

THE COMMON SENSE CENSUS

MEDIA USE BY TWEENS + TEENS

This 2015 national survey details the media habits and preferences of American 8- to 18-year-olds and shows just how central a role media plays in the lives of Generation Z.



TWEENS
8-12 Years Old

TEENS
13-18 Years Old

AVERAGE DAILY MEDIA USE

Excluding time spent using media for school or for homework

TWEENS

6 hours

5:55 Total Hours
4:36 Hours of Screen Time

TEENS

9 hours

8:56 Total Hours
6:40 Hours of Screen Time

Multitasking: The New Normal

Many teens use media while studying, and most think it has no effect on the quality of their work.

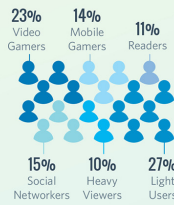
While Doing Homework, Teens ...



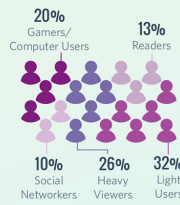
MEDIA DIETS DIFFER DRAMATICALLY

From Gamers to Social Networkers, there are many distinct media profiles among tweens and teens.

TWEENS



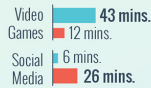
TEENS



BOYS ARE FROM XBOX, GIRLS ARE FROM INSTAGRAM

Average daily time used for social media and gaming is strikingly different.

TWEENS



Boys Girls

TEENS



SURPRISE! TV AND MUSIC STILL DOMINATE DAILY MEDIA DIET

Watch TV



TWEENS WHO DO ACTIVITY EVERY DAY:
62% 37% 27% 27% 24% 10%



TEENS WHO DO ACTIVITY EVERY DAY:
66% 58% 45% 34% 27% 19%

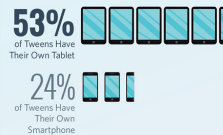
Social Media = #meh

Teens spend on average 1:11 using social media, but only 10% of teens choose using social media as their "favorite" media-related activity.

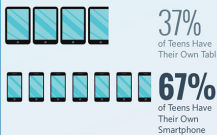
MEDIA CONSUMPTION IS HIGHLY MOBILE

Mobile devices account for nearly half (41%) of all screen time used among tweens and 46% among teens.

TWEENS



TEENS



MANY MEDIA ACTIVITIES MAKE UP A MEDIA DIET

The time youth spend with digital devices includes many types of activities, from passive consumption to interactive consumption to communication to content creation.

TWEENS



TEENS

