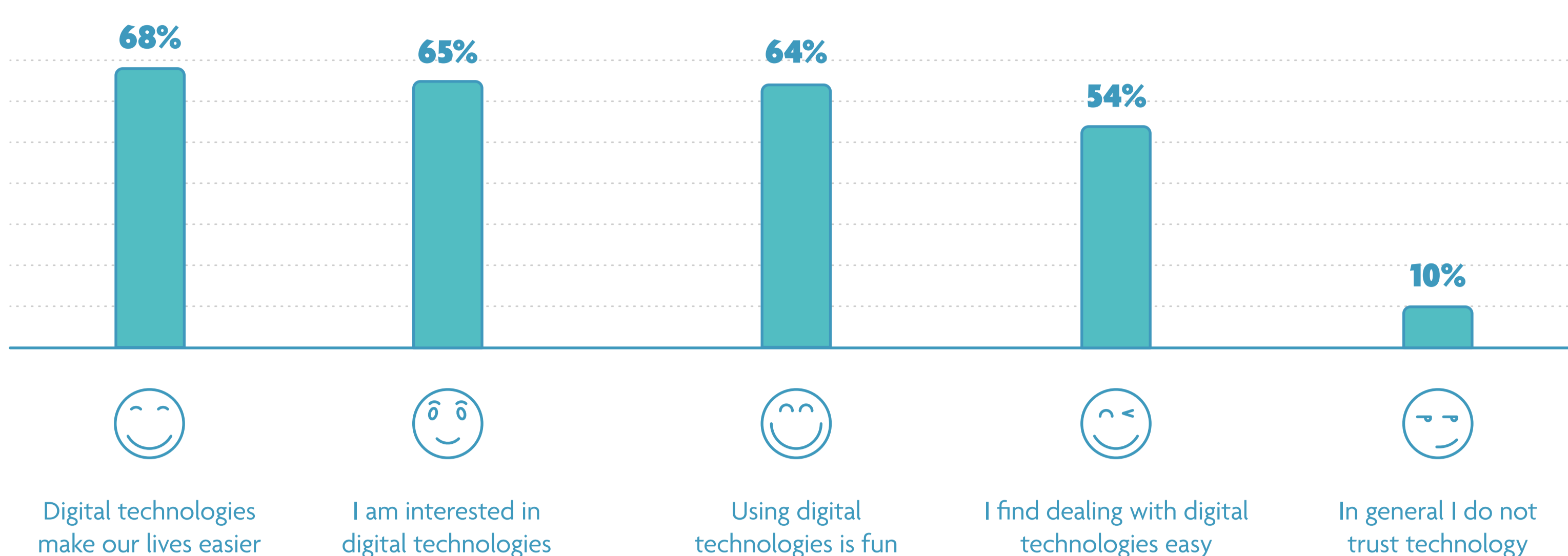


ATTITUDE TO TECHNOLOGY

Strong interest in technology
Rise in self-regulation of smartphone usage

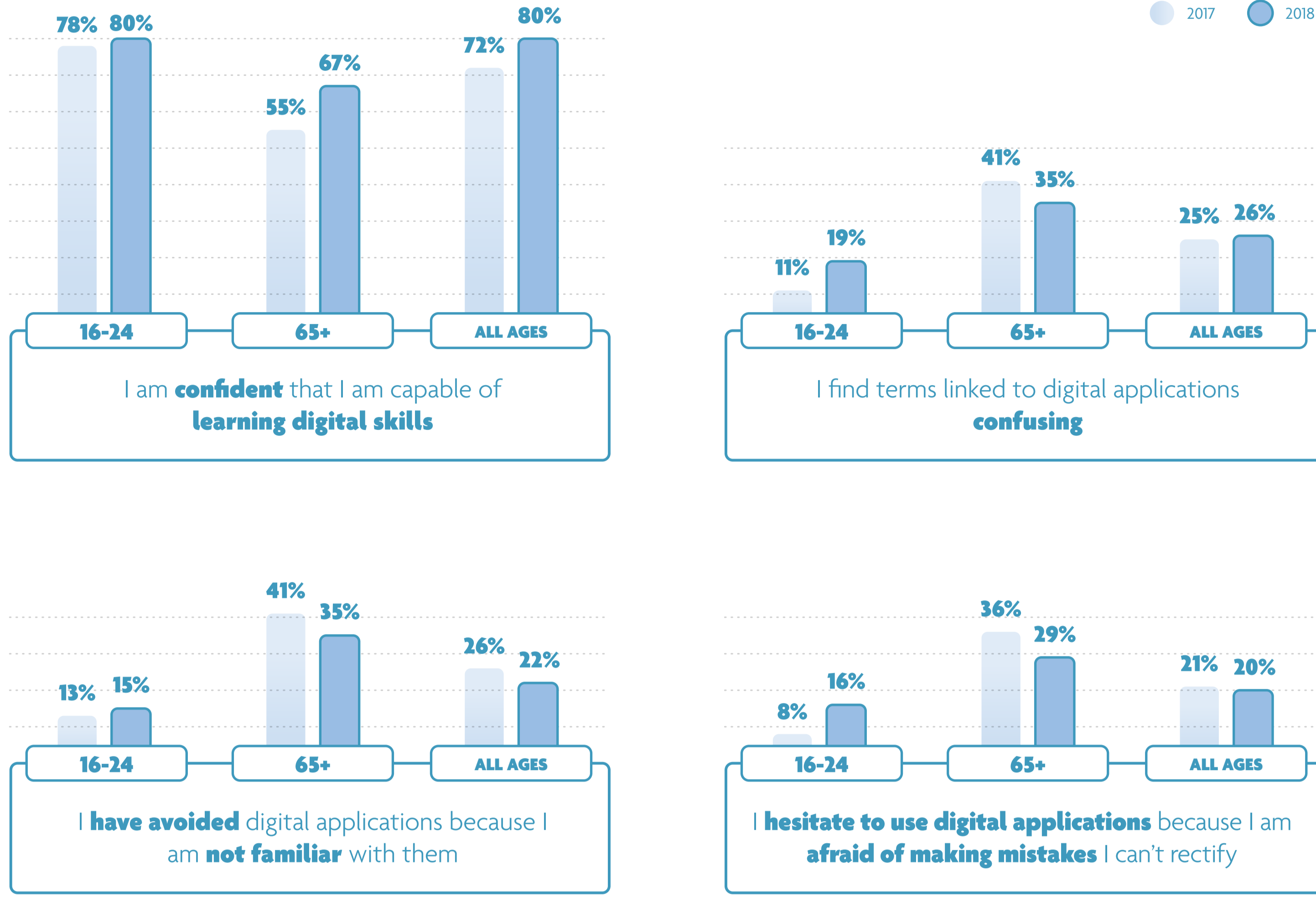
ATTITUDE TO TECHNOLOGY

Strong interest and belief in technology, low level of mistrust



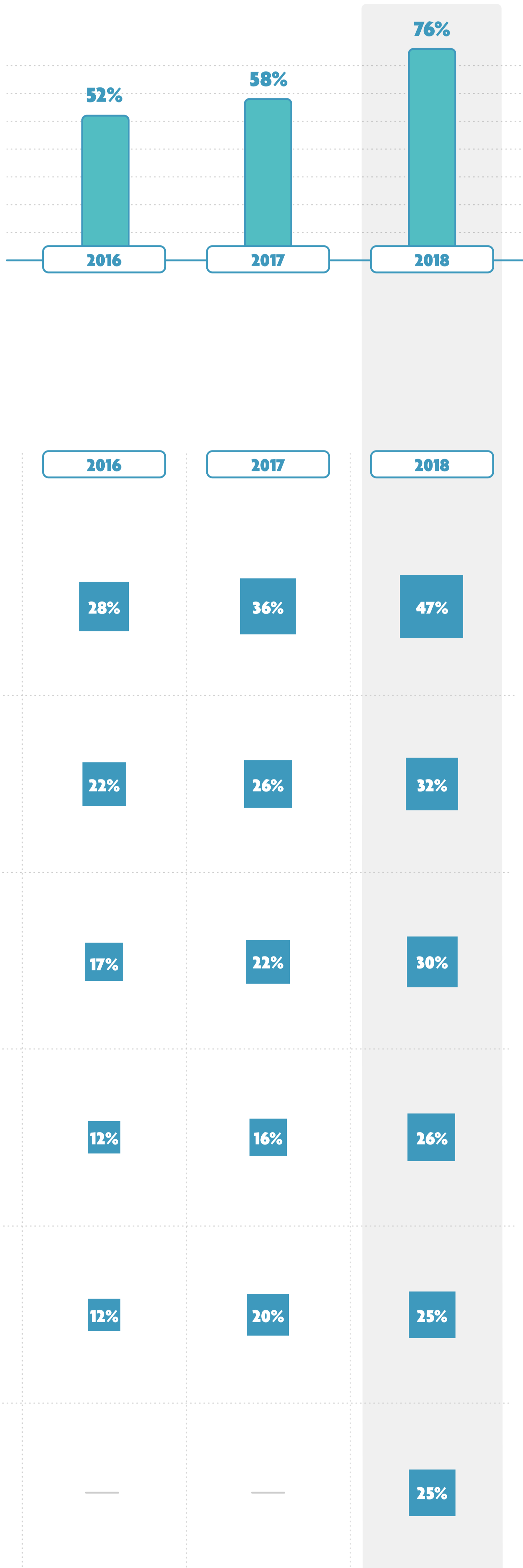
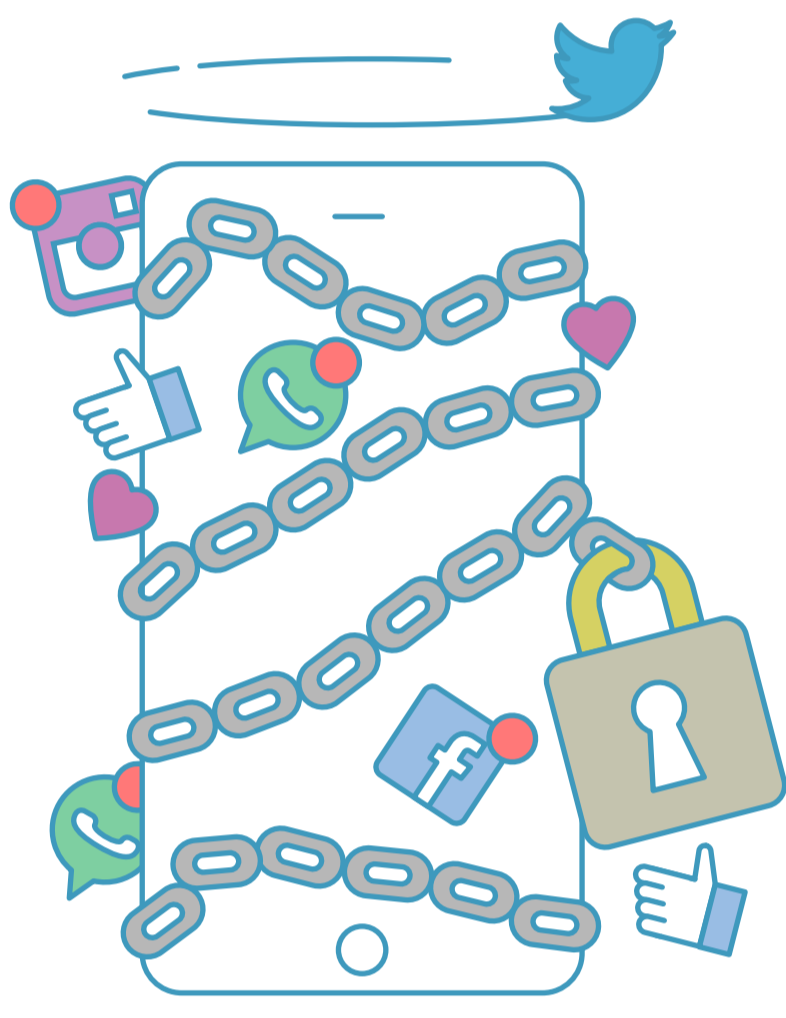
DIGITAL SKILLS

Younger people assess their skills more highly



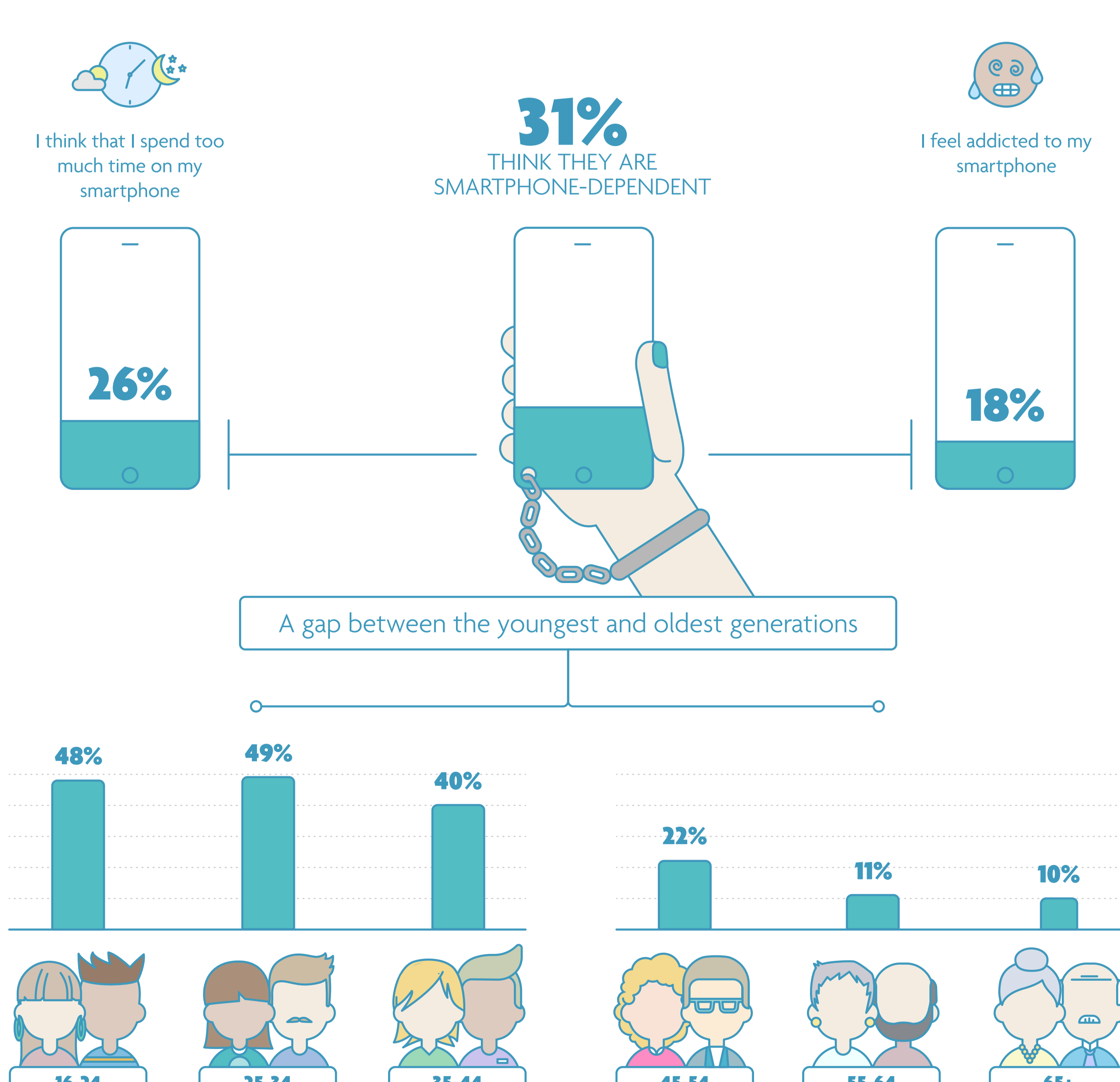
CONTROLLING SMARTPHONE USAGE

Clear rise in measures to keep smartphone usage under control



SMARTPHONE DEPENDENCY

A gap between the youngest and oldest generations



ATTITUDE TO THE SMARTPHONE

Flemings think they spend too much time on their smartphone

