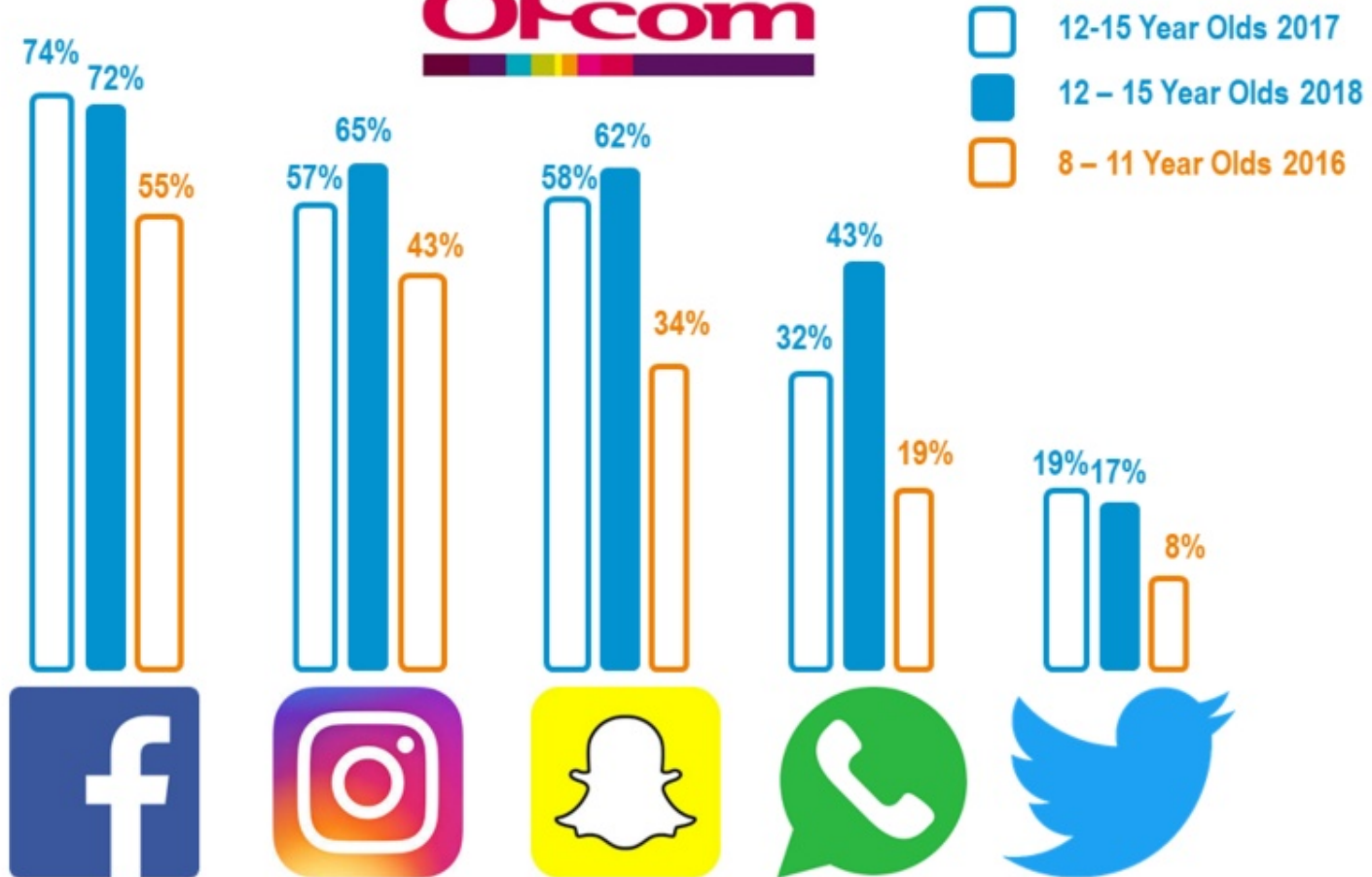


Current UK Trends	2013	2014	2015	2016	2017	2018
Time spent online per week (12-15)	17.1hrs	17.2hrs	18.9hrs	20.1hrs	20.5hrs	20.5hrs
Mostly access the internet in bedroom (12-15)	40%	38%	34%	35%	n/a	n/a
Smartphone ownership - 8-11yrs	18%	20%	24%	32%	39%	35%
Smartphone ownership - 12-15yrs	62%	65%	69%	79%	83%	83%
Tablet Ownership - 3-4yrs	0%	3%	15%	16%	21%	19%
Tablet Ownership - 5-7yrs	0%	13%	29%	32%	49%	42%
Tablet Ownership - 8-11yrs	2%	18%	43%	49%	52%	47%
Tablet Ownership - 12-15yrs	4%	26%	45%	49%	55%	50%
Parents concerned about the Internet	16%	28%	25%	30%	35%	32%
Parents concerned about gaming content	13%	22%	21%	21%	29%	34%

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