



Life Behind the Screens of Parents, Tweens, and Teens

The 2022 McAfee® Connected Family Study—India



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, we 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 tensions between parents and children when it comes to staying safe while enjoying life online.

The complete findings can be found in our full global report, available [here](#). In this regional report, we'll take a look at findings specific to India—where families differed from global trends and instances where they set some of their own.

- **Comparison One:** Mobile Maturity
- **Comparison Two:** Top Devices
- **Comparison Three:** Concern and Frequency of Cyberbullying
- **Comparison Four:** Account Theft and Financial Information Leaks
- **Comparison Five:** Gendered Protection Bias



Unique Trends in India

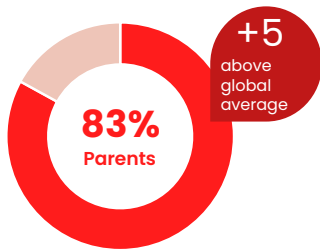
Children in India are among the youngest to reach mobile maturity and report among the highest exposure to online risks.

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.

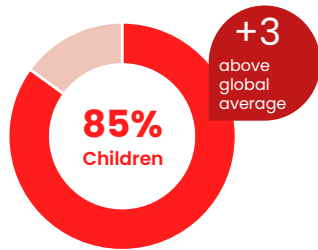
Indian parents were the most likely to overestimate their children’s mobile usage, 5% above the global average, suggesting that heavy mobile usage by children there has been normalized.

Mobile Device Use Among Children

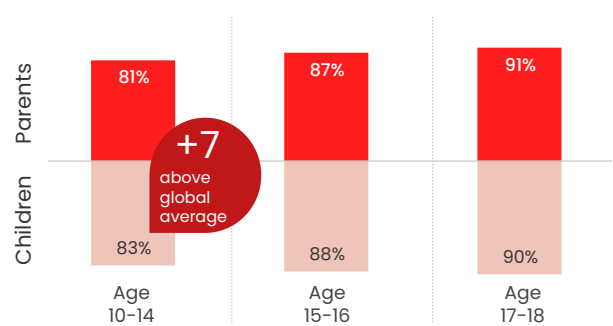
Indian Parents about Children, Total



Indian Children, Total



Indian Parents and Children, by Child Age



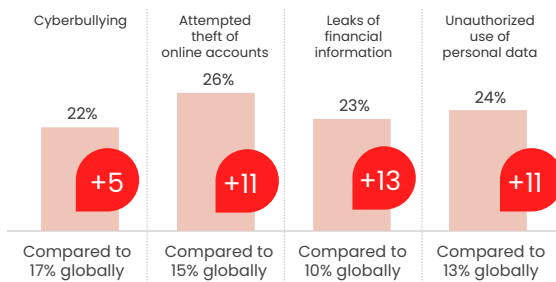
C1. Which of the following devices do you use? (Base: Indian children, n=1,240)
 PC1. Which of the following devices does your child use? (Base: Indian parents, n=1,500)

With this earlier age of mobile 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.

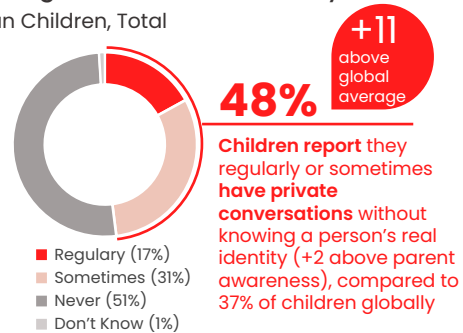
Children’s Experience with Online Risks

Indian Children, Total



Holding Private Conversations without Knowing a Person’s Real Identity

Indian Children, Total



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? | C5. How often do you do the following? Hold private conversations with people without knowing their real identity (Base: Indian children, n=1,238)
 PC5. How often does your child do the following? Hold private conversations with people without knowing their real identity (Base: Indian parents, n=1,484)



Comparison One: Mobile Maturity

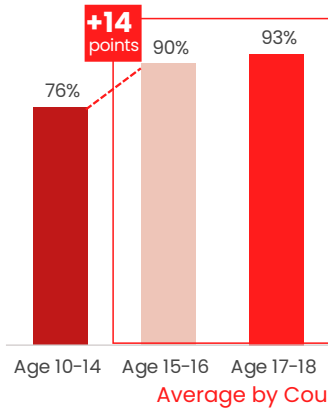
An above-average number of children in India report using mobile devices at an early age and then continue to increase their smartphone usage largely in step with the rest of the world.

As mentioned above, children worldwide reported a major uptick in mobile device usage as they approached their mid-teens. 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.

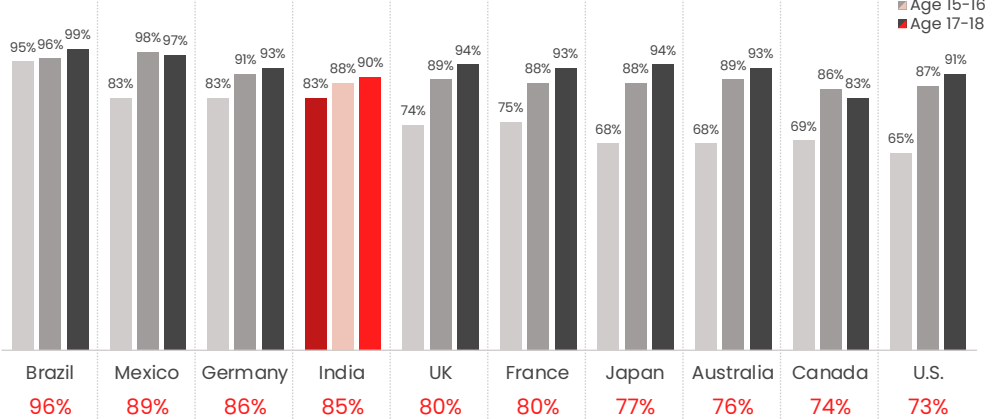
Yet their connected lives start much earlier, with smartphones and mobile devices leading the way online exposing them to the broader internet full of apps, chats, entertainment, and social media—along with the benefits and risks nearly right away.

Mobile/Smartphone Device Usage

Children, Total by Age



Children, Total by Age and Country



C1. Which of the following devices do you use? (Base: Children, n=12,057)

For children in India, this trend holds true when compared to other children around the world. Of note, smartphone use at a younger age trended above the international average by 7%. However, as children entered the mid-teens and then approached adulthood, the figures fell in line with their peers around the globe.



Comparison Two: Top Devices

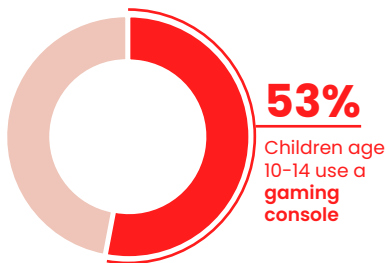
Parents and children alike say their smartphone is one of their top two devices, yet children in India break a trend by putting their gaming console at the top of their list.

Parents and children in India alike say that their mobile device is one of most important devices in their lives. Parents placed mobile in their top two with their smartphone at 43% followed by their computer or laptop at 33%. Tweens and teens put their gaming console first at 52%, followed closely by their smartphone at 50%—reversing a trend seen elsewhere in the world where the smartphone is consistently first and the gaming console is a more distant second

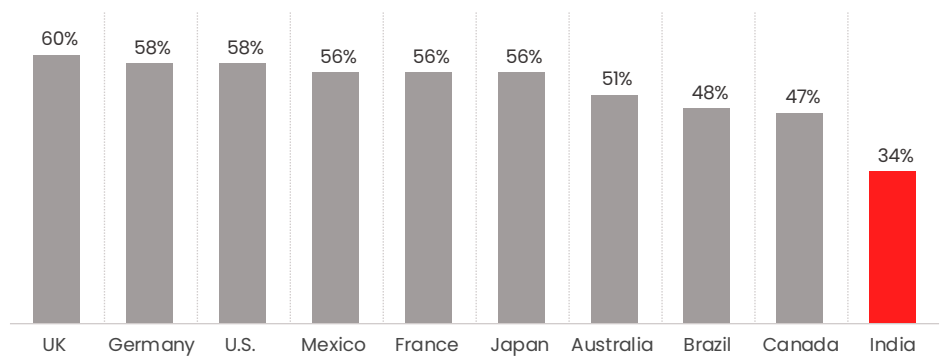
Despite the importance of gaming consoles to Indian teens and tweens, they actually fall below the global average for gaming console use between the ages of 10-14, with 34% of them saying that they play on connected game systems, 19% lower than the rest of the world.

Gaming Console Device Usage

Children, Age 10-14



Children, Age 10-14 by Country

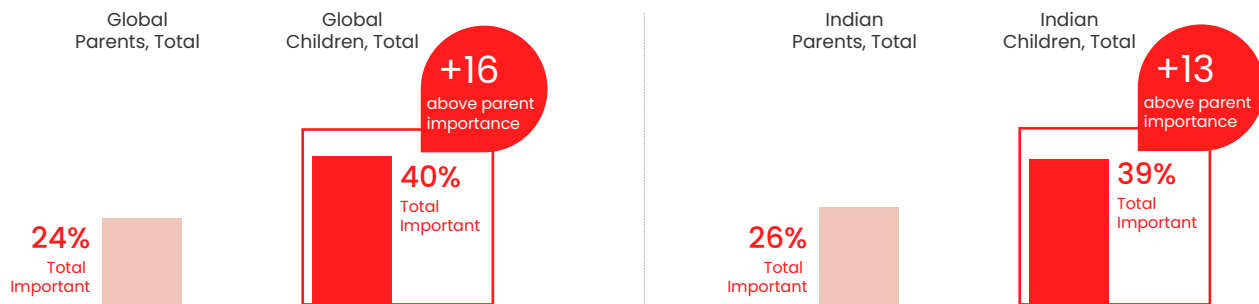


C1. Which of the following devices do you use? (Base: Children age 10-14, n=7,571)

REPORT

Of further interest is that children said their gaming console is their second-most important device for keeping connected with family, with 39% expressing this, in line with the global average of 40%. Meanwhile, parents appear to place a much lower importance on the gaming console as a way to connect with family at 26%.

Perceived Importance of Gaming Consoles when Connecting with Family



Perhaps unsurprisingly, both parents and children said the smartphone was the most important device for maintaining family connections, with parents at 45% and children at 43%—both of which fell well below the global norm, which was 59% for parents and 64% for children.



Tweens and teens in India say their gaming console is their most important device.



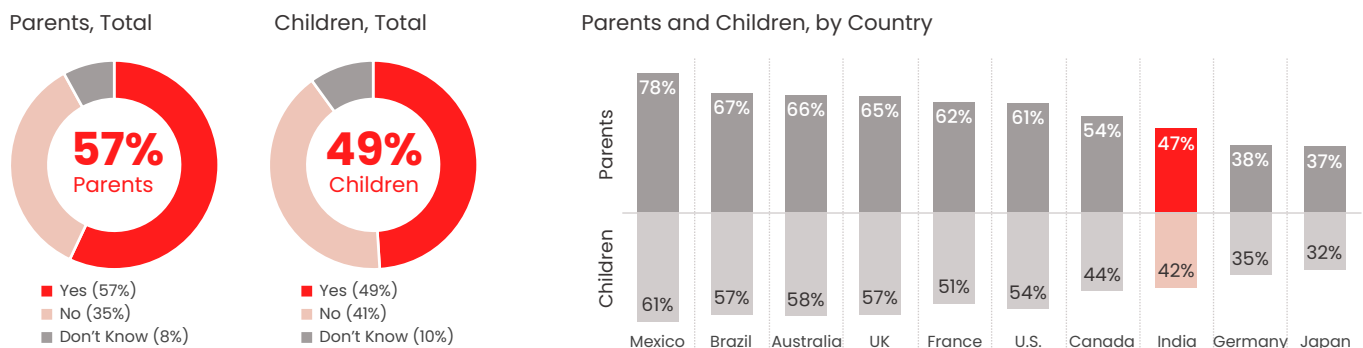
Comparison Three: Concern and Frequency of Cyberbullying

Concern for cyberbullying falls below the global average, yet children report that it occurs at a higher rate than other nations on average.

Both parents and children 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.

In India, those figures trended lower, with 47% of parents stating their worry, 10% below the global average—and 42% of children saying likewise, 7% below the global average.

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



PC15B. Do you think posting on social media like Facebook, Tiktok or other public forums could expose your child to bullying or abuse? (Base: Parents, n=15,156)
 CI5B. Do you think posting on social media like Facebook, Tiktok or other public forums could expose you to bullying or abuse? (Base: Children, n=12,030)

These figures trended highest in Mexico, with parents at 78% and children at 61%. Brazil was not far behind at 67% and 57%. Note the low end of the scale, Germany’s figures were 38% and 35% with Japan at 37% and 32%.

As far as exposure to cyberbullying, 22% of children in India reported having experienced it at some time. Globally, children reported a rate of 17%, putting India five points above the global average. Note how this compares to the highest and lowest reported rates, with the U.S. at 28% and Japan at 6%. So while concern is relatively low in India, its incidence of cyberbullying is higher than the global average.



Comparison Four: Account Theft and Financial Information Leaks

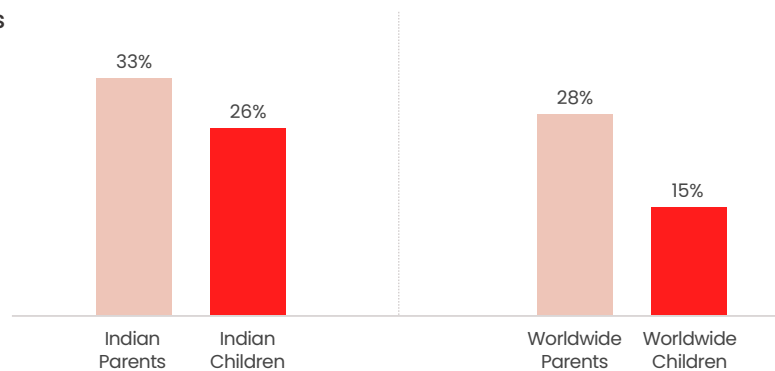
In addition to cyberbullying, families reported their experiences with other online threats, indicating issues with online privacy and security—and at a much greater rate than other families worldwide.

Parents in India reported the attempted theft of online accounts at 33% with their children at 26%. There was a slight difference in reporting here, however. When asked if their child had been exposed to possible online account theft, 26% of parents said so—making India one nation where this figure was consistent between parents and children. (Other nations typically had the parent awareness at one or two percentage points lower than what children reported.)

That 33% figure for parents in India is higher than global figures, with the international data putting parents at 28%. The same holds true for children. The international figure for children is 15%—which is 11% lower than for children in India. As for that difference in reporting, 14% of parents worldwide reported that their child had been exposed to possible theft—one point lower than what children reported.

Attempted Theft of Online Accounts

Reported Rate



Both parents and children reported leaks of financial information as well, which could include bank info, credit or debit card info, or other identifying information. In India, 30% of parents said they had experienced it at some point in the past—while 23% of children reported the same.

Indian parents and children reported this threat at a higher rate to families worldwide, with parents 9% higher than the 21% average and children 13% higher than the 10% average.

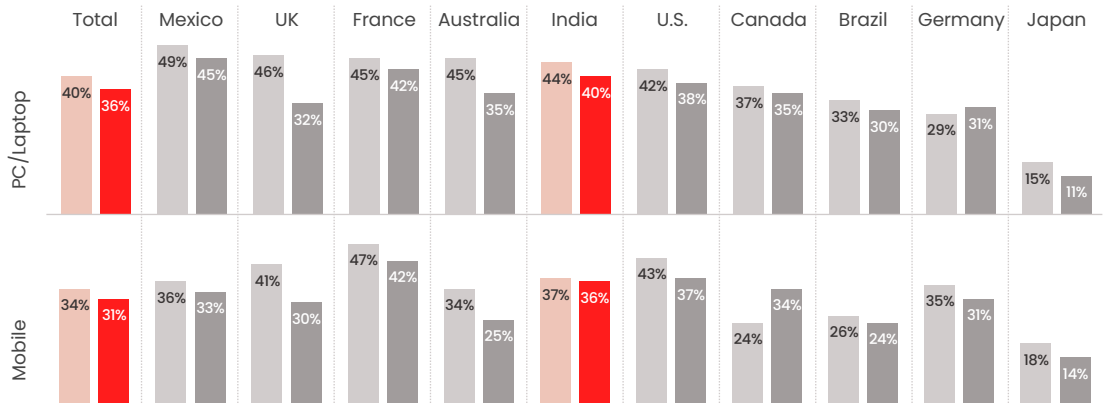


Comparison Five: Gendered Protection Bias

Globally, research showed that girls receive more protection and oversight online than boys, although rather modestly in India, yet boys experience more threats online.

Using the presence of parental controls software as one measure, girls are protected more than boys worldwide—on both their computers and smartphones. This holds true in India as well. On computers, 44% of girls have parental controls software installed compared to 40% of boys, a modest 4% difference. The gap is sligher on mobile at 1% in favor of girls, with the rates being 37% and 36%, respectively.

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



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

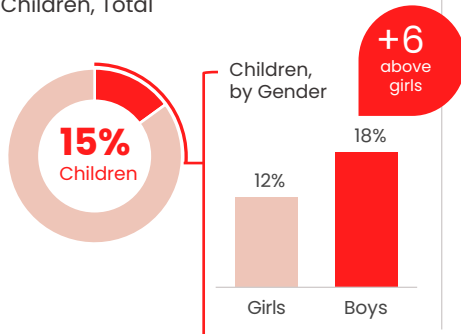
■ Parents of girls
■ Parents of boys

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)

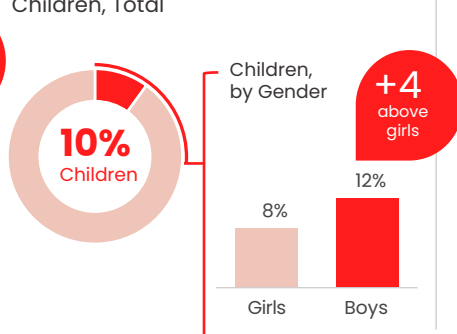
This gap continues as we look at other forms of protection and oversight, albeit less strongly than in some other nations. This is most notable for girls aged 10 to 14, their parents are more likely to check their calls and texts at 55%, with boys at 52%. Checking on the websites and apps their child visits or uses showed bias as well at this age. Sixty eight percent of parents said they do so for girls and only 66% for boys.

Of note, any such gap should be seen in light of the following: boys worldwide report experiencing threats online at a rate higher than girls.

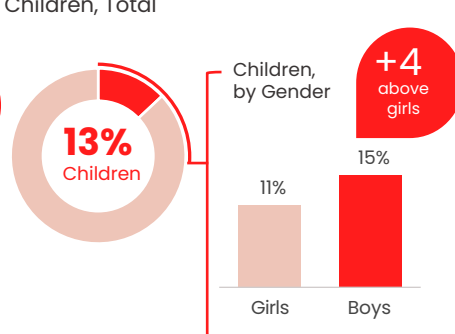
Experience with Attempted Thefts of Online Accounts
Children, Total



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)

In all, this stands as a reminder that all children can stand to benefit from online protection and oversight from their parents..



Globally, research showed that girls receive more protection and oversight online than boys, although rather modestly in India, yet boys experience more threats online.





For the full 2022 McAfee Connected Family Study Report, along with its detailed global findings, visit us for a [free download](#).

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