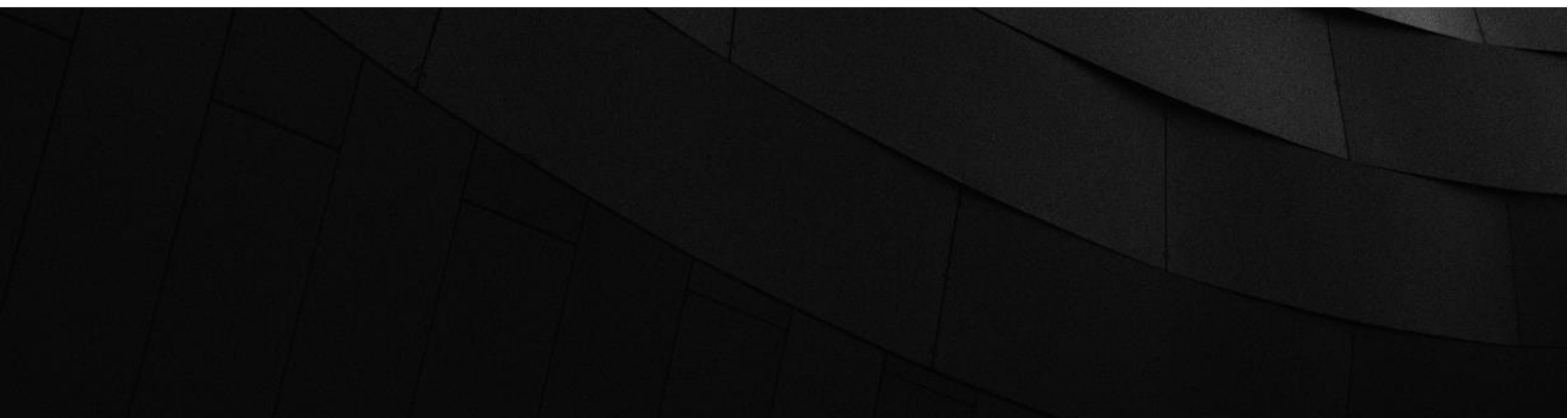# CORE|DATA

REAL INSURANCE

PARENTS AND TECHNOLOGY

FEBRUARY 2018

KEY FINDINGS

'Electronic leashes' may be a necessary evil

- Technology is widely seen as being mutually beneficial for children and parents, although it is not without its risks, with some parents using tracking apps and even considering 'tech implants' to keep tabs on their children.
- While such 'electronic leashes' can help parents in cases of emergency and offer them peace of mind, they also acknowledge a range of disadvantages, including access falling into the wrong hands, being used for inappropriate reasons and obtrusiveness.
- Parents also believe that 'electronic leashes' may be over protecting children and making them more dependent and that there should be legislation to control how parents can use these technologies.
- However, parents also believe that these technologies are needed and making life a lot easier for them these days, as things are not as safe as they used to be.

As some children could be having 'secret lives' on social media

- Most parents would be able to access their children's devices by virtue of knowing the passcodes or the devices not having passcodes.
- Many parents are also connected with their children on social media and use it to keep track of what they are up to, although some suspect that their children only share their parent-friendly lives with them and share more personal information elsewhere.
- However, only a small minority currently have or would consider having 'fake' social media accounts to monitor their children without their knowledge.
- Furthermore, only a minority currently use or would consider using their children's social media account passwords or phone mirroring/tracking apps to monitor their social media activity, with the majority believing these are neither necessary nor appropriate.

Is technology disconnecting or reconnecting families and relationships?

- Eating/cooking together, doing things together outside and watching movies, shows or other content together are the activities that are most commonly done during 'family time'.
- Parents also commonly consider time away from digital appliances/applications or devices as valuable 'family time', with the majority believing that parents can miss important moments in their children's lives because they are on their phones all the time.
- The majority also believe that everyone constantly being 'connected' online tends to hinder family moments or that having multiple digital devices at home makes it harder to all be present together and connect as a family.
- However, the majority also believe being connected all the time helps their children maintain relationships with extended family who live far away.

Is technology a parenting help or a parenting hindrance?

- Most parents admit to feeling pressured as a parent to keep up with changes to technology, particularly in terms of managing their children's technology time.
- Parenting pages on social media and social media 'influencers' who are parents can also add extra pressure when it comes to parenting, particularly on topics on back to school, lunchboxes and packed lunches and holiday ideas.
- Some parents also admit that technology puts a financial burden on their family and lament how technology is robbing them of time they could be spending with their children and how children are being brought up to be too tech-focused.
- Nonetheless, using some of the latest technology does offer a range of benefits for children and the family, with the most common being its use as a learning tool, keeping the family in touch and allowing children some more freedom.
- The majority of parents feel that technology also helps them as a parent, particularly in providing relevant information.

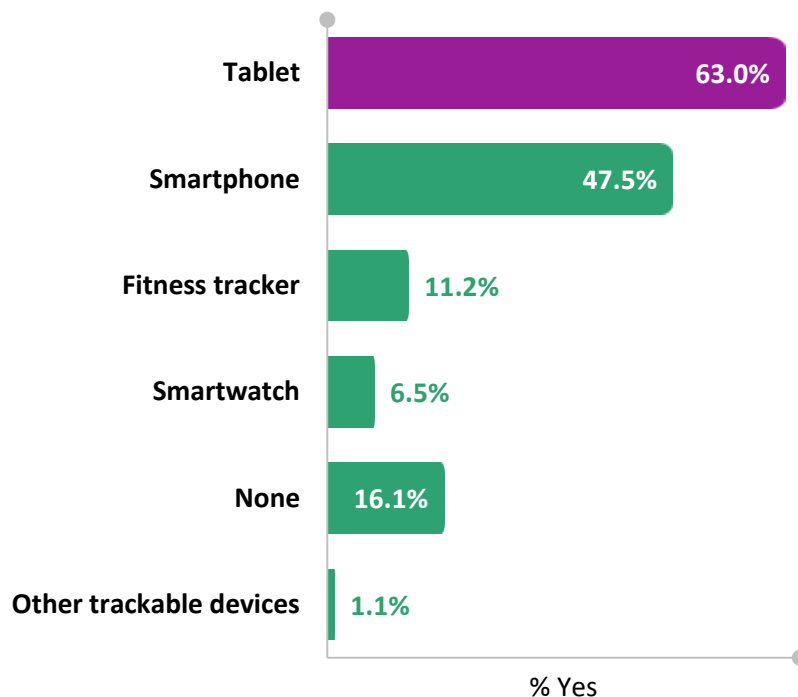### Parents are being careful in sharing children's pictures online

- The majority of parents believe that children's privacy could be at risk by sharing their images online and that they should not be posting pictures of their children without their permission.
- While the majority of parents post pictures of their children online, they take considerable care not to post pictures of anyone else's children pictures online unless they have permission.
- Some even ask friends/family members not to post images of their children online, who say these requests are typically respected.
- Despite all these however, the large majority also believe that there is too much political correctness and fear around posting ordinary pictures of children online.

MAIN FINDINGS

ELECTRONIC LEASH

- Technology is a normal part of life for children these days, with the vast majority owning one or more devices.
- Technology is widely seen as being mutually beneficial for children and parents, although it is not without its risks, with some parents using tracking apps and even considering 'tech implants' to keep tabs on their children.
- While such 'electronic leashes' can help parents in cases of emergency and offer them peace of mind, they also acknowledge a range of disadvantages, including access falling into the wrong hands, being used for inappropriate reasons and obtrusiveness.
- Parents also believe that 'electronic leashes' may be over protecting children and making them more dependent and that there should be legislation to control how parents can use these technologies.
- However, parents also believe that these technologies are needed and making life a lot easier for them these days, as things are not as safe as they used to be.

Does your child/oldest child/youngest child have any of the following devices?

Device	% Yes
Tablet	63.0%
Smartphone	47.5%
Fitness tracker	11.2%
Smartwatch	6.5%
None	16.1%
Other trackable devices	1.1%

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: Does your child have any of the following devices?

Tablets (63.0%) and smartphones (47.5%) are very commonly owned by children aged between 5 and 18 years old. Interestingly, one in six (16.1%) parents say their children have none of the listed devices.

How old was your child/oldest child/youngest child when they got their first mobile phone?

11
years old

Source: CoreData Parents and Tech Survey (February 2018)
Question: How old was your child when they got their first mobile phone?

On average, children who have a smartphone got their first mobile phone when they are 11 years old.

Do you think this was a greater benefit for them or yourself as a parent?

24.2%	67.8%	8.0%
Greater benefit to them	Mutual benefit	Greater benefit to myself
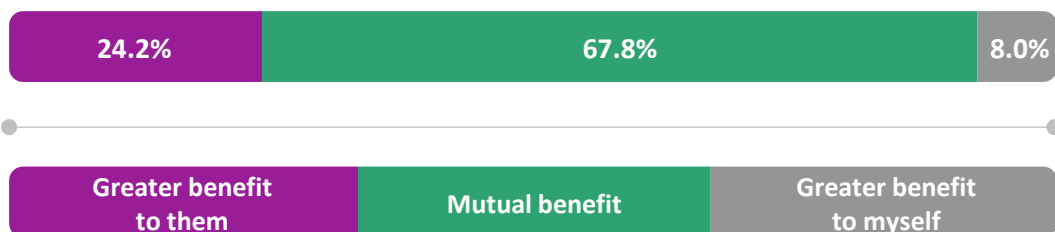
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you think this was a greater benefit for them or yourself as a parent?

The majority (67.8%) of parents whose children have a smartphone think their children having access to it was mutually beneficial for them and the children, although close to one in four (24.2%) say it was more beneficial for the children.

Do you ever use "Find my phone" or other GPS tracking apps to keep tabs on where your child/oldest child/youngest child is?

7.3%	12.2%	16.5%	30.5%	33.5%
Always	Often	Sometimes	Never	No, but would consider it
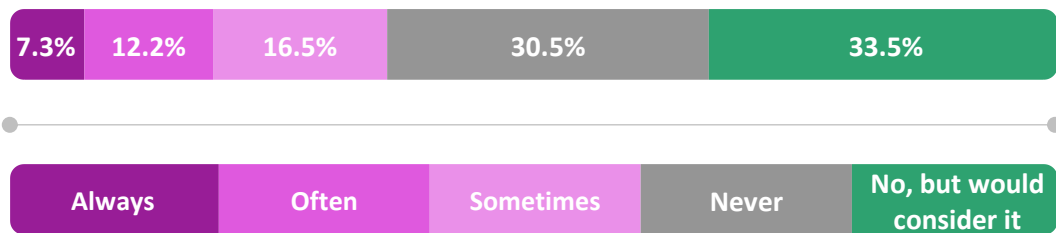
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you ever use "Find my phone" or other GPS tracking apps to keep tabs on where your child is?

Among parents whose children have a smartphone and/or a smartwatch, more than one in three (36.0%) use 'Find my phone' or other GPS tracking apps to keep tabs on where their children are. A further one in three (33.5%) would consider them even though they do not currently use them.

How old would your child/children have to be before you stop tracking them?

15 years old
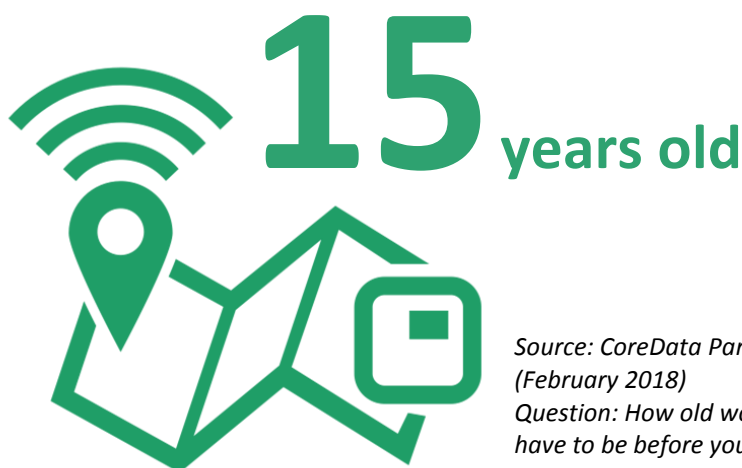
Source: CoreData Parents and Tech Survey (February 2018)
Question: How old would your child/children have to be before you stop tracking them?

On average, parents who use apps to track their children's whereabouts say they would stop tracking them at the age of 15.

In what circumstances would you typically use these apps to keep track of your child/oldest child/youngest child's location?
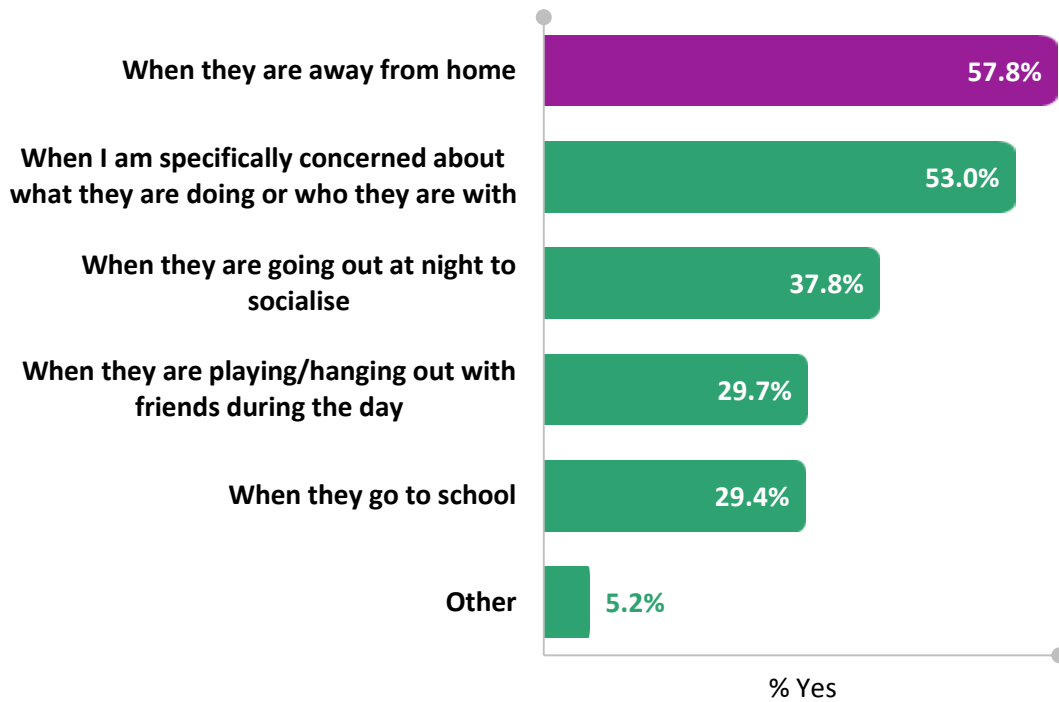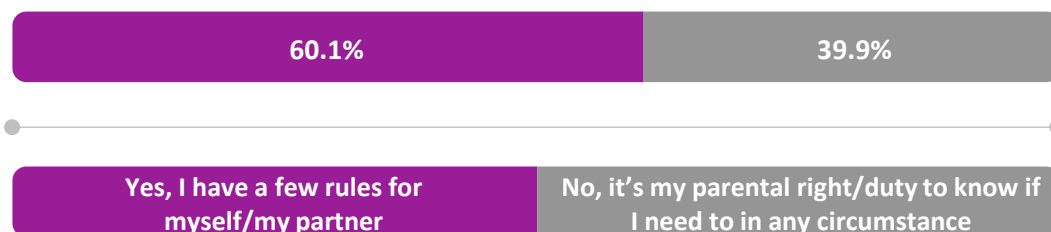
Circumstance	% Yes
When they are away from home	57.8%
When I am specifically concerned about what they are doing or who they are with	53.0%
When they are going out at night to socialise	37.8%
When they are playing/hanging out with friends during the day	29.7%
When they go to school	29.4%
Other	5.2%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: In what circumstances would you typically use these apps to keep track of your child's location?

Parents who use apps to track their children's whereabouts would most commonly use them when their children are away from home (57.8%) and when they are specifically concerned about what they are doing or who they are with (53.0%).

Do you set any boundaries with how you use this technology to keep track on your child/oldest child/youngest child's location?

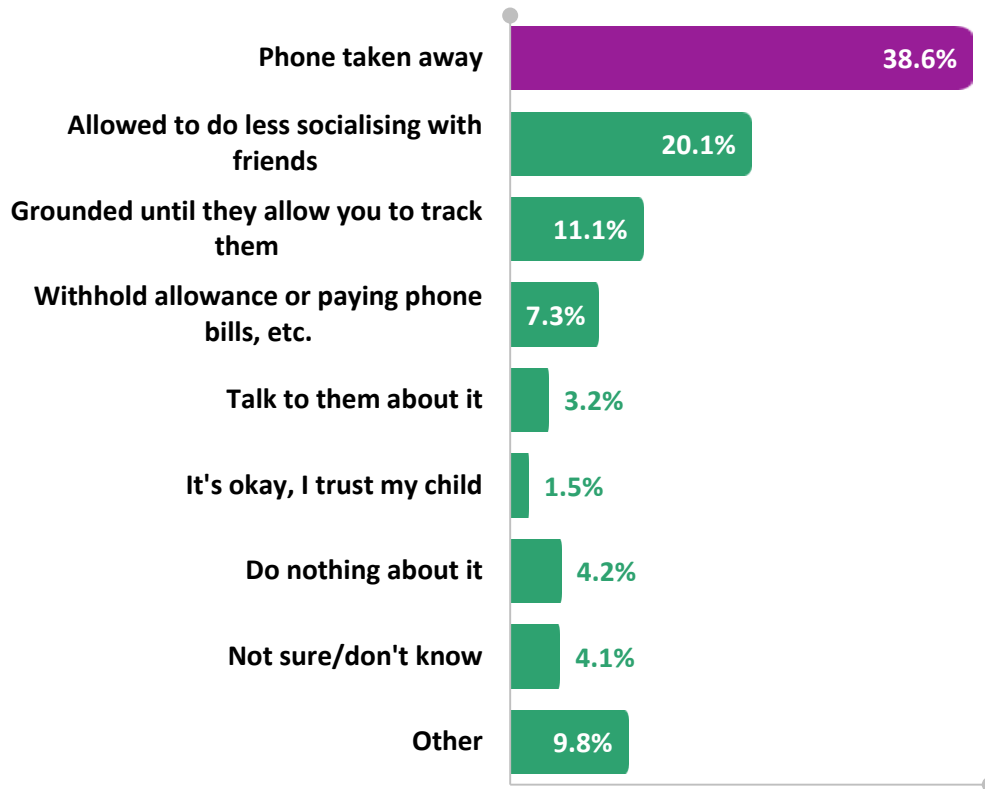| Yes, I have a few rules for myself/my partner	No, it's my parental right/duty to know if I need to in any circumstance
60.1%	39.9%

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you set any boundaries with how you use this technology to keep track on your child's location?

Among parents who use apps to track their children's whereabouts, three in five (60.1%) have set boundaries with how the apps are used. Two in five (39.9%) say it is their parental right/duty to know where their children are at all times.

If your child/oldest child/youngest child refuses to use the tracking app, how would you respond?

Response	Percentage
Phone taken away	38.6%
Allowed to do less socialising with friends	20.1%
Grounded until they allow you to track them	11.1%
Withhold allowance or paying phone bills, etc.	7.3%
Talk to them about it	3.2%
It's okay, I trust my child	1.5%
Do nothing about it	4.2%
Not sure/don't know	4.1%
Other	9.8%

Source: CoreData Parents and Tech Survey (February 2018)
Question: If your child refuses to use the tracking app, how would you respond?

If their children refused to use the tracking apps, parents would most commonly take away the phone (38.6%) and allow less socialising with their friends (20.1%).
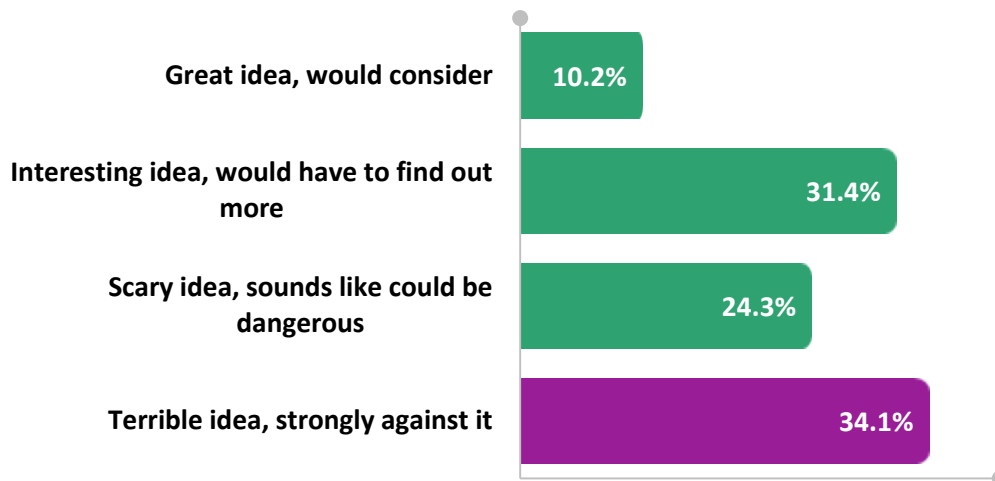
Would you have considered using tracking technology for your child/children five years ago?

No   Yes

38.4%

61.6%
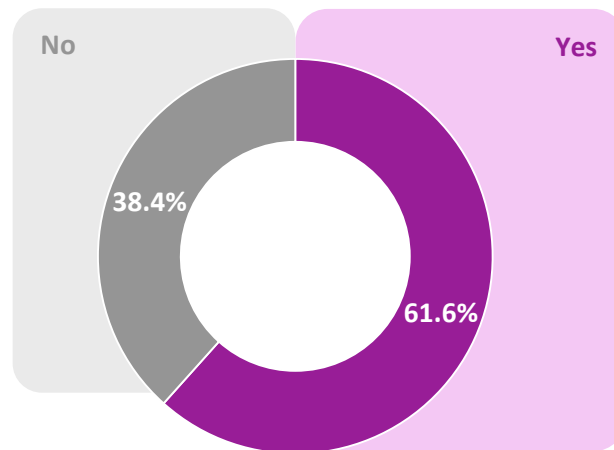
Source: CoreData Parents and Tech Survey (February 2018)
Question: Would you have considered using tracking technology for
your child/children five years ago?

The majority (61.6%) of parents who use apps to track their children's whereabouts say they would have considered using such apps five years ago.

How would you feel about using medically approved 'tech implants' to help monitor the safety and health of your child/children (e.g. a chip under the skin to transmit location and vital signs)?

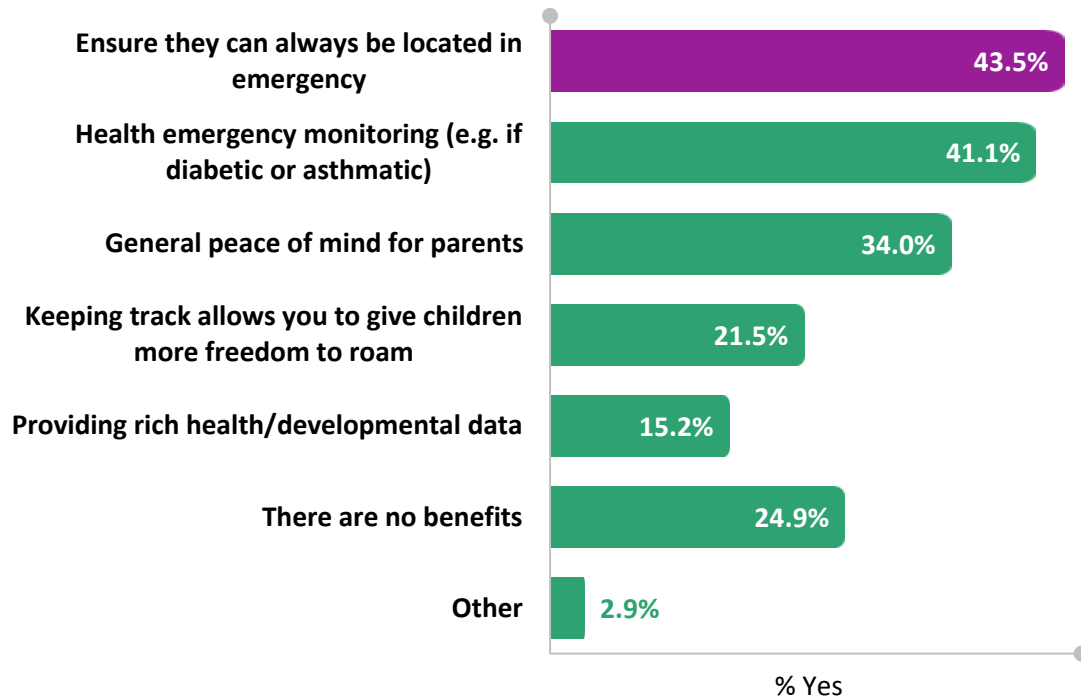|	
Great idea, would consider	10.2%
Interesting idea, would have to find out more	31.4%
Scary idea, sounds like could be dangerous	24.3%
Terrible idea, strongly against it	34.1%

Source: CoreData Parents and Tech Survey (February 2018)
Question: How would you feel about using medically approved 'tech implants' to help
monitor the safety and health of your child/children (e.g. a chip under the skin to
transmit location and vital signs)?

One in 10 (10.2%) parents would consider using medically approved 'tech implants' to help monitor the health and safety of their children. While three in 10 (31.4%) think it is an interesting idea, they would like to find out more before considering it.

One in four (24.3%) think it is a scary idea, while one in three (34.1%) think it is a terrible idea.

What do you think could be the greatest benefits of using tech implant technology?

Ensure they can always be located in emergency — 43.5%
Health emergency monitoring (e.g. if diabetic or asthmatic) — 41.1%
General peace of mind for parents — 34.0%
Keeping track allows you to give children more freedom to roam — 21.5%
Providing rich health/developmental data — 15.2%
There are no benefits — 24.9%
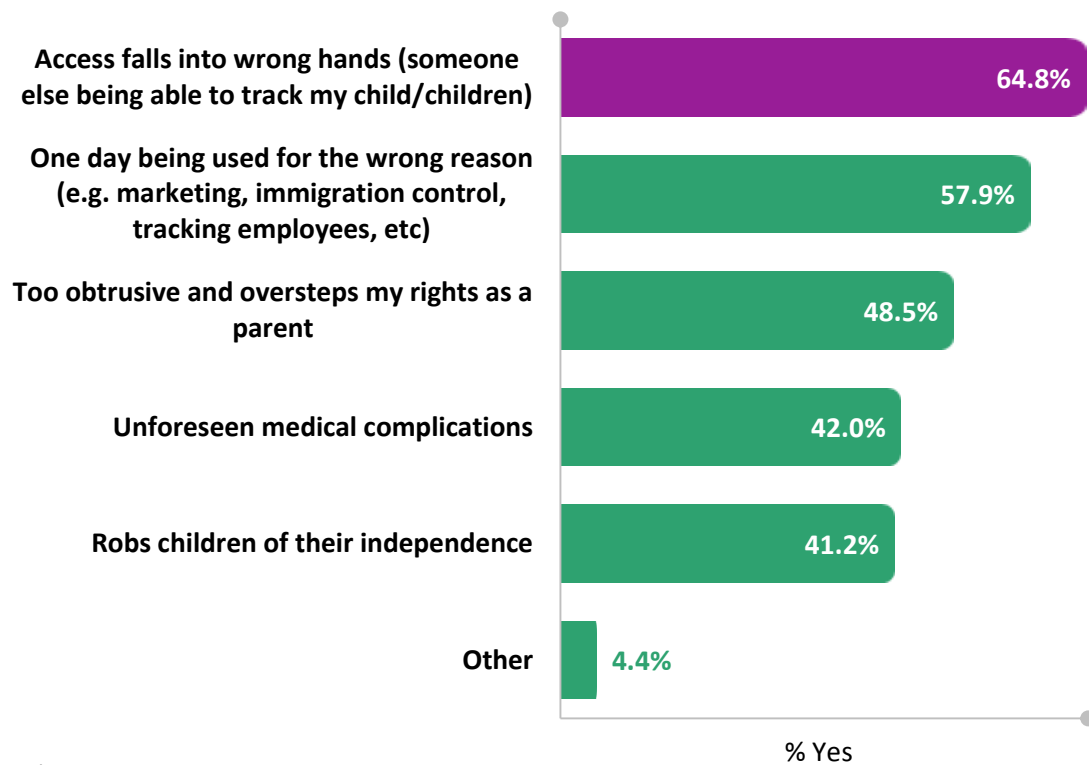**Other** — 2.9%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: What do you think could be the greatest benefits of using tech implant technology?

Tech implant technology is perceived by parents to have a range of benefits, the most common of which are ensuring children can always be located in an emergency (43.5%), health emergency monitoring (41.1%) and general peace of mind (34.0%).

However, one in four (24.9%) see no benefits to tech implant technology.

What do you think could be the greatest disadvantage of using tech implant technology?

	% Yes
Access falls into wrong hands (someone else being able to track my child/children)	64.8%
One day being used for the wrong reason (e.g. marketing, immigration control, tracking employees, etc)	57.9%
Too obtrusive and oversteps my rights as a parent	48.5%
Unforeseen medical complications	42.0%
Robs children of their independence	41.2%
Other	4.4%

*Multiple answers allowed
Source: CoreData Parents and Tech Survey (February 2018)
Question: What do you think could be the greatest disadvantage of using tech implant technology?

Furthermore, tech implant technology is perceived by parents to have a range of risks and disadvantages, the most common of which are access falling into the wrong hands (64.8%), being used for inappropriate reasons (57.9%) and obtrusiveness (48.5%).

How much do you agree with the following statements about using tracking technology with your child/children?
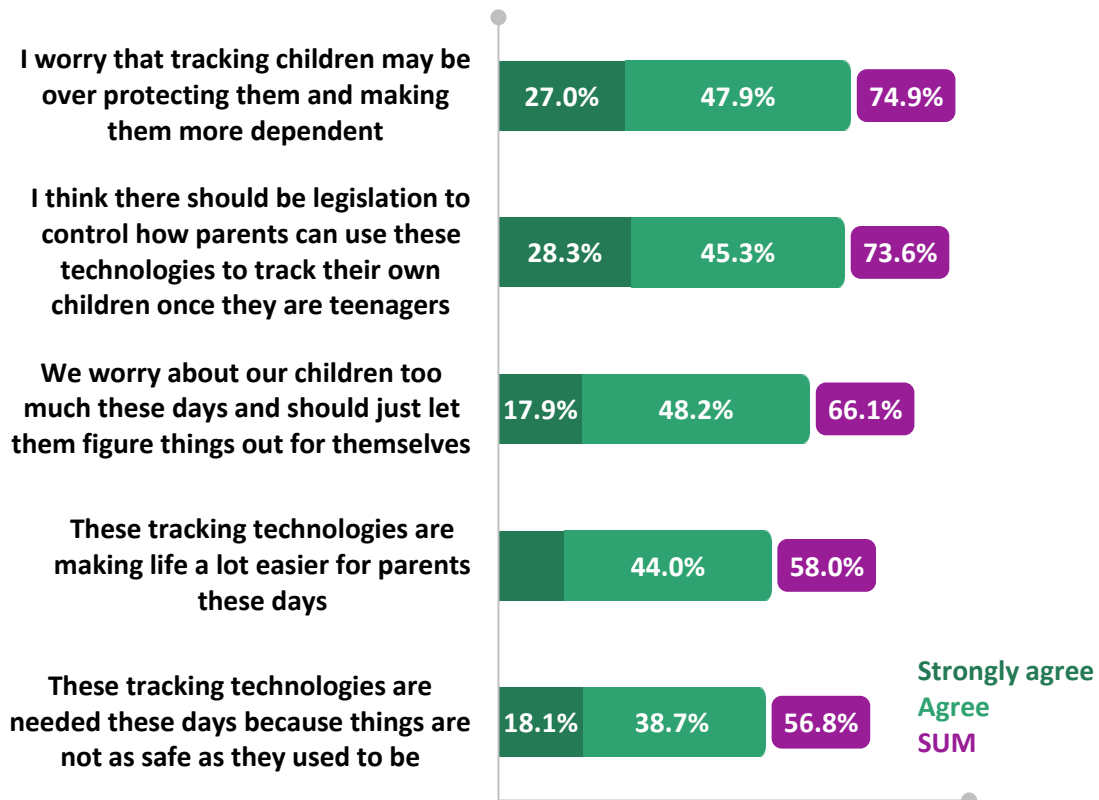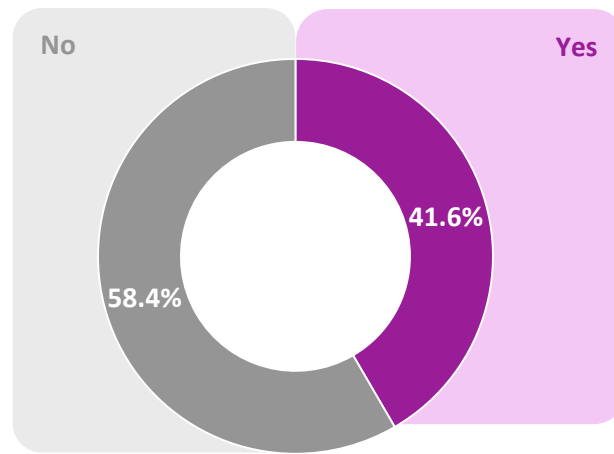

Source: CoreData Parents and Tech Survey (February 2018)
Question: How much do you agree with the following statements about using tracking technology with your child/children?

Three in four (74.9%) respondents worry that tracking children may be over protecting them and making them more dependent. A similar proportion (73.6%) also think there should be legislation to control how parents can use these technologies to track their children once they are teenagers.

Close to two in three (66.1%) believe parents worry about their children too much these days and should just let them figure things out for themselves. However, most believe that these tracking technologies are making life a lot easier for parents these days (58.0%) or that these technologies are needed these days as things are not as safe as they used to be (56.8%).

When you were a child of 18 or younger, would you have liked your parents tracking your whereabouts?
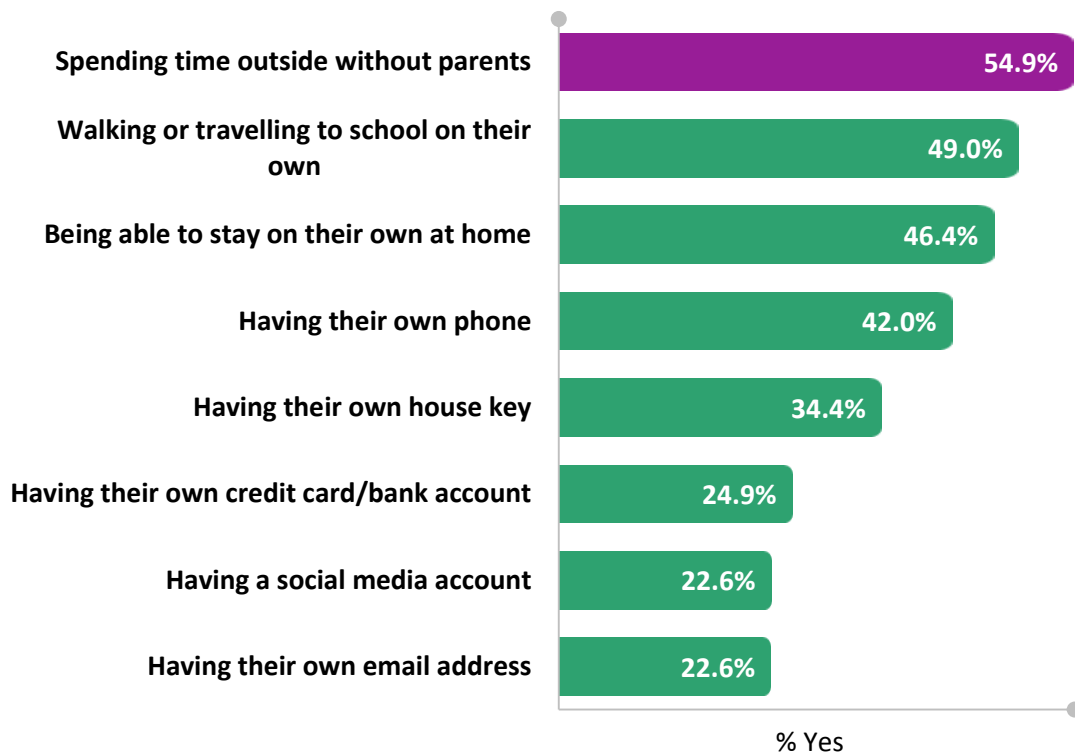

Source: CoreData Parents and Tech Survey (February 2018)
Question: When you were a child of 18 or younger, would you have liked your parents tracking your whereabouts?

Among parents who use apps to track their children's whereabouts, only two in five (41.6%) say they would have liked their parents tracking their whereabouts when they were a child of 18 or younger.

Thinking of your child/oldest child/youngest child, what do you think most represents independence and freedom for them?

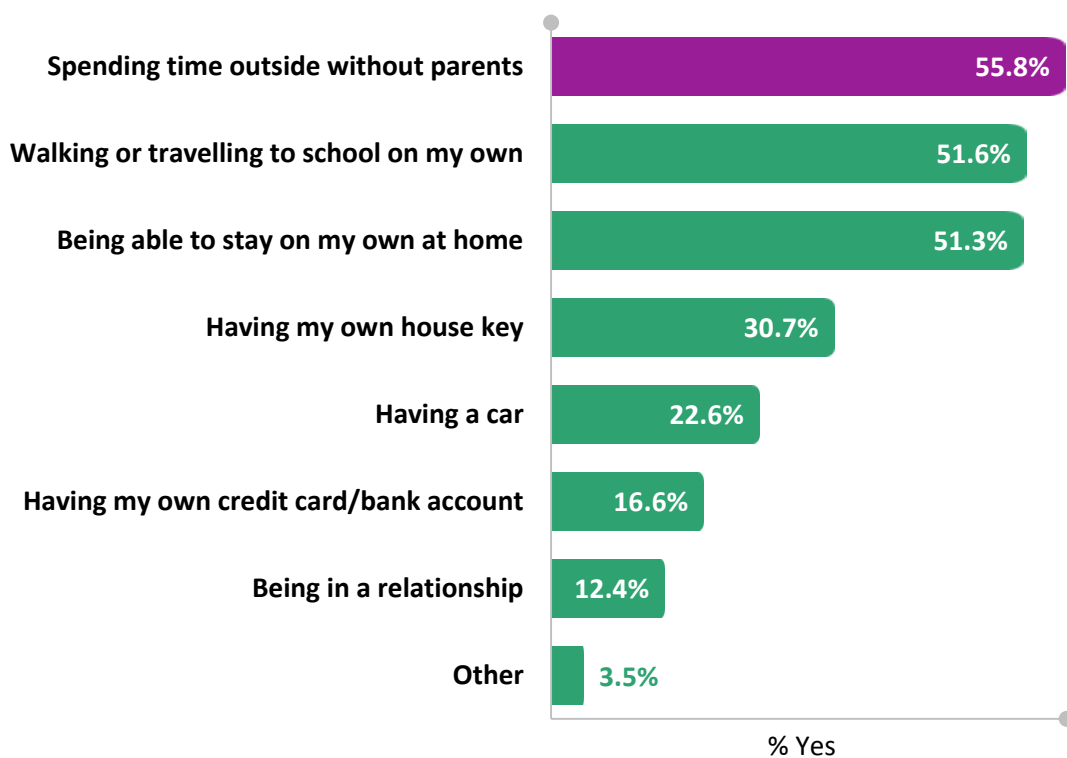| Response	% Yes
Spending time outside without parents	54.9%
Walking or travelling to school on their own	49.0%
Being able to stay on their own at home	46.4%
Having their own phone	42.0%
Having their own house key	34.4%
Having their own credit card/bank account	24.9%
Having a social media account	22.6%
Having their own email address	22.6%

% Yes

*Top 8 answers
*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: Thinking of your child, what do you think most represents independence and freedom for them?

Parents most commonly see spending time outside without their parents (54.9%), walking or travelling to school on their own (49.0%) and being able to stay on their own at home (46.4%) as representing independence and freedom for their children.

Thinking back to when you were their age, what do you think most represented independence and freedom for you?

Spending time outside without parents	55.8%
Walking or travelling to school on my own	51.6%
Being able to stay on my own at home	51.3%
Having my own house key	30.7%
Having a car	22.6%
Having my own credit card/bank account	16.6%
Being in a relationship	12.4%
Other	3.5%

% Yes

*Multiple answers allowed

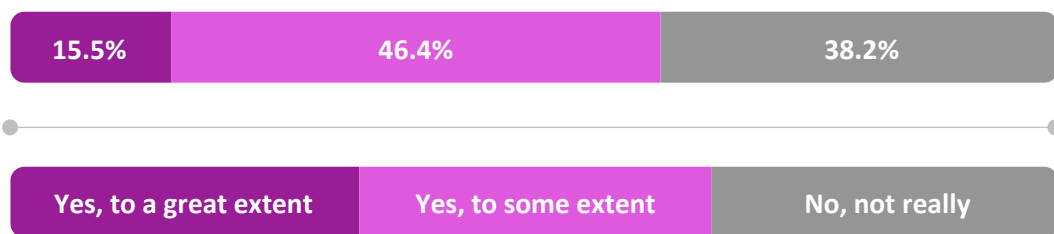*Source: CoreData Parents and Tech Survey (February 2018)*
Question: Thinking back to when you were their age, what do you think most represented independence and freedom for you?

Thinking back to when they were their children's age, parents most commonly see the same things as representing independence and freedom for them. These are spending time outside without their parents (55.8%), walking or travelling to school on their own (51.6%) and being able to stay on their own at home (51.3%).

TECHNOLOGICAL RELIANCE

- Phone addiction is common among parents, who would most miss messaging apps, the kids not being able to contact them and call function if they were to leave their phone at home.
- While parents are likely to know their own number by heart, some do not know their partner's or their children's numbers by heart, which could prove to be problematic if they were to lose their phone.
- In terms of photos or videos taken with and/or currently stored on their phones, Australians currently have 3,735,849,992 photos or videos of their children stored on their phones while they take 13,045,519 photos or videos of their children every day or around 4,761,610,130 per year.

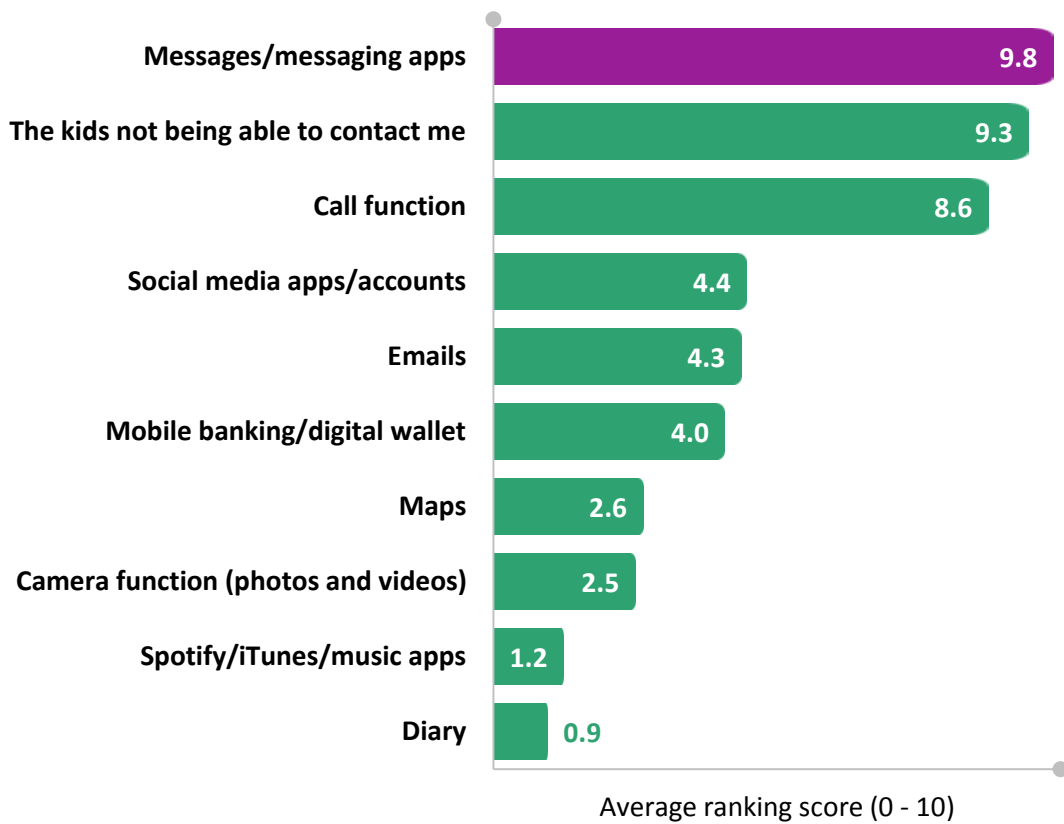Do you feel that you are addicted to your phone?

15.5%	46.4%	38.2%
Yes, to a great extent	Yes, to some extent	No, not really

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you feel that you are addicted to your phone?

The majority (61.9%) of respondents feel that they are addicted to their phone.

If you were to leave your phone at home by accident, what do you think you would miss the most?
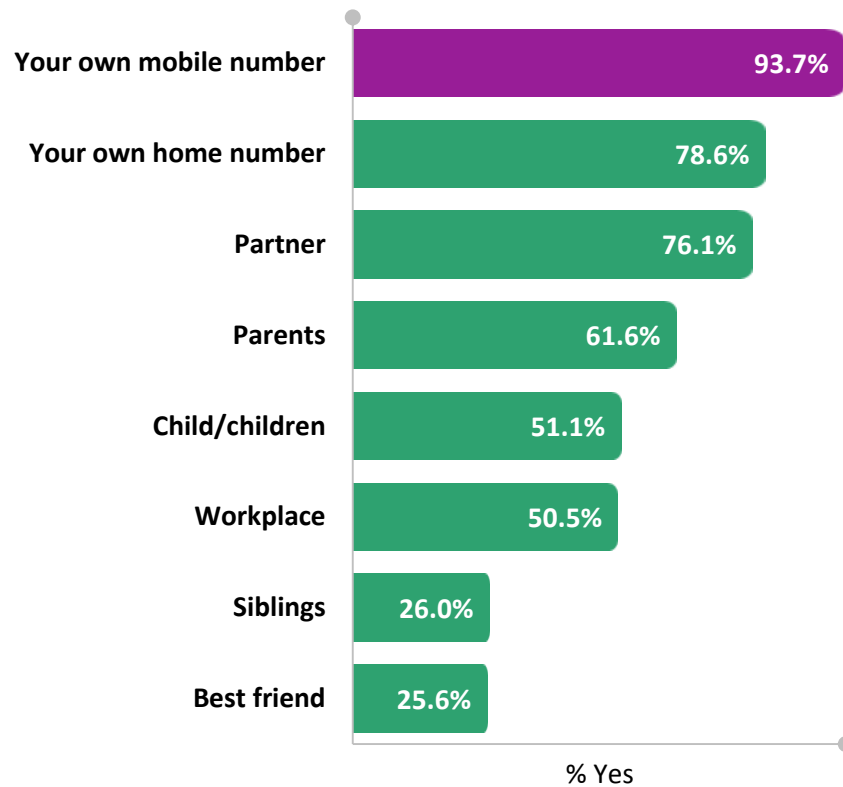

Average ranking score (0 - 10)

Messages/messaging apps	9.8
The kids not being able to contact me	9.3
Call function	8.6
Social media apps/accounts	4.4
Emails	4.3
Mobile banking/digital wallet	4.0
Maps	2.6
Camera function (photos and videos)	2.5
Spotify/iTunes/music apps	1.2
Diary	0.9

*Top 10 answers

Source: CoreData Parents and Tech Survey (February 2018)
Question: If you were to leave your phone at home by accident, what do you think you would miss the most?

Respondents would most miss messaging apps, the kids not being able to contact them and call function if they were to leave their phone at home accidentally.

If you were to lose your phone, which of the following phone numbers would you know by heart?


Your own mobile number	93.7%
Your own home number	78.6%
Partner	76.1%
Parents	61.6%
Child/children	51.1%
Workplace	50.5%
Siblings	26.0%
Best friend	25.6%

% Yes

Source: CoreData Parents and Tech Survey (February 2018)
Question: If you were to lose your phone, which of the following phone numbers would you know by heart?

Their own mobile number (93.7%), their own home number (78.6%) and their partner's number (76.1%) are the phone numbers respondents would most commonly want to know by heart if they were to lose their phone. Only half (51.1%) would know their children's number by heart.

Do you think your child/children knows/know your mobile number or the home phone number off by heart?
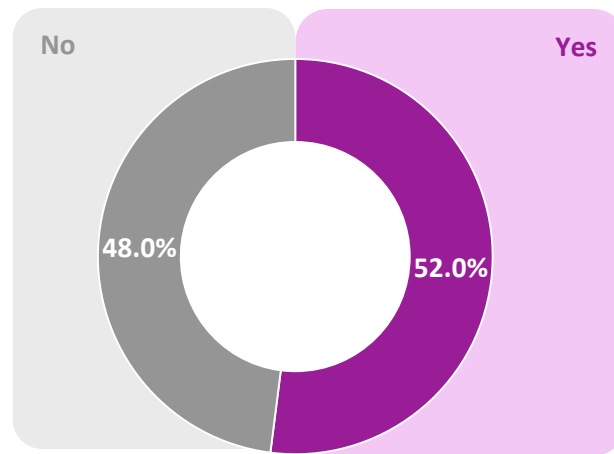
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you think your child/children knows/know your mobile number or the home phone number off by heart?

Only half (52.0%) of parents think their children know their mobile number of the home phone number off by heart.

How many photos or videos you currently have on your mobile phone of your child/children?
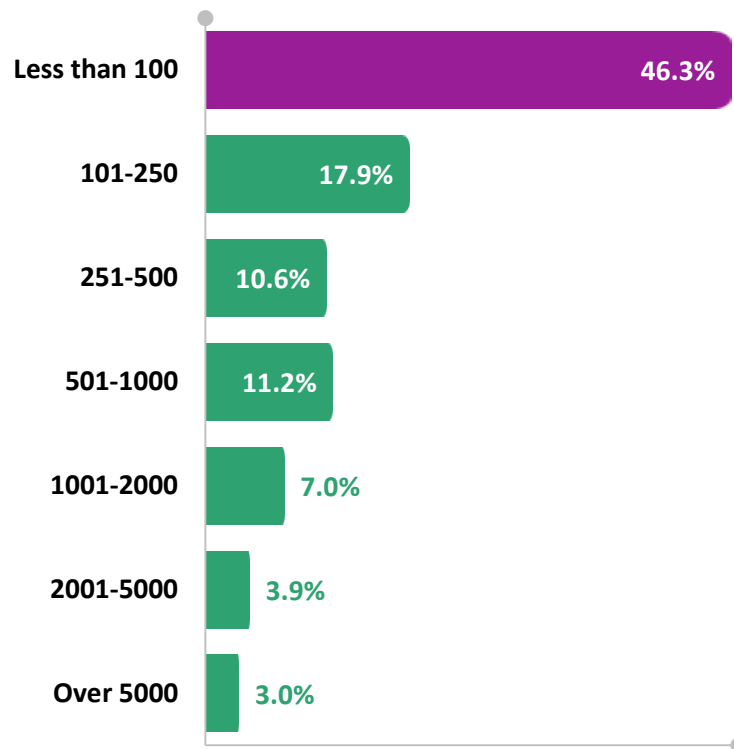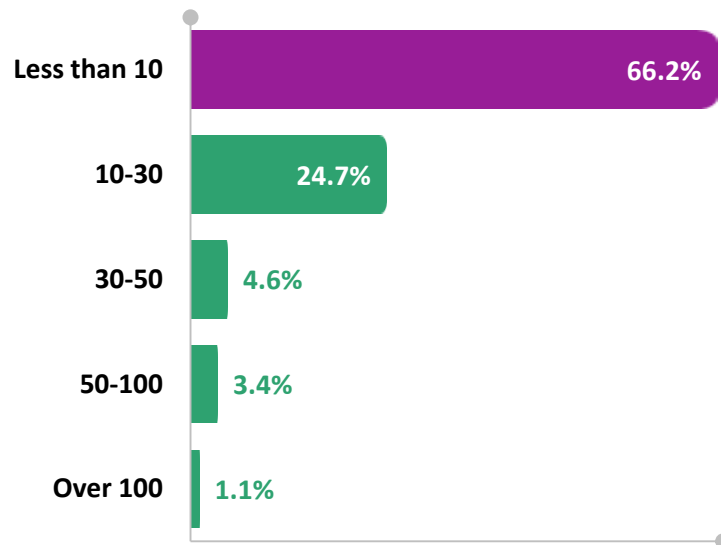

Less than 100	46.3%
101-250	17.9%
251-500	10.6%
501-1000	11.2%
1001-2000	7.0%
2001-5000	3.9%
Over 5000	3.0%

Source: CoreData Parents and Tech Survey (February 2018)
Question: How many photos or videos you currently have on your mobile phone of your child/children?

Close to half (46.3%) of respondents have less than 100 photos or videos of their children on their mobile phone. However, this means more than half (53.7%) have more than 100, including the close to one in seven (13.9%) who have more than 1,000. Approximately, Australians currently have 3,735,849,992 photos or videos of their children stored on their phones.

How many photos or videos of your child/children do you take each week?

Source: CoreData Parents and Tech Survey (February 2018)
Question: How many photos or videos of your child/children do you take each week?

While two in three (66.2%) respondents typically take less than 10 photos or videos of their children each week, one in three (33.8%) take 10 or more. Approximately, Australians take 13,045,519 photos or videos of their children every day or around 4,761,610,130 per year.

QUALITY TIME

- Eating/cooking together, doing things together outside and watching movies, shows or other content together are the activities that are most commonly done during 'family time'.
- Parents also commonly consider time away from digital appliances/applications or devices as valuable 'family time', with the majority believing that parents can miss important moments in their children's lives because they are on their phones all the time.
- The majority also believe that everyone constantly being 'connected' online tends to hinder family moments or that having multiple digital devices at home makes it harder to all be present together and connect as a family.
- However, the majority also believe being connected all the time helps their children maintain relationships with extended family who live far away.
- Parents typically spend an average of 19 hours a week connecting with their children through quality 'family time' or approximately 6,286,517,375 hours per year across Australia.

How many hours per week do you typically get to connect with your child/children through quality 'family time'?

19

hours

Source: CoreData Parents and Tech Survey (February 2018)
Question: How many hours per week do you typically get to connect with your child/children through quality 'family time'?

Parents typically spend an average of 19 hours a week connecting with their children through quality 'family time'. This translates to approximately 6,286,517,375 hours per year across Australia.

Do you consider "family time" to be time away from digital appliances/applications or devices?
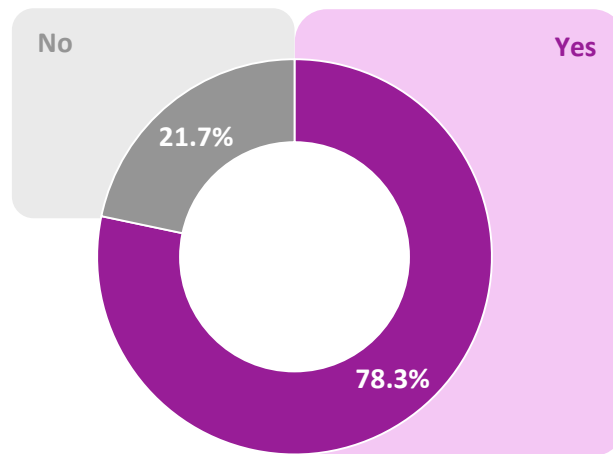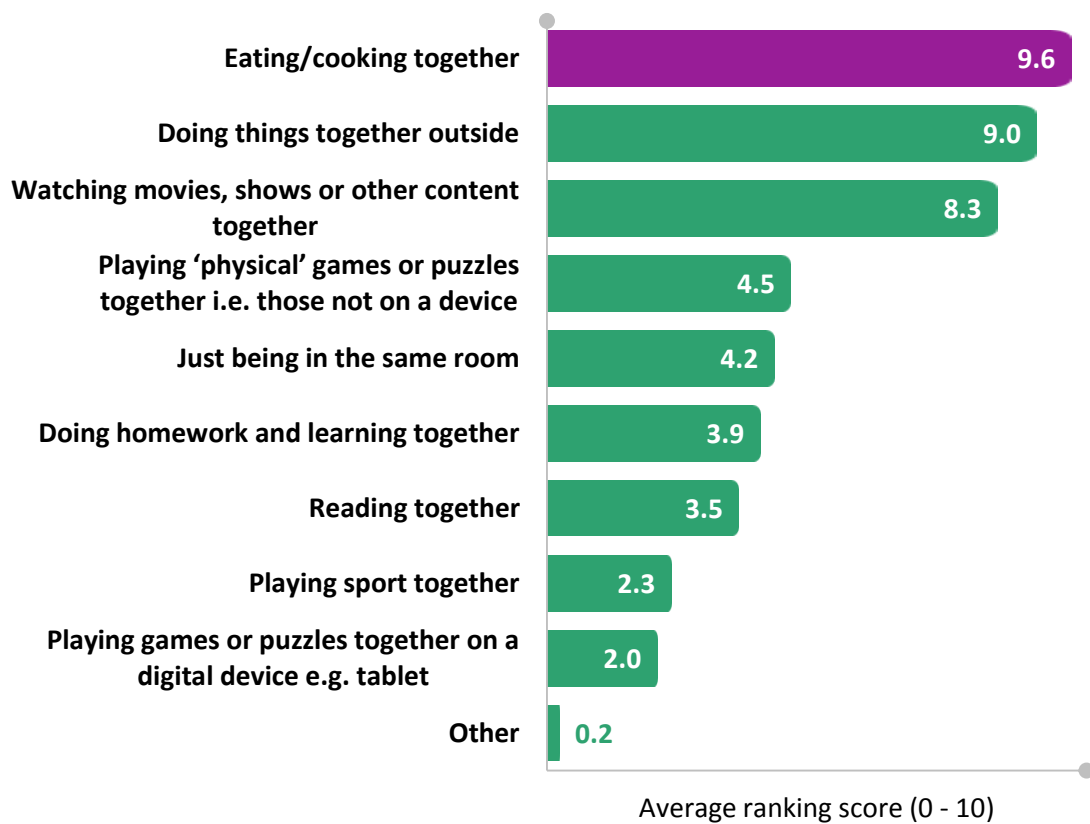

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you consider "family time" to be time away from digital appliances/applications or devices?

The large majority (78.3%) of parents consider 'family time' to be time away from digital appliances/applications or devices.

What typically constitutes 'family time' in your household in an average week (i.e. the day to day reality)?

Average ranking score (0 - 10)

Source: CoreData Parents and Tech Survey (February 2018)
Question: What typically constitutes 'family time' in your household in an
average week (i.e. the day to day reality)?

Eating/cooking together, doing things together outside and watching movies, shows or other content together are the activities that are most commonly done during 'family time'.

How often did you or do you read to your child/children who are under 9 years old?
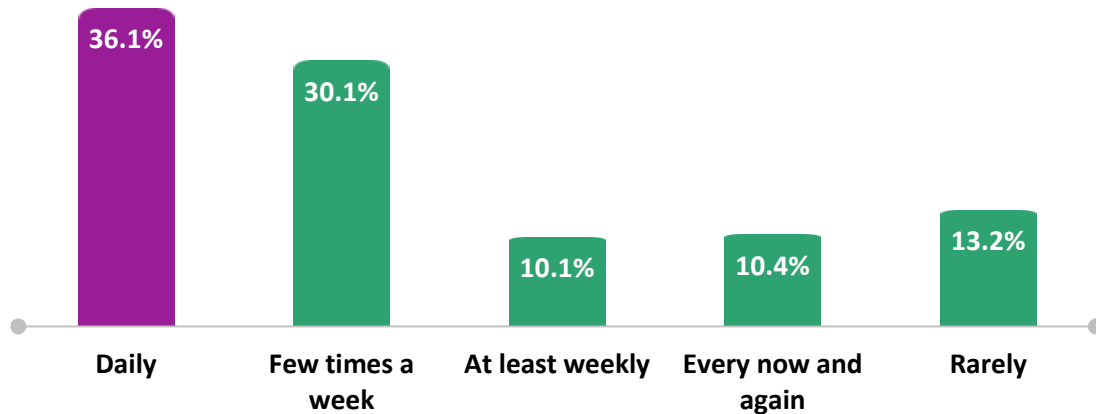
Source: CoreData Parents and Tech Survey (February 2018)
Question: How often did you or do you read to your child/children who are under 9 years old?

The large majority (76.3%) of parents read or used to read to their children under 9 years old at least weekly.

What do you usually use to read to your child/children under 9 years old?
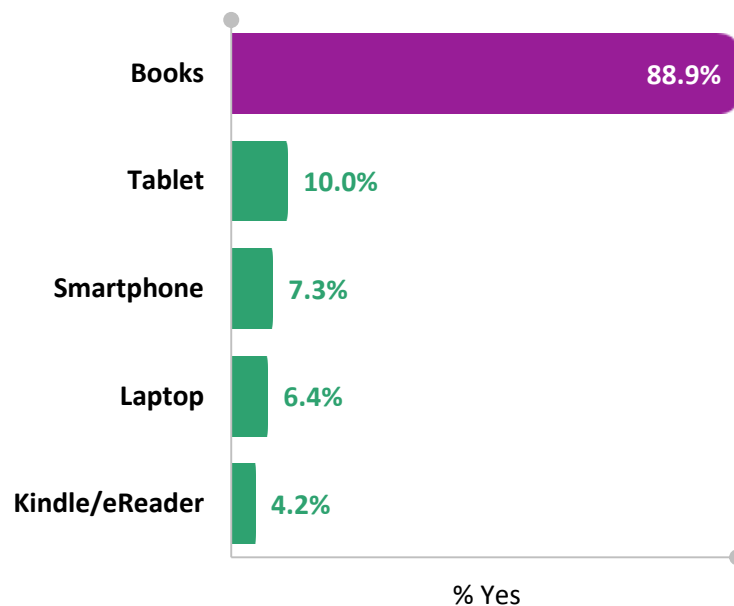

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: What do you usually use to read to your child/children under 9 years old?

Parents most commonly use or used books to read to their children under 9 years old (88.9%).

Have you ever watched online/digital videos of book readings together with your child/children?

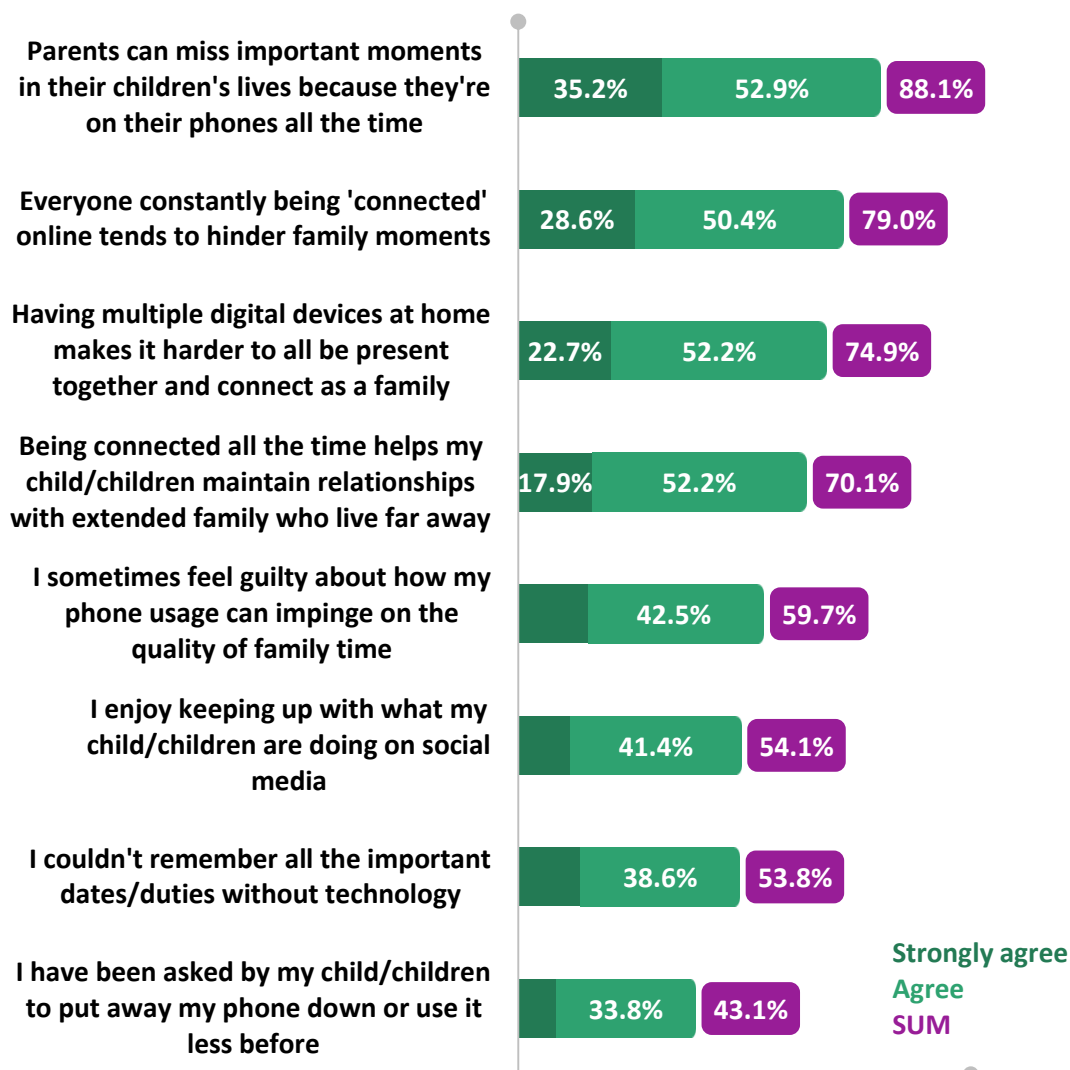| 28.3%	52.1%	19.6%
Yes, frequently	Yes, sometimes	No, not really
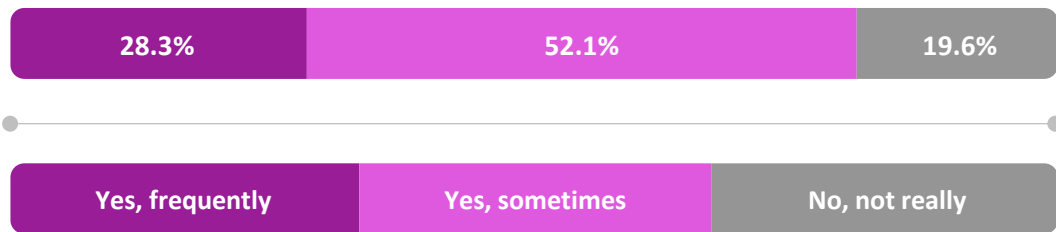
Source: CoreData Parents and Tech Survey (February 2018)
Question: Have you ever watched online/digital videos of book readings together with your child/children?

Among parents who usually use a tablet, smartphone or laptop to their children under 9 years old, four in five (80.4%) have watched online/digital videos of book readings together with their children.

How much do you agree with the following statements about how technology impacts our quality family time these days?

Parents can miss important moments in their children's lives because they're on their phones all the time — 35.2% | 52.9% | 88.1%

Everyone constantly being 'connected' online tends to hinder family moments — 28.6% | 50.4% | 79.0%

Having multiple digital devices at home makes it harder to all be present together and connect as a family — 22.7% | 52.2% | 74.9%

Being connected all the time helps my child/children maintain relationships with extended family who live far away — 17.9% | 52.2% | 70.1%

I sometimes feel guilty about how my phone usage can impinge on the quality of family time — 42.5% | 59.7%

I enjoy keeping up with what my child/children are doing on social media — 41.4% | 54.1%

I couldn't remember all the important dates/duties without technology — 38.6% | 53.8%

I have been asked by my child/children to put away my phone down or use it less before — 33.8% | 43.1%

Strongly agree
Agree
SUM

Source: CoreData Parents and Tech Survey (February 2018)
Question: How much do you agree with the following statements about how technology impacts our quality family time these days?

Technology has a range of impacts on quality 'family time'. The vast majority (88.1%) of respondents believe parents can miss important moments in their children's lives because they are on their phones all the time. The large majority also believe that everyone constantly being 'connected' online tends to hinder family moments (79.0%) or that having multiple digital devices at home makes it harder to all be present together and connect as a family (74.9%).

Seven in 10 (70.1%) believe being connected all the time helps their children maintain relationships with extended family who live far away. Three in five (59.7%) sometimes feel guilty about how my phone usage can impinge on the quality of family time, while more than half (54.1%) enjoy keeping up with what their children are doing on social media.

PARENTING PRESSURES

- Most parents admit to feeling pressured as a parent to keep up with changes to technology, particularly in terms of managing their children's technology time.
- Parenting pages on social media and social media 'influencers' who are parents can also add extra pressure when it comes to parenting, particularly on topics on back to school, lunchboxes and packed lunches and holiday ideas.
- Some parents also admit that technology puts a financial burden on their family and lament how technology is robbing them of time they could be spending with their children.
- Overall however, the majority of parents feel that technology helps them as a parent, particularly in providing relevant information.

Do you feel pressure as a parent to keep up with changes to technology (i.e. new apps, new devices)?

| 6.3%	25.3%	37.2%	31.2%
Extreme pressure	Considerable pressure	Some pressure	No pressure
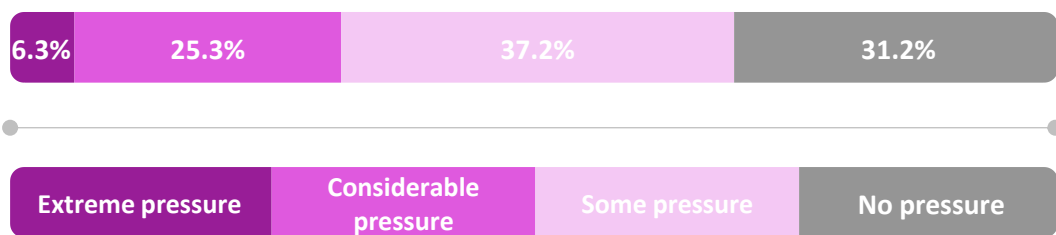
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you feel pressure as a parent to keep up with changes to technology
(i.e. new apps, new devices)?

The majority (68.8%) of respondents admit to feeling pressured as a parent to keep up with changes to technology.

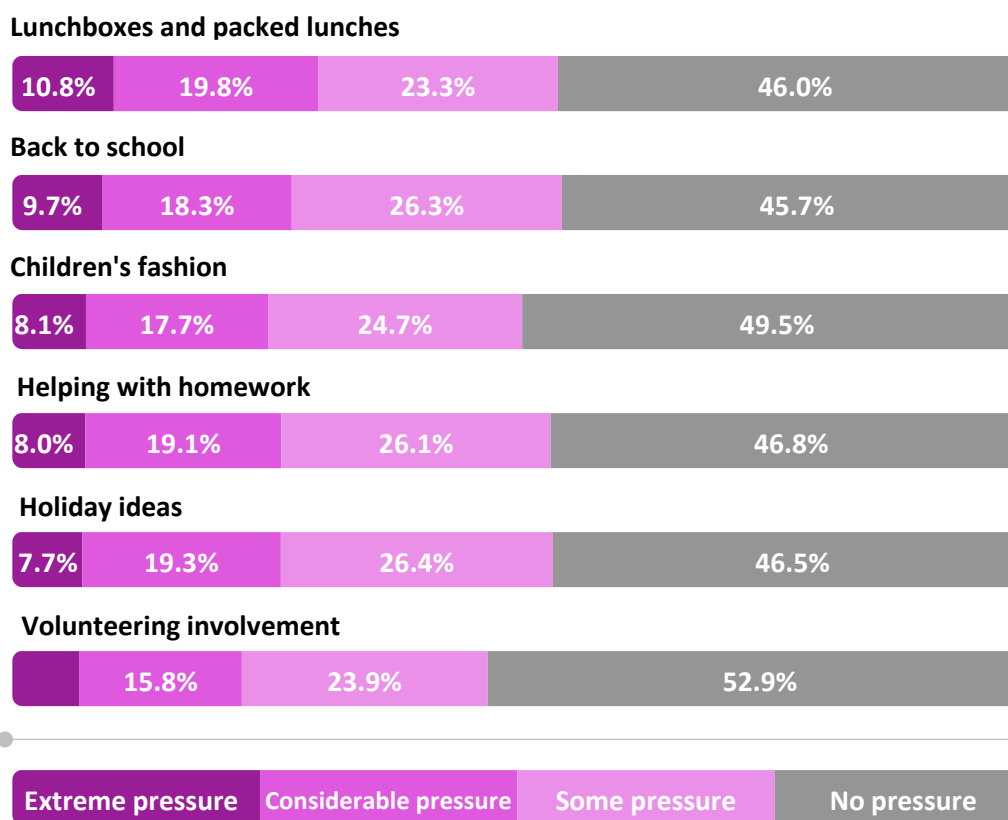What puts the most pressure on you as a parent from a technology perspective?
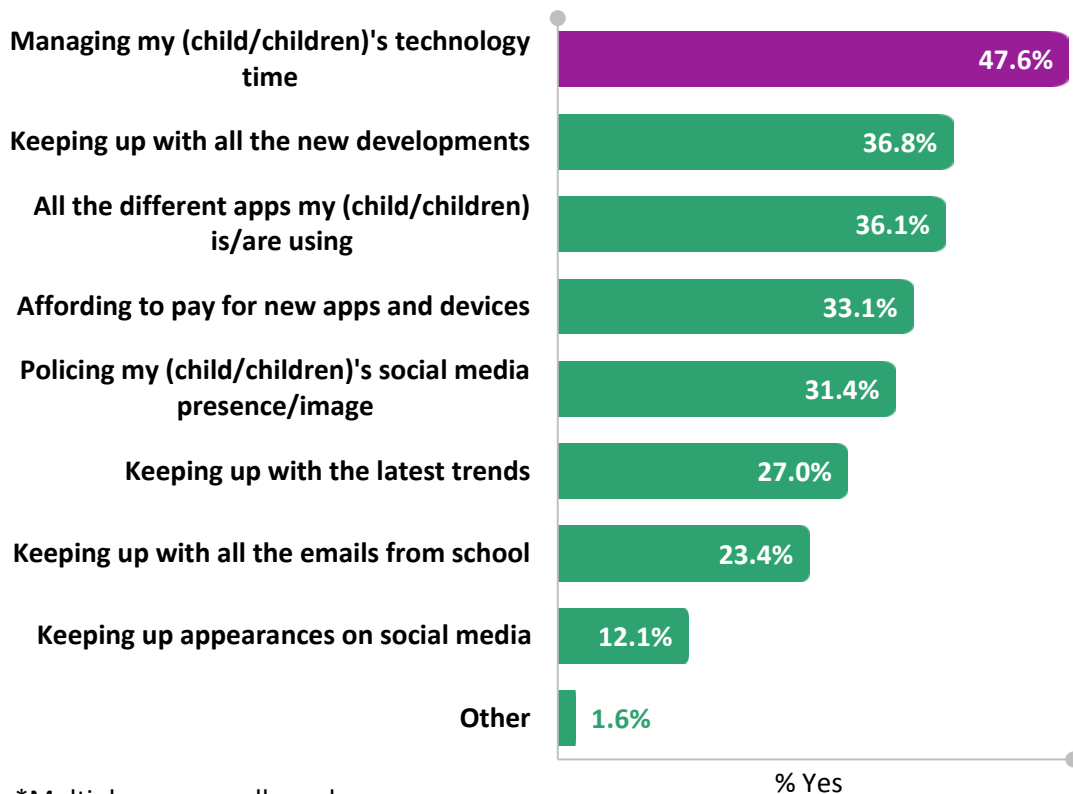
Category	% Yes
Managing my (child/children)'s technology time	47.6%
Keeping up with all the new developments	36.8%
All the different apps my (child/children) is/are using	36.1%
Affording to pay for new apps and devices	33.1%
Policing my (child/children)'s social media presence/image	31.4%
Keeping up with the latest trends	27.0%
Keeping up with all the emails from school	23.4%
Keeping up appearances on social media	12.1%
Other	1.6%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: What puts the most pressure on you as a parent from a technology perspective?

From a technology perspective, putting the most pressure on parents are managing their children's technology time (47.6%), keeping up with all the new developments (36.8%) and all the different apps their children are using (36.1%).

Do you find parenting pages on social media or social media 'influencers' who are parents add extra pressure on you when it comes to parenting in the following respects (e.g. trying to get everything right and 'Keep up with Joneses')?

Lunchboxes and packed lunches

10.8%	19.8%	23.3%	46.0%

Back to school

9.7%	18.3%	26.3%	45.7%

Children's fashion

8.1%	17.7%	24.7%	49.5%

Helping with homework

8.0%	19.1%	26.1%	46.8%

Holiday ideas

7.7%	19.3%	26.4%	46.5%

Volunteering involvement

	15.8%	23.9%	52.9%

Extreme pressure	Considerable pressure	Some pressure	No pressure

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you find parenting pages on social media or social media 'influencers' who are parents add extra pressure on you when it comes to parenting in the following respects (e.g. trying to get everything right and 'Keep up with Joneses')?
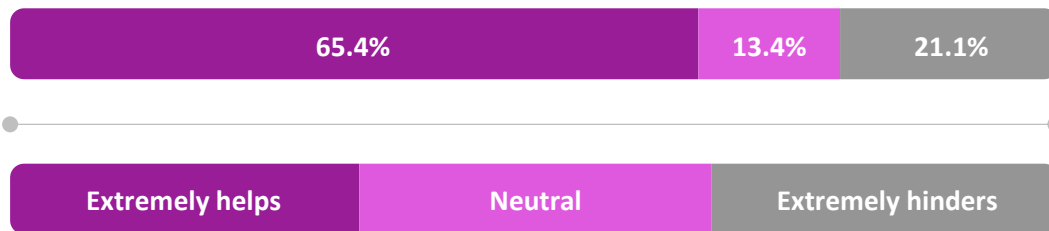
Parenting pages on social media and social media 'influencers' who are parents can also add extra pressure when it comes to parenting, particularly on topics on back to school (54.3%), lunchboxes and packed lunches (53.9%) and holiday ideas (53.4%).
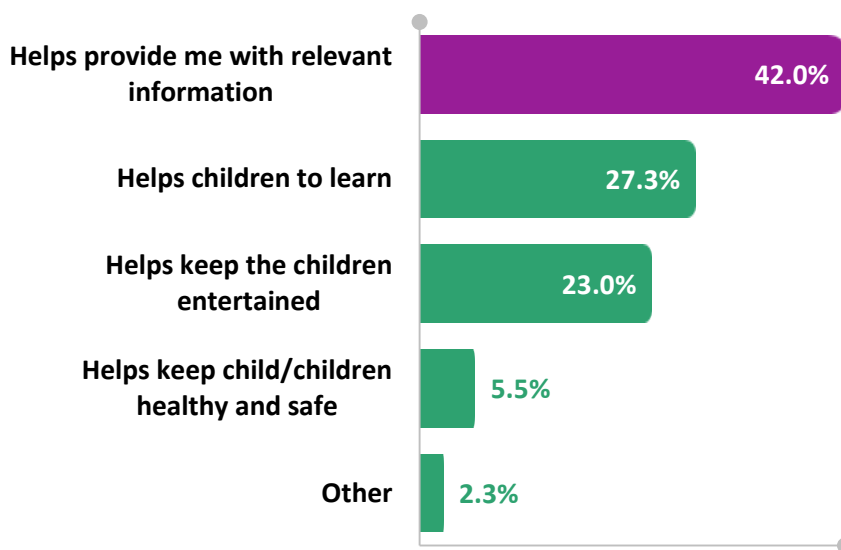
Do you feel that technology helps or hinders you more as a parent?

65.4%	13.4%	21.1%
Extremely helps	Neutral	Extremely hinders

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you feel that technology helps or hinders you more as a parent?

Overall however, close to two in three (65.4%) respondents feel that technology extremely helps them as a parent, while only one in five (21.1%) feel that it extremely hinders them as a parent.

How has technology helped you most as a parent?

Helps provide me with relevant information	42.0%
Helps children to learn	27.3%
Helps keep the children entertained	23.0%
Helps keep child/children healthy and safe	5.5%
Other	2.3%

Source: CoreData Parents and Tech Survey (February 2018)
Question: How has technology helped you most as a parent?

Technology has helped parents most in providing relevant information (42.0%), helping children to learn (27.3%) and keeping the children entertained (23.0%).

Does technology put a financial burden on your family?

9.1%	45.3%	45.7%
Yes, to a great extent	Yes, to some extent	No, not really
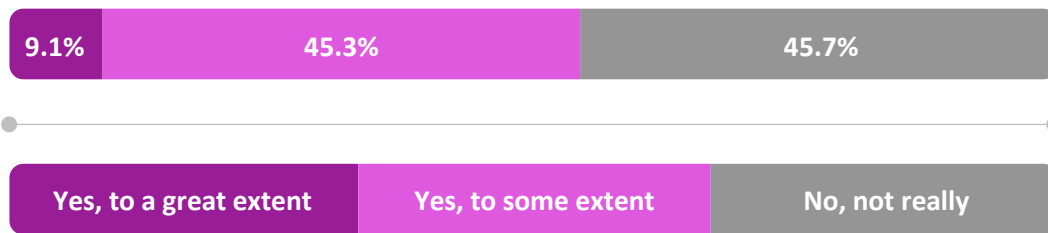
Source: CoreData Parents and Tech Survey (February 2018)
Question: Does technology put a financial burden on your family?

More than half (54.4%) of respondents say technology puts a financial burden on their family.

Do you feel technology is robbing you of time you could be spending with your child/children?

14.2%	52.6%	33.3%
Yes, to a great extent	Yes, to some extent	No, not really
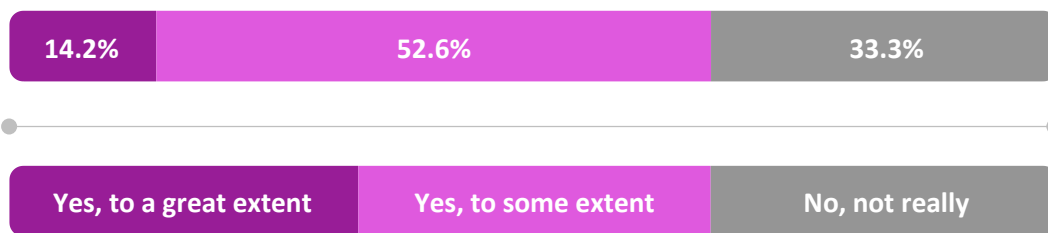
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you feel technology is robbing you of time you could be spending with your child/children?

Two in three (66.8%) parents feel technology is robbing them of time they could be spending with their children.

Do you think your parents had an easier time raising children given there wasn't such a reliance on technology?
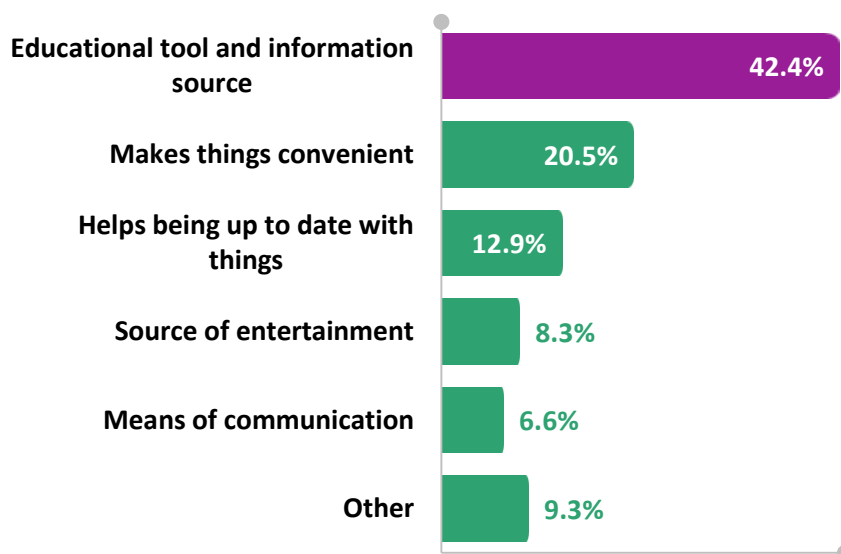
| 24.0% | 47.6% | 28.4% |

| Yes, to a great extent | Yes, to some extent | No, not really |
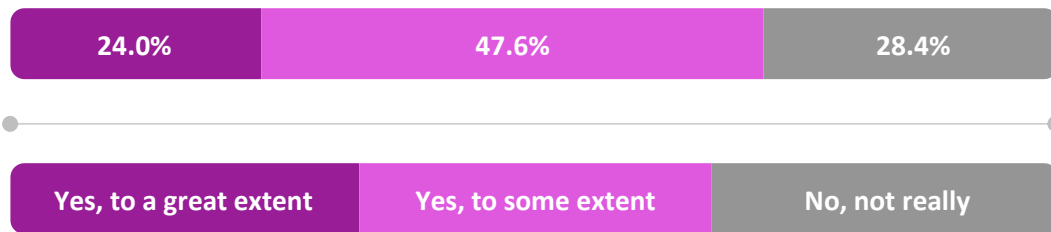
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you think your parents had an easier time raising children given there wasn't such a reliance on technology?

Interestingly, the large majority (71.6%) of respondents think their parents had an easier time raising children given there was not such a reliance on technology.

What do you like most about technology as a parent?

Category	Percentage
Educational tool and information source	42.4%
Makes things convenient	20.5%
Helps being up to date with things	12.9%
Source of entertainment	8.3%
Means of communication	6.6%
Other	9.3%

Source: CoreData Parents and Tech Survey (February 2018)
Question: What do you like most about technology as a parent?

"Keeping track of my child, keeping track of medical treatments, reminders and calendar events up to date, corresponding to emails for work and family issues, and learning new skills (i.e. cooking, recipes, photography, and general parenting advice) through social media support groups." (Mum, 42 years old, NSW)

"It can be helpful for information and fun and educational also it can be entertaining and give you 20 minutes peace to do something if you remember that you are in control of when things are turned on it won't take over or change things in a negative way." (Mum, 45 years old, Tas)

"I like technology as a parent because I am able to stay in touch with my family via calls, messages, and social media. I can remember important dates/events with calendar on my device. Transfer funds quickly online/pay bills without having to contact anyone." (Mum, 33 years old, WA)

"Positives include greater access to information and learning online, great for curious minds and answers questions straight away before my child's interest is lost. This needs to be carefully watched and discussed through because there is so much misinformation out there, but this can be a way of opening up the communication channels. I get a chance to pick up new information on things I didn't know too!" (Mum, 35 years old, Qld)

"I love technology in general. I find it to be helpful in many ways, would actually think everybody would be lost without it these days. Technology keeps you up to date with what's happening around the world in general, it's a learning tool. However in saying that, I value my family time with my family. There has to be a healthy balance between the two." (Mum, 46 years old, NSW)

"Technology is good, as long as it's only used in a good way. but everyone is sucked into it and mostly social media, that's when everything went downhill, I don't want bad things to happen but when something like a blackout happens and there's no technology, and all the kids go crazy because of it, I'll just laugh. They don't and won't know what to do." (Dad, 37 years old, Qld)
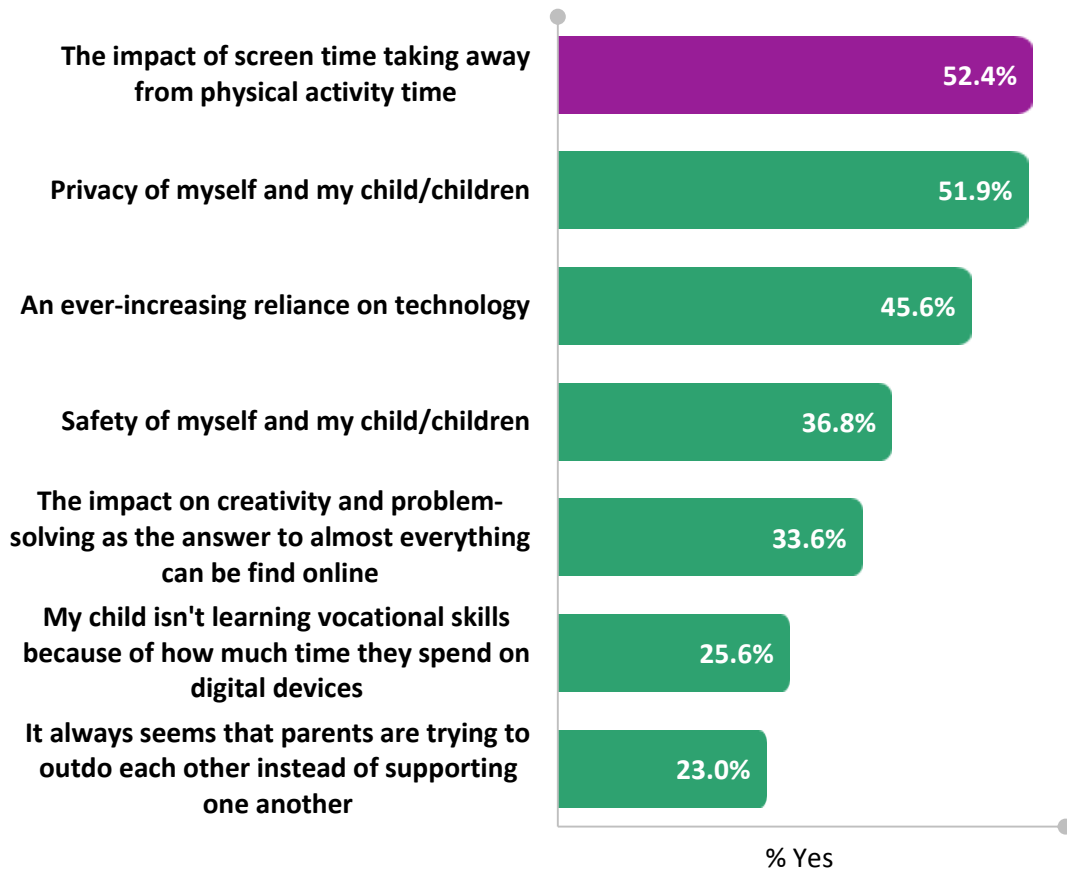
"My child uses assistive technology due to a learning difference (dyslexia). Accessibility functions allow him to access learning independently and innovative apps assist him in demonstrating his knowledge and understanding independently (e.g. speech to text and text to speech functions, audio books, worksheet scanning apps, etc.)." (Mum, 42 years old, Qld)

"It makes it so much easier to keep up with what's going on with my sons school/schooling because everything seems to be online nowadays like newsletters and notifications from teachers and the school faculty in general. Plus, Google can help answer so many of my parenting questions." (Mum, 35 years old, Qld)

"It's easy to find information to help with homework, reading, and to find and book family trips, events and adventures. My kids can keep in contact with family and friends and we can share pictures and videos so they can see what's happening with people they love." (Mum, 36 years old, Qld)

"I like that if a child asks a question and you're not 100% sure of the answer or you have no idea, the web is right there in front of you and you can look it up and give the children the answer, you can learn a lot from the internet." (Mum, 36 years old, WA)

What concerns you most about the role of technology in your life?

Concern	% Yes
The impact of screen time taking away from physical activity time	52.4%
Privacy of myself and my child/children	51.9%
An ever-increasing reliance on technology	45.6%
Safety of myself and my child/children	36.8%
The impact on creativity and problem-solving as the answer to almost everything can be find online	33.6%
My child isn't learning vocational skills because of how much time they spend on digital devices	25.6%
It always seems that parents are trying to outdo each other instead of supporting one another	23.0%

% Yes

*Multiple answers allowed

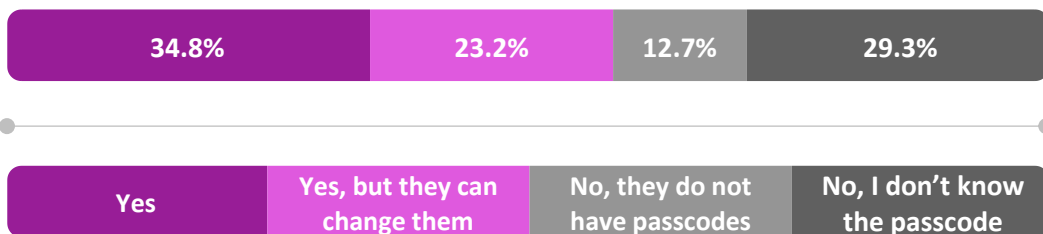*Source: CoreData Parents and Tech Survey (February 2018)*
Question: What concerns you most about the role of technology in your life?

Parents cite a number of concerns about the role of technology in their life, the most common of which are the impact of screen time taking away from physical activity time (52.4%), their privacy and their children's privacy (51.9%) and an ever-increasing reliance on technology (45.6%).

KIDS' SECRET LIVES

- Most parents would be able to access their children's devices by virtue of knowing the passcodes or the devices not having passcodes.
- Many parents are also connected with their children on social media and use it to keep track of what they are up to, although some suspect that their children only share their parent-friendly lives with them and share more personal information elsewhere.
- However, only a small minority currently have or would consider having 'fake' social media accounts to monitor their children without their knowledge.
- Furthermore, only a minority currently use or would consider using their children's social media account passwords or phone mirroring/tracking apps to monitor their social media activity, with the majority believing these are neither necessary nor appropriate.

Do you know the passcode your child/oldest child/youngest child uses to unlock these devices?

34.8%	23.2%	12.7%	29.3%
Yes	Yes, but they can change them	No, they do not have passcodes	No, I don't know the passcode

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you know the passcode your child uses to unlock these devices?

Most (58.0%) parents whose children own a smartphone and/or a smartwatch know the passcode their children use to unlock these devices, although close to one in four (23.2%) say their children can change the passcode. One in eight (12.7%) say these devices have no passcodes.
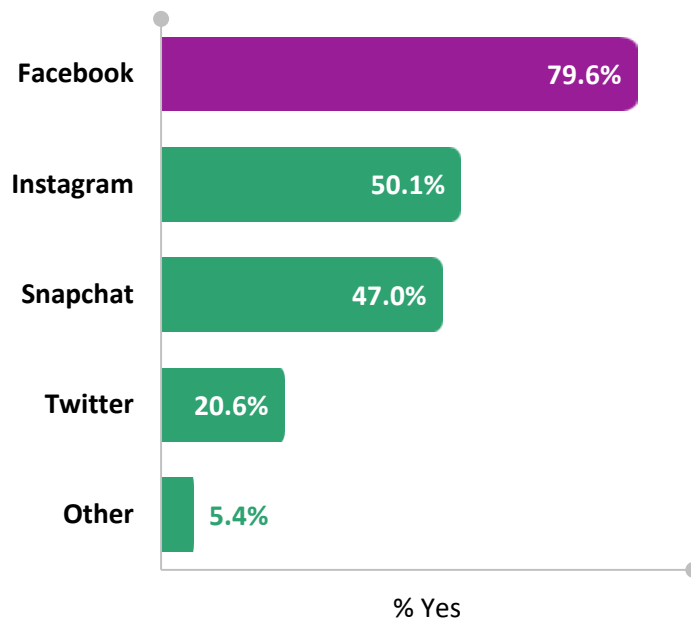
Does your child/oldest child/youngest child have their own social media account?

11.8%	28.3%	56.2%	3.8%
Yes, several	Yes, at least one	No	Not as far as I know

Source: CoreData Parents and Tech Survey (February 2018)
Question: Does your child have their own social media account?
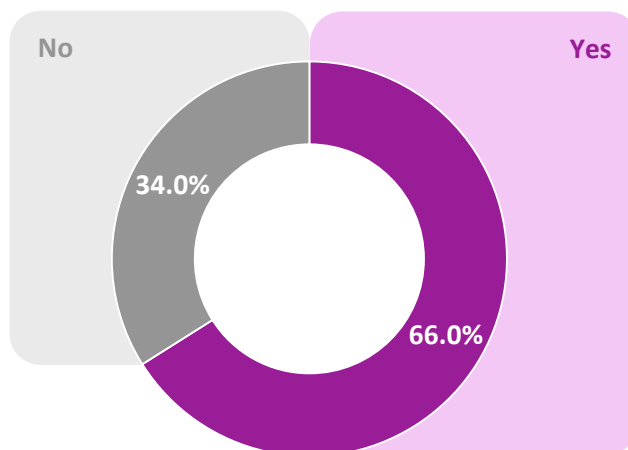
Which accounts do they have, as far as you know?

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
*Question: Which accounts do they have, as far as you know?*

Two in five (40.1%) parents say their children have at least one social media account of their own, with Facebook (79.6%), Instagram (50.1%) and Snapchat (47.0%) being the most common social media accounts that they have.

Are you connected with your child/children on any social media?

Source: CoreData Parents and Tech Survey (February 2018)
Question: Are you connected with your child/children on any social media?

Which accounts are you connected with them on/follow them on?
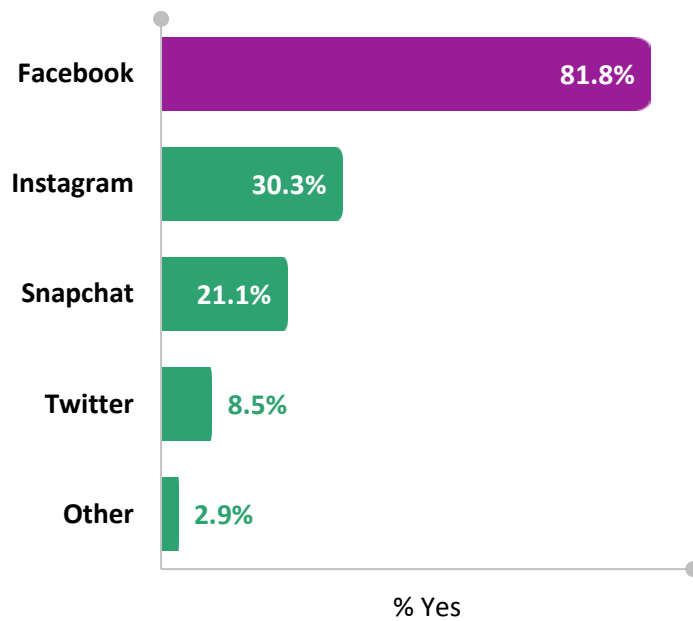
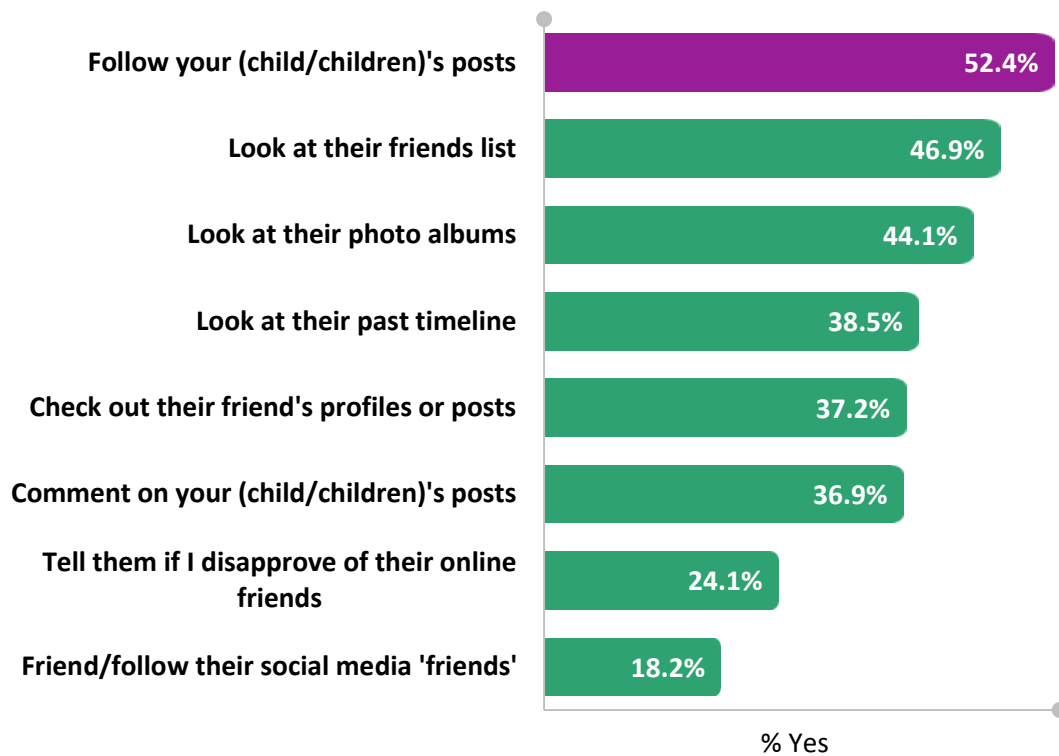|	
Facebook	81.8%
Instagram	30.3%
Snapchat	21.1%
Twitter	8.5%
Other	2.9%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: Which accounts are you connected with them on/follow them on?

Two in three (66.0%) parents whose children are on social media are connected with their children on social media, particularly on Facebook (81.8%).

Do you do any of the following?

Follow your (child/children)'s posts — 52.4%

Look at their friends list — 46.9%

Look at their photo albums — 44.1%

Look at their past timeline — 38.5%

Check out their friend's profiles or posts — 37.2%

Comment on your (child/children)'s posts — 36.9%

Tell them if I disapprove of their online friends — 24.1%

Friend/follow their social media 'friends' — 18.2%
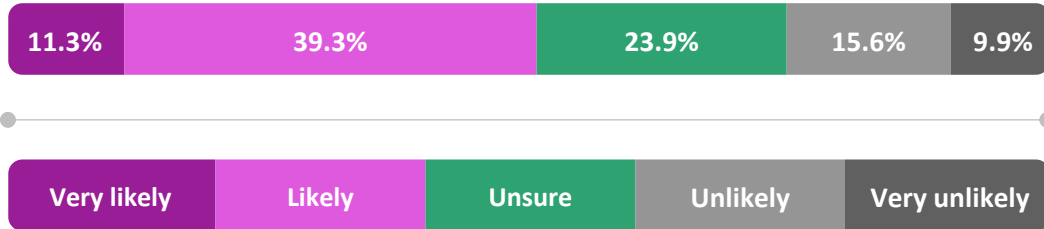
% Yes

*Top 8 answers
*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you do any of the following?

Among parents who are connected to their children on social media, more than half (52.4%) follow their children's posts, close to half (46.9%) look at their friends list and more than two in five (44.1%) look at their photo albums.

How likely do you think it may be that your child/children shares/share their parent-friendly lives with you on one place, like Facebook, but share more personal information on other platforms such as Instagram/Snapchat where you might not be connected?

| 11.3%	39.3%	23.9%	15.6%	9.9%
Very likely	Likely	Unsure	Unlikely	Very unlikely

Source: CoreData Parents and Tech Survey (February 2018)
Question: How likely do you think it may be that your child/children shares/share their parent-friendly lives with you on one place, like Facebook, but share more personal information on other platforms such as Instagram / Snapchat where you might not be connected?

Among parents who are connected to their children on social media, half (50.6%) say it is likely or very likely that their children share parent-friendly lives on accounts where they are connected, but share more personal information on accounts where they might not be.

Around one in four (25.5%) dismiss this as unlikely or very unlikely, while a similar proportion (23.9%) are not sure.

Do you use social media to help keep track of what's going on in your child/children's life/lives?

12.8%	46.5%	40.7%
Yes to great extent	Yes, to some extent	No, not really
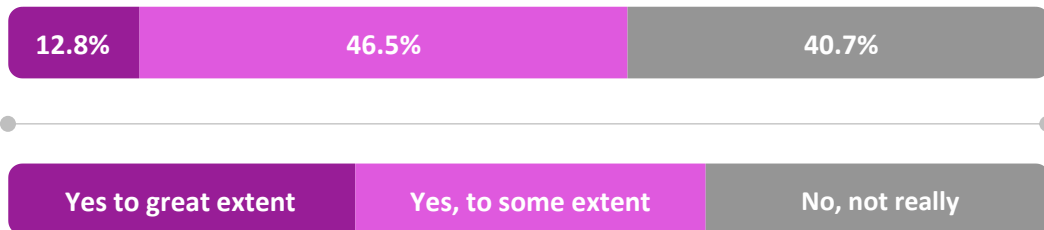
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you use social media to help keep track of what's going on in your child/children's life/lives?

Close to three in five (59.3%) parents who are connected to their children on social media use it to keep track of what's going on in their children's lives.

Do you currently or would you ever consider creating a "fake" social media account to monitor your child/children without them knowing it was you?

No

Yes

17.3%

82.7%
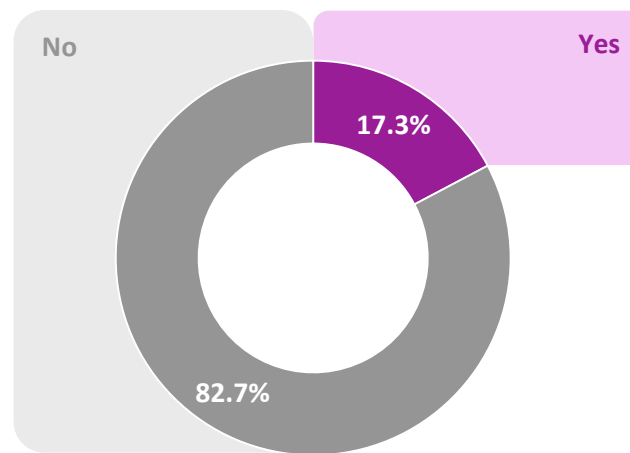
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you currently or would you ever consider creating a "fake" social media account to monitor your child/children without them knowing it was you?

Only a small minority (17.3%) of parents currently have or would consider creating a 'fake' social media account to monitor their children without their knowledge.
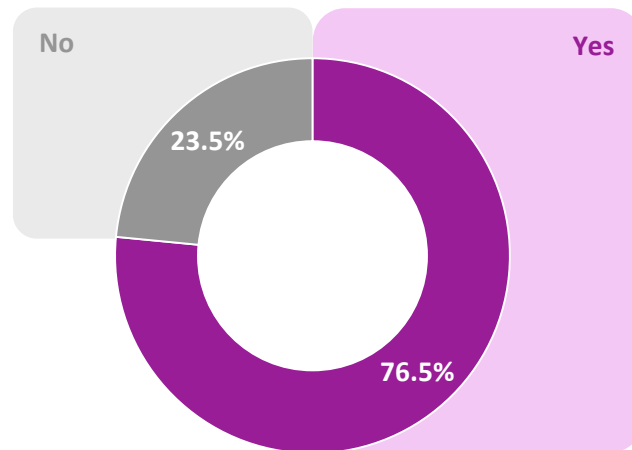
Have you ever used your child/children's social media account password to check on their activity?

| 20.0% | 18.4% | 35.9% | 25.7% |

| Yes | No, but would consider it | No, don't feel it's necessary | No, don't feel it's appropriate |

Source: CoreData Parents and Tech Survey (February 2018)
Question: Have you ever used your child/children's social media account password to check on their activity?

Does your child/Do your children know this?

No
23.5%

Yes
76.5%
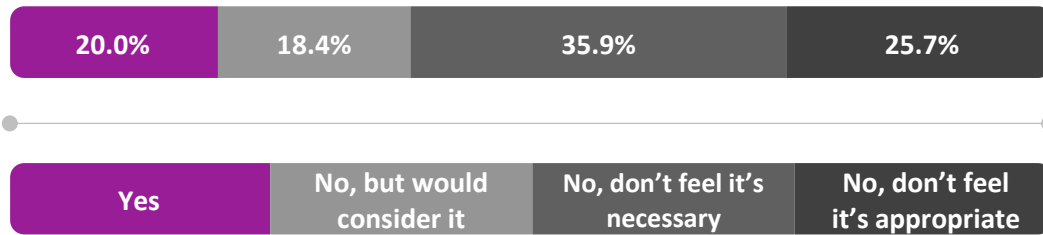
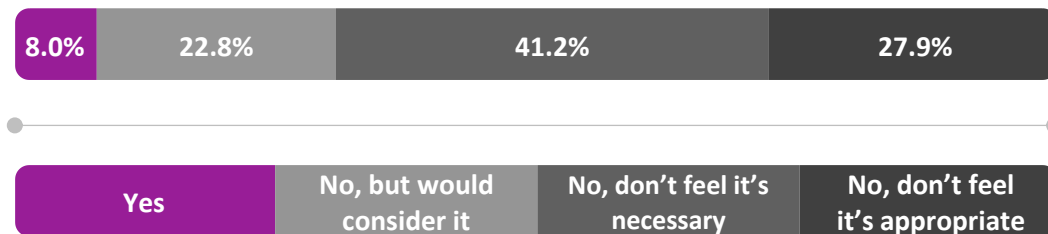*Source: CoreData Parents and Tech Survey (February 2018)*
Question: Does/do your child/children know this?

Among parents whose children are on social media, only one in five (20.0%) have used their children's social media account password to check on their activity. A similar proportion (18.4%) have not done so but would consider it.

However, the majority (61.6%) believe this is neither necessary nor appropriate.

Among parents who have used their children's social media account password to check on their activity, the large majority (76.5%) say their children know this.
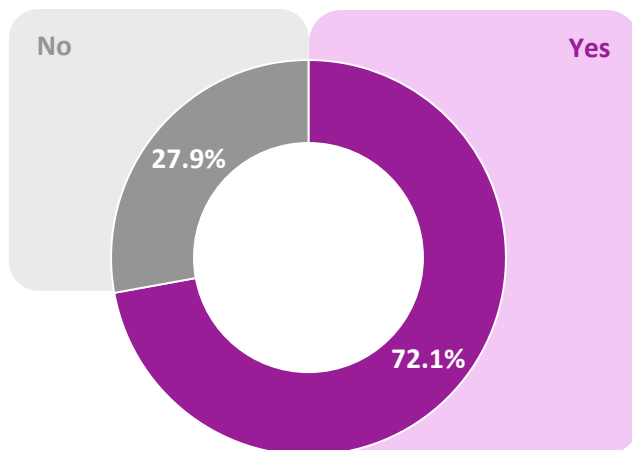
Have you ever used phone mirroring or other tracking apps to monitor your child/children's online activity?

8.0%	22.8%	41.2%	27.9%

Yes	No, but would consider it	No, don't feel it's necessary	No, don't feel it's appropriate

Source: CoreData Parents and Tech Survey (February 2018)
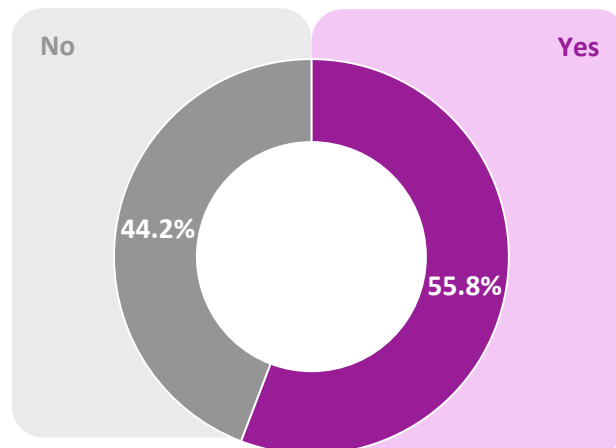*Question: Have you ever used your child/children's social media account password to check on their activity?*

Does your child/Do your children know this?

Source: CoreData Parents and Tech Survey (February 2018)
Question: Does/do your child/children know this?

Would you let your child/children know this?

Source: CoreData Parents and Tech Survey (February 2018)
Question: Would you let your child/children know this?

Among parents whose children have a phone, only a very small minority (8.0%) have used phone mirroring or other tracking apps to monitor their children's online activity. Close to one in four (22.8%) have not done so but would consider it.

However, the majority (69.2%) believe this is neither necessary nor appropriate.

Among parents who have used phone mirroring or other tracking apps to monitor their children's online activity, the large majority (72.1%) say their children know this.

Among parents who would consider using phone mirroring or other tracking apps to monitor their children's online activity, more than half (55.8%) would let their children know about this.

ONLINE PICTURE POSTING

- The majority of parents believe that children's privacy could be at risk by sharing their images online and that they should not be posting pictures of their children without their permission.
- While the majority of parents post pictures of their children online, they take considerable care not to post pictures of anyone else's children pictures online unless they have permission.
- Some even ask friends/family members not to post images of their children online, who say these requests are typically respected.
- Despite all these however, the large majority also believe that there is too much political correctness and fear around posting ordinary pictures of children online.

Do you do any of the following?

Take considerable care not post anyone else children pictures online unless I have permission

63.7%	36.3%

Post pictures of my child/children (under 18 years) online

61.9%	38.1%

Post pictures of my friends or family's children (under 18 years) online

36.2%	63.8%

Post a picture of your own child/children even if other people's children can also be seen

33.7%	66.3%

Ask friends/family members not to post images of your child/children online

30.2%	69.8%

Yes	No

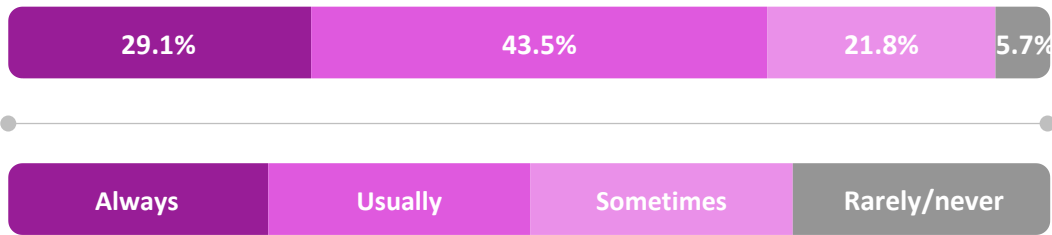*Source: CoreData Parents and Tech Survey (February 2018)*
Question: Do you do any of the following?

The majority (61.9%) of respondents post pictures of their children online but a similar proportion (63.7%) take considerable care not to post pictures of anyone else's children pictures online unless they have permission. Three in 10 (30.2%) ask friends/family members not to post images of their children online.

Do you feel your requests to others not to post your child/children's pictures online are respected?

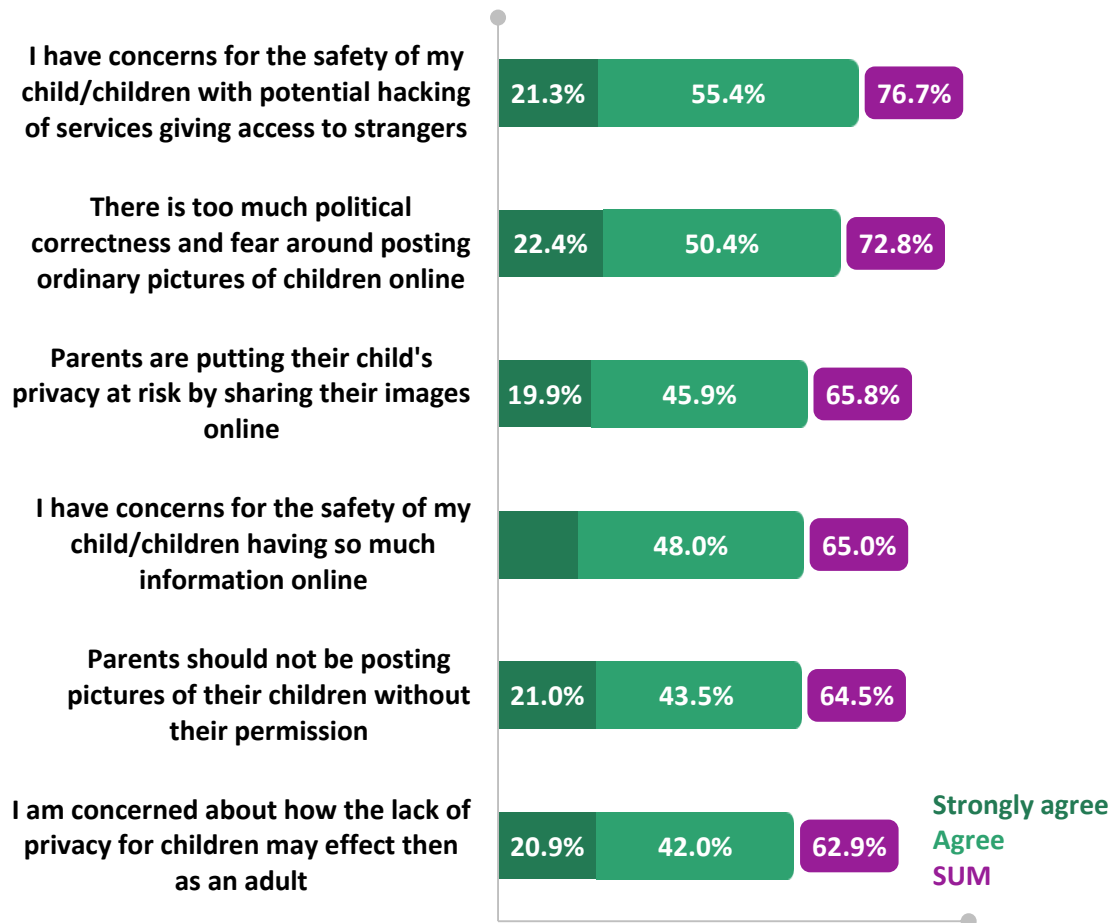| Always	Usually	Sometimes	Rarely/never
29.1%	43.5%	21.8%	5.7%

Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you feel your requests to others not to post your child/children's pictures online are respected?

Among those who ask friends/family members not to post images of their children online, the large majority (72.6%) say their requests are always or usually respected.

How much do you agree with the following statements about posting pictures of children online?

Statement	Strongly agree	Agree	SUM
I have concerns for the safety of my child/children with potential hacking of services giving access to strangers	21.3%	55.4%	76.7%
There is too much political correctness and fear around posting ordinary pictures of children online	22.4%	50.4%	72.8%
Parents are putting their child's privacy at risk by sharing their images online	19.9%	45.9%	65.8%
I have concerns for the safety of my child/children having so much information online		48.0%	65.0%
Parents should not be posting pictures of their children without their permission	21.0%	43.5%	64.5%
I am concerned about how the lack of privacy for children may effect then as an adult	20.9%	42.0%	62.9%

Source: CoreData Parents and Tech Survey (February 2018)
Question: How much do you agree with the following statements about posting pictures of children online?

The large majority (76.7%) of respondents have concerns for the safety of their children with potential hacking of services giving access to strangers. Similarly, the majority believe that parents are putting their children's privacy at risk by sharing their images online or that parents should not be posting pictures of their children without their permission (65.8% and 64.5% respectively).
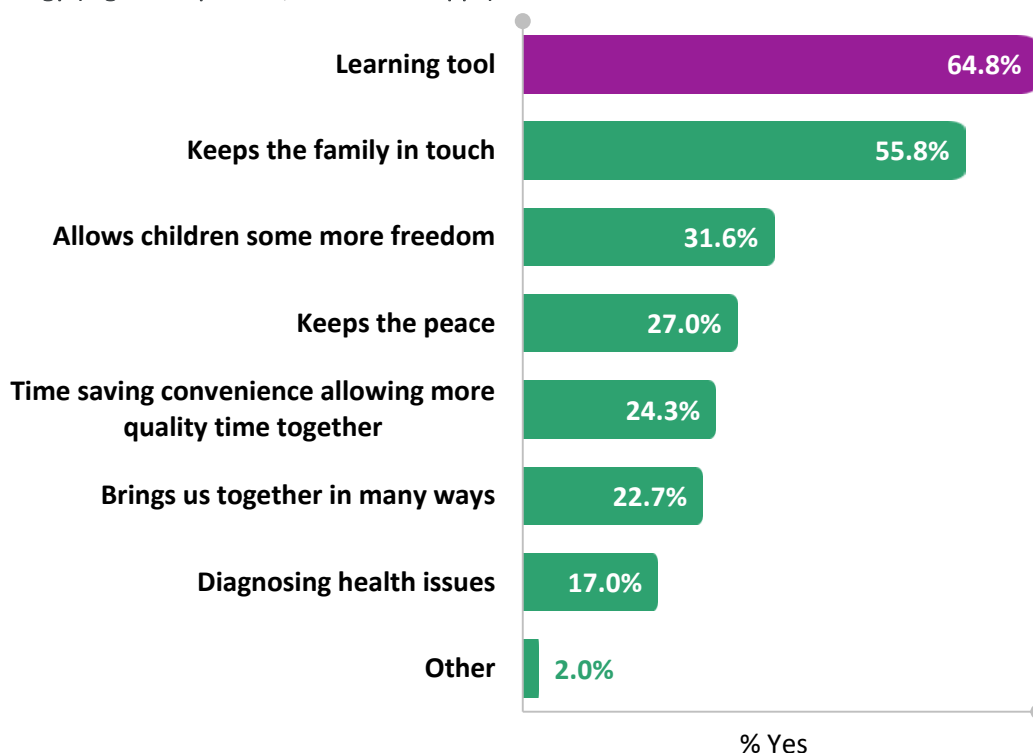
Furthermore, a similar proportion (65.0%) hold concerns for the safety of their children having so much information online.

Despite all these however, the large majority (72.8%) also believe that there is too much political correctness and fear around posting ordinary pictures of children online.

TECH AND WELLBEING

- The large majority of parents whose children have a phone and/or a tablet say they tell their children to get off their phone and/or tablet once a week or more frequently.
- They also believe that children are being brought up to be too tech-focused and that people have become too obsessed with the apps that are supposed to simplify our lives, becoming worried about their sleep habits or their fitness.
- The majority also think people are becoming fatigued with the constant use of technology these days, with some claiming to have tried a 'no phones in the bedroom' rule.
- Unfortunately, while this rule can bring better sleep, many admit that fear of missing out means that is hard to stick to the rule.
- Nonetheless, using some of the latest technology does offer a range of benefits for children and the family, with the most common being its use as a learning tool, keeping the family in touch and allowing children some more freedom.
- Respondents spend an average of 23 minutes on their phone in bed before they go to sleep and 10 minutes on their phone in bed after waking up. Australia-wide, these translate to approximately 878,935,744 hours spent on the phone before sleeping and 401,606,839 hours after waking up annually.

What are the greatest benefits you are seeing for your family in using some of the latest technology (e.g. smartphones, tablets and apps)?

| Benefit	% Yes
Learning tool	64.8%
Keeps the family in touch	55.8%
Allows children some more freedom	31.6%
Keeps the peace	27.0%
Time saving convenience allowing more quality time together	24.3%
Brings us together in many ways	22.7%
Diagnosing health issues	17.0%
Other	2.0%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: What are the greatest benefits you are seeing for your family in using some of the latest technology (e.g. smartphones, tablets and apps)?

Using some of the latest technology offers a range of benefits for the family, with the most common being its use as a learning tool (64.8%), keeping the family in touch (55.8%) and allowing children some more freedom (31.6%). One in six (17.0%) use technology to diagnose health issues.

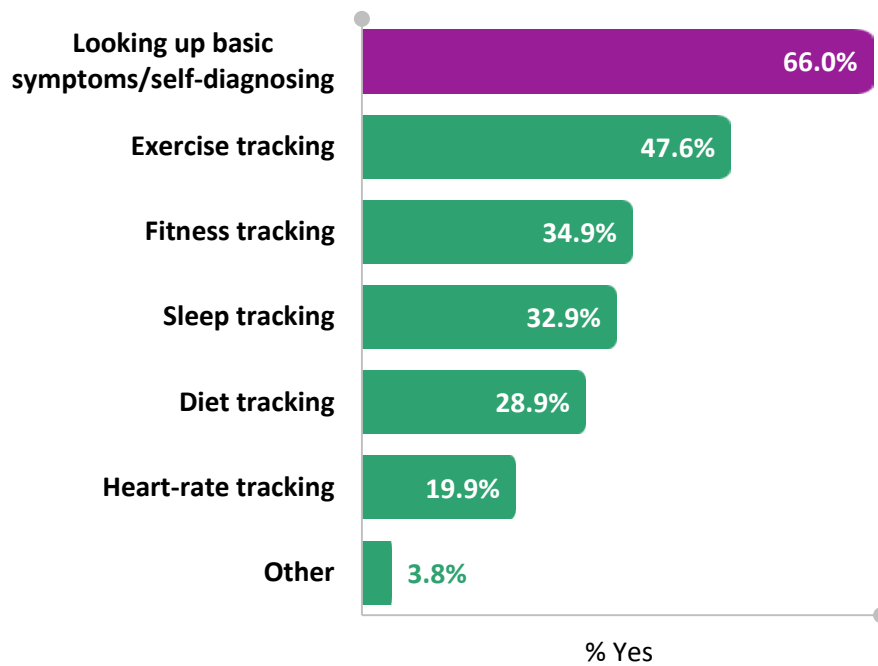What specific ways do you use this technology for learning?
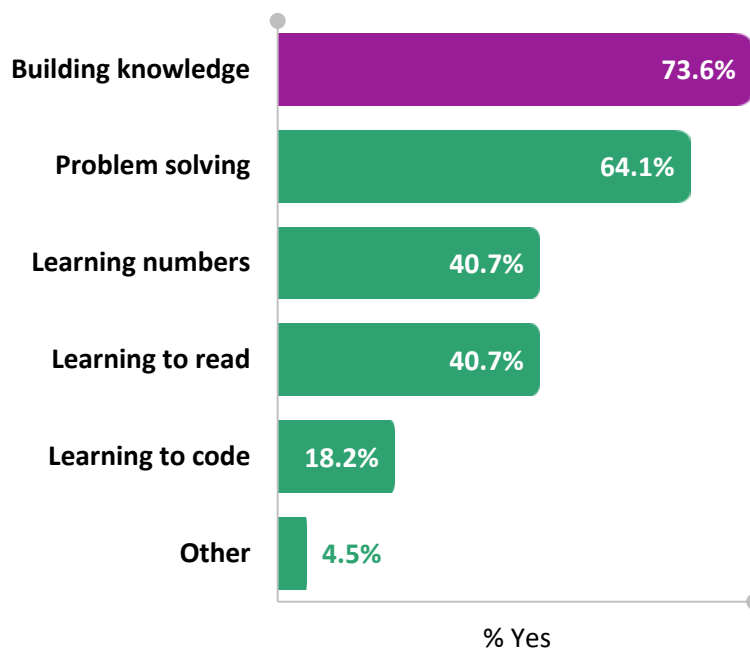
Category	% Yes
Building knowledge	73.6%
Problem solving	64.1%
Learning numbers	40.7%
Learning to read	40.7%
Learning to code	18.2%
Other	4.5%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: What specific ways do you use this technology for learning?

Those who use technology as a learning tool most commonly cite building knowledge (73.6%), problem solving (64.1%), as well as learning numbers and learning to read (both 40.7%) as its specific uses.

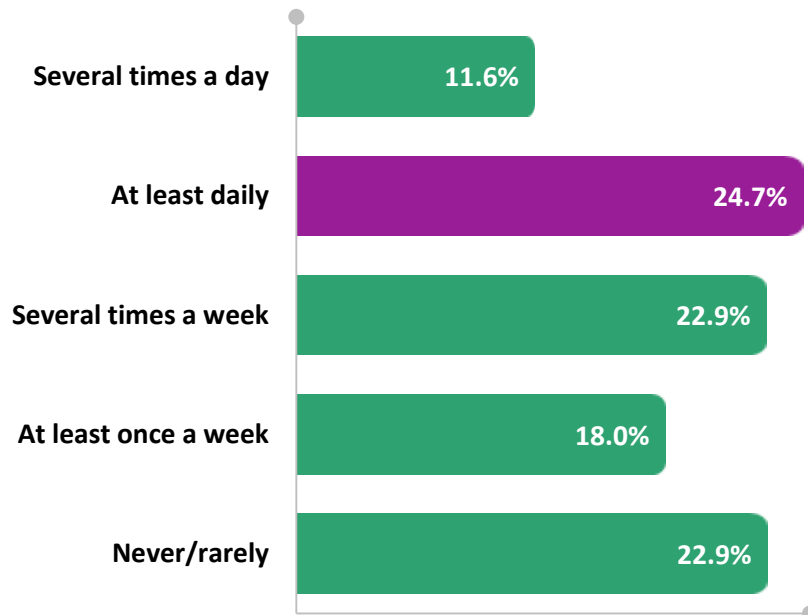What specific ways do you use this technology for diagnosing health issues?

Looking up basic symptoms/self-diagnosing	66.0%
Exercise tracking	47.6%
Fitness tracking	34.9%
Sleep tracking	32.9%
Diet tracking	28.9%
Heart-rate tracking	19.9%
Other	3.8%

% Yes

*Multiple answers allowed

Source: CoreData Parents and Tech Survey (February 2018)
Question: What specific ways do you use this technology for diagnosing health issues?

Those who use technology to diagnose health issues most commonly use it to look up basic symptoms/self-diagnose (66.0%) and track exercises (47.6%).

In a typical week how often do you have to tell your child/children to get off their phones/tablets?
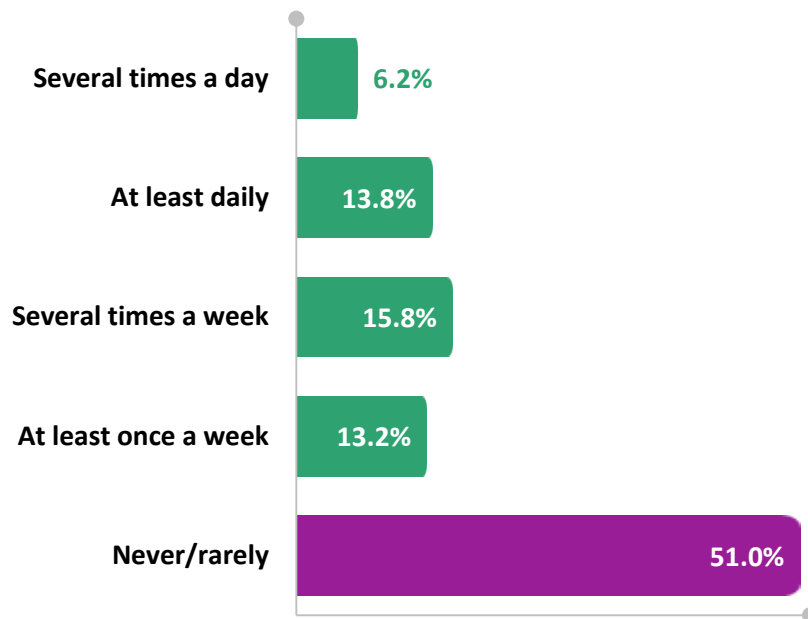

Category	Percentage
Several times a day	11.6%
At least daily	24.7%
Several times a week	22.9%
At least once a week	18.0%
Never/rarely	22.9%

Source: CoreData Parents and Tech Survey (February 2018)
Question: In a typical week how often do you have to tell your child/children to get off their phones/tablets?

The large majority (77.2%) of parents whose children have a phone and/or a tablet say they tell their children to get off their phone and/or tablet once a week or more frequently.

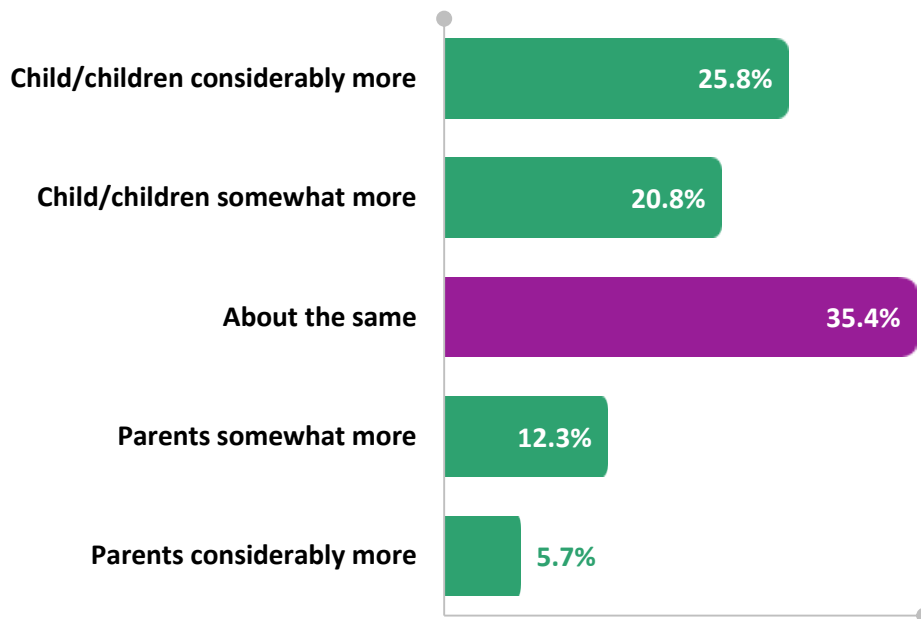In a typical week how often do your child/children tell you or your partner to get off the phone/tablets?

Several times a day	6.2%
At least daily	13.8%
Several times a week	15.8%
At least once a week	13.2%
Never/rarely	51.0%

Source: CoreData Parents and Tech Survey (February 2018)
Question: In a typical week how often do your (child/children) tell you or your partner to get off the phone/tablets?

Interestingly, close to half (49.0%) of parents say their children tell them to get off their phone and/or tablet once a week or more frequently.

Comparing your household's mobile phone habits– who tends to be on the phone the most these days?

Child/children considerably more — 25.8%
Child/children somewhat more — 20.8%
About the same — 35.4%
Parents somewhat more — 12.3%
Parents considerably more — 5.7%

Source: CoreData Parents and Tech Survey (February 2018)
Question: Comparing your household's mobile phone habits, who tends to be on the phone the most these days?

In households where children have a smartphone, close to half (46.6%) of parents claim that it is the children who tend to spend more time on the phone these days, while less than one in five (18.0%) admit that it is themselves or their partner.

How many mobile phones do you have?

One — 81.2%
Two — 13.3%
More than two — 5.5%
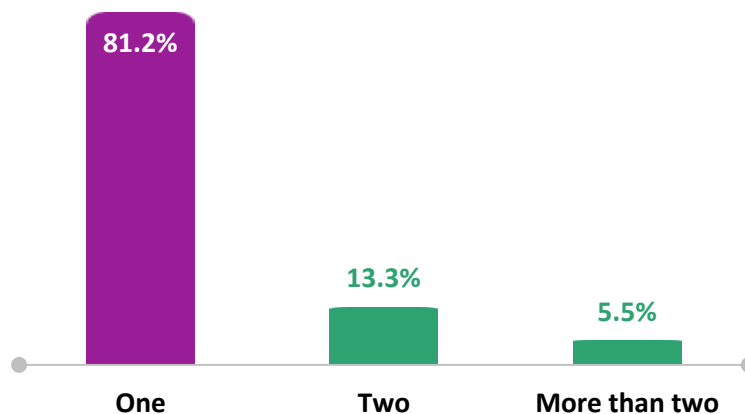
Source: CoreData Parents and Tech Survey (February 2018)
Question: How many mobile phones do you have?

The vast majority (81.2%) of respondents have one mobile phone, while close to one in five (18.8%) have two or more.

Do you have a phone which you use for personal use as well as work (i.e. receive work emails or make/receive work calls)?
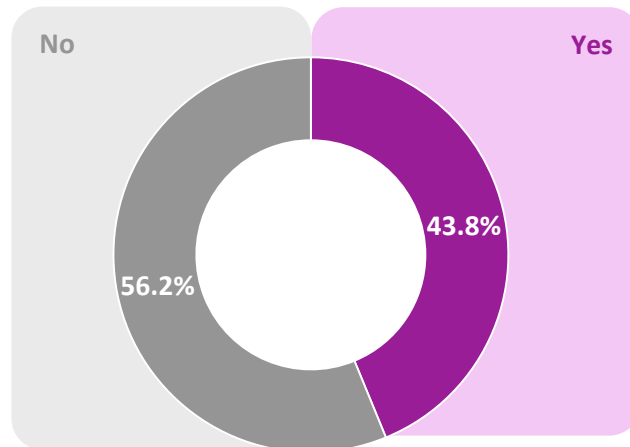
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you have a phone which you use for personal use as well as work (i.e. receive work emails or make/receive work calls)?

More than two in five (43.8%) respondents have a phone which they use for personal use as well as work.

Do you think this affects your wellbeing or relaxation time when not physically in your place of work?
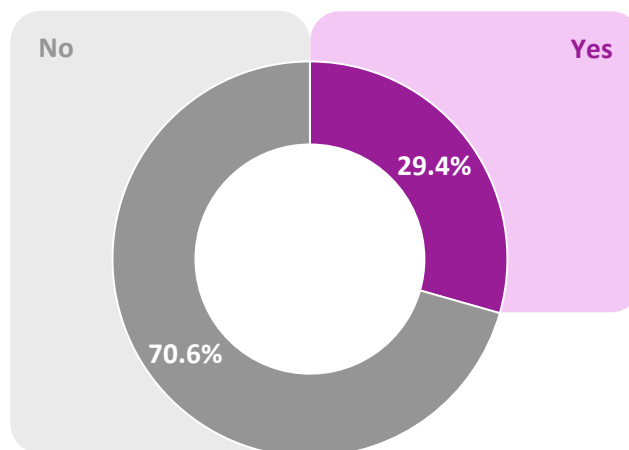
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you think this affects your wellbeing or relaxation time when not physically in your place of work?

Less than three in 10 (29.4%) respondents believe having a dual-purpose phone affects their wellbeing or relaxation time when not physically in their place of work.

How much do you agree with the following statements about using technology these days?
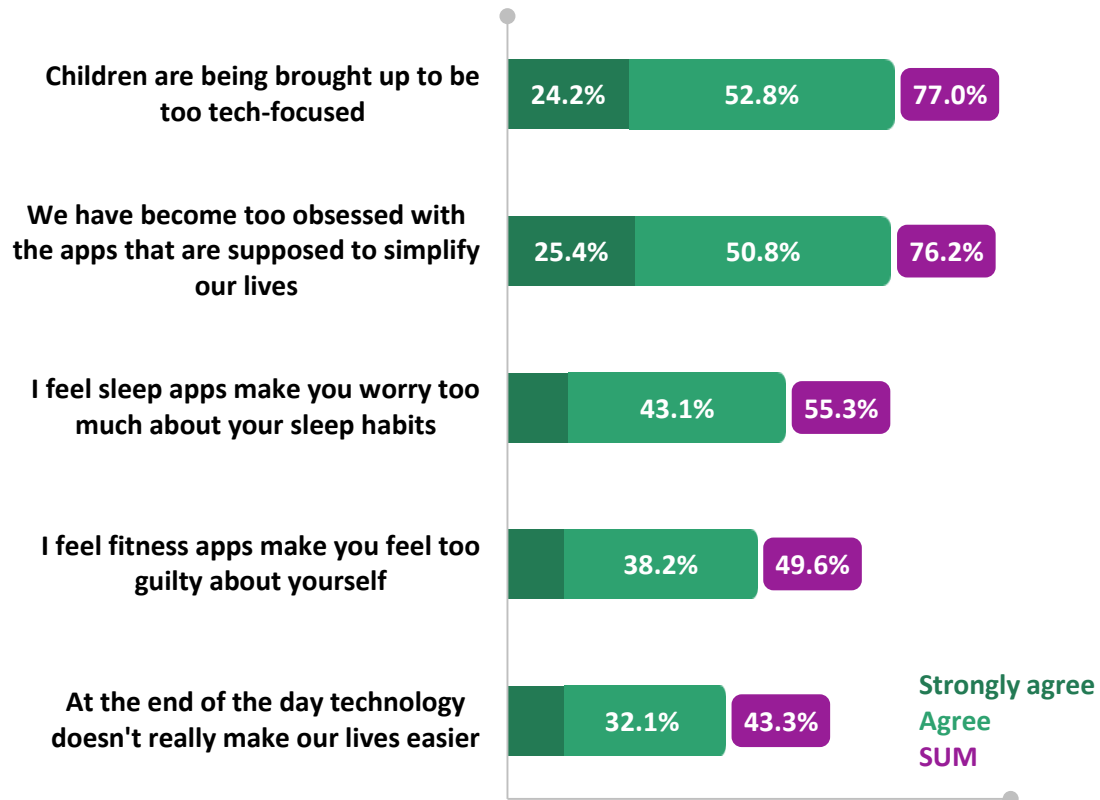
Children are being brought up to be too tech-focused — 24.2% | 52.8% | **77.0%**

We have become too obsessed with the apps that are supposed to simplify our lives — 25.4% | 50.8% | **76.2%**

I feel sleep apps make you worry too much about your sleep habits — 43.1% | **55.3%**

I feel fitness apps make you feel too guilty about yourself — 38.2% | **49.6%**

At the end of the day technology doesn't really make our lives easier — 32.1% | **43.3%**

Strongly agree
Agree
SUM

Source: CoreData Parents and Tech Survey (February 2018)
Question: How much do you agree with the following statements about using technology these days?

The large majority of respondents believe that children are being brought up to be too tech-focused or that we have become too obsessed with the apps that are supposed to simplify our lives (77.0% and 76.2% respectively).

More than half (55.3%) feel sleep apps make them worry too much about their sleep habits, while close to half (49.6%) feel fitness apps make them feel too guilty about themselves.

Do you feel that technology such as smartphones, apps and social media are affecting your sleep at all?

9.4%	38.6%	52.0%
Yes, to a great extent	Yes, to some extent	No, not really
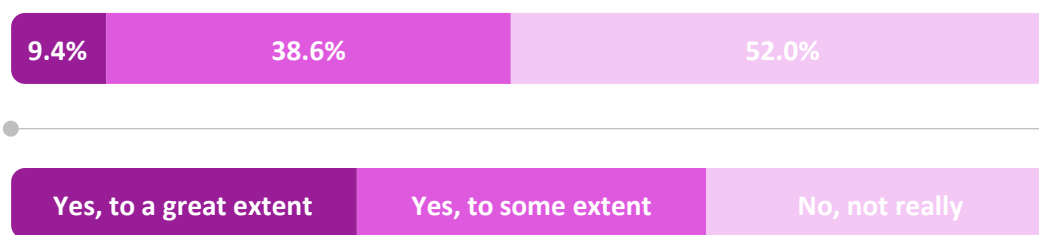
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you feel that technology such as smartphones, apps and social media are affecting your sleep at all?

Close to half (48.0%) of respondents feel that technology is affecting their sleep.

How many minutes do you typically spend on your phone in bed before you go to sleep?

How many minutes do you typically spend on your phone in bed after waking up?

23 minutes

Source: CoreData Parents and Tech Survey (February 2018)
Question: How many minutes do you typically spend on your phone in bed before you go to sleep?

10 minutes

Source: CoreData Parents and Tech Survey (February 2018)
Question: How many minutes do you typically spend on your phone in bed after waking up?

Respondents spend an average of 23 minutes on their phone in bed before they go to sleep and 10 minutes on their phone in bed after waking up. Australia-wide, these translate to approximately 878,935,744 hours spent on the phone before sleeping and 401,606,839 hours after waking up annually.

Do you typically go for your phone as soon as you wake up (not including just turning off alarm or checking time)?

18.3%	23.4%	27.5%	30.7%
Always	Often	Sometimes	Rarely/never
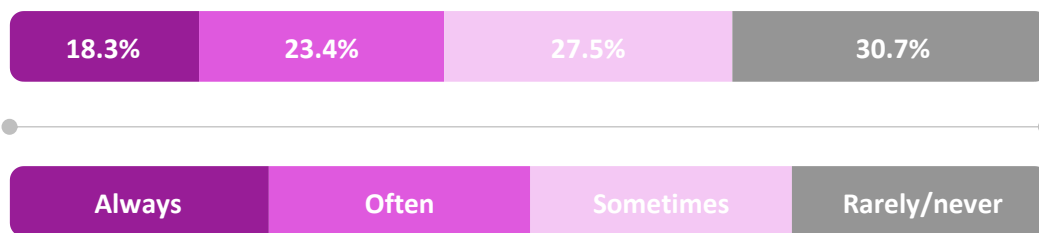
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you typically go for your phone as soon as you wake up (not including just turning off alarm or checking time)?

Excluding just turning off the alarm or checking the time, the majority (69.2%) of respondents typically go for the phone as soon as they wake up.

Do you ever set your alarms earlier to get more time in the morning to go through emails, news apps, Instagram, Facebook, Twitter, etc.?

9.0%	15.6%	71.4%
Always	Often	Sometimes	Rarely/never
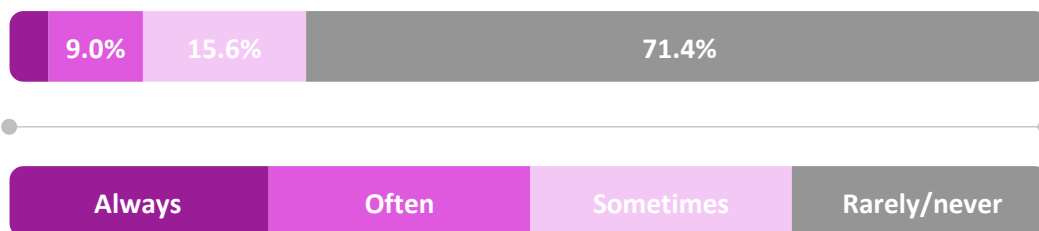
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you ever set your alarms earlier to get more time in the morning to go through emails, news apps, Instagram, Facebook, Twitter, etc.?

Close to three in 10 (28.6%) set alarms earlier to get more time in the morning to go through emails, news apps and social media.
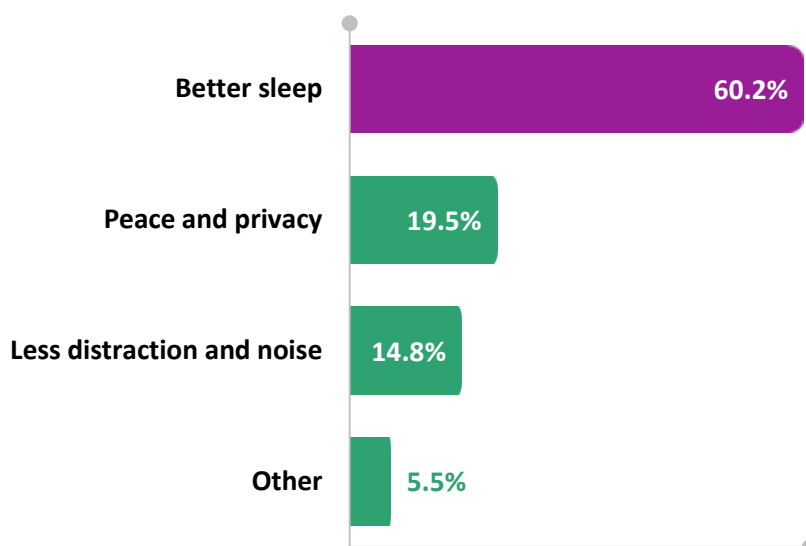
Have you ever tried to have a "no phones in the bedroom" rule?

13.1%	9.4%	21.3%	56.2%
Yes, have one now	Yes, but couldn't stick to it	No, but would like try it	No

While close to one in four (22.5%) respondents have tried a 'no phones in the bedroom' rule, only 13.1% are able to stick to it. One in five (21.3%) have never tried it but would like to.

What are the greatest benefits of keeping this rule?

Better sleep	60.2%
Peace and privacy	19.5%
Less distraction and noise	14.8%
Other	5.5%

By far the greatest benefit of keeping the 'no phones in the bedroom' rule is better sleep (60.2%).

"Reading actual books instead of looking at device. Switching off earlier for a better sleep. Waking up fresher. Not woken in night by messages. Limit EMFs while sleeping. Modelling healthy habits for kids. Talk more to partner." (Mum, 44 years old, Vic)

"Child gets out of bed on time, ready for school on time and generally not as tired as before." (Mum, 42 years old, NSW)

"Sleep better, feel happier, go to sleep earlier, feel more motivated in the mornings with no technology before midday unless absolutely necessary." (Mum, 45 years old, Tas)

"It allows my daughter to sleep & rest well & not be tempted to engage with her phone. It helps her to get ready for sleep & shut the world out for the night." (Mum, 51 years old, NSW)

"No temptation to stay awake/wake up earlier for fear of missing out. Less disturbance to sleep. Better wellness/peace of mind." (Mum, 48 years old, NSW)

"It ensures people are not disturbed by the outside world when they are trying to rest - adults and kids alike." (Mum, 47 years old, ACT)

"It's not really a rule, I don't really think to have a phone in the bedroom and the children don't have phones anyway. My husband has his phone though." (Mum, 36 years old, SA)

"When the alarm goes off you have to get out of bed and switch it off then put the kettle on." (Mum, 46 years old, Qld)

"Allows brain to switch off before sleeping, can't be disturbed by calls or messages while asleep." (Mum, 49 years old, WA)

"You know that your children are not on their phones and are getting a good night's sleep!" (Mum, 43 years old, ACT)

"It's not healthy to be on your phone before going to bed because it affects the quality of sleep." (Mum, 43 years old, Qld)

"No interruptions to sleep. The phone is on but in the living room, so I can hear it if an urgent call comes in." (Mum, 49 years old, Vic)

"No distractions like email alerts etc. If it is not there you are not tempted to pick it up." (Dad, 54 years old, NSW)

"It leaves the bedroom to be an actual place of relaxation, rather than an extension of the things we do beforehand." (Dad, 33 years old, Qld)

What was the hardest part of sticking to this rule?

Response	Percentage
Fear of missing out	31.9%
We use our phones as clocks/alarm clocks	26.4%
Got used to having it within reach	13.9%
Having to argue about it	11.1%
This is my form of entertainment and relaxation	6.9%
Other	9.7%
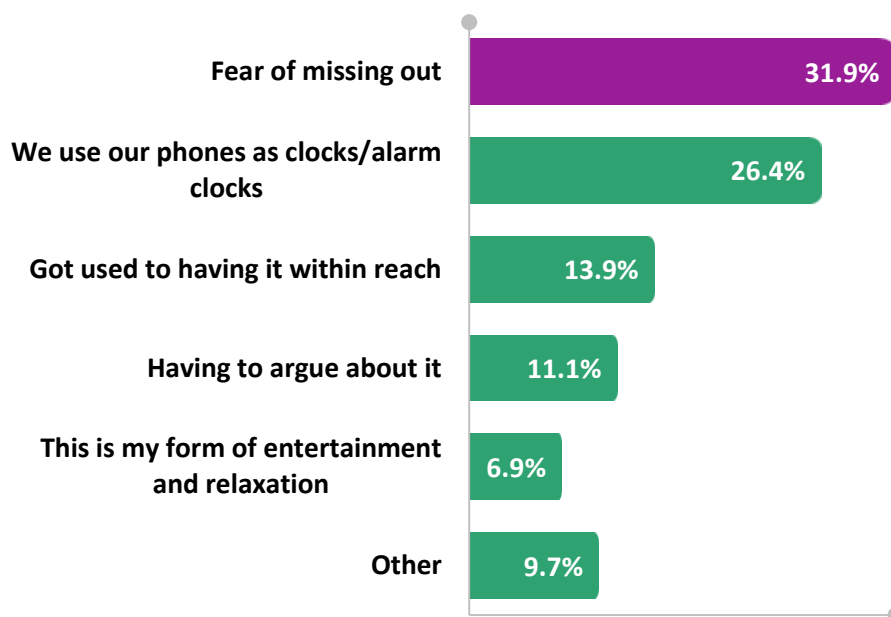
Source: CoreData Parents and Tech Survey (February 2018)
Question: What was the hardest part of sticking to this rule?

The hardest things about sticking to the 'no phones in the bedroom' rule are fear of missing out (31.9%) and not being able to use the phone as a clock/alarm clock (26.4%).

"We use our phones as an alarm clock. Going to bed there has been a habit of going over social media to see the daily posts." (Mum, 38 years old, NSW)

"Harping on my child not to take phone in bedroom. We as parents do not have phones in bedroom." (Mum, 44 years old, Qld)

"Husband and I use them for alarms. I also like having a phone next to me in case of emergency." (Mum, 34 years old, SA)

"I found that I tried to enforce it with the children yet wanted my phone or tablet." (Mum, 45 years old, WA)

"It's the only time I get to stop and do something for myself." (Dad, 48 years old, Tas)

"The phone tells you instant messaging so you have to look." (Dad, 54 years old, Vic)

"Small house so bedroom is used for most of relaxing time." (Dad, 29 years old, Vic)

"Worrying what might happen if I don't answer it." (Dad, 74 years old, Qld)

"Want my phone at hands reach in the morning." (Mum, 48 years old, Vic)

Do you think people are becoming fatigued with the constant use of technology these days?
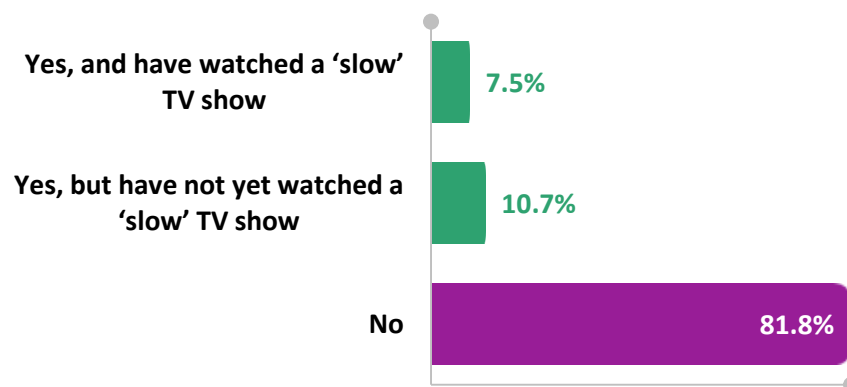
21.4%	59.6%	19.0%
Yes, to a great extent	Yes, to some extent	No, not really
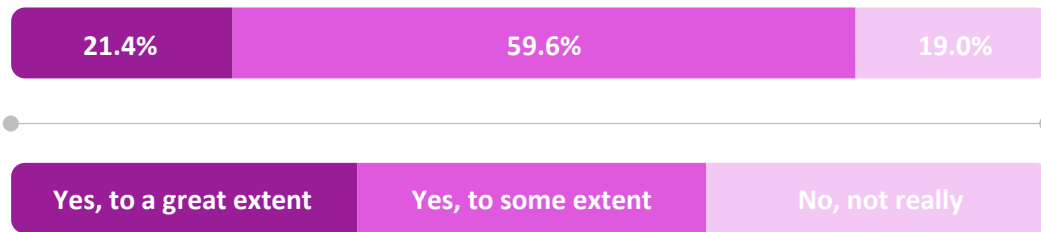
Source: CoreData Parents and Tech Survey (February 2018)
Question: Do you think people are becoming fatigued with the constant use of technology these days?

The vast majority (81.0%) of respondents think people are becoming fatigued with the constant use of technology these days.

Have you ever heard of the slow TV phenomenon?

|	
Yes, and have watched a 'slow' TV show	7.5%
Yes, but have not yet watched a 'slow' TV show	10.7%
No	81.8%

Source: CoreData Parents and Tech Survey (February 2018)
Question: Have you ever heard of the slow TV phenomenon?

Less than one in five (18.2%) have heard of the slow TV phenomenon, although only 7.5% have watched a 'slow' TV show.

Slow TV programming attempts to break away from more typical fast pace shows by showing more relaxed visual stories with sparse editing e.g. The Ghan TV show recently on SBS.
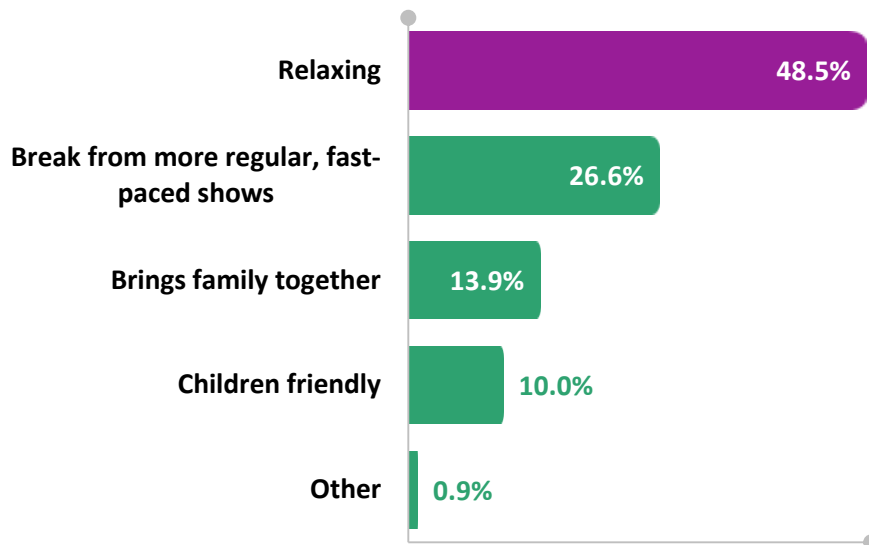
Does that sound like something that appeals to you?

10.0%	41.1%	48.9%
Yes, certainly	**Yes, possibly**	**No**
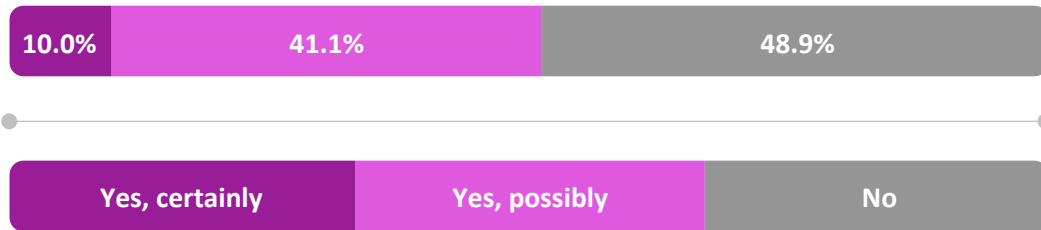
Source: CoreData Parents and Tech Survey (February 2018)
Question: Does that sound like something that appeals to you?

After being given a description of slow TV, more than half (51.1%) of respondents say it sounds like something that could appeal to them.

What do you see to be the appeal of watching slow TV programs?

Category	Percentage
Relaxing	48.5%
Break from more regular, fast-paced shows	26.6%
Brings family together	13.9%
Children friendly	10.0%
Other	0.9%

Source: CoreData Parents and Tech Survey (February 2018)
Question: What do you see to be the appeal of watching slow TV programs?

The most commonly cited appeal of slow TV programs is relaxing (48.5%), followed by the fact that it is a break from more regular, fast-paced shows (26.6%).
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DEMOGRAPHICS

Parent of Any Dependent Children	
Yes, one	58.1%
Yes, two	29.8%
Yes, three or more	12.1%
No	0.0%
TOTAL	**100.0%**

Average Age of Child	
Only child	10.2
Youngest	12.4
Oldest	8.6

Gender	
Female	55.7%
Male	44.3%
TOTAL	**100.0%**

Age Banded	
29 years old & below	17.7%
30 - 39 years old	37.8%
40 - 49 years old	30.8%
50 - 59 years old	11.1%
60 years old & above	2.6%
TOTAL	**100.0%**

Age Generation	
Generation Y	46.8%
Generation X	44.5%
Baby Boomers	8.6%
Pre-Boomers	0.1%
TOTAL	**100.0%**

State	
ACT	1.6%
NSW	20.2%
NT	0.6%
QLD	21.2%
SA	12.9%
TAS	3.8%
VIC	19.0%
WA	20.7%
TOTAL	**100.0%**

Area	
The capital city of my state/territory	60.3%
A regional centre	28.0%
A rural area	11.7%
TOTAL	**100.0%**

Marital Status	
Single	13.4%
Living with partner/married	76.6%
Separated/divorced/widowed	9.5%
Other	0.5%
TOTAL	**100.0%**

Living Arrangements	
Living with your children (under 18 years) at home	87.8%
Living with your children (both over and under 18 years) at home	11.3%
Other	1.0%
TOTAL	**100.0%**

Educational Attainment	
Primary	0.5%
Part of high school	8.4%
Completed high school	17.8%
Diploma or certificate qualification	38.9%
Degree qualification	20.7%
Postgraduate qualification	13.8%
TOTAL	**100.0%**

Work Status	
I am in full time work	44.8%
I am in part time work	21.4%
I have retired from work completely	1.4%
I am transitioning to retirement and working on a part time basis	0.6%
I am in full time home duties	18.9%
I am a full time student	3.2%
I am not in work at present	8.1%
Other	1.5%
TOTAL	**100.0%**

Current Employment	
Self employed	6.6%
Employed full time	41.8%
Employed part time	19.0%
Engaged mainly in home duties	16.6%
Retired	1.8%
Not employed at present	8.6%
Student	4.3%
Other	1.3%
TOTAL	**100.0%**

Personal Income	
$20,000 or less	20.9%
$20,001 to $30,000	14.4%
$30,001 to $40,000	10.0%
$40,001 to $50,000	7.2%
$50,001 to $60,000	9.0%
$60,001 to $70,000	8.0%
$70,001 to $80,000	7.2%
$80,001 to $90,000	5.5%
$90,001 to $100,000	5.7%
$100,001 to $125,000	6.1%
$125,001 to $150,000	3.0%
$150,001 to $200,000	2.4%
More than $200,000	0.8%
TOTAL	**100.0%**

Household Income	
$50,000 or less	24.2%
$50,001 to $75,000	18.9%
$75,001 to $100,000	18.2%
$100,001 to $125,000	14.5%
$125,001 to $150,000	11.9%
$150,001 to $200,000	8.0%
$200,001 to $250,000	2.7%
$250,001 to $350,000	0.9%
$350,001 or more	0.7%
TOTAL	**100.0%**

Investment Portfolio	
I have no investments	44.5%
$50,000 or less	15.7%
$50,001 to $150,000	11.1%
$150,001 to $250,000	8.5%
$250,001 to $350,000	4.7%
$350,001 to $450,000	3.5%
$450,001 to $550,000	3.4%
$550,001 to $650,000	2.0%
$650,001 to $750,000	1.5%
$750,001 to $1 million	2.5%
More than $1 million to $3 million	1.7%
More than $3 million to $5 million	0.6%
More than $5 million	0.0%
TOTAL	**100.0%**

Wealth Segment	
Mass Market	50.4%
Mass Affluent	35.4%
Core Affluent	10.5%
HNW	3.6%
TOTAL	**100.0%**

ABOUT COREDATA

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.

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