Children are leaving their parents for ‘digital dust’ in the online playground

Hours spent online on an average day

<table>
<thead>
<tr>
<th>Device</th>
<th>Parents</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>Tablet</td>
<td>1.8</td>
<td>2.2</td>
</tr>
<tr>
<td>Smartphone</td>
<td>1.7</td>
<td>3.4</td>
</tr>
<tr>
<td>Games Console</td>
<td>1.7</td>
<td>3</td>
</tr>
</tbody>
</table>

Age parents first talked about staying safe online with children

- 5-6 years: 15%
- 7-8 years: 33%
- 9-10 years: 26%
- 11-12 years: 17%

Knowledge of how to use these social networks

- Instagram: 35% Parents, 64% Children
- Snapchat: 26% Parents, 12% Children
- Vine: 31% Parents, 18% Children
- Snapchat: 65% Parents, 26% Children
- Kik: 21% Parents, 10% Children
- OoVoo: 25% Parents, 8% Children
- Kik: 21% Parents, 10% Children
- Vine: 31% Parents, 12% Children

What they say about internet use

- I only allow them online for a set amount of time per day: 31% Parents, 39% Children
- I always set up their accounts for them on social media sites: 28% Parents, 18% Children
- I always check their browsing history: 28% Parents, 57% Children
- I always tell them not to give out personal information: 71% Parents, 18% Children
- I always tell them not to talk/message people they have only met online/not in real life: 58% Parents, 58% Children
- I sometimes go over the amount of time I'm allowed online: 39% Parents, 21% Children
- I sometimes clear my browsing history so no one can see what websites I’ve been on: 37% Parents, 31% Children
- I sometimes unfriend or block my parents from seeing what I do: 21% Parents, 21% Children
- I sometimes give out personal information like full name, address or phone number: 18% Parents, 18% Children
- I sometimes talk to and message people that I have met online and not in real life: 36% Parents, 36% Children

Conducted by Childwise on behalf of Internet Matters Ltd
Online survey of 1,001 parents of children aged 7-17 14th-28th September. Online survey during September/October 2015 of children aged 7-17.
Use of technology questions asked of 2,014 children and further questions asked across 1,038 7-17 year olds.