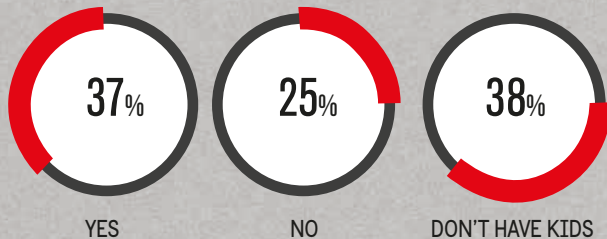


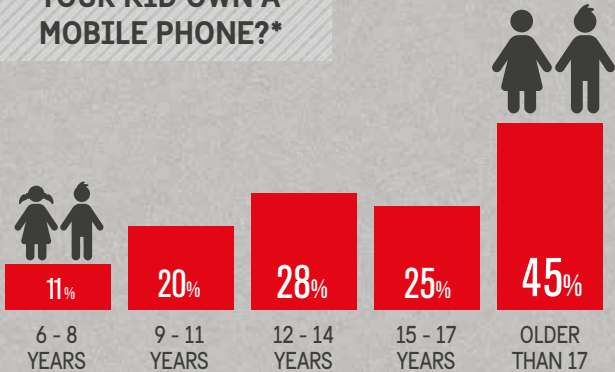
# MOBILE PHONES, THE NEW 'DIGITAL NANNY': THE PARENTS' HELPER TO KEEP CHILDREN OCCUPIED

According to Research conducted by Peli among 2.000 European smartphone users

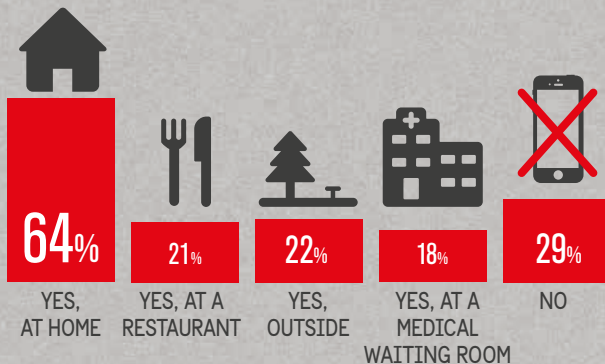
## 1. DO YOUR KIDS OWN A MOBILE PHONE?



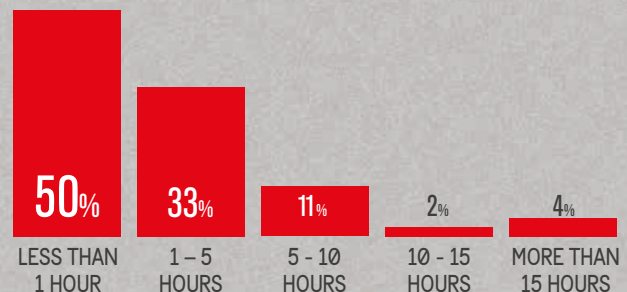
## 2. AT WHAT AGE DID YOUR KID OWN A MOBILE PHONE?\*



## 3. DO YOU LEND YOUR MOBILE PHONE TO YOUR KIDS?\*



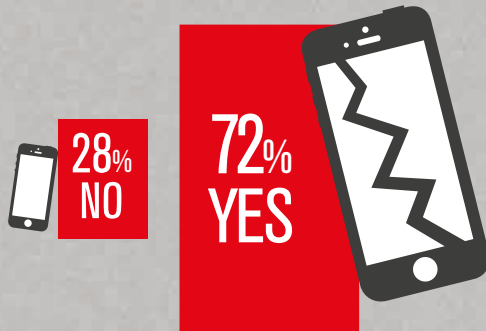
## 4. HOW MANY HOURS A WEEK DO YOU LEND YOUR PHONE TO YOUR KIDS?\*



# THE TRUTH BEHIND A BROKEN MOBILE PHONE

Results from Peli's Research among 2.000 European smartphone users

## 1. HAVE YOU EVER DAMAGED OR BROKEN YOUR PHONE?



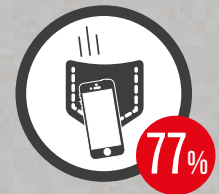
## 2. HOW DID YOU BREAK YOUR PHONE?\*



SOMEONE STEPPED ON IT

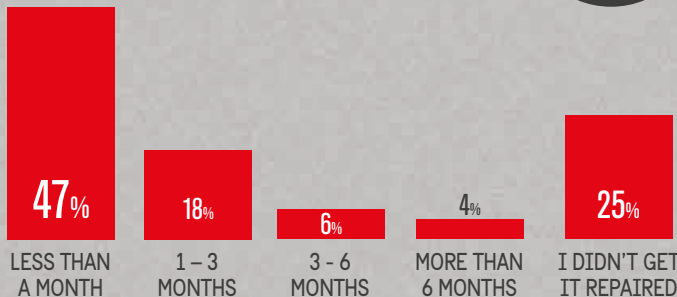


FELL IN THE TOILET



FELL OUT OF MY POCKET

## 3. WHEN YOU BROKE YOUR PHONE, HOW LONG DID IT TAKE BEFORE GETTING IT REPAIRED?



## 4. HOW LONG ON AVERAGE DO YOU OWN A PHONE FOR?

