

# Predicting Parents Phone Preferences

A look at the factors that contribute to letting <12 year old children own phones.

# Background Material

- Pew Research conducted a survey of Parents perceptions and practices around Phone ownership and Social Media practices.
- <https://www.pewresearch.org/internet/2020/07/28/parenting-children-in-the-age-of-screens/>

# Data : Features Considered

- **TIMESPEND\_a\_W63** : How much time do you spend on your phone?
- **SNSUSE\_W63** : Do you use social media?
- **EASYHARD\_W63** : For most parents do you think parenting is...
- **DOV\_KIDS0TO11\_W63** : How many children aged 0-11 do you have?
- **KIDSATHOME\_W63** : How many children aged 0-11 live at your home?
- **PARENTTIME\_W63** : Thinking about the amount of time you spend with your children, in general, do you think you spend?
- **PARENTJOB\_W63** : When thinking about your role as a parent, how would you rate the job you do?
- **RISKBEN\_W63** : Thinking generally about children who are 11 years old or younger, which would you say most accurately describes how you feel, even if neither is exactly right?
- **F\_METRO** : Do you live in a Metropolitan area?
- **F\_AGECA** : What age group are you in?
- **F\_CREGION** : Geographic region
- **F\_SEX** : Sex
- **F\_EDUCCAT2** : Degree obtained
- **F\_MARITAL** : Marital Status
- **F\_PARTY\_FINAL** : Political Party
- **F\_INCOME\_RECODE** : Income
- **F\_ACSWEB** : Do you have internet?

# Insights: Features of Importance

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Number of Kids

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Parents perception of their parenting

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Parents perception of Smartphone Risk

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Region

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Education Level

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Relationship Status

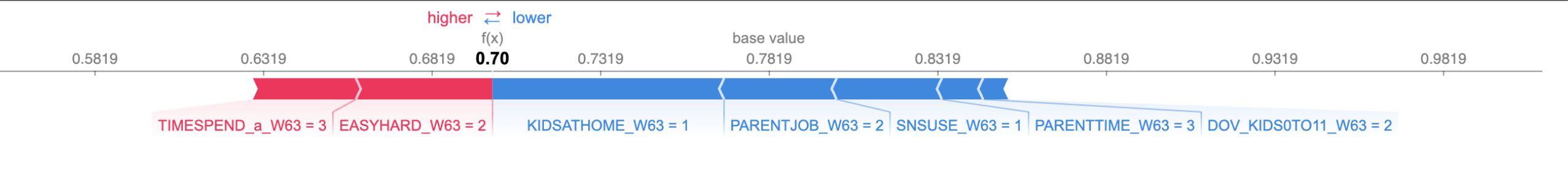
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Political Affiliation

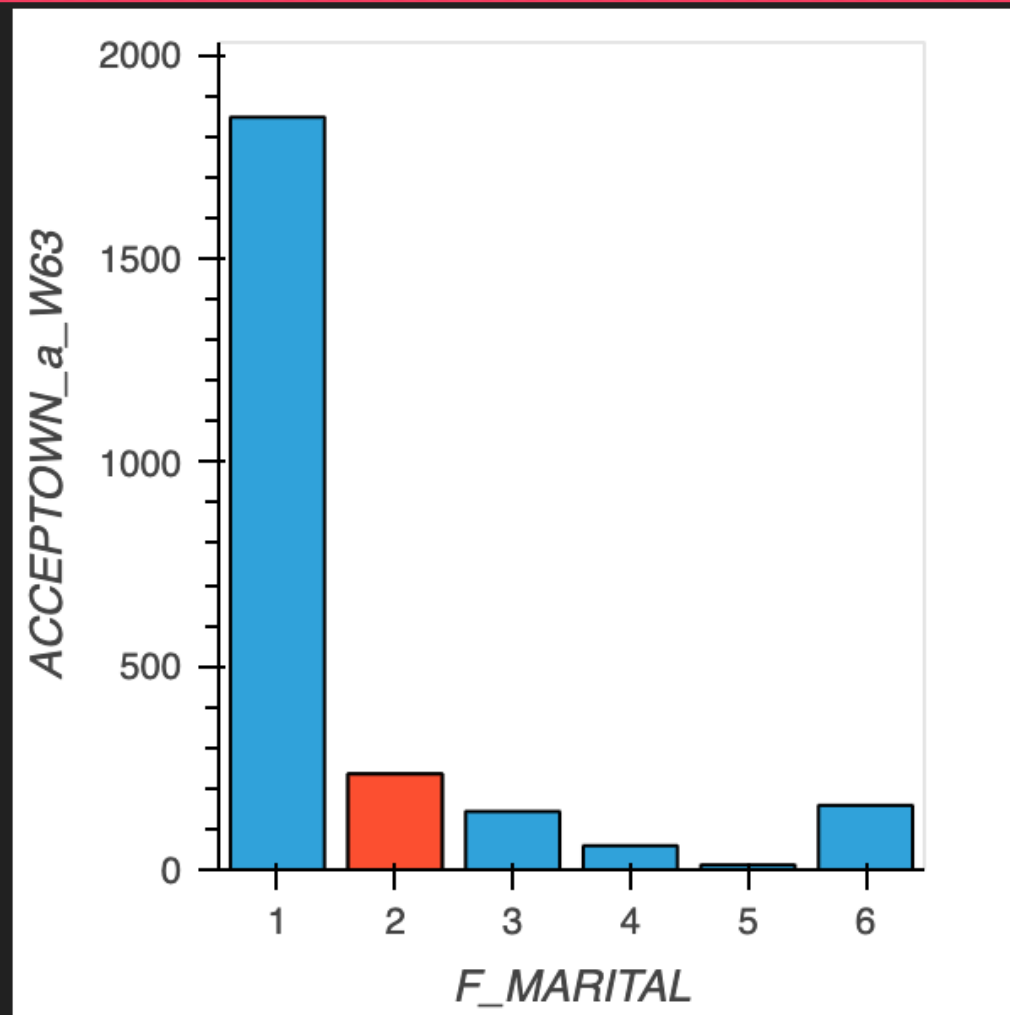
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Income (Not used in model)

# Insights: Base Rates



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# Application

How many kids do you have?

2

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Thinking about the amount of time you spend with your children, in general, do you think you spend...

The right amount of time.

When thinking about your role as a parent, how would you rate the job you do?

A very good job

Where do you live?

Midwest

What sex are you?

Male

What level of education do you have?

Postgraduate degree

Which of these best describes you?

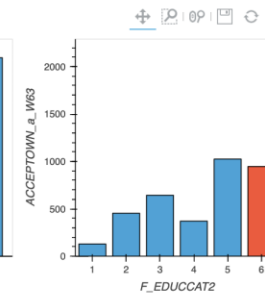
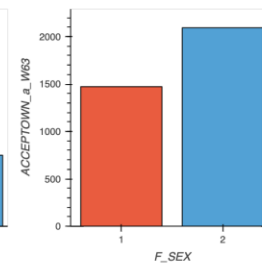
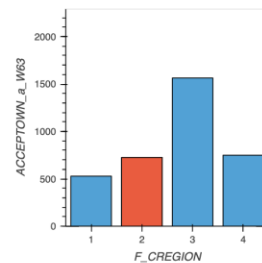
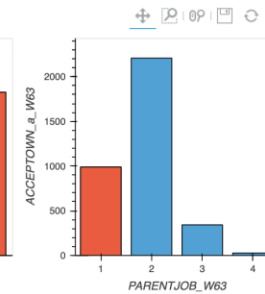
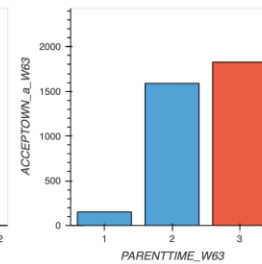
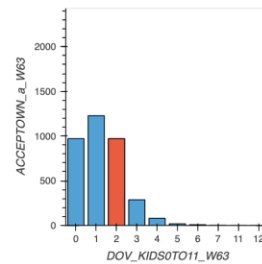
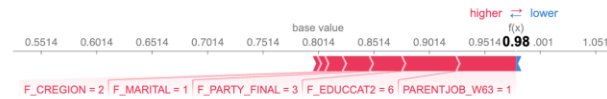
Married

In politics today what would you consider yourself?

Independent

## At what age would you let a child have a smartphone?

You are 98.00% likely to NOT allow an under 12 year old to own a phone.



# Conclusion