

2019

THE COMMON SENSE CENSUS: MEDIA USE BY TWEENS AND TEENS

Amount of daily screen use, not including for school or homework



Tweens:

4 hours, 44 minutes



Teens:

7 hours, 22 minutes

By socioeconomic status

Tweens in higher-income homes: **3:59**

Tweens in lower-income homes: **5:49**

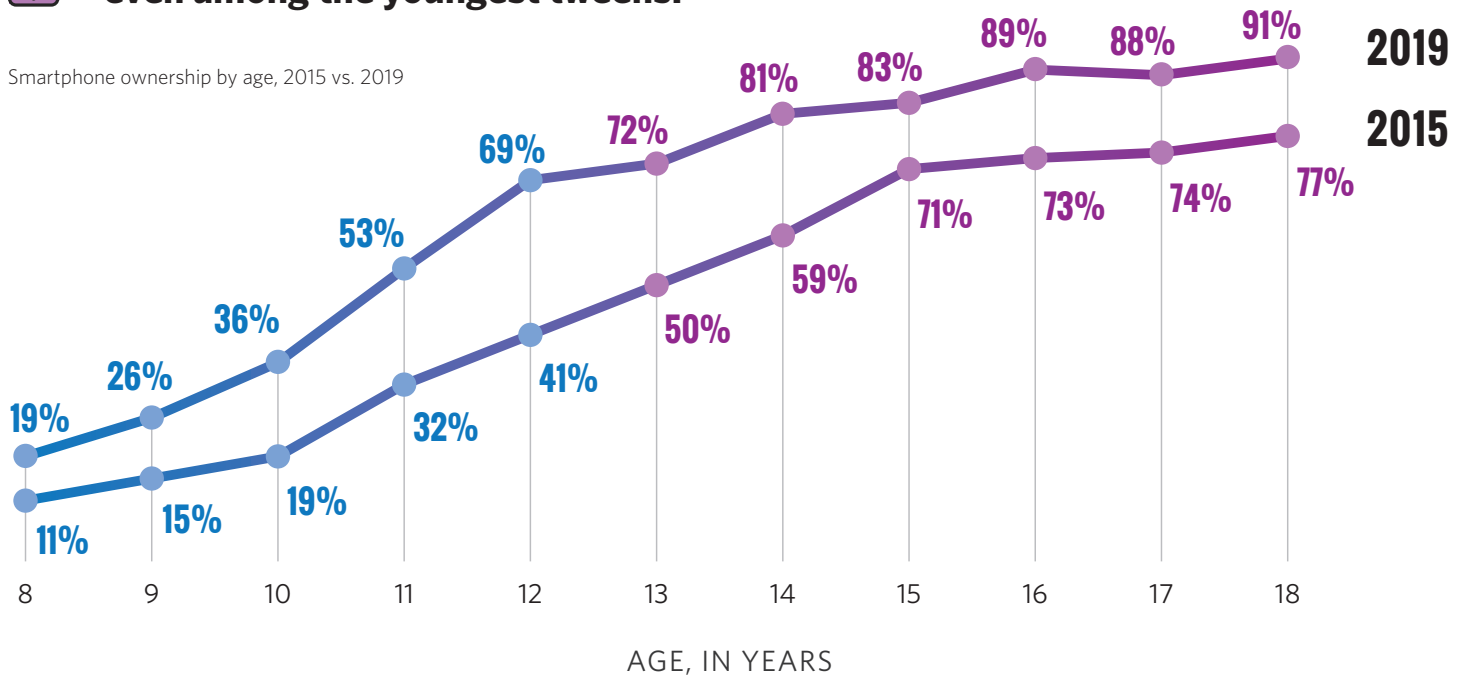
Young people in lower-income homes use nearly two more hours of screen media a day than their peers in higher-income homes.

Note: "Lower income" is <\$35,000; "higher income" is \$100,000+ per year.



Smartphone ownership has risen dramatically, even among the youngest tweens.

Smartphone ownership by age, 2015 vs. 2019



Homework gap

Teens in lower-income homes spend less time using computers and more time using their phones for homework than their peers in higher-income homes.

Average minutes per day 13- to 18-year-olds spend using each device for homework, by income, 2019



:55



:12



:34



:21

■ Computer
■ Smartphone

HIGHER INCOME

LOWER INCOME

Note: "Lower income" is <\$35,000; "higher income" is \$100,000+ per year.

Top screen media activities for tweens and teens

Proportion of screen time devoted to various media activities, 2019

#1

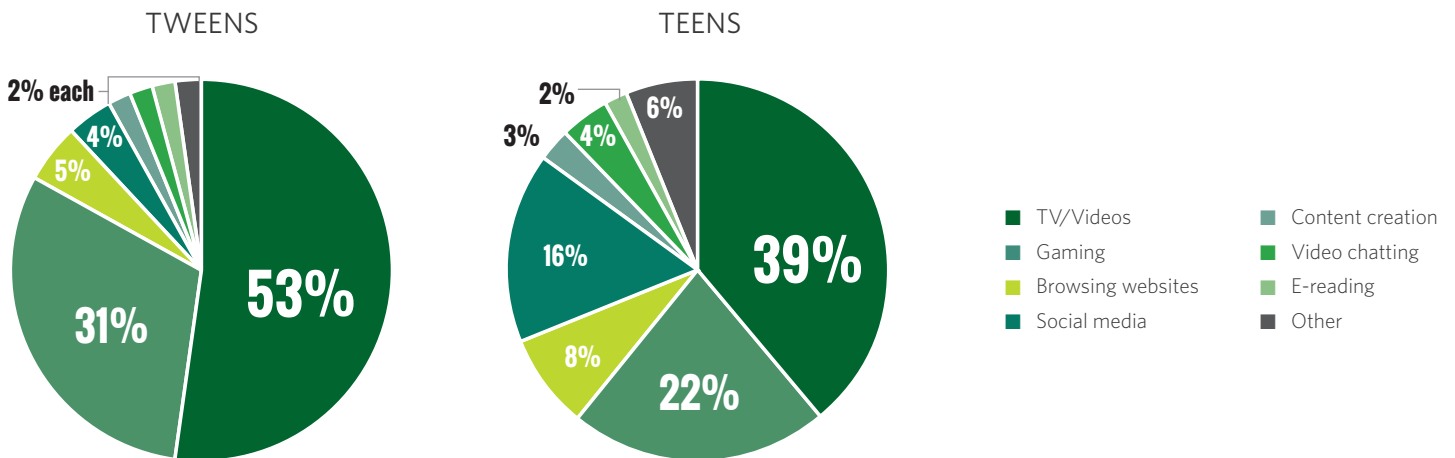


Watching TV/videos

#2

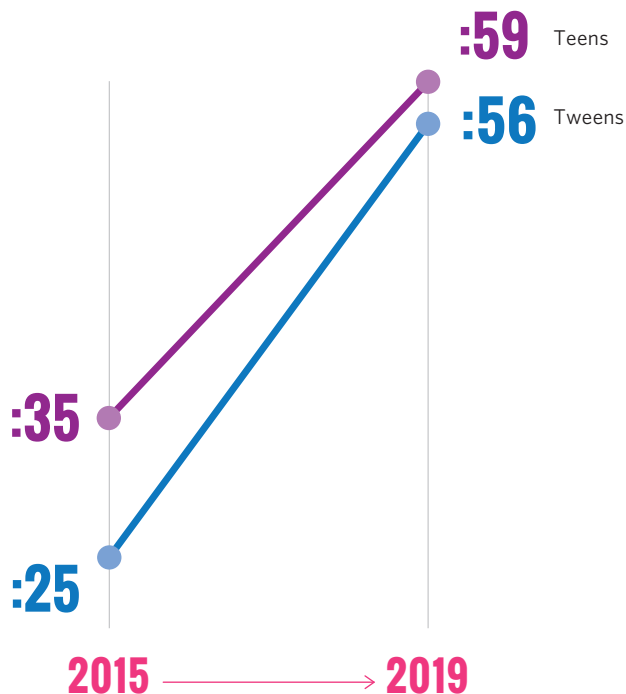


Playing games



Note: Content creation includes writing on digital devices, making art, or creating digital music. "Other" includes using GPS or other functional apps, using email, shopping, and doing any other digital activities not specifically asked about in the survey.

Time spent watching online videos has increased substantially.



For tweens, YouTube dominates the online video space.

Online video or subscription platforms used "the most" by 8- to 12-year-olds

