

# The Ultimate Parental Threat? Taking Kids' Phones Away

For today's children, free time equals screen time

**ARTICLE | AUGUST 07, 2018**

**Jennifer King**

**F**or parents, the benefits of digital devices come with a particularly difficult challenge: Managing their children's use of those devices.

According to a June 2018 survey from [Edelman Intelligence](#), commissioned by snack brand [GoGo SqueeZ](#), the majority of US parent internet users (76%) believe their children are spending too much time with digital devices.

They have an answer for that problem: schedule activities to keep kids busy (and off of their phones). The downside, though, is that kids end up with less free time, and parents don't necessarily like that idea, either. Fully 72% of the parents surveyed said their kids have less free time than they enjoyed in their own childhoods.

The desire that kids feel to pick up a device is powerful. Half of respondents said their children will reach for a digital device just to occupy themselves.

---

### US Parent Internet Users' Attitudes Toward Screen Time for Their Children, June 2018

% of respondents

**76%** of parents say their kids engage in more screen time than they'd like

**73%** of parents schedule activities for their kids to minimize screen time

**50%** of parents say their kids are likely to engage in screen time on their own, when they have an hour of free time

Note: n=1,000 with children ages 12 and under

Source: GoGo Squeez survey conducted by Edelman Intelligence, July 23, 2018

240252

www.eMarketer.com

How much time are kids spending on screens? According to a January 2018 [Morning Consult](#) survey, 43% of US parent internet users allow between 2 and 4 hours of screen time per day, while 15% think a child's daily screen time shouldn't exceed an hour.

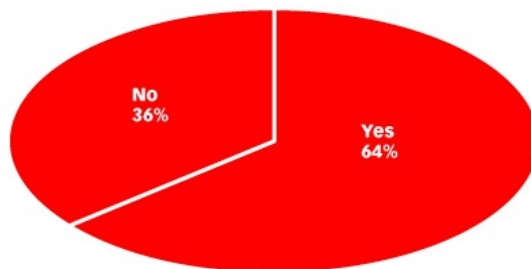
A June 2018 [CivicScience](#) survey found that roughly 40% of parents are "always" being asked for more screen time by their children.

The response? Over six in 10 parents said taking away their child's smartphone is the "ultimate threat" when they're misbehaving.

---

### US Parent Internet Users Whose Ultimate Threat to Their Children Is to Take Away Their Screen Time/Phone, June 2018

% of respondents



Source: CivicScience as cited in company blog, Aug 3, 2018

240266

www.eMarketer.com