



3





All rights reserved - Education Child Protection LTD 2023

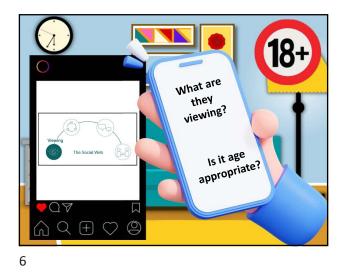




Image: Safe messageImage: Safe me

www.ecplimited.com Children and parents: media use and ECF attitudes report 2022 60% have their own mobile phone 8-11 To go online: 71% use a mobile phone, 79% use a tablet and 55% use a laptop 95% use video sharing platforms 54% use live streaming apps/sites 84% use messaging sites/apps 64% use social media and 60% have their own social media profile 69% play games online 79% watch TV or films on any type of device other than a TV set (90% on a TV set) 51% watch live TV vs 76% who watch SVoD¹ 32% have seen something worrying or nasty online 🖘 32% were able to correctly identify sponsored search results Q 28% have their own mobile phone 5-7 93% use video sharing platforms 39% use live streaming apps/site 59% use messaging sites/apps 33% use social media and 33% have their own social media profile 38% play games online 48% watch live TV vs 77% who v atch SVoD¹

9



10



11









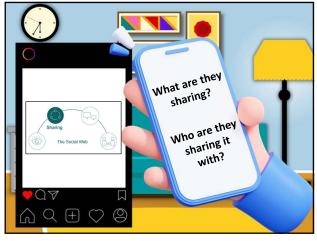
















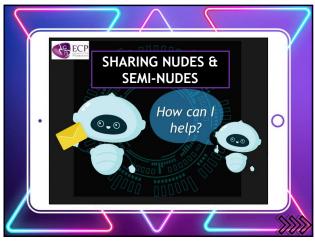
All rights reserved - Education Child Protection LTD 2023

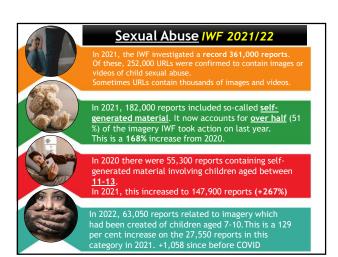










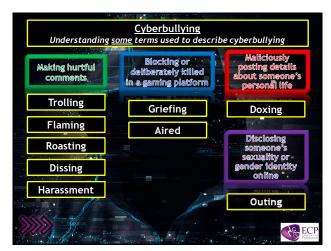












33



34

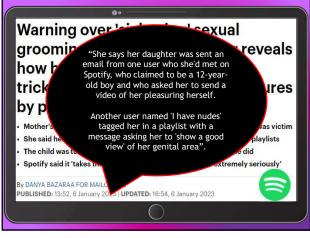


35







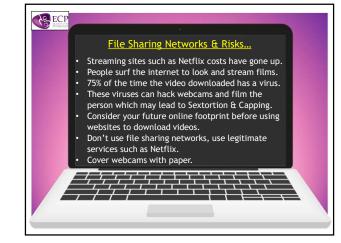


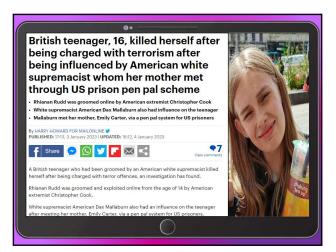




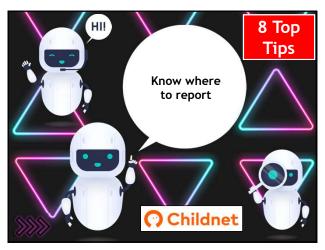


All rights reserved - Education Child Protection LTD 2023











44

Support - Childline childline0800 1111 ONLINE, ON THE PHONE, ANYTIME Info and advice 👔 Get support 🖉 A chance for a young person to talk to a counsellor who treats them with respect about any issue HOW ARE YOU FEELING? work at their own pace Confidential Excellent Good y Bad Stressed De accad Free Online Chat Many children prefer to talk about their problems online, where they feel more in control.

45



47

All rights reserved - Education Child Protection LTD 2023







