

State of the Youth: Report on Raising a Connected Generation

Overview

In support of its Digital Parenthood Initiative, which aims to jumpstart a national conversation on family online safety, Aura collaborated with Gallup to ask parents in the United States about their knowledge of and worries about their children’s technology use. Gallup carried out a web survey with 5,926 parents of children ages 8 through 18 from May 1st - 14th of 2024. The survey examines parents’ perspectives on their kids’ internet usage—the benefits that they see resulting from kids’ connectivity, the visibility they currently have into their kids’ online lives and their concerns for their kids’ online safety.

Key Parent Findings

1. They’re Concerned

86% of parents express some concern about their child’s online safety

24% of those surveyed above are extremely concerned about their child’s online safety

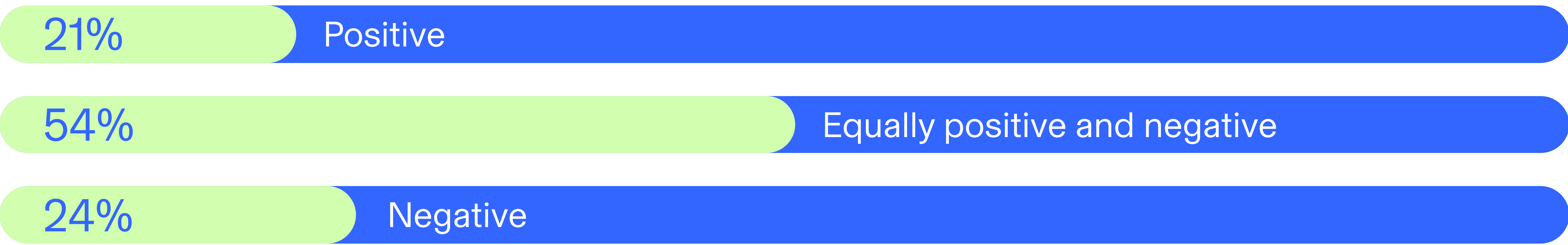
Concern for kids’ online safety peaks among parents of middle-school aged students

90%

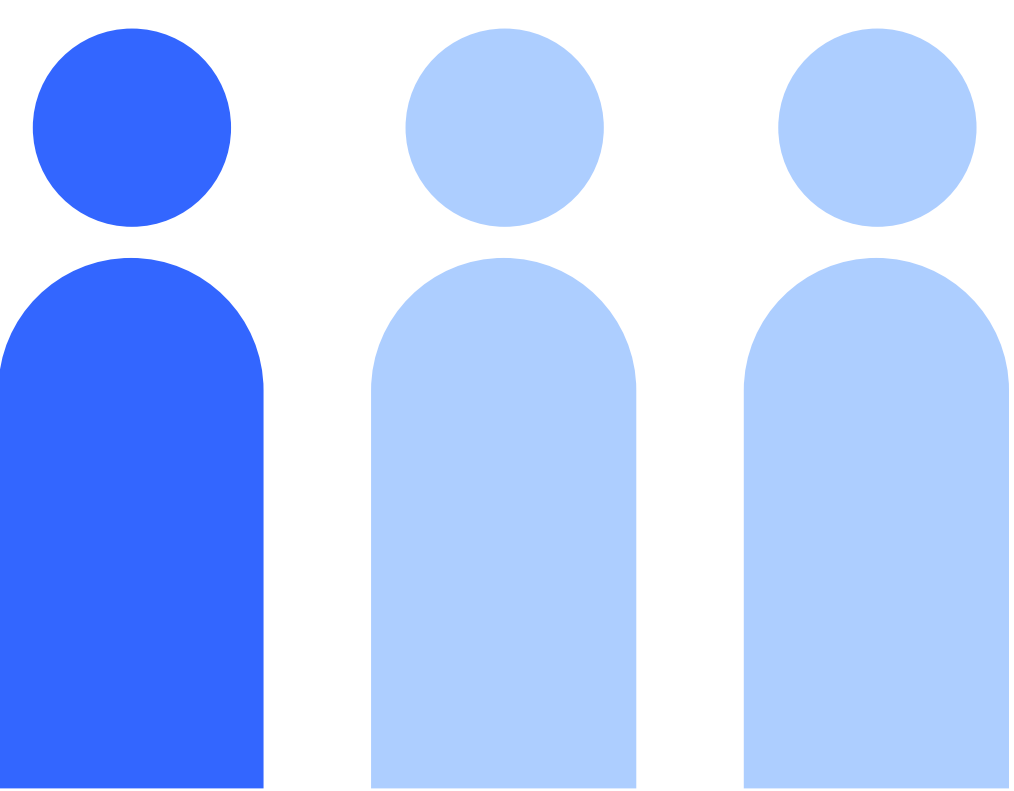
of parents with a child in middle school are at least moderately concerned

2. They Struggle with Risk vs. Reward

Parents have mixed opinions on the impact of tech on their child’s overall mood and wellbeing.



2. They’re Looking for More Guidance



1 in 3
parents want
more support

32% report they wish they had access to more resources about keeping children safe online.

Leading By Example

Parents say...

40% they make a great deal of effort to set a good example for their children about safe and appropriate use of electronic devices

48% they make a fair amount of effort to set a good example for their children about safe and appropriate use of electronic devices

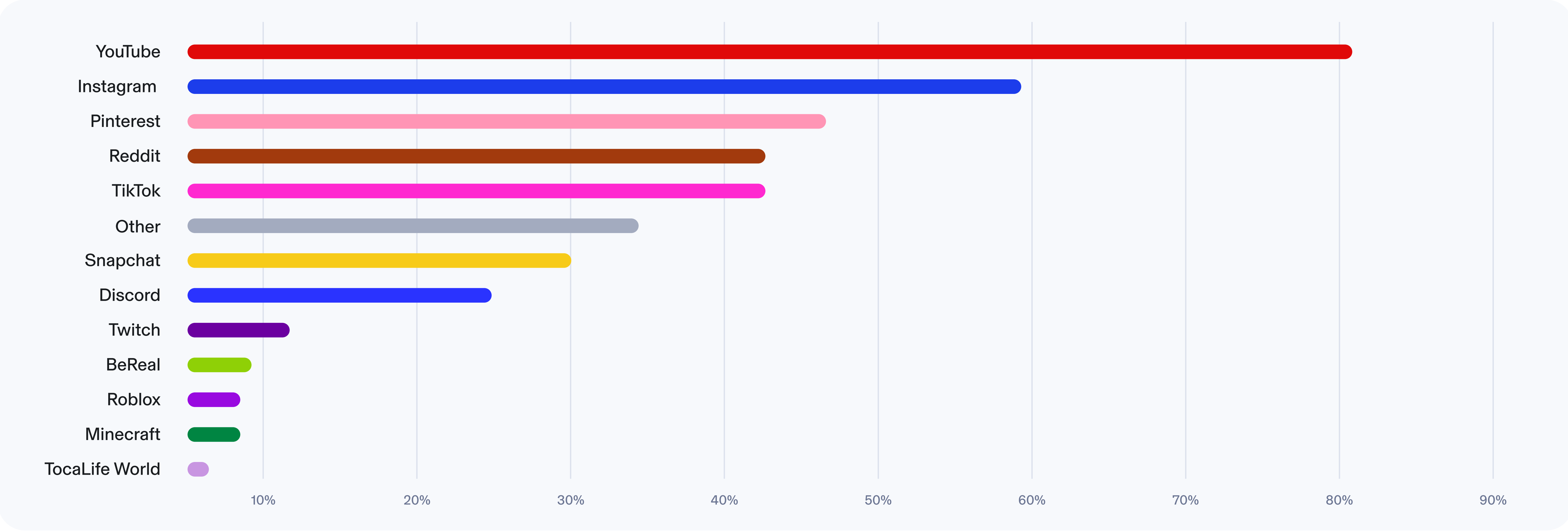
Parents who make such efforts say...

36% those efforts are helping a lot with having a positive impact on their children’s usage of electronic devices

54% those efforts are helping a little having a positive impact on their children’s usage of electronic devices

Parent Screen Time ≠ Kid Screen Time

Most parents whose child use YouTube also use it (81%). A majority of parents of child Instagram users also personally use it (59%). But parent usage of most other apps their children use is far lower. This is especially the case for Twitch, BeReal, Roblox, Minecraft and TocaLife World - fewer than one in 10 parents of child users of these apps also use them.



Losing Confidence with Age

Parents with older children are less confident than those with younger children that they know what apps their child downloads and uses.

46% of parents say they are highly confident they know what apps their children download and use:

Ages 8-11

61% of parents of a child who is in elementary school say they are highly confident.

Ages 12-14

46% of parents of a child who is in middle school say they are highly confident.

Ages 15-17

24% of parents of a child who is in high school say they are highly confident.