

Children and parents: Media use and attitudes report 2019



Making
sense
of media

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Welsh version available - [Plant a rhieni: Adroddiad ar agweddau a defnydd o gyfryngau 2019](#)

Media use by age in 2019: a snapshot

3-4 year olds

- ▶ 24% have their own tablet
- ▶ 20% use a smartphone to go online, and 49% use a tablet to go online
- ▶ 15% of tablet owners are allowed to take it to bed with them
- ▶ 11% use a smart speaker in the home
- ▶ 95% watch TV on a TV set, while 36% use a tablet, and 14% use a mobile phone to watch TV
- ▶ 98% watch TV programmes or films (on any device), for 12hrs 42mins a week
 - ▶ 75% watch live broadcast TV, and 65% watch video-on-demand content*
 - ▶ 39% play games, for 4hrs 42mins a week
 - ▶ 17% play games online
 - ▶ 51% watch YouTube, for 8hrs 6mins a week
 - ▶ 3% watch YouTubers or vloggers
 - ▶ 1% of online users have a social media profile



5-7 year olds

- ▶ 5% have their own smartphone
- ▶ 37% have their own tablet
- ▶ 27% use a smartphone to go online, and 63% use a tablet to go online
- ▶ 14% of tablet owners are allowed to take it to bed with them
- ▶ 20% use a smart speaker in the home
- ▶ 96% watch TV on a TV set, while 40% use a tablet, and 12% use a mobile phone to watch TV
- ▶ 98% watch TV programmes or films (on any device), for 11hrs 6mins a week
 - ▶ 73% watch live broadcast TV, and 73% watch video-on-demand content*
 - ▶ 62% play games, for 6hrs 18mins a week
 - ▶ 35% play games online
 - ▶ 64% watch YouTube, for 8hrs 36mins a week
 - ▶ 11% watch YouTubers or vloggers
 - ▶ 4% of online users have a social media profile



8-11 year olds

- ▶ 37% have their own smartphone
- ▶ 49% have their own tablet
- ▶ 49% use a smartphone to go online, and 72% use a tablet to go online
- ▶ 45% who own a mobile phone are allowed to take it to bed with them, while 32% of tablet owners are allowed to do this
- ▶ 25% use a smart speaker in the home
- ▶ 92% watch TV on a TV set, while 42% use a tablet, and 22% use a mobile phone to watch TV
- ▶ 99% watch TV programmes or films (on any device), for 10hrs 30mins a week
 - ▶ 74% watch live broadcast TV, and 78% watch video-on-demand content*
 - ▶ 79% play games, for 9hrs 30mins a week
 - ▶ 66% play games online
 - ▶ 74% watch YouTube, for 10hrs a week
 - ▶ 27% watch YouTubers or vloggers
 - ▶ 21% of online users have a social media profile



12-15 year olds

- ▶ 83% have their own smartphone
- ▶ 59% have their own tablet
- ▶ 81% use a smartphone to go online, and 69% use a tablet to go online
- ▶ 74% who own a mobile phone are allowed to take it to bed with them, while 61% of tablet owners are allowed to do this
- ▶ 36% use a smart speaker in the home
- ▶ 88% watch TV on a TV set, while 46% use a tablet, and 41% use a mobile phone to watch TV
- ▶ 98% watch TV programmes or films (on any device), for 11hrs 48mins a week
 - ▶ 75% watch live broadcast TV, and 88% watch video-on-demand content*
 - ▶ 81% play games, for 11hrs 36mins a week
 - ▶ 72% play games online
 - ▶ 89% watch YouTube, for 11hrs a week
 - ▶ 41% watch YouTubers or vloggers
 - ▶ 71% of online users have a social media profile



* Video-on-demand content includes subscription services such as Netflix, broadcast catch-up services such as BBC iPlayer, recorded TV, websites like Vimeo and YouTube, blu-rays/DVDs, and renting online such as from Google Play Store