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Aura Parental Controls Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: August 4-6, 2023
Number of interviews, Parents of children under 18: 684

Margin of error for the total sample: +/- 4.2 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Washington DC, September 14, 2023—New findings from an Aura/Ipsos poll reveal that two in three parents with kids on social media saying their child has experienced a negative effect of social media. Many parents are concerned about their kids using these services of becoming addicted to social media, receiving predatory messages, receiving or engaging in X-rated content or conversations, and talking to strangers. Although parental control features are available, only a few use them.

Detailed findings:

Parents of social media users under age 18 report the most used social media or services with chat features among kids under 18 include video streaming platforms (94%), gaming-related apps (75%), and video/image-sharing apps (73%). Less used services include interest-based chat/thread apps (30%) and microblogging apps (19%).

Parents report their children were more likely to start using gaming-related apps (61%), and video streaming platforms (58%) before age 10. Most who use video/image-sharing apps, interest-based chat/thread apps, and microblogging apps say their child started using the services as teenagers (51%, 51%, and 60%, respectively).

Parents worry more about their kids while on 'traditional' social media than gaming apps

Most parents express at least a little concern about their children using each of these types of services. Parents are more likely to say that they are very or somewhat concerned about their children while using video/image-sharing apps (78%), microblogging apps (74%), or interest-based apps (67%) than gaming-related apps (51%) or video streaming services (49%).

These concerns are justified with about two in three parents with kids on social media saying their child has experienced a negative effect of social media (66%). The most reported negative experiences include addiction to social media (25%), sleep deprivation (24%), talking to strangers (21%), feeling anxious or depressed (15%), and decreased ability to concentrate (15%).

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Although parental control features are available on social media only few parents use them

Parents with children who use social media are most aware of parental controls on video streaming services (70%) , less likely to say video/image-sharing apps (43%) and gaming-related apps (43%) have parental controls, and least likely to say microblogging apps and interest-based chat/thread apps have parental controls (18% for both).

Parents of children that use these platforms are most likely to say they use parental controls on video streaming services (50%), though these platforms have the least opportunity for social interaction. About one in three parents with kids using gaming-related apps (36%) and video/image sharing apps (29%) say they utilize parental controls, while about one in five utilize parental controls on microblogging apps (23%) or interest-based chat/thread apps (19%).

When asked why they do not use these tools, most parents say they don't use them because they trust their children to make good decisions (60%). Other reasons for the lack of utilization include a lack of awareness of these tools (29%) and ineffective parental controls (13%).

Annotated Questionnaire

1. Do(es) your child(ren) use any of the following types of apps/accounts?
Yes Summary Table

	Parents of children who use social media (Total) (N=547)
Video streaming services (YouTube, Netflix, Apple TV, etc.)	94%
Gaming apps (Roblox, Steam, Twitch, etc.)	75%
Video/image sharing social media apps (Instagram, TikTok, SnapChat, Facebook, etc.)	73%
Interest-based chat/thread apps (Reddit, Discord, etc.)	30%
Microblogging apps (Twitter, Threads, etc.)	19%

   a. Microblogging apps (e.g., Twitter, Threads)

	Parents of children who use social media (Total) (N=547)
Yes	19%
No	72%
I don't know	9%
Skipped	-

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1. Do(es) your child(ren) use any of the following types of apps/accounts? *(Continued)*
   a. Interest-based chat/thread apps (e.g., Reddit, Discord)

	Parents of children who use social media (Total) (N=547)
Yes	30%
No	62%
I don't know	9%
Skipped	-

   b. Video/image sharing social media apps (e.g., Instagram, TikTok, SnapChat, Facebook)

	Parents of children who use social media (Total) (N=547)
Yes	73%
No	26%
I don't know	2%
Skipped	*

   c. Video streaming services (e.g., YouTube, Netflix, Apple TV)

	Parents of children who use social media (Total) (N=547)
Yes	94%
No	5%
I don't know	1%
Skipped	1%

   d. Gaming apps (e.g., Roblox, Steam, Twitch)

	Parents of children who use social media (Total) (N=547)
Yes	75%
No	19%
I don't know	6%
Skipped	-

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2. **[Only asked if any selected 'Yes' in Q1]** How old was your child when they first started using the following platforms? If you have more than one child, please think of the child that was the youngest to begin using these platforms.

    a. **[Only asked if selected 'Yes' in Q1]** Microblogging apps (e.g., Twitter, Threads)

	Parents of children who use a platform (N=107)
Before they were 5 years old	1%
5-6 years old	2%
7-9 years old	10%
10-12 years old	26%
13-15 years old	42%
16-18 years old	18%
Skipped	-

    b. **[Only asked if selected 'Yes' in Q1]** Interest-based chat/thread apps (e.g., Reddit, Discord)

	Parents of children who use a platform (N=169)
Before they were 5 years old	1%
5-6 years old	-
7-9 years old	9%
10-12 years old	38%
13-15 years old	45%
16-18 years old	5%
Skipped	1%

    c. **[Only asked if selected 'Yes' in Q1]** Video/image sharing social media apps (e.g., Instagram, TikTok, SnapChat, Facebook)

	Parents of children who use a platform (N=405)
Before they were 5 years old	2%
5-6 years old	5%
7-9 years old	11%
10-12 years old	32%
13-15 years old	42%
16-18 years old	8%
Skipped	-

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2. **[Only asked if any selected 'Yes' in Q1]** How old was your child when they first started using the following platforms? If you have more than one child, please think of the child that was the youngest to begin using these platforms. *(Continued)*

   a. **[Only asked if selected 'Yes' in Q1]** Video streaming services (e.g., YouTube, Netflix, Apple TV)

	Parents of children who use a platform (N=513)
Before they were 5 years old	15%
5-6 years old	20%
7-9 years old	23%
10-12 years old	24%
13-15 years old	14%
16-18 years old	4%
Skipped	*

   b. **[Only asked if selected 'Yes' in Q1]** Gaming apps (e.g., Roblox, Steam, Twitch)

	Parents of children who use a platform (N=399)
Before they were 5 years old	4%
5-6 years old	20%
7-9 years old	37%
10-12 years old	24%
13-15 years old	11%
16-18 years old	3%
Skipped	-

3. **[Only asked if selected 'Yes' in Q1]** How concerned, if at all, are you about your child(ren) while using the following..?
   Concerned Summary Table

	Parents of children who use a platform
Video/image sharing social media apps (Instagram, TikTok, SnapChat, Facebook, etc.) **(N=405)**	78%
Microblogging apps (Twitter, Threads, etc.) **(N=107)**	74%
Interest-based chat/thread apps (Reddit, Discord, etc.) **(N=169)**	67%
Gaming apps (Roblox, Steam, Twitch, etc.) **(N=399)**	51%
Video streaming services (YouTube, Netflix, Apple TV, etc.) **(N=513)**	49%

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3. **[Only asked if selected 'Yes' in Q1]** How concerned, if at all, are you about your child(ren) while using the following..? *(Continued)*
    a. **[Only asked if selected 'Yes' in Q1]** Microblogging apps (e.g., Twitter, Threads)

	Parents of children who use these platforms (N=107)
Not at all concerned	9%
Not very concerned	17%
Somewhat concerned	62%
Very concerned	12%
Skipped	-
Not concerned (Net)	*26%*
Concerned (Net)	*74%*

    b. **[Only asked if selected 'Yes' in Q1]** Interest-based chat/thread apps (e.g., Reddit, Discord)

	Parents of children who use these platforms (N=169)
Not at all concerned	8%
Not very concerned	25%
Somewhat concerned	52%
Very concerned	16%
Skipped	-
Not concerned (Net)	*33%*
Concerned (Net)	*67%*

    c. **[Only asked if selected 'Yes' in Q1]** Video/image sharing social media apps (e.g., Instagram, TikTok, SnapChat, Facebook)

	Parents of children who use these platforms (N=405)
Not at all concerned	5%
Not very concerned	17%
Somewhat concerned	60%
Very concerned	17%
Skipped	*
Not concerned (Net)	*22%*
Concerned (Net)	*78%*

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3. **[Only asked if selected 'Yes' in Q1]** How concerned, if at all, are you about your child(ren) while using the following..? *(Continued)*
    d. **[Only asked if selected 'Yes' in Q1]** Video streaming services (e.g., YouTube, Netflix, Apple TV)

	Parents of children who use these platforms (N=513)
Not at all concerned	17%
Not very concerned	35%
Somewhat concerned	39%
Very concerned	9%
Skipped	-
Not concerned (Net)	*51%*
Concerned (Net)	*49%*

    e. **[Only asked if selected 'Yes' in Q1]** Gaming apps (e.g., Roblox, Steam, Twitch)

	Parents of children who use these platforms (N=399)
Not at all concerned	13%
Not very concerned	35%
Somewhat concerned	42%
Very concerned	9%
Skipped	-
Not concerned (Net)	*49%*
Concerned (Net)	*51%*

4. **[Only asked if parent of child on social media]** To the best of your knowledge, do any of the following services have parental controls?

Yes Summary Table

	Parents of children under 18 on social media (N=547)
Video streaming services (YouTube, Netflix, Apple TV, etc.)	70%
Video/image sharing social media apps (Instagram, TikTok, SnapChat, Facebook, etc.)	43%
Gaming apps (Roblox, Steam, Twitch, etc.)	40%
Microblogging apps (Twitter, Threads, etc.)	18%
Interest-based chat/thread apps (Reddit, Discord, etc.)	18%

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4. **[Only asked if parent of child on social media]** To the best of your knowledge, do any of the following services have parental controls? *(Continued)*

    a. Microblogging apps (e.g., Twitter, Threads)

	Parents of children under 18 on social media (N=547)
Yes, has parental controls	18%
No, does not have parental controls	20%
I don't know	61%
Skipped	*

    b. Interest-based chat/thread apps (e.g., Reddit, Discord)

	Parents of children under 18 on social media (N=547)
Yes, has parental controls	18%
No, does not have parental controls	22%
I don't know	59%
Skipped	*

    c. Video/image sharing social media apps (e.g., Instagram, TikTok, SnapChat, Facebook)

	Parents of children under 18 on social media (N=547)
Yes, has parental controls	43%
No, does not have parental controls	20%
I don't know	37%
Skipped	*

    d. Video streaming services (e.g., YouTube, Netflix, Apple TV)

	Parents of children under 18 on social media (N=547)
Yes, has parental controls	70%
No, does not have parental controls	13%
I don't know	16%
Skipped	1%

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4. **[Only asked if parent of child on social media]** To the best of your knowledge, do any of the following services have parental controls? *(Continued)*
   e. Gaming apps (e.g., Roblox, Steam, Twitch)

	Parents of children under 18 on social media (N=547)
Yes, has parental controls	40%
No, does not have parental controls	17%
I don't know	43%
Skipped	*

5. **[Only asked if selected 'Yes' in Q1]** Do you use the parental controls on these services?
Yes Summary Table

	Parents of children under 18 who use a platform
Video streaming services (YouTube, Netflix, Apple TV, etc.) **(N=513)**	50%
Gaming apps (Roblox, Steam, Twitch, etc.) **(N=399)**	36%
Video/image sharing social media apps (Instagram, TikTok, SnapChat, Facebook, etc.) **(N=405)**	29%
Microblogging apps (Twitter, Threads, etc.) **(N=107)**	23%
Interest-based chat/thread apps (Reddit, Discord, etc.) **(N=169)**	19%

   a. **[Only asked if selected 'Yes' in Q1]** Microblogging apps (e.g., Twitter, Threads)

	Parents of children who use these platforms (N=107)
Yes	23%
No	73%
I don't know	4%
Skipped	-

   b. **[Only asked if selected 'Yes' in Q1]** Interest-based chat/thread apps (e.g., Reddit, Discord)

	Parents of children who use these platforms (N=169)
Yes	19%
No	73%
I don't know	8%
Skipped	-

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5. **[Only asked if selected 'Yes' in Q1]** Do you use the parental controls on these services?
   (Continued)

   c. **[Only asked if selected 'Yes' in Q1]** Video/image sharing social media apps (e.g., Instagram, TikTok, SnapChat, Facebook)

	Parents of children who use these platforms (N=405)
Yes	29%
No	66%
I don't know	5%
Skipped	*

   d. **[Only asked if selected 'Yes' in Q1]** Video streaming services (e.g., YouTube, Netflix, Apple TV)

	Parents of children who use these platforms (N=513)
Yes	50%
No	47%
I don't know	3%
Skipped	*

   e. **[Only asked if selected 'Yes' in Q1]** Gaming apps (e.g., Roblox, Steam, Twitch)

	Parents of children who use these platforms (N=399)
Yes	36%
No	59%
I don't know	5%
Skipped	*

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6. **[Only asked if selected 'No' in Q5]** Previously, you mentioned that you do not use the parental controls on some online services. Why do you not use parental controls?

	Parents of children under 18 that don't use parental controls (N=381)
I trust my child(ren) to make good decisions	60%
I didn't know that these services had parental controls	29%
The controls are not effective	13%
The controls are difficult to set up	9%
I trust these services are safe for my child(ren)	8%
Other	7%
I don't know	7%
Skipped	1%

7. **[Only asked if concerned in Q3]** Earlier, you mentioned you are concerned about your child(ren) while on social media, video streaming services, or gaming apps. Which of the following, if any, are you concerned about when your child(ren) use these services?

	Parents of children under 18 and are concerned (N=412)
Addiction to social media/online activities	62%
Receiving predatory direct messages	62%
Receiving, sending, or engaging with X-rated content	62%
Talking to strangers	60%
Peer pressure/cyber bullying	53%
Being scammed	53%
Having unrealistic expectations / believing curated content is real life	48%
Sleep deprivation	41%
Falling behind in academics/ decreased academic performance	37%
Feeling anxious/ depressed	32%
Decreased ability to concentrate	32%
Receiving, sending, or engaging with content from hate groups or political extremists	32%
Low self-esteem	29%
Experiencing FOMO (Fear of missing out)	19%
Other	1%
None of the above	1%
Skipped	2%

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11

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8. **[Only asked if child uses social media]** To the best of your knowledge, has your child(ren) experienced/done any of the following while online?

	Parents of children under 18 who use social media (N=547)
Addicted to social media/online activities	25%
Sleep deprivation	24%
Talked to strangers	21%
Feeling anxious / depressed	15%
Decreased ability to concentrate	15%
Developed unrealistic expectations / believed curated content is real life	14%
Falling behind in academics/ decreased academic performance	13%
Cyber-bullying	12%
Peer pressure	9%
Experienced FOMO (Fear of missing out)	9%
Low self-esteem	8%
Received, sent, or engaged with X-rated content	7%
Received predatory direct messages	6%
Been scammed	6%
Received, sent, or engaged with content from hate groups or political extremists	3%
Other	1%
None of the above	33%
Skipped	3%

9. Do you currently use any of the following types of social media platforms?
Yes Summary Table

	Parents of children under 18 (Total) (N=684)
Video streaming services (YouTube, Netflix, Apple TV, etc.)	89%
Video/image sharing social media apps (Instagram, TikTok, SnapChat, Facebook, etc.)	77%
Microblogging apps (Twitter, Threads, etc.)	26%
Interest-based chat/thread apps (Reddit, Discord, etc.)	26%
Gaming apps (Roblox, Steam, Twitch, etc.)	18%

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9. Do you currently use any of the following types of social media platforms? *(Continued)*

   a. Microblogging apps (Twitter, Threads, etc.)

	Parents of children under 18 (Total) (N=684)
Yes	26%
No	73%
I don't know	1%
Skipped	*

   b. Interest-based chat/thread apps (Reddit, Discord, etc.)

	Parents of children under 18 (Total) (N=684)
Yes	26%
No	72%
I don't know	1%
Skipped	*

   c. Video/image sharing social media apps (Instagram, TikTok, SnapChat, Facebook, etc.)

	Parents of children under 18 (Total) (N=684)
Yes	77%
No	22%
I don't know	1%
Skipped	*

   d. Video streaming services (YouTube, Netflix, Apple TV, etc.)

	Parents of children under 18 (Total) (N=684)
Yes	89%
No	10%
I don't know	1%
Skipped	1%

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9. Do you currently use any of the following types of social media platforms? *(Continued)*
    e. Gaming apps (Roblox, Steam, Twitch, etc.)

	Parents of children under 18 (Total) (N=684)
Yes	18%
No	80%
I don't know	1%
Skipped	1%

10. **[Only asked if selected 'Yes' in Q9]** Which of the following, if any, would you include in a post to any social media platforms you use?

	Parents with social media accounts (N=642)
Pictures/videos of me	56%
Pictures/videos of my child(ren) with their faces visible/voices audible	37%
My full name	32%
The name of my partner/spouse/child(ren)	23%
Where I work/professional relationships	17%
My personal religious values	16%
My personal political views	15%
That I am on vacation or away from my home	12%
Links to my other social media accounts	11%
My location	9%
Images of my home exterior or street where I live	8%
My address where I live	1%
My financial information	1%
None of these	31%
Skipped	*

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11. **[Only asked if selected 'Yes' in Q9]** When thinking of your own social media accounts, do any of the following apply to you?

Yes Summary Table

	Parents with social media accounts (N=642)
I have my social media accounts set to private, so only my followers/friends can see my posts	75%
I have received direct messages from accounts I did not recognize	58%
I follow my child(ren) on social media	47%
My child(ren) have received direct messages from accounts I did not recognize	18%
I have my social media accounts set to public, so anyone on the platform can see my posts	17%
I post content on social media or video platforms for public viewing/consumption (i.e., as a 'creator', 'streamer', or 'influencer')	14%

a. I post content on social media or video platforms for public viewing/consumption (i.e., as a 'creator', 'streamer', or 'influencer')

	Parents with social media accounts (N=642)
Yes	14%
No	84%
I don't know	1%
Skipped	1%

b. I have my social media accounts set to private, so only my followers/friends can see my posts

	Parents with social media accounts (N=642)
Yes	75%
No	21%
I don't know	3%
Skipped	1%

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11. **[Only asked if selected 'Yes' in Q9]** When thinking of your own social media accounts, do any of the following apply to you? *(Continued)*

    c. I have my social media accounts set to public, so anyone on the platform can see my posts

	Parents with social media accounts (N=642)
Yes	17%
No	79%
I don't know	3%
Skipped	1%

    d. I have received direct messages from accounts I did not recognize

	Parents with social media accounts (N=642)
Yes	58%
No	39%
I don't know	2%
Skipped	1%

    e. I follow my child(ren) on social media

	Parents with social media accounts (N=642)
Yes	47%
No	51%
I don't know	2%
Skipped	1%

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11. **[Only asked if selected 'Yes' in Q9]** When thinking of your own social media accounts, do any of the following apply to you? *(Continued)*

   f.   My child(ren) have received direct messages from accounts I did not recognize

	Parents with social media accounts (N=642)
Yes	18%
No	65%
I don't know	16%
Skipped	1%

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17

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About the Study

This Ipsos Poll was conducted August 4-6, 2023, by Ipsos using the probability-based KnowledgePanel® – a division of Ipsos. 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.

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in English. The data for the total sample of adults with a child under 18 were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)

The margin of sampling error is plus or minus 4.2 percentage points at the 95% confidence level, for results based on the entire sample of parents with children under 18. The margin of sampling error takes into account the design effect, which was 1.23. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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