



Norton's My First Device Report

By  EDELMAN
INTELLIGENCE

October 2018

Methodology

- Norton's My First Device Report is an online survey of 6,986 parents aged 18+ years old, with children aged 5-16 across 10 markets, commissioned by Norton by Symantec and produced by research firm Edelman Intelligence.
- The purpose of the study was to;
 - Explore children's ownership, access and usage of mobile connected devices (smartphones, tablets)
 - Understand parents own device use, as well as their behaviour and attitudes to childrens' device use
 - Explore the impact of connected devices on children and parents
- The European sample reflects input from 5,974 European parents ages 18+ across France, Germany, Italy, the Netherlands, Spain, Sweden, Poland and the United Kingdom. Samples in France, Germany and The United Kingdom were at least 1,000 per country. The Middle East sample reflects input from 1,012 parents ages 18+ across the United Arab Emirates and the KSA. This 10-minute survey was in fieldwork between the 10th and the 20th of August 2018.
- The margin of error for the total sample is +/- 3-4% depending on the market's sample size at a 95% confidence level.
- For the purpose of this study, throughout the survey, we asked about connected devices when referring to smartphones or tablets that are connected to the internet. Excluded from this specification are tablets or other devices designed specifically for young children.

A dimly lit living room scene. In the foreground, a young girl with long dark hair is sitting on a blue sofa, looking down at a tablet device. Next to her, a young boy in a green patterned shirt is sitting on the same sofa, looking towards the right. In the background, a man is sitting at a desk, working on a laptop. The room has large windows with white blinds, a white cabinet, and a framed picture on the wall. The overall atmosphere is quiet and focused.

KEY FINDINGS

Children's And Parent's Digital Habits

1. CHILDREN'S DIGITAL HABITS

Connected mobile device usage makes up a big part of a child's day. Many spend more time on this than playing outside. The older the child, the more time in their day it takes up.

- Children spend on average 2 hours and 35 minutes on connected mobile devices each day (average of smartphones and tablets), and this increases the older they get (children aged 11-16 play for 48 minutes more than children aged 5-10).

It is now common for children as young as 5 to own a connected mobile device, despite parents feeling that the age should be older.

- 43% of children aged 5-10 own their own smartphone, and 57% of children of the same age own their own tablet.
- The average age is 9 for children owning their own connected mobile device, yet this is a year earlier than it should be as parents think that children should be 10 before they own their own connected device.

2. PARENTS' DIGITAL HABITS

Usage habits amongst children may be impacted by how much time parents spend on connected mobile devices.

- 1 in 2 (56%) parents say they spend too much time online, 3 percentage points higher than those who say their child spends too much time online (53%).
- 56% say they spend more time online than their child, with a quarter (25%) saying that their child spends more time than them online.
- Nearly half (49%) say they feel guilty for the amount of time they spend online.

Child Development And Parent's Discipline

3. CHILD DEVELOPMENT AND MENTAL HEALTH

Parents see both the positive and negative benefits of connected mobile device usage.

- The biggest positive impact that mobile screen time has on children is their problem solving or learning skills (51% agree it has a positive impact).
- One third (37%) say that their child's school uses connected mobile devices (smartphones and tablets) for learning purposes.

Yet many are still concerned about the risk that comes from spending time online.

- The biggest negative impact that mobile screen time has on children is their quality of sleep (52% agree it has a negative impact).
- Online bullying is just as much of a concern for parents as playground bullying.

4. PARENTS' DISCIPLINE AND BEHAVIOUR

When it comes to digital discipline, many parents say they are strict, but in reality, fewer are implementing restrictions around their child's use of digital devices.

- 64% of parents say they are strict with their child's use of connected mobile devices (smartphones and tablets) yet only 41% and 47% say they have parental controls set up to limit what their children can and can't see on respective devices (smartphones and tablets).

5. PARENTS NEED MORE SUPPORT WHEN IT COMES TO SETTING UP PARENTAL CONTROLS AND RESTRICTIONS

- Of the parents that don't enforce any rules, the main reason is that their child is tech savvy enough to get around the rules.
- 48% say that they want to set limits and parental controls on connected devices, but they don't know how to go about doing this.



**DETAILED
FINDINGS**

A child is lying in bed, partially covered by a white blanket, looking at a smartphone. The scene is dimly lit, suggesting nighttime. The child's face is illuminated by the phone's screen. The background shows a patterned pillow and a dark room.

**CHILDREN'S
OWNERSHIP,
ACCESS AND
USAGE HABITS**

Connected mobile usage makes up a large part of children's day. Children spend more time on connected mobile devices than playing outside



2 hours 35 minutes

Average time spent on connected mobile devices (across weekends and weekdays)



1 hours 58 minutes

Average time spent playing outside (across weekends and weekdays)

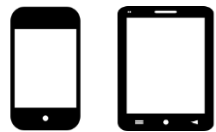
	UK	2 hours 55 minutes
	Sweden	2 hours 47 minutes
	Saudi Arabia	2 hours 42 minutes
	Netherlands	2 hours 34 minutes
	UAE	2 hours 29 minutes
	Germany	2 hours 26 minutes
	France	2 hours 26 minutes
	Italy	2 hours 24 minutes
	Poland	2 hours 24 minutes
	Spain	2 hours 24 minutes

UK	1 hours 56 minutes
Sweden	1 hours 56 minutes
Saudi Arabia	1 hours 49 minutes
Netherlands	1 hours 55 minutes
UAE	1 hours 37 minutes
Germany	2 hours 17 minutes
France	1 hours 44 minutes
Italy	1 hours 59 minutes
Poland	2 hours 8 minutes
Spain	1 hours 51 minutes

N.B The mean calculation is the weekday and weekend average for doing this activity. We multiply weekday average by 5 and weekend average by 2 and then divide their sum by 7 to get to a daily average.

Q1. How much time does your child spend doing the following activities on an average weekday and an average weekend day /school holiday. Base: All respondents n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

Connected mobile usage makes up a large part of children's day. Children spend more time on connected mobile devices than playing outside



2 hours 35 minutes

Average time spent on connected
mobile devices (across weekends and weekdays)



1 hour 58 minutes

Average time spent playing outside
(across weekends and weekdays)

*N.B The mean calculation is the weekday
and weekend average for doing this activity.
We multiply weekday average by 5 and
weekend average by 2 and then divide their
sum by 7 to get to a daily average.*

Q1. How much time does your child spend doing the following activities on an average weekday and an average weekend day /school holiday. Base: Parents who say their child does the following activity either during the week or weekend

Time spent on connected mobile devices increases amongst older children

Children aged **11-16** spend **48 minutes** more on connected mobile devices than children aged **5-10**

Children aged 5-10: 2 hours 7 minutes

Children aged 11-16: 2 hours 55 minutes

Children aged 5-7

Children aged 8-10

Children aged 11-13

Children aged 14-16

2 hours 4 minutes

2 hours 10 minutes

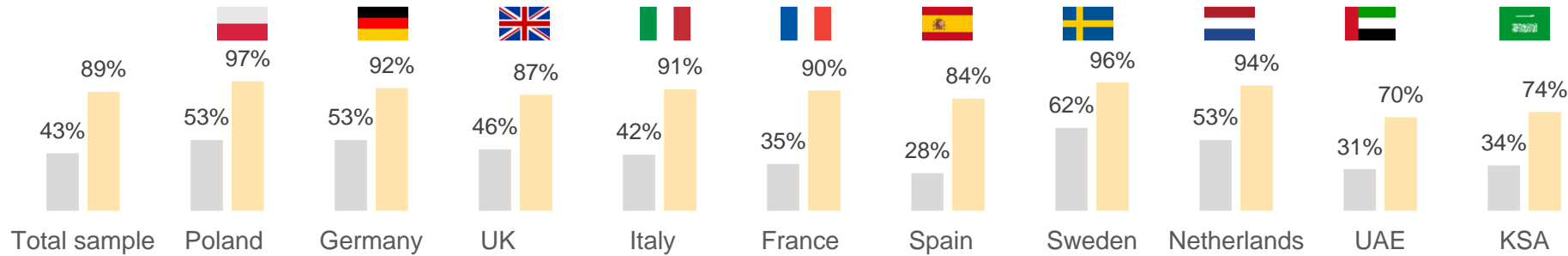
2 hours 36 minutes

3 hours 14 minutes

Q1. How much time does your child spend doing the following activities on an average weekday and an average weekend day /school holiday. Base: Total sample n= 6,986

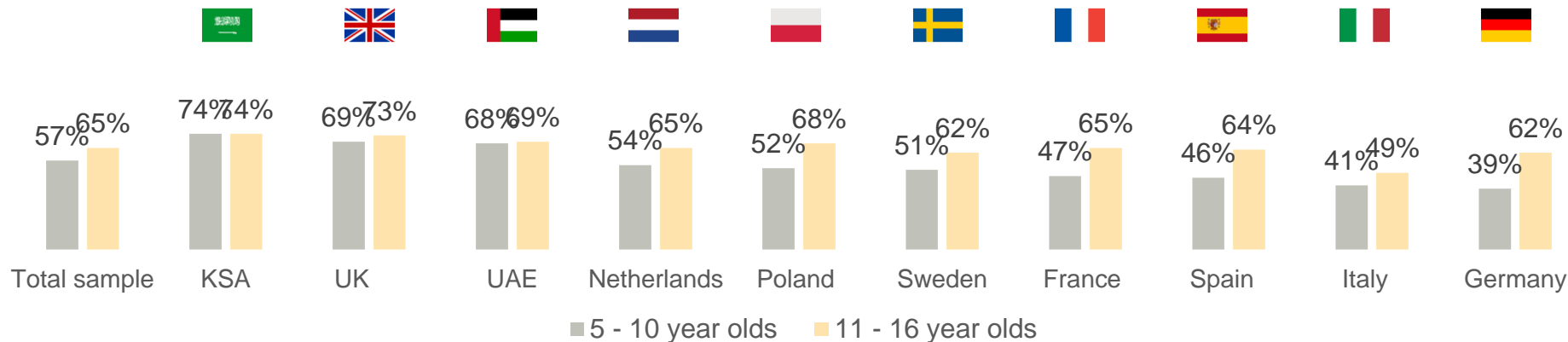
2 in 5 children aged 5-10 own their own smartphone

Smartphone ownership by age group



Smartphone ownership is highest in **Poland** and **Germany**

Tablet ownership by age group



Tablet ownership is higher for younger children than smartphones, and highest in **Saudi Arabia**

Q2. Does your child own or borrow this device? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Children aged 5-10 n= 2,287, Children aged 11-16 n= 3,252.

Despite many young children owning their own connected mobile device, parents believe that the age should be older

Average age children first own a connected mobile device

9 years old

	France	10
	Germany	10
	Spain	10
	Netherlands	10
	Italy	10
	UK	9
	Poland	8
	Sweden	8
	UAE	7
	KSA	7

Average age parents think a child should be to own a connected mobile device

10 years olds

	Spain	12
	France	11
	Italy	11
	Germany	10
	UK	10
	Netherlands	10
	UAE	10
	KSA	10
	Poland	9
	Sweden	8

There is no right or wrong age to give children a connected mobile device, although tech expert Bill Gates did not give his children smartphone until they were 14 years old.
([Source: Inc.](#))

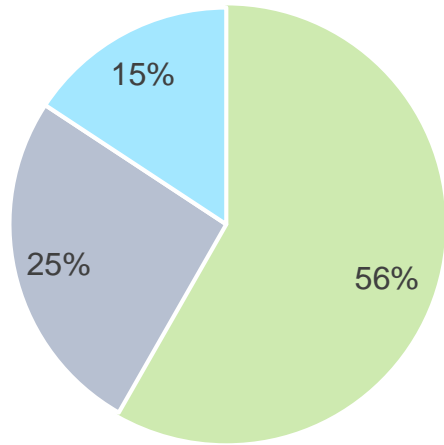
Q3. How old was your child when they first "owned" the following? Connected Mobile Device Base: Children who own a smartphone / tablet total: 3887, UK n= 663 /647, France n= 546 / 344, Germany n= 639 / 262, UAE n= 195 / 264, KSA n= 201/306, Sweden n= 369/ 205, Netherlands n= 338 /218, Spain n= 254 /208, Poland n= 342 /181, Italy n= 340 /181 / 2816, // Q4. How old do you think a child should be when they get their first smartphone or tablet? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569



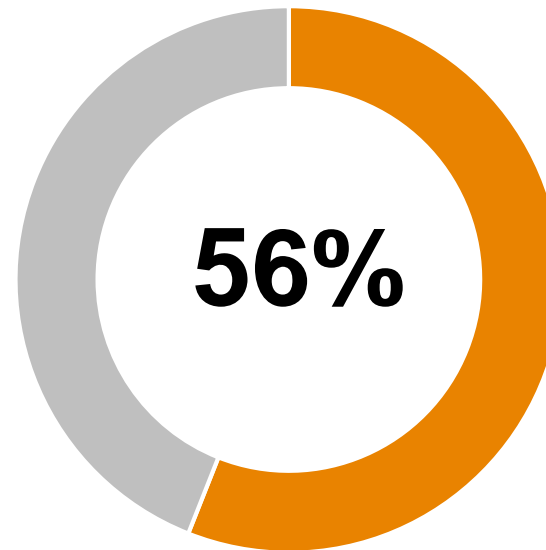
PARENT'S DIGITAL HABITS

Usage habits amongst children may be impacted by what their parents are doing. In fact, more than 1 in 2 parents say they spend more time online than their child

% of who spends more time online

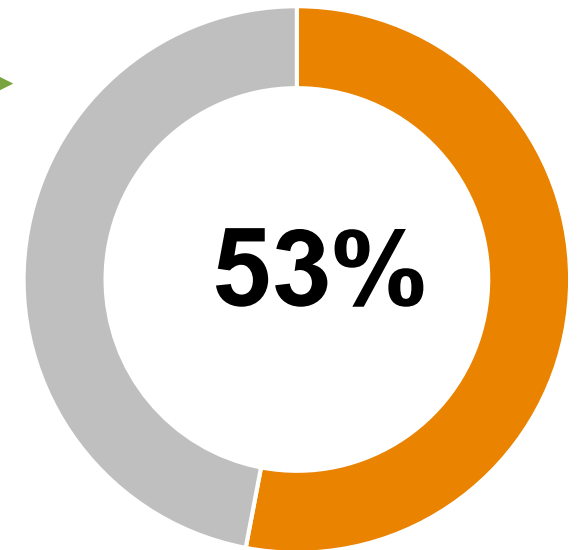


- I spend more time online than my child
- My child spends more time online than me
- We spend the same amount of time together



of parents say they spend too much time online

+3 pts
----->





of parents say their child spends too much time online











Country data in Appendix

Q6. Who spends more time on connected mobile devices? (i.e. smartphones and tablets) Base: Total sample n= 6,986 // Q5. Thinking about connected mobile device usage, how much do you agree or disagree with the following statements? Top 2 Box Agree. Base: Total sample n= 6,986



Many parents feel guilty about the time they spend online, particularly when they are with their children











49% of parents say they feel guilty about the amount of time they spend online

48%  49% 

	KSA	65%
	UK	58%
	UAE	57%
	Poland	52%
	Spain	48%
	Germany	44%
	Italy	43%
	Netherlands	42%
	France	40%
	Sweden	40%

60% of parents say they feel guilty about looking at my phone when they are spending time with their child

60%  61% 

	KSA	79%
	UAE	68%
	UK	66%
	Italy	63%
	Spain	61%
	Poland	57%
	Germany	56%
	Netherlands	52%
	France	54%
	Sweden	49%

Q5. Thinking about connected mobile device usage, how much do you agree or disagree with the following statements? Top 2 Box Agree Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160 // Q7. How much do you agree or disagree with the following statements about your child spending time using connected mobile devices? Top 2 Box Agree. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160.

Parents are concerned their digital habits set a bad example for children

36%

of parents say their child tells them off for being on their phone too much or at inappropriate times



32%



42%*

	KSA	60%
	UAE	53%
	UK	42%
	Spain	41%
	Poland	37%
	Italy	32%
	Germany	30%
	France	29%
	Netherlands	29%
	Sweden	20%

73%

of parents say that parents spend too much time online, setting a bad example to their children



75%*



71%

	KSA	82%
	UAE	78%
	Spain	78%
	UK	77%
	Poland	75%
	Italy	74%
	Sweden	72%
	France	68%
	Germany	66%
	Netherlands	66%

* Denotes higher significant difference at 95% confidence level.

Q7. How much do you agree or disagree with the following statements about your child spending time using connected mobile devices? Top 2 Box Agree Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160.

Digital detoxing is happening in homes and schools

56%

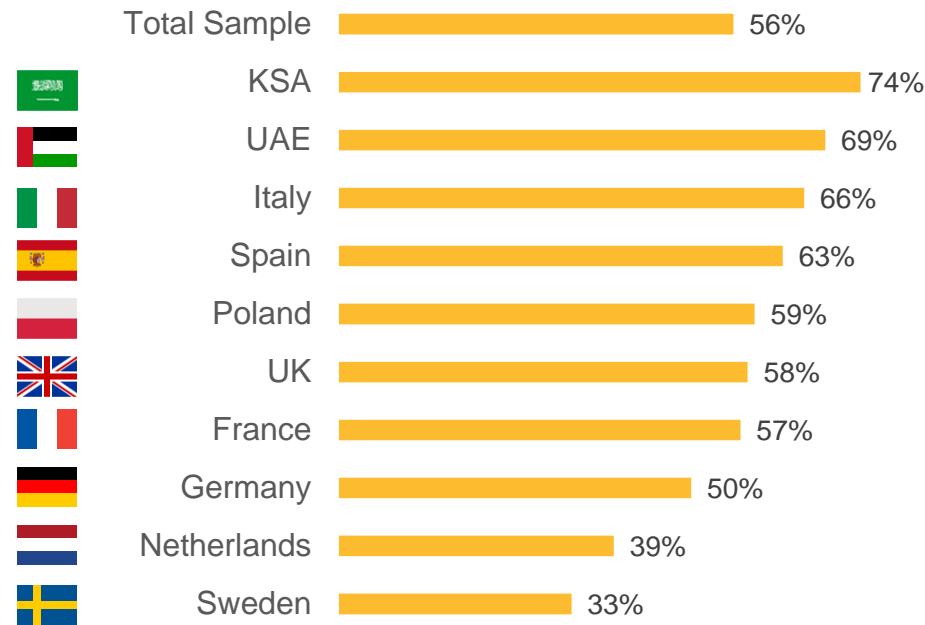
Of parents say they have tech free days or times in their household



56%



56%



83% of parents say that their child's school has rules about personal smartphone usage during school hours



Q12. Thinking about your parenting style, in relation to the use of connected mobile devices such as a smartphone or tablet, how much do you agree or disagree with the following statements?
 Top 2 Box agree. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569 // Q15- Does your child's school have rules about personal smartphone usage during school hours? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160.













**THE IMPACT OF
CONNECTED
MOBILE DEVICES**

1 in 2 parents think that mobile screen time can positively impact their children's problem solving or learning abilities

	% who agree mobile screen time has a positive impact on their child	% who agree mobile screen time has a negative impact on their child
Children's problem-solving or learning skills	51%	23%
Children's level of creativity	48%	27%
Children's happiness	45%	21%
Children's level of autonomy (i.e. being able to make decisions for themselves)	45%	23%
Children's level of maturity	43%	23%
Children's development in general	42%	27%
Performance at school	36%	32%

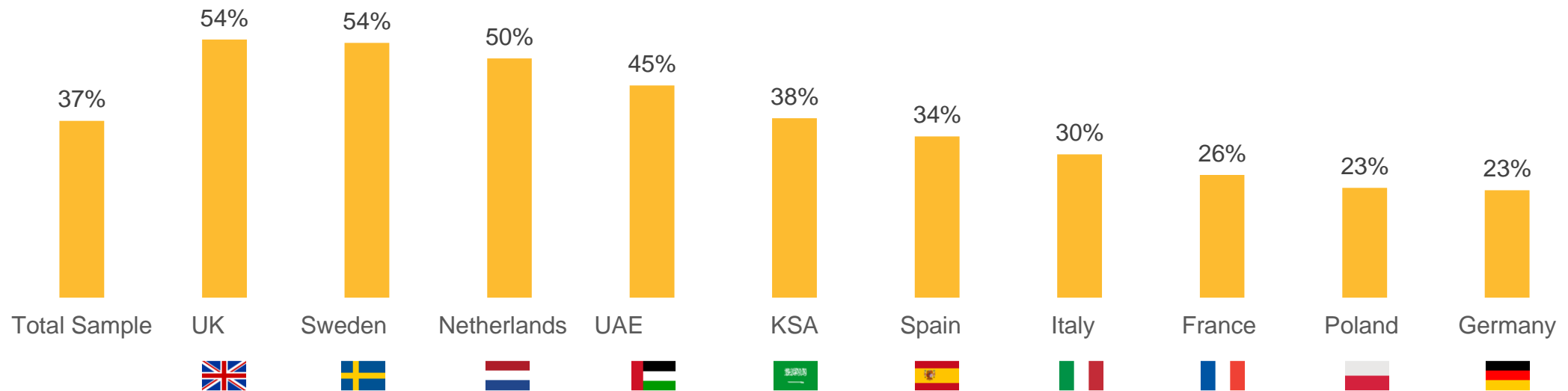
1 in 2 (51%) parents say that mobile screen time has a positive impact on children's **problem solving or learning skills**. This is highest in **Sweden**, and lowest in **Germany**.

	Sweden	64%
	UAE	62%
	UK	60%
	KSA	60%
	Netherlands	54%
	Poland	53%
	Spain	49%
	France	44%
	Italy	42%
	Germany	33%

Q14. What impact, if any, do you think mobile screen time (i.e. spending time on smartphones or tablets) has on children? Top 2 Box Impact. Base Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

In fact, mobile devices are used in educational settings – over a third of parents say their child uses connected mobile devices for learning purposes at school

% of parents who say their child uses connected mobile devices for learning purposes



Q16. Does your child's school use any of the following in the classroom for learning purposes? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

Parents agree that children being in charge of their own connected devices teaches children responsibility

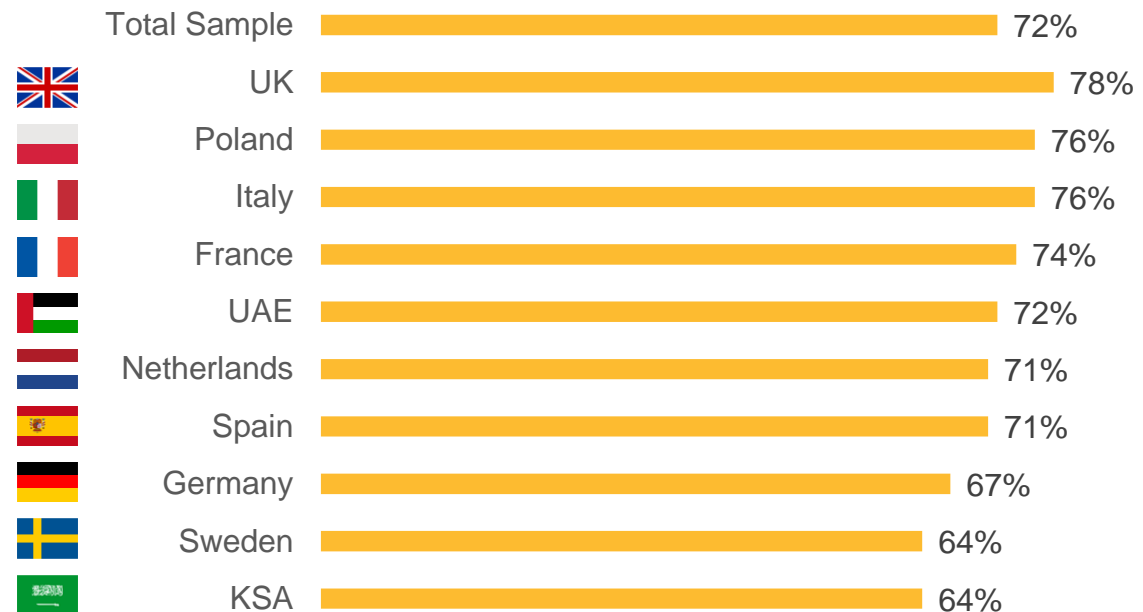
72%

Of Parents say that children being in charge of their own connected devices teaches them responsibility



68% 76%*

*Denotes higher significant difference at 95% confidence level.



Q12. Thinking about your parenting style, in relation to the use of connected mobile devices such as a smartphone or tablet, how much do you agree or disagree with the following statements? Top 2 Box agree. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160.

Despite this, parents are concerned about the negative impact mobile screen time has on their child's rest and energy levels

% who agree mobile screen time has a **positive impact** on children % who agree mobile screen time has a **negative impact** on children

Children's quality of sleep

21%

52%

Children's energy levels

25%

42%

Children's social skills

35%

40%

Children's mental health

27%

37%











1 in 2 (52%) parents say that mobile screen time has a negative impact on children's quality of sleep. This is highest in **Sweden**, and lowest in the **UK**.

	Sweden	66%
	France	58%
	Italy	54%
	KSA	53%
	Spain	53%
	UAE	52%
	Poland	51%
	Germany	51%
	Netherlands	47%
	UK	43%

Q14. What impact, if any, do you think mobile screen time (i.e. spending time on smartphones or tablets) has on children? Top 2 Box Impact. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

Parents are also worried about the online threats that their children are vulnerable to. Online bullying is as much of a concern for parents as bullying at school

% of parents who say they are concerned about the following

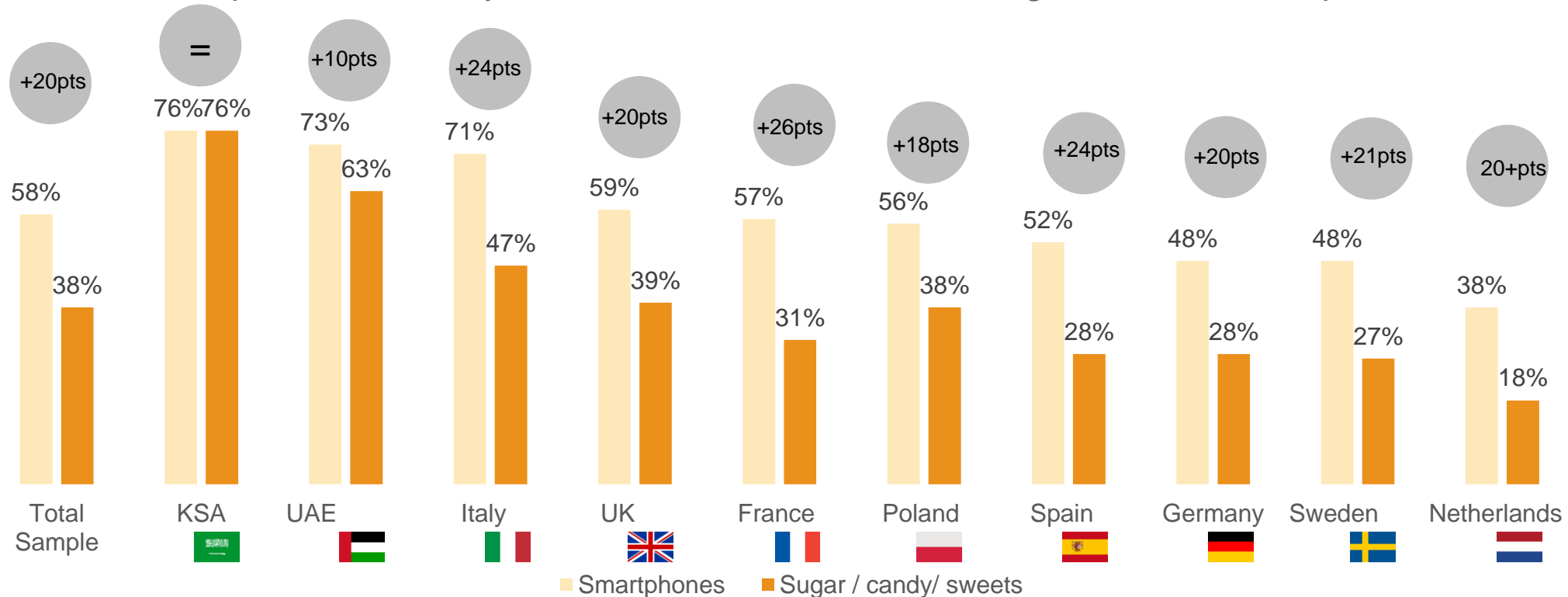
	Total sample	 Germany	 France	 Italy	 Poland	 Spain	 UK	 Sweden	 Netherlands	 UAE	 KSA
Online bullying	68%	51%	74%	75%	64%	87%	68%	44%	42%	75%	76%
Bullying at school	68%	51%	75%	78%	59%	81%	70%	46%	39%	72%	65%

Parents in Spain and Saudi Arabia are significantly more concerned about online bullying than bullying at school

Q8. Thinking about your child, how concerned are you about the following? Please use the scale of 1-7 where 1= not at all concerned and 7= very concerned. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569. Net: Top 2 concerned

Parents say that their child is more hooked by using their smartphone than they are by sugar

% of parents who say their children are hooked on sugar vs. their smartphone



In all markets, parents think their kids are more preoccupied or hooked on their smartphone compared to sugar. This is with the exception of Saudi Arabia where this is in line.

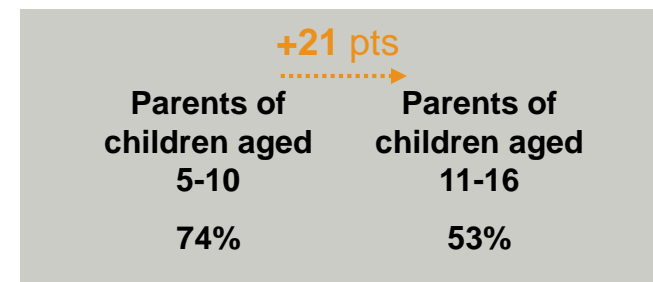
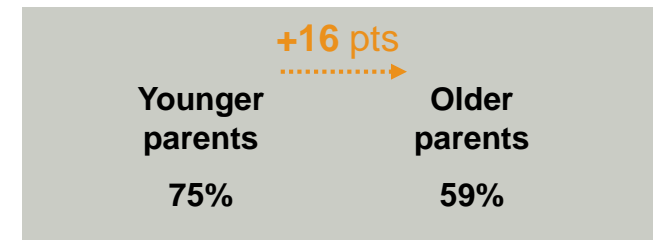
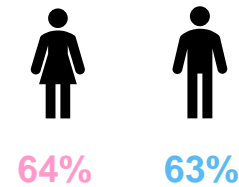
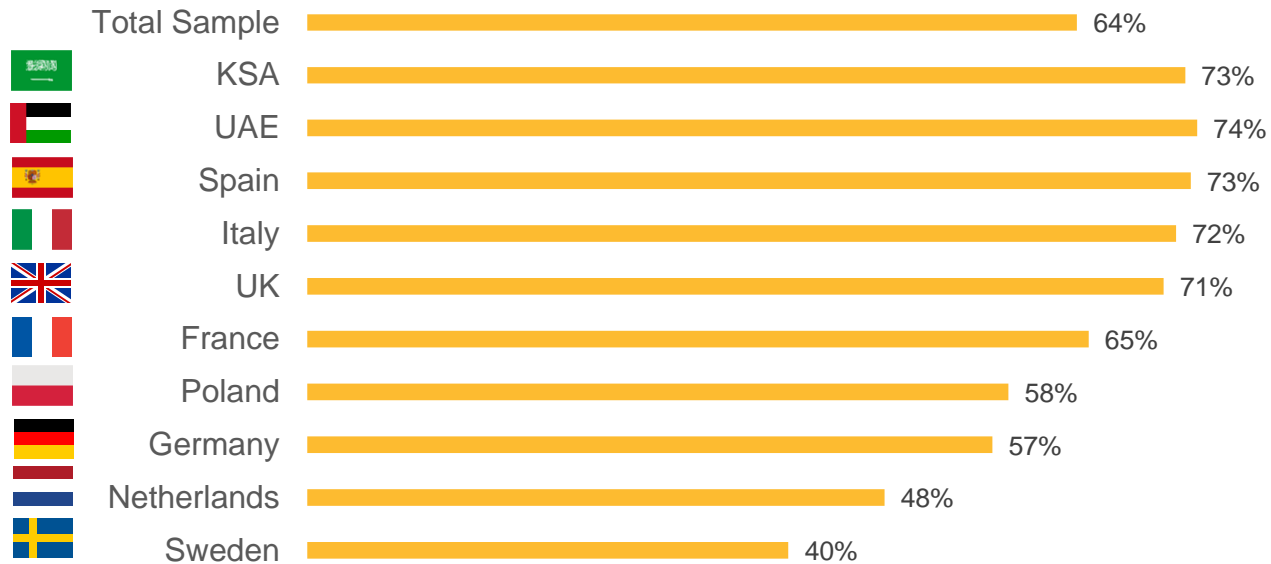
Q13. To what extent is your child preoccupied with/ hooked by the following? Please use the scale of 1-7 where 1= not at all preoccupied with/ hooked by and 7= completely preoccupied with/ hooked by Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569. Net: Top 3 preoccupied/hooked

A top-down view of a child's hands holding a tablet computer over a wooden table. The tablet screen shows a video with a red and black striped pattern. A white rectangular box is overlaid on the screen, containing the text 'PARENTS' DISCIPLINE AND BEHAVIOUR'. To the left and right of the tablet, there are smartphones lying on the table. The child's hands are visible, and one hand has a colorful wristband. The background is a dark wooden surface.

**PARENTS'
DISCIPLINE AND
BEHAVIOUR**

Two thirds of parents say they are strict about their children's use of connected mobile devices

Parents' levels of strictness about their child's use of connected mobile devices

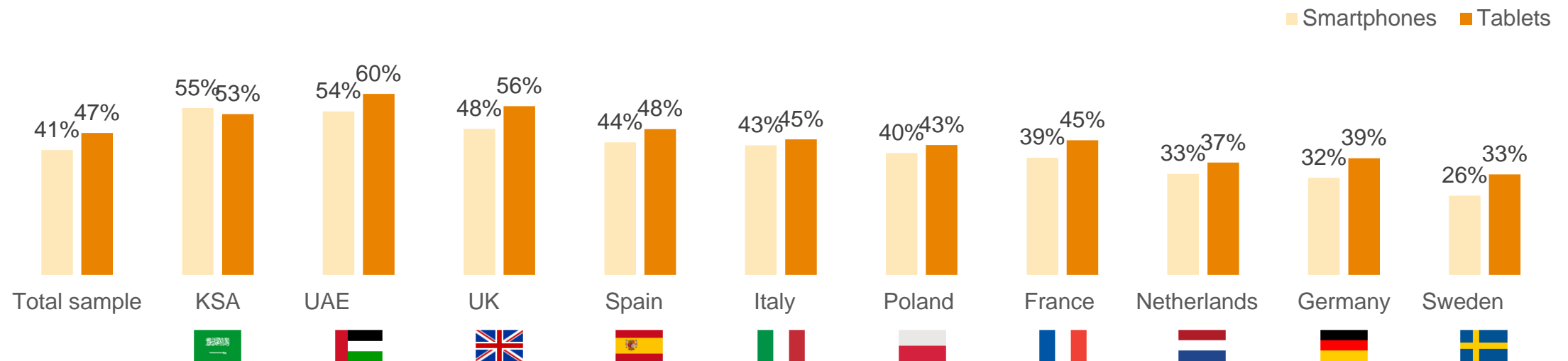


Levels of strictness increases amongst younger parents, and parents of younger children. They are significantly more likely to say they are strict compared to older parents, and those with older children.

Q9. How strict are you about your child's use of connected mobile devices (i.e. smartphones and tablets)? Net: Top 3 strict Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160, Younger parents n= 2086, Older parents n= 4900.

Despite this strictness, less than half of parents have parental controls set up to limit what their children can and can't see on their smartphone (even less for tablet use)

% of parents who have parental controls set up for smartphone and tablets

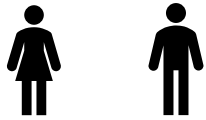


Q10 Thinking about your child using smartphones and tablets, which of the following do you do? *Please select all that apply* Base: Parents of children who use the following devices, smartphones n= 5539, UK n= 953, France n=753, Germany n= 795, UAE n= 431, KSA n= 415, Sweden n= 442, Netherlands n= 415, Spain n= 402, Poland n= 450, Italy n= 483

There is a lot of independence given to children, with 3 in 5 parents allowing their children to go online in their room

59%

of parents say their child is allowed to go online in their bedroom

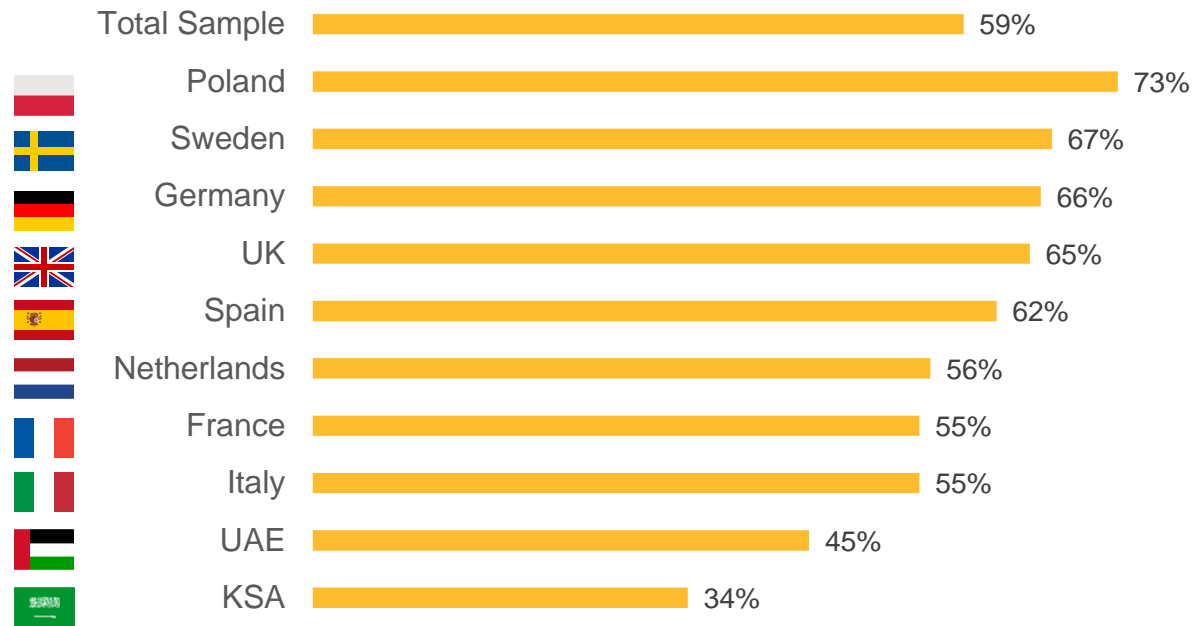


56% 62%*

Parents with children aged:

5-7	8-10	11-13	14-16
35%	51%	70%	80%

* Denotes higher significant difference at 95% confidence level.



Q5. Thinking about connected mobile device usage, how much do you agree or disagree with the following statements? Top 2 Box agree. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160, Parents with children aged: 5-7 n= 1778, 8-10 n= 1716, 11-13 n=1732, 14-16 n= 1760.

For parents who don't enforce any rules, the most common reason is that their tech savvy children will get around them

1 in 10 (14%) parents do not have any rules when it comes to their child using their **smartphone**

Parents with children aged			
5-7	8-10	11-13	14-16
7%	9%	12%	25%

1 in 10 (11%) parents do not have any rules when it comes to their child using their **tablet**

Parents with children aged			
5-7	8-10	11-13	14-16
6%	6%	12%	22%

Top 3 barriers to enforcing rules around connected mobile usage *(amongst parents who don't enforce any rules)*

1. My child is tech savvy enough to get around the rules
2. My child will disobey them anyway
3. I don't know enough about technology

Q10. Thinking about your child using smartphones and tablets, which of the following do you do? Base: Parents of children who use the following devices, smartphones n= 5539, UK n= 953, France n=753, Germany n= 795, UAE n= 431, KSA n= 415, Sweden n= 442, Netherlands n= 415, Spain n= 402, Poland n= 450, Italy n= 483, children 5-7 1053 8-10 n=1234 11-13 n1558, 14-16 n=1694 Base: Parents of children who use the following devices, tablets n= 4648, UK n= 914, France n=608, Germany n= 511, UAE n= 386, KSA n= 365, Sweden n= 363, Netherlands n= 365, Spain n= 380, Poland n= 304, Italy n= 402 children 5-7 1229 8-10 n=1243 11-13 n11157, 14-16 n=1019 // Q11. Why do you not enforce rules limiting the amount of time your child spends on connected mobile devices? Base: Parents who have no rules for connected devices n=967

Parents need more support when it comes to setting up parental controls and restrictions

48%



46%



52%*

of parents want to set limits and parental controls on connected devices, but they don't know how to go about doing this

* Denotes higher significant difference at 95% confidence level.

	UAE	71%
	KSA	70%
	Spain	55%
	Poland	50%
	UK	49%
	France	49%
	Italy	49%
	Germany	37%
	Netherlands	35%
	Sweden	28%

Q12. Thinking about your parenting style, in relation to the use of connected mobile devices such as a smartphone or tablet, how much do you agree or disagree with the following statements? Top 2 box agree Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3160.

Parents are looking for expert support and advice on how to protect their children online

64%













62%



66%*

of parents wish they had more support / advice when it comes to protecting their children online

* Denotes higher significant difference at 95% confidence level.











	UAE	82%
	KSA	81%
	Italy	80%
	Spain	80%
	Poland	73%
	UK	62%
	France	56%
	Germany	53%
	Sweden	46%
	Netherlands	44%

Q12. Thinking about your parenting style, in relation to the use of connected mobile devices such as a smartphone or tablet, how much do you agree or disagree with the following statements?
Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3160.

A young woman with her hair in a bun is sitting on a light-colored sofa, reading an open book. She is wearing a dark tank top. The room is dimly lit, with light coming from a window in the background that shows some greenery outside. A white rectangular frame is superimposed over the center of the image, containing the word 'APPENDIX' in white, bold, uppercase letters.











APPENDIX

The average age to own the following devices:

											
	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	KSA	Netherlands	UAE
Smartphone (i.e. iPhone)	10	10	11	10	9	11	10	9	9	10	9
Tablet (i.e. iPad)	8	9	9	9	7	9	7	7	6	9	7
Games console connected to the internet	8	9	9	9	8	9	8	8	7	9	8
Laptop/PC	10	10	11	11	9	10	9	10	8	11	8

Q3. How old was your child when they first “owned” the following? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

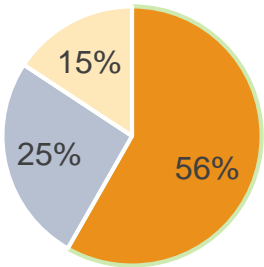
Attitudes towards connected mobile device usage

NET: Agree	Total sample	 Germany	 France	 Italy	 Poland	 Spain	 UK	 Sweden	 KSA	 Netherlands	 UAE
I was less cautious with my first child's use of this technology than my second child	44%	37%	33%	52%	51%	52%	50%	28%	54%	35%	52%
I was more cautious with my first child's use of this technology than my second child	58%	53%	45%	67%	59%	63%	65%	52%	69%	52%	61%
I would rather let my child use or borrow my own connected mobile device to use then buy them one	51%	40%	50%	56%	52%	63%	57%	35%	58%	45%	60%
My child is allowed to go online in their bedroom	59%	66%	55%	55%	73%	62%	65%	67%	34%	56%	45%
I spend too much time online	56%	50%	50%	52%	55%	55%	64%	52%	66%	52%	60%
I spend the right amount of time online	70%	73%	63%	78%	72%	72%	65%	67%	78%	68%	74%
My child spends too much time online	53%	45%	49%	50%	58%	50%	58%	63%	50%	56%	51%
My child spends the right amount of time online	66%	66%	63%	69%	62%	68%	69%	56%	72%	61%	67%
I feel guilty about the amount of time I spend online	49%	44%	40%	43%	52%	48%	58%	40%	65%	42%	57%

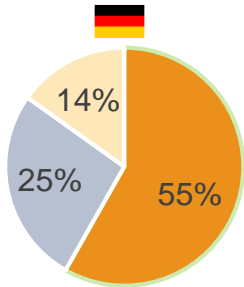
Q5. Thinking about connected mobile device usage, how much do you agree or disagree with the following statements? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569. Agree Top 2 Box

Parents spend more time online than their children

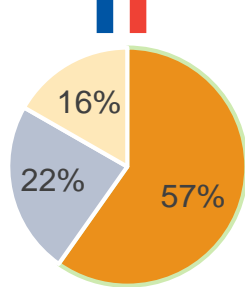
Total sample



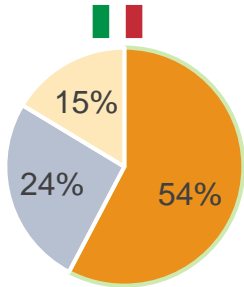
Germany



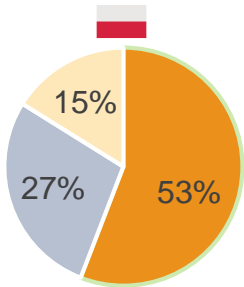
France



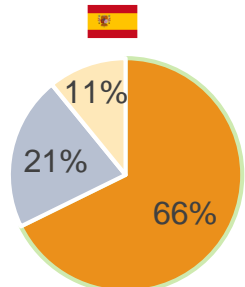
Italy



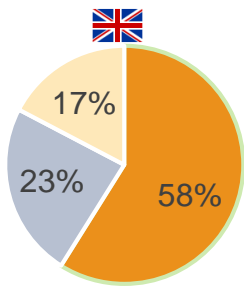
Poland



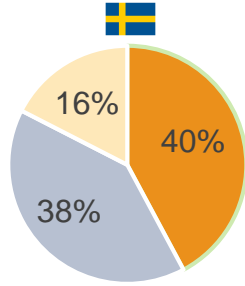
Spain



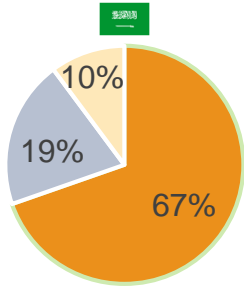
UK



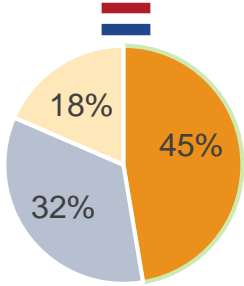
Sweden



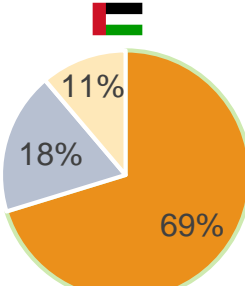
KSA



Netherlands













UAE



- I spend more time online than my child
- My child spends more time online than me
- We spend the same amount of time together











Q6. Who spends more time on connected mobile devices? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

Attitudes towards connected mobile device usage

NET: Agree											
	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	KSA	Netherlands	UAE
My child spending time using smartphones / tablets is convenient for me because it gives me the chance to focus on my own activities	54%	44%	61%	47%	58%	53%	65%	41%	53%	56%	51%
I wish I could encourage my child to spend more time playing outside, doing sports, or playing with toys, as opposed to playing on smartphones / tablets / games consoles	74%	68%	79%	86%	72%	81%	73%	64%	86%	55%	83%
Parents spend too much time online, setting a bad example to their children	73%	66%	68%	74%	75%	78%	77%	72%	82%	66%	78%
I am worried I set a bad example to my child with the amount of time I spend online	57%	50%	61%	63%	59%	63%	61%	37%	77%	38%	66%
Playing on a smartphone or tablet keeps my child occupied	75%	63%	77%	65%	69%	78%	84%	73%	84%	76%	73%
My child tells me off for being on my phone too much or at inappropriate times	36%	30%	29%	32%	37%	41%	42%	20%	60%	29%	53%
I feel that access to the internet is corrupting children	60%	51%	58%	72%	67%	70%	65%	38%	72%	47%	69%
I feel guilty about looking at my phone when I am spending time with my child	60%	56%	54%	63%	57%	61%	66%	49%	79%	52%	68%

Q7. How much do you agree or disagree with the following statements about your child spending time using connected mobile devices? Top 2 box agree Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569. Agree Top 2 Box











Parental concerns

NET: Concerned											
	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	KSA	Netherlands	UAE
Meeting strangers online	71%	57%	80%	81%	68%	88%	73%	46%	83%	54%	79%
Exposure to explicit content online	70%	47%	81%	82%	77%	85%	74%	45%	86%	54%	81%
Giving out too much personal information online	69%	61%	78%	77%	70%	86%	71%	39%	76%	47%	78%
Spending too much time in front of a screen	69%	51%	78%	78%	68%	80%	72%	50%	80%	54%	81%
Online bullying	65%	51%	74%	75%	64%	87%	68%	44%	76%	42%	75%
Bullying at school	64%	51%	75%	78%	59%	81%	70%	46%	65%	39%	72%

Q8. Thinking about your child, how concerned are you about the following? Please use the scale of 1-7 where 1= not at all concerned and 7= very concerned. Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569. Concerned Top 3 Box.













Rules and regulations on connected mobile devices

Connected mobile devices	Total sample										
		Germany	France	Italy	Poland	Spain	UK	Sweden	Saudi Arabia	Netherlands	UAE
I have rules when this device can and can't be used (i.e. at dinner, before bed, after homework is done, etc)	68%	61%	63%	70%	65%	74%	69%	66%	75%	72%	77%
I set time limits for using this device	62%	60%	59%	72%	62%	70%	57%	31%	77%	59%	81%
I take this device away from my child or more strictly limit the time they can spend online if they have been behaving badly	59%	41%	60%	59%	53%	66%	64%	47%	77%	51%	77%
I have rules where this device can and can't be used (i.e. in my child's bedroom etc)	53%	41%	55%	59%	48%	59%	53%	34%	69%	57%	69%
I have parental controls set up to limit what they can and can't see	51%	39%	45%	52%	49%	53%	62%	34%	67%	40%	68%
I reward my child with time on this device if they have been good	40%	26%	34%	42%	40%	39%	42%	19%	73%	30%	67%
I do not have any rules when it comes to this device	10%	11%	14%	8%	13%	6%	9%	18%	5%	11%	3%











Q10. Thinking about your child using smartphones and tablets, which of the following do you do? *Please select all that apply* Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

Barriers to enforcing connected mobile device rules

											
	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	KSA	Netherlands	UAE
My child is tech savvy enough to get around the rules	36%	41%	33%	38%	42%	33%	39%	20%	34%	35%	40%
My child will disobey the rules anyway	19%	16%	14%	32%	14%	20%	22%	12%	33%	17%	16%
I don't know enough about technology to enforce rules	11%	8%	11%	7%	8%	14%	10%	6%	26%	0%	27%
I can't be bothered	10%	2%	33%	1%	5%	4%	6%	6%	11%	1%	11%
I don't have enough time	8%	7%	5%	3%	8%	12%	7%	3%	29%	6%	13%
My child is tech savvy enough to get around the rules	36%	41%	33%	38%	42%	33%	39%	20%	34%	35%	40%











Q11. Why do you not enforce rules limiting the amount of time your child spends on connected mobile devices? Base: Those who don't enforce rules: 967, UK n= 152, France n= 154, Germany n= 135, UAE n= 62, KSA n= 76, Sweden n= 108, Netherlands n= 72, Spain n= 51, Poland n= 84, Italy n= 73

Attitudes towards connected mobile device usage

											
NET: Agree	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	KSA	Netherlands	UAE
Giving my child access to digital technology gives them the opportunity to learn and grow in today's digital age	86%	85%	82%	85%	85%	89%	89%	88%	83%	87%	86%
When it comes to digital parenting, I prefer to do what I feel is right for my child instead of listening to other people	85%	84%	85%	88%	84%	85%	89%	80%	82%	81%	85%
Being in charge of their own connected mobile devices teaches children responsibility	72%	67%	74%	76%	76%	71%	78%	64%	64%	71%	72%
Children will always be ahead of their parents to get around controls and filters	64%	50%	66%	68%	74%	65%	68%	37%	79%	59%	80%
I wish I had more support / advice when it comes to protecting my children online	64%	53%	56%	80%	73%	80%	62%	46%	81%	44%	82%
Limiting my child's time on a connected device is the worst punishment in their eyes	63%	53%	58%	61%	64%	71%	73%	56%	69%	61%	67%











Q12. Thinking about your parenting style, in relation to the use of connected mobile devices such as a smartphone or tablet, how much do you agree or disagree with the following statements? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569 Agree Top 2 Box

Parents' perceptions of their children being hooked on the following

NET: Hooked		 Germany	 France	 Italy	 Poland	 Spain	 UK	 Sweden	 Saudi Arabia	 Netherlands	 UAE
	Total sample										
Using a smartphone (i.e. iPhones)	58%	48%	57%	71%	56%	52%	59%	48%	76%	38%	73%
Using a tablet (i.e. iPad)	50%	36%	43%	60%	38%	41%	55%	36%	82%	28%	70%
Video games	40%	29%	36%	55%	30%	43%	46%	20%	73%	21%	62%
Television	40%	32%	34%	63%	35%	42%	42%	17%	69%	19%	64%
Sugar / candy/ sweets	38%	28%	31%	47%	38%	28%	39%	27%	76%	18%	63%
Junk food	30%	18%	19%	37%	32%	26%	35%	13%	64%	12%	61%

Q13. To what extent is your child preoccupied with / hooked by the following? ? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569. Hooked Top 3 Box











Smartphone usage in schools

											
	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	Saudi Arabia	Netherlands	UAE
Yes, there is a ban on all personal smartphones	50%	37%	56%	63%	53%	54%	54%	31%	57%	37%	65%
Yes, there are rules around personal smartphone usage, but it's not banned	32%	40%	25%	30%	29%	29%	31%	46%	27%	42%	25%
No, there are no restrictions	7%	9%	10%	4%	9%	7%	5%	4%	8%	5%	5%
Not sure / don't know	10%	14%	9%	3%	10%	10%	10%	19%	8%	15%	5%

Q15. Does your child's school have rules about personal smartphone usage during school hours? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569



Online safety in schools













											
	Total sample	Germany	France	Italy	Poland	Spain	UK	Sweden	Saudi Arabia	Netherlands	UAE
Yes, my child's school incorporates online safety into the curriculum	54%	45%	46%	50%	51%	55%	78%	29%	46%	64%	58%
No online safety is not incorporated into the curriculum, but I know the teacher discusses this with them	17%	21%	18%	22%	27%	19%	9%	16%	21%	10%	15%
No, the school does not educate children about online safety	9%	9%	13%	12%	8%	11%	1%	7%	17%	3%	13%
Not sure / don't know	20%	26%	23%	17%	13%	15%	11%	49%	15%	22%	14%

Q17. Does your child's school educate children about online safety? Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569

Parents are concerned their digital habits set a bad example for their children













36%

of parents say their child tells them off for being on their phone too much or at inappropriate times

		 32%	 42%*
 KSA		61%	60%
 UAE		53%	53%
 UK		35%	53%
 Spain		37%	44%
 Poland		36%	38%
 Italy		27%	37%
 Germany		26%	35%
 France		26%	34%
 Netherlands		26%	34%
 Sweden		19%	20%

73%

of parents say that parents spend too much time online, setting a bad example to their children

		 75%*	 71%
 KSA		81%	83%
 UAE		89%	70%
 Spain		80%	77%
 UK		78%	77%
 Poland		80%	68%
 Italy		76%	71%
 Sweden		79%	63%
 France		68%	68%
 Germany		66%	64%
 Netherlands		68%	63%

* Denotes higher significant difference at 95% confidence level.

Q7. How much do you agree or disagree with the following statements about your child spending time using connected mobile devices? Top 2 Box Agree Base: Total sample n= 6,986, UK n= 1,219, France n= 1,039, Germany n= 1,062, UAE n= 500, KSA n= 512, Sweden n= 528, Netherlands n= 519, Spain n= 520, Poland n= 518, Italy n= 569, Females n= 3,826, Males n= 3,160, KSA Males n= 309, Females n= 203, UAE Males n=289, Females n= 211, UK Males n= 457, Females n= 762, Spain Males n= 274, Females n= 246, Poland Male n= 246, Females n= 272, Italy Males n= 293, Females n= 276, Germany Males n= 443, Females n= 619, France Males n= 415, Females n= 624, Netherlands Males n= 218, Females n= 301, Sweden Males n= 274, Females n=246.