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

Content Consumption

97% of children aged **5-15** watch content on video-sharing platforms (VSPs)

Most popular apps used by 12-15 year olds

- 65%
- 65%
- 50%
- 53%

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

39% of 5-7s shared content online → **75%** 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:
- 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%