Section 3 – Children’s take-up of media
Figure 1: Availability of key platforms in the home, by age: 2007, 2009, 2011, 2013 & 2014


QP3D/E/H/I – I’m going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 2: Availability of key platforms in the home, by socio-economic group for children aged 5-15: 2007, 2009, 2011, 2013 & 2014

Figure 3: Availability of key platforms in the home, by age: 2007, 2009, 2011, 2013 and 2014

- **DVR***
  - Aged 3-4: 68% in 2007, 76% in 2011
  - Aged 5-15: 66% in 2007, 73% in 2011
  - Aged 5-7: 65% in 2007, 73% in 2011
  - Aged 8-11: 65% in 2007, 75% in 2011
  - Aged 12-15: 68% in 2007, 76% in 2011

- **Radio set (DAB or AM/FM)**
  - Aged 3-4: 68% in 2007, 76% in 2011
  - Aged 5-15: 75% in 2007, 84% in 2011
  - Aged 5-7: 73% in 2007, 81% in 2011
  - Aged 8-11: 71% in 2007, 73% in 2011
  - Aged 12-15: 76% in 2007, 79% in 2011

- **Smart TV**
  - Aged 3-4: 15% in 2007, 13% in 2011
  - Aged 5-15: 38% in 2007, 39% in 2011
  - Aged 5-7: 36% in 2007, 38% in 2011
  - Aged 8-11: 36% in 2007, 37% in 2011
  - Aged 12-15: 41% in 2007, 39% in 2011

QP3/J/A– I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) – NB – *Question wording changed in 2011 for DVR.** In previous years the questions about Smart TVs was a standalone question but in 2014 it was incorporated into the question grid at QP3


QP3C/J/A – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (prompted responses, single coded) – NB – *Question wording changed in 2011 for DVR. ** In previous years the questions about Smart TVs was a standalone question but in 2014 it was incorporated into the question grid at QP3. Base: Parents of children aged 5-15 (697 AB in 2007, 374 AB in 2009, 386 AB in 2011, 343 AB in 2013, 340 AB in 2014, 949 C1 in 2007, 507 C1 in 2009, 493 C1 in 2011, 473 C1 in 2013, 492 C1 in 2014, 844 C2 in 2007, 472 C2 in 2009, 332 C2 in 2011, 338 C2 in 2013, 337 C2 in 2014, 1147 DE in 2007, 751 DE in 2009, 506 DE in 2011, 535 DE in 2013, 491 DE in 2014) - significance testing shows any differences between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 5: Smartphone and non-smartphone ownership, by age: 2011, 2013, 2014

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


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 6: Smartphone ownership, by age of child: 2014

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

Base: Parents of children aged 3-4 or 5-15 (433 aged 3, 298 aged 4, 183 aged 5, 124 aged 6, 146 aged 7, 227 aged 8, 132 aged 9, 143 aged 10, 107 aged 11, 203 aged 12, 127 aged 13, 116 aged 14, 152 aged 15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
QP66 Which of these best describes the mobile package your child uses most often? (prompted responses, single coded)

Figure 8: Tablet ownership, by age of child: 2011, 2013, 2014

QP3E - 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 Rossiter-Base in April to June 2014
### Figure 9: Media in children’s bedrooms, among 5-15s: 2007, 2009, 2011, 2013 and 2014

<table>
<thead>
<tr>
<th></th>
<th>TV*</th>
<th>Games console/ Games player</th>
<th>Internet (PC/ laptop/ netbook based)</th>
<th>Radio set (DAB or AM/FM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>69</td>
<td>60</td>
<td>11</td>
<td>43</td>
</tr>
<tr>
<td>2009</td>
<td>66</td>
<td>65</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>2011</td>
<td>61</td>
<td>62</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>2013</td>
<td>52</td>
<td>47</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>2014</td>
<td>46</td>
<td>41</td>
<td>20</td>
<td>14</td>
</tr>
</tbody>
</table>

QP3A/B/H/I/D– 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) *In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014

<table>
<thead>
<tr>
<th>TV* in bedroom</th>
<th>Games console/ player in bedroom</th>
<th>Internet (PC/ laptop/netbook based) in bedroom</th>
<th>Radio set (DAB or AM/FM) in bedroom</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2007</td>
<td>2009</td>
<td>2011</td>
</tr>
<tr>
<td>Aged 3-4</td>
<td>22%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Aged 5-7</td>
<td>52%</td>
<td>49%</td>
<td>61%</td>
</tr>
<tr>
<td>Aged 8-11</td>
<td>69%</td>
<td>67%</td>
<td>74%</td>
</tr>
<tr>
<td>Aged 12-15</td>
<td>69%</td>
<td>67%</td>
<td>74%</td>
</tr>
</tbody>
</table>

QP3A/B/H/I/D – 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) *In 2014 this measure is derived from those parents who say their child has either a standard or a Smart TV in the bedroom, while in previous years they were not asked specifically about Smart TVs.


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014.
Figure 11: Media used by children aged 5-15 at home: 2007, 2009, 2011, 2013 and 2014

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games console/Games player</td>
<td>81</td>
<td>86</td>
<td>88</td>
<td>81</td>
<td>77</td>
</tr>
<tr>
<td>Internet – PC/laptop/netbook based</td>
<td>64</td>
<td>75</td>
<td>82</td>
<td>81</td>
<td>77</td>
</tr>
<tr>
<td>DVD player/recorder/Blu-ray recorder</td>
<td>91</td>
<td>89</td>
<td>81</td>
<td>77</td>
<td>72</td>
</tr>
<tr>
<td>Digital Video Recorder (DVR)*</td>
<td>61</td>
<td>67</td>
<td>65</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QP3H/I/C/K/C – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded) *Question wording changed in 2011 for DVR


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 12: Media used by children aged 5-15 at home: 2007, 2009, 2011, 2013 and 2014

QP3E/F/ J/G I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
QP3H/I/D/E – 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 14: Media used by children at home, by age: 2007, 2009, 2011, 2013 and 2014

QP3F/J/G – I’m going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use. (prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 15: Devices ever used by children aged 5-15 to watch television programmes at home (2013) or elsewhere (2014)

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

Base: Parents of children aged 5-15 (1689 aged 5-15 in 2013, 1660 aged 5-15 in 2014). In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent. In 2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. Significance testing shows any change between 2013 and 2014. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 16: Devices ever used to watch television programmes at home (2013) or elsewhere (2014), by age

QP5 – Does your child EVER use any of these devices to watch television programmes at home or elsewhere? (prompted responses, multi-coded)

Base: Parents of children aged 3-4 or 5-15 (685 aged 3-4 in 2013, 731 aged 3-4 in 2014, 533 aged 5-7 in 2013, 453 aged 5-7 in 2014, 587 aged 8-11 in 2013, 609 aged 8-11 in 2014, 569 aged 12-15 in 2013, 598 aged 12-15 in 2014) In 2014 responses are taken from the child aged 8-11 or 12-15 rather than the parent. In 2013 the response for 12-15 was taken from the child and the parent for 5-7s and 8-11s. Significance testing shows any change between 2013 and 2014

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 17: Access to and use of, on-demand TV services, by age: 2014

QP8/QP9– Can you watch TV programmes or films ‘on-demand’ through a TV set, or any type of device that may be used to go online? By ‘on-demand’ I mean pay-per-view programmes or ‘standalone’ subscription services or broadcaster catch-up services. Does your child use the television or any type of device that may be used to go online to watch any of these types of ‘on-demand’ service at all? (prompted responses, single coded)

Base: Parents of children aged 3-4 or 5-15 (731 aged 3-4, 1,660 aged 5-15, 453 aged 5-7, 609 aged 8-11, 598 aged 12-15)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 18: Regular use of media devices, by age: 2014

<table>
<thead>
<tr>
<th>Device</th>
<th>Aged 5-7</th>
<th>Aged 5-15</th>
<th>Aged 8-11</th>
<th>Aged 8-12</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV set</td>
<td>83%</td>
<td>83%</td>
<td>80%</td>
<td>38%</td>
<td>28%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>88%</td>
<td>88%</td>
<td>83%</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>PC/ laptop</td>
<td>69%</td>
<td>69%</td>
<td>68%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Tablet</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Books, magazines, comics</td>
<td>36%</td>
<td>36%</td>
<td>38%</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Games console/player</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>34%</td>
<td>36%</td>
</tr>
<tr>
<td>Radio</td>
<td>32%</td>
<td>32%</td>
<td>34%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>DVD/ Blu ray player</td>
<td>32%</td>
<td>32%</td>
<td>34%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>MP3 player</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>

QC45 – Which of the following do you use almost every day? (prompted responses, multi-coded)
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 19: Radio listening at home (2009, 2011, 2013) or elsewhere (2014), by age

QP21– Does your child ever listen to radio in these ways either at home or elsewhere? (prompted responses, multi coded) Responses from parent of child aged 3-4 and 5-7 and child aged 8-11 and 12-15. NB In 2009-2013 responses were taken from parents of children aged 8-11, whereas in 2014 responses were taken from the child aged 8-11. NB In 2009-2013 parents/children were asked about radio listening at home whereas in 2014 they were asked about radio listening at home or elsewhere.


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 20: Devices ever used by children aged 5-15 to go online at home (2011, 2013) or elsewhere (2014)

QP25A – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded) *Shows responses given by 2% or more of all respondents in 2014. NB In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/children were asked about going online at home whereas in 2014 they were asked about going online at home or elsewhere
Figure 21: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2014), by age [1/2]

QP25A – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded) *Shows responses given by 2% or more of all respondents in 2014. NB In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/children were asked about going online at home whereas in 2014 they were asked about going online at home or elsewhere

Figure 22: Devices ever used by children to go online at home (2011, 2013) or elsewhere (2014), by age [2/2]

<table>
<thead>
<tr>
<th></th>
<th>Aged 3-4</th>
<th>Aged 5-7</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Uses any device to go online</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Games console/player (fixed or portable)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Portable media player</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Smart TV</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>E-reader</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QP25A – Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (prompted responses, single coded) *Shows responses given by 2% or more of all respondents in 2014. NB In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent. NB In 2011-2013 parents/children were asked about going online at home whereas in 2014 they were asked about going online at home or elsewhere.

Figure 23: Device ‘mostly’ used by children to go online at home (2011, 2013) or elsewhere (2014), by age

QP25B – And when your child goes online at home or elsewhere, which device do they mostly use? (prompted responses, single coded) In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 24: Devices used for gaming at home (2009, 2011, 2013) or elsewhere (2014)

QP68 – Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 2% of all 5-15s
In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Base: Parents of children aged 5-15 (2131 in 2009, 1717 in 2011, 1689 in 2013, 1660 in 2014). NB In 2009-2013 parents and children were asked about gaming at home whereas in 2014 they were asked about gaming at home or elsewhere. Significance testing shows any change between 2013 and 2014
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to June 2014
Figure 25: Devices used for gaming at home (2009, 2011, 2013) or elsewhere (2014), by age [1/2]

Games console connected to a TV

Handheld games console

Computer, laptop or netbook

<table>
<thead>
<tr>
<th></th>
<th>Aged 3-4</th>
<th>Aged 5-7</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
<th>Aged 3-4</th>
<th>Aged 5-7</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
<th>Aged 3-4</th>
<th>Aged 5-7</th>
<th>Aged 8-11</th>
<th>Aged 12-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>25</td>
<td>17</td>
<td>58</td>
<td>63</td>
<td>30</td>
<td>60</td>
<td>66</td>
<td>56</td>
<td>33</td>
<td>34</td>
<td>29</td>
<td>25</td>
</tr>
<tr>
<td>2014</td>
<td>30</td>
<td>20</td>
<td>54</td>
<td>69</td>
<td>39</td>
<td>51</td>
<td>43</td>
<td>44</td>
<td>38</td>
<td>36</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>2009</td>
<td>56</td>
<td>56</td>
<td>69</td>
<td>66</td>
<td>66</td>
<td>66</td>
<td>74</td>
<td>79</td>
<td>64</td>
<td>64</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>2011</td>
<td>58</td>
<td>54</td>
<td>69</td>
<td>66</td>
<td>55</td>
<td>57</td>
<td>44</td>
<td>44</td>
<td>45</td>
<td>48</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>2013</td>
<td>54</td>
<td>55</td>
<td>69</td>
<td>66</td>
<td>55</td>
<td>57</td>
<td>44</td>
<td>44</td>
<td>45</td>
<td>48</td>
<td>42</td>
<td>42</td>
</tr>
</tbody>
</table>

QP68– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by more than 2% of all 5-15s
In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent
Figure 26: Devices used for gaming at home (2009, 2011, 2013) or elsewhere (2014), by age [2/2]

QP68– Does your child ever play games at home or elsewhere in any of these ways? (prompted responses, multi-coded) – only showing responses by 2% or more of all 5-15s In 2014 responses are taken from the child aged 8-11 or aged 12-15 rather than the parent