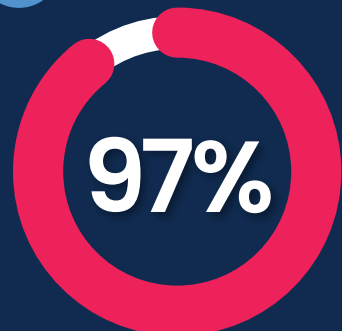


What Parents & Carers Need to Know about The Ofcom Children and Parents: **MEDIA USE AND ATTITUDES** Report 2020/21

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



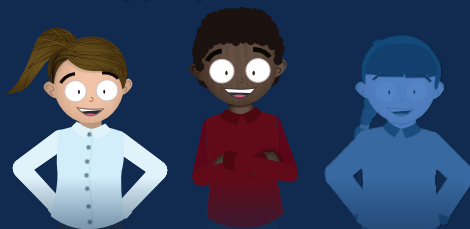
Only **32%** of parents use parental controls built into devices



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



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

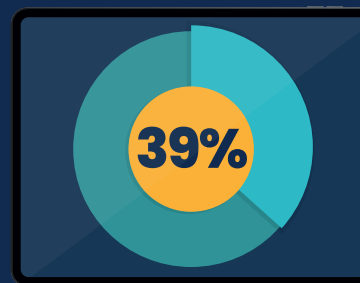


2 out of 3 sought online safety advice from schools

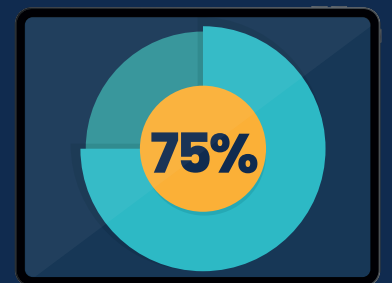
Online Gaming: Who Plays Games Online?

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

Posting/sharing content

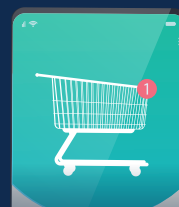


of 5-7s shared content online



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

NOS National Online Safety®
#WakeUpWednesday

8-11s

40% watch other people's live streams

8% have shared live streams

Most popular platforms:



30%

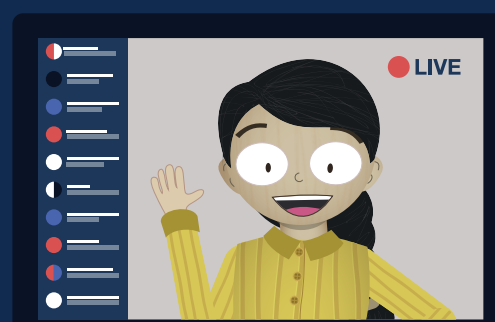


10%



10%

Live Streaming



12-15s

50% watch other people's live streams

17% have shared live streams

Most popular platforms:



38%



32%



25%

Sources: <https://www.ofcom.org.uk>