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Generation AI:

What Kids and Families Think About AI

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Credits

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Letter from Our Founder

Just a few years after it burst onto the scene, AI is everywhere.

It sits in our pockets and on our desks. It follows us into classrooms. It's there every time we search for something online. It's the most powerful technology of our time, and our kids will inherit the world that it shapes.

We asked kids age 12 to 17 and parents how they feel about AI, how they think it will affect their futures, and whether they think it's safe for kids.

Their answers were eye-opening.

Families rightfully see AI as a powerful force that will reshape life as we know it, and they're split on its promise versus its peril. Kids are using AI more than their parents realize, especially for learning, and parents are worried about responsible use and the long-term impact of AI on their kids' livelihoods.

Still, there are areas where parents and kids see eye to eye. They share serious concerns about AI dependence, with the majority of families agreeing that by the time today's kids are grown up, people will be so dependent on AI they won't be able to function without it.

Beyond their concerns about the future, families have questions about AI's implications for their kids *right now*. Overwhelming majorities of families worry about AI misusing personal data. That's why it's no surprise that families across the political spectrum want, need, and deserve strong guardrails, clear safety standards, and privacy protections.

The question is not whether AI will change childhood. It's whether we'll have the courage to make sure that change is safe, fair, and worthy of the trust our kids place in us.

It's always been our mission at Common Sense Media to protect and prepare families in the digital age. AI is our greatest challenge yet, but our resolve has never been stronger.





Jim Steyer
Founder and CEO

Introduction

Artificial intelligence (AI) is already transforming the economy, culture, and everyday life in the United States, including for American families. How we work, learn, and relate to one another may all be changed dramatically in the coming years, and our nation's children will inherit the world that this new technology shapes.

To better understand parents' and youths' experiences with and reactions to AI, Lake Research Partners and Echelon Insights conducted two surveys on behalf of Common Sense Media in late 2025—one among parents of children of any age, and another among kids and teens age 12 to 17—examining how they feel about AI today, how they think it will affect their futures, and how they perceive the safety and security of AI tools for minors.

Parents overwhelmingly see AI as unavoidable and transformative, and believe it will change life as dramatically as the internet or electricity. In their view, AI is ushering in a new era: one filled with promise, risk, and urgent questions about how best to protect and support the next generation.

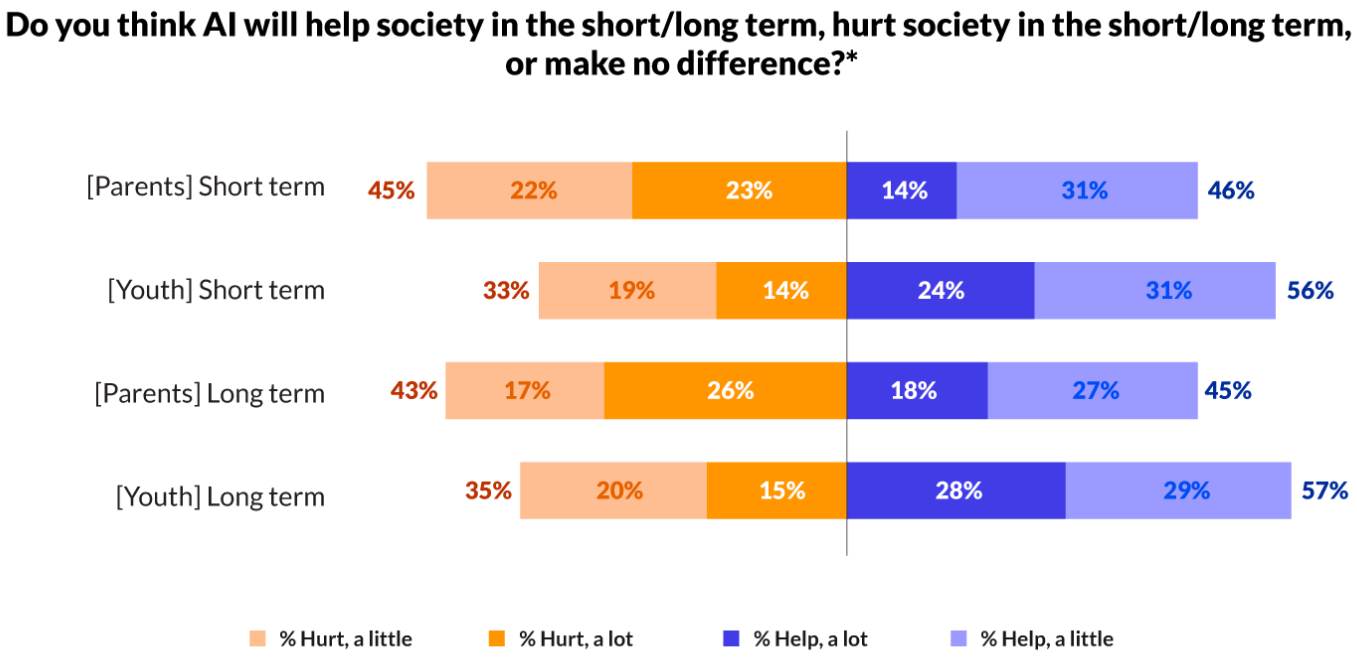
While parents and kids and teens express a mix of optimism and pessimism about AI, they broadly share concerns about overreliance on AI, how AI could affect future job opportunities, and the safety and data privacy of minors who use AI. The majority also agree on the need for stronger requirements for AI companies and AI-generated content to promote safety measures, transparency, and accountability to protect kids and teens.

Key Findings

1. Parents as well as kids and teens believe AI is coming to transform our world in a big way—short term and long term.

The adoption and expansion of AI in our lives, work, and education is a huge undercurrent for American families. AI is unquestionably seen as a part of the future, and fully 65% of parents think AI will change life as dramatically as the internet and electricity, ushering in a whole new era of human life. But kids and teenagers can be much more optimistic about the impact of AI than parents. While kids and teens think AI will help society in the short term (56% say it will help) and the long term (57%), parents are split between AI helping or hurting in the short term (46% help, 45% hurt) and the long term (45% help, 43% hurt). Notably, views among parents differ depending on the age of their children. Majorities of parents of children under 18 believe AI will help society in the short term (58%) and the long term (56%), whereas only about a third of parents of children 18 and over think AI will help society in the short term (32%) and the long term (32%).

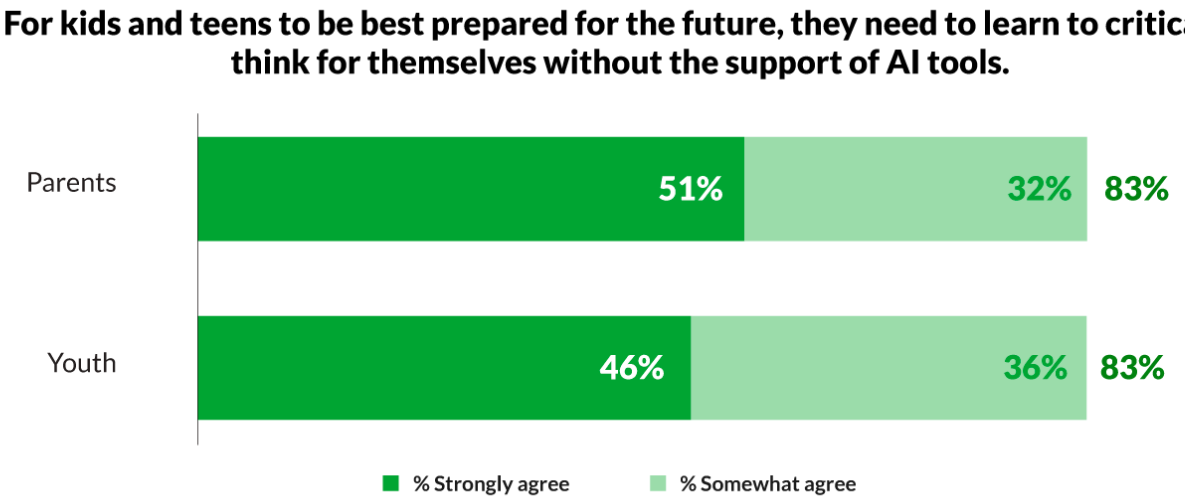
Figure 1: Percentage of parents and youth who think AI will help or hurt society in the long and short terms
** Split sampled.*



2. Seven in 10 parents and 6 in 10 kids and teens believe today's youth will be unable to function without AI in adulthood.

Even as they embrace AI's potential, families harbor concerns about overreliance. A majority of both parents (71%) and kids and teens (60%) agree that by the time today's kids and teens are adults, people will be so dependent on AI they won't be able to function without it. Parents as well as kids and teens share the concern that kids and teens need to learn to think critically for themselves without the support of AI tools: 83% of parents and kids and teens each agree, including 51% of parents and 46% of kids and teens who strongly agree.

Figure 2: Percentage of parents and youth who agree that …



3. More than half (57%) of parents of children under 18 think AI will make it harder for their children to find jobs, compared to only 29% who think AI will make it easier.

Parents of kids under 18 think that AI will harm their child's job opportunities; 57% think their children will have a harder time finding a job because of AI. But parents of children 18 and older say that so far, the impact of AI has been mixed on their adult children's ability to find a job: 22% say it is harder, 8% say it is easier, 30% say it is neither harder nor easier, and 21% say AI's impact on jobs isn't applicable. Kids and teens themselves are more evenly divided: 47% feel worried about the impact of AI on their economic future, while 45% are not worried.

Figure 3: Percentage of parents, by age of child, who think AI will impact their child's ability to find a job

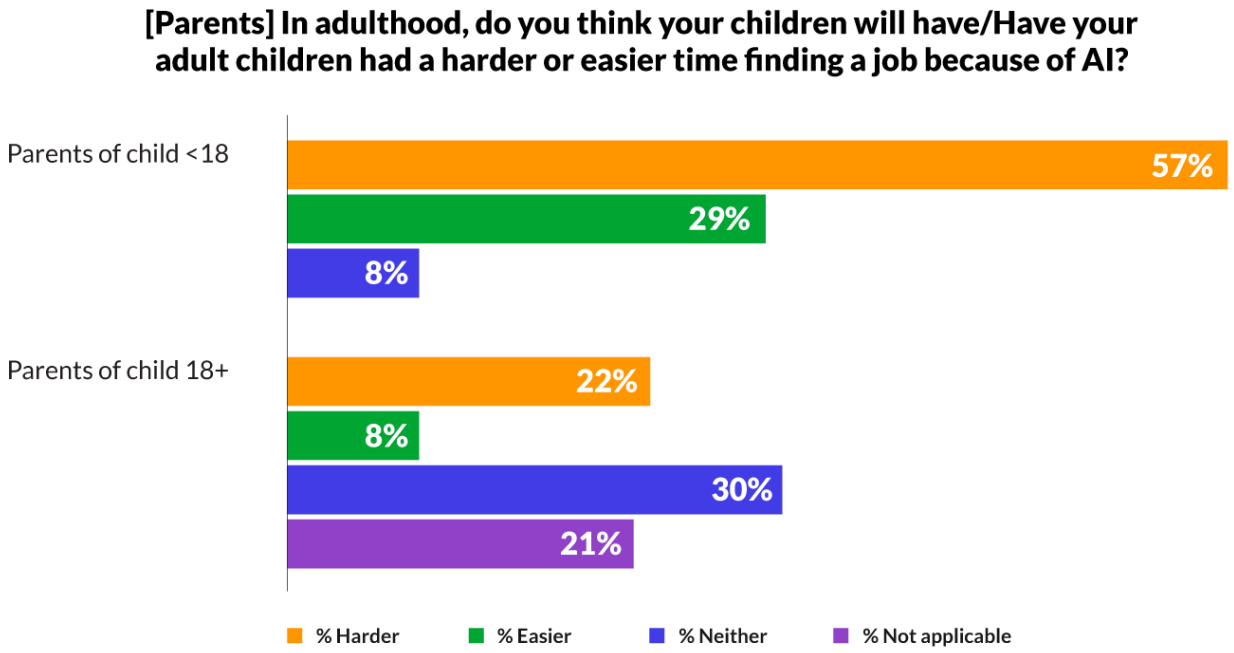
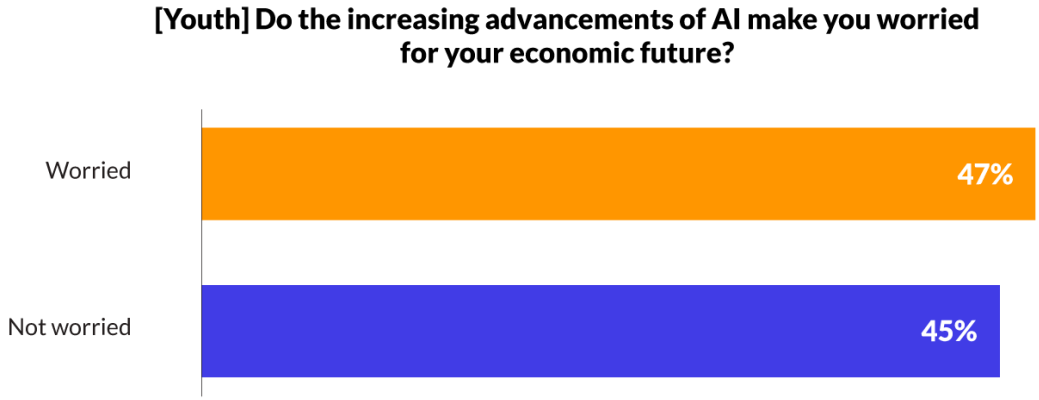


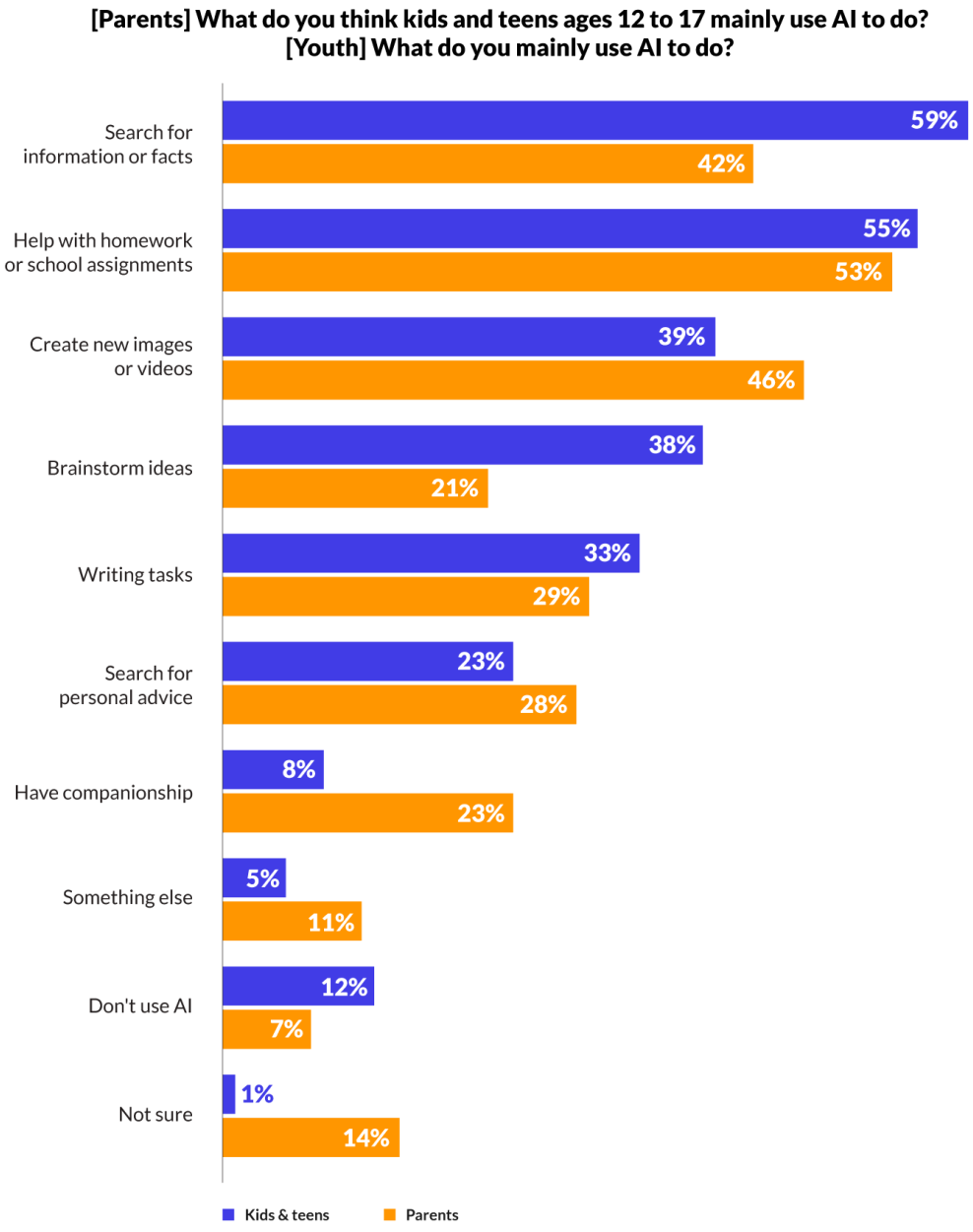
Figure 4: Percentage of youth who feel worried or not worried about the impact of AI on their economic future



4. **Parents misunderstand how kids and teens use AI—46% think kids and teens use it mainly to create new images or videos (39% of kids and teens do), and 23% think they use it mainly for companionship (8% of kids and teens do).**

There's a usage gap when it comes to AI. Kids and teens are more likely to report using AI at least sometimes (67%) compared to parents (49%). Parents may also be underestimating just how embedded AI already is in their children's lives, and many don't understand how kids and teens use AI. Kids and teens say they mainly use AI to search for information or facts (59%) and to get help with homework or school assignments (55%). Parents overestimate kids' and teens' usage of AI when it comes to having companionship and creating new images or videos.

Figure 5: Percentage of parents who think kids are using AI to and youth who report using AI to …

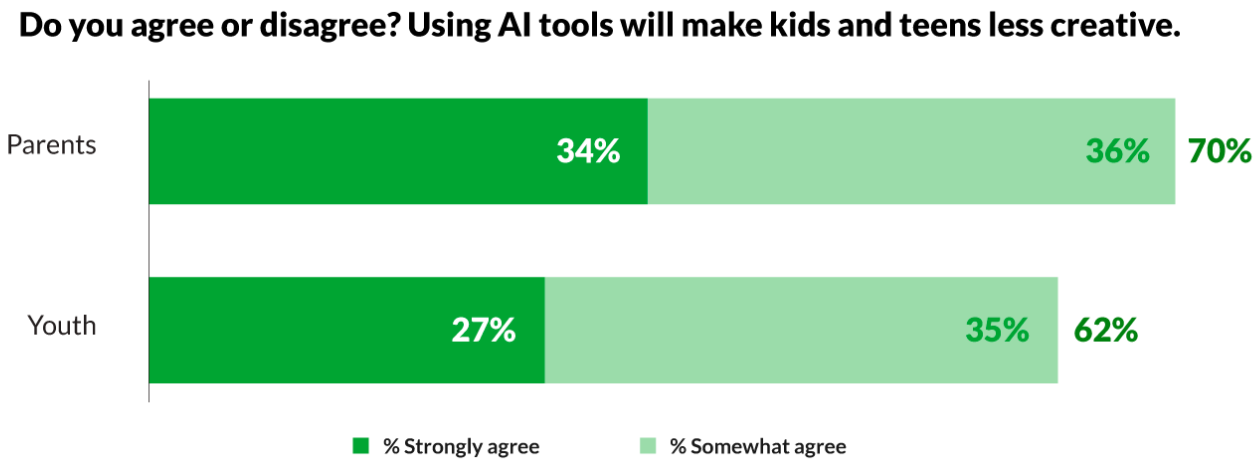


5. **Kids and teens (58%) are more likely than parents (41%) to see AI as a learning asset, but both worry AI tools could undermine creativity (62% of kids and teens; 70% of parents).**

When it comes to AI and learning, kids and teens often have different perspectives compared to parents. A majority of kids and teens think AI programs will have a positive impact on their learning in school (58% say they will have a positive impact). Parents are far less convinced: Only 41% think AI will help kids' learning. This reveals a generational divide over what "good learning" looks like in the age of AI.

However, both groups share a concern: 70% of parents and 62% of kids and teens agree that using AI tools will make kids less creative.

Figure 6: Percentage of parents and youth who agree that using AI tools will make kids less creative



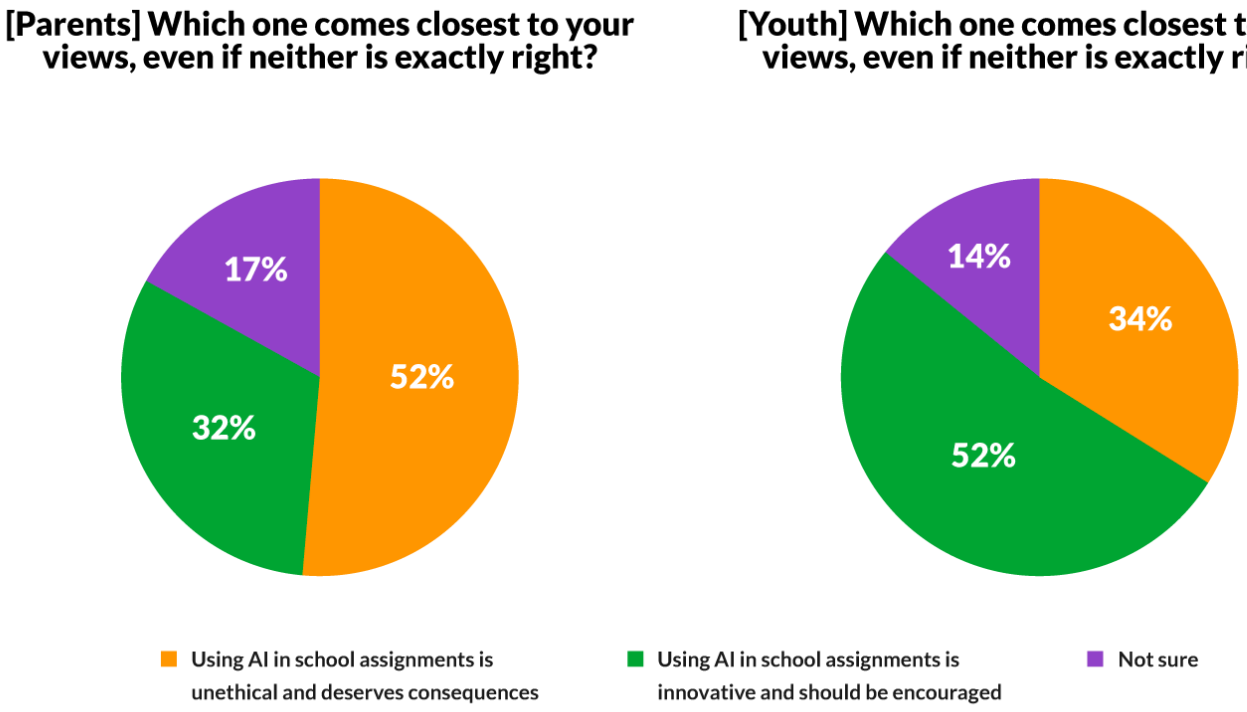
6. 52% of parents say using AI for schoolwork is unethical, while 52% of kids and teens say it should be encouraged, but both agree schools should teach responsible AI use.

The divide between parents and youth extends to the ethics of AI use in schoolwork. Half of kids and teens (52%) believe using AI in school assignments is innovative and should be encouraged, while 52% of parents think using AI in school assignments is unethical and should have consequences.

Two-thirds of kids and teens (68%) think schools have a responsibility and role to teach students how to use AI responsibly. Parents lean toward thinking the same (52%), rather than the opinion that AI has no place in children's schools or curriculum and should not be encouraged (41%).

Parents' hesitation to include AI in schools or curriculum may stem from their uncertainty that kids and teens can discern AI from human interactions. Seven in 10 (70%) kids and teens think they can tell the difference between human and AI interactions, but only 42% of parents think kids and teens truly can. However, parents of children under 18 are more aligned with kids and teens than parents of adult children (53% of parents of children under 18 and 30% of parents of adults think kids and teens can tell if they are interacting with an AI system or a real human).

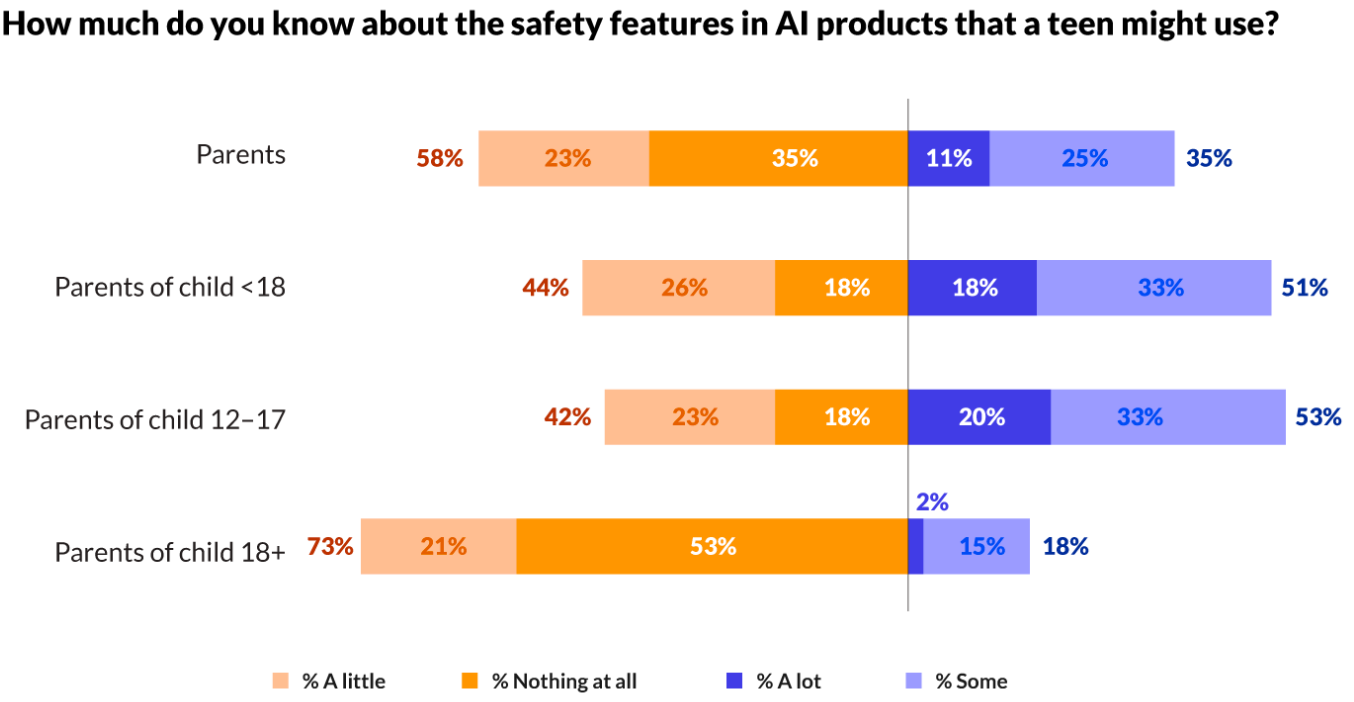
Figure 7: Percentage of parents and youth who hold the following views about AI use in school assignments



7. 58% of parents know little to nothing about the safety features in AI products that a teen might use.

Many parents lack awareness of AI safety features. A solid majority (58%) of parents know little to nothing about the safety features in AI products that a teen might use. Just over a third (35%) say they know a lot or some about these safety features. Parents of younger children generally feel more informed—over half of parents of children under age 18 (51%) and parents of children age 12 to 17 (53%) say they know a lot or some about these safety features—yet nearly three-quarters (73%) of parents of children 18 and over say they know only a little or nothing at all.

Figure 8: Percentage of parents, by age of child, who know a lot/some or a little/nothing at all about the safety features in AI products that a teen might use



8. **Parents and kids and teens share concerns about AI. Parents are most concerned about AI misusing kids' and teens' personal information (84%), while kids and teens are most concerned about AI collecting their information without their knowledge (76%).**

Parents and kids and teens feel overwhelmingly concerned about how AI interacts with users who are kids and teens. About 8 in 10 parents and two-thirds or more kids and teens feel concerned about AI collecting kids' and teens' information without their knowledge (81% of parents; 76% of kids and teens); misusing young people's data (84% of parents; 72% of kids and teens); AI impersonating kids and teens (82% of parents; 72% of kids and teens) or public figures (81% of parents; 68% of kids and teens); and AI giving youth inaccurate information (78% of parents; 68% of kids and teens) or biased information (79% of parents; 64% of kids and teens). Parents of children under 18 are less concerned than parents of children 18 and older about these AI actions.

Figure 9: Percentage of parents who are concerned about …

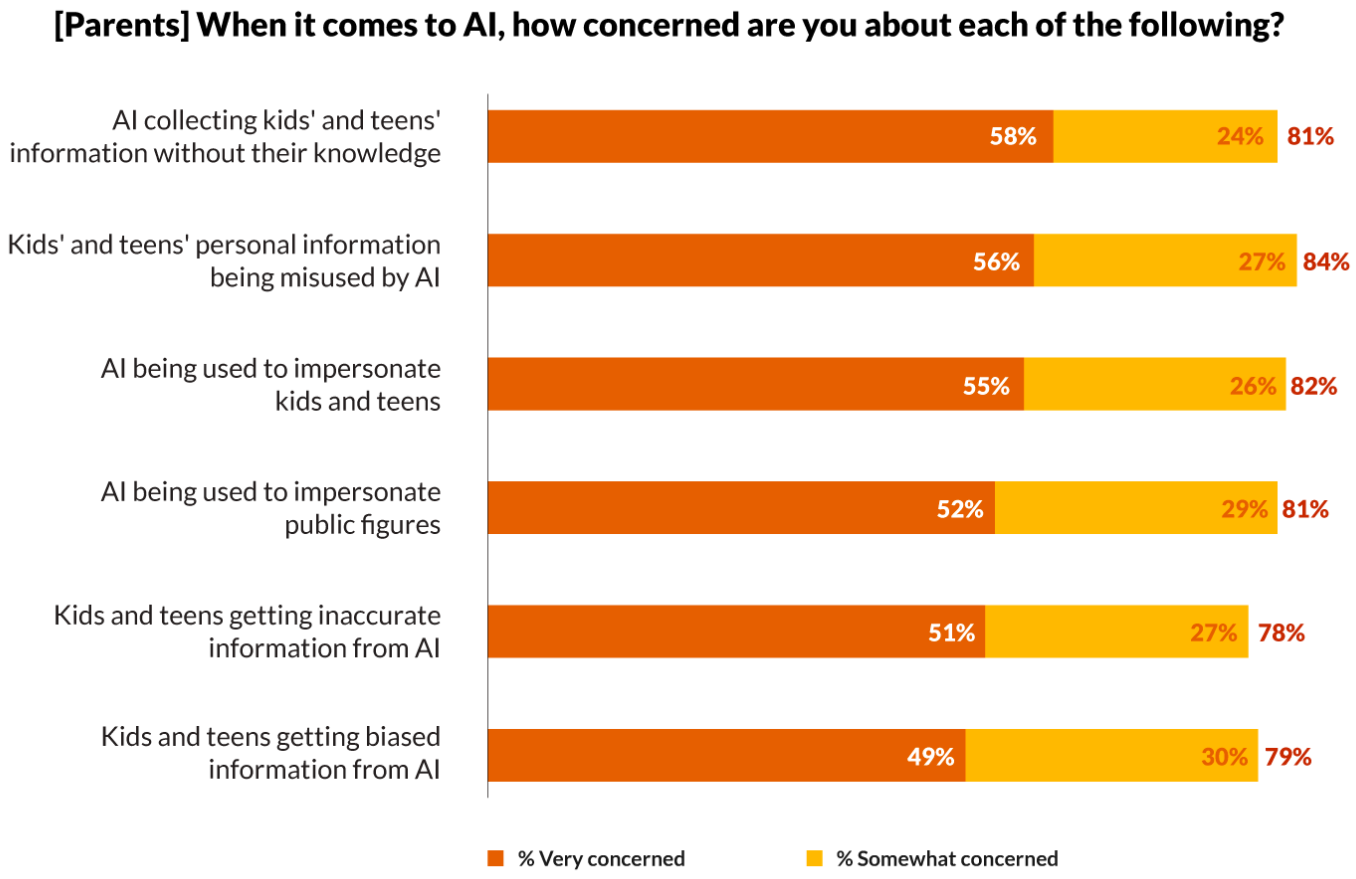
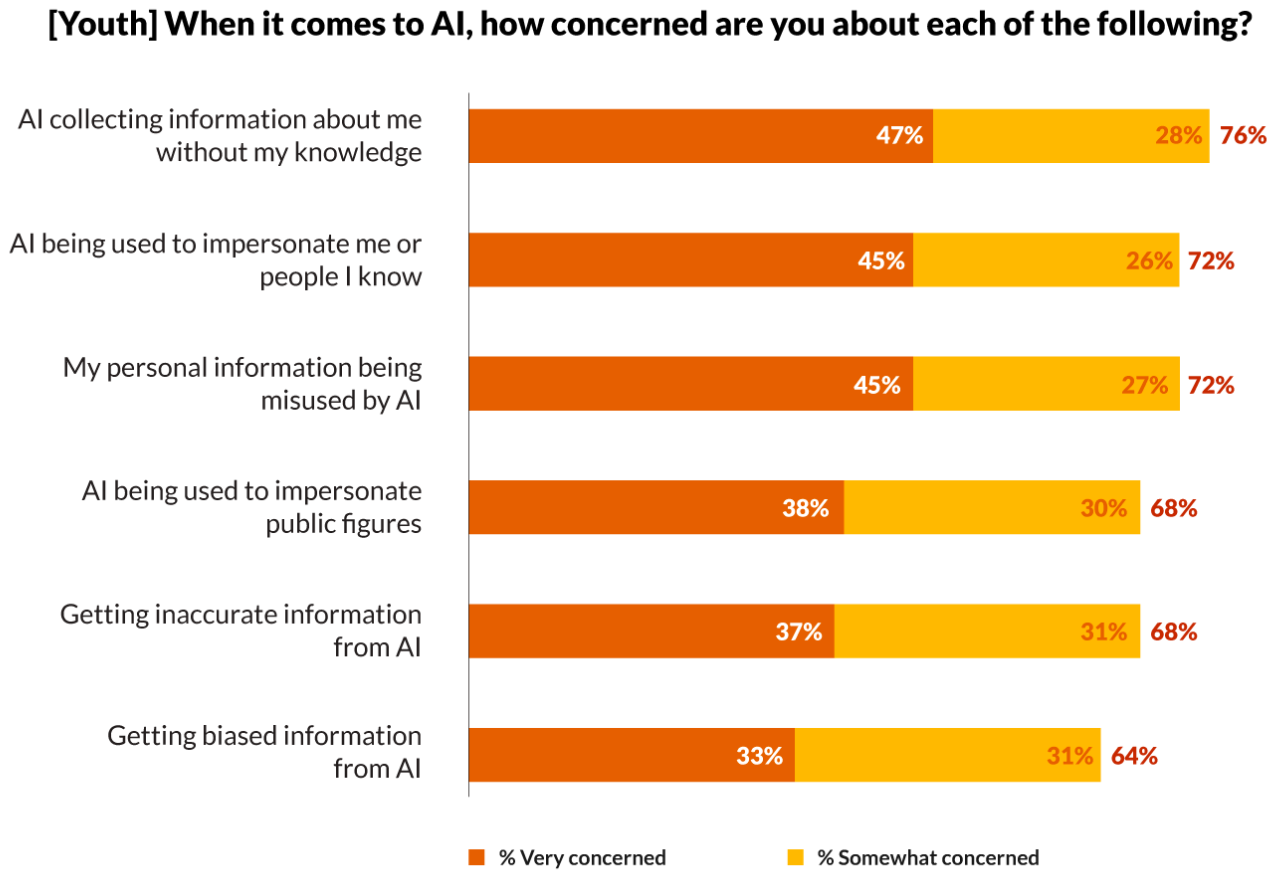


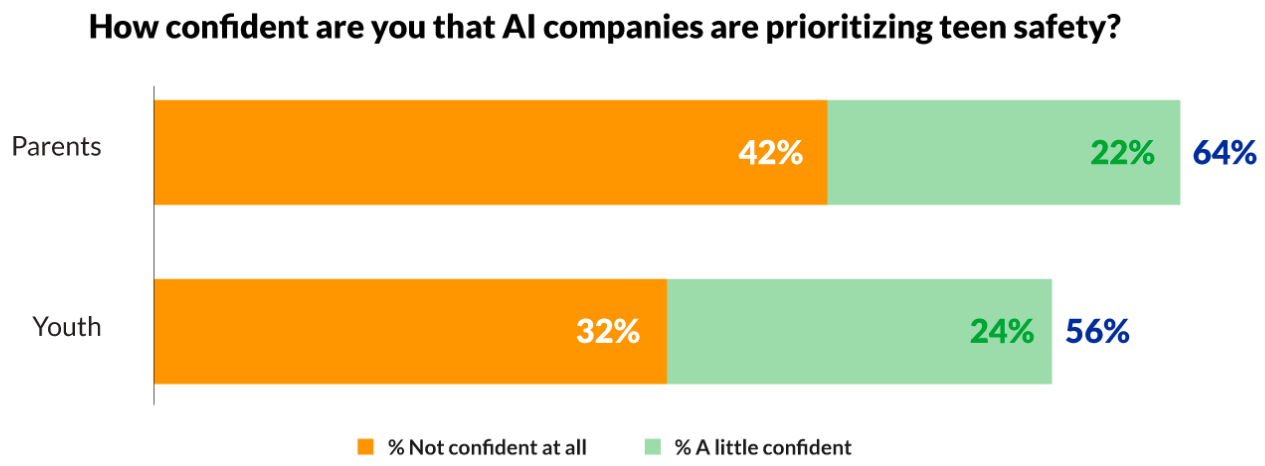
Figure 10: Percentage of youth who are concerned about …



9. About three in four parents and kids and teens support government oversight of AI, and 68% of parents want strong laws to force companies to make AI safe.

Neither kids and teens (56% not confident) nor parents (64% not confident) feel confident that AI companies are prioritizing teen safety. About two-thirds (68%) of parents believe we need strong laws to force companies to make AI safe and secure because voluntary guidelines aren't enough. There is bipartisan support for AI regulation: 68% of Democrats and 70% of Republicans believe we need strong laws to force companies to make AI safe and secure. Both parents and kids and teens overwhelmingly support specific measures to make AI safer: Over 80% back mandatory safety testing before AI tools are released to minors, clear labeling of AI-generated content, and holding AI and social media companies accountable when their products cause serious harm or death to kids. Both groups also support government oversight: About three-quarters of parents (75%) and kids and teens (72%) support establishing a government oversight body for AI safety.

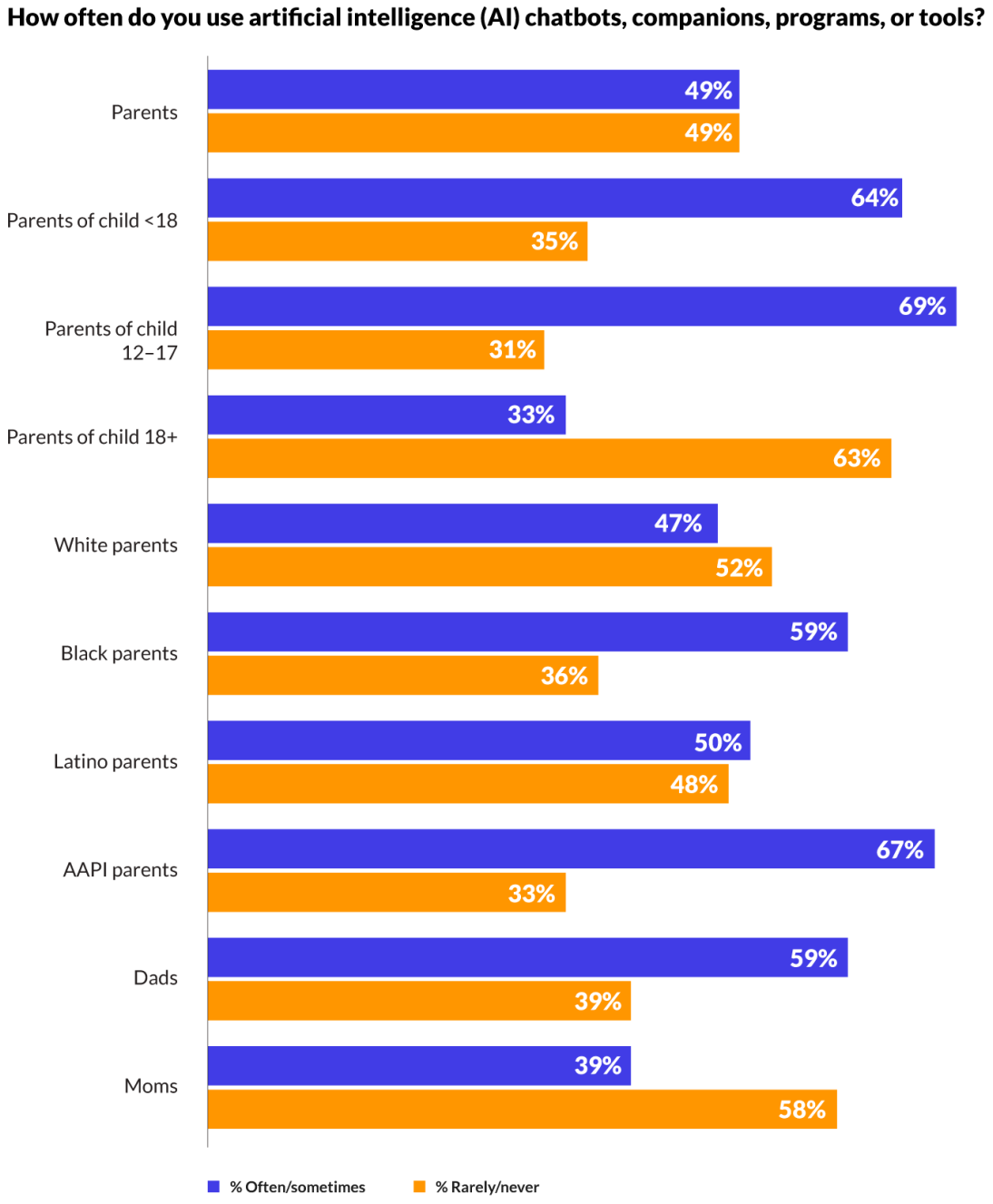
Figure 11: Percentage of parents and youth who are not confident that AI companies are prioritizing teen safety



Use and Understanding of AI

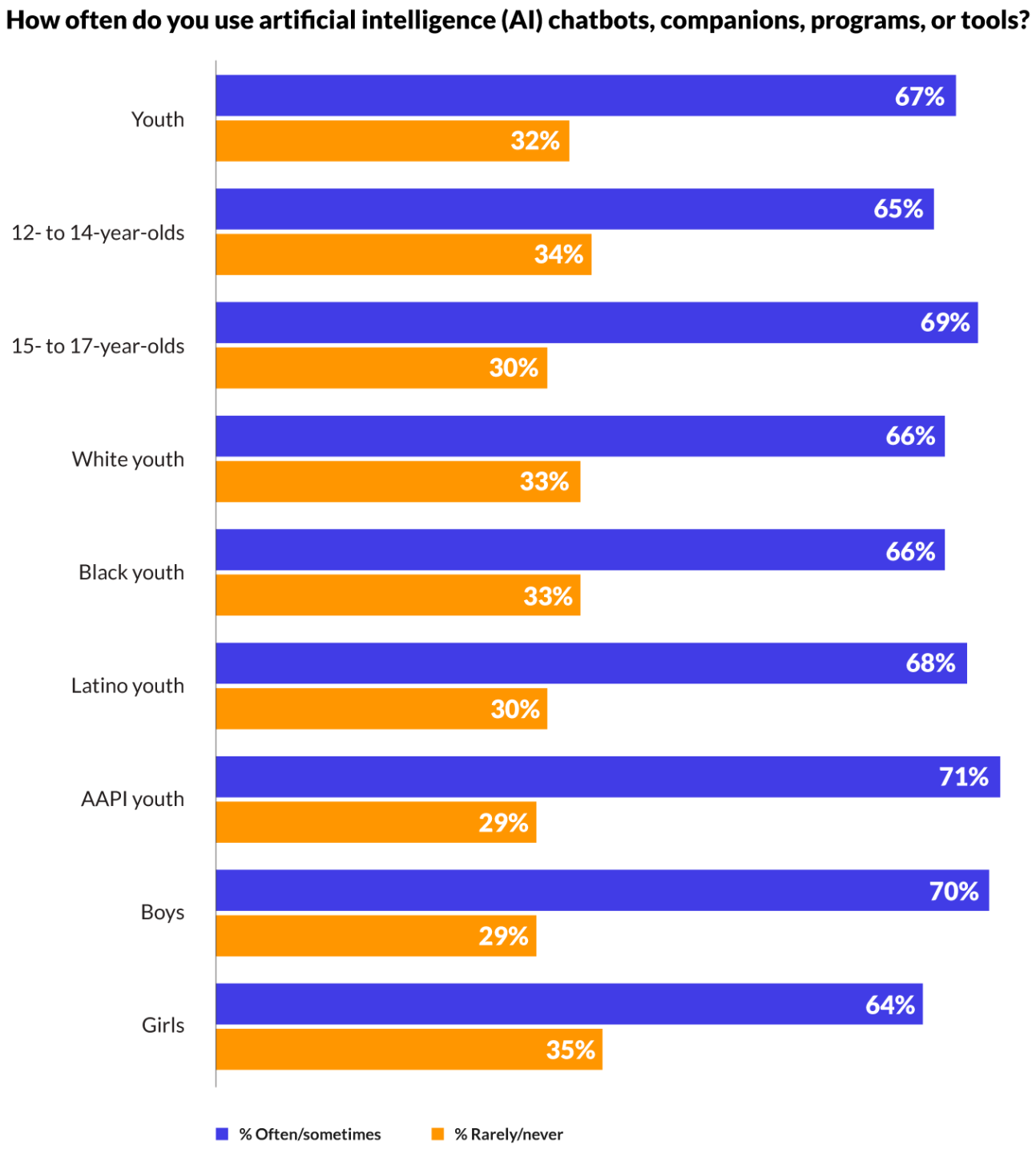
Parents are split in their use of AI chatbots, companions, programs, or tools, with 49% who use AI often/sometimes and 49% who use it rarely/never. Within subgroups of parents, we see major divides in AI usage, with generational, gender, and racial differences. Parents of children under 18 use AI more than parents of adults, dads use AI more than moms, and Asian American and Pacific Islander and Black parents use AI more than Latino and White parents.

Figure 12: Percentage of parents who use AI often/sometimes or rarely/never



While only some parents use AI regularly, a solid majority of kids and teens use it. Two-thirds (67%) of kids and teens use AI chatbots, companions, programs, or tools often or sometimes, and 32% use them rarely or never. Across age groups, race/ethnicity, and gender, about two-thirds or more kids and teenagers use AI regularly.

Figure 13: Percentage of youth who use AI often/sometimes or rarely/never



Parents have multiple incorrect assumptions about how kids use AI, and they think kids use AI to do different things than what kids and teens say they use AI to do. Kids and teens say they mainly use AI to search for information or facts (59%) and to get help with homework and school assignments (55%).

Parents correctly guess that kids and teens use AI to get help with homework and assignments, but they overestimate how much they use AI to have companionship and to create new images or videos, and they underestimate how much kids and teens use AI to search for information or facts and brainstorm ideas.

Table 1: Percentage of parents who think kids and teens use AI to vs. percentage of kids and teens who use AI to …

	What do you think kids and teens age 12 to 17 mainly use AI to do?	What do you mainly use AI to do?	
	Parents	Kids/Teens	Difference
Get help with homework and school assignments	**53%**	**55%**	+2
Create new images or videos	46%	39%	**-7**
Search for information or facts	42%	**59%**	**+17**
Write something	29%	33%	+4
Search for personal advice	28%	23%	-5
Have companionship	23%	8%	**-15**
Brainstorm ideas	21%	35%	**+14**
Something else not listed	11%	5%	-6
Kids/teens don't use	7%	12%	+5
Not sure	14%	1%	**-13**

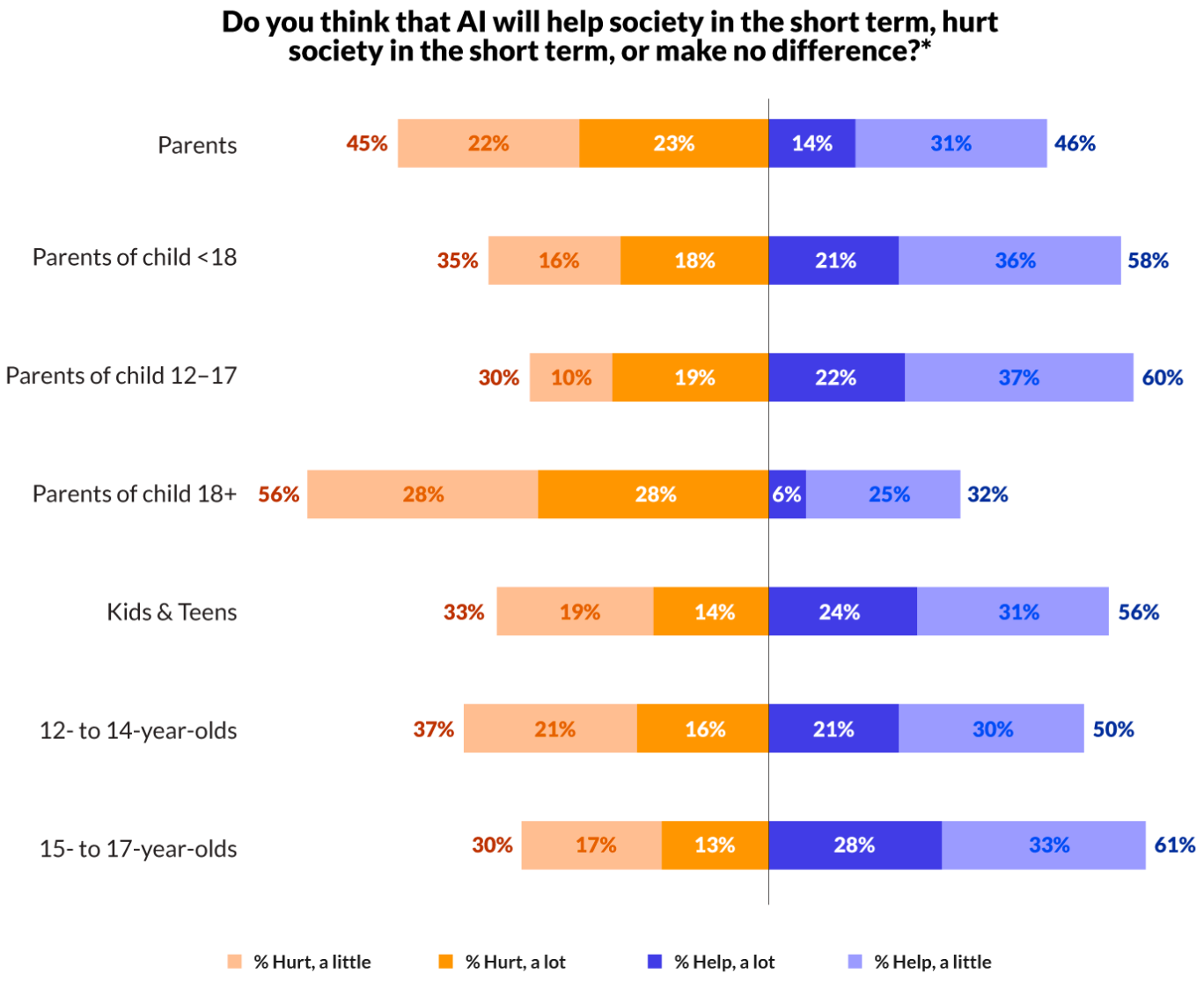
Kids and teens believe in their ability to discern AI from humans, but parents are not so sure. A solid majority of kids and teens say that they can tell if they are interacting with an AI system or a real human (70% agree, 22% strongly agree). Parents are much more skeptical: 49% disagree, and only 42% agree that kids and teens can tell if they are interacting with an AI system or a real human. Parents of adult children drive the skepticism about kids' and teens' ability to distinguish between AI systems and real humans: 57% of parents of children 18 and over disagree that kids and teens can tell if they are interacting with an AI system or a real human, while 53% of parents of children under 18 agree that kids can tell.

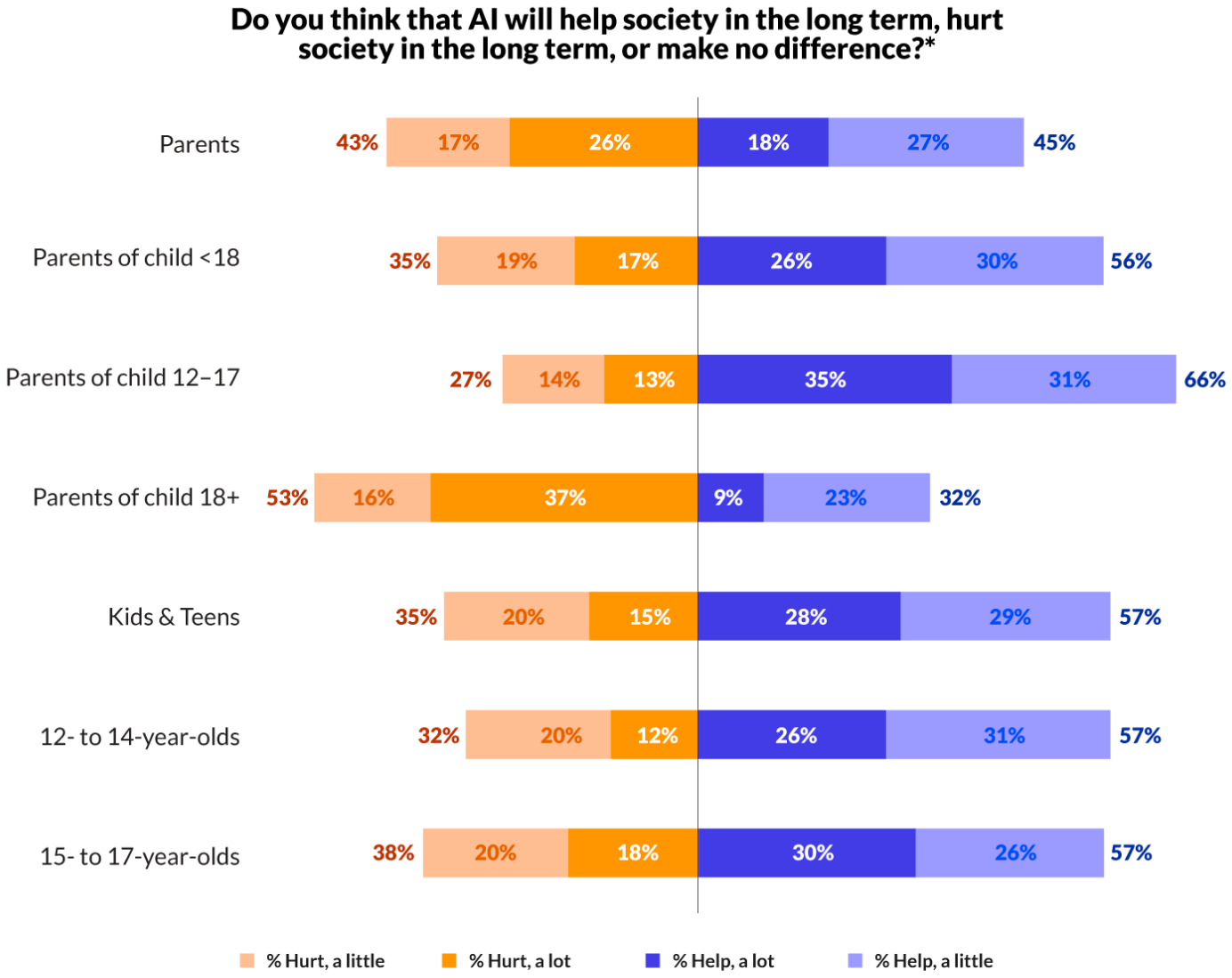
Kids and teens are more confident in their parents' ability to recognize AI-generated content than parents themselves: 58% of kids and teens are confident and 40% are not confident in their parents' ability to recognize AI-generated content. Only a slim majority of parents are confident in their own ability to recognize content that has been created by AI: 53% confident, 44% not confident. However, only one in five (20%) are very confident in their ability to recognize AI-generated content.

The Role of AI

Parents and kids and teens have a generational divide when it comes to AI's impact on society in both the short and long terms. Kids and teens think AI will help society in the short term (56%) and the long term (57%). But views among parents depend on the age of their children. Majorities of parents of children under 18, especially parents of children age 12 to 17, also believe AI will help society in the short term (58%) and the long term (56%). Yet majorities of parents of children 18 and over think AI will hurt rather than help society in the short term (56%) and the long term (53%).

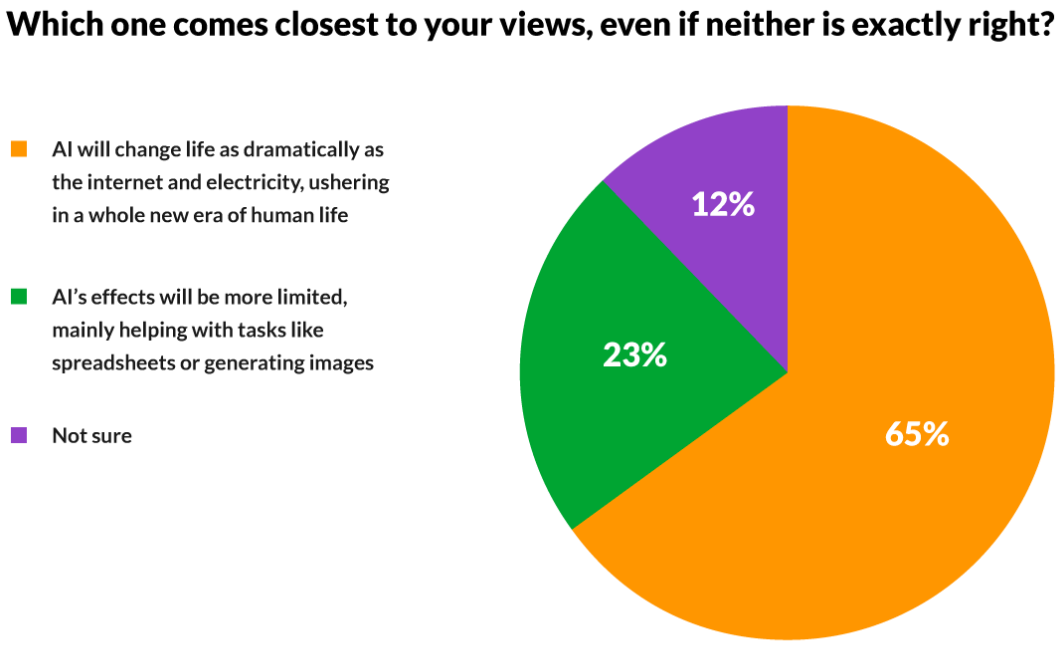
Figure 14: Percentage of parents and youth who think AI will help or hurt society in the short and long terms
** Split sampled.*





Parents anticipate an AI-driven transformation. Almost two-thirds (65%) think AI "will change life as dramatically as the internet and electricity, ushering in a whole new era of human life," and only 23% think "AI's effects will be more limited, mainly helping with tasks like spreadsheets or generating images."

Figure 15: Percentage of parents who think AI will dramatically change life or will have more limited effects



Parents and kids and teens see a future with significant AI integration, and they think that youth will be dependent on AI by the time they are adults. Over 7 in 10 (71%) parents believe that by the time today's teenagers are adults, people will be so dependent on AI that they won't be able to function without it, and 27% strongly agree. Similarly, 6 in 10 (60%) kids and teens believe that by the time they are adults, they will be so dependent on AI that they won't be able to function without it, though only 18% strongly agree.

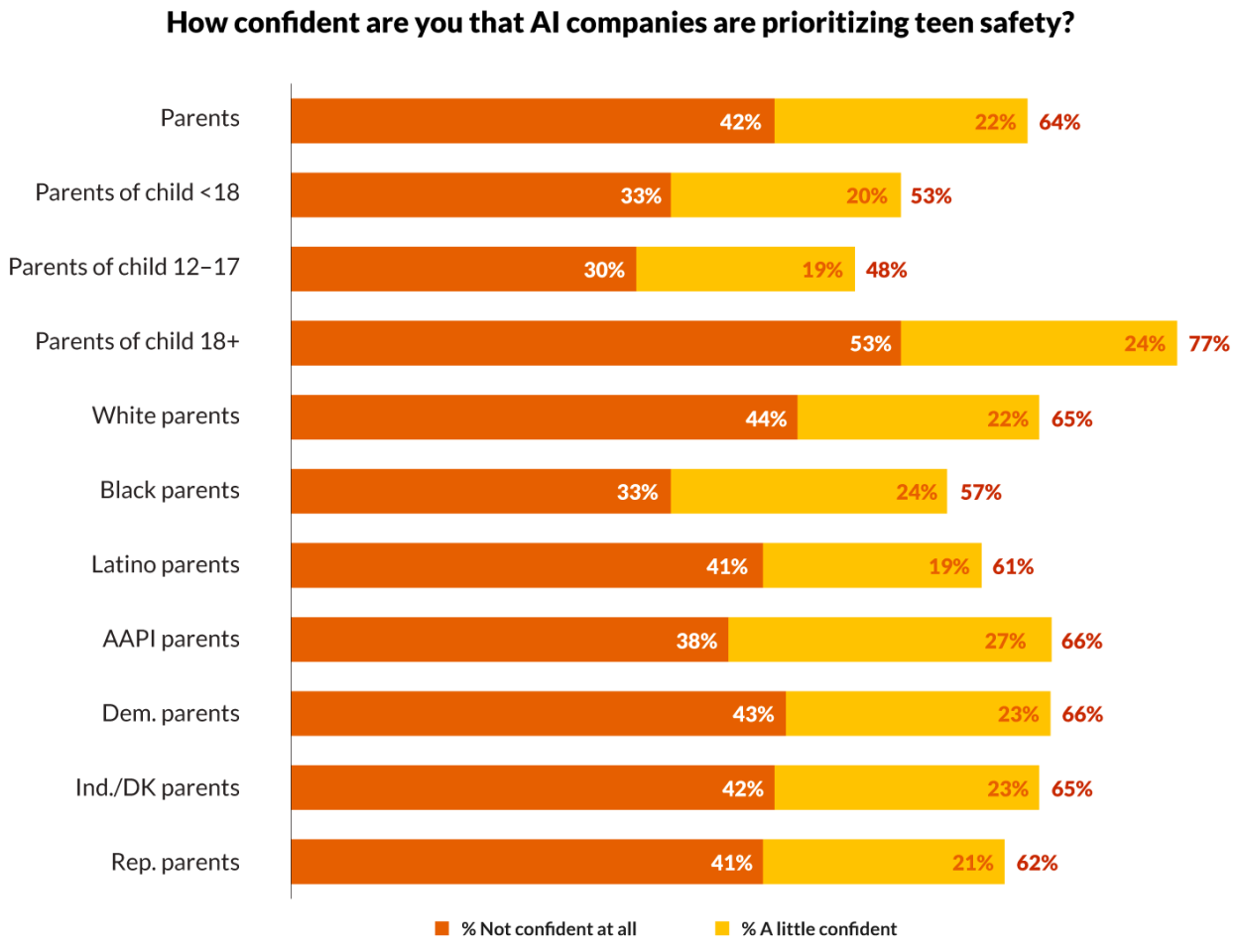
Parents think kids and teens would be better off using AI less but nevertheless need to be prepared for a world where they use AI more. Nearly two-thirds (65%) of parents believe children would be better off with less use of AI, and over a third (36%) think they would be much better off. A majority of parents and youth agree that for kids and teens to be best prepared for the future, they need to learn to think critically for themselves *without the support of AI tools*: 83% of parents agree (51% strongly) and 83% of kids and teens agree (46% strongly). At the same time, more than two-thirds of parents agree that AI is where the future is headed, and kids and teens should prepare for the future by learning how best to use AI tools (68% agree). More than three-quarters of youth agree (77%), 32% strongly. **Parents and kids and teenagers clearly support appropriate AI use. They do not see it as a substitute for critical thinking, and kids and teens should proactively learn how to leverage it.**

Concerns About AI

Many parents lack awareness of AI safety features. A solid majority (58%) of parents know little to nothing about the safety features in AI products that a teen might use. Only a third (35%) say they know a lot or some about these safety features. Parents of younger children generally feel more well equipped—half or more of parents of children under 18 (51%) and parents of children 12 to 17 (53%) say they know a lot or some about these safety features—yet nearly three-quarters (73%) of parents of children 18 and over say they know only a little or nothing at all.

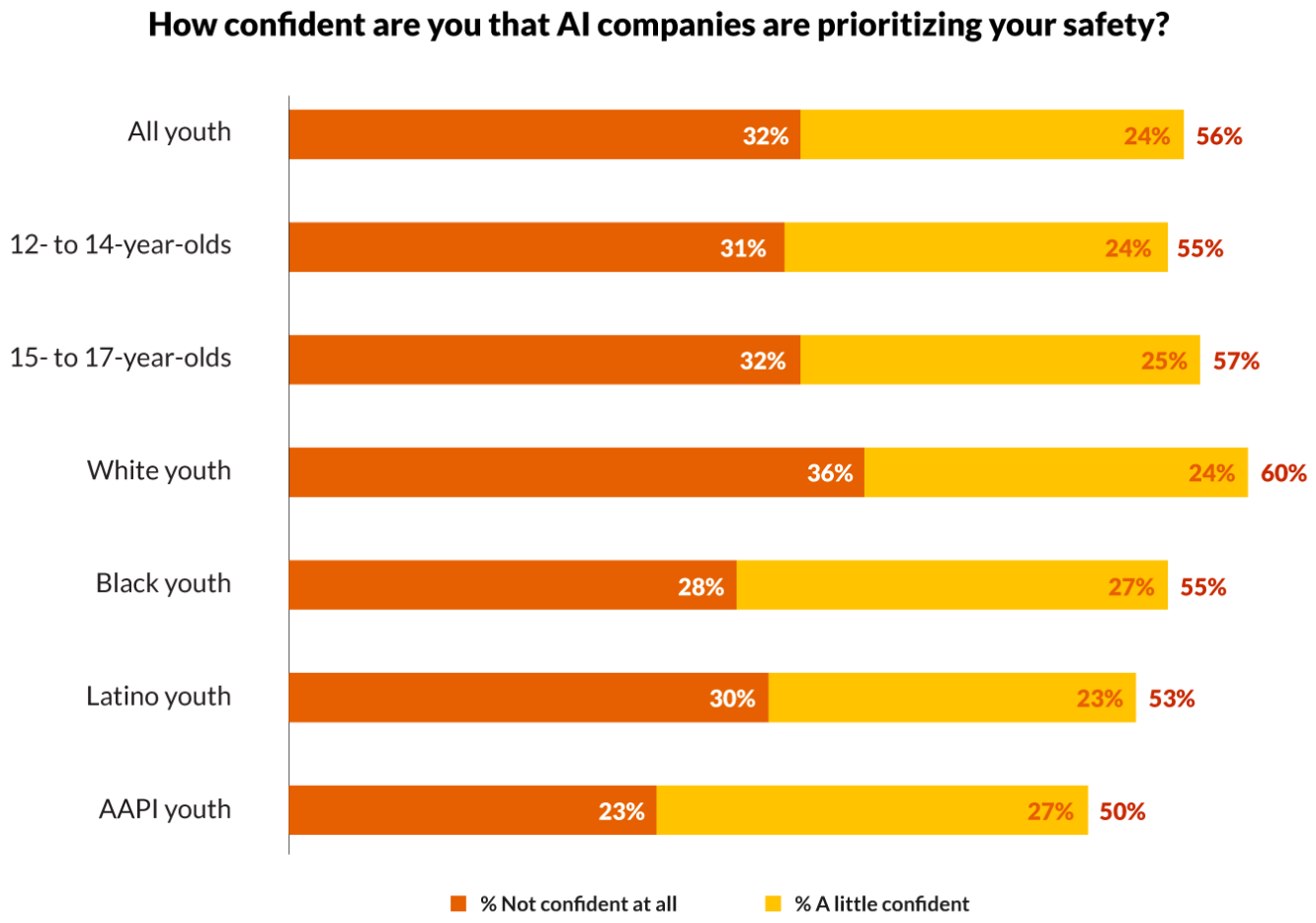
Parents are not confident that AI companies prioritize the safety of kids and teens. Nearly two-thirds (64%) of parents say they are not confident that AI companies prioritize teen safety, and 42% say they are not confident about this at all. Across race/ethnicity and party identification, parents do not feel confident about AI companies prioritizing kids' and teens' safety. Parents of kids and teens age 12 to 17 are split. Parents of children 18 and over are more likely to feel not confident at all, and Black parents are less likely to feel not confident at all.

Figure 16: Percentage of parents, by age of child, race/ethnicity, and party identification, who are not confident that AI companies prioritize teen safety



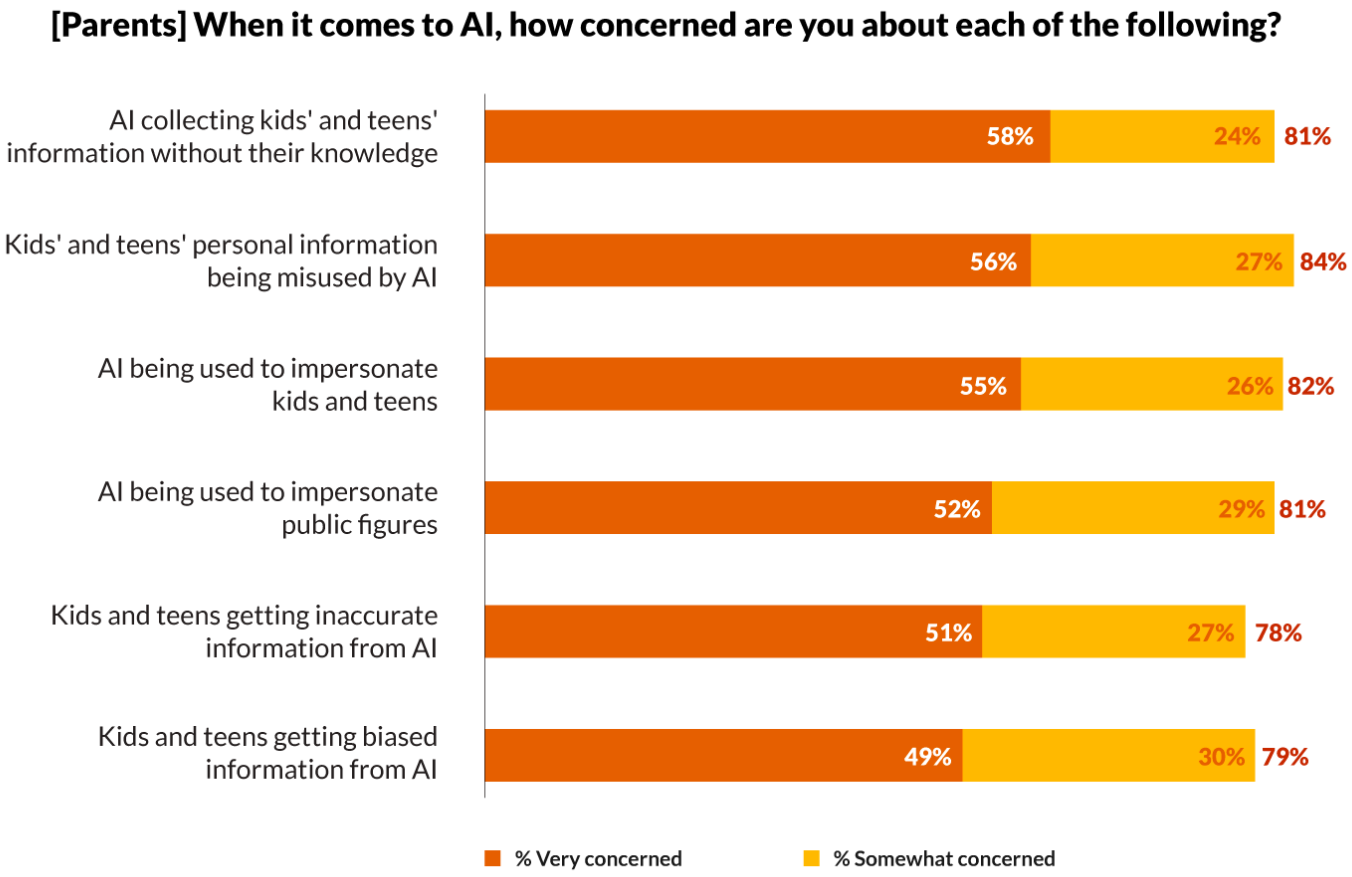
Kids and teens are similarly not confident that AI companies are prioritizing the safety of kids and teens. Over half (56%) of kids and teens are not confident in this, including 32% who are not confident at all. Across age groups and race/ethnicity, kids do not feel confident about AI companies prioritizing their safety.

Figure 17: Percentage of youth, by age and race/ethnicity, who are not confident that AI companies are prioritizing their safety



Parents express specific concerns about AI's effects on children, with privacy and impersonation concerns narrowly outweighing concerns about the quality of information provided by AI. About half or more parents are very concerned about actions that AI programs and tools may or may not be doing, especially AI collecting kids' and teens' information without their knowledge, kids' and teens' personal information being misused by AI, and AI being used to impersonate kids and teens.

Figure 18: Percentage of parents who feel concerned about AI actions



Parents of children 18 and over are more likely than those with children under 18 to be very concerned about all of the actions that AI may be doing.

Table 2: Percentage of parents, by age of children, who feel very concerned about AI actions

When it comes to AI, how concerned are you about each of the following?

	Parents of children <18	Parents of children 18+	Difference in intensity
AI collecting kids' and teens' information without their knowledge	53%	64%	+11
Kids' and teens' personal information being misused by AI	53%	60%	+7
AI being used to impersonate kids and teens	51%	60%	+9
AI being used to impersonate public figures	47%	58%	+11
Kids and teens getting inaccurate information from AI	47%	56%	+9
Kids and teens getting biased information from AI	43%	56%	+13

Moms feel more concerned than dads about AI's actions.

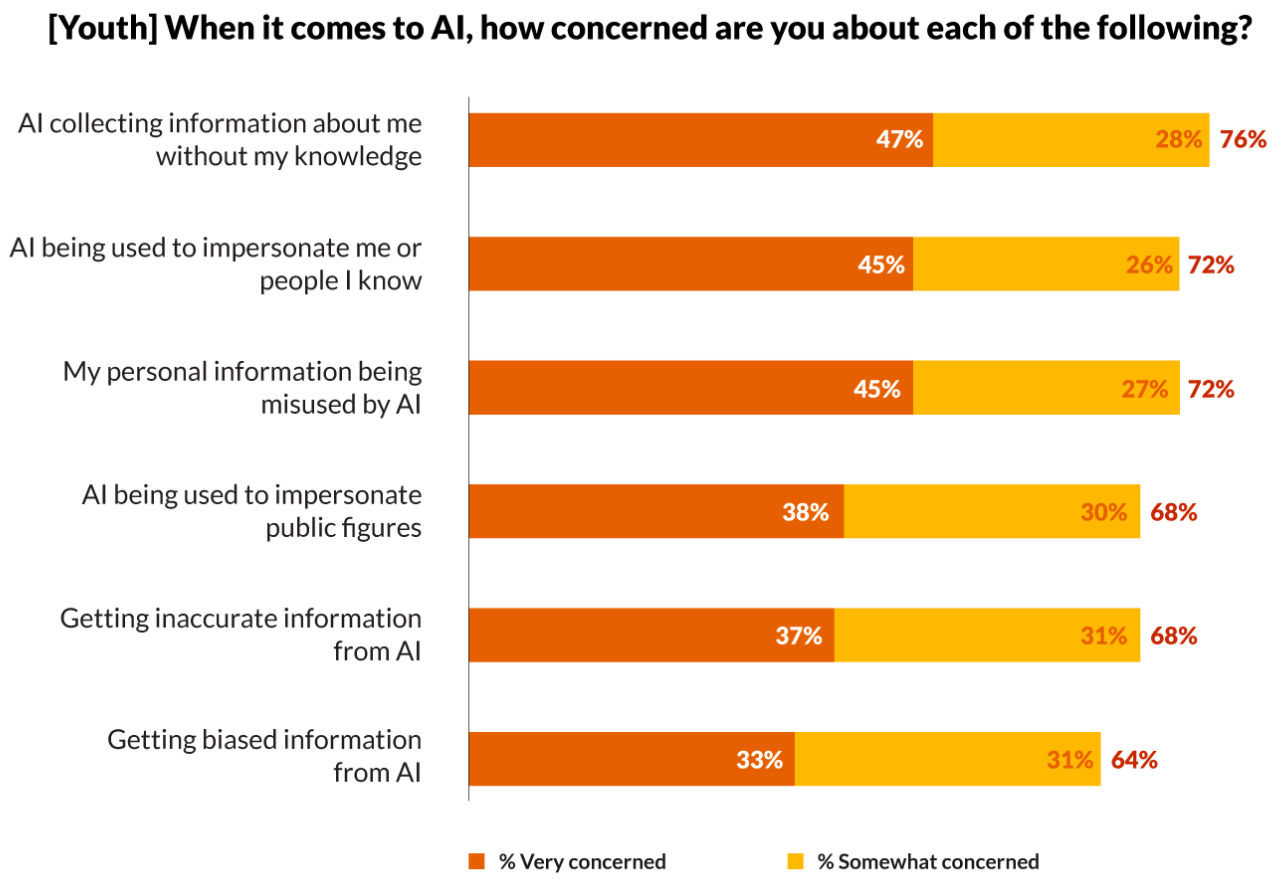
Table 3: Percentage of dads and moms who feel very concerned about AI actions

When it comes to AI, how concerned are you about each of the following?

	Dads	Moms	Difference in intensity
AI collecting kids' and teens' information without their knowledge	53%	62%	+9
Kids' and teens' personal information being misused by AI	53%	60%	+7
AI being used to impersonate kids and teens	50%	61%	+11
AI being used to impersonate public figures	48%	57%	+9
Kids and teens getting inaccurate information from AI	47%	55%	+8
Kids and teens getting biased information from AI	44%	54%	+10

Kids and teens are also concerned about the potential actions of AI programs and tools, especially the collection of their information without their knowledge (47% are very concerned), AI being used to impersonate them or people they know (45% very concerned), and their personal information being misused by AI (45% very concerned). Teens age 15 to 17 are slightly more likely to be very concerned about AI impersonating them or people they know (48%) compared to 12- to 14-year-olds (43%). Unlike parents, who have a gender gap in their concern, boys and girls feel equally concerned.

Figure 19: Percentage of kids and teens who feel concerned about AI actions



Desire for AI Guardrails

Parents across partisan lines agree that robust AI laws and regulations are needed. More than two-thirds (68%) of parents believe we need strong laws to force companies to make AI safe and secure, including 68% of Democrats and 70% of Republicans. **Less than a quarter think we should avoid government rules and trust companies to innovate responsibly** (24%).

Figure 20: Percentage of parents who think we need strong AI laws or think we should trust AI companies

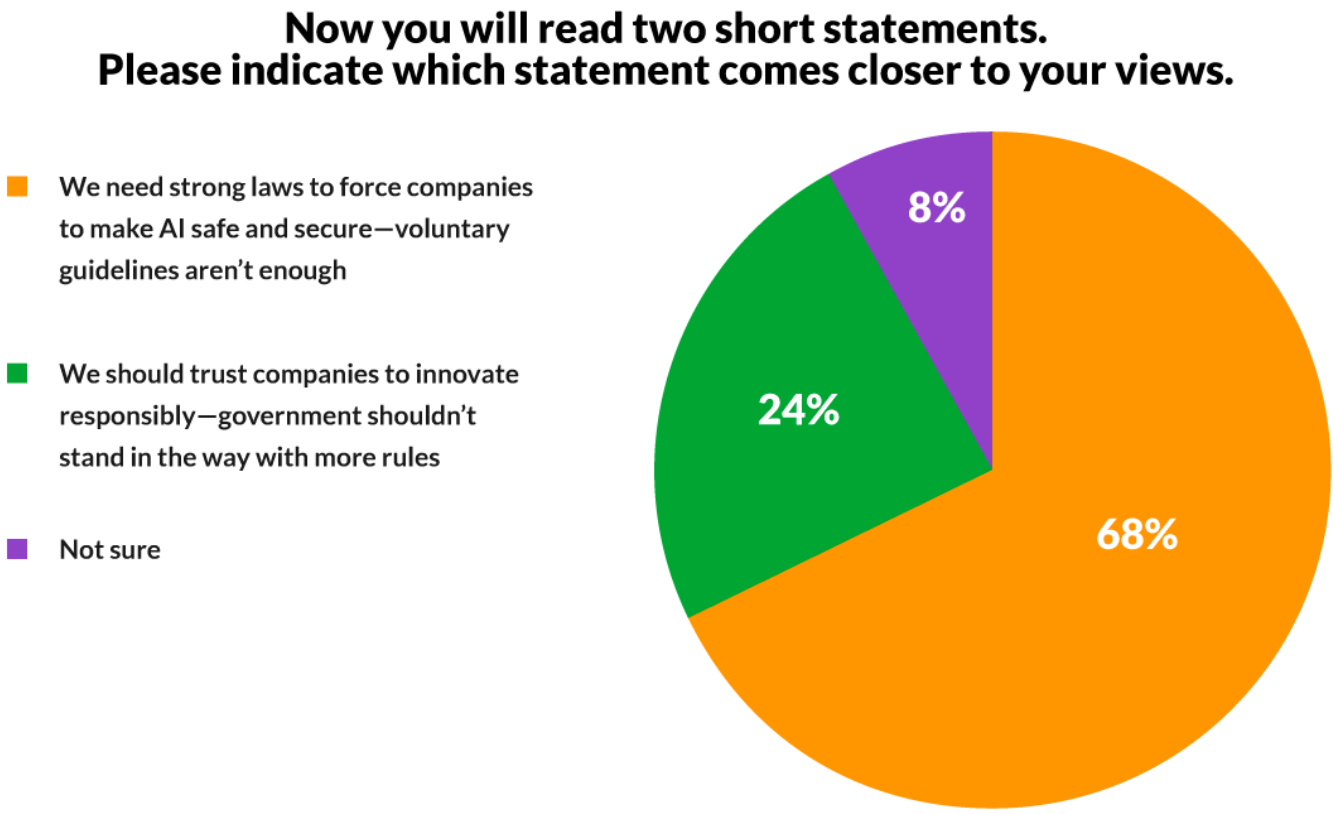


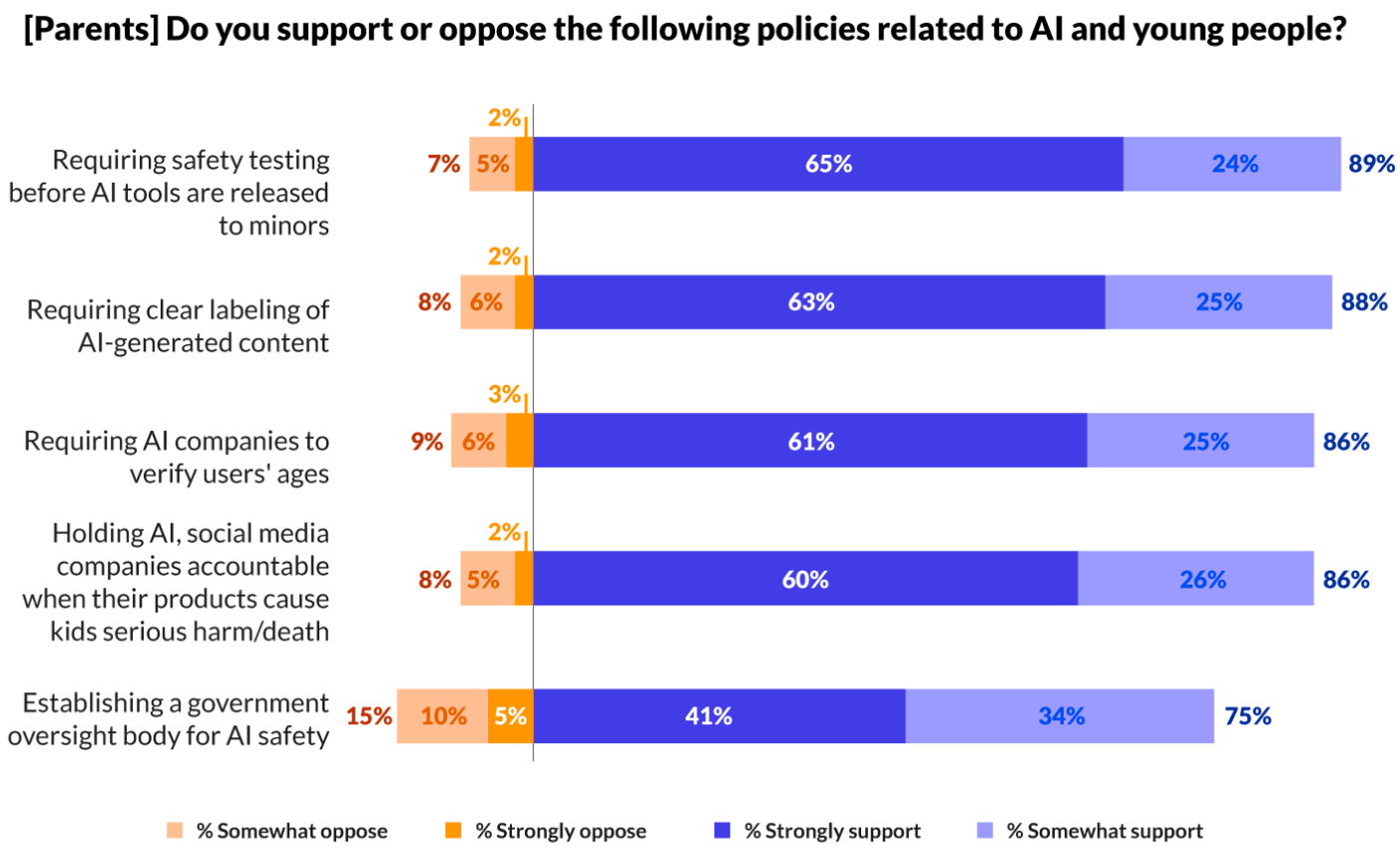
Table 4: Percentage of parents, by age of children, party identification, and educational attainment, who think we need strong AI laws or think we should trust AI companies

	We need strong laws to force companies to make AI safe…	We should trust companies to innovate responsibly…	Difference
Parents	68%	24%	+43
Parents of child <18	62%	32%	+30
Parents of child 12–17	63%	30%	+33
Parents of child 18+	74%	16%	+58
Dem. parents	68%	24%	+44
Ind./DK parents	65%	24%	+41
Rep. parents	70%	25%	+45
Non-college	65%	25%	+40
College educated	73%	24%	+50

Parents and youth see a role for government oversight, with 75% of parents and 72% of kids and teens who support establishing a government oversight body for AI safety. Though overall support is solid, both parents' and kids' and teens' strong support for establishing an oversight body is lower: 41% of parents strongly support and 34% of youth strongly support.

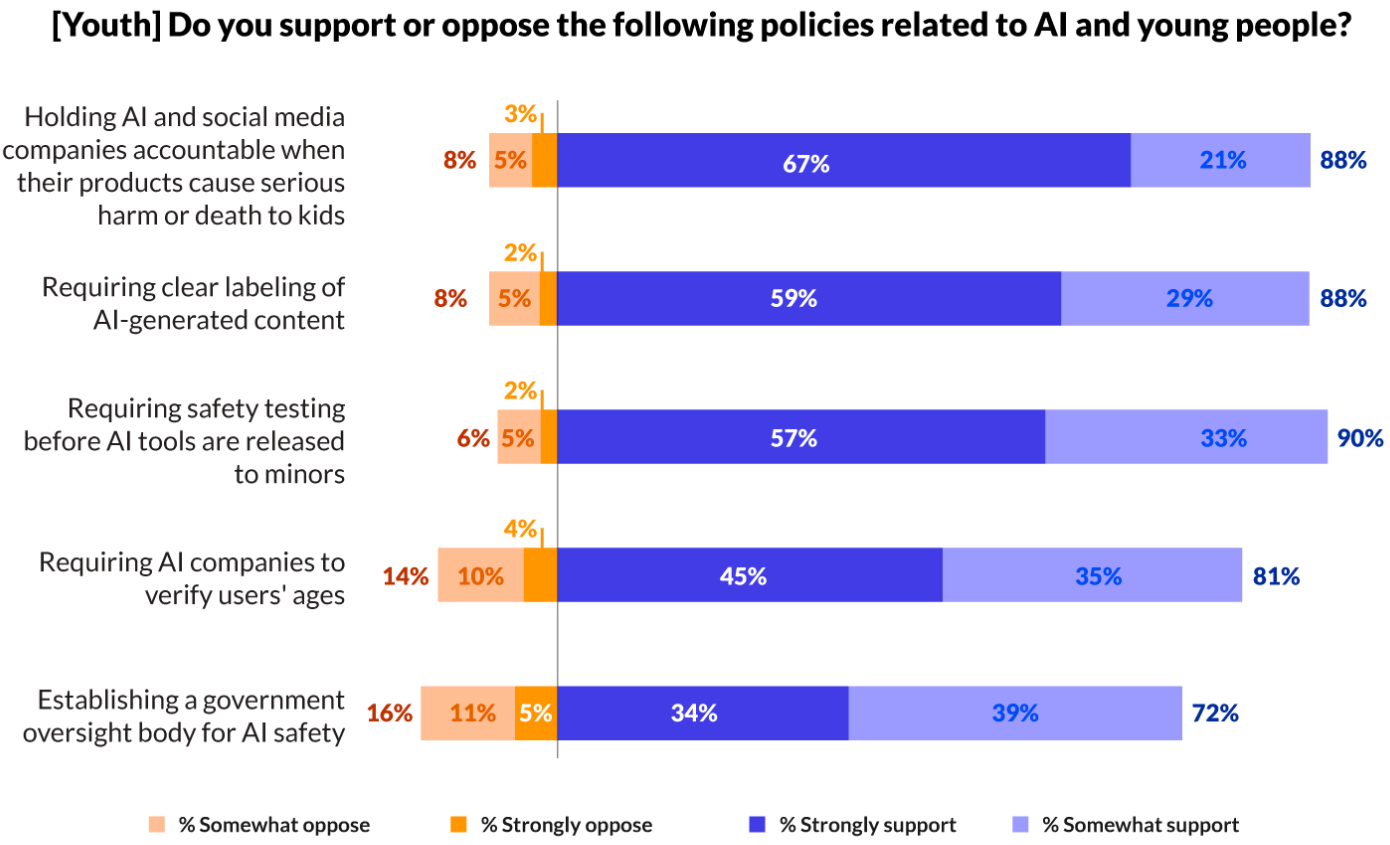
Both parents and youth strongly support most policies related to AI safety and youth. Among parents, solid majorities strongly support requiring safety testing before AI tools are released to minors (65% strongly support), requiring clear labeling of AI-generated content (63%), requiring AI companies to verify users' ages (61%), and holding AI and social media companies accountable when their products cause serious harm or death to kids (60%).

Figure 21: Percentage of parents who support or oppose AI policies



Among kids and teens, the most strongly supported policy is holding AI and social media companies accountable when their products cause serious harm or death to kids (67% strongly support). A solid majority of kids and teens also strongly support requiring clear labeling of AI-generated content (59%) and requiring safety testing before AI tools are released to minors (57%). While 81% of kids and teens support requiring AI companies to verify users' ages, only 45% strongly support it.

Figure 22: Percentage of youth who support or oppose AI policies



AI Use in Education

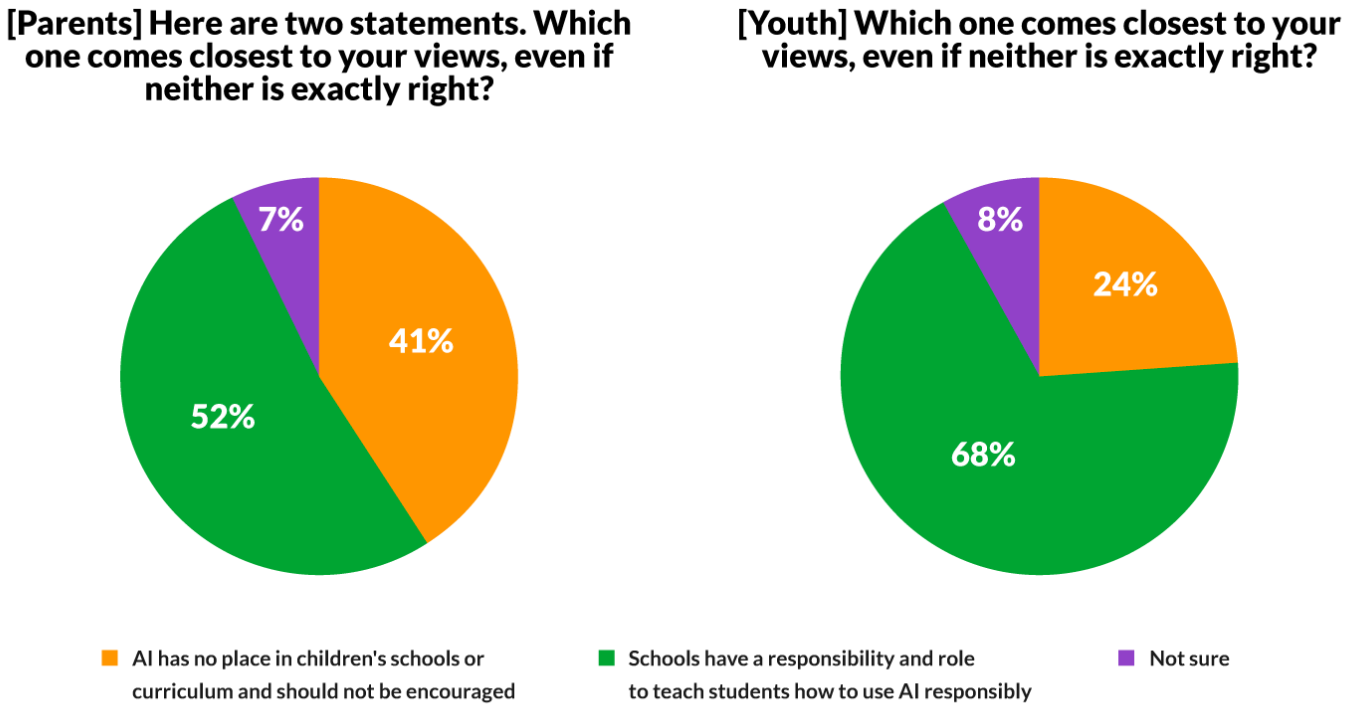
According to both parents and youth, AI is the future. They want to make sure that AI is appropriately integrated into education.

Parents and youth see opportunities to utilize AI in education. About 6 in 10 parents (63%) are interested in AI tools that could help kids and teens learn, though intense agreement is low (24% strongly agree). An even stronger majority of kids and teens are interested in AI tools that could help them learn: 81% agree, 35% strongly.

Parents and youth have real fears that AI use will negatively impact creativity. Seven in 10 (70%) parents believe that using AI tools will make kids and teens less creative, including 34% who strongly agree. A majority of youth are also worried that using AI will make kids and teens less creative: 62% agree, 27% strongly.

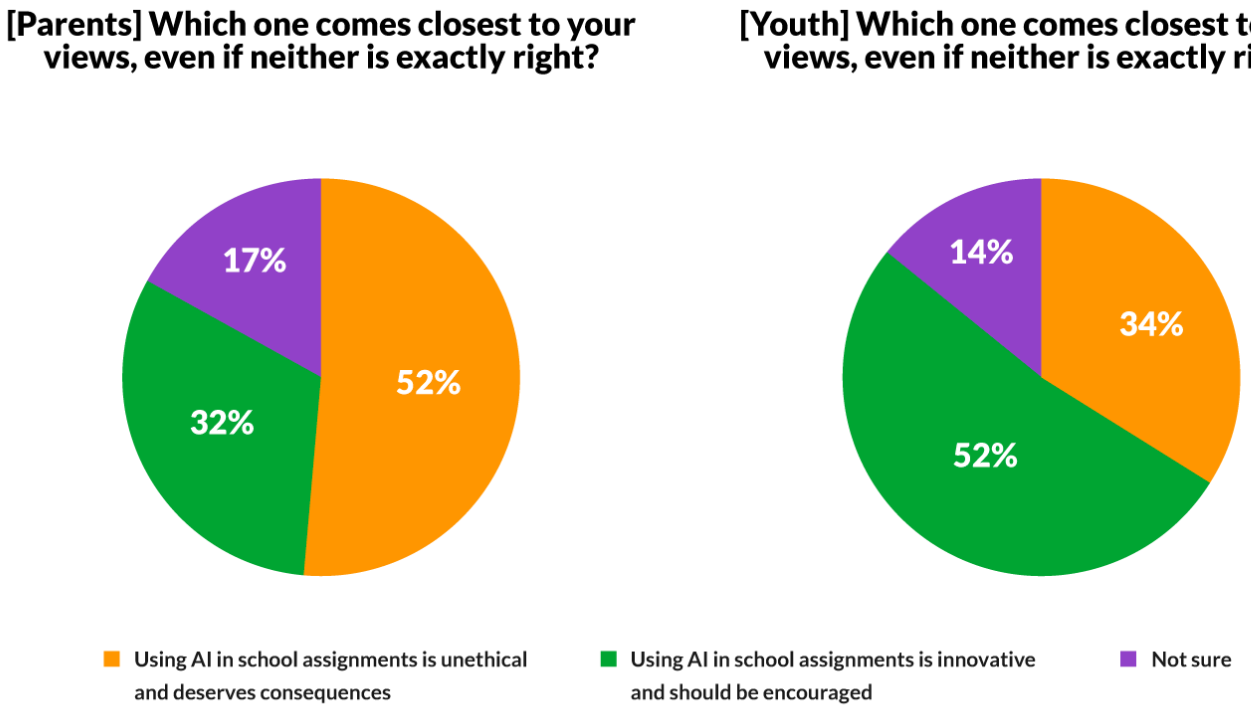
Both groups see schools as having a role to play in teaching responsible AI use to students. A slim majority of parents are more likely to side with the notion that schools have a responsibility and role to teach students how to use AI responsibly (52%), rather than believing that AI has no place in children's schools or curriculum and should not be encouraged (41%). Kids and teens are more likely to say schools have a responsibility and role to teach students how to use AI responsibly (68%).

Figure 23: Percentage of parents and youth who think schools should teach responsible AI use or think AI has no place in schools



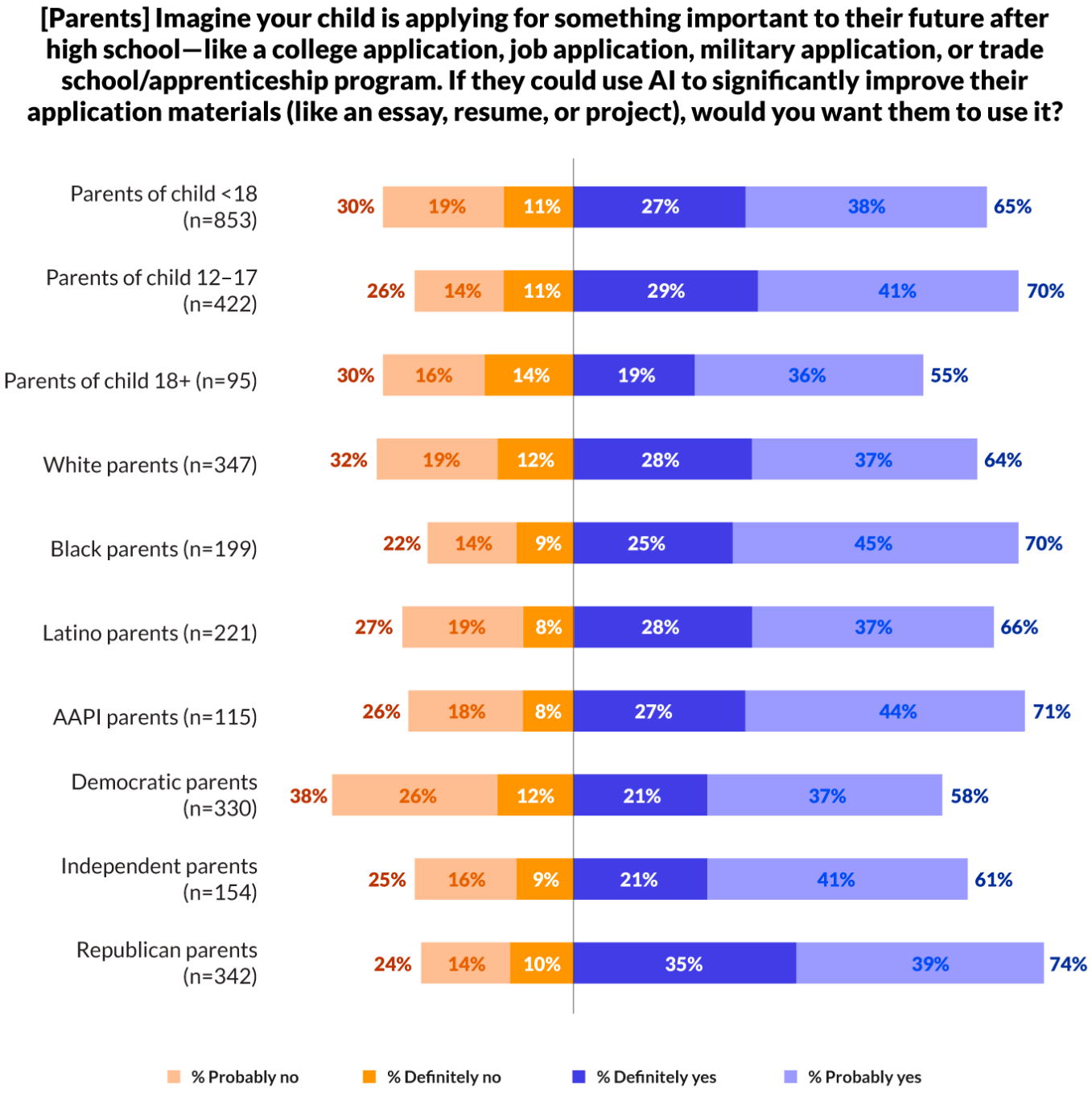
Many parents balk at using AI for school assignments, even as kids and teens embrace it. While over half of parents believe that using AI for school assignments is unethical and deserves consequences (52%), over half of kids and teens believe that using AI for school assignments is innovative and should be encouraged (52%).

Figure 24: Percentage of parents and youth who think schools should teach responsible AI use or think AI has no place in schools



However, even with these reservations about the ethics of AI use, parents want their kids to utilize AI as a tool if it will significantly help them. When parents of children under 18 imagine their child applying to something important to their future after high school, like a trade school or apprenticeship program, or a college, job, or military application, nearly two-thirds (65%) of parents with children under 18 would like their children to use AI to significantly improve their application materials (like an essay, resume, or project). Three in 10 (30%) parents with children under 18 say they do not want their kids to use AI in these situations. Across age of child and race/ethnicity, parents overwhelmingly say they would want their child to use AI. Republican parents are more likely than Democratic or independent parents to want their child to use AI.

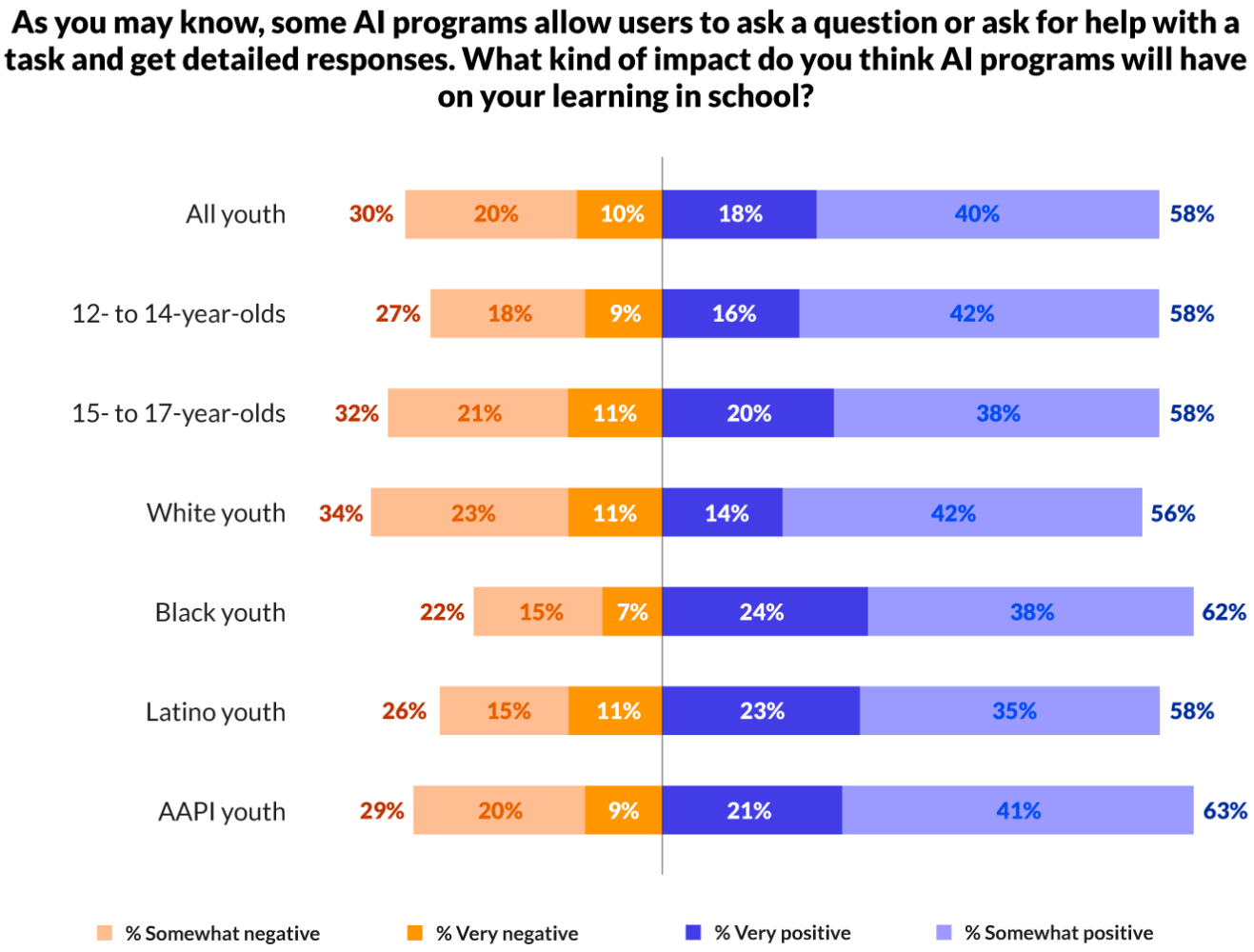
Figure 25: Percentage of parents of children under 18, by age of children and race/ethnicity, who want their child to use AI in important applications



Kids and teens are even more eager than parents to adopt AI to significantly improve their application materials. About three-quarters (74%) of kids and teens say they would use AI to significantly improve their application materials, while 20% say they would not use it.

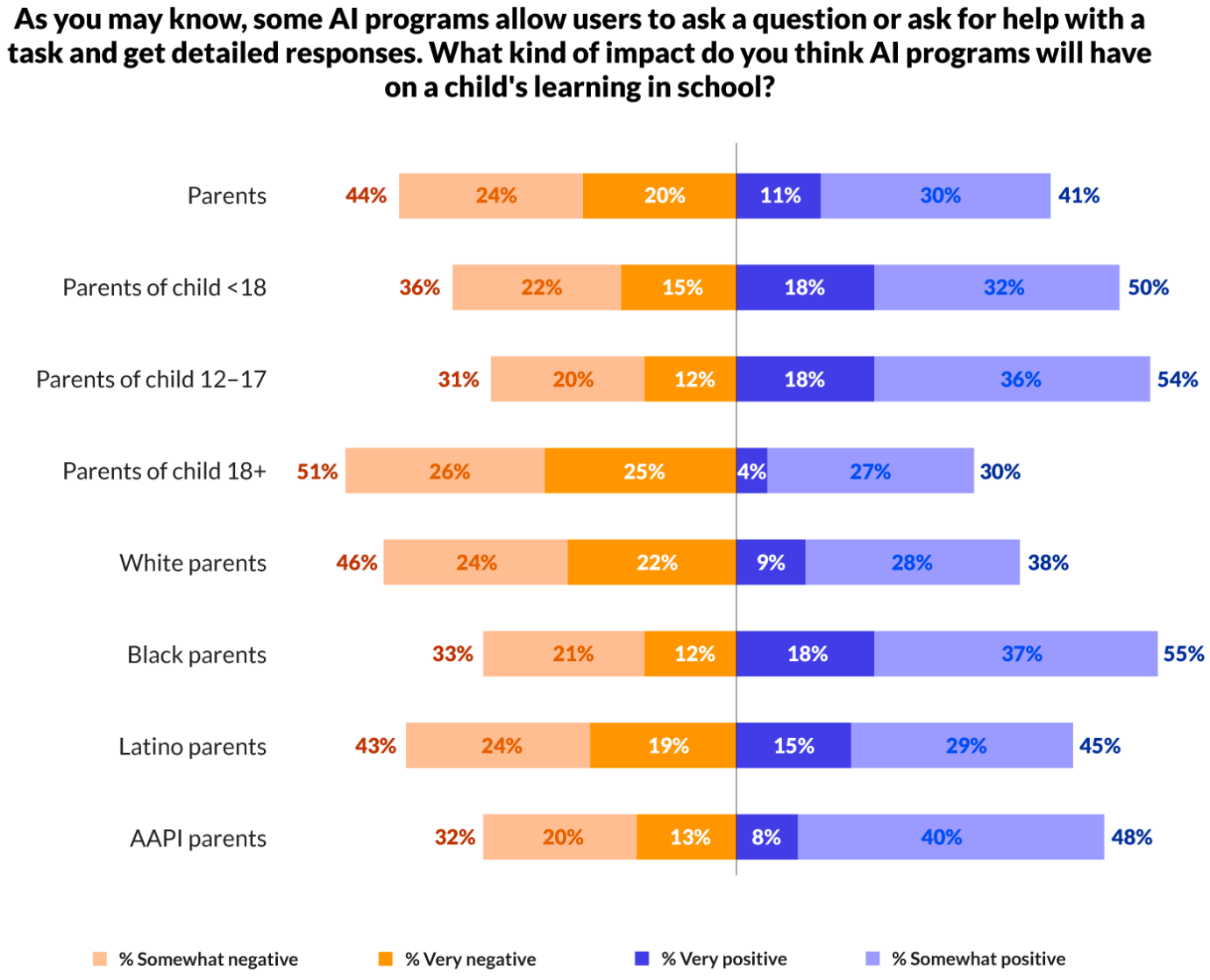
Kids and teens are more optimistic about the impact that AI programs have on a child's learning in school than parents. Among kids and teens, 58% say AI programs will have a positive impact on their learning in school.

Figure 26: Percentage of youth, by age and race/ethnicity, who think AI will have a positive or negative impact on their learning in school



Among parents, 41% say AI programs' impact will be positive, and 44% say the impact will be negative.

Figure 27: Percentage of parents, by age of children and race/ethnicity, who think AI will have a positive or negative impact on children's learning in school



AI and Jobs

Kids and teens have somewhat of a "wait and see" attitude about how AI could impact them economically. Kids and teens are evenly split between feeling worried (47%, with 15% who feel very worried) and not worried (45%, with 20% who are not worried at all) about the increasing advancements of AI in relation to their economic future.

Most subgroups of kids and teens are split fairly evenly between feeling worried and not feeling worried about how AI will impact their economic future. Over half of kids and teens who plan to attend a four-year college do not feel worried, while kids and teens who plan to join the military or who aren't sure of their post-secondary plans feel worried.

Table 5: Percentage of youth, by post-secondary plans and gender and race/ethnicity, who feel worried or not worried about the impact of AI on their economic future

+ Note: small sample size.

Do the increasing advancements of AI make you worried for your economic future?

	Worried	Not Worried	Difference
All youth	47%	45%	+2
Plan to attend two-year college	49%	47%	+2
Plan to attend four-year college	43%	52%	-9
Specific job training	47%	46%	+1
Join the military	56%	37%	+18
Not sure of plans	50%	33%	+17
White boys	48%	46%	+2
White girls	48%	43%	+5
Black boys	41%	49%	-8
Black girls	44%	45%	-2
Latino boys	45%	49%	-4
Latina girls	50%	43%	+7
AAPI boys	46%	48%	-2
AAPI girls+	54%	40%	+14

Parents and youth see AI creating job market challenges. Over half (57%) of parents with children under 18 believe AI will make it harder for their children to find jobs, and 49% of kids and teens agree that they will personally have a harder time finding a job because of AI (though only 16% think they will have a much harder time with this). Even more kids and teens say *people like them* will have a harder time finding a job because of AI (59% say a harder time; 23% say a much harder time).

It seems that AI's impact on jobs is more anticipatory than a current issue for a lot of people. Among parents with children 18 and older, a majority say AI's impact on their child's ability to find a job has been neither harder nor easier because of AI (30%), is not applicable to their situation (21%), or they aren't sure (19%). Another 22% of parents of children 18 and older say their adult children's ability to find a job has been harder, and 8% say it has been easier.

Conclusion

Artificial intelligence shapes how kids and teens learn and how parents think about their children's futures. While families hold mixed views about AI's promise and potential harm, they are unified in their belief that this technology must be developed and deployed with today's youth in mind. Parents, kids, and teens understand that AI will continue to expand into nearly every aspect of life, and they want clear rules in place to ensure that it serves young people rather than creating more obstacles and harms to navigate.

Parents are weighing AI's potential to open doors against concerns about safety, misinformation, privacy, and the erosion of critical thinking skills. Parents of adult children feel less worried about the economic downsides, but more worried about misinformation, privacy, and learning. Parents of children under 18 are more worried about the job market impacts in the future. Kids and teens, while often more optimistic, share many of these concerns, particularly around future job opportunities, critical thinking, transparency, and whether the companies developing these tools are prioritizing their safety.

As AI expands into different parts of our lives, safety is the watchword. Across age groups and political affiliations, families express strong support for AI guardrails. Parents, kids, and teens want to see leaders establish clear guidelines for how our youth should use AI and how companies developing AI should engage with the next generation. AI companies and companies that integrate AI tools into their products or services have a clear mandate from families to prioritize teen safety, clearly label AI-generated content, verify users' ages, and increase the transparency of collected user information. Policymakers should feel emboldened that parents, kids, and teens support a government role in setting rules of the road for AI, especially when it comes to AI and kids.

Ultimately, families recognize the power of AI to profoundly transform society. At the same time, they also understand that massive change presents real risks that warrant attention and action. This moment presents a clear opportunity: to shape an AI-driven future that protects young people, builds trust, and reflects shared values. The voices of parents, kids, and teens send a resounding message: AI's future must be guided by safety, transparency, and a commitment to the next generation.

Methodology

Parent survey: Lake Research Partners, in partnership with Echelon Insights, designed and administered this online survey, which was conducted from November 17 to 26, 2025. The survey reached a total of 1,244 parents nationwide, which includes a base sample of 843 parents, with oversamples of 100 Black, 100 Latino, and 101 Asian American and Pacific Islander parents and 100 parents of children age 12 to 17. The oversamples were weighed down into the base sample to their proper proportion of the universe, for a total sample size of 843.

Kid and teenager survey: Lake Research Partners, in partnership with Echelon Insights, designed and administered this online survey, which was conducted from November 17 to 28, 2025. The survey reached a total of 1,100 kids and teens age 12 to 17 nationwide, which includes a base sample of 800 kids and teens, with oversamples of 100 Black, 100 Latino, and 100 Asian American and Pacific Islander kids and teens. The oversamples were weighed down into the base sample to their proper proportion of the universe, for a total sample size of 800.

Quantitative results are expressed as percentages unless otherwise noted. Results may not sum to 100% due to rounding or multiple responses.

Split-sampled questions marked with an asterisk (*) are instances of controlled language experiments, where half of the respondents read one version of a question and the other half read another version—and we controlled for demographic, regional, and partisan variables.

To refer collectively to the kid and teenager participants, we also use the terms *youth* and *young people*.

About Lake Research Partners

Lake Research Partners is a nationally recognized qualitative and quantitative research firm with over 25 years of experience in all phases of public opinion research for public entities and private enterprises. LRP's principals are leading strategists with experience serving as tacticians and senior advisors to a wide range of government agencies, advocacy groups, universities, labor unions, nonprofits, and foundations across the United States. LRP is a Woman-Owned Small-Business (WOSB) and is certified through the U.S. Women's Chamber of Commerce.

About Echelon Insights

Echelon Insights is an opinion research and analytical intelligence firm based in Alexandria, Virginia, known for providing strategic guidance to brands, political organizations, advocacy groups, and nonprofits. Founded in 2014, Echelon Insights has stayed on the cutting edge of polling and data analysis, and in 2022 was ranked as one of the most accurate pollsters in the 2022 election cycle by FiveThirtyEight's analysis.

About Common Sense Media

Common Sense Media is the leading nonprofit organization dedicated to improving the lives of kids and families by providing the research-backed information, education, and independent voice they need to thrive in the age of apps, algorithms, and AI. We rate, educate, and advocate for policies to protect and prepare kids online. Our ratings, research, and resources reach more than 150 million users globally, over 1.4 million educators, and more than 100,000 schools worldwide every year. Learn more at commonsense.org/research.

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