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# Parenting Children in the Age of Screens

*Two-thirds of parents in the U.S. say parenting is harder today than it was 20 years ago, with many citing technologies – like social media or smartphones – as a reason*

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## How we did this

Pew Research Center has long studied the changing nature of parenting and family dynamics as well as the adoption of digital technologies. This report focuses on how children engage with digital technologies, screens and social media, as well as parents' attitudes about these behaviors, their concerns about their child's use of technology, and their own assessment of their parenting and experiences with digital tech. These findings are based on a [survey](#) conducted March 2-15, among 3,640 U.S. parents who have at least one child or children ages 17 and under. This includes those who took part as members of Pew Research Center's [American Trends Panel](#) (ATP), an online survey panel that is recruited through national, random sampling of residential addresses, as well as respondents from the Ipsos KnowledgePanel. The margin of sampling error for the full sample is plus or minus 2.2 percentage points.

Recruiting ATP panelists by phone or mail ensures that nearly all U.S. adults have a chance of selection. This gives us confidence that any sample can represent the whole U.S. adult population (see our [Methods 101 explainer](#) on random sampling). To further ensure that each ATP survey reflects a balanced cross section of the nation, the data is weighted to match the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other categories.

For more, see the report's [methodology](#) about the project. You can also find the questions asked, and the answers the public provided in [this topline](#).

## Parenting Children in the Age of Screens

*Two-thirds of parents in the U.S. say parenting is harder today than it was 20 years ago, with many citing technologies – like social media or smartphones – as a reason*

Parenting has never been easy. But the widespread adoption of smartphones and the rise of social media has introduced a new wrinkle to the challenges of parenthood. In fact, a majority of parents in the United States (66%) – who include those who have at least one child under the age of 18, but who may also have an adult child or children – say that parenting is harder today than it was 20 years ago, with many in this group citing technology as a reason why, according to a Pew Research Center survey conducted in March.

One of the most [highly discussed](#) – [and debated](#) – topics among parents today is screen time. How much is too much? And what impact will screens have on children’s development? Amid these growing questions, the [World Health Organization](#) issued guidelines last year on the amount of time young children should spend in front of screens.

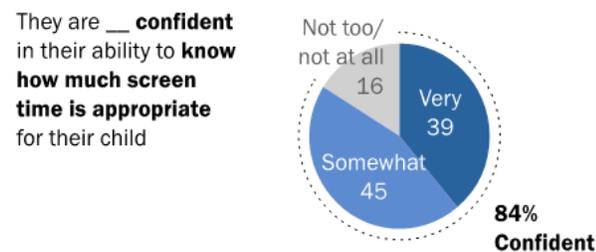
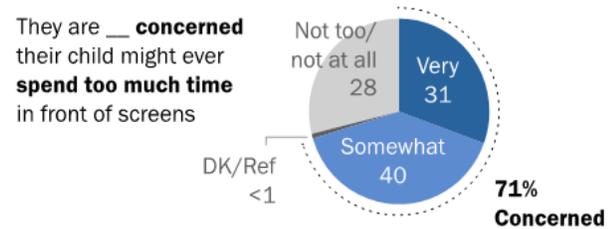
Parents with young children themselves make clear they are anxious about the effects of screen time. Fully 71% of parents of a child under the age of 12 say they are at least somewhat concerned their child might ever spend too much time in front of screens, including 31% who are very concerned about this.<sup>1</sup> And some parents with a child in this age range already believe their child spends too much time on certain devices, including a smartphone. (It is important to note that this survey was fielded before the [COVID-19 outbreak in the U.S.](#) that closed many schools and led to widespread shutdowns and stay-at-home orders throughout the country.)

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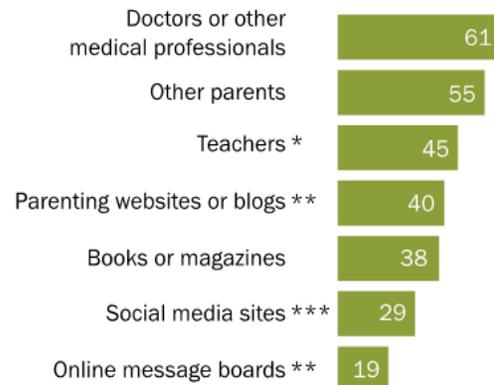
<sup>1</sup> Throughout this report there are references to parents who have children of various ages. In cases where parents have more than one child in the age ranges discussed, the parents were randomly assigned to talk about a specific child in the relevant age range.

## A majority of parents are concerned that their child might ever spend too much time on screens and have reached out to doctors for advice about this

% of U.S. parents of a child age 11 or younger who say ...



They ever get **parenting advice or information** about screen time from ...



\*Based on parents of a child age 5 to 11.

\*\*Based on internet users.

\*\*\*Based on social media users.

Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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While a majority of parents with a young child say they are very (39%) or somewhat confident (45%) in knowing the appropriate amount of screen time for their child, they are also seeking out advice from others. Some 61% of parents of a child age 11 or younger say they have received advice or information about screen time from a doctor or other medical professional and 55% say the same about other parents, while 45% of parents of a child age 5 to 11 have turned to teachers for help.

Parents overall are also apprehensive about the long-term effects of smartphones on children's development: 71% believe the widespread use of smartphones by young children might potentially result in more harm than benefits.

These worries come at a time when it is fairly common for children of all ages to engage – in some way – with digital devices.<sup>2</sup> For example, 80% of parents say their child age 5 to 11 ever uses or interacts with a tablet computer, while 63% say the same about smartphones. For parents of children under the age of 5 those shares are also notable: 48% and 55%, respectively. At the same time, roughly one-third of parents of a child 11 or younger (36%) say their child ever uses or interacts with a voice-activated assistant, like Apple’s Siri or Amazon Alexa. But there are wide age gaps: parents who have an older child, between the ages of 5 and 11 (46%), are more likely than parents with a child age 3 to 4 (30%) or 2 or younger (14%) to say their child uses or interacts with this type of technology.

## Terminology

Several terms used in this report are related to parents, age of children and the technology adoption practices of children. This reference guide explains each term.

**Parent** is used to refer to an adult who reports being a parent or guardian of at least one child under the age of 18, but who may also have an adult child or children.

**Parents of a child age 11 or younger** is used to refer to parents who report having a child age 11 or younger. In cases where families have more than one child in this age range, these questions asked the parents focus on one of those children, either their oldest or youngest child in this age range (based on random assignment).

**Parents of a child age 4 or younger** is used to refer to parents whose randomly assigned child is under the age of 5 (0 to 4).

**Parents of a child age 5 to 11** is used to refer to parents whose randomly assigned child is between the ages of 5 and 11.

**Young child** is used to describe children under the age of 12.

**Engagement and interaction with digital technology among children** was measured by asking parents about the devices their child “uses or interacts with.”

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<sup>2</sup> Questions about technology adoption in Pew Research Center surveys are typically asked to the respondents directly. This survey, however, does ask parents to indicate whether or not their child engages or interacts with various digital technologies.

YouTube has emerged as a key platform for both younger and older kids. Fully 89% of parents of a child age 5 to 11 say their child watches videos on YouTube, as do 81% of those who have a child age 3 to 4 and 57% of those who have a child age 2 or younger. And while majorities of parents whose child uses YouTube credit the platform for entertaining and educating their children, a majority of these parents are concerned about their child being exposed to inappropriate content on the video sharing site.

But the conversation around screen time is not limited to children. Parents themselves grapple with their own device distractions. When asked if they spend too much, too little or not enough time on their phone, more than half of parents overall (56%) say they spend too much time on their smartphone, while about seven-in-ten (68%) say they are at least sometimes distracted by their phone when spending time with their children.

These findings come from a nationally representative survey of 3,640 U.S. parents who have at least one child under the age of 18, but who may also have adult children, conducted online March 2-15, 2020, using Pew Research Center's [American Trends Panel](#) and the [Ipsos KnowledgePanel](#). The following are among the other major findings.

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### Majority of parents say their child 11 or younger watches videos on YouTube

*% of U.S. parents of a child age 11 or younger who say their child ever watches videos on YouTube*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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## Many parents cite technology as a reason why parenting is harder today than in the past

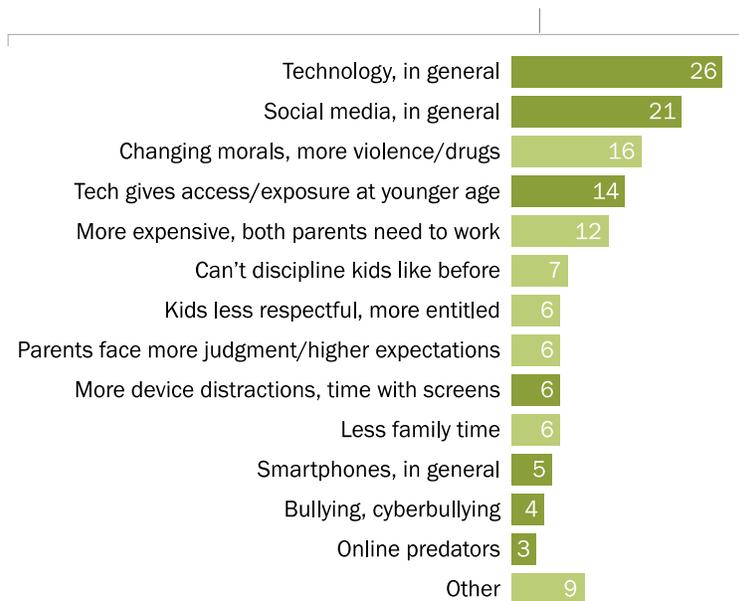
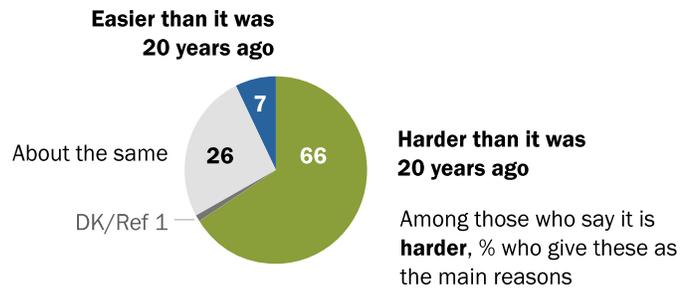
When asked whether parenting is harder, easier or about the same as it was 20 years ago, larger shares of parents (66%) – which includes those who have at least one child under the age of 18 – say they believe it is harder today for most parents. Meanwhile, just 7% think it is easier, while 26% believe parenting is about the same as it was two decades ago.

Across demographic groups, parents are more likely to say that parenting today is more difficult rather than easier when compared with the past, but there are some modest differences by age. About seven-in-ten parents ages 50 and older (71%) say parenting is harder today, versus 66% of 30- to 49-year-old parents and 60% of those ages 18 to 29.

Parents cite a number of different reasons why they think parenting has grown more difficult over the years. Some of the most common responses tend to stress the impact of digital technology (26%), the rise of social media (21%) and how access to technology exposes children to things at a young age (14%). Other

### A majority of parents today say parenting is harder today than two decades ago, with many citing technology as a reason why

*% of U.S. parents who say that for most parents, parenting is ...*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown. Verbatim responses have been coded into categories and figures may add up to more than 100% because multiple responses were allowed.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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commonly cited reasons for parenting growing more difficult include changing morals and values and the costs associated with raising a child.

## Parents are wary of the impact of mobile devices, and relatively few think children under 12 should have their own smartphone

With many children having access to mobile devices, one of the questions posed to parents and experts alike is when it is acceptable for children to have their own smartphone or tablet computer.

The ages of 12 to 14 seem to be a major milestone in parents' eyes for smartphones. This survey finds that a majority of parents (73%) believe it is acceptable for children to have their own phone only after they have reached at least the age of 12. Some 45% say smartphone ownership is acceptable between the ages of 12 and 14, and 28% say it is acceptable between the ages of 15 and 17.

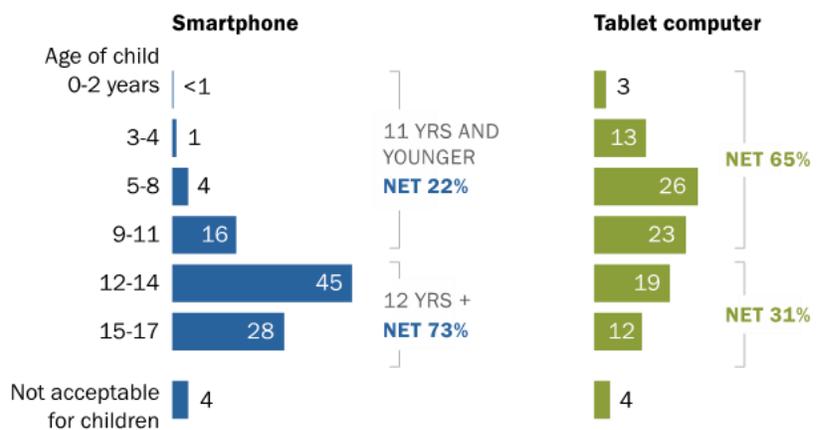
Just 22% think it is OK for a child under the age of 12 to have one.

When asked about the appropriate age for a child to have their own tablet, parents are more accepting of children having one at a younger age. Fully 65% of parents say it is acceptable for child to have their own tablet computer before the age of 12.

Parents who have at least one minor child but who may also have adult children weighed in on whether they thought the use of smartphones by young children would help or hurt their ability to do a variety of things such as develop healthy friendships or do well in school. Parents are concerned about the impact that smartphones could have on children's interpersonal skills. Fully 71% of parents say the use of smartphones by children age 11 or younger will hurt their ability to

### Most parents don't think it's acceptable for a child under the age of 12 to have their own smartphone

% of U.S. parents who say, in general, it is acceptable for children to have *their own* \_\_\_ at age ...



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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learn effective social skills a lot or a little, while a similar share says the same about developing healthy friendships. Just over half of parents think these devices will hurt children's ability to do well in school, while parents are more evenly split when it comes to how smartphones will impact children's ability to be creative or pursue their hobbies and interests.

## YouTube is widely used by children, with parents seeing both benefits and drawbacks to the platform

Aside from interactions with the devices themselves, children also engage with a range of platforms and websites, and [YouTube has emerged](#) as a key platform for kids.

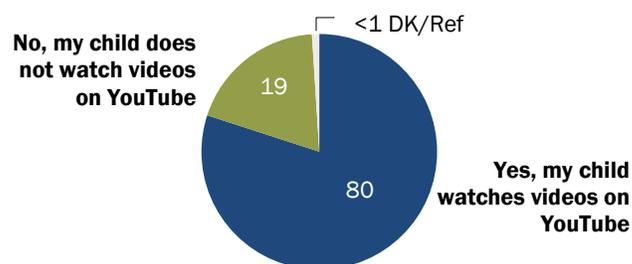
A clear majority of parents who have a child age 11 or younger say this child ever watches videos on YouTube. Among parents who say their child watches videos this way, 53% say their child does this daily, including 35% who say their child watches these videos on the platform several times a day.

But these numbers vary significantly by race and ethnicity. Black (50%) or Hispanic parents (40%) who have a child in this age range who watches YouTube are more likely to say their child does this several times a day, compared with white parents (29%).

When it comes to their opinions about the video-sharing site, parents offer both positive and negative critiques of the platform. Fully 97% of parents whose child watches videos on YouTube say it keeps their child entertained, 88% believe it helps them learn new things, while 75% say the

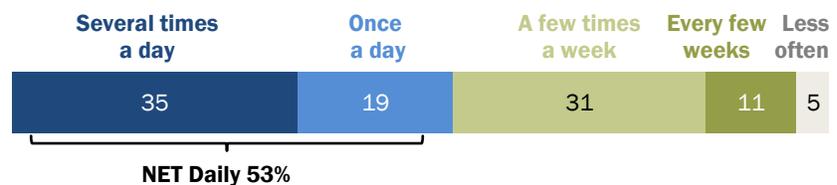
### 80% of parents of young children say their child watches videos on YouTube ...

*% of U.S. parents of a child age 11 or younger who say ...*



### ... and among this group, roughly half say their child does this on a daily basis

*Among parents of a child age 11 or younger who say their child watches videos on YouTube, % who say their child does so ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020

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platform exposes their child to different cultures. Still, majorities of parents are concerned about the types of videos their child may encounter on YouTube, and some report that their child has come across unsuitable material. Some 46% say their child age 11 and younger who watches YouTube videos has encountered videos that were inappropriate for their age.<sup>3</sup>

### **Vast majority of parents say they limit when and how long their child can use screens, while digital ‘grounding’ is a relatively common practice for parents**

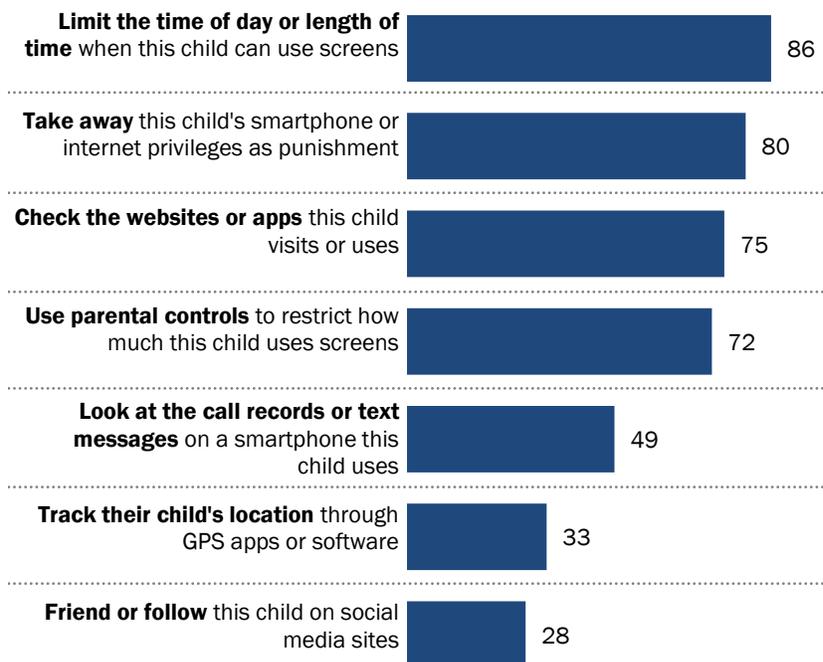
In addition to parents’ concerns about screen time, there are other tech-related worries that are on their minds. Majorities of parents say they are at least somewhat concerned about their child ever being the target of online predators, accessing sexually explicit content, accessing violent content online or ever being bullied or harassed online.

Amid these worries, parents report that they monitor their young child’s digital activities in a number of ways, with most limiting screen time and using digital “grounding” as a disciplinary tactic.

Fully 86% of parents of a child age 5 to 11 say they limit the time of day or length of time their child can use screens, while eight-in-ten say they take away their child’s smartphone or internet privileges as punishment. About three-quarters of parents of a child

#### **Roughly eight-in-ten or more parents limit when and how long their child can use screens or digitally ‘ground’ their child**

*% of U.S. parents of a child age 5 to 11 who say they ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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<sup>3</sup> YouTube provides a YouTube Kids platform with enhanced parental controls and curated video playlists, but the analysis in this report focuses on YouTube as a whole.

age 5 to 11 say they check the websites this child visits or the mobile apps they use (75%) and use parental controls to restrict how much this child uses screens (72%).

Roughly half of parents of a child in this age range (49%) say they look at the call records or text messages on a smartphone used by this child. Other forms of monitoring like tracking the location of their child through GPS apps or software (33%) or friending or following their child on social media (28%) are far less common.<sup>4</sup>

At the same time, more than half of parents of a child 11 or younger say they are at least somewhat concerned about their child ever being the target of online predators (63%), accessing sexually explicit content (60%) and accessing violent content online (59%). Somewhat similar shares (56%) report they are very or somewhat concerned that their child might ever be bullied or harassed online.

### **Parents have their own struggles and experiences with smartphones and social media**

In addition to monitoring their children's screen time and use of digital devices, parents also acknowledge how their own phones have led to distracted parenting.

More than half (56%) of parents who report having at least one minor child, but who may also have an adult child or children, say they spend too much time on their smartphone, while smaller shares say they spend too much time on social media (36%) or playing video games (11%).

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<sup>4</sup> A Pew Research Center survey conducted in [2014 and 2015](#) on parents of teens found some monitoring practices – like checking websites they visited and their social media profiles – to be common, while others, like using parental controls and monitoring their location with their cellphone, were less prevalent.

A majority of parents also report that their phone can get in the way of spending quality time with their children.

Roughly seven-in-ten parents (68%) say they are at least sometimes distracted by their smartphone, with 17% saying this happens often.

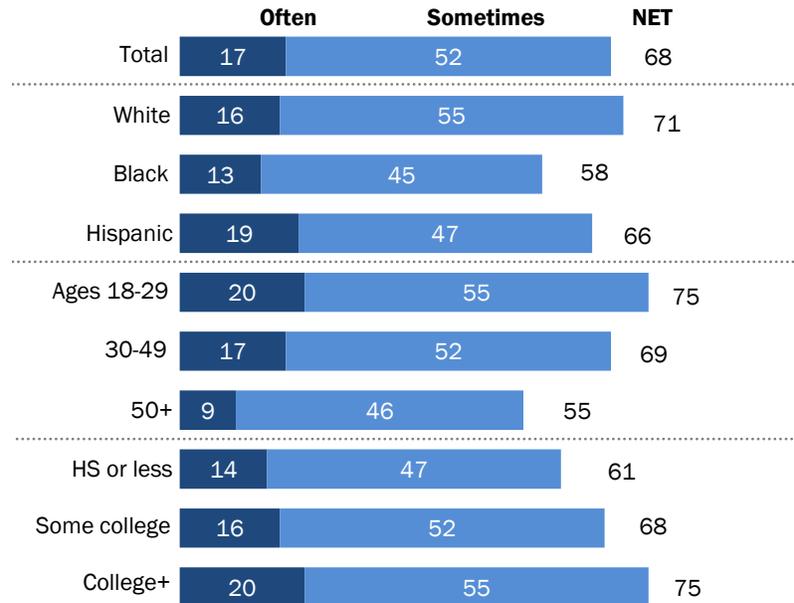
Parents' assessments of their technology use vary by age. For example, parents ages 18 to 49 are more likely than those ages 50 and older to say they spend too much time on their smartphone (59% vs. 36%). Similarly, parents under the age of 50 are more likely than those ages 50 and older to say they often or sometimes feel distracted by their smartphone when spending time with their children (70% vs. 55%).

There are also differences by educational attainment:

Parents with a college degree or higher (59%) or those with some college experience (60%) are more likely than those with a high school education or less (47%) to say they spend too much time on their smartphones. When it comes to feeling distracted by their mobile device, 75% of parents with a college degree say they are least sometimes distracted by their phone when they are spending time with their kids, compared with 68% who have some college experiences and 61% of those who have a high school education or less.

## 68% of parents say they at least sometimes feel distracted by their phone when spending time with their kids

*% of U.S. parents who say they \_\_\_ feel distracted by their smartphone while they are spending time with their children ...*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. This item was only asked among those who use a smartphone but is presented here among all parents. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.  
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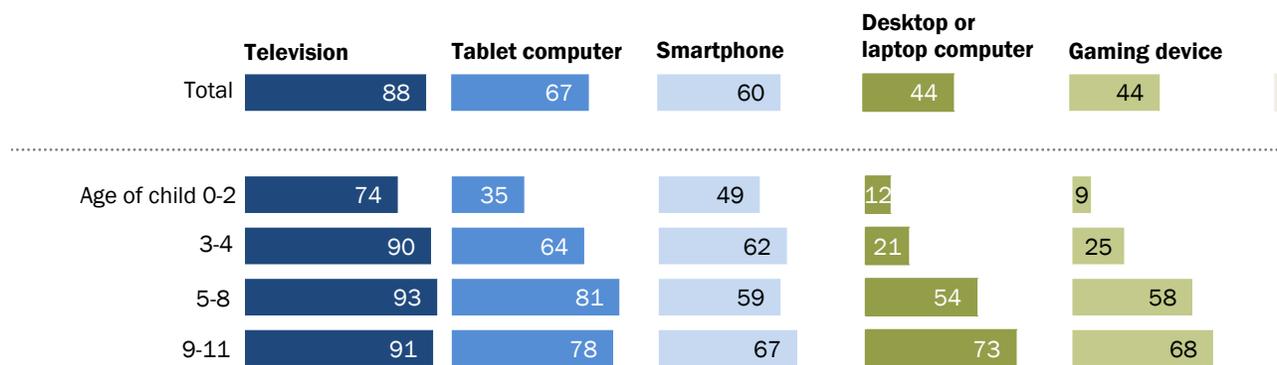
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## 1. Children's engagement with digital devices, screen time

The [use of the internet](#) and the [adoption of mobile devices](#) like smartphones and tablets is widespread, and digital technologies play a significant role in the everyday lives of American families. This is also true for children, who may begin interacting with digital devices at young ages.

### Children's engagement with certain types of digital devices varies widely by age

*% of U.S. parents of a child age 11 or younger who say that, as far as they know, their child ever uses or interacts with a ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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In March, Pew Research Center asked parents a series of questions about their children under the age of 12 and how they engage with digital technologies.

The most common device parents say their young child engages with is a television, with 88% of parents saying their child ever uses or interacts with a TV. Smaller – yet still large – shares of parents say their child ever uses or interacts with a tablet computer (67%) or a smartphone (60%). Some 44% of parents of young children say their child ever uses or interacts with a desktop or laptop computer or a gaming device.

There are substantial age differences in the types of devices parents report their child engaging with. For example, 73% of parents with a child age 9 to 11 say their child uses a desktop or laptop computer, compared with 54% of those whose child is age 5 to 8 and just 16% of those with a child younger than 5. The use of gaming devices follows a similar pattern: 68% of parents with a child

age 9 to 11 say their child uses this device, compared with 58% of those with a child age 5 to 8, one-quarter of those whose child is age 3 to 4 and 9% of those with a child age 2 or younger. Similarly, 80% of parents with a child age 5 to 11 say their child uses or interacts with a tablet computer, compared with 64% of parents with a child age 3 to 4 who do this and 35% with a child or a child age 2 or younger.

These differences by the child's age are less pronounced when other devices are considered. For instance, parents with a child age 9 to 11 are more likely to say their child engages with a smartphone (67%), compared with parents with a child age 5 to 8 (59%) or age 2 or younger (49%). Parents with a child age 3 to 4 fall in the middle – 62% say their child uses or interacts with a smartphone.

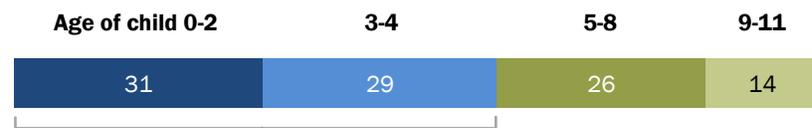
Parents of the youngest children are less likely to say their child engages with a television, but majorities of all age groups still report doing so – 74% of parents with a child age 2 or younger say their child uses or interacts with a television, compared with 90% or more of parents with a child in somewhat older age groups.

## More than one-third of parents with a child under 12 say their child began interacting with a smartphone before the age of 5

Among the 60% of parents who say their child younger than 12 ever uses or interacts with a smartphone, six-in-ten say their child began engaging with a smartphone before the age of 5, including roughly one-third (31%) who say their child began this before age 2 and 29% who say it started between ages 3 and 4. Some 26% of parents whose child uses a smartphone say the smartphone engagement began between the ages 5 and 8. This share falls to

### Many parents say their smartphone-using child began engaging with the phone before age 5

*Among U.S. parents of a child age 11 or younger who uses a smartphone, % who say their child began engaging with a smartphone between the ages of ...*



**NET children who began engaging with a smartphone before age 5: 60%**

Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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just 14% for parents with a child age 9 to 11.<sup>5</sup>

## Nearly one-in-five parents of a child younger than 12 say their child has their own smartphone

Aside from just using and engaging with a smartphone, some children younger than 12 years old have their own device. Nearly one-in-five parents of a child 11 or younger (17%) say that their child has their own smartphone.

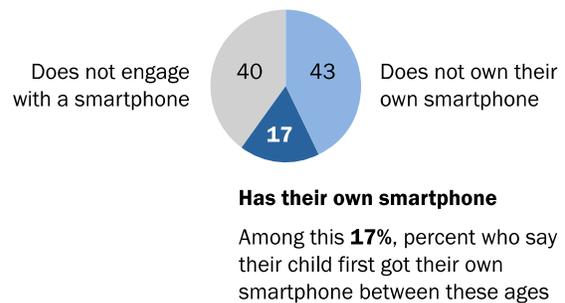
There are differences in child smartphone ownership by parents' education level and the age of the child. Parents with a high school education or less are twice as likely as parents who are college graduates to say their child has their own smartphone (21% vs. 11%). Parents with some college education fall in the middle, with 19% saying their child under the age of 12 has their own smartphone.

Parents with somewhat older children are also more likely to say their child has their own device. For example, 37% of parents of a child age 9 to 11 say their child has their own smartphone, compared with 13% of those with a child 5 to 8, 5% of those with a child 3 to 4 and 3% of those with a child who is 2 or younger.

Among the share of parents who say their child under age 12 has their own smartphone (17%), roughly half (51%) say this child was between the ages of 9 and 11 when they got their own device, and about one-third of parents (35%) say this happened between ages 5 and 8. Much smaller shares of these parents say the same for younger ages.

### Roughly half of parents say their child got their own smartphone between the ages of 9 and 11

Among U.S. parents of a child age 11 or younger, % who say their child ...



AGE OF CHILD



Note: If parent has multiple children, they were asked to focus on one child when answering this question. The item represented in the top chart was only asked among those who say their child uses or interacts with a smartphone, but is presented here among all parents who have a child age 11 or younger. The item represented in the bottom chart is based on parents who say their child age 11 or younger has their own smartphone. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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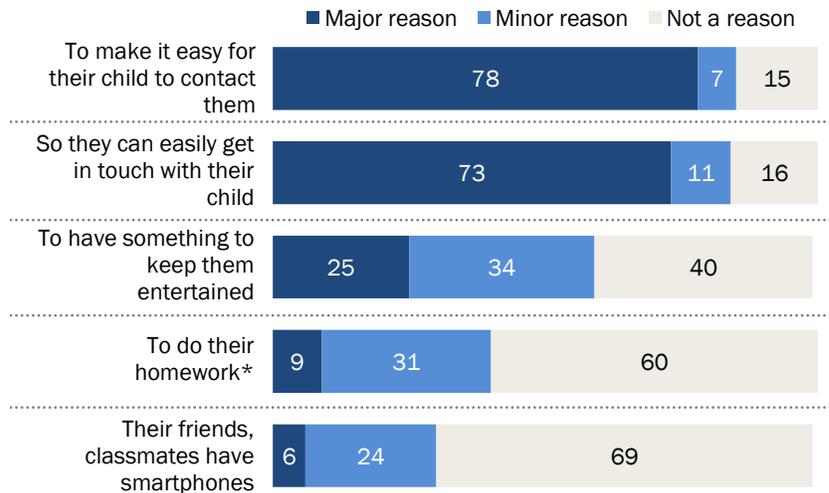
<sup>5</sup> When all parents with a child under the age of 12 are considered, 35% say their child began engaging with a smartphone before the age of 5, 15% say this happened between the ages of 5 and 8, and 8% say their child began engaging with this device between the ages of 9 and 11.

Majorities of parents of children who have their own smartphones and are under the age of 12 say making it easy for their child to contact them (78%) and being able to easily get in touch with their child (73%) are major reasons their child has their own smartphone.

Far fewer parents with a child in this age range say that major reasons their child has their own smartphone are to have something to keep them entertained (25%) or because their friends or classmates have a phone (6%). About one-in-ten parents of a child ages 5 to 11 (9%) say that a major reason this child has their own smartphone is to do their homework.

## Being able to communicate easily, getting in touch with their child are major reasons most parents say child has their own smartphone

Among U.S. parents of a child age 11 or younger who has their own smartphone, % who say the following is a \_\_\_ their child has their own smartphone



\*Based on parents of a child age 5 to 11.

Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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## More than a third of parents say their child under the age of 12 uses or interacts with a voice-activated assistant

In addition to details about smartphone engagement and ownership, parents of children under 12 were also asked some questions about their child's engagement with voice-activated assistants.

Roughly one-third of parents of a child age 11 or younger (36%) say their child ever uses or interacts with a voice-activated assistant such as Apple's Siri or Amazon Alexa. There are differences in a child's interaction with this type of device by age of the child, race or ethnicity, parent's level of educational attainment and community type.

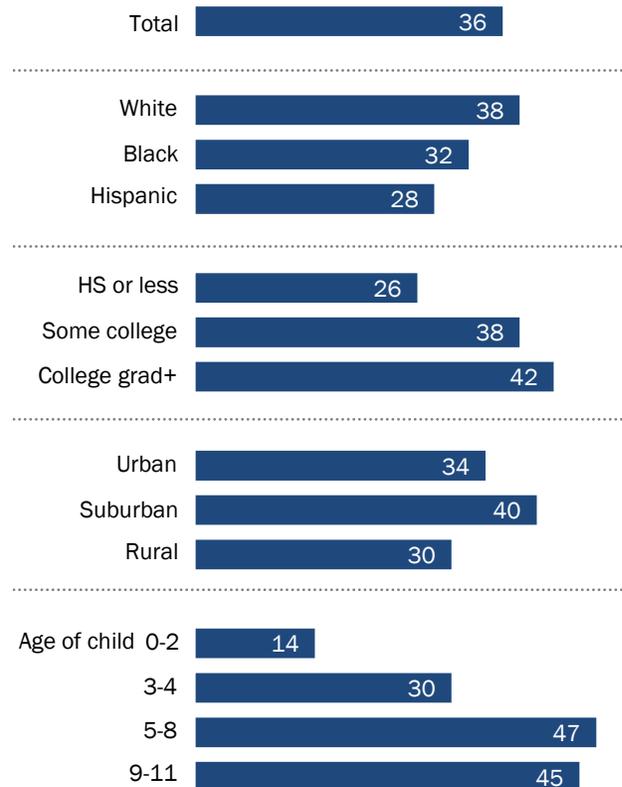
Parents who have an older child, between the ages of 5 and 11, are more likely than parents with a child age 3 to 4 or age 2 or younger to say their child uses or interacts with a voice-activated assistant.

Among parents with a child under age 12, those with lower levels of formal education are less likely to say their child engages with a voice-activated assistant – 26% of parents with a high school education or less say their child does this, compared with 38% of parents who have some college education and 42% of college graduates.

White parents are more likely than Hispanic parents to say their child ever interacts with or uses a voice-activated assistant. Those living in suburban locations are also more likely than those living in rural communities to say their child does this.

### 36% of parents say their child ever interacts with a voice-activated assistant

*Among U.S. parents of a child age 11 or younger, % who say their child ever uses or interacts with a voice-activated assistant*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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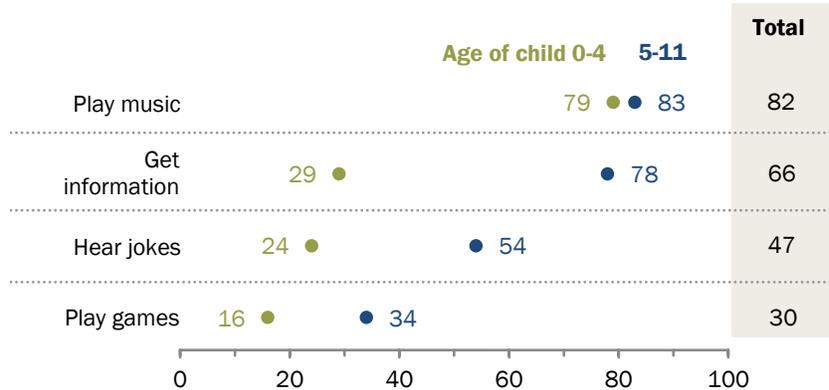
Among the 36% of parents of a child under the age of 12 who say their child ever uses or interacts with a voice-activated assistant, majorities say their child uses this device to play music (82%) or get information (66%). Smaller shares of these parents say their child uses a voice-activated assistant to hear jokes (47%) or play games (30%).

The use of a voice-activated assistant varies substantially by the age of the child for all but one of these activities – with older children being more likely to use these functions. Fully 78% of parents with a child age 5 to 11 say their child uses a voice-activated assistant to get information, compared with 29% of parents with a child age 4 or younger who say the same.

When it comes to using the voice-activated assistant to hear jokes, more than half of parents (54%) with a 5- to 11-year-old child say their child uses a voice-activated assistant to do this, compared with roughly one-quarter of parents (24%) with a younger child, 4 or younger, who say the same. And more than twice as many parents with a child age 5 to 11 say their child uses a voice-activated assistant to play games compared with parents with a child age 4 or younger (34% vs. 16%). There is no difference by age of child when it comes to parents saying their child uses a voice-activated assistant to play music.

### Majority of parents say their child uses a voice assistant to play music; fewer use these devices to hear jokes, play games

Among U.S. parents of a child age 11 or younger who ever uses or interacts with a voice-activated assistant, % who say their child uses it to ...



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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Some parents of a child under 12 are concerned about the data collected by these voice-activated assistants. Among parents of children under age 12 who say their child ever uses or interacts with a voice-activated assistant, about four-in-ten (39%) say they are at least somewhat concerned about the data these assistants collect about their child, including 11% who say they are very concerned. But a majority of parents say they are not too (47%) or not at all (14%) concerned about the data voice-activated assistants collect about their child.

### About four-in-ten parents say they are at least somewhat concerned about data being collected about their child by voice-activated assistants

Among U.S. parents of a child age 11 or younger who use a voice-activated assistant, % who say they are \_\_\_ concerned about the device collecting data about their child

NET	Very	Somewhat	Not too	Not at all	NET
39	11	28	47	14	61

Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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### A portion of parents say their child younger than 12 uses social media; use varies by age of child, parents' level of education

Relatively few parents of a child age 11 or younger say that, as far as they know, their child uses social media, though shares are higher for parents of children ages 9 to 11. Despite most social media sites having [age guidelines](#) in place, which usually restrict children younger than 13 from joining, some 13% of these parents say their child uses TikTok and 10% say their child uses Snapchat. Just 5% say their child uses Instagram, and even fewer (3%) say their child uses Facebook. Some 7% of parents say their child uses some other social media site. There are differences in child social media use by age of the child and parents' level of educational attainment.

Parents with a child age 9 to 11 are more likely than parents with a child in younger age groups to say their child uses any of the social media platforms asked about in the survey. For example, three-in-ten parents of a child age 9 to 11 say their child uses TikTok, compared with 11% of parents of a child between the ages of 5 and 8 and 3% of parents of children ages 4 and younger.

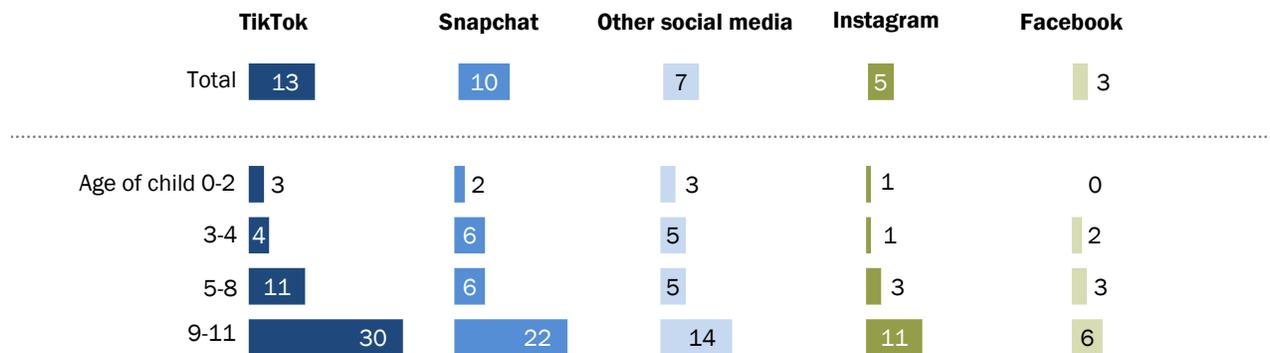
Parental education level is also a factor in their child's use of certain social media sites. For example, parents of a child age 11 or younger with a high school education or less are more likely

than those with a postgraduate degree to say their child uses TikTok (19% vs. 6%). This trend also holds for a child's use of Snapchat and Facebook.

Parents are more likely to say their child under age 12 uses a social media site if this child has their own smartphone. For instance, 42% of parents who say their child has their own smartphone also say their child uses TikTok, and 31% say their child uses Snapchat. These shares fall to 10% or less across all platforms for parents who say their child does not have their own smartphone.

### Parents of an older child are more likely to say child uses social media sites

*% of U.S. parents of a child age 11 or younger who say that, as far as they know, their child uses ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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## 2. Parental views about YouTube

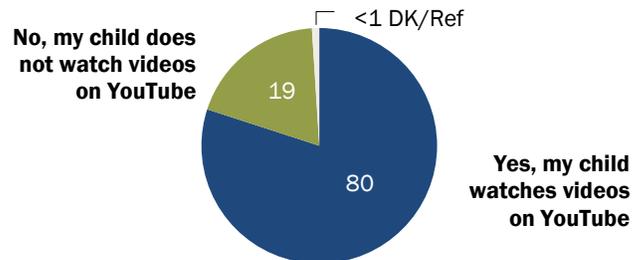
According to YouTube, 1 billion hours of videos are watched on the site every day, and the platform has over 2 billion users. The video site has also emerged as a key platform in providing content for children. Fully 80% of all parents with a child age 11 or younger say their child ever watches videos on YouTube, with 53% reporting that their child does this daily, including about a third who say this happens several times a day (35%). (For these questions, parents who have more than one child in this age range were randomly assigned to focus on one of their children.)

While parents of an older child are more likely to say their child views content on YouTube, this is a common activity for even

the youngest of children. Roughly nine-in-ten parents of a child age 5 to 11 (89%) report that their child does this, compared with 81% of those with a child age 3 to 4 and 57% of those who have child age 2 or younger. However, the age of the child does not appear to impact the frequency of YouTube viewing. For example, 50% of parents of a child age 4 or younger say their child watches YouTube videos daily, compared with 55% of parents of a child age 5 to 11.

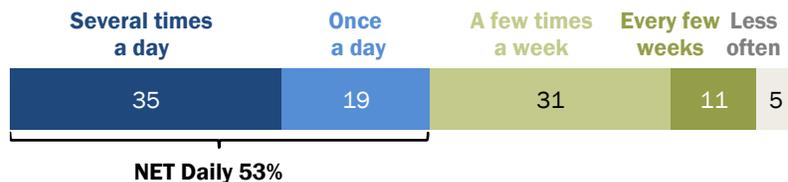
### Most parents of young children say their child watches videos on YouTube ...

*% of U.S. parents of a child age 11 or younger who say ...*



### ... and among this group, roughly half say their child does this on a daily basis

*Among parents of a child age 11 or younger who say their child watches videos on YouTube, % who say their child does so ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

"Parenting Children in the Age of Screens"

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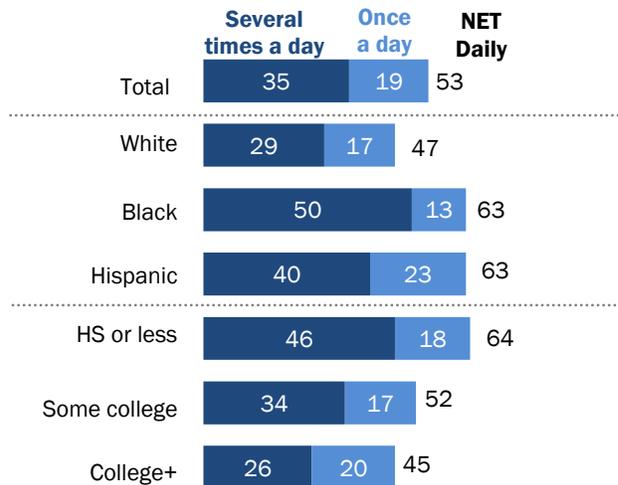
Majorities across demographic groups report that their child ever watches videos on YouTube, but *how often* their child does this varies substantially by race and ethnicity. Half of Black parents and 40% of Hispanic parents say their child age 11 or younger who watches YouTube videos does so several times a day, compared with 29% of white parents. In total, majorities of Black parents and Hispanic parents (63% each) say this child watches content on YouTube on a daily basis, compared with 47% of white parents.

Parents who have lower levels of educational attainment are also more likely to say their YouTube-using child is a frequent viewer of the platform's content. Roughly two-thirds of these parents who have a high school education or less (64%) say their child watches videos on the platform daily, compared with 52% of those with some college experience and 45% of those with a bachelor's or advanced degree.

These educational differences are present when looking at parents of the most frequent YouTube-watching children, with parents who have a high school educational or less (46%) being more likely than those with some college experience (34%) or a college degree or more (26%) to say their child watches YouTube content several times day.

## Black and Hispanic parents are more likely to say their child watches YouTube several times a day

Among U.S. parents of a child age 11 or younger who say their child watches videos on YouTube, % who say their child does this ...



Note: If parent has multiple children, they were asked to focus on one child when answering this question. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source. Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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## Most parents say YouTube keeps their child entertained, helps them learn new things; nearly half say their child has encountered inappropriate videos there

The majority of parents who have a child under the age of 12 who watches YouTube find some benefits from their child's use of the platform.

Among these parents, nearly all (97%) say this platform keeps their child entertained at least sometimes, including 65% who say this happens often. Large shares of these parents also say YouTube often (43%) or sometimes (45%) helps their child learn new things. Three-quarters say the platform at least sometimes exposes their child to different cultures, though only about one-quarter (27%) say this is often the case.

### Vast majority of parents say YouTube at least sometimes keeps their child entertained

*Among U.S. parents of a child age 11 or younger who say their child watches videos on YouTube, % who say it often or sometimes ...*



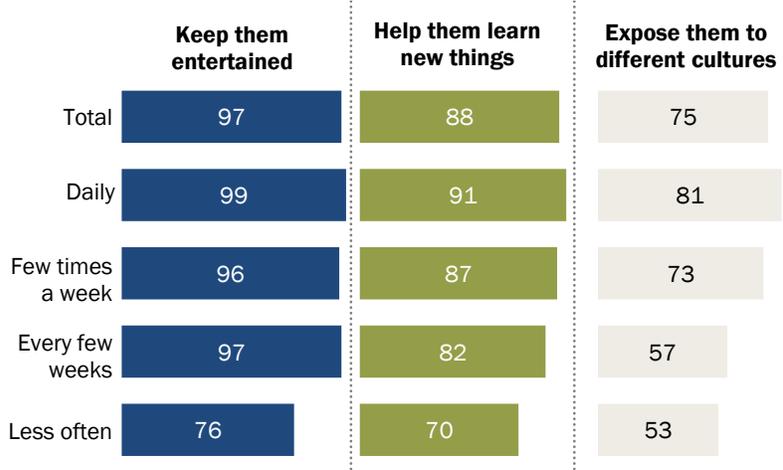
Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer or who gave other responses are not shown.  
Source: Survey of U.S. adults conducted March 2-15, 2020.  
"Parenting Children in the Age of Screens"

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Parents who have a child that watches YouTube videos on a daily basis are more likely to say YouTube provides these types of experiences for their child. This is particularly true when parents are asked how often YouTube videos expose their child to different cultures. Fully 81% of parents who say their child age 11 or younger watches YouTube videos at least daily are more likely to say this content exposes their child to different cultures, compared with smaller shares of parents who say their child watches YouTube videos every few weeks (57%) or less often than that (53%). This trend holds when parents are asked about YouTube helping their child learn new things.

### Parents whose child watches YouTube more often say the site entertains, helps them learn new things

Among U.S. parents of a child age 11 or younger who say their child watches videos \_\_\_ on YouTube, % who say it often or sometimes ...



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer or who gave other responses are not shown. Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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Views about the benefits of YouTube are relatively consistent across demographic groups. However, Black (87%) and Hispanic parents (80%) are more likely than white parents (70%) to say YouTube at least sometimes exposes their child to different cultures. Parents with lower levels of education are also more likely to hold this view – with eight-in-ten parents with some college experience or less (80%) saying their child often or sometimes is exposed to different cultures on YouTube, compared with 67% of those with a college degree or higher.

Though many parents find YouTube videos to be entertaining and educational, more than four-in-ten parents (46%) say their child age 11 or younger who uses this platform has encountered videos on YouTube that were inappropriate for their age. Parents of an older child, age 5 to 11 (56%), are more likely to say their child has encountered inappropriate videos on YouTube than parents of a child 4 or younger (28%).

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## 46% of parents say their child has encountered inappropriate videos on YouTube

*Among U.S. parents of a child age 11 or younger who say their child watches videos on YouTube, % who say their child ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

"Parenting Children in the Age of Screens"

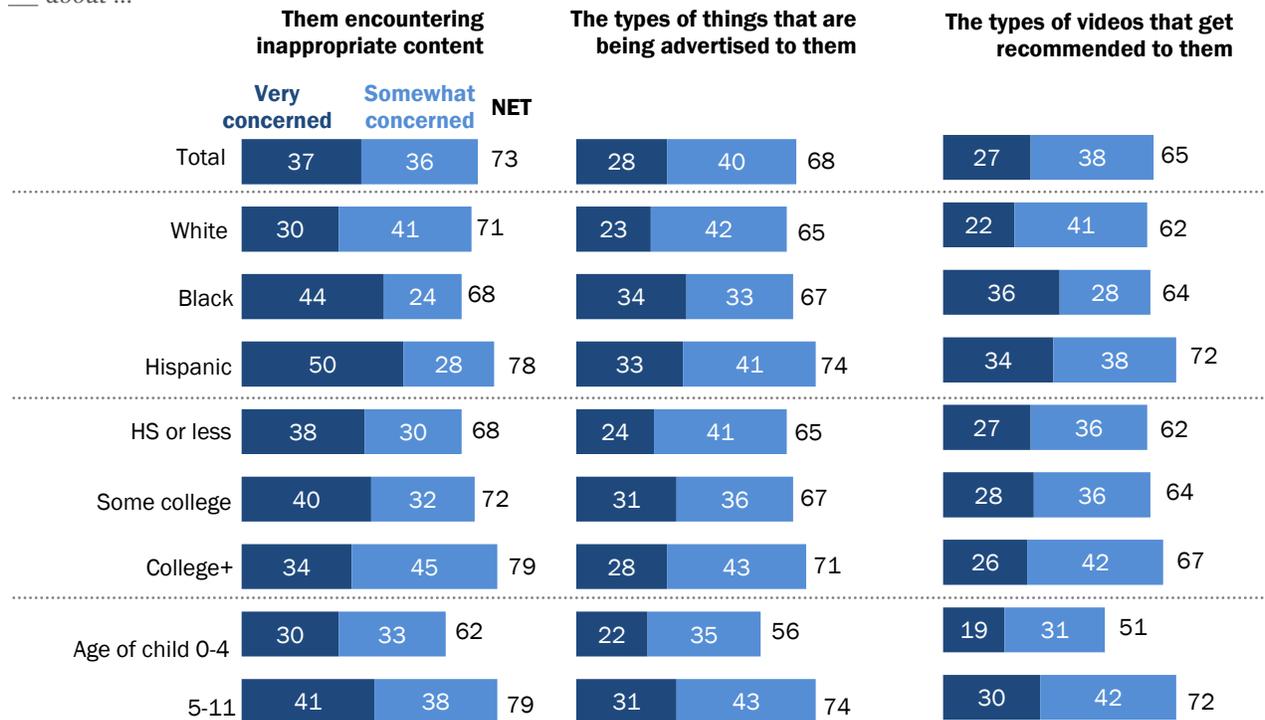
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Beyond actual problems reported, parents of YouTube-watching children have concerns about the things their children encounter. The most common concern for parents who have a child age 11 or younger is that their child will encounter inappropriate content (73%), while 68% are very or somewhat concerned about the types of things being advertised to their child on the platform. Some 65% of parents at least somewhat concerned about the types of videos being recommended to their children on YouTube.

## Parents' concerns about what their child might encounter on YouTube vary by the age of the child, parent's racial or ethnic background or level of education

Among U.S. parents of a child age 11 or younger who say their child watches videos on YouTube, % who say they are \_\_\_ about ...



Note: If parent has multiple children, they were asked to focus on one child when answering this question. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.  
"Parenting Children in the Age of Screens"

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These concerns vary by demographics, especially by race and ethnicity and parental education level, but the starkest difference is by the age of the child. Roughly seven-in-ten parents of a YouTube-watching child 5 to 11 years old are very or somewhat concerned about the types of videos being recommended to their child on YouTube, compared with roughly half (51%) of parents of children ages 4 and younger. A similar trend continues across the other potential concerns, with parents of a relatively older child reporting more concern than parents of a child age 4 or younger – by gaps of 17 percentage points or more.

Overall, across races and ethnicities, majorities of parents of a child age 11 or younger who watches videos on YouTube say they are at least somewhat concerned about these things. However, there are significant differences when looking at level of concern. For example, Hispanic parents (50%) are far more likely than white parents (30%) to say they are very concerned about this child encountering inappropriate content on YouTube – a difference of 20 percentage points.

Additionally, those with higher levels of educational attainment are more concerned about their child encountering inappropriate content on the platform and about the types of things being advertised to them. Roughly eight-in-ten parents with a college degree or higher (79%) are very or somewhat concerned about their child encountering inappropriate content on YouTube, while 68% of parents with a high school diploma or less say the same.

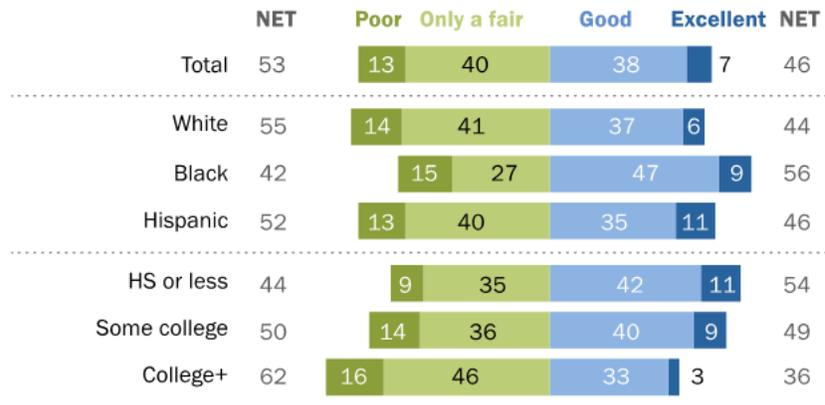
When it comes to the effort YouTube is making to keep the platform safe for children, some 46% of parents who have a child under the age of 12 that uses YouTube say the video-sharing site is doing a good or excellent job. A somewhat larger share (53%) believes it to be only a fair or poor job.

Parents’ assessments of how well YouTube is doing in this area varies by their level of education, race and ethnicity, and the frequency with which their child uses the platform.

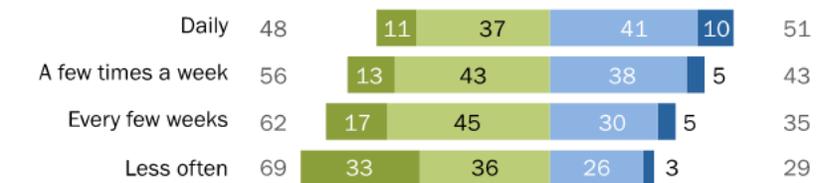
Among parents who have a child who watches YouTube, those with a high school education or less (54%) or some college experience (49%) are more likely to say YouTube is doing a

**Parents are somewhat divided on whether YouTube is doing a good job at preventing children from seeing inappropriate content**

*Among U.S. parents of a child age 11 or younger who watches videos on YouTube, % who say YouTube is doing a(n) \_\_\_ job at preventing children from seeing content that is inappropriate for their age*



Among parents of child age 11 or younger who say their child watches YouTube ...



Note: If parent has multiple children, they were asked to focus on one child when answering this question. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer are not shown. Source: Survey of U.S. adults conducted March 2-15, 2020. “Parenting Children in the Age of Screens”

good or excellent job at preventing children from seeing inappropriate content than those with a bachelor's degree or more (36%).

Black parents (56%) who have a child that watches content on YouTube are also more likely than white parents (44%) to say YouTube is doing at least a good job at preventing children from seeing content that is inappropriate for their age. Some 46% of Hispanic parents say the same.

There are also differences by the amount of time a parent says their child watches content on YouTube. Parents who say their child watches YouTube at least daily (51%) are more likely to say the platform is doing an excellent or good job of preventing children from seeing inappropriate content than parents who say their child watches YouTube every few weeks (35%) or less often (29%).

### 3. Parenting approaches and concerns related to digital devices

Digital connectivity offers children new ways to learn and connect, but there are [widespread concerns](#) that the internet and mobile devices give children easy access to inappropriate content and leave youth vulnerable to overuse and even bullying. Parents are especially concerned about the negative impact that smartphones may have on children, including how these devices could hinder their ability to develop interpersonal skills.

Amid these concerns, parents are taking steps to monitor what their children do online or on mobile devices and set ground rules for their digital technology use.

#### Roughly seven-in-ten parents think smartphones could bring more harm than good to children

Overall, parents who have at least one child under the age of 18 (but who may also have adult children) are more likely to think smartphones have the potential to do more harm than good on young children.<sup>6</sup> Fully 71% of parents say that the potential harm that children under the age of 12 may face from having access to a smartphone outweighs the potential benefits, while 27% believe the potential benefits outweigh the potential harm.

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#### Parents far more likely to see children's access to smartphones as potentially being more harmful than beneficial

*% of U.S. parents who say the following statements most accurately describes how they feel about children who are 11 years old or younger having access to a smartphone*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.  
"Parenting Children in the Age of Screens"

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The belief that smartphones will be more harmful than beneficial to children is widely held across major demographic groups, with majorities of parents saying this regardless of age, gender, racial or ethnic background or educational attainment.

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<sup>6</sup> These questions were asked of all parents in the sample, but the focus of the question was on the potential impact of smartphones on children 11 and under.

At the same time, parents are particularly concerned that mobile devices could hurt younger children’s ability to interact with others or forge meaningful relationships. Roughly seven-in-ten parents think that children under the age of 12 using smartphones will hurt their ability to learn effective social skills (71%) or develop healthy friendships (68%).

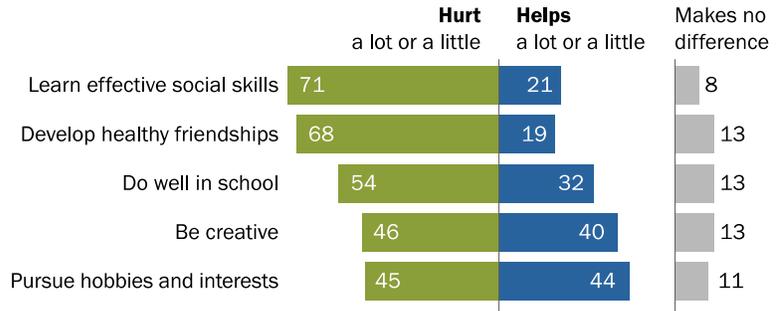
And just over half of parents – 54% – say younger kids’ engagement with these devices will hurt their ability to do well in school.

On the other hand, parents are more evenly divided when it comes to smartphones’ impact on young people’s creativity or pursuit of hobbies. Some 46% of parents say that children under the age of 12 using smartphones will hurt their ability to be creative, while a somewhat similar share, 40%, say it will help. And nearly identical shares say these devices will hurt (45%) or help (44%) a child’s ability to pursue their hobbies and interests.

Only about one-in-ten parents believe that smartphones will not make a difference in a child’s ability to do each of these things.

### Roughly seven-in-ten parents say smartphones will hurt children’s ability to develop healthy friendships, learn social skills

% of U.S. parents who say that children age 11 or younger using smartphones will \_\_\_ their ability to ...



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

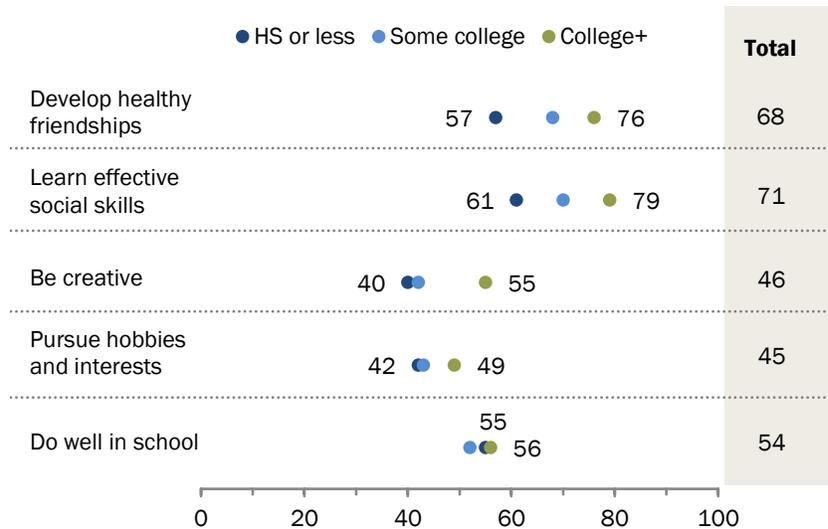
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Parents' views about the potential impact smartphones will have on young children vary by level of education. For example, 76% of college-educated parents say smartphones would hurt children's abilities to develop healthy friendships at least a little, compared with 57% of parents who have a high school education or less. Similar gaps are present in views about smartphones' effect on learning effective social skills, being creative, and pursuing their hobbies and interests, with parents who have a college education being particularly wary of smartphones' impact on these activities.

**College-educated parents more likely to say smartphones will hurt children's ability to develop healthy friendships, learn effective social skills**

*% of U.S. parents, by educational attainment, who say that children age 11 or younger using smartphones will hurt a lot or little their ability to ...*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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## A majority of parents say children should be at least 12 years old to have their own smartphone

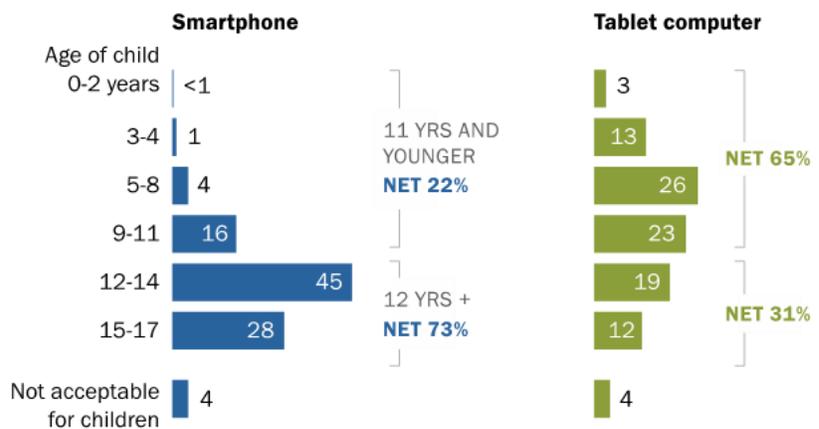
Fully 73% of parents – not just those who have young children – believe children should be at least 12 years of age before it is acceptable for them to have their own smartphone. Just 22% of parents think it is OK for a child under the age of 12 to have their own phone, with only 1% saying this is acceptable for non-school age children.

While parents generally frown on younger children having their own smartphone, parents are more accepting of younger children having their own tablet computer, with 65% of parents saying it is acceptable for children under the age of 12 to have their own tablet. This includes 26% who say having a tablet is acceptable for children ages 5 to 8 and 16% who are OK with children under age 5 having this type of device.

Only a small share of parents – 4% each – say that no child under the age of 18 should have their own smartphone or tablet.

### Roughly three-quarters of parents don't think it's OK for a child under 12 to have their own phone

*% of U.S. parents who say, in general, it is acceptable for children to have their own \_\_\_ at age ...*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

"Parenting Children in the Age of Screens"

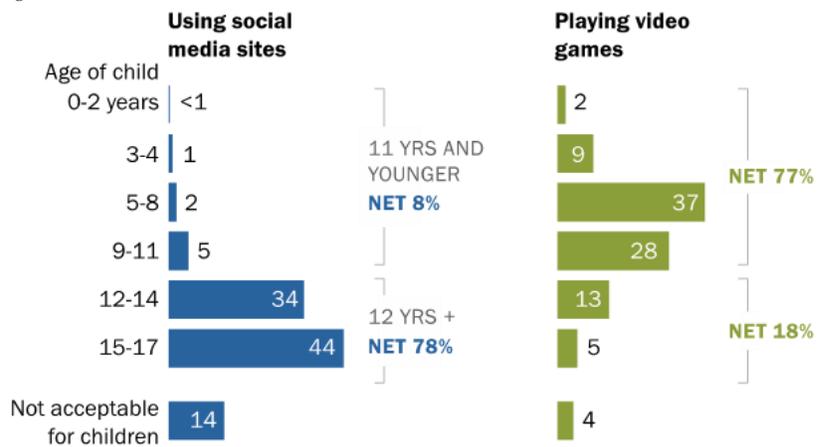
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Most social media sites have [age requirements for their users](#), generally set at age 13. These survey findings suggest parents widely believe that children under the age of 12 should not be using social media. A large majority of parents (78%) say that children should be 12 or older to begin using these sites. This includes 44% who say that a young person should be at least age 15 before using these platforms and 34% who say it is acceptable to begin use between the ages of 12 and 14. Just 8% of parents think these sites are acceptable for children 11 and under to use.

Roughly three-quarters of parents (77%) say it is acceptable for children to begin playing video games when they are younger than 12 – including 37% who say it is acceptable to start between the ages of 5 and 8 and another 28% say it's acceptable between ages 9 and 11. Just 18% say that children must be 12 or older to begin playing video games, and only 4% say video games are not acceptable for children at all.

### Majority of parents think it is unacceptable for children to begin using social media before age 12

% of U.S. parents who say it is **acceptable** for children to begin \_\_\_ at age ...



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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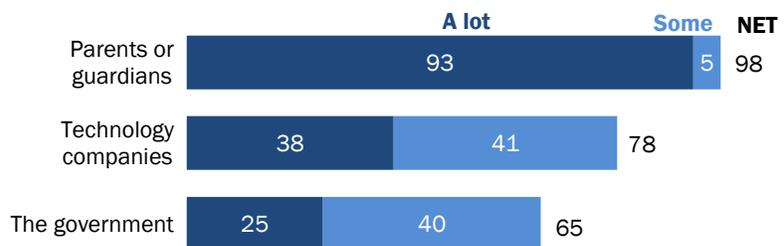
## Vast majority of parents say parents and guardians have a lot of responsibility in protecting children from inappropriate content online

Amid [continuing debates](#) about what role companies and institutions should play in protecting children from inappropriate online content, nearly all parents say that most of that responsibility belongs to parents or guardians, this survey finds.

An overwhelming majority of parents (93%) who have at least one child under the age of 18, but who may also have adult children, say that parents and guardians have a lot of responsibility to protect children from inappropriate online content. Much smaller shares say technology companies (38%) or the government (25%) has this same level of responsibility. However, majorities do say that each of these groups have at least some responsibility to do this.

### More than nine-in-ten parents say parents have a lot of responsibility in protecting children from inappropriate online content

*% of U.S. parents who say the following groups have \_\_\_ (of) responsibility in protecting children from inappropriate content online*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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Hispanic parents (43%) are more likely than white parents (35%) to say technology companies have a lot of responsibility in protecting children from online content. Hispanic parents are also about twice as likely as whites to say that the government has a lot of responsibility in protecting children from inappropriate online content (37% vs. 19%).

While majorities of both Democrats and Republicans, including independents who lean toward these parties, believe the government should be involved to some degree in ensuring that children do not have access to inappropriate online content, Democratic parents are somewhat more likely than Republicans to believe that the government bears *a lot* of responsibility for this (28% vs. 20%).

And while 41% of Democratic parents say tech companies have a lot of responsibility for keeping inappropriate online content away from children, that share is lower for Republicans (33%).

### Hispanic parents more likely than those who are white to say government has a lot of responsibility in protecting kids from inappropriate online content

*% of U.S. parents who say the following groups have a lot of responsibility in protecting children from inappropriate content online*

	Parents and guardians	Technology companies	The government
Total	93	38	25
White	96	35	19
Black	82	35	26
Hispanic	92	43	37
Rep/Lean Rep	95	33	20
Dem/Lean Dem	92	41	28

Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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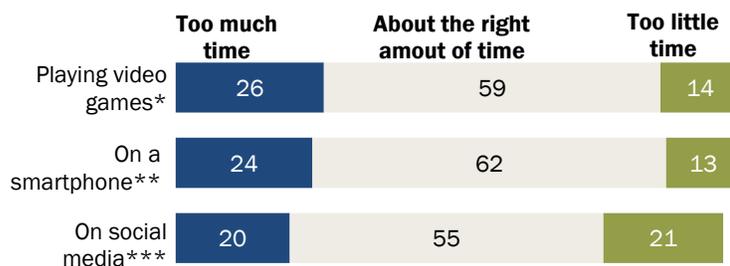
## Some parents of tech-using children say their young child spends too much time on tech activities

One goal of this survey was to explore parents' views on the amount of time their child spends on several tech-related activities. To assess this, parents were asked to focus on the behavior of one tech-using child under age 12. (Parents with multiple children under 12 were randomly assigned to answer questions about either the youngest child in the family or the oldest child in this age range.) This question was asked only of parents whose children use *particular* technologies, including video games, smartphones and social media.

In this context, about one-quarter of parents whose child plays video games say their child spends too much time doing this (26%). Roughly a quarter whose child uses a smartphone say their child spends too much time doing so (24%), while 20% of parents of a social media-using child say their child spends too much time on this activity.

### About a quarter of parents say their young children spend too much time on a smartphone or playing video games

*% of U.S. parents of a child age 11 or younger who say their child spends \_\_\_ doing the following activities*



\*Based on those whose child plays video games.

\*\*Based on those whose child uses a smartphone.

\*\*\*Based on those whose child uses at least one social media site.

Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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The largest shares say their child spends the right amount of time doing these things. About six-in-ten parents of a smartphone-using child say their child spends the right amount of time on this device (62%), and this holds true when it comes to those whose child plays video games (59%). A somewhat smaller share whose child uses social media (55%) say this activity takes up about the right amount of their child's time.

Parents' assessments of the amount of time their tech-using child spends using these technologies does vary by the age of the child. Among parents of a smartphone-using child, roughly three-in-ten whose child is age 5 to 11 (28%) say this child spends too much time on this activity, compared with 17% of those with a child 4 or younger. This is true for video game use as well, with 28% of

parents of a child age 5 to 11 believing that child spends too much time playing video games, compared with 15% of parents of a child age 4 or younger who plays video games.

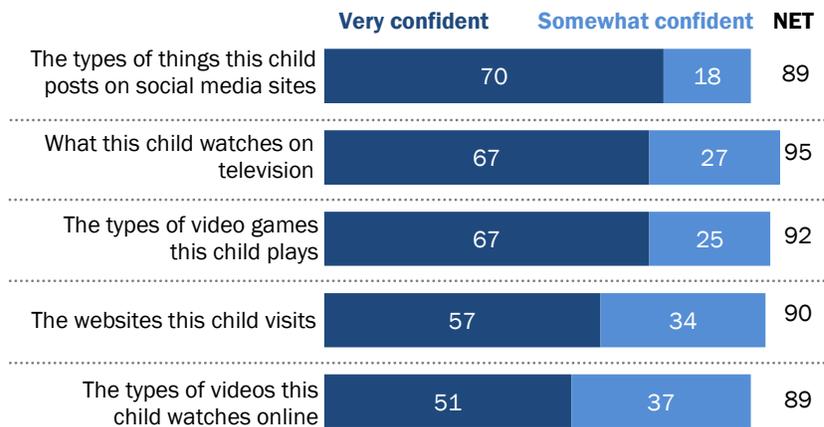
And while parents of boys and girls typically report similar experiences when it comes to smartphone or social media use, 34% of parents of boys who play video games say they spend too much time on this, compared with just 13% of parents of girls who say the same.

## Majority of parents say they know what their child is watching, playing or doing online

Parents' confidence about their own awareness of what their child is doing or watching on various digital technologies varies by activity. Roughly seven-in-ten parents of a child between the ages of 5 and 11 say they are very confident they are aware of the types of things their child posts on social media sites (70%), what this child watches on television (67%) and the types of video games their child plays (67%). Roughly half of parents or more have the same level of confidence in their awareness around what websites this child visits (57%) and the types of videos this child watches online (51%).

### Majority of parents are very confident they know what their child posts on social media, watches on TV

*% of U.S. parents of a child age 5 to 11 who say they are \_\_\_ that they are aware of ...*



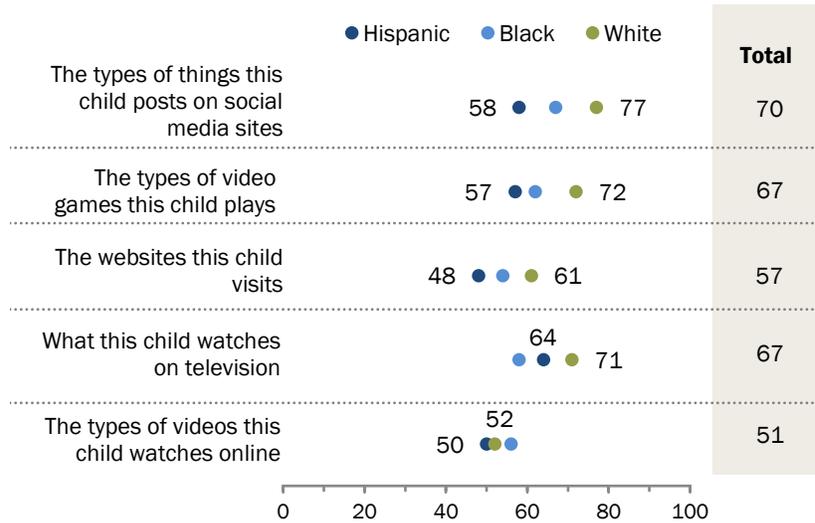
Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer or who gave other responses are not shown. Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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There are differences in confidence levels by the race and ethnicity of parents with children in this age range. Across several of the digital monitoring activities measured in this survey, white parents with a child between the ages 5 to 11 are more likely than Hispanic or Black parents to say they are very confident they know what their child is doing online. Fully 77% of white parents say they are very confident they know what their child posts on social media sites, compared with 67% of Black parents and 58% of Hispanic parents. White parents are also more likely than those who are Hispanic to say they are very confident in knowing the types of video games this child plays and the websites they visit, and white parents are more likely than Black parents to say they are very confident they are aware of what their child watches on television.

## Racial and ethnic differences among parents when it comes to being confident in knowing what their child is doing online

% of U.S. parents of a child age 5 to 11, by race and ethnicity, who say they are **very confident** that they are aware of ...



Note: If parent has multiple children, they were asked to focus on one child when answering this question. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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## More than eight-in-ten parents of young children say they feel confident they know how much screen time is appropriate for their kids

The majority of parents of a child age 11 or younger (84%) say they are somewhat or very confident in their ability to know how much screen time is appropriate for their young children – with four-in-ten (39%) saying they are very confident.

Among those who are more likely to say they are very

confident are those with lower levels of education and those who say they do at least a good job as a parent. In this survey, parents were asked to rate the job they are doing as parents; 27% say they are doing a very good job, 62% say a good job, 11% say only a fair job and 1% say a poor job.

Those with a high school diploma or less (45%) and those with some college experience (41%) are more likely than those with a college degree or higher (32%) to say they are very confident about knowing how much screen time is appropriate for their child 11 years old or younger.

Additionally, those who say they do a good job as a parent (85%) are more likely to say they are very or somewhat confident in knowing how much screen time is appropriate, compared with those who say they do a fair or poor job as a parent (69%).

### Most parents say they are confident they know how much screen time is appropriate for their children

*% of U.S. parents of a child age 11 or younger who say they are \_\_\_ confident in their ability to know how much screen time is appropriate for their children who are 11 or younger*



Source: Survey of U.S. adults conducted March 2-15, 2020.  
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## Vast majority of parents say they limit when, how long their child can use screens; digital ‘grounding’ is a relatively common among parents

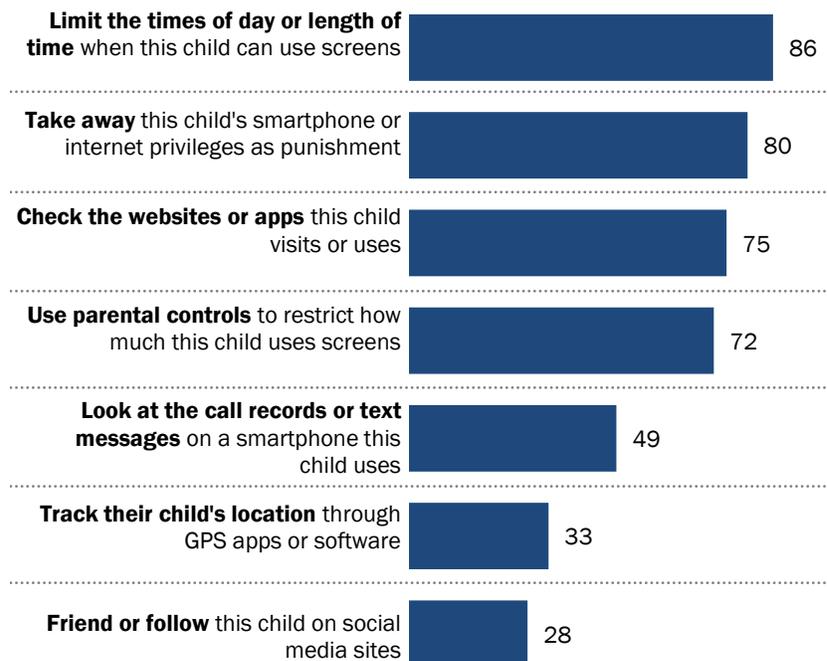
From screen time limits to digital “grounding,” parents report that they monitor and try to impose limits on their child’s digital activities in a number of ways.<sup>7</sup>

Fully 86% of parents of a child age 5 to 11 say they limit the time of day or length of time their child can use screens, while eight-in-ten say they take away their child’s smartphone or internet privileges as punishment. About three-quarters of parents with a child in this age range say they check the websites this child visits or the mobile apps they use (75%) or use parental controls to restrict how much this child uses screens (72%).

At the same time, roughly half of parents (49%) say they look at the call records or text messages on a smartphone used by this child, while other forms of monitoring like tracking the location of their child through GPS apps or software (33%) or friending or following their child on social media (28%) are far less common.

### Roughly eight-in-ten or more parents limit when and how long their child can use screens or digitally ‘ground’ their child

*% of U.S. parents of a child age 5 to 11 who say they ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer or who gave other responses are not shown. Source: Survey of U.S. adults conducted March 2-15, 2020. “Parenting Children in the Age of Screens”

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<sup>7</sup> A Pew Research [Center survey conducted in 2014 and 2015](#) on parents of teens found some monitoring practices – like checking websites they visited and their social media profiles – to be common, while others, like using parental controls and monitoring their location with their cellphone, were also less prevalent.

There are differences in these monitoring practices by the age of the child and parent's level of educational attainment.

Parents with a child age 9 to 11 are more likely than those who have a 5- to 8-year-old to say they looked at the call records or text messages on a smartphone the child uses (57% vs. 40%) or have used GPS apps or software to track the location of that child (41% vs. 25%).

Additionally, parents with lower levels of formal education are more likely to report that they monitor their child in some of these ways. For example, 40% of parents with a high school education or less say they track the location of their child that is between the ages of 5 to 11 through GPS apps or software, compared with 26% of parents with a college degree or more. This pattern holds when parents are asked about looking at the call records of text messages on a smartphone used by their child, taking away their child's smartphone or internet privileges and friending or following their child on social media.

## Parents' digital monitoring varies by educational attainment

*% of U.S. parents of a child age 5 to 11, by educational attainment, who say they ...*

	Parent's level of education			HS or less- College+ DIFF
	HS or less	Some college	College+	
Track the location of this child through GPS apps or software	40	34	26	<b>+14</b>
Look at the call records or text messages on a smartphone this child uses	54	51	42	<b>+12</b>
Limit the time of day or length of time when this child can use screens	80	89	91	<b>-11</b>
Take away this child's smartphone or internet privileges as punishment	82	86	73	<b>+9</b>
Friend or follow this child on social media sites	33	28	24	<b>+9</b>
Check the websites this child visits or the mobile apps they use	76	79	70	+6
Use parental controls to restrict how much this child uses screens	69	77	71	-2

Note: If parent has multiple children, they were asked to focus on one child when answering this question. Statistically significant differences between those with a high school education or less and those with a college education or higher are highlighted in **bold**. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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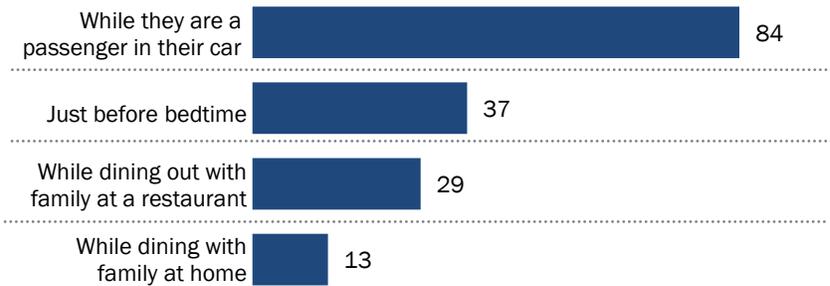
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## Most parents say it is OK for child to use a mobile device while riding in the car, but smaller shares permit this during meals

When it comes to when a child age 11 or younger should be allowed to use a mobile device like a smartphone or tablet, parents of these children are more accepting of some situations than others. While a vast majority of parents with a child 11 or younger who uses a mobile device say it is OK for their child to use a mobile device while they were a passenger in a car (84%), far fewer parents are OK with their child using such a device just before bedtime (37%), while dining out at a restaurant with family (29%) or while dining with family at home (13%).

### Majority of parents OK with child using mobile devices while in a car, but few say they allow this during meals

*% of U.S. parents of a child age 11 or younger who uses a mobile device like a smartphone or tablet who say they are OK with this child using mobile devices ...*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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There are differences by race and ethnicity, with Hispanic parents being the least accepting across some cases. For example, 27% of Hispanic parents with a mobile device-using child say they would be OK with their child using a mobile device just before bedtime, compared with 38% of white parents and more than half of Black parents (52%). Hispanic parents (19%) are also less likely to say it is OK for their child to use mobile devices while dining out at a restaurant with family, compared with around three-in-ten of white (33%) or Black parents (31%).

## Majority of parents are at least somewhat concerned about their child spending too much time in front of screens

Fully 71% of parents of a child under the age of 12 say they are very or somewhat concerned about their child ever spending too much time in front of screens, including about one-third (31%) who say they are very concerned about this.

### Parents of kids ages 5 to 11 and those who are Hispanic or have higher levels of education are more likely to say they are concerned about a range of things their child may encounter online

*% of U.S. parents of a child age 11 or younger who say they are **very or somewhat concerned** that this child might ever ...*

	Spend too much time in front of screens	Be the target of online predators	Access sexually explicit content online	Access violent content online	Be bullied or harassed online
Total	71	63	60	59	56
White	75	62	59	58	56
Black	62	57	51	54	44
Hispanic	69	70	68	66	64
HS or less	64	62	58	56	53
Some college	69	61	55	57	49
College+	79	66	66	63	63
Age of child 0-4	66	55	52	52	48
5-11	75	69	66	64	61

Note: If parent has multiple children, they were asked to focus on one child when answering this question. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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At the same time, roughly six-in-ten parents say they are at least somewhat concerned about their child in this age range ever being the target of online predators (63%), accessing sexually explicit

content (60%) and accessing violent content online (59%). Somewhat similar shares (56%) report they are very or somewhat concerned that their child might ever be bullied or harassed online.

Parents of a child age 5 to 11 express more concern when compared with parents of a child age 4 or younger. For example, 66% of parents of a child age 5 to 11 say they are at least somewhat concerned about their child ever accessing sexually explicit content online, compared with about half of parents (52%) of a child age 4 or younger who say the same. This is also true when parents are asked about their concern about their child spending too much time in front of screens, being the target of online predators, accessing violent online content and being bullied or harassed online.

There are also differences by race and ethnicity. Hispanic parents of a child under the age of 12 are more likely than white or Black parents to say they are concerned that their child might ever be bullied or harassed online, with 64% of Hispanic parents saying this is very or somewhat concerning, compared with 44% of Black parents who say the same. White parents fall in the middle, with 56% saying they are very or somewhat concerned about this. This trend holds when asked about being very or somewhat concerned about their child being the target of online predators as well as accessing sexually explicit or violent content online. On the other hand, 75% of white parents say they are at least somewhat concerned about the amount of screen time their child is getting, compared with 69% of Hispanic parents and 62% of Black parents.

Parents with higher levels of educational attainment who have a child age 11 or younger are also more concerned about most of these scenarios than parents who have lower levels of education. For instance, about eight-in-ten parents (79%) with a college education or higher are concerned about their child spending too much time in front of screens, compared with 69% of parents who have some college education and 64% of parents who have a high school education. This trend follows for parental concerns about accessing sexually explicit and violent content online and their child being bullied or harassed online.

### **Vast majority of parents of a child under 12 say their child has not been bullied online; most are confident child would tell them if they were**

Some 56% of parents of children 11 and younger say they are very or somewhat concerned about their child being bullied or harassed online, yet instances of harassment are not highly reported by parents of young children.

The overwhelming majority of parents of children age 5 to 11 (96%) say that, as far as they know, their child has never been harassed or bullied online. Just 3% say their child has been harassed or bullied online to their knowledge. At the same time, 92% of parents are at least somewhat confident that their child would tell them if they were being cyberbullied, including about six-in-ten (57%) who say they are very confident about this.

Parents' confidence that their child age 5 to 11 would tell them if they were being bullied or harassed online varies by race and ethnicity and educational attainment. Black

(66%) and Hispanic (64%) parents are more likely to say they are very confident their child would tell them if this was happening to them online when compared with white parents (55%).

Majorities of parents across educational levels are at least somewhat confident that their child would confide in them about these issues, but parents with some college experience or who have a high college education or less (65% for each) are more likely than those with a bachelor's or advanced degree (44%) to say they are very confident that their child would tell them if they were being bullied online.

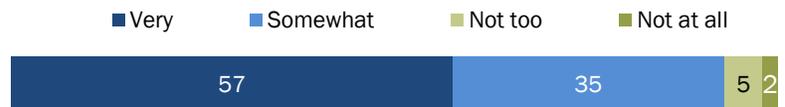
## Nearly all parents say their young child has not been harassed or bullied online ...

*% of U.S. parents of a child age 5 to 11 who say ...*



## ... and roughly six-in-ten say they are very confident their child would tell them if they were being harassed or bullied online

*% of U.S. parents of a child age 5 to 11 who say they are \_\_\_ confident that their child would tell them if they were being harassed or bullied online*



Note: If parent has multiple children, they were asked to focus on one child when answering this question. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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## 4. Parents' attitudes – and experiences – related to digital technology

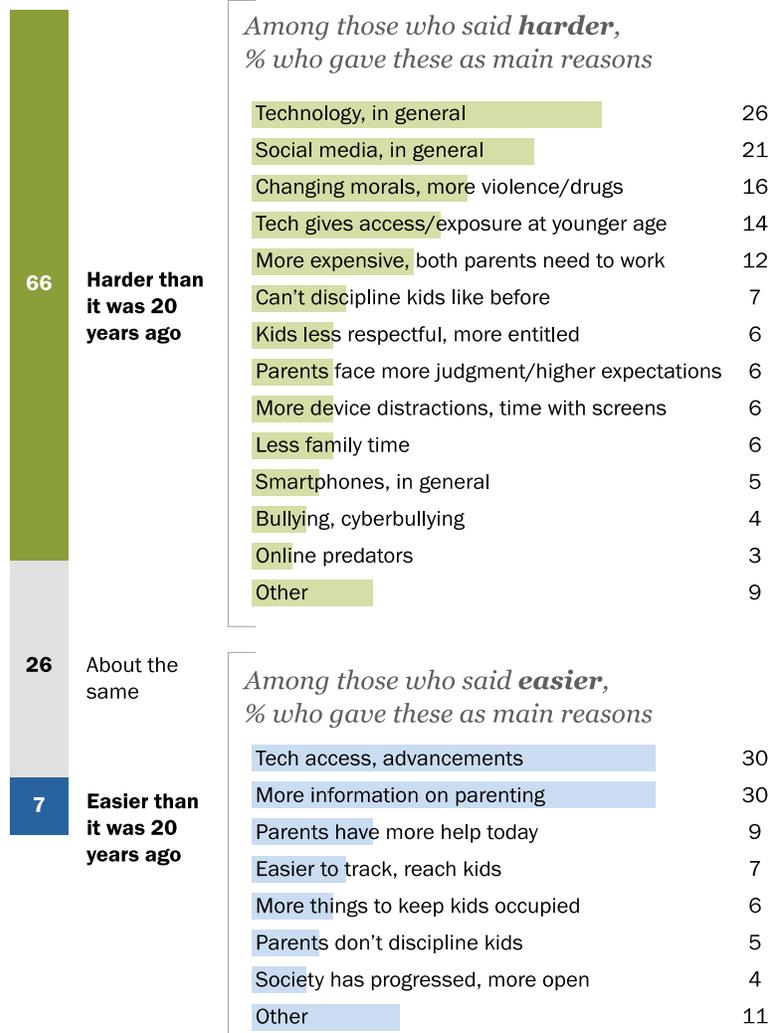
In today's digitally connected world, parents have to manage their own relationship with the internet and mobile devices, along with managing their children's use of and exposure to the same technology. This brings with it a host of both benefits and challenges.

Parents, which includes those who have at least one child under the age of 18 but who may also have adult children, are far more likely to say that parenting is harder today than it was two decades ago than believe the opposite is true. Two-thirds of these parents say that parenting today is harder than it was 20 years ago for most parents. Just 7% say it is easier, and 26% say it is about the same.

The belief that parenting is harder today than in the past is common across demographic groups, but there are some differences by age. Older parents are more likely to say that raising children has grown more difficult, with 71% of parents 50 and older saying

### Two-thirds of parents say parenting is harder today than 20 years ago, with technologies like social media and smartphones being cited as a reason

% of U.S. parents who say that for most parents, parenting is ...



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown. Verbatim responses have been coded into categories and figures may add up to more than 100% because multiple responses were allowed.

Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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parenting is harder, compared with smaller shares of parents ages 18 to 49 (65%).

The survey also asked parents to explain, in their own words, why they believe parenting is easier or harder today for most parents than it was 20 years ago.

Among respondents who believe that parenting is harder today, 26% cite technology. Many of these responses mention the increased use of technology and the rapid changes in technology that can be hard for parents to keep up with. They also mention how these technologies may be changing the behaviors and experiences of children. (Responses are lightly edited for spelling, style and readability.)

*“Parents don’t know how to handle the technology.” – Man, age 43*

*“Technology has taught kids instant gratification and no patience.” – Man, age 49*

*“We have so much technology today that was not available 20 years ago. Social media, reality TV shows, video games have really changed our society and how we interact with each other.” – Woman, age 49*

*“There’s too much technology. Kids are addicted. They don’t go outside, they don’t hang out with friends, they are getting overweight due to lack of exercise and poor diet.” – Man, age 46*

Another 21% of these respondents mentioned social media and the potential negative impact it may be having on children.

*“I think that social media is harmful to kids and their self-concepts and self-images. It’s difficult to combat the messages that [they] are getting ALL THE TIME from the outside world. Being a teen is more difficult than it was even 10 years ago, and much more difficult than it was 30 years ago. Parenting through all of the obstacles is really challenging.” – Woman, age 51*

*“Social media, more information available about everybody. Fear of strangers communicating with kids via internet.” – Man, age 43*

Other responses cited the changing morals of society. These responses often noted that society is worse off today than in the past, with more violence and more drugs.

*“Kids are doing more drugs and drinking. Less religion in people’s lives.” – Woman, age 48*

*“Moral slide in culture at large creates a hostile environment for parents who are trying to instill values in their children.” – Man, age 53*

*“It’s a different world, more violence, more sex trafficking, more crime, more dangers.” – Woman, age 41*

Some 14% of parents that view parenting as a harder endeavor today than in the past also note that they believe technology gives kids access and exposure to things at a young age, which in turn makes parenting harder, while some parents mention financial constraints, including the need for both parents to work in order to raise a family.

*“So much access to information with electronic devices. Information overload gives kids too many ideas and can adversely affect their behavior.” – Man, age 45*

*“While the internet can be wonderful, it also makes inappropriate material far too accessible for children and also makes them vulnerable to predators. Parents must stay engaged with technology to monitor use in efforts to protect children more than previous generations.” – Woman, age 37*

*“Salaries have not kept up with cost of living increases and so most families are struggling to make ends meet and raise a child at the same time. Technology has also added new challenges.” – Man, age 36*

*“More families 20 years ago had two parents, and often one parent could care for the children full time. Now, many families are single parent or often both parents feel the need to work in order to make ends meet. The work/family time balance can be stressful now.” – Woman, age 31*

Less commonly mentioned reasons center around not being able to discipline children in the same way as in the past, children being less respectful and more entitled, higher expectations on parents and more judgment, more device distractions and too much time with screens, and less family time.

In total, roughly half of parents (52%) who believe that parenting is harder today than it was 20 years ago cited technology in some way as a reason.

## Parents who say parenting is easier today cite tech advancements, access to more information and advice

By contrast, a relatively small share of parents agree that parenting today is easier than two decades ago. When asked to explain why they thought parenting is easier now than in the past for most parents, the most commonly cited reasons revolve around advancement and access to technology, more information and advice for parents and the ease of keeping track of kids.

Some 30% of parents reference how technology has improved education and entertainment and made parents lives easier.

*“Technology! Kids can play games for entertainment or education. It’s a great distraction when you need them to be home, but you have to cook. Also, kids with learning disabilities thrive with the help of devices.” – Woman, age 35*

*“People are better off today. Technology has advanced to make parenting, security and transportation easier.” – Man, age 34*

*“Technology helps and our kids are smarter and learn faster.” – Woman, age 38*

Parents who mentioned that parenting is easier today due to more information being available for parents often noted the accessibility of resources on the internet and access to a broad range of sources.

*“Many more resources are available for parents now than then. More books, more articles, better psychological services available, better understanding of what makes a good childhood, better everything.” – Man, age 35*

*“The information available to us to educate ourselves when it comes to a child’s development and what is best for them.” – Woman, age 24*

*“There [are] way more resources to guide and help new parents nowadays. Most of which are free and some for very low or reasonable prices.” – Man, age 31*

*“The internet information helps a lot with professional advice on child psychology and medical information.” – Woman, age 52*

About one-in-ten parents (9%) who said parenting is easier today than it was 20 years ago say that parents have more help.

*“There’s so much more help today, with everything.” – Woman, age 21*

*“More younger parents have their parents to help or leave their kids with.” – Woman, age 48*

*“More care options.” – Man, age 44*

Another 7% of parents said that today, it is easier to keep track of and reach children.

*“Due to today’s technology we can monitor and track our kid’s movements. Both physically and daily in school.” – Woman, age 42*

*“As a parent you can have better tabs on your child. You know how they are doing in school, you can track where they are and you can put better limits on what they can see and for how long.” – Man, age 42*

Some 6% of parents also noted that there are more things to keep children occupied today compared with 20 years ago.

*“We have more options to entertain, play and teach.” – Woman, age 32*

*“More diversions to keep kids entertained, they can also look up information at a moment’s notice that would have required a trip to the library. Internet was dial up then.” – Man, age 57*

Fewer respondents mentioned that parents don’t discipline their kids in the same way and the role of parents has shifted (5%) and that society in general has progressed and is more open (4%).

Across all of the open-ended responses about why parenting is easier today than it was 20 years ago, 43% of respondents cited some form of technology.

## Fathers are more likely than mothers to say they don't spend enough time with their children

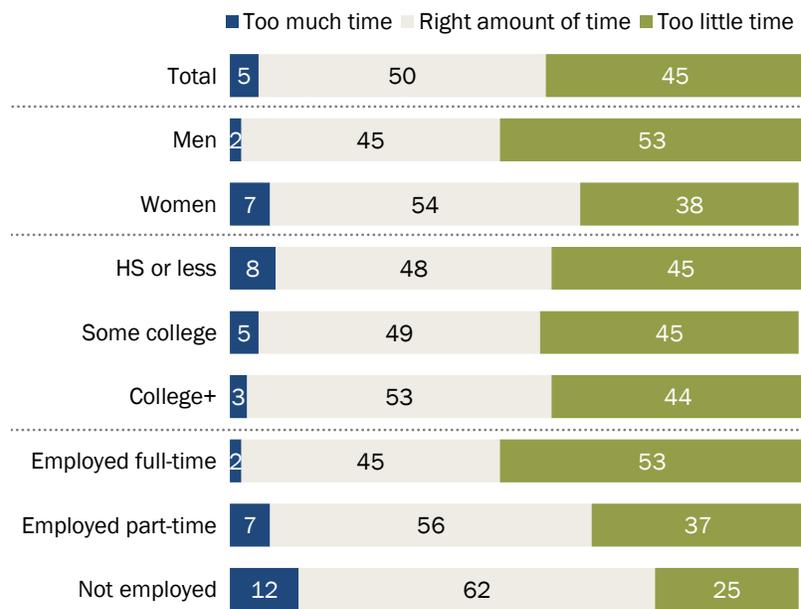
Parents of at least one child under the age of 18, but who may also have adult children, are far more likely to say they spend too little (45%) rather than too much time (5%) with their children, while half believe that they spend about the right amount of time with their kids, but whether parents believe they spend too much or not enough time with their children varies by gender, educational attainment and employment status. (It is worth noting this survey was fielding in March, prior to the [COVID-19 outbreak in the U.S.](#) that closed many schools and led to widespread shutdowns and stay-at-home orders throughout the country.)

About half of fathers overall (53%) say they spend too little time with their children, compared with 38% of mothers who say the same. Those who have a bachelor's degree or higher (53%) are slightly more likely to say they spend the right amount of time with their children than those who have some college education or less (48%).

Parents who were employed full-time at the time of the survey were also more likely to report spending too little time with their children when compared with those who are either employed part-time or not employed.<sup>8</sup>

### In March, more than four-in-ten parents say they spent too little time with their children

% of U.S. parents who say they spend \_\_\_ with their children



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

"Parenting Children in the Age of Screens"

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<sup>8</sup> This survey was fielded in early March 2020, before the widespread shutdowns due to COVID-19 that resulted in significant job losses. The U.S. Bureau of Labor and Statistics estimates that the [unemployment rate](#) in May 2020 might have been as high as 16%.

## More than half of parents say they spend too much time on their smartphone

More than half of parents who have at least one child under the age of 18 (but who may also have adult children) say they spend too much time on their smartphone (56%), with smaller shares saying this about the amount of time they spend on social media (36%) or playing video games (11%).

Mothers (61%) are more likely than fathers (49%) to say they spend too much time on their smartphone, while white parents (60%) are also more likely than their Black (52%) and Hispanic (46%) counterparts to say they spend too much time on their phones.

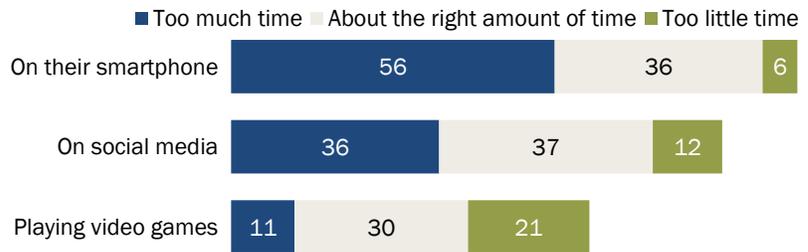
Parents under the age of 50 are more likely than those 50 and older to report spending too much time on their smartphone. For instance, 65% of parents ages 18 to 29 and 58% of parents 30 to 49 say they spend too much time on their smartphone, compared with roughly one-third of parents over 50 (36%) who say the same.

There are also differences by education level. When it comes to saying they spend too much time on their smartphones, about six-in-ten parents who have some college education or higher say this, compared with 47% of parents who have a high school education or less.

Parents' assessments of their social media use follow similar patterns, with parents who are women, white, younger and who have higher levels of educational attainment saying they spend too much time on these sites.

### Roughly six-in-ten parents say they spend too much time on their smartphone

% of U.S. parents of who say they spend \_\_\_ on the following



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. These items were only asked among those who use these digital technologies but are presented here among all parents. Those who did not give an answer are not shown.

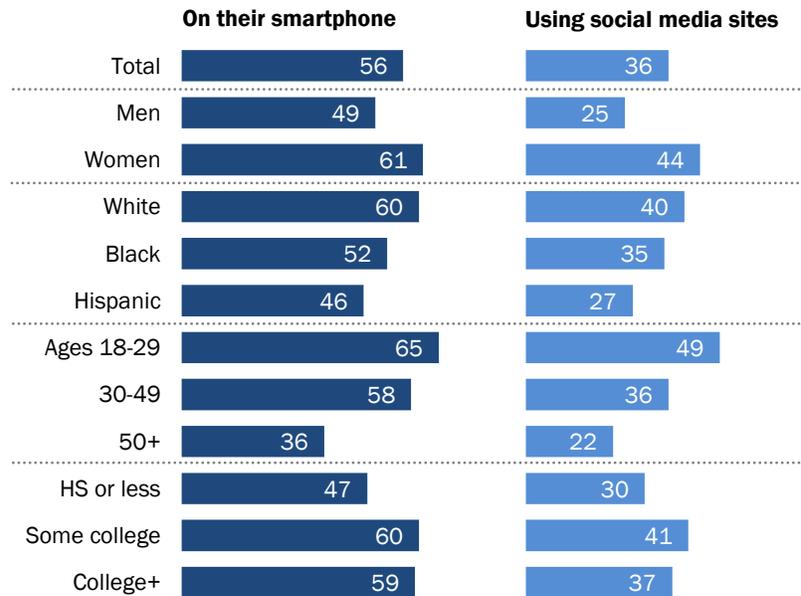
Source: Survey of U.S. adults conducted March 2-15, 2020.

"Parenting Children in the Age of Screens"

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## Moms, younger parents especially likely to say they spend too much time on smartphone, social media

*% of U.S. parents who say they spend **too much time** ...*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. These items were only asked among those who use these digital technologies but are presented here among all parents. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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## Large share of parents report being distracted by their phones while with their kids

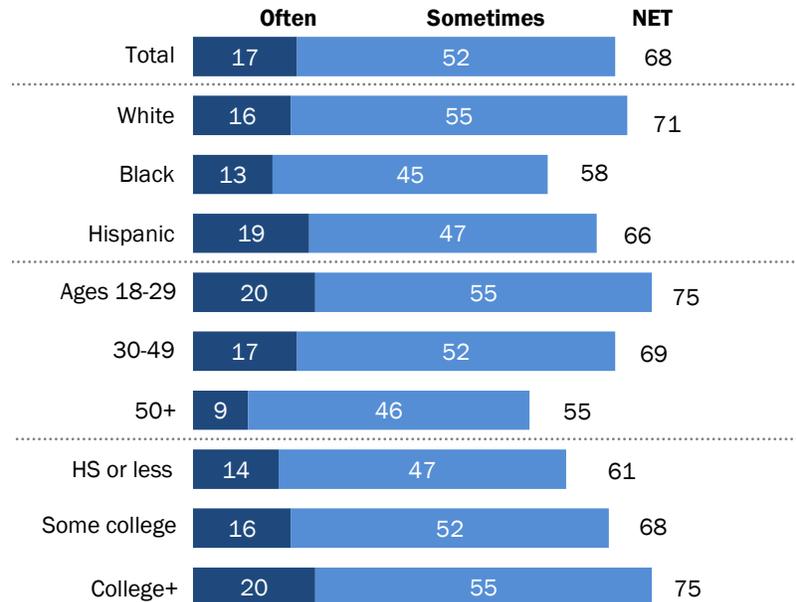
A majority of parents (68%) who have at least one minor child, but who may also have children over the age of 18, say that they at least sometimes feel distracted by their smartphone while they are spending time with their children, including 17% who say they feel this way often.

White parents (71%) are more likely than parents who are Black (58%) to say they are at least sometimes distracted by their phone when spending time with their children.

Age and educational attainment are also factors. Parents ages 18 to 49 are more likely than those 50 and older to say this often or sometimes occurs (70% vs. 55%). And while a majority of parents across educational levels say they face these distractions, college graduates are more likely than those with some college experience or with a high school diploma or less to say this.

### 68% of parents say they at least sometimes feel distracted by their phone when spending time with their kids

*% of U.S. parents who say they \_\_\_ feel distracted by their smartphone while they are spending time with their children ...*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. This item was only asked among those who use a smartphone but is presented here among all parents. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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## ‘Sharenting’: Most parents who use social media have posted things about their kids on social media; 76% say being able to easily share information with family and friends is a major reason why they post

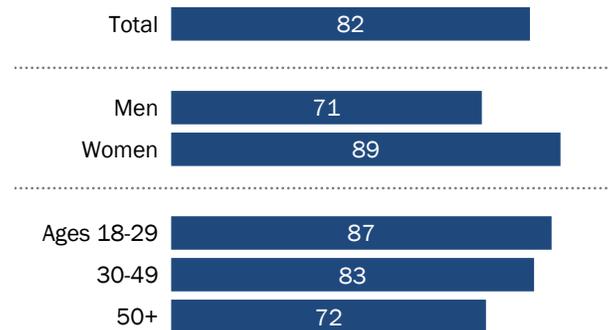
The phenomenon of parents posting and sharing photos and other things about their children on social media, sometimes referred to as “sharenting,” has been the subject of [editorials](#) and [thought pieces](#) in recent years. This survey explored several aspects of “sharenting” and finds that 82% of parents who use social media say they have posted photos, videos or other information about their children on these sites.

Among social media using parents who have at least one minor child (but who may have an adult child or children), women are more likely than men to say they have done this (89% vs. 71%).

Younger social media-using parents – those between the ages of 18 and 49 – are also more likely to report that they have done this than are parents 50 and older who also use these sites.

### Roughly eight-in-ten parents who use social media have posted things about their children on these sites

*Among U.S. parents who use social media, % who say they have ever shared photos, videos or information about their children on social media sites*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020. “Parenting Children in the Age of Screens”

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Fully 76% of parents who are sharers say that the ability to easily share things about their children with friends and family is a major reason for sharing, while smaller portions say showcasing their children’s accomplishments (36%) and sharing because other parents they know share these things (11%) are major reasons why they post things about their children on social media.

Parents’ reasons for posting this type of content vary by gender, race and ethnicity and

educational level. For example, mothers who use social media who share this information (78%) say that sharing things about their children with family and friends is a major reason for sharing on social media, compared with 72% of fathers who say the same. This trend carries across the other two reasons – showcasing children’s accomplishments and other parents they know sharing this type of information on social media – with mothers more than fathers saying these things are more of a major reason for sharing.

Reasons for sharing also vary by race and ethnicity. Among white parents who have shared things about their children on social media, easily sharing things about their children with friends and family is more of a reason for sharing than it is for Black parents; Hispanic parents are squarely in the middle. When showcasing their children’s accomplishments is considered, Black parents who use social media (50%) are more likely to say this is a major reason, compared with smaller shares of Hispanic (39%) or white parents (33%) who use these platforms.

### Ability to easily share things about their children with family and friends is a major reason for ‘sharenting’

Among U.S. parents who have shared things about their children on social media, % who say the following are a \_\_\_ for doing so



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

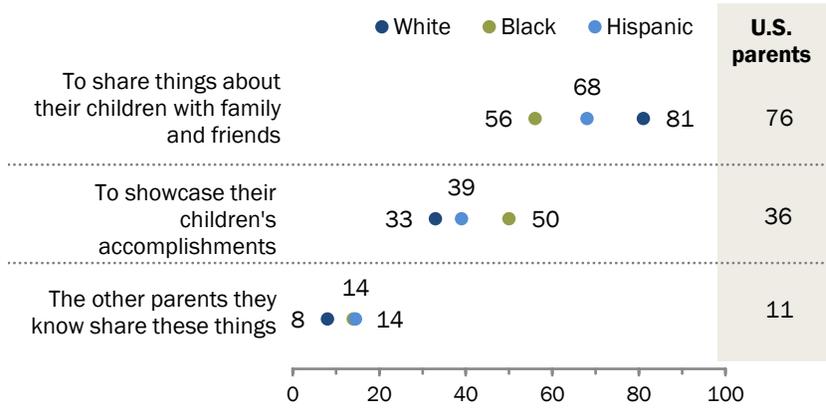
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Education level is also related to the reasons parents share photos, videos and information about their children on social media. Parents with a bachelor’s degree or higher who have shared things about their children on social media (83%) say sharing things about their children with friends and family is a major reason they share, compared with smaller shares of those with a high school diploma or less (66%). However, social media-using parents who share things about their children on these sites who have a high school diploma or less (44%) are more likely than those with a college education or higher (28%) to say showcasing their children’s accomplishments is a major reason they post about their children on social media.

**Parents’ reasoning behind sharing things about their child on social media varies by race, ethnicity**

Among U.S. parents who have shared things about their children on social media, % who say the following are a **major reason** for doing so



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave another response are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

“Parenting Children in the Age of Screens”

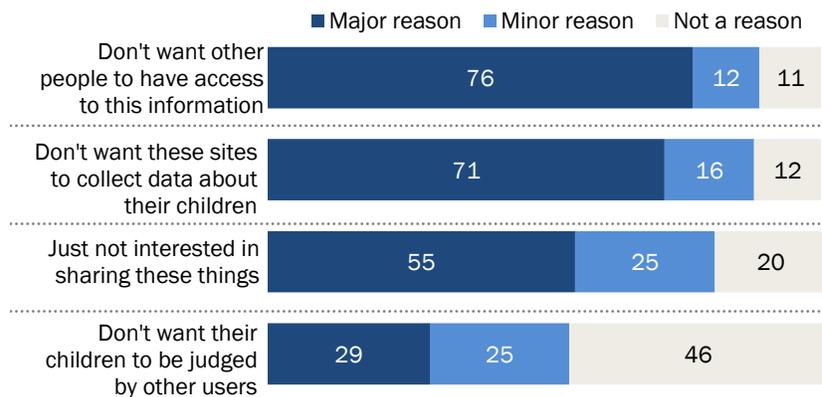
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## 18% of parents who use social media do not share things about their kids on these sites – with privacy-related issues being one the major reasons why they don't

The 18% of non-sharing parents who use social media were asked about four potential reasons they might not want to share things about their children on social media. Majorities cited not wanting others to have access to such information (76%), not wanting social media sites to collect data about their children (71%) and simply not being interested in sharing these things (55%) as being a major reason for not sharing. Only about three-in-ten parents who use social media but do not share these things (29%) said not wanting their children to be judged by other social media users was a major reason for not sharing.

### Relatively small shares of parents say they do not share because of fear of being judged

Among U.S. parents who have **never** shared things about their children on social media, % who say the following are a \_\_\_ for not doing so ...



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.  
"Parenting Children in the Age of Screens"

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When thinking about other parents sharing photos, videos and information about their own children on social media, about half of social media-using parents (52%) say others share too much about their young children, with a slightly smaller share (44%) saying they share the right amount.

### About half of parents say others share too much about their young children on social media

*Among U.S. parents who use social media, % who say other parents share \_\_\_ about their young children on social media sites*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.  
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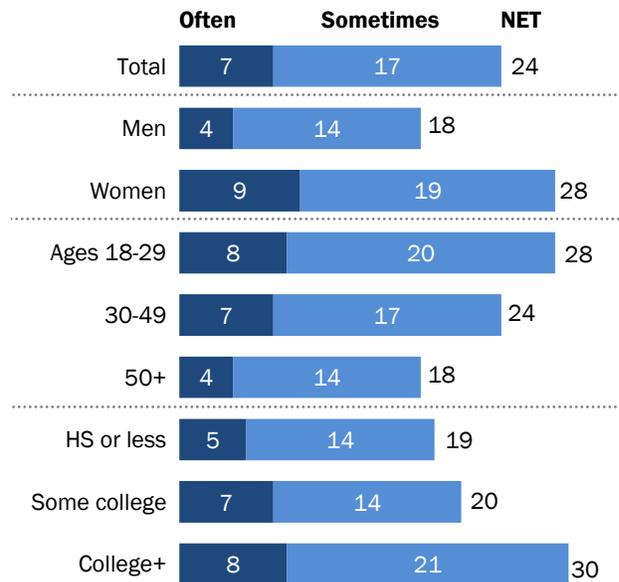
The majority of those who use social media say they rarely or never (76%) feel pressure to only post things that make them look like a good parent, with 54% of that share saying they never feel this pressure. About one-quarter of parents (24%) say they sometimes or often feel such pressure.

Among those who use social media, about three-in-ten mothers (28%) say they at least sometimes feel pressure to only post things that make them look like a good parent, compared with 18% of fathers who say the same. Younger parents (those 18 to 49) are also more likely to say they feel this pressure than parents 50 and older. There are also differences by parents' educational level – with 30% of college graduates feeling pressure to only post things on social media that make them look like a good parent, compared with smaller shares of those with some college experience (20%) or a high school education or less (19%).

Those who say they do a fair or poor job as a parent (32%) are also more likely to say they feel this pressure when compared with those who rate themselves as very good or good parents (23%).

## 24% of social media-using parents say they feel pressure to only post things that make them look good, but this varies by age, gender, education

Among U.S. parents who use social media, % who say they \_\_\_ feel pressure to only post things on social media sites that make them look like a good parent to others



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer or who gave other responses are not shown. Source: Survey of U.S. adults conducted March 2-15, 2020. "Parenting Children in the Age of Screens"

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Some of the arguments against “sharenting” have focused on protecting children online. Other arguments have centered on worries about children’s ability to grant consent. The majority of parents who share photos, videos and information about their children on social media say they rarely or never (83%) worry that in the future their children might be upset about the things they posted about them on social media sites. Just 16% say they worry about this sometimes or often.

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### Only 16% of parents at least sometimes worry about their children being upset about the things posted about them on social media

*Among U.S. parents who have shared things about their children on social media, % who say they \_\_\_ worry that in the future their children might be upset about the things they posted about them on social media sites*



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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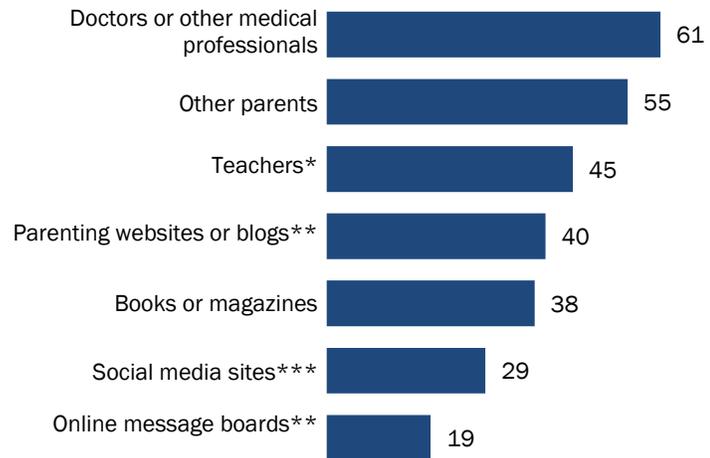
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## Roughly 60% of parents of a child under age 12 say they get screen time advice from doctors or other parents

Majorities of parents of a child age 11 or younger say they ever get advice or information about screen time from doctors or other medical professionals (61%) or other parents (55%), with about four-in-ten consulting books or magazines (38%). Roughly half of parents of children ages 5 to 11 (45%) rely on teachers for this type of information and advice. Some parents who are internet and social media users turn to online resources and communities – with 40% of parents who use the internet getting advice from parenting websites or blogs, 29% of parents who use social media turning to social media sites and 19% of internet-using parents getting information from online message boards.

### Majority of parents turn to doctors or other parents for advice or information about screen time

*% of U.S. parents of a child age 11 or younger who say they ever get parenting advice or information about screen time from ...*



\*Based on parents of a child age 5 to 11.

\*\*Based on internet users.

\*\*\*Based on social media users.

Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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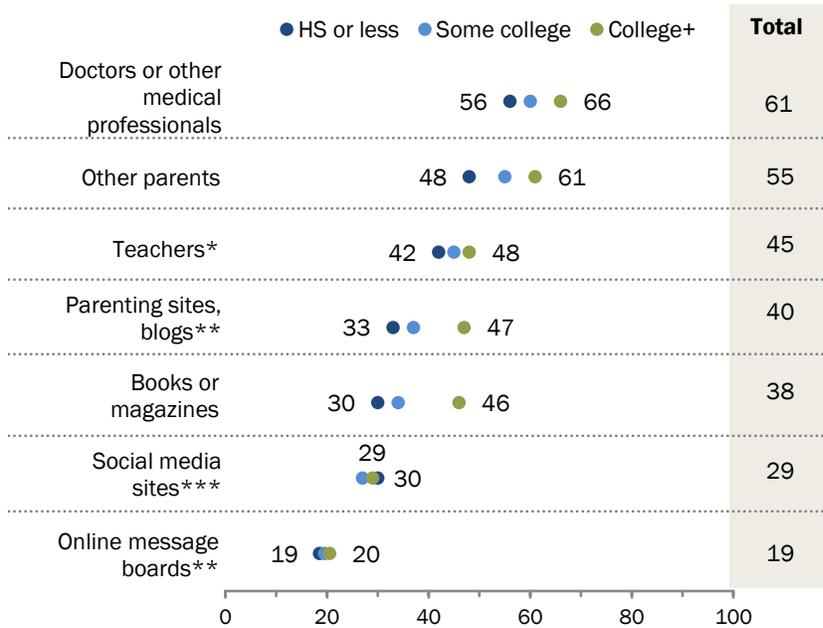
Getting advice and information about screen time varies by parents' gender and level of education.

Mothers are more likely to say they get advice from nearly all of these sources. For instance, 67% of women say they ever get parenting advice or information about screen time from doctors or other medical professionals, compared with 53% of men. Women who use the internet are also more likely than men who use internet to consult parenting websites or blogs for screen time information and advice (46% vs. 32%).

Those with higher levels of education are also more likely to report that they've gotten advice or information about screen time from many of these sources, compared with parents with lower levels of education. For instance, parents with a college education or more (66%) are more likely to have gotten parenting advice about screen time from doctors or other medical professionals, compared with parents who have a high school diploma or less (56%). College-educated parents are also more likely to get information from other parents and books or magazines. College-educated parents of a child in this age range who use the internet are also more likely to get information or advice about screen time from parenting sites and blogs.

**Parents with higher levels of education more likely to consult doctors, other parents, parenting websites and blogs for screen time advice**

*% of U.S. parents of a child age 11 or younger who say they ever get parenting advice or information about screen time from ...*



\*Based on parents of a child age 5 to 11.

\*\*Based on internet users.

\*\*\*Based on social media users.

Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.

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## Acknowledgments

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## Methodology

### The American Trends Panel survey methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted March 2 to March 15, 2020. A total of 3,640 panelists responded out of 5,513 who were sampled, for a response rate of 66%. This includes 3,194 from the ATP

and an oversample of 446 respondents sampled from Ipsos' KnowledgePanel who are parents of a child age 11 or under. This does not include one panelist who was removed from the data due to an extremely high refusal rate. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3.4%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1.9%. The margin of sampling error for the full sample of 3,640 respondents is plus or minus 2.2 percentage points.

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#### American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	2,315
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,337
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	685
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	6,415
Aug. 19 to Nov. 30, 2019	ABS/web	5,900	4,720	4,692
	<b>Total</b>	<b>35,014</b>	<b>23,440</b>	<b>15,444</b>

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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The subsample consisted of active ATP members who said in their profile surveys that they were parents of a child younger than 18, as well as active KnowledgePanel members who said in their profile surveys that they were parents of a child younger than 12.

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015

and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of which 9,942 agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a random, address-based sample (ABS) of households selected from the U.S. Postal Service's Delivery Sequence File. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. For a random half-sample of invitations, households without internet access were instructed to return a postcard. These households were contacted by telephone and sent a tablet if they agreed to participate. A total of 9,396 were invited to join the panel, and 8,778 agreed to join the panel and completed an initial profile survey. The same recruitment procedure was carried out on August 19, 2019, from which a total of 5,900 were invited to join the panel and 4,720 agreed to join the panel and completed an initial profile survey. Of the 23,440 individuals who have ever joined the ATP, 15,444 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.<sup>9</sup>

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<sup>9</sup> AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling](#)."

## Weighting

The ATP data was weighted in a multistep process that begins with a base weight incorporating the respondents' original selection probability. The next step in the weighting uses an iterative technique that aligns the sample to population benchmarks on the dimensions listed in the accompanying table.

Sampling errors and test of statistical significance take into account the effect of weighting. Interviews are conducted in both English and Spanish.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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## Weighting dimensions

Variable	Benchmark source
Gender	2018 American Community Survey
Age	
Education	
Race/Hispanic origin	
Country of birth among Hispanics	
Home internet access	
Number and age(s) of children in the household	
Region x Metropolitan status	2019 CPS March Supplement
Volunteerism	2017 CPS Volunteering & Civic Life Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	Average of the three most recent Pew Research Center telephone surveys.

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>	
Total sample of parents	3,640	2.2 percentage points	
Men	1,490	3.6 percentage points	
Women	2,145	2.9 percentage points	
White, non-Hispanic	2,092	2.8 percentage points	
Black, non-Hispanic	322	7.3 percentage points	
Hispanic	945	5.3 percentage points	
Ages 18-29	300	7.4 percentage points	
30-49	2,704	2.6 percentage points	
50+	621	5.4 percentage points	
HS or less	601	5.1 percentage points	
Some college	1,030	3.8 percentage points	
College+	2,002	2.8 percentage points	
Employed full-time	2,456	2.7 percentage points	
Employed part-time	466	6.3 percentage points	
Not employed	702	5.2 percentage points	
Urban	999	4.6 percentage points	
Suburban	1,877	3.1 percentage points	
Rural	757	4.6 percentage points	
<b>Group</b>	<b>Unweighted sample size</b>	<b>Weighted percentage</b>	<b>Plus or minus ...</b>
Rep/Lean Rep	1,556	44	3.4 percentage points
Dem/Lean Dem	1,963	50	3.1 percentage points

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<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample of parents of a child age 11 or younger	2,647	2.6 percentage points
Men	1,063	4.2 percentage points
Women	1,580	3.3 percentage points
White, non-Hispanic	1,498	3.2 percentage points
Black, non-Hispanic	237	8.6 percentage points
Hispanic	691	6.1 percentage points
Ages 18-29	294	7.5 percentage points
30-49	2,140	2.9 percentage points
50+	202	9.8 percentage points
HS or less	450	5.8 percentage points
Some college	717	4.6 percentage points
College+	1,476	3.2 percentage points
Urban	732	5.4 percentage points
Suburban	1,351	3.6 percentage points
Rural	559	5.3 percentage points

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Sample sizes and sampling errors for other subgroups are available upon request.

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# Topline questionnaire

**2020 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 63 MARCH 2020  
FINAL TOPLINE  
MARCH 2-15, 2020  
TOTAL N=3,640**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. adults	3,640	+/- 2.2 percentage points

**ASK IF HAS SMARTPHONE (SMARTPHONE=1) OR IF SOCIAL MEDIA USER (SNSUSE=1) OR IF PLAY VIDEO GAMES (VIDEOGAME=1):**

TIMESPEND Overall, how much time would you say you spend... [RANDOMIZE ITEMS; RANDOMIZE RESPONSE OPTIONS 1-2; 3 ALWAYS LAST; SHOW RESPONSES IN SAME ORDER FOR ITEMS A-C]

	<u>Too much time</u>	<u>Too little time</u>	<u>About the right amount of time</u>	<u>No answer</u>
<b>ASK IF HAS SMARTPHONE (SMARTPHONE=1) [n= 3,579]:</b>				
a. On your smartphone				
March 2-15, 2020	57	6	37	*
<b>ASK IF SOCIAL MEDIA USER (SNSUSE=1) [n= 3,144]:</b>				
b. On social media sites				
March 2-15, 2020	42	14	43	*
<b>ASK IF PLAY VIDEO GAMES (VIDEOGAME=1) [n= 2,111]:</b>				
c. Playing video games				
March 2-15, 2020	17	34	49	*

**ASK ALL:**  
EASYHARD

For most parents, do you think parenting today is... [RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]

March 2-15, 2020

66	Harder than it was 20 years ago
7	Easier than it was 20 years ago
26	About the same
1	No answer

**ASK IF RESPONDED "HARDER TODAY" (EASYHARD=1) [n=2,468]:**

WHYHARD Why do you think parenting is harder today than it was 20 years ago for most parents? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

March 2-15, 2020

26	Technology, in general
21	Social media, in general
16	Changing morals, more violence and drugs
14	Tech gives access, exposure to things at younger age
12	More expensive, both parents need to work
7	Can't discipline kids like before
6	Kids less respectful, more entitled
6	Higher expectations, more judgment
6	More device distractions, too much time with screens
6	Less family time
5	Smartphones, in general
4	Bullying, cyberbullying
3	Online predators
9	Other
7	No answer

**ASK IF RESPONDED "EASIER TODAY" (EASYHARD=2) [n=186]:**

WHYEASY Why do you think parenting is easier today than it was 20 years ago for most parents? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

March 2-15, 2020

30	Tech access, advancements
30	More information on parenting
9	Parents have more help today
7	Easier to track, reach kids
6	More things to keep kids occupied
5	Parents don't discipline kids
4	Society has progressed, more open
11	Other
11	No answer

**ASK ALL:**

PARENTTIME Thinking about the amount of time you spend with your children, in general, do you think you spend... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]**

March 2-15, 2020

5	Too much time together
45	Too little time together
50	The right amount of time together
*	No answer

**ASK ALL:**

PARENTJOB When thinking about your role as a parent, how would you rate the job you do?

March 2-15, 2020

27	A very good job
62	A good job
11	Only a fair job
1	A poor job
*	No answer

**ASK IF SOCIAL MEDIA USERS (SNSUSE=1) [n= 3,144]:**

SHARENTING1 Have you ever shared photos, videos or information about your children on social media sites?

March 2-15, 2020

82	Yes, I have done this
18	No, I have never done this
*	No answer

**ASK IF SHARE ON SOCIAL MEDIA (SHARENTING1=1) [n= 2,628]:**

SHARENTING2 Which of the following is a reason that you have shared photos, videos or information about your children on social media? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To easily share things about my children with family and friends March 2-15, 2020	76	18	6	*
b. To showcase my children's accomplishments March 2-15, 2020	36	36	27	1
c. The other parents I know share these things March 2-15, 2020	11	24	65	*

**ASK IF DOES NOT SHARE ON SOCIAL MEDIA (SHARENTING1=2) [n= 509]:**

SHARENTING3 Which of the following is a reason you do not post photos, videos or information about your children on social media sites? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. I don't want other people to have access to this information March 2-15, 2020	76	12	11	1
b. I don't want my children to be judged by other users March 2-15, 2020	29	25	46	1
c. I'm just not interested in sharing these things March 2-15, 2020	55	25	20	*
d. I don't want these sites to collect data about my children March 2-15, 2020	71	16	12	1

**ASK IF SOCIAL MEDIA USER (SNSUSE=1) [n= 3,144]:**

SHARENTING4 When thinking about OTHER parents sharing photos, videos or information about their young children on social media sites, do you think they share...  
**[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]**

March 2-15, 2020

52	Too much about their young children
3	Too little about their young children
44	About the right amount about their young children
1	No answer

**ASK IF SOCIAL MEDIA USER (SNSUSE=1) [n= 3,144]:**

SHARENTING5 How often, if ever, do you feel pressure to only post things on social media sites that make you look like a good parent to others?

March 2-15, 2020

7	Often
17	Sometimes
23	Rarely
54	Never
*	No answer

**ASK IF SHARES ABOUT CHILD ON SOCIAL MEDIA (SHARENTING1=1) [n= 2,628]:**

SHARENTING6 How often, if ever, do you worry that in the future your children might be upset about the things you posted about them on social media sites?

March 2-15, 2020

3	Often
13	Sometimes
30	Rarely
54	Never
1	No answer

**ASK ALL:**

RISKBEN

Thinking generally about children who are 11 years old or younger, which would you say most accurately describes how you feel, even if neither is exactly right?  
**[RANDOMIZE RESPONSE OPTIONS]**

March 2-15, 2020

27	The potential benefits that most children may get from having access to a smartphone outweigh the potential harm
71	The potential harm that most children may face from having access to a smartphone outweighs the potential benefits
2	No answer

**ASK ALL:**

MOBILEHELP

Still thinking about children who are 11 years old or younger, do you think that using smartphones will help or hurt their ability to do each of the following?  
**[RANDOMIZE ITEMS]**

		Help a <u>lot</u>	Help a <u>little</u>	Hurt a <u>little</u>	Hurt a <u>lot</u>	Make no <u>difference</u>	No <u>answer</u>
a.	Learn effective social skills						
	March 2-15, 2020	6	15	27	44	8	*
b.	Be creative						
	March 2-15, 2020	11	30	24	23	13	*
c.	Pursue their hobbies and interests						
	March 2-15, 2020	12	32	21	23	11	*
d.	Do well in school						
	March 2-15, 2020	9	24	30	25	13	*
e.	Develop healthy friendships						
	March 2-15, 2020	4	15	33	34	13	*

**ASK ALL:**

ACCEPTUSE

In general, at what age do you think it is acceptable for children to BEGIN...  
**[RANDOMIZE ITEMS]**

## a. Using social media sites

March 2-15, 2020

*	0-2 years old
1	3-4 years old
2	5-8 years old
5	9-11 years old
34	12-14 years old
44	15-17 years old
14	This is not acceptable for children
*	No answer

## b. Playing video games

March 2-15, 2020

2	0-2 years old
9	3-4 years old
37	5-8 years old
28	9-11 years old
13	12-14 years old
5	15-17 years old
4	This is not acceptable for children
*	No answer

**ASK ALL:**

ACCEPTOWN

In general, at what age do you think it is acceptable for a child to have THEIR  
 OWN... **[RANDOMIZE ITEMS]**

## a. Smartphone

March 2-15, 2020

*	0-2 years old
1	3-4 years old
4	5-8 years old
16	9-11 years old
45	12-14 years old
28	15-17 years old
4	This is not acceptable for children
*	No answer

## b. Tablet computer

March 2-15, 2020

3	0-2 years old
13	3-4 years old
26	5-8 years old
23	9-11 years old
19	12-14 years old
12	15-17 years old
4	This is not acceptable for children
*	No answer

**ASK ALL:**

REGCONTENT

How much responsibility, if any, does each group have in protecting children from inappropriate content online? **[RANDOMIZE ITEMS]**

	<u>A lot</u>	<u>Some</u>	<u>Not much</u>	<u>None at all</u>	<u>No answer</u>
a. Technology companies March 2-15, 2020	38	41	14	8	*
b. The government March 2-15, 2020	25	40	22	13	*
c. Parents or guardians March 2-15, 2020	93	5	1	1	*

**ASK ALL:**

ADVICE

Do you ever get parenting advice or information about screen time from... **[RANDOMIZE ITEMS]**

	<u>Yes, I get advice or information about screen time from these</u>	<u>No, I do not get advice or information about screen time from these</u>	<u>No answer</u>
<b>ASK IF SOCIAL MEDIA USER (SNSUSE=1) [n= 3,144]:</b>			
a. Social media sites March 2-15, 2020	28	72	1
<b>ASK IF INTERNET USER (XTABLET=2) [n= 3,621]:</b>			
b. Online message boards March 2-15, 2020	18	81	*
<b>ASK IF INTERNET USER (XTABLET=2) [n= 3,621]:</b>			
c. Parenting websites or blogs March 2-15, 2020	37	63	*
<b>ASK ALL:</b>			
d. Other parents March 2-15, 2020	53	46	1
<b>ASK ALL:</b>			
e. Books or magazines March 2-15, 2020	36	63	1
<b>ASK ALL:</b>			
f. Doctors or other medical professionals March 2-15, 2020	58	41	*
<b>ASK IF PARENT OF CHILD 5-11 (KIDSGROUP_2 &gt;0) [n= 1,936]:</b>			
g. Teachers March 2-15, 2020	45	54	*

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDS0TO11 > 0) [n= 2,647]:**

APPRO Now, thinking specifically about YOUR OWN children who are 11 years old or younger, how confident, if at all, are you in your ability to know how much screen time is appropriate?

March 2-15, 2020

39	Very confident
45	Somewhat confident
13	Not too confident
4	Not at all confident
*	No answer

**ASK IF HAS SMARTPHONE (SMARTPHONE=1) [n= 3,579]:**

DISTRACTED How often, if ever, do you feel that you are distracted by your smartphone while you are spending time with your children?

March 2-15, 2020

17	Often
53	Sometimes
24	Rarely
6	Never
*	No answer

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDS0TO11 > 0) [n= 2,647]:**

CHILDTECH As far as you know, does your child ever use or interact with the following types of devices, even if just to watch videos or listen to music? **[RANDOMIZE ITEMS]**

	Yes, my child uses or <u>interacts with this</u>	No, my child does not use <u>or interact with this</u>	<u>No answer</u>
a. A television set March 2-15, 2020	88	12	1
b. A desktop or laptop computer March 2-15, 2020	44	56	*
c. A tablet computer March 2-15, 2020	67	33	*
d. A game console or portable game device March 2-15, 2020	44	56	1
e. A voice-activated assistant (like Apple's Siri or Amazon Alexa) March 2-15, 2020	36	64	*
f. A smartphone March 2-15, 2020	60	40	*

**ASK IF CHILD USES SMARTPHONE (CHILDTECHf=1) [n= 1,654]:**

CHPHONEAGE At what age did this child begin engaging with a smartphone?

March 2-15, 2020

31	0-2
29	3-4
26	5-8
14	9-11
*	No answer

**ASK IF CHILD ENGAGES WITH SMARTPHONE (CHILDTECHf=1) [n= 1,654]:**

CHILDPHONE Does this child have THEIR OWN smartphone?

March 2-15, 2020

28	Yes, my child has their own smartphone
72	No, my child does not have their own smartphone
*	No answer

**ASK IF CHILD HAS OWN SMARTPHONE (CHILDPHONE=1) [n= 431]:**

CHILDPHONE2 At what age did this child first get their own smartphone?

March 2-15, 2020

6	0-2
8	3-4
35	5-8
51	9-11
1	No answer

**ASK IF CHILD HAS OWN SMARTPHONE (CHILDPHONE=1) [n= 431]:**REASONPHONE How much, if at all, is each of the following a reason that this child has their own smartphone? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. So I can easily get in contact with this child				
March 2-15, 2020	73	11	16	0
b. Their friends or classmates have smartphones				
March 2-15, 2020	6	24	69	*
c. To make it easy for this child to contact me				
March 2-15, 2020	78	7	15	0
d. To have something to keep them entertained				
March 2-15, 2020	25	34	40	*
<b>ASK IF CHILD 5-11 (KID5to11=1) [n= 388]:</b>				
e. To do their homework				
March 2-15, 2020	9	31	60	0

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDS0TO11 > 0) [n= 2,647]:**

CHILDSOCIAL As far as you know, does this child ever use... **[RANDOMIZE ITEMS BUT ITEM E SHOULD ALWAYS BE LAST]**

	<u>Yes, my child uses this</u>	<u>No, my child does not use this</u>	<u>No answer</u>
a. Facebook March 2-15, 2020	3	97	*
b. Instagram March 2-15, 2020	5	95	*
c. Snapchat March 2-15, 2020	10	90	*
d. TikTok March 2-15, 2020	13	87	*
e. Other social media site March 2-15, 2020	7	92	*

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDS0TO11 > 0) [n=2,647]:**

CHILDTIME Overall, how much time would you say this child spends... **[RANDOMIZE ITEMS; RANDOMIZE RESPONSE OPTIONS 1-2; 3 ALWAYS LAST]**

	<u>Too much time</u>	<u>Too little time</u>	<u>About the right amount of time</u>	<u>No answer</u>
<b>ASK IF CHILD USES SMARTPHONE (CHILDTECHf=1) [n= 1,654]:</b>				
a. On a smartphone March 2-15, 2020	24	13	62	1
<b>ASK IF CHILD USES SOCIAL MEDIA (CHILDSOCIALa-e=1) [n= 553]:</b>				
b. On social media sites March 2-15, 2020	20	21	55	3
<b>ASK IF CHILD USES VIDEOGAMES (CHILDTECHd=1) [n= 1,176]:</b>				
c. Playing video games March 2-15, 2020	26	14	59	1

**ASK IF CHILD USES VOICE ASSISTANT (CHILDTECHe=1) [n= 1,047]:**

SS1 As far as you know, does this child ever use voice-activated assistants to... **[RANDOMIZE ITEMS]**

	<u>Yes, my child does this</u>	<u>No, my child does not do this</u>	<u>No answer</u>
a. Play music March 2-15, 2020	82	18	1
b. Get information March 2-15, 2020	66	33	1
c. Hear jokes March 2-15, 2020	47	52	1
d. Play games March 2-15, 2020	30	69	*

**ASK IF CHILD USES VOICE ASSISTANT (CHILDTECH=1) [n= 1,047]:**

SS2 How concerned are you, if at all, about voice-activated assistants collecting data about this child?

March 2-15, 2020

11	Very concerned
28	Somewhat concerned
47	Not too concerned
14	Not at all concerned
*	No answer

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDSOTO11 > 0) [n= 2,647]:**

CONCERN How concerned, if at all, are you that this child might ever... **[RANDOMIZE ITEMS]**

		<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No answer</u>
a.	Be bullied or harassed online					
	March 2-15, 2020	29	27	22	22	*
b.	Spend too much time in front of screens					
	March 2-15, 2020	31	40	17	11	*
c.	Access sexually explicit content online					
	March 2-15, 2020	32	28	18	21	*
d.	Be the target of online predators					
	March 2-15, 2020	34	29	19	18	*
e.	Access violent content online					
	March 2-15, 2020	28	31	22	19	*

**ASK IF PARENT OF CHILD 5-11 (KID5to11=1) [n= 1,636]:**

AWARE

How confident, if at all, are you that you know... **[RANDOMIZE ITEMS]**

	<u>Very confident</u>	<u>Somewhat confident</u>	<u>Not too confident</u>	<u>Not confident at all</u>	<u>No answer</u>
a. What this child watches on television March 2-15, 2020	67	27	3	2	*
b. The types of videos this child watches online March 2-15, 2020	51	37	9	2	*
c. The websites this child visits March 2-15, 2020	57	34	6	3	1
d. The types of things this child posts on social media sites March 2-15, 2020	70	18	4	4	3
e. The types of video games this child plays March 2-15, 2020	67	25	6	2	*

**ASK IF PARENT OF CHILD 5-11 (KID5to11=1) [n= 1,636]:**

MONITOR

Do you ever do any of the following things? **[RANDOMIZE ITEMS]**

	<u>Yes, I do this</u>	<u>No, I do not do this</u>	<u>No answer</u>
a. Check the websites this child visits or the mobile apps they use March 2-15, 2020	75	24	1
b. Take away this child's smartphone or internet privileges as punishment March 2-15, 2020	80	19	1
c. Limit the times of day or length of time when this child can use screens March 2-15, 2020	86	13	1
d. Look at the call records or text messages on a smartphone this child uses March 2-15, 2020	49	48	3
e. Use parental controls to restrict how this child uses screens March 2-15, 2020	72	27	1
f. Friend or follow this child on social media sites March 2-15, 2020	28	68	4
g. Track the location of this child through GPS apps or software March 2-15, 2020	33	65	2

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDS0TO11 > 0) AND CHILD USES SMARTPHONE OR TABLET (CHILDTECHf=1, CHILDTECHc=1) [n= 2,226]:**

ALLOWED

In general, are you OK with this child using mobile devices, like a smartphone or tablet computer, during any of the following times? **[RANDOMIZE ITEMS]**

	<u>Yes, I would allow this</u>	<u>No, I would not allow this</u>	<u>No answer</u>
a. While dining with family at home March 2-15, 2020	13	87	1
b. While dining out with family at a restaurant March 2-15, 2020	29	70	*
c. Just before bedtime March 2-15, 2020	37	63	*
d. While they are a passenger in your car March 2-15, 2020	84	16	*

**ASK IF HAS CHILDREN AGE 0 TO 11 (DOV\_KIDS0TO11 > 0) [n= 2,647]:**

YOUTUBE1 As far as you know, does this child ever watch videos on YouTube?

March 2-15, 2020

80	Yes, my child watches videos on YouTube
19	No, my child does not watch videos on YouTube
*	No answer

**ASK IF CHILD USES YOUTUBE (YOUTUBE1=1) [n= 2,158]:**

YOUTUBE2 About how often does this child watch videos on YouTube?

March 2-15, 2020

35	Several times a day
19	Once a day
31	A few times a week
11	Every few weeks
5	Less often
*	No answer

**ASK IF CHILD USES YOUTUBE (YOUTUBE1=1) [n= 2,158]:**YOUTUBE3 How often, if ever, do you think the videos this child watches on YouTube...  
**[RANDOMIZE ITEMS]**

	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
a. Expose them to different cultures March 2-15, 2020	27	48	19	6	*
b. Help them learn new things March 2-15, 2020	43	45	10	2	*
c. Keep them entertained March 2-15, 2020	65	31	3	*	*

**ASK IF CHILD USES YOUTUBE (YOUTUBE1=1) [n= 2,158]:**

YOUTUBE4 As far as you know, has this child ever encountered videos on YouTube that you thought were inappropriate for their age?

March 2-15, 2020

46	Yes, they have encountered inappropriate videos
53	No, they have not encountered inappropriate videos
*	No answer

**ASK IF CHILD USES YOUTUBE (YOUTUBE1=1) [n= 2,158]:**

YOUTUBE5 Thinking about your child and their experience with YouTube, how concerned, if at all, are you about... **[RANDOMIZE ITEMS]**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No answer</u>
a. Them encountering inappropriate content March 2-15, 2020	37	36	19	8	*
b. The types of things that are being advertised to them March 2-15, 2020	28	40	24	8	*
c. The types of videos that get recommended to them March 2-15, 2020	27	38	26	8	*

**ASK IF CHILD USES YOUTUBE (YOUTUBE1=1) (n= 2,158):**

YOUTUBE6 As far as you know, how good of a job is YouTube doing at preventing children from seeing content that is inappropriate for their age?

March 2-15, 2020

7	An excellent job
38	A good job
40	Only a fair job
13	A poor job
1	No answer

**ASK IF PARENT OF CHILD 5-11 (KID5to11=1) [n= 1,636]:**

BULLIED1 As far as you know, has this child ever been harassed or bullied online?

March 2-15, 2020

3	Yes, my child has been harassed or bullied online
96	No, my child has not been harassed or bullied online
*	No answer

**ASK IF PARENT OF CHILD 5-11 (KID5to11=1) [n= 1,636]:**

BULLIED2 How confident, if at all, are you that this child would tell you if they were being harassed or bullied online?

March 2-15, 2020

57	Very confident
35	Somewhat confident
5	Not too confident
2	Not at all confident
*	No answer