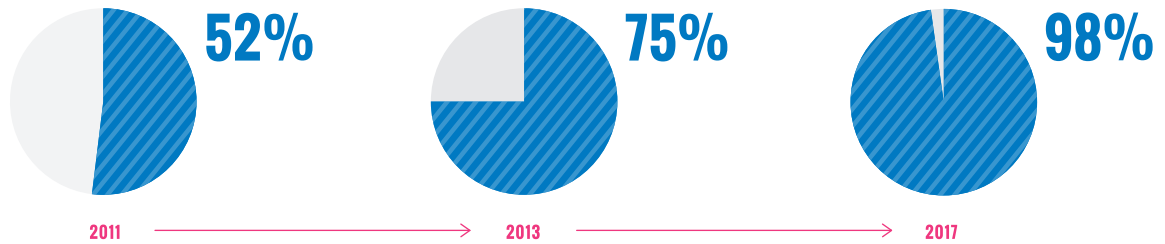


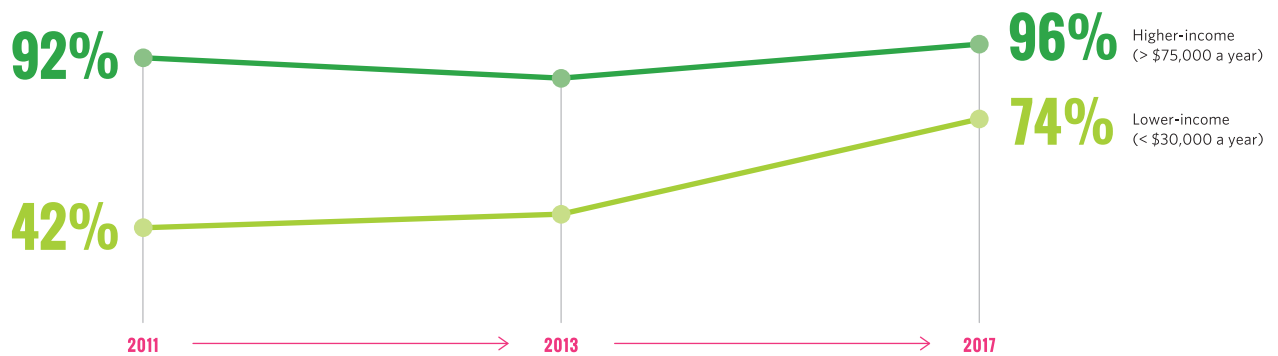
EVOLUTION OF MEDIA USE BY KIDS AGE 8 AND UNDER 2011-2017



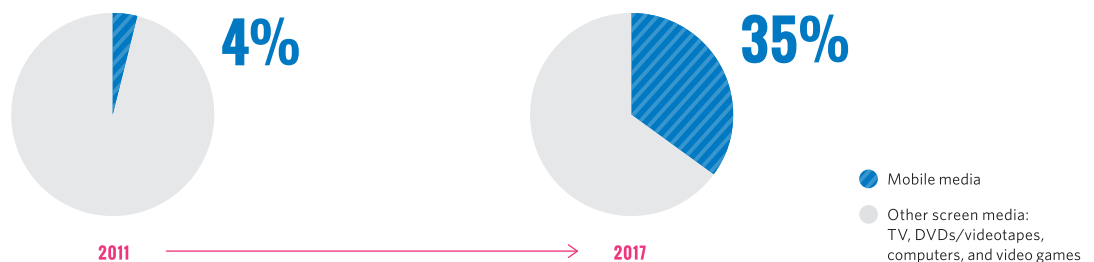
Mobile is universal. Among 0- to 8-year-olds, percent of homes with a mobile device



The digital divide has narrowed, but remains an issue. Among 0- to 8-year-olds, percent of homes with high-speed internet access



A third of all screen time is mobile. Among 0- to 8-year-olds, proportion of total screen time that is mobile



Mobile media time has tripled—again. Among 0- to 8-year-olds, average amount of time spent on mobile devices per day

