

More than three-fourths of parents claim at least one event in the past year has impacted their child(ren)'s sense of safety

Fort Mill, SC - March 18, 2021 - A recent survey from Safety.com revealed that 77% of parents of children under 18 claim that there is at least one event in the past year that impacted their child(ren)'s sense of safety.

<https://www.safety.com/family-safety/child-safety-survey/>

“The biggest takeaway from this data is that children are more susceptible to the pressures of life than we think. All of the events that made 2020 a stressful year for adults were the same events that made kids feel less safe. And the proximity to the events only strengthens the impact,” said Jamie Greenberger, Safety.com expert.

| Child(ren)'s sense of safety in the past year by demographic | | |
|--|--|---|
| | At least one event has impacted child(ren)'s sense of safety | Nothing has impacted child(ren)'s sense of safety |
| Female Parents | 79% | 17% |
| Male Parents | 76% | 22% |
| Northeast | 83% | 15% |
| West | 78% | 17% |
| South | 77% | 20% |
| Midwest | 72% | 23% |
| 4-Year degree | 82% | 16% |
| No H.S., High school graduate | 71% | 23% |
| Income 80,000+/year | 81% | 17% |
| Income under 50,000/year | 74% | 21% |

*Responses will not add up to 100% because some respondents selected “I don't know”

Events that impacted child(ren)'s sense of safety: 66% of all US adults with children under 18 said the Coronavirus has impacted their child(ren)'s sense of safety in the past year, 24% claim 'political unrest' and 12% claim natural disasters.

| Events in the past year that impacted child(ren)'s sense of safety by demographic | | | |
|---|----------|------------------|-------------------|
| | COVID-19 | Political Unrest | Natural disasters |
| Female Parents | 71% | 23% | 12% |

| | | | |
|----------------------------|-----|-----|-----|
| Male Parents | 60% | 25% | 12% |
| Northeast | 72% | 24% | 13% |
| West | 68% | 22% | 15% |
| South | 66% | 24% | 13% |
| Midwest | 59% | 25% | 6% |
| 4- Year degree | 69% | 30% | 12% |
| H.S., High school graduate | 58% | 16% | 14% |
| Income 80,000+/year | 70% | 30% | 12% |
| Income under 30,000/year | 66% | 20% | 17% |

Other reasons why parents claim their child(ren) felt less safe were cybersecurity/internet privacy (14%), gun violence (18%) and recent riots (19%).

How children were exposed to topics that impacted their sense of safety: Of those US adults with children under 18 who claimed an event in the past year has impacted their child(ren)'s sense of safety, 50% say their children were exposed to the topic(s) on TV/Internet, 49% through the news, 41% from school, 39% from friends or peers and 37% from social media.

| How children were exposed to topics by demographic | | | | |
|--|---------------|-------------|------|--------------|
| | Friends/Peers | TV/Internet | News | Social Media |
| Gen X Parents | 48% | 55% | 60% | 37% |
| Millennial Parents | 33% | 47% | 43% | 33% |
| 4-Year degree | 41% | 51% | 50% | 36% |
| No HS, High School graduate | 34% | 44% | 44% | 38% |
| Income 80,000+/year | 47% | 51% | 52% | 37% |
| Income under 30,000/year | 36% | 49% | 49% | 42% |

Despite TV/Internet and News being the top sources for topics impacting their children's sense of safety, surprisingly 90% of parents with children under 18 say they are aware of the digital content their children are consuming.

Parents and guardians in lower-income households (make under 40k a year) are less likely to be aware of the digital content their children consume. 13% of those making under 40k a year are not very or not at all aware of the content compared to 8% of those making 80k+.

Greenberger offers this advice to parents of children who have felt less safe in the past year: "Starting an open line of communication with your children is the first step in understanding their emotions and helping them work through them. Once you've worked together to identify the source of anxiety or fear, make a plan to limit exposure, share your own feelings on the matter,

and offer guidance on how you get through the same things. For younger children who just aren't there yet, parental controls are useful in setting boundaries on what content they can and can't access."

Methodology: All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3953 adults, including 943 adults with children under 18. Fieldwork was undertaken between 10th - 16th February 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

About Safety.com:

Safety.com empowers consumers with the confidence to keep what matters most in their life safe. The company is constantly researching today's safety providers, products, services and news to provide the consumer with an expert point of view on the safety issues they care about. With more than 120 provider reviews on home security and identity theft products and 80+ buying guides for safety-related products, we empower the consumer to feel peace of mind about keeping their home and family safe. From home security, personal safety, financial safety, digital safety or even travel safety, Safety.com gives consumers the confidence they need to keep their safety a top priority.

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