activity has yet been undertaken by the majority of 8-11s. The most popular activity for this age group is creating an avatar (44%), followed by setting up a social networking profile[56] (19%) and uploading or sharing photos on a website[57] (10%).

The majority of 12-15s have set up a profile on a social networking site (68%), making this the most popular creative activity. This is followed by uploading or sharing photos on a website (51%). A sizeable minority of 12-15s have experience of creating an avatar that lives or plays in the online world (30%), making a film or video and sharing it with others online[58] (19%) and setting up their own website or blog/ weblog (16%).

Signing an online petition has been undertaken by relatively few 8-11s (1%) and 12-15s (9%). Expressing views online about political or social issues has been undertaken by around one in ten 12-15s (9%).[59]

In 2013, 8-15s were asked about their experience of two additional creative activities: creating and developing their own online game; and making and/ or sharing music or songs that they had created or composed. Relatively few 8-11s and 12-15s had done either of these activities, with 12-15s more likely than 8-11s to have undertaken them (10% vs. 4% for game development and 9% vs. 1% for sharing their music or songs).

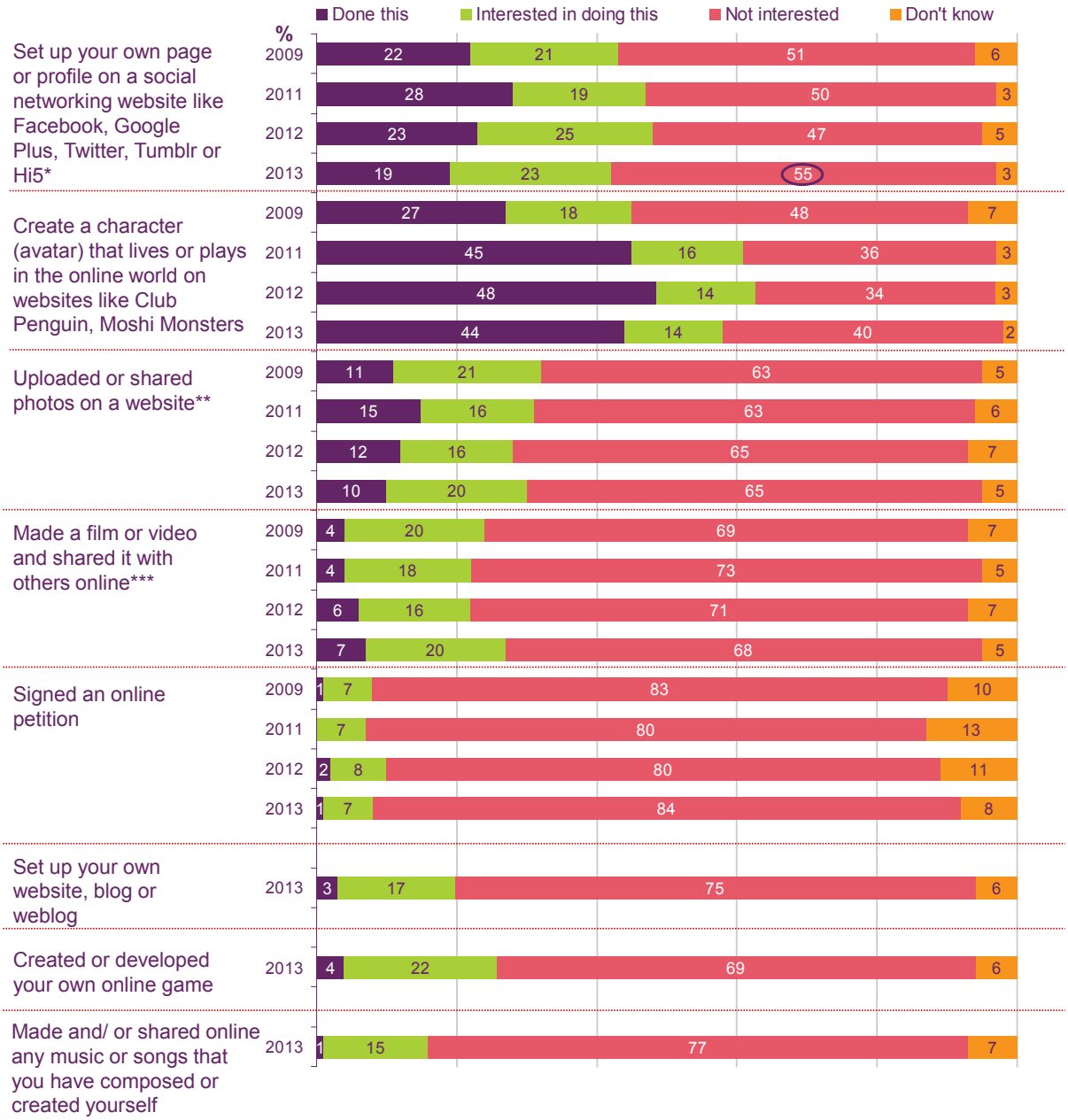
Since 2012, there has been no change in the likelihood of 8-11s undertaking each of the creative or civic activities, although 8-11s are now more likely to say they are not interested in setting up a social networking site profile (55% vs. 47%). In 2013, 12-15s are less likely than in 2012 to say they have set up a social networking site profile (68% vs. 81%) and are more likely to say they are interested (12% vs. 6%) and not interested (18% vs. 13%) in doing this.

In 2013, there are differences by gender. Boys aged 8-11 are more likely to be interested in making a film or video and sharing it with others online (24% vs. 15%) and in creating/ developing their own online game (28% vs. 16%). Girls aged 12-15 are more likely to have undertaken one activity: uploading or sharing photos on a website (57% vs. 45%); this was also the case in 2011 and 2012. Three activities are more likely to have been undertaken by boys of this age: creating/ developing their own online game (13% vs. 7%), making and/ or sharing online any music or songs that they have composed or created themselves (14% vs. 5%), and expressing their views online about political or social issues (13% vs. 5%).

[56] In 2012 Twitter was not included in the definition of social networking sites, as it was asked about separately. In 2013 Twitter was included in the definition of social networking sites which may have been read out to children.
[57] In 2012 this just referred to uploading photos to a website.
[58] In 2012 this just referred to making a short video and uploading it to a website.
[59] This particular activity was only asked of children aged 12-15.

There are differences when comparing by household socio-economic group in 2013. Children aged 8-15 in AB households are less likely to have set up a social networking site profile (37% vs. 45%) while children in DE households are more likely to have done this (52% vs. 45%). In contrast, children aged 8-15 in AB households are more likely to say they have created an avatar (46% vs. 37%) or signed an online petition (14% vs. 9%). Children in DE households are more likely to say they have created/ developed their own online game (11% vs. 7%).

Figure 53: Experience of creative, social and civic online activities by children aged 8-11: 2009, 2011-2013



QC20 – I'd like to read out a number of things people might do. For each one, could you please tell me if you've done it, you'd be interested in doing it, or not interested? (prompted responses, single coded) * Prior to 2012, as in 2013, Twitter was included in with the definition of a social networking site profile, in 2012 it was asked about separately ** Prior to 2013 this asked about uploading photos to a website *** Prior to 2013 this asked about making a short video and uploading it to a website
Base: Children aged 8-11 who use the internet at home (582 in 2009, 496 in 2011, 495 in 2012, 497 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 54: Experience of creative, social and civic online activities by children aged 12-15: 2009, 2011-2013

QC20 – I'd like to read out a number of things people might do. For each one, could you please tell me if you've done it, you'd be interested in doing it, or not interested? (prompted responses, single coded) * Prior to 2012, as in 2013, Twitter was included in with the definition of a social networking site profile, in 2012 it was asked about separately ** Prior to 2013 this asked about uploading photos to a website *** Prior to 2013 this asked about making a short video and uploading it to a website

Base: Children aged 12-15 who use the internet at home (645 in 2009, 529 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

The proportion of under-age users on sites like Facebook has decreased since 2012

Questions relating specifically to children's use of social networking sites have been included in Ofcom's media literacy research since 2007. Figure 55 shows the proportion of children, aged 3-4, 5-15, 5-7[60], 8-11 and 12-15 who use the internet at home (on any type of device) and who currently have an active profile on any social networking sites.

Very few parents of children aged 3-4 who use the internet at home say their child has a social networking site profile (1%). A comparable proportion of parents of 5-7s whose child goes online at home also say they have a profile (1%). Around one in five 8-11s (18%) say they have a profile, as do two in three 12-15s (67%).

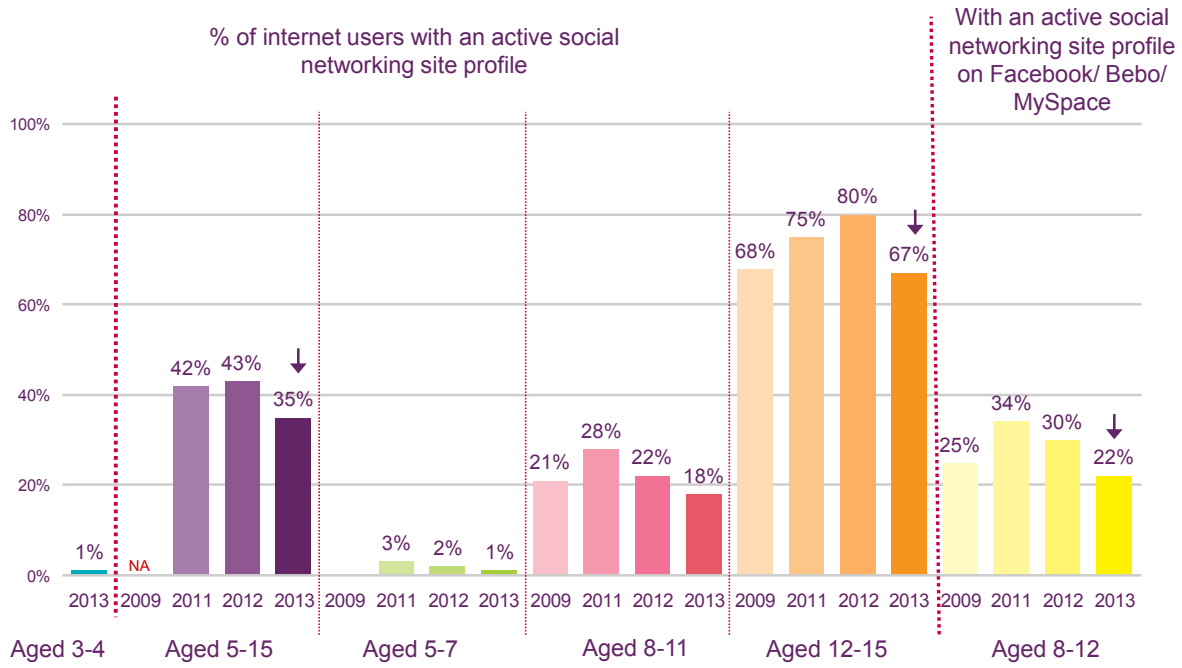
Compared to 2012, there has been no change in the proportion of children aged 5-7 or, 8-11 with an active social networking site profile, and a decrease for 12-15s (67% vs. 80%).

Figure 55 also shows that two in ten children aged 8-12 who use the internet at home say they have a profile on Facebook, Bebo or MySpace (22%). This group of children is of particular interest, as there is a minimum age restriction for setting up a profile (13 years of age) on these three sites. Nearly all the children in this particular group have a profile on Facebook (98%). The incidence of children aged 8-12 with an active profile on Facebook, Bebo or MySpace has decreased since 2012 (22% vs. 30%).

Figure 56 shows the incidence of having an active social networking site profile in 2013, among home internet users for each year group from age 3 through to age 15. While 19% of children aged 10 who use the internet at home have a profile this incidence doubles to 40% among children aged 11, potentially in line with the move from primary to secondary school. It is only from the age of 13 that having an active social networking profile is an activity undertaken by a majority of internet users.

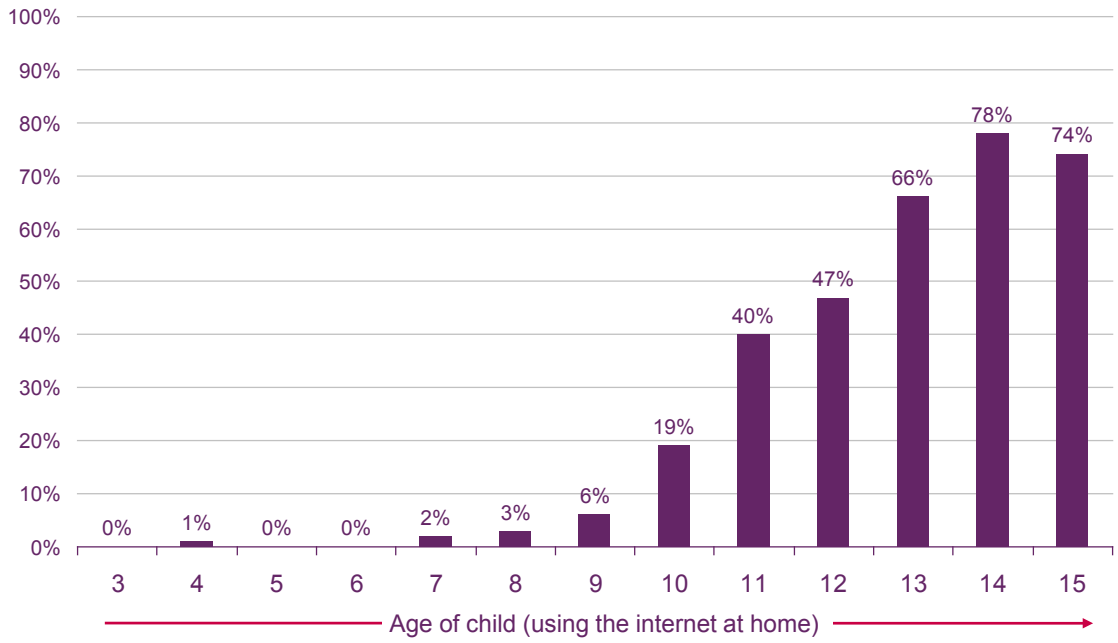
[60] Since 2010 parents of children aged 5-7 have been asked whether their child has a profile on a social networking site, but all subsequent questions about children's use of social networking sites have been asked only of children aged 8-11 or 12-15 or their parents.

Figure 55: Incidence of children with an active social networking site profile, by age: 2009, 2011–2013



QP45A/ QC21A– Which different social networking sites do you have a page or profile on? (spontaneous responses, multi coded)
Base: Parents of children aged 3-7 and children aged 8-15 who use the internet at home (219 aged 3-4 in 2013, 1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013,396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 581 aged 8-11 in 2009, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 645 aged 12-15 in 2009, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013, 746 aged 8-12 in 2009, 655 aged 8-12 in 2011, 678 aged 8-12 in 2012, 677 aged 8-12 in 2013) Significance testing shows any changes between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 56: Proportion of children who use the internet at home with an active social networking site profile, by individual age: 2013



QC21A – Which different social networking sites do you have a page or profile on? (spontaneous responses, multicoded)
Base: Parent of children aged 3-7 and children aged 8-15 who use the internet at at home (101 aged 3, 118 aged 4, 145 aged 5, 103 aged 6, 133 aged 7, 143 aged 8, 116 aged 9, 132 aged 10, 106 aged 11, 180 aged 12, 99 aged 13, 110 aged 14, 159 aged 15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Nearly all 12-15s with a social networking site profile have one on Facebook, with growth in the use of Twitter since 2012

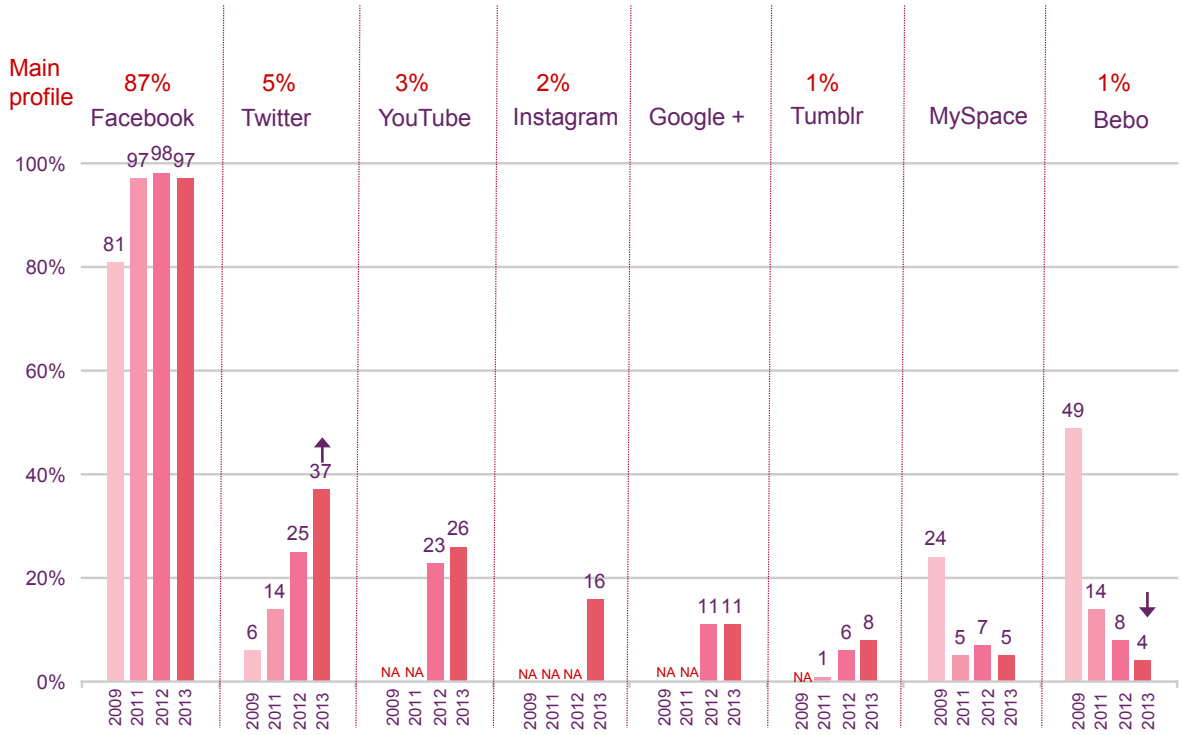
Figure 57 shows that among those with an active social networking site profile, nearly all 12-15s[61] continue to use Facebook (97%).

Since 2012, those aged 12-15 with an active social networking profile are less likely to have a profile on Bebo (4% vs. 8%) and are more likely to have a profile on Twitter (37% vs. 25%). As a proportion of all children (as distinct from those who use the internet at home), 24% of all 12-15s have a profile on Twitter. The comparable figures for Facebook show that three in five of all 12-15s (62%) have a Facebook profile.

In 2013, there are some differences by gender among 12-15s. Boys are more likely than girls to have an active profile on YouTube (31% vs. 21%) while girls are three times more likely to have a profile on Tumblr (12% vs. 4%).

In 2013, children with a social networking site profile were asked which profile they considered to be their main one. Nearly nine in ten (87%) of 12-15s with a profile consider Facebook to be their main profile, while 5% consider Twitter to be their main profile. Less than one in 20 12-15s consider their main profile to be on YouTube (3%), Instagram (2%), Tumblr (1%) or Bebo (1%). There is only one difference by age: boys aged 12-15 are more likely than girls to say their main profile is on YouTube (5% vs. 1%).

Figure 57: Social networking websites where children aged 12-15 currently have an active profile: 2009, 2011, 2012 and 2013 (of those with an active profile)



QC21A– Which different social networking sites do you have a page or profile on? (spontaneous responses, multi coded) – showing responses of 2% or more of children aged 12-15 with a current social networking site profile
Base: Children aged 12-15 who have a current social networking site profile (442 aged 12-15 in 2009, 407 aged 12-15 in 2011, 446 aged 12-15 in 2012, 378 in 2013). Significance testing shows any changes between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[61] In previous years it was possible to report on the social networking sites on which children aged 8-11 (with a profile) had an active profile. In 2013, however, this base is too low (85 interviews).

Parents whose child aged 12-15 has a profile on Facebook are more likely now than in 2012 to be aware that there is a minimum age requirement and to know that it is 13 years old

In 2012, an additional question was added to the survey to establish whether parents were aware of the minimum age requirement for using the Facebook website[62]. Figure 58 shows that, of those parents with a child aged 12-15[63] with an active profile on Facebook, close to nine in ten (87%) are aware that there is a minimum age requirement. But less than four in ten parents of 12-15s (37%) are aware that the minimum age for having a profile is 13 years old.

In 2013, awareness of the minimum age does not differ between parents of boys and girls aged 12-15. Parents of 5-15s in the ABC1 socio-economic group are more likely to be aware, compared to C2DEs (92% vs. 81%). ABC1 parents are also more likely to know that the minimum age is 13 (40% vs. 29% for C2DEs).

Among parents of children with an under-age profile on Facebook (children aged 5-12), 21% are unaware that there is a minimum age requirement for using Facebook. Twenty-seven per cent think that their child needs to be older than 13 to have a profile.

Compared to 2012, parents of 12-15s with an active profile on Facebook are more likely to be aware there is a minimum age requirement (87% vs. 72%) and to be aware that it is 13 years of age (37% vs. 24%). This growth in awareness is apparent among parents of boys and girls aged 12-15, and for parents of 5-15s in ABC1 and C2DE socio-economic group. Parents of girls aged 12-15 and parents of 5-15s in ABC1 socio-economic groups are also now more likely than in 2012 to be aware that this minimum age requirement is 13 years of age.

[62] Given that nearly all children aged 8-15 with an active social networking profile have one on Facebook (96%), this question was asked specifically about Facebook.
[63] Low base sizes prevent analysis among 8-11s, 5-7s or 3-4s.

Figure 58: Awareness of minimum age requirements for having a profile on Facebook: 2012-2013

QP60 Please think about having a Facebook page or profile. As far as you know, is there an age someone needs to have reached in order to have a Facebook profile? IF YES: What age is that? (spontaneous responses, multi coded)
Base: Parents of children aged 5—15 whose child has an active profile on Facebook (437 aged 12-15 in 2012, 366 aged 12-15 in 2013, 215 boys aged 12-15 in 2012, 171 boys aged 12-15 in 2013, 222 girls aged 12-15 in 2012, 195 girls aged 12-15 in 2013, 237 ABC1 in 2012, 199 ABC1 in 2013, 316 C2DE in 2012, 247 C2DE in 2013, 238 parents whose child has an under age profile on Facebook in 2012, 170 parents whose child has an under age profile on Facebook in 2013).
Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

There has been no change in the incidence of parents of 12-15s checking their child's social networking site activity

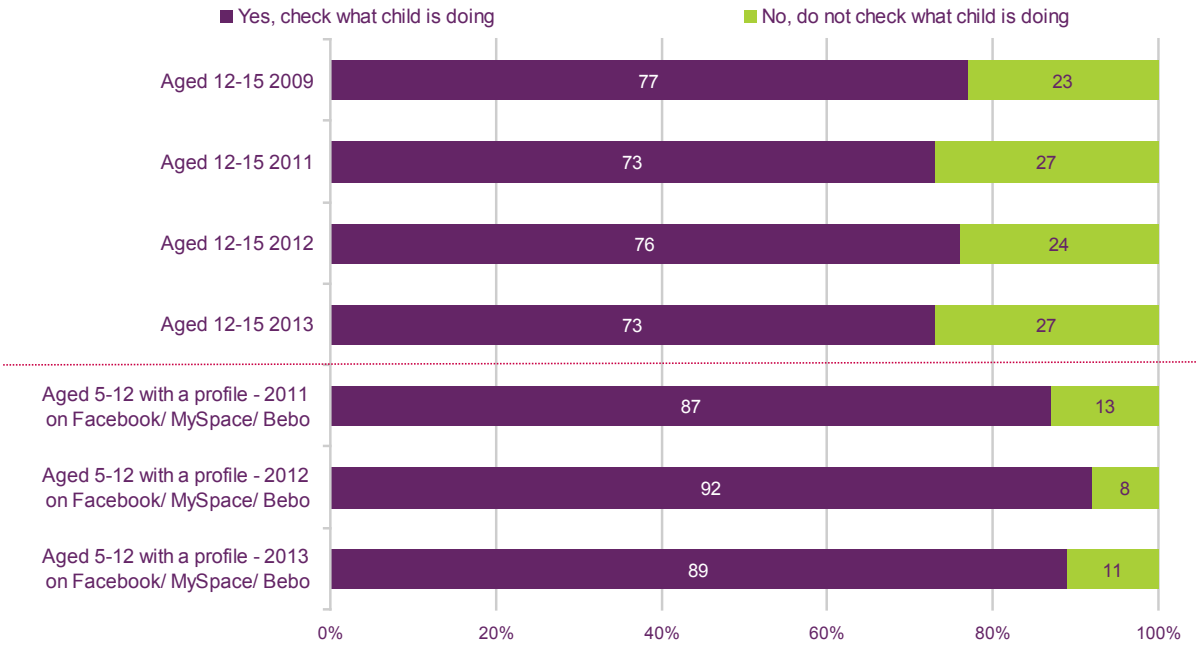
Parents of 8-15s[64] who are aware that their child has a profile on a social networking website were asked whether they check what their child is doing online when visiting these types of sites.

As shown in Figure 59, close to three in four (73%) parents of children aged 12-15 check what their child is doing when visiting social networking sites, and this incidence has not changed since 2012. There are no differences in whether checks are made by the child's gender or by the household socio-economic group.

Nine in ten parents (89%) of children aged 5-12 with a profile on Facebook, Bebo or MySpace also check what their child is doing when visiting these sites; this is also unchanged since 2012.

[64] Low base sizes prevent analysis among 8-11s.

Figure 59: Parental checking of social networking site activity, by age: 2009, 2011-2013



QP48 – Do you tend to check what they are doing online when they are visiting these types of sites? – NB QUESTION WORDING CHANGED AFTER 2009– In 2009 it asked about visits to sites that can be used to 'chat to other users'
Base: Parents of children aged 8-15 with a social networking site profile whose child visits sites that can be used to chat to other users (440 aged 12-15 in 2009, 398 aged 12-15 in 2011, 440 aged 12-15 in 2012, 368 aged 12-15 in 2013, 217 aged 5-12 with a profile on Facebook/ MySpace/ Bebo in 2011, 226 aged 5-12 with a profile on Facebook/ MySpace/ Bebo in 2012, 150 aged 5-12 with a profile on Facebook/ MySpace/ Bebo in 2013). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

12-15s mostly use a mobile phone to visit their main social networking site profile

In 2013, children aged 8-15, and parents of children aged 3-7[65] with an active social networking site profile, were asked about the types of internet-enabled devices that were ever used, and mostly used, to visit their/ their child's main social networking site.

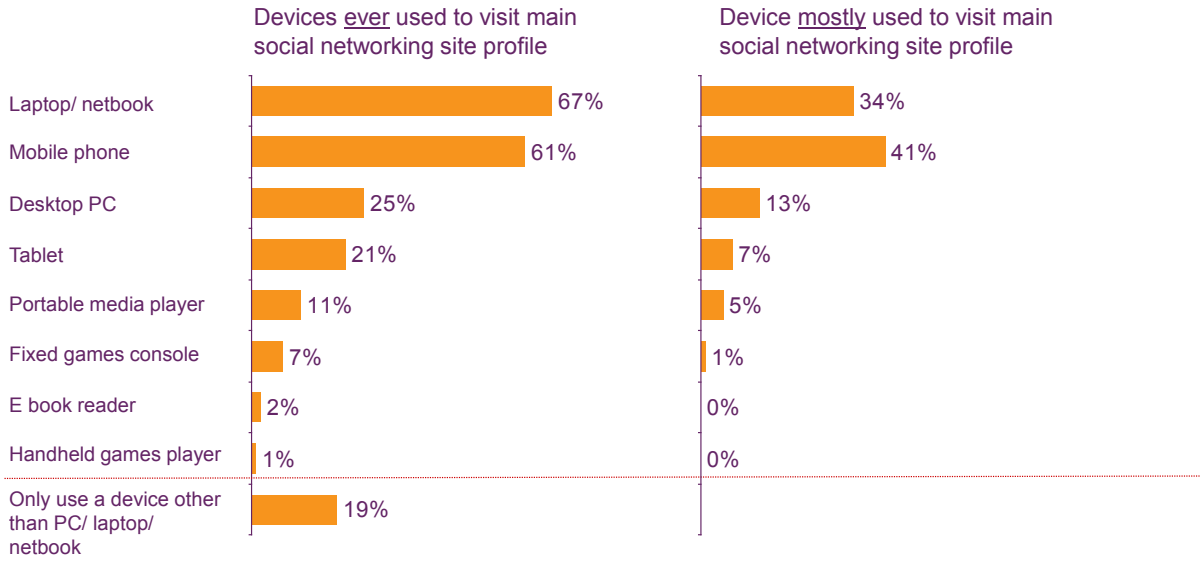
As shown in Figure 60, there are two devices that are used by a majority of 12-15s; a laptop or netbook (67%) and a mobile phone (61%). One in four 12-15s have ever accessed their main profile through a desktop PC (25%) and slightly fewer through a tablet computer (21%). All other internet-enabled devices have 'ever' been used to access their main profile by around one in ten 12-15s, or less. Around one in five 12-15s (19%) only use devices other than a PC/ laptop or netbook to access their main profile.

There are some differences by gender; boys aged 12-15 are more likely than girls to access their main profile through a desktop PC (31% vs. 20%) or through a fixed games console (connected to a TV) (12% vs. 3%).

In terms of the device mostly used to visit their main social networking site, the most popular device for 12-15s is a mobile phone (41%), followed by a laptop or netbook (34%). Around one in seven (13%) prefer to access their profile through a desktop PC, and one in 14 (7%) on a tablet computer. Boys aged 12-15 are more likely than girls to prefer to access it through a desktop PC (20% vs. 7%).

[65] Low base sizes prevent analysis among 8-11s, 5-7s and 3-4s.

Figure 60: Devices ever, and mostly, used to visit main social networking site profile among 12-15s: 2013



QC22A-B Which of the following devices do you use to visit your main social networking site profile? (Prompted responses, multi-coded) / And which device do you mostly use to visit your main social networking site profile? (Prompted responses, single coded)
Base: Children aged 12-15 with an active social networking site profile (378)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

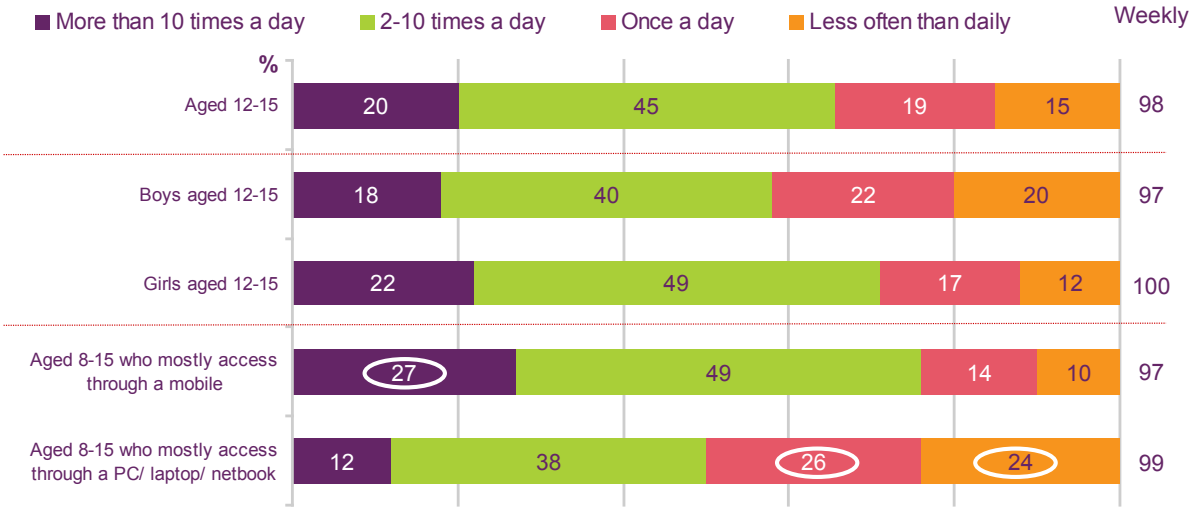
One in five 12-15s with a social networking site profile say they visit it more than ten times a day

In 2013, children aged 8-15, and parents of children aged 3-7[66] with an active social networking site profile were also asked about how frequently they tended to visit their main social networking site profile (across any devices used).

A majority of 12-15s (85%) visit their main profile at least once a day, with one in five (20%) saying they visit more than ten times a day. There are no differences by gender among 12-15s. However, those who mostly access their main social networking site profile through a mobile phone visit their profile more frequently than those who mostly access it through a PC/ laptop/ netbook (90% vs. 76% access daily).

[66] Low base sizes prevent analysis among 8-11s, 5-7s and 3-4s.

Figure 61: Frequency of visiting main social networking site profile: 2013



QC23 Across all the devices you may use for social networking, how often do you visit your main profile? (RESPONSES FROM PARENT OF 5-7 YEAR OLDS AND CHILDREN AGED 8-15) (Spontaneous responses, single coded)
Base: Children with an active social networking site profile (378 aged 12-15, 178 boys aged 12-15, 200 girls aged 12-15,176 aged 8-15 who mostly access their main profile through a mobile phone, 219 aged 8-15 who mostly access their main profile through a PC/ laptop or netbook) –Significance testing shows any difference between boys and girls aged 12-15 and those who mostly access through a mobile phone and through a PC/laptop/netbook
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

On average, 12-15s have never met, in person, three in ten of the friends they have listed on their social networking site profiles.

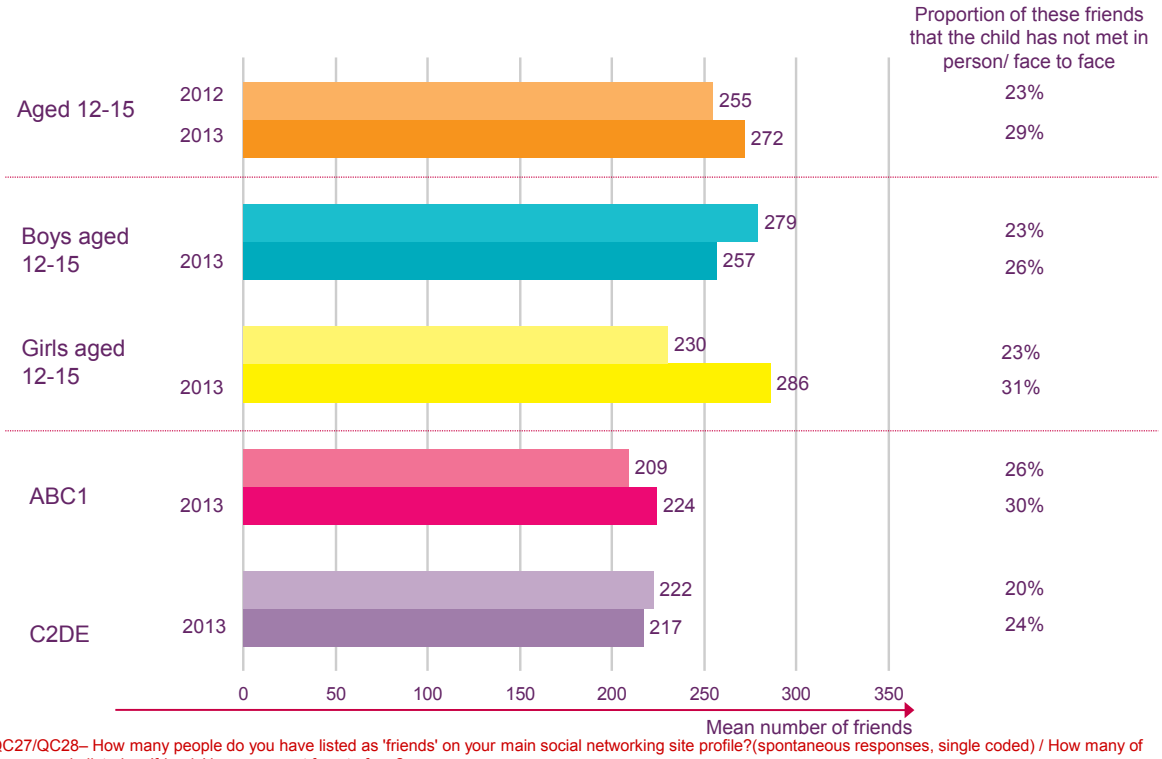
Since 2012, children aged 8-15 with an active social networking site profile have been asked to estimate how many people they have listed as friends across any social networking sites that they use[67], and then asked to estimate how many of these friends they had met in person. Figure 62 shows the mean number of friends[68]. Children aged 12-15 say they have, on average, 272 friends. In 2013, there are no differences by gender among children aged 12-15, or among children aged 8-15 by socio-economic group, when comparing those in ABC1 households to those in C2DE households[69].

Children aged 12-15 estimate that they have not met around three in ten (29%) of these friends in person (an average of 78 people per child).

There has been no change in any of these incidences, compared to 2012.

[67] For the purposes of this analysis, Twitter users' estimates are not included, as a user can follow/ be followed by a wide audience that are not necessarily friends. In 2012 children were asked about the number of friends across all their social networking sites while in 2013 they were asked specifically about the number of friends on their main profile.
[68] Low base size prevents analysis among 8-11s in 2013.
[69] Low base sizes prevent analysis by all four socio-economic groups among 8-15s.

Figure 62: Estimated number of friends across social networking sites used (excluding Twitter): 2012 -2013



QC27/QC28– How many people do you have listed as 'friends' on your main social networking site profile?(spontaneous responses, single coded) / How many of these people listed as 'friends' have you met face to face?
Base: Children aged 8-15 with an active social networking site profile – excluding Twitter (337 aged 12-15 in 2012, 241 aged 12-15 in 2013, 176 boys aged 12-15 in 2012, 114 boys aged 12-15 in 2013, 161 girls aged 12-15 in 2012, 127 girls aged 12-15 in 2013, 172 ABC1 in 2012, 138 ABC1 in 2013, 262 C2DE in 2012, 177 C2DE in 2013). Significance testing shows any difference between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Social networking activities

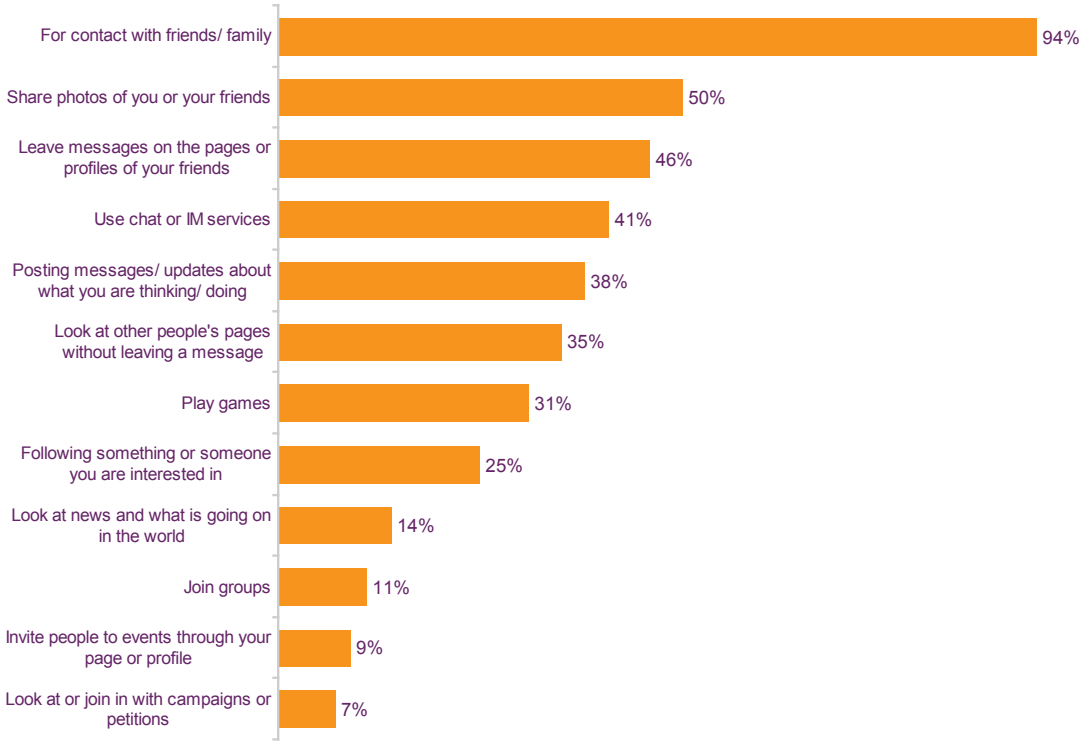
One in three 12-15s with a social networking site profile (on a site other than Twitter) may be in contact with people via their profile, who are not directly known to them

Children aged 8-15 with an active social networking site profile were prompted with a list of activities that they could undertake when visiting these types of website. The list of activities was refreshed in 2013, and does not, therefore, show any trend data.

More than nine in ten 12-15s use social networking sites for contact with friends or family (94%), with only one other activity undertaken by a majority of 12-15s: sharing photos of themselves or their friends (50%). The next most popular activities are: messaging other people (46%) and using chat/ IM services (41%). Close to four in ten (38%) post messages or updates about what they thinking or doing (38%), and around one in three look at other people's pages without leaving a message (35%), or play games (31%). A significant minority (14%) use these sites to find out about news or what is going on in the world.

There are three activities that boys aged 12-15 are more likely to undertake on these sites in 2013, compared to girls: playing games (37% vs. 25%), looking at news and what is going on in the world (19% vs. 10%), and joining groups (16% vs. 6%). There are no other differences by gender. There are no differences by socio-economic group when comparing 8-15s in ABC1 households with those in C2DE households.[70]

Figure 63: Types of use of social networking sites among 12-15s: 2013



QC25 – Do you regularly use social networking sites for any of the things shown on this card? (prompted responses, single coded)
Base: Children aged 12-15 who have a social networking site profile that is currently active (378 aged 12-15 in 2013)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[70] Base sizes prevent analysis by all four socio-economic groups.

Figure 64 shows the responses for two specific activities: contact with people who are friends of friends, and contact with people they have never met in person. We focus on these two responses in particular, as they both represent potential contact with people who are not directly known to the child.[71]

Around one in four 12-15s (27%) use social networking sites for contacting people who are friends of friends, and 12% for contact with people they have never met in person/ face-to-face. There are no differences by gender or by household socio-economic group.

There has been no change in either of these measures since 2012.

By combining the responses of the children who said they used social networking sites for contact with friends of friends, or people they had never met in person, around one in three 12-15s (33%) are in contact with people who are potentially not directly known to them. This measure is also unchanged since 2012.

When looking at the responses for children aged 8-12 with an active profile on Facebook/ Bebo/ MySpace, more than one in five of these children talk to people who are potentially not directly known to them (23%), which is unchanged since 2012 (also 23%).

Figure 64: Types of use of social networking sites (excluding Twitter) among 12-15s: 2009, 2011-2013

QC25 – Do you regularly use social networking sites for any of the things shown on this card? (prompted responses, single coded)
Base: Children aged 8-15 who have a social networking site profile that is currently active – *excluding those that have a Twitter profile (409 aged 12-15 in 2009,353 aged 12-15 in 2011, 337 aged 12-15 in 2012, 241 aged 12-15 in 2013). Significance testing shows any changes between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

A new question was included in the survey in 2012: asking children aged 12-15 with an active social networking site profile whether they were aware of the function for reporting worrying, nasty or offensive content (that they didn't like) to the website. Four in five 12-15s (79%) are aware of this function on social media websites in 2013, and the results do not vary by gender or by socio-economic group. There has been no change in this incidence since 2012.

[71] These responses in 2013, as well as for 2009, 2011 and 2012, have excluded responses from those with a Twitter profile, as it is more likely that these users follow/ are followed by people not known to them.

Use of a gaming device to go online

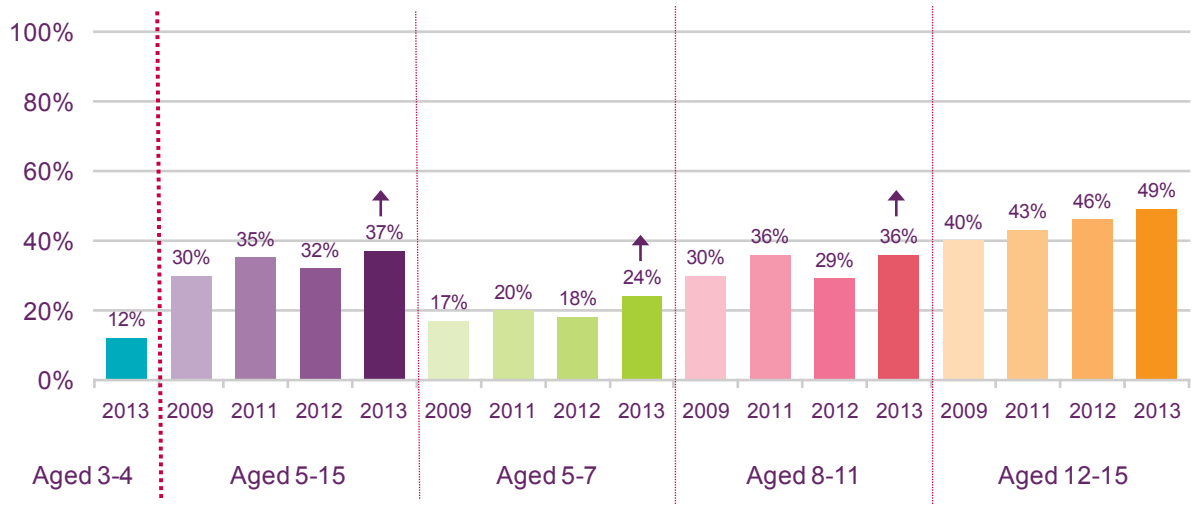
One-quarter of boys who play games online do so against people who are not known to them

Parents of children aged 5-15 who use any of the devices for gaming were also asked whether their child ever plays games at home over the internet. A significant minority of children who play games have ever played games online; one-quarter of 5-7s (24%), one-third of 8-11s (36%) and half of 12-15s (49%).

Across all children aged 5-15 who use any of the devices for gaming there has been an increase in online gaming since 2012 (37% vs. 32%), as a result of increases among 5-7s (24% vs. 18%) and 8-11s (36% vs. 29%). One in ten children aged 3-4 who play games at all play games online at home (12%).

Among those children aged 5-15 who ever play games, playing online is more likely among boys, with this difference driven by boys aged 8-11 (44% vs. 31%) and aged 12-15 (60% vs. 36%). Online gaming does not differ by socio-economic group.

Figure 65: Online gaming, by age: 2009, 2011, 2012 and 2013



QP78 – Does your child ever play games at home over the internet on any of these devices which is often referred to as online game playing? (prompted responses, single coded) NB – QUESTION WORDING CHANGE - In 2009 and 2010 the question wording was "Does your child ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing?" . In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Base: Parents of children aged 3-4 or 5-15 whose child ever plays games on a games console/ player, computer or other device (386 aged 3-4 in 2013,1870 aged 5-15 in 2009, 1546 aged 5-15 in 2011, 1506 aged 5-15 in 2012, 1483 aged 5-15 in 2013, 471 aged 5-7 in 2009, 492 aged 5-7 in 2011, 489 aged 5-7 in 2012, 447 aged 5-7 in 2013, 710 aged 8-11 in 2009, 545 aged 8-11 in 2011, 524 aged 8-11 in 2012, 535 aged 8-11 in 2013, 688 aged 12-15 in 2009, 509 aged 12-15 in 2011, 493 aged 12-15 in 2012, 501 aged 12-15 in 2013). - Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of children aged 5-15 who ever play games online at home were asked about the ways in which their child played these games online: playing games on their own against the computer or games player, playing against someone else in the same room as them, playing against someone else they know personally who is playing elsewhere, or playing against one or more people they do not know personally who are playing elsewhere.

Figure 66 shows that the majority of children in each age group who play games online play on their own/ against the computer or games player, accounting for over four in five 5-7s (86%), close to seven in ten 8-11s (68%) and seven in ten 12-15s (73%). The incidence of this type of online gaming is unchanged since 2012.

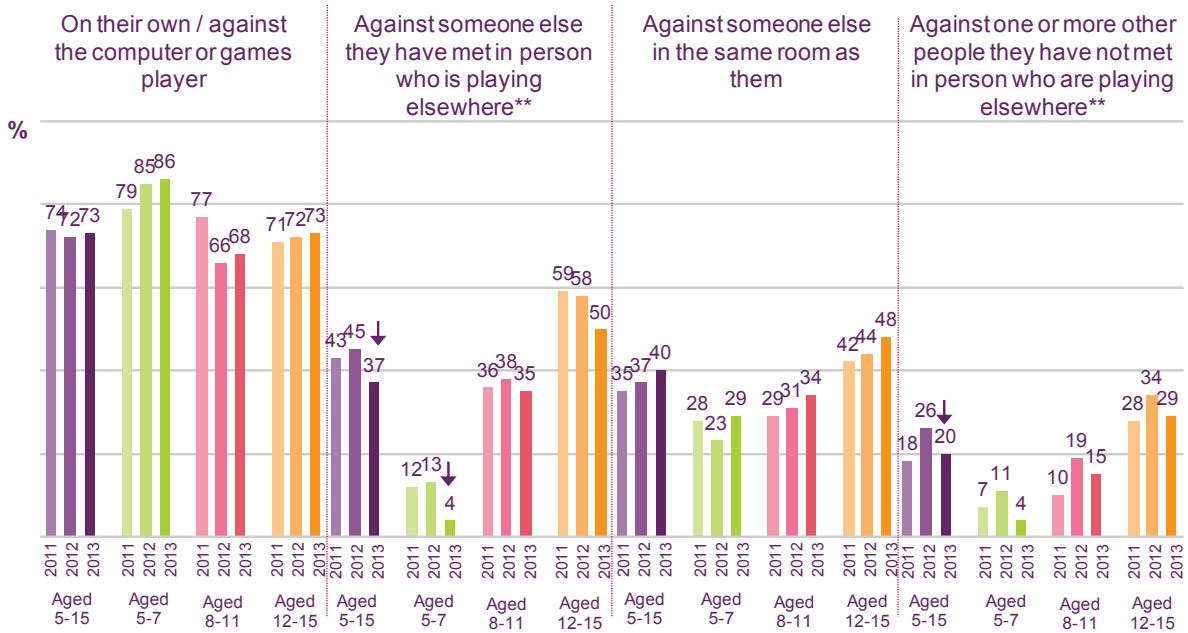
Playing against someone elsewhere who is known personally to the child increases with the age of the child, with this type of gaming undertaken by one in 20 5-7s (4%), one in three 8-11s (35%) and half of 12-15s (50%). Across all children aged 5-15 there has been a decrease since 2012 in this type of online gaming because of a decline among 5-7s (4% vs. 13%).

There is less difference across the age groups in the incidence of playing against someone in the same room; accounting for three in ten 5-7s (29%) and 8-11s (34%) and half of 12-15s (48%). The incidence of this type of online gaming is unchanged since 2012.

A minority of parents of children who play games online at home say their child plays against one or more other people playing elsewhere, who they do not know personally. This type of online gaming is ever undertaken by one in 20 5-7s (4%), one in seven 8-11s (15%) and three in ten 12-15s (29%). The incidence of this type of online gaming is lower among 5-15s overall, compared to 2012 (20% vs. 26%), although this is not attributable to any particular age group.

Boys and girls aged 5-15[72] are equally likely to play games against someone else in the same room as them, but the other types of online gaming (shown in Figure 66) differ by the gender of the child. Girls who play games online are more likely than boys to play on their own/ against the computer or games player (82% vs. 68%), while boys are more likely than girls to play against someone known to them playing elsewhere (44% vs. 26%) and against someone not known to them who is playing elsewhere (24% vs. 13%).

Figure 66: Types of online game playing undertaken by children, by age: 2011, 2012 and 2013[73]



QP79– When your child plays games at home over the internet, which of these describes how they are playing? **In 2011 these options referred to 'someone they know personally ' and were amended to 'they have met in person' in 2012. In 2013 responses are taken from the child aged 12-15 rather than the parent, as had been the case in previous years
Base: Parents of children aged 5-15 whose child plays games over the internet at home (524 aged 5-15 in 2011, 493 aged 5-15 in 2012, 537 aged 5-15 in 2013, 105 aged 5-7 in 2011, 103 aged 5-7 in 2012, 111 aged 5-7 in 2013, 199 aged 8-11 in 2011, 158 aged 8-11 in 2012, 182 aged 8-11 in 2013, 220 aged 12-15 in 2011, 232 aged 12-15 in 2012, 214 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[72] Due to low sample sizes it is not possible to look at differences by gender within each age group.
[73] The base of interviews with parents of children aged 3-4 who play games online at home is too low for further analysis (43).

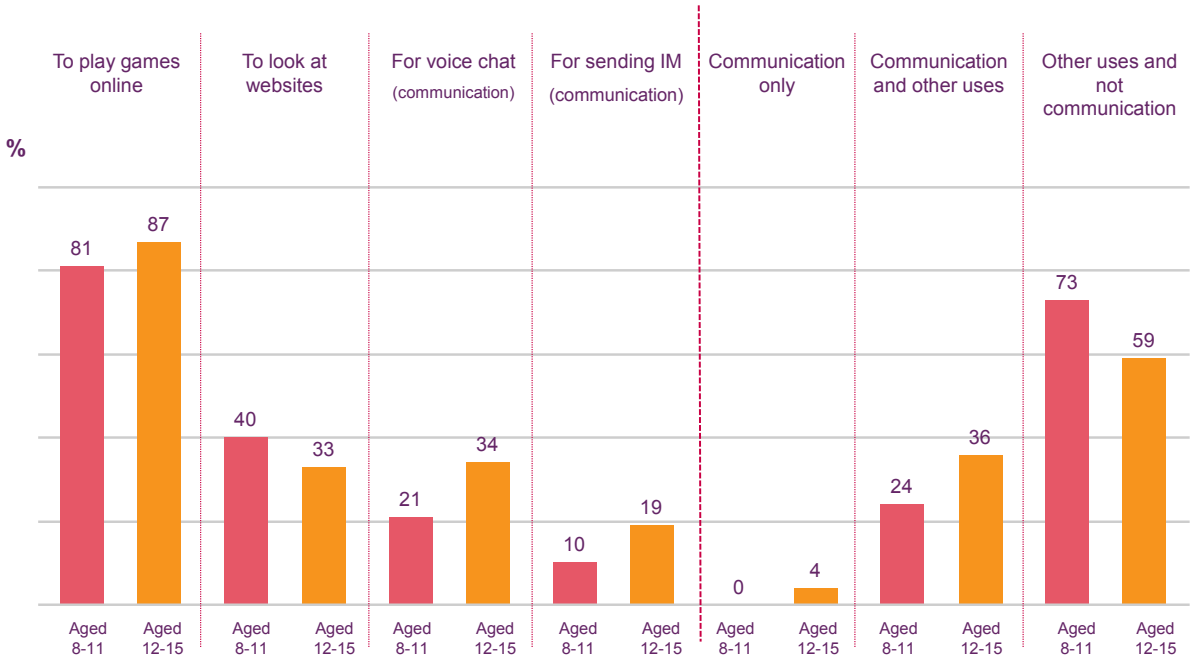
Four in ten 12-15s who use a fixed or portable gaming device to go online use these devices for voice chat or sending messages

In 2013, parents of children aged 3-11, and children aged 12-15, who say they (or their child) ever go online through a games console connected to the television or a portable/ handheld games player, were asked whether they used these devices to play games online, to look at websites, for voice chat (using a headset and chatting through Xbox Live or PlayStation Home), or for sending text messages through instant messaging applications.

Figure 67 shows the results for 8-11s and 12-15s[74]. The most popular use of either type of gaming device, when used to go online, is for game playing (81% for 8-11s and 87% for 12-15s). Considerably fewer 8-11s and 12-15s who go online through their gaming device visit websites (40% for 8-11s and 33% for 12-15s) or use these devices for voice chat (21% for 8-11s and 34% for 12-15s). While 8-11s are less likely to use these devices for voice chat than for visiting websites (21% vs. 40%), the two are equally likely for 12-15s. Two in ten 12-15s (19%) and one in ten 8-11s (10%) use these devices for sending instant messages.

Although the incidence of each of these individual activities does not vary by age, 12-15s are more likely than 8-11s to use these devices for any type of online communication (41% vs. 24%).

Figure 67: Other uses of games consoles/ games players by children aged 8-15 who go online through these gaming devices: 2013



QP27/ QC12 When your child uses a games console or games player to go online, do they ever use it for any of the following...(responses from parent of 5-11 year olds and from children aged 12-15)
Base: Children aged 8-15 who ever use a games console or portable games player to go online at home (112 aged 8-11, 134 aged 12-15).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[74] Low base sizes prevents analysis for 3-4s and 5-7s.

Section 5

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. It looks at children's confidence in using media and their understanding of different types of television and online content. It assesses their understanding of how search engines operate, their awareness of and understanding of personalised advertising, and whether they restrict access to their social networking profiles. It also looks at their opinions about downloading content, about posting personal information online and the types of checks they make when visiting new websites. Finally, it explores the role of TV and the internet in helping children understand the world around them.

Due to potential comprehension issues, some of these questions were not asked of the youngest children (aged 5-7). A smaller number were not asked of children aged 8 -11. All of the questions were asked of children aged 12-15.

Key findings

- At an overall level, 8-15s continue to feel confident in using the internet for a variety of purposes, including 83% of 8-11 year olds and 91% of 12-15s who say that they are confident staying safe online, and 67% of 12-15s who are confident that they can judge whether websites are truthful. While these overall levels of confidence are unchanged since 2012, 8-11s and 12-15s are now less likely to say they are *very* confident at using a search engine. 12-15s are also less likely to say they are *very* confident in knowing how to stay safe online, and confident overall as an internet user
- The majority of 8-11s and 12-15s continue to be able to differentiate between the truthfulness of different types of online content.
- Forty-five per cent of 12-15s who ever use search engines make a critical judgement about search engine results, thinking that some of the sites returned will be truthful and some won't be. Thirty-two per cent believe that information on a website listed by a search engine must be truthful. Both of these measures are unchanged since 2012.
- Close to half (48%) of 12-15s, after being provided with a description of online personalised advertising, said they were aware of this practice, although a majority (53%) are either unsure how they feel about it or feel it's neither a good or a bad thing.
- Fifty-five per cent of internet users aged 8-15 say that in most weeks they only visit websites they have visited before. This is more likely among 8-11s (61%) than among 12-15s (49%).
- Sixty-six per cent of 12-15s say they make checks on websites they have not visited before.
- One third of 12-15s (33%) with an active social networking site profile have one which is either open to anyone, or to friends of friends, potentially including people not directly known to them. This is more likely than in 2012 (22% for 12-15s in 2012).
- A majority of TV viewers and internet users aged 12-15 feel that these media help them to understand what is going on in the world, make them aware of different types of people and opinions, and help them form their own opinions.

Confidence in using the internet

Overall, children aged 12-15 continue to be confident using the internet for a variety of purposes, although they are less likely say they are 'very confident' in undertaking certain activities

Home internet users aged 8-11 and 12-15 were asked how confident they were using a search engine and knowing how to stay safe online. The 12-15s were also asked about their confidence in finding what they want when they go online, about using the internet to do creative things (like making blogs, websites or games, sharing photos or uploading short videos), judging whether the websites they use are truthful, and about their overall confidence as an internet user. Figure 68 shows the findings for 8-11s while Figure 69 and Figure 70 shows the findings for 12-15s.

The 8-11s feel confident using a search engine, with four in ten (40%) saying they are very confident. A similar proportion of 8-11s are very confident in knowing how to stay safe online (42%). Since 2012, while overall confidence (very, and fairly, confident responses combined) in using a search engine is unchanged (81% in 2013 vs. 84%), 8-11s are now less likely to say they are very confident. There has been no change in levels of confidence in knowing how to stay safe online for 8-11s.

Nearly all 12-15s say they are confident using a search engine or in finding what they want when they go online, with two in three (67%) being very confident using a search engine and more than half (56%) being very confident in finding what they want online. Nine in ten 12-15s also feel confident they know how to stay safe online, with half feeling very confident (49%).

While 12-15s are less likely to feel confident overall in using the internet to do creative things[75], slightly more than one in three 12-15s are very confident in using the internet for this purpose (36%). While the majority of 12-15s feel confident overall judging whether websites are truthful, three in ten (31%) say they are very confident. Overall, therefore, more than nine in ten internet users aged 12-15 consider themselves confident internet users and more than half (54%) feel very confident.

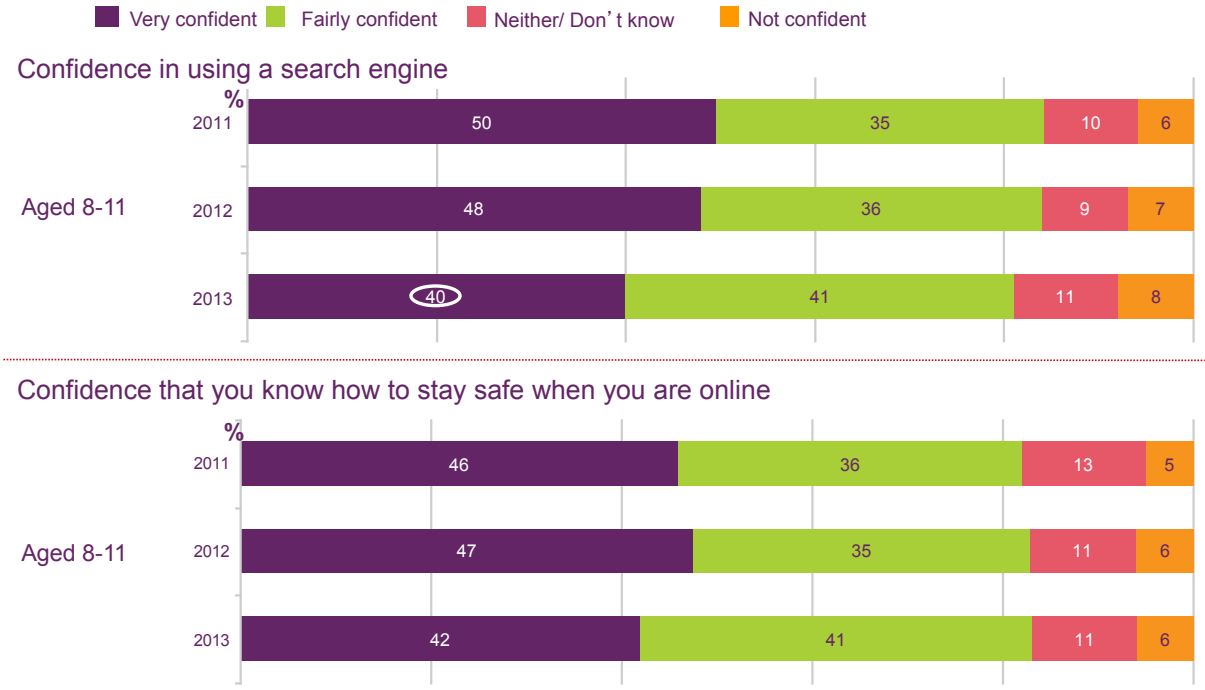
Since 2012, 12-15s are less likely to feel very confident in using search engines (67% vs. 76%), and in knowing how to stay safe online (49% vs. 57%). They are also less likely to say they are 'very confident internet users' (54% vs. 63%).

In 2013, there are differences by gender. Boys aged 12-15 are more likely than girls to say they are very confident finding what they want when they go online (62% vs. 51%), in going online for creative purposes (42% vs. 30%) and in judging whether websites are truthful (36% vs. 25%).

There is only one difference by socio-economic group among children aged 12-15: those in AB households are more likely to say they are confident (very/ fairly) in judging whether websites are truthful (81% vs. 67%).

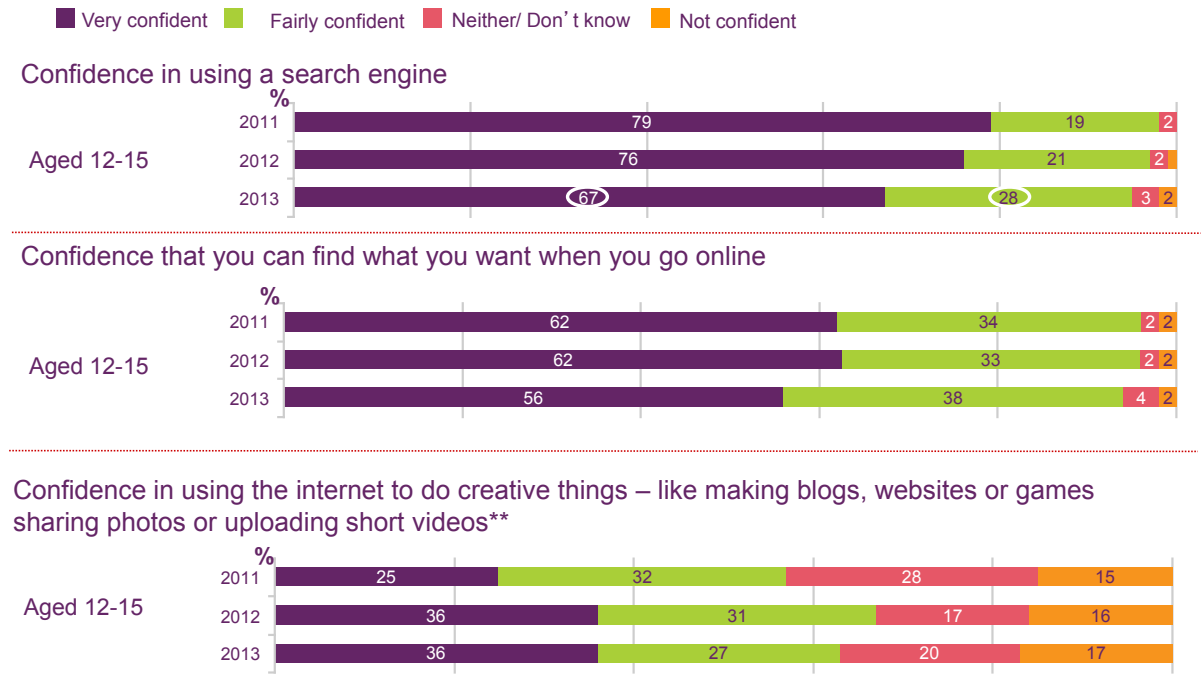
[75] In 2013, the definition of creative activities was expanded to include making websites or games.

Figure 68:8-11s' confidence in using the internet: 2011-2013



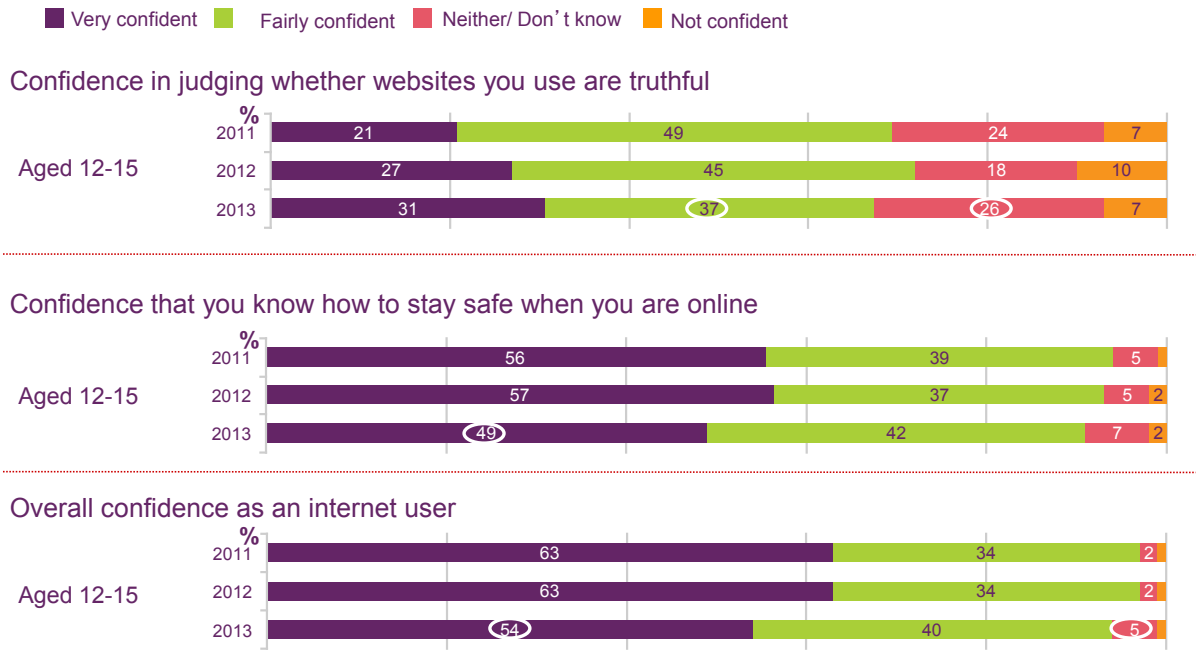
QC19A/E – I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you prompted responses, single coded)
Base: Children aged 8-11 who use the internet at home (496 aged 8-11 in 2011, 495 aged 8-11 in 2012 497 aged 8-11 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 69:12-15s' confidence in using the internet: 2011-2013



QC19A-C – I'm going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you prompted responses, single coded) ** In 2013 making websites or games was included in the list of possible creative activities
Base: Children aged 12-15 who use the internet at home (529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 70:12-15s' confidence in using the internet: 2011-2013



QC19D-F – I'm going to read out some questions about confidence using the internet, 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 use the internet at home (529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Critical understanding of online content

8-15s apply a level of 'critical understanding' regarding the truthfulness of online content

Children aged 8-15 who use the internet at home were asked how frequently they visited certain types of websites. Children who had ever visited four particular types of websites (those used for schoolwork/ homework, social networking sites, those used for news purposes and the Wikipedia website[76]) were asked whether they believed that all of the information, most of the information or some of the information on these types of site was true. Figure 71 shows the findings for websites used for schoolwork/ homework and social networking, and Figure 72 shows the findings for websites used for news purposes and the Wikipedia website.

More than nine in ten 8-11s (92%) and 12-15s (95%) who use the internet at home have ever visited websites for schoolwork/ homework. Those aged 12-15 are more likely than those aged 8-11 to believe that all or most of the information on these websites is true (82% vs. 74%). There are no differences by gender or by household socio-economic group in 2013. Compared to 2012, both the 8-11s and the 12-15s are less likely to believe that all the information is true (36% vs. 45 for 8-11s and 30% vs. 37% for 12-15s).

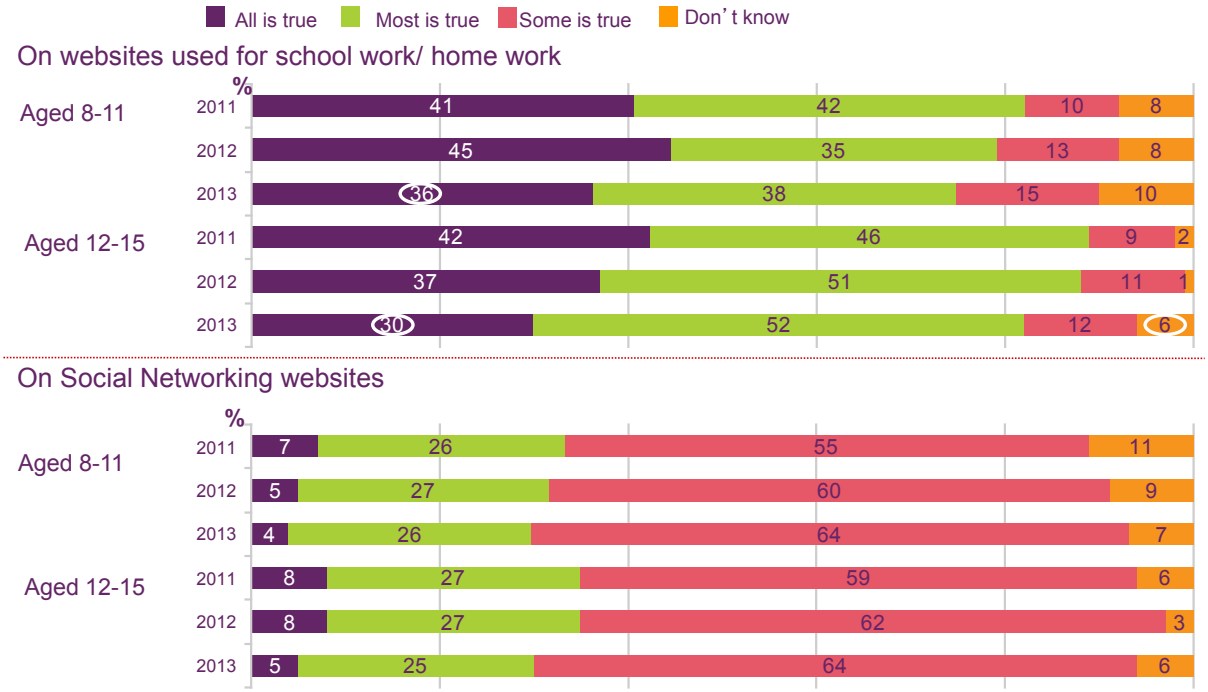
Two in ten 8-11s (22%) and three in four 12-15s (75%) who use the internet at home have ever used the internet to visit social networking sites. The 12-15s are no more likely than the 8-11s to believe that all or most of the information on social networking sites is true (29% for 8-11s and 30% for 12-15s). As with the responses for schoolwork/ homework, there are no differences in response by gender among 12-15s[77] or by socio-economic group, (when comparing ABC1 to C2DE). There has been no change in these measures since 2012.

Two in ten 8-11s (21%)[78] and more than half (53%) of 12-15s who use the internet at home have ever visited sites 'about news and what is going on the world'. Two in three of 8-11s (65%) and three in four 12-15s (77%) believe that all or most of this information is true. There are no differences in response by gender among 12-15s[79] or by household socio-economic group (when comparing ABC1 to C2DE). Compared to 2012, 8-11s and 12-15s are both less likely to believe that all this information is true (26% vs. 41% for 8-11s and 18% vs. 30% for 12-15s).

More than one in three (36%) 8-11s and three in five 12-15s (59%) who use the internet at home say they have ever visited the Wikipedia website. The 12-15s are no more likely than the 8-11s to believe that all or most of the information on Wikipedia is true (61% for 8-11s and 59% for 12-15s). There are no differences in responses by gender among 12-15s,[80] or by socio-economic group, (when comparing ABC1 to C2DE) in 2013. There has been no change in these measures since 2012.

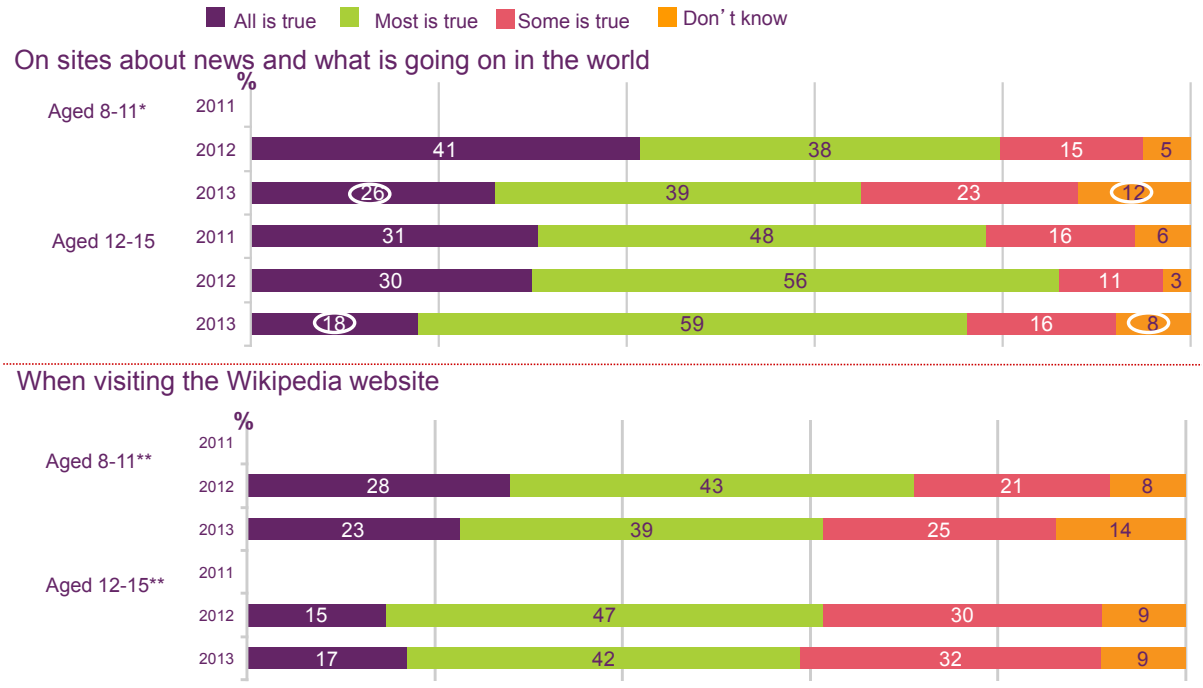
[76] Before 2012 the question asked about websites where user-generated content is posted (such as blogs or sites like Wikipedia). In 2012, the question was amended to ask specifically about the Wikipedia website and it is therefore not possible to show comparable data for previous years.
[77] Low base sizes prevent analysis among 8-11s by gender.
[78] It is not possible to show data for 8-11s in 2010 and 2011 due to the low base of respondents.
[79] Low base sizes prevent analysis among 8-11s by gender.
[80] Low base sizes prevent analysis among 8-11s by gender.

Figure 71: Children's belief in the truthfulness in websites used for school/ homework and for social networking, by age: 2011-2013



QC15B/A– When you use the internet to visit [TYPE OF WEBSITE] Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded)
Base: Children aged 8-15 who use the internet to visit relevant websites (VARIABLE BASE). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 72: Children's belief in the truthfulness in websites used for news and for information purposes, by age: 2011-2013



QC15C/D– When you use the internet to visit [TYPE OF WEBSITE] Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded) – *Where data is not shown for children aged 8-11, this is because of low effective sample sizes.** This question was amended in 2012 to ask specifically about the Wikipedia website , trend data is therefore not available.
Base: Children aged 8-15 who use the internet to visit relevant websites (VARIABLE BASE). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Critical understanding of search engines

Over two in five 12-15s who use search engines understand how they operate

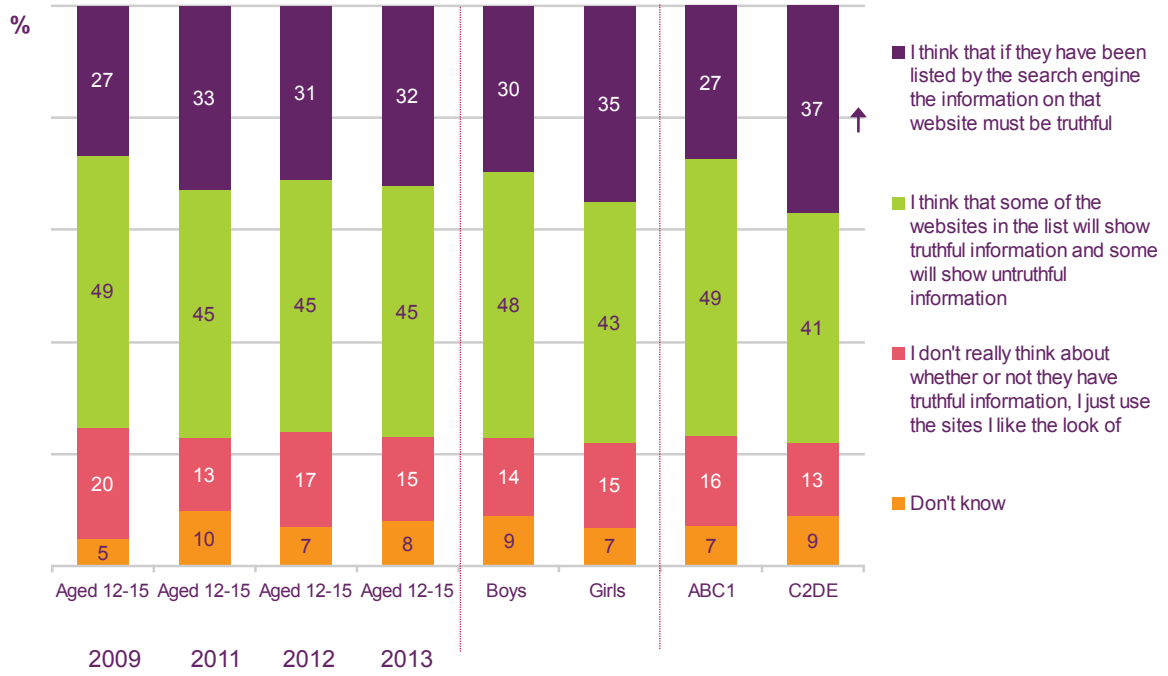
Children aged 12-15 who ever use search engines (88% of all home internet users) were asked about the truthfulness of information that was returned by the search engine. Children were asked to say which of the following statements was closer to their opinion:

- "I think that if they have been listed by the search engine the information on the website must be truthful."
- "I think that some of the websites in the list will show truthful information and some will show untruthful information."
- "I don't really think about whether or not they have truthful information, I just use the sites I like the look of."

More than two in five children aged 12-15 (45%) make some type of critical judgement about search engine results, thinking that some of the sites returned will be truthful while others may not be. Three in ten 12-15s (32%) believe that if a search engine lists information then it must be truthful, and one in seven (15%) don't consider the veracity of results but just visit the sites they like the look of. Less than one in ten 12-15s (8%) are unsure. There has been no change since 2012 in any of these measures.

In 2013, there are no differences by gender and only one difference by household socio-economic group. The 12-15s in C2DE households are more likely than those in ABC1 households to think that if a search engine lists information then it must be truthful (37% vs. 27%).

Figure 73: 12-15s' understanding of results listed by search engines: 2009, 2011-2013[81]



QC30– Which one of these is the closest in your opinion about the truthfulness of the information in the websites that appear in the results pages? (prompted responses, single coded)/
Base: Children 12-15 who ever use search engines to find out about other websites or search for information (313 aged 12-15 in 2009, 503 aged 12-15 in 2011, 496 aged 12-15 in 2012, 479 aged 12-15 in 2013, 237 boys aged 12-15, 242 girls aged 12-15, 230 ABC1, 249 C2DE). Significance testing shows any difference between 2012 and 2013 or within gender or socio- economic group
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[81] In some instances the percentages may add to slightly more or less than 100% due to data rounding.

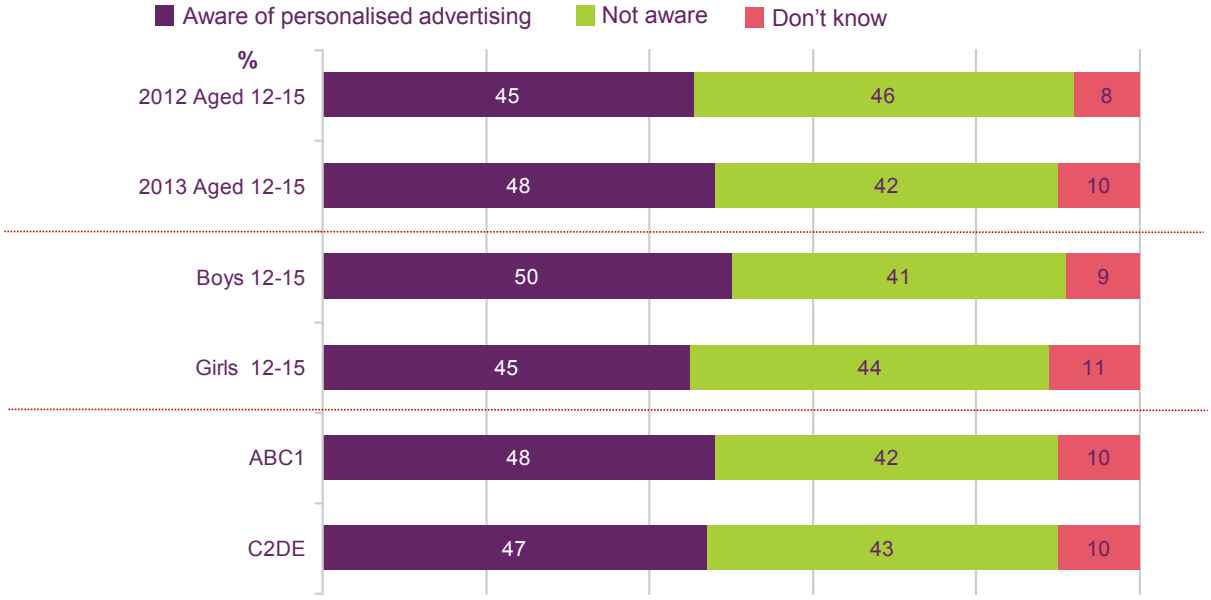
Awareness of, and attitudes towards, personalised advertising

Half of internet users aged 12-15 are aware of personalised advertising – and are less likely than in 2012 to think it is a bad thing

Children aged 12-15 who use the internet at home or elsewhere were provided with a description of personalised online advertising[82] and were asked whether they were aware that websites could use their data/ information in this way.

Figure 74 shows that half of 12-15s (48%) are aware of personalised advertising; with a similar proportion (42%) saying they are not aware that websites can use information in this way. In 2013 there are no differences by gender or by socio-economic group.

Figure 74: Awareness of personalised advertising among 12-15s: 2012-2013



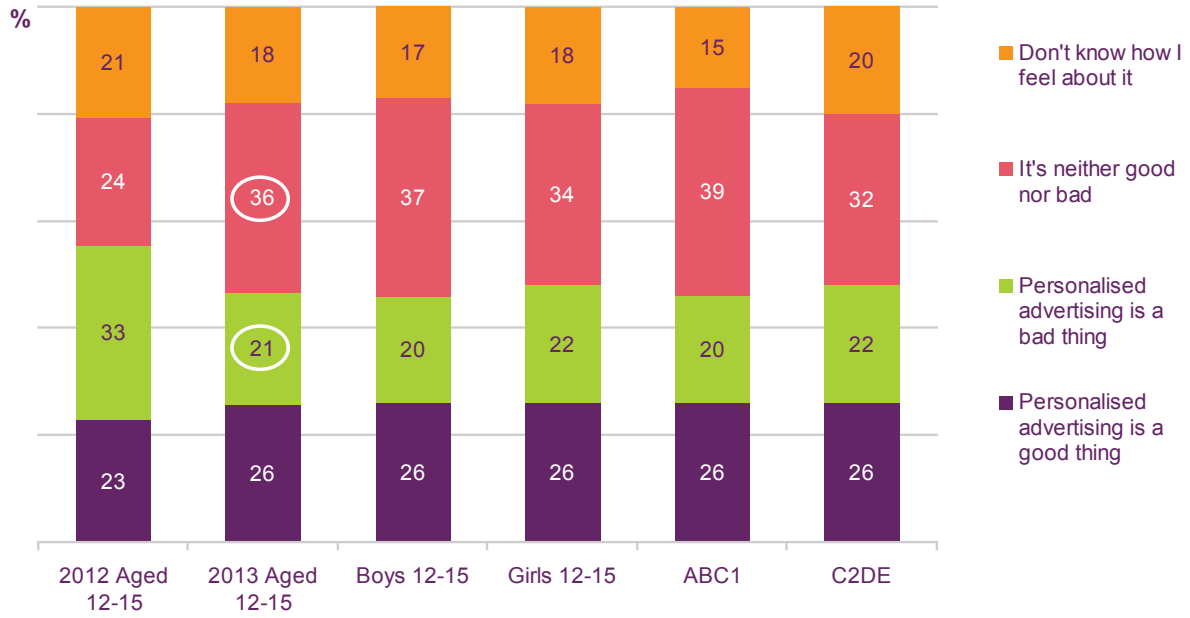
QC37 Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item. Before today, were you aware that websites could use information to show you personalised advertising in this way? (spontaneous response, single coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (568 aged 12-15 in 2012, 565 aged 12-15 in 2013, 275 boys aged 12-15, 290 girls aged 12-15, 268 ABC1, 297 C2DE). Significance testing shows any differences between 2012 and 2013, between boys and girls aged 12-15 and between ABC1 and C2DE socio-economic groups
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children aged 12-15 who use the internet at home or elsewhere were asked how they felt about websites using information about what they have looked at or 'liked' online to show them personalised advertising. They were prompted with four possible responses and asked to say whether they thought it was a good thing, a bad thing, neither good nor bad, or whether they were unsure. Figure 75 shows that among those aware of personalised advertising, one in four (26%) think it is a good thing, one in five (21%) think it's a bad thing, slightly more than one in three think it's neither good nor bad (36%) and around one in five (18%) are unsure. A majority of 12-15s (53%) are therefore uncertain as to whether it is a good or a bad thing.

[82]The description provided was: "Some websites use information about what you have been looking at or searching for online, or information about what you have clicked that you 'like' online to show advertising that is personalised to you. For example, if you had been looking at a particular t-shirt on a website, or clicked that you 'liked' a product, a different website that you visit later could show you an advert for that item".

There are no differences by gender or by socio-economic group, shown in Figure 75. Compared to 2012, 12-15s are now more likely to feel that personalised advertising is neither good nor bad (36% vs. 24%) and are less likely to feel that it is a bad thing (21% vs. 33%).

Figure 75: Attitudes to personal advertising among 12-15s aware of this type of advertising: 2012-2013



QC38 – How do you feel about websites using information about what you look at or 'like' online to show you personalised advertising? (prompted responses, single coded)
Base: Children aged 12-15 who are aware of personalised advertising (248 aged 12-15 in 2012, 262 aged 12-15 in 2013, 133 boys aged 12-15, 129 girls aged 12-15, 127 ABC1, 135 C2DE) Significance testing shows any differences between 2012 and 2013, between boys and girls aged 12-15 and between ABC1 and C2DE socio-economic groups
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Visiting new websites

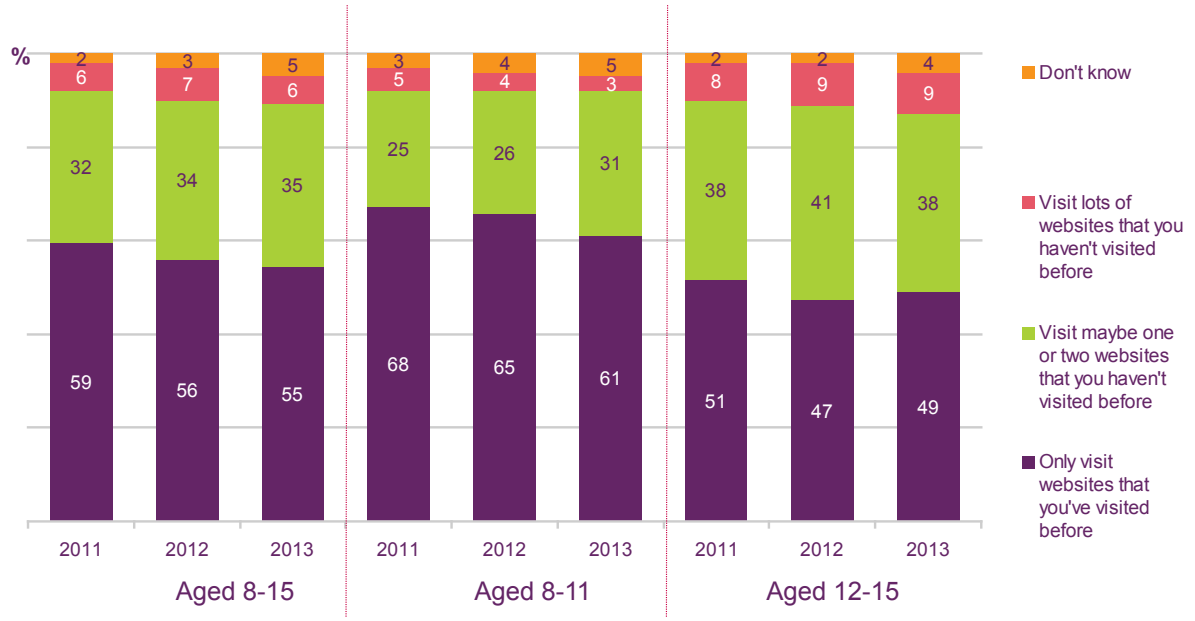
8-11s continue to be more likely than 12-15s only to visit websites that they have visited before

Children aged 8-15 who use the internet at home were asked to say whether, in most weeks, they only visited sites that they had visited before, or visited one or two sites that they hadn't visited before, or visited lots of sites they hadn't visited before.

A majority of 8-11s (61%) say they only visit websites they've visited before, compared to around half of 12-15s (49%). 12-15s are more likely than 8-11s to say they visit lots of websites they haven't visited before (9% vs. 3%) and are also more likely than 8-11s to say they visit one or two websites they haven't visited before (38% vs. 31%).

There are no differences by gender among 8-11s. Among 12-15s, boys are more likely than girls to say they visit lots of websites they haven't visited before (13% vs. 5%). There are no differences by socio-economic group. Compared to 2012, there has been no change in children's experience of visiting websites, either among 8-11s or 12-15s.

Figure 76: 8-15s' experience of visiting websites they haven't visited before: 2011-2013



QC17 – In most weeks when you use the internet, on any type of computer would you say that you .?
Base: Children aged 8-15 who use the internet at home (1025 aged 8-15 in 2011, 1048 aged 8-15 in 2012, 1045 aged 8-15 in 20213, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Two in three internet users aged 12-15 make checks when visiting websites they have not visited before

Children aged 12-15 who use the internet at home were shown a list of types of checks that could be made when visiting websites for the first time (either when looking for information or when buying/selling things), and were asked to say which, if any, of these checks they would make.[83]

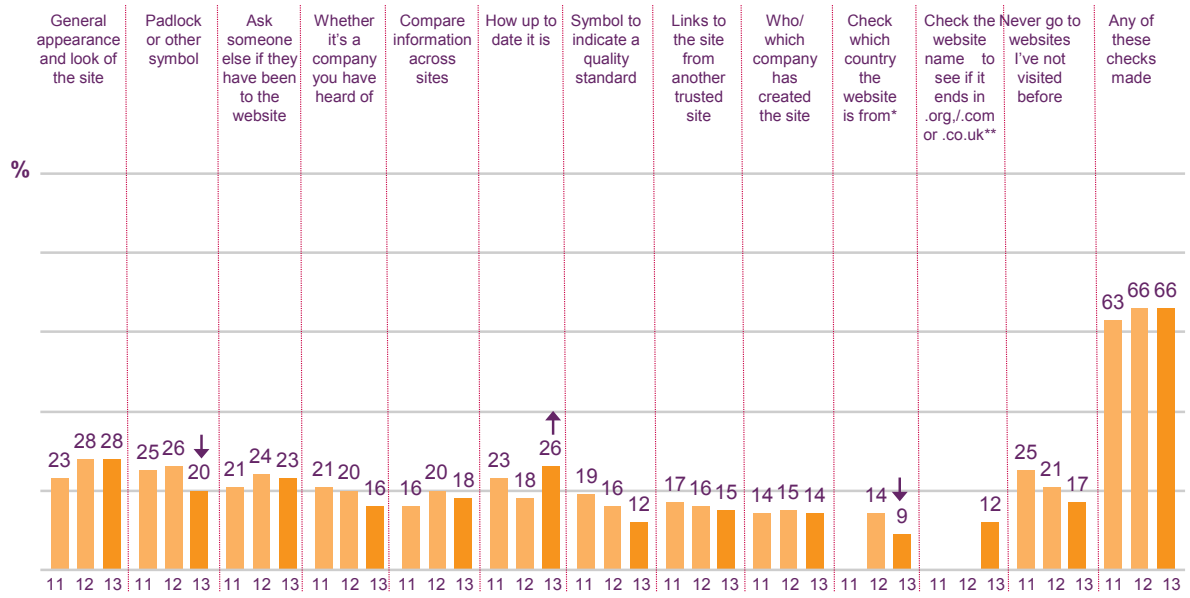
Close to two in three 12-15s (66%) said they would check at least one of the things on the list. One in six (17%) 12-15s who use the internet said that they do not make any of these checks. As in 2012, no single check is made by a majority of 12-15s.

There is only one difference by gender in 2013; girls are more likely than boys to check the general look and appearance of the site (33% vs. 23%). As in 2012, 12-15s in ABC1 households are more likely than those in C2DE households to check the general look and appearance of the site (35% vs. 22%).

Since 2012, 12-15 are more likely to check how up-to-date the information is on a site (26% vs. 18%), and are less likely to check whether there is a padlock or other symbol to indicate that the site is secure (20% vs. 26%), or check which country the website is from (9% vs. 14%).

[83] The question was amended in 2011 to: "Think about the websites that you visit that you haven't visited 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?" A "don't know" option was also included; this had not been included in previous years. To ensure comparability over time, those stating "don't know" in 2011-2013 have been removed from the analysis.

Figure 77: Checks made by 12-15s when visiting websites they haven't visited before: 2011-2013



QC18 – Thinking about the websites that you visit that you haven' t visited 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? (prompted responses, multi-coded) * This code was added in 2012 **This code was added in 2013– in order to report a trended measure these have been excluded from the 'Any of these checks made' analysis in 2012
Base: Children aged 12-15 who use the internet at home (485 aged 12-15 in 2011, 499 aged 12-15 in 2012, 494 aged 12-15 in 2013).- excludes DK responses - Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Among those children aged 12-15 who say that, in most weeks, they visit either lots of, or one or two, websites that they haven't visited before, the five most popular checks are: checking the general appearance and look of the site (35%); asking someone else if they have been to the website (28%); look at how up-to-date the information on the site is (26%), checking to see if there is a padlock or other symbol (23%) and seeing whether it is a company that they have heard of (19%). This group are more likely to make any of these checks than the 12-15s who say they only visit websites they've visited before (73% vs. 56%).

Social networking profile settings

In 2013, 12-15s are less likely to say their social networking profile can be seen only by their friends

As in 2012, most children aged 12-15[84] with an active social networking profile say that their profile can be seen only by their friends (65%), while around one in 12 say it can be seen by anyone (8% for 12-15s). Compared to 2012, 12-15s are now less likely to say their profile can be seen only by their friends (65% vs. 75%).

Since 2011, the questionnaire has also asked whether a child's profile could be seen only by "my friends and their friends". In 2013, 12-15s are more likely to give this response (25% vs.17 %).

By combining the responses of children who say their profile can either be seen by anyone, or by friends and their friends, it is possible to show the incidence of children who may be contacted through their social networking profile by people who are not directly known to

[84] Low base sizes prevent analysis among 8-11s.

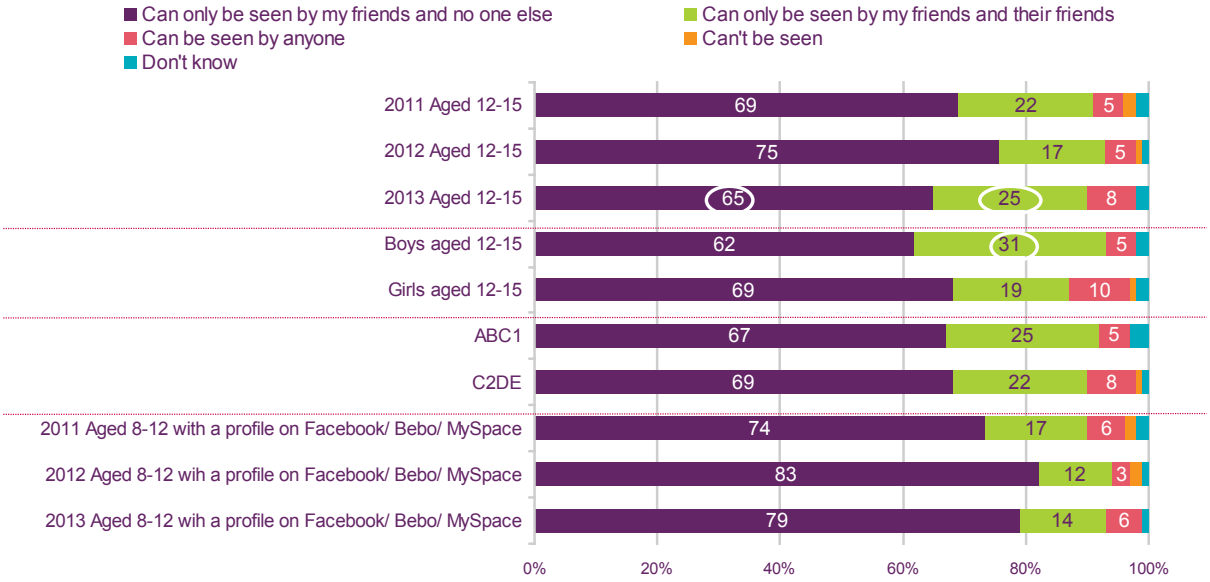
them. This accounts for one in three 12-15s (33%), and is more likely now than in 2012 (22%).

In 2013, boys aged 12-15 are more likely than girls aged 12-15 to say their profile can be seen only by friends and their friends (31% vs. 19%).

There are no differences by socio-economic group among 8-15s when comparing ABC1s to C2DEs.

Four in five children with an under-age profile on Facebook, Bebo or MySpace (those aged 8-12) say their profile can be seen only by friends (79%; unchanged since 2012) with around one in 20 saying their profile is visible to anyone (6%).

Figure 78: Visibility of social networking site profiles, by age: 2011-2013



QC24 – And do you know if this profile can be seen by other people?(Prompted responses, single coded)
Base: Children aged 8-15 who have a social networking site profile that is currently active (403 aged 12-15 in 2011, 446 aged 12-15 in 2012, 378 aged 12-15 in 2013, 178 boys aged 12-15, 200 girls aged 12-15, 214 ABC1, 249 C2DE, 221 aged 8-12 with a profile on Facebook/ Bebo /MySpace in 2011 228 aged 8-12 with a profile on Facebook/ Bebo /MySpace in 2012, 168 aged 8-12 with a profile on Facebook/ Bebo /MySpace in 2013). Significance testing shows any changes between 2012 and 2013 and between boys and girls aged 12-15 and between ABC1 and C2DE in 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Attitudes towards sharing personal information online

12-15s differentiate between types of personal information that can be shared online, preferring to keep their contact details private

As shown in Figure 79 and Figure 80, children aged 12-15 who use the internet at home or elsewhere were prompted with a list of information types that people could show on the internet, and were asked how they felt about people seeing each type of information. As in 2012, there is some variation in the types of information that children aged 12-15 are happy for people to see online. The 12-15s are less inclined to share personal details such as their home address, their mobile number or their email address with anyone, and are more inclined to share information about how they are feeling or what they are doing, and to share photos online.

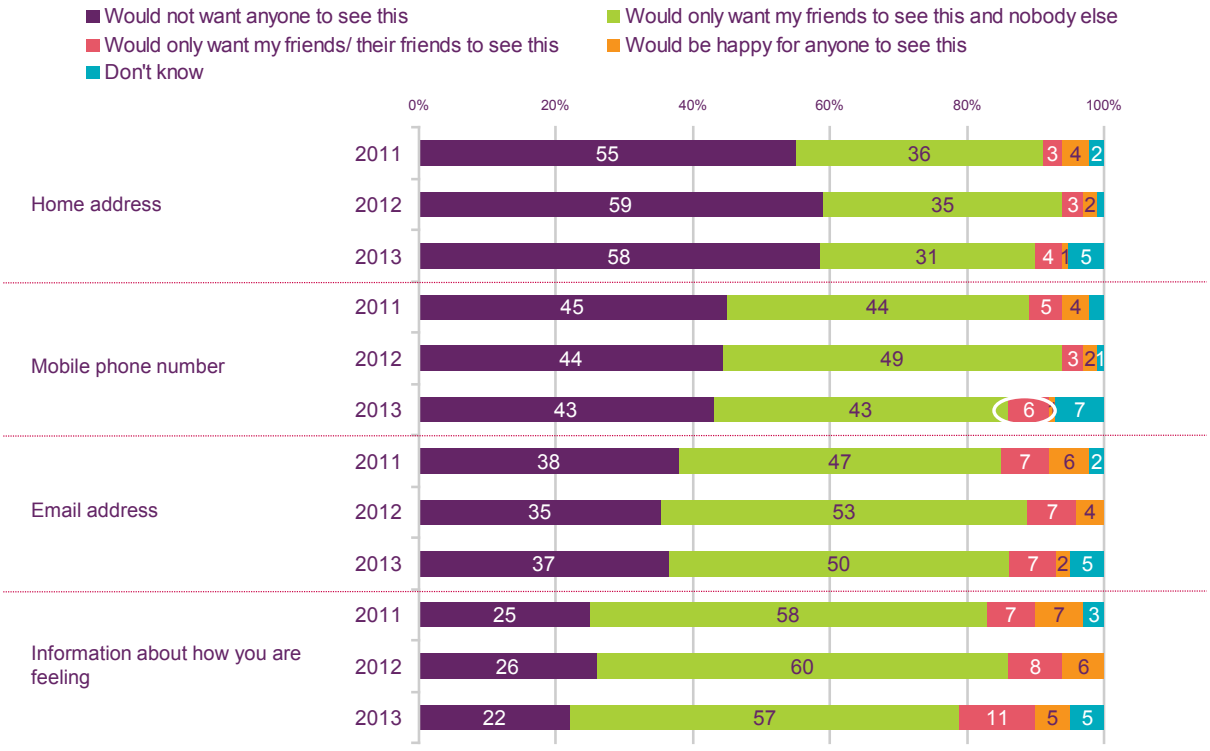
The majority of 12-15s would either want nobody, or just their friends[85], to see each type of information that was asked about. Very few 12-15s would be happy for anyone to see their home address (1%) mobile phone number (1%) or email address online (2%).

There are some differences by gender. Girls aged 12-15 are more likely than boys to say they would want their friends and nobody else to see information about what they are feeling (63% vs. 51%), holiday photos (71% vs. 50%) or photos of them out with friends (69% vs. 51%). In contrast, boys are more likely to want only friends and their friends to see photos of them out with friends (21% vs. 12%), holiday photos (19% vs. 11%) or their mobile phone number (8% vs. 3%).

There is only one difference by household socio-economic group: 12-15s in DE households are more likely than all 12-15s to say that they would be happy for anyone to see information about what they are doing (13% vs. 7%).

There have been two changes in the extent to which 12-15s are willing to share personal information online, since 2012. They are more likely to say they would only want friends and their friends to see their mobile phone number (6% vs. 3%) and are less likely to say they would not want anyone to see information about what they are doing (15% vs. 20%).

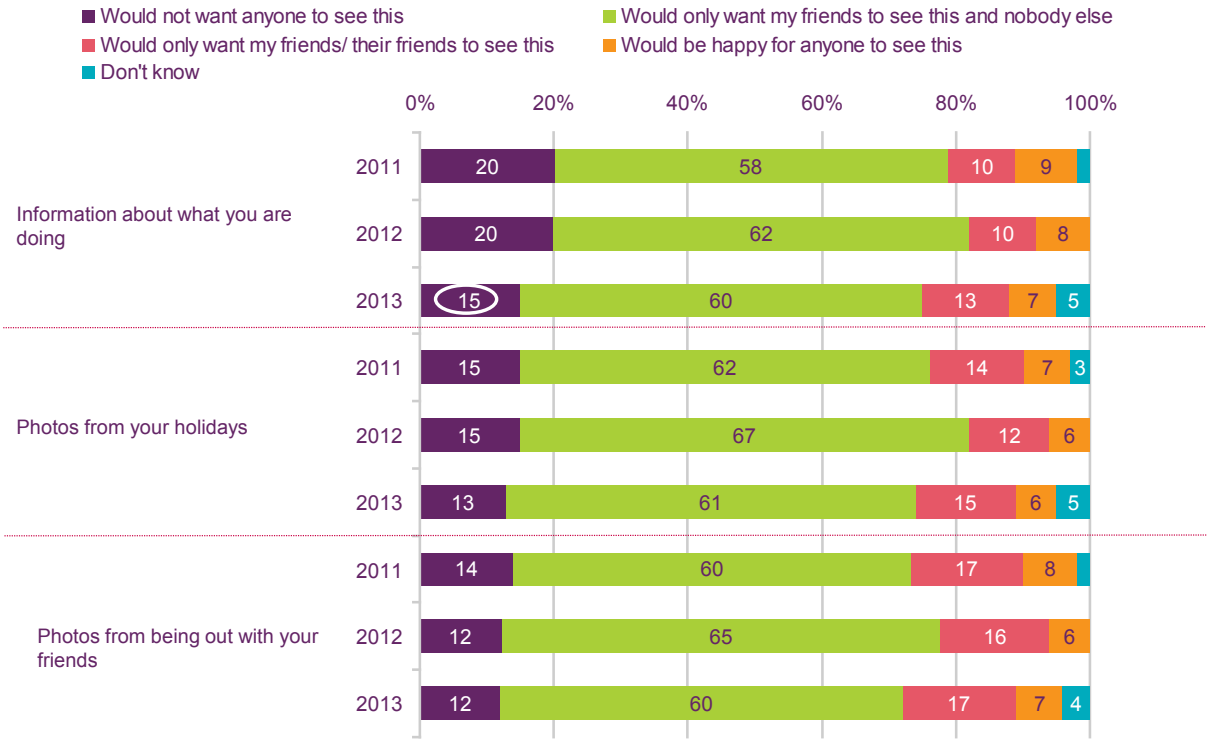
Figure 79: Personal information that children aged 12-15 are willing to share online: 2011-2013



QC32A-G - I'm going to read out some types of information that people can show on the internet. For each one I'd like you to say which one of the statements on this card best describes how you feel about who could see each type of information (prompted responses, single coded)
Base: Those children aged 12-15 who use the internet at home or elsewhere (550 aged 12-15 in 2011, 568 aged 12-15 in 2012, 565 aged 12-15 in 2013).
Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[85] It is worth bearing in mind that, while this question does not focus specifically on social networking, some children could be referring to 'friends' in the widest possible terms, as shown in Figure 62, rather than a smaller number of more personal or close friends.

Figure 80: Personal information that children aged 12-15 are willing to share online: 2011-2013



QC32A-G - I'm going to read out some types of information that people can show on the internet. For each one I'd like you to say which one of the statements on this card best describes how you feel about who could see each type of information (prompted responses, single coded)
Base: Those children aged 12-15 who use the internet at home or elsewhere (550 aged 12-15 in 2011, 568 aged 12-15 in 2012, 565 aged 12-15 in 2013).
Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

The role of TV and the internet

Over three-quarters of 12-15s agree that these media increase their understanding of different people and current issues

In 2013, children aged 12-15 who watch television at home were prompted with a series of statements about television and asked the extent to which they agreed or disagreed with these statements. Children aged 12-15 who go online at home or elsewhere were also prompted with a similar statements about the internet:

- Television/ going online increases my understanding of what's going on in the world, current issues and news
- Television/ going online makes me aware of different types of people and different opinions
- Television/ going online helps me form my own opinion about things
- On TV/ when I go online I see people like me

Figure 81 shows the results for each statement among 12-15s. A majority of 12-15s agree that both television and the internet increase their understanding of what is going on in the world, with around three in ten of users agreeing strongly (30% for television and 34% for the internet). Compared to internet users, television viewers are, however, more likely to disagree (12% vs. 8%).

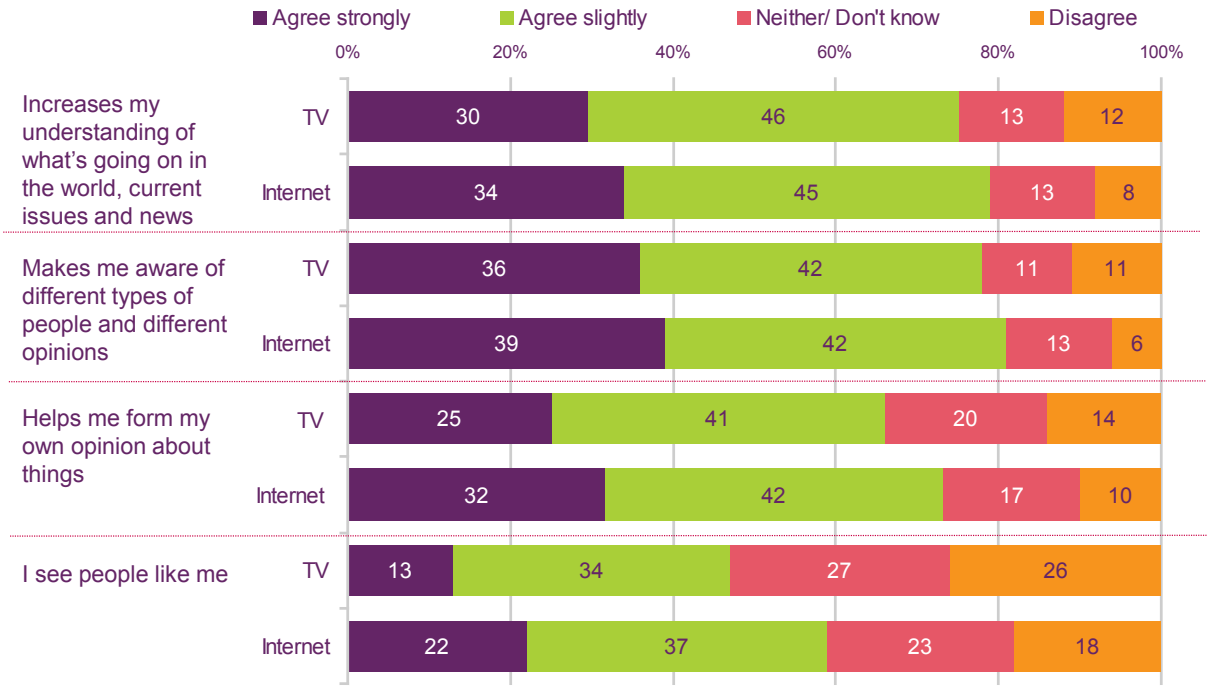
A majority of each type of user also agree that television and the internet make them aware of different types of people and different opinions, with more than three in ten agreeing strongly. TV viewers are more likely to disagree with this statement (11% vs. 6%).

Internet users aged 12-15 are more likely than those who watch television to agree that going online helps them form their own opinions (74% vs. 66%).

Compared to the other statements, there is less agreement among both television viewers and internet users that when using these media, they see people like themselves. While a majority of internet users agree overall, only a minority of TV users agree. Internet users are therefore more likely than TV viewers to agree strongly (22% vs. 13%).

There is only one difference by gender: boys aged 12-15 who watch television are more likely than girls to disagree that it helps them form their own opinions (18% vs. 11%).

Figure 81: Attitudes towards television and going online, among users aged 12-15:2013



QC5 A -D/ QC39 A-D I'm going to read some things about television/ the internet and going online , for each one please say which of the options on the card applies to you? (prompted responses, single coded)
Base: Those children aged 12-15 who watch TV at home (564) / Those children aged 12-15 who use the internet at home or elsewhere (565).
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Section 6

Parents' and children's concerns and attitudes

This section looks at parents' attitudes towards their children's use of television, radio and 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. It also documents children's attitudes to their use of media.

It concludes by looking at 12-15s' negative experiences of using the internet on mobile phones, their experience of risky online behaviour, and 'safe' and 'risky' online activities that they may have undertaken.

Key findings

Parents' concerns and attitudes

- Compared to 2012, concerns about media content for each of television, internet, mobile, gaming and radio are unchanged among parents of 5-15s overall. Parents of 3-4s and 5-7s tend to be most concerned about television, while parents of older children are equally concerned about television, the internet and mobiles.
- One in five parents of 5-15s (19%) are concerned about the things their child has seen on pre-watershed TV, with 3% very concerned. These concerns relate to offensive language, sexually explicit content, and violence.
- Around one in four of parents say they are very /fairly concerned about: their child being bullied online/ cyberbullying (24%); their child downloading viruses (23%) or giving out personal details to inappropriate people (22%). One in five or less are concerned about who their child is in contact with online (19%); online content (16%); that their child might bully others online (14%) or online sharing/accessing of copyrighted material (12%).
- About one in four parents of 8-15s have concerns about mobile phones. They are most concerned about their child being bullied through their mobile phone, or about them sharing their personal details with inappropriate people. About one in five parents whose child has a smartphone are also very/fairly concerned about their child downloading bogus or malicious apps, or the use of location-based services on their child's phone.
- One in five parents whose child's mobile phone is on a monthly contract have received unexpectedly high bills in the past 12 months; 10% say this is due to their child exceeding their call allowance and 5% say it is due to their child exceeding their data allowance.
- Around one in eight parents of 5-15s whose child plays games are concerned about gaming content (13%) and who their child might be gaming with through their device (12%). Both of these measures are unchanged since 2012.
- Most parents of 5-15s who go online at home trust their child to use the internet safely (83%), and feel that the benefits of the internet outweigh the risks (70%). Around half of parents of 3-4s trust their child to use the internet safely (52%) with most (63%) saying that the benefits outweigh the risks.
- Around half of parents of 5-15s who go online at home (47%) say their child knows more about the internet than they do. Fourteen per cent of parents of 3-4s agree with this statement.

Children's dislikes and experiences

- Across the different media that children use, dislikes about inappropriate content (seeing things that are too old for them or things that make them feel sad, frightened or embarrassed) have decreased since 2012 for both 8-11s and 12-15s, for television and the internet.
- In 2013, both 8-11s and 12-15s are less likely to say they would not tell anyone if they saw something online which they found worrying, nasty or offensive. Children aged 8-11 and 12-15 are most likely to report such content to a family member. Children aged 8-15 are no more likely than in 2012 to say that they have seen anything like this online in the past 12 months, although this is more likely for 12-15s (20%) than for 8-11s (9%).
- Seven per cent of 8-15s with a mobile phone say they have had personal experience of being bullied through a mobile in the past year. Four per cent of 8-11s and 9% of 12-15s have experienced being bullied online in the past year. Neither bullying online or through a mobile phone have changed since 2012 or 2011.
- Nineteen per cent of 12-15s say they have personally had a negative experience, other than bullying, online or via a mobile phone, in the past year; the most likely experience is of gossip being spread (13%).
- Eleven per cent of internet users aged 12-15 said they had taken the contact details of someone they had only met online, and 5% said they had sent personal information to someone they had only met online. These activities are no more likely than in either 2011 or 2012. In 2013, they are more common for those 12-15s with social networking profiles that may be visible to people not known to them, than for those whose profiles are visible only to their friends.
- Internet users aged 12-15 are less likely than in 2012 to know how to block, and to have blocked, messages from someone they did not want to hear from, and are less likely to know how to delete, and to have deleted, the history record of the websites they have visited.

Parents' concerns about media

A minority of parents express concerns about the media content their child has access to

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. Figure 82 summarises parental concern about the content that children encounter or engage with, to show how the level of concern varies for each medium.[86]

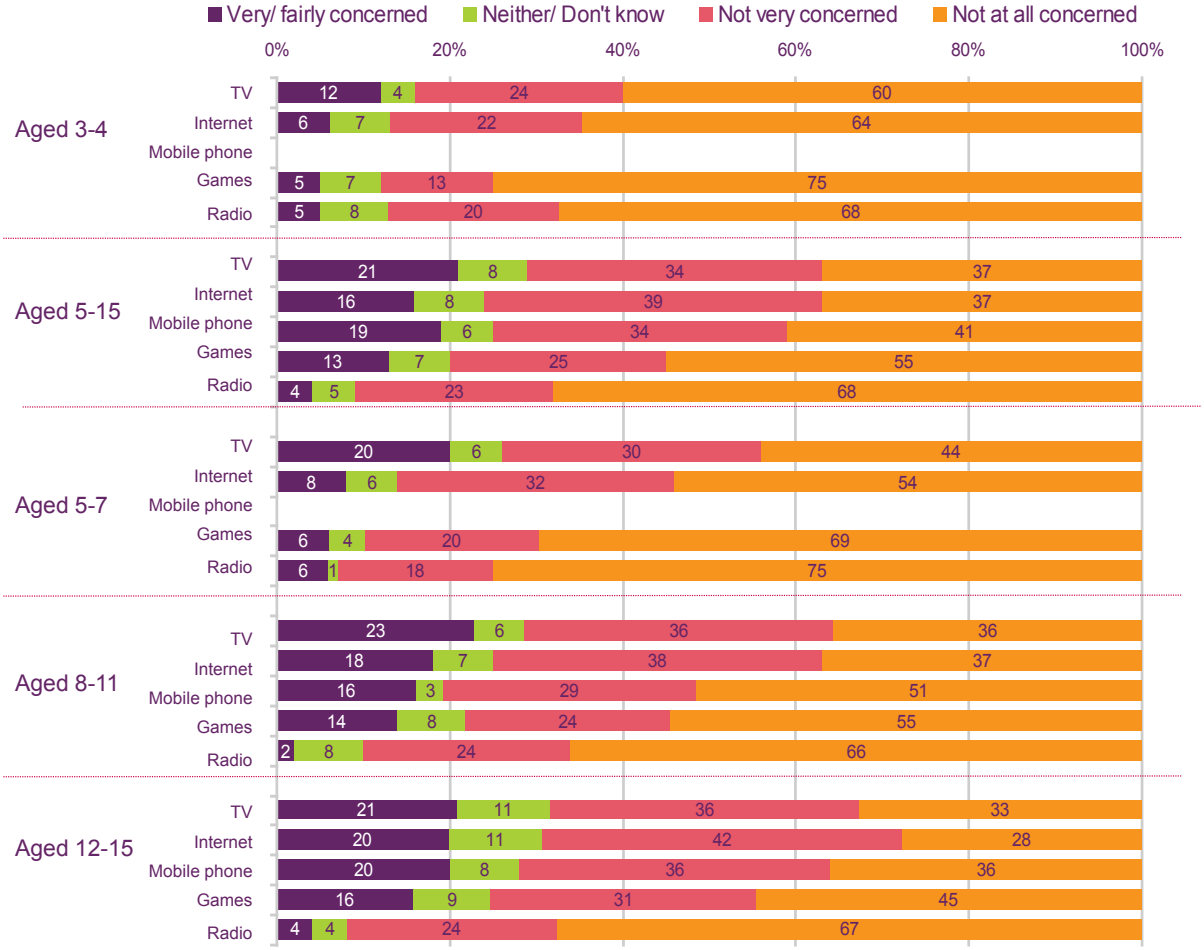
In 2013, parents of 5-15s are most likely to be concerned about television (21%) and mobile content (19%), followed by online (16%) and gaming content (13%), with relatively few concerned about radio content (4%).

Parents of 3-4s who use each medium are twice as likely to be concerned about television content (12%) than online (6%), gaming (5%) or radio content (5%). This pattern is repeated for parents of 5-7s who use each medium, although they are more likely than parents of 3-4s to be concerned about television content (20% vs. 12%).

[86] The comparisons are drawn between users of each medium, as opposed to being based on all parents irrespective of whether their child uses that medium.

In contrast, parents of 8-11s who use each medium are most likely to be concerned about television content (23%), least likely to be concerned about radio content (2%) and equally likely to be concerned about online (18%), mobile (16%) and gaming content (14%). Parents of 12-15s are equally likely to be concerned about television (21%), online (20%) and mobile content (20%), followed by gaming content (16%) and are less likely to be concerned about radio content (4%).

Figure 82: Parental concerns about media content, among users of each medium, by age: 2013[87]



QP18A/ QP57A/ QP68A/QP86A/QP25A - Please tell me the extent to which you are concerned about these aspects of your child's TV viewing /internet use/ mobile phone use/ games playing/ radio listening ? (prompted responses, single coded)
Base: Parents of children whose child watches TV at home (678 aged 3-4, 1671 aged 5-15, 524 aged 5-7, 583 aged 8-11, 564 aged 12-15)/ Uses the internet at home (219 aged 3-4, 1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15)/ Has their own mobile phone (674 aged 5-15, 188 aged 8-11, 467 aged 12-15)/ Plays games (386 aged 3-4, 1486 aged 5-15, 447 aged 5-7, 535 aged 8-11, 504 aged 12-15)/ Listens to the radio at home (168 aged 3-4,575 aged 5-15, 131 aged 5-7, 200 aged 8-11, 244 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental concerns about the media their child uses are unchanged since 2012

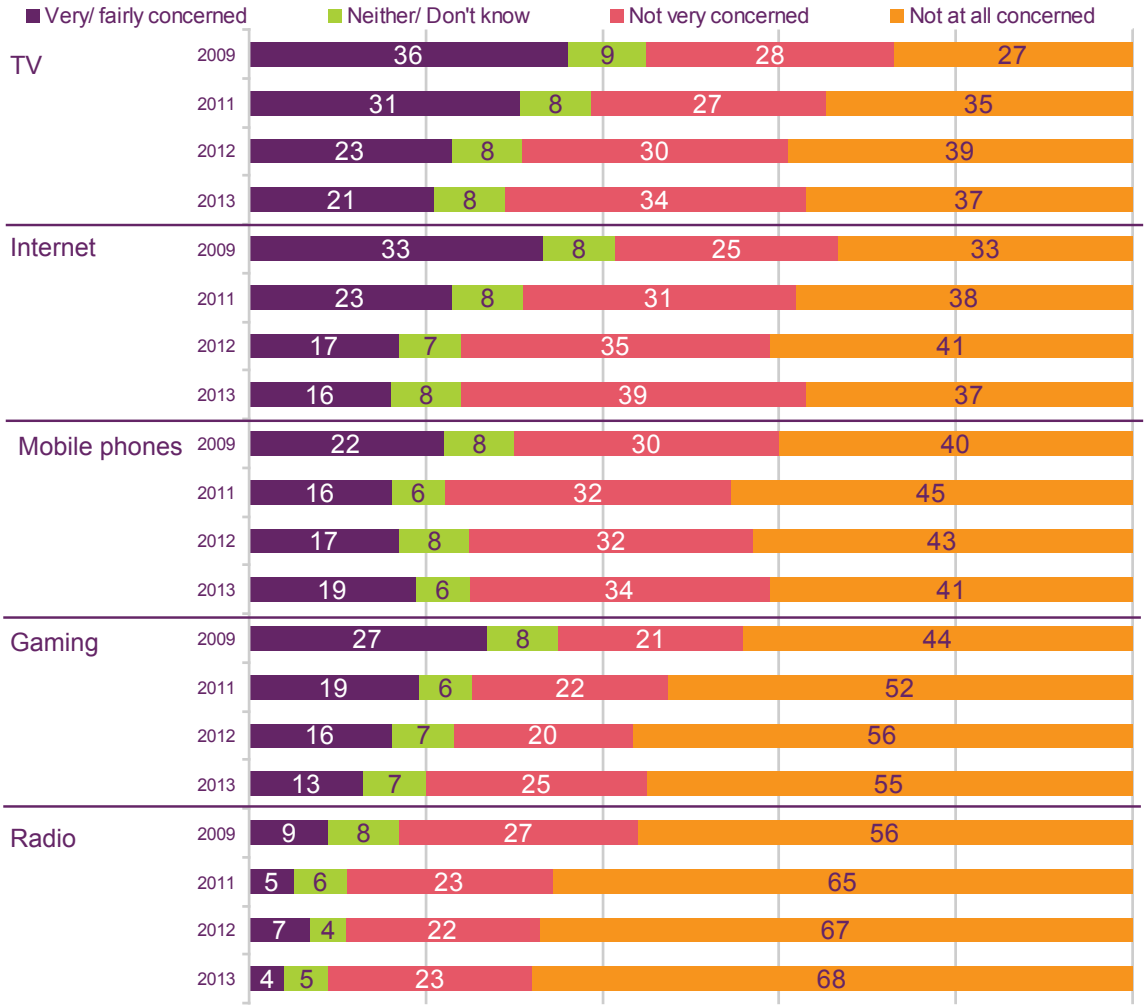
Figure 83 shows trends over time with regard to concerns about television, online, mobile, gaming and radio content, among parents of users aged 5-15.

Compared to 2012, there has been no change in the proportion of parents saying they are concerned overall (very/ fairly) or not concerned overall (not very/ not at all concerned)

[87] There are no data shown for children aged 3-4 or 5-7 for mobile phones, due to the low base of children of this age with a mobile phone.

across the media their child uses. Since 2009, parents overall are less likely to be concerned about television, online, and gaming content, with the biggest decline in concern being for online and television content. In comparison, numbers of parents saying they are very, or fairly, concerned about mobile and radio content have been relatively consistent over this time period.

Figure 83: Parental concerns about media content, among parents of 5-15s using each media type: 2009, 2011-2013



QP18A/ QP57A/ QP68A/QP86A/QP25A – Please tell me the extent to which you are concerned about these aspects of your child' s TV viewing /internet use/ mobile phone use? (prompted responses, single coded)
Base: Parents of users of each media) aged 5-15 (VARIABLE BASE– significance testing show s any change between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

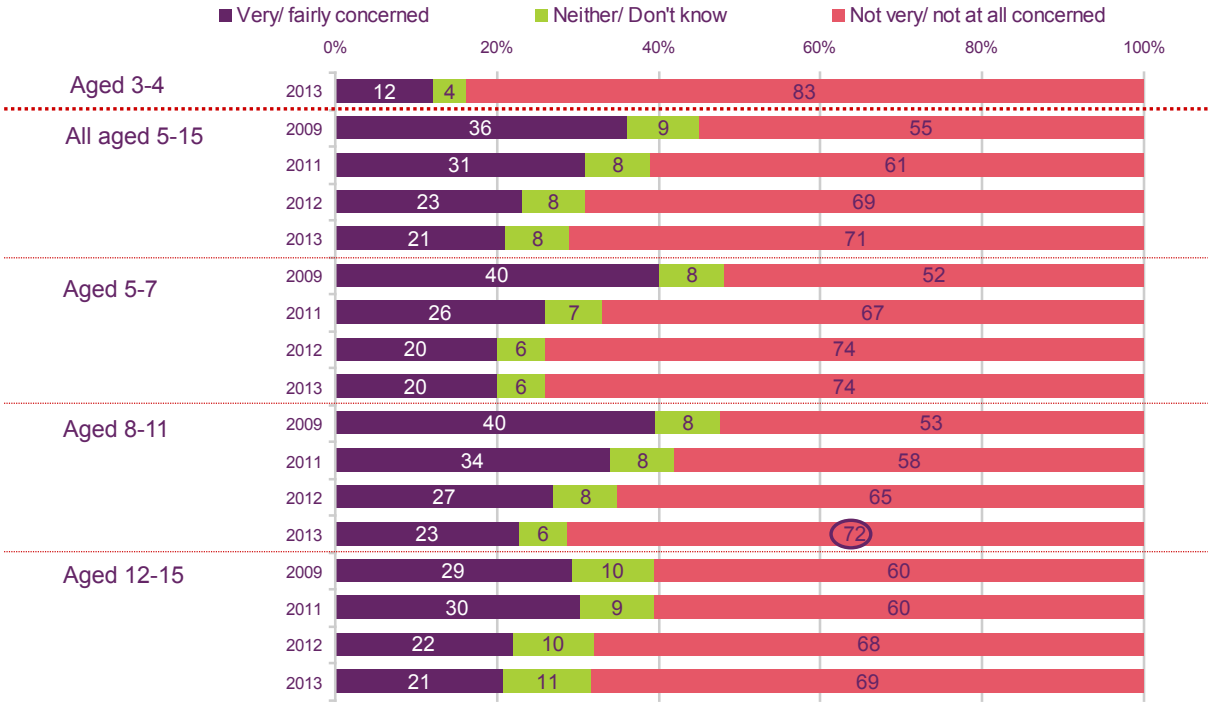
Parental concerns about television content

Parents of 8-11s are now more likely not to be concerned about television content

Figure 84 shows that since 2012, levels of concern about television content are unchanged for parents of 5-7s and 12-15s. Parents of 8-11s are now more likely to say they are not concerned (72% vs. 65%).

Results do not vary in 2013 by gender within age, or by household socio-economic group.

Figure 84: Parental concerns about television content, by age: 2009, 2011- 2013



QP18A – Please tell me the extent to which you are concerned about these aspects of your child's TV viewing? (prompted responses, single coded)
Base: Parents of children whose child watches TV at home (678 aged 3-4 in 2013, 2018 aged 5-15 in 2009, 1702 aged 5-15 in 2011, 1709 aged 5-15 in 2012, 1671 aged 5-15 in 2013, 567 aged 5-7 in 2009, 567 aged 5-7 in 2011, 568 aged 5-7 in 2012, 524 aged 5-7 in 2013, 764 aged 8-11 in 2009, 577 aged 8-11 in 2011, 572 aged 8-11 in 2012, 583 aged 8-11 in 2013, 558 aged 12-15 in 2011, 569 aged 12-15 in 2012, 564 aged 12-15 in 2013).
Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental concerns about pre-watershed television content

One in five parents of 5-15s are concerned about the things their child has seen on television, pre-watershed

In 2013, parents of 3-15s whose child watches TV at home were asked to think specifically about television programmes that are on during the day and evening up until 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.

The results are shown in Figure 85. One in five parents of children aged 5-15 (19%) are concerned about the types of things their child has seen on pre-watershed TV, with the majority (79%) saying they are either not very, or not at all, concerned. Parents of 12-15s are less likely than parents of 8-11s (52%) and parents of 5-7s (53%) to say they are not at all concerned (42%).

Levels of concern are lowest among parents of 3-4s, with one in ten concerned (11%) and close to nine in ten (88%) saying they are not very, or not at all, concerned.

There is one difference by gender, parents of boys aged 5-7 are more likely to be concerned compared to parents of girls (85% vs. 77%). Results do not differ by household socio-economic group.

Figure 85: Parental concerns about pre-watershed television content, by age: 2013

QP19 - I 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 whose child watches TV a home (678 aged 3-4, 1671 aged 5-15, 524 aged 5-7, 583 aged 8-11, 564 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of children aged 3-15 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 what concerned them about their child's TV viewing.

The results are shown in Figure 86, with the proportions rebased and expressed as a proportion of parents whose child watches TV at home[88]. One in five parents of 5-15s whose child watches TV at home (19%) have concerns about what their child has seen on pre-watershed TV in the past 12 months. Parents of 3-4s are less likely to be concerned (11%) compared to parents of 5-7s (17%), parents of 8-11s (19%) and parents of 12-15s (20%).

One in 20 parents of children aged 3-4 who watch TV at home are concerned about offensive language (6%) or violence (5%). All other concerns are expressed by less than one in 20 parents of 3-4s.

A minority of parents of 5-7s who watch TV at home are concerned about offensive language (9%), violence (8%) or sex/ sexually explicit content (7%). There are no concerns that are more apparent among parents of 3-4s or 5-7s than among parents of older children.

Similarly, no concerns are more likely to occur among parents of 8-11s than among parents of 12-15s or parents of 5-7s, although parents of 12-15s are more likely than parents of 8-

[88] The current data on watershed concerns are not directly comparable to the data previously published on watershed concerns. This is due to data being collected from different sources with different methodologies. In 2013 the data was collected from the Media Literacy Tracker with children and parents, while in 2011 and 2012 it was collected from an omnibus survey.

11s to be concerned about glamorisation of certain lifestyles (5% vs. 3%) and about discriminatory treatment/ portrayal of people (based on age/ disability/ sexuality/ race or religion) (3% vs. 1%).

There are some differences by gender. Parents of girls aged 5-7 are more likely than parents of boys to say they are concerned about generally unsuitable content of a sexual / sexually provocative nature (9% vs. 2%) or about the glamorisation of certain lifestyles (5% vs. 1%). Parents of boys aged 12-15 are more likely than parents of girls to be concerned about discriminatory treatment/ portrayal of people (based on age/ disability/ sexuality/ race or religion) (5% vs. 1%).

Parents of 5-15s in DE households are also less likely than all parents of 5-15s to have concerns about content that is unsuitable for younger people/ children (3% vs. 6%), while parents in C1 households are more likely to have this particular concern (10% vs. 6%).

Figure 86: Types of concern about pre-watershed television content, by age: 2013

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	11%	**19%**	17%	19%	20%
Offensive language	6%	**11%**	9%	11%	12%
Sex/ sexually explicit content	4%	**10%**	7%	10%	11%
Violence (in general)	5%	**9%**	8%	9%	9%
Generally unsuitable content of a sexual nature/sexually provocative	2%	**7%**	5%	6%	8%
Unsuitable content for younger people/ children	4%	**6%**	6%	6%	6%
Portrayal of anti-social behaviour	2%	**6%**	4%	5%	7%
Unsuitable content aired pre-watershed	2%	**4%**	3%	4%	5%
Overtly sexual performances	2%	**4%**	2%	4%	4%
Glamorisation of certain lifestyles	2%	**4%**	2%	3%	5%
Nakedness/ naked bodies	2%	**3%**	2%	4%	3%
Lack of respect towards adults	0%	**2%**	1%	3%	2%
Discriminatory treatment/ portrayal of people	0%	**2%**	1%	1%	3%
Makes me feel embarrassed/ don't feel comfortable watching with children	1%	**1%**	1%	2%	1%
Negative portrayal of women	1%	**1%**	1%	1%	1%
Makes me feel embarrassed/ don't feel comfortable watching with other adults	1%	**1%**	1%	1%	2%
Invasion of privacy/ not respecting people's privacy	0%	**1%**	0%	1%	0%
Graphic news coverage	0%	**0%**	1%	0%	0%
Adverts/ advertising unsuitable for children	1%	**0%**	1%	0%	0%

QP20 - 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? concerned about pre-9pm TV content child watches (Spontaneous responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home
Base: Parents whose child watches TV at home (678 aged 3-4, 1671 aged 5-15, 524 aged 5-7, 583 aged 8-11, 564 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of 3-15s with pre-watershed television content concerns were prompted with a list of types of television programmes and were asked which, if any, prompted concerns in relation to their child's TV viewing. These data have been rebased and expressed as a proportion of parents whose child watches TV at home[89].

There is no particular type of programme that more than five per cent of parents of 3-4s are likely to be concerned about. Eight per cent of parents of 5-7s are concerned about soaps. Parents of 5-7s are more likely than parents of 3-4s to be concerned about soaps (8% vs. 4%), children's programmes (5% vs. 2%) or magazine-style shows (2% vs. 0%). Eight per cent of parents of 8-11s are also concerned about soaps; all other programme types are a concern for fewer than five per cent of parents of 8-11s. One in ten parents of 12-15s are concerned about reality programmes (11%) and this is higher than for 3-4s (2%), 5-7s (4%) or 8-11s (5%).

There is one difference by gender. Parents of boys aged 12-15 are more likely than parents of girls to be concerned about films (11% vs. 4%). Parents of 5-15s in DE households are less likely to have concerns about reality programmes, compared to all parents (4% vs. 7%), while AB parents are more likely to have concerns (11% vs. 7%).

Figure 87: Types of television programmes that concern parents whose child watches TV, by age: 2013

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
ANY CONCERNS	11%	**19%**	17%	19%	20%
Soaps	4%	**8%**	8%	8%	7%
Reality programmes	2%	**7%**	4%	5%	11%
Films	3%	**6%**	5%	5%	8%
Dramas	3%	**4%**	3%	4%	5%
News programmes	2%	**4%**	4%	4%	4%
Music videos	1%	**3%**	3%	4%	3%
Talent shows	1%	**3%**	2%	3%	4%
Documentaries	2%	**3%**	2%	2%	3%
Children's programmes	2%	**2%**	5%	2%	1%
Programme trailers	1%	**2%**	2%	2%	1%
Current affairs programmes	1%	**2%**	1%	1%	2%
Magazine style shows	0%	**1%**	2%	1%	1%
General entertainment (including quiz shows)	1%	**1%**	1%	2%	2%
Sports programmes	1%	**1%**	1%	1%	1%
Adverts	0%	**1%**	1%	1%	0%
Cartoons	0%	**0%**	1%	0%	0%

QP21 - And which of these types of programme concern you regarding your child's television viewing, during the day and up until 9pm in the evening, in the last 12 months? (prompted responses, multi coded) – incidences have been rebased to be shown as a proportion of children aged 3-15 who watch TV at home
Base: Parents whose child watches TV at home (678 aged 3-4, 1671 aged 5-15, 524 aged 5-7, 583 aged 8-11, 564 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[89] See footnote 88.

Parental attitudes towards the internet

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

Most parents trust their child to use the internet safely

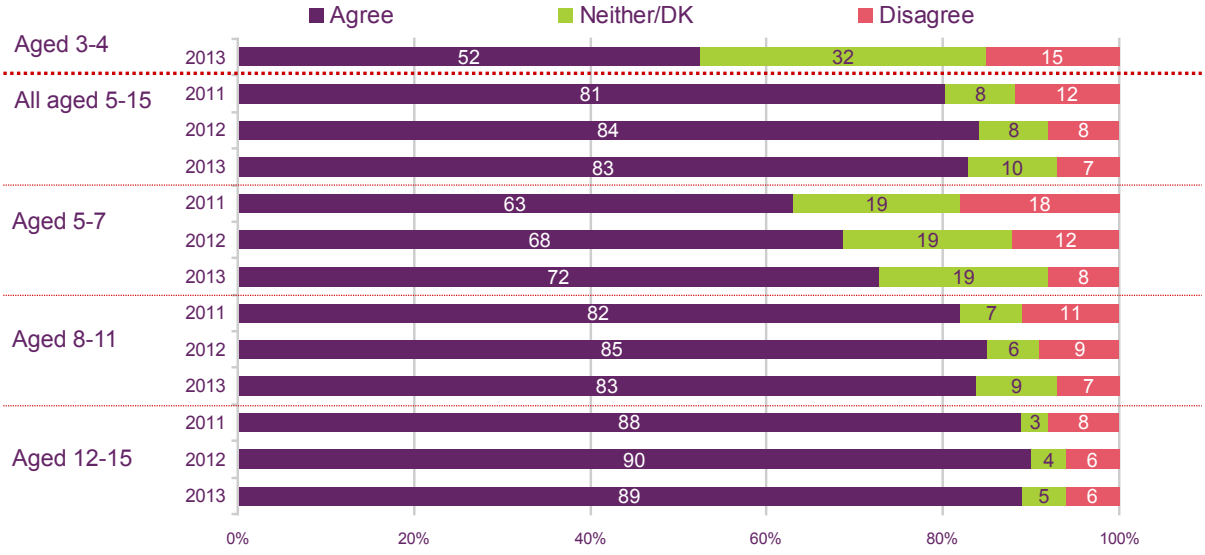
Figure 88 shows that the majority of parents continue to agree with the statement: "I trust my child to use the internet safely" (83%). Slightly less than one in ten parents of all 5-15s (7%) disagree. Parents' agreement that they trust their child increases with each age group, as was the case in 2011 and 2012.

While the majority of parents of 3-4s agree (52%), they are much less likely to agree, and are much more likely to disagree than parents of 5-7s, 8-11s and 12-15s.

In 2013, as in 2012, there are no differences in the extent of agreement by gender within age, or among parents of 5-15s by socio-economic group.

There has been no change in the extent of agreement for any age group of child, compared to 2012.

Figure 88: Parental agreement – "I trust my child to use the internet safely", by age: 2011-2013



QP49B – 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 use the internet at home (219 aged 3-4 in 2013, 1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

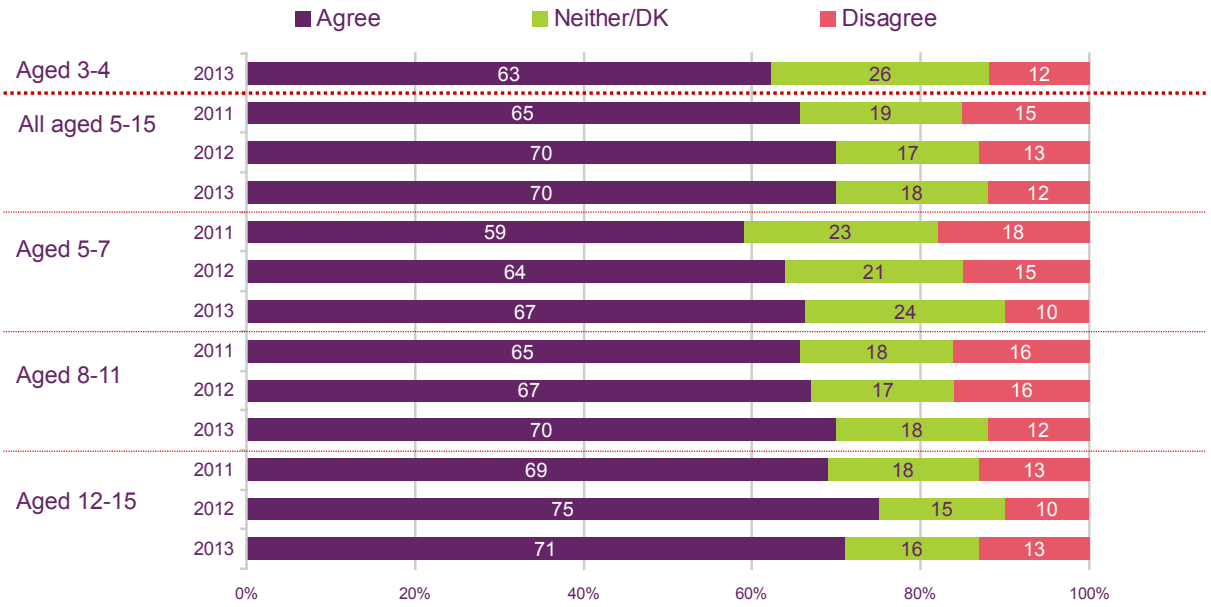
The majority of parents continue to feel that the benefits of the internet outweigh the risks

The majority of parents of 5-15s agree with this statement (70%), but more than one in ten parents of children aged 5-15 (12%) disagree. In 2013, there is no variation in level of agreement by the age of the child. The majority of parents of 3-4s also agree with this statement (63%) with agreement at a similar level to those of parents of 5-7s (67%), parents of 8-11s (70%) and parents of 12-15s (71%).

There has been no change in the levels of agreement for any age group of child compared to 2012.

In 2013 parents of boys aged 12-15 are more likely than parents of girls to agree (76% vs. 66%). There are no differences by household socio-economic group.

Figure 89: Parental agreement – "the benefits of the internet for my child outweigh any risks", by age: 2011-2013



QP49A– 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 use the internet at home (219 aged 3-4 in 2013, 1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Close to half of parents say that their child knows more about the internet than they do

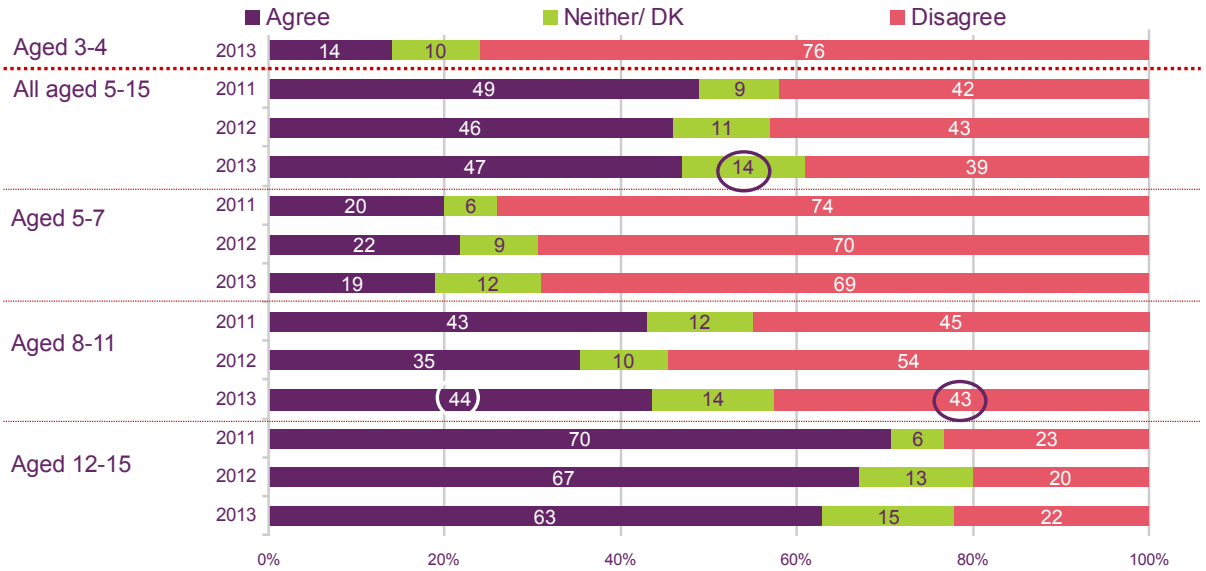
Nearly half of all parents of a child aged 5-15 (47%) agree with the statement: "my child knows more about the internet than I do". Agreement increases with each age group, with one in five parents of a 5-7 year-old agreeing (19%), compared to more than four in ten parents of an 8-11 year-old (44%) and six in ten parents of 12-15s (63%).

One in seven (14%) parents of children aged 3-4 also agree with this statement, with three in four (76%) disagreeing.

Compared to 2012, parents of 8-11s are more likely to agree (44% vs. 35%) and less likely to disagree (43% vs. 54%).

In 2013, parents of girls aged 12-15 are more likely than parents of boys to disagree (26% vs. 18%). As in 2012, parents of children aged 5-15 in AB households are less likely to agree, compared to all parents (34% vs. 47% in 2013). In 2013, however, parents in C2 and DE households are less likely than all parents to disagree (32% for C2s and 27% for DEs vs. 39%).

Figure 90: Parental agreement – "my child knows more about the internet than I do", by age: 2011-2013

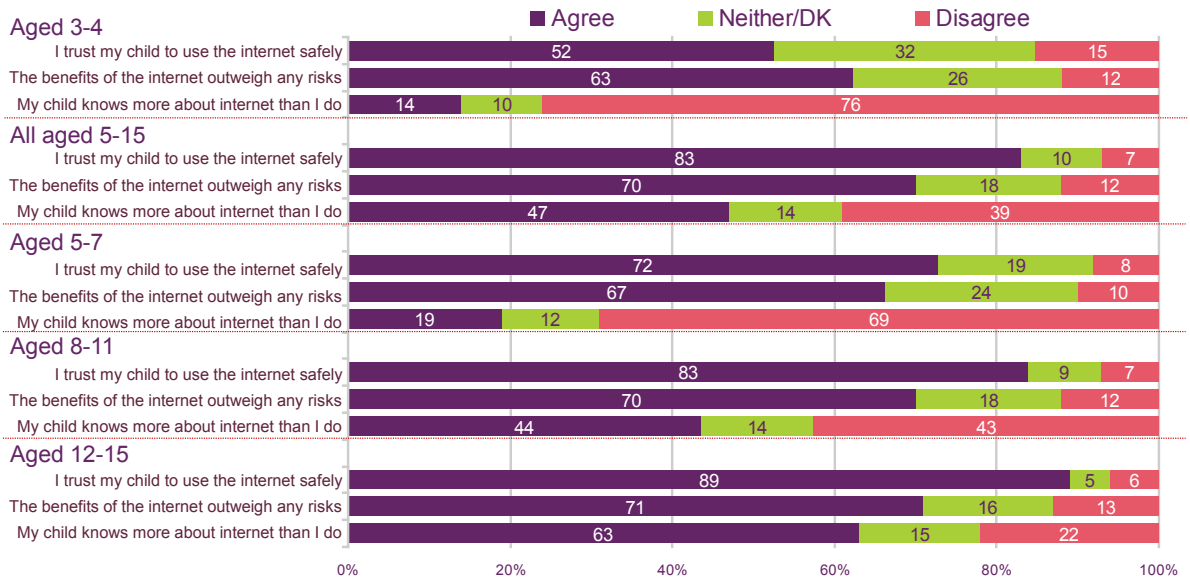


QP49C– Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who use the internet at home (219 aged 3-4 in 2013, 1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 91 summarises these attitude statements by age for 2013. Parents of 8-11s and 12-15s are more likely to agree with "I trust my child to use the internet safely" compared to "the benefits of the internet outweigh any risks" or "my child knows more about the internet than I do".

Parents of 5-7s are as likely to agree with "I trust my child to use the internet safely" as with "The benefits of the internet outweigh any risks" while parents of 3-4s are more likely to agree that "the benefits of the internet outweigh any risks" than agree that "I trust my child to use the internet safely".

Figure 91: Summary of parental agreement with attitudinal statements about the internet, by age: 2013



QP49A/ B/ C – 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 use the internet at home (219 aged 3-4 in 2013, 1426 aged 5-15 in 2013, 381 aged 5-7 in 2013, 497aged 8-11 in 2013, 548 aged 12-15 in 2013)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental concerns about the internet

Little change since 2012 in parental concerns about aspects of their child's internet use

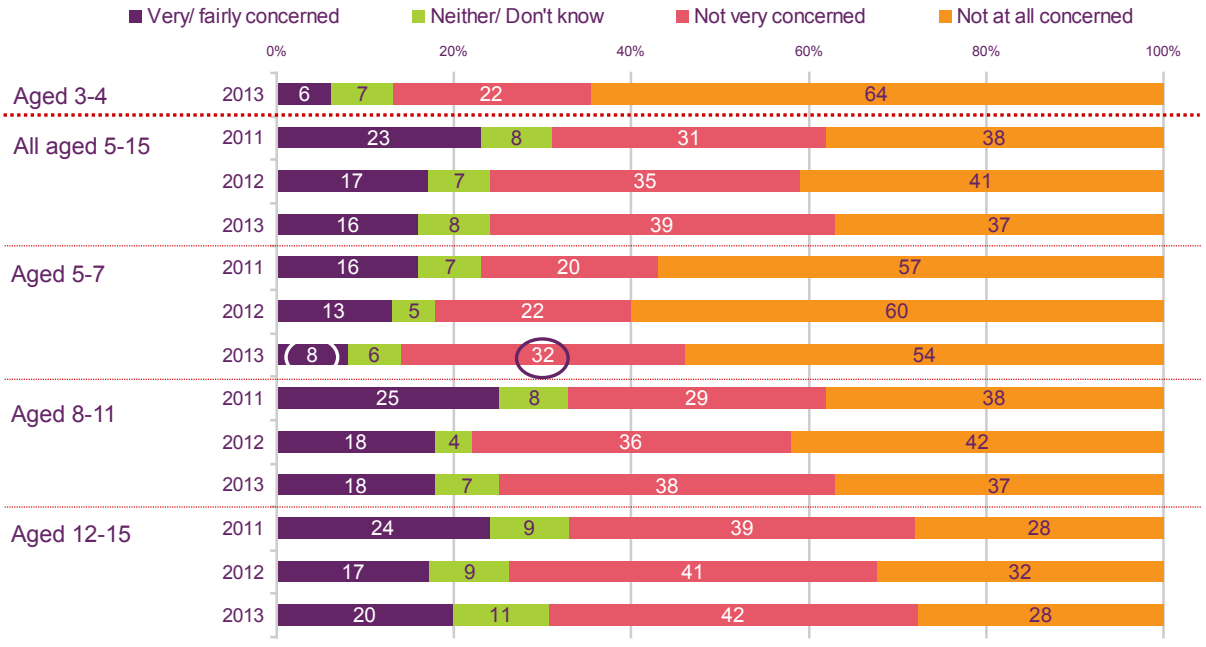
Parents of children aged 3-15 who use the internet at home were asked about the extent of their concerns relating to online content, while parents of children aged 5-15 were asked about their concerns about who their children were in contact with online, as shown in Figure 92 and Figure 93.

One in five parents of 5-15s (19%) are concerned about who their child is in contact with online, with a similar proportion concerned about the content of the websites their child visits (16%). Unlike concerns about online content, concerns about who the child is in contact with increase with the age of the child. Parents of 12-15s are more likely to be concerned than parents of 8-11s (26% vs. 16%) and parents of 8-11s are more likely to be concerned than parents of 5-7s (16% vs. 9%). Parents of 12-15s are equally concerned as parents of 8-11s about online content, and both are more concerned than parents of 5-7s (20% for 12-15s, 18% for 8-11s vs. 8% for 5-7s).

Concerns about online content, or who their child may be in contact with online, do not vary by gender within age, nor are there any differences by household socio-economic group.

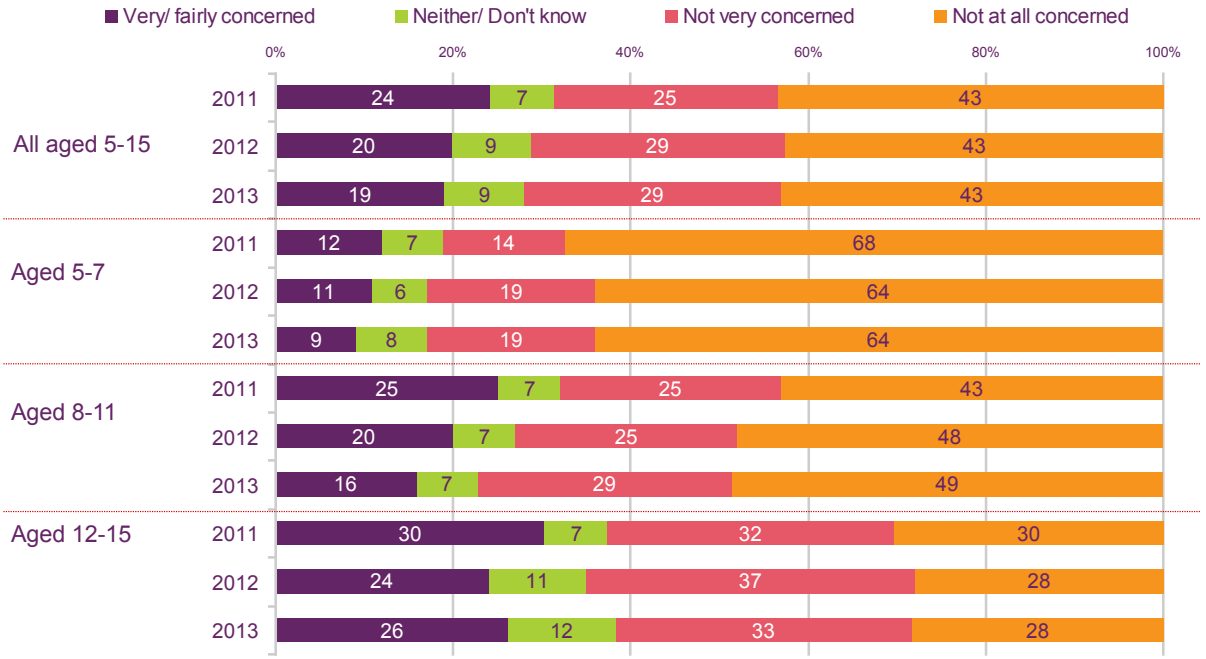
Compared to 2012, parents of 5-7s are less likely to be concerned about the content of the websites that their child visits (8% vs. 13%). Since 2012, there has been no change in the extent of parental concern about who their child is in contact with, for any group of children.

Figure 92: Parental concerns about online content, by age: 2011-2013



QP57A – Please tell me the extent to which you are concerned about these possible aspects of your child's internet use – The content on the websites that they visit (prompted responses, single coded)
Base: Parents of children who use the internet at home (219 aged 3-4 in 2013, 1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 93: Parental concerns about who their child may be in contact with online, by age: 2011-2013



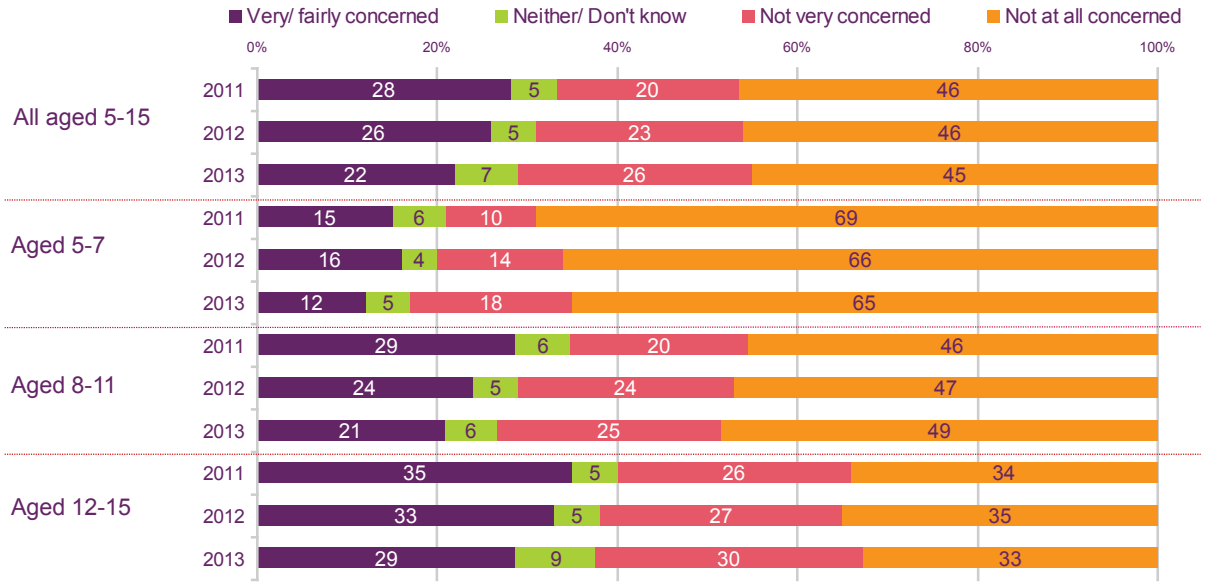
QP57C – Please tell me the extent to which you are concerned about these possible aspects of your child's internet use – Who they are in contact with online (prompted responses, single coded)
Base: Parents of children who use the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of 5-15s who use the internet at home were also asked how concerned they were about their child giving out personal information online to inappropriate people, as shown in Figure 94.

One in five parents (22%) of children aged 5-15 who use the internet at home are concerned that their child may be giving out personal details to inappropriate people. Concern increases with the age of the child (12% for 5-7s, 21% for 8-11s and 29% for 12-15s). However, the majority of parents continue not to be concerned (71%).

There has been no change in the level of concern since 2012 for any age group of children. In 2013, there are no differences by gender within age, or by household socio-economic group.

Figure 94: Parental concerns about their child giving out personal details online to inappropriate people, by age: 2011-2013

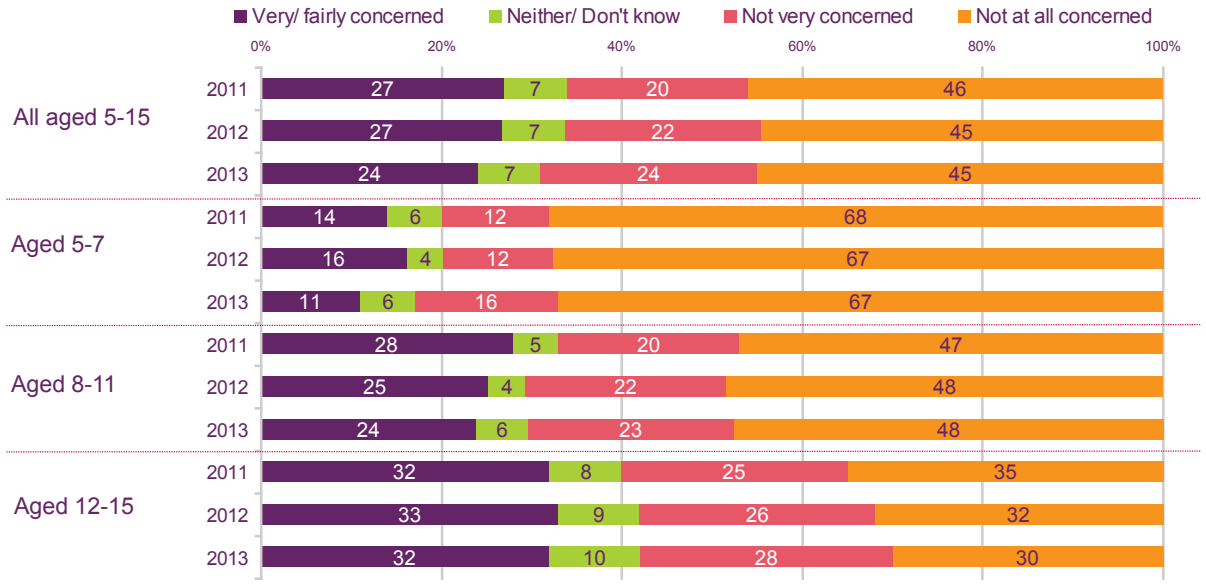


QP57F – Please tell me the extent to which you are concerned about these possible aspects of your child's internet use – Them giving out their personal details to inappropriate people (prompted responses, single coded)
Base: Parents of children who use the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Levels of parental concern about cyber-bullying are similar to levels of concern about their child giving out personal details online: two in three parents of 5-15s are not concerned (68%), while around one in four (24%) are concerned. Concern also increases with the age of the child, accounting for one in ten parents of 5-7s (11%), one in four parents of 8-11s (24%) and one in three parents of 12-15s (32%).

There is only one difference by gender: parents of 8-11 year old boys are more likely than parents of girls to say they are not concerned about their child being bullied online (76% vs. 66%). There are no differences by household socio-economic group, and there has been no change in the level of concern about cyber-bullying since 2012.

Figure 95: Parental concerns about their child and cyber-bullying, by age: 2011-2013

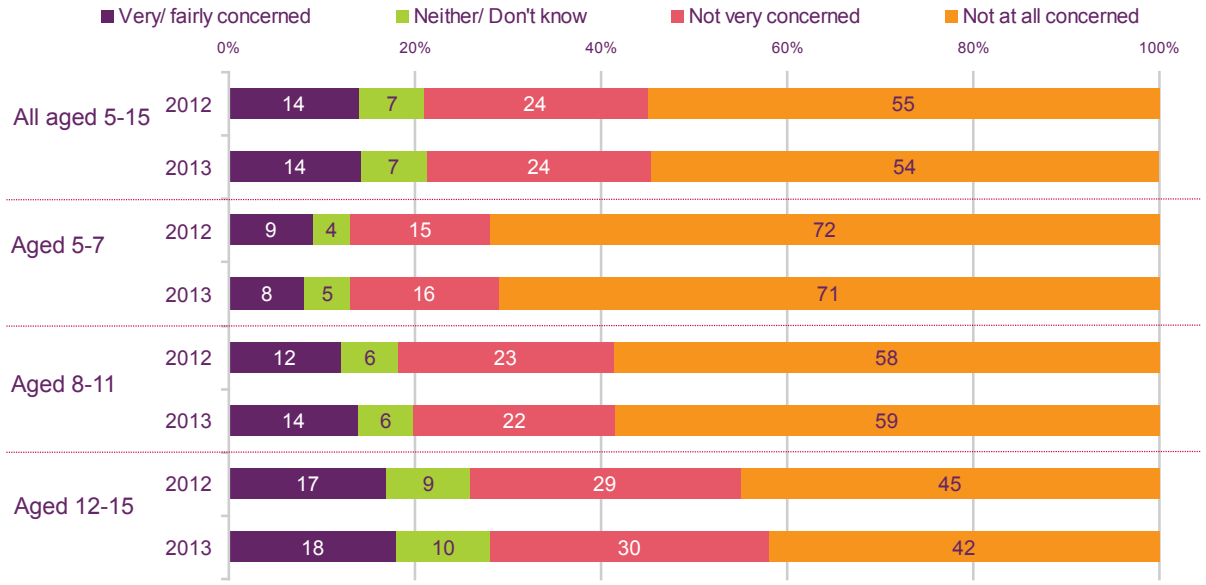


QP57G- Please tell me the extent to which you are concerned about these possible aspects of your child's internet use –Them being bullied online/ cyber bullying (prompted responses, single coded)
Base: Parents of children who use the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

In 2012, a new question was added to the survey in order to establish the extent to which parents were concerned about the possibility of their child bullying others online. In 2013, one in seven (14%) parents of 5-15s who use the internet at home said they were concerned, with parents of 8-11s and parents of 12-15s being more concerned than parents of a child aged 5-7 (18% for 12-15s, 14% for 8-11s vs. 8%).

Parents of children aged 5-15 in AB households are more likely to be very concerned (8% vs. 5%) and those in DE households are less likely to say they are not concerned (73% vs. 78%). There are no differences in extent of concern by gender within age. There has been no change in the extent of concern since 2012.

Figure 96: Parental concerns about their child bullying others online, by age: 2012-2013



QP57H- Please tell me the extent to which you are concerned about these possible aspects of your child's internet use –The possibility of them bullying others online or making negative comments about other people online (prompted responses, single coded)
Base: Parents of children who use the internet at home (1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of 5-15s who use the internet at home were asked how concerned they were about their child's illegal online sharing or accessing copyrighted material[90]. They were also asked about their child downloading or getting viruses or other harmful software installed on the PC as a result of what they do online. Findings are shown in Figure 97 and Figure 98.

Around one in eight parents (12%) are concerned about their child illegally online sharing or accessing copyrighted material. Parents of 12-15s (15%) are more likely to be concerned than parents of 5-7s (18%).

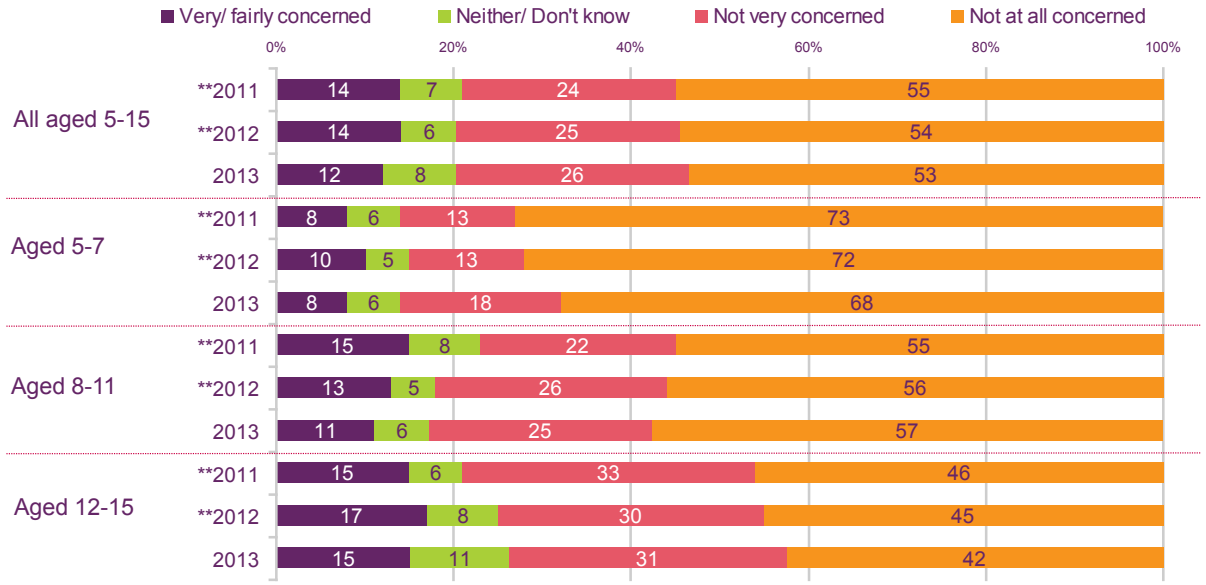
Overall, one in four parents (23%) say they are concerned about their child downloading or getting viruses or other harmful software installed on the PC. Concern increases with the age of the child (12% for 5-7s vs. 20% for 8-11s and 31% for 12-15s).

As with most of the other areas of online parental concern that were asked about, a majority of parents in each age group say they are not concerned about either of these measures.

There are no differences in the level of parental concern by the gender of the child or by the household socio-economic group for either of these measures. There has also been no change in the level of parental concern for either measure, among any group of child, since 2012.

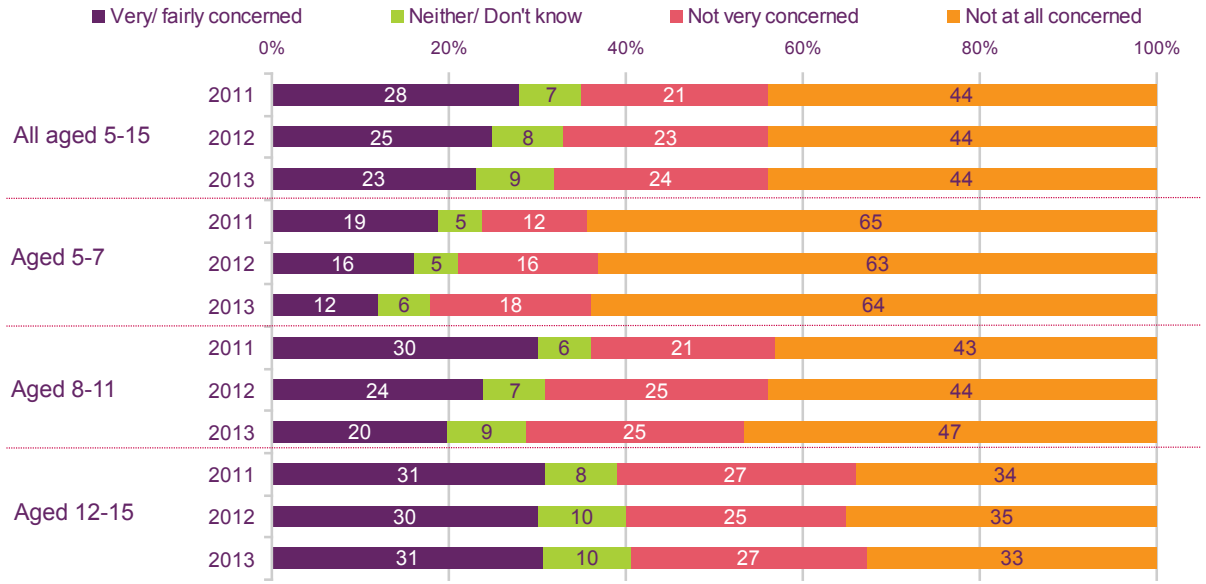
[90] Prior to 2013 this question asked about any illegal downloading / downloading of copyrighted material.

Figure 97: Parental concerns about their child and online sharing/ accessing of copyrighted material, by age: 2011-2013



QP57D– Please tell me the extent to which you are concerned about these possible aspects of your child's internet use – Any illegal online sharing or accessing of copyrighted material **NB Prior to 2013 this question asked about any illegal downloading or downloading of copyrighted material (prompted responses, single coded)
Base: Parents of children who use the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 98: Parental concerns about their child downloading viruses, by age: 2011-2013



QP57E - Please tell me the extent to which you are concerned about these possible aspects of your child's internet use –Downloading or getting viruses or other harmful software installed on the PC as a result of what they do online (prompted responses, single coded)
Base: Parents of children who use the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 99 below summarises the various concerns that parents of 5-15s who use the internet at home were asked about. Among all parents, around one in four are concerned about their child being bullied (24%), downloading viruses (23%) or giving out personal details to inappropriate people (22%). One in five parents, or less, are concerned about who their child may be in contact with online (19%), the content of the websites their child visits (16%), their child potentially being a cyber-bully (14%) or about any illegal online sharing or accessing of copyrighted material (12%).

Figure 99: Parental concerns about aspects of their child's internet use among 5-15s: 2013

QP57A/C-H – Please tell me the extent to which you are concerned about these possible aspects of your child's internet use (prompted responses, single coded)
Base: Parents of children who use the internet at home (1426 aged 5-15 in 2013)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental concerns about mobile phones

A minority of parents express concerns relating to their child's mobile phone use

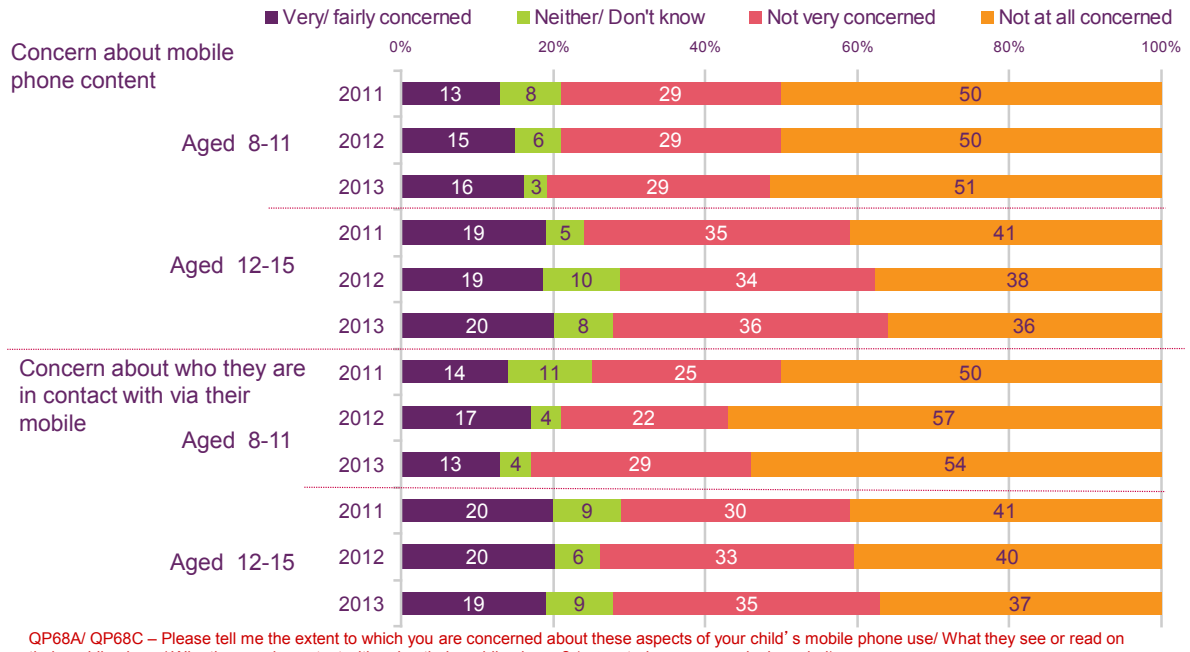
Parents of children aged 3-15[91] with their own mobile phone were asked about a range of concerns relating to their child's use of their mobile phone. Figure 100 shows that the proportion of parents who are concerned about what their child sees or reads on their mobile phone is relatively low for each age group; accounting for 16% of parents of an 8-11 year old and 20% of parents of a 12-15 year old.

A similar proportion of parents of 8-11s (13%) and 12-15s (19%) express concern about who their child may be in contact with, as shown in Figure 100.

In 2013, there are no differences by gender within age among 12-15s[92]. There are also no differences by household socio-economic group.

Compared to 2012 there has been no change, for either measure, in the proportion of parents who say they are or are not concerned.

Figure 100: Parental concerns about mobile phone content and who their child is in contact with via their mobile, by age: 2011-2013



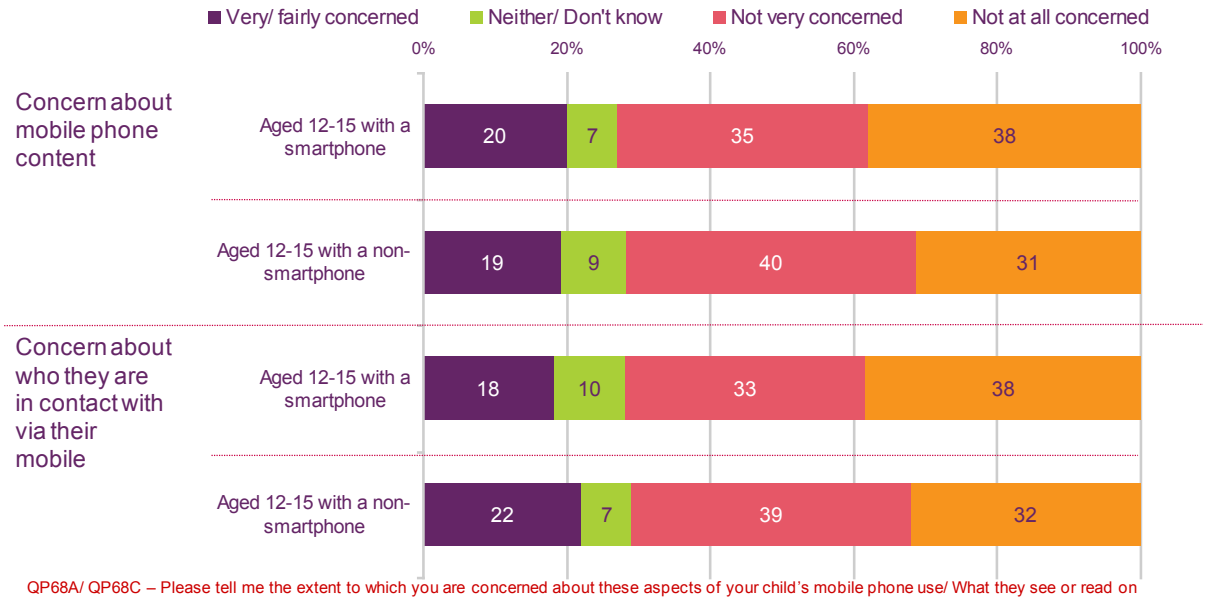
QP68A/ QP68C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ What they see or read on their mobile phone/ Who they are in contact with using their mobile phone ? (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (274 aged 8-11 in 2011, 238 aged 8-11 in 2012, 188aged 8-11 in 2013, 496 aged 12-15 in 2011, 493 aged 12-15 in 2012, 467 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

As shown in Figure 101, parents of children aged 12-15 with a smartphone are no more likely than parents whose child has a non-smartphone to be concerned about both these aspects of their child's mobile phone use. This was not the case in 2012, when parents of

[91] Parents of children aged 3-4 with their own mobile phone were only asked about concerns relating to mobile phone content. Low base sizes prevent analysis among parents of 3-4s at this question. Low base sizes also prevent analysis for this and subsequent questions among parents of children aged 5-7.
[92] Low base sizes prevent analysis by gender among children aged 8-11.

12-15s with a smartphone were more likely to have both of these types of concern, compared to parents whose child had a non-smartphone.

Figure 101: Parental concerns about mobile phone content and who their child is in contact with, among children aged 12-15 with a smartphone or a non-smartphone: 2013



QP68A/ QP68C – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ What they see or read on their mobile phone/ 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 (356 aged 12-15 with a smartphone, 111 aged 12-15 with a non-smartphone).
Significance testing shows any difference between those aged 12-15 with a smartphone and a non-smartphone
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of children aged 5-15 with their own mobile phone were asked about the extent of any concerns about their child being bullied via calls/ texts/ emails to their mobile phone.

Figure 102 shows that one in five parents of 8-11s (20%) and one in four parents of 12-15s (26%) say they are concerned about this aspect of their child's mobile phone use. Parents of 8-11s are more likely than parents of 12-15s to say they are not at all concerned (54% vs. 38%). In 2013, there are no differences by gender within age or by household socio-economic group.

There has been no change since 2012 in the levels of concern among parents of 8-11s or 12-15s.

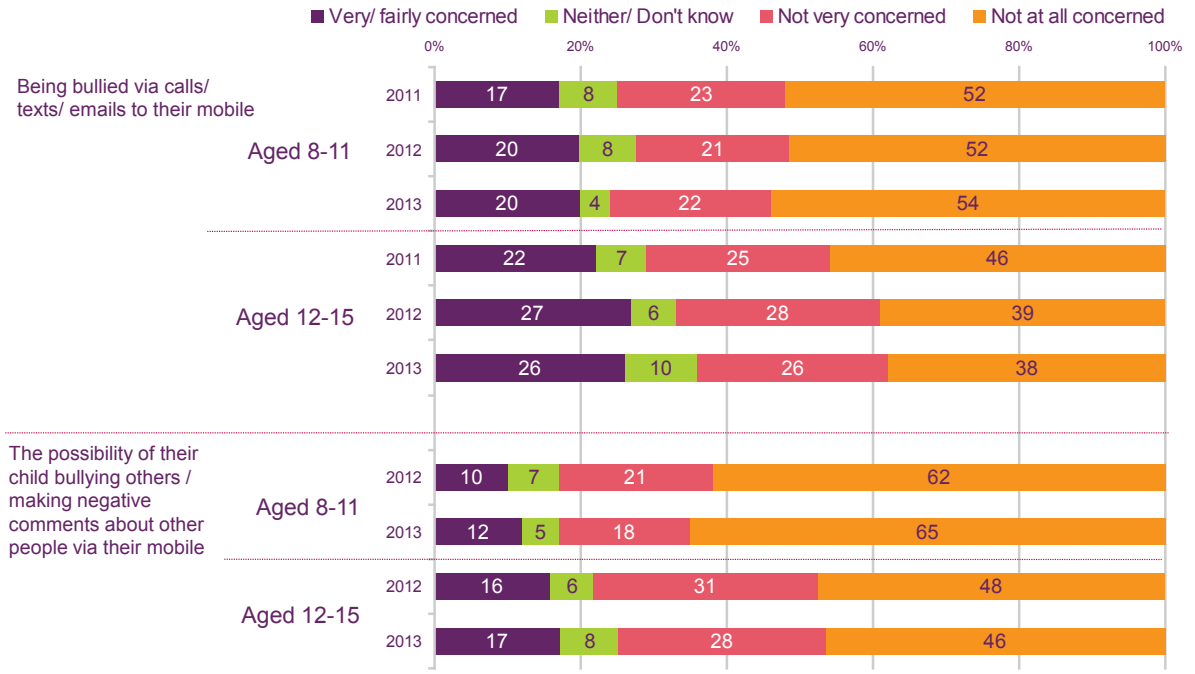
In 2012, parents whose child had a mobile phone were asked whether they were concerned about the possibility of their child bullying others or making negative comments about other people via their mobile phone. Figure 102 shows these findings. One in eight parents (12%) of a child aged 8-11 and around one in six (17%) parents of a 12-15 year old child say they are concerned. But parents of 8-11s are more likely than parents of 12-15s to say they are not at all concerned about their child bullying others in this way (65% vs. 46%).

In 2013, there are no differences by gender, within age or by household socio-economic group. There has been no change since 2012 in either of these measures among parents of 8-11s and 12-15s.

Parents of 12-15s are more likely to be concerned about their child being bullied through their mobile phone than about the possibility of their child bullying others in this way.

Neither of the concerns shown in Figure 102 varies among parents of children aged 12-15 with a smartphone compared to children with a non-smartphone.

Figure 102: Parental concerns about their child being bullied via calls/ texts/ emails to the child's mobile phone, and the possibility of their child bullying others/ making negative comments about other people via their mobile phone, by age: 2011-2013



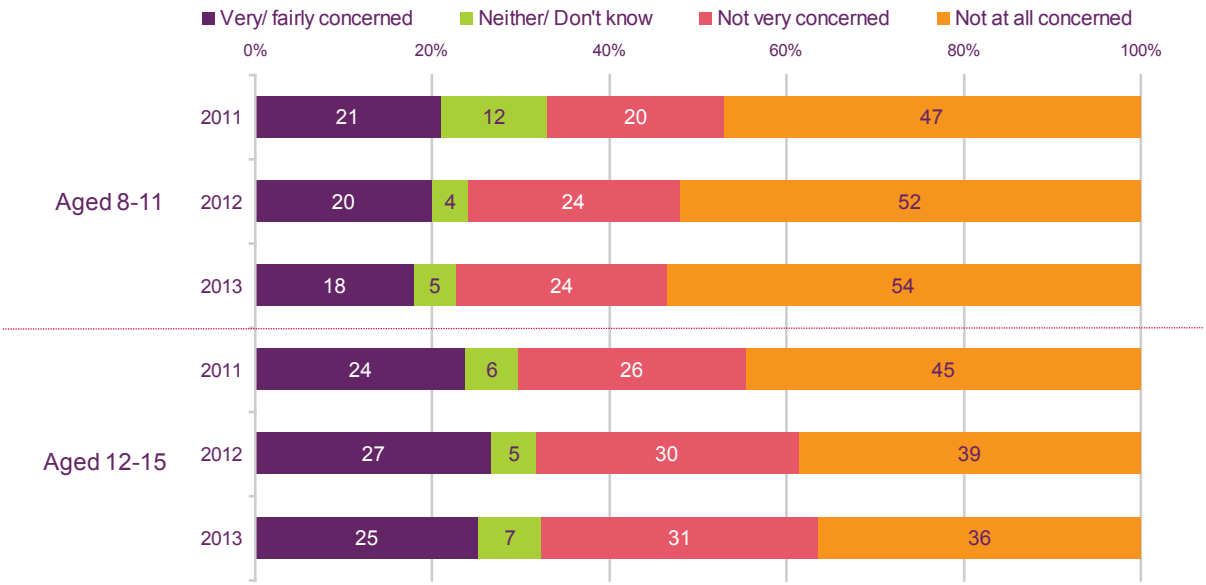
QP68H/ QP68I – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ Being bullied via calls /texts/ emails/ messages to their mobile phone/ The possibility of them bullying others or making negative comments about other people via their mobile phone (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (274 aged 8-11 in 2011, 238 aged 8-11 in 2012, 188aged 8-11 in 2013, 496 aged 12-15 in 2011, 493 aged 12-15 in 2012, 467 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

A similar proportion of parents who are concerned about their child being bullied through their mobile phone are concerned about their child giving out personal details to inappropriate people, as shown in Figure 103 (18% for 8-11s and 25% for 12-15s).

In 2013, there are no differences by gender within age, or by household socio-economic group. There are no differences in the extent of concern between parents of 12-15s with a smartphone and parents whose child has a non-smartphone.

There has been no change since 2012 in the proportion of parents saying they are concerned, or not concerned, about this aspect of their child's mobile phone use.

Figure 103 : Parental concerns about their child giving out personal details to inappropriate people, by age: 2011-2013



QP68E– Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use/ Them giving out their personal details to inappropriate people? (prompted responses, single coded)
Base: Parents of children whose child has their own mobile phone (274 aged 8-11 in 2011, 238 aged 8-11 in 2012, 188aged 8-11 in 2013, 496 aged 12-15 in 2011, 493 aged 12-15 in 2012, 467 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

In 2013, parents of children aged 8-11 and 12-15, whose child has a smartphone, were asked about two additional concerns, as shown in Figure 104. One in four parents of 8-11s with a smartphone (24%) are concerned about their child downloading malicious or bogus apps. One in five parents of 12-15s with a smartphone (19%) also have this concern.

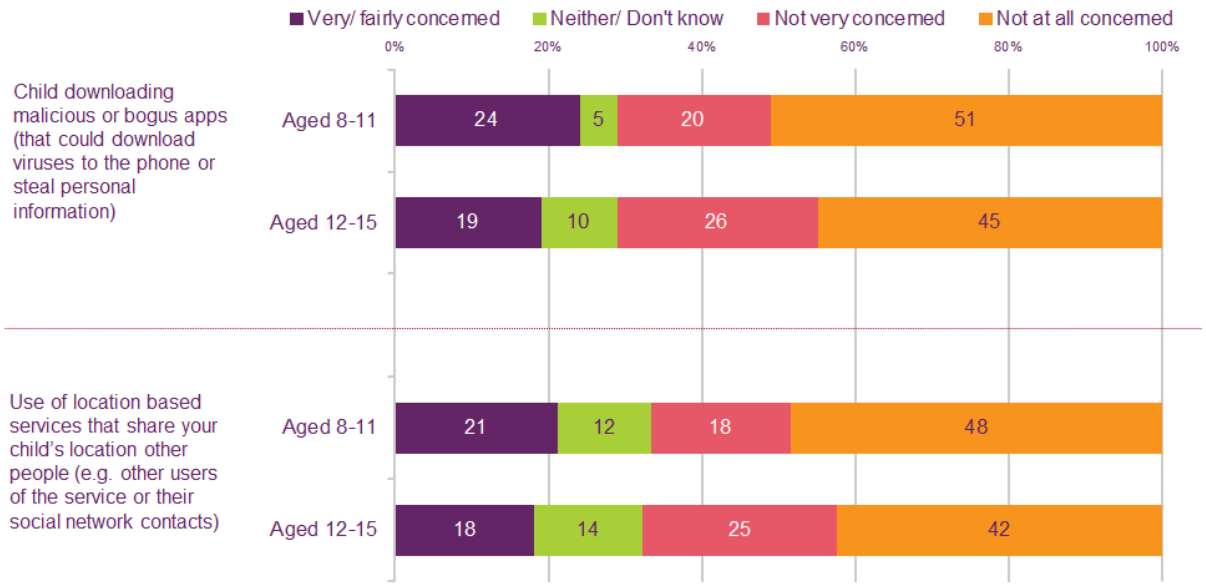
Parents of children with a smartphone are as concerned about their child's use of location-based services, as they are about downloading malicious apps, with around one in five parents having this concern (21% for parents of 8-11s and 18% for parents of 12-15s).

As with other concerns regarding mobile phones, a majority of parents of children with smartphone are unconcerned about either of these measures.

In 2013, there are no differences for either of these measures by gender among 12-15s[93], and no differences by socio-economic group.

[93] Low base sizes prevent analysis by gender among 8-11s with a smartphone.

Figure 104: Parental concerns about their child downloading malicious or bogus apps or sharing their location with other people, among smartphone users, by age: 2013



QP68F/G – Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use (prompted responses, single coded)
Base: Parents of children whose child has their own smartphone (99 aged 8-11, 356 aged 12-15). Base too low to show responses from parents of 5-7s/
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Experience of receiving a higher than expected mobile phone bill in the last year

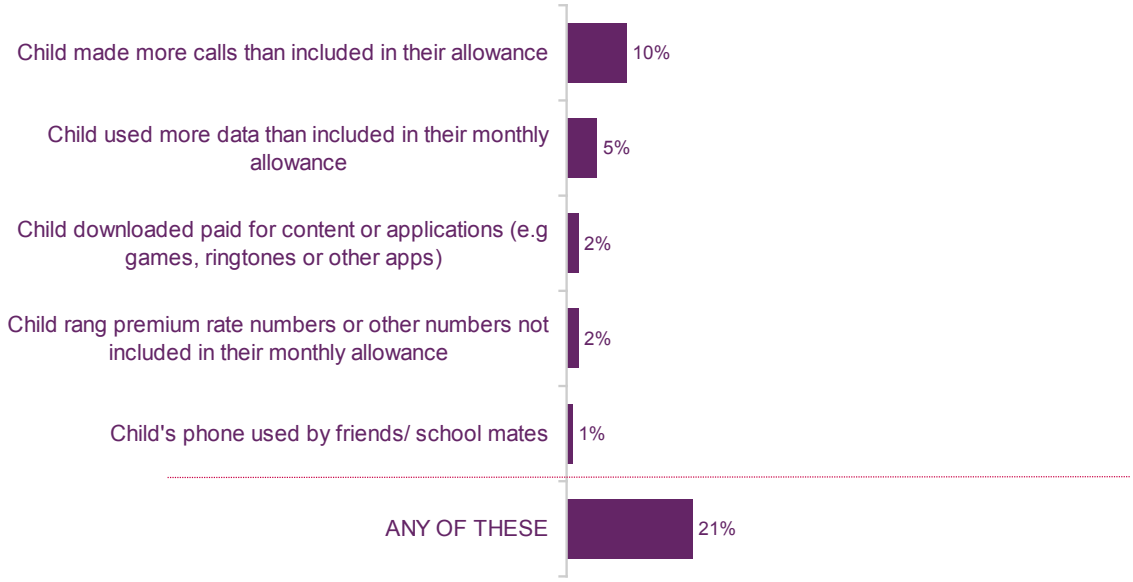
In 2013, parents of children aged 5-15 whose child has a mobile phone on a monthly contract were asked whether, in the last 12 months, they or their child had received a bill that was much higher than normal for their child's mobile phone use.

Parents were prompted with a list of seven possible reasons and were asked to specify which, if any, of these applied.

Figure 105 shows that among all 5-15s on a monthly contract, one in ten (10%) had received a bill which was much higher than usual due to the child making more calls than was included in their allowance, with one in 20 (5%) receiving such a bill for exceeding their monthly data allowance (5%). Less than one in 20 received a bill much higher than usual due to downloading paid-for content/ apps (2%) or for dialling numbers outside their call allowance (2%).

Results do not vary by gender or by household socio-economic group.

Figure 105: Experience of receiving an unexpectedly high bill among parents of 5-15s on a post-pay mobile phone tariff: 2013



QP74 - In the last twelve months, have you or your child received a bill that is much higher than normal for your child's mobile phone for any of the following reasons?
(prompted responses, multi coded)
Base: Parents whose child's mobile phone is on a post pay/ monthly contract (243 aged 5-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental concerns about gaming

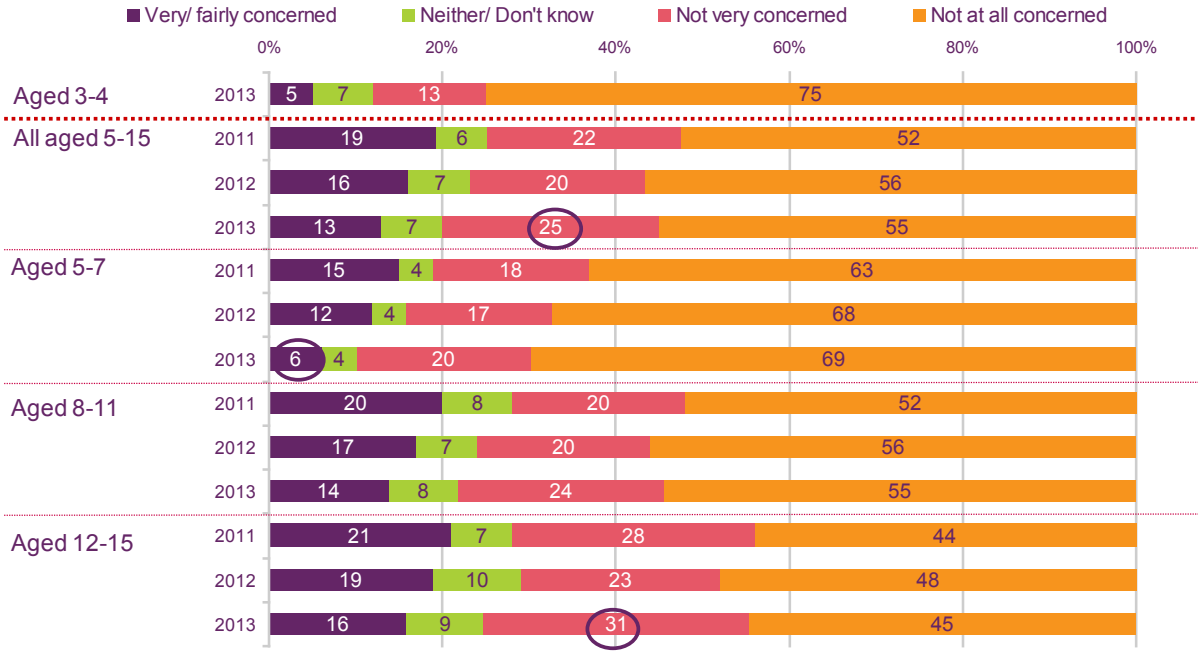
A minority of parents whose child plays games are concerned about the content of the games the child plays

Parents of children aged 3-15 who ever play games through a gaming device were asked how concerned they were about the content of the games that their child played. Around one in eight parents (13%) of children aged 5-15 who ever play games are concerned about the content of the games that the child plays. Parents of 5-7s are less likely to be concerned (6%) than parents of 8-11s (14%) and parents of 12-15s (16%). A majority of parents of 5-7s (69%) and 8-11s (55%) say they are not at all concerned, with fewer parents of 12-15s (45%) saying this. Responses among parents of 3-4s are in line with responses given by parents of 5-7s, with one in 20 concerned (5%) and three in four (75%) not at all concerned.

Given that boys in each age category are more likely regularly to play games, it is perhaps not surprising that there are some differences in parental concern by the gender of the child. Parents of boys aged 8-11 and 12-15 are more likely to be concerned than are parents of girls of these ages (19% vs. 8% for 8-11s and 21% vs. 10% for 12-15s). There are no differences by household socio-economic group.

Compared to 2012, parents of 5-7s are now less likely to say they are concerned (6% vs. 12% in 2012).

Figure 106: Parental concerns about gaming content, by age: 2011-2013



QP86A – Please tell me the extent to which you are concerned about these aspects of your child's games playing? (prompted responses, single coded)
Base: Parents of children whose child ever plays games (386 aged 3-4 in 2013, 1546 aged 5-15 in 2011, 1506 aged 5-15 in 2012, 1486aged 5-15 in 2013, 492 aged 5-7 in 2011, 489 aged 5-7 in 2012, 447 aged 5-7 in 2013, 545 aged 8-11 in 2011,524 aged 8-11 in 2012, 535 aged 8-11 in 2013, 509 aged 12-15 in 2011, 493 aged 12-15 in 2012, 504 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of children who ever play games through a gaming device were asked how concerned they were about who the child may be playing online games with through the games player[94].

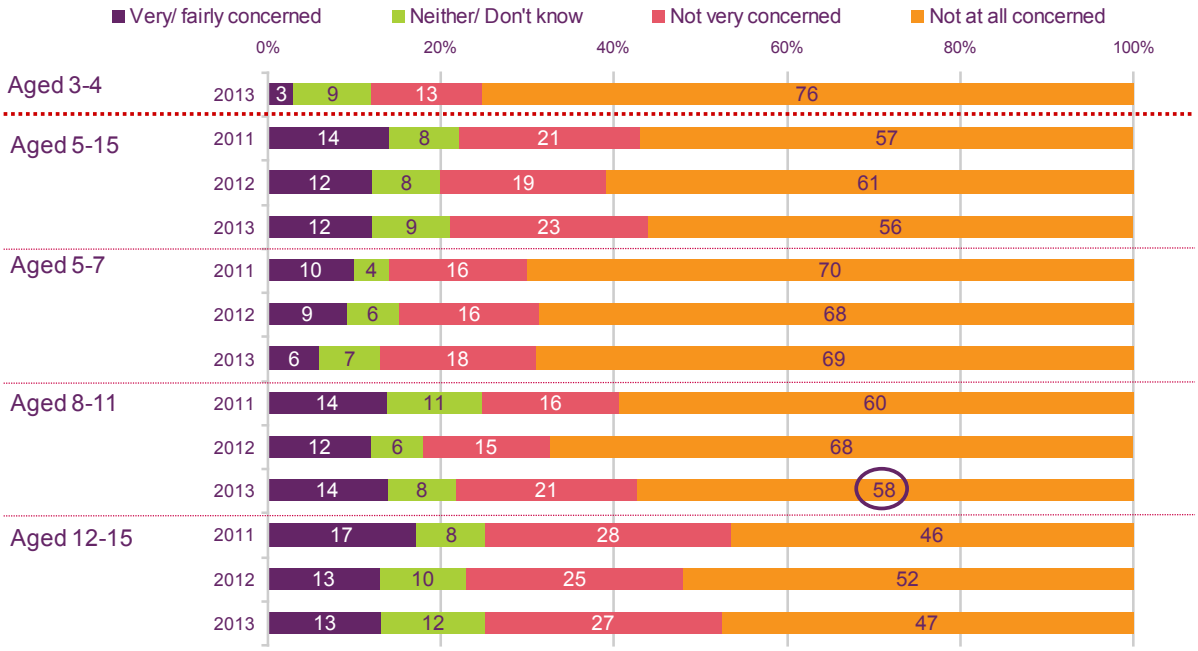
Around one in eight parents of a 5-15 year old child (12%) say they are concerned about who their child is playing online games with through the games player. Four in five parents (79%) say they are not concerned by this aspect of their child's game playing.

Parents of 12-15s are as likely as parents of 8-11s to say they are concerned (13% vs.14%), and more likely than parents of 5-7s (6%).

Among parents of 3-4s, concerns about who their child is playing games with through the games player are at a comparable level to their concerns about gaming content; three in four of these parents (76%) are not at all concerned and less than one in 20 (3%) are concerned.

Parents of boys aged 12-15 are more likely to be concerned than parents of girls of this age (18% vs. 6%). There are no differences by household socio-economic group. There is only one change since 2012; parents of 8-11s are less likely to say they are not at all concerned (58% vs 68%).

Figure 107: Parental concerns about who their child is gaming with through the games player, by age: 2011- 2013[95]



QP86C– Please tell me the extent to which you are concerned about these aspects of your child's games playing? (prompted responses, single coded)
Base: Parents of children whose child ever plays games -excluding not applicable responses (163 aged 3-4 in 2013, 1010 aged 5-15 in 2011, 978 aged 5-15 in 2012, 914 aged 5-15 in 2013,281 aged 5-7 in 2011,249 aged 5-7 in 2012, 235 aged 5-7 in 2013, 361 aged 8-11 in 2011, 339 aged 8-11 in 2012, 319 aged 8-11 in 2013, 368 aged 12-15 in 2011, 390 aged 12-15 in 2012, 360 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

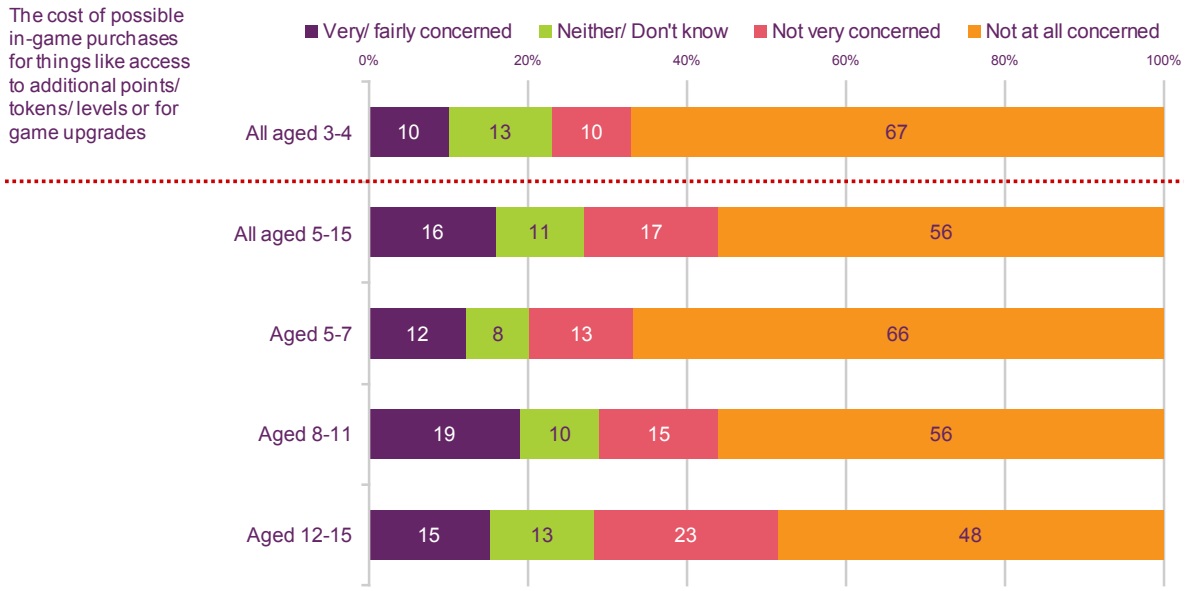
[94] The question about with whom their child plays online games, through their gaming device, allowed a "not applicable" option, in case their child did not use the gaming device/ games player to game online. Those parents who answered "not applicable" have therefore been excluded from the base.
[95] It is not possible to show the data for concerns among parents of children aged 3-4, due to the low base of parents who were able to answer this question once the NA responses had been excluded (53)

In 2013, parents of children who ever play games through a gaming device were asked how concerned they were about the cost of in-game purchases (for things like access to additional points/ tokens/ levels or for game upgrades). One in six parents of children aged 5-15 are concerned overall (16%). However, a majority of parents are not at all concerned about this aspect of their child's gaming (56%). Parents of 5-7s are more likely to say they are not at all concerned, compared to parents of 8-11s (66% vs. 56%) and parents of 8-11 are more likely to say this than parents of 12-15s (56% vs. 48%).

As with some of the other mobile phone-related concerns, parental responses among parents of 3-4s are in line with those given by parents of 5-7s. One in ten parents are concerned (10%) and two in three (67%) are not at all concerned.

Parents of boys aged 8-11 and 12-15 are more likely than parents of girls in each age group to say they are concerned (24% vs.15% for 8-11s and 20% vs. 10% for 12-15s). There are no differences by household socio-economic group.

Figure 108: Parental concerns about the cost of in-game purchases, by age: 2013



QP86D – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means (prompted responses, single coded)
Base: Parents whose child ever plays games at home on any type of game playing device(386 aged 3-4,1486 aged 5-15, 447 aged 5-7, 535 aged 8-11,504 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children's dislikes about different media

A sizeable minority of children dislike seeing inappropriate content across the media that they use

Parents' attitudes and concerns relating to various kinds of media are one side of the coin; the other is how children and young people feel about, and react to, different types of media content. This section examines children's dislikes about different platforms, their opinions about different types of situation that may occur online or via a mobile phone, and what they say they would do in such situations.

Children aged 8-15 who use each of the relevant media were prompted with a list of possible things that they might not like about television, and using the internet, and were asked to nominate which, if any, applied to them. The aim of these questions was to establish children's views in two key areas: accessing content that made them feel sad, frightened or embarrassed; and accessing content that they felt was too old for them.[96]

It is useful to remind ourselves at the outset of the extent to which children feel confident about their online activity. Nearly nine in ten (87%) of 8-15s (83% for 8-11s and 91% for 12-15s) who use the internet at home feel that they know how to stay safe online, and 94% of 12-15s feel confident as an internet user.

Around one in five 8-11s say they dislike seeing things on television that are too old for them or that make them feel sad, frightened or embarrassed

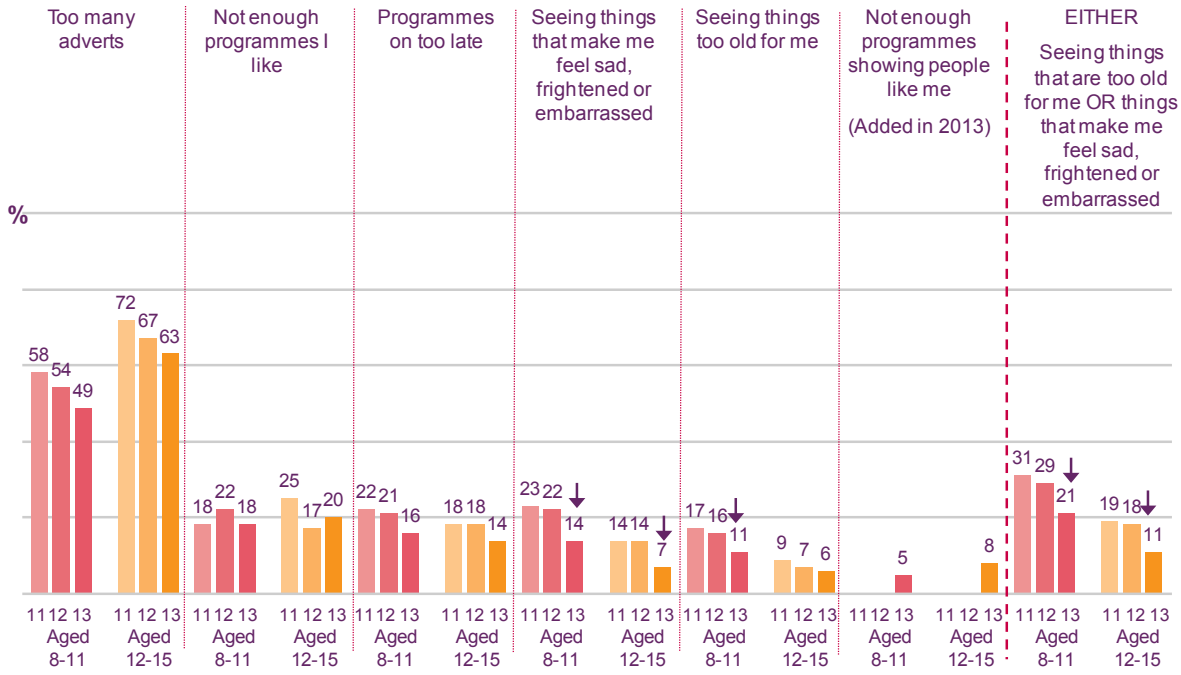
For television, the most common dislike among both 8-11s and 12-15s, as in 2012, is that there are too many adverts. Children aged 12-15 are more likely than 8-11s to dislike this (63% vs. 49%). Slightly more than one in seven 8-11s (14%) dislike seeing things on television that make them feel sad, frightened or embarrassed; this is significantly higher than for 12-15s (7%). Those aged 8-11 are also more likely than 12-15s to dislike seeing things that are too old for them (11% vs. 6%).

Two in ten children aged 8-11 (21%) say they have at least one of these key concerns, as do one in ten (11%) 12-15s. Since 2012, 8-11s and 12-15s are less concerned overall about these key concerns (21% vs. 29% for 8-11s and 11% vs.18% for 12-15s).

In 2013, girls aged 12-15 are more likely to be concerned about seeing things that make them feel sad, frightened or embarrassed (10% vs. 4% for boys). There are no differences by household socio-economic group.

[96] The aim of these questions was to establish the extent to which children may have these specific concerns about the media that they engage 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.

Figure 109: Children's dislikes about television, by age: 2011-2013



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 (577 aged 8-11 in 2011, 572 aged 8-11 in 2012, 583 aged 8-11 in 2013, 558 aged 12-15 in 2011, 569 aged 12-15 in 2012, 564 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Around one in seven 8-11s say they dislike seeing things online that are too old for them or that make them feel sad, frightened or embarrassed

Children aged 8-15 who use the internet at home were prompted with a list of ten things that they might not like about using the internet, and were asked to specify which, if any, applied to them. These are shown in Figure 110 and Figure 111.

Children aged 12-15 are most likely to identify "websites that take too long to load" as the issue that they dislike the most (40% for 12-15s). One in five 12-15s dislike people being nasty, mean or unkind to each other (21%), which is more likely than for 8-11s (12%). Children aged 12-15 are also more likely than children aged 8-11 to be concerned about bad things that people have written about them, or photos of them on their profile page (11% vs. 6%). The pressure to appear popular or attractive online is nominated by very few in either age group (1% for 8-11s vs. 3% for 12-15s).

Around one in 12 children aged 8-11 dislike seeing things that are too old for them (8%), or things that make them feel sad, frightened or embarrassed (9%). The 12-15s are less likely than the 8-11s to have concerns about seeing things that are too old for them (4% vs. 8%) but are as likely as 8-11s to dislike seeing things that make them feel sad, frightened or embarrassed (7% vs. 9%). When looking at the proportion of children who have either of these key concerns, 15% of 8-11s and 10% of 12-15s dislike seeing things online that are too old for them or things that make them feel sad, frightened or embarrassed. This incidence has decreased since 2012 for both 8-11s (15% vs.23%) and 12-15s (10% vs.15%).

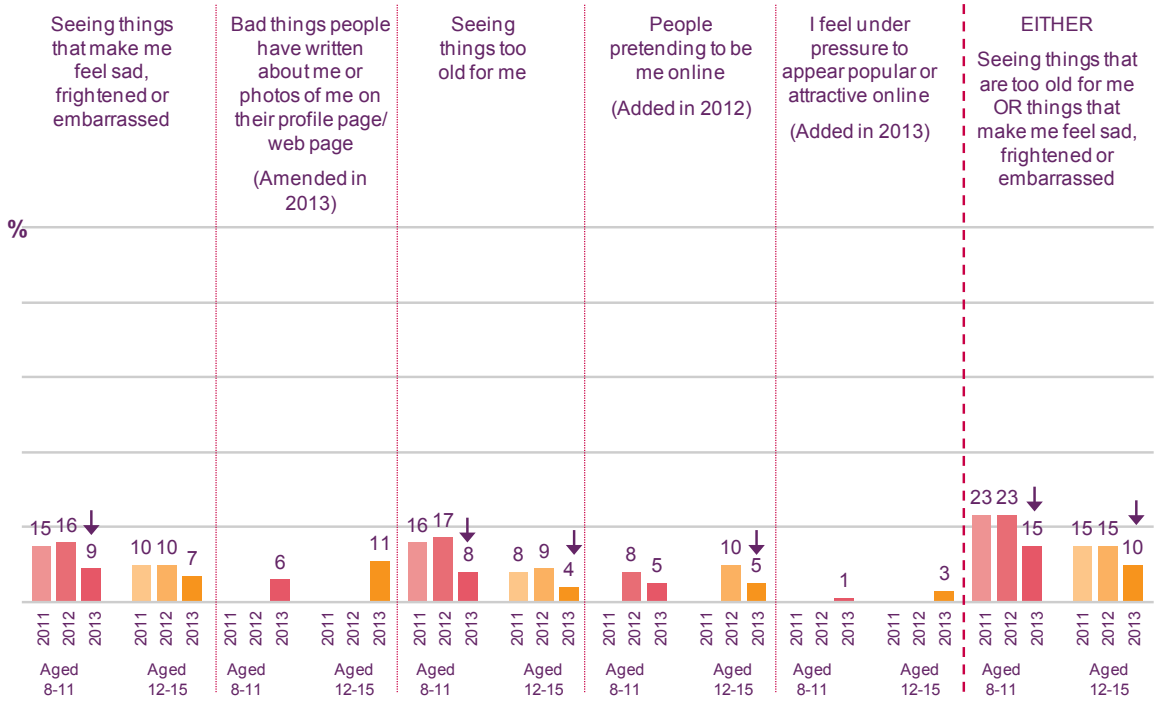
In 2013, girls aged 12-15 are more likely than boys of this age to dislike seeing things that make them feel sad, frightened or embarrassed (10% vs. 5%) or to dislike seeing things that are too old for them (7% vs. 1%). They are also more likely to say they feel under pressure

to appear popular or attractive online (6% vs. 1%). There are no differences for either of the key concerns in 2013, by household socio-economic group.

Figure 110: Children's dislikes about the internet, by age: 2011-2013

QC16 – Which of these things if any, are things you don't like about the internet?
Base: Children aged 8-15 who use the internet at home (496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 111: Children's dislikes about the internet, by age: 2011-2013



QC16 – Which of these things if any, are things you don't like about the internet?
Base: Children aged 8-15 who use the internet at home (496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Reporting online content that is nasty, worrying or offensive

In 2013, 8-15s are less likely to say they would not tell anyone if they found something online that was worrying, nasty or offensive

Children aged 8-15 who use the internet at home were asked whether they would tell anyone if they saw something online that they found worrying, nasty or offensive in some way. If they would tell someone, they were asked to say who that person would be.

As in 2012, 8-11s are more likely than 12-15s to say they would tell someone, accounting for nearly all 8-11s (96%) and to nine in ten 12-15s (92%)[97]. The majority of both age groups would tell a family member (parent/ sibling or other), with younger children more likely to do this than older children (90% vs. 78%). Older children would be more likely than younger children to tell a friend (21% vs. 10%) or the website (5% vs. 1%) while younger children would be more likely to tell a teacher (27% vs. 20%).

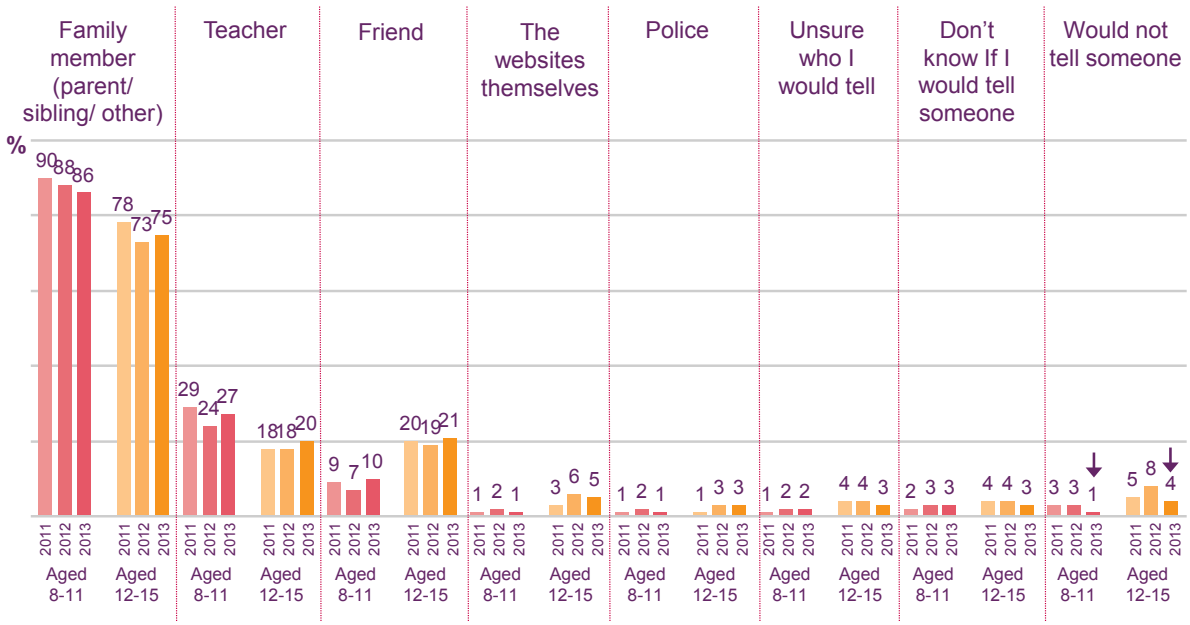
Children aged 12-15 are as likely as 8-11s to be unsure about whether they would tell someone (both 3%). Around one in ten children aged 12-15 (11%) would therefore not necessarily tell anyone if they saw something online that they found worrying, nasty or offensive.

In 2013, there are no differences by gender, within age, nor are there any differences by household socio-economic group.

Since 2012, both 8-11s and 12-15s are less likely to say they would not tell anyone if they saw something online that was worrying, nasty or offensive (1% vs. 3% for 8-11s and 4% vs. 8% for 12-15s).

[97] Included in this group are the 3% of 8-11s and 3% of 12-15s who said they were unsure who they would tell.

Figure 112: Reporting online content that is considered by the child to be worrying, nasty or offensive, by age: 2011-2013



QC33 – If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it? IF YES – Who would you tell? (Shows spontaneous responses from > 1% of all internet users aged 8-15) (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home (496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Incidence of negative experiences on the internet or on mobile phones

One in five 12-15s say they have seen something online in the past year that is worrying, nasty or offensive

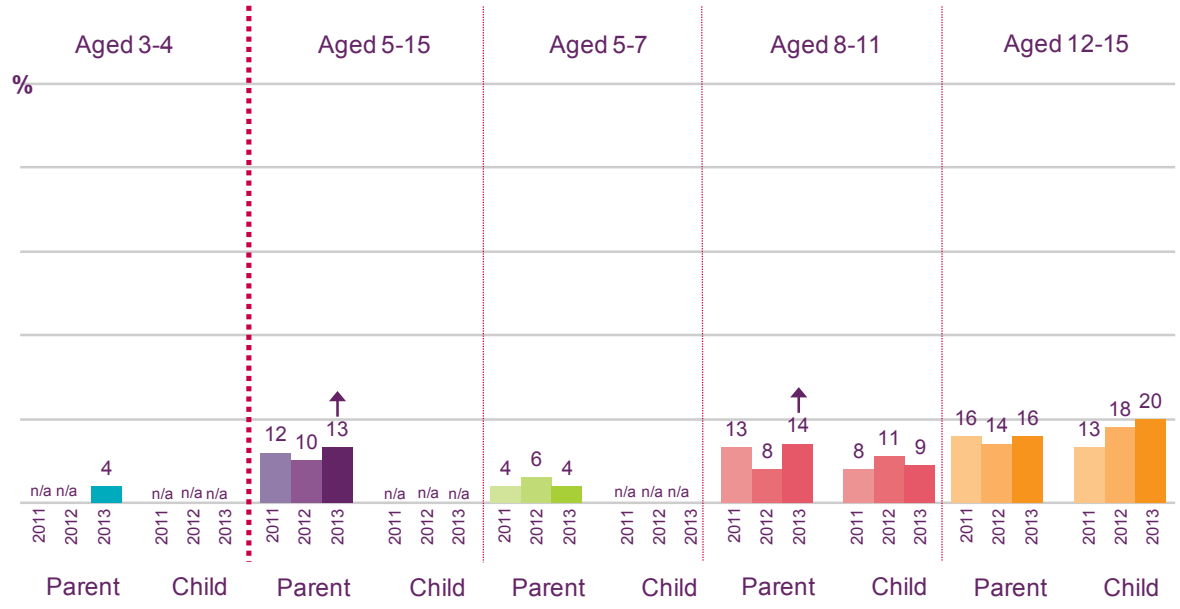
Parents of children aged 5-15 whose child uses the internet at home, and children aged 8-11 and 12-15 who use the internet at home, were asked whether, in the past year, they/ their child had seen anything online that is worrying, nasty or offensive. Figure 113 shows the responses for both parents and children (where applicable), by age.

Parents of 12-15s (16%) and 8-11s (14%) are more likely than parents of 5-7s (4%) or parents of 3-4s (4%) to think that their child has seen any online content that is worrying, nasty or offensive. One in ten children aged 8-11 who use the internet at home (9%) say they have seen something online in the past year that is worrying, nasty or offensive, with 12-15s being twice as likely to say this (20%).

In 2013, there are no differences by gender within age for either the parents' estimates or among the responses given by children aged 8-15. There are no differences by household socio-economic group, either for the parents' estimates, or among the responses given by children aged 8-15.

Parents of children aged 8-11 are now more likely than in 2012 to say that their child has seen something worrying, nasty or offensive (14% vs. 8%), with no corresponding change in the child's estimate. Among 12-15s there has been no change in the parents' or child's estimate of whether content of this nature has been viewed.

Figure 113: Parent's estimate, and child's claimed experience, of having seen any online content in the last year that is considered worrying, nasty or offensive, by age: 2011-2013



QP59/ QC34 – In the last year, do you think your child has seen anything online that is worrying, nasty or offensive in some way?/ And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way? (Prompted responses, single coded)
Base: Parents of children aged 3-15 whose child uses the internet at home/ Children aged 8-15 who use the internet at home or anywhere else (219 aged 3-4 in 2013, 1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 554 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 565 aged 12-15 in 2013 – Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

A minority of children say they have personal experience of being bullied through a mobile phone

Children aged 8-11 and 12-15 with a mobile phone were asked whether they knew of anyone who had been bullied, through someone being nasty or hurtful to them through their mobile phone, in the past year[98]. This question was followed by asking the child whether they themselves felt they had been bullied by anyone being nasty or hurtful to them through their mobile phone in the past year[99].

Figure 114 shows that 5% of 8-11s and 7% of 12-15s feel they have experienced bullying through a mobile phone in the past 12 months.

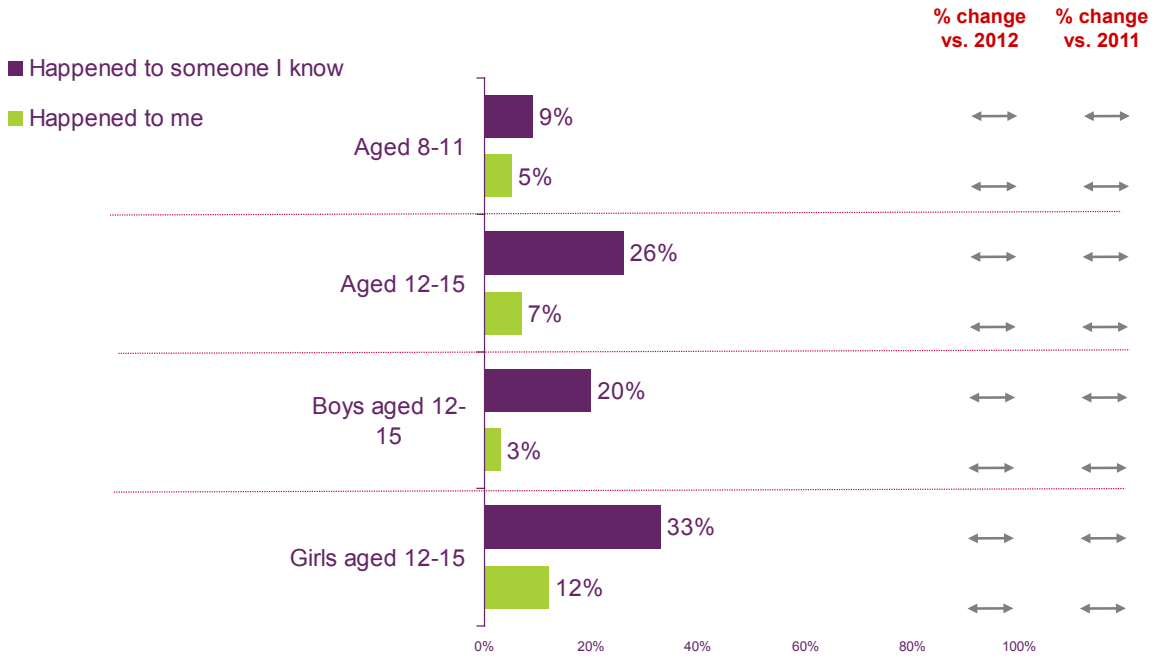
Girls aged 12-15 are more likely than boys to say they know of someone who has been bullied through a mobile phone (33% vs. 20%) and to say they have themselves experienced bullying in this way (12% vs. 3%).[100]

In 2013, there are no differences by household socio-economic group.

There has been no change since 2012 in the incidence of knowing someone who has experienced bullying, or in experiencing bullying themselves, among children aged 8-11 or 12-15. Figure 114 shows that there has been no change in either of these incidences for either age group of child since 2011.

[98] 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.
[99] Children were provided with the following explanation in advance of asking the question relating to bullying through a mobile phone: "I'm now going to ask you just a few questions about some of the things that can be more difficult about mobile phones. Sometimes, children or teenagers can say or do things to other children that can be quite nasty or hurtful. This type of behaviour is known as bullying. Children or teenagers can bully others using their mobile phone, by making nasty calls or sending nasty or hurtful text messages or video clips."
[100] Low base sizes prevent analysis by gender among children aged 8-11.

Figure 114: Experience of bullying through a mobile phone, by age and gender: 2013



QC54A-/B– In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them through their mobile phone?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you through your mobile phone? (Prompted responses, single coded)
Base: Children aged 8-15 with a mobile phone (188 aged 8-11, 467 aged 12-15, 223 boys aged 12-15, 224 girls aged 12-15) - significance testing shows any change between 2012 and 2013 and between 2011 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Nearly one in ten internet users aged 12-15 say they have personally experienced bullying online in the past 12 months

Children aged 8-11 and 12-15 who use the internet at home or elsewhere were asked similar questions about whether they knew anyone, or had personally experienced, being bullied through someone being nasty or hurtful to them online[101] in the past year.

Figure 115 shows that twice as many 12-15s as 8-11s say they have been bullied online in the past 12 months, accounting for 4% of 8-11s and 8% of 12-15s.

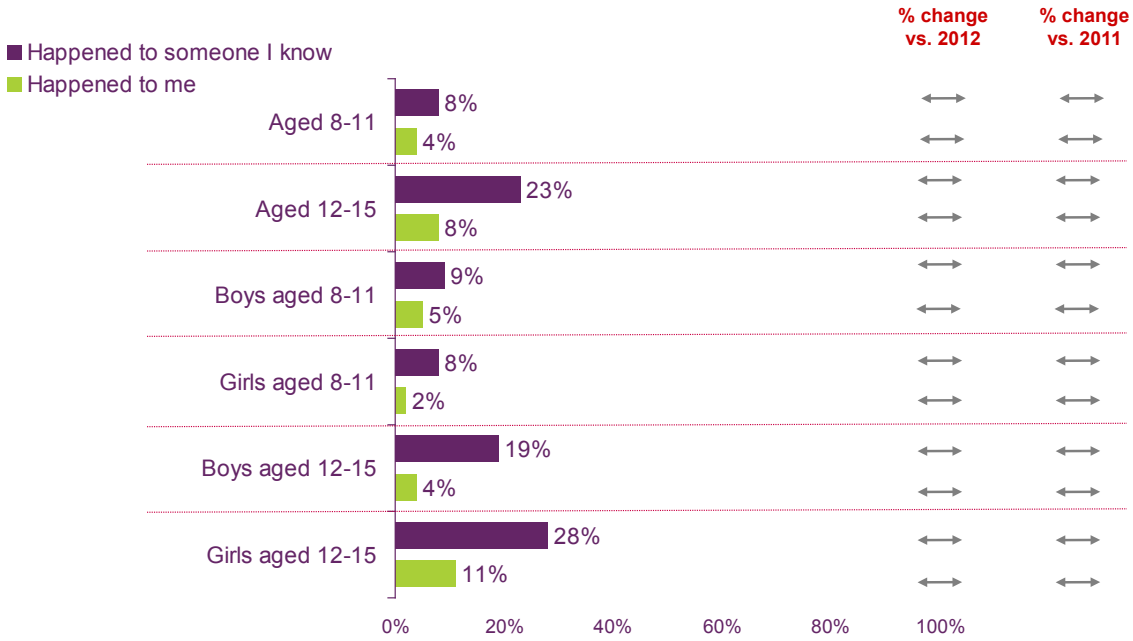
12-15s are also more likely than 8-11s to know of someone who has been bullied online (23% vs. 8%) and within the 12-15 group, girls are more likely than boys to know someone who has been bullied online (28% vs. 19%).

As with bullying through a mobile phone, girls aged 12-15 are more likely than boys to have personal experience of being bullied online (11% vs. 4%).

There are no differences in personal experience of, or knowing someone who has been bullied online, by household socio-economic group. There has also been no change in either of these incidences for any age group since 2012, or since 2011.

[101] In addition to the definition of bullying that was provided for mobile phones, children were also told that “Sometimes children or teenagers can bully others online, perhaps by sending hurtful messages or video clips”.

Figure 115: Experience of being bullied online, by age and gender: 2013



QC55A/B – In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them online?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you online? (Prompted responses, single coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (554 aged 8-11, 565 aged 12-15, 269 boys aged 8-11, 285 girls aged 8-11, 275 boys aged 12-15, 290 girls aged 12-15) - significance testing shows any change between 2012 and 2013 and between 2011 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Close to half of 12-15s know someone with experience of negative online/ mobile phone activity

In addition to asking children about their experience of being bullied, 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 themselves experienced any of these in the past 12 months.

Figure 116 shows that close to half of all children aged 12-15 (45%) say they know of someone who has experienced any of the negative experiences. One in five 12-15s (19%) say they have personally experienced at least one of these in the past 12 months. Gossip being spread is the most likely personal experience among 12-15s, at just over one in ten (13%). Each of the other experiences we asked about had been experienced by less than one in 20 children aged 12-15. Three per cent of children aged 12-15 say they have seen something of a sexual nature, either online or on their mobile phone, rising to 9% saying that someone they know has seen this[102]. In 2013, children were also asked whether they had seen something online that made them feel scared, like an emailed chain letter. While 8% know of someone this has happened to, less than one in 20 have direct experience of this (2%).

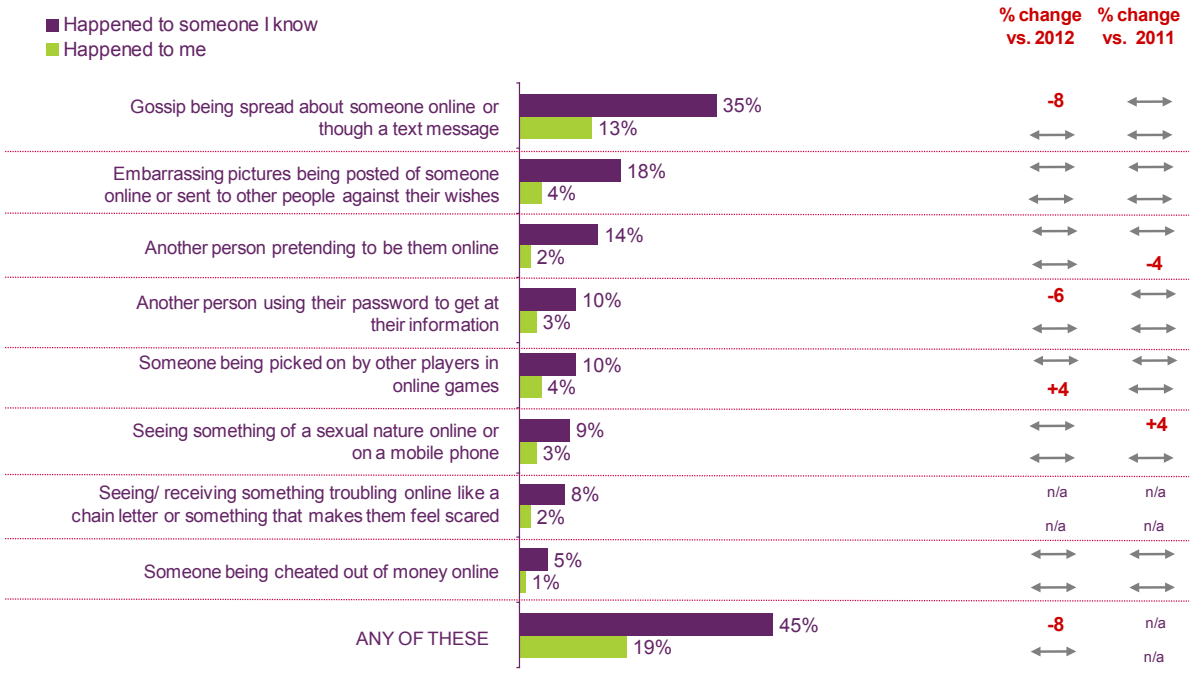
In 2013, personal experience does vary by gender. Girls aged 12-15 are more likely to have experienced gossip being spread about them online or through texts (17% vs. 10%) or to have seen / received something troubling online like a chain letter, or something that makes them feels scared (4% vs. 0%). Boys are more likely than girls to say they have experience of being picked on by other players in online games (6% vs. 1%) or to say that they would prefer not to give a response (7% vs. 1%). Results do not vary for personal experience, by household socio-economic group.

[102] Given the face-to-face nature of the survey, together with the topic, it is possible that some children were not comfortable in giving a direct answer to this question.

Children aged 12-15 in DE households are however, less likely to say they know of someone who has seen something of a sexual nature online, or through a mobile phone (4% vs. 9%). Children aged 12-15 in AB households are more likely to say they know someone who has seen or received something troubling/scary online like a chain letter (15% vs. 8%).

Since 2012, 12-15s are less likely to know someone who has had gossip spread about them online or through a text message (35% vs. 43%) or to know of someone who has had their password used to get at their information (10% vs. 16%). They are also more likely to have personal experience of being picked on in online games (4% vs. 0%). There are two differences compared to 2011. They are now more likely to know someone who has seen something of a sexual nature (9% vs. 5%) and are less likely to have experience of another person pretending to be them online (2% vs. 6%).

Figure 116: Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2013



QC56/ QC57 – Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone./ Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year. (Prompted responses, multi coded)
Base: All children aged 12-15 (569 aged 12-15) – significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Risky and safe online behaviour

One in five internet users aged 12-15 have deleted the history record of the websites they have visited

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

Figure 117 shows that around one in seven home internet users aged 12-15 (15%) have done any of these potentially risky things in the past year. One in ten children aged 12-15 (9%) have taken the contact details of someone they have met only online, and around one in 20 (5%) have sent personal information to a person they have only had contact with online. There are no differences by gender and only one difference by household socio-economic group: 12-15s in C2DE households are more likely than those in ABC1 households to have sent a photo or video of themselves to a person that they have only had contact with online (5% vs. 2%). There has been no change in any of these measures compared to 2012.

Among children aged 12-15 with an active social networking profile, children with more open profiles (whose profile is set to be seen by anyone or by friends of friends) are more likely than children with more private profiles (which can be seen only by their friends) to have: added people who they have only had contact with online to their friends list (28% vs. 6%); sent personal information to a person they have only had contact with online (10% vs. 4%); or sent a photo or video of themselves to a person they've only had contact with online (9% vs. 2%).

Figure 117: Experience of potentially risky online behaviour among children aged 12-15: 2011-2013

QC58 – 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 letters from the card. please just read out the letters from the card if you yourself have experienced any of these things in the last year. (Prompted responses, multi coded)
Base: Children aged 12-15 who use the internet at home or elsewhere (550 aged 12-15 in 2011, 568 aged 12-15 in 2012, 565 aged 12-15 in 2013) - significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children aged 12-15 who use the internet at home or elsewhere 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 118 groups the behaviours we asked about into 'safe' and 'risky' groups.

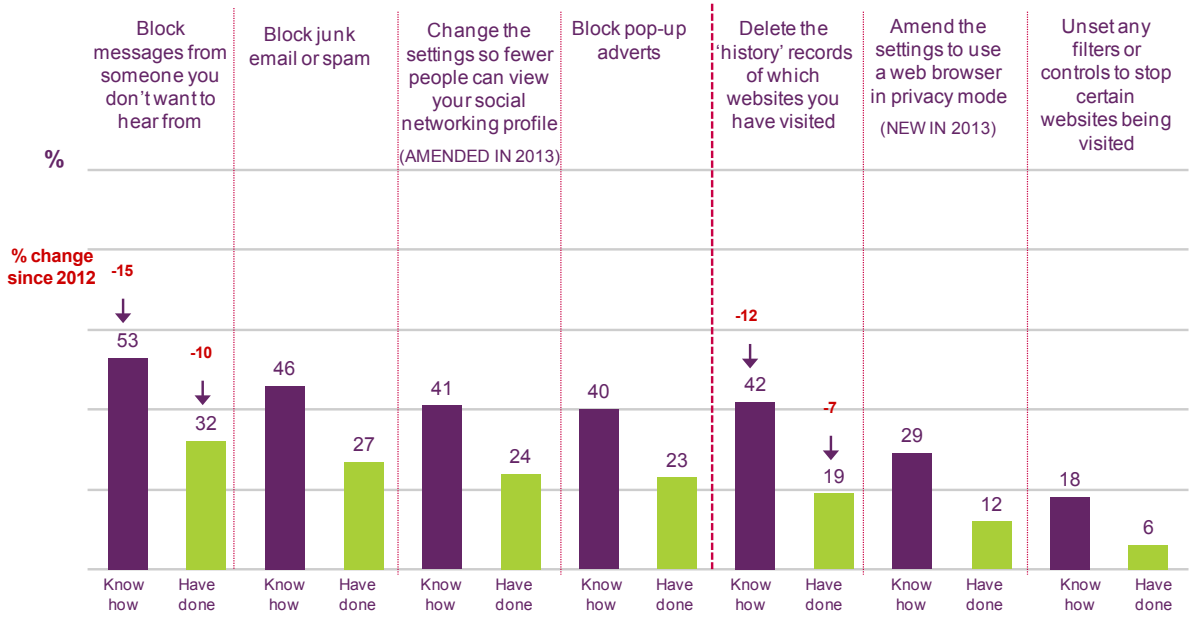
A majority of 12-15s say they know how to block messages from someone they don't want to hear from (53%) while less than half know how to block junk email or spam (46%), change settings on their social networking site profile so fewer people can view the profile (41%), or block pop-up adverts (40%). One in three 12-15s (32%) have blocked messages from someone they don't want to hear from, and about one in four have amended their social networking site profile settings (24%) or blocked pop-up adverts (23%).

Knowledge and experience of each of these 'safe' measures does not differ by gender, and there are no differences by socio-economic group.

Compared to 2012, children are less likely to know how to block messages from someone they don't want to hear from (53% vs. 68%) and to have done this in the past year (32% vs. 42%).

In 2013, internet users aged 12-15 are less likely to know how to delete their browsing history (42% in 2013 vs. 54% in 2012) and to have done this in the past year (19% vs. 26%). Around one in five (18%) know how to disable online filters or controls, but considerably less (6%) have done this in the past year. This is also the case for amending settings to use a web browser in privacy mode (a question that was added in 2013); three in ten (29%) know how to do this and one in eight have done it (12%). There are no differences by gender and only one difference by household socio-economic group. Children aged 12-15 in DE households are more likely to know how to unset filters (26% vs. 18%). They are, however, no more likely to have done this in the last year (10% DE vs. 6% overall.)

Figure 118: Experience of 'safe' and 'risky' online measures among children aged 12-15: 2013



QC59A/B– 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 letters 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 letters 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 (565 aged 12-15) – Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Section 7

Parents' rules and controls

This section examines the types of rules and restrictions that parents put in place for their children across various media. It looks at the types of 'technical' controls and filters that are in place, and the levels of guidance provided by parents in helping their child stay safe online.

Key findings

- Most parents of 5-15s continue to have rules in place for their child's use of television (83%), internet (79%), mobile phones (72%) and gaming (74%). Rules about television use are as likely for 3-4s as for 5-7s, while 5-7s are more likely than 3-4s to have rules in place about internet use (92% vs. 84%). Compared to 2012, there has been no change in the incidence of parental rules for users of any of the five media at an overall level (among all 5-15s) or within each age group of child (5-7s, 8-11s and 12-15s).
- Households with a television and children aged 5-15 are now less likely than in 2012 to have access controls set through a PIN or password (45% vs. 50%). Findings among parents of 3-4s show that four in ten (38%) have these controls.
- When prompted with a list of possible parental controls that can be used on a PC, laptop or netbook, 43% of parents of 5-15s say they have such controls in place, which is unchanged since 2012. Forty per cent of parents of 3-4s have such controls in place.
- Among parents whose child has a mobile phone that can be used to go online, four in ten parents of 12-15s (40%) and close to half of parents of 8-11s (47%) have applied filters to exclude websites aimed at over-18s.
- Parental controls are less likely to be in place for handheld games players (16%) or games consoles connected to a television (19%) than for other media. Around one in five parents of 3-4s have controls on these devices (20% for handheld games players and 19% for games consoles). While for children overall (those aged 5-15) both of these types of controls are unchanged, since 2012 parents of 8-11s are more likely to have controls on games consoles connected to a television (26% vs. 16%).
- Parents of 5-15s use a combination of approaches to mediate their child's internet use, including: regularly talking to their children about staying safe online, and having technical controls and rules about parental supervision. Eighty-five per cent of parents of 5-15s whose child ever goes online at home through a PC/ laptop or netbook use at least one of these approaches, (20% use all three, 35% use two, 30% use only one). Fifteen per cent do none of the things asked about. These incidences are all unchanged since 2012. Less than one in ten parents of 3-4s (8%) use all three approaches, while close to one in five (18%) do none of them.
- Sixty-two per cent of parents of 5-15s whose child goes online at home on a PC/ laptop or netbook say they have at least one of these: safe search settings on search engine websites, parental controls installed on the PC/ laptop/ netbook used by the child, YouTube safety mode enabled, software to limit the time spent online, or PIN/ passwords set on broadcasters' websites. There has been no change in these levels since 2012, and more than half of parents of 3-4s (56%) have at least one of the measures in place.
- A majority of parents of 5-15s with parental controls installed on the device their child uses agree strongly that these controls are effective and that their child is safer as a

result. Agreement at this level tends to be highest for television and lowest for mobile phones.

- Seventy-nine per cent of parents of 5-15s who use the internet at home have spoken to their child about staying safe online; this has not changed since 2012. Forty-five per cent of parents talk to their child about this at least once a month, also unchanged since 2012.
- Forty-eight per cent of parents of 5-15s and 69% of parents of 3-4s agree strongly that they know enough to help their children stay safe online and 53% have looked for or received information or advice about how to do this.

Parents' rules about media

The majority of parents have rules in place for their child's use of television, internet, mobile phones and gaming

Parents of children aged 3-15 were prompted with a list of rules and restrictions relating to each of the key media platforms (television, radio, internet, games consoles/ players, and mobile phone) that their child used, and were asked to say which rules they had in place for their child. Detail on the particular types of rules in place for each of the key media platforms is shown later in this section. Figure 119 shows the extent to which cross-media rules are in place for children who use each medium at home.

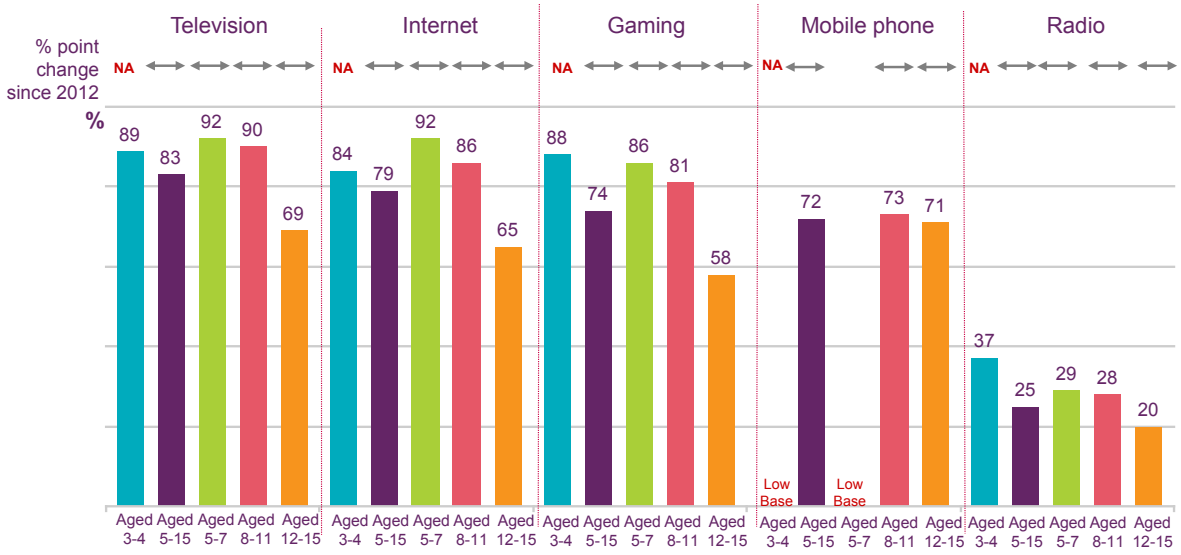
The majority of parents of 5-15s have rules in place concerning access to, and use of, each of the platforms apart from radio. For television, the internet and gaming, younger children (aged 3-4, 5-7 and 8-11) are more likely than older children (12-15) to have rules in place. Rules about radio and mobile phones are as likely for 8-11s as for 12-15s. Rules about television are as likely for 3-4s as for 5-7s, while 5-7s are more likely to have rules in place about internet use (92% vs. 84%).

In 2013, there are some differences by household socio-economic group: rules about internet use are more likely in AB households compared to all households with children aged 5-15 who go online at home (85% vs. 79%), and are less likely in DE households (73% vs.79%). Rules about gaming are also more likely in AB households (81% vs. 74%).

There are no differences by gender within age for any platforms.

Compared to 2012, there has been no change in the incidence of parental rules for users of any of the five media at an overall level (among all 5-15s) or within each age group of child (5-7s, 8-11s, 12-15s).

Figure 119: Parental rules about use of media, by age: 2013



QP12/ QP24/ QP29/ QP67/ QP77 – Do you have any of these rules or restrictions about the (MEDIA) that your child watches/ listens to/ uses?
Base: Parents of children aged 5-15 who use each medium at home (VARIABLE BASE) – significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Summary of parental controls

Parents are less likely to have parental controls installed on games consoles than on other media

In addition to asking about parental rules regarding the use of media within the home, parents of children aged 5-15 were also asked about the parental controls they had installed on the media their child uses.

Parents of children aged 5-15 were asked whether parental controls are set on their television service to stop certain programmes, films or channels being viewed on the television until a PIN or password is entered.

Parents whose child uses either a PC/ laptop or netbook to go online at home were prompted with four specific types of online parental controls and asked whether these were installed on the PC/ laptop/ netbook that their child uses: parental controls in place that were provided by their internet service provider (ISP)[103]; parental controls provided by the computer's operating system (e.g. Windows, Mac etc.); parental controls that someone in the household had installed or downloaded onto the computer, either free or paid for (e.g. Net Nanny, Open DNS, Family Shield); parental controls installed but unsure of the specific type of controls.

Parents whose child uses a portable/ handheld games console were asked whether they had parental controls installed on the console, as were those parents whose child plays games on a games console connected to a television.

Parents whose child has a smartphone or a non-smartphone that can be used to go online were asked whether access to the internet on their child's phone is limited to exclude websites that are aimed at people aged 18 or over[104].

More details about each of these types of individual controls, on a per-platform basis, (including any changes over time), can be found later in this section of the report. Figure 120 below shows the extent to which controls are in place across media in 2013.

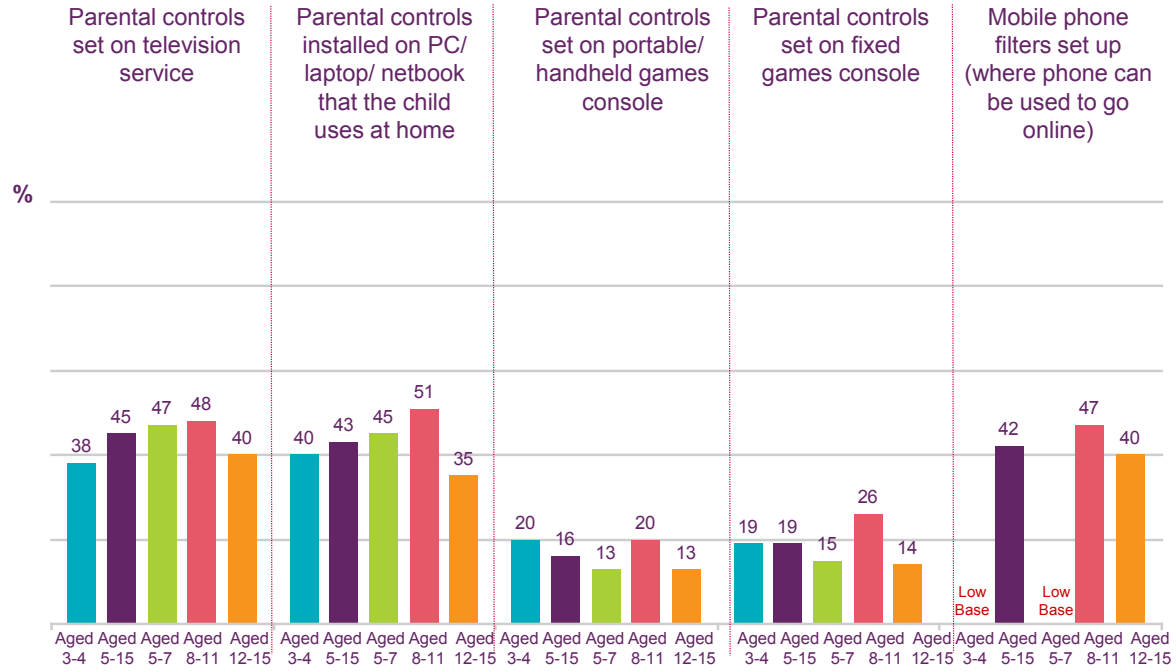
Less than half of parents of 5-15s (45%) say they have parental controls installed on their television service. This is more likely for 5-7s (47%) and 8-11s (48%) than for 3-4s (38%). Forty-three per cent have any of the four specific types of online controls installed on their computer at home, with this being more likely for 5-7s (45%) and 8-11s (51%) than for 12-15s (35%). Parents of 3-4s are as likely as parents of 5-7s to have controls in place (40% vs. 45%).

Four in ten children aged 5-15 whose phone can be used to go online (42%) have mobile phone 'filters' in place.

Controls are much less likely to be in place on handheld/ portable games consoles (16%), or on fixed consoles (19%). Children aged 8-11 are more likely than 5-7s (15%) or 12-15s (14%) to have controls in place on a fixed games console (at 26%). There are no differences by age in the incidence of controls for handheld/ portable games consoles. Parents of 3-4s are as likely as parents of 5-7s to have controls in place on each type of gaming device.

[103] ISP-provided controls could include any of the following: network level filtering e.g. 'Homesafe' from TalkTalk or software - like McAfee Family Protection - provided by ISPs for people to install on their computers.
[104] It is not possible to show the data among children aged 3-4 and 5-7 due to low base sizes.

Figure 120: Summary of parental controls in place, by platform: 2013



QP13/ QP30/ QP80/ QP81/ QP70 - 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/ Do you have any of these types of 'parental controls' loaded or put into place and working on the PC/ laptop/netbook that your child uses at home to prevent them viewing certain types of website/ Are there any parental controls set on the handheld games console?/ Are there any parental controls set on the games console that is connected to a TV?/ Is access to the internet on your child's phone limited to exclude websites that are aimed at people aged 18 and over?
Base: Parents of children aged 5-15 who watch TV at home/ Parents whose child aged 5-15 uses a PC/ laptop or netbook to go online at home/ Parents of children aged 5-15 with a portable games console/ Parents of children aged 5-15 with a fixed games console/ Parents of 5-15s with a mobile phone that can be used to go online
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Rules about television viewing

Rules about television viewing have remained consistent since 2012

As in previous years, household rules for television viewing are more likely to be in place for 5-7s (92%) and 8-11s (90%) than for 12-15s (69%). This is also true for nine of the ten individual rules that parents were prompted with, the exception being the rule relating to PIN/ password controls to watch certain channels/ films.

There is only one rule in place relating to television viewing for the majority of 3-4s, 5-7s and 8-11s, which relates to no TV after a certain time (51% for 3-4s, 64% for 5-7s and 60% for 8-11s). There is no single rule in place across the majority of 12-15s.

There are no differences by gender within age for the overall incidence of rules or for any specific rule about television.

While there are no differences in the overall incidence of rules for television by household socio-economic group, there are differences relating to specific rules. Parents of children in AB households are more likely than all parents to have six of the rules in place: no TV after a certain time (62% vs. 55%), no programmes with nudity/ sexual content (50% vs. 40%), regularly check on what they are watching (50% vs. 40%), only videos/ DVDs with an appropriate age rating (45% vs. 38%), no programmes with swearing/ offensive language (46% vs. 38%) and no programmes with violence (45% vs. 36%). In contrast, parents in DE households are less likely to have three rules in place: no TV after a certain time (48% vs. 55%), regularly check on what they are watching (34% vs. 40%) and needing a PIN/ password to watch certain channels/ certain movie ratings (17% vs. 22%).

Although the overall incidence of rules about television have not changed since 2012 for any age group, 5-15s overall are more likely to have the rule about only DVDs/ videos with an appropriate age rating (38% vs. 34%) which is driven by an increase among 12-15s (28% vs. 22%).

Figure 121: Parental rules for television, by age: 2013

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	89%	83%	92%	90%	69%
No TV after a certain time	51%	55%	64%	60%	42%
No programmes with nudity/ sexual content	38%	40%	47%	46%	29%
Regularly check on what they are watching	38%	40%	48%	44%	29%
Only DVDs/ videos with an appropriate age rating	42%	38% ↑	48%	40%	28% ↑
No programmes with swearing/ bad language	39%	38%	49%	44%	23%
No programmes with violence	39%	36%	47%	44%	20%
Only children's TV programmes/ children's channels	59%	25%	46%	28%	7%
Need a PIN/ password to watch certain channels/ certain movie ratings	18%	22%	23%	26%	19%
Only DVD/ video that an adult or parent has watched first	10%	10%	14%	13%	5%
Can only watch when supervised/ not on their own	21%	9%	15%	8%	4%

QP12 – 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 (678 aged 3-4, 1671 aged 5-15, 524 aged 5-7, 583 aged 8-11, 564 aged 12-15).
Significance testing indicates any differences between 2012 and 2013 for children aged 5-15.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Technical controls on television

Parents are now less likely to have set access controls on their television service

As well as having rules relating to their child's use of different media, parents may also employ more technical measures to control their child's access and use. As noted earlier, almost all 5-15s (98%) live in a household with a television that is watched by the child. Parents of children in these households were asked whether they had any controls on their service which restricted access to particular channels or types of programmes until a PIN number or password had been entered.

Less than half of households have set these controls (45%), with parents of 8-11s more likely than parents of 12-15s (40%) to have them in place (48%). Parents of both 5-7s (47%) and 8-11s (48%) are more likely to have controls in place than are parents of 3-4s (38%).

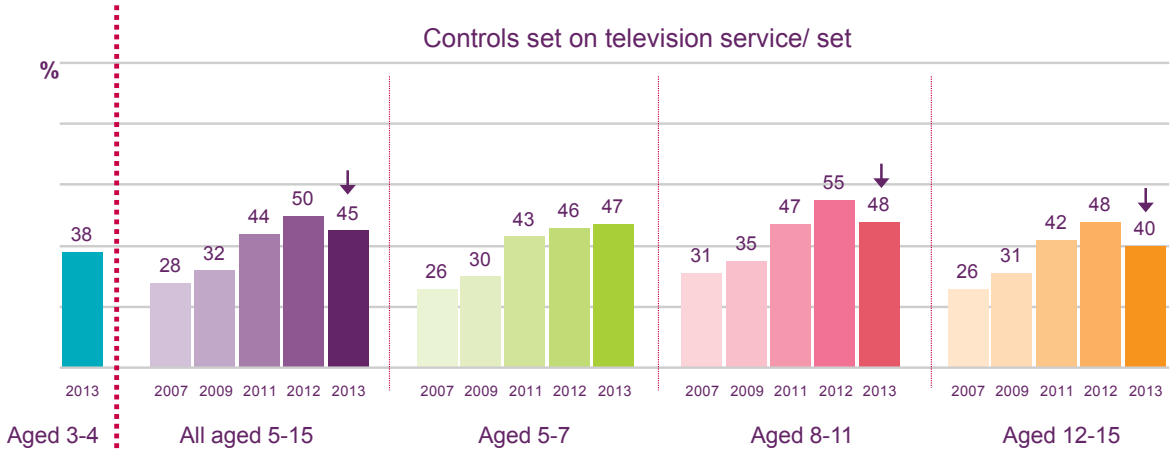
Since 2012 there has been a decrease in the incidence of setting access controls for multichannel television services among households with children aged 5-15 (45% vs. 50%). This decrease is driven by households with children aged 8-11 (48% vs. 55%) and those with children aged 12-15 (40% vs. 48%).

Access controls are more likely to be set in households with a satellite (52%) or cable television service (57%), compared to households with Freeview (33%)[105]. Since 2012, there has been a decrease in the incidence of using access controls for satellite services (52% vs. 60%).

As in 2012, children aged 5-15 in DE households are less likely to have these in place (37% vs. 45%), compared to all parents of 5-15s. This is partly attributable to the fact that DE households are more likely to have Freeview television services (51% vs. 38%).

There are also differences by gender within age. In 2013, parents of boys aged 12-15 are more likely than parents of girls to have controls in place (46% vs. 34%).

Figure 122: PIN or password controls set on television services, by age: 2007, 2009, 2011-2013



QP13 - 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 2007-2009 - 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 that the child watches (673 aged 3-4 1659 aged 5-15, 520 aged 5-7, 581 aged 8-11, 558 aged 12-15) PRIOR TO 2013: Parents of children aged 5-15 with multi-channel TV in the household and whose child watches TV at home (3219 aged 5-15 in 2007, 1936 aged 5-15 in 2009, 1635 aged 5-15 in 2011, 1663 aged 5-15 in 2012, 825 aged 5-7 in 2007, 517 aged 5-7 in 2009, 540 aged 5-7 in 2011, 553 aged 5-7 in 2012, 513 aged 8-11 in 2005, 1173 aged 8-11 in 2007, 702 aged 8-11 in 2009, 559 aged 8-11 in 2011, 554 aged 8-11 in 2012, 521 aged 12-15 in 2005, 1221 aged 12-15 in 2007, 717 aged 12-15 in 2009, 536 aged 12-15 in 2011, 556 aged 12-15 in 2012) – significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents who said they had controls in place on their television service were prompted with four types of control and were asked to select which specific controls they had in place at home. Figure 123 and Figure 124 shows their responses[106].

The incidence of each type of control does not tend to vary among parents of 5-15s. Parents of 3-4s, however, are less likely than parents of 5-7s to have blocked specific channels from being viewed at any time of day (25% vs. 35%) or to have blocked them from being viewed after a specific time/ after 8pm (12% vs. 22%).

There are no differences in 2013, by gender within age or by household socio-economic group, for any of the controls shown in Figure 123. Compared to 2012, parents of 5-15s are now more likely to have removed adult channels from the Electronic Programme Guide

[105] This could be because parental control functionality is not universal for set-top boxes or digital televisions that offer Freeview television services.
[106] The access control “require a PIN to view a recording originally broadcast after 9pm” was only asked of those with television controls and a DVR.

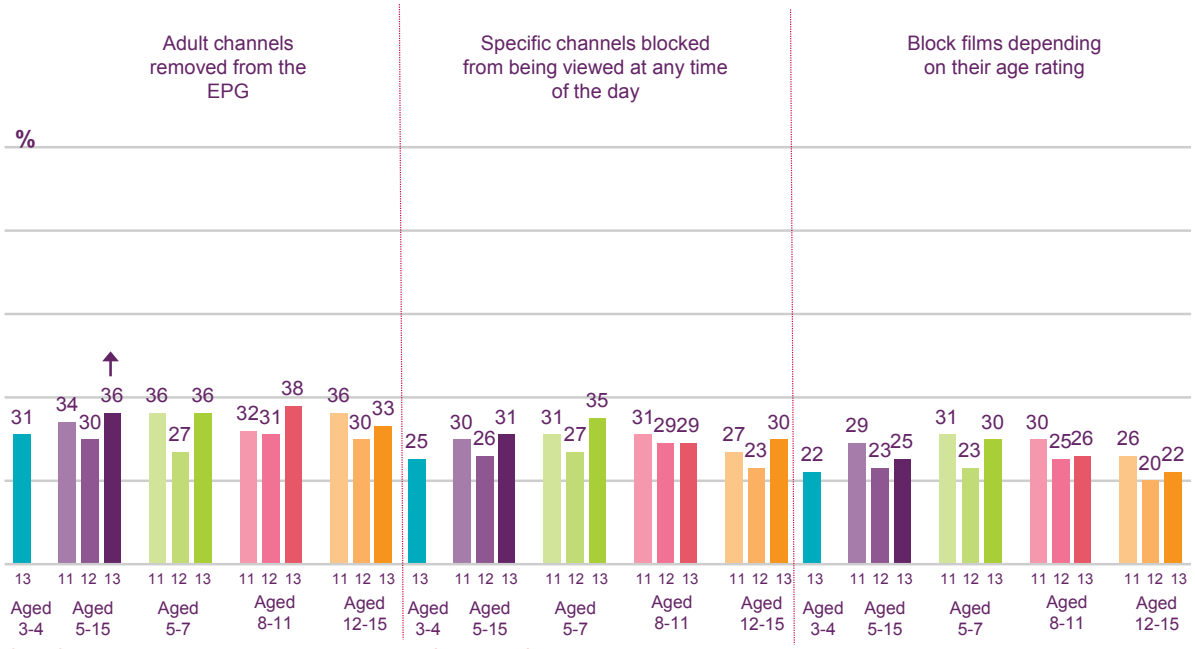
(EPG) (36% vs. 30%), but this increase is not attributable to any particular age group of child.

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. Six in ten parents of children aged 5-15 have this control (62%) as do two in three parents of 3-4s (66%). There are no variations in this incidence by the age of the child. This particular control is also more likely in AB households (73% vs.62%) compared to all households with children aged 5-15. There are no differences by gender within age. Since 2012 this control is less likely in households with children aged 5-15 (62% vs. 68%) driven by a decrease among parents of 5-7s (58% in 2013 vs. 73% in 2012).

Parents with access controls in place were also asked whether their child knows the PIN or password necessary to override the television access controls. The responses are shown in Figure 124. Knowledge about how to override these access controls increases with the age of the child, accounting for less than one in 20 5-7s (3%), one in ten 8-11s (10%) and one in four 12-15s (26%). Only 1% of 3-4s know how to override these controls. There are no differences by gender within age or by household socio-economic group.

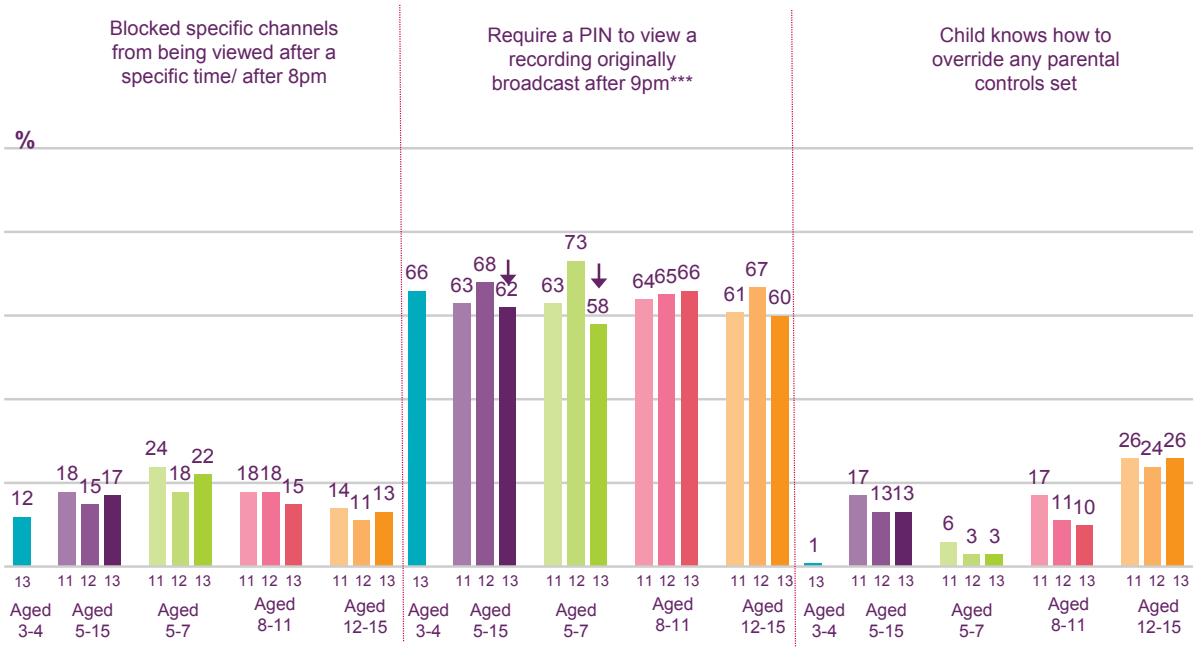
Knowledge of overriding controls has not changed for 5-7s, 8-11s or 12-15s since 2012.

Figure 123: Types of access controls in place among parents with controls set on their television service, by age: 2011 – 2013



QP15/QP16 – Do you use these parental controls in any of these ways? (prompted response, multi-coded) / Does the child know the PIN or password to override these controls? (spontaneous response, single coded)
Base: IN 2013 - Parents of children aged 5-15 with a TV set that the child watches, with any parental controls set (249 aged 3-4 744 aged 5-15, 246 aged 5-7, 271 aged 8-11, 227 aged 12-15)/ PRIOR TO 2013 Parents of children aged 5-15 with multichannel TV in the household and parental controls set (722 aged 5-15 in 2011, 818 aged 5-15 in 2012, 238 aged 5-7 in 2011, 260 aged 5-7 in 2012, 261 aged 8-11 in 2011, 294 aged 8-11 in 2012, 223 aged 12-15 in 2011, 264 aged 12-15 in 2012) -significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 124: Types of access controls in place among parents with controls set on their television service, by age: 2011 - 2013



QP15/QP16 – Do you use these parental controls in any of these ways? (prompted response, multi-coded) / Does the child know the PIN or password to override these controls? (spontaneous response, single coded)
Base: IN 2013 - Parents of children aged 5-15 with a TV set that the child watches, with any parental controls set (249 aged 3-4 744 aged 5-15, 246 aged 5-7, 271 aged 8-11, 227 aged 12-15)/ PRIOR TO 2013 Parents of children aged 5-15 with multichannel TV in the household and parental controls set (722 aged 5-15 in 2011, 818 aged 5-15 in 2013, 238 aged 5-7 in 2011, 260 aged 5-7 in 2012, 261 aged 8-11 in 2011, 294 aged 8-11 in 2012, 223 aged 12-15 in 2011, 264 aged 12-15 in 2012) / *** Base represents all children aged 5-15 with multichannel TV in the household and a DVR, with parental controls set (594 aged 5-15 in 2011, 716 aged 5-15 in 2012, 218 aged 3-4 in 2013, 630 aged 5-15 in 2013, 197 aged 5-7 in 2011, 233 aged 5-7 in 2012, 207 aged 5-7 in 2013, 212 aged 8-11 in 2011, 252 aged 8-11 in 2012, 224 aged 8-11 in 2013, 185 aged 12-15 in 2011, 231 aged 12-15 in 2012, 199 aged 12-15 in 2013) -significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Among those without access controls set, one in seven parents are unaware of them or do not know how to set them

Those parents who do not have any access controls set up for their multichannel television service were asked to say why.

Figure 125 looks at the reasons for not having controls in place for multichannel television, given by all parents of children aged 5-15[107], while Figure 126 and Figure 127 look 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.

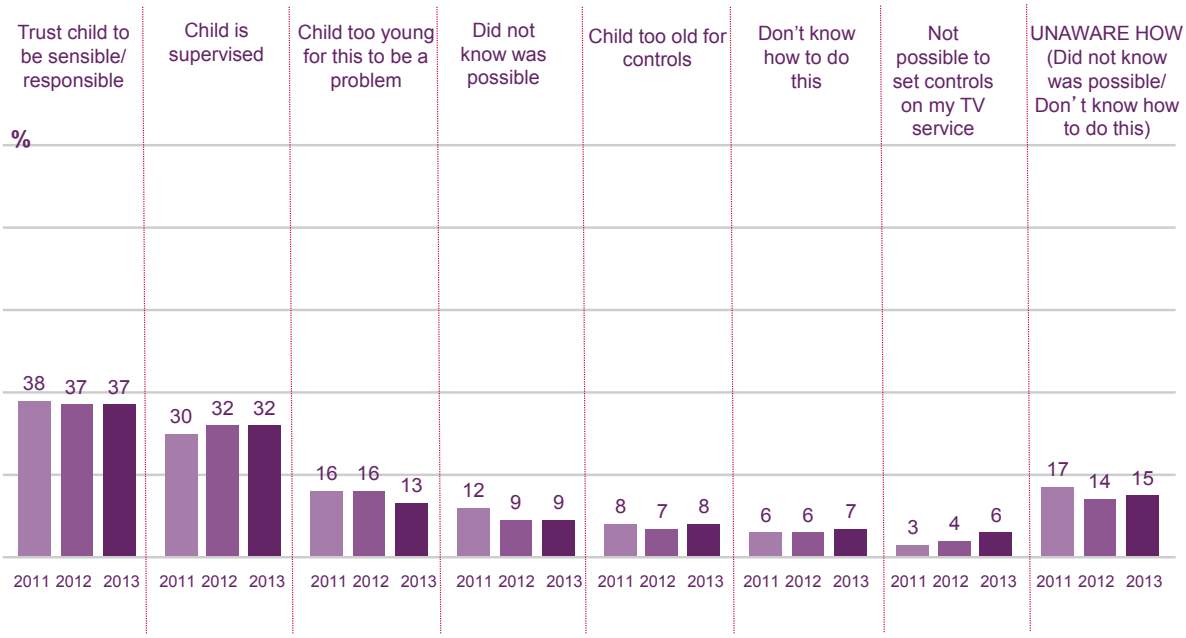
Some parents responded that they did not know how to set access controls, or did not know that these settings were possible. Being unaware of access controls in either of these ways accounts for 15% of all parents of children aged 5-15 who do not have these settings in place, and is more common among parents of 5-7s than parents of 12-15s (20% vs. 12%). One in ten parents of 3-4s are also unaware of access controls (11%). Unlike in previous surveys, those in households with a Freeview service are no more likely to be unaware of access controls in either of these ways (18% vs. 15%). Parents of children aged 5-15 in DE

[107] Responses shown reflect those given by 5% or more of all parents of 5-15 without controls set on their television service.

households without controls set are more likely to say it is because they are unaware how to do this (21% vs. 15%).

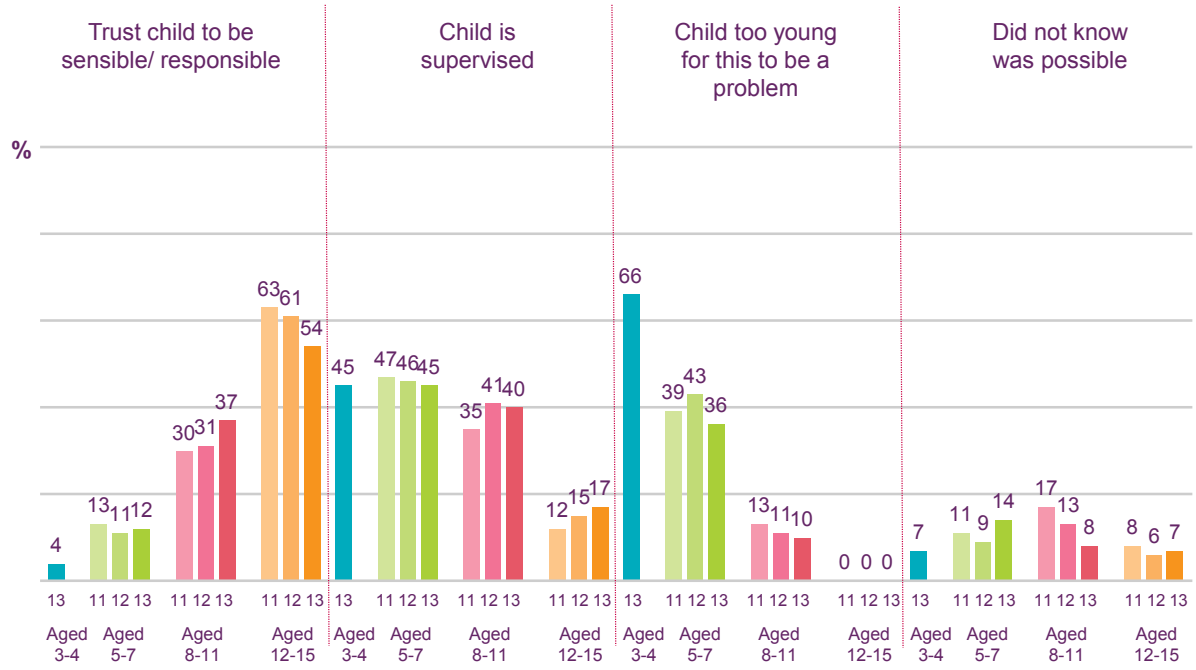
Since 2012, there has been no change in any of these reasons among parents of children aged 5-15 without controls set on their television service, at an overall level. Parents of 5-7s are, however, more likely to say they are unaware of access controls, either because they did not know they were possible or didn't know how to set them – (20% vs. 12%)

Figure 125: Reasons for not having controls in place for the television service, among parents of 5-15s: 2011-2013



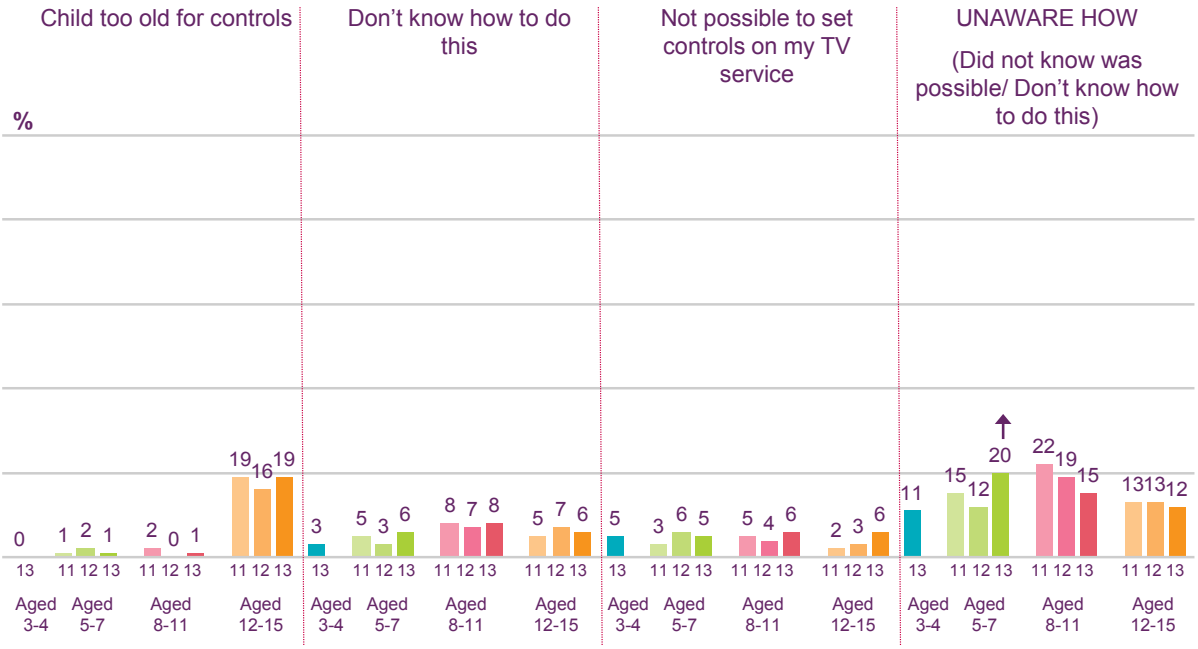
QP14 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where>5% of all parents have given that answer
Base: IN 2013 - Parents of children with a TV set in the household that the child watches with no parental controls set / Prior to 2013: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (869 aged 5-15 in 2011, 802 aged 5-15 in 2012, 845 aged 5-15 in 2013) -significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 126: Reasons for not having controls in place for the television service, by age: 2011-2013



QP14 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
Base: IN 2013 - Parents of children with a TV set in the household that the child watches with no parental controls set (401 aged 3-4 in 2013, 247 aged 5-7 in 2013, 289 aged 8-11 in 2013, 309 aged 12-15 in 2013) / Prior to 2013: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (291 aged 5-7 in 2011, 276 aged 5-7 in 2012, 281 aged 8-11 in 2011, 246 aged 8-11 in 2012, 297 aged 12-15 in 2011, 280 aged 12-15 in 2012) - significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 127: Reasons for not having controls in place for the television service, by age: 2011-2013



QP14 – Can you tell me why that is? (spontaneous responses, multi coded) – only responses shown where >5% of all parents have given that answer
Base: IN 2013 - Parents of children with a TV set in the household that the child watches with no parental controls set (401 aged 3-4 in 2013, 247 aged 5-7 in 2013, 289 aged 8-11 in 2013, 309 aged 12-15 in 2013) / Prior to 2013: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (291 aged 5-7 in 2011, 276 aged 5-7 in 2012, 281 aged 8-11 in 2011, 246 aged 8-11 in 2012, 297 aged 12-15 in 2011, 280 aged 12-15 in 2012) - significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Experience of parents with controls installed on their television service

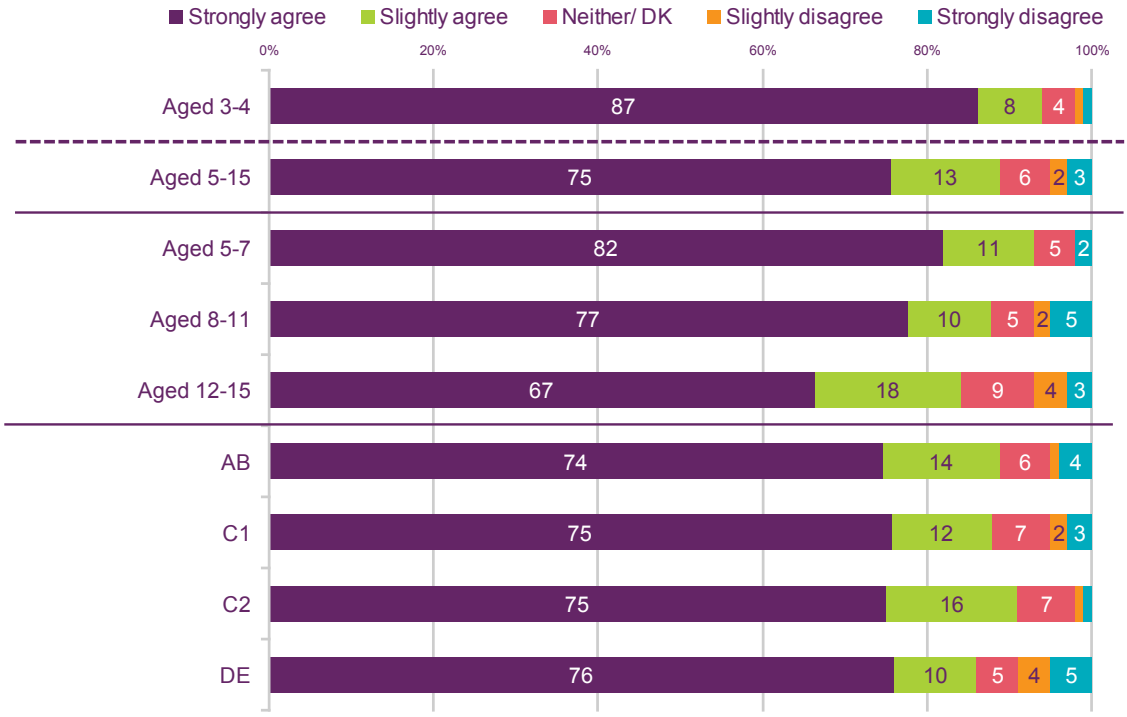
Most parents agree strongly that the parental controls on their television service are effective and that their child is safer as a result

In 2013, parents of 3-15s with parental controls set on their television service were asked two of the same questions that had been asked of parents of internet users with controls on the PC/laptop/ netbook. This was to establish the extent to which parents felt that these television controls were effective (shown in Figure 128) and that their child was safer as a result of them (shown in Figure 129).

A majority of parents, overall and in each age group, agree strongly with: "I am confident that the parental controls that we have are effective". Parents of 3-4s (87%), 5-7s (82%) and 8-11s (77%) are, however, more likely to strongly agree, compared to parents of 12-15s (67%). While a minority of parents of 5-15s disagree overall (6%) this is more likely among parents of 8-11s (8%) or 12-15s (7%) than among parents of 3-4s (1%) or 5-7s (2%).

There are no differences by gender within age or by household socio-economic group.

Figure 128: Parental agreement about controls on television service - "I am confident that the controls that we have are effective" by age and socio-economic group: 2013

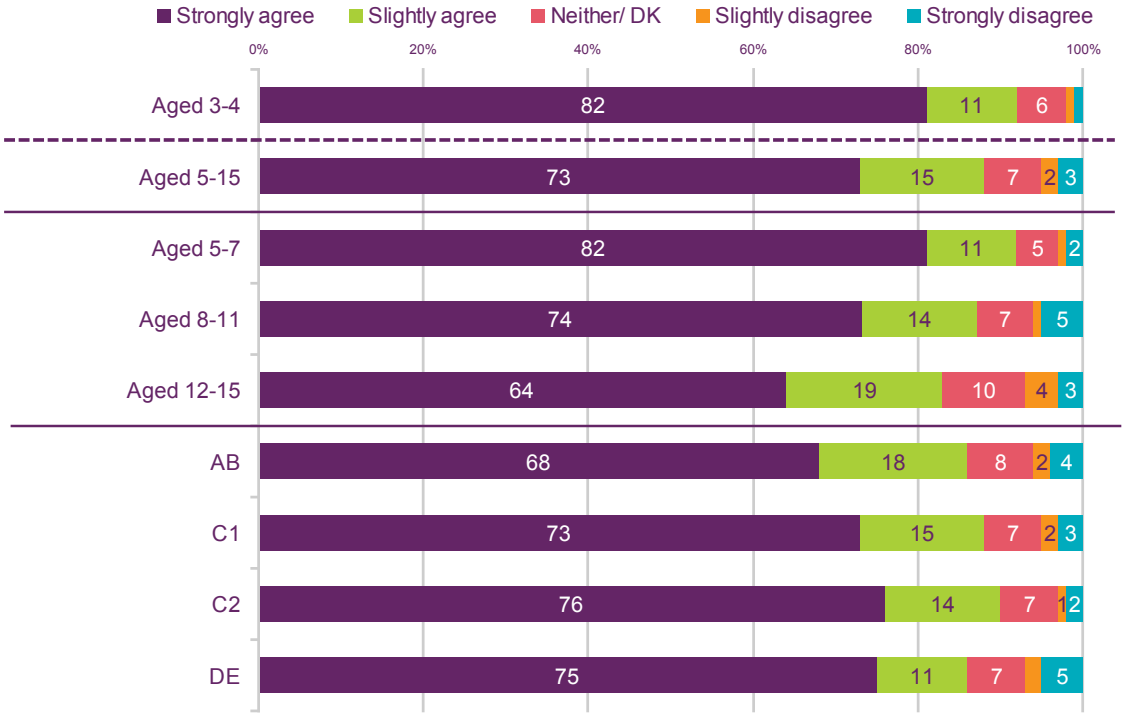


QP17A– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents with any parental controls set on the television service(249 aged 3-4, 744 aged 5-15 , 246 aged 5-7, 271 aged 8-11, 227 aged 12-15), 158 AB, 224 C1, 165 C2, 197 DE) - Significance testing shows any difference by socio-economic group compared to all children aged 5-15
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

A majority of parents, overall and in each age group, also agree strongly that "I feel that my child is safer as a result". Parents of 3-4s (82%), 5-7s (82%) and 8-11s (74%) are more likely to agree strongly, compared to parents of 12-15s (64%). A minority of parents of 5-15s disagree overall (5%), and parents of 3-4s (1%) are less likely to disagree than are parents of 8-11s (6%) or 12-15s (7%).

There are no differences by gender within age or by household socio-economic group.

Figure 129: Parental agreement about controls on television service – "I feel that my child is safer as a result", by age and socio-economic group: 2013



QP17B– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents with any parental controls set on the television service(249 aged 3-4, 744 aged 5-15 , 246 aged 5-7, 271 aged 8-11, 227 aged 12-15), 158 AB, 224 C1, 165 C2, 197 DE) - Significance testing shows any difference by socio-economic group compared to all children aged 5-15
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental rules for mobile phones

The majority of parents of 8-11s and 12-15s have rules in place about their child's mobile phone use

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 2012, 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.

As in 2012, rules about mobile phone use are as likely for 12-15s as they are for 8-11s (71% vs. 73%). There are, however, four rules that are more likely among parents of 8-11s whose child has their own mobile phone, compared to parents of 12-15s: regularly check what they are doing with the phone (27% vs. 14%); only calls/ texts to an agreed list of people (25% vs. 7%); use only to make/ receive voice calls or send texts, and nothing else (19% vs. 8%); and no going online/ internet sites/ WAP browsing (13% vs. 8%). There is only one rule that is more likely among parents of 12-15s compared to 8-11s: that the child is responsible for paying for top-ups/ bills (16% vs. 8%).

In 2013, there are no differences by gender among 12-15s with a mobile phone[108], and no differences by household socio-economic group.

The overall incidence of having rules, and the incidence of each of the individual rules, has not changed since 2012.

While the overall incidence of rules is no different among parents of 12-15s with a smartphone than among parents of children with a non-smartphone (70% and 72% respectively), those aged 12-15 with a non-smartphone are more likely to have the rule about limiting how often credit can be put on the phone (44% vs. 30%) and only making/ receiving calls or texts and nothing else (19% vs. 4%). Parents of 12-15s with a smartphone are more likely than those with a non-smartphone to have the rule regarding regularly checking what they are doing with the phone (18% vs. 4%) and about only visiting certain websites on the phone (6% vs. 0%).

[108] Low base sizes prevent analysis by gender among 8-11s

Figure 130: Parental rules for mobile phones, by age: 2013

	Aged 8-11	Aged 12-15
Any rules or restrictions	73%	71%
Limit how often credit can be put on the phone	38%	34%
No calls to premium rate numbers	24%	27%
No texts to premium rate numbers	23%	26%
Regularly check what they are doing with the phone	27%	14%
Child is responsible for paying top-ups/ bills	8%	16%
Only calls/ texts to an agreed list of people	25%	7%
Only to make/ receive voice calls or send texts, nothing else	19%	8%
No going online/ internet sites/ no WAP browsing	13%	8%
No downloading of apps/ applications onto the phone	12%	8%
Can only visit certain websites on the phone	6%	5%

QP67– 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 whose child has their own mobile phone (188 aged 8-11, 467 aged 12-15). Significance testing indicates any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parental controls for mobile phones

Four in ten parents of a 12-15 year old with a mobile phone that can be used to go online have limited their child's access to the internet

In 2013, parents whose children have a smartphone or a non-smartphone that can be used to go online[109]were asked whether access to the internet on their child's phone is limited to exclude websites aimed at people aged 18 and over[110].

In 2013, close to half of parents of 8-11s (47%) and four in ten parents of 12-15s (40%) with a mobile phone that can be used to go online say that their child's phone is limited to exclude these websites.

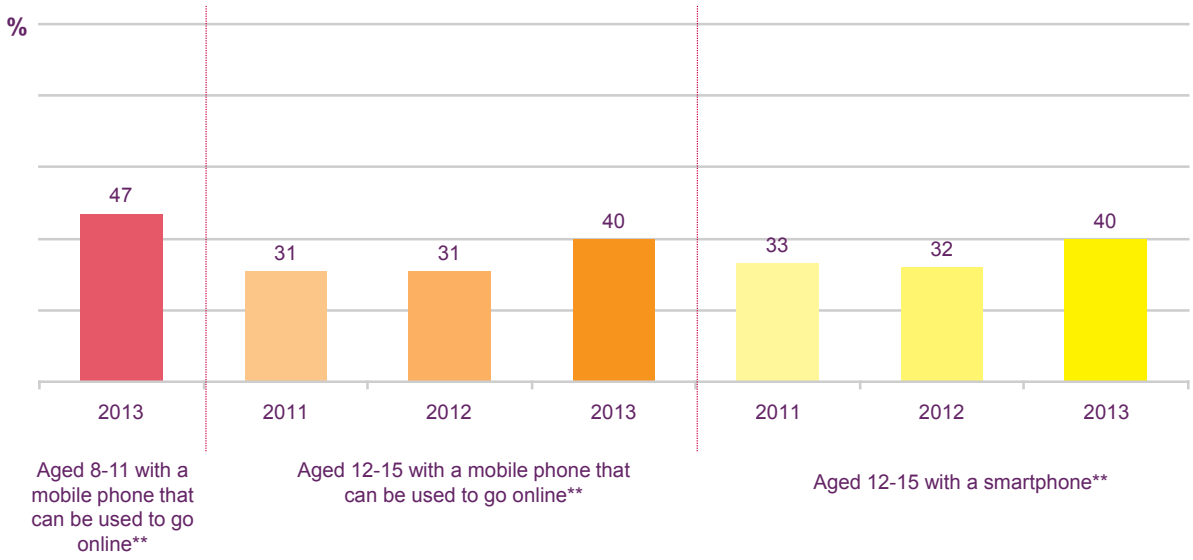
There is no difference between 8-11s and 12-15s as to whether these controls were activated when the phone was purchased, or later, by someone in the household (23% vs. 24% respectively for 8-11s and 19% vs. 21% for 12-15s).

[109] In previous years this question was asked of all parents who said their child's phone could be used to go online (irrespective of whether this phone was a smartphone or not). Some parents whose child had a smartphone said their child's phone could not be used to go online, which is therefore incorrect. In 2013 all parents whose child had a smartphone were automatically asked this question (together with those parents whose child owns a non –smartphone that can be used to go online). Due to these differences in the way this question was asked, we have not commented on any changes over time but have shown time series analysis in Figure 131.
[110] The question wording was amended in 2011 (to reflect the overall incidence of the child's mobile phone being limited to exclude websites aimed at people aged 18 and over, as distinct from whether a parent or other responsible adult had set this up) and so we cannot show comparable findings from previous years.

Responses do not vary between those aged 12-15 with a smartphone and those with a non-smartphone (40% vs. 33%).

In 2013, boys aged 12-15 with a mobile phone that could be used to go online are more likely to have these filters in place, compared to girls (48% vs. 32%). There are no differences by household socio-economic group.

Figure 131: Use of filters for mobile phone content among parents of 12-15s: 2011-2013



QP70– Is access to the internet on your child's phone limited to exclude websites that are aimed at people aged 18 and over? (prompted responses, single coded)
Base: Children aged 12-15 with a smartphone or another type of mobile phone that can be used to go online (111 aged 8-11 in 2013, 378 aged 12-15 in 2013, 356 aged 12-15 with a smartphone in 2013)/Children aged 12-15 with a mobile phone that can be used to go online (248 aged 12-15 with any mobile in 2011, 334 aged 12-15 with any mobile in 2012, 177 with a smartphone in 2011, 304 with a smartphone in 2012) **NB In 2011-2012 all parents were asked whether their child's mobile phone could be used to go online irrespective of whether they owned a smartphone or another type of mobile phone, and all stating the phone could were asked this question. In 2013 this initial question was only asked of those without a smartphone and then those that said the phone could go online and those with a smartphone were asked this question. Due to this different approach any significant differences have not been flagged
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Those parents responding that their child's phone does not have filters for mobile phone content were asked to say why. Across all parents of 12-15s, the main reason given is that they trust their child to be responsible (55%). However, a significant minority respond that they are not aware that this is possible (31%) or don't know how to do it (7%). One in 20 parents of a 12-15 year old say it is because their child learns how to use their phone safely at school (6%) or that their child is too old for setting controls (5%).

Rules about playing games

Rules about game playing have remained consistent since 2012

As in 2012, most parents whose child plays games on a gaming device[111] say that they have rules or restrictions about the games their child plays. Rules are more likely to be in place for children aged 5-7 (86%) and 8-11 (81%), than for those aged 12-15 (58%). Close to nine in ten parents of 3-4s whose child plays games on a gaming device also have rules in place (88%).

Each individual rule is also less likely to be in place for 12-15s than for 3-4s, 5-7s or 8-11s.

More than half of parents of 3-4s, 5-7s and 8-11s have rules restricting the games played to those with an appropriate age rating (56% 62% and 56% respectively), but this is less common among parents of 12-15s (34%).

Rules regarding the type of content of the games played (i.e. no games with violence or drug use or nudity/sexual content) are broadly comparable for parents of 3-4s, 5-7s and 8-11s and are considerably lower among parents of 12-15s. Parents of 3-4s are more likely to have rules in place about playing games only when supervised and not on their own (33% for 3-4s vs. 21% for 5-7s, 11% for 8-11s and 3% for 12-15s).

When comparing by gender, in 2012 the overall incidence of having rules in place was higher among parents of boys aged 12-15 than girls (67% vs. 56%). In 2013, this is no longer the case; boys and girls in each group are equally as likely to have rules in place. In terms of individual rules, boys aged 3-4, 5-7 and 12-15 are more likely than girls to have the rule about no games after a certain time (41% vs. 29% for 3-4s,45% vs. 34% for 5-7s and 31% vs. 19% for 12-15s). There is one other difference by gender; girls aged 12-15 are more likely than boys to have the rules about no online game playing (11% vs. 3%).

In 2013 parents in AB households are more likely to have rules in place, compared to all parents of children aged 5-15 who play games (81% vs. 74%). They are also more likely to have 11 of the 12 individual rules in place. They are as likely to have the rule regarding playing only when supervised/ not on their own (13% vs. 11%). Parents of 5-15s in DE households are less likely to have three rules in place, compared to all 5-15s: regularly checking on what they are playing (26% vs. 32%), no games with nudity/ sexual content (25% vs. 32%) and no games with swearing/ offensive language (24% vs. 31%).

Compared to 2012, rules are no more or less likely to be in place among any age group of child.

[111] This could be a fixed or portable games console/ computer/ mobile phone or portable media player.

Figure 132: Parental rules for gaming, by age: 2013

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	88%	74%	86%	81%	58%
Only games with appropriate age rating	56%	50%	62%	56%	34%
No games after a certain time	35%	34%	40%	39%	25%
Regularly check on what they're playing	35%	32%	38%	39%	21%
No games with violence	35%	32%	40%	39%	19%
No games with drug use	34%	32%	40%	37%	20%
No games with nudity/ sexual content	33%	32%	39%	37%	20%
No games with swearing/ bad language	34%	31%	40%	37%	19%
No online game playing	22%	15%	24%	18%	7%
No online game playing with people they don't already know	15%	14%	19%	15%	8%
No online chat or messaging (added in 2013)	18%	12%	18%	16%	5%
Can only play when supervised/ not on their own	33%	11%	21%	11%	3%
Only a game that an adult or parent has played/ tried first	19%	10%	16%	12%	3%

QP77 - Do you have any of these rules or restrictions about the games that your child plays at home – 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 on any type of game playing device (xxx aged 3-4, 1486 aged 5-15, 447 aged 5-7, 535 aged 8-11, 504 aged 12-15). Significance testing indicates any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

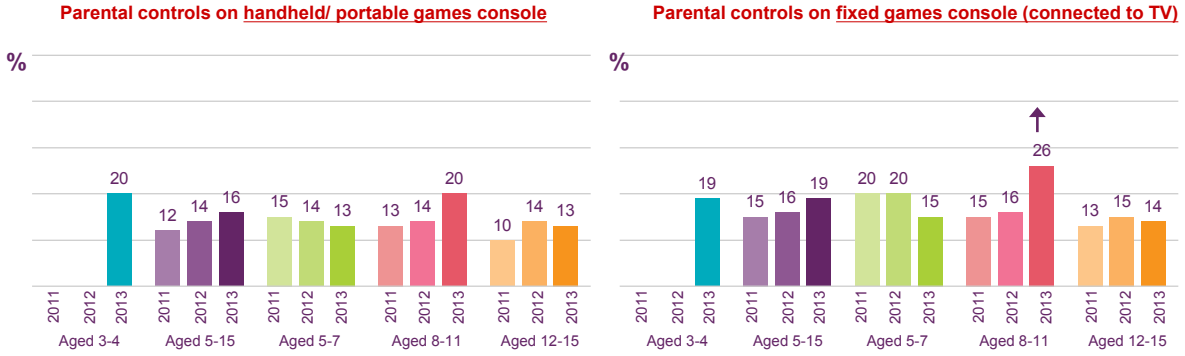
Few games consoles have parental controls set

Parents whose child aged 3-15 plays at home on a handheld/ portable games console, or a fixed games console connected to a television, were asked whether any parental controls are loaded onto each 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 133, among 5-15s around one in six handheld/ portable games consoles (16%) and one in five fixed games consoles (19%) have parental controls. The incidence of controls on a handheld/ portable gaming device does not vary by the age of the child. In 2013, controls on the fixed games console are more likely for 8-11s (26%) than for 5-7s (15%) or 12-15s (14%). A similar proportion of 3-4s have controls on a handheld games player (20%) as have controls on a fixed games console (19%).

In 2013, controls are more likely on fixed games consoles for boys aged 12-15 than for girls (18% vs. 9%). There are no differences by gender within age for controls on the handheld/ portable games player, and no differences in the incidence of controls for either gaming device by household socio-economic group. Compared to 2012, parents of 8-11s are more likely to have controls on fixed games consoles (26% vs. 16%).

Figure 133: Use of parental controls on games consoles, by age: 2011-2013



QP80/81– Are there any parental controls set on the handheld games console? / Are there any parental controls set on the games console that is connected to a TV? (spontaneous responses, single coded)
Base: Parents of children aged 5-15 with a portable games console (207aged 3-4 in 2013,1166 aged 5-15 in 2011, 1085 aged 5-15 in 2012, 899 aged 5-15 in 2013, 382 aged 5-7 in 2011, 397 aged 5-7 in 2012, 282 aged 5-7 in 2013, 454 aged 8-11 in 2011, 388 aged 8-11in 2012, 358 aged 8-11 in 2013, 330 aged 12-15 in 2011, 300 aged 12-15 in 2012, 259 aged 12-15 in 2013)/ Parents of children aged 5-15 with a fixed games console (169 aged 3-4, 1271 aged 5-15 in 2011, 1254 aged 5-15 in 2012, 1071 aged 5-15 in 2013, 366 aged 5-7 in 2011, 390 aged 5-7 in 2012, 290 aged 5-7 in 2013, 459 aged 8-11 in 2011, 440 aged 8-11 in 2012, 401 aged 8-11 in 2013, 446 aged 12-15 in 2011, 424 aged 12-15 in 2012, 380 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Those parents who do not have parental controls set on the handheld/ portable games console, or on the fixed games console that is connected to a television, were asked to say why. Figure 134 looks at reasons for not having parental controls on the handheld/ portable games console among parents of children aged 5-15, while Figure 135 looks at reasons for not having parental controls on the fixed games console that is connected to a television.

Among all 5-15s the reasons for not having controls on either device are similar. One third of parents say this is because they trust the child to be sensible/ responsible (33% for handheld games players and 35% for fixed consoles) and around three in ten say it is because the child is always supervised (28% for handheld games players and 30% for fixed consoles). Around one in ten say it is because the child is too young for this to be a problem (12% vs. 9%).

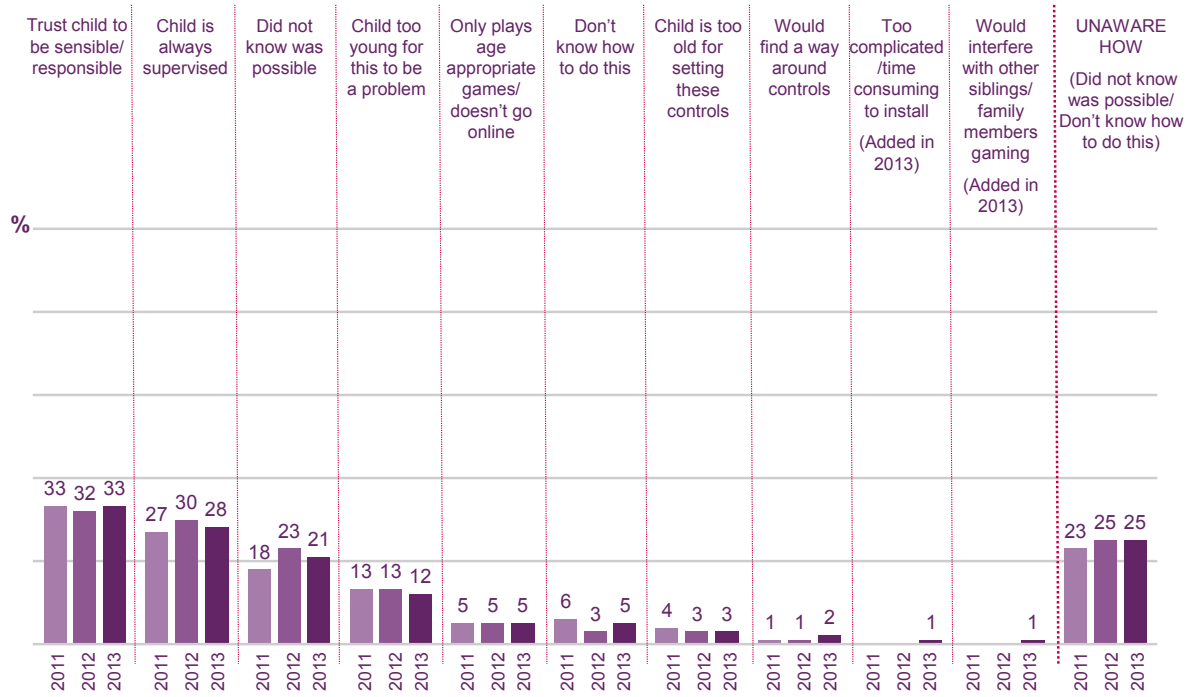
Some parents do not use parental controls on the handheld/ portable games console, either because they don't know how to do it, or are not aware that it is possible. Being unaware of parental controls in either of these ways accounts for more than one in five parents of 5-15s who do not have parental controls in place (25% for handheld/ portable games consoles and 22% for fixed games consoles).

In 2013, compared to all parents of 5-15s without controls in place, parents in AB households are less likely to say it is because they are unaware of these controls for fixed games consoles (14% vs. 22%), while those in DE households are more likely to give this response for both portable (34% vs. 25%) and fixed games consoles (31% vs. 22%).

There are no differences in the reasons for not having parental controls in place, for either the portable/ handheld or the fixed games player, by the gender of the child.

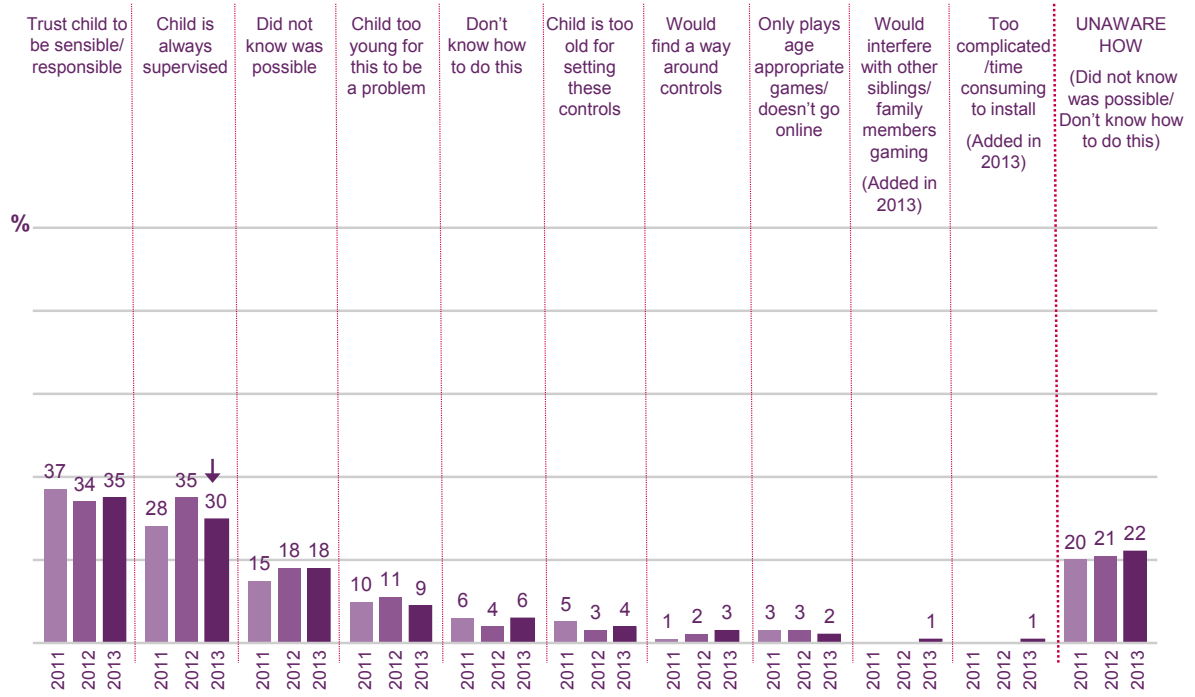
Among parents of 5-15s, there is only one difference in reasons for not having controls in place across either gaming device since 2012. Parents are less likely to say they do not have controls in place on the fixed games console because the child is always supervised (30% vs. 35%).

Figure 134: Reasons for not having parental controls on the handheld/ portable games console among parents of 5-15s: 2011–2013



QP84 – And can you tell me why that is? (spontaneous responses, multi-coded)
Base: Parents of children aged 5-15 who have not set parental controls on the handheld/ portable games console (979 aged 5-15 in 2011, 901 aged 5-15 in 2012, 708 aged 5-15 in 2013). Significance testing shows any difference between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 135: Reasons for not having parental controls on the fixed games console among parents of 5-15s: 2011–2013



QP85 – And can you tell me why that is? (spontaneous responses, multi-coded)
Base: Parents of children aged 5-15 who have not set parental controls on the fixed games console (1019 aged 5-15 in 2011, 995 aged 5-15 in 2012, 800 aged 5-15 in 2013). Significance testing shows any difference between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Rules about the internet

Four in five parents have rules in place about their child's internet use

Four in five parents of children aged 5 -15 who use the internet at home (79%) say they have put in place any of the internet rules that we asked about. Rules about the internet are more common for children aged 5-7 (92%) than for 8-11s (86%), and 8-11s are more likely to have rules than those aged 12-15 (65%).

More than eight in ten parents of 3-4s have rules in place about their child's internet use, although this is lower than the incidence among parents of 5-7s (84% vs. 92%). No single online rule is in place among the majority of parents of 3-4s. A sizeable minority of parents of 3-4s who go online at home have a rule about only visiting children's websites (44%) or about using the internet only when supervised/ not on their own (42%).

There is no single rule in place for a majority of 5-7 year old internet users. Forty-four per cent of parents of 5-7s say they regularly check what their child is doing online, or have a rule about visiting children's websites only (44%). Around one in three parents say their child can go online only when supervised, and not on their own (37%) and cannot go online after a certain time (33%).

The rule relating to the parent regularly checking what their child is doing online is in place among half of all parents of an 8-11 year-old child (51%). There are no other rules in place among the majority of parents of 8-11s. Parents of 8-11s are more likely than parents of 5-7s and 12-15s to have rules in place about no purchasing from websites (34% for 8-11s vs. 23% for 5-7s and 24% for 12-15s) and no social networking sites (28% for 8-11s vs. 19% for 5-7s and 9% for 12-15s). There is no single rule in place for the majority of 12-15s who go online, and no single rule is more likely to be in place for 12-15s compared to younger children.

In 2013, neither the overall incidence of having rules in place, nor the incidence of any individual rule for home internet use, varies within age, according to the gender of the child. There are, however, differences by household socio-economic group. Compared to all parents of 5-15s who go online at home, having any rules about their child's internet use is more likely among parents in AB households (85% vs. 79%) and less likely in DE households (73% vs. 79%).

There are seven individual rules that are more likely in place in AB households: regularly checking on what children are doing online (56% vs. 45%), no internet after a certain time (39% vs. 32%), no purchasing from websites (36% vs. 27%), only allowed to use the internet for a certain amount of time (31% vs. 21%), no social networking websites (27% vs. 18%), only talk/ chat with friends/ people they already know (21% vs. 13%) and no instant messaging (17% vs. 11%). There is one rule less likely to be in place among C2 households: only allowed to use the internet for a certain amount of time (15% vs. 21%). Two rules are also less likely in DE households: regularly check on what children are doing online (34% vs. 45%) and no social networking websites (14% vs. 18%).

There are some differences compared to 2012. Children aged 5-15 are less likely to have a rule about only visiting children's websites (19% vs. 23%), which is due to 5-7s (44% vs. 53%) and 8-11s being less likely to have this rule in place (22% vs. 30%). Children aged 5-15 are also less likely to have the rule about only using the internet for homework (5% vs. 7%), but this decrease is not attributable to any particular age group of child.

Parents of 5-7 year old children are now less likely to have a rule in place about not visiting social networking sites (19% vs. 28%), while 12-15s are now more likely to have this rule in

place (9% vs. 5%), and 12-15s are less likely to have a rule about only being allowed to chat with friends/ people they already know (10% vs. 15%).

Figure 136: Parental rules for the internet, by age: 2013

	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	84%	**79%**	92%	86%	65%
Regularly check what they're doing online	25%	**45%**	44%	51%	41%
No internet after a certain time	28%	**32%**	33%	36%	28%
No purchasing from websites	10%	**27%**	23%	34%	24%
Only allowed to use the internet for a certain amount of time	13%	**21%**	23%	28%	13%
Only children's websites	44%	**19%** ↓**(-4)**	44% ↓ **(-9)**	22% ↓ **(-8)**	4%
Can only use when supervised/ not on their own	42%	**19%**	37%	22%	7%
No social networking websites	9%	**18%**	19% ↓ **(-9)**	28%	9% ↑ **(+4)**
PIN/ Password required to enter websites unless already approved	14%	**15%**	17%	18%	11%
Only talk/ chat with friends/ people they already know	2%	**13%**	13%	18%	10% ↓**(-5)**
No Instant Messaging/ MSN	5%	**11%**	17%	17%	3%
Only websites stored in their Favourites list	10%	**9%**	12%	12%	4%
Only use for homework	0%	**5%** ↓ **(-2)**	5%	7%	3%

QP29 Do you have any of these rules or restrictions about the access that your child has to the internet on any device? (prompted responses, multi-coded)
Base: Parents of children aged 3-15 whose child uses the internet at home (219 aged 3-4, 1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15).
Significance testing shows any difference between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Rules about parental supervision of the internet

Figure 137 shows the proportion of parents who say they either have the rule about regularly checking what their child is doing online, or the rule that their child can only use the internet when supervised and not when they are on their own. By combining the responses of parents who have either of these rules, it is possible to show an overall measure for rules relating to parental supervision.

Just under half (45%) of all parents of 5-15s say they regularly check what their child is doing online. Parents of 8-11s (51%) are as likely as parents of 5-7s (44%) to do this, and more likely than parents of 12-15s to do it (41%). One in four parents of 3-4s who go online at home also regularly check what their child is doing (25%).

The rule regarding children using the internet only when supervised and not on their own is in place for one in five 5-15s (19%) and decreases with age, with one in three (37%) parents of 5-7s having this rule, compared to 22% of 8-11s and around one in 20 12-15s (7%). More than four in ten parents of 3-4s say their child can go online only when supervised (42%).

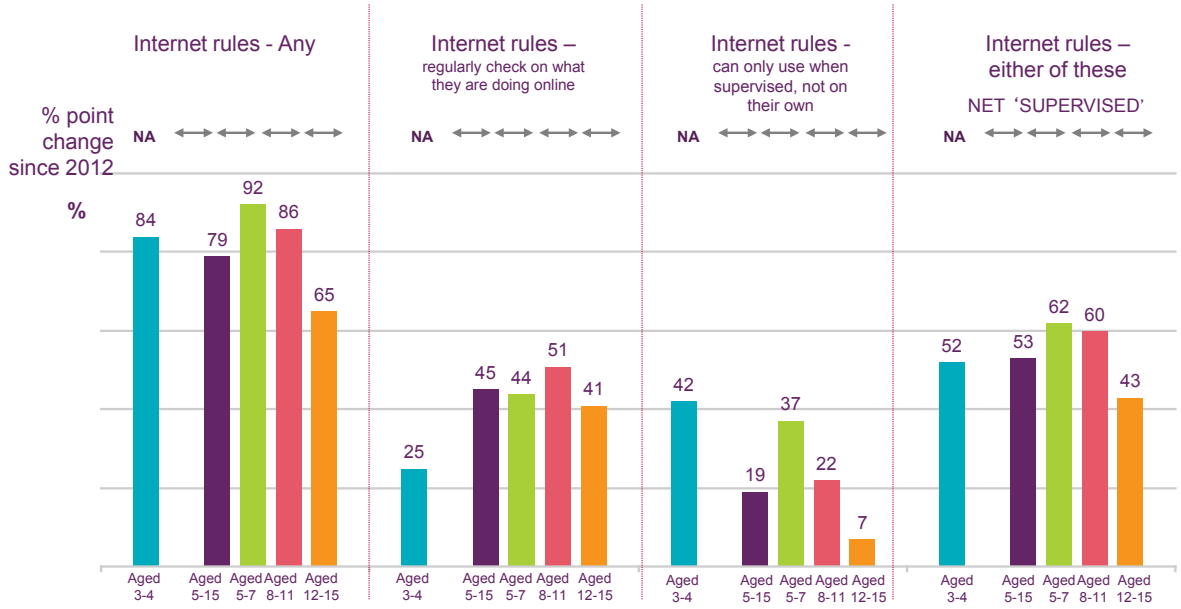
Combining these responses shows that more than half of parents of 5-15s (53%) supervise their child in some way when online, with parents of 5-7s (62%) and 8-11s (60%) being more likely to do so than parents of 12-15s (43%).

In 2013, there are no differences by gender within age for each of the individual rules relating to online parental supervision, nor for the overall measure of parental supervision.

As mentioned above, parents of 5-15 year old internet users in AB households are more likely than parents of all internet users to have rules about regularly checking what their child is doing online, while DE households are less likely to have this rule. As such, the overall measure for parental supervision is higher in AB households (62% vs. 53%) and lower in DE households (44% vs. 53%).

There are no differences in the incidence of any of these rules by any age group of child, compared to 2012.

Figure 137: Internet rules and restrictions relating to parental supervision, by age: 2013



QP29 Do you have any of these rules or restrictions about the access that your child has to the internet on any device? (prompted responses, multi-coded)
Base: Parents of children aged 3-15 whose child uses the internet at home (219 aged 3-4, 1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15).
Significance testing shows any difference between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

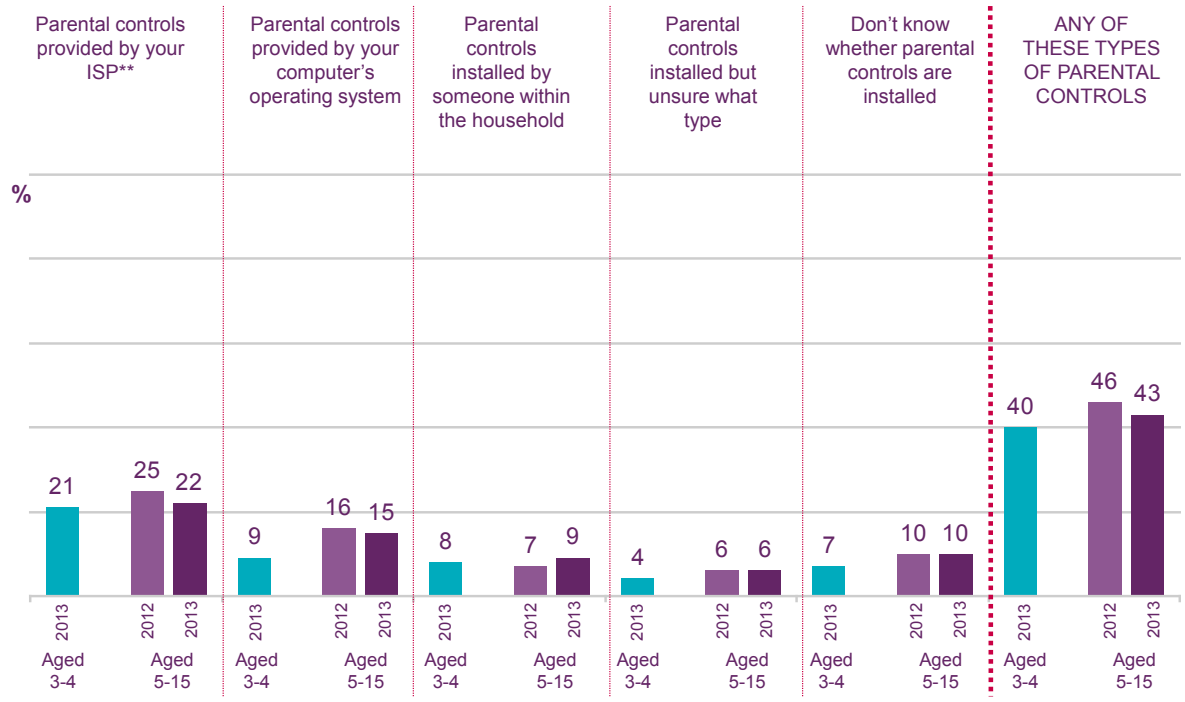
Parental controls on the internet

Forty-three per cent of parents have any type of parental controls installed on the PC/ laptop/ netbook that their child uses at home

In 2012, additional questions were added to the media literacy survey in order to better understand parents' use of, and attitude towards, online controls.

Parents whose child uses either a PC/ laptop or a netbook to go online at home were prompted with four specific types of online parental controls and asked whether these were installed on the PC/ laptop/ netbook that their child uses: parental controls in place that were provided by their internet service provider (ISP)[112]; parental controls provided by the computer's operating system (e.g. Windows, Mac etc.); parental controls that someone in the household had installed or downloaded onto the computer, either free or paid for (e.g. Net Nanny, Open DNS, Family Shield); parental controls installed, but unsure of the specific type of controls.

Figure 138: Types of parental controls installed on the PC/ laptop/ netbook the child uses at home, by age: 2012-2013



QP30 – Do you have any of these types of parental controls loaded or put in place and working on the PC/ laptop/ netbook that your child uses at home to prevent them viewing certain types of website? (prompted responses, multi-coded) **ISP-provided controls could include any of the following: network level filtering e.g. 'Homesafe' from TalkTalk or software - like McAfee Family Protection - provided by ISPs for people to install on their computers
Base: Parents whose child uses a PC, laptop or netbook to go online at home (1405 aged 5-15 in 2012, 1354 aged 5-15 in 2013, 185 aged 3-4 in 2013) - Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Close to half of parents of 5-15s (43%) have any of these types of controls installed. Parents of 5-7s (45%) and 8-11s (51%) are more likely than parents of 12-15s (35%) to have any of them in place. Any of these types of control are in place among four in ten parents of 3-4s who go online at home through a PC/ laptop or netbook (40%).

[112] ISP-provided controls could include any of the following: network level filtering e.g. 'Homesafe' from TalkTalk or software - like McAfee Family Protection - provided by ISPs for people to install on their computers.

The most commonly-installed parental controls among parents of 5-15s who use a PC, laptop or netbook to go online at home were those provided by their internet service provider (ISP), with one in five (22%) claiming to have this[113]. Parental controls provided by the computer's operating system (e.g. Windows, Mac etc.) are the next most popular type of parental control, with 15% of parents of 5-15s having these installed. Around one in ten parents (9%) have parental controls that someone in the household had installed or downloaded onto the computer, either free or paid for (e.g. Net Nanny, Open DNS, Family Shield). Around one in 20 parents (6%) say that they have controls installed but they are unsure of the specific type of controls, while one in ten parents (10%) say they are unsure whether they have any parental controls set up/ installed.

Compared to parents of 5-7s, parents of 3-4s are as likely to have controls installed overall (40% vs. 45%) and are no more or less likely to have each of the specific types of online controls in place.

In 2013, while the overall incidence of having controls does not vary by household socio-economic group, parents of 5-15s in AB households are more likely to have parental controls installed that were provided by the computer's operating system (23% vs. 15%). And parents of boys aged 12-15 are more likely than parents of girls to have parental controls installed by someone in the household (10% vs. 4%).

Reasons for not having parental controls installed on the PC/ laptop/ netbook

The reasons for not having parental controls installed at home differ considerably by the age of the child

Those parents of 3-15s[114] who have never had parental controls installed on the PC/ laptop/ netbook that the child uses at home[115] were asked to say why.

Figure 139 below looks at reasons for not having parental controls installed on the PC/ laptop/ netbook that the child uses at home, among parents of children aged 5-15. In 2013, half of this group say it is because they trust their child to be sensible/ responsible (49%), with close to four in ten saying there is no need for controls as their child is always supervised (38%).

The reasons given tend to vary by the age of the child, as shown in Figure 140 and Figure 141[116]. The main reason given by nearly two in three parents of 5-7s (62%) is that their child is always supervised when using the internet; with one in three (35%) saying their child is too young for this to be a problem. Around half of parents of 8-11s also say it is because their child is always supervised (53%) or because they trust their child to be sensible/ responsible (46%). Among parents of 12-15s, two in three (66%) say they trust their child to be responsible, with around two in ten (18%) stating that they do not set internet controls

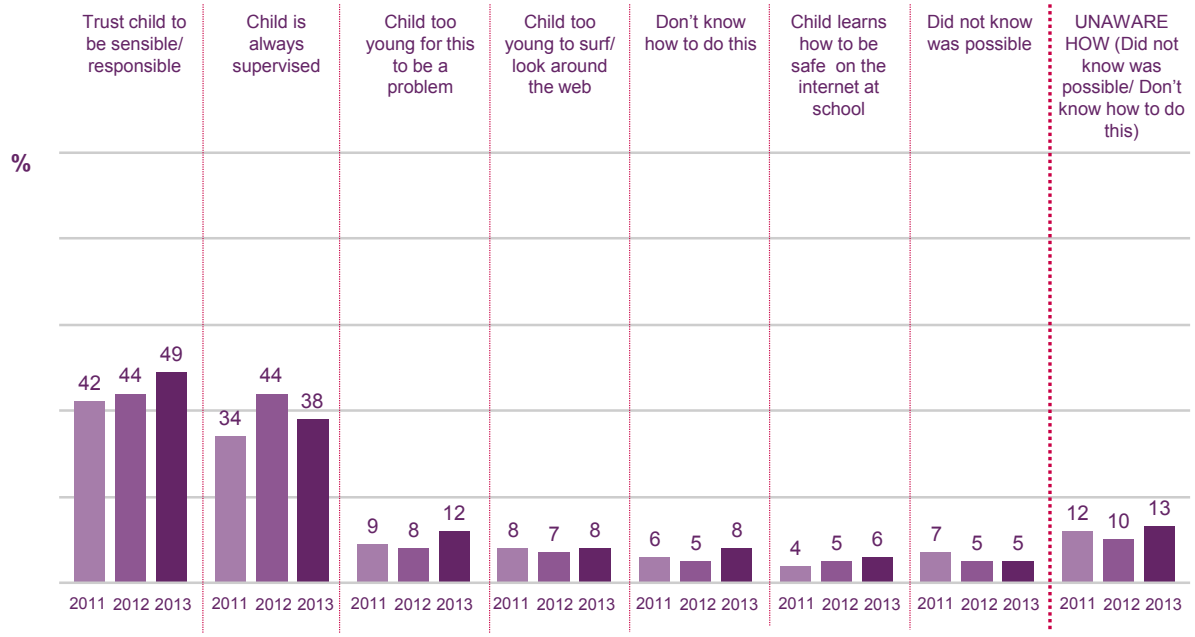
[113] ISP-provided controls could include any of the following: network level filtering e.g. 'Homesafe' from TalkTalk or software - like McAfee Family Protection - provided by ISPs for people to install on their computers.
[114] Low base sizes prevent analysis among parents of 3-4s.
[115] In previous years this question was asked of those parents who did not currently have controls installed. In 2013 it was asked of parents who had never had controls installed. 85% of parents of 5-15s without controls currently installed say they have never had controls, 8% say they used to have them installed but have since stopped using them and the remaining 7% are unsure. The data between 2012 and 2013, could therefore in theory be comparable for close to nine in ten respondents (92%). However, while time series data are shown in Figure 139, Figure 140 and Figure 141, they have not been tested for significance due to this change. The time series data should therefore be treated as indicative only.
[116] The data in Figure 140 and Figure 141 only show responses given by 5% or more of all parents.

because their child is always supervised. Trusting their child to be sensible/ responsible is considerably lower among parents of 5-7s (15%) and 8-11s (46%) compared to 12-15s (66%).

One in eight (13%) parents of 5-15s say they do not have parental controls installed on the PC/ laptop/ netbook, either because they don't know how to do this, or they are not aware that it is possible. This is comparable across each of the three age groups of children.

There are no differences in reasons for not having internet controls in place by household socio-economic group. Parents of boys aged 12-15 are more likely than parents of girls aged 12-15 to say that controls would not work because their child would find a way round these controls (10% vs. 2%)[117].

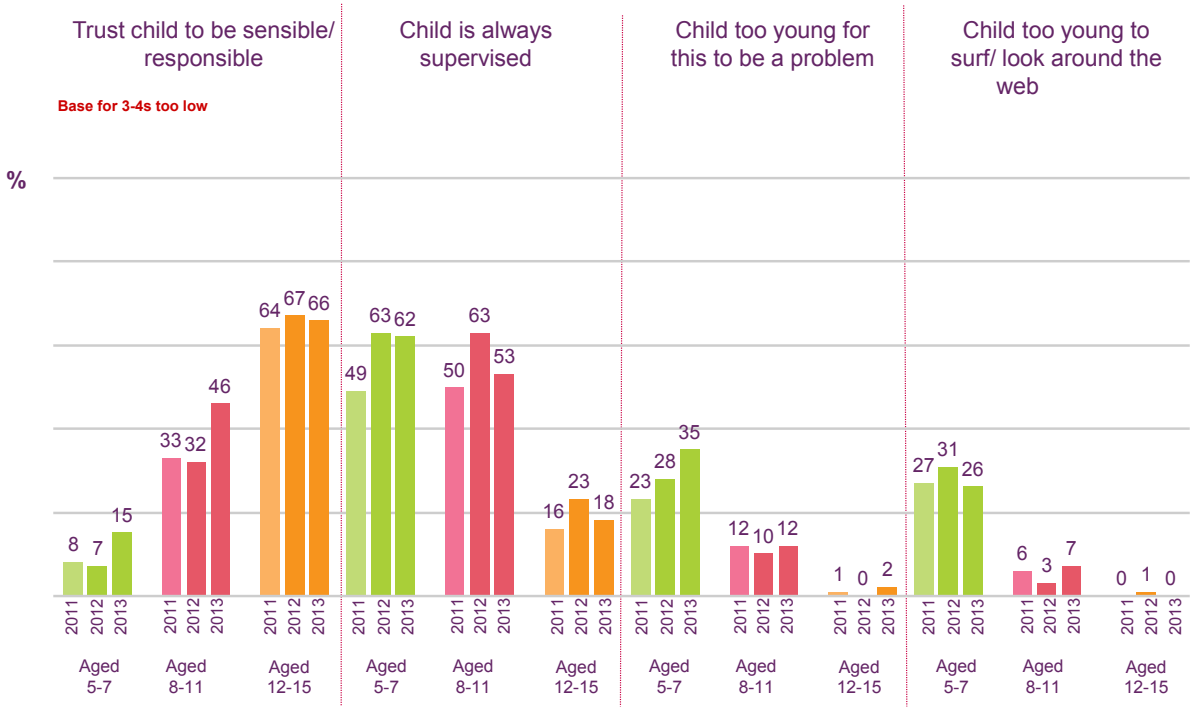
Figure 139: Unprompted reasons for not having parental controls installed on the PC/ laptop/ netbook that the child (5-15) uses at home: 2011-2013



QP36– And can you tell me why that is? (spontaneous responses, multi-coded) – only responses shown where>5% of all parents have given that answer
Base: IN 2013: Parents that have never had controls set on the PC/ laptop/ netbook that the child mostly uses to go online at home (539 aged 5-15)/ Prior to 2013: Parents of children aged 5-15 without any controls set or software loaded to stop their child viewing certain types of websites (787 aged 5-15 in 2011)/ BASE AMENDED IN 2012 - Parents of children aged 5-15 with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home (607 aged 5-15 in 2012). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[117] Bases for parents of boys and girls aged 5-7 and 8-11 are too low for analysis.

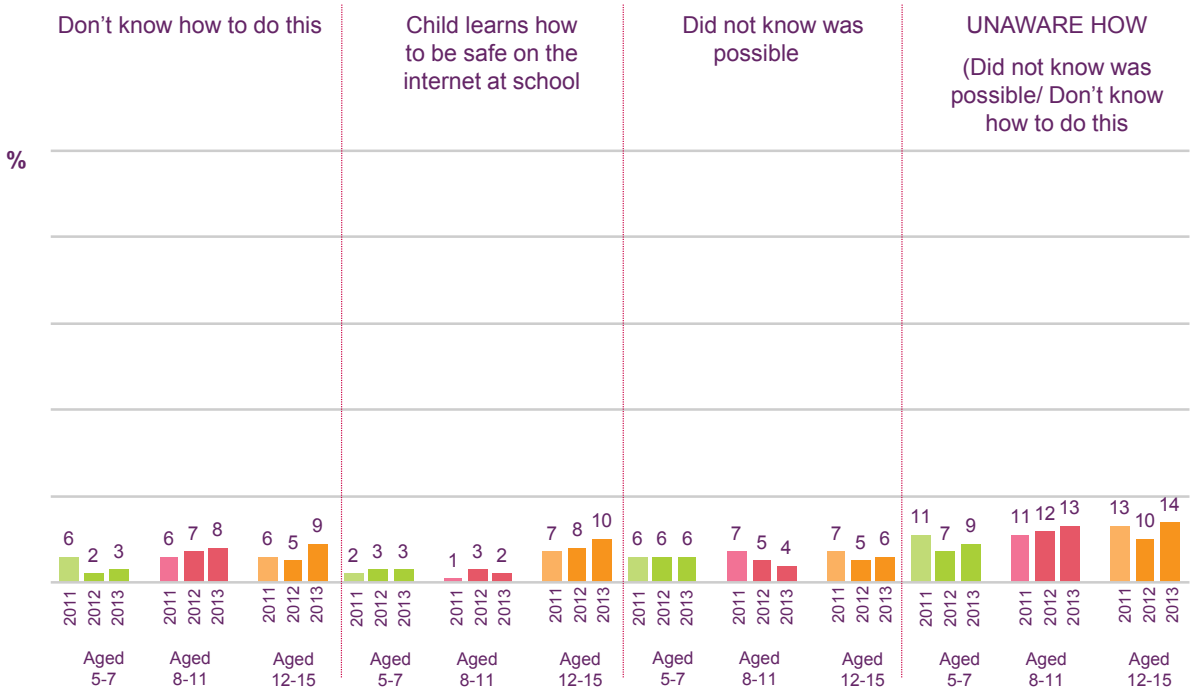
Figure 140: Unprompted reasons for not having parental controls installed on the PC/ laptop/ netbook that the child uses at home, by age: 2011-2013[118]



QP36– And can you tell me why that is? (spontaneous responses, multi-coded) – only responses shown where>5% of all parents have given that answer
Base: IN 2013: Parents that have never had controls set on the PC/ laptop/ netbook that the child mostly uses to go online at home (144 aged 5-7, 157 aged 8-11, 238 aged 12-15)/ Prior to 2013: Parents of children aged 5-15 without any controls set or software loaded to stop their child viewing certain types of websites(230 aged 5-7 in 2011, 238 aged 8-11 in 2011,319 aged 12-15 in 2011)/ BASE AMENDED IN 2012 - Parents of children aged 5-15 with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home (155 aged 5-7, 186 aged 8-11, 266 aged 12-15). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[118] Figure 140 shows responses given by 5% or more of all parents of 5-15s without parental controls set on the PC/ laptop/ netbook the child uses at home.

Figure 141: Unprompted reasons for not having parental controls installed on the PC/ laptop/ netbook that the child uses at home, by age: 2011-2013[119]



QP36– And can you tell me why that is? (spontaneous responses, multi-coded) – only responses shown where>5% of all parents have given that answer
Base: IN 2013: Parents that have never had controls set on the PC/ laptop/ netbook that the child mostly uses to go online at home (144 aged 5-7, 157 aged 8-11, 238 aged 12-15)/ Prior to 2013: Parents of children aged 5-15 without any controls set or software loaded to stop their child viewing certain types of websites(230 aged 5-7 in 2011, 238 aged 8-11 in 2011,319 aged 12-15 in 2011)/ BASE AMENDED IN 2012 - Parents of children aged 5-15 with no parental controls on the PC, laptop or netbook mostly used by their child to go online at home (155 aged 5-7, 186 aged 8-11, 266 aged 12-15). Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[119] Figure 141 shows responses given by 5% or more of all parents of 5-15s without parental controls set on the PC/ laptop/ netbook the child uses at home.

Experience of parents with controls installed on the PC/ laptop/ netbook used

Parents are more likely to install controls on the PC/ laptop/ netbook as a precautionary measure rather than as a result of someone seeing something inappropriate online

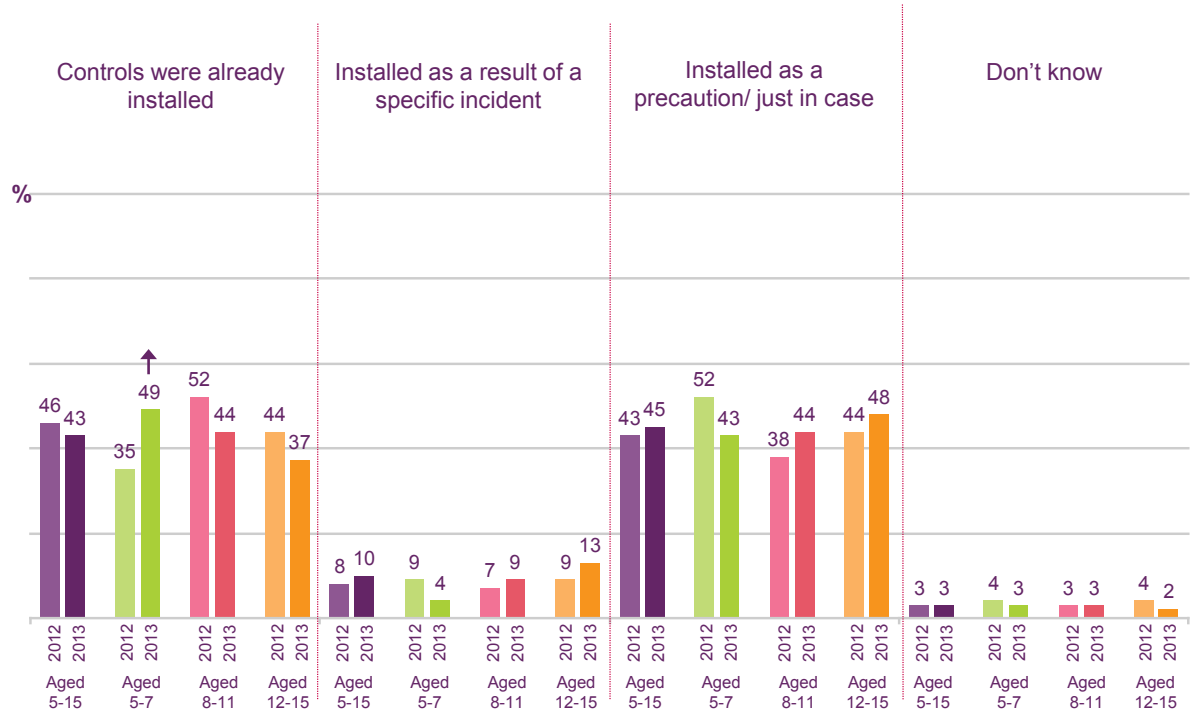
Since 2012, parents with controls installed on the PC/ laptop/ netbook that the child uses at home were prompted with a list of possible reasons for putting parental controls in place on the computer, and asked to say which one applied.

Figure 142 shows that one in ten (10%) parents of 5-15s[120] say that the controls were installed as a result of someone in the household seeing something inappropriate online. Just under half of parents of 5-15s say the controls were pre-installed (43%) or that they were installed as a precautionary measure (45%).

In 2013, parents of 5-15s in AB households are more likely to say the controls were installed as a precaution (56% vs. 45%) and are less likely to say they were already installed (32% vs. 43%). The reverse is true of parents in DE households, who are less likely to say they were installed as a precautionary measure (33% vs. 45%) and more likely to say that controls were already installed (57% vs. 43%).

Compared to 2012, parents of children aged 5-7 are more likely to say the controls were pre-installed (49% vs. 35%).

Figure 142: Reasons for installing parental controls on the PC/ laptop/ netbook that the child uses at home, by age: 2012-2013



QP32 - Please look at the reasons shown on this card. Which one of these describes why the parental controls were put in place? (prompted responses, single coded)
Base: Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (650 aged 5-15 in 2012, 594 aged 5-15 in 2013, 186 aged 5-7 in 2012, 164 aged 5-7 in 2013, 248 aged 8-11 in 2012, 246 aged 8-11 in 2013, 216 aged 12-15 in 2012, 184 aged 12-15 in 2013) Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[120] Low base sizes prevent analysis among parents of 3-4s with controls installed.

The majority of parents with online parental controls believe in the effectiveness of these controls and that their child is safer as a result

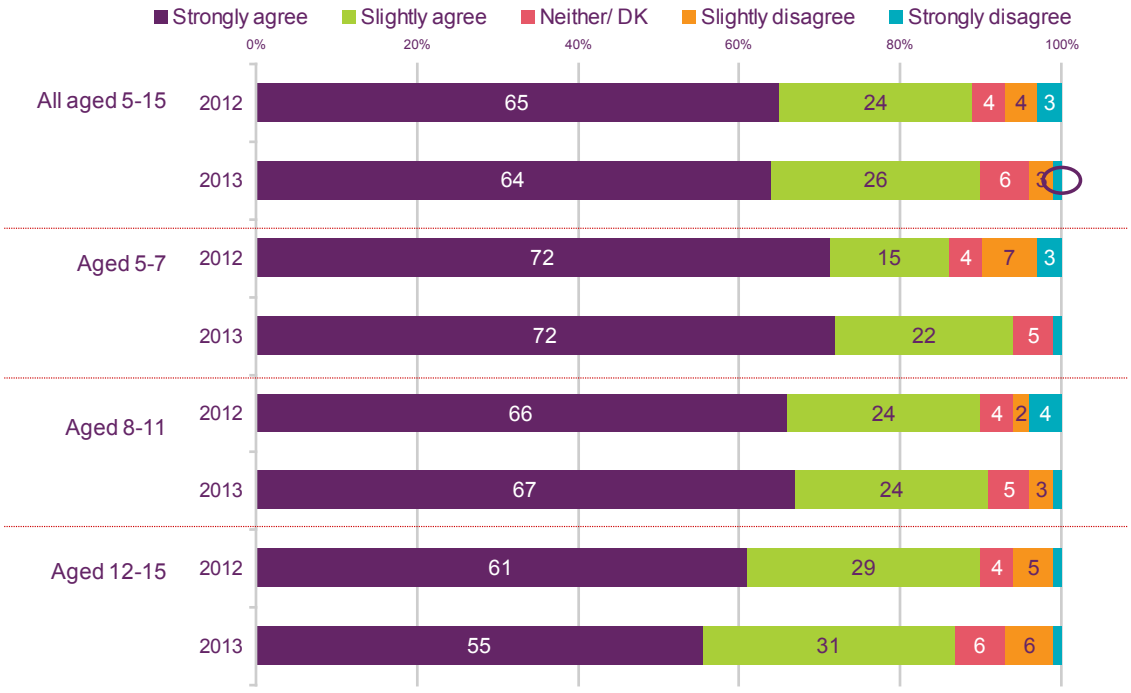
Parents with controls installed on the PC/ laptop/ netbook that the child uses at home were asked the extent to which they agreed with four statements about these controls.

Figure 143[121]shows that a majority of parents in each age group agreed strongly that: "I am confident that the parental controls that we have in place are effective" with parents of 5-7s (72%) and parents of 8-11s (67%) being more likely to agree strongly than parents of 12-15s (55%). In 2013 there are no differences by gender when comparing responses from parents of boys aged 5-15 to those from parents of girls[122]. There are also no differences by household socio-economic group.

Compared to 2012, parents of children aged 5-15 are less likely to disagree strongly with this statement (1% vs. 3%).

There are no differences in attitudes when comparing parents of 5-15s who say the controls were provided by their ISP with parents whose controls were built in to the computer's operating system.

Figure 143: Parental agreement about online controls – "I am confident that the parental controls we have in place are effective", by age: 2012-2013



QP34A-C– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (650 aged 5-15 in 2012, 594 aged 5-15 in 2013 ,186 aged 5-7 in 2012, 164 aged 5-7 in 2013, 248 aged 8-11 in 2012, 246 aged 8-11 in 2013, 216 aged 12-15 in 2012, 184 aged 12-15 in 2013) Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

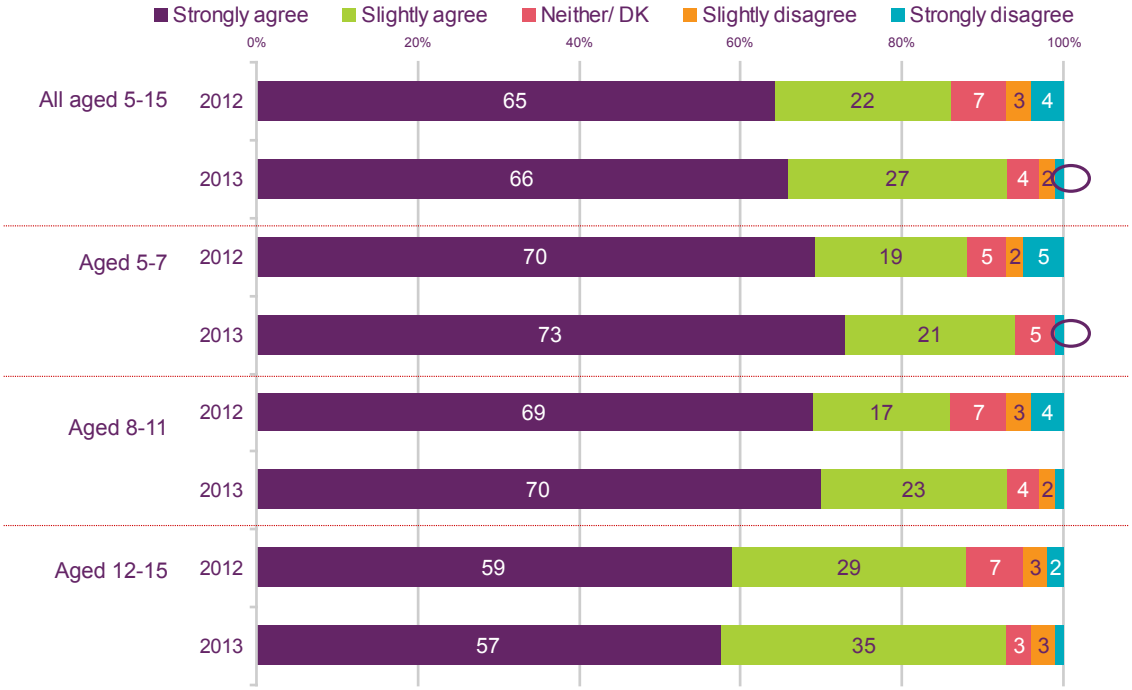
[121] Low base sizes prevent analysis among parents of 3-4s with online controls.
[122] Low base sizes for parents of boys and girls aged 5-7 and 12-15 prevent analysis by gender within age.

Figure 144 shows responses for the statement "I feel that my child is safer as a result of the controls we have". As with the effectiveness of online parental controls, the majority of parents of children in each age group agree strongly, with parents of 5-7s (73%) and parents of 8-11s (70%) being more likely to agree strongly than parents of 12-15s (57%).

In 2013 there are no differences by gender when comparing responses given by parents of boys aged 5-15 to those given by parents of girls. There are also no differences by household socio-economic group.

Compared to 2012, parents of 5-15s are less likely to disagree strongly (1% vs. 4%) as are parents of 5-7s (1% vs. 5%).

Figure 144: Parental agreement about online controls – "I feel that my child is safer as a result of the controls we have", by age, 2012-2013



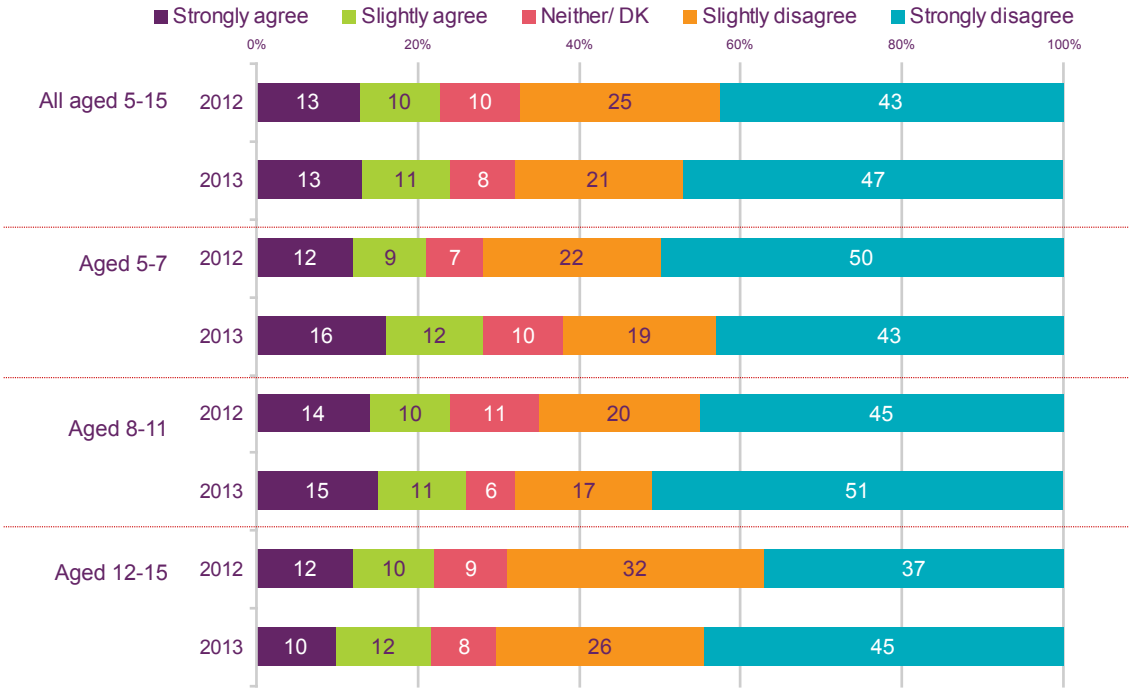
QP34A-C– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (650 aged 5-15 in 2012, 594 aged 5-15 in 2013 ,186 aged 5-7 in 2012, 164 aged 5-7 in 2013, 248 aged 8-11 in 2012, 246 aged 8-11 in 2013, 216 aged 12-15 in 2012, 184 aged 12-15 in 2013) Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 145 shows that a while a majority of parents do not disagree strongly, they do disagree overall with the statement: "The parental controls get in the way of what I or other family members want to access online". Close to seven in ten parents of children aged 5-15 disagree (68%) with this statement while a sizeable minority of parents (25%) agree. Overall agreement and disagreement does not vary by the age of the child.

As with the previous statements, in 2013 there are no differences by the child's gender among parents of 5-15s, nor are there differences by household socio-economic group. There are also no differences in attitudes among parents of 5-7s, 8-11s, 12-15s or at an overall level (among 5-15s) since 2012.

Parents of 5-15s who say their controls were provided by their ISP are more likely than parents whose online controls were built in to the computer's operating system to agree with this statement (29% vs. 19%).

Figure 145:Parental agreement about online controls – "The parental controls get in the way of what I or other family members want to access online", by age, 2012-2013



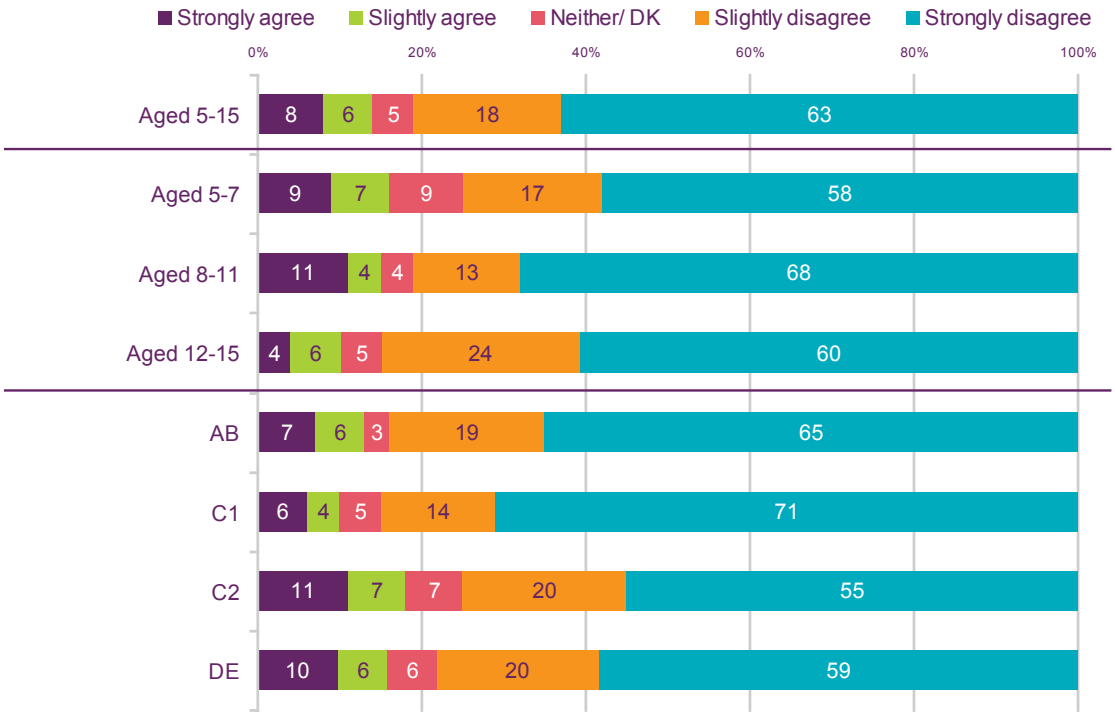
QP34A-C– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (650 aged 5-15 in 2012, 594 aged 5-15 in 2013 ,186 aged 5-7 in 2012, 164 aged 5-7 in 2013, 248 aged 8-11 in 2012, 246 aged 8-11 in 2013, 216 aged 12-15 in 2012, 184 aged 12-15 in 2013) Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

In 2013, parents with online controls installed on the PC/ laptop/ netbook used by their child at home were asked the extent to which they agreed or disagreed with the statement: "I am concerned that the controls we have invade my child's privacy". The majority of parents overall and within each age group disagree strongly with this statement, and less than one in ten parents of 5-15s agree strongly (8%). Parents of 8-11s are, however, more likely than parents of 12-15s to agree strongly (11% vs. 4%).

As with the previous statements, in 2013 there are no differences by the child's gender among parents of 5-15s, nor are their differences by household socio-economic group. There are no differences in attitudes among parents of 5-7s, 8-11s, 12-15s or at an overall level (among 5-15s) since 2012.

There are also no differences in attitudes when comparing parents of 5-15s who say their controls were provided by their ISP with parents whose online controls were built in to the computer's operating system.

Figure 146: Parental agreement about online controls – "I am concerned that the controls we have invade my child's privacy", by age, 2012-2013



QP34D– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (594 aged 5-15 , 64 aged 5-7, 246 aged 8-11, 184 aged 12-15) Significance testing shows any difference by socio-economic group compared to all children aged 5-15
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

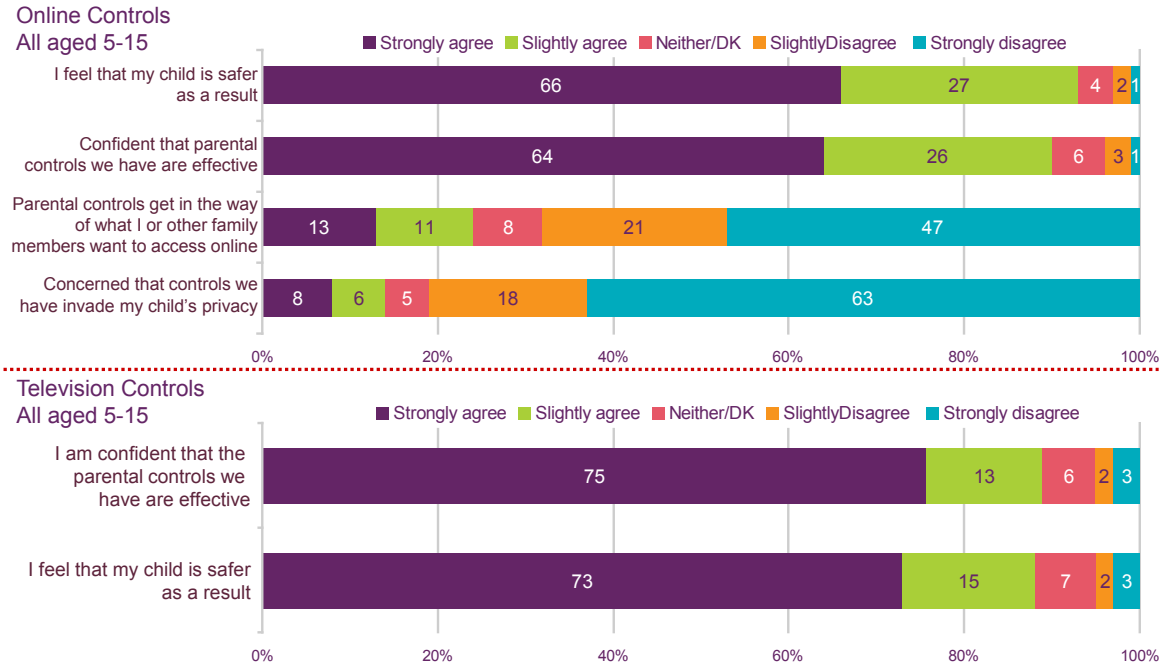
A majority of parents with controls set on each medium that their child uses feel that these controls are effective and that their child is safe: TV controls score highest and mobile filters lowest.

Figure 147 below summarises attitudes towards online controls and television controls among parents of 5-15s with each type of controls set. This clearly shows that parents of 5-15s with online controls are more likely to believe that their child is safer as a result, and that

the online controls are effective, than they are to believe that the controls get in the way or that their child's privacy is compromised.

While at an overall level, parents with online controls appear as likely as those with television controls to agree that the controls are effective and that their child is safer as a result, those with television controls are more likely than to agree strongly that the parental controls are effective (75% of those with television controls vs. 64% of those with online controls).

Figure 147: Summary of attitudes toward parental controls among parents of 5-15s, online and television: 2013



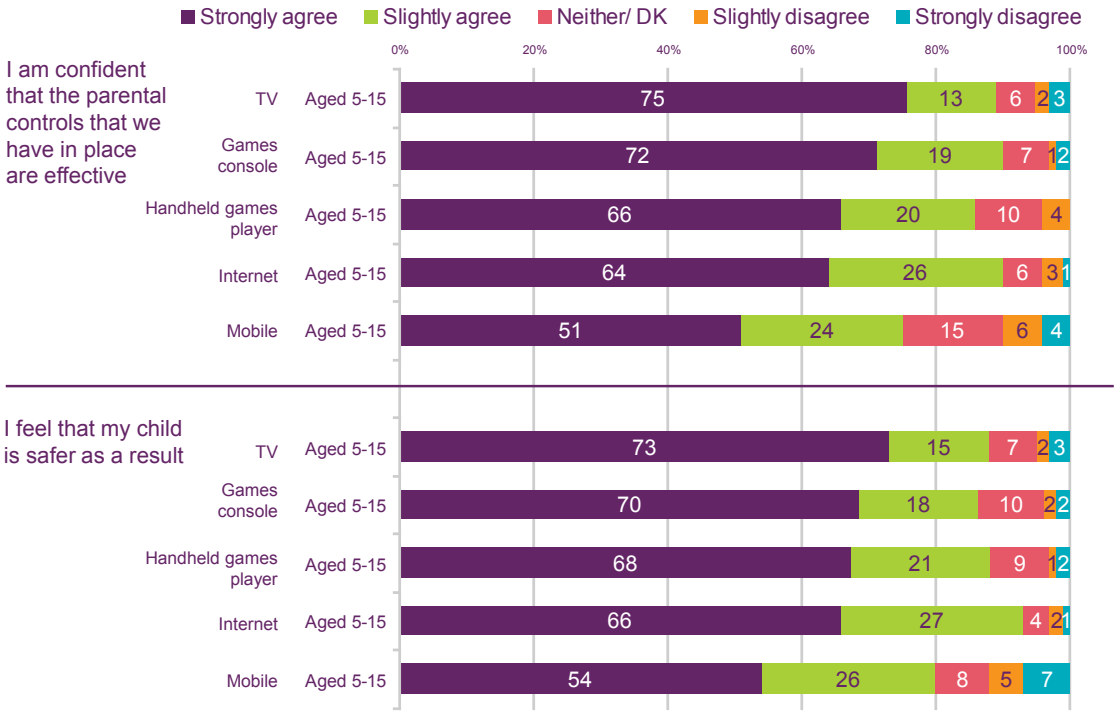
QP17A-B/ QP34A-D– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents of children with a TV set in the household that the child watches with any parental controls set (744)/ Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (594)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

In 2013, parents of children aged 3-15 with controls/ filters set on their child's mobile phone, handheld games players or fixed games consoles were also asked the extent to which they agreed or disagreed with the statements regarding the effectiveness of the parental controls and whether they felt the child was safer as a result. Due to issues with base sizes it is possible to show only how parents of 5-15s responded to these questions. The results are shown in Figure 148, ranked by platform on a per-statement basis, according to the proportions agreeing strongly.

For both statements, around seven in ten parents with controls agree strongly with regard to the controls on their TV services or on the fixed games console, with around two in three in agreement regarding the controls on the handheld games player or their online controls. Around half agree with regard to the mobile phone filters that are in place.

While a majority of parents with parental controls set on each medium that their child uses feel that these controls are effective and that their child is safe, TV controls score highest and mobile filters lowest for both of these measures.

Figure 148: Summary of attitudes towards parental controls among parents of 5-15s, by platform: 2013



QP17A-B/ QP34A-B/ QP71A-B/ QP82A-B/ QP83A-B– Please tell me the extent to which you agree or disagree with these statements in relation to the parental controls that you have in place (prompted responses, single-coded)
Base: Those parents of children with a TV set in the household that the child watches with any parental controls set (744)/ Those parents with any parental controls on the PC, laptop or netbook mostly used by their child to go online at home (594)/ Parents who say their child's mobile phone can be used to go online and controls or filters are set on the phone(202)/ Parents whose child ever plays games at home on a handheld games player with controls set on the handheld games player (150)/
Parents whose child ever plays games at home on a games console connected to a TV with controls set on the games console connected to a TV (207)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Compared to 2012, parents of 5-7s are now less likely to use safe search settings on search engine websites.

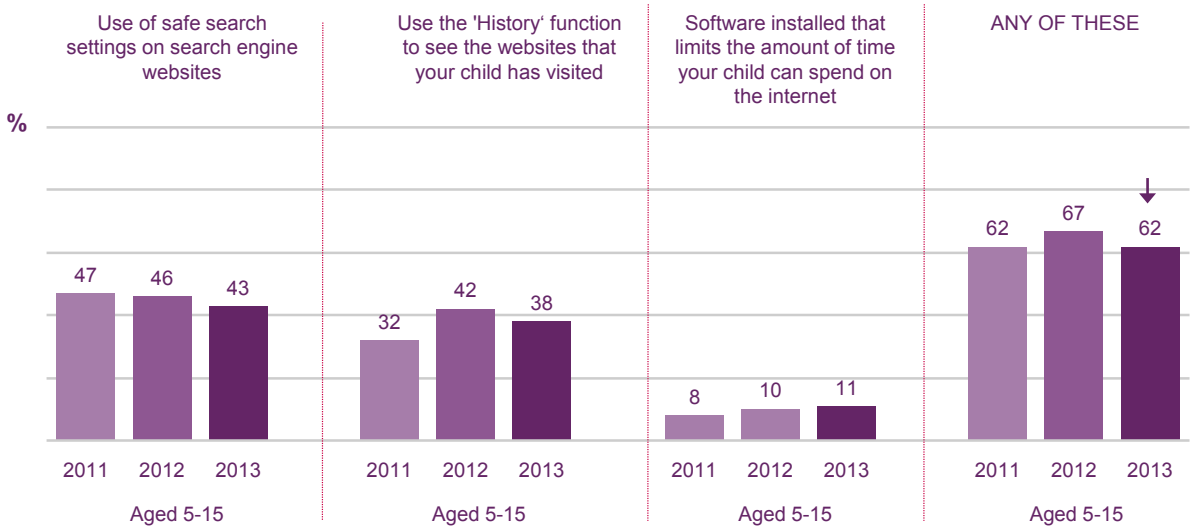
Parents of children aged 5-15 who use the internet at home were asked whether three other online security measures were in place in the household. Slightly more than four in ten (43%) parents say they use safe search settings, with slightly fewer (38%) using the 'history' function on the computer to see which websites their child has visited. One in ten (11%) have software installed to limit the amount of time their child can spend on the internet. Six in ten (62%) parents have any of these three measures in place.

As shown in Figure 150, parents of 8-11s (48%) are more likely to use safe search settings than are parents of 3-4s (37%), parents of 5-7s (40%) and parents of 12-15s (39%). Use of the history function is much less likely among parents of 3-4s (21%) compared to parents of 5-15s (38%). Use of software to limit time spent online does not vary by the age of the child. Overall, parents of 8-11s (66%) are more likely than parents of 3-4s (48%), parents of 5-7s (59%) and parents of 12-15s (59%) to have any of these three measures in place.

In 2013, responses do not vary by gender, within age or by household socio-economic group.

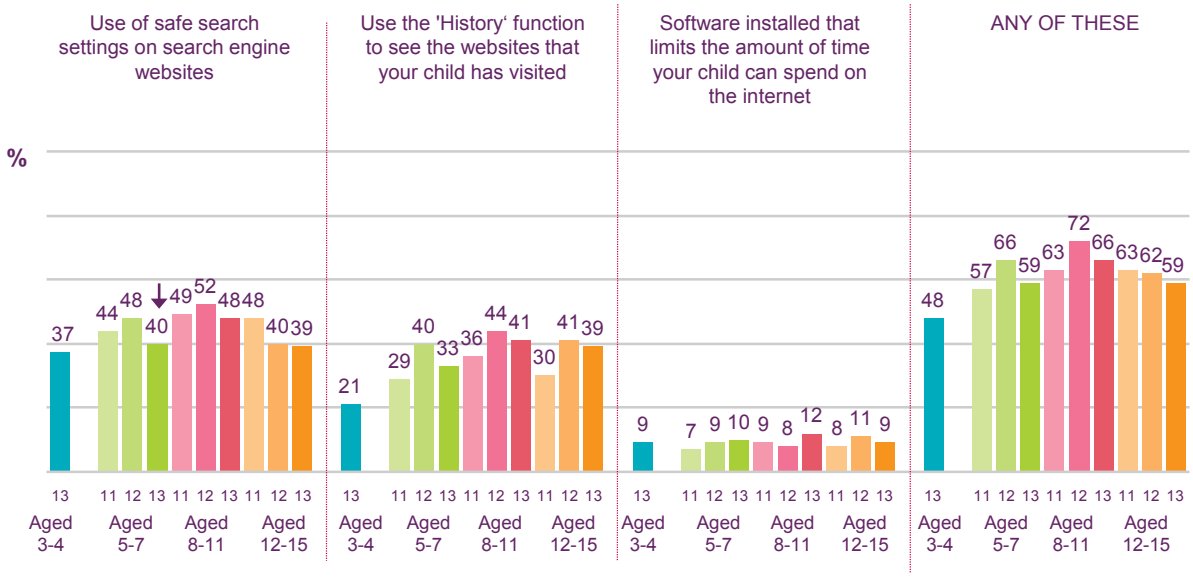
Compared to 2012, parents of 5-15s are less likely to have any of these three measures in place (62% vs.67%). Parents of 5-7s are also less likely to use safe search settings on search engine websites (40% vs. 48%).

Figure 149: Online security measures in place, among parents of 5-15s: 2011-2013



QP40 - Which, if any, of the following measures do you have in place? (prompted responses, multi-coded)/ QP41 - Do you have settings that allow only safe searches on search engines such as Google? (prompted responses single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013). Significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 150: Online security measures in place, by age: 2011-2013



QP40 - Which, if any, of the following measures do you have in place? (prompted responses, multi-coded)/ QP41 - Do you have settings that allow only safe searches on search engines such as Google? (prompted responses single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (219 aged 3-4 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Around three in ten parents whose child uses YouTube on a PC/ laptop/ netbook have the safety mode set

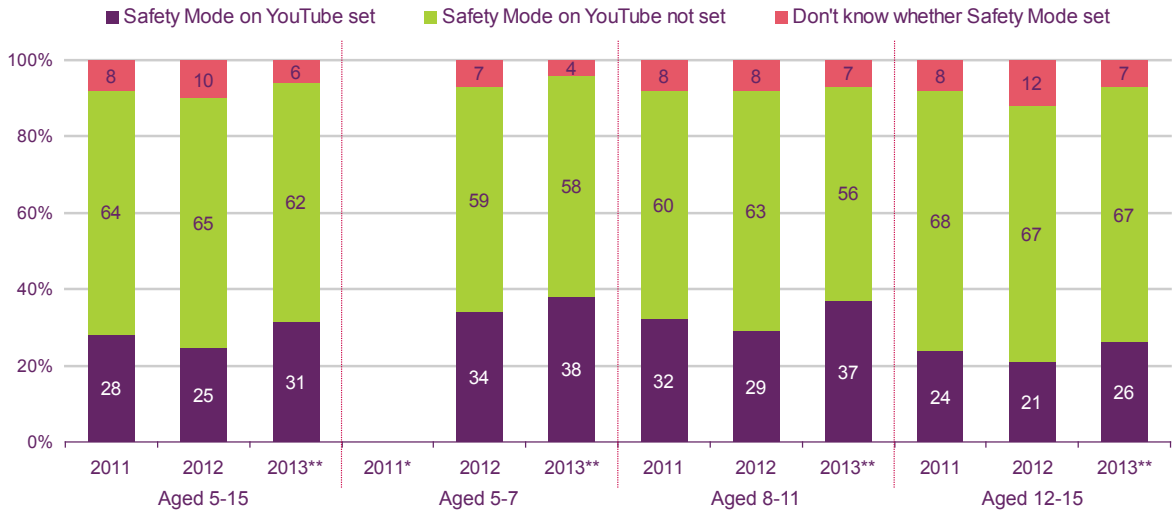
In 2013, parents of children aged 5-15 who ever use a PC/ laptop or netbook to go online at home were asked whether their child visits the YouTube website through this PC/ laptop/ netbook[123]. Three in five children who ever go online through a PC/ laptop or netbook visit YouTube (61%), with the likelihood increasing with the age of the child, accounting for one in four 3-4s[124] (25%), one in three 5-7s (34%), half of 8-11s (54%) and four in five 12-15s (80%).

Parents of children who visit this site were asked whether they had enabled YouTube's safety mode to prevent their child viewing some videos.

Figure 151 shows that three in ten parents (31%) of a 5-15 year old who visits the YouTube website through a PC/ laptop or netbook have the safety mode set. Parents of 5-7s (38%) and 8-11s (37%) are more likely to have the safety mode enabled, compared to parents of 12-15s (26%).

In 2013, there are no differences in having the safety mode enabled by gender within age for 8-11s or 12-15s[125], or by socio-economic group.

Figure 151: Use of safety mode on the YouTube website, by age: 2011-2013



QP43 - Have you enabled the Safety Mode on YouTube to prevent your child viewing some videos? (spontaneous responses, single coded) **RESULTS BETWEEN 2012 AND 2013 ARE NOT DIRECTLY COMPARABLE DUE TO A CHANGE IN THE WAY IN WHICH THE QUESTION WAS ASKED
Base: IN 2013: Parents whose child visits the YouTube website on a PC/ laptop/ netbook (782 aged 5-15, 124 aged 5-7, 244 aged 8-11, 414 aged 12-15)/Prior to 2013 Parents of children aged 5-15 whose child visits the YouTube website (759 aged 5-15 in 2011, 809 aged 5-15 in 2012, 82 aged 5-7 in 2011, 111 aged 5-7 in 2012, 274 aged 8-11 in 2011, 262 aged 8-11 in 2012, 403 aged 12-15 in 2011, 436 aged 12-15 in 2012) . *Base for 5-7s too low for analysis in 2011. Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[123] In 2013, parents whose child ever goes online on a PC/ laptop/ netbook were asked about visiting the YouTube website on the PC/ laptop/ netbook they use at home, in order to get a more accurate measure of parental controls on the YouTube website. Prior to this the question was asked of all home internet users (on any type of device) and it did not specify which types of devices they were required to use to visit the YouTube website. As such, results over time are not directly comparable and time series analysis has not been conducted for this question.
[124] Low base sizes of 3-4s who visit the YouTube website prevent any further analysis for this group.
[125] Low base sizes prevent analysis by gender among 5-7s.

One in five parents whose child watches/downloads content from UK television broadcasters' websites use parental controls on these sites

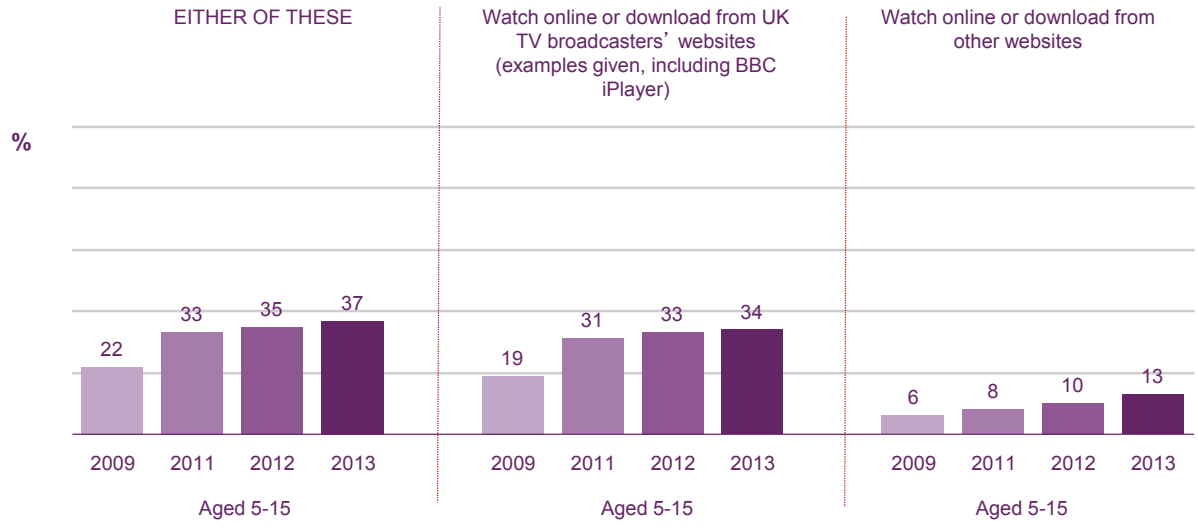
Parents of children who use the internet at home were asked whether their child ever downloaded or watched TV programmes or films over the internet. The data for children aged 5-15 are shown in Figure 152 and are broken down by age in Figure 153.

One in three children aged 5-15 (34%) now watch television content via UK television broadcasters' websites, according to their parents[126], and the incidence increases with age, accounting for one in four (24%) aged 5-7, one in three (32%) aged 8-11 and two in five (42%) aged 12-15. This activity is also undertaken by one in four aged 3-4 (26%), which is comparable to the proportion of 5-7s who have done this (24%).

In 2013, responses for watching content through broadcasters' websites do not vary by the gender of the child, but there are differences by household socio-economic group. Parents of 5-15s who go online in AB households are more likely to say their child downloads content from broadcasters' websites (45% vs.34%) while those in DE households are less likely to say this (27% vs. 34%).

Compared to 2012, 5-7s are the only age group that are now more likely to view television content via broadcasters' websites (24% vs. 17%).

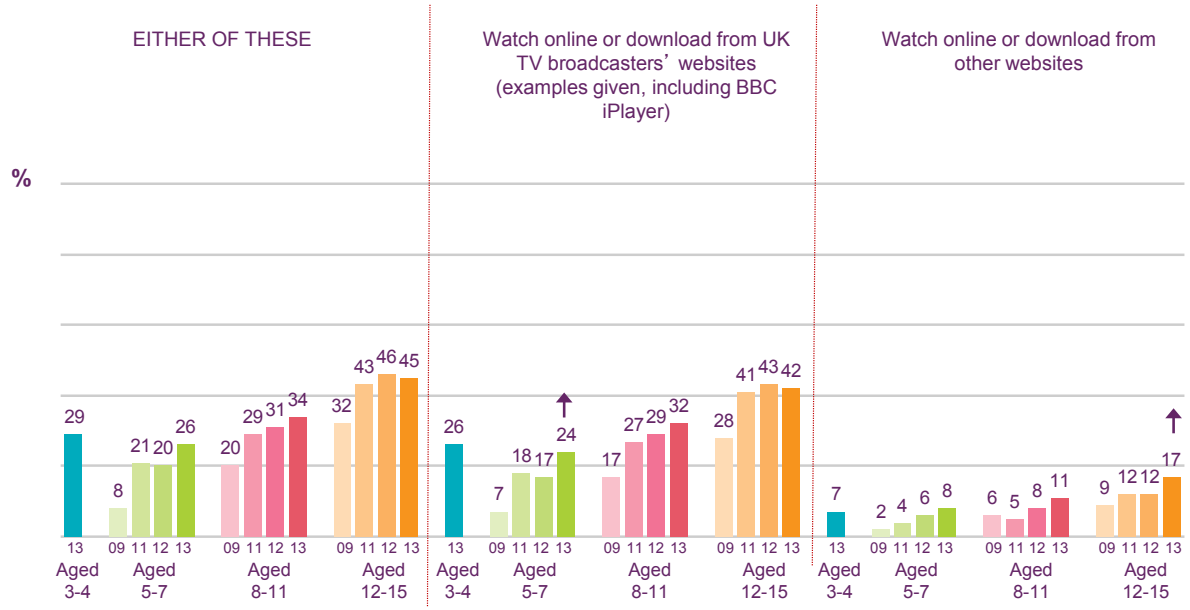
Figure 152: Watching television programmes and films online, among 5-15s: 2009, 2011 – 2013



QP50 – Does your child watch TV programmes or films in any of the following ways? (prompted response, multi-coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (1421 aged 5-15 in 2011, 1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013). Significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[126]Compared to the responses given by children (as shown in Figure 51), parents of 12-15s appear to be less likely to say that their child ever watches TV programmes or films online through broadcasters' websites; 42% of parents vs. 52% of children, although parents of 5-7s appear to be more likely to say they do (24% of parents vs.15% of children). However, the net effect of these differences balance each other out as the overall measure for 5-15s is consistent (34% of parents vs. 35% of children). Children were asked to respond to internet activities shown on a list while parents were asked a direct question about how their child ever watched TV programmes or films.

Figure 153: Watching television programmes and films online, by age: 2009, 2011 - 2013



QP50 – Does your child watch TV programmes or films in any of the following ways? (prompted response, multi-coded)
Base: Parents of children who use the internet at home (340 aged 5-7 in 2009, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 582 aged 8-11 in 2009, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 645 aged 12-15 in 2009, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of children aged 3-15[127] whose child watches/downloads content from UK TV broadcasters' websites were asked whether they were aware that these sites show guidance labels for programmes which may include content unsuitable for young audiences. These parents were also asked whether they had set a PIN or password on any UK broadcasters' websites that their child uses to watch or download TV programmes or films[128].

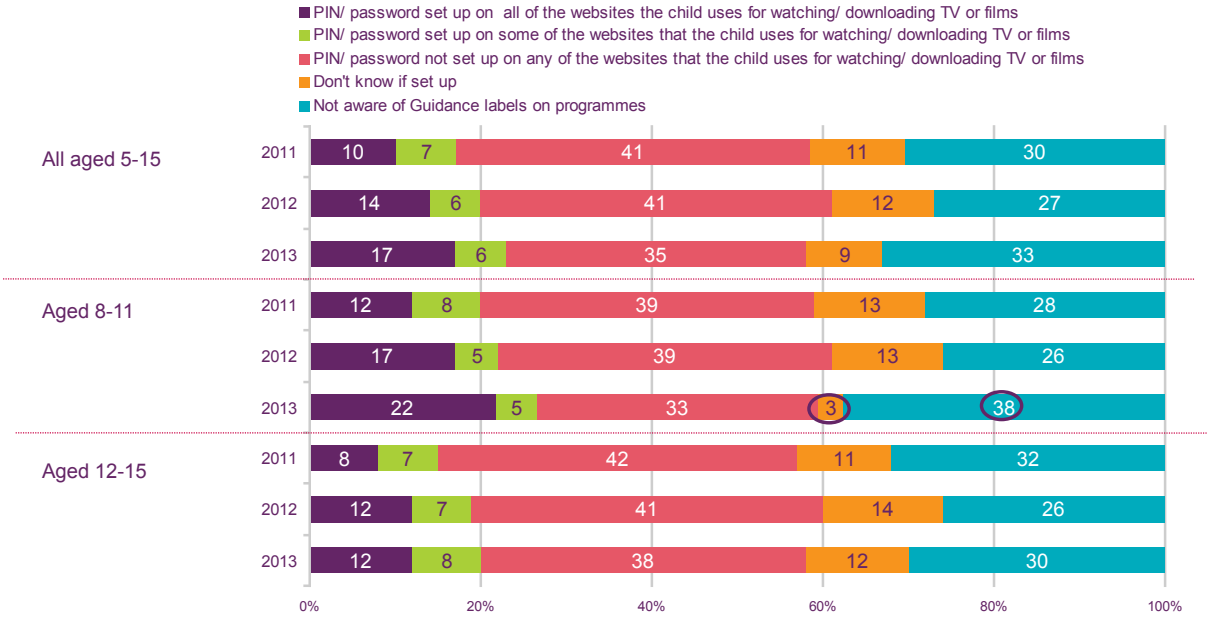
One third (33%) of parents of 5-15s whose child watches/ downloads content from UK TV broadcasters' websites are not aware of the guidance labels for programmes, and around one in four (24%) have set up a PIN/ password on all (17%) or some (6%) of the websites their child uses. As such, around one in four of the parents who are aware of the guidance labels have set up a PIN or password to be used before viewing programmes that have a guidance label (24% of the 67% aware of guidance labels).

Parents of 8-11s are more likely than parents of 12-15s to say that they have set up a PIN/ password on all of the websites (22% vs. 12%). There are no differences among children aged 5-15, by gender or by household socio-economic group.

Compared to 2012, parents of 8-11 are less likely to be aware of guidance labels on these programmes (62% vs.74%).

[127] Figure 156 does not show data for 3-4s or 5-7s due to low base sizes.
[128] The question wording was changed in 2011 and so we cannot show comparable findings from previous years.

Figure 154: Awareness and use of PIN controls on broadcasters' websites, by age: 2011- 2013



QP51/QP52 – Did you know that UK broadcaster's websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences, (such as violence, sex, drug use or strong language)? / Have you set a PIN or password on the UK websites that your child uses to watch or download TV programmes or films – which needs to be entered before viewing programmes that have a Guidance label? (spontaneous responses, single coded)
Base: Parents of children aged 5-15 whose child watches TV programmes or movies online / download from TV broadcaster's website (388 aged 5-15 in 2011, 415 aged 5-15 in 2012, 453 aged 5-15 in 2013, 119 aged 8-11 in 2011, 139 aged 8-11 in 2012, 145 aged 8-11 in 2013, 200 aged 12-15 in 2011, 220 aged 12-15 in 2012, 221 aged 12-15 in 2013). Base for 5-7s too low for analysis in 2011-2013.). Significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

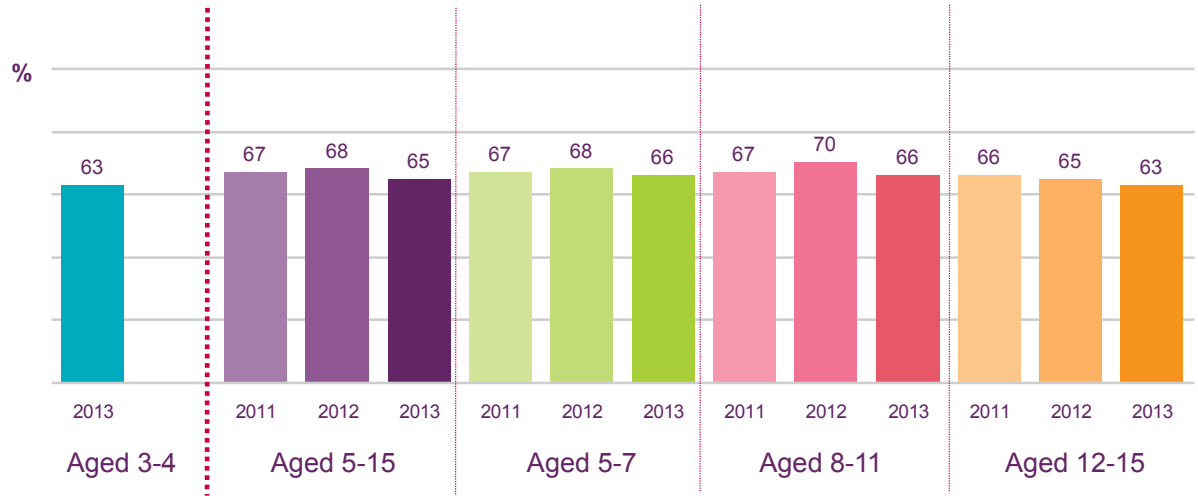
Two in three parents of 5-15s have software installed to protect against junk email or computer viruses

An interesting comparison with those parents who have installed parental controls is the number of parents who have software installed to protect against junk email/spam or computer viruses. Two in three parents of children aged 5-15 (65%) say they have this software installed (compared to 43% of parents who have parental controls installed). The incidence does not vary across the three age groups of children (5-7, 8-11 or 12-15), nor are there any differences by gender within age. Six in ten parents of 3-4s (63%) also have this software installed; this does not differ from the figure for 5-7s (66%) or 5-15s overall (65%).

In 2013, as in 2012, those in AB socio-economic groups are more likely than all parents to say they use anti-spam/ virus software (74% vs. 65%) and parents of children aged 5-15 in DE households are less likely to have this software installed (57% vs. 65%).

Compared to 2012, there has been no change in the incidence of having this software installed for any age group of children.

Figure 155: Use of software to protect against junk email or computer viruses, by age: 2011-2013



QP40 - Which, if any, of the following measures do you have in place? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (219 aged 3-4 in 2013, 396 aged 5-7 in 2011, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 496 aged 8-11 in 2011, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 529 aged 12-15 in 2011, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013). Significance testing shows any differences between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

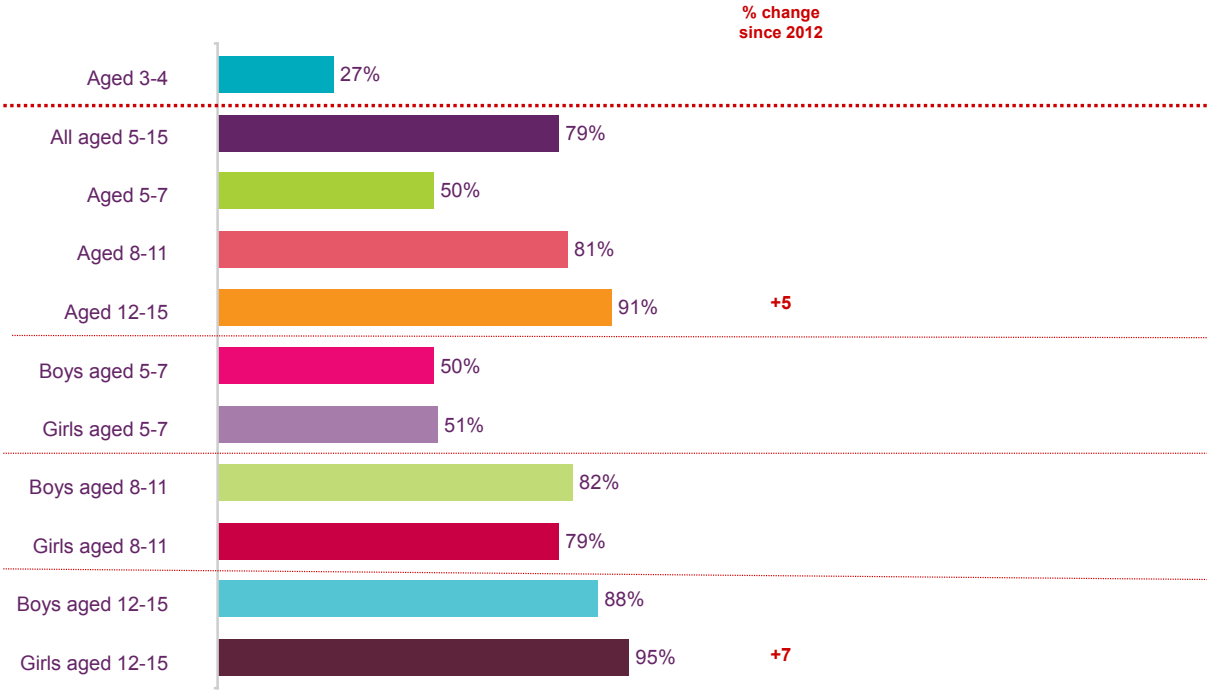
Parental guidance about online safety

More than two in five parents say they talk to their child at least monthly about staying safe online

Since 2011, parents of children aged 5-15 who used the internet at home have been asked: "Have you talked to your child about staying safe when they are online?" Since 2012, parents who said they talked to their child about staying safe online have been asked how frequently they did this. In 2013, parents who have not spoken to their child were asked why they had not spoken to their child about staying safe online. Results for these measures are shown in Figure 156, Figure 157, Figure 158 and Figure 159.

Figure 156 shows that four in five parents of 5-15s who use the internet at home (79%) say that they have ever spoken to their children about staying safe online. This overall incidence is more common among parents or 8-11s (81%) and 12-15s (91%) than among parents of 5-7s (50%) or parents of 3-4s (27%). Responses do not vary by gender for younger children but parents of girls aged 12-15 are more likely than parents of boys to have spoken to their child (95% vs. 88%). In 2013 there are no differences by household socio-economic group. Compared to 2012, parents of 12-15s are more likely to say they have spoken to their child about staying safe online (91% vs. 86%) and this is driven by an increase among girls aged 12-15 (95% vs. 88%).

Figure 156: Parents who have spoken to their child about staying safe online, by age and gender: 2013



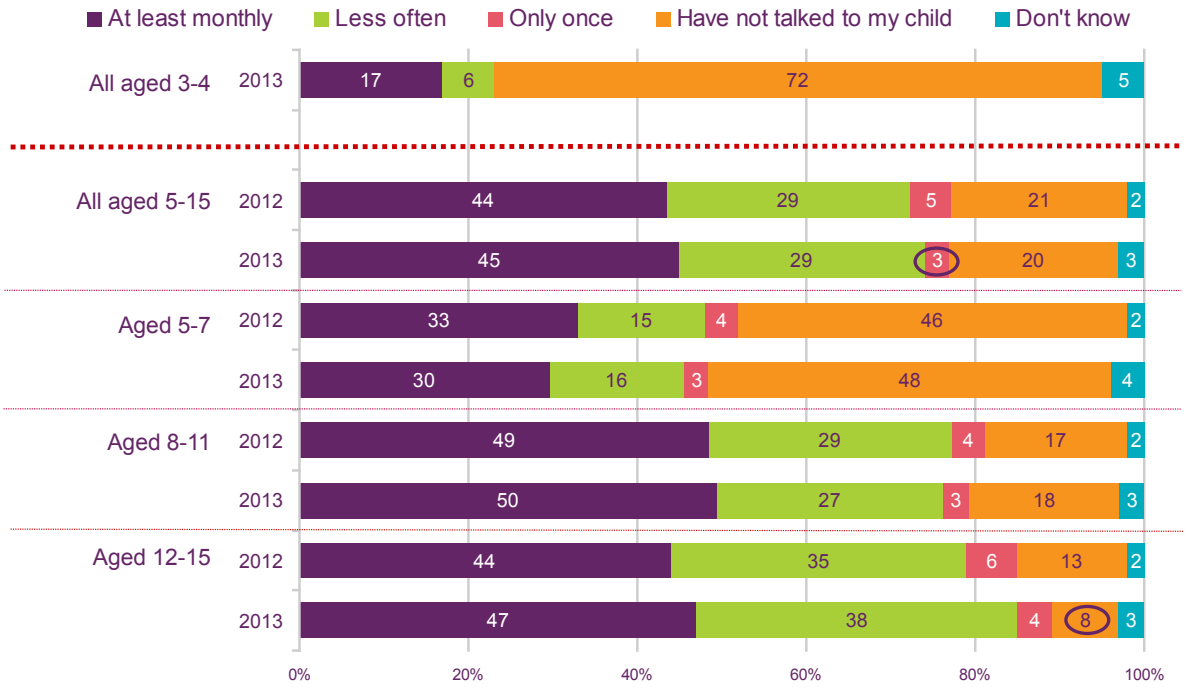
QP54 – Have you talked to your child about staying safe when they are online? (spontaneous responses, single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15, 187 boys aged 5-7, 194 girls aged 5-7, 195 boys aged 8-11, 187 girls aged 8-11, 219 boys aged 12-15, 217 girls aged 12-15) – significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

More than two in five parents (45%) of children aged 5-15 who use the internet at home have spoken to their child about staying safe online at least once a month, with this being more likely for parents of 8-11s (50%) and 12-15s (47%) than of 5-7s (30%) or 3-4s (17%). A further three in ten parents (29%) have spoken to their child more than once, but not as frequently as monthly.

In 2013, while there are no differences by household socio-economic group, parents of girls aged 12-15 are more likely to have talked to their child at least monthly, compared to parents of boys (52% vs. 42%).

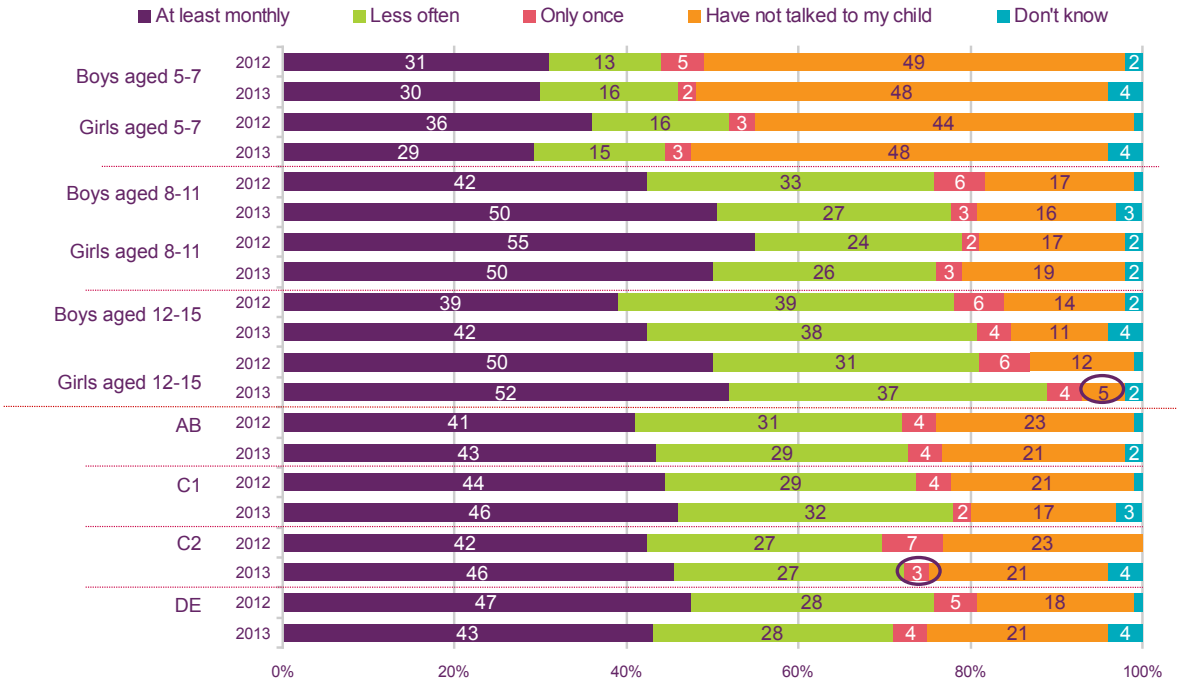
Compared to 2012, there has been no change in the incidence of parents who say they have spoken to their child at least monthly across any age group of child (Figure 157), or by gender within age, or by household socio-economic group (Figure 158).

Figure 157: Frequency of speaking to child about staying safe online, by age: 2012-2013



QP54 - Have you talked to your child about staying safe when they are online?/ QP55 Which of these best describes how often you talk to your child about staying safe when they are online?(prompted responses, single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (219 aged 3-4 in 2013,,424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013, Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 158: Frequency of speaking to child about staying safe online, by gender and socio-economic group: 2012-2013



QP54 - Have you talked to your child about staying safe when they are online?/ QP55 Which of these best describes how often you talk to your child about staying safe when they are online?(prompted responses, single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (1424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013, 191 boys aged 5-7 in 2012, 187 boys aged 5-7 in 2013, 185 girls aged 5-7 in 2012, 194 girls aged 5-7 in 2013, 248 boys aged 8-11 in 2012, 235 boys aged 8-11 in 2013, 247 girls aged 8-11 in 2012, 262 girls aged 8-11 in 2013, 280 boys aged 12-15 in 2012, 267 boys aged 12-15 in 2013, 273 girls aged 12-15 in 2012, 281 girls aged 12-15 in 2013, 289 AB in 2012, 309 AB in 2013, 376 C1 in 2012, 413 C1 in 2013, 311 C2 in 2012, 289 C2 in 2013, 448 DE in 2012, 415 DE in 2013). Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Parents of 3-15s[129] who have never spoken to their child about staying safe online were asked why this was, and the results are shown in the table below. Nine in ten parents of 3-4s (90%) and eight in ten parents of 5-7s (80%) say it is because their child is too young for this kind of conversation. Around one in four parents of 3-4s (26%) and 5-7s (22%) say it is because their child is always supervised when online.

[129] Low base sizes prevent analysis among parents of 8-11s and 12-15.

Figure 159: Reasons for not having spoken to child about staying safe online, by age: 2013

	Aged 3-4	Aged 5-7	Aged 5-15
Child too young for this kind of conversation	90%	80%	57%
Child is always supervised when online	26%	22%	23%
Child has learnt about this at school	1%	4%	18%
Have not got round to it	1%	4%	7%
Other parent/ adult has discussed this with child	1%	2%	4%
Don't know enough about this to talk about it with my child	0%	1%	3%

QP56– And can you tell me why that is? (spontaneous responses, multi-coded)
Base: Parents of children aged 5-15 whose child goes online at home who have not talked to their child about staying safe online (154 aged 3-4, 326 aged 5-15, 194 aged 5-7) *** Bases for 8-11 and 12-15 are too low
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

The majority of parents agree that they know enough to help their child to stay safe online

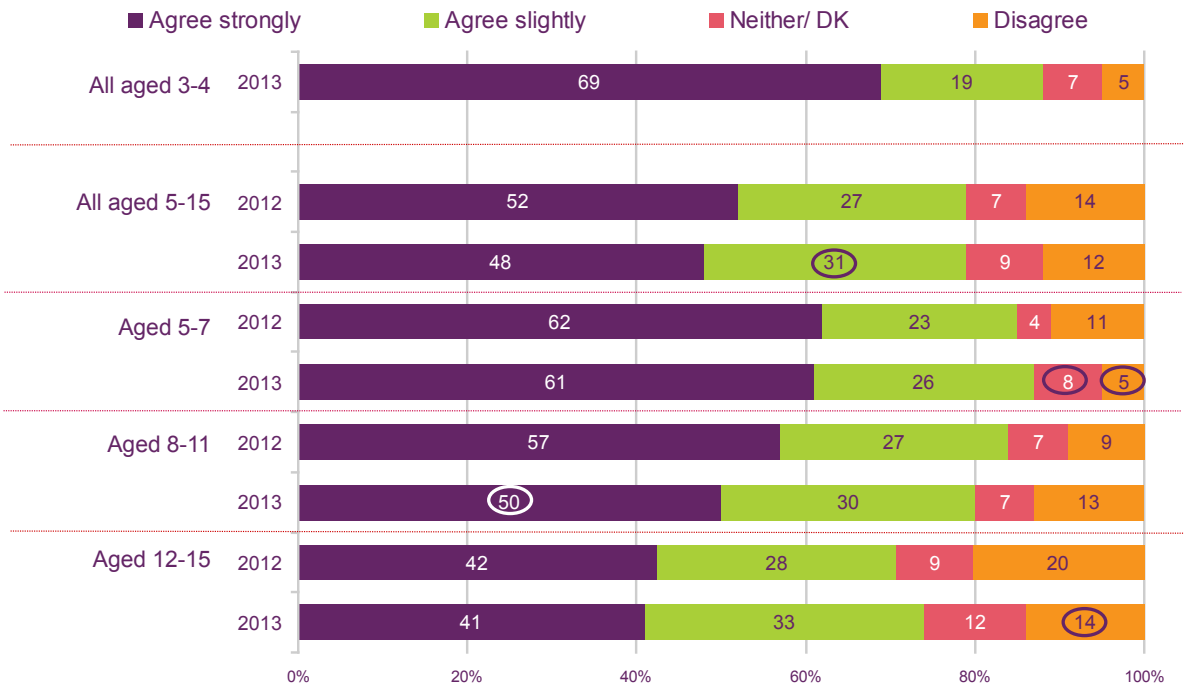
Since 2012, parents of children aged 5-15 who use the internet at home were asked the extent to which they agreed that: "I feel I know enough to help my child to stay safe when they are online". Figure 160 shows that close to half of parents of 5-15s (48%) agree strongly with this statement, with parents of 5-7s (61%) more likely to agree strongly than parents of 8-11s (50%) and parents of 8-11s being more likely to agree strongly than parents of 12-15s (41%). Seven in ten parents of 3-4s who go online at home agree strongly with this statement (69%) and this measure does not differ from parents of 5-7s (61%).

Around one in eight (12%) parents of 5-15s disagree (either strongly or slightly) that they know enough to keep their child safe online.

In 2013, there are no differences in the extent of agreement by gender within age. Parents of 5-15s who go online at home in the AB socio-economic group are more likely to agree strongly (61% vs. 48%) while those in DE households are less likely (41% vs. 48%).

Compared to 2012, parents of 8-11s are less likely to agree strongly (50% vs. 57%) with this statement, while parents of 5-7s are less likely to disagree (5% vs. 11%), as are parents of 12-15s (14% vs. 20%).

Figure 160: Parents who feel they know enough about how to help their child to stay safe online, by age: 2012-2013



QP49D –Please tell me the extent to which you agree or disagree with these statements in relation to your child - I feel I know enough to help my child to stay safe when they are online (prompted responses, single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (219 aged 3-4 in 2013,,424 aged 5-15 in 2012, 1426 aged 5-15 in 2013, 376 aged 5-7 in 2012, 381 aged 5-7 in 2013, 495 aged 8-11 in 2012, 497 aged 8-11 in 2013, 553 aged 12-15 in 2012, 548 aged 12-15 in 2013) - Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

In 2013, parents of children who use the internet at home or elsewhere were asked whether they have ever looked for, or received, information or advice about how to help their child stay safe online. They were prompted with 14 possible sources, with the option of nominating other sources.

Figure 161 and Figure 162 show the responses given by parents.[130]

A majority of parents of children aged 5-15 (53%) have looked for or received information/advice from any source, and this is more likely for parents of 8-11s (56%) than for parents of 5-7s (47%) or 3-4s (31%). Parents of 12-15s (53%) are as likely as parents of 8-11s (56%) to have looked for /received any information.

Among 5-15s, the most popular source of information is the child's school (36% for 5-7s, 40% for 8-11s and 38% for 12-15s). Information from family/ friends is the next most common source of information named by a sizeable minority of parents (19% of all parents of 5-15s, rising to 23% among parents of 8-11s). Less than one in ten parents of 5-15s have looked for or received information from the media (TV/ radio/ newspapers/ magazines) (7%) or from ISPs (6%). No other sources, (including special interest groups such as CEOP/

[130] Where more than 1% of parents gave that response.

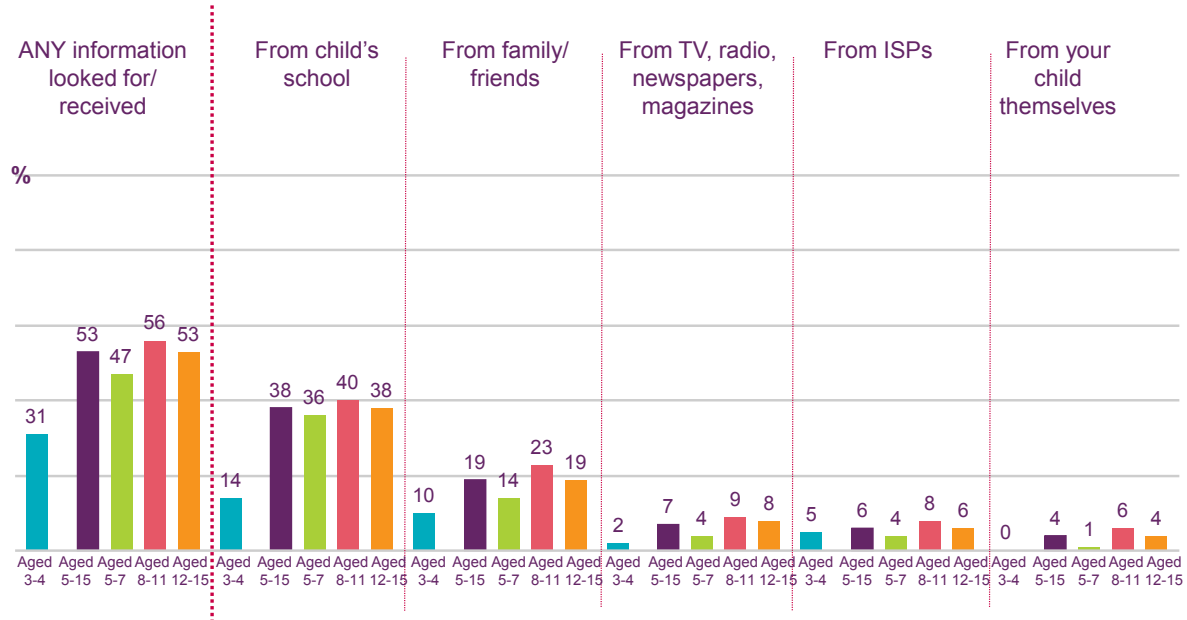
GSO/UKCCIS) were used by more than one in 20 parents[131]. Four per cent of parents of 5-15s say they have received information from their child.

Figure 162 also shows that sources other than family, friends or the child themselves account for the majority of information received about how to help their child stay safe online - with these sources mostly consisting of information provided by the child's school.

Results do not vary by the gender of the child among 5-15s.

Parents of 5-15s who go online in AB households are more likely than all parents to say they have looked for or received information from any source (63% vs. 53%), while DE parents are less likely (41% vs. 53%). There are three specific sources that AB households are more likely to have looked for or received information from: the child's school (48% vs. 38%), from the media (14% vs. 7%) and from Get Safe Online/ GSO (3% vs. 1%). Parents in DE households are less likely to have looked for/ received information from the child's school (29% vs. 38%).

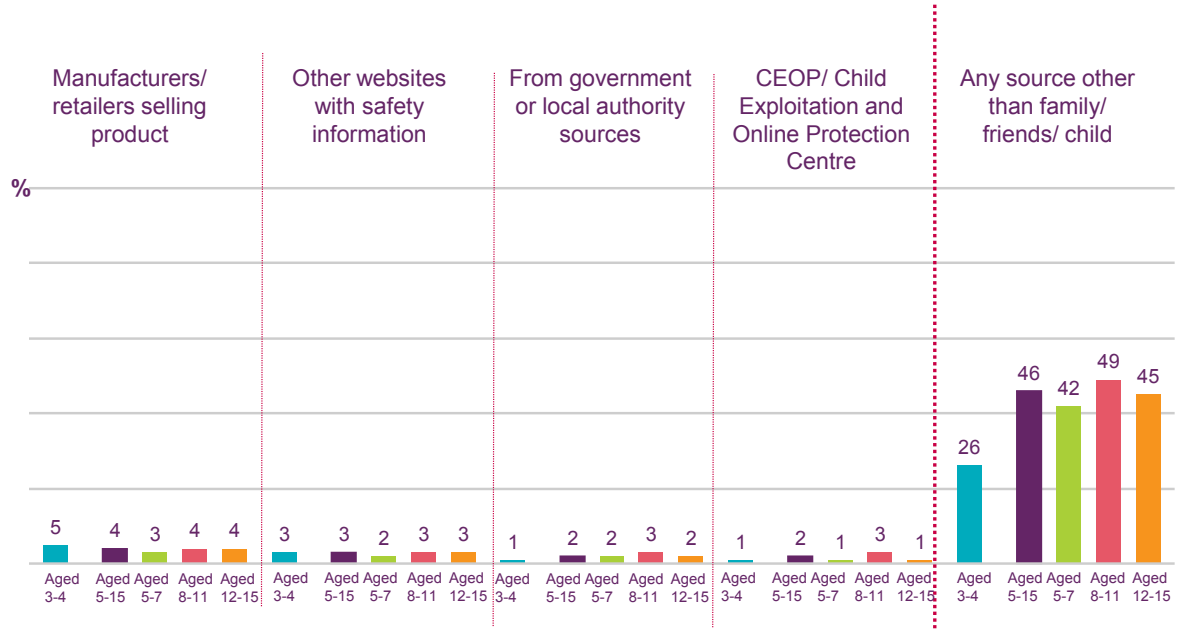
Figure 161: Parents stating they have looked for or received any information or advice about how to help their child to stay safe online, by age: 2013



QP58 – Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where>1% of all parents have given that answer
Base: Children aged 5-15 who use the internet at home (219 aged 3-4, 1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[131]2% of parents of 5-15s whose child goes online at home have sourced/ received information from CEOP, as have 1% of parents from GSO and 1% of parents from UKCCIS.

Figure 162: Parents stating they have looked for or received any information or advice about how to help their child to stay safe online, by age: 2013



QP58 – Have you looked for or received information or advice about how to help your child to stay safe when they are online, from any of these sources or in any other way? (prompted responses, multi-coded) – only responses shown where>1% of all parents have given that answer
Base: Children aged 5-15 who use the internet at home (219 aged 3-4 1426 aged 5-15, 381 aged 5-7, 497 aged 8-11, 548 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Nine in ten children aged 8-15 say they have been given information about staying safe online

Children aged 8-15 who use the internet at home or elsewhere were asked whether they had ever been given any information or advice about staying safe online, shown in Figure 163 and Figure 164. Those who said they had been given any information/ advice were asked who had given them the advice. Around nine in ten children aged 8-11 (88%) or 12-15 (94%) recall receiving such advice.

For both age groups this information is most likely to be recalled as being from a teacher, (67% for 8-11s and 79% for 12-15s). More than six in ten in each age group recall receiving this information from a parent[132] (61% for 8-11s, 69% for 12-15s) and around one in ten from other family members (10% for 8-11s and 11% for 12-15s). Other sources of this information are nominated by less than one in ten children in either age group, with 12-15s more likely than 8-11s to recall receiving information or advice from other websites (4% vs. 1%).

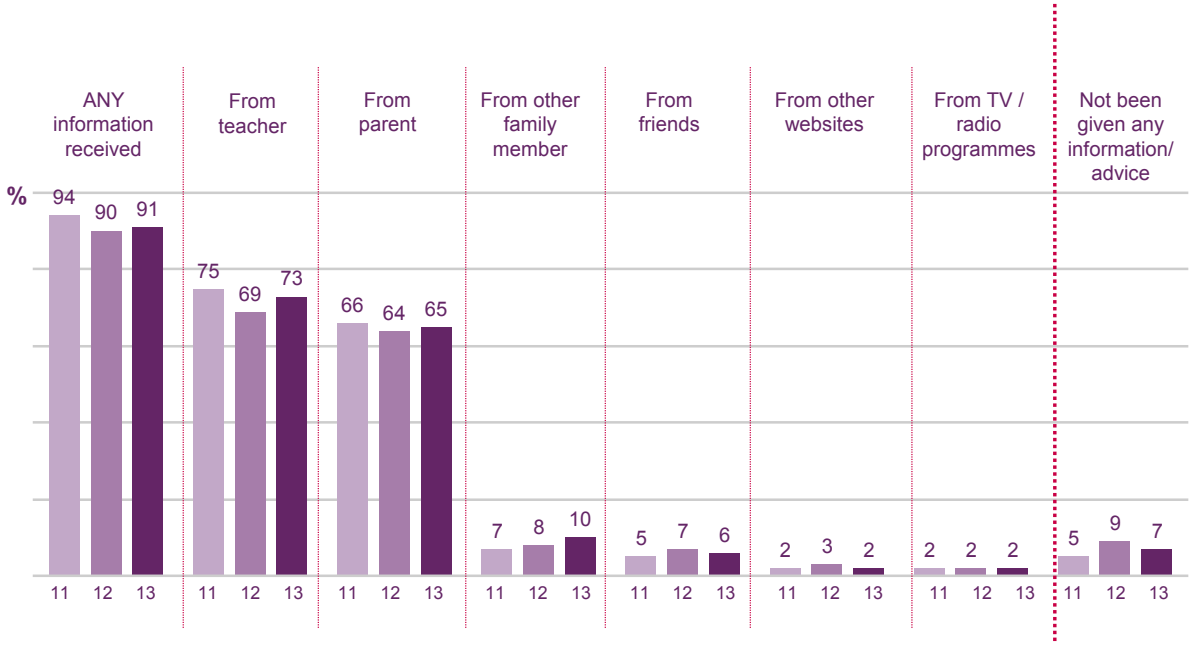
Seven per cent of 8-15s say they have not been given any information or advice, and this is more likely for 8-11s than 12-15s (9% vs. 5%).

While girls aged 12-15 are no more likely than boys to recall receiving any information or advice overall (95% for girls vs. 92% for boys), they are more likely to recall receiving advice from a parent (75% vs. 63%). There are no differences by gender for 8-11s.

[132] These incidences are lower than those reported at Figure 156 and Figure 157. This could be attributable to the different way in which the question was asked of parents (through a prompted list of responses) and of children (through unprompted/ spontaneous responses). One in four children aged 8-15 who go online at home whose parents say they have ever talked to them about staying safe online, do not name their parent as a source of advice (27%).

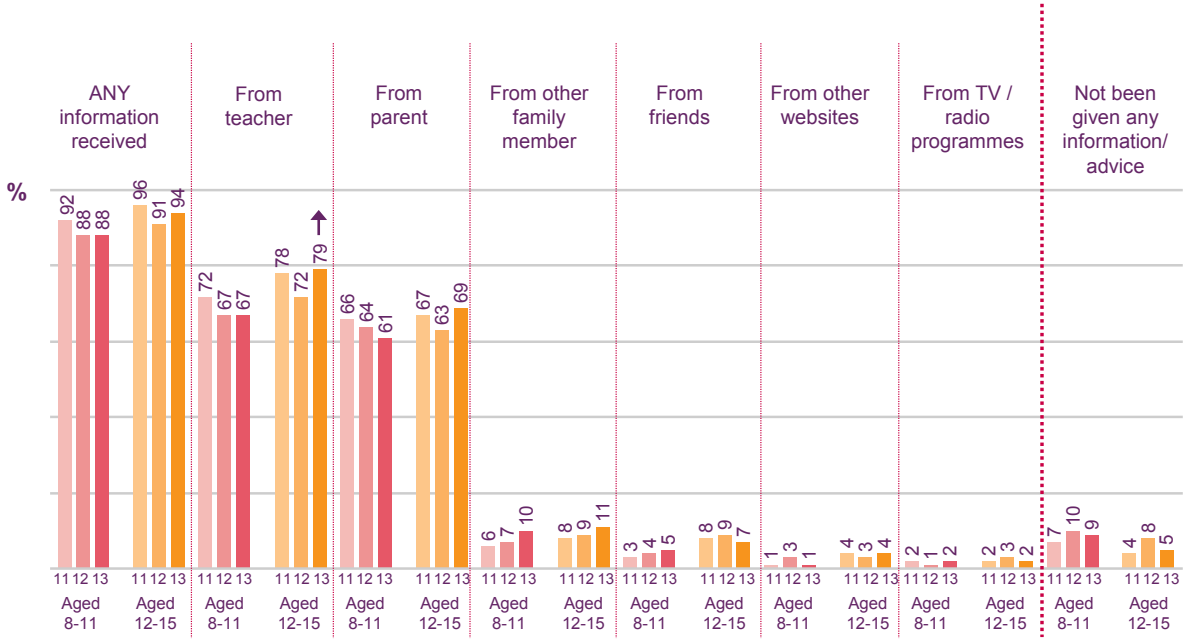
Compared to 2012, children aged 12-15 are more likely to say they have been given information or advice from a teacher (79% vs. 72%). The overall incidence of receiving any information/ advice from any source is unchanged for both 8-11s and 12-15s.

Figure 163: Children stating they have been given any information or advice about staying safe online, among 8-15s: 2011 - 2013



QC35 – Have you ever been given any information or advice about how to stay safe when you are online? (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (1113 aged 8-15 in 2011, 1107 aged 8-15 in 2012, 1119 aged 8-15 in 2013) - Significance testing shows any difference between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Figure 164: Children stating they have been given any information or advice about staying safe online, by age: 2011 - 2013



QC35 – Have you ever been given any information or advice about how to stay safe when you are online? (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (563 aged 8-11 in 2011, 539 aged 8-11 in 2012, 554 aged 8-11 in 2013, 550 aged 12-15 1in 2011, 568 aged 12-15 in 2012, 565aged 12-15 in 2013). Significance testing shows any difference between 2012 and 2013.
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Overview of types of parental mediation for the internet

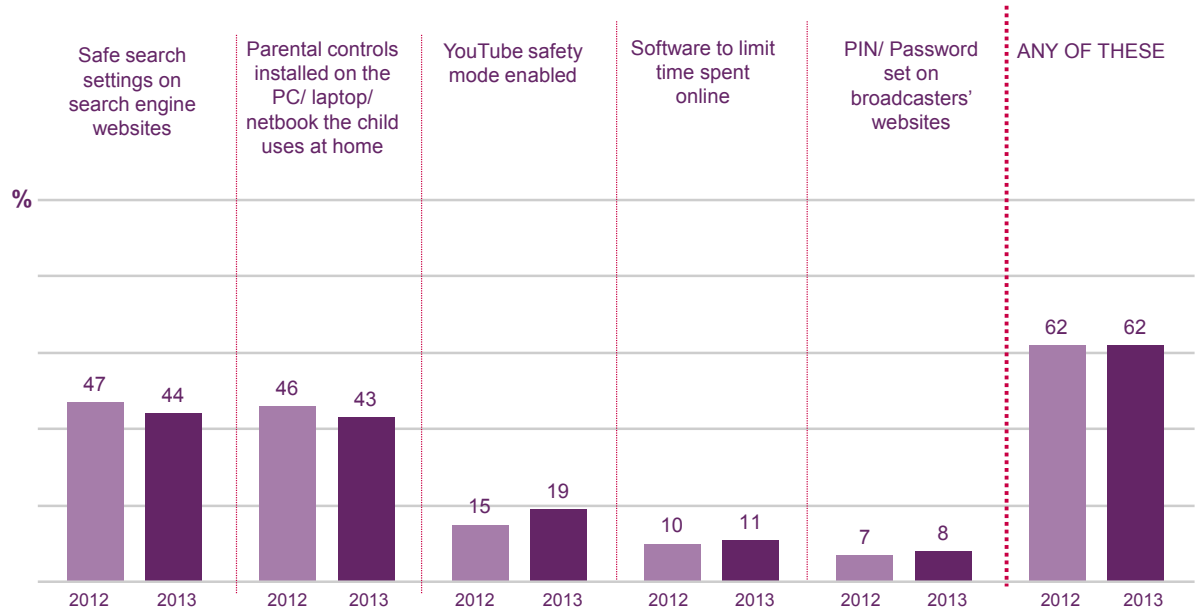
Three in five parents use any type of technical online control

Parents can rely on several types of mediation to help their child to stay safe online. Figure 165 below summarises each of the technical methods of mediation that have been covered in this section, based on all parents of 5-15s whose child ever uses a PC/ laptop/netbook to go online at home[133]. This is followed by Figure 166 which summarises this information by the age of the child.

Figure 165 shows that as previously reported, less than half have any of the individual technical online controls in place. Across all of the technical methods of mediation, three in five (62%) parents of children aged 5-15 who go online through a PC/ laptop or netbook have at least one type in place.

Safe search settings on search engine websites are more likely to be in place for children aged 8-11 (49%) than for 3-4s (37%), 5-7s (40%) or 12-15s (40%). Controls on the PC laptop or netbook are more likely among 5-7s (45%) and 8-11s (51%) than among 12-15s (35%). Both 8-11s (20%) and 12-15s (21%) are more likely than 3-4s (7%) and 5-7s (13%) to have the YouTube safety mode enabled. There are no variations by age either in the incidences for software to limit the time spent online, or for PIN/ passwords set on broadcasters' websites. At an overall level, households with 8-11s (68%) are more likely than those with 3-4s (56%), 5-7s (61%) or 12-15s (56%) to have at least one of these measures in place.

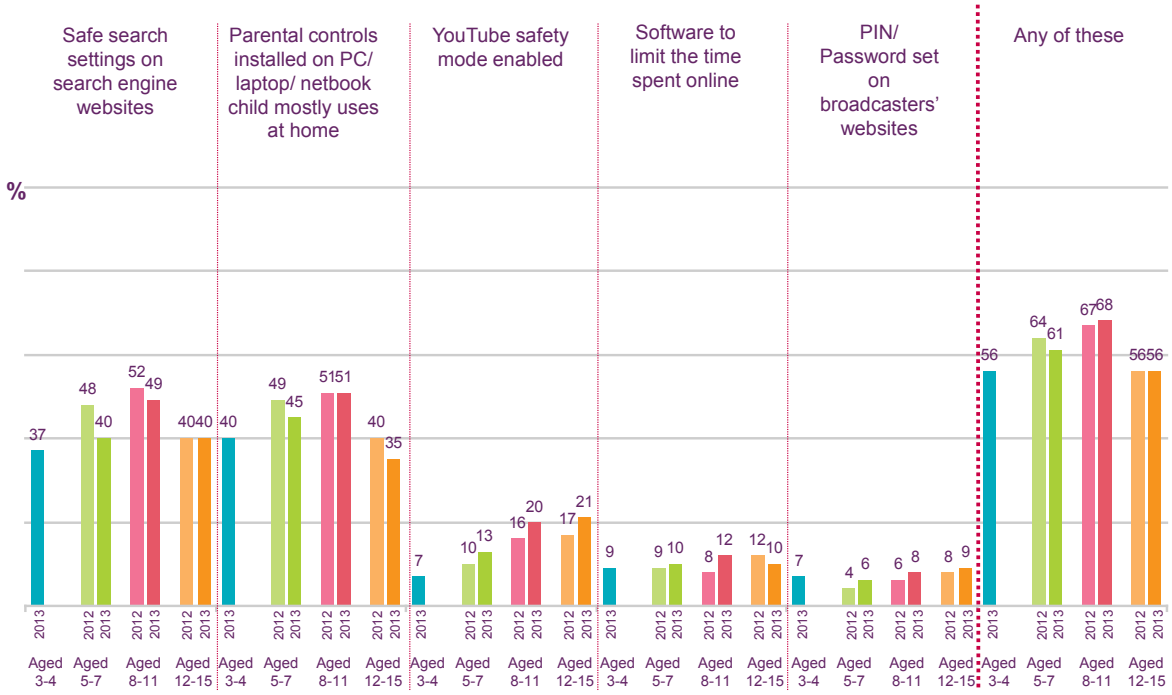
Figure 165: Types of technical methods of mediation in place in households where a child aged 5-15 uses a PC/ laptop/ netbook to go online: 2012-2013



Base: Parents of children aged 5-15 whose child ever uses a PC/ laptop/ netbook to go online at home (1405 in 2012, 1354 in 2013) -Significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

[133]In some instances the data have been re-based to reflect the incidence among all children who use a PC/ laptop/ netbook to go online. This explains why the proportion of parents with YouTube safety mode enabled is 19% rather than the 31% reported earlier, when it was based on all those who actually visit the YouTube website. This also applies to the proportion with a PIN/ password set on broadcasters' websites (reported earlier as 24%, when based on those who download content from broadcasters' websites).

Figure 166: Types of technical methods of mediation in place in households where a child uses a PC/ laptop/ netbook to go online, by age: 2012- 2013



Base: Parents of children aged 5-15 whose child ever uses a PC/ laptop/ netbook to go online at home (1405 aged 5-15 in 2012, 1354 aged 5-15 in 2013, 371 aged 5-7 in 2012, 362 aged 5-7 in 2013, 493 aged 8-11 in 2012, 471 aged 8-11 in 2013, 541 aged 12-15 in 2012, 521 aged 12-15 in 2013). – significance testing shows any differences between 2012 and 2013
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

One in five parents of 5-15s use technical mediation measures, *and* have rules relating to parental mediation, *and* talk to their child about staying safe online at least monthly

Figure 167 shows the relationship between the three types of mediation that parents may choose to use at home with regard to their child's use of the internet (through a PC/ laptop/netbook), and shows the interplay of supportive guidance (talking to their child about staying safe online at least monthly), mediation through technical tools[134] and rules or restrictions relating specifically to parental supervision[135].

One in five (20%) parents of 5-15s use all three of these types of mediation; they use technical mediation, have rules relating to parental supervision, and have talked to their child at least monthly about staying safe online. This is more likely among parents of 8-11s (25%) than parents of 3-4s (8%), 5-7s (14%) or 12-15s (19%). There has been no change in this incidence, compared to 2012, for 5-7s, 8-11s or 12-15s, nor at an overall level (among all 5-15s).

Eighty-five per cent of parents of 5-15s whose child ever goes online at home through a PC/ laptop or netbook use at least one of these approaches, (20% use all three, 35% use two, 30% use only one).

[134] Use at least one of the five types of technical mediation tools shown in Figure 165 – Safe search settings, parental controls, YouTube safety mode, software to limit the time spent online or PIN/ passwords set up on broadcasters' websites.
[135] These relate to the two specific online rules: "Regularly check what they are doing online" and "can only use when supervised and not on their own", as shown in Figure 137.

In contrast, around one in seven parents of 5-15s (15%) do not use any of these three elements; this is higher for 12-15s (22%) than for 5-7s (11%) and 8-11s (9%). Close to one in five parents of 3-4s (18%) do not use any of the three strategies, and this is higher than for 5-7s (11%) and 8-11s (9%).

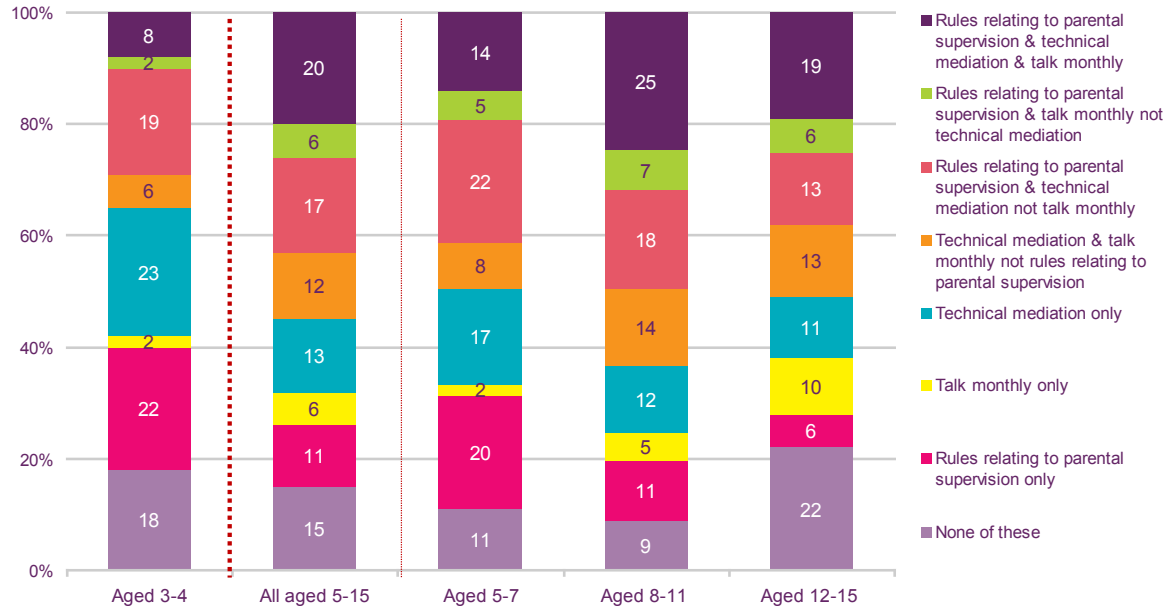
A similar proportion (17%) have rules relating to parental supervision and use technical mediation, but do not talk to their child at least monthly about staying safe online, with this being more likely for 5-7s (22%) than for 12-15s (13%). One in five parents of 3-4s (19%) also use this approach.

One in 20 parents of 5-15s (6%) *only* talk to their child at least monthly about staying safe online; higher for 12-15s (10%) than for 3-4s (2%) 5-7s (2%) or 8-11s (5%). Only having rules relating to parental supervision is higher for 3-4s (22%) and 5-7s (20%) than for 8-11s (11%) or 12-15s (6%). Only relying on technical mediation is more likely for 3-4s (23%) and 5-7s (17%) than for 12-15s (11%).

In 2013, there are no differences by gender within age or by household socio-economic group.

It is important to note that while 15% of parents fall into the category of 'none of these' in Figure 167 below, around six in ten of these (9%) *do* talk to their child about staying safe online, but they do so less frequently than monthly. Therefore, the remaining 6% of parents have never spoken to their child about staying safe online, nor have rules about parental supervision, nor have technical mediation in place. This incidence does not vary by age, gender or by household socio-economic group.

Figure 167: Combinations of online mediation strategies used by parents of 5-15s where a child uses a PC/ laptop/ netbook to go online at home, by age: 2013



Base: Parents of children aged 5-15 whose child ever uses a PC/ laptop/ netbook to go online at home (185 aged 3-4, 1354 aged 5-15, 362 aged 5-7, 471 aged 8-11, 521 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2013

Children and Parents: Media Use and Attitudes: annex 1

Children's TV viewing and websites visited

Research Document

Publication date: 3 October 2013

Children's TV viewing: BARB analysis

Note: On 1 January 2010 the new BARB measurement panel of 5,100 homes went live. Any comparison of trend data using both the old and new panels should therefore be made with caution.

The analysis presented is based on BARB data extracted from the Kantar Media InfoSys+ system. This is a new system which was introduced in 2012 and as a result there may be some minor variations to previously presented data.

1.1 Overall viewing trends

Time spent viewing

Figure A1.1 shows that in 2012 children aged 4-15 watched an average of 16 hours 42 minutes of television per week, down by 23 minutes on 17 hours 5 minutes per week in 2011, but up on all years between 2007 to 2009. Younger children aged 4-9 watched slightly more, at 16 hours 53 minutes per week, and older children aged 10-15 slightly less at 16 hours 31 minutes.

Live broadcasts vs. time-shifting

Figure A1.2 shows that the vast majority of time spent viewing among all children 4-15 in 2012 was to live broadcasts (89%) with 12% of their total viewing time-shifted[136]. Since 2007 there has been a small, but progressive decline in viewing to live television (9% decline). Yet despite three quarters of the child population having access to digital video recorders in their home (72% in 2012 vs. 14% in 2007), time-shifted viewing has only increased by 10% over the last five years. Older children (10-15) time-shift a higher proportion of their viewing (12%) compared to younger children aged 4-9 (10%).[137]

When are children viewing?

The distribution of viewing throughout the day is in line with previous years, with the volume of all child viewers peaking in the early morning between 6am and 9am, and picking up again in the late afternoon from 3pm.

The largest numbers of child viewers in 2012 are found between 7pm and 9pm, with viewing peaking at 2.1 million, or 25% of all children, between 7.30pm and 8pm.

In terms of post-watershed viewing, there remain a significant proportion of children watching television between 9pm and midnight. In 2007 this figure was 12%; in 2011 it had increased to 14%, and the latest 2012 figures show that it has dipped slightly at 13%. Among 4-9 year olds the figure was 8% in 2007 and 9% in 2011; in 2012 it returned to 2007 levels, at 8%. Among the 10-15 age group it increased from 15% in 2007 to 18% in 2011 and declined marginally in 2012 to 17%.

[136] Values may not sum to 100% due to rounding.
[137] 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 Children and Parents: Media Use and Attitudes report uses a base of all children (4-15).

What types of programming are children watching?

Overall, 74% of children's viewing is spent in commercial airtime (both children's and adults), up two percentage points on 2011. While this proportion hasn't changed significantly over the past six years, the split between terrestrial and non-terrestrial commercial airtime has changed. As illustrated in Figure A1.3, there has been a growth in the proportion of viewing attributed to commercial multi-channel airtime; from 48% in 2007 to 56% in 2012, and a gradual decrease attributed to terrestrial commercial channels; from 24% in 2007 to 18% in 2012.

Sixty-three per cent of total children's viewing took place in 'adult' airtime in 2012; this figure varies significantly by age (Figure A1.5). It increases to 77% among 10-15 year olds and decreases to 53% among 4-9 year olds. Thirty-seven per cent of total viewing takes place in 'children's' airtime, with the majority (26%) attributed to commercial children's airtime and 11**%** attributed to non-commercial children's airtime.

Drilling down into total viewing in total children's airtime, the majority (68%) of viewing is in commercial children's airtime, an increase of three percentage points since 2011 (65%) (Figure A1.4). Figure A1.4 shows that the majority of viewing in commercial children's airtime is attributed to dedicated commercial multi-channel children's channels (65% in 2012 compared to 62% in 2011). Children's viewing to the BBC non-terrestrial channels decreased from 31% in 2011 to 28% in 2012.

Figure A1.8 looks at the top-performing programmes among all children in 2012; sports and entertainment feature in the most-viewed genres. Thirteen of the top programmes were on BBC One, and with the exception of special events such as the Olympics, the greatest volume of children viewers are in the pre-9pm slots, although many programmes span 9pm.

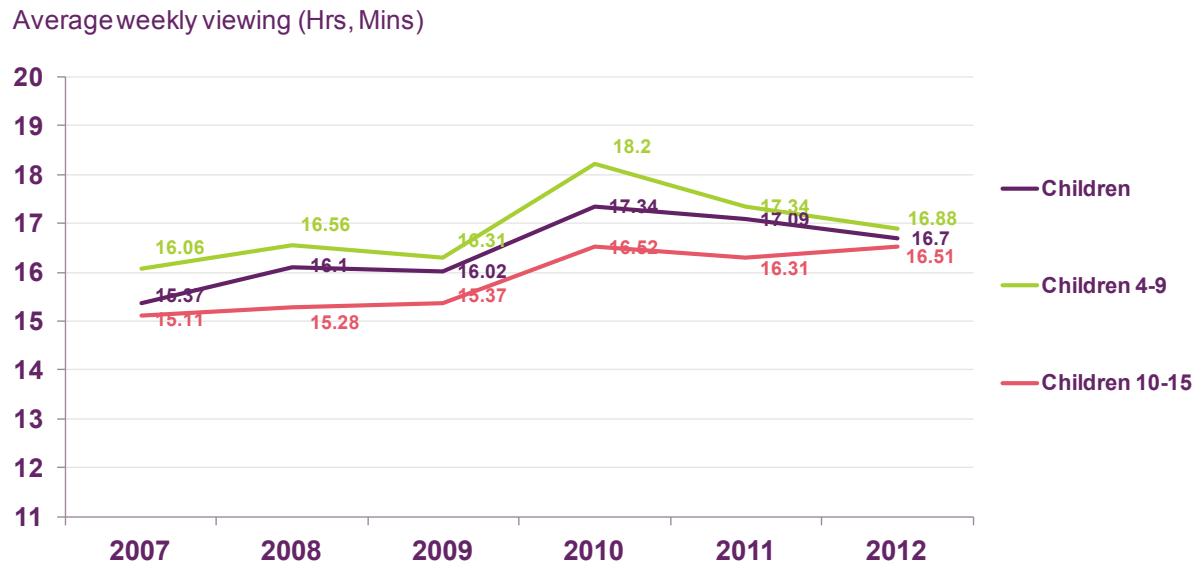
Younger children, aged 4-9, watch a more varied range of genres, compared to all children (Figure A1.9). As with children aged 4-15, sports and entertainment programming attract the largest volume of 4-9 year old viewers, but the children's genre featured in two of the top five most-watched programmes for this age group in 2012.

Sports and entertainment programmes attracted the highest volume of 10-15 year old viewers in 2012, with each genre accounting for eight programmes in the top 20 programmes. Drama series and soaps accounted for three of the remaining four top 20 programmes, and one children's programme completes the list. (Figure A1.10)

Who are children watching with?

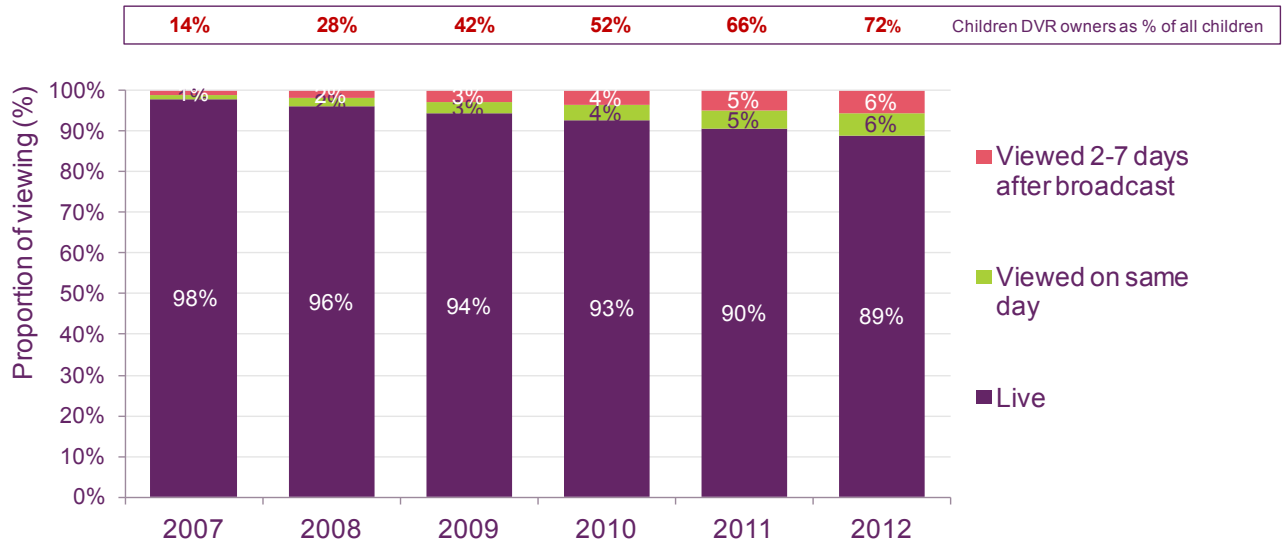
Across television viewing as a whole, 28% of viewing among all children is done alone (Figure A1.6). This increases to 33% among 10-15 year olds. More than a fifth (21%) of all children are watching television between 9pm and 10pm alone (Figure A1.7).

Figure A1.1: Average hours of weekly viewing, by age



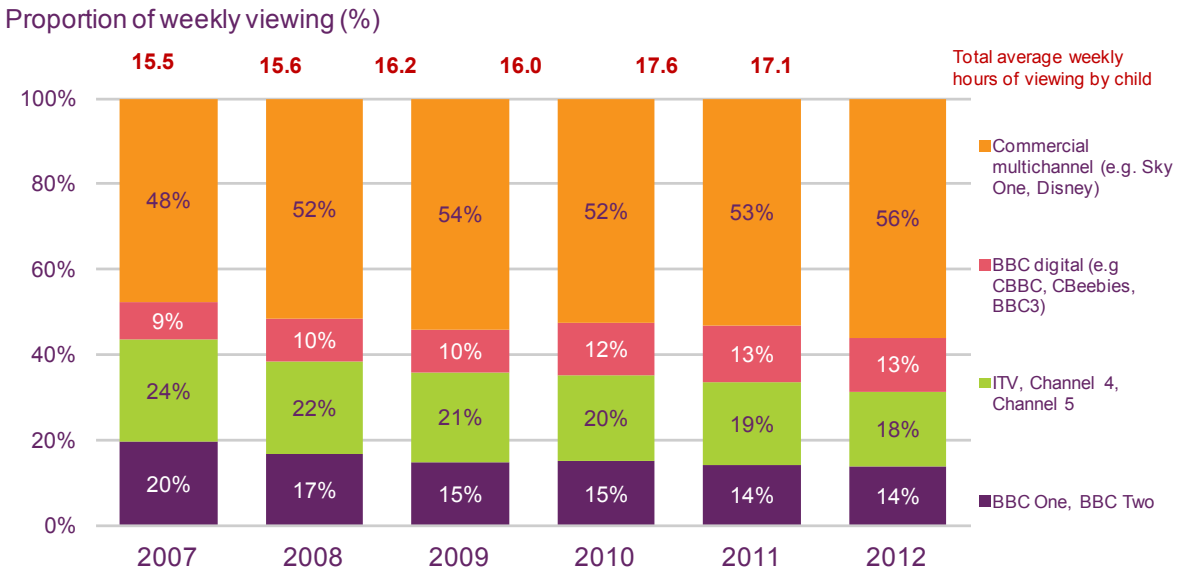
Source: BARB, 2007-2012

Figure A1.2: Live versus time-shifted TV viewing, all children (4-15)



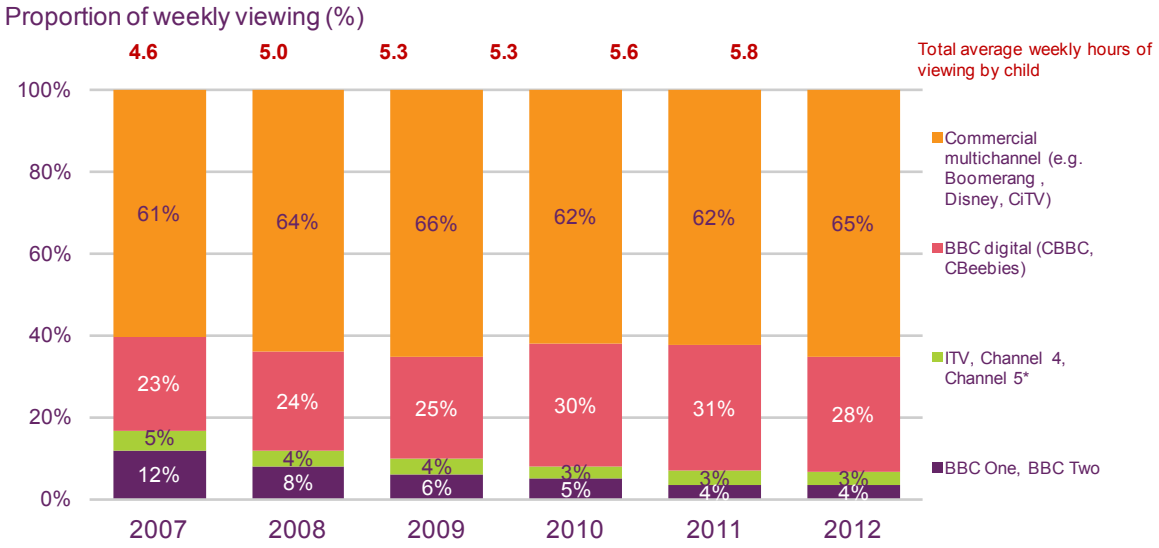
Source: BARB, 2007-2012, all children 4-15

Figure A1.3: Children's total weekly viewing, by channel type



Source: BARB, 2007-2012, all children 4-15

Figure A1.4: Children's weekly viewing of children's airtime, by channel type



Source: BARB, 2007-2012, all children 4-15

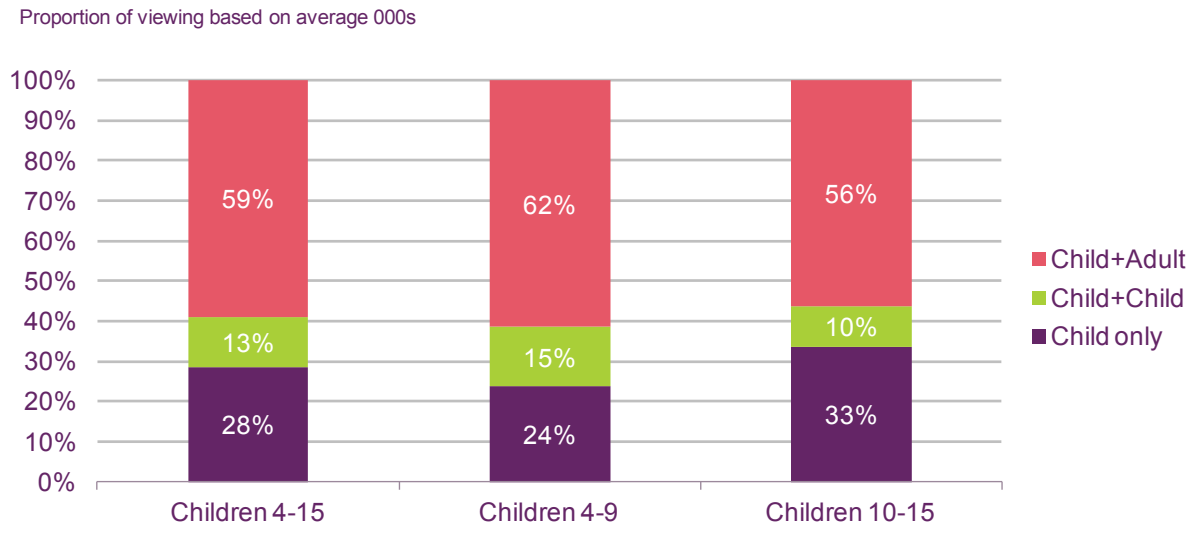
Figure A1.5: Demographic differences

Weekly Viewing Summary	Children	4-9	10-15
Total hours of viewing	16.7	16.9	16.5
Total hours of viewing in comm. airtime	12.2	11.6	12.1
Total hours of viewing in adult airtime	10.6	8.9	13.1
Total hours of viewing in comm. adult airtime	8.0	6.7	9.9
Total hours of viewing in children's airtime	6.1	8.0	3.4
Total hours of viewing in comm. children's air.	4.3	5.4	2.4
% total time spent in commercial airtime	73%	69%	72%
% total time spent in adult airtime	63%	53%	77%
% total time spent in comm. adult air.	48%	40%	58%
% total time spent in children's airtime	37%	47%	20%
% total time spent in comm. children's airtime.	26%	32%	14%

Source: BARB, 2012

Figure A1.6: Mutual viewing across total TV

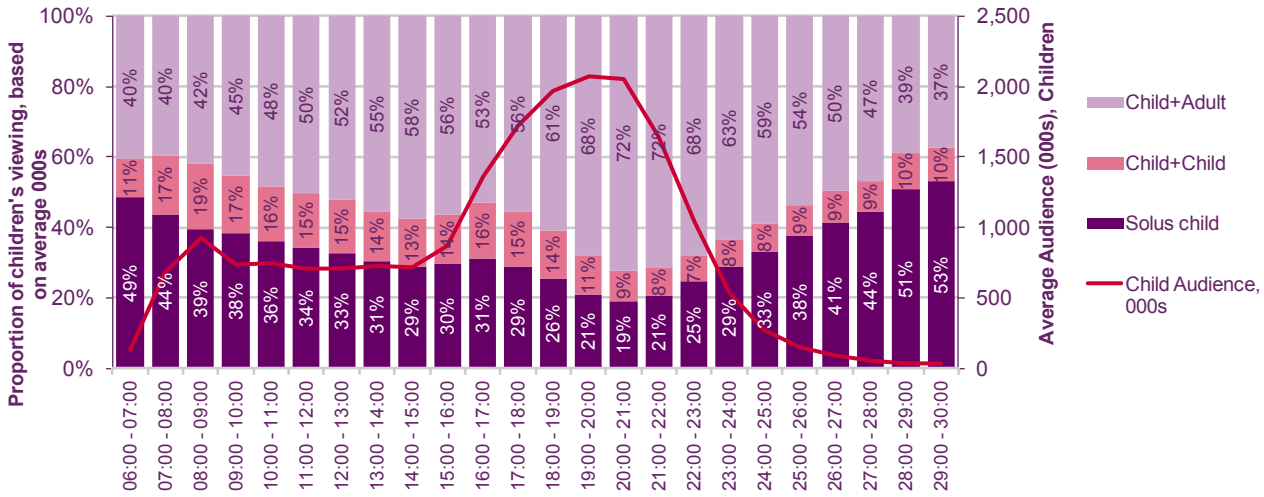
Network, 2012, all children and adults



Source: BARB, 2012

Figure A1.7: Mutual viewing across the day – all TV viewing

Network, 2012 – Total TV - all children and



Source: BARB, 2012

Figure A1.8: Top 20 programmes in 2012 among all children aged 4-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	OLYMPICS 2012: OPENING CEREMONY	BBC1	27/07/2012	21:00:02	24:51:35	03:51:33	Sport	2106	25	81
2	OLYMPICS 2012: CLOSING CEREMONY	BBC1	12/08/2012	21:00:01	24:17:54	03:17:53	Sport	1836	22	74
3	EURO 2012: ENG V ITA	BBC1	24/06/2012	19:44:56	22:24:42	02:39:46	Sport	1789	21	70
4	THE VOICE UK	BBC1	14/04/2012	18:59:24	20:19:36	01:20:12	Entertainment	1720	20	59
5	BRITAIN'S GOT TALENT	ITV	12/05/2012	19:29:00	21:59:55	02:30:55	Entertainment	1658	20	58
6	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	01/12/2012	21:31:00	22:30:21	00:59:21	Entertainment	1451	17	62
7	DOCTOR WHO	BBC1	25/12/2012	17:14:13	18:13:57	00:59:44	Drama:Series/Serials	1410	17	43
8	THE X FACTOR	ITV	08/12/2012	19:59:30	22:00:38	02:01:08	Entertainment	1366	16	51
9	UEFA EURO 2012 MATCH FRA V ENG	ITV	11/06/2012	16:59:44	18:51:26	01:51:42	Sport	1349	16	54
10	UEFA EURO 2012 MATCH ENG V UKR	ITV	19/06/2012	19:44:15	21:38:10	01:53:55	Sport	1346	16	61
11	THE SNOWMAN AND THE SNOWDOG	CH4	24/12/2012	19:59:54	20:23:40	00:23:46	Children's	1335	16	36
12	THE X FACTOR RESULTS	ITV	09/12/2012	19:39:00	21:39:29	02:00:29	Entertainment	1328	16	55
13	EURO 2012: SWE V ENG	BBC1	15/06/2012	20:01:10	21:52:49	01:51:39	Sport	1287	15	56
14	STRICTLY COME DANCING	BBC1	22/12/2012	18:30:00	19:55:04	01:25:04	Entertainment	1236	15	41
15	MIRANDA	BBC1	26/12/2012	21:00:15	21:29:41	00:29:26	Entertainment	1235	15	51
16	EASTENDERS	BBC1	25/12/2012	20:45:58	21:44:10	00:58:12	Drama:Soaps	1208	14	44
17	NEW YEAR LIVE	BBC1	31/12/2012	23:42:00	24:14:23	00:32:23	Entertainment	1183	14	61
18	MR STINK	BBC1	23/12/2012	18:29:21	19:28:51	00:59:30	Children's	1165	14	36
19	ROOM ON THE BROOM	BBC1	25/12/2012	16:35:20	17:00:28	00:25:08	Children's	1154	14	39
20	CHILDREN IN NEED	BBC1	16/11/2012	19:29:15	21:59:04	02:29:49	Entertainment	1111	13	44

Source: BARB, 2012. Based on highest occurring programme episode (000s)

Figure A1.9: Top ten programmes in 2012 among all children aged 4-9

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	THE SNOWMAN AND THE SNOWDOG	CH4	24/12/2012	19:59:54	20:23:40	00:23:46	Children's	882	20	46
2	OLYMPICS 2012: OPENING CEREMONY	BBC1	27/07/2012	21:00:02	24:51:35	03:51:33	Sport	855	20	85
3	ROOM ON THE BROOM	BBC1	25/12/2012	16:35:20	17:00:28	00:25:08	Children's	836	19	45
4	THE VOICE UK	BBC1	14/04/2012	18:59:24	20:19:36	01:20:12	Entertainment	766	18	56
5	EURO 2012: ENG V ITA	BBC1	24/06/2012	19:44:56	22:24:42	02:39:46	Sport	714	17	70
6	BRITAIN'S GOT TALENT	ITV	31/03/2012	20:03:35	21:06:35	01:03:00	Entertainment	705	17	52
7	UEFA EURO 2012 MATCH FRA V ENG	ITV	11/06/2012	16:59:44	18:51:26	01:51:42	Sport	690	16	53
8	OLYMPICS 2012: CLOSING CEREMONY	BBC1	12/08/2012	21:00:01	24:17:54	03:17:53	Sport	642	15	77
9	THE X FACTOR	ITV	22/09/2012	20:09:00	21:38:52	01:29:52	Entertainment	615	14	56
10	STRICTLY COME DANCING	BBC1	22/12/2012	18:30:00	19:55:04	01:25:04	Entertainment	613	14	39
11	DOCTOR WHO	BBC1	25/12/2012	17:14:13	18:13:57	00:59:44	Drama:Series/Serials	609	14	38
12	EURO 2012: SWE V ENG	BBC1	15/06/2012	20:01:10	21:52:49	01:51:39	Sport	606	14	61
13	FILM: MONSTERS VS ALIENS (2009)	BBC1	27/12/2012	15:27:27	16:51:02	01:23:35	Films:Cinema	582	14	44
14	FILM: HOW TO TRAIN YOUR DRAGON (2010)	BBC1	26/12/2012	17:00:42	18:26:59	01:26:17	Films:Cinema	571	13	39
15	FILM: LADY AND THE TRAMP (1955)	BBC1	24/12/2012	17:04:59	18:17:42	01:12:43	Films:Cinema	560	13	34
16	UEFA EURO 2012 MATCH ENG V UKR	ITV	19/06/2012	19:44:15	21:38:10	01:53:55	Sport	548	13	61
17	EASTENDERS	BBC1	25/12/2012	20:45:58	21:44:10	00:58:12	Drama:Soaps	532	12	44
18	CHILDREN IN NEED	BBC1	16/11/2012	19:29:15	21:59:04	02:29:49	Entertainment	516	12	46
19	FILM: ELF (2003)	CH4	09/12/2012	17:22:21	19:15:07	01:52:46	Films:Cinema	510	12	35
20	MR STINK	BBC1	23/12/2012	18:29:21	19:28:51	00:59:30	Children's	507	12	31

Source: BARB, 2012. Based on highest occurring programme episode (000s)

Figure A1.10: Top ten programmes in 2012 among all children aged 10-15

	Title	Channel	Date	Start time	End time	Duration	Genre	000s	Rating (%)	Share (%)
1	OLYMPICS 2012: OPENING CEREMONY	BBC1	27/07/2012	21:00:02	24:51:35	03:51:33	Sport	1252	30	78
2	OLYMPICS 2012: CLOSING CEREMONY	BBC1	12/08/2012	21:00:01	24:17:54	03:17:53	Sport	1194	29	73
3	EURO 2012: ENG V ITA	BBC1	24/06/2012	19:44:56	22:24:42	02:39:46	Sport	1075	26	70
4	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	01/12/2012	21:31:00	22:30:21	00:59:21	Entertainment	1067	26	67
5	BRITAIN'S GOT TALENT	ITV	12/05/2012	19:29:00	21:59:55	02:30:55	Entertainment	1001	24	60
6	THE VOICE UK	BBC1	14/04/2012	18:59:24	20:19:36	01:20:12	Entertainment	953	23	62
7	THE X FACTOR RESULTS	ITV	09/12/2012	19:39:00	21:39:29	02:00:29	Entertainment	881	21	61
8	DOCTOR WHO	BBC1	08/09/2012	19:36:06	20:21:18	00:45:12	Drama:Series/Serials	854	21	56
9	MIRANDA	BBC1	26/12/2012	21:00:15	21:29:41	00:29:26	Entertainment	830	20	57
10	THE X FACTOR	ITV	08/12/2012	19:59:30	22:00:38	02:01:08	Entertainment	801	19	52
11	UEFA EURO 2012 MATCH ENG V UKR	ITV	19/06/2012	19:44:15	21:38:10	01:53:55	Sport	799	19	62
12	NEW YEAR LIVE	BBC1	31/12/2012	23:42:00	24:14:23	00:32:23	Entertainment	704	17	62
13	OUTNUMBERED	BBC1	24/12/2012	21:34:55	22:13:52	00:38:57	Entertainment	690	17	46
14	EURO 2012: SWE V ENG	BBC1	15/06/2012	20:01:10	21:52:49	01:51:39	Sport	682	16	53
15	EASTENDERS	BBC1	25/12/2012	20:45:58	21:44:10	00:58:12	Drama:Soaps	676	16	43
16	OLYMPICS 2012: MEN'S 100M FINAL	BBC1	05/08/2012	21:42:00	22:15:20	00:33:20	Sport	675	16	49
17	MERLIN	BBC1	22/12/2012	19:56:55	20:39:52	00:42:57	Drama:Series/Serials	660	16	42
18	UEFA EURO 2012 MATCH FRA V ENG	ITV	11/06/2012	16:59:44	18:51:26	01:51:42	Sport	659	16	56
19	MR STINK	BBC1	23/12/2012	18:29:21	19:28:51	00:59:30	Children's	658	16	42
20	EURO 2012: SPN V ITA	BBC1	01/07/2012	19:47:25	21:36:57	01:49:32	Sport	653	16	48

Source: BARB, 2012. Based on highest occurring programme episode (000s)

Glossary

Adult airtime – This consists of all the main terrestrial channels excluding the slots when children's programmes are shown, combined with all digital channels except for the dedicated children's channels.

Children's airtime - This consists of the children's programme slots on the main terrestrial channels and the dedicated children's channels on the digital platform

DVRs – digital video recorders

Time-shifted viewing – This is defined in BARB analysis as viewing of programmes 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.

Websites visited by children aged 6-14

2.1 Introduction

This annex provides tables of the top 50 web entities visited by children aged 6-16 during the months of May 2011, 2012 and 2013, as measured by comScore. Figures 1 and 2 also show the frequency of instant messaging (IM) for 13-17 year olds and the most popular brands used by this age group for IM.

We have used the comScore Media Metrix service (MMX) to measure internet use on PCs/laptops. Data including mobile and tablet use is not available for analysis of this age-group, and so cannot be included.

2.2 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 data sets are unified into a more accurate view of audiences and their activity in a manner that is not affected by variables such as cookie deletion, blocking, and rejection.

The Top 50 websites tables consist of the fifty most popular Media Title web entities in the UK for the specified target audience. The tables also include Properties which do not specify any subsidiary Media Titles. Ofcom considered that this unique approach best reflected 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, online service or 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 tables are 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 that 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 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.

Where an entity is marked as an ‘app’, this is a computer program that runs on a laptop or desktop computer that connects to the internet. Unfortunately, time spent is not available for apps.

For more information on the data methodology and measurement contained in this annex, please visit www.comscore.com

Table 1: May 2013, Top 50 web entities accessed by children aged 6-14

No.	Web entity	Unique Audience	Active Reach %	Minutes per visitor
1	Google	3,435	63.1	40.1
2	YOUTUBE.COM*	2,163	39.8	243.4
3	BBC	1,835	33.7	36.5
4	FACEBOOK.COM	1,483	27.3	196.8
5	Yahoo!	1,119	20.6	22.9
6	Disney Entertainment	933	17.1	14.1
7	WIKIPEDIA.ORG*	921	16.9	10.1
8	Windows Live	888	16.3	6.2
9	Amazon	872	16.0	14.8
10	MSN	858	15.8	6.9
11	eBay Sites	792	14.6	39.3
12	VEVO @ YouTube	758	13.9	17.6
13	ASK.COM Sites	621	11.4	2.8
14	Microsoft	619	11.4	11.6
15	Nickelodeon Kids And Family	609	11.2	22.6
16	ANSWERS.COM	602	11.1	2.1
17	uTorrent (App)	556	10.2	
18	Blogger	554	10.2	3.8
19	iTunes Software (App)	534	9.8	
20	Outlook (Outlook.com)	532	9.8	29.8
21	Bing	529	9.7	5.1
22	MTV Music Group	509	9.4	6.9
23	Steam (App)	501	9.2	
24	Apple.com Worldwide Sites	488	9.0	6.5
25	BBC IPlayer	483	8.9	17.0
26	BBC Other	476	8.8	9.3
27	TWITTER.COM †	439	8.1	31.6
28	COOLMATH-GAMES.COM	433	8.0	11.3
29	TUMBLR.COM* †	407	7.5	86.7
30	FreeRideGames	406	7.5	0.3
31	ADOBE.COM	379	7.0	3.8
32	TBS Entertainment Digital	360	6.6	29.1
33	Glam Entertainment	350	6.4	20.0
34	BINWEEVILS.COM	338	6.2	18.4
35	THEGUARDIAN.COM	316	5.8	8.3
36	WORDPRESS.COM* †	291	5.4	2.8
37	IMDb	281	5.2	4.8
38	SNAP.DO †	277	5.1	3.9
39	Spotify (App)	272	5.0	
40	INSTAGRAM.COM	265	4.9	12.3
41	BABYLON.COM	264	4.9	4.6
42	STEAMPOWERED.COM	264	4.8	22.5
43	DELTA-SEARCH.COM	259	4.8	3.4
44	VIRGINMEDIA.COM*	256	4.7	7.0
45	Sky Portal	253	4.7	12.3
46	TELEGRAPH.CO.UK	248	4.6	8.4
47	TALKTALK.CO.UK	246	4.5	6.2
48	Argos	240	4.4	11.0
49	Skype	223	4.1	39.4
50	eHow	219	4.0	2.1

Source: comScore MMX, May 2013, home and work panel, children aged 6-14

Table 2: May 2012, Top 50 web entities accessed by children aged 6-14

No.	Web entity	Unique Audience	Active Reach %	Minutes per visitor
1	Google	3,928	75.6	44.6
2	YOUTUBE.COM*	2,231	42.9	244.9
3	BBC	2,089	40.2	37.9
4	FACEBOOK.COM †	2,082	40.1	295.0
5	MSN	1,471	28.3	5.8
6	Yahoo!	1,464	28.2	17.9
7	Windows Live	1,273	24.5	77.5
8	WIKIPEDIA.ORG*	1,196	23.0	13.6
9	VEVO @ YouTube	1,096	21.1	18.1
10	eBay Sites	1,051	20.2	40.7
11	Amazon	1,012	19.5	11.4
12	Blogger	928	17.9	4.8
13	WikiAnswers Sites	820	15.8	3.7
14	MTV Music Group	814	15.7	7.5
15	iTunes Software (App)	789	15.2	
16	ASK.COM Sites	779	15.0	2.1
17	Apple.com Worldwide Sites	731	14.1	7.6
18	TWITTER.COM †	723	13.9	35.7
19	Glam Entertainment	694	13.4	31.6
20	BBC IPlayer	680	13.1	17.3
21	Nickelodeon Kids And Family	672	12.9	36.2
22	Microsoft	666	12.8	21.1
23	WORDPRESS.COM*	654	12.6	5.8
24	uTorrent (App)	567	10.9	
25	Bing	557	10.7	3.8
26	About	519	10.0	2.8
27	SEARCH-RESULTS.COM †	453	8.7	3.5
28	BBC Other	451	8.7	3.5
29	TUMBLR.COM* †	443	8.5	115.8
30	Sky Portal	439	8.4	23.5
31	eHow	431	8.3	4.0
32	BINWEEVILS.COM	429	8.3	36.6
33	VIRGINMEDIA.COM*	388	7.5	11.2
34	IMDb	380	7.3	6.7
35	CBS Interactive Music Group	366	7.0	7.2
36	ADOBE.COM	364	7.0	3.1
37	Tend: Glam Media	346	6.7	3.3
38	THEGUARDIAN.COM	335	6.4	4.3
39	ITV	332	6.4	22.3
40	Argos	318	6.1	13.4
41	BBC Entertainment	301	5.8	5.2
42	Spotify (App)	300	5.8	
43	TBS Entertainment Digital	287	5.5	32.6
44	CHANNEL4.COM	268	5.2	13.2
45	HPMG News	265	5.1	7.6
46	TELEGRAPH.CO.UK	242	4.7	9.4
47	TESCO.COM*	240	4.6	5.8
48	FANPOP.COM	239	4.6	3.7
49	CNET	227	4.4	3.1
50	Wikia Entertainment	217	4.2	25.8

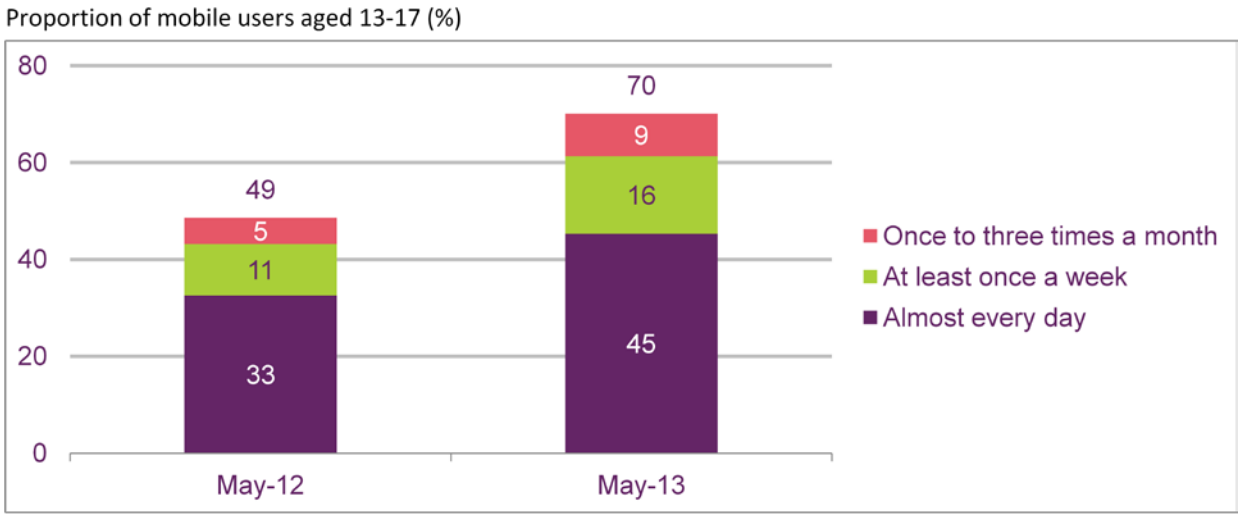
Source: comScore MMX, May 2012, home and work panel, children aged 6-14

Table 3: May 2011, Top 50 web entities accessed by children aged 6-14

No.	Web entity	Unique Audience	Active Reach %	Minutes per visitor
1	Google	4,014	78.4	51.3
2	BBC	2,285	44.6	41.1
3	FACEBOOK.COM †	2,194	42.9	435.2
4	MSN	2,111	41.2	10.4
5	YOUTUBE.COM*	2,099	41.0	213.3
6	Windows Live	2,050	40.0	309.0
7	Yahoo!	1,905	37.2	17.3
8	WIKIPEDIA.ORG*	1,177	23.0	15.0
9	VEVO @ YouTube	1,136	22.2	14.8
10	eBay Sites	1,106	21.6	39.1
11	WikiAnswers Sites	999	19.5	3.9
12	Amazon	979	19.1	10.9
13	MTV Music Group	924	18.0	6.3
14	Blogger	922	18.0	4.9
15	Bing	902	17.6	3.7
16	iTunes Software (App)	902	17.6	
17	Glam Entertainment	881	17.2	6.1
18	Microsoft	870	17.0	5.4
19	BBC IPlayer	696	13.6	23.4
20	Apple.com Worldwide Sites	614	12.0	7.3
21	VIRGINMEDIA.COM*	591	11.5	6.0
22	WORDPRESS.COM*	562	11.0	10.8
23	Ask UK	500	9.8	1.8
24	IMDb	498	9.7	6.0
25	TWITTER.COM †	492	9.6	31.7
26	eHow	486	9.5	2.1
27	BBC Entertainment	486	9.5	3.5
28	BBC Other	472	9.2	2.5
29	GUARDIAN.CO.UK	460	9.0	3.4
30	CHANNEL4.COM	434	8.5	8.7
31	CBS Interactive Music Group	429	8.4	4.0
32	Sky Portal	422	8.2	59.8
33	CNET	421	8.2	3.4
34	ITV	411	8.0	13.5
35	Argos	383	7.5	11.0
36	uTorrent (App)	383	7.5	
37	Nickelodeon Kids & Teens	358	7.0	67.7
38	BINWEEVILS.COM	353	6.9	96.5
39	About	353	6.9	2.7
40	AOL Music	349	6.8	2.9
41	Nickelodeon Casual Games	306	6.0	19.3
42	ADOBE.COM	305	6.0	2.6
43	PHOTOBUCKET.COM	294	5.7	6.5
44	BBC UK Radio	273	5.3	3.8
45	Nickelodeon Family & Parents	254	5.0	33.6
46	Tend: Glam Media	253	4.9	4.7
47	IGN Entertainment Games	251	4.9	13.6
48	HPMG News	245	4.8	1.8
49	CNN Network	239	4.7	4.2
50	TBS Entertainment Digital	230	4.5	21.9

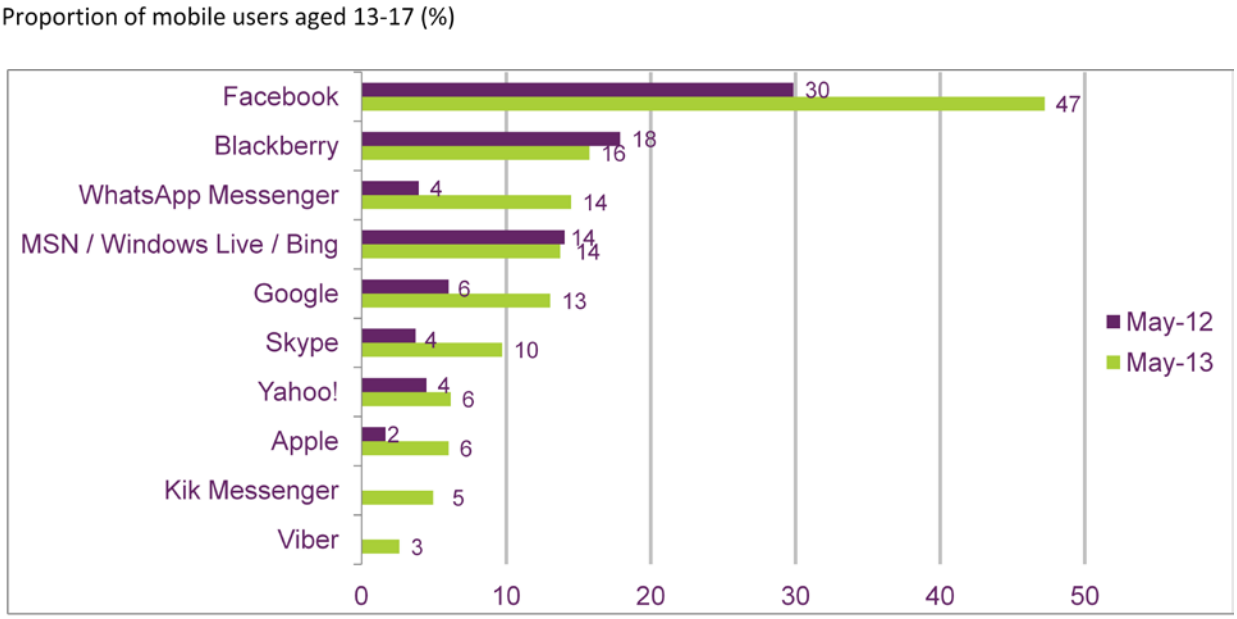
Source: comScore MMX, May 2011, home and work panel, children aged 6-14

Figure 2.1: Frequency of instant messaging (IM) use (age 13–17)



Source: comScore MobiLens, May 2012 (3 Month Average) and May 2013 (3 Month Average), ages 13-17, home and work panel

Figure 2.2: Use among 13-17 year olds of instant messaging (IM) services, by brand



Source: comScore MobiLens, May 2012 (3 Month Average) and May 2013 (3 Month Average), ages 13-17, home and work panel