

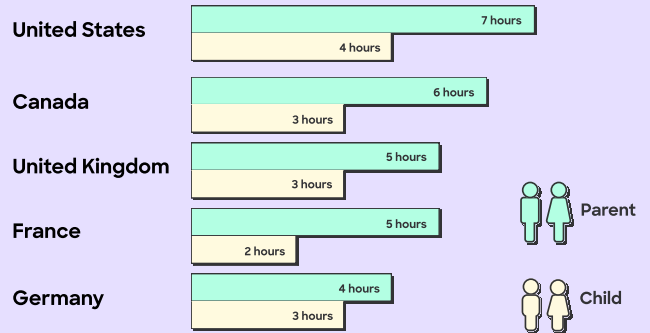


Plugged-In Parenting: toddlers, tablets, and the ‘Tech Talk’

Parents lead by example

Across the five countries we surveyed, U.S. parents and children both spent the most time online. Survey takers in the U.S. reported an average of seven hours of daily internet use via web browsers, mobile apps or other devices. As for their children, they spent an average of four hours a day. In France, parents spent on average five hours online while their children spent an average of two hours online in a typical day. As kids get older, their time online increases, too.

Average Hours Spent Online by Parents and Children

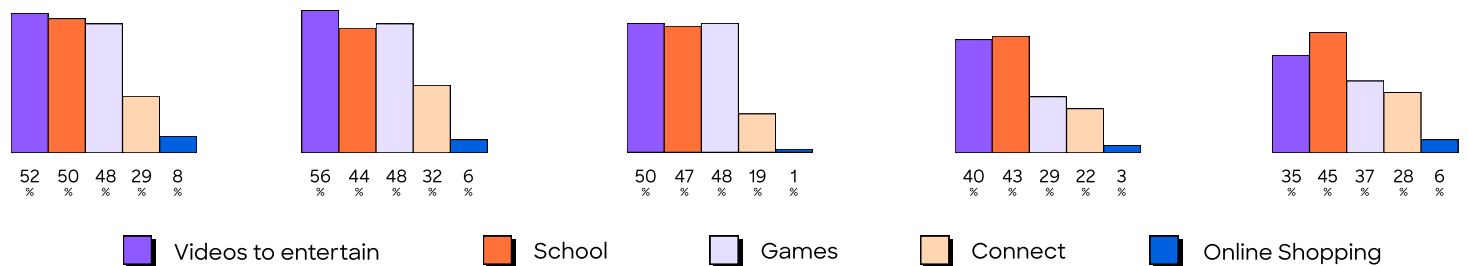


Internet: Ages 2+

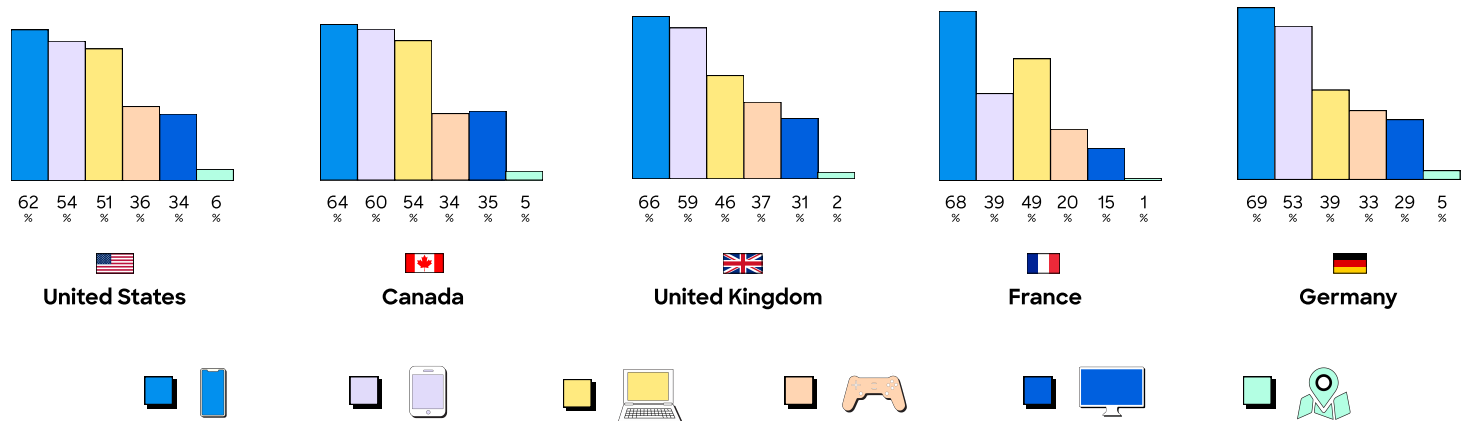
Parents in North America and Western Europe tend to introduce the internet to their kids between two and eight-years-old. In France and Germany, kids are introduced to the internet at seven years of age and up on average. Our survey found that kids are introduced to the

internet through mobile devices, tablets and apps – most likely for showing entertaining videos or as a school-required educational tool. Overall, parents understand the benefits these educational and entertainment tools provide to their kids.

Reasons for Introducing Child to Internet



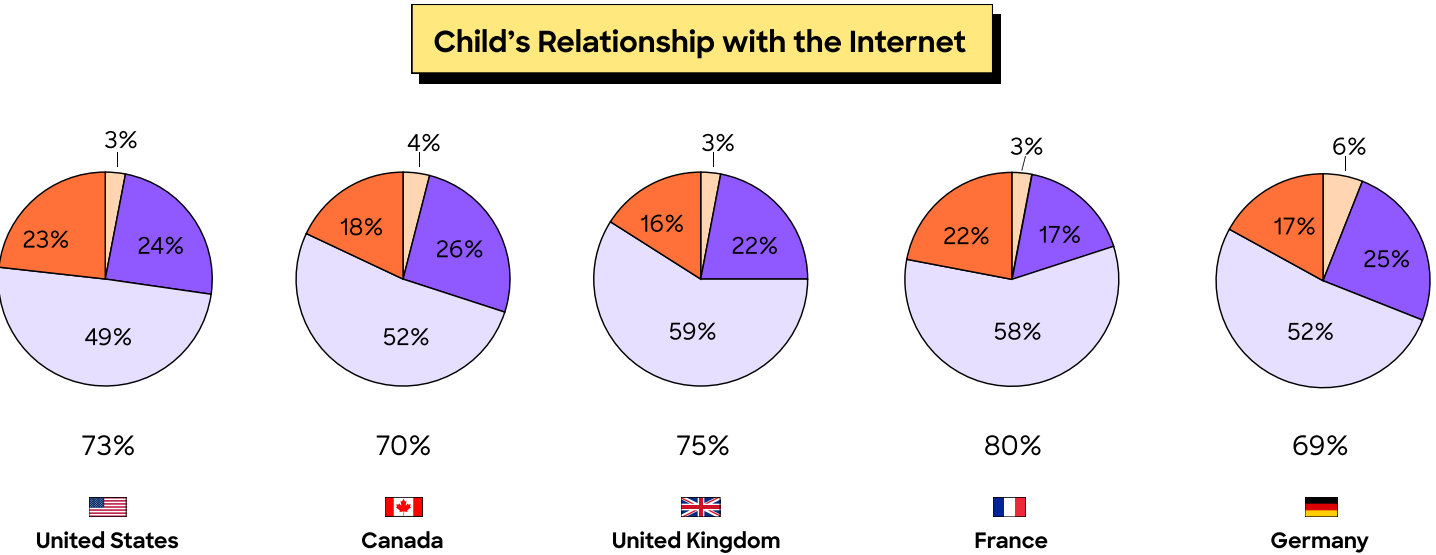
Devices Child Uses to Access the Internet



Relationship Status: Not-so complicated

About seven in ten parents reported feeling that their child has a relatively healthy relationship with the internet. Those in France were found even more inclined to think so (80%). This could be due to the fact that children

in France are introduced to the internet at an older age, use less devices to access the internet and spend the least amount of time online when compared to other countries.



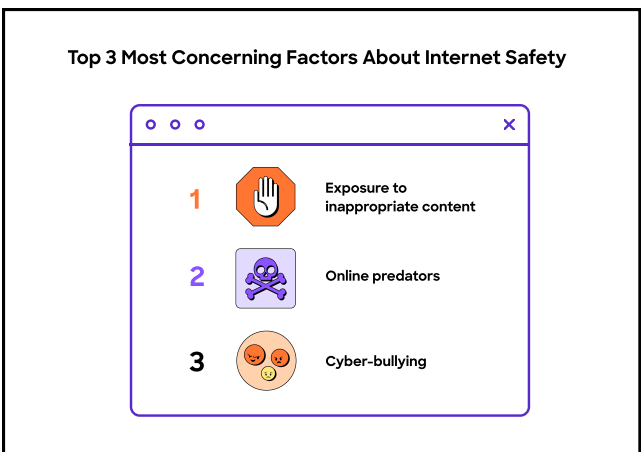
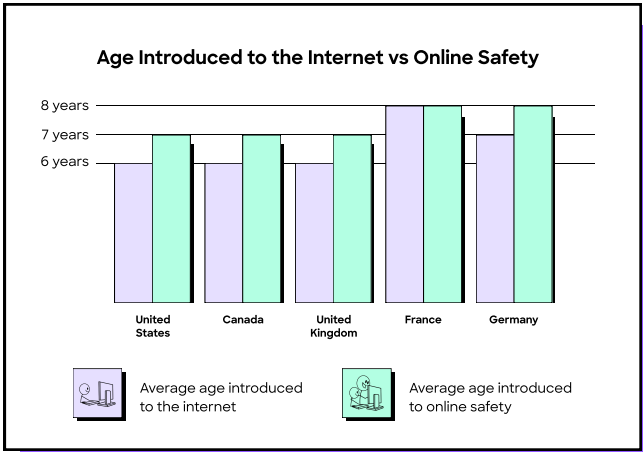
NET: Very/Somewhat Healthy



When to have the “Tech Talk” with my kid

Overall, parents are content with the time they chose to introduce their children to online safety. Most parents speak to their children about internet safety between the ages of five and eight. Parents in the U.S., Canada and the U.K. reportedly begin these conversations earlier, while parents in France and Germany tend to introduce internet safety to

children at eight years of age and up. In retrospect, over one in five parents in the U.S., Canada and France wished they started at a younger age. Top internet safety concerns among parents were inappropriate content, online predators and cyber-bullying. Screen time was top of mind for parents to have conversations with their children about online safety.

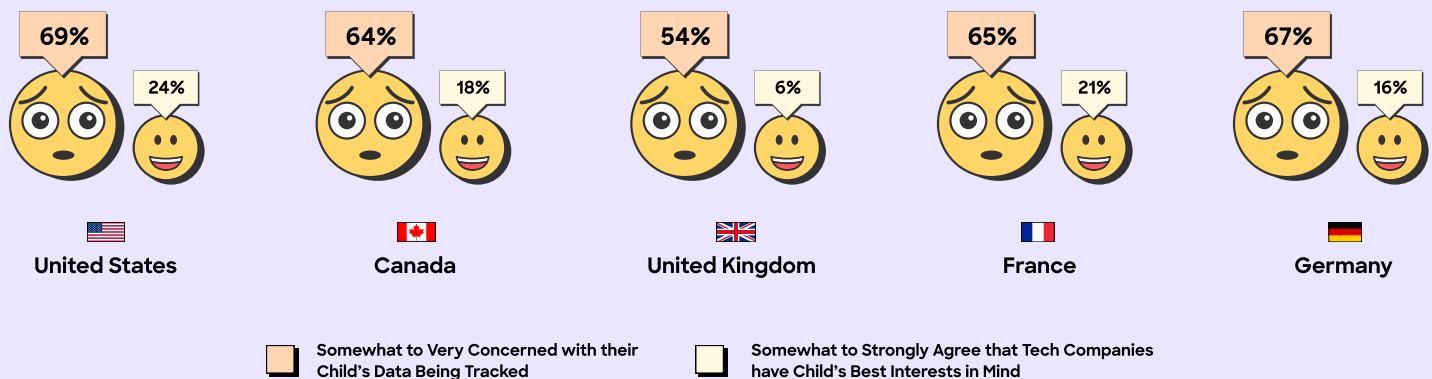


So, what else keeps parents up at night?

Data tracking and the role that big tech companies play online: Data tracking is most concerning for parents in the U.S. and least for parents in the U.K. When it comes to big tech companies, a larger number of parents in the U.K. don't believe tech companies have their children's best interests in mind when compared to the U.S. and other countries surveyed. In fact,

research has found that by the time a kid is 13, more than 72 million pieces of personal data has been captured about them. The sites and apps your family visits on the web are very telling to the companies and third-parties that are harvesting data. They can infer where you live, the hobbies you have, and even the products you buy.

Concern of Child's Data Being Tracked & Belief that Tech Companies Have Child's Best Interest in Mind

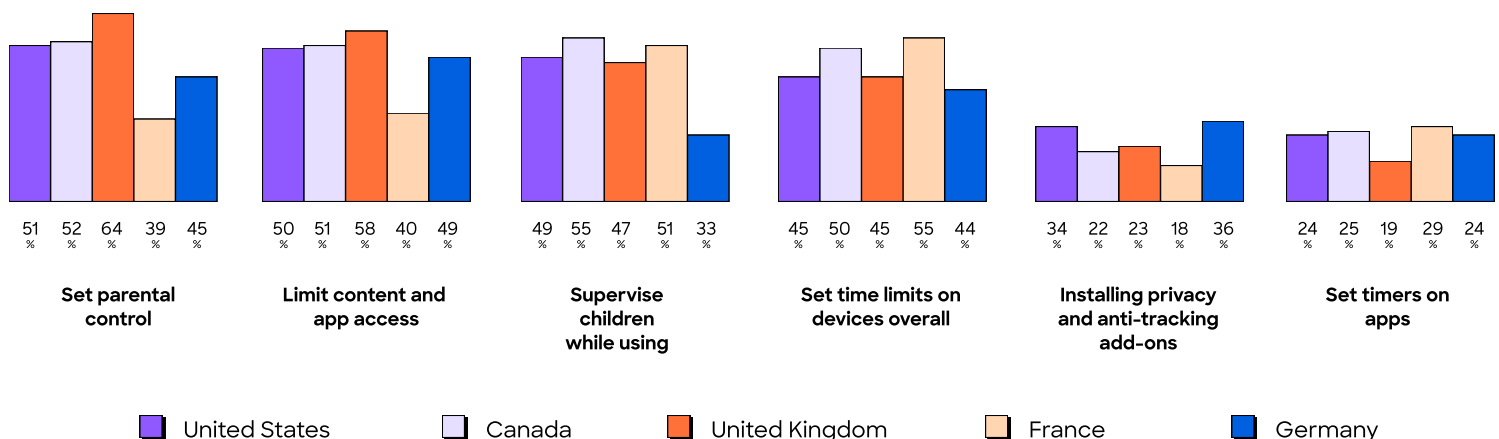


Do guardrails like parental controls work?

Most parents surveyed said that they use parental controls or limit their children's content and app access to some degree. Those in France were shown to be least engaged in these ways. Setting time limits on devices overall and supervising children while they spend time online, are also common methods parents reportedly use to keep their children safe.

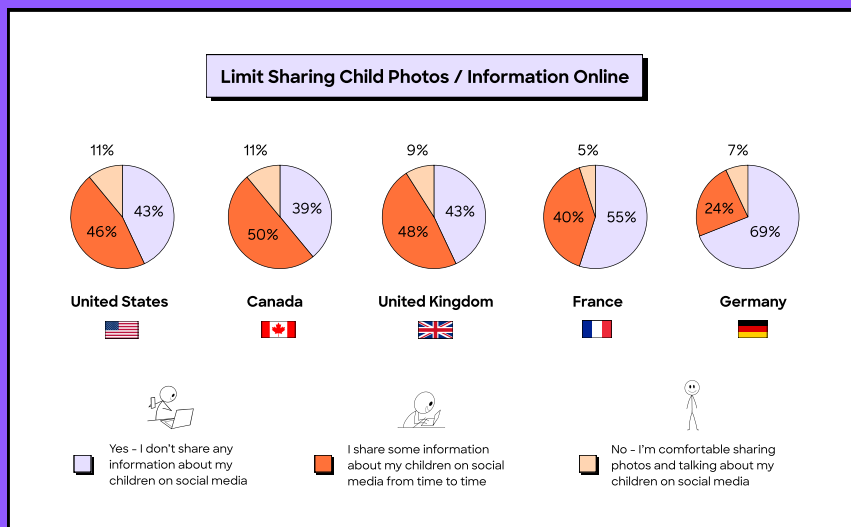
While relying on parental control settings to limit kids' screen time and blocking websites is tempting, the reality is no tool can completely protect kids online. Instead, it may be more important to share open dialogue with your family about whether or not they need to use parental controls and why.

Methods in Place for Child's Safety



Oversharing is NOT caring (or whatever the opposite of oversharing is, do that)

Parents also worry about the information they post about their children online. As a result, a majority don't share any information about their children online. Parents in Germany are the most proactive in limiting information they share about their children online – over two-thirds don't share anything on social media about their children. In other countries, limited information is shared from time to time by parents.

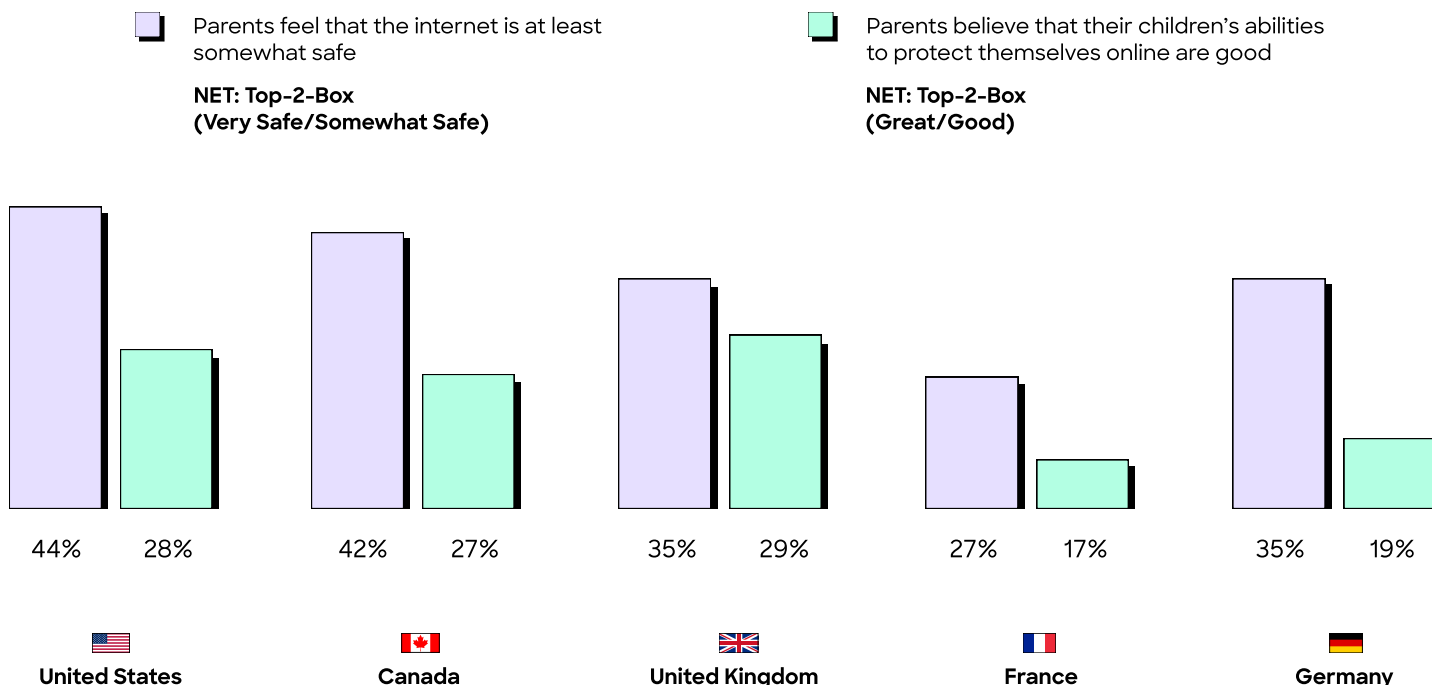


Finding the equivalent of helmets for kids who go online

We use bicycle helmets to protect our heads when we ride a bicycle or scooter, so what's the online equivalent to protect our kiddos in the online world? Our survey found that about a third of parents in France and Germany don't think their child "has any idea on how to protect themselves or their information online." In the U.S., Canada and the U.K., about a quarter of parents feel the same way. Overall, parents' perceptions of their children's capability to protect themselves and their information online are even weaker than their impression of how safe the internet is overall.

As far as the safety of the internet itself, U.S. parents seem to be more trusting across all the countries surveyed: Almost one in ten believe the internet is "very safe" for children. Parents in France trust the internet the least, with almost 75% declaring it unsafe to some degree.

Internet Safety Impressions and Children's Ability to Protect Themselves Online



If you're amongst the group of parents who don't believe their children know how to protect themselves and their information online – you're not alone! You can do your part to help keep your children's data and personal information more secure through the following suggested actions:

- Keep data private by turning off location services for apps.
- Opt into “Ask app not to track” if your kid is using an iPhone.
- Set Firefox as the default browser to block ad trackers from sneaking data.
- Have a school-issued device? Take the time to look into the settings, and don't be afraid to ask teachers and school administrators about how the tools and software used in classrooms are handling students' data.

When was the last time your family had “The Tech Talk”?

Like any other aspect of parenting, providing kids with safer and more joyful experiences online is often more complicated than it seems, but you're not alone. The more frequently families talk about online safety and the role of the internet in their lives the easier it becomes. Your first [Tech Talk](#) will likely be far from perfect, but it won't be your last and learning together with help from trusted sources like Firefox can go a long way.

To find out more about starting a [Tech Talk](#) with your family, check out a few tips [here](#) guaranteed to make awkward tech conversations with kids slightly less awkward!

Methodology:

This survey was conducted among parents between the ages of 25 and 55 years old living in the U.S., Canada, Germany, France and the U.K., who have children between 5 and 17 years old. The survey interviewed 3,699 participants between Sept 21 – Sept. 29, 2022.