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Section 1

Executive summary

This summary report provides an accessible overview of some of the key measures of media literacy across the devolved nations of the UK among children aged 5-15 and their parents/carers. The dataset comprises results from fieldwork conducted in spring and autumn of 2010 among 286 children in Scotland, 280 children in Wales, and 204 children in Northern Ireland.

Because the population of England represents 83% of the population of the UK as a whole, findings for England are very similar to those for the UK, and therefore there is no separate summary for the English findings, although the data are charted for reference purposes.

1.1 Scotland

Access to and use of media

Households with children aged 5-15 in Scotland have high levels of ownership of digital television (96%), games consoles - either fixed or portable (92%) and radio (84%). However, children in Scotland are less likely than all UK children to have access to a digital video recorder (DVRs) (43% vs. 52%) or to the internet - either through a PC or laptop (79% vs. 87%). Compared to 2009, children in Scotland are no more likely to have access to digital TV, DVR, radio, games consoles or the internet at home.

In 2010, children in Scotland are no more likely than all UK children to use a fixed or portable games console at home (90%), a DVD/Blu-Ray player/recorder (88%), or a mobile phone (60%), and are less likely to use a DVR (29% vs. 39%) or to use the internet at home through a PC or laptop (63% vs. 80%). Compared to all UK households with children aged 5-15, children in Scotland are less likely to have ever gone online at home through a games console (10% vs. 16%) although they are no less likely to have ever gone online through their mobile phone (7%).

Children in Scotland are as likely as all UK children to say they mostly use the internet with an adult in the room (54%) and this measure has not changed since 2009.

Children in Scotland are more likely to have a wider range of media in their bedroom compared to all UK children, as they are more likely to have a games console (76% vs. 63%), or television in their bedroom (76% vs. 65%). They are as likely as all UK children to have PC/laptop internet access in their room (25%). Compared to 2009, children in Scotland are as likely to have television, digital television, the internet and a games console in their bedroom.

Preferences for the most missed media activity for children in Scotland differ to those for the UK as a whole. Children in Scotland are less likely to say they would miss watching television (25% vs. 39%) and are more likely to say they would miss playing computer or video games (32% vs. 20%) or watching videos or DVDs (6% vs. 3%) compared to all UK children.

Children in Scotland are less likely than all UK children to use the internet at least weekly for schoolwork/homework (52% vs. 67%) or for news (7% vs. 15%). Since 2009 they are more likely to use the internet weekly for social networking (52% vs. 39%) and less likely to use it for news (7% vs. 14%).
Children’s media literacy in the nations: summary report

Types of mobile phone activity undertaken weekly mostly do not differ from the UK measures, but children in Scotland are less likely to play games on their phone (15% vs. 27%).

Children aged 5-15 in Scotland make a higher number of mobile phone calls per week compared to all UK children of this age (20.6 calls compared to 15.1 for the UK). However, the claimed weekly consumption patterns for TV (16.0 hours), the internet (11.4 hours) and gaming (8.8 hours) among 5-15s in Scotland do not differ from that of all UK children. Since 2009 there has been an increase in the hours per week spent using the internet (11.4 hours vs. 8.9 hours).

Parental attitudes about their child’s media use

Compared to all UK parents of children aged 5-15 who use the internet at home, parents of children in Scotland are as likely to agree that “The benefits of the internet for my child outweigh any risks” (70%). They are less likely than all UK parents to agree that “My child has been taught at school how to use the internet safely” (66% vs. 78%) and are as likely as all UK parents to feel they know enough about how to help their child to stay safe when they are online (81%). Parents of children in Scotland who watch television, use the internet at home or play games are as likely as all UK parents to be concerned about the media content their child comes into contact with through each of these media. However, they are less likely to be concerned about the content that their child comes into contact with on their mobile phone (8% vs. 17%).

While parents of 5-15s who use the internet at home in Scotland are no less likely than all UK parents to be concerned about the online content their child comes into contact with (22%), they are more likely to state that they are not at all concerned about each of the following aspects of their child’s internet use: who their child is in contact with online (50%), their child giving out personal details to inappropriate people (55%), that their child may be bullied online (58%) and about their child downloading viruses or other harmful software (56%).

Parents of 5-15s in Scotland are also more likely to state that they are not at all concerned about each of the following aspects of their child’s mobile phone use: who their child is in contact with through their mobile phone (67% vs. 47%), their child being bullied via calls/texts/emails to their mobile (71% vs. 47%) and their child giving out their personal details to inappropriate people (66% vs. 46%).

Rules regarding media use

Parents of children aged 5-15 in Scotland are no more or less likely than all UK parents to have rules in place for any media, although since 2009 they are less likely to have rules in place about use of the internet at home (71% vs. 83%). Parents of children aged 5-15 in Scotland who use each of these media at home are less likely to have digital television (23% vs. 36%) and online controls in place (26% vs. 37%) compared to all UK households with children. This was not the case in 2009, when digital television and internet controls were at a similar level to those seen in the UK. Children aged 8-15 in Scotland who use the internet at home or elsewhere are as likely as all UK children of this age to state they have been given any information or advice about staying safe online (92%) although they are less likely to say they have received this information or advice from their teachers (60% vs. 74%).

Creative uses of media

Children in Scotland are as likely as all UK children to say they have ever watched television online or downloaded TV content from TV broadcasters’ websites (23%). Children aged 8-15 in Scotland are no more likely than all UK children to have set up a social networking profile
(56%), to have uploaded photos to the internet (45%), to have created a character that lives or plays in an online/ virtual world (26%), to have made a short video and posted it online (19%) or to have set up their own website (9%).

Learning about media

Preferences for the method of learning about digital technology do not vary for children in Scotland compared to all UK children. Since 2009, however, children in Scotland are now more likely to say they prefer to learn at school (52% vs. 36%). Children aged 8-15 in Scotland are less likely than all UK children to say they have lessons about television (22% vs. 31%) or the internet at school (64% vs. 79%).

1.2 Wales

Access to and use of media

As in the UK overall, households with children in Wales have high levels of ownership of key media. Household access to digital television (98%), radio (90%), games consoles (89%) and digital video recorders (DVRs) (49%), does not differ for children in Wales aged 5-15 compared to all UK children. Children in Wales are, however, less likely to have access to the internet at home through a PC or laptop (81% vs. 87%). Children in Wales are now more likely than in 2009 to have access to digital television (98% vs.93%). Compared to all UK children, children in Wales are less likely to use a DVR (31% vs. 39%).

Children aged 5-15 in Wales are no more likely than all UK children to say they mostly use the internet with an adult present in the room (60%).

Children in Wales are as likely as all UK children to have a television (68%), internet access (18%) or a fixed/ portable games console in their bedroom (62%). Since 2009 there has been no change in the overall incidence of having a television, the internet or a games console in their bedroom for children in Wales.

Compared to all UK children, children in Wales are more likely to say they would miss watching television (49% vs. 39%). Children in Wales are now more likely than in 2009 to say they would miss using the internet (13% vs. 7%).

In 2010, children in Wales who use the internet are as likely as all UK children to undertake each of the activities they were asked about at least once a week. In the UK as a whole, children aged 5-15 are now more likely to use the internet at least weekly for social networking, but this increase is not evident among children in Wales, with no change in the incidence of undertaking any of the activities at least weekly since 2009.

Three mobile phone activities, undertaken weekly, differ for children in Wales compared to all UK children. Children in Wales are less likely to play games on their phone (19% vs. 27%) and are more likely to visit social networking sites (16% vs. 10%) or to visit other websites (15% vs. 10%).

Children aged 5-15 in Wales make a similar number of mobile phone calls per week compared to all UK children of this age (17.6 calls) and the claimed weekly consumption patterns for TV (16.6 hours), the internet (10.3 hours) and gaming (7.0 hours) among 5-15s in Wales also do not differ from that of all UK children. Since 2009 there has been an increase in the hours per week spent using the internet at home (10.3 hours vs. 8.7 hours).
Parental attitudes about their child’s media use

Parents of children aged 5-15 who use the internet at home are no more likely than parents of all UK children to agree or disagree that “The benefits of the internet for my child outweigh any risks” (66%). They are, however, more likely to agree that “My child has been taught at school how to use the internet safely” (87%), and are as likely as all UK parents to say they feel they know enough about how to help their child stay safe when they are online (78%). Parents of children aged 5-15 in Wales who watch television, have a mobile phone or play games are more likely than all UK parents to say they are very, or fairly, concerned about the content their child comes into contact with through each of these media. However, parents of children aged 5-15 in Wales are no more likely to say they are very, or fairly, concerned about the content that their child comes into contact with online (30%).

More specifically, parents of children aged 5-15 in Wales who use the internet at home are no more likely than all UK parents to say they are very/fairly concerned about each of the following aspects of their child’s internet use: who they are in contact with online (32%), their child giving out personal details to inappropriate people (35%), their child being bullied online (35%), their child illegally downloading content or copyrighted material (20%) or their child downloading viruses or other harmful software (28%). Although they are no more likely to be very/fairly concerned about these aspects of their child’s internet use, parents in Wales are less likely to say they are not at all concerned about every aspect.

In addition to being more concerned about the content their child comes into contact with through their mobile phone (26% vs. 17%), parents of children aged 5-15 in Wales with their own mobile phone are more likely to be very/fairly concerned about their child being bullied through their phone (33% vs. 21%) or about their child giving out their personal details to inappropriate people (39% vs. 25%).

Rules regarding media use

There has been no change in the incidence of rules regarding children’s use of media since 2009, and parents in Wales are as likely as all UK parents to set rules about their child’s use of each medium. While parents in Wales are as likely as all UK parents to set internet controls on their home PC or laptop (34%), they are less likely than all UK parents to set parental controls on their digital television service (23% vs. 36%), as was also the case in 2009. The incidence of having internet controls or filtering software in place has, however, declined since 2009 (34% vs. 49%).

Children aged 8-15 in Wales who use the internet at home or elsewhere are as likely as all UK children of this age to state they have been given any information or advice about staying safe online (96%). They are, however, more likely than all UK children to say they have received this information or advice from their teachers (82% vs. 74%) or to say they have received advice from their friends (12% vs. 7%).

Creative uses of media

Children in Wales are as likely as all UK children to say they have ever watched online or downloaded TV content from TV broadcasters’ websites (24%). In 2010, children in Wales aged 8-15 are as likely as all UK children to say they have set up a page or profile on a social networking website (57%), to have created a character that lives or plays in the online world (27%) or to have uploaded photos to the internet (34%). They are, however, less likely to have made a short video and uploaded it to the internet (5% vs. 13%).
Learning about media

In terms of preferences for learning about digital technology, children in Wales are less likely than all UK children aged 8-15 to say they prefer to learn from school (39% vs. 49%). Children aged 8-15 in Wales are as likely as all UK children to say they have lessons at school about television (33%) and are more likely to say they have lessons about the internet (85%). They are, therefore, more likely to say they have lessons about the internet than they were in 2009 (85% vs. 74%).

1.3 Northern Ireland

Access to and use of media

Children aged 5-15 in Northern Ireland are as likely as all UK children to live in households with digital television (92%), games consoles (95%), PC/laptop-based internet access (89%) and radio (84%). They are, however, less likely to live in households with a DVR (43% vs. 52%). Compared to 2009, households with children aged 5-15 in Northern Ireland are now more likely to have digital television (92% vs. 83%) and DVRs (43% vs. 30%).

Use of key media within the home, among children in Northern Ireland, is comparable with that of all UK children. Since 2009, PC/laptop based use of the internet at home among children in Northern Ireland has increased (82% vs. 71%) as has use of a DVD/Blu-ray player/recorder (91% vs. 80%).

Compared to all UK households with children aged 5-15, children in Northern Ireland are as likely to access the internet at home through a fixed or portable games console (19%) or a mobile phone (10%). Compared to 2009, they are now more likely to go online at home through a games console (19% vs. 11%).

Children in Northern Ireland are as likely as all UK children to mostly use the internet alone (43%) or to use it with an adult present (49%) and these measures have not changed since 2009.

While children in Northern Ireland are more likely than all UK children to have a television in their bedroom (76% vs. 65%), they are no more (or less) likely than to have access to digital television (25%), the internet (23%) or a games console (70%) in their bedroom.

Responses from children in Northern Ireland in terms of the medium that they would miss the most do not differ from that of the UK as a whole and have not changed since 2009. Compared to all UK children, children in Northern Ireland are less likely to use the internet at least weekly for schoolwork/homework (55% vs. 67%). There has been no change in the internet activities conducted at least weekly by children in Northern Ireland since 2009.

Types of mobile phone activity undertaken weekly do not differ much from the UK measures, but children in Northern Ireland are more likely to listen to music on their phone (58% vs. 46%).

Compared to all UK children, children aged 5-15 in Northern Ireland are estimated to watch fewer hours of television per week (14.3 hours vs. 16.3 hours). The number of hours per week spent using the internet (9.6 hours) or gaming (7.6 hours) by children aged 5–15 in Northern Ireland does not differ to that of all UK children, and nor does the volume of mobile phone calls made per week by 8-15 year old users (14.4 calls). Since 2009, there has been
no change in the weekly media consumption of children in Northern Ireland across any of these media.

**Parental attitudes about their child’s media use**

Parents of children aged 5-15 in Northern Ireland are as likely as all UK parents to agree that “My child has been taught at school how to use the internet safely” (82%). Parents in Northern Ireland are, however, more likely to disagree that “The benefits of the internet for my child outweigh any risks” (23% vs. 12%). They are, however, as likely as all UK parents to feel that they know enough about how to help their child to stay safe when they are online (82%). Parents in Northern Ireland are more likely than all UK parents to be very, or fairly, concerned about the television (43% vs. 30%) and mobile phone content (35% vs. 17%) that their child comes into contact with. They are as likely as all UK parents to be concerned about the online (28%) or gaming content (25%) that their child comes into contact with.

When looking at other online concerns, parents in Northern Ireland are as likely as all UK parents to be concerned about each of the following aspects of their child’s internet use: who they are in contact with online (28%), their child giving out personal details to inappropriate people (36%), their child being bullied online (35%), their child illegally downloading content or copyrighted material (17%) or their child downloading viruses/ other harmful software (27%).

In addition to being more likely than all UK parents to be very, or fairly, concerned about the content their child comes into contact with through their mobile phone, parents in Northern Ireland are more likely to be concerned about each of the following aspects of their child’s mobile phone use: who their child is in contact with through the phone (31% vs. 19%), their child being bullied via calls/ texts/ emails to their phone (32% vs. 21%), and their child giving out personal details to inappropriate people (43% vs. 25%).

**Rules regarding media use**

The incidence of rules for television is higher in households with children aged 5-15 in Northern Ireland than for all UK households with children (89% vs. 80%), as was also the case in 2009 (87% vs. 80%). Parents in Northern Ireland are, however, no more likely than all UK parents to set controls on their digital TV service (42%) or to set internet controls or filtering software on their home PC/ laptop (42%), with no change in the overall incidence for either of these measures compared to 2009. Children aged 8-15 in Northern Ireland who use the internet at home or elsewhere are as likely as all UK children of this age to say they have been given any information or advice about staying safe online (96%).

**Creative uses of media**

Children in Northern Ireland are as likely as all UK children to say they have ever watched online or downloaded TV content from TV broadcasters’ websites (23%). While no more likely than all UK children to have set up a social networking profile (48%), children in Northern Ireland are more likely to have set up a character/ avatar that lives or plays in an online/ virtual world (45% vs. 35%).

**Learning about media**

Children aged 8-15 in Northern Ireland do not differ from all UK children in terms of their preferred method for learning about digital technology and there has been no change in preferences among children in Northern Ireland when compared to 2009.
Children aged 8-15 in Northern Ireland are less likely than all UK children to say they have lessons at school about television (18% vs. 31%) or about the internet (63% vs. 79%) and this was also the case in 2009.
Section 2

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Figure 1: Ownership of media among households with children aged 5-15, by nation: 2010

**Digital TV**
- UK: 95%
- England: 95%
- Scotland: 96%
- Wales: 96%
- N. Ireland: 92%

**Games console**
- UK: 92%
- England: 92%
- Scotland: 92%
- Wales: 90%
- N. Ireland: 85%

**Internet (PC/laptop based)**
- UK: 87%
- England: 87%
- Scotland: 79%
- Wales: 81%
- N. Ireland: 89%

**Radio set (DAB or AM/FM)**
- UK: 86%
- England: 87%
- Scotland: 84%
- Wales: 90%
- N. Ireland: 84%

**DVR**
- UK: 52%
- England: 53%
- Scotland: 43%
- Wales: 49%
- N. Ireland: 43%

QP3A/B/G/H - I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded).
Base: Parents of children aged 5-15 (2071 aged 5-15 in UK, 1301 aged 5-15 in England, 286 aged 5-15 in Scotland, 280 aged 5-15 in Wales, 204 aged 5-15 in N. Ireland) - significance testing shows any difference by nation compared to the UK measure.
Source: Ofcom research, fieldwork carried out by Savile Rossiter-Base in April to May and September to October 2010.
### Figure 2: Children's use of media in the home, by nation: 2010

<table>
<thead>
<tr>
<th>Media Type</th>
<th>UK</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>N Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games console</td>
<td>88</td>
<td>88</td>
<td>90</td>
<td>93</td>
<td>91</td>
</tr>
<tr>
<td>DVD player/recorder/Blu-ray</td>
<td>86</td>
<td>85</td>
<td>88</td>
<td>91</td>
<td>82</td>
</tr>
<tr>
<td>Internet (PC/laptop based)</td>
<td>80</td>
<td>82</td>
<td>64</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>58</td>
<td>68</td>
<td>60</td>
<td>59</td>
<td>59</td>
</tr>
<tr>
<td>DVR</td>
<td>39</td>
<td>39</td>
<td>31</td>
<td>33</td>
<td>33</td>
</tr>
</tbody>
</table>

QP3A/B/G/H – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)

Base: Parents of children aged 5-15 (2071 aged 5-15 in UK, 1301 aged 5-15 in England, 286 aged 5-15 in Scotland, 280 aged 5-15 in Wales, 204 aged 5-15 in Northern Ireland) - significance testing shows any difference by nation compared to the UK measure

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

### Figure 3: Devices ever used to access the internet at home, by nation: 2010

<table>
<thead>
<tr>
<th>Device Type</th>
<th>UK</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>N Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses any of these devices to access the internet at home</td>
<td>81</td>
<td>83</td>
<td>63</td>
<td>71</td>
<td>61</td>
</tr>
<tr>
<td>PC/laptop</td>
<td>79</td>
<td>82</td>
<td>63</td>
<td>69</td>
<td>62</td>
</tr>
<tr>
<td>Games console/ player (fixed or portable)</td>
<td>56</td>
<td>59</td>
<td>63</td>
<td>69</td>
<td>62</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>16</td>
<td>17</td>
<td>10</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Portable media player (Added at Wave 2 2010)</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

QP3B/ NQP21A – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use / Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home? (prompted responses, single coded) –

NB The question wording changed at Wave 2 2010 – responses from wave 1 and wave 2 2010 have however been combined

Base: Parents of children aged 5-15 (2071 aged 5-15 in UK, 1301 aged 5-15 in England, 286 aged 5-15 in Scotland, 280 aged 5-15 in Wales, 204 aged 5-15 in Northern Ireland) - significance testing shows any difference by nation compared to the UK measure

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010
Figure 4: Who is with the child when using the internet, by nation: 2010

QC11 – Thinking about when you’re using the internet at home, do you spend most of the time using… (prompted responses, single coded)
Base: Children aged 5-15 who use the internet at home (1,605 aged 5-15 in UK, 1,085 aged 5-15 in England, 162 aged 5-15 in Scotland, 199 aged 5-15 in Wales, 164 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 5: Media in children’s bedroom, by nation: 2010

QP3A/B – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)
Base: Parents of children aged 5-15 (2,071 aged 5-15 in UK, 1,301 aged 5-15 in England, 286 aged 5-15 in Scotland, 280 aged 5-15 in Wales, 204 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010
Figure 6: Media activity would miss the most, by nation: 2010

Figure 7: Types of internet activity carried out at least once a week by users, by nation: 2010
Figure 8: Mobile phone activities carried out at least once a week, by nation: 2010

QC36A-O – Do you use your mobile phone to do any of these? (prompted responses, single coded) - Only showing activities undertaken at least weekly by 5% or more of 8-15s
Base: Children aged 8-15 with their own mobile phone (993 in UK, 620 in England, 130 in Scotland, 139 in Wales, 104 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 9: Claimed weekly internet consumption at home among users, by nation: 2010

QP23A-B/ QC12A-B – How many hours would you say he/she spends using the internet at home on a typical school day/ on a weekend day? (spontaneous responses, single coded)
Base: Parents of children aged 5-11 who use the internet at home and children aged 12-15 who use the internet at home (1605 aged 5-15 in UK, 1080 aged 5-15 in England, 162 aged 5-15 in Scotland, 199 aged 5-15 in Wales, 164 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010
Figure 10: Claimed weekly television consumption at home among users, by nation: 2010

Figure 11: Claimed weekly gaming at home among users, by nation: 2010
Figure 12: Claimed weekly mobile phone calls made by users, by nation: 2010

QP35A-B: How many calls would you say he/she makes using his/her mobile phone on a typical school day/on a weekend day? (spontaneous responses, single coded)
Base: Parents of children aged 8-11 whose child has their own mobile phone and children aged 12-15 with their own mobile phone (1040 in UK, 645 in England, 138 in Scotland, 147 in Wales, 110 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 13: Parental agreement – “The benefits of the internet for my child outweigh any risks”, by nation: 2010

QP30A: Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Base: Parents of children who use the internet at home (1605 aged 5-15 in UK, 1080 aged 5-15 in England, 162 aged 5-15 in Scotland, 199 aged 5-15 in Wales, 164 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010
Figure 14: Parental agreement – “My child has been taught at school how to use the internet safely”, by nation: 2010

![Bar chart showing parental agreement by nation in 2010.](chart)

Figure 15: Parents who feel they know enough about helping their child stay safe online, by nation: 2010

![Bar chart showing parental knowledge by nation in 2010.](chart)
Figure 16: Parental concerns about media content, by nation: 2010

**Television**
- UK: 30% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- England: 30% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Scotland: 28% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Wales: 27% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- N Ireland: 26% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned

**Internet**
- UK: 29% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- England: 29% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Scotland: 28% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Wales: 27% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- N Ireland: 26% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned

**Mobile phones**
- UK: 26% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- England: 26% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Scotland: 25% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Wales: 24% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- N Ireland: 23% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned

**Games**
- UK: 23% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- England: 23% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Scotland: 22% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- Wales: 22% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 30% Not at all concerned
- N Ireland: 20% Very/fairly concerned, 20% Neither/Don’t know, 40% Not very concerned, 40% Not at all concerned

QP10A/ NQP33CA/ QP38A/ QP47A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing/internet use/mobile phone use/games playing (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Savills Rossler-Base in April to May and September to October 2010
Figure 17: Parental concerns about the internet, by nation: 2010

**Concern about online content**

- UK: 20% (Very/ fairly concerned), 8% (Neither/ Don’t know), 40% (Not very concerned), 30% (Not at all concerned)
- England: 27% (Very/ fairly concerned), 8% (Neither/ Don’t know), 20% (Not very concerned), 30% (Not at all concerned)
- Scotland: 22% (Very/ fairly concerned), 12% (Neither/ Don’t know), 26% (Not very concerned), 30% (Not at all concerned)
- Wales: 15% (Very/ fairly concerned), 11% (Neither/ Don’t know), 16% (Not very concerned), 30% (Not at all concerned)
- N Ireland: 26% (Very/ fairly concerned), 5% (Neither/ Don’t know), 30% (Not very concerned), 25% (Not at all concerned)

**Concern about who they are in contact online**

- UK: 25% (Very/ fairly concerned), 7% (Neither/ Don’t know), 20% (Not very concerned), 18% (Not at all concerned)
- England: 21% (Very/ fairly concerned), 7% (Neither/ Don’t know), 27% (Not very concerned), 28% (Not at all concerned)
- Scotland: 22% (Very/ fairly concerned), 12% (Neither/ Don’t know), 26% (Not very concerned), 30% (Not at all concerned)
- Wales: 32% (Very/ fairly concerned), 7% (Neither/ Don’t know), 16% (Not very concerned), 30% (Not at all concerned)
- N Ireland: 26% (Very/ fairly concerned), 7% (Neither/ Don’t know), 20% (Not very concerned), 30% (Not at all concerned)

**Concern about child giving out personal details to inappropriate people**

- UK: 20% (Very/ fairly concerned), 4% (Neither/ Don’t know), 16% (Not very concerned), 30% (Not at all concerned)
- England: 29% (Very/ fairly concerned), 4% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- Scotland: 25% (Very/ fairly concerned), 7% (Neither/ Don’t know), 13% (Not very concerned), 30% (Not at all concerned)
- Wales: 35% (Very/ fairly concerned), 8% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- N Ireland: 26% (Very/ fairly concerned), 7% (Neither/ Don’t know), 16% (Not very concerned), 30% (Not at all concerned)

**Concern about child being bullied online/ cyber bullying**

- UK: 15% (Very/ fairly concerned), 5% (Neither/ Don’t know), 20% (Not very concerned), 30% (Not at all concerned)
- England: 22% (Very/ fairly concerned), 3% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- Scotland: 12% (Very/ fairly concerned), 3% (Neither/ Don’t know), 10% (Not very concerned), 30% (Not at all concerned)
- Wales: 35% (Very/ fairly concerned), 9% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- N Ireland: 35% (Very/ fairly concerned), 7% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)

**Concern about child illegally downloading content or downloading copyrighted material**

- UK: 11% (Very/ fairly concerned), 5% (Neither/ Don’t know), 16% (Not very concerned), 30% (Not at all concerned)
- England: 17% (Very/ fairly concerned), 9% (Neither/ Don’t know), 10% (Not very concerned), 20% (Not at all concerned)
- Scotland: 10% (Very/ fairly concerned), 9% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- Wales: 20% (Very/ fairly concerned), 14% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- N Ireland: 17% (Very/ fairly concerned), 9% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)

**Concern about child downloading or getting viruses or other harmful software installed on the PC**

- UK: 10% (Very/ fairly concerned), 8% (Neither/ Don’t know), 16% (Not very concerned), 36% (Not at all concerned)
- England: 15% (Very/ fairly concerned), 8% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- Scotland: 23% (Very/ fairly concerned), 8% (Neither/ Don’t know), 16% (Not very concerned), 20% (Not at all concerned)
- Wales: 28% (Very/ fairly concerned), 16% (Neither/ Don’t know), 26% (Not very concerned), 20% (Not at all concerned)
- N Ireland: 27% (Very/ fairly concerned), 16% (Neither/ Don’t know), 26% (Not very concerned), 20% (Not at all concerned)

NQP33CA/NQP33CE/NQP33CF/NQP33CD/NQP33CE – Please tell me the extent to which you are concerned about these aspects of your child’s internet use (prompted responses, single coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (1565 in UK, 1080 in England, 162 in Scotland, 199 in Wales, 164 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010
Figure 18: Parental concerns about mobile phones, by nation: 2010

QP38A/QP38C/QP38E/QP38F - Please tell me the extent to which you are concerned about these aspects of your child's mobile phone use (prompted responses, single coded)

Base: Parents of children aged 5-15 whose child has their own mobile phone (1040 in UK, 645 in England, 138 in Scotland, 147 in Wales, 110 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 19: Parental rules about use of media, by nation: 2010

QP9/QP17/QP24/QP37/QP46 – Do you have any of these rules or restrictions about the (MEDIA) that your child watches/ uses? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 who use each medium at home (VARIABLE BASE) – significance testing shows any difference by nation compared to the UK measure

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 20: PIN or password controls set on television services, by nation: 2010
Children’s media literacy in the nations: summary report

Figure 21: Internet controls or filtering software loaded, by nation: 2010

Figure 22: Whether received information or advice about staying safe online, by nation: 2010
Children’s media literacy in the nations: summary report

**Figure 23: Whether watched television programmes and films online, by nation: 2010**

<table>
<thead>
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<th>Either of these</th>
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<th>Watch online or download from other websites</th>
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QP31 – Does your child watch TV programmes or movies in any of the following ways? (prompted response, multi-coded)
Base: Parents of children aged 5-15 who use the internet at home (1805 aged 5-15 in UK, 1080 aged 5-15 in England, 162 aged 5-15 in Scotland, 199 aged 5-15 in Wales, 164 aged 5-15 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

**Figure 24: Children’s experience of creative activities, by nation: 2010**
Children’s media literacy in the nations: summary report

Figure 25: Children’s preference for learning about using digital technology, by nation: 2010

QC40 – Which if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on?
Base: Children aged 8-15 (1513 in UK, 963 in England, 207 in Scotland, 200 in Wales, 143 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010
Figure 26: Whether child has lessons about digital technology, by nation: 2010

QC41/42/43/44 – Do any of your lessons at school teach you about TV / about the Internet? (prompted responses, single coded)
Base: Children aged 8-15 (1513 in UK, 963 in England, 207 in Scotland, 200 in Wales, 143 in Northern Ireland) – significance testing shows any difference by nation compared to the UK measure
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010