

# The Common Sense Census: Media Use by Tweens and Teens, 2021

## Black Children's Media Use

Before the coronavirus pandemic, **Black children age 8 to 12** spent an average of 6 hours and four minutes with media every day.

In 2021, this increased by 22 minutes to **6 hours and 26 minutes**.

Before the coronavirus pandemic, **Black children age 13 to 18** spent an average of 8 hours and 32 minutes with media every day.

In 2021, this increased by 1 hour and 18 minutes to **9 hours and 50 minutes**.



Created by Adrien Coguet from Noun Project

**2 hours and 14 minutes**

Watching TV/DVDs on a TV, computer, tablet, or smartphone



Created by Nicolas Pons from Noun Project

**1 hour and 50 minutes**

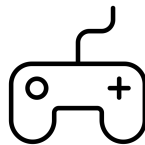
On social media



Created by Roundicons.com from Noun Project

**1 hour and 8 minutes**

Watching online videos



Created by The Icon Z from Noun Project

**1 hour and 41 minutes**

Gaming on a mobile device, computer, or console

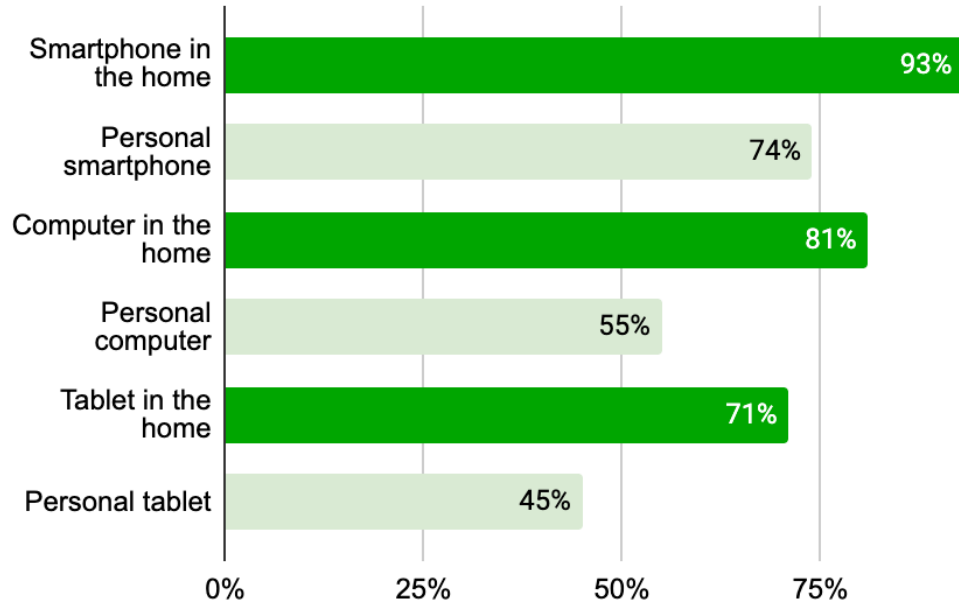


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**29 minutes**

Reading for pleasure (print and digital)

Many Black children have their own **personal devices**, and even more have access to these in their home.



**Device use and enjoyment:** For many screen activities, there is a significant gap between frequency of use and enjoyment:

**73%** of Black kids report **watching online videos** "every day,"  
but **64%** enjoy watching online videos "a lot."

**73%** of Black kids report **watching TV** "every day,"  
but only **46%** enjoy watching TV "a lot."

**68%** of Black kids report **using social media** "every day,"  
but only **51%** enjoy using social media "a lot."

**39%** of Black kids report **playing video games on a mobile device** "every day,"  
and **40%** enjoy playing video games on a mobile device "a lot."

**35%** of Black kids report **playing video games on a console or computer** "every day,"  
and **48%** enjoy playing video games on a console "a lot."

When looking at **reading** among Black children ...

**22%** report reading for pleasure "every day."

**31%** report reading for pleasure less than monthly.

