



# TOP 9

## TRUTHS ABOUT YOUTH'S MEDIA USAGE TRENDS

#6 will blow your mind!



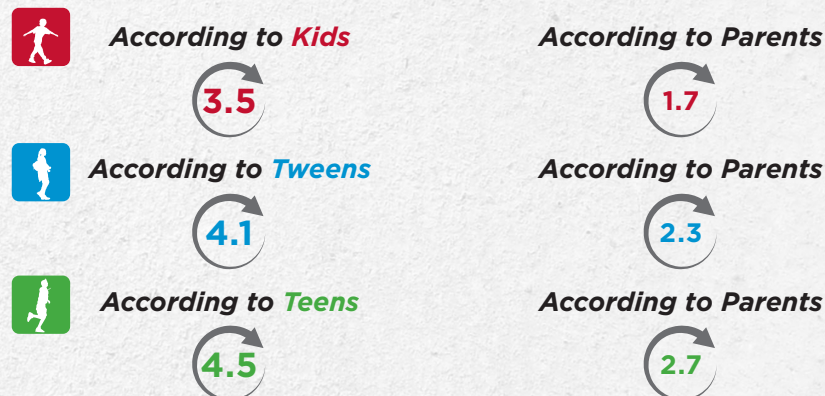
It's not shocking news that the way youth use media has changed rapidly in the past few years—where and how they access it, what they prefer in terms of content, and how all of this differs by age, gender, and demography. Here we explore some of the most interesting dynamics that have bubbled up in our YouthBeat® data. Stay tuned for a webinar in early 2019 that will explore a greater swath of content.



### TRUTH #1: Parents Downplay Total Screen Time

To caveat these numbers, know that we calculate them based on slightly different questions to youth and parents. Youth tell us how much time they spend online daily (doing anything, including school work, on any device), plus how much time they spent on their last TV occasion. Parents are asked to estimate “total daily screen time” (on any device, including TV), excluding schoolwork. So we aren't quite comparing apples and oranges, but the differences are still staggering.

#### 2017 Total Daily Screen Hours



→ Youth estimate nearly twice as much screen time as parents. We attribute this to lack of awareness of what their kids are doing, and wishful thinking that they weren't on their devices quite as much as youth say they are.

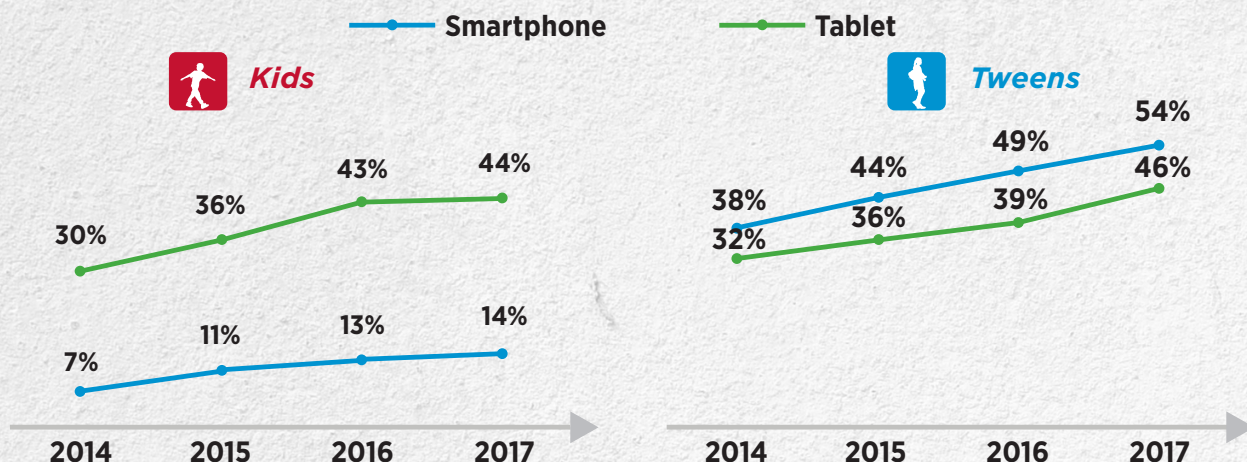






## TRUTH #2: Tweens Don't Give Up Their Tablets When They Get Smartphones

Tablet ownership continues to grow with kids and tweens, albeit more slowly than in past years. Though tweens are getting cell phones in this stage (average age of first cell phone in 2017 was 11.2), they hang on to the mobile devices they already have. One explanation is that tweens may be still using tablets for more at-home activities that need wi-fi (like gaming), and saving their cell phones for on-the-go communication, social media, and entertainment.



➔ Youth in urban areas, where they may be taking public transportation by themselves, are more likely to own smartphones than those in suburban or rural areas.



## TRUTH #3: Girls Use Cell Phones More Than Boys

Mars and Venus diverge early. On a weekly basis, girls are heavier users of their cell phones than boys. Three functions show the greatest contrasts.

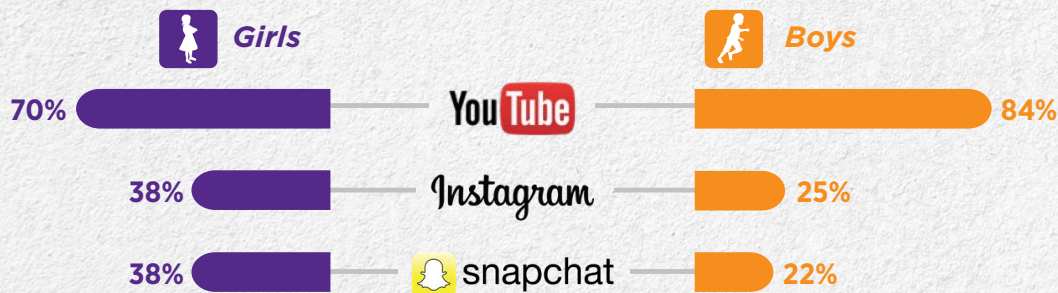


Base: Cell phone owners



## TRUTH #4: Boys and Girls Post Videos Differently

In 2017, boys were more likely than girls to have ever posted a video online (27% vs. 23% of girls). But, girls who post are far more prolific than boys, putting up 23 videos in the past six months, compared to 8 videos for boys. Where they're posting is different too, suggesting the topics they may be featuring.



Base: Post videos online

➔ YouTube videos can be showcasing a variety of talents, from playing video games to unboxing to make-up demonstrations, and received by a wide audience pool. Instagram and Snapchat posts are more likely to be quick snippets of youth's personal lives to a more select audience.

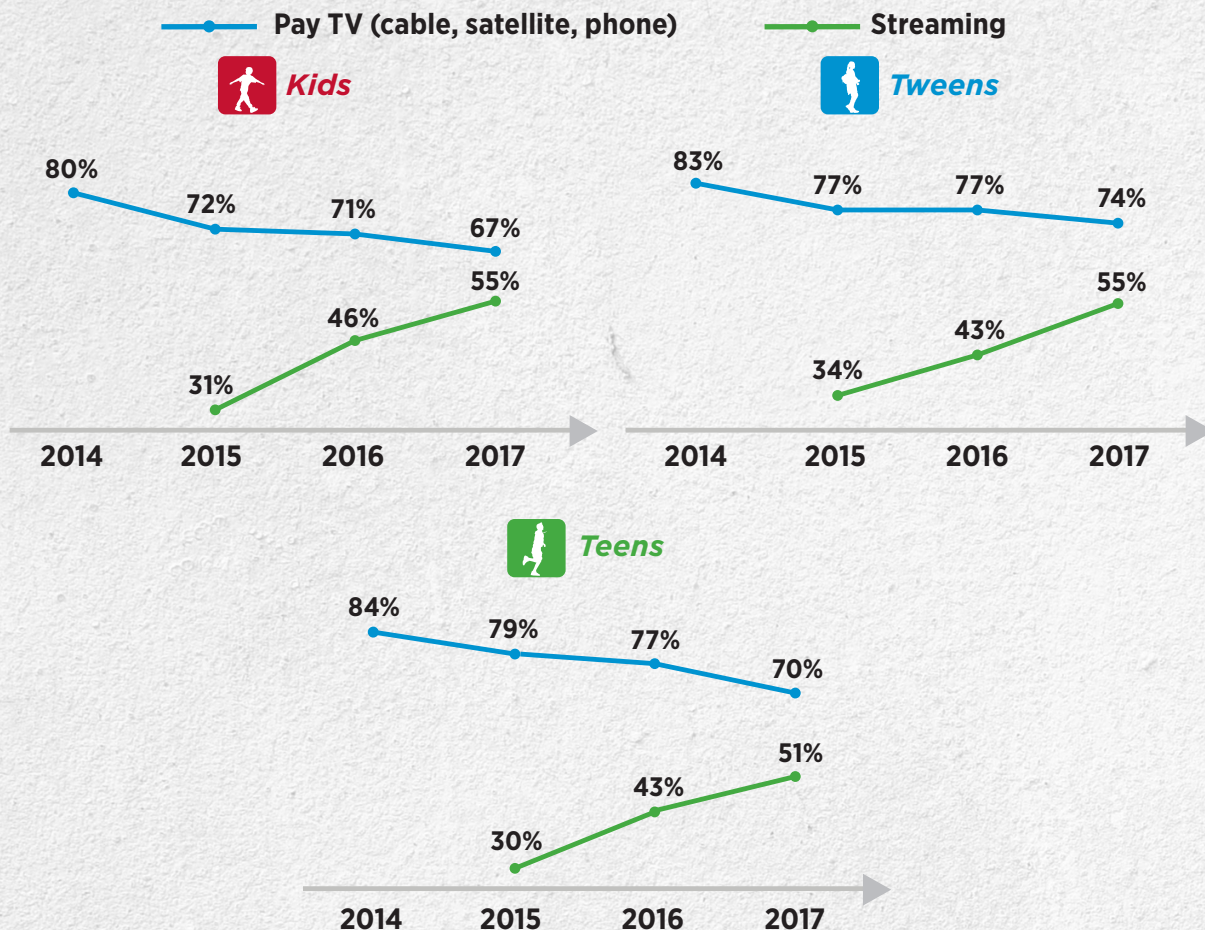






## TRUTH #5: Streaming Is Closing the Gap on Pay TV

It's no shock that accessing TV through streaming services is now nearly as popular as watching via pay TV (cable, phone company, or satellite-based). Pay TV still has a slight edge, though "cord cutters" are much more common than just a few years ago.



## TRUTH #6: Live TV Viewing Isn't Dead

In 2017, it's easy to think that young people will go to any lengths to avoid commercials—but it simply isn't true! Channel surfing and appointment viewing are still viable parts of a "lean-back" TV viewing experience. Advertisers, don't despair, youth are still "tuning" in!



African-American youth are more likely than Hispanic or Non-Hispanic White youth to channel surf or go directly to a certain channel.



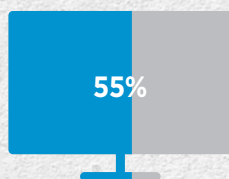




## TRUTH #7: Parents Like Bonding with Kids Over TV

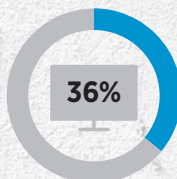
In 2017, parents still like watching TV with their kids—and some favorite shows like *Spongebob* have been around since Millennial parents first discovered them as youth. That said, some parents still feel in this Second Golden Age of Television that there isn't enough age-appropriate fare for their kids—especially Gen Xers. We think they're feeling the pain of the shift from kids' cartoons to adult sitcoms and cartoons—or they're just not looking hard enough.

% agree that watching TV together is a way for me and my child to stay connected (Top 2 Box)

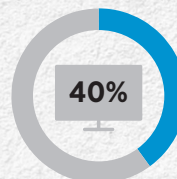


% agree that there are not enough shows on TV that are appropriate for my child's age

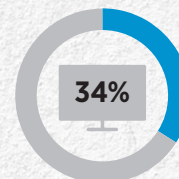
Millennials



Gen X



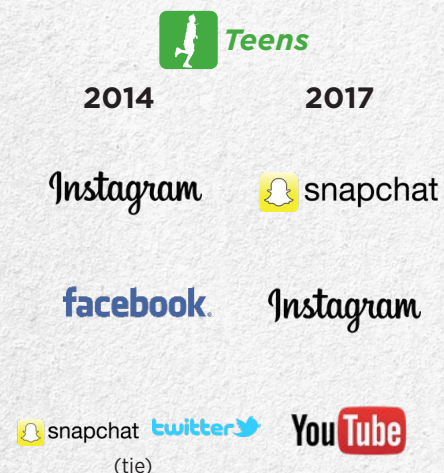
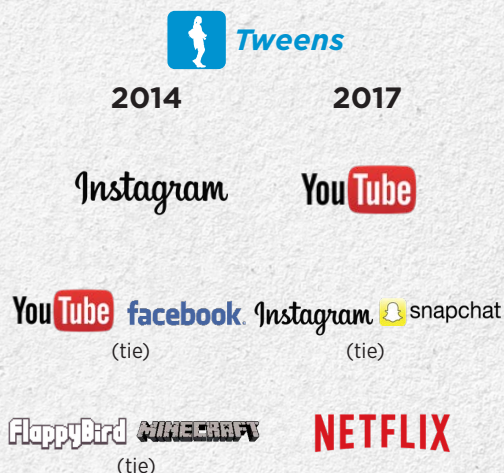
Boomers



## TRUTH #8: Favorite Apps Have Flipped

Ah, the simpler times of 2014, when four out of five of kids' favorite apps were games, some of them pre-installed on parents' phones (Angry Birds, Subway Surfers, and Temple Run). Tweens and teens have always started to dabble in social media, but now YouTube and Netflix are permanent fixtures in their favorites. It's not a shock that boys' favorites lean towards gaming, while girls prefer social media apps.

### Favorite Apps



## TRUTH #9: YouTube Is Winning the Web

Known for the last few years as "Google for kids," YouTube has cemented its spot as youth's favorite website. Sometimes they're introduced at school, through apps like Epic where they may access a curated list of learning videos, from animal videos to Minecraft and LEGO to how-to's sourced from YouTube. Or they stumble across it for gaming videos, the antics of their favorite wacky performers, more serious help with schoolwork, or as a way to explore a budding interest in music. It's got something for all of them, and it's not going anywhere soon.

### Favorite Website

