

# What Parents & Educators Can Learn from the OFCOM MEDIA REPORT 2024

Each year, Ofcom – the UK’s regulatory body for communications – produces an overview of children and parents’ media experiences over the course of the previous year. At the time of writing, the latest of these reports, ‘Children and parents: media use and attitudes 2024’ has just been published, and we’ve plucked out some of its most thought-provoking findings regarding online safety.

## ONLINE LIVES

**99%**

of 8-17s  
had regular  
access to the  
internet

**65%**

of 13-17s  
prefer short videos  
to films and TV

**34%**

experienced  
harassment or  
bullying online

**11-18s**

felt more confident  
communicating online (71%)  
than in person (53%)

**87%**

of 8-17s  
felt pressure to be  
popular on social media

## POPULAR PLATFORMS

Most used by  
children ...

Under-12s

Over-12s

YouTube  
**89%**

YouTube  
**88%**

WhatsApp  
**37%**

WhatsApp  
**82%**

TikTok  
**35%**

TikTok  
**78%**

Snapchat  
**27%**

Snapchat  
**73%**

Instagram  
**22%**

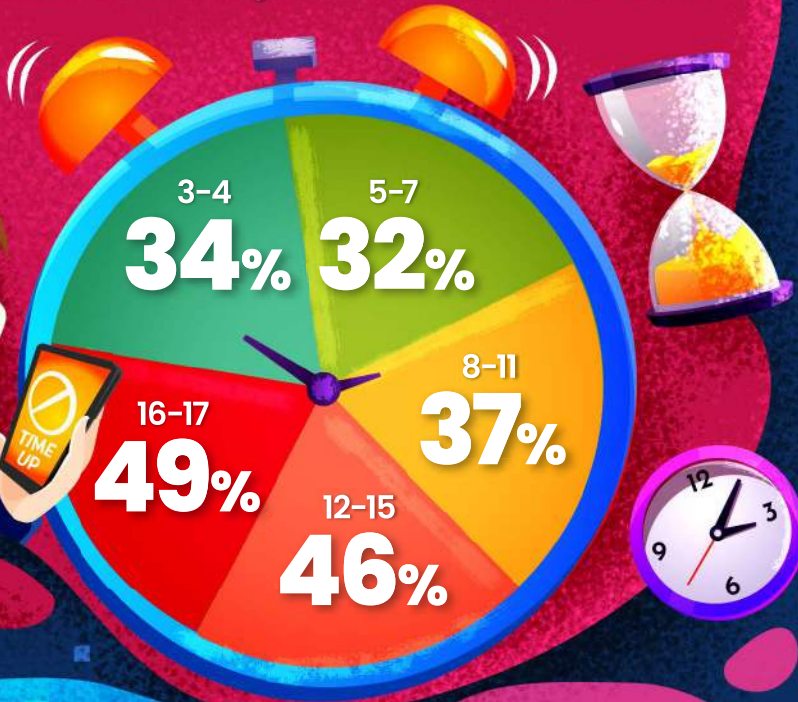
Instagram  
**69%**

## DEVICES MOST USED TO GO ONLINE

3-4s	5-7s	8-10s	11-15s	15-17s
<b>67%</b>	<b>77%</b>	<b>73%</b>	<b>95%</b>	<b>97%</b>
use tablets	use tablets	use tablets	use phones	use phones

## SCREEN TIME

By children’s age group, the percentage of parents who felt less able to manage their child’s screentime were ...



## ONLINE GAMING

**68%** of children played  
video games online

Who did these children  
most commonly play with?

**74%**  
played with  
someone they know

**32%**  
played with  
strangers

## ONLINE SAFETY IN SCHOOLS

- 93%** 8-17s had at least one lesson about online safety
- 93%** of children are aware of at least one thing they can do to stay safe online
- 91%** children found these lessons useful
- 78%** of 8-17s were aware of age restrictions for apps
- 40%** admitted to faking their age to bypass these limits

## PARENTAL CONCERNS

The things that most commonly worry parents and carers about their child being online include ...

- 77%** seeing age-inappropriate content
- 70%** being harassed or bullied
- 68%** seeing pro-self-harm content
- 62%** having their data gathered by companies
- 59%** being influenced by extreme views
- 55%** having their reputation damaged
- 51%** being pressured to spend money

#WakeUpWednesday

The National College