

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

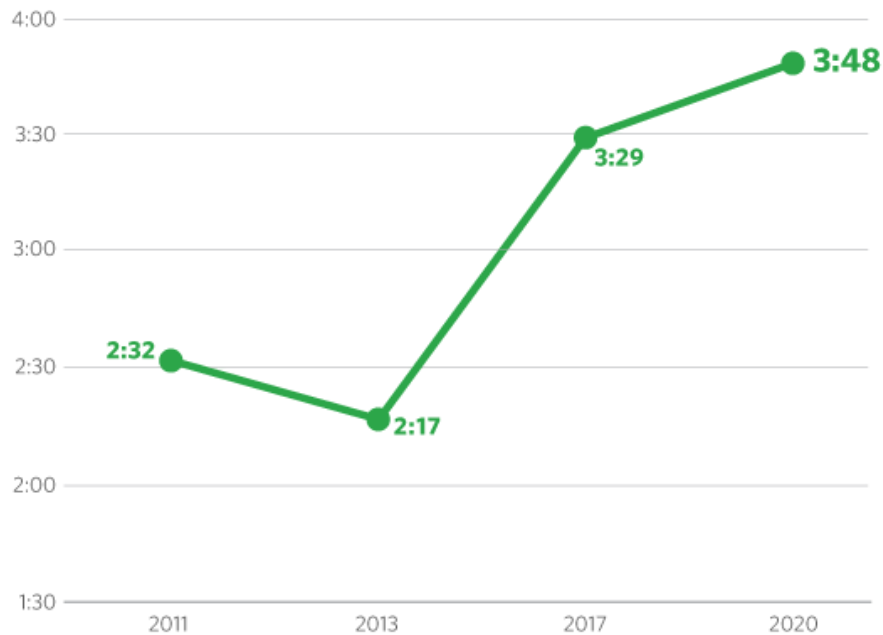
Media Use by Children from Lower-Income Households

Before the coronavirus pandemic, children from birth to age 8 who come from households with an annual income of less than \$30,000 spent an average of ...

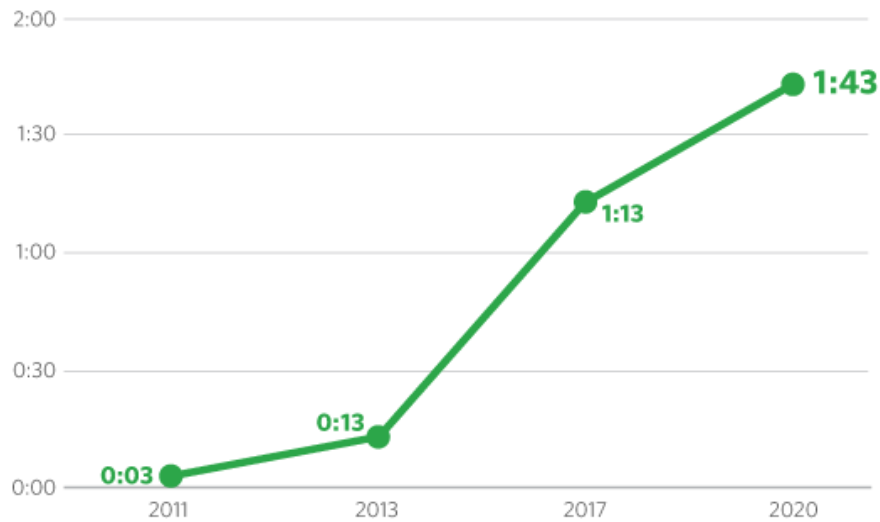


3 hours and 48 minutes with screen media every day

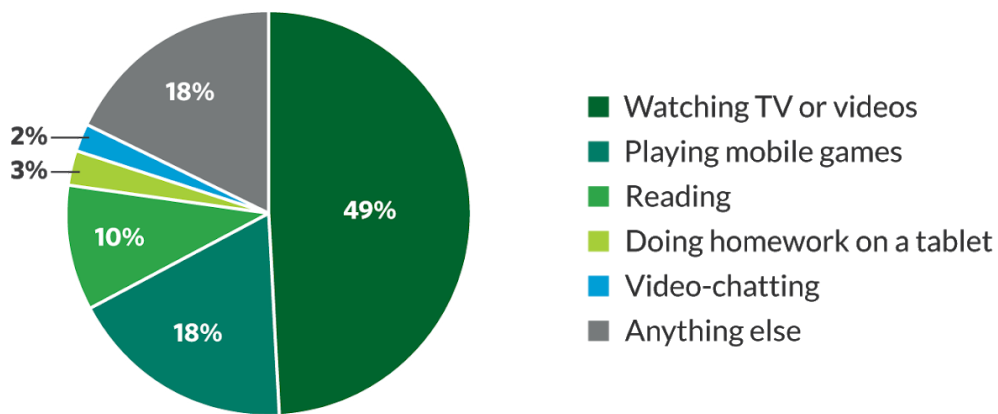
This time has increased by over an hour since 2011.



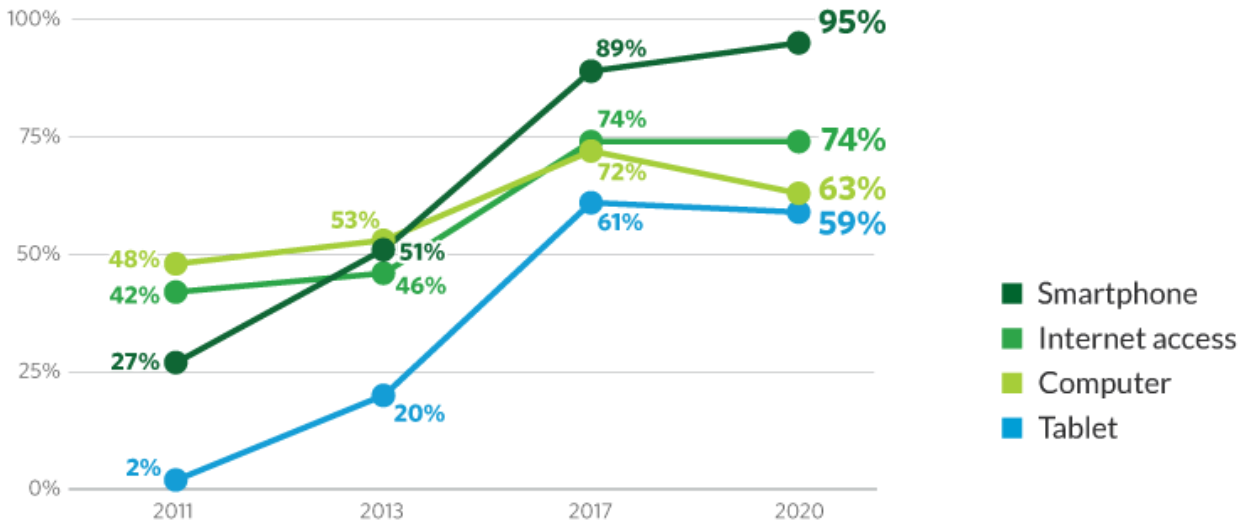
Increases in overall screen time are largely driven by increases in **mobile media use**.



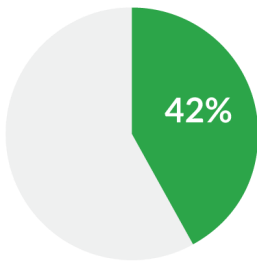
In 2020, before the coronavirus pandemic, almost half of **all time on mobile devices** was spent watching TV or videos.



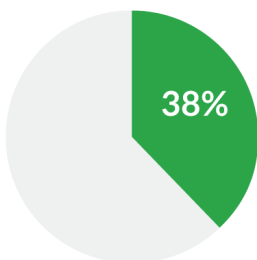
Ownership and access to media has increased over time but has stalled since 2017. Home computer access has decreased.



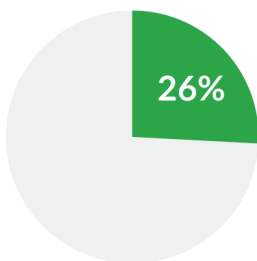
When looking at educational media activities ...



of parents from lower-income households said that learning is a "very important" reason their child uses screen media.

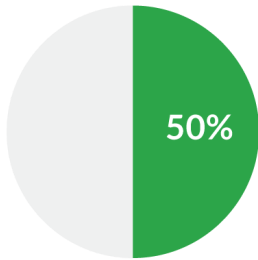


of parents from lower-income households said that the media their child uses helps "a lot" with learning.



of parents from lower-income households "strongly agree" that they are satisfied with the amount and quality of educational media available to their child.

When looking at **reading** before the coronavirus pandemic ...



of parents from lower-income households said their child is read to or reads every day.

↑ **10 percentage points** from 2017 to 2020

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



33 minutes
with print books

+



10 minutes
with ebooks

=

43 minutes total
reading or
being read to

↑ **17 minutes** from 2017 to 2020