DIGITAL WELLBEING 2020

A study of young people’s understanding and perspective of digital wellbeing in the U.K.
As we all spend more time connected to the internet, we need to be mindful of how young people are using and experiencing the devices and platforms that have become integral to their everyday lives. Issues including excessive screen time, neglect of healthy routines, exposure to harmful content, smartphone addiction, mental health and personal safety are just some of the potential areas of risk that young digital citizens face daily.

Our Digital Wellbeing 2020 report provides a unique insight into young people’s perspectives regarding their own digital wellbeing, as well as the capabilities of existing support structures within their home and school environments to understand and support them effectively.

Dan Raisbeck
Co-founder
The Cybersmile Foundation

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MA(Hons) MBBS(Hons) DFRSH DRCOG MRCGP
NHS GP & Wellbeing Expert
STUDY OVERVIEW

Questions asked
10

Age range
12 - 16

Respondents
1000

Gender
500

Survey of 1,000 children aged 12-16 by Censuswide between 15.05.2020 – 19.05.2020
Approximately how much time do you currently spend online each day in total?
Approximately how much time did you spend online each day in total before lockdown began?

**OVERALL**
- 38% 1–2 hours
- 40% 3–4 hours
- 12% 5–6 hours

**CURRENTLY**

**BEFORE LOCKDOWN**

<table>
<thead>
<tr>
<th>Time Spent Online</th>
<th>Male</th>
<th>Female</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 hour</td>
<td>1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>1–2 hours</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>3–4 hours</td>
<td>38%</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>5–6 hours</td>
<td>36%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>7–8 hours</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>9–10 hours</td>
<td>1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>10–12 hours</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>13–14 hours</td>
<td>&lt;1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>15–16 hours</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>17–18 hours</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>More than 18 hours</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>
Do you feel that the amount of time you spend online negatively impacts other important areas of your life such as sleep, diet, exercise or study?

**OVERALL**
- Yes, a lot: 9%
- Yes, a little: 40%
- No, not at all: 51%

**GENDER**
- Male
  - Yes, a lot: 9%
  - Yes, a little: 48%
  - No, not at all: 43%
- Female
  - Yes, a lot: 10%
  - Yes, a little: 54%
  - No, not at all: 37%

**AGE OF CHILD**

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes, a lot</th>
<th>Yes, a little</th>
<th>No, not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 years</td>
<td>10%</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>13 years</td>
<td>10%</td>
<td>54%</td>
<td>37%</td>
</tr>
<tr>
<td>14 years</td>
<td>7%</td>
<td>52%</td>
<td>40%</td>
</tr>
<tr>
<td>15 years</td>
<td>9%</td>
<td>51%</td>
<td>41%</td>
</tr>
<tr>
<td>16 years</td>
<td>12%</td>
<td>53%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Would you consider yourself to be addicted to your smartphone?

**Overall:**
- 52% Yes
- 46% No
- 2% I don’t have a smartphone

**Gender:**
- Male:
  - Yes: 40%
  - No: 57%
  - I don’t have a smartphone: 3%
- Female:
  - Yes: 51%
  - No: 47%
  - I don’t have a smartphone: 1%

**Age of Child:**

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
<th>I don’t have a smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 y.o.</td>
<td>36</td>
<td>61</td>
<td>4</td>
</tr>
<tr>
<td>13 y.o.</td>
<td>47</td>
<td>51</td>
<td>2</td>
</tr>
<tr>
<td>14 y.o.</td>
<td>49</td>
<td>50</td>
<td>1</td>
</tr>
<tr>
<td>15 y.o.</td>
<td>45</td>
<td>53</td>
<td>2</td>
</tr>
<tr>
<td>16 y.o.</td>
<td>55</td>
<td>42</td>
<td>3</td>
</tr>
</tbody>
</table>
Would you consider your parents to be addicted to their smartphones?

**OVERALL**
- Yes: 57%
- No: 42%
- My parents don’t have smartphones: 1%

**GENDER**
- Male
  - Yes: 41%
  - No: 57%
  - My parents don’t have smartphones: 2%
- Female
  - Yes: 43%
  - No: 56%
  - My parents don’t have smartphones: 1%

**AGE OF CHILD**
- 12 years old: Yes 46%, No 52%
- 13 years old: Yes 47%, No 53%, My parents don’t have smartphones 1%
- 14 years old: Yes 43%, No 57%, My parents don’t have smartphones <1%
- 15 years old: Yes 60, No 2, My parents don’t have smartphones <1%
- 16 years old: Yes 37, No 63, My parents don’t have smartphones 1%
Does your internet or social media use feel like it negatively affects your mental and/or physical health?

**Overall**
- 65% No
- 14% Yes, both mental and physical health
- 9% Yes, mental health
- 12% Yes, physical health

**Gender**

- **Male**
  - Yes, mental health: 8%
  - Yes, physical health: 11%
  - Yes, both mental and physical health: 12%
  - No: 68%

- **Female**
  - Yes, mental health: 15%
  - Yes, physical health: 7%
  - Yes, both mental and physical health: 16%
  - No: 62%

**Age of Child**

- 12 years old:
  - Yes, mental health: 6%
  - Yes, physical health: 14%
  - Yes, both mental and physical health: 11%
  - No: 73%
- 13 years old:
  - Yes, mental health: 10%
  - Yes, physical health: 14%
  - Yes, both mental and physical health: 12%
  - No: 65%
- 14 years old:
  - Yes, mental health: 11%
  - Yes, physical health: 8%
  - Yes, both mental and physical health: 19%
  - No: 86%
- 15 years old:
  - Yes, mental health: 10%
  - Yes, physical health: 11%
  - Yes, both mental and physical health: 14%
  - No: 66%
- 16 years old:
  - Yes, mental health: 17%
  - Yes, physical health: 9%
  - Yes, both mental and physical health: 15%
  - No: 60%
Would you like your parents to help you more with reducing the amount of time you spend online?

**OVERALL**

- **Yes**: 18%
- **No**: 49%
- **I don't want to reduce the amount of time I spend online**: 32%

**GENDER**

- **Male**
  - Yes: 16%
  - No: 29%
  - I don't want to reduce the amount of time I spend online: 55%

- **Female**
  - Yes: 20%
  - No: 36%
  - I don't want to reduce the amount of time I spend online: 44%

**AGE OF CHILD**

- **12 years old**
  - Yes: 17%
  - No: 26%
  - I don’t want to reduce the amount of time I spend online: 55%

- **13 years old**
  - Yes: 18%
  - No: 28%
  - I don’t want to reduce the amount of time I spend online: 51%

- **14 years old**
  - Yes: 23%
  - No: 30%
  - I don’t want to reduce the amount of time I spend online: 47%

- **15 years old**
  - Yes: 17%
  - No: 37%
  - I don’t want to reduce the amount of time I spend online: 46%

- **16 years old**
  - Yes: 12%
  - No: 40%
  - I don’t want to reduce the amount of time I spend online: 49%
Do you feel your parents would know how to help you with an online related problem?

**OVERALL**

- Yes: 73%
- No: 27%

**GENDER**

- Male
  - Yes: 73%
  - No: 27%

- Female
  - Yes: 73%
  - No: 27%

**AGE OF CHILD**

- 12 years old: Yes 79%, No 21%
- 13 years old: Yes 75%, No 25%
- 14 years old: Yes 71%, No 29%
- 15 years old: Yes 71%, No 29%
- 16 years old: Yes 67%, No 33%
Do you feel your school would know how to help you with an online related problem?

**OVERALL**
- Yes: 70%
- No: 30%

**GENDER**
- Male
  - Yes: 67%
  - No: 33%
- Female
  - Yes: 72%
  - No: 28%

**AGE OF CHILD**

<table>
<thead>
<tr>
<th>Age</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 years</td>
<td>73</td>
<td>27</td>
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<tr>
<td>13 years</td>
<td>67</td>
<td>33</td>
</tr>
<tr>
<td>14 years</td>
<td>70</td>
<td>30</td>
</tr>
<tr>
<td>15 years</td>
<td>69</td>
<td>31</td>
</tr>
<tr>
<td>16 years</td>
<td>69</td>
<td>31</td>
</tr>
</tbody>
</table>
Would you feel comfortable going to your parents with an online related problem?
Have you ever felt that your parents’ internet or social media use has affected their ability to look after you?

**OVERALL**

- Yes: 9%
- No: 89%
- My parents don’t use the internet or social media: 2%

**GENDER**

- Male
  - Yes: 8%
  - No: 90%
  - My parents don’t use the internet or social media: 2%

- Female
  - Yes: 11%
  - No: 88%
  - My parents don’t use the internet or social media: 1%

**AGE OF CHILD**

<table>
<thead>
<tr>
<th>Age of Child</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 years old</td>
<td>11</td>
<td>≤1</td>
</tr>
<tr>
<td>13 years old</td>
<td>86</td>
<td>2</td>
</tr>
<tr>
<td>14 years old</td>
<td>91</td>
<td>1</td>
</tr>
<tr>
<td>15 years old</td>
<td>88</td>
<td>1</td>
</tr>
<tr>
<td>16 years old</td>
<td>94</td>
<td>1</td>
</tr>
</tbody>
</table>
The Cybersmile Foundation is a multi-award-winning nonprofit organisation committed to digital wellbeing and tackling all forms of abuse and bullying online.

They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realise their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.
<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Floor</th>
<th>City</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. West</td>
<td>530 Lytton Avenue</td>
<td>2nd</td>
<td>Palo Alto</td>
<td>CA 94301</td>
</tr>
<tr>
<td>U.S. East</td>
<td>99 Hudson Street</td>
<td>5th</td>
<td>New York</td>
<td>NY 10013</td>
</tr>
<tr>
<td>U.K. and International</td>
<td>3 London Bridge Street</td>
<td>3rd</td>
<td>London</td>
<td>SE1 9SG</td>
</tr>
</tbody>
</table>

Email: info@cybersmile.org