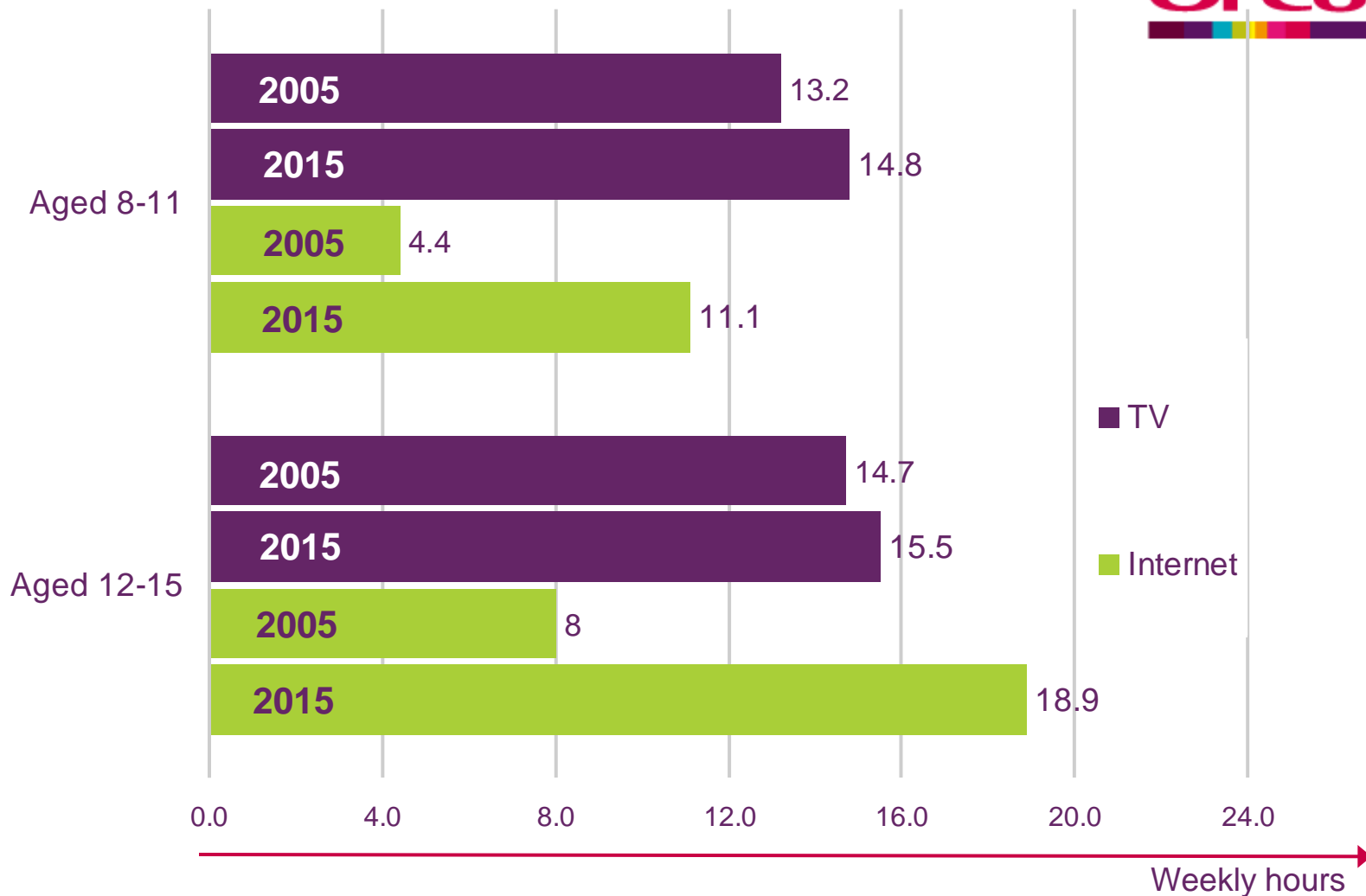


Children's Media Use and Attitudes Report 2015

Section 3 – Ten years: a retrospective

Figure 1: Estimated weekly hours of media consumption at home or elsewhere among users, 8-11s and 12-15s: 2005 and 2015

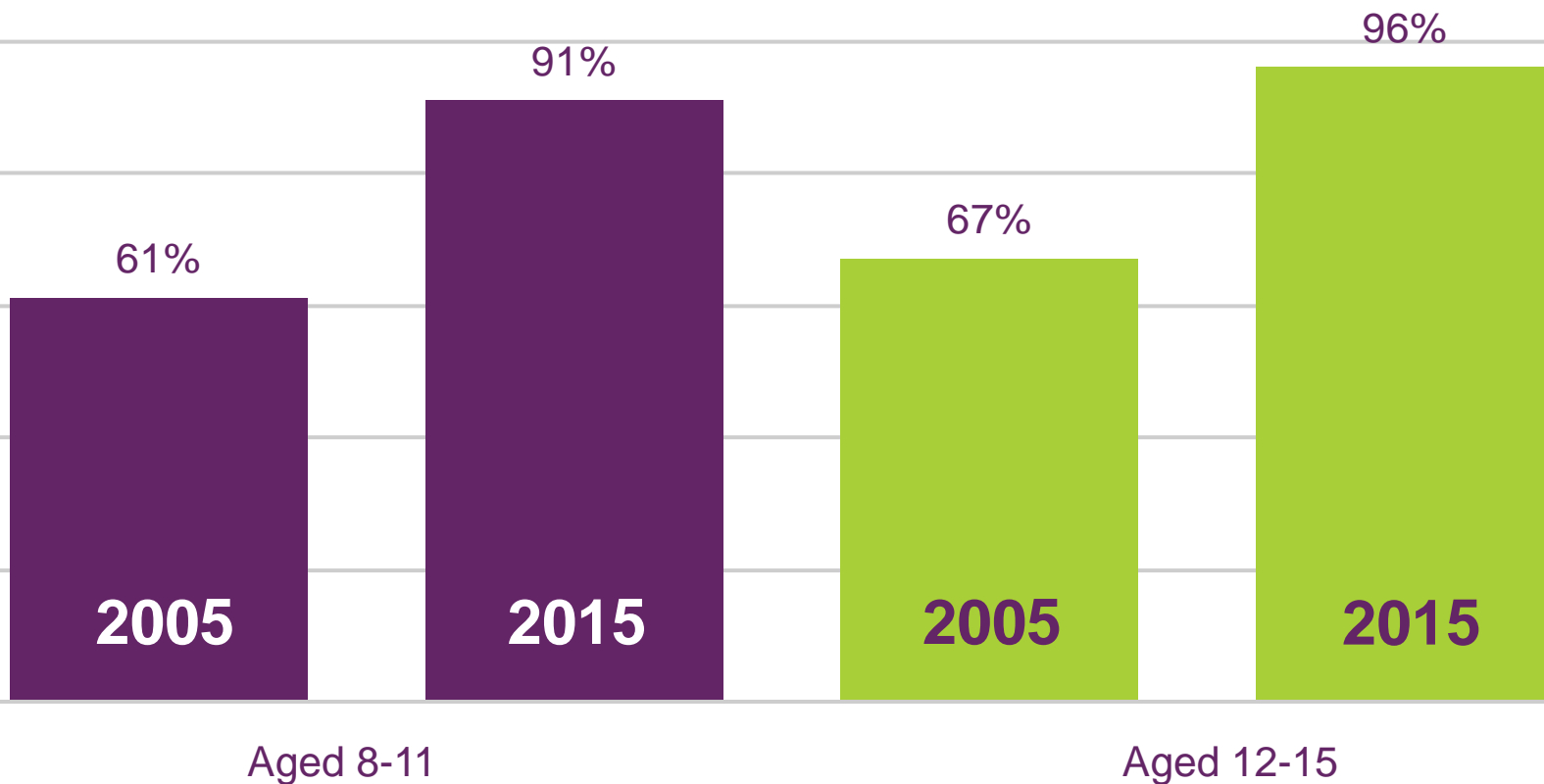


QP13A-B/ QP25A-B - How many hours would you say you spend [USING MEDIUM] on a typical school day/ on a weekend day?.

Responses are taken from the child aged 8-11 or 12-15 rather than the parent..

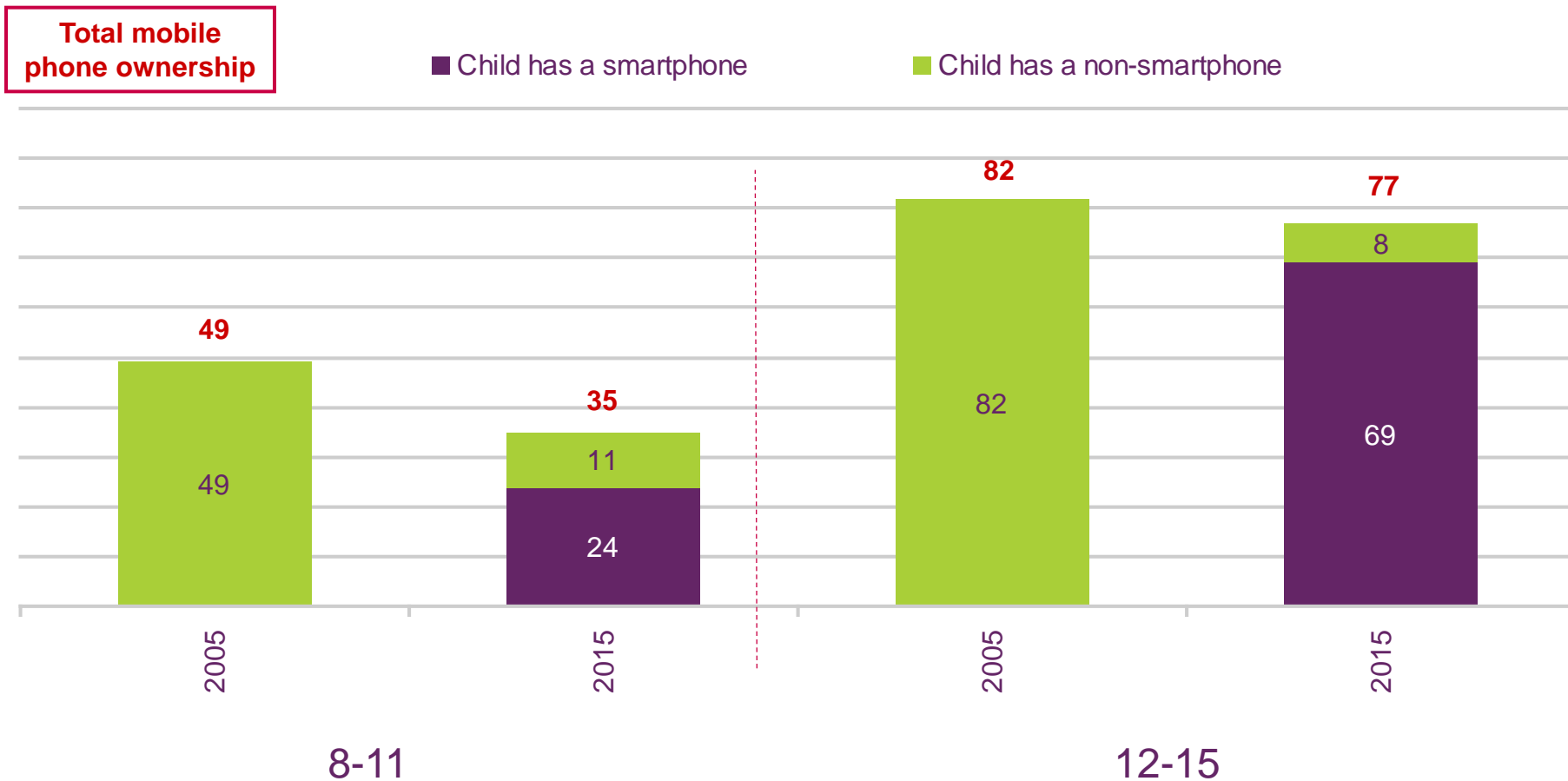
Base: Children aged 8-15 who use each medium (VARIABLE BASE)

Figure 2: Children with internet access at home, age 8-11 and 12-15: 2005 and 2015



QP56 – Which, if any, of these ways of going online are available to your child at home? (prompted responses, single coded).
Base: Parents of children aged 8-11 (492) and 12-15 (488)

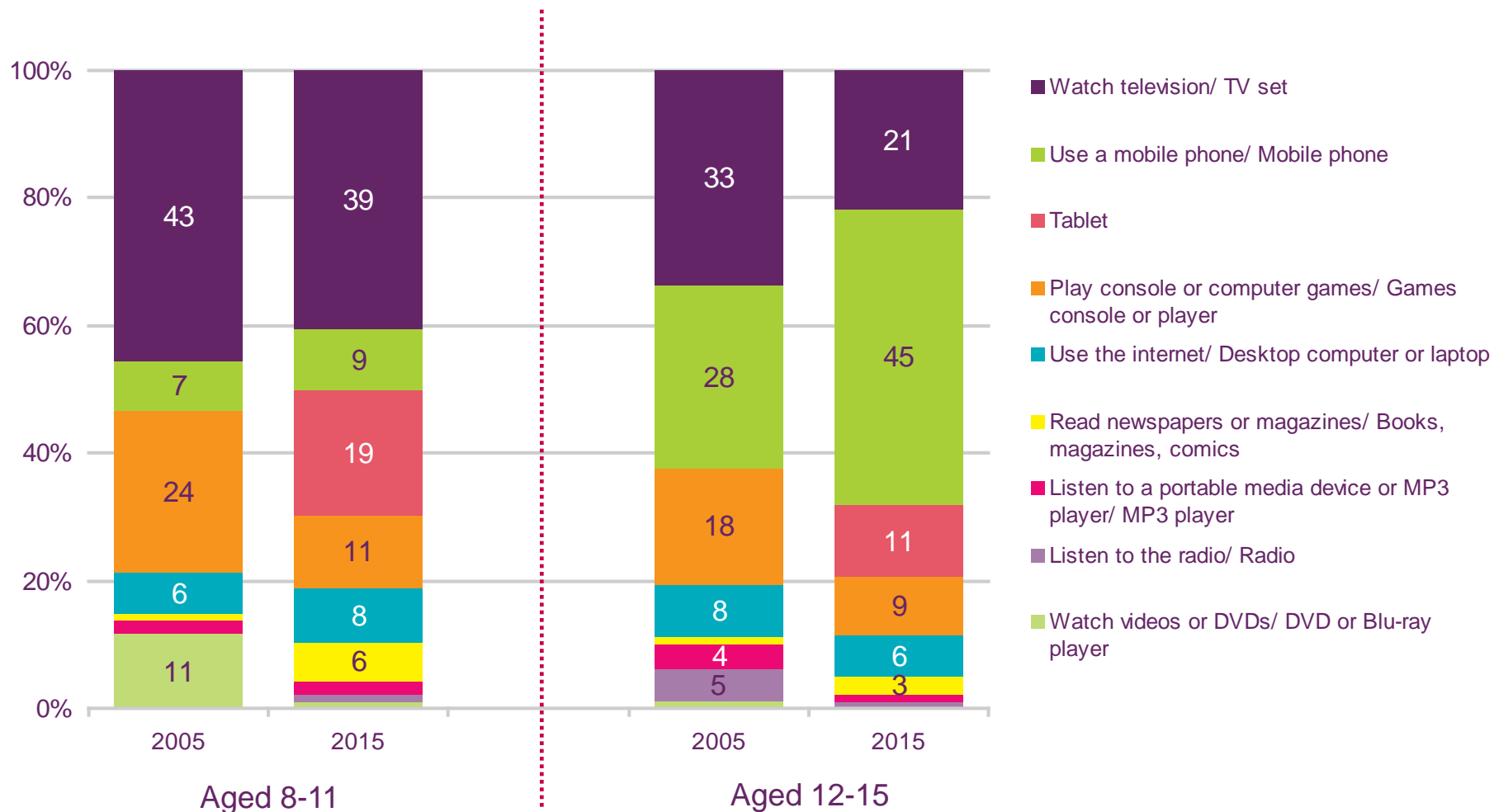
Figure 3: Smartphone and non-smartphone ownership, by age: 2005 and 2015



QP3F/ QP4 - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications and other files as well as view websites and generally surf the internet/ go online. Popular brands of Smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy. (spontaneous responses, single coded)

Base: Parents of children aged 8-11 (492) and 12-15 (488)

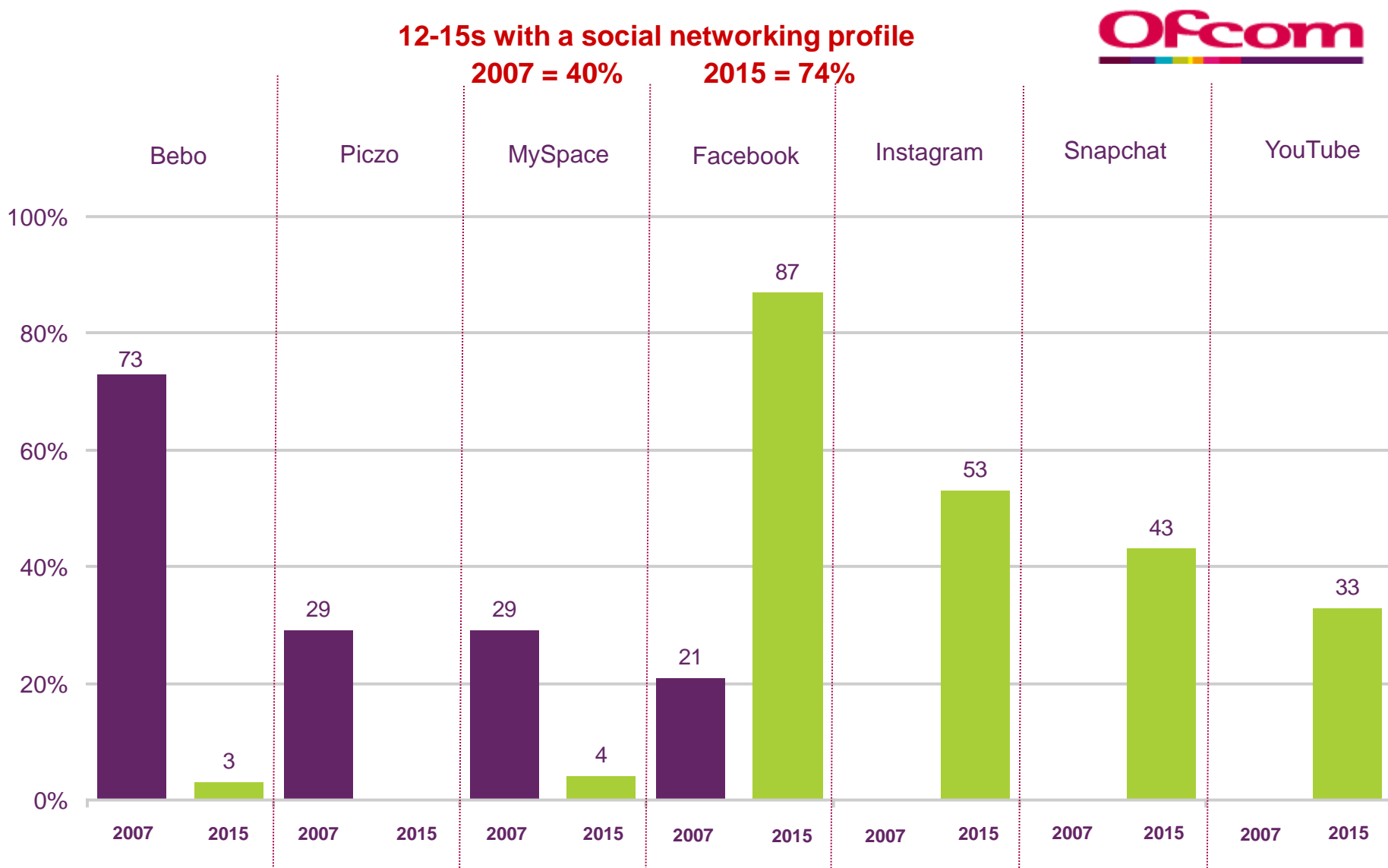
Figure 4: Activity (2005)/Device (2015) children would miss the most, 8-11s and 12-15s: 2005 - 2015



QC51- In 2005- Which one of these would you miss doing the most? In 2015 - Which one of the things you use almost every day would you miss the most if it got taken away? (prompted responses, single coded)

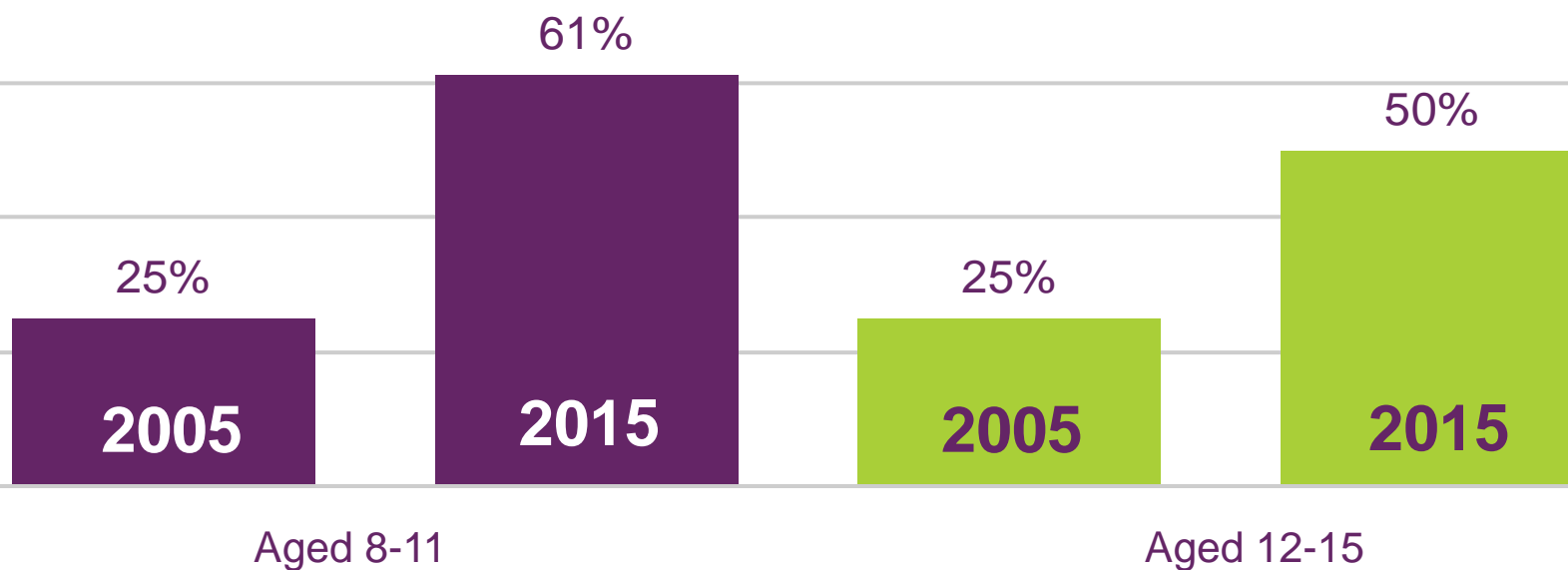
Base: Children aged 5-15 (1379 aged 5-15, 399 aged 5-7, 403 aged 8-11, 488 aged 12-15)

Figure 5: Top four social media sites or apps used by children aged 12-15 with a social media profile: 2007 and 2015



QC20 – Which social media sites or apps do you use? (spontaneous responses, multi coded)
 Base: Children aged 12-15 who have a social media profile (345).

Figure 6: Parents whose children aged 8-11 and 12-15 watch TV and have set PIN/password controls to restrict access to channels or programmes: 2005 and 2015



QP15 - In 2005 - 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? In 2015 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

Base: Parents of children 8-15 with a TV set in the household that the child watches (477 aged 8-11, 469 aged 12-15 in 2015).