



# The Tablet Generation

## How do young children use digital technologies?

The Vodafone Foundation and Moshi Monsters have launched a new resource called 'Web Super Skills' to help young children understand how to use the internet safely and responsibly. Ahead of the launch, Vodafone commissioned a YouGov study to find out more about the digital world of children aged 4 to 11. 613 families in the UK took part in the online survey in October 2013.

# 57%

of 4-year-olds in the UK use tablets and smartphones



**One third** of parents of pre-school children are planning to buy their child an internet-enabled device for Christmas



### Sibling influence

Almost a **quarter** of 9 and 10-year-olds have been taught about the internet by their brother or sister



### Is it OK to look at any videos or photos on the internet?

**Half** of 4 and 5-year-olds think it is OK



**70%** of 4 to 11-year-olds recognise that some online content is for **grown-ups** or might be **rude**

# 18

**38%** of 4-11s say you might have to **pay** to see some videos or photos



**83%** of 4 to 11-year-olds have to follow **rules** when using a smartphone, tablet or computer, including:



Which websites they can visit  
**= 81%**



How long they can be online for  
**= 72%**

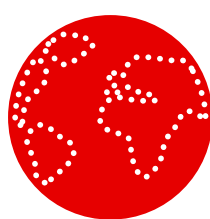


Where they can use their tech devices  
**= 41%**

## So, where is the internet? Kids think it's...



"Inside our computer"  
**= 30%**



"Everywhere"  
**= 23%**



"In outer space"  
**= 8%**



More than **three-quarters** of parents have spoken to their children about **internet safety**... but are they leaving it **too late**?



Only **8%** of all parents think it is necessary to start having internet safety **conversations** with children before the age of three



**Nearly a third** of all parents feel they need more **support** when it comes to internet safety

## Your online friends... how well do you know them?

**Almost half** of 4 to 11-year-olds agree that some of their online friends might be pretending to be someone they are not



# 71%

of 4-11s agree that making friends with people they don't know in real life could put them in danger



## Web Super Skills

The 'Web Super Skills' pack, developed by the Vodafone Foundation and Moshi Monsters, is available for free in Vodafone stores or as a download. Find out more about it on the [Vodafone Digital Parenting website](#)

