

PUBLIC OPINION SURVEY ON
THE FUNCTIONING OF TELECOMMUNICATIONS MARKET
AND CONSUMER PREFERENCES

THE REPORT ON CHILDREN AND PARENTS

Warsaw, Gdańsk, 22.12.2017

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BASIC INFORMATION



TITLE

Gathering public opinion on the functioning of telecommunications market



CONTRACTING ENTITY

Office of Electronic Communications (UKE)



CONTRACTOR

DANAE LLC and Realizacja LLC



SAMPLE SIZE

N=500 children aged 7-14 and their parents



TECHNIQUE

CAPI – computer assisted personal interviewing



LOCATION

survey on a nation-wide level in Poland



PERIOD

from November to December 2017



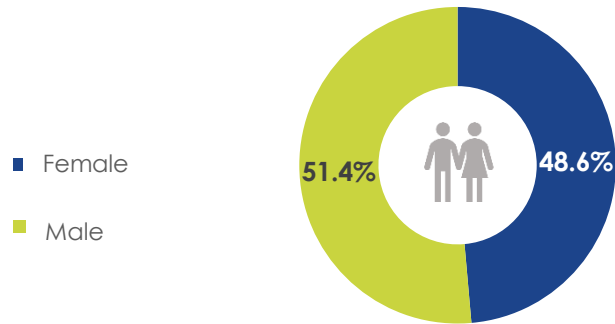
SAMPLE CHARACTERISTICS

SAMPLE CHARACTERISTICS

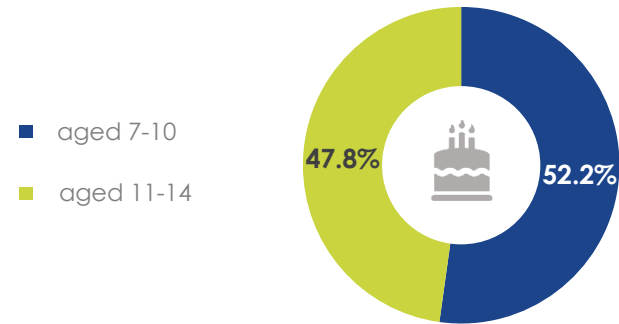
CHILDREN



GENDER

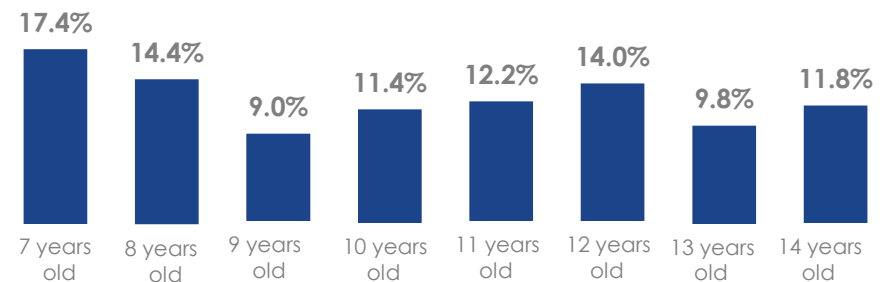


AGE



Girls constituted 48.6% of this survey participants whereas boys – 51.4%.

Due to their age, children aged 7-10 years old constituted 52.2% of this survey, and children aged 11-14 years old – 47.8%.

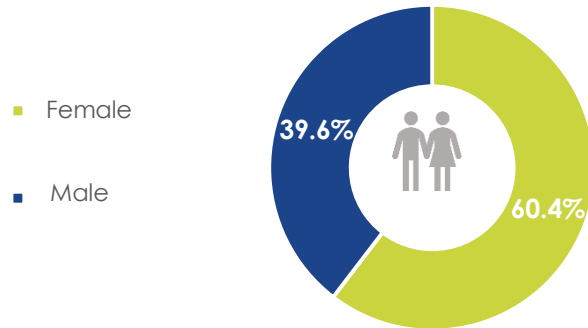


Basis (children): All respondents, N=500

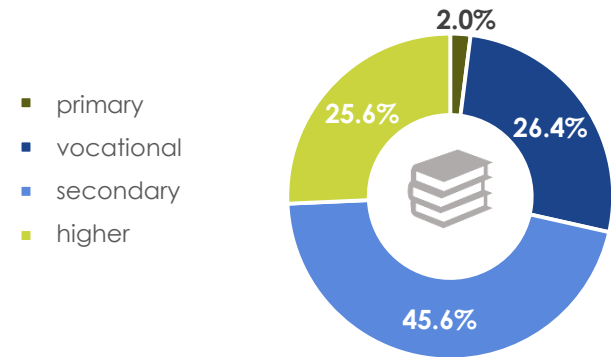
SAMPLE CHARACTERISTICS PARENTS



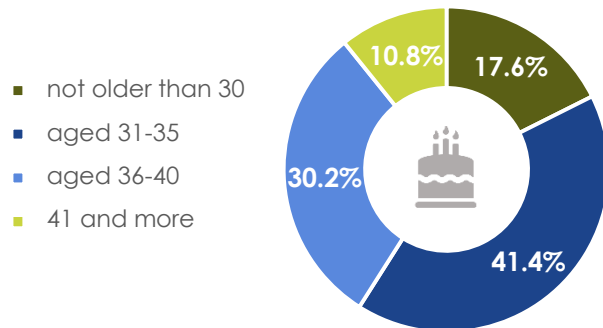
GENDER



EDUCATION



AGE



Over a half of the surveyed parents were female (60.4%). Regarding their age a largest group was between 31 and 35 years old. Almost one third of this survey participants was aged from 36 to 40.

Nearly every second parent (46% of respondents) completed secondary education and 26% of participants graduated from higher or professional education.

Basis (parents): All respondents, N=500

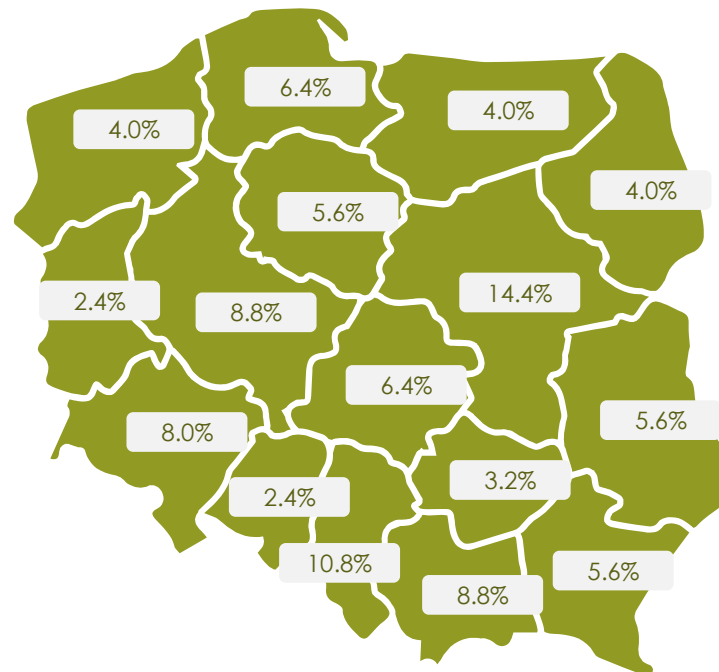
SAMPLE CHARACTERISTICS

PARENTS



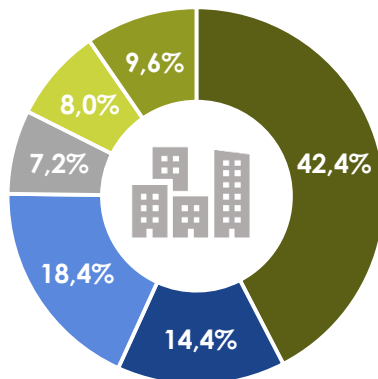
VOIVODSHIP

VOIVODSHIP	%	VOIVODSHIP	%
Lower Silesian	8,0%	Subcarpatian	5,6%
Kuyavian-Pomeranian	5,6%	Podlaskie	4,0%
Lublin	5,6%	Pomeranian	6,4%
Lubusz	2,4%	Silesian	10,4%
Łódź	6,4%	Holly Cross	3,2%
Lesser Poland	8,8%	Warmian-Mazurian	4,0%
Mazovian	14,4%	Greater Poland	8,8%
Opole	2,4%	West Pomeranian	4,0%



LOCATION SIZE

- Country
- Town up to 20 thousand inhabitants
- Town from 20 to 100 thousand inhabitants
- City from 100 to 200 thousand inhabitants
- City from 200 do 500 thousand inhabitants
- City above 500 thousand inhabitants



The biggest number of surveyed parents was from the Mazovian Voivodship (14.44%), followed by Silesian (10.4%). The least represented respondents were from Opole Voivodship (2.4%).

Basis: All respondents, (parents) N=500

SAMPLE CHARACTERISTICS

PARENTS



PROFESSIONAL STATUS

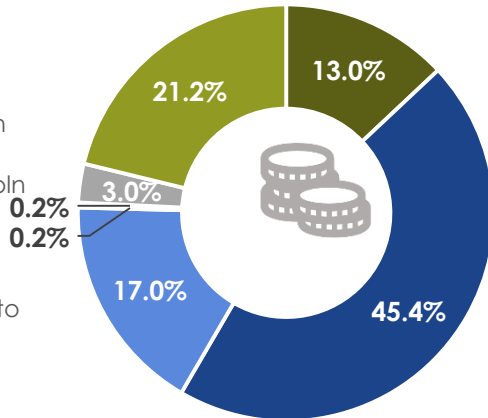


PEOPLE IN THE HOUSEHOLD



INCOME

- from 1001 to 3000 pln
- from 3001 to 5 000 pln
- from 5001 to 10000 pln
- from 10001 to 15 000 pln
- over 20 000 pln
- I don't know, it's hard to say
- refused to answer



The majority of respondents (82.6%) were employed. 77.2% constituted individuals working full-time. The lowest number of parents were retired people and pensioners (only 0.2% of participants).

43% of the households were three-person households, and 40% of them were based on two individuals.

Almost half of the parents who were surveyed (45.4%) generated an income between 3000 pln and 5000 pln. People who earned over 20 000 pln were the least numerous group.

Basis: All respondents(parents), N=500



MOBILE TELEPHONY



MOBILE TELEPHONE POSSESSION

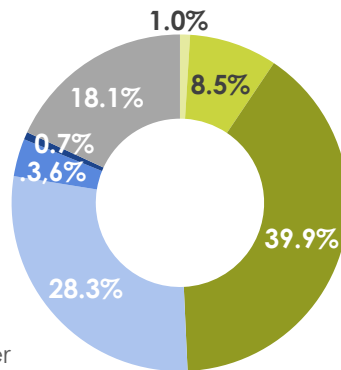
● Do you have a mobile phone?

● Does your child have a mobile phone?



● At what age did you start using your first mobile phone ?

- 3-4
- 5-6
- 7-8
- 9-10
- 11-12
- 13-14
- I don't know/I don't remember



Among the surveyed children aged 7-14, 82.8% of them have a mobile phone. Parents' responses coincide with answers from children.

Children most often started using their own mobile phone when they were from 7 to 10 years old (39.9% - aged 7-8 and 28.3% - aged 9-10). Every tenth minor user had their first mobile phone before reaching the age of 7 (1% - before the age of 3-4 and 8.5% before 5-6 years old). A small proportion of them indicated the age of over 10 years old (3.6% - 11-12 and 0.7% - 13-14). In addition, 18.1% responded "I don't know, I don't remember".

Basis (children): All respondents, N=500

Basis (parents): All respondents, N=500



TELEPHONE TYPE

- What type of telephone do you use?
- What type of mobile phone your child is currently using?



Smartphone



Classic telephone



Simplified telephone



83.6%

14.7%

1.4%



82.6%

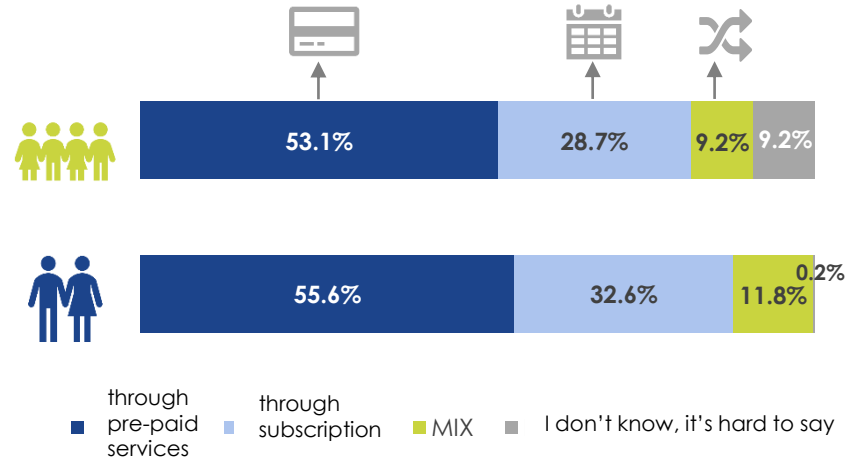
15.5%

1.2%

A great majority of children uses smartphones. 82.6% of parents and 83.6% of children confirmed that answer. Classic telephone is used by 15% of children (parents: 15.5%, children 14.7%). A negligible proportion of children has a simplified phone.

OFFER TYPE

- Is this telephone:
- What type of mobile telephone offer does your child use?



Most popular type of offers used by children are pre-paid mobile services. 55.6% of parents and 53.1% of children confirmed that answer. Subscription is also relatively common (parents – 32.6%, children 29.7%). Almost every tenth child uses the MIX offer (parents – 11.8%, children – 9.2%). 9.2% of children don't know what type of offer they use.

Basis (children): Mobile phone users, N=414

Basis(parents): Respondents indicating that their child uses a mobile phone, N=414

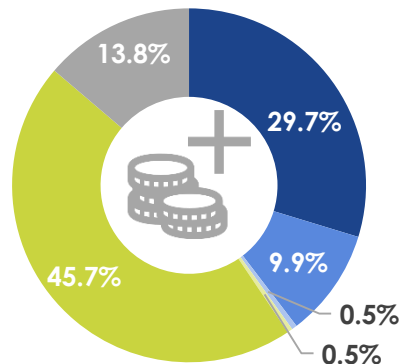


MONTHLY EXPENSES



● How much do you, or your parents (caretakers) spend on mobile telephony services?

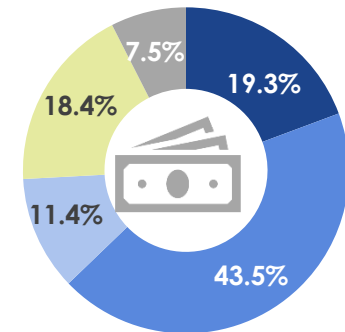
- 30 pln at most
- 50 pln at most
- 80 pln at most
- 80 pln or more
- I don't spend more than my parents pay for these services
- I don't know, I don't remember



29.7% of children spends up to 30 pln on mobile telephony services. Every tenth child indicated that their expenses varied from 30 to 50 pln. A negligible proportion of respondents declared a higher amount. Moreover, 45.7% of children answered that they do not spend any money on mobile telephony in excess of what their parents are paying.

● What's your monthly average expenses on your or your child's use of mobile telephony services?

- 20 pln at most
- between 21-30 pln
- between 31-40 pln
- more than 40 pln
- I don't know, it's hard to say



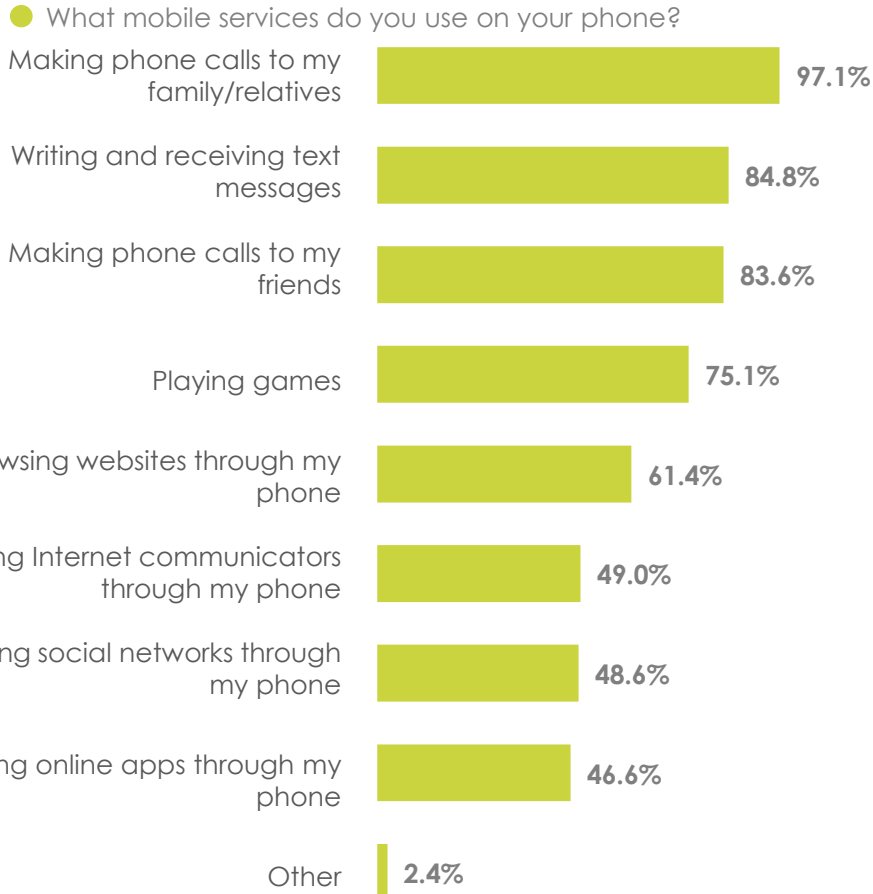
Most often, parents pay for their child's access to mobile telephony services between 20 and 30 pln – 43.5%. Every fifth parent said that such expenses weren't higher than 20 pln. Meanwhile, 11.4% of parents spend on this service from 30 to 40 pln and 18.4% of them pay more than 40 pln. Furthermore, 7.5% of the respondents said: *I don't know it's hard to tell.*

Basis (children): Mobile phone users, N=414

Basis (parents): Respondents who said that their child used mobile phone, N=414

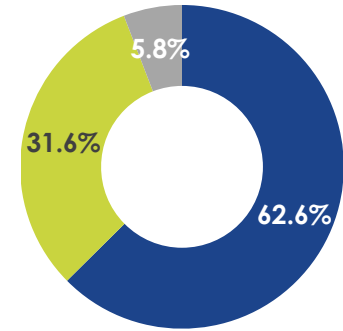


SERVICES



● Please answer, does you child install apps on their phone on their own?

- Yes
- No
- I don't know, I don't remember



Almost all children use a mobile phone to call their parents/families (97.1%). A telephone is also very often used for SMS exchange (84.4%), and conversations with friends (83.6%). Three-quarters of participants use their telephones to play games (75.1%). Almost every second minor respondent admitted to use Internet communicators (49.0%), Internet apps (48.6%), or to use of web portals (46.6%).

Parents whose children use smartphones were asked if their child personally installed apps on their phone. Nearly two thirds of them said that their child indeed installed apps on their own.

Basis (children): Mobile phone users, N=414

Basis (parents) Respondents whose child has a smartphone, N=342



PREMIUM SERVICES



● Did you, or do you occasionally use additionally paid services?

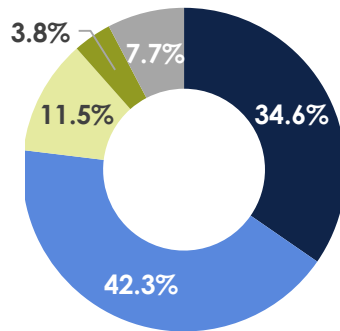
● Did or does your child occasionally use additionally paid non- included in the subscription services, so-called premium services?



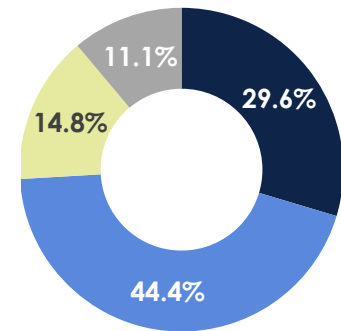
● How often have you sent such SMS during the last 3 months ?

● How often does your child use services non-included in the subscription (premium services) during the last 3 months?

- Hardly ever
- Seldom
- Often
- Very often
- I don't know, I don't remember



- Hardly ever
- Seldom
- Often
- Very often
- I don't know, I don't remember



Basis (children): Mobile phone users, N=414

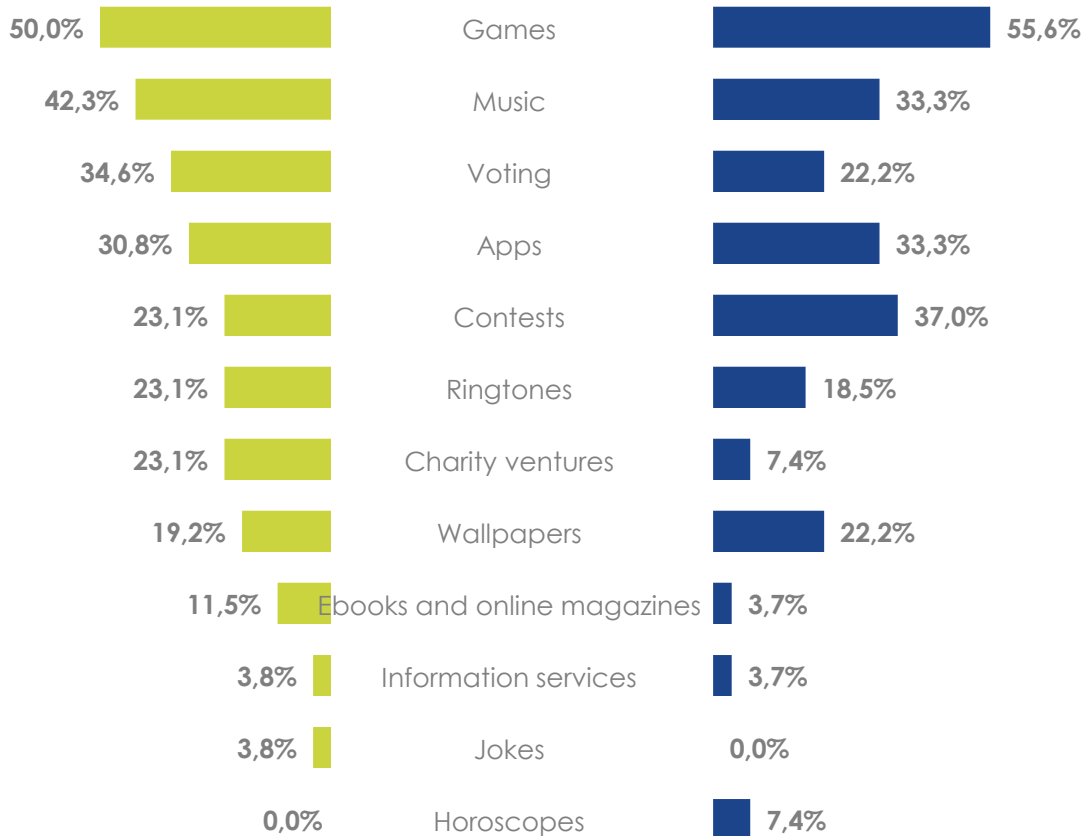
Basis(parents) Respondents whose child uses a mobile phone N=414



PREMIUM SERVICES

● What kind of services did you send SMS to?

● Which services did your child use?



Basis (children): Premium services users, N=26

Basis (parents): Respondents whose child uses premium services., N=27

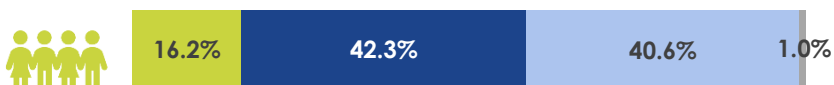


WHO MADE THE CHOICE?

- Did you choose you phone on your own, or did your parents help you?
- Please answer, was your child's cell phone selected by your child, or by you?



TELEPHONE

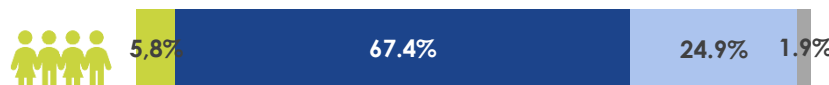


■ Child ■ Parent ■ Both ■ I don't know, I don't remember

Usually, a child with their parents selected a mobile phone together (parents –43.7%, children – 40.6%), or solely by their parent (parents – 42.3%, children – 41.8%). 16.2% of children declared that they selected the model of their cell phone on their own. Meanwhile, such answer was provided by 13.5% of parents.

- Did you choose the offer you use, or did your parents help you?
- Please answer, was the telephone offer your child uses, selected by themselves, or by you?

OFFER



■ Child ■ Parent ■ Both ■ I don't know, I don't remember

Most often, the selection of a mobile phone offer is influenced solely by the parents (parents – 70.3%, children – 67.4%). Nearly in every fourth case, such a decision was made in agreement with their child. A low proportion of children chose the offer they use by themselves (parents – 4.1%, children – 5.8%).

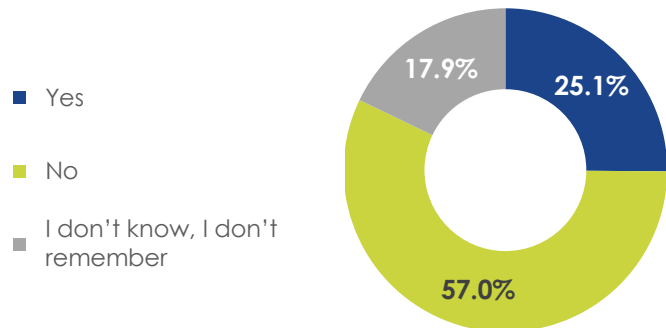
Basis(children): Mobile phone users, N=414

Basis(parents): Respondents whose child uses a mobile phone, N=414



PARENTAL CONTROLS

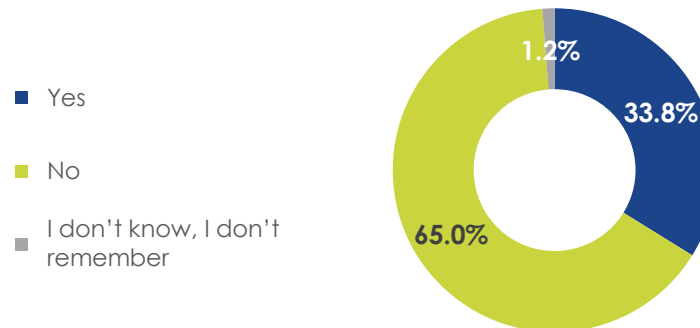
● Do your parents control in any manner your use of mobile phone (e.g. by installation of a specialized app)?



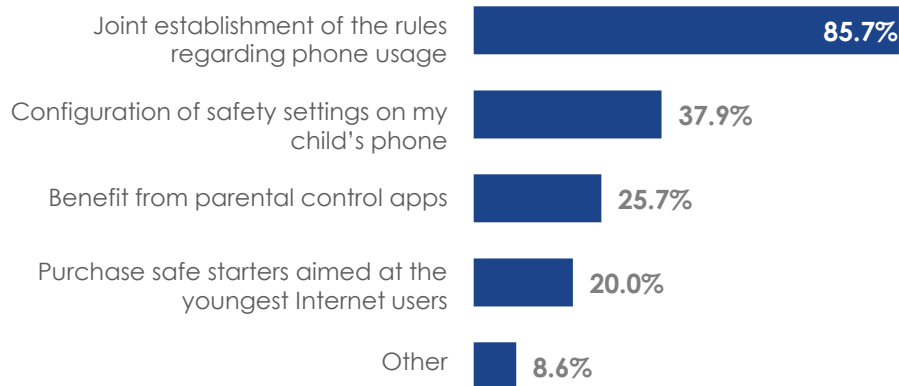
Every fourth child admitted that their parents controlled the use of their phones. According to 57.0% of children their parents do not control their use of phones. In addition, 17.9% of them answered with: *I don't know, it's hard to say.*

Every third parent declared to apply parental controls regarding their children's phone use. Joint establishment of rules for using the phone is the most commonly used means of parental controls. 85.7% of parents who apply controls provided such answer.

● Do you control your child's use of phone?



● Which aspects of parental controls have you applied regarding your child's phone?



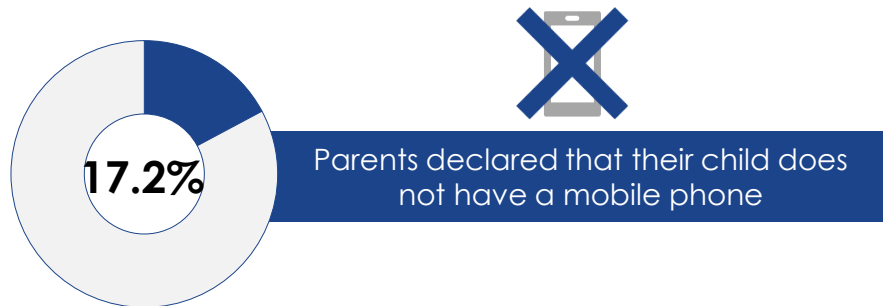
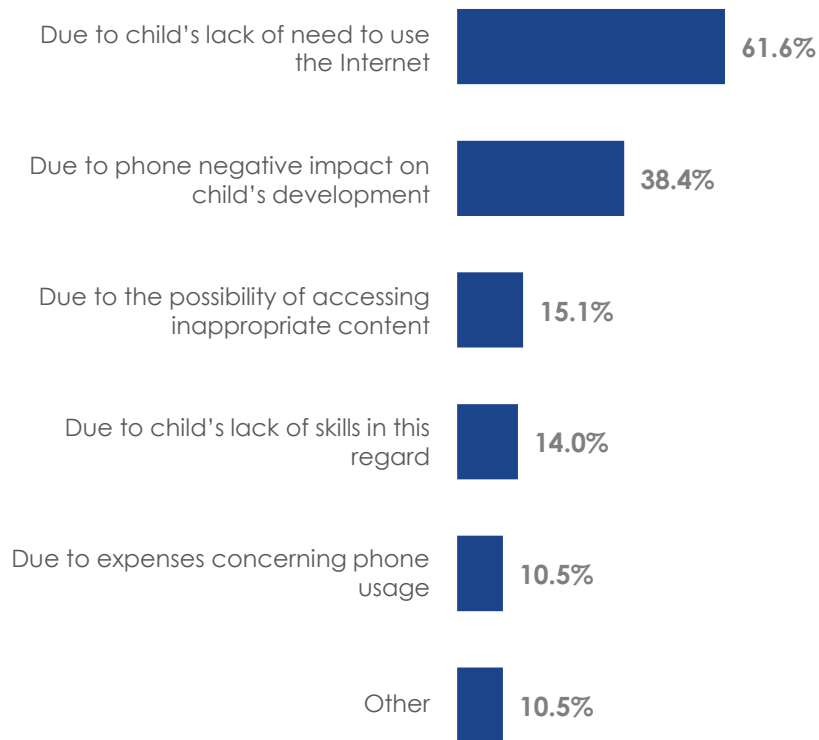
Basis (children): Mobile phone users, N=414

Basis (parents): Respondents whose child uses a mobile phone, N=414



REASONS FOR NOT HAVING A PHONE

● For what reason does your child not have a mobile phone?



5.9% of parents who have children aged 7-14 declared that their child does not have a mobile phone.

The most common reason for it, was no need for a child to have one (61.6%). A relatively frequent reason beyond it was also negative influence of mobile phones on the child's development (38.4%).

Basis (parents): Respondents whose child doesn't have a mobile phone, N=86



USE OF THE INTERNET



USE OF THE INTERNET

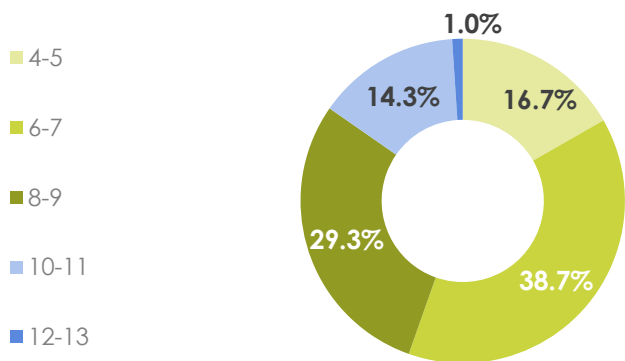


● Do you use the Internet?

● Does your child use the Internet?



● At what age did you start using the Internet?



Nearly 90% of children aged 7-14 use the internet.

The age at which they started using the Internet most often varies from 6 to 9 years old (6-7 years old – 38.7% and 8-9 years old 20.3%). 16,7% of minor Internet users started using the network before they were 6. In addition, 14,3% of them indicated the age of 10-11, and 1,0% the age of 12-13.

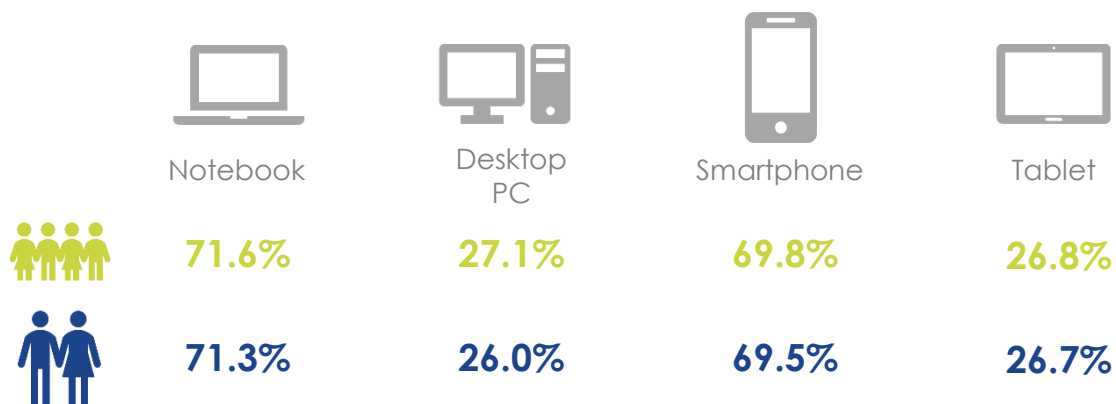
Basis (children): All respondents, N=500

Basis (parents): All respondents, N=500



DEVICES

- On what devices do you use the Internet?
- On what devices does you child use the Internet?



Mostly, children use the Internet on a notebook. (71.6% - children, 71.3%- parents), or a smartphone (69.8% - children, 69.5% - parents). Every fourth child uses the Internet on a desktop PC (27.1% - children, 26.0% - parents) or a tablet (26.8% - children 26.7%- parents).

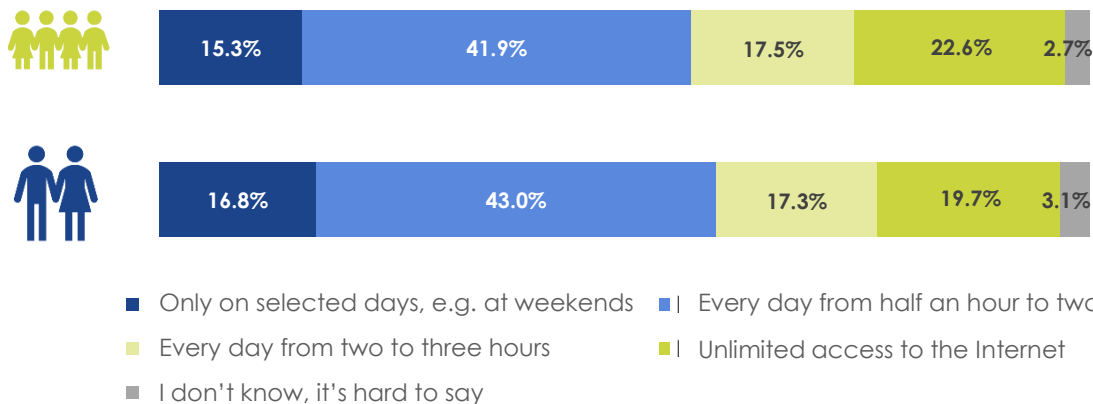
Basis(children): The Internet users, N=451

Basis(parents): Respondents whose child uses the Internet, N=446



FREQUENCY

- How often do you use the Internet on a weekly basis?
- How often does your child use the Internet on a weekly basis?



Usually, children use the Internet everyday from half an hour to 2 hours (41.9%). 15.3% of children participating in this survey declared to spend less time on the Internet use. 17.5% of children uses the Internet from 2 to 3 hours on a daily basis, while 22.6% of them answered that they had unlimited access to the Internet. Parents' responses rather coincide with what their children declared. No significant differences were found.

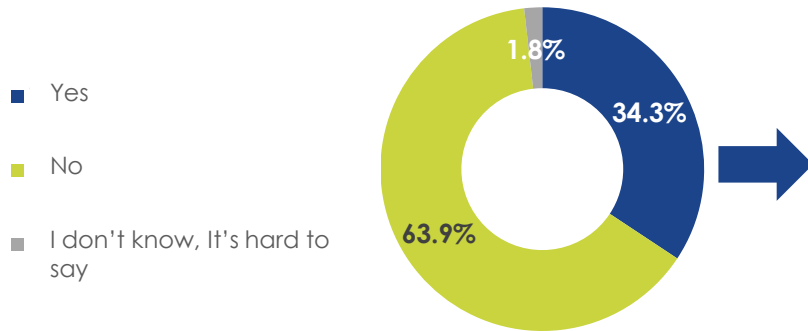
Basis (children): The Internet users, N=451

Basis (parents): Respondents whose child uses the Internet, N=446



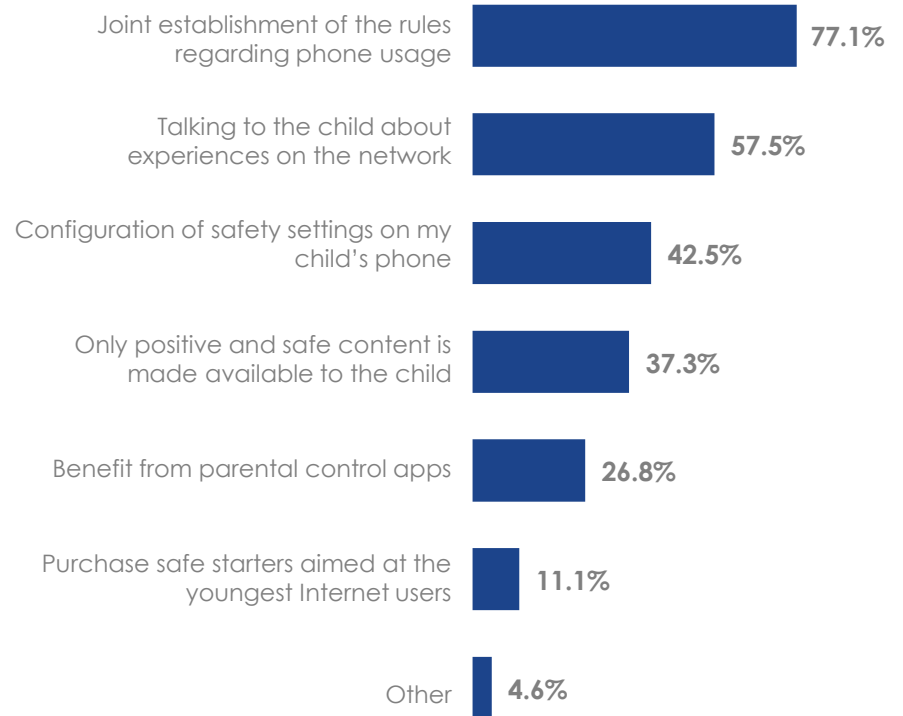
PARENTAL CONTROLS

● Do you apply parental controls regarding your children's use of the Internet?



One third of parents applies parental controls regarding their child's use of the Internet. Joint establishment of the rules related to Internet use was the most common type of parental controls (77.1%) followed by conversation with a child on what they might experience on the Internet (57.5%). In addition, a large proportion of parents configured the protection settings on devices used by their child (42.5%) and provides their child solely with access to positive and safe content (37.3%). Almost every fourth parent admitted to use programmes/apps for parental controls and every tenth – uses safe starters aimed at the youngest Internet users.

● Please select, which elements of parental controls do you apply regarding you child's use of the Internet:



Basis (parents): Respondents whose child uses the Internet, N=446

Basis (parents): those who applied parental controls, N=153



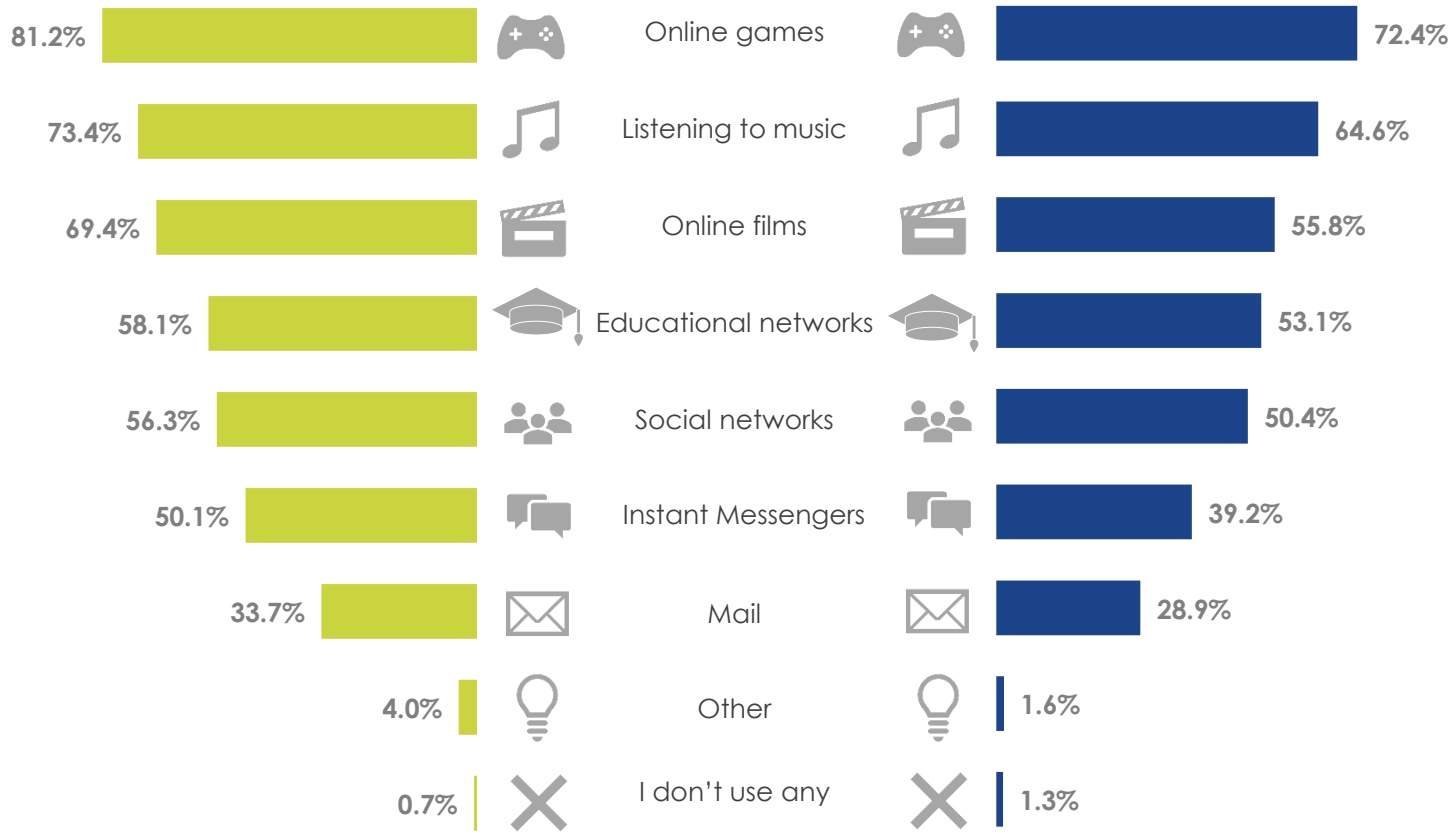
INTERNET SERVICES

Listening to music



● Which of the listed Internet services do you use ?

● Which of the listed Internet services does your child use?



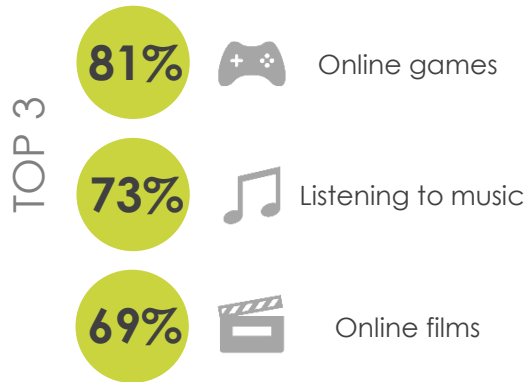
Basis (children): The Internet users, N=451

Basis (parents): Respondents whose child uses the Internet, N=446



SERVICES

● Which of these Internet –based services do you use?

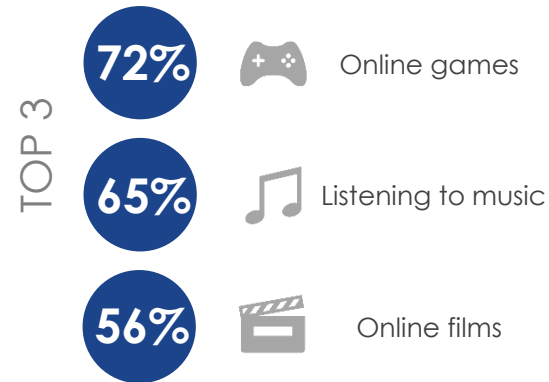


The most popular internet-based services among children are online games (81%), listening to music (73%) and online films (69%). Based on the frequency of use, they are followed by educational networks (58%), social networks (56%) and instant messengers (50%). Mail is the least favourite internet-based service among children. Using mail was declared only by one third of the children.

Basis (children): The Internet users, N=451



● Which of these Internet –based services does your child use?



Analyzing the responses submitted by parents, it can be noticed that the order of internet-based services in terms of frequency of use is exactly the same as among children. Nonetheless, parents slightly less frequently than children selected each of those services. The biggest difference was found concerning online films – 13%. Children, in a proportion of 69% stated that they watch online movies. However, only 56% of parents said so.

Basis (parents): Respondents whose child uses the Internet, N=446

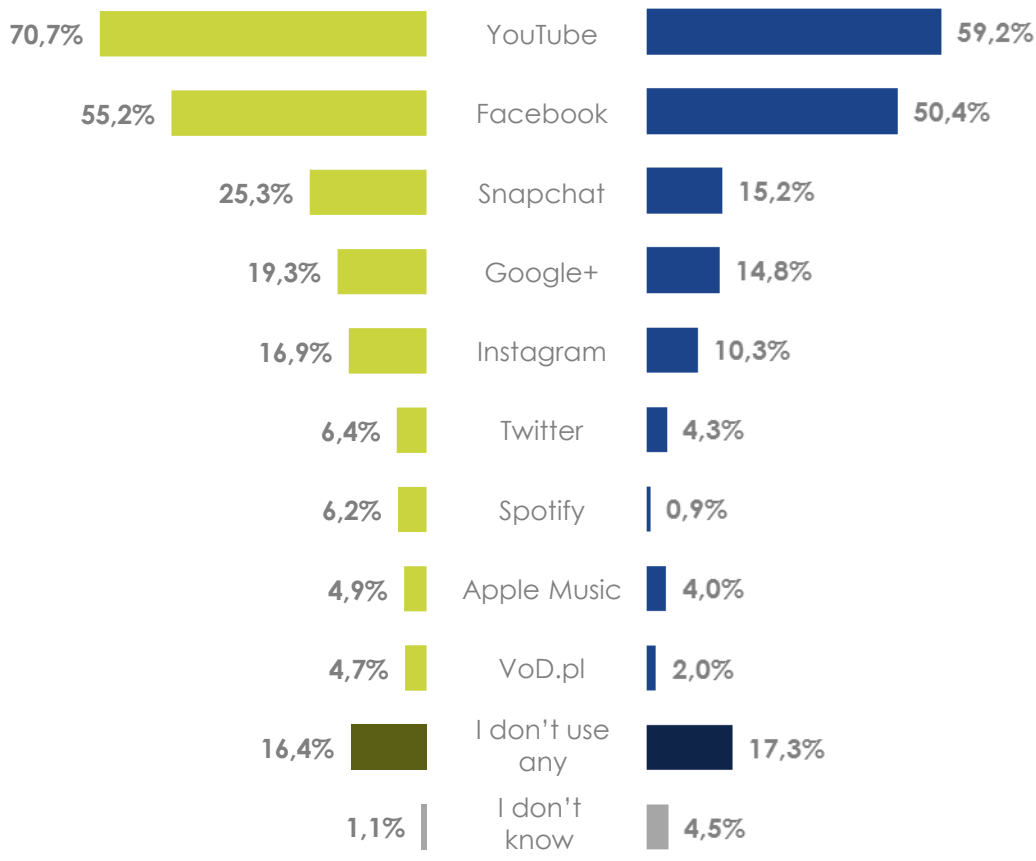


SOCIAL NETWORKS



● What services and social networks do you use?

● What services and social networks does your child use?



Basis (children): The Internet users, N=451

Basis (parents): Respondents whose child uses the Internet, N=446

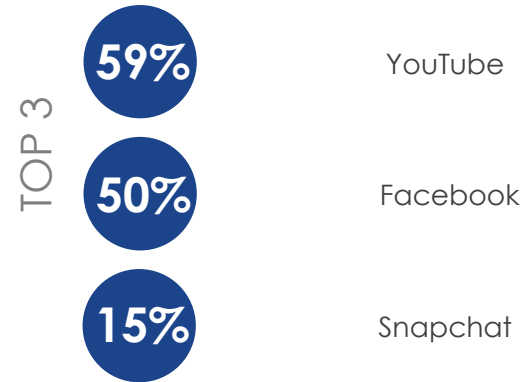
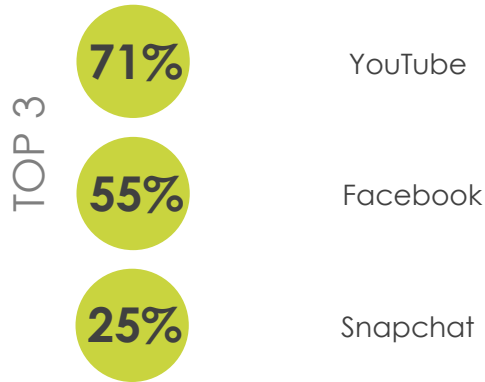


SOCIAL NETWORKS



● What social networks do you use?

● What social networks does your child use?



Youtube is undoubtedly the most popular social network among children. It's followed by Facebook used by over half of the children. Snapchat ranks third, with 25%. 19% of children use Google+ while 17% of them use Instagram. The remaining social network are rather unpopular among children. What's more, 16% of minor participants does not use any of social networks.

Parents are not fully aware which social network their children use. Generally, they mentioned all of the social networks less frequently than their children. However, the order of the social networks used most often is exactly the same as in the children's case, but the percentage differs considerably. 59% of parents stated that their child used Youtube. However, the percentage of Youtube users among children was higher by 12% and totalled 71%. In the case of Facebook, the difference found was 5% (55% vs 50%), while regarding Snapchat – 10 (25% vs 15%).

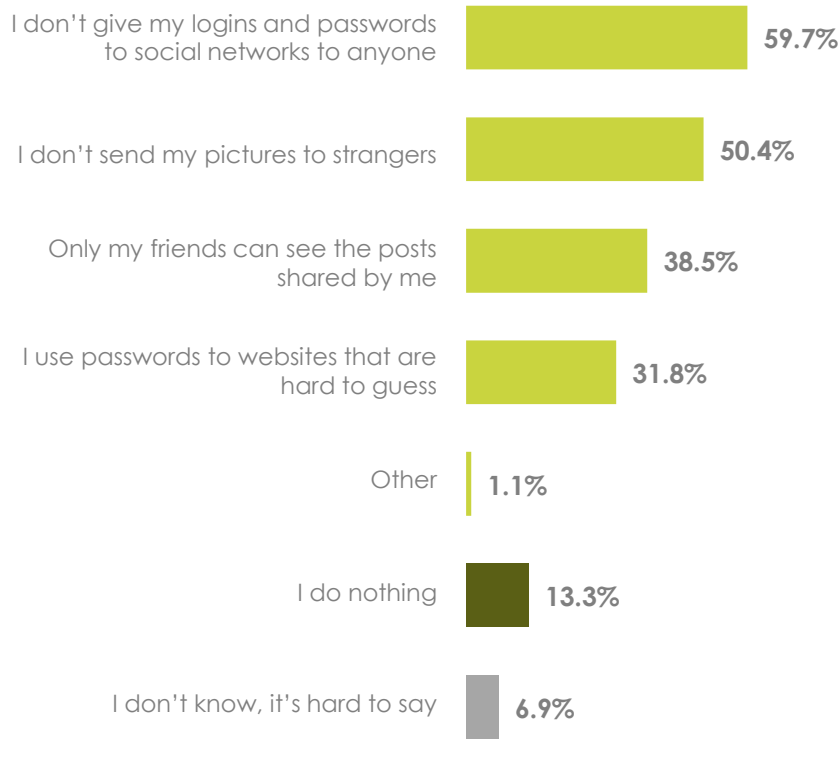
Basis (children): The Internet users, N=451

Basis (parents): Respondents whose child uses the Internet, N=446



PRIVACY ON WEB PORTALS

● How do you take care of your privacy on social networks?



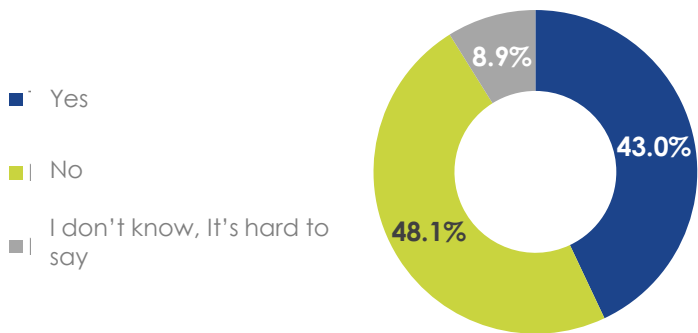
A great majority of children protect their privacy regarding social network use. The most often applied form of protection is not providing access to logins and passwords related to their profiles (59.7%) and not sending their pictures to strangers (50.4%). In addition, 38.5% of respondents replied that: *Only my friends can see posts and pictures shared by me*, and 31.8% of them said: *I use passwords to websites that are hard to guess*.

Basis (children): The Internet users, N=377



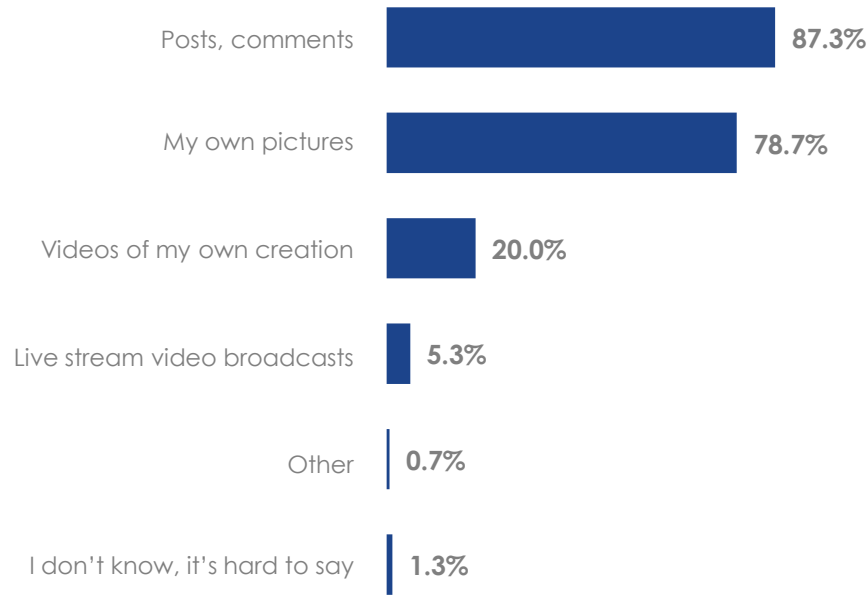
PRIVACY ON WEB PORTALS

● In your own opinion, does your child publish any content on social networks ?



- Yes
- No
- I don't know, it's hard to say

● What type of content is it?



Out of the parents whose child uses social networks, 43.0% admitted that their children publish some content there. When asked about what content it is, they mentioned posts, comments (87.3%) and their own pictures (78.7%). Every fifth parent stated that their child uploaded films of their own creation, while 5.3% - broadcast live stream videos there.

Basis (parents): Respondents whose child uploads their own content on social networks, N=150

Basis: (Parents) Respondents, whose children use social networks, N=349

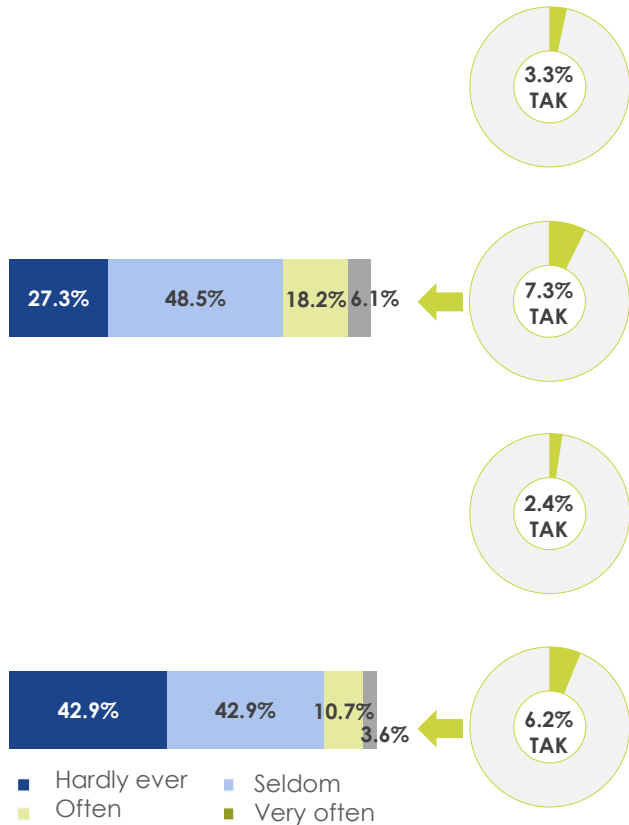


INCIDENTS ON THE INTERNET

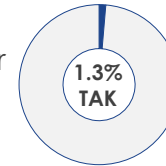


● Have any of these incidents ever happened to you?
 ● If so, how often was it?*

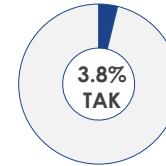
● Have any of these incidents ever happened to your child?
 ● If so, how often was it?*



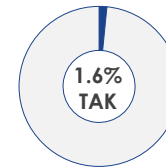
Someone posted on the Internet a film or a picture that humiliated me



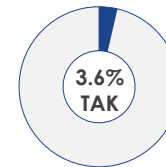
On the Internet, I came across vulgar comments about me



Someone stalked me by sending SMS messages or posts on social networks, such as Facebook



I was excluded from online friends' circle



■ Hardly ever
 ■ Often
 ■ I don't know

■ Seldom
 ■ Very often

■ Hardly ever
 ■ Often
 ■ I don't know

■ Seldom
 ■ Very often

* The diagrams present categories above N=20

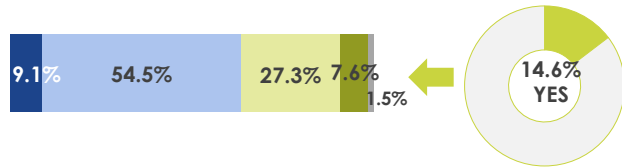


INCIDENTS ON THE INTERNET

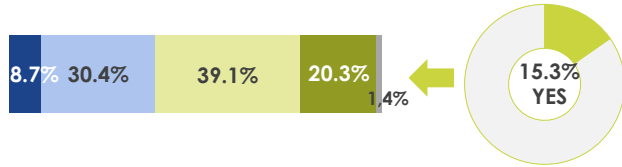
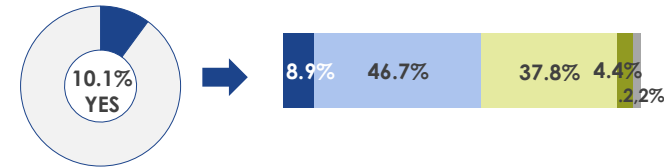


- Have any of these incidents ever happened to you?
- If so, how often was it?*

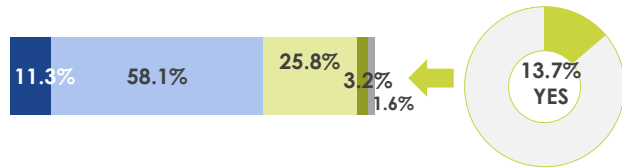
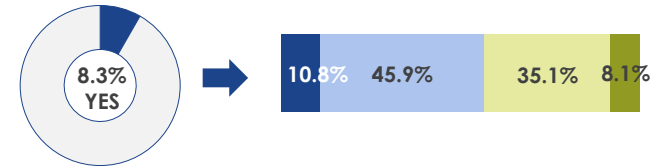
- Have any of these incidents ever happened to your child?
- If so, how often was it?*



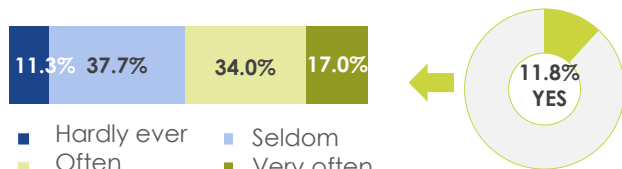
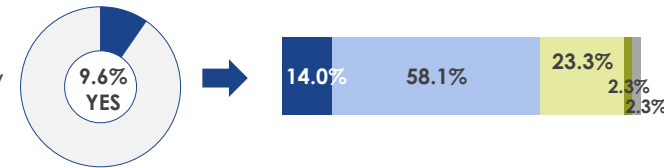
On the Internet, I came across films or pictures representing violence or cruelty



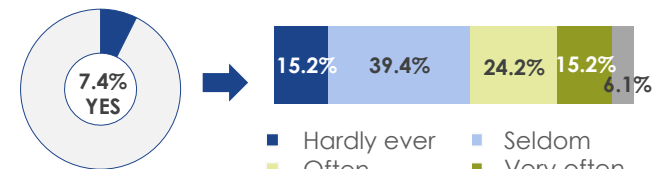
On the internet, I came across films or pictures representing hate speech



On the internet, I came across films or pictures presenting illnesses and/or body injury



On the internet, I came across films or pictures presenting nakedness or sexual acts



- Hardly ever
- Seldom
- Often
- Very often
- I don't know

- Hardly ever
- Seldom
- Often
- Very often
- I don't know

* The diagrams presents categories above N=20

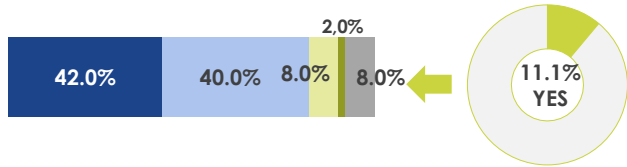


INCIDENTS ON THE INTERNET

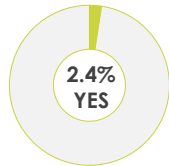
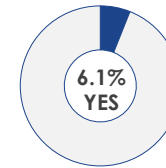


- Have any of these incidents ever happened to you?
- If so, how often was it?*

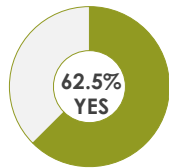
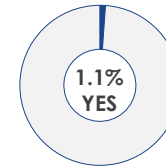
- Have any of these incidents ever happened to your child?
- If so, how often was it?*



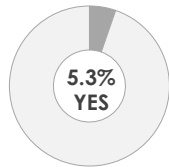
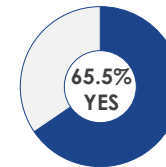
A child met new people online and contacted them only on the Internet



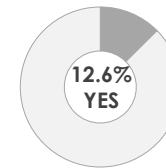
It occurred that an inappropriate person had access to videos or photos published online by children



None of these incidents have ever occurred



I don't know, it's hard to say



- Hardly ever
- Seldom
- Often
- Very often
- I don't know

- Hardly ever
- Seldom
- Often
- Very often
- I don't know

* The diagrams present categories above N=20



INCIDENTS ON THE INTERNET

- Have any of these incidents ever happened to you?
- If so, how often was it?*



- Have any of these incidents ever happened to your child?
- If so, how often was it?*

Almost two thirds of the children declared that none of the mentioned incidents had happened to them. Children most often indicated among the mentioned incidents inadequate content for their age (pictures/films/comments) – or data representing hate speech (14.6%), illnesses or body injury (15.3%), violence or cruelty(13.7%), nakedness and sexual acts (11.8%). In addition, 11.1% of children admitted that they had online friends, while 7.3% of them came across vulgar comments about themselves. 6.2% of children suffered from exclusion from the circle of friends online. The incidents listed above occurred rarely or very rarely. Negligible proportion of respondents pointed out at one of the remaining cases.

Basis (children): The Internet users, N=451

Basis (parents): Respondents whose child uses the Internet, N=446

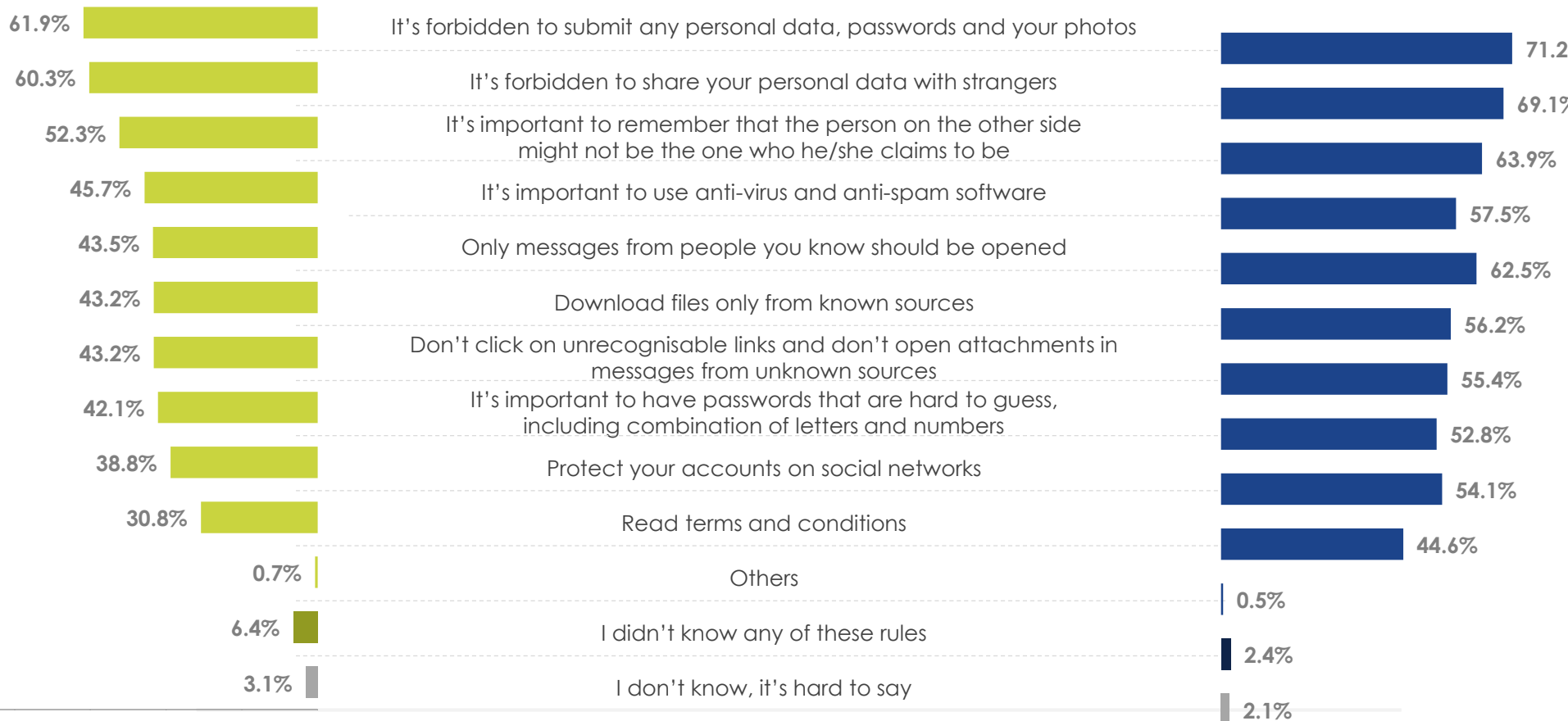


PRINCIPLES OF SAFE INTERNET



● What principles of safe Internet did you hear about?

● What principles of safe Internet do you think your child is aware of?





PRINCIPLES OF SAFE INTERNET

● What principles of safe Internet did you hear about?

TOP 3

62%

It's forbidden to submit any personal data, passwords or send photos

60%

It's forbidden to share your personal data with strangers

52%

It's important to remember that the person on the other side might not be the one who he/she claims to be

The children were asked to list the principles of safe internet they know. The most often mentioned principles were as follows: *It's forbidden to submit any personal data, passwords or send photos* (61.9%) and *It's forbidden to share your personal data with strangers* (60.3%).

The least common principle was: *Read terms and conditions*. A low percentage of children that are Internet users, didn't hear about any of those principles (6.4%).

Basis (children): The Internet users, N=451



● What principles of safe Internet do you think your child is aware of?

TOP 3

71%

It's forbidden to submit any personal data, passwords or send photos

69%

It's forbidden to share your personal data with strangers

64%

It's important to remember that the person on the other side might not be the one who he/she claims to be

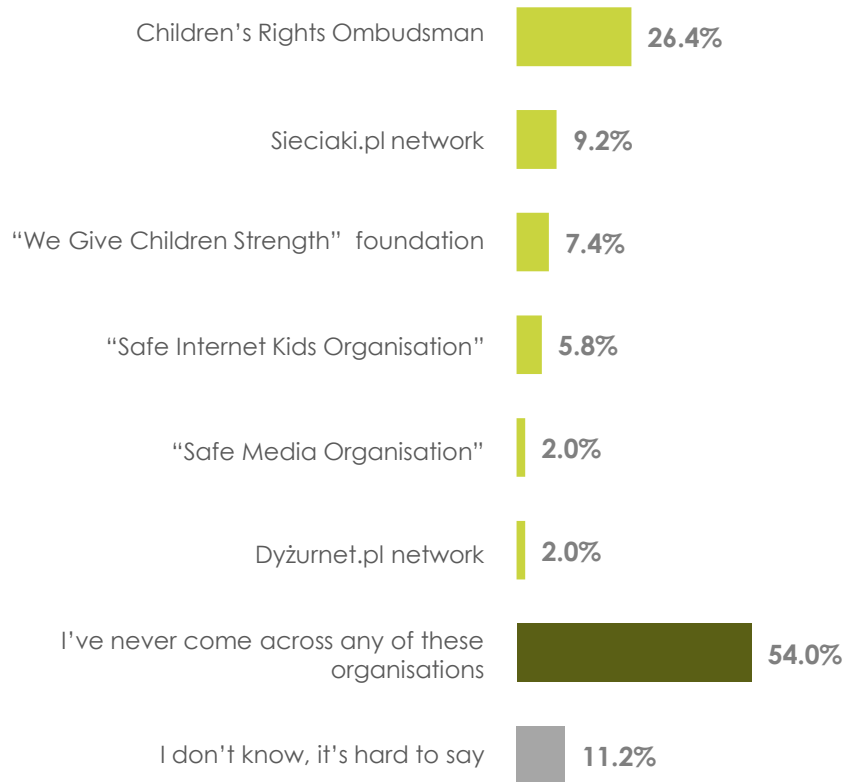
Most of the parents seemed to be certain that their child was familiar with the principles concerning safe use of the Internet. Parents more often than their children selected each of those principles. Three most popular principles among parents were the same as those indicated by children.

Basis (parents): Respondents that know principles regarding safe use of the Internet, N=379



ORGANISATION FAMILIARITY

● Have you ever come across the following terms :



Over half of the children never came across any of the organisations included. The majority, one fourth of the participants, declared that they heard about Children's Rights Ombudsman. Almost every tenth child is familiar with the Sיעיaki.pl. The "We Give Children Strength" was mentioned by 9.2% of respondents, and "Safe Internet Kids Organisation" – 5.8%. The least recognisable among children turned out to be Safe Media Organisation (2.0%), and Dyżurnet.pl network (2.0%).

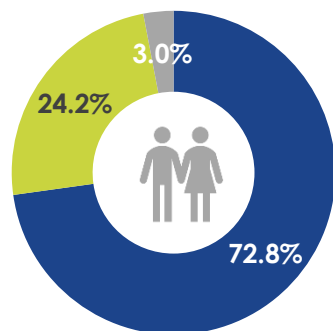
Basis (children): All respondents, N=500



SAFETY ON THE WEB

- Did your parents ever talk with you about safe use of the Internet?

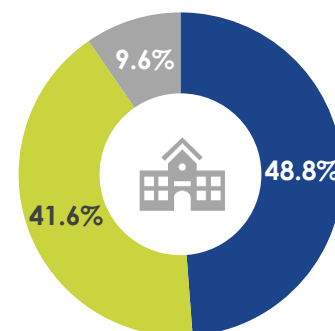
- Yes
- No
- I don't know, it's hard to say



A great majority of children declared that their parents talked with them about safe use of the Internet(72.8%). Yet still almost one forth of them, admitted that their parents never mentioned that matter. In addition, 3.0% of children answered *I don't know, it's hard to say*.

- Did your school ever organise classes concerning safe use of the Internet?

- Yes
- No
- I don't know, it's hard to say



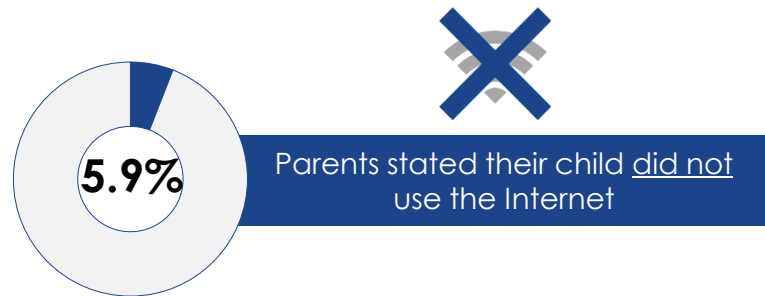
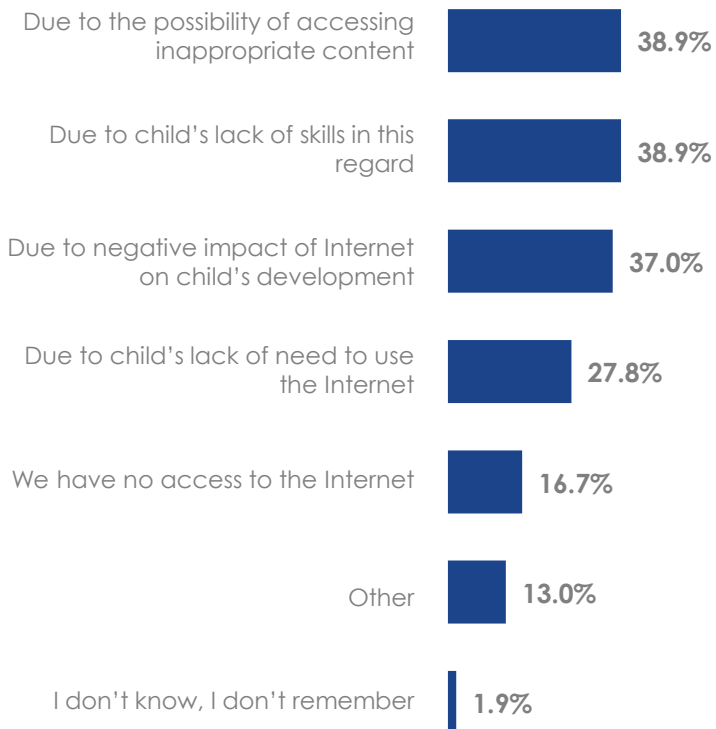
Nearly half of the children, stated that their school organised classes concerning safe use of the Internet. However, *roughly every tenth minor replied I don't know, it's hard to say*.

Basis (children): All respondents, N=500



REASONS FOR NO USE

● For what reason does your child not use the Internet?



5.9% of parents declared that their child aged 7-14 did not use the Internet.

Three most frequent reasons behind it are: the possibility of seeing inappropriate content (38.9%), lack of child's skills(38.9%) negative impact of the Internet on child's development (37.0%). Additionally, 27.8% of respondents said that their child did not express such a need, and 16.7% said that they had no access to the Internet.

Basis (parents): Respondents whose child does not use the Internet, N=54



THE INTERNET OF THINGS

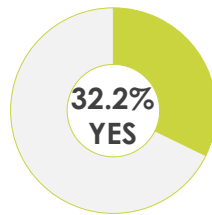


TERMS FAMILIARITY

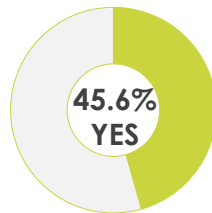
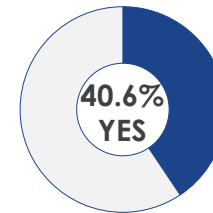


● Have you ever come across such a term?

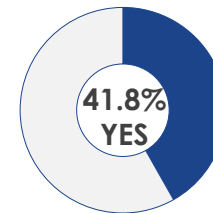
● Have you ever come across such a term?



THE INTERNET OF THINGS



INTELLIGENT TOYS



Followed by an explanation of terms: *the Internet of things and intelligent toys*, both parents and children aged 11-14 were asked if they had ever heard these terms.

- Among children the term *Intelligent toys* seemed to be more familiar – 45.6% of children declared that they knew it. The term: *the Internet of things* was heard by nearly every third child.
- The level of parents' knowledge of both terms was only slightly better – 40.6% of respondents heard about *the Internet of things*, and 41.8% about the term *intelligent toys*.

Basis (children): Respondents aged 11-14, N=239

Basis (parents): All respondents, N=500



CONCLUSION



MOBILE TELEPHONY



82.8% of children aged 7-14 have their own mobile phone. Most often they got one between the 7th and 10th year of their life (39.9% - 7-8 years old and 28.3% - 9-10 years old). A smartphone is the most popular phone type among children. Pre-paid is the most popular mobile offer used by children. Subscription is also relatively common among them.

Parents most often spend from 21 to 30 pln on children's mobile phone usage, on a monthly basis, – 43.5%.

Among parents, who declare their child doesn't have a phone, the most frequent reason behind it was lack of such need expressed by the child (about 62%) and negative impact a phone might have on a child (about 38%).

6.5% of parents declares that their child used or uses paid services not included in the subscription (so-called premium services). Children also confirmed that to a similar extent (6.3%). But the they mentioned games, content and apps (approx. around 56%, 37%, 33%). Both types of participants emphasise they use such services rarely, or very rarely.

Every third parent applies parental controls regarding their child's mobile phone. However, only a quarter of children admitted their parents used such methods in relation to their mobile phone usage. At the same time, over half of the parents who participated in this survey confirmed that their children personally installed apps on their phone.



USE OF THE INTERNET



Over 90% of children declares their use of the Internet (the same amount of parents confirms that). According to parents, children mainly use the Internet on notebooks and smartphones (71.3% and 69.5% respectively). On the basis of children's declarations, most often they use the Internet every day in a week up to 2 hours (around 42%). The proportion among parents concerning this aspect is similar, but lower by ~1%. Children usually stated they began to use the Internet at the age of 7 or 8 (22% and 19%).

The most popular social network is Facebook (both according to parents and children – around 55%). Children admit that they uploaded their posts and photos that only their friends can see (38.5%). Parents are aware that their children publish content on social networks (around 43%). But the great majority of them think that these are the posts, comments and their own photos (around 87% and 79% respectively).

Children use the Internet mainly to listen to music (YouTube, Tidal, Spotify), to benefit from educational networks (such as Wikipedia) or to watch a film on Youtube, or on Netflix. Instant messengers (such as Messenger) are also quite a popular form of activity among them.

Among the risks children might come across on the Internet, parents mentioned videos or pictures presenting violence, and/or cruelty, content with drastic images, for ex. body injuries (around 10%). Over 7% of parents, stated that their child came across pornography on the Internet. Children more openly admit that they have faced those risks – 15% of them encountered cruelty on the Internet, another 15% hate, 14% drastic content, and 12% nakedness.



USE OF THE INTERNET



The great majority of parents heard about principles concerning children's safe use of the Internet (85%). According to them, the most known principle among children is not to publish personal data, passwords, and not to share their own photos. Children confirmed that they talked with parents about safe use of the Internet (73%), 44% of children had additional classes at school dedicated to safe use of the Internet.

A negligible proportion of parents that admitted their child did not use the Internet, stated that the main reason behind it was their fear related to the child's lack of skills regarding that aspect and the possibility that a child might be forced to see inappropriate content (around 39%). Around 17% of participants said that they had no access to the Internet.

THE INTERNET OF THINGS



32.2% of children and 40.6% of parents were familiar with the term the Internet of things.

However, 45.6% of children and 41.8% of parents heard about the term intelligent toys.

THANK YOU FOR YOUR ATTENTION

THE REPORT ON A SURVEY ADDRESSED TO INDIVIDUAL CONSUMERS

Warsaw, Gdańsk, 22.12.2017