Children and parents charts for MLA report published in March 2010
Figure 1: Access to key platforms in the home, by age and socio-economic group – 2005, 2007 and 2009

Digital TV

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>All aged 5-15</td>
<td>88%</td>
<td>92%</td>
<td>84%</td>
</tr>
<tr>
<td>Aged 5-7</td>
<td>85%</td>
<td>90%</td>
<td>74%</td>
</tr>
<tr>
<td>Aged 8-11</td>
<td>74%</td>
<td>87%</td>
<td>81%</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td>72%</td>
<td>90%</td>
<td>85%</td>
</tr>
</tbody>
</table>

Internet

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>All aged 5-15</td>
<td>75%</td>
<td>82%</td>
<td>89%</td>
</tr>
<tr>
<td>Aged 5-7</td>
<td>68%</td>
<td>78%</td>
<td>84%</td>
</tr>
<tr>
<td>Aged 8-11</td>
<td>61%</td>
<td>71%</td>
<td>87%</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td>68%</td>
<td>77%</td>
<td>88%</td>
</tr>
</tbody>
</table>

Games console

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>All aged 5-15</td>
<td>84%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Aged 5-7</td>
<td>74%</td>
<td>84%</td>
<td>93%</td>
</tr>
<tr>
<td>Aged 8-11</td>
<td>87%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td>88%</td>
<td>89%</td>
<td>89%</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)

Figure 2: Access to key platforms in the home, by age and socio-economic group – 2005, 2007 and 2009

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)

Figure 3: Media used by children at home, by age - 2005, 2007 and 2009

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)


Ofcom survey. Interviews carried out by Saville Rossiter Base in April to May and September to October 2009
Figure 4: Age at which child first acquired a mobile phone - 2009

QP34 – How old was your child when they first got a mobile phone that makes and receives calls? (spontaneous responses, single coded)
Base: Parents of children aged 5-15 with a mobile phone (1130 aged 5-15, 175 AB, 283 C1, 270 C2, 387 DE)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 5: Media in children’s bedrooms – 2007, 2008 and 2009

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)


Source: Ofcom research, fieldwork carried out by Saville Dacre-Bailey in April to May and October to November 2009.
Figure 6: Where the internet is used by children – 2005, 2007 and 2009

QP3B/ QP18A/ QP18B/ QC25 – SUMMARY OF WHERE THE INTERNET IS USED (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville, Bescott, Bean in April to May and September to October 2009
Can your child’s mobile phone/games player be used to get onto the internet? (prompted responses, single coded)

Base: Parents of children aged 5-15 (2131 aged 5-15, 576 aged 5-7, 774 aged 8-11, 781 aged 12-15)

Source: Ofcom research; fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
**Figure 8: Where the child mostly watches television – 2007, 2008 and 2009**

**Aged 5-7**
- Living room: 92%
- Child's bedroom: 83%
- Other room: 7%

**Aged 8-11**
- Living room: 87%
- Child's bedroom: 84%
- Other room: 11%

**Aged 12-15**
- Living room: 71%
- Child's bedroom: 72%
- Other room: 26%

**QC1B— In which room do you watch TV at home most often? (spontaneous responses, single coded)**


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 9: Where the child mostly uses the internet – 2007, 2008 and 2009

QC10B—In which room do you use the internet most often at home? – (spontaneous responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter Base in April to May and September to October 2009
With an adult in the room | With other children, but no adults | On your own

Aged 5-15

2007: 46% | 9% | 40%
2008: 40% | 10% | 54%
2009: 21% | 8% | 38%

Aged 5-7

2007: 69% | 11% | 10%
2008: 74% | 8% | 10%
2009: 75% | 11% | 10%

Aged 8-11

2007: 49% | 10% | 40%
2008: 55% | 10% | 34%
2009: 55% | 10% | 30%

Aged 12-15

2007: 28% | 8% | 63%
2008: 35% | 9% | 57%
2009: 35% | 8% | 57%

QC11 – Thinking about when you’re using the internet at home, do you spend most of the time using… (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 11: Radio listening at home, by age – 2009

QP15 – Does your child ever listen to the radio in these ways in your home? (prompted responses, multi-coded)
Base: Parents of children aged 5-11 and children aged 12-15 (576 aged 5-7, 774 aged 8-11, 781 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 12: Regular media activities undertaken, by age - 2009

QC39A – Which of the following do you do almost every day? (prompted responses, multi-coded)
Base: Children aged 5-15 (576 aged 5-7, 774 aged 8-11, 781 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 13: Regular media activities undertaken – 2007 and 2009

QC39A – Which of the following do you do almost every day? (prompted responses, multi-coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 14: Media activity would miss the most – 2005, 2007 and 2009

QC39B – Which one of the things you do almost every day, would you miss doing the most if it got taken away? (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
### Figure 15: Internet activities carried out at least once a week by users – 2007, 2008 and 2009

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>44%</td>
<td>42%</td>
<td>37%</td>
<td>19%</td>
<td>21%</td>
<td>18%</td>
<td>16%</td>
<td>10%</td>
<td>48%</td>
</tr>
<tr>
<td>News</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Games</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td>5%</td>
<td>22%</td>
</tr>
<tr>
<td>Music</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
<td>66%</td>
</tr>
<tr>
<td>Information</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>69%</td>
</tr>
<tr>
<td>Social networking</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Communication</td>
<td>44%</td>
<td>42%</td>
<td>37%</td>
<td>19%</td>
<td>21%</td>
<td>18%</td>
<td>16%</td>
<td>10%</td>
<td>48%</td>
</tr>
<tr>
<td>Schoolwork/homework</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>

 QC13A-M – Thinking about what you do when you use the internet at home, do you use the internet to do any of these? (prompted responses, multi-coded) – PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY AT LEAST WEEKLY  
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 16: Watching/ downloading activities carried out by users aged 8-15 – 2007, 2008 and 2009

|-------------------------------------------------------------------------|-----------|------------|-----------|------------|-----------|------------|-----------|------------|-----------|------------|-----------|------------|

QC13A-M – Thinking about what you do when you use the internet at home, do you use the internet to do any of these? (prompted responses, multi-coded)
– PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY EVER
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 17: Mobile phone activities carried out at least once a week by owners - 2009

QC36A-O – Thinking about what you use your mobile phone for, do you use it to do any of these? (prompted responses, multi-coded) - PERCENTAGES SHOWN REFLECT THOSE THAT UNDERTAKE ACTIVITY AT LEAST WEEKLY

Base: Children aged 8-15 with their own mobile phone (392 aged 8-11, 684 aged 12-15) - Only showing activities undertaken at least weekly by 3% or more, among either age group

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 18: Devices used for gaming, by age – 2009

QP43 – Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 (576 aged 5-7, 774 aged 8-11, 781 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
QP44 – Does your child ever play single or multiplayer games over the internet on any of these devices which is often referred to as online game playing? (prompted responses, single coded)

Base: Parents of children aged 5-15 whose child ever plays games on a games console/ player, computer or other device (471 aged 5-7, 711 aged 8-11, 688 aged 12-15, 231 boys aged 5-7, 240 girls aged 5-7, 356 boys aged 8-11, 355 girls aged 8-11, 359 boys aged 12-15, 329 girls aged 12-15, 338 AB, 456 C1, 417 C2, 636 DE) – significance testing shows any differences by gender within age

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 20: Who the child mostly plays games with - 2009

QC31 - When you play games on your computer, games console or any other way, do you most often…..(prompted responses, single coded)
Base: Children aged 5-15 who ever play games (1880 aged 5-15, 471 aged 5-7, 711 aged 8-11, 698 aged 12-15, 342 AB, 455 C1, 422 C2, 640 DE)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 21: Weekly hours of media consumption at home among users, by age - 2009


Base: Parents of children aged 5-11 who use each medium at home and children aged 12-15 who use each medium at home (VARIABLE BASE)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 22: Weekly calls made and text messages sent by users - 2009

Mobile phone calls made

- Aged 8-11: 8.3
- Aged 12-15: 25.3

Mobile phone texts sent

- Aged 8-11: 22.0
- Aged 12-15: 103.5

QP35A-B/ QP36A-B – How many calls/ texts would you say he/ she makes/ sends using his/ her mobile phone on a typical school day/ on a weekend day? - (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 (VARIABLE BASE)
Source: Ofcom research, fieldwork carried out by Saville Rossiter Base in April to May and September to October 2009.
Figure 23: Parental agreement – “I trust my child to use the internet safely”, by age and socio-economic group – 2007 and 2009

QP30B – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
information is based on children aged 8-15 only – significance testing shows any changes between 2007 and 2009
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 24: Parental agreement – “The benefits of the internet for my child outweigh any risks”, by age and socio-economic group – 2007 and 2009

QP30A – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 25: Parental agreement – “My child has been taught at school how to use the internet safely”, by age and socio-economic group - 2009

QP30C – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 26: Parental agreement – “My child knows more about the internet than I do”, by age and socio-economic group – 2007 and 2009

QP30D – Please tell me the extent to which you agree or disagree with these statements in relation to your child? (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 27: Parental concerns about media content by age - 2009

QP10A/ QP25A/ QP38A/ QP47A/ QP18A – Please tell me the extent to which you are concerned about these aspects of your child’s TV viewing /internet use/ mobile phone use/ games playing/ radio listening ? (prompted responses, single coded)

Base: Parents of children whose child watches TV at home (567 aged 5-7, 764 aged 8-11, 777 aged 12-15)/ Uses the internet at home (340 aged 5-7, 582 aged 8-11, 645 aged 12-15)/ Has their own mobile phone (392 aged 8-11, 684 aged 12-15)/ Plays games (471 aged 5-7, 711 aged 8-11, 688 aged 12-15)/ Listens to the radio at home (257 aged 5-7, 347 aged 8-11, 451 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
**Figure 28: Parental concerns about who their children are in contact with, by age - 2009**

<table>
<thead>
<tr>
<th>Age</th>
<th>Internet</th>
<th>Mobile phone</th>
<th>Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>24%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>8-11</td>
<td>18%</td>
<td>11%</td>
<td>25%</td>
</tr>
<tr>
<td>12-15</td>
<td>36%</td>
<td>20%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

QP25C/ QP38C/ QP47C - Please tell me the extent to which you are concerned about these aspects of your child’s internet use/ mobile phone use/ games playing?
Base: Parents of children whose child uses the internet at home (340 aged 5-7, 582 aged 8-11, 645 aged 12-15)/ Has their own mobile phone (392 aged 8-11, 684 aged 12-15)/ Plays games through a gaming device (324 aged 5-7, 539 aged 8-11, 558 aged 12-15 – excludes those stating Not Applicable)
Figure 29: Parental awareness of mobile location services, by age, gender and socio-economic group - 2009

QP41 – Some mobile phones or other mobile devices have services that allow parents to track the whereabouts of their children. (DESCRIPTION OF SERVICE VIA SHOWCARD) Were you aware that services like this were available through mobile phones? IF AWARE: Would you say you were fully aware or partially aware? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 (576 aged 5-7, 774 aged 8-11, 781 aged 12-15, 272 boys aged 5-7, 304 girls aged 5-7, 373 boys aged 8-11, 401 girls aged 8-11, 385 boys aged 12-15, 396 girls aged 12-15, 375 AB, 507 C1, 472 C2, 751 DE) significance testing shows any differences by age within gender or by socio-economic group compared to all parents all children aged 5-15

Source: Ofcom research, fieldwork carried out by Saville Rossiter Base in April to May and September to October 2009
It would be useful to be able to tell where my child’s phone is when they are not at home

- Aged 5-7: Agree strongly/slightly 78%, Neither/DK 13%, Disagree strongly/slightly 9%
- Aged 8-11: Agree strongly/slightly 77%, Neither/DK 11%, Disagree strongly/slightly 12%
- Aged 12-15: Agree strongly/slightly 79%, Neither/DK 12%, Disagree strongly/slightly 10%

It would invade my child’s privacy

- Aged 5-7: Agree strongly/slightly 22%, Neither/DK 22%, Disagree strongly/slightly 56%
- Aged 8-11: Agree strongly/slightly 29%, Neither/DK 14%, Disagree strongly/slightly 57%
- Aged 12-15: Agree strongly/slightly 37%, Neither/DK 19%, Disagree strongly/slightly 45%

I would be even more concerned if I couldn’t locate my child’s phone every time I wanted to

- Aged 5-7: Agree strongly/slightly 75%, Neither/DK 15%, Disagree strongly/slightly 10%
- Aged 8-11: Agree strongly/slightly 75%, Neither/DK 15%, Disagree strongly/slightly 10%
- Aged 12-15: Agree strongly/slightly 72%, Neither/DK 13%, Disagree strongly/slightly 15%

I would be concerned that someone else could locate my child’s whereabouts

- Aged 5-7: Agree strongly/slightly 71%, Neither/DK 16%, Disagree strongly/slightly 12%
- Aged 8-11: Agree strongly/slightly 74%, Neither/DK 15%, Disagree strongly/slightly 12%
- Aged 12-15: Agree strongly/slightly 75%, Neither/DK 11%, Disagree strongly/slightly 15%

I would be concerned that companies may try and sell my child things using these services

- Aged 5-7: Agree strongly/slightly 70%, Neither/DK 19%, Disagree strongly/slightly 12%
- Aged 8-11: Agree strongly/slightly 72%, Neither/DK 13%, Disagree strongly/slightly 15%
- Aged 12-15: Agree strongly/slightly 74%, Neither/DK 11%, Disagree strongly/slightly 14%

QP42– 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 aged 5-15 (576 aged 5-7, 774 aged 8-11, 781 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 31: Parental rules about use of media, by age - 2009

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

Base: Parents of children aged 5-15 who use each medium at home (VARIABLE BASE)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
QP9 – Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (prompted responses, multi-coded)

Base: Parents of children aged 5-15 whose child watches TV at home (567 aged 5-7, 764 aged 8-11, 777 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 32: Parental rules about TV watching by age - 2009
Figure 33: Parental rules about radio, by age - 2009

QP17 – Do you have any of these rules or restrictions about radio that your child listens to? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 whose child listens to radio at home (1055 aged 5-15, 257 aged 5-7, 347 aged 8-11, 451 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Table: Parental rules for the internet, by age - 2009

<table>
<thead>
<tr>
<th>Rule</th>
<th>Aged 5-7</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANY rules or restrictions</strong></td>
<td>86%</td>
<td>87%</td>
<td>70%</td>
</tr>
<tr>
<td>Regularly check what they’re doing online</td>
<td>40%</td>
<td>48%</td>
<td>38%</td>
</tr>
<tr>
<td>No internet after a certain time</td>
<td>32%</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Only children’s websites</td>
<td>5%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>No purchasing from websites</td>
<td>23%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Only allowed to use the internet for a certain amount of time</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Only communicate with friends/ people they already know</td>
<td>6%</td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>Can only use when supervised not on their own</td>
<td>7%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>No social networking sites</td>
<td>8%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>PIN/ Password required to enter websites unless already approved</td>
<td>16%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>No Instant Messaging</td>
<td>5%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Only websites stored in their favourites list</td>
<td>3%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Only use for homework</td>
<td>5%</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>

QP24 – Do you have any of these rules or restrictions about the access that your child has to the internet? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 whose child uses the internet at home (340 aged 5-7, 582 aged 8-11, 645 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 35: Parental rules for gaming, by age - 2009

QP46 – Do you have any of these rules or restrictions about the games your child plays whether on a games console, a computer or any other device? (prompted responses, multi-coded)
Base: Parents of children aged 5-15 whose child whose child ever plays games on a games console/ player or computer (471 aged 5-7, 711 aged 8-11, 688 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

- ANY rules or restrictions
- Only games with appropriate age rating
- No games after a certain time
- No games with nudity/ sexual content
- No games with drug use
- No games with swearing/ bad language
- Regularly check on what they’re playing
- No games with violence
- No online game playing
- No online game playing with people they don’t already know
- Only a game that an adult or parent has played/ tried first
- Can only play when supervised/ not on their own
QP37 – Do you have any of these rules or restrictions about the use that your child makes of his/ her mobile phone? (prompted responses, multi-coded)

Base: Parents of children aged 8-15 whose child has their own mobile phone (392 aged 8-11, 684 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
QP11 Are there any controls set on your TV service so that your child could only watch particular channels or types of programmes once a PIN number or password has been entered? / WORDING IN 2005 - Have you or has anyone in your household set any controls on your TV service so that particular channels can only be watched by using a PIN number or password? (prompted responses, single coded) 


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 38: Type of access controls in place for multichannel television, by age - 2009

- Adult channels removed from the EPG
- Specific channels blocked from being viewed at any time of the day
- Block films depending on their age rating
- Blocked specific channels from being viewed after a specific time/after 8pm
- Child knows how to override these controls

QP13/QP14 – Do you use these parental controls in any of these ways? (prompted response, multi-coded) /Does the child know the PIN or password to override these controls? (spontaneous response, single coded)

Base: Parents of children aged 5-15 with multichannel TV in the household and parental controls set (601 aged 5-15, 151 aged 5-7, 237 aged 8-11, 213 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 39: Reasons for not having set up access controls for the multichannel television service, by age - 2009

<table>
<thead>
<tr>
<th>Reason</th>
<th>All aged 5-15</th>
<th>Aged 5-7</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust child to be sensible/responsible</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Child is supervised</td>
<td>42%</td>
<td>41%</td>
<td>45%</td>
<td>28%</td>
</tr>
<tr>
<td>Child too young for this to be a problem</td>
<td>41%</td>
<td>41%</td>
<td>33%</td>
<td>60%</td>
</tr>
<tr>
<td>Child too old for controls</td>
<td>16%</td>
<td>11%</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>Did not know was possible</td>
<td>7%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Don't know how to do this</td>
<td>1%</td>
<td>1%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>They would find a way to override controls</td>
<td>16%</td>
<td>10%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>No need</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Child does not watch a lot of TV</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>UNAWARE HOW (Did not know was possible/Don’t know how to do this)</td>
<td>13%</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

QP12 – Can you tell me why that is? (spontaneous responses, multi coded)
Base: Parents of children aged 5-15 who have multi-channel TV in the household and no controls set (1312 aged 5-15, 359 aged 5-7, 457 aged 8-11, 496 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 40: Internet controls/ filtering software loaded, by age – 2007, 2008 and 2009

QP26– Are there any controls set or is any software loaded to stop your child viewing certain types of websites? (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 41: Safe search settings on search engine websites, by age – 2008 and 2009

QP28 – Do you have settings that allow only safe searches on search engines such as Google? (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 42: Reasons for no internet controls/ filtering software loaded, by age - 2009

QP27– And can you tell me why that is? (spontaneous responses, multi-coded)
Base: Parents of children aged 5-15 without any controls set or software loaded to stop their child viewing certain types of websites (789 aged 5-15, 170 aged 5-7, 272 aged 8-11, 347 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 43: Watching television programmes and films online, by age - 2009

QP31 – Does your child watch TV programmes or movies in any of the following ways? (prompted response, multi-coded)
Base: Parents of children who use the internet at home (1567 aged 5-15, 340 aged 5-7, 582 aged 8-11, 645 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
QP32/33 – Did you know that the broadcaster’s websites like the BBC iPlayer and ITV Player show Guidance labels for programmes that may include content that is unsuitable for young audiences, (such as violence, sex, drug use or strong language)? / Have you set a PIN on the websites that you or your child use to watch or download TV programmes or movies – which needs to be entered before viewing programmes that have a Guidance label? (spontaneous responses, single coded)

Base: Parents of children aged 5-15 whose child watches TV programmes or movies online / downloaded from TV broadcaster’s website (292 aged 5-15 174 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 45: Awareness and use of filtering for mobile phone internet access, by age and socio-economic group - 2009

QP40 – Were you aware that internet access from a mobile phone can be limited to exclude websites that are aimed at people aged 18 and over? IF AWARE: Does your child’s phone have limited access to the internet (prompted responses, single coded)
Base: Parents of children aged 5-15 whose child has their own mobile phone that can be used to go online (733 aged 5-15, 234 aged 8-11, 482 aged 12-15, 125 aged AB, 182 aged C1, 175 aged C2, 239 aged DE)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 46: Children’s dislikes about the internet, by age - 2009

<table>
<thead>
<tr>
<th></th>
<th>Too many adverts</th>
<th>Websites that take too long to load</th>
<th>Seeing things that are too old for me</th>
<th>Websites that are blocked so I can’t look at them</th>
<th>Seeing things that make me feel sad, frightened or embarrassed</th>
<th>Not enough websites that I like</th>
<th>Things people have written about me on their profile/web page</th>
<th>These things don’t worry me</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aged 8-11</strong></td>
<td>16%</td>
<td>10%</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Aged 12-15</strong></td>
<td>23%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
<td>42%</td>
</tr>
</tbody>
</table>

QC15 – Which of these things if any, are things you don’t like about the internet? (prompted responses, multi coded)
Base: Children aged 8-15 who use the internet at home (582 aged 8-11, 645 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 47: Children’s dislikes about television, by age - 2009

- Too many adverts
- Not enough programmes I like
- Programmes on too late
- Seeing things that make me feel sad, frightened or embarrassed
- Seeing things too old for me
- These things don’t worry me

<table>
<thead>
<tr>
<th>Category</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many adverts</td>
<td>55%</td>
<td>62%</td>
</tr>
<tr>
<td>Not enough programmes I like</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programmes on too late</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Seeing things that make me feel sad, frightened or embarrassed</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Seeing things too old for me</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>These things don’t worry me</td>
<td>29%</td>
<td>27%</td>
</tr>
</tbody>
</table>

QC5 – Which of these things if any, are things you don’t like about TV? (prompted responses, multi-coded)
Base: Children aged 8-15 who watch TV at home (764 aged 8-11, 777 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 48: Children’s dislikes about radio, by age - 2009

QC9 – Which of these things if any, are things you don’t like about radio? (prompted responses, multi-coded)
Base: Children aged 8-15 who listen to radio at home (347 aged 8-11, 460 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009
Figure 49: Children’s dislike about mobile phones, by age - 2009

<table>
<thead>
<tr>
<th>Reason</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>It costs too much money</td>
<td>36%</td>
<td>49%</td>
</tr>
<tr>
<td>People can send hurtful messages to other people</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Sometimes people get bullied on them</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Seeing things on the phone that are too old for me</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Slow access to the internet over the phone</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Seeing things on the phone that make me feel sad, frightened or embarrassed</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Too difficult to use</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>These things don’t worry me</td>
<td>54%</td>
<td>42%</td>
</tr>
</tbody>
</table>

QC38  – Which of these things if any, are things you don’t like about mobile phones? (prompted responses, multi-coded)
Base: Children aged 8-15 who have a mobile phone (392 aged 8-11, 684 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Browne Group in April to May and September to October 2009.
Figure 50: Comparison of selected dislikes across television, internet, mobile phones and radio, by age - 2009

QC5/ QC15/ QC9/ QC38 – Which of these things if any are things that you don’t like about [MEDIA]  (prompted responses, multi –coded)
Base: Children aged 8-15 who use each media (VARIABLE BASE)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 51: Children’s dislikes about online gaming, by age - 2009

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Sometimes spend too</td>
<td>19%</td>
<td>34%</td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
<td>11%</td>
<td>12%</td>
<td>64%</td>
<td>50%</td>
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<tr>
<td>much time on them</td>
<td></td>
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<tr>
<td>Someone might pretend to</td>
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<tr>
<td>be my age and get to</td>
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<td>know me</td>
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<tr>
<td>Strangers might find out</td>
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<tr>
<td>information about me</td>
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<tr>
<td>People can say hurtful</td>
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<tr>
<td>things about how other</td>
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<tr>
<td>people play games</td>
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<tr>
<td>These things</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>don't worry me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QC33 – Which of these things if any, are things you don’t like about playing games over the internet? (prompted responses, multi coded)
Base: Children aged 8-15 who ever play games online (219 aged 8-11, 329 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
<table>
<thead>
<tr>
<th>Strangers might find out information about me</th>
<th>I sometimes spend too much time on them</th>
<th>People can send hurtful messages to other people</th>
<th>Sometimes people get bullied on them</th>
<th>Someone might pretend to be my age and get to know me</th>
<th>People can get a bad name from other people posting comments about them</th>
<th>Someone posting photos of me on their page</th>
<th>These things don't worry me</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>29%</td>
<td>24%</td>
<td>24%</td>
<td>25%</td>
<td>24%</td>
<td>20%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>24%</td>
<td>16%</td>
<td>26%</td>
<td>24%</td>
<td>25%</td>
<td>18%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>26%</td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
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<tr>
<td>24%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>25%</td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
</tr>
<tr>
<td>18%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>24%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>24%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>20%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
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<tr>
<td>21%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>12%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>23%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
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<tr>
<td>18%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>14%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>44%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
<tr>
<td>36%</td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
<td><strong>Aged 8-11</strong></td>
<td><strong>Aged 12-15</strong></td>
</tr>
</tbody>
</table>

QC22 – Which of these things, if any, are things that you don’t like about sites like Bebo, Piczo, hi5, Facebook or MySpace?
Base: Children aged 8-15 who have a social networking site profile that is currently active (129 aged 8-11, 442 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 53: Reporting online content that is considered by the child to be worrying, nasty or offensive online, by age - 2009

QC26 – If you saw something online that you found worrying, nasty or offensive in some way, would you tell someone about it? IF YES – Who would you tell? (Shows spontaneous responses from 1% or more of all internet users aged 8-15) (spontaneous responses, multi-coded)
Base: Children aged 8-15 who use the internet at home or elsewhere (711 aged 8-11, 771 aged 12-15)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
### Figure 54: Children’s opinions of the internet by age - 2009

<table>
<thead>
<tr>
<th>Opinion</th>
<th>All aged 8-15</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking or chatting on the internet is less satisfying</td>
<td>33%</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>than in real life</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It's easier to keep things secret or private than in</td>
<td>16%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>real life</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It's easier to talk about personal things on the internet</td>
<td>14%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>I feel more confident on the internet than I do in real</td>
<td>14%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>life</td>
<td></td>
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<tr>
<td>It's fun being silly or rude on the internet</td>
<td>13%</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>When I'm on the internet I forget about the safety rules</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>None of these</td>
<td>34%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Don't know</td>
<td>8%</td>
<td>12%</td>
<td>5%</td>
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</table>

NQC15 – Here are some things that people have said about the internet. Which ones do you agree with? (prompted responses, multi-coded)

Base: Children aged 8-15 who use the internet for email, instant messaging, social networking or character creation (417 aged 8-15, 150 aged 8-11, 267 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
QC4A/ QC8/ QC37 – Are you confident getting the TV/ radio/ your mobile to do what you want it to do? (spontaneous responses, single coded)
Base: Children aged 8-15 who watch TV at home/ listen to the radio/ with their own mobile phone (variable base) - significance testing shows any change between 2008 and 2009
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 56: Confidence in performing activities associated with internet use among 12-15s - 2009

How confident are you using a computer mouse
- Very confident: 95%
- Not at all confident: 5%

How confident are you using an internet search engine (such as Google, Yahoo, Bing or Ask)
- Very confident: 86%
- Not at all confident: 12%
- Don’t know: 1%

How confident are you starting up the internet
- Very confident: 91%
- Not at all confident: 9%

QC17E-F – I’m going to read out some questions about confidence using the internet, for each one please say which of the options on the card applies to you. (prompted responses, single coded)
Base: Children aged 12-15 who use the Internet at home (326)
Source: Ofcom research, fieldwork carried out by Saville Rossiter Base in April to May and September to October 2009.
Very/ fairly confident | Neither/ DK | Not very/ not at all confident
---|---|---
How confident are you that you can find what you want when you go online? | 96% | 3%
How confident are you using the internet to do creative things – like making blogs, sharing photos online, or uploading short videos to the internet? | 72% | 14% | 14%
How confident are you in judging whether a website you use is truthful? | 76% | 18% | 6%
Overall then, how confident are you as an internet user? | 98% | 2%
QC4B-D– Here are some questions about how you feel about TV. Could you give me a Yes or No for each one please? (spontaneous responses, single coded)

Base: Children aged 8-15 who watch TV at home (Base varies) - NB EXCLUDES THOSE WHO DO NOT WATCH EACH TYPE OF PROGRAMME

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

### Do reality TV programmes, like Big Brother show a true picture of what really happened?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 8-11</td>
<td>22%</td>
<td>44%</td>
<td>34%</td>
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<tr>
<td>Aged 12-15</td>
<td>29%</td>
<td>55%</td>
<td>16%</td>
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</tbody>
</table>

### Do TV documentary programmes, like wildlife programmes show a true picture of what really happened?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 8-11</td>
<td>81%</td>
<td>6%</td>
<td>13%</td>
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<tr>
<td>Aged 12-15</td>
<td>85%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Do news programmes, like Newsround show a true picture of what really happened?

<table>
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<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 8-11</td>
<td>73%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td>75%</td>
<td>12%</td>
<td>14%</td>
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</tbody>
</table>
Figure 59: Children’s belief in websites used for information and news purposes, by age 2008 and 2009

**On websites used for school work/ home work/ hobbies**

- **2008 Aged 8-11**
  - All is true: 33%
  - Most is true: 45%
  - Some is true: 14%
  - Don't know: 8%

- **2009 Aged 8-11**
  - All is true: 39%
  - Most is true: 44%
  - Some is true: 10%
  - Don't know: 7%

- **2008 Aged 12-15**
  - All is true: 31%
  - Most is true: 55%
  - Some is true: 12%
  - Don't know: 2%

- **2009 Aged 12-15**
  - All is true: 36%
  - Most is true: 51%
  - Some is true: 10%
  - Don't know: 3%

**On sites about news and what is going on in the world**

- **2008 Aged 8-11**
  - All is true: 25%
  - Most is true: 58%
  - Some is true: 14%
  - Don't know: 3%

- **2009 Aged 8-11**
  - All is true: 36%
  - Most is true: 41%
  - Some is true: 11%
  - Don't know: 11%

- **2008 Aged 12-15**
  - All is true: 28%
  - Most is true: 58%
  - Some is true: 11%
  - Don't know: 3%

- **2009 Aged 12-15**
  - All is true: 29%
  - Most is true: 53%
  - Some is true: 11%
  - Don't know: 6%

QC14B/ C– When you use the internet to visit .....Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded)
Base: Children aged 8-15 who use the internet to visit relevant websites (VARIABLE BASE) - significance testing shows any change between 2008 and 2009
Source: Ofcom research, fieldwork carried out by Savilla Rossiter Base in April to May and September, to October 2009.
Figure 60: Children’s belief in user-generated content and social networking websites, by age – 2008 and 2009

On sites where people can add or change information, like blogs or sites likes Wikipedia

<table>
<thead>
<tr>
<th>Year</th>
<th>Age</th>
<th>All is true</th>
<th>Most is true</th>
<th>Some is true</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 Aged 8-11</td>
<td>16%</td>
<td>53%</td>
<td>20%</td>
<td>10%</td>
<td></td>
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<tr>
<td>2008 Aged 12-15</td>
<td>6%</td>
<td>39%</td>
<td>47%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>2009 Aged 12-15</td>
<td>10%</td>
<td>37%</td>
<td>39%</td>
<td>13%</td>
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</table>

On Social Networking websites

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<tr>
<th>Year</th>
<th>Age</th>
<th>All is true</th>
<th>Most is true</th>
<th>Some is true</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008 Aged 8-11</td>
<td>5%</td>
<td>30%</td>
<td>52%</td>
<td>14%</td>
<td></td>
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<tr>
<td>2009 Aged 8-11</td>
<td>6%</td>
<td>32%</td>
<td>49%</td>
<td>13%</td>
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</tr>
<tr>
<td>2008 Aged 12-15</td>
<td>4%</td>
<td>38%</td>
<td>50%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>2009 Aged 12-15</td>
<td>6%</td>
<td>35%</td>
<td>53%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

QC14A/D – When you use the internet to visit .....Do you believe that all of the information you see is true, most of it is true or just some of it is true? (prompted responses, single coded)
Base: Children aged 8-15 who use the internet to visit relevant websites (VARIABLE BASE) – significance testing shows any change between 2008 and 2009
Source: Ofcom research, fieldwork carried out by Saville Rossiter Base in April to May and September to October 2009.
Figure 61: Children’s understanding of results listed by search engines

NQC24 – Which one of these is the closest in your opinion about the truthfulness of the information in the websites that appear in the results pages? (prompted responses, single coded)
Base: Children 12-15 who ever use search engines to find out about other websites or search for information (313 aged 12-15, 154 ABC1, 155 C2DE, 158 Boys aged 12-15, 155 Girls aged 12-15) – significance testing shows any change by ABC1/ C2DE or by gender
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 62: 12-15s experience of visiting new websites, by gender and socio-economic group - 2009

NOC16 – In most weeks when you use the internet, would you say that you…? (prompted responses, single coded)
Base: Children 12-15 who use the internet at home (326 aged 12-15, 163 ABC1, 159 C2DE, 167 Boys aged 12-15, 159 Girls aged 12-15) – significance testing shows any change between ABC1/ C2DE or by gender
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
Figure 63: Checks made by 12-15s when visiting new websites by gender

OC16 – Thinking about new websites you visit. Which, if any of these things would you check? (prompted responses, multi-coded)
Base: Children aged 12-15 who use the Internet at home. (646 aged 13-15, 323 boys aged 12-15, 322 girls aged 12-15)  – significance testing shows any change by gender
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009
Figure 64: Checks made by 12-15s when visiting new websites by age and socio-economic group - 2009

QC16 – Thinking about new websites you visit. Which, if any of these things would you check? (prompted responses, multi-coded) Professional signs (e.g. Kitemark, padlock); Peer signs (e.g. Peer review, recommendation from friends); Personal instinct (e.g. Company I’ve heard of, looks professional etc)

Base: Children aged 12-15 who use the internet at home. (645 aged 12-15, 291 ABC1, 343 C2DE)

Source: Ofcom research, fieldwork carried out by Saville-Rosall-Boss in April to May 2009.
Figure 65: Children’s experience of creative activities, by age - 2009

- **Set up your own page or profile on a website like Bebo, Piczo, MySpace, Facebook, Hi5 or Twitter**
  - 5-11: Done this 22%, Interested in doing this 21%, Not interested 51%, Don't know 6%
  - 12-15: Done this 70%, Interested in doing this 17%, Not interested 17%, Don't know 2%

- **Uploaded photos to a website**
  - 5-11: Done this 11%, Interested in doing this 21%, Not interested 63%, Don't know 5%
  - 12-15: Done this 53%, Interested in doing this 16%, Not interested 29%, Don't know 2%

- **Create a character (or avatar) for yourself that lives or plays in the online world**
  - 5-11: Done this 27%, Interested in doing this 18%, Not interested 48%, Don't know 7%
  - 12-15: Done this 28%, Interested in doing this 12%, Not interested 56%, Don't know 4%

- **Set up your own website**
  - 5-11: Done this 5%, Interested in doing this 24%, Not interested 63%, Don't know 8%
  - 12-15: Done this 22%, Interested in doing this 28%, Not interested 45%, Don't know 4%

- **Made a short video and uploaded it to a website**
  - 5-11: Done this 4%, Interested in doing this 20%, Not interested 69%, Don't know 7%
  - 12-15: Done this 16%, Interested in doing this 22%, Not interested 59%, Don't know 3%

- **Set up your own weblog/ blog**
  - 5-11: Done this 2%, Interested in doing this 17%, Not interested 71%, Don't know 10%
  - 12-15: Done this 15%, Interested in doing this 26%, Not interested 52%, Don't know 7%

- **Signed an online petition**
  - 5-11: Done this 8%, Interested in doing this 11%, Not interested 83%, Don't know 10%
  - 12-15: Done this 7%, Interested in doing this 11%, Not interested 72%, Don't know 9%

- **Expressed your views online about political or social issues**
  - 5-11: Done this 6%, Interested in doing this 11%, Not interested 76%, Don't know 7%
  - 12-15: Done this 6%, Interested in doing this 11%, Not interested 76%, Don't know 7%

---

**QA: I'd like to read out a number of things people might do. For each one, could you please tell me if you've done it, you’d be interested in doing it, or not interested? (prompted responses, single coded)**

**Base:** Children aged 8-15 who use the internet at home (582 aged 8-11, 645 aged 12-15)

**Source:** Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009
QC18 – I’d like to read out a number of things people might do. For each one, could you please tell me if you’ve done it, you’d be interested in doing it, or not interested? (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2009

Figure 66: Children’s experience of creative activities, by age – 2007, 2008 and 2009
Figure 67: Social networking websites/virtual worlds that children have a page or profile on, or have created a character/avatar by age - 2009

QC18 – Which sites do you have a page or profile on, or have your own character that you have created? (spontaneous responses, multi-coded)
Base: Children aged 8-15 who have a social networking site profile or have created a character that lives/plays in the online world (221 aged 8-11, 474 aged 12-15) - SHOWS SPONTANEOUS RESPONSES FROM 2% OR MORE OF ALL RESPONDING
Source: Ofcom research, fieldwork carried out by Saville Rosedale-Base in April to May and September to October 2009
Figure 68: Children aged 8-12 with a profile on Facebook, Bebo or MySpace

QC18 – Which sites do you have a page or profile on, or have your own character that you have created?
Base: Children aged 8-12 who use the internet at home (747)
Source: Ofcom research, fieldwork carried out by Saville Rosander-Base in April to May and September to October 2009
Figure 69: Visibility of social networking site profile/page among 8-11s and 12-15s - 2009

- **All aged 8-15**:
  - Can only be seen by my friends: 79%
  - Can be seen by anyone: 17%
  - Can't be seen: 3%
  - Don't know: 2%

- **Aged 8-11**:
  - Can only be seen by my friends: 82%
  - Can be seen by anyone: 15%
  - Can't be seen: 3%
  - Don't know: 2%

- **Aged 12-15**:
  - Can only be seen by my friends: 78%
  - Can be seen by anyone: 18%
  - Can't be seen: 3%
  - Don't know: 2%

- **Boys aged 8-15**:
  - Can only be seen by my friends: 76%
  - Can be seen by anyone: 21%
  - Can't be seen: 12%

- **Girls aged 8-15**:
  - Can only be seen by my friends: 81%
  - Can be seen by anyone: 13%
  - Can't be seen: 4%

Source: Ofcom research, fieldwork carried out by Savills-Rossiter-Baas in April to May and September, in October 2009.
QP29 – Does your child visit websites which can be used to chat with other users – I mean websites like Bebo, MySpace, Facebook, Twitter, Piczo, Habbo, Club Penguin or Stardoll? IF YES: Do you tend to check what they are doing online when they are visiting these types of sites? (spontaneous responses, single coded)

Base: Parents of children aged 8-15 whose child uses the internet at home and whose child visits websites which can be used to chat with other users (695 aged 8-15, 255 aged 8-11, 440 aged 12-15)

Source: Ofcom research, fieldwork carried out by Savills Rossiter Base in April to May and September to October 2009
Figure 71: Parental checking of social networking site and virtual world activity among 12-15s – 2008 and 2009

QF29 – Does your child visit websites which can be used to chat with other users – I mean websites like Bebo, MySpace, Facebook, Twitter, Piczo, Habbo, Club Penguin or Stardoll? IF YES. Do you tend to check what they are doing online when they are visiting these types of sites? (spontaneous responses, single coded)

Base: Parents of children aged 8-15 whose child uses the internet at home and whose child visits websites which can be used to chat with other users (202 aged 12-15 in 2008, 440 aged 12-15 in 2009) – significance testing shows any change between 2008 and 2009

Source: Ofcom research, fieldwork carried out by Savills Research-Base in April to May and September, to October 2009.
Figure 72: Activities undertaken when visiting SNS, by age – 2008 and 2009

QC21 – Do you regularly use these sites for any of the things shown on this card? (prompted responses, multi-coded)

Base: Children aged 8-15 who have a social networking site profile that is currently active (129 aged 8-11 in 2009, 322 aged 12-15 in 2008, 442 aged 12-15 in 2009)

- significance testing shows any change between 2008 and 2009 among 12-15s

Source: Ofcom research, fieldwork carried out by Savills Rossetter-Base in April to May and September to October 2009
QC28 – (DESCRIPTION OF DOWNLOADING MUSIC AND MOVIES FROM THE INTERNET) : Do you think that downloading music and movies for free in this way should be illegal? (spontaneous response, single coded)
Base: Children aged 12-15 (781 aged 12-15, 385 boys aged 12-15, 396 girls aged 12-15, 133 AB, 190 C1, 177 C2, 269 DE) – significance testing shows any change by gender or by socio-economic group
Source: Ofcom research, fieldwork carried out by Savills Russell Base in April to May and September to October 2009

Figure 73: Whether downloading shared copies of music and movies should be illegal among 12-15s, by gender and socio-economic group - 2009
Figure 74: Children's preference for learning about using digital technology – 2009

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<tbody>
<tr>
<td>From your parents</td>
<td>47</td>
<td>30</td>
<td>46</td>
<td>25</td>
<td>39</td>
<td>51</td>
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<td>12</td>
<td>6</td>
<td>12</td>
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<td>From school</td>
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<td>27</td>
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<td>From friends</td>
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<td>From your brothers or sisters</td>
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<td>From the manual/instructions</td>
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<tr>
<td>From suppliers/shops</td>
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<td>Not interested</td>
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(OO34) – Which if any, of these ways would you prefer to learn about using the internet, mobile phones, digital TV and so on? (prompted responses, multi-coded)
Base: Children aged 8-15 (774 aged 8-11, 781 aged 12-15 in 2009)
Source: Ofcom research, fieldwork carried out by Savills Rossiter-Base in April to May and September to October 2009
Figure 75: Lessons about digital technology – 2005, 2007 and 2009

QC41/42/43/44 – Do any of your lessons at school teach you about TV / about the Internet? (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Savile Rossiter-Base in April to May and September to October 2009