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**Survey Conducted by Zift Finds That Screen Time Leads To Conflict Between Parents and Children**  
*Survey Reveals That Almost Half of Parents Feel a Constant Struggle When Trying to Control Their Child's Screen Time*

**Philadelphia, PA (January 7, 2019)**—Zift (<http://www.wezift.com/>), a new mobile app that provides essential screen time parenting tools, insights and resources to families in today's technology-driven world, today released their "Parents on Apps & Screen Time" study results which found almost half of parents surveyed (47 percent) feel a constant source of conflict when trying to control how much time their child spends on their mobile device. Zift conducted this survey in order to identify the genuine concerns parents and families experience regarding app downloads and screen time use.

When parents were asked if conflict and struggle arise when trying to control the amount of time that children spend on mobile devices, they explained that taking devices away can ensure chaos, leaving children cranky and irritable for the rest of the day. On top of this, parents noted that they have to give multiple warnings before their child's allotted screen time is up. These discoveries (<https://vimeo.com/290294808>) highlight the need for resourceful screen time solutions for parents.

Additional key findings of the survey include:

- More than three out of four parents (77%) use limiting of access to mobile devices as a punishment.
- Parents believe streaming video and gaming apps are the top two ways children spend their daily screen time, while social media surprisingly ranks as a distant third
- Mature content, meeting strangers and addictive play are parents' biggest worries when it comes to children using apps
  - Include video link here
- When parents were asked what apps they want to know more about, Fortnite came out on top
  - Zift's blog about whether parents should let their kids play Fortnite is the most read blog on the Zift Parent Portal:
  - <https://wezift.com/parent-portal/blog/should-parents-let-kids-play-the-fortnite-battle-royale-game/>
- When parents were asked what app concerns them the most, Snapchat came out on top
  - Zift's "Parent's Guide to Snapchat" is a helpful resource: <https://wezift.com/parent-portal/library/snapchat-a-guide-for-parents/>

"We know there is a generational struggle between parents and their children when it comes to technology. We want parents to be confident that they can understand and speak the same technology 'language' as their child, which is why we created Zift, your screen time parenting ally," said David Savage, Co-Founder of Zift. "Zift's 'Parent Portal' delivers educational insights from experts and other parents about trending apps and also allows parents to see total screen time use for each child, and how exactly children are spending their time on their devices. Parents can even pause the Internet, meaning no more arguing when it's time for dinner or when the kids have had too much screen time."

## FOR IMMEDIATE RELEASE

The survey's margin of error is  $\pm 5.4$  percentage points for 347 adults in the United States with children ages five to 17. The 10 question survey, "Parents on Apps & Screen Time," was powered by Survey Monkey on behalf of Zift from during a six day period.

For more information on Zift's "Parents on Apps & Screen Time" survey, please see here. For more information on Zift, its resources and to download the app, please visit <http://www.wezift.com/>.

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### **About Zift:**

Zift, your screen time parenting ally, offers a comprehensive and free solution for families wanting a safe and healthy way to live with smartphones, tablets, social media, and apps.

Zift's free app provides parents with the 'Family Feed' - a quick and easy way to understand their children's screen time activity in real-time - by alerting parents to online searches, app installations, and viewing of dangerous content. Through its Parent Portal found at WeZift.com, Zift provides parents and others entrusted with the care of children a place to learn about and discuss the latest topics related to screen time use, online safety, and social media. The Parent Portal also offers descriptions and reviews of the most popular and trending apps for kids, complete with parent advisories, as well as resources such as digital parenting guides, how-to videos, and infographics. Zift Premium, which includes the Net Nanny® Smart Filter, offers the best protection, screen time scheduling, and device control that parents need to help raise successful kids in a technology-driven world.

Zift was founded by a group of dads, each of whom have four children who love using their smartphones and tablets.