

Technology Habits of Families - UK - November 2018

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“Parents are tasked with making sure their family has a healthy relationship with technology. Access to tech can have huge benefits, supporting family communications and other aspects of home life, as well as a child’s education and their own social life. However, these benefits must be balanced against the potential for overuse, digital addiction, and access to inappropriate content.”

– **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- Helping families manage their relationship with technology
- Technology in the home: The group or the individual

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Helping families manage their relationship with technology

The facts

The implications

Technology in the home: The group or the individual

The facts

The implications

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Individual device ownership offers a direct route to target markets

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Households with children hit 100% internet connectivity

Solutions for monitoring a child's activities

Digital assistants promoted as tools for the family

Parents disapprove of online role models

Household rules and managing digital addiction

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Apple adds multiple family-oriented features

Amazon, Facebook, and Google offering smart screens for the home

"Contains in-app purchasing" logo introduced to PEGI ratings

Launch Activity and Innovation

"Family Link" provides smartphone monitoring to parents

Apple adds multiple family-oriented features

Amazon, Facebook and Google offering smart screens for the home

Amazon unveils the next generation of the Echo Show

Facebook Portal a new entrant to the voice-controlled hardware market

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"Contains in-app purchasing" logo introduced to PEGI ratings

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Parents engaged in new technologies

Parents must make judgement calls on smartphone and tablet ownership

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Home devices to encourage video calling

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Multi-device viewing allows specific targeting

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