

May 10, 2019

# Parents Feel They're Losing the Screen Time Battle

At KinderCare, we are committed to building confidence for life for the over 165,000 students in our care across the United States. The 2019 Parent Confidence Report ([kindercare.com/raisingconfidence](http://kindercare.com/raisingconfidence)), conducted by The Harris Poll, provides insights into why confidence is fundamental to being a good parent and critical to children's development.

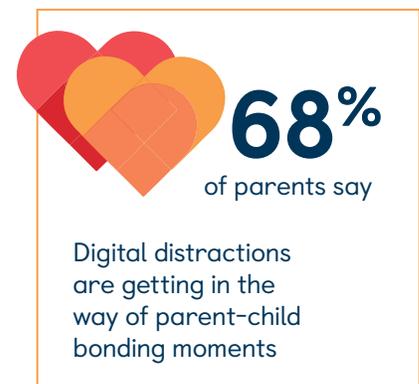
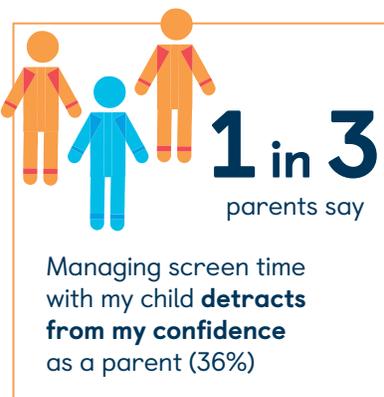
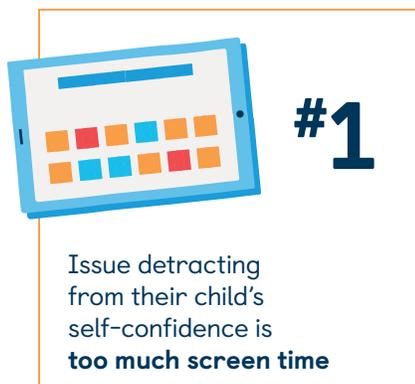
Eighty-four percent of parents say confidence is important to being a good parent. Yet a number of issues are shaking their confidence, raising challenging obstacles and making parenting harder than it was 10 years ago. One of the biggest concerns is the pervasiveness of technology, presenting a common and frustrating hurdle to both parents' and children's confidence.

## Digital distractions are getting in the way

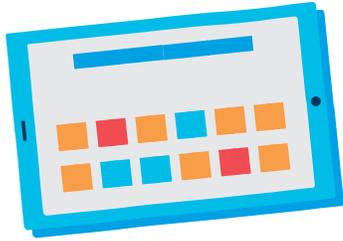
The conversations around screen time continue to raise alarms about its effect on child development. Parents, educators, researchers, and technologists are focused on finding a balance between the benefits and disadvantages of our digital life.

KinderCare's findings from the 2019 Parent Confidence Report suggest that the issue of screen time affects both children's and their parents' confidence. With constant pressure to do it all—and on their own—parents are struggling with where to draw the line on digital usage and social media.

## Here's what parents have to say ...



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issue detracting from their child's self-confidence is **too much screen time**

Parents say ...

### Managing screen time causes them major concerns

**59%** say enforcing limits on screen time is exhausting when they are with their child.

And they think screen time is one of the top factors making parenting harder today.



while



### Helping parents and children make smart and safe digital choices

The 2019 Parent Confidence Report reflects parents' growing concerns about the amount of screen time their children are exposed to and how they use that time. We must also acknowledge that childhood is the period for developing the critical-thinking skills children need to make good lifestyle decisions, including safe digital choices.

KinderCare Learning Centers provides opportunities for children to become active creators with technology, rather than passive consumers of it, and to interact with their parents in the process. Through KinderCare's Technology Track and [STEM Innovators Learning Adventures](#), children are learning coding, digital art, game design, and digital citizenship.

We want to work with our families to set and reinforce limits on screen time, actively engage with online experiences, use technology as a tool for creation, teach how to think critically about online behavior and actions, and make tech-free zones part of their home and life. With responsible practices like these, children are better equipped to build confidence for life.