Before the coronavirus pandemic, Black children from birth to age 8 spent an average of 5 hours and 14 minutes with media every day.

- **Watching TV, DVDs, or videos**: 54%
- **Reading**: 15%
- **Playing video games**: 12%
- **Listening to audio**: 10%
- **Video-chatting**: 8%
- **Other digital activities**: 1%

**Breakdown of media use:**

- **2 hours and 49 minutes** watching TV, DVDs, or videos
- **48 minutes** reading or being read to
- **37 minutes** playing video games
- **32 minutes** listening to audio
- **2 minutes** video-chatting
- **26 minutes** doing other digital activities
Since 2011, Black children's **overall screen time has increased**.

Increases in overall screen time are largely driven by increases in **mobile media use**.

For young Black children, almost half of **all time on mobile devices** in 2020, before the coronavirus pandemic, was spent watching videos.
Young Black children's ownership and access to media has increased over time but has stalled since 2017. Home computer access has gone down.

Even children age 8 and younger had their own personal devices before the coronavirus pandemic.

54% had their own tablet.

40% had their own educational game device.

17% had their own smartphone.
Top media concerns of Black parents of young children include:

1. Sexual content in media:
   40% were "very concerned"

2. Violent content in media:
   38% were "very concerned"

3. Cyberbullying online:
   37% were "very concerned"

When looking at educational media activities ...

50% of Black parents said that learning is a "very important" reason their child uses screen media.

39% of Black parents said that the media their child uses helps "a lot" with learning.

33% of Black parents "strongly agree" that they are satisfied with the amount and quality of educational media available to their child.
When looking at reading...

53% of Black parents said their child is read to or reads every day.

↑12 percentage points from 2017 to 2020

And each day, these children spend an average of...

33 minutes with print books + 15 minutes with ebooks = 48 minutes total reading or being read to

↑20 minutes from 2017 to 2020