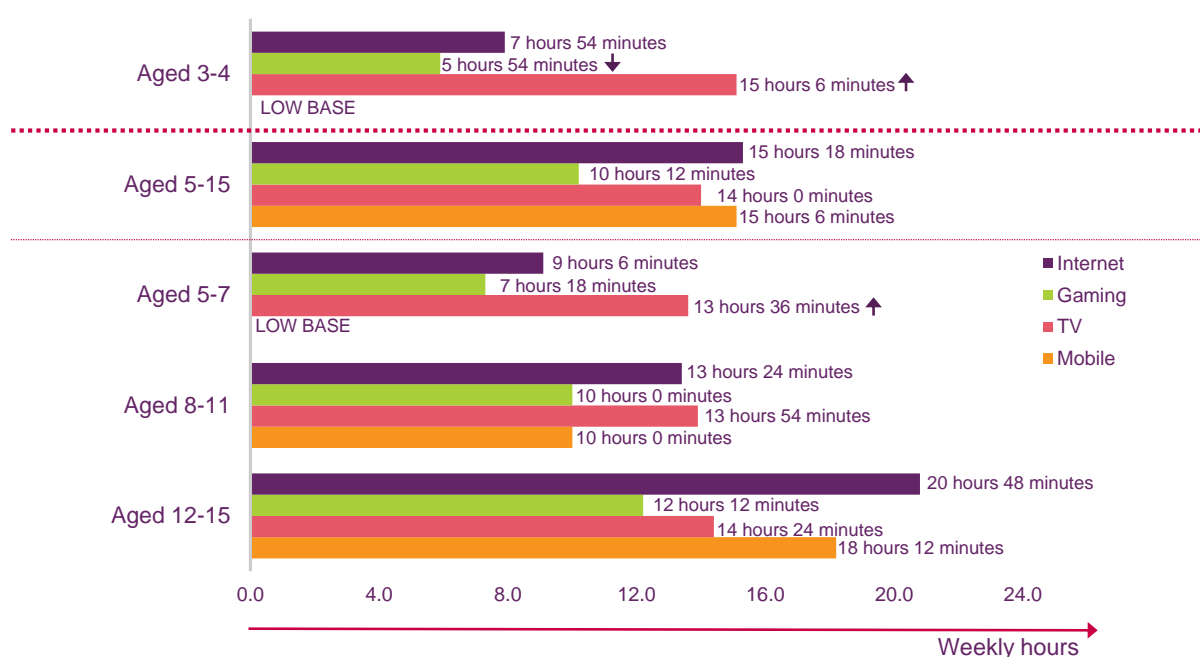


hours spent gaming or using a mobile phone. Children aged 12-15 spend the most time online, followed by using a mobile phone and watching TV on a TV set, and spend the least time gaming.

At an overall level, across children aged 5-15 there has been no change in estimated hours consuming media since 2016. Children aged 3-4 or 5-7 are, however, more likely to spend more hours per week watching television on a TV set. Those aged 3-4 spend less time per week playing games¹⁸.

Later in this report (Section 13), when addressing parental concerns, we look specifically at the extent to which parents say they are concerned about the amount of time their child spends consuming media, as well as the extent to which they are concerned about their child’s screen time.

Figure 1: Estimated weekly hours of media consumption at home or elsewhere, among users, by age: 2017



QP8A-B/ QP25A-B/ QP57A-B/QP66A-B How many hours would you say he/ she spends [USING MEDIUM] on a typical school day/ on a weekend day?

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

Base: Parents of children aged 3-7 and children aged 8-15 who use each medium (VARIABLE BASE) - Significance testing shows any change between 2016 and 2017

¹⁸ Although this decrease between 2016 and 2017 follows a corresponding increase between 2015 and 2016, as discussed at Figure 4.