



## 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.



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.