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Parental Controls and Social Media

Proprietary data released by Aura and Ipsos from September 2023

66% of parents report that their children have experienced negative effects of social media, including addiction; yet still, **60%** of parents choose not to use parental control features because they trust their children to make good decisions while using apps and browsing the internet.

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Aura's study revealed a trend of children joining social media earlier. About **35%** of parents mentioned their kids starting to use social media before age 7, rising to **64%** before age 10.

Age and Parental Controls

Interestingly, while 67% of **Gen X** parents, who didn't grow up with social media, choose not to use parental controls due to trust in their children's decisions, only 51% of **Millennials** share the same perspective (compared to 45% of all parents with kids using social media).

Curiously, awareness of parental control features drops when looking at younger parents, with 42% of **parents aged 18-34** reporting that they are unaware that social media apps offer parental controls (compared to 29% of all respondents).

Income and Parental Controls

Parents from **households earning over \$100,000** expressed higher concerns about social media addiction (68%), anxiety or depression (36%), sleep disruption (46%), and fear of missing out (26%).

In contrast, **parents earning \$50,000** to **\$99,000 per year** were more prone to be concerned that their children have unrealistic expectations due to curated social media content (55%).

For **those earning less than \$50,000**, were more likely to say their child has experienced issues including reduced concentration (20%) and academic setbacks (20%) for their children.

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This lpsos Poll was conducted August 4-6, 2023, by lpsos using the probability-based KnowledgePanel® – a division of lpsos. This poll is based on a nationally representative probability sample of 684 adults age 18+ who have to have a child under the age of 18 from the continental U.S., Alaska and Hawaii was interviewed online in English. The study includes a boost of n=500 parents with children who use social media.