



Bishop Sutton & Stanton Drew Primary School

Smartphone & Social Media Parent Survey

Understanding parent perspectives
and exploring next steps together



Why We Ran the Survey

Smartphones and social media are reaching children at younger ages

Families are navigating similar questions and pressures

The survey explored:

- smartphone ownership
- parent concerns
- social pressures
- appetite for support

Survey snapshot

- 70 parent/carers responses
- Multiple year groups represented
- All responses were anonymous
- Quantitative and written feedback included

Overall Participation by Year Group

Group	Number of Children Represented	% of Children Represented*
Reception	8	7%
Year 1	20	18%
Year 2	12	11%
Year 3	21	19%
Year 4	17	15%
Year 5	16	15%
Year 6	16	15%
Total	110	100%

Interpretation:

- Strong engagement covering all year groups

Overall Participation by Year Group of eldest child

Year Group	Responses	% of Total
Year 6	16	23%
Year 5	15	21%
Year 4	13	19%
Year 3	13	19%
Year 1	7	10%
Year 2	4	6%
Reception	2	3%

Interpretation

- The survey is strongest where eldest child is in **Years 3–6**, where smartphone decisions are becoming more immediate.
- Nearly two-thirds of responses came from parent/carers where the eldest child is in **Years 3–6**, suggesting strongest engagement among parents approaching transition years.

Smartphone Ownership

61 families (87%) said none of their children currently have smartphones

9 families (13%) said at least one child already has a smartphone

Key interpretation: the schools are still largely in a “pre-smartphone norm” stage.

Only a small number of Year 6 parents reported that their child already has a smartphone.

Main Parent Concerns

Top concerns raised:

- Harmful online content
- Mental health impacts
- Cyberbullying
- Grooming/predators
- Excessive screen time
- Loss of hobbies/interests
- Sleep disruption
- Reduced focus on schoolwork

Why Parents Might Give a Smartphone

Main reasons selected:

- Safety / logistics
- Education
- Fear of being left out
- Learning technology
- Entertainment

Key insight: Phones are viewed primarily as a practical necessity rather than something parents actively want earlier.



Pressure From Children Increases Sharply in Upper KS2

Year Group	Average Pressure (scale 1 to 5)
Reception	1.0
Year 1	1.25
Year 2	1.17
Year 3	1.29
Year 4	1.53
Year 5	2.87
Year 6	2.29

Key Insight: There is a clear jump in pressure during Years 5–6.

Interpretation

- Up to Year 4, pressure is generally very low.
- Pressure rises significantly in Year 5.
- This suggests Year 5 may be the “tipping point” where smartphone expectations accelerate.

Planned Age for Smartphones

Year Group	Most Common Planned Age
Year 6	Year 7
Year 4	Year 7
Year 3	Year 7
Year 2	Year 7

Interpretation

A strong pattern emerges: Many families appear to view the transition to secondary school as the “default” point for smartphone ownership.

A Community Pattern Emerging

Most families have delayed smartphones so far

Parents share highly similar concerns

Safety drives adoption more than desire

Families appear interested in coordinated approaches

Shared sentiment: "I'd rather wait — if others waited too."

Interest in Parent Support

Responses:

Yes — 46%

Maybe — 30%

No — 23%

Combined insight: 76% are open to support or discussion.

Themes from Written Comments

Common themes included:

- Anxiety about social media culture
- Concerns about addictive app design
- Mental health impacts
- Pressure increasing in later years
- Desire for parent solidarity
- Importance of delaying smartphones/social media



Why Timing Matters

Current situation:

- Low smartphone ownership
- Strong parent alignment
- Interest in collaboration
- Opportunity before peer pressure escalates

Key message: Communities often find it easier to establish healthy norms before smartphones become widespread.

Final Reflection

Key takeaway: Many families share similar concerns and may benefit from approaching these challenges together rather than individually.

This is an opportunity to shape healthy digital habits before pressures become harder to manage.