

**MOUNT SINAI
SOUTH NASSAU
TRUTH IN MEDICINE
POLL**

August 2024

Cell phones, Social media & Safety

Conducted by LJR Custom Strategies

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METHODS

- Poll of 600 parents with at least one child under the age of 18 in New York City and Long Island.
- Conducted from August 1-5, 2024.
- Via landline and cell phone.
- Findings applying to 600 sample are subject to sampling error of plus or minus 3.9%
- Subgroups are subject to error of up to plus or minus 10%.



KEY FINDINGS

- A universal 99% of respondents have a cell phone or smart phone.
- On average, 31% of respondents spend 0 to 2 hours per day on social media apps on their phone, 44% spend between 3 and 4 hours, and 17% spend 5 or more hours per day on social media apps on their phone.
 - The mean number of hours per day respondents spend on social media apps on their phone is 3.29.
 - Parents with younger children spend more time per day on social media apps than parents with older children.
- 58% of parents report that at least one of their children has a cell phone or smart phone.
 - 63% of Black parents say their children have a cell phone, compared to 54% of White parents, 57% of Hispanic parents, and 53% of other race parents.
 - As one would expect, as a child's age increases, so does the likelihood that they have a cell phone.



KEY FINDINGS

- Parent estimates of their children's use of social media apps on their phone shows that 27% say their children spend 0 to 2 hours per day on social media apps on their phone, 34% spend between 3 and 4 hours, 16% spend 5 or more hours per day, and a noteworthy 23% are not sure.
 - The mean number of hours per day respondents' children spend on social media apps on their phone is 3.41.
 - Children's social media uses mirrors their parents. Among parents who spend 0-2 hours per day on social media, their children's average daily use is 3.0. For parents who spend 5+ hours per day on social media, their children's average is 3.7.
- A plurality of parents whose kids have a phone say they use all of the social media apps listed. When we single them out, You Tube is the most used, followed by snapchat and TikTok which are tied for second place. Very few use Instagram.
 - You Tube is more popular in NYC than Long Island.
 - TikTok is used more in Long Island than NYC.



KEY FINDINGS

- There is strong support for states and social media companies limiting social media for minors. 85% agree (62% strongly) that they support state laws limiting social media feeds for minors and 82% (58% strongly) support social media companies doing more to limit children's use of their apps.
 - In both cases, parents with children age 11-13 are the strongest supporters of these approaches to limiting minors' access to social media.
 - Support is also very high among parents whose children do not have cell phones.
- Parents are clearly torn about cell phones in schools. 77% agree (52% strongly) that students should not be permitted to use cell phones in schools, however, 72% also agree (54% strongly) that they want their child to have a cell phone at school so they can reach their parent in case of an emergency.
 - Parents who are most concerned about an emergency are Black and have kids age 11-17.



KEY FINDINGS

- Even 60% of parents whose children do not have a cell phone agree that they would like their child to have one in school for an emergency.
- White and other race parents are more supportive of not permitting cell phone use in schools than Black and Hispanic parents.
- 80% of parents whose children do not have cell phones want to prohibit cell phone use in schools, compared to 66% of those whose children have cell phones.
- Parents whose kids spend more hours/day on social media apps are in greater support of prohibiting cell phone use in schools.
- Parents with children age 13 and under are stronger supporters of prohibiting cell phone in schools than parents with children age 14-17.
- 73% of parents agree that the schools their children attend are safe. 90% of parents with kids age 6-10 believe their children's schools are safe, compared to 75% of parents with kids age 0-5, 70% of parents with kids age 11-13, and 65% of parents with kids age 14-17.



KEY FINDINGS

- 68% of parents believe parental controls for their children's social media use are effective.
 - Interestingly, the parents who are most likely to believe this are parents whose children do not have cell phones and whose children are under age 10.
 - Only 59% of parents whose children have cell phones and 55% of parents with children age 14-17 believe parental controls for social media are effective.
- Although parents report that their children are spending an average of over 3 hours per day on social media apps on their phone, only a slim majority of 53% say they are concerned about the amount of time their children spend on social media apps.
 - Concern is higher among those who say their children spend 5+ hours on social media apps, however, even here only 65% express concern.
 - White parents are more concerned than parents of other races.
 - It is noteworthy that parents who themselves spend 5+ hours per day on social media apps express higher concern about their children's social media use.



KEY FINDINGS

- Only 25% of parents whose children have cell phones agree that their children's social media use is having a negative impact on their mental health.
 - White and Hispanic parents are far more likely to say social media is affecting their children's mental health than Black parents.
 - 44% of parents with kids who spend 5+ hours/day on social media say it has mental health consequences, compared to only 17% of parents whose kids spend 0-2 hours a day on social media.
 - Parents of children age 14-17 are the less concerned about the impact of social media on their children's mental health than parents with younger children.
- Turning to parents, 31% overall agree that they spend too much time on social media on their cell phone and 65% disagree.
 - Among parents who spend 5+ hours/day on social media apps on their phone, only a slim majority of 52% say they spend too much time on their phone.
 - Black and Hispanic parents are more apt to say they spend too much time on their phone than White or other race parents.



KEY FINDINGS

- 16% of parents agree they may be addicted to their phone.
 - One third of parents who spend 5+ hours/day on social media apps say they may be addicted to their phone.
 - Women under 40 are more likely to agree they are addicted to their phone than women age 40-59 and all men.
 - Parents of younger children are more likely to say they are addicted to their phone than parents of older children.
- A scant 4% of all parents agree their phone usage has hurt their relationships. Among parents who spend 5+ hours/day on their phones, only 9% agree that their phone usage has hurt relationships.



MESSAGING RECOMMENDATIONS

- Area parents/guardians are spending an astonishing 3.29 hours per day on social media apps on their cell phones and 17% of them spend more than 5 hours/day.
- More than one-half of parents have children with a cell phone or smart phone.
- One quarter of parents whose children have a phone are not sure how many hours per day their children spend on social media apps on their phones.
- On average, children (3.41 hours) are spending only slightly more time per day on social media apps on the phones than their parents (3.29 hours).
- Surprisingly, only a slim majority of parents whose children have a phone express concern about the amount of time their children spend on social media apps; perhaps because they are spending about the same amount of time on them and don't have a lot of concern about their own usage.



MESSAGING RECOMMENDATIONS

- Parents who spend more time on social media apps have kids who spend more time on social media apps.
- Very few parents believe they are addicted to their phone and even fewer say their phone usage has hurt their relationships.
- There is a strong call on the state, social media companies, and schools to take action to limit children's phone use and access to social media apps.
- Parents of younger children are far more likely to say parental controls for social media are effective than parents of older children.
- Only one-in-four parents of children with a phone believe their children's social media use is having a negative impact on their mental health.
- Parents want their children to have a phone at school in case of an emergency, but otherwise do not believe cell phone use should be permitted at schools.



CHART 1

Q.6 DO YOU HAVE A CELL PHONE OR A SMART PHONE?

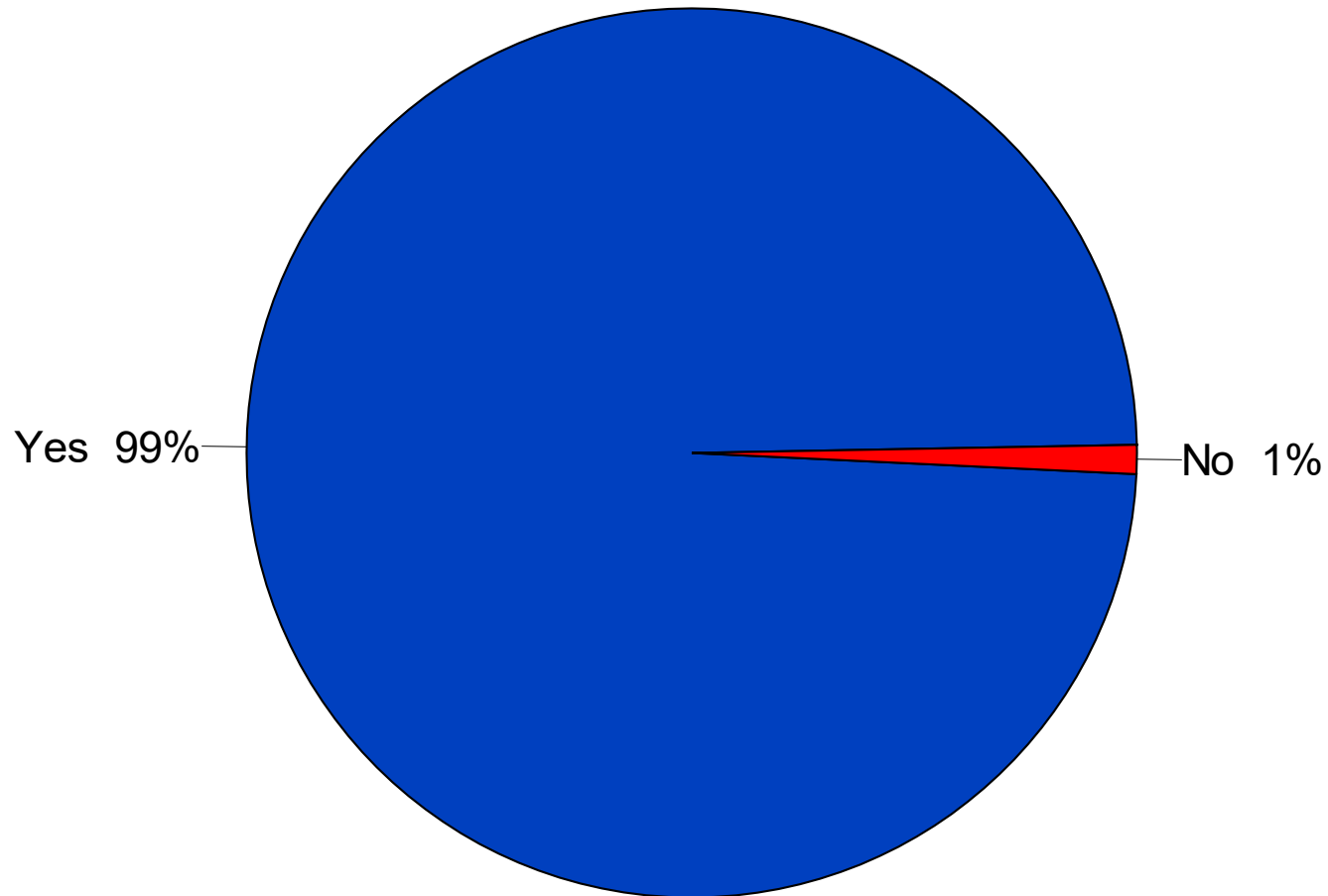


CHART 2

Q.7 ON AVERAGE, HOW MANY HOURS PER DAY DO YOU SPEND ON SOCIAL MEDIA APPS ON YOUR PHONE?

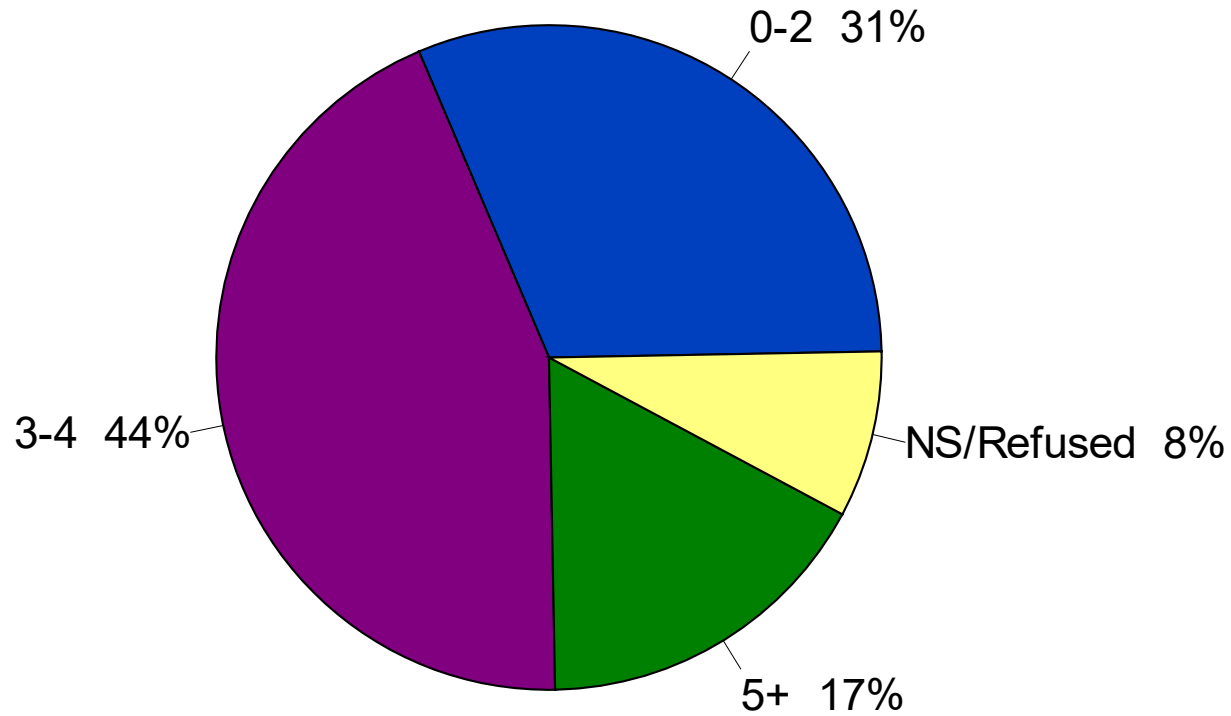


CHART 3

Q.7 MEAN NUMBER OF HOURS/DAY SPENT ON SOCIAL MEDIA ON PHONE

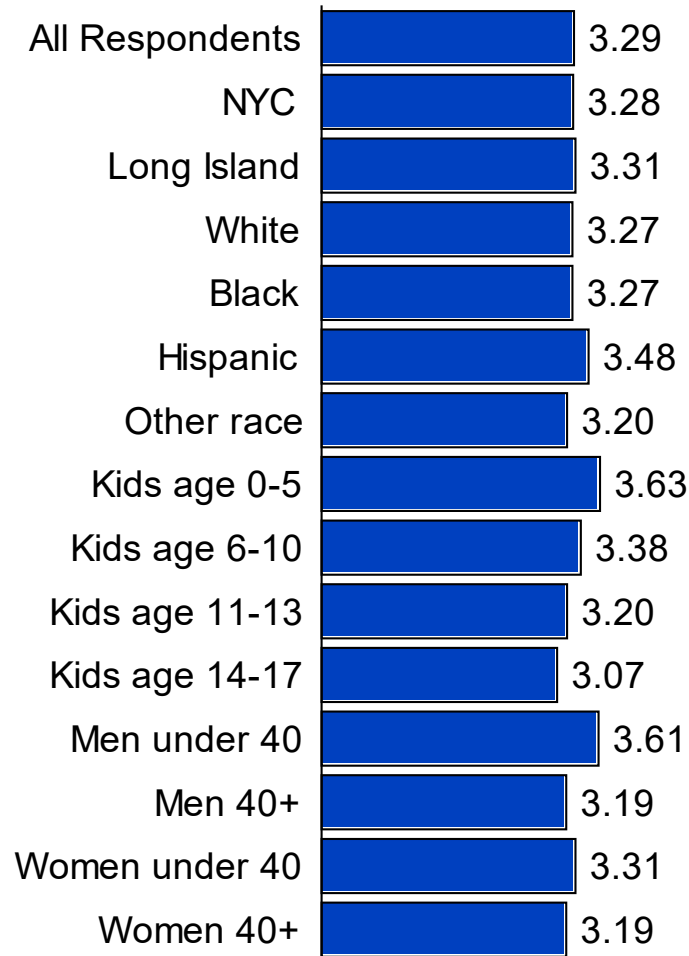


CHART 4

Q.11 DOES AT LEAST ONE OF YOUR CHILDREN HAVE A CELL PHONE OR SMART PHONE?

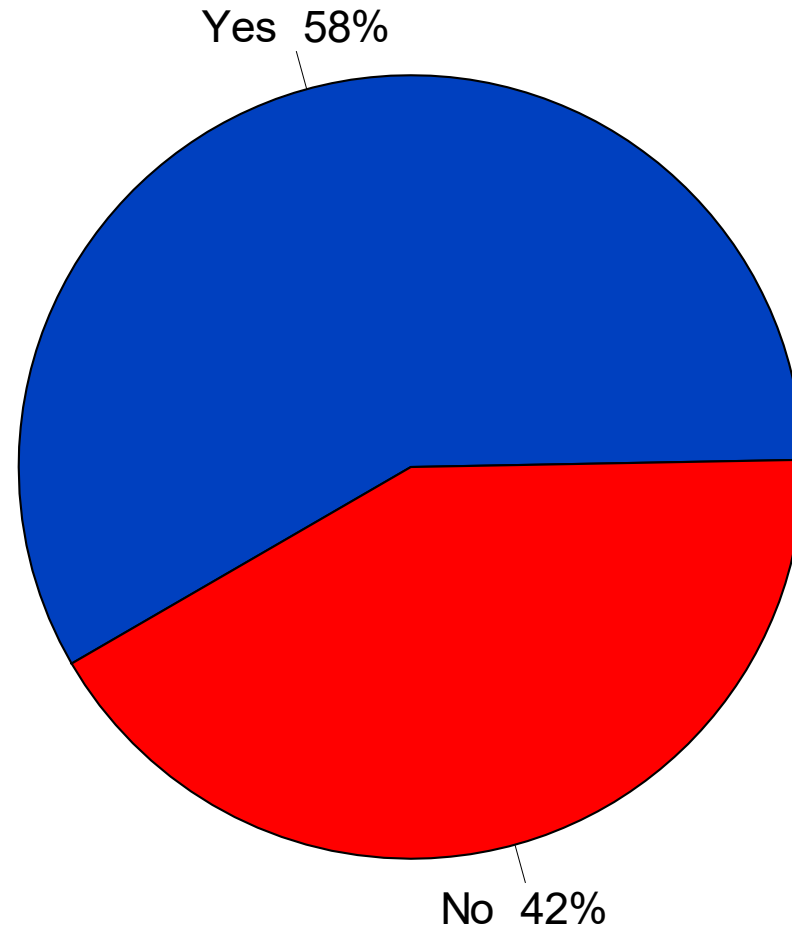


CHART 5

Q.11 PERCENTAGES WHO HAVE AT LEAST ONE CHILD WITH A CELL PHONE

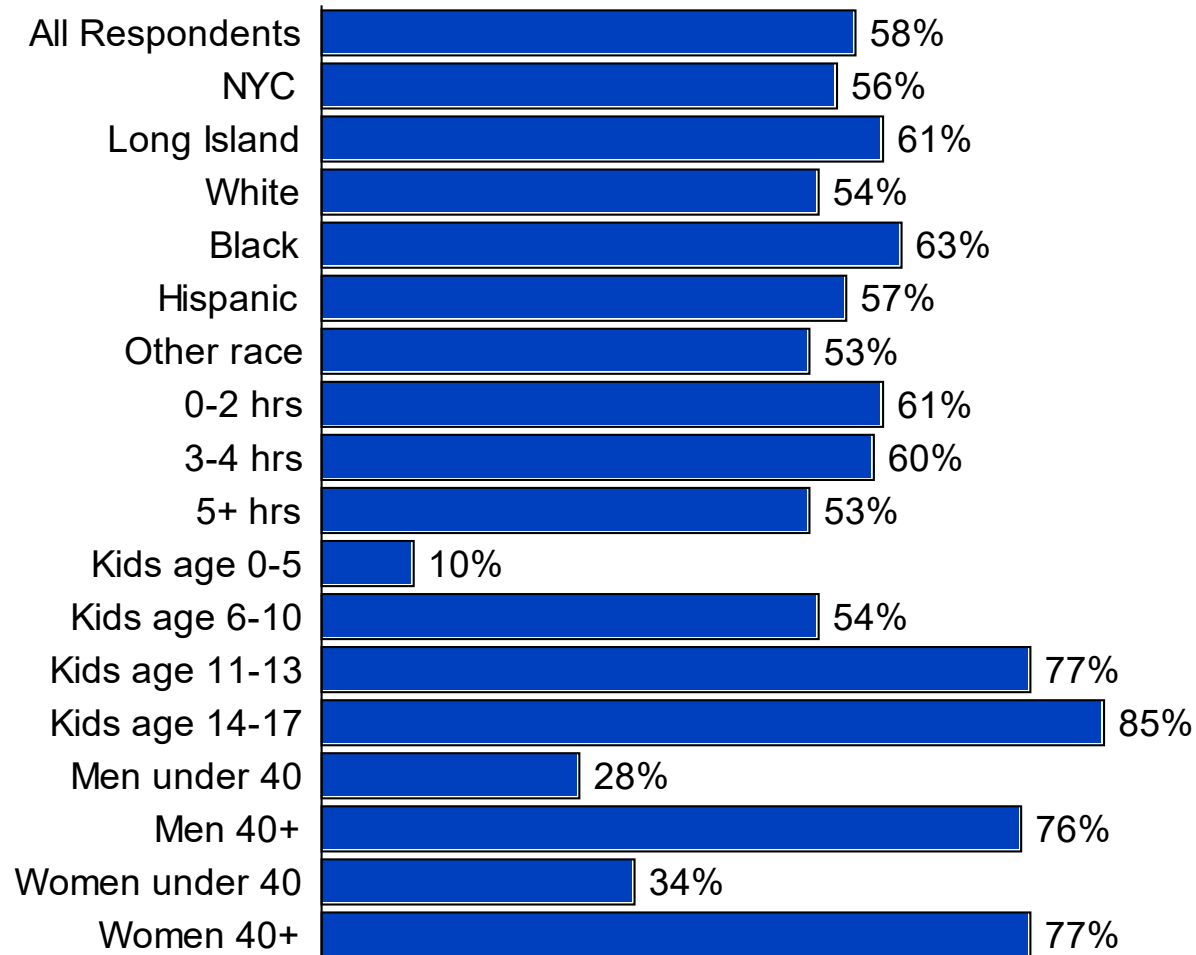
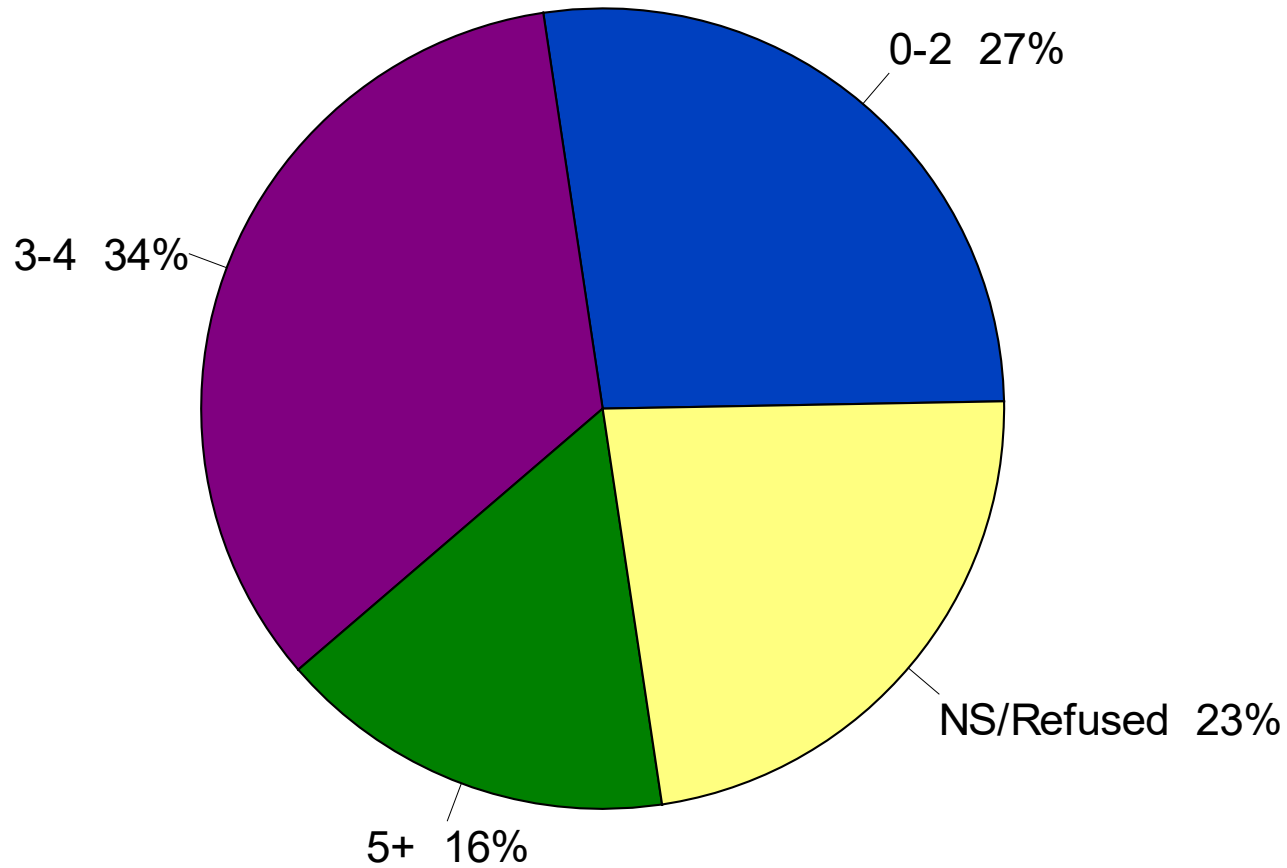


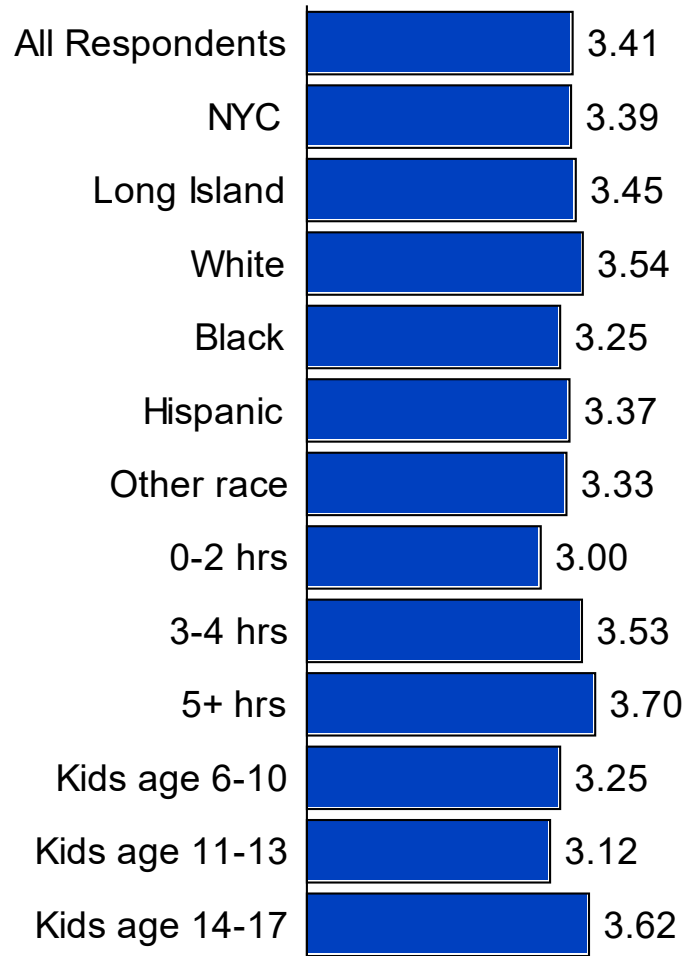
CHART 6

Q.12 ON AVERAGE, HOW MANY HOURS PER DAY DO YOUR CHILDREN SPEND ON SOCIAL MEDIA APPS ON THEIR PHONE?*



*Based only on respondents who have child with a cell phone. N=345.

Q.12 MEAN NUMBER OF HOURS/DAY CHILDREN SPEND ON SOCIAL MEDIA ON PHONE*



*Based only on respondents who have child with a cell phone. N=345.

CHART 8

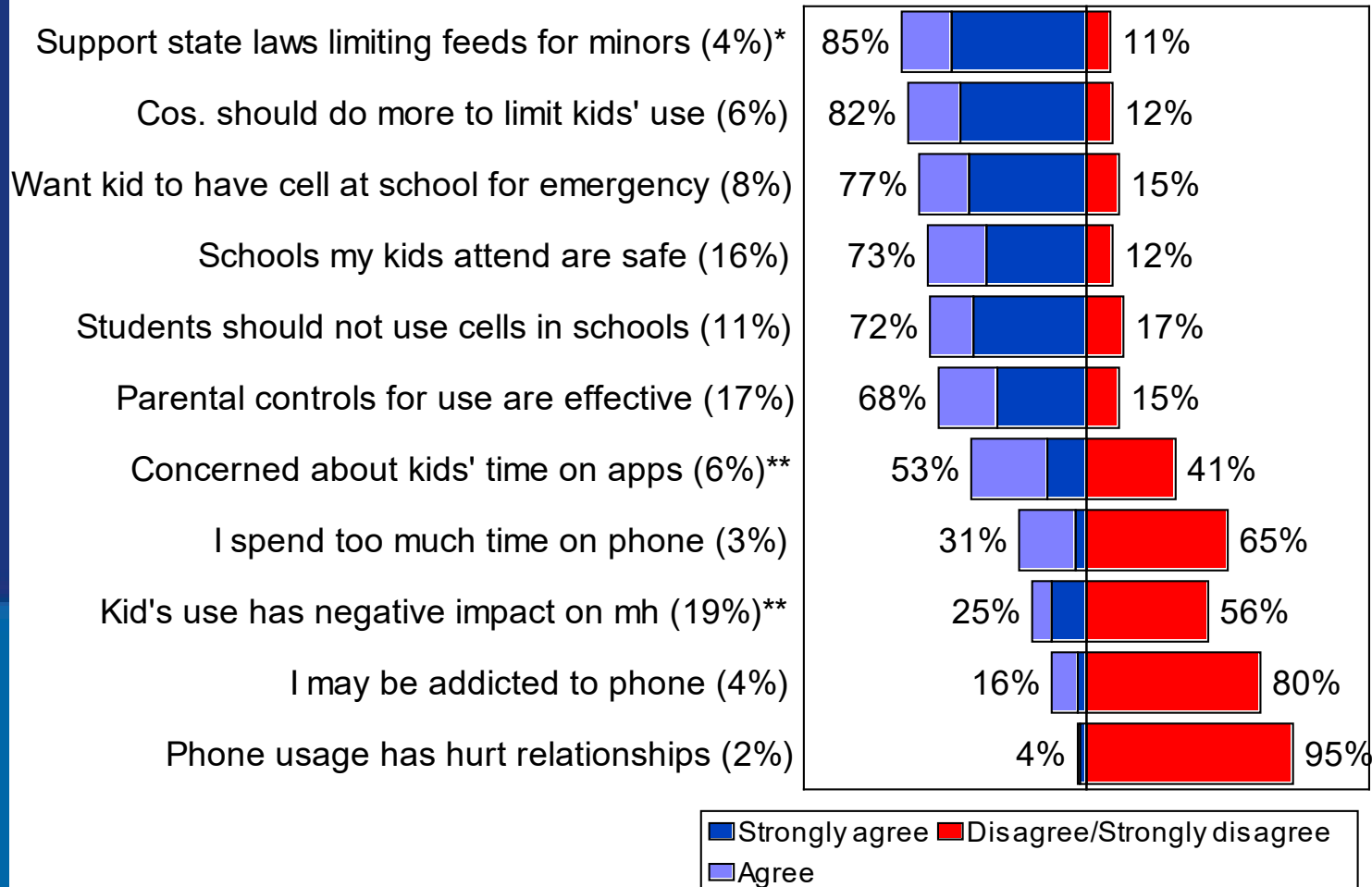
Q.13 WHICH SOCIAL MEDIA APP DO YOU THINK YOUR CHILDREN USE THE MOST?

	Respondent with kids with cell phones*	NYC	Long Island
All	28%	30%	25%
You Tube	25	27	20
Snapchat	14	15	13
Tik Tok	14	11	20
Something else	8	6	11
Instagram	4	5	3
NS/Refused	7	6	8

*Based only on respondents who have child with a cell phone. N=345.

CHART 9

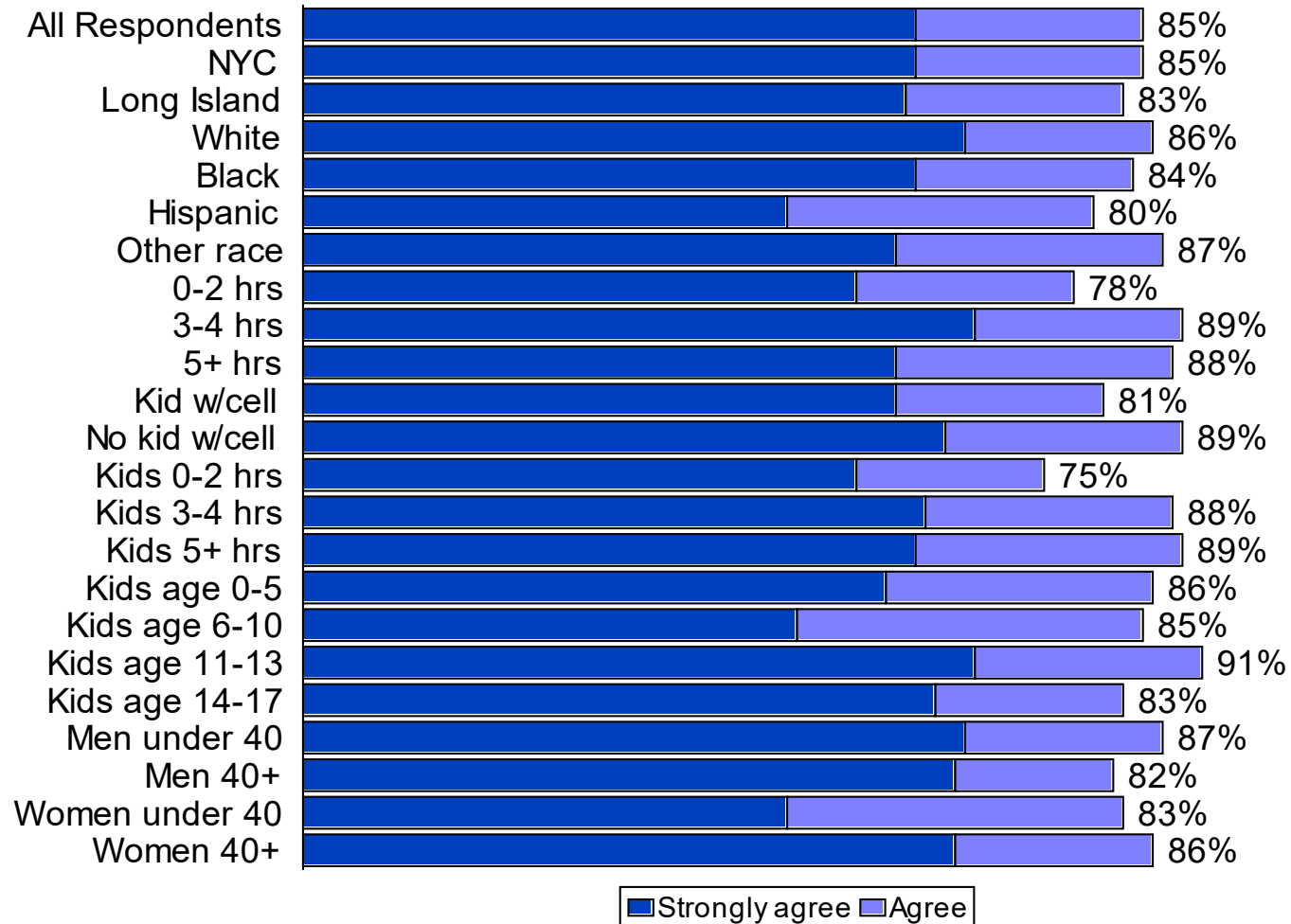
Q.8-10, 14-21 AGREEMENT WITH STATEMENTS ABOUT SOCIAL MEDIA APPS AND CELL PHONES



*Percentages in parenthesis are "not sure" or refused.

**Based only on respondents who have child with a cell phone. N=345.

Q.16 I SUPPORT STATE LAWS LIMITING SOCIAL MEDIA FEEDS FOR MINORS



Q.17 SOCIAL MEDIA COMPANIES SHOULD DO MORE TO LIMIT CHILDREN'S USE OF THEIR APPS

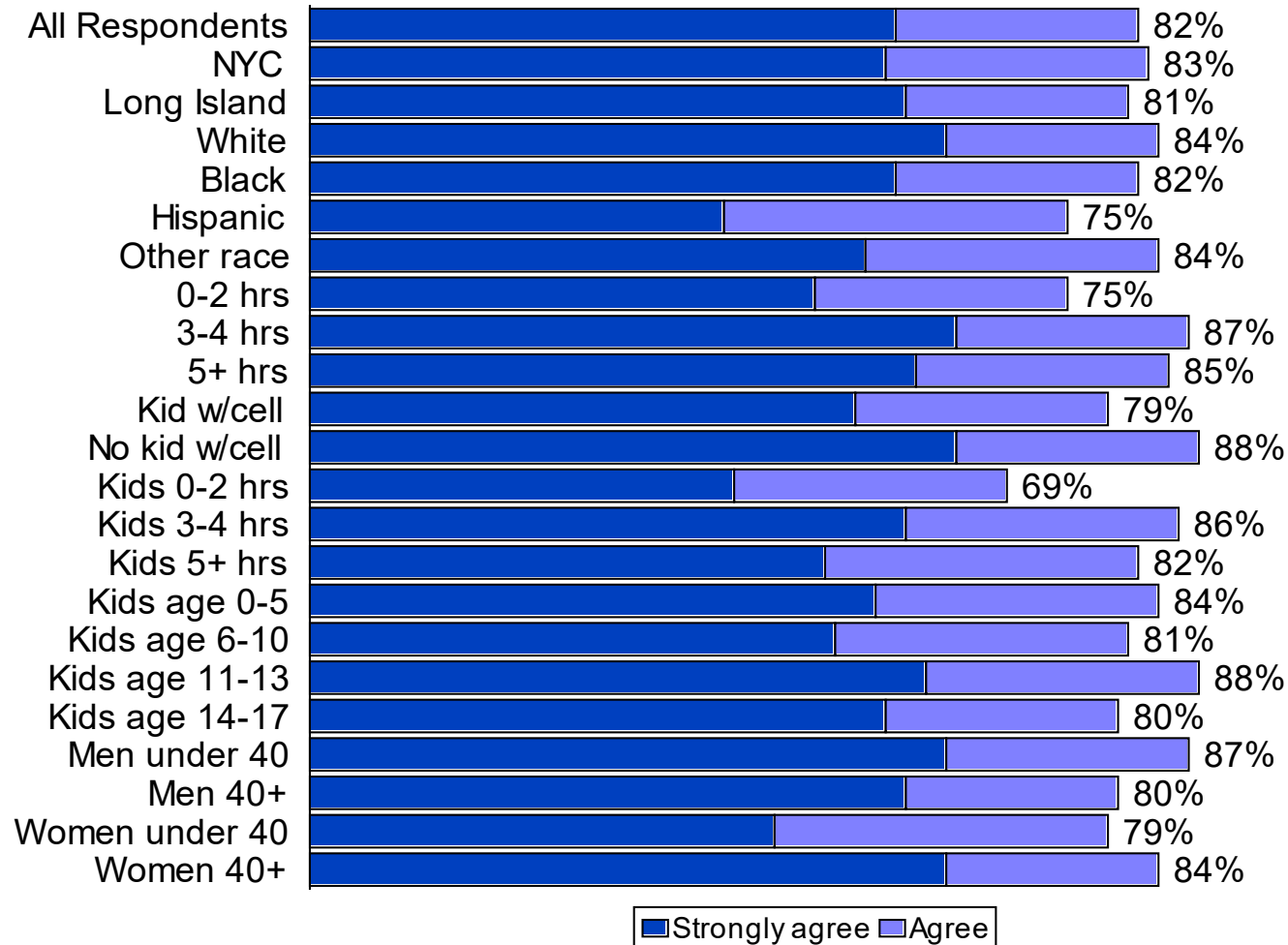
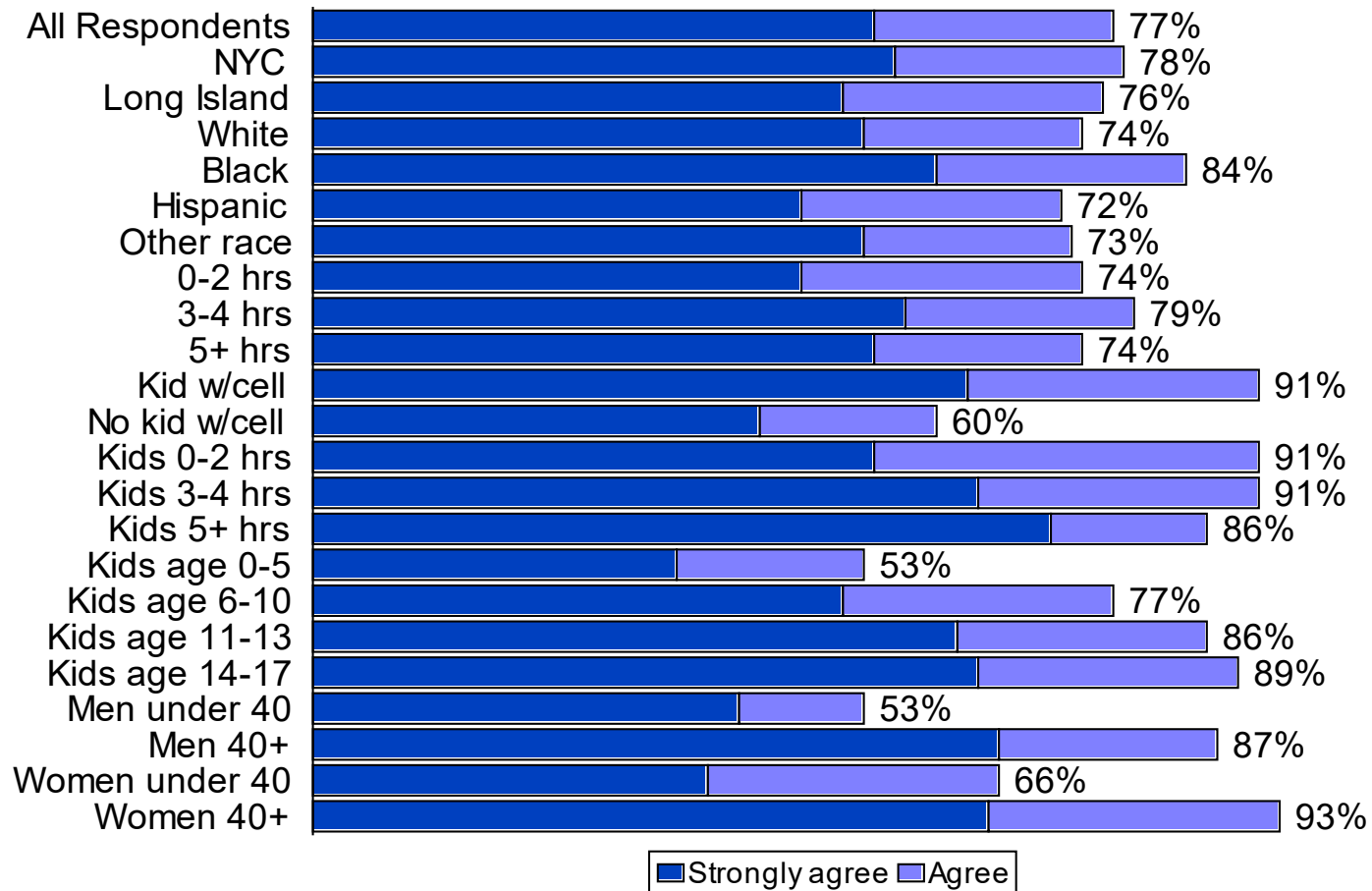
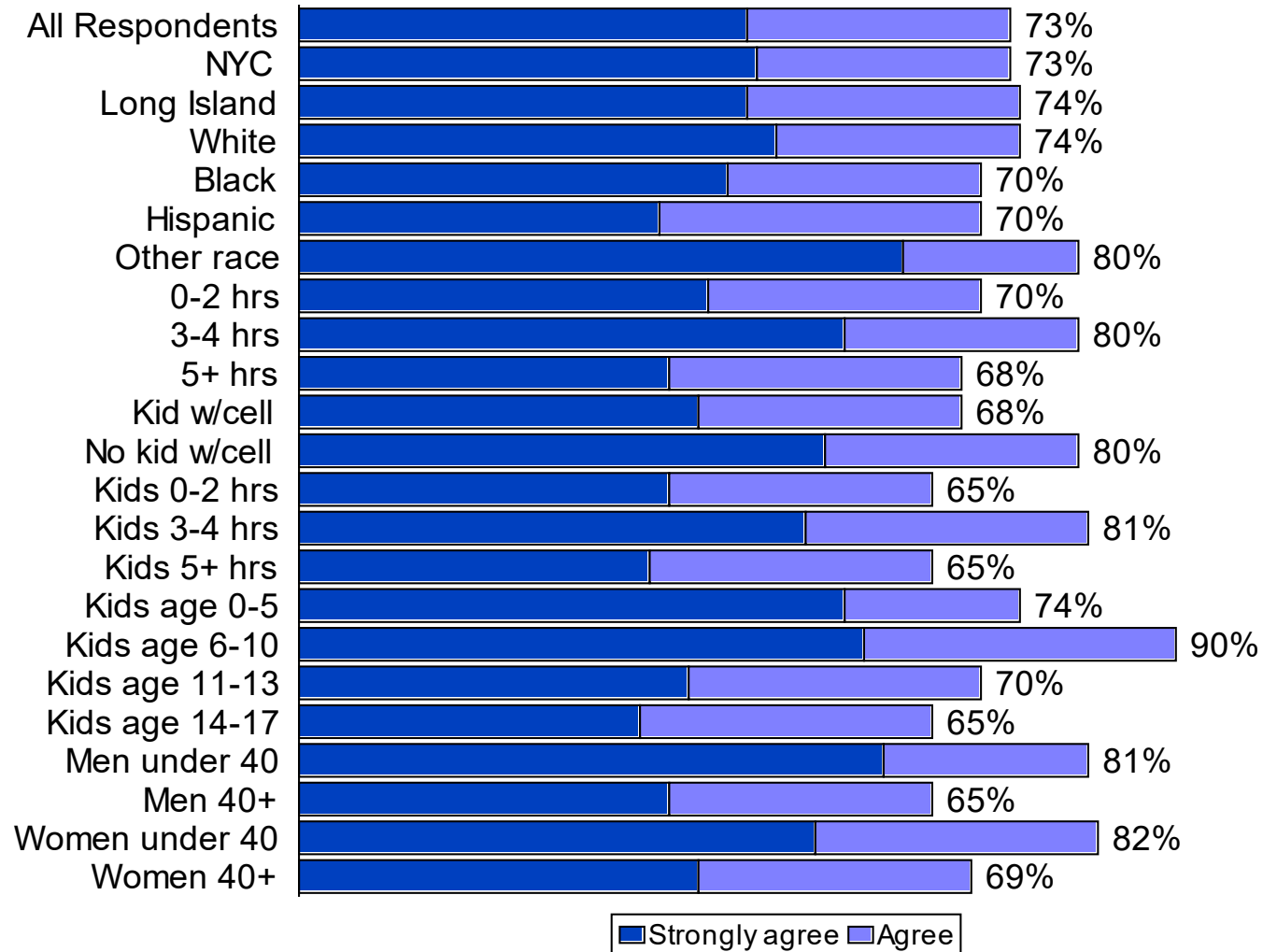


CHART 12

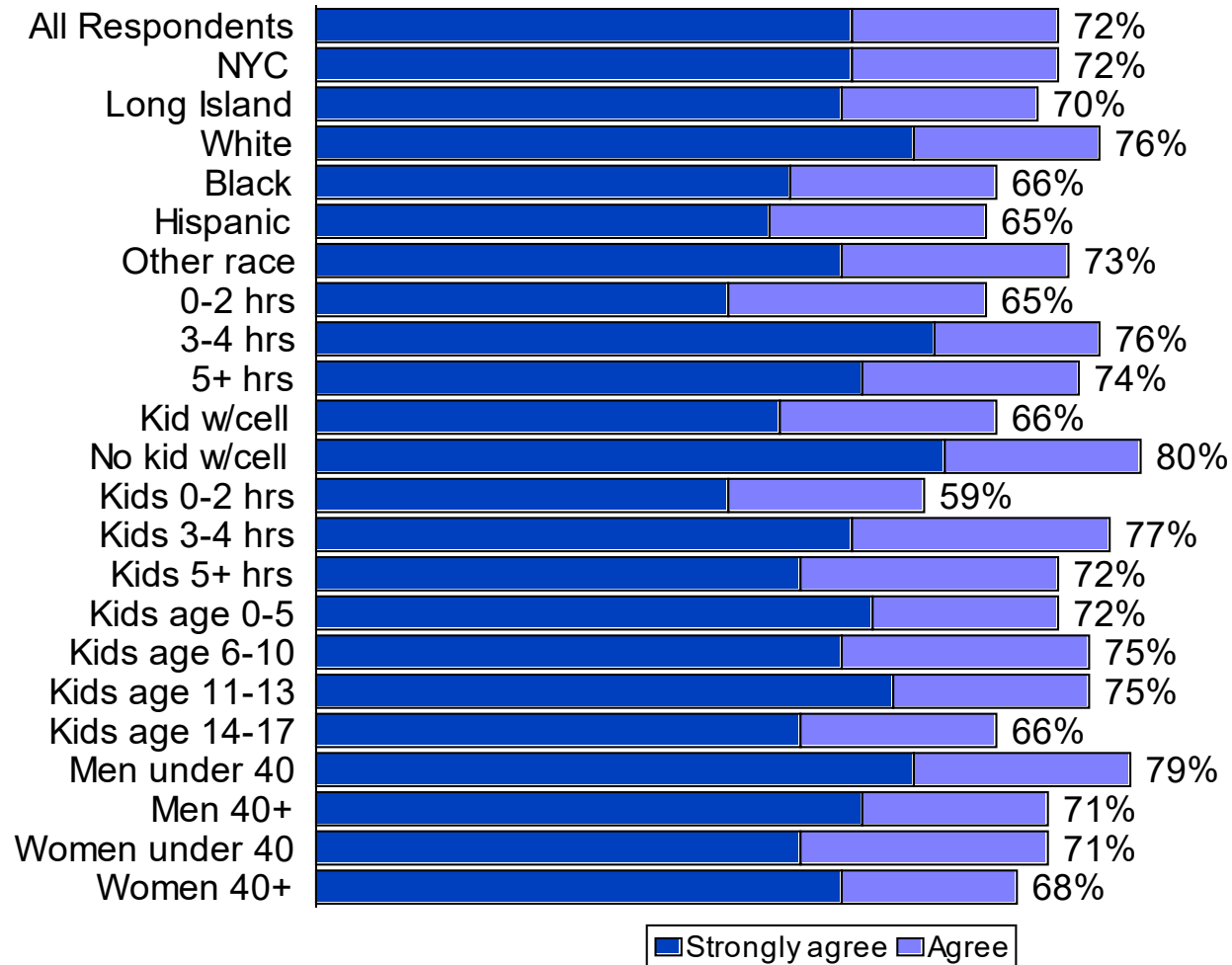
Q.21 I WANT MY CHILD TO HAVE A CELL PHONE AT SCHOOL SO THEY CAN REACH ME IN CASE OF AN EMERGENCY



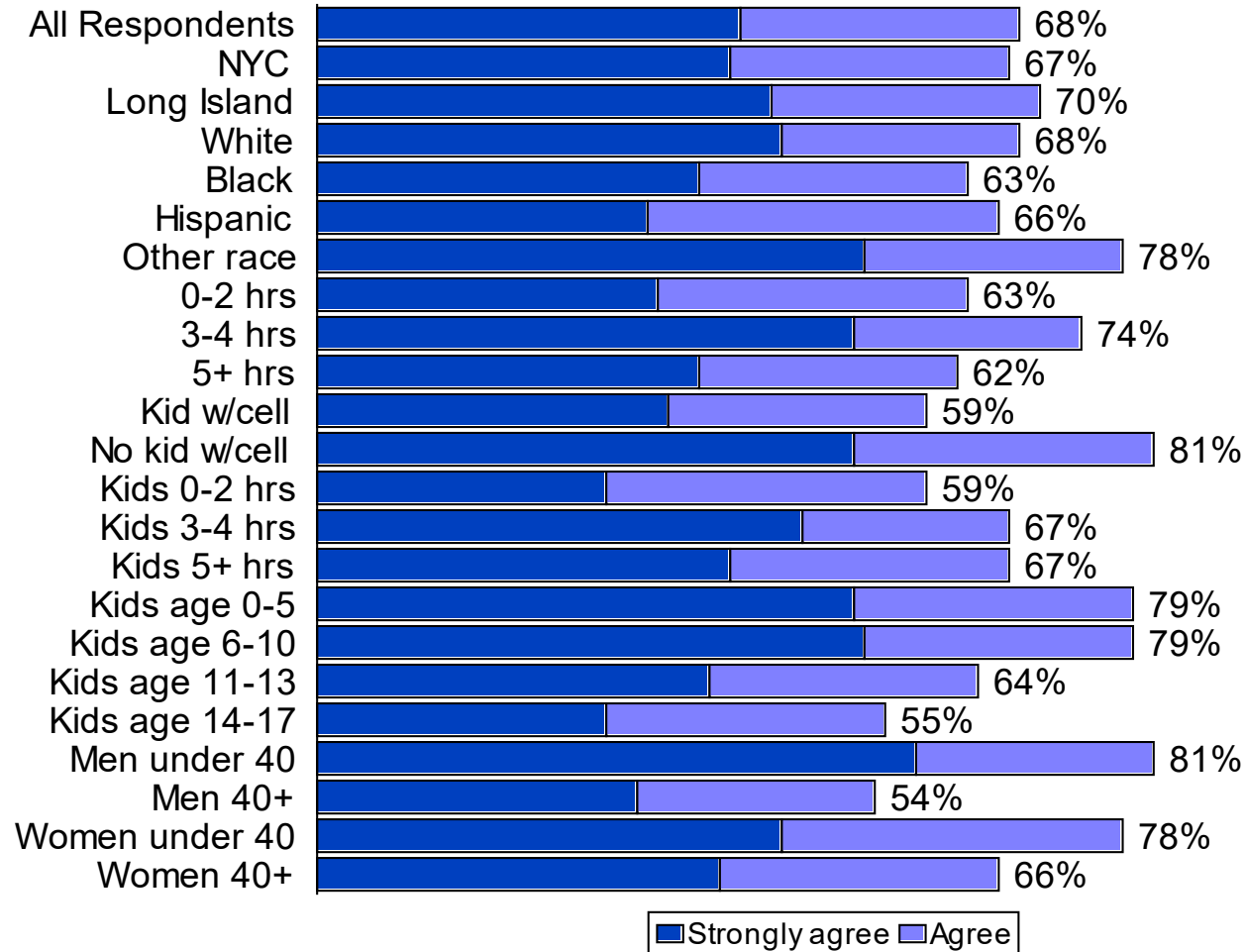
Q.19 THE SCHOOLS MY CHILDREN ATTEND ARE SAFE



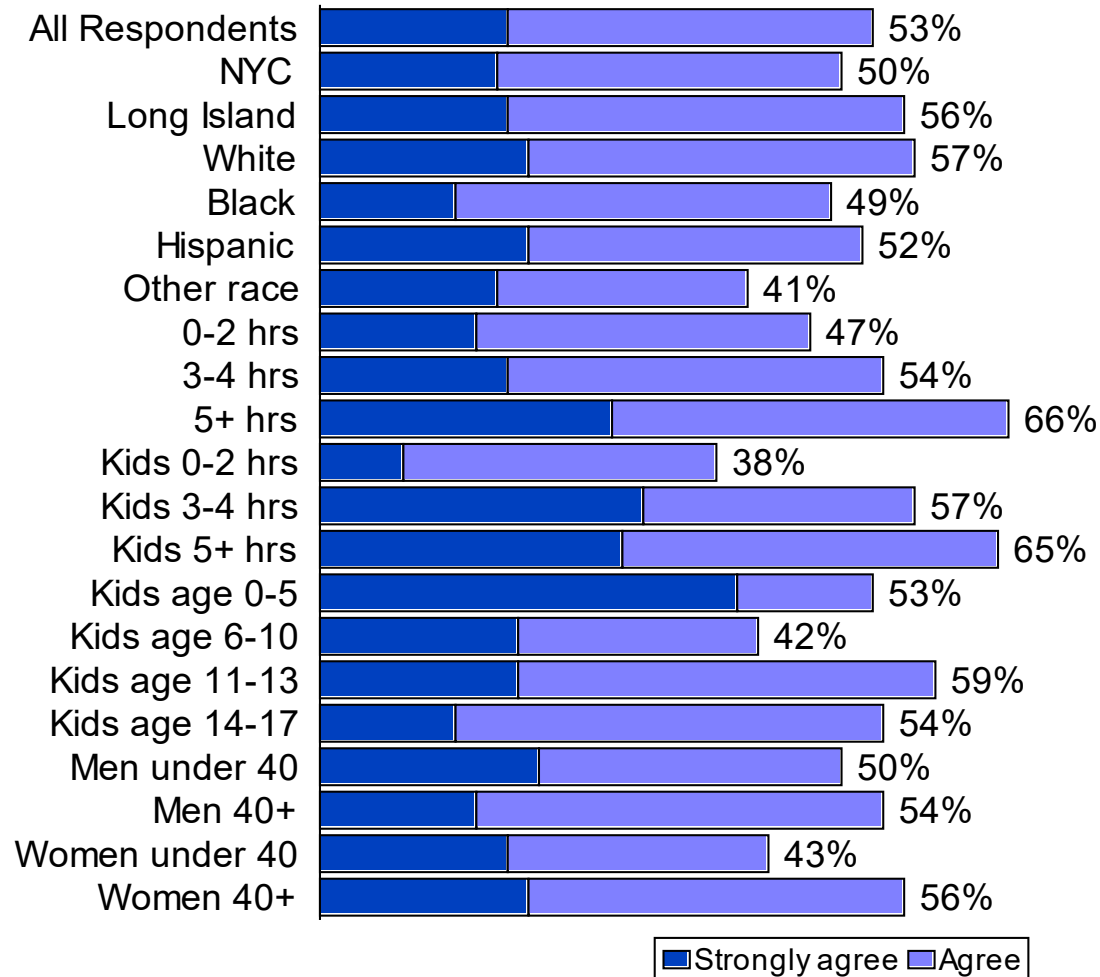
Q.18 STUDENTS SHOULD NOT BE PERMITTED TO USE CELL PHONES IN SCHOOLS



Q.20 I BELIEVE PARENTAL CONTROLS FOR CHILDREN'S SOCIAL MEDIA ARE EFFECTIVE

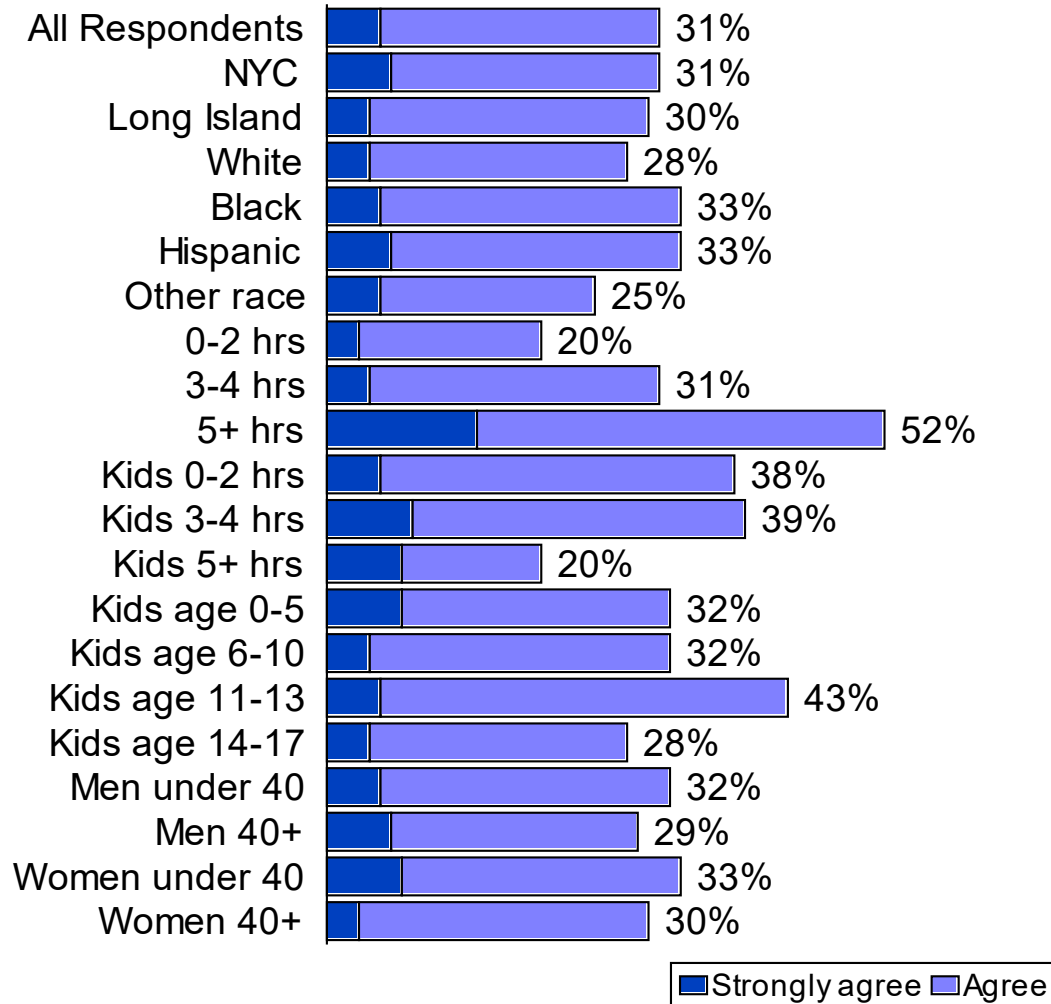


Q.14 I AM CONCERNED ABOUT THE AMOUNT OF TIME MY CHILDREN SPEND ON SOCIAL MEDIA APPS*

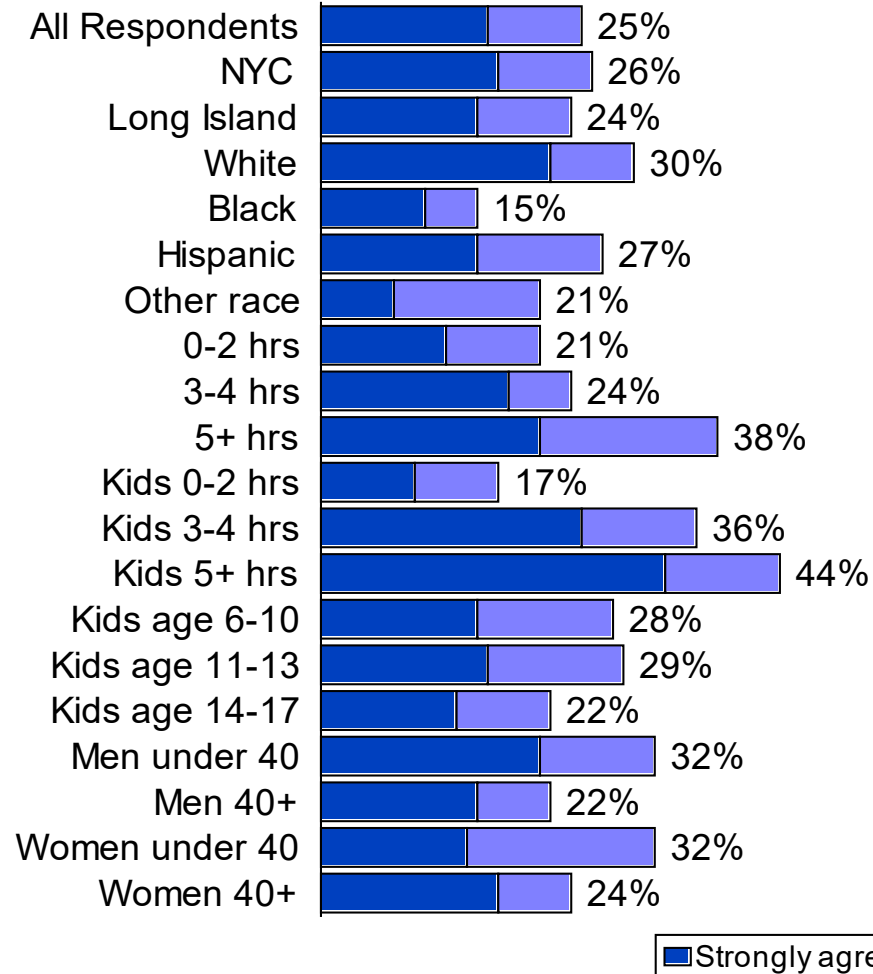


*Based only on respondents who have child with a cell phone. N=345.

Q.8 I SPEND TOO MUCH TIME ON SOCIAL MEDIA ON MY PHONE



Q.15 MY CHILDREN'S SOCIAL MEDIA USE IS HAVING A NEGATIVE IMPACT ON THEIR MENTAL HEALTH*



*Based only on respondents who have child with a cell phone. N=345.

Q.9 I MAY BE ADDICTED TO MY PHONE

