Modern Parenting Go-Guide
Insights and Discussion Starters

Life360 in collaboration with National PTA

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Life360 brings families closer through smart tools that protect and connect the people who matter most. With real-time location notifications and advanced driving safety features, parents and kids can feel free, together.

In an effort to better understand how the digital age affects families, Life360 surveyed 2,000 parents nationwide with kids ages 6-25. This Go-Guide compiles key findings and insights around family milestones, communication habits, and modern parenting concerns.

To address the challenges highlighted by this research, Life360 proudly announces a new collaboration with National PTA – the largest and oldest child advocacy association in the United States. Together, we will foster constructive conversations among families by offering new resources like this Go-Guide.
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Section 1

Universal Family Milestones

- National and Regional Averages
- General and Tech
- Family Communication
These national and regional averages give us a snapshot of how parents are setting rules in today’s digital landscape.

<table>
<thead>
<tr>
<th>Rule</th>
<th>National</th>
<th>Northeast</th>
<th>Southeast</th>
<th>Southwest</th>
<th>Midwest</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet friends’ parents before allowing sleepovers</td>
<td>52%</td>
<td>52%</td>
<td>56%</td>
<td>45%</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Require frequent check-ins while out with friends</td>
<td>52%</td>
<td>54%</td>
<td>50%</td>
<td>50%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Prohibit cell phones in bedrooms after a certain time</td>
<td>45%</td>
<td>43%</td>
<td>39%</td>
<td>46%</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>Prohibit driving friends without an adult in the car</td>
<td>41%</td>
<td>43%</td>
<td>37%</td>
<td>40%</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>Set a curfew</td>
<td>35%</td>
<td>38%</td>
<td>35%</td>
<td>34%</td>
<td>30%</td>
<td>40%</td>
</tr>
</tbody>
</table>

56% of parents require their children to allow them access to their social media accounts for monitoring purposes, which they check on average 3 times per day.

51% of families use a location sharing service and nearly 70% of parents agree they would be comfortable using one for peace of mind.

How similar are the rules you are setting with your children to the ones you grew up with? How are they different?
How did you determine at what age your child got a smartphone? How did you first introduce your child to technology and teach them how to use it responsibly?

When your child got their first smartphone, it was:
- New (67%)
- Used (23%)

Average Age of Milestones: General

- Age 11
  - Dress themselves
  - Pack their own lunch

- Age 12
  - Stay overnight at a friend’s house
  - Walk / Bike to school on their own
  - ★ Parents would sooner let their kids get to school on their own before letting them make their own bedtime!

- Age 13
  - Stay at sleepaway camp
  - Go out with friends unsupervised
  - Set their own bedtime

Average Age of Milestones: Tech

- Age 10
  - Use the internet with supervision

- Age 12
  - Use the internet without supervision
  - Get a cell phone

- Age 13
  - Get a social media account
  - Get a computer
  - Get an email account

When your child got their first car, it was:
- New (30%)
- Used (46%)
Staying in Sync: How do families talk throughout the day?

Families on average exchange over 10,000 messages per year, and about 34% of parents reported that their family exchanges upwards of 30 text and social media messages per day.

On average, parents contact their kids to check on their whereabouts 6 times per day.

Fun fact:
Southeastern states use digital calendars more than other regions to help run their family’s day to day.

Top daily messages from parents to kids:

- I love you! 3.5x
- Checking in 3.1x
- Where are you? 2.7x
- What time will you be home? 2.7x

How often do you text with your kids just for fun? Does it help bring you closer?
Section 2

Modern Family Insights
by School Age

Elementary School
Key Theme: The digital age has made the strongest impact on parenting younger children.

For parents of elementary school students, two of their top three concerns are specific to digital technology, over more timeless fears like making friends. At this young age, parents are already worried about their kids posting content online that could negatively affect their reputation. Across the board, parents of boys worry slightly more.

Top 5 Concerns: These worries are shared by parents of Elementary School kids.

- Too much screen time: 47%
- That they might fall behind in school: 43%
- That they might be negatively affected by the media: 41%
- That they might make bad decisions based on peer pressure: 39%
- That they might be bullied at school: 34%

How does your family balance screen time? Do you have conversations with your child about media influence? What do you tell them?
Modern Family Insights by School Age

Middle School
Middle School

Key Theme: Kids’ unprecedented access to their peers can be cause for concern.

Nationwide, the average age for kids entering the digital world is 12 years old. This includes cell phones, computers, and social media accounts. With the introduction of new channels of communication, parents list peer pressure as their top concern. Parents of girls worry slightly more about cyberbullying, while parents of boys are more concerned about what their kids post online.

Top 5 Concerns: These worries are shared by parents of Middle School kids.

- That they might make bad decisions as a result of peer pressure: 48%
- That they might be cyberbullied: 45%
- That they might encounter school violence: 43%
- That they might be negatively influenced by the media: 39%
- That they might be bullied at school: 34%

How do you empower your family to address and combat cyberbullying? What are three things you teach your kid about peer pressure?
Modern Family Insights by School Age

High School
Key Theme: In digital times, parents’ top concerns are traditional: stress, college, unsafe sex, and driving.

As kids approach legal adulthood, parents across the country worry about next steps, specifically getting into a good college. Regionally, parents in southeastern and western states share a stronger concern about schoolwork stress than the rest of the country. When it comes to concerns over inexperienced drivers, over a quarter of parents worry their child will get into an accident, drink and drive, or drive distracted.

Top 5 Concerns: These worries are shared by parents of High School kids.

- That they might not get into a good college: 41%
- That they’re stressed from school work: 39%
- That they might struggle with mental health: 39%
- That they might have unsafe sex: 38%
- Too much screen time: 37%

How do you help your teen handle stress? What steps can your family take to promote and ensure mental health?
Modern Family Insights by School Age

College
Key Theme: Newfound independence is linked to concerns over health and safety.

Overall, worries about wellness surface for all parents of college kids nationwide. Screen time concerns peak for the second time since elementary school, especially for parents of freshmen and sophomores. Parents of boys tend to worry slightly more in general about underage drinking and mental health, but all are nearly equally concerned about drug use.

Top 5 Concerns: These worries are shared by parents of College students.

- Too much screen time: 44%
- That they’re stressed from school work: 41%
- That they will encounter school violence: 38%
- That they might start doing drugs: 34%
- That they might start drinking while still underage: 33%

What safety lessons do you teach your child before they go to college? Is there a balance between staying in touch and letting your young adult have their independence?
Section 3

A Modern Tool for Families

- Life360’s Advanced Safety Features
- Talking to Your Kids About Life360
Life360’s Advanced Safety Features

In our ever-changing digital world, 51% of families use a location sharing service and nearly 70% of parents agree they would be comfortable using one for peace of mind. Life360 helps to alleviate parents’ biggest concerns with smart, easy to use, battery-friendly features.

Life360 uses real-time location sharing to sync your family into a private Circle. Driver Protect goes the extra mile to safeguard your family anytime they’re on the road.

Unlimited Notifications
Set your Circle’s most frequented Places — like school, work, soccer field, band practice, and home — and get a heads up as family members come and go.

Crash Detection
Advanced sensors detect collisions over 25mph the moment they happen. From there, live agents reach out to the driver or passenger, alert emergency contacts, and can send an ambulance.

Driver Report
See how (and what) everyone is doing behind the wheel to help curb dangerous activity like texting, speeding, hard braking, and aggressive driving.

Roadside Assistance
Whether it’s a flat tire, dead battery, lockout, or (oops) no gas, Life360 can send help right away, 24/7.

Download the Life360 app for free in the Apple App Store or Google Play Store, and learn more at life360.com.

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Talking to Your Kid(s) About Life360
From resident psychologist and Life360 Family Expert, Dr. Vanessa Lapointe

“Technology can work beneficially for both parent and child. To successfully achieve this, families must have honest and transparent conversations on how technology will be used, what the expectations for it are, as well as its limits.”

Here are a few important questions to talk through together:
(Hint: Learn more about Life360 on page 17)

- As a family, what reason(s) are we using Life360 for?
- What are the expectations around when location sharing is turned on or off?
- How often do we plan to use Life360 to check the other’s location?
- How will location sharing help us feel more connected as a family?

Best practices for families:
- Be open and honest about using location sharing so as to foster continued trust within your relationships.
- Use location sharing as a proactive tool to ensure the best for your kids, rather than having it imposed as a consequence.
- Use location sharing to bolster your role as a parent who is capably in the lead, thinking of location sharing as a tool for you; for example, try “you weren’t where you said you were going to be so I am going to drive you for the next while and we will revisit this again in a week to see where things are at” instead of “you weren’t where you said you were going to be so now your driving privileges are suspended!”

Looking to make these conversations official? National PTA’s The Smart Talk (https://thesmarttalk.org) is an interactive tool that prompts points of discussion to have with your child around different digital topics and culminates into a digital contract that families can sign!