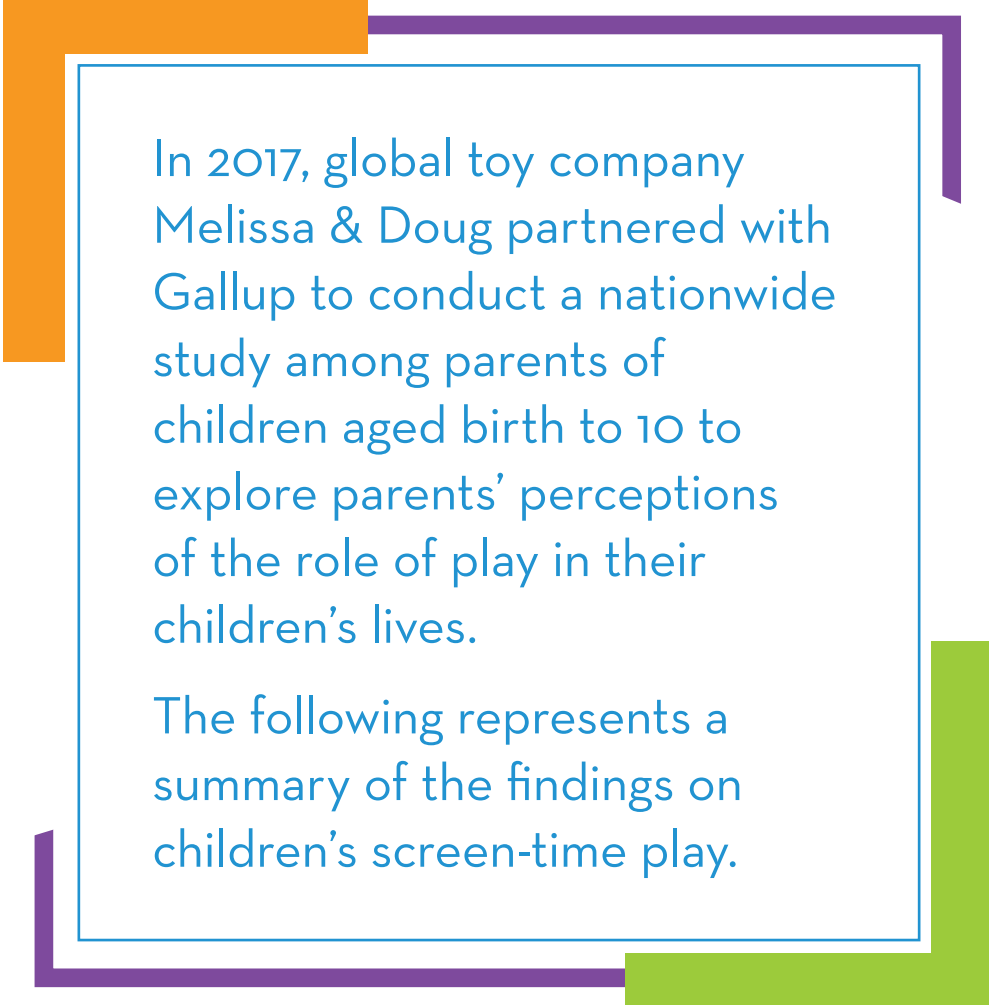




Screen-Time Findings Summary





In 2017, global toy company Melissa & Doug partnered with Gallup to conduct a nationwide study among parents of children aged birth to 10 to explore parents' perceptions of the role of play in their children's lives.

The following represents a summary of the findings on children's screen-time play.

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U.S. Parents' Estimates of the Amount of Free Time Their Child Spends Engaging in Screen-Based Play

Parents of children aged 2 to 10 report that their child spends 18.6 hours per week of their free time engaged in screen-based play, on average, which includes using electronic devices, watching media and playing educational games on electronic devices.

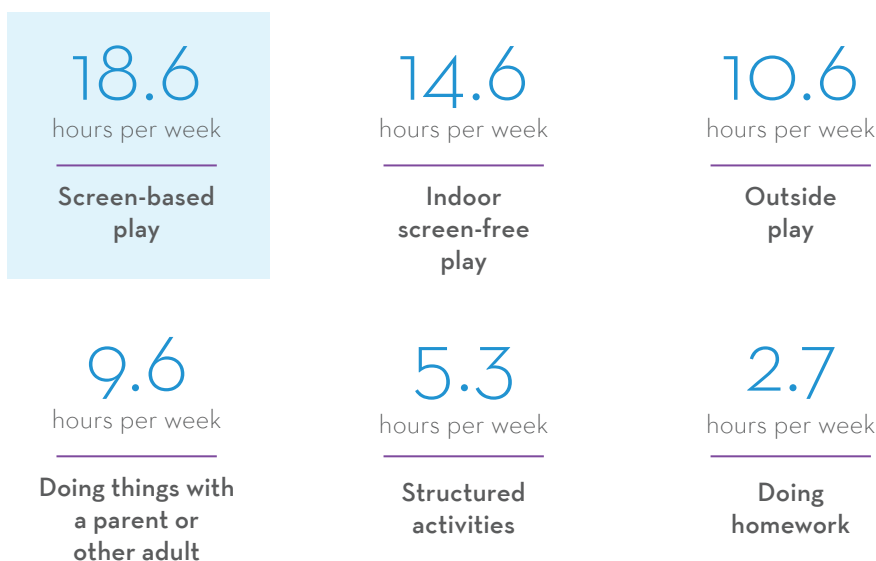
- This works out to an **average of 2.7 hours of screen-based play per day**, including 2.2 hours per day during the week and 3.9 hours per day on weekends.

Children aged 9 to 10 spend more time engaged in screen-based play (21 hours per week) than children aged 6 to 8 (18 hours per week) and children aged 2 to 5 (18 hours per week).

- This works out to 3.0 hours per day for children aged 9 to 10, 2.6 hours per day for children aged 6 to 8 and **2.6 hours per day for children aged 2 to 5**.
- The American Academy of Pediatrics recommends that children aged 2 to 5 spend no more than one hour per day on “high-quality” media.

Though screen-based play includes some time spent playing educational games on electronic devices (3.0 hours per week), it mostly involves watching media and using electronic devices (15.6 hours per week).

The overall time that parents say their child spends engaged in screen-based play exceeds the amount of time they say their child is engaged in other types of activities, including indoor screen-free play.



How U.S. Parents Want Their Children to Spend Their Screen-Based Time



Seven in 10 parents of children aged 2 to 10 (70%) want their child to spend less time watching media.

The rate is similar for parents of children aged 2 to 5 (68%) as well as children aged 6 to 8 (68%) and children aged 9 to 10 (71%).

About six in 10 parents (62%) want their child to spend less time playing noneducational games on electronic devices.

This is especially true for parents of children aged 9 to 10 (66%) but also a concern among parents of children aged 2 to 5 (50%) and 6 to 8 (62%).



About a third of parents of children aged 2 to 10 (31%) want their child to spend more time playing educational games on electronic devices.

Only about one in 10 (11%) want their child to spend less time on this activity.

Parents of older children are even more likely to want their child to spend additional time playing educational games on electronic devices.

Over a third of parents of children aged 9 to 10 (36%) say this.



Relationship Between Screen-Based Play and Parents' Concerns About Their Children

Two-thirds of parents worry – either a little (53%) or a lot (12%) – that their child spends **too much time on electronic devices**.

More than four in 10 parents (43%) say they worry that their child has **trouble keeping themselves entertained** without electronic devices.

Both screen-time **concerns are higher among parents of older children**. Seven in 10 parents of children aged 9 to 10 worry that their child spends too much time on electronic devices, and half of these parents are concerned that their child has trouble keeping themselves entertained without electronic devices.



Parents of boys (70%) worry a bit more than parents of girls (63%) that their child spends too much time using electronic devices. Boys' parents (45%) also worry more than girls' parents (39%) that their child cannot occupy themselves without an electronic device.

About a third of parents whose children engage in three or more hours of screen time per weekday worry that their child is **not keeping up academically** (36%) or has **trouble getting along with other children** (34%). By contrast, 26% of parents whose children engage in less screen time worry about their academics, and 20% worry about their socialization.

Likewise, 45% of parents of children with heavy screen time worry that their **child is under too much stress**. By contrast, 27% of parents of children averaging less than three hours of screen time per weekday say the same.

Parents of children who spend three or more hours on screen-based play per weekday are less satisfied with their child's development in teamwork, discipline and social skills when compared with parents of children who engage in less screen-based play.

- Fifty-nine percent of parents of children with at least three hours of screen time versus 74% of parents of children with less than three hours of screen time are satisfied with their child's teamwork skills.
- Fifty-one percent of high-screen-time parents versus 61% of low-screen-time parents are satisfied with their child's discipline skills.
- Sixty-nine percent of high-screen-time parents versus 79% of low-screen-time parents are satisfied with their child's social skills.

About the Survey

- The survey was conducted by mail, using a random sample of U.S. households.
- 1,271 parents of children aged birth to 10 completed the survey.
- Parents with more than one child aged birth to 10 were asked to answer in terms of the child with the next birthday.
- The parent or caregiver most familiar with the child's activities completed the survey.



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