

Average child posts 26 times a day on social media - but only 6 out of 10 followers are 'real friends'

4 out
of 10

children **remove
privacy settings** to
attract more friends
or followers

62%

of 11 year olds and
69% of 12 year olds
have a Facebook
profile, despite
a **minimum
age of 13**

Postmasters

Glasgow children post on
average **47** times a day,
making it the social
media capital of Britain.
The average is 26 nationwide.

Always on call

Edinburgh is the Skype
central of Britain with
44%
of children on the video
messaging platform.

Protective Parents

Liverpudlian parents are the most
watchful in the country –
72%
have access to all or some of their
children's social media accounts.

WhatsApp Wizards

If you're a child in **Leeds**
you'll have more WhatsApp
friends than anywhere else in
the country (88).

Most at ease

57% of children in **Manchester**
say they never feel under
pressure to be on social media
by their friends, compared to
the national average of 49%.

Family Friendly

Sheffield families are the
most linked on social
media – 90% of children are
connected with their families.
In Leeds the figure is only 73%.

Bully beaters

Nearly half (48.9%) of
children in **Birmingham**
wouldn't block someone who
said something unkind.
*The nationwide average is
4 in 10 (41.7%)*

Selfie Central

Cardiff kids are most
likely to own a Snapchat
account (56%). *Children
from Liverpool are taking
the least amount of
selfies – 33%.*

Facebook Kings

More children in **Bristol**
own a Facebook
account than any other
city in the UK – 94%.

Savviest

Children from **Brighton**
are the most social media
aware in the country –
69%
of them always set
their profiles to private.

Friend Zone

London children have
on average 51 friends
in real-life away from
social media – the
most in the UK.
The UK average is 43.



TOP TEN TASKS FOR TEEN TABLET USERS

(age 12-15)

Browse online, pass
the time &
have fun **29%**

Watch short
videos **27%**

Homework **24%**

Play games
on own **24%**

Watch
celebrity videos **20%**

Look at photos
posted by friends **20%**

Send or post messages to friends **19%**

Visit website of interest
where you can talk or message others **18%**

Watch 'how-to' videos **18%**

Watch videos made by friends **15%**

Ofcom

Data from Ofcom's Children & Adults Media Use & Attitudes report 2014