



Life Behind the Screens of Parents, Tweens, and Teens

The 2022 McAfee® Connected Family Study



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Executive Summary

McAfee's first-ever Global Connected Family Study furthers our commitment to keeping families safe in a connected world, through understanding, education, and empowerment. In this ten-country study, McAfee spoke with parents and their children to understand how they connect and protect themselves online.

Here, we uncovered universal beliefs about online protection, along with several nuances, all of which pinpointed several tensions between parents and children when it comes to staying safe while enjoying life online.

Four broader topics presented themselves through this study, with each topic presenting several follow-on findings:

- **Topic One: Mobile Maturity**
Adult-grade internet usage starts early, as do the risks that can follow.
- **Topic Two: Parents as Safekeepers**
Parents accept the role of protector, but struggle to deliver.
- **Topic Three: The Secret Lives of Teens and Tweens Online**
Their tug-of-war between keeping things private and keeping things safe online.
- **Topic Four: Gendered Protection Bias**
Girls see more protection from parents while boys see more risks online.



A special fifth section takes a nation-by-nation view of the findings, uncovering regional differences in attitudes and actions that impact family safety online.

Topic One: Mobile Maturity



Adult-grade internet usage starts early, as do the risks that can follow.



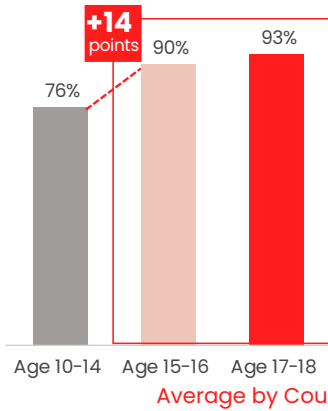
While our tweens and teens seem to grow into adults right before our eyes, their lives online mature into adulthood as well—thanks in large part to their mobile devices.

How many tweens and teens are using smartphones?

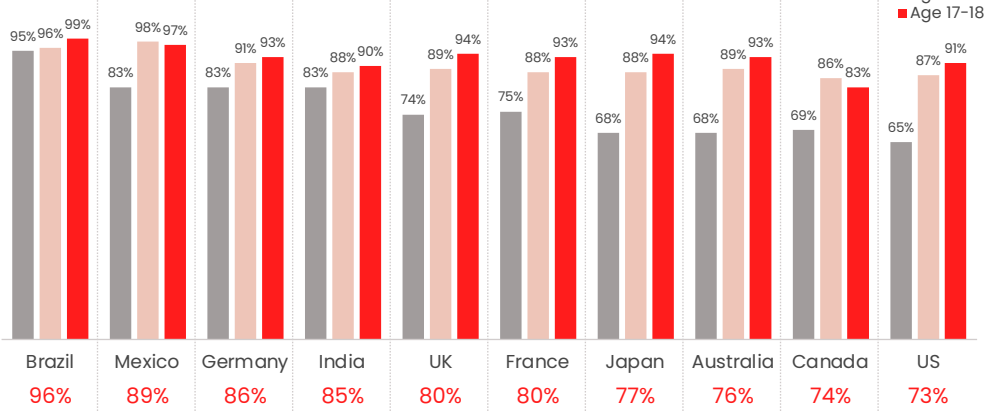
Our study found that children hit their online stride right about the same point in life, between 15 and 16 years old. At this point, their mobile usage jumps significantly, so much so that it approaches levels that they will carry into adulthood. Yet their connected lives start much earlier, with smartphones and mobile devices leading the way online—which exposes them to the broader internet full of apps, chats, entertainment, and social media—along with the benefits and risks nearly right away.

Mobile/Smartphone Device Usage

Children, Total by Age



Children, Total by Age and Country



CI. Which of the following devices do you use? (Base: Children, n=12,057)

Worldwide, 90% of teens between 15 and 16 reported they used a smartphone or mobile device. That marks a noteworthy 14% jump in usage when compared to children 10 to 14 years old, 76% of whom said they use a smartphone or mobile device.

Yet another difference stands out beyond age—regional differences. Looking at the tweens and teens from 10 to 14 across the countries surveyed, approximately two-thirds of tweens and teens in Australia, Canada, and the U.S. reported using a smartphone or mobile device. Compare that to an overwhelming 95% of Brazilian children between 10 and 14 who reported using one. Also indexing at the higher end of reported usage were tweens and teens in Mexico, Germany, and India, each at 83%.



Mobile is the Most Important Device—Yet Far More So for Kids than Their Parents

Parents and their kids alike say that their mobile device is the most important one in their life. Parents placed mobile in their top two with their smartphone at 59% followed by their computer or laptop at 42%. Tweens and teens put their smartphone at the top of the list as well, yet at a decisive 74% worldwide, followed by their gaming console at 68%.

Of interest is why tweens and teens find their gaming consoles so valuable, above and beyond their obvious entertainment value. Quite interestingly, some 40% of tweens and teens said that their gaming console is their second-most important device for keeping connected with family. Of course, plenty of that gaming is happening on mobile as well, with half of all tweens and teens surveyed worldwide saying that they play games on their smartphones.



Parents and their kids alike say that their mobile device is the most important one in their life.



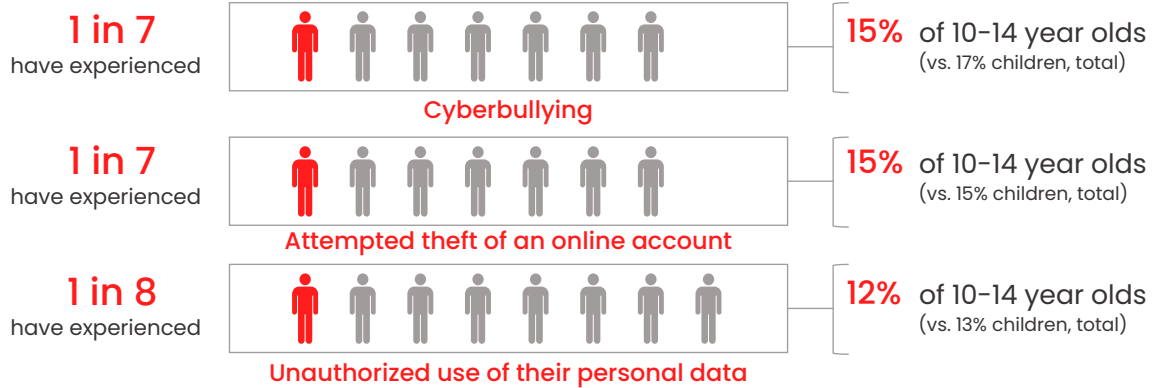
With connections come complications—and risks

It's clear that tweens and teens are connecting online at an early age in significant numbers, largely driven by their high rate of smartphone ownership. The result is that most tweens and young teens today have access to the expansive internet in the palm of their hand, with the implication that they are exposed to the full range of pros and cons that come along with connected life.

As far as the cons are concerned, tweens and young teens reported on their experience with cyberbullying, account theft, and unauthorized use of their personal data. Here it appears that children can be exposed to these risks early in life.

Children's Experience with Online Risks

Children,
Age 10-14



C15A. Have you been exposed to Cyber bullying in the past? (Base: Children, n=12,030)

C16A. Have you been exposed to attempts of theft of your online accounts (gaming, social, etc.) in the past? (Base: Children, n=12,030)

C18A. Have you had unauthorized use of your personal data (spam, fraud, attempts to send virus to my contacts) in the past? (Base: Children, n=12,030)

For children between the ages of 10-14:

- 1 in 7 (15%) have reported that they have already experienced cyberbullying.
 - Globally, the highest rates were in the U.S. (26%), Australia (24%), and India (21%)—with the lowest in Japan (4%), France (6%), and Germany (6%).
- 1 in 7 (15%) reported having experienced attempted theft of an online account.
 - This rate was highest in India (25%) and the U.S. (24%), with the lowest in Japan (3%).
- 1 in 8 (12%) said they saw unauthorized use of their personal data—which included spam, fraud, or attempts to send viruses to their contacts.
 - Again, the highest rates were found in India (24%) and the U.S. (20%), with the addition of Australia (15%) and the UK (13%).

While these experiences start early with 10-14-year-olds, exposure to online risks only increase as teens get older. By age 17 to 18, reports of cyberbullying increase to 18%, attempted theft of an online account to 16%, and unauthorized use of personal data to 14%.

The Takeaway

The smartphone is the portal to online life for children, and accordingly they claim that it is the most important device they own. Yet it's clear that risks come with that, and early on, such as exposure to cyberbullying.

Account and data security issues crop up as well in the order of 15% and 12% respectively. By comparison, parents worldwide reported attempted account theft at a rate of 28% and unauthorized data use at 26%—all of which would indicate that children are well on their way toward experiencing risks on an adult scale.



Topic Two: Parents as Safekeepers



Parents recognize their role as protectors, but struggle to deliver.



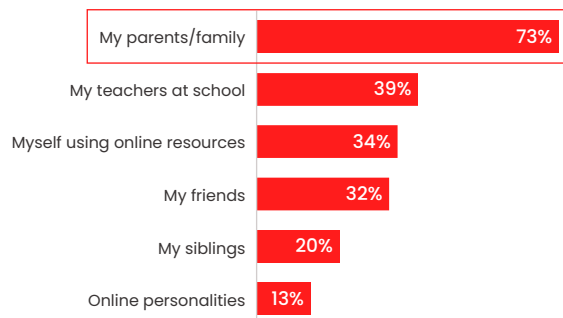
When it comes to the risks that come with life online, children look to their parents to keep them safe. While parents accept that role, they appear to have difficulty in following through.

Who do kids turn to when it comes to safety online?

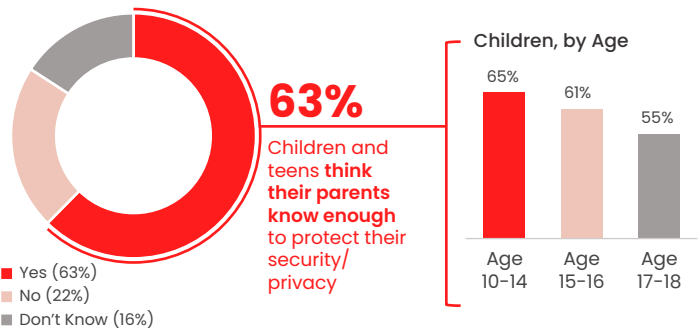
When asked who is best suited to teach them about being safe online, children said their parents are the clear winners. Nearly three-quarters of children pointed to parents, almost twice more than teachers at school (39%) and more than twice over for online resources (34%).

Looking at the reasons for that response more closely, 63% of tweens and teens worldwide felt that their parents know enough to protect their security and privacy. This figure was higher for younger children (65%) and then decreased as they reached their late teens (55%). As noted in the previous section, an increasing number of children in their late teens have experienced online risks at this point, perhaps leading to less confidence that their parents indeed have the knowledge to keep them safe.

Preferred Resources about Being Safe Online
Children, Total



Perception of Parents' Sufficient Knowledge to Protect Children's Security/Privacy
Children, Total



C22. Who is best placed to teach you about being safe online? Select all that apply. (Multiple responses allowed. Not shown above: "other (specify)," <0.5% and "don't know," 3%. Base: Children, n=12,030) | C20. Do you think your parents know enough to protect your online security and privacy? (Base: Children, n=12,030)

Parents recognize their role as protectors online, just as they recognize their responsibility to protect their children in the broader world. An overwhelming 90% of parents worldwide agreed with this sentiment. Like their children, parents felt that teachers at school played a role as well at 36%. However, their second top response was internet providers, weighing in at 41%.



Shared Concerns About Social Media

Another topic parents and their children agreed on was this: social media. Both expressed mixed feelings about posting on social media because it could possibly lead to bullying or abuse. Globally, 57% of parents worried about such bullying and abuse on social media, while 49% of children said they held the same worry.

These figures trended highest in Mexico, with parents at 78% and children at 61%. Brazil was not far behind at 67% and 57%. On the low end of the scale, Germany's figures were 38% and 35% with Japan at 37% and 32%, which would seem to mirror the relatively light touch these parents take with their children when it comes to online security in general.



The unique concerns parents have—and how they follow up

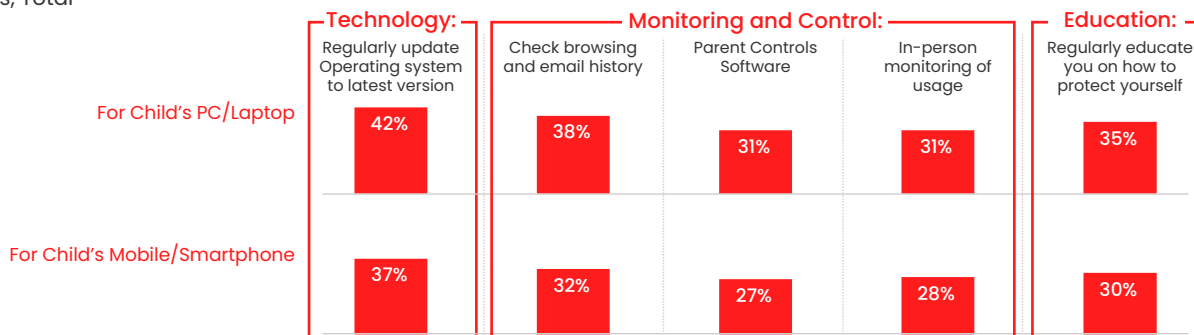
Screen time ranks as a major concern for parents. Worldwide, 56% of them wonder if their child is online too much, whether that's on a computer, gaming console, or mobile device. The majority of parents said they act on that concern, with 59% saying that they limit their child's screen time.

Our report further uncovered that a significant number of parents took additional steps to monitor their child's activity online in some form or fashion. For example:

- 35% said they are friends with their children on social networks to observe what they are up to.
- 38% say they check browsing and email history.
- 31% use parental controls software.
- Another 31% include in-person monitoring as part of their approach.

Security/Privacy Precautions Taken by Parents on Children's Devices

Parents, Total



PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Multiple responses allowed. Base: Parents who indicate their children use a PC/laptop, n=7,544) | * This included the example "(e.g. Google Play, Apple Store)," ^this included the description "(monitoring of illegal use of email and bank accounts)" | PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? (Base: Parents who indicate their children use a mobile phone, n=12,018)

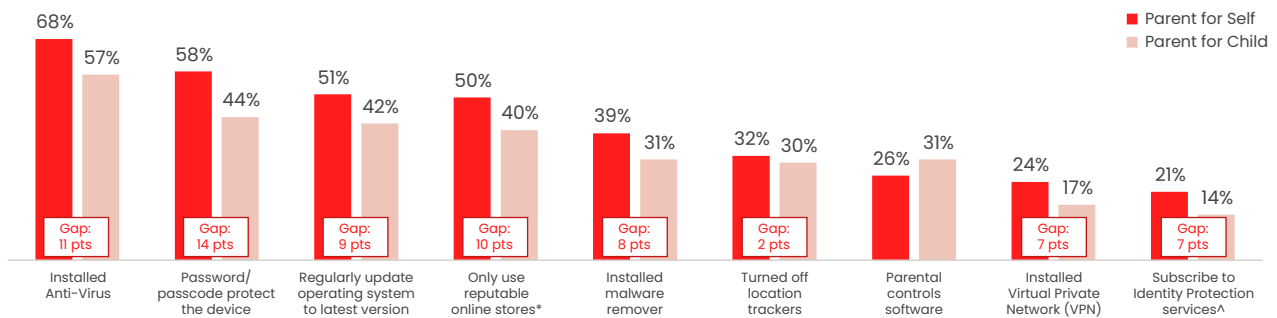
Do as I say, not as I do: The security gap between parents and kids

So, while parents say they view themselves as protectors, there’s a gap between intent and effort. On PCs and laptops, parents reported the online protection measures they took for themselves, which appear relatively low given the availability and ease of use with such measures—like installing antivirus software (68%), protecting the computer with a password (58%), or sticking to reputable online stores when shopping (50%).

These figures drop yet lower when asked if they took similar precautions for their children.

Security/Privacy Precautions Implemented on Parent’s PC/Laptop vs. Child’s PC/Laptop

Parents, Total

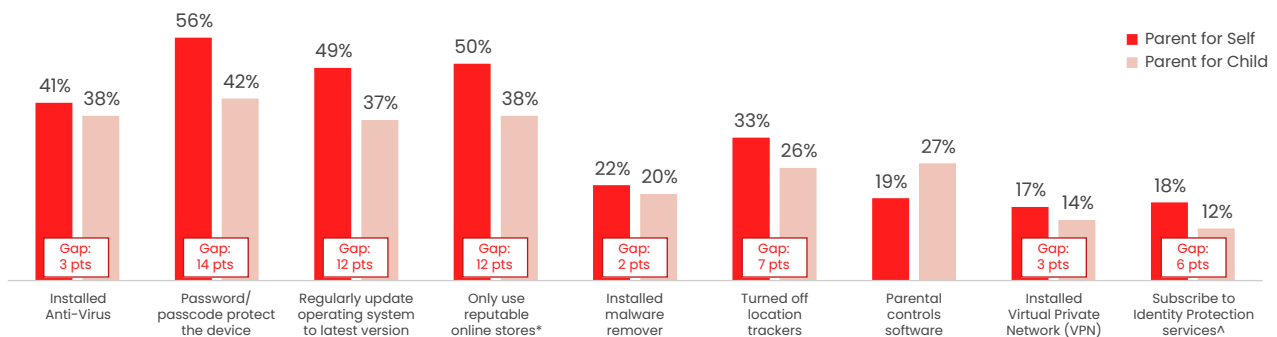


P7. Which of the following security/privacy precautions have you taken on your PC/laptop? Select all that apply. (Multiple responses allowed. Base: Parents who use a PC/laptop, n=11,917)
 PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Multiple responses allowed. Base: Parents who indicate their children use a PC/laptop, n=7,544) | * This included the example "(e.g. Google Play, Apple Store);" ^this included the description "(monitoring of illegal use of email and bank accounts)"

Moreover, when it came to protection on smartphones, the numbers were similarly low, and often lower than the rate of protection on PCs and laptops. For example, while 56% of parents said that they protect their smartphone with a password or passcode, only 42% said they do the same for their child’s smartphone—a further 14% drop.

Security/Privacy Precautions Implemented on Parent’s Mobile vs. Child’s Mobile Device

Parents, Total

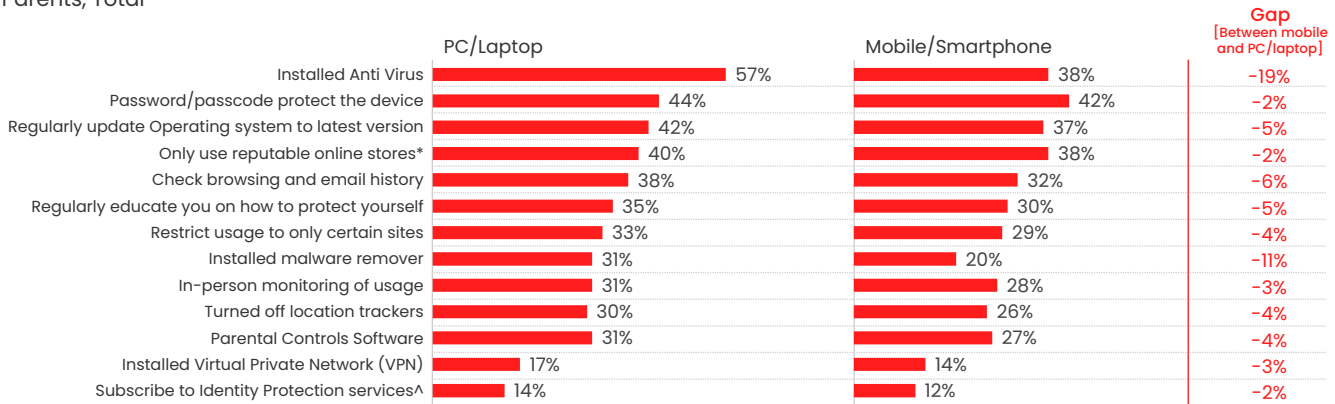


P8. Which of the following security/privacy precautions have you taken on your mobile device? Select all that apply. (Multiple responses allowed. Base: Parents who use a mobile device, n=15,050) | PCB. Which of the following security/privacy precautions have you taken for your child on their mobile device? Select all that apply. (Multiple responses allowed. Base: Parents who indicate their children use a mobile device, n=12,018) | * This included the example "(e.g. Google Play, Apple Store);" ^this included the description "(monitoring of illegal use of email and bank accounts)"

When looking at the levels of protection parents apply to their children’s PCs and laptops versus how they protect their children’s smartphones, the figures drop yet again. Antivirus protection and malware removal tools take a steep drop, with the rest of the online protection measures falling incrementally as well.

Security/Privacy Precautions Implemented on Child’s PC/Laptop and Mobile/Smartphone

Parents, Total



PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Multiple responses allowed. Base: Parents who indicate their children use PC/laptop, n=7,544) | PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? Select all that apply. (Multiple responses allowed. Base: Parents who indicate their children use a mobile/smartphone device, n=12,018) | * This included the example "(e.g. Google Play, Apple Store)," ^this included the description "(monitoring of illegal use of email and bank accounts)"

The Takeaway

Given the findings so far, two insights present themselves:

- First, the steps that parents take to protect themselves aren’t always done for their children—even though their children look overwhelmingly to them for protection online.
- Second, children are going largely unprotected on the devices they use to access the internet the most—their smartphones.

Misconceptions about online protection may play a role in these lax measures. Two additional findings may indicate why this is:

- 49% of parents think a new phone is more secure than a new computer.
- 59% of tweens and teens thought the new phone was more secure as well.

Both perceptions deny the reality that smartphones, and the people using them, are subject to hacks and attacks just like with any other device that connects to the internet. As such, smartphones call for protection too.

In all, parents can take a few more actions that will go a long way toward safeguarding their children online.



Topic Three:
The Secret Lives of
Tweens and Teens
Online



Their tug-of-war between
keeping things private and
keeping things safe online.



Children look to their parents for protection, yet at the same time they're developing a budding private personal life online. Sometimes, these two realities come into conflict and expose them to risks.

How do tweens and teens hide things online—and how often?

It's no secret that teens and tweens may hide their activities online. In fact, they've said as much.

Our research found that more than half of children (59%) take some action to hide what they're up to online. When asked for details, tweens and teens mentioned the following:

- Clearing the browser history, 26%
- Close/minimize browser when parent walked in, 21%
- Hide or delete IMs or videos, 15%
- Browse with incognito mode, 15%
- Lie or omit details about online activities, 15%
- Use a device their parents don't check, 10%

As children grow older, these privacy-keeping activities only increase, particularly when it comes to clearing browser history and using incognito mode in their browser.

Actions Children Take to Hide Online Activity from Parents

Children, Total and by Age

		Ages 10-14	Ages 15-16	Ages 17-18
	Have completed <u>any</u> of these actions: 59% children	57%	64%	61%
Clearing the browser history	26%	24%	29%	31%
Close/minimize browser when parent walked in	21%	20%	22%	22%
Hide or delete IMs or videos	15%	14%	17%	16%
Lie or omit details about online activities	15%	15%	16%	14%
Use incognito mode	15%	13%	19%	18%
Use privacy settings to make certain content viewable only by friends	14%	12%	17%	18%
Use private browsing modes	14%	13%	17%	16%
Used a private email address unknown to parents	11%	10%	14%	15%
Use a device your parents don't check	10%	9%	11%	11%
Used duplicate/fake social network profiles	9%	8%	10%	10%

C10. Do you sometimes hide some of your online activity from parents? (Base: Children, n=12,030)





The top online activities of tweens and teens—parents have a good sense

Broadly speaking, parents know what the top activities are. While there are gaps in perception when it comes to how much of what, they're relatively slight.

Regarding general activity, parents and their children worldwide see eye to eye on the top three activities of tweens and teens online:

1. Watching short videos (YouTube)—parents think, 66%; kids say 67%
2. Browsing the internet—parents think, 64%; kids say 66%
3. Streaming music—parents think, 53%; kids say 55%

In terms of time spent on these and other activities online, parents tend to overestimate how much time their children are spending on them. However, once again, the difference is slight, in the order of a few minutes.

Estimated Time Spent on Activities

Parents about Children and Children, Total and by Country

Average Number of Hours per Day* (Among daily, 1-hour+ users)		Total	U.S.	Canada	UK	France	Germany	Australia	India	Japan	Brazil	Mexico
Access social networking apps/services	Parent about child	3	3.2	2.7	2.6	2.7	2.5	2.7	2.3	2	3.6	3.7
	Child	2.9	3.1	2.7	2.5	2.6	2.3	2.7	2.3	2	3.5	3.7
Use voice or video calling	Parent about child	2.2	2.5	2.4	2.2	2.1	2.1	1.9	2.1	2	2.4	2.3
	Child	2.1	2.3	2.2	2.2	2.1	2.2	2.2	1.9	2.1	2.2	2.1
Browse the internet	Parent about child	3	2.8	2.5	2.3	2.4	2.4	2.3	2.6	2.1	4.4	3.7
	Child	2.9	2.7	2.3	2.3	2.3	2.4	2.5	2.5	2.1	4.3	3.7
Watch full-length streamed videos	Parent about child	3	2.8	2.5	2.3	2.4	2.4	2.3	2.6	2.1	4.4	3.7
	Child	2.6	2.8	2.4	2.4	2.3	2.3	2.5	2.2	2.5	3.1	2.9
Watch short video clips	Parent about child	2.5	2.5	2.3	2.2	2.2	2	2.3	2.2	2.2	3.1	2.8
	Child	2.4	2.4	2.2	2.1	2.2	1.9	2.3	2	2.1	2.9	2.8

■ Overestimated by parents for children
 ■ Underestimated by parents for children

PC4. How often do estimate that your child does the following activities? (Base: Parents of children that do each activity, base size varies)
 C4. How often do you do the following activities? (Base: Children that do each activity, base size varies)

*Daily averages do not include respondents who indicated they did each activity for less than an hour per day.

Parents and children: divergent usage and divergent experience with technologies

One place where the online behavior of parents and children differs sharply is email. Research found that 72% of parents said they regularly use email. Only 39% of teens said they do the same. Even when looking at the oldest teens as they approach adulthood, only 55% say they use email.

Meanwhile, tweens and teens are taking their first steps into the metaverse with augmented reality (AR) and virtual reality (VR) apps and services on their mobile devices at a reported rate of about 8%, indicating that these technologies are indeed still taking root. However, parents seem to be less aware of this, with only 6% of parents saying that they know their child is using AR or VR technologies on their mobile devices. Meanwhile, parents report using these technologies themselves at a rate of 10%.



“Do parents have insight into what children specifically are viewing, listening to, and saying online?”

So, what are teens and tweens really up to online?

While it appears that parents have a sound sense of children’s favorite online activities and a somewhat inflated sense of how often children engage in them, it begs an important follow-on question—do parents have insight into what children *specifically* are viewing, listening to, and saying online?

Looking back to the findings from the previous section, where parents reported low rates of reviewing their children’s browsing histories and text logs, along with a low rate of monitoring device usage in person, it’s arguable that parents may not have that insight. Worthy of further research is a look at the other approaches parents take to keep tabs on what content their children are taking in.

For example, what role does conversation play? Do parents ask their children about what apps they are downloading and what they’re doing with them? Are parents asking their children if they have seen any funny videos online and care to share them? Or simply, do parents ask their children about what’s going on in their online world when talking about how their day went? Conversations like these can normalize talking about what’s happening online and potentially open avenues to future conversations—potentially difficult ones, such as those that involve cyberbullying.

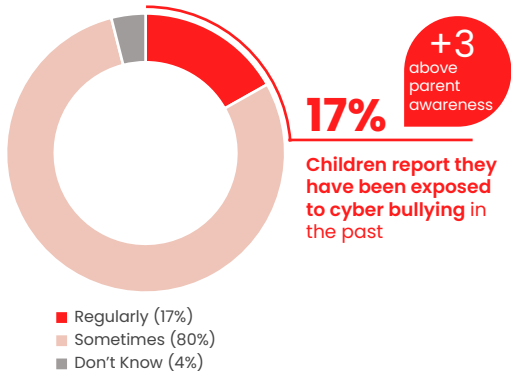
Private conversations with strangers? That is happening too

Likewise, it appears that it's no secret children are speaking privately with people they don't know online. When asked if they believe their children are having conversations without knowing a person's real identity, 34% of parents said yes. As for children, 37% said yes.

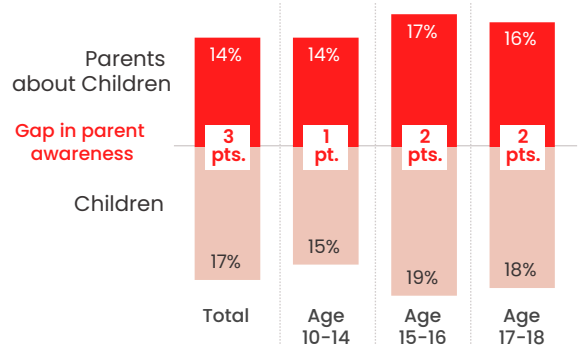
Broken down by age bracket, 36% of children from ages 10 to 14 say they're having these conversations, which jumps up to 41% at ages 15 to 16. Later, from ages 17 to 18, that figure drops to 39%.

Exposure to Cyber Bullying in the Past

Children, Total



Parents and Children, by Children's Age



PC15A. Has your child been exposed to Cyber bullying in the past? (Base: Parents, n=15,156)
 CI5A. Have you been exposed to Cyber bullying in the past? (Base: Children, n=12,030)



The Takeaway

It appears that when push comes to shove, children will still call upon their parents if something goes wrong online, during a private conversation or otherwise, particularly when it comes to cyberbullying.

Our research found that 2.28% of children surveyed say they have been exposed to regular cyberbullying that their parents don't know about. While this is a relatively small figure, roughly 1 in 35 children, that's 1 child in 35 too many—which only underscores the importance of being able to talk openly about what's going on in their lives, online and off.

Topic Four: Gendered Protection Bias



Girls see more protection from parents while boys see more risks online.



Parents say they see boys and girls differently when it comes to protecting them online. An apparent gender bias finds girls more protected than boys, yet it is boys who encounter more issues online.

What measures are parents taking to protect their children?

Keeping tabs on of a child's safety online takes many forms, some involving apps and software on a child's device, others that require parents to take a more active hand.

As for safety on devices, parental controls software provides one method for monitoring online activity, with features that keep an eye on children's activity, limit screen time, and that block and filter certain apps and websites.

Parental controls software appears to remain a popular option. On PCs and laptops, 33% of parents reported using it. On mobile devices, the figure held at 33% as well.

Further, parents said that they relied on other approaches to help keep their children safe, citing several other ways they oversee their children's time online. For example, in the case of monitoring activity on their child's mobile device, parents say they will:

- Limit the time of day or length of time when the child has screen time, 59%
- Check the websites or apps the child visits or uses, 56%
- Look at call records or text messages on a smartphone the child uses, 40%
- Friend or follow the child on social media sites, 35%
- Track the child's location through GPS apps or software, 30%



Uncovering the Gender Gap

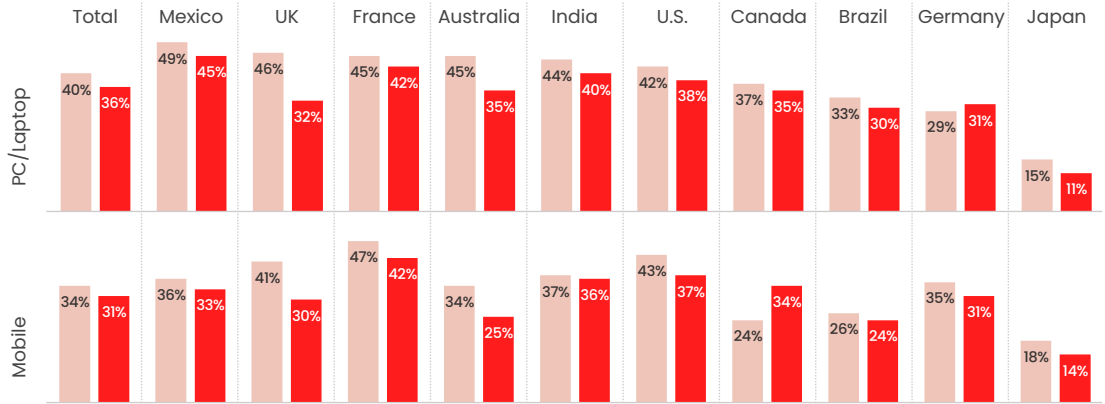
However, accounting for age and gender, differences in the use of parental controls arise. Girls in their tweens and early teens see more protection from parental controls software than boys do.

For example, girls 10–14 were more likely than boys of the same age to have parental controls on PCs on laptops in every country surveyed (except Germany), and on mobile in every country (except Canada).

Parent has Installed Parental Controls Software on Child’s PC/Laptop or Mobile Device

Parent about Children Age 10–14, Total and by Country

■ Parents of girls
■ Parents of boys



PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Multiple responses allowed) Parental Controls Software (Base: Parents with children age 10–14 who use a PC/laptop, n=3,569) | PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? Select all that apply. (Multiple responses allowed) Parental Controls Software (Base: Parents with children age 10–14 who use a mobile/smartphone, n=5,740)



This trend extends to several of the more hands-on approaches, with girls seeing them applied more often than boys. For example, in the U.S.:

- 47% of parents say they will check the browsing and email history on the PCs of their daughters aged 10 to 14. For boys of the same age, that figure is far lower at 33%.
- The numbers for mobile devices were also similar, with reported checks for girls at 48% and for boys at 35%.

The same disparity is also found in nations where parents monitor their children far lighter hand, such as Japan:

- 23% of parents say they will check the browsing and email history on the PCs of their daughters aged 10 to 14. For boys 10 to 14, it is 16%.
- However, parents in Japan treat boys and girls aged 10 to 14 nearly equally when it comes to the history on their mobile phones, with 13% of parents saying they check their daughter’s device and 14% saying they check their boy’s device.
- Yet when it comes to restricting site usage for these same children, the disparity appears again, with 22% of parents restricting access to certain sites for girls and 16% for boys.

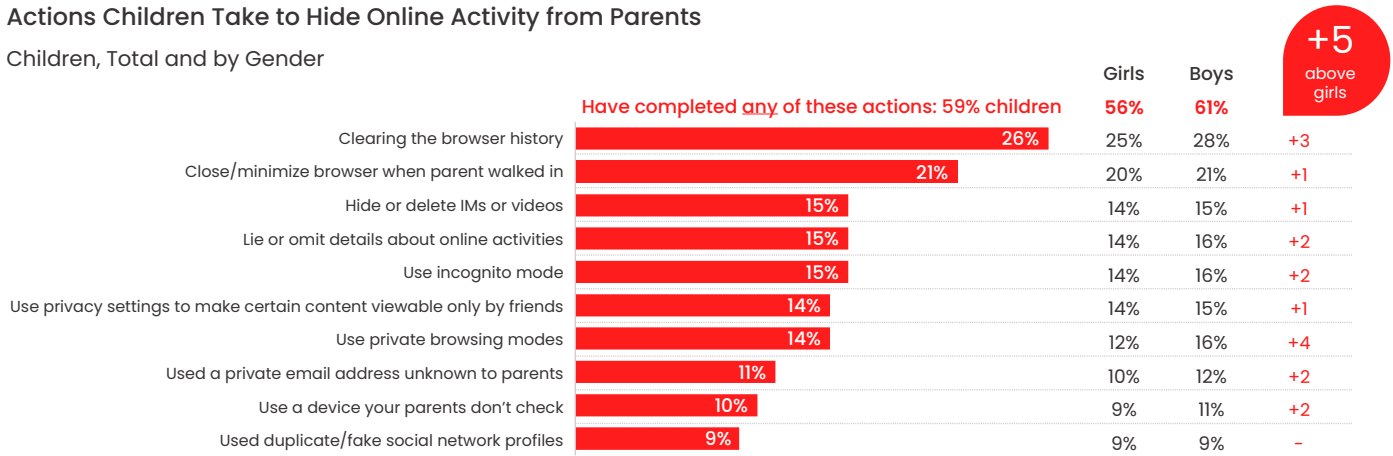
More differences between boys and girls

In the previous section, we saw the ways that children say they cover their tracks when they go online. Nearly three out of five reported hiding their activity from their parents. When seeing how this answer differs between boys and girls, boys reported hiding their activity more than girls at 61% versus 56%, a 5% difference.

Clearing the browser history and using private browsing modes were two examples of where these behaviors trended more strongly with boys, yet it is interesting to note the overall low reporting of using duplicate or fake social network profiles by both genders.

Actions Children Take to Hide Online Activity from Parents

Children, Total and by Gender



C10. Do you sometimes hide some of your online activity from parents? (Base: Children, n=12,030)



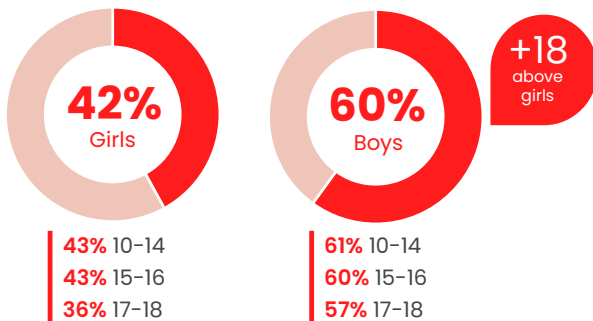


Boys also tend to game online more than girls. This difference is most marked in the reported ownership of a gaming console. Sixty percent of boys said they have one, compared to 42% of girls. The differences continue when looking at gaming on a PC or laptop. Slightly fewer boys reported gaming on a PC or laptop at 56%, yet slightly more girls said they do the same at 47%—a rate higher than console ownership.

Gaming Console Use among Children

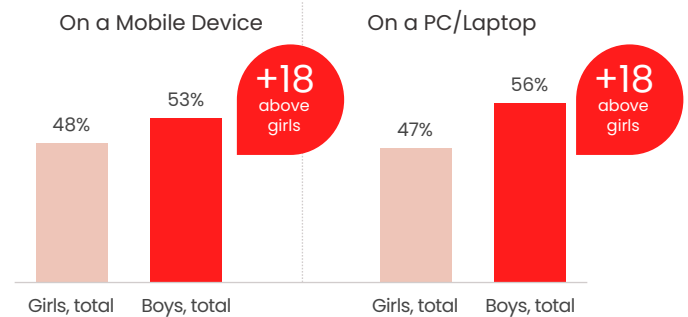
Girls, Total and by Age

Boys, Total and by Age



Playing Computer/Online Games on Devices

Children, by Gender



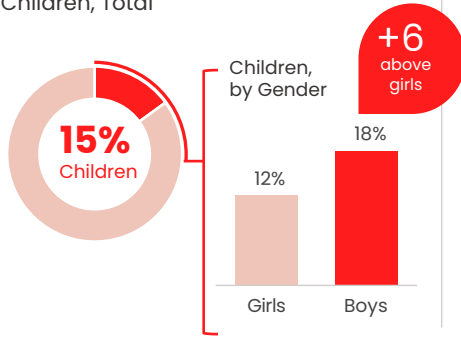
C1. Which of the following devices do you use? Gaming Console (Base: Children, n=12,057) | C2. Do you use your [PC/laptop | mobile device] for the following? Playing computer/online games (Base: Children that use a PC/laptop, n=6,278 and children that use a mobile device, n=9,838)

The one place where gaming approaches parity between boys and girls is on mobile. Yet again, the numbers dip for boys, down to 53%, yet girls climb slightly higher at 48%, pointing to mobile as the closest thing to a shared gaming platform for girls and boys.

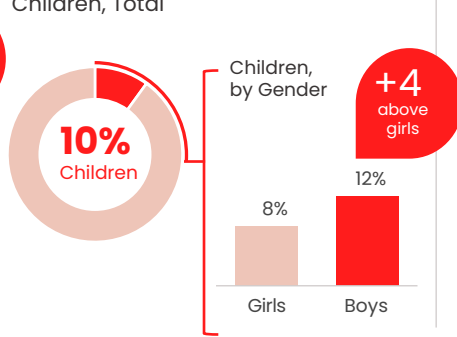
Boys say they face more threats than girls

Based on reports from boys, they are more likely to experience a range of online threats more frequently than girls do—with issues ranging from attempted account theft, a financial information leak, and unauthorized use of their personal data.

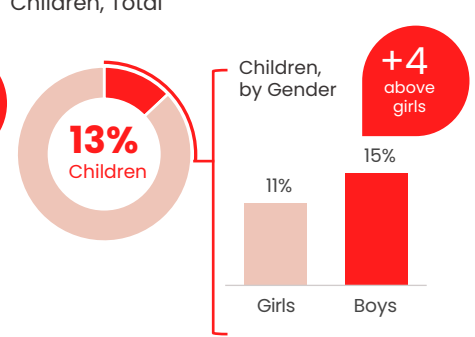
Experience with Attempted Thefts of Online Accounts
Children, Total



Experience with Leaks of Financial Information
Children, Total



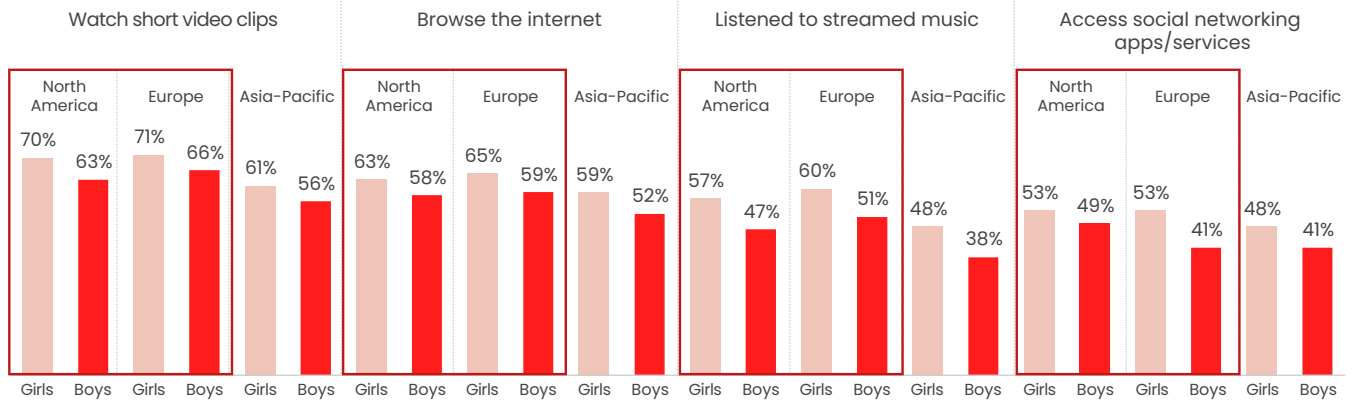
Experience with Unauthorized Use of Personal Data
Children, Total



C16A. Have you been exposed to attempts of theft of your online accounts (gaming, social, etc.) in the past? (Base: Children, n=12,030)
 C17A. Have you been exposed to leaks of your financial information (bank, credit card, passport or other identifying information) in the past? (Base: Children, n=12,030)
 C18A. Have you had unauthorized use of your personal data (spam, fraud, attempts to send virus to my contacts) in the past? (Base: Children, n=12,030)

Meanwhile, it is girls who are adopting online activities at a rate much faster than boys, at least on mobile. Girls aged 10 to 14 tend to stream music, use social media, and go online shopping more than boys their age.

Activities on Mobile Devices
Children, Age 10–14 by Gender



C2. Do you use your mobile device for the following? (Base: Children age 10–14 that use a mobile device, n=5,757)
 North America includes the US, Canada and Mexico. Europe includes the UK, France, and Germany. Asia-Pacific includes Japan, India, and Australia.

The Takeaway

In all, girls report that they are reaping the benefits of online life earlier than boys and with relatively fewer security issues. Meanwhile, for boys, that equation is flipped. Their online lives mature more slowly, yet they find themselves experiencing security issues more often.

Girls appear to enjoy a more positive experience than boys do—arguably because their parents monitor and protect their online activity more strongly. This offers a clear signal to parents: *all children* deserve high levels of protection as they take their first steps online and in the years that follow.



Country-Specific Trends



The Nuances of Life Online, Country-by-Country



While global trends presented themselves quite clearly, a closer look across nations uncovers several regional distinctions in mobile maturity, the gender gap, and levels of parental concern about risks.

Not every nation goes online in the same way. Some nations have highly developed land-based networks for broadband internet access. Others rely more heavily on smartphones for broadband connectivity. Taken in conjunction with cultural differences around the globe, this accounts for different relationships with technology, along with the way parents and children make use of it. The following section uncovers several distinctions in our findings on a nation-by-nation basis.



The United States

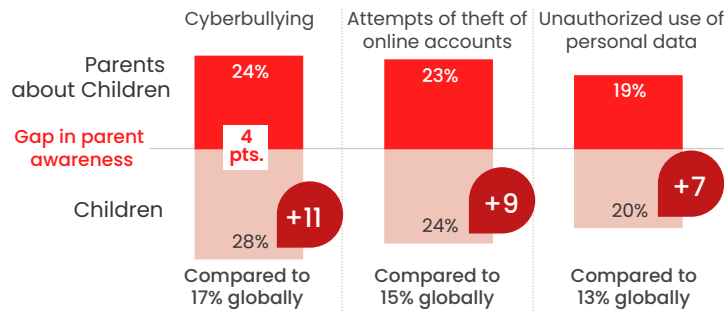


Children in the U.S. report the highest rate of cyberbullying in the world, while incidents of account theft and unauthorized data use are not far behind.

- The U.S. reported the highest rate of cyberbullying among children, along with the highest gap of parental awareness. Here, 28% of children reported cyberbullying and only 24% of parents said they have knowledge of it taking place, a gap of 4%.
- The U.S. is also home to some of the highest reported rates of attempted account theft and unauthorized use of personal data. Attempted theft was reported by 24% of children in the U.S. compared to 17% worldwide. For unauthorized data use, those figures were 20% in the U.S. and 13% across all nations.
- Holding private conversations without knowing a person’s real identity also trended far higher in the U.S., a full 10% over the international average. Forty seven percent of children in the U.S. said that they have such conversations either sometimes or regularly—a figure that is 3% above parental awareness.

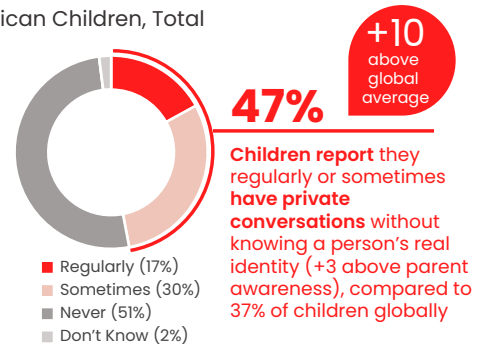
Parents’ Knowledge and Children’s Experience with Online Risks

American Parents and Children, Total



Holding Private Conversations without Knowing a Person’s Real Identity

American Children, Total

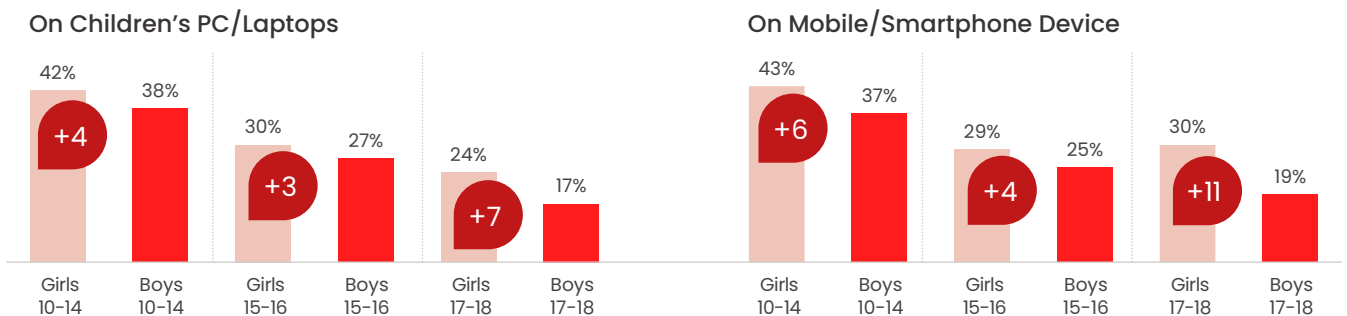


PC15A. Has your child been exposed to Cyber bullying in the past? | PC16A. Has your child been exposed to attempts of theft of their online accounts (gaming, social, etc.) in the past? | PC18A Has your child had unauthorized use of their personal data (spam, fraud, attempts to send virus to my contacts) in the past? | PC5. How often does your child do the following? Hold private conversations with people without knowing their real identity (Base: American parents, n=1,977) | C15A. Have you been exposed to Cyber bullying in the past? | C16A. Have you been exposed to attempts of theft of your online accounts (gaming, social, etc.) in the past? | C18A. Have you had unauthorized use of your personal data (spam, fraud, attempts to send virus to my contacts) in the past? | C5. How often do you do the following? Hold private conversations with people without knowing their real identity (Base: American children, n=1,546)

- As for the gender gap in online protection, the U.S. likewise holds a lead there. On mobile devices, older teen girls are 11% more likely to have parental controls installed on their mobile device compared to boys of the same age, and younger teen girls aged 10 to 14 are 6% more likely than their male counterparts.

Parents have Installed Parental Controls on Children’s Devices

American Children, Total



PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Base: American parents who indicate their children use a PC/laptop, n=1,023)
 PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? Select all that apply. (Base: American parents who indicate their children use a mobile/smartphone device, n=1,390) | * This included the example "(e.g. Google Play, Apple Store);" ^this included the description "(monitoring of illegal use of email and bank accounts)"
 *Note, small base size for girls and boys age 17-18, interpret data with caution.

Canada

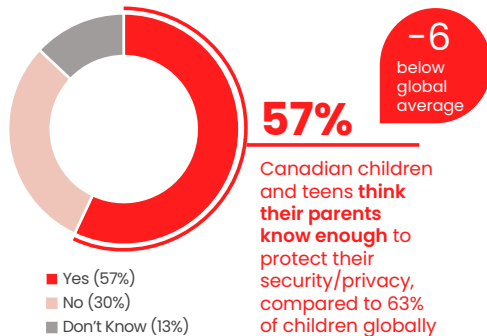


Children in Canada have less confidence in their parents when it comes to keeping them safe online—and parent action lags the rest of the world when it comes to taking precautions for their children.

- Fewer Canadian children say their parents know what is needed to protect them online. This figure came in at 57%, which is 6% lower than the global average. Moreover, nearly half of children feel that their parents do not know as much as they do about the online world. This figure was 11% above children in other nations.

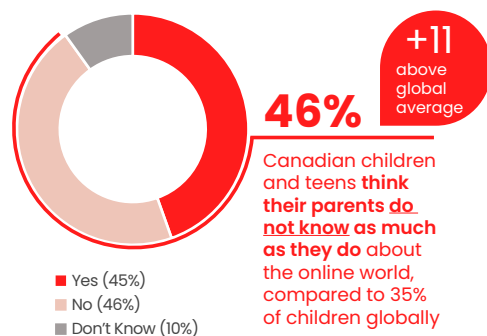
Perception of Parents' Knowledge to Protect Children's Security

Canadian Children, Total



Perception that Parents Do Not Know as Much about the Online World

Canadian Children, Total



C20. Do you think your parents know enough to protect your online security and privacy? (Base: Canadian children, n=1,164)
 C21. Do you think your parents know as much as you do about the online world? (Base: Canadian children, n=1,164)

- As for Canadian parents, they lag behind parents worldwide when it comes to taking precautions for children on their PCs and laptops. The lag is yet more pronounced when it comes to protections for their children's smartphones. For example, they reported use of antivirus software at a rate 10% lower than the global average on PCs and laptops and 9% lower on mobile.
- Parents in Canada also report that they're slightly less likely to check browsing and email history on PCs and laptops (4% lower), yet much less likely to do so on smartphones (10% lower).

Security/Privacy Precautions Implemented on Child's PC/Laptop and Mobile/Smartphone

Canadian Parents, Total	PC/Laptop	Gap from Global Avg.	Mobile/Smartphone	Gap from Global Avg.
Installed Anti Virus	47%	-10	29%	-9
Password/passcode protect the device	41%	-3	40%	-2
Regularly update Operating system to latest version	41%	-1	32%	-5
Only use reputable online stores*	40%	-	32%	-6
Check browsing and email history	34%	-4	22%	-10
Regularly educate you on how to protect yourself	36%	+1	31%	+1
Restrict usage to only certain sites	28%	-5	23%	-6
Installed malware remover	29%	-2	18%	-2
In-person monitoring of usage	28%	-3	24%	-4
Turned off location trackers	32%	+2	24%	-2
Parental Controls Software	30%	-1	25%	-2
Installed Virtual Private Network (VPN)	18%	+1	16%	2
Subscribe to Identity Protection services^	13%	-1	12%	-

PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Base: Canadian parents who indicate their children use a PC/laptop, n=769)
 PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? Select all that apply. (Base: Canadian parents who indicate their children use a mobile/smartphone device, n=1,049) | * This included the example "(e.g. Google Play, Apple Store)," ^this included the description "(monitoring of illegal use of email and bank accounts)"

The United Kingdom

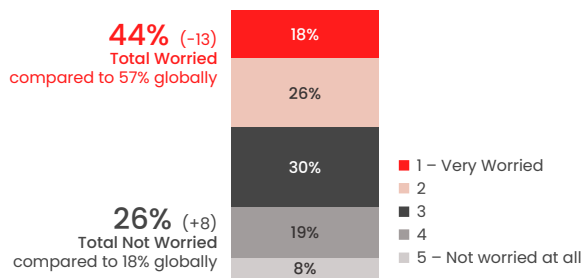


Parents in the UK show the least engagement in online safety, yet their children look to them as their primary source for staying safe online.

- In the UK, parents showed the lowest level of concern about the amount of screen time their children have on their devices. Only 44% reported being worried about how much screen time their children are getting, which was 13% below the global average.
- As for children, they ranked parents and teachers as the top two resources to help them be safe online, just as children did globally. However, children in the UK were 9% less likely to cite parents as a preferred resource and 12% more likely to look to teachers for support.

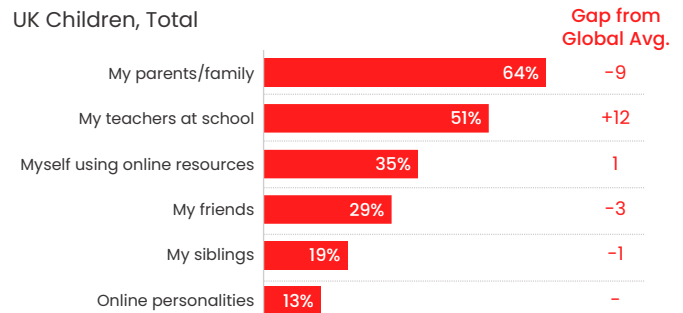
Concern about Child’s Amount of Time on Devices

UK Parents, Total



Preferred Resources about Being Safe Online

UK Children, Total



PC22. Are you worried about the amount of time your child spends using computer, gaming consoles and/or mobile devices? (Base: British parents, n=1,481)
 C22. Who is best placed to teach you about being safe online? Select all that apply. (Multiple responses allowed. Base: British children, n=1,197)

- Parents in the UK took fewer precautions for their children than the rest of the world as well. Nearly across the board, they were less likely to use technology-based solutions to protect a child’s device, such as antivirus and password protection. They reported taking fewer hands-on measures as well, such as checking browsing and email history or in-person monitoring.

Security/Privacy Precautions Implemented on Child’s PC/Laptop and Mobile/Smartphone

UK Parents, Total

	PC/Laptop	Gap from Global Avg.	Mobile/Smartphone	Gap from Global Avg.
Installed Anti Virus	48%	-9	28%	-10
Password/passcode protect the device	33%	-11	35%	-7
Regularly update Operating system to latest version	36%	-6	30%	-7
Only use reputable online stores*	33%	-7	33%	-5
Check browsing and email history	33%	-5	29%	-3
Regularly educate you on how to protect yourself	34%	-1	30%	-
Restrict usage to only certain sites	26%	-7	24%	-5
Installed malware remover	26%	-5	14%	-6
In-person monitoring of usage	21%	-10	22%	-6
Turned off location trackers	28%	-2	25%	-1
Parental Controls Software	33%	+2	28%	+1
Installed Virtual Private Network (VPN)	16%	-1	12%	-2
Subscribe to Identity Protection services^	12%	-2	10%	-2

PC7. Which of the following security/privacy precautions have you taken for your child on their PC/laptop? Select all that apply. (Base: British parents who indicate their children use a PC/laptop, n=793)
 PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? Select all that apply. (Base: British parents who indicate their children use a mobile/smartphone device, n=1,158) | * This included the example "(e.g. Google Play, Apple Store);" ^This included the description "(monitoring of illegal use of email and bank accounts)"

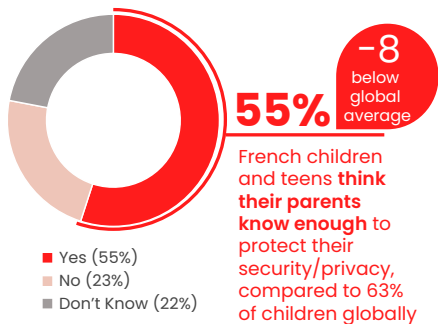
France

Children in France show the lowest confidence in their parents worldwide in the ability to keep them safe online—and are more apt to hide their activity online.

- Children in France have the lowest level of confidence in their parents, with only 55% of children saying their parents know enough to keep them safe, some 8% below the global average. As for themselves, 41% of French children said they think they know more about the online world than their parents, 6% above the global average.
- Yet 71% of children still placed parents at their top resource for staying safe online, just two points behind the average. Siblings also trended higher here than it did internationally, while teachers trended much lower.

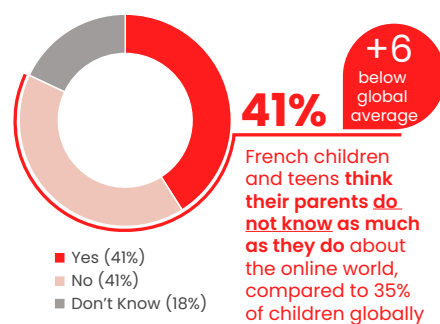
Perception of Parents' Knowledge to Protect Children's Security

French Children, Total



Perception that Parents Do Not Know as Much about the Online World

French Children, Total



Preferred Resources about Being Safe Online

French Children, Total

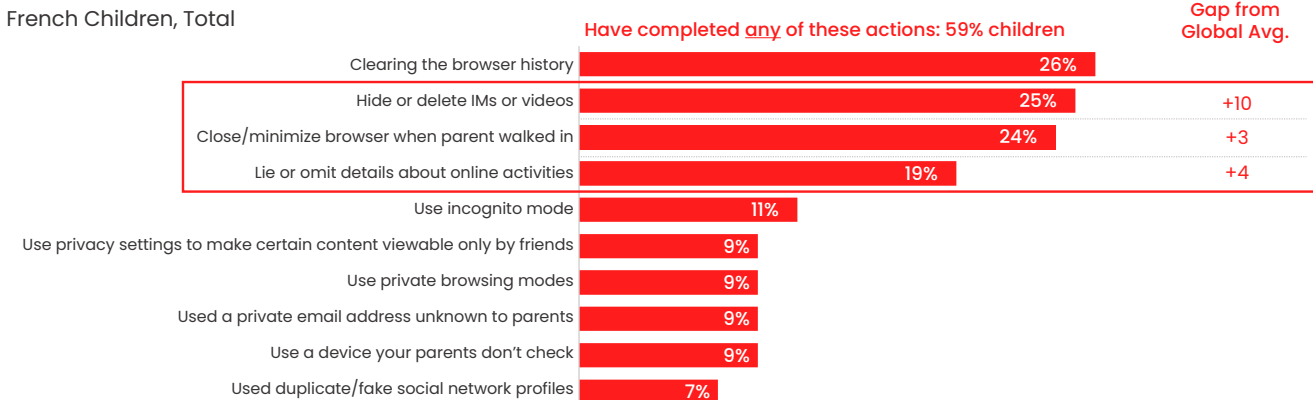
Resource	Percentage	Gap from Global Avg.
My parents/family	71%	-2
My teachers at school	28%	-11
Myself using online resources	26%	-8
My friends	27%	-5
My siblings	24%	+4
Online personalities	5%	-8

C20. Do you think your parents know enough to protect your online security and privacy? (Base: French children, n=1,164)
 C21. Do you think your parents know as much as you do about the online world? (Base: French children, n=1,164)
 C22. Who is best placed to teach you about being safe online? Select all that apply. (Multiple responses allowed. Base: French children, n=1,164)

- French children also say they are more likely to hide their online activities from their parents. Compared to the international average, they report deleting IMs or videos at a rate that is 10% higher than other children. And 19% said that they have lied or omitted details about what they are doing online, compared to 15% globally.

Actions Children Take to Hide Online Activity from Parents

French Children, Total



C10. Do you sometimes hide some of your online activity from parents? (Base: French Children, n=1,164)

Germany



Parents in Germany are amongst the least concerned and least controlling when it comes to online security for their children.

- Across risks such as cyberbullying, theft of accounts, and other misuse or theft of personal data, German parents appeared markedly unconcerned. By double digits, sometimes approaching 20%, they expressed less concern than parents worldwide. Further, their fears about exposure to cyberbullying via social media was a full 19% lower than the international average.

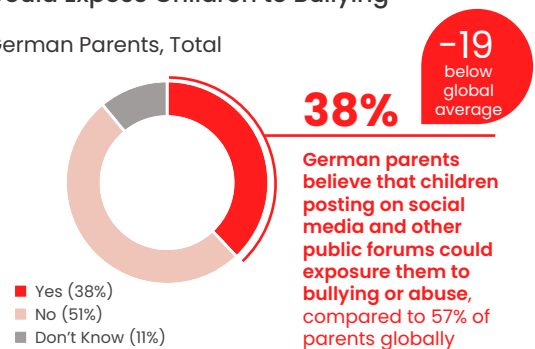
Concern about Child’s Exposure to Online Risks in the Next Year

German Parents, Total
Total Concerned (1-2 Rating)



Perception that Posting on Social Media Could Expose Children to Bullying

German Parents, Total



PC15C. How concerned are you with the risk of your child being cyber-bullied in the next 12 months? | PC16B. How concerned are you with the risk of theft of your child’s online accounts [gaming, social, etc.] in the next 12 months? | PC17B. How concerned are you with the risk of leaks of your child’s financial information [bank, credit card, passport or other identifying information] in the next 12 months? | PC18B. How concerned are you with the risk of unauthorized use of your child’s personal data the next 12 months? | PC15B. Do you think posting on social media like Facebook, Tiktok or other public forums could expose your child to bullying or abuse? (Base for all questions: German parents, n=1,471)

- These sentiments carried over when asked how important it was to protect their children’s information and data from bad actors online. Their responses also showed that they were less likely to check online activity (4% below average), limit activity time for children online (4% below average), or look at call and text message logs on their child’s smartphone (13% below average).

Importance of Protecting Children’s Online Information from Bad Actors

German Parents, Total

Total Important (1-2 Rating)	German Parents	Gap from Global Avg.
Account information	73%	-6
Private conversations	72%	-4
Gaming account logins	70%	-4
Internet browsing behavior	68%	-7
Personal information	67%	-6
Financial and identity	65%	-7
Health information	57%	-10

Actions Taken by Parents to Control Child’s Online Activities

German Parents, Total

Action	Percentage	Gap from Global Avg.
Limit the time of day or length of time when the child has screen time	55%	-4
Check the web sites or apps the child visits or uses	43%	-13
Look at call records or text messages on a smartphone the child uses	27%	-13
Friend or follow the child on social media sites	28%	-7
Track the child’s location through GPS apps or software	21%	-9

PC23. Which of the following do you do to control your child’s online activities? (Not shown above: “none of the above,” 18%. Base: German parents, n=1471)
PC6. How important do you think it is for your child to protect the following from bad actors? (Base: German parents, n=1,471)

Australia

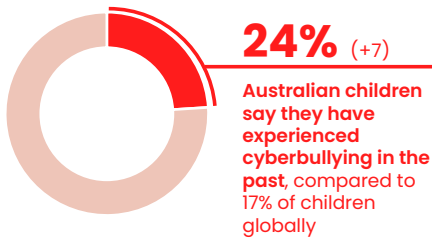


Children in Australia report a high rate of cyberbullying, the second highest in the world, and express strong concerns about social media’s impact on bullying.

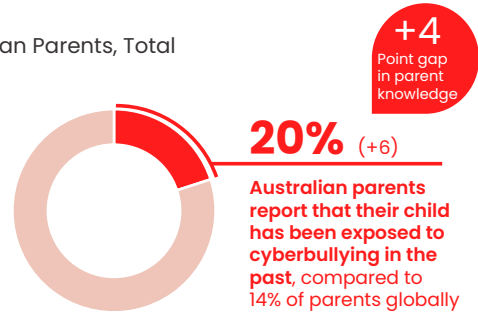
- Second only to the U.S., Australia reported the highest rate of cyberbullying in all countries studied and tied the U.S. when it came to the parental awareness gap that their child is being cyberbullied (4%).

Parents’ Knowledge and Children’s Experience with Cyberbullying

Australian Children, Total



Australian Parents, Total

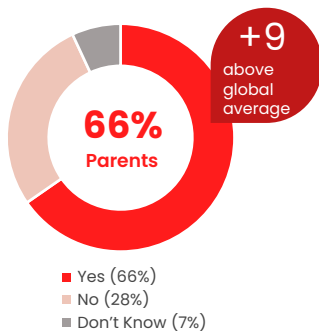


C15A. Have you been exposed to Cyber bullying in the past? (Base: Australian children, n=1,106)
 PC15A. Has your child been exposed to Cyber bullying in the past? (Base: Australian parents, n=1,441)

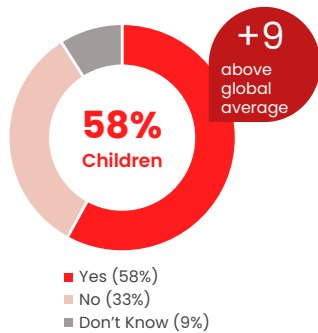
- Parents and children in Australia further expressed their concerns about cyberbullying more strongly than any other nation. They both said that posting on social media could lead to bullying or abuse at a rate of 9% higher than the global average. Responses from girls were the strongest, as were responses from teens ages 15 and up.

Perception that Posting on Social Media and Public Forums Could Expose Children to Bullying/Abuse

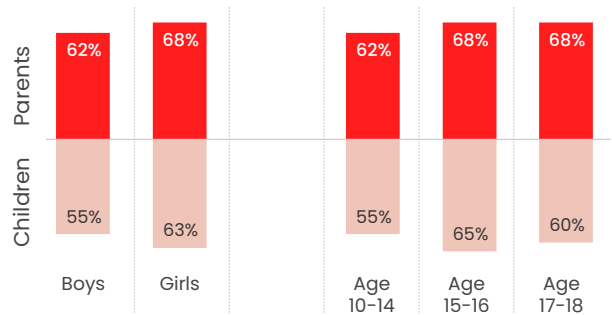
Australian Parents, Total



Australian Children, Total




Australian Parents and Children, by Child Gender and Age



PC15B. Do you think posting on social media like Facebook, Tiktok or other public forums could expose your child to bullying or abuse? (Base: Australian parents, n=1,441)
 C15B. Do you think posting on social media like Facebook, Tiktok or other public forums could expose you to bullying or abuse? (Base: Australian children, n=1,106)

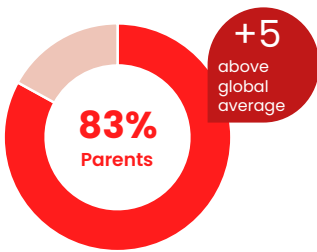
India

 Children in India are among the youngest to reach mobile maturity and report among the highest exposure to online risks.

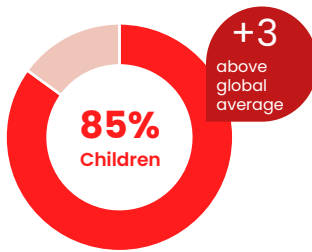
- Children in India aged 10 to 14 appear to adopt mobile more quickly than nearly all their peers worldwide. Likewise, they show some of the least uptick in mobile adoption as they grow older. Both suggest that India has an early age of mobile maturity.
- Indian parents were the most likely to overestimate their children’s mobile usage, 5% above the global average, suggesting that heavy mobile usage by children there has been normalized.

Mobile Device Use Among Children

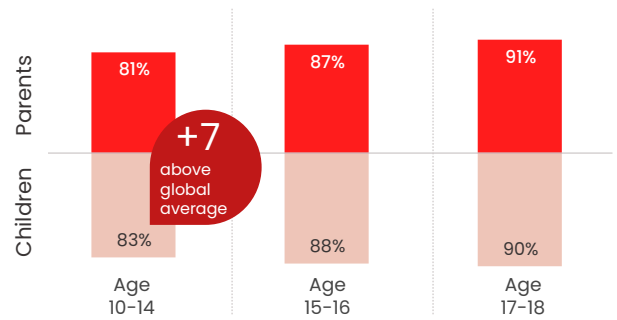
Indian Parents about Children, Total



Indian Children, Total



Indian Parents and Children, by Child Age

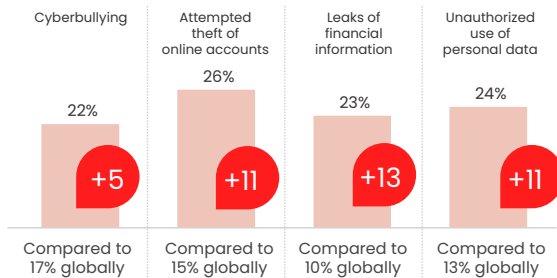


CI. Which of the following devices do you use? (Base: Indian children, n=1,240)
 PCI. Which of the following devices does your child use? (Base: Indian parents, n=1,500)

- With this earlier age of maturity, children in India also reported experiencing online risks at a higher rate. Cyberbullying, attempted thefts of online accounts, leaks of financial information, and unauthorized use of personal data all trended higher than other teens, often by double digits.
- Cyberbullying also trended slightly higher than the international average, by 5%.
- Meanwhile, the number of children reporting private conversations without knowing a person’s real identity was a noteworthy 11% higher than for other children around the world.

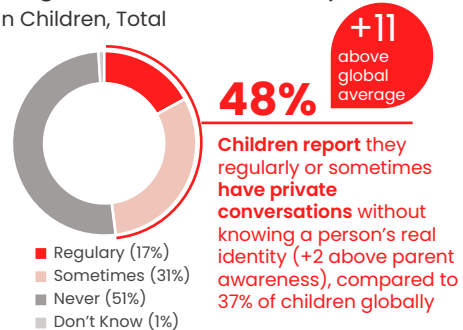
Children’s Experience with Online Risks

Indian Children, Total



Holding Private Conversations without Knowing a Person’s Real Identity

Indian Children, Total



CI5A. Have you been exposed to Cyber bullying in the past? | CI6A. Have you been exposed to attempts of theft of your online accounts (gaming, social, etc.) in the past? | CI7A. Have you been exposed to leaks of your financial information (bank, credit card, passport or other identifying information) in the past? | CI8A. Have you had unauthorized use of your personal data (spam, fraud, attempts to send virus to my contacts) in the past? | C5. How often do you do the following? Hold private conversations with people without knowing their real identity (Base: Indian children, n=1,238)
 PCI5. How often does your child do the following? Hold private conversations with people without knowing their real identity (Base: Indian parents, n=1,484)

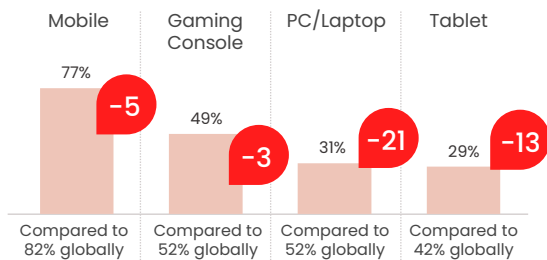
Japan



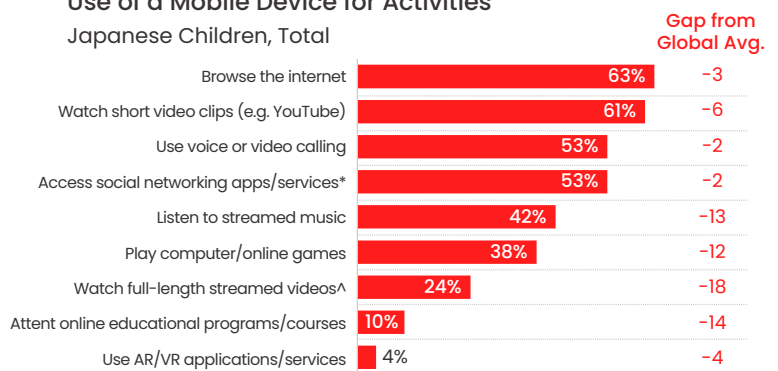
Children’s device usage lags compared to the rest of the world, and Japanese children cite the lowest rates of cyberbullying and online risks.

- Compared to other countries, Japanese children lag in their device usage overall, most significantly for PCs/laptops (21%), and tablets (13%). The difference in mobile and gaming console usage was less marked. It was lower as well yet fell within 5% of the global average.
- As far as mobile activities go, Japanese children reported far lower rates of listening to streaming music, playing games, and watching full-length videos on their phones. They did say that they used their phones for browsing and calling very close to the same rate as their international peers.

Children’s Use of Devices
Japanese Children, Total



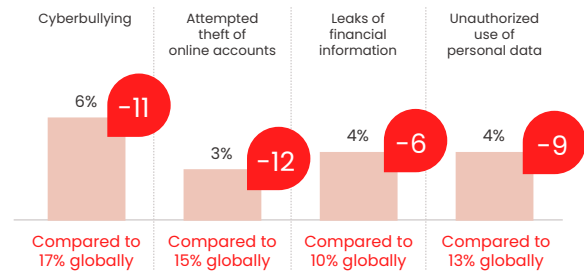
Use of a Mobile Device for Activities
Japanese Children, Total



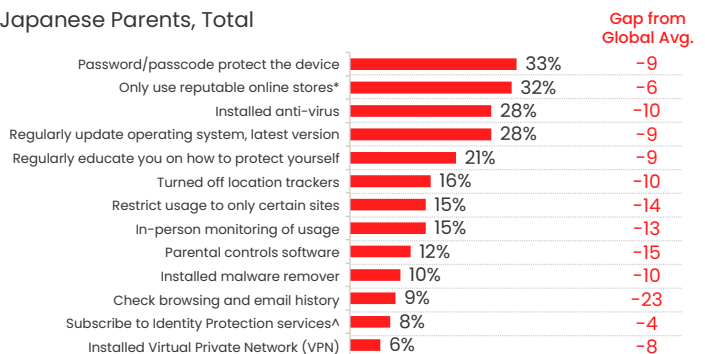
C1. Which of the following devices do you use? (Base: Japanese children, n=1,062) | C2. Do you use your mobile device for the following? (Base: Japanese children that use a mobile device, n=823) *Examples included *(e.g. Facebook, Instagram, LinkedIn, etc.) ^Examples included *(e.g. movies, TV series)*

- Lower reported device usage paired with lower reported experiences with online risks, including the least exposure to cyberbullying. Other risks fell below international averages as well, such as attempted account theft at only 3%, a full 12% lower than the global rate.
- Japanese parents said they were far less likely to take security and safety precautions on their child’s mobile device. Checking browsing and email history on phones drops to only 9%, which is 23% lower than what parents reported worldwide. Other double-digit drops in comparison to other parts of the world include usage of parental controls software (lower by 15%), restricting access to only certain sites (lower by 14%), and in-person monitoring (lower by 13%).

Children’s Experience with Online Risks
Japanese Children, Total



Security Precautions Implemented on Child’s Mobile
Japanese Parents, Total



C15A. Have you been exposed to Cyber bullying in the past? | C16A. Have you been exposed to attempts of theft of your online accounts (gaming, social, etc.) in the past? | C17A. Have you been exposed to leaks of your financial information (bank, credit card, passport or other identifying information) in the past? C18A. Have you had unauthorized use of your personal data (spam, fraud, attempts to send virus to my contacts) in the past? (Base: Japanese children, n=1,054) | PC8. Which of the following security/privacy precautions have you taken for your child on their mobile phone/smartphone? Select all that apply. (Base: Japanese parents who indicate their children use a mobile/smartphone device, n=1,090) | * This included the example *(e.g. Google Play, Apple Store), ^this included the description *(monitoring of illegal use of email and bank accounts)*

Brazil

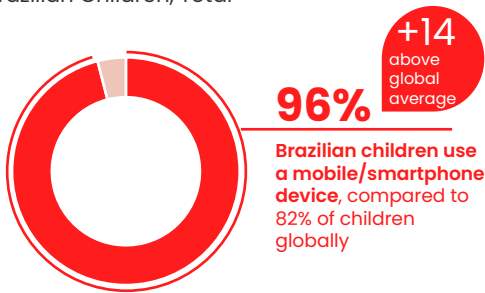


Children’s smartphone usage makes Brazil the most mobile country for tweens and teens—yet with that comes the most parental concern about time spent on devices.

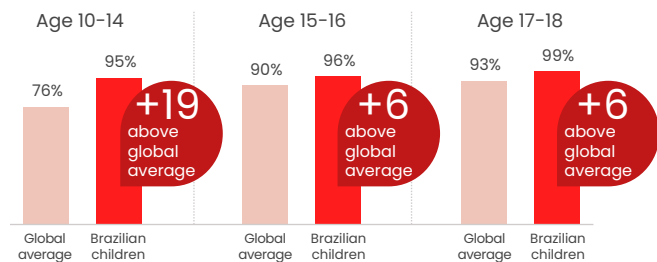
- Without question, Brazil had the highest reported mobile usage among children and teens at an overall rate of 96%. And this usage starts earlier than ever, with 95% of tweens and early teens saying that they use a smartphone—19% above the global average at this age.

Mobile/Smartphone Use

Brazilian Children, Total



Brazilian Children, by Age

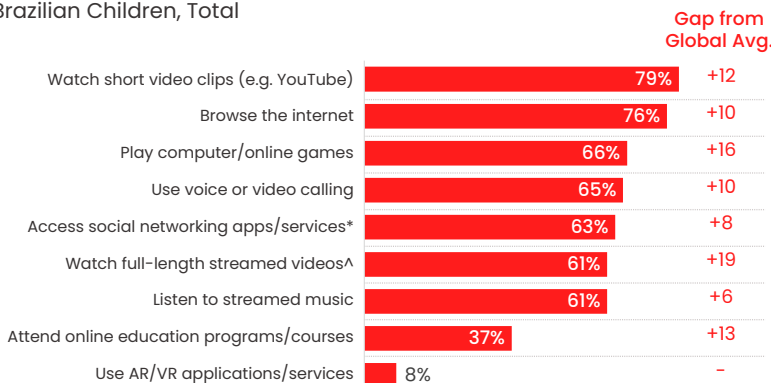


C1. Which of the following devices do you use? (Base: Brazilian children, n=1,202)

- Brazilian children who have a mobile device are much more likely to say they use it for a range of entertainment and social activities, outpacing the global average for children in most cases by double digits. Watching full-length videos on the phone saw the steepest increase compared to other children at 19%, along with gaming at 16% and attending classes online at 13% higher than the global average.
- In turn, Brazilian parents are much more concerned than parents globally about the amount of time their child spends on devices. That figure was 14% higher than other parents at 71%. Of the 71% who said they were worried, 39% said they were “very worried.” (Compare to the UK, where only 11% of parents said they were “very worried.”)

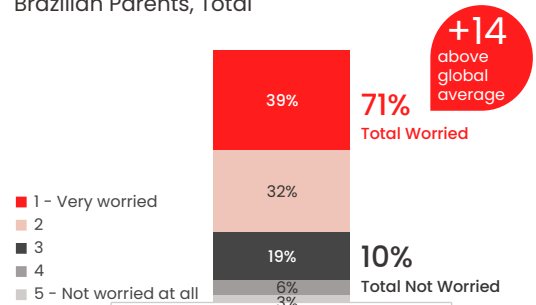
Use of a Mobile Device for Activities

Brazilian Children, Total



Concern about Child’s Amount of Time on Devices

Brazilian Parents, Total



C2. Do you use your mobile device for the following? (Base: Brazilian children that use a mobile, n=1,150) *Examples included *(e.g. Facebook, Instagram, LinkedIn, etc.). ^Examples included *(e.g. movies, TV series)* | PC22. Are you worried about the amount of time your child spends using computer, gaming consoles and/or mobile devices? (Base: Brazilian parents, n=1,493)

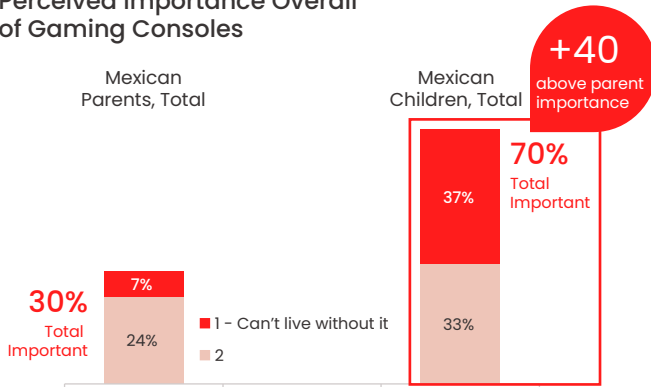
Mexico



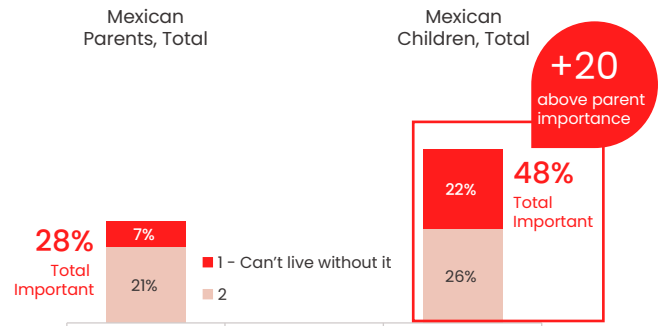
Children in Mexico report the highest rate of gaming worldwide, along with the highest perceived importance of gaming consoles.

- Children in Mexico said they placed a great deal of importance on gaming consoles. As in other nations, children emphasized the overall importance of gaming consoles and their importance in terms of connecting with family. Overall importance scored 40% higher than their parents, and the importance of consoles when connecting with family was 20% higher.

Perceived Importance Overall of Gaming Consoles



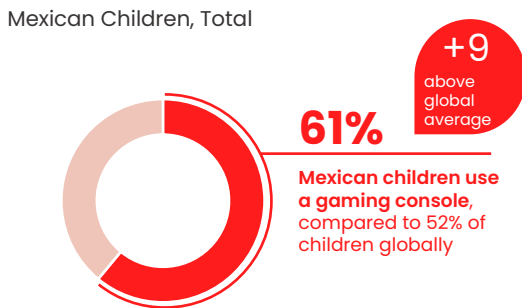
Perceived Importance of Gaming Consoles when Connecting with Family



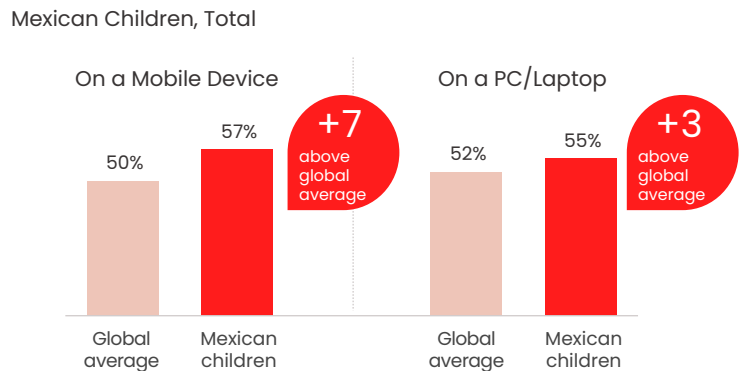
Plb. How would you describe the importance of the devices to you? Plc. How would you describe the importance of the devices to you when connecting with your family? (Base: Mexican parents who use a gaming console, n=811) | Clb. How would you describe the importance of the devices to you? Clc. How would you describe the importance of the devices to you when connecting with your family? (Base: Mexican children who use a gaming console, n=892)

- With that comes the highest reported usage of gaming consoles at 61%, which puts it 9% above the global average. This extends to gaming on mobile devices and on PCs/laptops as well.

Gaming Console Use among Children



Playing Computer/Online Games on Devices



C1. Which of the following devices do you use? Gaming Console (Base: Mexican children, n=1,217) | C2. Do you use your [PC/laptop | mobile device] for the following? Playing computer/online games (Base: Mexican children that use a PC/laptop, n=699 and children that use a mobile device, n=1,217)

Conclusion



Nurturing Our Kids Online:
They are Growing Before Our Eyes



Nurturing Our Kids Online: They are Growing Before Our Eyes

We have seen just how young children are when they reach maturity, at least in terms of their lives online.

By their mid-teens, they're using computers, laptops, and smartphones at rates that will carry into adulthood. With that, they're already experiencing some of the risks and issues that adults do, such as attempted account theft, improper use of data, and leaks of financial information.

Yet it's boys who experience these risks and issues more often than girls, arguably because their parents take fewer protective measures for them. Meanwhile, girls see more protection and monitoring from their parents as they go online and experience fewer threats—which highlights a distinct gender gap. Ultimately, these findings underscore that all children deserve the best protection from their parents, particularly as they navigate complex online landscapes at an early age.

Parents recognize their role as protectors, and children see them as protectors as well. Globally, children cited them as their top resource for staying safe online, with schools and teachers a relatively distant second.

At issue is that parents could be protecting *themselves* better online. Broadly, less than half reported using tools such as antivirus, malware removers, and password protection on devices, all basic staples of security. What's more, they apply these protections to their children at an even lesser rate, which uncovers yet another security gap, this one between parents and their children. So, while parents say they harbor concerns about online risks and threats, they have yet to follow through on these concerns to the same degree—for themselves and their children.

All this serves as a reminder that as children mature before our eyes, they're simultaneously maturing in a complex online world, one that remains largely out of sight for parents. While parents may have a sense of what activities their children like to do online and to what extent, actual monitoring of those activities remained low. As children watch videos, browse sites, and stream music, their parents don't necessarily have insight into *exactly* what they're watching or listening to. Worthy of further research is a look at the other approaches parents take to keep tabs on what content their children are taking in, such as the role of conversation.

With that, our blog offers parents and families a terrific resource when they have questions, in addition to further resources about online protection that simply make for good reading. Our aim is to help you get thinking about what's best for your family and the steps you can take to see it through so that you can make everyone's time online safer and more enjoyable.

Visit us any time!

<https://www.mcafee.com/blogs/>

Survey Methodology

In December 2021 McAfee LLC conducted a study about beliefs and behaviors around digital participation and online protection among members of connected families—as individuals and as a family unit.

Global survey of parents and children, with children answering alongside their parents.

Parents and children were surveyed together, with parents answering first and then bringing their children in to consent and answer.

These findings represent connected families not collections of individuals.

In multiple countries 15,500 parents of children in the age 10–18 participated in the study, as well as more than 12,000 of their children.

The research was conducted between December 13th–29th, 2021 by MSI-ACI via an online questionnaire to 15,500 parents and 12,057 children from 10 countries.

About McAfee

McAfee is a global leader in online protection. We're focused on protecting people, not devices. Our solutions adapt to our customers' needs and empower them to confidently experience life online through integrated, easy-to-use solutions.

For more information about online protection, visit us at mcafee.com/blogs

