

PARENTS WEIGH IN ON SCREEN TIME HABITS

MOBILE DEVICES: THE NEW BABYSITTER

1,000
U.S. parents surveyed nationwide

Older parents feel less guilty about using mobile devices as a "babysitter."

71% of parents, aged 45+, are guilt free.

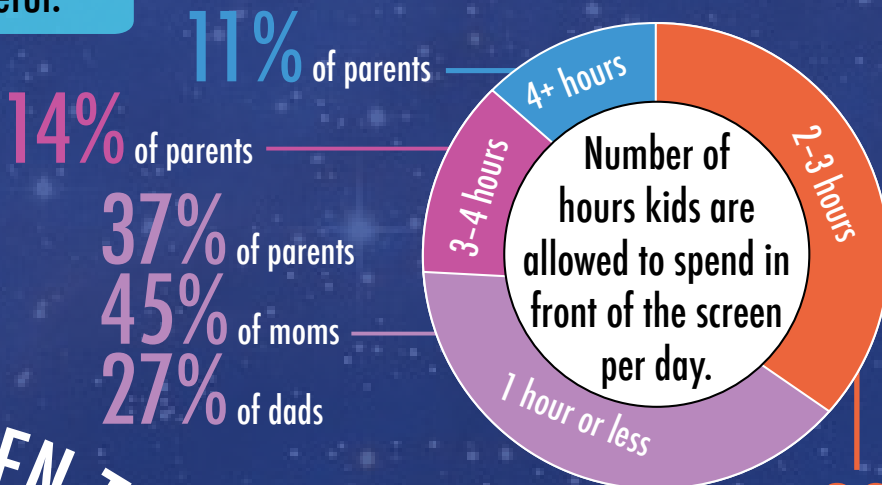
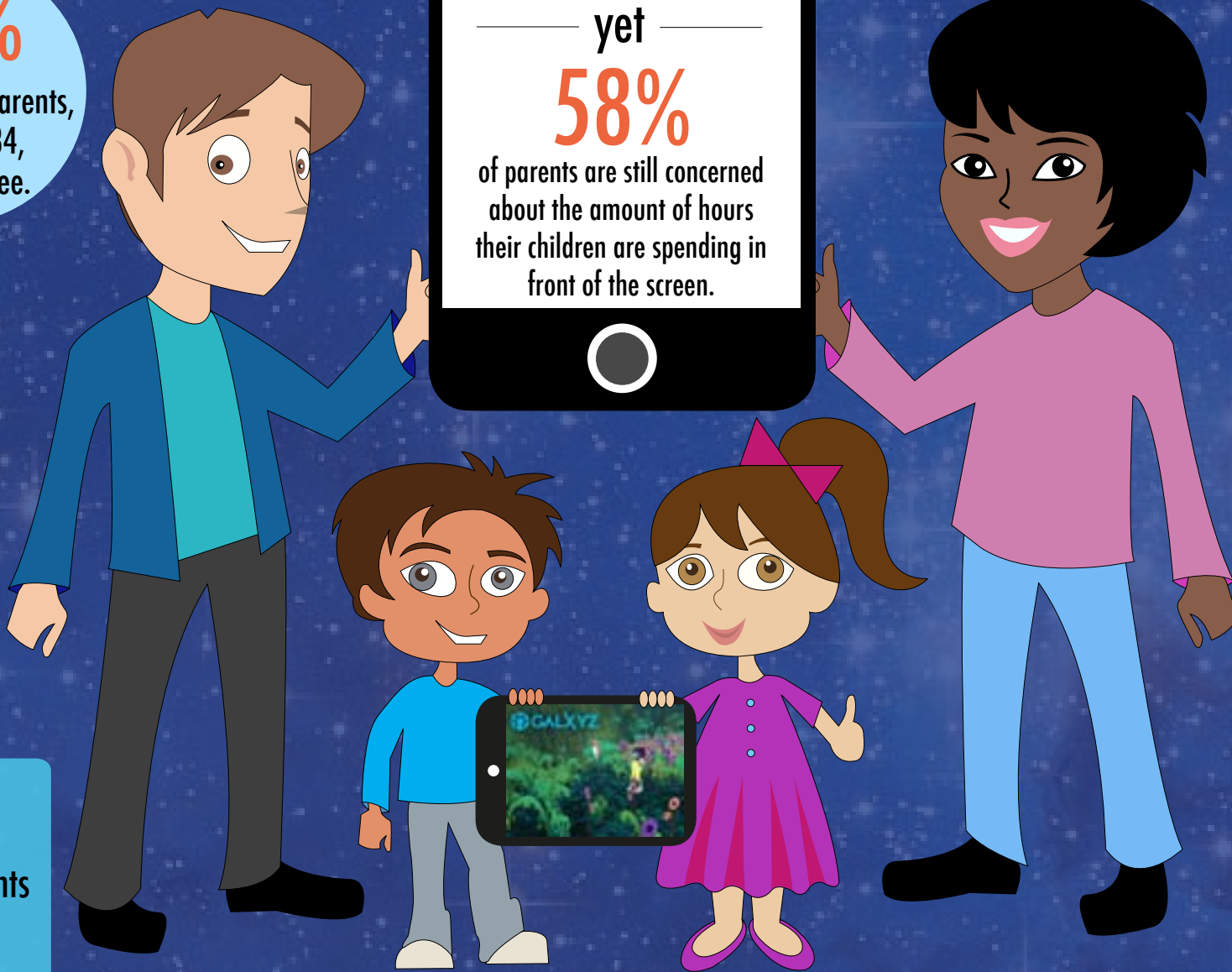
59% of parents don't feel guilty about using mobile devices as a "babysitter."
— yet —
58% of parents are still concerned about the amount of hours their children are spending in front of the screen.

43% of millennial parents, aged 18-34, are guilt free.

62% of dads don't feel guilty about using mobile devices as a "babysitter."

56% of moms don't feel guilty about using mobile devices as a "babysitter."

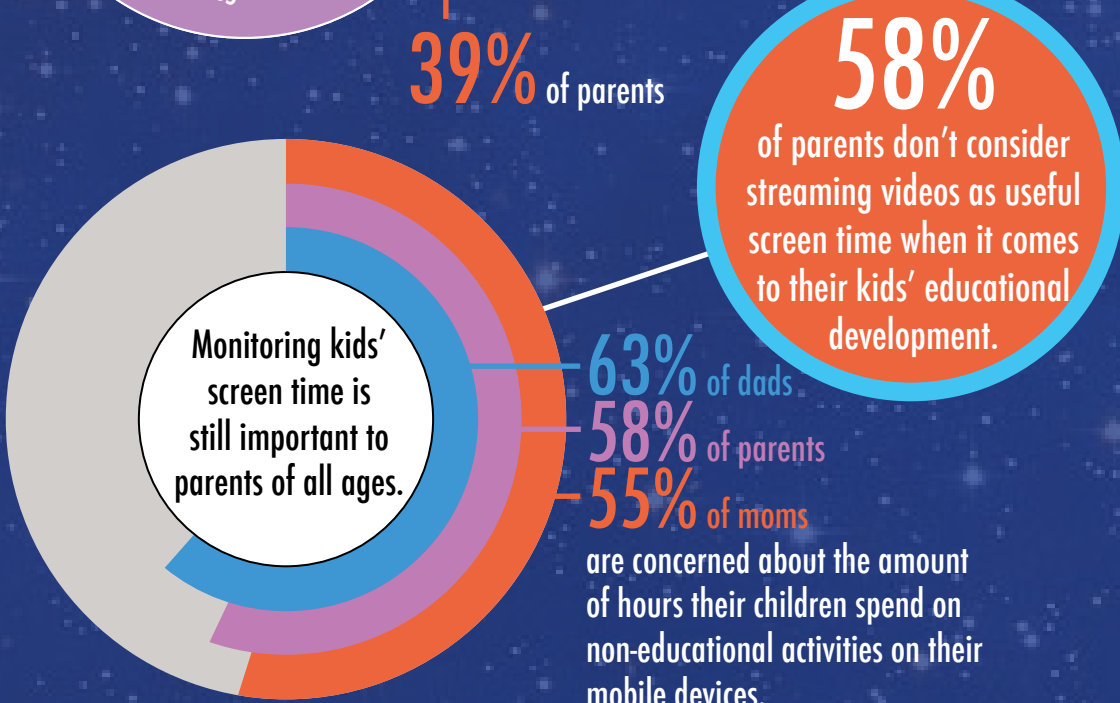
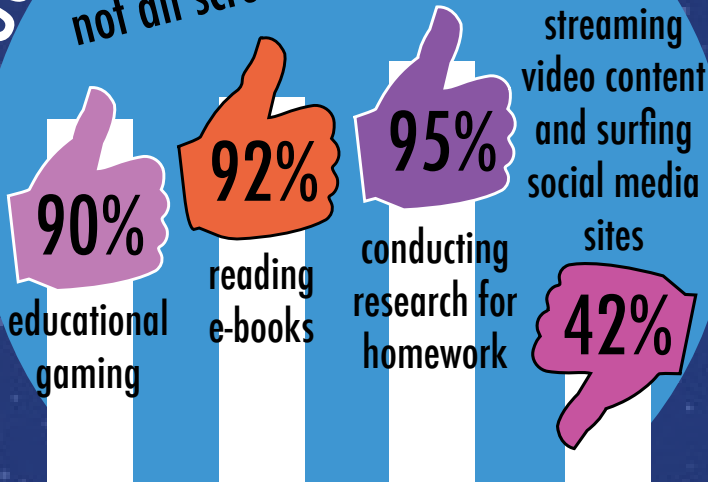
93% of millennial parents find educational games useful.



86% vs 71% of moms vs of dads agree that social media is not useful for their kids' educational development.

GOOD vs BAD SCREEN TIME

Parents agree not all screen time is equal



This survey was conducted online within the United States by Harris Poll on behalf of GALXYZ from August 5-12, 2015 among 1,009 parents ages 18 and older who have children ages 0-17 in the household. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

GALXYZ Blue Apprentice is an intergalactic science adventure and mobile game featuring a young scientist who explores alien worlds and applies science learning to solve problems. Blue Apprentice encourages mastery of elementary science concepts and develops scientific reasoning for elementary school kids. Conforming to Next Generation Science Standards-based curriculum, the game can be used in parallel with classroom learning by parents and teachers. GALXYZ Blue Apprentice's mission is to ignite a fascination for science and unlock the true potential in every child.