

WERE DAMAGED BY EUROPEAN KIDS LAST YEAR

I IN 3 FAMILIES HAD A KID DAMAGE A DEVICE



UK PARENTS SPENT

£848

MILLION

ON ELECTRONICS
DAMAGED BY KIDS

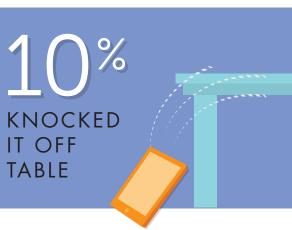
OF UK TEENS HAVE DAMAGED A TABLET, SMARTPHONE OR LAPTOP



HOW KIDS BREAK DEVICES











Methodology: In SquareTrade's 2015 Kids and Device Accidents Study, SquareTrade surveyed 2,100 parents who have at least one child age 13 or younger. The online survey was conducted in April 2015 using a top-tier panel provider (Qualtrics) and an independent research company (Honest Data). Survey findings were extrapolated to the entire United States using census information from the Department of Health and Human Services.

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