

Children's Media Use and Attitudes Report 2019 – Research Annex

Produced by: Critical Research

Fieldwork: April to July 2019

Introduction to research

- This chart pack provides an update to the reports on children's media literacy published from 2006, 2008, 2010 and every year since.
- Across most of the charts findings from the 2010, 2011, 2013, 2014, 2015 and 2016 Media Literacy Trackers have been removed to reduce data overcrowding.

Media Literacy Tracker with children and parents:

- A quantitative tracking survey conducted in 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018 and 2019.
- **2019:** conducted in April-July 2019. 2,343 in-home interviews with parents of 5-15s and children aged 8-15 were conducted, along with 900 interviews with parents of children aged 3-4. In 2019, the overall sample size was larger as additional interviews were conducted with parents of internet users aged 3-15 (and their children if aged 8-15) in each of the devolved nations.
- **2018:** conducted in April/ May/ June. 1,430 in-home interviews with parents of 5-15s and children aged 8-15 were conducted, along with 630 interviews with parents of children aged 3-4.
- **2017:** conducted in April/ May/ June. 1,388 in-home interviews with parents and children aged 5-15 were conducted, along with 677 interviews with parents of children aged 3-4.
- **2012:** conducted in March. 1,717 in-home interviews with parents and children aged 5-15.
- **2009:** conducted in April/ May and September/ October. 2,131 in-home interviews with parents and children aged 5-15 were conducted.

Children aged 3-4

- From 2013 onwards, the Media Literacy Tracker was also conducted with parents of children aged 3-4, with a total of 900 interviews conducted in-home in April/ May/ June/ July 2019.
- Findings have been shown for 3-4s wherever possible, with comparisons between 2017 and 2018 for this age group. The findings for children aged 3-4 are also shown alongside those for the older children.
- Data for children aged 3-4 are not included in the overall analysis for all children aged 5-15, both because the media habits of pre-school children are likely to differ substantially from those of school-age children, and because including them in the larger group would impede our ability to compare results over time.

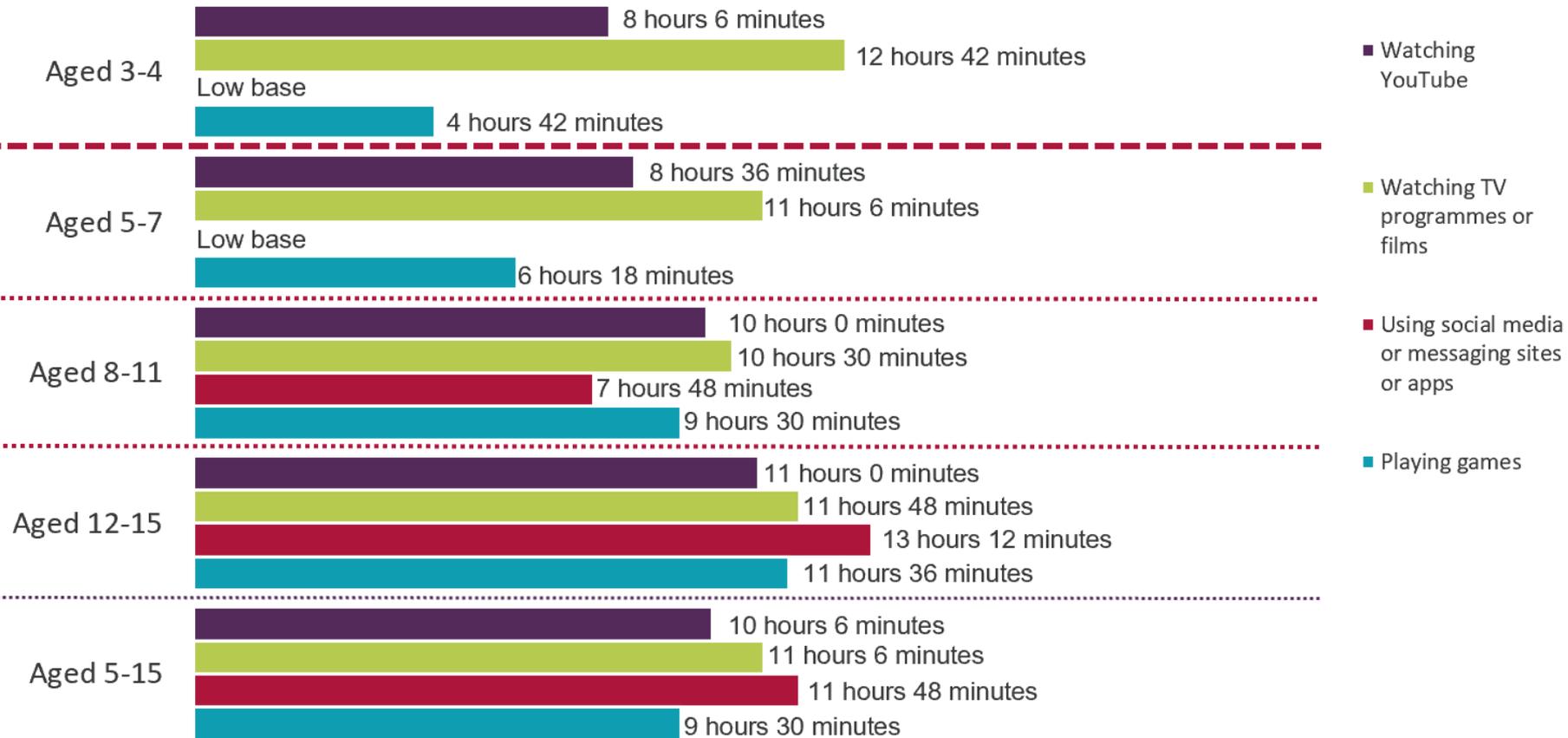
Significance testing

- Significance testing at the 95% confidence level has been carried out. This means that where findings are shown as an increase/decrease on in the charts, there is only a 5% or less probability that the difference between the samples is by chance.
- Statistically significant findings are indicated in the figures in the report by arrows. The footer of each chart describes the significance testing that has been conducted - over time, within a particular year or both.
- Where possible, findings are shown for 5-15s as well as for the specific age groups (5-7, 8-11 and 12-15). However, some questions in earlier surveys, and some questions in the current survey, were not asked of all age groups.
- It is also worth noting that in some instances where there is a change over time among all children aged 5-15, this may not be accompanied by a change among 5-7s, 8-11s or 12-15s for that measure, due to smaller base sizes for these sub-groups.

1. Children's media time

Children aged 3-4 and 5-7 spend the most time watching TV programmes or films while 12-15s spend the most time using social media/ messaging sites

Estimated weekly hours undertaking each activity, among users, by age: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP76A-B/ QP77A-B/ QP78A-B/QP79A-B Across all the devices they use to [ACTIVITY] how much time do they spend [DOING ACTIVITY] on a typical school day/ on a weekend day?

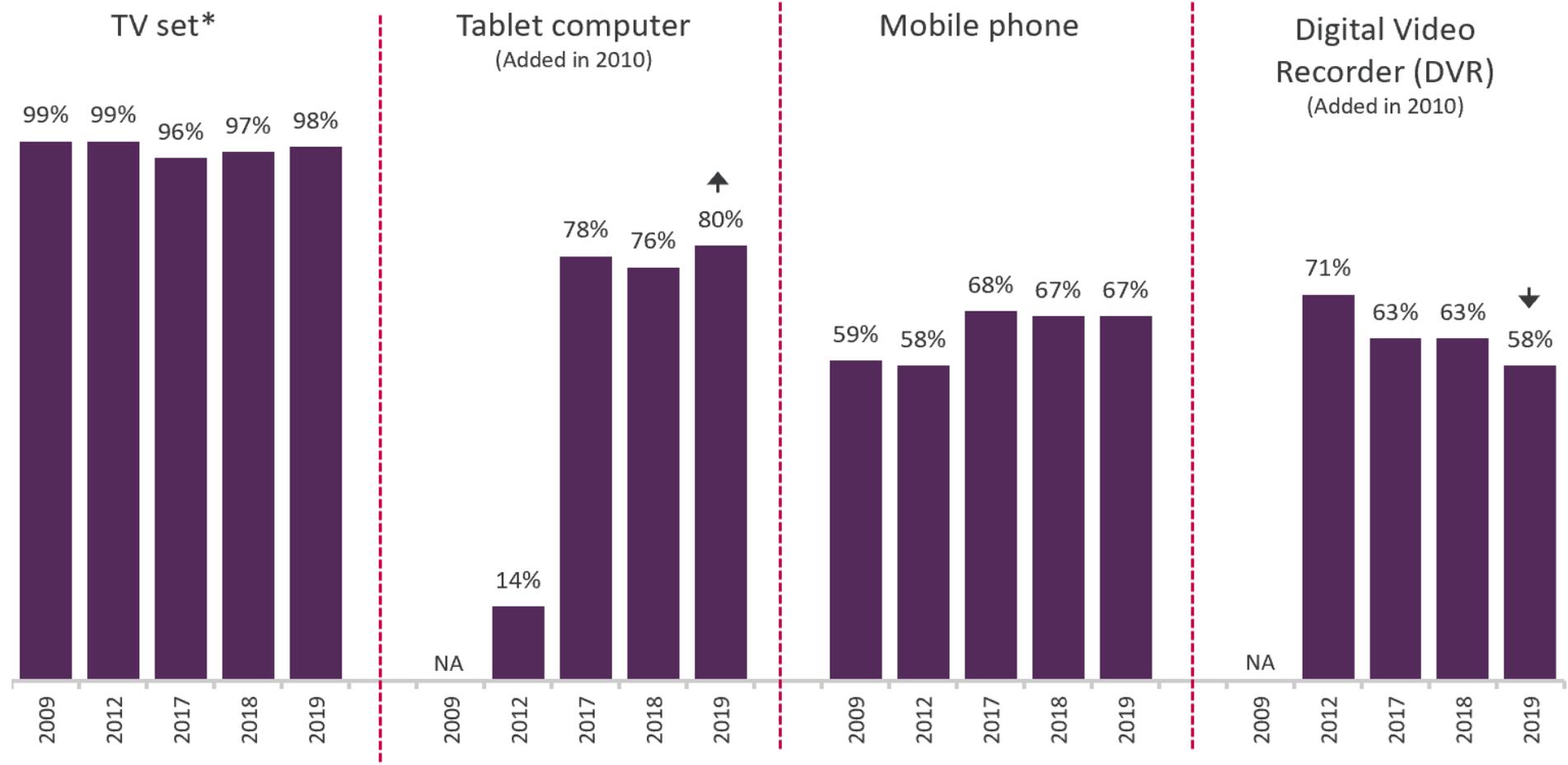
Responses are taken from the child aged 8-11 or 12-15 rather than the parent.

Base: Parents of children aged 3-7 and children aged 8-15 who do each activity (VARIABLE BASE).

2. Children's use and ownership of media devices

Compared to 2018, children aged 5-15 are now more likely to use a tablet computer

Media used by children aged 5-15 at home: 2009, 2012, 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

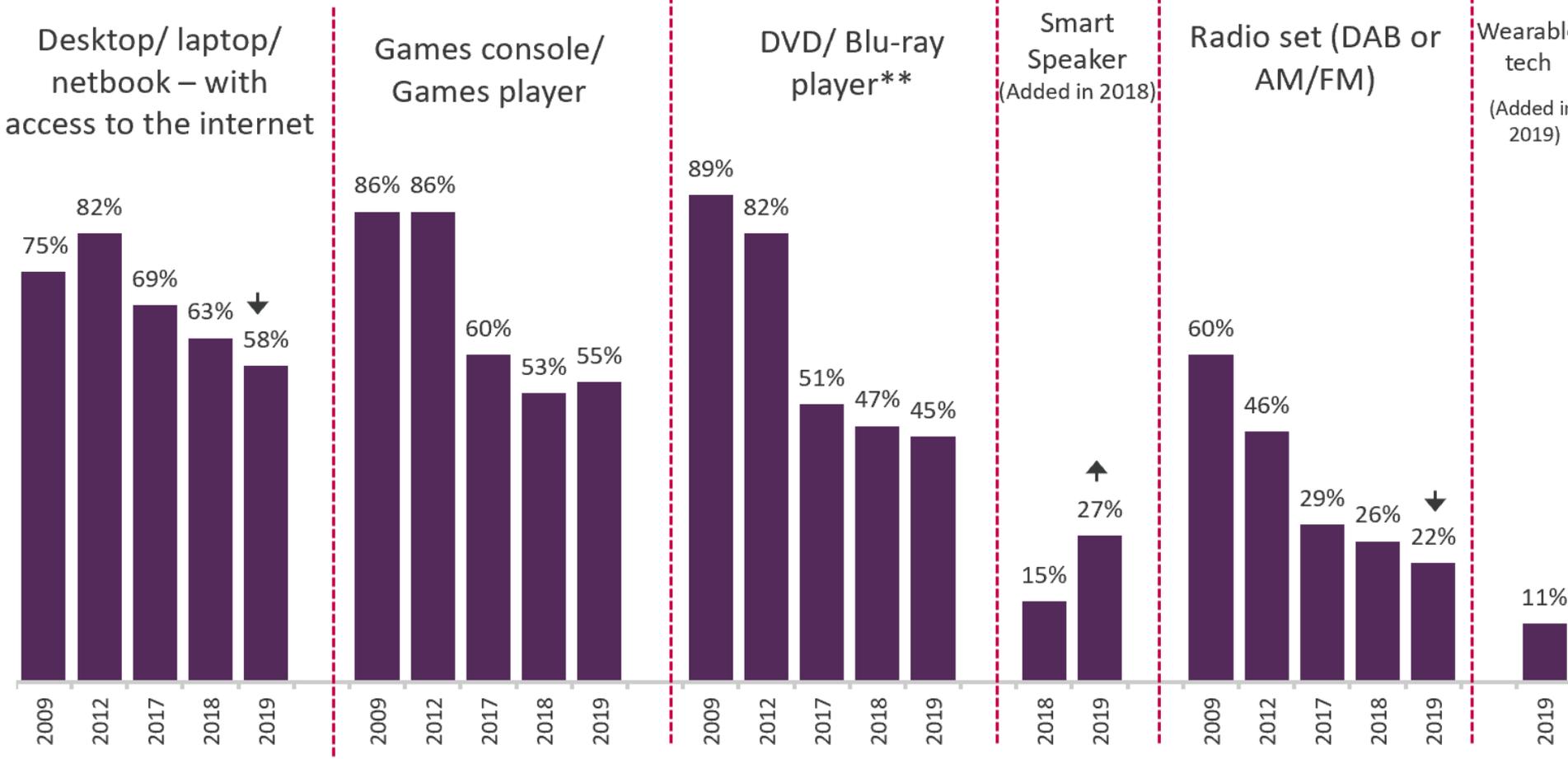
QP3A/B/E/F/C I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) *Since 2014 this measure includes those who say they use either a Smart TV or a 'standard' TV set, prior to this we asked only about a TV set.

Base: Parents of children aged 5-15 (2343). Significance testing shows any change between 2018 and 2019.



Although lower compared to 2018, most 5-15s still use a computer. More 5-15s use a smart speaker than a radio set

Media used by children aged 5-15 at home: 2009, 2012, 2017, 2018 and 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QP3D/G/I/J/H/K - I’m going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) ** Prior to 2016 this question asked about a DVD player/ DVD recorder/ Blu-ray recorder (fixed or portable).
 Base: Parents of children aged 5-15 (2343).
 Significance testing shows any change between 2018 and 2019.

Increased use of tablets, smart TVs and smart speakers among 5-15s at home is attributable to increased access to these devices in the home

Summary of access to and use of devices/ media, by age: 2019

	All children		Aged 3-4		Aged 5-7		Aged 8-11		Aged 12-15		Aged 5-15	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Tablet computer	85%	64%↑	88%	74%	90%↑	84%↑	88%	80%	89%↑	80%↑		
Desktop computer/ laptop/ netbook – with internet access	68%↓	16%↓	73%	35%↓	78%	60%	82%↓	72%↓	78%↓	58%↓		
Standard TV set	69%	61%	71%↓	65%↓	74%	69%	76%	70%↓	74%	68%↓		
Smart TV set	64%	53%	67%↑	60%	72%	68%↑	76%↑	72%↑	72%↑	67%↑		
DVR/ Digital Video Recorder	66%	43%	61%↓	45%↓	72%	60%	73%	66%	69%↓	58%↓		
Games console/ games player	39%	12%	52%	38%	68%	58%	74%	64%	66%	55%		
DVD/ Blu-ray player	58%	41%	60%	45%	60%	43%↓	64%	47%	61%	45%		
Radio	49%	13%	51%	16%	53%	21%↓	58%	29%	54%	22%↓		
Smart speakers	27%↑	11%↑	31%↑	20%↑	35%↑	25%↑	43%↑	36%↑	37%↑	27%↑		
Wearable tech (added in 2019)	28%	2%	29%	5%	32%	13%	36%	15%	33%	11%		
Mobile phone	0%	29%	5%	33%	43%	67%	85%	92%	48%	67%		
ANY STANDARD/ SMART TV	99%	94%	99%	97%	99%↑	98%↑	100%↑	98%	99%↑	98%		
ANY INTERNET	88%	57%	95%	77%	98%	92%	99%↓	99%	98%	90%		

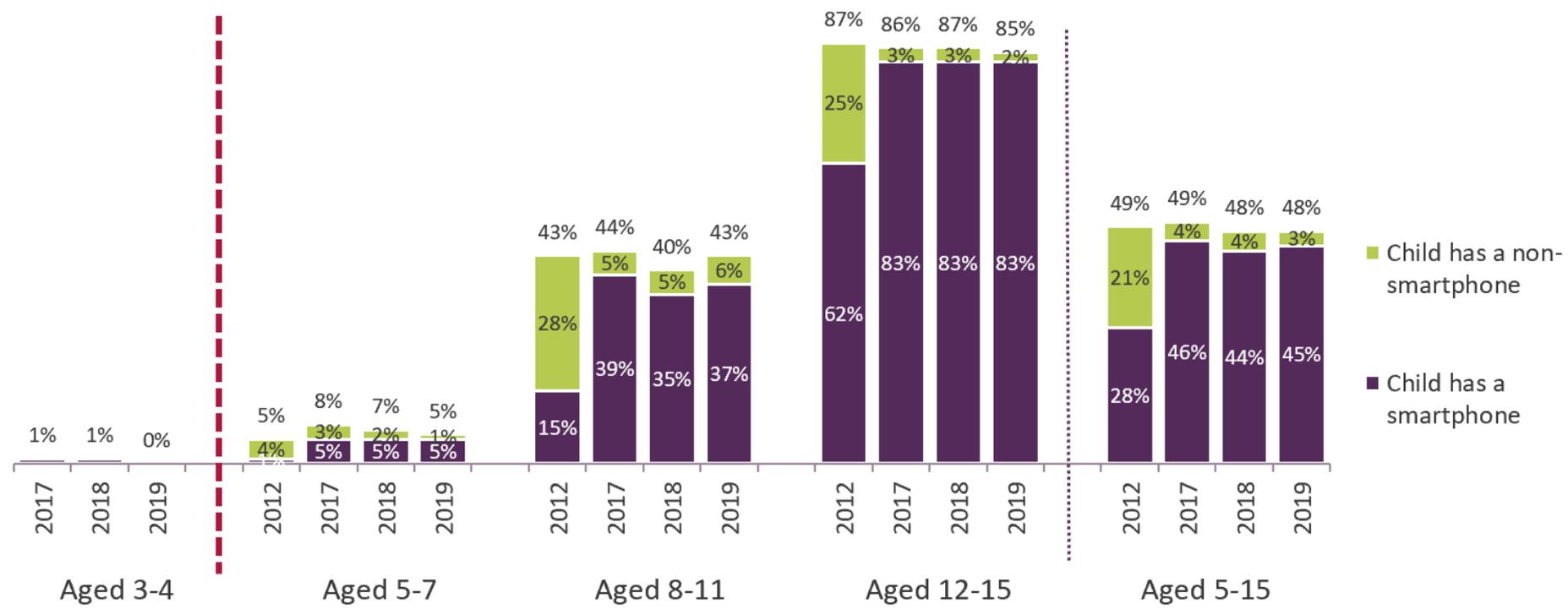
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP3. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)

Base: Parents of children aged 3-15 (900 aged 3-4, 764 aged 5-7, 817 aged 8-11, 762 aged 12-15, 2343 aged 5-15). Significance testing shows any change between 2018 and 2019 (for those devices that were asked about in 2018 and 2019).

Mobile phone ownership is unchanged compared to 2017 and 2018 among all children aged 3-15

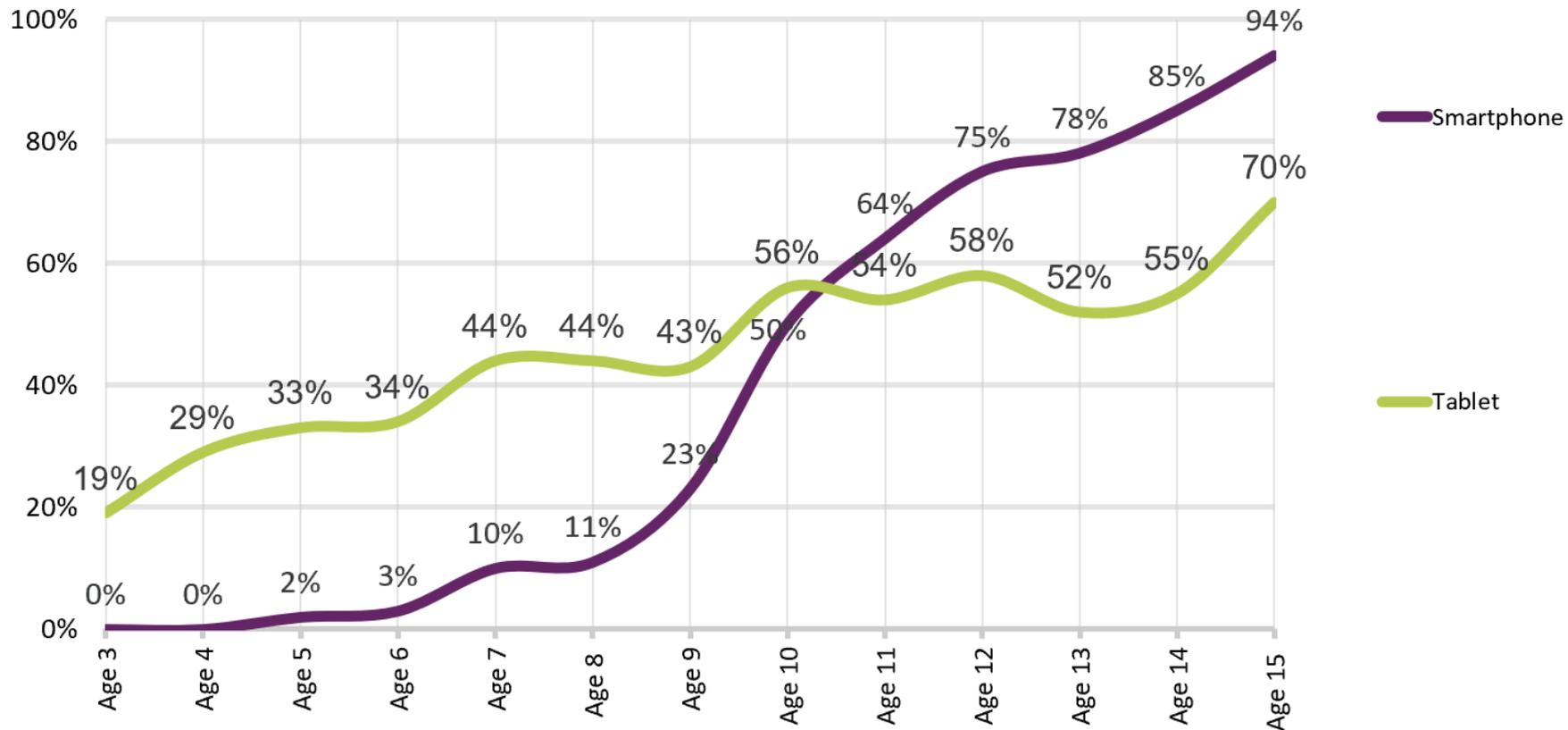
Smartphone and non-smartphone ownership, by age: 2012, 2017, 2018 and 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019 QP3F/QP4. I’m going to read out a list of different types of media devices 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 and Android phones such as the Samsung Galaxy.(unprompted responses, single coded).
 Base: Parents of children aged 3-4 (900) or 5-15 (764 aged 5-7, 817 aged 8-11, 762 aged 12-15).

Children under the age of 10 are more likely to have a tablet than a smartphone, after this age children are more likely to own a smartphone

Tablet and smartphone ownership, by age of child: 2019



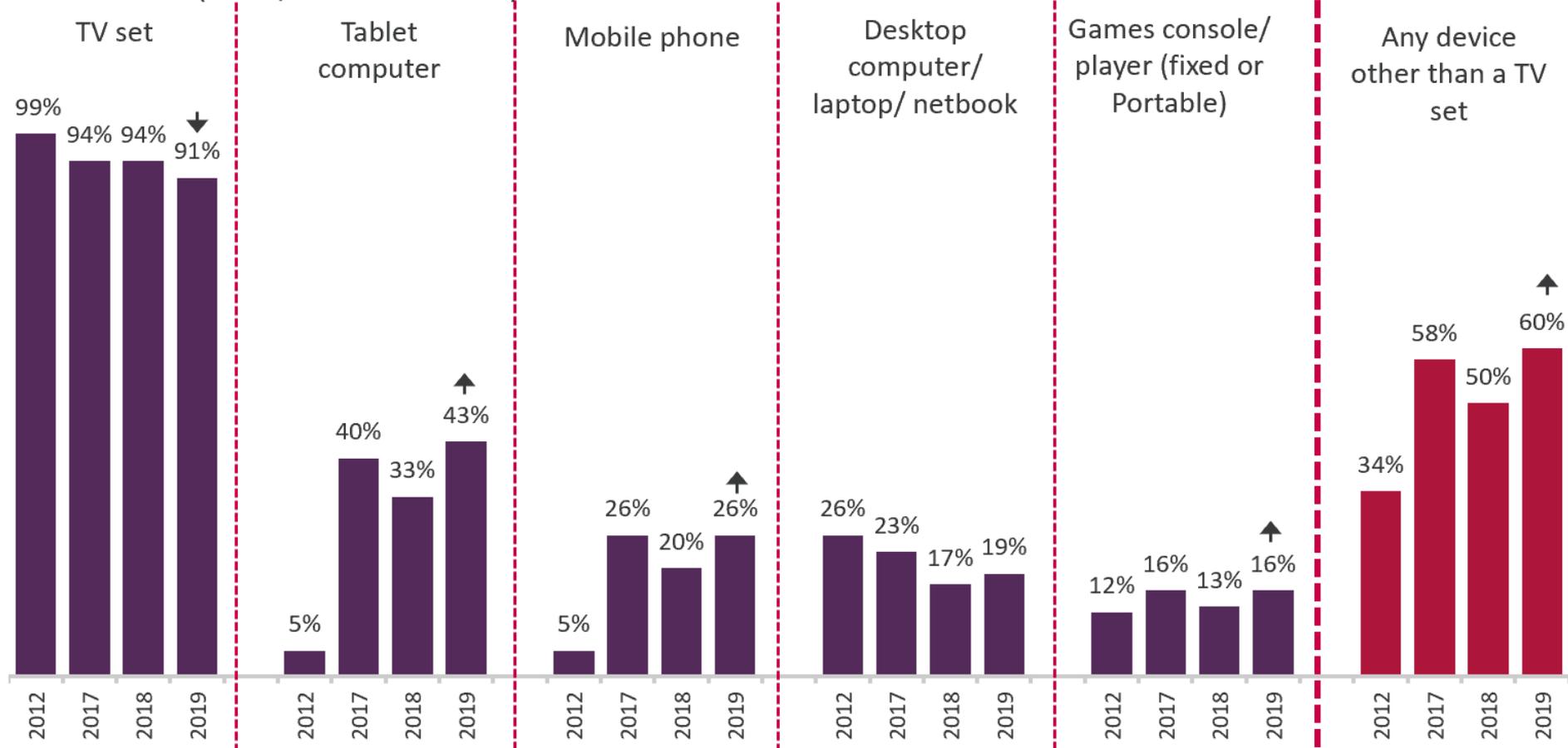
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

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? (unprompted responses, single coded).

Base: Parents of children aged 3-15 (552 aged 3, 348 aged 4, 325 aged 5, 229 aged 6, 210 aged 7, 293 aged 8, 178 aged 9, 184 aged 10, 162 aged 11, 280 aged 12, 163 aged 13, 152 aged 14, 167 aged 15 in 2019).

Children aged 5-15 are less likely to watch TV programmes or films on a TV set

Devices ever used by children aged 5-15 to watch television programmes at home (2012) or elsewhere (2017, 2018 and 2019)



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP5/ QC1 – Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (prompted responses, multi coded).

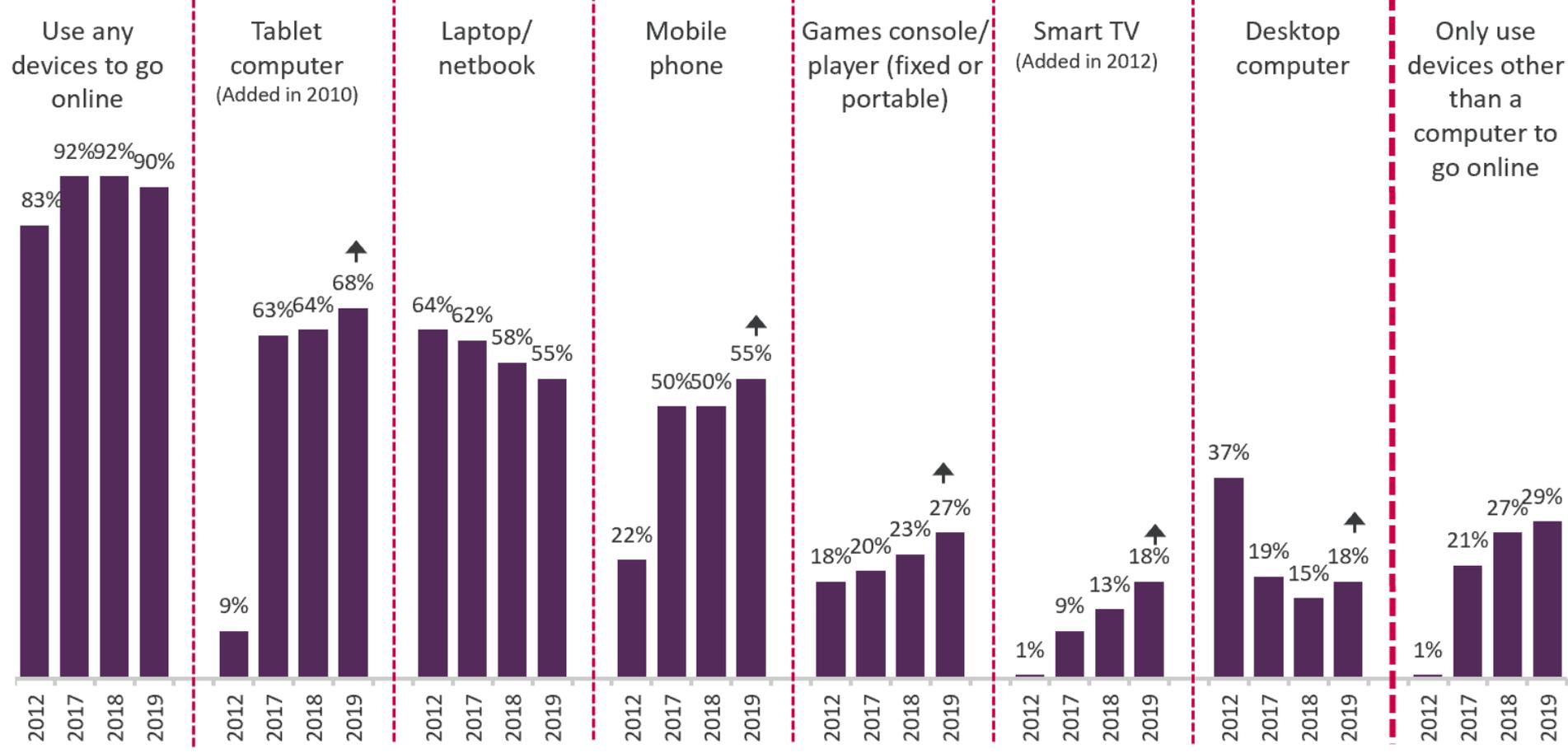
Responses from parents for 5-7 year olds and from children aged 8-15.

Base: Parents of children aged 5-15 (2343). Significance testing shows any change between 2018 and 2019.

The overall incidence of 5-15s going online is unchanged compared to last year. Most now go online on a mobile phone, matching laptop use



Devices ever used by children aged 5-15 to go online at home (2012) or elsewhere (2017, 2018, 2019)

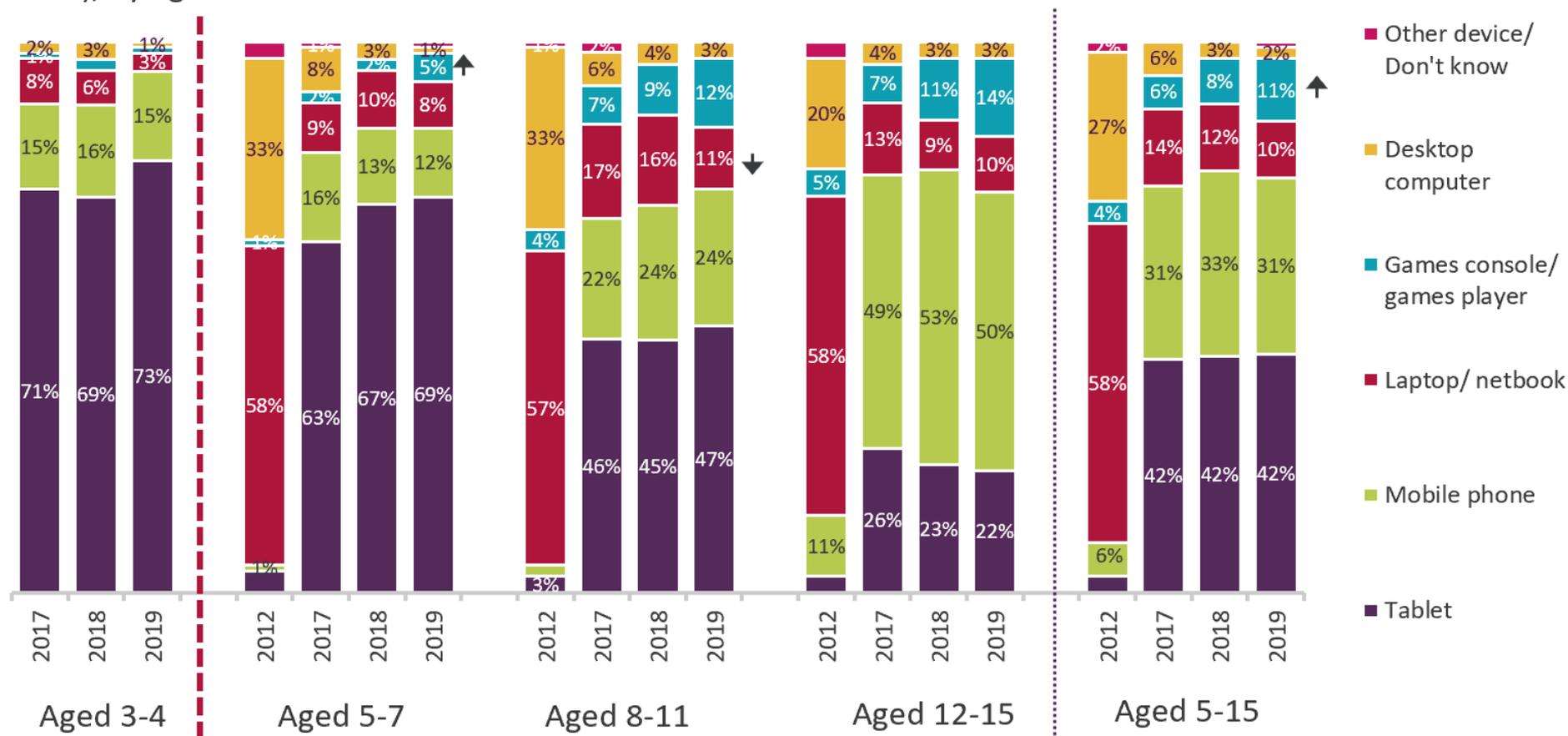


Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP23/ QC10 – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, multi coded) Responses from parents for 5-7 year olds and from children aged 8-15. In 2013 parents/ children were asked about going online at home whereas since 2014 they were asked about going online at home or elsewhere.
 Base: Parents of children aged 5-15 (2343). Significance testing shows any change between 2018 and 2019.

Half of 12-15s say a mobile phone is the device they 'mostly' use to go online

Device 'mostly' used by children to go online at home (2012) or elsewhere (2017, 2018, 2019), by age



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

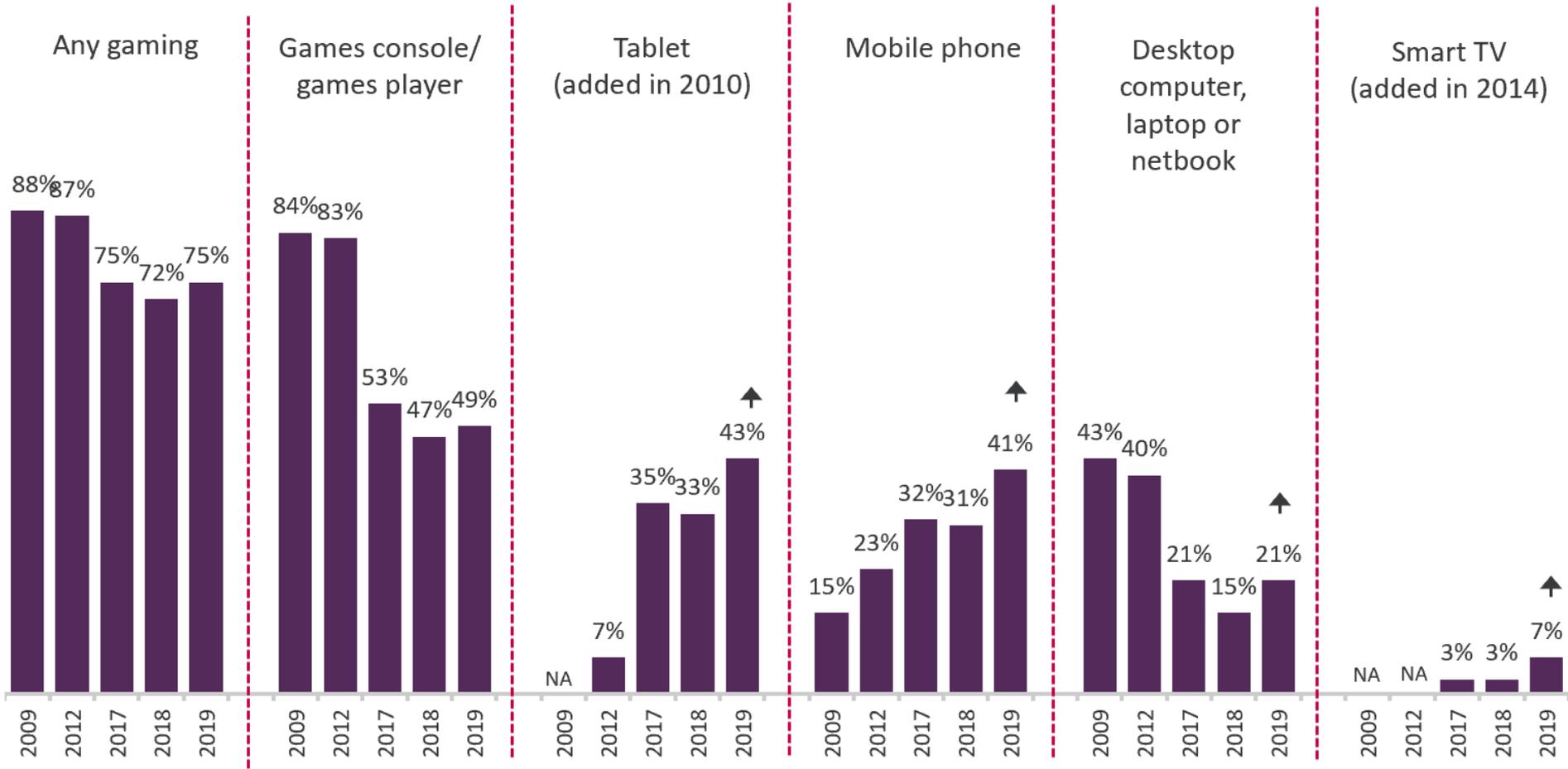
QP24/ QC12B. And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded).

Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.

Base: Parents whose child ever goes online aged 3-15 (602 aged 3-4, 634 aged 5-7, 757 aged 8-11, 748 aged 12-15, 2139 aged 5-15). Significance testing shows any change between 2018 and 2019.

5-15s are more likely than last year to play games on tablets or mobile phones

Devices used for gaming by children aged 5-15 at home (2009, 2012) or elsewhere (2017, 2018, 2019)



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QP65/ QC40 – Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 5% of all 5-15s. In 2010-2013 parents and children were asked about gaming at home whereas since 2014 they were asked about gaming at home or elsewhere. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
 Base: Parents of children aged 5-15 (2343). Significance testing shows any change between 2018 and 2019.

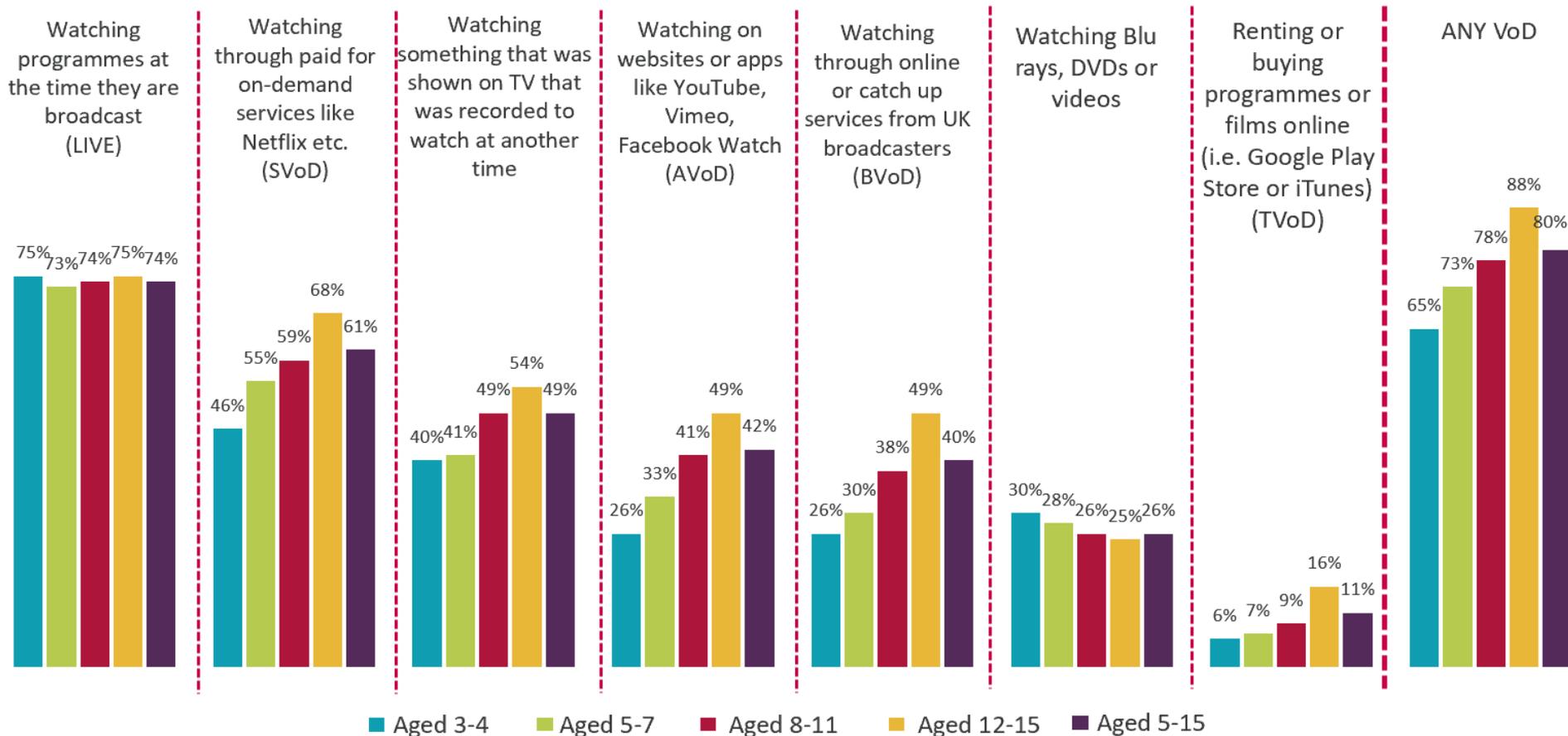
3. Children's content consumption

Definitions for Video on Demand

Definition	Description	Response option shown to respondents at QP6
Video on demand (VoD)	The overall term for any services offering video online to stream or download – includes paid for subscription video on demand (e.g. Netflix, Amazon Prime Video), free broadcaster video on demand services (e.g. BBC iPlayer, All4) as well as online video content from services such as YouTube and Facebook Watch (excluding short-form video clips)	Not Applicable
Subscription video on demand (SVoD)	Paid-for subscription video on demand services such as Netflix, Amazon Prime Video and NOW TV. Consumers pay a flat fee, usually on a monthly or annual basis, to stream or download content available on the subscribed-to platform	Watching through any paid-for on demand services like Netflix, Amazon Prime Video or NOW TV
Broadcast video on demand (BVoD)	Video on demand services (free or paid- for) from the broadcasters including BBC iPlayer, ITV Hub, All4, My5, Sky Go or BT Sports	Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All4
Advertising based video on demand (AVoD)	Includes video content usually available free of charge to the user and funded mainly through advertising. AVoD services can be provided by a broadcaster (e.g. ITV Hub, All4), a social media or video-sharing platform (e.g. Facebook, YouTube) or a news publisher (e.g. Mail Online)	Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch
Transactional video on demand (TVoD)	Includes any video services which allow for one off payments to own, rent or pay per view video content (e.g. iTunes, Google Play Store etc)	Through renting or buying programmes or films from online stores like iTunes, Google Play Store or Sky Store

Three quarters of 5-15s watch live broadcast television and four in five 5-15s watch any type of video-on-demand content

Ways in which children aged 3-4 and 5-15 watch TV programmes and films, by age: 2019



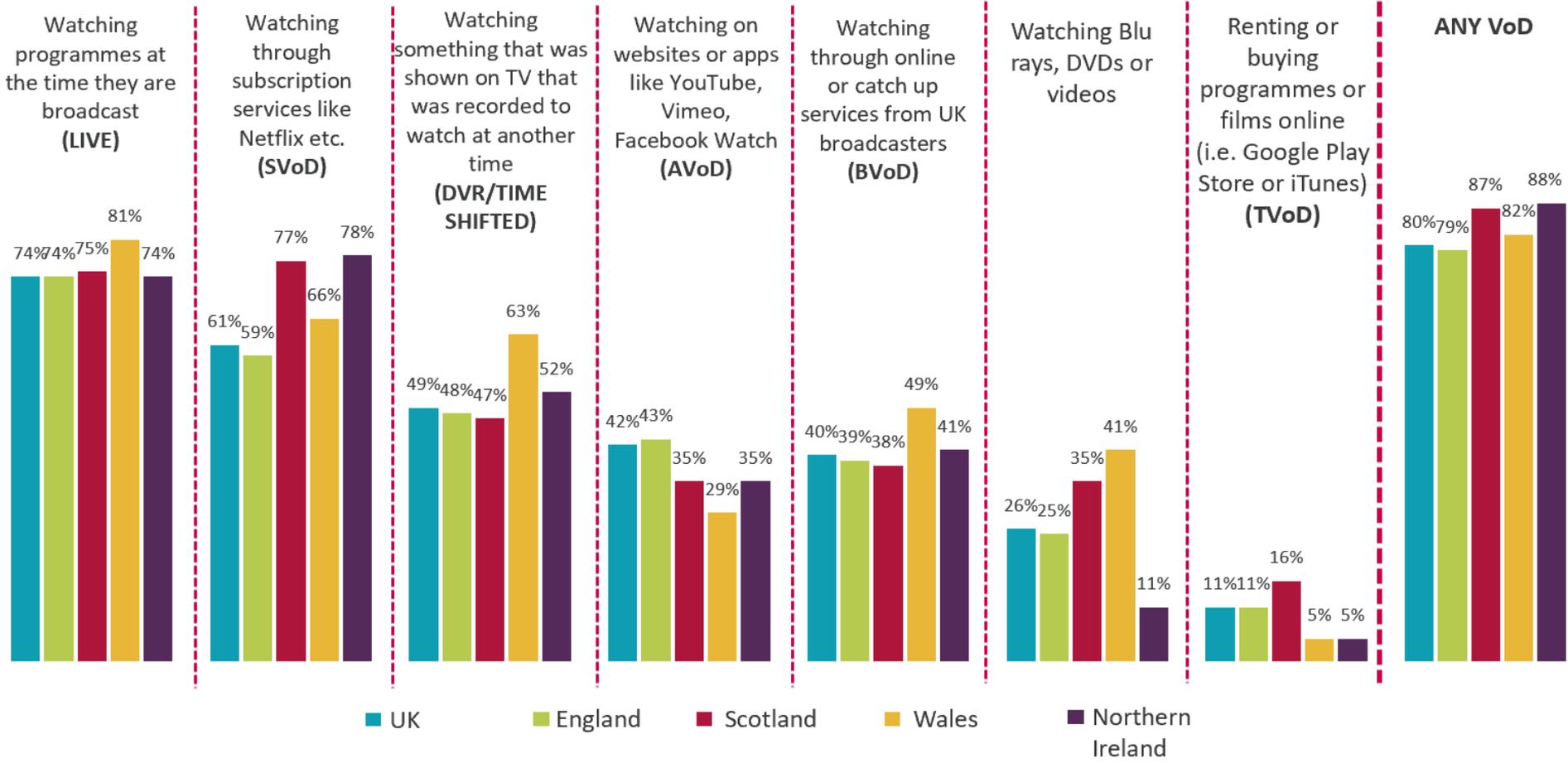
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP6. There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (prompted responses, multi coded) .

Base: Parents of children aged 3-4 (900) or 5-15 (764 aged 5-7, 817 aged 8-11, 762 aged 12-15, 2343 aged 5-15).

Children in Wales are more likely to watch live broadcast TV than the devolved UK nations

Ways in which children aged 3-4 and 5-15 watch TV programmes and films, by UK nation: 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019

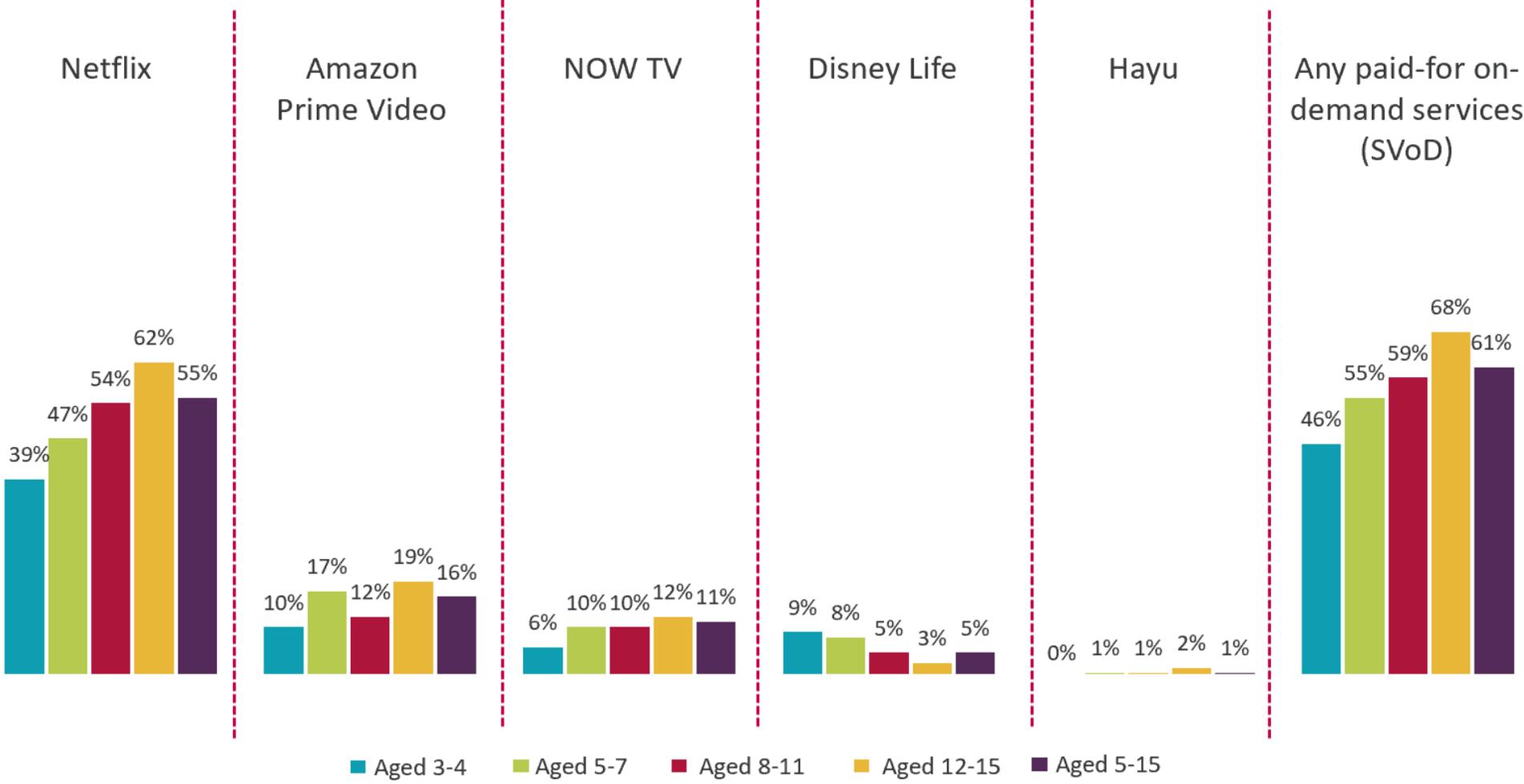
QP6. There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (prompted responses, multi coded) .

Base: Parents of children in UK (2343), England (1285), Scotland (355), Wales (352), Northern Ireland (351).

More than half of 5-15s and two in five 3-4s watch Netflix content



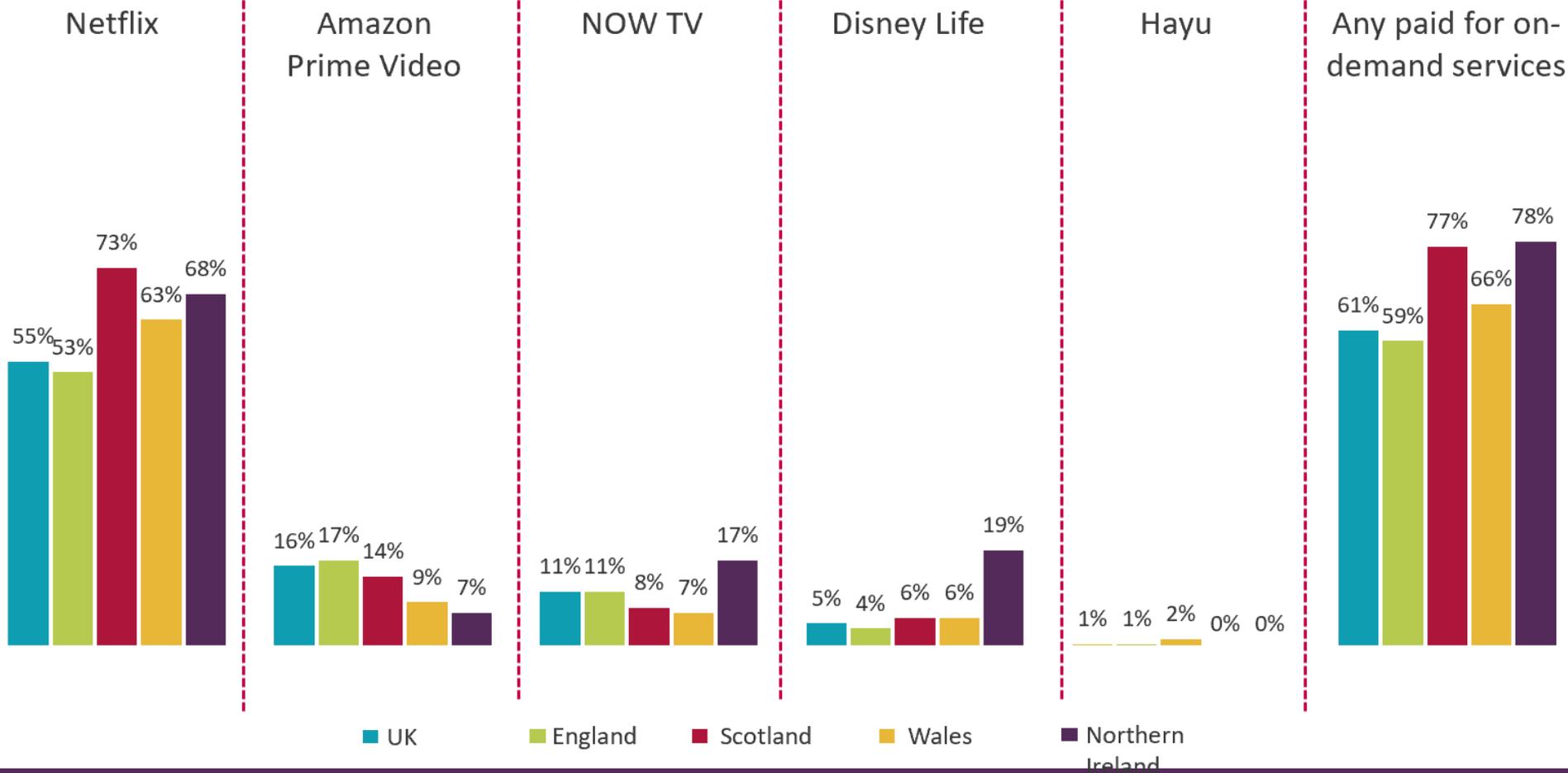
Incidence of watching paid-for online on-demand services, by age: 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 IN 2019: QP7/ QC2A. Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (prompted responses, multi coded) . Responses from parents for 3-7 year olds and from children aged 8-15.
 IN 2018: QP6/ QC2A. Does your child ever watch TV programmes or films via any on-demand and streaming TV and video services that you pay to receive such as Netflix, Now TV or Amazon Prime Video? (prompted responses, single coded)
 Base: Parents of children aged 3-4 (900) or 5-15 (764 aged 5-7, 817 aged 8-11, 762 aged 12-15, 2343 aged 5-15). Significance testing shows any change between 2018 and 2019.

Children in Scotland and Northern Ireland are more likely to watch Netflix than those in England or Wales

Incidence of watching paid-for online on-demand services, by UK nation: 2019



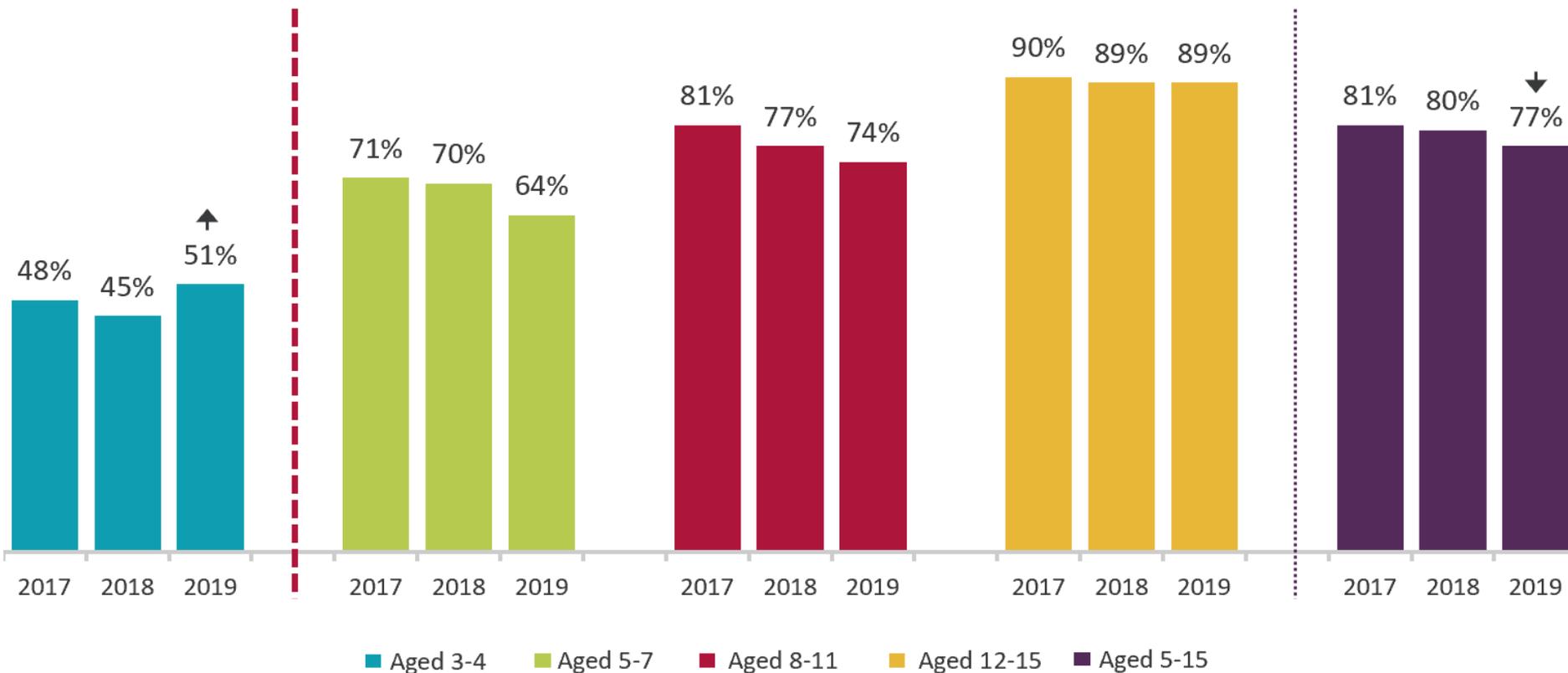
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

IN 2019: QP7/ QC2A. Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (prompted responses, multi coded) . Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children in UK (2343), England (1285), Scotland (355), Wales (352), Northern Ireland (351).

Half of 3-4s now watch things on YouTube. Use has declined slightly among 5-15s - not attributable to any particular age group

Incidence of using the YouTube website or app: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP22A/ QC9. Does your child ever use the YouTube website or app? (prompted responses, single coded) . Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (900) or 5-15 (764 aged 5-7, 817 aged 8-11, 762 aged 12-15, 2343 aged 5-15). Significance testing shows any change between 2018 and 2019.

Cartoons continue to be the most popular type of YouTube content for younger children while pranks and music videos appeal to older children

Types of content watched on the YouTube website or app, by age: 2019

All who use the YouTube website or app	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
<i>Base</i>	452	479	604	669	1752
Funny videos/ jokes/ pranks/ challenges	31%↓	50%↓	73%	74%	68%
Music videos	30%	42%	60%	73%	61%
Cartoons/ animations/ mini-movies or songs	85%	71%	54%	34%	49%
'How-to' videos or tutorials about hobbies/ sports/ things they are interested in	16%	30%	48%	47%	43%
Game tutorials/ walk-throughs/ watching other people play games	14%↓	29%	44%	46%	42%
Vloggers or YouTube influencers	6% ↓	18%↓	36%	46%	36%↓
Sports/ football clips or videos	6%	14%	36%	41%↑	33%↑
Film trailers, clips of programmes, 'best-bits' or programme highlights	5%	11%	30%	40%	30%
Whole programmes or films	9% ↓	12%	27%	29%	25%
'Unboxing' videos - e.g. where toys are unwrapped or assembled	21%	28%	27%	17%	23%
Relaxing videos like slime-making, soap carving or people whispering (added in 2019)	12%	20%	20%	12%	17%

Source: Ofcom Parent and Children's Media Literacy Tracker 2019

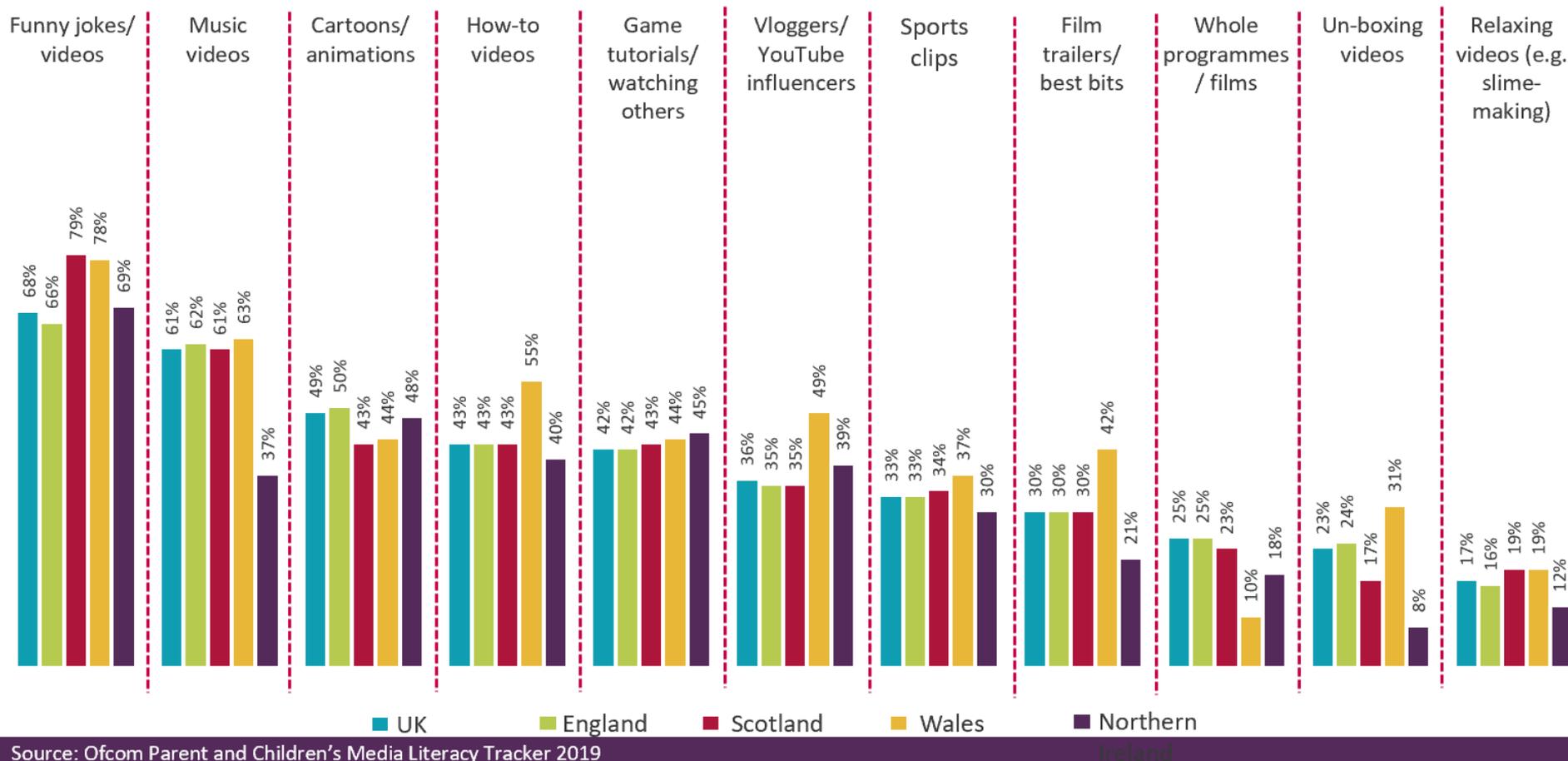
QP22C/ QC10 – Here is a list of the sort of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (prompted responses, multi coded) Responses from parents of 3-7s year olds and from children aged 8-15.

Bases shown in table

Significance testing shows any change between 2018 and 2019.

YouTube users aged 5-15 in Wales were more likely to watch most of the content on YouTube, than the other UK nations

Content watched on YouTube among YouTube users aged 5-15, by UK nation: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP22C/ QC10 – Here is a list of the sort of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (prompted responses, multi coded) Responses from parents of 3-7s year olds and from children aged 8-15.

Base: YouTube users aged 5-15 in the UK (1752), England (956), Scotland (264), Wales (260), Northern Ireland (272).

When given the choice, 8-15s would prefer to watch YouTube over SVoD and TV content

Preference for TV/ video content, by **age**: 2019



Watching things on ...

- YouTube
- Netflix, NOW TV, Amazon Prime Video
- TV channels like BBC, ITV, Channel 4, Channel 5 or Sky
- Don't know

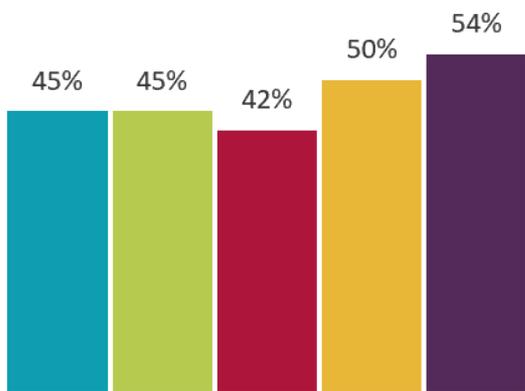
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC8 – If you could choose only one of these – which one would you choose? (prompted responses, single coded)

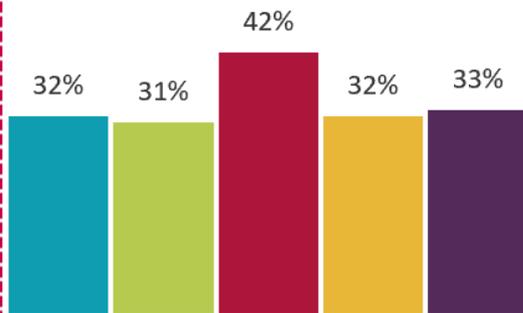
Base: Children aged 8-15 (817 aged 8-11 and 762 aged 12-15).

When given the choice, children aged 8-15 in England, Wales and Northern Ireland would prefer to watch YouTube over SVoD and TV content; whereas children in Scotland are as likely to choose YouTube as SVoD
 Preference for TV/ video content, by **UK nation**: 2019

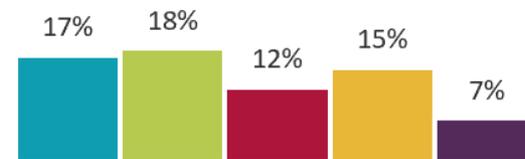
Watch things
on **YouTube**



Watch things
on-demand
(Netflix, NOW
TV or Amazon
Prime Video)



Watch things on
TV channels
(like BBC, ITV,
Channel 4,
Channel 5 or Sky)



■ UK

■ England

■ Scotland

■ Wales

■ Northern
Ireland

Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC8 – If you could choose only one of these – which one would you choose? (prompted responses, single coded)

Base: Children aged 8-15 in the UK (1579), in England (906), in Scotland (229), in Wales (223), in Northern Ireland (221).

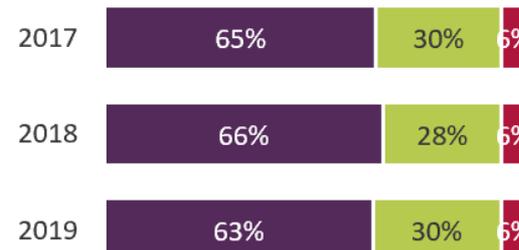
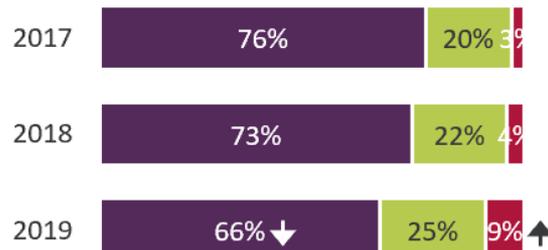
There has been some change in attitudes towards TV programmes compared to last year although this is usually due to more children being unsure

Attitudes towards TV programmes among 8-15s: 2017, 2018 and 2019

There are enough programmes...

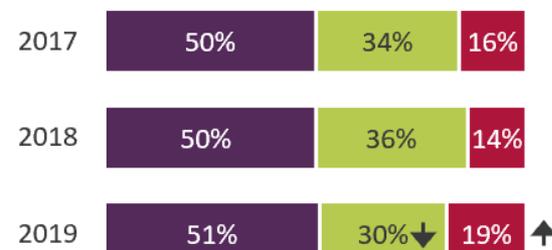
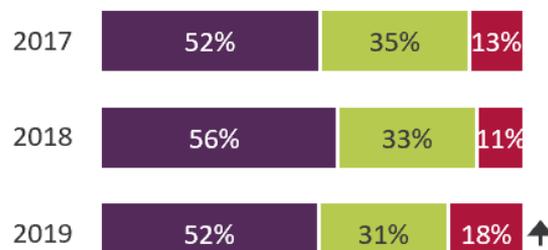
Aged 8-11

Aged 12-15

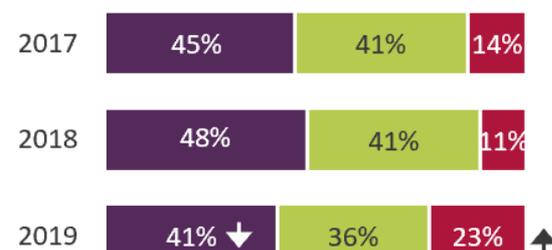
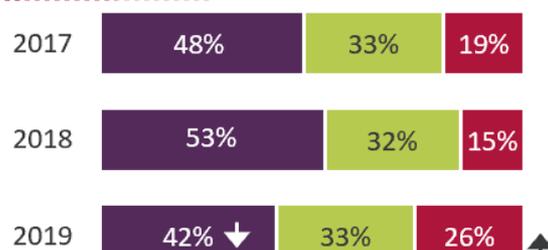


for children my age

that show children that look like me



that show children that live in the same part of the country as me



■ Yes ■ No ■ Don't know

Source: Ofcom Parent and Children's Media Literacy Tracker 2019

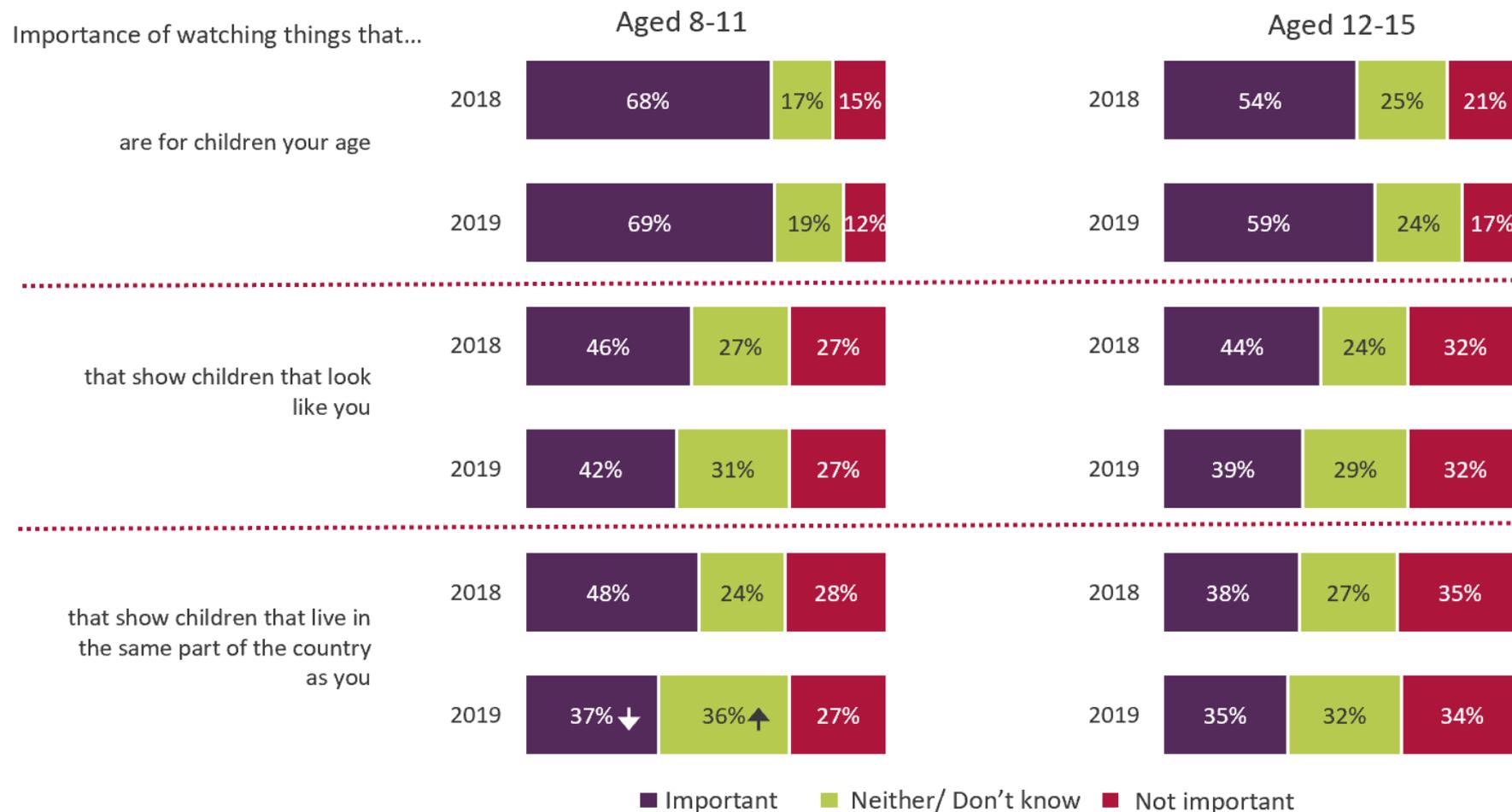
QC3A/3B/3C –I'm going to read out some things about the TV programmes that you watch. This could be watching TV or films on a TV set or on a computer, tablet or phone. This might be when it is shown on TV, something that has been recorded or something you watch on iPlayer or Netflix.

Which answer would you choose for each of the following? (prompted responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (808 aged 8-11, 747 aged 12-15). Significance testing shows any change between 2018 and 2019.

There has been little change in the importance ratings attached to types of TV programmes, compared to last year

Importance of viewing various types of content, among 8-15s : 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

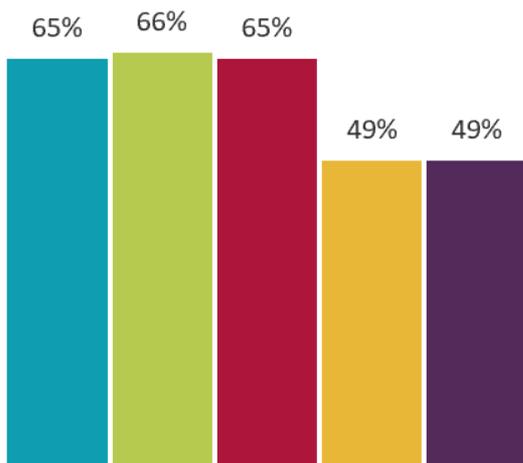
QC4A/4B/4C – I'm now going to read out some more things about the TV programmes that you watch. Now using this card can you tell me which answer you would choose for each of the following. (prompted responses, single coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (808 aged 8-11, 747 aged 12-15). Significance testing shows any change between 2018 and 2019.

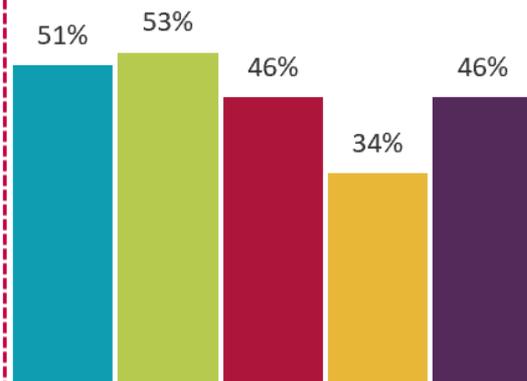
Children in the UK nations have differing views on the amount of TV programmes that show children from their area, for their age, or show children that look like them

Attitudes towards TV programmes among 8-15s: by UK nation

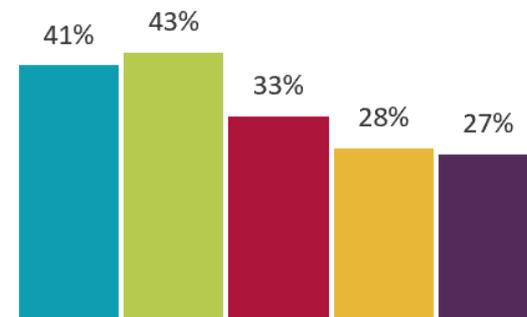
Enough programmes for children **my age**



Enough programmes that show children that **look like me**



Enough programmes that show children that live in the **same part of the country as me**



■ UK

■ England

■ Scotland

■ Wales

■ Northern Ireland

Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC3A/3B/3C –I'm going to read out some things about the TV programmes that you watch. This could be watching TV or films on a TV set or on a computer, tablet or phone. This might be when it is shown on TV, something that has been recorded or something you watch on iPlayer or Netflix.

Which answer would you choose for each of the following? (prompted responses, single coded)

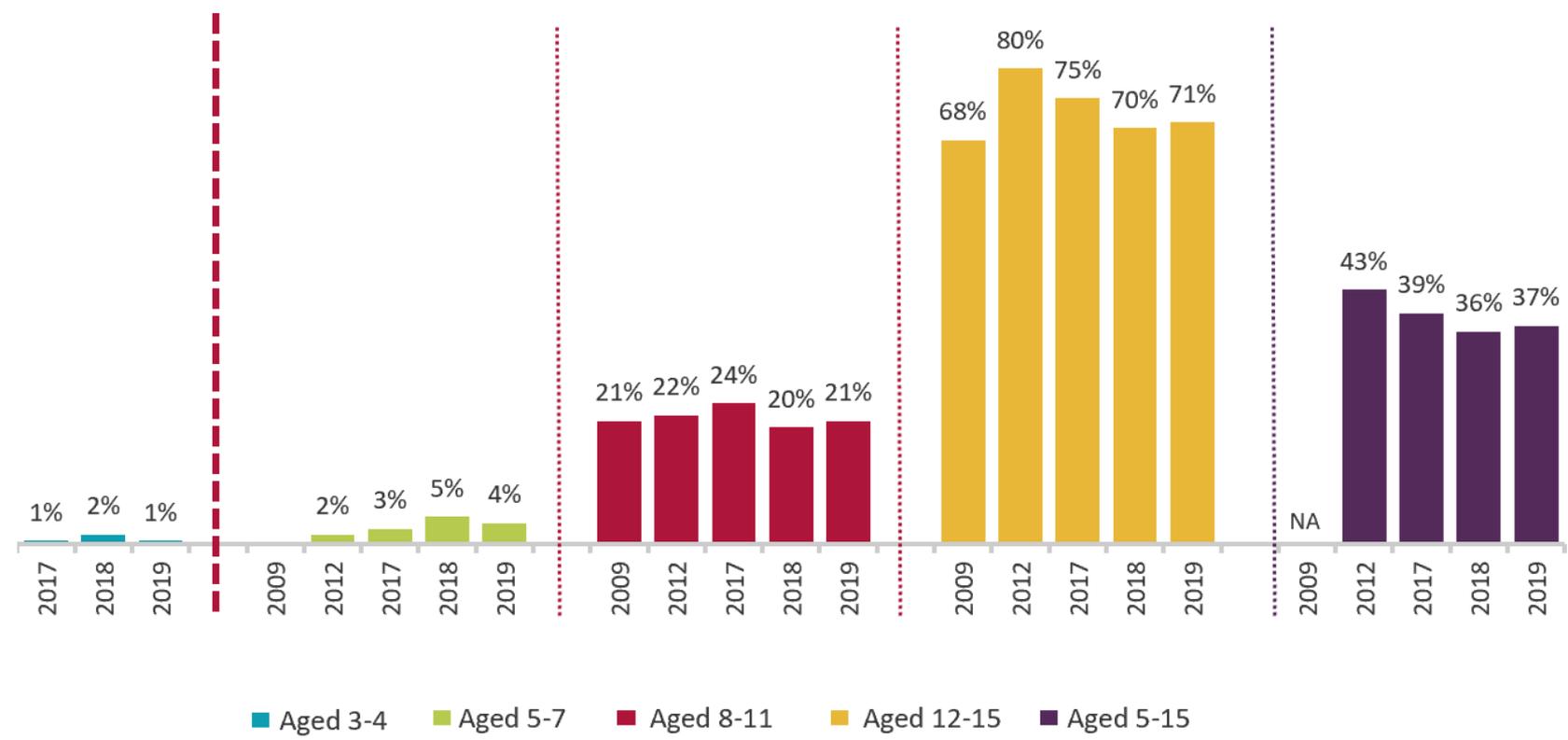
Base: Children aged 8-15 who watch TV at home or elsewhere in the UK (1555), England (891), Scotland (227) Wales (219), Northern Ireland (218).

4. Social media, live streaming and gaming

Seven in ten 12-15s have a social media profile, unchanged in the last two years

Children who go online with a profile on a social media/ messaging site or app, by age: 2009, 2012, 2017, 2018 and 2019

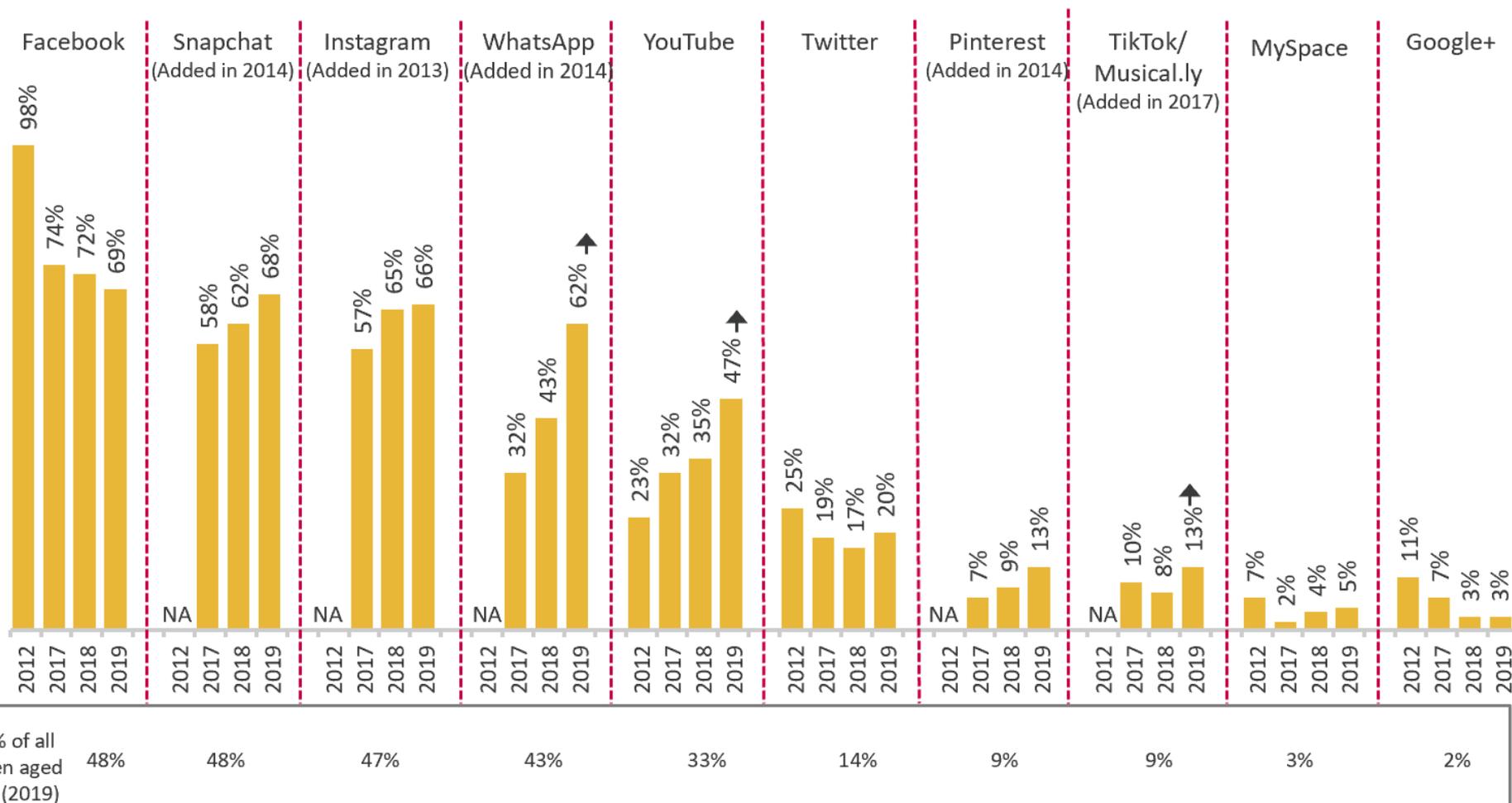
As a percentage of all children: 1% 1% 1% 2% 3% 4% 3% 16% 21% 23% 18% 19% 57% 78% 74% 69% 70% NA 37% 36% 33% 33%



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP43/ QC19 – I'd now like to ask you some questions about your child's use of social media or messaging sites or apps* - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps?(prompted responses, single coded). Responses from parents for 3-7 year olds and from children aged 8-15. Since 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent.
 * Prior to 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps.
 Base: Parents whose child ever goes online aged 3-4 (602) or 5-15 (634 aged 5-7, 757 aged 8-11, 748 aged 12-15, 2139 aged 5-15).

In 2019, 12-15s are as likely to use Snapchat and Instagram as they are to use Facebook

Social media/ messaging sites or apps used by children aged 12-15: 2012, 2017, 2018 and 2019

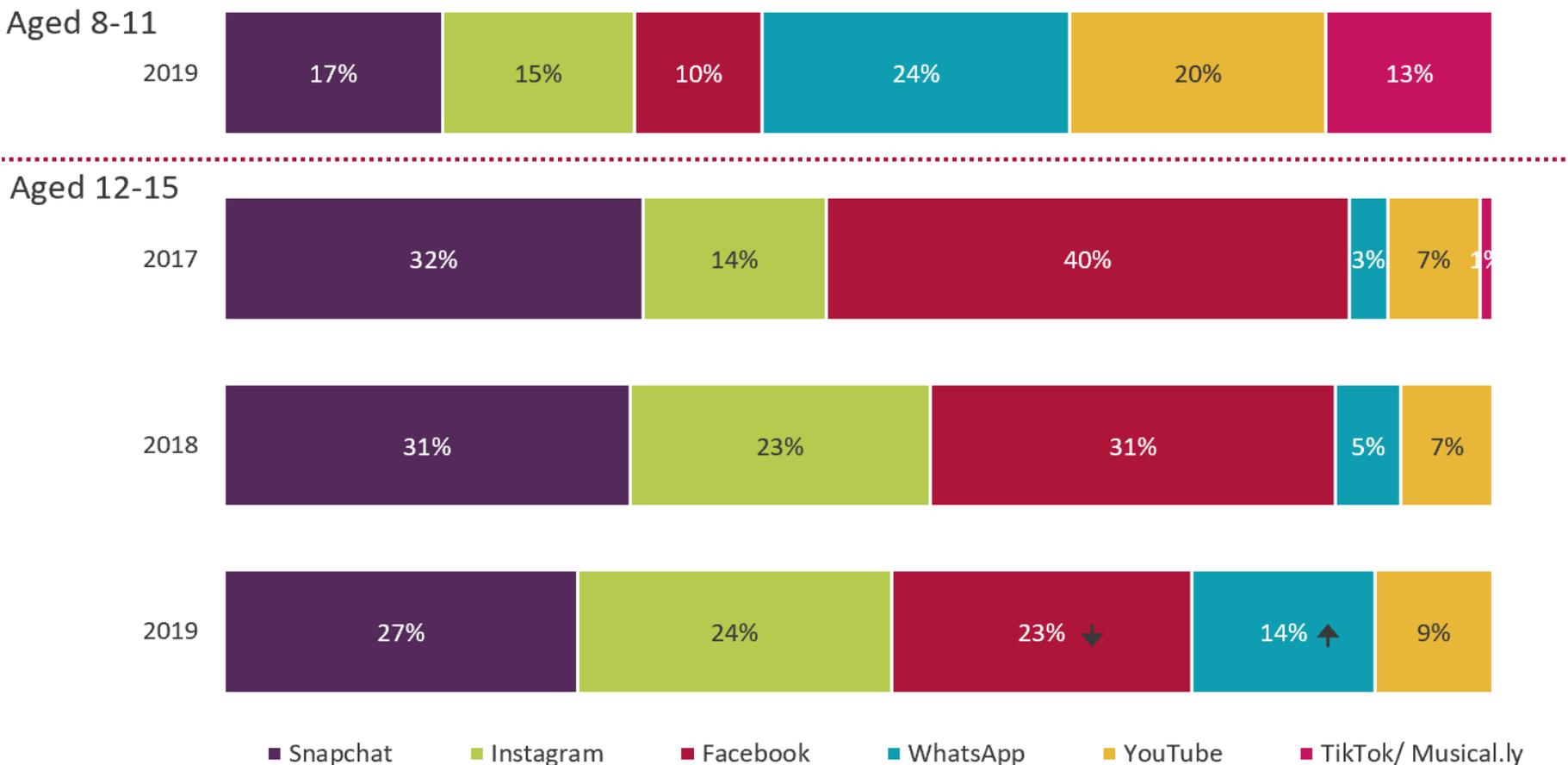


Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP44/ QC20 – Which social media or messaging sites or apps* do you use? (unprompted responses, multi coded) - showing responses of more than 2% of children aged 12-15 using any social media or messaging sites or apps. * Prior to 2017 this question asked only about use of social media sites or apps, this definition was expanded in 2017 to include messaging sites or apps. Base: Children aged 12-15 who have a profile or account on social media/ messaging sites or apps (524). Significance testing shows any change between 2018 and 2019.

Since 2018 fewer 12-15s nominate Facebook as their main social media or messaging site or app

Main social media/ messaging sites or apps used by children aged 8-11 and 12-15: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

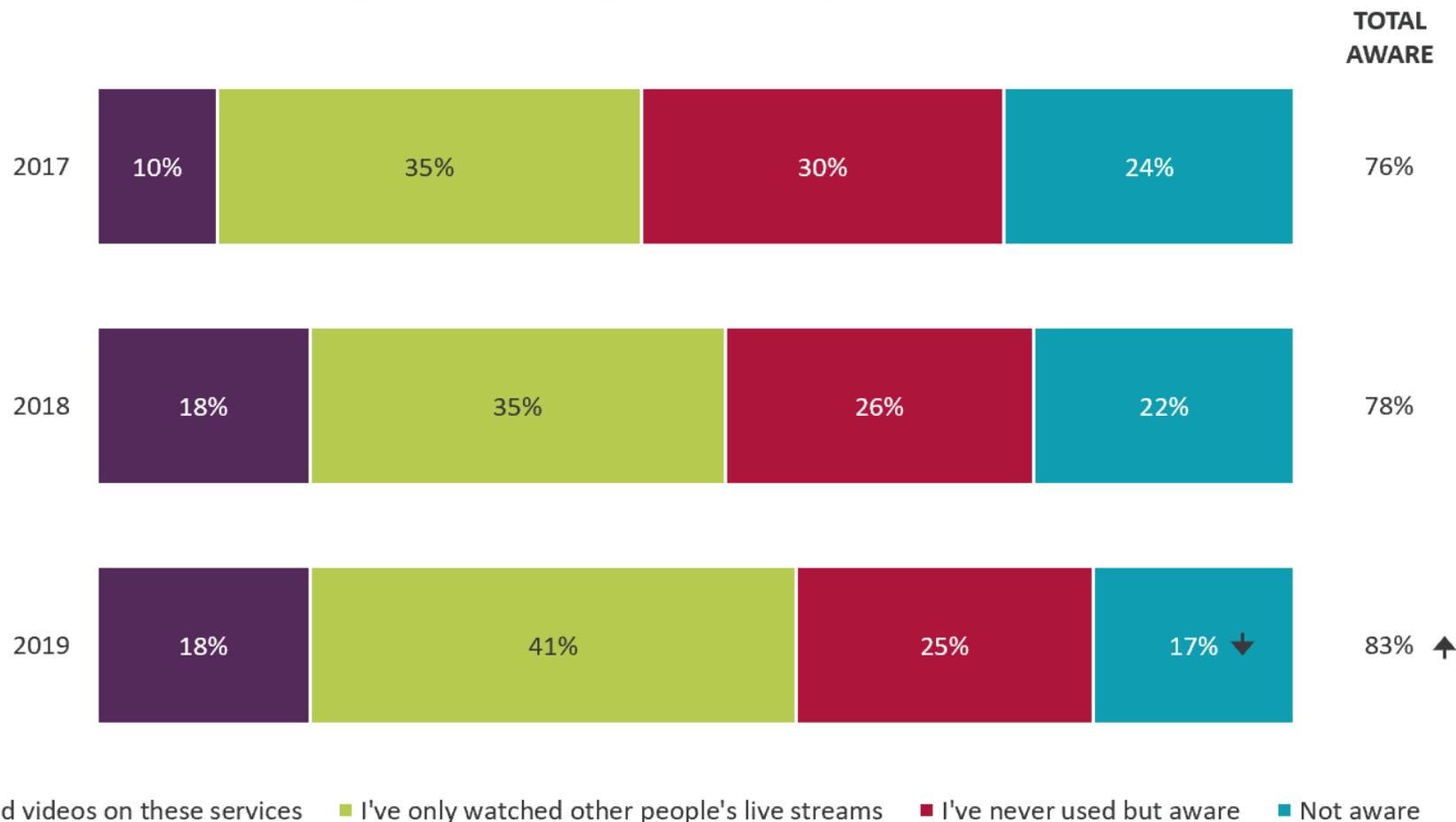
QP45/ QC21 – And which is your main social media or messaging site or app, so the one you use most often? (unprompted responses, single coded). Responses from children aged 12-15.

Base: Children aged 8-11 or 12-15 who have a profile or account on social media/ messaging sites or apps (159 aged 8-11, 524 aged 12-15).

Significance testing shows any change between 2018 and 2019.

Awareness of live streaming video services has increased since last year for 12-15s who go online, although use is unchanged

Awareness and use of live streaming services among 12-15s who go online: 2017, 2018 and 2019



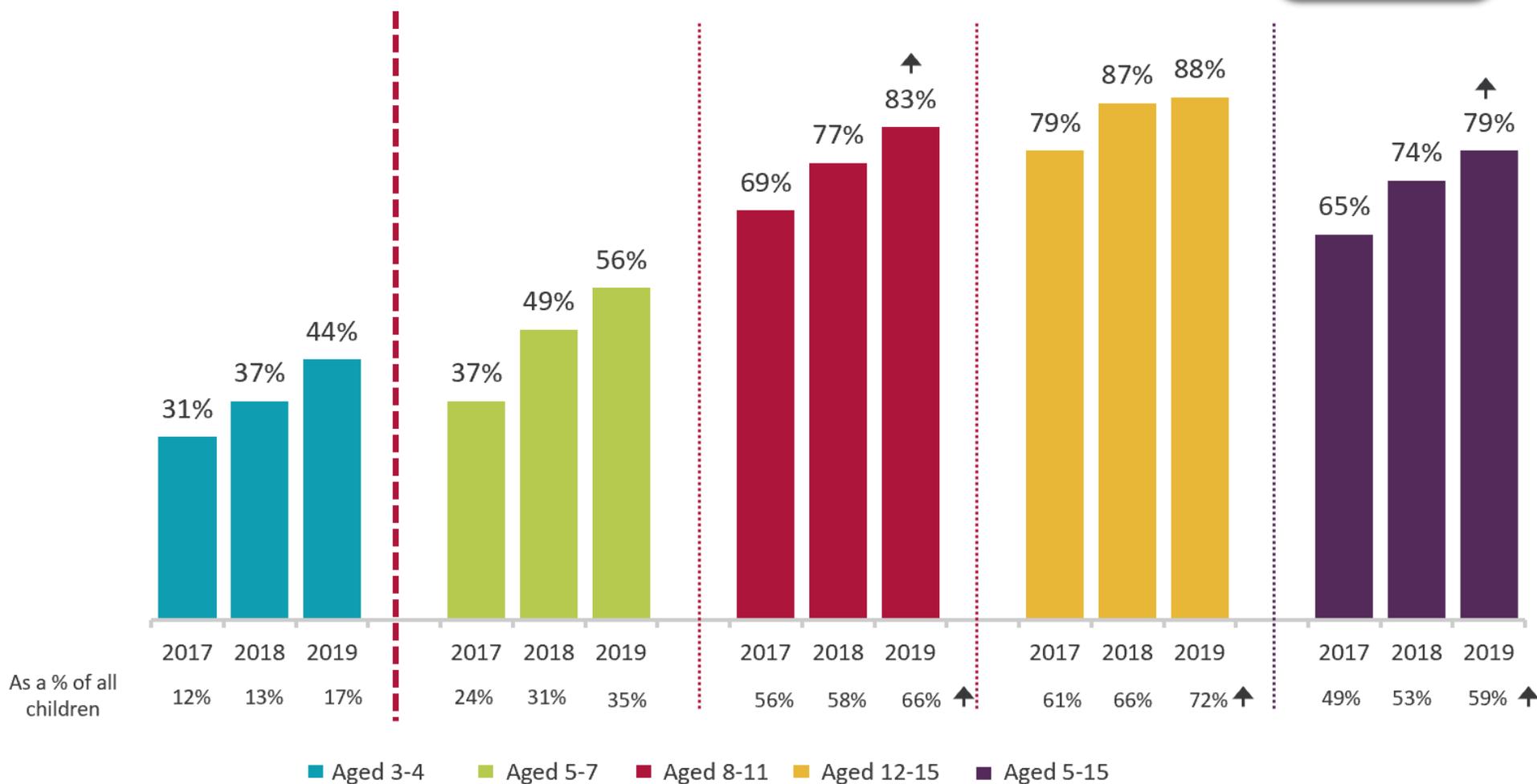
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC24A - I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live Twitch or 'Live' on Instagram Stories. Before today, had you heard about live streaming? (unprompted responses, single coded). / QC24B - Which one of these best describes your experience of live streaming services? (prompted responses, single coded).

Base: Children aged 12-15 who go online (748). Significance testing shows any change between 2018 and 2019.

One in six of all 3-4s and three in five of all 5-15s play games online

Incidence of online gaming, by age: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

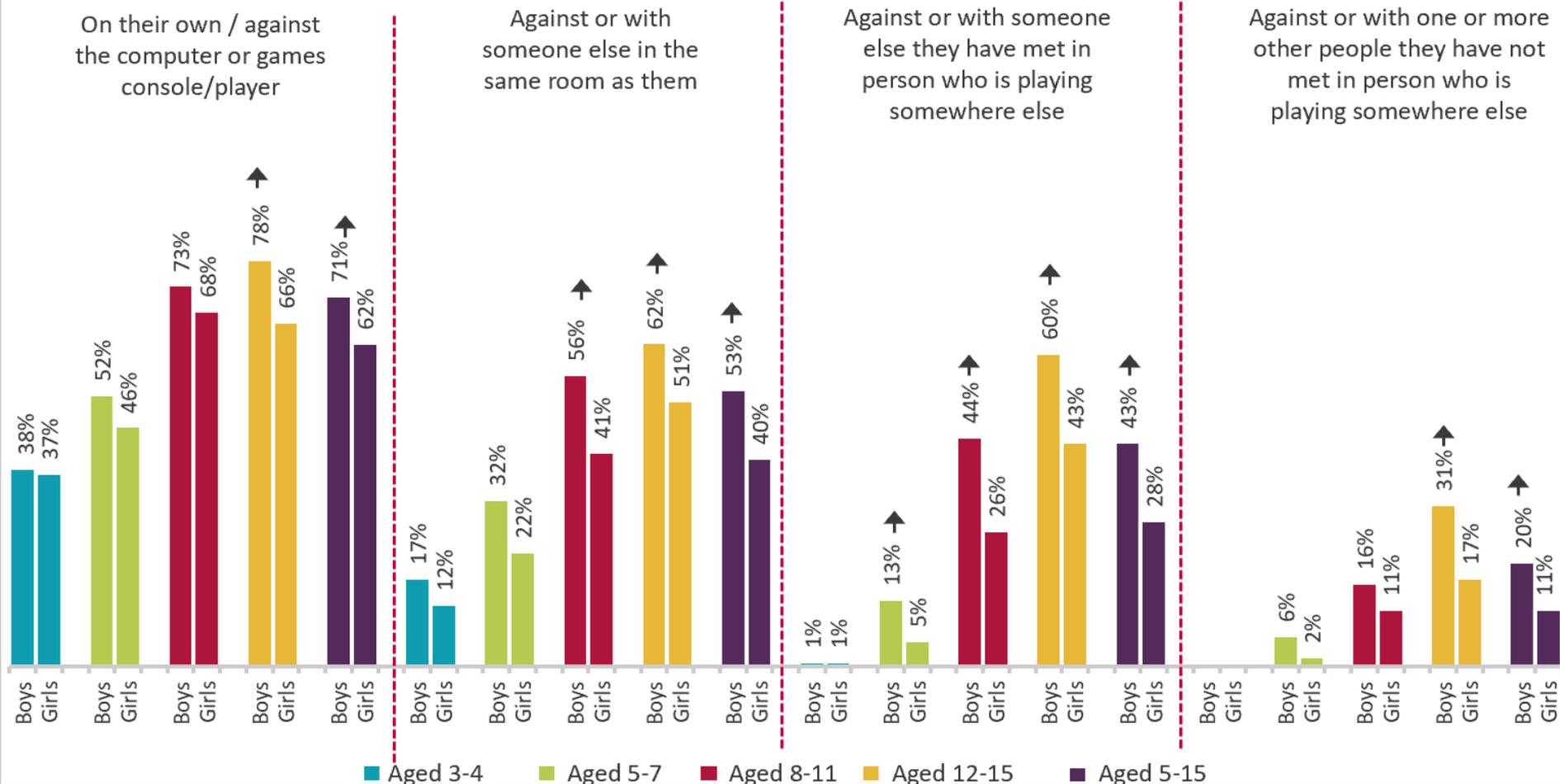
QP70/ QC42 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Fortnite, and Roblox. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15

Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (346 aged 3-4, 503 aged 5-7, 658 aged 8-11, 607 aged 12-15, 1768 aged 5-15).

Significance testing shows no change between 2018 and 2019.

Boys aged 12-15 are more likely than girls to play games online in all four ways

Types of online gaming undertaken by children at home or elsewhere, by gender within age: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

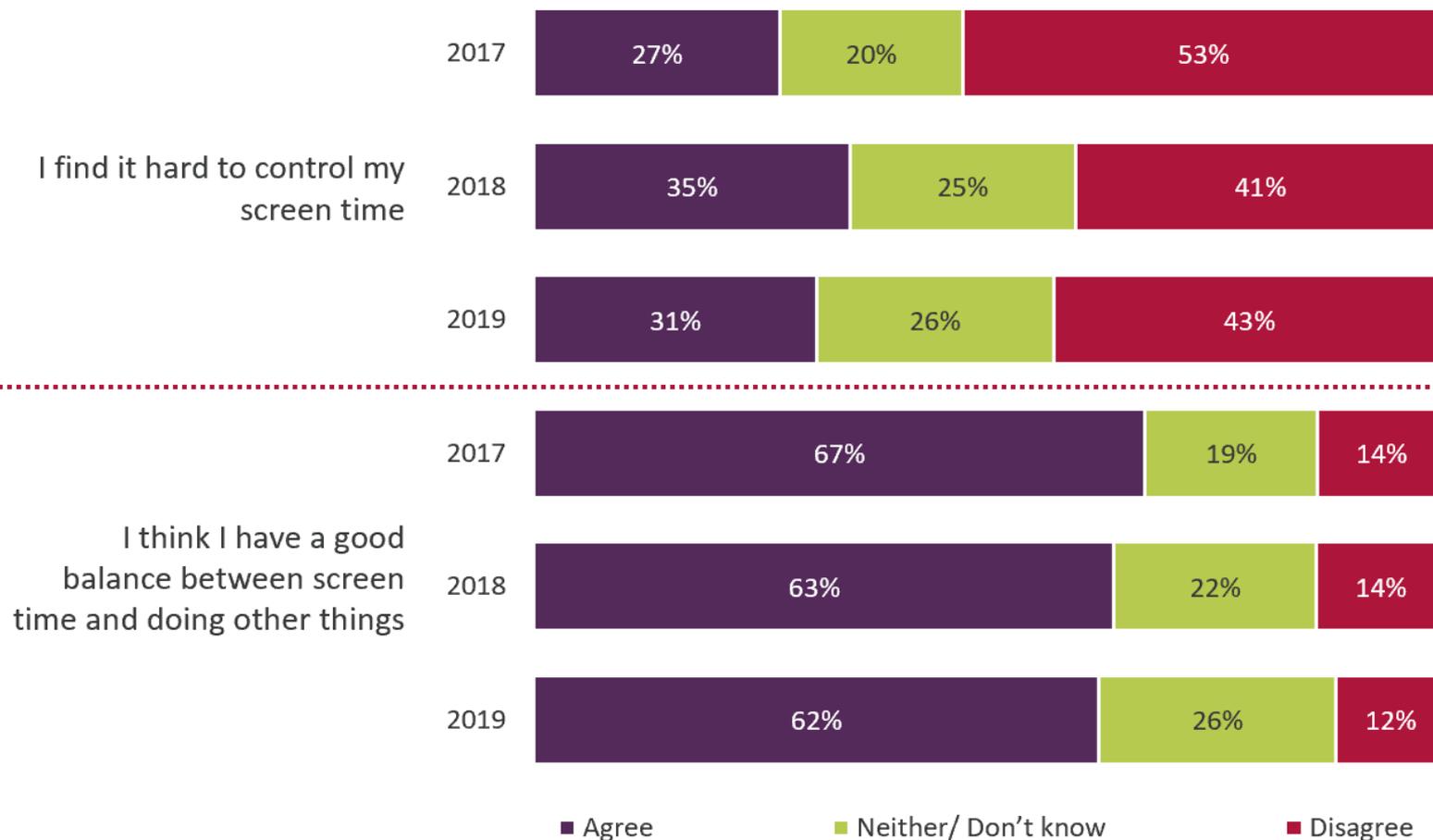
QP70/ QC42 – Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Fortnite, and Roblox. Do you ever play online games? IF YES: When you play online games, which of these describe how they are playing? (prompted response, multi coded) . Responses from parent for 3-7s and from child aged 8-15

Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (193 boys aged 3-4, 153 girls aged 3-4, 261 boys aged 5-7, 242 girls aged 5-7, 334 boys aged 8-11, 324 girls aged 8-11, 355 boys aged 12-15, 252 girls aged 12-15, 950 boys aged 5-15, 818 girls aged 5-15). Significance testing shows any difference by gender.

5. Children's media attitudes and experiences

While three in ten 12-15s find it hard to control their screen time, most 12-15s feel they have a good balance between this and doing other things

Agreement with attitudinal statements about screen time among 12-15s: 2017, 2018, 2019



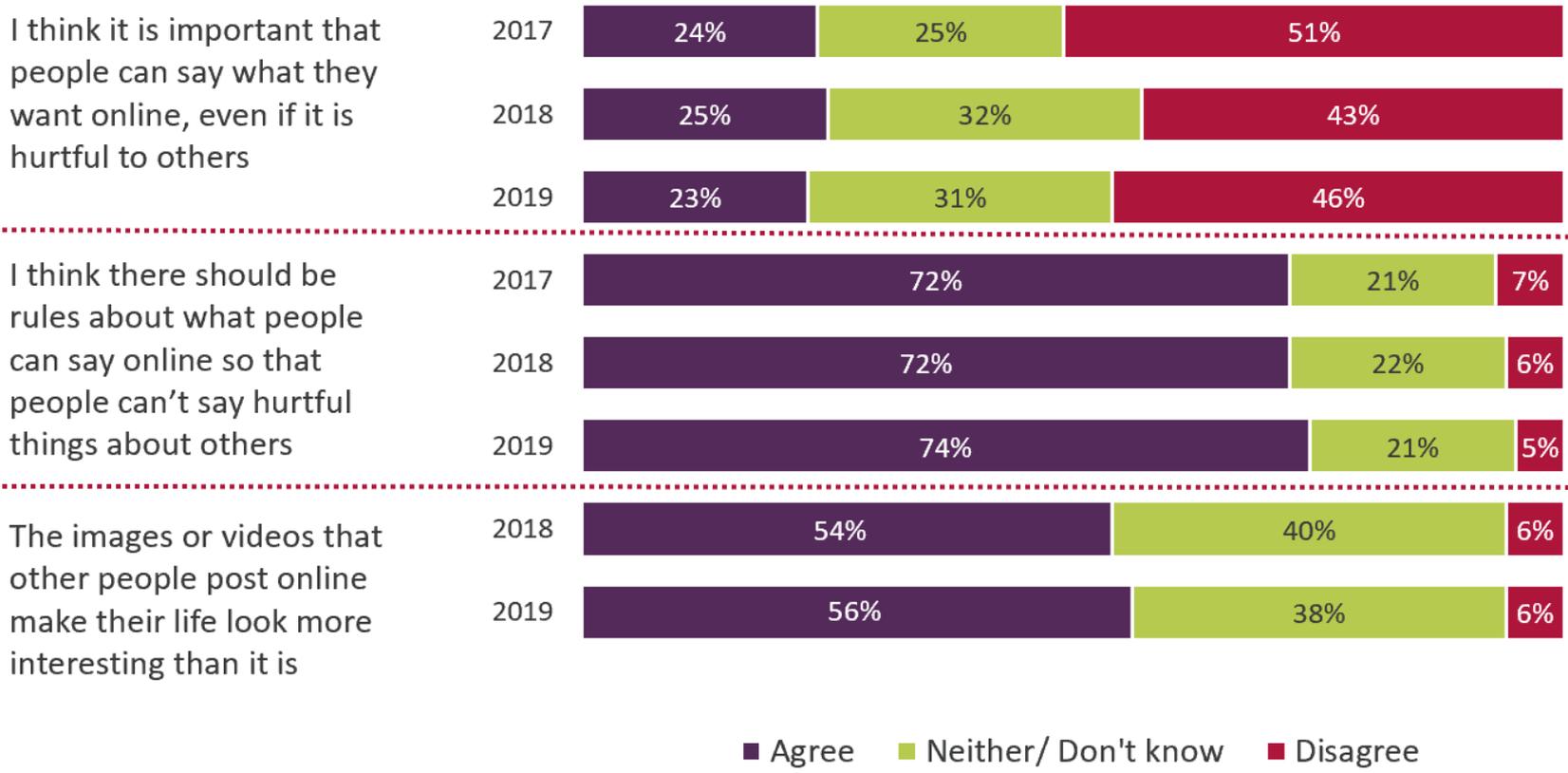
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC46A/B – I'd now like to ask you some questions about your screen time. By screen time I mean the time you spend looking at screens on all the different devices you may use, including TV, mobile phones, laptops, tablets and gaming devices.

Base: Children aged 12-15 (762).

As in 2018, a minority of 12-15s believe it is important that people can say what they want online, most, however, think there should be rules

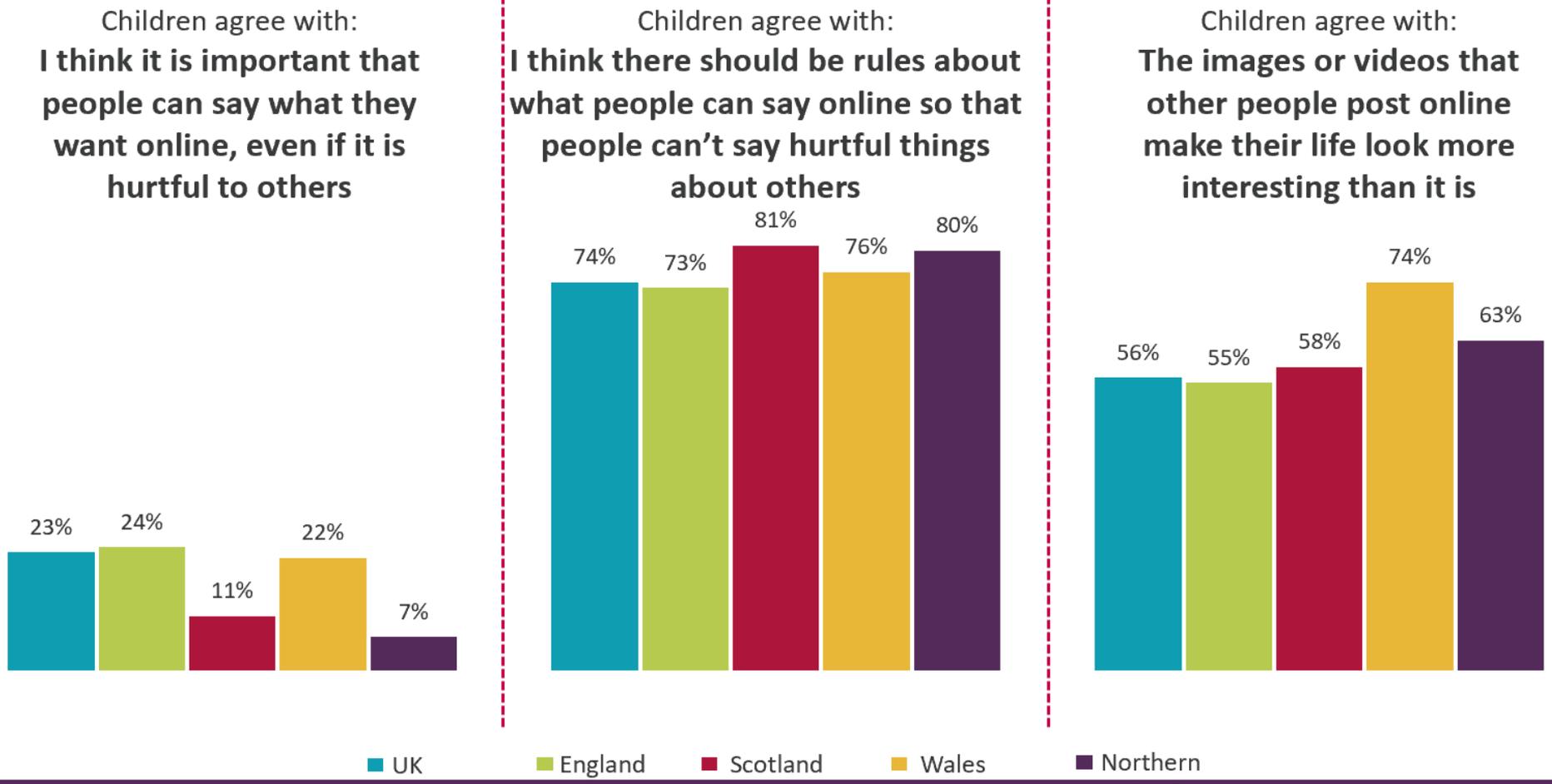
Agreement among 12-15s who go online with statements about being online: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC38A-C— I'm going to read out some things about going online, for each one please say which of these applies to you (prompted responses, single coded)
 Base: Children aged 12-15 who go online (748).

Children in Wales are more likely to understand that the content they see online can make other people's lives look more interesting than it is

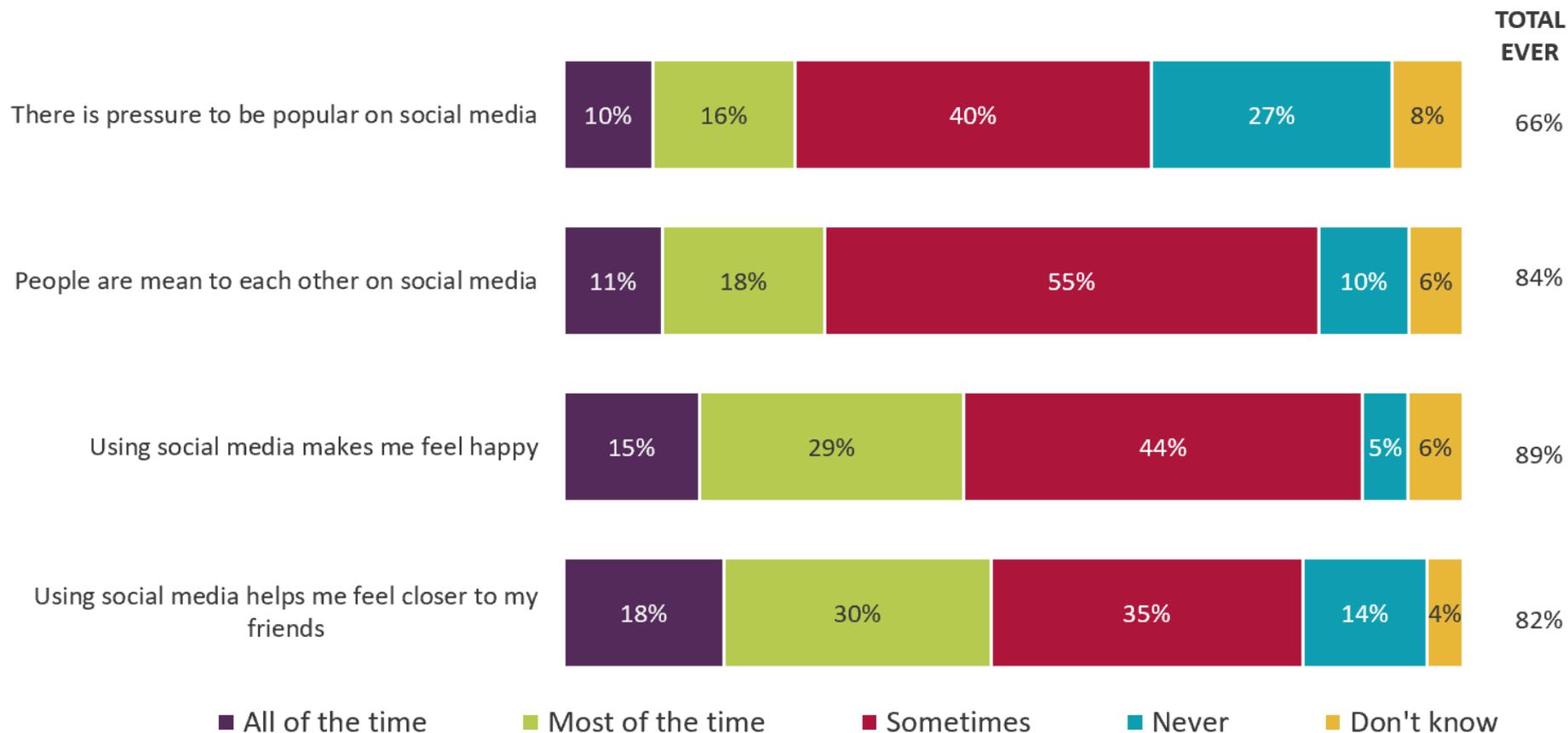
Agreement among 12-15s who go online with statements about being online, by UK nation: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC38A-C- I'm going to read out some things about going online, for each one please say which of these applies to you (prompted responses, single coded)
 Base: Children aged 12-15 who go online (748 UK, 433 England, 108 Scotland, 103 Wales, 104 Northern Ireland).

One quarter of 8-11s feel there is pressure to be popular on social media all or most of the time, while around half feel closer to their friends

Agreement with statements about social media sites among 8-11s with a profile/ account: 2019



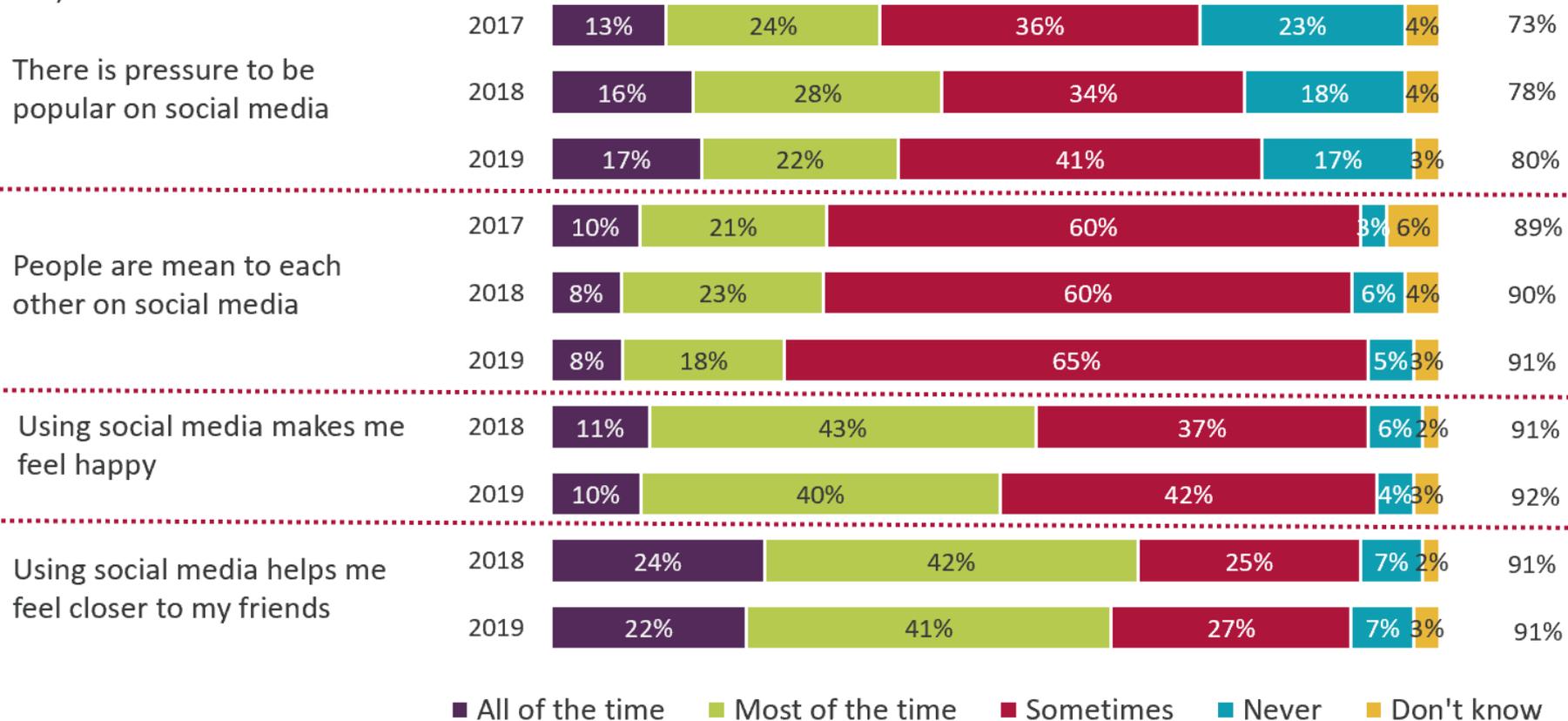
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC22A-D - I'm going to read out some things about social media. Which of these best describes what you think for each one? (prompted responses, single coded)

Base: Children aged 8-11 who have a profile or account on social media/ messaging sites or apps (159).

Most 12-15s continue to recognise that people can sometimes be mean to each other on social media, close to one in ten feel this can happen all of the time

Agreement with statements about social media sites among 12-15s with a profile/ account: 2017, 2018, 2019



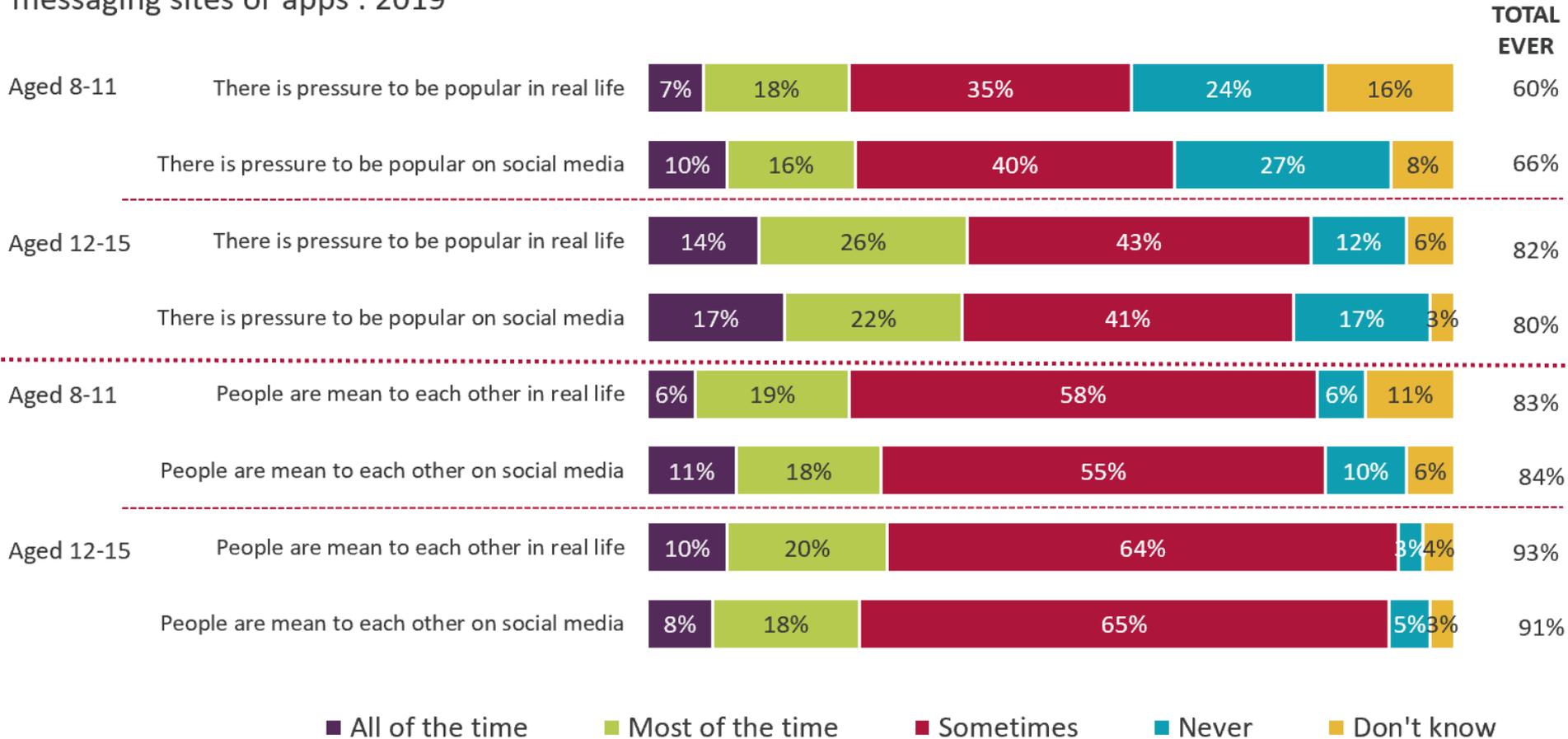
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC22A-D - I'm going to read out some things about social media. Which of these best describes what you think for each one? (prompted responses, single coded)

Base: Children aged 12-15 who have a profile or account on social media/ messaging sites or apps (524).

Attitudes among 8-15s towards pressures and people's behaviour are similar in real life and online

Agreement with statements among 8-15s and among 8-15s with a profile on social media or messaging sites or apps : 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

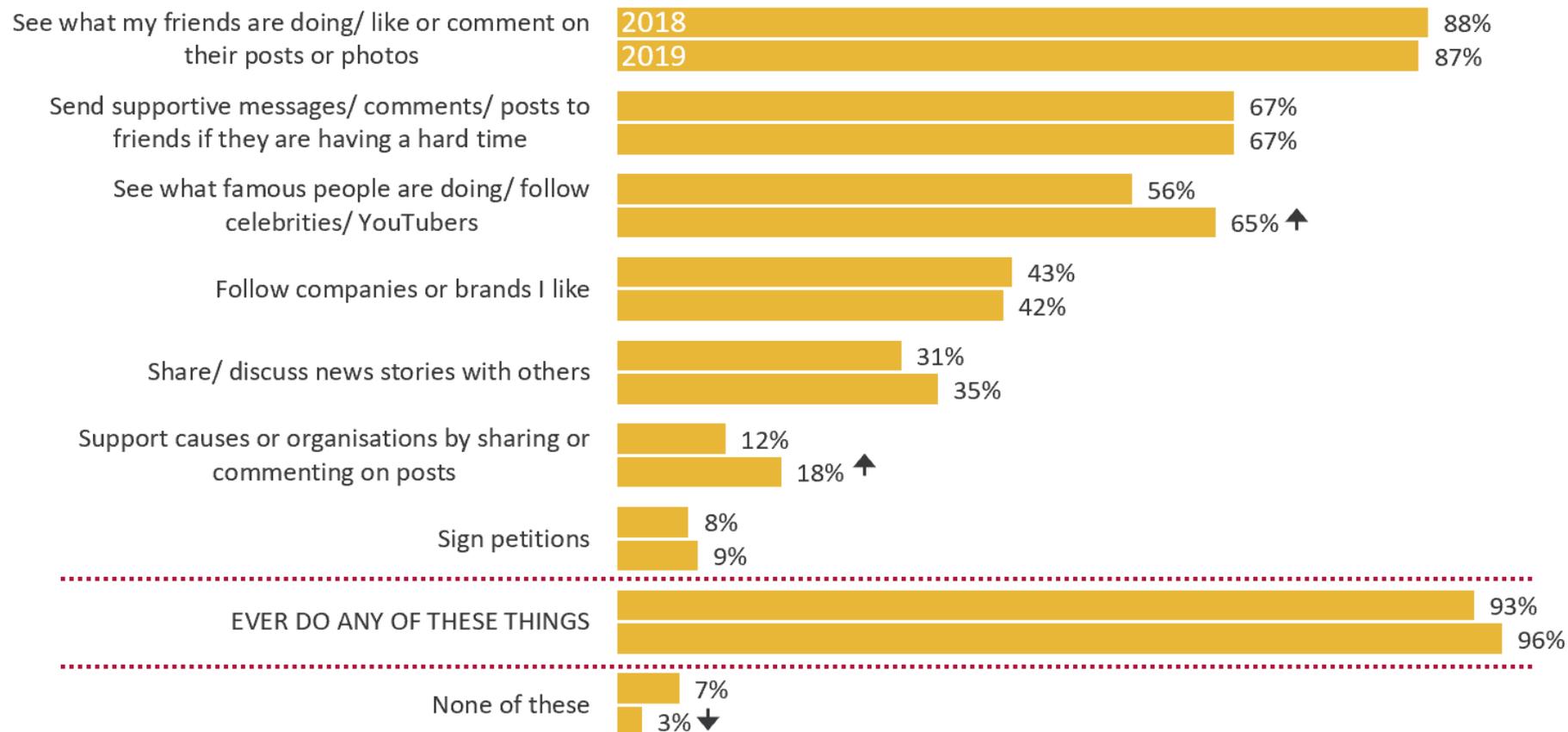
QC45A-B – I'm going to read out some things about real life, so I mean away from being online, So, this might be when people are at school or when they are with their friends. Which of these best describes what you think for each one? (prompted responses, single coded). Base: children aged 8-15 (817 aged 8-11, 762 aged 12-15)

QC22A-B - I'm going to read out some things about social media. Which of these best describes what you think for each one? (prompted responses, single coded)

Base: Children aged 8-15 who have a profile or account on social media/ messaging sites or apps (159 aged 8-11, 524 aged 12-15).

Two in three users say they ‘support’ their friends through social media – increases since 2018 for celebrity content and for supporting causes

Activities undertaken on social media sites/ messaging apps among 12-15s: 2018 and 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019

QC23 – Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (prompted responses, multi coded).

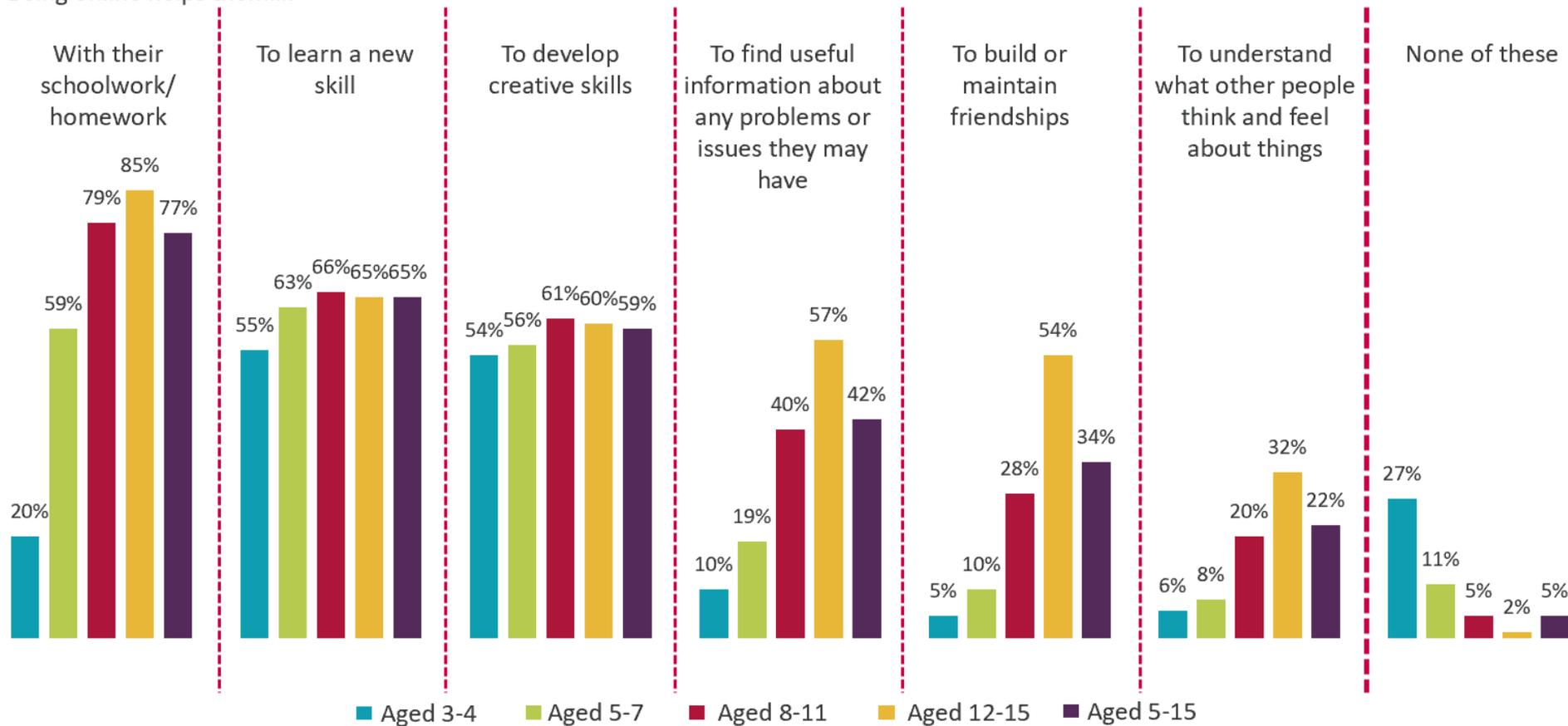
Base: Children aged 12-15 who have a profile or account on social media/ messaging sites or apps (524).

Significance testing shows any change between 2018 and 2019.

Parents of 12-15s can see value in their child being online- particularly to help them to access information about issues or in maintaining friendships

Parental attitudes towards the benefit to their child of being online, by age: 2019

Being online helps them....



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

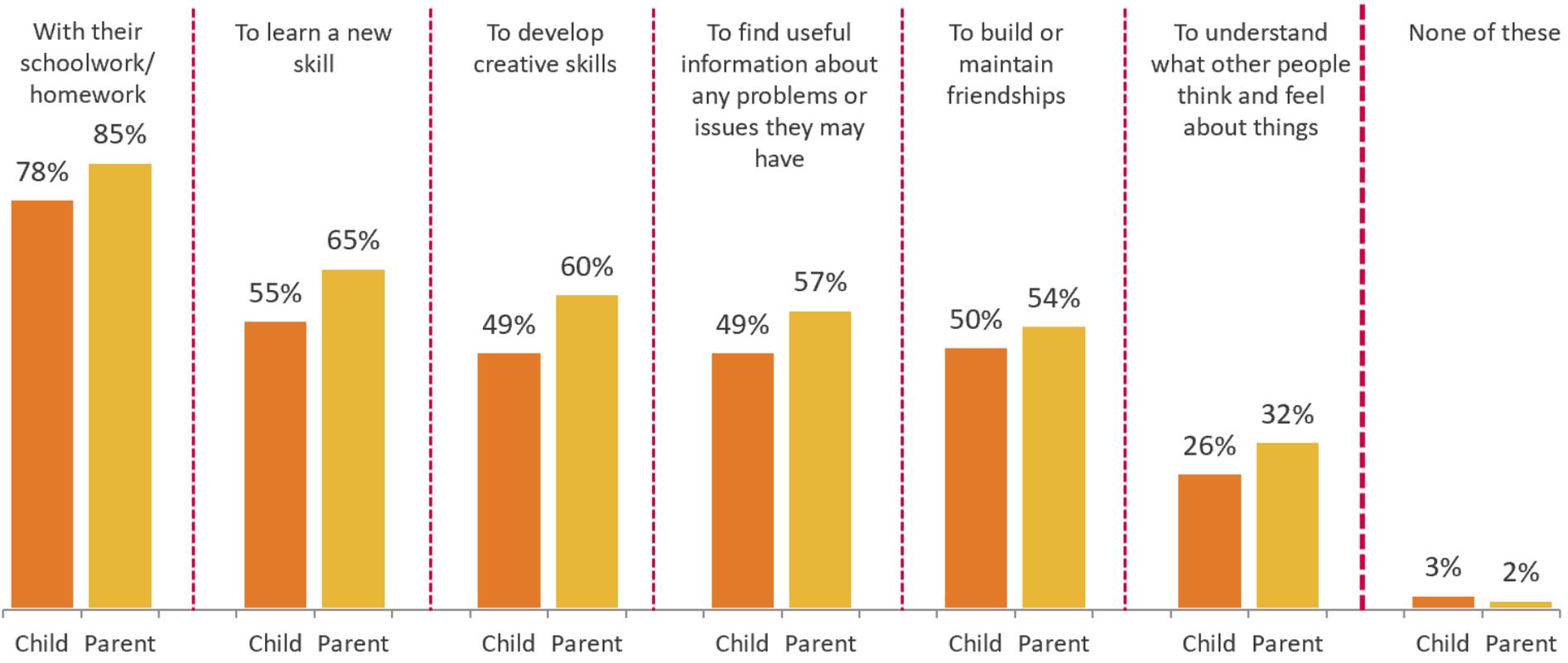
QP53. Thinking about what your child does online, which, if any of the following statements applies to them? Being online helps them ... (prompted responses, multi coded)

Base: Parents whose child ever goes online aged 3-4 (602) or 5-15 (634 aged 5-7, 757 aged 8-11, 744 aged 12-15, 2133 aged 5-15).

Parents of 12-15s tend to see a wider range of benefits of being online, compared to their child

Attitudes towards the benefit of child being online: child aged 12-15 vs. parental response: 2019

Being online helps me/ them....



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

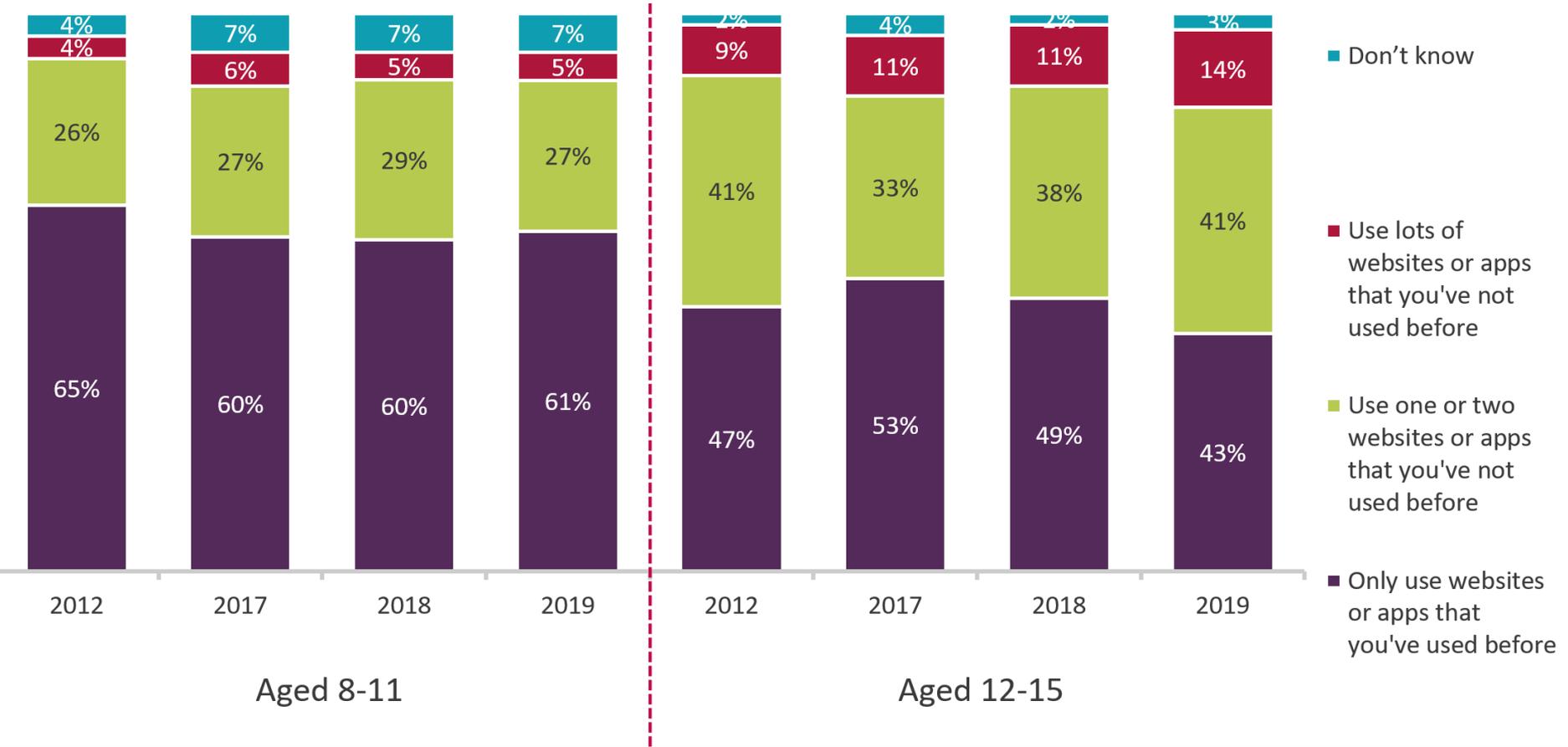
QP53. Thinking about what your child does online, which, if any of the following statements applies to them? Being online helps them ... (prompted responses, multi coded) / QC13. Which if any of the following ever apply to your use of the internet? Being online helps me.... (prompted responses, multi coded)

Base: Parents whose child aged 12-15 ever goes online (744), children aged 12-15 who ever go online (748).

6. Knowledge and understanding of media

Three in five 8-11s and two in five 12-15s who go online only use websites or apps that they have used before

Figure 50: Experience of visiting websites not used before, among those who go online at home (2012) or elsewhere (2017, 2018, 2019), by age

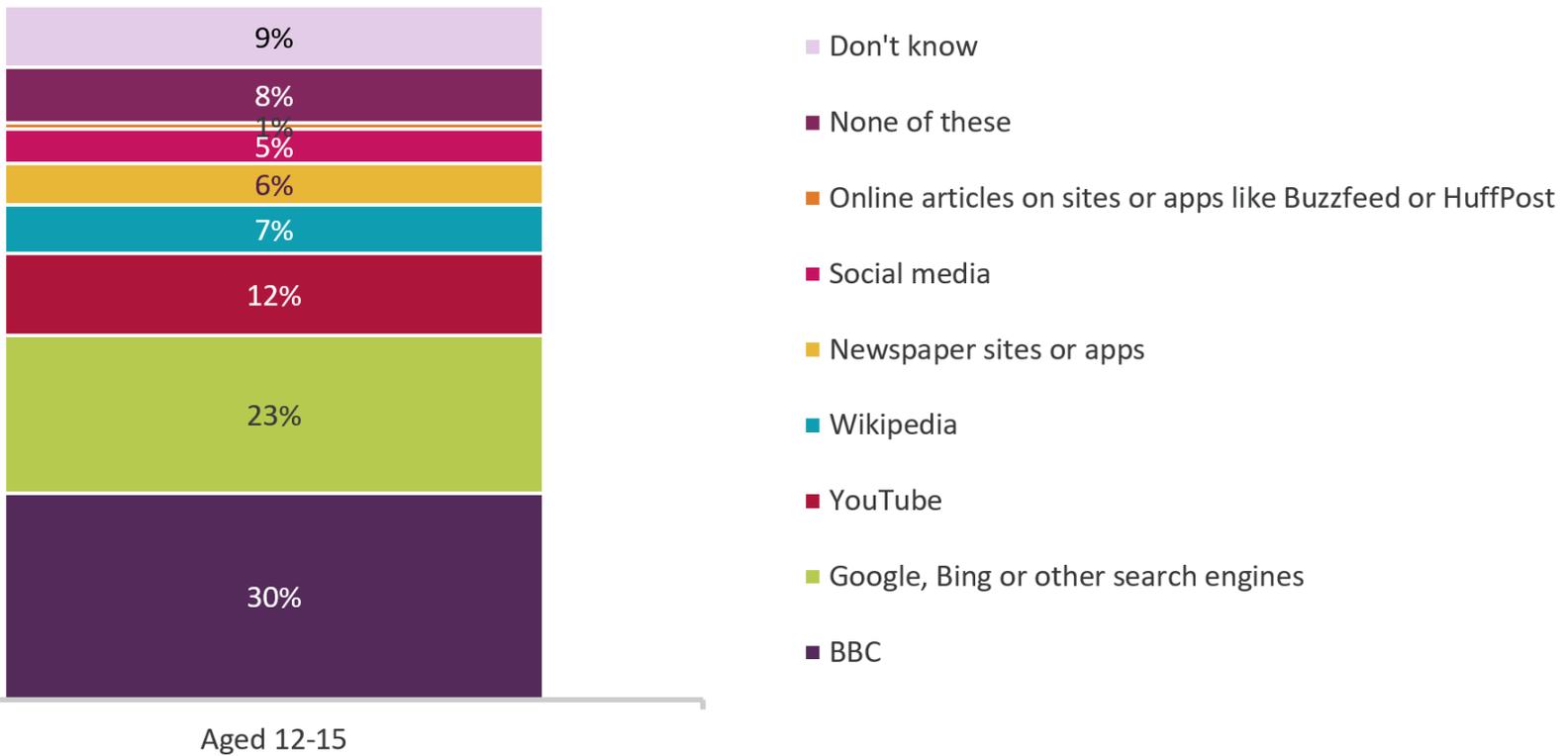


Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC17 – Thinking about all the things you use to go online, in a normal week would you say that you....(prompted responses, single coded)
 Base: Children aged 8-15 who go online (757 aged 8-11, 748 aged 12-15).



Three in ten 12-15s would turn first to the BBC as a source of accurate and true information about serious things that are going on in the world

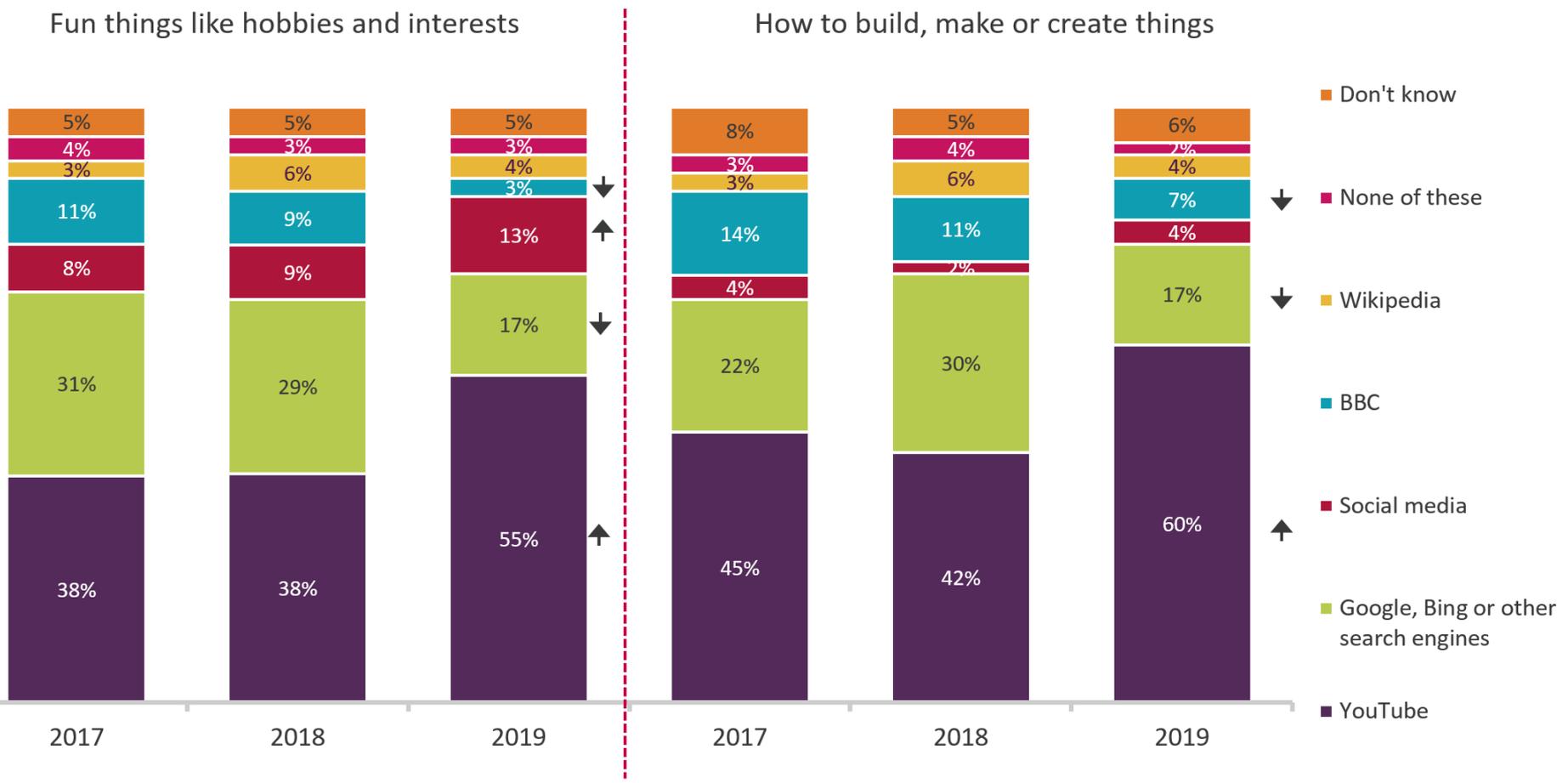
Online sources of accurate and true information about serious things that are going on in the world among 12-15s: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC51A I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about serious things that are going on in the world (prompted responses, single coded)
 Base: Children aged 12-15 who go online (748 aged 12-15).

12-15s are more likely than in 2018 to first turn to YouTube as an online source of accurate and true information for fun or creative things

Online sources of accurate and true information for different scenarios among 12-15s: 2017, 2018, 2019

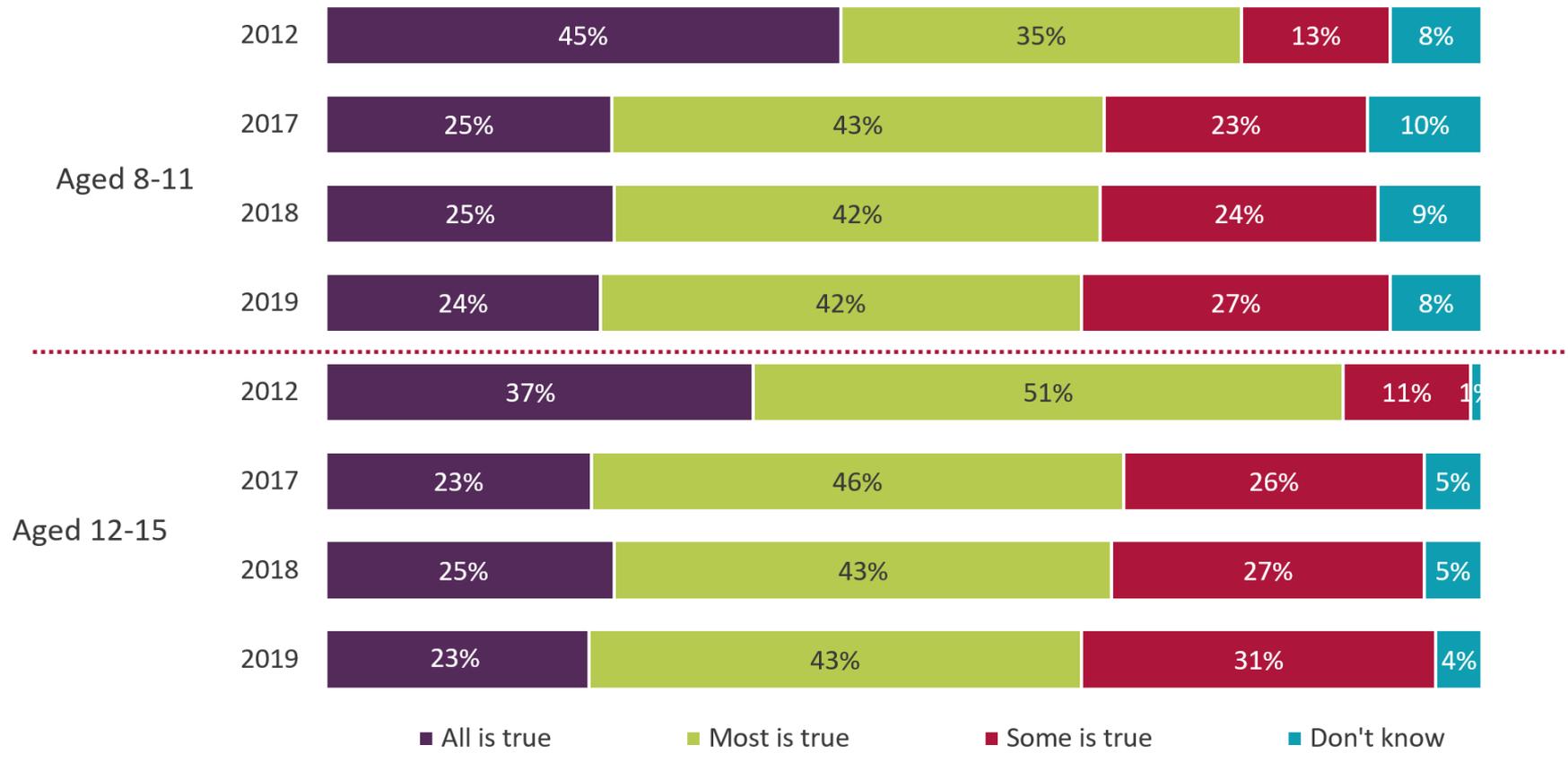


Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC52A-B I'm going to read out some types of information you may want to find out about and I'd like you to say which one of these you would turn to first for accurate and true information online about... (prompted responses, single coded)
 Base: Children aged 12-15 who go online (748 aged 12-15). Significance testing shows any change between 2018 and 2019.



A majority of 8-11s or 12-15s believe that 'all' or 'most' of the information they see on websites used for school/ home work is true

Children's belief in the truthfulness in websites used for school/ homework at home (2012) or elsewhere (2017, 2018, 2019), by age



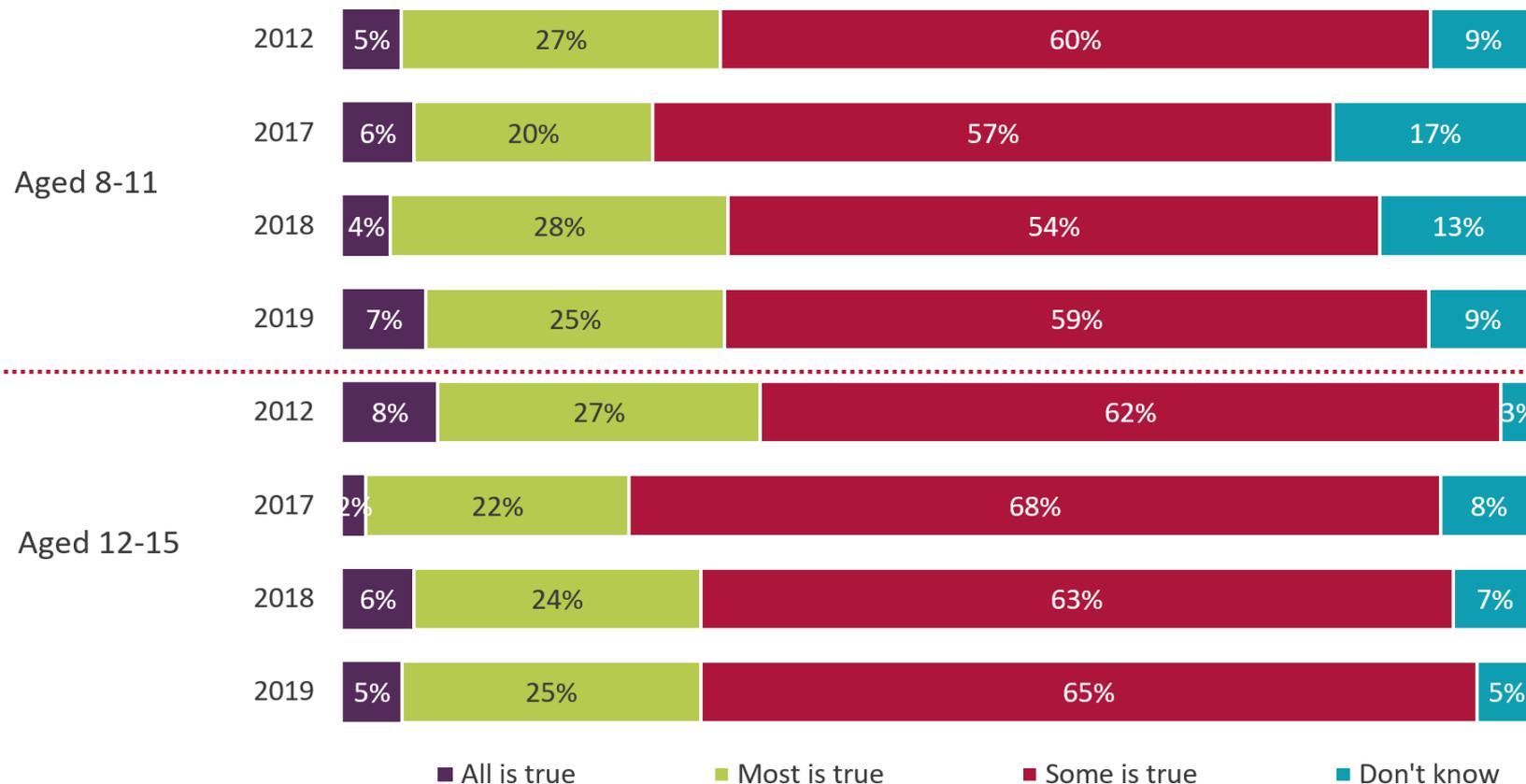
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC15B - When you go online do you visit site or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.

Base: Children aged 8-15 who go online and who say they visit sites or apps for their schoolwork or homework (601 aged 8-11, 662 aged 12-15).

While most 8-15s consider that only 'some' of the information they see on social media sites is true – at least three in ten say this applies to 'all' or 'most' of the information they see

Children's belief in the truthfulness in websites used for social media at home (2012) or elsewhere (2017, 2018, 2019), by age



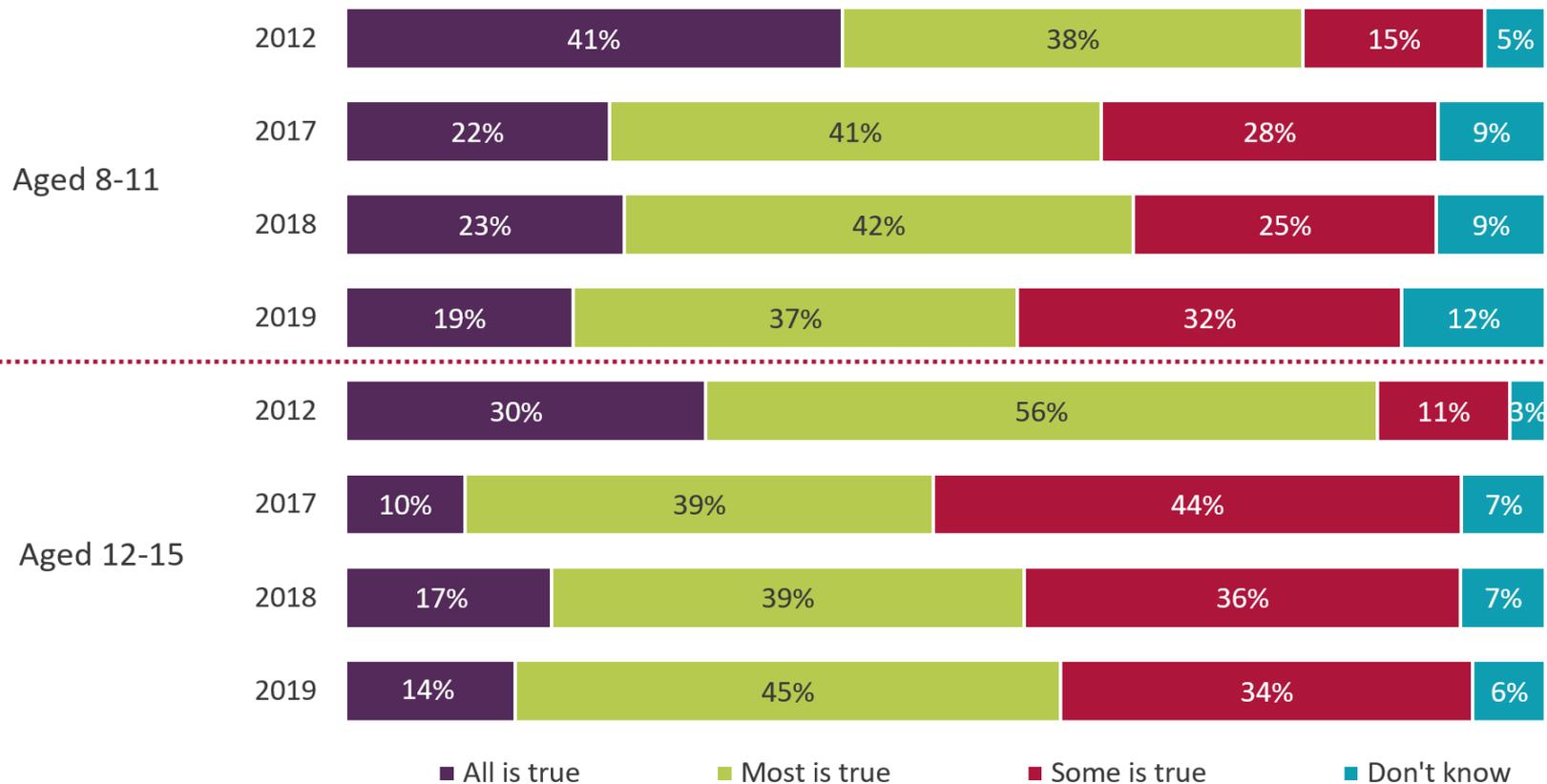
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC15A - When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded)

Base: Children aged 8-15 who go online and who say they visit social media sites or apps (416 aged 8-11, 634 aged 12-15).

A majority of children aged 8-11 and 12-15 believe that 'all' or 'most' of the information on news websites or apps is true

Children's belief in the truthfulness in news websites or apps used at home (2012) or elsewhere (2017, 2018, 2019), by age



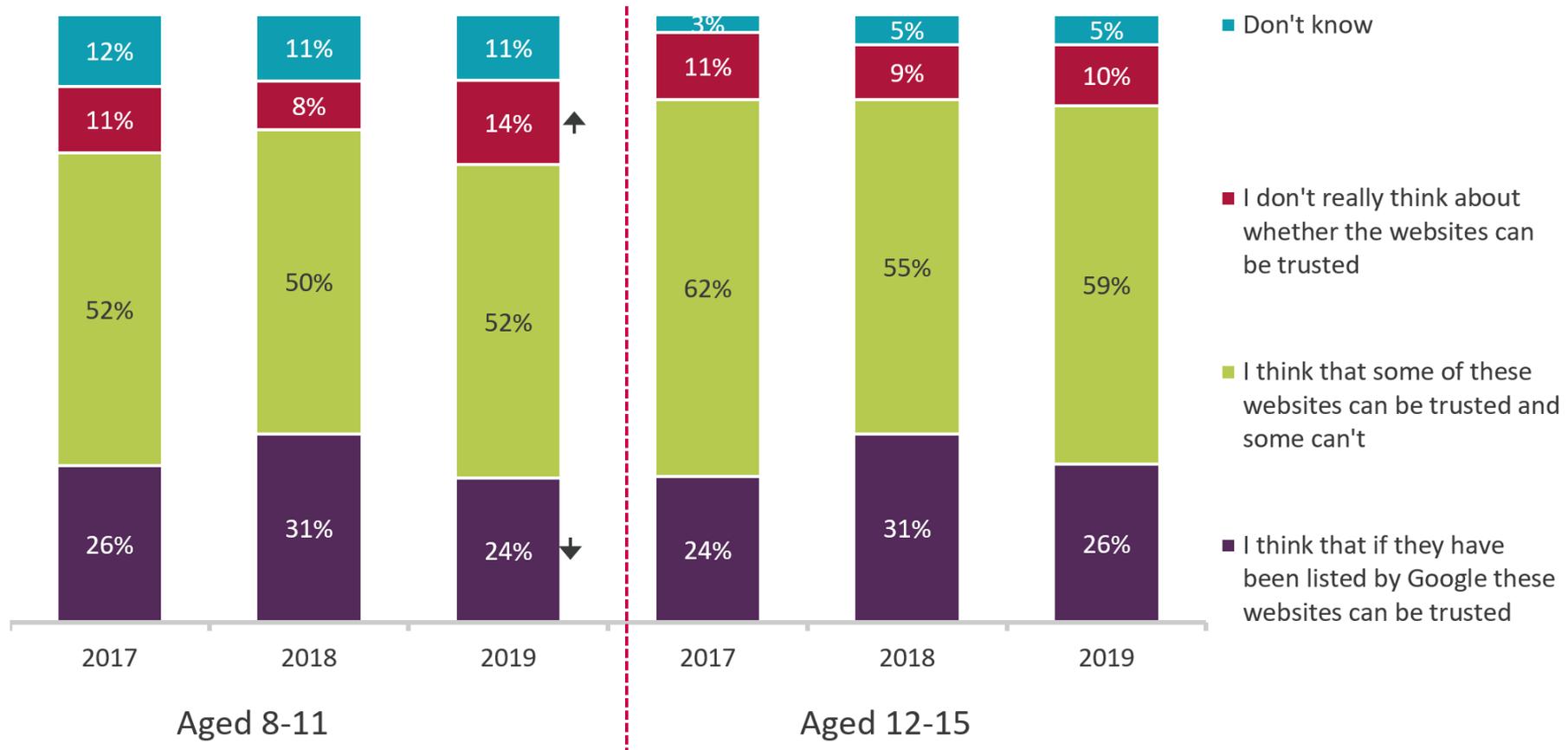
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC15C - When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or Guardian or news apps or sites like BuzzFeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (prompted responses, single coded) Question wording changed in 2016 to include specific examples of the sorts of websites/ apps they might use.

Base: Children aged 8-15 who go online and who say they visit sites or apps about news and what is going on in the world (413 aged 8-11, 508 aged 12-15).

One quarter of 8-15s who use search engines think that if Google has listed a result it will be trustworthy - although this is less likely for 8-11s compared to last year

8-15s' understanding of whether results listed by search engines can be trusted: 2017, 2018, 2019



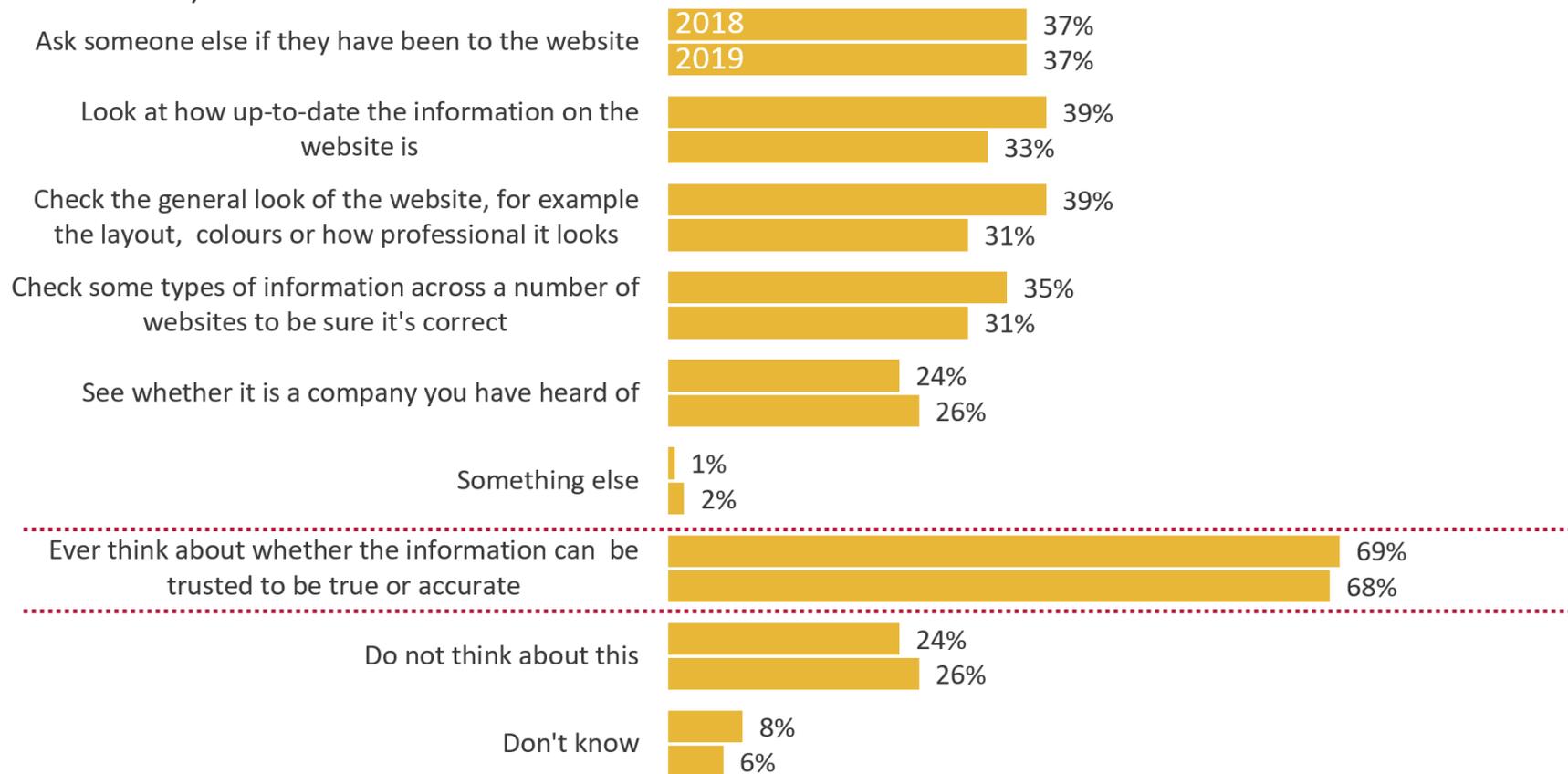
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC26 – When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (prompted responses, single coded)

Base: Children aged 8-15 who go online and use search engine websites or apps (590 age 8-11, 677 aged 12-15). Significance testing shows any change between 2018 and 2019.

As in 2018, a quarter of 12-15s who visit new websites say they do not think about whether they could trust the information to be true or accurate

Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

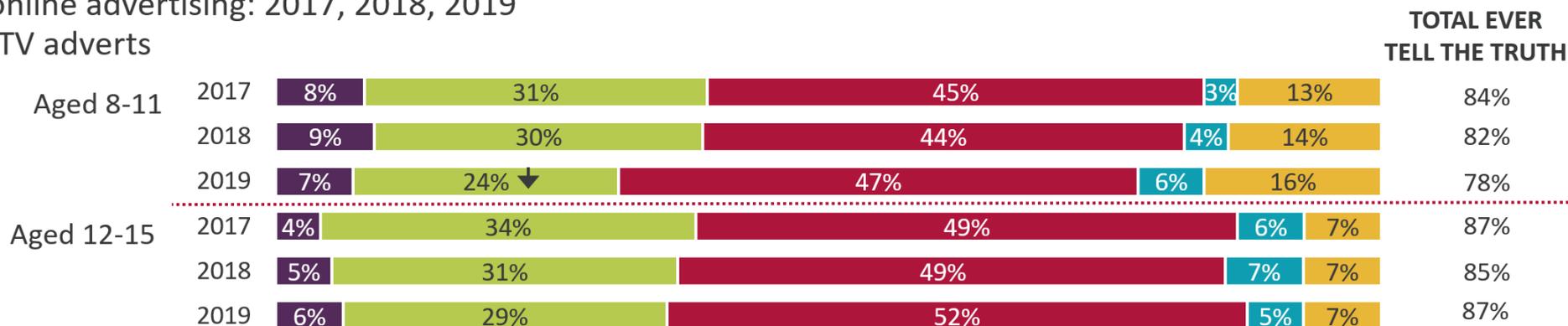
QC18 – When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (prompted responses, multi coded).

Base: Children aged 12-15 who go online who use websites they've not used before (402).

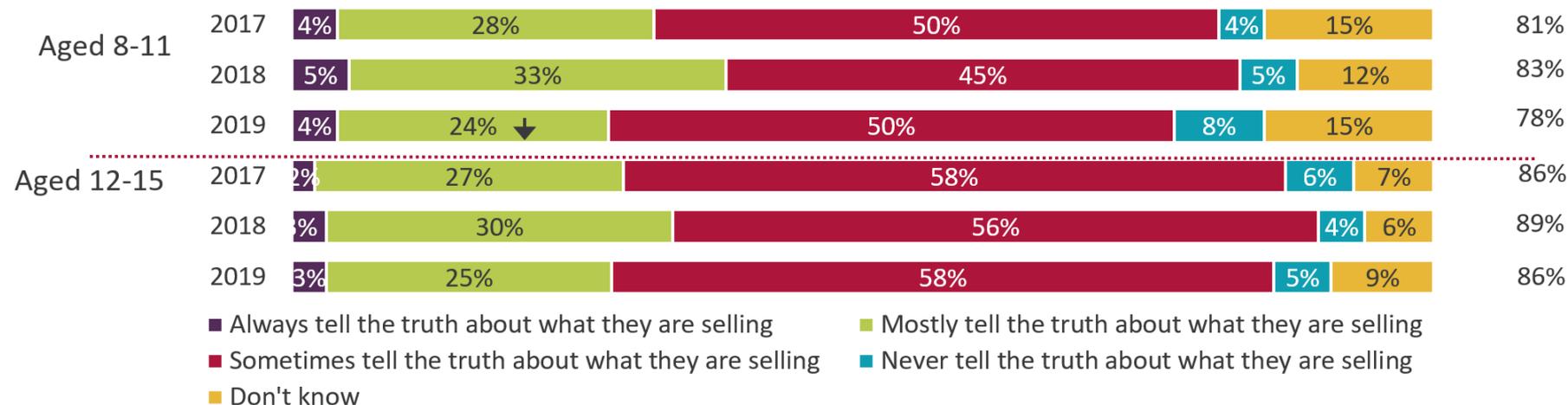
As in 2018, more than four in five 8-15s feel that TV and online advertising tells the truth, with most of these saying this applies 'sometimes' rather than 'mostly' or 'always'

Attitudes toward the truthfulness of TV and online advertising among 8-15s who see TV/online advertising: 2017, 2018, 2019

TV adverts



Adverts online



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC7 - Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (prompted responses, single coded).

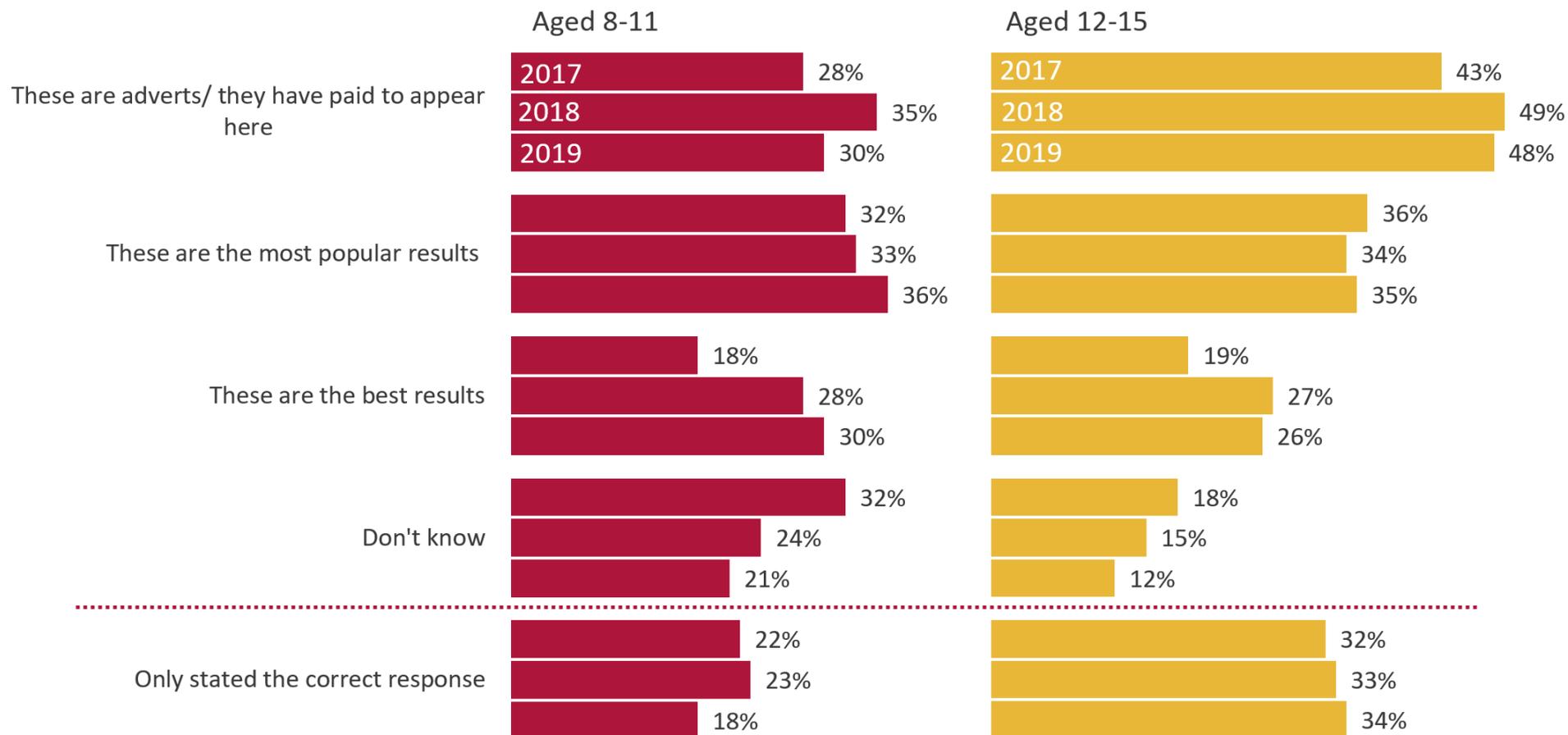
Base : Children aged 8-15 who say they ever see adverts on TV (761 aged 8-11, 705 aged 12-15).

QC36 - Which one of these answers best describes how you feel about these adverts you see online? I think the adverts.... (prompted responses, single coded).

Base : Children aged 8-15 who say they ever see adverts online (640 aged 8-11, 707 aged 12-15). Significance testing shows any change between 2018 and 2019.

Three in ten 8-11s and half of 12-15s recognise paid for content in Google searches – unchanged compared to last year

Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2017, 2018 and 2019



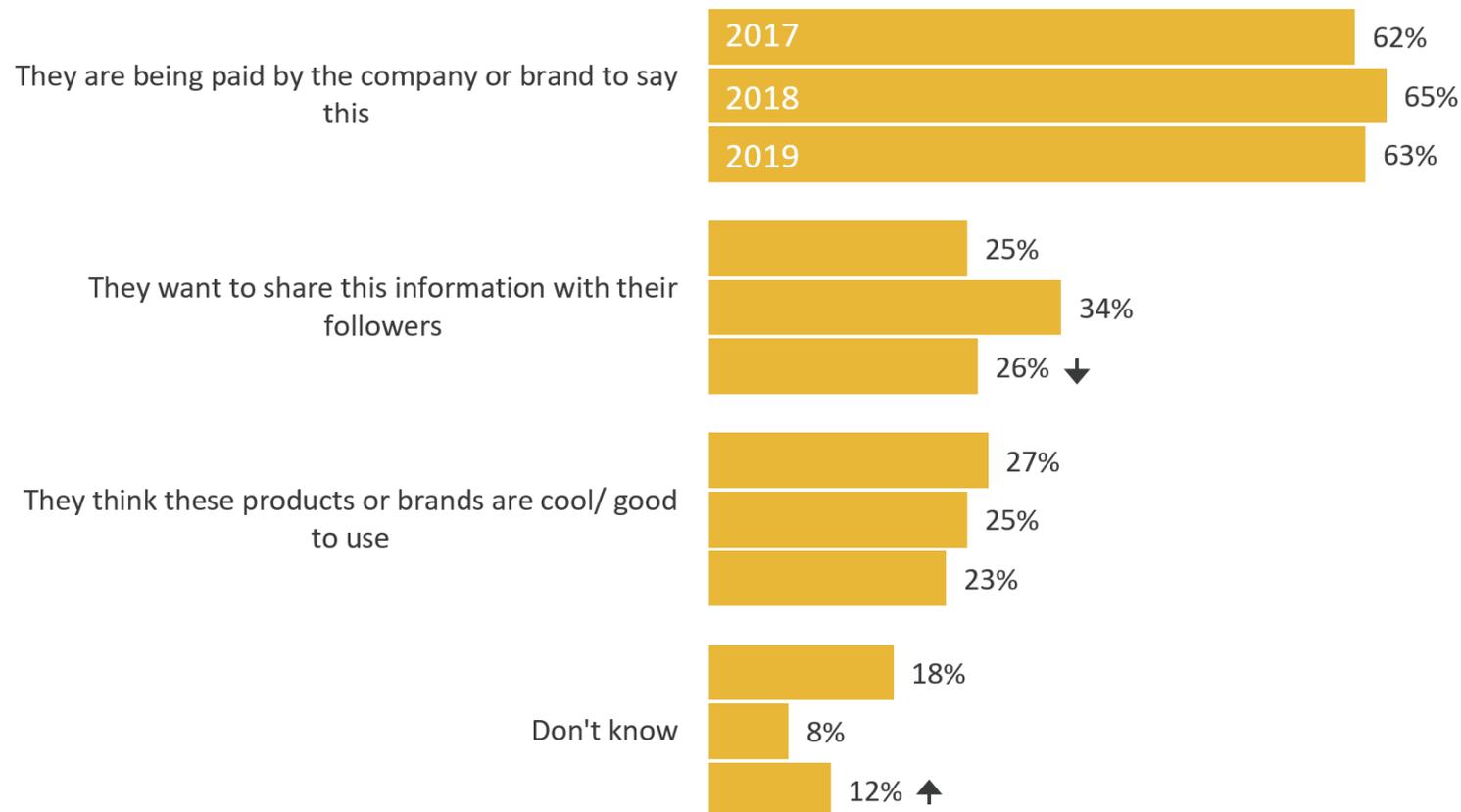
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC28 - This is a picture (SHOWCARD OF IMAGE) from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (prompted responses, multi coded).

Base: Children aged 8-15 who go online and use search engine websites or apps (590 aged 8-11, 677 aged 12-15).

More than three in five 12-15s recognise the potential for product endorsement by vloggers – unchanged compared to 2018

Understanding among 12-15s of potential product endorsement by vloggers: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

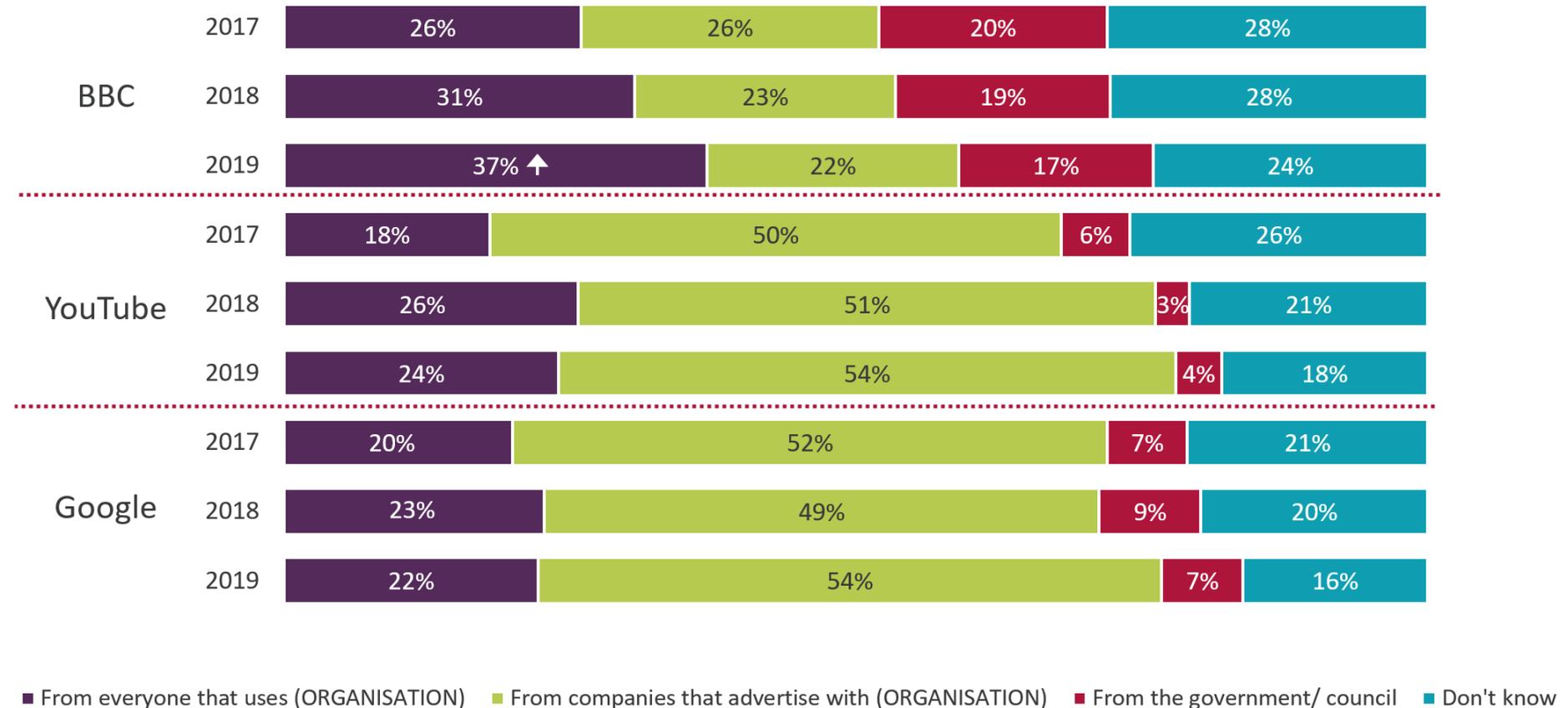
QC37 - On sites like YouTube some vloggers or influencers with lots of followers - like Zoella or KSI - might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (prompted response, multi coded)

Base: Children aged 12-15 who go online (748).

Significance testing shows any change between 2018 and 2019.

Compared to last year, users aged 12-15 are more likely to be aware that BBC is user funded

Understanding of how BBC/ YouTube/ Google are funded, among users aged 12-15: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC5/ QC11/ QC27 – Where do you think the BBC/ YouTube/ Google mainly gets its money from? (prompted responses, single coded)

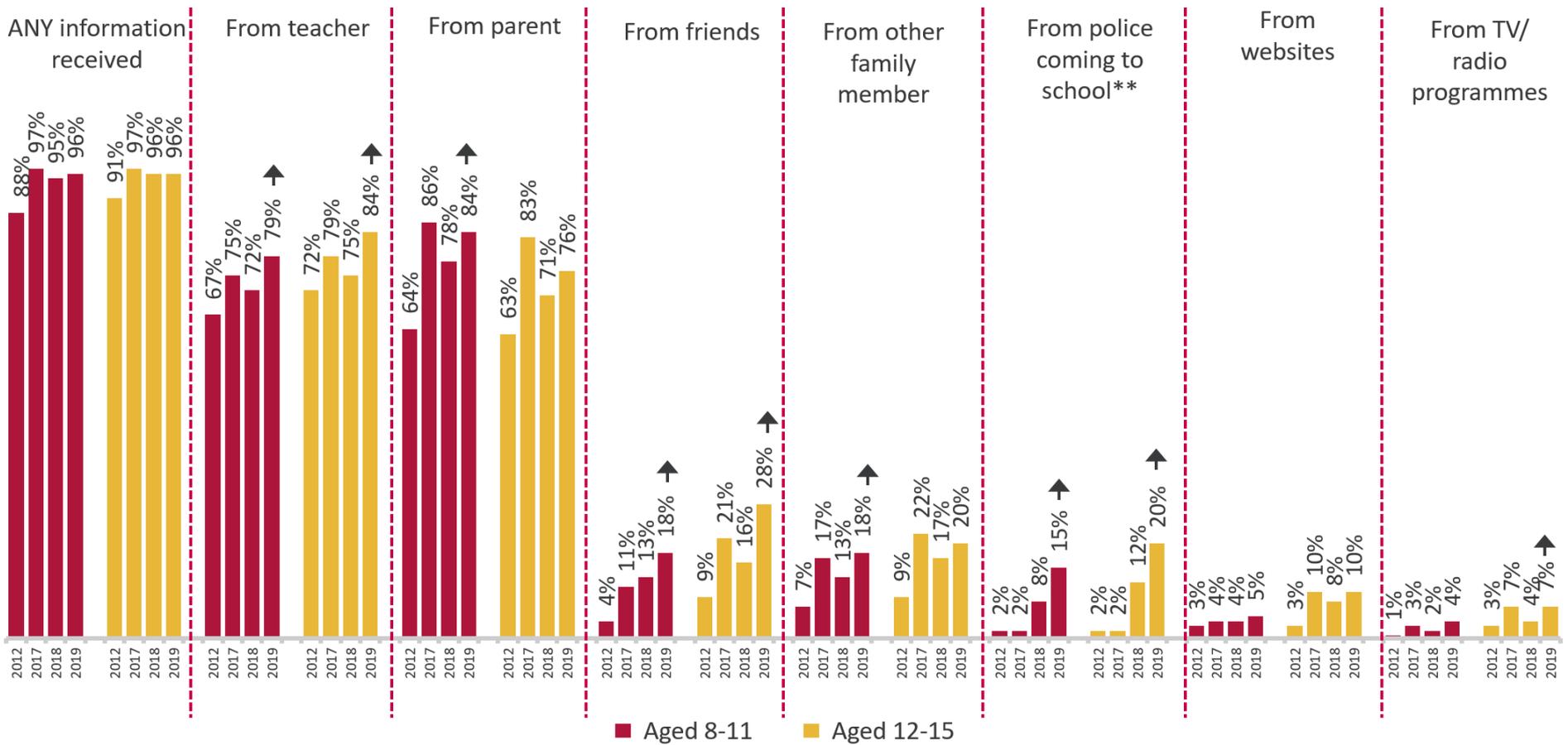
Base: Children aged 12-15 who watch TV at home or elsewhere (747)/ Children aged 12-15 who use the YouTube website or app (669) / Children aged 12-15 who go online and use search engine websites or apps (677).

Significance testing shows any change between 2018 and 2019.

7. Children's negative experiences and risky behaviour

Nearly all internet users aged 8-15 say they have been told about how to use the internet safely – with more children aged 8-15 saying they were told about this by a teacher, by their friends or by police visits at school

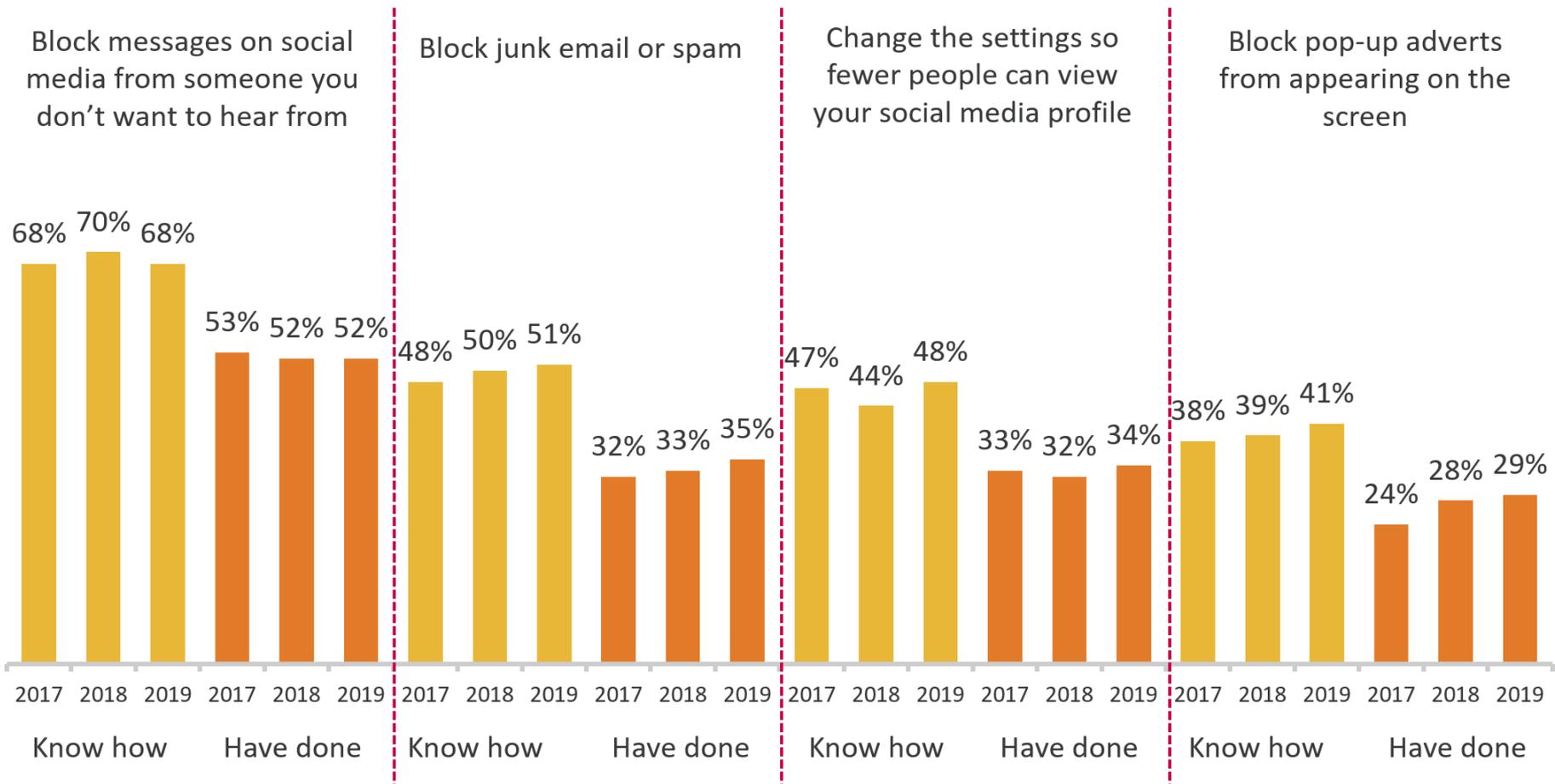
Children stating they have been given any information or advice about how to use the internet safely, among those who go online at home (2012) or elsewhere (2017, 2018, 2019), by age



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QC34 – Has anyone ever told you about how to use the internet safely (since 2017)/ Has anyone ever told you about how being online can sometimes be a bit risky or dangerous? (2016)/ Have you ever been given any information or advice about how to stay safe when you are online (2012)? (unprompted responses, multi coded) Showing responses from more than 2% of all 8-15s who go online.** The option to code ‘police’ was included in the codeframe for the first time in 2018.
 Base: Children aged 8-15 who go online (757 aged 8-11, 748 aged 12-15). Significance testing shows any change between 2018 and 2019.

Half of 12-15s have ever blocked messages on social media from someone they don't want to hear from – unchanged compared to 2018

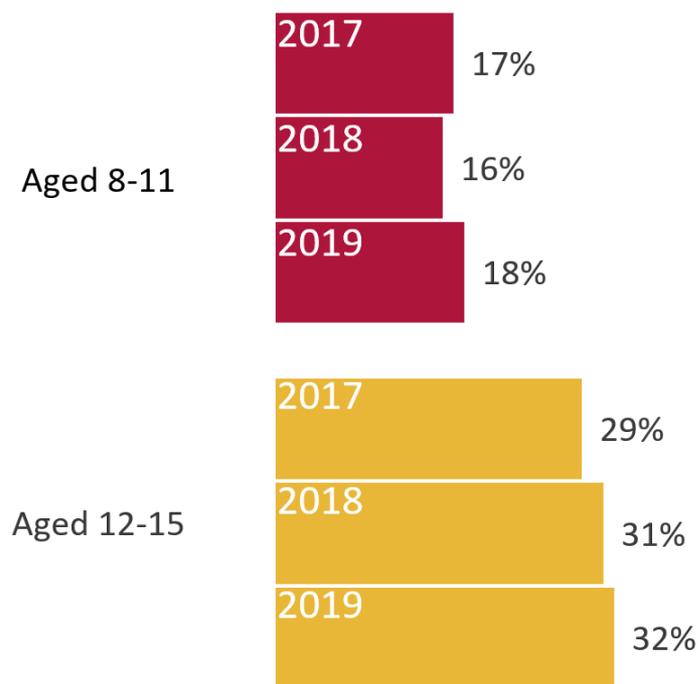
Experience of 'safe' online measures among children aged 12-15: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC57/ QC58– Do you know how to do any of these things online?/ This list shows the things the you just said you know how to do online. If you have ever done any of them please choose them again. (prompted responses, multi coded)
 Base: Children aged 12-15 who go online who opted to answer the question (707)

One third of 12-15s and nearly one in five 8-11s who go online say they have ever seen online content that they found worrying or nasty – unchanged compared to 2018

Child's claimed experience of having ever seen any online content that they considered worrying or nasty that they didn't like, by age: 2017, 2018 and 2019



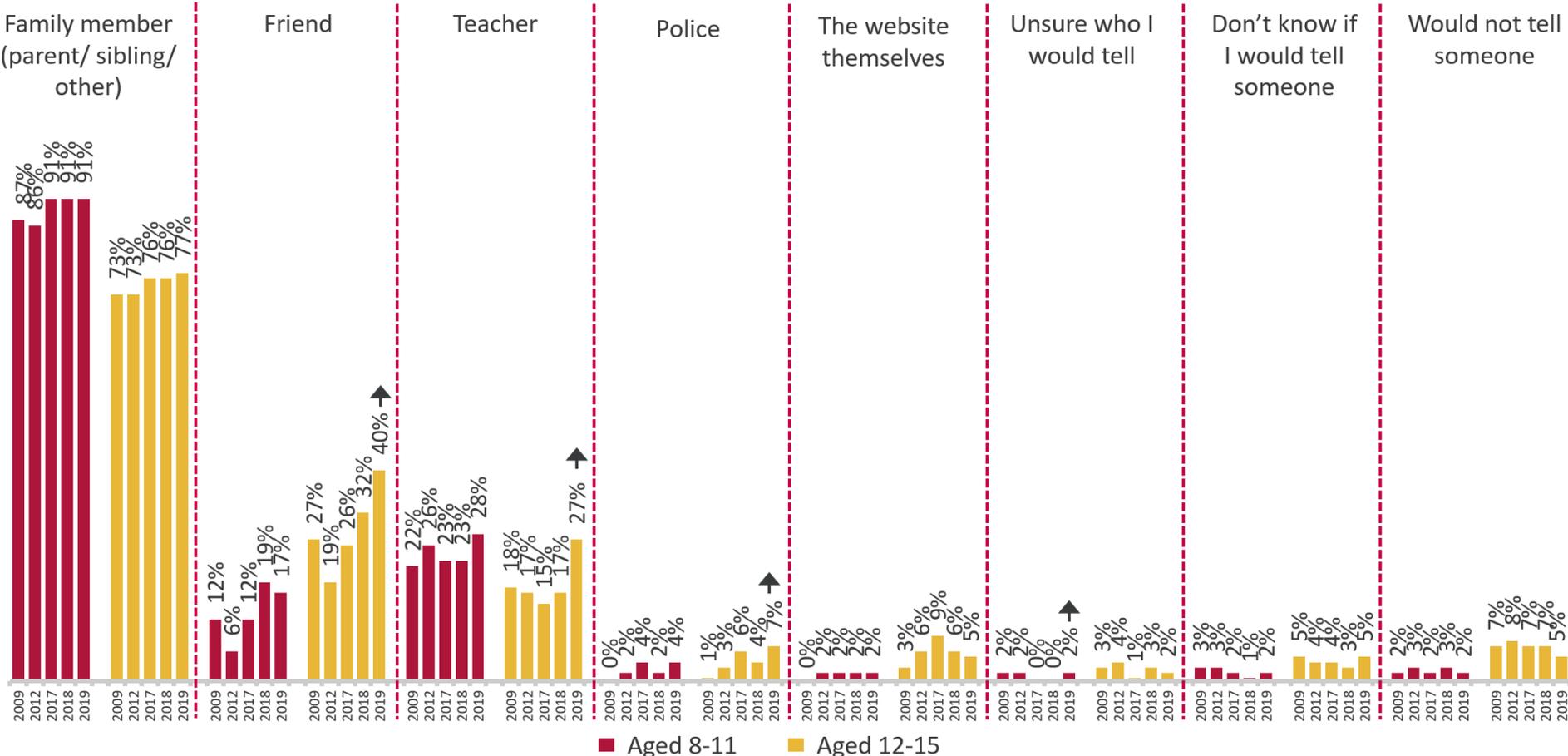
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC31 – And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (unprompted responses, single coded)

Base: Children aged 8-15 who go online (757 aged 8-11, 748 aged 12-15).

Compared to last year, 12-15s are more likely to tell a friend, a teacher or the police if they saw something online they found worrying or nasty

Reporting online content considered by the child to be worrying or nasty, by age: 2009, 2012, 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC30 – When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like, would you tell someone about it? IF YES – Who would you tell? (Shows unprompted responses from >2% of all internet users aged 8-15) (unprompted responses, multi coded)

Base: Children aged 8-15 who go online (757 aged 8-11, 748 aged 12-15). Significance testing shows any change between 2018 and 2019.

As in 2018, a third of 12-15s are unaware of online reporting functions

**TOTAL
AWARE**

Awareness and use of online reporting function for worrying or nasty online content, among 12-15s: 2017, 2018 and 2019



- Ever reported something they have seen online that they considered was worrying or nasty
- Seen something worrying or nasty but not reported it
- Aware of online reporting function but not seen anything worrying or nasty
- Not aware of online reporting function and seen something worrying/ nasty
- Not aware of online reporting function and not seen something worrying/ nasty

Source: Ofcom Parent and Children's Media Literacy Tracker 2019

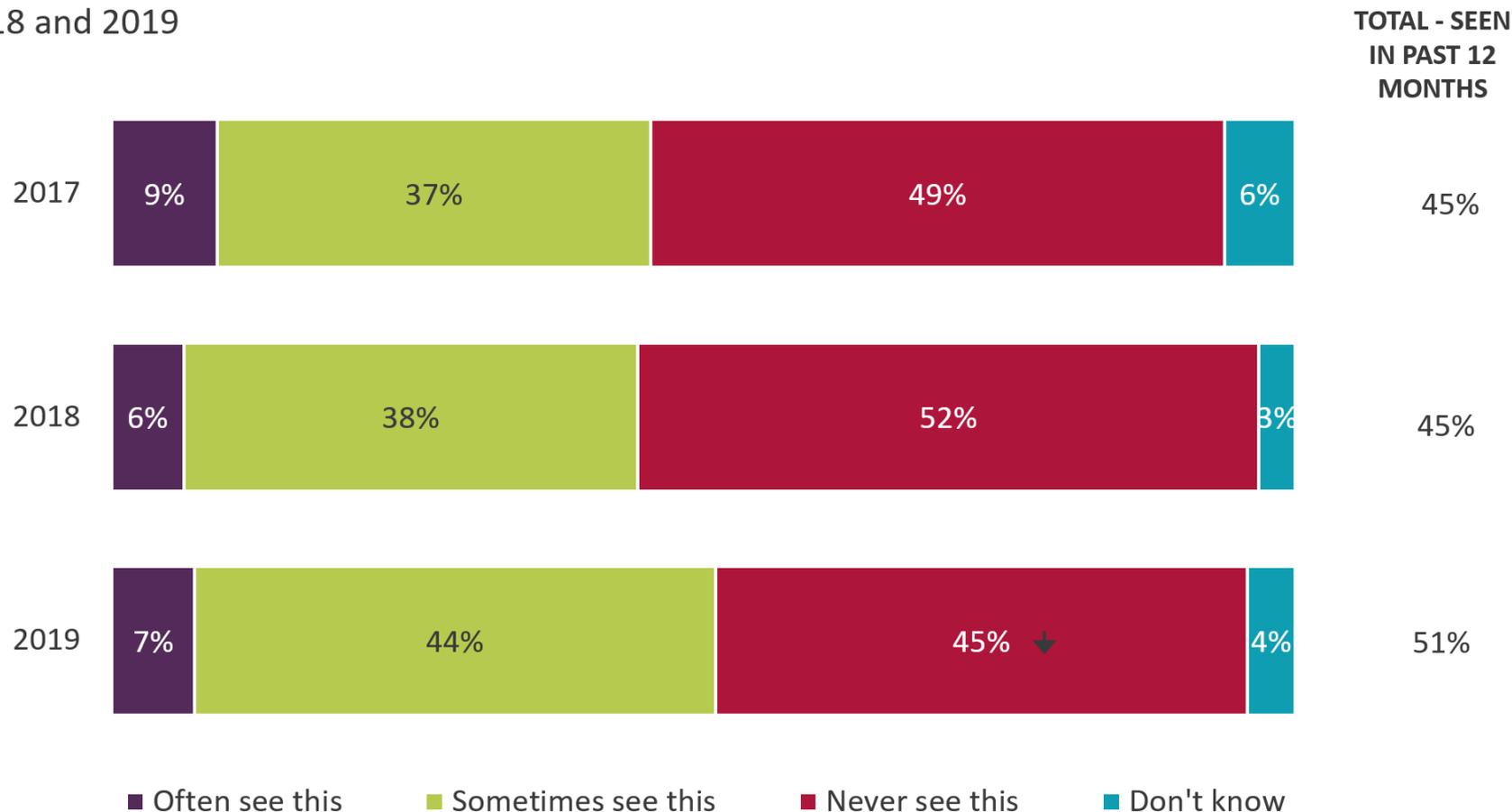
QC32/ QC33 – Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty?

IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content/ Have you ever used this report function to report what you saw online that you found worrying or nasty? (unprompted responses, single coded)

Base: Children aged 12-15 who go online (748).

Half of children aged 12-15 who go online say they have seen something hateful online in the past 12 months

Internet users aged 12-15 who say they have encountered hateful content online in the past 12 months: 2017, 2018 and 2019



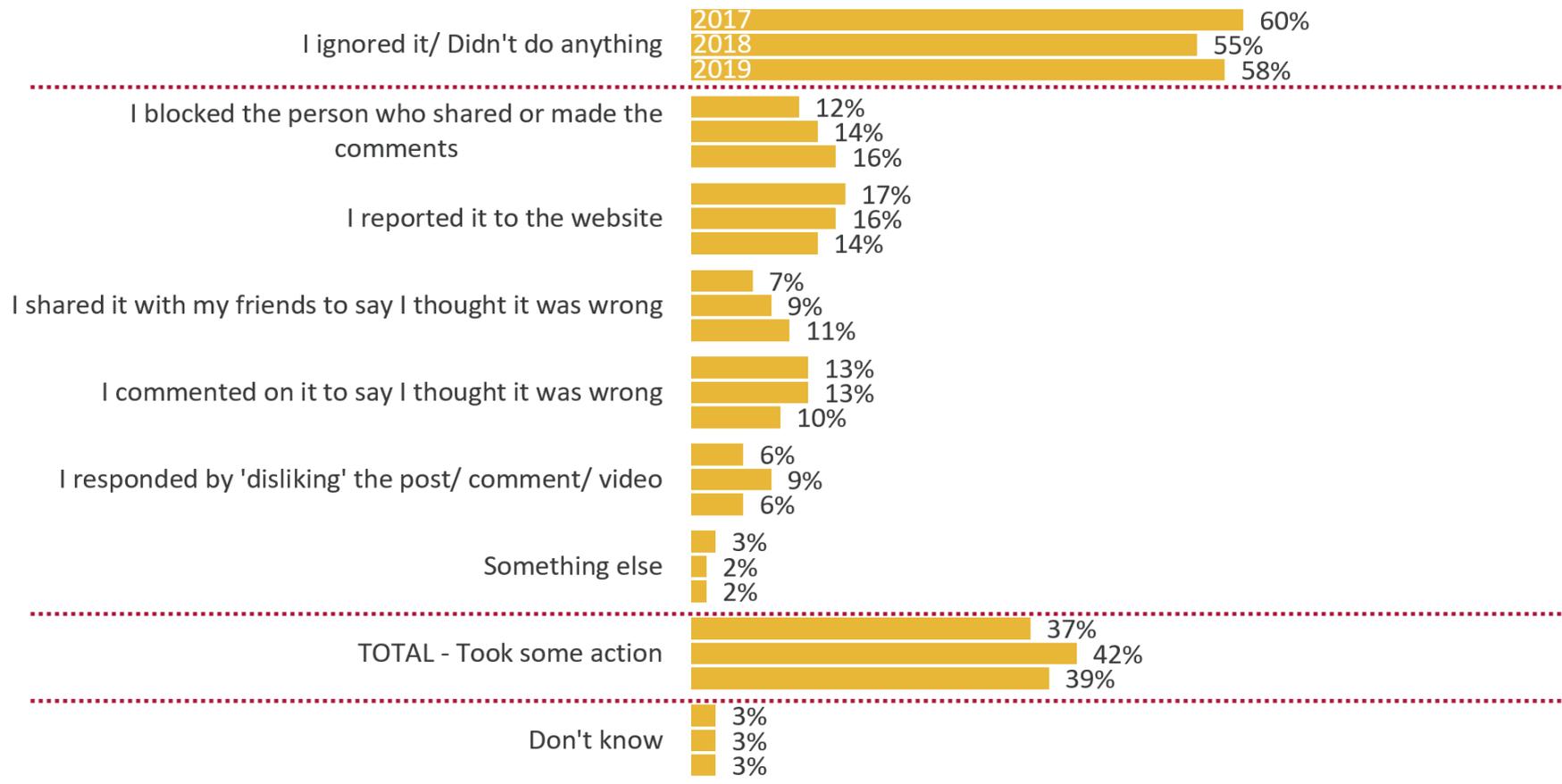
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC59 – In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. (prompted responses, single coded)

Base: Children aged 12-15 who go online (748). Significance testing shows any change between 2018 and 2019.

As in previous years, the most common response to seeing hateful content online is to ignore it

Actions taken as a result of seeing hateful content online among 12-15s: 2017, 2018 and 2019



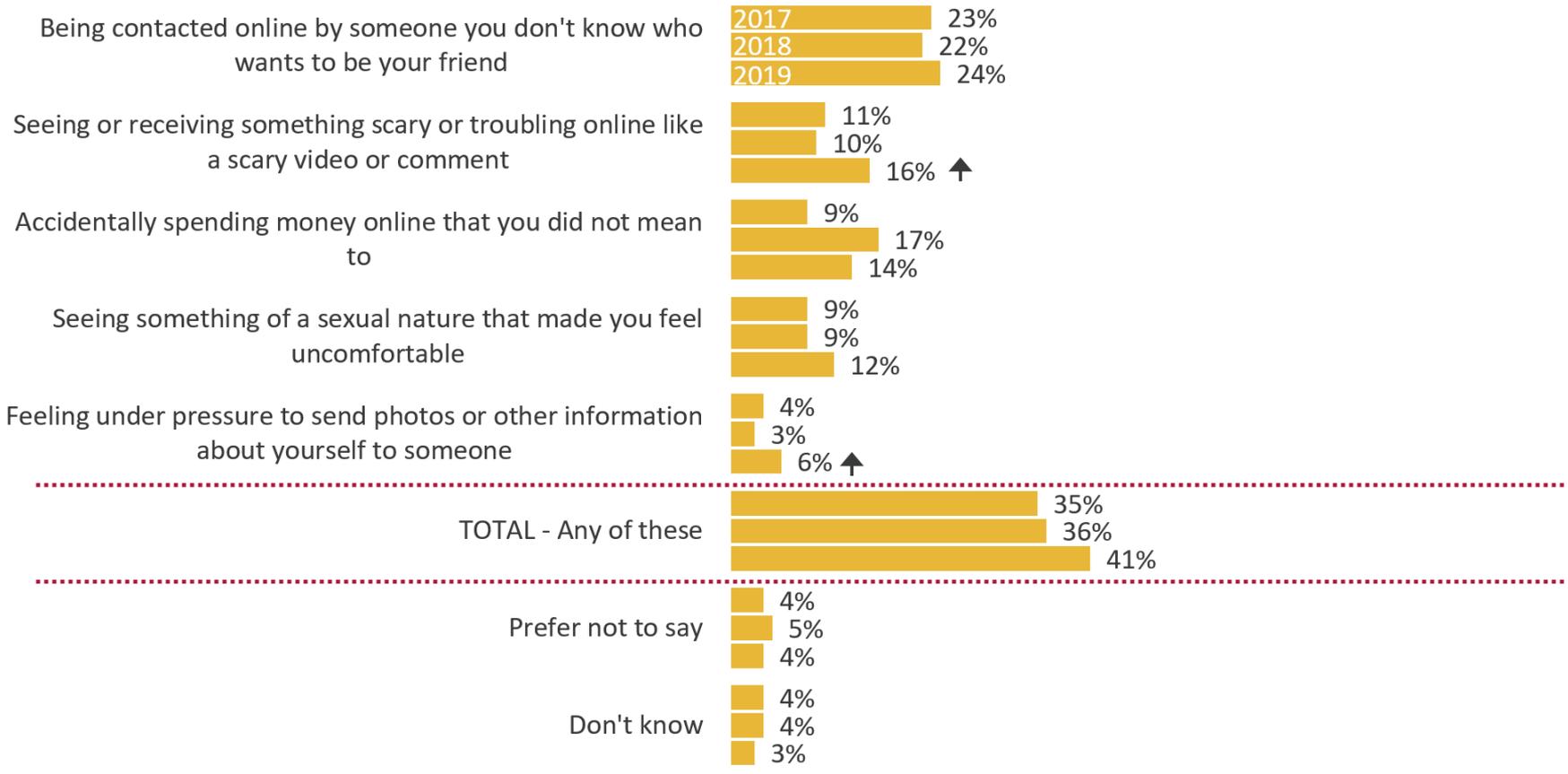
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QC60 – What if anything did you do after you saw the most recent example of something hateful online? (prompted responses, multi coded)

Base: Children aged 12-15 who have seen hate speech online in the past 12 months (373).

One in six 12-15 year olds have seen something troubling or scary online, and this is more likely than in 2018

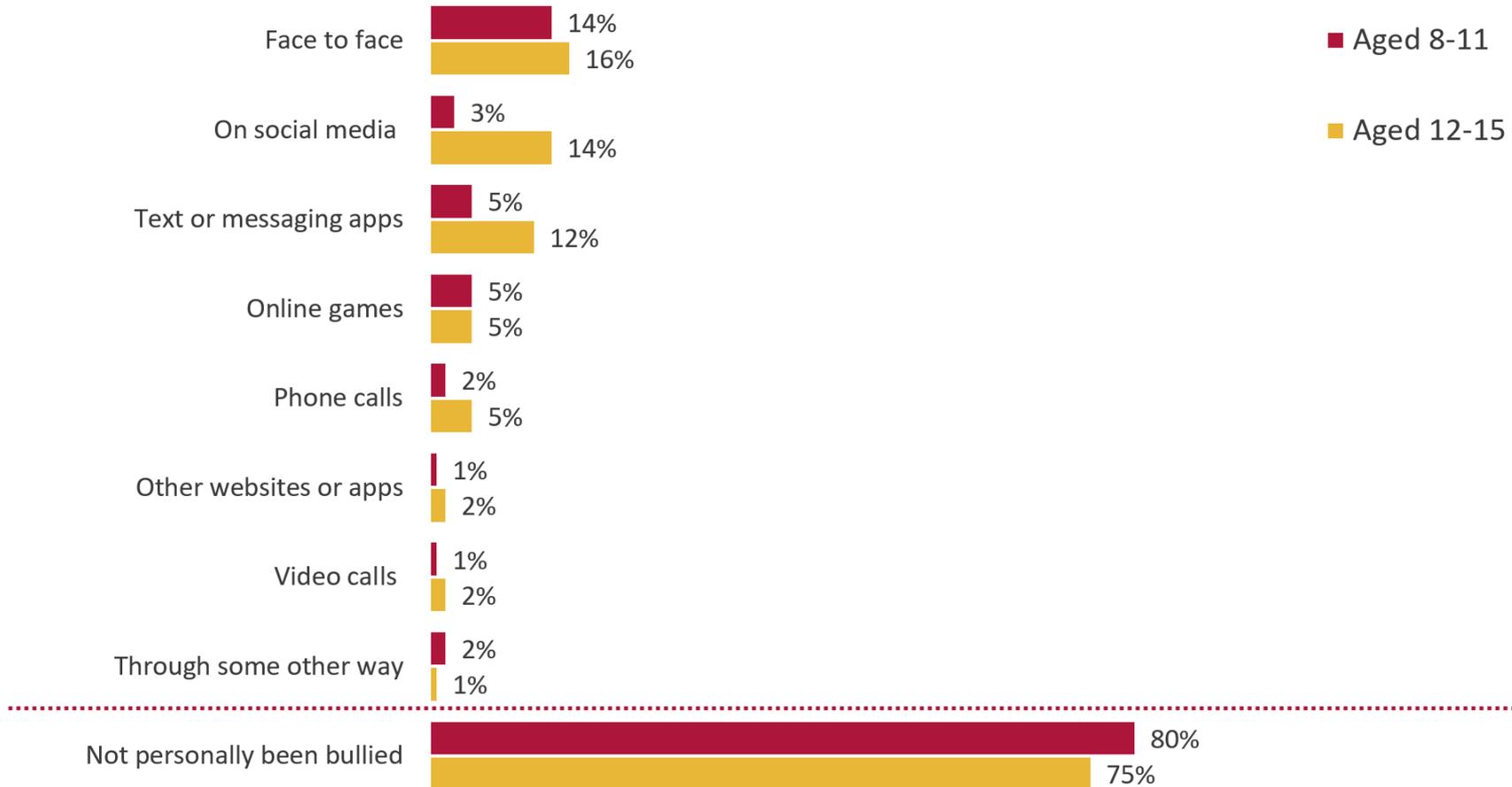
Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QC56 – Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone (prompted responses, multi coded)
 Base: Children aged 12-15 who opted to answer the question (718).
 Significance testing shows any change between 2018 and 2019.

Children aged 12-15 are more likely than 8-11s to say they have been bullied on social media or through text or messaging apps

Type of bullying experienced, by age: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

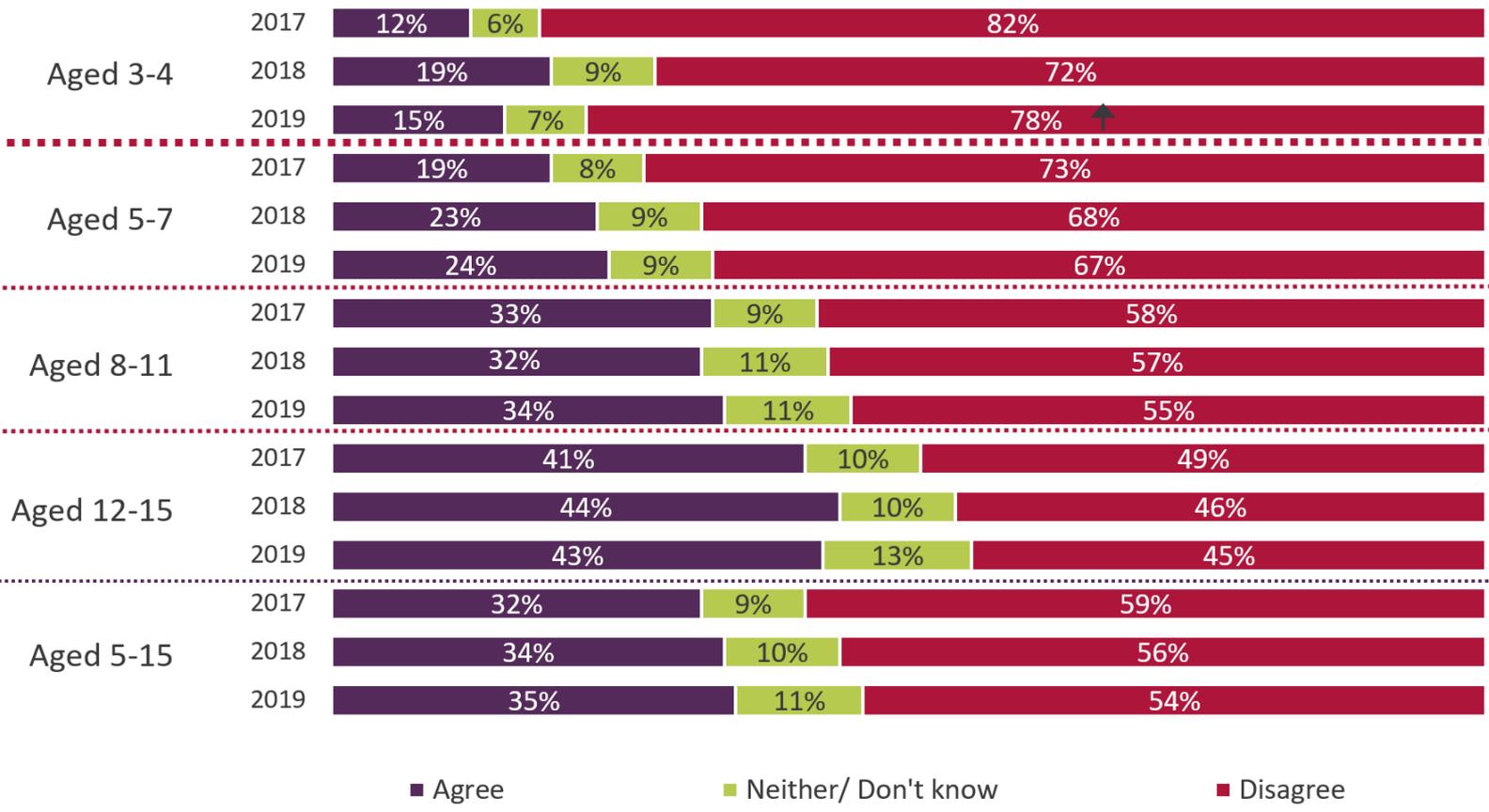
QC55 - When somebody was nasty or hurtful to you did it happen in any of these ways? (prompted responses, multi coded)

Base: Children aged 8-15 who opted to answer the question (734 aged 8-11, 718 aged 12-15).

8. Parents' attitudes and concerns

The proportion of parents who agree that they find it hard to control their child's screen time increases with each age group

Parental agreement with "I find it hard to control my child's screen time", by age: 2017, 2018 and 2019

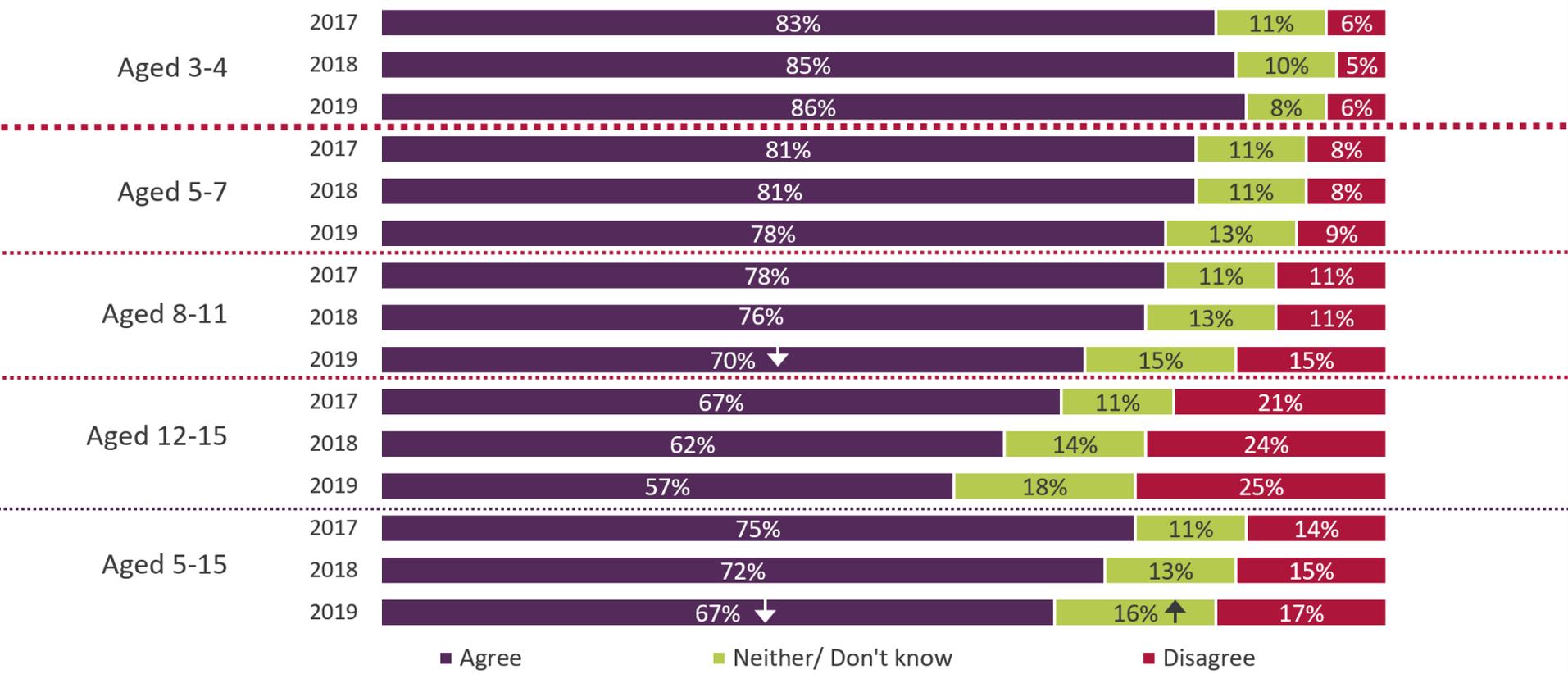


Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP75A – I'd now like to ask you some questions about your child's screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices. Please tell me the extent to which you agree or disagree with the following statements.

Base: Parents of children aged 3-4 (900) or 5-15 (764 aged 5-7, 817 aged 8-11, 762 aged 12-15, 2343 aged 5-15). Significance testing shows any change between 2018 and 2019.

The majority of parents of children in each age group agree that their child has a good balance between screen time and doing other things

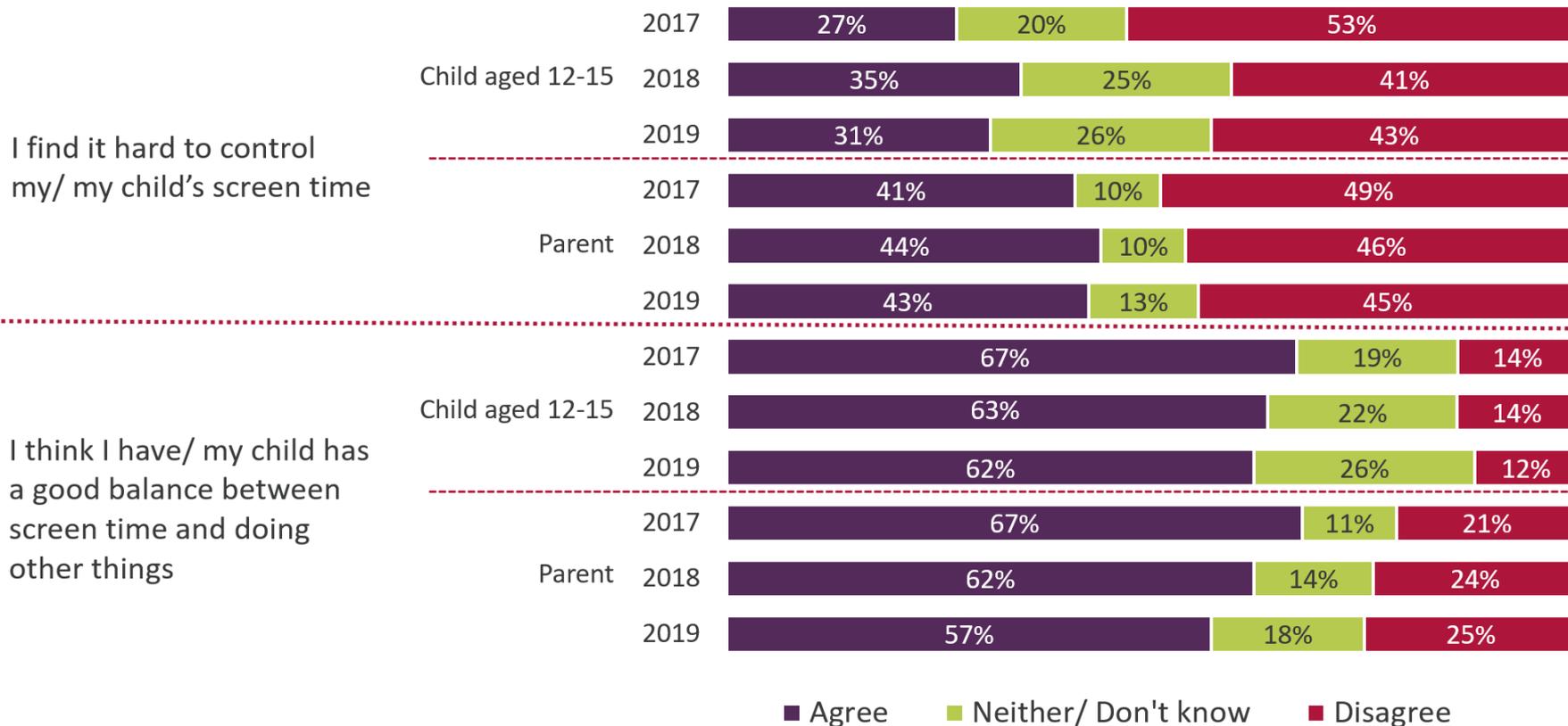
Parental agreement with “I think my child has a good balance between screen time and doing other things”, by age: 2017, 2018 and 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QP75B – I’d now like to ask you some questions about your child’s screen time. By screen time I mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices.. Please tell me the extent to which you agree or disagree with the following statements.
 Base: Parents of children aged 3-4 (900) or 5-15 (764 aged 5-7, 817 aged 8-11, 762 aged 12-15, 2343 aged 5-15). Significance testing shows any change between 2018 and 2019.

Controlling screen time remains more of an issue for parents than for children aged 12-15

Agreement with attitudinal statements about screen time for children aged 12-15, child and parent response: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

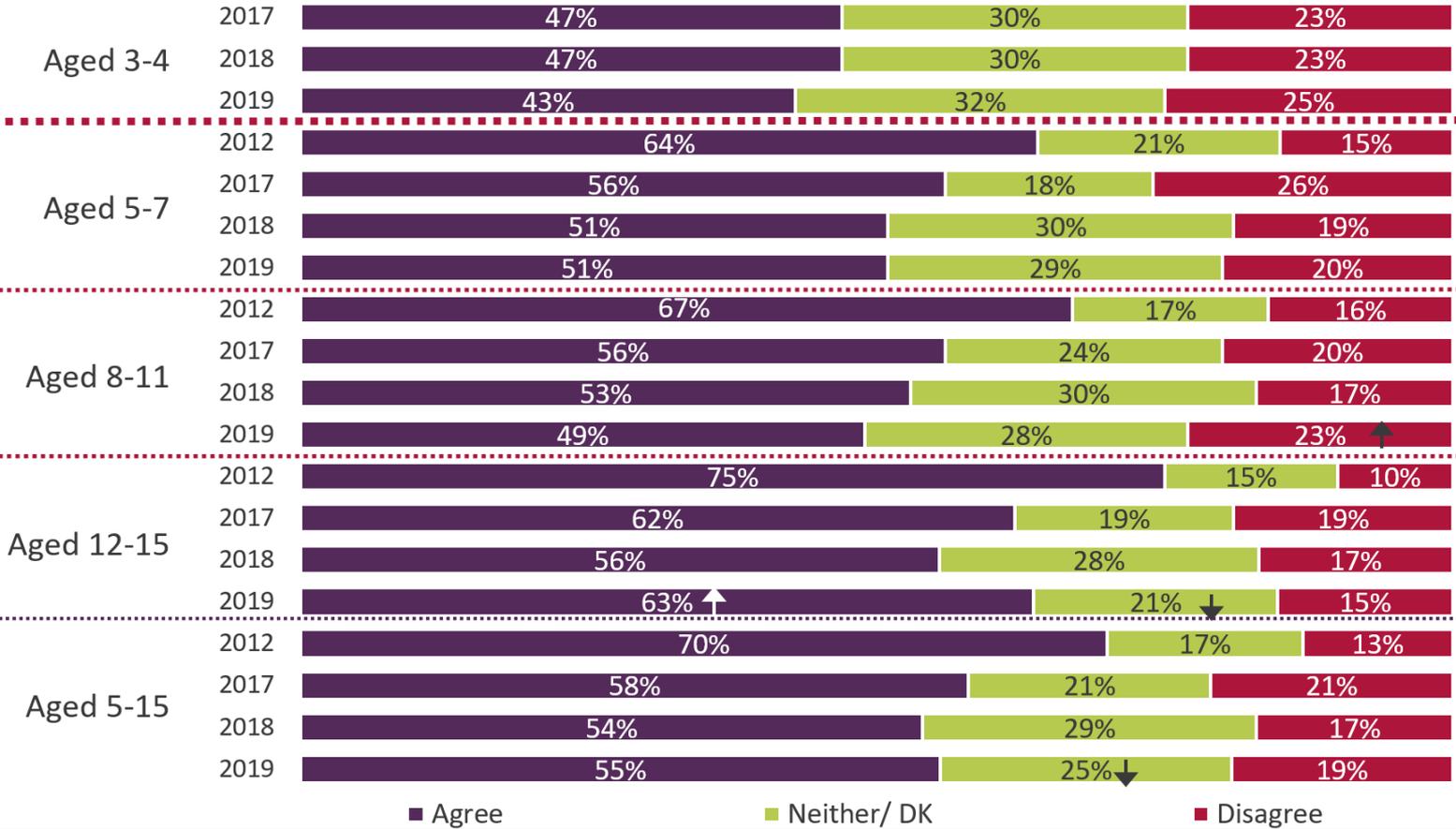
QP75A/B/ QC46A/B – I'd now like to ask you some questions about your child's/ your screen time. By screen time I mean the time your child spends/ you spend looking at screens on all the different devices they / you may use, including TV, mobile phones, laptops, tablets and gaming devices. Please tell me the extent to which you agree or disagree with the following statements.(prompted responses, single coded)

Base: Parents of children/ children aged 12-15 (762)



Over half of parents of 5-15s feel that the benefits of the internet for their child outweigh the risks

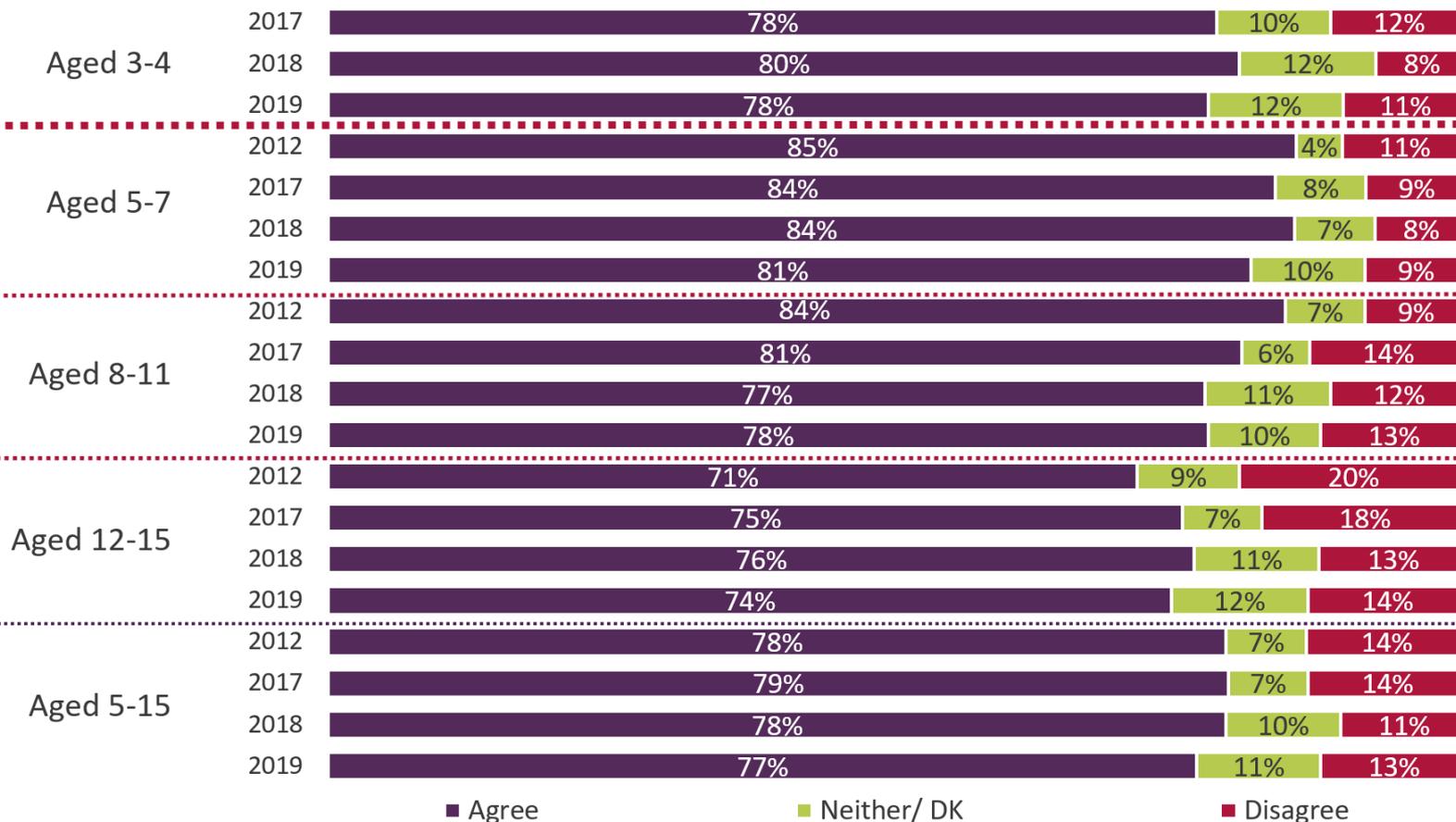
Parental agreement with “The benefits of the internet for my child outweigh any risks”, among those whose child goes online at home (2012) or elsewhere (2017, 2018 and 2019), by age



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QP48A – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
 Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15). Significance testing shows any change between 2018 and 2019.

More than three quarters of parents of 3-4s and 5-15s feel they know enough to help their child to stay safe online

Parental agreement with “I feel I know enough to help my child to stay safe online*” among those whose child goes online at home (2012) or elsewhere (2017, 2018, 2019), by age



■ Agree

■ Neither/ DK

■ Disagree

Source: Ofcom Parent and Children’s Media Literacy Tracker 2019

QP48B –Please tell me the extent to which you agree or disagree with these statements in relation to your child (prompted responses, single coded)

*In 2014-2017, this question referred to ‘I feel I know enough to help my child manage online risks’

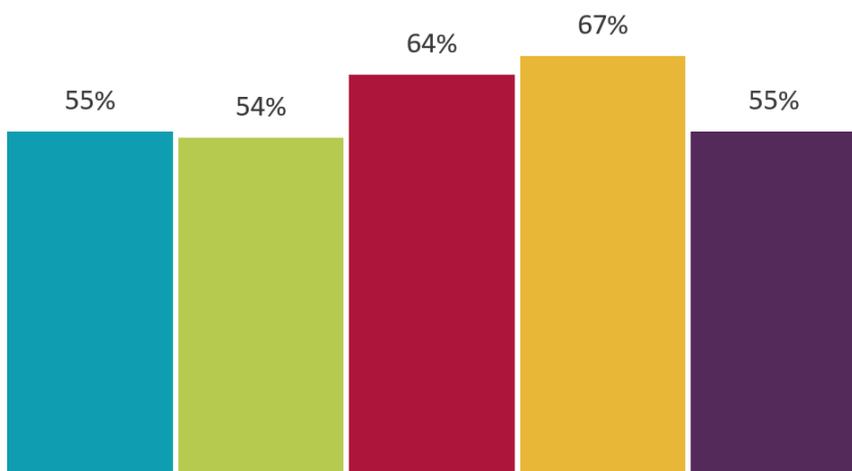
Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15).

Parents in both Scotland and Wales are more likely, than parents in the England or Northern Ireland, to feel that the benefits of the internet outweigh the risks, and they feel they know enough to help keep their child safe online

Agreement with attitudinal statements about the internet, by UK Nation: 2019

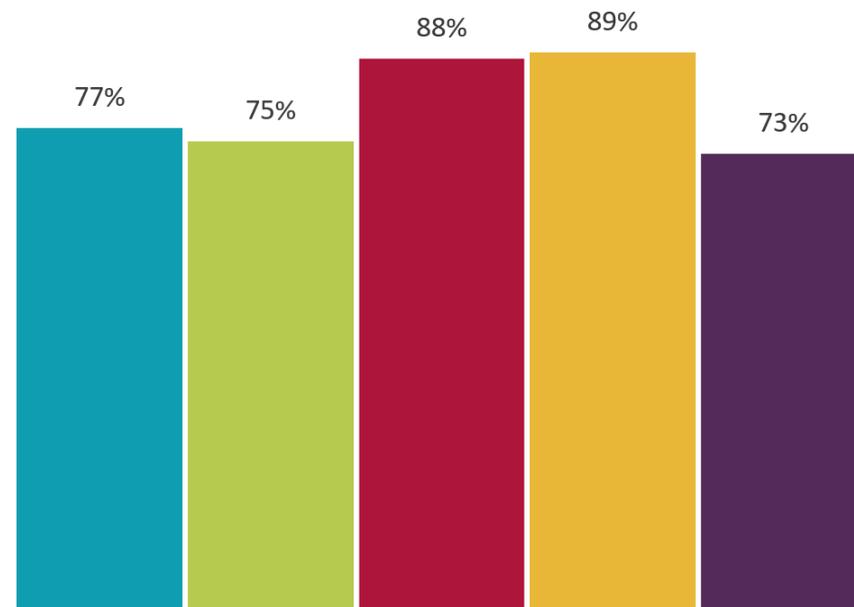
Parents agree with:

The benefits of the internet for my child outweigh any risks



Parents agree with:

I feel I know enough to help my child to stay safe online



■ UK

■ England

■ Scotland

■ Wales

■ Northern Ireland

Source: Ofcom Parent and Children's Media Literacy Tracker 2019

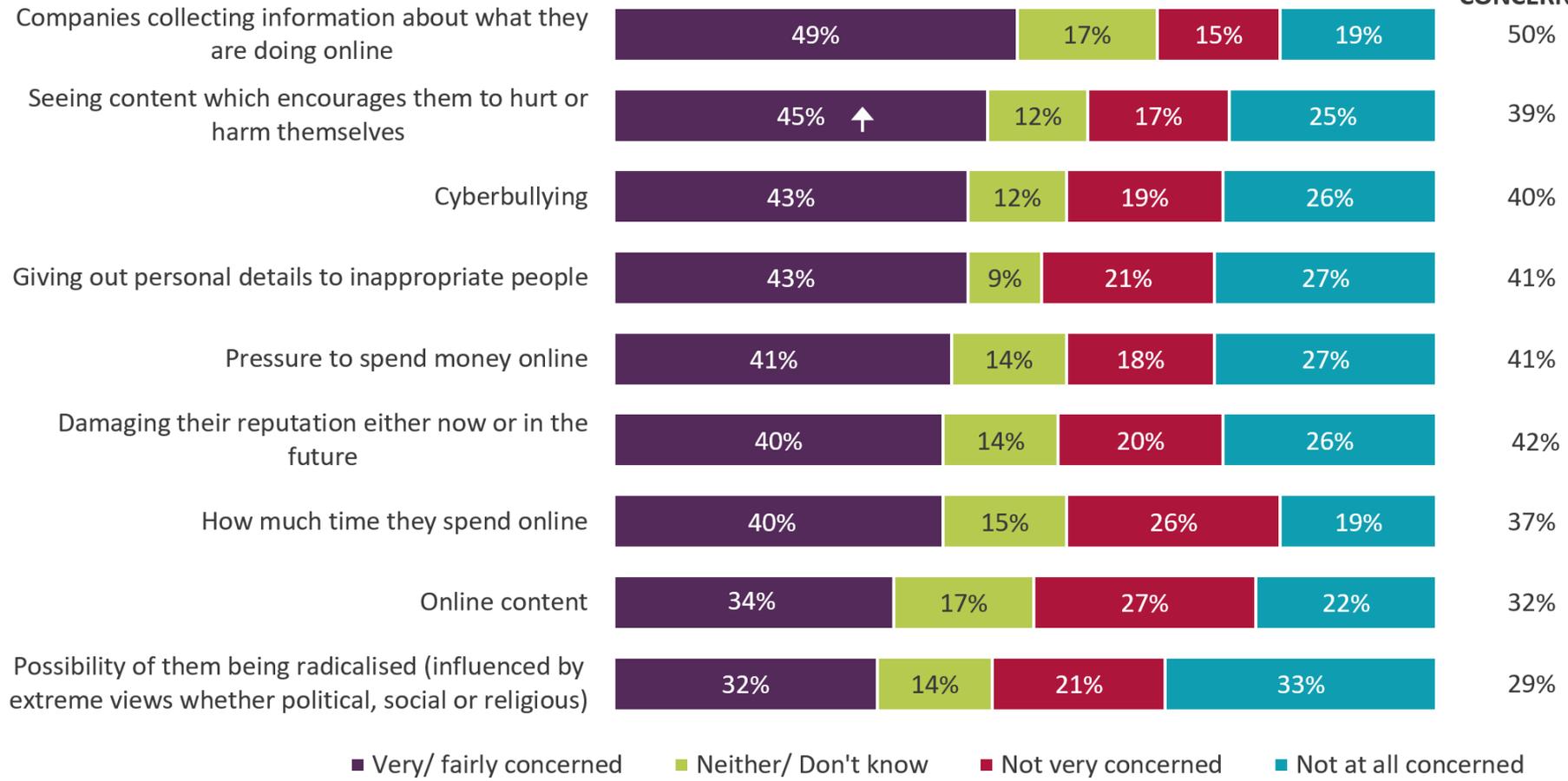
QP48A/B – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)

Base: Parents of children who go online (2133 UK, 1144 England, 319 Scotland, 344 Wales, 326 Northern Ireland).

At least three in ten parents of 5-15s who go online are concerned about aspects of their child’s internet use, with little change since 2018

Parental concerns about aspects of their child’s internet use, 5-15s: 2019

2018 TOTAL CONCERNED



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019

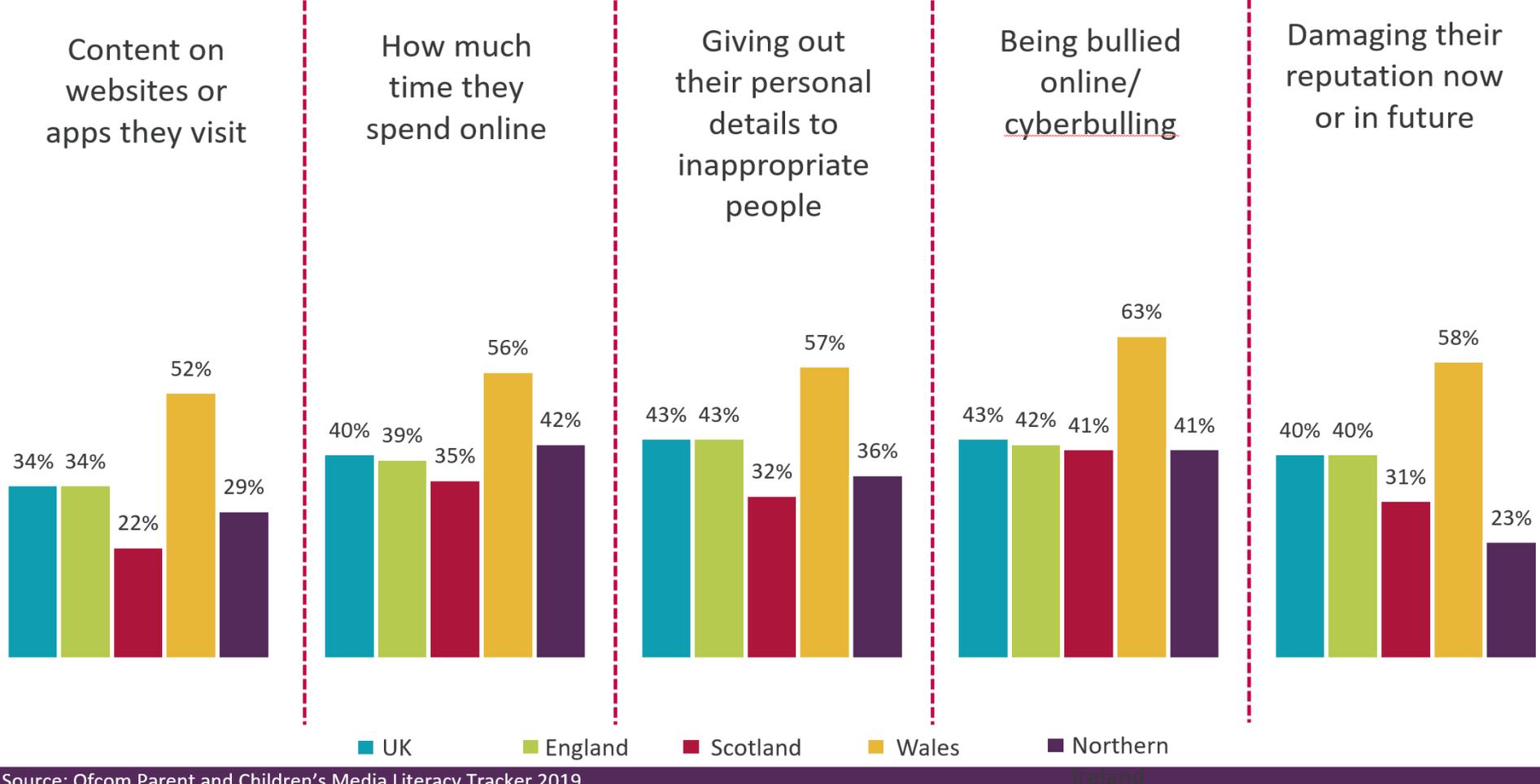
QP51A-J – Please tell me the extent to which you are concerned about these possible aspects of your child’s online activities.

Please bear in mind I mean using the internet across any device whether it’s a desktop computer, laptop, netbook or tablet like an iPad, a mobile phone or smartphone or a games console. (prompted responses, single coded)

Base: Parents of children aged 5-15 who go online (2133). Significance testing shows any change between 2018 and 2019.

Parents of children in Wales are more likely to be concerned about various aspects of their child being online, than parents in the other UK nations

Parental concerns about aspects of their child's internet use, 5-15s, by **UK nation**: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

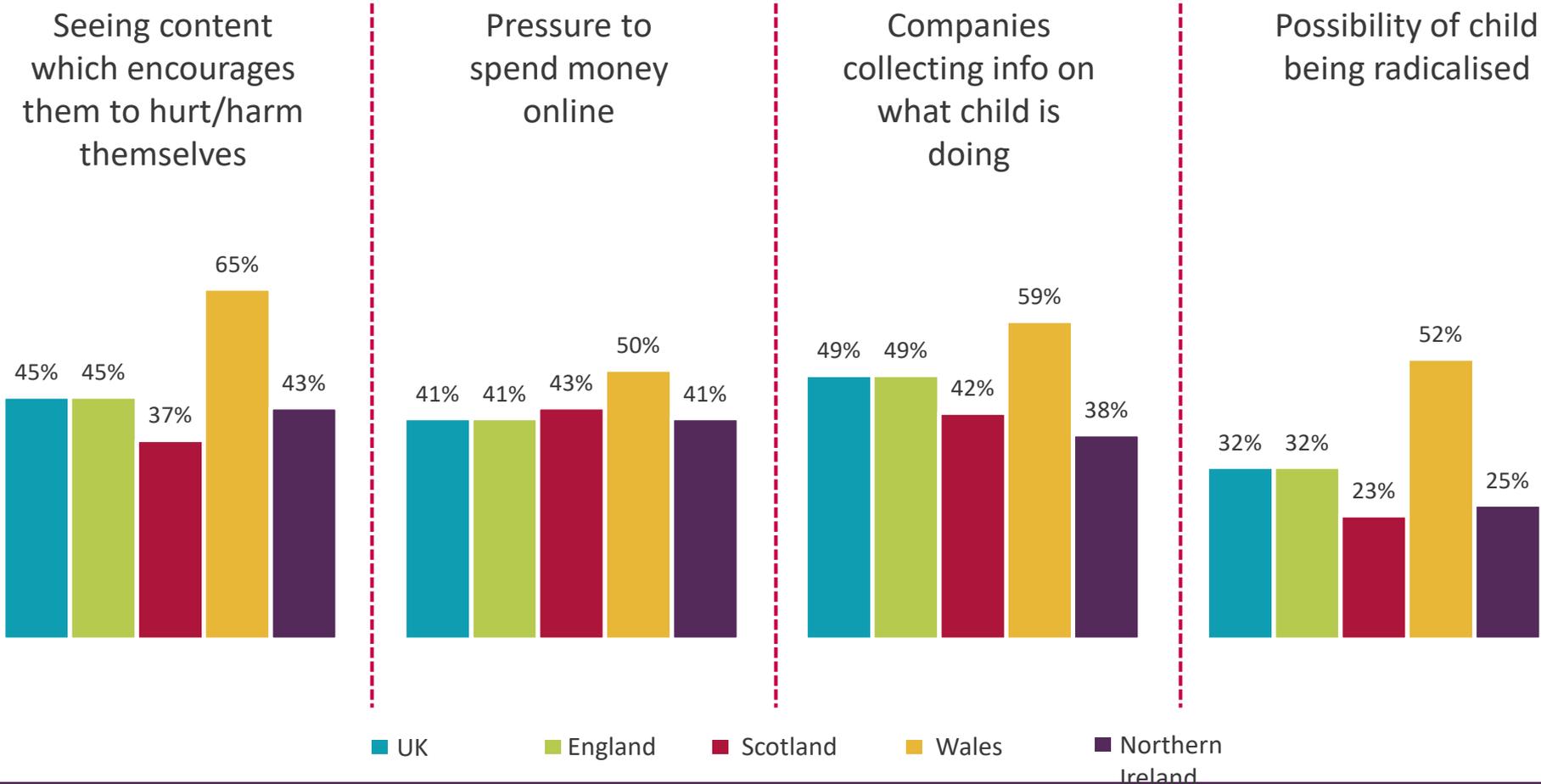
QP51A-J – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities.

Please bear in mind I mean using the internet across any device whether it's a desktop computer, laptop, netbook or tablet like an iPad, a mobile phone or smartphone or a games console. (prompted responses, single coded)

Base: Parents of children aged 5-15 who go online (2133 UK, 1144 England, 319 Scotland, 344 Wales, 326 Northern Ireland).

Parents of children in Wales are more likely to be concerned about various aspects of their child being online, than parents in the other UK nations

Parental concerns about aspects of their child's internet use, 5-15s, by **UK nation**: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP51A-J – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities.

Please bear in mind I mean using the internet across any device whether it's a desktop computer, laptop, netbook or tablet like an iPad, a mobile phone or smartphone or a games console. (prompted responses, single coded)

Base: Parents of children aged 5-15 who go online (2133 UK, 1144 England, 319 Scotland, 344 Wales, 326 Northern Ireland).

Parents of children in Wales are more likely to be concerned about various aspects of their child being online, than parents in the other UK nations

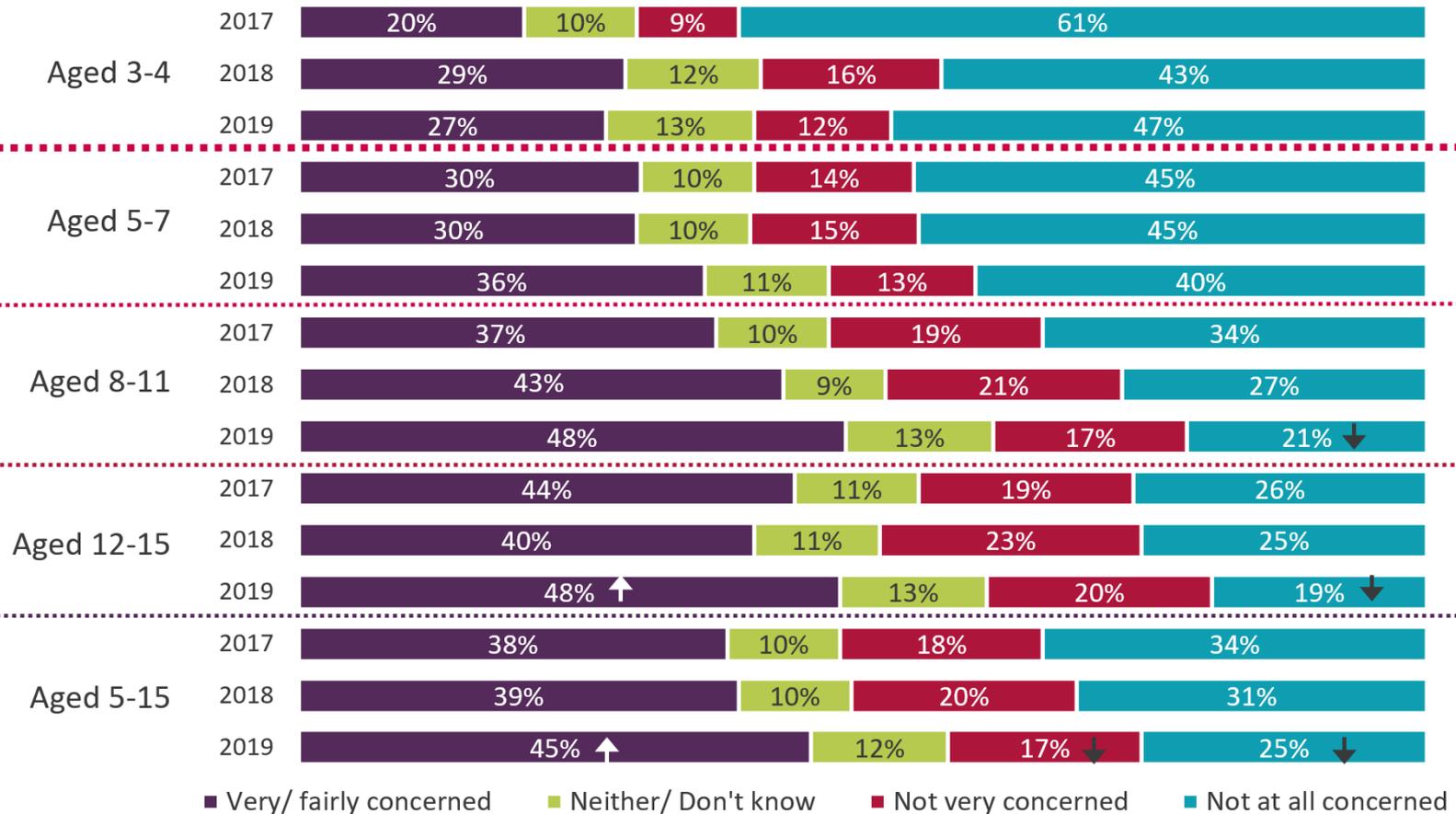
Parental concerns about aspects of their child's internet use, 5-15s, by **UK nation**: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP51A-J – Please tell me the extent to which you are concerned about these possible aspects of your child's online activities.
 Please bear in mind I mean using the internet across any device whether it's a desktop computer, laptop, netbook or tablet like an iPad, a mobile phone or smartphone or a games console. (prompted responses, single coded)
 Base: Parents of children aged 5-15 who go online (2133 UK, 1144 England, 319 Scotland, 344 Wales, 326 Northern Ireland).

Compared to 2018, parents of 12-15s are now more concerned about their child seeing content which encourages them to harm themselves

Parents' concerns about their child seeing content which encourages them to harm themselves, by age: 2017, 2018, 2019



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

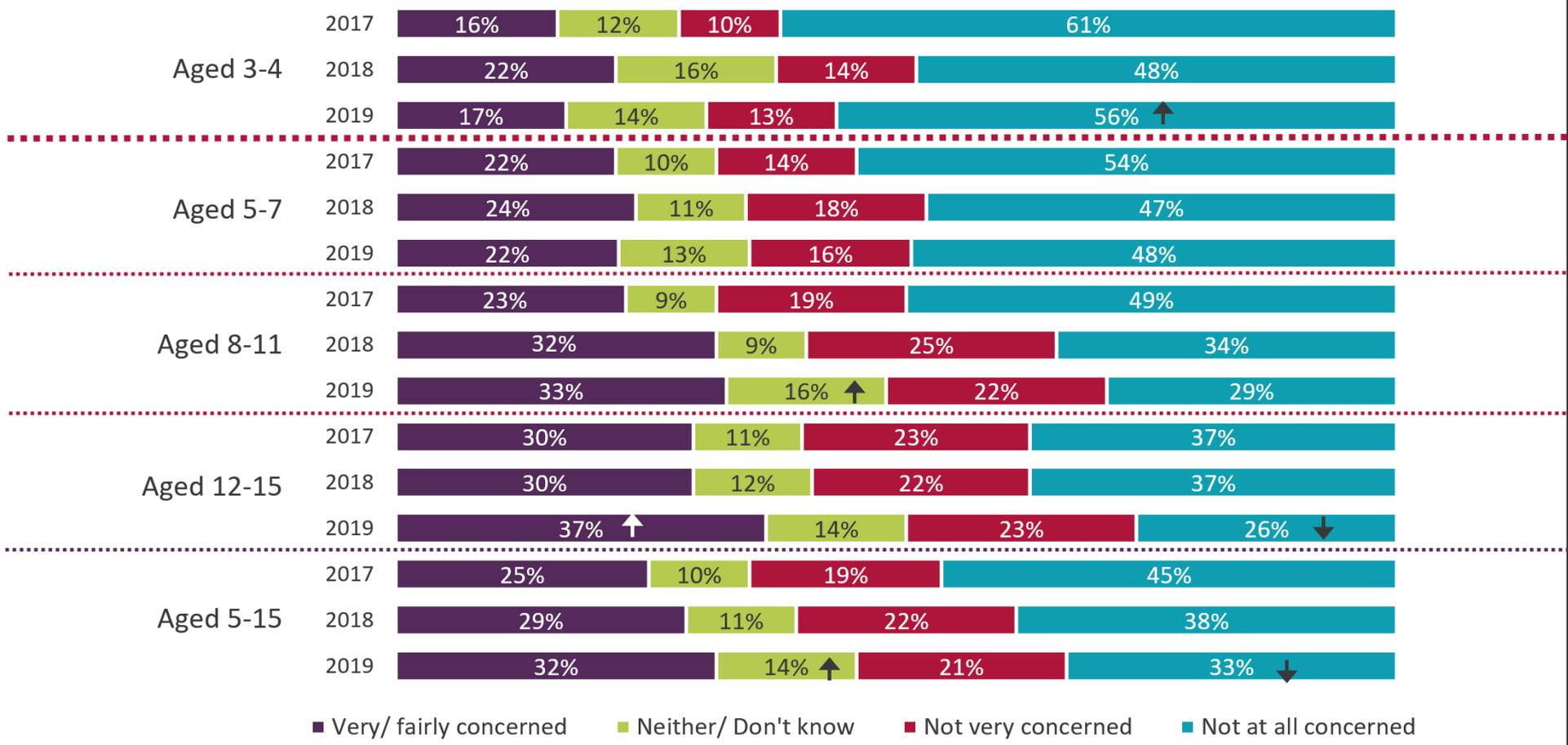
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

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

Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15). Significance testing shows any change between 2018 and 2019.

Close to four in ten parents of 12-15s are concerned about the potential for their child to be radicalised online; an increase compared to 2018

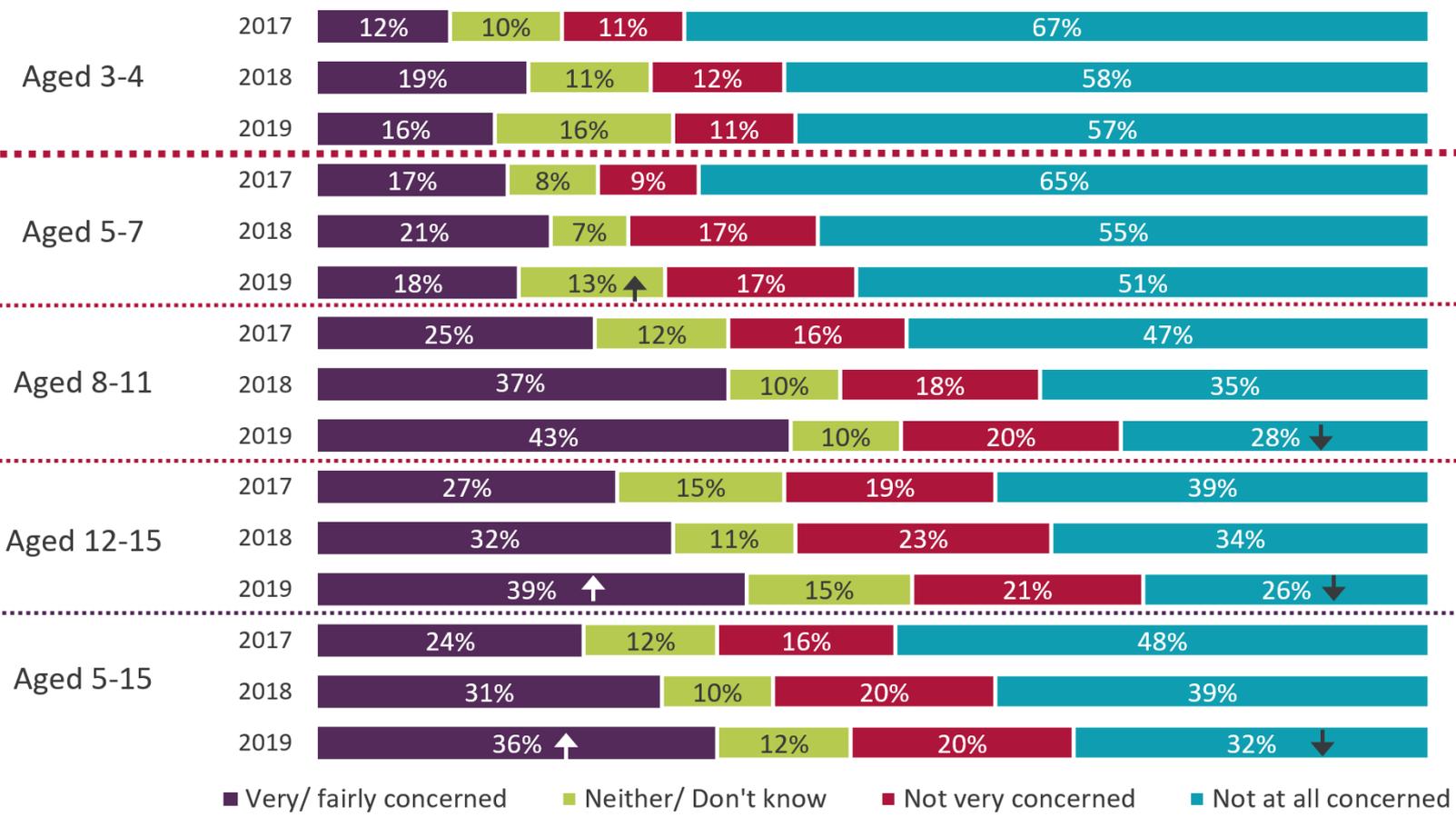
Parents' concerns about the possibility of their child being radicalised online: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP51J - Please tell me the extent to which you are concerned about these possible aspects of your child's online activities – The possibility of my child being radicalised e.g. influenced by extreme views online whether political, social or religious. (prompted responses, single coded)
 Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15). Significance testing shows any change between 2018 and 2019.

Parents of 12-15s are more likely than in 2018 to say they are concerned about their child being bullied when gaming

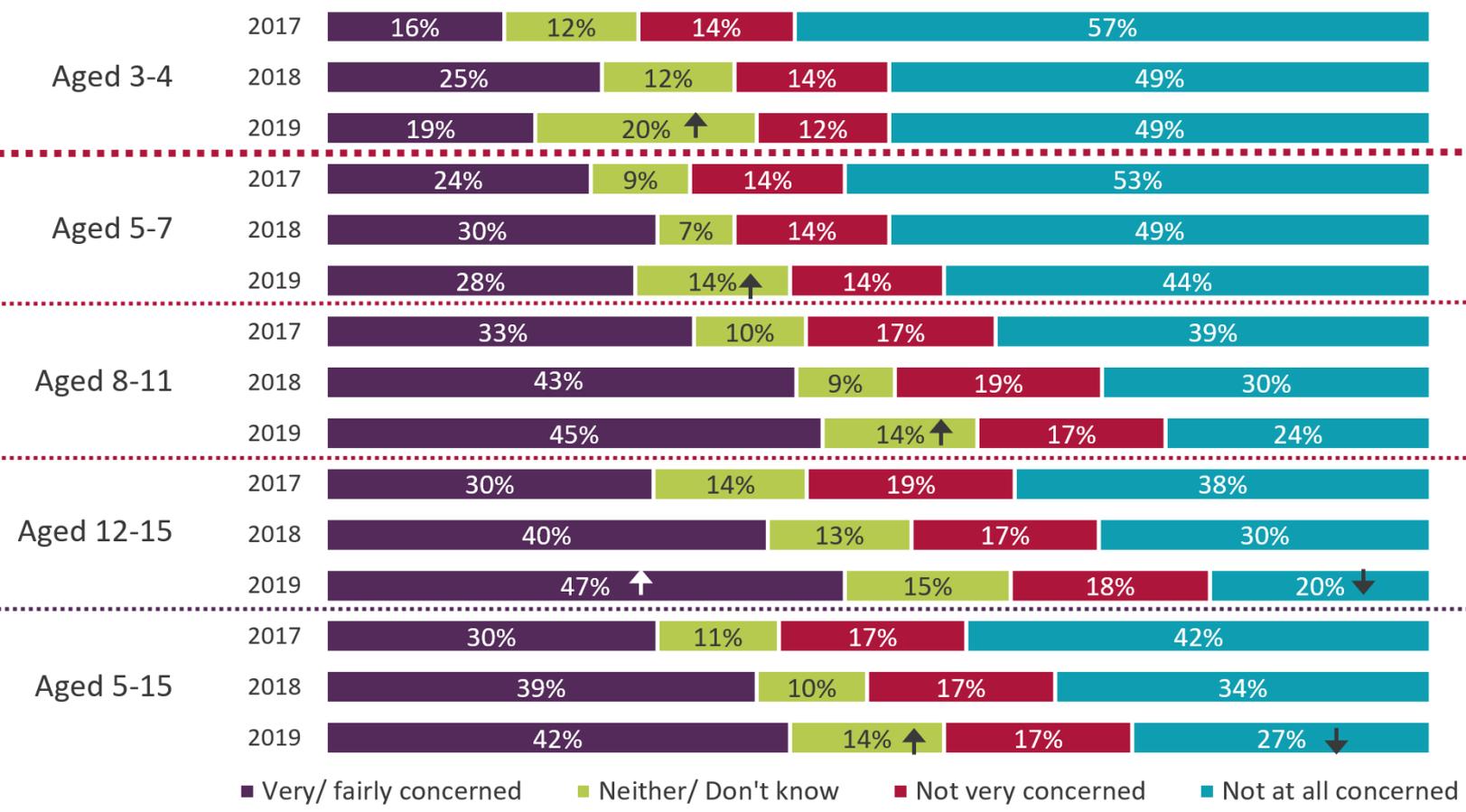
Parents' concerns about the possibility of the child being bullied by other players: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP74E – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The possibility of them being bullied by other players (prompted responses, single coded)
 Base: Parents whose child ever plays games (346 aged 3-4, 503 aged 5-7, 646 aged 8-11, 605 aged 12-15, 1754 aged 5-15). Significance testing shows any change between 2018 and 2019.

Close to half of parents of 8-15s who play games are concerned about the pressure on their child to make in-game purchases, an increase since 2018

Parents' concerns about the pressure to make in-game purchases, by age: 2017, 2018, 2019

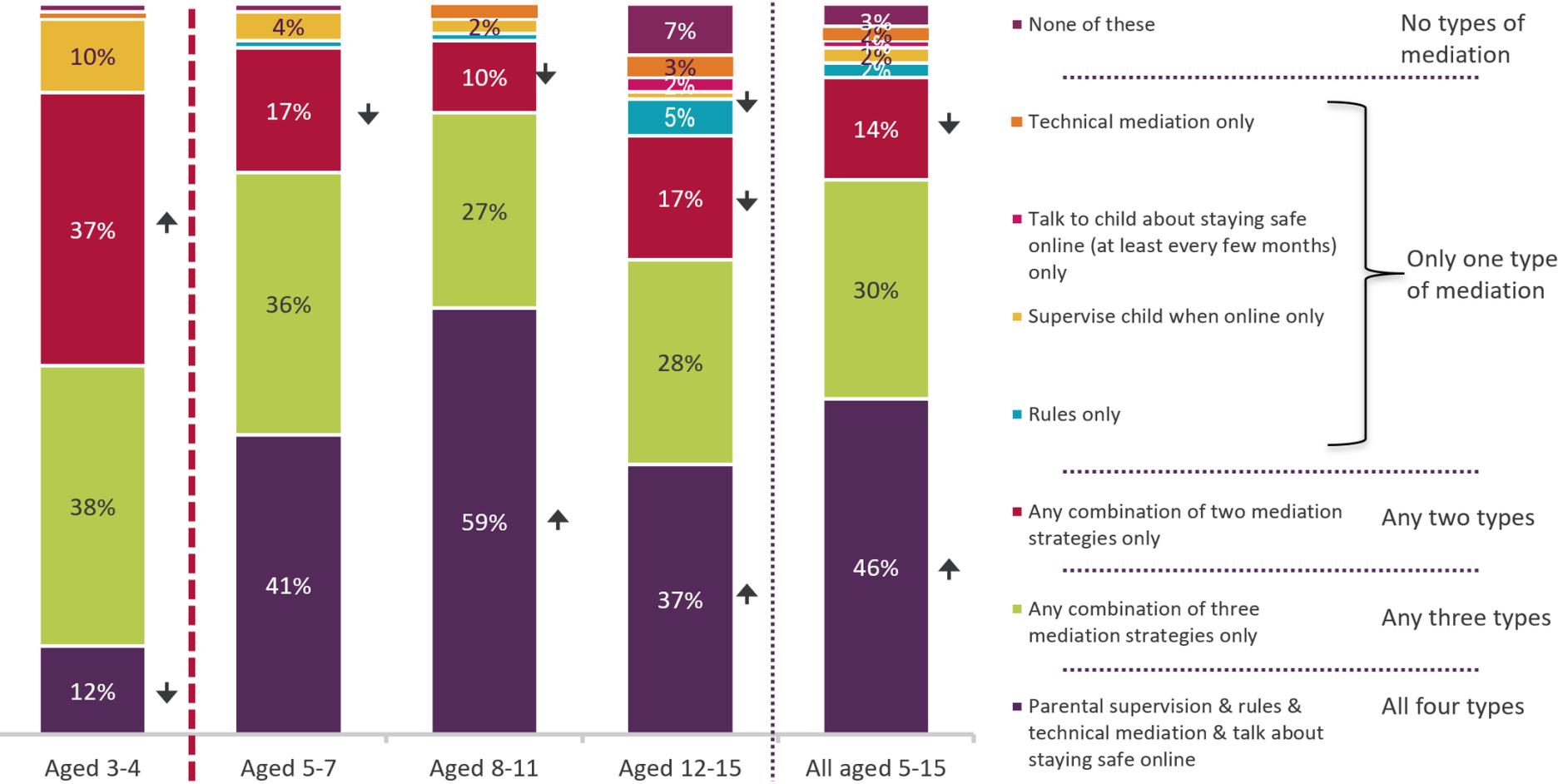


Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP74D – Please tell me the extent to which you are concerned about these aspects of your child's games playing through any means - The pressure to make in-game purchases for things like access to game upgrades, additional points, tokens or levels, particular characters or avatars (prompted responses, single coded)
 Base: Parents whose child ever plays games (346 aged 3-4, 503 aged 5-7, 646 aged 8-11, 605 aged 12-15, 1754 aged 5-15). Significance testing shows any change between 2018 and 2019.

9. Parental mediation

Parents of 5-15s are more likely than in 2018 to say they use all four types of mediation strategy

Combinations of online mediation strategies used by parents of 3-15s whose child goes online: 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

Derived from several questions

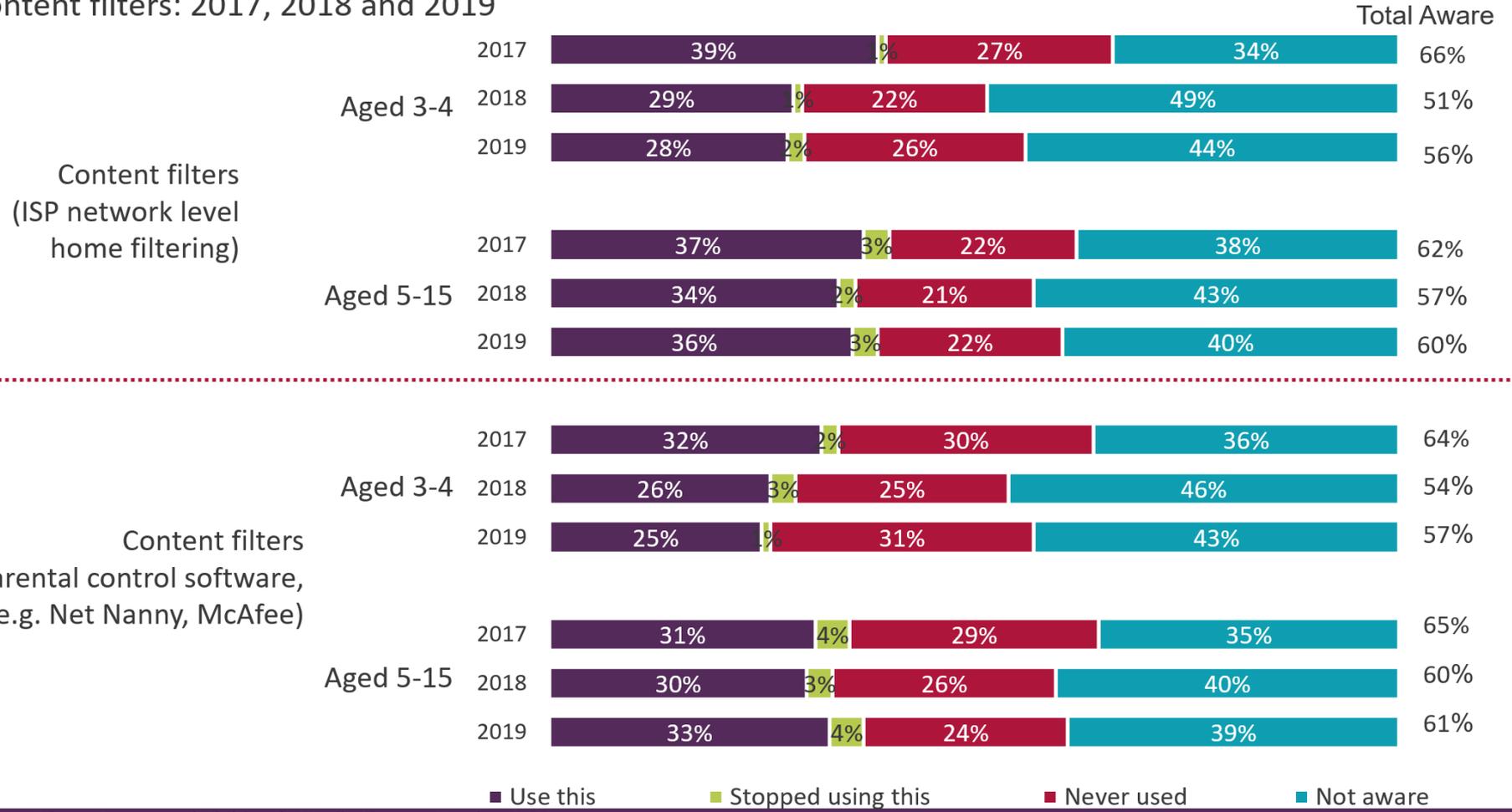
Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15).

Significance testing shows any change between 2018 and 2019.

Use and awareness of content filters among parents of 3-4s and 5-15s is unchanged since 2018



Parents of 3-4s and 5-15s who have home broadband and whose child goes online, use and awareness of content filters: 2017, 2018 and 2019



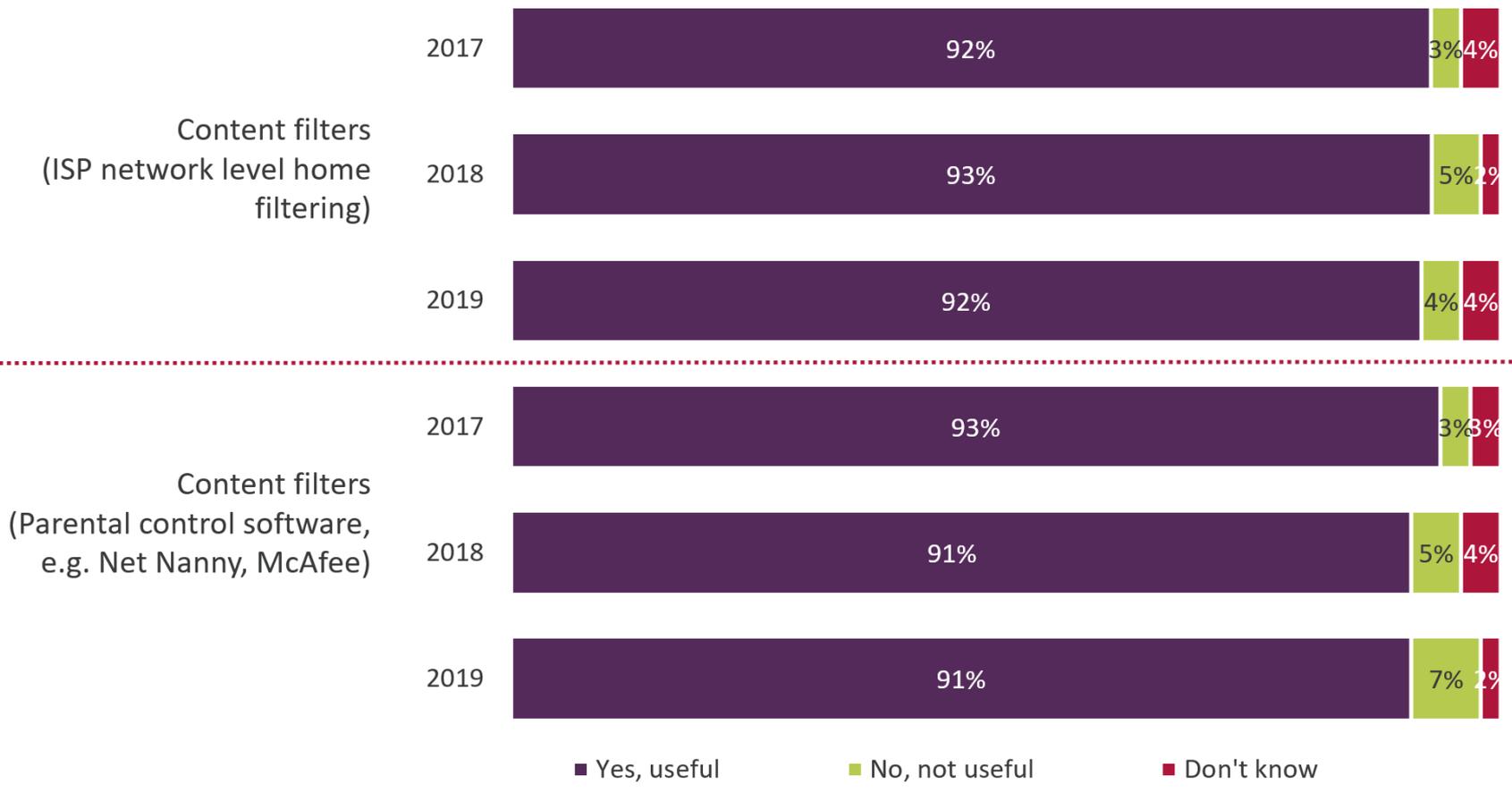
■ Use this ■ Stopped using this ■ Never used ■ Not aware

Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP31A/B Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32A/B Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded)/ QP33A/B Have you stopped using either or both of these types of technical tools or controls to manage your child's access to online content? Which? (prompted responses, multi coded). Base: Parents with a fixed broadband connection at home where the child goes online (556 parents of 3-4s, 2032 parents of 5-15s).



As in previous years, nine in ten parents of 5-15s who use content filters consider them useful

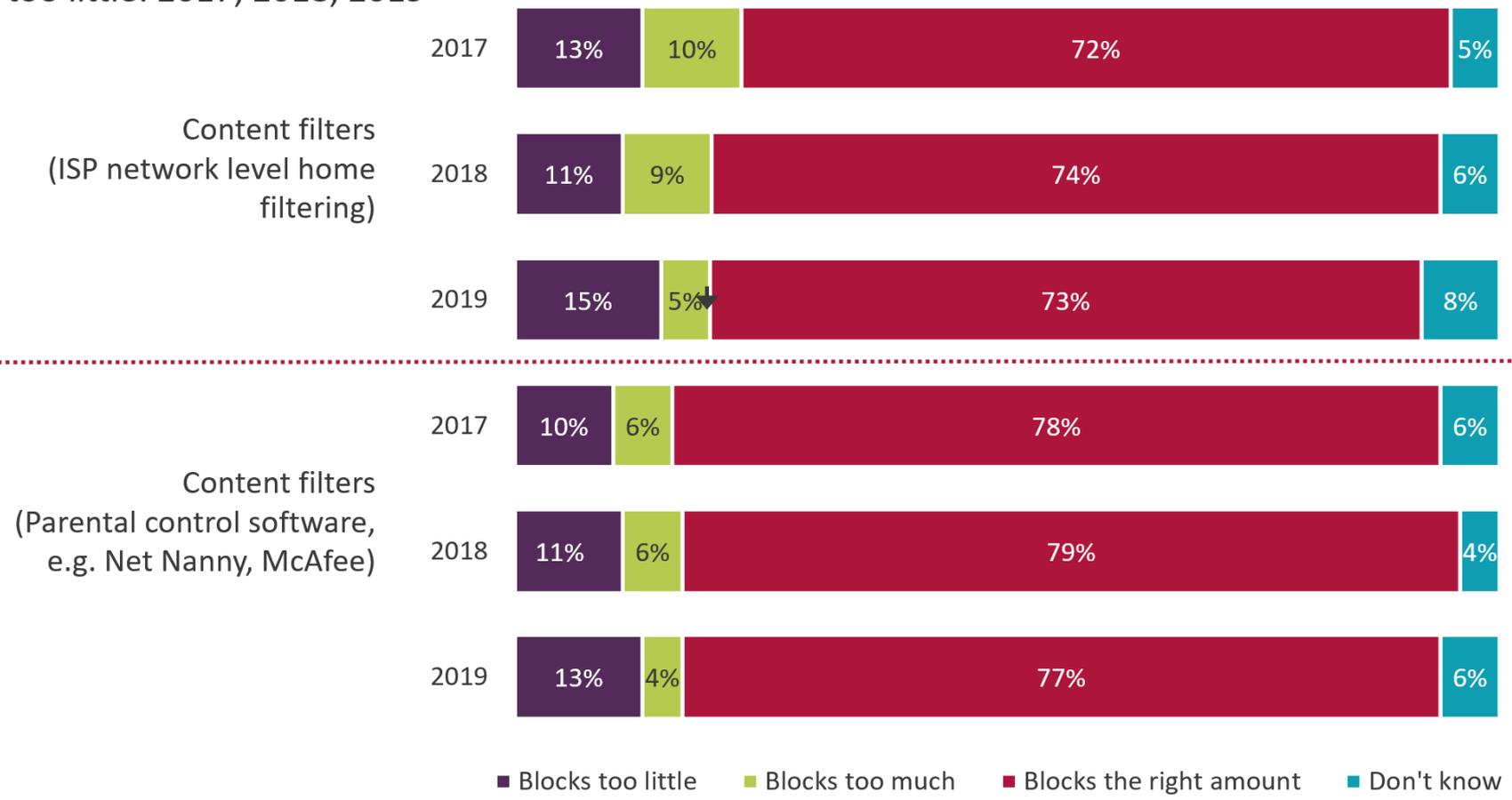
Parents of 5-15s who use filters, usefulness of technical tools: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP34A-B Do you find this tool useful? (unprompted responses, single coded)
 Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (variable base).

Most parents of 3-4s or 5-15s who use each type of content filter say it blocks the right amount of content

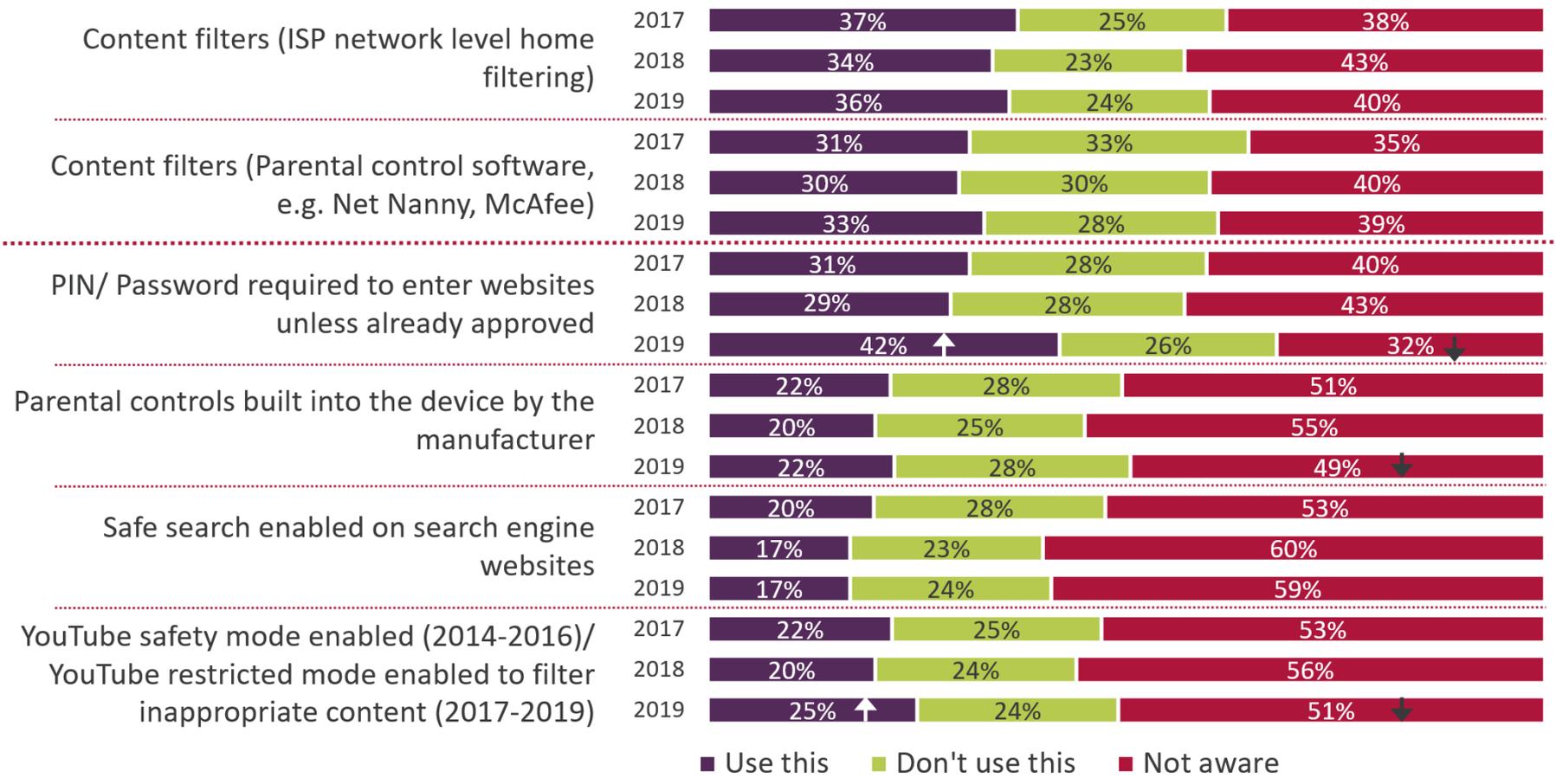
Parents of 5-15s who use content filters, perception of technical tools blocking too much or too little: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP35A-B Do you think they block too much content or too little content? (unprompted responses, single coded)
 Base: Parents of children aged 5-15 with a broadband internet connection at home where the child goes online who use each technical tool or control (variable base).
 Significance testing shows any change between 2018 and 2019.

Parents of 5-15s are now more likely to use PIN/password controls to restrict access to websites and to use YouTube restricted mode

Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2017, 2018 and 2019

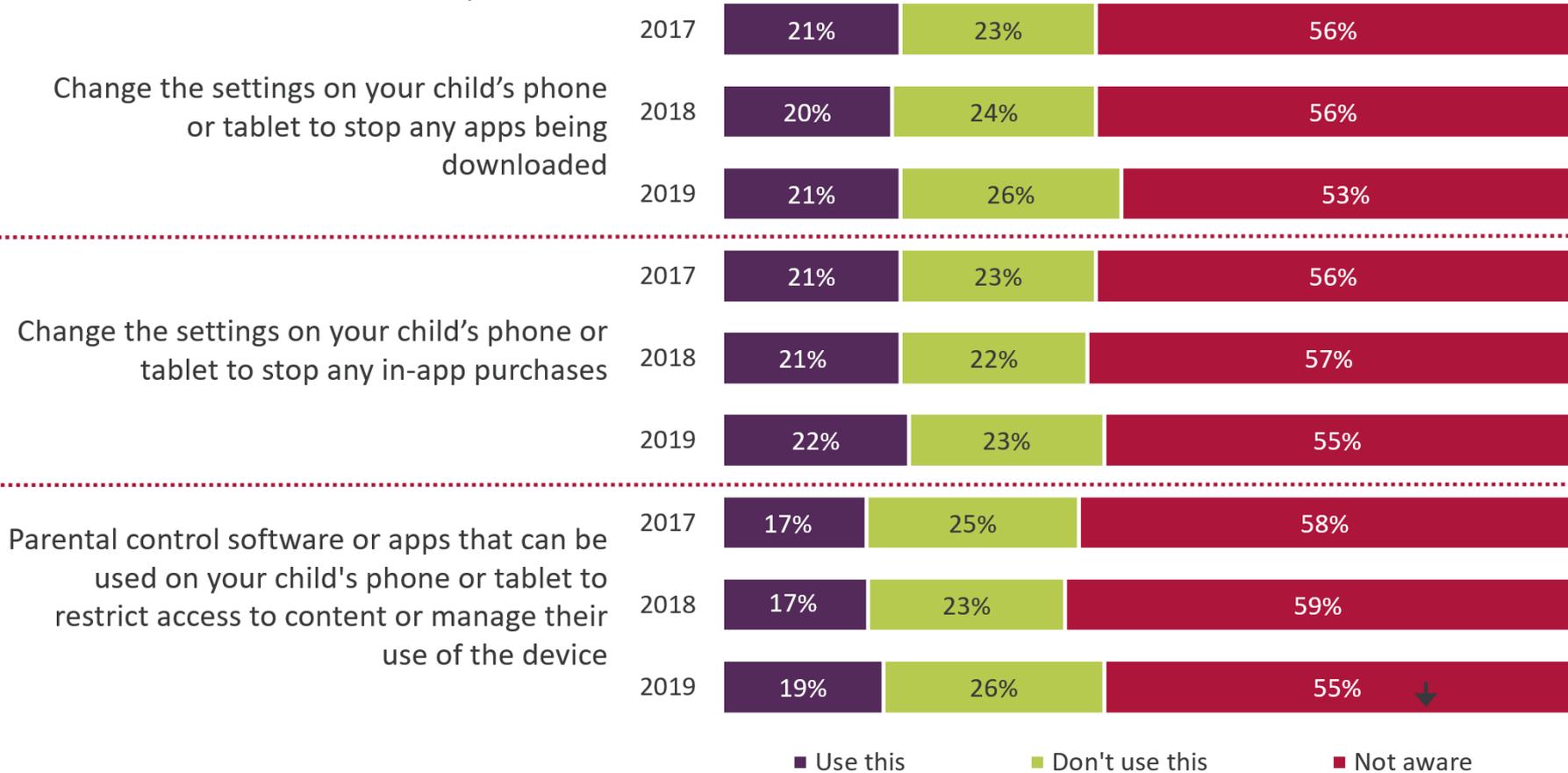


■ Use this ■ Don't use this ■ Not aware

Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP31A-F Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32A-F Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded)
 Base: Parents of 5-15s with a fixed broadband connection available to their child at home where the child goes online (2032).
 Significance testing shows any change between 2018 and 2019.

Use of tools for managing app installation and use is unchanged since 2018 among parents of 5-15s

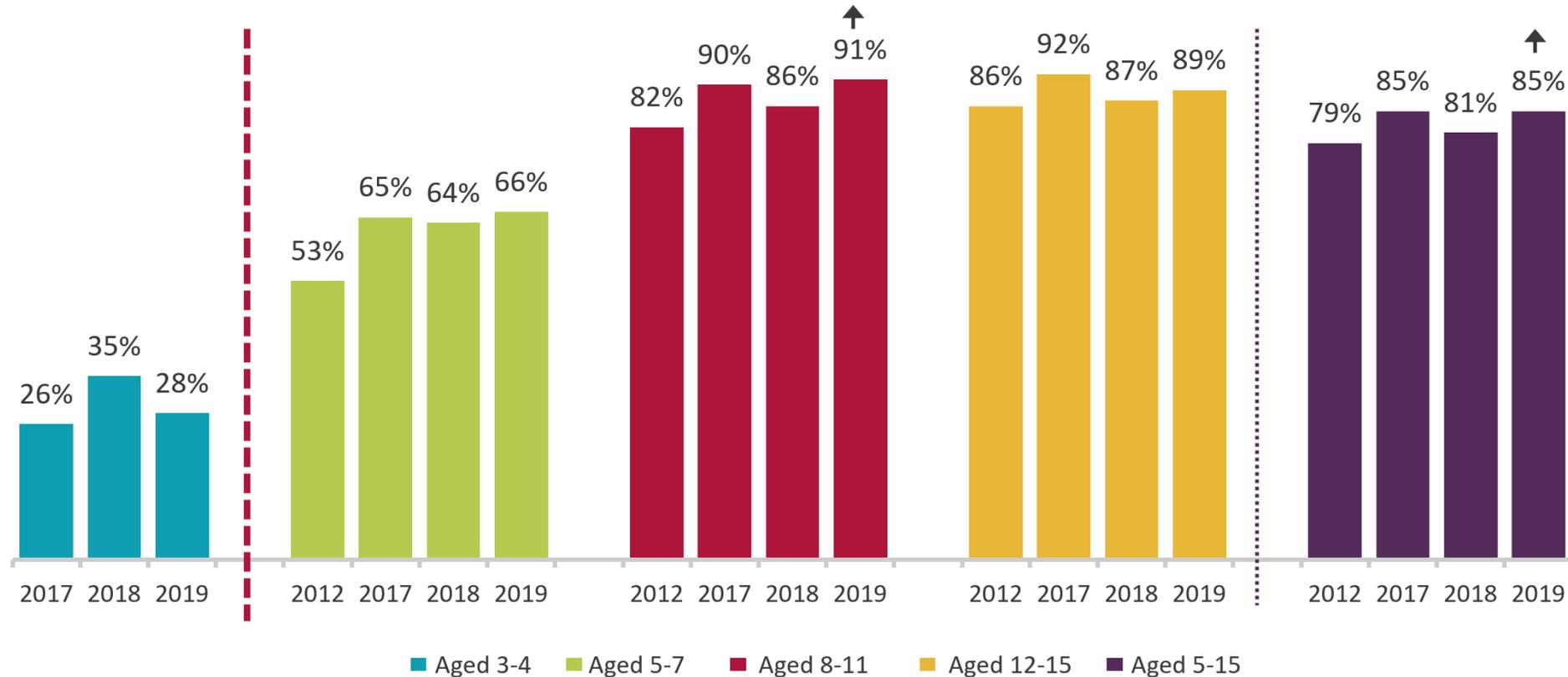
Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/controls for these devices: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019
 QP31G-I Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (prompted responses, multi coded)/ QP32G-I Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (prompted responses, multi coded).
 Base: Parents of 5-15s whose child uses a smartphone or tablet computer (2082). Significance testing shows any change between 2018 and 2019.

Compared to last year, parents of 8-11s are now more likely to have spoken to their child about staying safe online

Parents talking to their child about staying safe when online (2012)/ how to stay safe online: 2017, 2018 and 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

QP28 – Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc. (prompted responses, single coded).

Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15).

Significance testing shows any change between 2018 and 2019.

Close to nine in ten parents of 5-15s have looked for or received information or advice about how to help their child stay safe online

Parents of 5-15s stating they have looked for or received any information or advice about how to help their child to stay safe online: 2019

All whose child goes online	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
Base	602	634	755	744	2133
From child's school	29% ↓	68%	70%	64%	67%
From family or friends	28%	43% ↑	45%	47% ↑	45% ↑
From Internet service providers (ISPs)	18%	20% ↑	22%	22%	21%
From other websites with information about how to stay safe online	19% ↑	17% ↑	24% ↑	20% ↑	21% ↑
From TV, radio, newspapers or magazines	11%	17%	21% ↑	16%	18% ↑
From manufacturers or retailers selling the product	12% ↑	15% ↑	16% ↑	15%	15% ↑
From your child themselves	2% ↓	7% ↓	16%	20%	16%
From Government or local authority	5%	9%	10%	11%	10%
From the BBC	5%	8%	9%	8%	8%
From other sources	3%	3%	3%	3%	3%
TOTAL – ANY INFORMATION LOOKED FOR/ RECEIVED	62%	88% ↑	90%	85%	87% ↑

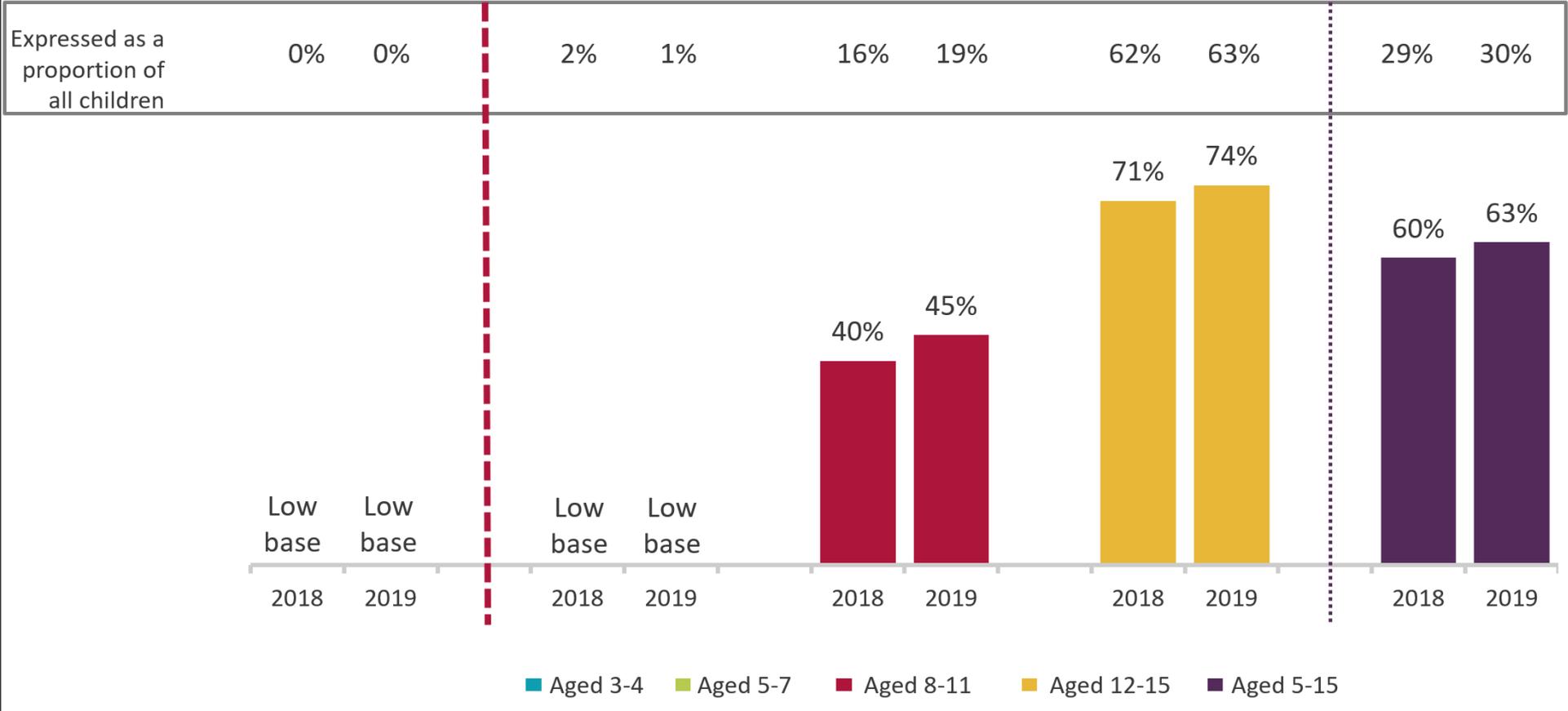
Source: Ofcom Parent and Children's Media Literacy Tracker 2019

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

Base: Parents of children who go online (602 aged 3-4, 634 aged 5-7, 755 aged 8-11, 744 aged 12-15, 2133 aged 5-15). Significance testing shows any change between 2018 and 2019.

As in 2018, most children aged 5-15 with a mobile are allowed to go to bed with it

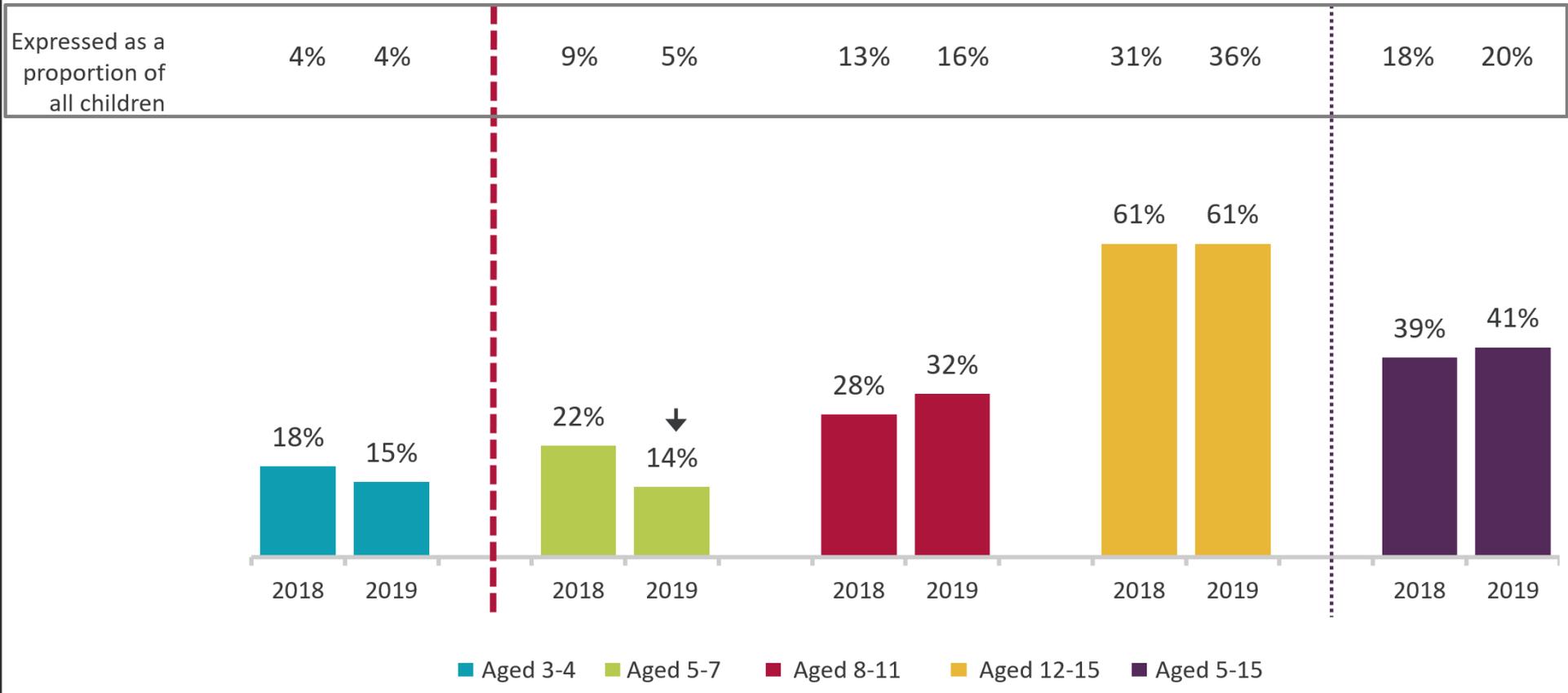
Incidence of parents allowing their child to go to bed with a mobile – among parents whose child has their own mobile : 2018 and 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QP30A-You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them? (unprompted response, single coded).
 Base: Parents of children who have their own mobile phone (8 aged 3-4, 43 aged 5-7, 340 aged 8-11, 647 aged 12-15, 1030 aged 5-15).
 Significance testing shows any change between 2018 and 2019.

Children aged 5-7 who have their own tablet are less likely than in 2018 to be allowed to take the tablet to bed with them

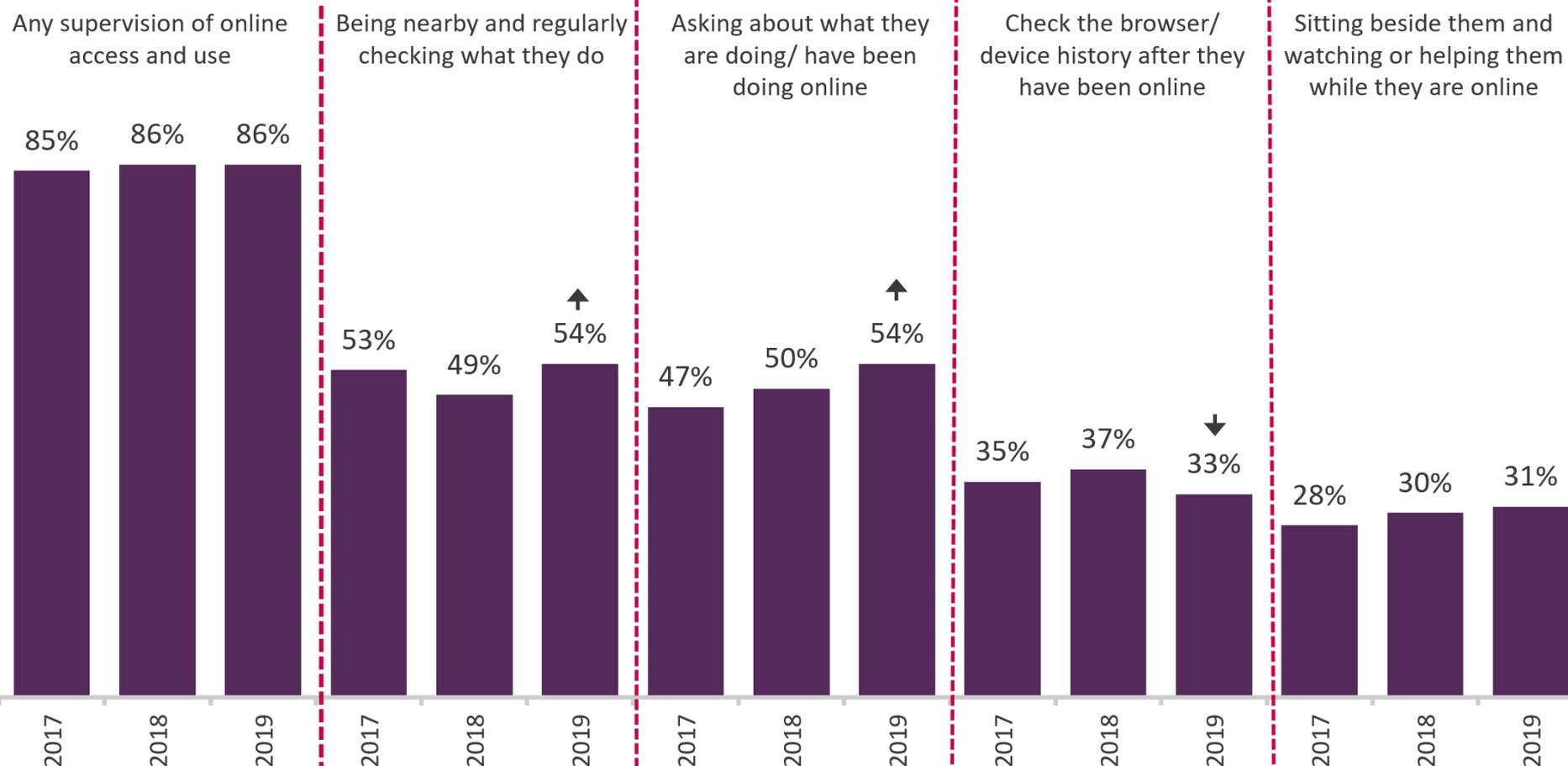
Incidence of parents allowing their child to go to bed with a tablet – among parents whose child owns their own tablet : 2018 and 2019



Source: Ofcom Parent and Children’s Media Literacy Tracker 2019
 QP30B-You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them? (unprompted response, single coded).
 Base: Parents of children with their own tablet (231 aged 3-4, 317 aged 5-7, 443 aged 8-11, 470 aged 12-15, 1230 aged 5-15)
 Significance testing shows any change between 2018 and 2019.

More than half of parents of 5-15s now say they supervise their child online through being nearby and regularly checking what they do

Types of parental supervision when child goes online, among parents of 5-15s: 2017, 2018, 2019



Source: Ofcom Parent and Children's Media Literacy Tracker 2019

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

Base: Parents whose child goes online at home or elsewhere (2133 aged 5-15).

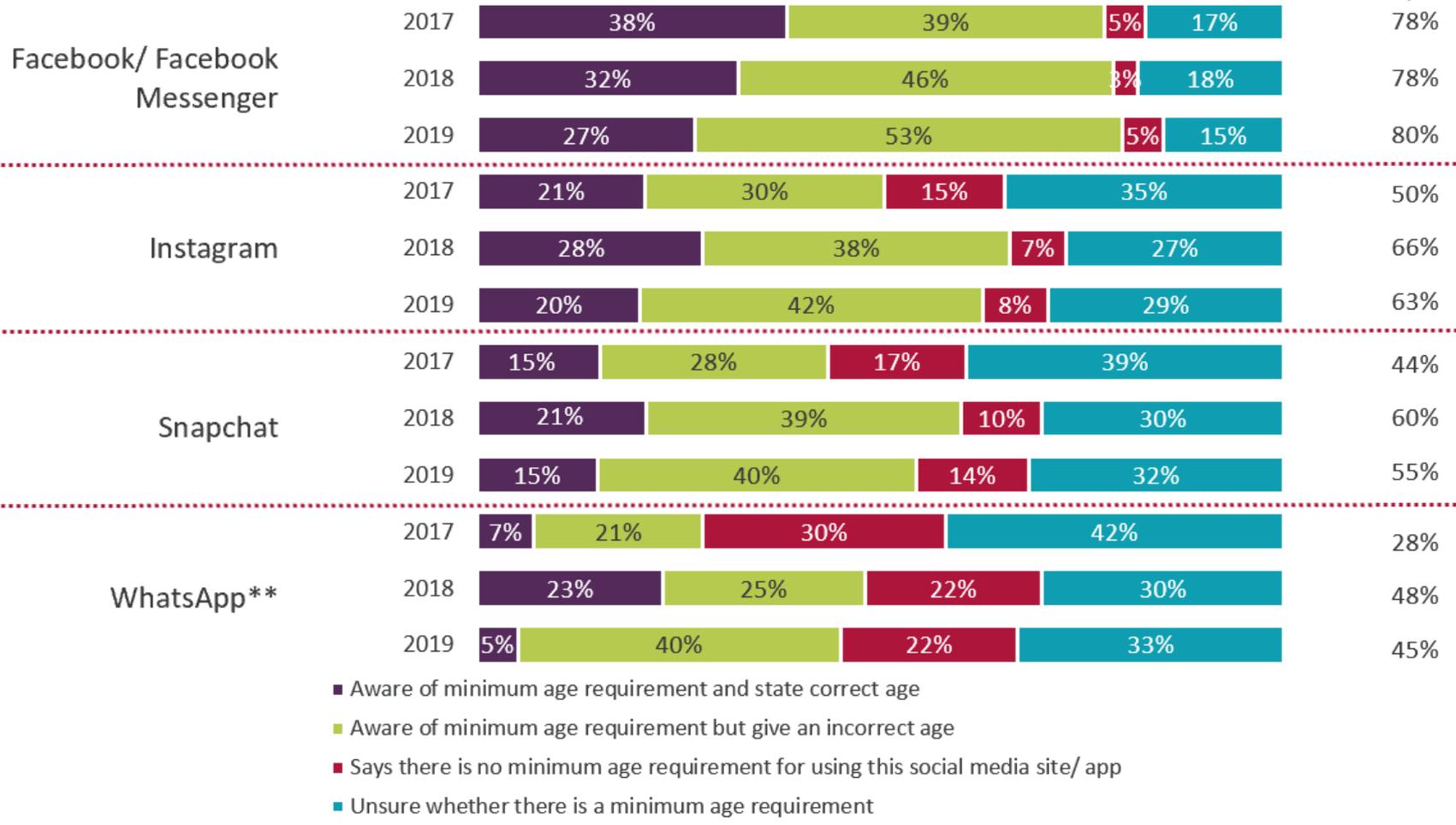
Significance testing shows any change between 2018 and 2019.



Awareness of a minimum age requirement is unchanged since last year, across each of these social media/ messaging platforms

Parental awareness of minimum age requirement for particular social media sites/ apps used by their child aged 5-15: 2017, 2018 and 2019

TOTAL AWARE OF MINIMUM AGE REQUIREMENT



- Aware of minimum age requirement and state correct age
- Aware of minimum age requirement but give an incorrect age
- Says there is no minimum age requirement for using this social media site/ app
- Unsure whether there is a minimum age requirement

Source: Ofcom Parent and Children’s Media Literacy Tracker 2019

QP46A/B/C/D – You said your child is on As far as you are aware is there a minimum age that someone has to reach before they can be on IF YES: What age is that? (unprompted responses, single coded) **For WhatsApp In 2017 the minimum age requirement was 13, this was revised to 16 during 2018 fieldwork so the correct response refers to either 13 or 16 for this year. In 2019 the correct response is shown as those parents who said it was aged 16.

Base: Parents of 5-15s whose child has a social media profile/ account on Facebook/ Facebook Messenger (368)/ Instagram (348)/ Snapchat (354), WhatsApp (310).