Media Lives by age: a snapshot

Below is a snapshot of how children use and interact with media devices and services, split by age

3-4s

1% have their own smartphone, 19% have their own tablet.



96% watch TV on a TV set, for 14h a week.

30% watch TV on other devices, mostly on a tablet.

36% play games, for nearly 6¼h a week.

52% go online, for nearly **9h a** week.

69% of these mostly use a tablet to go online.

32% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

45% use YouTube, **80**% of these say they use it to watch cartoons while **40**% say funny videos or pranks.

1% have a social media profile

5-7s

5% have their own smartphone, 42% have their own tablet.



97% watch TV on a TV set, for around 13¼h a week.

44% watch TV on other devices, mostly on a tablet.

63% play games, for around 7½h a week.

82% go online, for around 9½h a week.

67% of these mostly use a tablet to go online.

44% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

70% use YouTube, **65%** of these say they use it to watch cartoons while **61%** say funny videos or pranks.

4% have a social media profile.

8-11s

35% have their own smartphone, 47% have their own tablet.



94% watch TV on a TV set, for nearly 13h a week.

43% watch TV on other devices, mostly on a tablet.

74% play games, for around 10h a week.

93% go online, for around 13½h a week.

45% of these mostly use a tablet to go online, with **24**% mostly using a mobile.

43% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

77% use YouTube, 75% of these say they use it to watch funny videos or pranks while 58% say music videos.

18% have a social media profile.

40% who own a mobile are allowed to take it to bed with them, it's **28%** among tablet owners.

12-15s

83% have their own smartphone, **50**% have their own tablet.



90% watch TV on a TV set, for around 13¼h a week.

62% watch TV on other devices, mostly on a tablet or mobile.

76% play games, for around **13%h a week**.

99% go online, for 20½h a week.

53% of these mostly use a mobile to go online, with **23%** mostly using a tablet.

58% watch TV programmes via OTT services (like Netflix, Now TV or Amazon Prime Video).

89% use YouTube, **74%** of these say they use it to watch funny videos or pranks with same proportion saying music videos.

69% have a social media profile.

71% who own a mobile are allowed to take it to bed with them, it's **61%** among tablet owners.