

Three-quarters of British children aged 10 own a mobile phone - twice as many as overseas

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Children in the UK are almost twice as likely to own a mobile phone at the age of 10 compared to those in other countries, according to a new international study. Three-quarters (73 per cent) of 10-year-olds here have a personal mobile compared to a global average of only 45 per cent.

In the US the figure is just one third (31 per cent) and in France it is only 10 per cent, while of 12 countries surveyed only Poland (83 per cent) had a higher proportion of 10-year-olds with mobiles.

The average age that a child gets their first mobile phone is coming down

In the UK 24 per cent of eight-year-olds and six per cent of six-year-olds also own mobiles, the research carried out by The Marketing Store found.

The new research, involving more than 4,000 children aged between six and 12 in 12 countries, also found that children in the UK are amongst the most spoilt in the developed world for pocket money.

The study, entitled 'New Definition of Childhood', was carried out by The Marketing Store, which is staging an exhibition on the future of retail in partnership with Future Foundation in London starting today (WED).

The countries involved in the study were the UK, Germany, France, Spain, Poland, the US, Canada, Mexico, Brazil, Australia, China and Japan.

Earlier this year Tim Loughton, the Children's Minister, said parents were failing to act responsibly and putting children at risk

Mobile phone ownership aged

10: Poland (83pc), UK (73pc), Brazil (73pc), Germany (69pc), Mexico (68pc), China (49pc), Spain (37pc), US (31pc), Australia (31pc), Japan (20pc), Canada (17pc), France (10pc). Overall average = 45 per cent.

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