

PLUGGED-IN PARENTS: ATTITUDES, BEHAVIORS, AND ROLE MODELS



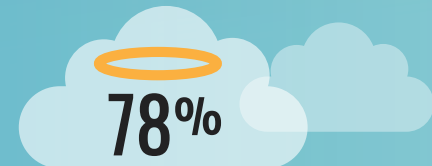
This report provides a comprehensive picture of parents' media use, attitudes toward their tweens' and teens' media use, and a look into the ways that parents mediate, monitor, and manage media. The report is based on a nationally representative survey of 1,786 parents of children age 8 to 18 living in the United States that was conducted from July 8, 2016, to July 25, 2016.

Time Spent



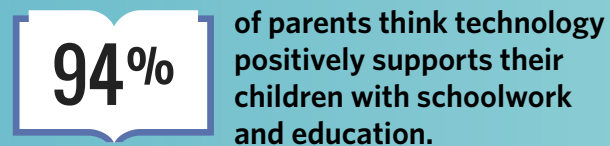
Nine hours and 22 minutes is the average time parents spend with screen media daily, including for personal and work use. 7:43 of that time is devoted to personal screen media.

Role Models



of all parents believe they are good media and technology role models for their children.

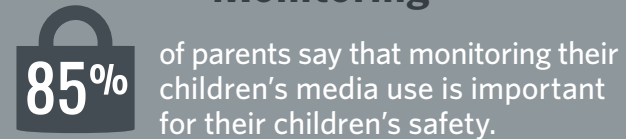
Technology and Education



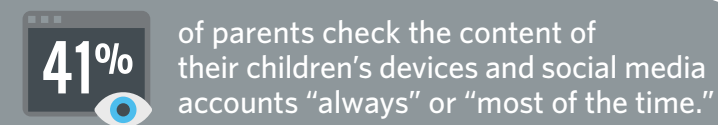
of parents think technology positively supports their children with schoolwork and education.



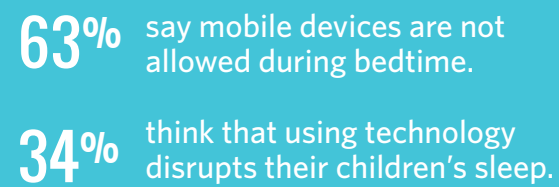
Monitoring



Personal Privacy



Bedtime

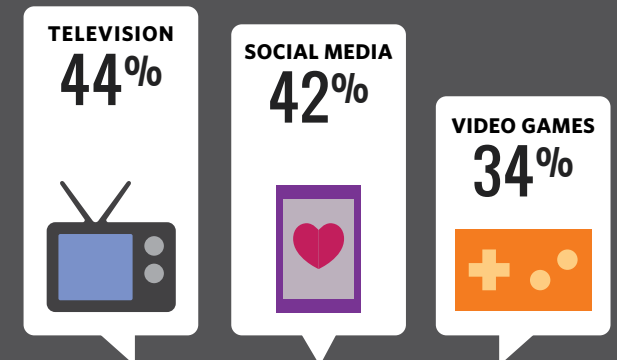


Top Parental Concerns



Talking About Media

Percent of parents who discuss content with their children "always" or "most of the time," by media type.



Parents of tweens are more likely than parents of teens to discuss the media their children use.

Social Media Perceptions



Family Rules

