

# MOBILE DEVICE USAGE AMONG YOUNG KIDS

## A SOUTHEAST ASIA STUDY

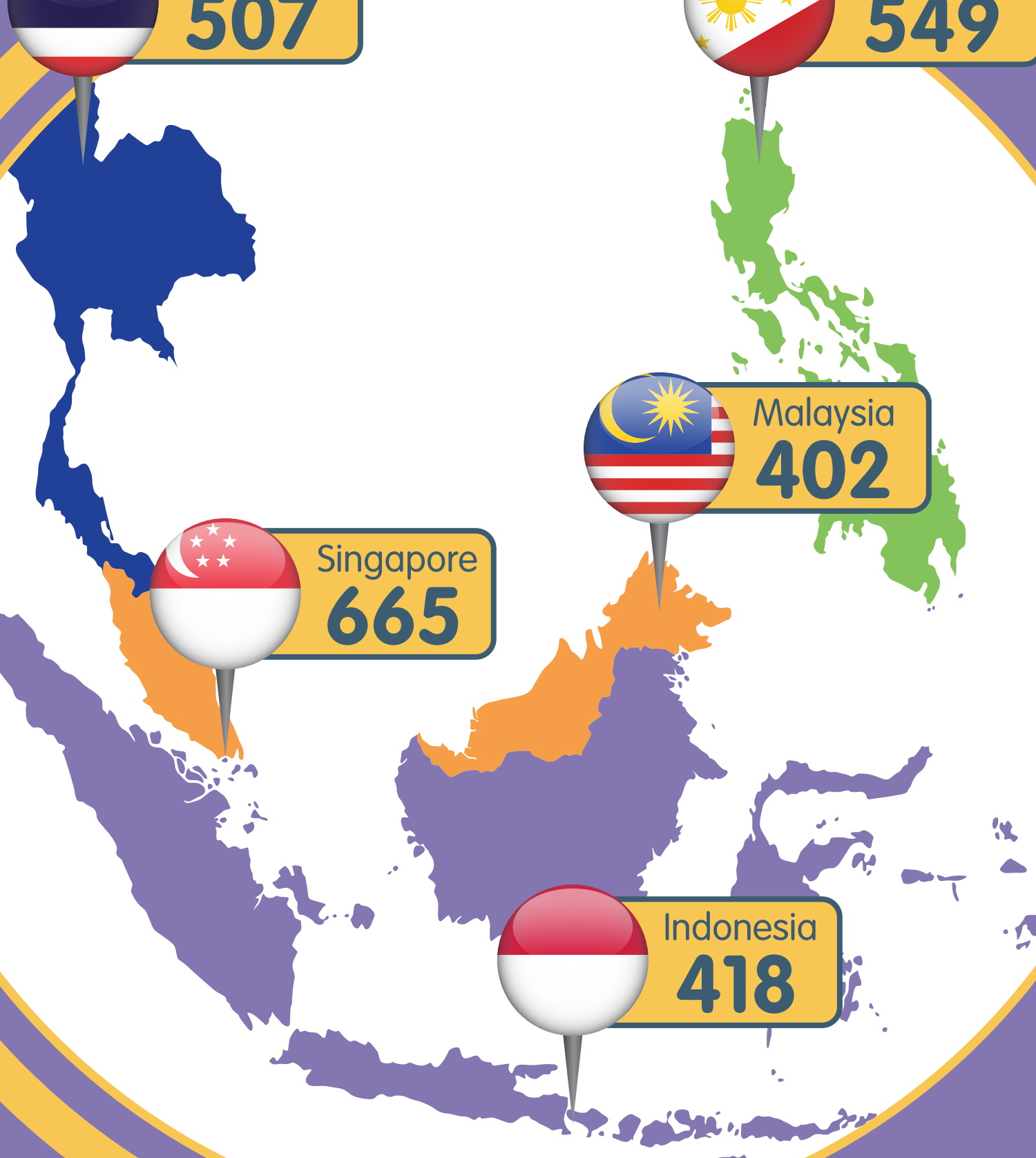
**98%**

of children\* in SEA use mobile devices

**67%** use their parents' devices  
**18%** use shared family devices  
**14%** use their own devices

\*children of parents surveyed

Over 2700 Parents Surveyed



### Children's Age & Gender Overview

### Mothers' Employment

**54%**  
Boys

**46%**  
Girls

**19%**

6-8 years old

**17%**

3-5 years old

**35%**

**29%**

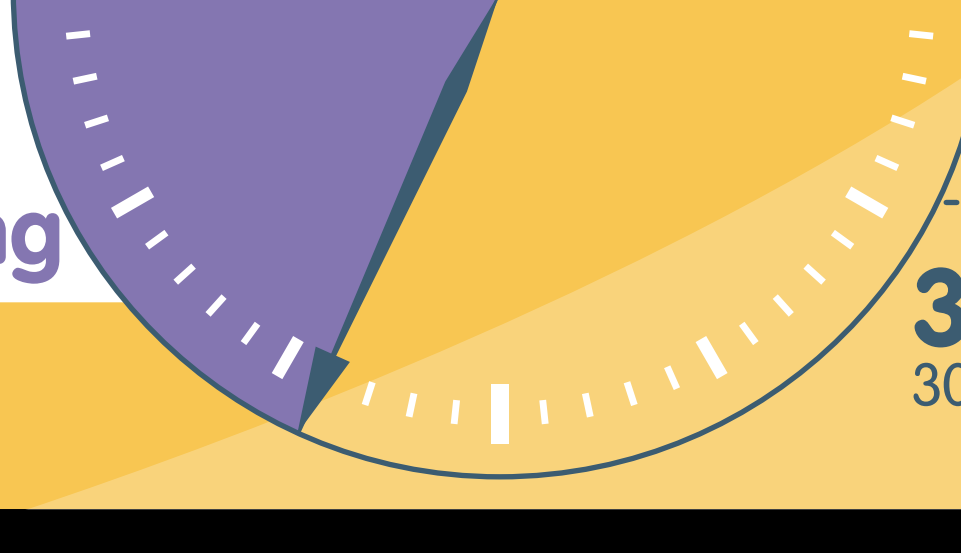
**56%**  
Working mothers

**35%**  
Stay-at-home mothers

### Time Spent on Devices

#### Time spent by children on devices per sitting

**41%**  
spend more than 1 hour per sitting



### Where Children Use Devices



### Parental Motivations and Concerns

#### Reasons for Allowing Device Usage

**80%** To further education  
**68%** For early exposure to technology  
**57%** For entertainment  
**55%** To keep kids quiet/busy

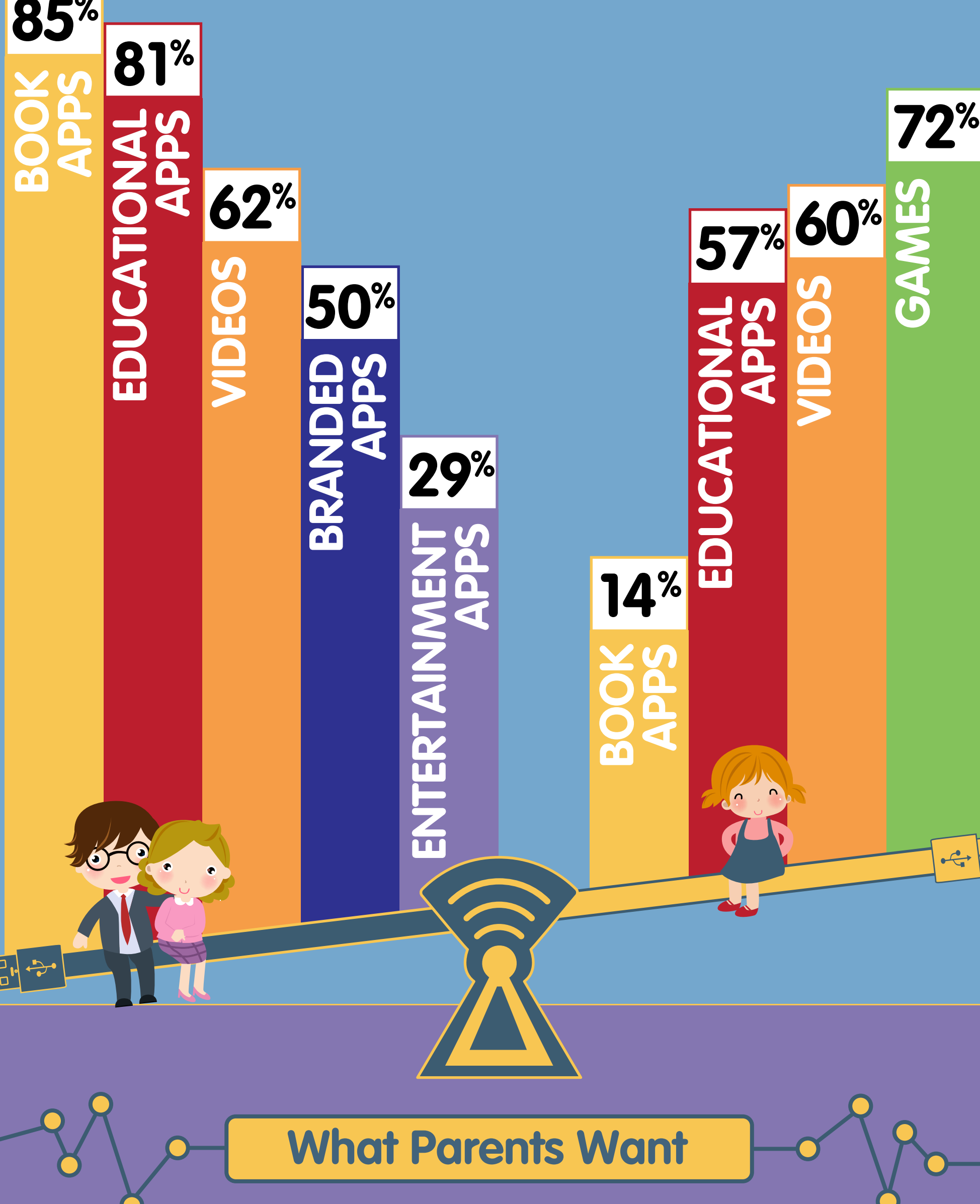
#### Concerns on Device Usage

**92%** Impact on health  
**90%** Addiction  
**88%** Exposure to inappropriate content

### Expectations vs Realities

#### PARENTS' EXPECTATIONS

#### CHILDREN'S USAGE



### What Parents Want

**94%**  
agree that it is important to monitor children's device usage

#### Monitoring features parents want

Usage time limits:



**72%**

Prevent in-app purchases:



**67%**

Monitor usage and progress:



**66%**

Control type of apps used:



**53%**

Access to a library of apps:



**36%**

Different profiles per child:



**31%**

Source:

Mobile Device Usage Among Young Kids, A Southeast Asia Study, November 2014

Study by:

theasianparent Insights

Commissioned by:

Samsung KidsTime More than play

www.bit.ly/DeviceUsageAmongKids2014

www.theasianparent.com

www.samsungkidstime.com