

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

Use of screen media is up 17% for tweens and teens since the start of the pandemic.



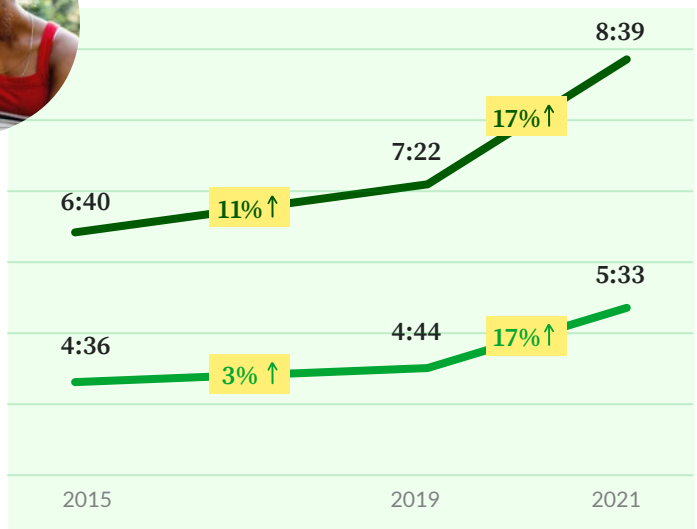
Media use grew faster in the last two years than it did in the four years prior to the pandemic.

Overall, boys use more screen media than girls.

Black and Hispanic/Latino children use screens more than White children.

And children in higher-income households use screens for entertainment less than children in middle- and lower-income households.

Total entertainment screen use per day (average)



Average daily entertainment screen use, 2021

By gender



By race/ethnicity



By household income



By gender



By race/ethnicity



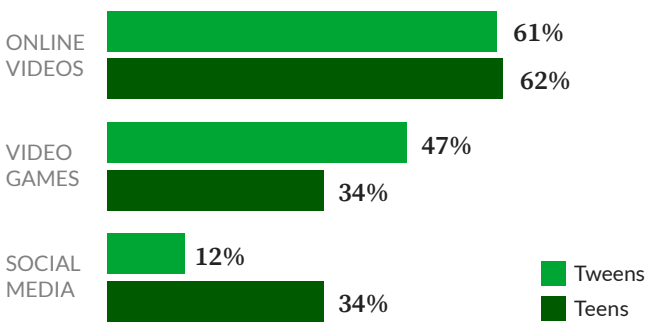
By household income



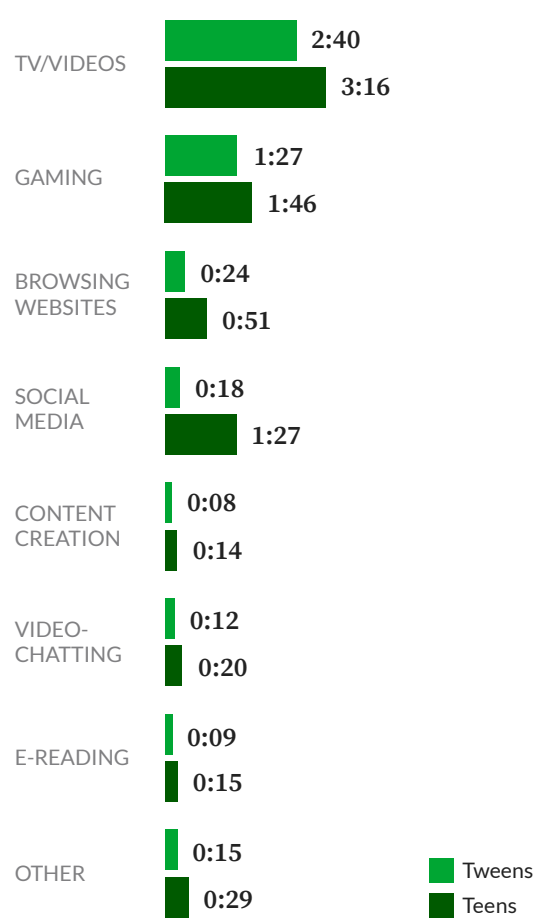
Note: Tweens are 8- to 12-year-olds. Teens are 13- to 18-year-olds.

Watching online videos is the favorite media activity of both tweens and teens.

Percent of 8- to 18-year-olds who enjoy each activity "a lot," 2021



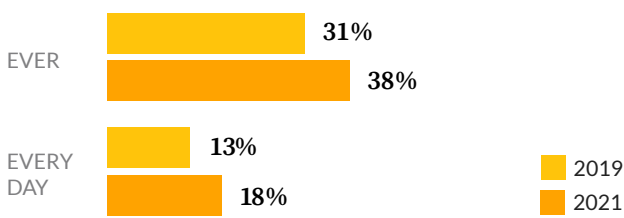
Average daily entertainment screen use, by activity and age, 2021



E-reading includes ebooks and online reading (articles, stories, news, etc.)

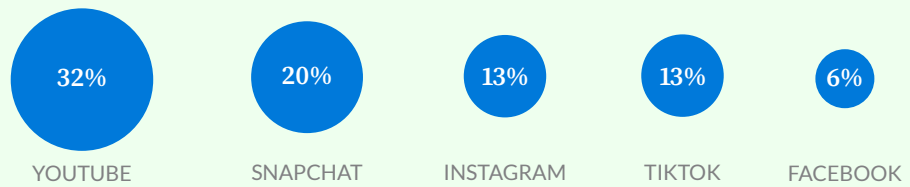
Social media use is growing among tweens.

Among tweens, percent who use social media ...



When forced to choose, more teens prefer YouTube over other popular platforms.*

If you had to pick one site you didn't want to live without, which would it be? **

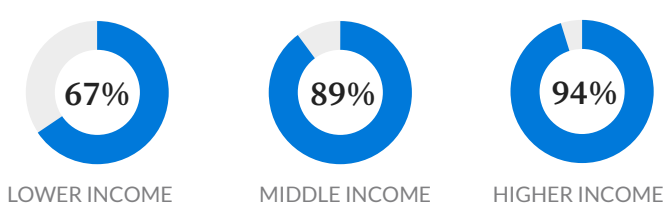


* Among the 79% of 13- to 18-year-olds who use social media and online videos at least once a week.

** Top 5 responses

Digital Divide: Children in higher-income households have access to computers at greater rates than those in lower-income households.

Percent of 8- to 18-year-olds with a laptop or desktop computer in the home, 2021



Note: "Lower" income is <\$35,000; "middle" is \$35,000-99,999; and "higher" is \$100,000 or more.