PARENTS WEIGH IN ON SCREEN TIME HABITS



MOBILE DEVICES: THE NEW BABYSITTER

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

71%

of parents, aged 45+, are guilt free.

of parents don't feel guilty about using mobile devices as a "babysitter."

yet

of parents are still concerned about the amount of hours their children are spending in front of the screen.

1,000 U.S. parents Surveyed nationwide

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

of dads don't feel

guilty about using

mobile devices as a "babysitter."

> 93% of millennial parents find educational games useful.

43%

of millennial parents, aged 18-34,

are guilt free.

11% of parents

37% of parents 45% of moms –

Number of hours kids are allowed to spend in front of the screen per day.

hour or less

agree that social media is not useful for their kids' educational development.

SOP Parents agree
not all screen time is equal Parents agree

not all screen time is equal streaming

92% 90%

educational

gaming

reading e-books

conducting research for homework

video content and surfing social media sites

Monitoring kids' screen time is still important to parents of all ages.

of parents don't consider streaming videos as useful screen time when it comes to their kids' educational development.

63% of dads

58% of parents

70 of moms

/galxyz

are concerned about the amount of hours their children spend on non-educational activities on their mobile devices.

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 inthe 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.

39% of parents