

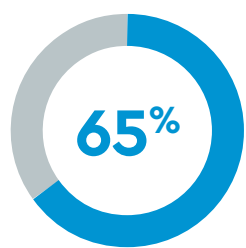


# Generation Screen: Parenting and Mobile Safety, a Cox Mobile Survey

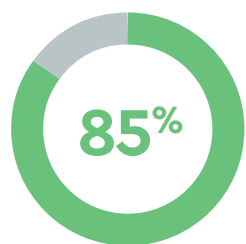
As mobile phones have become commonplace for today's children, so have safety measures. Parents today must help their children stay vigilant to dangers like cyberbullying, inappropriate content and predators, while still facing challenges around healthy mobile phone behaviors such as screen time.

Cox Mobile surveyed a sample of U.S. parents about their views and actions regarding their children's mobile phone activity. Here are some highlights and opportunities that were revealed.

## Mobile Safety Monitoring is Up

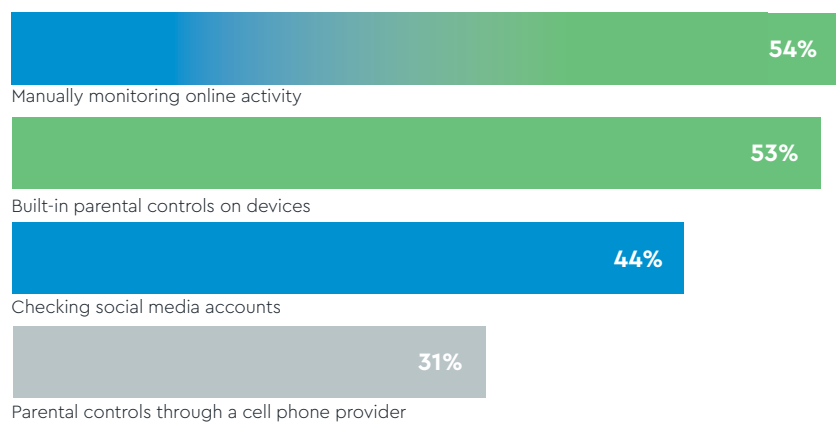


of parents discuss mobile safety with their children multiple times a week.



say they track their children's location on their phone.

### Parents use the following tactics and tools to protect their children:



## What Are Parents Looking for Exactly?

Beyond screen time and location, parents are regularly monitoring their child's text messages and phone calls.



**Text Messages** - daily to a few times a week

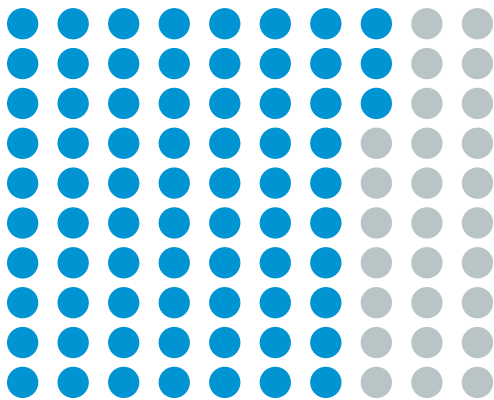


**Phone Calls** - daily to a few times a week

Roughly **one in seven** parents admitted to creating a fake social media account to monitor their children's social media activity.



## Despite Best Efforts, Blind Spots Persist



Even with more monitoring

**73%**

of parents say their kids are somewhat or very savvy at hiding phone activity.

## Location Settings Pose Silent Risks

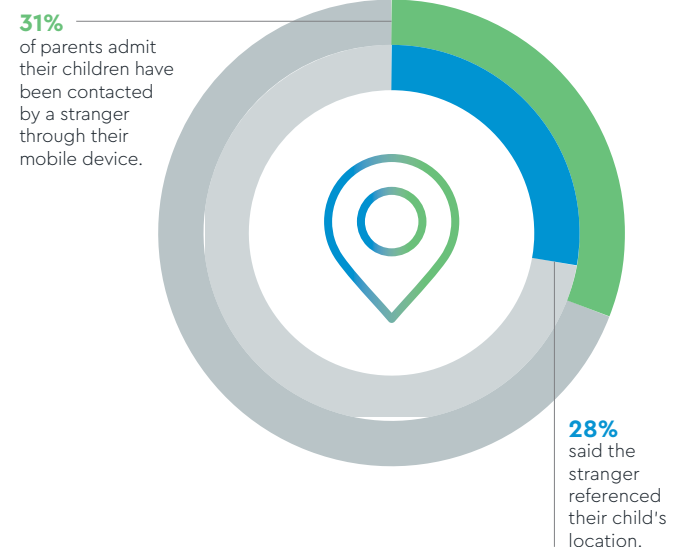
Even the most safety-conscious parents can overlook features like location sharing, which can pose serious risks.

### When it comes to location sharing:



of parents say their child keeps location services turned on when using apps.

### When asked if their children have been contacted by strangers, respondents said:



## Quick Tips:

### Create a Safer Space for Open, Honest Conversations

Create an opportunity for your children to discuss the ways they use their phones. We know this can be difficult, but understanding your child's perspective and experience without judgment is the first step toward guiding them to safer, healthy online experiences. With two-way communication, it's easier to tackle topics like digital safety, emotional well-being, and online threats. [Click here for some conversation starters.](#)

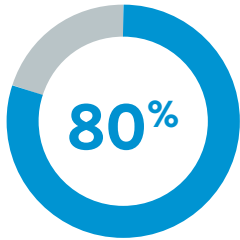
### Pause Before You Post, Leave Out Your Location

Because today's popular apps have automatic location-sharing capabilities, your children may not realize they're publicly sharing information – like their location – that can put them in danger. Encourage your kids to pause before they post, and ask themselves – Does my post contain private information I don't want a stranger to know? [Click here for resources to help.](#)

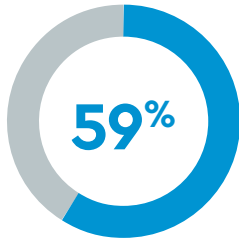
## Social Media in the Family

Children of the responding parents have an average of **3** social media accounts.

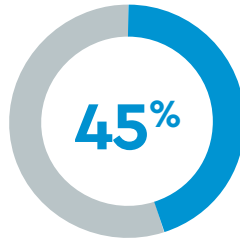
The most popular include:



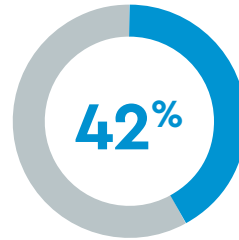
YouTube



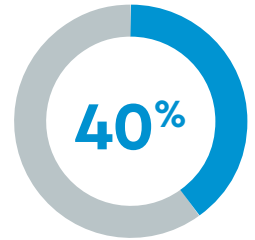
TikTok



Facebook



Instagram



Snapchat



**Seven in ten** parents (**73%**) are connected with their children on social media and **64%** interact with them through those channels.

## What keeps parents up at night?

When asked what concerns them most about their child's phone use, parents said these were the top three:



1 Predatory or inappropriate behavior



2 Inappropriate content



3 Cyberbullying

## Quick Tips:

### Protect Against Cyberbullying

You are your child's most important advocate against cyberbullying. If your child is dealing with a cyberbully, start by helping your child save the evidence and block the bully. Then file a detailed report of the incident, whether it's to the social media app itself, their school, sports organization, or law enforcement. [Here are 5 ways to help stop cyberbullying.](#)

### Always Check Your Sources

Kids prefer to get their news from many different sources, especially social media. Unfortunately, it can be hard for them to determine what's factual and what's not. Help your child understand that just because something is online doesn't mean it's true, and teach them how to fact-check their news. [Here are helpful questions they can ask.](#)

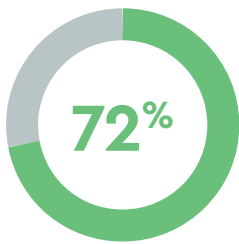


## Screen Time by the Numbers

61% of respondents said their children received their first mobile phone between the ages of 10 - 14.

81% of parents monitor how much time their children spend on their phones each day.

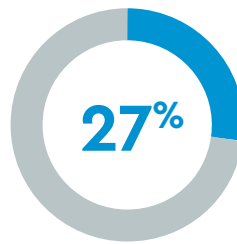
### What age do most children receive phones and why?



of parents said the biggest factor in buying their child a phone was either the ability to communicate (42%) or safety concerns (30%).

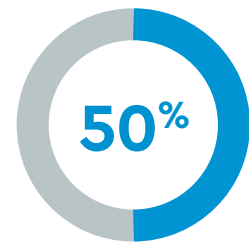
### What is the maximum amount of time you allow your child to use their phone daily?

Limited Screen Time



say their children spend 4 hours or more on their phones each day.

Unlimited Screen Time



say their children spend 4 hours or more on their phones each day.

### Will work for screen time



Eight out of ten parents said their children would either take out the trash/recycling or wash dishes for more time on their phones.

## About the survey

Data cited in this summary came from Generation Screen: Parenting and Mobile Safety, a Cox Mobile Survey conducted by Cox in January 2024. The survey polled approximately 1,000 U.S. parents with at least one child under the age of 18. The margin of error for Generation Screen: Parenting and Mobile Safety, a Cox Mobile Survey is +/- 3%.

## Quick Tips:

### Lead by Example

It's important to consider the role your screentime habits can play in forming the habits of your kids. Take a personal inventory of your entire household's mobile phone use and model the behavior you want to see from your child. [Here are great tips to get started.](#)