

Children's usage of livestreaming (Livestreaming report 3)

Reported behaviour of children aged 8–17
and parental views



Publication: 21st May 2026

Key findings on a page

- **Livestreaming is a common viewing activity for 8-17-year-olds, but less common for creation.** Around **half of children (49%)** in the survey said that they have ‘ever’ watched a livestream ‘live’, and a further 22% have viewed livestreams (but not in real-time). In terms of creating their own livestreams, **28%** said that they had livestreamed their own videos, and **19%** said they had done so recently.
- **Creation is concentrated among a smaller, more active group.** While only **10%** of all children livestream “often” or “all the time”, this represents **54% of recent creators**.
- **Livestream creation and viewing are closely linked.** Nearly all children who have created livestreams have also watched them (**96%**), whereas **37%** of viewers have ever created their own livestreams.
- **Content and engagement are interactive and feature-rich.** Among creators, **92%** use at least one interactive feature on their streams, including emojis or reactions (**64%**), live chat (**59%**), or direct messaging (59%); 48% have used features for receiving gifts, and **38%** for subscriptions. Among viewers watching livestreams, **72%** engage in at least one interactive behaviour and **18%** report spending money or sending gifts.
- **Experiences combine perceived positives and negatives.** Almost all creators report at least one positive aspect (**97%**), most commonly that livestreaming is entertaining or fun (**51%**) or social (**62%**). However, **75%** selected at least one dislike, and **46%** said livestreaming can make them feel either: uncomfortable, worried, scared, or exposed to unwanted comments.
- **Parents distinguish between viewing and creating.** Parents were evenly split on whether benefits or risks outweigh each other for **viewing** livestreams, but were more likely to perceive risks than benefits for **creating** livestreams. **63%** of parents think age restrictions should apply to viewing livestreams and **70%** to creating them, with median suggested ages of **14** for viewing and **16** for creating.
- **More parents attribute a negative experience to creating than viewing livestreams.** Parents of **12%** of children who had created a livestream, and **5%** of those who had watched one, reported that their child had experienced a negative livestreaming-related online experience in the past six months

Note:

Detailed research summaries related to livestream creation, viewing and parental responses to livestreaming can be found at the start of the relevant sections of the report

Links to overall commentary on the livestreaming research programme, including research summaries from the qualitative research can be found on page 5.

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Published separately

Annexes

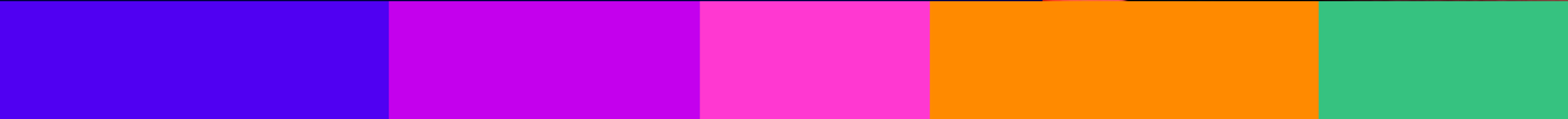
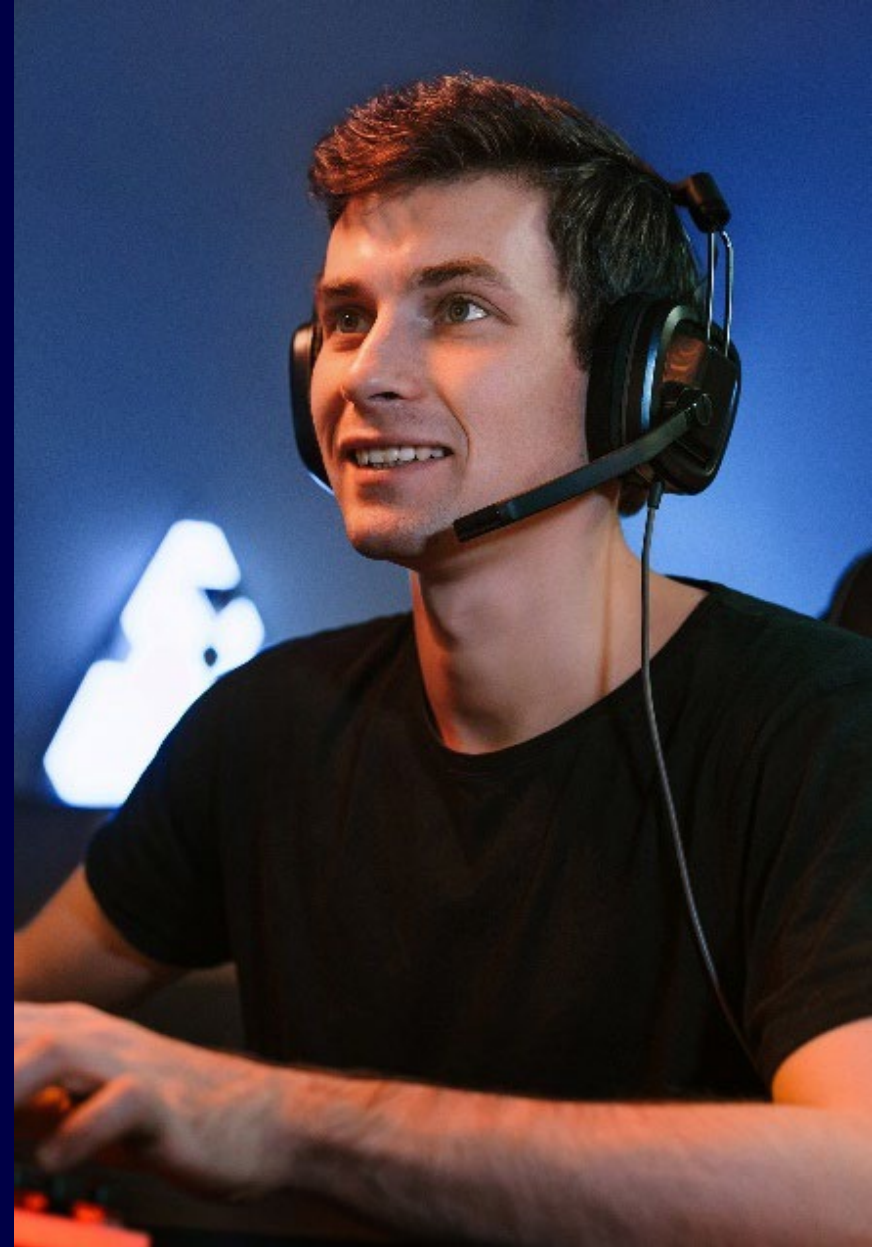
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Related reports

- [Livestreaming summary report](#)
- Research among children and young people who livestream ([livestreaming report 1](#))
- Research among children and young people who view livestreams ([livestreaming report 2](#))

Ofcom

Overview



Research background

The Online Safety Act 2023 sets out duties for regulated online services to protect users from illegal content and, where services are likely to be accessed by children, from content that is harmful to them. In response, Ofcom has published Codes of Practice and guidance to support compliance. As regulation develops, Ofcom is continuing to build its understanding of how children interact with specific online features and functionalities, including those that may present heightened risks

Livestreaming has been identified by Ofcom to be high risk online functionality for children, as identified in the illegal harms (and PoC) registers of risk¹, largely due to its real-time nature. Our children's media literacy research shows that livestreaming is a relatively common activity among children, and that some children create their own livestreams². This combination of prevalence and perceived risk highlighted the need for deeper evidence.

To add to our evidence base, Ofcom commissioned a programme of quantitative and qualitative research exploring children's experiences of livestreaming. These studies and accompanying reports (described in the adjacent table) examine motivations, experiences, benefits, and risks, providing a rounded picture of how children experience livestreaming.



NOTE: A more detailed overview of the livestreaming research programme, including a summary of the research, is available [here](#).

1. [Children's Register of Risks](#)
2. [CMUA 2025 tables](#)

The programme of research comprised of UK-wide surveys on children's livestream viewing and creation, alongside in-depth interviews with children and young people who regularly view or create livestreams.

There are three reports in the research programme, and this is the third report in this series, which focuses on the quantitative findings among a general population of children aged 8-17.

Document/ report	Description	Content
1. Research among children and young people who create livestreams	Qualitative deep dives into 20 regular livestream creators aged 8-19	Qualitative research explores how children create and consume livestreamed content, the motivations behind these behaviours, and the risks and benefits involved (as perceived by children).
2. Research among children and young people who view livestreams	Qualitative deep dives into 20 livestream viewers aged 8-17	
3. Children's usage of livestreaming: viewing and creating	Quantitative surveys of children aged 8-17 and parents of children aged 8-17	The quantitative research provides information on the prevalence of livestreaming (viewing and creating livestreams) among children aged 8-17, and the data are based on children's reported behaviour, supported by the description of livestreaming we provided in the survey.

Report topics and coverage

The quantitative research was conducted to support Ofcom's understanding of livestreaming as a regulated online functionality, with a particular focus on **children's (self-reported) livestream creation behaviours**. It was designed to **provide overall context for the qualitative research*** and to **inform the development of the qualitative samples**.

Coverage of each area can be found in the report sections as indicated in the table below

		Page reference
Section 1: Children who create livestreams	Prevalence and frequency of reported livestream creation among children , and how this varies by age and selected demographics, based on children's own accounts of their behaviour.	13-16
	How children report creating livestreams , including the platforms used, audience types (known vs open), content livestreamed, and features and functionalities used when livestreaming.	17-24
	Children's self-reported experiences of livestreaming , including perceived benefits and negative experiences associated with creating livestreams, and how these vary by audience type, content type, age and gender.	24-26
Section 2: Children who view livestreams	Reported livestream viewing among children , including live versus recorded viewing, interaction and engagement behaviours, financial interactions (such as gifting), content viewed, and differences by age and gender	32
Section 3: parents views of children livestreaming	Parents' perceptions and reporting of children's livestreaming , including perceived risks and benefits, views on age appropriateness and restrictions, and reported negative online experiences linked to livestreaming.	40



(*see page 5 for more details)

Data collection

Data in this report are drawn from **two quantitative UK-representative surveys of 8-17-year-olds**. Research was conducted by research agency Beano Brain to provide *context* for and to *inform* the development of qualitative research amongst children who create and view livestreams (see page 5 for more details).

	Children's Interaction with Online Functionalities Part 1	Children's Interaction with Online Functionalities Part 2
Participants	Children	Children/ Parents
Sample Quotas set on UK region, gender, age, social grade, urban/rural	1,979 children aged 8-17 (recruited with permission of their parents/ guardians)	1,490 parents of children aged 8-17, and their child aged 8-17
Data collection Online survey, conducted by Beano Brain Via Walr	Fieldwork took place 16 th July- 1 st August 2025 Parents completed initial questions about household demographics and, if permission was obtained, they were then asked to hand the survey to their child, who could then decide whether to continue and, if so, answer the survey questions.	Fieldwork took place 22 nd October – 17 th November 2025 Parents completed initial questions about household demographics and their views relating to certain online functionalities, including livestreaming. After these questions, if permission was obtained from the parent, they were then asked to hand the survey to their child, who could then decide whether to continue and, if so, answer the survey questions.
Data reporting	Weighted to be UK nationally representative of children aged 8-17 by age, gender, region, social grade and urban/rural. Significance testing applied at 95% confidence	

This report includes data from children aged 8 to 17. Participants in this age range say that they complete the surveys independently or with minimal parental assistance, rather than having a parent fill out the survey entirely on their behalf.

Supporting information for report readers

Respondent and sample

Icons in the top right-hand side indicate for ease of differentiation of the data in the chart if the data is based on responses relating to children or parents:



Children aged 8-17

Answered by children about themselves



Parents of children (8-17)

Answered by parents about their views and opinions

Sample breakdowns on slides include legends to be able to read more detailed age and gender breakdowns on charts where sample sizes are sufficiently robust to do so.

Data sources and topics

All charts relating to **creating livestreams** is in **green** and will have this symbol in the corner. All children's data relating to creating livestreams is from the survey: Children's Interaction with Online Functionalities Part 1.



All charts relating to **viewing livestreams** is in **pink** and will have this symbol in the corner. All viewer data in section 2 is from the survey: Children's Interaction with Online Functionalities Part 2.



All **parent data** related to either viewing or creating livestreams is from the survey: Children's Interaction with Online Functionalities Part 2.

Significance testing

Significant differences at 95% have a yellow triangle.*

- Letters in the triangle indicate which sample group the comparison has been made, which can be referenced in the chart.
- Where there is no letter, the difference is with the overall sample.

Question interpretation and design

To support survey respondents, a description of livestreaming**, was provided alongside questions relating to usage. This description was available for children to reference if needed at other points in the questionnaire via hover boxes. However, it is important to note that all data presented in this report is derived from **self-reported behaviour, and children's interpretation, even with a description in the questionnaire may have varied**. See page 10 for more detail.

A primary focus during question design was ensuring respondents' safety, and any prompts or potential options in the questions were carefully considered with this in mind.

*For more details on degrees of confidence for each sample, see Appendix C.

**Descriptions of livestreaming used in the survey are included at the start of sections 2 and 3 of the report. The appendix includes a comparison of different data points related to livestreaming incidence and descriptions provided in the survey.



Section 1: Children who create livestreams

Defined in the survey as:

“Livestreaming is a bit like live TV, it allows people to watch videos on their devices at the same time as they are being made. All you need to be able to livestream is an internet enabled device, like a smart phone or tablet, and a platform. People usually livestream through websites or apps like Twitch, YouTube Live, or TikTok Live etc.”



Research summary: creating livestreams (1 of 2)

- Children aged 8–17 were asked, with a description of livestreaming*, whether they had created a livestream – and 28% said that they ever had, 19% recently. Boys were more likely than girls to have ever livestreamed (31% vs. 25%), and recent livestreaming was more common among children in households the parent described as “doing well” financially than those described as “struggling” (33% vs. 14%).
- Creating livestreams is less widespread an activity than viewing (28% vs. 71%***), and livestream creation typically sits within broader viewing behaviour rather than operating as a standalone way of engaging with livestreaming. Almost all children aged 8–17 who have ever livestreamed have also watched livestreams (96%), whereas only 37% of viewers of livestreams have ever created their own content.
- Not all creators livestream regularly: 10% of all children aged 8–17 livestream “often” or “all the time”, this equates to 54% of recent creators, with 77% livestreaming at least weekly.

• The majority of creators (81%) most often/ only use YouTube, Instagram, Facebook, Twitch or TikTok, and the highest individual platforms are: TikTok Live, and YouTube Live (28% and 25% respectively for recent creators aged 8–17)¹. Platform usage varies by age and gender, for example: TikTok is the only or most-used platform for over a quarter of creators aged 13–17 (28%), compared with 22% of those aged 8–12, and is more commonly used by girls than boys (34% vs. 23%).

Platform	Minimum age to go live As of August 2025 (start of fieldwork)
TikTok	Must be 18+ to go live
Twitch	Minimum 13 years old to go live
YouTube	Must be 16+ to go live alone Users 13–15 can stream with supervision
Facebook	Must be 16+ to go live Under 16s need parental permission
Instagram	Minimum 16 years old to go live Under 16s need parental permission

KEY CONTEXT FOR READERS WHEN INTERPRETING DATA

The data reported on pages 17–18 shows that some research participants said they used Snapchat and Roblox to livestream. Our understanding (at date of publication) is that those platforms do not currently have livestreaming capabilities that align with the survey's description*. Whilst we note this, participants who said they ‘only’ or ‘mostly’ use either Snapchat or Roblox to stream **are included as ‘livestream creators’ in this report and data set** (the impact of removal on livestreaming prevalence estimates is shown in the table below**).

Survey research, particularly when using self-completion questionnaires, relies on respondents' interpretation of questions and their recall of the information we are asking about, and we report those findings with those limitations. Specifically with regards to this question/ topic:

- It is possible that children may not have accurately remembered the platforms they had used to livestream versus those they had used for another activity, particularly if they had not livestreamed very recently or regularly.
- A description* was included in the survey to support children’s understanding of the livestreaming questions. This description was based on livestreaming as a **one-to-many, real-time communication**. However, it is important to recognise that, in some cases, children may have interpreted this more broadly to include other types of real-time communication activities that involve overlapping or alternative formats such as video calls.

Therefore, caution should be exercised when interpreting livestreaming prevalence data as representative of the overall population (even when applying confidence intervals), due to the factors outlined above. Reported figures should be framed as reflecting how children responded to survey questions about livestreaming, rather than as verified measures of actual behaviour.

*See page 13.

** Creating livestreams – data comparison	Ever Livestreamed	Recent Livestreaming
All children (8–17) participating in the research	28%	19%
<i>Example comparisons</i>		
<i>Excluding those who ‘mostly’ use Snapchat or Roblox (or only those platforms) for livestreaming vs. Other platforms</i>	23%	17%
<i>Excluding <u>only</u> those who exclusively use Snapchat or Roblox</i>	27%	19%

*** Viewers’ data taken from ‘Children's Usage of Online Functionality Part 2.

Research summary: creating livestreams (2 of 2)

- Some livestreams children create have a more limited audience, while others are open to all. Most creators say they stream to people they know (69%). However, a sizeable minority say they stream to open audiences (39%), with boys more likely than girls to do so (45% vs. 31%). Those streaming to open audiences appeared to be more gaming and rewards-oriented compared to those who stream to closed audiences, being more likely to use: Twitch (27% vs. 19%*), stream gaming content (65% vs. 53%), value follower growth (32% vs. 26%), and gifts (31% vs. 20%).
- The research suggests that livestreaming is interactive. Most creators use features such as reactions (64%), live chat (59%) or direct messaging (59%), and many engage with monetisation features including gifts (48%) or subscriptions (38%).
- While nearly all creators report positive aspects (97%)**, particularly enjoyment (51%) and social interaction (42%) from livestreaming, 75% said they had at least one dislike. Individual dislikes most commonly selected were: time demands (22%) or feeling uncomfortable (19%). Almost half the creators (46%) selected at least one of: 'it can make me uncomfortable', 'scared, worried' or 'receive comments I don't like'.

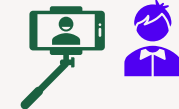


***Note:** not every platform offers settings to all users that allow them to change their stream audience between private or curated and public. Twitch streams are public, except for monetised creators. Some children indicated that they streamed exclusively to friends and family on Twitch. However, the question posed was 'who do you livestream to', which could have been understood as either who watches their streams or who has access to view them. This aligns with our qualitative findings, showing that not all children who create streams have audiences beyond their personal acquaintances.

***Questions for 'likes' and 'dislikes' of livestreaming** included options for children to select from, including 'other', 'nothing', 'don't know' and 'don't understand the question'. All questions were using prompted lists: a primary focus during question design was ensuring respondents' safety, and any prompts or potential options in the questions were carefully considered with this in mind and may not represent the full range of experiences and attitudes. Examples of children's views and experiences as livestream creators can be found in our qualitative report (see page 5).

Self reported livestreaming behaviour and platform usage

(8-17-year-olds)

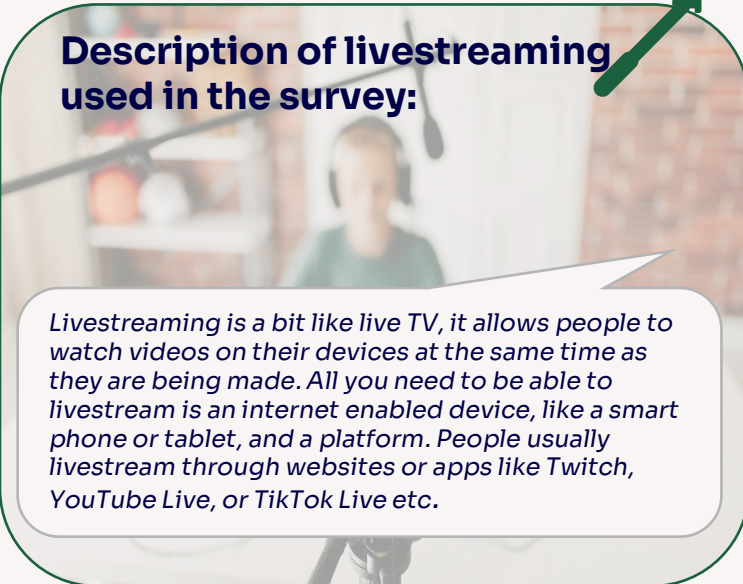


One in five (19%) children aged 8-17 said they had recently livestreamed their own video*, and a further 8% that they had done so in the past



Have you ever livestreamed your own videos?

Description of livestreaming used in the survey:



Livestreaming is a bit like live TV, it allows people to watch videos on their devices at the same time as they are being made. All you need to be able to livestream is an internet enabled device, like a smart phone or tablet, and a platform. People usually livestream through websites or apps like Twitch, YouTube Live, or TikTok Live etc.

28% said they had livestreamed their own videos

8% used to livestream their own videos, but don't anymore

19% have recently livestreamed their own videos

71% have never livestreamed their own videos

Boys are more likely to have livestreamed than girls (31% vs. 25%).

33% of children from a household that is 'doing well*' have recently created a livestream compared to 14% of those in households that are 'struggling'**.

Caution should be exercised when interpreting livestreaming prevalence data. See page 10 for more details

Question: LQ2: Have you ever livestreamed your own videos?
Base: UK Children aged 8-17: Total (1979), Boys (989), Girls (990), 8-9s (401), 10-12 (591), 13-15 (599), 16-17 (388), Doing well (415), Struggling (545)
Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025


**Based on the child's parents' assessment of their financial well-being and is therefore a subjective measure


Almost all (96%) children who have created a livestream have also watched one

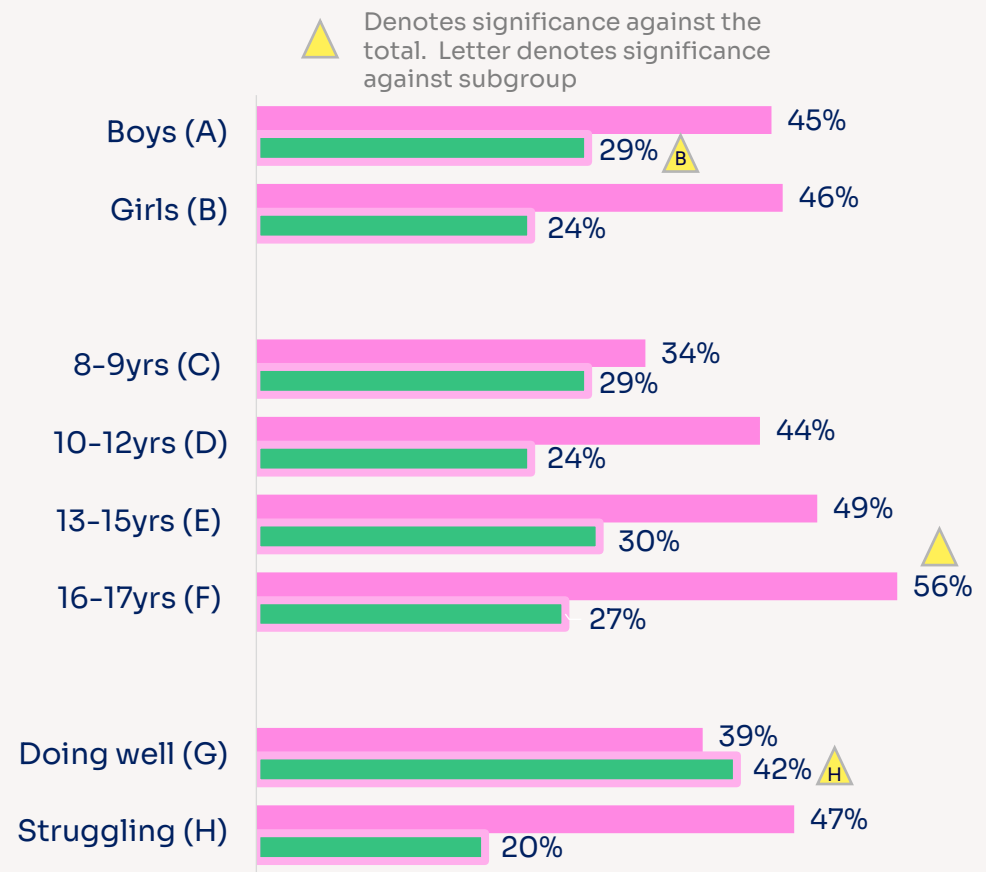
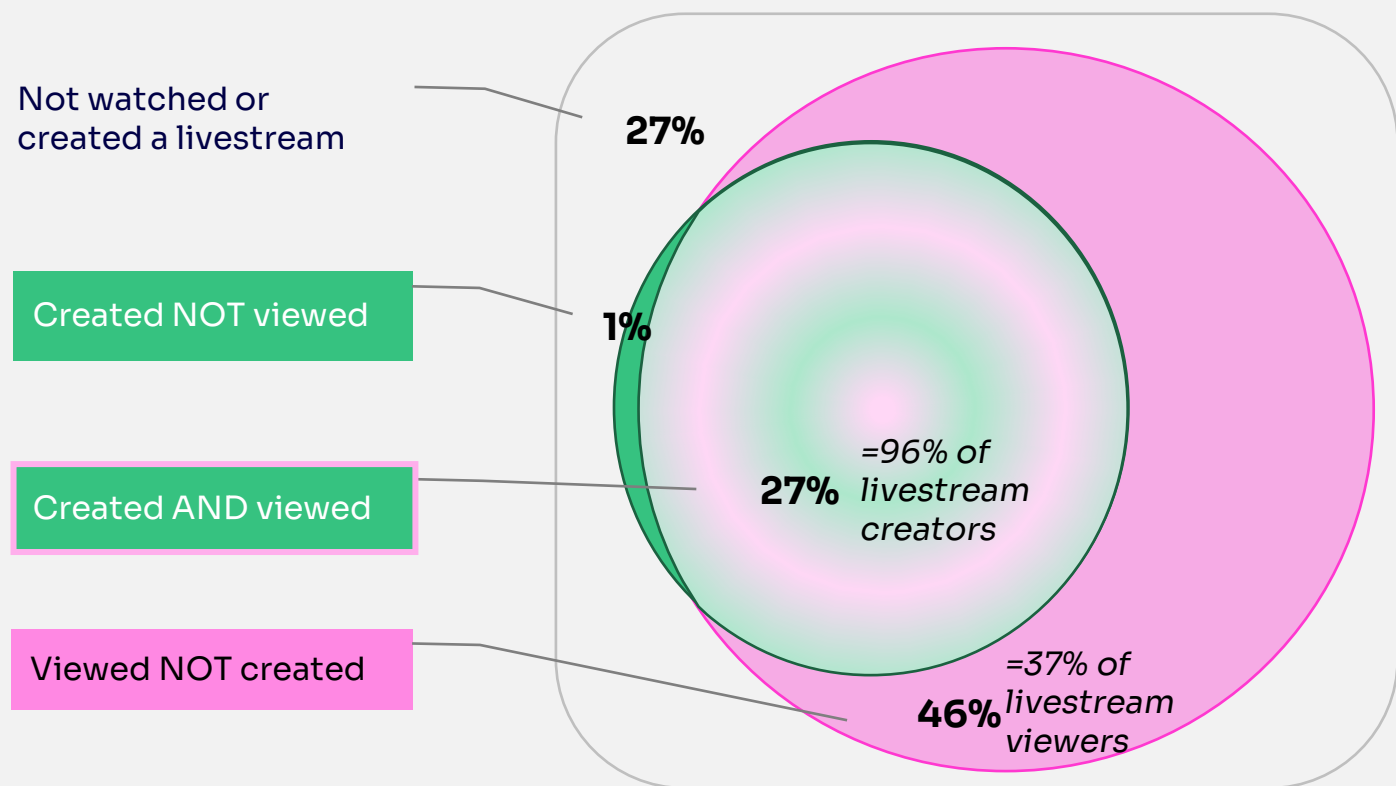


Proportion of children (8-17) undertaking livestreaming activities

Key

 Ever livestreamed own video 28%

 Ever watched a livestreamed video 71*%



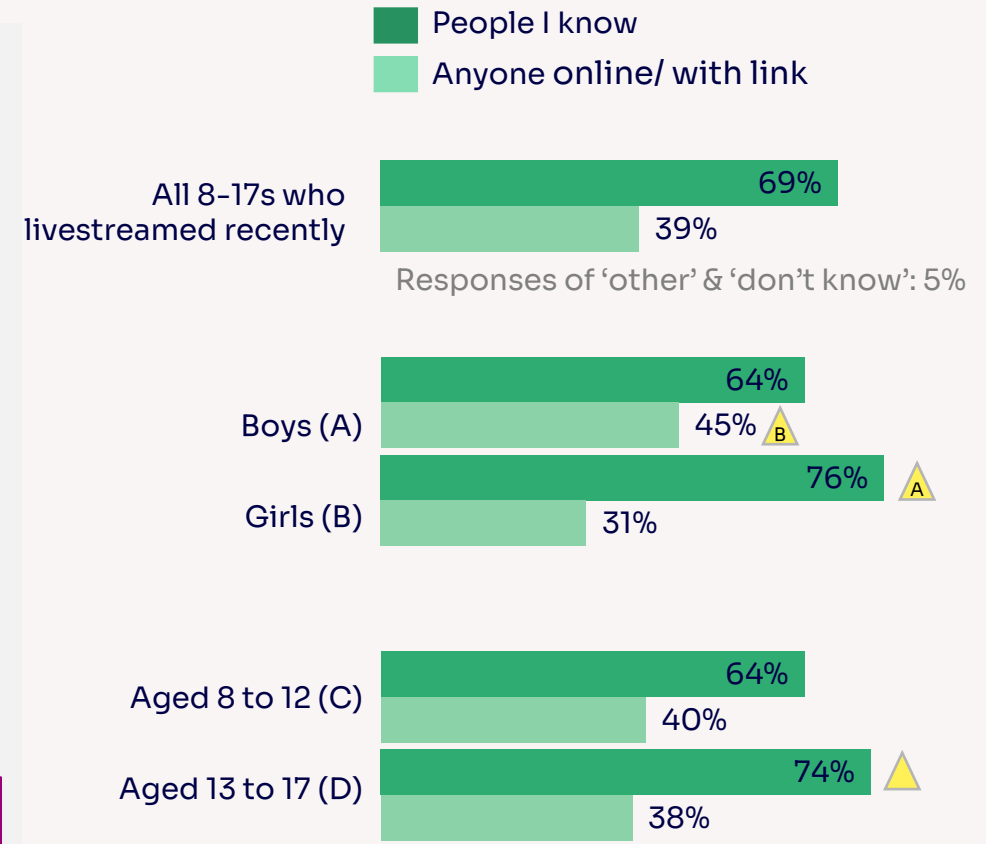
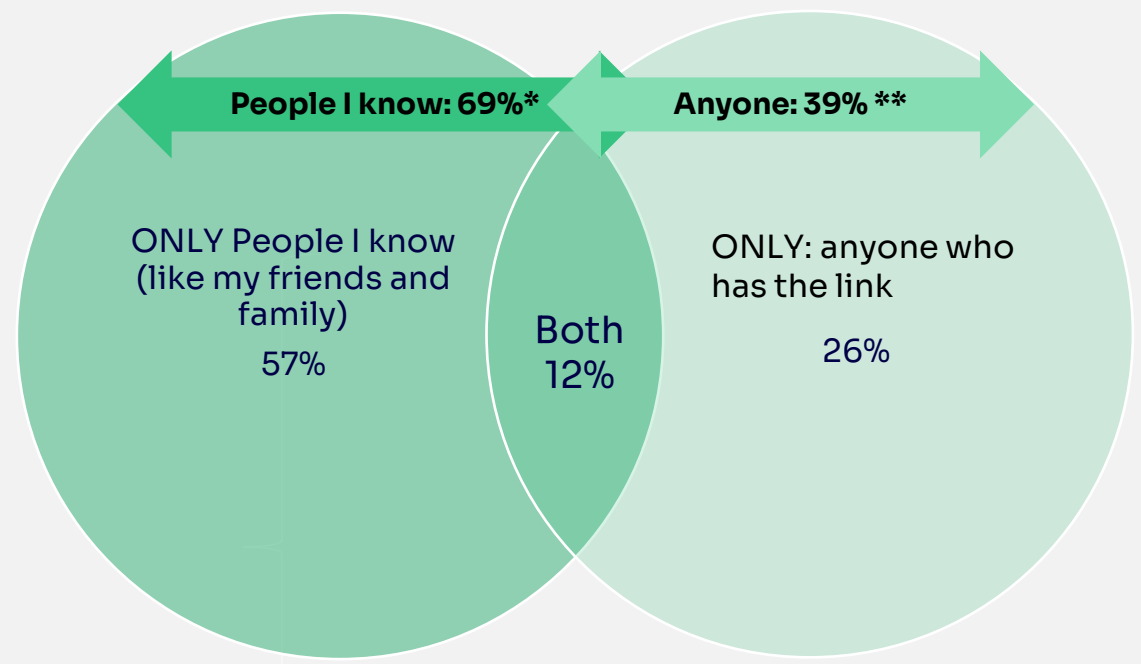
Question: LQ1: Do you ever watch livestreamed videos online? LQ2: Have you ever live-streamed your own videos?
 Base: UK Children aged 8-17: Total (1979), Boys (989), Girls (990), 8-9s (401), 10-12 (591), 13-15 (599), 16-17 (388), Doing well (415), Struggling (545)
 Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025

*Data in this chart for livestream viewers adds to 73%, as is taken from the Children's interaction with online functionalities part 1 survey, which is not the primary data source for viewers' data, and therefore, we have noted the figure quoted in section 2 for consistency.



Four in ten recent livestreamers said they streamed to anyone online/ with a link – boys were more likely to say this (45% vs. 31% girls)*

Audience for streams (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)

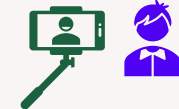


Note: not every platform offers settings to all users that allow them to change their stream audience between private or curated and public. Twitch streams are public, except for monetised creators. Some children indicated that they streamed exclusively to friends and family on Twitch. However, the question posed was 'who do you livestream to,' which could have been understood as either who watches their streams or who has access to view them. This aligns with our qualitative findings, showing that not all children who create streams have audiences beyond their personal acquaintances.

▲ Denoted significance against the total. Letter denotes significance against subgroup

Among all children aged 8-17, i.e., not only those who have livestreamed recently *14%, **8%

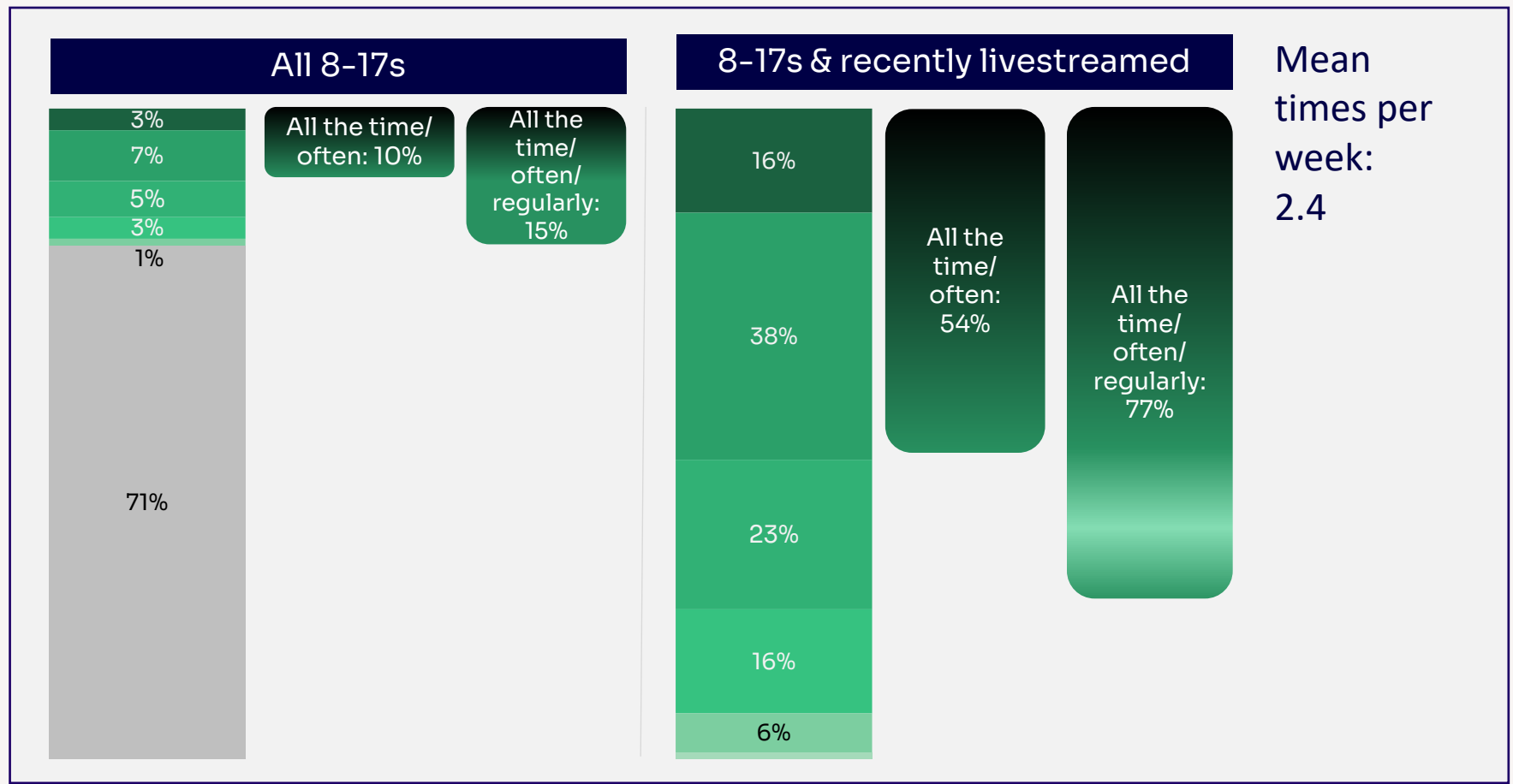
Question: LQ7 Who did you livestream to?- Recent livestreamers only
 Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)
 Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025



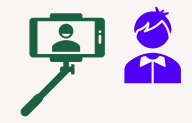
More than half (54%) of 8–17-year-olds who said they had recently livestreamed said they did so ‘all the time’ or ‘often’—equivalent to 10% of all children aged 8–17.

Frequency of creating livestreams (among all children (8-17), and children who have recently livestreamed -19% of children aged 8-17)

All the time (almost daily)	
Often (a few times a week)	
Regularly (around once a week)	
Sometimes (once or twice per month)	
Occasionally (a few times per year)	
Rarely	
Do not livestream	

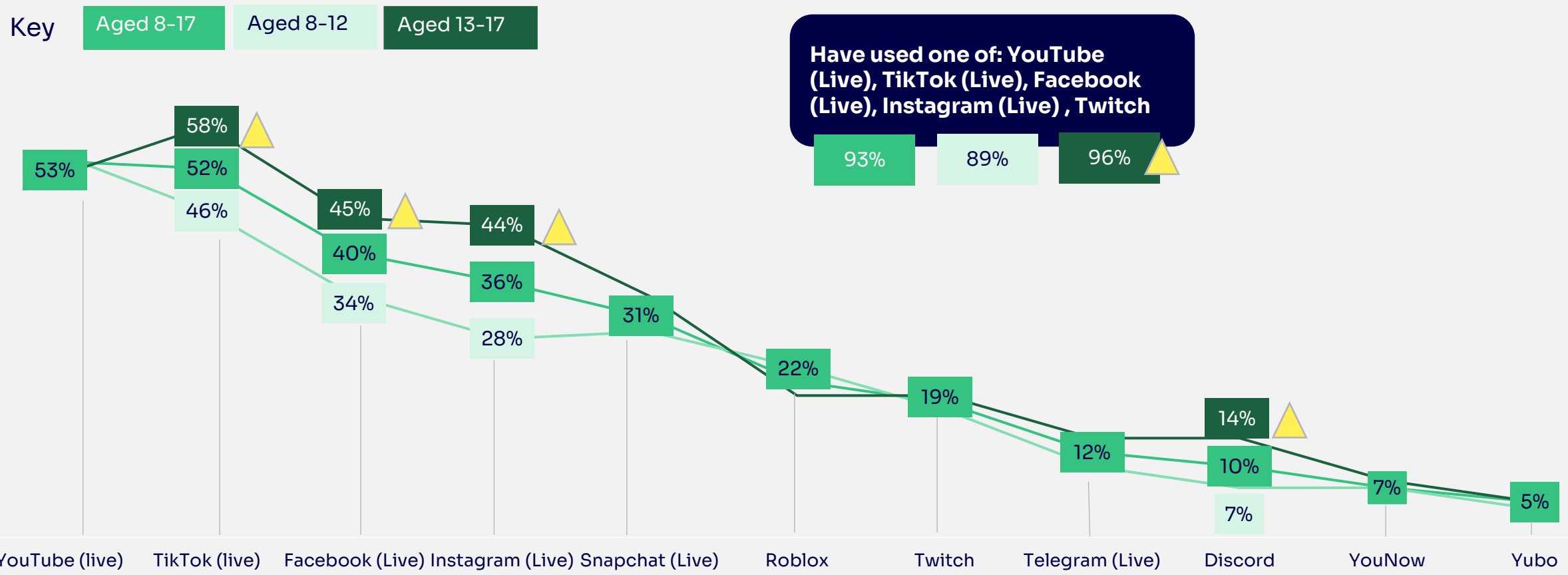


Question: LQ3 - How often do/did you livestream your own videos?
 Base: UK Children aged 8-17: Total (1979), Boys (989), Girls (990), 8-9s (401), 10-12 (591), 13-15 (599), 16-17 (388), Doing well (415), Struggling (545)
 Source: Children’s Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025



Over half of recent livestreamers aged 8-17 said they have used YouTube and TikTok to livestream; usage of TikTok, Facebook, Instagram and Discord was higher for 13-17-year-olds vs. younger children (8-12s)

Platforms usage: ever (among children who have recently livestreamed- 19% of 8-17-year-olds)

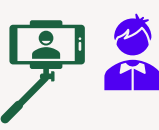


▲ Denotes percentages significantly higher than total at 95% level

Question: LQ4 - Which of the following apps, if any, have you used to livestream your own videos- Recent livestreamers only

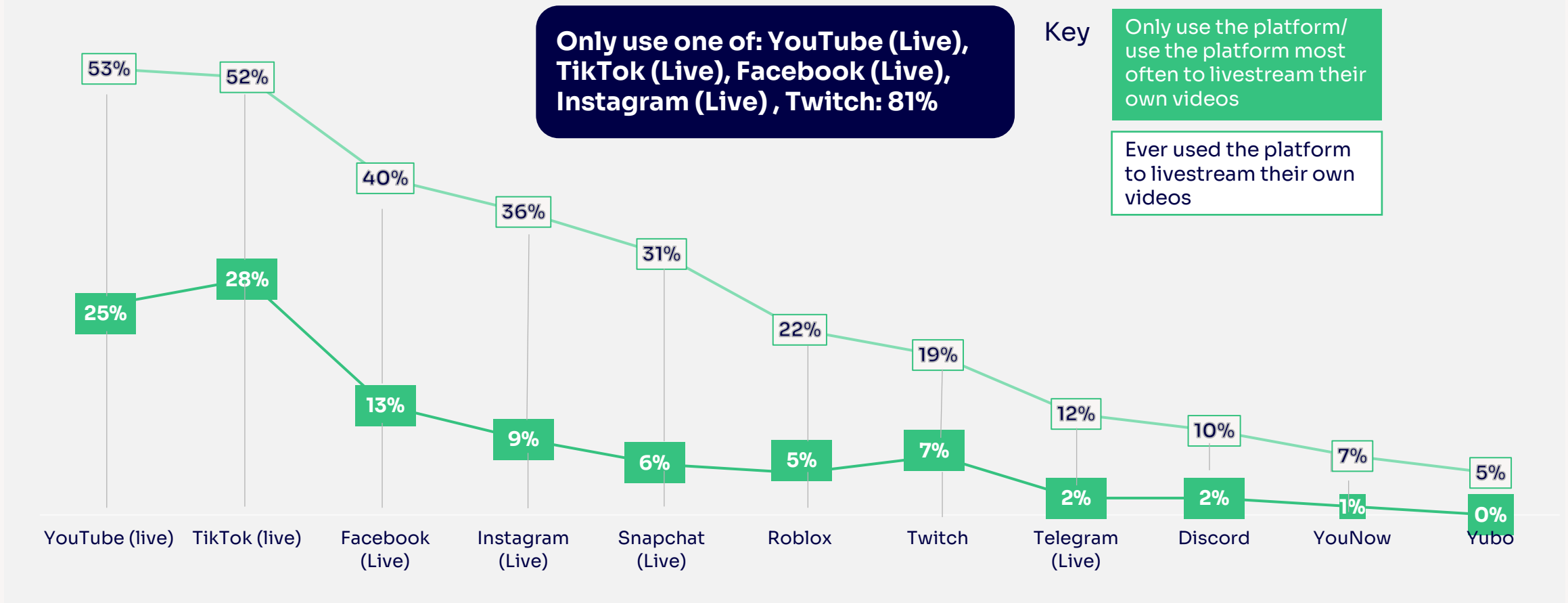
Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025



Over half (53%) of recent 8-17-year-old livestreamers said they only used YouTube or TikTok to livestream, or that they are the platform they use most often to livestream

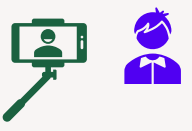
Platform usage: ever and most often/ only platform used (among children who have recently livestreamed- 19% of 8-17-year-olds)



Question: LQ4 - Which of the following apps, if any, have you used to livestream your own videos- Recent livestreamers only

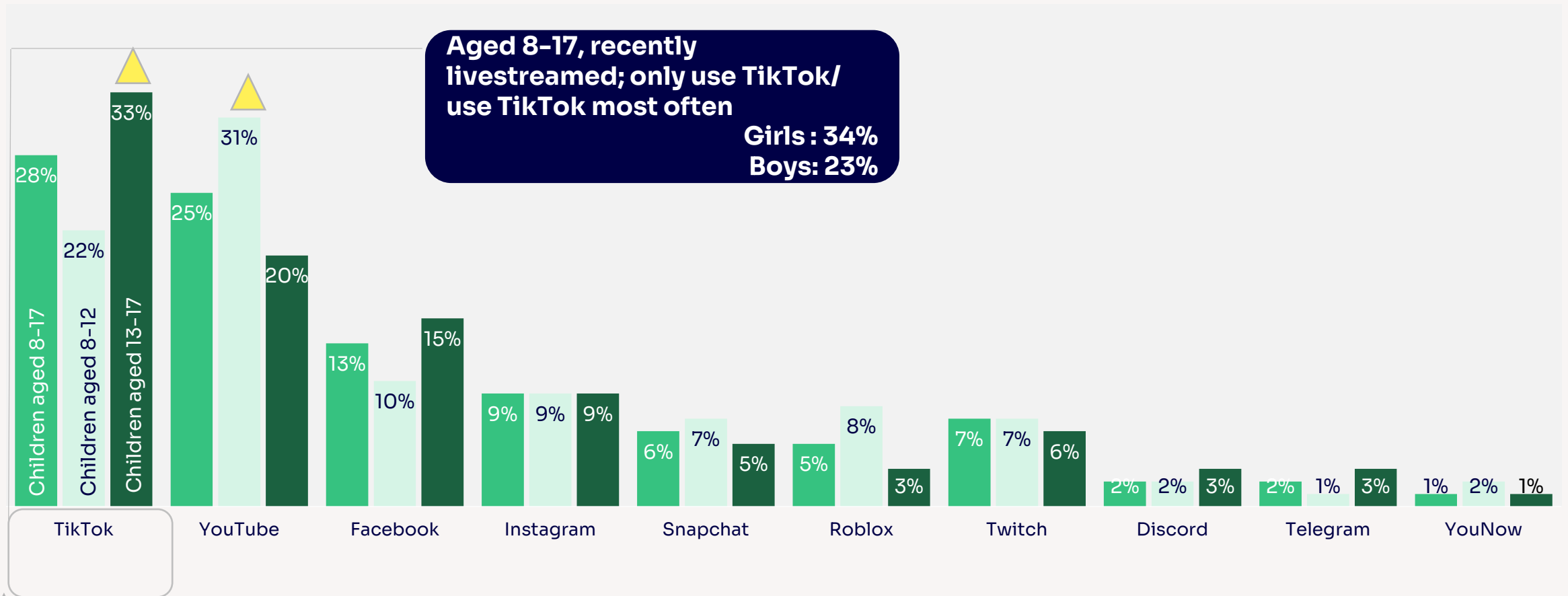
Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025



TikTok is the key platform (only used/ most often used) to livestream for 33% of recent livestreamers aged 13-17

Platform usage: most often/ only platform used (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)



Aged 8-17, recently livestreamed; only use TikTok/ use TikTok most often
Girls : 34%
Boys: 23%

▲ Denotes percentages significantly higher than total at 95% level

Question: LQ5 - Which of the following apps have you used most often? Recent livestreamers only
 Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)
 Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025

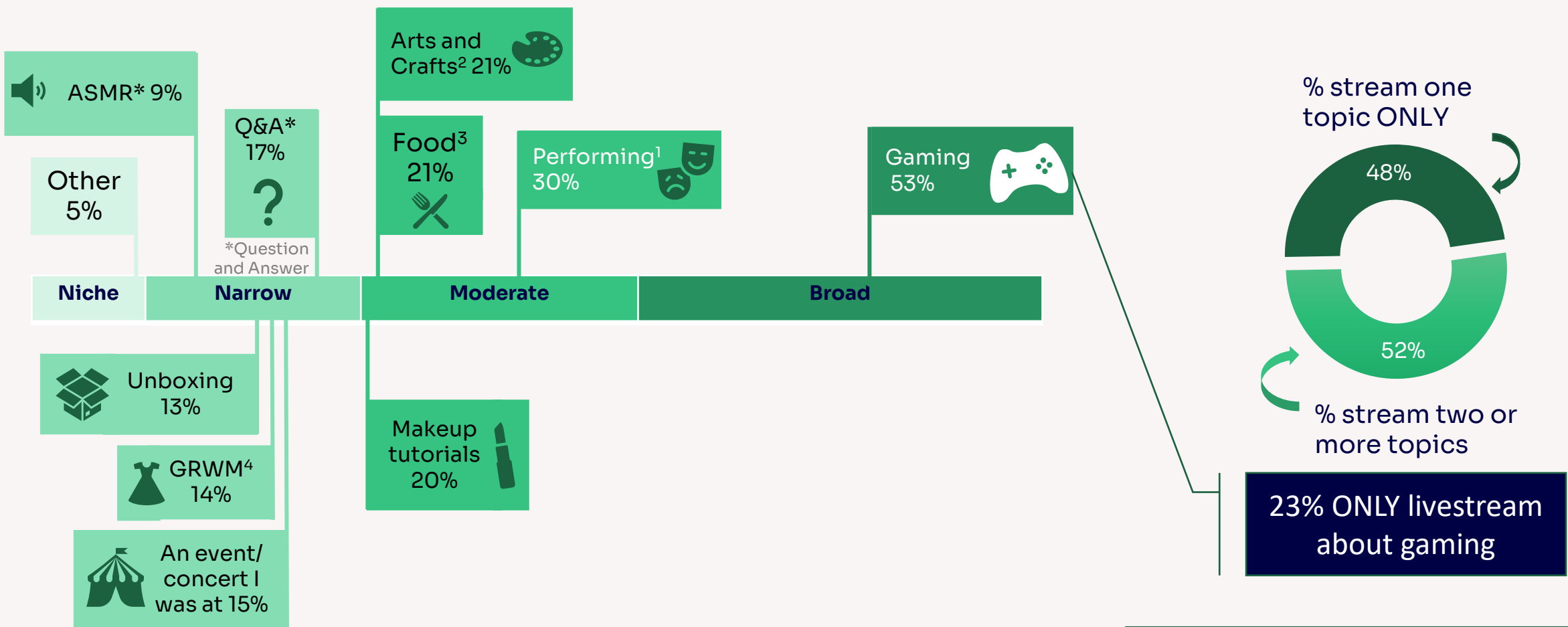
Self-reported content in livestreams (created by 8- 17-year-olds)

(8-17-year-olds)



Over half of 8-17-year-old recent livestream creators said they livestreamed about gaming

Topics of livestreams (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)



Question: LQ6 What did you livestream about?- Recent livestreamers only
 Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)
 Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025

Additional information questionnaire:
 1. e.g. singing, dancing, musical instrument
 2. e.g. drawing, painting, crocheting
 3. e.g. in a restaurant or baking
 4. Get ready with me
 * Full description (not included in questionnaire) is: Autonomous Sensory Meridian Response



'Gaming' is the most popular topic for almost two in three boys who said they have recently livestreamed; girls are more likely to livestream 'performing' content than gaming

Topics of livestreams (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)

		Boys (A)	Girls (B)
Gaming	53%	64% ^B	39%
Performing	30%	21%	41% ^A
Arts & Crafts	21%	15%	28% ^A
Food	21%	18%	24% ^A
Make-up tutorials	20%	11%	31%
Q&A	17%	16%	19%
An event	15%	13%	17%
GRWM	14%	11%	17%
Unboxing	13%	8%	19% ^A
ASMR	9%	8%	12%
Other	5%	6%	3%

Boys are more likely to have recently livestreamed gaming content. And 34% of boys stream gaming content ONLY compared to 8% of girls

Girls are around twice more likely than boys to livestream each of: performing, arts and crafts and unboxing

Stream more than 1 topic: 63% girls, 44% boys

[▲] Denoted significance against the total. Letter denotes significance against subgroup

Question: LQ6 What did you livestream about?- Recent livestreamers only
 Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)
 Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025

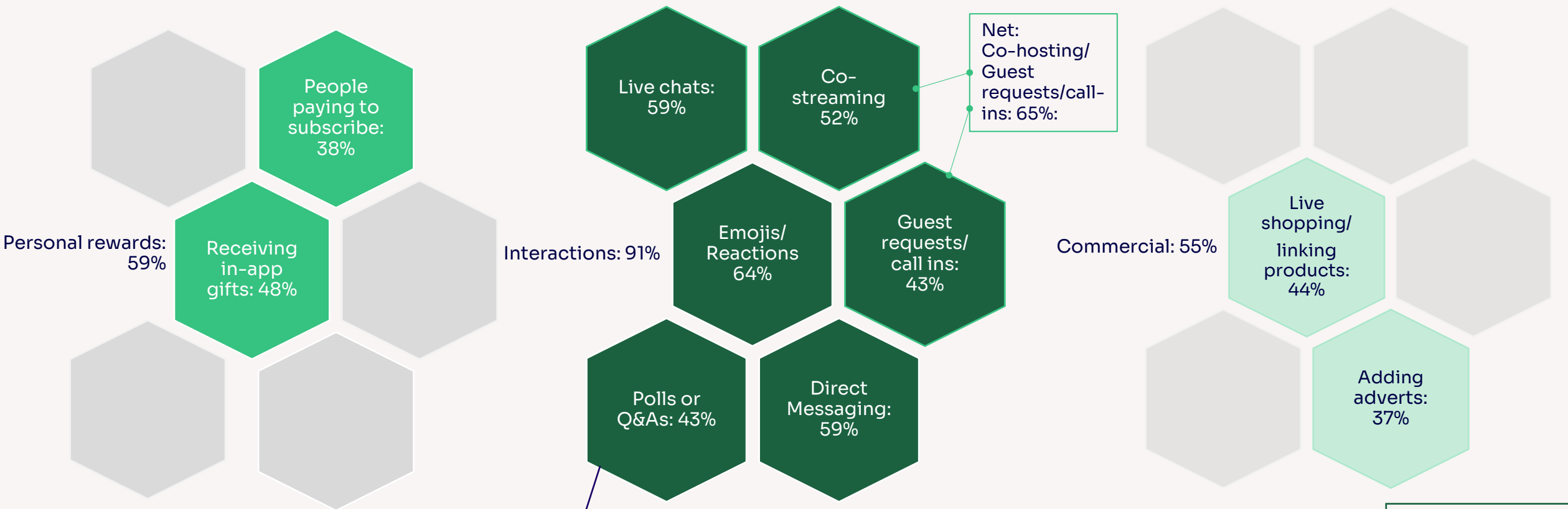
Self reported features used in recent livestreams

(8-17-year-olds)



Almost all livestreamers said they used an interactive feature when livestreaming, half say that they have 'co-streamed'*

Usage of livestreaming features (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)



Note: Based on a response of 'I have used this feature whilst livestreaming', and interpretation may vary from features being available for viewers but not being used as well as those which are being actively used on a stream.

Boys (A): 38%
Girls (B): 50% ▲

*The qualitative research among livestream creators (see slide 5) has more information about how children may 'co-live' or 'guest/' have 'guests' on their streams

▲ Denoted significance against the total. Letter denotes significance against subgroup

Question: LQ8 - Which, if any, of the following features are you aware of, or have used when livestreaming? Recent livestreamers only
Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17 year-olds and their parents. Fieldwork conducted July- August 2025

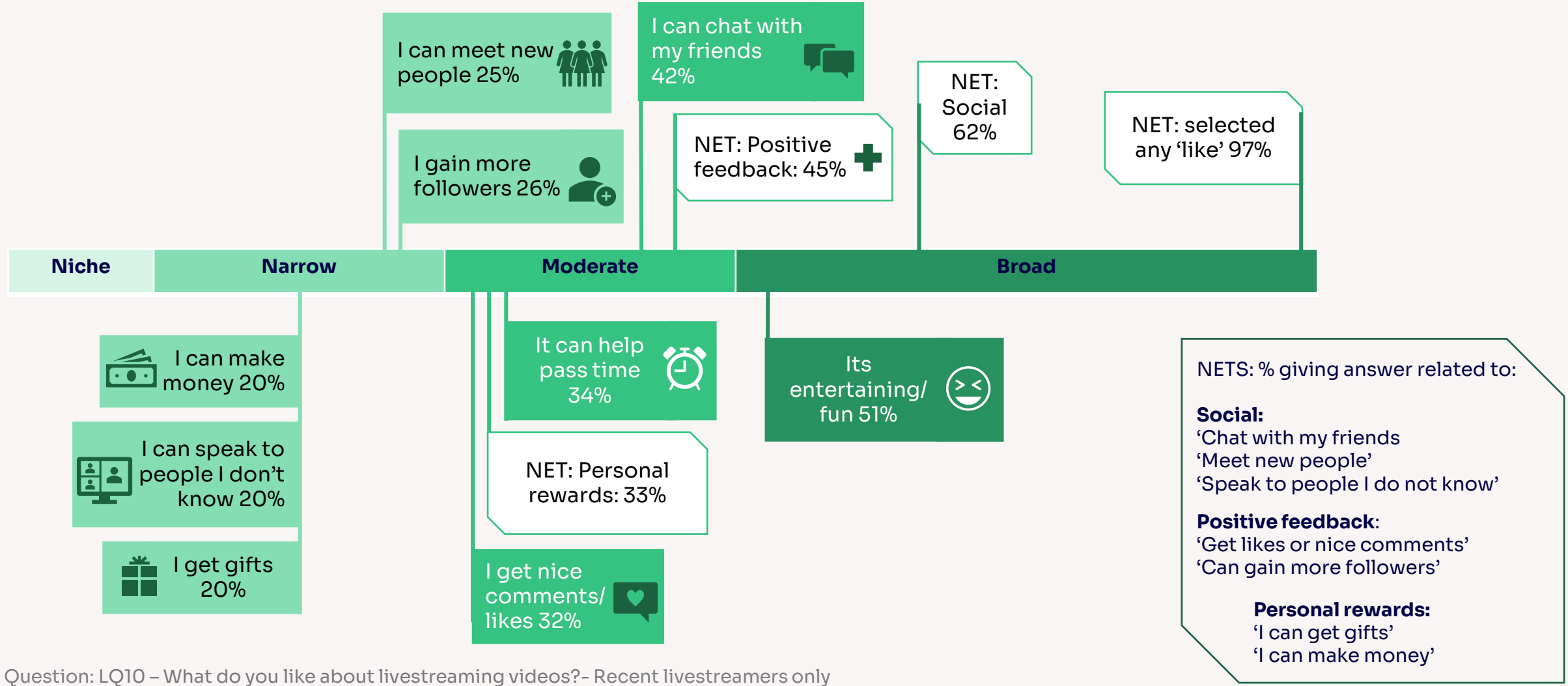
Self-reported positives and negatives of creating livestreams

(8-17-year-olds)

Half of recent livestream creators said they like to livestream because it is entertaining or fun



Perceived positives/ likes of livestreaming- prompted list, including 'nothing' (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)



Question: LQ10 – What do you like about livestreaming videos?- Recent livestreamers only

Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17-year-olds and their parents. Fieldwork conducted July- August 2025

Girls who recently livestreamed were more likely to say they liked receiving 'likes or nice comments' (38% vs. 28% boys)



Perceived positives/ likes of livestreaming- prompted list, including 'nothing' (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)

	Recent livestreamers	Boys (A)	Girls (B)	8-12 (C)	13-17 (D)
NET: Social (Chat with friends, meet new people, speak to people I don't know in real life)	62%	58%	67%	58%	66%
<i>I can chat with friends through it</i>	42%	39%	44%	36%	47%
<i>I can meet new people</i>	25%	22%	29%	23%	27%
<i>I can speak to people I don't know in real life</i>	20%	21%	20%	20%	20%
'It is entertaining / fun	51%	51%	51%	44%	58%
NET: Positive Feedback (Likes, nice comments, followers)	45%	45%	46%	44%	47%
<i>I get likes or nice comments from my audience / viewers</i>	32%	28%	38%	29%	36%
<i>I can gain more followers through it</i>	26%	28%	23%	25%	26%
'NET: I can meet new people or speak to people I don't know in real life (subset of 'social' excluding 'chat with friends')	37%	34%	41%	35%	39%
<i>I can meet new people</i>	25%	22%	29%	23%	27%
<i>I can speak to people I don't know in real life</i>	20%	21%	20%	20%	20%
it can help pass the time	34%	38%	29%	31%	37%
NET: Personal Rewards (Gifts/money)	33%	31%	36%	33%	32%
<i>I can make money through it</i>	20%	18%	22%	18%	22%
<i>I get gifts from my audience / viewers</i>	20%	18%	22%	21%	19%

Denoted significance against the total. Letter denotes significance against subgroup

Question: LQ10 - What do you like about livestreaming videos?- Recent livestreamers only

Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17-year-olds and their parents. Fieldwork conducted July- August 2025



Children who said they stream more than one type of content (topic) were more likely to 'like' several different aspects of livestreaming, including 'speaking to people I don't know in real life' (32% vs. 8% who stream one topic only)

Perceived positives/ likes of livestreaming - prompted list, including 'nothing' (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)

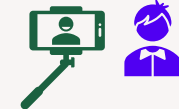
	All	Stream 1 topic only (A)	Stream more than 1 topic (B)	People I know like my friends and family (C)	Anyone online/ who has the link (D)
NET: Social (Chat with friends, meet new people, speak to people I don't know in real life)	62%	49%	73%	66%	64%
<i>I can chat with friends through it</i>	42%	38%	45%	44%	41%
<i>I can meet new people</i>	25%	14%	35%	25%	31%
<i>I can speak to people I don't know in real life</i>	20%	8%	32%	23%	27%
'It is entertaining / fun	51%	49%	53%	55%	57%
NET: Positive Feedback (Likes, nice comments, followers)	45%	21%	43%	35%	43%
<i>I get likes or nice comments from my audience / viewers</i>	32%	25%	39%	37%	33%
<i>I can gain more followers through it</i>	26%	19%	32%	29%	32%
'NET: I can meet new people or speak to people I don't know in real life (subset of 'social' excluding 'chat with friends')	37%	19%	53%	38%	47%
<i>I can meet new people</i>	25%	14%	35%	25%	31%
<i>I can speak to people I don't know in real life</i>	20%	8%	32%	23%	27%
it can help pass the time	34%	26%	41%	37%	34%
NET: Personal Rewards (Gifts/money)	33%	21%	43%	35%	43%
<i>I can make money through it</i>	20%	15%	24%	24%	21%
<i>I get gifts from my audience / viewers</i>	20%	10%	29%	19%	31%

Denoted significance against the total. Letter denotes significance against subgroup

Question: LQ10 - What do you like about livestreaming videos? - Recent livestreamers only

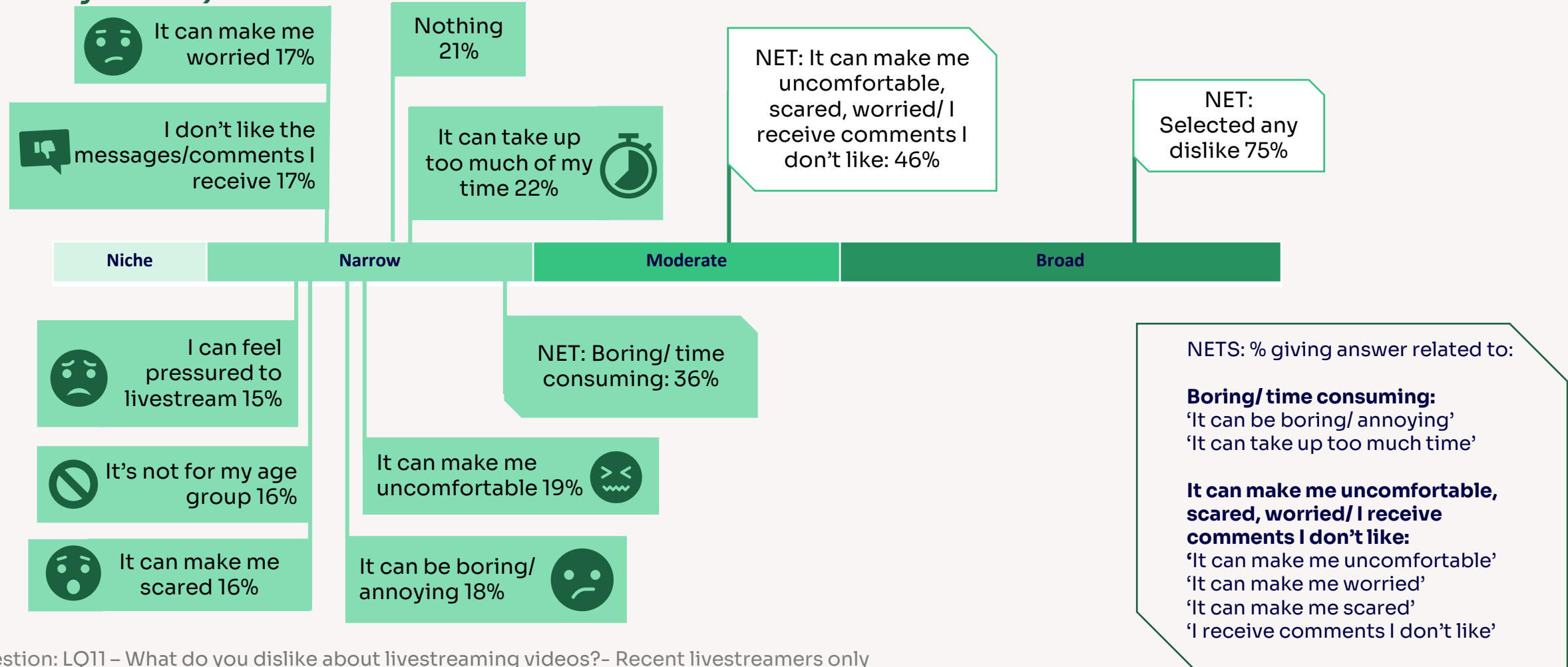
Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17-year-olds and their parents. Fieldwork conducted July- August 2025

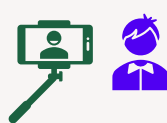


Recent livestream creators said livestreaming could be uncomfortable, make them feel worried, scared, or lead to comments they don't like (46%).

Perceived negatives/ dislikes of livestreaming - prompted list, including 'nothing' (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)





Question: LQ11 – What do you dislike about livestreaming videos?- Recent livestreamers only
Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)
Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17-year-olds and their parents. Fieldwork conducted July- August 2025



Girls were more likely than boys (25% vs. 15%) to say that they disliked livestreaming as it 'can make me uncomfortable'. Boys were more likely than girls to say they 'can feel pressured' to livestream

Perceived negatives/ dislikes of livestreaming – prompted list, including 'nothing' (among recent livestreamers aged 8-17 – 19% of 8-17-year-olds)

	All	Boys (A)	Girls (B)	People I know like my friends and family (C)	Anyone online/ who has the link (D)
At least one dislike	75%	72%	77%	75%	76%
NET: It can make me uncomfortable, scared or worried/ receive comments I don't like	46%	42%	51%	46%	45%
<i>It can make me uncomfortable</i>	19%	15%	25% 	21%	17%
<i>It can make me scared</i>	16%	17%	16%	16%	18%
<i>It can make me worried</i>	17%	15%	19%	16%	13%
<i>I don't like the messages or comments I receive when I livestream</i>	17%	17%	16%	17%	17%
NET: Boring / Time consuming	36%	34%	37%	36%	35%
<i>It can be boring / annoying</i>	18%	18%	17%	18%	23%
<i>It can take up too much of my time</i>	22%	21%	23%	22%	17%
It's not for my age group	16%	15%	18%	19%	13%
I can feel pressured to livestream	14%	19% 	9%	14%	15%

 Denoted significance against the total. Letter denotes significance against subgroup

Question: LQ11 – What do you dislike about livestreaming videos?– Recent livestreamers only

Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17-year-olds and their parents. Fieldwork conducted July- August 2025



Those streaming more than one type of content (topic) were more likely to dislike' several different aspects of livestreaming, including 'it can make me uncomfortable' (29% vs. 9%)

Perceived negatives/ dislikes of livestreaming - prompted list, including 'nothing' (among recent livestreamers aged 8-17 - 19% of 8-17-year-olds)

	All	Stream 1 topic only (A)	Stream more than 1 topic (B)	Gaming (C)	GRWM/ Q&As (D)
At least one dislike	75%	68%	81% ▲ _A	71%	86% ▲ _C
NET: It can make me uncomfortable, scared or worried/ receive comments I don't like	46%	38%	54% ▲ _A	41% ▼	60% ▲ _C
<i>It can make me uncomfortable</i>	19%	9%	29% ▲ _A	17%	29% ▲ _C
<i>It can make me scared</i>	16%	13%	20%	15%	22%
<i>It can make me worried</i>	17%	13%	21% ▲ _A	19%	24% ▲
<i>I don't like the messages or comments I receive when I livestream</i>	17%	13%	20%	12% ▼	26% ▲ _C
NET: Boring / Time consuming	36%	27%	43% ▲ _A	34%	48% ▲ _C
<i>It can be boring / annoying</i>	18%	16%	19%	18%	24%
<i>It can take up too much of my time</i>	22%	14%	30% ▲ _A	21%	34% ▲ _C
It's not for my age group	16%	15%	18%	17%	23%
I can feel pressured to livestream	14%	10%	18% ▲ _A	14%	23% ▲ _C

▲▼ Denoted significance against the total. Letter denotes significance against subgroup

Question: LQ11 - What do you dislike about livestreaming videos? - Recent livestreamers only

Base: UK Children aged 8-17 who have recently livestreamed: Total (389), Boys (209), Girls (180), 8-12 (191), 13-17 (198)

Source: Children's Interaction with Online Functionalities Part 1. Online survey of 8-17-year-olds and their parents. Fieldwork conducted July- August 2025

Section 2: Children who view livestreams

Defined in the survey as:

Livestreaming is a bit like live TV; it allows people to watch videos on their devices at the same time as they are being made. People usually livestream through websites or apps like Twitch, YouTube Live, or TikTok Live etc. This is different from video calling (like on FaceTime or WhatsApp), where people talk directly to each other rather than broadcasting to a wider audience.



Summary of key findings: viewing livestreams

A majority of children aged 8-17 watch livestreams - 71% said that they had **ever** watched a livestream. Viewing takes place both live and after the stream: around half of 8-17 year olds have watched **live** livestreams (49%) and 34% have watched **recorded** livestreams. Children tended to watch either live or recorded content, with only 12% watching both; 37% watched live content only and 22% recorded content only.

- Real-time viewing of streams increased with age. Around six in ten (56%) children aged 13-17 said they watched livestreams in-real time (live), compared with around four in ten (43%) children aged 8-12.
- Most children who watch livestreams in real-time are actively engaged, with 72% taking part in at least one interactive behaviour. These interactions most commonly involve features such as reactions (42%), polls (27%) or live chat (26%), while fewer children report financial engagement, such as sending gifts or spending money (18%).
- Gaming dominates livestream viewing, with 63% of viewers having watched gaming content. However, viewing patterns are gendered: boys are significantly more likely than girls to watch gaming livestreams (78% vs. 45%), while girls are more likely to watch a broader range of content types, including performing, make-up tutorials, arts and crafts, GRWM and ASMR content.

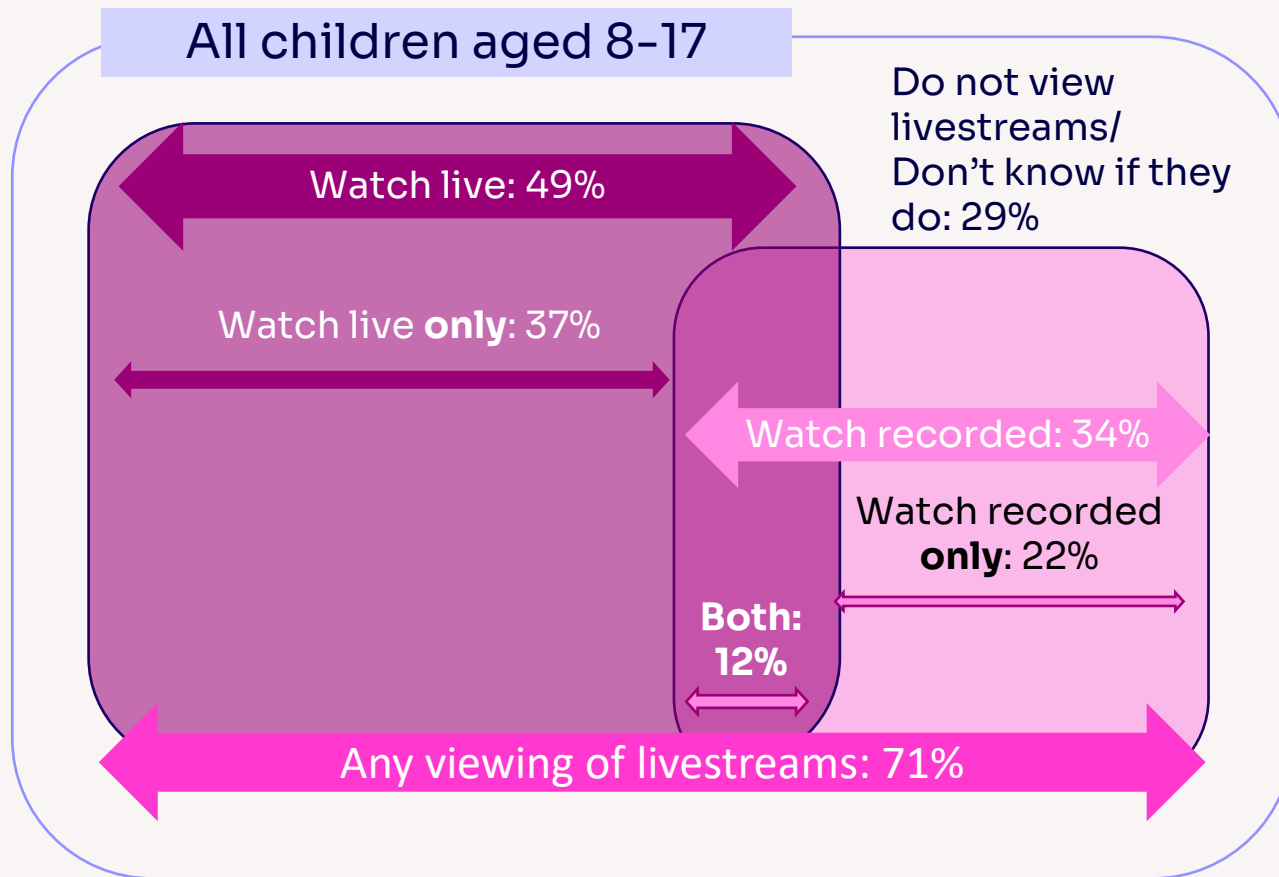


The data in this report is based on survey responses rather than observed activity. While descriptions were provided, children and parents may interpret livestreaming differently. See page 10 for more details.



A majority (71%) of children aged 8-17 say they have viewed a livestream, 49% (almost half) said they watched the stream 'live'

Incidence/ means of viewing livestreams (among all children 8-17)



Description of livestreaming used in the survey:

Livestreaming is a bit like live TV; it allows people to watch videos on their devices at the same time as they are being made. People usually livestream through websites or apps like Twitch, YouTube Live, or TikTok Live etc. This is different from video calling (like on FaceTime or WhatsApp), where people talk directly to each other rather than broadcasting to a wider audience.

Caution should be exercised when interpreting livestreaming prevalence data. See page 10 for more details

Question: CLS1 – Have you ever watched a livestream?

Base: UK Children aged 8-17 who go online: Total (1490), Boys (749), Girls (741), 8-9s (286), 10-12 (438), 13-15 (460), 16-17 (306)

Source: Children's Interaction with Online Functionalities Part 2. Online survey of 8-17-year-olds and their parents. Fieldwork conducted October- November 2025

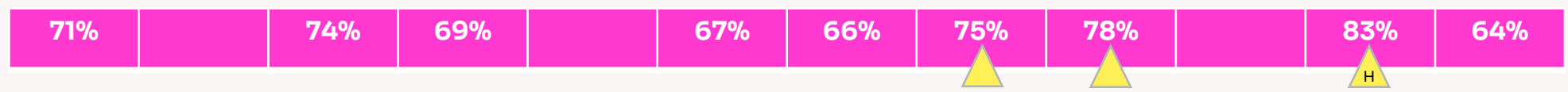


Livestream viewing increases with age (67% of 8–9s to 78% of 16–17s), with a steeper increase for live viewing (42% to 59% over the same age range)

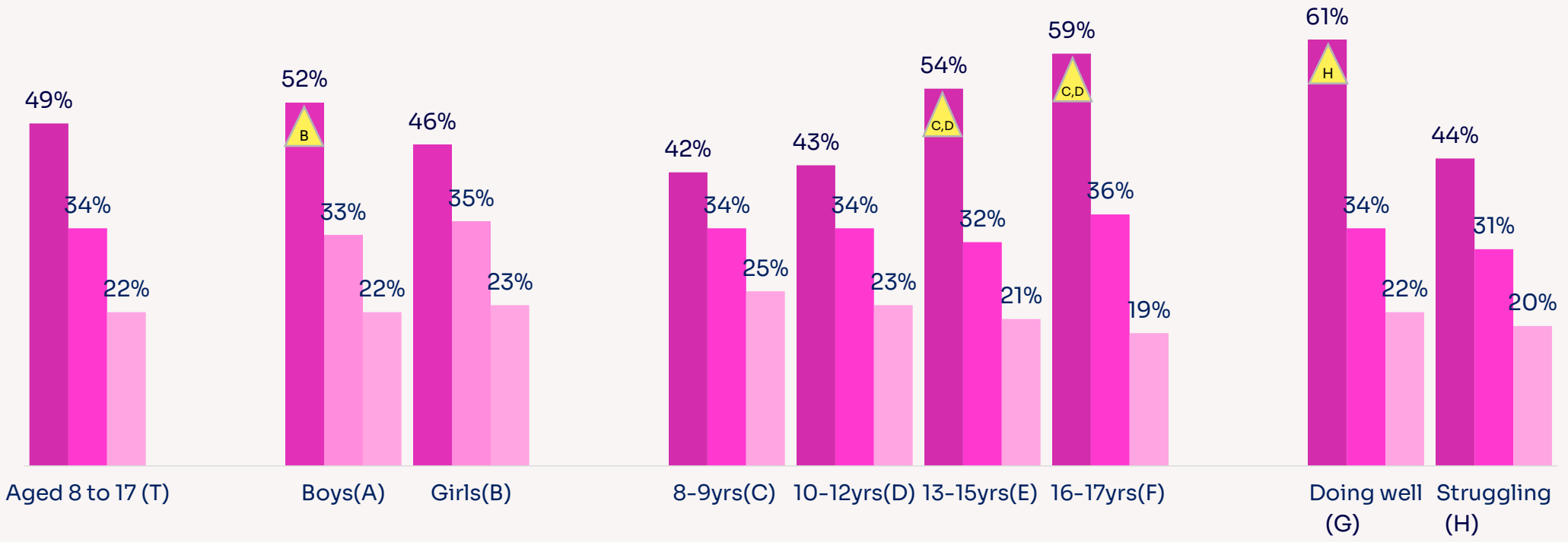
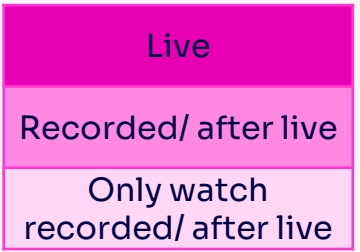
Incidence of viewing livestreams (viewers) (among all children 8–17)

▲ Denoted significance against the total. Letter denotes significance against subgroup

View livestreams (in any way)



View livestreams when:



Question: CLS1 – Have you ever watched a livestream?

Base: UK Children aged 8-17 who go online: Total (1490), Boys (749), Girls (741), 8-9s (286), 10-12 (438), 13-15 (460), 16-17 (306), ABC1 (867), C2DE (623)

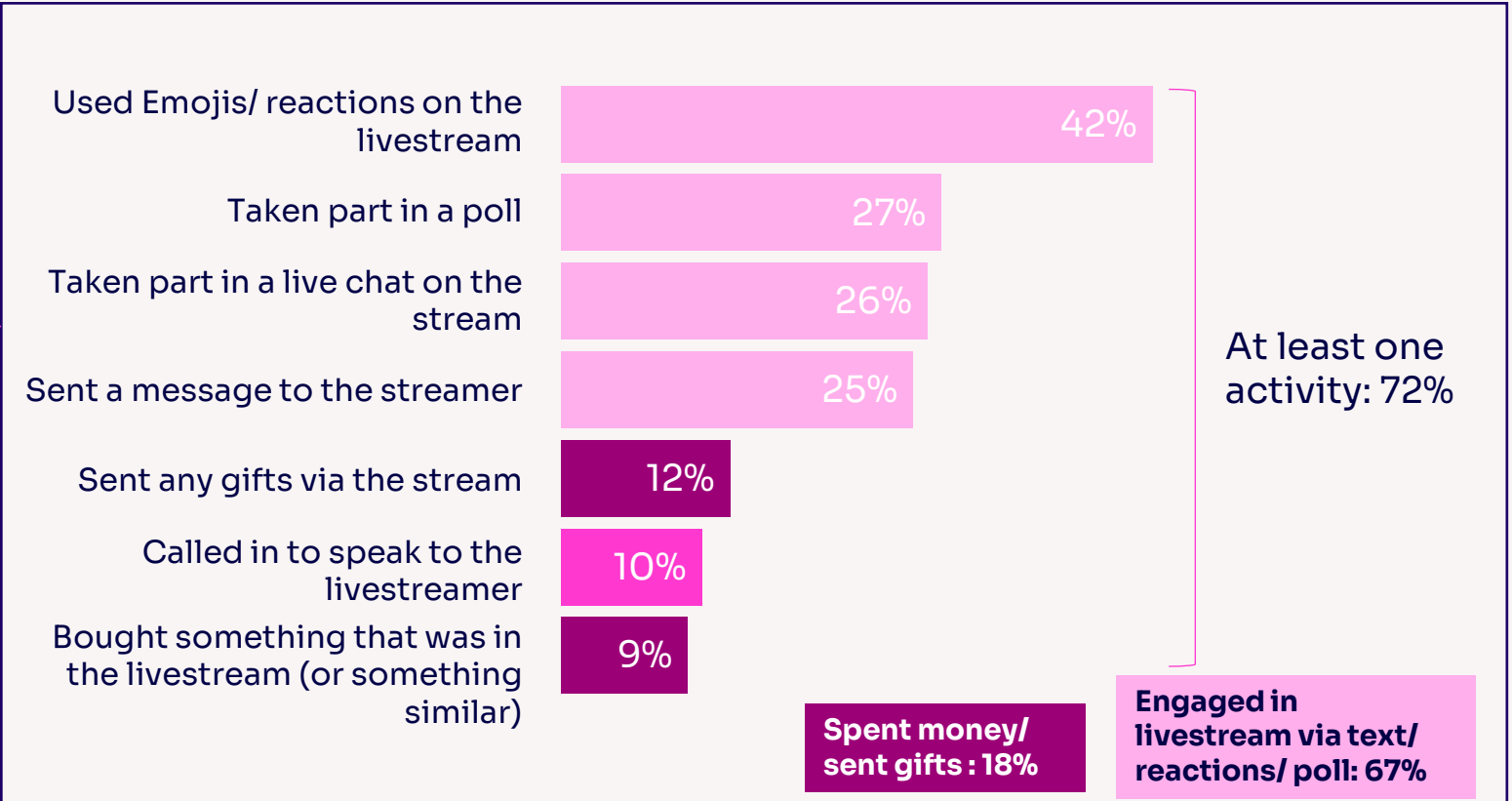
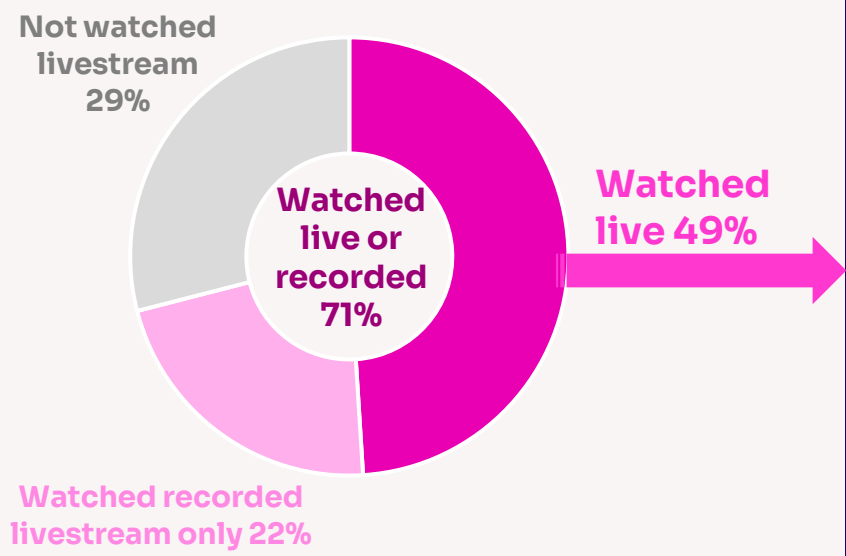
Source: Children’s Interaction with Online Functionalities Part 2. Online survey of 8–17-year-olds and their parents. Fieldwork conducted October- November 2025



A majority (72%) children who have viewed a livestream *in real-time* have engaged with a livestream – most commonly via emojis/ reactions on a stream

Proportion of children aged 8-17 who have watched a livestream when in real-time

Activities undertaken by children when watching a livestream (among children aged 8-17 who watched a livestream in real-time (live))



Question: CLS3 – And when watching a livestream, have you ever done these things?

Base: UK Children aged 8-17 who have watched a livestream in real-time: Total 756,

Source: Children’s Interaction with Online Functionalities Part 2. Online survey of 8-17-year-olds and their parents. Fieldwork conducted October- November 2025



Children aged 8–9 are more likely than older children to say they spend money/send gifts when watching a livestream *in real-time*

Activities undertaken by children when watching a livestream (among children aged 8–17 who have watched a livestream in real-time)

▲ Denoted significance against the total. Letter denotes significance against subgroup

		Aged 8–9 (A)	Aged 10–12 (B)	Aged 13–15 (C)	Aged 16–17 (D)
Used Emojis/ reactions on the livestream	42%	42%	44%	41%	40%
Taken part in a poll	27%	35% ▲ B	24%	27%	25%
Taken part in a live chat on the stream	26%	28%	22%	27%	27%
Sent a message to the streamer	25%	26%	31% ▲ D	25%	19%
Sent any gifts via the stream	12%	16%	10%	13%	11%
Called in to speak to the livestreamer	10%	15% ▲ D	11%	10%	6%
Bought something that was in the livestream (or something similar)	9%	16% ▲	8%	8%	7%
At least one activity in bar chart: 72%		76%	76%	70%	68%
Any of: Engaged in livestream via text/ reactions/ poll: 67%		73%	71%	64%	63%
Any of: Spent money/ sent gifts : 18%		27% ▲	14%	17%	16%

Note no significant differences by gender

Question: CLS3 – And when watching a livestream, have you ever done these things?

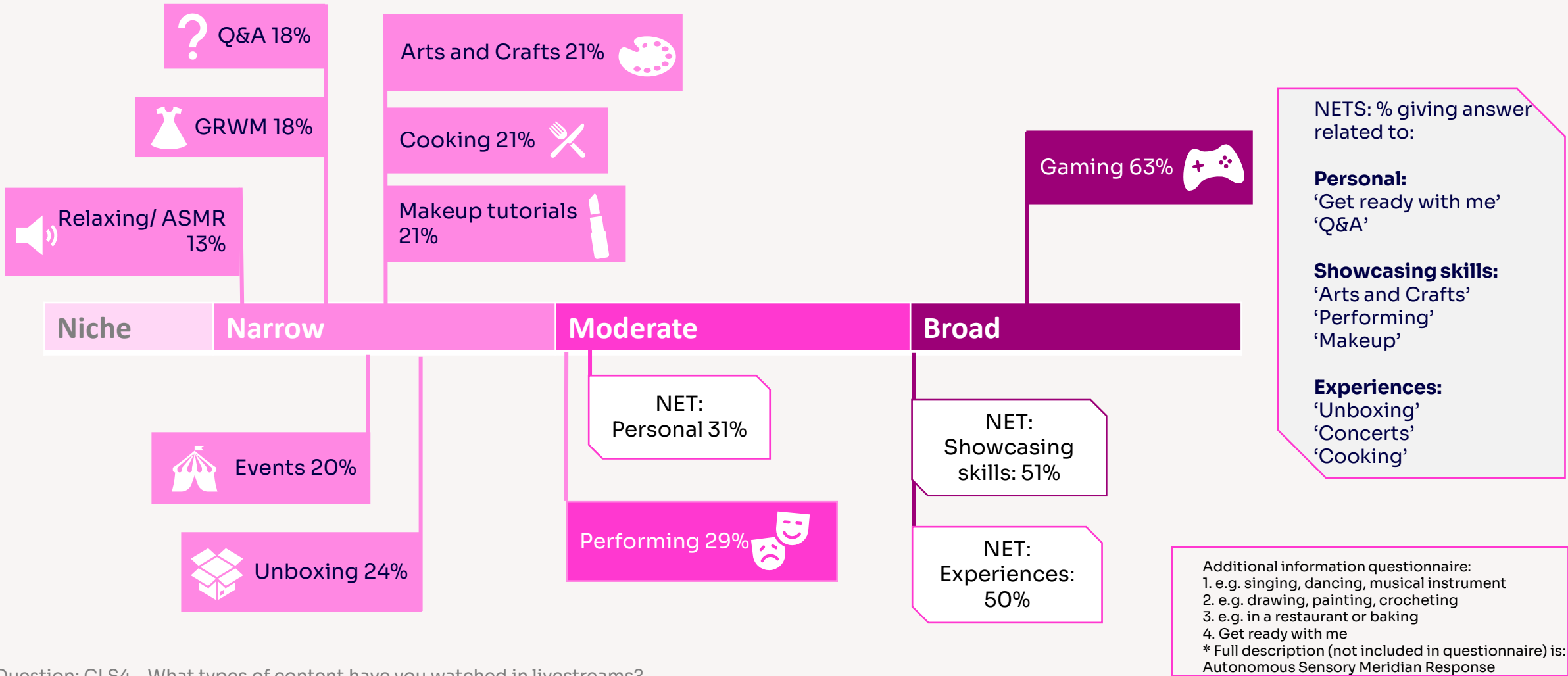
Base: UK Children aged 8–17 who have watched a livestream in real-time: Total (756), 8–9 (124), 10–12 (201), 13–15 (254), 16–17 (177)

Source: Children's Interaction with Online Functionalities Part 2. Online survey of 8–17-year-olds and their parents. Fieldwork conducted October – November 2025



Most children who have viewed livestreams in real-time have watched gaming content

Content of viewed livestreams (among children aged 8-17 who have watched a livestream in real-time)



Question: CLS4 – What types of content have you watched in livestreams?

Base: UK Children aged 8-17 who have watched a livestream when in real-time : Total (756)

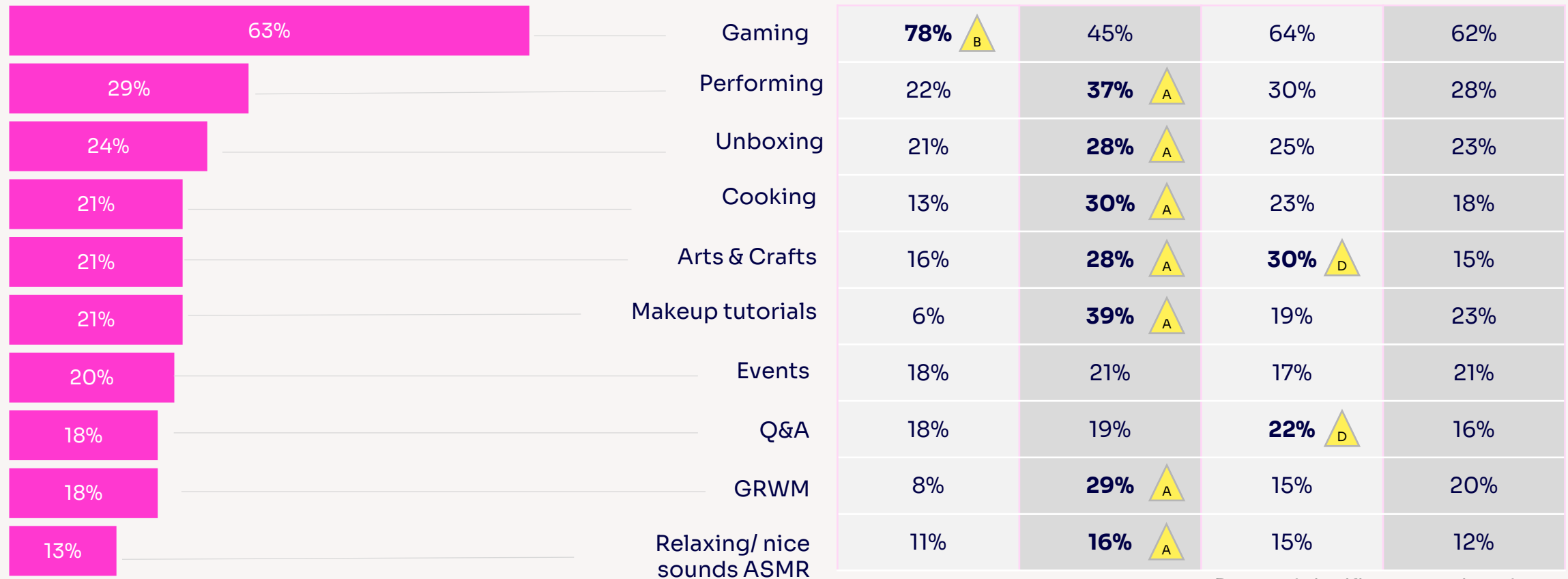
Source: Children’s Interaction with Online Functionalities Part 2. Online survey of 8-17-year-olds and their parents. Fieldwork conducted October- November 2025



Fewer girls watch gaming content than boys (45% vs 78%), with girls engaging across a broader mix of content types

Content of viewed livestreams (among children aged 8-17 who have watched a livestream in real-time)

See slide 38 for full descriptions of content



Denoted significance against the total.
 Letter denotes significance against subgroup

Question: CLS4 – What types of content have you watched in livestreams?

Base: UK Children aged 8-17 who go online: Total (756), Boys (403), Girls (353), 8-12 (325), 13-17 (431).

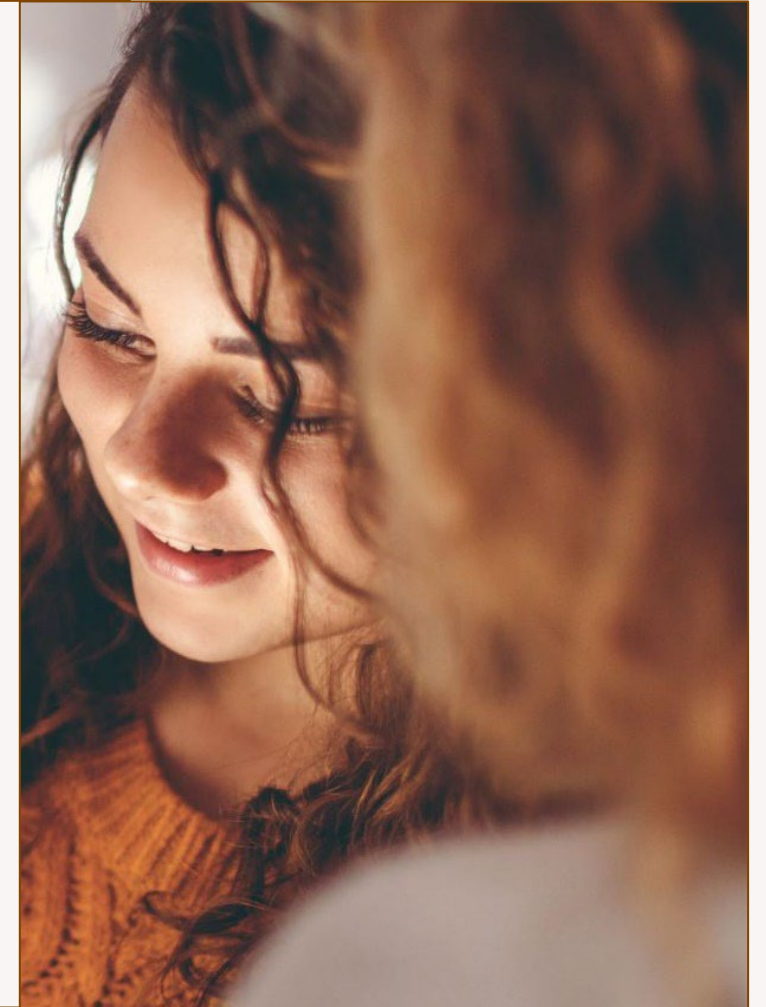
Source: Children’s Interaction with Online Functionalities Part 2. Online survey of 8-17-year-olds and their parents. Fieldwork conducted October- November 2025

Section 3: Parents' views – of livestreaming



Summary of key findings: parental views

- Parents of 8–17-year-olds hold a range of views on the benefits and risks associated with children (at the age of their child aged 8-17) viewing and creating livestreaming*. Parental perceptions of livestream viewing are balanced (32% see a net benefit vs 33% a net risk), while creating is viewed more negatively (25% vs 41%, net -16pp).
- However, among those parents whose children engage with livestreaming**, perceptions are more positive: 44% of parents whose child said they view livestreams (in real time) feel there is a benefit to this activity, vs 23% risk (net +22pp), and similarly, for creating streams there is a similar more positive balance, 48% vs 25% (net +23pp).
- Most parents said that age restrictions should apply to livestreaming, with views consistent regardless of whether their child watched or created livestreams. Around 63% felt restrictions were appropriate for viewing, and 70% for creating livestreams. These views were consistent regardless of the child's age or gender. Half of parents who think there should be age restrictions believe the appropriate age for children to watch livestreams should be at least 14, and for creating them, at least 16.
- When asked about experiences in the past six months, parents were more likely to report negative livestreaming-related experiences whose children created livestreams*** compared to those parents whose children viewed streams (12% vs 5%).



*This data is based on parents' interpretation of questions in a survey. Descriptions of livestreaming were provided in the survey. Please see page 10 for more details

**Using the median – this is the age at which at least half of parents say this age or older

***Questions were asked of children aged 8-17 regarding their use of livestreaming. This followed questions asked of their parents.

Coverage in this section

Data was collected about risks/ benefits of livestreaming, along with parents perceptions of whether livestreaming needed age restrictions (and what age), and whether parents thought any negative online experiences their child had in the last 6 months were from a livestreaming activity*.

Risks/ benefits of functionality to their child/ children of the same age**

Please think broadly about how your, or other children of the same age may use the following online activities. In your opinion, do the benefits of them using these things outweigh the risks?

If age restrictions should apply to functionality, and what age would be appropriate

In your opinion, should there be age restrictions on the following types of online features or functionalities?

What do you think is the appropriate age to be able to access ...? (open numeric)

Any negative experiences online using livestreaming

In the last six months, are you aware of your child having a negative experience online?

Did this negative experience happen when they were doing any of these things...?

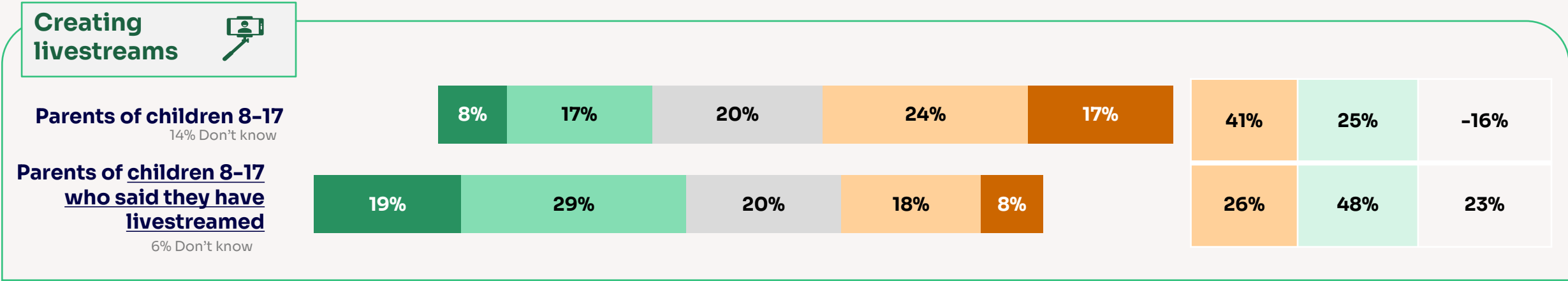
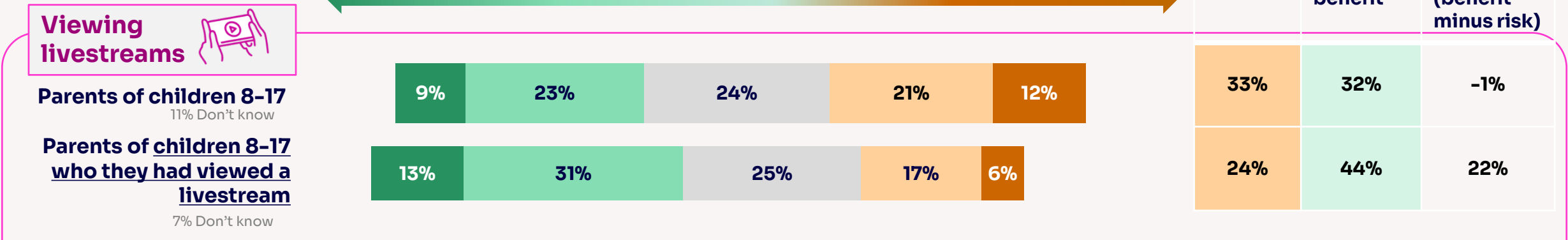
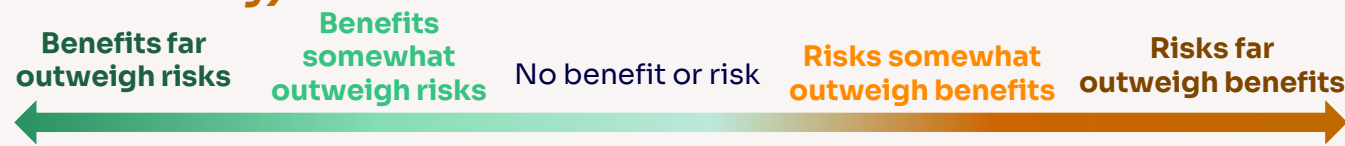
Data was also collected from children about whether they viewed and/ or created livestreams – and analysis in this section includes views among all parents of 8-17s, as well as parents whose children view livestreams and/ or create livestreams.

- *Taken from the 'children's usage of online functionalities: part 2' questionnaire. Other functionalities were also included and data will be published in due course.
- **Framed in this way to allow parents to take a broader view rather than to focus on their own child



An even split for parents on whether there are more benefits or for viewing livestreams, but more likely to perceive risks than benefits for creating livestreams

Perceived benefits and risks (among parents of children aged 8-17 and parents of children aged 8-17 who said they have undertaken each activity)

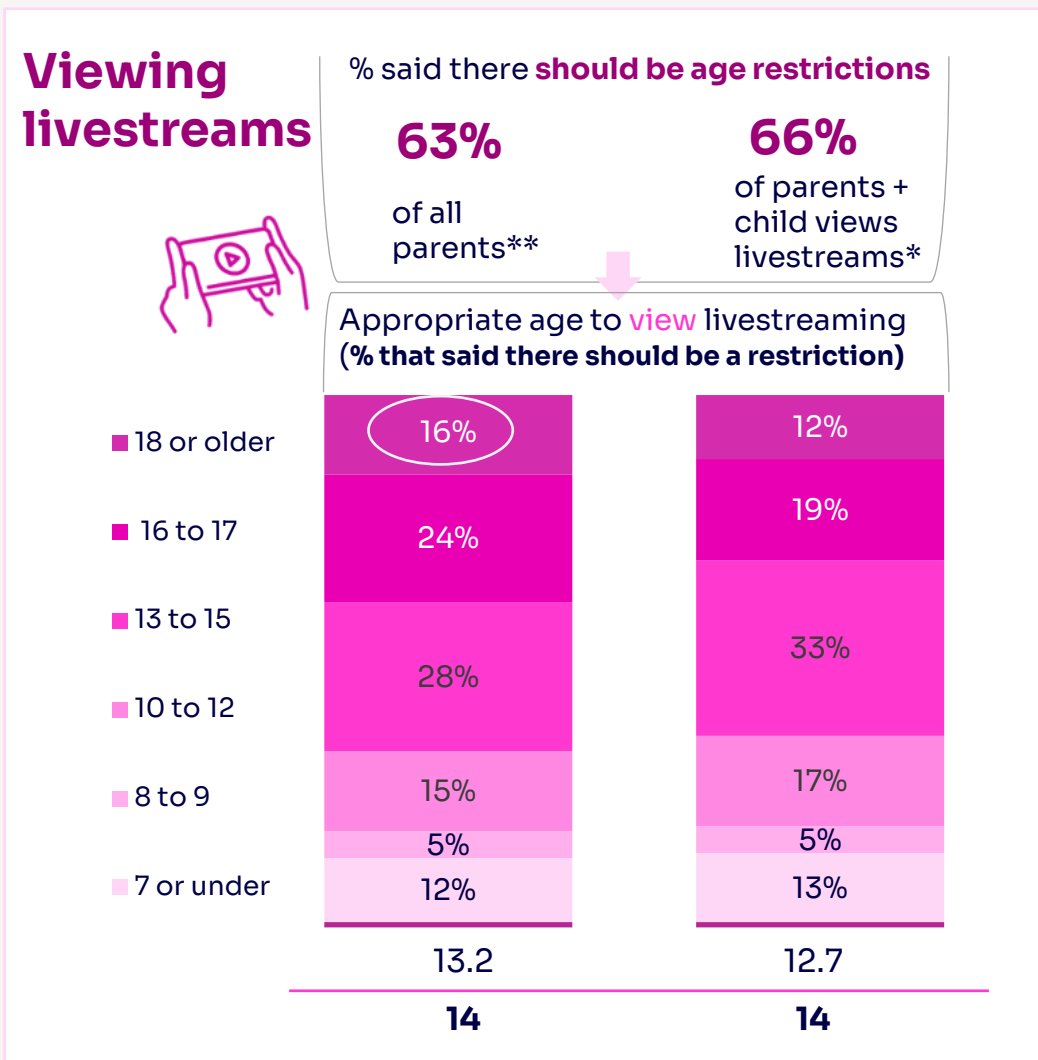
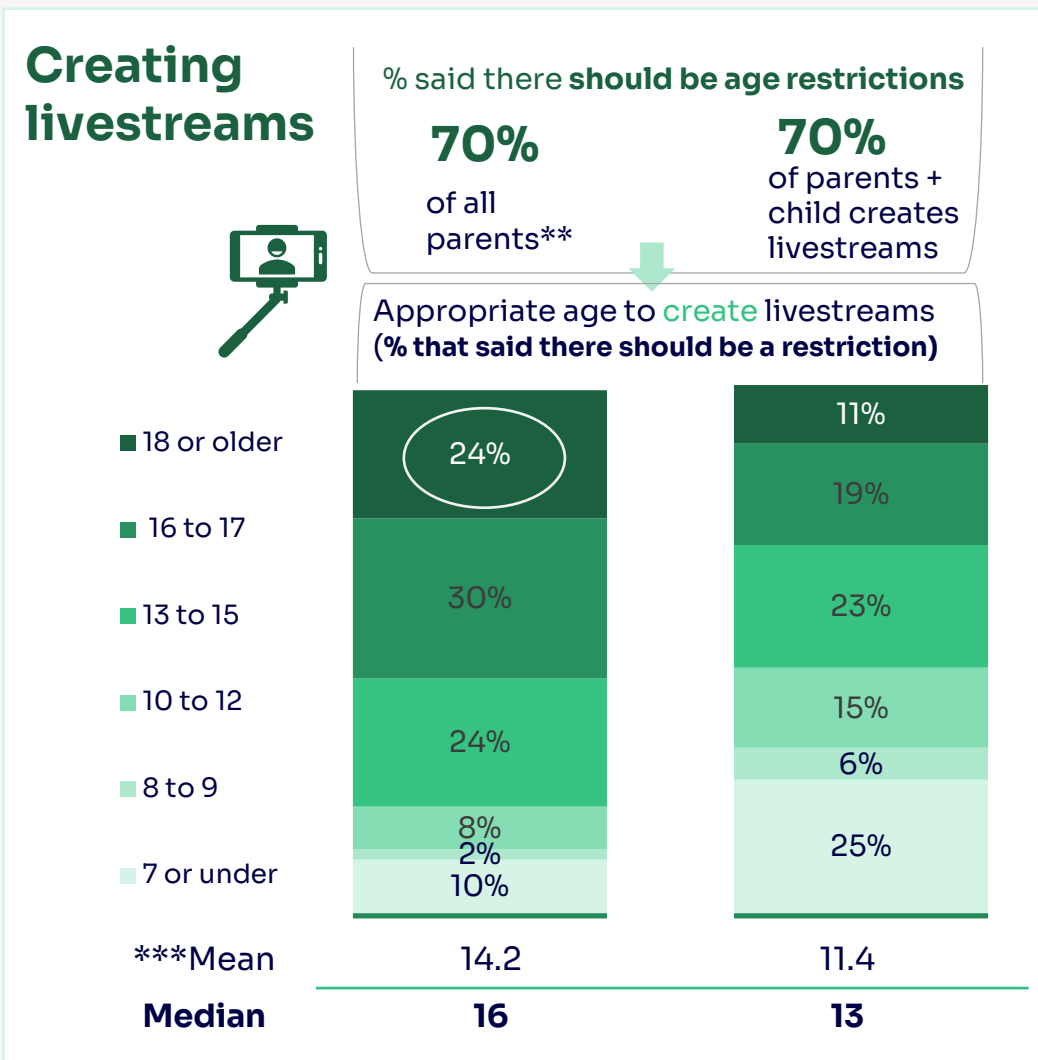


Question: BR1 - Please think broadly about how your , or other children of the same age may use the following online activities. In your opinion, do the benefits of them using these things?
 Base: Parents of children aged 8-17 who go online (1490), Those who have watched a livestream when it was live (756), Those who have created a livestream (403).
 Source: Children's Interaction with Online Functionalities Part 2. Online survey of 8-17-year-olds and their parents. Fieldwork conducted October- November 2025



A majority of parents favour age restrictions for, with the appropriate age skewing higher for creating vs. viewing livestreams

Views on appropriate age to be able to view or create livestreams (among parents of children aged 8-17)

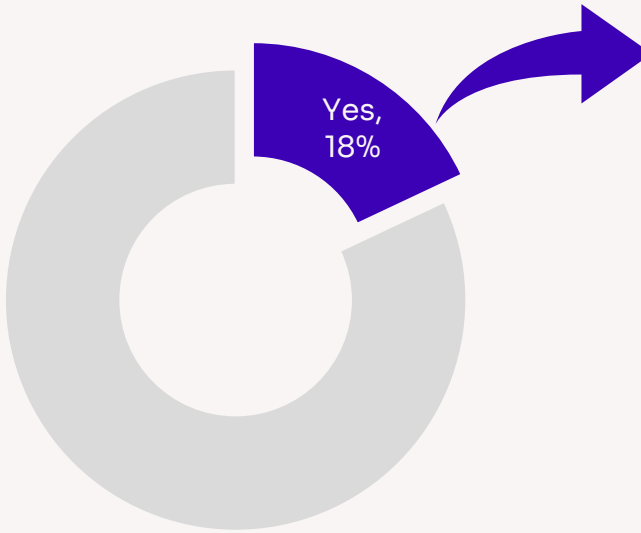


*view in real time
 **no difference by gender or age group (8-12 vs. 13-17)
 *****Note on data:** In report summaries, we use the median — the age at which at least half of parents say this age or older — as it provides a clear, whole-number indication of the typical response. In this slide, we also provide the mean for comparison, as it accounts for the full range of views, including those at the lower and higher ends of the distribution, but it can be more influenced by values at either end, which is why the median has been chosen.

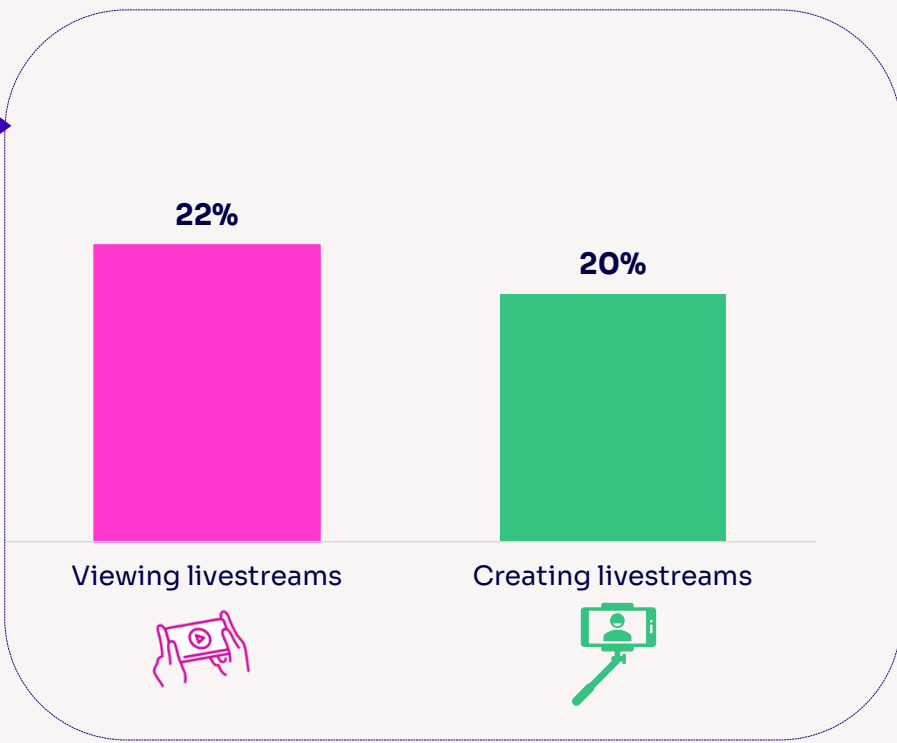
Question: BR3A - What do you think is the appropriate age to be able to access ...? by BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
 Base: Parents of children aged 8-17 who think that there should be age restrictions on creating (1,050) or viewing livestreaming (963), parents of children who think there should be age restrictions whose child creates livestreams (287), views livestreams (506)
 Source: Children's Interaction with Online Functionalities Part 2. Online survey of 8-17-year-olds and their parents. Fieldwork conducted October- November 2025

Livestreaming – creating or viewing was the activity which 22% and 20% of parents (respectively) said was when a negative experience happened to their child

Percentage of parents of 8–17-year-olds who said their **child had a negative experience online** in the last six months



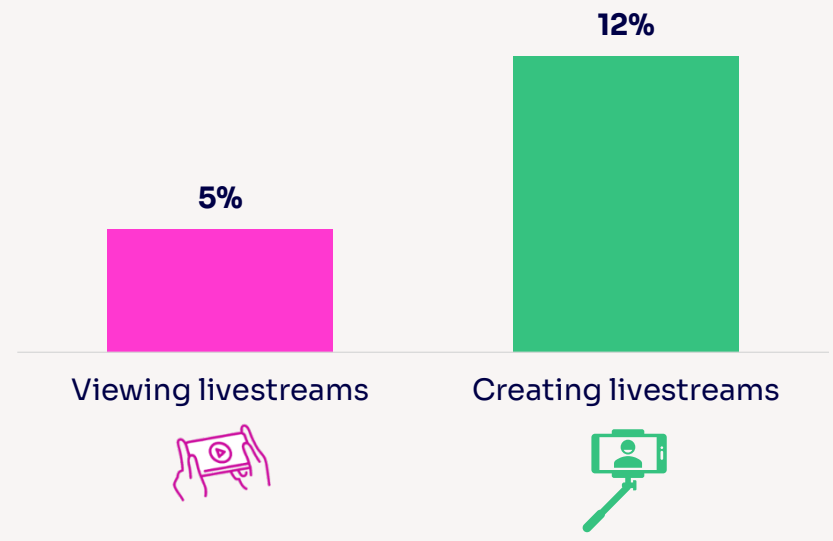
Percentage of parents **attributing their child's negative experience** to creating and/or viewing livestreams



Equivalent to 5% of children who viewed and 12% who created livestreams



Percentage of children who said they had created or viewed a livestream, whose parents attributed their child's negative online experience to this activity



See Appendix 1 for more details on how this data was calculated

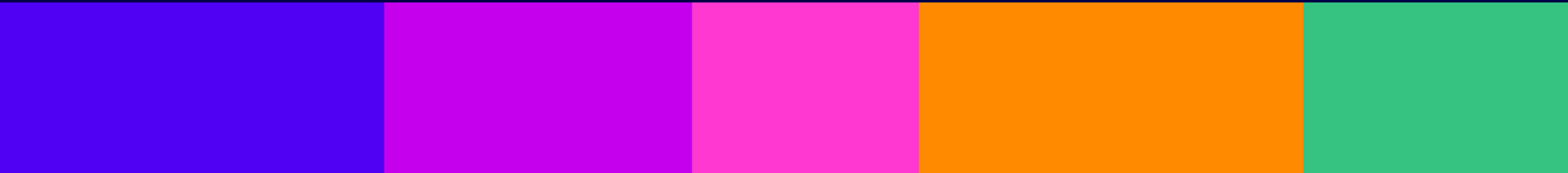
BR3B. In the last six months, are you aware of your child having a negative experience online? Please select one option
BR3C - Did this negative experience happen when they were doing any of these things...?

Base: Parents of 8–17-year-olds (1490). Those who have created a livestream (403, Those who have watched a livestream when it was live (756)

Source: Children's Interaction with Online Functionalities Part 2. Online survey of 8–17-year-olds and their parents. Fieldwork conducted October- November 2025




Demographic deep dive



Deep dive – incidence, attitudes, experiences of children with additional/ identified needs/neurodiversity*

*See Annex E for questionnaire and exact wording. Includes a range of access needs, not tied to diagnosis, related to sensory, physical, social, health and emotional needs, as well as neurodiversity.



37% of children aged 8-17 with additional/ identified needs/ neurodiversity Said they have livestreamed vs. 23% of children who did not have any additional need/ condition/ neurodiversity



Attitudes towards/ experiences of livestreaming

Children who have livestreamed (ever) with additional/ identified needs vs. those who do not have additional / identified needs

83% of livestreamers with an impacting condition said they disliked something about livestreaming (vs. 70% without additional/ identified needs)

55% said that livestreaming could make them feel at least one of: scared, uncomfortable, worried, or that they don't like the messages or comments (vs. 43%)

22% said livestreaming said it 'can make me scared' (vs. 13%)

Likes of livestreaming were similar, other than 'It is entertaining/fun' (44% vs. 56%)

Statistically significant differences (95% confidence)



11% used to livestream their own videos, but don't anymore

(7% do not have additional/ identified need)

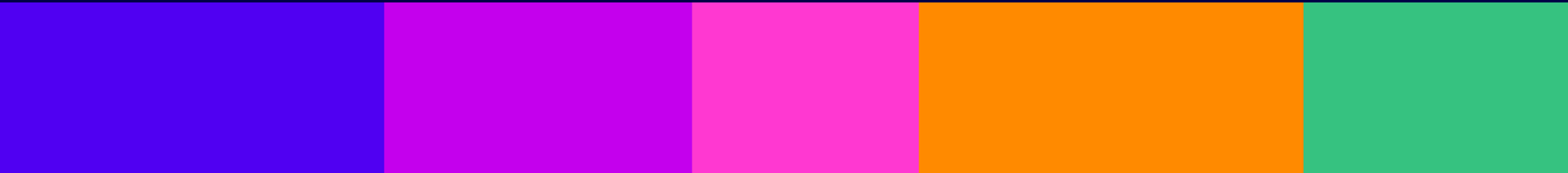
26% have recently livestreamed their own videos

(16% do not have additional/ identified need)

BASE: All children: aged 8-17 with an impacting condition (504), not indicated to have an impacted condition (1382)

BASE: Created a livestream: children aged 8-17 with impacting condition (181), children aged 8-17 not indicated to have an impacted condition (327)

Appendix 1





Calculation for attributing a negative experience of children who said they have used this feature/ functionality.

This provides a measure of negative experiences as a proportion of users.

Parental perception of negative experiences online



BR2. In the last six months, are you aware of your child [PARENT IS ANSWERING ABOUT THE CHILD WHO WILL BE TAKING PART IN THE RESEARCH] having a negative experience online?

Yes

Feature/ function child was using (if they knew)

BR3. Did this negative experience happen when they were doing any of these things...?

Creating a livestream

How this data was used with children's responses to calculate the proportion experienced a negative when using a functionality

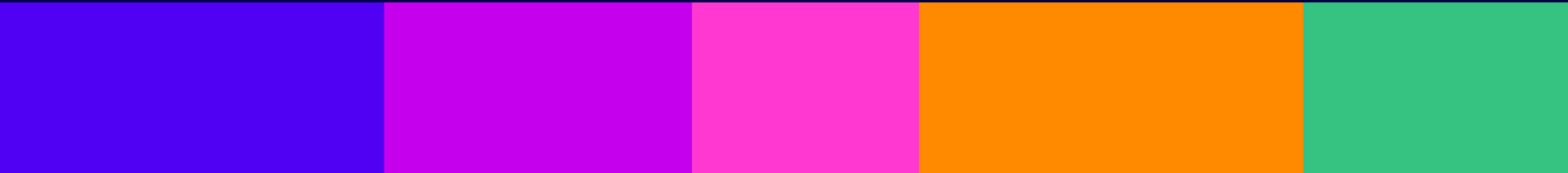
N=424 Parents said their child had a negative experience online in the last 6 months

N=55 Parents said their child had a negative experience creating a livestream

N=47 Child said they had created a livestream+ parents said the child had negative experience online creating a livestream
386 Children said they had created a livestream

N=47 / N=386 X100 = 12% % of children who said they had created a livestream were thought by a parent to have had a negative experience in the last 6 months from creating a livestream

Appendix 2



Sample and Weighting: Children's Usage of Online Functionalities Part 1

Overall weighting efficiency – 90.74%

Effective Sample size – 1821

	Weighting Percentage	Weighted Base	Unweighted Base (once weight applied)	Effective Sample Size
Boys (parent reported)	51%	1024	989	929
Girls (parent reported)	49%	983	990	892
Boys 8-9	10%	201	199	182
Girls 8-9	10%	201	202	182
Boys 10-12	16%	321	298	291
Girls 10-12	15%	301	293	273
Boys 13-15	15%	301	299	273
Girls 13-15	15%	301	300	273
Boys 16-17	10%	201	193	182
Girls 16-17	9%	181	195	164
England	85%	1706	1457	1548
Scotland	7%	140	193	127
Wales	5%	100	203	91
Northern Ireland	3%	60	126	54
Urban	89%	1786	1714	1621
Rural	11%	221	265	201
AB	28%	562	607	510
C1	26%	522	455	474
C2	22%	442	435	401
D	14%	281	293	255
E	10%	201	189	182

Sample and Weighting: Children's Usage of Online Functionalities Part 2

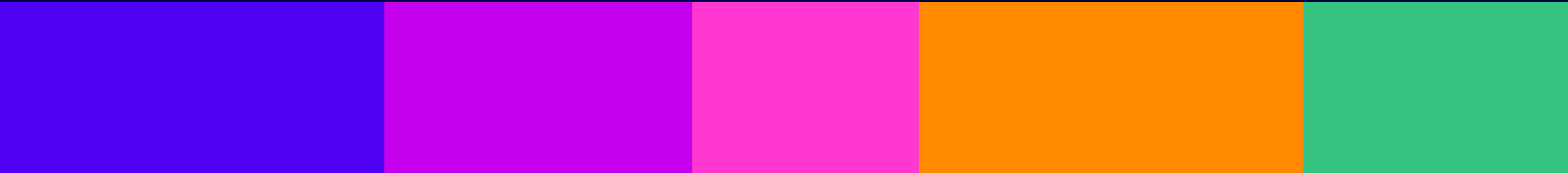
Overall weighting efficiency – 91.47%

Effective Sample size – 1379

Age and Gender weighting includes the parents of 3-7 year olds surveys, whose results are not included in this report.

	Weighting Percentage	Weighted Base	Unweighted Base (once weight applied)	Effective Sample Size
Boys (parent reported)	51%	768	749	703
Girls (parent reported)	49%	739	741	676
Boys 8-9	7%	158	137	145
Girls 8-9	6%	145	149	132
Boys 10-12	10%	226	226	207
Girls 10-12	10%	226	212	207
Boys 13-15	10%	226	232	207
Girls 13-15	10%	226	228	207
Boys 16-17	7%	158	154	145
Girls 16-17	6%	142	152	130
England	84%	1291	1157	1181
Scotland	8%	109	157	100
Wales	5%	69	117	63
Northern Ireland	3%	38	59	35
Urban	89%	1343	1347	1229
Rural	11%	164	143	150
AB	28%	414	517	379
C1	26%	402	350	367
C2	22%	331	293	303
D	14%	208	181	191
E	10%	152	149	139

Appendix 3



Degrees of confidence: Children's Usage of Online Functionalities Part 1

Sample	Effective sample Size (n)	Estimate (%)	95% Confidence Interval (\pm pp)	Estimate (%)	95% Confidence Interval (\pm pp)	Estimate (%)	95% Confidence Interval (\pm pp)
Children aged 8 to 17	1821	50%	\pm 2.3%	25/75%	\pm 2.0%	10/90%	\pm 1.4%
Boys aged 8-17	1024	50%	\pm 3.1%	25/75%	\pm 2.7%	10/90%	\pm 1.8%
Girls aged 8-17	983	50%	\pm 3.1%	25/75%	\pm 2.7%	10/90%	\pm 1.9%
Children aged 8-9	364	50%	\pm 5.1%	25/75%	\pm 4.5%	10/90%	\pm 3.1%
Children aged 10-12	564	50%	\pm 4.1%	25/75%	\pm 3.6%	10/90%	\pm 2.5%
Children aged 13-15	546	50%	\pm 4.2%	25/75%	\pm 3.6%	10/90%	\pm 2.5%
Children aged 16-17	346	50%	\pm 5.3%	25/75%	\pm 4.6%	10/90%	\pm 3.2%

Sampling and Feasibility

- Surveys use sampling since full population censuses are often impractical due to cost and logistics. Confidence intervals help us assess the reliability of survey data as an estimate of the population from which the sample is drawn and that the sample represents.
- The interval shows the range within which the true population value is likely to fall. The 95% confidence level is the level of certainty of this interval.
- Larger sample sizes produce narrower confidence intervals, increasing precision and reducing uncertainty in survey results.

How to interpret confidence intervals shown in the table.

For example: in the case of a finding from the survey that relates to 75% of children aged 8-17 providing a particular response, we can be 95% confident that the figure in the overall population (children in the UK aged 8-17) lies between 73 and 77%.

Degrees of confidence: Children's Usage of Online Functionalities Part 2

Sample	Effective sample Size (n)	Estimate (%)	95% Confidence Interval (\pm pp)	Estimate (%)	95% Confidence Interval (\pm pp)	Estimate (%)	95% Confidence Interval (\pm pp)
Children aged 8 to 17	1383	50%	\pm 2.6%	25/75%	\pm 2.3%	10/90%	\pm 1.6%
Boys aged 8-17	697	50%	\pm 3.2%	25/75%	\pm 3.7%	10/90%	\pm 2.2%
Girls aged 8-17	665	50%	\pm 3.8%	25/75%	\pm 3.3%	10/90%	\pm 2.3%
Children aged 8-9	273	50%	\pm 5.9%	25/75%	\pm 5.1%	10/90%	\pm 3.6%
Children aged 10-12	410	50%	\pm 4.8%	25/75%	\pm 4.2%	10/90%	\pm 2.9%
Children aged 13-15	409	50%	\pm 4.9%	25/75%	\pm 4.2%	10/90%	\pm 2.9%
Children aged 16-17	272	50%	\pm 5.9%	25/75%	\pm 5.2%	10/90%	\pm 3.6%

Sampling and Feasibility

- Surveys use sampling since full population censuses are often impractical due to cost and logistics. Confidence intervals helps us assess the reliability of survey data as an estimate of the population from which the sample is drawn and that the sample represents.
- The interval shows the range within which the true population value is likely to fall. The 95% confidence level is the level of certainty of this interval.
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How to interpret confidence intervals shown in the table.

For example: in the case of a finding from the survey that relates to 75% of children aged 8-17 providing a particular response, we can be 95% confident that the figure in the overall population (children in the UK aged 8-17) lies between 72.7% and 77.3%.