

Families and Technology - US - 2022

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This report looks at the following areas:

- Tech device ownership among kids aged 4-17, including smartphones, tablets and gaming consoles
- Activities kids spend the most time doing while on mobile devices, by age and gender
- Parents' rules and attitudes related to screen time
- Top concerns among parents related to their children's online activity
- Interest and adoption of parental control apps and technology

The pandemic has given consumers more time to engage with tech devices and digital activities. Kids of all ages are using mobile devices and many appear to be receiving their own smartphones around the age of 10. While YouTube videos and video games can keep kids entertained, the online world also presents threats that today's parents did not face during their pre-internet childhoods. This means parents may need to be educated about the issues their children may face online. There are opportunities for more convenient parental controls to be developed, and brands have chances to offer parents greater support as they try to keep their kids safe online.



"Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships."

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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