

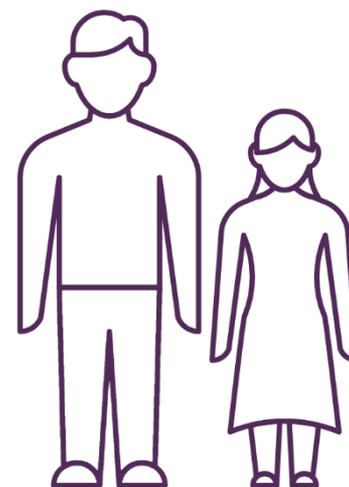
Children's & Parents' Media Use and Attitudes Research 2020/21

Produced by: Critical Research

Fieldwork: October 2020 to January 2021

Introduction

- **Research history**
 - Prior to 2020, annual survey conducted Spring/early Summer
 - Face-to-face in-home interviews
 - Talking to parents of 3-15 year olds, and children themselves aged 8-15
 - Report on pre-school children (3-4s), early primary years (5-7s), older primary (8-11s), and secondary school (12-15s)
- **Changes in 2020 survey**
 - Move to **online methodology**, split across two surveys
 - Survey 1: post-to-web and online panel
 - Survey 2: online panel (social media focus)
 - Fieldwork dates and sample sizes
 - Survey 1: 6th October 2020 to 15th January 2021
 - 2,972 interviews with parents and children aged 3-15
 - Survey 2: 27th November 2020 to 15th January 2021
 - 1,919 interviews with parents and children aged 3-15
 - Removal of some questions to adapt to online methodology
 - Please note that while fieldwork extended into the first two weeks of January 2021 – the data is referred to as 2020 throughout



Interpreting the findings in 2020

- **Impact on trend data**

- 2020 saw a move from an interviewer-administered approach conducted in-home to a self-completion survey conducted online
 - We might expect some differences due to this change in methodology
- Fieldwork conducted during the pandemic with significant impacts for both parents and children
 - We might expect differences in usage, behaviour and attitudes as a result
 - Fieldwork was conducted during a period that encompassed the 2nd and 3rd lockdowns and when tier restrictions were in place

- **How to read the trend data**

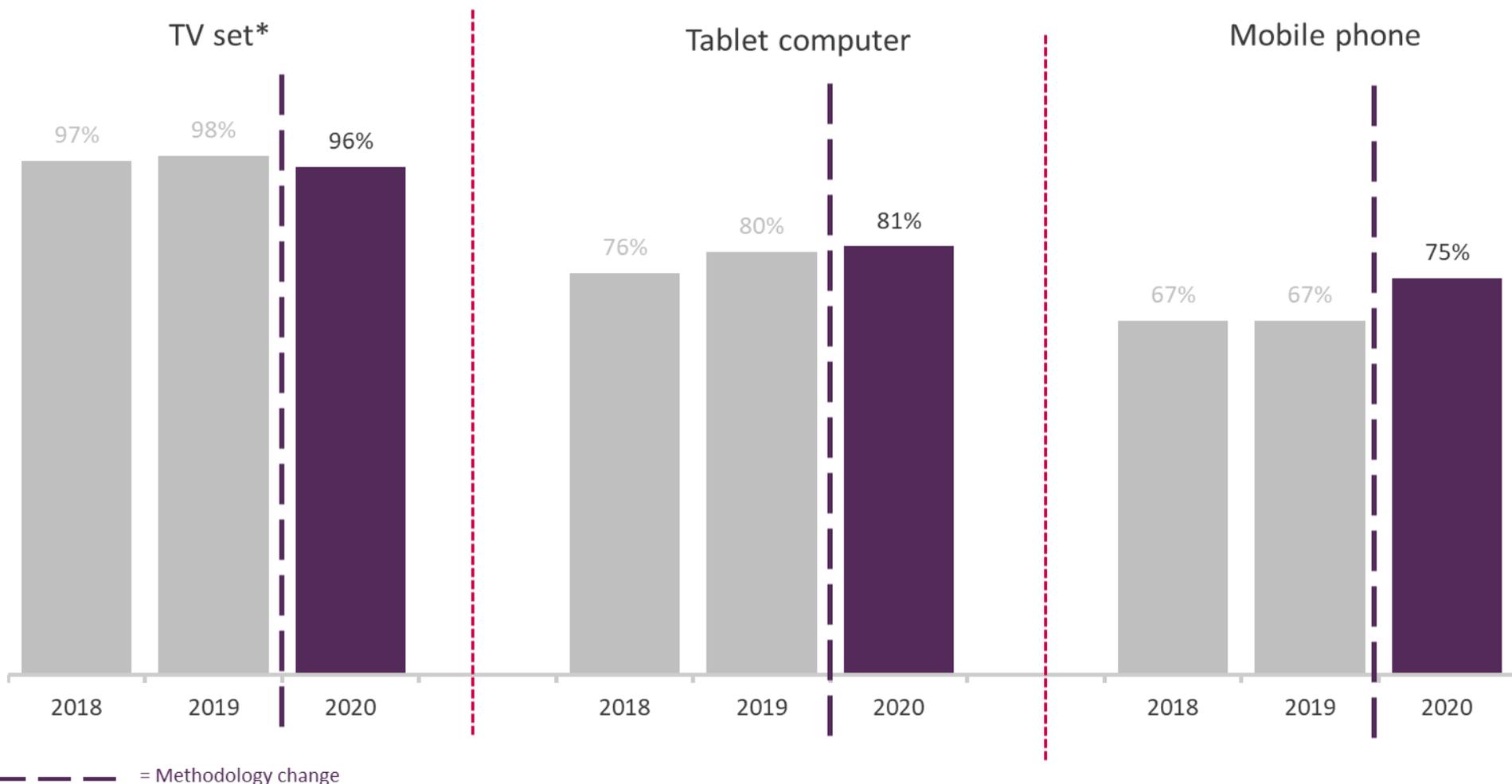
- This report **does** include data from previous waves of research
- However, when reading these charts **please be cautious in drawing conclusions** on any movements in data between 2019 and 2020
- A clear purple dotted line has been included on relevant charts to demonstrate the change in methodology
- This is because of the reasons outlined above. Variations in data may be a permanent shift and part of a trend that continues over time; they may be changes that are not reflected in future waves when lockdowns are not in place; or they may be changes that are due to changes in data collection methods



1. Children's use of media devices

Almost all children aged 5-15 continued to use a TV set, with three-quarters or more using a mobile phone or tablet

Media used by children aged 5-15 at home: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

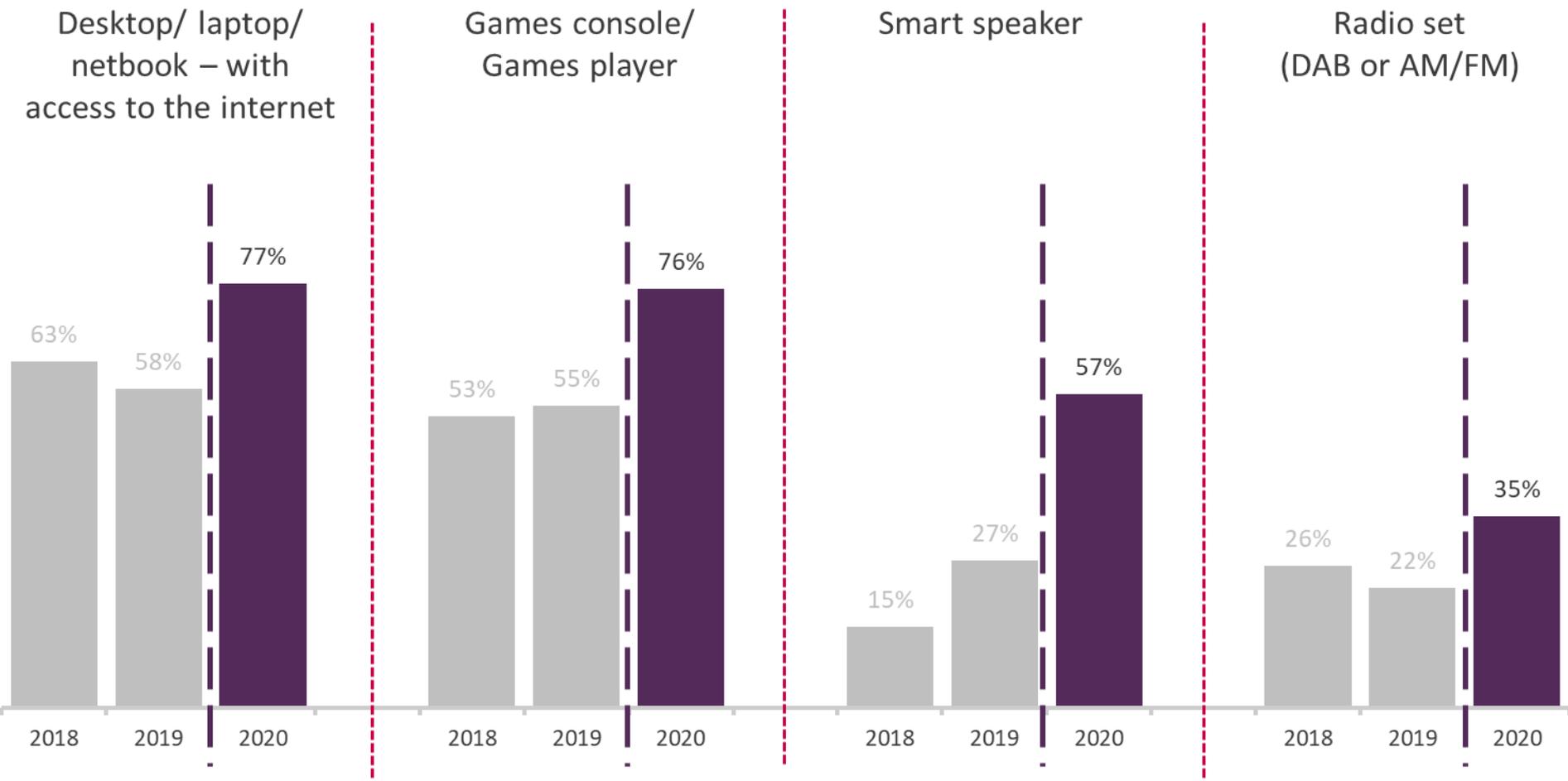
QP3A/B/E/F/C. I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (single coded).

Base: Parents of children aged 5-15 (2190).

*This measure includes those who say they use either a Smart TV or a 'standard' TV set.

Three quarters of children aged 5-15 also used a computer or games console, and over half used a smart speaker

Media used by children aged 5-15 at home: 2018, 2019 and 2020



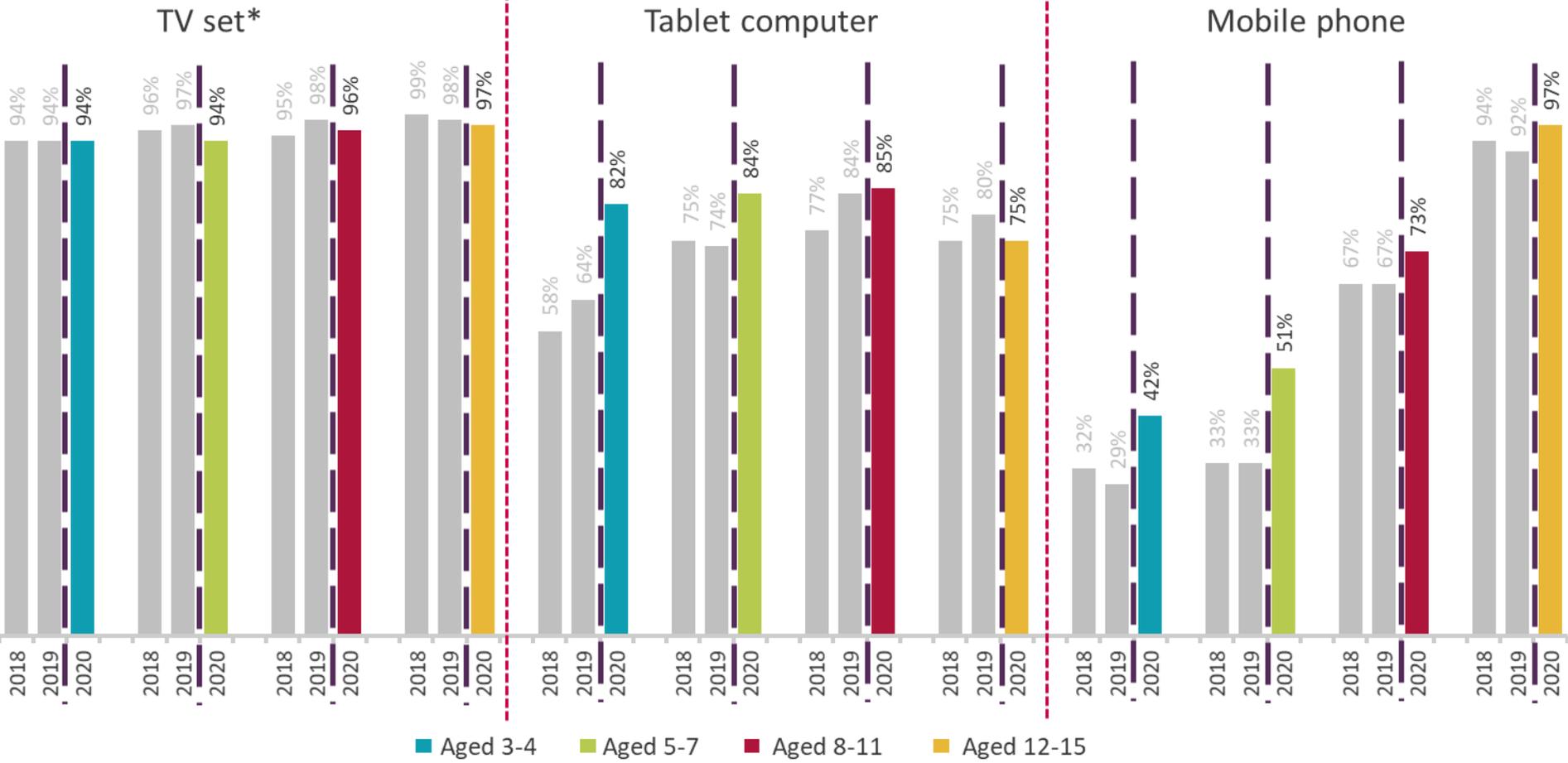
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP3D/G/I/J/H/K. I’m going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use. (single coded).

Base: Parents of children aged 5-15 (2190).

Use of a tablet decreases after the age of 11, as almost all 12-15 year olds use a mobile phone

Media used by children at home, by age: 2018, 2019 and 2020



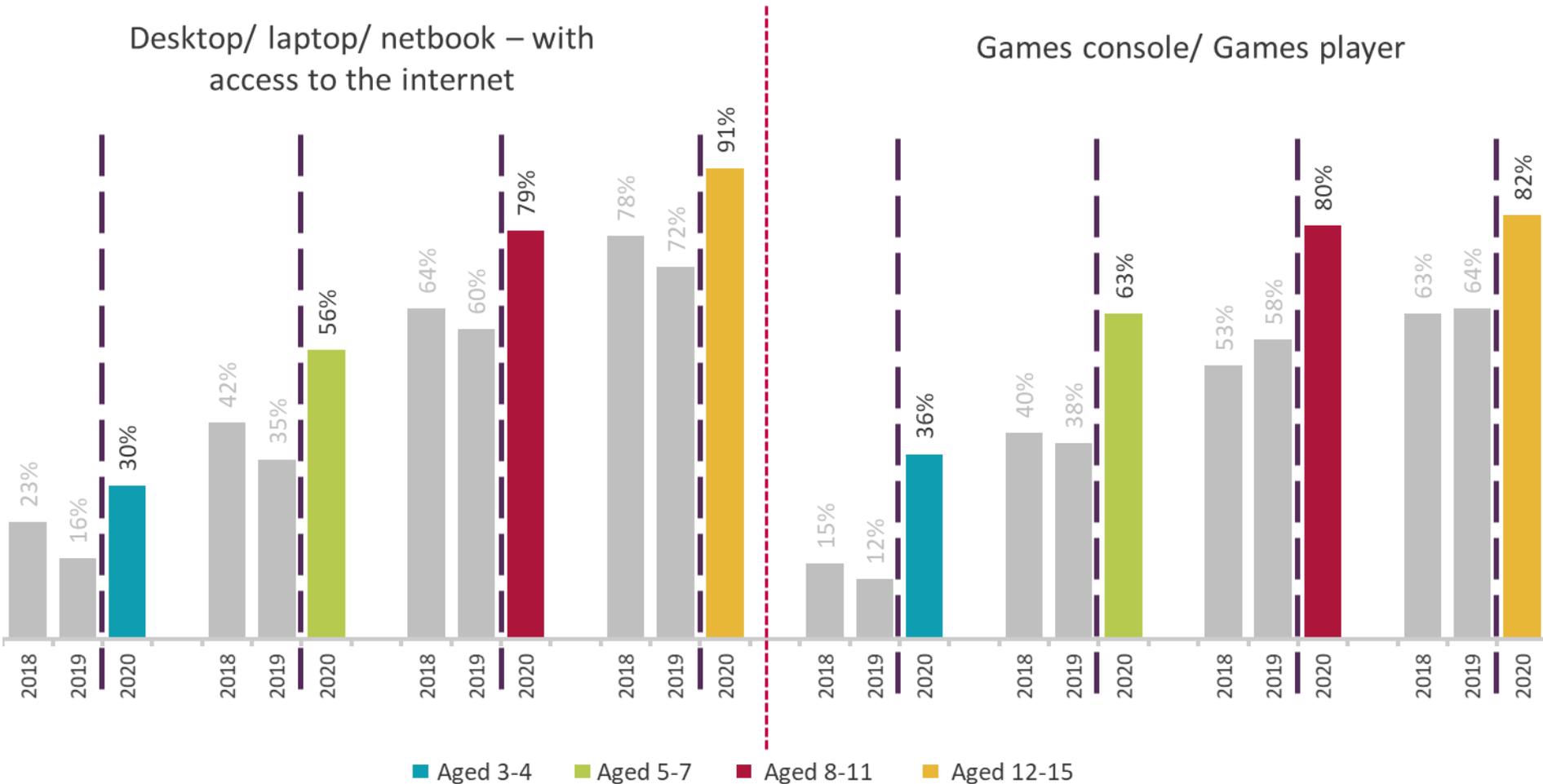
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP3A/B/E/F/C. I’m going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (single coded). *Since 2014 this measure includes those who say they use either a Smart TV or a ‘standard’ TV set, prior to this we asked only about a TV set.

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Use of desktop, laptop or netbook computers increase with the age of the child

Media used by children at home, by age: 2018, 2019 and 2020



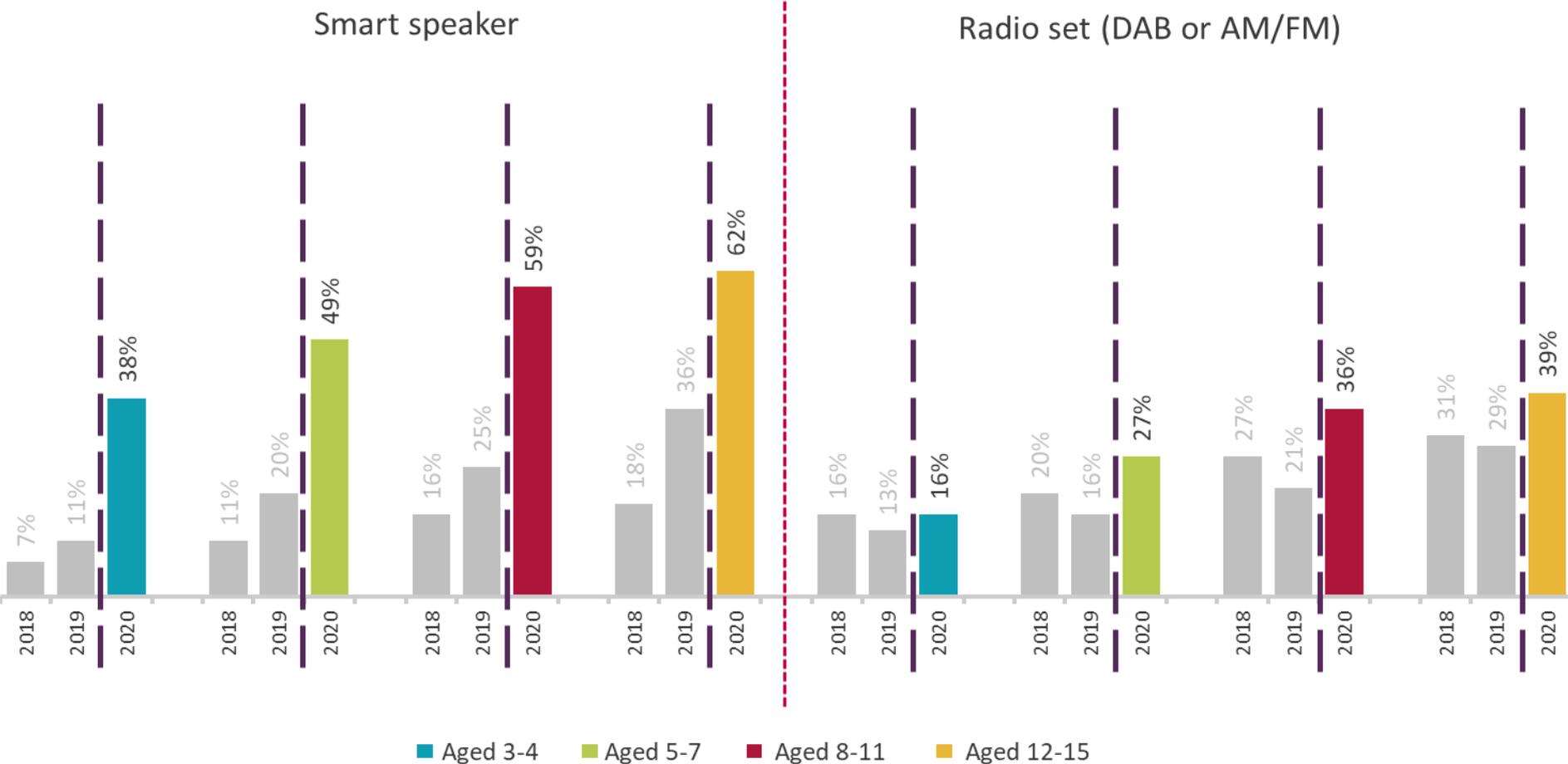
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP3D/G/I. I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use. (single coded).

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

More than half of children aged 8-15 used smart speakers with fewer children of this age using radio sets

Media used by children at home, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP3J/H/K. I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use. (single coded).

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Among 5-15s, the difference between access to and use of a device was greatest for desktops/ laptops and for radio

Summary of access to and use of devices/ media in the home, by age: 2020

	All children		Aged 3-4		Aged 5-7		Aged 8-11		Aged 12-15		Aged 5-15	
	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use	Access	Use
Desktop computer/ laptop/ netbook – with internet access	84%	30%	88%	56%	91%	79%	95%	91%	92%	77%		
Tablet computer	93%	82%	90%	84%	92%	85%	86%	75%	89%	81%		
Games console/ games player	74%	36%	80%	63%	86%	80%	89%	82%	86%	76%		
Smart TV set	85%	77%	86%	78%	83%	76%	86%	81%	85%	78%		
Standard TV set	68%	55%	66%	57%	67%	61%	70%	62%	68%	60%		
Smart speakers	58%	38%	60%	49%	64%	59%	70%	62%	65%	57%		
Radio	56%	16%	60%	27%	65%	36%	66%	39%	64%	35%		
Mobile phone*	4%	42%	14%	51%	51%	73%	93%	97%	56%	75%		
ANY STANDARD/ SMART TV	99%	94%	98%	94%	99%	96%	99%	97%	99%	96%		
ANY INTERNET	98%	82%	99%	93%	98%	98%	99%	98%	98%	97%		

Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP3. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (single coded)

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15, 2,190 aged 5-15).

* For mobile phone, the percentages shown in the 'access' columns relate to personal ownership of a mobile phone rather than household ownership. The percentages shown for use are higher than those shown for personal ownership, as this includes use of mobiles within the household that are not directly owned by the child.

Half or more of 8-15s had a smartphone, with ownership increasing with age

Smartphone and non-smartphone ownership, by age: 2018, 2019 and 2020



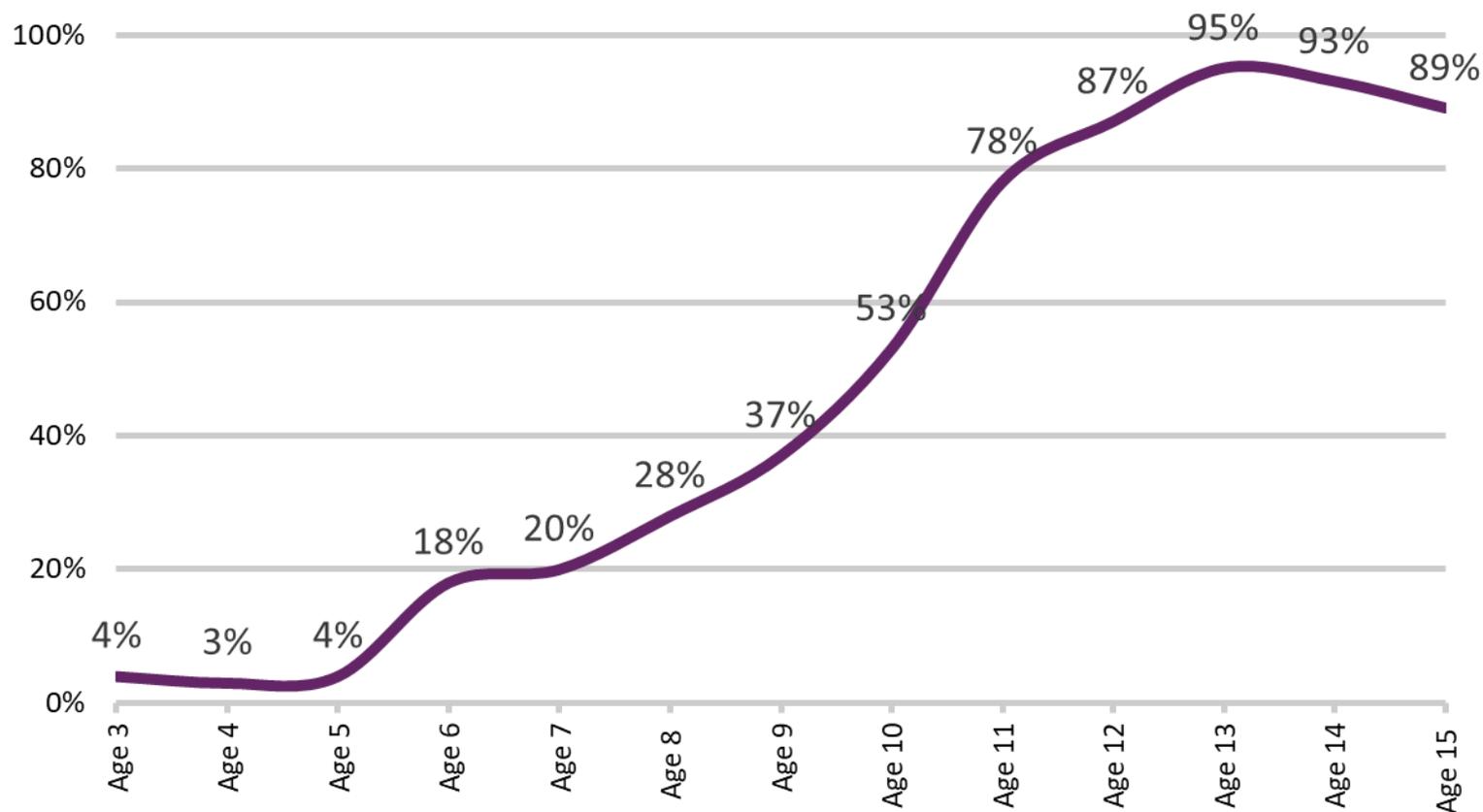
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP3F/QP4. I’m going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? A Smartphone is a phone on which you can easily access emails, download apps/ applications (single coded).

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

More than half of children aged 10 have their own smartphone. By age 13, almost all (95%) have a smartphone

Smartphone ownership, by age of child: 2020



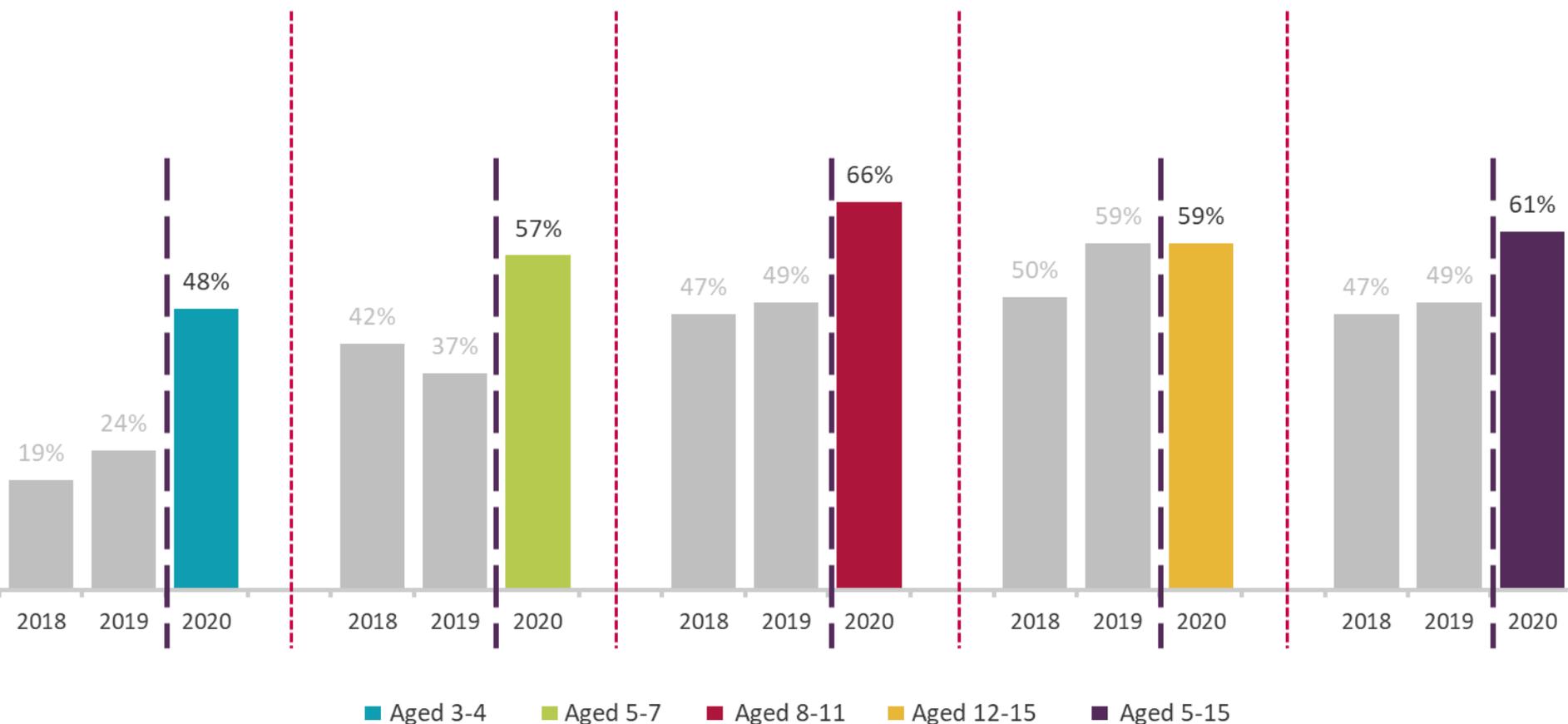
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP3F/QP4. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (single coded). / You mentioned that your child has their own mobile phone. Is this a Smartphone? (single coded).

Base: Parents of children aged 3-15 (402 aged 3, 380 aged 4, 259 aged 5, 239 aged 6, 258 aged 7, 186 aged 8, 162 aged 9, 188 aged 10, 158 aged 11, 152 aged 12, 161 aged 13, 221 aged 14, 206 aged 15 in 2020).

Close to half of 3-4s own their own tablet, as do most children aged 5-15

Tablet ownership, by age: 2018, 2019 and 2020



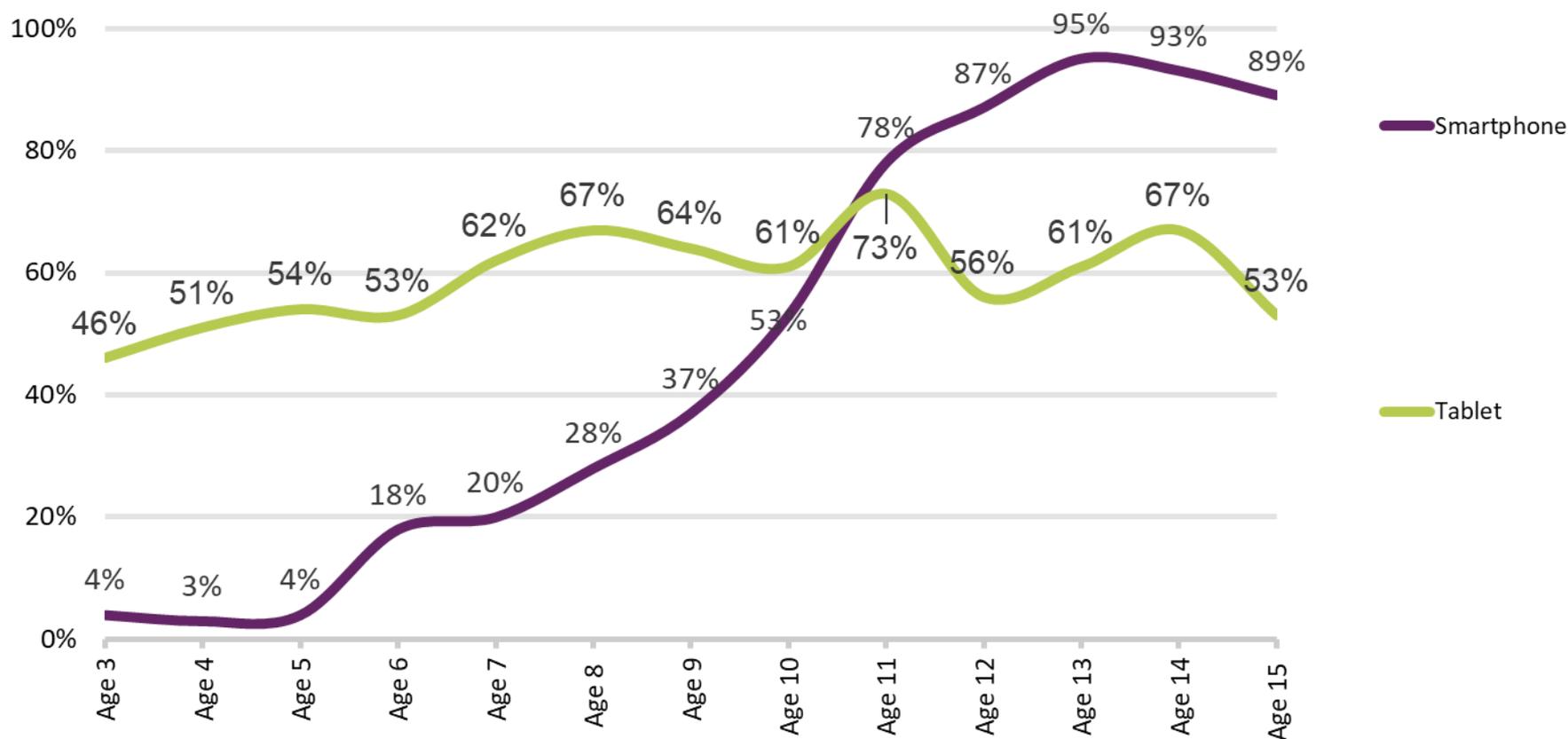
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP3E. I'm going to read out a list of different types of media devices that you may or may not have in your home, and which your child may or may not use (single-coded).

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Children under the age of 10 were more likely to have a tablet than a smartphone, after this age children are more likely to own a smartphone

Tablet and smartphone ownership, by age: 2020



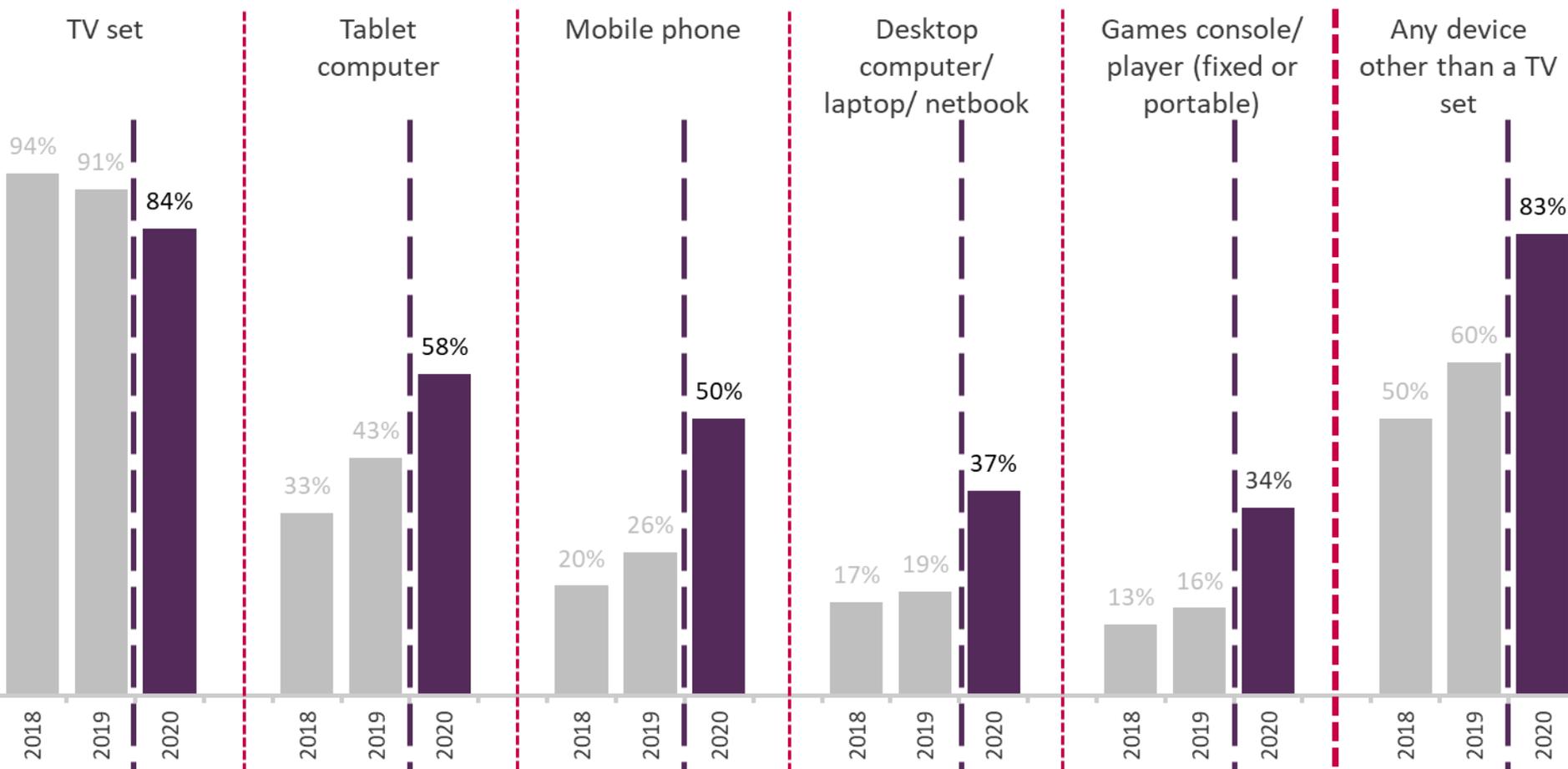
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP3F/QP4. I'm going to read out a list of different types of equipment that you may or may not have in your home, and which your child may or may not use (single coded)/ You mentioned that your child has their own mobile phone. Is this a Smartphone? (single coded).

Base: Parents of children aged 3-15 (402 aged 3, 380 aged 4, 259 aged 5, 239 aged 6, 258 aged 7, 186 aged 8, 162 aged 9, 188 aged 10, 158 aged 11, 152 aged 12, 161 aged 13, 221 aged 14, 206 aged 15 in 2020).

Eight in ten 5-15s watched TV programmes on a TV set, comparable to those watching on any other device – mostly a tablet or mobile phone

Devices ever used by children aged 5-15 to watch television content: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

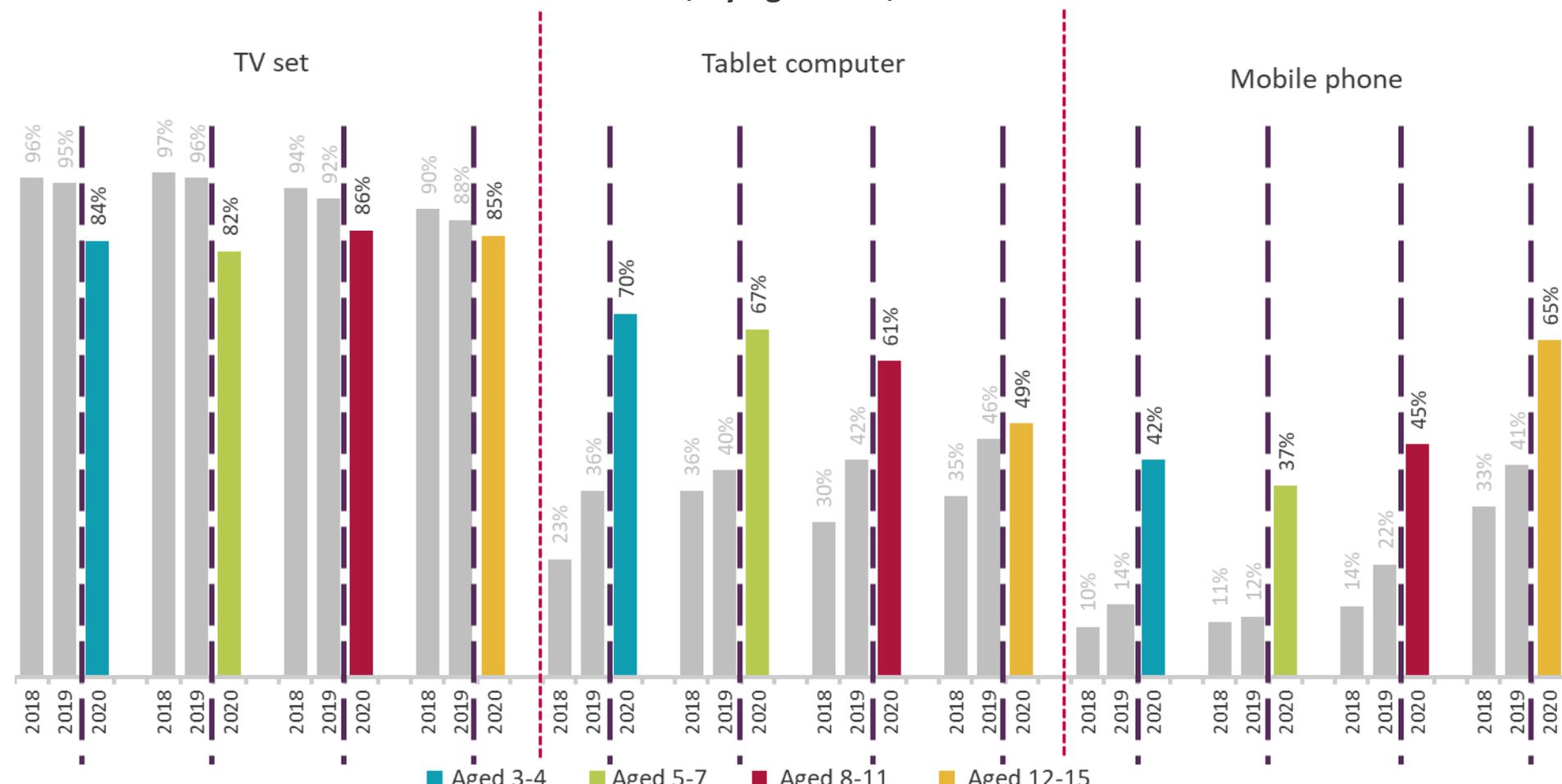
QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (multi coded).

Responses from parents for 5-7 year olds and from children aged 8-15.

Base: Parents of children aged 5-15 (2190).

Two thirds of 8-11s watched TV programmes or films on a tablet, while a comparable proportion of 12-15s watched on a mobile phone

Devices ever used to watch television content, by age: 2018, 2019 and 2020



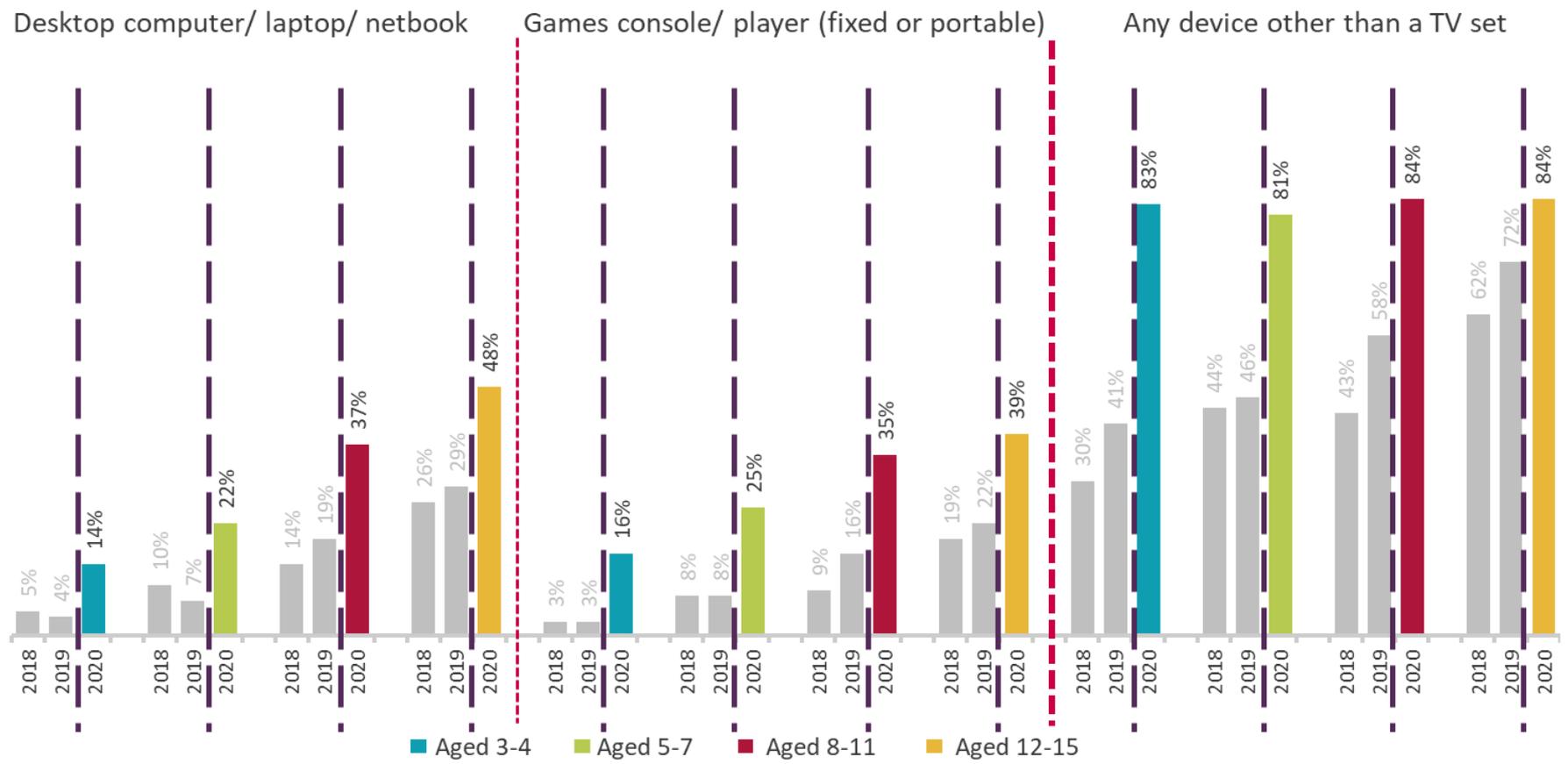
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (multi coded). Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Most children were watching television content on devices other than a TV set

Devices ever used to watch television content, by age: 2018, 2019 and 2020



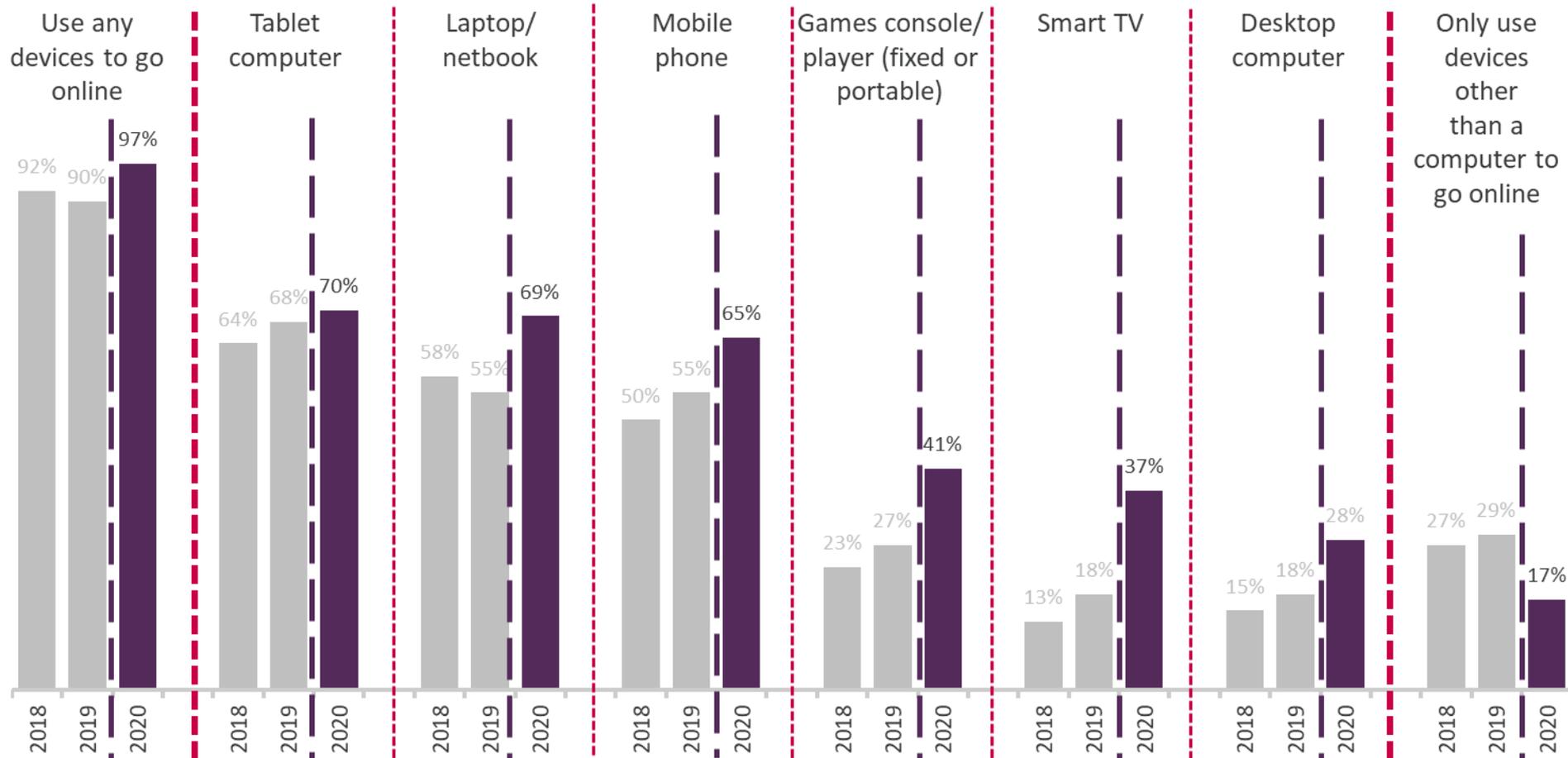
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP5. Does your child ever use any of these devices to watch television programmes or films at home or elsewhere? (multi coded). Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Most 5-15s went online using a tablet, laptop or mobile phone

Devices ever used by children aged 5-15 to go online:2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

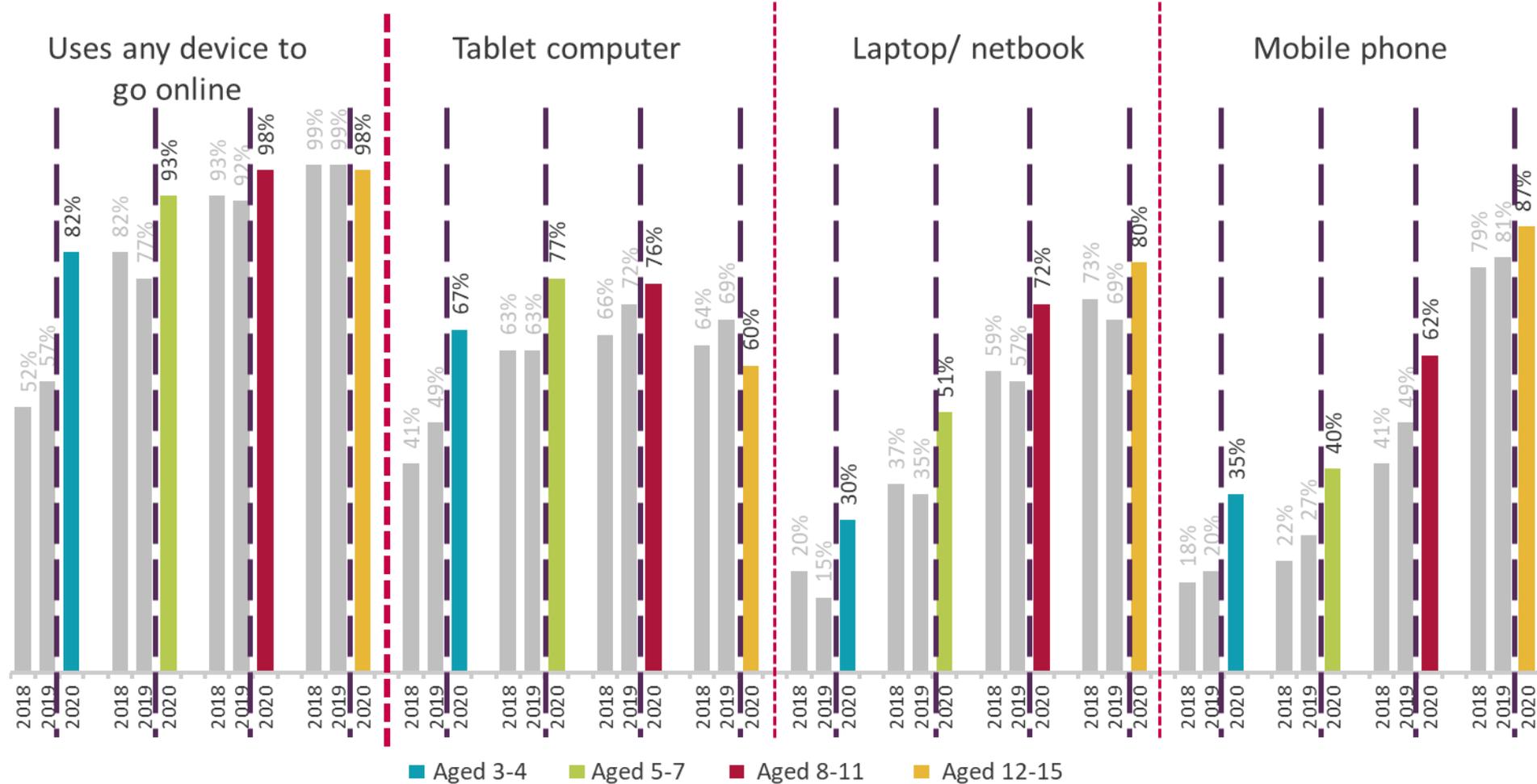
QP23. Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (multi coded)
 Responses from parents for 5-7 year olds and from children aged 8-15. NB wearable tech and smart speaker were included in 2020 but are not shown on this chart.

Base: Parents of children aged 5-15 (2,190).

Over 4 in 5 children aged 3-4 went online



Devices ever used to go online, by age: 2018, 2019 and 2020



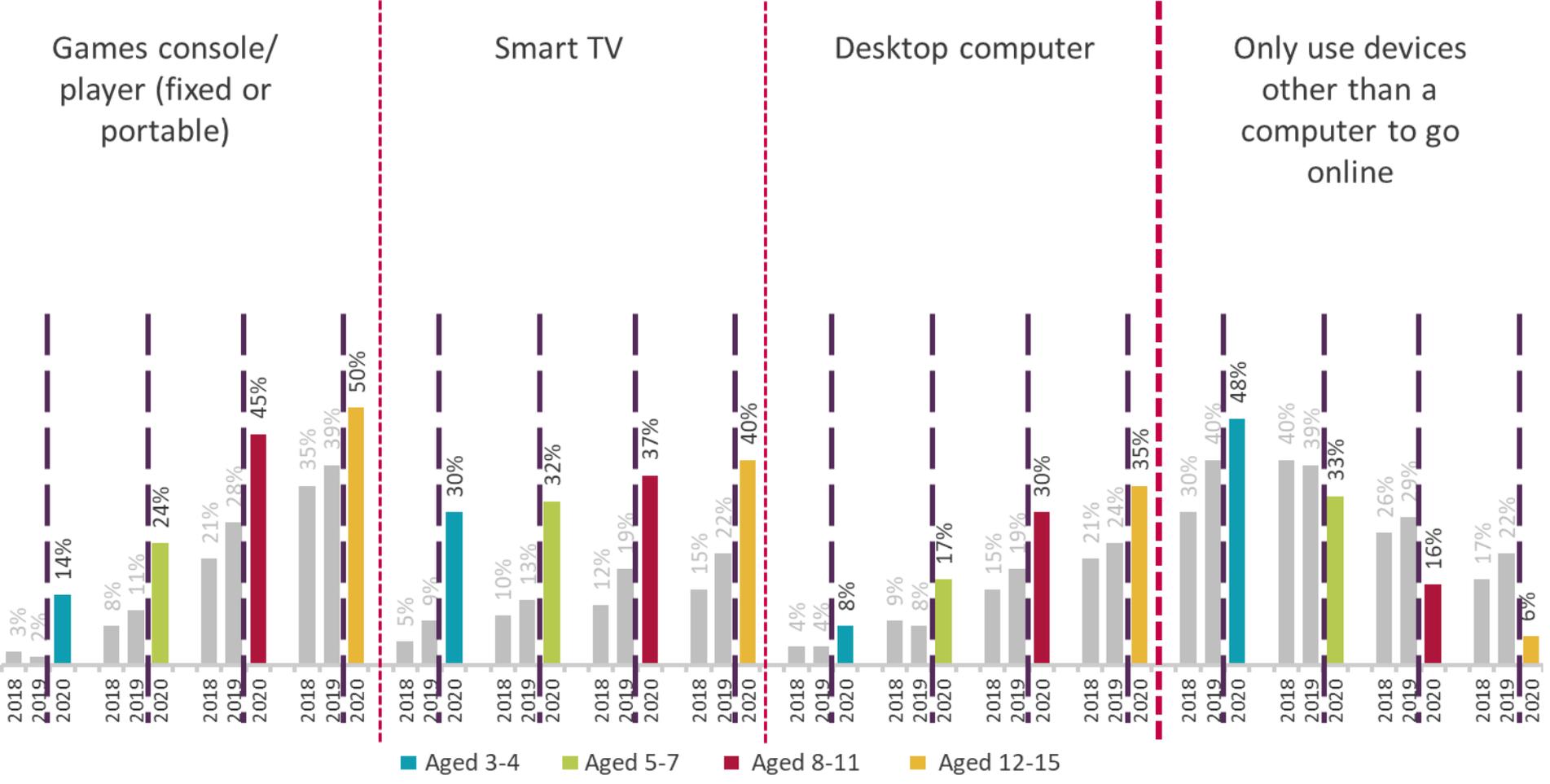
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP23. Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (multi coded). Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Almost half of 3-4s only used devices other than a computer to go online

Devices ever used to go online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

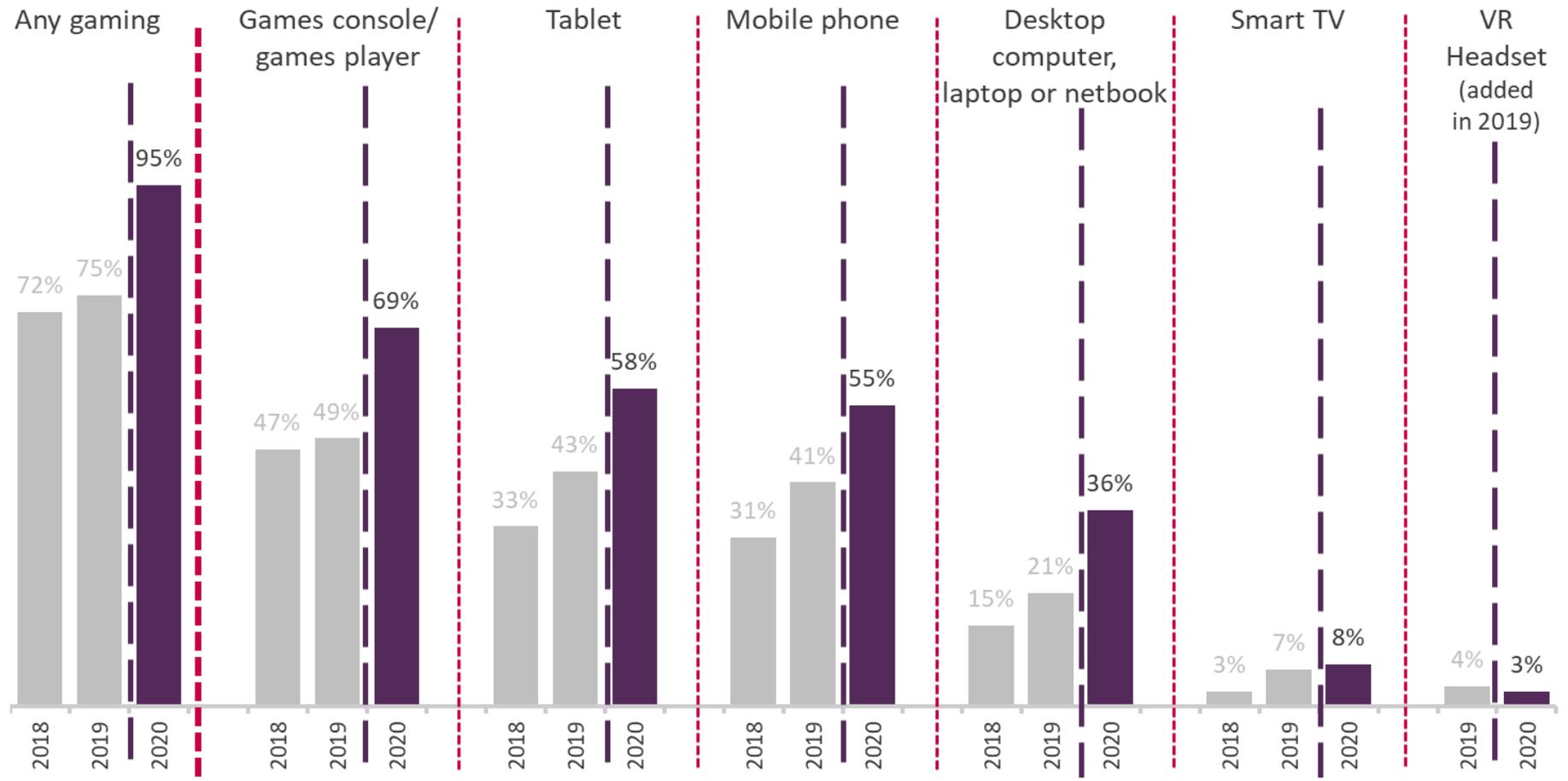
QP23. Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? (multi coded). Responses from parents for 3-7 year olds and from children aged 8-15. NB wearable tech and smart speaker were included in 2020 but are not shown on this chart.

Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Nearly all 5-15s played games on any device, with over half using games consoles, tablets or mobile phones for gaming



Devices used for gaming by children aged 5-15: 2018, 2019 and 2020



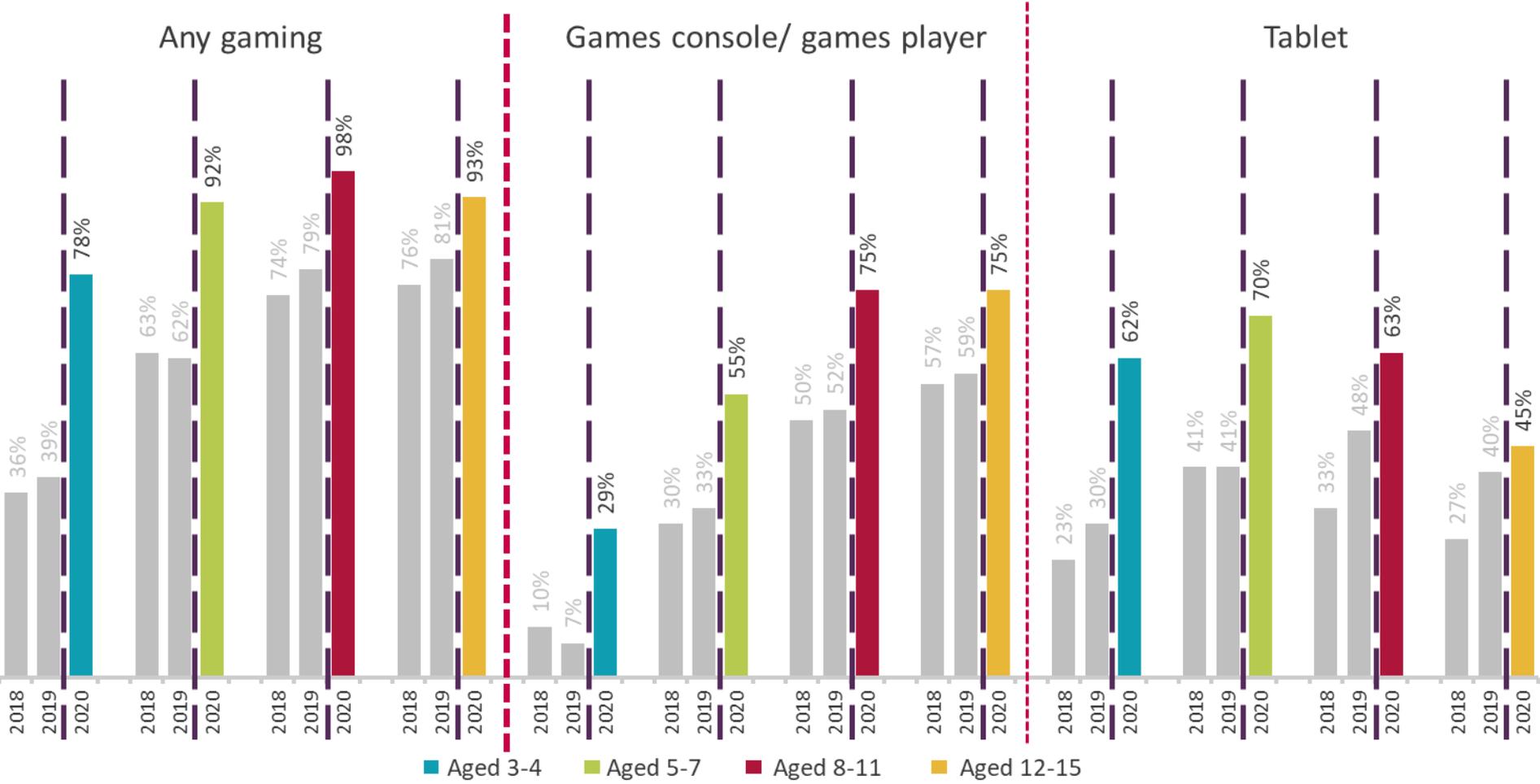
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP65. Does your child ever play games at home or elsewhere in any of these ways? (multi coded) Responses from parents for 5-7 year olds and from children aged 8-15 - only showing responses by more than 5% of all 5-15s.

Base: Parents of children aged 5-15 (2190).

More than three in four 3-4s, and more than nine in ten 5-15s, played games on any type of device, with three in four 8-15s gaming on a console

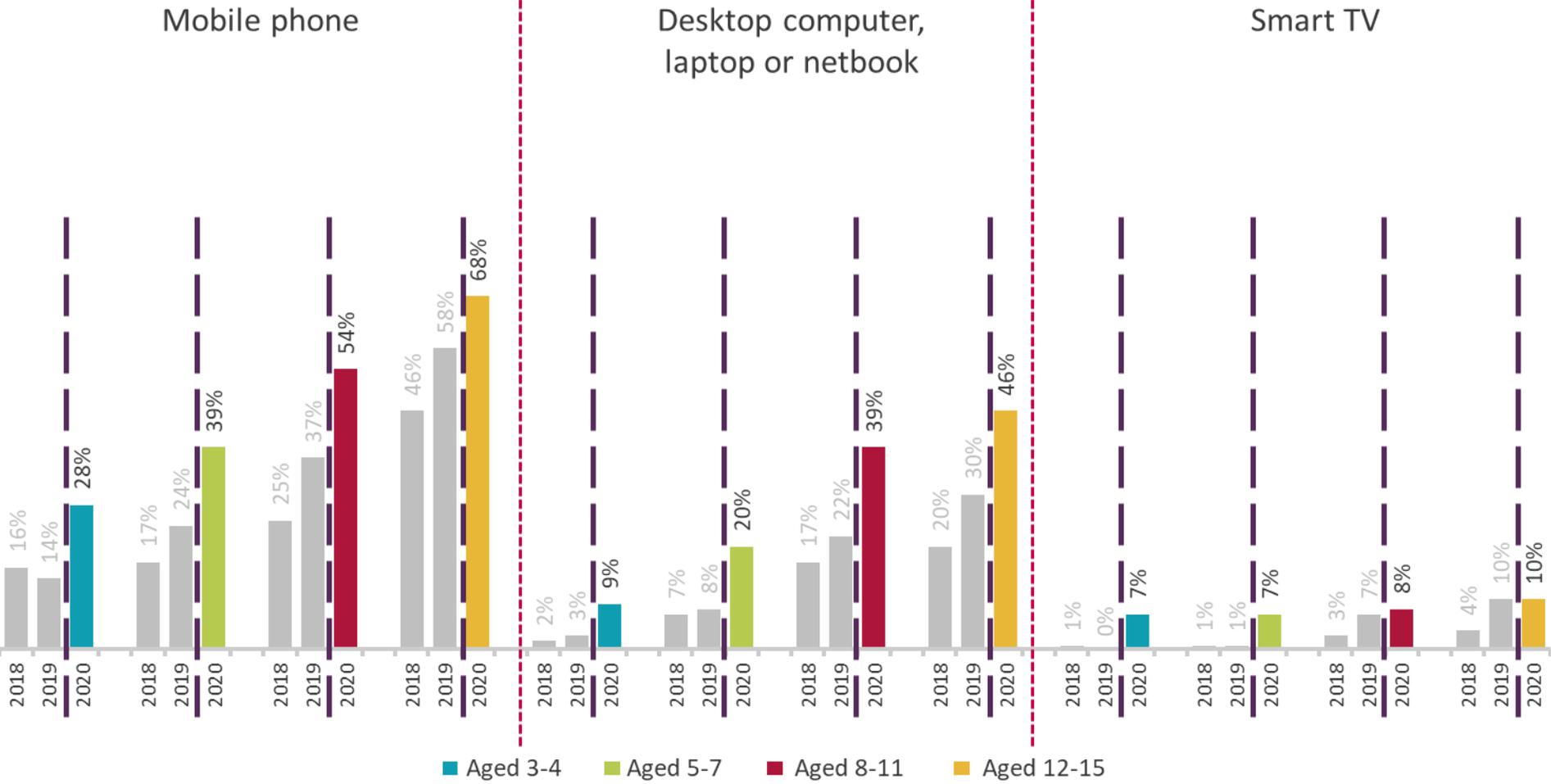
Devices used for gaming, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020
 QP65. Does your child ever play games at home or elsewhere in any of these ways? (multi coded). Responses from parents for 3-7 year olds and from children aged 8-15 - only showing responses by more than 5% of all 5-15s.
 Base: Parents of children aged 3-15 (782 aged 3-4, 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

More than half of 8-15s also played games on a mobile phone, with close to half of 12-15s gaming on a computer

Devices used for gaming, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP65. Does your child ever play games at home or elsewhere in any of these ways? (multi coded) Responses from parents for 3-7 year olds and from children aged 8-15 - only showing responses by more than 5% of all 5-15s.

Base: Parents of children aged 3-15 (782 aged 3-4, 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

2. Children's entertainment

(content consumption, social media, VSPs, live streaming and gaming)

2i. Children's entertainment:

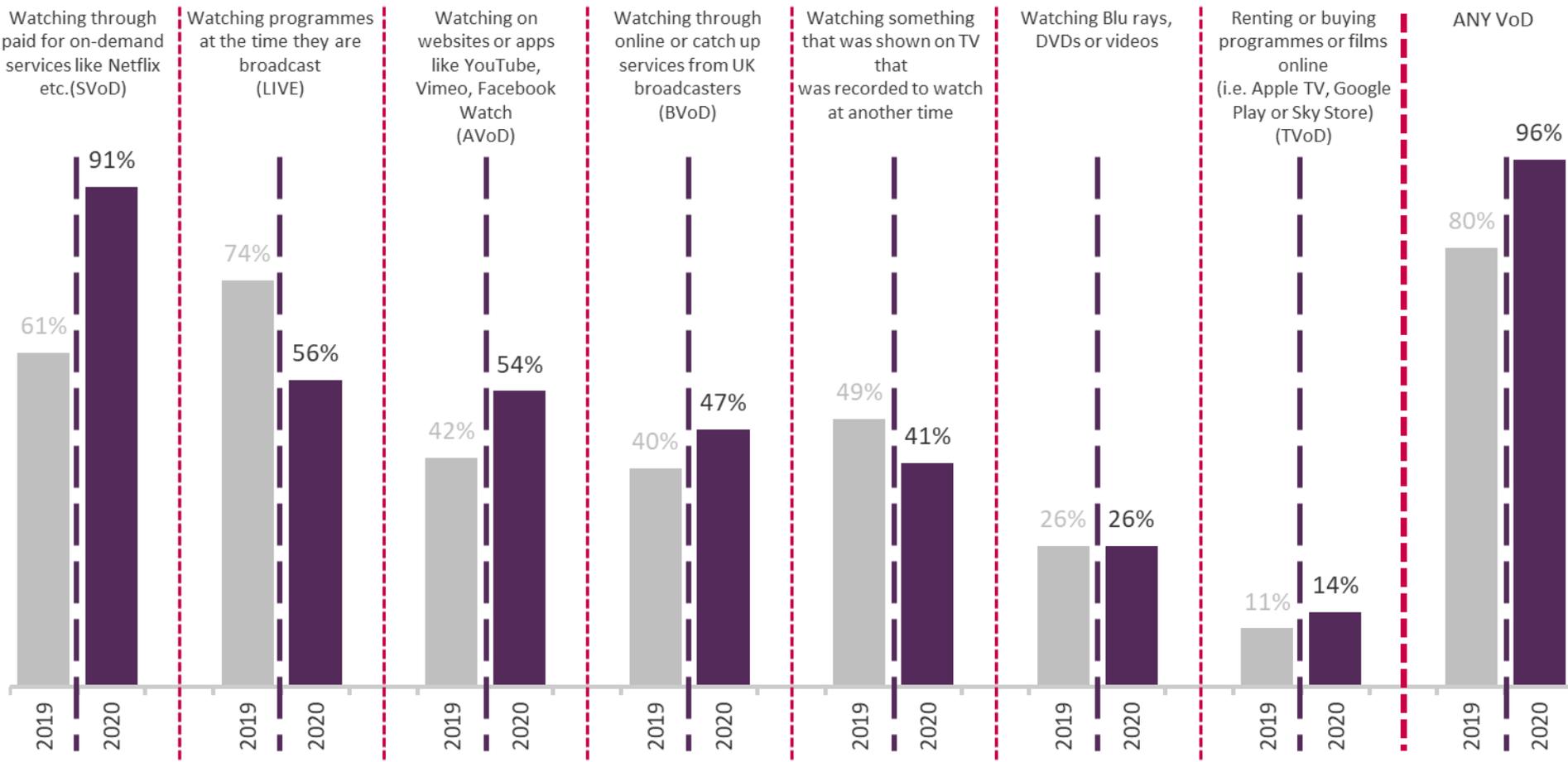
Content consumption

Definitions for Video on Demand

Definition	Description	Response option shown to respondents at QP6
Video on demand (VoD)	The overall term for any services offering video online to stream or download – includes paid for subscription video on demand (e.g. Netflix, Amazon Prime Video, Disney+), free broadcaster video on demand services (e.g. BBC iPlayer, All4) as well as online video content from services such as YouTube and Facebook Watch (excluding short-form video clips)	Not Applicable
Subscription video on demand (SVoD)	Paid-for subscription video on demand services such as Netflix, Amazon Prime Video, Disney + and NOW TV. Consumers pay a flat fee, usually on a monthly or annual basis, to stream or download content available on the subscribed-to platform	Watching through any paid-for on-demand services like Netflix, Amazon Prime Video or Disney+
Broadcast video on demand (BVoD)	Video on demand services (free or paid- for) from the broadcasters including BBC iPlayer, ITV Hub, All4, My5, Sky Go or BT Sports	Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All 4
Advertising based video on demand (AVoD)	Includes video content usually available free of charge to the user and funded mainly through advertising. AVoD services can be provided by a broadcaster (e.g. ITV Hub, All4), a social media or video-sharing platform (e.g. Facebook, YouTube) or a news publisher (e.g. Mail Online)	Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch, Pluto TV and Snapchat
Transactional video on demand (TVoD)	Includes any video services which allow for one off payments to own, rent or pay per view video content (e.g. iTunes, Google Play Store etc)	Through renting or buying programmes or films from online stores like Apple TV, Google Play Store or Sky Store

Nine in ten children aged 5-15 have ever watched subscription-video-on-demand (SVoD) - higher than those watching broadcast TV

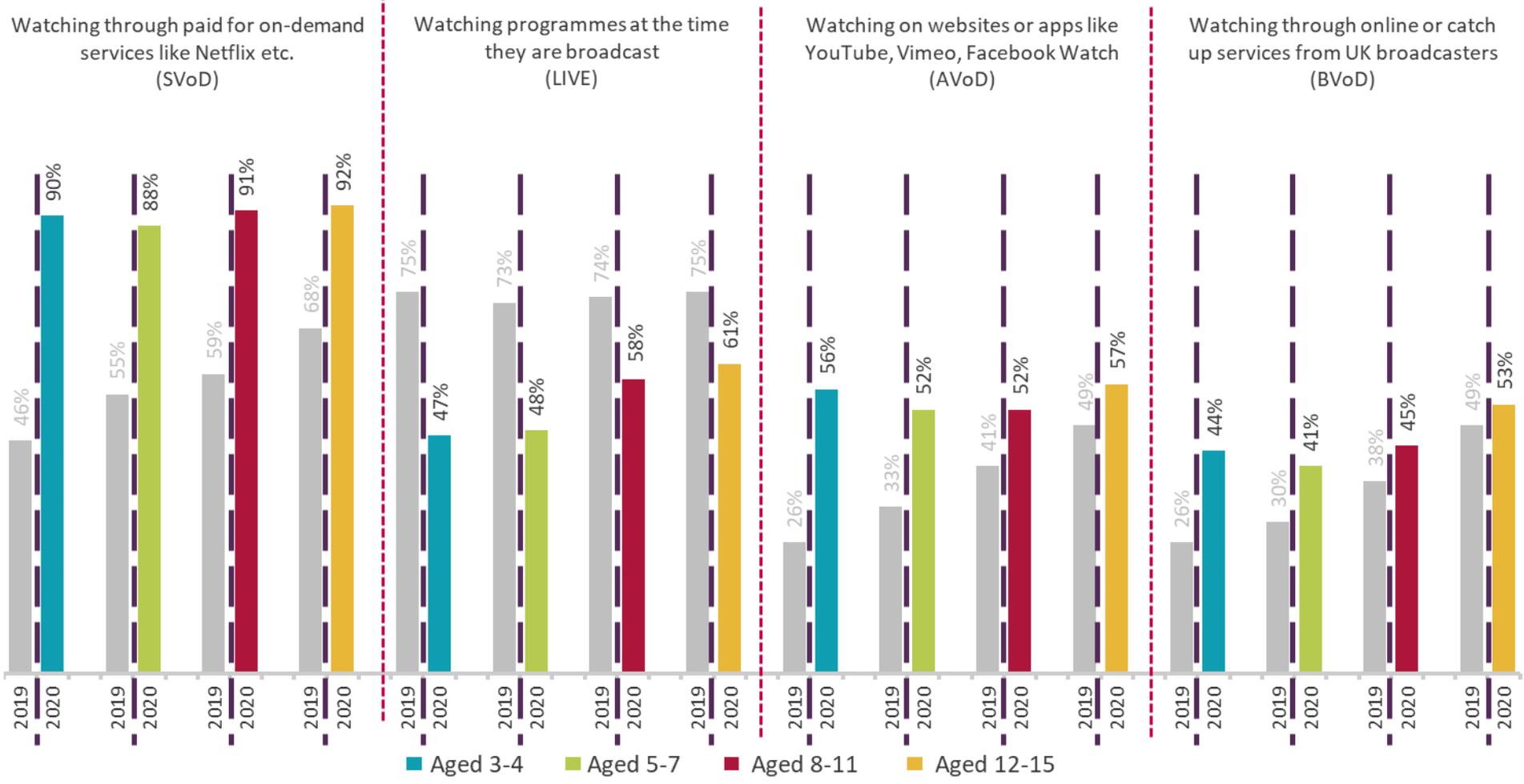
Ways in which children aged 5-15 watch TV programmes and films: 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020
 QP6. In which, if any, of these ways does your child ever watch TV programmes or films? (multi coded).
 Base: Parents of children aged 5-15 (2190).

Fewer than half of parents of 3-4s or 5-7s said their child watched live broadcast TV content in 2020

Ways in which children watch TV programmes and films, by age: 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020
 QP6. In which, if any, of these ways does your child ever watch TV programmes or films? (multi coded).
 Base: Parents of children aged 3-15 (782 aged 3-4 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

VoD viewing is practically universal for all children

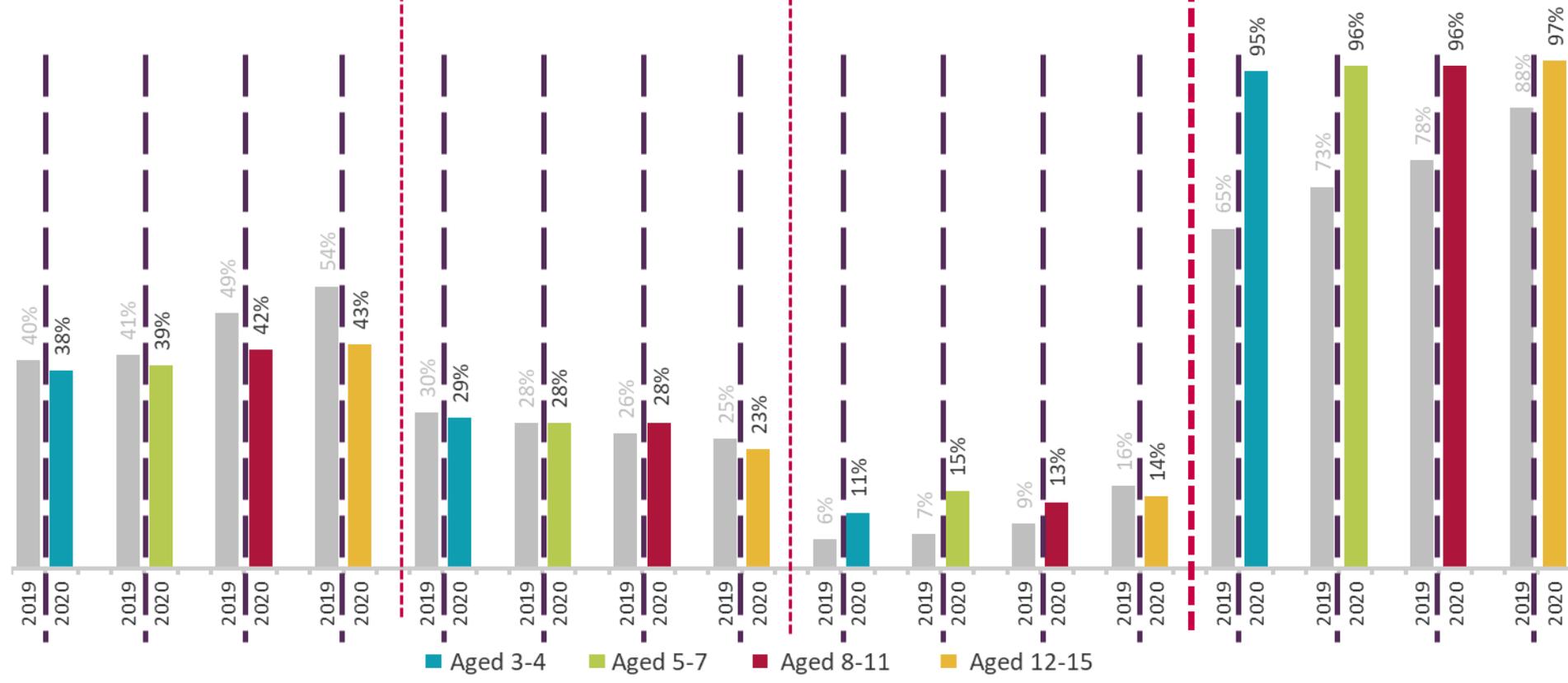
Ways in which children watch TV programmes and films, by age: 2019 and 2020

Watching something that was shown on TV that was recorded to watch at another time

Watching Blu rays, DVDs or videos

Renting or buying programmes or films online (i.e. Apple TV, Google Play or Sky Store) (TVoD)

ANY VoD



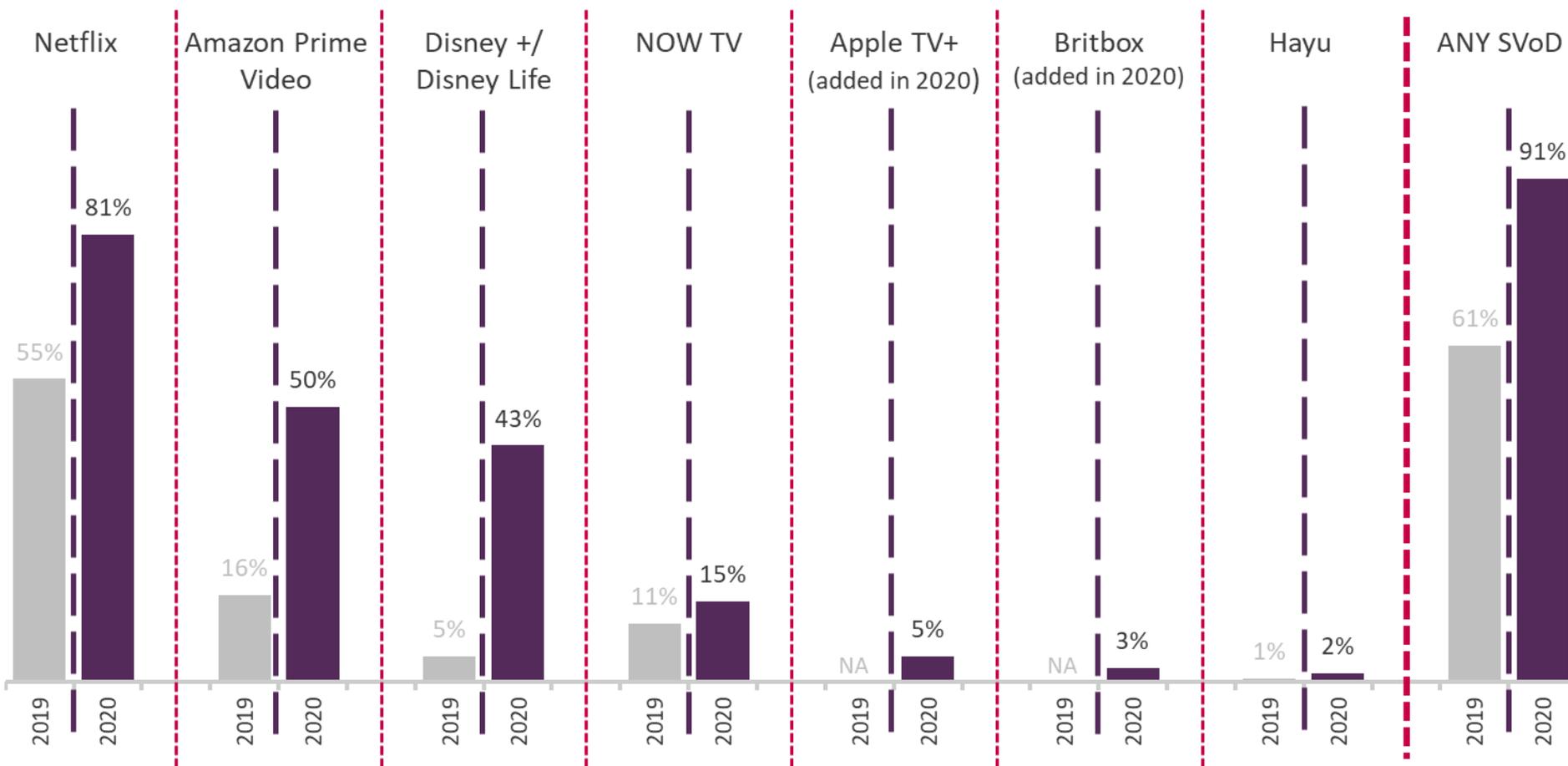
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP6. In which, if any, of these ways does your child ever watch TV programmes or films? (multi coded).

Base: Parents of children aged 3-15 (782 aged 3-4 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Netflix dominates SVoD use, as the only service used by a majority of 5-15s

Incidence of 5-15s watching paid-for online on-demand services (SVoD): 2019 and 2020



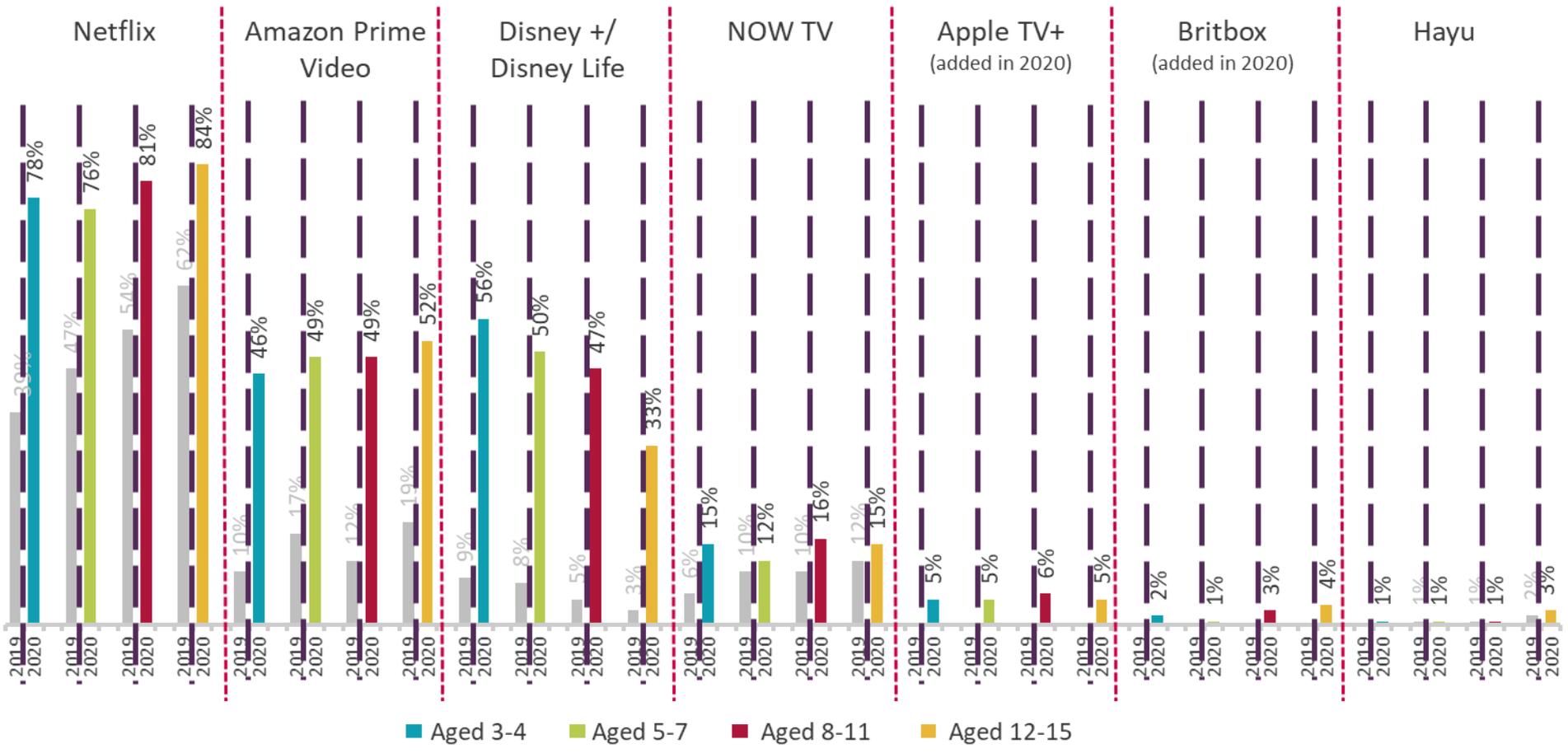
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP7. Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (multi coded). NB in 2019 this question was asked of parents of 3-7s and children aged 8-15, in 2020 it was asked of parents of 3-15s.

Base: Parents of children aged 5-15 (2190).

At least half of 3-4s and 5-7s watched content on Netflix and on Disney+

Incidence of watching paid-for online on-demand services (SVOD), by age: 2019 and 2020



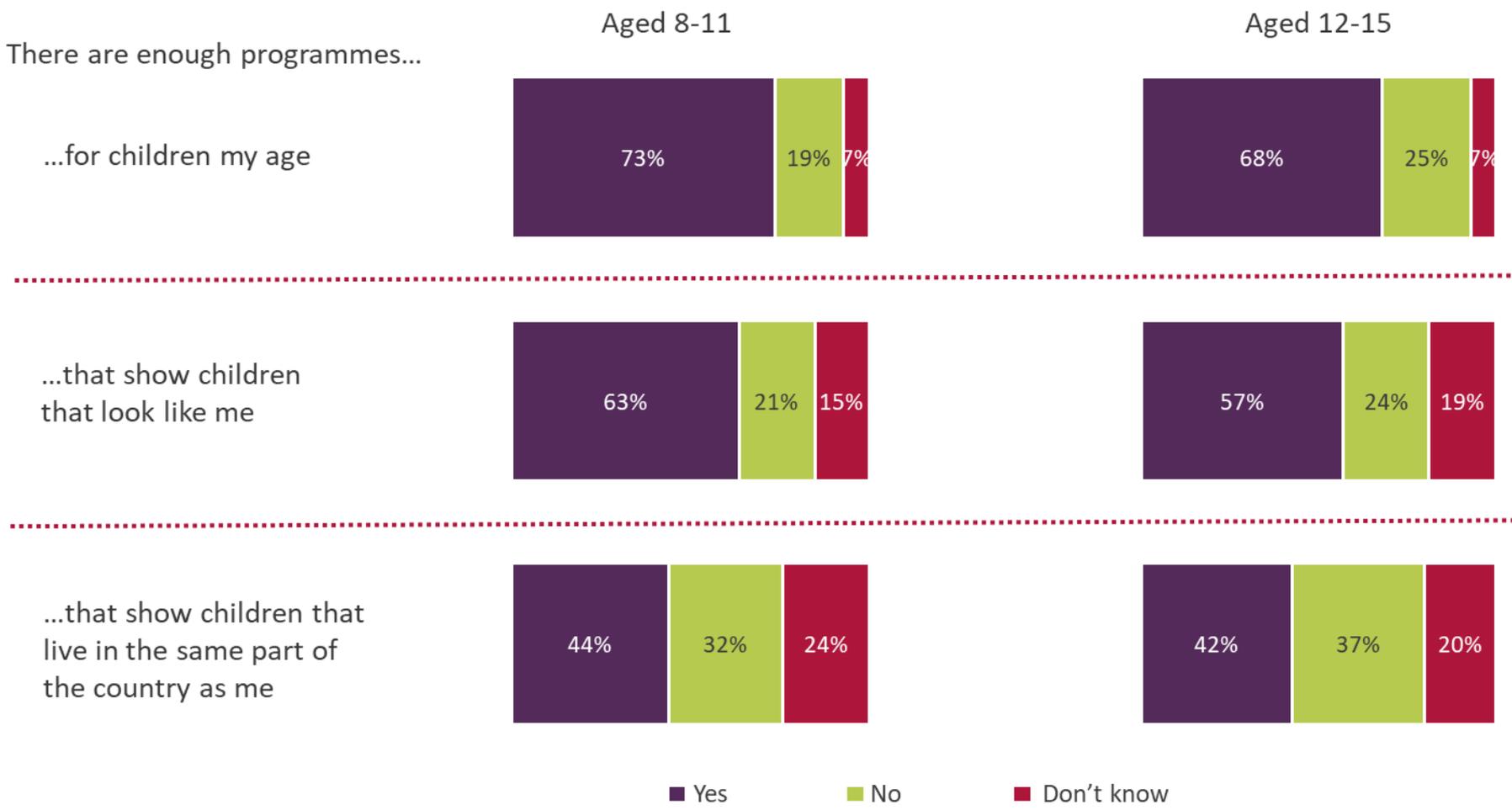
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP7. Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (multi coded) NB in2019 this question was asked of parents of 3-7s and children aged 8-15, in 2020 it was asked of parents of 3-15s .

Base: Parents of children aged 3-15 (782 aged 3-4 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

Most 8-15s felt there were enough programmes for children of their age and programmes that showed children that look like them

Attitudes towards TV programmes among 8-15s: 2020



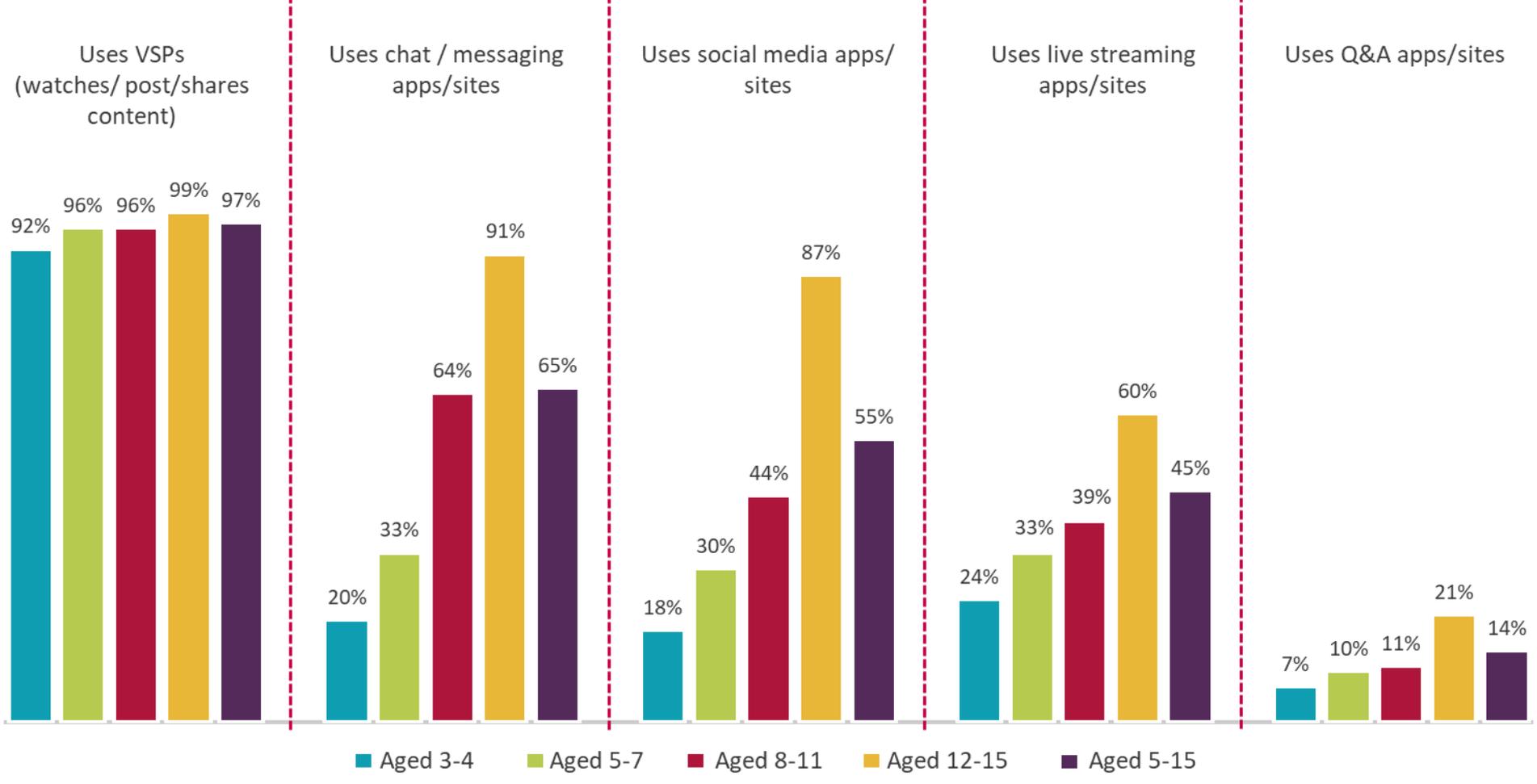
Source: Ofcom Parent and Children's Media Literacy Tracker 2020
 QC3A/3B/3C. We're going to show you **three** things about the TV programmes that you watch. This could be watching TV programmes on a TV set or on a computer, tablet or phone. This might be when it is shown on TV, something that has been recorded or something you watch on a service like iPlayer or Netflix. Which answer would you choose for each of the following? (single coded).
 Base: Children aged 8-15 who watch TV at home or elsewhere (685 aged 8-11, 726 aged 12-15).

2ii. Children's entertainment:

Social media, messaging, VSPs, live streaming

Almost all children aged 5 and over used at least one of these types of sites/ apps

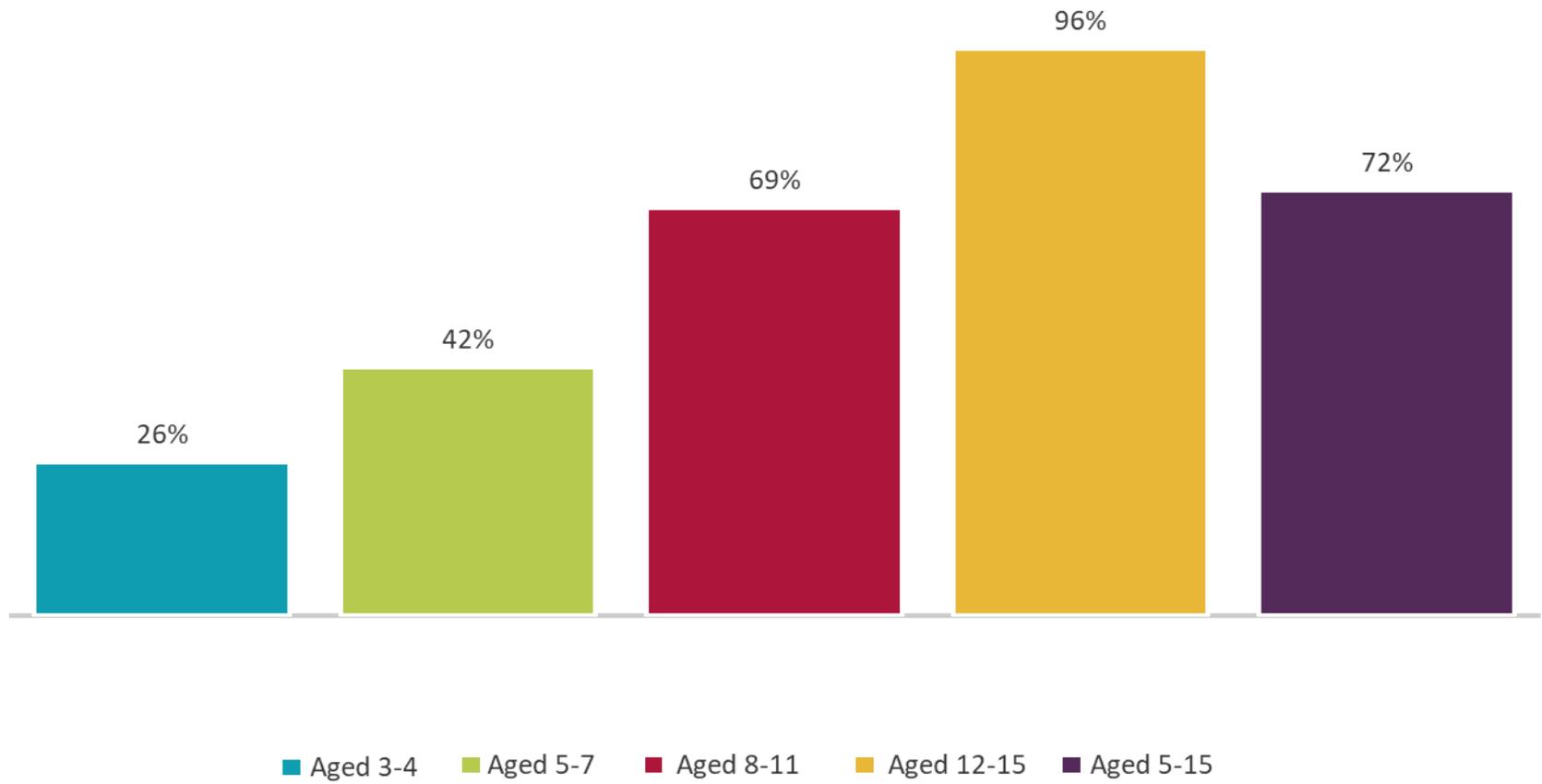
Summary of use of types of sites/ apps – broadest definition of ‘social media’: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2
 QP22A. Which, if any, of these apps or sites does your child ever watch videos on?/ QP22AA. And which, if any, of these apps or sites does your child ever use to post videos online or use to share videos?/ QP44A. Which, if any, of these social media apps or sites does your child use?/ QP44B. And which, if any, of these chat or messaging apps or sites does your child use? / QP44C. And which, if any, of these live streaming apps or sites does your child ever use to watch or to post their own live streams? / QP44D. And finally, which, if any, of these Q and A apps or sites does your child use? Q and A stands for 'Question and Answer' (multi coded). Responses from parents of 3-7s and children aged 8-15.
 Base: Parents of children aged 3-15 (261 aged 3-4 263 aged 5-7, 696 aged 8-11, 699 aged 12-15).

One quarter of 3-4s used social media or chat/messaging apps - rising to nearly all 12-15s

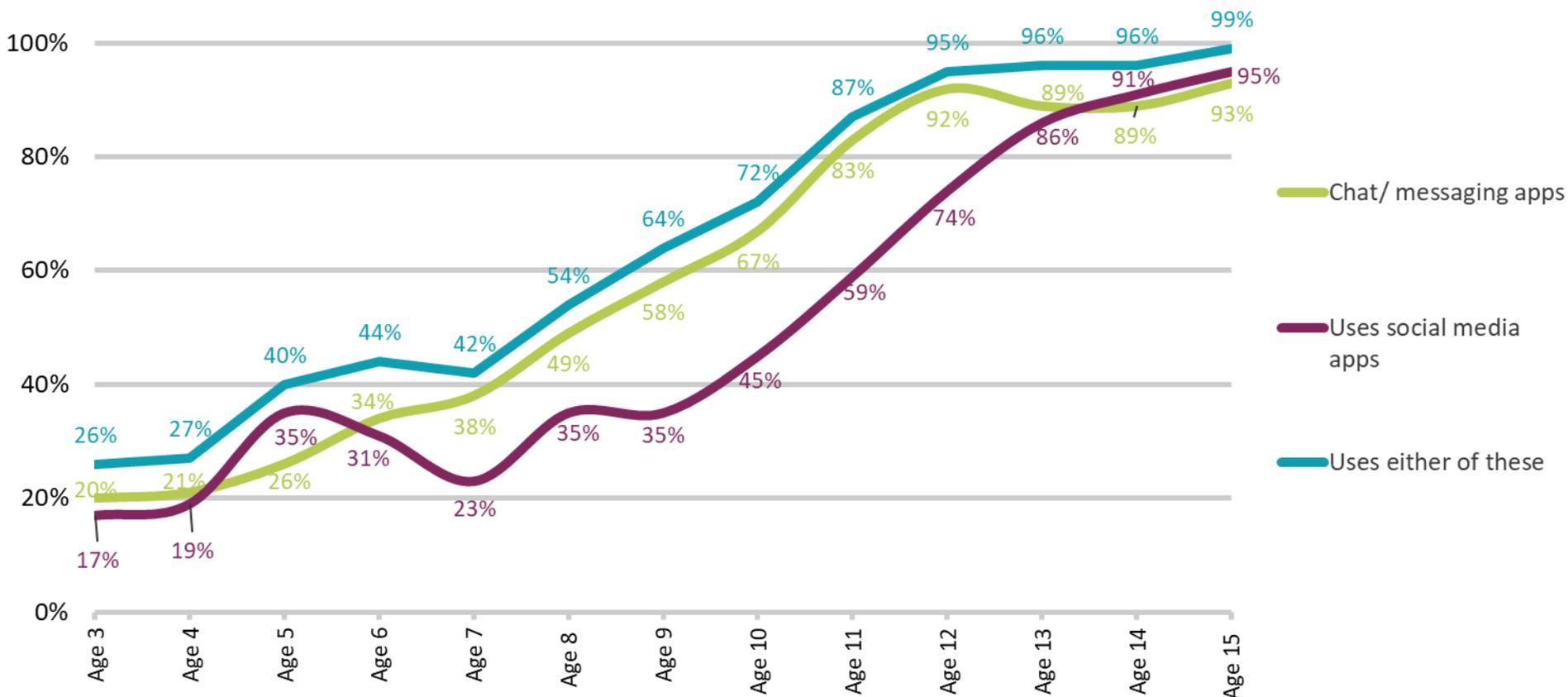
Children using social media or messaging apps/ sites, by age: 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 Survey 2 QP44A. Which, if any, of these social media apps or sites does your child use?/ QP44B. And which, if any, of these chat or messaging apps or sites does your child use Responses from parents for 3-7 year olds and from children aged 8-15.
Base: Parents of children aged 3-15 (261 aged 3-4 263 aged 5-7, 696 aged 8-11, 699 aged 12-15).

By age 12, three-quarters of children had a social media profile

Incidence of use of each type of site or app, by age: 2020



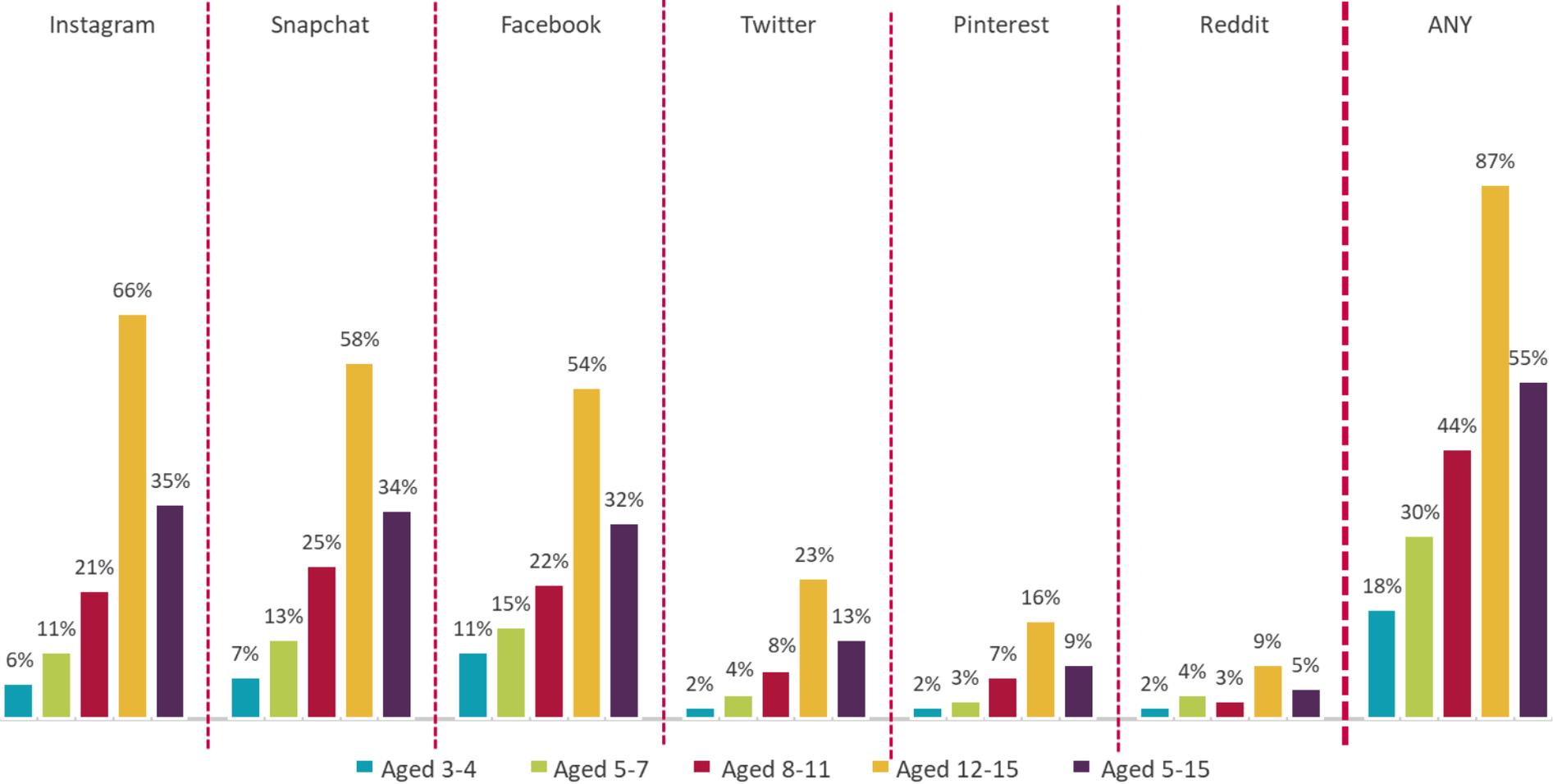
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP44A. Which, if any, of these social media apps or sites does your child use?/ QP44B. And which, if any, of these chat or messaging apps or sites does your child use. Responses from parents for 3-7 year olds and from children aged 8-15.

Base: Parents of children aged 3-15 (136 aged 3, 125 aged 4, 96 aged 5, 84 aged 6, 83 aged 7, 180 aged 8, 155 aged 9, 195 aged 10, 166 aged 11, 174 aged 12, 176 aged 13, 172 aged 14, 177 aged 15).

Instagram, Snapchat and Facebook were the most used social media sites/apps – used by one in three 5-15s

Use of social media sites/ apps, by age: 2020



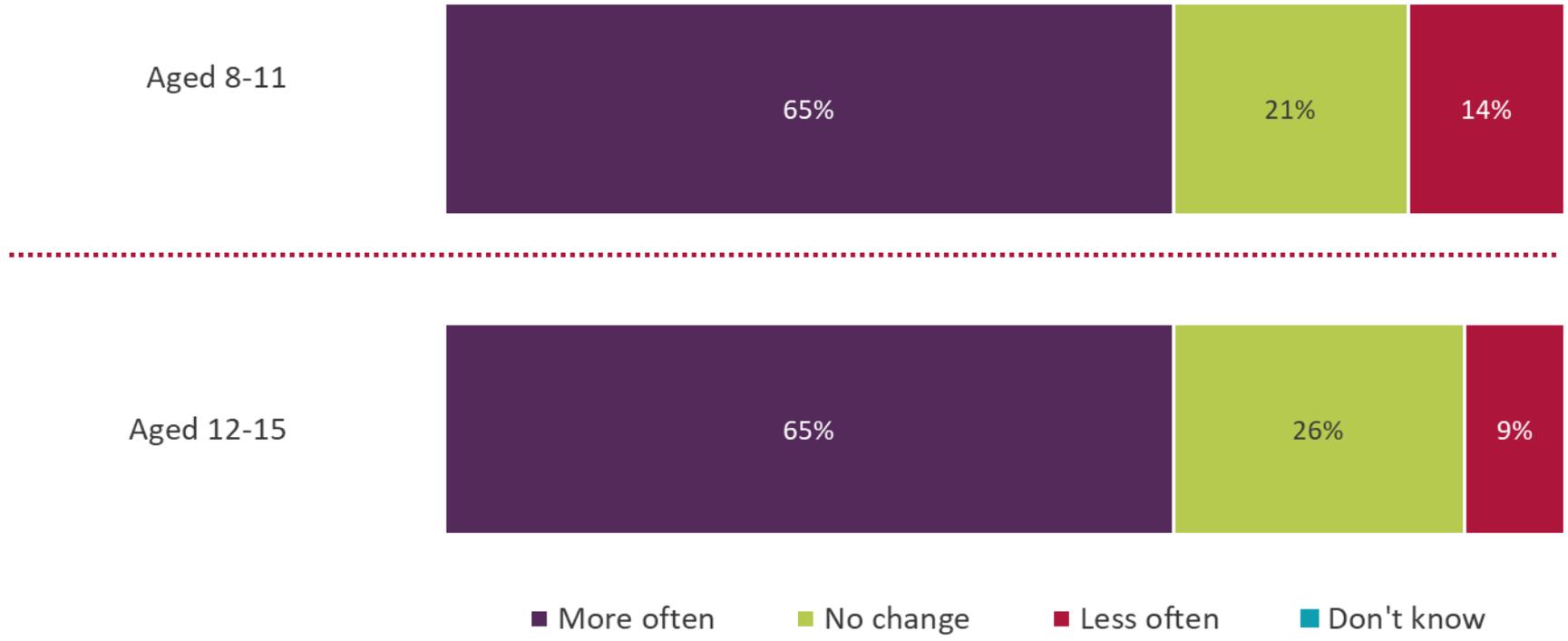
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 – Showing responses given by >4% of 5-15s (so results for PopJam, Tumblr, MySpace, GoBubble, YuBo, Momio and Whisper are not shown).

QP44A. Which, if any, of these social media apps or sites does your child use? (multi coded). Responses from parents of 3-7s and children aged 8-15. Only showing top 6 social media apps or sites used.

Base: Parents of children aged 3-15 (261 aged 3-4 263 aged 5-7, 696 aged 8-11, 699 aged 12-15).

Two thirds of children aged 8-15 reported increased use of social media sites or apps in 2020

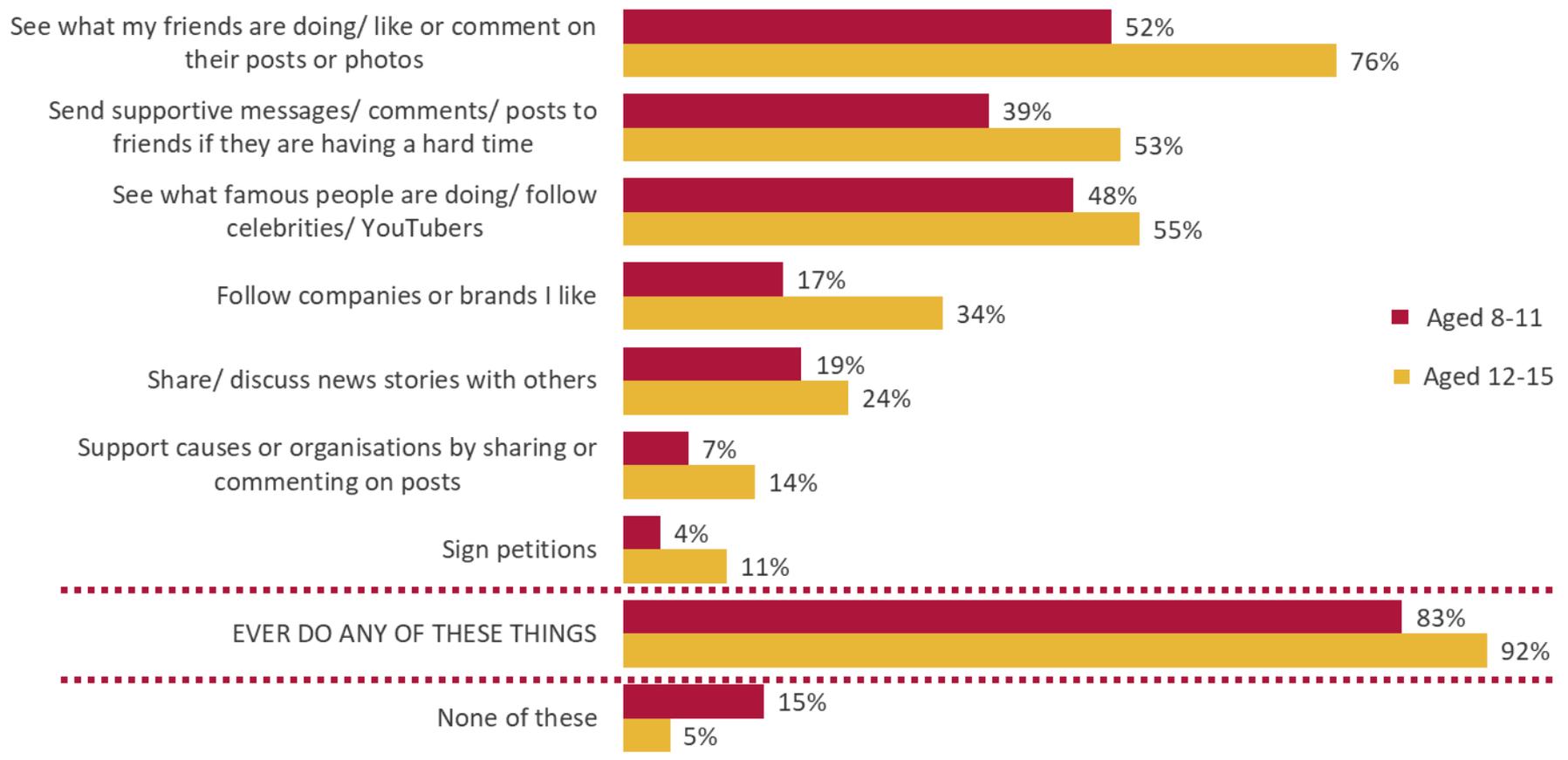
Use of social media sites or apps in 2020 among users aged 8-15



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 QC19B. Due to the situation with COVID this year, many children have been at home more than usual. Which one of these answers best describes your use of social media sites or apps during this time? (single coded).
Base: Children aged 8-15 who use social media apps or sites (323 aged 8-11, 607 aged 12-15).

8-11s were as likely as 12-15s to follow celebrities and share/ discuss news stories on social media sites or messaging apps

Activities undertaken on social media sites/ messaging apps among 8-15s: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 – Survey 2

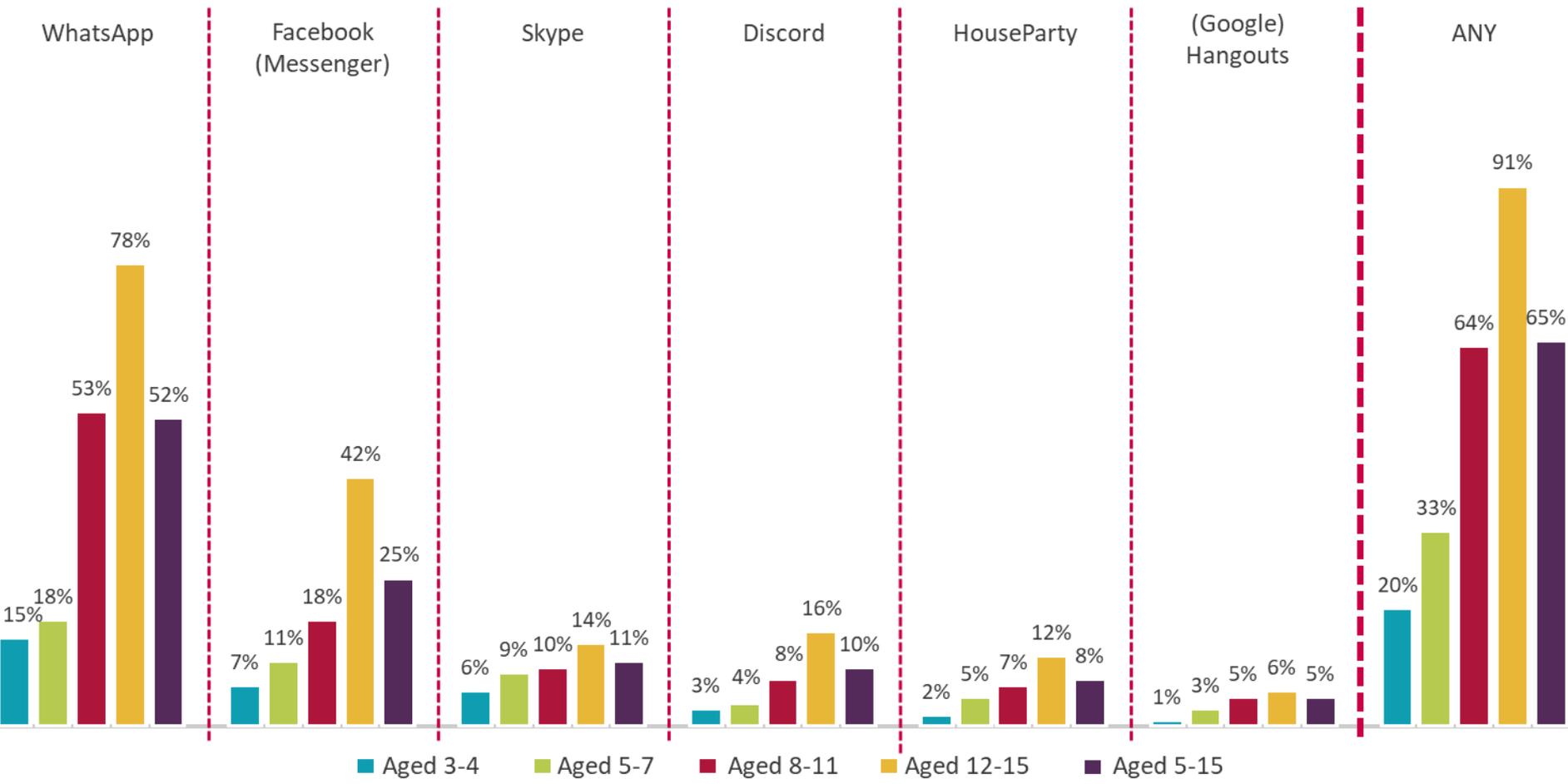
QC23. Below is a list of things you may do on social media or chat and messaging apps or sites. So when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok. Which, if any of them do you ever do? (multi coded).

Base: Children aged 8-15 who use social media or chat/ messaging apps or sites (496 aged 8-11, 670 aged 12-15).

WhatsApp was the most popular messaging app among 5-15s, with use driven by 12-15s



Use of chat/messaging sites or apps, by age: 2020



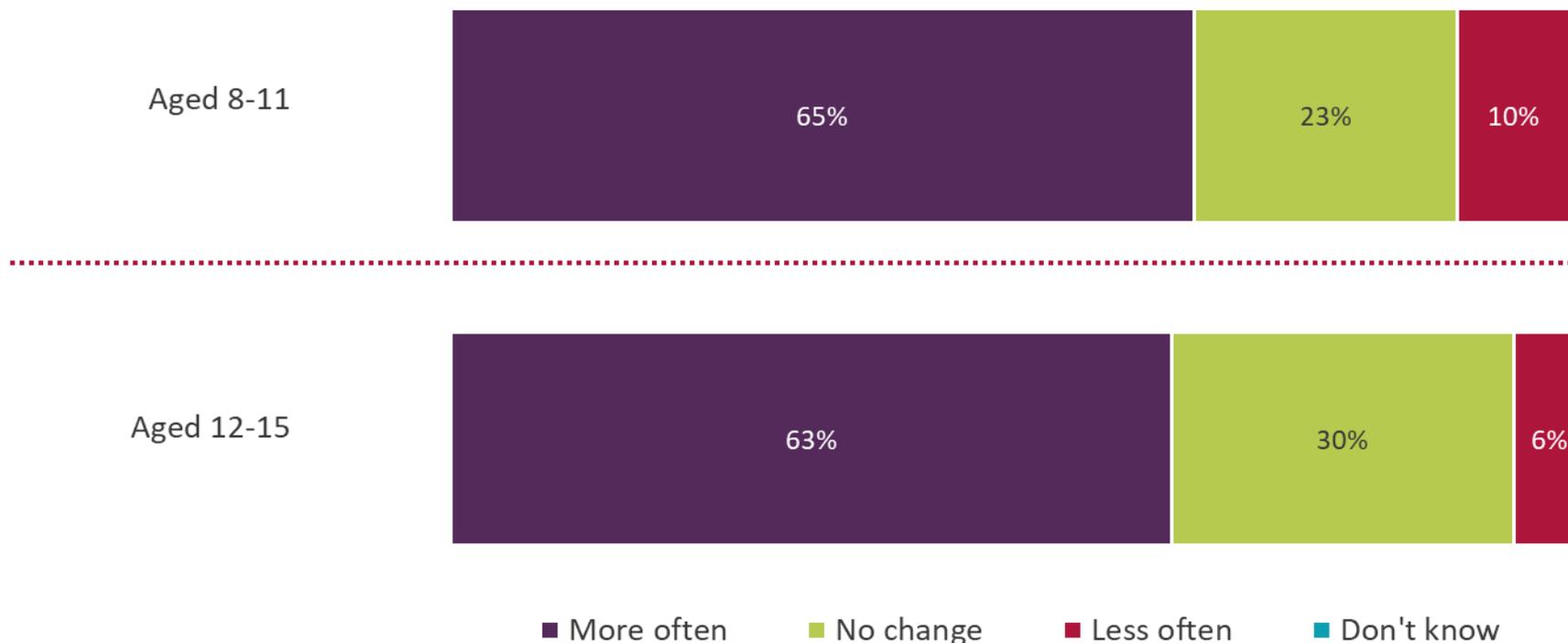
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 – Showing responses given by >4% of 5-15s (so results for WeChat, Kik, Viber, Line and Threads are not shown).

QP44B. And which, if any, of these chat or messaging apps or sites does your child use? (multi coded). Responses from parents of 3-7s and children aged 8-15. Only showing top 6 chat apps or sites used.

Base: Parents of children aged 3-15 (261 aged 3-4 263 aged 5-7, 696 aged 8-11, 699 aged 12-15).

More than three in five children aged 8-15 said they had been using chat or messaging apps more frequently during 2020

Use of chat or messaging apps or sites in 2020 among users aged 8-15



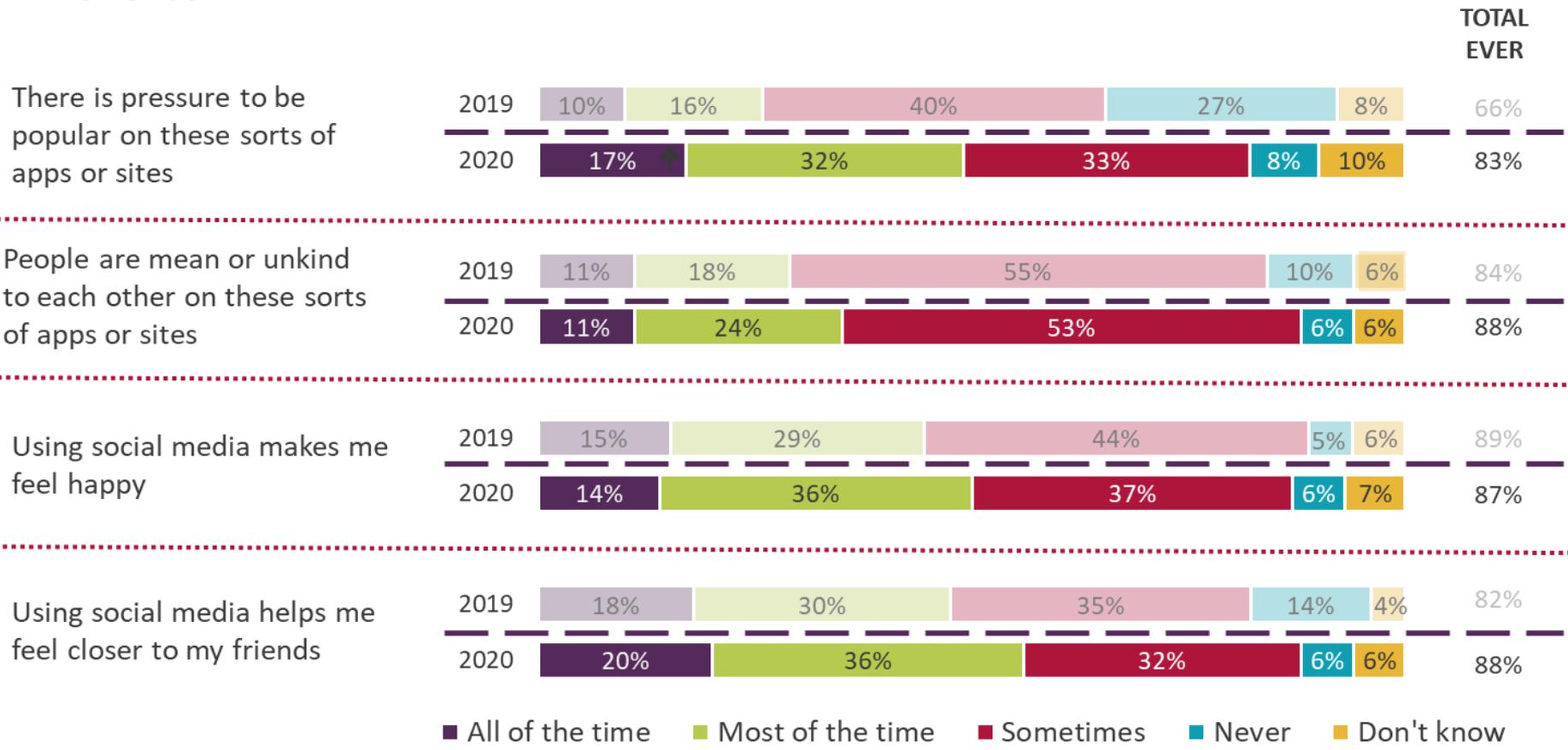
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC19D. Due to the situation with COVID this year, many children have been at home more than usual. Which one of these answers best describes your use of chat or messaging apps or sites during this time? (single coded).

Base: Children aged 8-15 who use chat or messaging apps or sites (463 aged 8-11, 628 aged 12-15).

Half of 8-11s who used social media or chat/ messaging apps or site felt there was pressure to be popular on social media, all or most of the time

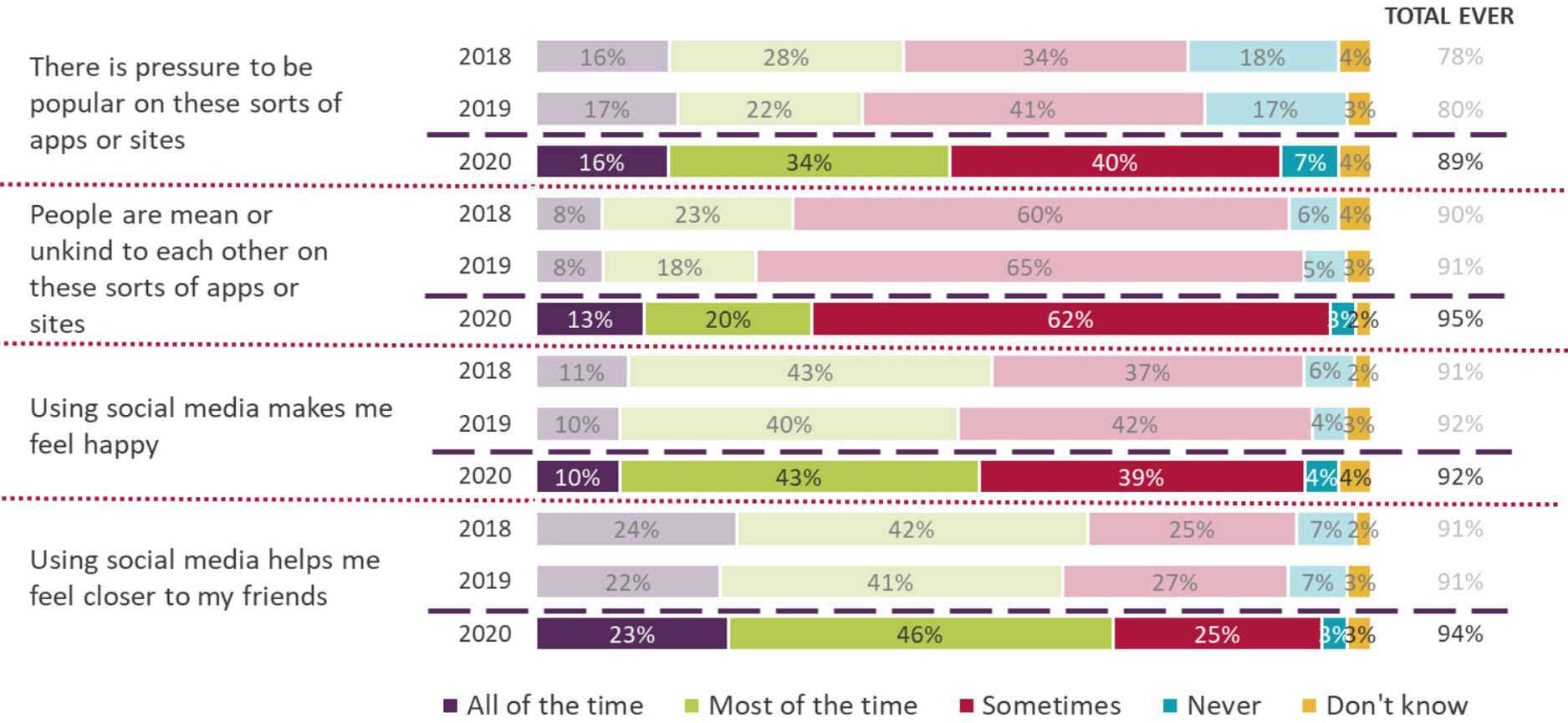
Agreement with statements about social media sites among 8-11s who use social media or chat/ messaging apps or sites: 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 Survey 2 QC22A-D. We're now going to show you some things that other people have said about social media, chat, messaging or video-sharing apps or sites. So, when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok, which **one** of the answers best describes what you think? (single coded). Base: Children aged 8-11 who use social media or chat/ messaging apps or sites (496).

Most 12-15s recognised that people can sometimes be mean to each other on social media, one in eight feel this can happen all of the time

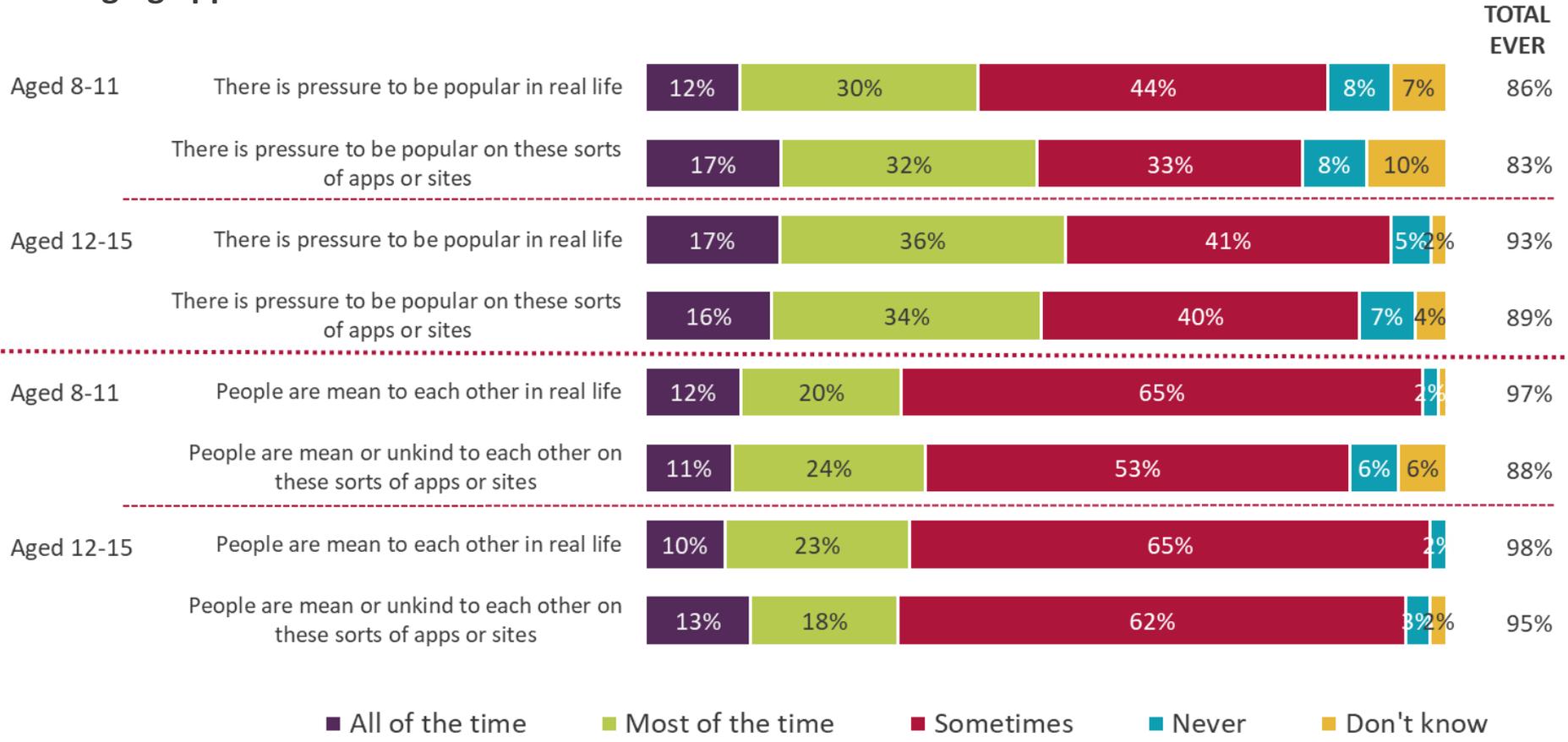
Agreement with statements about social media sites among 12-15s who use social media or chat/ messaging apps or sites: 2018, 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 QC22A-D. We’re now going to show you some things that other people have said about social media, chat, messaging or video-sharing apps or sites. So, when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok, which **one** of the answers best describes what you think? (single coded).
 Base: Children aged 12-15 who use social media or chat/ messaging apps or sites (670).

Attitudes among 8-15s towards pressures and people's behaviour were similar in 'real life' and online

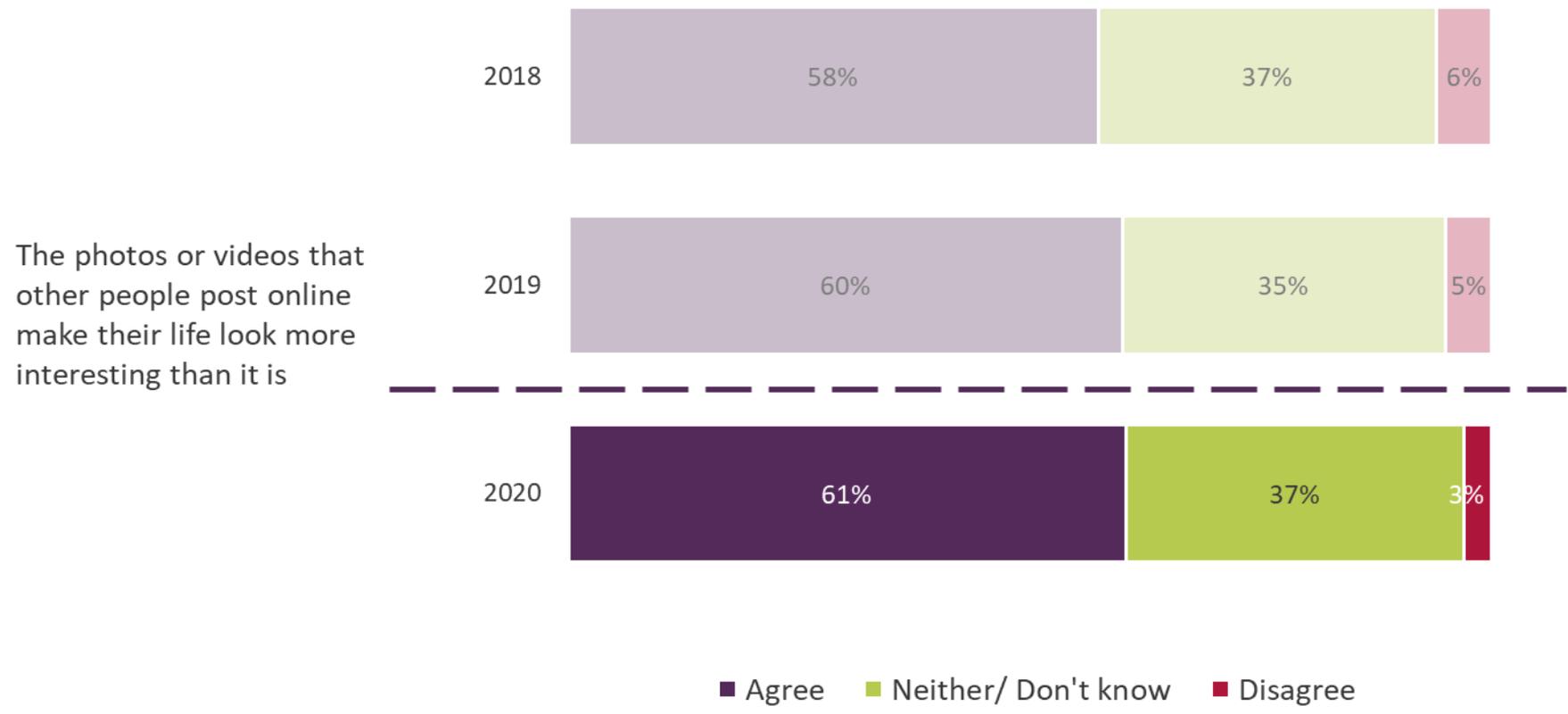
Agreement with statements among 8-15s and among 8-15s who use social media/ chat messaging apps or sites: 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 Survey 2
 QC45A-B. We're now going to show you **two** things that other people have said about 'real life', so we mean away from being online. This might be when people are at school or when they are with their friends. Which one of the answers best describes what you think for each? (single coded). Base: Children aged 8-15 (696 aged 8-11, 699 aged 12-15).
 QC22A-B. We're now going to show you some things that other people have said about social media, chat, messaging or video-sharing apps or sites. So, when you use apps or sites like Snapchat, Instagram, WhatsApp or TikTok, which one of the answers best describes what you think? (single coded).
 Base: Children aged 8-15 who use social media or chat/ messaging apps or sites (496 aged 8-11, 670 aged 12-15).

The majority of 12-15s believed that the photos or videos other people post online make their life look more interesting than it is

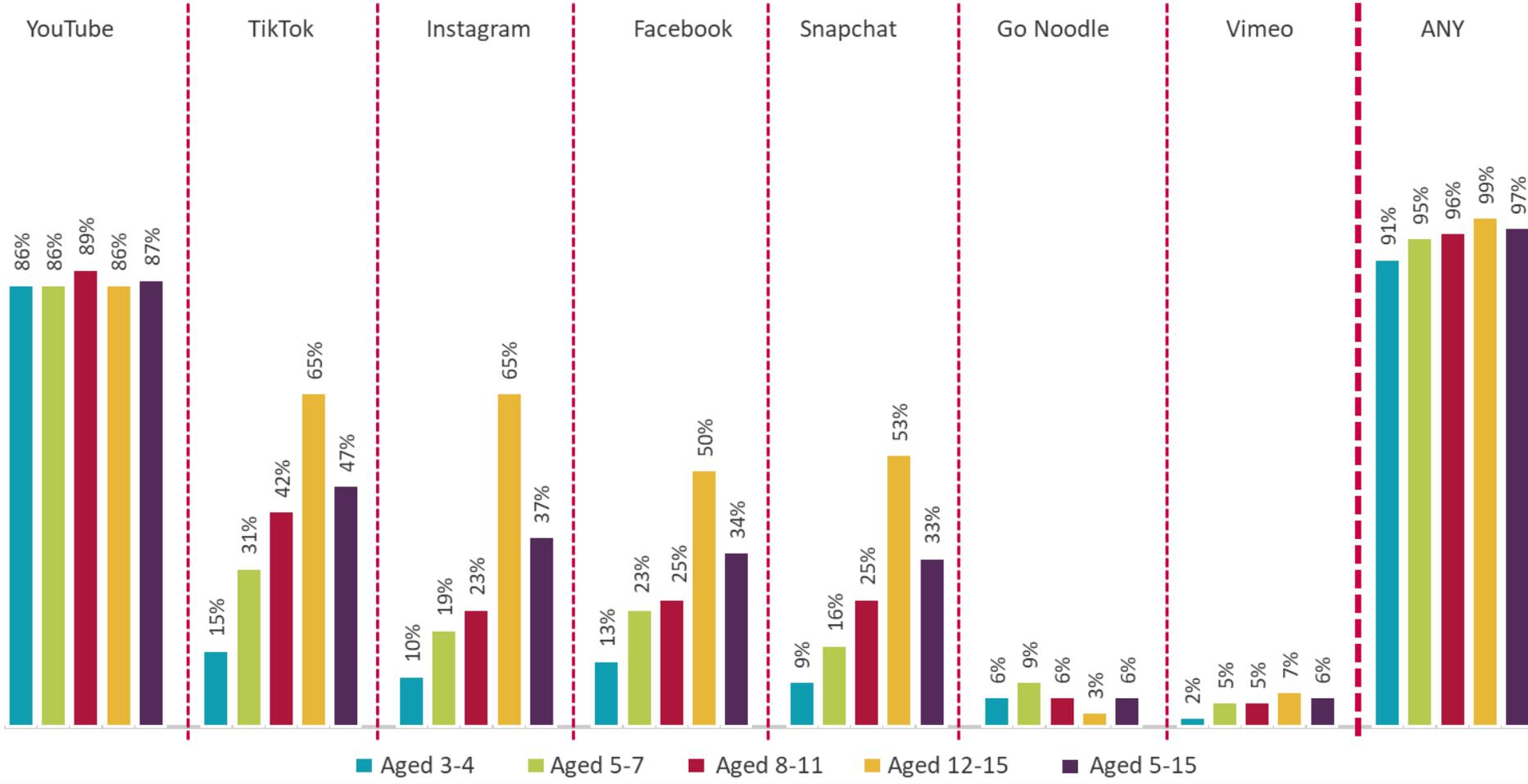
Agreement with statement among 12-15s who use social media or chat/ messaging apps or sites: 2018, 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 – Survey 2 QC38C. We’re now going to show you something else that other people have said about the things that get posted online. Which one of the answers best describes what you think? (single coded).
 Base: Children aged 12-15 who use social media or chat/ messaging apps or sites (670).

YouTube was used by most children in each age group, with most 12-15s also watching content on TikTok, Instagram, Facebook and Snapchat

Use of VSPs for watching content, by age: 2020

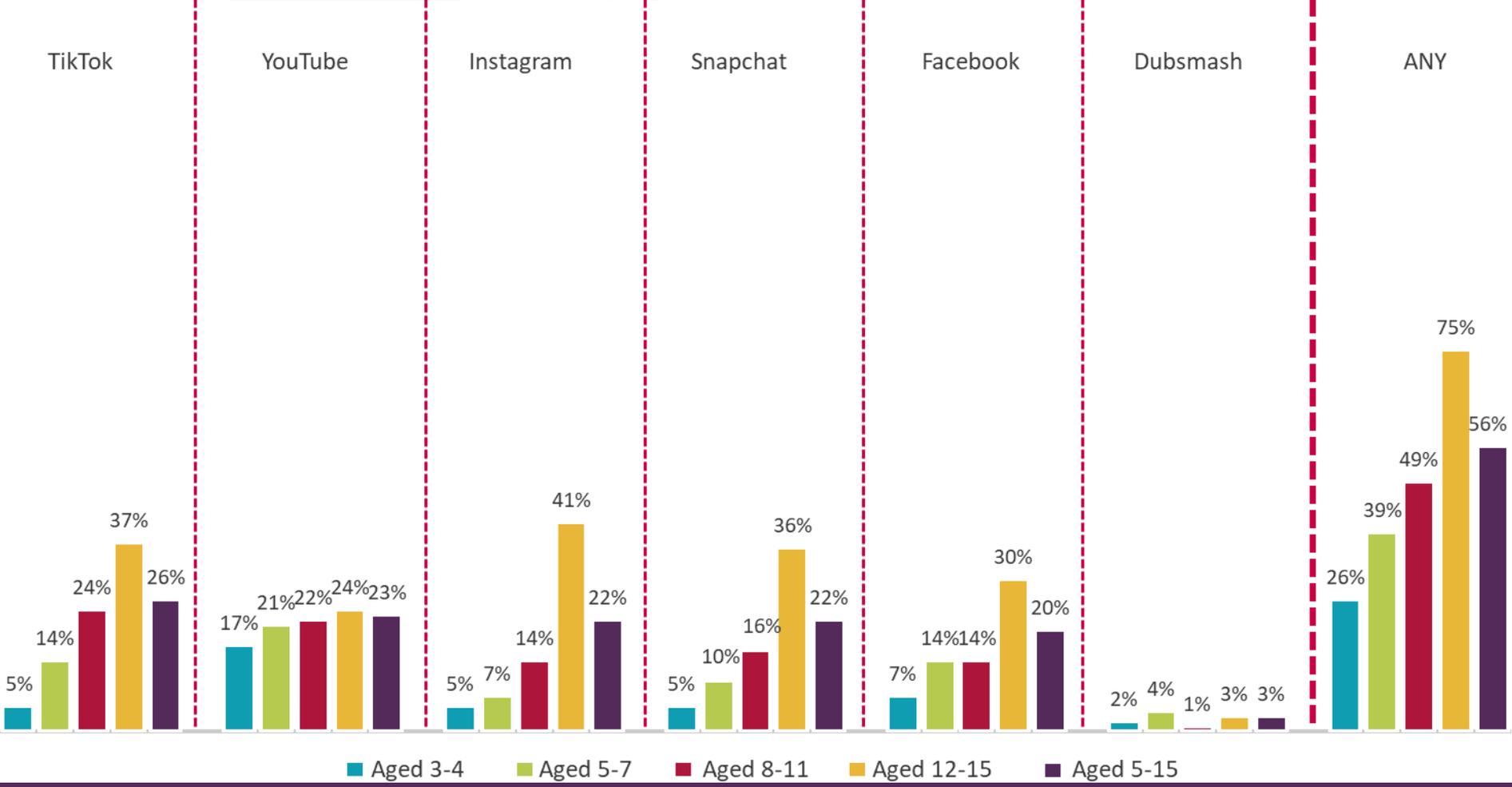


Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 – Showing responses given by >4% of 5-15s (so results for Dailymotion, Dubsmash, GROM Social, Imgur, Triller and LiveLeak are not shown).

QP22A. Which, if any, of these apps or sites does your child ever watch videos on (multi coded). Responses from parents of 3-7s and children aged 8-15.
 Base: Parents of children aged 3-15 (261 aged 3-4 263 aged 5-7, 696 aged 8-11, 699 aged 12-15).

More than half of 5-15s said they posted or shared video content, which was lower than the incidence for watching content

Use of VSPs for posting/sharing content, by age: 2020



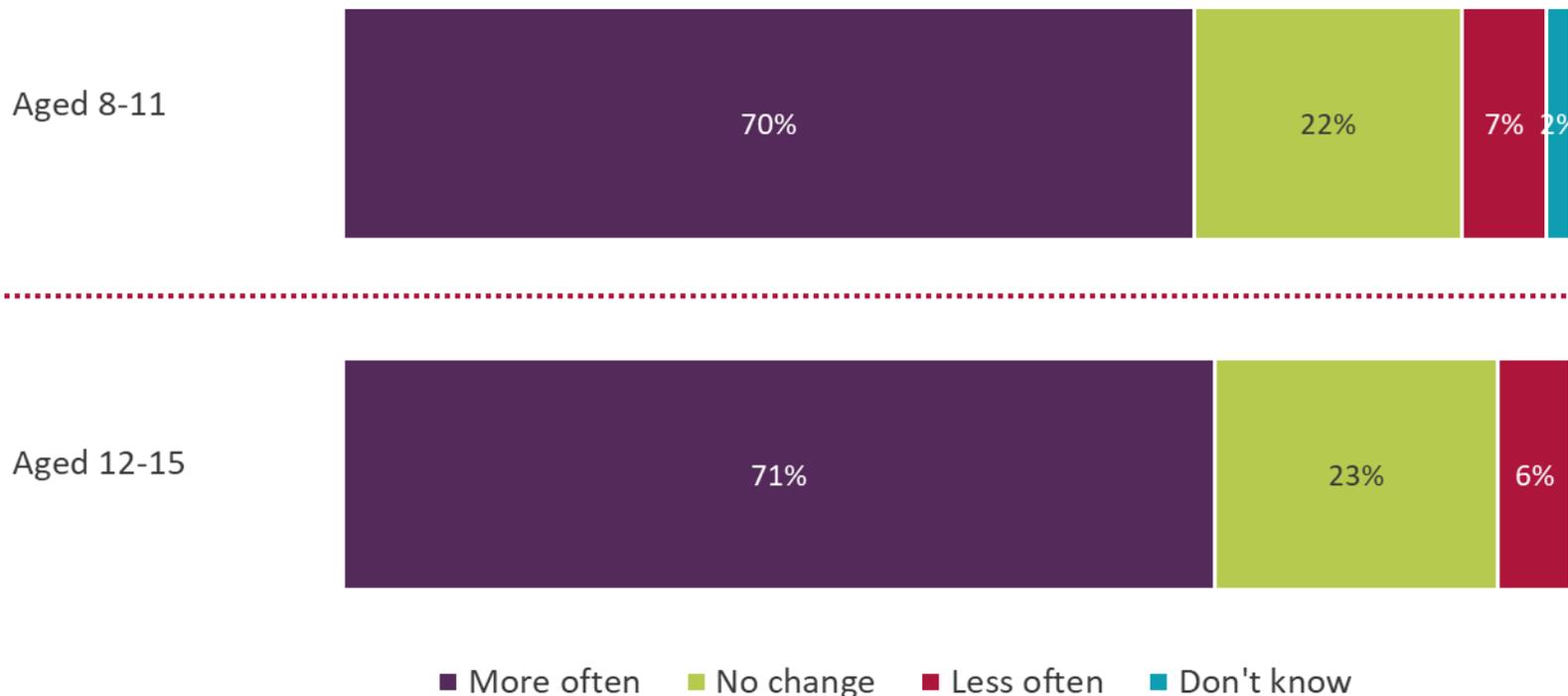
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 – Showing responses given by >2% of 5-15s (so results for Dailymotion, Triller, Vimeo, GoNoodle, GROM Social, Imgur and LiveLeak are not shown).

QP22AA. And which, if any, of these apps or sites does your child ever use to post videos online or use to share videos? (multi coded). Responses from parents of 3-7s and children aged 8-15.

Base: Parents of children aged 3-15 (261 aged 3-4 263 aged 5-7, 696 aged 8-11, 699 aged 12-15).

Seven out of ten children aged 8-15 reported increased use of video sites or apps in 2020

Use of video sites or apps in 2020 among users aged 8-15



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC9C. Due to the situation with COVID this year, many children have been at home more than usual. Which one of these answers best describes your use of these video sites or apps during this time? (single coded).

Base: Children aged 8-15 who watch, post or share videos on video sharing platforms (673 aged 8-11, 689 aged 12-15).

Cartoons were the most popular type of VSP content for youngest children, while pranks and music videos appealed to those aged 5 and above

Types of content watched on video sharing platforms, by age: 2020

All who watch content on video sharing platforms	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
<i>Base</i>	239	248	672	687	1752
Funny videos/ jokes/ pranks/ challenges	57%	71%	82%	84%	80%
Music videos	33%	48%	60%	73%	61%
Game tutorials/ walk-throughs/ watching other people play games	20%	39%	52%	48%	47%
Cartoons/ animations/ mini-movies or songs	81%	60%	46%	32%	45%
Vloggers or influencers	22%	34%	47%	49%	44%
Videos that help with school/ homework	25%	29%	40%	49%	41%
How-to' videos or tutorials about hobbies/things they are interested in	19%	29%	42%	44%	39%
Film trailers, clips of programmes, 'best-bits' or programme highlights	13%	19%	23%	40%	28%
Whole programmes or films	27%	23%	23%	29%	26%
Sports/ football clips or videos	8%	12%	15%	29%	19%

Source: Ofcom Parent and Children's Media Literacy Tracker 2020 - Survey 2

QP22C. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these types of things do they watch? (multi coded). Responses from parents of 3-7s year olds and from children aged 8-15.

Base: Parents of 3-15s whose child watches videos on video sharing platforms (239 aged 3-4, 248 aged 5-7, 672 aged 8-11, 687 aged 12-15, 1607 aged 5-15).

Percentages shown in green denote the most popular activity undertaken by each age group.

Among 12-15s, the most popular creative online activity was to make a video; while younger children preferred to make drawings or pictures

Online creative activities ever undertaken, by age: 2020

	All who go online	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
	Base	253	260	693	693	1651
Make a video		28%	46%	60%	67%	59%
Make a drawing or picture		61%	58%	66%	48%	57%
Change or edit a photo		10%	24%	46%	65%	47%
Make a character or avatar that lives and plays in games/sites like Moshi Monsters, Minecraft etc.		10%	20%	38%	35%	32%
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji		5%	16%	25%	41%	28%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)		5%	10%	16%	31%	20%
Make an animation, moving picture or image		7%	14%	21%	20%	19%
Coding/ learning to code/ writing (computer) code/ programming (<i>added in 2020</i>)		4%	10%	20%	23%	18%
Make their own music		10%	15%	15%	21%	17%
Written a review about something they've used or somewhere they've been		3%	7%	9%	22%	13%
Make an app or game		7%	9%	10%	11%	10%
Make a website		5%	8%	6%	9%	8%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)		2%	5%	6%	12%	8%
ANY OF THESE		72%	80%	91%	93%	89%

Source: Ofcom Parent and Children's Media Literacy Tracker 2020 - Survey 2

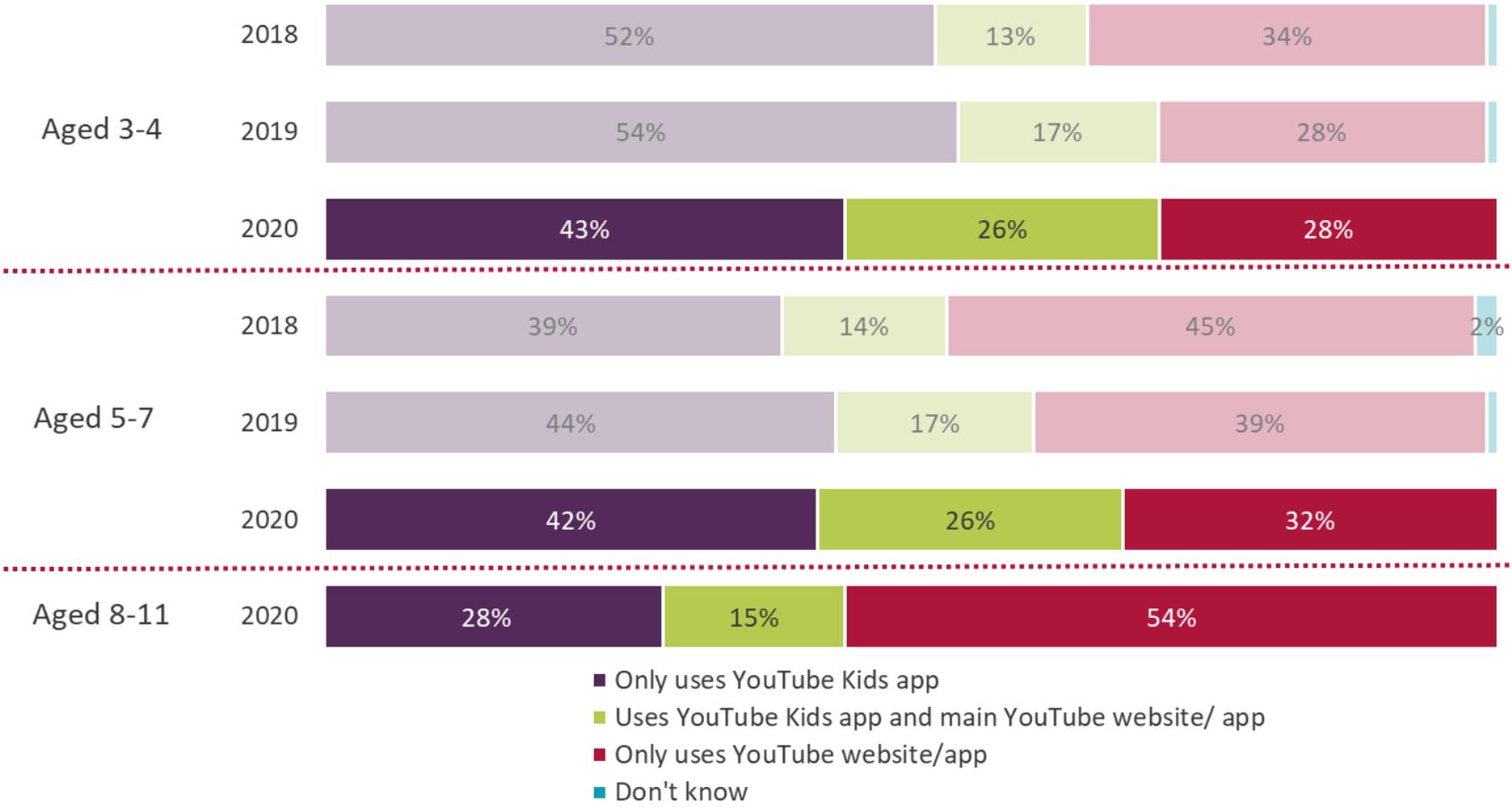
QP54. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? This could include any time spent learning about this when they are at school. Responses from parents of 3-7s year olds and from children aged 8-15.

Base: Parents of 3-15s whose child goes online (253 aged 3-4, 260 aged 5-7, 693 aged 8-11, 693 aged 12-15, 1651 aged 5-15).

Percentages shown in green denote the most popular activity undertaken by each age group.

While 3-7s were more likely to use the YouTube Kids app than the main YouTube site, the reverse was true among 8-11s

Use of YouTube Kids app and main YouTube website/ app among 3-11s: 2018, 2019 and 2020



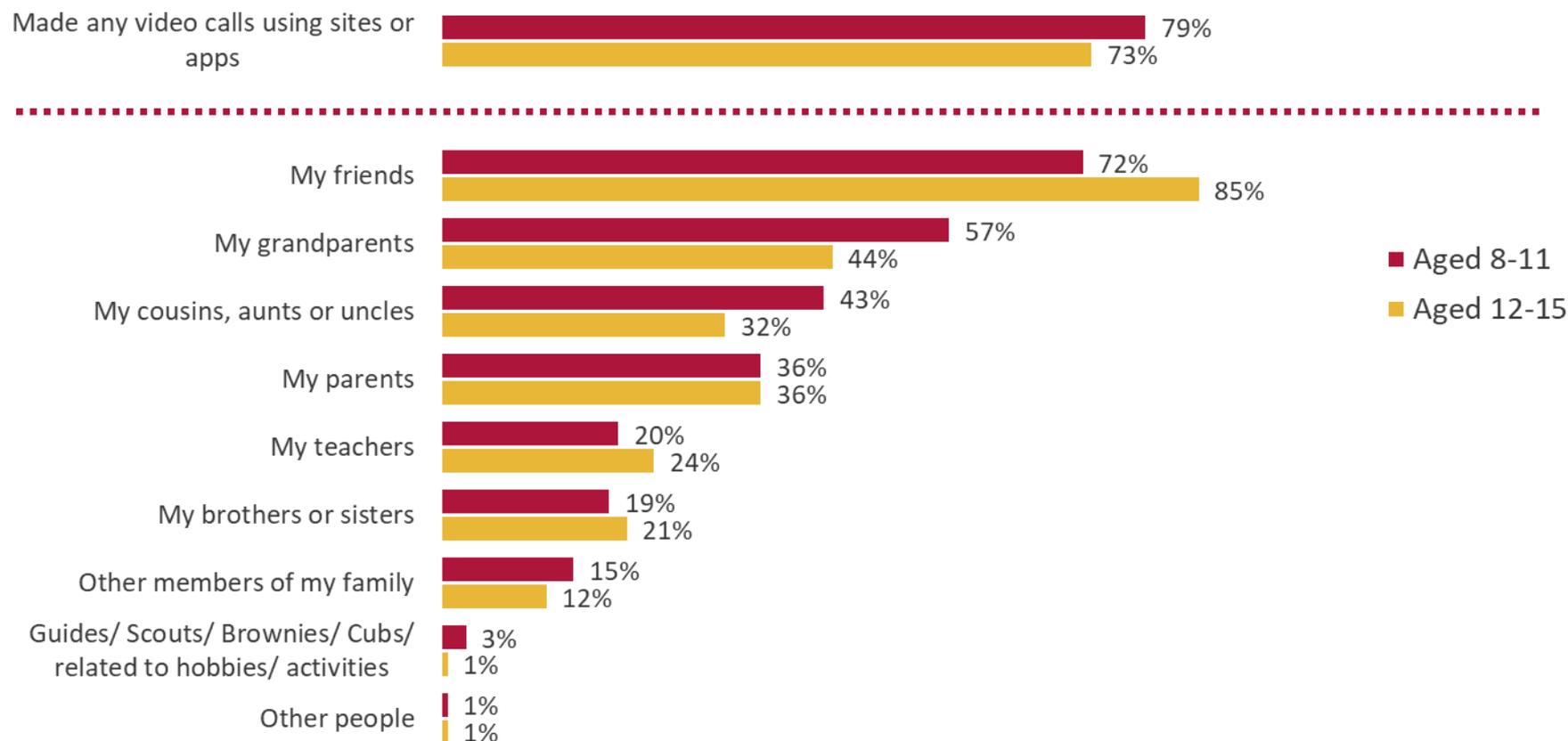
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 – Survey 2

QP22B. You said that your child uses the YouTube website or app. Do they use the main YouTube website or app, or the app that is aimed specifically at children called YouTube Kids, or do they use both? (multi coded). Responses from parents for 3-7 year olds and from children aged 8-15. NB in 2018 and 2019 responses were unprompted and were based on those that watched content on YouTube rather than watched or shared content on YouTube.

Base: Parents of 5-11s whose child watches, posts or shares videos on YouTube (230 aged 3-4, 225 aged 5-7, 621 aged 8-11).

Three in four children aged 8-15 used video calling apps or sites during 2020, most commonly calls with their friends

Use of video calling apps or sites during 2020, by age



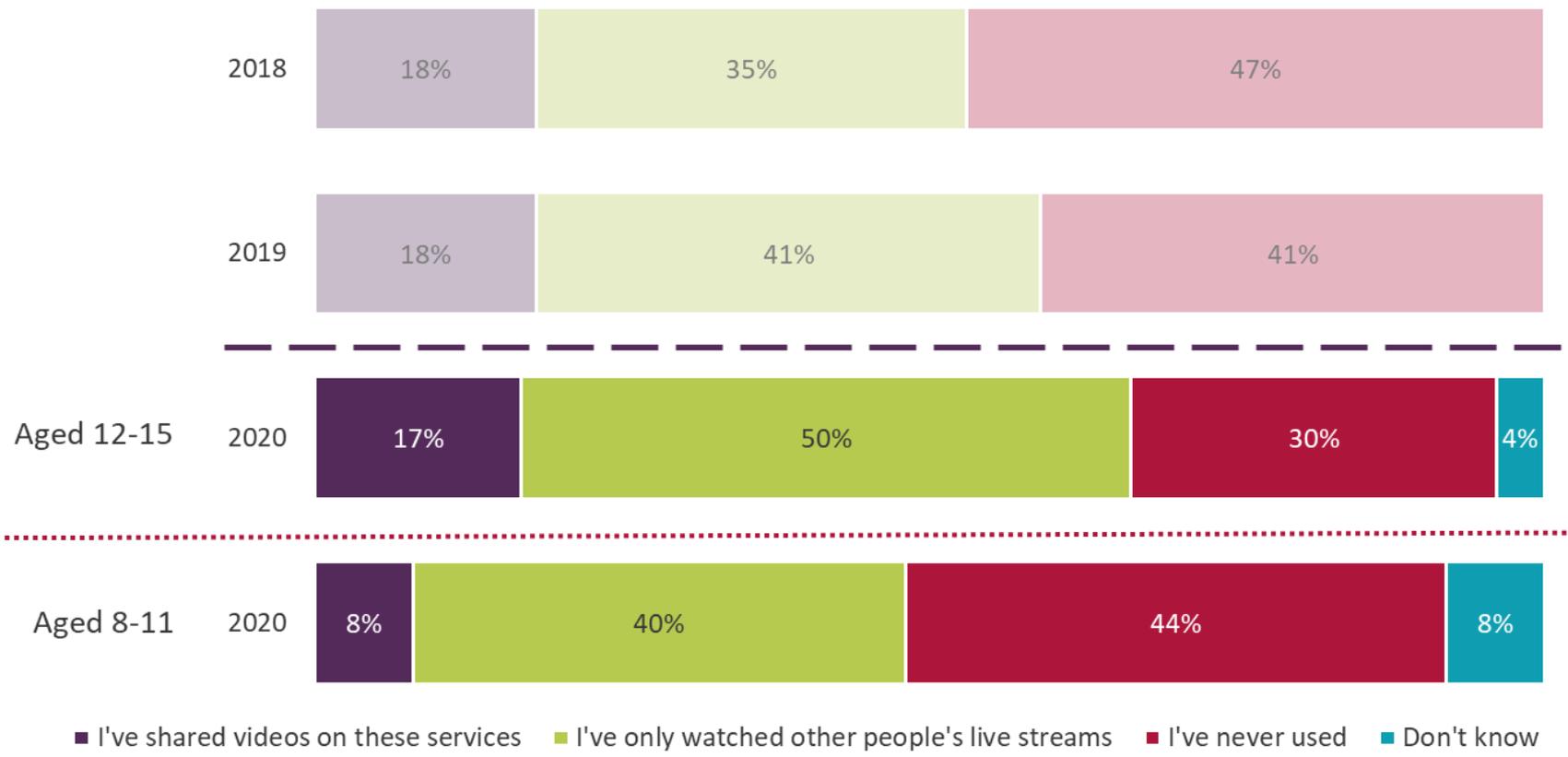
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC38D. Due to the situation with COVID this year, many children have been at home more than usual and may have seen less of their friends or family. One way that people have kept in touch during this time is by making video calls using sites or apps like Zoom, HouseParty, Skype, FaceTime, WhatsApp or Snapchat. Have you made any video calls during this time? (single coded).

Base: Children aged 8-15 (696 aged 8-11, 699 aged 12-15).

In 2020, close to one in ten 8-11s said they had shared videos on live streaming services, compared to close to two in ten 12-15s

Awareness and use of live streaming services among 8-11s and 12-15s : 2018, 2019 and 2020



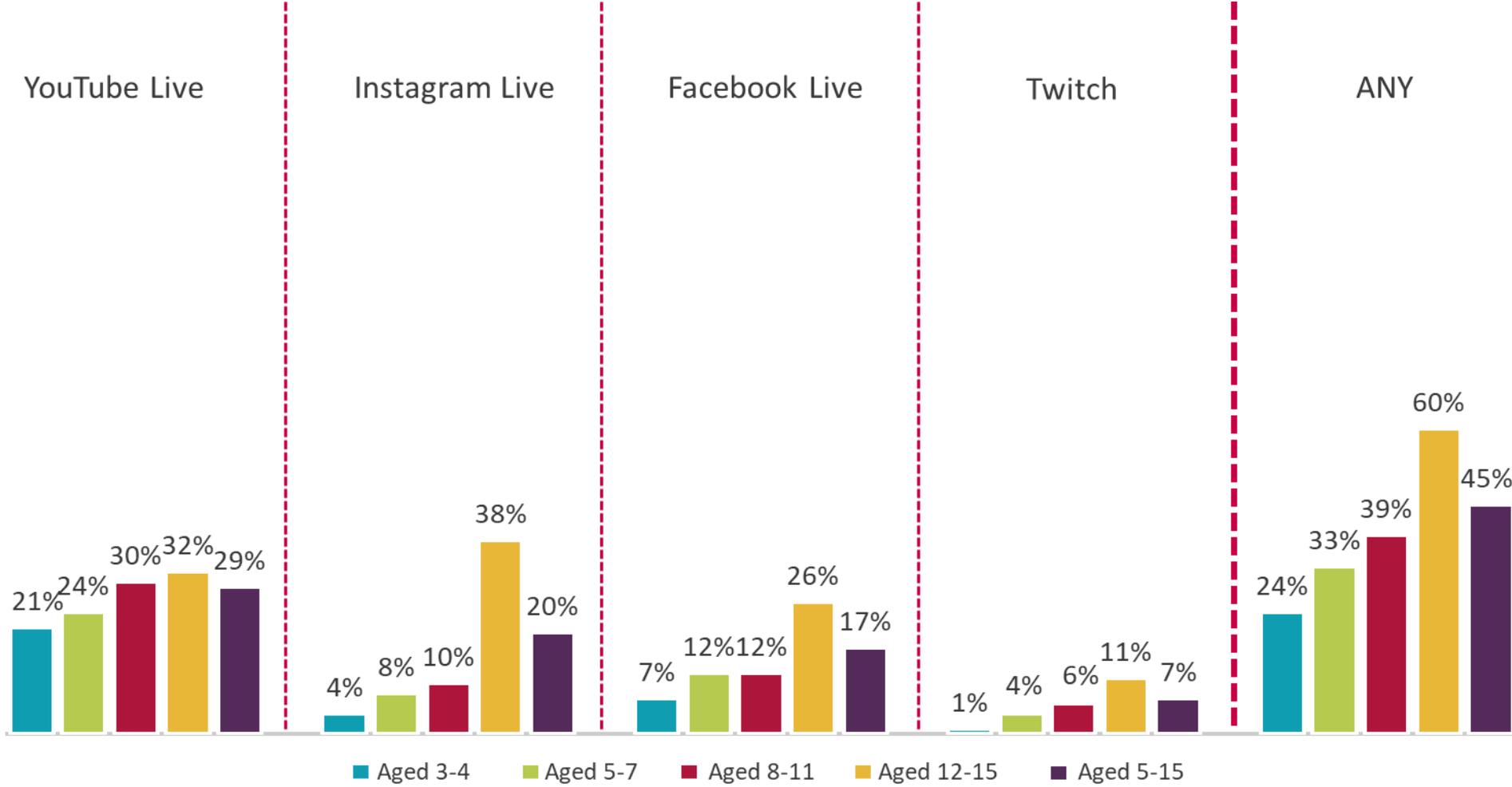
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 - Survey 2

QC24B. We’d now like to ask you a question about live streaming. Live streaming allows you to ‘go live’ by sharing videos in real time with other people. This is different to sharing videos on sites like TikTok as you are sharing ‘live’ rather than recorded videos. Which one of these best describes your experience of using these live streaming services? (single coded). NB Definition of live streaming for the question wording updated in 2020.

Base: All children aged 8-15 (696 aged 8-11, 699 aged 12-15).

Three in ten 5-15s used YouTube Live for live streaming, with two in ten using Instagram Live

Use of live streaming sites/ apps, by age: 2020



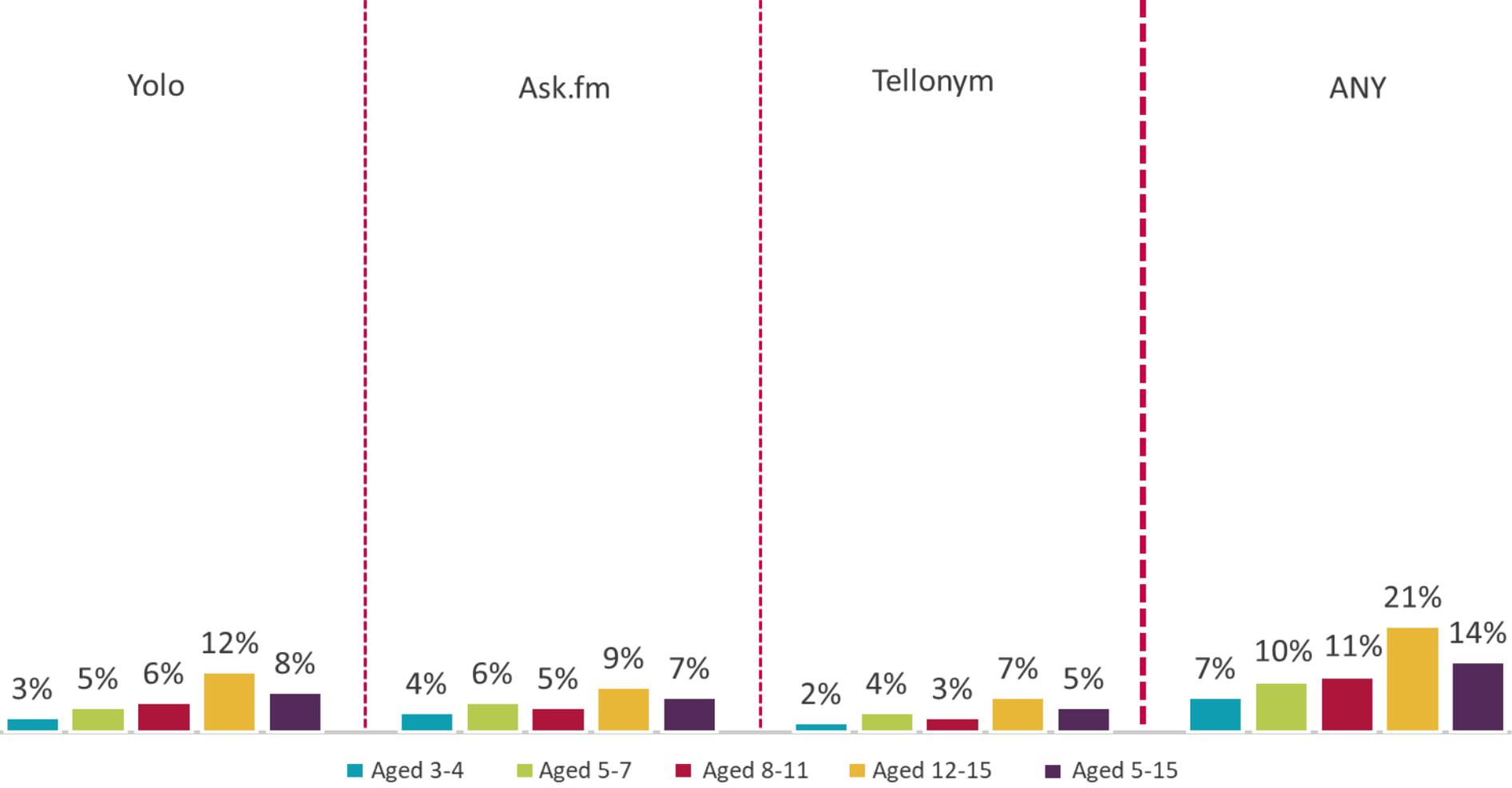
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 – Showing responses given by >2% of 5-15s (so results for Periscope and YouNow are not shown).

QP44C. And which, if any, of these live streaming apps or sites does your child ever use to watch or to post their own live streams? (multi coded). Responses from parents of 3-7s and children aged 8-15.

Base: Parents of children aged 3-15 (782 aged 3-4 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

One in seven 5-15s used any of the Q&A sites asked about, rising to one in five for 12-15s

Use of Q&A sites/ apps, by age: 2020



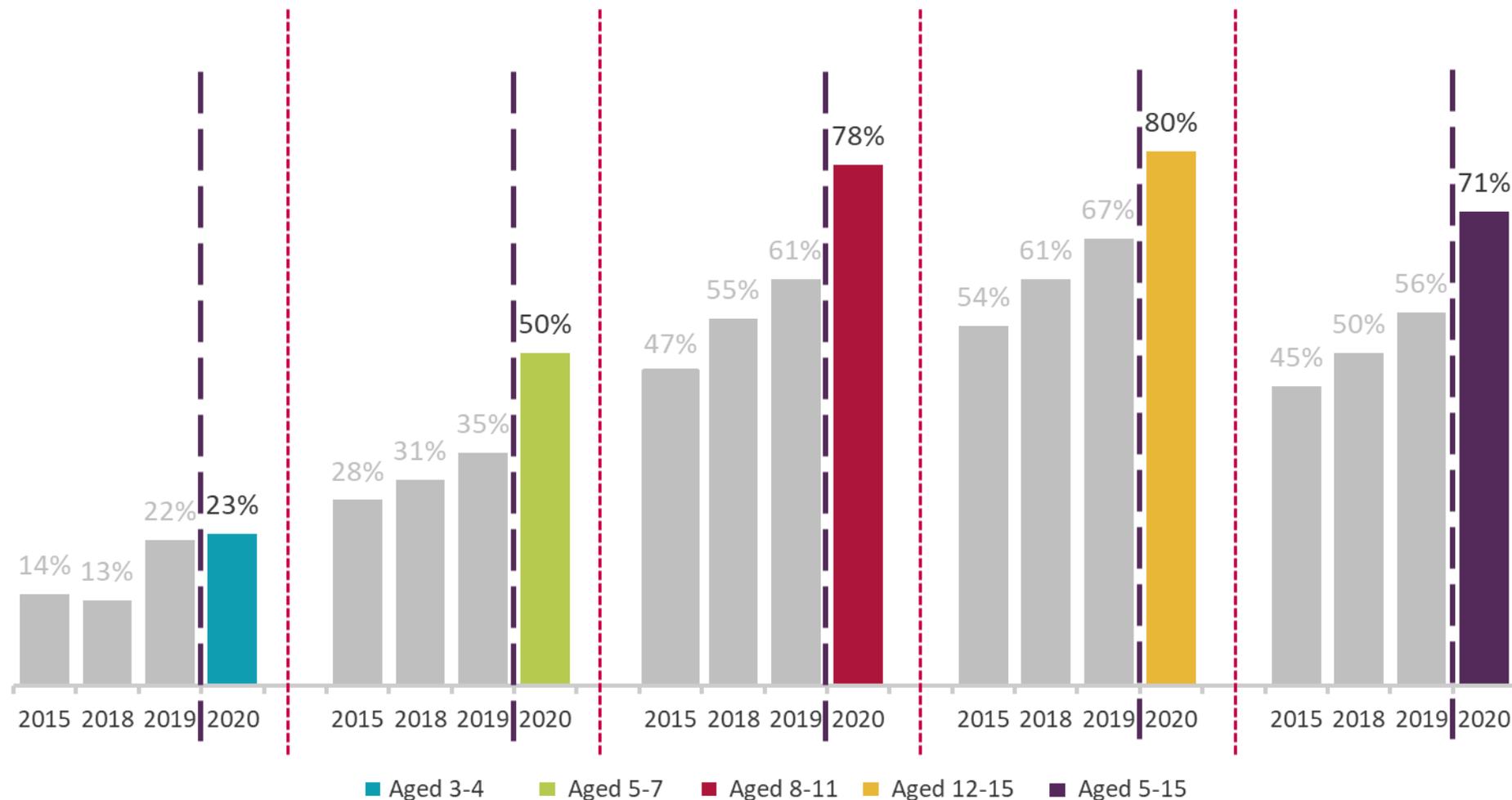
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 – Showing responses given by >2% of 5-15s (so results for Piksa are not shown). QP44D. And finally, which, if any, of these Q and A apps or sites does your child use? Q and A stands for 'Question and Answer' (multi coded). Responses from parents of 3-7s and children aged 8-15.
 Base: Parents of children aged 3-15 (782 aged 3-4 756 aged 5-7, 694 aged 8-11, 740 aged 12-15).

2iii. Children's entertainment:

Online gaming

Around eight in ten 8-15s played games online

Incidence of online gaming, by age: 2018, 2019 and 2020



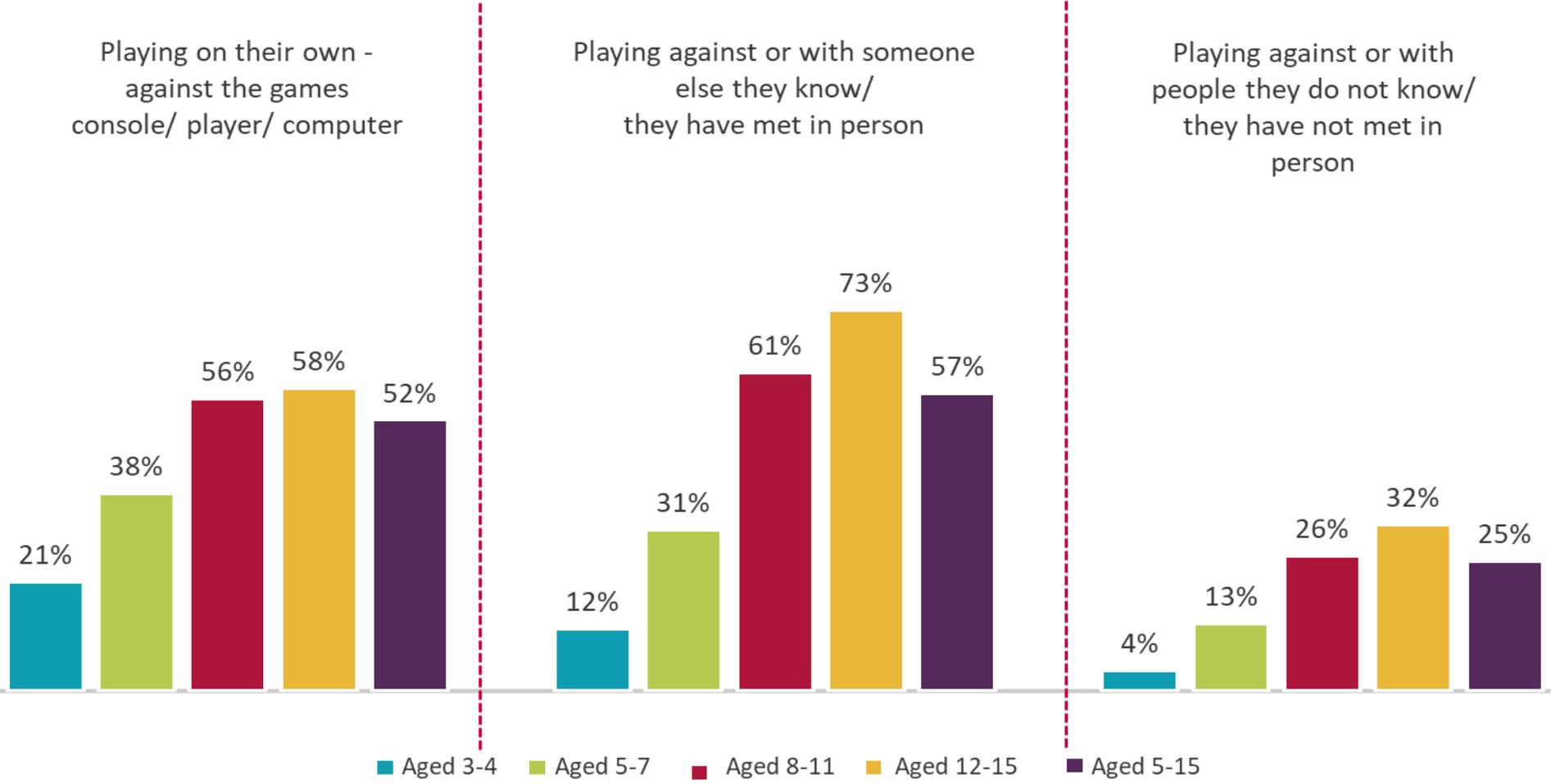
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? (single coded). Responses from parent for 3-7s and from child aged 8-15.

Base: Parents of 3-15s (782 aged 3-4, 756 aged 5-7, 694 aged 8-11, 740 aged 12-15, 2190 aged 5-15).

A quarter of 5-15s who played games did so online against people they had not met in person

Types of online gaming undertaken, by age: 2020

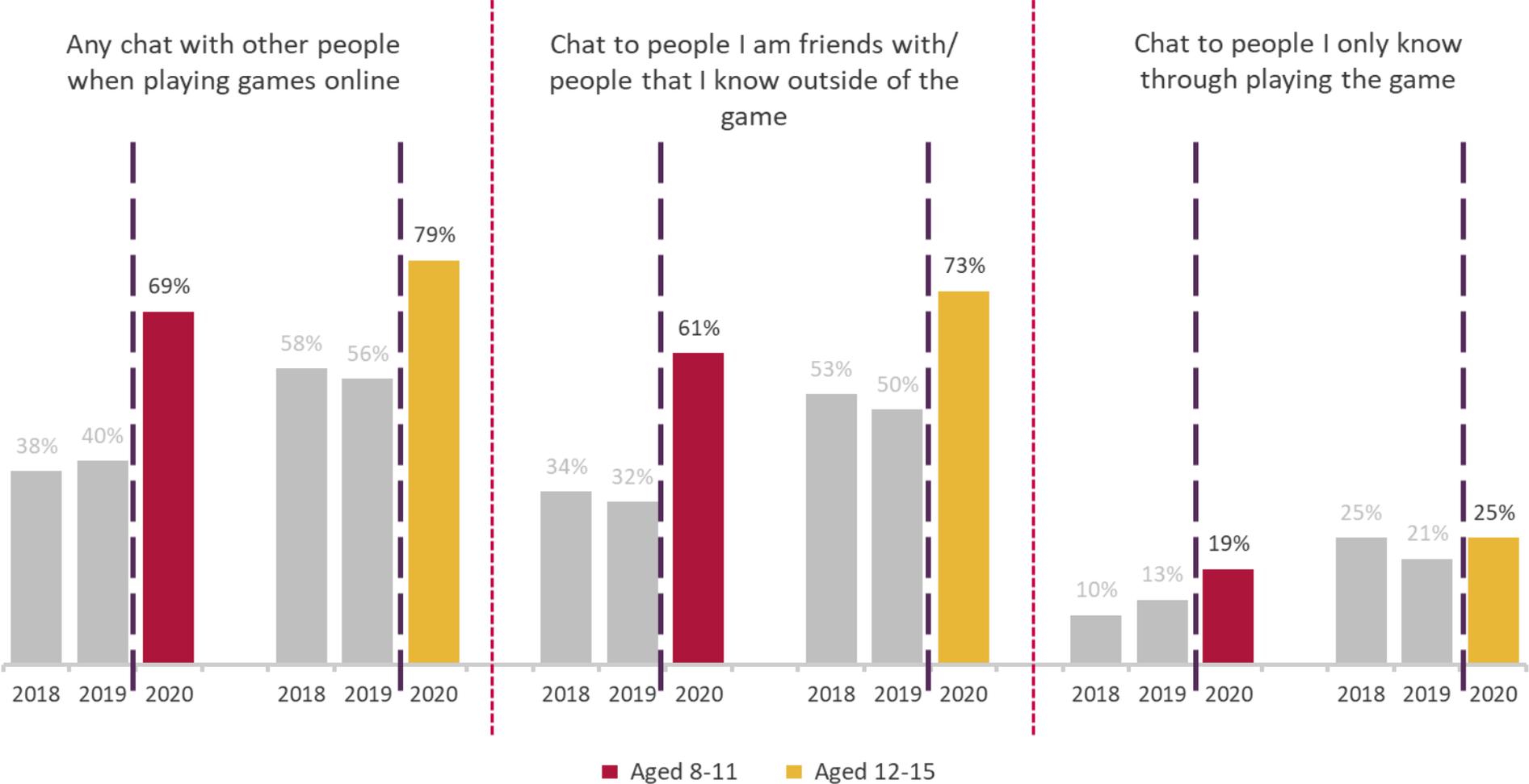


Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? (single coded). QP70B. When your child plays games online, which of these describe how they are playing? (multi coded). Responses from parent for 3-7s and from child aged 8-15.
 Base: Parents of children aged 3-7 whose child plays games and children aged 8-15 who ever play games (613 aged 3-4, 699 aged 5-7, 680 aged 8-11, 688 aged 12-15, 2067 aged 5-15).

One in five 8-11s and one in four 12-15s who played games online chatted to people they only knew through the game

Use of chat features when playing games online: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

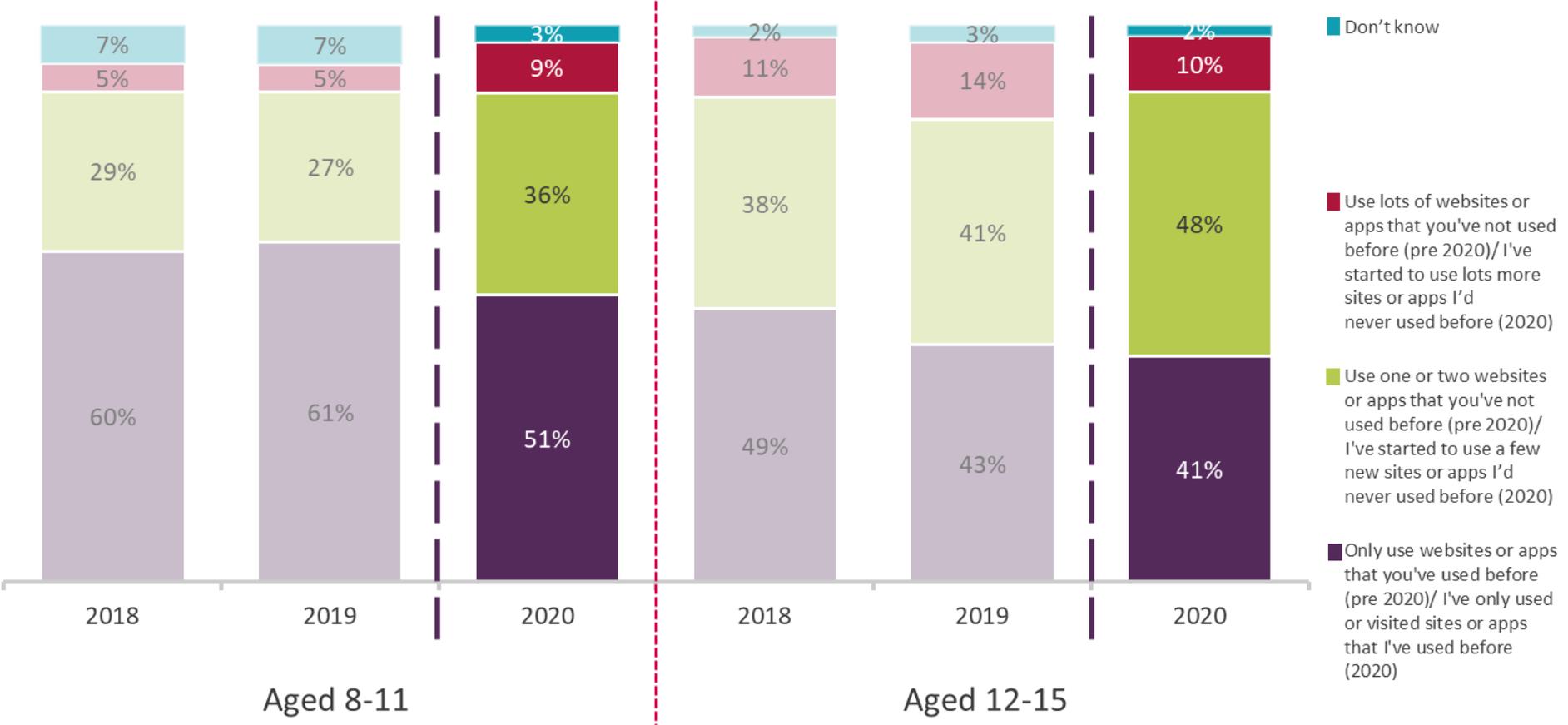
QC43. When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset. / QC44. And when you chat who do you chat to?

Base: Children aged 8-15 who ever play games online (549 aged 8-11, 588 aged 12-15).

3. Knowledge and understanding of media

Children aged 8-11 were more likely than 12-15s to only use sites or apps they had used before

Experience of visiting websites not used before, among those who go online, by age: 2018, 2019 and 2020



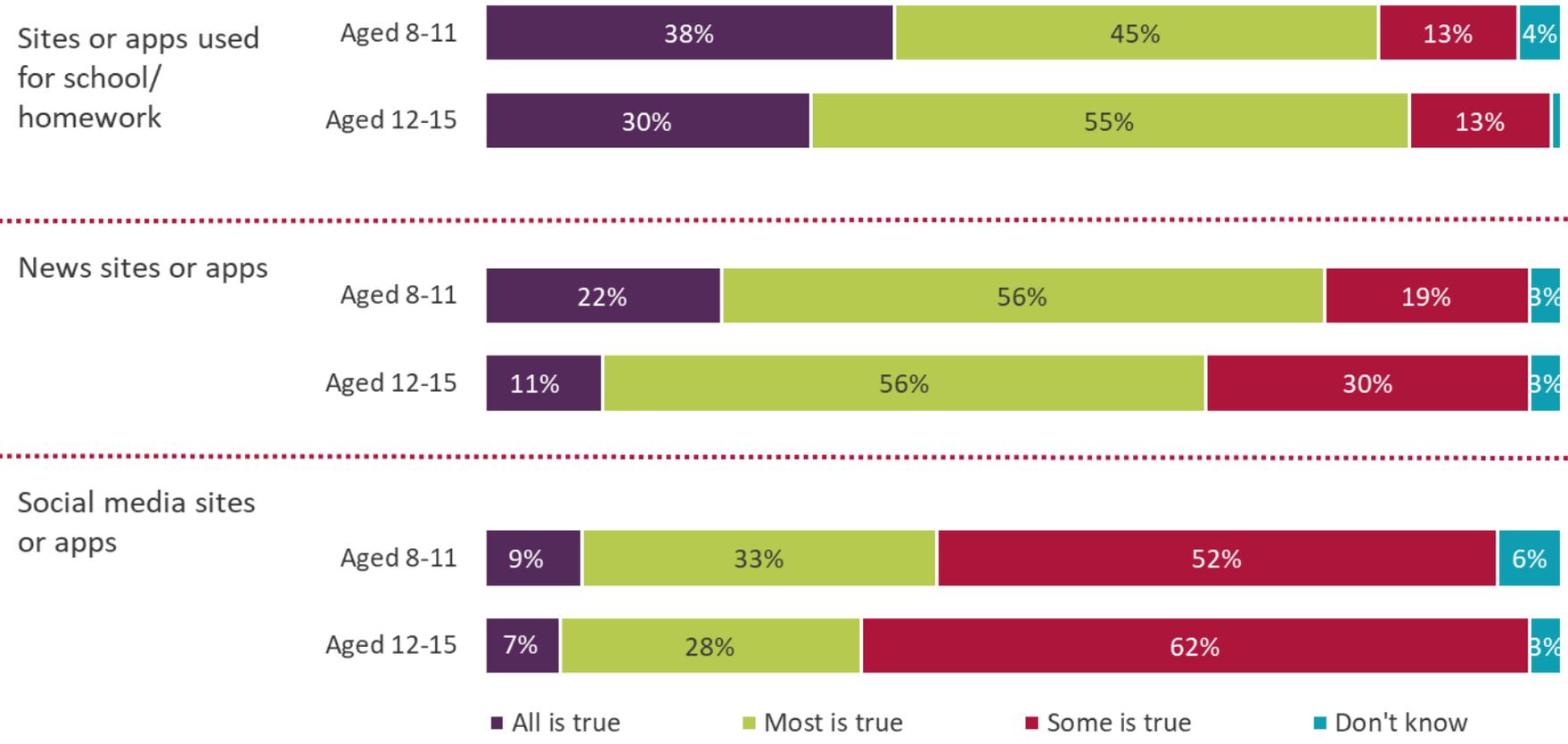
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC16. Due to the situation with COVID this year, many children have been at home much more than usual. Which one of these answers best applies to you when you've been online during this time? When I've been online... (single coded). NB while the trend is shown on this chart, prior to 2020 the question did not refer to COVID and asked : 'Thinking about all the things you use to go online, in a normal week, would you say that you...'

Base: Children aged 8-15 who go online (683 aged 8-11, 729 aged 12-15).

Children aged 8-15 were more likely to trust the information on sites used for school or news sites than they were to trust social media sites

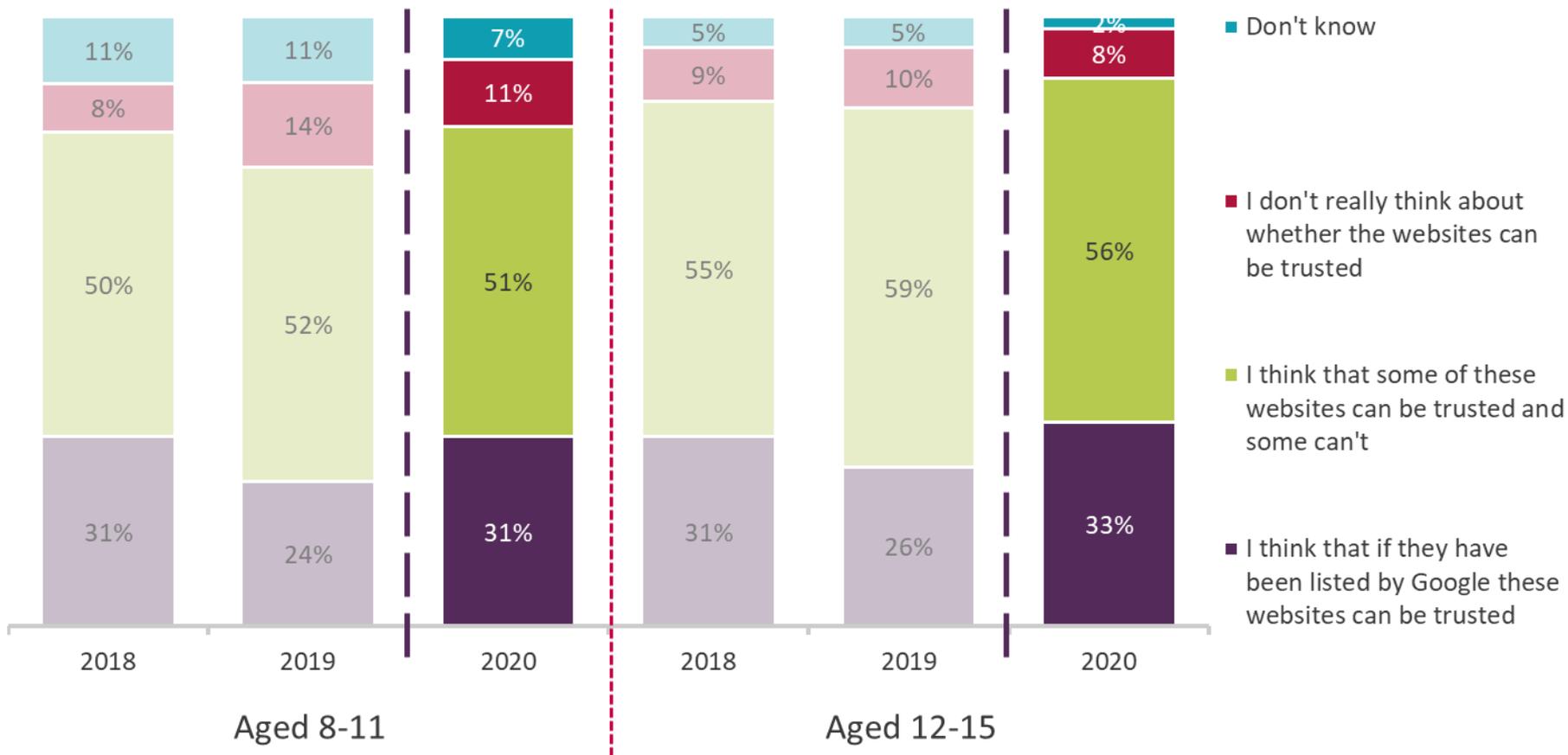
Children’s belief in the truthfulness of websites used for school/ homework, websites used for social media, news websites or apps, by age: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2 QC15B/BB/ QC15A/AA/ QC15C/CC. When you go online do you visit sites or apps for schoolwork or homework, for instance BBC Bitesize or sites suggested by your teachers?/ When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube?/ When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or Guardian or news apps or sites like HuffPost? IF YES - Think about when you go to sites or apps for schoolwork or homework. Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (single coded).
 Base: Children aged 8-15 who go online and who say they visit sites or apps for their schoolwork or homework (609 aged 8-11, 587 aged 12-15)/ social media sites or apps (501 aged 8-11, 640

One third of 8-15s who used search engines thought that if Google has listed a result it will be trustworthy

Understanding of whether results listed by search engines can be trusted, among 8-15s who go online and use search engines, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

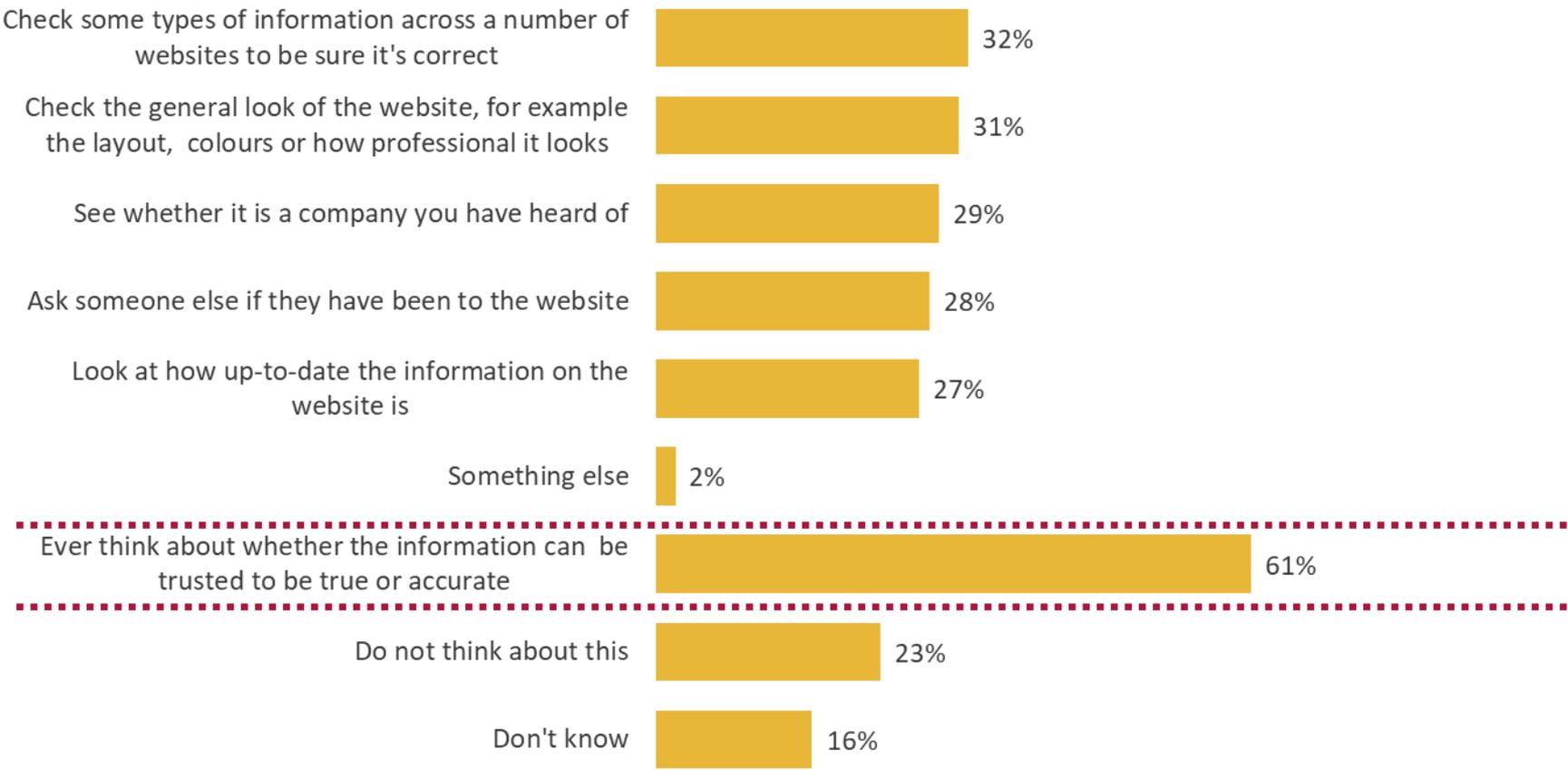
QC26. When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (single coded).

Base: Children aged 8-15 who go online and use search engine websites or apps (573 age 8-11, 688 aged 12-15).



A quarter of 12-15s who visit new websites said they do not think about whether they could trust the information to be true or accurate

Checks made by 12-15s who go online to establish whether they can trust websites they haven't visited before: 2020



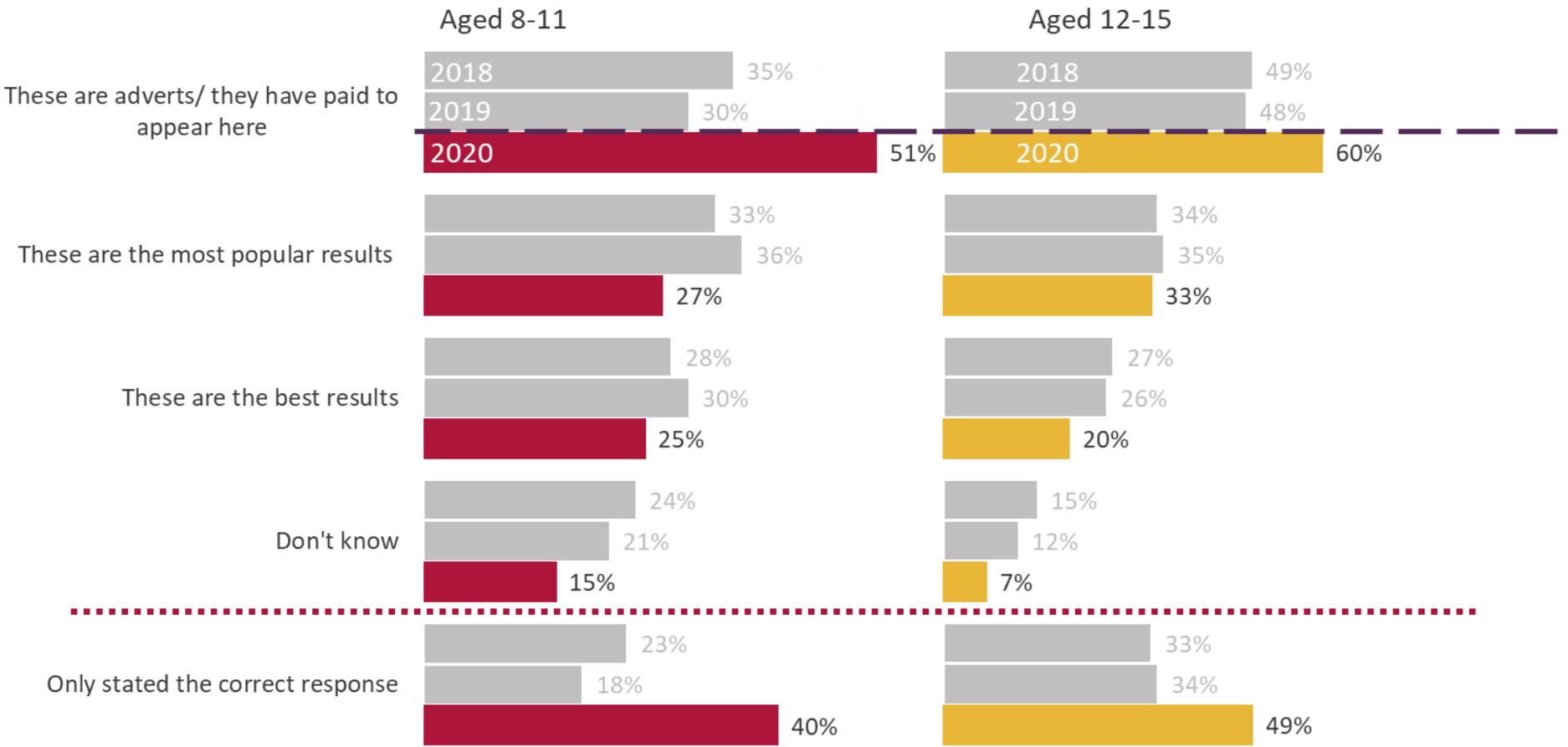
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC18. When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (multi coded).

Base: Children aged 12-15 who go online who use websites they've not used before (420).

Half of 12-15s and fewer 8-11s recognised advertising in Google search results

Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites, by age: 2018, 2019 and 2020



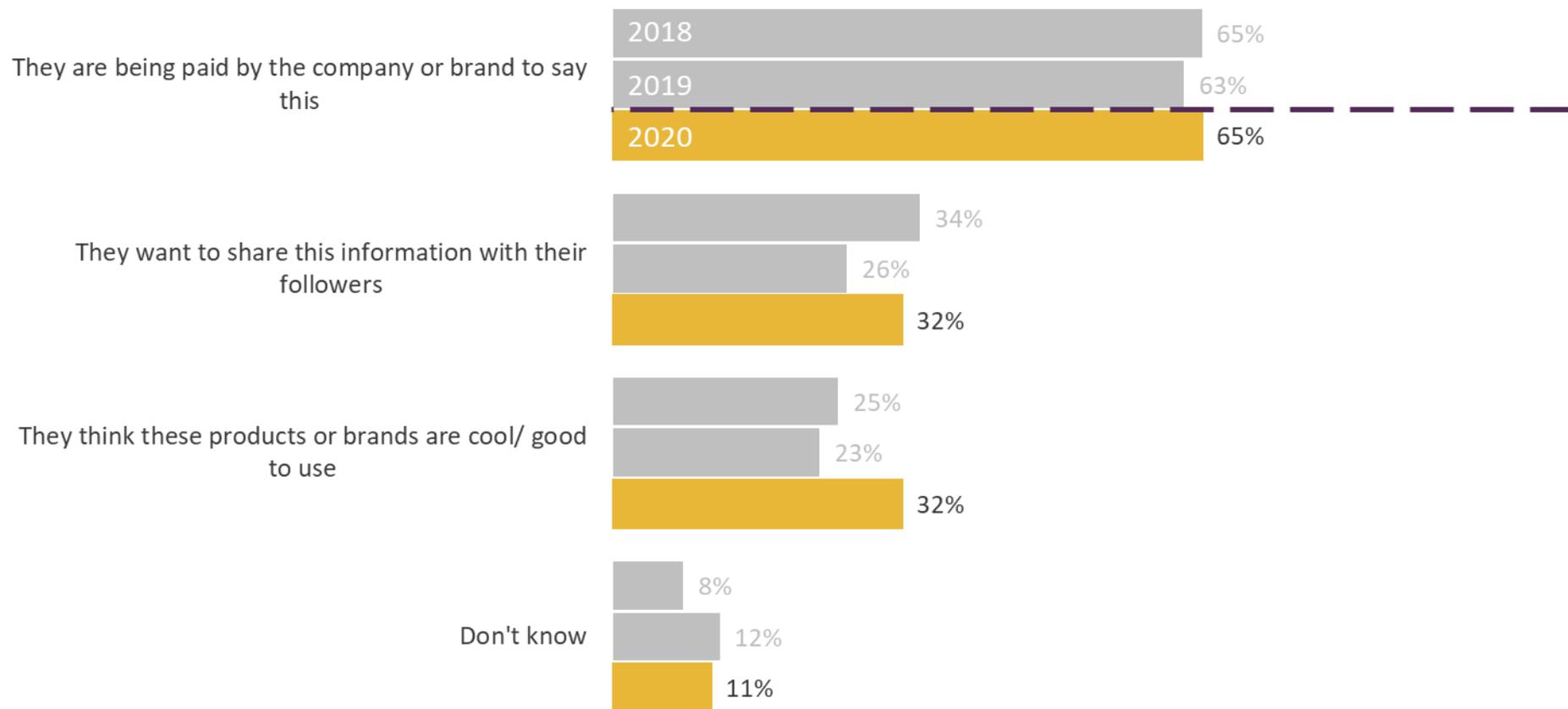
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QC29. This is a picture (SHOWCARD OF IMAGE) from a Google search for ‘children’s trainers’. Do you know why the first four results on the left have been listed first? (multi coded).

Base: Children aged 8-15 who go online and use search engine websites or apps (573 aged 8-11, 688 aged 12-15).

More than three in five 12-15s recognised the potential for product endorsement by vloggers

Understanding among 12-15s of potential product endorsement by vloggers: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 Survey 2

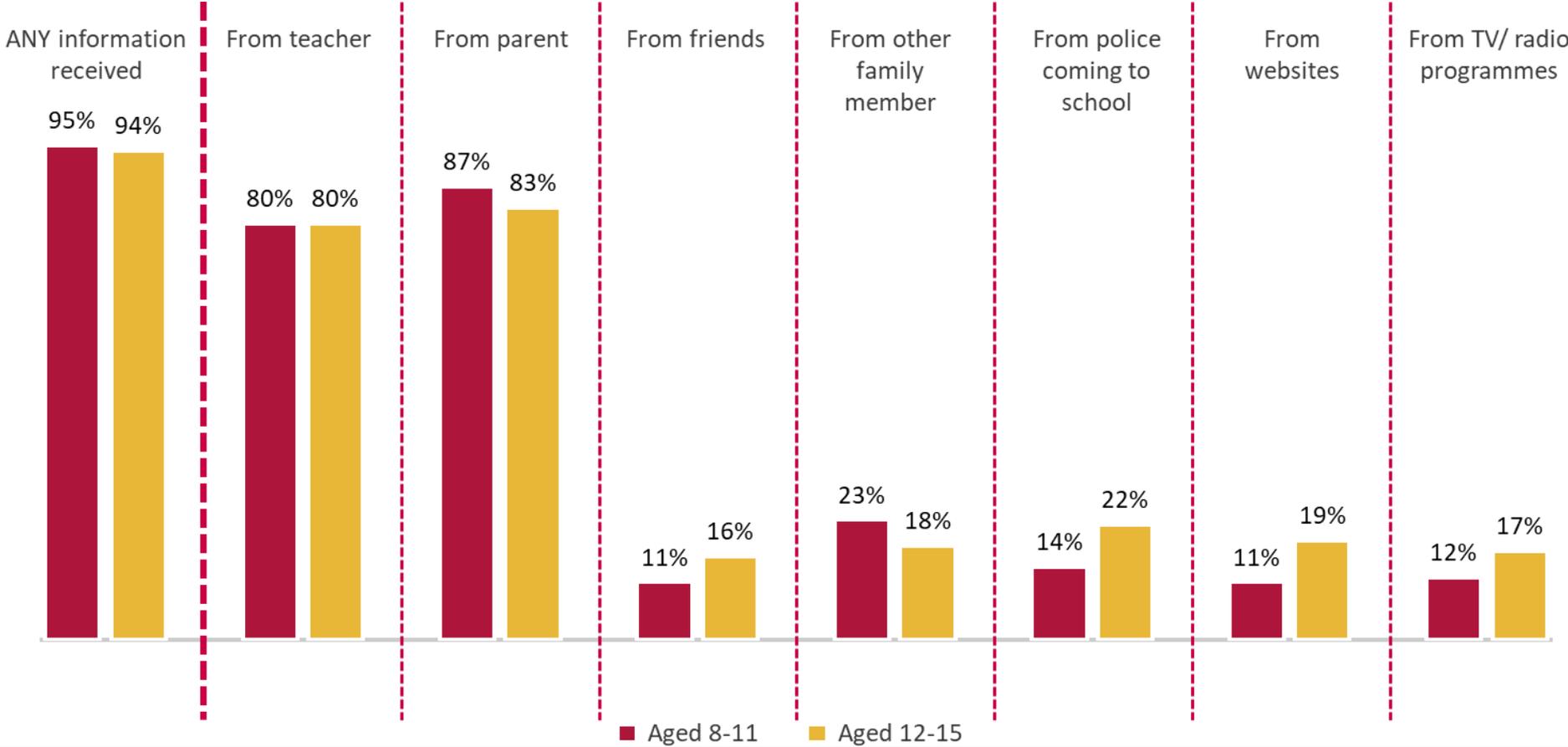
QC37. On sites like YouTube some vloggers or influencers with lots of followers - like Zoella or KSI - might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (multi coded).

Base: Children aged 12-15 who go online (698).

4. Children's negative experiences and risky behaviour

Nearly all internet users aged 8-15 said they had been told about how to use the internet safely – with most saying they were told about this by a teacher or a parent

Children stating they have been given any information or advice about how to use the internet safely, among those who go online, by age: 2020

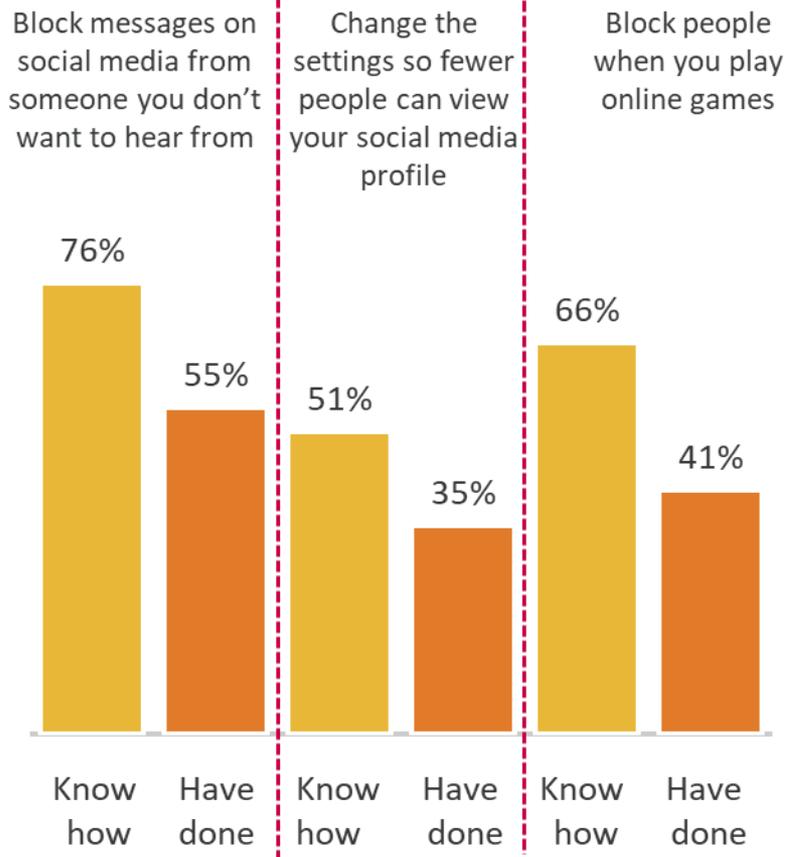


Source: Ofcom Parent and Children’s Media Literacy Tracker 2020
 QC34A. Have you ever been told about how to use the internet safely?/ QC34B. Which of these answers best describes how you have been told about how to use the internet safely? (multi coded). Showing responses from more than 2% of all 8-15s who go online.
 Base: Children aged 8-15 who go online (683 aged 8-11, 729 aged 12-15).

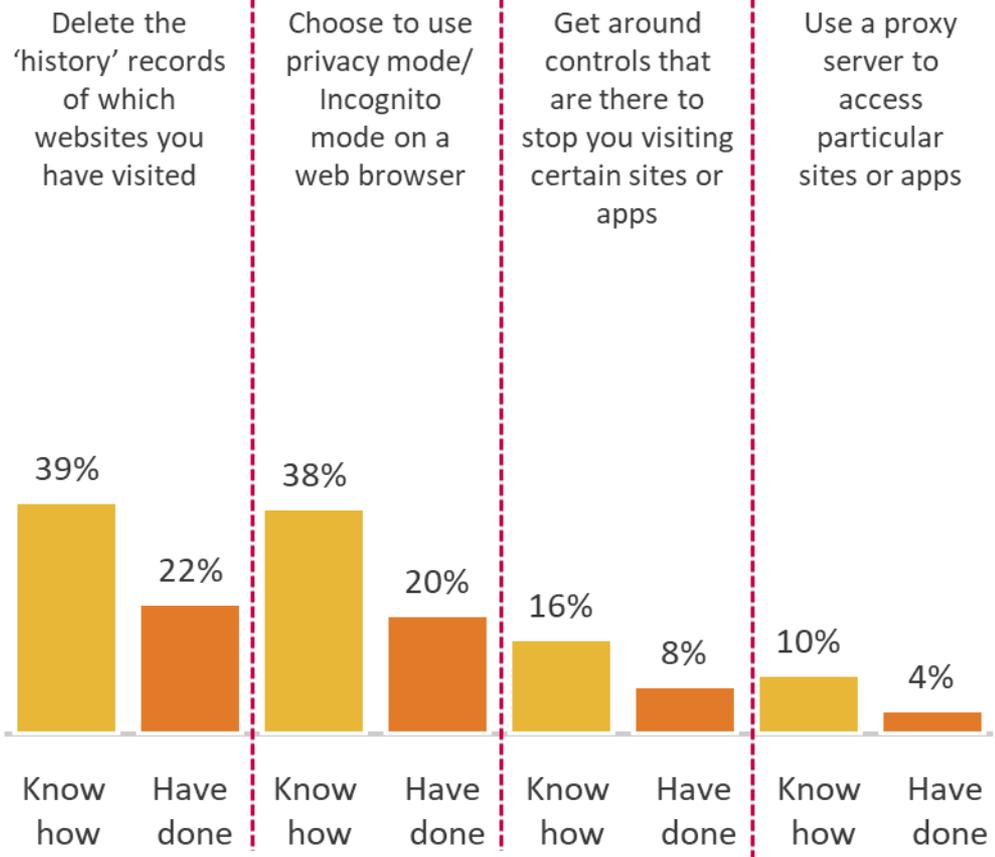
Over half of 12-15s have ever blocked messages on social media from someone they don't want to hear from

Experience of 'safe' and 'risky' online measures among children aged 12-15: 2020

'Safe' online measures



'Risky' online measures



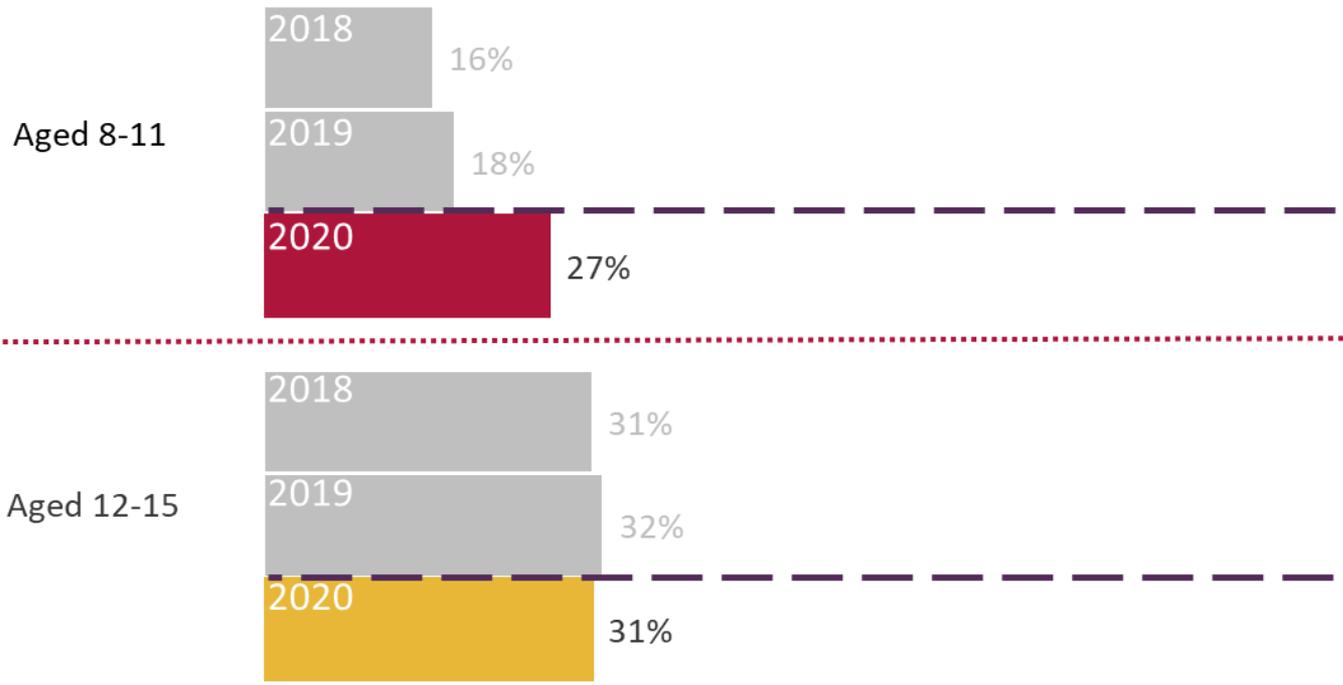
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC57/ QC58. Do you know how to do any of these things online?/ This list shows the things the you just said you know how to do online. If you have ever done any of them please choose them again. (multi coded).

Base: Children aged 12-15 who go online who opted to answer the question (669).

One third of 12-15s and over one in four 8-11s who went online said they had ever seen online content that they found worrying or nasty

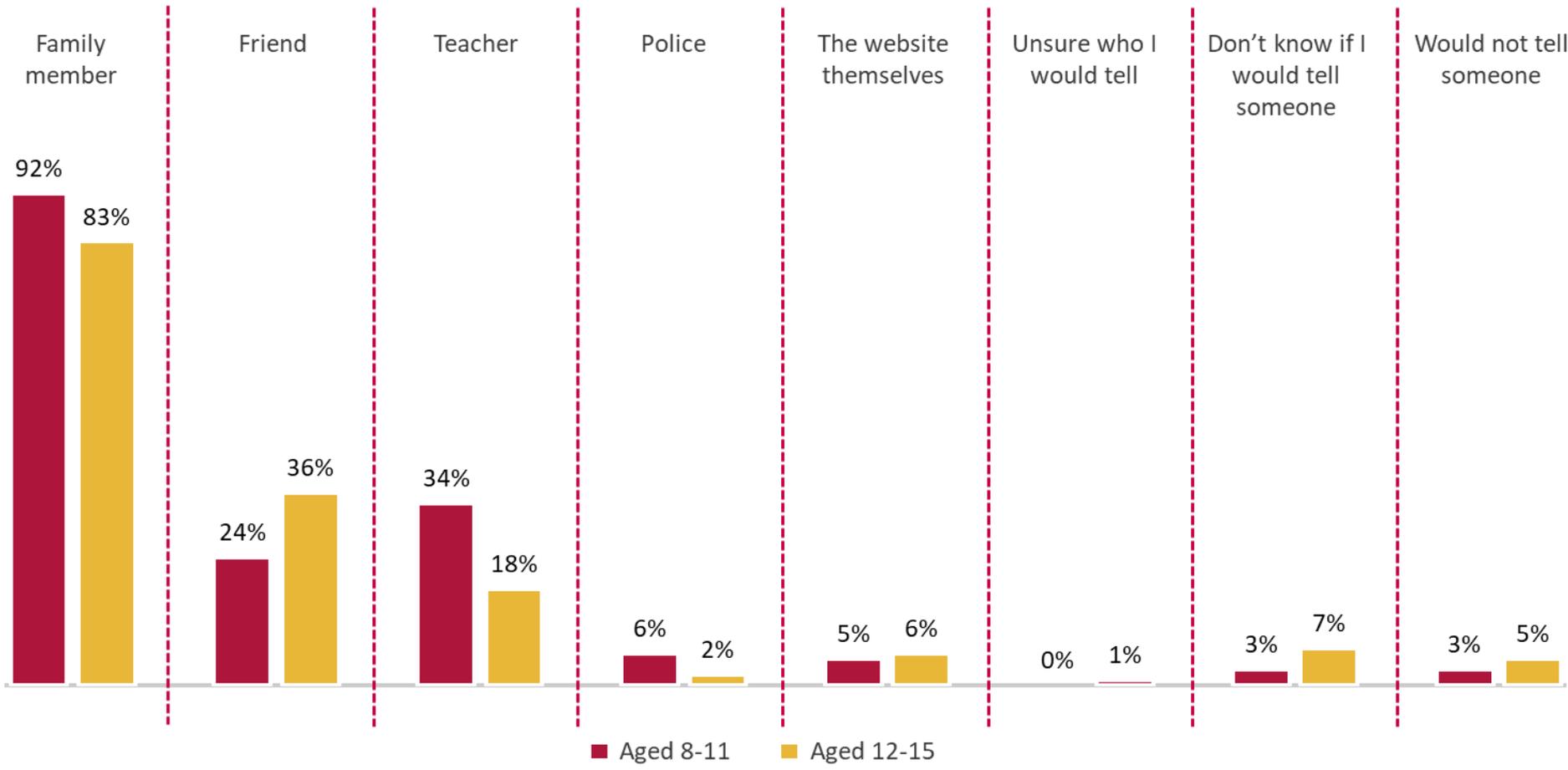
Child's claimed experience of having ever seen any online content that they considered worrying or nasty that they didn't like, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020
QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (single coded).
Base: Children aged 8-15 who go online (683 aged 8-11, 729 aged 12-15).

Nine in ten 8-11s and eight in ten 12-15s would tell someone if they saw something online they found worrying or nasty – with family members being the most popular choice of who to tell

Reporting online content considered by the child to be worrying or nasty, by age: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn’t like) would you tell someone about it? / QC30B. Who would you tell about the worrying or nasty thing that you saw online?? (Shows responses from >2% of all internet users aged 8-15) (multi coded).

Base: Children aged 8-15 who go online (683 aged 8-11, 729 aged 12-15).

Three in ten 12-15s who went online were unaware of online reporting functions

Awareness and use of online reporting function for worrying or nasty online content, among 12-15s: 2020

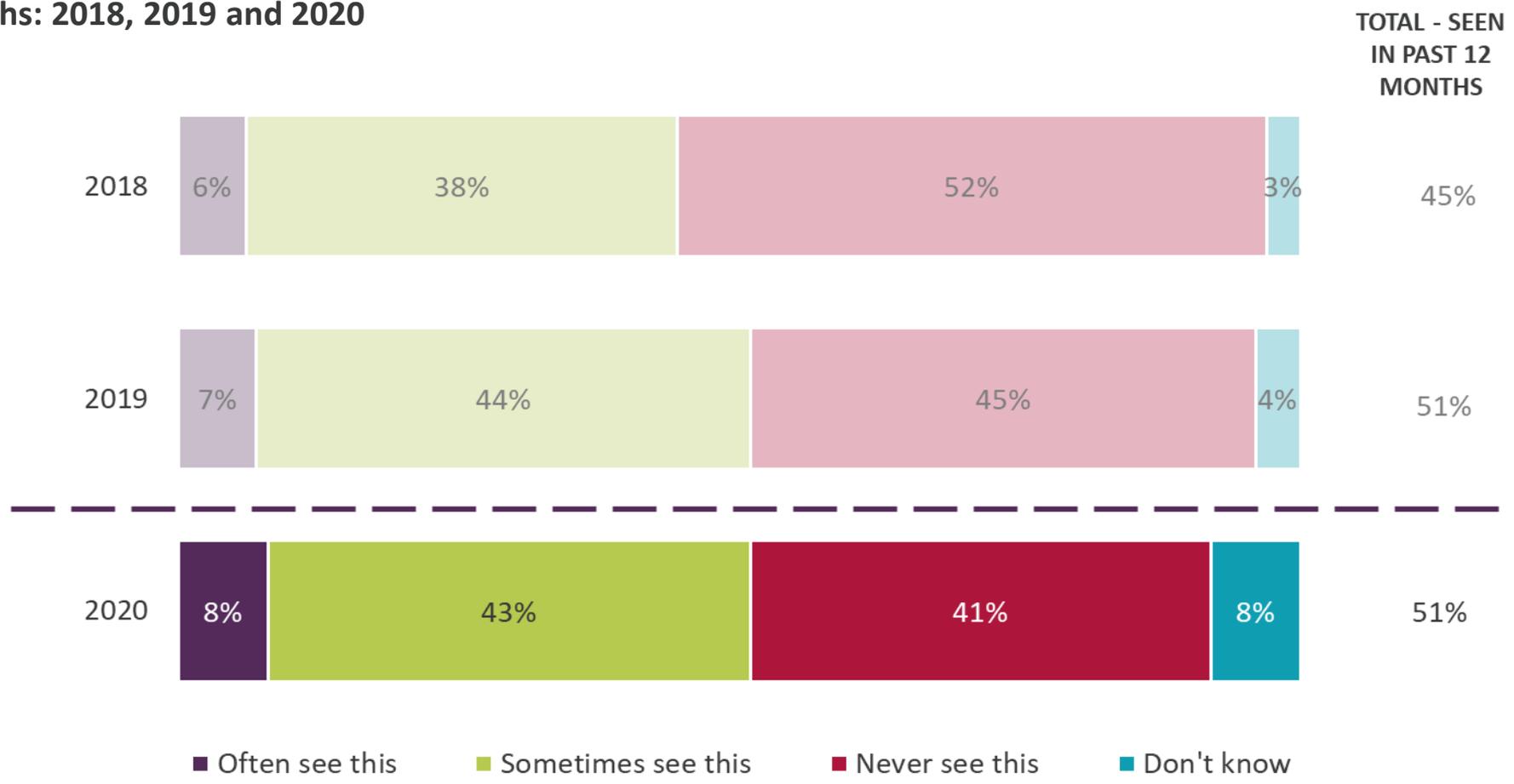


- Ever reported something they have seen online that they considered was worrying or nasty
- Seen something worrying or nasty but not reported it
- Aware of online reporting function but not seen anything worrying or nasty
- Not aware of online reporting function and seen something worrying/ nasty
- Not aware of online reporting function and not seen something worrying/ nasty

Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 QC32/ QC33. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content/ Have you ever used this report function to report what you saw online that you found worrying or nasty? (single coded).
 Base: Children aged 12-15 who go online (729).

Half of children aged 12-15 who went online said they have seen something hateful online in the past 12 months

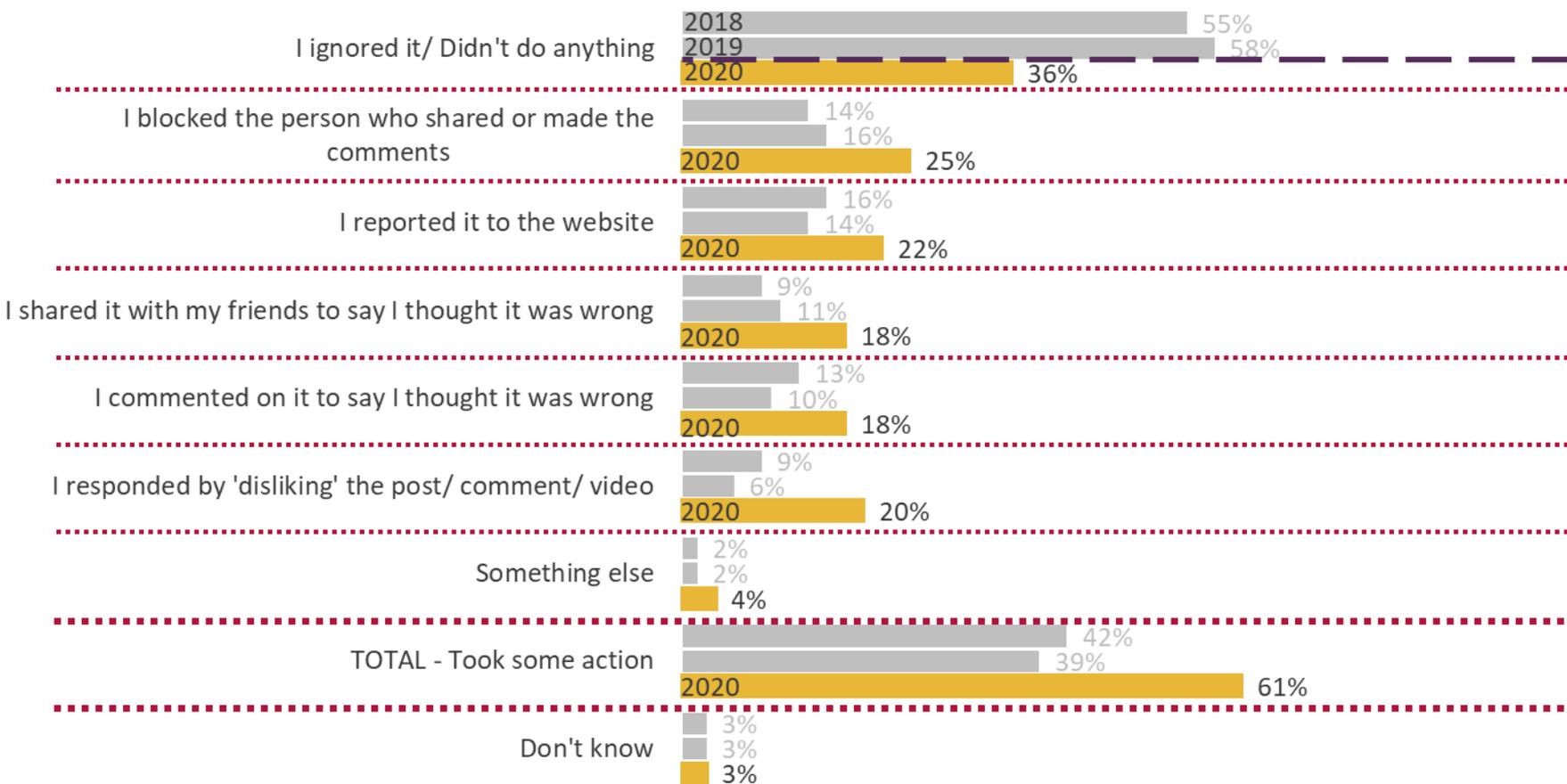
Internet users aged 12-15 who say they have encountered hateful content online in the past 12 months: 2018, 2019 and 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 QC59. In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. (single coded).
 Base: Children aged 12-15 who go online (729).

Six in ten 12-15s who had seen something hateful online took some action, including blocking, 'disliking' and commenting

Actions taken as a result of seeing hateful content online among 12-15s: 2018, 2019 and 2020



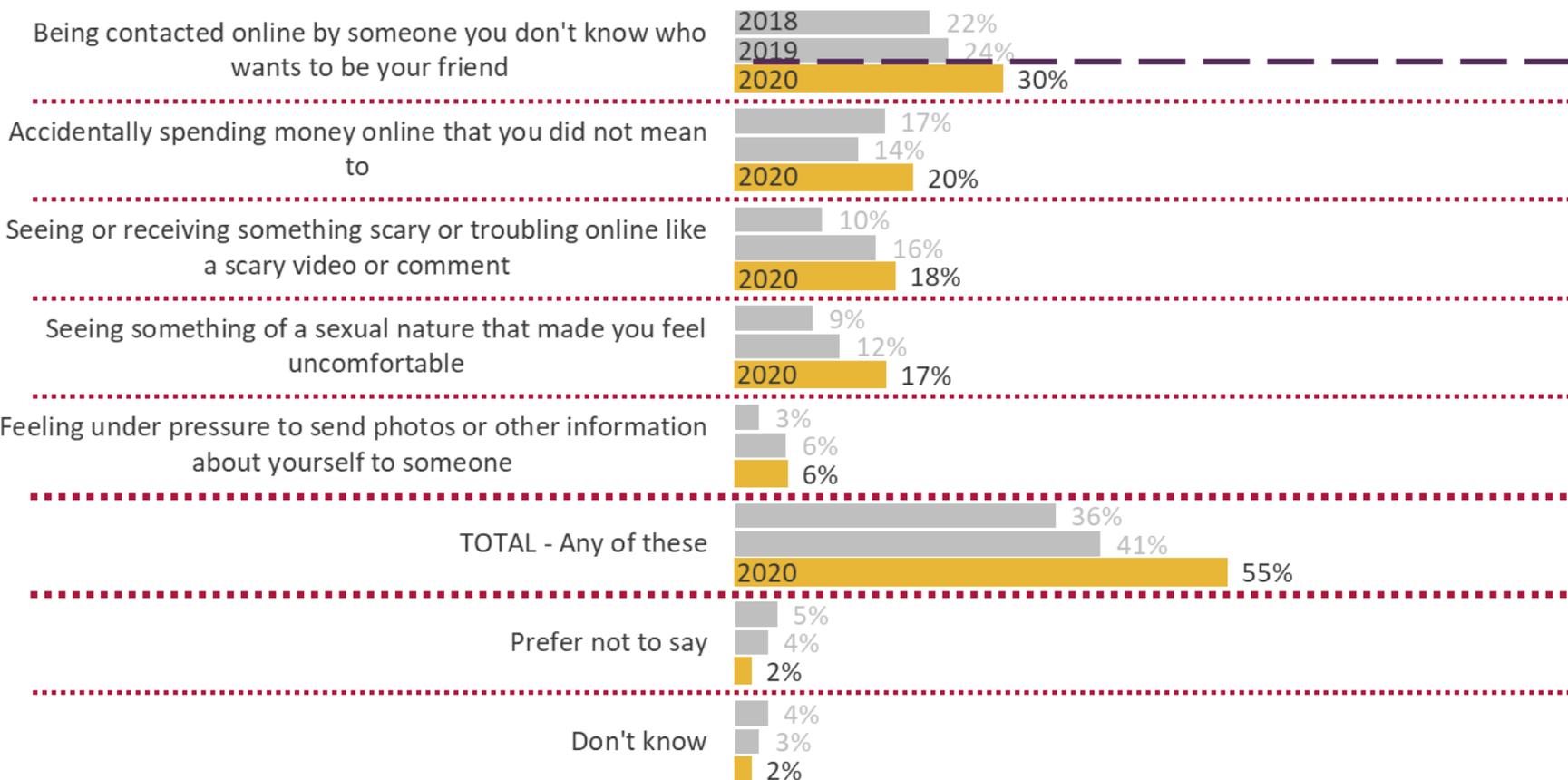
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC60. What if anything did you do after you saw the most recent example of something hateful online? (multi coded).

Base: Children aged 12-15 who have seen hate speech online in the past 12 months (391).

Over half of 12-15s have experienced one or more of the negative types of online activity

Experience of negative types of online/ mobile phone activity, among children aged 12-15: 2018, 2019 and 2020



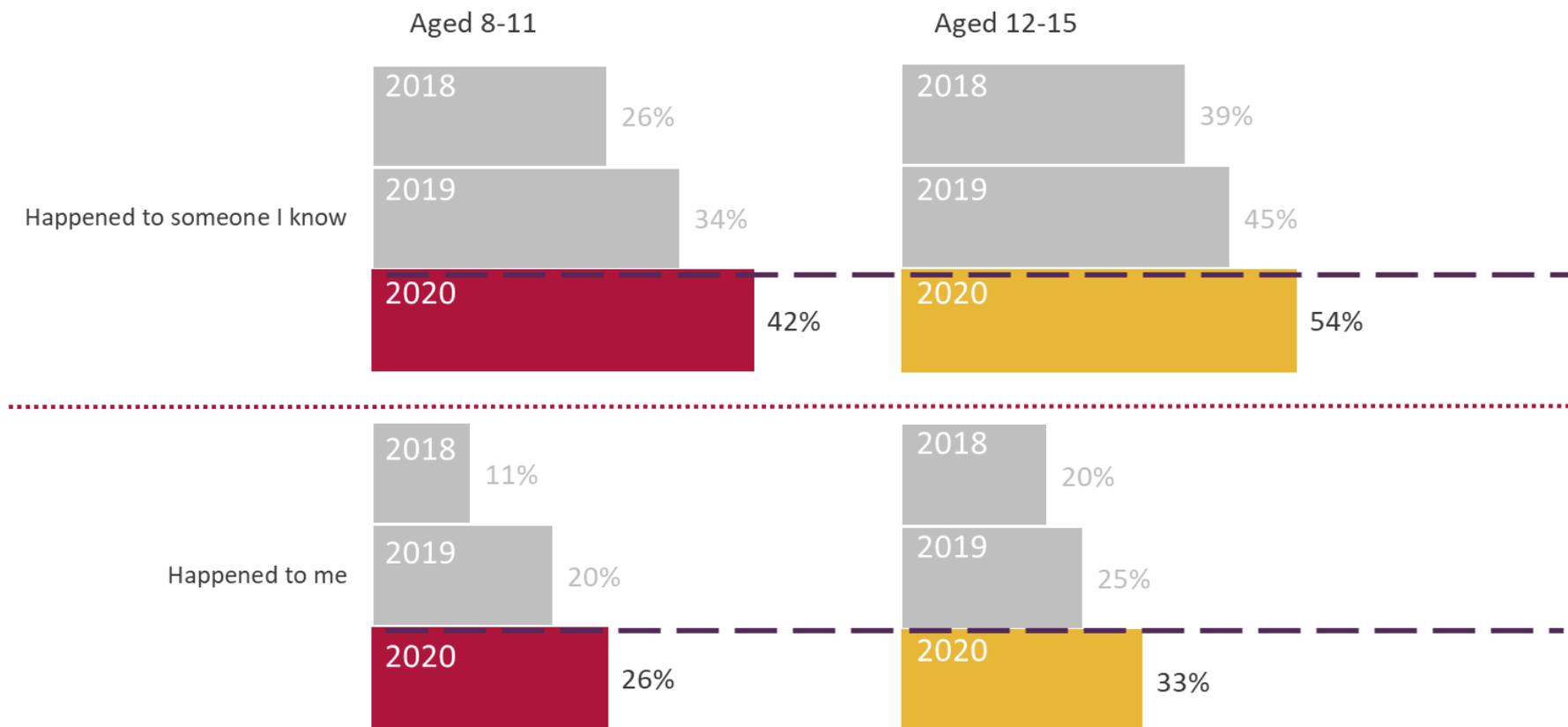
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC56. Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone (multi coded).

Base: Children aged 12-15 who opted to answer the question (669).

Over half of 12-15s had second hand experience of bullying and one in three had personal experience

Experience of being bullied, by age: 2018, 2019 and 2020



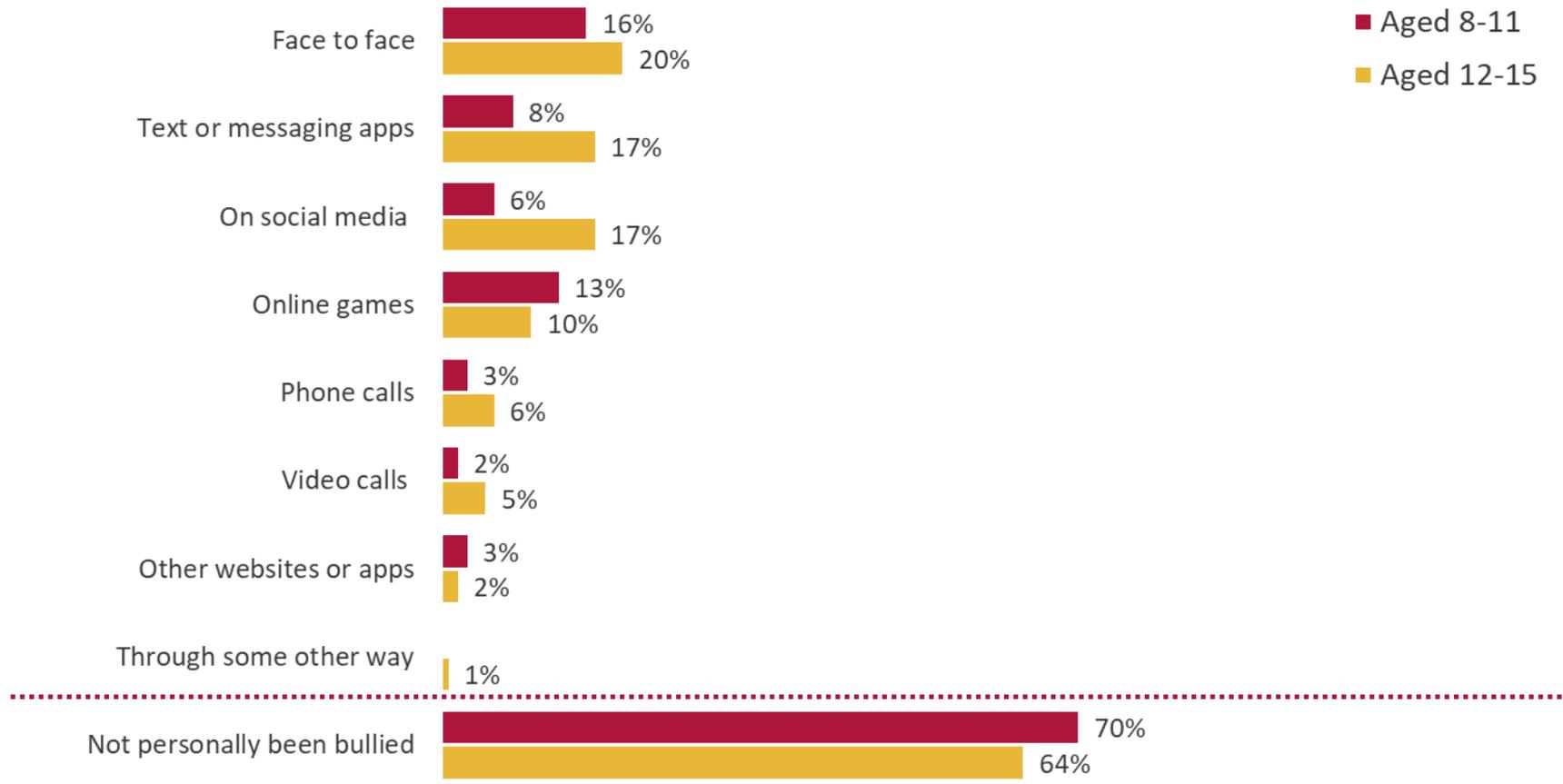
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QC53/ QC54. (DESCRIPTION OF 'BULLYING' SHOWN TO CHILD) Has this ever happened to anyone you know? / And has this ever happened to you? (single coded).

Base: Children aged 8-15 who opted to answer the question (626 aged 8-11, 675 aged 12-15).

Children aged 12-15 were more likely than 8-11s to say they had been bullied on social media or through text or messaging apps

Type of bullying experienced, by age: 2020



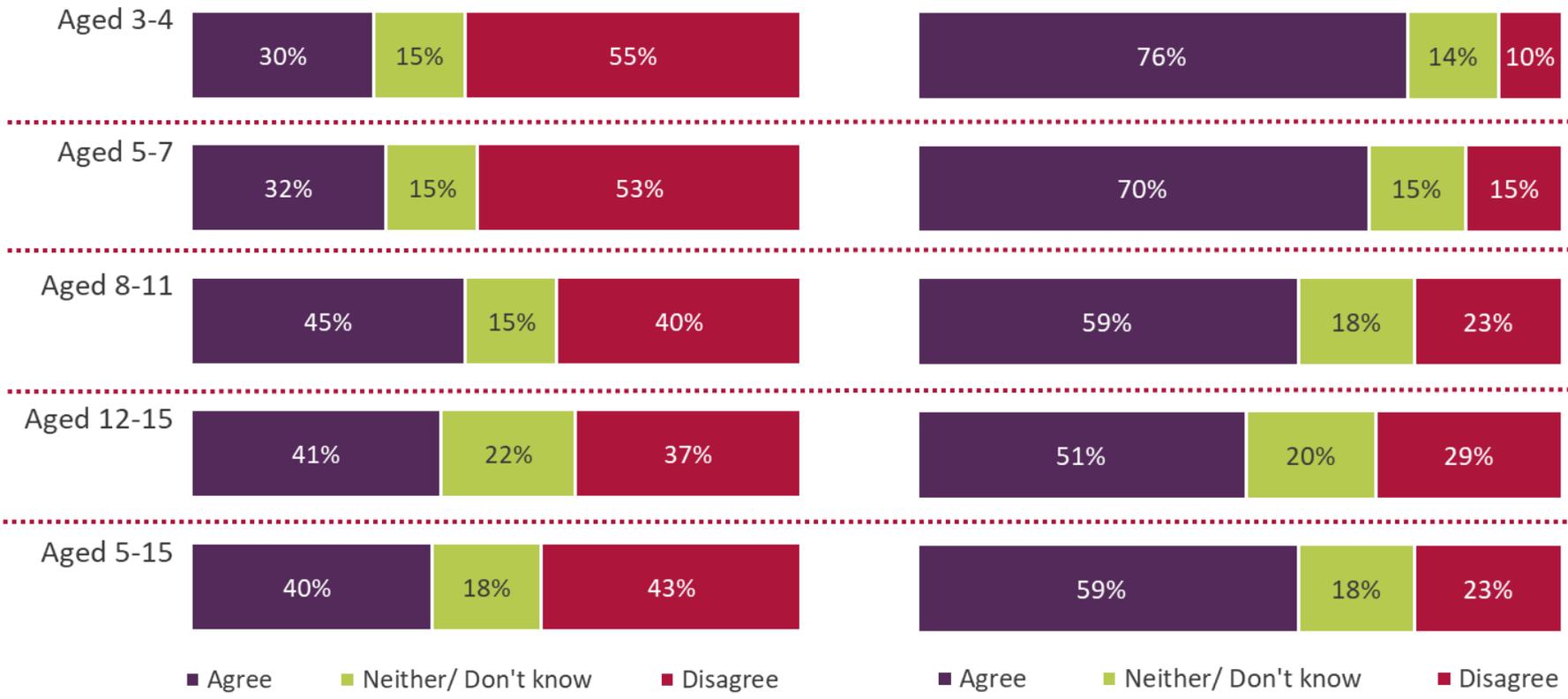
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020
 QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (multi coded).
 Base: Children aged 8-15 who opted to answer the question (626 aged 8-11, 675 aged 12-15).

5. Parents' attitudes and concerns

A mixed picture from parents on controlling their child’s screen time, but more positive attitudes towards balancing with other things

Parental agreement with “I find it hard to control my child’s screen time”, by age

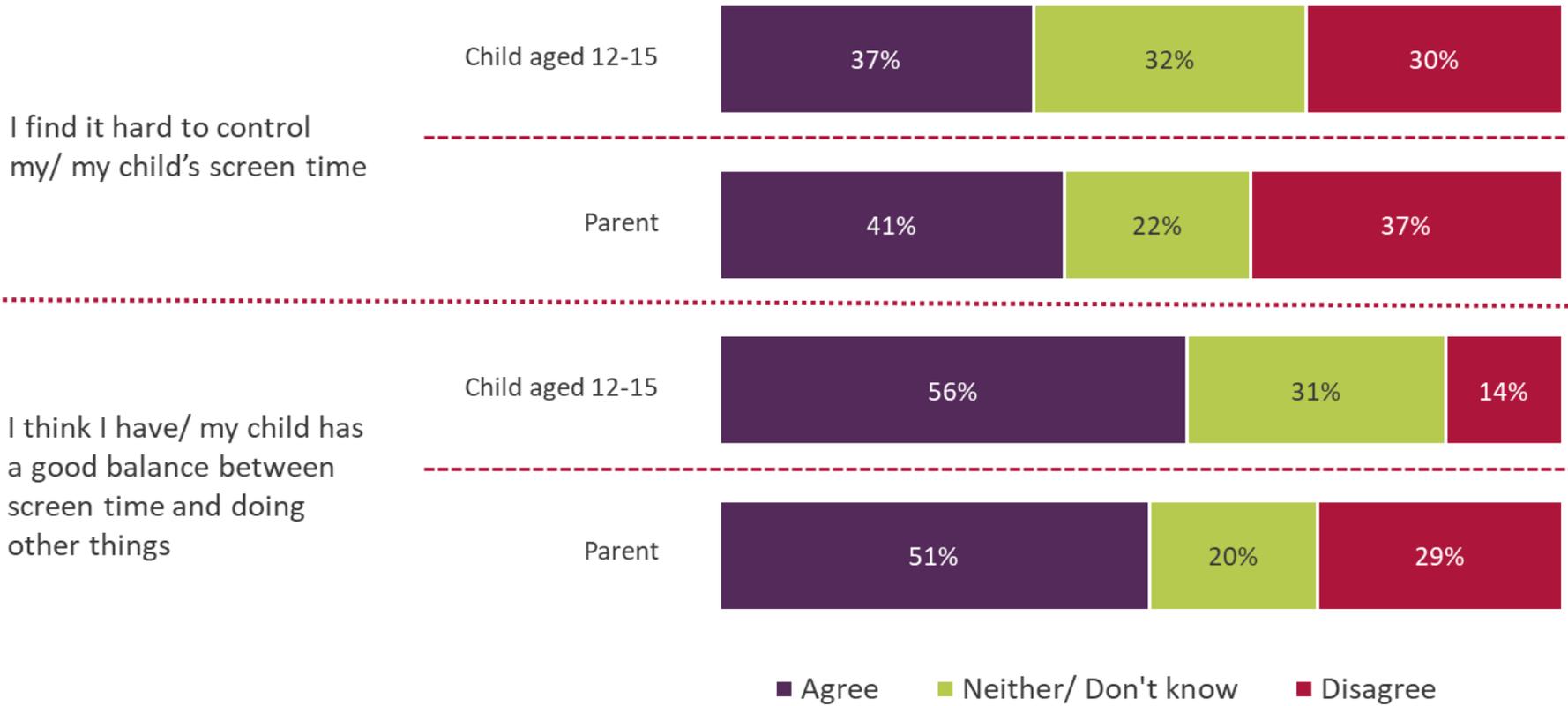
Parental agreement with “I think my child has a good balance between screen time and doing other things”, by age



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 QP75A . We’d now like to ask you some questions about your child’s screen time. By screen time we mean the time your child spends looking at screens on all the different devices they may use, including TV, mobile phones, laptops, tablets and gaming devices. Please tell me the extent to which you agree or disagree with the following statements. (single coded).
 Base: Parents of children aged 3-4 (782) or 5-15 (756 aged 5-7, 694 aged 8-11, 740 aged 12-15, 2190 aged 5-15).

Children aged 12-15 were more likely than their parents to feel they had a good balance between screen time and doing other things

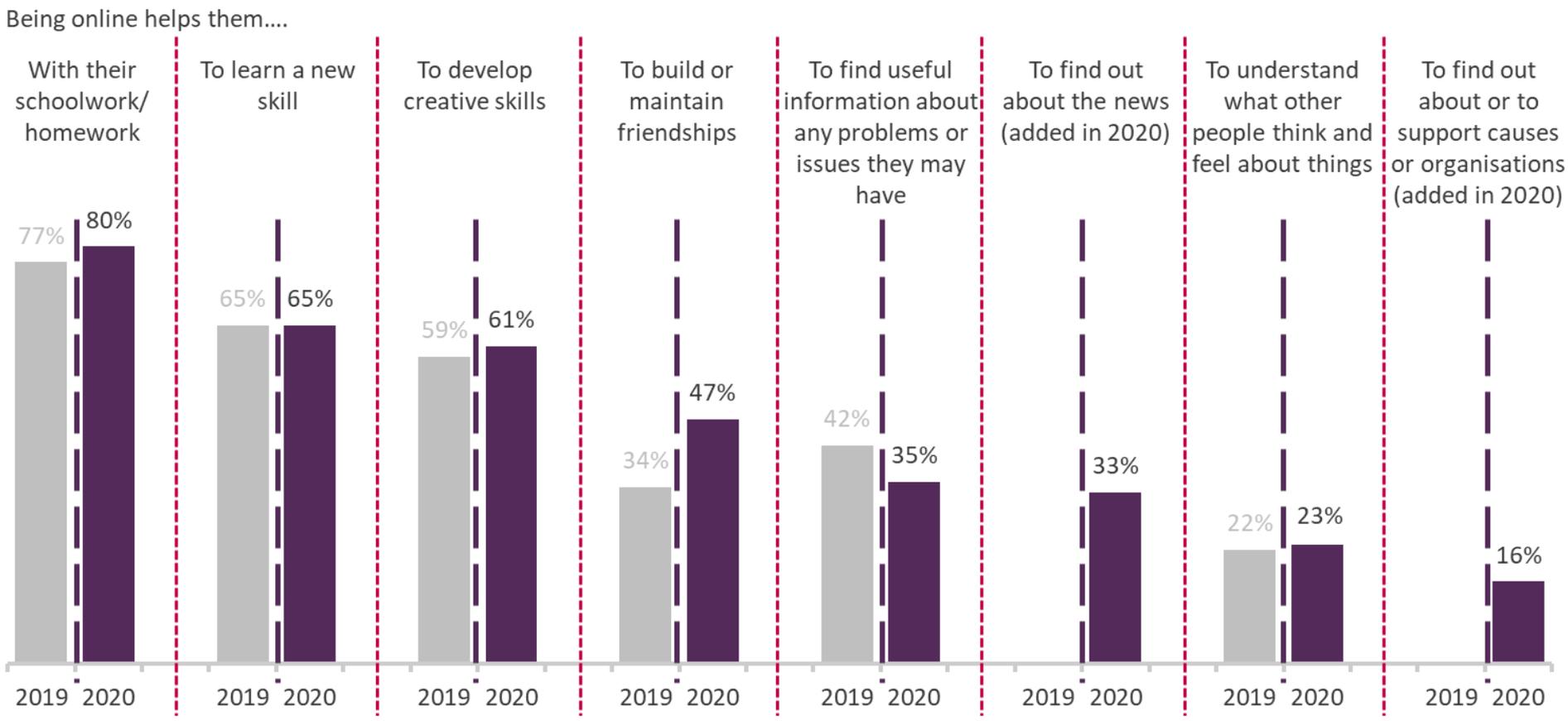
Agreement with attitudinal statements about screen time for children aged 12-15, child and parent response: 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP75A/B/ QC46A/B. We'd now like to ask you some questions about your child's/ your screen time. By screen time we mean the time your child spends/ you spend looking at screens on all the different devices they/ you may use, including TV, mobile phones, laptops, tablets and gaming devices. Please tell me the extent to which you agree or disagree with the following statements. (single coded).
 Base: Parents of children/ children aged 12-15 (740).

Parents of 5-15s can see value in their child being online for homework, learning and developing skills and maintaining friendships

Attitudes towards the benefit to their child of being online, among parents of 5-15s: 2019 and 2020

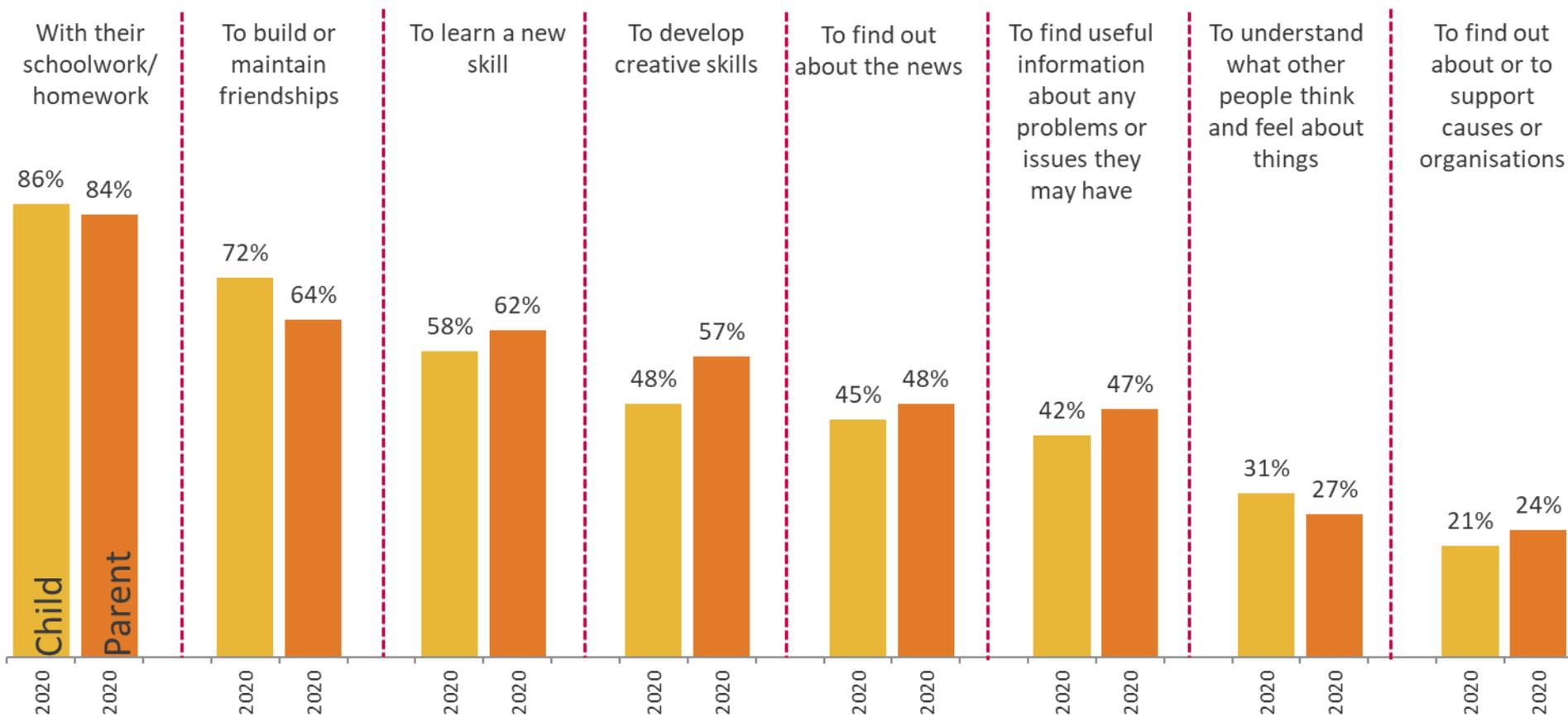


Source: Ofcom Parent and Children’s Media Literacy Tracker 2020
 QP53. Thinking about what your child does online, which, if any of the following statements applies to them? Being online helps them ... (multi coded).
 Base: Parents whose child ever goes online aged 3-15 (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Children aged 12-15 were more likely than their parents to value building or maintaining friendships as a benefit to being online

Attitudes towards the benefit of child being online: child aged 12-15 vs. parental response: 2020

Being online helps me/ them....



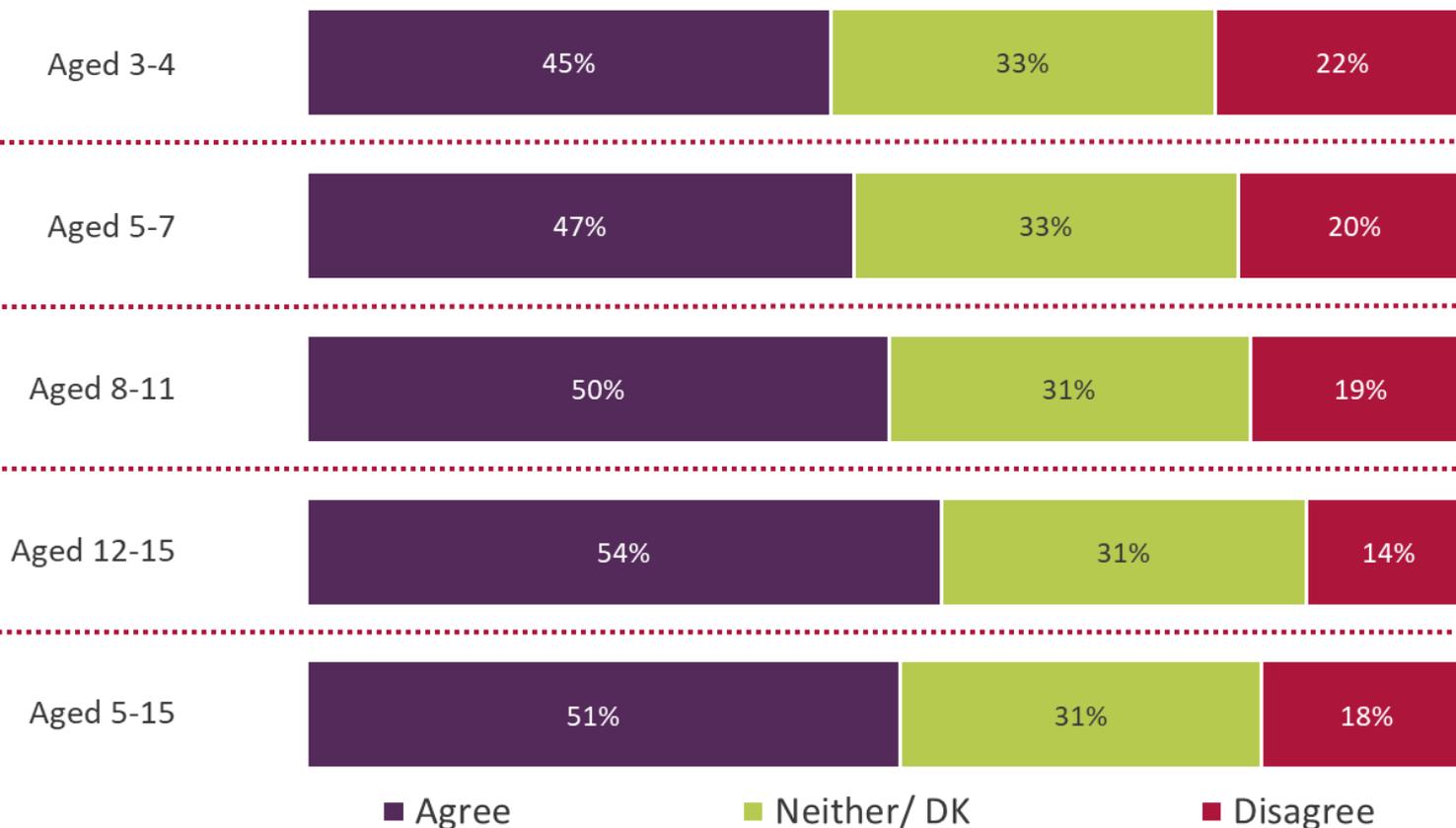
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP53. Thinking about what your child does online, which, if any of the following statements applies to them? Being online helps them ... (prompted responses, multi coded) / QC13. Which if any of the following ever apply to your use of the internet? Being online helps me.... ... (multi coded).

Base: Parents whose child aged 12-15 ever goes online (735), children aged 12-15 who ever go online (729).

Around half of all parents felt that the benefits of the internet for their child outweighed the risks

Parental agreement with “The benefits of the internet for my child outweigh any risks”, among those whose child goes online at home or elsewhere, by age: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP48A. Please tell me the extent to which you agree or disagree with these statements in relation to your child? (single coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).



More than three quarters of parents of 3-4s and 5-15s felt they knew enough to help their child to stay safe online in 2020

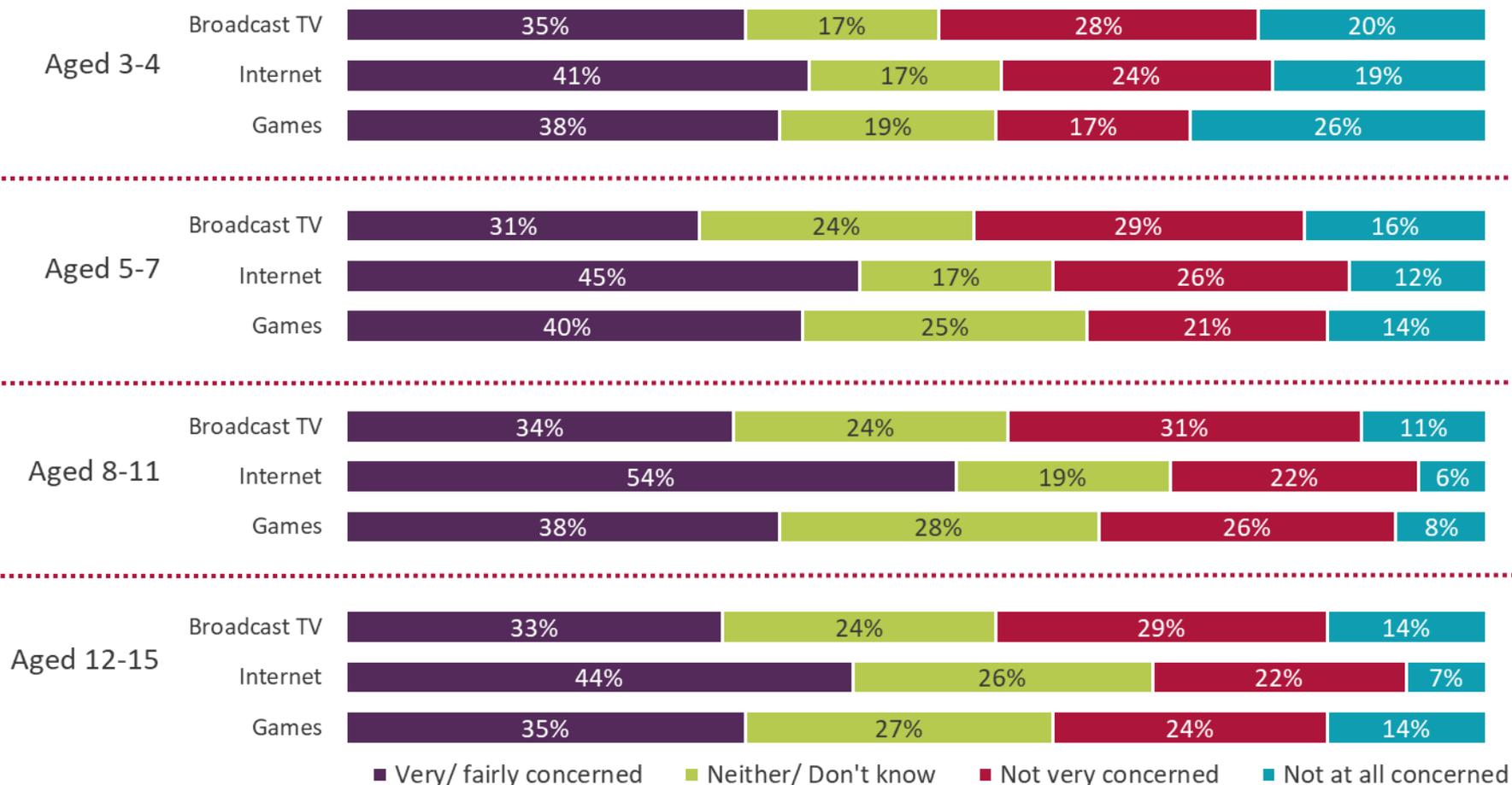
Parental agreement with “I feel I know enough to help my child to stay safe online” among those whose child goes online at home or elsewhere, by age: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 QP48B. Please tell me the extent to which you agree or disagree with these statements in relation to your child (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Parental concerns about broadcast TV content or gaming content do not vary by the age of the child. Parents of 8-11s were most concerned about online content

Concerns about media content, among parents of children using each medium, by age: 2020



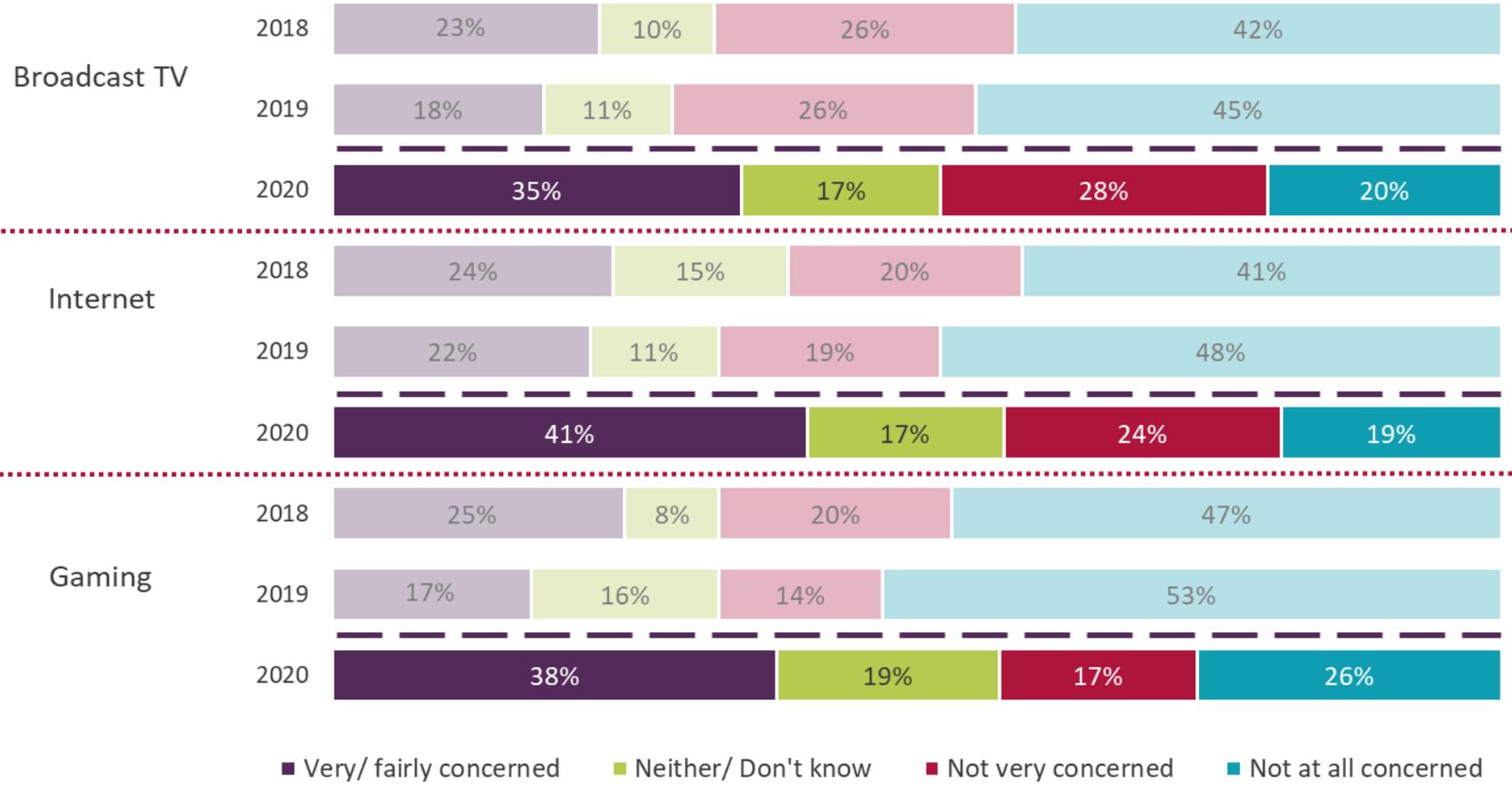
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP13/ QP51A/ QP74A. Please tell me the extent to which you are concerned about the content of the TV programmes that they watch / these aspects of your child's online activities: the content on the websites or apps they visit/game playing through any means: the content of the games they are playing (single coded).

Base: Parents whose child watches broadcast TV (360 aged 3-4, 363 aged 5-7, 413 aged 8-11, 444 aged 12-15)/ goes online at home or elsewhere (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15)/ plays games (613 aged 3-4, 699 aged 5-7, 675 aged 8-11, 679 aged 12-15).

Parents of 3-4s were as likely to say they were concerned about broadcast TV content as they were about online or gaming content

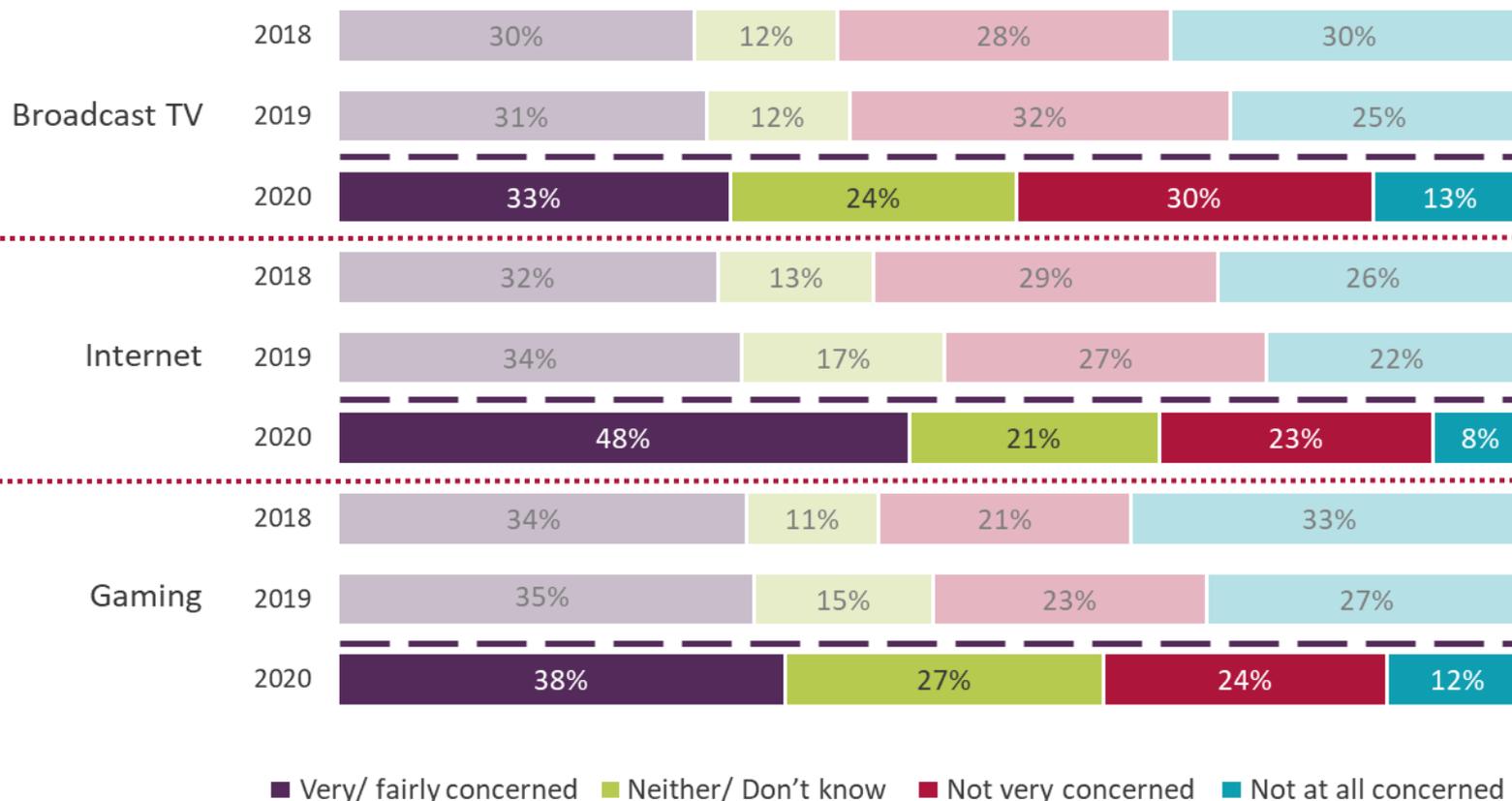
Parental concerns about media content, among parents of 3-4s using each media type: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP13/ QP51A/ QP74. Please tell me the extent to which you are concerned about the content of the TV programmes that they watch / these aspects of your child's online activities: the content on the websites or apps they visit/game playing through any means: the content of the games they are playing (single coded).
 Base: Parents of 3-4s whose child watches broadcast TV (360), goes online (638), plays games (613).

Parents of 5-15s were more concerned about the content their child sees online, than content on broadcast TV or in games

Concerns about television, online or gaming content, among parents of 5-15s using each media type: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

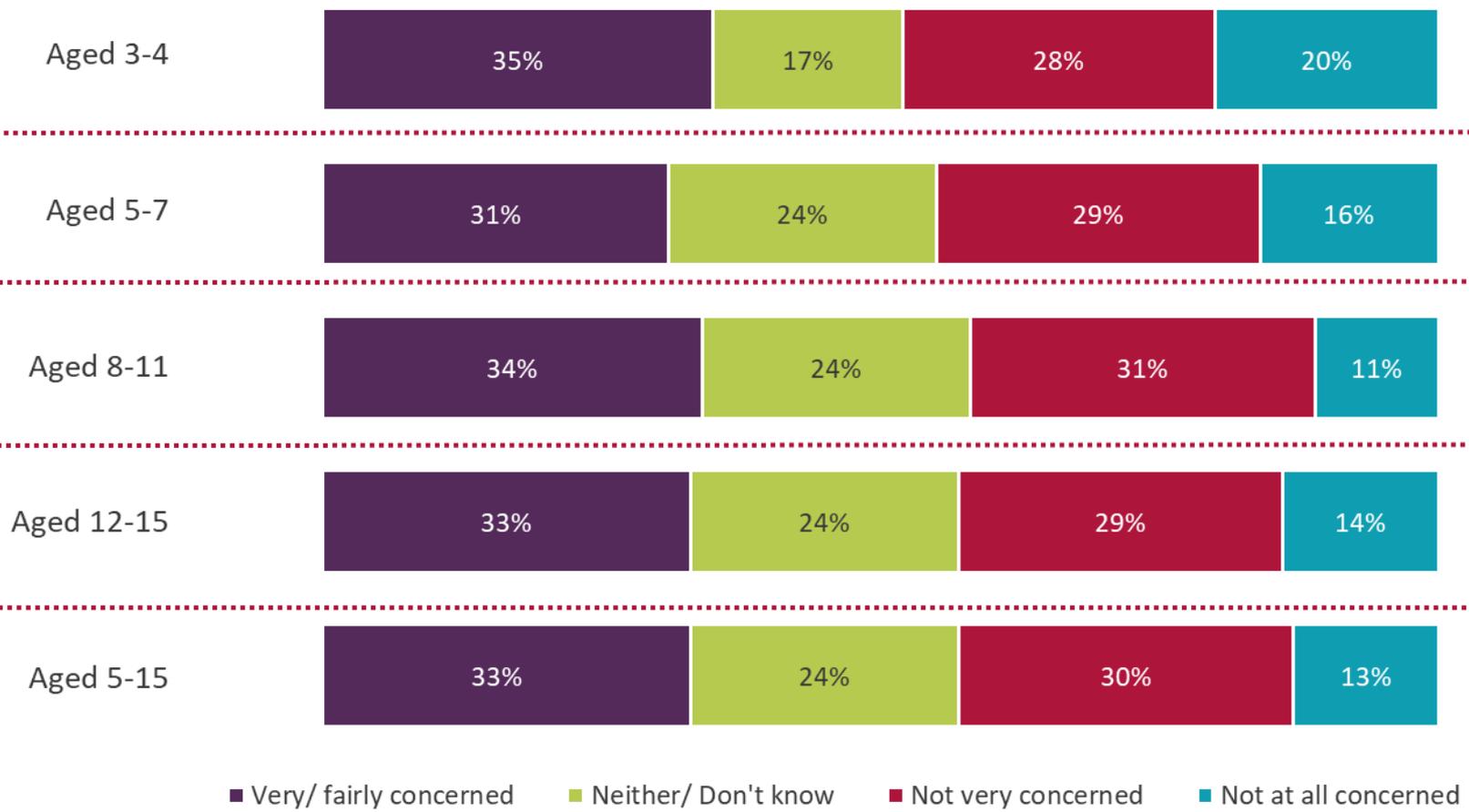
QP13/ QP51A/ QP74A. Please tell me the extent to which you are concerned about the content of the TV programmes that they watch / these aspects of your child's online activities: the content on the websites or apps they visit/game playing through any means: the content of the games they are playing (single coded).

Base: Parents of children aged 5-15 whose child watches broadcast TV (1220)/ goes online (2124)/ plays games (2053).



Parents were more likely to say they were not concerned, than concerned, about the broadcast TV content their child watches – the level of concern not varying by age

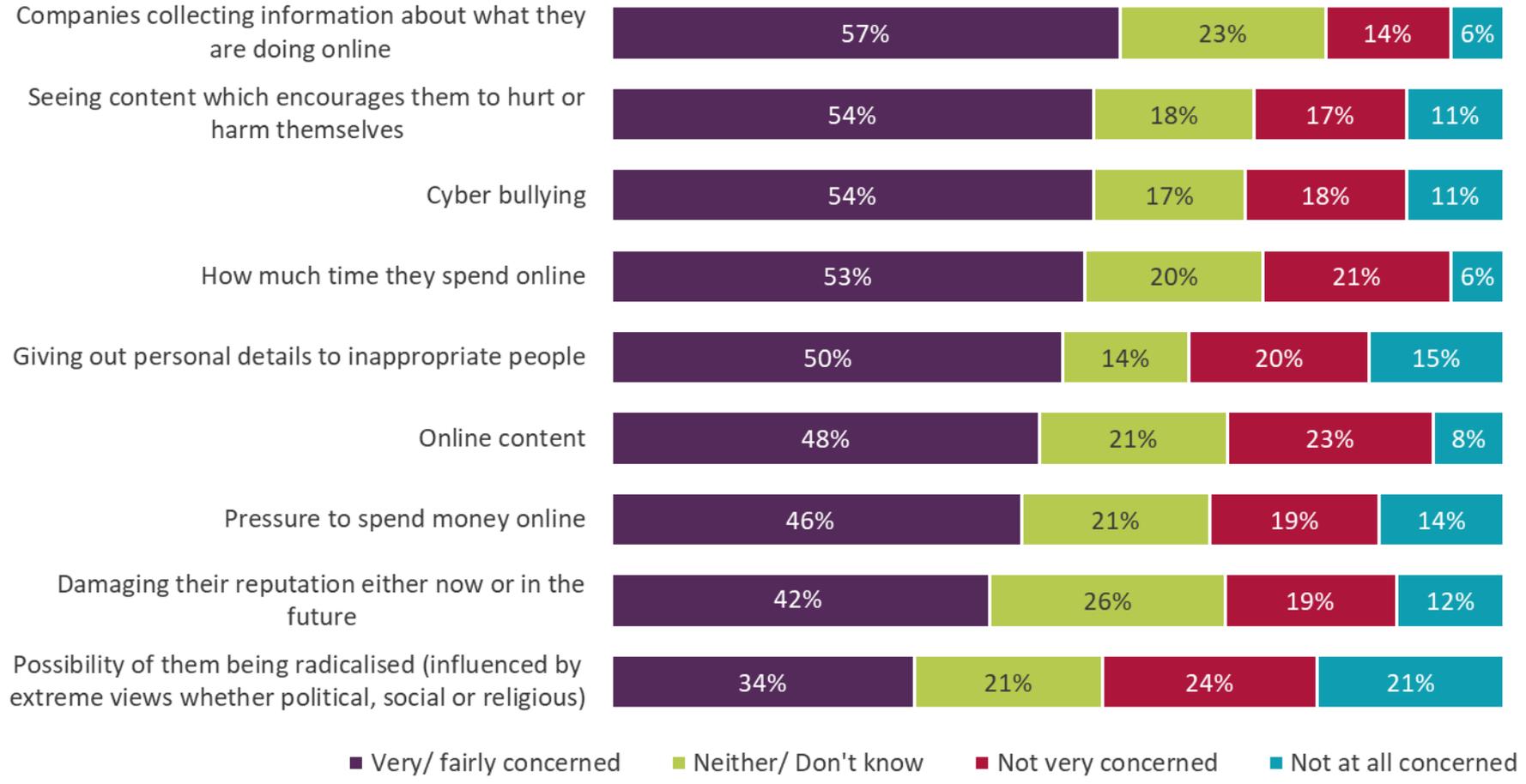
Parental concerns about broadcast television content watched, by age of child: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 QP13. Still thinking about any programmes that your child watches live or as the programmes are broadcast. Please tell me the extent to which you are concerned about the content of the TV programmes that they watch (single coded).
 Base: Parents of children whose child watches broadcast TV (360 aged 3-4, 363 aged 5-7, 413 aged 8-11, 444 aged 12-15, 1220 aged 5-15).

Parents of 5-15s were concerned about a range of their children’s online activities, most notably the information that companies are collecting, seeing content that may encourage self harm and cyber bullying

Concerns about aspects of their child’s internet use, among parents of 5-15s: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

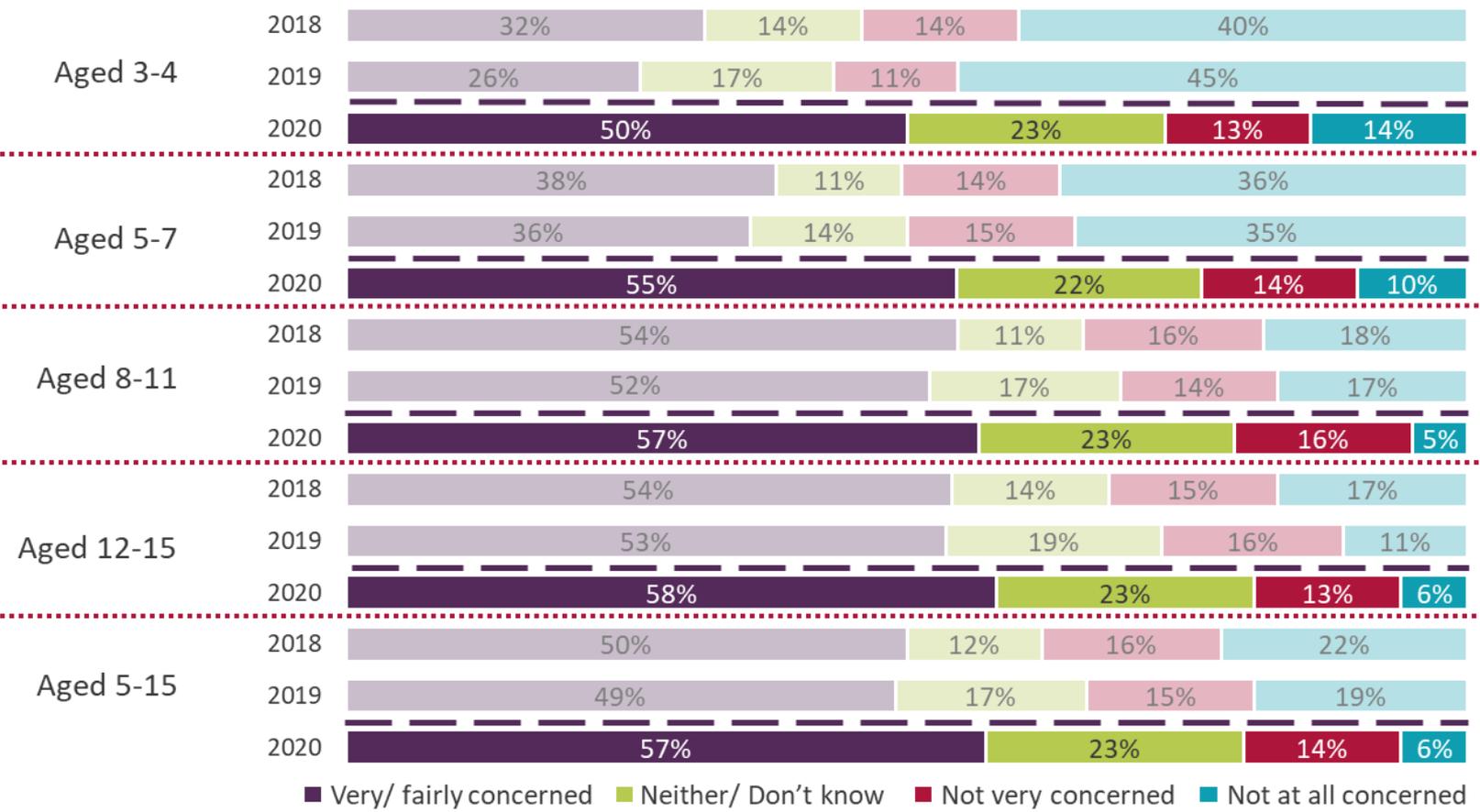
QP51A-J. To what extent are you concerned about these possible aspects of your child’s online activities.

Please bear in mind that we are referring to their use of the internet across any device whether it’s a desktop computer, laptop, netbook or tablet like an iPad, a mobile phone or a games console. (single coded).

Base: Parents of children aged 5-15 who go online (2124).

A majority of parents were concerned about companies collecting information about what their child does online

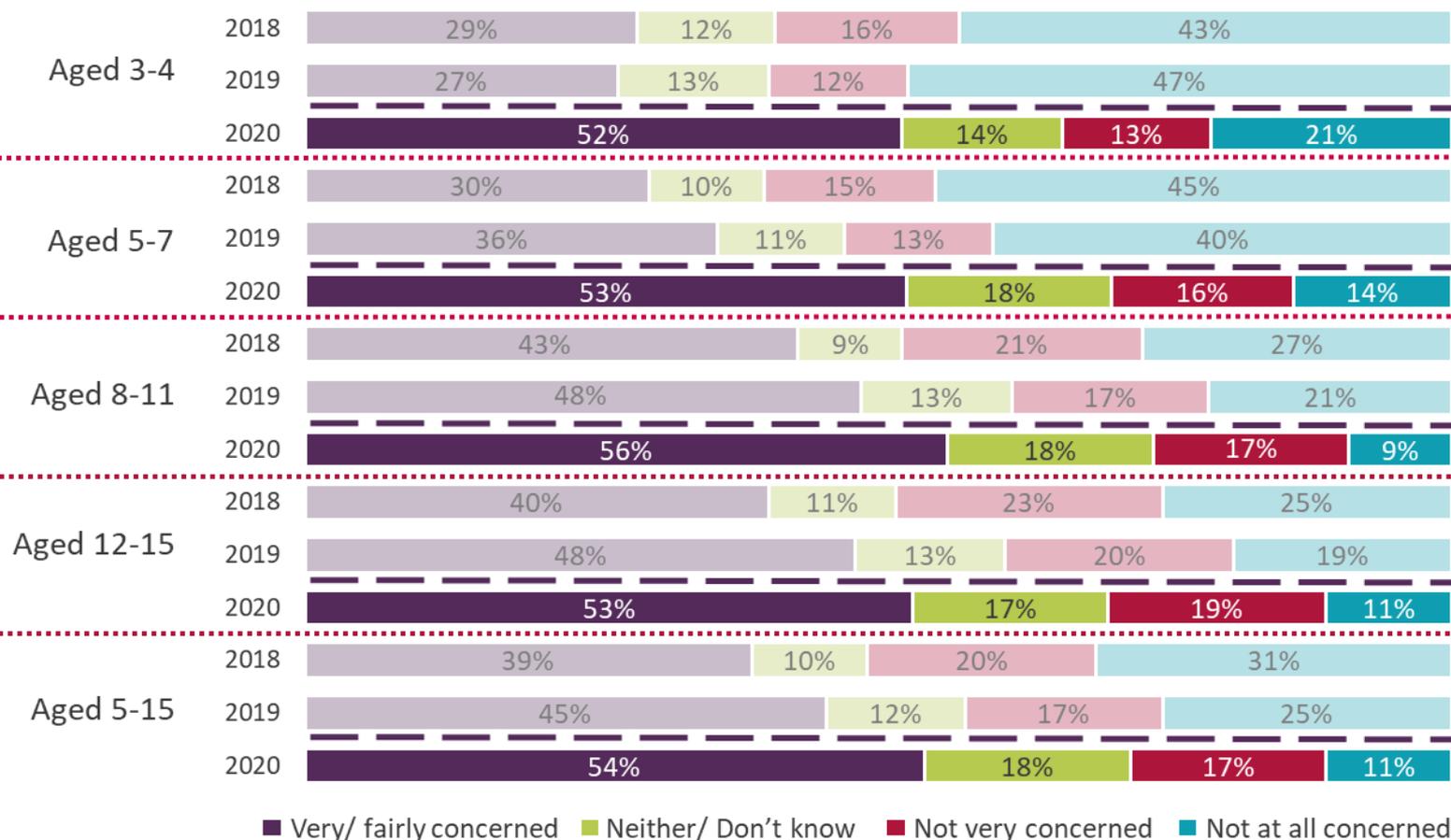
Parents' concerns about companies collecting information about what their child is doing online, among those whose child goes online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP511. To what extent are you concerned about these possible aspects of your child's online activities – Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Parents of younger children were as likely as parents of older children to be concerned about their child seeing content that encourages them to harm themselves

Parents' concerns about their child seeing content which encourages them to harm themselves, among those whose child goes online, by age: 2018, 2019 and 2020



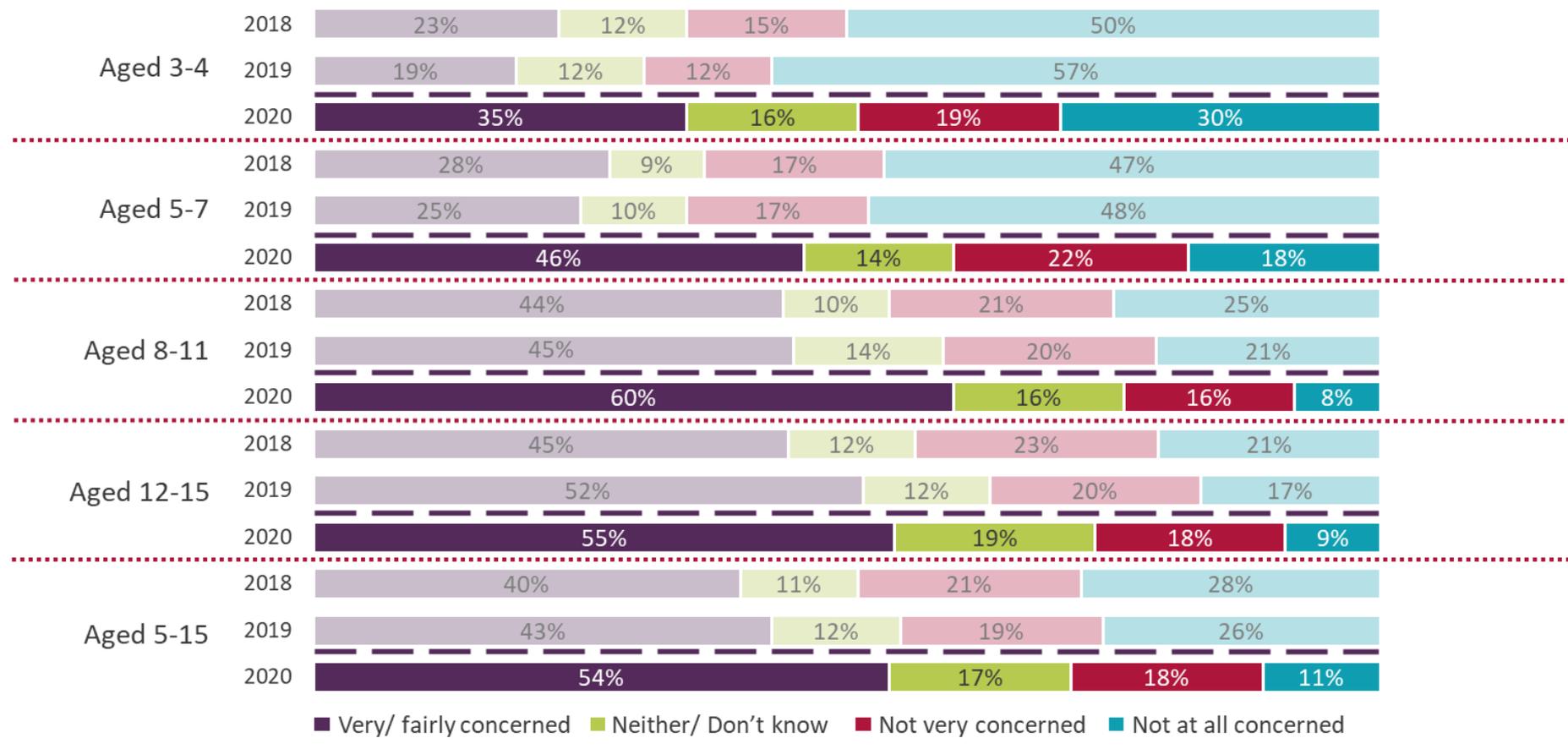
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP51G. To what extent are you concerned about these possible aspects of your child's online activities – Seeing content which encourages them to hurt or harm themselves (single coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

A majority of parents of 8-11s and 12-15s were concerned about their child being bullied online, compared to a minority of parents of 3-4s or 5-7s

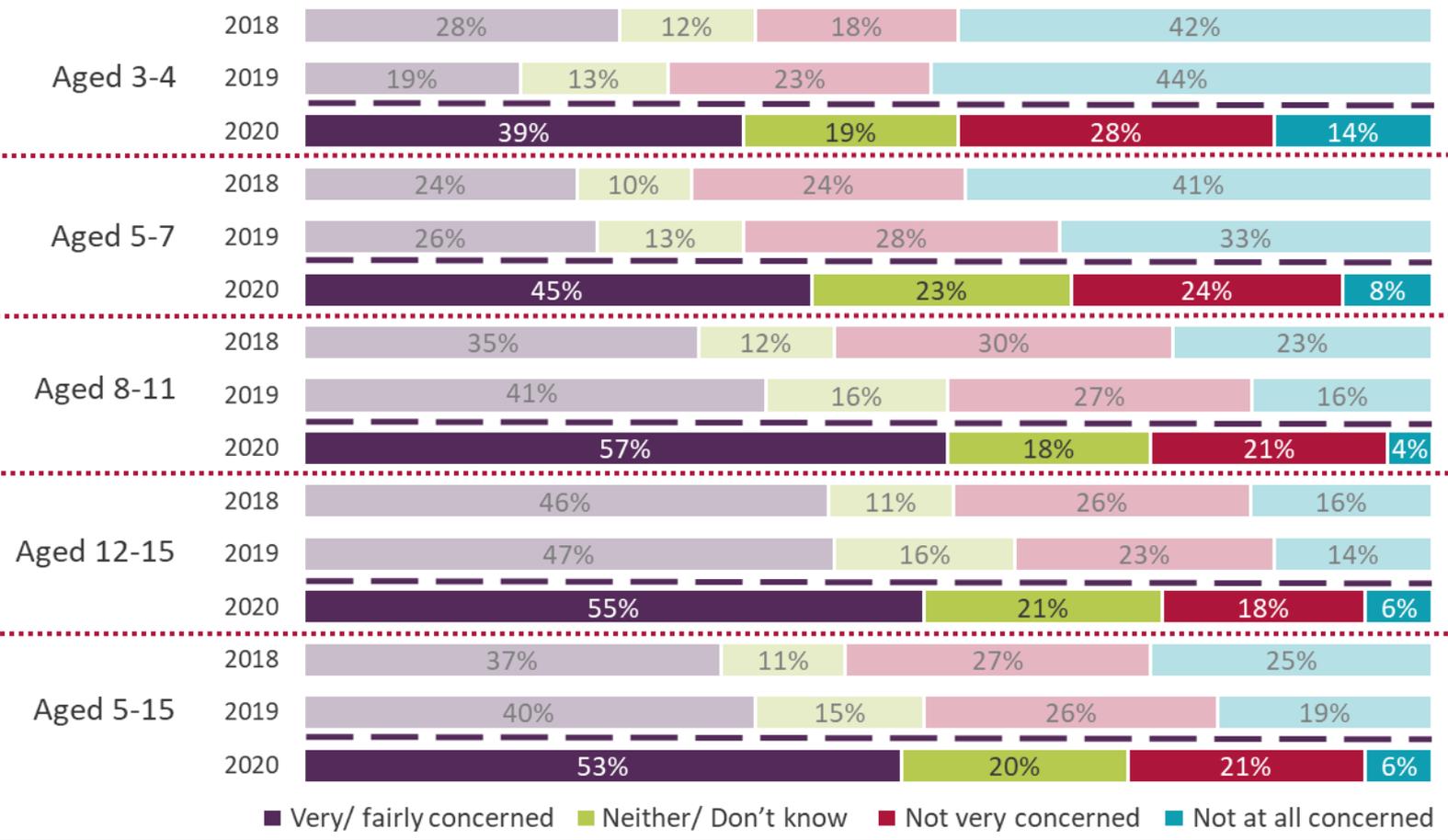
Parents' concerns about online bullying, among those whose child goes online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51E. To what extent are you concerned about these possible aspects of your child's online activities – Them being bullied online/cyberbullying (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Parents of 8-15s were more likely to be concerned about how much time their child spends online than parents of 3-7s

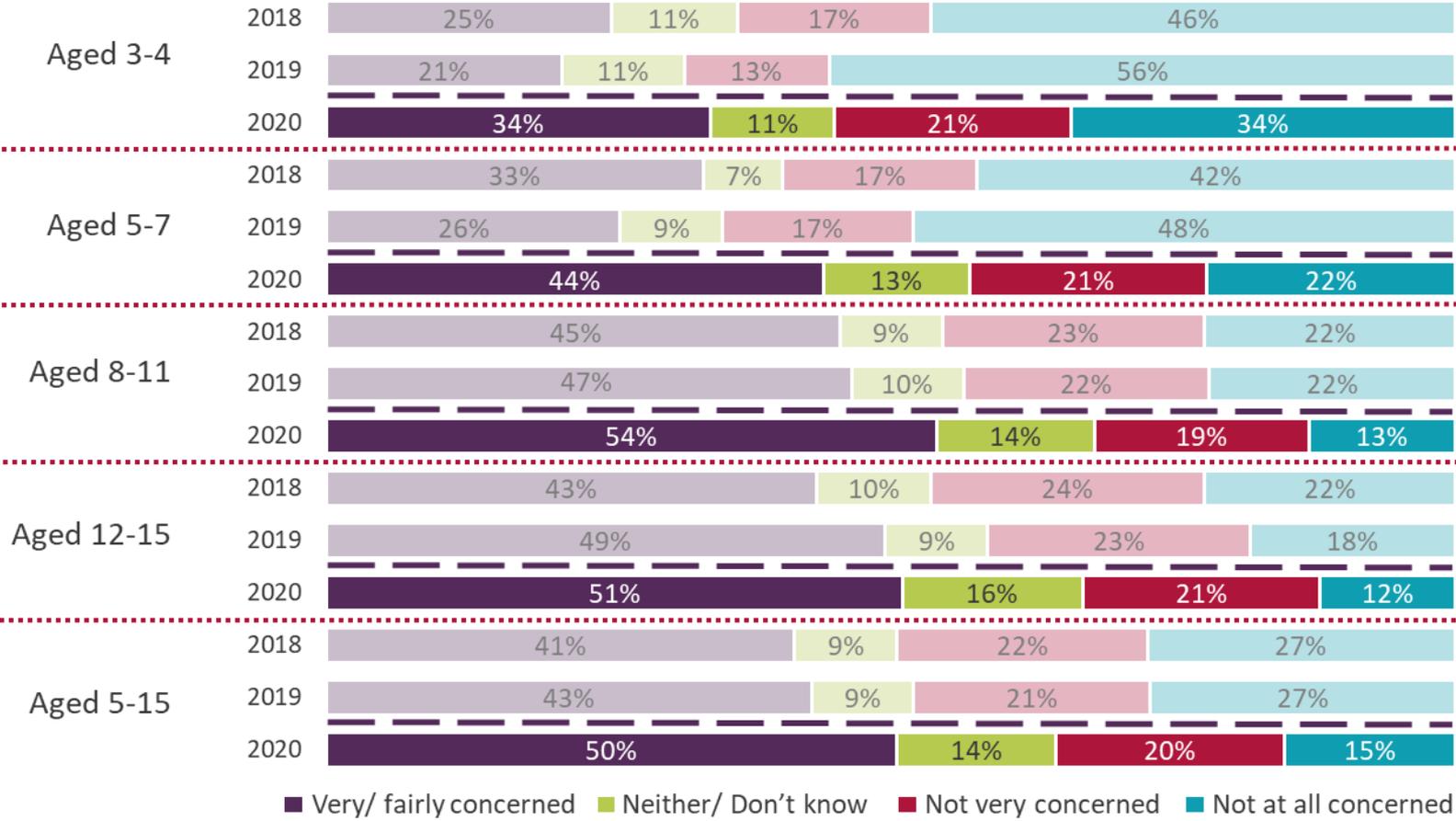
Parental concerns about how much time their child spends online, among those whose child goes online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51B. To what extent are you concerned about these possible aspects of your child's online activities – How much time they spend online (single coded). Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Parents of 8-11s were as likely as parents of 12-15s to be concerned that their child may be giving out personal details to inappropriate people

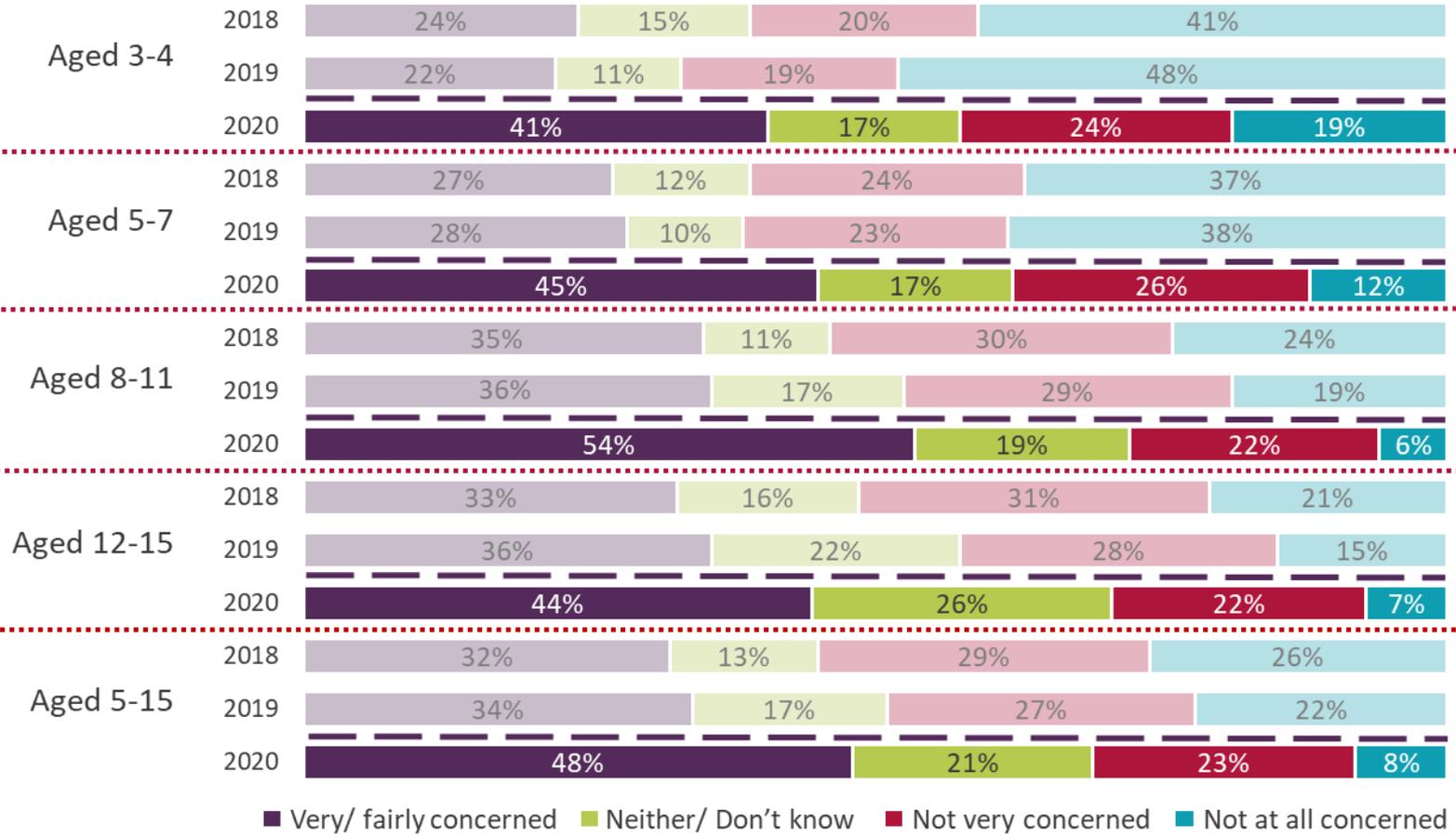
Parental concerns about their child giving out personal details online to inappropriate people, among those whose child goes online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51D. To what extent are you concerned about these possible aspects of your child's online activities – Them giving out their personal details to inappropriate people (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Parents of 8-11s were more concerned about online content than parents of younger or older children

Parental concerns about online content, among those whose child goes online, by age: 2018, 2019 and 2020



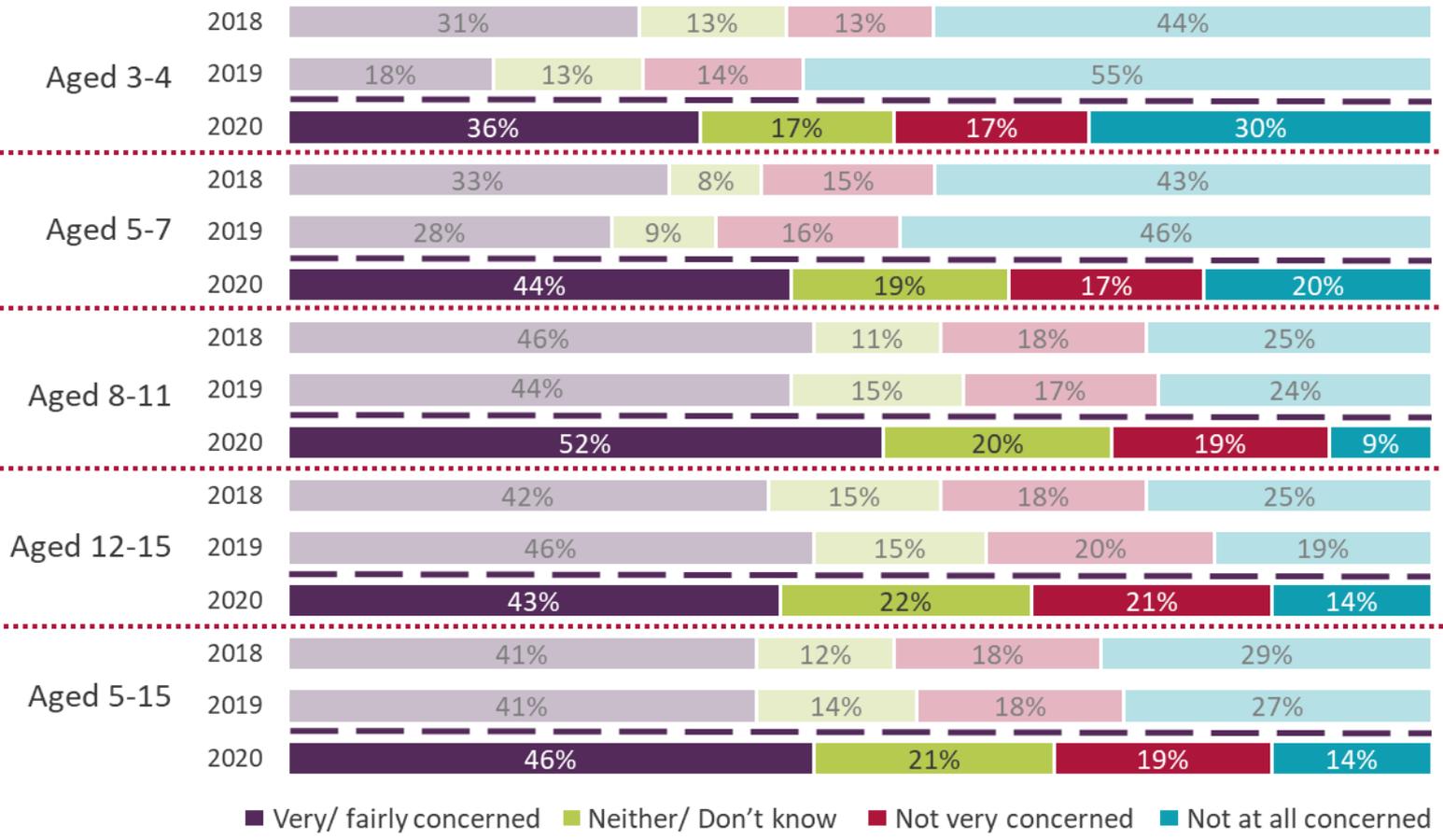
■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51A. To what extent are you concerned about these possible aspects of your child's online activities – The content of the websites or apps that they visit (single coded). Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Half of parents of 8-11s were concerned about their child being under pressure to spend money online



Parents' concerns about their child being under pressure to spend money online, among those whose child goes online, by age: 2018, 2019 and 2020

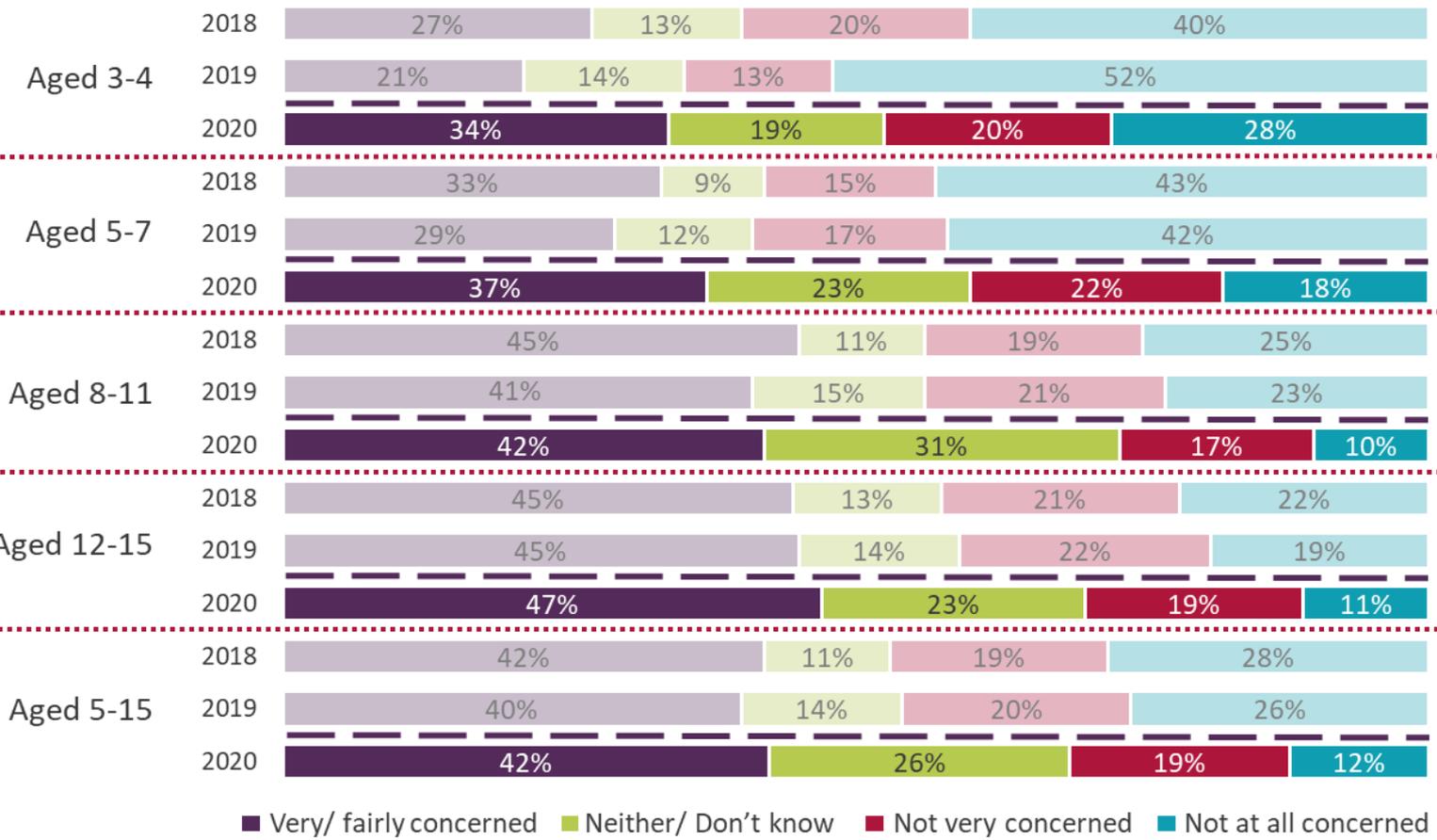


Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51H. To what extent are you concerned about these possible aspects of your child's online activities – The pressure on them to spend money online (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Less than half of parents were concerned about their child damaging their reputation



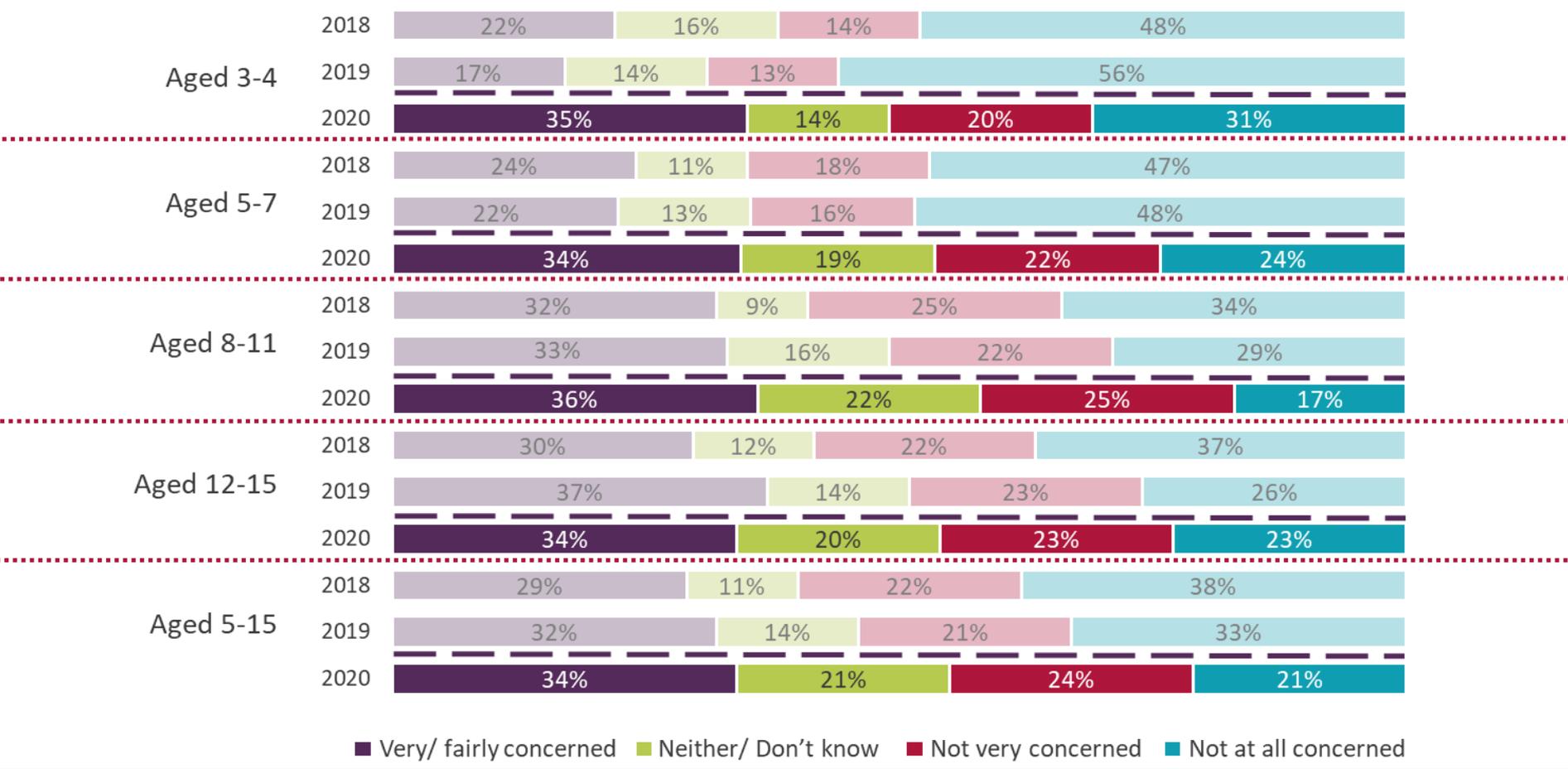
Parents' concerns about their child damaging their reputation, among those whose child goes online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51F. To what extent are you concerned about these possible aspects of your child's online activities – Damaging their reputation either now or in the future (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

One third of parents whose child went online were concerned about the potential for the child to be radicalised online

Parents' concerns about the possibility of their child being radicalised online, among those whose child goes online, by age: 2018, 2019 and 2020



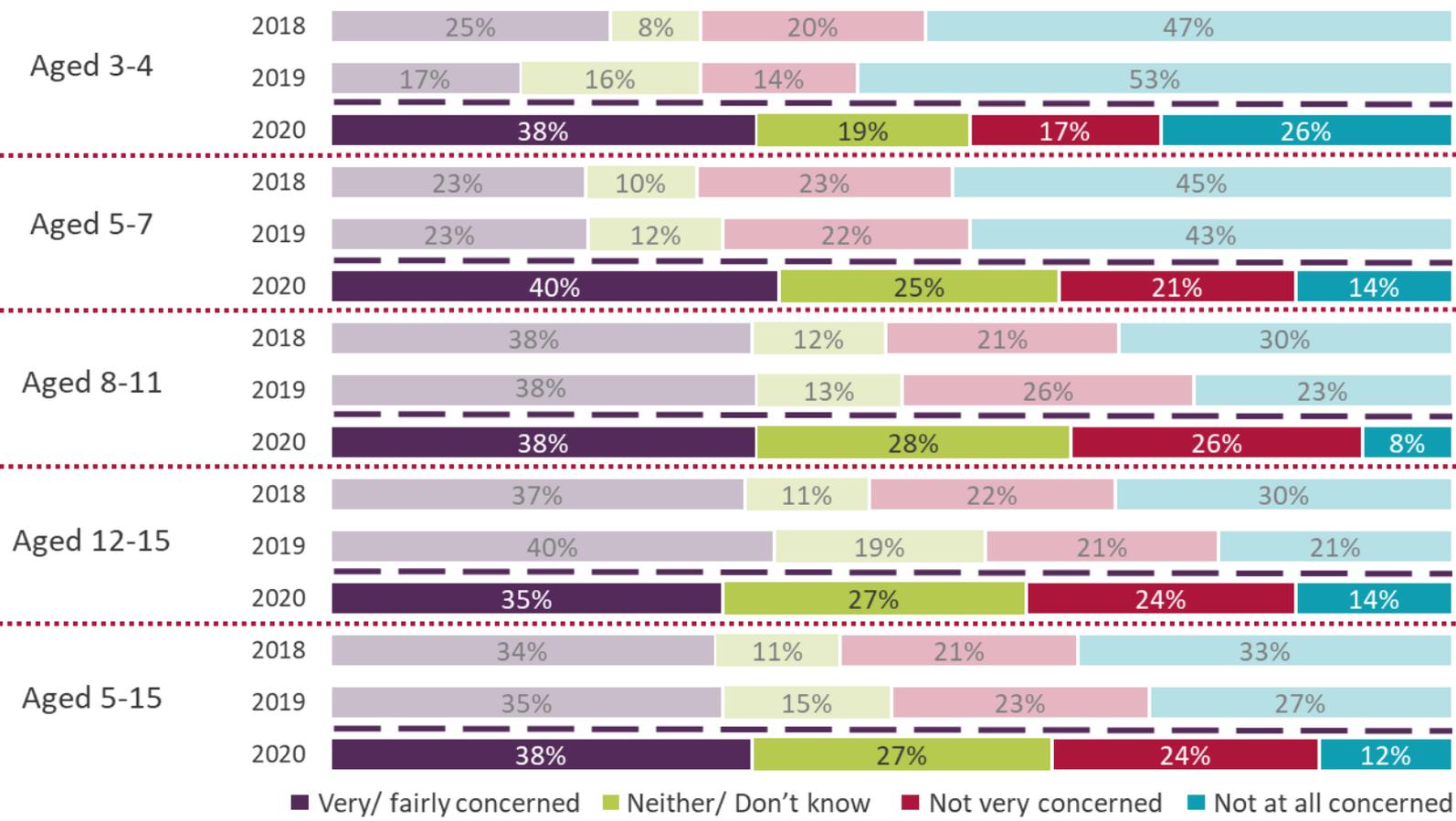
■ Very/ fairly concerned
 ■ Neither/ Don't know
 ■ Not very concerned
 ■ Not at all concerned

Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP51J. To what extent are you concerned about these possible aspects of your child's online activities – The possibility of my child being radicalised e.g. influenced by extreme views online whether political, social or religious. (single coded).
 Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Concerns about gaming among parents whose child played games did not vary by the age of the child



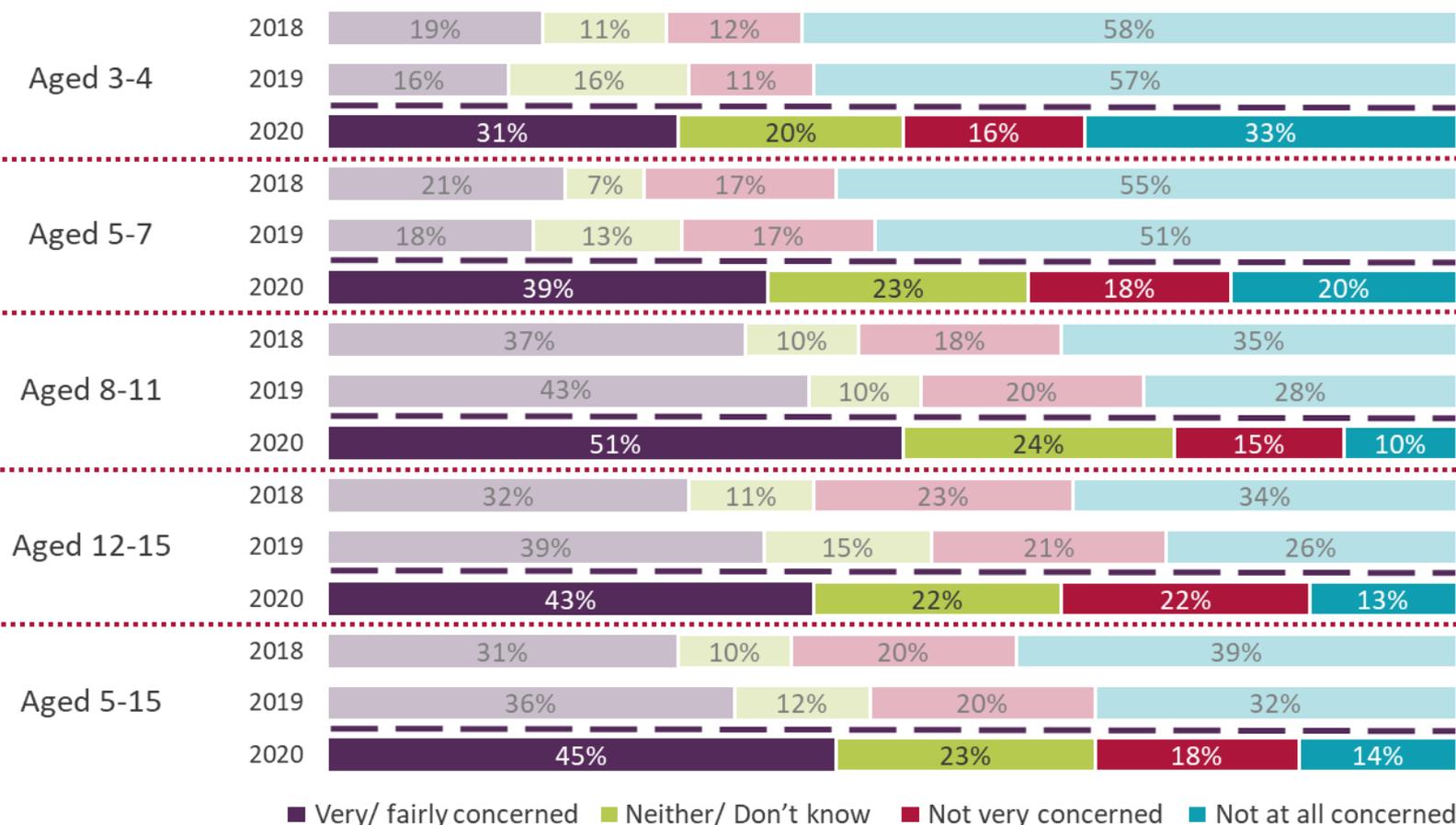
Parents' concerns about gaming content, among those whose child plays games, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP74A. Please tell me the extent to which you are concerned about these possible aspects of your child's playing games through any means- The content of the games they are playing (single coded).
 Base: Parents whose child ever plays games (613 aged 3-4, 699 aged 5-7, 675 aged 8-11, 679 aged 12-15, 2053 aged 5-15).

Parents of 5-15s were more likely than parents of younger children to be concerned about bullying when their child is gaming

Parents' concerns about the possibility of the child being bullied by another player, among those whose child plays games online, by age: 2018, 2019 and 2020



■ Very/ fairly concerned ■ Neither/ Don't know ■ Not very concerned ■ Not at all concerned

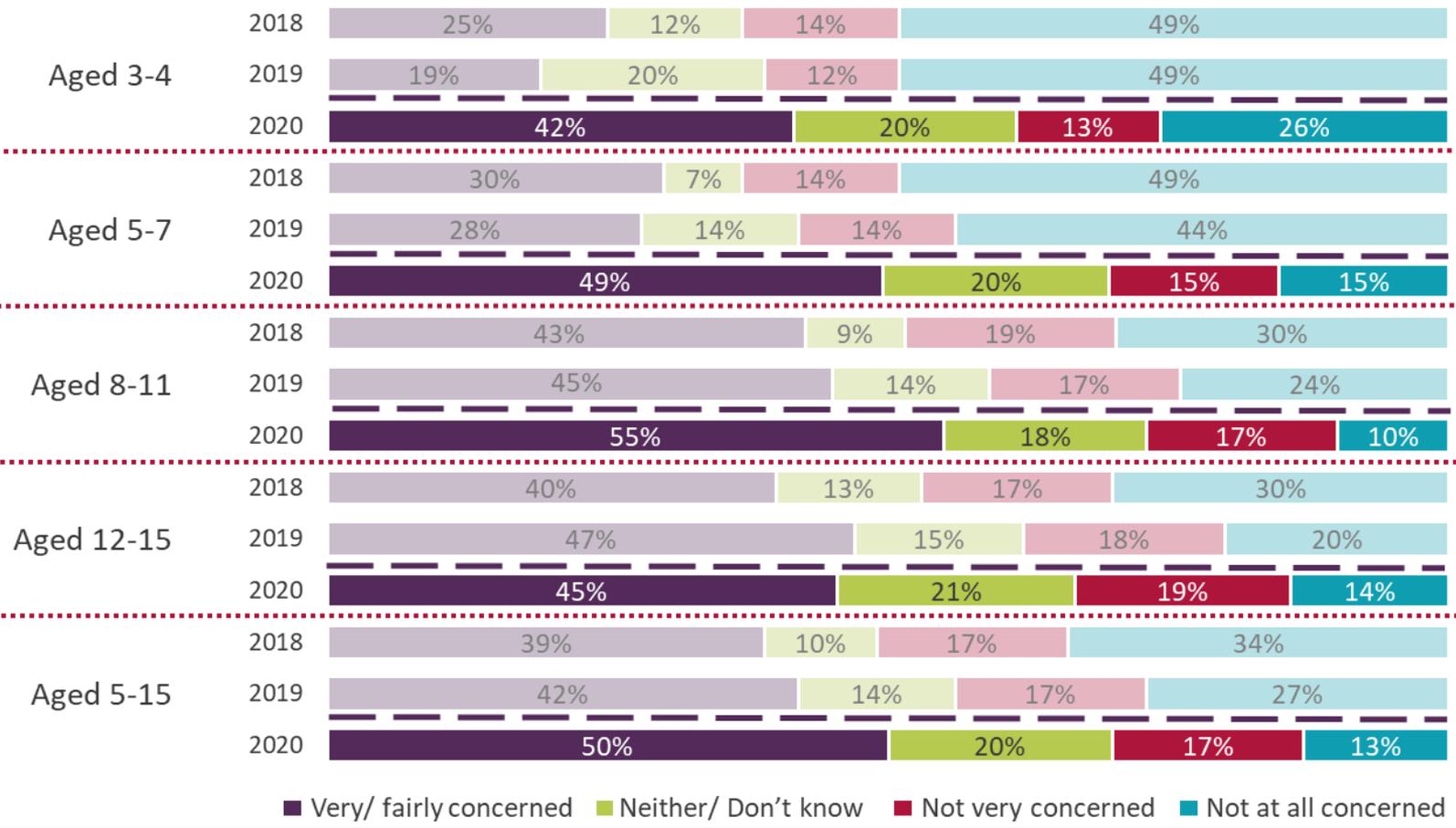
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP74C. Please tell me the extent to which you are concerned about these possible aspects of your child's playing games through any means - The possibility of them being bullied by other players (single coded).

Base: Parents whose child ever plays games (613 aged 3-4, 699 aged 5-7, 675 aged 8-11, 679 aged 12-15, 2053 aged 5-15).

More than two in five parents whose child played games were concerned about the pressure on their child to make in-game purchases

Parents' concerns about the pressure to make in-game purchases, among those whose child plays games, by age: 2018, 2019 and 2020

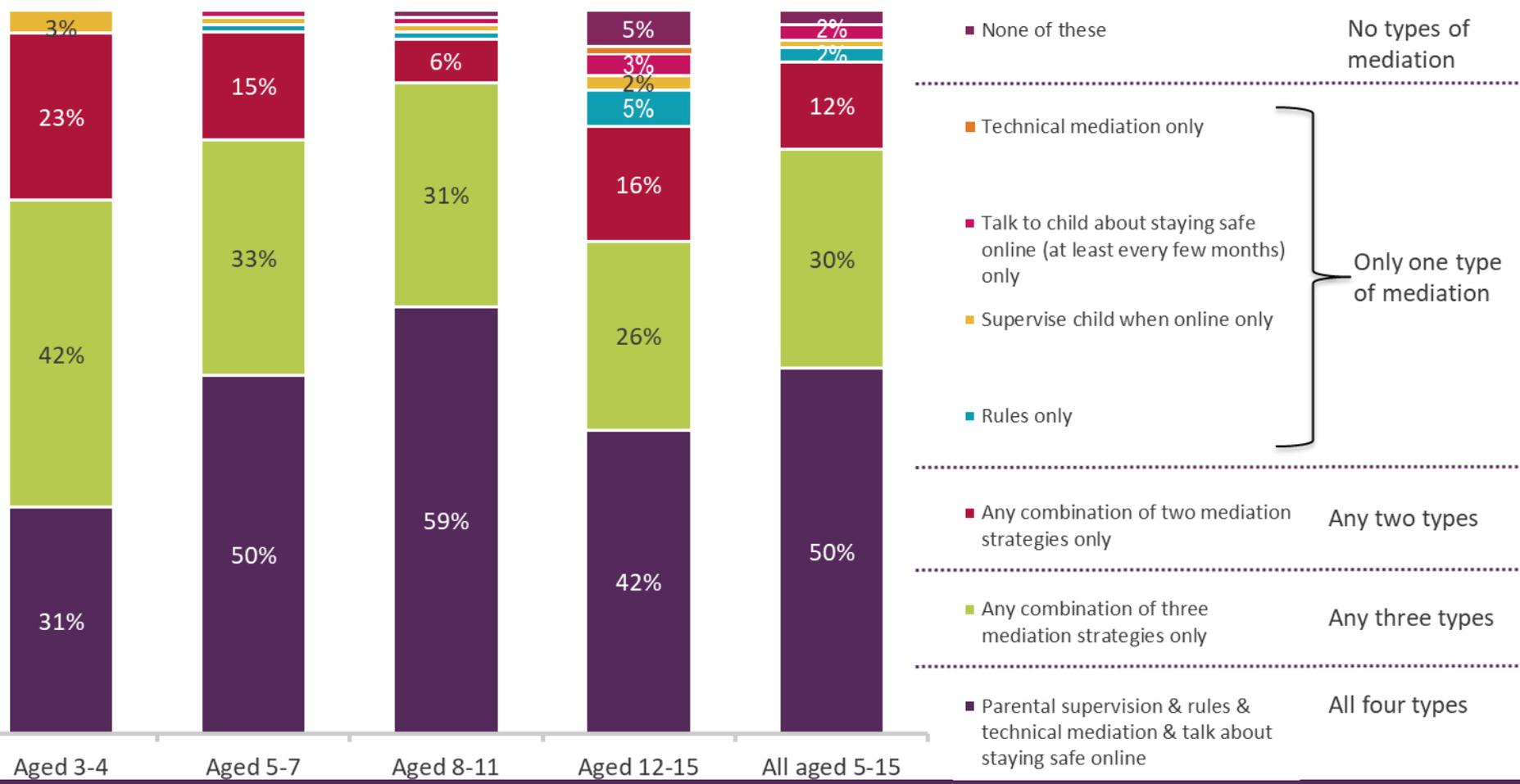


Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP74D. Please tell me the extent to which you are concerned about these possible aspects of your child's playing games through any means - The pressure to make in-game purchases for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (single coded). NB the description provided to respondents at this question was updated in 2020.
 Base: Parents whose child ever plays games (613 aged 3-4, 699 aged 5-7, 675 aged 8-11, 679 aged 12-15, 2053 aged 5-15).

6. Parental mediation

Three in ten parents of 3-4s and half of parents of 5-15s used all four types of mediation

Combinations of online mediation strategies used by parents whose child goes online: 2020



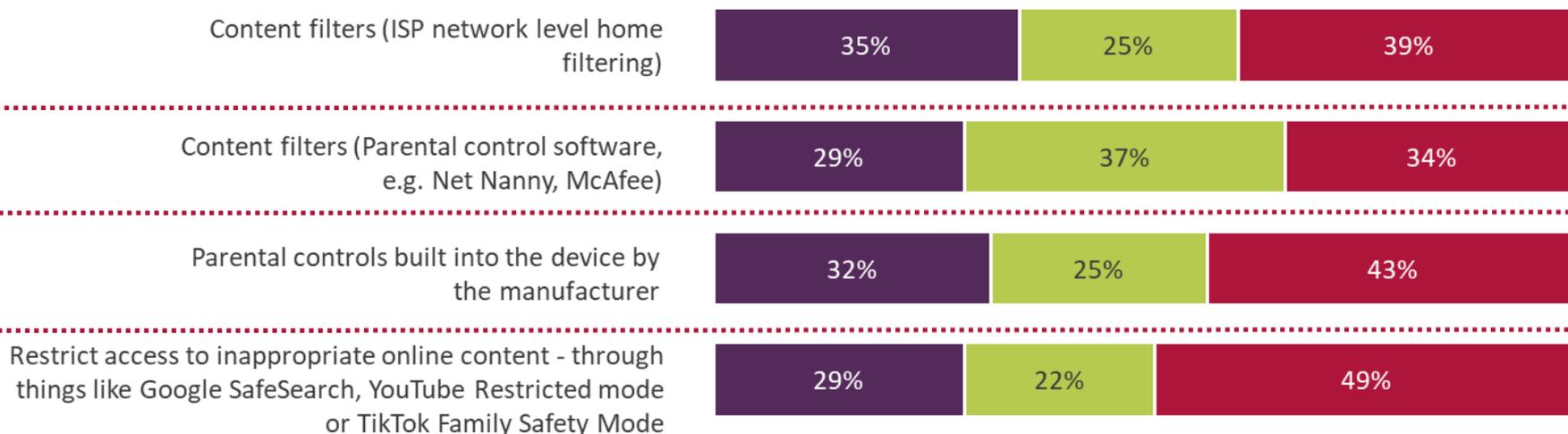
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

Derived from several questions.

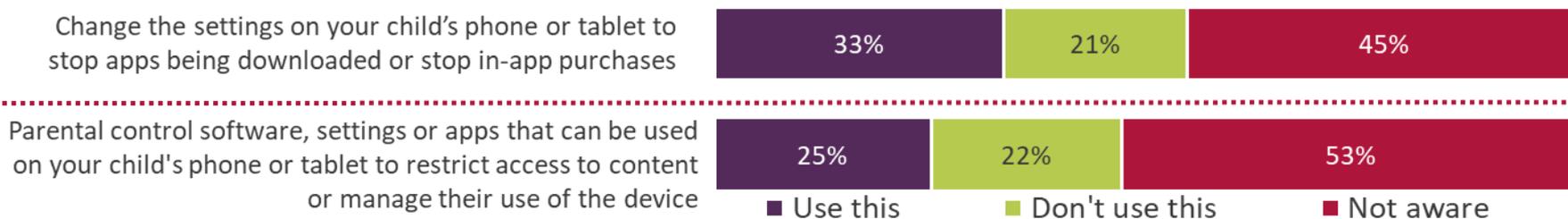
Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Parents of 5-15s aware of each type of control were more likely to use most of them, rather than not use them

Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2020



Parents of 5-15s whose child uses a smartphone or tablet - use and awareness of technical tools: 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

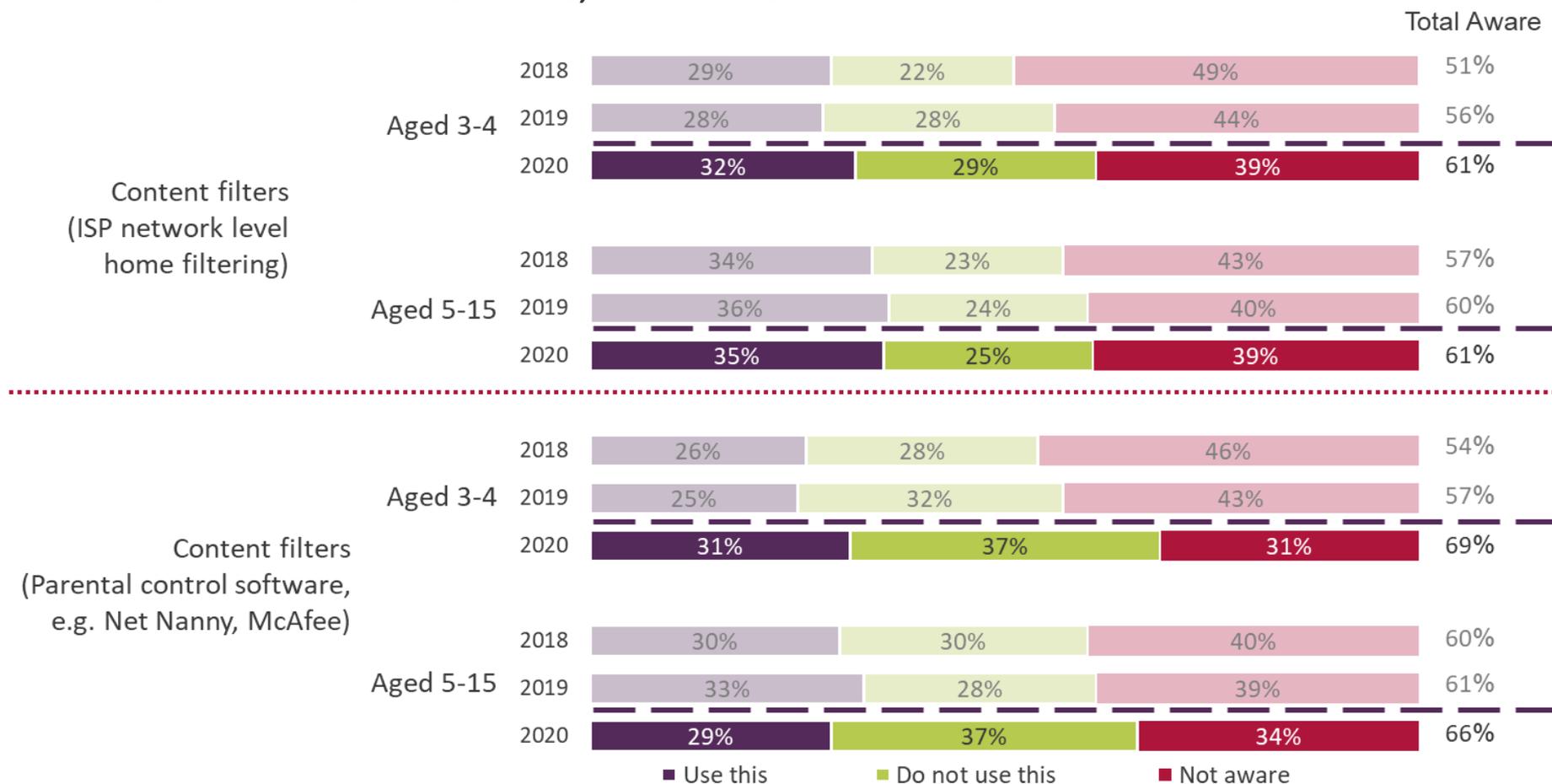
QP31A-F. Before today were you aware of any of these types of technical tools or controls? (multi coded)/ QP32A-F. Do you use any of these types of technical tools or controls to manage your child's access to online content? (multi coded).

Base, QP31A-D: Parents of 5-15s with a fixed broadband connection at home where the child goes online (2007).

Base, QP31E-F: Parents of 5-15s whose child uses a smartphone or tablet computer (2039).

Most parents with broadband at home were aware of either type of content filter, with around three in ten using either type

Parents of 3-4s and 5-15s who have home broadband and whose child goes online, use and awareness of content filters: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

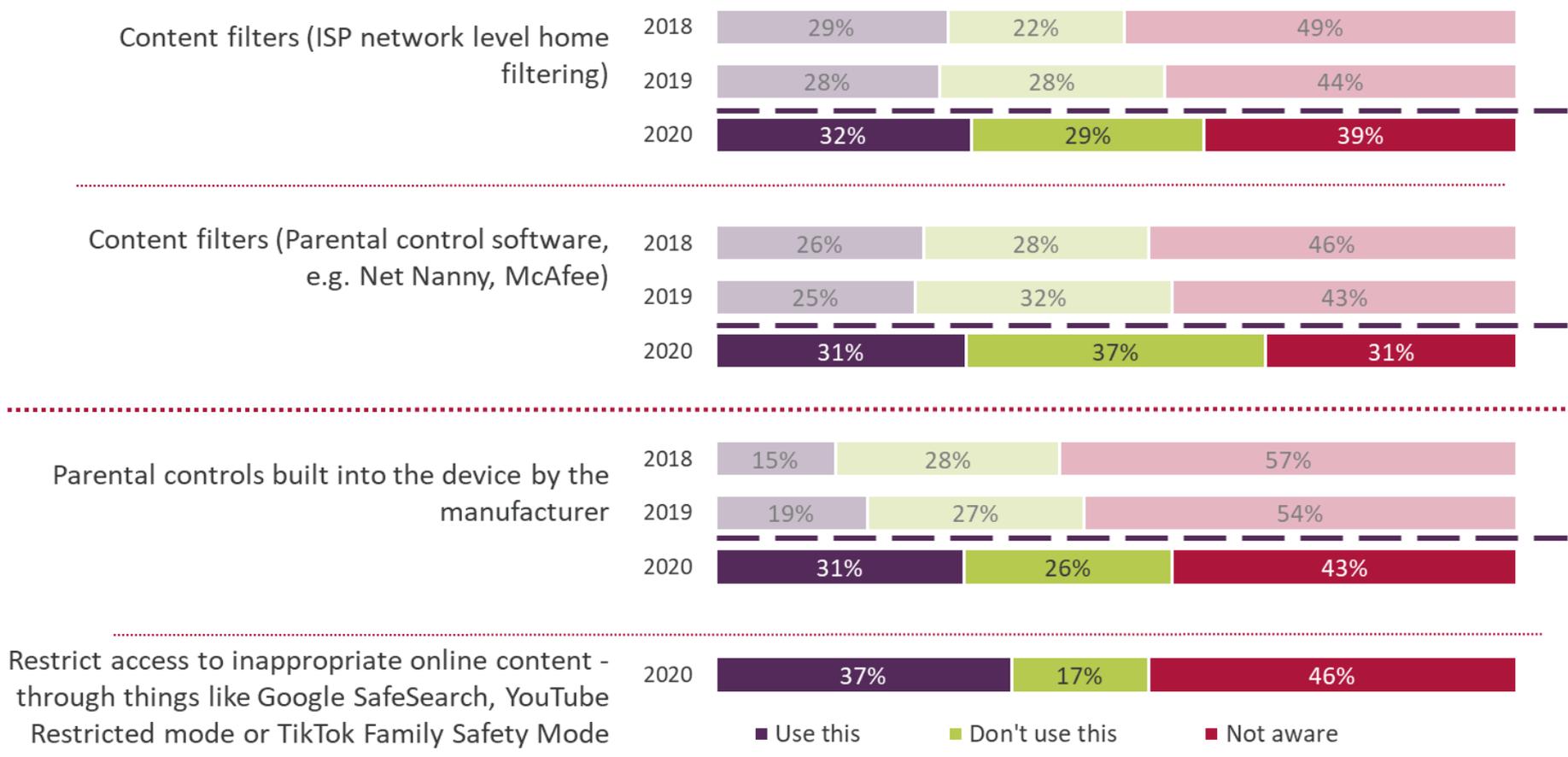
QP31A/B. Before today were you aware of any of these types of technical tools or controls? (multi coded)/ QP32A/B. Do you use any of these types of technical tools or controls to manage your child's access to online content? (multi coded).

Base: Parents with a fixed broadband connection at home where the child goes online (597 parents of 3-4s, 2007 parents of 5-15s).



At least three in ten parents of 3-4s that had broadband said they used parental controls or restrict access to online content

Parents of 3-4s who have home broadband and whose child goes online - use and awareness of technical tools: 2018, 2019 and 2020

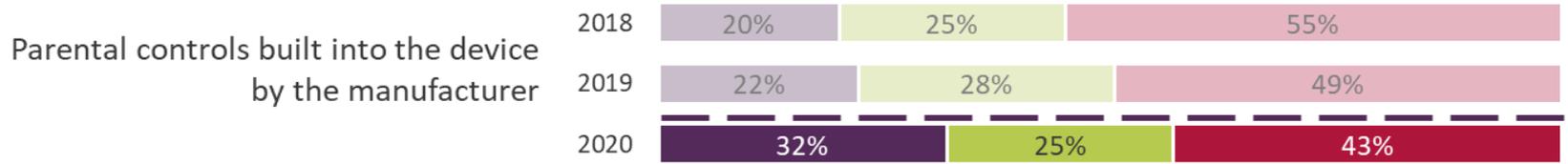


Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP31A-D. Before today were you aware of any of these types of technical tools or controls? (multi coded)/ QP32A-D. Do you use any of these types of technical tools or controls to manage your child's access to online content? (multi coded).
 Base: Parents of 3-4s with a fixed broadband connection at home where the child goes online (597).



Three in ten parents of 5-15s with broadband said they restrict access to inappropriate content using site/ app specific tools

Parents of 5-15s who have home broadband and whose child goes online - use and awareness of technical tools: 2018, 2019 and 2020



■ Use this ■ Don't use this ■ Not aware

Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP31A-D. Before today were you aware of any of these types of technical tools or controls? (multi coded)/ QP32A-D. Do you use any of these types of technical tools or controls to manage your child's access to online content? (multi coded).
 Base: Parents of 5-15s with a fixed broadband connection at home where the child goes online (2007).



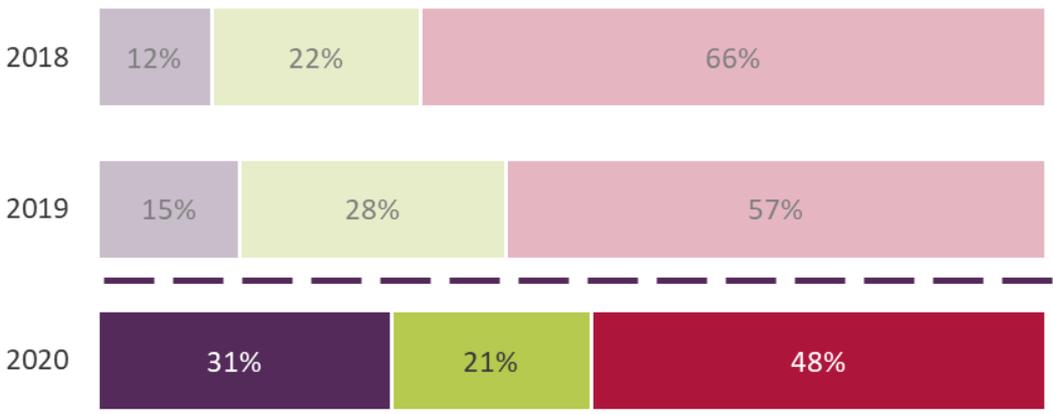
Most parents of 3-4s whose child used a smartphone or tablet were aware of technical tools that can be used on these devices with a minority using them

Parents of 3-4s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices:2018, 2019 and 2020

Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases



Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device



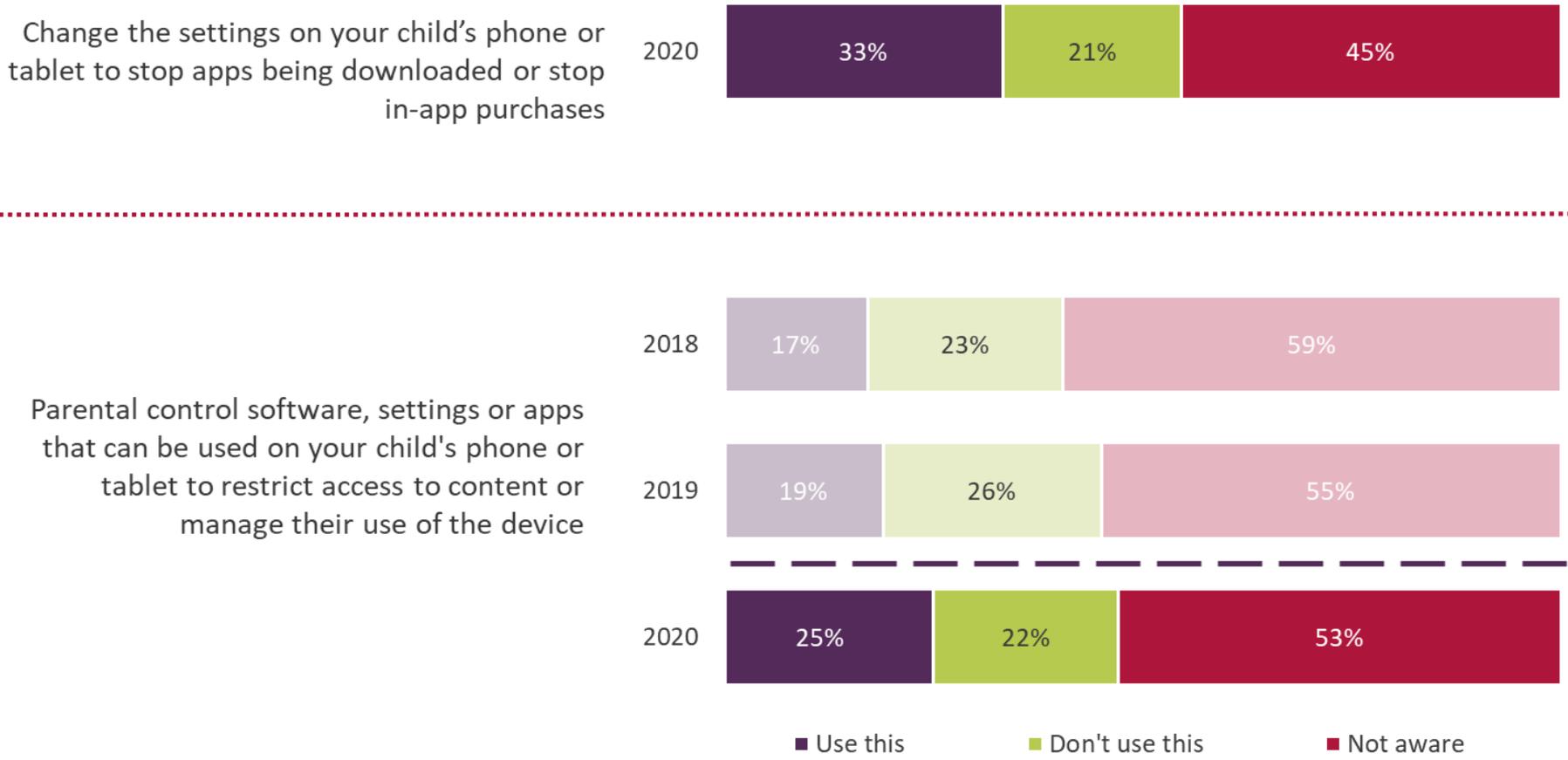
■ Use this ■ Don't use this ■ Not aware

Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP31E-F. Before today were you aware of any of these types of technical tools or controls? (multi coded)/ QP32E-F. Do you use any of these types of technical tools or controls to manage your child's access to online content? (multi coded). Base: Parents of 3-4s whose child uses a smartphone or tablet computer (631).



One third of parents of 5-15s, whose child used a smartphone or tablet, used tools to prevent apps being downloaded or purchasing, with one quarter using tools to restrict access to content

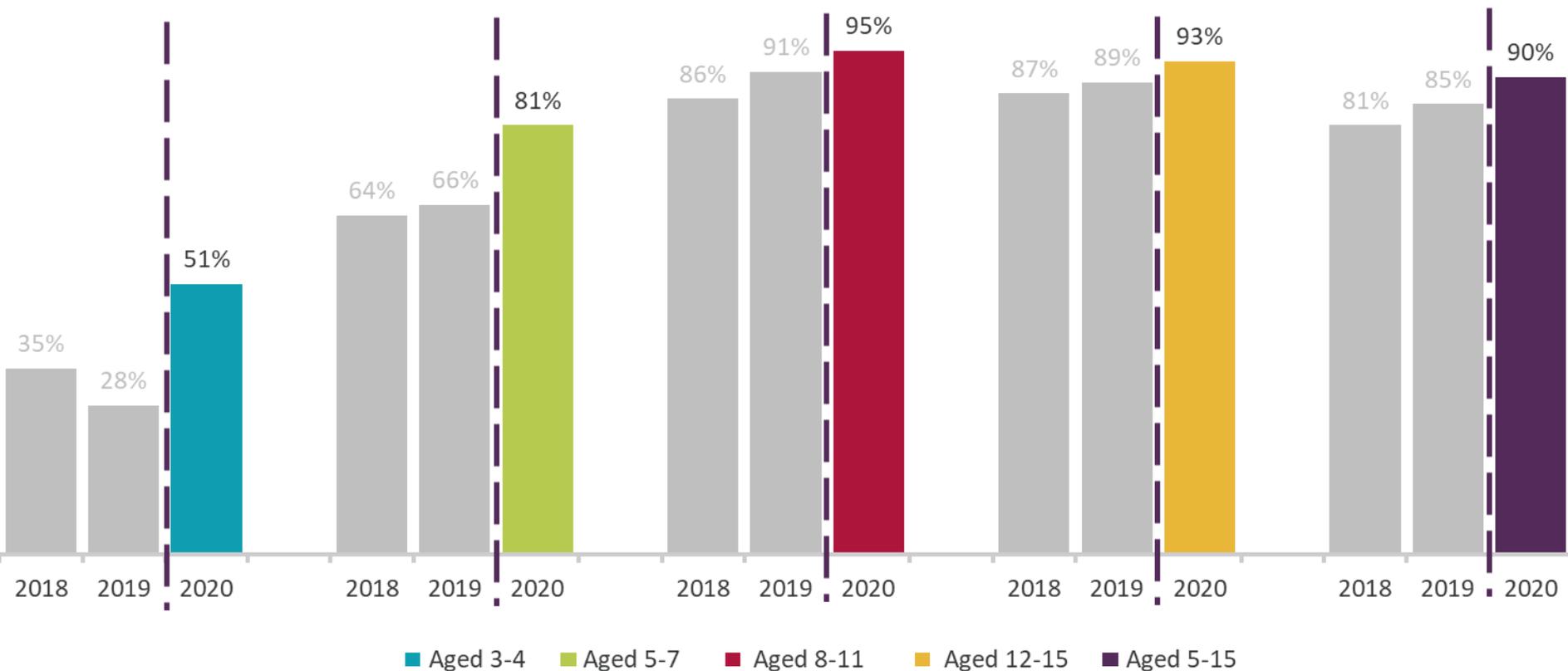
Parents of 5-15s whose child uses a smartphone or tablet computer - use and awareness of technical tools/ controls for these devices: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020 QP31E-F. Before today were you aware of any of these types of technical tools or controls? (multi coded)/ QP32E-F. Do you use any of these types of technical tools or controls to manage your child's access to online content? (multi coded).
 Base: Parents of 5-15s whose child uses a smartphone or tablet computer (2019).

Half of parents of 3-4s whose child went online said they had spoken to their child about staying safe online, as had four in five parents of 5-7s

Parents talking to their child about how to stay safe online, by age: 2018, 2019 and 2020



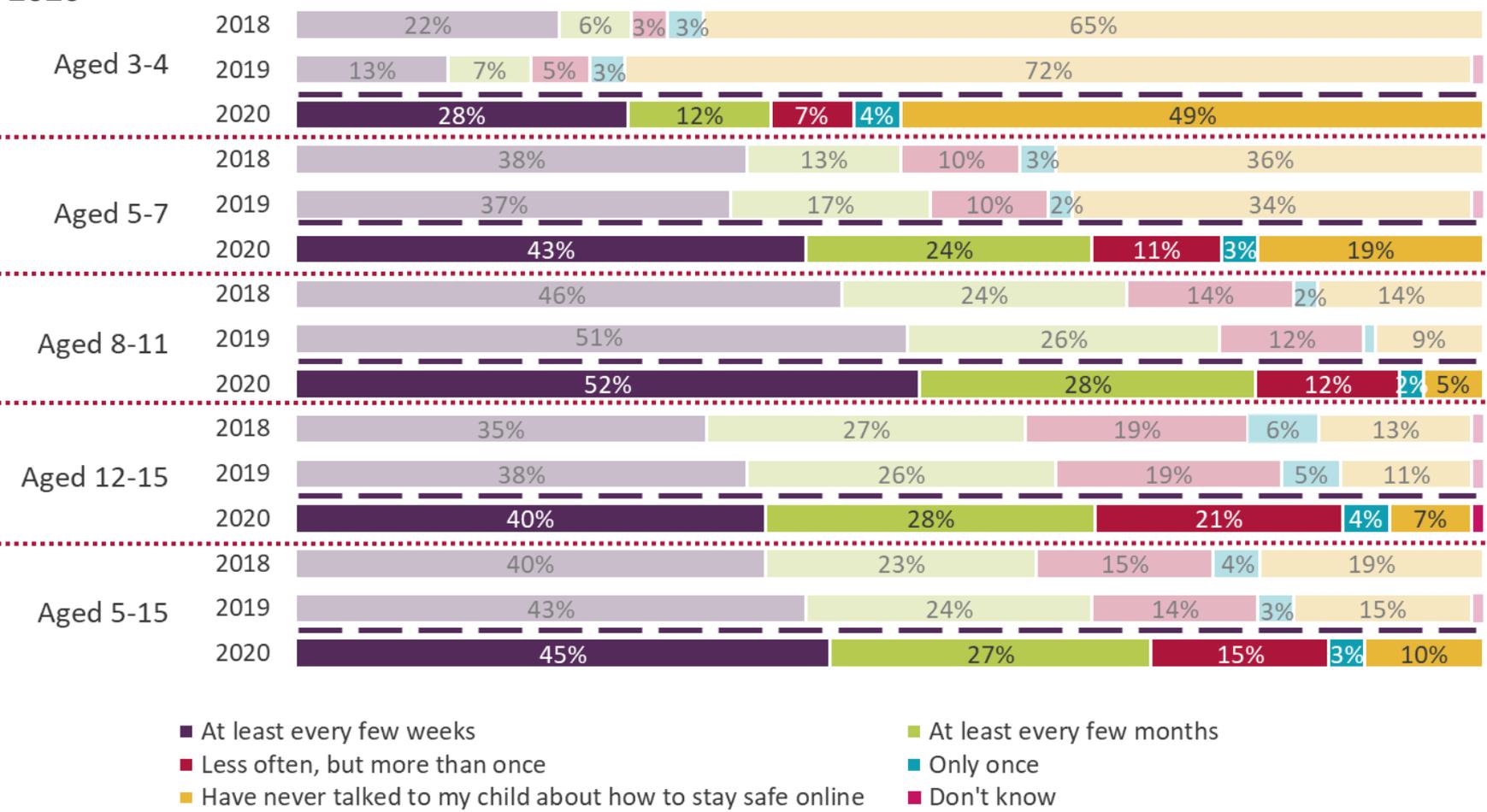
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP28. Have you ever talked to your child about how to stay safe online? For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc. (single coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

More than one quarter of parents of 3-4s said they talk to their child about this at least every few weeks

Frequency of talking to children about how to stay safe online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP29. Which of these best describes how often you talk to your child about how to stay safe online? (single coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Two thirds of parents of 3-4s and four in five parents of 5-15s whose child went online said they had received information or advice about how to help their child stay safe online

Parents of 3-4s or 5-15s stating they have looked for or received any information or advice about how to help their child to stay safe online: 2020

All whose child goes online	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
Base	638	710	679	735	2124
From child's school	39%	62%	72%	63%	66%
From family or friends	31%	33%	32%	30%	31%
From other websites with information about how to stay safe online	19%	23%	26%	22%	23%
From your child themselves	8%	15%	22%	24%	21%
From ISPs	17%	21%	20%	20%	20%
From Government or local authority	15%	19%	22%	19%	20%
From the BBC	17%	14%	20%	16%	17%
From TV, radio, newspapers or magazines	13%	13%	18%	17%	16%
From manufacturers or retailers selling the product	9%	11%	11%	10%	11%
From other sources	1%	1%	2%	2%	2%
TOTAL – ANY INFORMATION LOOKED FOR/ RECEIVED	68%	82%	89%	81%	84%

Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP52. Have you looked for or received information or advice about how to help your child stay safe online from any of these sources or in any other way? (multi coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Rules about what their child does online are nearly universal for parents of 3-11s

Rules about what child does online, by age: 2020

	All whose child goes online	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
Rules about... Base	638	710	679	735	2124	
The types of websites or apps they can use	74%	77%	78%	61%	71%	
The video content they can watch online	76%	77%	73%	54%	67%	
Who they can contact online	54%	60%	71%	57%	63%	
Spending money online	52%	57%	70%	60%	63%	
The information they can share online	50%	53%	66%	51%	57%	
How much time they spend online	66%	59%	60%	40%	53%	
When they can go online	58%	55%	54%	35%	47%	
TOTAL - ANY RULES ABOUT WHAT CHILD DOES ONLINE	94%	96%	96%	85%	92%	

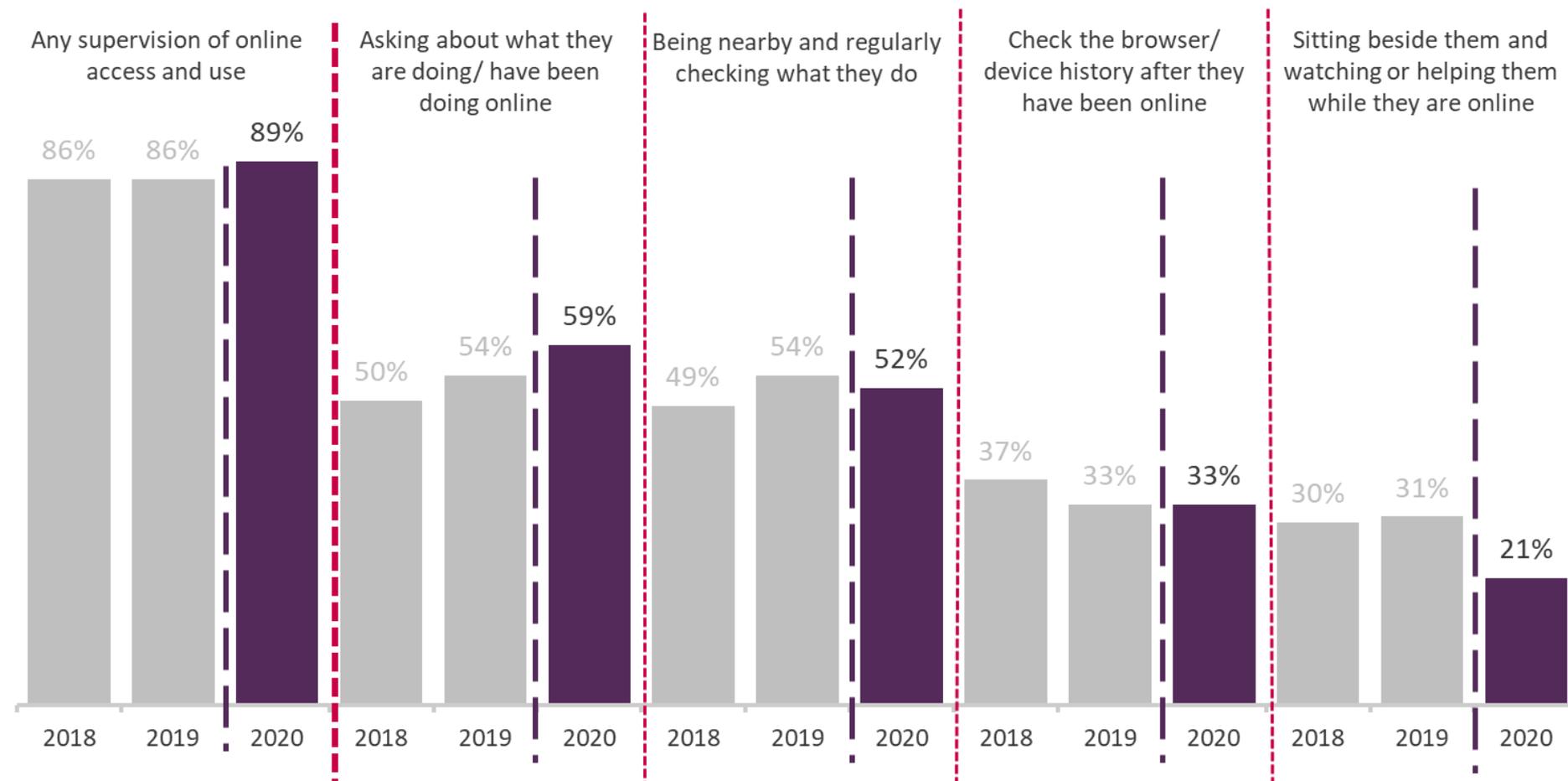
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP26. Do you have any of these rules about what your child does online? (multi coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).

Nine in ten parents of 5-15s said they supervise their child when online, with most talking to their child or being nearby and checking on their child when online

Types of parental supervision when child goes online, among parents of 5-15s: 2018, 2019 and 2020



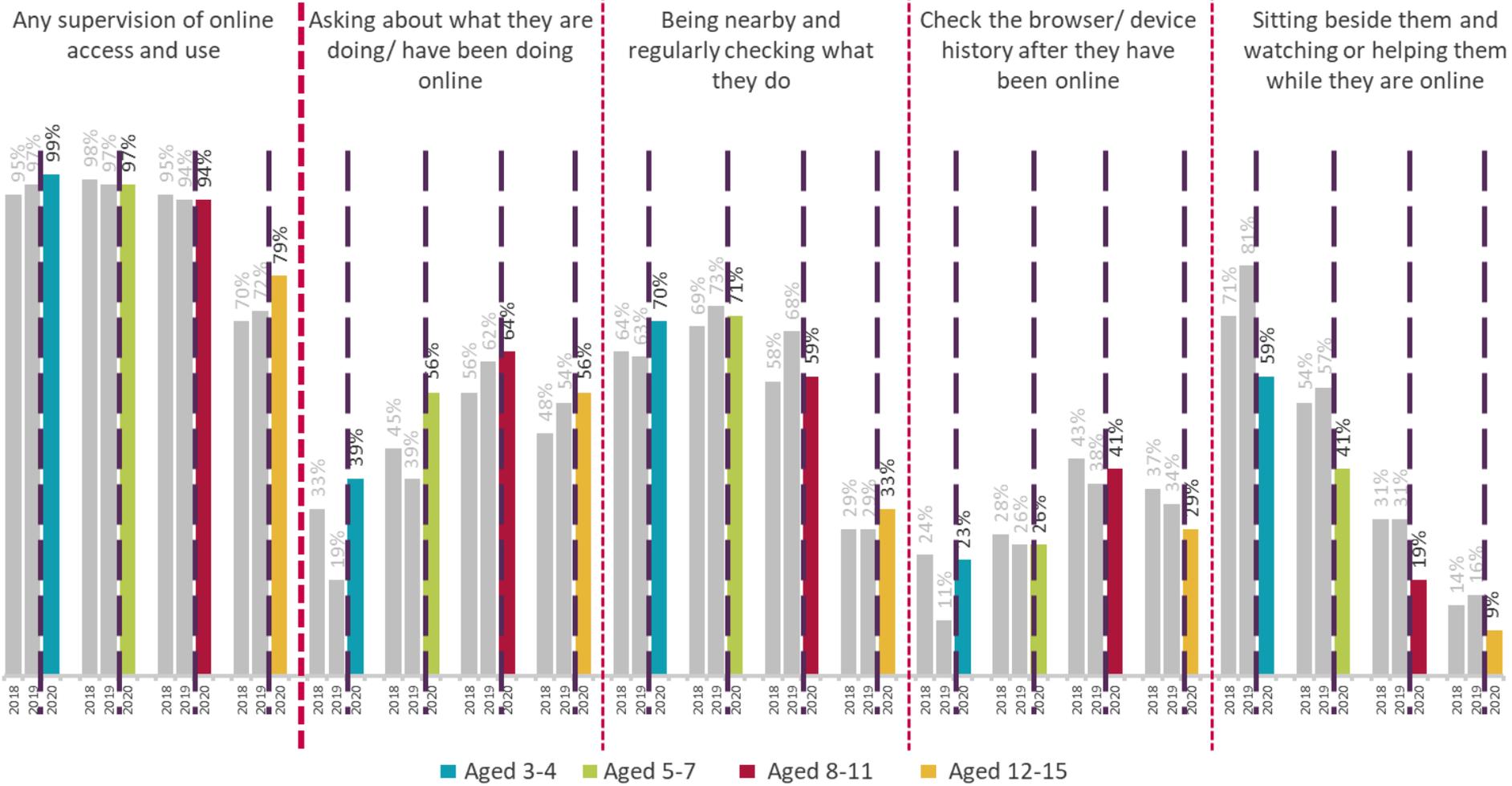
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP27. When your child goes online on any device, would you usually supervise them in any of these ways? (multi coded).

Base: Parents whose child goes online (2124 aged 5-15).

Parents of 3-11s were more likely than parent of 12-15s to say they supervise their child when online

Types of parental supervision when child goes online, by age: 2018, 2019 and 2020



Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP27. When your child goes online on any device, would you usually supervise them in any of these ways? (multi coded).

Base: Parents of children who go online (638 aged 3-4, 710 aged 5-7, 679 aged 8-11, 735 aged 12-15, 2124 aged 5-15).



Close to nine in ten parents of 5-15s were aware of minimum age requirements on social media sites/ apps – yet more than half of these were unaware of what this age is

Parental awareness of minimum age requirement for social media sites/ apps: 2020

TOTAL AWARE OF MINIMUM AGE REQUIREMENT



- Aware of minimum age requirement and state correct age
- Aware of minimum age requirement but give an incorrect age
- Says there is no minimum age requirement for using this social media site/ app
- Unsure whether there is a minimum age requirement

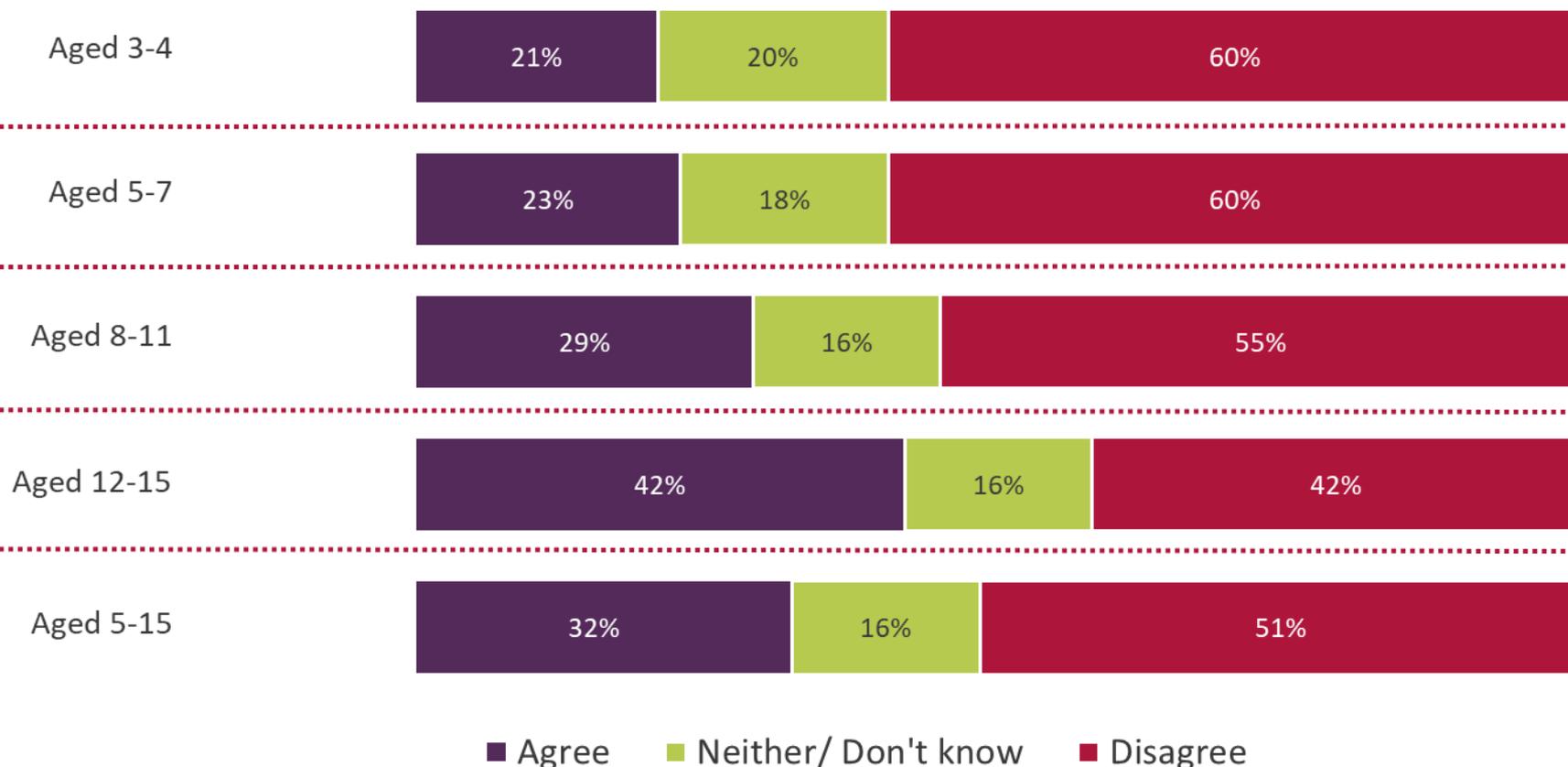
Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2

QP46A. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites. So sites or apps like Instagram, Snapchat, Facebook or TikTok?/ QP46B. And, for most social media apps or sites, what is this age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)?

Base: Parents of 3-4s or 5-15s (261 aged 3-4, 263 aged 5-7, 696 aged 8-11, 699 aged 12-15, 1658 aged 5-15).

A significant minority of all parents are willing to let their child use social media sites before reaching the minimum age required

Parental agreement with “I would allow my child to have a profile on these sites before they had reached the minimum age required by that site or app”, among all parents: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020 Survey 2

QP47. To what extent do you agree or disagree with this statement about social media sites or apps? - I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app. (single coded).

Base: Parents of 3-4s or 5-15s (261 aged 3-4, 263 aged 5-7, 696 aged 8-11, 699 aged 12-15, 1658 aged 5-15).

At least nine in ten parents of 5-7s or 8-11s had rules in place about their child's mobile phone use, compared to eight in ten parents of 12-15s

Parental rules for mobile phones, by age: 2020

All whose child has a mobile phone	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
Rules about... Base	108	363	691	1162
Who they are in contact with on their phone	54%	70%	45%	54%
How much time they spend using their phone	67%	63%	42%	51%
Downloading apps onto their phone	63%	62%	43%	50%
How much money they can spend on their phone	52%	57%	45%	50%
When they can use their phone	44%	52%	36%	42%
TOTAL - ANY RULES ABOUT THEIR CHILD'S MOBILE PHONE USE	94%	92%	80%	85%

Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP59. Do you have any of these rules about the use that your child makes of their mobile phone? (multi coded).

Base: Parents whose child has a mobile phone (108 aged 5-7, 363 aged 8-11, 691 aged 12-15). Base for 3-4s too low.

Nine in ten parents of 3-11s and eight in ten parents of 12-15s had rules in place about the games their child plays

Parental rules for gaming, by age: 2020

All whose child plays games	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
Rules about... Base	613	699	675	679	2053
Only playing games with an age appropriate rating	68%	66%	64%	45%	58%
Only playing games with appropriate content (no violence/ nudity/ swearing etc.)	65%	68%	63%	39%	56%
How much time they spend playing games	60%	62%	62%	44%	56%
Purchasing or downloading games or apps/ in-app purchasing	51%	54%	61%	47%	54%
When they can play games	61%	58%	55%	39%	50%
Who they can play games with or against	39%	39%	52%	33%	42%
Whether they can play games online	42%	41%	42%	20%	34%
TOTAL - ANY RULES ABOUT THE GAMES THEIR CHILD PLAYS	94%	93%	94%	82%	90%

Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP67. Do you have any of these rules about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (multi coded).

Base: Parents of children aged 5-15 whose child ever plays games at home or elsewhere on any type of game playing device (613 aged 3-4, 699 aged 5-7, 675 aged 8-11, 679 aged 12-15, 2053 aged 5-15).

Rules about broadcast TV viewing were less likely for 12-15s than for younger children

Parental rules for broadcast television, by age: 2020

	All whose child watches broadcast television	Aged 3-4	Aged 5-7	Aged 8-11	Aged 12-15	Aged 5-15
Rules about...	Base	360	363	413	444	1220
What they watch		79%	83%	78%	55%	70%
When they watch		61%	58%	58%	41%	51%
How much time they spend watching		63%	61%	51%	32%	46%
Who they are watching with/ can only watch when supervised		32%	33%	24%	16%	23%
TOTAL - ANY RULES ABOUT THE BROADCAST TV THEIR CHILD WATCHES		92%	92%	91%	69%	83%

Source: Ofcom Parent and Children's Media Literacy Tracker 2020

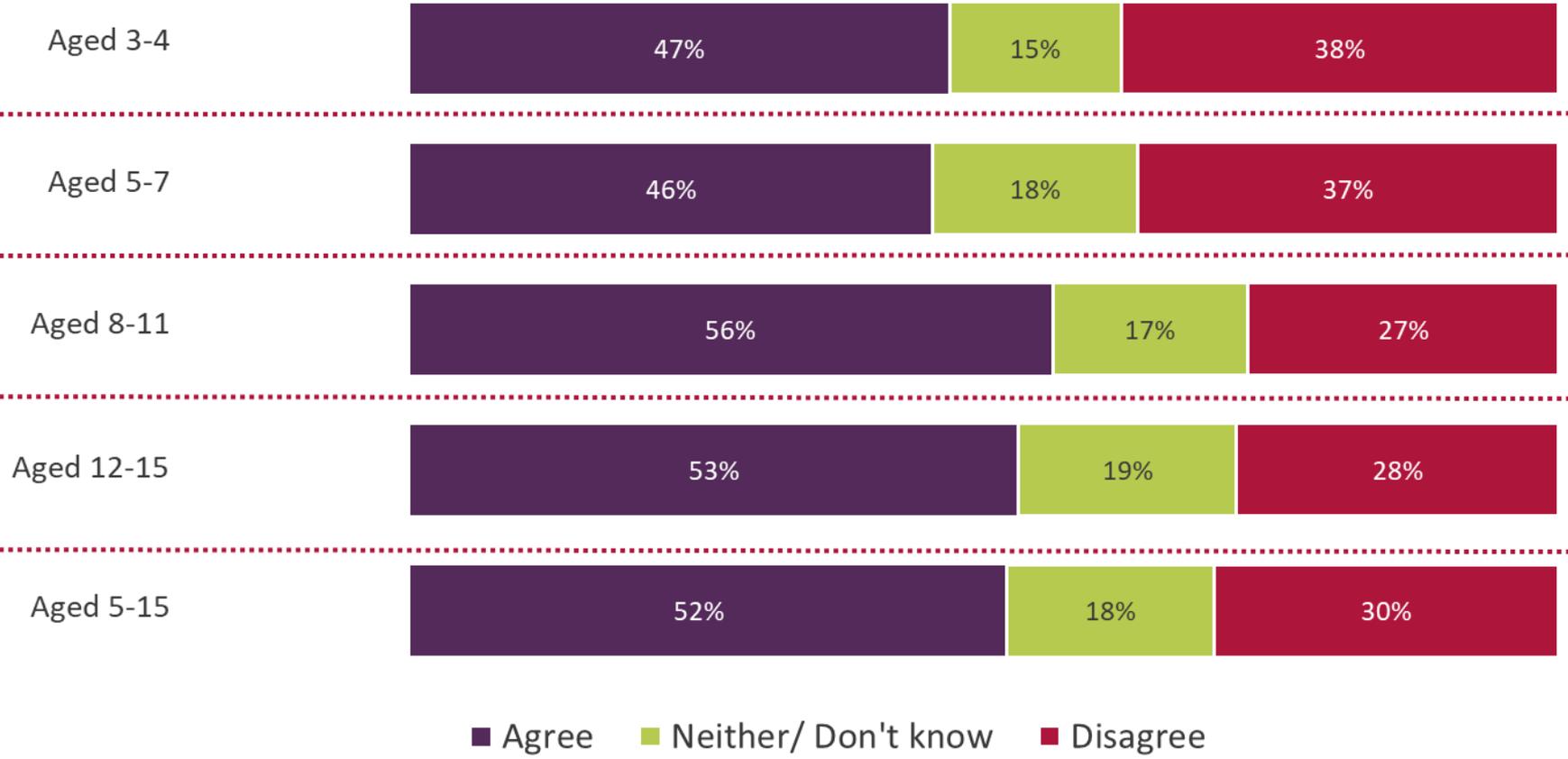
Source: Ofcom Parent and Children's Media Literacy Tracker 2020

QP12. Do you have any of these rules about the TV programmes that your child watches live or as the programmes are broadcast? (multi coded).

Base: Parents of children aged 3-15 whose child watches broadcast television (360 aged 3-4, 363 aged 5-7, 413 aged 8-11, 444 aged 12-15, 1220 aged 5-15).

As a result of their child being at home more, half of parents of 5-15s with any rules about what their child does online said they have had to relax them

Relaxation of online rules during COVID pandemic among parents with any online rules: 2020



Source: Ofcom Parent and Children’s Media Literacy Tracker 2020

QP26A. Due to the situation with COVID this year, many children have been at home much more than usual. To what extent do you agree or disagree with the following statement about any use of rules at this time? - As a result of my child being at home more than usual this year, I have had to relax some of the rules about what my child does online (single coded).

Base: Parents who have any rules about what their child does online (599 aged 3-4, 688 aged 5-7, 653 aged 8-11, 616 aged 12-15, 1957 aged 5-15).

Children's & Parents' Media Use and Attitudes Research 2020/21

Produced by: Critical Research

Fieldwork: October 2020 to January 2021