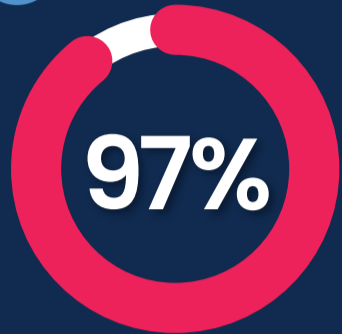


What Parents & Carers Need to Know about The Ofcom Children and Parents: MEDIA USE AND ATTITUDES Report 2020/21

Content Consumption



of children aged 5-15 watch content on video-sharing platforms (VSPs)

Most popular apps used by 12-15 year olds



Social Pressures

83% of 8-11s & 89% of 12-15s felt the pressure to be popular online

Screen Time

4 out of 10 parents found it hard to control their child's screen time

Online Safety

Only **32%** of parents use parental controls built into devices

Only **30%** use controls to restrict access to inappropriate content

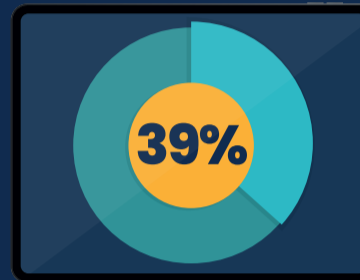
Only **50%** use settings to stop app downloads or in-app purchases

2 out of 3 sought online safety advice from schools

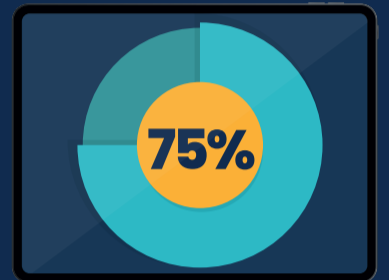
Online Gaming: Who Plays Games Online?

55% of 5-7s **80%** of 8-11s **86%** of 12-15s

Posting/sharing content



of 5-7s shared content online



of 12-15s shared content online

Parental Concerns

50% concerned about pressure to make in-game purchases

45% concerned about bullying

38% concerned about content

Vulnerable Children

Children aged 12-15 are more likely to ...

- Have a negative experience
- Be contacted online by a stranger
- Feel pressure to send photos/personal information
- Rely on video-calling platforms to socialise

84% of children who have an impacting/limiting condition used video software such as Zoom, HouseParty and Skype

National Online Safety
#WakeUpWednesday

8-11s

40% watch other people's live streams
8% have shared live streams
Most popular platforms:



Live Streaming



12-15s

50% watch other people's live streams
17% have shared live streams
Most popular platforms:

