

FOR RELEASE OCTOBER 8, 2025

# How Parents Manage Screen Time for Kids

*From YouTube to smartphones to tablets, tech is part of kids' lives. AI chatbots are part of the mix now, too. While parents strive to manage screens, 42% say they could do better*

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## RECOMMENDED CITATION

Pew Research Center, October 2025, "How Parents Manage Screen Time for Kids"

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## How we did this

Pew Research Center conducted this study to understand how parents of kids ages 12 and younger approach their children’s technology use and screen time.

For this analysis, we surveyed 3,054 parents who have children ages 12 and under from May 13 to 26, 2025. The sample for this survey includes respondents from two different sources: Pew Research Center’s American Trends Panel (ATP) and SSRS’s Opinion Panel (OP). The ATP and OP are both groups of people recruited through national, random sampling of residential addresses who have agreed to take surveys regularly. This kind of recruitment gives nearly all U.S. adults a chance of selection.

Interviews were conducted either online or by telephone with a live interviewer. The survey is weighted to be representative of parents or guardians of children ages 12 and under by gender, race, ethnicity, partisan affiliation, education and other factors. [Read more about the ATP’s methodology.](#)

Separately, four online focus groups were also conducted from March 4 to 6, 2025, with a total of 20 U.S. parents or guardians of at least one child age 1 to 12. The goal of these discussions was to explore parents’ views on topics covered in the survey in more depth. They are not representative of all parents, nor do quotes selected represent the views of all group participants. Quotes are pulled from larger discussion, and some have been edited for concision and clarity.

Here are the [questions used for this report](#), the [topline](#) and the [methodology](#).

### Terminology

**“Parents of a child age 12 or younger”** and **“parents”** refer to U.S. adults who are parents or guardians of at least one child age 12 or younger.

Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Child age groups throughout the report refer to the randomly selected child.

Throughout this report, “older child” generally refers to a child age 5 or older.

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# How Parents Manage Screen Time for Kids

*From YouTube to smartphones to tablets, tech is part of kids' lives. AI chatbots are part of the mix now, too. While parents strive to manage screens, 42% say they could do better*

Parenting today means making tough choices about technology. Screens can educate and entertain, but managing what kids watch – and how much – can leave parents feeling judged or like they should be doing more. Setting limits can be a challenge even for those with the youngest kids.

A Pew Research Center survey of U.S. parents reveals how widespread technology is for kids ages 12 and younger – and the day-to-day reality of managing screen time as a parent. Among the takeaways:

**Tablets and smartphones are common – TV even more so.**

Nine-in-ten parents of kids ages 12 and younger say their child ever watches TV, 68% say they use a tablet and 61% say they use a smartphone.

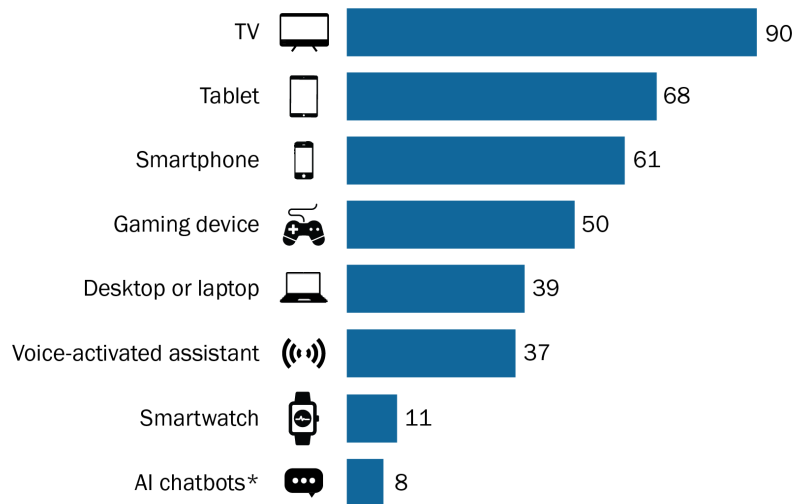
Half say their child uses gaming devices. About four-in-ten say they use desktops or laptops.

**AI is part of the mix.**

About one-in-ten parents say their 5- to 12-year-old ever uses artificial intelligence chatbots like ChatGPT or Gemini.

## Majorities of parents say their kids use tablets and smartphones; watching TV is especially common

*% of U.S. parents of a child age 12 or younger who say that as far as they know, their child ever uses or interacts with the following*



\* Based on parents of a child age 5 to 12.

Note: All items except AI chatbots asked if the child “ever uses or interacts with the following, even if just to watch videos or listen to music.” The AI chatbots item asked if the child “ever uses” these. Refer to the questionnaire for full question wording. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown. For the AI chatbots item, respondents could also say they were not sure or that they did not know what AI chatbots were, and these responses are also not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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Roughly four-in-ten parents with a kid 12 or younger say their child uses a voice assistant like Siri or Alexa. And 11% say their child uses a smartwatch.

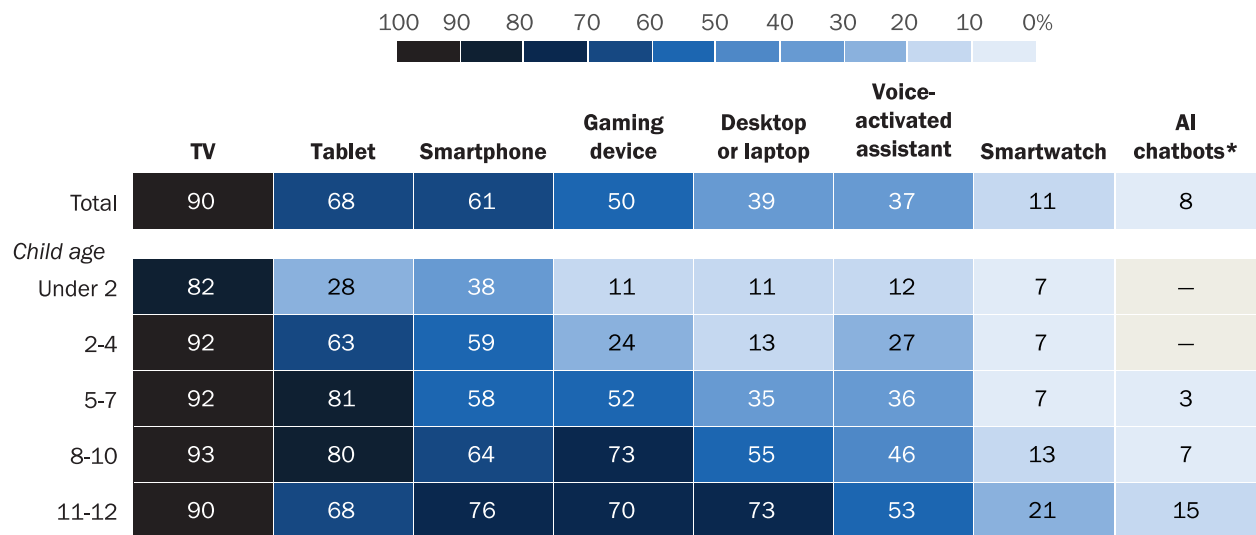
### Screens start young.

Some of the biggest [debates around screen time](#) center on the question: How young is too young?

It's not just older kids on screens: Vast majorities of parents say their kids ever watch TV – including 82% who say so about a child under 2.

### Roughly 6 in 10 parents overall say their child uses or interacts with a smartphone, and about 4 in 10 say this about their child under 2

% of U.S. parents of a child age 12 or younger who say that as far as they know, their child ever uses or interacts with the following



\* Based on parents of a child age 5 to 12.

Note: All items except AI chatbots asked if the child “ever uses or interacts with the following, even if just to watch videos or listen to music.” The AI chatbots item asked if the child “ever uses” these. Refer to the questionnaire for full question wording. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Not all differences shown are statistically significant. Those who did not give an answer are not shown. For the AI chatbots item, respondents could also say they were not sure or that they did not know what AI chatbots were, and these responses are also not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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Smartphone use also starts young for some, but how common this is varies by age. About three-quarters of parents say their 11- or 12-year-old ever uses one. A slightly smaller share, roughly two-thirds, say their child age 8 to 10 does so. Majorities say so for kids ages 5 to 7 and ages 2 to 4.

And fewer – but still about four-in-ten – say their child under 2 ever uses or interacts with one.

### It's common for children to use smartphones. But at what age do they typically start owning their own devices?

In our survey, **about one-in-four parents say their child has a smartphone of their own.**

This depends heavily on the child's age.

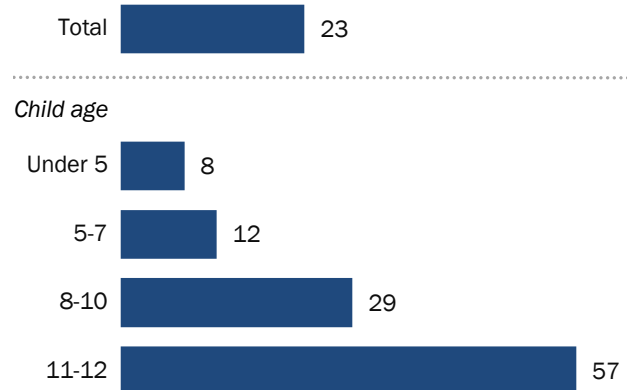
Roughly six-in-ten parents of an 11- or 12-year-old say their child has their own smartphone, compared with 29% of parents of an 8- to 10-year-old and about one-in-ten who say so about a younger kid.

Kids' smartphone ownership also varies by household income, with 31% of parents with lower incomes reporting that their child has their own smartphone. Smaller shares of those with middle (20%) and upper incomes (16%) say the same.<sup>1</sup>

Regardless of whether a child has their own phone, we asked parents what they consider to be an appropriate age for kids in general to have one. Most parents (68%) think kids generally should be at least 12 before getting a smartphone of their own.

#### About 1 in 4 parents say their kid has their own smartphone, and more than half with an 11- or 12-year-old say so

*% of U.S. parents of a child age 12 or younger who say their child has **their own** smartphone*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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<sup>1</sup> Family income tiers are based on adjusted 2023 earnings. Refer to the [methodology](#) for more information.

## Even for the youngest kids, YouTube is widely used.

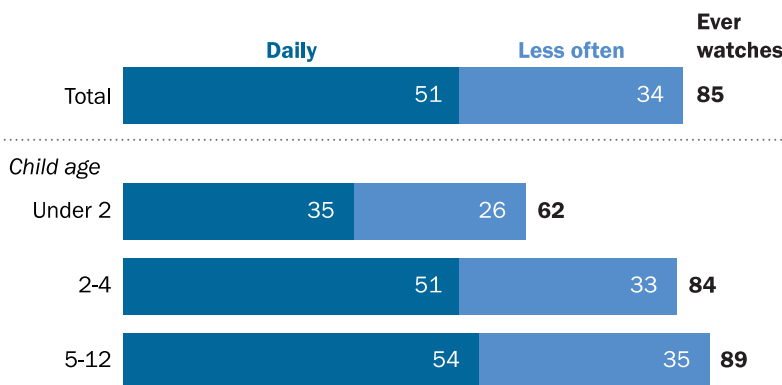
YouTube has [played a major role in kids' tech use over the years](#). It's not without criticism; lawmakers and advocates have called out the [advertising shown to kids](#) and the [quality of the content they see](#). Still, even as parents have [voiced similar concerns](#) in our past surveys, they have also noted its role in [kids' entertainment and learning](#).

Today, 85% of parents say their child ever watches YouTube; this includes about half who say this happens daily. And the platform is widely used by kids of all ages.

About six-in-ten parents report that their child under 2 watches YouTube. This rises to 84% for ages 2 to 4 and is slightly higher for ages 5 to 12.

### A majority of parents say their children, including those under 2, watch videos on YouTube

*% of U.S. parents of a child age 12 or younger who say that as far as they know, their child watches videos on YouTube ...*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. "Daily" includes several times or about once a day; "Less often" includes a few times a week, every few weeks or less. Figures may not add up to subtotals due to rounding and because those who did not give an answer to the frequency question are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## YouTube use is ticking up overall – and has risen sharply for kids under 2.

YouTube use overall has inched up [from 2020](#), when 80% of parents said their child 11 or younger ever watched it, to 85% of parents who say their child 12 or younger ever does so today.<sup>2</sup>

That includes a jump from 45% to 62% among parents of a child under 2. The shares of parents who say their kid 2 and up ever watches YouTube are statistically unchanged.

Daily use also rose from 43% in the 2020 survey to 51% today.<sup>3</sup> This change is driven by more parents saying their younger kid watches YouTube daily. From 2020 to 2025, daily use rose from:

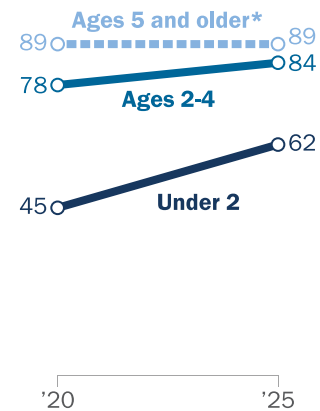
- 24% to 35% according to parents of a child under 2
- 38% to 51% for parents of kids ages 2 to 4

## Some parents say their kids are on TikTok and other social media platforms.

Social media companies have been accused of [being too lax with kids' data](#), [harming youth mental health](#) and [not doing enough](#) to keep children from seeing inappropriate content.

## More parents say their child under 2 watches YouTube than in 2020

*% of U.S. parents of a child \_\_\_ who say that as far as they know, their child ever watches videos on YouTube*



\* "Ages 5 and older" refers to ages 5 to 11 in 2020 and 5 to 12 in 2025. Dotted line indicates this change in population; parents of a child age 11 or younger were asked this question in 2020, while parents of a child age 12 or younger were asked this question in 2025.

Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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<sup>2</sup> Parents of a child age 11 or younger were asked these questions in 2020, while parents of a child age 12 or younger were asked these questions in 2025. Comparisons presented here are largely unchanged when only looking at the subset of parents answering about a child age 11 or younger in 2025.

<sup>3</sup> In 2020, daily use included "Several times a day" and "Once a day." The 2025 response options were slightly different, and thus, daily use includes "Several times a day" and "About once a day."

Though companies have put age restrictions in place, some kids are still on these platforms. [As in 2020](#), TikTok stands out from the other platforms we asked about – with 15% of parents saying their child uses it, as far as they know.

Smaller shares report their child uses Snapchat (8%), Instagram or Facebook (5% each).

It's most common for parents of the oldest kids to say their child uses these four platforms. For example, **37% of parents say their 11- to 12-year-old uses TikTok**. By comparison:

- 16% say their 8- to 10-year-old uses TikTok.
- 10% say their 5- to 7-year-old does.
- 6% say so about their child under 5.

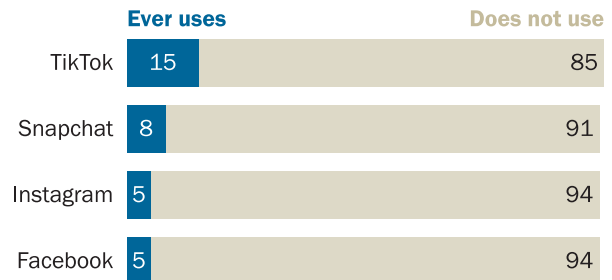
**At the same time, parents view social media as uniquely harmful.** Eight-in-ten say the harms of social media outweigh the benefits.

Fewer, though still nearly half, say smartphones are more harmful than beneficial to their children.

And a smaller share – about three-in-ten – say the same about tablets.

## 15% of parents say their kid uses TikTok

% of U.S. parents of a child age 12 or younger who say that as far as they know, their child \_\_\_ the following



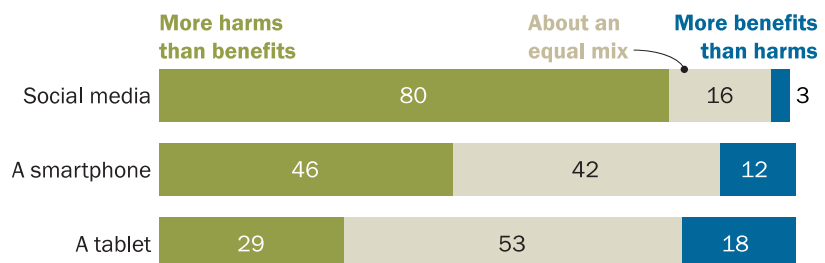
Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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## Parents overwhelmingly think using social media does more to harm than benefit their kids

% of U.S. parents of a child age 12 or younger who say they think there are \_\_\_ to their child using the following



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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## How parents navigate decisions about screens

Parents can face tough calls daily on screen time. When and why kids are allowed to use a smartphone can be among the most fraught.

### Ease of contact is a big reason for allowing kids to have their own smartphones.

Nearly all parents whose child has *their own* smartphone say this is a major or minor reason they let them use one.

Most parents who let their kids use smartphones at all say entertainment and learning are reasons they do so. Smaller but notable shares of parents say they let kids use smartphones to calm them down or so that they don't feel left out.

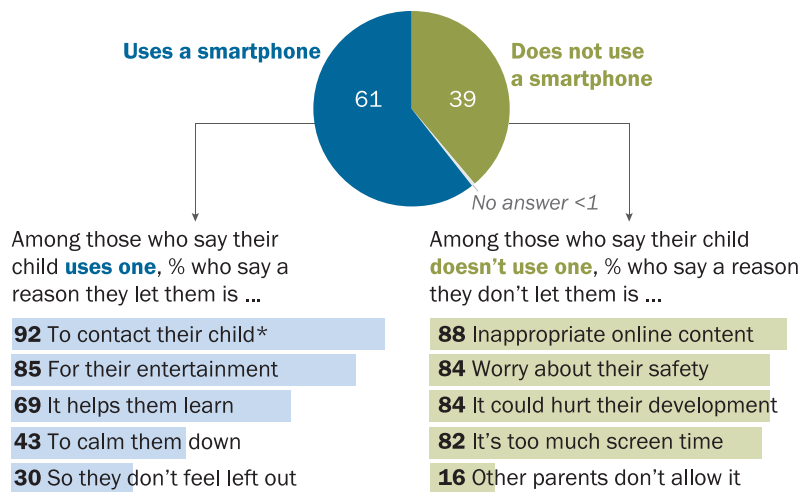
Among parents whose kids use smartphones, those whose child is under 5 are far more likely than those with older kids to say calming their child is a reason they allow smartphone use. And those with lower household incomes

are more likely than those with middle or upper incomes to let their child use a smartphone to help them learn, to avoid them feeling left out or to calm them.

**Most parents who don't allow smartphones say inappropriate content is a reason why.** Safety, developmental concerns and excessive screen time are also commonly cited.

### Ease of contact, entertainment and learning are key reasons parents allow smartphones; most who don't allow them worry about inappropriate content, safety

*% of U.S. parents of a child age 12 or younger who say that as far as they know, their child ...*



\* Based on parents who say their child has their own smartphone.

Note: "Uses a smartphone" refers to those who say that, as far as they know, their child ever uses or interacts with a smartphone, even if just to watch videos or listen to music. The major and minor reason options are combined. Refer to the questionnaire for full question wording. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. For the reasons why and why not, those who did not give an answer or gave other responses are not shown. Source: Survey of U.S. parents conducted May 13-26, 2025.

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**In addition to surveying parents, we also conducted four separate focus groups in March to dive deeper into parents' views and experiences on topics related to screen time.** In the discussions, we asked them how they felt about their kids using – or not using – phones in general.

One parent highlighted safety as a reason their child has one, explaining:

“[My son’s] in kinder[garten], and he owns his phone already. It is for safety reasons only ... so he takes it every day to school, brings it back, but he never uses it.”

Asked about giving kids phones in the future, another parent said:

“I think eventually we will give it to them, but now ... she’s not ready. Even ... we [parents] spend too much time on phones. ... How can we expect a 9-year-old to control and have a balance between their screen time?”

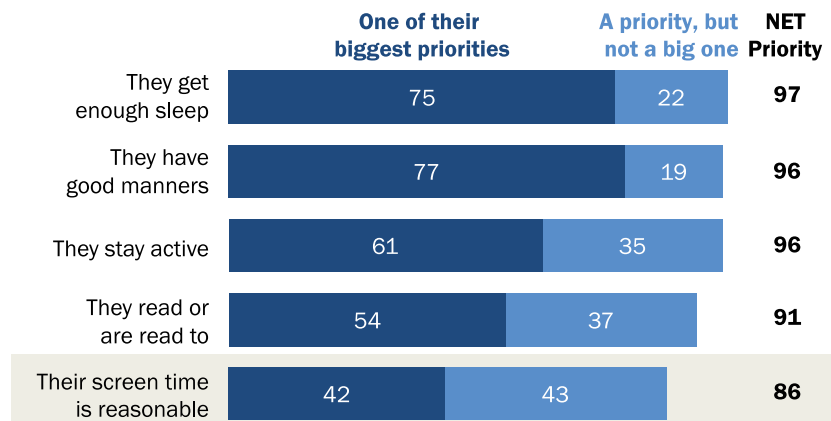
**Most parents say managing their child’s screen time is a priority. Fewer than half say it’s one of their biggest ones.**

Our survey findings show that they’re juggling other things: Larger shares say making sure their child has good manners, gets enough sleep, stays active, and reads or is read to are some of their biggest day-to-day priorities.

About nine-in-ten parents with upper (90%) and middle incomes (87%) say screen time is a priority overall, higher than the 82% with lower incomes who say so. But the shares who

### Screen time is a daily priority for most parents, but fewer say it’s the biggest one

*% of U.S. parents of a child age 12 or younger who say that thinking about their day-to-day experiences raising their child, making sure each of the following happens is ...*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.  
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say it's one of their *biggest* priorities are similar across these groups.

Some of the other key priorities parents cite vary by income, though. For example, 84% of parents with lower incomes say ensuring good manners is one of their key priorities, versus 74% of those with middle incomes and a slightly smaller share of those with upper incomes (69%).

**About four-in-ten parents (39%) think they're stricter about their child's screen time than other parents they know.**

By comparison, about a quarter each think they're less strict than other parents (26%) or about as strict (28%).

**Many parents say they're doing their best; some think they can do more.**

About four-in-ten (42%) say they could be doing better at managing their kid's screen time. A larger share – 58% – say they're doing the best they can.

Moms and dads are similarly likely to say they're doing their best (59% vs. 55%).<sup>4</sup> Parents with lower household incomes, though, are more likely than their middle-income peers to say this (63% vs. 54%). (Those with upper incomes do not differ from either group, at 57%.)

In our March focus groups, we heard from parents about competing pressures that can weigh heavily on them. As one parent said:

“I also have three other children in the house, and I work full time. ... To just keep some of my sanity, the first thing I do is turn the TV on. ... Being the wintertime, it's hard for them to go outside. ... I want to work on the screen time for the summertime.”

**About 4 in 10 parents say they could better manage their kid's screen time**

*% of U.S. parents of a child age 12 or younger who say they \_\_\_ at managing their child's screen time*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.  
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<sup>4</sup> Throughout this report, “moms” and “dads” refer to women and men who are parents or guardians of a child age 12 or younger, respectively.

**And parents want tech companies and lawmakers to take more action to protect kids.**

Two-thirds of parents (67%) say tech companies should do more to set rules around what kids can do or see online, according to our May survey. And a 55% majority say that lawmakers should do more.

Parental support for action on kids' online lives crosses partisan lines. There are [only slight differences in views for Republican and Democratic parents](#), including parents who lean toward each party.

## 1. How parents describe their kids' tech use

Screen time has long been a hot topic for parents. [Many think that parenting has gotten harder over the years](#), with technology being a key reason why. Between the rise of AI, the staying power of platforms like YouTube, and the ubiquity of screens, parents face a wide range of choices about kids' tech use.

We asked parents what their child age 12 or younger uses and how they feel about it. We found:

- **Kids' tech use comes in many forms:** Tablets, smartphones and especially TV are common. Sizable shares of parents, even those with the youngest kids, say their child ever uses these.
- **AI is part of the mix for some kids:** About one-in-ten parents with a child age 5 to 12 say their kid uses AI chatbots.
- **YouTube is widely used:** 85% of parents say their child watches YouTube, including 51% who say that's daily use. More parents say their kids under 2 watch YouTube today than in 2020.

We also dive into [reasons behind use](#), [trade-offs of technology](#) and the question of [whether kids are spending too much time on screens](#) below.

## What kinds of tech kids are using

**Tablets, smartphones and especially TV stand out in kids' tech diets:**

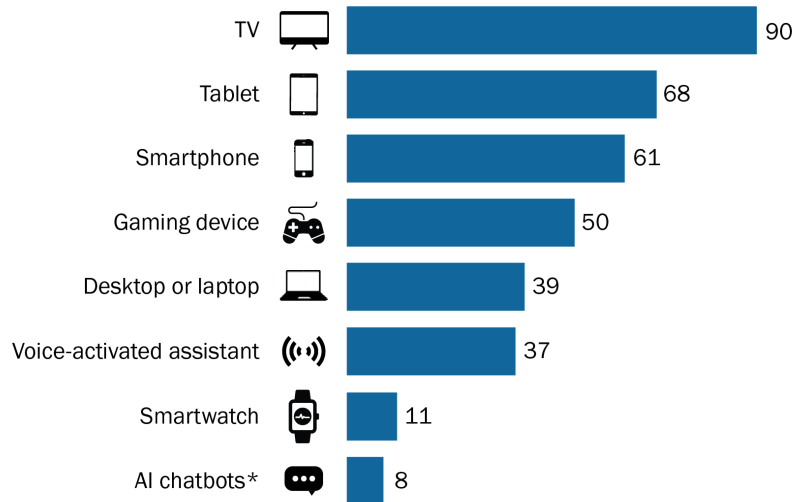
- Nearly all parents (90%) say their child ever watches television.
- Majorities say their child uses or interacts with a tablet or smartphone.
- Half say the same about gaming devices.
- About four-in-ten each say this about desktops or laptops as well as voice assistants, like Siri or Alexa.

Fewer – 11% of parents – say their child uses a smartwatch.

And among parents with a child age 5 to 12, about one-in-ten say their child uses AI chatbots like ChatGPT or Gemini.

### Majorities of parents say their kids use tablets and smartphones; watching TV is especially common

*% of U.S. parents of a child age 12 or younger who say that as far as they know, their child ever uses or interacts with the following*



\* Based on parents of a child age 5 to 12.

Note: All items except AI chatbots asked if the child “ever uses or interacts with the following, even if just to watch videos or listen to music.” The AI chatbots item asked if the child “ever uses” these. Refer to the questionnaire for full question wording. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown. For the AI chatbots item, respondents could also say they were not sure or that they did not know what AI chatbots were, and these responses are also not shown.

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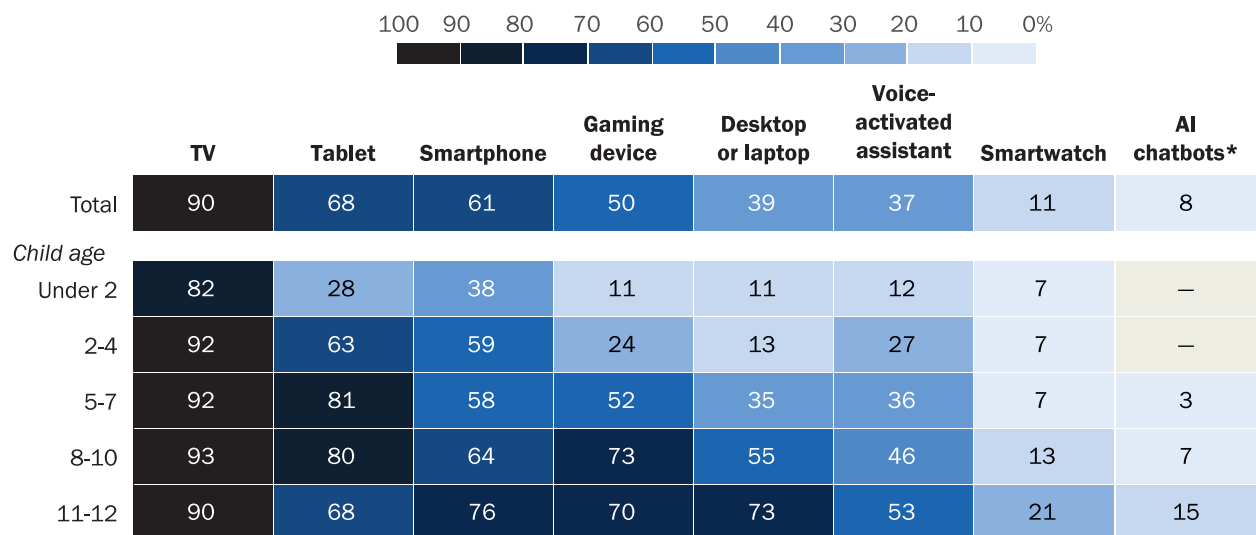


### By child age

Parents of older kids are generally more likely to say their child uses devices like smartphones, tablets, gaming devices and desktop or laptop computers. Still, some parents of the youngest kids say their children use these too.

## Roughly 6 in 10 parents overall say their child uses or interacts with a smartphone, and about 4 in 10 say this about their child under 2

% of U.S. parents of a child age 12 or younger who say that as far as they know, their child ever uses or interacts with the following



\* Based on parents of a child age 5 to 12.

Note: All items except AI chatbots asked if the child “ever uses or interacts with the following, even if just to watch videos or listen to music.” The AI chatbots item asked if the child “ever uses” these. Refer to the questionnaire for full question wording. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Not all differences shown are statistically significant. Those who did not give an answer are not shown. For the AI chatbots item, respondents could also say they were not sure or that they did not know what AI chatbots were, and these responses are also not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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While the vast majority of parents say their child watches TV regardless of age, there’s more variation for some devices, like tablets:

- About three-in-ten parents say their child under 2 uses a tablet.
- This share rises to a majority who say so about their 2- to 4-year-old.
- Larger shares – about eight-in-ten each – say the same about kids ages 5 to 7 and 8 to 10.
- And a slightly smaller share, but still roughly two-thirds, say so about their 11- to 12-year-old.

For smartphones and computers, parents of the oldest kids stand out: About three-quarters say their 11- to 12-year-old uses these devices. Gaming device use also largely rises with child age; about seven-in-ten parents of kids ages 8 to 12 report this.

And while 3% of parents say their 5- to 7-year-old uses AI chatbots, this ticks up to 7% of those with an 8- to 10-year-old and rises further to 15% of parents of an 11- or 12-year-old.

### *Changes over time*

[In our 2020 survey](#), we surveyed parents with a child age 11 or younger on these topics. Then, TV, smartphones and tablets also stood out from other devices that parents said their kids used overall. One place we see change? TV watching for the youngest kids.

Among *all* parents, this has changed little. About nine-in-ten parents of a child 11 or younger said their child watched TV in 2020, roughly on par with what parents of kids 12 and younger say now.<sup>5</sup> **But the share of parents who say their child under 2 ever watches TV has risen from 63% to 82%.**

We also see a slight dip in desktop or laptop use from 2020, reflecting changes for parents of kids ages 2 to 10, and an uptick in use of gaming devices overall.

Go to the [appendix](#) for a full breakdown of device use by age over time.

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<sup>5</sup> Parents of a child age 11 or younger were asked these questions in 2020, while parents of a child age 12 or younger were asked these questions in 2025. Comparisons presented here are largely unchanged when only looking at the subset of parents answering about a child age 11 or younger in 2025.

## Do kids have their own smartphones?

About a quarter of parents with a child age 12 or younger say that their child has *their own* smartphone (23%).

### By child age

Parents of older children are far more likely to say their child has their own smartphone.

About one-in-ten parents (8%) say this about their child under 5, and that ticks up to 12% who say their 5- to 7-year-old has their own smartphone.

A larger share – about three-in-ten – say this about their child age 8 to 10. And that roughly doubles to about six-in-ten who say their child age 11 or 12 has their own smartphone.

### By parent race and ethnicity

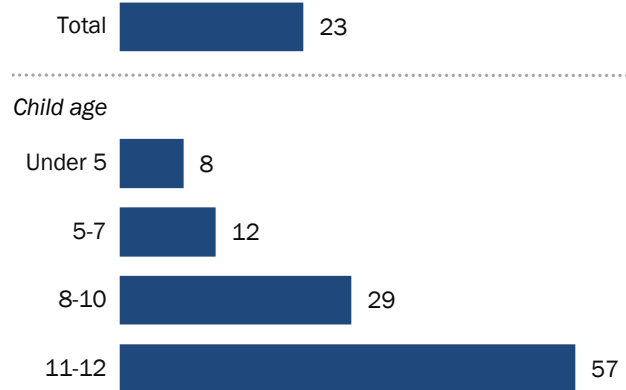
Black (33%) and Hispanic (30%) parents are more likely than White (20%) and Asian parents (19%) to say their kid has their own smartphone.<sup>6</sup>

### By household income

Parents with lower incomes are most likely to say their child has their own smartphone, at 31%. Smaller shares of those with middle (20%) and upper (16%) incomes say the same.<sup>7</sup>

## About 1 in 4 parents say their kid has their own smartphone, and more than half with an 11- or 12-year-old say so

% of U.S. parents of a child age 12 or younger who say their child has **their own** smartphone



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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<sup>6</sup> Estimates for Asian parents are representative of English speakers only.

<sup>7</sup> Family income tiers are based on adjusted 2023 earnings. Refer to the [methodology](#) for more information.

## When should kids have their own smartphones?

Asked about kids in general, most parents (68%) say children should be at least 12 before having a smartphone of their own.

A smaller share (26%) considers it suitable for kids under 12, while 6% say it's not acceptable for a child to have their own smartphone.

### *By parent race and ethnicity*

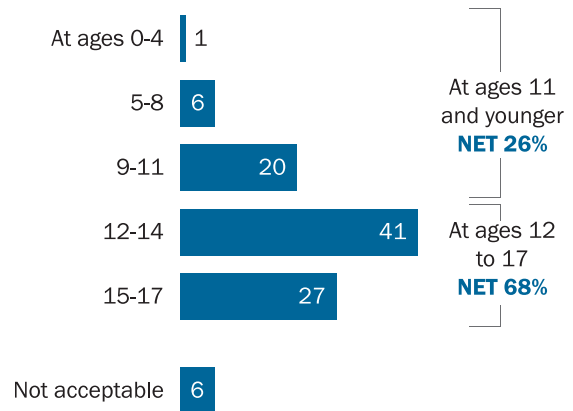
Black parents are most likely to say it's acceptable before age 12 (44%), followed by Hispanic parents (28%) and then White (22%) and Asian parents (17%).

### *By household income*

Parents in lower-income households are most likely to say owning a smartphone is generally acceptable before age 12 (36%). About one-in-five with middle (21%) or upper incomes (18%) say the same.

## Most parents think kids should be at least 12 before having their own smartphone

% of U.S. parents of a child age 12 or younger who say that, in general, they think it is acceptable for a child to have their own smartphone at the following ages



Note: "At ages 0-4" includes those who said "0-2 years old" and "3-4 years old." "Not acceptable" refers to those who said it was not acceptable for a child to have their own smartphone. Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## Online platforms kids use

### YouTube

YouTube is a common source of kids' screen time. Most parents (85%) say their child 12 or younger watches videos on it. And that includes about half who say this happens daily.

#### *By child age*

A 62% majority say their child under 2 watches YouTube. This rises to 84% of those with a child age 2 to 4, and to about nine-in-ten of those answering about an older child.

These figures include 35% of parents with a kid under 2 who say that child watches daily. Larger shares say their kid age 2 to 4 (51%) or age 5 to 12 (54%) watches daily.

#### *By household income*

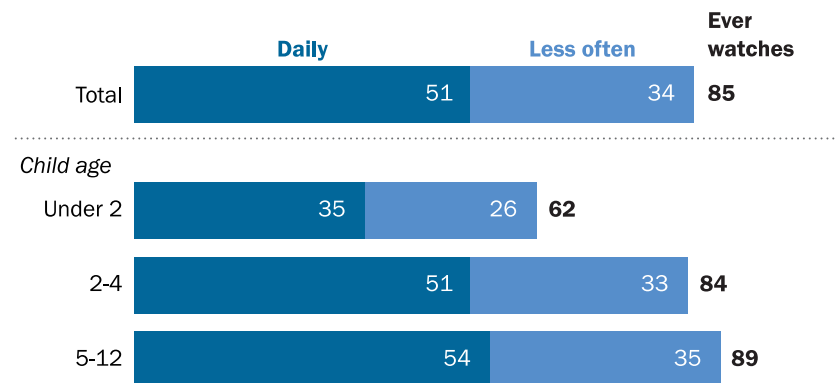
Those with lower incomes (55%) and middle incomes (51%) are more likely than those with upper incomes (40%) to say their child watches YouTube daily.

#### *Changes over time*

Parents are more likely now than in the past to say their child watches YouTube – and watches it daily.

### A majority of parents say their children, including those under 2, watch videos on YouTube

% of U.S. parents of a child age 12 or younger who say that as far as they know, their child watches videos on YouTube ...



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. "Daily" includes several times or about once a day. "Less often" includes a few times a week, every few weeks or less. Figures may not add up to subtotals due to rounding and because those who did not give an answer to the frequency question are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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Overall use ticked up from 80% in 2020, among parents with a child 11 or younger, to 85% of parents with a child 12 or younger today. And daily watching rose from 43% to 51%.<sup>8</sup>

This largely reflects changes in young kids' watching habits. In 2020, 45% said their child under 2 ever watched YouTube. Today, that is 62%.

And 35% say their child under 2 watches daily, up from 24%. Daily watching is also up according to parents of children ages 2 to 4 – from 38% to 51% – but stable for other groups.

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<sup>8</sup> In 2020, daily use included "Several times a day" and "Once a day." The 2025 response options were slightly different, and thus, daily use includes "Several times a day" and "About once a day."

## Are parents watching YouTube with their kids?

Watching YouTube can be a family affair. In fact, the vast majority of parents say they watch it with their kids who are 12 and under.

About three-quarters of all parents (74%) say they ever watch YouTube together with their child.

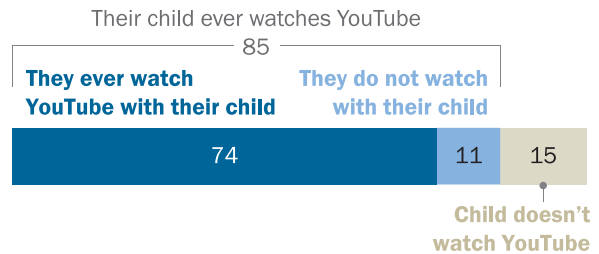
### By child age

This is a common practice regardless of how old kids are. Looking just at those parents whose kids watch YouTube at all:

- Among parents whose child under 2 watches YouTube, nearly all (95%) say they ever watch it with them.
- Among parents whose 2- to 4-year-old watches, about nine-in-ten parents (93%) say they watch with their child.
- And even among those whose 5- to 12-year-old watches, most parents (84%) say the same.

## Most parents watch YouTube alongside their child

% of U.S. parents of a child age 12 or younger who say the following



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Refer to the questionnaire for full question wording. Figures may not add up to the subtotals due to rounding. Those who did not give an answer are not shown. Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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## Social media

### Some 15% of parents say their child uses TikTok.

Fewer say their child uses Snapchat (8%), Instagram (5%) or Facebook (5%).

#### By child age

Parents of the oldest children more commonly say their kids use these platforms.

For example, 37% of parents say their 11- to 12-year-old uses TikTok. That share falls to 16% among parents of a child age 8 to 10, and even further to one-in-ten or fewer among those with a child under 8.

#### By parent race and ethnicity

**Black and Hispanic parents are more likely than White parents to say their child uses some of these platforms.**

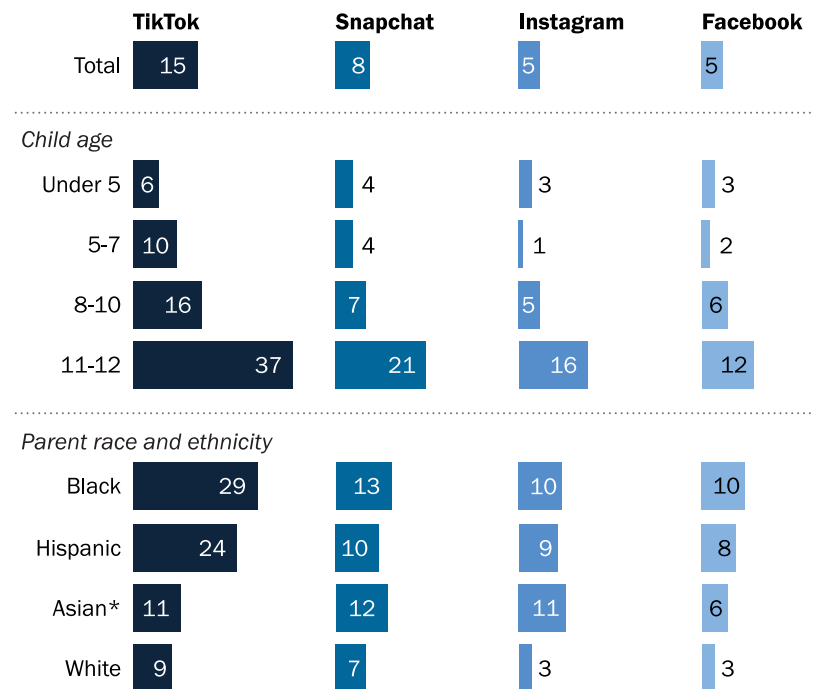
For example, 29% of Black parents and 24% of Hispanic parents say their child uses TikTok, while about one-in-ten Asian (11%) or White parents (9%) say the same.

Asian parents sometimes stand out from White parents as well. Looking at Instagram, about one-in-ten Asian, Black or Hispanic parents say their child uses the platform, while 3% of White parents say so.

These patterns are similar to those we've seen in our [work on teens and social media](#).

### 15% of parents say their child uses TikTok, and this rises with child age

% of U.S. parents of a child age 12 or younger who say that as far as they know, their child ever uses ...



\* Estimates for Asian parents are representative of English speakers only.

Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. White and Black parents include those who report being only one race and are not Hispanic. Hispanic parents are of any race. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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*Changes over time*

Overall, these findings are [largely on par with five years ago](#): Parents with a child 12 or younger are about as likely to say their child uses these platforms as parents of kids 11 and younger were in 2020. Still, parents' reports for some older age groups have seen slight declines since then.

Go to the [appendix](#) for a full breakdown.

## Why parents do – and don’t – let kids use smartphones

### Parents’ reasons for letting kids use smartphones

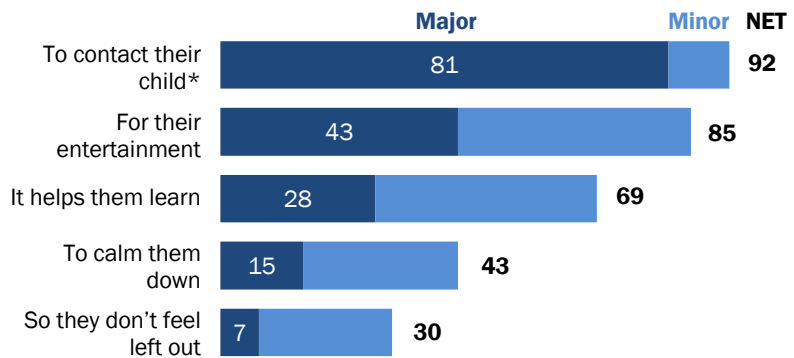
**For parents whose child has their own smartphone, a common reason they allow one is to stay in contact.** This includes 81% who say this is a major reason they let them use one.

And most parents whose kids use a smartphone at all cite their child’s entertainment as a reason. But a majority of parents also say they allow it because it helps their child learn.

Fewer let their child use smartphones because it calms them down or to prevent them from feeling left out.

### Parents who give their child a smartphone commonly do so to contact them

*Among U.S. parents of a child age 12 or younger who ever uses or interacts with a smartphone, % who say the following is a \_\_\_ reason why they let them use one*



\* Based on parents who say their child has their own smartphone.

Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Refer to the questionnaire for full question wording. Figures may not add up to the NET values due to rounding. Those who did not give an answer or said “Not a reason” are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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### By child age

Some reasons vary further by age. For example, 65% of those whose child under 5 uses a smartphone say it’s to calm them down, compared with 34% of parents whose child age 5 to 12 uses one.

### By household income

Still among parents with a smartphone-using kid, 74% of those with lower household incomes say they let their child use a smartphone for learning, versus about two-thirds with middle incomes (65%) and 63% with upper incomes.

Those with lower incomes are also more likely to let their child use a smartphone so they don’t feel left out. About four-in-ten (37%) say so, versus about a quarter with middle (27%) or upper incomes (23%).

And 51% with lower incomes say they allow smartphones to calm their kid down, versus smaller shares of their middle- (39%) or upper-income peers (35%).

### Parents' reasons against letting kids use smartphones

We also asked parents who do not let their child use a smartphone about five reasons why not.

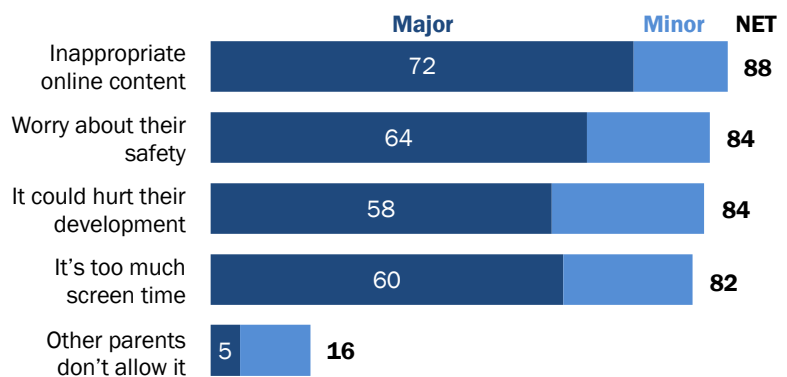
Among these parents, **about nine-in-ten say they don't let their child use a smartphone because their child might see inappropriate things online.** This includes 72% who say this is a *major* reason not to let their child use it, higher than other reasons we asked.

Still, vast majorities of these parents also cite that they are worried about their child's safety, that it could hurt their development, and that it's too much screen time.

Far fewer – 16% – point to other parents not allowing it as a reason.

### Inappropriate content is a major reason parents don't let kids use a smartphone

*Among parents of a child age 12 or younger who does not use or interact with a smartphone, % who say the following is a \_\_\_ reason why they do not let them use one*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Refer to the questionnaire for full question wording. Figures may not add up to the NET values due to rounding. Those who did not give an answer or said "Not a reason" are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## Weighing the harms and benefits of technology

### Eight-in-ten parents say the harms of their child using social media outweigh the benefits.

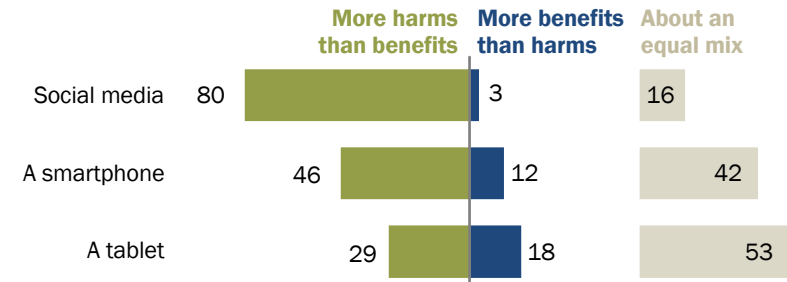
Only 3% of parents say the benefits outweigh the harms, while 16% feel there is an equal mix.

They still are more likely to say smartphones' harms outweigh benefits than the reverse (46% vs. 12%). But 42% say harms and benefits even out.

When it comes to tablets, parents are most likely to say that there's an equal mix of harms and benefits for their child (53%). Still, more say the harms outweigh benefits (29%) than the reverse (18%).

### Parents see social media as particularly harmful for their children, more so than smartphones or tablets

% of U.S. parents of a child age 12 or younger who say they think there are \_\_\_ to their child using the following



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.  
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These trade-offs can be tricky for parents, as we heard in the separate focus groups we conducted in March.

As one parent explained when asked about social media, "You see the psychological effects it can have on kids. ... That part is worrying, you know? But ... I feel like it'd be hypocritical of me having social media but then my kids can't. ... You just never know what type of influence [social media] will have on them. ... You just hope they're strong enough."

Another saw educational benefits to phones: "[My daughter] learned to read through one of her apps that I let her download because she has ADHD, and her learning is just different." Still, that same parent said one worry is "when they're so zoned in."

And even educational uses have trade-offs, as another participant described: "I have a 3-year-old, and we don't let her use a phone or tablet or anything. ... I recently let her use my laptop and got ... a week's subscription to an educational platform. It got me thinking there probably are opportunities to use technology as an educational tool ... but I'm so scared about the consequences ... that I'm probably hesitant to use it at all."

## Are kids spending too much time on screens?

Some parents' concerns around screen time are not "*if*" but "*how much?*"

In the survey, we asked parents about four ways their kids might use screens. For most of them, parents were slightly more likely to say their child spent "too much time" on them compared with "too little time." For example, 16% of parents say their child spends *too much* time on a smartphone. Fewer (7%) say their child spends *too little* time. **But larger shares say it's about the right amount of time (37%)** or that their child does not use a smartphone (39%).

Parents' views on their child's time using tablets or playing video games follow a similar pattern to smartphones. One-in-five say their child's tablet time is too much, and 14% say the same of video games. Larger shares say it's about the right amount.

However, for social media, fairly similar shares of parents say the time their child spends on these sites is too much (5%) or too little (7%). Still, 17% say it's about right, and many say their child doesn't use social media.

### By child age

Parents with an 11- or 12-year-old are most likely to say that their child spends too much time on a smartphone or using social media.

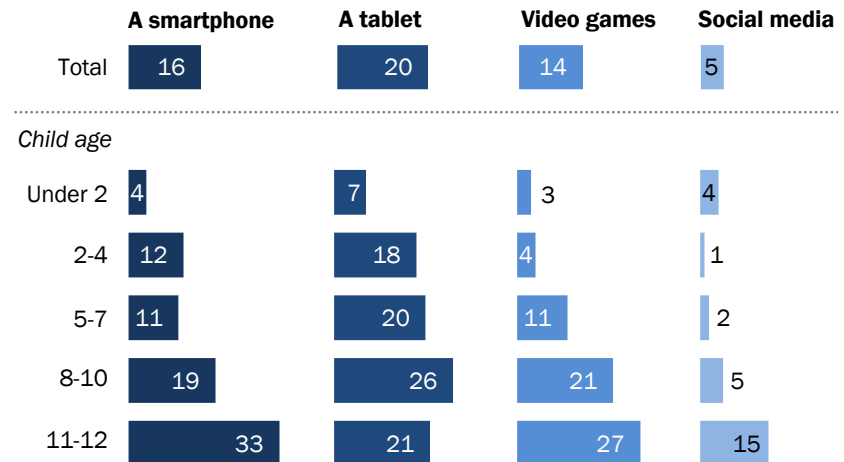
A third of parents say their 11- to 12-year-old spends too much time on a smartphone, versus smaller shares of parents of younger children.

Parents of an older child are also more likely to say their kid spends too much time on video games and tablets. Those with 11- to 12-year-olds don't specifically stand out, though.

Still, 22% say their 5- to 12-year-old spends too much time on a tablet, versus 14% of parents with a child under 5 who say this. There's a similar pattern for video games (19% vs. 4%).

### 1 in 3 parents with 11- and 12-year-olds think their child spends too much time on a smartphone

% of U.S. parents of a child age 12 or younger who say their child spends **too much** time on ...



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown, nor are those who said their child spent "too little time," "about the right amount of time" or that their child did not use these.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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### Parents' feelings about the amount of screen time kids have

"How much is too much" can prompt complicated feelings for parents today, and in the focus groups we conducted, we heard a few of these considerations.

Asked how they felt about the amount of screen time their kids have, one parent said, "I think an hour is good, or a couple hours throughout the week. ... So she'll come home ... maybe [around] 5 to 6 o'clock. She'll have that liberty to have whatever electronics, watch TV. But ... her phone or tablet, they turn that in at 7."

Another didn't feel like they had much control, explaining, "I feel like my kids should not be on the internet or anything unless they absolutely have to. But nowadays, I have no choice ... she's in middle school now, and every assignment is online, right?"

And for another, any amount of screen time prompted complicated feelings: “I feel guilty because even if it’s 20, 15 minutes that he’s on his tablet, that’s time we could spend together.”

## 2. How parents approach their kids' screen time

In an era of hyperconnectivity, screen time has become a defining feature – and struggle – of family life. Parents have to consider not only their own habits but the digital boundaries they set for their children. This chapter explores how screen time fits into the broader landscape of parenting kids ages 12 and younger.

Among the key findings from this chapter:

- **Parents are juggling a lot:** Managing screen time is a priority for most, but fewer say it's the biggest priority.
- **Some parents think they could handle screen time better:** 42% of parents think they could do a better job managing their child's screen time. While a quarter say so about a child under 2, that rises to 47% of those with an 8- to 12-year-old.
- **Most parents have rules around screens:** 86% of parents say so, but fewer say they stick to their rules all the time (19%).



## Screen time management

From bedtime routines to screen time limits, parents juggle it all. Public health officials have raised alarms about the mounting pressures parents face. The U.S. Surgeon General’s 2024 advisory [called attention to these stressors and their impact](#).

To better understand where screen time ranks among parents’ other duties, we asked parents about five priorities when it comes to raising their child.

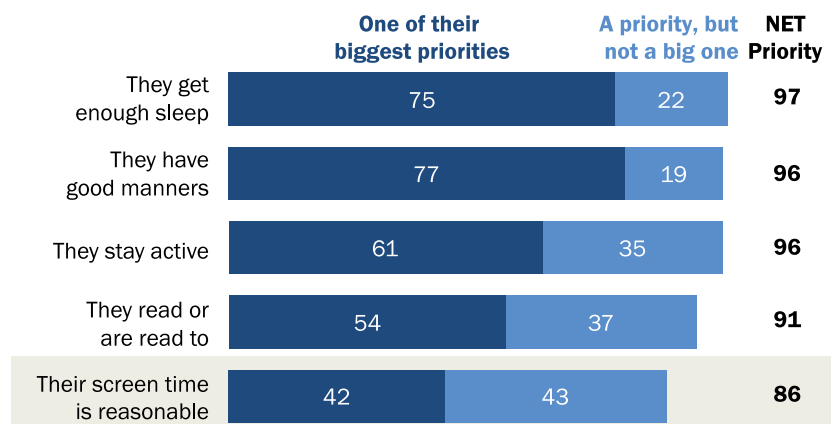
**The vast majority of parents (86%) say making sure their child’s screen time is reasonable is a day-to-day priority.** This includes 42% who say it’s one of their *biggest* priorities.

But greater shares of parents point to other priorities. For example:

- 77% say making sure their child has good manners is one of their biggest priorities.
- 75% say the same about their child getting enough sleep.
- 61% say a main objective is keeping their child active.
- 54% say this about them reading or being read to.

### Screen time is a daily priority for most parents, but fewer say it’s the biggest one

*% of U.S. parents of a child age 12 or younger who say that thinking about their day-to-day experiences raising their child, making sure each of the following happens is ...*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## Managing kids' screen time

How do parents think they're doing when it comes to managing their child's screen time?

A majority of parents say they are doing the best they can. However, roughly four-in-ten think they could be doing better.

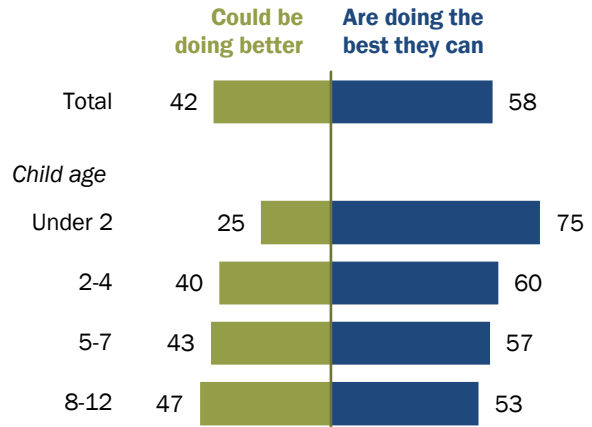
### By child age

**Parents are more likely to see ways they could improve if they have a child 2 and up, versus under 2.** While a quarter say they could be doing better for their child under 2, this rises to four-in-ten of those with a child age 2 to 4 and is similar – 43% – for parents with a child age 5 to 7.

Roughly half (47%) say they could be doing better at managing their 8- to 12-year-old's screen time.

## About half of parents with an 8- to 12-year-old say they could better manage their child's screen time

% of U.S. parents of a child age 12 or younger who say they \_\_\_ at managing their child's screen time



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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## Parents feeling judged on kids' screen time

Parenting in the digital age comes with its own set of critics, and some feel the weight of judgment when it comes to decisions about their kid's use of screens.

**A third of parents feel at least some judgment from others for how they manage their child's screen time.** This includes 13% who say they feel a great deal or fair amount.

Still, most parents say they experience not too much or no judgment around this.

In the focus groups we conducted in March, we also asked parents whether they ever felt judged in this respect.

One parent explained, "I don't feel judged in any decision that I make as a parent because, at the end of the day, my husband and I are going to always make the best decision for our household."

On the other hand, another said that "there's definitely pressure and judgment from other parents, which I know usually just comes from a place of insecurity about our own stuff. ... With my sister, we have very different rules in our houses, and it brings up uncomfortable conversations sometimes."

### *By parent race and ethnicity*

While our May survey shows most parents report feeling little to no judgment from others, there are some racial and ethnic differences in the survey findings.

Asian and Hispanic parents are more likely than Black and White parents to say they feel at least some judgment for how they manage screen time. While 48% of Asian parents and 41% of Hispanic parents say this, smaller shares of those who are Black (30%) or White (29%) do.<sup>9</sup>

## A third of parents feel at least some judgment from others over screen time, though far more feel little to none

% of U.S. parents of a child age 12 or younger who say they feel judged \_\_\_ by others for how they manage their child's screen time



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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<sup>9</sup> Estimates for Asian parents are representative of English speakers only.

### By household income

Experiences also vary by income. Parents living in households with lower annual incomes are more likely to say they feel at least some judgment (40%) than those in middle- or upper-income households (30% each).<sup>10</sup>

### By parent gender

Moms and dads cite different rates of judgement.<sup>11</sup> A larger share of moms than dads say they feel at least some judgement for how they handle their child's screen time (38% vs. 27%).

## Rules around screen time

**The vast majority of parents (86%) have rules around when, where or how their child can use screens, according to our survey.**

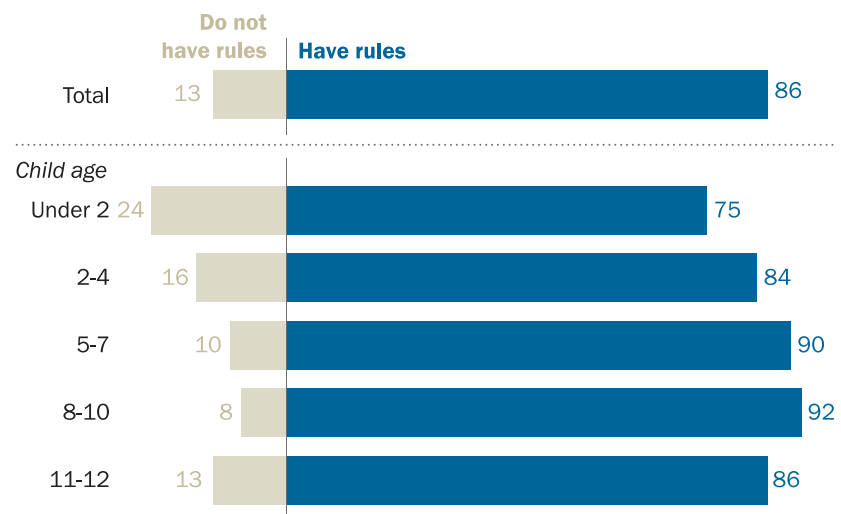
About one-in-ten say they have no rules around screen use.

### By child age

Although majorities of parents have rules around screens, some differences exist by child age. Roughly nine-in-ten parents of a child age 5 to 7 or 8 to 10 say they have rules in place around screens. This drops slightly for those with kids 2 to 4 or 11 to 12. Parents are least likely to say they have rules for kids under 2, but still, 75% of parents with a child this age say so.

## Most parents have rules around screen use, especially for kids ages 5 to 10

% of U.S. parents of a child age 12 or younger who say they \_\_\_ around when, where or how their child can use screens



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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<sup>10</sup> Family income tiers are based on adjusted 2023 earnings. Refer to the [methodology](#) for more information.

<sup>11</sup> Throughout this report, "moms" and "dads" refer to women and men who are parents or guardians of a child age 12 or younger, respectively.

## Sticking to their rules

In practice, fewer parents are able to stick to their rules around screens all the time. In fact, roughly one-in-five parents say this. **The largest share – 55% – say they stick to their screen rules most of the time.**

Another 11% say they sometimes do, and 2% rarely or never stick to these rules.

In the focus groups we conducted, one parent described how hard it is to stick to some of the rules they set, saying, “We cut off all screens an hour before bedtime. ... No screens on schooldays. Nothing immediately in the morning ... We try to do nothing at the table, but we fail on that quite frequently, to be honest, like during mealtimes.”

Others noted how rules can be a struggle in general, with one parent saying, “I just feel like, when you restrict a kid from something, they want it more.”

## Roughly 1 in 5 parents say they stick to their screen rules all the time

*% of U.S. parents of a child age 12 or younger who say that in practice, they stick to the rules they set for their child around screens ...*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. The 13% who say they do not have rules are not shown, nor are those who did not give an answer.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## How do parents think their parenting compares with others?

In our survey, parents lean toward seeing themselves as stricter on screen time than others.

- 39% say they are *more strict* about screen time than other parents they know.
- 26% say they are less strict.
- 28% think they're about as strict.

### Roughly 4 in 10 parents think they're stricter about screen time than others

*% of U.S. parents of a child age 12 or younger who say they are \_\_\_ about their child's screen time than other parents they know*



Note: Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.  
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## What parents think about their own screen time

The struggle with screen time isn't just limited to kids; families are navigating this issue together. Experts are sounding the alarm about [how parents' own tech use may impact kids](#). But parents pulled in many directions can't always avoid their own devices.

In our survey, about two-thirds of parents say they spend too much time on their smartphone (65%). And roughly half say this about their time on social media (47%).

Much smaller shares say that they spend too *little* time on their smartphone (5%) or social media (8%).

Still, some parents feel comfortable about their time spent on these. Roughly a third say they spend about the right amount of time on social media (36%). About three-in-ten say the same about their smartphone (28%).

The struggles of navigating screen time as a family were also a topic of discussion in our focus groups. Some parents talked about trying to set an example and how their own habits shaped their household.

As one focus group participant explained, "I also have been pretty bad at monitoring myself because I always have my cellphone in hand. Even when I'm sitting with my kids, watching over their homework ... so lately, I have turned my phone in airplane mode, to make sure I don't hear any sounds, notifications coming out."

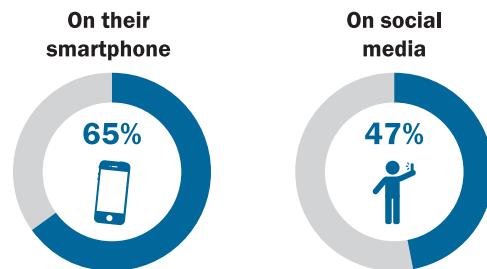
Another said, "When it's time for dinner, I try to put my phone away. And it's a bad habit that my daughter and my son, they like to have their devices out. But I try to tell them when we're eating, we need to just eat, and we need to put the devices away."

### *By parent age*

Younger parents stand out in saying their screen time is too much in our survey.

### Roughly half or more parents say they spend too much time on a smartphone and social media

% of U.S. parents of a child age 12 or younger who say that they, themselves, spend **too much** time ...



Note: The shares who say they do not own a smartphone or use social media, respectively, are not shown, nor are those who did not give an answer or gave other responses.

Source: Survey of U.S. parents conducted May 13-26, 2025. "How Parents Manage Screen Time for Kids"

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This is true for smartphones (66% of parents ages 18 to 49 vs. 46% of older parents) and for social media (48% vs. 27%).

*By parent race and ethnicity*

**Smartphones:** 72% of White parents say they spend too much time on their smartphones. Smaller shares of Asian (61%), Black (59%) and Hispanic parents (54%) say the same.

**Social media:** White (50%) and Black parents (49%) are more likely than Hispanic (40%) and Asian parents (39%) to say this.

*By household income*

**Smartphones:** About seven-in-ten parents living in upper- (71%) or middle-income (69%) households say they spend too much time on their smartphone. This drops to 58% among parents with lower incomes.

There are no meaningful differences by household income for those who say they spend too much time on social media.

## What parents want from tech companies and lawmakers

As kids spend more time online, technology companies have faced pressure from lawmakers and advocates to do more to keep children safe. And lawmakers themselves are facing criticism for not doing enough to protect kids.



Our survey finds that a **majority of parents say tech companies and lawmakers should do more to set rules for what kids can do or see online.**

Asked about lawmakers, 55% of parents say they should be doing more. And a larger share (67%) say so about technology companies.

In both cases, far fewer say tech companies or lawmakers should be doing less than they are now – or that they should stay the course.

A desire for increased rules and regulations around minors

online is not new. A 2023 Center survey showed [most U.S. adults were supportive](#) of policies such as parental consent, age verification requirements and time limits for minors on social media.

*By political party*

**A large majority of parents in both parties say tech companies should be doing *more* for kids online:**

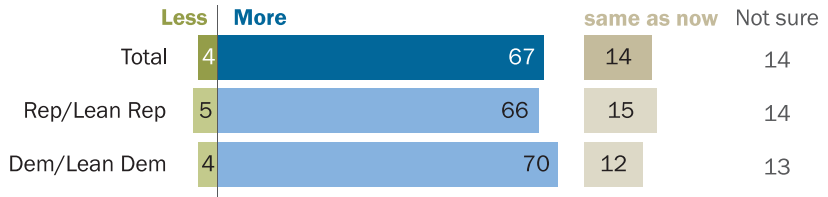
- 70% of Democratic and Democratic-leaning parents
- 66% of Republican and Republican-leaning parents

**Slightly fewer in each party think lawmakers should be doing more.** Roughly six-in-ten Democratic parents say this, versus 53% of Republican parents.

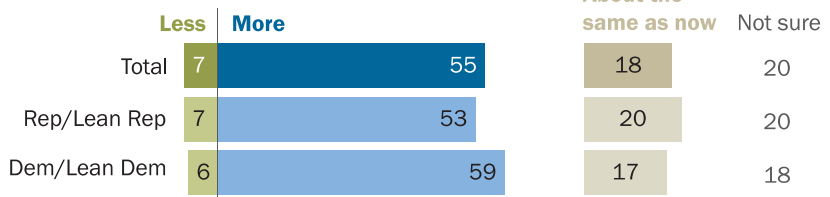
## Majorities of parents want more rules around what kids do or see online – especially by tech companies

*% of U.S. parents of a child age 12 or younger who say that when it comes to setting rules for what kids can do or see online ...*

### Technology companies should be doing ...



### Lawmakers should be doing ...



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

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## Appendix: Detailed tables

### What technology parents say their kids use, now vs. 2020

% of U.S. parents of a child in the following age groups who say that, as far as they know, their child ever uses or interacts with (a) ...

	TV		Tablet		Smartphone		Gaming device		Desktop or laptop		Voice-activated assistant		Smartwatch		AI chatbots	
	2020	2025	2020	2025	2020	2025	2020	2025	2020	2025	2020	2025	2020	2025	2020	2025
Total*	<b>88</b>	<b>90</b>	67	68	60	61	<b>44</b>	<b>50</b>	<b>44</b>	<b>39</b>	36	37	-	11	-	8
<i>Child age</i>																
Under 2	<b>63</b>	<b>82</b>	22	28	38	38	8	11	9	11	11	12	-	7	-	-
2-4	90	92	61	63	63	59	21	24	<b>19</b>	<b>13</b>	26	27	-	7	-	-
5-7	94	92	81	81	58	58	56	52	<b>51</b>	<b>35</b>	<b>46</b>	<b>36</b>	-	7	-	3
8-10	92	93	83	80	63	64	66	73	<b>68</b>	<b>55</b>	47	46	-	13	-	7
11 (2020)	89		72		72		66		75		<b>43</b>		-		-	
11-12 (2025)		90		68		76		70		73		<b>53</b>		21		15

\* In 2020, parents of a child age 11 or younger were asked about TV, tablets, smartphones, gaming consoles, desktops or laptops and voice-activated assistants. In 2025, parents of a child age 12 or younger were asked about these and smartwatches. AI chatbots is based on parents of a child age 5 to 12.

Note: All items except AI chatbots asked if the child “ever uses or interacts with the following, even if just to watch videos or listen to music.” The AI chatbots item asked if the child “ever uses” these. Refer to the questionnaire for full question wording. Within rows, pairs in **bold** indicate statistically significant differences between years. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown. For the AI chatbots item, respondents could also say they were not sure or that they did not know what AI chatbots were, and these responses are also not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

“How Parents Manage Screen Time for Kids”

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## What online platforms parents say their kids use, now vs. 2020: TikTok, Snapchat, Instagram and Facebook

% of U.S. parents of a child in the following age groups who say that as far as they know, their child ever uses ...

	TikTok		Snapchat		Instagram		Facebook	
	2020	2025	2020	2025	2020	2025	2020	2025
Total*	13	15	10	8	5	5	3	5
<i>Child age</i>								
Under 2	4	7	2	4	2	4	<b>1</b>	<b>3</b>
2-4	<b>3</b>	<b>6</b>	4	4	1	2	2	3
5-7	8	10	5	4	1	1	2	2
8-10	<b>22</b>	<b>16</b>	<b>13</b>	<b>7</b>	6	5	5	6
11 (2020)	36		28		18		9	
11-12 (2025)		37		21		16		12

\* In 2020, parents of a child age 11 or younger were asked these questions. In 2025, parents of a child age 12 or younger were asked them.

Note: Within rows, pairs in **bold** indicate statistically significant differences between years. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.

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## Shares of parents who say their kids watch YouTube, now vs. 2020

*% of U.S. parents of a child in the following age groups who say that, as far as they know, their child ever watches videos on YouTube*

	2020	2025
Total*	<b>80</b>	<b>85</b>
<i>Child age</i>		
Under 2	<b>45</b>	<b>62</b>
2-4	78	84
5-7	87	85
8-10	91	91
11 (2020)	90	
11-12 (2025)		93

\* In 2020, parents of a child age 11 or younger were asked this question. In 2025, parents of a child age 12 or younger were asked this.

Note: Within rows, pairs in **bold** indicate statistically significant differences between years. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.  
“How Parents Manage Screen Time for Kids”

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## Shares of parents who say their kids watch YouTube daily, now vs. 2020

*% of U.S. parents of a child in the following age groups who say their child watches videos on YouTube **daily***

	2020	2025
Total*	<b>43</b>	<b>51</b>
<i>Child age</i>		
Under 2	<b>24</b>	<b>35</b>
2-4	<b>38</b>	<b>51</b>
5-7	45	48
8-10	51	55
11 (2020)	54	
11-12 (2025)		60

\* In 2020, parents of a child age 11 or younger were asked this question. In 2025, parents of a child age 12 or younger were asked this.

Note: For 2020, "Daily" includes "Several times a day" or "Once a day." For 2025, it includes "Several times a day" or "About once a day." Within rows, pairs in **bold** indicate statistically significant differences between years. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Those who did not give an answer or gave other responses are not shown.

Source: Survey of U.S. parents conducted May 13-26, 2025.  
"How Parents Manage Screen Time for Kids"

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## Acknowledgments

This report is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at [pewresearch.org/internet](https://www.pewresearch.org/internet).

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In addition, the project benefited greatly from the guidance of Pew Research Center's methodology team: Andrew Mercer, Courtney Kennedy, Scott Keeter, Ashley Amaya, Dorene Asare-Marfo, Anna Brown, Arnold Lau and Dana Popky. This project also benefited from feedback from Center staff members Katerina Eva Matsa, Jonathan Evans, Luona Lin, Rachel Minkin and David Kent.

The Center gained invaluable advice from the guidance of four advisers: Jason Linden, National Board Certified Teacher; Mary Madden, Adjunct Faculty, Communication, Culture & Technology (CCT) program, Georgetown University; Desmond Upton Patton, Ph.D., M.S.W., Penn Integrates Knowledge (PIK) University Professor, University of Pennsylvania; and Jenny Radesky, M.D., Associate Professor of Pediatrics, University of Michigan Medical School. The feedback shared for

this project is solely that of the individuals and does not express the views, policies or positions of their respective employers.

# Methodology

## The American Trends Panel survey methodology

### Overview

Data in this report comes from Wave 171 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from May 13 to 26, 2025, among a sample of adults who are parents or guardians of any child age 12 or under. A total of 3,054 eligible parents responded out of 6,287 who were sampled, for a survey-level response rate of 60% (AAPOR RR3).<sup>12</sup> This includes 1,697 respondents from the ATP and an additional 1,357 from the SSRS Opinion Panel (OP).

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 2%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 3,054 respondents is plus or minus 2.2 percentage points.

SSRS conducted the survey for Pew Research Center via online (n=2,935) and live telephone (n=119) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel](#).”<sup>13</sup>

### Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service’s Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.<sup>14</sup> Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.<sup>15</sup> Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”)

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<sup>12</sup> The response rate is calculated as the number of eligible completes over the sum of eligible completes, breakoffs and nonrespondents, where it is estimated that 81% of nonrespondents would have been eligible if they responded.

<sup>13</sup> Learn more about the [SSRS Opinion Panel](#).

<sup>14</sup> AAPOR Task Force on Address-based Sampling. 2016. “[AAPOR Report: Address-based Sampling](#).”

<sup>15</sup> Email [pewsurveys@pewresearch.org](mailto:pewsurveys@pewresearch.org).



to improve the accuracy of data for underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

### **Sample design**

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States who are the parent or guardian of any child 12 or under. All active ATP members who had previously indicated they were the parent or guardian of any child 12 or under were invited to participate in this wave.

The ATP was supplemented with a sample from SSRS's Opinion Panel. For the OP sample, SSRS took a probability proportional to size (PPS) sample of OP panelists with children 0 to 17 years, then screened respondents for selection. Only OP panelists who were parents or guardians of any child 12 or under were screened into the survey.

At the start of the survey, potentially eligible respondents were asked a series of screening questions to confirm their eligibility to complete the survey. For the ATP and OP samples, respondents were considered eligible if they indicated they were the parent or guardian of any child 12 or under.

### **Questionnaire development and testing**

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

### **Incentives**

All respondents were offered a post-paid incentive for their participation. ATP and OP respondents may receive the post-paid incentive in the form of a check or gift code to online merchants such as Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$15 for ATP respondents, and \$5 to \$10 for OP respondents, depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

## Data collection protocol

The data collection field period for this survey was May 13 to 26, 2025. Surveys were conducted via self-administered web survey or by live telephone interviewing.

**For panelists who take surveys online:**<sup>16</sup> Postcard notifications were mailed to a subset of ATP panelists on May 12.<sup>17</sup> Survey invitations were sent out in two separate launches: soft launch and full launch. 427 panelists were included in the soft launch (60 from ATP, 367 from OP), which began with an initial invitation sent on May 13. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on May 14.

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### Invitation and reminder dates for web respondents, ATP Wave 171

	ATP		SSRS OP	
	Soft launch	Full launch	Soft launch	Full launch
Initial invitation	May 13, 2025	May 14, 2025	May 13, 2025	May 14, 2025
First reminder	May 16, 2025	May 16, 2025	May 16, 2025	May 16, 2025
Second reminder	May 18, 2025	May 18, 2025	May 18, 2025	May 18, 2025
Third reminder	May 21, 2025	May 21, 2025	N/A	N/A
Final reminder	May 24, 2025	May 24, 2025	N/A	N/A

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Panelists participating online were sent an email invitation. ATP panelists received up to four email reminders if they did not respond to the survey, and OP panelists received up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to four SMS reminders. SSRS panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

**For panelists who take surveys over the phone with a live interviewer:** Prenotification postcards were mailed to ATP panelists on May 9. Soft launch took place on May 13 and involved dialing until a total of four interviews had been completed. All remaining English- and Spanish-

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<sup>16</sup> The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys.

<sup>17</sup> Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

### **Data quality checks**

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, no respondents were removed from the survey dataset prior to weighting and analysis.

### **Weighting**

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. Base weights for OP respondents were provided by SSRS. The base weights for ATP and OP respondents were combined and scaled to account for the sample design.

The combined base weights were calibrated to align with the following estimated benchmarks for the population of parents or guardians of children ages 12 and under: age, gender, education, race/ethnicity, years living in the U.S. (among foreign born), volunteerism, voter registration, frequency of internet use, religious affiliation, party affiliation, census region, metropolitan status, the number of children ages 0 to 4, the number of children ages 5 to 12, and the number of children ages 13 to 17.

Because there are no official benchmarks for this population, weighting parameters were estimated using the eligible respondents to Wave 171 from the ATP sample. First, all ATP respondents who completed the screening questions on Wave 171, regardless of final eligibility, were weighted to match the full set of ATP members who were sampled on the following dimensions: age, gender, education, race/ethnicity, years living in the U.S. (among foreign born), volunteerism, voter registration, frequency of internet use, religious affiliation, party affiliation, census region and metropolitan status. These weights were then used to calculate weighting parameters based only on ATP respondents to Wave 171 who screened as eligible.

In the final step, the weights were trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

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.

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**Sample sizes and margins of error, ATP Wave 171**

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total U.S. adult parents of a child age 12 or younger	3,054	2.2 percentage points
<i>Child age</i>		
Under 2	296	7.2 percentage points
2-4	627	4.9 percentage points
5-7	699	4.6 percentage points
8-10	779	4.3 percentage points
11-12	642	4.7 percentage points
<i>Parent race and ethnicity</i>		
White, non-Hispanic	1,839	2.8 percentage points
Black, non-Hispanic	349	6.6 percentage points
Hispanic	508	5.3 percentage points
Asian, non-Hispanic	232	8.1 percentage points

Note: Estimates for Asian parents are representative of English speakers only. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child and may have children in other age groups. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. See the "Sample design" and "Weighting" sections above for details.

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

## Dispositions and response rates

### Final dispositions, ATP Wave 171

	AAPOR code	ATP	SSRS OP	TOTAL
Completed interview	1.1	1,697	1,357	3,054
Eligible panelist, but broke off before completing survey	2.10	5	26	31
Survey completed after close of the field period	2.27	0	0	0
Eligible, but other non-interview	2.30	0	0	0
Completed interview but was removed for data quality	2.90	0	0	0
Screeners not completed	3.20	69	2,422	2,491
Screened out	4.10	226	485	711
<b>Total panelists sampled for the survey</b>		<b>1,997</b>	<b>4,290</b>	<b>6,287</b>
Completed interviews	I	1,697	1,357	3,054
Partial interviews	P	0	0	0
Refusals	R	5	26	31
Non-contact	NC	0	0	0
Other	O	0	0	0
Unknown household	UH	0	0	0
Unknown other	UO	69	2,422	2,491
Not eligible	NE	226	485	711
<b>Total</b>		<b>1,997</b>	<b>4,290</b>	<b>6,287</b>
Est. eligibility rate among unscreened: $e = (I+P+R+NC+O)/(I+P+R+NC+O+NE)$		88%	74%	81%
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		96%	36%	55%
<b>AAPOR RR3 = <math>I / (I+P+R+NC+O+[e*(UH+UO)])</math></b>		<b>96%</b>	<b>43%</b>	<b>60%</b>

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### Cumulative response rate, ATP Wave 171

	ATP	SSRS OP	TOTAL
Weighted response rate to recruitment surveys	11%	5%	7%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%	59%	63%
% of those agreeing to join who were active panelists at start of Wave 171	35%	70%	59%
Response rate to Wave 171 survey	96%	43%	60%
<b>Cumulative response rate</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>

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## How family income tiers are calculated

Family income data reported in this study is adjusted for household size and cost-of-living differences by geography. Panelists then are assigned to income tiers that are based on the median adjusted family income of all American Trends Panel members. The process uses the following steps:

1. First, panelists are assigned to the midpoint of the income range they selected in a family income question that was measured on either the most recent annual profile survey or, for newly recruited panelists, their recruitment survey. This provides an approximate income value that can be used in calculations for the adjustment.
2. Next, these income values are adjusted for the cost of living in the geographic area where the panelist lives. This is calculated using price indexes published by the U.S. Bureau of Economic Analysis. These indexes, known as [Regional Price Parities](#) (RPP), compare the prices of goods and services across all U.S. metropolitan statistical areas as well as non-metro areas with the national average prices for the same goods and services. The most recent data available at the time of the annual profile survey is from 2022. Those who fall outside of metropolitan statistical areas are assigned the overall RPP for their state's non-metropolitan area.
3. Family incomes are further adjusted for the number of people in a household using the methodology from Pew Research Center's previous work on [the American middle class](#). This is done because a four-person household with an income of say, \$50,000, faces a tighter budget constraint than a two-person household with the same income.
4. Panelists are then assigned an income tier. "Middle-income" adults are in families with adjusted family incomes that are between two-thirds and double the median adjusted family income for the full ATP at the time of the most recent annual profile survey. The median adjusted family income for the panel is roughly \$74,100. Using this median income, the middle-income range is about \$49,400 to \$148,200. Lower-income families have adjusted incomes less than \$49,400 and upper-income families have adjusted incomes greater than \$148,200 (all figures expressed in 2023 dollars and scaled to a household size of three). If a panelist did not provide their income and/or their household size, they are assigned "no answer" in the income tier variable.

Two examples of how a given area's cost-of-living adjustment was calculated are as follows: the Pine Bluff metropolitan area in Arkansas is a relatively inexpensive area, with a price level that is 19.1% less than the national average. The San Francisco-Oakland-Berkeley metropolitan area in

California is one of the most expensive areas, with a price level that is 17.9% higher than the national average. Income in the sample is adjusted to make up for this difference. As a result, a family with an income of \$40,400 in the Pine Bluff area is as well off financially as a family of the same size with an income of \$58,900 in San Francisco.

The respondents from the SSRS Opinion Panel oversample answered the same family income and household size questions, and their incomes were adjusted using the procedures detailed above. They were then assigned an income tier based on the median adjusted family income for the full ATP at the time of the most recent annual profile survey.

## **Advisory board**

In addition to a team of subject area and methodological experts at Pew Research Center, the project was also guided by an advisory board of four members. This board included experts in a variety of areas related to parenting, children and technology.

- Jason Linden, National Board Certified Teacher
- Mary Madden, Adjunct Faculty, Communication, Culture & Technology (CCT) program, Georgetown University
- Desmond Upton Patton, Ph.D., M.S.W., Penn Integrates Knowledge (PIK) University Professor, University of Pennsylvania
- Jenny Radesky, M.D., Associate Professor of Pediatrics, University of Michigan Medical School

Advisers provided feedback at various key points during the report, including the questionnaire and a draft of the report. Pew Research Center remains solely responsible for all aspects of the research, including any errors associated with its products and findings. The feedback shared for this project is solely that of the advisers and does not express the views, policies or positions of their respective employers.

## Focus groups

Pew Research Center worked with PSB Insights to conduct four online focus groups from March 4 to 6, 2025, with a total of 20 U.S. parents or guardians of at least one child ages 1 to 12.

The goal of these discussions was to explore parents' views on topics we covered in the survey – including views of screen time and its impact, as well as navigating screen time decisions in parenting – in an in-depth manner. Each group lasted 90 minutes.

The discussions are not representative of all parents, nor do quotes selected represent the views of all participants in the groups. Instead, quotes included in the report are meant to provide color, context and nuance to the survey findings. They are pulled from larger discussion, and some quotes have been edited for concision and clarity.

Two groups were conducted with parents or guardians of at least one child ages 1 to 5, and two groups with parents or guardians of at least one child ages 6 to 12. Some participants had children in other age groups; they were asked to think about their child or children in the designated age range for each group.

Each group included five participants and was led by an experienced moderator using a discussion guide developed by Pew Research Center. The focus groups were conducted over a secure, online research platform with video and audio capabilities.

All participants were paid \$150 for their time. Additionally, a \$25 “early bird” raffle was offered to participants to encourage them to arrive early and ensure strong video and audio connections. In each group, one participant among those who logged into the groups more than 10 minutes before the scheduled start was randomly selected to win the extra \$25.

## Recruitment

The vendor worked with a qualitative recruitment specialist to target, recruit, and screen potential participants of this study. To be eligible, participants had to meet six criteria:

- They had to be living in the United States
- They had to be 18 years of age or older (19 or older if living in Nebraska or Alabama, 21 or older if living in Mississippi)
- They had to be the parent or guardian of at least one child ages 1 to 12



- They must not have participated in a marketing research focus group or one-on-one interview in the past three months
- Neither they nor someone in their household were working in marketing/marketing research/consulting for any company, advertising/public relations for any company, or a media company
- They had access to a computer with high-speed internet access and a working webcam.

Eligible participants also had to be willing to contribute to the research, able to attend the focus group on the set date and time and sign an informed consent form before they could participate.

The research team overrecruited participants to account for “no-shows,” as well as participants who may experience other issues preventing participation. Those who showed up for the group but did not ultimately participate were also given the incentive.

The recruiter collected parents' demographic information such as race and ethnicity, household income, education level, gender, number of children, urbanicity and ages of children. When prioritizing participants to include in the groups, the recruiter and research team considered this information with the goal of including a range of demographics in the groups, as well as parents with children of various ages. Refer to the table at right for a demographic breakdown of the final 20 participants.

## Discussion

A professional moderator from PSB Insights conducted the online focus groups on behalf of Pew Research Center.

The moderator followed the same discussion guide for all focus groups but covered some topics in more depth than others depending on the age of children being discussed and the flow of the discussion. After introductions and ground rules, the guide covered the following topics:

- What screen time looks like for their kids
- Views of screen time and its impact
- Navigating screen time decisions
- Parents' own technology use
- AI and kids

The full discussion guide is available upon request.

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## Demographic characteristics of focus group participants

*Number of participants, out of 20 total*

Men	8
Women	12

White, non-Hispanic	5
Hispanic	6
Black, non-Hispanic	4
Asian, non-Hispanic	5

### *Household income*

<\$30,000	5
\$30,000-\$74,999	4
\$75,000-\$99,999	6
\$100,000+	5

### *Discussing children ages ...*

1 to 5	10
6 to 12	10

Note: Parents may have children in age groups other than the one they were assigned to discuss. During the screening process, parents were recruited into either groups discussing children ages 1 to 5 or groups discussing children ages 6 to 12. The recruiter aimed to include parents with a mix of child ages within these ranges.

Source: Focus groups of U.S. parents of a child age 1 to 12 conducted March 4-6, 2025.

"How Parents Manage Screen Time for Kids"

PEW RESEARCH CENTER

## Topline

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
Wave 171: Survey of Parents on Kids' Tech Use  
May 13-26, 2025**

**TOPLINE  
N=3,054**

**Note:** All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (\*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "No answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

American Trends Panel surveys conducted between October 2016 and June 2024 were conducted fully online (with tablets and data plans provided to adults without home internet). For additional details, visit the methodology.

**PN = Programming note**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. adult parents of a child age 12 or younger <sup>18</sup>	3,054	+/- 2.2 percentage points

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<sup>18</sup> Individuals were screened into the survey if they were a parent or guardian of a child age 12 or younger. "Parents" refers to this group in the 2025 tables throughout.

**PTIMESPEND**

**ASK IF PARENT HAS SMARTPHONE (SMARTPHONE=1) OR USES SOCIAL MEDIA (SNSUSE=1):<sup>19</sup>**  
**[ PN: RANDOMIZE ITEMS; RANDOMIZE RESPONSE OPTIONS 1-2/2-1 HOLDING 3 LAST ]**

Overall, how much time would you say you spend...

	Too much <u>time</u>	Too little <u>time</u>	About the right <u>amount of time</u>	<u>No answer</u>
a. <b>ASK IF PARENT HAS SMARTPHONE (SMARTPHONE=1) [N=3,023]:</b> On your smartphone May 13-26, 2025	66	5	29	*
b. <b>ASK IF PARENT IS SOCIAL MEDIA USER (SNSUSE=1) [N=2,754]:</b> On social media sites May 13-26, 2025	52	9	40	*

**PTIMESPEND BASED ON ALL PARENTS OF A CHILD 12 OR YOUNGER:**

	Too much <u>time</u>	Too little <u>time</u>	About the right amount <u>of time</u>	No answer to PTIMESPEND <u>item</u>	Did not receive PTIMESPEND <u>item</u> <sup>20</sup>
a. On your smartphone May 13-26, 2025	65	5	28	*	1
b. On social media sites May 13-26, 2025	47	8	36	*	10

**CACCEPTOWN**

**ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

In general, at what age do you think it is acceptable for a child to have their own smartphone?

May 13-26, 2025

*	0 to 2 years old
1	3 to 4 years old
6	5 to 8 years old
20	9 to 11 years old
41	12 to 14 years old
27	15 to 17 years old
6	It is not acceptable for a child to have their own smartphone
*	No answer

<sup>19</sup> Respondents received PTIMESPENDa if they previously answered, "Yes, I have a smartphone" to the question "Do you have a smartphone?" They received PTIMESPENDb if they previously answered, "Yes, I use social media sites" to the question "Do you ever use social media sites like Facebook, X (formerly Twitter), or Instagram?"

**A note about the remainder of the survey:**

Questions PAR\_PRIORITY through AIKIDS1 asked parents to think about a specific child. Parents with more than one child age 12 or younger were asked to answer about one randomly selected child, and may have children in other age groups. Refer to the questionnaire for more details.

**INTRO\_CHILDSELECT**

**[ PN: DISPLAY IF HAS MORE THAN ONE CHILD 0-12 YEARS OLD: ]** The rest of this survey explores parents' experiences and views around raising children ages 12 and younger.

Please think about your child age 12 or younger who has the next birthday and answer questions with them in mind. (If your children have the same birthday, e.g. twins, choose one.)

For the rest of the survey, "this child" refers to your child 12 or younger with the next birthday.

**[ PN: DISPLAY IF HAS ONE CHILD 0-12 YEARS OLD AND AT LEAST ONE CHILD 13 OR OLDER: ]**

The rest of this survey explores parents' experiences and views around raising children ages 12 and younger. For the rest of the survey, "this child" refers to your child 12 or younger.

**[ PN: DISPLAY IF HAS ONE CHILD 0-12 YEARS OLD AND NO OLDER CHILDREN: ]** The rest of this survey explores parents' experiences and views around raising children ages 12 and younger. We will ask some questions about your child throughout the rest of the survey.

**PAR\_PRIORITY**

**ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

**[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-4/4-1 ]**

Thinking about your day-to-day experiences raising this child, how much of a priority is making sure...

		One of my biggest <u>priorities</u>	A priority, but not a <u>big one</u>	Not much of <u>a priority</u>	Not a priority <u>at all</u>	<u>No answer</u>
a.	They have good manners					
	May 13-26, 2025	77	19	3	1	*
b.	They stay active					
	May 13-26, 2025	61	35	4	*	*
c.	They get enough sleep					
	May 13-26, 2025	75	22	2	1	*
d.	They read or are read to					
	May 13-26, 2025	54	37	7	2	*
e.	Their screen time is reasonable					
	May 13-26, 2025	42	43	11	3	*

**[ PN: DISPLAY IF HAS MORE THAN ONE CHILD 12 YEARS OLD OR YOUNGER: ]**

Still thinking about your child age 12 or younger with the next birthday...

**[ PN: DISPLAY IF HAS ONE CHILD 0-12 YEARS OLD AND AT LEAST ONE CHILD 13 OR OLDER: ]**

Still thinking about your child age 12 or younger...

**SCRN\_COMP****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:****[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING OPTIONS 3 AND 4 LAST ]**

Do you think you are...

May 13-26, 2025

39	More strict about this child's screen time than other parents you know
26	Less strict about this child's screen time than other parents you know
28	About as strict as other parents you know
7	Not sure
*	No answer

**SCRN\_JOB****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

Thinking about how you manage this child's screen time, would you say...

May 13-26, 2025

58	You're doing the best you can
42	You could be doing better
*	No answer

**SCRN\_FEEL****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:****[ PN: ROTATE RESPONSE OPTIONS 1-5/5-1 ]**

How much do you feel judged by others for how you manage this child's screen time?

May 13-26, 2025

4	A great deal
9	A fair amount
20	Some
29	Not too much
37	Not at all
*	No answer

**RULES1****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

Do you have any rules around when, where or how this child can use screens?

May 13-26, 2025

86	Yes, I do
13	No, I don't
*	No answer

**RULES2****ASK IF PARENT HAS ANY RULES (RULES1=1) [N=2,673]:****[ PN: ROTATE RESPONSE OPTIONS 1-5/5-1 ]**

In practice, how often do you stick to the rules that you set for this child around screens?

May 13-26, 2025

22	All of the time
63	Most of the time
13	Sometimes
1	Rarely
*	Never
*	No answer

**RULES2 BASED ON ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**May 13-26, 2025

19	All of the time
55	Most of the time
11	Sometimes
1	Rarely
*	Never
*	No answer to RULES2
13	Does not have rules around when, where, or how this child can use screens
*	No answer to RULES1

**[ PN: DISPLAY IF HAS MORE THAN ONE CHILD 12 YEARS OLD OR YOUNGER: ]**

Still thinking about your child age 12 or younger with the next birthday...

**[ PN: DISPLAY IF HAS ONE CHILD 0-12 YEARS OLD AND AT LEAST ONE CHILD 13 OR OLDER: ]**Still thinking about your child age 12 or younger...

**CHILDTech****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:****[ PN: RANDOMIZE ITEMS ]**

As far as you know, does this child ever use or interact with the following types of devices, even if just to watch videos or listen to music?

	<u>Yes, my child uses or interacts with this</u>	<u>No, my child does not use or interact with this</u>	<u>No answer</u>
a. A television (TV) May 13-26, 2025	90	10	*
b. A desktop or laptop computer May 13-26, 2025	39	60	*
c. A tablet May 13-26, 2025	68	31	*
d. A game console or portable game device May 13-26, 2025	50	50	*
e. A voice-activated assistant (like Apple's Siri or Amazon Alexa) May 13-26, 2025	37	62	*
f. A smartphone May 13-26, 2025	61	39	*
g. A smartwatch May 13-26, 2025	11	88	*



**CHILDTech 2020 TREND FOR COMPARISON<sup>21</sup>, ASKED OF PARENTS OF A CHILD AGE 11 OR YOUNGER:**

	Yes, my child uses or <u>interacts with this</u>	No, my child does not <u>use or interact with this</u>	No answer
a. A television set <sup>22</sup> Mar 2-15, 2020	88	12	1
b. A desktop or laptop computer Mar 2-15, 2020	44	56	*
c. A tablet computer Mar 2-15, 2020	67	33	*
d. A game console or portable game device Mar 2-15, 2020	44	56	1
e. A voice-activated assistant (like Apple's Siri or Amazon Alexa) Mar 2-15, 2020	36	64	*
f. A smartphone Mar 2-15, 2020	60	40	*

**CHILDPHONE****ASK IF PARENT OF A CHILD AGE 12 OR YOUNGER WHOSE CHILD USES SMARTPHONE  
(CHILDTech\_f=1) [N=1,888]:**Does this child have their own smartphone?May 13-26, 2025

38	Yes, my child has their own smartphone
61	No, my child does not have their own smartphone
*	No answer

**CHILDPHONE BASED ON ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**May 13-26, 2025

23	Yes, my child has their own smartphone
37	No, my child does not have their own smartphone
*	No answer to CHILDPHONE
39	Child does not use or interact with a smartphone
*	No answer to CHILDTech_f

<sup>21</sup> For all trends for comparison presented in this topline, parents of a child age 11 or younger were asked these questions in 2020, while parents of a child age 12 or younger were asked these questions in 2025. [Refer to the 2020 report](#) for more details on that study's design.

<sup>22</sup> The wording of CHILDTech\_a and CHILDTech\_c differed slightly between the two years, as shown here.

**CHILDPHONE 2020 TREND FOR COMPARISON, BASED ON PARENTS OF A CHILD AGE 11 OR YOUNGER:<sup>23</sup>**

Mar 2-15, 2020

17	Yes, my child has their own smartphone
43	No, my child does not have their own smartphone
*	No answer to CHILDPHONE
40	Child does not use or interact with a smartphone
*	No answer to CHILDTech_f

**PHONE\_WHY**
**ASK IF PARENT OF A CHILD AGE 12 OR YOUNGER WHOSE CHILD USES SMARTPHONE**

**(CHILDTech\_f=1) [N=1,888]:**

**[ PN: RANDOMIZE ITEMS ]**

How much is each of the following a reason why you let this child use a smartphone?

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. For their entertainment May 13-26, 2025	43	42	14	*
b. It helps them learn May 13-26, 2025	28	40	31	*
c. To calm them down May 13-26, 2025	15	28	56	*
d. So they don't feel left out May 13-26, 2025	7	24	69	*
e. <b>ASK IF CHILD HAS THEIR OWN SMARTPHONE (CHILDPHONE=1) [N=710]:</b> So that you can contact them May 13-26, 2025	81	11	8	0

<sup>23</sup> Like 2025, in 2020, CHILDPHONE was asked of parents who said their child had their own smartphone. It is based on all parents here.

**NOPHONE\_WHY**

**ASK IF PARENT OF A CHILD AGE 12 OR YOUNGER WHOSE CHILD DOES NOT USE SMARTPHONE  
(CHILDTech\_f=2) [N=1,161]:  
[ PN: RANDOMIZE ITEMS ]**

How much is each of the following a reason why you do not let this child use a smartphone?

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. It could hurt their development May 13-26, 2025	58	26	16	*
b. Other parents you know don't allow it May 13-26, 2025	5	12	84	*
c. They might see inappropriate things online May 13-26, 2025	72	16	12	*
d. You are worried about their safety May 13-26, 2025	64	21	16	*
e. It's too much screen time May 13-26, 2025	60	22	17	*

**CHILDSOCIAL**

**ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:  
[ PN: RANDOMIZE ITEMS A-D, HOLDING E ALWAYS LAST ]**

As far as you know, does this child ever use...

	<u>Yes, my child uses this</u>	<u>No, my child does not use this</u>	<u>No answer</u>
a. Facebook May 13-26, 2025	5	94	*
b. Instagram May 13-26, 2025	5	94	*
c. Snapchat May 13-26, 2025	8	91	*
d. TikTok May 13-26, 2025	15	85	*
e. Other social media sites <sup>24</sup> May 13-26, 2025	11	81	7

<sup>24</sup> The response options for CHILDSOCIAL\_e are "Yes, my child uses (please specify)" and "No, my child does not use this."

**CHILDSOCIAL 2020 TREND FOR COMPARISON, ASKED OF PARENTS OF A CHILD AGE 11 OR YOUNGER:**

	Yes, my child <u>uses this</u>	No, my child does <u>not use this</u>	<u>No answer</u>
a. Facebook Mar 2-15, 2020	3	97	*
b. Instagram Mar 2-15, 2020	5	95	*
c. Snapchat Mar 2-15, 2020	10	90	*
d. TikTok Mar 2-15, 2020	13	87	*
e. Other social media site <sup>25</sup> Mar 2-15, 2020	7	92	*

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<sup>25</sup> Unlike the 2025 survey, the 2020 survey did not include an option to specify the sites used and read "other social media site."

**CHILDTIME**

**ASK IF PARENT OF A CHILD AGE 12 OR YOUNGER WHOSE CHILD USES SMARTPHONE (CHILDTECH\_f=1), SOCIAL MEDIA (CHILDSOCIAL\_a-e=1), GAME CONSOLE (CHILDTECH\_d=1) OR TABLET (CHILDTECH\_c=1):**

**[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3 LAST]**

Overall, how much time would you say this child spends...

		<u>Too much time</u>	<u>Too little time</u>	<u>About the right amount of time</u>	<u>No answer</u>
a.	<b>ASK IF CHILD USES SMARTPHONE (CHILDTECH_f=1)</b> [N=1,888]: On a smartphone May 13-26, 2025	27	12	61	*
b.	<b>ASK IF CHILD USES SOCIAL MEDIA (CHILDSOCIAL_a-e=1)</b> [N=837]: On social media sites May 13-26, 2025	18	24	58	1
c.	<b>ASK IF CHILD USES A GAME CONSOLE (CHILDTECH_d=1)</b> [N=1,521]: Playing video games May 13-26, 2025	28	13	59	*
d.	<b>ASK IF CHILD USES A TABLET (CHILDTECH_c=1)</b> [N=2,112]: On a tablet May 13-26, 2025	29	10	61	*

**CHILDTIME BASED ON ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

		<u>Too much time</u>	<u>Too little time</u>	<u>About the right amount of time</u>	<u>No answer to CHILDTIME item</u>	<u>Did not receive CHILDTIME item<sup>26</sup></u>
a.	On a smartphone May 13-26, 2025	16	7	37	*	39
b.	On social media sites May 13-26, 2025	5	7	17	*	71
c.	Playing video games May 13-26, 2025	14	6	29	*	50
d.	On a tablet May 13-26, 2025	20	7	42	*	32

<sup>26</sup> Those who said their child does not use or interact with a smartphone or gave no answer to CHILDTECH\_f did not receive item a in CHILDTIME. Those who said their child does not use or gave no answer to each item in CHILDSOCIAL\_a-e did not receive item b. Those who said their child does not use or interact with a game console or gave no answer to CHILDTECH\_d did not receive item c. Those who said their child does not use or interact with a tablet or gave no answer to CHILDTECH\_c did not receive item d.

**HARMBEN****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:****[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3 LAST ]**

Do you think there are more benefits or harms to this child using...

		More benefits than harms	More harms than benefits	About an equal mix	No answer
a.	A smartphone May 13-26, 2025	12	46	42	*
b.	Social media sites May 13-26, 2025	3	80	16	1

**NO ITEM c**

d.	A tablet May 13-26, 2025	18	29	53	1
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**[ PN: DISPLAY IF HAS MORE THAN ONE CHILD 12 YEARS OLD OR YOUNGER: ]**

Still thinking about your child age 12 or younger with the next birthday...

**[ PN: DISPLAY IF HAS ONE CHILD 0-12 YEARS OLD AND AT LEAST ONE CHILD 13 OR OLDER: ]**Still thinking about your child age 12 or younger...**YOUTUBE1****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

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

May 13-26, 2025

85	Yes, my child watches videos on YouTube
15	No, my child does not watch videos on YouTube
*	No answer

**YOUTUBE1 2020 TREND FOR COMPARISON, ASKED OF PARENTS OF A CHILD AGE 11 OR YOUNGER:**Mar 2-15, 2020

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

**YOUTUBE2**

**ASK IF PARENT OF A CHILD AGE 12 OR YOUNGER WHOSE CHILD USES YOUTUBE  
(YOUTUBE1=1)[N=2,585]:**

About how often does this child watch videos on YouTube?

May 13-26, 2025

40	Several times a day
20	About once a day
28	A few times a week
7	Every few weeks
5	Less often
*	No answer

**YOUTUBE2 BASED ON ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**

May 13-26, 2025

34	Several times a day
17	About once a day
23	A few times a week
6	Every few weeks
4	Less often
*	No answer to YOUTUBE2
15	Child does not watch YouTube
*	No answer to YOUTUBE1

**YOUTUBE2 2020 TREND FOR COMPARISON, BASED ON ALL PARENTS OF A CHILD AGE 11 OR YOUNGER:<sup>27</sup>**

Mar 2-15, 2020

28	Several times a day
15	Once a day <sup>28</sup>
25	A few times a week
9	Every few weeks
4	Less often
*	No answer to YOUTUBE2
19	Child does not watch YouTube
*	No answer to YOUTUBE1

**YOUTUBETO**

**ASK IF PARENT OF A CHILD AGE 12 OR YOUNGER WHOSE CHILD USES YOUTUBE  
(YOUTUBE1=1)[N=2,585]:**

Do you ever watch videos on YouTube with this child?

May 13-26, 2025

87	Yes, I do
13	No, I don't
0	No answer

<sup>27</sup> Like 2025, in 2020, YOUTUBE2 was asked of parents who said their child ever watched videos on YouTube. It is based on all parents here.

<sup>28</sup> The wording of this response option differed slightly between the two years, as shown here.

**YOUTUBETOG BASED ON ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:**May 13-26, 2025

74	Yes, I do
11	No, I don't
0	No answer to YOUTUBETOG
15	Child does not watch YouTube
*	No answer to YOUTUBE1

**AIKIDS1****ASK IF PARENT OF A CHILD AGES 5-12 (CHAGE=5-12) [N=2,120]:**

As far as you know, does this child ever use AI chatbots like ChatGPT or Gemini?

May 13-26, 2025

8	Yes, they do
81	No, they do not
7	Not sure if my child uses AI chatbots
3	I don't know what AI chatbots are
*	No answer

**KIDRULES****ASK ALL PARENTS OF A CHILD AGE 12 OR YOUNGER:****[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3 AND 4 LAST ]**

How much do you think the following groups should be doing to set rules for what kids can do or see online?

		Should be doing more than they <u>are now</u>	Should be doing less than they <u>are now</u>	About the <u>same as now</u>	Not <u>sure</u>	No <u>answer</u>
a.	Lawmakers					
	May 13-26, 2025	55	7	18	20	*
b.	Technology companies					
	May 13-26, 2025	67	4	14	14	*