

Navigating digital parenting rules as kids grow up with tech

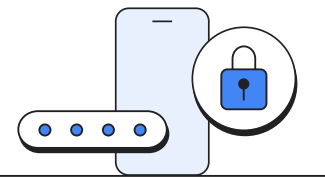
Top findings from the EU Family Safety Survey 2024

The survey provides an in-depth view of how parents across Europe are managing the digital landscape with their children, from ages 5-17. With insights from over 8,000 parents, the survey highlights that parents are proactive about speaking to their children about online behaviour and using a variety of methods to help their kids and teens navigate the digital world safely.



Online safety discussions and awareness

Parents are prioritising discussing online safety.



82%

have discussed online safety with their children in the past year, spanning all age groups.



70%

feel they started these safety discussions at the right age, while 1 in 5 wish they had started earlier.

89%

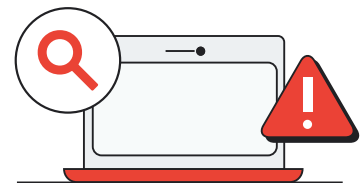
are confident that their children are listening to their online safety advice.

44%

struggle to find the "right time" to talk to their children about online safety.

Top issues parents discuss with kids

Parents are talking to their kids about how to navigate a wide range of safety topics.

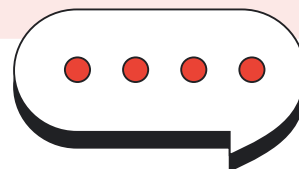


56%

focused on understanding the difference between **real and fake content**, **53%** discussed privacy, and **52%** discussed inappropriate content. Security and online bullying are also key topics.

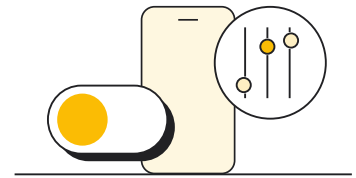
1 in 4

parents are more concerned about these issues now than they were in the previous year.



Parental controls and rule setting

Parents use a variety of tools to safeguard their children online, ranging from conversations to technological solutions.



50%

set time limits on device usage.

42%

use parental control features.

Nearly 49%

of parents expect to allow more online time & 58% will adjust safety rules, as their child grows.



Casual conversations and parental control tools are seen as the most effective ways to deal with online safety.



Use of parental controls are strongest with younger children: 32% for ages 13-17 and 49% for ages 9-12.

Device usage and time spent online

Digital devices are an integral part of daily life. As children get older, they spend more time online.



Most children, regardless of age, have access to a smartphone or tablet.



On average, children receive their first mobile phone at 9 years old.



Most children spend between 1-3 hours online daily.



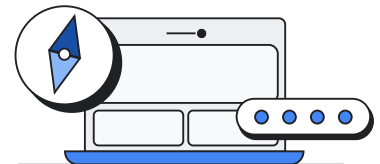
Educational apps rank among the top three most popular app categories.



Usage of social media increases significantly with age.

Digital Literacy and Education

Beyond protection, parents are also focused on equipping their children with the knowledge and skills necessary to navigate the digital world safely.



74%

of parents are confident in their own knowledge of online safety.

41%

of parents find it challenging to source age-appropriate, safe online content, particularly for preteens.

Parents show significant interest in learning more about online safety, with videos and phone content the most popular way to view resources.



Disclaimer

Gutcheck fielded this survey, and was designed by Google. The Google researcher working on this research was Tanner Verhey. The online survey was conducted from August 26 – October 8, 2024 in Austria, Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Poland, Romania & Sweden. Sample size: 8,000 parents with children between 5 and 17; responses were segmented so that 33% of parents had a child 5-8 years old, 33% 9-12 years old, and 33% 13-17 years old.