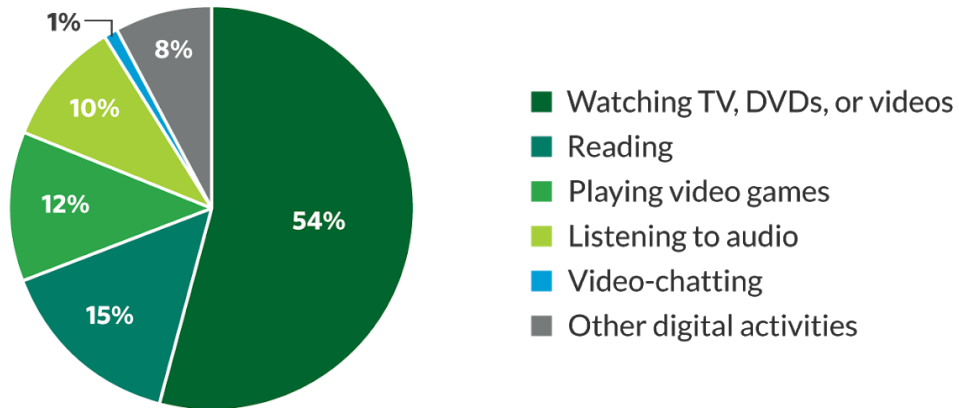


The Common Sense Census: Media Use by Kids Age Zero to Eight, 2020

Black Children's Media Use

Before the coronavirus pandemic,
Black children from birth to age 8 spent an average of
5 hours and 14 minutes with media every day.



2 hours and 49 minutes
 watching TV, DVDs, or videos



48 minutes
 reading or being read to



37 minutes
 playing video games



32 minutes
 listening to audio

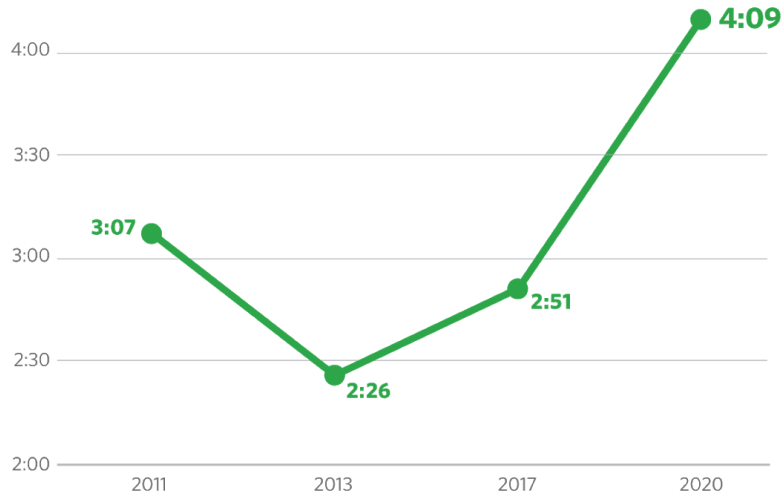


2 minutes
 video-chatting

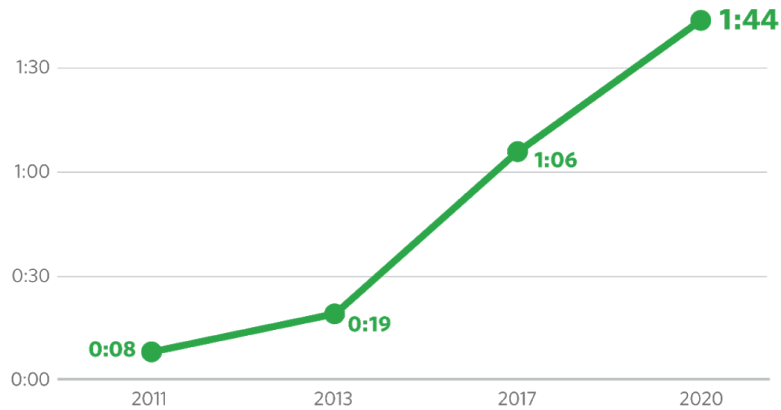


26 minutes
 doing other digital activities

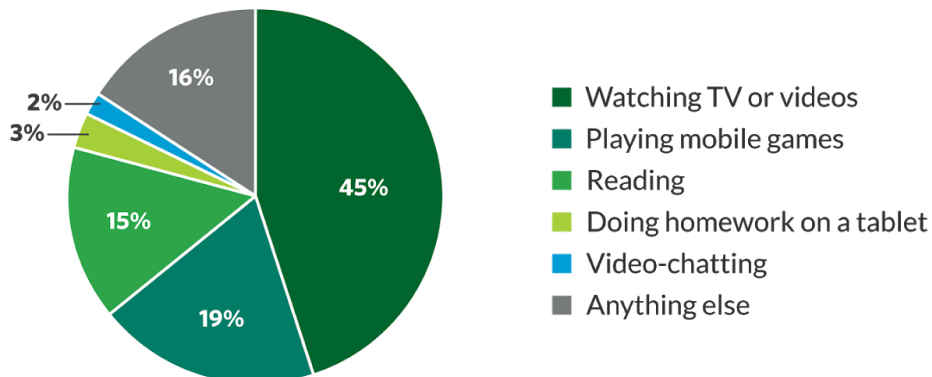
Since 2011, Black children's overall screen time has increased.



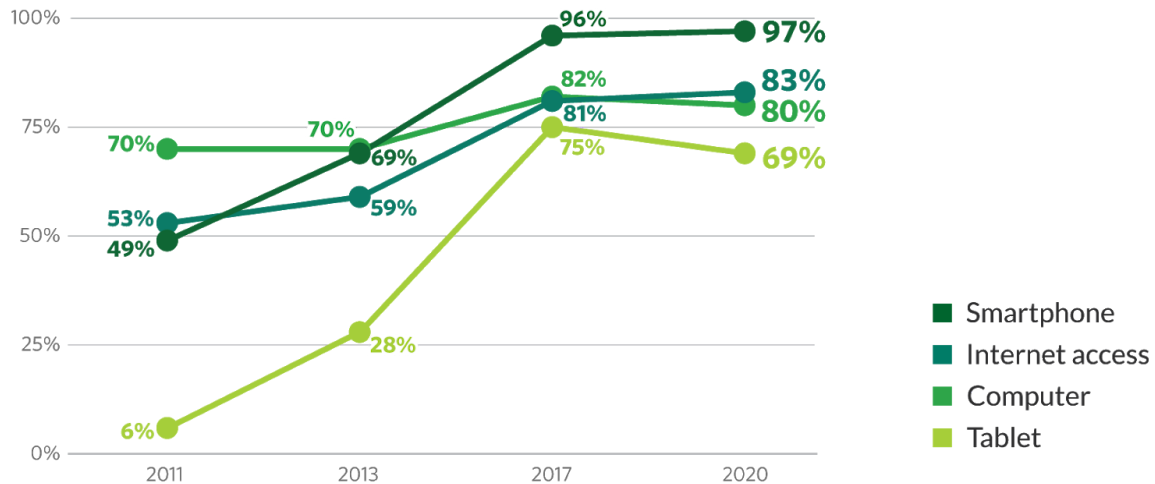
Increases in overall screen time are largely driven by increases in mobile media use.



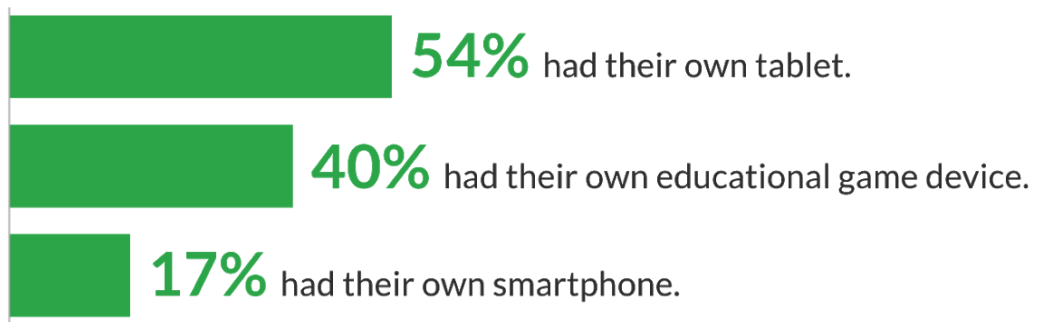
For young Black children, almost half of all time on mobile devices in 2020, before the coronavirus pandemic, was spent watching videos.



Young Black children's ownership and access to media has increased over time but has stalled since 2017. Home computer access has gone down.



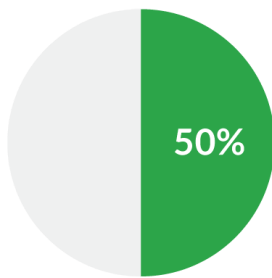
Even children age 8 and younger had their own personal devices before the coronavirus pandemic.



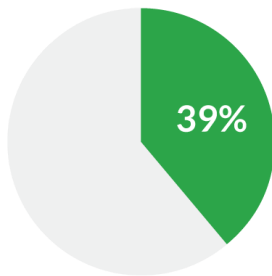
Top **media concerns** of Black parents of young children include:

1. Sexual content in media:
40% were "very concerned"
2. Violent content in media:
38% were "very concerned"
3. Cyberbullying online:
37% were "very concerned"

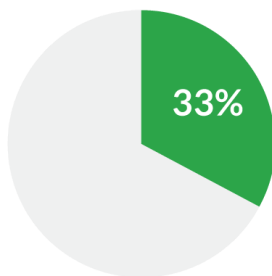
When looking at **educational media activities** ...



50% of Black parents said that learning is a "very important" reason their child uses screen media.

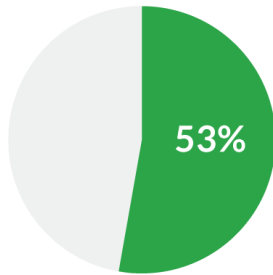


39% of Black parents said that the media their child uses helps "a lot" with learning.



33% of Black parents "strongly agree" that they are satisfied with the amount and quality of educational media available to their child.

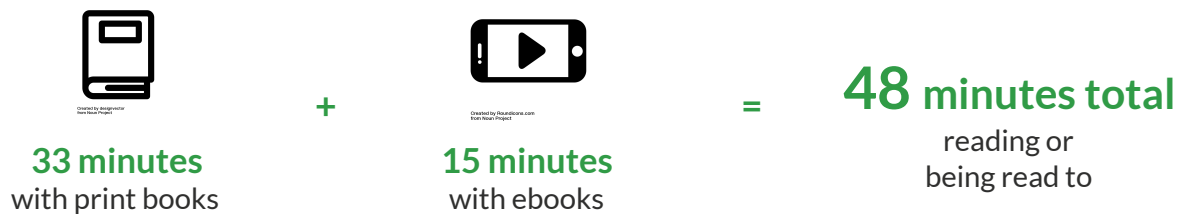
When looking at reading ...



of Black parents said their child is read to or reads every day.

↑ **12 percentage points** from 2017 to 2020

And each day, these children spend an average of ...



↑ **20 minutes** from 2017 to 2020