

SURVEY

1 in 2 households trust their mobile operator to keep their kids safe online and are ready to pay

Global survey of 4,000 subscribers reveals that soaring use of mobile devices outside school environments due to COVID-19 is creating new and permanent challenges for mobile operators tasked with protecting subscribers



Our kids are online more than we think

Under 5's 

Well over half of under 5s spend at least 1 hour a day online, unmonitored

44% 

of kids aged 11-15 stay online unmonitored 3 – 6 hours a day

Who do parents trust to protect their kids?



57% 

of parents across the US and Europe trust their mobile operator to protect their kids online

Less than a quarter 

of parents trust Facebook, Google, or any social media providers

Mothers less trusting 

Significantly mothers are much less trusting than fathers of anyone to protect their kids online!

Parents are ready to pay mobile operators



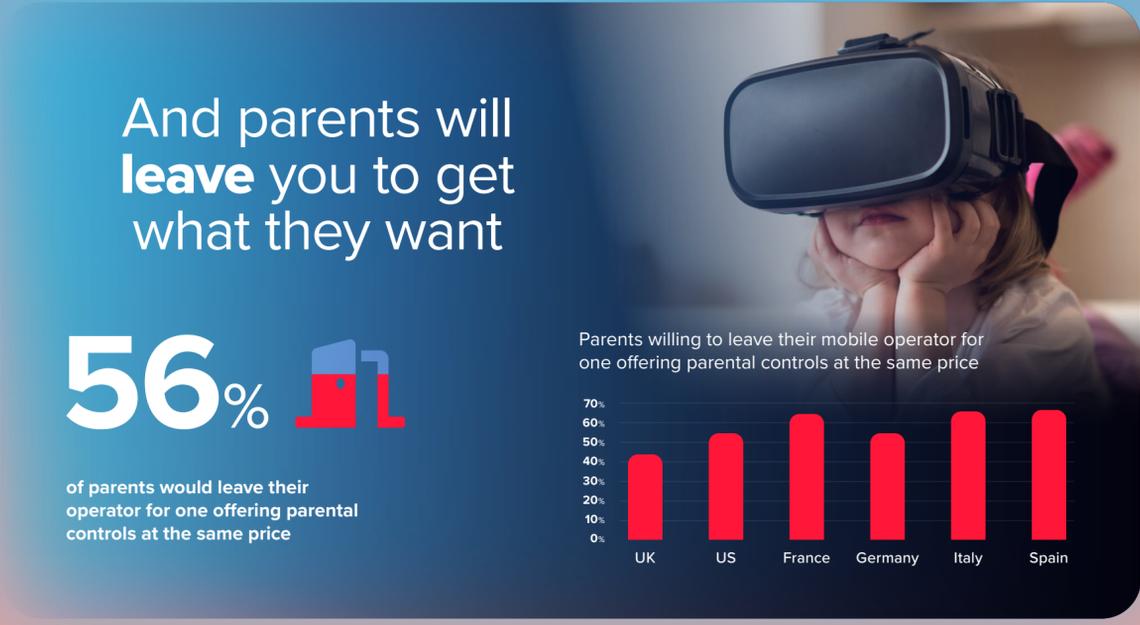
58% 

of parents across US and Europe will pay their mobile operator \$5 to \$14 to provide effective safeguards for their children

How much extra are parents willing to pay operators for effective parental controls?

1.57%	8.16%	29.44%	32.81%	25%	3.02%
Less than \$5	\$5 - \$9	I would not pay extra	\$10 - \$14	\$15 or more	N/A, I do not own a mobile

And parents will leave you to get what they want



56% 

of parents would leave their operator for one offering parental controls at the same price

Parents willing to leave their mobile operator for one offering parental controls at the same price

UK	US	France	Germany	Italy	Spain
~40%	~50%	~60%	~50%	~60%	~60%



Operators have the responsibility, AND the commercial opportunity, to step up safeguarding for children

Find out how:
[Download the full report](#)