

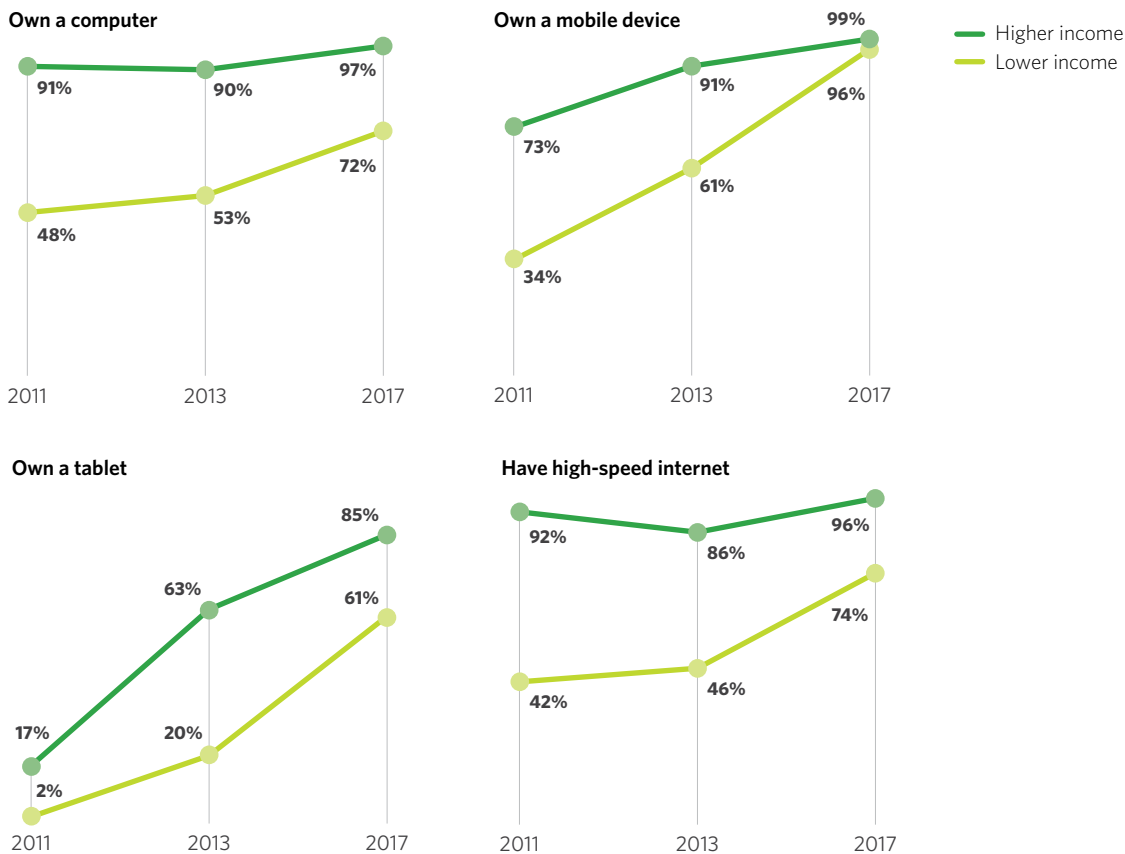
Exploring the Digital Divide

MEDIA AND TECHNOLOGY OWNERSHIP

- There are still substantial gaps between lower- and higher-income children in home computer access (25 percentage points) and high-speed home internet access (22 percentage points), but these gaps are much smaller than they have been in the past.
- Today, 72 percent of children in lower-income homes have a home computer, and 74 percent have high-speed internet access (compared to 97 percent and 96 percent respectively, among higher-income children).
- Children in lower-income homes are still less likely to have a tablet at home (a 24 percentage-point difference). However, the gap in overall mobile ownership has virtually disappeared (3 percentage points).
- In 2011, 34 percent of lower-income families had a mobile device in the home; today 96 percent do.
- There is no difference in the likelihood of a lower- or higher-income child having their own tablet. Sixty-one percent of lower-income children have a tablet in the home, and 40 percent have their own tablet. Eighty-five percent of higher-income children have a tablet in the home, and 40 percent have their own tablet.

DIGITAL DIVIDE AND APP GAP, BY INCOME, 2011-2017

Among families of 0- to 8-year-olds, those who:



Note: Lower income is less than \$30,000 a year and higher income is more than \$75,000 a year. Middle-income group is left off for clarity.

Exploring the Digital Divide

DIGITAL DIVIDE AND APP GAP, BY INCOME, 2017

Among 0- to 8-year-olds, percent who:	All	Lower (<\$30K)	Middle (\$30K-\$75K)	Higher (>\$75K)
Have a computer in the home	91%	72% ^a	91% ^b	97% ^c
Have high-speed internet at home	90%	74% ^a	89% ^b	96% ^c
Have a mobile device at home (any)	98%	96% ^a	98% ^{ab}	99% ^b
• Smartphone	95%	89% ^a	94% ^b	98% ^c
• Tablet	78%	61% ^a	76% ^b	85% ^c
• Child's own tablet	42%	40%	45%	40%
Parents downloaded apps for the child	71%	67%	71%	73%
Used a computer the previous day	15%	15%	17%	15%
Use a computer every day	11%	12%	11%	11%
Average time spent with computers per day	:10	:15 ^a	:11 ^{ab}	:08 ^b

Note: Only those items with different superscripts differ significantly ($p < .05$). Items without a superscript do not differ significantly. Statistical significance should be read across rows.

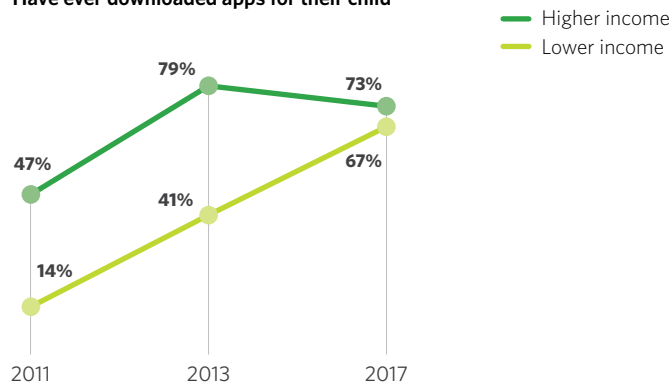
THE APP GAP

- The "app gap" (the difference in the percent of parents who have downloaded apps for their children to use) discussed in our 2011 and 2013 reports has decreased substantially as well, going from 38 percentage points in 2013 to 6 percentage points today.

DIGITAL DIVIDE AND APP GAP, BY INCOME, 2011-2017

Among families of 0- to 8-year-olds, those who:

Have ever downloaded apps for their child



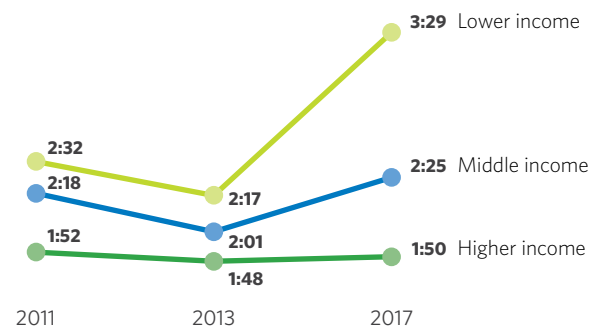
Note: Lower income is less than \$30,000 a year and higher income is more than \$75,000 a year. Middle-income group is left off for clarity.

TIME SPENT USING MEDIA

- Children from lower-income homes spend an average of 1:39 more time with screen media each day than those from higher-income homes (3:29 vs. 1:50).
- Children from homes with lower parent education consume more screen media than children from homes with higher parent education (2:50 vs. 1:37; a 1:13 difference).
- There are no statistically significant differences in overall screen time by gender or race/ethnicity.

SCREEN MEDIA USE, BY INCOME, 2011-2017

Average time 0- to 8-year-olds spent daily (hours:minutes)



Note: Lower income is less than \$30,000 a year; middle income is \$30,000 to \$75,000 a year; and higher income is more than \$75,000 a year.