

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

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

¹⁸ 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):¹⁹
[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. ASK IF PARENT HAS SMARTPHONE (SMARTPHONE=1) [N=3,023]: On your smartphone May 13-26, 2025	66	5	29	*
b. ASK IF PARENT IS SOCIAL MEDIA USER (SNSUSE=1) [N=2,754]: 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> ²⁰
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

¹⁹ 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 COMPARISON²¹, 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 ²² 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

²¹ 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.

²² 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:²³Mar 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. ASK IF CHILD HAS THEIR OWN SMARTPHONE (CHILDPHONE=1) [N=710]: So that you can contact them May 13-26, 2025	81	11	8	0

²³ 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 ²⁴ May 13-26, 2025	11	81	7

²⁴ 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 ²⁵ Mar 2-15, 2020	7	92	*

²⁵ 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 (CHILDTIME_f=1), SOCIAL MEDIA (CHILDSOCIAL_a-e=1), GAME CONSOLE (CHILDTIME_d=1) OR TABLET (CHILDTIME_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.	ASK IF CHILD USES SMARTPHONE (CHILDTIME_f=1) [N=1,888]: On a smartphone May 13-26, 2025	27	12	61	*
b.	ASK IF CHILD USES SOCIAL MEDIA (CHILDSOCIAL_a-e=1) [N=837]: On social media sites May 13-26, 2025	18	24	58	1
c.	ASK IF CHILD USES A GAME CONSOLE (CHILDTIME_d=1) [N=1,521]: Playing video games May 13-26, 2025	28	13	59	*
d.	ASK IF CHILD USES A TABLET (CHILDTIME_c=1) [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 item²⁶</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

²⁶ Those who said their child does not use or interact with a smartphone or gave no answer to CHILDTIME_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 CHILDTIME_d did not receive item c. Those who said their child does not use or interact with a tablet or gave no answer to CHILDTIME_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:²⁷

Mar 2-15, 2020

28	Several times a day
15	Once a day ²⁸
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

²⁷ 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.

²⁸ 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	*