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Project Title: Pin Base Application

Project Idea: Family Tracking App

Research: For personas and importance of our application idea

Grandparents/Elders Data:

- “More Grandparents Than Ever” by Sharon Jayson (March 20, 2017)
<https://www.nytimes.com/2017/03/20/health/grandparents-population-census.html>
 - U.S. has 69.5 million grandparents as of 2014
 - Number of grandparents has grown 24% since 2004
 - All adults age 30 and older, 37% are grandparents as of 2014
- “National Grandparents Day 2017: Sept. 10” (July 12, 2017)
<https://www.census.gov/newsroom/facts-for-features/2017/grandparents-day.html>
 - Grandparents as caregivers 7.3 million living with their grandchild who is under 18 years old in 2015
 - 642,852 number of grandparents who has a disability and were responsible for their grandchildren
- “Facts and Figures” from Alzheimer’s Association
<https://www.alz.org/alzheimers-dementia/facts-figures>
 - 1 in 10 people age 65 and older (10%) has Alzheimer's dementia.
 - 1 in 3 seniors die with Alzheimer’s or another dementia.

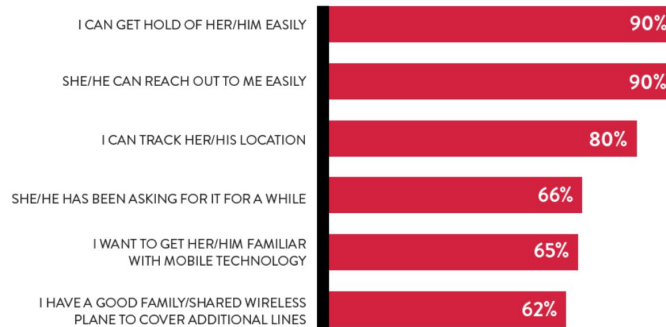
Parents & Children Data:

- “The Age That Women Have Babies: How a Gap Divides America” By QUOCTRUNG BUI and CLAIRE CAIN MILLER (AUG. 4, 2018)
<https://www.nytimes.com/interactive/2018/08/04/upshot/up-birth-age-gap.html>
 - New parents tend to be older in general. The average age of first-time mothers is 26, up from [21 in 1972](#), and [for fathers it's 31](#), up from 27.
- “Survey: Many Youngsters Home Alone After School” by Anjetta McQueen (September 11, 2018)
<https://abcnews.go.com/Health/story?id=117979&page=1>
 - One in five children ages 6 to 12 are regularly left without adult supervision after school, according to a survey of working parents.
- “73% of Teens Have Access to a Smartphone; 15% Have Only a Basic Phone” (April 8, 2018)
http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/pi_2015-04-09_teensandtech_06/
 - 73% of teens have access to a smartphone
- “Parents, Teens and Digital Monitoring” by Monica Anderson (January 7, 2016)
<http://www.pewinternet.org/2016/01/07/parents-teens-and-digital-monitoring/>
 - 16% used monitoring tools to track teen’s location w/ his/her cellphone
 - Surveying parents of children 13-17 years of age
- “Mobile Kids: The Parent, The Child and The Smartphone” (February 28, 2017)
<https://www.nielsen.com/us/en/insights/news/2017/mobile-kids--the-parent-the-child-and-the-smartphone.html>

WHY ARE PARENTS GETTING THEIR KIDS WIRELESS SERVICE BEFORE THEIR CHILD TURNS 13?

Agree/strongly Agree, among those likely to get their child wireless service

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- “To start, the report looked at the age that kids get a smartphone. Slightly less than half (45%) of mobile kids got a service plan at 10-12 years old. The most predominant age when kids got a service plan was age 10 (22%), followed by 8 years old (16%) and ages 9 and 11 were tied at 15%. The mobile child also skews more male (56%) than female (44%), with at least one in five being Hispanic. Among 10-12-year-olds, the highest percentage of age represented was age 10 at 34%. The vast majority (93%) are on the same plan as their parents, and 72% have all mobile wireless services including voice, messaging and data.”

Caregivers Data:

- “Care.com Releases Statistics from First Annual Babysitter Survey” (March 23, 2015)
<https://www.care.com/press-release-carecom-releases-stats-from-babysitter-survey-p1186-q58281696.html>
 - Who Are Families Hiring? If you’re between the ages of 20 to 25, certified in CPR, First Aid or safety training, *and* a non-smoker, then you are the preferred sitter for many families.
- Childcare Workers from Bureau of Labor Statistics
<https://www.bls.gov/ooh/personal-care-and-service/childcare-workers.htm>
 - Number of Jobs: 1,216,600
 - “Nannies work in the homes of the children they care for and the parents that employ them. Most often, they work full time for one family. They may be responsible for driving children to school, appointments, or afterschool activities.”