

# Insights from Internet Matters tracker survey

November 2022

internet  
matters.org

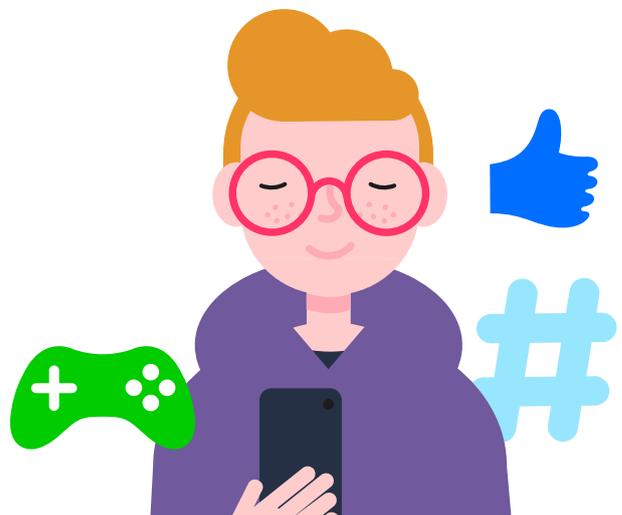
## About our tracker survey:

- Conducted **twice a year** with a representative sample of **1,000 UK children aged 9-16** and **2,000 parents**.
- Enables us to analyse **trends over time** and to **compare responses by child's age, gender, vulnerabilities** (e.g. special educational needs) and more.
- Also enables us to analyse **differences in what parents and children are reporting**.

## Key findings from the latest wave

Children are using a greater range of online services than before the pandemic

- From January 2020 to our latest tracker wave in November 2022, there has been a **+9% increase** in the average number of apps, platforms and sites used by children aged 4-16. The highest increase was seen amongst 15-16 year olds, with a **+21% increase**.



## Top five platforms used regularly by children

Since our last tracker survey in June 2022, Netflix has overtaken YouTube as the top platform used by children.

**NETFLIX**

Netflix  
**69%**

 **YouTube**

YouTube  
**67%**



WhatsApp  
**58%**

 **TikTok**

TikTok  
**50%**

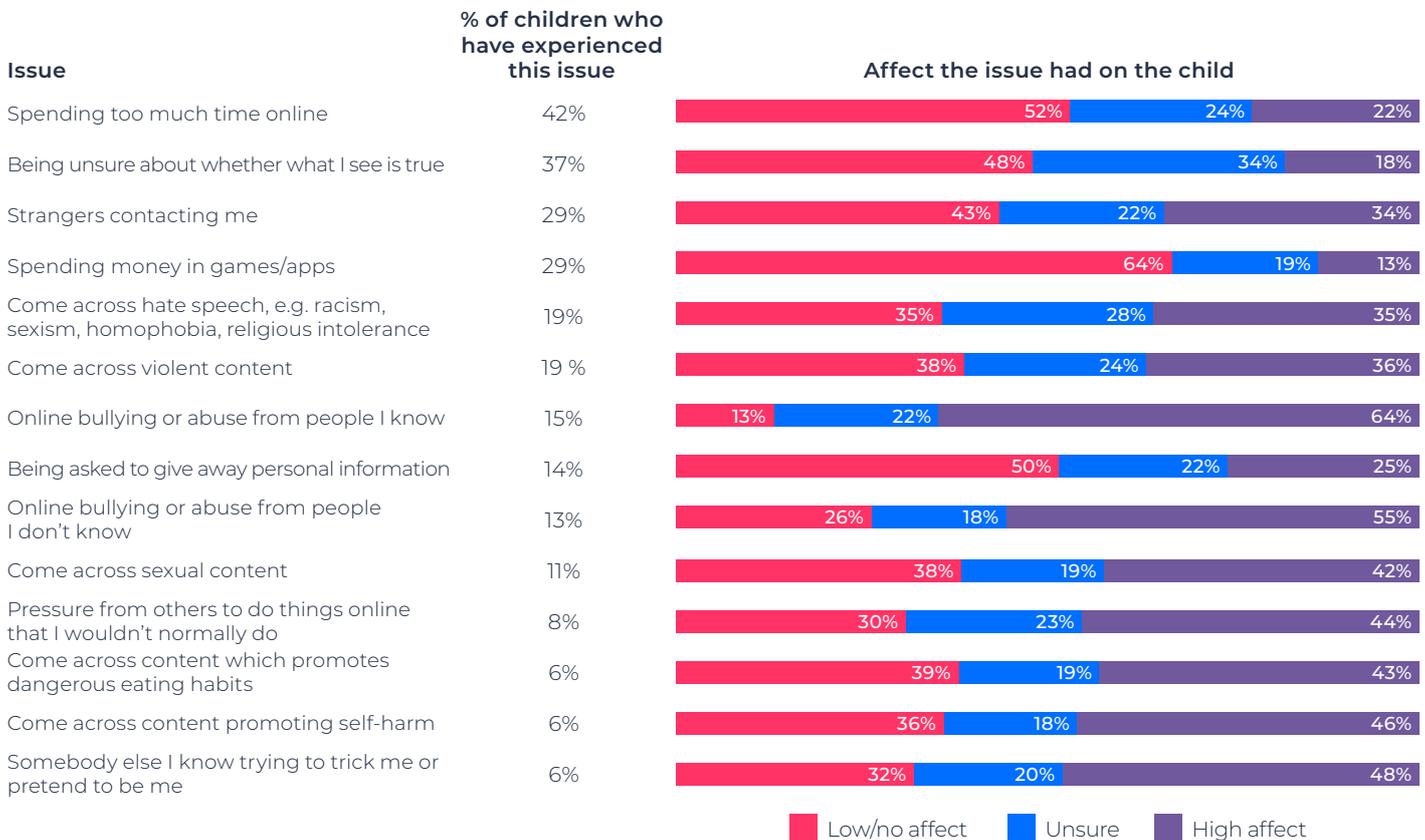


Disney+  
**48%**

# Our tracker survey demonstrates that not all online harms are equal.

Some of the most common harms have little impact, whereas rarer harms have a bigger impact. Our data demonstrates:

- 42% of children have experienced spending too much time online, but half of these children say this has had little or no impact on them.
- In contrast, only 15% of children said that they've experienced online bullying or abuse from people they know, however 64% of those children reported that this had a great impact on them.



## Parent responses to online safety issues

We know it's critical that parents to speak to children about their online experiences.

- However, half (51%) of parents of children who have had a negative experience did not have a conversation with them about it.
- This illustrates the importance of parents receiving greater support in this space.



This is just a snapshot of our survey findings. For further information and insight please contact **Simone Vibert, Head of Policy and Research:** [simone.vibert@internetmatters.org](mailto:simone.vibert@internetmatters.org)