

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 (63%)

87%
of 8-17s
felt pressure to be
popular on social media

SCREEN TIME

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



POPULAR PLATFORMS

Most used by
children...

Under-12s

Over-12s



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 ...



DEVICES MOST USED TO GO ONLINE

Age Group	Percentage	Device
3-4s	67%	use tablets
5-7s	77%	use tablets
8-10s	73%	use tablets
11-15s	95%	use phones
16-17s	97%	use phones

#WakeUpWednesday

The
National
College

Source: See full reference list on guide page at nationalcollege.com/guides/media-use-and-attitudes-report-2024

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