

A Special Population: Children Under Two

OVERALL MEDIA USE

- Children under 2 spend an average of 42 minutes a day using screen media, 23 minutes a day listening to music, and 21 minutes a day reading or being read to.
- Screen media use by children under 2 appears to be trending downward, from more than 50 minutes in 2011 and 2013 to 42 minutes in 2017, although this difference is not statistically significant.
- The apparent decline in screen media comes from a decline in TV and DVD use, with only a modest increase in mobile media to offset it.
- Time spent listening to music has dropped substantially among this age group: from :39 a day in 2011 to just :23 a day in 2017.

TV/VIDEO VIEWING:

- Most children under 2 have watched TV (71 percent), and 34 percent watch TV every day.
- On average, children under 2 spend 40 minutes a day watching TV or videos.
- Most viewing among this age group still occurs on a TV set (:29), with just :05 a day on mobile devices (and :06 on DVDs).

TIME SPENT USING MEDIA

Among children under age 2, 2011-2017

Average time spent per day:	2011	2013	2017
Watching TV, DVDs, or videos	:53	:56	:40
• TV on TV set	:37	:44	:29
• DVDs	:16 ^a	:11 ^{ab}	:06 ^b
• TV/video on computer	*	*	*
• TV/videos on mobile device	* ^a	:01 ^a	:05 ^b
Listening to music	:39^a	:34^{ab}	:23^b
Reading/being read to	:23	:19	:21
• Print	:23	:19	:20
• E-reading [†]	NA	NA	:01
Playing media games	*	:01	*
• Video games (console)	*	*	:00
• Video games (handheld)	*	:00	*
• Computer games	*	*	*
• Mobile games	*	:01	*
Video-chatting[‡]	NA	NA	*
• On a computer	NA	NA	*
• On a mobile device	NA	NA	*
Other digital activities	*	:01	:01
• Educational software (computer) [§]	*	:01	NA
• Homework (computer)	*	:00	:00
• Anything else on a computer	*	*	*
• Anything else on a mobile device	* ^a	* ^{ab}	:01 ^b
Total mobile media	*^a	:02^b	:07^b
Total screen media	:53	:58	:42
Total media	1:55^a	1:51^{ab}	1:25^b

* Less than one minute but greater than zero.

† Not measured separately until 2017.

§ This item was dropped from the survey in 2017.

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

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MOBILE MEDIA USE UNDER 2

- 46 percent of children under 2 have used mobile media.
- 9 percent of children under 2 use mobile media every day.
- The average time spent on a mobile device among this age group is only seven minutes a day.

READING UNDER 2

- Fewer than half of children under 2 read or are read to on a daily basis (43 percent).
- That number has been relatively stable over the years, as has the average amount of time spent reading each day (21 minutes in 2017).
- Only one minute a day on average is devoted to e-reading among this age group.

PARENTS' VIEWS OF MEDIA FOR CHILDREN UNDER 2

- A large majority (79 percent) agrees with the statement "In general, the less time kids spend with screen media the better off they are," including more than a third (38 percent) who "strongly" agree.
- At the same time, a majority of those whose children use screen media agrees with the statement "My child benefits from the screen media he/she uses," although only 5 percent "strongly" agree.
- 83 percent of parents of children this age say they are satisfied with the amount and quality of educational media available for their child (22 percent agree strongly).
- Among parents with children under 2 who use screen media, two-thirds say their child's media use helps the child's learning (66 percent), nearly half (48 percent) say it helps their creativity, 46 percent say it helps their ability to focus, 42 percent say it helps their social skills.

PARENTS' VIEWS OF MEDIA FOR CHILDREN UNDER 2, 2017

Percent who agree/disagree that:

In general, the less time kids spend with screen media the better off they are.



I am satisfied with the amount and quality of educational media available to my child.



My child benefits from the screen media he/she uses.*



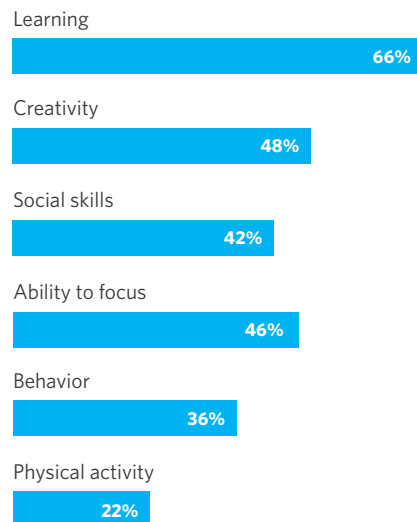
■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree

* Among those whose child uses screen media.

Note: Segments may not add to 100% due to rounding and those who didn't answer the question.

PARENTS' VIEWS OF MEDIA EFFECTS, BY CHILD'S AGE, 2017

Among those whose children use screen media, percent of parents who say media use helps the child's:



Note: Includes those who say media helps "a lot" or "a little."