Appendix 3: Full descriptions of Figures

Figure 1: 14–24-year-olds' access to smartphones, laptops and tablets

Overview

The bar chart shows the percentage of access to smartphones, laptops and tablets across ages. Smartphones access is notably higher. It starts at 92% (age 14) and 95% (age 15) before stabilising between 97% and 100% for the other ages. Laptops start at 81% and 83% (ages 14 and 15) before dropping to 71% and generally staying between 65% and 75% for other ages. Tablets start at 55% (age 14), dip to 47% (age 15), then rise to 58% (age 16) and trend down towards 46% at age 24.

Presentation

Each age year has a group of three vertical bars, one for each type of device. The height of the bar shows the percentage value.

Values

The percentage values presented in Figure 1:

Age	Smartphone	Laptop	Tablet
14	92%	81%	55%
15	95%	83%	47%
16	99%	71%	58%
17	100%	67%	55%
18	98%	73%	56%
19	99%	74%	48%
20	99%	69%	54%
21	99%	67%	51%
22	98%	60%	52%
23	97%	65%	50%
24	99%	69%	46%

This data is repeated, along with the source information, in the full dataset.

Figure 2: Hours spent by 14–21-year-olds interacting with friends online on weekdays and weekends

Overview

The figure shows the time spent interacting online with friends across ages, which includes social media, gaming and apps. Each age is given separate data for weekdays and weekends. For almost all ages and times, time interacting online increases at the weekend. In general, 18-year-olds have the highest amount online, with ages above and below trending to lower amounts as age gap increases.

For almost all ages at all times, '1–3 hours' has the largest number of respondents (30–48%), followed by '4–6 hours' (14–40%) and 'less than an hour' (11–30%). 'Less than an hour' deviates from this pattern in two clear ways: First, on the weekend for 14–18-year-olds, 'less than an hour' drops to fourth place (11–17%), with '7+ hours' increasing to third (15–19%). Second, on weekdays for 14–16-year-olds, 'less than an hour' rises to second place (24–30%), with '4–6 hours' decreasing (14–24%). The category 'none' is smaller than the others (1–4%), with a jump to 7% for age 21.

Presentation

There are two charts: weekday and weekend. Each chart has horizontal bars for each age. The bars total 100% and are divided into the number of hours spent. The number of hours are grouped and ordered: none, less than an hour, 1–3 hours, 4–6 hours, 7+ hours.

Values

The percentage values presented in the weekday chart of Figure 2:

Age	None	Less than an hour	1 to 3 hours	4 to 6 hours	7 or more hours
14	4	30	44	14	7
15	3	24	47	21	5
16	2	24	40	24	10
17	1	15	48	16	20
18	1	14	39	32	13
19	1	22	48	20	9
20	3	20	41	24	11
21	7	24	41	20	8

The percentage values presented in the weekend chart of Figure 2:

Age	None	Less than an hour	1 to 3 hours	4 to 6 hours	7 or more hours
14	2	15	45	22	16
15	1	17	39	28	15
16	2	11	47	20	19
17	1	11	41	28	18
18	1	11	30	40	18
19	2	22	42	23	11
20	2	16	46	29	7
21	7	22	39	23	8

This data is repeated, along with the source information, in the full dataset.

Figure 3: Percentage of 16–24-year-olds daily looking through and actively posting on social media

Overview

The bar chart shows the proportion of different ages looking at and posting on social media every day. Those looking at social media vary between 81% and 89%, while those posting vary between 11% and 25%. There is no strong trend of changing percentages as age changes.

Presentation

Each age has two vertical bars: 'looking' and 'posting'. The height of the bars shows the percentage value.

Values

The percentage values presented in Figure 3:

Age	Looking	Posting
16	81	18
17	85	14
18	89	25
19	84	16
20	87	20
21	81	18
22	84	19
23	81	11
24	88	17

This data is repeated, along with the source information, in the full dataset.

Figure 4: Personal experience of 18–24-year-olds and 25+-year-olds with LLMs, by activity

Overview

The figure shows the proportion of the two age groups' use of, or willingness to use, LLMs for certain tasks. The proportion of 'yes' to using is notably higher (by two to three times) in those aged 18–24 than those aged 25+. The younger group had two categories in which more people had tried using LLMs (66% and 53%), but in all other cases across both groups, those answering 'yes' was lower than 50% (7–41%). In almost all cases, those answering 'no but open to using it' were greater than those answering 'no and I don't want to'.

Presentation

There are two charts: 18–24-year-olds and 25+-year-olds. Each chart has horizontal bars for each type of experience. The bars total 100% and are divided into responses given.

Values

The percentage values presented in the 18–24 chart of Figure 4:

Experience type	Yes	No, but open to using it	No and I don't want to	Don't know / prefer not to say
Search for answers/ recommendations	66	15	13	6
Educational purposes	53	25	16	6

Supporting everyday tasks (e.g., writing emails)	41	31	22	7
Entertainment (e.g., image/ video/audio generation)	36	37	24	3
Supporting job applications	32	34	27	7
Guidance on issues (e.g., legal disputes, benefit claims, taxation)	13	40	40	6

The percentage values presented in the 25+ chart of Figure 4:

Experience type	Yes	No, but open to using it	No and I don't want to	Don't know / prefer not to say
Search for answers/recommendations	31	35	21	14
Educational purposes	19	42	29	10
Supporting everyday tasks (e.g., writing emails)	19	39	33	9
Entertainment (e.g., image/video/audio generation)	13	44	33	10
Supporting job applications	9	43	40	8
Guidance on issues (e.g., legal disputes, benefit claims, taxation	7	49	34	10

This data is repeated, along with the source information, in the full dataset.

Figure 5: Example weekend time use chart of a 14-year-old

Overview

The donut chart shows the time given to activities by an example 14-year-old. Screentime activities account for just over half of the time (12.7 hours). Online activities account for most of these (11.7 hours) and are separated into five categories.

Presentation

There are hour gradations around the circumference, with labelled sections for given categories. The centre of the donut has a large '24hrs'.

Values

The hour values given in Figure 5:

Activity	Hours spent
TikTok	3.1
Snapchat	1.5
YouTube	2.5
Safari	1
Other apps	3.6
TV	1
Non-screen time (awake)	3.3
Non-screen time (asleep)	8

The background to this example individual can be found on page 14 of the Children's Media Lives 2025 report.

Figure 6: Frequency of 14–21-year-olds getting together with friends online

Overview

The bar chart shows the regularity of getting together online across ages, with a general trend of higher usage among younger ages. The response 'every day / almost every day' is highest among ages 14 and 15 (46% and 48%) with the value generally decreasing as the age increases. Inversely, 'less often / never' has the lowest value for age 14 (13%) and increases as age increases (to 41%). The category 'every day / almost every day' remains higher than 'less often / never' until those aged 20 and 21. The middle two frequency categories are roughly similar through the ages.

Presentation

The bar has horizontal bars for each age. The bars total 100% and are divided into responses given.

Values

The percentage values presented in Figure 6:

Age	Every day / almost every day	Several times a week	About once a week	Less often / Never	Don't know
14	46%	29%	12%	13%	0%
15	48%	23%	13%	15%	0%
16	34%	26%	21%	17%	1%
17	40%	27%	12%	20%	0%

18	38%	23%	13%	23%	2%
19	29%	21%	21%	29%	0%
20	25%	26%	21%	28%	0%
21	26%	21%	11%	41%	1%

This data is repeated, along with the source information, in the full dataset.

Figure 7: Percentage of 16–21-year-olds that have a close friend they have not met in person

Overview

The bar chart shows the proportion of each age who have a close friend they have not met in person. There are two distinct groups. Ages 16–18 increase with age (29–32%). Then ages 19–21 show the same pattern, but at lower values (19–20%).

Presentation

The bar chart has vertical bars for each age. The heigh of the bars shows the percentage value.

Values

The percentage values presented in Figure 7:

Age	Percentage
16	29
17	32
18	32
19	19
20	20
21	20

This data is repeated, along with the source information, in the full dataset.

Figure 8: Encounters with potentially AI-generated harms of 18–24-year-olds and 25+-year-olds

Overview

The figure shows the proportion of the two age groups' extent of encountering various harms online. Some things are in common to both age groups: First, with regard to frequency, 'a

few times' is generally the largest response across the harms (27–52%). Second, 'false or misleading information' is the most encountered harm, while 'content that promotes violence, abuse or hate' is least encountered.

There are also visible differences between the age groups: First, those aged 18–24 have relatively greater responses for 'many times' and 'a few times'. Second, those aged 25+ have a higher response rate for 'don't know/prefer not to say' and 'never' than ages 18–24, though the combined total for these two categories still usually remains under 50%.

Presentation

There are two charts: 18–24-year-olds and 25+-year-olds. Each chart has horizontal bars for each type of encounter. The bars total 100% and are divided into responses given.

Values

The percentage values presented in the 18–24-year-old chart of Figure 8:

Type of harm	Many times	A few times	Don't know/ prefer not to say	Never
Financial frauds or scams	27	43	14	15
False or misleading information	42	39	16	3
Deepfake image and/or audiovisual clips	33	52	7	7
Content that promotes violence, abuse or hate	20	45	17	19

The percentage values presented in the 25+-year-old chart of Figure 8:

Type of harm	Many times	A few times	Don't know/ prefer not to say	Never
Financial frauds or scams	23	34	26	17
False or misleading information	23	36	25	15
Deepfake image and/or audiovisual clips	18	38	21	23
Content that promotes violence, abuse or hate	11	27	27	36

This data is repeated, along with the source information, in the full dataset.