CORE|DATA

Real Insurance

Kids and Technology

February 2017

KEY FINDINGS

Children's use of technology has its pros and cons

- Technology becomes an increasingly accepted part of life for children as they get older, where parents tend to be more relaxed when it comes to screen time allowance
- Parents recognise a range of potential learning and development benefits that technology can have on their children
- Technology can also be a blessing in disguise in certain circumstances, particularly in entertaining their children
- However, parents also recognise a range of potential drawbacks, including exposure to inappropriate content, 'risky' behaviours and poorer physical and mental health. Online predators and bullying are also major concerns

Is there such a thing as 'too young' when it comes to social media and technology?

- Although it is widely acknowledged that social media is only appropriate for children once they are in their teenage years, many parents claim that their babies and toddlers have their own social media accounts
- Most parents claim to know how many friends their children have on social media
- Most parents also claim to vet the friends their children have on social media at least sometimes, which could be a reflection of concerns that their children may be engaged in 'risky' online behaviour
- While some parents have noticed that using technology has made their children more agitated or aggressive, many have noticed that their children have become more calm and inquisitive, with some having found their own little niche interest communities online

There is no use in fighting technology and it's better to focus on how to use it best

- Recognising all the pros and cons, most parents try to teach their children how to balance technology while doing other things and how to make good choices and use it sensibly
- Parents have come to accept that there is no use fighting technology and that it is best to focus on how to use it best for their children

Balance between digital and non-digital interactions is key

- Most parents think the benefits of technology completely outweigh the dangers and that it is down to the parents' ability to control how their children use it to achieve a balance between digital and physical interaction
- Reflecting this, most parents believe that replacing physical activity with computer classes is not a good idea and do not provide any extra tuition for their children to develop their technology skills outside school
- Interestingly, most parents think technology is making life more complicated and are unsure whether technology is actually making things better for their children
- Most parents admit that their children have thrown at least some degree of tantrum when their technology usage was limited
- Ultimately however, they are optimistic that their children would survive without technology even for a whole month through family bonding time without technology

<u>Important note:</u>

For questions where we asked respondents to either think of their only child (for respondents with only one child) OR either the oldest or youngest (for parents with two children or more; the child option was assigned randomly):

Babies – refer to children aged <u>2 years old and under</u>

Kids – refer to children between the age of <u>3 and 12</u>
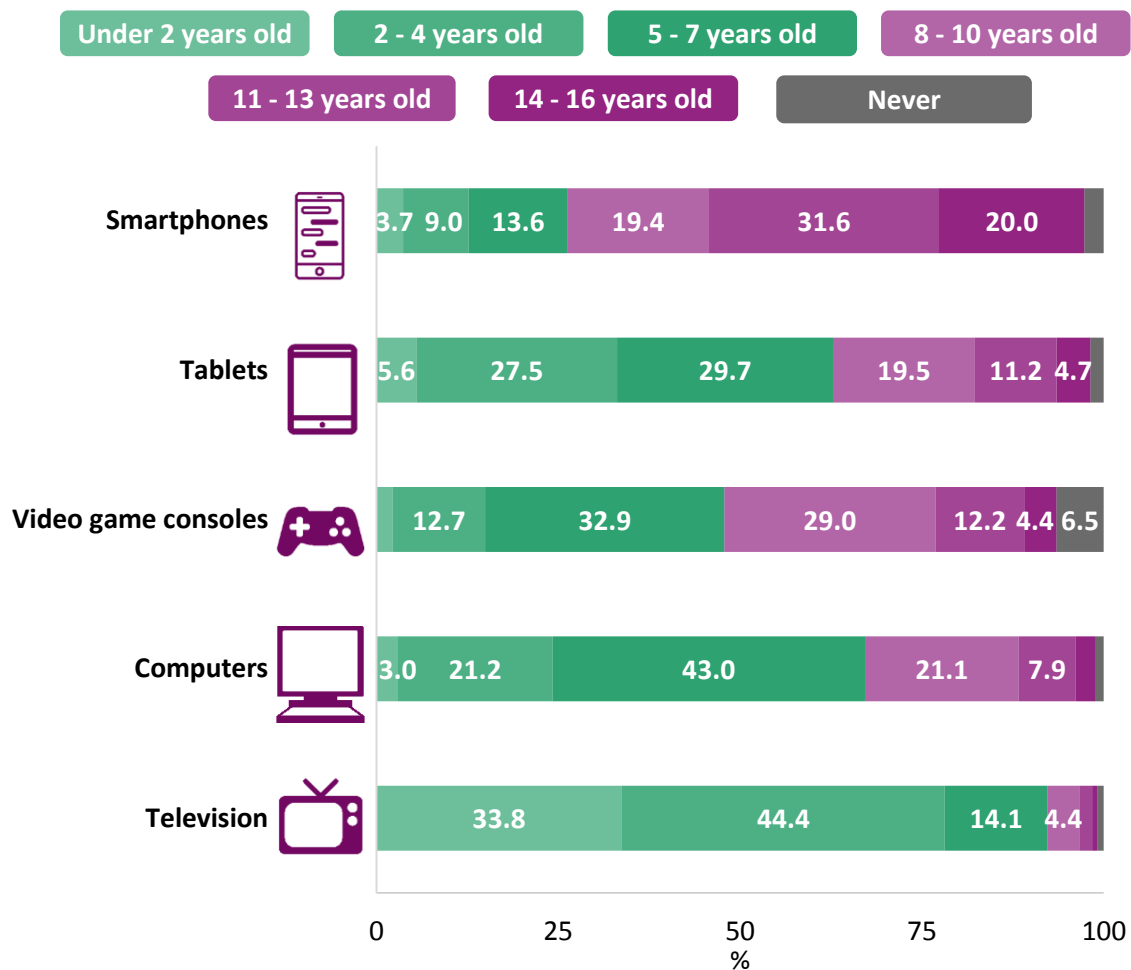
Teenagers – refer to children between the age of <u>13 and 16</u>

MAIN FINDINGS

CHILDREN'S SCREEN TIME

- Technology becomes an increasingly accepted part of life for children as they get older, where parents tend to be more relaxed when it comes to screen time allowance
- Time spent on technology device screens tends to be higher for children on weekends and school holidays
- Although most parents recognise the potential harmful effects of technology on their children, they also acknowledge that it can be a blessing in disguise, particularly in entertaining their children
- With this in mind, parents have come to accept that there is no use fighting technology and that it is best to focus on how to use it best for their children

At what age should technology device screens be introduced to children?

Under 2 years old	2 - 4 years old	5 - 7 years old	8 - 10 years old
11 - 13 years old	14 - 16 years old	Never	

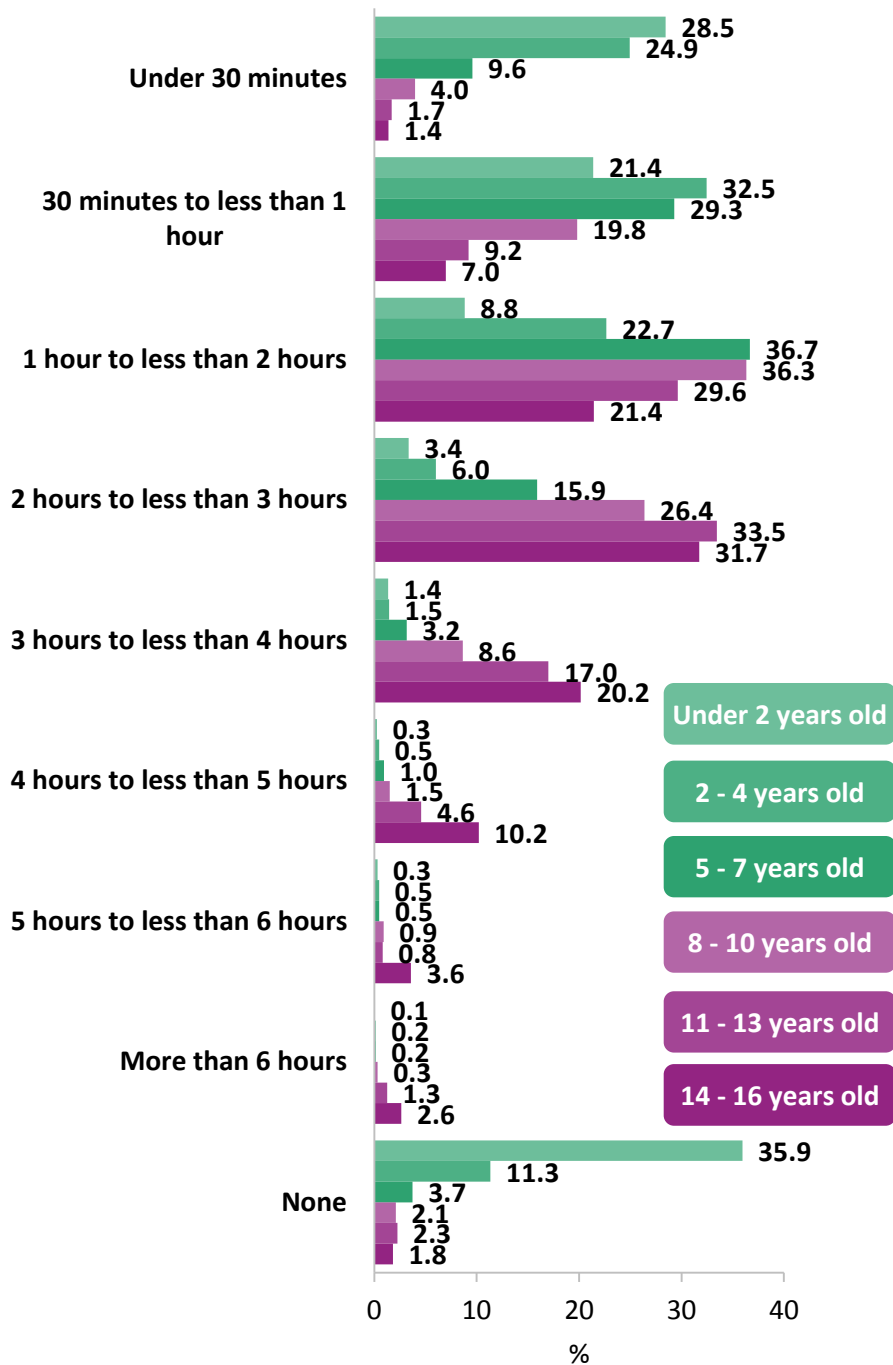|	Under 2	2-4	5-7	8-10	11-13	14-16	Never
Smartphones	3.7	9.0	13.6	19.4	31.6	20.0	
Tablets	5.6	27.5	29.7	19.5	11.2	4.7	
Video game consoles		12.7	32.9	29.0	12.2	4.4	6.5
Computers	3.0	21.2	43.0	21.1	7.9		
Television	33.8	44.4	14.1	4.4			

Source: CoreData Kids and Technology Survey (February 2017)
Question: At what age should technology device screens be introduced to children?

The large majority (78.2%) of respondents say television should be introduced to children when they are 4 years old or younger. On the other hand, only one in eight (12.7%) say smartphones should be introduced to children when they are 4 years old or younger, with more than half (51.6%) saying they should only be introduced when they are at least 11 years old.

How much screen time per day do you think is appropriate for children at various ages?


Under 30 minutes
- 28.5
- 24.9
- 9.6
- 4.0
- 1.7
- 1.4

30 minutes to less than 1 hour
- 21.4
- 32.5
- 29.3
- 19.8
- 9.2
- 7.0

1 hour to less than 2 hours
- 8.8
- 22.7
- 36.7
- 36.3
- 29.6
- 21.4

2 hours to less than 3 hours
- 3.4
- 6.0
- 15.9
- 26.4
- 33.5
- 31.7

3 hours to less than 4 hours
- 1.4
- 1.5
- 3.2
- 8.6
- 17.0
- 20.2

4 hours to less than 5 hours
- 0.3
- 0.5
- 1.0
- 1.5
- 4.6
- 10.2

5 hours to less than 6 hours
- 0.3
- 0.5
- 0.5
- 0.9
- 0.8
- 3.6

More than 6 hours
- 0.1
- 0.2
- 0.2
- 0.3
- 1.3
- 2.6

None
- 35.9
- 11.3
- 3.7
- 2.1
- 2.3
- 1.8

Legend:
- Under 2 years old
- 2 - 4 years old
- 5 - 7 years old
- 8 - 10 years old
- 11 - 13 years old
- 14 - 16 years old

%

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much screen time per day do you think is appropriate for children at various ages?

Half (49.9%) of respondents think children under 2 years old should have less than an hour of screen time per day, while more than a third (35.9%) say children under 2 years old should not have any screen time at all.

As children get older, parents tend to be more relaxed when it comes to screen time allowance, with the vast majority of respondents agreeing that between 30 minutes and three hours per day is appropriate for children aged 5-7 years old (81.9%) or 8-10 years old (82.5%).

Screen time allowance tends to increase further for pre-teens and teens, with four in five (80.1%) respondents saying children aged 11-13 years old can have between one and four hours of screen time per day. A similar proportion (83.5%) believe children aged 14-16 years old can have between one and five hours of screen time per day.

Do you think there is a difference (good or bad) between the types of screen time children engage in (e.g. smartphones, tablets, computers, television, video game consoles)?

27.7%

72.3%

Yes, some are better/worse than others

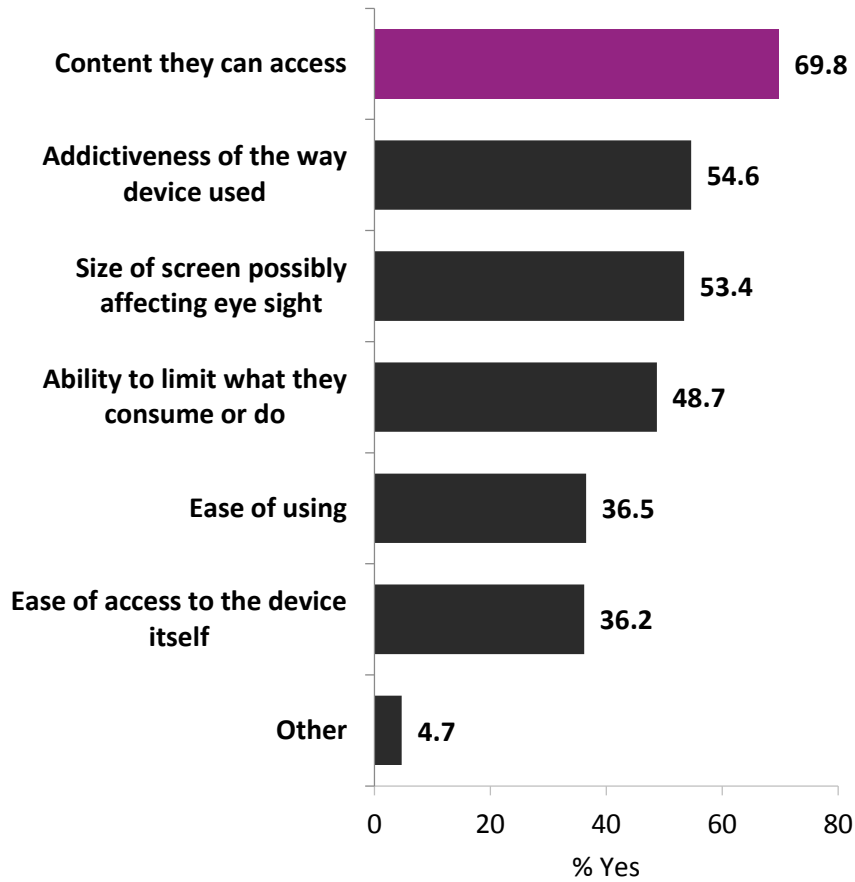**No, they are all pretty much the same**
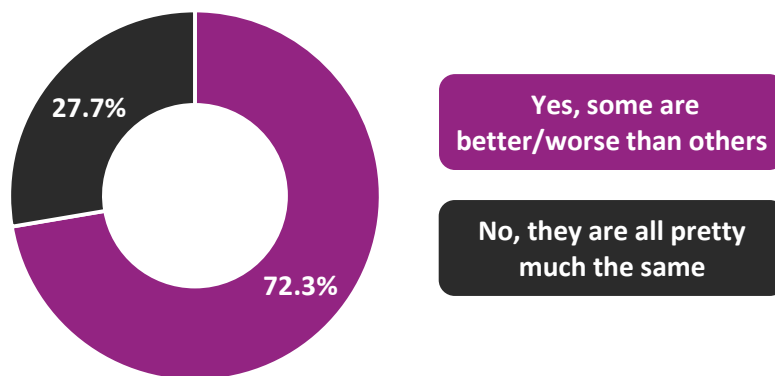
Source: CoreData Kids and Technology Survey (February 2017)
Question: Do you think there is a difference (good or bad) between the types of screen time children engage in (e.g. smartphones, tablets, computers, television, video game consoles)?

More than seven in 10 (72.3%) respondents think there is a difference between the types of screen time children engage in, feeling some devices are better or worse than others.

Why do you feel there is a difference between types of devices?

|	
Content they can access	69.8
Addictiveness of the way device used	54.6
Size of screen possibly affecting eye sight	53.4
Ability to limit what they consume or do	48.7
Ease of using	36.5
Ease of access to the device itself	36.2
Other	4.7

% Yes

*Multiple answers allowed
Source: CoreData Kids and Technology Survey (February 2017)
Question: Why do you feel there is a difference between types of devices?

For those who think some devices are better or worse than others, seven in 10 (69.8%) are concerned about the content their children have access to. Similar proportions cite the possibility of their children getting addicted to a certain device (54.6%) or the size of the screen affecting their children's eye sight (53.4%).

Of the following type of device(s), what do you think is potentially the most harmful?
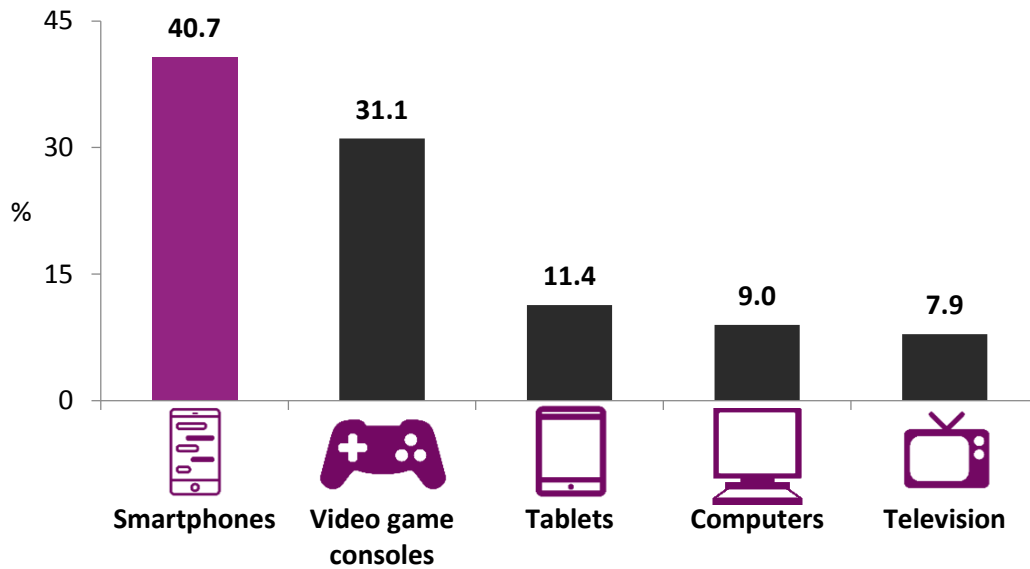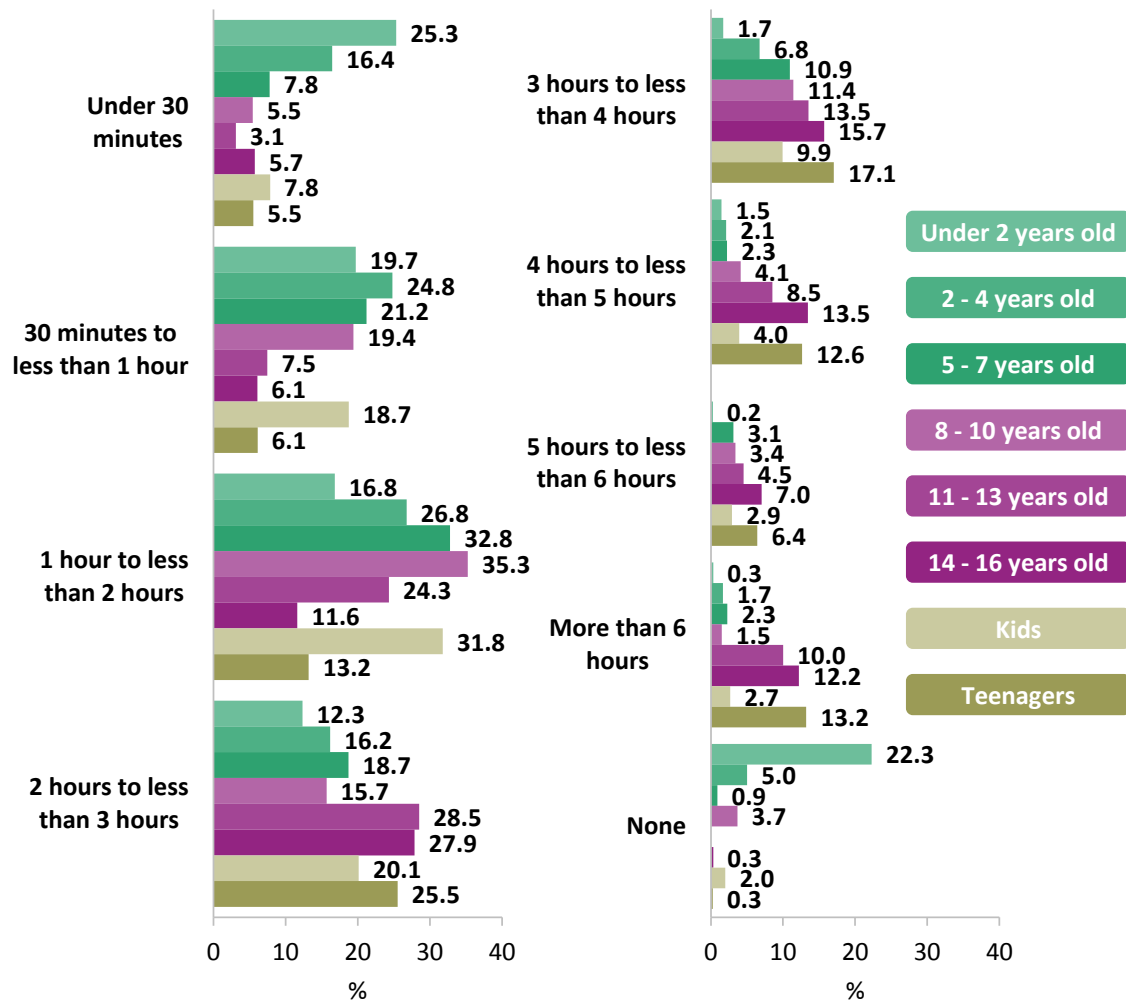

Source: CoreData Kids and Technology Survey (February 2017)
Question: Of the following type of device(s), what do you think is potentially the most harmful?

For those who think some devices are better or worse than others, two in five (40.7%) say smartphones have the potential to be most harmful among all devices, while close to a third (31.1%) point to video game consoles.

How much time do you estimate your child/oldest child/youngest child spend on screens on an average weekday (including at school)?


Under 30 minutes
25.3
16.4
7.8
5.5
3.1
5.7
7.8
5.5

30 minutes to less than 1 hour
19.7
24.8
21.2
19.4
7.5
6.1
18.7
6.1

1 hour to less than 2 hours
16.8
26.8
32.8
35.3
24.3
11.6
31.8
13.2

2 hours to less than 3 hours
12.3
16.2
18.7
15.7
28.5
27.9
20.1
25.5

3 hours to less than 4 hours
1.7
6.8
10.9
11.4
13.5
15.7
9.9
17.1

4 hours to less than 5 hours
1.5
2.1
2.3
4.1
8.5
13.5
4.0
12.6

5 hours to less than 6 hours
0.2
3.1
3.4
4.5
7.0
2.9
6.4

More than 6 hours
0.3
1.7
2.3
1.5
10.0
12.2
2.7
13.2

None
22.3
5.0
0.9
3.7
0.3
2.0
0.3

Legend:
- Under 2 years old
- 2 - 4 years old
- 5 - 7 years old
- 8 - 10 years old
- 11 - 13 years old
- 14 - 16 years old
- Kids
- Teenagers

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much time do you estimate your child spend on screens on an average weekday (including at school)?

The large majority (78.4%) of respondents with children who are aged between 3 and 12 (or 'kids') say their kids spend less than three hours on screens on an average weekday. Less than one in five (19.5%) say their kids spend three hours or more.

Screen time tends to be higher for children aged 13 to 16 years (or 'teenagers'). Only half (50.3%) of respondents with teenagers say they spend less than three hours on screens on an average weekday, while a similar proportion (49.3%) say their teenagers spend three hours or more.

How much time do you estimate your child/oldest child/youngest child spend on screens on an average weekend?
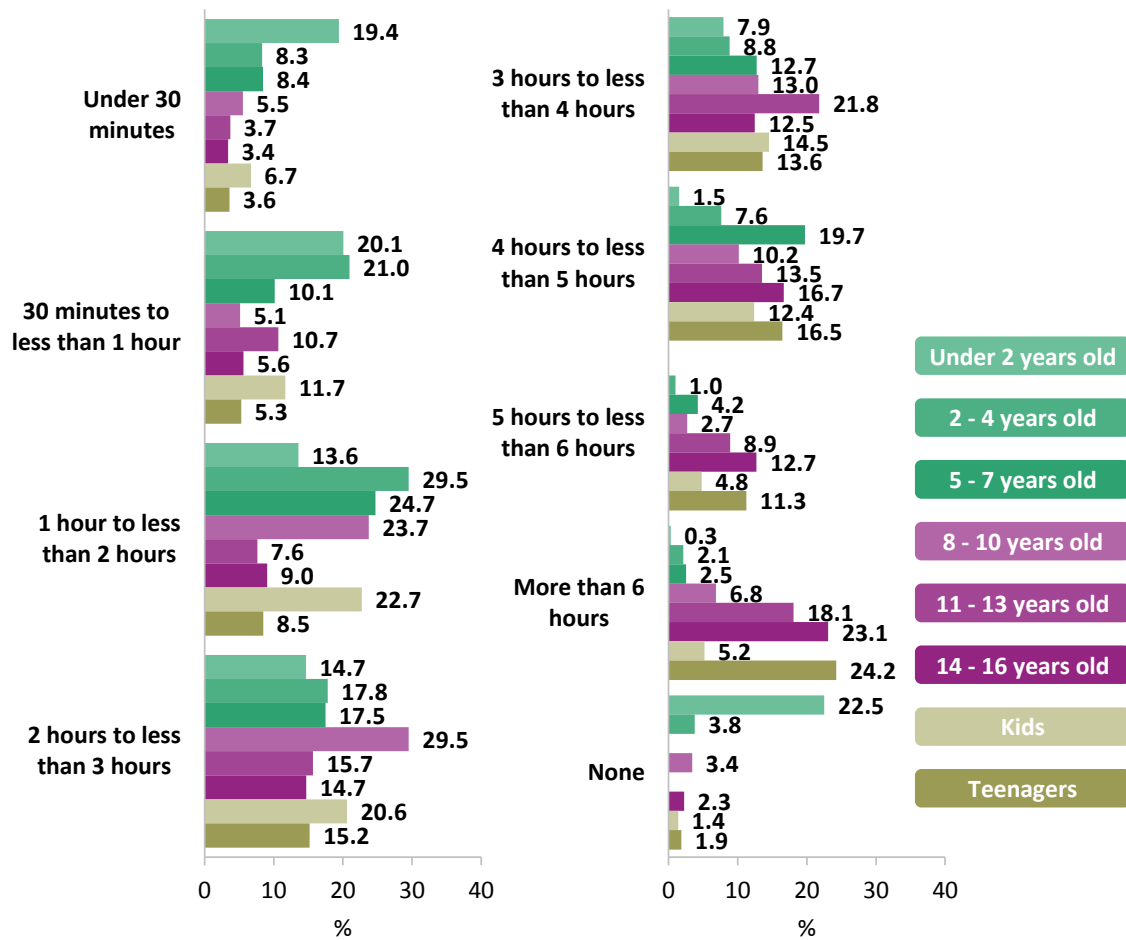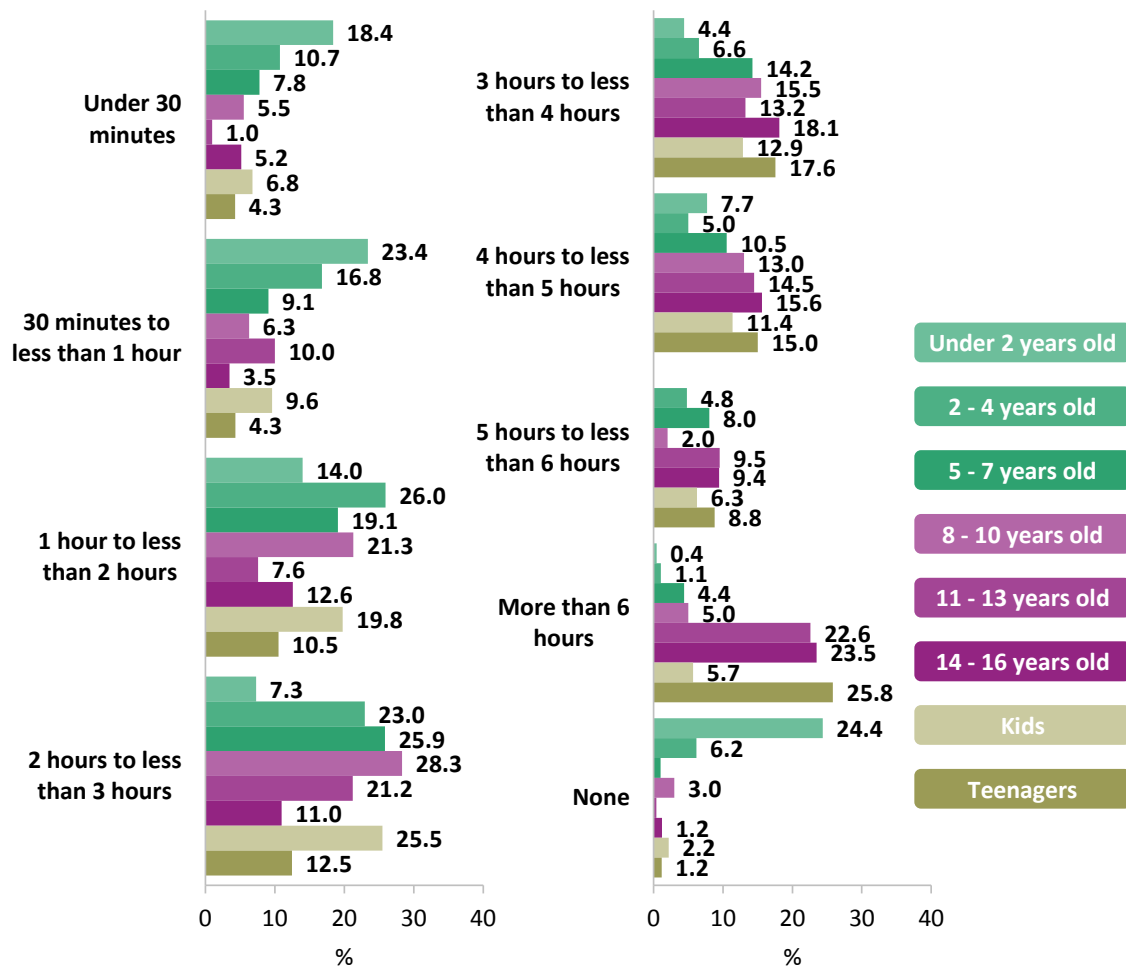

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much time do you estimate your child spend on screens on an average weekend?

Close to two in five (36.9%) respondents with kids say they spend three hours or more on screens on an average weekend.

Screen time tends to be higher for teenagers, with close to two in three (65.6%) respondents with teenagers saying they spend three hours or more on an average weekend.

How much time do you estimate your child/oldest child/youngest child spends on screens on an average day during the holiday period?
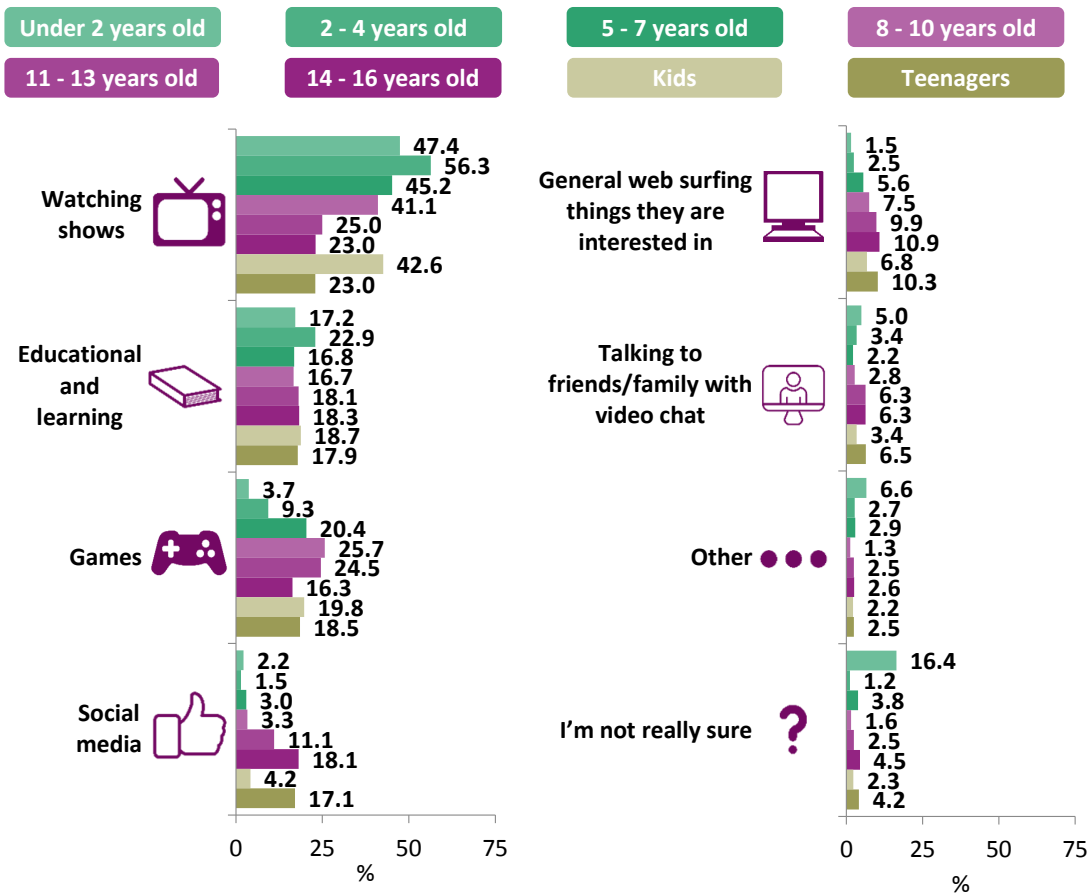

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much time do you estimate your child spends on screens on an average day during the holiday period?

The amount of time spent on screens by children aged 16 years old and younger (or 'children') during the holiday period is similar to the amount of time they spend on screens on weekends.

More than one in three (36.3%) respondents with kids say they spend three hours or more on screens on an average day during the holiday period.

Around two in three (67.2%) respondents with teenagers say they spend three hours or more on screens on an average day during the holiday period.

Please estimate how your child/oldest child/youngest child divides their 'screen time' on an average day.

Legend	
Under 2 years old	2 - 4 years old
5 - 7 years old	8 - 10 years old
11 - 13 years old	14 - 16 years old
Kids	Teenagers

Watching shows
- 47.4
- 56.3
- 45.2
- 41.1
- 25.0
- 23.0
- 42.6
- 23.0

Educational and learning
- 17.2
- 22.9
- 16.8
- 16.7
- 18.1
- 18.3
- 18.7
- 17.9

Games
- 3.7
- 9.3
- 20.4
- 25.7
- 24.5
- 16.3
- 19.8
- 18.5

Social media
- 2.2
- 1.5
- 3.0
- 3.3
- 11.1
- 18.1
- 4.2
- 17.1

General web surfing things they are interested in
- 1.5
- 2.5
- 5.6
- 7.5
- 9.9
- 10.9
- 6.8
- 10.3

Talking to friends/family with video chat
- 5.0
- 3.4
- 2.2
- 2.8
- 6.3
- 6.3
- 3.4
- 6.5

Other ●●●
- 6.6
- 2.7
- 2.9
- 1.3
- 2.5
- 2.6
- 2.2
- 2.5

I'm not really sure ?
- 16.4
- 1.2
- 3.8
- 1.6
- 2.5
- 4.5
- 2.3
- 4.2

Source: CoreData Kids and Technology Survey (February 2017)
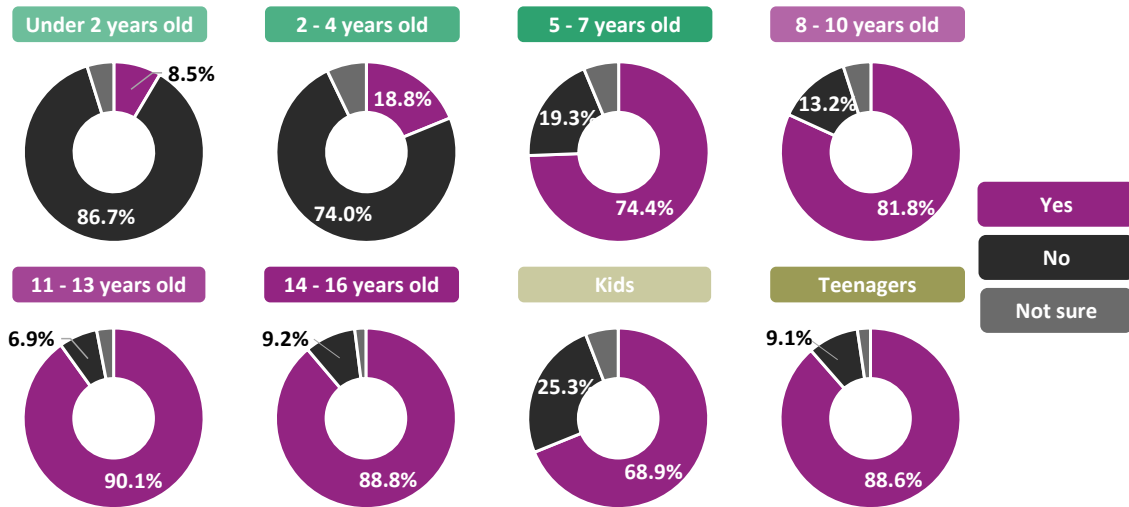*Question: Please estimate how your child divides their 'screen time' on an average day.*

When asked how their children divide their screen time on an average day, respondents with kids say they spend around two fifths (42.6%) of it watching television shows and around one fifth each for games (19.8%) and educational/learning purposes (18.7%).

Teenagers tend to divide their screen time more evenly across various activities. Respondents with teenagers say that on an average day, they spend around a quarter (23.0%) of their screen time watching television shows and around one fifth each for games (18.5%) and educational/learning purposes (17.9%).

Compared to kids, teenagers tend to spend considerably less of their screen time watching television shows, but considerably more on social media.
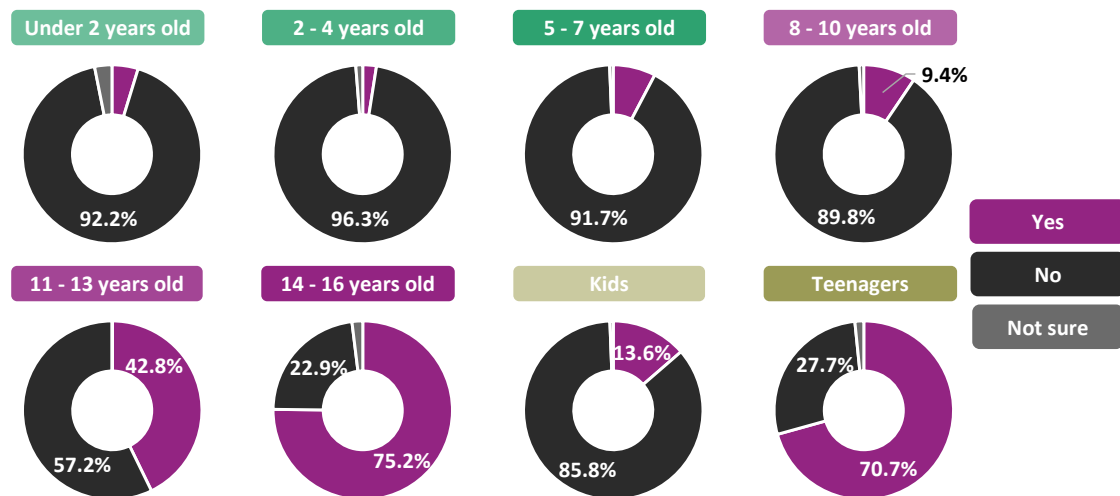
Does your child/oldest child/youngest child:

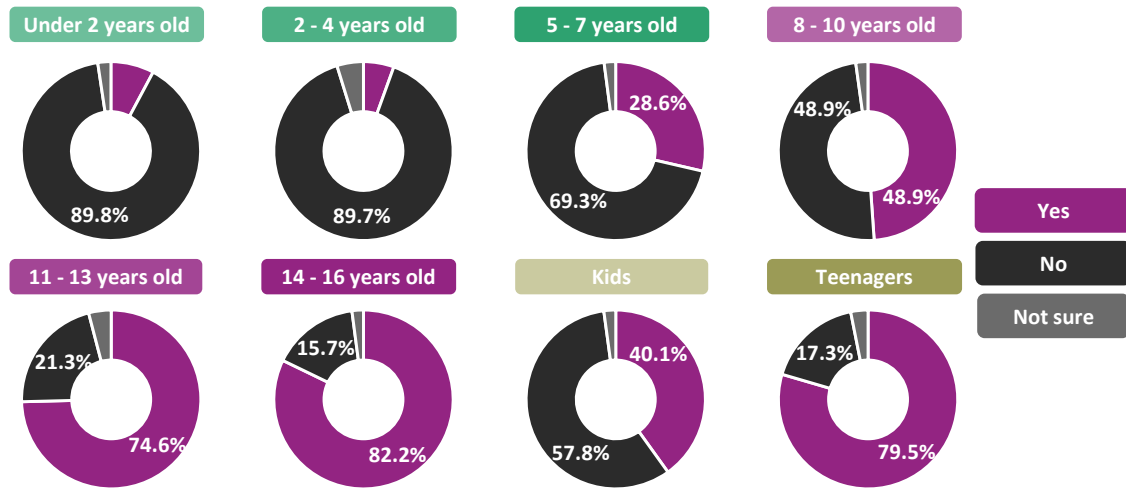*Use tablets or computers at school*

Under 2 years old
8.5%
86.7%

2 - 4 years old
18.8%
74.0%

5 - 7 years old
19.3%
74.4%

8 - 10 years old
13.2%
81.8%

- Yes
- No
- Not sure

11 - 13 years old
6.9%
90.1%

14 - 16 years old
9.2%
88.8%

Kids
25.3%
68.9%

Teenagers
9.1%
88.6%

Source: CoreData Kids and Technology Survey (February 2017)
Question: Does your child use tablets or computers at school?

Take a smartphone to school

Under 2 years old
92.2%

2 - 4 years old
96.3%

5 - 7 years old
91.7%

8 - 10 years old
9.4%
89.8%

- Yes
- No
- Not sure

11 - 13 years old
42.8%
57.2%

14 - 16 years old
22.9%
75.2%

Kids
13.6%
85.8%

Teenagers
27.7%
70.7%

Source: CoreData Kids and Technology Survey (February 2017)
Question: Does your child take a smartphone to school?

Have homework assigned that requires screen time at home

Under 2 years old	2 - 4 years old	5 - 7 years old	8 - 10 years old
89.8%	89.7%	28.6% / 69.3%	48.9% / 48.9%

Yes
No
Not sure

| 11 - 13 years old	14 - 16 years old	Kids	Teenagers
21.3% / 74.6%	15.7% / 82.2%	40.1% / 57.8%	17.3% / 79.5%

Source: CoreData Kids and Technology Survey (February 2017)
Question: Does your child have homework assigned that requires screen time at home?

Teenagers are more likely than kids to use tablets or computers at school (88.6% vs. 68.9%), have homework that requires screen time at home (79.5% vs. 40.1%) and take their smartphones to school (70.7% vs. 13.6%).

When has using technology to keep your children entertained come most in handy?
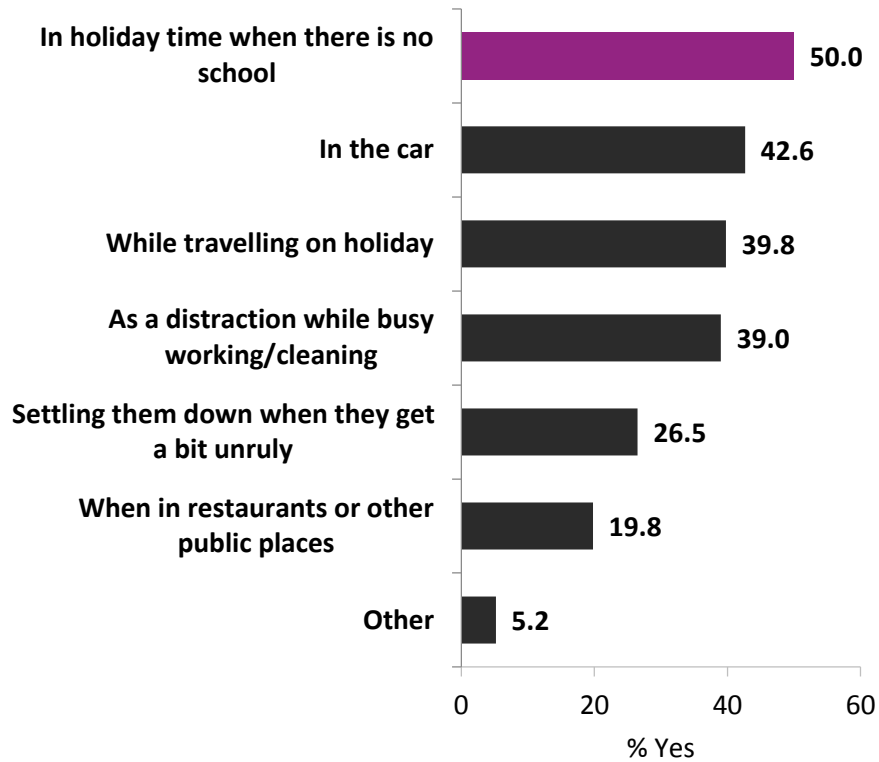
*Multiple answers allowed
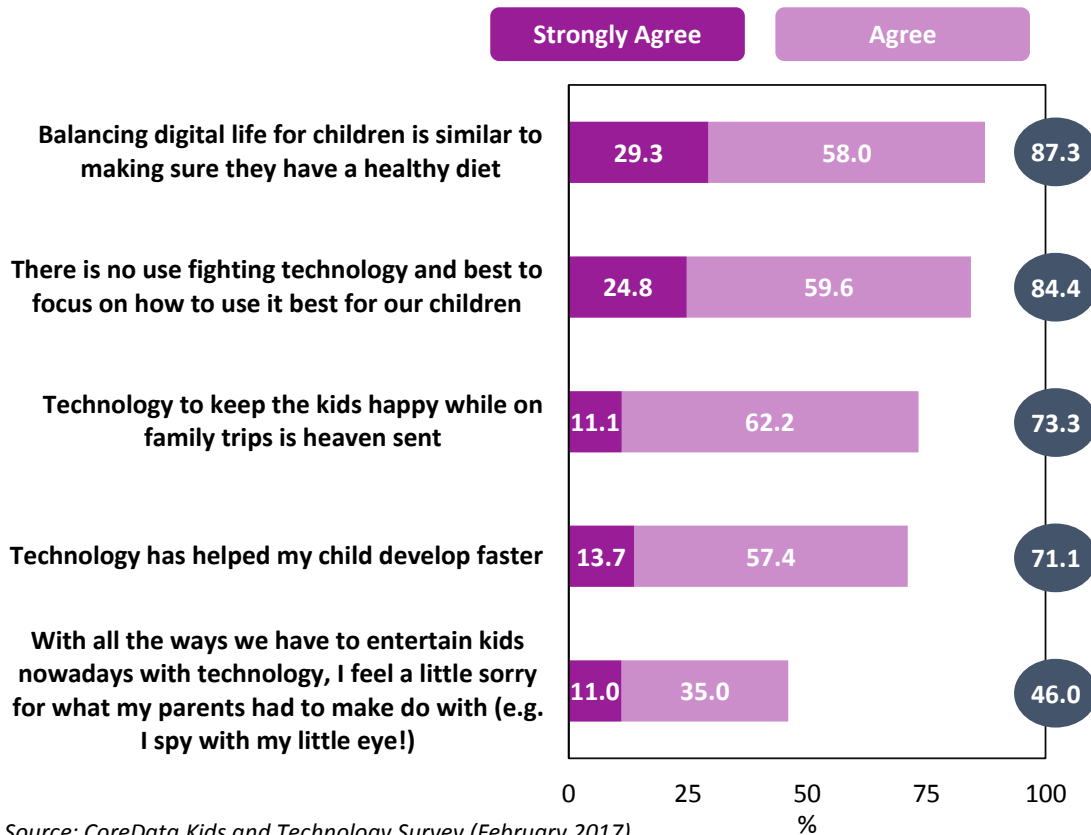*Source: CoreData Kids and Technology Survey (February 2017)*
Question: When has using technology to keep your kids entertained come most in handy?

One in two (50.0%) respondents say using technology to keep their children entertained has come in handy during the holidays when there is no school. Around two in five (42.6%) cite times spent in the car, while travelling on holiday (39.8%) or as a distraction while the parents are busy (39.0%).

Those with teenagers are more likely to say technology has come in handy during the holidays (61.5% vs. 51.4%), while those with kids are more likely to use technology to distract their children while they are busy (45.4% vs. 24.4%).

How much do you agree with the following statements?

| Strongly Agree | Agree |

Balancing digital life for children is similar to making sure they have a healthy diet — 29.3 | 58.0 → 87.3

There is no use fighting technology and best to focus on how to use it best for our children — 24.8 | 59.6 → 84.4

Technology to keep the kids happy while on family trips is heaven sent — 11.1 | 62.2 → 73.3

Technology has helped my child develop faster — 13.7 | 57.4 → 71.1

With all the ways we have to entertain kids nowadays with technology, I feel a little sorry for what my parents had to make do with (e.g. I spy with my little eye!) — 11.0 | 35.0 → 46.0

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you agree with the following statements?

The vast majority of respondents agree or strongly agree that balancing digital life for children is similar to making sure they have a healthy diet (87.3%) or that instead of resisting technology, it is best to focus more on how to use it best for their children (84.4%).

The large majority of respondents also agree or strongly agree that using technology to keep the children happy while on family trips is heaven sent (73.3%) or that it has helped their children develop faster (71.1%).

Furthermore, close to half (46.0%) agree or strongly agree that they feel a little sorry for what their own parents had to endure in the past when they did not have technology for entertainment.

SUPERVISED USAGE OF TECHNOLOGY

- Children are increasingly likely to have access to their own technology devices as they get older, which means that parents are increasingly unlikely to supervise their children's use of technology and engage with them
- Parents agree that joint engagement while using technology can enhance their children's learning

What kind of access does your child/oldest child/youngest child have to the following devices?

		Under 2 years old	2 - 4 years old	5 - 7 years old	8 - 10 years old	11 - 13 years old	14 - 16 years old
Tablets	Have their own	8.5	16.6	31.0	38.7	57.4	46.4
	Share with family	37.7	61.4	60.8	50.1	28.2	28.9
	Friends	2.2	3.2	5.2	4.2	6.2	5.4
	School	3.3	6.3	8.3	15.0	5.4	9.8
	None	48.7	16.4	9.0	4.0	10.1	14.6
Smartphones	Have their own	3.5	4.2	6.7	12.7	48.9	76.0
	Share with family	31.9	40.8	36.9	31.1	24.6	9.4
	Friends	5.3	3.3	1.1	2.3	1.5	6.6
	School	0.8	1.6	0.0	0.0	1.4	2.8
	None	61.6	50.7	55.3	53.9	27.3	9.4
Video game consoles	Have their own	6.3	5.8	22.2	33.1	54.1	41.7
	Share with family	29.1	41.3	43.7	57.6	40.3	40.8
	Friends	4.5	4.4	5.0	7.2	10.0	11.0
	School	2.3	3.4	5.1	7.2	1.0	1.6
	None	58.5	45.7	29.0	6.2	3.0	11.5
Computers	Have their own	2.3	1.4	4.4	23.9	43.9	54.1
	Share with family	33.9	51.0	67.7	60.9	49.4	38.0
	Friends	3.1	2.8	6.5	2.7	2.1	9.3
	School	7.1	5.7	24.4	24.2	19.1	13.1
	None	54.4	40.7	13.4	2.3	3.0	2.1
Television	Have their own	8.1	6.8	10.9	25.5	31.7	23.1
	Share with family	71.8	83.2	88.2	74.9	72.2	75.1
	Friends	1.5	6.1	7.7	6.1	4.6	6.5
	School	0.8	0.8	5.0	6.3	1.0	3.6
	None	18.7	6.1	1.7	0.5	0.4	1.9

Source: CoreData Kids and Technology Survey (February 2017)
Question: What kind of access does your child have to the following devices?

		Kids	Teenagers
Tablets	Have their own	36.6	48.0
	Share with family	51.9	28.0
	Friends	3.8	6.1
	School	9.3	8.9
	None	8.3	14.6
Smartphones	Have their own	15.2	72.8
	Share with family	34.9	11.4
	Friends	1.7	5.8
	School	0.3	2.7
	None	48.8	11.4
Video game consoles	Have their own	27.0	45.0
	Share with family	47.9	40.5
	Friends	6.4	10.6
	School	4.5	1.3
	None	20.3	9.8
Computers	Have their own	15.2	55.2
	Share with family	60.6	36.9
	Friends	3.6	8.1
	School	19.7	13.5
	None	13.8	2.7
Television	Have their own	17.2	26.0
	Share with family	82.6	73.0
	Friends	5.8	6.1
	School	3.5	3.3
	None	1.4	1.5

Source: CoreData Kids and Technology Survey (February 2017)
Question: What kind of access does your child have to the following devices?

Most kids and teenagers share the television with the whole family, with more than four in five (82.6%) respondents with kids and close to three in four (73.0%) respondents with teenagers saying so.

Kids also mostly share computers (60.6%) and tablets (51.9%), while teenagers tend to have their own (55.2% and 48.0% respectively). On the other hand, teenagers are more likely to have their own smartphones (72.8%) and video game consoles (45.0%), while kids have to share video game consoles with other family members (47.9%) or do not have smartphones of their own at all (48.8%).

How supervised is the access your child/oldest child/youngest child has to the following devices?
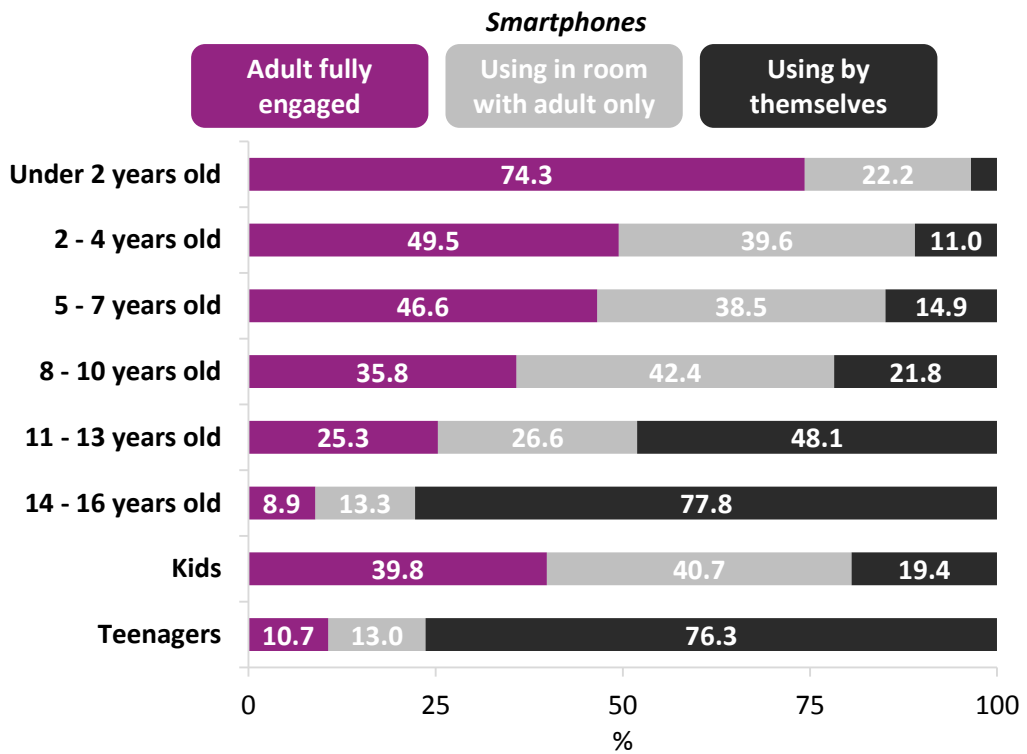
Smartphones

Age	Adult fully engaged	Using in room with adult only	Using by themselves
Under 2 years old	74.3	22.2	
2 - 4 years old	49.5	39.6	11.0
5 - 7 years old	46.6	38.5	14.9
8 - 10 years old	35.8	42.4	21.8
11 - 13 years old	25.3	26.6	48.1
14 - 16 years old	8.9	13.3	77.8
Kids	39.8	40.7	19.4
Teenagers	10.7	13.0	76.3

Source: CoreData Kids and Technology Survey (February 2017)
Question: How supervised is the access of your child has to smartphones?
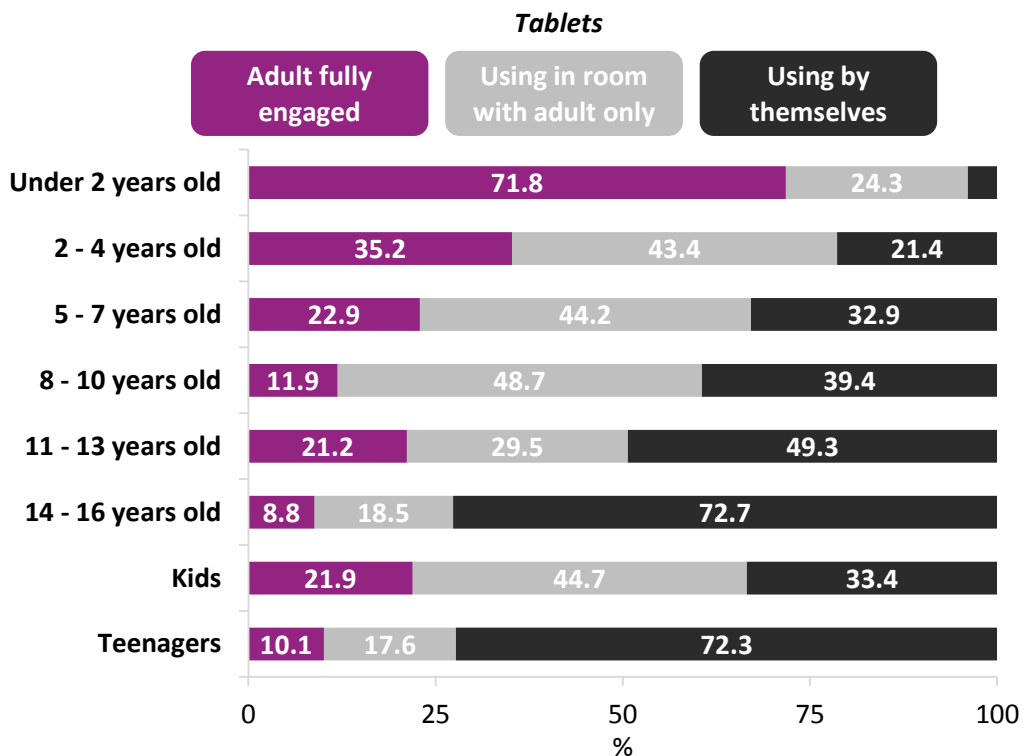
Tablets

Age	Adult fully engaged	Using in room with adult only	Using by themselves
Under 2 years old	71.8	24.3	
2 - 4 years old	35.2	43.4	21.4
5 - 7 years old	22.9	44.2	32.9
8 - 10 years old	11.9	48.7	39.4
11 - 13 years old	21.2	29.5	49.3
14 - 16 years old	8.8	18.5	72.7
Kids	21.9	44.7	33.4
Teenagers	10.1	17.6	72.3

Source: CoreData Kids and Technology Survey (February 2017)
Question: How supervised is the access of your child has to tablets?
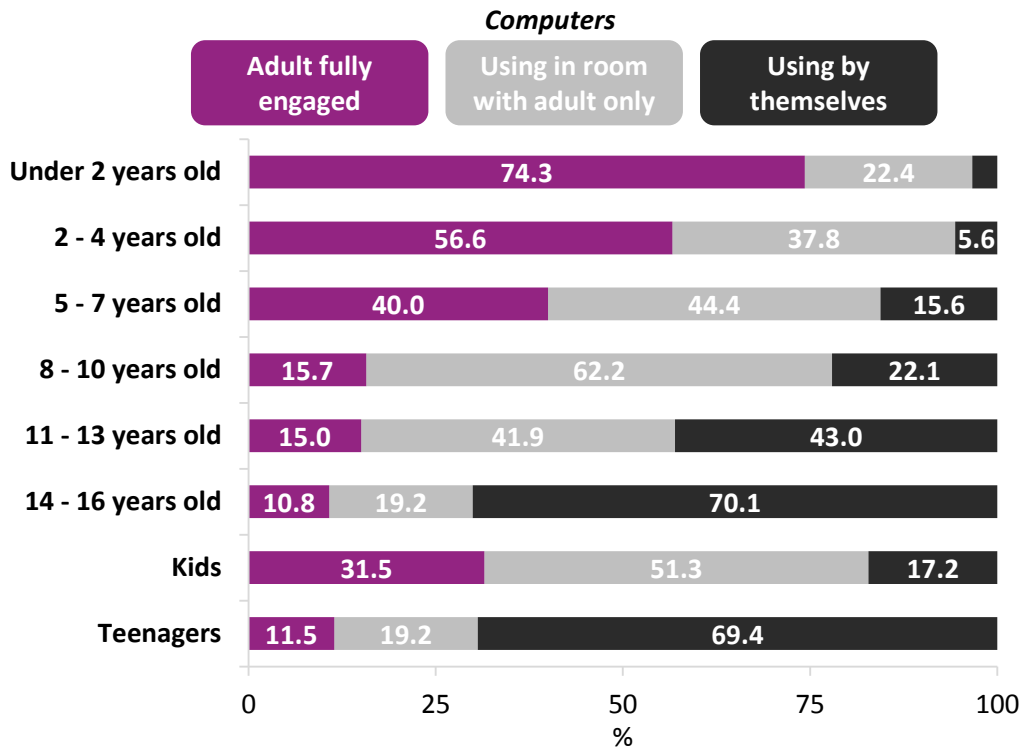
Computers

Adult fully engaged	Using in room with adult only	Using by themselves

	Adult fully engaged	Using in room with adult only	Using by themselves
Under 2 years old	74.3	22.4	
2 - 4 years old	56.6	37.8	5.6
5 - 7 years old	40.0	44.4	15.6
8 - 10 years old	15.7	62.2	22.1
11 - 13 years old	15.0	41.9	43.0
14 - 16 years old	10.8	19.2	70.1
Kids	31.5	51.3	17.2
Teenagers	11.5	19.2	69.4

%
0   25   50   75   100

Source: CoreData Kids and Technology Survey (February 2017)
Question: How supervised is the access of your child has to computers?

Television

Adult fully engaged	Using in room with adult only	Using by themselves

	Adult fully engaged	Using in room with adult only	Using by themselves
Under 2 years old	50.9	35.2	13.9
2 - 4 years old	23.8	47.1	29.1
5 - 7 years old	22.9	30.2	47.0
8 - 10 years old	9.6	38.4	52.0
11 - 13 years old	13.5	34.8	51.6
14 - 16 years old	7.8	31.5	60.6
Kids	17.6	40.9	41.5
Teenagers	8.1	28.8	63.1

%
0   25   50   75   100
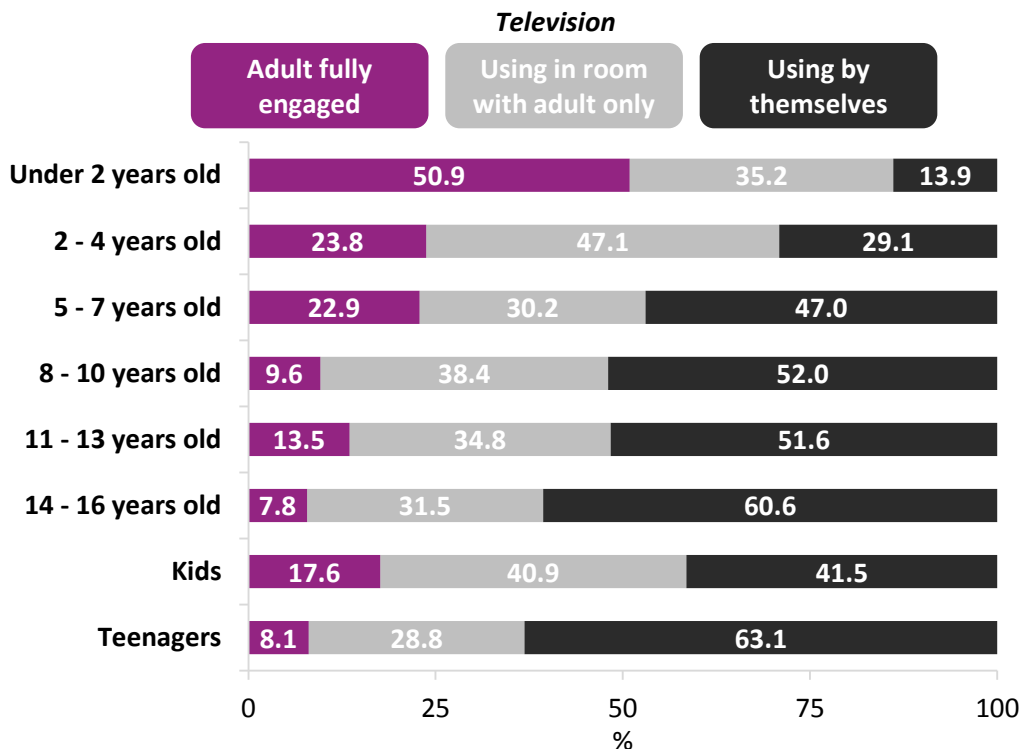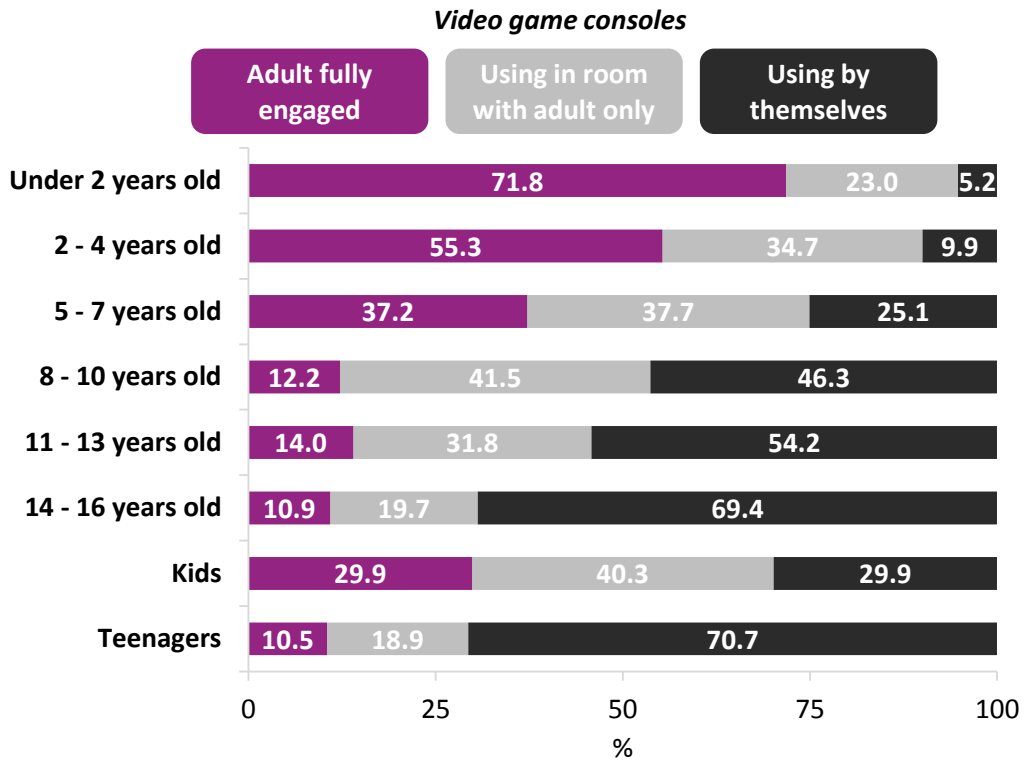
Source: CoreData Kids and Technology Survey (February 2017)
Question: How supervised is the access of your child has to television?

Video game consoles

Adult fully engaged	Using in room with adult only	Using by themselves

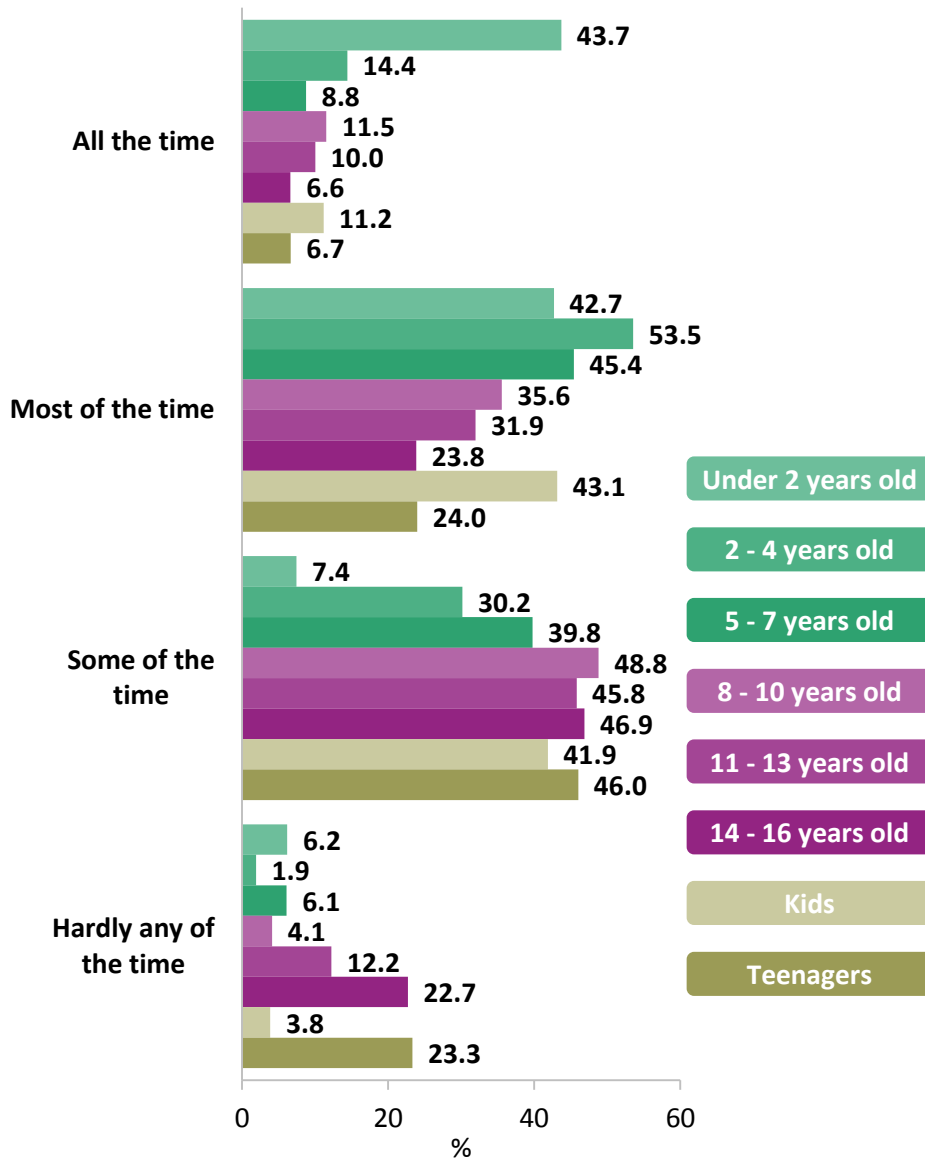| Age group	Adult fully engaged	Using in room with adult only	Using by themselves
Under 2 years old	71.8	23.0	5.2
2 - 4 years old	55.3	34.7	9.9
5 - 7 years old	37.2	37.7	25.1
8 - 10 years old	12.2	41.5	46.3
11 - 13 years old	14.0	31.8	54.2
14 - 16 years old	10.9	19.7	69.4
Kids	29.9	40.3	29.9
Teenagers	10.5	18.9	70.7

Source: CoreData Kids and Technology Survey (February 2017)
Question: How supervised is the access of your child has to video game consoles?

Teenagers tend to get full access by themselves across all devices listed, particularly smartphones (76.3%), tablets (72.3%) and video game consoles (70.7%). On the other hand, kids mostly get access to the devices when their parents or an adult is in the room with them, particularly for computers (51.3%).

Do you engage with your child/oldest child/youngest child when he/she is putting in his/her screen time (i.e. actually view and engage in any related activities)?

All the time
- 43.7
- 14.4
- 8.8
- 11.5
- 10.0
- 6.6
- 11.2
- 6.7

Most of the time
- 42.7
- 53.5
- 45.4
- 35.6
- 31.9
- 23.8
- 43.1
- 24.0

Some of the time
- 7.4
- 30.2
- 39.8
- 48.8
- 45.8
- 46.9
- 41.9
- 46.0

Hardly any of the time
- 6.2
- 1.9
- 6.1
- 4.1
- 12.2
- 22.7
- 3.8
- 23.3

Legend:
- Under 2 years old
- 2 - 4 years old
- 5 - 7 years old
- 8 - 10 years old
- 11 - 13 years old
- 14 - 16 years old
- Kids
- Teenagers

Source: CoreData Kids and Technology Survey (February 2017)
Question: Do you engage with your child when he/she is putting in his/her screen time (i.e. actually view and engage in any related activities)?

More than half (54.3%) of respondents with kids engage with their kids during their screen time all or most of the time. On the other hand, only three in 10 (30.7%) respondents with teenagers engage with their teenagers during their screen time all or most of the time.

How much do you agree with the following statements?
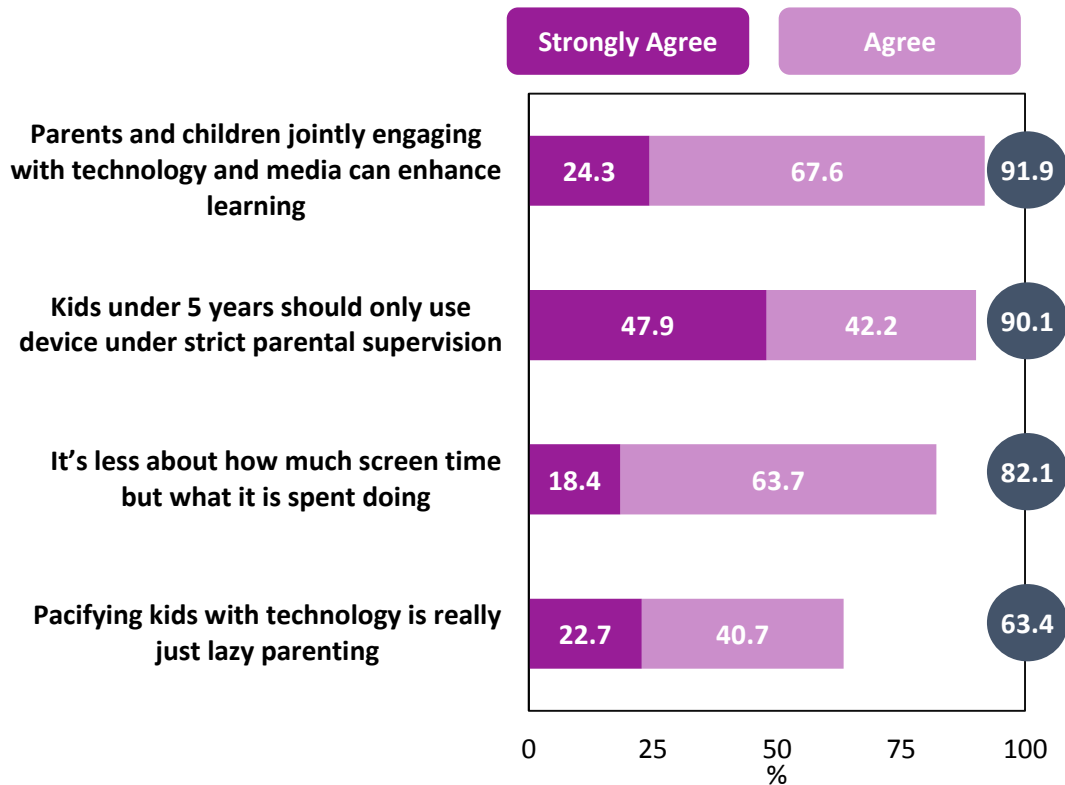
Strongly Agree	Agree

Parents and children jointly engaging with technology and media can enhance learning
24.3 | **67.6** | **91.9**

Kids under 5 years should only use device under strict parental supervision
47.9 | **42.2** | **90.1**

It's less about how much screen time but what it is spent doing
18.4 | **63.7** | **82.1**

Pacifying kids with technology is really just lazy parenting
22.7 | **40.7** | **63.4**

0   25   50   75   100
%

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you agree with the following statements?

The overwhelming majority of respondents agree or strongly agree that parents and children jointly engaging together with technology and media can enhance learning (91.9%) or that children under the age of 5 should only use devices under strict parental supervision (90.1%).

The vast majority (82.1%) agree or strongly agree that it is less about how much time is spent on devices but what it is spent on. The majority (63.4%) also agree or strongly agree that pacifying children with technology is just lazy parenting.

SOCIAL MEDIA BEHAVIOUR

- Although it is widely acknowledged that social media is only appropriate for children once they are in their teenage years, many parents claim that their babies and toddlers have their own social media accounts
- Most parents claim to know how many friends their children have on social media
- Most parents also claim to vet the friends their children have on social media at least sometimes, which could be a reflection of concerns that their children may be engaged in 'risky' online behaviour
- While some parents have noticed that using technology has made their children more agitated or aggressive, many have noticed that their children has become more calm and inquisitive, with some having found their own little niche interest communities online

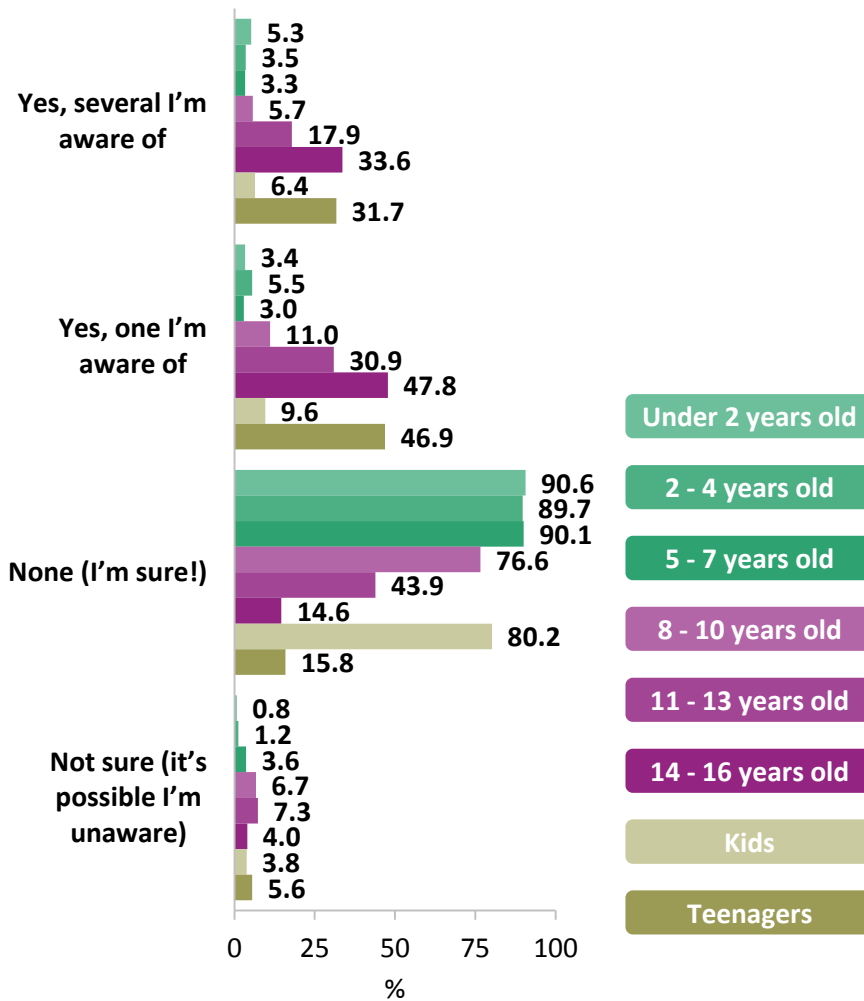**At what age do you think it's appropriate for children to start their own social media accounts?**
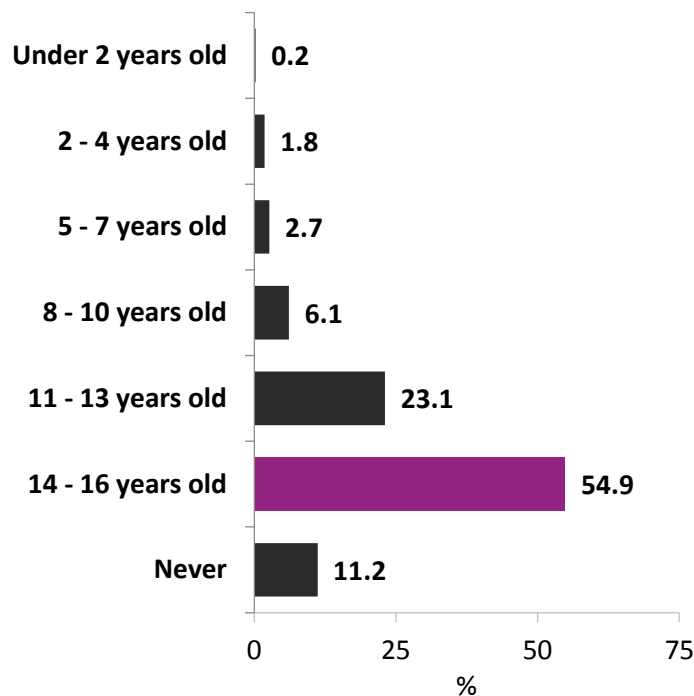
Source: CoreData Kids and Technology Survey (February 2017)
Question: At what age do you think it's appropriate for children to start their own social media accounts?

More than half (54.9%) of respondents say it is appropriate for children to start their own social media accounts between the age of 14 and 16, while close to one in four (23.1%) say children can start earlier between the age of 11 and 13. However, one in nine (11.2%) claim there is no appropriate age for children to start their own social media accounts.

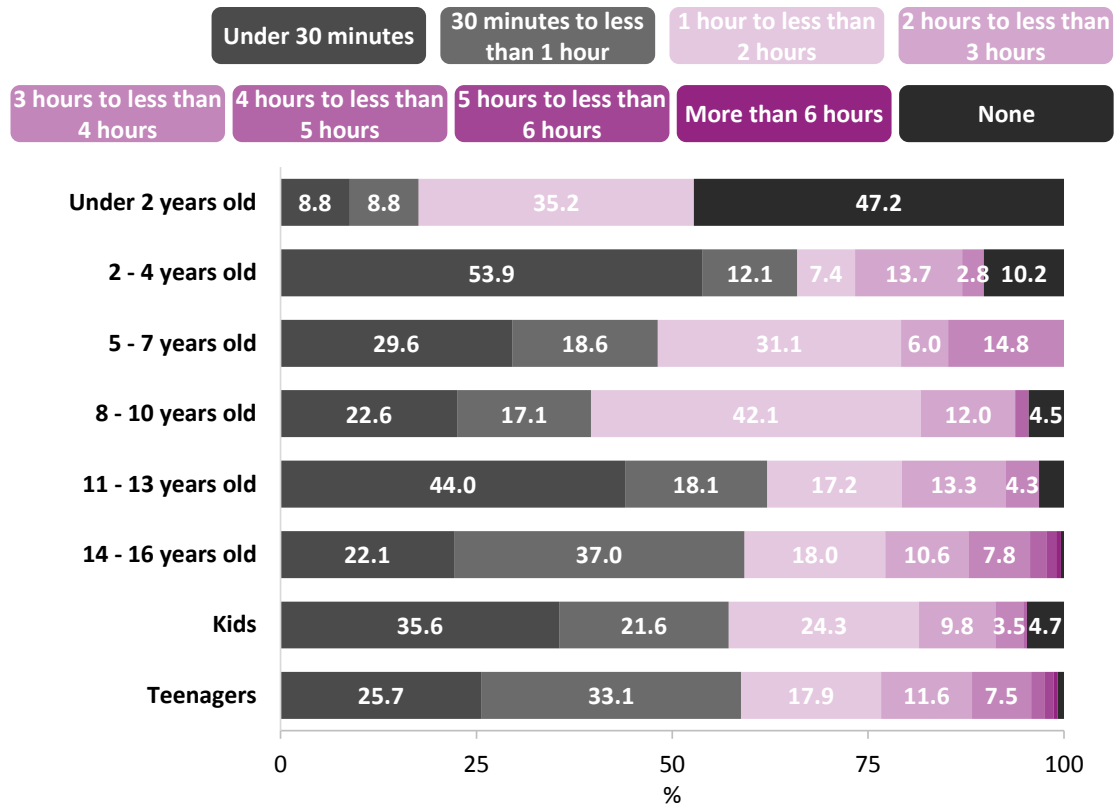Does your child/oldest child/youngest child have any social media accounts?

Yes, several I'm aware of
- 5.3
- 3.5
- 3.3
- 5.7
- 17.9
- 33.6
- 6.4
- 31.7

Yes, one I'm aware of
- 3.4
- 5.5
- 3.0
- 11.0
- 30.9
- 47.8
- 9.6
- 46.9

None (I'm sure!)
- 90.6
- 89.7
- 90.1
- 76.6
- 43.9
- 14.6
- 80.2
- 15.8

Not sure (it's possible I'm unaware)
- 0.8
- 1.2
- 3.6
- 6.7
- 7.3
- 4.0
- 3.8
- 5.6

Legend:
- Under 2 years old
- 2 - 4 years old
- 5 - 7 years old
- 8 - 10 years old
- 11 - 13 years old
- 14 - 16 years old
- Kids
- Teenagers

x-axis: % (0, 25, 50, 75, 100)

Source: CoreData Kids and Technology Survey (February 2017)
Question: Does your child have any social media accounts?

Four in five (80.2%) respondents with kids are sure their kids do not have any social media accounts. Less than one in six (15.8%) respondents with teenagers are sure their teenagers do not have any social media accounts, with close to four in five (78.6%) being aware of at least one account that their teenagers have on social media.

Interestingly, close to one in 10 (8.7%) respondents with children aged under 2 years old say their babies have at least one social media account.

How much time would you estimate your child/oldest child/youngest child spends using social media on an average day?

Under 30 minutes	**30 minutes to less than 1 hour**	**1 hour to less than 2 hours**	**2 hours to less than 3 hours**
3 hours to less than 4 hours	**4 hours to less than 5 hours**	**5 hours to less than 6 hours**	**More than 6 hours** **None**

Age group	Under 30 min	30 min–1 hr	1–2 hrs	2–3 hrs	3–4 hrs	4–5 hrs	5–6 hrs	>6 hrs	None
Under 2 years old	8.8	8.8	35.2						47.2
2 - 4 years old	53.9		12.1	7.4	13.7			2.8	10.2
5 - 7 years old	29.6	18.6	31.1		6.0				14.8
8 - 10 years old	22.6	17.1	42.1		12.0				4.5
11 - 13 years old	44.0	18.1	17.2	13.3					4.3
14 - 16 years old	22.1	37.0	18.0	10.6	7.8				
Kids	35.6	21.6	24.3	9.8		3.5			4.7
Teenagers	25.7	33.1	17.9	11.6	7.5				

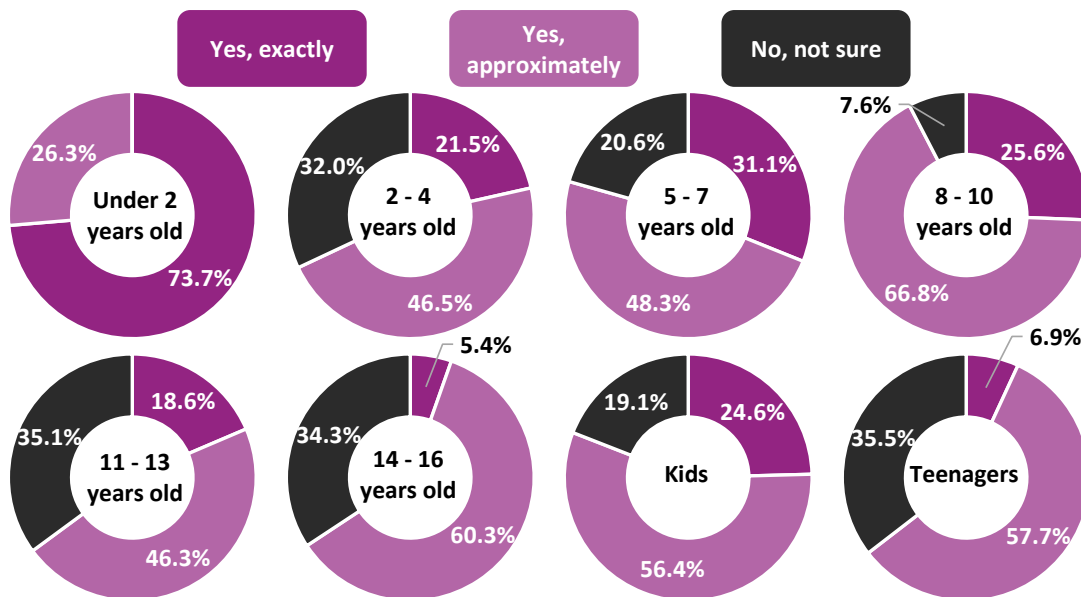*Source: CoreData Kids and Technology Survey (February 2017)*
Question: How much time would you estimate your child spends using social media on an average day?

More than a third (35.6%) of respondents with kids say they spend less than 30 minutes on social media on an average day, while more than half (55.7%) estimate their time on social media to be between 30 minutes and three hours.

Teenagers tend to spend more time on social media. Only a quarter (25.7%) of respondents with teenagers say they spend less than 30 minutes on social media on an average day, while more than three in five (62.6%) estimate their time on social media to be between 30 minutes and three hours.

Again interestingly enough, more one in six (17.6%) respondents with children aged under 2 years old say their babies spend at least an hour on social media on an average day.

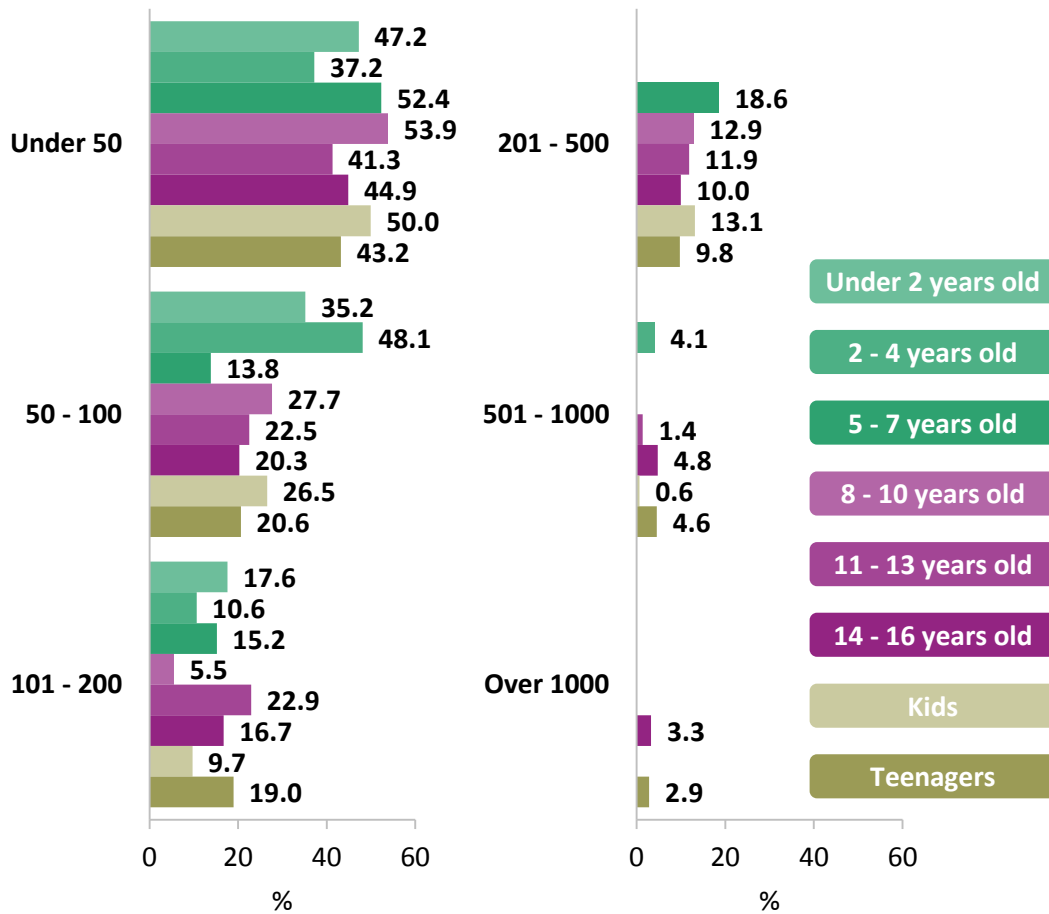Do you know how many friends your child/oldest child/youngest child has on social media in total?

Source: CoreData Kids and Technology Survey (February 2017)
Question: Do you know how many friends your child has on social media in total?

The vast majority (81.0%) of respondents with kids claim to know exactly or approximately how many friends they have on social media.

While close to two in three (64.6%) respondents with teenagers claim to know exactly or approximately how many friends they have on social media, more than one in three (35.5%) are unsure on this.

How many friends does your child/oldest child/youngest child have on social media in total?

Under 50
- 47.2
- 37.2
- 52.4
- 53.9
- 41.3
- 44.9
- 50.0
- 43.2

201 - 500
- 18.6
- 12.9
- 11.9
- 10.0
- 13.1
- 9.8

50 - 100
- 35.2
- 48.1
- 13.8
- 27.7
- 22.5
- 20.3
- 26.5
- 20.6

501 - 1000
- 4.1
- 1.4
- 4.8
- 0.6
- 4.6

101 - 200
- 17.6
- 10.6
- 15.2
- 5.5
- 22.9
- 16.7
- 9.7
- 19.0

Over 1000
- 3.3
- 2.9

Legend:
- Under 2 years old
- 2 - 4 years old
- 5 - 7 years old
- 8 - 10 years old
- 11 - 13 years old
- 14 - 16 years old
- Kids
- Teenagers

Source: CoreData Kids and Technology Survey (February 2017)
Question: How many friends does your child have on social media in total?

For those who know the exact or approximate number of friends their kids have on social media, close to one in four (23.4%) think this number is more than 100.

For those who know the exact or approximate number of friends their teenagers have on social media, more than one in three (36.3%) think this number is more than 100.

Do you vet the friends your child/oldest child/youngest child adds to their social media accounts (i.e. approve them or not)?
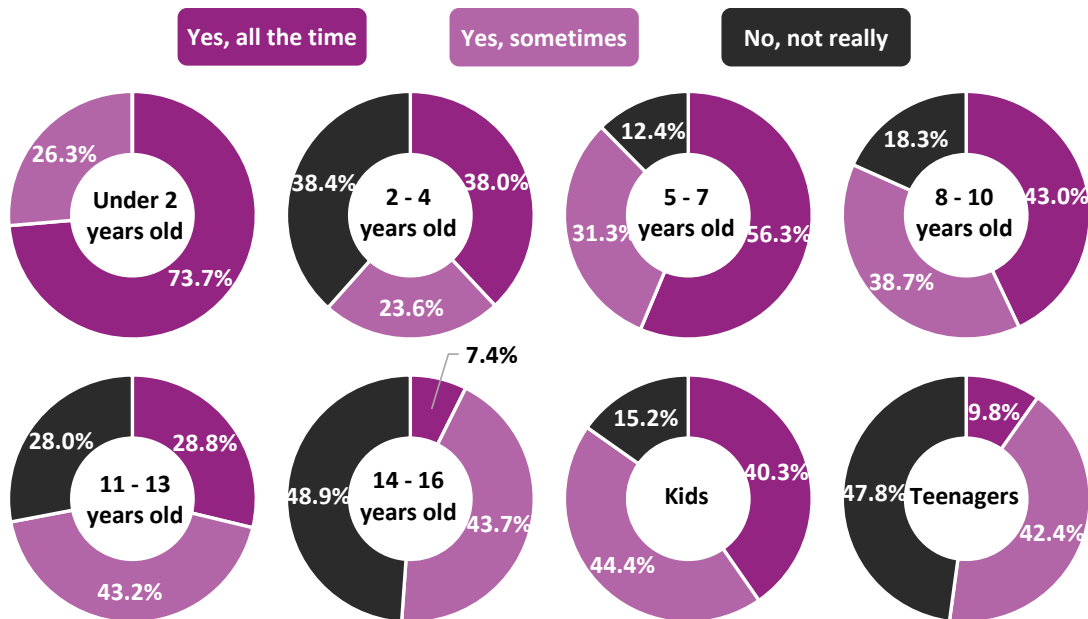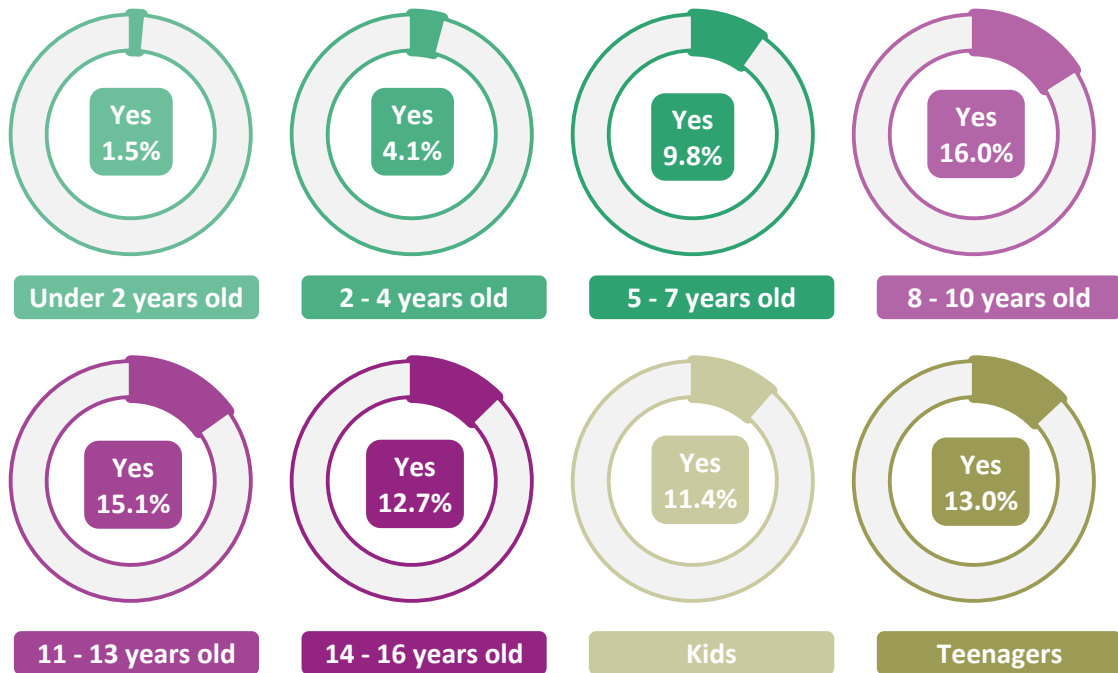

Source: CoreData Kids and Technology Survey (February 2017)
Question: Do you vet the friends your child adds to their social media accounts (i.e. approve them or not)?

The vast majority (84.7%) of respondents who know their kids have at least one social media account claim to vet the friends they add to social media at least some of the time.

A considerably lower proportion (52.2%) of respondents who know their teenagers have at least one social media account claim to vet the friends they add to social media at least some of the time. However, close to half (47.8%) admit they do not really bother to assess the friends their teenagers add to social media.
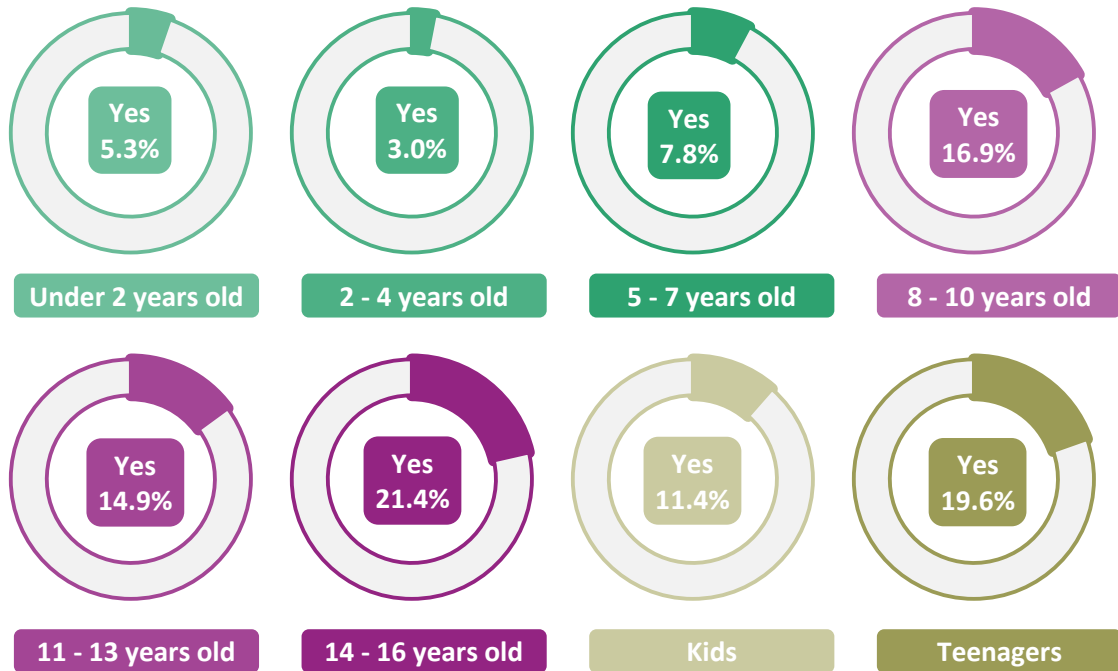
Has your child/oldest child/youngest child ever made an unapproved purchase online?

Yes 1.5%	**Yes 4.1%**	**Yes 9.8%**	**Yes 16.0%**
Under 2 years old	2 - 4 years old	5 - 7 years old	8 - 10 years old
Yes 15.1%	**Yes 12.7%**	**Yes 11.4%**	**Yes 13.0%**
11 - 13 years old	14 - 16 years old	Kids	Teenagers

Source: CoreData Kids and Technology Survey (February 2017)
Question: Has your child ever made an unapproved purchase online?

Only a small minority of respondents with kids (11.4%) or teenagers (13.0%) claim they have ever made an unapproved purchase online.

Have you ever suspected (or found out) your child/oldest child/youngest child is engaged in activity online that has worried you?
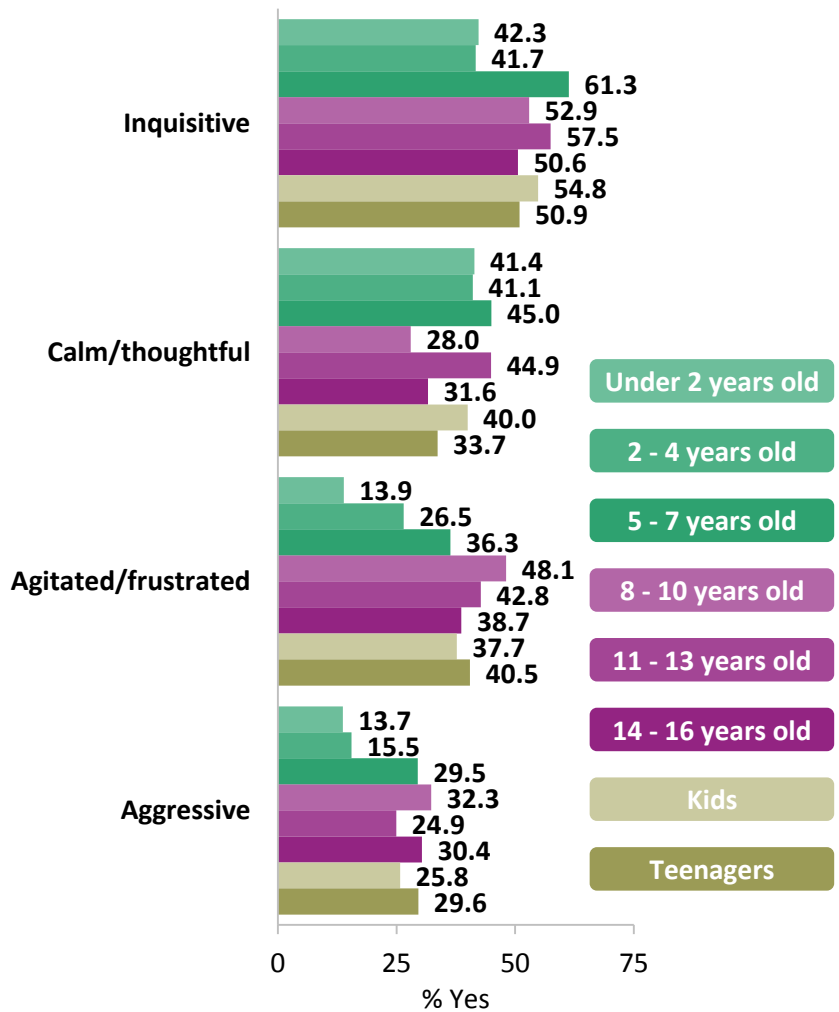
Yes 5.3%	Yes 3.0%	Yes 7.8%	Yes 16.9%
Under 2 years old	2 - 4 years old	5 - 7 years old	8 - 10 years old
Yes 14.9%	Yes 21.4%	Yes 11.4%	Yes 19.6%
11 - 13 years old	14 - 16 years old	Kids	Teenagers

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you ever suspected (or found out) your child is engaged in activity online that has worried you?

The vast majority of respondents with kids or teenagers say they have never suspected or found out their children are engaged in worrisome online activities (88.6% and 80.4% respectively).

Have you ever noticed that using (or general exposure) to technology changes your child/oldest child/youngest child's mood and makes them more:
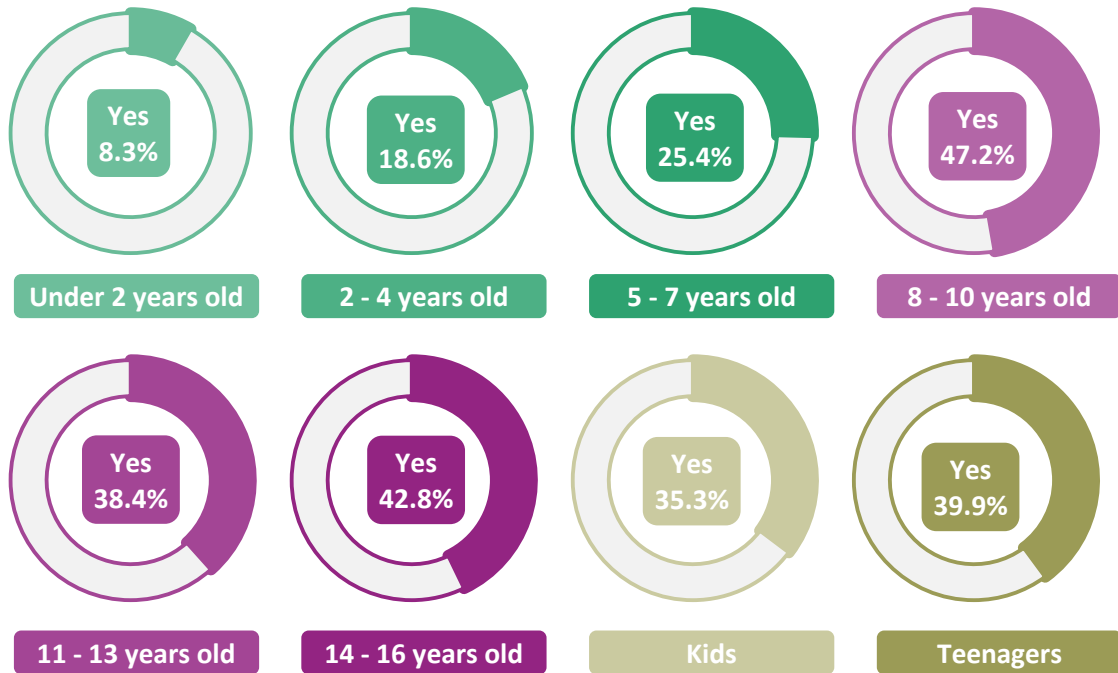

Legend:
- Under 2 years old
- 2 - 4 years old
- 5 - 7 years old
- 8 - 10 years old
- 11 - 13 years old
- 14 - 16 years old
- Kids
- Teenagers

Inquisitive
- 42.3
- 41.7
- 61.3
- 52.9
- 57.5
- 50.6
- 54.8
- 50.9

Calm/thoughtful
- 41.4
- 41.1
- 45.0
- 28.0
- 44.9
- 31.6
- 40.0
- 33.7

Agitated/frustrated
- 13.9
- 26.5
- 36.3
- 48.1
- 42.8
- 38.7
- 37.7
- 40.5

Aggressive
- 13.7
- 15.5
- 29.5
- 32.3
- 24.9
- 30.4
- 25.8
- 29.6

% Yes

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you ever noticed that using (or general exposure) to technology changes your child's mood and makes them more:

Many respondents have noticed that general exposure to technology has changed their kids' and teenagers' mood and makes them more inquisitive (54.8% and 50.9% respectively) or calm/thoughtful (40.0% and 33.7% respectively).

To a lesser extent, respondents have also noticed that using technology has made their kids and teenagers more agitated/frustrated (37.7% and 40.5% respectively) or aggressive (25.8% vs. 29.6% respectively).

Does your child/oldest child/youngest child ever find their own little niche interest community online (e.g. genre videos, baking, crafts, gaming, fictional characters)?

Yes 8.3%	Yes 18.6%	Yes 25.4%	Yes 47.2%
Under 2 years old	2 - 4 years old	5 - 7 years old	8 - 10 years old
Yes 38.4%	Yes 42.8%	Yes 35.3%	Yes 39.9%
11 - 13 years old	14 - 16 years old	Kids	Teenagers

Source: CoreData Kids and Technology Survey (February 2017)
Question: Does your child ever find their own little niche interest community online (e.g. genre videos, baking, crafts, gaming, fictional characters)?

More than a third (35.3%) of respondents with kids say they have found their own niche interest communities online, while two in five (39.9%) respondents with teenagers say the same about their children.

Can you briefly describe this niche interest they enjoy?

"She's found YouTube clips of videos that she likes to watch such programmes of Peppa Pig, also including music video clips she likes to dance to and watch. I only connect her iPad to Wi-Fi when I'm able to completely supervise her usage." (Mum, 30 years old, Qld)

"My child loves to watch the Wiggles, music, she sings because she learned from where she watched. She likes to play games on my smartphone, she has her own tablet where she enjoys watching her favourite nursery rhymes that she sings along to." (Mum, 36 years old, Vic)

"Sharing with friends how to engage and learning how to make an item, set up with school how to help others in voluntary bases, start an online reading group, to talk about and engage in others opinions on a book they are reading." (Mum, 53 years old, Qld)

"Homemade Youtube video clips of children opening surprise toys, baking/cooking and one adult series where they dress up in characters from movies and play out mini clips (usually ask to find something else at this stage)." (Dad, 38 years old, Vic)

"She is interested in make-up and nail art and comedy. She watches Youtube videos on her interest and how to create these difficult effects and her creativity has been enhanced and her confidence has surged." (Mum, 54 years old, NSW)

"He is creative and likes anything along those lines (i.e. art, drawing computer drawing and game design). He is also into taekwondo and likes general social sights such as his clubs Facebook page." (Mum, 48 years old, SA)

"Toy reviews, surprise eggs and Let's Plays (of child friendly games only). They are all he watches-- he has no interest in conventional children's TV, never had even as a toddler." (Mum, 40 years old, SA)

"Mostly to do with favourite shows. Chat forums and discussions about theories to do with characters and plots. Also likes to watch funny you tube videos." (Dad, 43 years old, SA)

"He loves watching live streams and blogs from personalities he is interested in, and looking at parkour and other things such as scooters and boarding." (Mum, 40 years old, WA)

"She loves playing a game where she writes a screen play for animated characters (called Episode). She also loves watching Minecraft videos on Youtube." (Mum, 45 years old, ACT)

"Videos of people playing with paw patrol characters, also those "surprise" egg videos where they open the eggs and find out what's inside!" (Mum, 31 years old, WA)

"He is really into Minecraft and has found a Youtube web channel that tells him all about the game and the ways to do thing." (Dad, 45 years old, SA)

"She loves watching YouTube videos of an Aussie female fitness guru to follow her diet & exercise tips and tutorial." (Mum, 53 years old, Qld)

STAYING IN CONTROL

- Online predators and bullying top the list of concerns that parents have on their children's use of technology
- Recognising these concerns, most parents try to teach their children how to balance technology while doing other things and how to make good choices and use it sensibly
- These include having conversations on the importance of not talking to strangers, how much screen time is too much and what materials are inappropriate

What are you really most concerned your child/oldest child/youngest child will be exposed to through technology? Please rank your top five with the issue that most concerns you as number one.
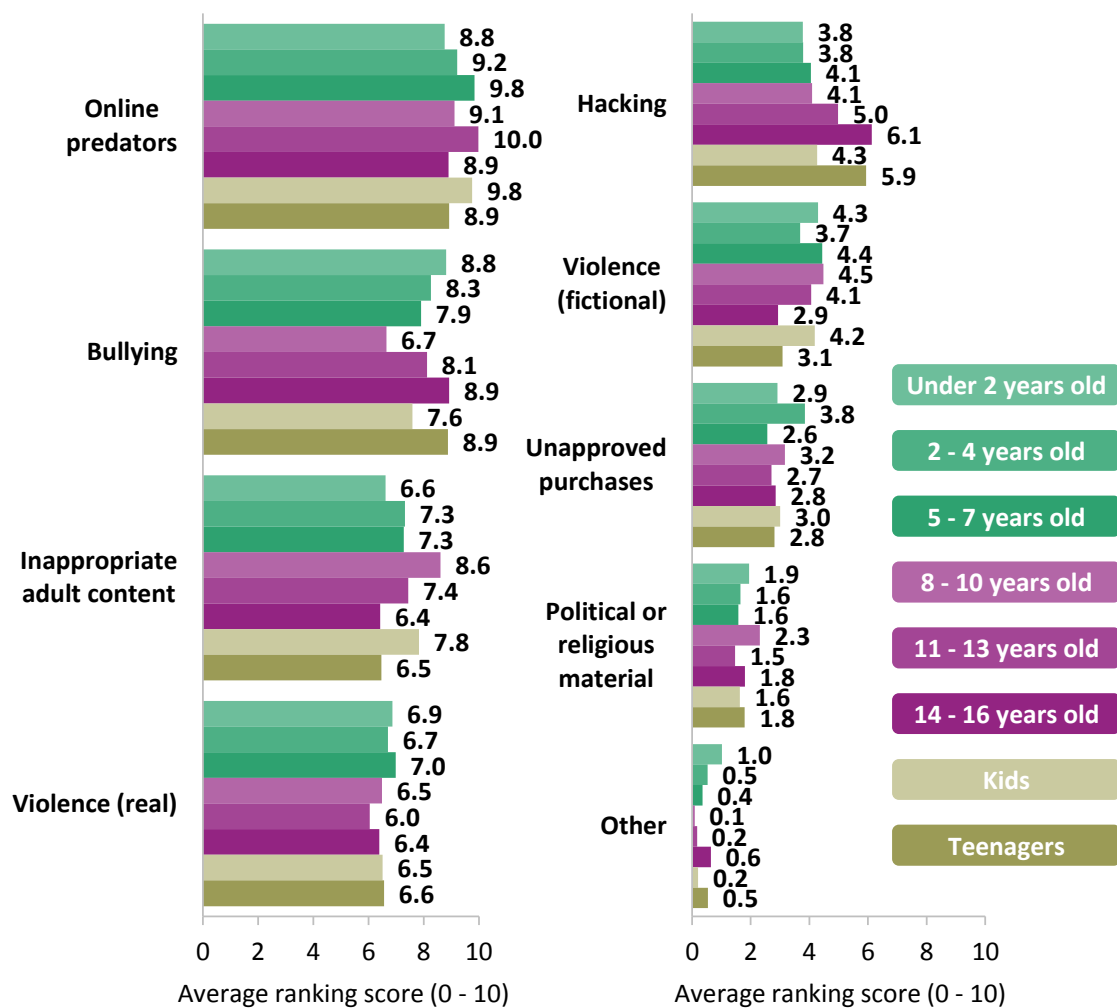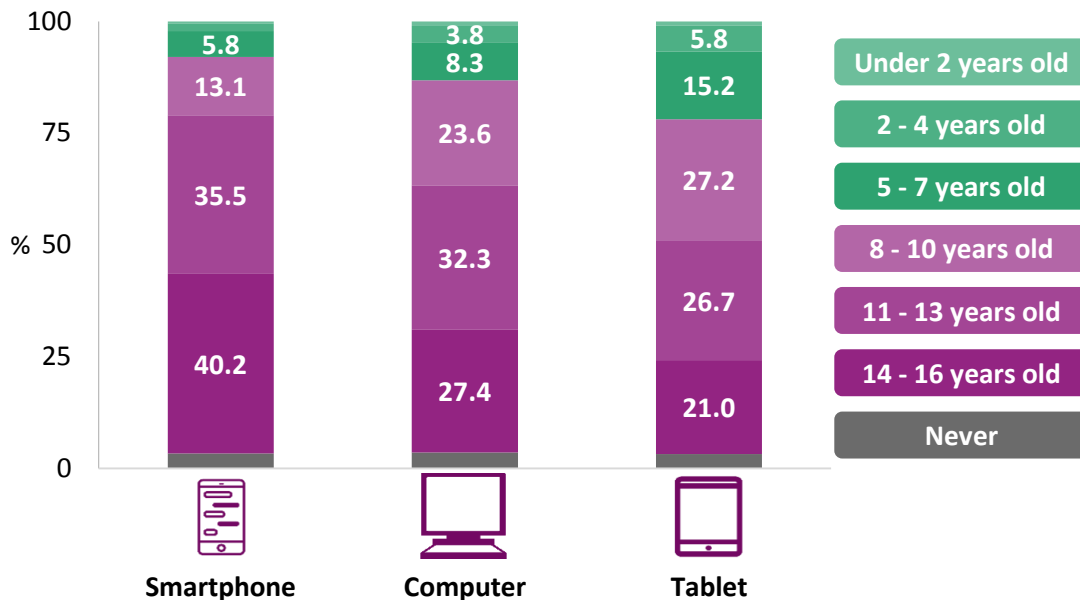

Source: CoreData Kids and Technology Survey (February 2017)
Question: What are you really most concerned your child will be exposed to through technology?

Respondents with kids are most concerned with online predators their children may be exposed to through technology (score of 9.8). Rounding out the top five are inappropriate adult content, bullying, real violence and hacking.

On the other hand, parents of teenagers are most concerned with both online predators and bullying (both scoring an 8.9). These are followed by real violence, inappropriate adult content and hacking.

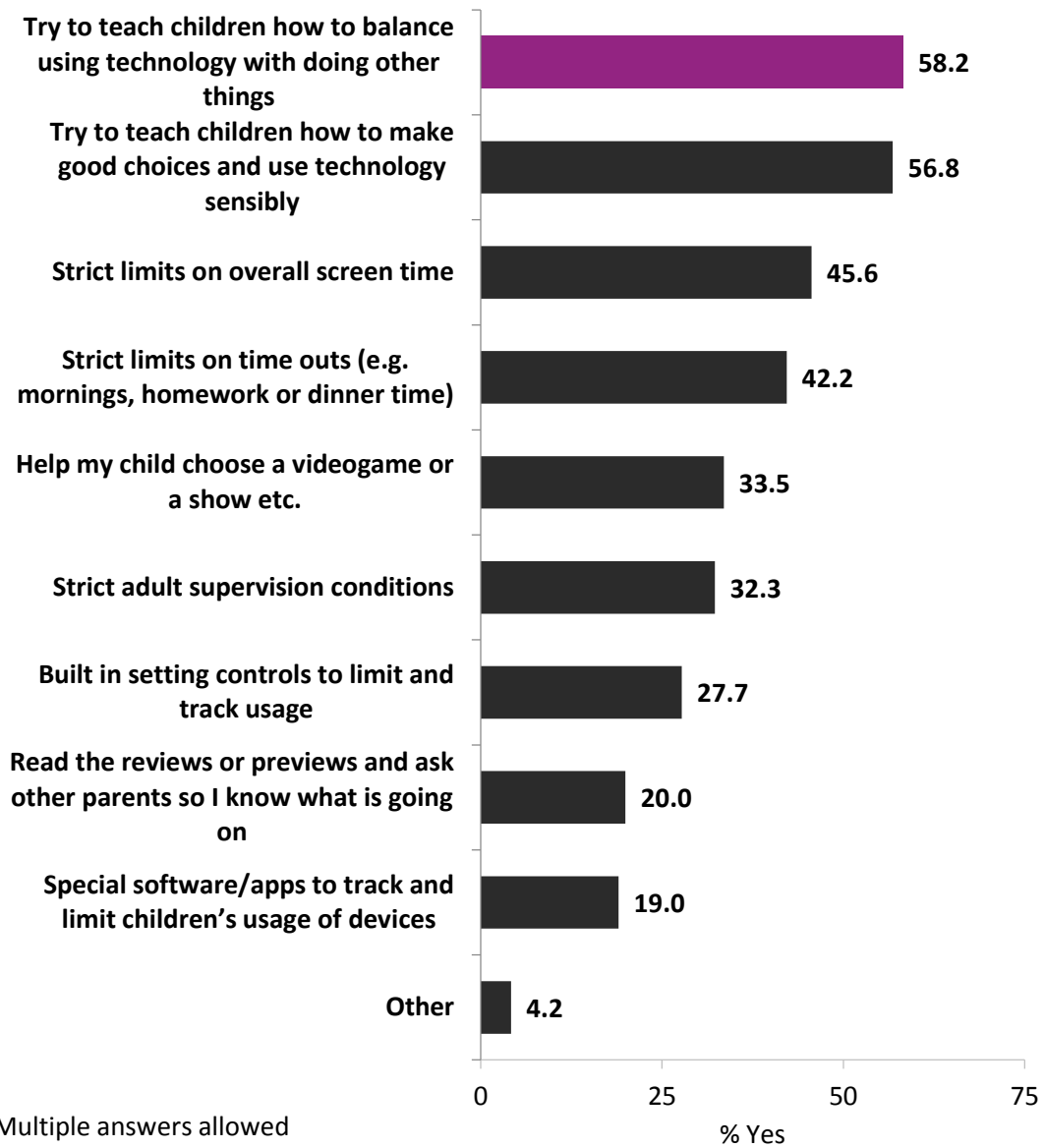**At what age do you think children should take possession of their own:**

	Smartphone	Computer	Tablet
Under 2 years old			
2 - 4 years old	5.8	3.8	5.8
5 - 7 years old	13.1	8.3	15.2
8 - 10 years old	35.5	23.6	27.2
11 - 13 years old	40.2	32.3	26.7
14 - 16 years old		27.4	21.0
Never			

Source: CoreData Kids and Technology Survey (February 2017)
Question: At what age do you think children should take possession of their own:

More than two in five (42.4%) respondents think children should take possession of their own tablets between the age of 5 and 10, while close to half (47.7%) feel they should have their own between the age of 11 and 16.

The ages become slightly higher for smartphones and computers, with three in four (75.7%) saying that children should take possession of their own smartphones between the age of 11 and 16 years, while three in five (59.7%) hold the same view in relation to computers.

Which of the following do you do to help avoid some of the negative effects of your children using technology?

Try to teach children how to balance using technology with doing other things — **58.2**

Try to teach children how to make good choices and use technology sensibly — **56.8**

Strict limits on overall screen time — **45.6**

Strict limits on time outs (e.g. mornings, homework or dinner time) — **42.2**

Help my child choose a videogame or a show etc. — **33.5**

Strict adult supervision conditions — **32.3**

Built in setting controls to limit and track usage — **27.7**

Read the reviews or previews and ask other parents so I know what is going on — **20.0**

Special software/apps to track and limit children's usage of devices — **19.0**

Other — **4.2**
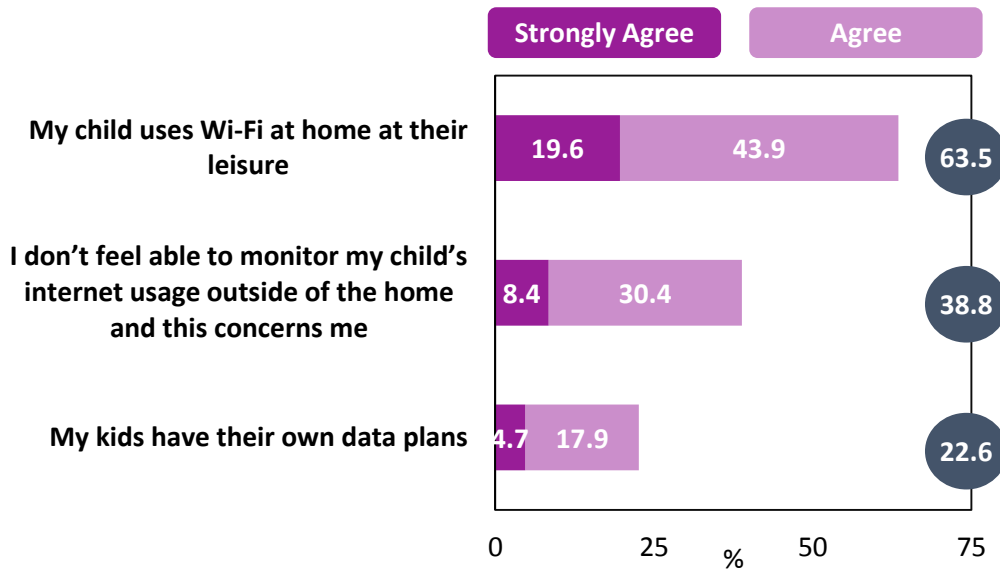
% Yes

*Multiple answers allowed
Source: CoreData Kids and Technology Survey (February 2017)
Question: Which of the following do you do to help avoid some of the negative effects of your children using technology?

Close to three in five respondents say they try to teach their children how to balance technology while doing other things (58.2%) or how to make good choices and sensible usage (56.8%) to help avoid some of the negative effects of using technology.

Less than one in five (19.0%) go to the extreme of placing special software/apps to track and limit their children's usage of devices to counter negative effects.

How much do you agree with the following statements?

Strongly Agree **Agree**

Statement	Strongly Agree	Agree	Total
My child uses Wi-Fi at home at their leisure	19.6	43.9	63.5
I don't feel able to monitor my child's internet usage outside of the home and this concerns me	8.4	30.4	38.8
My kids have their own data plans	4.7	17.9	22.6

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you agree with the following statements?

The majority (63.5%) of respondents agree or strongly agree their children use Wi-Fi at home at their leisure. Close to two in five (38.8%) do not feel they can monitor their children's Internet usage outside of their homes and are greatly concerned about this.

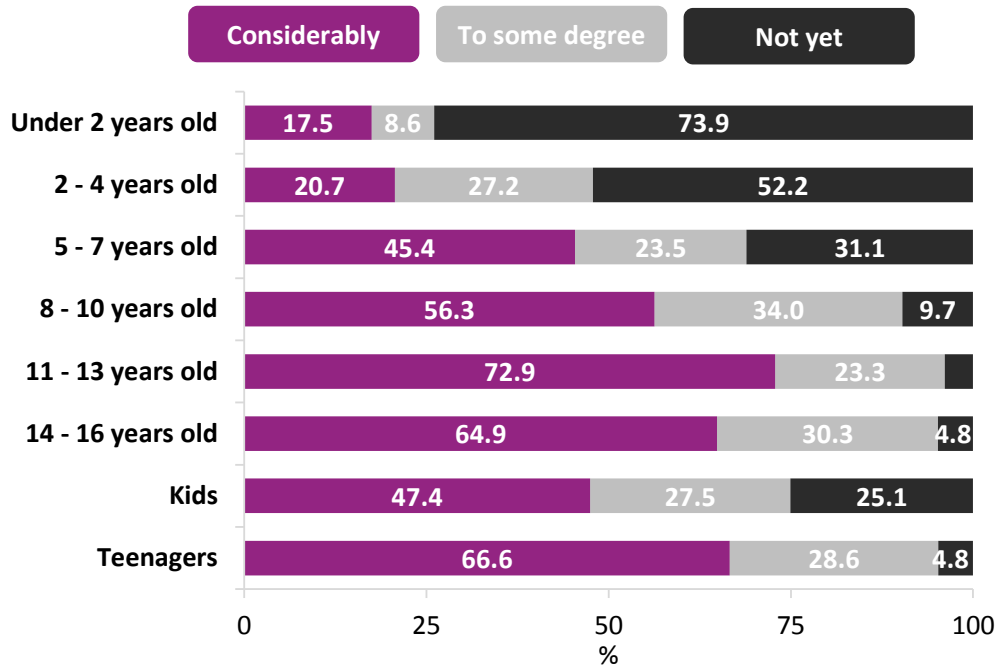My children can access the Internet at home through:
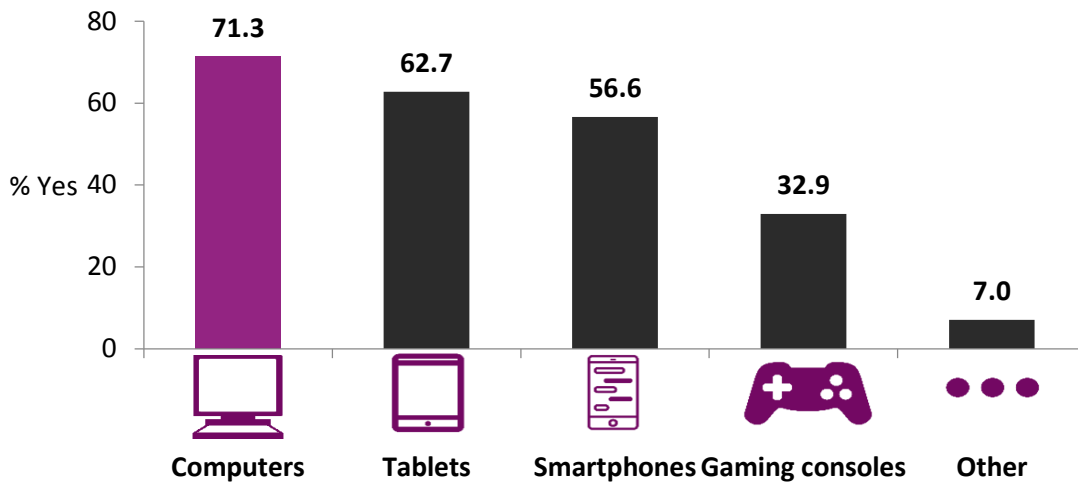
Device	% Yes
Computers	71.3
Tablets	62.7
Smartphones	56.6
Gaming consoles	32.9
Other	7.0

*Multiple answers allowed
Source: CoreData Kids and Technology Survey (February 2017)
Question: My kids can access the internet at home through:

More than seven in 10 (71.3%) respondents say their children can access the Internet at home through computers, while around three in five have Internet access via tablets (62.7%) or smartphones (56.6%).

Have you discussed the following with your child/oldest child/youngest child at all?
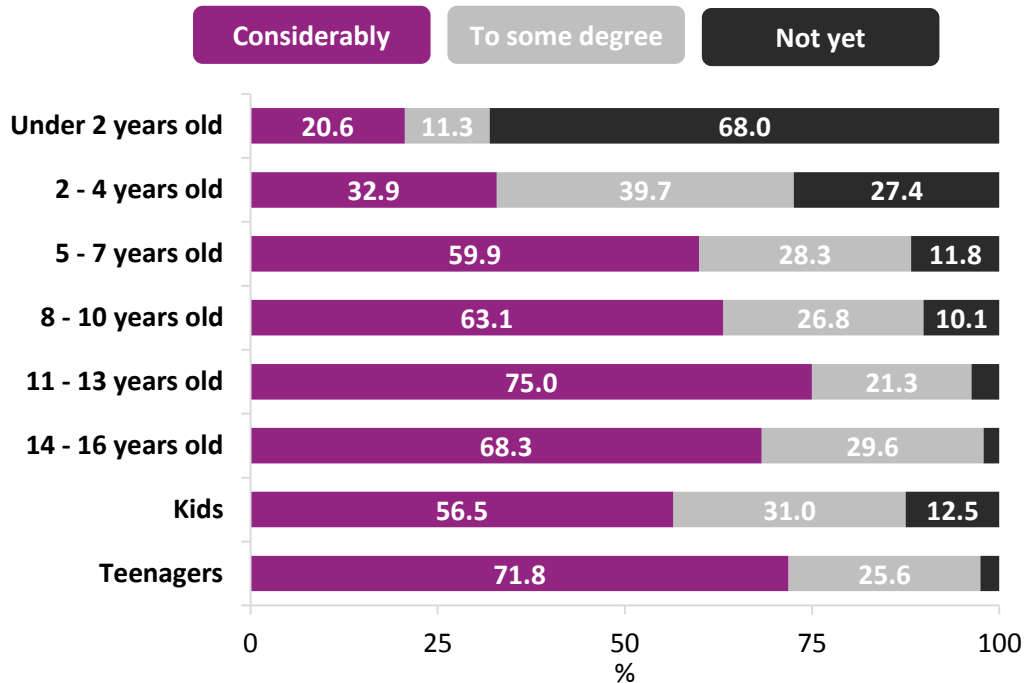
Importance of protecting information

	Considerably	To some degree	Not yet

Age group	Considerably	To some degree	Not yet
Under 2 years old	17.5	8.6	73.9
2 - 4 years old	20.7	27.2	52.2
5 - 7 years old	45.4	23.5	31.1
8 - 10 years old	56.3	34.0	9.7
11 - 13 years old	72.9	23.3	
14 - 16 years old	64.9	30.3	4.8
Kids	47.4	27.5	25.1
Teenagers	66.6	28.6	4.8

%

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you discussed the importance of protecting personal information with your child at all?

Not talking to strangers

	Considerably	To some degree	Not yet

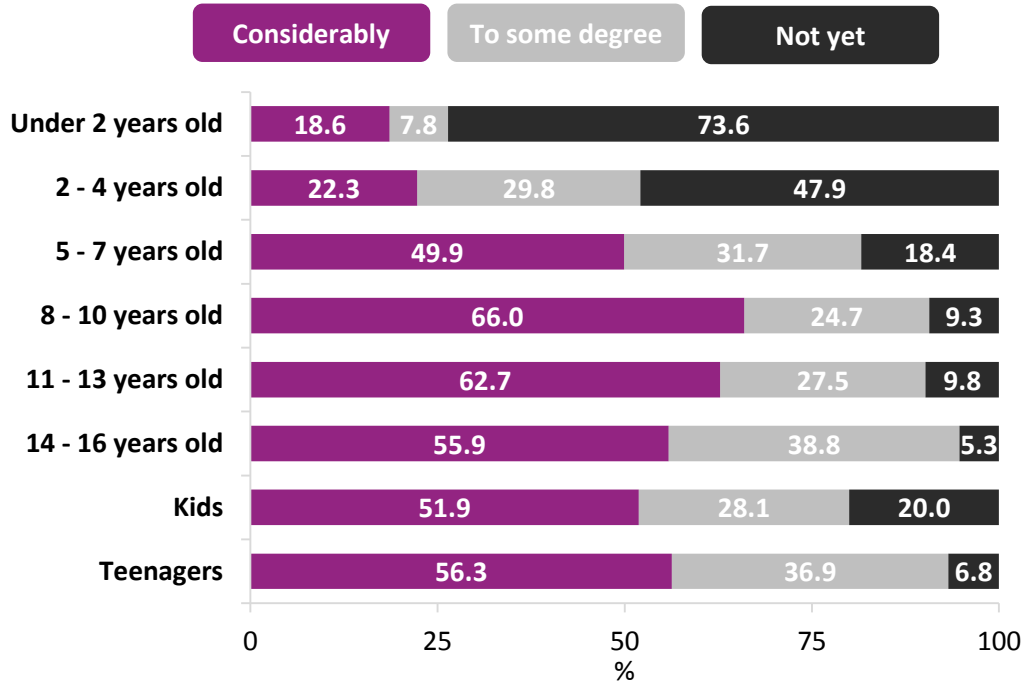| Age group	Considerably	To some degree	Not yet
Under 2 years old	20.6	11.3	68.0
2 - 4 years old	32.9	39.7	27.4
5 - 7 years old	59.9	28.3	11.8
8 - 10 years old	63.1	26.8	10.1
11 - 13 years old	75.0	21.3	
14 - 16 years old	68.3	29.6	
Kids	56.5	31.0	12.5
Teenagers	71.8	25.6	

%

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you discussed not talking to strangers with your child at all?

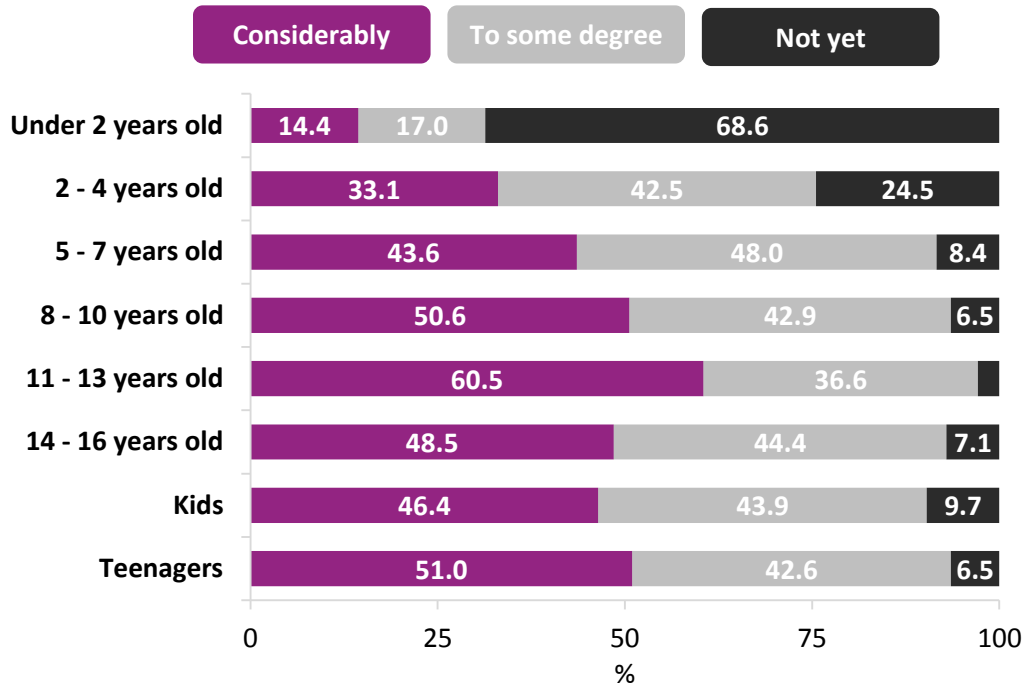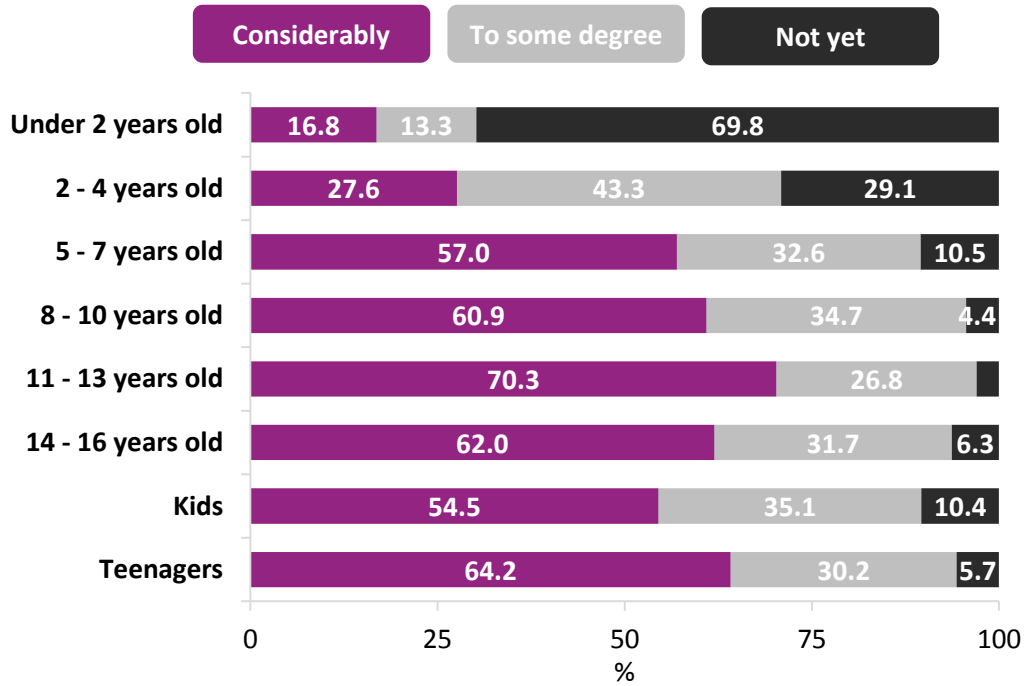**Not making in-app game purchases with parents' approval**

| Considerably | To some degree | Not yet |

Age	Considerably	To some degree	Not yet
Under 2 years old	18.6	7.8	73.6
2 - 4 years old	22.3	29.8	47.9
5 - 7 years old	49.9	31.7	18.4
8 - 10 years old	66.0	24.7	9.3
11 - 13 years old	62.7	27.5	9.8
14 - 16 years old	55.9	38.8	5.3
Kids	51.9	28.1	20.0
Teenagers	56.3	36.9	6.8

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you discussed not making in-app game purchases with parents approval with your child at all?

How much screen time is too much

| Considerably | To some degree | Not yet |

Age	Considerably	To some degree	Not yet
Under 2 years old	14.4	17.0	68.6
2 - 4 years old	33.1	42.5	24.5
5 - 7 years old	43.6	48.0	8.4
8 - 10 years old	50.6	42.9	6.5
11 - 13 years old	60.5	36.6	
14 - 16 years old	48.5	44.4	7.1
Kids	46.4	43.9	9.7
Teenagers	51.0	42.6	6.5

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you discussed how much screen time is too much with your child at all?

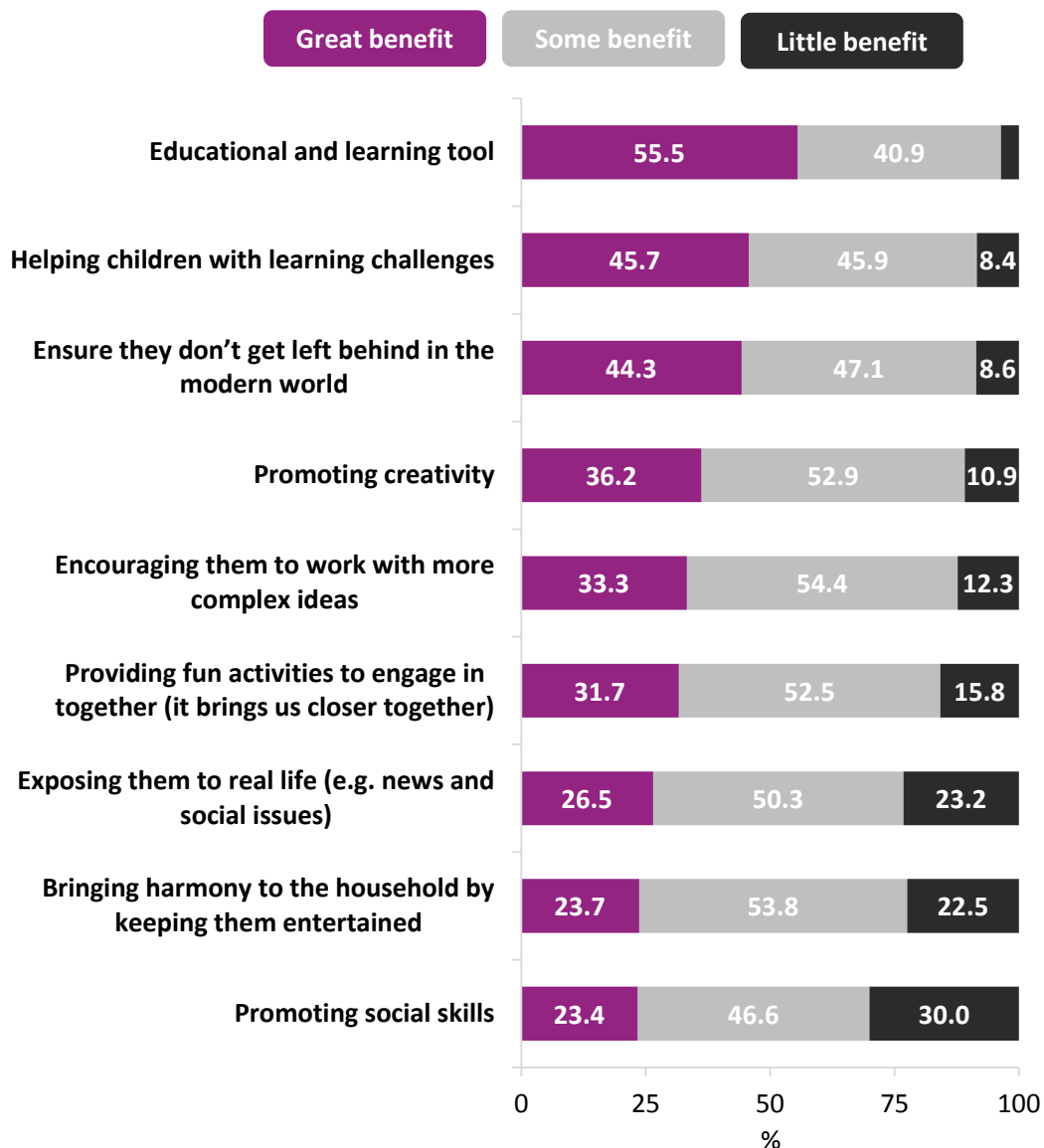**_Understanding that some material is not appropriate for them_**

| Considerably | To some degree | Not yet |

Age Group	Considerably	To some degree	Not yet
Under 2 years old	16.8	13.3	69.8
2 - 4 years old	27.6	43.3	29.1
5 - 7 years old	57.0	32.6	10.5
8 - 10 years old	60.9	34.7	4.4
11 - 13 years old	70.3	26.8	
14 - 16 years old	62.0	31.7	6.3
Kids	54.5	35.1	10.4
Teenagers	64.2	30.2	5.7

Source: CoreData Kids and Technology Survey (February 2017)
Question: Have you discussed understanding that some material is not appropriate with your child at all?

The majority of respondents have discussed all the things listed above to at least to some degree with their teenagers and kids, particularly the importance of protecting personal information (95.2% and 74.9% respectively) and not making in-app game purchases without approval from parents (93.2% and 80.0% respectively).

THE PROS AND THE CONS

- Parents recognise a range of potential learning and development benefits that technology can have on their children
- However, parents also recognise a range of potential drawbacks, including exposure to inappropriate content, 'risky' behaviours and poorer physical and mental health

Like everything in life things are often neither all good nor bad. Thinking about the impact technology is having on your children, how much do you believe the following are important benefits for exposing your children to technology?

	Great benefit	Some benefit	Little benefit
Educational and learning tool	55.5	40.9	
Helping children with learning challenges	45.7	45.9	8.4
Ensure they don't get left behind in the modern world	44.3	47.1	8.6
Promoting creativity	36.2	52.9	10.9
Encouraging them to work with more complex ideas	33.3	54.4	12.3
Providing fun activities to engage in together (it brings us closer together)	31.7	52.5	15.8
Exposing them to real life (e.g. news and social issues)	26.5	50.3	23.2
Bringing harmony to the household by keeping them entertained	23.7	53.8	22.5
Promoting social skills	23.4	46.6	30.0

Source: CoreData Kids and Technology Survey (February 2017)
Question: Thinking about the impact technology is having on your children, how much do you believe the following are important benefits for exposing your children to technology?

The overwhelming majority of respondents think technology being used as an educational/learning tool (96.4%), helping children with learning challenges (91.6%) and ensuring children do not get left behind in the modern world (91.4%) has at least some benefit.

The vast majority of respondents also think technology could be beneficial to at least some extent in terms of promoting creativity (89.1%), encouraging their children to work with more complex ideas (87.7%) or providing fun activities to do together and bringing them much closer to one another (84.2%).

So what are some of the negative potential technology impacts you feel are a danger to your kids?

	Great danger	Some danger	Little danger
Exposure to inappropriate content (adult content, violence (fictional or real), political)	52.7	37.1	10.2
Using technology can be addictive for kids	48.1	44.3	7.6
Illicit and risky behaviours (hacking, purchases, predators)	47.6	41.3	11.1
Less physical activity leading to poorer health and even obesity	45.4	43.9	10.7
Social cost of less human face-to-face interaction	39.4	47.8	12.8
Physical strains such as to the eyes or "text neck"	37.0	50.3	12.7
Social media creates "FOMO" and self-esteem issues	35.2	50.1	14.7
Irregular sleep patterns	34.6	46.7	18.7
Behavioural issues including attention difficulties and impatience	33.2	51.7	15.1

Source: CoreData Kids and Technology Survey (February 2017)
Question: So what are some of the negative potential technology impacts you feel are a danger to your kids?

There are several potentially negative effects of technology. The overwhelming majority (92.4%) of respondents say using technology can be addictive for kids at least to some extent of danger. Close to nine in 10 cite exposure to inappropriate content (89.8%) or less physical activity leading to poorer health (89.3%) as a great danger or some danger.

Other potentially negative effects that are considered to be at least of some danger to children include social media creating FOMO and self-esteem issues (85.3%), behavioural issues including attention difficulties (84.9%) and irregular sleep patterns (81.3%).

LEADING BY EXAMPLE

- The overwhelming majority of parents think their usage of technology at home could influence their children and put in at least some effort to lead by example in the way they use technology at home
- Efforts include consciously limiting screen time and encouraging activities they can do together with their children

How much do you think your usage of technology at home could influence your children?

38.2% Great influence
54.1% Some influence
7.8% Little influence
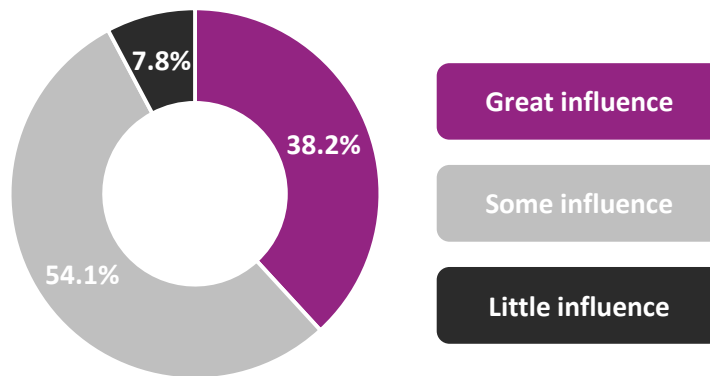
Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you think your usage of technology at home could influence your children?

Close to two in five (38.2%) respondents say their own usage of technology at home could influence their children greatly, while more than half (54.1%) admit their own usage could have some influence on their children.

How much do you make an effort to lead by example in the way you use technology at home?

33.9% Great effort
58.7% Some effort
7.4% Little effort
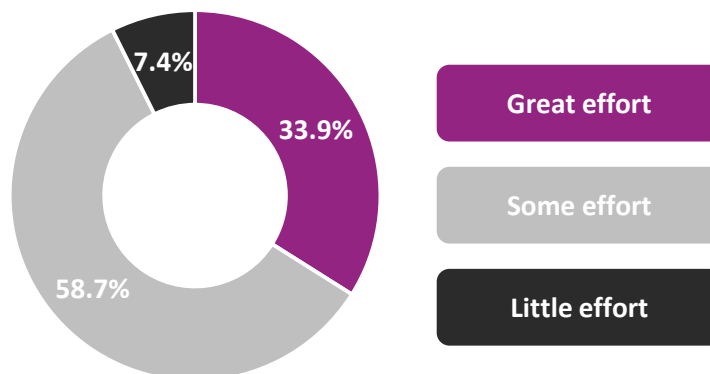
Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you make an effort to lead by example in the way you use technology at home?

A third (33.9%) of respondents say they make a great effort to lead by example in the way they use technology at home, while close to three in five (58.7%) say they do this with some effort.

How much do you agree with the following statements?
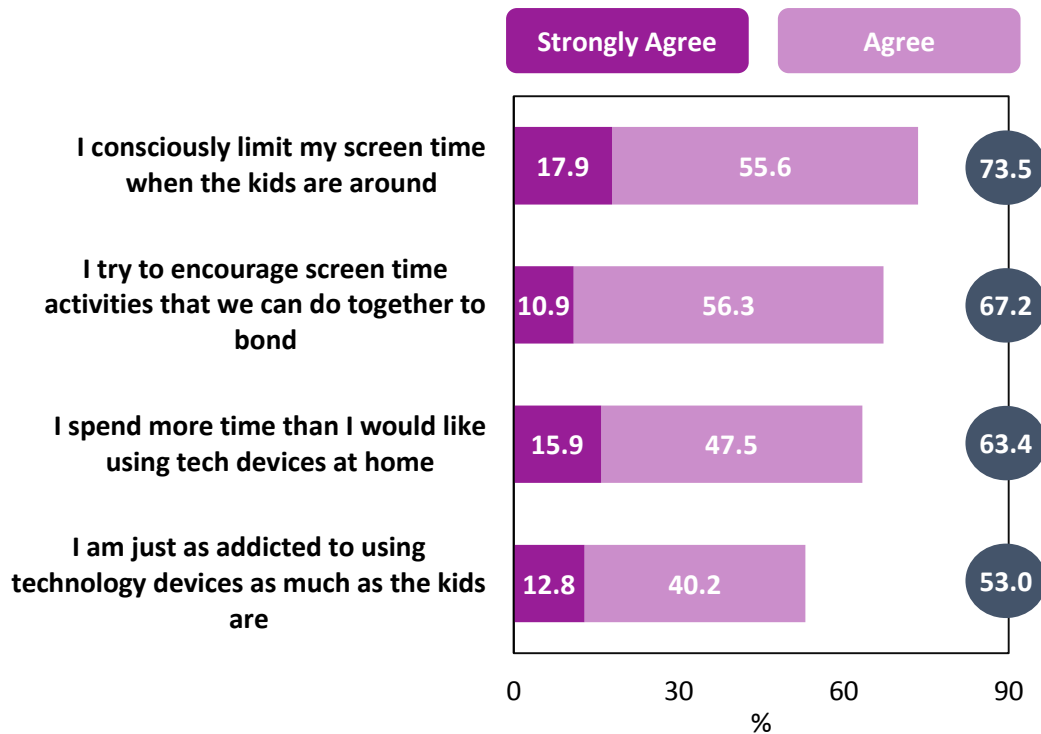
	Strongly Agree	Agree

I consciously limit my screen time when the kids are around — 17.9 | 55.6 | 73.5

I try to encourage screen time activities that we can do together to bond — 10.9 | 56.3 | 67.2

I spend more time than I would like using tech devices at home — 15.9 | 47.5 | 63.4

I am just as addicted to using technology devices as much as the kids are — 12.8 | 40.2 | 53.0

0   30   60   90
%

Source: CoreData Kids and Technology Survey (February 2017)
*Question: How much do you agree with the following statements?*

The large majority (73.5%) of respondents agree or strongly agree that they consciously limit their screen time when their children are around. However, the majority also agree or strongly agree that they spend more time than they would like using their devices at home (63.4%) or that they are just as addicted to using these devices as their children (53.0%).

Recognising these, two in three (67.2%) are trying their best to offset this by encouraging screen time activities that they could do together to bond with their children.

HIGH ACHIEVERS IN THE MODERN WORLD

- Most parents believe that replacing physical activity with computer classes is not a good idea and do not provide any extra tuition for their children to develop their technology skills outside school
- Instead, they prefer to spend time with and encourage their children to develop technology skills from a relatively early age
- Parents generally consider themselves to be tech-savvy and at least as tech-savvy as their kids and to a lesser extent, their teenagers

How much do you agree with the following statements?
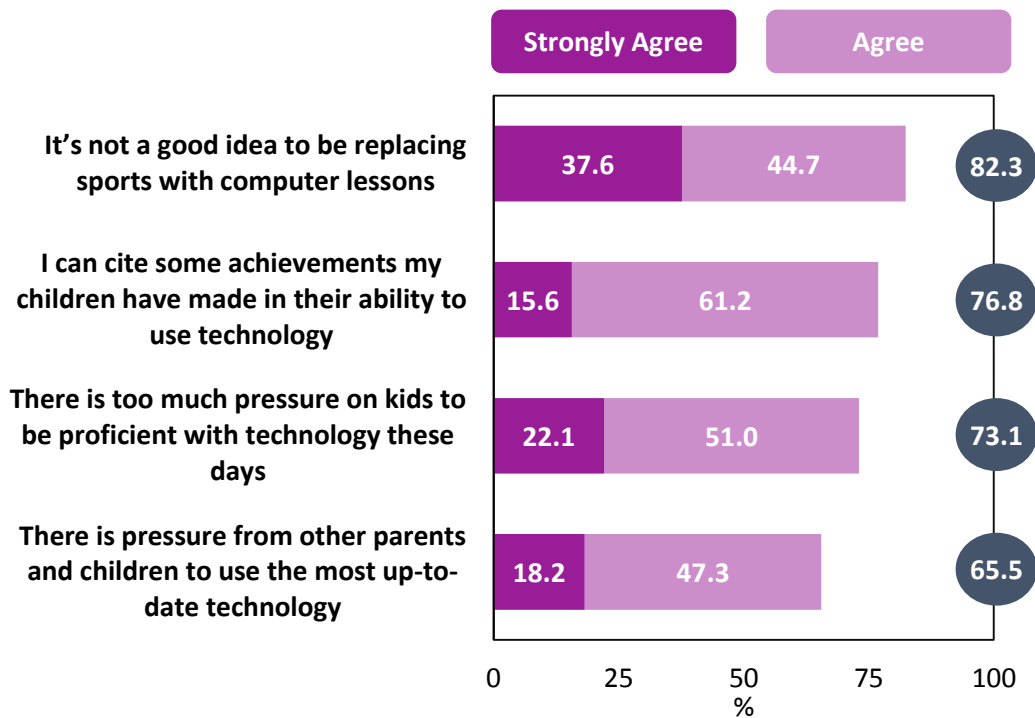
Statement	Strongly Agree	Agree	Total
It's not a good idea to be replacing sports with computer lessons	37.6	44.7	82.3
I can cite some achievements my children have made in their ability to use technology	15.6	61.2	76.8
There is too much pressure on kids to be proficient with technology these days	22.1	51.0	73.1
There is pressure from other parents and children to use the most up-to-date technology	18.2	47.3	65.5

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you agree with the following statements?

The vast majority (82.3%) of respondents agree or strongly agree that it is not a good idea to replace sports with computer lessons.

The majority agree or strongly agree that they can cite some achievements their children have made in their ability to use technology (76.8%). However, most also agree or strongly agree that there is too much pressure on children to be proficient with technology these days (73.1%) or that there is pressure from other parents and children to use the latest piece of technology (65.5%).
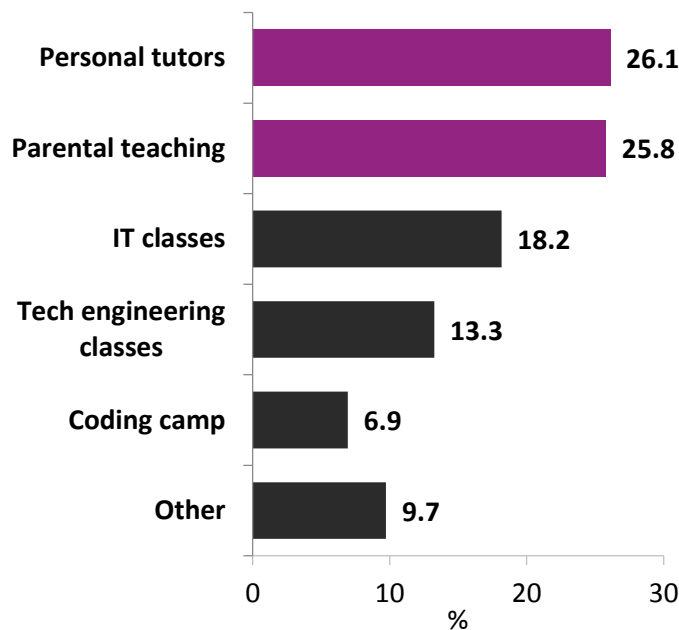
Do you provide any extra tuition or classes outside of school for your child(ren) to develop their technology skills?
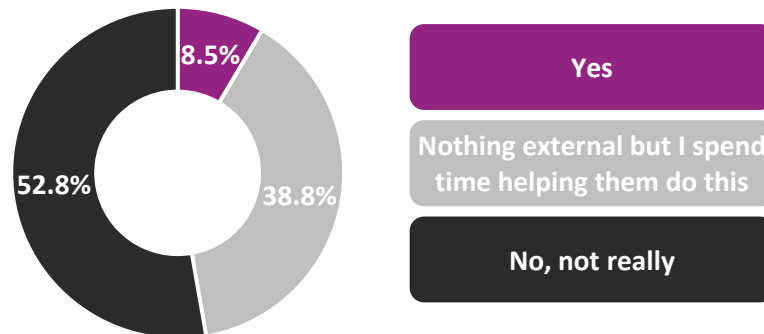
Source: CoreData Kids and Technology Survey (February 2017)
Question: Do you provide any extra tuition or classes outside of school for your child(ren) to develop their technology skills?

Most (52.8%) respondents do not provide external tuition or classes for their children's technology development. Less than one in 10 (8.5%) claim to do this, while close to two in five (38.8%) claim they spend time helping their children do this.

What kind of extra tuition or classes outside of school do you provide for your child(ren) to develop their technology skills? *Low sample for this question, for inference only*

Source: CoreData Kids and Technology Survey (February 2017)
Question: What kind of extra tuition or classes outside of school do you provide for your child(ren) to develop their technology skills?

The most popular types of external tuition or classes are personal tutors (26.1%), parental tutoring (25.8%) and IT classes (18.2%).
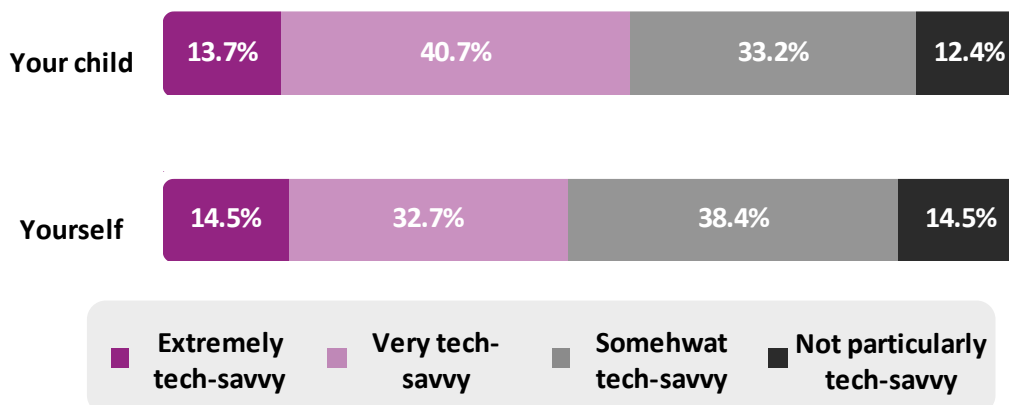
At what age do you think is appropriate to start encouraging your child(ren) (or at least strongly support them if interested) to develop their technology skills?

Age	%
Under 2 years old	2.4
2 - 4 years old	13.4
5 - 7 years old	35.5
8 - 10 years old	27.9
11 - 13 years old	15.1
14 - 16 years old	5.6
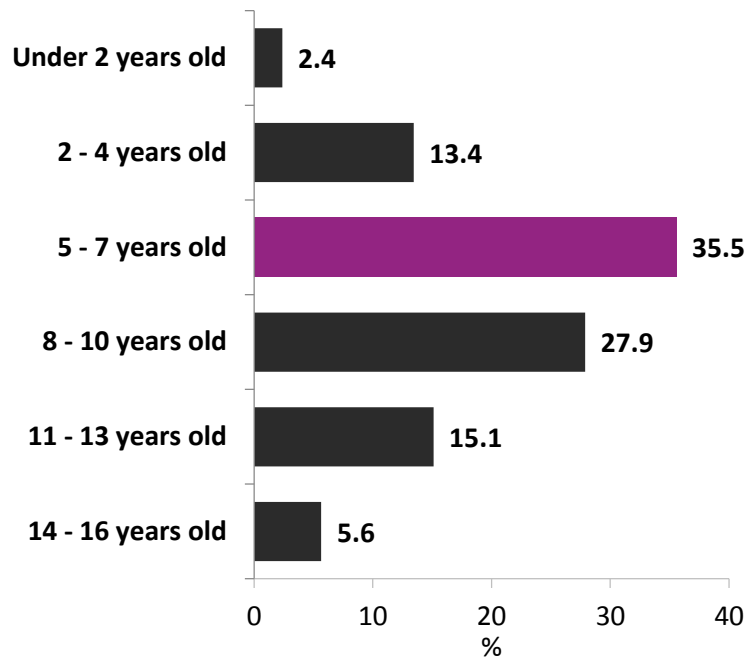
Source: CoreData Kids and Technology Survey (February 2017)
Question: At what age do you think is appropriate to start encouraging your child(ren) (or at least strongly support them if interested) to develop their technology skills?

More than a third (35.5%) of respondents believe it is appropriate to start encouraging or supporting their children to develop their technology skills as early as between the age of 5 and 7. Close to three in 10 (27.9%) think it could be a bit later at between the age of 8 and 10.

How tech-savvy do you consider your child(ren) to be for their age? How tech-savvy do you consider yourself to be?

	Extremely tech-savvy	Very tech-savvy	Somewhat tech-savvy	Not particularly tech-savvy
Your child	13.7%	40.7%	33.2%	12.4%
Yourself	14.5%	32.7%	38.4%	14.5%

Source: CoreData Kids and Technology Survey (February 2017)
Question: How tech-savvy do you consider the following to be?

More than half (54.4%) of respondents consider their children to be extremely or very tech-savvy, while a further third (33.2%) think their children are somewhat tech-savvy.

Similarly, close to half (47.2%) of respondents consider themselves to be extremely or very tech-savvy, while close to two in five (38.4%) say they are somewhat tech-savvy.

**Are you more tech-savvy than your child(ren)?**
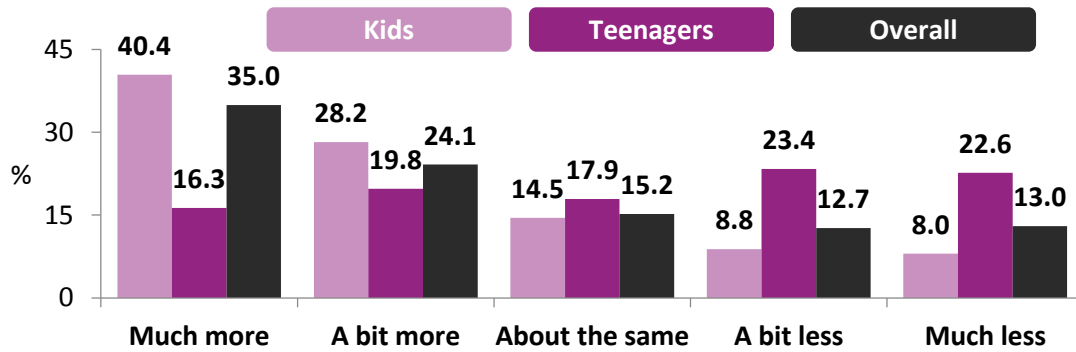
Source: CoreData Kids and Technology Survey (February 2017)
Question: Are you more tech-savvy than your child(ren)?

The majority (68.6%) of respondents with kids consider themselves to be at least a bit more tech-savvy than their kids, compared to only around one in three (36.1%) respondents with teenagers who consider themselves to be at least a bit more tech-savvy than their teenagers.

IMPACT OF TECHNOLOGY ON THE MODERN AUSSIE FAMILY HOUSEHOLD

- Most parents think the benefits of technology completely outweigh the dangers and that it is down to the parents' ability to control how their children use it to achieve a balance between digital and physical interaction
- Interestingly however, most parents think technology is making life more complicated and are unsure whether technology is actually making things better for their children
- Most parents admit that their children have thrown at least some degree of tantrum when their technology usage was limited
- However, they are optimistic that their children would survive without technology even for a whole month through family bonding time without technology

After considering some of the pros and cons and making a cost benefit analysis – how do you think the benefits of technology for your children weigh against the dangers? Please use this slider to indicate your position between these extremes.
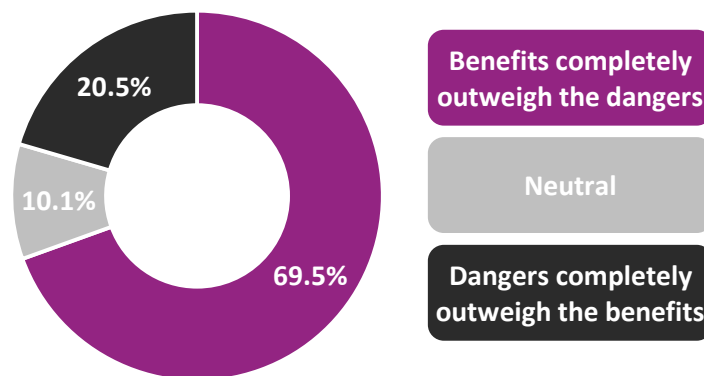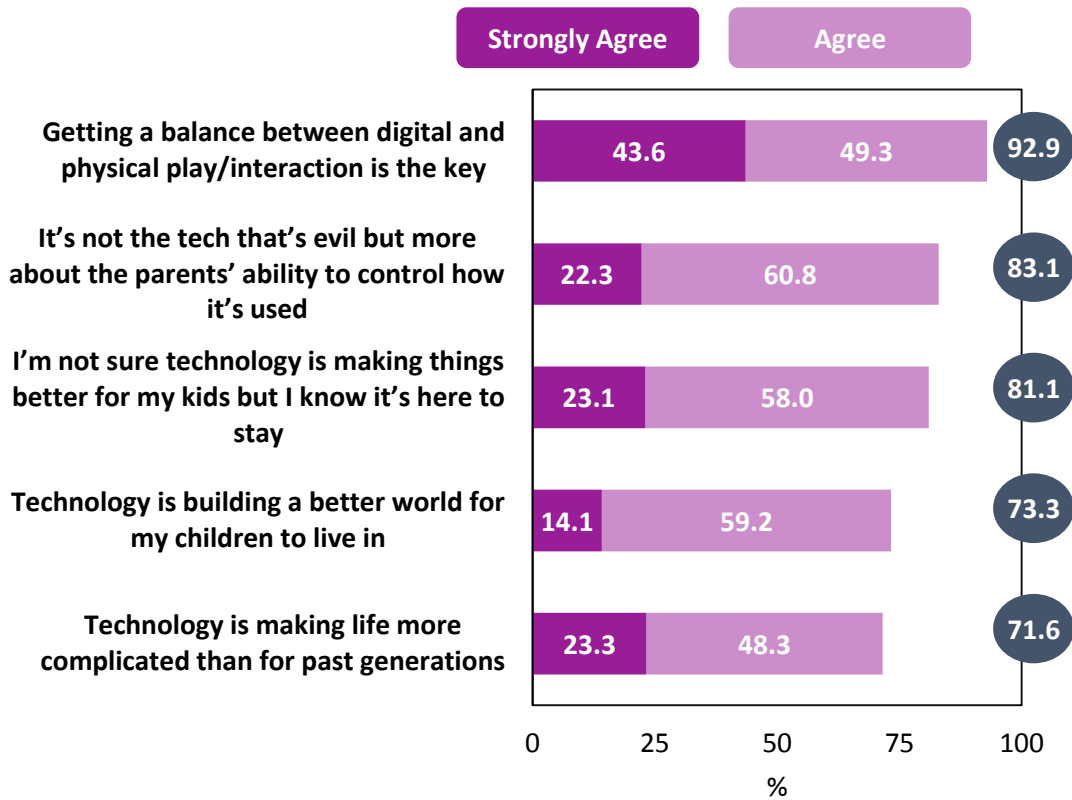

Source: CoreData Kids and Technology Survey (February 2017)
Question: After considering some of the pros and cons and making a cost benefit analysis – how do you think the benefits of technology for your kids weigh against the dangers?

Close to seven in 10 (69.5%) respondents say the benefits of technology outweigh the dangers, while only one in five (20.5%) think otherwise.

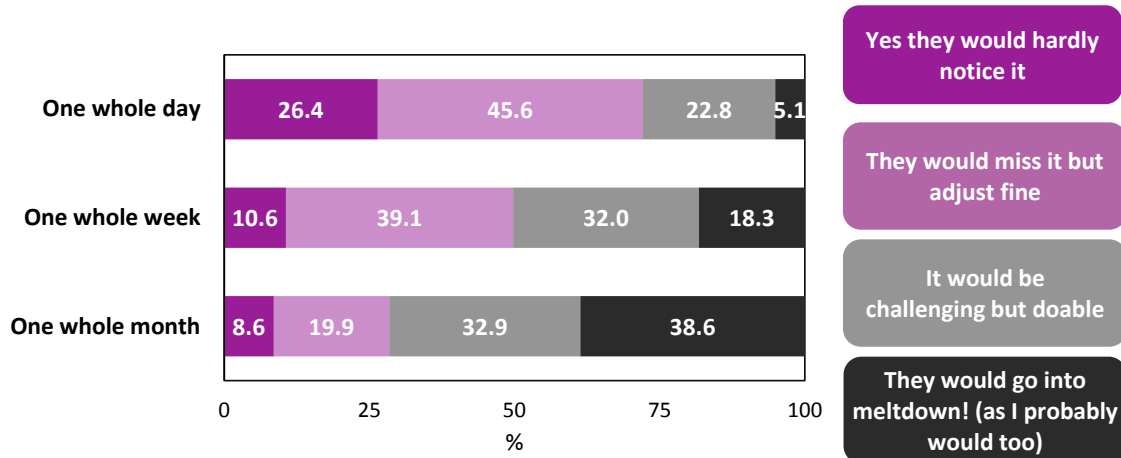How much do you agree with the following statements?

| Strongly Agree | Agree |

Getting a balance between digital and physical play/interaction is the key — 43.6 | 49.3 | 92.9

It's not the tech that's evil but more about the parents' ability to control how it's used — 22.3 | 60.8 | 83.1

I'm not sure technology is making things better for my kids but I know it's here to stay — 23.1 | 58.0 | 81.1

Technology is building a better world for my children to live in — 14.1 | 59.2 | 73.3

Technology is making life more complicated than for past generations — 23.3 | 48.3 | 71.6

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you agree with the following statements?

The overwhelming majority (92.9%) of respondents agree or strongly agree that balance between digital and physical play or interaction is the key. The majority also agree or strongly agree that it is more about the parents' ability to control how technology is used rather than the 'evils' of technology (83.1%). A similar proportion (81.1%) are unsure on whether technology is making things better for their children but acknowledge that it's here to stay.

Close to three in four (73.3%) agree or strongly agree that technology is building a better world for their children to live in. However, a similar proportion (71.6%) agree or strongly agree that technology is making life more complicated than for past generations.

Can you imagine your children going without tech for...

| | Yes they would hardly notice it |
| They would miss it but adjust fine |
| It would be challenging but doable |
| They would go into meltdown! (as I probably would too) |

Source: CoreData Kids and Technology Survey (February 2017)
Question: Can you imagine your kids going without tech for...

The majority of respondents are optimistic that their children would be fine without access to their devices for one whole day, with close to half (45.6%) saying their children would miss it but would adjust fine and more than one in four (26.4%) claiming they would hardly notice it.

However, these figures go down to 39.1% and 10.6% respectively if they didn't have access to technology for one whole week, and even further to 19.9% and 8.6% if they didn't have access to technology for one whole month.

Close to a third (32.9%) say a month without technology would be challenging but doable. However, close to two in five (38.6%) claim their children would go into meltdown as they probably would too.

Have your children ever thrown a tantrum when you have insisted on limiting their usage of technology?
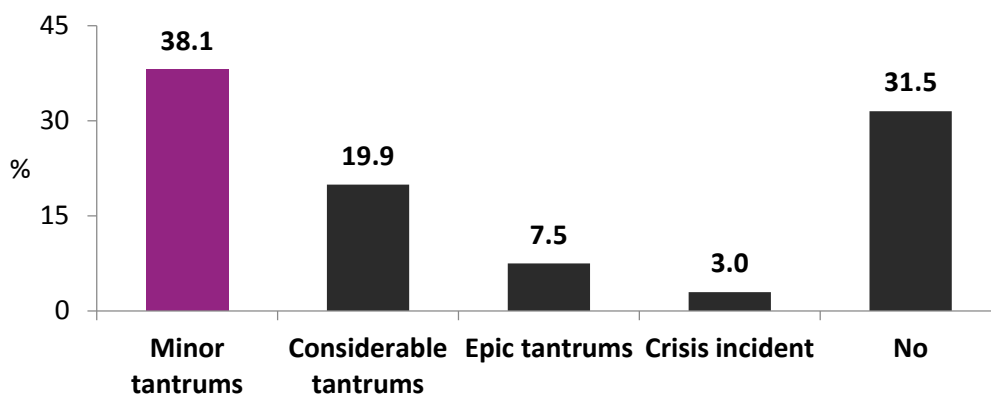
Source: CoreData Kids and Technology Survey (February 2017)
Question: Have your kids ever thrown a tantrum when you have insisted on limiting their usage of technology?

Close to three in five (58.0%) respondents report their children have thrown at least some degree of tantrum when they insisted on limiting their children's usage of technology, while more than three in 10 (31.5%) say this has never happened.

How much do you agree with the following statements?
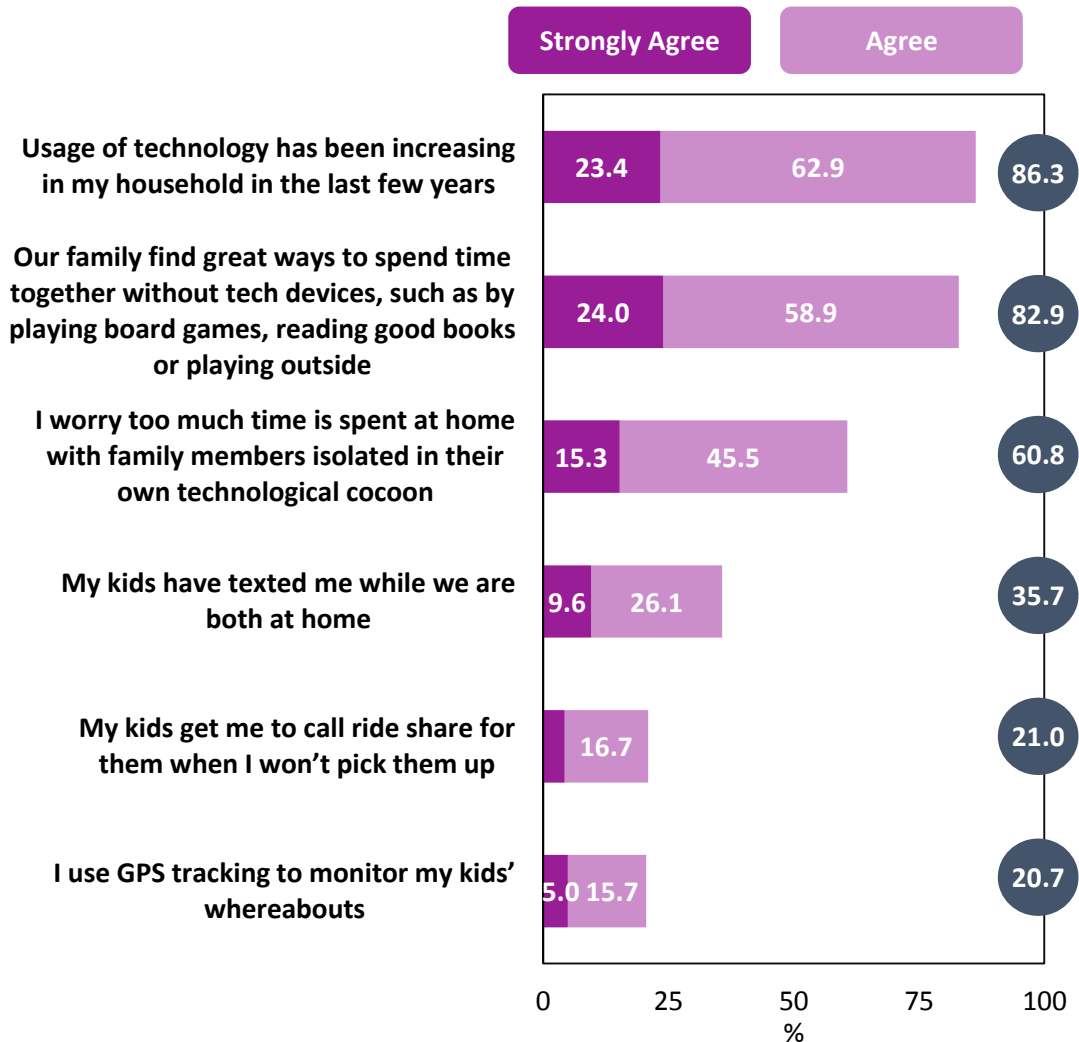
	Strongly Agree	Agree	
Usage of technology has been increasing in my household in the last few years	23.4	62.9	86.3
Our family find great ways to spend time together without tech devices, such as by playing board games, reading good books or playing outside	24.0	58.9	82.9
I worry too much time is spent at home with family members isolated in their own technological cocoon	15.3	45.5	60.8
My kids have texted me while we are both at home	9.6	26.1	35.7
My kids get me to call ride share for them when I won't pick them up		16.7	21.0
I use GPS tracking to monitor my kids' whereabouts	5.0	15.7	20.7

Source: CoreData Kids and Technology Survey (February 2017)
Question: How much do you agree with the following statements?

The vast majority of respondents agree or strongly agree that usage of technology in their respective households has been increasing in the last few years (86.3%).

While three in five (60.8%) agree or strongly agree that they worry too much time is spent at home with family members isolated in their own tech cocoons, the vast majority (82.9%) claim to find great ways to spend time together without technological devices.

More than one in three (35.7%) agree or strongly agree that their children have texted them while they were both at home.

More than one in five (21.0%) claim to have been asked by their children to call ride-sharing services to pick them up. Interestingly, a similar proportion (20.7%) claim to have used GPS tracking to monitor their children's whereabouts.

DEMOGRAPHICS

Gender	
Female	50.4%
Male	49.6%
Total	100.0%

Area of Residence	
The capital city of my state / territory	62.8%
A regional centre	24.0%
A rural area	13.2%
Total	100.0%

Age Group	
29 years old and below	21.3%
30 - 39 years old	24.0%
40 - 49 years old	24.7%
50 - 59 years old	21.0%
60 years old and above	9.0%
Total	100.0%

Age Generation	
Generation Y	37.5%
Generation X	38.8%
Baby Boomers	23.7%
Pre-Boomers	0.0%
Total	100.0%

Employment Status	
Self-employed	7.2%
Employed full-time	40.2%
Employed part-time	18.7%
Engaged mainly in home duties	17.6%
Retired	3.6%
Not employed at present	6.1%
Student	3.9%
Other	2.8%
Total	100.0%

State	
NSW	18.5%
QLD	21.3%
VIC	19.8%
WA	19.0%
Other states and territories	21.4%
Total	100.0%

Work Status	
I am in full-time work	42.6%
I am in part-time work	23.5%
I have retired from work completely	2.4%
I am transitioning to retirement and working on a part-time basis	0.2%
I am in full-time home duties	18.8%
I am a full-time student	2.9%
I am not in work at present	6.9%
Other	2.8%
Total	100.0%

Living Condition	
Living with your children (under 18 years) at home	84.8%
Living with your children (both over and under 18 years) at home	13.9%
Other	1.3%
Total	100.0%

DEMOGRAPHICS

Education Level	
Primary	0.5%
Part of high school	9.2%
Completed high school	19.8%
Diploma or certificate qualification	35.9%
Degree qualification	23.3%
Postgraduate qualification	11.4%
Total	100.0%

Marital Status	
Single	11.2%
Living with partner/married	77.5%
Separated/divorced/widowed	9.8%
Other	1.5%
Total	100.0%

Household Income	
$50,000 or less	24.6%
$50,001 to $75,000	19.0%
$75,001 to $100,000	21.0%
$100,001 to $125,000	13.6%
$125,001 to $150,000	11.1%
$150,001 to $200,000	6.9%
$200,001 to $250,000	1.9%
$250,001 to $350,000	1.2%
$350,001 or more	0.6%
Total	100.0%

| Investment Porfolio Size	
I have no investments	42.4%
$50,000 or less	15.4%
$50,001 to $150,000	11.5%
$150,001 to $250,000	9.3%
$250,001 to $350,000	5.0%
$350,001 to $450,000	4.2%
$450,001 to $550,000	4.4%
$550,001 to $650,000	2.0%
$650,001 to $750,000	1.1%
$750,001 to $1 million	2.6%
More than $1 million to $3 million	1.4%
More than $3 million to $5 million	0.2%
More than $5 million	0.6%
Total	100.0%

Personal Income	
$20,000 or less	22.3%
$20,001 to $30,000	13.4%
$30,001 to $40,000	12.0%
$40,001 to $50,000	9.5%
$50,001 to $60,000	6.7%
$60,001 to $70,000	8.7%
$70,001 to $80,000	7.5%
$80,001 to $90,000	4.7%
$90,001 to $100,000	4.9%
$100,001 to $125,000	4.3%
$125,001 to $150,000	2.6%
$150,001 to $200,000	1.7%
More than $200,000	1.5%
Total	100.0%

PARTICIPANT SCREENING

Do you have any children living at home 16 years or younger?

12.4%

32.2%

55.4%

Yes, one

Yes, two

Yes, three or more
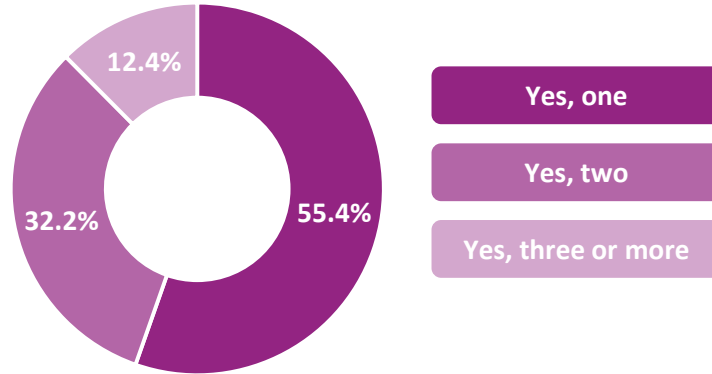
Source: CoreData Kids and Technology Survey (February 2017)
Question: Do you have any children living at home 16 years or younger?

How old is this child? / How old are these children?

10 years old

Only child

10 years old

5 years old

Oldest sibling   **Youngest sibling**
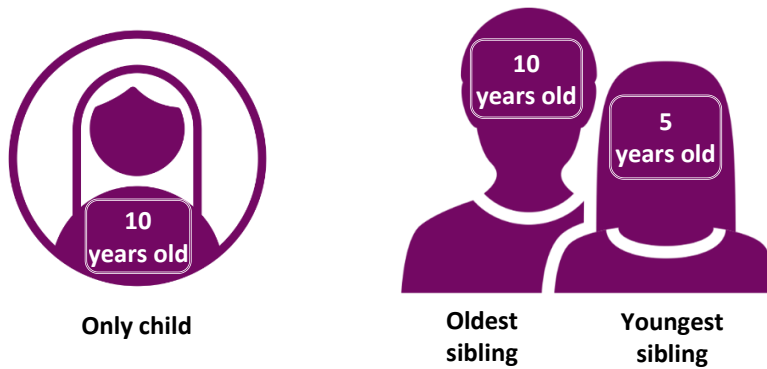
Source: CoreData Kids and Technology Survey (February 2017)
Question: How old is this child?

COREDATA

ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research

- Deep understanding of industry issues and business trends

- In-house proprietary industry benchmark data

- Industry leading research methodologies

- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.

CORE|DATA

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