



Children's interaction with online functionalities:

Data summary

9th September 2026

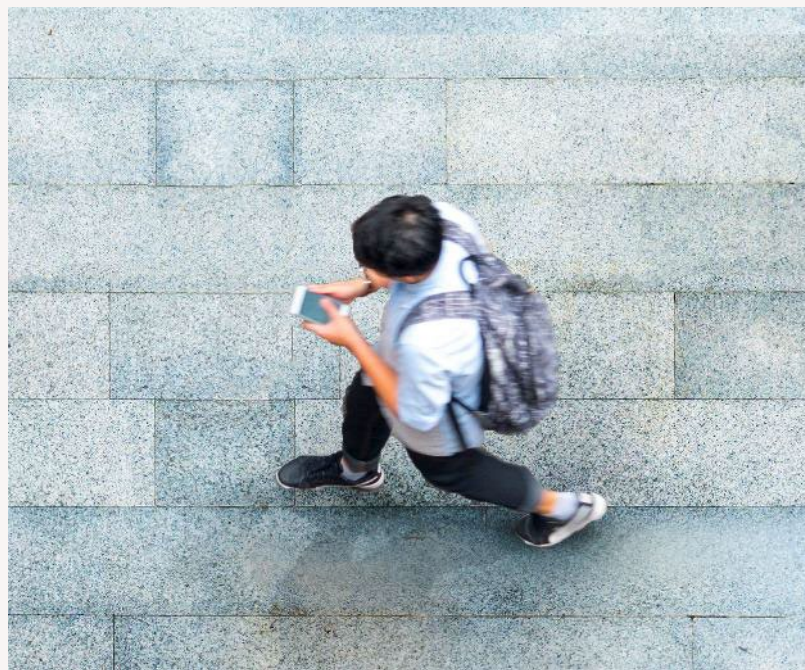




Key information



Background to the research



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

Ofcom commissioned research to understand children's use of, and attitudes towards, seven¹ online functionalities: **group chats, ephemeral messaging, VR, GenAI, livestreaming²(viewing and creating),** and **'platform-initiated stranger contact'³**. The research also included questions to parents relating to their perceptions of risks and age-appropriate use of these functionalities.

Fieldwork took place before the Government's consultation *Growing up in the online world* was launched on 2 March 2026, and comprised two quantitative studies conducted by Beano Brain on behalf of Ofcom⁴.

We will draw on these insights to inform considerations about keeping children safe online, including in the context of the government's plans to introduce new measures to strengthen online protections for children, including a social media ban for under-16s and restrictions on certain high-risk features.

1. These functionalities were prioritised to provide coverage of key metrics across a range of areas while balancing the need to keep the survey length manageable for participants.
2. To connect insights related to functionalities, high-level insights related to livestreaming are included in this document; however, there are separate detailed qualitative and quantitative reports available. Please refer to the [key links on page 36](#).
3. This report uses the term 'platform-initiated stranger contact' to describe a measure derived from survey responses relating to contact with people not known offline where the initial connection was suggested by a platform, app or game. See [slide 31](#) for details
4. [Slide 5](#) for more information about the research method and sample

Introduction

This document is a data summary. It is a resource to highlight key findings and relevant supporting information from the ‘children’s interaction with online functionalities’ research, and to signpost what is available within the wider published data set.



KEY FINDINGS

High-level and descriptive summaries of key data points, including reported usage of functionalities among 8-17 year olds, and perspectives of parents of 8-17 year olds



RESEARCH CONTEXT

How the research was conducted, how functionalities were defined to participants, and key information for interpreting the findings presented in this deck.



RESEARCH COVERAGE

Overview of the wider dataset, including the findings summarised in this deck and where to find additional data.

Click [here](#) to access the key links page, which provides access to all materials referenced in this report, including: questionnaires, data tables, and related research on livestreaming

Click [here](#) for the table of contents to navigate between functionalities in the data summary document

Click [here](#) for information about data collection

Click [here](#) for information about reading and interpreting data in the report

Click [here](#) for key information relating to questions asked of parents.

Data collection

Data in this report are drawn from **two quantitative UK-representative surveys of 8-17-year-olds**. Research was conducted by Beano Brain for Ofcom, in line with MRS guidance.¹

	Children’s Interaction with Online Functionalities Part 1	Children’s Interaction with Online Functionalities Part 2
Coverage	Creating livestreams only	All other functionalities
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 ² 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 by age, gender, region, social grade ³ and urban/rural. Significance testing applied at 95% confidence	

1. For Market Research Society guidance on research among children, see [key links on slide 36](#).

2. Fieldwork for both studies took place before the social media ban consultation was launched on the 2nd March 2026

3. Social grade is a UK standardised research classification based on the chief income earner in the household into categories which are based on working status, occupation, responsibilities and qualifications

Key information for reading and interpreting data

Respondent and sample

Icons in the top right-hand side indicate whether the data show is based on responses from children or parents:

**8-17 year olds**

**Parent of the 8-17 year old**

Where included in charts, legends describe how to read age and gender breakdowns. Data tables are also available, which provide a breakdown for all questions by age, gender and other metrics. Click [here](#) to access the key links page and access the data tables.

Combinations of responses

In some slides, responses have been combined into a ‘net’ figure, and responses that have been combined to provide that figure are colour-coded. Please note that NETs will not always be a clear sum of the options included, due to multi-code questions and rounding.

Frequency Questions

Simplified labels are used when discussing frequency of use. Below are the full answer options shown to research participants

All the time – it is almost a daily activity
Often – a few times a week
Regularly – around once a week
Occasionally – every couple of months or so
Rarely – maybe once in the last six months

Question interpretation and design

A description** of the functionality was provided in the survey to support respondents 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.**

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

Describing differences in findings

Significant differences between sample groups at the 95% level have a yellow triangle.* 

- Letters next to the triangle indicate the sample group the statistical difference applies to
- Where there is no letter, the difference is with the overall sample.

Average measures

- The median is used to describe the **average age parents feel is appropriate for children to be able to use the functionality.** The median has been chosen over the mean because it represents the age at which at least half of parents say this age or older, providing a clear, whole-number indication of the typical response.
- Data tables show both metrics

Comparisons to Ofcom research

- Findings may differ slightly from other Ofcom studies due to differences in methodology, question wording and context.
- For comparisons between functionalities, use findings from this study only.

*For more details on degrees of confidence for each sample and what that means, click [here](#) for [Appendix C](#).
**Click [here](#) for [slide 52 – ‘Definitions used in survey’](#), to find the descriptions used for each functionality.



Key information related to questions asked of parents

Questions included in the research



Parents’ assessment of the risks and benefits of a functionality for their child/children of the same age

BR1 Please think broadly about how your child, 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?

☐ The benefits far outweigh the risks

☐ The benefits somewhat outweigh the risks

☐ There is no risk or benefit

☐ The risks somewhat outweigh the benefits

☐ The risks far outweigh the benefits



Parents’ views on whether age restrictions should apply, and what age would be appropriate to access functionalities

BR2 In your opinion, should there be age restrictions on the following types of online features or functionalities?

Yes / No / Don’t know

BR3a [If yes] What do you think is the appropriate age to be able to access ...?

[Drop down numerical box 0-17] / 18 or over / Don’t know



Parents’ perception of whether their child has had any negative experiences online while using a functionality

BR3B In the last six months, are you aware of your child having a negative experience online?

Yes / No / Don’t know

BR3C [If yes] Did this negative experience happen when they were doing any of these things...?

[Listed functionalities] / They were doing something else (Please specify) / I can’t remember, Don’t know

Notes on interpretation

- Percentage breakdowns of responses in this document are based on all parents of 8–17-year-olds who took part in the survey and, where relevant, for parents whose child reported using the functionality. This provides both an overall view of parental perceptions and insight into the views of parents whose child uses a particular functionality.
- Where findings are shown for parents whose child uses a functionality, this is based on the child's reported usage and may not reflect the parent's awareness of that use.
- With the exception of ‘apps where you get to meet people online and have private chats’, descriptions given to parents in the survey related to the functionality itself rather than the specific ways it may be used. For example, parents were asked about VR in general, rather than specific activities such as gaming or communicating with other users.
- Questions regarding the risks and benefits of functionalities were asked with reference to the respondent's child or a child of the same age. This was to ensure responses reflected perceptions of risks and benefits for children in that age group, supporting age-based analysis and interpretation of the findings.

Table of contents



	Page and link	8–17-year-olds	Parents of 8–17-year-olds
Overview (all)	10–11	Usage by age	Key data points
Ephemeral messaging	13 – 15	Description/ definition used in survey and data available. Summary of: - Usage/ frequency by age and gender [all] - Perceived positives and negatives by age [GenAI, VR, ephemeral messaging, group chats] - Content viewed/ streamed [livestream viewing/ creation only] - Means of initial contact of someone they didn't know offline/ in real life [platform initiated stranger contact only]	Summary of findings including: - Risks vs. benefits - Age appropriate to use - Negative experiences of a child using this functionality
Group chats	16 – 18		
Livestream viewing/ creation	19 – 24		
VR	25 – 27		
GenAI	28 – 30		
‘Platform initiated stranger contact’ ¹	31 – 34		
Further information	36	Key links including survey materials, data tables and related reports	
Appendix A	37 – 45	Parental perceptions data – detailed breakdown	
Appendix B	46 – 53	- Supporting information for data overviews - Listing of additional data collected in the survey including demographics	
Appendix C	54 – 58	Sample profile and degrees of confidence at 95% level	

1. This report uses the term ‘platform-initiated stranger contact’ to describe a measure derived from survey responses relating to contact with people not known offline where the initial connection was suggested by a platform, app or game. See link : [slide 31](#) for details.

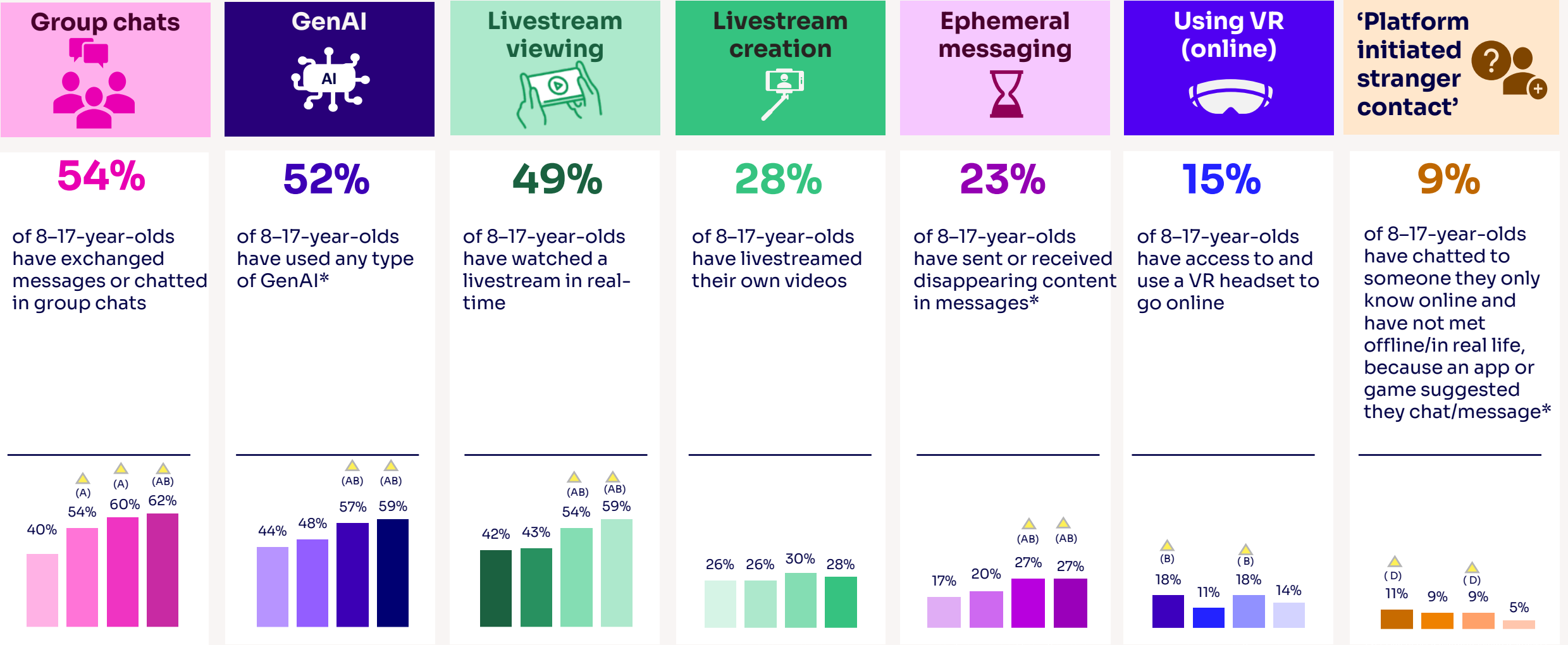


Data overview, all functionalities



Summary^{1,2} of reported usage of functionalities (8–17-year-olds)

(By age group)



*For these questions, we asked whether they had used these functionalities within the past 6 months, while the other questions were not asked within a set time period.

Base of percentages (unweighted). All 8–17-year-olds – 1,490/ 8–9-year-olds – 286, 10–12-year-olds – 438, 13–15-year-olds – 460, 16–17-year-olds – 306

- 1. For more information and data for each functionality including definitions used, please refer to the following pages: (Group chats: [page 16](#), GenAI: [page 28](#), Livestream viewing: [page 22](#), Livestream creation: [page 19](#), Ephemeral messaging: [page 13](#), using VR: [page 25](#), 'platform-initiated stranger contact: [page 31](#))
- 2. A summary of usage of functionalities compared by the child's gender and financial wellbeing within the household can be found in Appendix B.

Parental perception of functionalities: summary¹

	Group chats	GenAI	Livestream viewing	Livestream creation	Ephemeral messaging	VR	Apps where you get to meet people online and have private chats ²
KEY: Above average* Below average*							
More benefits than risks³	45%	42%	32%	25%	29%	33%	26%
More risks than benefits³	30%	29%	33%	41%	44%	21%	51%
Age restrictions should apply³	63%	70%	63%	70%	68%	51%	75%
Average age (median) appropriate to use (among parents in favour of restriction)	14	14	14	16	15	13	16
Child had negative experience in the last six months using functionality	8%	3%	4%	4%	4%	2%	6%

*At least 5 percentage points higher or lower than the average across all functionalities. For the median age, at least one year higher or lower than the average across all functionalities.

Base of percentages (unweighted). Parents of 8–17-year-olds (1,490). Parents of children aged 8-17 who think that there should be age restrictions on creating (1,050) or viewing livestreaming (963) or using GenAI (1,055), or using VR (765), or being part of a group chat (951), or being able to send/ receive messages that disappear (1023), or apps where you meet people online and have private chats (1,120)

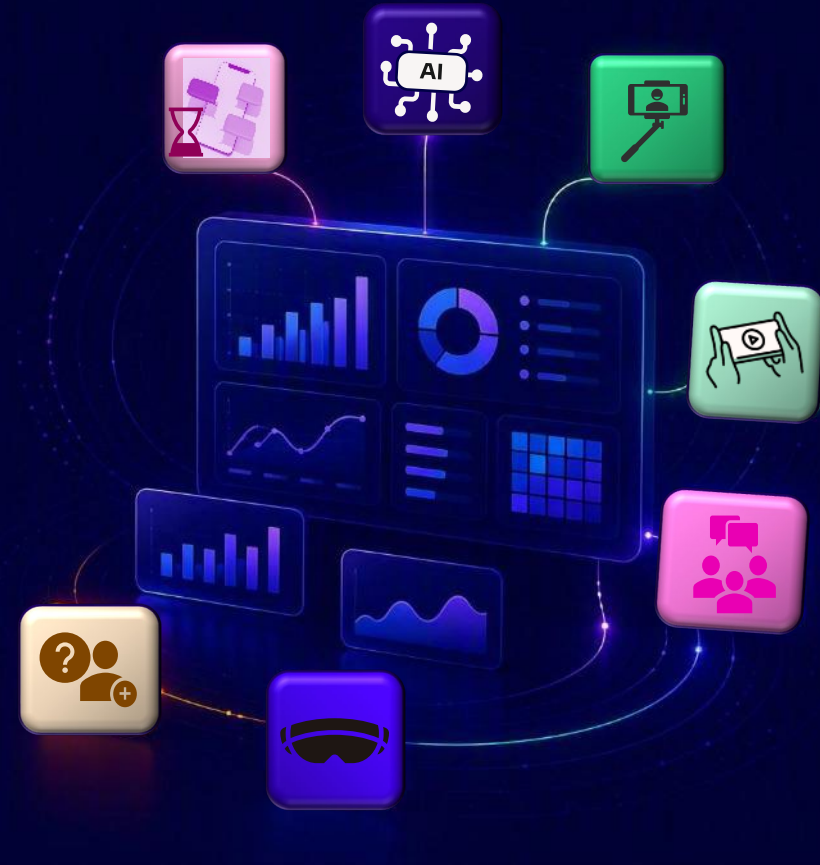
1. For more information and data for each functionality, please refer to the following pages: (Group chats: [page 16](#), GenAI: [page 28](#), Livestream viewing: [page: 22](#), Livestream creation: [page 19](#), Ephemeral messaging: [page 13](#), using VR: [page 25](#), ‘platform-initiated stranger contact: [page 31](#)), and [Appendix A](#)

2. A proxy for the composite metric in the children’s questions in the survey, for ‘platform-initiated stranger contact’ – [see page 32](#).

3. More benefits than risks = responses of either [The benefits far outweigh the risks + the benefits somewhat outweigh the risks] / More risks than benefits = responses of either [the risks far outweigh the benefits or the risks somewhat outweigh the benefits]



Data overview, by functionality



Ephemeral messaging



Described in the survey as:

‘Messages or content that disappear: these can be any types of messages e.g. text or images but they are temporary, they disappear after a certain period of time or disappear after being viewed once’



23% of 8–17-year-olds¹ said they have sent/ received disappearing content/ messages (‘ephemeral messages’) in the past 6 months,² 17% ‘regularly’.³

Topics related to **ephemeral messaging** covered in the research. Data in **bold** is included in this slide deck, all data can be found in the data tables, see [page 36](#).

8–17-year-olds	• Sending any types of messages • Content/ messages sent or received (including disappearing content/ messages) • Frequency of sending/ receiving disappearing content • Apps used to send/ receive any messages and disappearing content • Likes and dislikes of disappearing content
Parent of the 8–17-year-old taking part in the survey	• Risks vs. benefits • Age appropriate to use • If their child has had a negative experiences using this functionality

1. Base of percentage (unweighted). All 8–17-year-olds: 1,490

2. CM2 - What types of things are included in the messages you send or receive? Note: this was shown to 8-17 year olds as an option among other types of content that could be included in message which also included text, images, videos and links. This was asked of those who send/receive messages from others in the last 6 months.

3. CM4 - In the last six months, (since March), how often have you sent or received disappearing messages or content? Note: ‘regularly’ represents responses from 8 -17 year olds who selected in the survey that they received disappearing messages/ content ‘all the time’ (6%), ‘often’ (6%), or ‘regularly’ (4%) in the last six months.

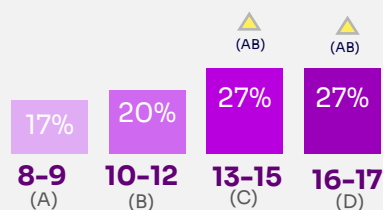
Ephemeral messaging – usage and perceptions of 8-17-year-olds



23%

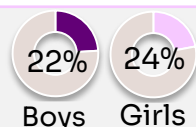
of 8-17-year-olds
said they have sent/ received
ephemeral messages in the past 6
months, 17% 'regularly'¹

By age²



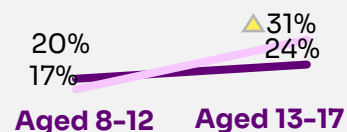
Reported usage of ephemeral messaging is higher among 13-17-year-olds (27%) than younger children (17% of 8-9-year-olds and 20% of 10-12-year-olds).

Girls and boys² reported similar use of ephemeral messaging among 8-17-year-olds overall.



By age/ gender²

■ Boys
■ Girls



Girls aged 13-17 were the most likely to use ephemeral messaging (vs. boys and girls aged 8-12), and were almost twice as likely to say they sent/ received this type of message/ content compared to 8-12-year-old girls (17%).

Positives (likes³) and negatives (dislikes⁴) of ephemeral messaging among 8-17-year-olds who send or receive this type of message/ content in messages

All 8-17-year-olds who had sent/ received 'ephemeral messages'⁵

	Aged 8-17	Aged 8-12 (A)	Aged 13-17 (B)
Positives (likes) of 'ephemeral messaging'			
They keep my messages private	47%	37%	(A) 54%
They don't clog up my chat	38%	33%	42%
I can express myself more freely	29%	30%	29%
I feel less pressure in what I send if it disappears	28%	29%	27%
Negatives (dislikes) of 'ephemeral messaging'			
People may be mean/unkind to others	44%	43%	44%
People may send messages they shouldn't or wouldn't normally send	42%	41%	44%
Messages don't disappear if you take a screenshot	31%	26%	34%

- Perceived privacy in the functionality, 'they keep my messages private', was selected as a positive (like) for nearly half (47%) of 8-17-year-olds who use ephemeral messaging. This was particularly valued by 13-17-year-olds (54% vs. 37% 8-12-year-olds) who had sent/ received such messages.
- 'I feel less pressure in what I send if it disappears' was a benefit for 28% of ephemeral messaging users aged 8-17. However, a similar proportion said that they disliked the fact that content *could be captured*; 31% said that 'messages don't disappear if you take a screenshot'.
- 'People may be mean/ unkind to others' was a negative (dislike) of ephemeral messaging for 44% of 8-17-year-olds using this functionality. A similar proportion (42%) noted that 'people may send messages they shouldn't/ or wouldn't normally send'.

1. See slide 13 for questions and definition.
2. Base (unweighted). Ages - 8-9 : 286/ 10-12: 438/ 13-15: 460/ 16-17: 306; Gender - Girls: 741/ Boys: 749; Age & Gender - Girls aged 8-12: 361/ Girls aged 13-17: 380/ Boys aged 8-12: 363/ Boys aged 13-17: 386

3. 'CM5 - What, if anything, do you like about sending or receiving disappearing messages? Note: A list of potential options was provided in the survey to select from.
4. 'CM6 - What, if anything, do you dislike about sending or receiving disappearing messages? Note: A list of potential options was provided in the survey to select from.
5. Base (unweighted). Users of ephemeral messaging - 8-17 : 356/ 8-12 : 143/ 13-17 : 213

Ephemeral messaging – Perceptions among parents of 8–17-year-olds

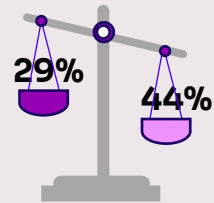


Perceived risks and benefits¹ of ephemeral messaging for 8–17-year-olds

‘Percentage points’ is expressed as ‘pp’ in the text below (for brevity)

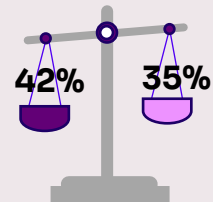
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



More parents (+15 pp) viewed sending or receiving disappearing messages as posing an overall risk to children than as providing an overall benefit. However, not all parents perceived a clear benefit or risk: 16% of parents of 8–17-year-olds said there were neither risks nor benefits associated with ephemeral messaging, while 11% said they did not know.

Parents whose 8–17-year-old child sends or receives ephemeral messages



Among parents whose child taking part in the survey said they sent or received ephemeral messages, the balance of opinion was weighted towards the benefits (+7pp). Nevertheless, 35% felt that ephemeral messaging posed more risks than benefits for children.



Appropriate age to be able to send or receive ephemeral messages^{2,3}

A majority (68%) of parents of 8–17-year-olds expressed that there should be age restrictions on sending or receiving disappearing messages.

The median average age that parents in favour of age restrictions thought was appropriate for use was **15**; 22% felt the appropriate age should be 18 or older, 26% suggested 16 or 17, and 25% said 13, 14, or 15.

- Among parents who supported age restrictions and whose child said they had sent or received disappearing messages, the median age that parents said they considered appropriate for using this functionality was **13**.



Incidence of any negative experiences when their child was sending/ receiving disappearing messages⁴

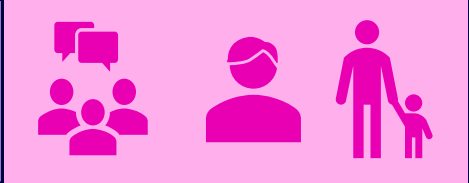
Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities (listed on page 11), including sending or receiving messages that disappear.

- 4% said that their child had a negative experience in the last six months that happened when they had sent or received disappearing messages.
- This equates to 9% of 8–17-year-olds who sent/ received disappearing messages having had a negative experience from that in the last six months (according to the parent taking part in the survey).

Base (unweighted). All parents: 1490, Parents whose child uses ephemeral messaging: 356, Parents who think there should be age restrictions and whose child uses ephemeral messaging: 248

1. BR1 - Please think broadly about how your child, 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?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

Group chats



Described in the survey as:

‘Exchanging messages or chatting in ‘group chats’ (e.g. chats which include more than one other person)’



54% of 8–17-year-olds¹ said they have ‘exchanged messages or chatted in group chats’ within the past 6 months.²

Topics related to **group chats** covered in the research. Data in **bold** is included in this slide deck, all data can be found in the data tables, see [page 36](#).

8–17-year-olds



- **Participation** in group chats
- Apps/websites used for group chats
- No. of people in their largest group chat
- Who are they in group chats with
- What do they do within the group chats they are in
- Awareness and usage of group chat management and control features
- **Likes** and **dislikes** of group chats

Parent of the 8–17-year-old taking part in the survey



- **Risks vs. benefits**
- **Age appropriate to use**
- **If their child has had a negative experiences using this functionality**

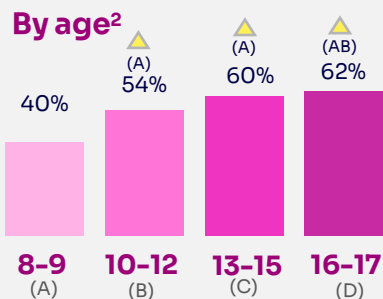
1. Base of percentage (unweighted). All 8-17-year-olds: 1,490
2. CM7 - Have you recently messaged or chatted with people: either one-on-one or in any group chats?

Group chats – usage and perceptions of 8-17-year-olds



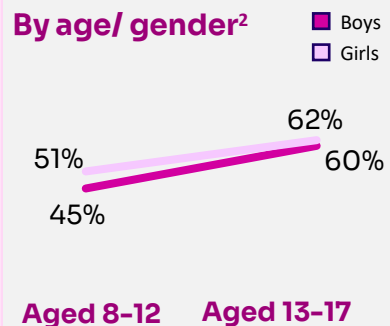
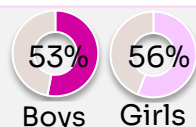
54%

of 8-17-year-olds
said they 'exchanged messages or
chatted in group chats'¹



Reported participation in group chats is higher among 13-17-year-olds (61%) than among younger children (40% of 8-9-year-olds and 54% of 10-12-year-olds).

Girls and boys² reported similar use of group chats among 8-17-year-olds overall.



Group chat use is more prevalent among boys and girls aged 13-17 than among those aged 8-12.

Positives (likes³) and negatives (dislikes⁴) of 'group chats'

among 8-17-year-olds who send or receive this type of message/ content in messages

All 8-17-year-olds who had said they 'exchanged messages or chatting in group chats'⁵

	Aged 8-17	Aged 8-12 (A)	Aged 13-17 (B)
Most selected positives (likes) of 'group chats'⁶			
I can keep in touch with my friends	68%	64%	71% ^(A)
They are fun to be a part of	53%	52%	54%
It's easier than having separate conversations	44%	39%	47% ^(A)
I can keep in touch with my family	40%	40%	41%

Most selected negatives (dislikes) of 'group chats'⁶

	Aged 8-17	Aged 8-12 (A)	Aged 13-17 (B)
Getting notifications at all times of the day	39%	35%	42% ^(A)
I receive too many messages from them	36%	32%	39%
People can be mean or nasty	31%	34%	28%

- A perceived positive (like) of group chats is supporting the maintenance of relationships. Over two-thirds (68%) of 8-17-year-olds who use group chats said they value them for keeping in touch with friends, with this benefit being particularly important among older children aged 13-17 (71% vs. 64% of 8-12-year-olds). Four in ten users of this functionality (40%) said they also appreciated group chats as a way to stay connected with family.
- Excessive notifications and messaging is a perceived negative (dislike) of group chats. Around four in ten 8-17-year-olds who use group chats cited receiving notifications throughout the day (39%) and receiving too many messages (36%) as drawbacks.

1. See slide 16 for questions and definition.

2. Base of percentages (unweighted). Ages - 8-9 : 286/ 10-12: 438/ 13-15: 460/ 16-17: 306; Gender - Girls: 741/ Boys: 749; Age & Gender - Girls aged 8-12: 361/ Girls aged 13-17: 380/ Boys aged 8-12: 363/ Boys aged 13-17: 386

3. 'CM5 - What do you like about being in group chats? ? Note: A list of potential options was provided in the survey to select from.

4. 'CM6 - What, if anything, do you dislike about being in group chats? Note: A list of potential options was provided in the survey to select from.

5. Base (unweighted). Users of group chats - 8-17 : 821 / 8-12 : 363 / 13-17 : 458

6. All listed options and the proportion of children selecting each can be found in [Appendix B – Page 49](#)

Group chats – Perceptions among parents of 8–17-year-olds

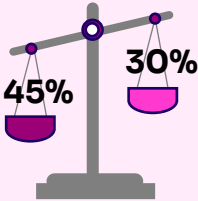


Perceived risks and benefits¹ of group chats for 8–17-year-olds

‘Percentage points’ is expressed as ‘pp’ in the text below (for brevity)

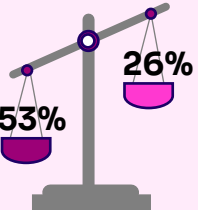
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



More parents (+15 pp) viewed group chats as providing an overall benefit to children rather than an overall risk. Not all parents identified an overall risk. However, not all parents perceived a clear benefit or risk: 16% of parents of 8–17-year-olds did not feel there were risks or benefits to group chats, and 9% said they did not know.

Parents whose 8–17-year-old child is part of a group chat



Among parents whose child taking part in the survey said were part of a group chat, the balance of opinion was weighted further towards the benefits (+27pp). Nevertheless, 26% felt that group chats posed more risks than benefits for children



Appropriate age to be able to be a part of a group chat^{2,3}

A majority (63%) of parents of 8–17-year-olds expressed that there should be age restrictions on being part of a group chat.

The median average age that parents in favour of age restrictions thought was appropriate for use was **14**; 10% felt the appropriate age should be 18 or older, 22% suggested 16 or 17, and 33% chose 13, 14, or 15.

- Among parents who supported age restrictions and whose child had said that they were part of a group chat, the median age that parents said they considered appropriate for using this functionality was **13**.



Incidence of any negative experiences as a result of their child being part of a group chat⁴

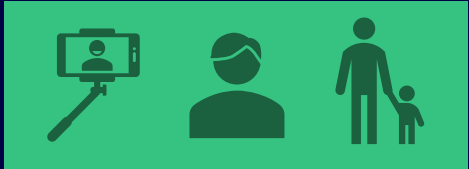
Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities (listed on page 11), including group chats.

- 8% said that their child had a negative experience in the last six months that happened when they due to being part of a group chat.
- This equates to 10% of 8–17-year-olds who reported being part of a group chat having had a negative experience from that in the last six months (according to the parent taking part in the survey).

Base (unweighted). All parents: 1490, Parents whose child uses group chats: 825, Parents who think there should be age restrictions and whose child uses group chats 517:

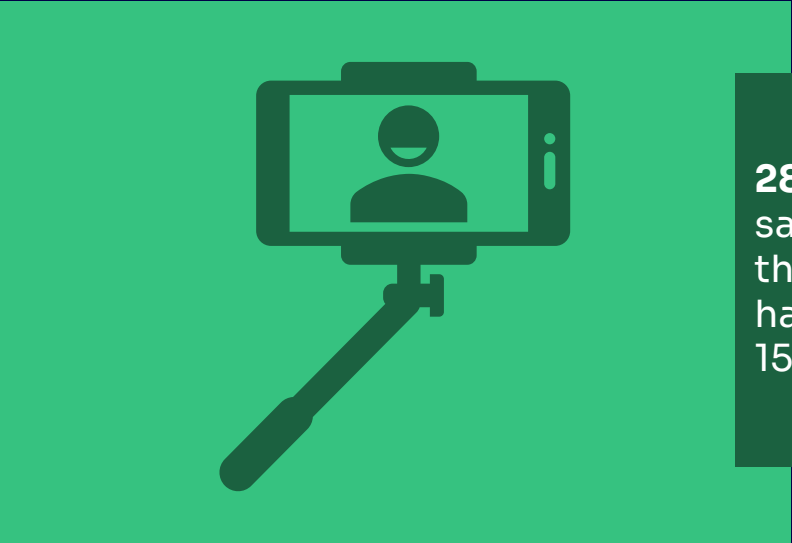
1. BR1 - Please think broadly about how your child, or other children of the same age may use the following online activities. In your opinion, do the benefits of them using these things outweigh the risks?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

Creating livestreams



Described 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 smartphone or tablet, and a platform. People usually livestream through websites or apps like Twitch, YouTube Live, or TikTok Live etc.’



28% of 8–17-year-olds¹ said they have livestreamed their own videos,² with 19% having done so ‘recently’. 15% livestream regularly.³

Topics related to **creating livestreams** covered in the research. Data in **bold** is included in this slide deck, all data can be found in the data tables, see [page 36](#).

8–17-year-olds 	• Creating livestreams • Frequency of creating livestreams • Audience of livestreams • Apps used to create livestreams • Usage of livestreaming functionalities • Topics of livestreams • Likes and dislikes of creating livestreams
Parent of the 8–17-year-old taking part in the survey 	• Risks vs. benefits • Age appropriate to use • If their child has had a negative experiences using this functionality

1. Base of percentage (unweighted). All 8–17-year-olds: 1,979
2. LQ2: Have you ever livestreamed your own videos?
3. LQ3 – How often do you livestream your own videos? Note: ‘regularly’ represents responses from 8 to 17 year olds who selected in the survey that they livestreamed ‘all the time’ (3%), ‘often’ (7%), or ‘regularly’ (5%)

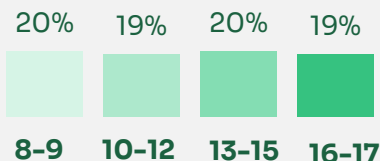
'Creating livestreams' – usage among 8-17-year-olds



28% of 8-17-year-olds said they have created a livestream

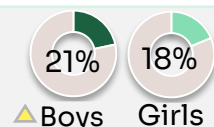
19% have done so recently, 15% regularly¹

By age²



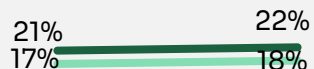
Across the 8-17 age range, reported levels of **recent** livestream creation were similar, at around two in ten (19% or 20%).

Boys aged 8-17 were slightly³ more likely to have **recently** created livestreams than girls



By age/ gender²

Aged 8-12 **Aged 13-17**



Recent livestreaming by age and gender was broadly similar.

Topics of livestreams *among recent live streamers aged 8-17*

What did you livestream about?^{4,5}

	All	Boys	Girls
Gaming	53%	64%	39%
Performing	30%	21%	41%
Arts and crafts	21%	15%	28%
Food/ Baking	21%	18%	24%
Makeup tutorials	20%	11%	31%
'Q&A'	17%	16%	19%
An event/ concert	15%	13%	17%
GRWM (Get ready with me)	14%	11%	17%
Unboxing	13%	8%	19%
ASMR	9%	8%	12%
Gaming (and no other topics mentioned)	23%	34%	8%

- Gaming is the most popular livestreaming topic among 8-17-year-old boys who have recently livestreamed: 66% have streamed gaming content, including 34% who have streamed only gaming content
- Gaming also features among 8-17-year-old girls, but is less dominant and at a similar level to livestreaming performing (39% and 41%).
- Girls aged 8-17 who had recently livestreamed were less likely than boys to exclusively stream gaming (8% vs 34%).
- Girls were around twice as likely as boys to have recently livestreamed 'performing', 'arts and crafts', 'make-up tutorials' and 'unboxing content'.

1. See slide 19 for questions and definition.

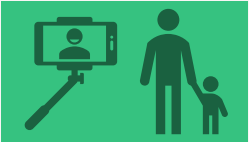
2. Base (unweighted). Ages - 8-9 : 401/ 10-12: 591/ 13-15: 599/ 16-17: 388; Gender - Girls: 989/ Boys: 990; Age & Gender - Girls aged 8-12: 495/ Girls aged 13-17: 495/ Boys aged 8-12: 497/ Boys aged 13-17: 492

3. Statistically significant to 95%, but a small percentage difference

4. LQ6 What did you livestream about? This was a multi-response question, with a list of potential options- Recent livestreamers only. Codes shown in the questionnaire were more detailed – see questionnaire or data tables for more information – all listed options are provided on [page 51, in Appendix B](#).

5. Base (unweighted). Children who have recently livestreamed 8-17 : 389/ Boys aged 8-17 : 209/ Girls aged 8-17 : 180

'Creating livestreams' – Perceptions among parents of 8–17-year-old

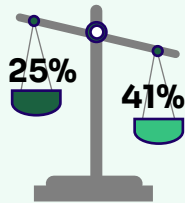


Perceived risks and benefits¹ of creating livestreams for 8–17-year-olds

'Percentage points' is expressed as 'pp' in the text below (for brevity)

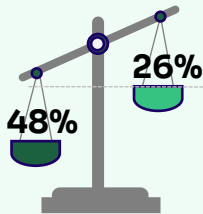
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



More parents (+16 pp) viewed creating livestreams as providing an overall risk to children rather than an overall benefit. Not all parents identified an overall risk. However, not all parents perceived a clear benefit or risk: 20% of parents of 8–17-year-olds did not feel there were risks or benefits to creating livestreams, and 14% said they did not know.

Parents whose 8–17-year-old child creates livestreams



Among parents whose child taking part in the survey said they created livestreams, the balance of opinion was weighted towards the benefits (+22pp). Nevertheless, 26% felt that creating livestreams posed more risks than benefits for children.



Appropriate age to be able to create livestreams^{2,3}

A majority (70%) of parents of 8–17-year-olds expressed that there should be age restrictions to creating livestreams.

The median average age that parents in favour of age restrictions thought was appropriate for use was **16**; 24% felt the appropriate age should be 18 or older, 30% suggested 16 or 17, and 24% chose 13, 14, or 15.

- Among parents who supported age restrictions and whose child had said that they had created a livestream, the median age that parents said they considered appropriate for using this functionality was **13**.



Incidence of any negative experiences when their child was creating a livestream⁴

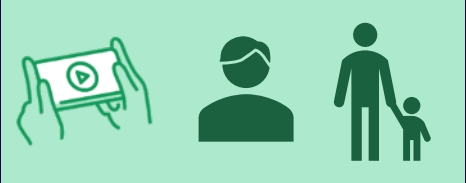
Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities (listed on page 11), including creating livestreams

- 4% said that their child had a negative experience in the last six months that happened when they were creating a livestream.
- This equates to 12% of 8–17-year-olds who have created a livestream had a negative experience from that in the last six months (according to the parent taking part in the survey).

Base (unweighted). All parents: 1490, Parents whose child who create livestreams: 403, Parents who think there should be age restrictions and whose child creates livestreams: 287

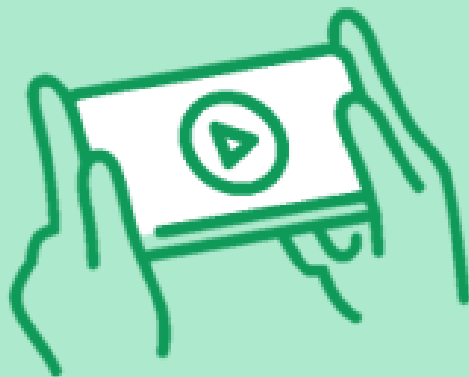
1. BR1 - Please think broadly about how your child, or other children of the same age may use the following online activities. In your opinion, do the benefits of them using these things outweigh the risks?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

Viewing livestreams



Described 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.’



of 8-17-year-olds¹
they have ever watched a stream.² Viewing takes place both live and after the stream: around half of 8-17s have watched live livestreams (50%) and **34%** have watched recorded livestreams.³

Topics related to **viewing livestreams** covered in the research. Data in **bold** is included in this slide deck, all data can be found in the data tables, see [page 36](#).

8-17-year-olds



- **Viewing livestreams**
- Usage of livestreaming functionalities
- **Topics of livestreams viewed**

Parent of the 8-17-year-old taking part in the survey



- **Risks vs. benefits**
- **Age appropriate to use**
- **If their child has had a negative experiences using this functionality**

1. Base (unweighted). All 8-17-year-olds: 1,490
2. CLS1 – Have you ever watched a livestream? Base: UK Children aged 8-17 (1,490)
3. CLS1 – Have you ever watched a livestream? Base: UK Children aged 8-17 (1,490)

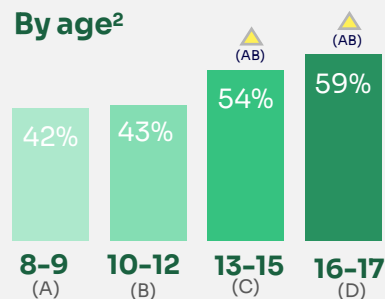
Viewing livestreams – in real-time viewing among 8-17-year-olds



71% of 8-17-year olds said they have ever viewed a livestream

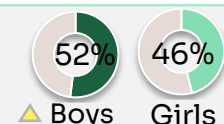
49% watched live and 34% have watched recorded¹

By age²

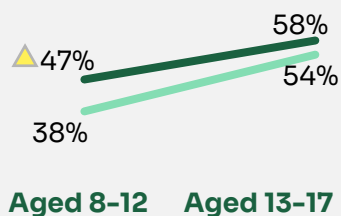


Reported viewing of real-time livestreams is higher among older children (54% of 13-15-year-olds and 59% of 16-17-year-olds) than among younger children (42% of 8-9-year-olds and 43% of 10-12-year-olds).

Among all 8-17-year-olds, boys are more likely than girls to say they have viewed livestreams when live².



By age/ gender²



Boys aged 13-17 were the most likely to view livestreams live (vs. boys and girls aged 8-12). Girls aged 13-17 are more likely to view livestreams live compared to their younger counterparts.

Topics of livestreams

among 8-17-year-olds who have watched a livestream in real-time

What types of content have you watched in livestreams?^{3,4}

	All	Boys	Girls
Gaming	63%	78%▲	45%
Performing	29%	22%	37%▲
Unboxing	24%	21%	28%▲
Cooking/baking	21%	13%	30%▲
Arts and crafts	21%	16%	28%▲
Makeup tutorials	21%	6%	39%▲
Events/ concerts	20%	18%	21%
'Q&A'	18%	18%	19%
GRWM (Get ready with me)	18%	8%	29%▲
Relaxing/ Nice sounds/ ASMR	13%	11%	16%▲



- Gaming is the most popular type of content amongst 8-17-year-olds who have watched a livestream in real-time, with over three-quarters (78%) of boys in this group viewing it. This is much higher than any other content type, with the next most-viewed category for boys being performing (22%).
- Although gaming is also the most common content type to be viewed by girls, girls are more likely than boys to have viewed a variety of different content types, including performing, cooking and makeup tutorials.

1. See slide 22 for questions and definition.

2. Base (unweighted). Ages - 8-9 : 286/ 10-12: 438/ 13-15: 460/ 16-17: 306; Gender - Girls: 741/ Boys: 749; Age & Gender - Girls aged 8-12: 361/ Girls aged 13-17: 380/ Boys aged 8-12: 363/ Boys aged 13-17: 386

3. CLS4 – What types of content have you watched in livestreams? Note: A list of potential options was provided in the survey to select from Codes shown in the questionnaire were more detailed – see questionnaire or data tables for more information – all listed options are provided on [page 51, in Appendix B](#).

4. Base (unweighted). Children who view livestreams in real time- 8-17 : 756 /Boys aged 8-17 : 403/ Girls aged 8-17 : 353

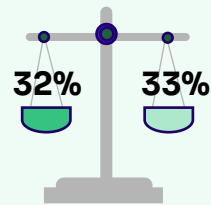
Viewing livestreams – Perceptions among parents of 8–17-year-olds



Perceived risks and benefits¹ of viewing livestreams for 8–17-year-olds

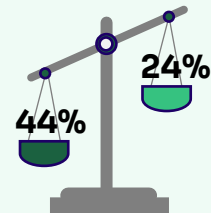
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



A similar proportion of parents viewed creating livestreams as an overall risk to children as those who considered the activity to provide an overall benefit (32%, 33%). Not all parents identified an overall benefit or risk: 24% of parents of 8–17-year-olds did not feel there were risks or benefits to viewing livestreams, and 11% said they did not know.

Parents whose 8–17-year-old child creates livestreams



Among parents whose child taking part in the survey said they viewed livestreams, the balance of opinion was weighted towards the benefits (+21pp). Nevertheless, 24% felt that viewing livestreams posed more risks than benefits for children.



Appropriate age to be able to view livestreams ^{2,3}

A majority (63%) of parents of 8–17-year-olds expressed that there should be age restrictions on viewing livestreams.

The median average age that parents in favour of age restrictions thought was appropriate for use was **14**; 16% felt the appropriate age should be 18 or older, 24% suggested 16 or 17, and 28% chose 13, 14, or 15.

- Among parents who supported age restrictions and whose child had said that they had viewed livestreams in real-time, the median age that parents said they considered appropriate for using this functionality was **14**.



Incidence of any negative experiences when their child was viewing livestreams⁴

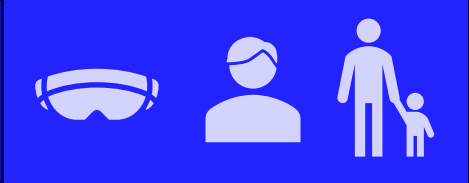
Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities (listed on page 11), including viewing livestreams in real-time.

- 4% said that their child had a negative experience in the last six months that happened when they had viewed livestreams in real-time.
- This equates to 5% of 8–17-year-olds who viewed livestreams in real-time having had a negative experience from that in the last six months (according to the parent taking part in the survey).

Base (unweighted). All parents: 1490, Parents whose child views livestreams when live: 756, Parents who think there should be age restrictions: 956 , Parents who think there should be age restrictions and whose child views livestreams in real-time: 490

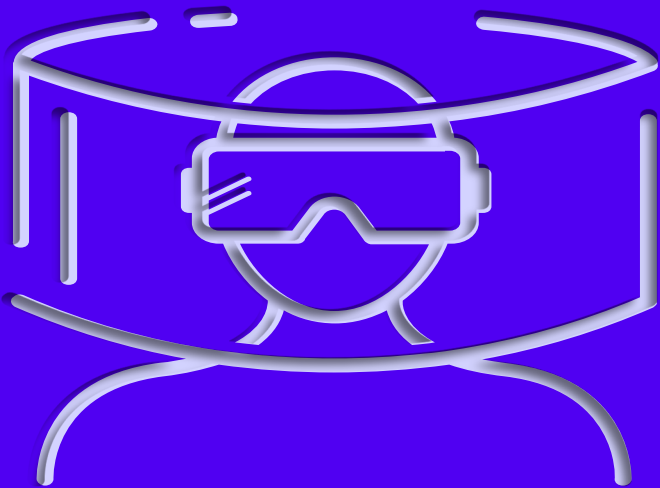
1. BR1 - Please think broadly about how your child, or other children of the same age may use the following online activities. In your opinion, do the benefits of them using these things outweigh the risks?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

VR (Virtual Reality)



Described in the survey as:

‘A VR headset allows users to experience a 3D virtual reality experience in gaming, making them feel as though they’re in the game. There are games unique to VR headsets (e.g. Gorilla Tag and VR chat). However, you can also play other games using a VR headset too (Roblox)’



15% of 8–17-year-olds¹ said they have used in the past 6 months,² 10% use a VR headset ‘regularly’.³

Topics related to **VR (Virtual Reality)** covered in the research. Data in **bold** is included in this slide deck, all data can be found in the data tables, see [page 36](#).

8–17-year-olds



- **Use of GenAI**
- **Frequency** of using GenAI in the last 6 months
- Purpose of use
- Communicating with people while using VR
- **Likes** and **dislikes** of GenAI

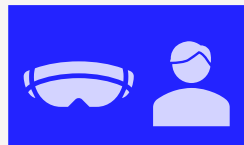
Parent of the 8–17-year-old taking part in the survey



- **Risks vs. benefits**
- **Age appropriate to use**
- **If their child has had a negative experiences using this functionality**

1. Base (unweighted). All 8–17-year-olds: 1,490
2. H2 - Which of these devices do you use to go online? Note: this was shown to 8-17 year olds as an option among other devices they could use to go online which also included mobile phones, tablets, laptops/netbooks, desktop computer, game consoles, smart watches.
3. CVR1 - In the last six months (since March) how often have you used the VR (virtual reality) headset you have at home? Note: ‘regularly’ represents responses from 8 to 17 year olds who selected in the survey that they used a VR headset ‘all the time’ (2%), ‘often’ (4%), or ‘regularly’ (3%) in the last six months.

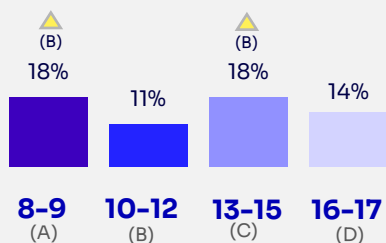
VR (Virtual Reality) – usage and perceptions of 8-17-year-olds



15%

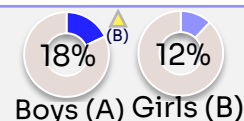
of 8-17-year-olds
said they have used VR in the past 6 months, 10% 'regularly'¹

By age²



There was some variation in reported VR usage by age, which was highest among 8-9-year-olds and 13-15-year-olds (both at 18%). The lowest level of usage was among 10-12-year-olds, at 11%.

Among all 8-17-year-olds, boys reported higher VR headset usage than girls.²



By age/ gender²

■ Boys
■ Girls



VR usage is higher among boys aged 13-17 (21%) than among girls of the same age (13%), with boys' usage increasing from ages 8-12 to 13-17, while girls' usage remains level.

Positives (likes³) and negatives (dislikes⁴) of VR online

among 8-17-year-olds who send or receive this type of message/ content in messages

All 8-17-year-olds who had used VR⁵

	Aged 8-17	Aged 8-12 (A)	Aged 13-17 (B)
Most selected positives (likes) of using 'VR'			
It is fun	68%	68%	68%
I get to enter a new world	45%	42%	48%
It is realistic	38%	35%	40%
It helps me escape	36%	30%	41%

8-17 year olds selecting options related to **switching off** as a reason to like VR: 58%⁶

Most selected **negatives (dislikes)** of using 'VR'

Hackers / strangers joining in	26%	26%	26%
People can be mean or unkind	21%	26%	17%
It can take up too much of my time	20%	21%	20%

8-17 year olds selecting options related to: the **negative conduct of others**: 46%, **intense or inappropriate content**: 45%⁶

- Perceptions of VR are consistent across age groups: responses show little variation between ages 8-12 and 13-17 across both the top positive and top negative statements.
- Using VR for fun is the standout positive, with over two-thirds of 8-17-year-olds (68%) citing this as something they like.
- The top two specific negatives (dislikes) of using VR were related to interacting with others; over a quarter (26%) of 8-17-year-olds say they dislike 'hackers/strangers joining', while over a fifth (21%) say 'people can be mean or unkind'.

1. See slide 25 for questions and definition.

2. Base (unweighted). Ages - 8-9 : 286/ 10-12: 438/ 13-15: 460/ 16-17: 306; Gender - Girls: 741/ Boys: 749; Age & Gender - Girls aged 8-12: 361/ Girls aged 13-17: 380/ Boys aged 8-12: 363/ Boys aged 13-17: 386

3. CVR5 - What do you like about using a VR headset? Note: A list of potential options was provided in the survey to select from.

4. CVR6 What do you dislike about using a VR headset? Note: A list of potential options was provided in the survey to select from.

5. Base (unweighted). Users of VR - 8-17 : 230 / 8-12 : 106 / 13-17 : 124

6. All listed options and the proportion of children selecting each can be found in [Appendix B – Slide 49](#)

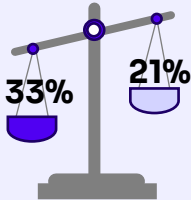
VR (Virtual Reality) – Perceptions among parents of 8–17-year-olds



Perceived risks and benefits¹ of VR for 8–17-year-olds

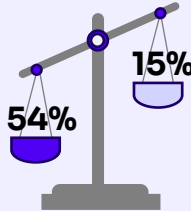
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



More parents (+12pp) viewed VR as providing an overall benefit to children rather than an overall risk. However, not all parents perceived a clear benefit or risk: 26% of parents of 8-17-year-olds did not feel there were risks or benefits, and 20% said they did not know.

Parents whose 8–17-year-old uses VR



Among parents whose child taking part in the survey said they used VR online, the balance of opinion was further weighted towards the benefits (+39pp). Nevertheless, 15% felt that VR posed more risks than benefits for children.



Appropriate age to be able to use VR ^{2,3}

Half (51%) of parents of 8-17-year-olds expressed that there should be age restrictions on using VR.

The median average age that parents in favour of age restrictions thought was appropriate for use was **13**; 12% felt the appropriate age should be 18 or older, 18% suggested 16 or 17, and 29% chose 13, 14, or 15.

- Among parents who supported age restrictions and whose child had said that they had used VR, the median age that parents said they considered appropriate for using this functionality was **12**.



Incidence of any negative experiences when their child was using a VR headset⁴

Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities, including VR.

- 2% said that their child had a negative experience in the last six months that happened when they were using VR.
- This equates to 5% of 8-17-year-olds who use VR having had a negative experience from using this type of device that in the last six months (according to the parent taking part in the survey).

Base (unweighted). All parents: 1490, Parents whose child uses VR: 276, Parents who think there should be age restrictions and whose child uses VR: 142

1. BR1 - Please think broadly about how your child, 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?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

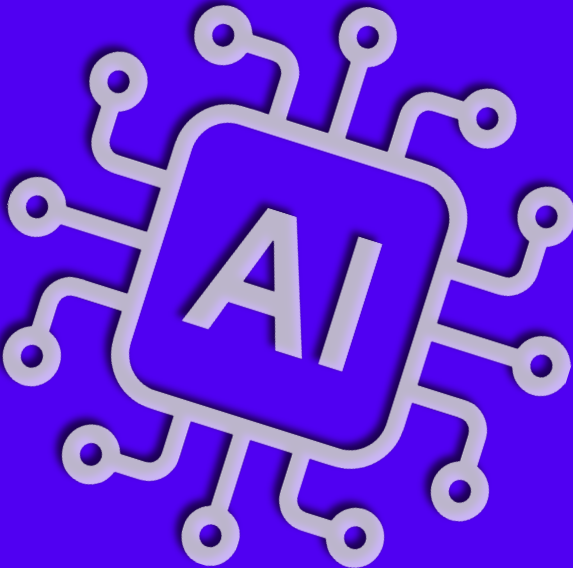
SOURCE: CHILDREN’S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain (prior to launch of social media ban consultation)

GenAI

Described in the survey as:



‘Artificial Intelligence, sometimes called ‘AI’ or ‘GenAI’ is like a super-smart robot brain that can talk, play games, write stories, answer questions, and even make pictures or videos. It’s like a helper that’s read a *lot* of books, watched videos, and learned from them. So, when you ask it something, it uses everything that it’s learned to come up with an answer, kind of like how your brain remembers things you’ve learned. It’s not a person, but it tries its best to be helpful and sound like one!’¹

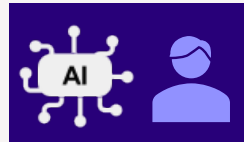


52% of 8–17-year-olds¹ said they have used GenAI in the past 6 months,² 39% ‘regularly’.³

Topics related to GenAI covered in the research. Data in bold is included in this slide deck, all data can be found in the data tables, see page 36 .	
8–17-year-olds 	• Use of GenAI • Ways of using GenAI • Frequency of using GenAI in the last 6 months • Purpose of use • Likes and dislikes of GenAI
Parent of the 8–17-year-old taking part in the survey 	• Risks vs. benefits • Age appropriate to use • If their child has had a negative experiences using this functionality

1. Definition used for 8–12-year-olds for all definitions see Appendix B for those used for 13-15 year olds and parents
2. Base of percentage (unweighted). All 8–17-year-olds: 1,490
3. CAI2 - And how often have you used GenAI in the last six months (since March)? This could be apps, websites, when searching, on social media or in the games that you play online.

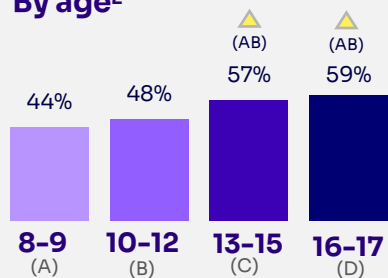
GenAI – usage and perceptions of 8-17-year-olds



52%

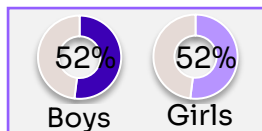
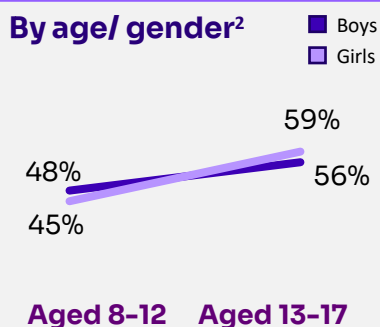
of 8-17-year-olds said they have used GenAI in the past 6 months, 39% 'regularly'¹

By age²



Reported usage of 'GenAI' is higher among 13-17-year-olds (58%) than younger children (44% 8-9-year-olds and 48% 10-12-year-olds).

By age/ gender²



Girls and boys² reported similar use of GenAI among 8-17-year-olds overall and followed a similar pattern with usage increasing with age.

Positives (likes³) and negatives (dislikes⁴) of GenAI

among 8-17-year-olds who reported using GenAI in the past 6 months

All 8-17-year-olds who had used 'GenAI'⁵

	Aged 8-17	Aged 8-12 (A)	Aged 13-17 (B)
Most selected positives (likes) of 'GenAI' ⁶			
Easy to use	53%	48%	^(A) 57%
Helps me to learn /find out things	46%	45%	47%
Saves time	40%	38%	41%
Helps me to be creative	37%	38%	36%

8-17-year-olds selecting options related to: helpful - 73%, easy/ saves time - 68%

Most selected negatives (dislikes) of 'GenAI' ⁶			
It isn't always correct	30%	27%	32%
My data might get stolen or used	22%	22%	22%
It's not real	21%	18%	24%

8-17-year-olds selecting options related to: inaccuracy/ trust - 39%, privacy / risk - 38%)

- Perceived ease of use was a positive (like) for 53% of 8-17-year-olds using GenAI; it was a more popular response among 13-17-year-olds (57% vs. 48% 8-12-year-olds).
- Many 8-17-year-olds see GenAI as a helpful learning tool, with under half saying it helps them learn or find things out (46%). However, three in ten (30%) say they have concerns about its accuracy, saying it isn't always correct.
- Over two in ten children who have used GenAI reported privacy concerns as a drawback to using AI, specifically citing that 'their data might get stolen or misused' (22%).

1. See slide 28 for questions and definition.

2. Base (unweighted). Ages - 8-9 : 286/ 10-12: 438/ 13-15: 460/ 16-17: 306; Gender - Girls: 741/ Boys: 749; Age & Gender - Girls aged 8-12: 361/ Girls aged 13-17: 380/ Boys aged 8-12: 363/ Boys aged 13-17: 386

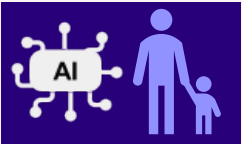
3. CAI4 - What do you like about using GenAI apps, websites or features? Note: A list of potential options was provided in the survey to select from.

4. CAI5 - What, if anything, do you dislike about using GenAI apps, websites or features? Note: A list of potential options was provided in the survey to select from.

5. Base (unweighted). Users of GenAI - 8-17 : 787 / 8-12 : 350 / 13-17 : 448

6. All listed options and the proportion of children selecting each can be found in [Appendix B – Slide 50](#)

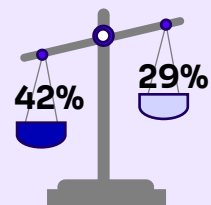
GenAI – Perceptions among parents of 8–17-year-olds



Perceived risks and benefits¹ of GenAI for 8–17-year-olds

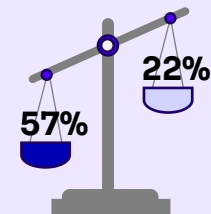
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



More parents (+13pp) viewed GenAI as providing an overall benefit to children rather than an overall risk. However, not all parents perceived a clear benefit or risk: 11% of parents of 8–17-year-olds did not feel there were risks or benefits, and 9% said they did not know.

Parents whose 8–17-year-old uses GenAI



Among parents whose child taking part in the survey said they used GenAI, the balance of opinion was further weighted towards the benefits (+35pp). Nevertheless, 22% felt that GenAI posed more risks than benefits for children.



Appropriate age to be able to use GenAI^{2,3}

A majority (70%) of parents of 8–17-year-olds expressed that there should be age restrictions on using GenAI.

The median average age that parents in favour of age restrictions thought was appropriate for use was **14**; 10% felt the appropriate age should be 18 or older, 26% suggested 16 or 17, and 33% chose 13, 14, or 15.

- Among parents who supported age restrictions and whose child had said that they had used GenAI, the median age that parents said they considered appropriate for using this functionality was **13**.



Incidence of any negative experiences when their child was using GenAI⁴

Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities (listed on page 11), including GenAI.

- 3% said that their child had a negative experience in the last six months that happened when they were using GenAI.
- This equates to 5% of 8–17-year-olds who reported using GenAI having had a negative experience when using the functionality in the last six months (according to the parent taking part in the survey).

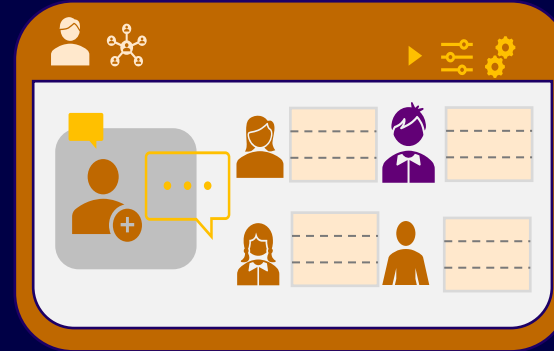
Base (unweighted). All parents: 1490, Parents whose child uses GenAI: 805, Parents who think there should be age restrictions and whose child uses GenAI: 610

1. BR1 - Please think broadly about how your child, 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?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

Children's usage 'Platform initiated stranger contact'



9% of 8–17-year-olds¹ said that in the last six months they had been in contact or chatted with someone they only know online, following a suggestion from an app or game (described in this document as 'platform-initiated stranger contact')



Defined from answers to questions in the survey, as shown below:

CSP1. In the last six months (since March), **have you been in contact or chatted to someone you only know online and have not met offline / in real life?**



Yes

CSP2A. You said you've been in contact with or messaged someone you didn't know offline. **When did you first speak to them?**



Please think about all of the people you've spoken to online that you didn't know in real life, and select as many of the options below that apply to how you began to speak to them.

We chatted/ messaged in the game I was playing ☐

Via a group chat ☐

We chatted/ messaged via a direct message on social media account ☐

I knew them from a game but we chatted/ messaged outside the game ☐

An app or a game suggested we chat/ message ☒

None of the above/ don't know/ don't understand the question



Notes on definition:

'Platform-initiated stranger contact' would include the specific functionality of 'stranger pairing'. 'Stranger pairing' was not referenced or defined in the survey due to safeguarding concerns.²

'Platform-initiated stranger contact' does not include

- User-initiated or context-driven initial contact (such as 'we chatted/ messaged in the game I was playing')
- Children who selected "don't know" or where the question was not understood



Notes on survey coverage

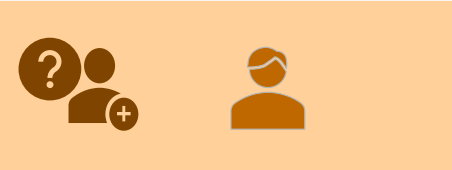
Data in **bold** is included in this slide deck, all data can be found in the data tables, see [page 36](#).

8–17-year-olds	• If child has experienced stranger contact/ how • Reflection on experience
Parent of the 8–17-year-old taking part in the survey	• If child has experienced stranger contact/ how • Risks vs. benefits • Age appropriate to use • If their child has had a negative experience using this functionality

1. Base (unweighted). All 8–17-year-olds: 1,490

2. Stranger Pairing is a user-to-user functionality that allows users to be matched with other users of the service who they may not know to facilitate user-to-user interaction

Contact with people only known online, including ‘platform initiated stranger contact’



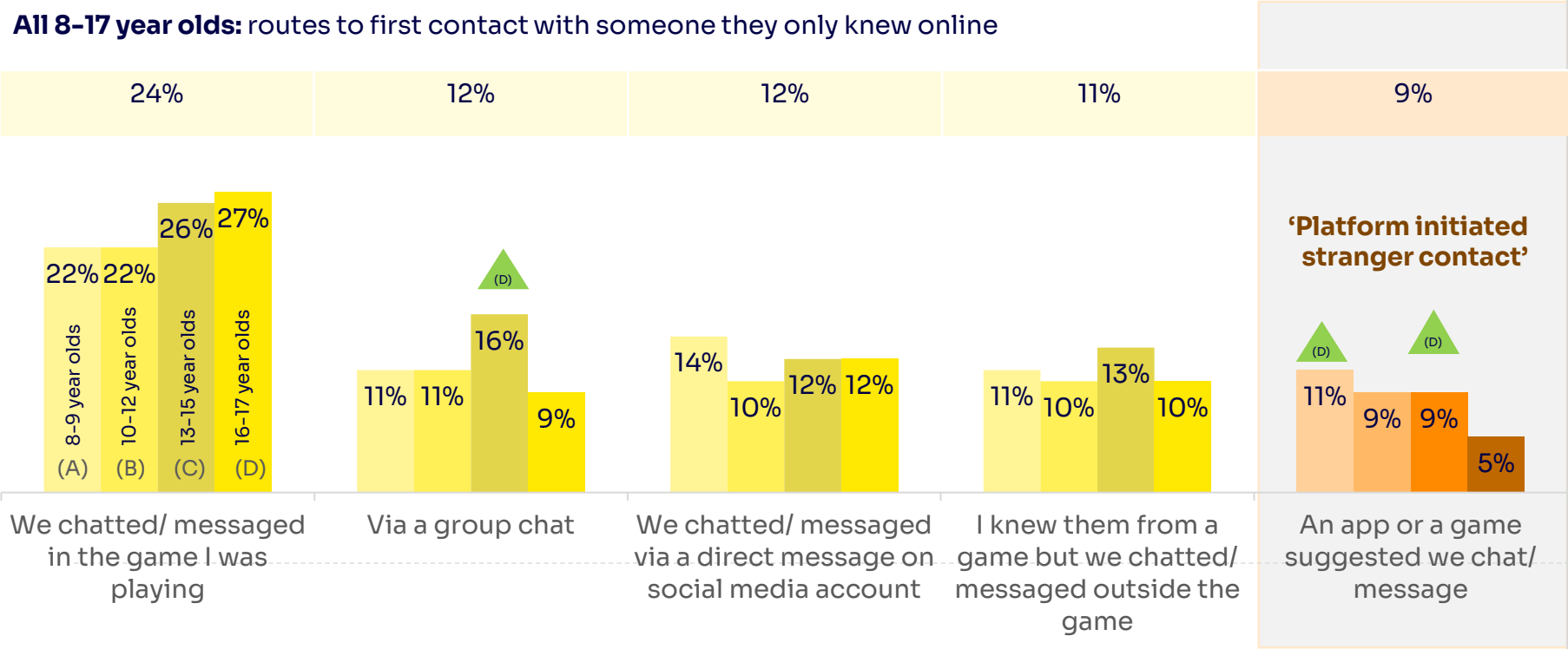
Routes to contact with people not known offline/in real life

48% of 8-17 year olds said they had been in contact in some way with someone they only knew online and had not met offline/in real life in the last six months

Around a quarter (24%) of 8-17-year-olds^{2,3} said they had first chatted or messaged someone they only knew online through a game they were playing.⁴ Smaller proportions said they first connected via a group chat (12%), through a direct message on social media (12%), or by continuing conversations outside a game with someone they had originally met while gaming (11%).

Contact being suggested via an app or game was selected by **9% of 8-17 year olds** – described in this report as ‘platform-initiated stranger contact’. Sixteen to seventeen-year-olds were the least likely to say this was how they became in contact with someone they knew online only (5%), while 8-9-year-olds were the most likely (11%).

All 8-17 year olds: routes to first contact with someone they only knew online



1. See slide 32 for definitions and question wording.

2. Base (unweighted): All 8-17-year-olds -1490, 8-9-year-olds – 286, 10-12-year-olds – 438, 13-15- year-olds – 460, 16-17-year-olds – 306. Boys – 749, Girls – 741.

3. Note that CSP2a was only asked of children who said they had been in contact with or chatted with someone that they did not know offline/ in real life. However, the percentages in this document are based on all children, not only those who have had contact with someone they do not know offline/ in real life.

4. A list of options was shown to 8-17 year olds participating in the survey, as shown on the slide, and also including none of these (selected by 1%), ‘don’t know’ (also 1%). Options of ‘somewhere else’ and ‘I don’t understand the question’ were available to choose from and were selected by <0.5% of those answering the question.



Related data from parents – interpretation

What parents were asked

Parents were asked for their views on:

- risks and benefits
- age appropriateness
- whether their child had experienced anything negative in the last six months

The wording shown to parents was:

‘Apps where you get to meet people online and have private chats, either as part of a game or for purely social reasons.’

Why this wording was used

The description covers a wider range of ways children may meet or communicate privately with people they do not know offline than ‘platform-initiated stranger contact’.

It was used to:

- capture parental views across several related forms of online contact
- provide a concise and understandable description for parents to base their responses on
- allow scope for related forms of contact to be considered in analysis

How to interpret parent measures (pages [11](#), and [34, Appendix A](#))

DATA BASED ON ALL PARENTS

These findings reflect parents’ views on a range of ways children may meet or communicate privately with people they do not know offline through apps or games. This would encompass platform-initiated contact, as well as other prompts for interaction, such as receiving a message via a social media account.

DATA BASED ON PARENTS WHOSE CHILD REPORTED PLATFORM-INITIATED STRANGER CONTACT

The child’s reported behaviour is used to identify this parent subgroup and provides context for understanding those parents’ views. However, the parents still answered the broader question about apps used to meet people online and have private chats.

The measures are related, but not directly equivalent: the narrower child behaviour sits within the broader category considered by parents. **Findings should therefore not be described as parents’ views specifically about platform-suggested contact.**

Apps to meet people online and have private chats

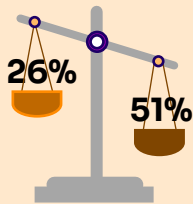
Perceptions among parents of 8–17-year-olds



Evaluation of whether usage of apps to meet people online and have private chats has a greater risk or benefit ¹ for 8–17-year-olds

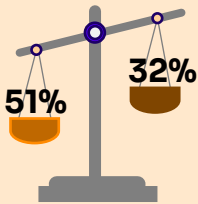
All parents [of 8–17-year-olds]

Overall Benefit **Overall risk**



More parents (+25pp) viewed ‘apps to meet people online and have private chats’ as providing an overall risk to children rather than an overall benefit. However, not all parents perceived a clear benefit or risk: 13% of parents of 8-17-year-olds did not feel there were risks or benefits, and 10% said they did not know.

Parents whose 8–17-year-old have spoken to a stranger online because they were suggested to by an app⁵



The overall balance of opinion expressed by parents whose children said they had spoken to a stranger online because they were suggested to by an app is actually weighted to being of benefit (+19pp), however, 32% said that this activity was more of a risk to children



Appropriate age to apps to meet people online and have private chats^{2,3}

A majority (75%) of parents of 8-17-year-olds expressed that there should be age restrictions on apps to meet people online and have private chats.

The median average age that parents in favour of age restrictions thought was appropriate for use was **16**; 26% felt the appropriate age should be 18 or older, 24% suggested 16 or 17, and 24% chose 13, 14, or 15.

- Among parents who supported age restrictions and whose child had said that they had spoken to a stranger online because they were suggested to by an app or game⁵, the median age that parents said they considered appropriate for using this functionality was **13**.



Incidence of any negative experiences when their child was using apps to meet people online and have private chats⁴

Parents were asked if their child had a negative experience online in the last six months. If they said this was the case, they were then asked if this had happened when they were using a number of different online functionalities (listed on page 11), including ‘apps to meet people online and have private chats’.

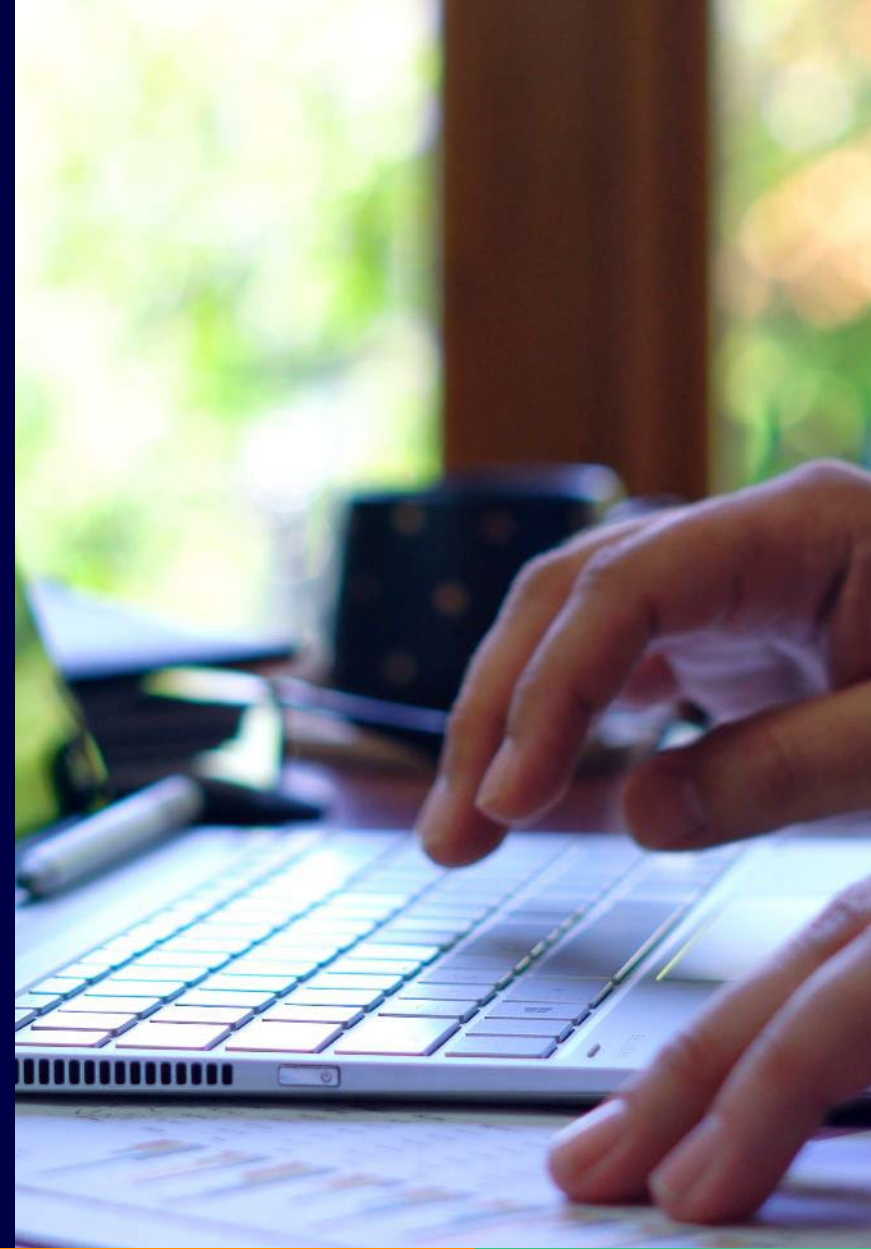
- 6% of all parents, said that their child had a negative experience in the last six months that happened when they were using apps to meet people online and have private chats.
- This equates to 19% of 8-17-year-olds who reported having spoken to a stranger online because they were suggested to by an app.⁵

--- Base (unweighted). All parents: 1490, Parents whose child have spoken to a stranger online because they were suggested to by an app: 146, Parents who think there should be age restrictions and whose child has spoken to a stranger online because they were suggested to by an app: 117

1. BR1 - Please think broadly about how your child, 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?
2. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
3. BR3A - What do you think is the appropriate age to be able to access ...?
4. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?
5. See slide 33 for key information relating to the interpretation of this data



Links to access data and supporting resources



Key links referenced in the report:

Referenced on:	Document	Description
Slide 2 / 19 / 22	Children who create and view livestreams	We conducted qualitative research with children and young people to explore their livestreaming experiences, alongside quantitative research to understand broader livestreaming behaviours. Livestreaming viewers - CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2 Livestreaming creation - CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 1.
Slide 3	The questionnaire and data tables for the livestreaming can also be found through the link above.	
Slide 4	Questionnaire for CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2	The questionnaire contains all functionalities (excluding livestream creation)
Slide 4 / 13 / 16 / 19 / 22 / 25 / 28 / 31	Data tables for CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2	The data set contains all functionalities (excluding livestream creation)
Slide 5	Market Research Society guidance on research among children	The page provides the ethical and professional framework for conducting research with children, focusing on safeguarding, informed participation, parental confidence, and researcher accountability.

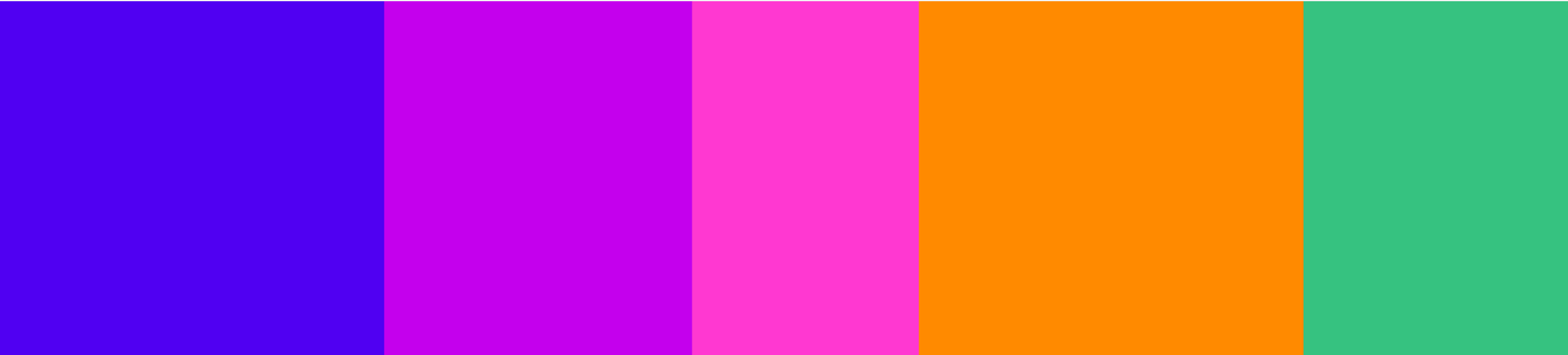


Appendix A: Parental perceptions data – detailed breakdown

Fieldwork took place before the Government's consultation
Growing up in the online world was launched on 2 March 2026

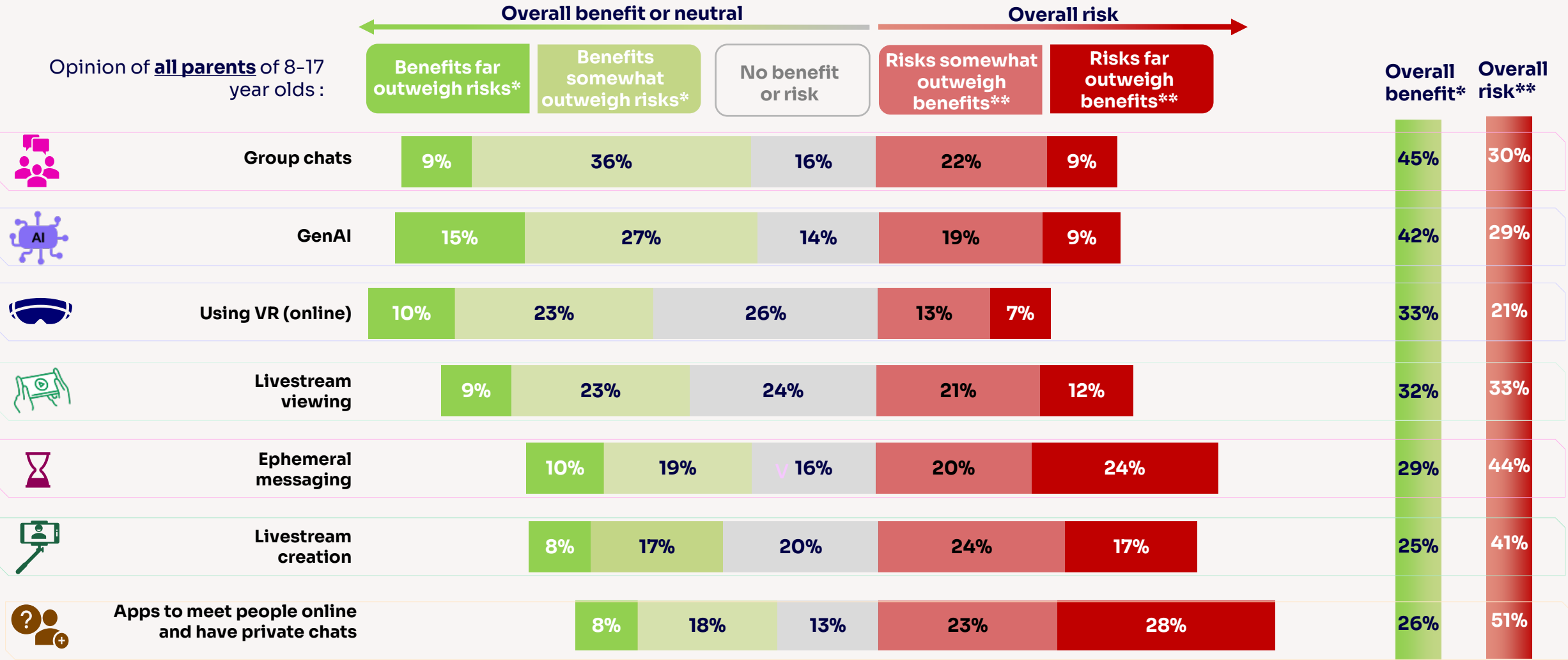


Responses from all parents of 8–17-year-olds



Parents' perceptions of the benefits and risks of each functionality

[For children at the same age as their child taking part in the survey, all parents]



Don't know': Being part of a group chat – 9%, Using GenAI – 16%, Using VR – 20%, Viewing Livestreams – 11%, Being able to send messages that disappear – 11%, Creating Livestreams – 14%, Apps where you get to meet people online and have private chats – 10%

Base (unweighted): All parents of 8–17-year-olds – 1490.

BR1 - Please think broadly about how your child, 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?

SOURCE: CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain (prior to launch of social media ban consultation)

Proportion of all parents who think age restrictions should apply

Apps to meet people online and have private chats	75%
GenAI	70%
Livestream creation	70%
Ephemeral messaging	68%
Livestream viewing	63%
Group chat	63%
Using VR (online)	51%

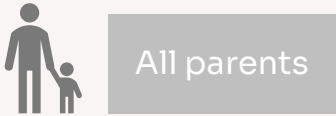
Base: (unweighted) Parents of children aged 8-17: 1,490

BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
BR3A - What do you think is the appropriate age to be able to access ...?

1. In the data overview sections of this document, the average used is 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.

SOURCE: CHILDREN’S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain (prior to launch of social media ban consultation)

Appropriate age to use the functionality (views of parents who said there should be a restriction)



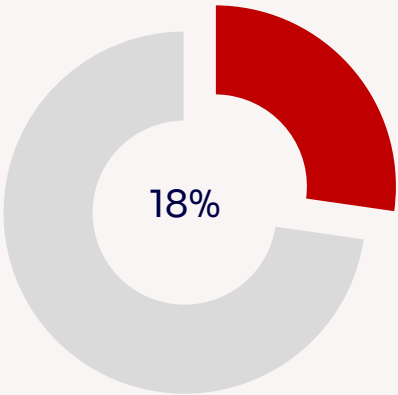
7 or under	8-9	10-12	13-15	16-17	18	Mean ¹	Median
10%	3%	11%	24%	24%	26%	14.0	16
13%	3%	15%	33%	26%	10%	12.8	14
10%	2%	8%	24%	30%	24%	14.2	16
12%	2%	11%	25%	26%	22%	13.7	15
12%	5%	15%	28%	24%	16%	11.4	14
14%	3%	18%	33%	22%	10%	12.6	14
14%	5%	21%	29%	18%	12%	12.5	13

Base: (unweighted) Parents who think that there should be age restrictions on creating (1,050) or viewing livestreaming (963) or using GenAI (1,055), or using VR (765), or being part of a group chat (951), or being able to send/ receive messages that disappear (1023), or apps where you meet people online and have private chats (1,120)

Parental perception of any negative experiences their child aged had in the last 6 months related to functionalities in survey

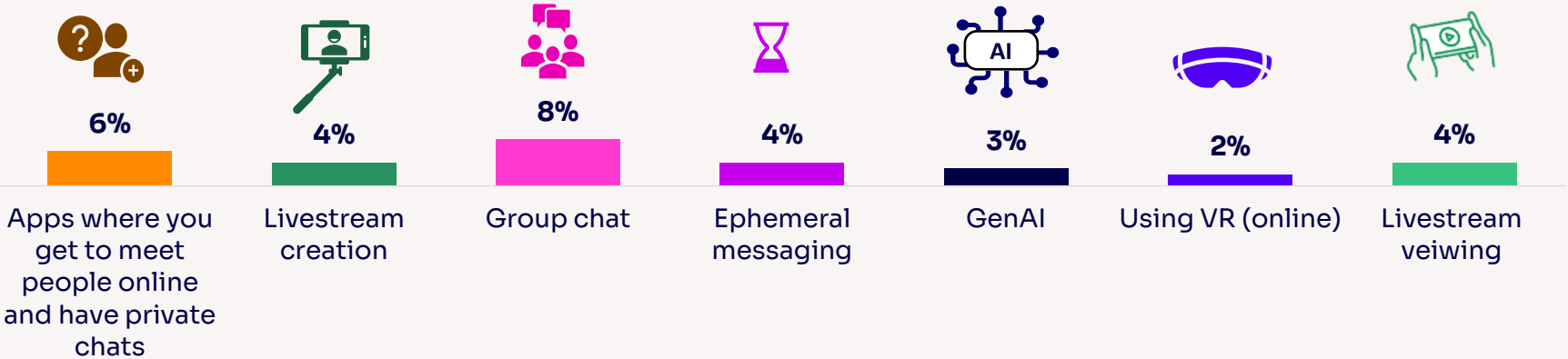
Any negative experience in last 6 months

Proportion of parents of 8-17-year-olds¹ who said their child had a negative experience online in the last 6 months².



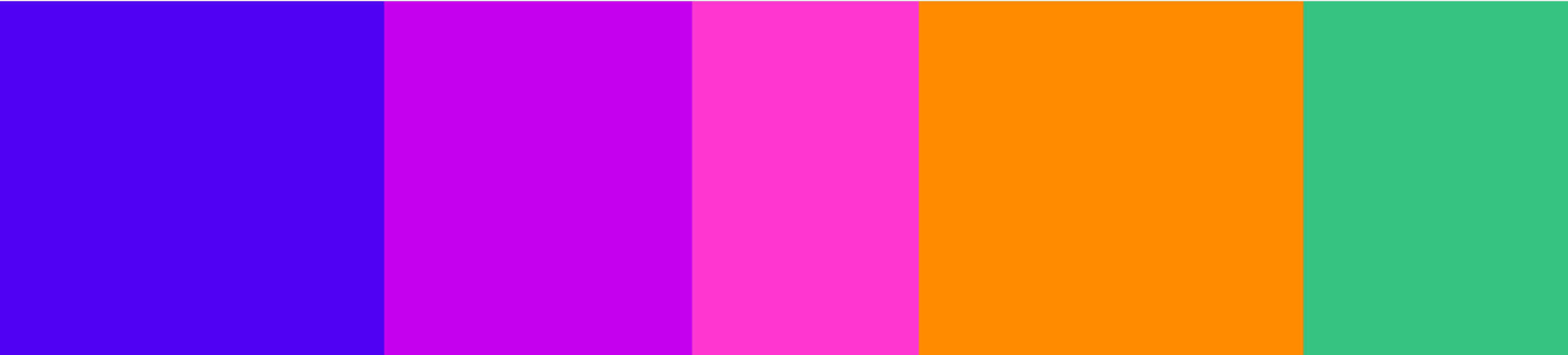
Negative experience in the last six months using functionality^{3,4}

The chart shows the proportion of parents of 8- to 17-year-olds who said their child had a negative experience online in the last 6 months while using the functionality. *For example, 3% of parents of 8-17 year olds said that their child had a negative experience in the last six months that happened when they were using GenAI.*



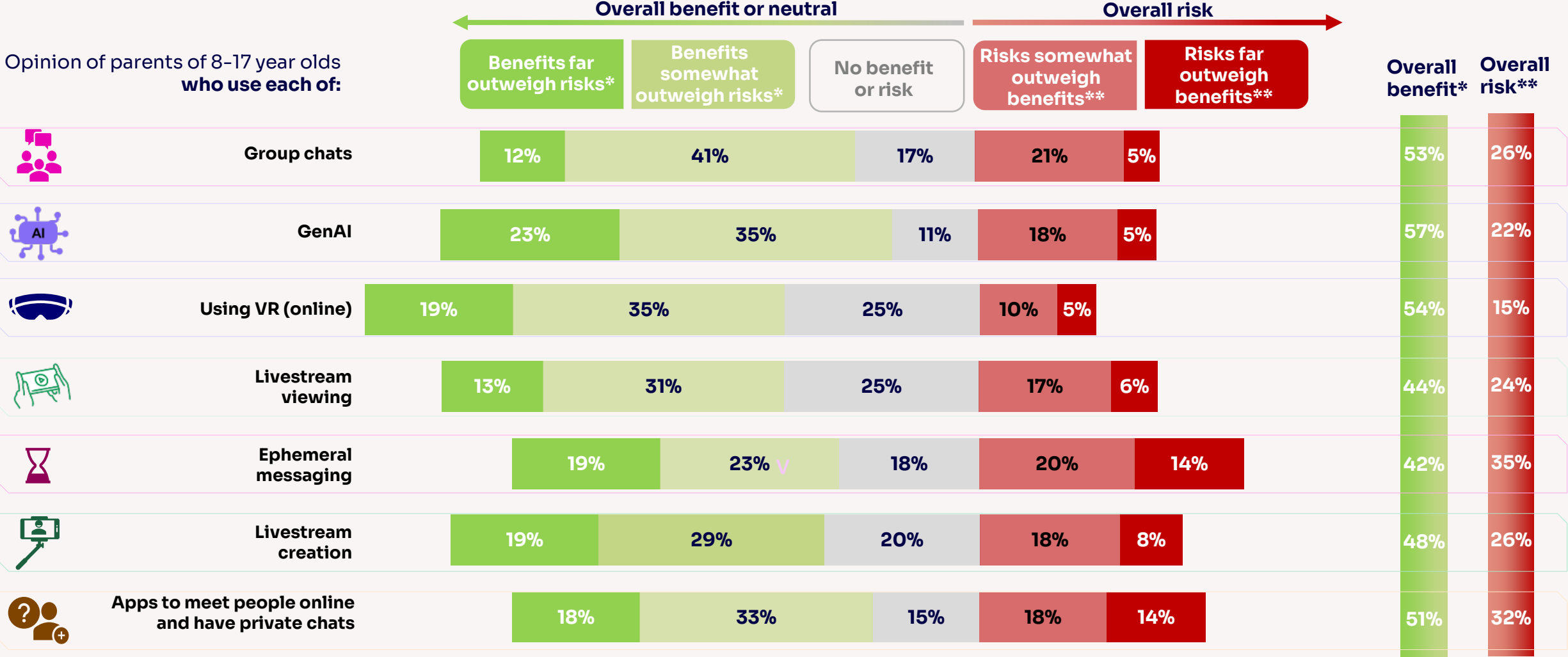
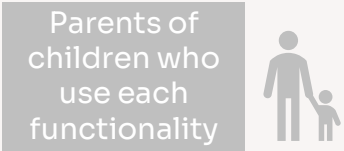
1. Base (unweighted) parents of 8-17-year-olds – 1490
2. BR3b. In the last six months, are you aware of your child [PARENT IS ANSWERING ABOUT THE CHILD WHO WILL BE TAKING PART IN THE RESEARCH] having a negative experience online?
3. BR3c. Did this negative experience happen when they were doing any of these things...?
4. Data shown on this chart is an **absolute measure** showing the overall incidence of negative experiences attributed to each functionality

Responses from parents of 8–17-year-olds whose children use each functionality



Parents' perceptions of the benefits and risks of each functionality

[For children at the same age as their child taking part in the survey, parents of children who use functionality]



Don't know': Group chats – 5%, Using GenAI – 9%, Using VR – 6%, Viewing Livestreams – 7%, Being able to send messages that disappear – 5%, Creating Livestreams – 6%, Apps where you get to meet people online and have private chats – 2%

Base (unweighted): Children using functionality: created a livestream – 403, Those who are in group chats – 823, Those who have sent/received messages that disappear – 346, Those who have spoken to a stranger online because they were suggested to by an app – 146, Those who have used GenAI – 787, Those who use VR – 237, Those who have watched a livestream when it was live – 756.

BR1 - Please think broadly about how your child, 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?

SOURCE: CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain (prior to launch of social media ban consultation)

Proportion of parents who think restrictions should apply to usage¹

(% based on parents whose children use functionality³)

Appropriate age to use the functionality (views of parents who said there should be a restriction)

(% based on those who said there should be a restriction **and** whose child uses the functionality⁴)

Parents of children who use each functionality



7 or under	8-9	10-12	13-15	16-17	18	Mean ¹	Median
29%	7%	11%	27%	13%	13%	13.5	13
18%	4%	17%	31%	21%	8%	11.5	13
25%	6%	15%	23%	19%	11%	12.7	13
20%	3%	16%	25%	23%	13%	11.7	13
13%	5%	17%	33%	19%	12%	12.7	14
14%	3%	20%	36%	20%	7%	11.9	13
28%	7%	26%	24%	11%	4%	10.3	12

Apps to meet people online and have private chats 81%

GenAI 76%

Livestream creation 70%

Ephemeral messaging 70%

Livestream viewing 66%

Group chat 61%

Using VR (online) 60%

Base (unweighted): Children using functionality: created a livestream – 403, Those who are in group chats – 823, Those who have sent/received messages that disappear – 346, Those who have spoken to a stranger online because they were suggested to by an app – 146, Those who have used GenAI – 787, Those who use VR – 237, Those who have watched a livestream when it was live – 756.

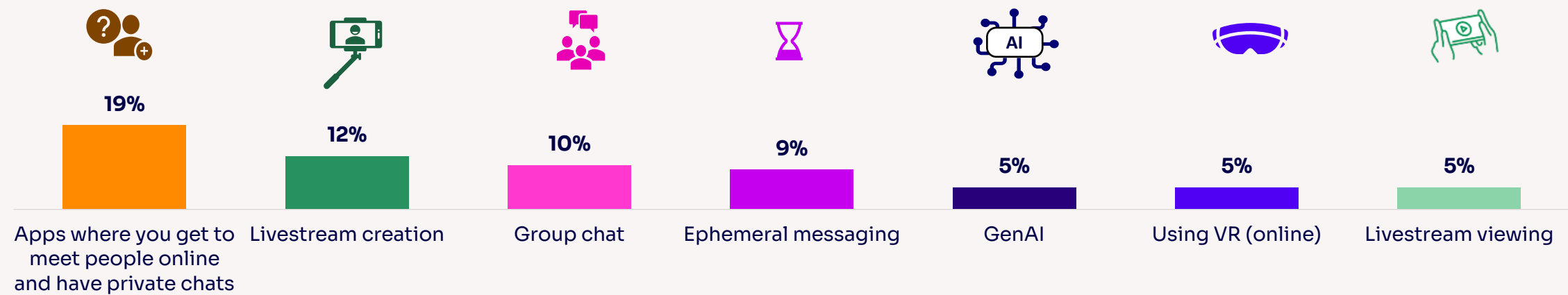
Base (unweighted): Children using functionality: created a livestream – 403, Those who are in group chats – 823, Those who have sent/received messages that disappear – 346, Those who have spoken to a stranger online because they were suggested to by an app – 146, Those who have used GenAI – 787, Those who use VR – 237, Those who have watched a livestream when it was live – 756.

1. BR2 - In your opinion, should there be age restrictions on the following types of online features or functionalities?
2. BR3A - What do you think is the appropriate age to be able to access ...?
3. 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.

Negative experiences related to functionalities, among children who use each functionality

The chart shows, among children who use each functionality¹, the proportion whose parent² said they had a negative experience online in the last six months while using it^{3,4}.

- *For example, 12% of 8-17-year-olds who said they had created livestreams reported a negative experience doing so in the last six months (according to the parent who took part in the survey).*



1. Base (unweighted): Children who said they have used each functionality: Those who have spoken to a stranger online because they were suggested to by an app – 146 Those who have created a livestream – 403, Those who are in group chats – 823, Those who have sent/received messages that disappear – 346,, Those who have used GenAI – 787, Those who use VR – 237, Those who have watched a livestream when it was live – 756.

2. The parent completing the survey answered questions related to whether their child had experienced something negative online in the last six months and what they were doing when this happened.

3. BR3b. 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?/ BR3c. Did this negative experience happen when they were doing any of these things...?

4. Data shown on this chart is a relative measure showing the incidence of negative experiences attributed to each functionality as a proportion of users.



Appendix B: Supplementary information



Usage of functionalities summary – financial wellbeing

Overall usage of different online functionalities among 8-17-year-olds in households described by the parent as either ‘doing well’, ‘getting by’ or ‘struggling’

8-17-year-olds in a household that the parent considers to be **‘doing well’** financially are significantly more likely to **use GenAI, use ephemeral messaging, view or create livestreams** and **have contact with strangers online**, compared to those in households the parent considers to be ‘getting by’ or ‘struggling’ financially

		Group chat	GenAI	Using VR (online)	Livestream viewing	Use ephemeral messaging	Livestream creation*	Any stranger contact	‘Platform-initiated stranger contact’
A	Doing Well	53%	73% 	18%	61% 	29% 	33% 	63% 	18% 
B	Getting by	56%	47%	15%	47%	21%	17%	45%	7%
C	Struggling	55%	43%	13%	44%	21%	14%	39%	4%

Base (unweighted): All other than livestream creation: 8-17 year-olds – 1490. Doing well – 390, Getting by – 735, Struggling – 358. Livestream creation: 8-17 year olds 1989, Doing well – 415, Getting by – 1011, Struggling – 545

CAI1A - In the last six months, (since March), have you used GenAI for any reason? | CM7 - Have you recently messaged or chatted with people: either one-on-one or in any group chats? | CLS1 – Have you ever watched a livestream? | CLS2– Have you ever livestreamed your own videos? | H2 - Which of these devices do you use to go online? | CM2 - What types of things are included in the messages you / your child sends or receives? / CSP2A - You said you’ve been in contact with or messaged someone you didn’t know offline. When did you first speak to them? - An app or a game suggested we chat/ message

SOURCE: CHILDREN’S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain

Usage of functionalities summary - gender

Overall usage of different online functionalities among 8-17-year-olds by gender

8-17-year-old **boys are significantly more likely to use GenAI, view or create livestreams and have contact with strangers online**, compared to 8-17-year-old girls.

		Group chat	GenAI	Using VR (online)	Livestream viewing	Use ephemeral messaging	Livestream creation*	Any stranger contact	'Platform-initiated stranger contact'
A	Boys	53%	52% 	18% 	52% 	22%	21% 	51%	8%
B	Girls	56%	52%	12%	46%	24%	18%	45%	10%

Base (unweighted): All other than livestream creation: 8-17 year-olds – 1490, Boys – 749, Girls – 741. Livestream creation: * 8-17 year-olds – 1979, Boys – 989, Girls – 990.

CAI1A - In the last six months, (since March), have you used GenAI for any reason? | CM7 - Have you recently messaged or chatted with people: either one-on-one or in any group chats? | CLS1 – Have you ever watched a livestream? | CLS2– Have you ever livestreamed your own videos? | H2 - Which of these devices do you use to go online? | CM2 - What types of things are included in the messages you / your child sends or receives? / CSP2A - You said you’ve been in contact with or messaged someone you didn’t know offline. When did you first speak to them?- An app or a game suggested we chat/ message

SOURCE: CHILDREN’S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED JULY - AUGUST 2025 by Beano Brain

Full listing: positives (likes) and negatives (dislikes) of VR and group chats:

 VR among 8-17 year olds using VR online

It is fun	68%
I get to enter a new world	45%
It is realistic	38%
It helps me relax	36%
It helps me escape reality	36%
I can learn new things	30%
It is different to anything else I can do	28%
Hackers / strangers joining in	26%
People can be mean or unkind	21%
It can take up too much of my time	20%
It can be scary	20%
People swearing / slurring	19%
It is too realistic	18%
Seeing things that I shouldn't see at my age	16%
I see things that make me feel worried or upset	15%

Positives (likes)

Negatives (dislikes)

8-17-year-olds – 1490, 8-17-year-olds who use VR –237.
CVR5 - What do you like about using a VR headset?
CVR6 - What do you dislike about using a VR headset?

 Group chats among 8-17 year olds in group chats

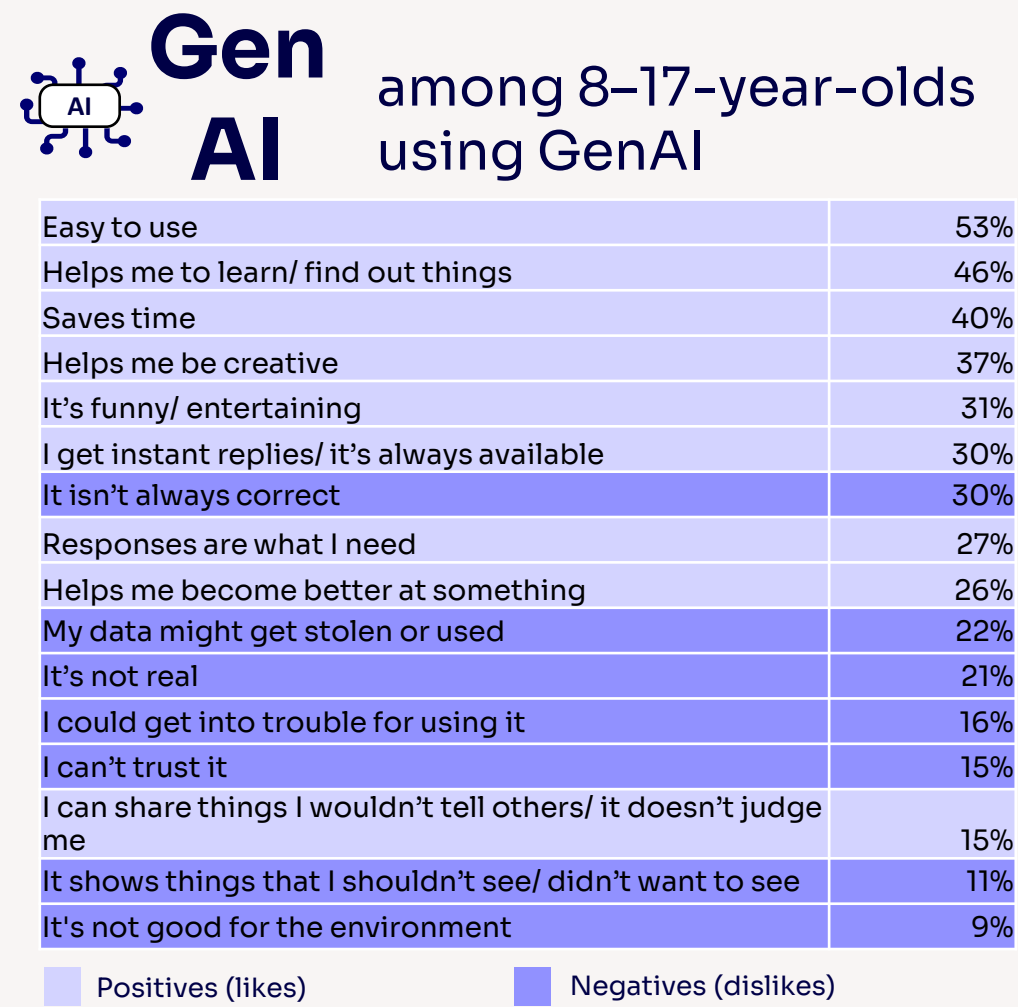
I can keep in touch with my friends	68%
They are fun to be a part of	53%
It's easier than having separate conversations	44%
I can keep in touch with my family	40%
Getting notifications at all times of day	39%
I get information about school from them	37%
I receive too many messages from them	36%
People can be mean/nasty to each other in group chats	31%
Being added to chats even when I'd rather not be	25%
Feeling like I need to respond even when I can't/don't want to	25%
I can meet new people in them	22%
Some things people say/ share make me feel uncomfortable	18%
I don't always know the people in the chats	13%

Positives (likes)

Negatives (dislikes)

8-17-year-olds who use group chats – 823.
CM14 - What do you like about being in group chats?
CM15 - What, if anything, do you dislike about being in group chats?

Full listing: positives (likes) and negatives (dislikes) of GenAI:



8–17-year-olds – 1490, 8–17-year-olds who use AI – 798;
CAI4 - What do you like about using GenAI apps, websites or features? CAI5 - What, if anything, do you dislike about using GenAI apps, websites or features?
SOURCE: CHILDREN'S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain

Complete code list for livestreaming questions

Livestream viewing

What types of content have you watched in livestreams?
Gaming
‘Get ready with me’ (GRWM)
Question and answers
Arts and crafts e.g. drawing, painting, crocheting, etc.
Performing e.g. singing, dancing, musical instrument
Make up tutorials
Unboxing
Relaxing/ nice sounds/ ASMR
Events/ concerts etc.
Cooking or baking
Other
None of the above

SOURCE: CHILDREN’S INTERACTION WITH ONLINE FUNCTIONALITIES PART 2. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED OCTOBER - NOVEMBER 2025 by Beano Brain

Livestream creation

What did you livestream about?
Gaming
‘Get Ready With Me’ (GRWM)
Question and Answer (Q&A)
Arts and crafts e.g. drawing, painting, crocheting
Performing e.g. singing, dancing, musical instrument
Make up tutorials
Unboxing
ASMR
An event/ concert I was at
Food e.g. in a restaurant or baking
Other
I don’t know

SOURCE: CHILDREN’S INTERACTION WITH ONLINE FUNCTIONALITIES PART 1. ONLINE SURVEY OF 8–17-YEAR-OLDS AND THEIR PARENTS. FIELDWORK CONDUCTED JULY - AUGUST 2025 by Beano Brain

Definitions used in survey

	8-12	13-17	Parents
GenAI	Artificial Intelligence, sometimes called “AI” or “GenAI” is like a super-smart robot brain that can talk, play games, write stories, answer questions, and even make pictures or videos. It’s like a helper that’s read a lot of books, watched videos, and learned from them. So, when you ask it something, it uses everything that it’s learned to come up with an answer, kind of like how your brain remembers things you’ve learned. It’s not a person, but it tries its best to be helpful and sound like one!	Artificial Intelligence, sometimes called “AI” or “GenAI” is a kind of computer program that can create things like text, images, videos, music, and even have conversations, play games, make jokes, find out information, help with homework or use fun filters on apps. It is trained on tons of information like books, websites, and information humans have told it, so it can understand language and respond in useful or creative ways. It doesn’t actually think or understand like a human, but it’s really good at predicting what the right or next thing to say is, based on what it has learned in the past.	GenAI can generate responses that can include text, images, audio or video when asked questions or given instructions by the user.
VR headset	A VR headset allows users to experience a 3D virtual reality experience in gaming, making them feel as though they’re in the game. There are games unique to VR headsets (e.g. Gorilla Tag and VR chat). However, you can also play other games using a VR headset too (Roblox)		A VR headset allows users to experience a 3D virtual reality experience in gaming, making them feel as though they’re in the game. There are games unique to VR headsets (e.g. Gorilla Tag and VR chat). However, you can also play other games using a VR headset too (Roblox)
Livestreaming	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.		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
Group chats	Receiving / sending messages online with more than just one other person		
Ephemeral messaging	Sending/ receiving messages or content that disappear: These can be any types of messages e.g. text or images but they are temporary, they disappear after a certain period of time or disappear after being viewed once - this does not include Instagram/snapchat stories		Sending/ receiving messages or content that disappear: These can be any types of messages e.g. text or images but they are temporary, they disappear after a certain period of time or disappear after being viewed once - this does not include Instagram/snapchat stories

Areas included in the survey (demographics and other survey topics) not already listed

Demographic information	Related to	Survey questions	Related to
Gender	Parent and 8–17-year-old taking part in survey	Devices used by the child to go online at home/ owned by 8–17-year-old	8–17-year-old taking part in survey (asked of both parent and child)
Age	Parents Children in household 8–17-year-old taking part in survey	Apps/ games which 8–17-year-old has account with	8–17-year-old taking part in survey (asked of both parent and child)
Social grade	Chief income earner in household	Apps/ games which 8–17-year-old has account with that they use most often	8–17-year-old taking part in survey
Income	Household	How 8–17-year-old accesses apps/ games if they do not have account	8–17-year-old taking part in survey
Working status	Parent taking part in the survey	Activities relating to account settings on one of their children’s accounts	Parents
Region	Household	Reasons for checking and/ or changing settings and what setting they checked or changed	Parents
Rural/ urban	Household	Activities relating to account settings on the account they use most often	8–17-year-old taking part in survey
Financial security	Household	Reasons for checking and/ or changing settings and what setting they checked or changed	8–17-year-old taking part in survey
Presence of someone with a impacting condition/ long term health issue/ mental health condition in household	Household	Reasons for changing direct message settings	8–17-year-old taking part in survey
Ethnicity	8–17-year-old taking part in survey	Importance of different aspects to both parents and 8–17-year-olds in apps they (their 8–17-year-old) uses for sending messages and taking calls.	Parent and 8–17-year-old taking part in survey
Additional needs/ identified needs	8–17-year-old taking part in survey		
EHCP in place	8–17-year-old taking part in survey		
School year	8–17-year-old taking part in survey		
Level of parental support during completion	8–17-year-old taking part in survey		



Appendix C: sample and degrees of confidence



Sample and Weighting: Children’s usage of online functionalities part 1

Overall weighting efficiency – 90.74%

Effective Sample size – 1821

Fieldwork took place 16th July– 1st August 2025

Sample	Weighting Percentage	Weighted Base	Unweighted Base (once weight applied)	Effective Sample Size
Boys 8-17 (parent reported)	51%	1024	989	929
Girls 8-17 (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

Degrees of confidence: Children’s usage of online functionalities part 1

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

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.
- 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%.

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 data are not included in this report.

Fieldwork took place 22nd October – 17th November 2025

Sample	Weighting Percentage	Weighted Base	Unweighted Base (once weight applied)	Effective Sample Size
Boys 8-17 (parent reported)	51%	768	749	703
Girls 8-17 (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

Degrees of confidence: children’s usage of online functionalities part 2

Sample	Effective sample Size (n)	Estimate (%)	95% Confidence Interval (±pp)	Estimate (%)	95% Confidence Interval (±pp)	Estimate (%)	95% Confidence Interval (±pp)
Children aged 8 to 17	1383	50%	±2.6%	25/75%	±2.3%	10/90%	±1.6%
Boys aged 8-17	697	50%	±3.2%	25/75%	± 3.7%	10/90%	±2.2%
Girls aged 8-17	665	50%	±3.8%	25/75%	±3.3%	10/90%	±2.3%
Children aged 8-9	273	50%	±5.9%	25/75%	±5.1%	10/90%	±3.6%
Children aged 10-12	410	50%	±4.8%	25/75%	±4.2%	10/90%	±2.9%
Children aged 13-15	409	50%	±4.9%	25/75%	±4.2%	10/90%	±2.9%
Children aged 16-17	272	50%	±5.9%	25/75%	±5.2%	10/90%	±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.
- 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 72.7% and 77.3%.



End of document