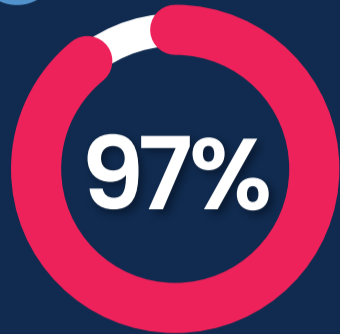


# What Parents & Carers Need to Know about The Ofcom Children and Parents: MEDIA USE AND ATTITUDES Report 2020/21

## 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

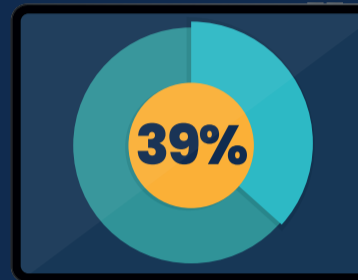
Only **50%** use settings to stop app downloads or in-app purchases

**2 out of 3** sought online safety advice from schools

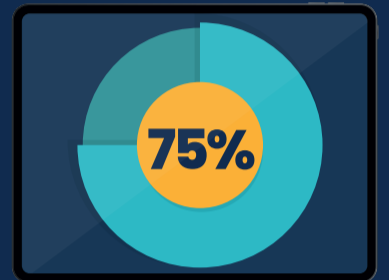
## Online Gaming: Who Plays Games Online?

**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:

